

# 100 Avenue Road

## Residential Travel Plan

February 2025

REGAL



Regal Avenue Road Limited

**100 Avenue Road, Camden**

Residential Travel Plan

February 2025

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## Contents

1	INTRODUCTION .....	1
	Heathy Streets Approach & Vision Zero .....	3
	BREEAM Travel Assessment Checklist .....	3
	Travel Plan Scope .....	4
2	ACCESSIBILITY AND EXISTING TRAVEL PATTERNS.....	6
	The Site .....	6
	Local Highway Network .....	7
	Accessibility by Sustainable Modes.....	8
	Accessibility by Public Transport Modes .....	12
	Predicted Travel Patterns.....	14
3	OBJECTIVES AND TARGETS .....	16
	Introduction.....	16
	Objectives.....	16
	Targets .....	17
4	TRAVEL PLAN STRATEGY .....	19
	Travel Plan Coordinator.....	19
	Marketing Strategy.....	20
5	MEASURES AND INITIATIVES .....	21
	Introduction.....	21
	Information Provision and Travel Awareness .....	21
	Walking Initiatives .....	22
	Cycling Initiatives .....	23
	Public Transport Initiatives .....	24
	Car Parking Provision.....	24
	Visitor Travel .....	24
6	MONITORING AND REVIEW .....	25
	Monitoring.....	25
	Securing and Funding the Travel Plan.....	26
7	ACTION PLAN .....	27



# 1 INTRODUCTION

1.1 This Residential Travel Plan has been prepared by Caneparo Associates on behalf of Regal Avenue Road Limited ('the Applicant') in relation to the s.73 Amendment Application for the redevelopment of a Site known as 100 Avenue Road (the 'Site'), located within the London Borough of Camden ('LBC').

1.2 The Site is located in the South Hampstead area and is highly accessible by public transport, being located at the eastern entrances to Swiss Cottage Underground Station. The existing Site comprises a construction site at present, associated with the 'Implemented Permission' (ref: 2014/1617/P (as amended under 2016/2048/P, 2018/4239/P, 2019/1405/P and 2022/1609/P)). This s.73 Amendment Application seeks amendments to this Implemented Permission.

## Planning History

1.1 The Site benefits from Implemented Planning Permission for the construction of a 184-unit residential scheme comprising a private rent tower block (130-units) and an affordable housing lower block (54-units), with associated flexible commercial space and community use space.

1.2 The original planning application for the Site was submitted in March 2014 (LPA Ref: 2014/1617/P) and refused in October 2014, however this was subsequently allowed on Appeal in February 2016 with the application comprising the following:

*"Demolition of existing building and redevelopment for a 24 storey building and a part 7 part 5 storey building comprising a total of 184 residential units (Class C3) and up to 1,041sqm of flexible retail/financial or professional or café/restaurant floorspace (Classes A1/A2/A3) inclusive of part sui generis floorspace for potential new London Underground station access fronting Avenue Road and up to 1,350sqm for community use (class D1) with associated works including enlargement of existing basement level to contain disabled car parking spaces and cycle parking, landscaping and access improvements."*

1.3 Following approval on Appeal, the planning permission was implemented, with the historic existing building now having been demolished and the basement level of the Implemented Permission having been constructed. The Implemented Permission and the Amendment Application have been assessed against both the existing position (i.e. the stalled construction site) and the Implemented Permission being completed and fully built out.



- 1.4 Secured under the Implemented Permission s.106, Clause 3.6, was the requirement for a final Travel Plan. This final Travel Plan was approved and discharged on the 14<sup>th</sup> January 2019.

## **Proposed Development**

- 1.5 The Proposed Development seeks the:

*“Demolition of the existing building and redevelopment comprising residential units (Class C3) and flexible commercial, business and service use (Class E) and community use (Class F2(b)) with associated works including enlargement of the existing basement level to contain disabled car parking spaces and cycle parking, landscaping and access improvements.”*

- 1.6 The proposals, which are the subject of this s.73 Amendment Application, comprise of the delivery of 237 residential units across two blocks, comprising 167 private rental units in the ‘Tower’ block, and 70 affordable residential units provided in the ‘Lower Block’. The proposals also include the provision of circa 1,188sqm GIA of retail space, to be delivered as a modest retail unit in the Tower block and a larger retail unit in the Lower block, anticipated to be for use as a small food retail offering. The Development will also provide circa 1,372sqm GIA of community space. The proposals provide a focus on active and sustainable travel to residents and visitors, with cycle parking facilities provided and car parking limited to blue badge holder parking only.
- 1.7 This Residential Travel Plan (hereafter referred to as the ‘Travel Plan’) has been prepared solely for the residential aspect of the Proposed Development. A separate ‘Workplace Travel Plan’ has been prepared for the commercial element of the Site.
- 1.8 Travel Plans provide long term strategies aimed at changing travel habits predominately away from the unsustainable use of the private car to more sustainable modes such as walking, cycling and public transport. 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.
- 1.9 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.
- 1.10 The primary objective is to reduce unnecessary vehicular trips associated with the Development and to increase the use of alternative more sustainable and active modes of transport.

1.11 This Travel Plan has been prepared in accordance with travel plan best practice and guidance issued by Transport for London (TfL), policy guidance from the LBC and the Mayor’s Transport Strategy.

## Heathy Streets Approach & Vision Zero

1.12 TfL has adopted the Healthy Streets Approach to improve air quality, reduce congestion and help people lead a more active and healthier lifestyle. The Healthy Streets Approach puts people and their health at the centre of planning and therefore, this Travel Plan has sought to align the key transport planning proposals towards people first. This has been done in conjunction with Vision Zero, as set out in the Mayor’s Transport Strategy, which aims to remove all deaths and serious injuries from London’s transport network by 2041.

