



86 - 88 Delancey Street

Updated Travel Plan

Report





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# 1 Introduction

## Background

- 1.1 JMP Consultants Ltd (JMP) has been commissioned by J Murphy and Sons Limited (the “Client”) to update a Travel Plan (TP) which is required by the Section 106 Agreement associated with the planning application reference 2008/0718/P.
- 1.2 The Proposed Development is located at 86-88 Delancey Street, London, NW1 7SA (the “Site”) in the London Borough of Camden (LBC).
- 1.3 LBC is the Local Planning Authority responsible for determining the application. The Local Highways/Transport Authority is also LBC.
- 1.4 The original TP was prepared by JMP in May 2011. Since then, there has been a change in proposals regarding private parking and cycle spaces at the Site, along with a requirement to update transport policy in line with updated national, regional and local transport policy. Census Travel to Work data has also been released from 2011 which provides a more accurate picture of likely travel patterns at the Site.
- 1.5 The TP is required pre-occupation for the redevelopment of the Site which comprises the erection of a 5-storey building with office space (Class B1) at ground floor level and residential space above (Class C3) providing 14 self-contained units (4 x 1-bed, 5 x 2-bed and 5 x 3-bed units), including a detached two storey unit at rear providing office space (Class B1), 7 underground parking spaces accessible by car lift, a clearly marked disabled parking space for visitors, which will be accessible by lift, and vehicle waiting area at ground floor level for residents, along with 28 underground cycle spaces accessible via a separate staircase and 4 cycle spaces at ground level for B1 use (the “Proposed Development”).
- 1.6 This provides a total of 510.6sqm of B1 use and 1,153sqm C3 use. It is not yet known who the final occupiers of the B1 use will be.
- 1.7 This TP has been submitted to satisfy the Section 106 Agreement TP requirement (paragraph 4.5) for the Site. The TP focuses on travel by residents and employees and outlines how the transport impact of the Proposed Development will be mitigated; through offering a wide choice of sustainable transport measures.
- 1.8 A separate planning application has been submitted for two semi-detached houses which are adjacent to the development. Both houses will be accessed via the Site, however the Section 106 Agreement and sub sequentially this TP, relates only to the specified Proposed Development.

## RTP Structure

- 1.9 Following this introduction, the RTP is structured as follows:
  - **Section 2** outlines the updated policy context of the development of the RTP;
  - **Section 3** describes the site accessibility;
  - **Section 4** outlines the predicted modal split along with the aims, objectives and targets of the RTP;
  - **Section 5** identifies the travel plan strategy;

- **Section 6** describes the proposed RTP measures that will be put in place;
- **Section 7** outlines the monitoring procedures;
- **Section 8** sets out the Action Plan; and
- **Section 9** provides a summary and conclusions.

1.10 All technical appendices (A to C) are included at the end of this document for information.

## 2 Policy Review

### General

- 2.1 This section of the RTP reviews and analyses the relevant current and emerging integrated land use and transport planning policy and policy guidance in relation to the Site. It examines the relevant national, regional and local policies.
- 2.2 The Local Planning Authority is LBC and the Highways Authority is also LBC.
- 2.3 The policies reviewed within this section demonstrate the ways in which the RTP is consistent with policy objectives at all these levels. Relevant policies identified include the following:

#### National Policy

- Government's National Planning Policy Framework (NPPF), 2012;
- Government's 'Be Active, Be Healthy: A Plan for Getting the Nation Moving', 2009; and,
- DfT: The Future of Transport: A Network for 2030.

#### Regional Policy

- The London Plan, 2011;
- The Mayor of London's Transport Strategy, 2010; and
- .Travel Planning Guidance, Transport for London (2013)

#### Local Policy

- Local Implementation Plan; Camden's Transport Strategy 2011 – 2031; and
- LBC Local Development Framework (LDF) Core Strategy, 2010 - 2025.

### National Policy

#### Government's National Planning Policy Framework (NPPF) (2012)

- 2.4 The final version of the NPPF was published on 27 March 2012. It came into effect immediately superseding the 2011 draft and all other planning guidance (e.g. PPGs, PPSs ((except on waste))).
- 2.5 The NPPF sets out the Government's expectations and requirements from the planning system. It is meant as high level guidance for local councils to use when defining their own personal local and neighbourhood plans. This approach allows the planning system to be tailored to reflect the needs and priorities of individual communities.
- 2.6 The NPPF defines the delivery of sustainable development through three roles:
- i. Planning for prosperity (an economic role);
  - ii. Planning for people (a social role); and
  - iii. Planning for places (an environmental role).
- 2.7 It notes that to achieve sustainable development, these roles should be sought jointly and simultaneously through the planning system.
- 2.8 At the heart of the NPPF is a presumption in favour of sustainable development which 'should be seen as a golden thread running through both plan making and decision taking.' (Paragraph 14). In

paragraph 15, it goes on to say that: 'Policies in Local Plans should follow the approach of the presumption in favour of sustainable development so that it is clear that development which is sustainable can be approved without delay.'

- 2.9 NPPF recognises that transport policies have an important role to play in wider sustainability and health objectives as well as their direct influence on development. It seeks to ensure that the transport system is balanced in favour of sustainable transport modes giving people a real choice about how they travel.
- 2.10 Paragraph 32 states that all developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. It goes on to mention that plans and decisions should take account of whether:
- 'The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
  - safe and suitable access to the site can be achieved for all people; and
  - improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.'
- 2.11 Paragraph 34 seeks to ensure that: 'developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.'
- 2.12 It notes, however, that this needs to take account of policies set out elsewhere in the Framework, particularly in rural areas. It goes on to mention that: 'Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people.' Therefore, developments should be located and designed where practical to:
- 'Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
  - create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
  - incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
  - consider the needs of people with disabilities by all modes of transport.'

