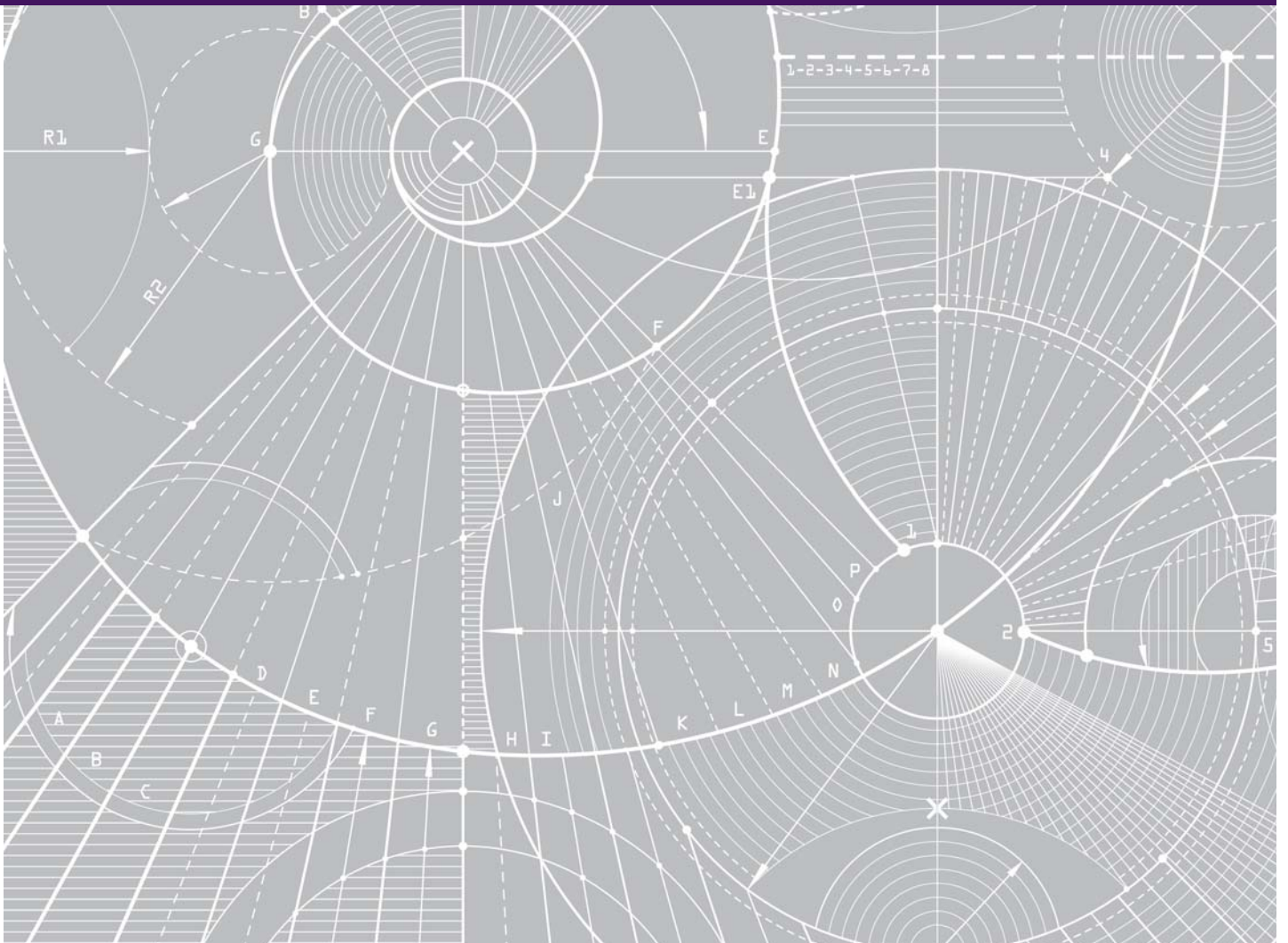


Heathside Preparatory School

TRAVEL PLAN

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Heathside Preparatory School

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1. Introduction

1.1 Background

1.1.1 Heathside Preparatory School (HPS) has commissioned SKM Colin Buchanan (SKM CB) to provide transport advice in support of their planning application for expansion to their site at 76 Heath Street, in the London Borough of Camden, NW3 1 DN.

