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REP MAYGROVE ROAD DEVELOPMENTS

PROPOSED RESIDENTIAL DEVELOPMENT
65 MAYGROVE ROAD, LONDON, NW6 2EH

DRAFT LOCAL LEVEL TRAVEL PLAN

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1.0 INTRODUCTION

1.1 The developer of the proposed residential development at 65 Maygrove Road, London, NW6 2EH is committed to implementing a Local Level Travel Plan to reduce the use of private cars, and promote the use of sustainable forms of transport for trips to and from the site.

1.2 This document, the Draft Local Level Travel Plan, presents details of the travel plan that will be implemented upon the scheme being brought into use. As the proposed development is a 'new build' project, measures put forward in this Draft Local Level Travel Plan would be implemented from the time the development is brought into use. This document sets out how the final Local Level Travel Plan will be formulated, the range of sustainable transport options available to the site, how it will be monitored and reported.

1.3 Travel Plans are most commonly used to reduce car-based journeys to and from the workplace, as there is an ongoing relationship between employers and employees to develop successful schemes. In this case; the development's residents will be encouraged to use more sustainable forms of transport as much as possible.

1.4 The purpose of the travel plan is to influence behaviour change towards sustainable modes of travel, deliveries and servicing. This is critical for new developments in order to facilitate the use of sustainable modes among site users from the outset.

1.5 In this case, the type of occupier (residential) is known at the pre-application stage, and as such this travel plan includes specific objectives, targets and measures as well as information about current local travel behavior and modal split. This Travel Plan contains the following essential elements:

- Objectives – the key goals that the travel plan seeks to achieve
- Targets – a means of measuring the achievement of objectives
- Measures – the initiatives that will be introduced to achieve the targets set. This includes possible remedial measures and actions that will be taken if the travel plan targets are not met
- Management – details of an individual identified to oversee implementation, monitoring and review of the travel plan. Adequate resourcing will be made with an appropriate amount of the individual's time allocated
- Action plan – a programme for delivering the measures and a means of communicating the above to site users, including identification of who will oversee delivery of the travel plan
- Securing – confirmation that the travel plan is effectively secured through legal mechanisms

- Monitoring and review – details of how the plan will be assessed and amended as necessary.

2.0 POLICY ASSESSMENT

2.1 A travel plan is a long term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed. A travel plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys. It can also assist in meeting a range of other objectives, as discussed elsewhere in this document.

2.2 Travel plans can assist in increasing accessibility whilst reducing congestion, local air pollution, greenhouse gases and noise. Importantly, a travel plan can increase business efficiency and equality, which is why an increasing number of organisations are deciding to produce voluntary travel plans. Indeed, Transport 2025 (the long term transport vision for London adopted by Transport for London) highlights the importance of transport in supporting the economic vitality of the capital, both through transport improvements, better use of existing capacity, behavioural change and enabling continued benefits of agglomeration.

2.3 The requirement for travel plans to be prepared and implemented is set out in a range of local, regional and national policy.

2.4 On a local level, The London Borough of Camden's LDF Development Policy DP16 states that "*wherever a Transport Assessment is needed, submission of a travel plan is also expected as one way of mitigating the transport impact of the development*". Further details of London Borough of Camden's Travel Plan requirements are set out in Camden Planning Guidance 7 (Transport).

2.5 On a regional level, as mentioned, the authority responsible for assessing and developing travel plan policy is Transport for London. The TfL documents referred to in the Boroughs' policy have been superseded by a new document 'Travel Planning for New Development in London' (Transport for London February 2011). In line with guidance set out in 'Travel Planning for New Development in London' (Transport for London February 2011), residential developments of between 50 and 80 units are required to submit a Local Level Travel Plan as part of any planning submission. Transport for London defines a Travel Plan as "*a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly reviewed. It involves the development of agreed and explicit outcomes, linked to an appropriate package of measures, aimed at encouraging more sustainable travel for both people and goods*".

2.6 The London Plan, Spatial Development Strategy for Greater London (February 2008) sets the strategic framework for spatial planning in London. Policy objectives for improving accessibility within London are contained within Objective 5 'To improve London's Accessibility'. A number of policies within the 'London Plan' seek to support Objective 5, in particular policy 3C.2 'Matching development to transport capacity'. This states that '*developments with significant transport implications should include a transport assessment and travel plan as part of planning applications*'.

2.7 The London Plan, Spatial Development Strategy for Greater London, Consultation Draft Replacement Plan is currently being progressed and will replaces the 2008 London Plan. The replacement plan's objectives of greatest relevance to travel planning are:

- To ensure that London is a city where everyone can access jobs, opportunities and facilities with an efficient and effective transport system that actively encourages walking and cycling and makes better use of the Thames
- To ensure that London is a world leader in improving the environment locally and globally, at the forefront of policies to tackle climate change, reduce pollution, develop a low carbon economy and consume fewer resources and use them more effectively.

2.8 The integration of transport and development to reduce the need to travel is a strategic focus of the replacement plan. The plan also addresses the need to:

- Reduce emissions from transport
- Provide for pedestrians and cyclists
- Consider development proposals in light of existing transport capacity and proximity to major freight routes (as relevant)
- Promote actions to achieve wider environmental sustainability in London

2.9 Critically, Policy 6.3 of the replacement plan asserts that:

- Workplace and / or residential travel plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL guidance...; that
- Construction logistics plans and delivery and servicing plans should be secured in line with the London Freight Plan and should be coordinated with travel plans'; and that
- LDFs should include policy requiring transport assessments, travel plans, construction logistics and delivery/ servicing plans as set out above
- Boroughs are required to ensure developments do not exceed maximum car parking standards and minimum cycle parking standards as set out in the replacement plan

2.10 On a national level the need to manage transport in relation to new development is detailed in many national policy and guidance documents. Over recent years, the need to reduce car dependency, increase travel choices and encourage sustainable distribution has been established through key documents such as Planning Policy Guidance (PPG13): Transport (updated 2011).

2.11 PPG13 emphasises the need for travel plans to be required as a condition of planning permission and states that travel plans are a tool for the planning system to deliver sustainable transport objectives, including those relating to freight. The Department for Transport's 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (2009) outlines the role and benefits of travel plans in the planning process, the way to secure them and their inter-relationship with transport assessments. It also discusses the requirements and elements of an effective travel plan.

2.12 Under the Planning and Compulsory Purchase Act 2004, planning applications must be determined in accordance with the strategic policy and plans contained within the London Plan.

3.0 DEVELOPMENT DETAILS

3.1 REP Maygrove Road Developments are currently seeking planning permission for the redevelopment of land at 65 Maygrove Road, London, NW6 2EH in the London Borough of Camden to provide a residential development of 68 units with associated parking and landscaping. The site location is shown in Figure 1.

3.2 The site is bounded to the south by Maygrove Road and to the north by Brassey Road and consists of two distinct elements; the main site area, located to the east of 59 Maygrove Road, contains a commercial three storey building which has been vacant for a number of years and has been unsuccessfully marketed in this period. The commercial building has a total floor area of 28,000sqft and is supplemented by on-site parking for 37 cars. The second element consists of a parcel of land to the east of the main site that was used as a car park by the London Borough of Camden although it is now in the ownership of REP Maygrove Road Developments. This land fronts onto Peace Park to the east. There is an existing 4-5 storey building (67 Maygrove Road) located directly to the east of 65 Maygrove Road. This building contains predominantly commercial uses with residential use on the upper floor. Access to the site is predominantly from Maygrove Road whilst Brassey Road provides access to the rear (north) of the site.

3.3 The proposed development will see the removal of the existing buildings from the site and their replacement with two residential blocks with associated parking and landscaping. An affordable block will provide 12 residential units and will be supplemented by 2 disabled car parking spaces and 26 cycle parking spaces. A market block will provide 56 residential units and will be supplemented by 28 car parking spaces, 4 disabled parking spaces and 86 cycle parking spaces. Due to the topography of the site, car and cycle parking is variously provided over 3 levels; first floor level, ground level and basement level. These proposed level layouts are shown in Figures 2, 3 and 4 respectively.

Baseline Modal Split Forecasts

3.4 'Travel Planning for New Development in London' (Transport for London February 2011) suggests that where the end user of the development is known at the pre-application stage, such as in the case of residential developments, the travel plan should include travel surveys of existing site users, or surveys from a similar site. However the existing site features an office development and the residential scheme is yet to be built and occupied, it is not possible at this stage to report on the mode split of residents and visitors trips.

3.5 Instead and as part of the Transport Assessment that accompanies this Draft Travel Plan, the TravL database was used to forecast the likely number of walk, cycle and public transport trips that could be generated by the site.

3.6 TravL outputs consolidate public transport modes with walk trips. In order to assess how the walk and public transport trips forecast to be generated by the proposed residential development by TravL would be assigned to different modes, data from the Fortune Green ward (in which the site is located) from the 2001 Census has been examined. Ward statistics from the census, detail the mode of travel to and from work for people living and working in the area. While the census does not detail mode of travel for non-work trips, it is considered that the work trip data does give a good approximation of mode split for all trips made to and from the area based on available public transport service. Table 1 shows all mode results from the 2001 Census.