## BREEAM Travel Assessment Checklist

1.13 As a minimum, the measures outlined below in **Table 1.1** have been considered when developing the Travel Plan and considered both residents and residential-associated visitor travel. Many of the measures are already in place, given the development’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
Negotiate with local bus, train or tram companies an increase in the local service provision for the development	N/A	The impact of the development (Section 2 – Baseline Conditions) does not warrant an increase of local provision.
Provision of a public transport information system in a publicly accessible area	✓	Public transport information will be provided to residents upon commencement of their tenancy, as well as potential for information provision through notice board provision.
Provision of electric recharging stations	N/A	Accessible parking spaces provided with charging facilities in line with the London Plan standards.
Provision of parking priority spaces for car sharers	N/A	Car-limited development (accessible spaces only)
Consultation with the local authority on the state of the local cycling network and on improvements.	N/A	The area offers a wide range of existing cycle networks.
Provision of dedicated and convenient cycle storage.	✓	Sheltered cycle storage will be provided on-site in line with the LCDS. Short-stay cycle parking will be provided along the public realm.

Provision of cyclists' facilities	✓	Cycle storage is provided for all site users. Showers for cyclists are not provided as residential dwellings provide showering and changing opportunities.
Lighting, landscaping and shelter to create pleasant pedestrian and public transport waiting areas	N/A	The proposal significantly improves the public realm and includes seating and greening.
Restrictions or charging for car parking	N/A	Car-limited development (only accessible parking on-site).
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.
Provision of suitable taxi drop-off or waiting areas	✓	No formal taxi drop-off provision is made for the Development. Taxis will be able to make use of appropriate locations on the local highway network.
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.

## Travel Plan Scope

- 1.14 This Travel Plan covers travel by sustainable modes for the Proposed Development and is therefore applicable to all residents as well as residential-associated visitors.
- 1.15 This document sets out the procedures necessary to progress this Travel Plan 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 Coordinator (TPC) at the Development.
- 1.16 The Travel Plan aims to increase awareness of the advantages and potential for travel by more environmentally friendly modes and to set out the physical and management measures that will assist travel by these modes.



1.17 The remainder of this Plan is structured as follows:

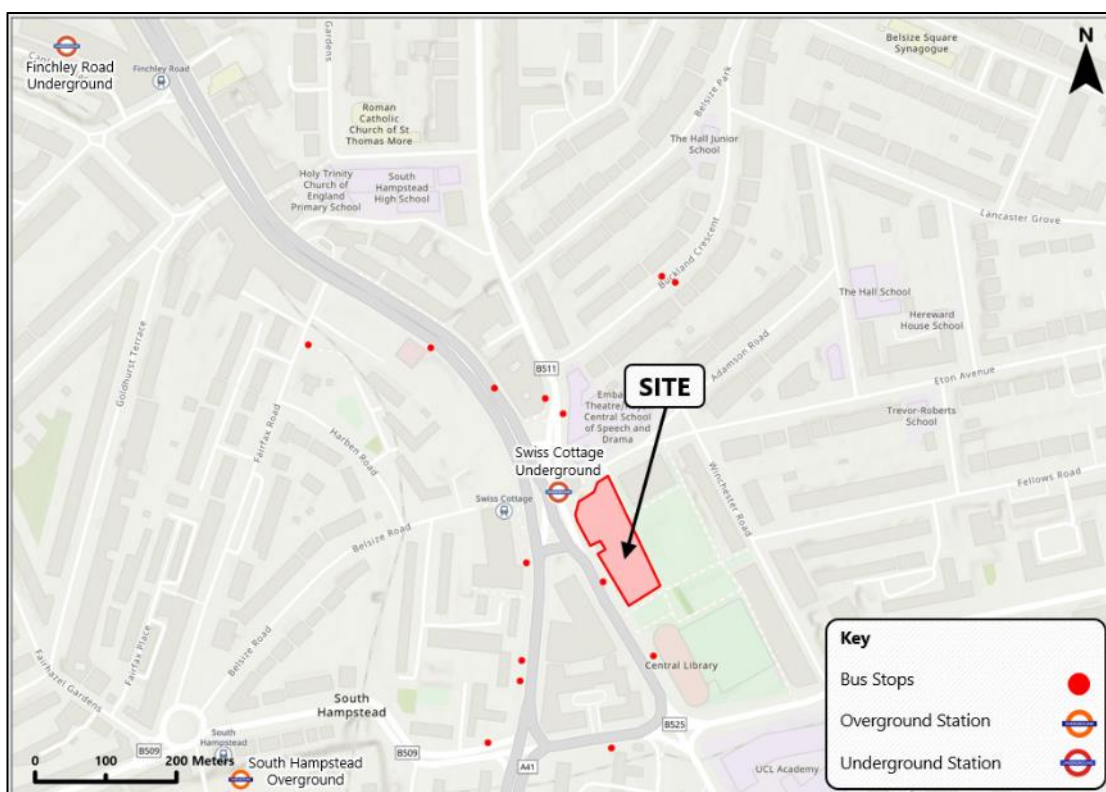
- Section 2 - Outlines the accessibility of the Proposed Development and travel patterns;
- Section 3 - Sets out the objectives and targets of the Travel Plan;
- Section 4 - Outlines the Travel Plan strategy;
- Section 5 - Sets out the Measures that will be implemented;
- Section 6 - Outlines the Monitoring and Review programme; and,
- Section 7 - Sets out the Action Plan.



## 2 ACCESSIBILITY AND EXISTING TRAVEL PATTERNS

### The Site

- 2.1 The application Site is bounded on its western side by Avenue Road and the Swiss Cottage/Finchley Road junction and gyratory. Ye Olde Swiss Cottage pub is located directly opposite on the western side of Avenue Road, facing on to the junction. On the northern side the Site is bounded by the western end of Eton Avenue which is pedestrianised. To the east of the Site is Swiss Cottage Open Space and to the south of the Site is Swiss Cottage Library.
- 2.2 Swiss Cottage is predominantly a residential area with several local amenities, commercial units as well as providing numerous transport connections to the rest of London and beyond.
- 2.3 The location of the Site in its local context along with surrounding public transport nodes is shown in **Figure 2.1** below;



**Figure 2.1 Site Location Plan**

ArcGIS 2024 ©



## **Local Highway Network**

### **Eton Avenue**

- 2.4 Eton Avenue operates to the north of the Site and forms two sections of highway, with the section to the northeast of the Site forming a two-way residential road and the section immediately abounding the Site to the north being a pedestrian zone.
- 2.5 The northeast of the Site, Eton Avenue operates in a broadly east to west orientation between the pedestrian zone of Eton Avenue to the west and Belsize Park Gardens to the east. The road offers parking bays on both sides of the highway, whilst retaining two-way flows. Parking bays are controlled as resident permit holder only bays, within LBC controlled parking zone (CPZ) CA-B, with restrictions operational between Monday to Friday 09:00-18:30 and Saturday 09:30-13:30. At the western section of Eton Avenue, pay by phone parking bays are provided, as well as the double yellow lines permitting loading.
- 2.6 The pedestrian zone section of Eton Avenue adjacent to the Site, is in regular operation as a market, as detailed above. This section of highway permits access only to off-street premises (i.e. the Site) and for loading access for market traders. The highway is controlled by double yellow lines, which permit market trader associated van parking with no time restriction.
- 2.7 The Site's vehicle accesses are both taken from Eton Avenue, with the vehicle ramp access taken immediately to the east of the pedestrian zone adjacent to Hampstead Theatre, and the primary vehicle access at-grade into the Site taken directly from the pedestrian zone of Eton Avenue, where unrestricted access is permitted for Site vehicles.