#### **Government's 'Be Active, Be Healthy: A Plan For Getting The Nation Moving'**

- 2.13 This plan establishes a new framework for delivering physical activity, alongside sport, in the wake of the 2012 Olympic and Paralympic Games. .
- 2.14 This plan is the Government's response to the rising trend in public obesity levels; it is an attempt to combat obesity related ill health.
- 2.15 The plan makes reference to the Chief Medical Officer's recommendation that (p.11):
- Children and young people should achieve a total of at least 60 minutes of at least moderate intensity physical activity each day.
  - For general health benefit, adults should achieve a total of at least 30 minutes a day of at least moderate intensity physical activity on five or more days of the week.

- 2.16 The plan recognises that key to achieving a positive shift in levels of activity will be getting away from the traditional view of exercise to promote a broad range of activities as ways to be physically active. In some places this will mean promoting pastimes where the health value of the associated exercise is overlooked, such as making shorter journeys on foot or by cycle.
- 2.17 This TP aims to support this through the promotion of sustainable forms of transport including walking and cycling.

#### **Future of Transport: A Network for 2030**

- 2.18 In July 2004, the DfT published the new White Paper 'Future of Transport: A Network for 2030' looking at the factors that will shape the UK's transport over the next thirty years. The White Paper sets out the Government's plan to respond to the increasing demand for travel; maximising the benefits of transport while minimising the negative impact on people and the environment.
- 2.19 The White Paper recognises that we need a transport network that can meet the challenges of a growing economy and increasing demands for travel, whilst achieving our environmental objectives (6, p.12). This requires, among others:
- 'the road network providing a more reliable and free-flowing service for both personal travel and freight, with people able to make informed choices about how and when they travel;
  - buses that are reliable, flexible, convenient and tailored to local needs; and
  - making walking and cycling real alternatives for local trips.'
- 2.20 Chapter 1 of the White Paper acknowledges that past planning policies, such as large out-of-town developments, have increased the demand for long distance travel. To reduce this growing need to travel, it advises that land-use planning and transport policies must be coordinated better to achieve more sustainable patterns of development.
- 2.21 Part of the strategy of this White Paper is to enhance local travel through the promotion of Travel Plans to encourage people to consider alternatives means of transport.
- 2.22 The Site supports this through its mixed use nature providing employment, shops and leisure activities on-site which will reduce the need for long distance travel.

## **Regional Policy**

#### **The London Plan, 2011**

- 2.23 The London Plan is the overall strategic plan for London and it sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2031. London boroughs' local plans need to be in conformity with the London Plan and its policies guide decisions on planning applications.
- 2.24 The London Plan sets out to ensure that London is 'a city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities with an efficient and effective transport system which actively encourages more walking and cycling...' (Objective 6).
- 2.25 Policy 6.1 notes that the Mayor will encourage the closer integration of transport and development by, among other things:
- encouraging patterns of development that reduce the need to travel, especially by car;

- seeking to improve the capacity and accessibility of the public transport network as well as walking and cycling;
  - supporting developments that generate high levels of trips at locations with high public transport accessibility;
  - supporting measures that encourage shifts to more sustainable modes; and
  - promoting walking by ensuring an improved urban realm.
- 2.26 The use of travel plans is seen as a method for reducing emissions by promoting alternatives to the car (para. 6.8).
- 2.27 The London Plan states that ‘the Mayor will work with all relevant partners to bring about a significant increase in cycling in London, so that it accounts for at least 5 per cent of modal share by 2026’ (Policy 6.9).
- 2.28 The Mayor will work with all relevant partners to bring about a significant increase in walking in London, by emphasizing the quality of the pedestrian and street environment, including the use of shared space principles – promoting simplified streetscape, de-cluttering and access for all (Policy 6.10).
- 2.29 The Mayor wishes to see an appropriate balance being struck between promoting new developments and preventing excessive car parking provision that can undermine cycling, walking and public transport use (Policy 6.13A). In locations with high public transport accessibility, car-free developments should be promoted (while still providing for disabled people) (Policy 6.13Eb).

#### **The Mayor of London’s Transport Strategy, 2010**

- 2.30 The Mayor’s Transport Strategy is a statutory document which is part of a strategic policy framework to support and shape the economic and social development of London. It sets out the Mayor’s transport vision and describes how TfL and its partners, including the London boroughs, will deliver that vision.
- 2.31 The Mayor’s Transport vision states that (para. 29):
- ‘London’s transport system should excel among those of world cities, providing access to opportunities for all its people and enterprises, achieving the highest environmental standards and leading the world in its approach to tackling urban transport challenges of the 21st century.’*
- 2.32 Achieving this vision will require a transport system with enhanced capacity and connectivity that is efficient and integrated; encourages mode shift to cycling, walking and public transport; is accessible and fair to users; offers value for money; contributes to improving quality of life and the environment and offers improved opportunities for all Londoners (para. 30).
- 2.33 Six goals set out how this overarching vision should be implemented; these are to (para. E6):
- support economic development and population growth;
  - enhance the quality of life for all Londoners;
  - improve the safety and security of all Londoners;
  - improve transport opportunities for all Londoners;
  - reduce transport’s contribution to climate change and improve its resilience; and

- support delivery of the legacy of the London 2012 Olympic and Paralympic Games.