Table 1. 2001Census: Method of Travel to Work

	Resident Population (UV39)	Daytime Population (UV37)	Combined Population
Underground, metro, light rail or tram	46%	20%	39%
Train	12%	11%	12%
Bus, minibus or coach	9%	7%	8%
Taxi or minicab	1%	1%	1%
Driving a car or van	19%	42%	25%
Passenger in a car or van	1%	2%	2%
Motorcycle, scooter or moped	2%	2%	2%
Bicycle	3%	2%	2%
On foot	7%	12%	8%
Other	1%	1%	1%
Total	100%	100%	100%

Source: ONS

3.7 Table 2 shows the results of the TravL forecasting process for the proposed residential development with walk and public transport trips broken down in line with Census mode splits for these modes.

Table 2. Proposed Development – Trip Generation Forecasts

Hour	Car	Motor cycle	Bicycle	Taxi	Bus	Tube	Rail	Walk
07:00	4	0	0	0	2	9	3	2
08:00	8	0	0	0	3	13	4	3
09:00	3	0	0	0	2	7	2	1
10:00	2	0	0	0	1	5	1	1
11:00	2	0	0	0	1	5	1	1
12:00	2	0	0	0	1	4	1	1
13:00	5	0	0	0	2	9	3	2
14:00	4	0	0	0	2	9	3	2
15:00	6	0	0	0	2	9	3	2
16:00	5	0	0	0	2	8	2	2
17:00	6	1	0	0	3	12	4	3
18:00	7	0	0	0	2	11	3	2
19:00	5	0	0	0	2	9	3	2
20:00	3	0	0	0	2	8	2	2
21:00	2	0	0	0	1	6	2	1
Total	65	2	2	1	27	125	39	26

Source: TravL / ONS

3.8 The Census data shows that in the site ward car trips (drivers and passengers) account for 27% of journeys to work. The TravL forecasting exercise based on similar residential sites in areas of high public transport accessibility suggests that a slightly lower level of 23% of trips would be made by car.

3.9 The actual mode split for trips made by residents and visitors to the development will only be known once the initial travels surveys have been carried out, but the above data suggests that car use is already relatively low. Targets will be set to be realistic given this relatively low level of car use.

Servicing & Servicing Management

3.10 As stated in 'Travel Planning for New Development in London' (Transport for London February 2011, whereas in the past Travel Plans were concerned with the movement of people, a more holistic approach is now taken whereby the movement of both people and goods are expected to be covered in travel plans.

3.11 It is anticipated that refuse and recycling will be collected on a weekly basis. On the specified collection day the facilities management staff will transfer bins from the market unit basement level refuse store, and the affordable unit ground level refuse store, to the temporary refuse store at first floor level at the rear of the site. The temporary refuse store is shown in Figure 2.

3.12 Refuse vehicles, which currently collect refuse from other properties on Brassey Road, would pull to a service bay to be created on Brassey Road adjacent to the temporary refuse store. Bins would then be wheel from the temporary refuse

store are to the waiting refuse vehicle. Upon completion of collection, the refuse vehicle would leave via Brassey Road.

3.13 The distance between the holding area and the collection vehicle will be less than 10 metres. The paths between the container and collection vehicles will be a minimum 2 metres in width, free from kerbs or steps and have a smooth, hard wearing surface capable of withstanding the loading imposed by a fully loaded wheeled container.

4.0 SITE ASSESSMENT

4.1 The site assessment details accessibility of the site by various modes of transport.

Public Transport

4.2 Seven London bus routes, including 4 services which operate on a night bus / 24 hour basis, can be accessed from bus stops within the 640m PTAL prescribed walk distance of the site as summarised in Table 3.

Table 3. Local Bus Services

Access Point & Distance from Site	Route	Destinations	First & Last Services	Peak Hour Frequency*
West Hampstead Station (592m)	139	West Hampstead	24 Hour Service	8
		Waterloo	24 Hour Service	9
	328 / N28 / N31	Golders Green	24 Hour Service	9
		Chelsea Worlds End	24 Hour Service	9
	C11	Brent Cross	06:04 & 00:41	7
		Archway	05:48 & 00:13	7
Kilburn LUL Station (407m)	332	Paddington	05:37 & 00:16	6
		Brent Park Neasden	05:40 & 00:34	6
	16 / N16	Victoria	24 Hour Service	8
		Cricklewood Broadway	24 Hour Service	8
	189	Marble Arch	24 Hour Service	7
		Brent Cross	24 Hour Service	7
	316	White City	05:17 & 00:06	7
		Cricklewood Broadway	05:44 & 00:36	7

Source: Transport for London
* Number of services per direction during period 0815-0915

4.3 During the morning peak hour around 105 bus services arrive at, and leave from local bus stops. Appendix A presents an extract of the local bus network map.

4.4 In the case of London Underground services, Kilburn station is the only station to fall within the PTAL prescribed walking distance of 960m and provides access to Jubilee line services. Table 4 presents a summary of routes available from this station while Appendix A includes a map showing London Underground routes and stations.

Table 4. Local London Underground Services

Access Point & Distance from Site	Route	Destinations	First & Last Services	Peak Hour Frequency*
Kilburn (337m)	Jubilee Line	Towards Stanmore	05:54 & 00:50	17
		Towards Stratford	05:12 & 00:31	15

Source: Transport for London
* Number of services during period 0815-0915

4.5 Table 4 shows that during the daytime peak period there are around 32 underground departures per hour from Kilburn station.

4.6 National Rail services are available from Brondesbury and West Hampstead stations which are 529m and 800m walk distances respectively from the site.

4.7 Rail services from Brondesbury Station are operated by London Overground and serve destinations to Richmond, Clapham Junction and Stratford.

4.8 Two railway stations exist at West Hampstead with interchange facilities at street level. West Hampstead Station is operated by London Overground and offers the same service pattern and frequency as Brondesbury Station. West Hampstead Thameslink Station is operated by First Capital Connect with services to Bedford, Luton, Luton Airport Parkway, St Albans, St Pancras International, Wimbledon, Sutton, Sevenoaks, East Croydon, Gatwick Airport and Brighton. Full details of local rail services are shown in Table 5. An extract from the local rail network map is shown in Appendix A.

Table 5. Local Rail Services

Station & Distance from Site	Operator	Destinations	First & Last Services	Peak Hour Frequency*
Brondesbury	London Overground	Richmond	06:20 & 23:18	4
		Clapham Junction	06:38 & 22:08	8
		Stratford	06:06 & 23:24	7
West Hampstead	London Overground	Richmond	06:18 & 23:16	4
		Clapham Junction	06:36 & 22:06	8
		Stratford	06:08 & 23:26	7
West Hampstead Thameslink	First Capital Connect	St Albans, Luton, Bedford	04:01 & 02:41	6
		St Pancras International	24 Hour Service	7
		Sutton	05:46 & 21:56	3
		Brighton	04:44 & 21:44	-

Source: Transport for London / Southern
* Number of services during period 0815-0915

4.9 Table 5 shows that during the daytime peak period there are around 35 unique departures per hour from local railway stations.

4.10 With 172 public transport services accessible within the PTAL walk distances, the site has been found to have a PTAL of 5.

Pedestrian and Cycle Access

4.11 The accessibility of a development site, in addition to the factors that contribute to a PTAL rating, also relates to pedestrian and cycle access as well as access by wheelchair users.

4.12 In terms of pedestrian facilities in the area, footways are generally of a high standard, are level, trip free and not subject to excessive ponding.

4.13 The footways at the junctions of Maygrove Road with Kilburn High Road, Maygrove Road with Iverson Road and Iverson Road with West End Lane and others in the area provide dropped kerbs / tactile paving. Signal junctions including pedestrian crossing facilities operate at the junctions of Maygrove Road with Kilburn High Road, and Iverson Road with West End Lane. Zebra crossing facilities operate at the junction of Maygrove Road with Iverson Road.

4.14 An audit of the local bus stops detailed in Table 1 found that they all feature 'flags' identifying which bus routes call each stop, timetables for those routes, maps, shelters, seating and lighting.

4.15 All London buses are wheelchair accessible. Level access is available at Kilburn Underground station although there is a step between the platform and trains. There is no level access at Brondesbury or West Hampstead stations. Lift access is soon to be available at West Hampstead Thameslink station as part of station update works.

4.16 There are a number of cycle routes in the immediate area with a suggested 'quiet / off road' cycle route taking in Maygrove Road, Iverson Road and part of West End Lane. Appendix A presents a map extract showing local cycle routes and cycle facilities.

Vehicle Access

4.17 Maygrove Road adjacent to the site it is formed of a 7.5m wide carriageway which provides a through traffic lane in each direction, permit holders parking spaces on the south side and a motorcycle parking bays on the north side. The remainder of the north side of Maygrove Road in the vicinity of the site features single yellow line regulations. Local on-street regulations operate from Monday to Friday 08:30 to 18:30. Footways either side of Maygrove Road are provided at widths of between 2.3m and 2.4m

4.18 Barlow Road and Brassey Road to the rear of the site, part of the West End Sidings Estate, form a clockwise one-way loop generally 6.0m wide but in places featuring width restrictions of 3.8m over distances of around 15.0m.

4.19 Maygrove Road, Barlow Road and Brassey Road feature speed humps / cushions and are subject to a 20mph speed limit.

4.20 The site is located in Controlled Parking Zone CA-Q with regulations applying from Monday to Friday from 08:30 to 18:30. The nearest Pay and Display bays

(shared use with residents) are located on Maygrove Road to the east of the site and charge £1.20 per hour with a maximum duration of stay of 2 hours during controlled periods.

