

New College Limited

9-12 New College Parade

Draft Travel Plan

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1 INTRODUCTION

Overview

- 1.1 This Draft Travel Plan (TP) has been prepared by Caneparo Associates (CA) on behalf of New College Limited ('the Applicant') in support of an application for the proposed redevelopment of 9-12 New College Parade, within the London Borough of Camden (LBC) ('the Site').
- 1.2 This planning application seeks planning consent for the demolition of the existing site, the part-retention of the existing façade on New College Parade and the construction of a hotel-led, mixed-use development comprising a 59-room hotel across the basement and ground and second to sixth floor; 3 residential units at the first floor and a retail/café/restaurant unit which occupies part of the ground floor and basement.
- 1.3 Specifically, the full planning application seeks planning permission for:
- "Retention of two storey facade and basement and redevelopment to provide a ground plus six storey (plus basement) building comprising hotel and retail uses plus 3 residential units and associated back of house, bin storage and cycle parking".*
- 1.4 The purpose of this Travel Plan ('TP') is to provide long-term strategies aimed at changing travel habits away from unsustainable use of the private car to more sustainable modes such as walking, cycling, public transport and car sharing and is designed for the hotel element of the proposed development only.
- 1.5 Travel Plans also encourage a shift from sustainable modes such as public transport, to more active modes such as walking and cycling, particularly in areas of high accessibility where car use is already low.
- 1.6 Changing travel habits can be achieved through measures such as the distribution of travel information, provision of facilities, and the promotion of incentives to travel sustainably, all of which reflects current central and local government policy.
- 1.7 The primary objective is to reduce unnecessary vehicular and public transport trips associated with the development and to increase the use of alternative, more sustainable and active modes of transport.

- 1.8 The Travel Plan has been prepared to reflect the need to consider the travel habits of both staff and guests of the hotel to align with comments received from LBC.
- 1.9 This TP has been prepared as a draft document to accompany the planning application for the development at 9-12 New College Parade and will be finalised prior to occupation should planning permission be granted. This TP has been written in accordance with Travel Plan best practice and guidance issued by Transport for London (TfL) and the Department for Transport (DfT).

Travel Plan Aim

- 1.10 The aim of this TP is to put in place the management tools that are necessary to enable employees, guests and visitors to the proposed hotel, flat residents and retail workers to make informed decisions about their travel. This will, in effect, minimise the adverse impacts of their travel on the environment.

BREEAM Travel Assessment Checklist

- 1.11 This Travel Plan has been prepared to align with the requirements of BREEAM New Construction 2018. As a minimum, the measures outlined in **Table 1.1** have been considered when developing the TP. Many of the measures are already in place, given the site's accessible location to public transport, walking and cycling modes, which will be further outlined in Section 3.

Table 1.1: BREEAM Checklist		
Measures	Checklist	Comment
Negotiation with local bus, train or tram companies an increase in the local service provision for the development	N/A	The extent of the potential impact of the development will be assessed in the determination of the planning application to consider whether any improvements are necessary. The findings of the TA demonstrate that no improvement to service provision is necessary given the highly accessible location of the site.
Provision of a public transport information system in a publicly accessible area	✓	Detailed within Section 5
Provision of electric recharging stations	N/A	The development is car-free and no car parking is provided which could benefit from electric charging infrastructure
Provision of parking priority spaces for car sharers	N/A	Car-free development

Consultation with the local authority on the state of the local cycling network and on improvements	N/A	The state of the local cycling network and any improvements have been assessed in the Transport Assessment whereby the proposed development would generate a negligible impact upon local facilities and infrastructure which would not warrant financial contributions to its improvement. Consultation on potential improvements will be made during the determination of the planning application.
Provision of dedicated and convenient cycle storage	✓	Detailed within Section 5 - Cycling
Provision of cyclists' facilities	✓	Detailed within Section 5 - Cycling
Lighting, landscaping and shelter to create pleasant pedestrian and public transport waiting areas	N/A	Pleasant pedestrian and public transport waiting areas are already in place. Local bus stops including those on Finchley Road adjacent to the site benefit from shelters and lighting.
Restrictions or charging for car parking	N/A	Car-free development
Pedestrian and cyclist friendly (for all types of user regardless of the level of mobility or visual impairment) with the provision of cycle lanes, safe crossing points, direct routes, appropriate tactile surfaces, good lighting and signposting to other amenities, public transport nodes and adjoining off-site pedestrian and cycle routes	✓	Already in place – see Section 2 – Accessibility. Will be promoted and further detailed by the TPC (see Section 5 – Visitor Travel)
Provision of suitable taxi drop-off or waiting areas	N/A	The provision of taxi-drop-off facilities will undermine the approach to promote sustainable transport options. A detailed assessment of taxi drop-off and pick up is included within the Transport Assessment.
Ensure rural buildings have appropriate access to transport to serve the local community adequately (where procured to do so, e.g. community centre).	N/A	Not applicable for an urban site.

