

-
- **Realistic:** in terms of the potential to actually be achieved over the duration of the target;
 - **Timed:** the target must define a date and series of dates by which it is expected to be achieved.

3.8 The key objective of this TP is to minimise the number of car trips to and from the site and increase cycle mode. It comprises a package of measures to encourage the occupiers to use sustainable modes of travel to improve the environment and health of occupants and visitors.

3.9 Given the non-provision of car parking within the proposals, it is considered appropriate to put measures in place that promote sustainable travel through education and the dissemination of information.

3.10 Flexibility will be essential to ensuring that initiatives can be built upon and developed and as such flexibility will be a key component of the proposed TP.

Targets

3.11 The achievement of objectives has a target for a five year timeframe, with interim targets at year three of implementation.

4. Travel Plan Strategy

Travel Plan Management

- 4.1 A number of measures and initiatives will be utilised to encourage sustainable travel awareness and usage amongst occupants of the Class D1 Use. These aim to reduce unnecessary travel and reduce reliance on private car use by influencing travel behaviour in favour of walking, cycling and public transport from the outset.
- 4.2 The buildings occupants will have responsibility for assisting with the development, management and implementation of the TP.
- 4.3 The future occupiers will seek to actively encourage and promote the measures and initiatives within this TP.
- 4.4 The future occupiers will be responsible for monitoring the progress of the TP towards meeting objectives and targets. The future occupiers will work to ensure that they are supportive of the overall aim and objectives of the Travel Plan and will seek to implement measures contained in the plan.

Marketing and Communication

- 4.5 Travel information packs could be distributed to existing and new occupiers of the site. The packs could include plans with recommended walking and cycling routes in the local area, walk and cycle distances from local points of interest including London Underground and National Rail Stations, details of local bus and river stops and timetable information for bus, river, tube and rail services. For those who must travel by car, information on on-line car share groups such as www.sharethecar.org and the location of car parks may be provided.
- 4.6 As well as up-to-date timetable information, maps and information on transportation, the future occupiers could ensure that all employees are aware of contact telephone numbers and websites which provide information on access to the site by non-car modes of travel. Table 4.1 below lists these primary websites.

Table 4.1: Travel and Transport Websites

Internet Address	Internet Site Details
www.lbc.gov.uk	Local Authority internet site provides details on access to LBC by all modes of transport and local information relating to facilities in the Borough.
www.tfl.gov.uk	Providing up-to-date travel information for all modes within London.
www.networkrail.co.uk	Provides the full mainline rail timetable and could provide journey times and could plan your mainline rail journey from origin to destination.
www.thetrainline.com	Permits rail tickets to be purchased.
www.travelwise.org.uk	Background information on the content and operation of Travel Plans.
www.traveline.org.uk	A national travel helpline to provide up to date public transport information.

- 4.7 The future occupiers could also promote visitors/customers using sustainable modes of transport to visit the site. Employees and Visitors could be provided with standard travel information which could be provided within correspondence and when arranging on site meetings.
- 4.8 The future occupiers could provide a personalised journey planning service for occupiers. This could be via a prior appointment or a drop-in arrangement. This would assist occupiers in evaluating alternative transport options. A comparison in terms of cost and journey time between home and the site for the different modes of travel available to the individual would highlight the ability to shift to more sustainable or healthier modes such as walking and cycling.
- 4.9 Travel information contained in employee information packs could also be made available on dedicated travel notice boards in public area(s).
- 4.10 A leaflet on the accessibility of the site by non-car modes could be available at reception areas and distributed to visitors on request. In particular, leaflets could be distributed by e-mail or post to all attendees or visitors to the site. Comprehensive travel information could also be available on any websites associated with the site.
- 4.11 The future occupiers could consider undertaking periodic marketing campaigns on the health and environmental benefits of sustainable travel.
- 4.12 The future occupiers could consider ways to market the objectives of the TP to occupiers and visitors. This could include an official launch or information session.

