

Public Transport

- 7.3.2 The future occupiers will offer interest free season ticket loans to staff, which can be used to purchase Oyster cards or alternative bus/rail season tickets. Loans will be repaid through salary deductions.
- 7.3.3 Information on the availability of public transport services and routes will be made available to staff (see paragraph 7.3.14 below).

Walking

- 7.3.4 As noted in Section 6, shower, locker and changing facilities suitable for use by staff walking to work will be provided as part of the development proposal. Staff will also be provided with information on local facilities, bus stops and stations located within walking distance of the site and on safe walking routes to these facilities.

Cycling

- 7.3.5 As noted in Section 6, cycle parking, showers, lockers and changing facilities will be provided on site.
- 7.3.6 The occupiers will join a national scheme, such as BOOST, in order to offer staff interest free loans for the purchase of bicycles. Through this scheme, loans would be repaid through salary deductions over a period of 12-18 months.
- 7.3.7 Details of local cycle stores will be included on the information board (see 7.3.14 below). If the occupiers identify sufficient demand, the TPC will set up a Bicycle User Group. This will enable cyclists to share information on routes, cycle maintenance etc. It will also enable less experienced cyclists to contact established cyclists and therefore to obtain information, guidance and, potentially, a 'cycling buddy' to accompany them on cycle journeys.

Car Sharing

- 7.3.8 The TPC will promote car sharing amongst the few employees who are expected to travel to work by car, through providing information about the North London Car Share Scheme (www.northlondontransport.org/carsharing).

- 7.3.9 One of the barriers to car sharing or public transport use is that staff can be stranded at work, for example if they unexpectedly have to work longer hours. The occupiers will develop a 'guaranteed ride home' scheme for staff who sign up to the car sharing scheme.
- 7.3.10 There are a number of local Car Clubs with cars based within walking distance of the site. The nearest is run by City Car Club, which has two cars located at the O2 centre, a 450m walk from the site. The aim of a Car Club is to reduce the need for car ownership for people who do not need to use a car every day. For an annual membership fee, plus a fee per mile, Car Clubs allow members to book and use a car for between 1 and 24 hours at a time. The car club will be promoted to employees and, if relevant, the occupiers will review the opportunities to use a car club as an alternative to pool car or company car ownership.

Electric Cars

- 7.3.11 Where possible, cars that are used for business travel will be electric cars. The use of electric cars will be facilitated by the provision of three additional electric car charging points on site, taking the total number of charging points on site to five.

Motorcycles/Mopeds

- 7.3.12 Staff will be encouraged to travel to work by motorcycle/moped. Tindall Overseas will provide dedicated motorcycle parking in the car park area.

Staff Induction Process

- 7.3.13 The occupiers will include the Travel Plan in their staff induction process. All new staff will be provided with information about the Travel Plan and its objectives and personalised travel planning advice will be offered to all new employees prior to starting. The main purpose of this will be to identify in a proactive manner, the travel options that employees have available to them between their home locations and the site. Personal travel schedules, tailor made to individuals requirements, can then be produced in order to promote sustainable travel patterns from the outset.

Information Board

7.3.14 One of the key aims of the Travel Plan will be to inform staff and visitors of the alternatives to driving their cars to the site. Therefore a Travel Plan information board will be provided in a prominent position in the new building. This will include information on:

- Public transport routes and timetable information;
- Website addresses for accessing real-time public transport information;
- Safe walking and cycling routes to the site;
- Information on local facilities;
- Directions for reaching the site by non-car modes;
- News of events such as 'Bike Week';
- Cycling details including information on the Bicycle User Group and local bike shops and cycle organisations;
- Details of the North London Car Share Scheme;
- Details of the local Car Clubs;
- Information such as safe walking and cycling routes and access to public transport facilities will also be made available in hand out form (useful for visitors etc).

7.3.15 The TPC will ensure that this information is kept up to date.

Individual Occupier's Websites

7.3.16 The occupiers will include a Travel Plan section on their individual websites. This should include details of how to travel to the site by non-car modes and be regularly updated. Websites will also include internet links to journey planning tools such as TfL's journey planner.

Events

7.3.17 The TPC will promote participation in green travel events such as 'In town without my car', 'Bike Week' and 'National Liftshare Day' and will co-ordinate involvement where appropriate.