1.1.2 The school is submitting a planning application in relation to the conversion of the ground floor and basement of 76 Heath Street into additional facilities for the school. There will be no increase in staff or pupil numbers.

1.2 Travel plan scope

1.2.1 This travel plan has been prepared to support the planning application and the school as a whole. The school does not have an existing travel plan in place. This travel plan has been written for the 3-year period from 2014 to 2017 and applies to both the staff and pupils at the school.

1.3 Report structure

1.3.1 Following this introductory statement, this travel plan is structured as follows:

- Chapter 2 details the existing accessibility of the site;
- Chapter 3 details the existing travel profile for the site and the development proposals;
- Chapter 4 provides the aims, objectives and targets for the travel plan;
- Chapter 5 explains how the travel plan will be managed;
- Chapter 6 details the proposed travel plan measures;
- Chapter 7 explains how the travel plan will be monitored; and
- Chapter 8 provides an action plan.

2. Accessibility

2.1 Highway network

Heath Street

- 2.1.1 Heath Street, fronting the development site, forms part of the A502 and provides a key link between Golders Green to the north-west and Camden Town to the south-east.
- 2.1.2 Heath Street, located within the Hampstead Conservation Area, is a lively commercial area with most the premises consisting of commercial units on the ground floor and residential above. It is a two-way road subject to a speed limit of 30mph. Heath Street has well lit, well maintained and generally wide footways.
- 2.1.3 There is a zebra crossing on Heath Street approximately 15 metres north of the development. The section of Heath Street within the vicinity has double yellow parking restriction which prohibits vehicles stopping at any time.

New End

- 2.1.4 New End forms a priority junction with Heath Street approximately 120 metres north of the development and is a moderately trafficiked one-way road. It is a predominantly residential street, but also accommodates two public houses, HPS's Lower School, New End Primary School and the New End Theatre.
- 2.1.5 New End runs one-way from west to east from the A502 Heath Street to the west and New End Sqaure/Willow Road, to the east. New End is subjected to speed limit of 30 mph and has a carriageway width of circa 6 metres. Footways are well maintained but narrow in places. There is a zebra crossing on Heath Street immediately to the north of New End.

Parking Control

- 2.1.6 The entire Borough is subjected to Controlled Parking Zone (CPZ) and the site lies within the CPZ CA-H, with control in place between 09:00 am to 08:00 pm, Monday to Saturday.

2.2 Public transport

Public Transport Accessibility Level

- 2.2.1 The Public Transport Accessibility Level (PTAL) is a method of measuring accessibility to the public transport network, taking into account walk access time and service availability. The rating is from 1 (very poor) to 6 (excellent).
- 2.2.2 The site is located within an area of PTAL level 4. This has been calculated from the TfL Planning Information Database (<http://webpid.elgin.gov.uk/>). This indicates that the site has "good accessibility".

Bus

- 2.2.3 Two bus services serve the immediate area, with a total of four bus routes serve the wider area. Services that stop close to the site are summarised in Table 2.1.

Table 2.1 Bus Frequency per Hour

Service	Route	Bus Frequency per hour (Peak)
210	Finsbury Park Station – Hempstead Heath – Brent Cross Shopping Centre	8
268	02 Centre / Sainsbury's – Heath Street - Golders Green	5
46	Lancaster Gate – Heath Street - City Thameslink	6

2.2.4 These buses give access to a number of destinations, during the weekday peak period, there are up to 19 services per hour running within the area. The nearest bus stop is located along Heath Street and Hampstead High Street.

London Underground (LU)

2.2.5 Hampstead LUL Station is within 150 metres south of the development, a summary of the services provided at the station is given in Table 2.2.

Table 2.2 LUL Service and Frequency per Hour

LUL Station	LUL Line	Frequency (Peak)
Hampstead	Northern Line	23

2.2.6 During the peak period, there are up to 23 Northern Line trains operating through Hampstead LU Station.

2.3 Pedestrians and cyclists

2.3.1 There are footways along the majority of Heath Street apart from an approximately 75 metres section where it runs parallel to The Mount. This section only has a footway on the eastside and is on the side where the school is situated.

2.3.2 Pedestrian crossing facilities are incorporated within the signal phasing at the Heath Street/Hampstead High Street junction.

2.3.3 Zebra crossings are located at the following locations:

- Heath Street south of The Mount; and
- Heath Street north of the Heath Street/New End junction.

