

100 Avenue Road

Workplace Travel Plan

February 2025

REGAL



Regal Avenue Road Limited

100 Avenue Road, Camden

Workplace Travel Plan

February 2025

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1 INTRODUCTION

Overview

- 1.1 This 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 14th 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 Travel plans 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. 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.
- 1.8 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.



- 1.9 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.
- 1.10 This Travel Plan has been prepared in accordance with Travel Plan best practice and guidance issued by TfL, the Department for Transport (DfT), the LBC and BREEAM (Building Research Establishment Environmental Assessment Method) guidance.
- 1.11 This Travel Plan has been prepared for the commercial element of the Site for its employees and visitors respectively. A separate residential Travel Plan has been prepared for the residential element of the Site.

Travel Plan Aim

- 1.12 The main aim of the Travel Plan is to put in place the management tools deemed necessary to enable employees and visitors of the development to make informed decisions about their travel, which at the same time minimises the adverse impacts of their travel on the environment. This is achieved by setting out a strategy for eliminating the barriers keeping employees and visitors from using public transport, walking and cycling.
- 1.13 It is recognised that the Development is afforded excellent accessibility being within proximity of public transport and walking and cycling networks, increasing the opportunity for employees to travel by sustainable modes. This Travel Plan reflects the excellent accessibility of the development and, therefore, concentrates on increasing active travel through the promotion of walking and cycling.

Healthy Streets Approach & Vision Zero

- 1.14 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

1.15 As a minimum, the measures outlined below in **Table 1.1** have been considered when developing the Travel Plan and considered both employees and visitors 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 2.

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 within staff rooms for employees and public notice boards for visitors.
Provision of electric recharging stations	N/A	No car parking is provided for visitors or staff associated with the commercial element of the Site.
Provision of parking priority spaces for car sharers	N/A	No car parking is provided for visitors of staff associated with the commercial element of the Site.
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.	✓	A sheltered cycle store will be provided on-site in line with the London Plan. Short-stay cycle parking will be provided within the on-site public realm for visitors.
Provision of cyclists' facilities	✓	Cycle storage is provided for all site users. The provision of secure lockers within the commercial units themselves will be provided as per tenant requirements.
Lighting, landscaping and shelter to create pleasant pedestrian and public transport waiting areas	N/A	The proposal significantly improves the public realm, creating seating and greening at the Development.
Restrictions or charging for car parking	N/A	No car parking for the commercial element of the 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	✓	Already in place – see Section 2 – Accessibility.

amenities, public transport nodes and adjoining off-site pedestrian and cycle routes		
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

- 1.16 This Travel Plan covers travel to and from the Development by sustainable modes for staff and visitors. A separate Travel Plan has also been submitted for the residential element of the Site, these are to work in a holistic manner.
- 1.17 This document sets out the procedures necessary to progress the 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.
- 1.18 Once adopted, the Travel Plan will aim to increase awareness of the advantages and potential for travel by more environmentally friendly modes, and also set out the physical and management measures that will assist travel by alternative modes.
- 1.19 The remainder of this document is set out as follows:
- Section 2 - details the accessibility of the development.
 - Section 3 - lists the objectives and targets of the Travel Plan.
 - Section 4 - sets out the Travel Plan management.
 - Section 5 - lists the Travel Plan measures and initiatives.
 - Section 6 - specifies the monitoring and review process.
 - Section 7 - addresses securement and funding.
 - Section 8 - provides a copy of the Action Plan.
 - Section 9 - includes contacts and useful information.