Reducing the Need to Travel

7.3.18 The site is located within a short walking distance of a wide range of facilities available on Finchley Road. These include coffee/sandwich shops, newsagents, a Post Office, bars, restaurants and a Sainsburys supermarket. The availability of these facilities within walking distance means that employees are unlikely to need to use a car to access essential facilities within the working day.

7.3.19 The occupiers will investigate ways in which the need for travel to the site can be reduced. These will include:

- Flexible working arrangements for employees, including working from home on some days of the week; and
- The use of tele and video conferencing to reduce the need for travel to meetings.

Information for Visitors

7.3.20 As discussed in paragraph 7.3.16, the occupiers will include a Travel Plan section on their websites displaying information for visitors about how to travel to the site by non-car modes. The TPC will arrange for public transport timetables and maps to be made available in the reception area.

7.4 Summary

7.4.1 The future occupiers of the new building will adopt the measures outlined in Section 7.3 above. The proposed Travel Plan measures will help to ensure that the objectives set out in Section 4 of this report are met. The measures will assist in promoting the use of public transport, walking and cycling to access the site and minimising the need for single occupancy car travel. The Travel Plan will also assist in minimising the impact of traffic generated by the development proposals on the surrounding highway network thereby bringing forward local environmental and community benefits.

SECTION 8 TARGETS AND MONITORING

8.1 Introduction

8.1.1 It is important to set positive, but achievable, targets within Travel Plans to assess whether or not the objectives of the travel plan are being realised. This Travel Plan focuses on employee travel to the site and consequently the targets set should relate to employee travel to work.

8.1.2 The previous chapters have set out the opportunities presented for accessing the site by non-car modes of transport, the current staff home postcode distribution and proposed staff modes of travel to the new site. Travel plan measures have been proposed in order to exploit these opportunities and overcome some of the constraints where appropriate. Considering these factors, a number of targets have been set for the travel plan.

8.2 Travel Survey Results

8.2.1 The site specific travel survey described in Section 4 indicated that car use for travel to work amongst the future occupants of the site is very low at 16% of the modal share. This reflects the 2001 Journey to Work Census Data for Camden which indicates that in Camden car drivers travelling alone make up 15% of journeys to work. However most of the car drivers live within 5km of the new site and there is potential for some of these journeys to be made on foot, by bicycle or by public transport. There is also potential for drivers to car share.

8.2.2 The travel survey asked staff to predict what mode they will use to travel to the new site. However individual travel behaviour is difficult to regulate and there are a number of factors that may cause this predicted modal share to change from that predicted:

- Staff may experience a change of personal circumstances or difficulties with their stated mode causing them to change;
- Staff turnover or recruitment may alter the home postcode distribution, affecting modal choice; and
- Poor weather during winter months may encourage greater use of the car.

- 8.2.3 Using the survey results as a base, Table 8.1 below sets out an interim modal split target for the development. The interim target for the proposed development is to reduce the existing modal share for car drivers to 12% over the three year monitoring period following occupation of the site.