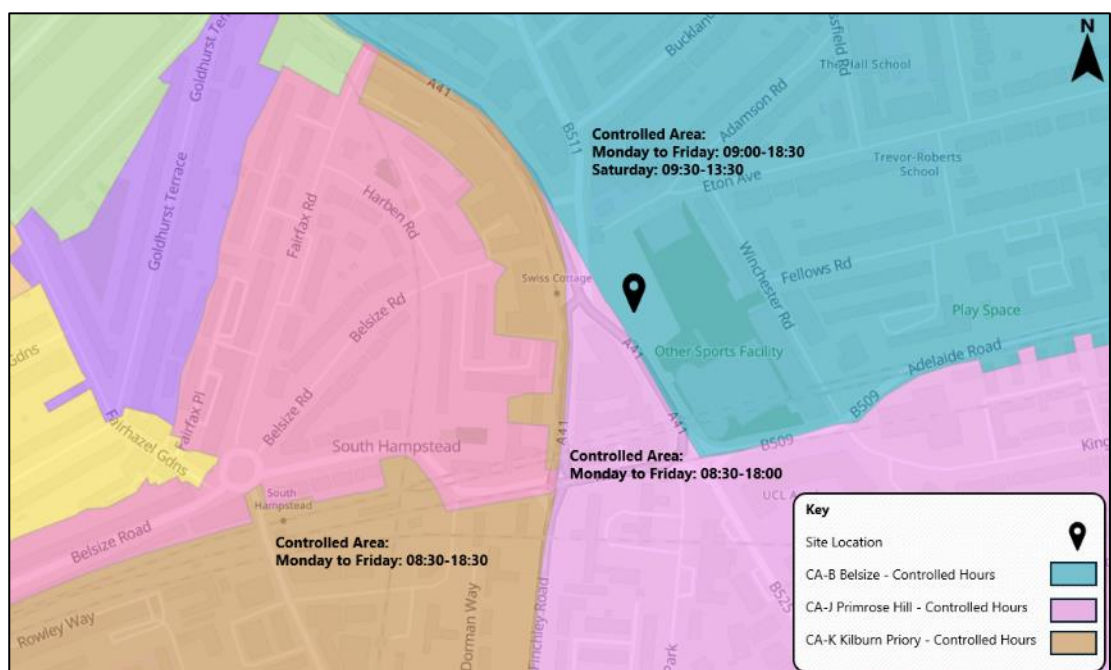
### **Avenue Road**

- 2.8 Avenue Road operates to the west of the Site in a predominantly north-south orientation connecting to the B525 in the south and connecting to Finchley Road / College Crescent adjacent to the Site and to the north. Avenue Road forms part of the A41 which connects South Hampstead to the M1. Adjacent to the Site, Avenue Road operates one-way traffic southbound with varying lane provisions and separations through its local extent, forming opportunities for northbound circulation via Finchley Road in a circulatory pattern. In the vicinity of the Site, Avenue Road is part of a TfL Red Route (known as the Transport for London Road Network (TLRN)) restricting stopping on-street. Avenue Road is subject to 20mph speed restrictions.

## Controlled Parking Zones

2.9 Roads surrounding the Site are situated within three Controlled Parking Zones (CPZ) which restrict on-street parking. Much of the surrounding roads are within CPZ-CA-J Primrose Hill which is in operation on Mondays to Fridays from 08:30 to 18:00. To the east of the Site CPZ-CA-B Belsize is in operation on Mondays to Fridays from 09:00 to 18:30 and on Saturdays from 09:30 – 13:30. Just to the west of the Site lies a pocket of the CA-K Kilburn Priory controlled parking zone, this is in operation between 08:30 – 18:30 on Mondays to Fridays.

2.10 **Figure 2.2** below shows the location of the surrounding CPZs in relation to the Site.



