

MAGNA

MAGNA TRANSPORT PLANNING LTD

MAGNA

TRAVEL PLAN

PROPOSED CHANGE OF USE FROM CLASS E TO CLASS F1(A)
5 BLOOMSBURY PLACE, LONDON, WC1A 2QP

On behalf of **Aspect International Language Academies Limited (part of Kaplan International)**

Report Reference: **24/433/17A**

July 2024

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REPORT CONTROL SHEET

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KAPLAN - COMMITMENT STATEMENT

We're building a Brighter Future

At Kaplan, we are proud to be creating success the right way. We act with integrity in our business activities.

We are committed to reducing our environmental impact.

Kaplan are committed to:

- Improving the choice of transport options and facilities available to staff and students travelling to and from the school, and between its sites;
- Reducing the environmental impact of the school's travel demands by raising awareness amongst staff and students of how they can help;
- Promoting more sustainable means of transport;
- Promoting smarter ways of working to reduce the need of travel;
- Implementing this Travel Plan and reviewing our performance against Travel Plan targets.

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1 INTRODUCTION

1.1 Purpose of Travel Plan

1.1.1 This Travel Plan (TP) has been prepared by Magna Transport Planning Ltd on behalf of Aspect International Language Academies Limited (part of Kaplan International) (“the Applicant”) to support a planning application for the following development at 5 Bloomsbury Place, London WC1A 2QP:

“Change of Use from Class E (Commercial, Business and Service) to Class F1(a) Provision of Education”

1.1.2 This TP has been prepared in accordance with the Camden Planning Guidance (Transport) Adopted in January 2021, and TfL’s Travel Plan guidance.

1.1.3 TPs are prepared and implemented to encourage safe, healthy and sustainable travel options. The implementation of the TP is seen as a positive initiative by Kaplan to provide travel choice and enhance, where appropriate, the accessibility to the site. It should make a positive contribution towards reducing the need to travel by car.

1.2 Travel Plan Audience

1.2.1 The measures identified in this TP relate to students and staff of the proposed development.

1.2.2 Visitor travel behaviour is mainly influenced by the facilities provided for their use, including footways, cycle parking provision and access to public transport. Some measures set out in this plan would benefit guests and help achieve the aims and objectives of the TP, but these can set targets.

1.3 Planning Context

National Planning Policy Framework (2023)

1.3.1 Regarding the TPs, Chapter 9 (Promoting Sustainable Transport), paragraph 117 states:

“All developments that will generate significant amounts of movement should be required to provide a travel plan.”

1.3.2 A TP is defined as:

“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.”

Camden Local Plan

1.3.3 Camden Local Plan was adopted in July 2017. Policy A1 – Managing the impact of development, states that the Council will consider the transport impacts, including the use of Transport Assessments, Travel Plans and Delivery & Servicing Management Plans.

1.3.4 As such, this TP has been produced to support the planning application.

London Plan

1.3.5 The London Plan (2021) Policy T4 (Assessing and Mitigating Transport Impacts) also refers to TPs as being one of the many transport planning documents that will be required having regard to TfL guidance.

1.3.6 Policy T6 (Car Parking) states that car-free developments should be the starting point for all development proposals in place that are well-connected by public transport. As such, the development is proposed to be car-free.