2.34 Through smarter travel planning, setting appropriate parking standards and making public transport more attractive, the Mayor will encourage the use of public transport, walking, cycling and car sharing (para. 147).

#### **Travel Planning Guidance, Transport for London (2013)**

2.35 Travel Planning Guidance (2013) supersedes Travel Planning for New Development in London (2011). TfL considers that the new guidance offers updated thresholds for when a 'full' travel plan is required, reduced focus on policy reviews and reduced reference to deliveries and servicing.

2.36 There is now greater focus on the action plan, along with more information on measures, example targets and on how sanctions can be used.

2.37 A travel plan is described as:

*'a long-term management strategy for an existing or proposed development that seeks to integrate proposals for increasing sustainable travel by the future occupier(s) into the planning process and is articulated in a document that is to be regularly reviewed by the future occupiers of the site.*

*It is based on evidence in the transport assessment of the anticipated transport impacts of the proposal and involves the development of agreed and specific outcomes, linked to an appropriate package of measures aimed at encouraging sustainable travel'.*

## **Local Policy**

#### **Local Implementation Plan; Camden's Transport Strategy 2011 – 2031**

2.38 The Camden Transport Strategy (CTS) for 2011 – 2031 sets out the transport challenges faced by the Borough, and outlines a range of policies and actions to address these challenges.

2.39 The Greater London Authority requires London Boroughs to produce a Local Implementation Plan (LIP) which demonstrates how each authority will deliver the Mayor of London's Transport Strategy. In response to this requirement, Camden has developed the CTS.

2.40 The objectives of the CTS are as follows:

- Reduce motor traffic levels and vehicle emissions to improve air quality, mitigate climate change and contribute to making Camden a 'low carbon and low waste borough';
- Encourage healthy and sustainable travel choices by prioritising walking , cycling and public transport in Camden;
- Improve road safety and personal security for people travelling in Camden;
- Effectively manage the road network to manage congestion, improve reliability and ensure the efficient movement of goods and people;
- Develop and maintain high quality, accessible public streets and spaces and recognise that streets are about more than movement;
- Ensure the transport system supports Camden's sustainable growth and regeneration as well as enhancing economic and community development;

- Ensure the transport system supports access to local services and facilities, reduces inequalities in transport and increases social inclusion; and
- Ensure that the provision of parking is fair and proportionate by considering the needs of all users, whilst also encouraging sustainable travel choices.

2.41 To make sure that Camden delivers change, the following targets have been set:

- Walking mode share – increase the proportion of residents' trips by walking from 38.9% in 2006/07 – 2008/09 to 40.9% by 2019/20.
- Cycling mode share – increase the proportion of residents' trips by cycling from 3% in 2006/07 – 2008/09 to 8% by 2025/26.
- Traffic Flow – reduce the proportion of residents' trips made by car and motorcycle from 19% in 2006/07 – 2008/09 to 17% by 2019/20.
- Cycling Trips – increase cycling's proportion of road traffic flow from 9.7% in 2009/10 – to 20.5% by 2019/20.
- Car Clubs – increase the number of on-street car club spaces from 202 in 2010 to 420 by 2020.
- Cycle Parking – increase the number of on-street cycle parking spaces from 1,325 in 2010 to 3,800 by 2020.

2.42 This TP aims to support these targets and this will be reflected in the targets set for the Site (in Sections 6 - 12).

2.43 Para 2.42 describes that since 1991 car ownership in Camden has slightly decreased with 59% now owning a car, 35% owning one car and 5% owning two or more cars. Car ownership in the borough is not spread evenly across the population or geographically. The wards with the highest level of car ownership are situated in more affluent areas in the north of the borough where access to public transport is also generally lower.

2.44 A number of projects to significantly increase the capacity of Camden's public transport services are planned or currently under construction. This includes Crossrail (the biggest current transport project in Europe), a significant upgrade of the London Underground Network (including the chronically overcrowded Northern Line), increasing Thameslink services, and continuing improvements to suburban rail services.

2.45 Policy 1.3 of the CTS is as follows:

*'Camden has a road user hierarchy for the borough, which will be used as a tool in developing projects as follows:*

- Pedestrians
- Cyclists
- Public transport
- Freight (including loading and unloading)
- Taxis
- Powered two-wheelers (motorcycles) and private cars



- On-street parking.’

2.46 Policy 2.2 outlines that:

*‘Camden will implement initiatives that promote the health and environmental benefits of walking and cycling through campaigns and travel plan development with schools businesses and other organisations’*

#### **LBC Local Development Framework (LDF) Core Strategy, 2010-2025**

2.47 The Local Development Framework (LDF) replaced the Unitary Development Plan (UDP) in November 2010 and is a collection of planning documents that set out the strategy for managing growth and development in the borough, including where new homes, jobs and infrastructure will be located. The Core Strategy sets out the key elements for the vision for the borough which is as follows:

*‘Camden will be a borough of opportunity’*

2.48 The Core Strategy also identifies four themes within the vision:

1. A sustainable Camden that adapts to a growing population;
2. A strong Camden economy that includes everyone;
3. A connected Camden community where people lead active, healthy lives; and,
4. A safe Camden that is a vibrant part of our world city.