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;

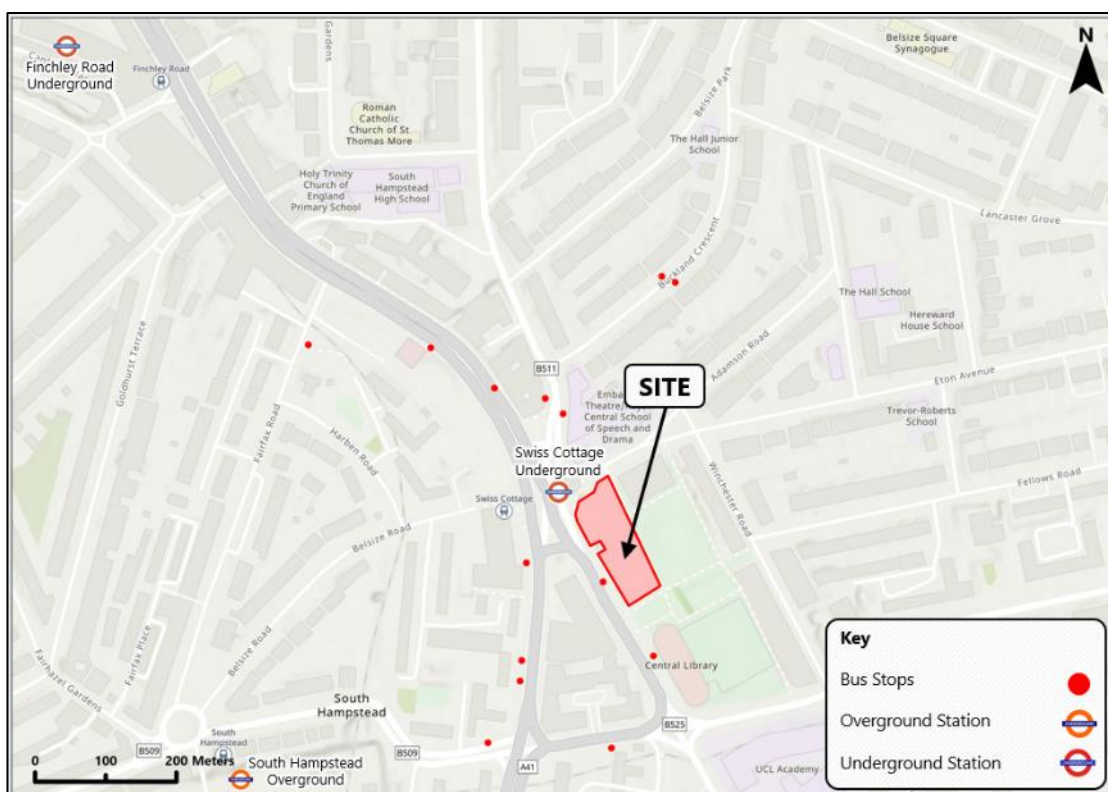


Figure 2.1 Site Location Plan

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.

