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**FRAMEWORK TRAVEL PLAN
PROPOSED STUDENT ACCOMMODATION
WITH ASSOCIATED FACILITIES
BRITANNIA STREET
LONDON**

Watkin Jones Group
Llandygai Industrial Estate
Bangor
Gwynedd
LL57 4YH

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1.0 INTRODUCTION

1.1 Background

- 1.1.1 Planning permission is sought by Watkin Jones for the construction of approximately 226 student accommodation units, including residential accommodation (2 x one-bed studio flats), performance space/gallery, office suite and other ancillary uses at 15 - 27 Britannia Street, London.
- 1.1.2 DfT Guidance (March 2007) and NPPF (March 2012) advises that Travel Plans should be submitted along with major applications and worked up in consultation with the planning/highway authority.
- 1.1.3 This Framework Travel Plan is to accompany the application and is for discussion. It is envisaged that any Travel Plan will be secured by way of a planning condition.

1.2 Aims and Objectives

- 1.2.1 The aims of the Travel Plan will be:

“to provide measures, information and support initiatives, that will provide students and staff with the opportunity to reduce the number of single vehicle occupancy car borne trips to and from the development and facilitate the use of sustainable travel, in the form of increased walking, cycling and bus use, by employees and other visitors.”

- 1.2.2 The TP objectives will be to provide the following benefits:

- Reduce car dependency and in particular the number of single occupancy vehicle journeys;
- Increase travel choice for staff and students;
- Promote opportunities for access by non-car modes for staff and students;
- Provide all necessary on-site facilities to encourage use of walk and cycle modes for students and staff.

1.2.3 The TP considers the various modes of transport that are available and seeks to implement measures to achieve the overall aims and objectives. The key modes are set out below:

- Pedestrians
- Cyclists
- Public Transport
- Cars

1.2.4 A range of measures to meet the aims of the travel plan will need to be developed for each of the four groups above. The measures to be included within a travel plan can only be decided upon once the travel needs of the four groups are understood. Therefore research will be required before for the full development of the Travel Plan.

1.2.5 This TP contains reference to “Hard” and “Soft” measures, the definition of which are provided below:

- Hard measures: Physical works to assist with the execution of the TP, for example, provision of cycle stands
- Soft measures: These are incentive based or written measures to assist with the execution of the TP, for example, the formation of a cyclist user group

1.2.6 Regular marketing and advertising is extremely important to ensure student awareness of the Travel Plan. These initiatives will include providing leaflets, posters, travel information boards and a possible company intranet site, Travel Plans will be presented at induction week to encourage new students to think about sustainable travel.

1.3 Ownership of Travel Plan

1.3.1 A management company will be appointed by the developers of the site at Britannia Street to manage the site and ADL have prepared this Framework TP on their behalf to adopt once they take occupation of the premises. The managers of the development are expected to be Fresh Student Living.

1.3.2 The approval of this document marks two key landmarks in the plan:

- The commencement of the initiatives and measures within the plan to meet the aims and objectives set out in Section 1.2;
- The handover of responsibility for the upkeep of the plan from the developer (Watkin Jones) to the occupiers.

1.3.3 ADL Traffic Engineering Ltd has been appointed by Watkin Jones to prepare this Framework TP prior to the occupation of the premises. Details of all relevant parties can be found in the “Contact List” Appendix 4.5 at the rear of this report.

1.4 Focus of the Travel Plan

Travel plan audience

1.4.1 The Travel Plan would be prepared for the students within the development and the majority of measures proposed are intended to encourage students to reduce their reliance on private car travel. This travel plan would also consider measures designed for the residential and non-residential staff living within the development to also encourage a reduction in their reliance on the private car.

Benefits to the individual

1.4.2 In order to involve students and successfully promote the Travel Plan it is important to outline the benefits to the individual. The use of non-car modes can bring several benefits including:

- Improved health – walking and cycling can bring about a number of health benefits, according to the British Heart Foundation, half an hour of cycling or walking a day can reduce the risk of heart disease by 50%;
- Cost benefits – the travel plan will highlight the comparison of car borne trips with walking or cycling. Cost benefits can also be gained by car sharers;
- Time savings – for short journeys, there may be little difference in journey time;
- Convenience – more choice of transport can make travelling to and from university and home more convenient;

- Improved lifestyle – the awareness that travel choice has an impact on the local and global environment will enable staff and residents to appreciate their surroundings and contribute to its protection;
- Equal opportunities – improved travel choices benefit all students.

Benefits to universities

1.4.3 Benefits to universities include:

- Reduced sickness of students – as students either walk or cycle more, there will be improved health and reduced absenteeism;
- Reduced site congestion – less trips by car and a reduction in the number of single occupancy trips travelling to and from campus and home will lessen traffic levels, particularly at peak times around both sites;
- Reduced need for car parking – There would also be a reduction in the need for on street parking around the residential development, which would improve the safety of the roads for pedestrians;

Benefits to the community

1.4.4 The travel plan would be aimed at bringing benefits to the community as a whole including:

- Improved air quality – less vehicles will result in less pollution and improved air quality;
- Reduced traffic levels – any reduction in cars, whether as a primary aim (e.g. staff and residents changing to non-car modes) or as a secondary effect such as a reduction in traffic levels resulting in a corresponding reduction in accident risk.

Benefits to the environment

- 1.4.5 A successful travel plan would lead to a change in modal shift and a reduction in the use of the car. Cars are a major generator of pollutants, according to the Department of the Environment, Transport and the Regions, emissions from road transport now constitute over 70% of all emissions of carbon monoxide. A reduction in car use will therefore lead to improvements in both local and global air quality and climate.

1.5 Timetable

- 1.5.1 Following the submission of this Framework TP, a new revision of the plan is to be issued annually, generally at the times below:

- **[TBC]** Undertake and analyse student surveys
- **[TBC]** Revise, amend and submit TP to London Borough of Camden (LB Camden)
- **[TBC]** Implement new version of TP

- 1.5.2 Further details of the timetable and procedure for the implementation of the TP are in Chapter 4.0.