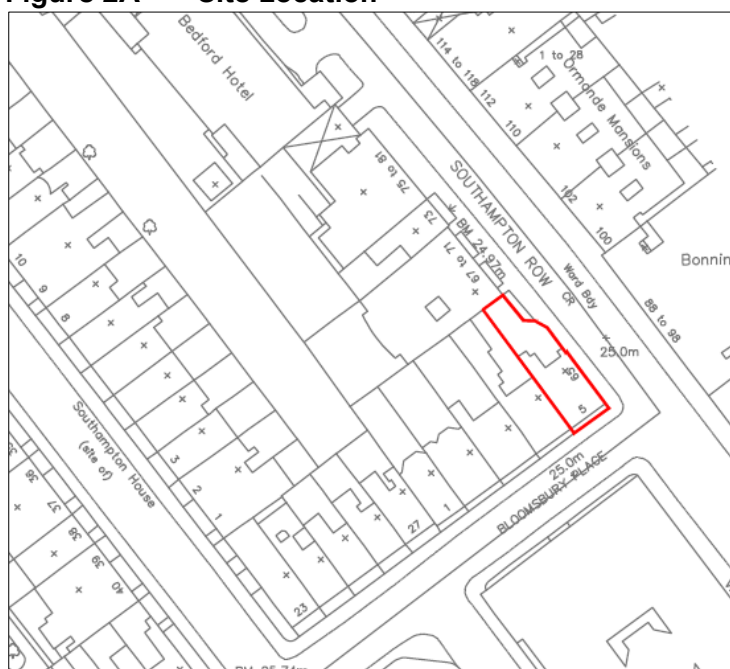
2 SITE ASSESSMENT

2.1 Site Location

2.1.1 The site is located on Bloomsbury Place and comprises approximately 3,600 sqft (net internal area) over basement, ground and three upper floors. The building is part of the Bedford Estates and is currently vacant.

2.1.2 The site location is shown in Figure 2A.

Figure 2A Site Location



2.1.3 The former occupier of 25 years was US Overseas student course provider, the Institute of European Studies. They vacated in order to facilitate a significant expansion in 2022. They utilised the building as an education centre under a personal D1 Use (now Class F1) granted in 1997.

2.1.4 The surrounding area comprises a wide range of Uses including commercial, education, residential, retail and restaurants. Bloomsbury Square garden and the British Museum are situated close by and to the south and west of the building respectively.

2.2 Walking and Cycling Assessment

2.2.1 All streets in the vicinity of the site are subject to 20 mph speed limit and are therefore considered to be relatively safe for pedestrians and cyclists. There are at least two

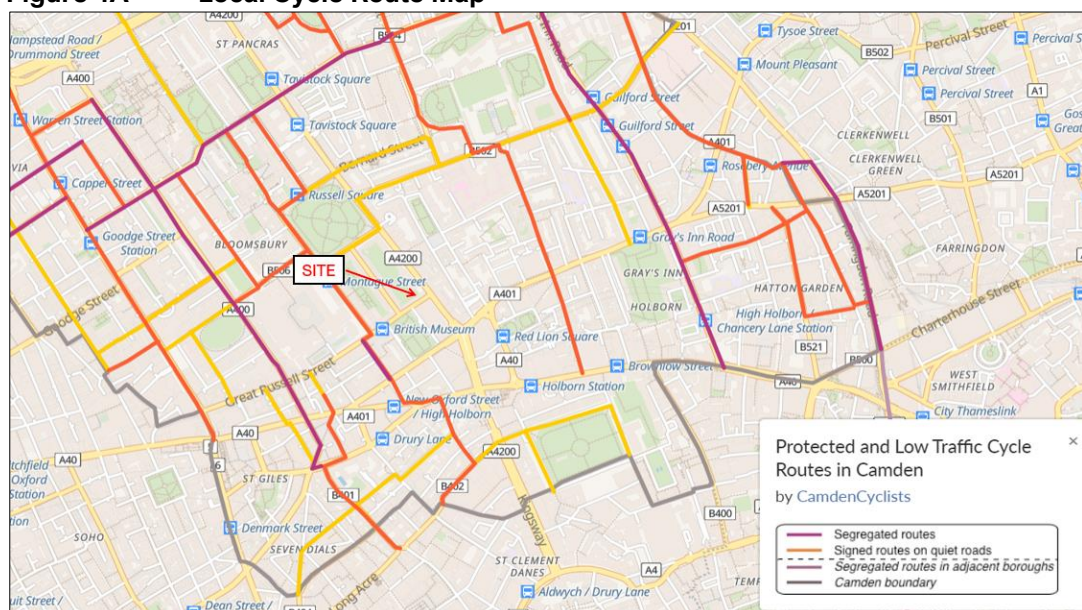
metres wide footways on Bloomsbury Place and Southampton Row adjacent to the site. The junction of Southampton Row with Bloomsbury Place is signalised, with pedestrian phases across the Southampton Row (south) and Bloomsbury Place arms of the junction. This facilitates safe crossing for pedestrians.

2.2.2 The footways on Bloomsbury Place provide access to the bus stops on the street located up to 240 metres southwest of the site. The footways on Southampton Row provide direct pedestrian access to the number of local shops, restaurants and cafés. There are bus stops on Southampton Row within 160 metres walking distance from the site.

2.2.3 The footways on Southampton Row lead onto the A40 which is a signalised junction. This junction has extensive pedestrian crossing infrastructure, which offers safe facility for pedestrians to cross the A40, either to access the bus stops on the A40 or continue south towards Holborn Underground Station, which is located at a walking distance of 390 metres south of the site.