Table 8.1: Targets

Mode	2007 Survey	Target
Car Driver	16%	12%
Other Modes	84%	88%
Total	100%	100%

Source: Staff survey

8.3 Monitoring

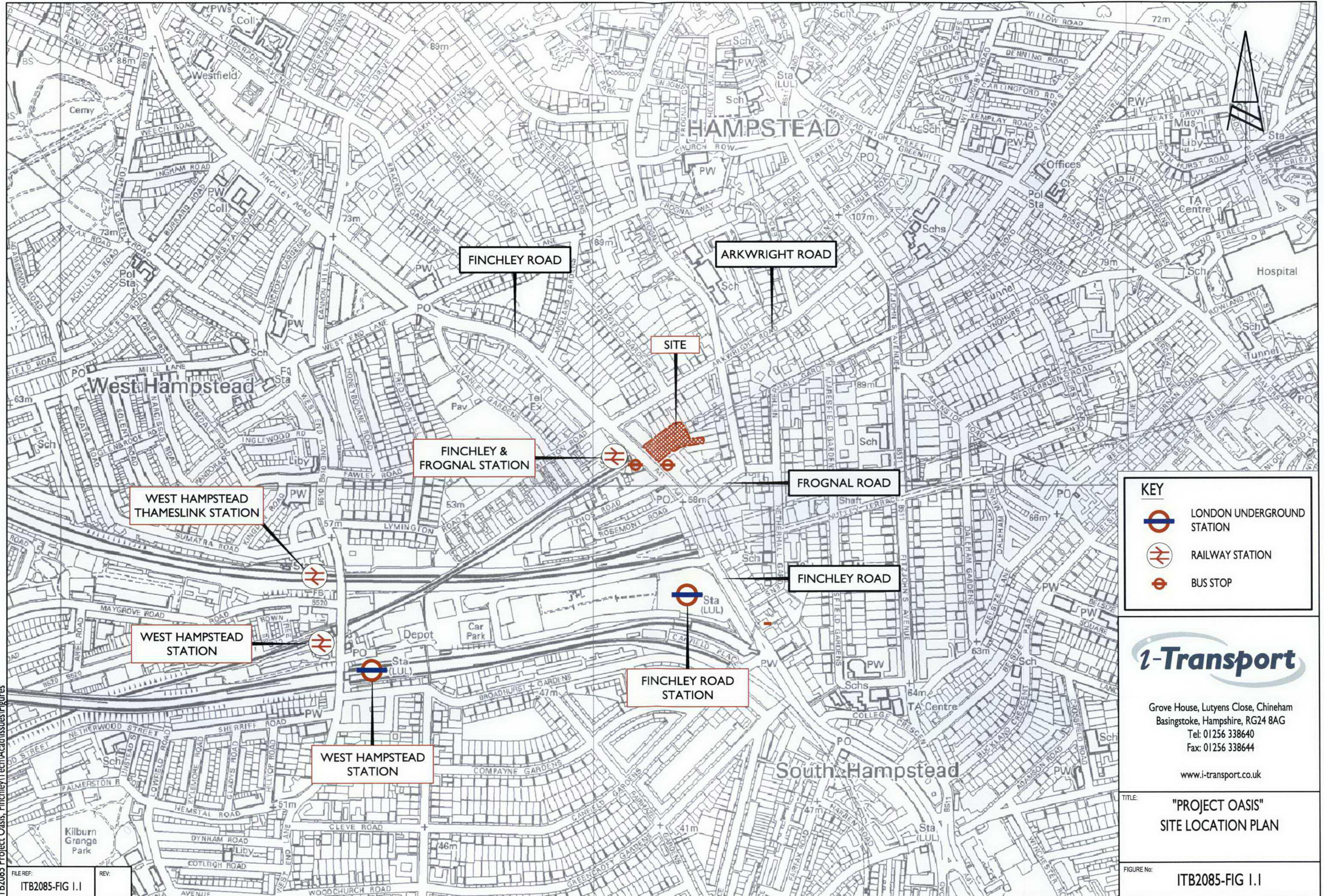
- 8.3.1 The initial staff travel survey outlined in Section 3 will provide the baseline data against which the progress of the travel plan will be monitored.
- 8.3.2 The TPC will be responsible for undertaking an annual travel survey, beginning within one year of the date of occupation of the site, to monitor the progress of the travel plan. An example of a potential Travel Survey Form is included in Appendix E. The survey will then be repeated annually for two further years. All staff will be encouraged to participate in these surveys, which will record;
- Modal split for staff travel to work;
 - Staff home postcode distribution;
 - How staff perceive that the travel plan measures are working; and
 - Suggestions and comments for further travel plan measures.
- 8.3.3 Within three months of each travel survey, the TPC will supply LBC with a statement of modal split figures, plus details of any additional measures that may be appropriate to deliver the Travel Plan targets.