2.0 DEVELOPMENT PROPOSALS

2.1 Proposed Development

2.1.1 The proposal involves the redevelopment of a vacant office building into a six storey development, which varies across the site. It comprises of student residential accommodation, residential development (2x one-bed studio flats), office floorspace, performance space/gallery and ancillary facilities. The proposed development is expected to be utilised by students enrolled at the University of the Arts, particularly those studying at the new Kings Cross-Central Saint Martin's Campus.

2.1.2 A copy of the architect's ground floor layout and accommodation schedule is provided in Appendix 6.0. The breakdown of this scheme along with its associated facilities, are summarised as follows:

Table 2A Schedule of Student Accommodation

Floor	Cluster Student Units	Student Studios	Disabled Student Studios	Total
GF	6	10	6	22
ML	-	4	-	4
1F	35	12	3	50
2F	37	12	3	52
3F	37	9	2	48
4F	30	5	2	37
5F	-	13	-	13
Total	145	65	16	226

•	Basement office	=	559.95m ²
•	Management office	=	37.1m ²
•	Staff changing room	=	12.3m ²
•	Performance space/gallery	=	290m ²
•	Common room	=	61.2m ²
•	TV room	=	39m ²
•	Refuse store	=	70.3m ²
•	Cycle store @ GF	=	210.7m ²
•	Launderette	=	12.8m ²
•	Plant	=	71.8m ²
•	Sub station	=	23.6m ²
•	IT hub	=	11.1m ²
•	LV switch room	=	22.9m ²

- Courtyard = 189m²
- Total Cluster Student Units = 145 (65.3%)
- Total Student Studios = 65 (28%)
- Total Disabled Student Studios = 16 (7.1%)
- **Total Student Units = 226**
- Total 1 Bed studio apartments = 2
- **Total Units = 226 + 2 = 228 units**

2.1.3 The proposed student accommodation development is proposed for occupation from September 2014.

2.2 Parking

2.2.1 The site is ideal for a no car policy with excellent public transport links and its location in the city centre.

2.2.2 The client is willing to enter into a S106 Agreement to prevent occupants of the development from obtaining on-street parking permits.

2.2.3 Approximately 126 cycle parking spaces will be provided for students and staff within a secure area on the site in the form of 63 Josta two-tier cycle stands. These will be within a well lit area and in direct sight of the main building. Staff and students would be issued with keys to the cycle storage.

2.3 Moving In/Out

2.3.1 When students are advised of their success in being granted a tenancy, they will be required to contact the office of the FRESH management team for an appointment to move into their property. Residents will be given a designated 'slot' to allow them sufficient time to move in. All tenants will be notified that there is no onsite private parking available, but that on-street parking and public car parking within the vicinity of the site is available, although the availability of spaces cannot be guaranteed.

- 2.3.2 FRESH actively encourage students to provide them with 72 hours notice prior to check in, so that the Onsite Management team are able to organise phased appointments in an attempt to avoid tenants arriving at the same time. FRESH also actively encourage students to move in on weekends and evenings and offer them incentives (e.g. a cash raffle prize) in a positive attempt to alleviate impact at the site.
- 2.3.3 The process of 'moving in' to the development will be managed by members of the FRESH management team. Marshalls will be employed to assist in efficient and effective management on move in days. Information will be provided in advance of move in days to assist those coming by car and to promote moving in by non-car modes of transport.
- 2.3.4 A similar arrangement to the above will be undertaken for tenants when 'moving out' of the development.

3.0 SITE AUDIT

3.1 Road Network and Pedestrian Facilities

- 3.1.1 A site audit has been undertaken by ADL. The existing public transport, footways, street lighting and site layout have been considered and details of each are shown below.
- 3.1.2 All of the roads in the vicinity of the site are subject to a 30mph speed limit, they have footways on both sides with street lighting.

3.2 Cycle Facilities

- 3.2.1 Details of existing cycle routes within the local area were obtained. An extract of the plan is shown in Appendix 1.1. This shows that the surrounding area has a wide ranging network of cycle facilities including traffic-free paths, signposted cycle routes and shared cycle and bus lanes.
- 3.2.2 There are no specific cycle routes along Britannia Street but many of the roads in the vicinity of the site are largely made up of commercial and residential development and are therefore mainly subject to a 30mph speed restriction thus making these roads relatively safe for cyclists.
- 3.2.3 There are good cycle facilities that are close to the site. There are cycle routes along the main roads close to the site, including Euston Road, Kings Cross Road and Grays Inn Road. These facilities would provide cycle links to the surrounding areas for people living nearby. It is also considered that these facilities would encourage cyclists to travel from areas further afield, particularly within the 5 kilometres catchment area, where the perceived risk of cycling within the urban area could be reduced.
- 3.2.4 In addition, a number of cycle docking stations are within close proximity of the site making Barclays cycle hire available to residents, visitors and staff of the proposed development.

3.2.5 Barclays Cycle Hire (BCH) is a public sharing scheme in London. The schemes bicycles are also popularly known as Boris Bikes. This scheme allows the users to hire a bike from the available docking stations. The docking stations near the site are on Northdown Street (north of the site), St Chad's Street (northwest of the site), Ampton Street (south of the site) and Great Percy Street (southeast of the site). Appendix 1.2 shows the locations of docking station in the vicinity of the site.

3.3.6 Regular users of the scheme can register on the Transport for London (TfL) website and sign up for one of three levels of access; daily, weekly or yearly. Scheme members are given a membership key to unlock the cycle. Casual users can also use this scheme using credit or debit cards. More information can be found on the TfL website:

- www.tfl.gov.uk/roadusers/cycling/15150.aspx

3.3 Bus Services

3.3.1 A plan illustrating the bus stop locations in the vicinity of the site is provided as Appendix 2.1.

3.3.2 Although Britannia Street itself is not served directly by any bus services, Grays Inn Road, Pentonville Road and Kings Cross Station are all within immediate walking distance and are served regularly by a number of buses. They are summarised in Table 3A below.

3.3.3 As Table 3A shows, four buses an hour pass the site (one-way). This combined with the close proximity to the site to Kings Cross Station makes the site very well served by road-based public transport.