Scope

- 1.12 This TP is aimed at staff and guests of the development associated with the hotel element only. This document sets out the procedures necessary to progress the TP into a fully working document ready for implementation. It also sets out a range of sustainable transport measures that can be implemented or considered for implementation by the Travel Plan Co-ordinator (TPC) for the development.

1.13 Once adopted, the TP will aim to increase awareness of the advantages and potential for travel by more environmentally friendly modes and set out the physical and management measures that will assist travel by alternative modes.

1.14 The remainder of this document is structured as follows:

- Section 2 - describes the accessibility of the Development.
- Section 3 - sets out the objectives and targets of the Travel Plan.
- Section 4 - outlines the management of the Travel Plan.
- Section 5 - sets out the measures and initiatives that will be implemented.
- Section 6 - outlines the monitoring and review programme.
- Section 7 - details the securement and funding of the Travel Plan.
- Section 8 - sets out an Action Plan.

2 ACCESSIBILITY

Site Location

- 2.1 The Site (9-12 New College Parade) consists of a three storey building (including basement) that is located on the western side of the A41 Finchley Road forming part of the high street between Finchley Road Station to the north and Swiss Cottage Station to the south. The existing use of the building consists of 560sqm GIA of restaurant uses (Use Class A3) and 226sqm of offices (Use Class B1(a)).
- 2.2 The Site is located in a highly accessible area being located in close proximity to the centre of Swiss Cottage which lies less than 300m to the south of the site. A site location plan is shown in **Figure 2.1**.