2.2.4 As shown in Figure 2B below, there are a number of 'Signed Routes on Quiet Roads' in the close proximity to the site, which by virtue of its location would encourage students and staff to travel on foot or by bike.

Figure 4A Local Cycle Route Map



Santander Bike Hire

2.2.5 Santander Bike Hire is a public bicycle hire scheme in London. The users of the scheme can register on the TfL website and the registered users can undock the bike using an app. The scheme allows the users to enjoy riding a bike without the responsibility of owning or maintaining one.

2.2.6 The nearest docking station is located on Southampton Place, at approximately 330 metres south of the site.

2.3 Public Transport Assessment

Buses

2.3.1 There are bus stops located on Great Russell Street, Southampton Row, Bloomsbury Street and the A40, all within 250 metres (four-minute walk) from the site.

2.3.2 The bus services that stop at these bus stops are summarised in Table 2A.

Table 2A Bus Services (within 4-minute walk)

Service No.	Route	Monday to Friday	Saturday	Sunday
1	Royal Free Hospital – Canada Water Bus Station	5 to 8 per hr	5 to 9 per hr	4 per hr
14	Putney Heath / Green Man – Russell Square	5 to 9 per hr	5 to 8 per hr	4 per hr
68	St Julian's Farm Road – Euston Bus Station	5 to 9 per hr	4 to 6 per hr	5 per hr
55	Walthamstow Bus Station – Great Titchfield Street/Oxford Circus Station	7 to 10 per hr	6 to 9 per hr	5 to 7 per hr
91	Tottenham Lane – Whitehall / Trafalgar Square	5 to 7 per hr	5 to 7 per hr	5 to 7 per hr
98	Pound Lane/Willesden Bus Garage – Red Lion Square	7 to 12 per hr	6 to 9 per hr	4 to 5 per hr

2.3.3 In addition to the above bus services that serve the bus stops within four-minute walk from the site, there are further bus stops between 250 metres and 450 metres (i.e., between four and six-minute walk) that provide frequent services to North Greenwich, Bow, Holborn, Victoria.

Underground

2.3.4 The closest underground station from the site is Holborn, at approximately 390 metres south of the site i.e., approximately six-minute walk. The station is served by the Central and Piccadilly lines.

2.3.5 On the Central line the station is between Tottenham Court Road and Chancery Lane, and on the Piccadilly line, it is between Covent Garden and Russell Square. Holborn is the only direct interchange between these lines. The train frequencies vary throughout the day, but generally Central line trains operate every two to six minutes from approximately 05:53 to 00:30 westbound and 05:51 to 00:33 eastbound. Piccadilly line trains operate every 2–6 minutes from approximately 05:42 to 00:28 westbound and 05:54 to 00:38 northbound.

PTAL Rating

2.3.6 PTAL (Public Transport Accessibility Level) is a measure of connectivity to the public transport. Each location is scored from 0 to 6b, with 0 representing the least accessible locations and 6b as an 'excellent' standard for accessibility.

2.3.7 The PTAL rating of the site is 6B (excellent).

2.4 Car Clubs

2.4.1 Car clubs offer an alternative to private car ownership and allow for flexible car use. There are six car club bays in the close proximity to the site. These include:

- Coram Street (Zipcar)
- Bedford Square (Zipcar)
- Keeley Street (Zipcar)
- Woburn Place (Enterprise)
- Green Street (Enterprise)
- Marchmont Street (Enterprise)