Table 3A Local Bus Services

Service	Route	Frequency
17 (Kings Cross Rd/Grays Inn Rd)	London Bridge Station-Archway	5-7/hr
63 (Kings Cross Rd/Grays Inn Rd)	Kings Cross Station-Forest Hill	12/hr
45 (Kings Cross Rd/Grays Inn Rd)	Kings Cross Station-Atkins Rd/New Park Rd	7/hr
259 (Kings Cross Rd/Pentonville Rd)	Edmonton Rd-Kings Cross Rd	8/hr
30 (Pentonville Rd)	Portman Street-St, Mary of Eton Church	7/hr
73 (Pentonville Rd)	Victoria Station-Seven Sisters	10/hr
205 (Pentonville Rd)	Paddington Station-Bow Bus Garage	7/hr
214 (Pentonville Rd)	Highgate School-Liverpool St Station	7/hr
46 (Kings Cross Rd/Pentonville Rd)	Lancaster Gate-Stonecutter Street	6/hr
10 (Kings Cross Station)	Kings Cross Station-Hammersmith Bus Station	6/hr
91 (Kings Cross Station)	Tottenham Lane YMCA-Whitehall	7/hr
390 (Kings Cross Station)	Archway-Notting Hill Gate	7/hr
476 (Kings Cross Station)	Euston Bus Station-Northumberland Park	7/hr
59 (Euston Road)	Telford Avenue – King's Cross Station	8/hr

3.4 Train Services

3.4.1 Kings Cross and St Pancras International train station is approximately 400 metres north west of the site and is therefore easily accessed on foot via either Grays Inn Road or Pentonville Road.

3.4.2 First Capital Connect, Grand Central and East Coast Trains operate from this station. First Capital Connect provides regular services from London Kings Cross to Peterborough, Kings Lynn and Cambridge routes. During peak hours and weekends, there are also suburban services from Kings Cross to Welwyn Garden City, Hertford North and Letchworth Garden City. East Coast Trains provide all other services north of Kings Cross. A network map illustrating these routes is provided as Appendix 3.0 and a summary of the main stops is as follows:

- | | |
|----------------------|--------------|
| • Hertford | • Cambridge |
| • Welwyn Garden City | • Letchworth |
| • Aberdeen | • Sheffield |
| • Glasgow | • York |
| • Newcastle | • Edinburgh |

3.4.3 St Pancras railway station provides domestic railway services operated by East Midland Trains, First Capital Connect and Southeastern (High Speed 1 and Kent Coast). East Midland Trains provide services to the East Midland and Yorkshire. The Thameslink platform provides trains to Bedford, Luton and St Albans in the north and Wimbledon, East Croydon and Brighton in the south. Southeastern runs high-speed services on High Speed 1 to Kent and the South East.

3.4.4 Trains leave Kings Cross to all these destinations every hour.

3.4.5 The site is therefore very accessible by rail.

Underground

3.4.6 King's Cross St. Pancras is the biggest interchange station on the London Underground, with six lines on four pairs of tracks:

- Piccadilly Line
- Northern Line
- Victoria Line
- Hammersmith& City Line
- Metropolitan Line, and
- Circle Line

3.4.7 As a result the site is located in an excellent area for public transport for local, national and international travel.

3.5 Car Club

3.5.1 Streetcar currently has a Car Club bay located on Britannia Street, directly opposite the Euro Car Park, which can accommodate 2 car club vehicles.

4.0 TRAVEL PLAN MANAGEMENT

4.1 Management

4.1.1 The management of the travel plan will be the responsibility of the Travel Plan Co-ordinator (TPC), who will be appointed by the management company. The TPC will oversee the implementation of the plan and be the primary contact with LB Camden during all consultation and review phases.

4.1.2 The key roles and responsibilities for the Co-ordinator will be to;

- Develop and implement the travel plan;
- Promote the travel plan and ensure it is continued marketing;
- Monitor the travel plan.

4.1.3 It is accepted that the appointment of a Travel Plan Co-ordinator is very important as there must be a point of contact to negotiate the successful implementation of the Travel Plan.

4.1.4 The Interim TPC's contact details are: ADL Traffic Engineering Ltd

4.1.5 The TPC can be contacted on; telephone number 0207 278 8844 between 09:00 and 16:00 hours.

4.1.6 Further information about the permanent appointment of the TPC is provided in Chapter 11.0 of this TP.

4.2 Developing and Implementing the Travel Plan

4.2.1 The TPC will be responsible for:

- Taking overall responsibility for implementation, review and revision of the Travel Plan,
- Liaising with the local authority and highway authority,
- Liaising with public transport companies,

- Ensuring current travel information is always up to date,
- Organising travel and parking surveys to monitor the effectiveness of the Travel Plan, including annual full surveys and reports,
- Setting targets in conjunction with LB Camden and making necessary changes to the Travel Plan if targets are not being met.

4.3 Promotion of the Travel Plan

4.3.1 It is the responsibility of the TPC to ensure:

- The promotion of sustainable transport measures to students and visitors, particularly through the dissemination of information on public transport, cycling and walking,
- That appropriate up to date travel plan information is available to students and visitors,
- Liaison with bus, rail, taxi and cycle operators/dealers to negotiate specific discounts,
- The publicity of the Travel Plan and its successes,
- The organisation of the groups as detailed in this plan (e.g. BUG, etc),
- The publicity of the health, environmental, social and economic benefits of sustainable transport,
- The promotion of any other such measures as identified in this Travel Plan.

4.3.2 A draft statement for students is included as Appendix 4.1, this can be used to “kick-start” awareness of this TP. A draft plan to market and promote the TP is included in Chapter 11.0 of this document.

4.4 Monitoring of the Travel Plan

4.4.1 It is the responsibility of the TPC to ensure:

- That the monitoring of the plan is carried out in accordance with the requirements as detailed below in this section of the Travel Plan,
- That the surveys are carried out,
- The appraisal of the measures is included,
- That new measures should be put forward if appropriate,

- That he/she is aware of transport issues both nationally and locally, in conjunction with LB Camden - urban visions support, and if appropriate, uses that information in the preparation of the monitoring reports,
- That monitoring reports are submitted at the requisite times to LB Camden,
- That responses are given to any requests or comments within the specified periods,
- That liaison with the support officers of LB Camden is undertaken as appropriate.

4.5 Travel Plan Monitoring Requirements

4.5.1 Travel Plan monitoring shall be undertaken by a “Revised TP” which shall be carried out on an annual basis.

4.5.2 This Revised TP is undertaken to validate the assumptions that have been made in advance of the development and shall be submitted to LB Camden.