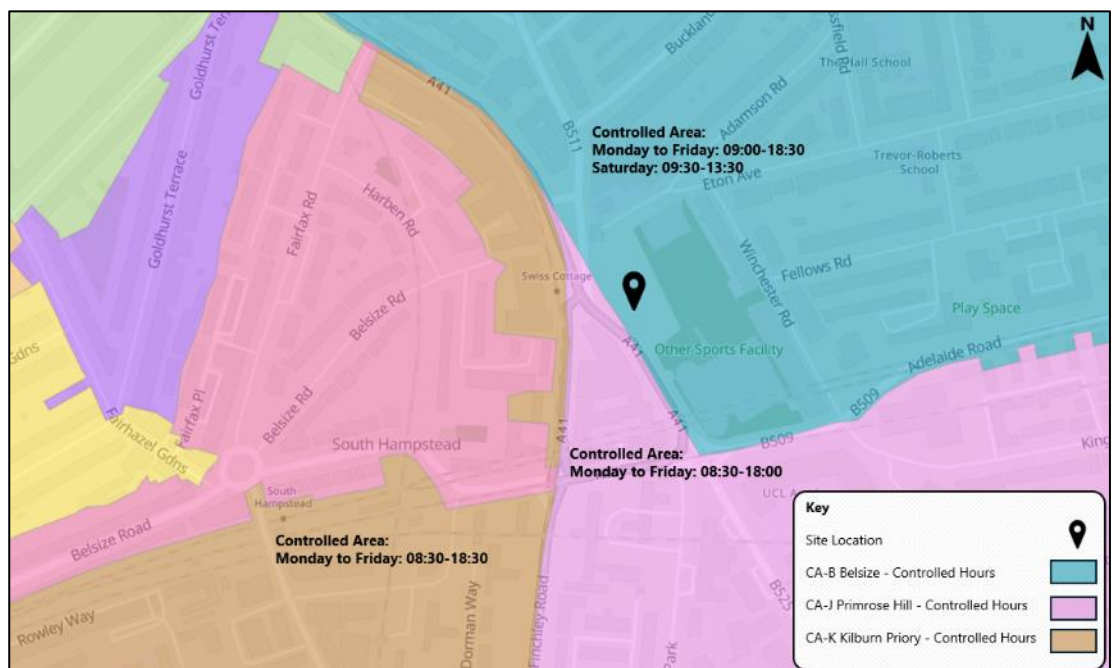


Figure 2.2: Local Controlled Parking Zones

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.