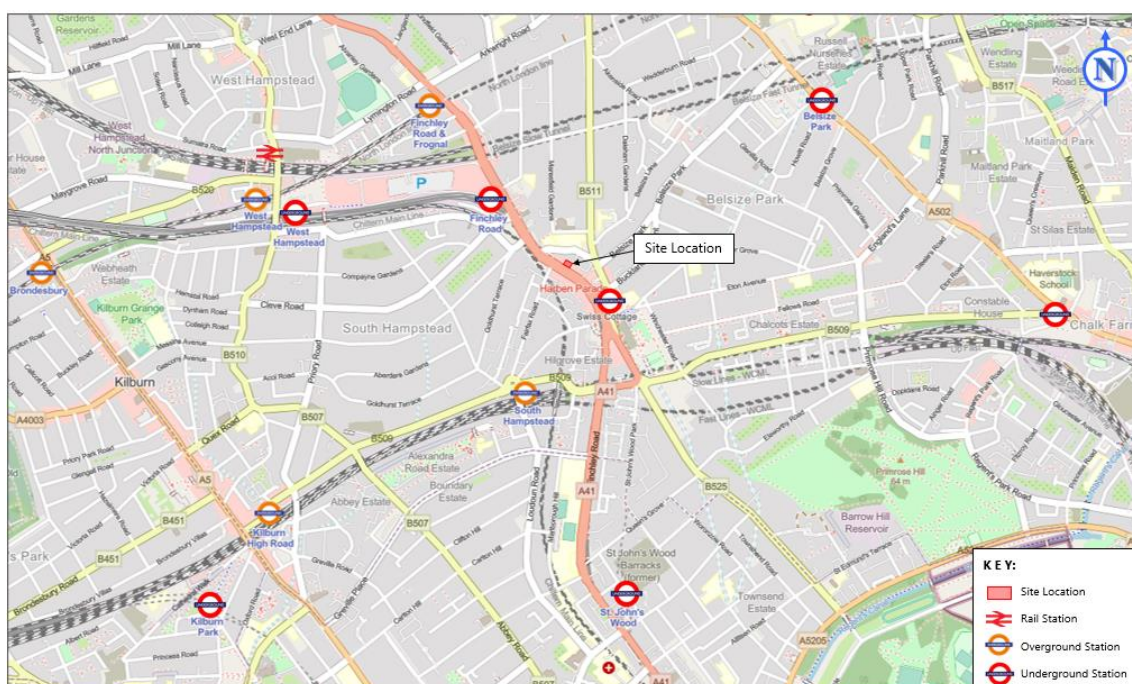


Figure 2.1: Site Location Plan

Local Highway Network

- 2.3 Finchley Road operates in a general north-west to south-east alignment across the Site frontage providing an arterial highway route between Finchley/Hampstead to the north and St John's Wood to the south. The road measures c.19m in width across the site frontage which provides each direction with two lanes of general traffic and a bus lane, incorporating restricted usage of loading bays and parking facilities.

- 2.4 Finchley Road forms a part of the Transport for London Road Network (TLRN) and is subject to associated parking and stopping controls, unless vehicles are within specific demarcated locations. Across the site frontage, a c.22m loading bay is present which restricts all stopping from Monday to Saturday from 7am to 7pm with the exception of loading which is permitted Monday to Saturday between 10am-4pm for a maximum of 20 minutes. Adjacent to the loading bay, a 35m length of parking is present which restricts all stopping from Monday to Saturday from 7am to 7pm with the exception of parking which is for a maximum of 1 hour with no return within 2 hours.

Pedestrians

- 2.5 The area is conducive to walking with a good level of pedestrian infrastructure present in the vicinity of the Site. Finchley Road benefits from footways of appropriate width along both sides of the carriageway with street lighting present at regular intervals. A signalised pedestrian crossing is located across Finchley Road adjacent to the site (outside the frontage of the neighbouring property), which provides a very good level of pedestrian amenity for pedestrians to and from the Site and beyond.
- 2.6 Generally, a person's willingness to walk is dependent on many factors including; access to a car, safety, road congestion, weather, gradients, parking, health, direction of route, and purpose of journey. It is generally accepted that for journeys of up to 2km walking is an appropriate mode to replace car trips as set out in The Chartered Institution of Highways and Transportation (CIHT) Guidelines (*Guidelines for Providing for Journeys on Foot, 2000*) which suggests a maximum 'acceptable' walking distance for pedestrians without mobility impairment of 2km. The Transport for London guidance document "Walking Best Practice", April 2012, also refers to car journeys up to 2km in length, which could easily be walked in less than 30 minutes.
- 2.7 Within a 2km walk distance from the Site, it is possible to reach a range of destinations including West Hampstead and extending as far as Hampstead to the north, Chalk Farm station to the east, St John's Wood to the south and Kilburn to the west.
- 2.8 In accordance with BREEAM 2018 guidance, the number and type of existing facilities within 500m of the site have been considered, as set out in **Table 2.1** below.

Table 2.1: Location of Existing Facilities			
Amenity	Within 500m?	Name of Facility	Distance from Site
Appropriate food outlet	✓	Tesco Express	150m
Access to cash	✓	HSBC Finchley Road	260m
Outdoor Open Space	x	Primrose Hill	1300m
Recreation or leisure facility	✓	Anytime Fitness Swiss Cottage	100m
Postal facility	✓	Finchley Road St Post Office	100m
Community Facility	x	Swiss Cottage Community Centre	550m
Over the Counter Pharmacy	✓	Boots Pharmacy	100m
Public Sector GP	x	Daleham Gardens Surgery	600m
Childcare Facility or School	✓	South Hampstead High School	260m

Cyclists

- 2.9 Accepted guidance suggests that for journeys up to 8 kilometres, cycling represents an important mode of transport. This therefore offers potential cycle access to most of Central London including as far as Park Royal, Hammersmith, Chelsea, Westminster, Vauxhall, Farringdon and Battersea.
- 2.10 The Site is situated close to London Cycleway 6 which connects Chalk Farm to the wider network of routes into Central London. Locally to the Site, several roads are designated as suitable for cyclists and connect to the wider area which are identified within 'Route Plan Roll's' cycling comfort map, which an extract in proximity to the Site is provided at **Figure 2.2** below, whereby official routes are designated in purple, TfL endorsed routes are coloured blue and mixed comfort, medium priority routes are in blue.