4.6 Revised TP Definition

4.6.1 Until the fifth (5th) anniversary of the first occupation of the premises, carry out a revision of the Travel Plan at a time agreed with LB Camden. The Revised TP shall be prepared by the TPC, with a consultant and the scope is to be the results of the travel surveys and an assessment on the effectiveness of:

- The measures being implemented by the Travel Plan
- The achievement of targets laid out in the Travel Plan

4.6.2 It should also analyse student travel behaviour and suggest, if necessary, measures which will be most effective in achieving the aims and objectives of the TP.

4.6.3 The report should validate and suggest adjustments if necessary to the targets in the TP and suggest:

- How the Travel Plan could be improved to ensure measures are being implemented
- What additional measures may need to be provided

- 4.6.4 Until the fifth (5th) anniversary of the first occupation of the premises and following the work carried out in accordance with the above, TPC will submit a revised and updated TP on every annual anniversary of the date that the Framework TP is approved.
- 4.6.5 The “review/revise/adopt” process is to be repeated each year up to and including five years post-occupation.
- 4.6.6 Details of how the travel plan will be initially implemented, along with key events is included in Chapter 11.0 of this TP.

4.7 Procedure

- 4.7.1 The TP shall be submitted in writing by the TPC to LB Camden by the due date as defined above.
- 4.7.2 LB Camden will respond in a timely fashion so that the recommendations and revisions arising from the TP can be implemented.
- 4.7.3 The recommendations from the TP shall be implemented as soon as possible (as appropriate dependant upon the type of measures).
- 4.7.4 A copy of the approved, Revised TP will be sent out to the TPC following LB Camden’s approval.

5.0 SURVEYS

5.1 Travel Surveys

5.1.1 An annual survey of all staff and students based at the site will be undertaken. This will collect the base information against which future comparisons can be made to assess the success of the Travel Plan. It is envisaged that the first survey will be undertaken in **[TBC]** and a suitable draft survey is set out in Appendix 4.2.

5.1.2 It will be important that the design of the questionnaire fully caters for the range of modes that may be used. Depending on the travel patterns of students it is important to ascertain how this may affect the mode choice of a student. It is proposed that as a minimum the following information would be collected:

- Educational facility attended;
- Typical number of journeys;
- Transport mode;
- Average travel time, by time of day and by mode;
- Reasons for mode choice(s);
- Attitudes to alternative forms of travel including car share, public transport, walking and cycling;
- Dual purpose trip constraints.

5.1.3 The survey results will form part of the Revised TP and will help to identify the measures required in the following 12 months of the TP.

5.1.4 The range of measures that are identified can be defined as either 'hard' or 'soft'. Hard initiatives generally relate to the physical infrastructure works. Soft measures include a range of 'carrots' and 'sticks' to encourage a modal shift from single occupancy cars.

5.2 Focus Group Research

5.2.1 After the Staff and Student's Travel Surveys it is good practice to discuss the results at focus groups made up of a diverse mix of people in terms of backgrounds and current travel habits. Focus groups can highlight:

- The specific difficulties of some journeys by public transport,
- Perceptions of public transport and the experiences that they are based on,
- The realities of facilities for cycling,
- Past experiences with car sharing,
- The organisational 'culture' towards various transport choices,
- The role of 'habit' versus 'rational choice' in determining current behaviour,
- The range of factors people brought into their decision-making,

5.2.2 Focus groups would also help staff and students to feel they have been part of the process of producing a Travel Plan and to take ownership.

5.3 Visitor Surveys

5.3.1 It is recommended that the travel mode chosen by all "non-staff/student" visitors to the site is recorded in the visitors book as they sign in. This will provide a valuable source of information when undertaking the annual review and would require a minimum of effort to implement and achieve.

6.0 MEASURES FOR PEDESTRIANS

6.1 Hard Measures

- 6.1.1 A contribution towards improving pedestrian facilities is expected to be provided as part of the planning conditions. This would act as first step towards promoting walking to the occupants.
- 6.1.2 Students will not be able to keep a car as a condition of their tenancy. The client is willing to enter into an agreement whereby residents and staff are prevented from obtaining parking permits. This will ensure that students use public transport and cycles.

6.2 Soft Measures

- 6.2.1 The following provides a selection of soft measures that could be considered by the Management Company for implementation, subject to the results of the staff and students surveys and ongoing discussions with LB Camden.
- 6.2.2 The provision of generic information, such as directions to the, train station, bus stops etc which is available to both students, staff and visitors, will be provided on an information board.
- 6.2.3 Advertise the health benefits of walking to work or place of study.

7.0 MEASURES FOR CYCLISTS

7.1 Hard Measures

- 7.1.1 Approximately 126 safe and secure cycle parking spaces are to be provided on site for students and office staff. These will be undercover and secure.
- 7.1.2 The provision of changing facilities for staff is particularly important for cyclists who may not wish to cycle to work in their office wear. Therefore changing facilities and lockers will be provided on site on the ground floor level adjacent to cycle stores. In addition to the on-site showering facilities, lockers should be provided to correspond with the number of designated staffing cycle spaces.
- 7.1.3 Students that are resident on the site will not need lockers or additional showering facilities as they are provided as part of the accommodation.
- 7.1.4 Students will not be able to keep a car as a condition of their tenancy. The client is willing to enter into an agreement whereby residents and staff are prevented from obtaining parking permits. This will ensure that students use public transport and cycles.

7.2 Soft Measures

- 7.2.1 The following provides a selection of soft initiatives that will be considered by the Management Company for implementation.
- 7.2.2 A puncture repair facility with basic cycle supplies should be made available on the premises.
- 7.2.3 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 London Borough of Camden. The BUG would also offer the opportunity for safe cycle routes to be identified and the passing on of such information between regular cyclists and the new and less frequent cyclist.

7.2.4 London Borough of Camden Council's website provides detailed pages for cyclists, including information such as maps, parking and safety advice. The address for the website is provided below and the cycle pages are best found by using the "A to Z of services" facility.