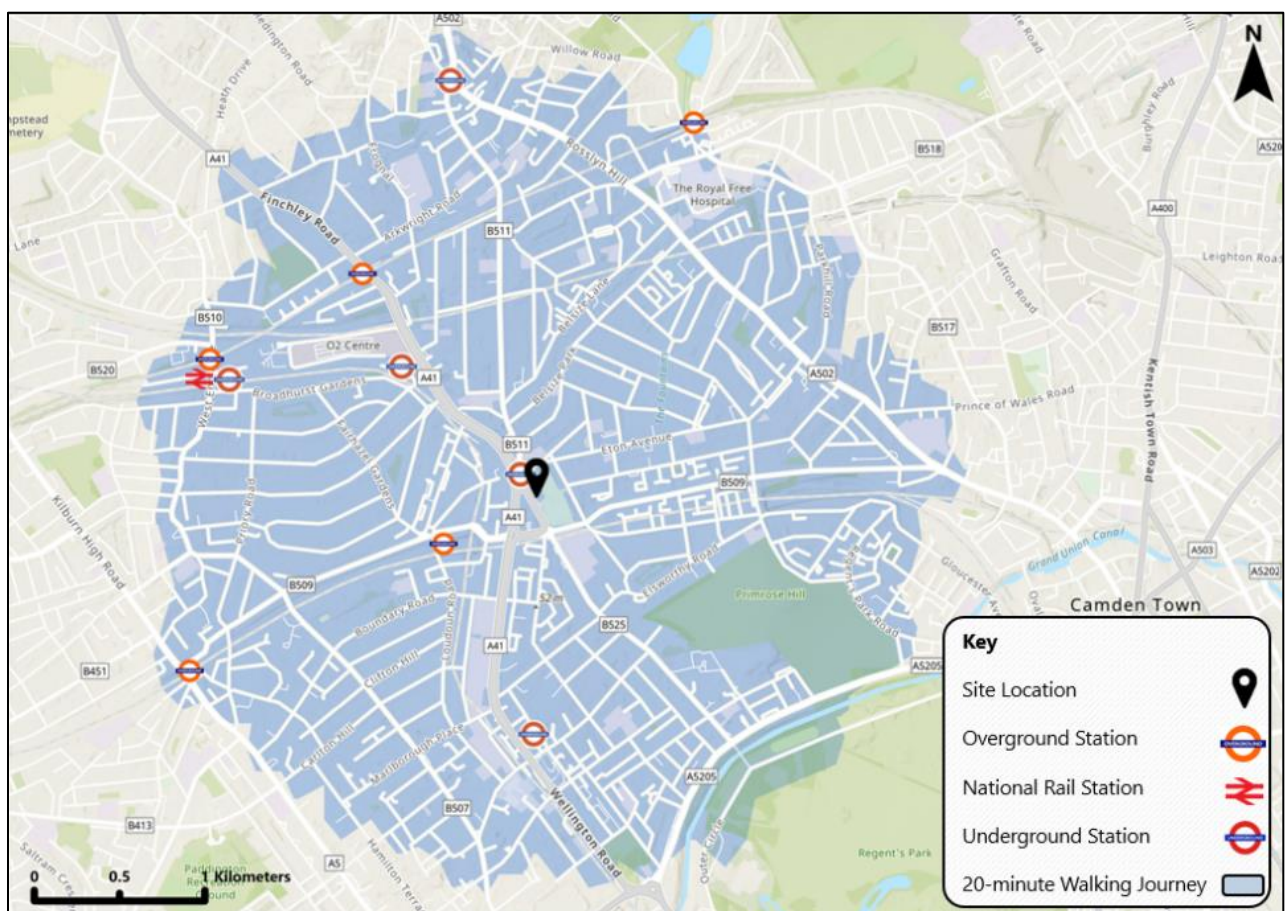


Figure 2.3: 20-minute Walking Isochrone

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.

Table 2.1: Approximate Distances to local amenities			
Amenity	Location	Distance (metres)	Approximate Walking Time (minutes)
Public Transport Opportunities			
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
Facilities and Amenities			
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.