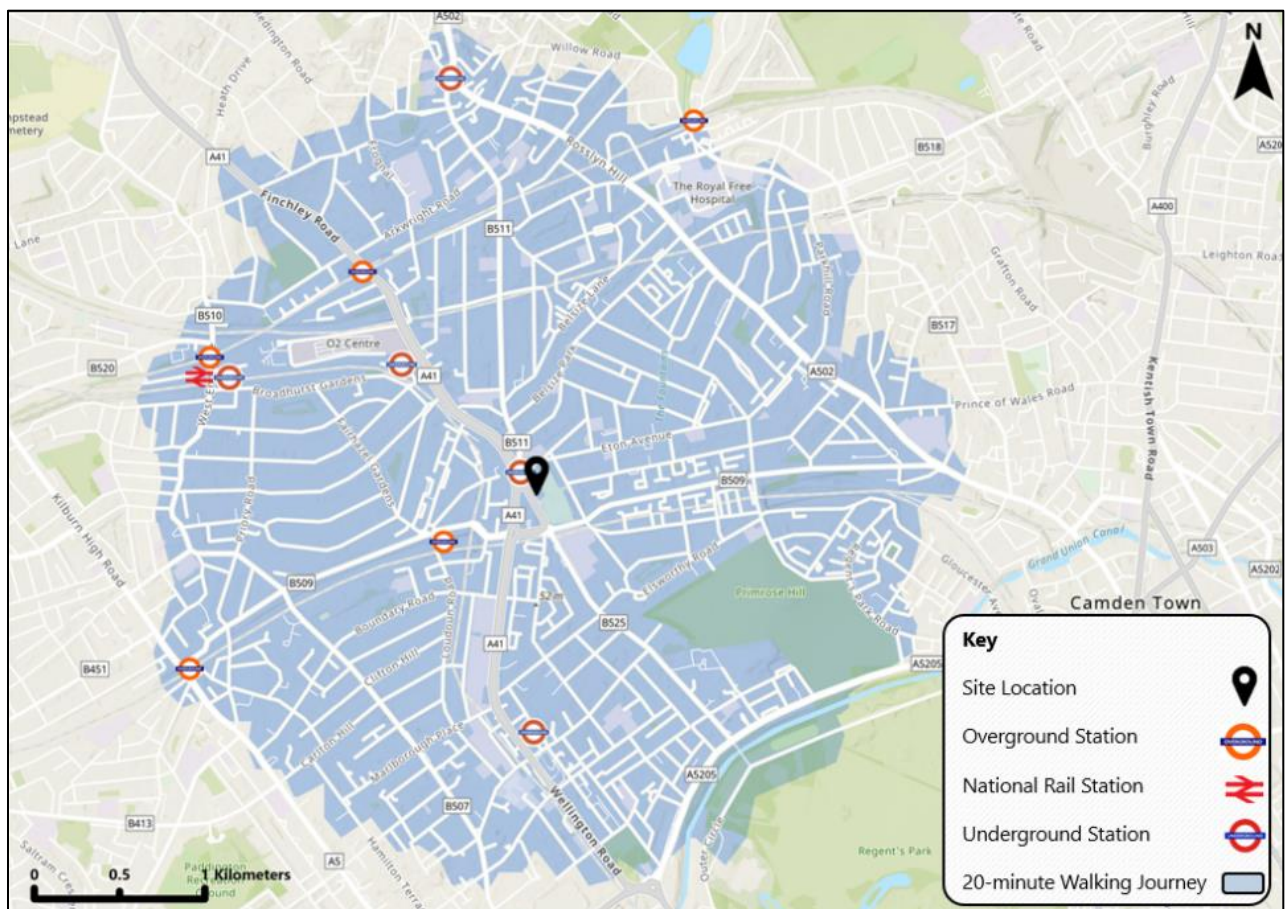
**Figure 2.2: Local Controlled Parking Zones**

## Accessibility by Sustainable Modes

2.11 The Healthy Streets approach is set out as part of the Mayor’s Transport Strategy (2018) and puts human health and experience at the centre of planning. The aims of the strategy are to encourage all Londoners to do at least 20 minutes of active travel each day by 2041. To this end TfL has defined 20-minute walking and cycling distances as an Active Travel Zone (ATZ).

## Journeys by Foot

- 2.12 The Site benefits from good local pedestrian facilities, with wide and evenly paved footways present on all abounding roads to the Site, providing enough room for pedestrians using pushchairs and wheelchairs and those walking with young children. Surrounding roads have appropriate crossing opportunities with signalised pedestrian crossings provided at key pedestrian desire lines opposite the Site on Avenue Road, equipped with tactile paving and dropped kerbs. Avenue Road presents a harsh environment for pedestrian travel due to the significant vehicle activity present and associated noise pollution. The footway and crossing provisions however, are appropriate to meet the requirements for travel by foot.
- 2.13 Chartered Institution of Highways and Transportation (CIHT) guidance suggests that 80 per cent of trips under 1 mile (1.6km) are undertaken on foot (*Planning for Walking*, April 2015) while TfL's Healthy Streets approach aims to have all Londoners undertake 20 minutes of active travel each day. **Figure 2.3** below displays the local amenities and accessibility zones surrounding the Site.



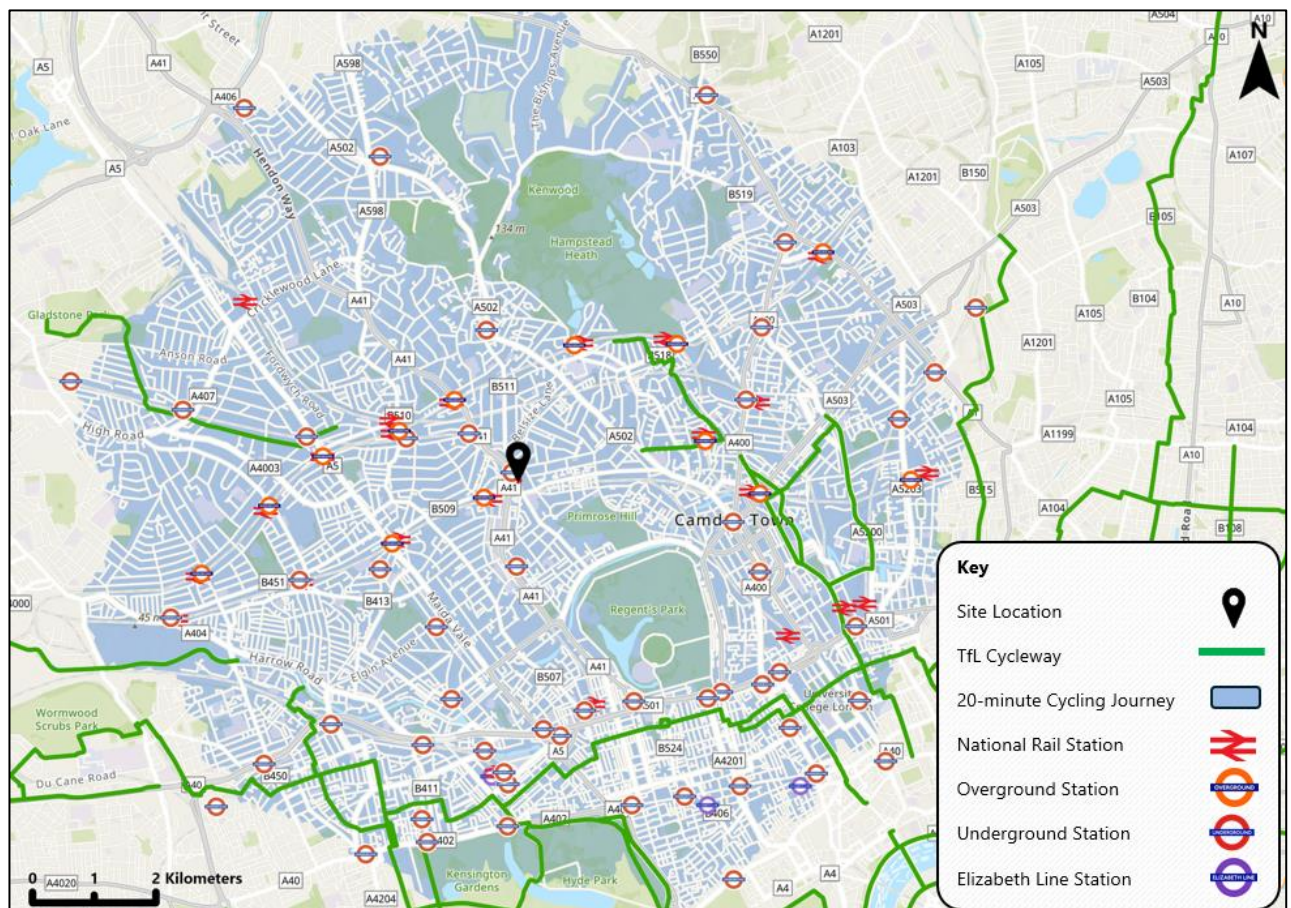
**Figure 2.3: 20-minute Walking Isochrone**