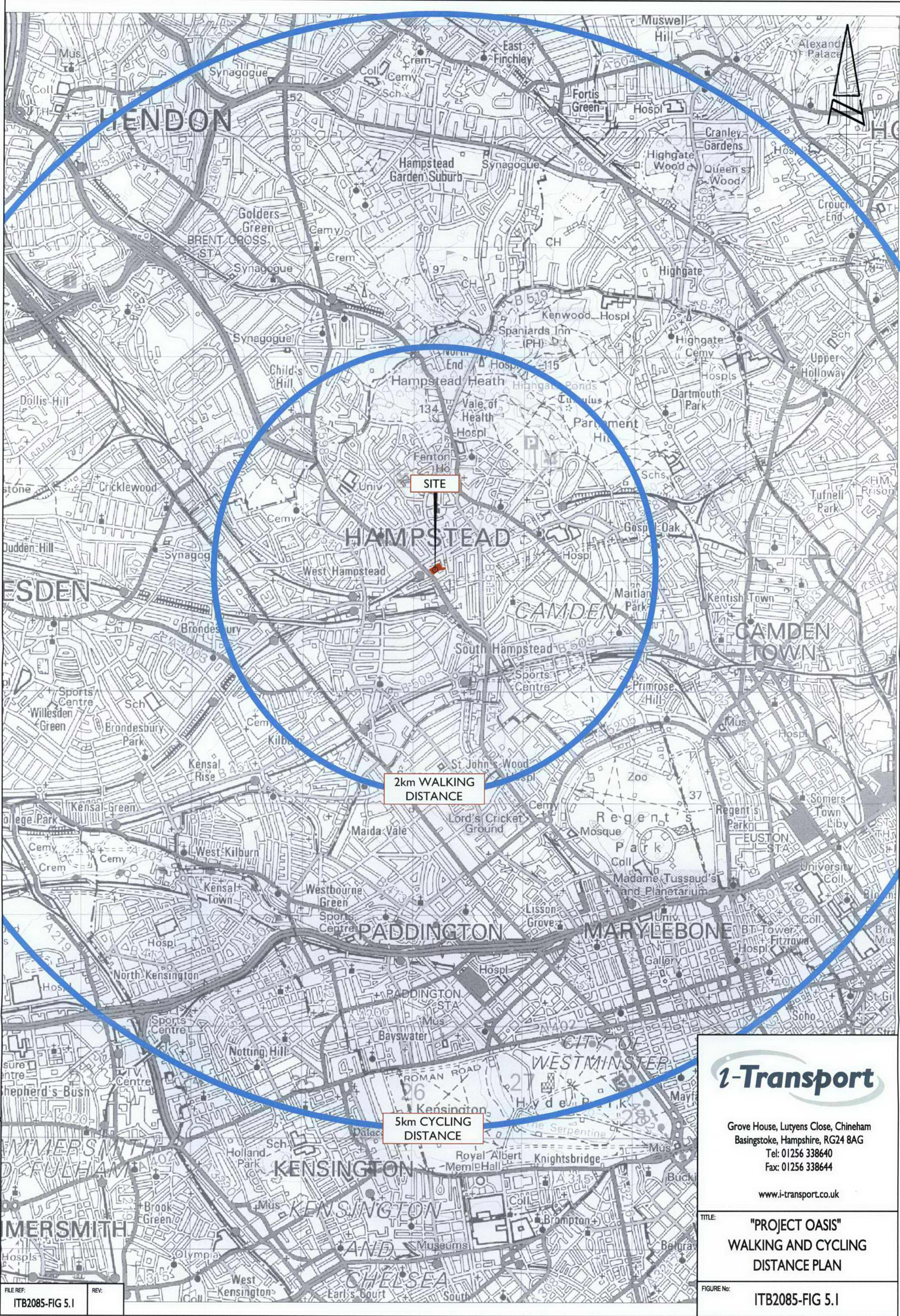
SECTION 9 REFERENCES

9.1.1 The following references were used in preparing this Travel Plan:

- Planning Policy Guidance Note 13 (PPG13), Transport, (March 2001), Department for Transport (DfT);
- Using the planning process to secure Travel Plans, Best Practice Guidance (August 2002), Department for Transport (DfT);
- Workplace Travel Plan Evaluation Tool – Guidance on the Assessment of Travel Plans, (July 2002), Department for Transport (DfT);
- A Travel Plan Resource Pack for Employers, (2001), The Energy Saving Trust;
- Camden Unitary Development Plan (UDP) and Local Implementation Plan;
- Camden Green Transport Strategy;
- North London Transport Information Website – www.northlondontransport.org;
- Information from London Cycle Campaign – www.lcc.org.uk; and
- City Car Club Website – www.citycarclub.co.uk.