4.21 In terms of Car Clubs, there are a 66 car club vehicles located within one mile of the site including location on Loveridge Road, Netherwood Street and St Cuthberts Street. Appendix A shows a map extract of the location of nearby car club vehicles.

4.22 In summary, the site benefit from good levels of public transport accessibility, good pedestrian, cycle and road links with the local and wider area, and established local car club operations.

5.0 OBJECTIVES & TARGETS

5.1 This chapter sets out the objectives of the travel plan, as well as detailing how targets which the operator will seek to meet over the short, medium and long term, and how these will be set once the residential development has been occupied and resident travel surveys have been carried out. It also 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 the following chapter.

5.2 Objectives are the high-level aims of the travel plan. They give it direction and provide a focus. Targets are the measurable goals by which progress can be assessed. Once the site is in operation and travel surveys have been carried out targets will be set which the measures will seek to reach within the period covered by the travel plan. In addition, interim targets will be set. Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets. The objectives, outline targets and indicators are set out below.

Objectives

5.3 The objectives of the travel plan are:

- To minimise from the time of being brought into use and reduce over the life of the travel plan the environmental impact of the development's travel demand through raising travel awareness amongst residents and visitors and encouraging environmentally-friendly travel behaviour.
- To improve the choice of transport mode available to residents and visitors by means of new or improved facilities and the provision of suitable information.

Action Type Targets

5.4 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved. As part of the implementation of the travel plan, the action targets and target dates will be:

- Appoint a travel plan co-ordinator. Target date: As soon as practicable after the development is opened to the public.
- Produce a Welcome Pack detailing the public transport and sustainable travel links available to the site and ensure all new residents receive a copy. Target date: Prior to / Upon the accommodation being occupied.
- Provide up to date and easily accessible public transport information on site, in promotional literature, on the website of the development and at all

other opportunities for use by residents and visitors. Target Date: Prior to / Upon the accommodation being occupied

Aim Type Targets

5.5 Aim-type targets relate to the 'outcomes' of the travel plan and can be assessed by monitoring what is achieved through the implementation of measures/ initiatives, either individually or overall.

5.6 Targets for each initiative depend on the results of the resident travel surveys which will be carried out once the site is in operation. Specifically, the results of the questions that will ask respondents what initiatives would encourage them to use a range of sustainable transport modes, and which of those initiatives can be implemented by the operator. The aim type targets that will be identified will include:

A reduction in the proportion of single occupancy trips.
Once the site is in use and travel surveys have been carried out targets for the reduction in single occupancy car trips will be identified. 'Guidance for Residential Travel Planning in London' (Transport for London / Mayor of London) suggests a vehicle trip reduction of 10% to 20% over the first five years of occupation. This target will be adopted until the initial baseline travel surveys are carried out when it will be reviewed and agreed between the Travel Plan Co-ordinator and the Council's Travel Plan officer.

An increase in the proportion of public transport trips.
Once the results of the initial travel surveys are know, the target level of increase in public transport trips will be identified. This level of increase will be directly linked to the level of reduction in car trips. Public transport promotion is the main alternative for trips to and from the site and will be promoted as such.

An increase in the proportion of active travel trips.
Again, this target will be directly linked to the level of reduction in car trips and will be set once the initial travel surveys have been completed. Active trip promotion along with public transport promotion will be the main alternative to car based trips and will be promoted to residents living and working within appropriate distances from the site.

An increase in the proportion of trips by other modes.
Again, this target will be directly linked to the level of reduction in car trips and will be set once the initial travel surveys have been completed.

6.0 TRAVEL PLAN OPERATION

6.1 A travel plan strategy that sets out clearly the stages by which the travel plan will be developed and implemented is very important. Elements of a travel plan strategy usually relate to:

- Securing the resources (including time) that are necessary to develop and implement the travel plan;
- Consulting and educating residents; and
- Identifying and engaging with partners.

6.2 The strategy for the travel plan is set out within the remainder of this chapter. It discusses how the plan will be managed and marketed, as well as who the key partners will be.

Travel Plan Management

6.3 The proposals contained in the Travel Plan will be promoted by the management of the site through the appointment of a Travel Plan Co-ordinator. At this stage contact details of the Travel Plan Co-ordinator are unknown. As soon as such information becomes available it will be passed to the relevant officer at the London Borough of Camden. Until such time the author of this Travel Plan document will act as the Travel Plan Co-ordinator and can be contacted with regards the measures detailed herein; John Ross of Paul Mew Associates, The Mission Hall, Walkers Place, Putney, London SW15 1PP. Telephone 0208 780 0426, Fax 0208 780 0428 or e-mail john.ross@pma-traffic.co.uk.

6.4 The Travel Plan Co-ordinator's responsibility will be to encourage and promote the proposed measures of the plan amongst the development's residents and visitors (as much as possible). In addition they will assist site management, or their consultants, to carry out regular monitoring of the plan through residents questionnaires, and the associated reporting of the findings to the local authority.

Implementation & Funding

6.5 It is proposed that the Travel Plan will be secured by a condition of planning consent.

6.6 Upon appointment, the Travel Plan Coordinator will be responsible for the encouragement and promotion of the proposed measures of the plan amongst the staff and visitors. In addition they will assist site management, or their consultants, to carry out regular monitoring of the plan through resident travel surveys, and the associated reporting of the findings to the local authority.

6.7 The site management company will confirm to the local planning authority that all necessary funding, time and resources will be made available to the Travel Plan Coordinator such that they can carry out all required work in connection with the Travel Plan as detailed in this report.

Partners and Stakeholders

6.8 Travel plans need partnerships for success. Organisations / developers need to work with a number of partners and internal stakeholders during the implementation process. It is expected that all partners will make an active contribution to the process. Key partners are likely to include:

- Travel Plan Co-ordinator for the site.
- The London Borough of Camden's Travel Plan Officer who will provide advice on the operation and implementation of the Travel Plan as well as feeding back comments on progress towards the targets over the life of the plan.
- Public transport operators will be contacted to pass on comments from residents and visitors on how patronage could be increased and to determine what measures they can assist with such as the provision of information.
- Residents will be able to suggest initiatives which will be considered for implementation.
- Visitors will be encouraged to provide feedback which will be considered for implementation.

Marketing

6.9 On site promotion of the plan will be by means of travel information and Travel Plan initiatives being displayed within resident communal areas. Sustainable travel information will also be made available to visitors via promotional literature. Welcome Packs with details of local sustainable transport options will be distributed to new residents upon purchase / occupation. This information will include details of public transport services, taxi, cycle and pedestrian facilities.

6.10 The aim of the Final Travel Plan is to achieve a reduction in the use of private cars for trips to and from the development by residents, and to encourage a reduction in the use of private cars for trips to and from the development by residents / visitors.

Resident Consultation & Travel Surveys

6.11 Once the development has been brought into use and 75% of the units have been occupied, the first task of the Travel Plan Co-ordinator will be to carry out a site transport audit and conduct a series of resident travel mode split surveys to determine how residents travel to and from the site. These will be carried out within five months of the development reaching 75% occupancy.

6.12 A transport audit, similar to the Accessibility Audit presented earlier in this document, would be carried out detailing resident numbers, the use of parking facilities including car, blue badge, cycle, and motorcycle parking spaces. In addition the audit would include on-site sustainable transport facilities and local pedestrian / cycle route information.

6.13 In order to obtain a base view of residents' travel patterns, a resident travel survey would be carried out. This would gather information relating to individuals:

- Existing journeys to work, college, shopping, leisure and other trips including mode of travel, reasons for choice of modes and comments on local roads, public transport services and other sustainable transport facilities,
- Existing or considered use of alternatives to the car such as car sharing, public transport, cycling and powered two wheelers,
- Destination information such as work place postcodes to determine distance travelled and most appropriate alternatives that could be suggested, and
- Any other comments.

6.14 An example iTRACE compliant resident travel questionnaire that Paul Mew Associates created for use on another residential development is shown in Appendix B. The resident travel survey form created for the Maygrove Road scheme would be similar to this example and would be formulated in consultation with the local planning authority.

6.15 Based on the findings of these studies, a clear indication of the desired level of reduction in car based trips will be determined. The Travel Plan Co-ordinator working in conjunction with management will identify measures suitable to promote to residents / visitors, based on the results of the surveys. The results of this initial study would be made available to the local authority and would be used to support the Travel Plan.

6.16 In line with guidance set out in Transport for London's 'Travel Planning for New Development in London' (Feb 2011) monitoring procedures, follow-up travel surveys and reporting will be undertaken one year after occupation, and again at years three and five. Surveys will be undertaken at a similar time each year and in a neutral month for example September, October, March or April. At these

monitoring milestones the Travel Plan will be reviewed to assess progress towards achieving targets and what if any initiatives need to be amended or introduced.