5. Package of Measures

Proposed Measures

5.1 This section outlines a package of measures and initiatives designed to achieve the objectives of this Travel Plan. The package is designed to offer flexibility of implementation: a proportion of measures could require immediate implementation whereas others could be implemented in stages or continuously over the lifetime of the plan.

5.2 The measures and initiatives can be grouped as follows:

- Group 1: Measures to encourage walking and cycling;
- Group 2: Measures to encourage use of public transport; and
- Group 3: Measures to reduce car journeys.

5.3 The remainder of this section provides further detail on each group of measures. It should be noted that where practicable, measures contained in the Travel Plan would be implemented prior to occupation.

Group 1: Measures to Encourage Walking and Cycling

5.4 Class D1 use occupiers to promote the use of walking and cycling as a sustainable and healthy mode choice for access to the site. The location of these facilities and relationship of the site to the local footway network and London Cycle Network could be promoted through the marketing and communications channels identified in paragraphs 4.9-4.16 above.

5.5 In order to encourage cycle use as a mode of access to the site the future occupiers could seek to promote and encourage the following incentives:

- an assisted cycle purchase scheme to employees on site and could encourage other employers to follow suit, this may be loans at competitive interest rates;
- mileage allowance for cyclists;
- negotiations for discounts at a local bicycle shop providing incentives towards the purchase of cycles , equipment and repairs; and
- cycle pool for employees on site for work related journeys.

5.6 The change of uses proposals also includes a total of 39 secure cycle parking spaces to be provided at Basement floor level for the users of the site.

Group 2: Measures to Encourage Public Transport Use

- 5.7 Interest free season ticket loans for travel by public transport may be made available to employees. The future occupiers could encourage employers at the site to provide this for their employees.

Group 3: Measures to Reduce Car Journeys

- 5.8 The future occupiers could promote existing on-line car sharing services, including www.sharethecar.org through the marketing and communications channels and seek to promote an emergency taxi ride home facility to employees who undertake to use sustainable modes of travel, including car sharing.

Monitoring and Review

- 5.9 The future occupiers will ensure that the objectives and targets set out within the TP are monitored regularly and consider additional measures that could be introduced to encourage employees to utilise sustainable travel options.