2.14 **Table 2.1** below summarises the local amenities available for future users of the Proposed Development, including approximate walking distances (measured from the frontage of the Site), as well as approximate walking times assuming an average speed of 80 metres per minute. The table highlights a range of local amenities and services, including several public transport nodes.

<b>Table 2.1: Approximate Distances to local amenities</b>			
<b>Amenity</b>	<b>Location</b>	<b>Distance (metres)</b>	<b>Approximate Walking Time (minutes)</b>
<b>Public Transport Opportunities</b>			
Swiss Cottage Underground Station		<10m	<1 minute
Swiss Cottage Station Bus Stops		<80m	<1 minute
College Crescent Bus Stops		120m	2 minutes
South Hampstead Overground		500m	6 minutes
Finchley Road Underground		600m	8 minutes
Finchley Road & Frognal Underground		1km	13 minutes
West Hampstead Underground		1.4km	18 minutes
West Hampstead Overground		1.5km	19 minutes
West Hampstead Thameslink		1.6km	20 minutes
<b>Facilities and Amenities</b>			
Swiss Cottage Greenspace	-	<20m	<1 minute
Hampstead Theatre	Eton Avenue	<20	<1 minute
Ye Olde Swiss Cottage Public House and Restaurant	Finchley Road	70m	1 minute
Tesco Express	Northways Parade	100m	1 minute
ODEON Cinema	Finchley Road	100m	1 minute
Swiss Cottage Leisure Centre	Adelaide Road	220m	3 minutes
Swiss Cottage Surgery	Winchester Mews	240m	3 minutes
Swiss Cottage Post Office	Finchley Road	260m	3 minutes
Swiss Cottage School	Avenue Road	300m	4 minutes
Tesco Express & ATM	Belsize Road	400m	5 minutes
Waitrose Supermarket	South Hampstead	500m	6 minutes
HSBC Bank	Kilburn High Road	1.6km	20 minutes

## Journeys by Cycling

- 2.15 Guidance on cycling can be found in 'Cycle Friendly Infrastructure' guidelines published by the Chartered Institution of Highways and Transportation (CIHT). This guidance highlights previous research by the DfT that three quarters of all journeys are less than 5 miles (8km) of which 60% are undertaken by private cars.
- 2.16 The guidelines highlight that there is a 'substantial potential' for substituting cycling for driving for distances up to 5 miles. A 20-minute cycling journey is recommended as a reasonable journey time to replace a car trip of the same distance. Using this guidance, a 20-minute cycling zone is shown in **Figure 2.4**. There is a good provision of infrastructure for cycling in the vicinity of the Site, with a number of national cycle routes in the local area.



**Figure 2.4: 20-minute Cycle Isochrone**

2.17 The Site is also well served by a number of TfL cycle hire docking stations which are located within walking distance of the site. The nearest cycle hire docking stations to the Site are as follows:

- Charlbert Street, St John's Wood (16 cycles) circa 1.4km south of the site (18-minute walk).
- Wellington Road, St. John's Wood (16 cycles) – circa 1.6km south of the site (19-minute walk).
- Greenberry Street, St John's Wood (23 cycles) – circa 1.7km south of the site (21-minute walk).

## **Accessibility by Public Transport Modes**

### **Public Transport Accessibility Level (PTAL)**

2.18 Public Transport Accessibility Levels (PTALs) are a theoretical measure of the accessibility of a given point to the public transport network, taking into account 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.

2.19 The PTAL 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 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.

2.20 Using the TfL web-based connectivity assessment toolkit, it has been determined that most of the Site falls within a PTAL rating of 6a, demonstrating an 'excellent' level of accessibility to public transport. In addition, the Site scores 39.55 accessibility index (AI) score showing the advantageous location of the Site.

### **Bus Services**

2.21 There are a number of bus stops within the vicinity of the Site which serve a range of routes to different destinations. The nearest bus stops are located adjacent to the Site on Avenue Road (Swiss Cottage Station Stops) where there are regular services to Camden Town, Archway, Central London, Marble Arch, Victoria and Paddington

2.22 **Table 2.2** sets out information regarding the bus route frequency in the vicinity of the Site.

Table 2.2: Summary of Bus Service Frequency				
No.	Route	Frequency (minutes)		
		Weekday	Saturday	Sunday
13	North Finchley Bus Station - Victoria Station	9 - 12	9 - 12	10 - 12
31	Bayham Street - White City Bus Station	11 - 13	11 - 13	11 - 14
46	Paddington Station / Eastbourne Terrace - St Bartholomew's Hospital	6 - 10	10 - 11	15
113	Edgware Bus Station - Marble Arch Station	6 - 9	7 - 9	10 - 14
187	Central Middlesex Hospital - O2 Centre / Sainsbury's	16	16	20
268	Golders Green Station - O2 Centre / Sainsbury's	12 - 14	20	20
C11	Archway Station - Brent Cross Shopping Centre	9 - 13	9 - 13	12

2.23 In total, 7 bus services are available within a 640m walking distance these run approximately 42 buses per hour.

### Overground Services

2.24 The Site is located in close proximity to two stations on the Overground line operated by TfL. The closest of which is South Hampstead Overground Station which is approximately 500m southwest of the Site, equating to an approximate 6-minute walk. South Hampstead Station is located on the Lioness Line which provides services from Euston to Watford Junction. Services operate with the following frequencies during the weekday AM peak hour:

- 4 services per hour to Watford; and
- 4 services per hour to Euston.