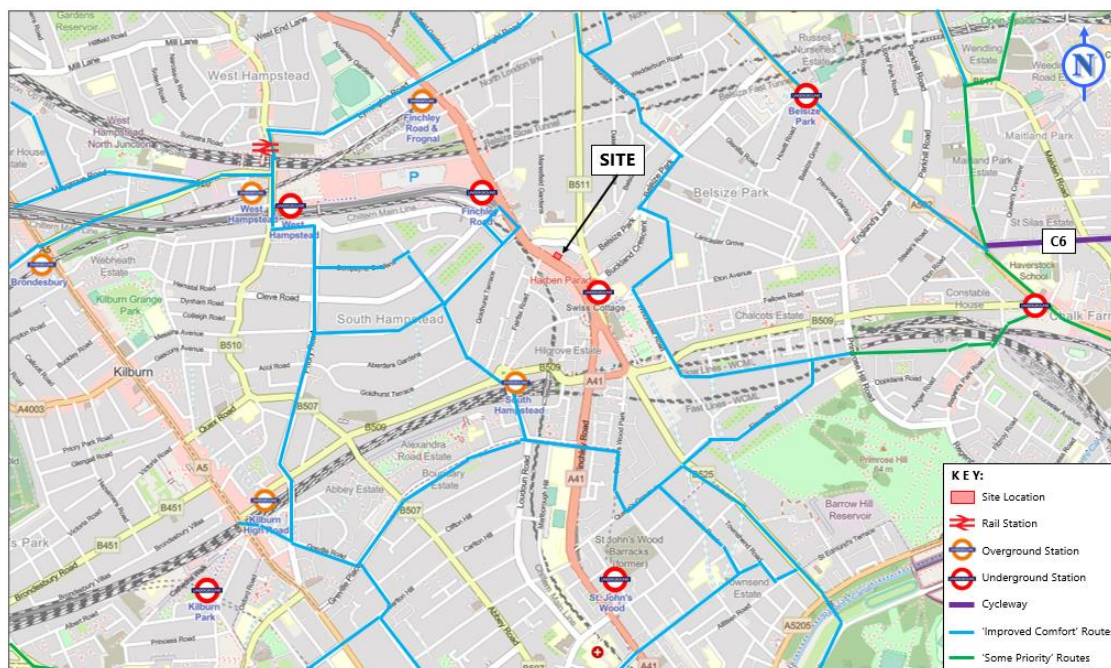


Figure 2.2: Local Cycle Routes (courtesy of TfL and Route Plan Roll 2022 Cycling Comfort Guide)

Accessibility by Public Transport

Public Transport Accessibility Level (PTAL)

- 2.11 Public Transport Accessibility Levels (PTAL) are a theoretical measure of the accessibility of a given point to the public transport network, considering walk access time and service availability. The method is essentially a way of measuring the density of the public transport network at a particular point.
- 2.12 The PTAL rating is categorised in six levels, 1 to 6 where 6 represents a high level of accessibility and 1 a low level of accessibility. The PTAL levels of 1 and 6 are further subdivided into A and B levels, with level A indicating the location is rated towards the lower end of the PTAL category and B towards the higher end.
- 2.13 Using the TfL web-based connectivity assessment toolkit, it has been determined that the Site has a PTAL rating of 6a, demonstrating an excellent level of accessibility to public transport.

Bus Services

- 2.14 The nearest bus stops to the Site are located on Finchley Road, with six two-way services accessible from stops in the direction of Finchley Road station to the north (a 3-minute/180m walk distance) and to the south in the direction of Swiss Cottage station (a 2-minute/130m walk distance). There are additional bus stops located in proximity to the Site on College Crescent, which provide access to an even greater number of additional bus services, and accessed within a 3-minute / 250m walk distance of the Site to the south-east.
- 2.15 Details relating to the daytime services that stop at the local bus stops are summarised in **Table 2.2** below.