- **<http://www.camden.gov.uk>**

7.2.5 An information board will be provided for the provision of up to date information on locally recognised cycle routes and Barclays cycle hire docking stations. This would highlight the safe and maintained routes, as well as the availability of bike hire and would be available to staff, students and visitors.

8.0 MEASURES FOR PUBLIC TRANSPORT (Bus and Rail Based)

8.1 Hard Measures

- 8.1.1 A real time information sign will be provided at the site so that students and staff will be aware of when the next bus is due to arrive and thereby encouraging use by this mode.
- 8.1.2 The TPC will investigate the potential for discounted/interest free loans for the purchase of season tickets for bus/rail travel by staff and residents. Students can already take advantage of the student Oystercard which provides a discount on travel passes.
- 8.1.3 Students will not be able to keep a car as a condition of their tenancy. The client is willing to enter into an agreement whereby residents and staff are prevented from obtaining parking permits. This will ensure that students use public transport and cycles.

8.2 Soft Measures

- 8.2.1 London Borough of Camden Council's own website provides up to date links to all the local bus companies in the "public transport" section.
- 8.2.2 The provision of up to date public transport timetables and information on locally recognised safe and maintained walking routes to local bus stops. An information board will be provided to display this information.
- 8.2.3 Appendix 2.2 provides an example bus map and timetable. By ensuring students and staff are aware of facilities such as this, they then can be sure that any public transport information they obtain is up to date.
- 8.2.4 Three of the major bus operators have links from the LB Camden website and there is also a link for Traveline, which is the national public transport information service. This provides information for travel by bus, rail or coach. For people who prefer to use the telephone Traveline can be contacted as follows:

- Traveline 0871 200 22 33

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

9.0 TARGETS AND MONITORING

9.1 Background and Base Data

9.1.1 The adoption of a Travel Plan requires a continuous process of development and change to meet the travel needs of staff and students. It is therefore proposed that the Travel Plan will be implemented and that travel surveys are undertaken as outlined in section 4.5. This is to establish the travel changes that have occurred over time and to assess the continued suitability of the hard and soft measures implemented for employees.

9.1.2 Allowance will have to be made with the “Travel to Work” survey for members of staff for when their car is an essential.

9.2 Targets

9.2.1 SMART targets will be adopted at the development site. SMART targets stand for Specific, Measurable, Achievable, Realistic and Time-bound and are widely adopted in travel planning good practice.

9.2.2 During the first year of the TP, the targets are relatively broad, and no measured values have been identified. This is to allow the plan to be implemented and let the TPC commence the measures recommended in the plan without fear of achieving measured targets in their first year of the role.

9.2.2 As a result, there are two general targets for the TP to achieve in its first year:

- Reduction in single occupancy vehicle trips
- Increase in use of other modes of transport

9.2.3 Following the staff and student surveys, during the second and subsequent years, the TP will include measured targets for changing people’s mode of transport.

9.3 Monitoring and Review

- 9.3.1 The monitoring of the Travel Plan will take place annually until the fifth anniversary of the first occupation of the premises. The review will take place at 1 year, 3 years and 5 years after the occupation and that is at this time that the developer and LB Camden Council will discuss if the targets are being met and update measures to meet these if necessary.
- 9.3.2 The results of the monitoring surveys will be sent to LB Camden Council's Travel Plan team in a compatible format. This will include details of measures and initiatives introduced in the past year, and an outline of planned measures and initiatives that would be implemented in the following year.

10.0 FURTHER ACTION

10.1 Introduction

- 10.1.1 Once this TP is implemented then a number of the items set out in this TP can be finalised and out into action, however this chapter considers the key items that will need to be dealt with when the plan becomes 'live'.

10.2 Actions and Timeline

- 10.2.1 The calendar overleaf sets out a timeline of events which cover matters of action (i.e. specific tasks that need to be undertaken) and promotion (i.e. what will be done to ensure maximum awareness of the plan).
- 10.2.2 Items listed with a specific month are to be undertaken annually, rather than one-off items at the point where the plan is utilised for the first time.

Table 10A Calendar of Events

Description	Event Type	Responsibility	Date
End user takes ownership of Travel Plan	ACTION	Developer	Building handover
Formally appoint Travel Plan Co-ordinator	ACTION	End user (i.e. management company)	Prior to first student residents
Provide information to all potential residents about the car-free policy on site, availability of cycle parking and proximity of transport interchange	ACTION & PROMOTION	Travel Plan Co-ordinator (or end-user)	Every September
Ensure all travel information is up to date, provide travel information noticeboard in common area	PROMOTION & MARKETING	Travel Plan Co-ordinator	Prior to first student residents
Investigate providing Travel Plan advice via student internet homepage so it is displayed at logon	PROMOTION & MARKETING	Travel Plan Co-ordinator	Prior to first student residents
Undertake travel surveys of residents (with consultant assistance, if required)	ACTION (MONITORING)	Travel Plan Co-ordinator	Every November
Analyse surveys and make changes to Travel Plan, if necessary	ACTION (MONITORING)	Travel Plan Co-ordinator	Every December
Share results of surveys and actions taken with residents via noticeboard and internet	PROMOTION & MARKETING	Travel Plan Co-ordinator	Every January
Review progress made during academic year, revise TP and submit to LB Camden	ACTION (MONITORING)	Travel Plan Co-ordinator, LB Camden	Every June-August
Determine mode change targets for forthcoming academic year	ACTION	Travel Plan Co-ordinator	Every June-August
Publish revised TP	ACTION & PROMOTION	Travel Plan Co-ordinator	Every August

10.2.3 In addition to the calendar of key events set out above, this TP has included a number of specific measures relating to each of the modes set out within Chapters 6.0 – 9.0. These are summarised in Appendix 4.3.