2.3.4 There are different types of cycle routes in the vicinity of the development and they are as follows:

- Routes signed for use by cyclists on a mixture of quiet and busier roads; some have cycle lanes marked on the road surface;
- Quieter roads that have been recommended by other cyclists, may connect blue route sections; and
- Where cyclists can ride next to but separated from the road; usually for difficult junctions, where the road is very busy, or against the flow on one-way streets. These routes may be shared with pedestrians.

2.3.5 It should be noted that Heath Street rises up towards Hampstead Heath to the north which makes cycling to the school difficult for staff as well as its pupils because of the topography.

3. Travel profile

3.1 Existing use

- 3.1.1 Heathside Preparatory School has 249 pupils between the ages of 3 and 11, divided into an Upper and Lower School. The address for the Lower School is 84A Heath Street, and the address for the Upper School is 16 New End.
- 3.1.2 The school operates as a Day School. The school starts at 08:00 am, finishes between 15:00 and 16:00 pm depending on age.
- 3.1.3 The school has after school programmes and activities for pupils of all ages, between 15:00 and 18:30, with most finishing around 17:00.

3.2 Travel profile

- 3.2.1 The school undertook a 'hands up' survey of pupils and a staff survey in March 2014. A total of 241 pupils participated in the survey, and 31 staff completed their survey.
- 3.2.2 The school acts as a strong centre point for the local Hampstead community, reflected by its large local catchment. In total, over 85% of pupils live within 2 miles of the school.
- 3.2.3 The existing methods of travel to school for pupils are shown in Table 3.1.

Table 3.1: Pupil modal split

Mode	Number	Percentage
Car	35	15%
Car share	0	0%
Park and Stride	9	4%
Rail	4	2%
Tube	15	6%
Public bus	30	12%
School bus	0	0%
Cycle	9	4%
Scooter	2	1%
Walk	137	57%

- 3.2.4 The existing methods of travel to work for staff are shown in Table 3.2.

Table 3.2: Staff modal split

Mode	Number	Percentage
Car	0	0%
Car share	0	0%
Park and Stride	0	0%
Rail	7	23%
Tube	3	10%
Public bus	6	19%
Cycle	0	0%
Walk	15	48%

3.2.5 The most popular means of travel for both staff and pupils is to walk, followed by public transport. Currently no staff travel to the school by car, however 19% of pupils travel either directly to the site by car or park nearby and walk the remainder of the journey.

3.2.6 A small number of pupils currently cycle to the school, but no staff currently cycle. This is most likely a reflection of the school's location at the top of a hill.

3.3 Development proposals

3.3.1 The school are seeking planning permission for:

- The change of use of the ground floor rear and basement from restaurant (Class A3) to additional educational space (Class D1);
- The retention of the front area as a retail shop (Class A1); and
- Associated internal and external alterations to form a 'link' between the existing school and the proposed extension.

3.3.2 The applications will result in no changes to the number of staff or pupils at the school, and will not result in any changes to the general travel profile for the school.

4. Aims, objectives and targets

4.1 Introduction

4.1.1 This chapter outlines the primary aim for the travel plan, along with the objectives that will support this aim and the targets that will be set to ensure the aims and objectives are met.

4.2 Aims & objectives

4.2.1 The primary aim for this travel plan is to minimise the traffic impact of the school on the surrounding road network.

4.2.2 The aim will be supported by the following objectives:

- Reduce the environmental impact of travel related to the school
- Increase the proportion of pupils travelling by non-car modes to the school
- Increase the proportion of staff walking and cycling to the school

4.3 Targets

4.3.1 The travel plan targets are based on the existing travel profile for the school, and take into account the development proposals. The targets are 'SMART' – Specific, Measurable, Achievable, Realistic and Time-related.

4.3.2 The targets have a three-year timescale, from 2014 to 2017. The predicted baseline is based on the results of the surveys carried out in March 2014. Should the monitoring surveys at any point show a material change in travel patterns, these targets will be adjusted in discussion with Camden Council.

Target	Baseline	Year 1 (2015)	Year 3 (2017)
Reduce the proportion of pupils travel to the site by car	19%	18%	16%
Increase the proportion of staff walking and cycling to the school	48%	50%	53%

4.3.3 These targets will be achieved by building upon existing initiatives at the school and introducing new measures through this travel plan.