Table 2.2: Summary of Bus Services and Frequencies				
No.	Route	Frequency per 'x' Minutes		
		Mon-Fri	Saturday	Sunday
C11	Archway Station – Brent Cross Shopping Centre	7-10	8-12	12-13
113	Edgware Station – Marble Arch	7-9	7-9	9-13
13	North Finchley Station - Victoria	5-9	7-10	7-10
187	Finchley Road – Central Middlesex Hospital	10-13	12-14	15
31	White City Bus Station – Camden Town	8-11	9-11	9-11
46	Paddington Station – St Bartholomew's Station	10-13	10-11	15
268	Finchley Road - Golders Green Station	7-10	10-15	12-15

- 2.16 As can be seen in the image above, a notable number of bus services are available locally which offer links across the local area and beyond, including links to Central London.

Rail and Underground Services

- 2.17 The Site is located a 3-minute / 260m walk from Finchley Road Underground Station to the north and a 4-minute / 300m walk distance from Swiss Cottage Station to the south. Both stations provide access to Jubilee and Metropolitan Line London Underground services across London.
- 2.18 The Site is also a 17-minute / 1300m walk from West Hampstead Thameslink, which offers direct rail connections to both London Gatwick and London Luton Airports, as well as Kings Cross St Pancras International which has Eurostar connections to Europe. This station has step free access for both the London Overground and main line Thameslink services.

Baseline Travel Patterns

2.19 A baseline mode split will be taken from a travel survey of hotel staff and guests separately. This survey will accurately identify how employees and hotel guests at the Proposed Development travel to / from work. The results of the survey will be known as Year 0. The survey will be undertaken no later than six months after the Development is occupied. An example travel questionnaire is included at **Appendix A** which can be updated as needed to reflect the occupier of the hotel once established and nuances between staff and guest travel.

2.20 The current predicted modal split for future employees and guests of the hotel is based upon data from the 2011 Census; specifically, the Method of Travel to Work Data for the Middle Super Output Area (MSOA) Camden 008 in which the Site is located.

2.21 The predicted modal split is set out in **Table 2.3**.

Table 2.3: Baseline Employee Modal Split	
Method of Travel	Percentage
Underground	34.3%
Train	17.1%
Bus	13.6%
Taxi	0.3%
Motorcycle	1.2%
Driving a Car	15.5%
Passenger in a Car	1.0%
Bicycle	3.6%
On Foot	13.4%

2.22 For the purpose of this TP, the modal split as shown in **Table 2.3** will be used for target setting purposes until a travel survey can be undertaken.

3 OBJECTIVES AND TARGETS

Introduction

3.1 This Section sets out the overarching objectives for the development, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the TP can be found within **Section 7**.

- **Objectives** are the high-level aims of the TP. They help to give the TP direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed.

Objectives

3.2 The TP's overriding objective is:

"To engage with and encourage residents, staff and guests to use more sustainable ways of travelling to / from the Development, through more effective promotion of sustainable modes. This will minimise the impact of the Development on the surrounding highway network. "

3.3 The sub-objectives are:

- Sub-objective 1: To increase employee and guest awareness of the advantages and availability of sustainable / active modes of transport;
- Sub-objective 2: To promote the health and fitness benefits of active travel to employees and visitors/guests;
- Sub-objective 3: To provide guidance to visitors/guests of the development as to available means of sustainable travel;
- Sub-objective 4: To introduce a package of physical and management measures that will facilitate travel by sustainable modes; and therefore,
- Sub-objective 5: To reduce unnecessary use of the car, and public transport where possible, for the journey to and from the development.

Targets

- 3.4 Targets are measurable goals by which the progress of the TP will be assessed. Targets are essential for monitoring progress and success of the TP. Targets should be 'SMART' – Specific, Measurable, Achievable, Realistic and Time-related.
- 3.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time, while Aim Targets are quantifiable and generally relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

- 3.6 The key action targets are set out below:
- The TPC will be appointed 3 months prior to first occupation.
 - Undertake a baseline travel survey no later than six months after occupation.
 - Issue Travel Information Packs to all employees.
 - Update noticeboards monthly ensuring details on local facilities and public transport services are up to date.