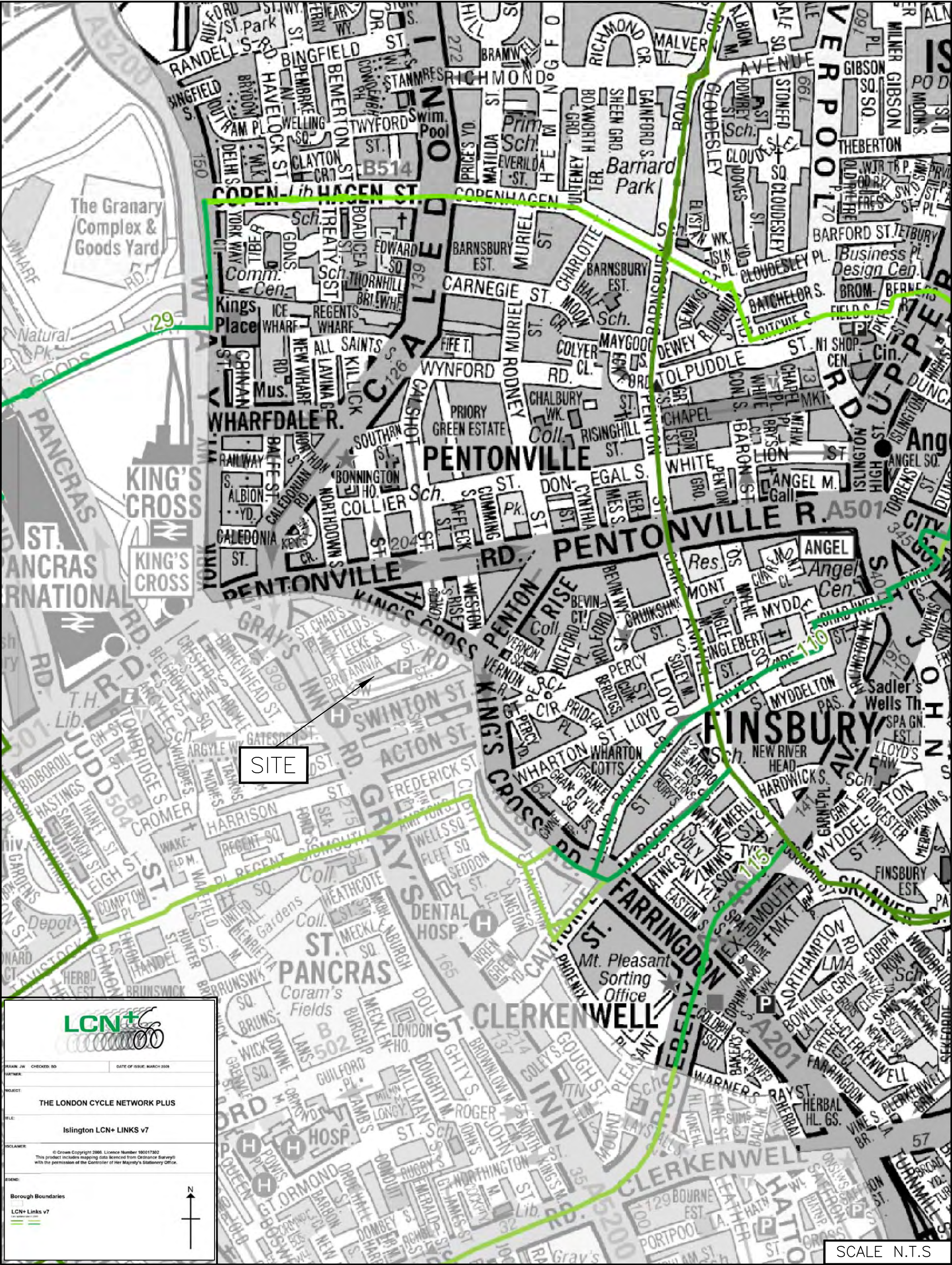
11.0 SUMMARY

- 11.1 A Travel Plan is an ongoing process. This document has detailed the process that will be followed in setting up the Travel Plan. The appointment of a travel plan co-ordinator by the management company will be an important element for the future development of the plan. It will be this individual's responsibility for delivery of the surveys and agreeing with LB Camden the measures that are to be taken forward to achieve an agreed set of targets.
- 11.2 A summary of the tasks requiring action referred to throughout this document has been provided in Chapter 10.0. A summary of the measures to be implemented is shown in Appendix 4.4. Contact details for all relevant parties can be found in Appendix 4.5.
- 11.3 Surveys will be undertaken of staff and students during the first Autumn after occupation of the premises. The data on mode of travel to work will form the basis on which targets can be applied and/or reviewed in subsequent versions of the TP. Surveys of the travel to work of all employees and students will be undertaken annually until the fifth anniversary of the first occupation of the premises.
- 11.4 Monitoring of the Travel Plan will be undertaken annually and a revised TP will be submitted on the anniversary of the date at which the previous version was approved. The Review of the plan will take place at 1 year, 3 years and 5 years after the occupation and that it is at this time that the developer and LB Camden Council will discuss if targets are being met and update measures to meet these if necessary.
- 11.5 The implementation of the Travel Plan is seen as a positive initiative by Watkin Jones to provide travel choice and to enhance, where appropriate, the accessibility to their site for it's students, staff and visitors. The Travel Plan will make a positive contribution to reducing the need to travel by private car to the development.