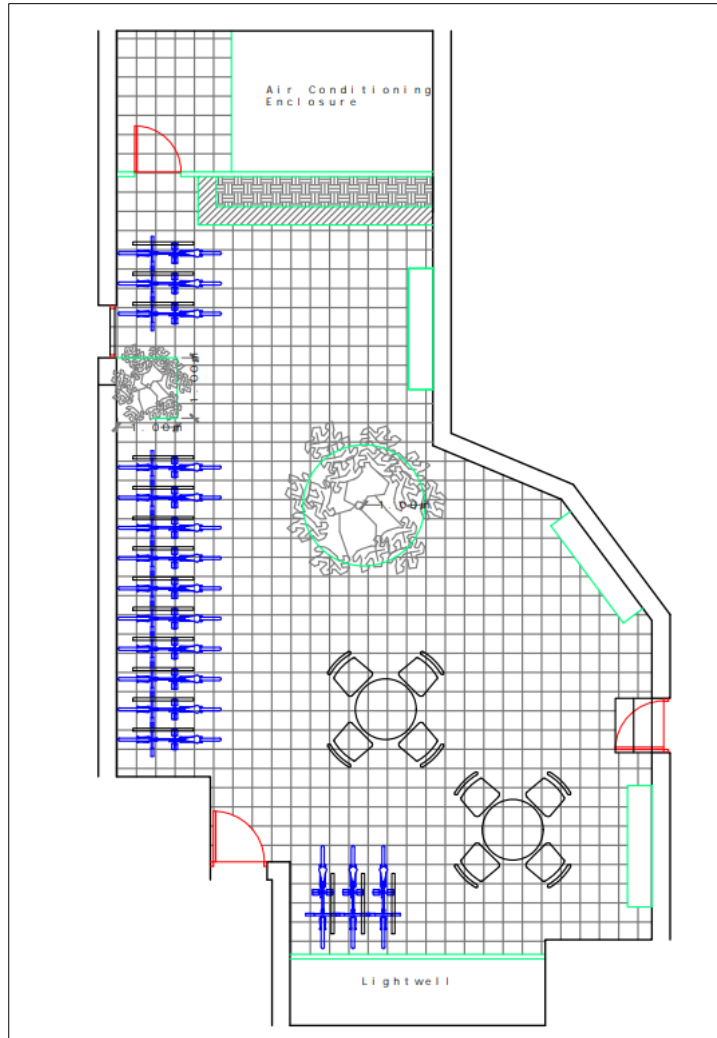
3 PROPOSED DEVELOPMENT

3.1 The Proposal

- 3.1.1 The planning application is for change of use from Class E to Class F1(a), in order to allow the Applicant to occupy and utilise the building as a teaching centre, as with its previous occupancy since 1997.
- 3.1.2 No external or internal alterations are being proposed to the building as part of this application.
- 3.1.3 Whilst at this stage, the exact total number of students that would be studying at the site is not known, it has been confirmed that the maximum people (students + staff) that would be in attendance at any given time will be 150.
- 3.1.4 There will be 18 Full Time Equivalent (FTE) staff employed and the school will have capacity to accommodate 210 split into AM and PM shifts, so no more than 105 students in class at any given moment.
- 3.1.5 However, including students who remain in the building for a short while after their class (while the other 105 have started their class), there could be up to 150 students in total. There would be no more than 15 staff on site at any given time.
- 3.1.6 It is anticipated that the property will be used for education purposes between the hours of 08:00 and 18.00 Monday to Friday. The students attending this facility will be over the age of 30.
- 3.1.7 The proposed development will be car-free.
- 3.1.8 LBC's cycle parking standards are as follows:
- One space per 4 FTE staff + 1 space per 20 FTE students long stay
 - One space per 7 FTE students short stay
- 3.1.9 There will be approximately 18 FTE staff. As discussed previously, there are approximately 150 students on site at any given time. Based on this, there will be a requirement for 13 cycle parking spaces.
- 3.1.10 The Applicant asserts that, based on the operational structure of the school, there is no necessity for short-term bicycle parking facilities for students.

3.1.11 There are a total of 16 cycle parking spaces proposed in the garden area of the site, as shown in Figure 3A.

Table 3A Proposed Cycle Parking Provision



3.1.12 The cycle parking areas is accessed directly off Southampton Row via a separate entrance.

3.2 Predicated Travel Patterns

3.2.1 The space will allow for 150 students and 15 staff members at any one time. It is anticipated that students and staff will arrive via walking, cycling or public transport given the highly accessible location of the building.

3.2.2 For the purposes of this TP, the mode split of trips of students and staff to/from the site has been derived using the TRICS v7.11.2 database, as a starting point only.

3.2.3 Given that there will be no car parking spaces allocated to the proposed development, the mode split has been adjusted to take into account the site’s sustainable location and zero on-site car parking provision for the development. The indicative mode split is summarised in Table 3A.

Table 3A Indicative Mode Split

Mode	Mode Split from TRICS taken from Planning ref 22/01449/FU (%)	Adjusted Mode Split (%)
Pedestrians	21.5%	10%
Cyclists	6.4%	5%
Single Vehicle Occupancy	18.4%	0%
Multi Vehicle Occupancy	9.8%	0%
Bus/Tram Passengers	10.8%	28%
Coach Passengers	10.1%	0%
Total Rail Passengers	22.9%	57%
Total	100%	100%

3.2.4 Table 3A demonstrates that 10% of students and staff are likely to travel to the site on foot, 5% by cycle and 85% by public transport. This mode split is indicative at this stage.