6.17 Table 6 shows the proposed monitoring plan.

Table 6. Monitoring Plan

Date / Title	Detail
Within 1 month of being brought into use	• Appoint a Travel Plan Coordinator and prepare Welcome Packs & promotional literature.
Within 5 months of 75% occupancy	• Baseline Resident Travel survey completed by Travel Plan Coordinator using iTRACE pro-forma survey
Within 6 months of 75% occupancy	• Full Travel Plan to include results of travels surveys and targets to be submitted for approval by the Local Planning Authority
12 months after Travel Plan Approval	• Resident Travel survey completed by Travel Plan Coordinator using iTRACE pro-forma survey • In addition, a review of the short term measures identified as part of the Aim Target Summary will be carried out to determine whether all measures identified have been implemented
36 months after Travel Plan Approval	• Resident Travel survey completed by Travel Plan Coordinator using iTRACE pro-forma survey • In addition, a review of the medium term measures identified as part of the Aim Target Summary will be carried out to determine whether all measures identified have been implemented • Reporting of the Travel Plan progress to the Local Planning Authority
60 months after Travel Plan Approval	• Resident Travel survey completed by Travel Plan Coordinator using iTRACE pro-forma survey • In addition, a review of the long term measures identified as part of the Aim Target Summary will be carried out to determine whether all measures identified have been implemented • Reporting of the Travel Plan progress to the Local Planning Authority

7.0 PACKAGE OF MEASURES

Introduction

7.1 The main core of the Travel Plan will be a package of measures, which can be comprised of a mixture of different kinds of actions, incentives and infrastructural improvements. Measures might be motivational, for awareness raising or for information provision. They could entail alterations to the way residents of the site go about their business. Finally, financial incentives to remove barriers to sustainable travel might also feature.

7.2 This chapter sets out details of the type of package of measures which will be introduced in an attempt to influence resident and visitor travel to/from the site.

Walking & Cycling

7.3 Both cycling and walking are almost always encouraged within a Travel Plan. Walking is the most sustainable method of travel, has a number of proven health benefits and is an important source of personal freedom. Walking is important for the vast majority of people, including those using public transport or without access to a car. It potentially has an important role to play in journeys particularly for those whose journey to the site is up to 2km in length as suggested by PPG13. Walking is free and offers predictable journeys. Furthermore, it does not cause negative impacts in the same manner as vehicular travel (e.g. emissions, pollutants, severance etc). As for cycling, walking is a form of active travel, which can offer a range of physical and psychological benefits to the individual.

7.4 Cycling is cheap, offers reliable journey times and is environmentally friendly. Within the workplace, encouragement of cycling can lead to a healthier, more productive work force. PPG 13 suggests that cycling is a viable sustainable mode for journeys up to 5km in length.

7.5 A link has been identified between car growth and obesity, with both trends increasing at a similar rate between 1985 and 2000. Travel Plans can offer substantial health benefits to individuals who are motivated to complete more journeys on foot or by cycle. In turn, employers can benefit through increased productivity and reduced absence through illness.

7.6 Active travel is a means by which people can fit exercise into their busy lives and has been shown to have both physical and psychological benefits, including improved concentration upon arrival at their destination. The health benefits of cycling outweigh the risk of accidental death whilst cycling by a ratio of 20:1. A Travel Plan can offer benefits through the role of active travel in helping to:

prevent diabetes, reduce the risk of colon cancer, prevent high blood pressure, decrease the risk of Coronary Heart Disease, control body weight, and prevent osteoporosis.

7.7 The Travel Guide to be provided to all households will include information on walk and cycle journey times to key local attractions with the aim of demonstrating to residents that short journeys can realistically be made on foot or by bike. The Travel Guide will also provide information on local cycle routes, cycle shops as well as London Cycle Hire docking station locations. Similar information will also be displayed within public areas of the development.

7.8 To accompany the Travel Guide, all households will be provided with a copy of Transport for London's 'Local Cycling Guide 4' which shows all cycle routes in the area around the site.

7.9 The development itself will provide cycle parking facilities for 112 cycles.

Public Transport Access

7.10 Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy and is particularly important in London which has the greatest levels of provision in the country. The benefits of travelling by public transport can include:

- No need to park.
- Traffic free routes (with rail or bus priority existing);
- Being able to relax, read or work.

7.11 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important, particularly for journeys to work of more than 5km. The sections below highlight the measures that will be introduced to encourage and support the use of public transport for trips to and from the site.

7.12 As detailed earlier in this document the site has a very good level of public transport accessibility. As such public transport travel will form an easily accessible mode of transport for trips to and from the development.

7.13 As part of the development, all households will be provided with an up to date tailor made Travel Guide detailing local public transport services, bus stops, station locations, and fare information. Similar information will also be displayed within public areas of the development.

Powered Two Wheelers

7.14 The Mayor's Transport Strategy reports that motorcycles, mopeds and scooters represent a small proportion of travel, although numbers licensed have increased. Powered two wheelers have both benefits and disbenefits as compared to travel by private car and by more sustainable modes. As a result, they do not always feature within a travel plan and greater effort is generally expended promoting other, more sustainable modes. One issue with powered two wheelers is that motorcycle casualty rates are substantially higher than for other forms of road transport. In addition, motorcycles can generate relatively more pollution and noise than private cars and other forms of transport. More positively, motorcycles, mopeds and scooters can offer quick, relatively low cost private transport and are more space and fuel efficient than cars. As a result, the Major's Transport Strategy reports that accident analysis and reduction programmes are important. In addition, it advises that more motorcycle parking should be provided in locations of high demand.

7.15 As part of the development, secure space for motorcycle parking will be provided within the basement parking area.

Car Sharing & Car Clubs

7.16 'Car Sharing' refers to a situation where two or more people travel by car together, for all or part of the car trip. Depending on the results of the initial resident travel surveys, car sharing could be promoted.

7.17 In order to maximise the potential for car sharing existing local car share schemes such as Transport for London's 'London Lift Share' could be promoted.

7.18 Local car club schemes will also be promoted. These membership schemes provide car rental for short periods of time, often by the hour. As previously detailed there are a number of car club vehicles within a short walk of the site.

7.19 The Travel Guide to be provided to all households will include details of local car club vehicle locations and operators. Similar information will also be displayed within public areas of the development.

Car Use

7.20 The main initiative that will be introduced as part of the development will be the designating of the scheme as a 'car-free' development. This will prevent residents from obtaining on-street parking permits.

Travel Information and Planning

7.21 Complete and easy to understand information about travel information is an essential ingredient for any travel plan, since the first step towards behavioural change is for an individual to understand and consider the options which are realistically available to him/her and the benefits/ dis-benefits of each. Equally, it is unrealistic to expect behavioural change where there are no viable alternatives. This is why baseline surveys and assessments are important elements in the travel planning process.

7.22 As detailed above, all households will be provided with a site specific Travel Guide that sets out details of;

- local public transport services, stops, stations, routes are fares,
- local cycle routes, shops and facilities,
- local car-club vehicles and operators,

7.23 Travel Guide information will also be displayed within public areas of the development

7.24 Residents will also be provided with a copy of the local cycle guide published by Transport for London.

8.0 SUMMARY AND CONCLUSIONS

8.1 The operators of the proposed residential development at 65 Maygrove Road are committed to reducing the impact of the proposed development through the implementation of a Travel Plan.

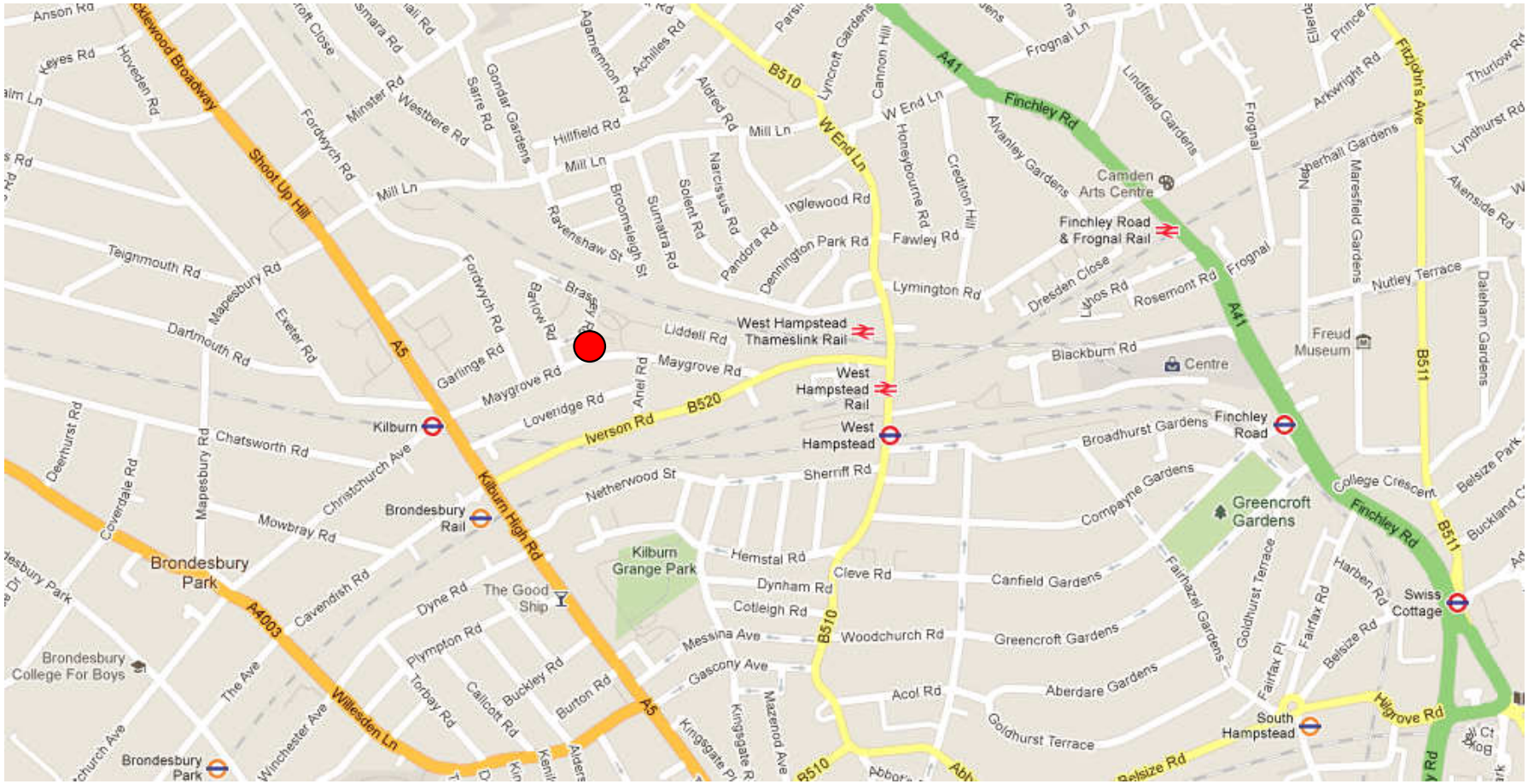
8.2 The site is situated in an area with good' public and sustainable transport links. These links would be promoted as part of the Final Travel Plan.