APPENDIX 1.0

CYCLE SERVICES

- 1.1 Cycle Routes
- 1.2 Barclays Cycle Hire Docking Stations



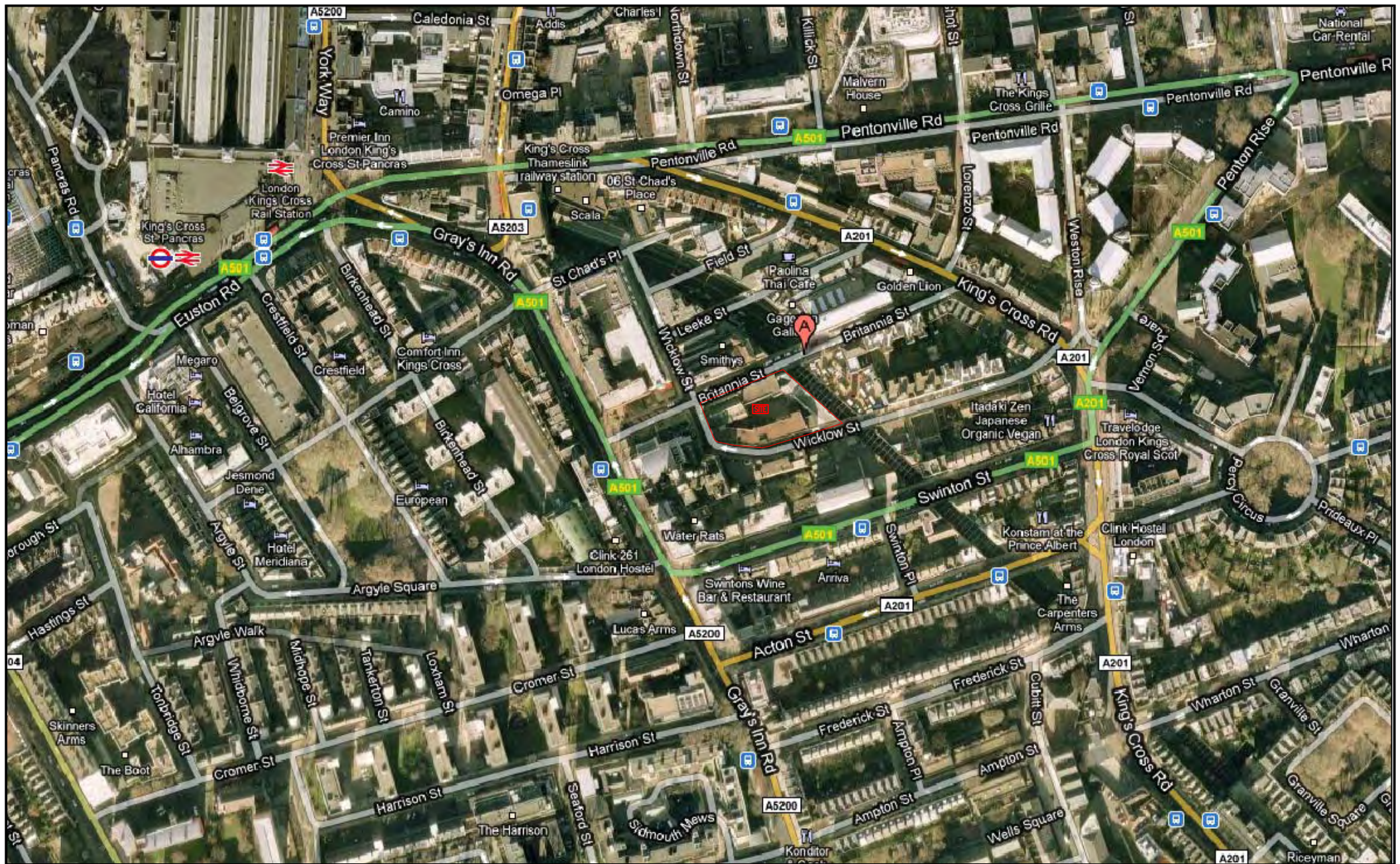


APPENDIX 1.2
BARCLAY CYCLE HIRE
DOCKING STATIONS

APPENDIX 2.0

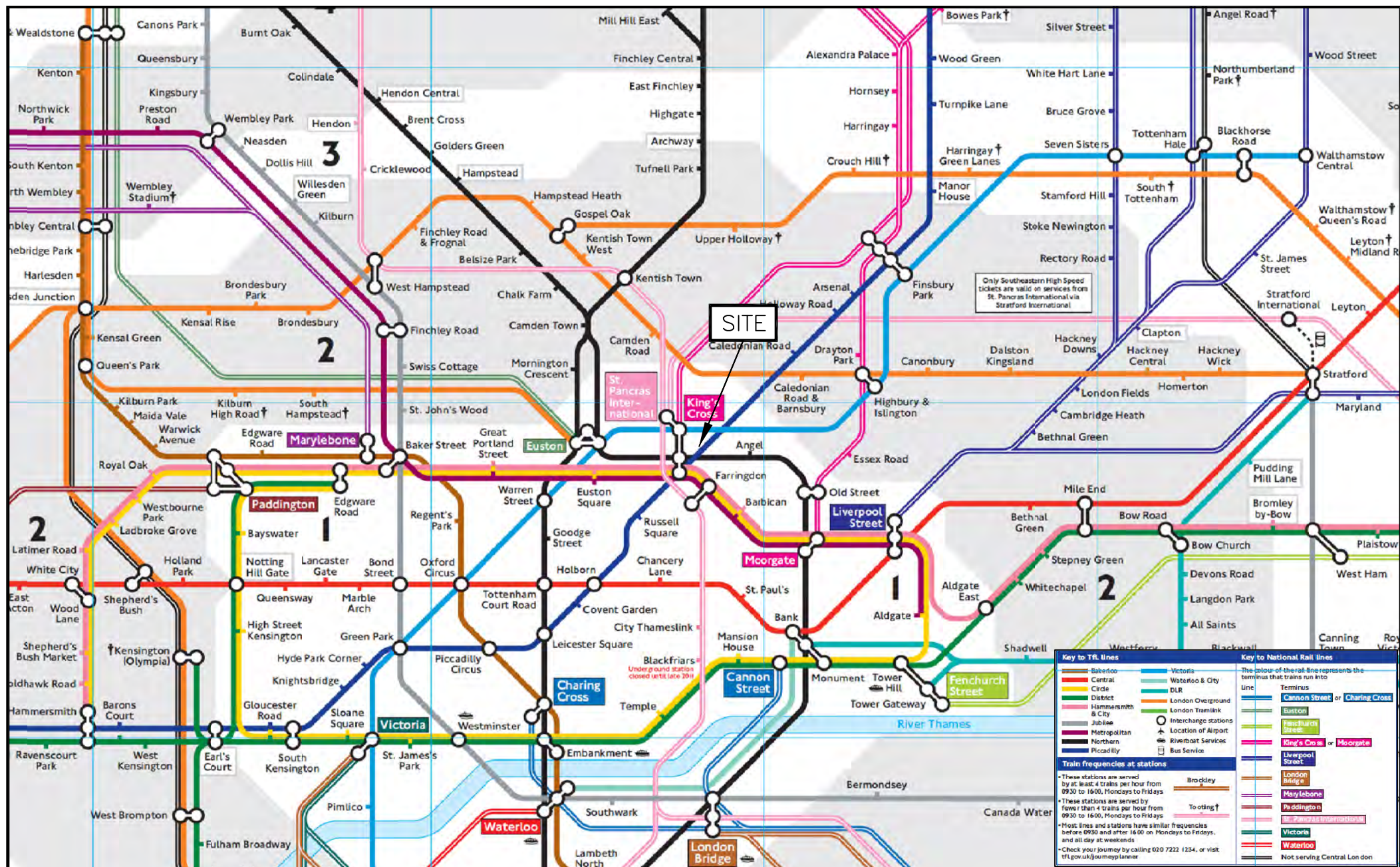
BUS SERVICES

2.1	Bus Stop Locations
2.2	Local Bus Services



APPENDIX 2.1
BUS STOP LOCATIONS

TRAIN SERVICES



APPENDIX 3.0 TRAIN SERVICES

USEFUL INFORMATION

- 4.1 Draft Statement
- 4.2 Draft Student Questionnaire
- 4.3 Summary of Tasks
- 4.4 Summary of Measures
- 4.5 Contact List