FIGURES





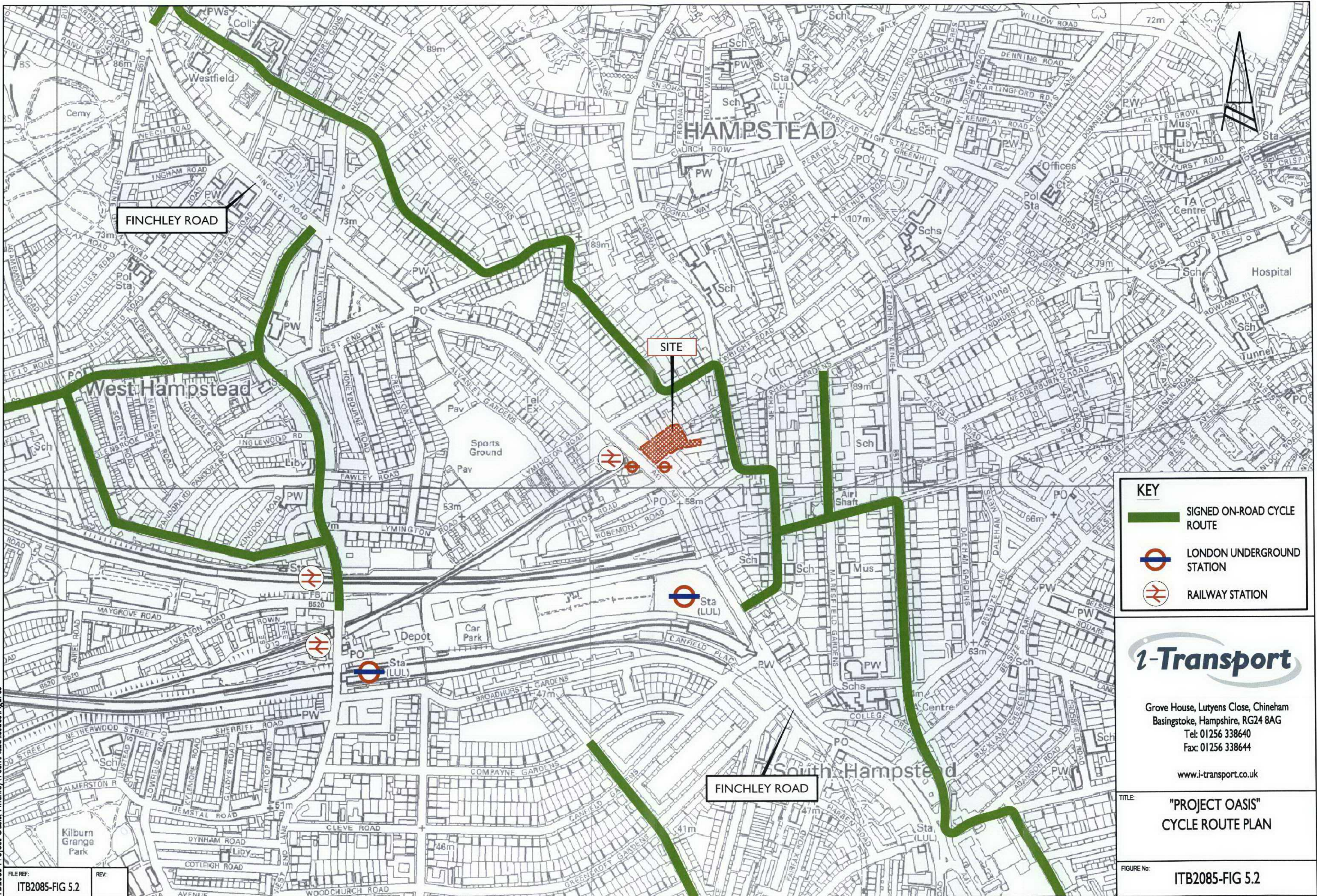
ITB2085 Project Oasis, Finchley/Tech Acad Issues Figures

FILE REF:	ITB2085-FIG 5.1
REV:	



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TITLE:	"PROJECT OASIS" WALKING AND CYCLING DISTANCE PLAN
FIGURE No:	ITB2085-FIG 5.1