Aim Targets

- 3.7 The Aim targets of this TP are focused on residents, employees and guests/visitors. **Table 3.1** overleaf outlines the Aim Targets set out for the development. The targets are set to measure progress towards the main objectives over five years. These targets are to be achieved within five years of the launch of the TP.
- 3.8 The baseline figures are taken from the predicted mode split, as detailed in **Section 2**. This TP recognises that it is not possible to set out accurate targets far in the future, even when based on actual modal share data (i.e. when the baseline survey has been undertaken). As such, it should be acknowledged that the targets may change over time as results from on-going monitoring become available.

Table 3.1: Mode Share Targets				
Proposed Staff and Guest Targets	Interim Targets			
	Baseline	Year 1	Year 3	Year 5
To reduce travel by private car to 0%	15.5%	11.5%	6.0%	0.0%
To increase the percentage of employees and guests who cycle to the development by 7.5%	3.6%	5.6%	8.6%	11.1%
To increase the percentage of employees and guests who walk to the development by 8%	13.4%	15.4%	18.4%	21.4%

- 3.9 It is more constructive to set an Action type target for measures aimed at promoting sustainable transport to visitors/guests of the development, rather than a mode split Aim Target.
- 3.10 Indicators are the elements, which will be measured in order to assess progress towards meeting the targets. For the years following the initial baseline survey, snapshot surveys will be undertaken by staff at years 1, 3 and 5 in order to review the progress of meeting the targets.

4 TRAVEL PLAN MANAGEMENT

Travel Plan Co-ordinator (TPC)

4.1 The developer will appoint a TPC 3-months prior to occupation.

4.2 The TPC contact details will be included below as part of the final and implemented TP.

Name: _____

Telephone: _____

Email: _____

4.3 The TPC should be someone who will have access to the appropriate technology and resources to communicate effectively with employees and guests.

4.4 The TPC will be responsible for overseeing the management, development, implementation, monitoring and review of this TP.

Responsibilities

4.5 The TPC will be responsible for overseeing the TP for the development. The primary responsibilities of this role include:

- The implementation of measures as set out in the TP.
- Managing the development and implementation of the TP measures;
- Promoting the objectives and benefits of the TP;
- Monitoring the success of the TP against the agreed targets; and
- Acting as a point of contact regarding travel and the TP.

4.6 Regular updating of the TP is part of the responsibility of the nominated person.

Time Allocation

- 4.7 The TPC will undertake the management of the TP, in addition to their normal duties. The person undertaking the role should be allowed the time necessary to enable this TP to achieve its objectives.

Marketing Strategy

- 4.8 All employees, including new employees, will be made aware of the existence of the TP at the commencement of their employment. The details of the TP, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the TP will be explained.
- 4.9 Contact details of the TPC will be advertised if employees wish to discuss specific matters directly.
- 4.10 An employee Travel Information Pack will be produced; this will contain the TP, sustainable transport information and any other relevant transport information. In addition, the TP will be added to the agenda for all employee induction sessions.
- 4.11 The future hotel operator will be expected to have a website which will be able to include details on how to travel to the Site sustainably, therefore guests will be aware before they book on where the Site is located and the sustainable transport options available to them. In addition, hotel staff will be able to provide information on an ad hoc basis to guests at the reception to advise upon options and opportunities for travelling sustainably.

5 MEASURES AND INITIATIVES

- 5.1 This Section of the TP outlines the specific physical and management measures to be implemented as part of the TP.

Information Provision and Travel Awareness

- 5.2 For a TP to be successful, the benefits of sustainable travel must be made known constantly and coherently. Therefore, travel awareness and information provision are key features of any TP.
- 5.3 All staff will be provided with a Travel Information Pack at the start of their employment. The pack will include details, maps and timetables for local public transport services; information regarding local facilities (retail facilities, banks, schools, local cycle shops etc.) and other useful information (including TfL's Journey Planner phone numbers and website details, and contact details for registered local taxi operators).
- 5.4 The Travel Information Pack will also contain information about the TP including its purpose and objectives, as well as contact details for the TPC.
- 5.5 The future hotel operator will be expected to have their own website which will be provided to employees prior to induction as well as guests when making a booking. This will include public transport information as well as walking and cycling routes to/from the Site.