“Is your journey really necessary”

We all love cars! Or do we? They are a great way to travel, but we all suffer the problems too ...congested roads, longer journey times and pollution, to name just a few.

As you have probably heard in the news, the Government is tackling these problems. And this means we all have some big challenges to face over the next few years.

Also, local planning authorities and the Government require that we have "Travel Plans" for all new developments.

This is where you come in.

Every development's Travel Plan will be different, depending on where the site is, the quality of local public transport and so on. So, we would like every student to take on the challenge of producing and implementing this site's Travel Plan.

Remember – this is something we must do. As well as meeting the Government's requirements, we can play the part in making the world cleaner & greener for ourselves and our kids.

The following brief will go through some of these ideas and list how you can put travel plans into action in your offices.

What are travel plans?

A travel plan sets out how people can plan to cut down car journeys to and from work. It pulls together all the alternatives – like car sharing, using public transport, walking, cycling – the targets we've agreed on and how we are going to track progress.

What are the benefits of a Travel Plan?

- Reducing the cost of travel.
- Feeling healthier by walking and cycling instead of driving
- Lessen congestion and air pollution – remember, one less car journey a week will help prevent one child getting asthma
- The Travel Plan will provide good PR for us
- Meeting the requirements of the Government and Bournemouth Borough Council

APPENDIX 4.2 DRAFT STUDENT QUESTIONNAIRE

Questionnaire – 'How do we travel?'

'Green' travel is really in the news at the moment, so we want to see how we can help reduce the number of car journeys employees at the site undertake, to try and see if we can do our bit to help the environment.

Please fill in this questionnaire and return it to

Name:

by

Thanks,

Travel Plan Co-ordinator

Date

1) Where does your journey start? (post code)

2) What is your typical weekly travel pattern?

	Journey 1		Journey 2	
	Time Start	Time Finish	Time Start	Time Finish
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

- 3) How do you travel to and from university and other destinations at the moment?
(tick appropriate box)

	University	Other social leisure home	/	/
drive alone to university	_____	_____		
arrive alone, having dropped off friend/relative at another location	_____	_____		
driver/passenger sharing a car with another employee	_____	_____		
passenger in a car being dropped off/picked up by car	_____	_____		
by bus	_____	_____		
by train	_____	_____		
cycle	_____	_____		
motorcycle	_____	_____		
walk	_____	_____		
taxi	_____	_____		
other (please state)	_____	_____		

- 4) If by bus which bus route do you use?
Number and route

_____	_____
-------	-------

- 5) How long does it take you to get to and from your travel destinations?

Less than 10 minutes	_____	_____
10 to 20 minutes	_____	_____
20 to 30 minutes	_____	_____
30 to 40 minutes	_____	_____
More than 40 minutes	_____	_____

- 6) How many miles (kilometres) do you travel?

7) Why do you use your chosen mode of transport?

8) Have you tried any other modes of transport – If yes what were your experiences?

9) To try and help the environment – and save money on fuel! – would you be willing to:

share a car into university with another colleague

use public transport

walk

cycle

other (please list ideas of what you might do)

10) At the moment, what would stop you from travelling in a more 'green' way?

11) Are you an essential car user (if yes briefly describe why a car is required for you)?

APPENDIX 4.3**SUMMARY OF TASKS**

Paragraph Ref.	Description	Responsibility	Due Date (approx)
1.3.2	The Management Company take ownership of Travel Plan	Travel Plan Co-ordinator (TPC)	TBC
4.1.1	Formally appoint Travel Plan Co-ordinator	Management Company	TBC
5.1.1	Undertake travel surveys, with possible consultant assistance if required	TPC	TBC
4.7.1	Submit Revised TP to LB of Camden	TPC and/or Consultants	TBC
4.7.4	Submit Approved revised TP to Management Company	TPC and/or Consultants	TBC
-	Undertake measures as set out in Appendix 4.4	TPC	TBC

APPENDIX 4.4 SUMMARY OF MEASURES

Paragraph Ref.	Description	To provide an Improvement for
5.3.1	Record visitors mode of transport	Visitors
7.1.2	Provide lockers or similar facilities for staff	All staff
6.2.2	Provide basic directions for people leaving the premises on foot	Pedestrians
6.2.3	Advertise benefits of walking	Pedestrians
7.1.2	Provide a shower for staff use	Cyclists
7.2.2	Provide puncture repair equipment	Cyclists
7.2.5	Advertisement of safe and recommended cycle routes	Cyclists
8.2.3	Ensure up to date public transport information is readily available	Public Transport users
9.3.4	Provide a facility for people willing to car share to exchange information	Car drivers / Passengers
9.3.5	Ensure there is a contingency of available drivers or taxi-fares in the event that an “emergency ride home” is needed	Staff car share Passengers

APPENDIX 4.5 USEFUL CONTACT INFORMATION

Who?	Details	Address
Occupier	Fresh Student Living	7 – 9 Swallow Street London W1B 4DE
Developer Watkin Jones	Watkin Jones Group student@watkinjones.com	Llandygai Industrial Estate Bangor Gwynedd LL57 4YH
Authority Camden Borough Council	Christine Mackee christine.mackee@camden.gov.uk	Camden Town Hall Judd Street London WC1H 9JE
Consultants ADL	Mr A J Mendelsohn ajmendelsohn@adltraffic.co.uk 020 7242 9755	ADL Traffic Engineering Ltd 9 Coldbath Square London EC1R 5HL