KEY

- SIGNED ON-ROAD CYCLE ROUTE
- LONDON UNDERGROUND STATION
- RAILWAY STATION

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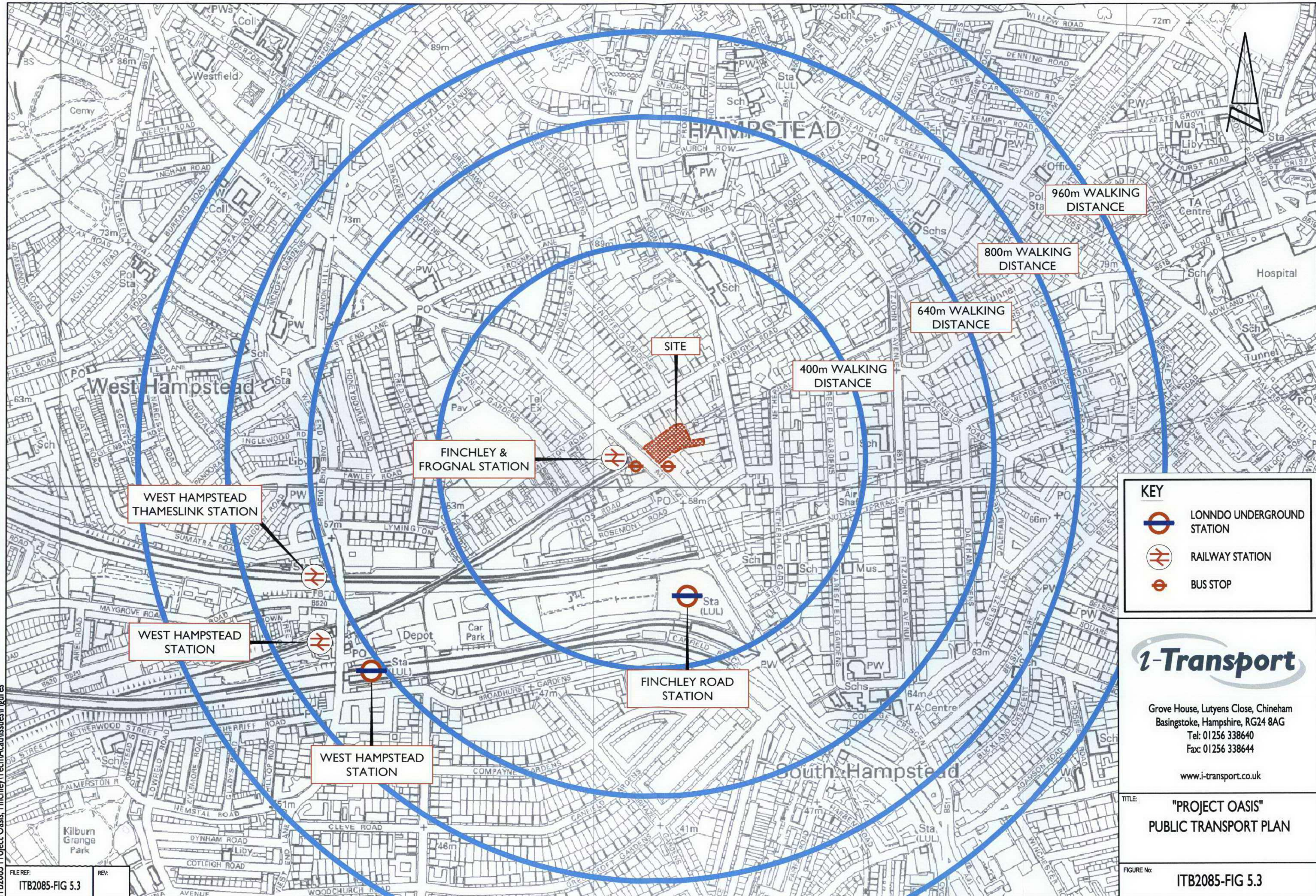
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TITLE: "PROJECT OASIS" CYCLE ROUTE PLAN