2.49 Objective 3 states the need to:

*‘To reduce congestion and pollution in the borough by encouraging more walking and cycling and less motor traffic, and to support and promote new and improved transport links at Kings Cross, St Pancras, Euston and elsewhere.’*

2.50 Policy CS11 ‘Promoting Sustainable and Efficient Travel’ outlines that:

*‘The Council will promote the delivery of transport infrastructure and the availability of sustainable transport choices in order to support Camden’s growth, reduce the environmental impact of travel, and relieve pressure on the borough’s transport network.*

*The Council will protect existing and proposed transport infrastructure (including routes for walking, cycling and public transport, interchange points, depots and storage facilities) against removal or severance.*

*The Council will improve public spaces and pedestrian links across the borough, including by focusing public realm investment and extending the Legible London scheme.*

*The Council will seek to reduce freight movement by road; encourage the movement of goods by canal, rail and bicycle; and minimise the impact of freight movement on local amenity, traffic and the environment.’*

## London Borough of Camden Unitary Development Plan (UDP) - Parking Standards

- 2.51 Appendix 6 'Parking Standards' of the LBC UDP outlines car parking standards for new residential developments. All standards are a maximum and relevant considerations applying to appropriate levels of parking to be provided up to the maximum level are also outlined.
- 2.52 **Table 2.1** below outlines LBC car parking standards in relation to Use Class C – Residential; C3 Dwelling Houses

**Table 2.1 LBTH Car and Cycle Parking Standards**

Maximum Car Parking Standard	Cycle Parking Standard
All new housing 1 per dwelling	1 parking space per unit

Source: [www.lbc.gov.uk](http://www.lbc.gov.uk)

- 2.53 The 14 unit Proposed Development is within the maximum car parking standards outlined by LBC, with residential parking proposed for 7 cars, plus 1 clearly marked disabled car parking space for disabled visitor use and 28 cycle spaces.

## Summary

- 2.54 In summary, it can be seen that there are a number of current and emerging integrated land use and transport planning policies and policy guidance documents that support and underpin the Proposed Development at the Site. The relevant policies have been taken into consideration when preparing this TP.

## 3 Site Assessment

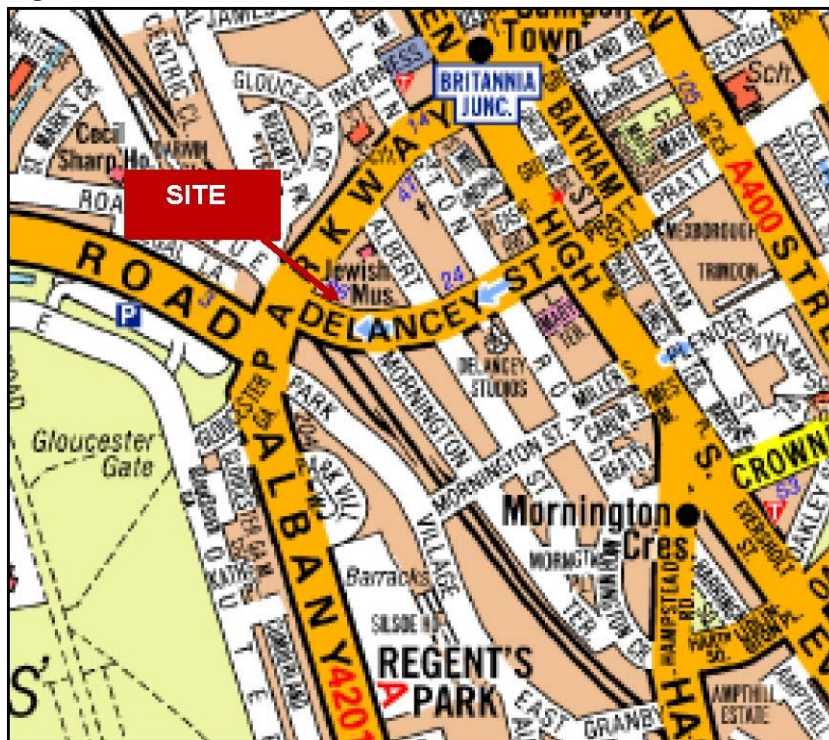
### General

- 3.1 This section of the TP details the transport conditions and services prevailing at the Site and surrounding area. The assessment of the Site's context is informed by an initial site visit undertaken by JMP on Thursday 7th April 2011, along with a second site visit on Thursday 13<sup>th</sup> March 2014 in order to establish whether any changes had taken place.
- 3.2 This section fulfils the Section 106 requirement to review the Proposed Development's accessibility by all modes.

### Site Location & Description

- 3.3 The Site is located on a four arm junction approximately 300m west of Camden Town Tube Station. **Figure 3.1** shows the site location.