2.25 The Site is also within walking distance of West Hampstead Overground, located approximately 1.5km west of the Site, equating to a 19-minute walk. West Hampstead is located on the Mildmay Line and offers services to Stratford, Clapham Junction and Richmond. Services operate with the following frequencies during the weekday AM peak hour:

- 5 services per hour to Richmond;
- 5 services per hour to Clapham; and
- 9 services per hour to Stratford.



## **Underground Services**

- 2.26 The Site is well provided for in terms of London Underground access, with several stations including Swiss Cottage, Finchley Road and West Hampstead located within close proximity to the Site and all providing Jubilee Line services. The closest Underground station to the Site is Swiss Cottage which abuts the Site.
- 2.27 The Jubilee Line offers services to Willesden Green, Stanmore and Wembley Park in a northbound direction and Stratford in a southbound direction via Central London. The Jubilee Line runs approximately 16 services each hour, equating to one service every four minutes on average.
- 2.28 In addition, Finchley Road also offers Metropolitan Line services to Chesham, Watford and Uxbridge in a northbound direction and Baker Street and Aldgate in a southbound direction. The Metropolitan Line runs approximately 24 services each hour in the weekday AM peak equating to a service every 2 and a half minutes.

## **Rail Services**

- 2.29 West Hampstead Thameslink is the closet train station to the Site, located approximately 1.6km north of the Site (20 minutes' walk) and offers Thameslink services. West Hampstead Station on a typical peak hourly period offers 14 trains per hour (tph), this comprises of the following services;

- 4 tph to Sutton
- 4 tph to St Albans
- 2 tph to Brighton
- 2 tph to Rainham (Kent)
- 2 tph to Luton

## **Predicted Travel Patterns**

- 2.30 A baseline mode split was generated from the 2011 Census data for workplace – method of travel to work, taken from the Super Output Area Middle Layer 'Camden 017' as the origin within which the Development is located. This data will identify how residents of the Development will be expected to travel to / from work. The census data has been adjusted to meet the car-limited Development only offering disabled spaces.

2.31 Once occupied, a residential travel to work survey will be undertaken and will be known as Year 0. The survey will be undertaken no later than six months after the development is occupied. This survey will provide a more accurate understanding of how residents travel to and from the development. The modal split has been adjusted to reflect the proposed car-limited nature of the development for residents.

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

<b>Table 2.3: Predicted Modal Split</b>		
<b>Mode</b>	<b>Census Modal Split</b>	<b>Adjusted Modal Split</b>
<b>Car Driver</b>	12%	1%
<b>Car passenger</b>	1%	0%
<b>Taxi</b>	1%	1%
<b>Motorcycle</b>	1%	1%
<b>Bus</b>	12%	14%
<b>Underground</b>	55%	62%
<b>Rail</b>	5%	5%
<b>Walk</b>	10%	11%
<b>Cycle</b>	4%	5%
<b>Total</b>	<b>100%</b>	<b>100%</b>

2.33 For the purpose of this Residential Travel Plan, the mode splits as shown in **Table 2.3** will be used for monitoring and target setting purposes until Baseline Travel Surveys can be undertaken.

2.34 This survey will accurately identify how residents travel to the Site and the results will be known as Year 0. The surveys will be undertaken once the site is occupied. Occupation is defined as once 75% of the residential units are occupied.

## 3 OBJECTIVES AND TARGETS

### Introduction

3.1 This section sets out the overarching objectives for the Travel Plan, 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 Travel Plan can be found in **Chapter 6**.

- **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the proposed development will seek to reach within the period covered by this Travel Plan. In addition, interim targets have been.

### Objectives

3.2 The Travel Plan's overriding objective is:

*To engage with and encourage residents and visitors to use more sustainable ways of travelling to / from the Development through more effective promotion of active modes such as cycling, scootering and walking. This will minimise the impact of the development on the surrounding public transport network.*

3.3 The sub-objectives are:

- **Sub-objective 1:** To increase resident and visitors awareness of the advantages and availability of sustainable / active modes of transport;
- **Sub-objective 2:** To encourage a modal shift from car driver trips to sustainable modes such as public transport, walking and cycling;
- **Sub-objective 3:** To promote the health and fitness benefits of active travel to all users;
- **Sub-objective 4:** To introduce a package of physical and management measures that will facilitate resident and visitor travel by sustainable modes; and therefore,

- **Sub-objective 5:** To reduce unnecessary use of the car for the journey to and from the site by residents and visitors.

## Targets

3.4 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring progress and success of the Travel Plan. Targets should be '**SMART**' – **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-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 Travel Plan is seeking to achieve.

### Action Targets

3.6 The key action targets are set out below:

- A Travel Plan Coordinator will be appointed prior to first occupation.
- To launch the Travel Plan within three months of first occupation.
- Baseline travel survey when 75% of the residential units are occupied.
- Monitoring surveys will be undertaken within one month of the anniversary of the baseline survey in each survey year (i.e. Years 0, 1, 3 and 5).
- Distribute Travel information within the Welcome Pack to all residents upon occupation.

### Aim Targets

3.7 **Table 3.1** outlines the Aim Targets set out for the Proposed Development. The targets are set to measure progress towards the main objectives over five years once the Site has been occupied. They have been amended in the determination of the planning application to allow for more ambitious walking and cycling targets, reflecting comments from TfL.

3.8 The baseline figures are taken from the expected mode split, as detailed in Section 2. This Travel Plan recognises that it is not possible to set accurate targets far in the future, even when based on actual modal share data (i.e. when the baseline survey has been undertaken). Given this, it should be acknowledged that the targets may change over time as results from on-going monitoring become available. This will be discussed with LBC Travel Plan officers.