8.3 Thorough and regular monitoring of the scheme will identify targets, and assess to what extent they are being reached over the life of the scheme. The reporting of progress will be carried out in consultation with the local authority.

8.4 It is the aim of the scheme to reduce resident vehicle based trips to and from the site by the target and the timescale to be set as part of the Final Travel Plan. In addition all opportunities will be taken to encourage visitors to make more sustainable trips to and from the site.

8.5 The Travel Plan will be implemented on the occasion of the new development being brought into use.

Figures



Site Location

Date: 01/12/11
Scale: NTS
Source: Google

N

P869. No. 65 Maygrove Road, London, NW6 2EH
Figure 1. Site Location

PAUL MEW ASSOCIATES
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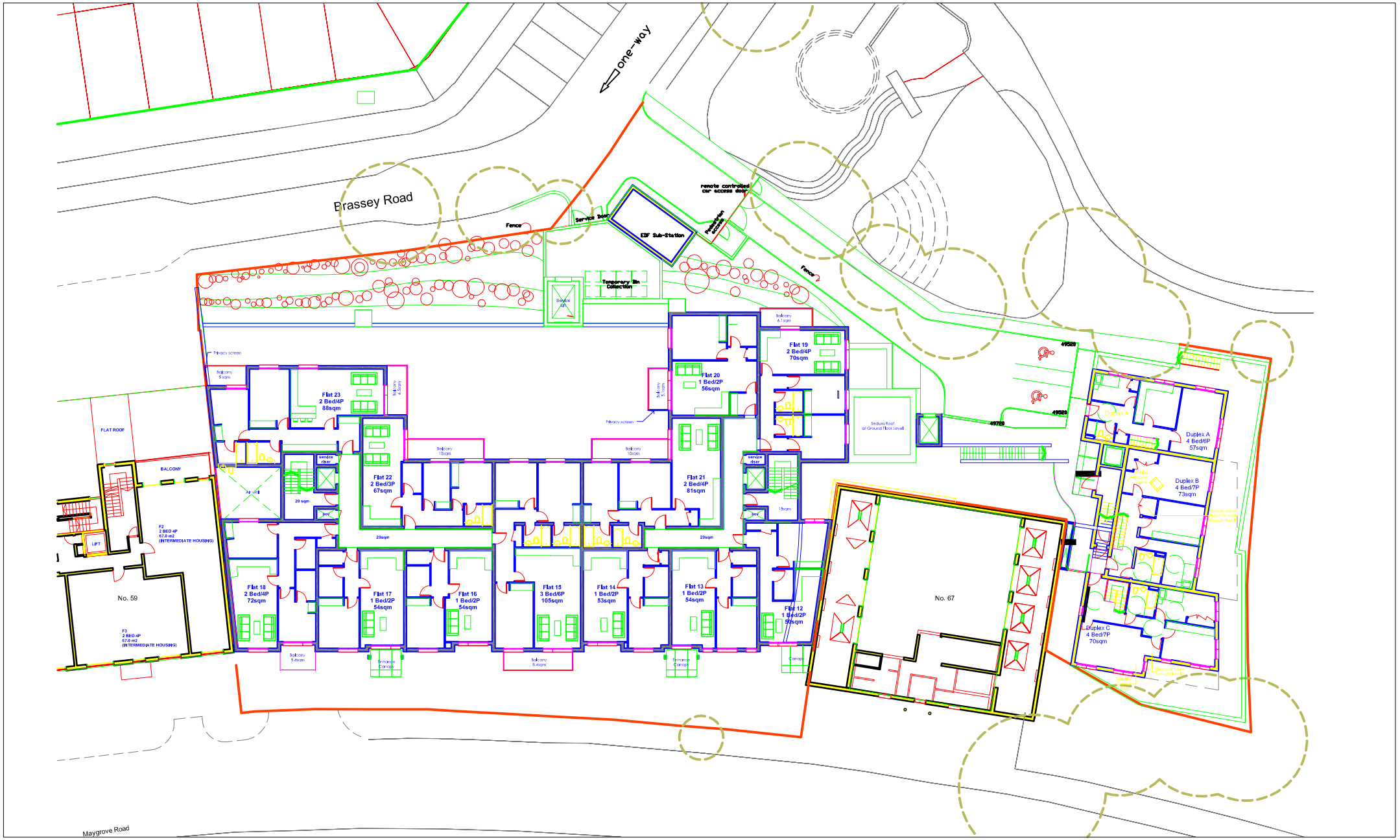

Date: 13/12/11
Scale: 1:400@A4
Source: Smith Lam Architects

N

P869: 65 MAYGROVE ROAD.

Figure 2. Proposed First Floor Level

PAUL MEW ASSOCIATES
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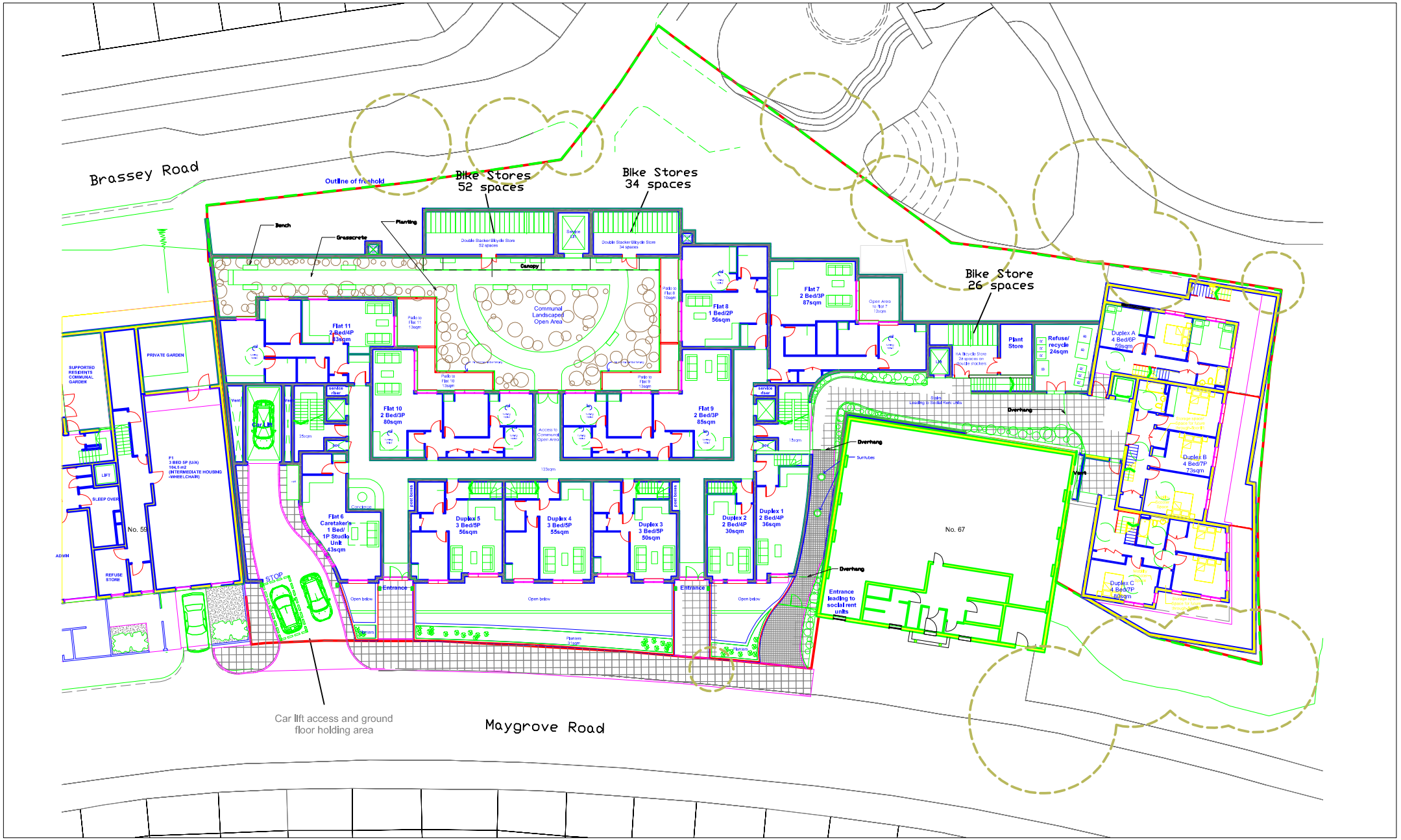

Date: 13/12/11
Scale: 1:400@A4
Source: Smith Lam Architects

N

P869: 65 MAYGROVE ROAD.