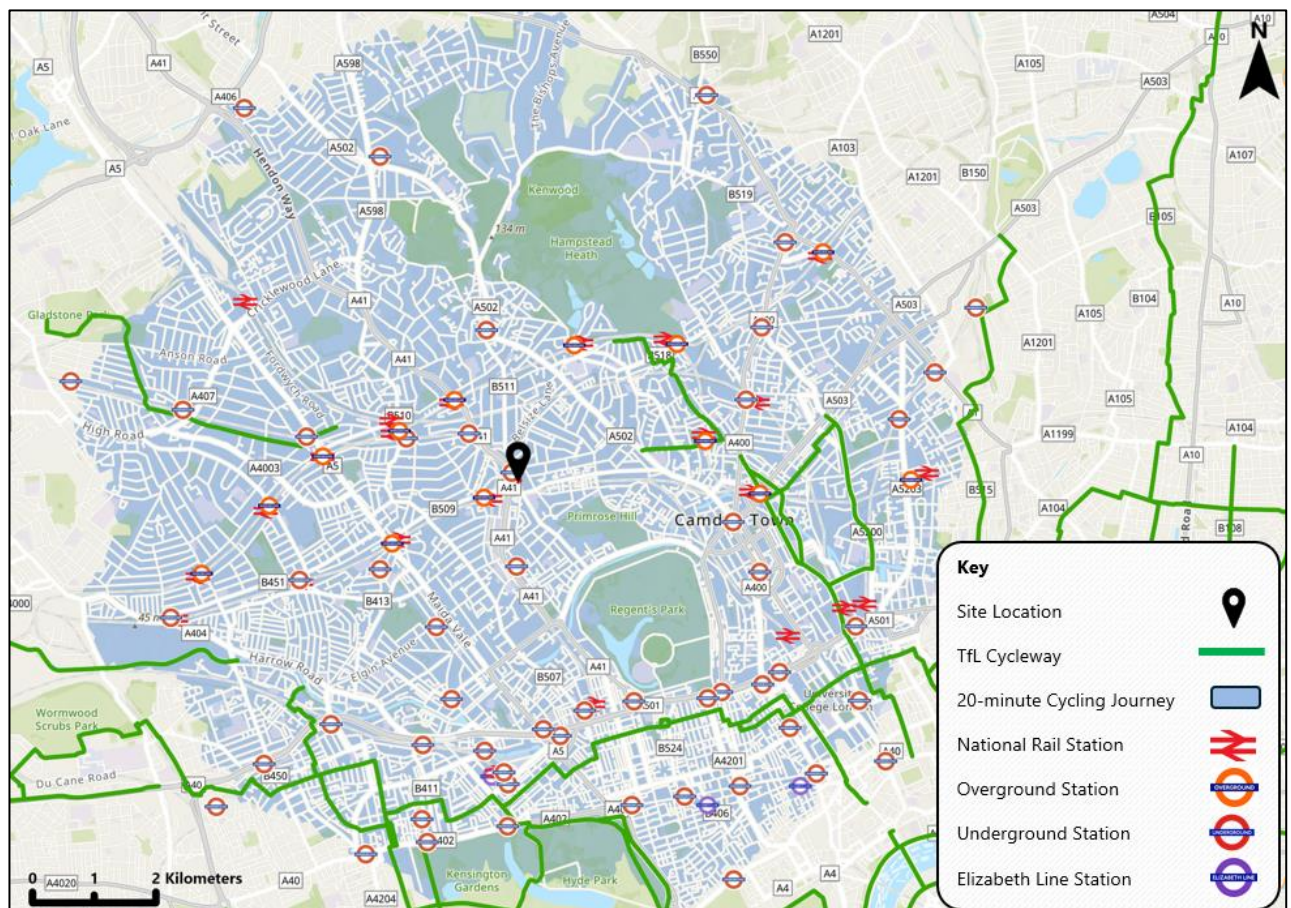


Figure 2.4: 20-minute Cycle Isochrone

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 Stn / 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

3 OBJECTIVES AND TARGETS

Objectives

3.1 The objectives of this Travel Plan are two-fold. Firstly, to encourage a shift from public transport to active modes; and secondly, to provide convenient sustainable travel options for travel to and from the Development for visitors. More specifically, the objectives of this Travel Plan are:

- To raise awareness and increase the attractiveness of alternative modes of transport available to and from the development for staff and, in particular the benefits associated with walking and cycling for short journeys; and,
- To introduce a package of physical and management measures that will facilitate travel by sustainable modes.

Targets

3.2 The success of a Travel Plan is measured by whether it achieves its objectives through set targets. Targets should be 'SMART' – **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related. The targets, which are related to the objectives, can be 'Action' targets or 'Aim' targets. Action targets set out specific commitments to implement measures within certain timescales to ensure delivery, whilst Aim targets provide numerical goals for modal shift.

Action Targets

3.3 The key Action targets are set out as follows:

- The Travel Plan Coordinator (TPC) will be appointed 3 months prior to first occupation of the development;
- Undertake the baseline travel survey within six months of occupation;
- Travel Information Packs (or electronic packs) will be issued to all staff at the start of employment; and,
- Noticeboards providing details on local facilities, public transport services and walking/cycling routes will be erected.

Aim Targets

- 3.4 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 destination within which the Development is located. This data will identify how employees of the Development will be expected to travel to / from work. The census data has been adjusted to meet the car-free nature of the commercial element.
- 3.5 Once occupied, an employee 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 employees travel to and from the development. The modal split has been adjusted to reflect the proposed car-free nature of the Development for staff.
- 3.6 The predicted modal split is set out in **Table 3.1**.

Table 3.1: Predicted Modal Split		
Mode	Census Modal Split	Adjusted Modal Split
Car Driver	17%	1%
Car passenger	1%	0%
Taxi	0%	0%
Motorcycle	1%	1%
Bus	15%	18%
Underground	32%	39%
Rail	20%	24%
Walk	11%	13%
Cycle	3%	4%
Total	100%	100%

- 3.7 In consideration of the information provided in **Table 4.1**, the Aim targets of this Travel Plan are as follows.
- To achieve a 5% increase in journeys on foot over the 5-year life of the Travel Plan when compared to the results of the baseline survey.
 - To achieve a 5% increase in journeys by bicycle over the 5-year life of the Travel Plan when compared to the results of the baseline survey.

- To achieve a 10% decrease in journeys by public transport over the 5-year life of the Travel Plan when compared to the results of the baseline survey.

3.8 **Table 4.2** below sets out the interim year 3 and 5 targets based on the predicted modal split.

Table 4.2: Travel Plan AIM Targets					
Target	Indicator	Mode Split			
		Baseline Year 0	Interim Year 1	Interim Year 3	Final Year 5
Employees (Retail use)					
Achieve a 5% increase in walking trips	Modal Split monitoring from travel survey	13%	15%	17%	18%
Achieve an increase in cycling by 5%	Modal Split monitoring from travel survey	4%	6%	8%	9%
Achieve a decrease in public transport by 10%	Modal Split monitoring from travel survey	81%	77%	74%	71%
Visitors					
Increase the awareness of cycling and walking as viable options available to access the site	No Surveys Necessary	-	-	-	-

3.9 It is expected that the baseline survey results will result in an adjustment to the predicted modal split due to changes in local conditions, the availability of public transport access points, the uplift in cycling in London and the car-limiting nature of the development.