<b>Table 3.1: Travel Plan Aim Targets</b>					
<b>Target</b>	<b>Indicator</b>	<b>Mode Split</b>			
		<b>Year 0</b>	<b>Year 1</b>	<b>Year 3</b>	<b>Year 5</b>
<b>Residents</b>					
Achieve a 10% decrease in the mode share for public transport	Modal split monitoring surveys for public transport	81%	77%	74%	71%
Achieve a 10% increase in the mode share for active modes	Modal split monitoring surveys for walking and cycling	16%	19%	23%	26%
<b>Visitors</b>					
Increase the awareness of cycling and walking as viable options available to access the Site.	No surveys necessary	-	-	-	-

3.9 The baseline modal split will be verified and adjusted if necessary, once the initial travel survey has been undertaken. Subsequent travel surveys will then allow progress to be recorded throughout the life of the Travel Plan.

3.10 This Travel Plan 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). Given this, it should be acknowledged that the targets may change over time as the results from on-going monitoring become available.



## 4 TRAVEL PLAN STRATEGY

### Travel Plan Coordinator

4.1 The residential developer will appoint a Travel Plan Coordinator (TPC) at least three months prior to the initial occupation of any of the residential units. The TPC will be responsible for overseeing the management, development, implementation, monitoring and review of the residential units, as set out in this Travel Plan. The TPC will be fully funded by the use of a management service charge.

4.2 The TPC will be responsible for overseeing the Travel Plan for the residential units. The contact details for the TPC will be updated below once they are appointed.

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

4.3 The TPC will be responsible for overseeing the Travel Plan for the residential units. The primary responsibilities of this role include:

- The implementation of measures as set out in the Travel Plan.
- Undertake Residential Travel Surveys at Years 0, 1, 3 and 5;
- Reporting to and consultation with other involved stakeholders such as residents' associations (if applicable) and LBC, regarding the implementation and progression of the Travel Plan;
- Managing the development and implementation of the Travel Plan measures;
- Promoting the objectives and benefits of the Travel Plan;
- Monitoring the success of the Travel Plan against the agreed targets;
- Reporting the results of the Travel Plan to the stakeholders especially LBC Travel Plan Officers; and
- Acting as a point of contact for all residents regarding travel and the Travel Plan.



- 4.4 The Travel Plan Co-ordinator will give a 'human face' to the Travel Plan, explaining its purpose and the opportunities it offers. This will include personalised journey planning advice if asked for.
- 4.5 The role of the TPC is part-time and will have a fluctuating workload throughout the duration of the Travel Plan. The occupier will make sure that the TPC has enough time to undertake their duties.
- 4.6 The funding of the Travel Plan Coordinator is the responsibility of the Site Owner and will be developed using the latest version of TfL guidance

## **Marketing Strategy**

- 4.7 All residents will be made aware of the Travel Plan during the marketing / point of sale of residential units.
- 4.8 All residents will also receive the relevant promotional materials at commencement of their occupation of the residential units. The promotional materials will include a Residents Welcome Pack which will summarise the Travel Plan and sustainable transport information, along with any other relevant transport information.
- 4.9 Contact details of the TPC will be advertised in the event that residents wish to discuss specific matters directly. Further to this, the TPC will make themselves known to all residents of the Proposed Development in order to regularly promote and provide information on sustainable travel.
- 4.10 The ongoing marketing of the TP and its initiatives will be undertaken by the TPC through the annual updating of any promotional materials, in accordance with the annual review of the Travel Plan targets.

## 5 MEASURES AND INITIATIVES

### Introduction

- 5.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.
- 5.2 The list of measures described below is by no means exhaustive and it will be the responsibility of the appointed TPC to investigate other potential measures. It is important to add that in the longer-term other measures may be more suitable for the users depending on their needs and demands. This will be evident from the proposed regular monitoring results and measures will be implemented and/or altered accordingly.

### Information Provision and Travel Awareness

- 5.3 In order for a travel plan 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 travel plan.
- 5.4 The TPC will offer a Personalised Travel Planning service for all new residents, if requested. The TPC will be able to draw on advice from, and promote the use of, journey planning websites such as City Mapper <https://citymapper.com/london> and TfL's Journey Planner <https://tfl.gov.uk>.
- 5.5 New residents will be provided with a Welcome Pack containing information on public transport services close to the development and other measures for encouraging use of non-car modes of travel.
- 5.6 The provision of information on alternatives to the car is an important aspect of Residential Travel Plans. It is recommended that the packs contain the following information:
- A summarised version of the Travel Plan document, that sets out the purpose and benefits, etc.;
  - Timetables and route maps for public transport, particularly buses;
  - Contact numbers and web / app details for travel planning sites;
  - Local taxi company details;



- Car Club information;
- Cycling and walking maps for the local area; and,
- Web details for any community travel sites and community forum sites.

## **Walking Initiatives**

- 5.7 Walking provides a healthy alternative to the private car for journeys under 2km, and also typically forms a minor component of many journeys made by public transport and car. The TPC will encourage walking by providing information about the most suitable/appropriate pedestrian routes to/from the Site, and also to local amenities.
- 5.8 The Proposed Development will improve the walking environment locally by creating a useable public realm.
- 5.9 To ensure walking is a viable transport option to the Site, the TPC will liaise with the relevant local authority Officer to report any areas of sub-standard footway/pedestrian environment to allow the Council to undertake timely maintenance and improvements.
- 5.10 Initiatives to help promote walking to residents and visitors of the Site are as follows:
- Residents will be provided with information and advice on safe pedestrian routes to and from the Site. Information will be provided within Welcome Packs and will also be displayed within public areas.
  - Health benefits of walking to be promoted e.g. '10,000 steps a day campaign.'
- 5.11 Information will be provided to all residents regarding the location of local gyms and leisure centre facilities that they can take advantage of. The TPC will investigate whether discounts could be made available such as free trials or discounted initial fees, that could be offered to residents to incentivise uptake. Gym membership could be a catalyst for active travel more generally and incentivising healthier lifestyles.

5.12 Information will be given to residents as part of the welcome pack to advertise local shops, restaurants and businesses that residents could take advantage of within a reasonable walk distance of the Site. Informing residents of the plethora of opportunities available will encourage residents to make journeys on foot or by cycle where they may otherwise wish to travel by car / taxi.