Figure 3. Proposed Ground Floor Level

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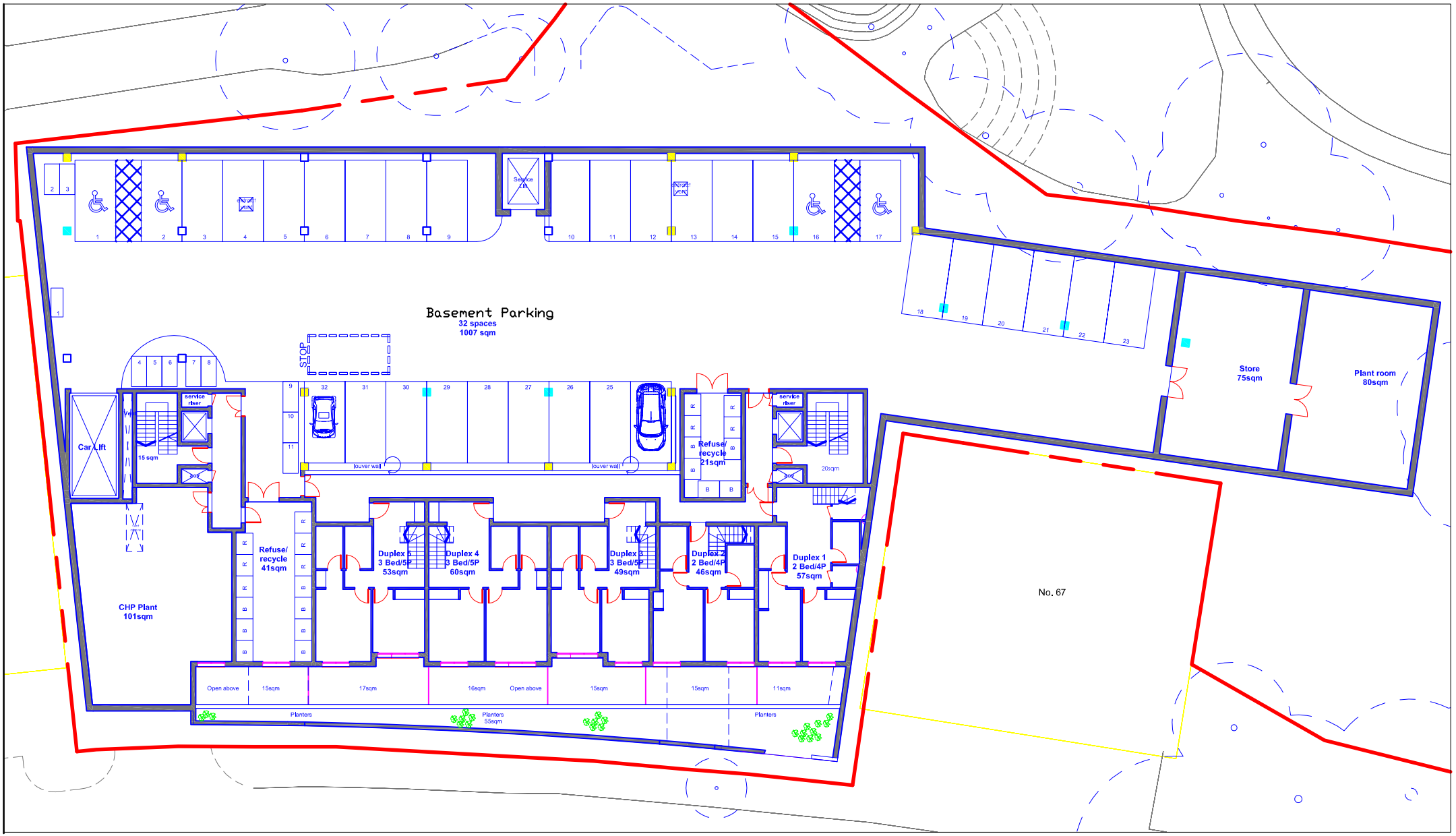

Date: 13/12/11
Scale: 1:300@A4
Source: Smith Lam Architects

N

P869: 65 MAYGROVE ROAD.

Figure 4. Proposed Basement Layout

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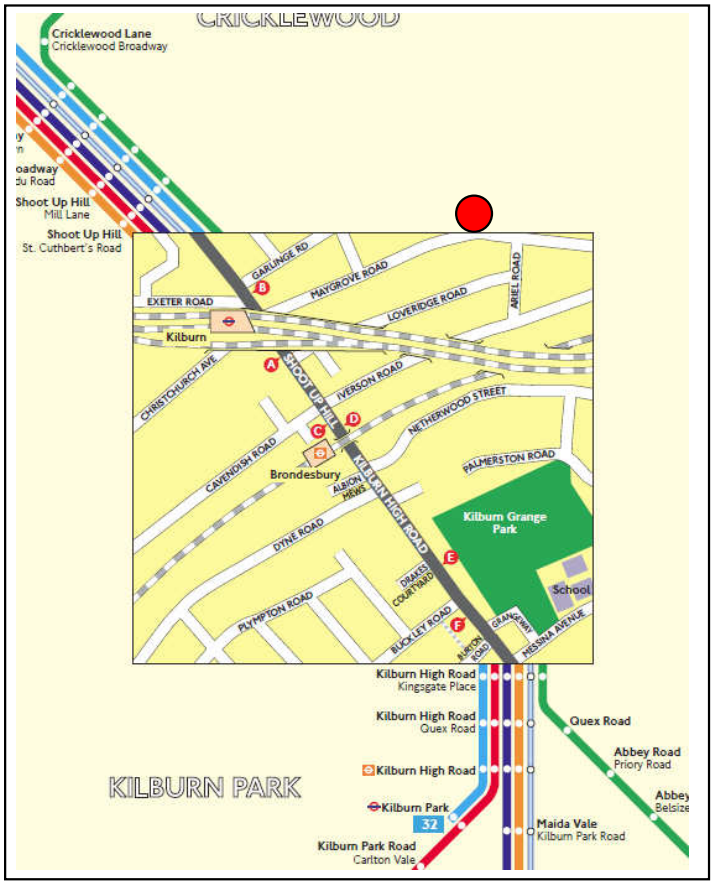
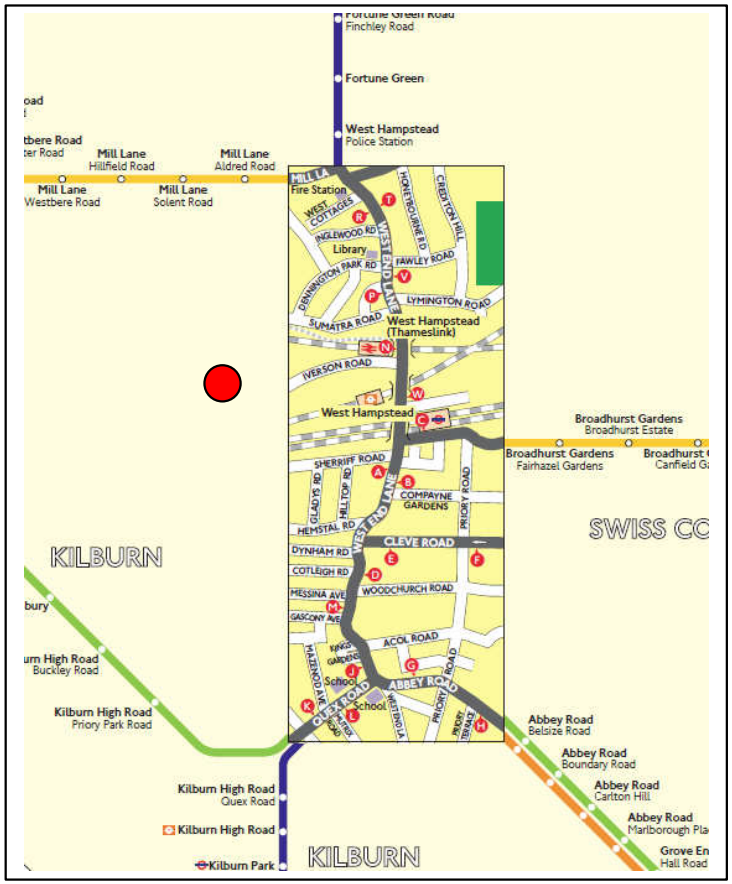
Appendix A
Accessibility Assessment



Brondesbury Bus Map Extract



West Hampstead Bus Map Extract

Bus route	Towards	Bus stops
16	Cricklewood	A C F
	Victoria	B D E
32	Edgware	A C F
	Kilburn Park	B D E
189 (24 hour service)	Brent Cross	A C F
	Marble Arch	B D E
316	Cricklewood	A C F
	White City	B D E
332	Neasden	A C F
	Paddington	B D E

Night buses

Bus route	Towards	Bus stops
N16	Edgware	A C F
	Victoria	B D E

Bus route	Towards	Bus stops
139 (24 hour service)	Waterloo	B D L T V W
189 (24 hour service)	Brent Cross	H L
	Marble Arch	G K
328	Chelsea	B D L T V W
	Golders Green	A J K M N P R
C11	Archway	C T V W
	Brent Cross	A E F N P R