3.2.5 Definitive mode split will be determined by undertaking baseline travel surveys once the site is occupied and operational. Travel surveys are discussed in more detail in Section 7.0.

4 AIMS, OBJECTIVES AND TARGETS

4.1 Aims

4.1.1 The aim of this TP is to limit non-essential car trips to the site and increase the proportion of trips undertaken by bicycle, on foot or public transport.

4.1.2 This in turn will help reduce the development's impact on local air quality and traffic noise. Through a range of initiatives, the TP will help to manage the travel needs of students and staff and help to increase knowledge of the range of travel options available by which the site can be accessed.

4.2 Objectives

4.2.1 The objectives of this TP are to:

- Specify measures and targets to encourage students and staff to use travel modes other than the car, particularly single occupant car travel;
- Promote the use of public transport, walking and cycling;
- Promote walking and cycling as part of a healthy lifestyle; and,
- Contain the transport impacts of the site (including parking, loading, and unloading) to within the curtilage of the site and reduce the impact of the site on surrounding on-street parking.

4.2.2 This TP will be implemented, monitored, and reviewed through a Travel Plan Coordinator (TPC). The TPC's responsibilities include undertaking annual travel surveys of staff, monitoring the TP, and ensuring mode split targets are met.

4.2.3 The measures identified relate to students and staff. Visitor travel behaviour is influenced by the measures and facilities provided for their use, but these cannot be set targets.

4.3 Targets

- 4.3.1 Following initial travel survey results of students and staff (see Section 7.0) travel targets would be set in liaison with the London Borough of Camden's (LBC) Travel Plan Officer.
- 4.3.2 Given that there will be no on-site car parking provided for staff and students, the TP target would be to ensure that all staff and students travel using sustainable modes of transport within three years of first occupation of the development i.e., 100% travel by sustainable modes of transport.
- 4.3.3 However, consideration should be given to those who need car to travel due to mobility issues.
- 4.3.4 Once the targets are achieved, the travel modes split will be maintained thereafter.

5 TRAVEL PLAN MANAGEMENT

5.1 Travel Plan Co-ordinator

5.1.1 The Travel Plan Co-ordinator (TPC) will be a member of staff at Kaplan. The interim TPC's details are as follows:

- Name: Amol Pisal
- Company: Magna Transport Planning Ltd
- Email: amol@magna-transport.co.uk

5.1.2 The TPC will contact LBC's Travel Plan Officers when the development is occupied, to advise that work has commenced on delivering the Travel Plan at travelplans@camden.gov.uk.

5.2 Responsibilities of TPC

5.2.1 Appropriate time and resources will be allocated to the TPC to undertake the following responsibilities:

- Taking ownership of the action plan to ensure it is implemented;
- Carrying out travel surveys to keep up to date with current travel patterns;
- Updating the Travel Plan where necessary to reflect on site conditions and new initiatives;
- Publicising key measures of the action plan and co-ordinating wider events such as clean air day, bike week, cycle to work days;
- Being the point of contact within the organisation for anyone requiring transport advice or information;
- Liaising with the Applicant to secure support and funding for the plan; and
- Supplying Travel Plan-related information to the local authority, such as monitoring reports and action plans, when required.

5.2.2 The TPC will be responsible for providing students and staff with information on the following:

- LBC's and TfL's website details
- Cycle route plans
- Cycle training offered by LBC
- Directions to local bus stops
- Directions to nearby underground stations

6 TRAVEL PLAN MEASURES

6.1 Reducing the Need to Travel

6.1.1 Where possible, the development would reduce the need to travel. This would be in the form of offering alternative working practices (e.g., flexitime, teleworking, homeworking, videoconferencing etc.).

6.2 Measures to Reduce Motorised Vehicle Usage and Impact

6.2.1 The site layout and location encourage and provides for sustainable options, through providing no on-site car parking and the lack of unrestricted available parking within the vicinity of the site.

6.2.2 The location of the development mitigates against needing a car for many journeys by virtue of its proximity to many facilities and cycle and public transport links.