5. Travel plan management

5.1 Travel Plan Coordinator

- 5.1.1 The school has been actively engaged in travel planning on a non-formal basis and this travel plan will serve as a formal step in their commitment to promoting sustainable travel to and from the site.
- 5.1.2 The implementation of the school travel plan will be led by Louise Franck as Travel Plan Coordinator (TPC).
- 5.1.3 The TPC will be responsible for the everyday management of the travel plan and its measures, including liaising with internal parties and the local authority.

5.2 Funding

- 5.2.1 The school will be responsible for fully funding this travel plan, including implementation of travel plan measures and monitoring surveys.

5.3 Securing the travel plan

- 5.3.1 The travel plan should be secured through a condition on the planning consent.

6. Measures

6.1 Introduction

6.1.1 The measures proposed as part of this travel plan build on the existing activities undertaken at the school. The school currently takes an active role in managing travel at their site and this will continue throughout the construction period and once the new facilities are opened.

6.1.2 The measures within this chapter will ensure that the objectives and targets within the travel plan are met.

6.2 Marketing and travel awareness

6.2.1 Informing new and existing pupils, and their parents, about the travel options available to them is at the core of the travel plan.

6.2.2 The school's website will be the primary means of providing information to existing and prospective pupils and their families on travelling to the site sustainably. Information on travel to the school will also be provided at the start of each school year, to new and returning pupils.

6.3 Walking and cycling

6.3.1 Walking is currently the most popular means of travel to the school, while a small number of pupils currently travel by bike. Cycling is expected to remain a minority choice at the school given the local geography, but will be facilitated through the travel plan.

6.3.2 The following initiatives will be used to promote the use of these modes:

- Promotion of the benefits of walking and cycling through the website and classroom activities
- Continue to promote 'Walk to School Week' and 'Park and Stride'
- Continue to offer cycle training to pupils
- Continue to participate in ongoing local and national events relative to active travel
- Liaise with Camden Council regarding safe crossing points and pedestrian paths

6.4 Public transport

6.4.1 Public transport is currently a popular means of travel to the school for both pupils and staff, and will continue to be promoted via the website as an efficient means of travelling to the site.

6.5 School bus

6.5.1 The school is currently investigating the feasibility of introducing one or more school buses to pick up and drop off pupils at the school from their home. This has the potential to reduce the number of pupils' travelling to the school by other modes, with a primary focus on targeting those pupils currently travelling to the site by car.

7. Monitoring

7.1 Monitoring programme

- 7.1.1 The school has undertaken a baseline survey of travel to the site and will regularly undertake monitoring surveys to review progress towards achieving their targets.
- 7.1.2 This travel plan will be reviewed annually over its 3-year lifespan, using hands-up surveys for pupils and questionnaires or online surveys for staff.
- 7.1.3 The initial monitoring survey will take place in 2015, with an annual review in 2016 and a full review in 2017.
- 7.1.4 Camden Council will be updated on the results of each of the surveys through the submission of a monitoring report.

8. Action plan

8.1 Action plans

8.1.1 Action plans have been prepared to aid the implementation of the travel plan, ensuring that the travel plan objectives and targets are achieved. Implementation of the travel plan will begin in 2014 and last until 2017. Many of the promotional measures will then continue to be updated and implemented annually.

Table 8.1. Action plan: marketing and awareness

	Action	Audience	Responsibility	Timescale
1	Inform staff, pupils and their families of their travel options via website and handouts to families	Staff and pupils/ visitors	TPC, web team	September 2014

Table 8.2. Action plan: walking and cycling measures

	Action	Audience	Responsibility	Timescale
1	Promotion of the benefits of walking and cycling through the website and classroom activities	Staff and pupils/ visitors	TPC, teachers	Ongoing
2	Offer cycle training through the school	Pupils	TPC	September 2014
3	Continue to participate in ongoing local and national events relating to active travel	Staff and pupils/ visitors	TPC	Ongoing
4	Liaise with Camden Council regarding safe crossing points and pedestrian paths	Staff and pupils/ visitors	TPC	Ongoing

Table 8.3. Action plan: public transport measures

	Action	Audience	Responsibility	Timescale
1	Continue to promote local public transport options via the website and notice boards	Staff, pupils and visitors	TPC	Ongoing
2	Investigate feasibility of introducing school bus services	Pupils	TPC/senior management	September 2014