**Figure 3.1 Site Location**

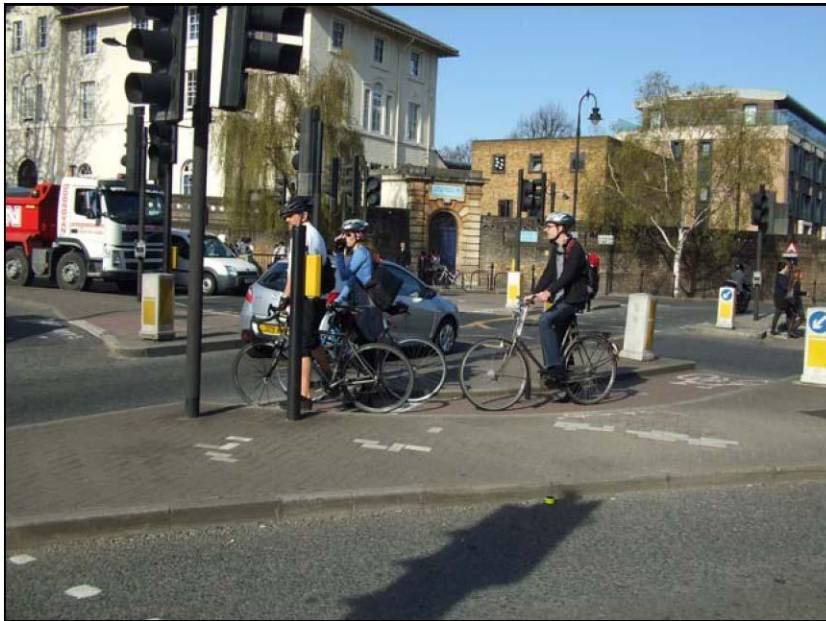


- 3.4 The Site sits between a row of residential buildings on Delancey Street, and a row of commercial buildings on Parkway. The Site was formerly a garage and car repair centre.
- 3.5 The immediate surrounding area on Delancey Street is characterised by residential brown brick faced buildings of approximately three storeys; which have predominantly been divided into flats. Parkway is characterised by commercial property at street level, with some residential properties above these. Regent's Park is approximately 100m to the west of the Site.

## Pedestrians & Cyclists

- 3.6 Pedestrian access to Camden Town station via Parkway is good, pavements are in good condition and the area is well lit. Footpaths on Delancey Street are in good condition with dropped kerbs at some junctions.
- 3.7 Footpaths surrounding the main junction directly outside the Site however are poor and the western footpath of Delancey Street and Parkway is both narrow and cracked in places. Pedestrian guard rails are in place at all sections of this junction.
- 3.8 The junction directly outside the Site has a cyclist's lane which enables cyclists coming from Gloucester Avenue to turn right towards Regents Park. This facility appeared to be well used at the time of the site visits. This can be seen in **Figure 3.2**.

**Figure 3.2 Cycle Lane at Junction**



- 3.9 National Cycle Network Route 4 is accessible approximately 200m to the west of the Site on Albert Road/Regents Park. Cyclists are able to cycle north-south through Regents Park via the Broadwalk which offers a pleasant and traffic-free route to central London.
- 3.10 The Regents Canal can also be accessed at Albert Road which offers a traffic free east-west route for pedestrians and cyclists along the towpath. This route connects the Limehouse Basin in the east with Paddington in the west, via Islington and Hackney.
- 3.11 Sheffield stand cycle parking is located directly outside the Site at the junction of Parkway and Oval Road. There is further bicycle parking at the junction of Delancey Street and Mornington Terrace.
- 3.12 TfL Cycle Hire bicycles are located approximately 70m north-west of the Site on Gloucester Avenue. There are 24 docking stations located at this cycle hire site. There are further 30 docking stations located 80m east of the Site on Parkway and 36 docking stations located 150m west of the Site at Gloucester Slips Car Park.

## Public Transport

### Public Transport Accessibility Level

- 3.13 Public Transport Accessibility Levels (PTALs) are a measure of the accessibility of a point to the public transport network, taking into account walk access time and service availability. The Site has a PTAL score of 6a which is classified as 'Excellent'.
- 3.14 A summary of the PTAL report is available in **Appendix A**.

### Bus Services

- 3.15 The closest bus stops to the Site are located 50m away on Delancey Street and 100m away on Parkway. Both stops are served by the 274 Lancaster Gate – Angel Islington service and the C2 Victoria – Parliament Hill Fields. Both services are 24 hours. The following tables show approximate frequencies of both services.

**Table 3.1 Bus Services from Delancey Street**

Service	Approximate Frequencies during Peak Hours		
	Monday – Friday	Saturday	Sunday
274 – towards Lancaster Gate	10-12 mins	10-12 mins	10-12 mins
C2 – towards Parliament Hill Fields	6-10 mins	6-10 mins	8-12 mins

**Table 3.2 Bus Services from Parkway**

Service	Approximate Frequencies during Peak Hours		
	Monday – Friday	Saturday	Sunday
274 – towards Angel Islington	10-12 mins	10-12 mins	10-12 mins
C2 – towards Victoria	6-10 mins	6-10 mins	8-12 mins

*NB. Information sourced from TfL (<http://tfl.gov.uk/>), March 2014*

- 3.16 Camden Town is served by a further 12 bus services and seven night buses. A fully detailed spider map of these services can be found in **Appendix B**.

### London Underground

- 3.17 The nearest tube station to the Site is Camden Town which is approximately 350m north east of the Site. Mornington Crescent Tube station is located approximately 550m south east of the Site. Both stations are located in Zone 2 and are served by the Northern Line, with Camden Town offering access to both the Bank and Charing Cross branches. Mornington Crescent is on the Charing Cross branch only.

### London Overground

- 3.18 Camden Road station is located approximately 800m to the north east of the Site. The London Overground is the suburban network of rail services in London managed by TfL and is a key east-west route.
- 3.19 Camden Road is on the Richmond/Clapham Junction to Stratford line and offers access to key destinations including Hampstead Heath, Highbury and Islington and Hackney stations. The line



also offers a connection to the new East London Line at Dalston Junction which links to West Croydon.