FIGURE No: ITB2085-FIG 5.2

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KEY

-  LONDON UNDERGROUND STATION
-  RAILWAY STATION
-  BUS STOP

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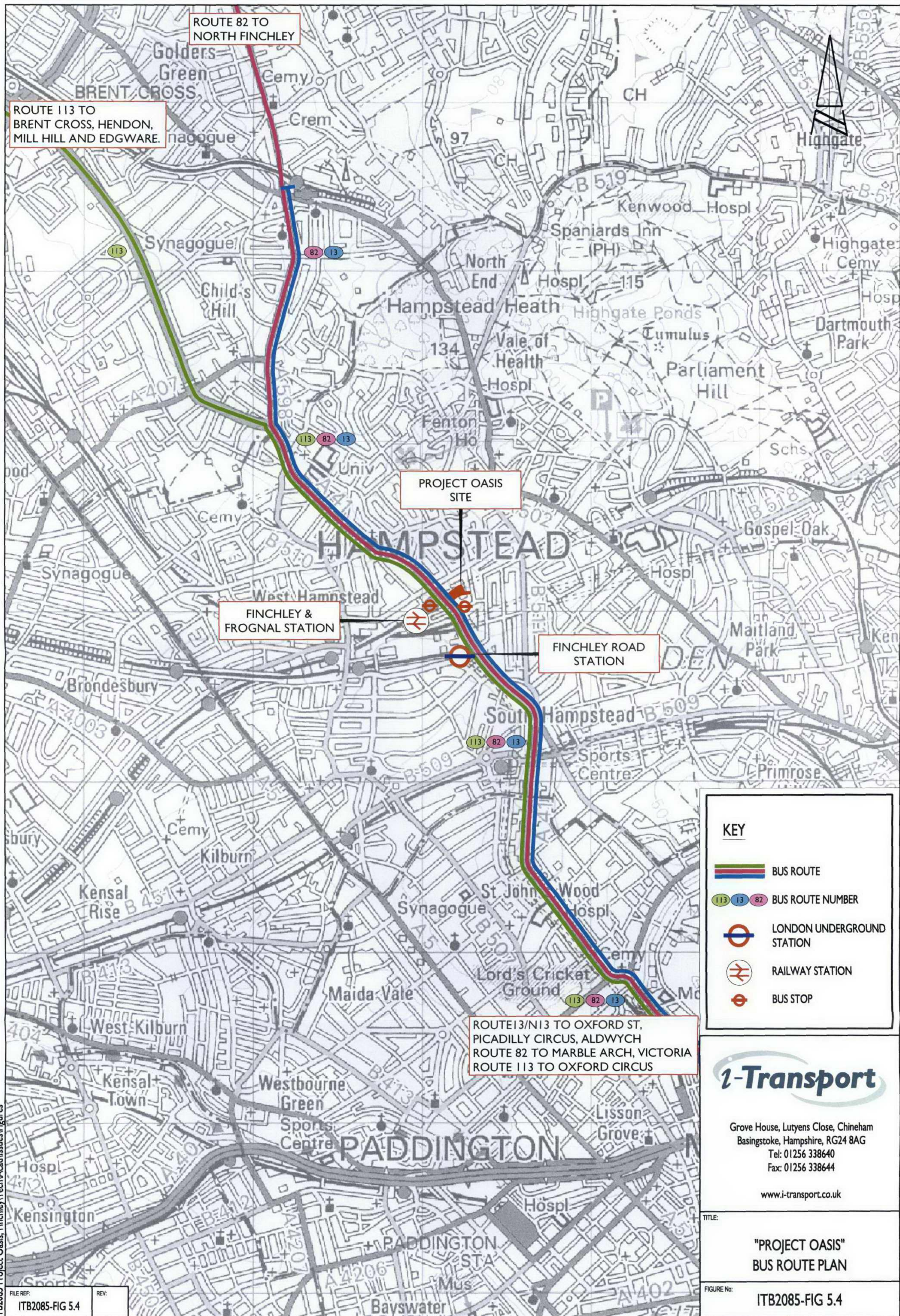
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TITLE: "PROJECT OASIS"
PUBLIC TRANSPORT PLAN

FIGURE No: ITB2085-FIG 5.3

ITB2085 Project Oasis, Finchley Tech Acad Issues Figures

FILE REF: ITB2085-FIG 5.3
REV:



ROUTE 82 TO
NORTH FINCHLEY

ROUTE 113 TO
BRENT CROSS, HENDON,
MILL HILL AND EDGWARE.

PROJECT OASIS
SITE

FINCHLEY &
FROGNAL STATION

FINCHLEY ROAD
STATION

ROUTE 13/N13 TO OXFORD ST,
PICADILLY CIRCUS, ALDWYCH
ROUTE 82 TO MARBLE ARCH, VICTORIA
ROUTE 113 TO OXFORD CIRCUS

KEY

- BUS ROUTE
- BUS ROUTE NUMBER
- LONDON UNDERGROUND STATION
- RAILWAY STATION
- BUS STOP

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TITLE:

"PROJECT OASIS"
BUS ROUTE PLAN

FIGURE No:

ITB2085-FIG 5.4