6.2.3 Details of local taxi firms will be provided on the information board. Students / staff who wish to car share can use a number of web-based, fully automated journey matching services, which, once registered, provide details of other members making similar journeys to your own. It then provides one with the ability to contact them to arrange an opportunity to share a journey, and any costs.

6.2.4 These schemes are available to everyone and are free to all voluntary organisations and individuals. The organisation which provides matching in the local area is:

- <https://liftshare.com/uk>

6.3 Measures to Promote Public Transport

6.3.1 As discussed previously, site is located within easy walking distance of bus stops and underground station. The pedestrian infrastructure to/from these facilities is very good and the stops are equipped with shelters, and timetable information boards.

6.3.2 The range and frequency of bus routes and train services make using buses and underground the attractive modes of travel for students and staff.

6.3.3 The travel information board will provide details of TfL website which includes details of bus and underground links. The link to the website is provided below:

- <https://tfl.gov.uk/travel-information/timetables/>

6.3.4 The travel information board will also include weblinks to the National Rail, coach information and Park & Ride.

- National Rail: www.nationalrail.co.uk for national train travel and real time information
- Coach information: www.nationalexpress.com and www.megabus.com

6.3.5 The provision of up-to-date public transport timetables and information on locally recognised safe and maintained walking routes to local bus stops will be displayed on the communal travel information board. The TPC will ensure that it is updated every six months.

6.3.6 The TPC should ensure that all students are able to access such websites or that printed copies of the route details are available.

6.3.7 The TPC would promote 18+ Student Oyster Photocard and Railcard offered by TfL to students, to save money and for ease of travel:

- <https://tfl.gov.uk/campaign/student-travel>

6.3.8 The TPC will investigate offering pre-loaded Oyster Card (up to £50 per card per staff) to the staff for public transport tickets.

6.4 Measures to Promote Walking

6.4.1 As mentioned in Section 4.1, the existing pedestrian environment is considered to be very good, with the provision of footways, crossing points, street lighting, and 20mph speed limits.

6.4.2 The provision of generic information, such as directions to the underground stations, bus stops etc. will be provided on a Travel Information Board.

6.4.3 Advertise the health benefits of walking to work or place of study. These will be advertised on a Travel Information Board.

6.5 Measures to Promote Cycling

6.5.1 A total of 16 cycle parking spaces are proposed at the rear in the garden space.

- 6.5.2 The cycle parking demand will be monitored as part of the TP, with a view to increasing the capacity for further cycle parking in the cycle store, should there be demand for it.
- 6.5.3 There are shower cubicles in the basement that would be available for staff only.
- 6.5.4 A cycle repair equipment could be made available in the school.
- 6.5.5 A Bicycle User Group (BUG) could be considered to enable cyclists to discuss issues and identify areas for enhancement of facilities on site and to identify any off-site facilities that require improvement that could be brought to the attention of LBC.
- 6.5.6 An information board will be provided for the provision of up-to-date information on locally recognised cycle routes. This would highlight the safe and maintained routes and would be available to students and staff.
- 6.5.7 Details from the TfL's webpage for cyclists, which includes information such as cycle journey planner, maps, cycle parking, and safety advice. The address for the website is provided below, which includes journey planning tool.
- <https://tfl.gov.uk/modes/cycling/>
- 6.5.8 The TPC will also promote cycle journey planner called Cyclestreets and Cyclemap:
- www.cyclestreets.net/
 - <http://cyclemap.cyclecityconnect.co.uk/journey/>
- 6.5.9 The TPC would arrange adult cycle training (Camden Cycle Skills) offered by LBC by registering to a course online, within six months of occupation:
- <https://www.camden.gov.uk/cycle-skills-and-bike-maintenance-courses>
- 6.5.10 LBC runs this cycle training course at no cost to the users.
- 6.5.11 Staff will be encouraged to take advantage of salary sacrifice schemes, to which employers and employees can sign up, for the purchasing of bicycles and equipment. Schemes include:
- <http://www.cyclescheme.co.uk/>

6.6 Measures to Promote / Market Travel Plan

- 6.6.1 Marketing of the TP would be positive and prominent part of site's promotion. The marketing is aimed at persuading a switch to sustainable modes and ensuring targets are met.
- 6.6.2 Travel plan measures would be included in organisation's own marketing material, such as student and staff welcome packs.
- 6.6.3 Kaplan will provide Welcome Packs to all students and staff at the time of enrolment (in the case of students) and signing work contract (in the case of staff). The welcome packs will include up-to-date information on sustainable modes of transport available in the vicinity of the site, benefits of green travel and local and national events to promote sustainable travel.