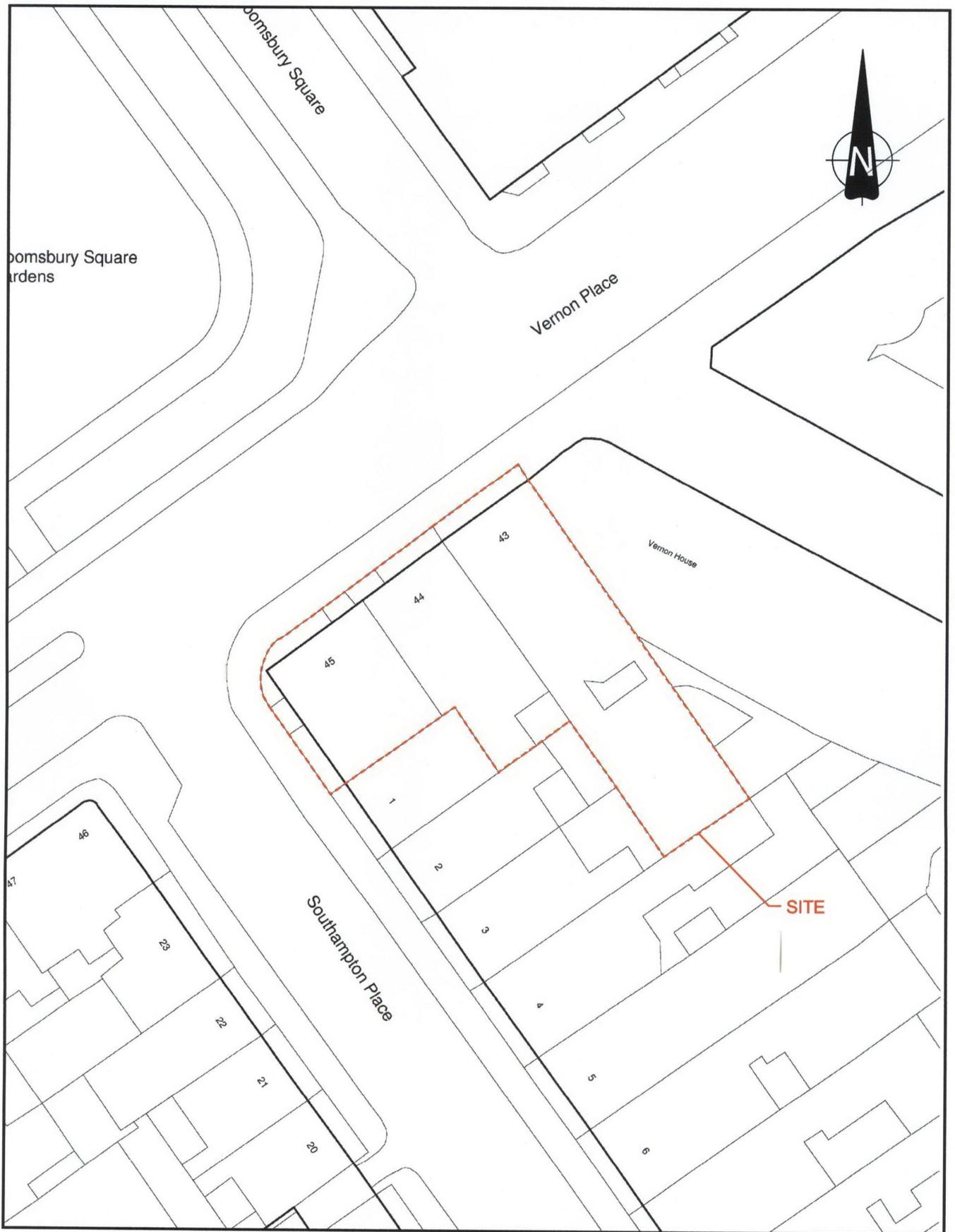
6. Action Plan

6.1 The following action plan summarises the measures that could be taken by the future occupiers.

Suggested Travel Plan Measures:	Responsibility	Anticipated Target Dates
Establish Travel Plan Management	Future Occupiers	Commencement of Year 1 (90% occupation)
Preparation of Travel Information Packs for distribution	Future Occupiers	Commencement of Year 1 and on demand thereafter
Provision of personalised journey planning service	Future Occupiers	Commencement of Year 1 and on demand thereafter
Provision of dedicated travel notice boards in employee and public areas	Future Occupiers	Commencement of Year 1
Prepare leaflet on the accessibility of the site	Future Occupiers	Commencement of Year 1 and prior to events thereafter

tion
Plan

Consider periodic marketing campaigns on health and environmental issues	Future Occupiers	During Year 1
Encourage future occupiers to provide interest free season ticket loans to employees of site	Future Occupiers	Commencement of Year 1
Promotion of existing on-line car sharing schemes	Future Occupiers	During Year 1
Seek to provide links on any website for up to date public transport information	Future Occupiers	Commencement of Year 1 and at regular intervals



NTS

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APPENDICES

Appendix A
London Cycle Network Map



DRAWN: JW CHECKED: BD DATE OF ISSUE: MARCH 2009

CLIENT:

PROJECT: **THE LONDON CYCLE NETWORK PLUS**

TITLE: **Camden LCN+ LINKS v7**

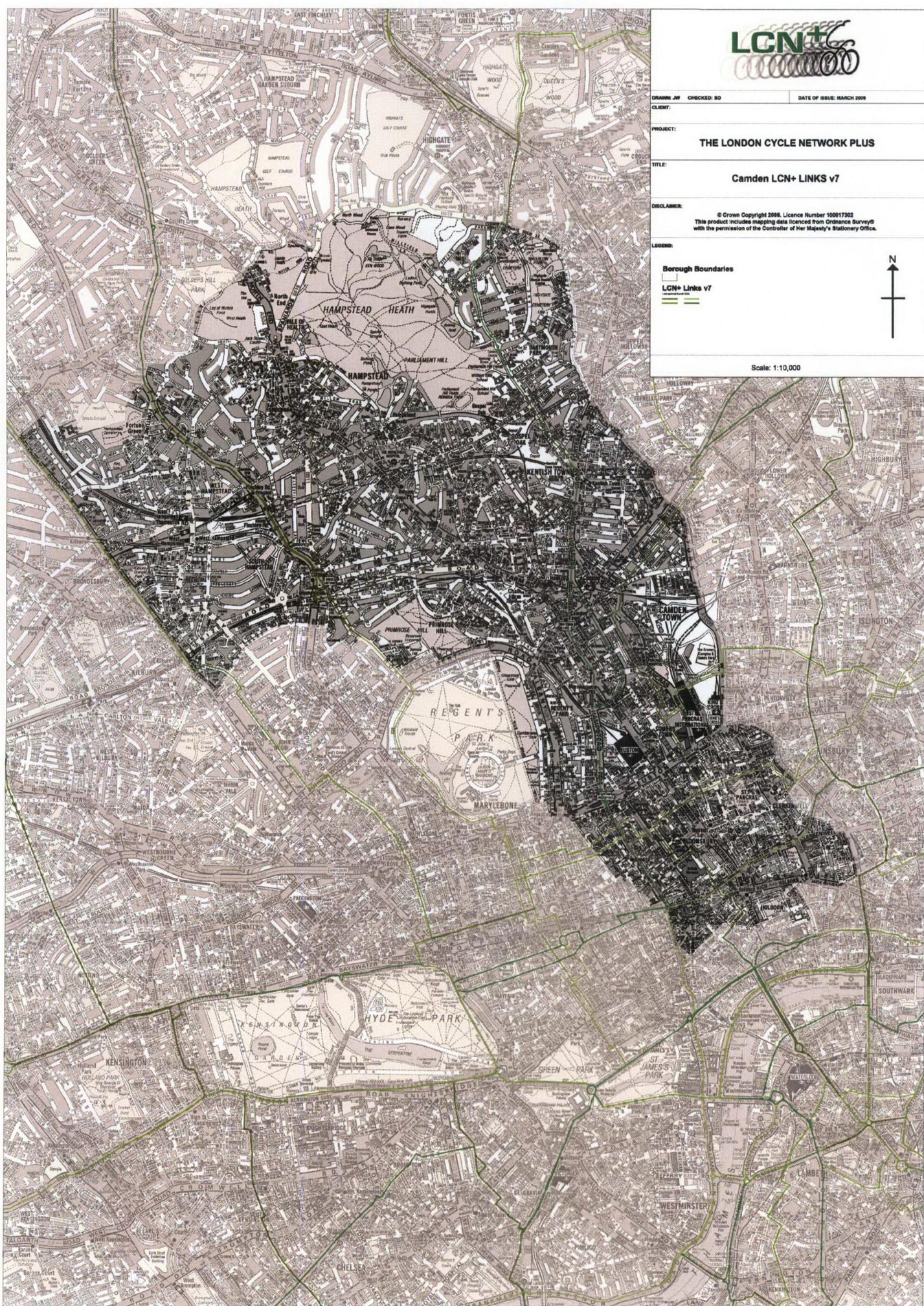
DISCLAIMER: © Crown Copyright 2008. Licence Number 100017302
This product includes mapping data licensed from Ordnance Survey® with the permission of the Controller of Her Majesty's Stationary Office.