Site Location

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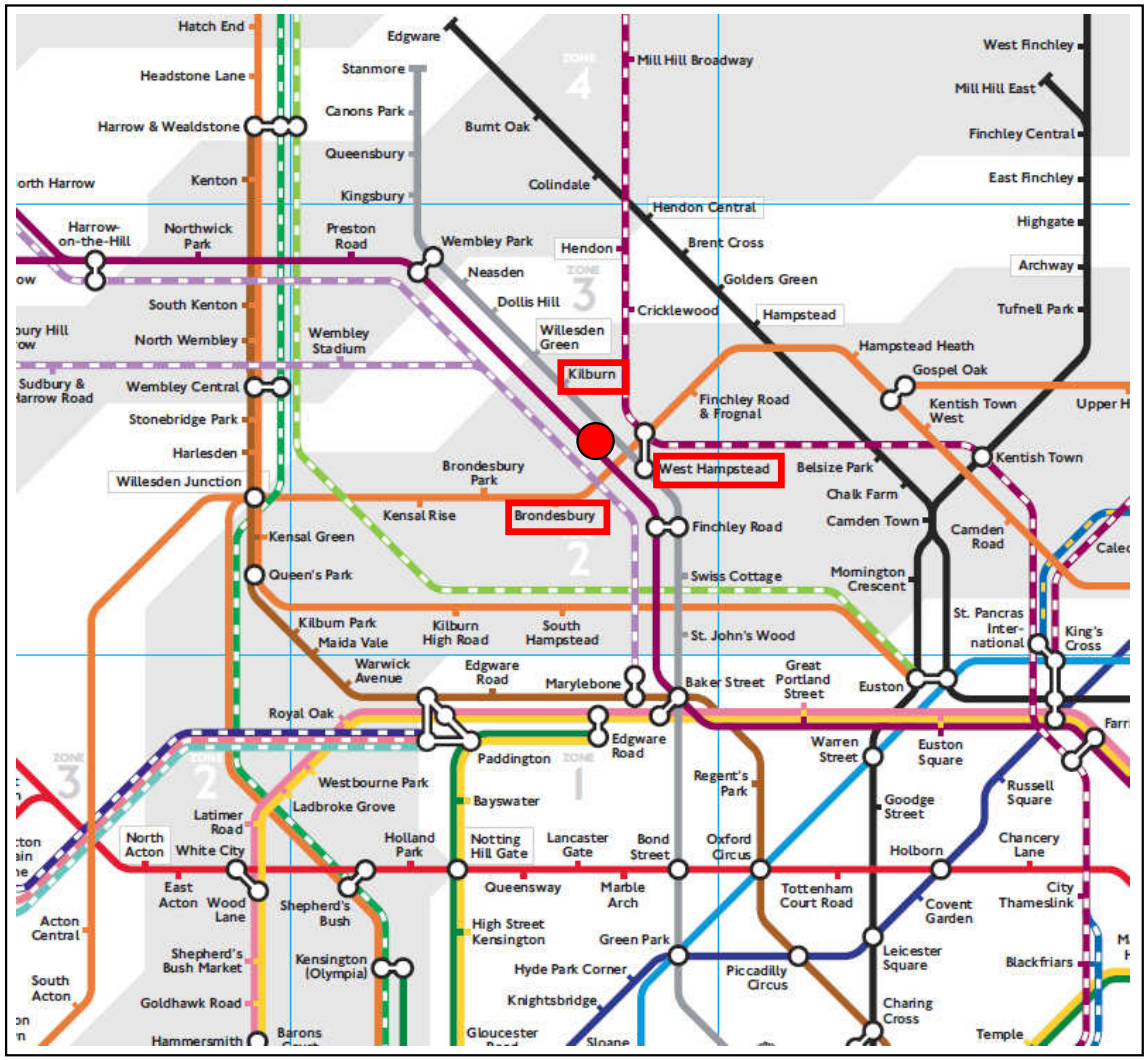
P869. No.65 Maygrove Road, London, NW6 2EH

Appendix A. Local Bus Routes & Stops

Date: 01/12/11
Scale: NTS
Source: TfL



Site Location

Date: 01/12/11
Scale: NTS
Source: TfL

P869. No.65 Maygrove Road, London, NW6 2EH
Appendix A. Local London Underground & Rail Network

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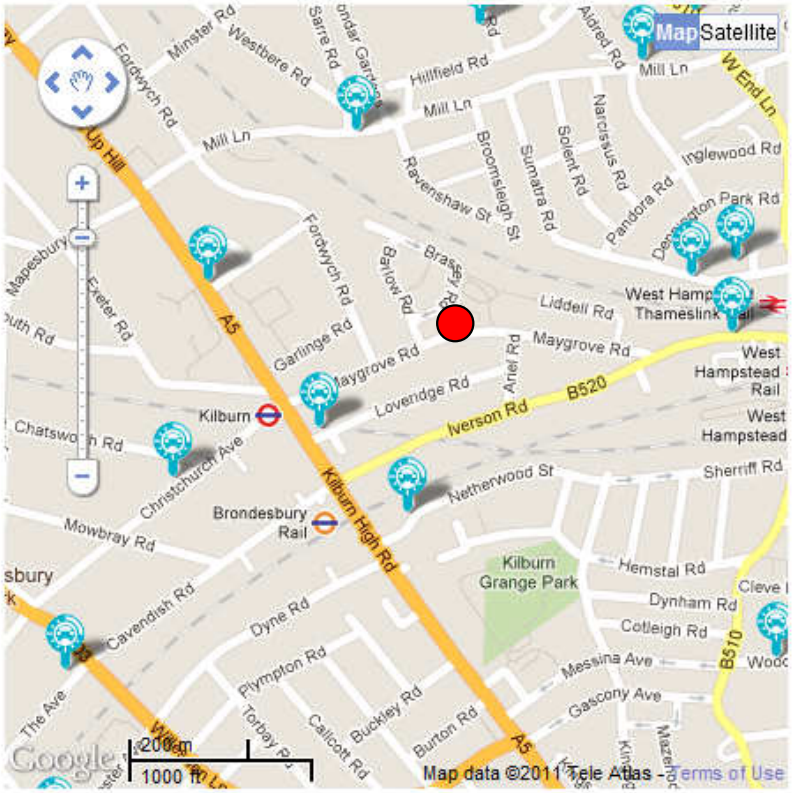
Find a Car Club Car



66 car locations found within 1 mile of nw6 2eh.

Site Location

Car locations nearby

Loveridge Road London

Distance: 0.1 miles

Netherwood Street
Brondesbury

Distance: 0.2 miles

St Cuthberts Street

Distance: 0.2 miles

Mill Lane West Hampstead

Distance: 0.2 miles

Sumatra Road

Distance: 0.3 miles

Christchurch Ave - Kilburn
Brent

Distance: 0.3 miles

Back to list of UK regions

Date: 01/12/11
Scale: NTS
Source: Car Plus

P869. No.65 Maygrove Road, London, NW6 2EH
Appendix A. Local London Car Club Vehicles

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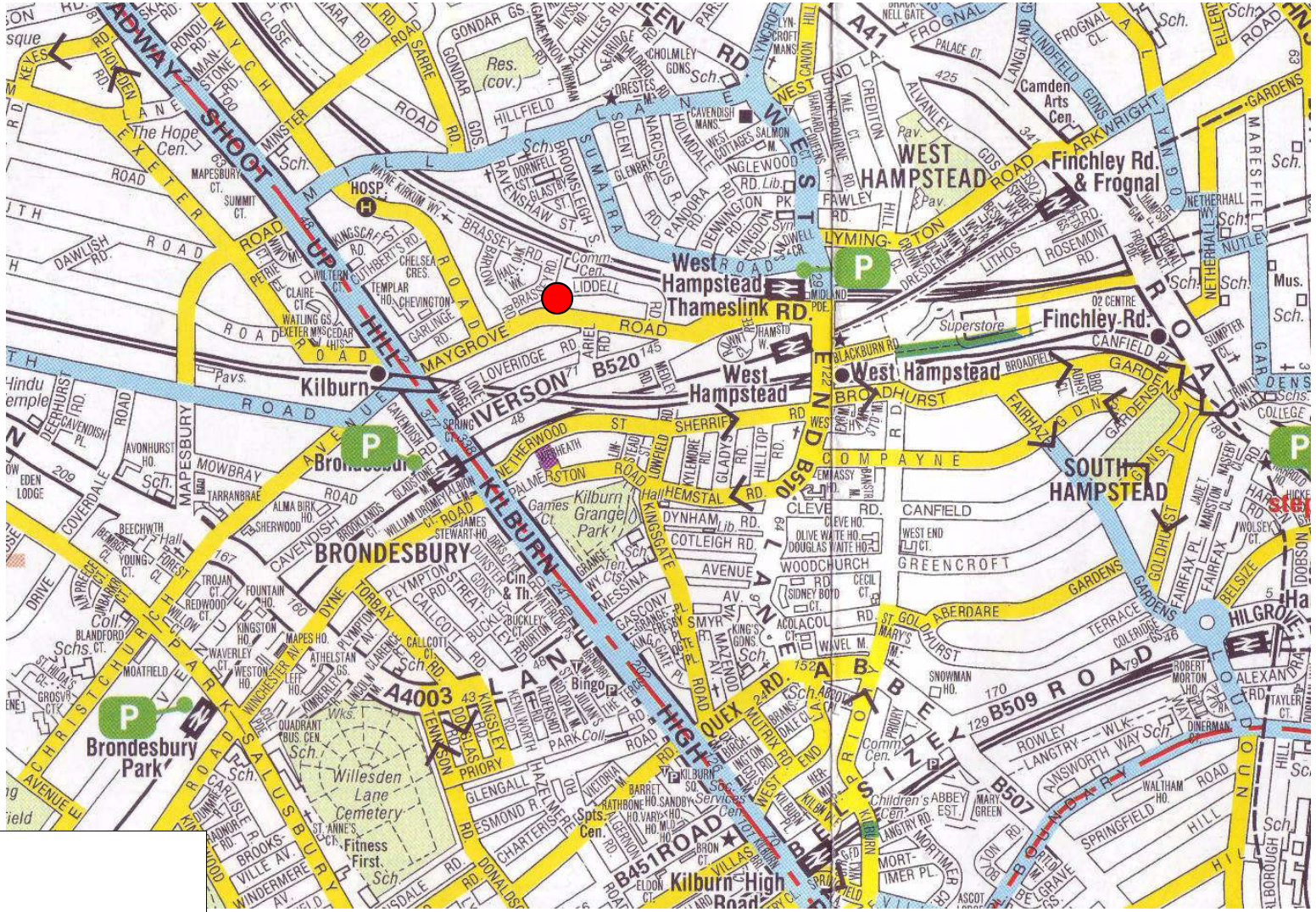