7 MONITORING AND REVIEW

7.1 Monitoring

- 7.1.1 A baseline survey within three months of occupation would be undertaken of students and staff to enable modal split to be established; and thereafter annually for a minimum of five years.
- 7.1.2 The TPC will ensure that all targets are met within five years of initial occupation of the development. Once the targets have been achieved, the mode split proportions will be maintained at that level.
- 7.1.3 The TPC would provide survey forms, one for each student or member of staff or via an online survey format, such as Survey Monkey. A sample copy of the travel questionnaire is included as Appendix 1.0.
- 7.1.4 The TPC would be responsible for distributing the surveys to students and staff and collecting the completed surveys. They would then either analyse the results themselves or supply them to a suitably qualified consultancy for analysis and review on their behalf. A response rate of 50% would be considered as adequate.
- 7.1.5 Incentives such as prize draw will be put in place, should the travel surveys yield low response rate.
- 7.1.6 The outcomes of travel surveys would be reported in writing by the TPC to the LBC at a mutually agreed date after the monitoring has been completed. The TPC would submit an annual report with survey information, annual action plans, progress reports and any proposed changes to the travel plan, within three months of undertaking the travel surveys.
- 7.1.7 As part of the annual review, not only should progress be assessed against the agreed targets, but also against success or otherwise of measures and possible need to change, and whether the targets themselves are appropriate in light of survey results.
- 7.1.8 The review will be undertaken in conjunction with LBC's Travel Plan Officers.
- 7.1.9 The TPC will register to TfL STARS (Sustainable Travel: Active, Responsible, Safe) platform using the link <https://stars.tfl.gov.uk/>, within one month of occupation.

7.2 Targets

- 7.2.1 Targets will form an essential ingredient in the Travel Plan. All targets must be SMART (Specific, Measurable, Achievable, Realistic and Timebound).
- 7.2.2 The primary target would be to have zero non-essential car trips by students and staff associated with the development.

7.3 Review

- 7.3.1 As part of the monitoring process, the TPC would need to demonstrate that the objectives from the TP are being met.
- 7.3.2 The core component of monitoring a TP is reporting where measures have been successful, and targets have been met. This can be demonstrated through surveys or feedback from the students/staff. It is important to maintain success and keep implementing the successful measures over the monitoring period.
- 7.3.3 Upon undertaking travel surveys and setting the targets based on the travel surveys, the TPC will update this TP accordingly; and submit the updated TP to LBC and TfL for approval. It will be signed and approved by the TPC before submission. The updated TPs will be submitted via the TfL STARS website <https://stars.tfl.gov.uk/>.
- 7.3.4 The TPs are then assessed and approved by TfL and LBC's Travel Plan Officer.
- 7.3.5 Not all measures are guaranteed to be successful; there may be limited uptake or lack of communication on some measures while others just may not have worked as well as hoped. Identifying these measures helps to see how they can be made effective in the first instance, or to establish what could be learned from unsuccessful initiatives.
- 7.3.6 The process of periodic monitoring, target evaluation and review would be undertaken for the period of five years. Beyond this, the Plan would become voluntary.

7.4 Submission and Accreditation

- 7.4.1 This TP will be submitted to the LBC for approval.

7.5 Action Plan/Funding Plan

7.5.1 The proposed Travel Plan measures are laid out in an action plan with timescales and responsibilities. Where appropriate, budgets and funding parties have been identified. This is shown in Table 7A below.