3.10 The targets will be discussed with the Travel Plan officers at the LBC and monitored over the course of the life of the Travel Plan and will be reviewed if necessary.

4 TRAVEL PLAN MANAGEMENT

Travel Plan Co-ordinator

4.1 The appointment of a Travel Plan Co-ordinator (TPC) is one of the most important aspects of the Travel Plan as they will drive the development and implementation of the Travel Plan and the measures set out within the document. They will also be the point of contact for all concerned stakeholders. The TPC will be appointed / confirmed three months prior to the Development opening and is anticipated to be a member of the management team to be associated with the tenanted commercial space.

4.2 The TPC contact details will be provided below as part of the final document.

Name: _____

Telephone: _____

Email: _____

4.3 The TPC will be responsible for all aspects of the Travel Plan and his/her primary functions will include:

- Overseeing the management, development, implementation, monitoring and review of the Travel Plan;
- Liaison with the Developer and the LBC;
- Liaison with staff;
- 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;
- Liaison with public transport operators and other service providers.

4.4 The TPC 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.



Marketing Strategy

4.5 Staff of the commercial space will be made aware of the existence of the Travel Plan upon the start of their employment. The details of the Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Travel Plan will also be made know at the start of their employment.

4.6 The following could be used as a means of disseminating information to promote events/campaigns/promotions/services/initiatives:

- Notice boards;
- Newsletters;
- Travel Information / Induction pack;
- Internet / intranet;
- Social media; and,
- E-groups and forums.

5 MEASURES AND INITIATIVES

5.1 This section sets out the measures and initiatives that will be implemented to assist travel to and from the Site by non-car modes.

Information Provision and Travel Awareness

5.2 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.

5.3 All staff will be provided with a Travel Information Pack (or similar digital 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 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 Travel Plan including its purpose and objectives, as well as contact details for the TPC.

5.5 A dedicated travel notice board can be set up in logical common areas such as breakrooms and checkout areas. This would include not only public transport, walking, and cycling information but also details of the Travel Plan itself and the contact details of the TPC. This will be visible to both staff and visitors.

Walking and Cycling

5.6 The TPC will monitor and encourage maintenance of all pedestrian routes to a high standard and discuss with the LBC 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 internal secure and sheltered cycle parking located on-site which will be available for staff. There will also be short-stay cycle parking facilities within the public realm for visitors / customers to the Site. All cycle parking facilities will be provided in accordance with London Plan standards.



5.8 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.
- Promote participation in cycle-related events such as the London to Brighton bike ride;
- 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,
- Provision of information about cycle training available in the borough. The LBC provides subsidised cycle training which can be applied for on the LBC's website (www.camden.gov.uk/cycle-skills-and-bike-maintenance-courses).

5.9 The TPC will provide information on the safest cycle routes in the area and promote the use of cycling to access the Site. They will identify, through travel surveys, problems with cycle routes and discuss possible improvements with the highway authority.

5.10 The LBC provide information about cycling in Camden and have a published guide available on their website.

Public Transport

5.11 The TPC will ensure that all public transport services are well publicised and promoted to all staff and visitors. Bus and train routes and timetable information will be included within the Travel Information Packs and displayed on notice boards.

Provision for People with Disabilities and Visual Impairment

5.12 Provision for people with disabilities has been built into the design of the building where possible.

5.13 The following initiatives / design features / measures are present:

- Disabled parking on-site;
- Level access to the entrances on Avenue Road and from Eton Avenue;

- Refuge points provided in the event of a fire/emergency;
- Wheelchair accessible lifts; and
- Disabled toilets.