Date: 01/12/11
Scale: NTS
Source: TfL

N

P869. No.65 Maygrove Road, London, NW6 2EH
Appendix A. Local Cycle and Pedestrian Routes

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PTAI Study Report File Summary

PTAI Run Parameters

PTAI Run	20110811133746
Description	20110811133746
Run by user	PTAL web application
Date and time	08/11/2011 13:37

Walk File Parameters

Walk File	PLSQLTest
Day of Week	M-F
Time Period	AM Peak
Walk Speed	4.8 kph
BUS Walk Access Time (mins)	8
BUS Reliability Factor	2.0
LU LRT Walk Access Time (mins)	12
LU LRT Reliability Factor	0.75
NATIONAL_RAIL Walk Access Time (mins)	12
NATIONAL_RAIL Reliability Factor	0.75

Coordinates: 524939, 184794

Mode	Stop	Route	Distance (metres)	Frequency (vph)	Weight	Walk time (mins)	SWT (mins)	TAT (mins)	EDF	AI

BUS	WEST HAMPSTEAD STATION	139	591.29	7.5	0.5	7.39	6.0	13.39	2.24	1.12
BUS	WEST HAMPSTEAD STATION	328	591.29	10.0	0.5	7.39	5.0	12.39	2.42	1.21
BUS	WEST HAMPSTEAD STATION	C11	591.29	7.5	0.5	7.39	6.0	13.39	2.24	1.12
BUS	KILBURN LUL STATION	332	407.21	6.0	0.5	5.09	7.0	12.09	2.48	1.24
BUS	KILBURN LUL STATION	16	407.21	10.0	1.0	5.09	5.0	10.09	2.97	2.97
BUS	KILBURN LUL STATION	32	407.21	7.5	0.5	5.09	6.0	11.09	2.71	1.35
BUS	KILBURN LUL STATION	189	407.21	7.5	0.5	5.09	6.0	11.09	2.71	1.35
BUS	KILBURN LUL STATION	316	407.21	7.5	0.5	5.09	6.0	11.09	2.71	1.35
LU LRT	Kilburn	Jubilee Line Stratford to Stanmore	337.12	17.8	1.0	4.21	2.44	6.65	4.51	4.51
LU LRT	Kilburn	Jubilee Line Willesden Green to Stratford	337.12	4.4	0.5	4.21	7.57	11.78	2.55	1.27
LU LRT	Kilburn	Jubilee Line Stratford to Wembley Park	337.12	4.4	0.5	4.21	7.57	11.78	2.55	1.27
NATIONAL_RAIL	BRONDESBURY	RICHMOND to STRATFORD	529.46	4.0	1.0	6.62	8.25	14.87	2.02	2.02

NATIONAL_RAIL	BRONDESBURY	CLAPHAM JUNCTION to STRATFORD	529.46	2.0	0.5	6.62	15.75	22.37	1.34	0.67
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	ST ALBANS BR to WEST NORWOOD BR	800.65	0.33	0.5	10.01	91.66	101.67	0.3	0.15
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	WIMBLEDON BR to BEDFORD MIDLAND	800.65	0.33	0.5	10.01	91.66	101.67	0.3	0.15
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	ST ALBANS BR to MOORGATE	800.65	0.67	0.5	10.01	45.53	55.53	0.54	0.27
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	MOORGATE to LUTON	800.65	0.33	0.5	10.01	91.66	101.67	0.3	0.15
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	MOORGATE to ST ALBANS BR	800.65	1.0	0.5	10.01	30.75	40.76	0.74	0.37
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	MOORGATE to LUTON	800.65	0.67	0.5	10.01	45.53	55.53	0.54	0.27
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	WIMBLEDON BR to LUTON	800.65	0.33	0.5	10.01	91.66	101.67	0.3	0.15
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	ST ALBANS BR to SUTTON (SURREY)	800.65	0.67	0.5	10.01	45.53	55.53	0.54	0.27
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	WIMBLEDON BR to ST ALBANS BR	800.65	1.33	0.5	10.01	23.31	33.31	0.9	0.45

NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	LUTON to MOORGATE	800.65	0.67	0.5	10.01	45.53	55.53	0.54	0.27
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	LUTON to MOORGATE	800.65	0.33	0.5	10.01	91.66	101.67	0.3	0.15
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	BEDFORD MIDLAND to MOORGATE	800.65	1.0	0.5	10.01	30.75	40.76	0.74	0.37
NATIONAL_RAIL	WEST HAMPSTEAD THAMESLINK	SELHURST to ST ALBANS BR	800.65	0.33	0.5	10.01	91.66	101.67	0.3	0.15

Total AI for this POI is 24.62.

PTAL Rating is 5.

Appendix B

Example Resident Travel Survey Questionnaire

OAK SQUARE TRAVEL SURVEY 2010

As part of an ongoing program of review, we'd be really grateful if you and your household could carry out this travel survey on how you travel to and from Oak Square .

All you have to do is record details of journeys made by members of your household on Tuesday 12th October. We've provided space on the form below for 8 journeys. If you can't do that day, pick another day this week and provide details for that day instead. Once you have completed this form, please drop it in to the Notting Hill Housing Association office on the ground floor, or drop it through their letter box.

An example journey record is shown below. If you need any help completing this survey call us on 0208 780 0426 or e-mail us on oaksqaure@pma-traffic.co.uk

		Example Journey	Journey 1	Journey 2	Journey 3	Journey 4	Journey 5	Journey 6	Journey 7	Journey 8
The person making the journey was...	gender *(M or F)*	M								
	age *(under 18, 18-65, over 65)*	18-65								
This journey was...	from home to ? *(give postcode or location of destination)*	SW15 1PP								
	or	or	or	or	or	or	or	or	or	or
	back home from ? *(give postcode or location of where your started from)*									
I started this journey at *(give time of day)*		8.30am								
This journey was	to or from work	X								
	to or from school / college									
	for sport / leisure									
	personal *(e:g. doctors, dentist)*									
	the school run									
	social *(visiting friends, cinema, pub)*									
	Other *(please specify)*									
For the main part of this journey	I drove a car carrying other passengers									
	I drove a car but didn't carry other passengers									
	I was a passenger in a car									
	I took a taxi									
	I rode a motorcycle *(over 125cc)*									
	I rode a motorcycle *(under 125cc)*									
	I took a bus	x								
	I took the underground									
	I took a train									
	I walked									
	I cycled									
	I used another form of transport *(specify)*									

…continued

		Example Journey	Journey 1	Journey 2	Journey 3	Journey 4	Journey 5	Journey 6	Journey 7	Journey 8
If you drove, where did you park your car	On-site car park *(no parking charges)*									
	On-site car park *(with parking charges)*									
	Public car park *(off-site)*									
	On-street parking *(no parking charges)*									
	On- street car park *(with parking charges)*									
If you drove a car, please tick the Top 3 reasons why you didn't walk, cycle or use public transport?	Public transport is too expensive									
	Public transport takes too long / is too unreliable									
	Do not own a bicycle									
	Cycling is too dangerous									
	No shower / changing facilities at destination									
	Have to drive as main part of job									
	No one to car share with									
	Too far to walk / too far to cycle									
In general which of these incentives would encourage you to travel in a more sustainable way (please tick your Top 3)	Working from home	*1*								
	Car-sharing scheme									
	Improved use of Information Technology									
	Cheaper public transport	*2*								
	On-site parking charges at your place of work									
	More reliable public transport									
	Better public transport information	*3*								
	More frequent public transport									
	Cycle hire scheme									
	More or better cycle lanes									
	None of these									

General Household Questions

How many people live at this address? ☐ No. aged under 18 ☐ No. aged over 18

How many vehicles are owned by members of the household? ☐

How many bicycles are owned by members of the household? ☐

Do any members of your household have a disability that affects their travel options? ☐ Yes ☐ No

When you have completed this form, please drop it in to the Notting Hill Housing Association office on the ground floor, or drop it through their letter box. Thank you for your help

PAUL MEW ASSOCIATES - TRAFFIC CONSULTANTS
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