### **Mainline Rail**

- 3.20 The nearest mainline station to the Site is Euston which is located 1km to the south. Euston is the southern terminus of the West Coast Main Line and is the main rail gateway from London to the West Midlands, North West, North Wales and Scotland. Key destinations include Birmingham, Manchester, Liverpool and Glasgow.
- 3.21 Kings Cross-St Pancras is located approximately 1.5km to the south east of the Site. Kings Cross is the southern terminus of the East Coast Main Line and is the main rail gateway from London to the East Midlands, Yorkshire, North East and Scotland. Key destinations include Cambridge, Leeds, Newcastle and Edinburgh.
- 3.22 Immediately adjacent to Kings Cross is St Pancras which is the London terminus for international Eurostar trains which offer a high speed link to key European destinations including Paris and Brussels. St Pancras is also a major interchange for Thameslink services which serves the north-south Bedford to Brighton line which is currently undergoing a £6bn programme of improvements.

### **Local Highway Network**

- 3.23 The Site is located at the junction of the A503 Delancey Street and Parkway. The A503 continues north east bound along Camden Road towards Holloway and Finsbury Park. The A400 Camden High Street is located approximately 300m east.
- 3.24 The A41 Finchley Road is located approximately 1km west of the Site via Prince Albert Road. This road intersects with the start of the M1 5km north at Brent Cross.

### **Parking**

- 3.25 Delancey Street and the surrounding area is subject to residents permit parking. Pay and display parking is available on Parkway at a cost of 20p per 5 minutes and with a maximum stay of 2 hours.
- 3.26 There is an area of off-street parking directly opposite the Site at Parkways estate agents however use is monitored through private permits.
- 3.27 Parking provision at the Site will consist of 1 clearly marked disabled space at street level for use by visitors, and a further 7 residential parking bays at basement level which will be accessed by a car lift. This will be operated by a traffic light system in order to show whether the lift is occupied. A basement bicycle storage facility for residents will provide space for 28 bicycles and this will be accessed via a separate pedestrian and cycle lift. In addition, 4 cycle spaces will also be available on the ground floor for the B1 units.

### **Internal Movements**

- 3.28 A pedestrian entrance to the residential accommodation will be provided on Delancey Street. This will be visible, well lit and with clear signage. The pedestrian entrance will also provide access to two residential units located adjacent to Parkway and the rear office building. This entrance will also provide access to the cycle parking stores.
- 3.29 The office buildings fronting Delancey Street will be accessed individually directly from the footway.

- 3.30 Vehicular access will be via an electronic gate next to the existing building at 84 Delancey Street. This will be operated via traffic lights in order to alert drivers as to whether the car lift is occupied.
- 3.31 Concrete paving and landscaping will provide a footpath and a barrier between the Site and the junction directly outside. Recessed lighting will be installed. An internal courtyard will offer communal amenities including a refuse/recycling store.

## 4 Objectives, Targets & Indicators

### General

- 4.1 This section discusses the TP approach, summarising the objectives, establishing targets and indicators. Further information on monitoring and reviewing of the TP can be found in **Chapter 7**.

### Travel Plan Potential

- 4.2 The benefits of a well managed TP will extend beyond site users and contribute to improvements to local air quality, noise and vibration reduction, congestion and journey times. A reduction in car usage – especially single occupancy vehicles, has a role in the wider health agenda to reduce public obesity levels and associated illnesses caused by sedentary lifestyles.
- 4.3 The objectives set therefore relate to all these benefits associated with the development of a TP.

### Objectives

- 4.4 The objectives of the TP are as follows:
- To raise the awareness of sustainable modes available to residents and employees;
  - To promote healthy lifestyles and a sustainable, vibrant local community;
  - To encourage good urban design principles that maximise the permeability of the development for walking and cycling;
  - To encourage the use of the facilities available within Camden, such as cycle routes, in order to increase levels of active travel amongst residents and employees; and
  - To avoid reliance on car usage by residents and employees, especially single occupancy vehicles, through minimal parking provision and the use of local car clubs.

### Census Data Analysis

- 4.5 In order to understand the likely travel patterns of future residents and visitors at the Site, Census data has been analysed for the 'Camden Town with Primrose Hill' ward where the Site is located. This ward has been chosen as the most representative of how future site users are likely to travel given its PTAL rating, car ownership levels and car parking standards.
- 4.6 **Table 4.1** summarises the estimated modal split of the future residents based on the current journey to work data from the 2011 Census. This does not include data for people who were not in work at the time (33%).

**Table 4.1 Estimated Modal Split of Residents**

Mode	Percentage
Walk	18%
Cycle	9%
Motorcycle	1%
Train	4%
Underground/DLR	28%



Bus	15%
Car	10%
Car Passenger	1%
Taxi	2%
Other (includes working from home)	12%

*Census 2011: Neighbourhood Statistics.*

- 4.7 **Table 4.1** illustrates an 11% reliance upon private car, with 10% driving and 1% travelling as a passenger.
- 4.8 Approximately 47% of residents are expected to use public transport to travel to work. 18% are expected to walk and 9% are expected to cycle.
- 4.9 London has also seen an increase in cycling recently, with potential for further increases. TfL is targeting a 400% increase in cycling by 2026 compared with 2001 levels. Cycling levels in the Camden Town with Primrose Hill ward have trebled from 3% in 2001 to 9% in 2011.
- 4.10 These baseline figures will be updated via surveys of residents' travel patterns according to the schedule set out in **Section 7** of this report.

## Targets & Indicators

- 4.11 Modal split targets will be set using the results of the baseline travel survey, which will be carried out at a time agreed by LBC post-occupation. Full details on monitoring of the TP are included in **Chapter 7**. The targets will aim to maximise the use of sustainable transport modes such as walking and cycling, and to discourage single occupancy vehicle use.
- 4.12 **Table 4.2** below shows the 'Method of Travel to Work – Resident Population' data from the Census 2011 for Camden Town with Primrose Hill.