Walking and Cycling

- 5.6 The TPC will monitor and encourage maintenance of all pedestrian routes to a high standard and will discuss with the Council any further improvements to pedestrian facilities. For example, they will seek to identify any particular safety hazards, poorly lit areas, 'missing links' etc.
- 5.7 The development includes the provision of secure and sheltered cycle parking located on-site, which will be available for staff within the basement at a level to comply with planning policy prescribed within the London Plan 2021. While short stay visitor cycle parking will be secured on-street, with locations to be agreed with Camden.
- 5.8 In total, 12 long stay cycle parking spaces are proposed including 2 for the retail use; 6 for residential dwellings; and 4 for the hotel use.

- 5.9 The Proposed Development will be served by three separate cycle stores to facilitate the different users of the Site, with separate cycle stores for each separate use (hotel / residential / retail). The hotel cycle store will benefit from end-of-trip cycle facilities, comprised of showers and locker facilities.
- 5.10 The residential cycle store will be located at the ground floor, accessed from the residential lobby and is formed of 3 Sheffield stands, providing space for 6 cycles.
- 5.11 The retail cycle store will be located at ground floor, accessed from the hotel reception and will be formed of a single Sheffield stand, providing space for 2 cycles.
- 5.12 The hotel cycle store will be located at basement level and accessed via a shared service lift that can be accessed from the shared reception at ground floor. The service lift will measure at least 1.2m x 2.3m in size to align with London Cycle Design Standards. At basement level, the cycle store will be formed of 2 Sheffield stands, providing space for 4 spaces.
- 5.13 The TPC will administer and promote travel by bicycle primarily through information provision, however, the following measures will also be considered:
- Holding cycle maintenance sessions in association with local cycle retailers or similar organisations / companies that offer 'Dr Bike' services. The Council provide free cycle training and information on where to buy affordable and secure bicycle locks;
 - Promote participation in cycle-related events such as the London to Brighton bike ride;
 - Provide information on the noticeboards of the local cycling network;
 - Creation of a 'Cycle Buddy' system whereby those who are nervous or concerned about cycling in London can be accompanied by more experienced cyclists to and from their destinations in the first weeks of cycling; and,
- 5.14 The TPC will provide information on the safest cycle routes in the area and promote the use of cycling to access the Development. They will identify, through travel surveys, problems with cycle routes and discuss possible improvements with the highway authority.

Public Transport

- 5.15 The TPC will ensure that all public transport services are well publicised and promoted to all staff and visitors/guests. Bus, train and underground routes and timetable information will be included within the Travel Information Packs and disseminated electronically;
- 5.16 Promotion of TfL Journey Planner, Citymapper, National Rail website and mobile applications as well as phone numbers for Transport for London and National Rail services will be undertaken by the TPC.
- 5.17 A public transport information system will be provided within the reception area for the hotel and dwellings to provide live transport information and align with BREEAM requirements.

Visitor / Guest Travel

- 5.18 Staff will be provided with advice to ensure that visitors/guests are advised to travel by modes other than the private car wherever possible, including information through the hotel website.

Personalised Travel Planning

- 5.19 Hotel reception will be staffed 24/7 and staff will be on-hand to advise and assist hotel guests how easy it is to travel by sustainable modes instead of by taxi. Advice will be given to guests including the use of contactless payment cards on London Underground and Buses and using applications on their mobiles including City Mapper which show how simple and quick it is to travel around London.
- 5.20 Travel advice will be presented on the website for the hotel to advise future guests on the many ways which guests can travel to and from the Site easily such as the very close distance to numerous bus services and local underground stations. Consideration will be given to integrate links to travel planning websites such as TfL's journey planning tool which will be able to show guests how much easier, and cheaper, it is to travel sustainably.
- 5.21 The TPC will offer personalised travel planning advice to all new employees that request it. The service will be advertised as a staff benefit.
- 5.22 The TPC will be able to draw upon websites such as TfL's journey planner (www.tfl.gov.uk) for advice.