LEGEND:

Borough Boundaries
LCN+ Links v7



Scale: 1:10,000



Appendix B
Local Bus Facilities

Day buses from Holborn

Key

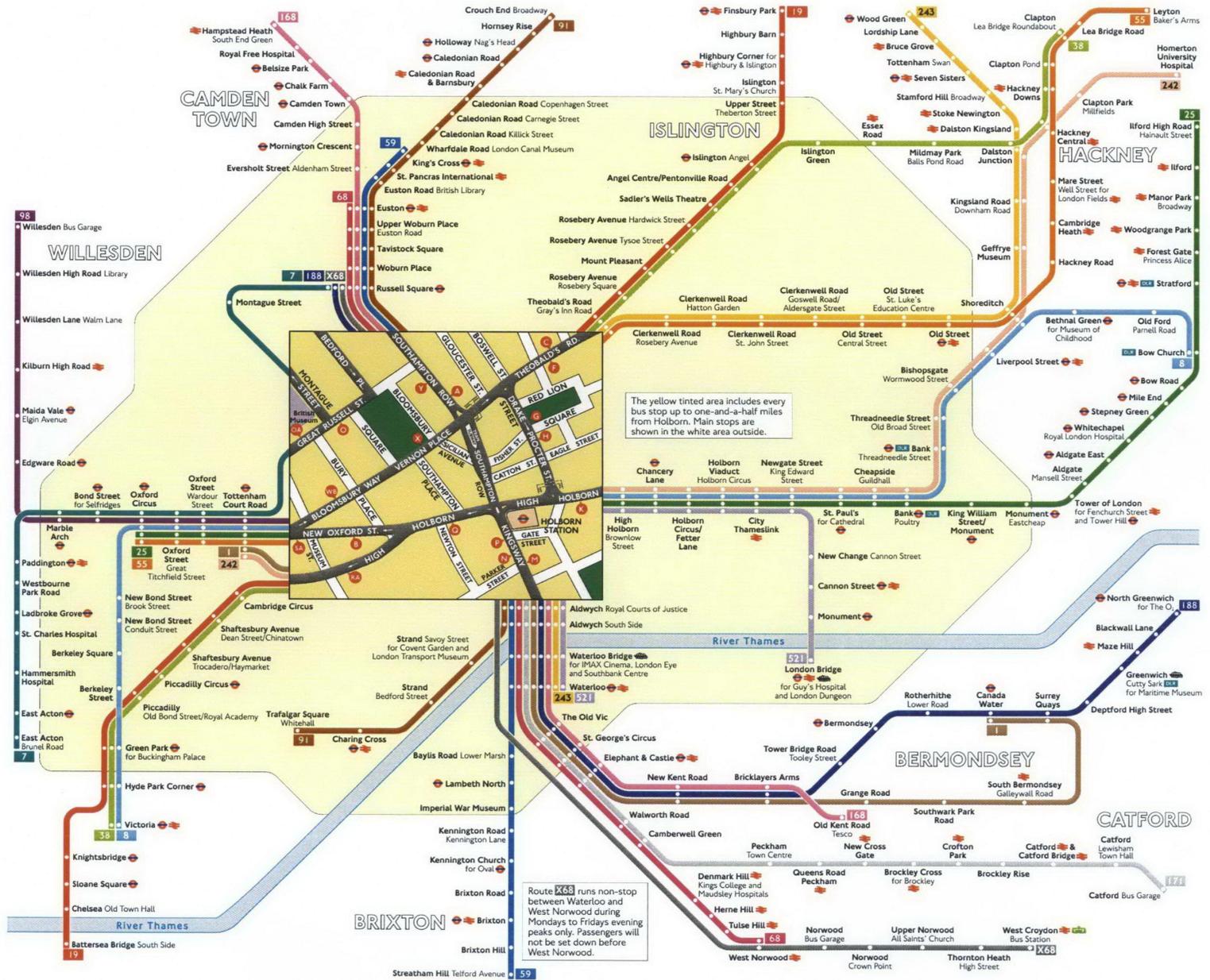
-  Connections with Underground
-  Connections with National Rail
-  Connections with Tramlink
-  Connections with Docklands Light Railway
-  Limited stops, Mondays to Fridays afternoon peak hours only
-  Mondays to Fridays morning peak hours only
-  Mondays to Fridays

 Red discs show the bus stop you need for your chosen bus service. The disc  appears on the top of the bus stop in the street (see map of town centre in centre of diagram).