**Table 4.2 Method of Travel**

Mode	Baseline Mode Split (Year 1)	Year 3 Mode Split	Year 5 Mode Split
Walk	18%	18%	18%
Cycle	9%	10%	11%
Motorcycle	1%	1%	1%
Train	4%	4%	4%
Underground/DLR	28%	28%	28%
Bus	15%	15%	15%
Car	10%	9%	8%
Car Passenger	1%	1%	1%
Taxi	2%	2%	2%
Other	12%	12%	12%

- 4.13 This data shows that the ward already has a low level of car and van use with only 11% using this mode.

- 4.14 Approximately 47% of residents are expected to use public transport to travel to work; the majority using the Underground, which reflects the Site's location to public transport.
- 4.15 27% of residents are expected to either walk or cycle.
- 4.16 London has also seen a huge increase in cycling recently, and the potential for further increases is huge. TfL are targeting a 400% increase in cycling by 2026 compared with 2001 levels.
- 4.17 This RTP aims to encourage this increase, as can be seen by the measures included in **Section 6** of this report.

## 5 Travel Plan Strategy

### Introduction

- 5.1 A strategy that sets out how the TP will be developed further and implemented is very important. Elements of a TP strategy usually relate to:
- Securing the resources (including time) that are necessary to develop and implement the TP;
  - Consulting residents and employees; and
  - Identifying and engaging with partners and stakeholders.
- 5.2 The TP strategy is set out within the remainder of this section. It discusses how the TP will be managed and marketed, as well as identifying who key partners will be.

### Managing the Plan: Roles & Responsibilities

#### Management Support

- 5.3 The TP will have the support and buy-in of the Client, who own and manage the Site. The Client is fully aware of the importance and significance of this TP; and will allocate adequate resource to ensuring it is fully implemented and therefore achieves maximum impact.

#### Travel Plan Co-ordinator

- 5.4 A TP is dependent on a nominated individual being given time and resources for success to occur. The Client will employ a Travel Plan Coordinator (TPC) who manages the site. As the site is of a small-scale and a TP has been developed, the TPC will incorporate the TP duties into their existing job role. However adequate time and resources will be allocated to the selected individual. The TPC will be responsible for overseeing and implementing the various measures outlined in this TP.

#### Partners & Stakeholders

- 5.5 Travel plans need partnerships for success. Organisations/developers need to work with a number of partners and stakeholders during the implementation process. It is expected that all partners will make an active contribution to the process. The TPC will act as a central figure in establishing partnerships and maintaining links and lines of communication.
- 5.6 Likely/possible stakeholders and partners include:
- TfL & LBC Transport and Travel Plan Officers;
  - Site/local residents; and
  - Employees.

### Marketing

- 5.7 Marketing and awareness raising strategies form an important part of all travel plans. They cover the involvement/engagement of residents and employees, awareness-raising about travel options, and the benefits of more sustainable or efficient travel.
- 5.8 This TP will be primarily marketed to residents, employees and also to visitors to the Site. However any improvements to local transport and cycle/walking routes will also be of benefit to the wider community within Camden.

## 6 Package of Measures

### The Approach

#### Behaviour Change

- 6.1 The aim of the TP is to provide information and increase awareness of the travel options available to residents and employees, to ensure that appropriate and high quality infrastructure is included in the Site design for all relevant modes, and to secure and promote incentives that encourage people to actively choose sustainable travel wherever practical.
- 6.2 As this Site is located in an area with excellent transport facilities, the TP will focus primarily on encouraging residents and employees to use alternative modes of travel such as walking, cycling and public transport.
- 6.3 Travel behaviour is embedded in routine and therefore the TP provides a unique opportunity to encourage people to travel more sustainably by using the fact that moving to a new house or starting a new job will inevitably require new travel patterns. If new inhabitants/employees are given information and facilities upon moving to the Site; this will encourage more positive travel choices to be formulated and embedded from day one.
- 6.4 In order to do this the TP needs to affect peoples' behaviour. It needs to create a long-term behaviour change that results in residents and employees using sustainable/active travel and maintaining this usage. The measures set out below aim to achieve this.

### General Information & Awareness Raising

- 6.5 In order to be successful, a travel plan needs to be promoted to residents and employees, alongside its objectives and the ways in which it can benefit Site users. It is recommended that regular updates on the TP, improvements made to facilities, and modal split figures are presented to residents and employees in order to engage them in the TP from the outset.
- 6.6 General measures to raise awareness of the TP are detailed below and mode-specific information and awareness raising measures are included in the following modal sections.

### Travel Plan Co-ordinator

- 6.7 RTPs are dependent on a nominated individual/s being given time and resources for success to occur. The RTP Co-ordinator will be responsible for overseeing and implementing the various measures outlined in this RTP; along with the day-to-day management and annual monitoring arrangements.
- 6.8 The Client will assign a site Travel Plan Co-ordinator (TPC). As the site is of a small-scale and a RTP has been developed, the TPC is an existing member of staff who will incorporate the RTP duties into their current job role. However adequate time and resources will be allocated to the TPC.
- 6.9 The TPC will be responsible for overseeing and implementing the various measures outlined in this RTP. The Client will provide LBC with contact details for the TPC; prior to first occupation of the Site.