6 MONITORING AND REVIEW

- 6.1 The progress of the TP will be effectively monitored, and the results are reported back. It is not considered necessary to carry out comprehensive surveys on an annual basis after the initial baseline survey. Rather, it would be more appropriate to carry out an annual review using snapshot surveys.
- 6.2 The 'snapshot surveys' will be completed in-house and will request the following information:
- Typical arrival and departure time in / out of the development;
 - Origin and destination postcodes (full if known);
 - Main mode to / from place of work or destination (for staff and guests respectively) – form of travel used for the greatest amount of time;
 - Final mode to / from place of work or destination (for staff and guests respectively) – the last form of travel used before arriving at the development;
 - Journey time and distance to / from place of work or destination for the day;
 - Time to walk to place of work or destination (if applicable); and
 - If the respondent has a disability affecting their travel.
- 6.3 Monitoring will occur throughout the lifespan of the TP, after the initial full travel survey on occupation, 'snapshot surveys' will be carried out at years 1, 3 and 5. All monitoring should achieve the required response rates. If these are not met then, if deemed necessary, the survey process will be repeated for those that did not respond.
- 6.4 The TP recognises that it is not possible to force people to complete surveys, but possible incentives could be put forward to increase response rates.
- 6.5 The TP will be monitored for a period of five years. When reviewing the TP, measures will be assessed for their effectiveness and any necessary improvements identified. Prior to the implementation of any new measures and after each annual review, a yearly monitoring report will be prepared.

Reporting

- 6.6 The TPC will discuss the results of the surveys with management within one month of each survey.
The TPC will review the results and if appropriate review progress towards any agreed targets.

7 COMMITMENT AND FUNDING

- 7.1 The Developer is fully committed to the implementation of the TP and will provide all reasonably necessary funding to ensure that the agreed targets are achieved.
- 7.2 This will include funding the TPC, travel surveys and implementation of all reasonably necessary measures.

8 ACTION PLAN

- 8.1 The Action Plan outlined below in **Table 8.1** sets out the measures included within the TP that are directed at influencing staff travel.
- 8.2 The Action Plan will be revised every year following each annual review.

Table 8.1 – Action Plan				
Measures	Notes	Status / Target Date	Method of Monitoring	Responsibility
General				
Appointment of Travel Plan Coordinator (TPC)	Developer / Occupier to appoint a TPC as necessary	3 months prior to occupation	N/A	Developer / Occupier Management
Undertake Baseline Travel Surveys	TPC will undertake the surveys	Within 6 months of occupation	'Snapshot Surveys' undertaken in years 1, 3 and 5	TPC
Information Provision				
Travel Information Packs for all employees	All employees will receive a Travel Information Pack outlining the sustainable options for travelling to the development, the existence and purpose of the Travel Plan and location of cycle parking etc and walking/cycling routes	Upon commencement of employment	N/A	TPC
Website	The hotel website will be promoted to staff and guests	Prior to the site opening	N/A	TPC to update information when necessary
Personalised Travel Planning Sessions	The TPC will offer planning services to employees at induction sessions.	When necessary upon start of employment	The TPC will keep a record of who has utilised the service as well as the nature of the service (group, one on one)	TPC
Cycling				
Promotion of cycle facilities available	Cycle parking to be provided for employees	Once facilities are installed	Spot checks as part of maintenance rounds	TPC
Provide cycle route maps and other information relating to cycle facilities	Greater cost if bespoke information needs to be printed. Less if existing maps etc. are used	Upon first occupation	TPC to monitor uptake	TPC
Encourage cycling by providing information about free cycle training run by the		Annual event – summer and spring	TPC to monitor participation levels and interest	TPC

Table 8.1 – Action Plan

Council. Also through awareness events such as National Bike Week and social bike rides				
Walking				
Walk to Work days and social walking events	Health and financial benefits advertised	Spring and Summer (annually)	TPC to monitor uptake	TPC
Employees to be provided with information related to safe walking routes.	As part of Travel Information Packs or induction sessions	Prior to building being occupied and on-going through Travel Information Packs	N/A	TPC
Public Transport				
Employees to be provided with public transport information.	As part of Travel Information Packs or induction sessions	Prior to building being occupied and on-going through Travel Information Packs	N/A	TPC
Public Transport only days	Incentivised challenge to use active modes	Annually – summer	TPC to monitor uptake	TPC