Route finder

Day buses including 24-hour routes

Bus route	Towards	Bus stops
1	Canada Water	M W
	Tottenham Court Road	P F
7	East Acton	A M
	Russell Square	O A
8	Bow Church	H W
	Victoria	B K O S
19	Battersea Bridge	F O X
	Finsbury Park	C W X
25	Ilford	H W
	Oxford Circus	B K O S
38	Clapton	C W X
	Victoria	F O X
55	Leyton	C W X
	Oxford Circus	B F O S
59	King's Cross	A M
	Streatham Hill	N Y
68	Euston	A M
	West Norwood	N Y
91	Crouch End	A M
	Trafalgar Square	N Y
98	Willesden	B O D S
168	Hampstead Heath	N Y
	Old Kent Road	A M
171	Catford	A M
188	North Greenwich	A M
	Russell Square	N Y
242	Homerton University Hospital	H W
	Tottenham Court Road	K O P
243	Waterloo	F M
	Wood Green	C P
521	London Bridge	H P
	Waterloo	K M
X68	Russell Square	N Y
	West Croydon	A M



The yellow tinted area includes every bus stop up to one-and-a-half miles from Holborn. Main stops are shown in the white area outside.

Route X68 runs non-stop between Waterloo and West Norwood during Mondays to Fridays evening peaks only. Passengers will not be set down before West Norwood.

Appendix C
Travel Questionnaire

43-45 Bloomsbury Square and 2 Southampton Place, London

Travel Questionnaire

We are collecting information from all occupants to determine how they travel to and from the site.

The completion of this survey offers the opportunity to comment on your journey issues. This will contribute to the development of an Action Plan aimed at reducing car dependence and offering opportunities to promote and enhance more sustainable and healthier transport modes.

All information obtained will be treated in the strictest confidence.

1 What time did you first arrive to the address this morning? _____
(24 Hours) e.g. 09.23

2 Where did you come from? _____
Was it home or elsewhere (postcode) e.g. SW17 8DP

3 What time will you leave approximately? _____
This will probably be at the end of your shift, e.g. 18.27

4 Where will you go? _____
Is it home or elsewhere (postcode) SW17 8DP

5 What is the main mode of travel that you used to get here today?
(i.e. the type used for the longest time period)

Car or Van - Driver	
Car or Van Passenger	
Bus	
Underground	
British Rail	
Taxi or mini cab	
Motorcycle	
Pedal Cycle	
Walk	
Other (please state)	

43-45 Bloomsbury Square and 2 Southampton Place, London

Travel Questionnaire

6 What was the LAST form of transport you used just before you entered the building?

Car or Van - Driver	
Car or Van Passenger	
Bus	
Underground	
British Rail	
Taxi or mini cab	
Motorcycle	
Pedal Cycle	
Walk	
Other (please state)	

7 If you walked for the last part of your journey, did it take five minutes or less or six minutes or more?

5 minutes or less	
6 minutes or more	

8 If you drove, where did you park?

On-site car park	
Tick if designated disabled bay on-site car park	
On-street	
Tick if designated disabled bay on-street car park	
Public Car Park (please state which)	
Other	

9 When you leave, will your journey be made using the same form of transport as your journey to work? i.e. the same as in Q5.

Yes	
No	

If no, how will you leave? _____

43-45 Bloomsbury Square and 2 Southampton Place, London

Travel Questionnaire

10 Distance travelled to site?

< 1 mile		7 -10 miles	
1 - 2 miles		10 - 15 miles	
3 - 4 miles		15 + miles	
5 - 7 miles			

11 What other modes of transport would you consider using to travel ?

Car or Van - Driver	
Car or Van Passenger	
Bus	
Underground	
British Rail	
Taxi or mini cab	
Motorcycle	
Pedal Cycle	
Walk	
Other (please state)	

12 Did you leave the building at any time during the day? (do not include journey home, but do include even short walk trips to for lunch etc)

Yes	
No	

If yes, please describe the journey(s) below:

1st Journey	Time In	Time Out
2nd Journey		
3rd Journey		
4th Journey		

13 Do you consider yourself disabled?

Yes	
No	