5.14 The TPC, through dialogue with the LBC (if necessary / appropriate), will also seek to ensure that routes to/from public transport access points have appropriate provision for people with disabilities and people with visual impairment. Specifically, provision should include:

- All dropped kerbs to contain tactile paving of the appropriate colour; and
- Rotating cones on signalised pedestrian crossings.

6 MONITORING AND REVIEW

- 6.1 The LBC requires that the progress of the Travel Plan is effectively monitored, and that the results are reported back. It is not considered necessary to carry out comprehensive surveys on an annual basis after the initial baseline travel 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 as a minimum should include the core 'TRICS' questions.
- 6.3 The standard questionnaire would request the following information:
- Typical arrival and departure time in/out;
 - Origin and destination postcodes;
 - Main mode to/from place of work – form of travel used for the greatest amount of time;
 - Final mode to/from place of work – the last form of travel used before arriving at the Development;
 - Journey time and distance to/from place of work;
 - Time to walk to the development (if applicable); and,
 - If the respondent has a disability affecting their travel to/from work.
- 6.4 Monitoring will occur throughout the lifespan of the Travel Plan, after the initial full travel survey on occupation, 'snapshot surveys' will be carried out annually. All monitoring should achieve satisfactory response rates (typically >30%). If these are not met then the results will be discussed with the LBC and, if deemed necessary, the survey process will be repeated for those that did not respond.
- 6.5 The Travel Plan recognises that it is not possible to force people to complete surveys, but possible incentives could be put forward to increase response rates.
- 6.6 The Travel Plan will be monitored for a period of five years. When reviewing the Travel Plan, 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, the LBC will be provided with a yearly monitoring report and invited to comment.



7 SECUREMENT AND FUNDING

- 7.1 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.
- 7.2 The Site Owner / Operator is fully committed to the implementation of the Travel Plan and will provide all reasonably necessary funding to ensure that any agreed targets are achieved.
- 7.3 This will include funding the TPC, travel surveys and implementation of all reasonably necessary measures.

8 ACTION PLAN

8.1 **Table 8.1** 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 constantly reviewed by the TPC adding and amending actions as appropriate and necessary.

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	Three months prior to occupation	N/A	Developer/Occupier Management
Information Provision				
Travel Information Packs for all staff	All staff 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.	Upon commencement of employment	N/A	TPC
Information Boards	Travel information boards will be placed in prominent locations in logical communal areas	Installed as part of development	N/A	TPC to update information when necessary
Personalised Travel Planning Sessions	The TPC will offer planning services to staff 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 staff of the development	Once facilities are installed	Spot checks as part of maintenance rounds	TPC
Discount on cycles and safety equipment	Cycle to Work Scheme if appropriate	Subject to uptake	Uptake of offer monitored by developer and info requested from them by TPC	TPC
Provide cycle route maps and other	Greater cost if bespoke information needs to be printed.	Upon first occupation	TPC to monitor uptake	TPC

Table 8.1 – Action Plan				
information relating to cycle facilities	Less if existing maps etc. are used			
Encourage cycling by providing information about free cycle training run by the LBC. Also, through awareness events such as National Bike Week and social bike rides		Annual event – summer and spring	TPC to monitor participation levels and interest	TPC
Walking				
Walk to Work days and social walking events	Health and financial benefits advertised	Spring and Summer (annually)	TPC to monitor uptake	TPC
Staff 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				
Staff 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
Notice board with timetable information	Located in reception and/or communal areas for staff and visitors	Upon building completion	Administrative - TPC	TPC
Public Transport only days	Incentivised challenge to use active modes	Annually – summer	TPC to monitor uptake	TPC

9 CONTACTS AND USEFUL INFORMATION

Contacts

Travel Plan Coordinator (TPC) – TBC

Camden Borough Telephone No: 020 7974 4444

Useful Websites

Department for Transport (DfT) – www.dft.gov.uk

London Borough of Camden – <https://www.camden.gov.uk/>

London Cycling Campaign (LCC) – www.lcc.org.uk

National Rail – www.nationalrail.co.uk

Transport for London (TfL) Journey Planner – www.tfl.gov.uk/journeyplanner