Table 7A Action Plan

No.	Description	Responsibility	Timescale
1	Submit Travel Plan to LBC for approval	Magna Transport Planning	Prior to occupation
2	TPC appointed, takes on responsibility of updating TP	Kaplan / Magna Transport Planning	Prior to occupation
3	TPC registers to TfL's STARS platform	TPC	Within 1 month of occupation
4	Install cycle stands as per Figure 3A of this TP	Kaplan	Prior to occupation
5	Magna Transport Planning to be the initial point of contact for the newly appointed TPC. Magna will also provide TPC with contact details of LBC's TP Officer	Magna Transport Planning	During TP handover
6	Provide Welcomes Packs to students and staff	TPC	At the time of enrolment and signing the work contract
7	Make an initial point of contact with LBC	TPC	Within 1 month of appointment
8	Ensure on-site facilities to promote walking and cycling including secure cycle parking, cycle repair kit and lockers/showers are maintained	TPC	Monthly
9	Provide cycle training to staff and students by registering to an LBC-run free cycle training course	TPC	Within 6 months of occupation and thereafter annually
10	Undertake 1 st travel survey	TPC	Within 3 months of first occupation
11	Analyse the results and set targets	TPC	Within 2 months of survey
12	Update the TP taking into account the travel survey results and new targets, and submit the updated TP to LBC and TfL via STARS website for approval	TPC	Within 3 months of survey
13	Revise the TP should TfL/LBC require any amendments	TPC	Within 1 month of obtaining comments from TfL/LBC
14	Repeat steps 10 to 13	TPC	Annually for minimum of 5 years
15	Be a point of contact for all students and staff with regards to travel matters	TPC	On-going
16	If the targets are not met, liaise with TfL and LBC to put forward remedial measures	TPC	Annually
17	Further review to be undertaken within 6 months of implementing the remedial measures	TPC	6 months after the remedial measures are implemented

7.5.2 Kaplan are willing to set aside a budget of £1,000 per year for offering incentives for staff to travel by sustainable modes of transport. This could include provision of:

- Season tickets for public transport use;

- Funding for involvement in bike week;
- Survey prize draw;
- Holiday competitions or rewards for staff that travel to work by sustainable modes of transport.

Appendix 1. TRAVEL SURVEY QUESTIONNAIRE TEMPLATE

Travel Survey Questionnaire Template

We would appreciate it if you would take the time to fill this travel survey in. It is to fulfil the needs of the Kaplan Travel Plan which will look to improve the health and wellbeing of the student and staff population. The results of this travel survey will be confidential and will only be used for the purpose of the travel plan – they will not be passed onto a third party. The survey should take no more than 5 minutes to complete. Thank you in advance for completing the survey.

1) What is your home postcode?

2) How far do you travel to work? (Mark with an X)

Distance (Miles)	Answer
0-2	
2-5	
5-10	
10-15	
15-20	
20+	

3) Do you have a disability that would affect your travel to and from work? (Mark with an X)

Yes No

4) Which mode of transport do you use to travel to work, for the majority of your journey? (Mark with an X)

Travel Mode	Answer
Walk	
Cycle	
Bus	
Underground	
Overground	
Taxi	
Car	
Car Share	
Other (Please State)	

5) If you travel by bus, which bus number and bus stop you use?

6) If you travel by train, which station you use?

7) If you drive, where you park? (if you park on street/public car park, please specify its name)

8) If you drive, would you consider travelling to work using a different mode of transport? (Mark with an X)

Yes

No

9) If yes, what mode of transport would you like to use? (Mark with an X)

Travel Mode	Answer
Walk	
Cycle	
Bus	
Underground	
Overground	
Taxi	
Car Share	
Other (Please State)	

10) Why do you use the mode of transport you use at the moment? (Mark one answer with an X)

Reason	Answer
Convenience	
Cost	
Time Savings	
Poor Accessibility	
Safety	
Health Reasons	
Other (Please State)	

11) What would make **walking** a more attractive travel option for you? (Mark with an X)

Option	Answer
Improved Pavements	
Improved Street Lighting	
Safer Road Crossings	
Others to Walk With	
Better Changing Facilities	
Other (Please State)	
Nothing (Please State Why)	

12) What would make **cycling** a more attractive travel option for you? (Mark with an X)

Option	Answer
More Cycle Lanes	
Improved Street Lighting	
Safer Cycle Routes	
Improve Cycle Storage	
Better Changing Facilities	
Other (Please State)	

Nothing (Please State Why)	
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EXAMPLE

13) What would make **bus/train** travel a more attractive travel option for you? (Mark with an X)

Option	Answer
Improved Reliability	
Improved Access to Stations/Stops	
Subsidised Tickets	
Others to Travel With	
Personal Travel Route Planning	
Other (Please State)	
Nothing (Please State Why)	

14) What would make **car sharing** a more attractive travel option for you? Mark with an X)

Option	Answer
A Reward Scheme	
Sharing with someone who lives near you	
Sharing with a friend	
Guaranteed lift home scheme	
Other (Please State)	
Nothing (Please State Why)	

Thank you for taking the time to fill in this travel survey.

Please return this questionnaire to the main reception.