5.13 The TPC will report the results of the travel survey to the relevant Officer at LBC.

## **Cycling Initiatives**

5.14 The residential dwellings will be served by a dedicated cycle storage which is located at basement level and is accessible via a cycle lift, which is taken from the residential entrance lobby, as well as being able to utilise the vehicle ramp from Eton Avenue for direct access. Residents will be able to wheel their bicycle along the lobby and access the cycle lift on ground floor level.

5.15 Residents will be provided with information and advice on safe and convenient cycle routes within the vicinity of the Site. Information will be distributed within Welcome Packs and will be posted within a prominent location at the Site.

5.16 The TPC, as part of the fit-out of the building, will investigate the potential to include a cycle repair station within the cycle store for residents to use or providing cycle repair kits to all residents. Alternatively, they will seek to collaborate with a local cycle shop to provide maintenance facilities for residents to take advantage of.

5.17 The TPC will also promote cycling as part of the 'Change for life' public health campaign. Camden offer free cycle training for adults and families that live within the borough, further details of free cycle training can be found at the following website link:

[www.camden.gov.uk/cycle-skills-and-bike-maintenance-courses/](http://www.camden.gov.uk/cycle-skills-and-bike-maintenance-courses/)

5.18 Details of the free cycle training available to residents will be detailed within the Welcome Packs.

5.19 The TPC will seek to ensure that cycle routes are appropriately maintained. This will be achieved through a regular dialogue with the Highway Authority.

5.20 The TPC will explore with local bicycle retailers the possibility of providing discounts on cycling equipment to residents of the Development. If provided, the take up of this discount will be monitored.

5.21 The TPC will promote travel by bicycle primarily through information provision but will also investigate the creation of a 'Cycle Buddy' system amongst residents (if there is demand) 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.

5.22 The TPC will make residents aware of the 'Cycle to Work' scheme which may be offered by their respective employers, guiding them of how to take advantage of it for their benefit as this would act to increase the propensity to cycle for daily journeys, including those for non-work based trips.

### **Public Transport Initiatives**

5.23 Up-to-date details of bus, rail and taxi services, including route information and service frequencies, will be provided within Welcome Packs. National Rail and TfL Journey Planner websites and enquiry phone numbers will also be promoted.

### **Car Parking Provision**

5.24 The Proposed Development will be car-free, except for disabled parking. This will encourage residents to travel more sustainably and reduce the number of vehicles trips to the site. The Site will have access to 8 disabled parking spaces on-site.

### **Car Clubs**

5.25 Car Clubs provide a useful alternative for people who need to use a car infrequently but do not want the associated costs, whilst also reducing the reliance on private car ownership. The TPC will promote the use of car clubs to residents to reduce the need for private car ownership.

### **Visitor Travel**

5.26 Residents will be provided with advice to ensure that visitors are advised to travel by modes other than the private car wherever possible. Where travel by private car is required, advice will be provided so that visitors can be directed to the nearest appropriate on-street spaces, and the use of car clubs will also be encouraged.

## 6 MONITORING AND REVIEW

### Monitoring

- 6.1 LBC require that the progress of the TP is effectively monitored, and the results are reported back. This TP is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant and effective. This section sets out the proposals for the monitoring and review of the TP.
- 6.2 The monitoring programme will begin with the initial baseline Year 0 travel survey, followed by additional surveys in Year 1, Years 3 and 5. The Year 0 survey will be undertaken once the Proposed Development is occupied. Occupation is defined as no later than three months after 75% of the residential units are occupied.
- 6.3 The Travel Plan will be monitored on an annual basis for 5 years after full occupation of the Development. The baseline survey represents the start of the Travel Plan for monitoring purposes and is known as Year 0.
- 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. The travel surveys will be marketed by the TPC to encourage a high response rate.
- 6.5 Monitoring will involve:
- Questionnaire surveys of residents to identify the mode share for travel method to / from work / home, focusing on barriers to more sustainable travel in the longer term, especially active modes of travel.
  - Changes to any information provided on within Welcome Packs, e.g. timetables;
  - Cycle parking utilisation survey;
  - Demand for additional cycle parking facilities;
  - Condition of on and off-site pedestrian and cycle facilities;
  - Comments received from residents relating to the operation and implications of the Travel Plan.



- 6.6 The TPC will compile a report each year (Annual Monitoring) that will include the results of any monitoring. This will include the survey results from baseline survey and the interim surveys at Year 1, Year 3 and Year 5, as well as monitoring of the uptake of the measures and initiatives to encourage use of sustainable modes of travel by residents. The reports will be issued to the relevant Travel Plan Officer at the Council.

### **Securing and Funding the Travel Plan**

- 6.7 It is anticipated that this Travel Plan will be secured and implemented through a s.106 Agreement, in a similar manner to the Implemented Permission, which secured a final Travel Plan through Clause 3.6 of the s.106 Agreement.
- 6.8 The Applicant is fully committed to the implementation of the Travel Plan and will provide all reasonable necessary funding to ensure that the agreed targets are achieved. This will include funding the TPC, travel surveys and implementation of all reasonable necessary measures.

## 7 ACTION PLAN

7.1 **Table 7.1** sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with who is responsible and how funding will be secured. The Action Plan will be reviewed annually by the TPC.

<b>Table 7.1: Travel Plan Action Plan</b>				
<b>Action</b>	<b>Target</b>	<b>Funding</b>	<b>Measure</b>	<b>Responsibility</b>
Appointment of Residential Travel Plan Co-ordinator	To be appointed prior to occupation	Service Charge	Appointment of Travel Plan Co-ordinator	Developer
Provision of Cycle and Disabled Car Parking	Before occupation	Developer	On completion of the Site	Developer
Production of Resident Welcome Travel Pack	Before occupation	Site Owner	Completed Travel Pack	TPC
Baseline Surveys	At 75% Occupation	Service Charge	Receipt of survey results	TPC
Set Targets	Within 1 month of Baseline Surveys	-	Receipt of survey results	TPC
Promote Active Modes	On-going from occupation	-	On-going	TPC
Interim Surveys	At years 3 and 5 following the Baseline Survey	Service Charge	Receipt of survey results	TPC
Review of Travel Plan	Within 1 month of the Interim Surveys	Service Charge	Receipt of survey results	TPC
Achieve Targets	5 years after Baseline Survey	-	Receipt of survey results	TPC