






Holbrook House, WC1

Travel Plan

Holbrook House Unit Trust

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Appendices

Appendix A	Staff Travel Questionnaire
Appendix B	Useful Travel Information Links
Appendix C	Travel Information Pack



1 Introduction

1.1 INTRODUCTION

1.1.1 Travel Plans mainly focus towards businesses and commercial development and provides a framework within which a developer, organisation or employee actively commits itself both in the short and long term towards the objective of a more sustainable transport policy.

1.1.2 A Travel Plan is a term used for a package of measures to manage an organisation's transport activities and is aimed at promoting environmental awareness and more sustainable travel choices.

1.1.3 It should contain a number of objectives and targets that should be monitored at regular intervals to ensure they are achievable.

1.1.4 As it is difficult however to plan targets and initiatives within a Travel Plan when occupants/tenants are not known, this document provides guidance on the means of encouraging the participation of future office tenants and provides objectives/initiatives for a site specific Travel Plan.

1.2 BENEFITS

1.2.1 There are numerous benefits to employers, employees and the local area when implementing a Travel Plan. Some of these benefits for the business include;

- Increased travel choices and awareness
- Improved environmental image
- Health benefits for staff
- Staff networking
- Time savings
- Reduced stress

1.2.2 Benefits for the local area include:

- Less congestion due to reduced traffic
- Less parking stress on surrounding streets
- Cleaner air
- Reduced accidents

1.2.3 Clearly, these benefits can be maximised with an increased awareness within the business community to create a cumulative positive impact.

1.3 TRAVEL PLAN COORDINATOR

1.3.1 The Travel Plan will be implemented by the landlord of the Holbrook House, and a Travel Plan Co-ordinator will be designated.



2 Proposed Measures

2.1 ON SITE INFRASTRUCTURE

2.1.1 A shower and changing facilities will be provided and maintained by the future tenants as part of the tenant fit out. These works will be undertaken prior to occupation to ensure that they are available for employees on first occupation. The purpose of the shower and changing facilities is to encourage cycling.

2.1.2 Cycle stands will be provided and maintained by the landlord to enable cyclists to secure their bicycles. These will be provided prior to occupation by the tenant.

2.2 CAR PARKING ALLOCATION

2.2.1 A total of five parking spaces are provided for use by tenants. One of these spaces is solely for use by vehicles displaying a valid 'orange' or 'blue' disabled badge. The other parking spaces shall be operated using a pre booking basis for tenants, or visitors who have a requirement to travel by car on a particular day.

2.2.2 The car parking spaces will be managed by the Travel Plan Co-ordinator to ensure they are used by authorised vehicles only.

2.3 PROVISION OF TRAVEL PLAN INFORMATION PACKS

2.3.1 The landlord shall arrange for the provision of the Travel Plan Information Packs. These will be updated on an annual basis following the employee questionnaire.



3 Implementation

3.1 TRAVEL PATTERNS

3.1.1 The foundation of the plan is to understand the travel patterns of occupants and to ensure the right initiatives for the development. This knowledge will need to be evaluated once the tenants/type of business is known.

3.1.2 A travel survey is important to determine which initiatives could improve travel and access to the site and understand the requirements of the tenants. A sample of the travel survey questionnaire is included within this document as Appendix A and this will be distributed on an annual basis to assist in the continued development of the Travel Plan.

3.2 OBJECTIVES

3.2.1 Due to the location of the proposed development, the good level of public transport access and restricted level of parking provision it is expected that the majority of trips to the development will be by non private car modes. Therefore, the main objectives of this Travel Plan are to:

- Improve facilities, where possible to maximise the use of sustainable transport
- Assist in providing facilities for cyclists and pedestrians
- Provide information to the council on measures to assist in the implementation of the Travel Plan

3.2.2 The Travel Plan Co-ordinator will introduce, operate, develop and market the plan. The Travel Plan Co-ordinator will keep public transport data and travel surveys updated and will be the main point of contact for the local authority and tenants. The Travel Plan Co-ordinator will also be responsible for setting targets after the travel survey and monitoring the plan.

3.2.3 There is also a need to market the Travel Plan to ensure tenants are aware of the various modes of transport available to them. After each annual travel survey results the Travel Plan Co-ordinator will update the Travel Plan to suit the needs and travel patterns of the tenants.



4 Preliminary Initiatives

4.1 INTRODUCTION

4.1.1 For a successful Travel Plan to be implemented a number of initiatives will need to be introduced. These should be a mixture of public transport, walking and cycling and car travel initiatives. The initiative should also be a mixture of 'carrots and sticks' – that is 'carrot' being straightforward easier options and sticks being tough non alternative type measures (e.g. no parking). This section outlines a range of possible measures that could be implemented by employers within the offices.

4.2 ALLOCATION OF CAR PARKING

- Disabled car parking is provided and will only be used by registered disabled car users

4.3 PUBLIC TRANSPORT

- Information Packs – packs containing local public transport maps, timetables, and routes etc – this information will also be sent by email/provided on CD for general office use.
- Consideration of providing employees with interest free loans for seasonal travelcards and railcards.
- Consideration of the supply of Bus 'Saver' tickets – cheaper one use bus tickets that can be purchased in bulk. Could be used for travel to meetings etc

4.4 CYCLING

- Provision of local cycle route maps – Sustans and London Cycle Network maps
- Cycling facilities – including changing and shower facilities and storage areas
- Good quality cycle parking is provided by the landlord
- Consideration of providing interest free loans for bicycle purchase for employees
- Consider providing pool bikes for sharing by employees for business travel.
- Consider the inclusion of mileage allowance for business travel by bicycle by employees as part of expenses.

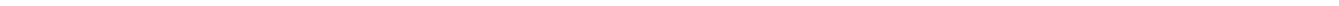
4.5 WALKING

- Information and local maps showing safe and direct walking routes to public transport and local facilities.
 - Consider including the policy for a Taxi home or to nearest public transport mode if working late
 - Raise awareness of health benefits of walking through the use of promotional material
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4.6 REDUCING THE NEED TO TRAVEL

- Consider allowing employees to work from home on some days of the week
- Consider a compressed working week – employees working more hours per day but less days per week
- Consideration of incorporating flexitime so that people are not travelling during peak hours
- Publicising Travel Plan and public transport information to visitors to the site – by email attachments etc.





5 Targets and Monitoring

5.1 TARGETS

5.1.1 The future nature of the tenants' businesses will result in some measures being more effective than others. Some initiatives take effect quickly and are cheap and easy to implement while others take longer. The majority of initiatives and therefore the targets will depend on the results of the questionnaire.

5.1.2 The design of the proposed development has been responsive towards current Governmental and Local Planning Policies. Therefore the majority of initiatives will be identified from analysis of the travel surveys. These initiatives will most likely relate to awareness of transport choices and improvement of sustainable modes.

5.2 MONITORING

5.2.1 Once the Travel Plan is in place there will be continuous improvement process including monitoring of travel characteristics. This will take the form of undertaking travel surveys of occupants and producing a revised Travel Plan on a yearly cycle.

5.2.2 The use of the travel surveys is important to determine which initiatives implemented in the previous period have achieved a modal shift and to identify new initiatives which could further improve travel to and accessibility of the site.