### Residents Welcome Packs

- 6.10 Welcome Packs will be distributed to each unit. The packs will contain maps of local walking and cycling routes, information on the TfL Cycle Hire Scheme, along with information on public transport including destination maps, fares, timetables and operator contact details. Directions to tube stations, bus stops, along with key local facilities such as shops, health services and leisure facilities will also be provided. Contact details for local taxi or minicab services will also be made available.
- 6.11 **Appendix C** provides an example of a Welcome Pack from another site, for information and reference, when developing the Delancey Street pack.

### Employee Welcome Packs

- 6.12 Employee Welcome Packs will be developed electronically with information such as maps, TfL and National Rail timetables, cycle parking, TfL Cycle Hire and information on interest-free annual season ticket/travelcard loans and cycle to work schemes. Electronic copies will ensure ease of distribution to staff. It should be noted that any provision of season ticket and cycle to work schemes will be at the discretion of the final occupier of the office units at the Site.

### Notice Board(s)

- 6.13 All transport information will also be replicated and provided at a prominent communal notice board/s location at the Site; this will particularly benefit those residents without access to the internet.

## Walking

- 6.14 Census 2011 data shows that 18% of residents in the Camden Town with Primrose Hill ward walk to work, which is extremely encouraging for the TP.
- 6.15 Walking is an easy way to keep fit and active whilst also saving on transport costs. It is a great form of exercise to improve energy levels, reduce stress and minimise carbon emissions.

### Welcome Packs

- 6.16 Information regarding walking routes in and around Camden, for both commuting and leisure purposes, will be included in the Residential and Employee Welcome Packs.

### Walking Route Planner

- 6.17 The [www.walkit.com](http://www.walkit.com) walking route planner is an extremely useful tool and can plot a journey from postcode to postcode using a 'direct' or 'less busy' option. Route maps also include journey time, calorie burn, step count and carbon saving. Information on this service will be provided in the Welcome Pack.

## Cycling

- 6.18 An increasing number of individuals are realising the benefits of cycling as a mode of transport. The benefits range from improved health and fitness to minimal travel costs. Cycling in London is currently undergoing a massive boom in popularity, around half a million bicycle journeys are made by bicycle each day (TfL, Cycling Revolution, May 2010).
- 6.19 As an inner London borough, Camden has great potential to increase cycling, and this mode of transport will be promoted at the Site through the following measures.

### **Cycle Storage Provision**

- 6.20 The provision of secure, covered cycle storage spaces in convenient locations will act as a visual and attractive reminder of this mode of transport. Secure cycle storage has been included in the Site design.
- 6.21 A total of 28 spaces will be provided for residents at basement level, and this will be accessible by a separate staircase.
- 6.22 A further four cycle parking spaces for the B1 units, will also be provided at ground level.
- 6.23 This exceeds cycle parking standards as required by LBC.

### **TfL Maps / LBC Map**

- 6.24 TfL produce free local cycling guides which show different types of cycling routes, all of which have been ridden and recommended by cyclists. The colours on or beside the roads and paths show the different route types.
- 6.25 A copy of the Local Cycling Guide 14 which covers the Site and surrounding areas will be made available to all residents at the Proposed Development in the Welcome Pack. This map also shows the walking and cycling route of the Regents Canal.
- 6.26 A link to local cycle routes is also available from LBC and this will be included in the Welcome Pack.

### **Cycle Training**

- 6.27 LBC offers free cycle training for both adults and children who live or work in the borough. Training classes are offered in 'advanced skills training' geared at resident urban cyclists who wish to make their journey safer and 'Children, Families and Groups', which teaches children above the age of 10.
- 6.28 Free cycle maintenance courses are also run by LBC throughout the Spring and Summer.
- 6.29 Information on these courses will be provided for all residents and employees via the Welcome Packs.

### **Camden / Transport for London Bike Week**

- 6.30 Camden / Transport for London Bike Week takes place as part of the National Bike Week, annually in June. The 2013 event worked with the Police and the Camden Cycling Campaign and featured the following free events: bike breakfasts, Dr Bikes, bike marking and cycling classes to promote cycling in the borough.
- 6.31 The TPC will promote events being held during Camden Bike Week. The TPC will register with Bike Week as an event organiser; once registered, the TPC will be able to download Bike Week promotional material and access event organiser guides. The TPC will contact LBC for information on events happening in the local area and promote these to Site users.
- 6.32 TfL also run a Cycle Challenge as part of Bike Week whereby teams of two or more people compete to see who can cycle the greatest number of miles. Anyone who lives, works or studies in London can register, log their miles and chart their progress on a real-time leader-board.
- 6.33 The TPC will promote the annual Cycle Challenge to all Site users via notice-boards.

## STRAVEL

- 6.34 Stravel is a reward / loyalty system which has been developed by Camden Council for sustainable journeys in Camden. Walkers, cyclists, public transport users and car sharers can all log their journeys on a website and receive credits which can be spent at a number of local businesses.
- 6.35 Stravel can also be used to plan trips, learn about alternative methods of transport, track personal statistics, compete against peers and earn Stravel points.
- 6.36 Stravel will be promoted to all Site users and a link will be provided in the Welcome Pack and on notice boards.LBC Green Travel Webpage
- 6.37 LBC have a dedicated Green Travel webpage which has a number of resources on greener methods of travelling including walking, cycling, public transport and car clubs; along with an emissions comparison tool and electric vehicles.
- 6.38 The webpage is located here: <http://www.camden.gov.uk/ccm/navigation/environment/green-camden/green-travel/>
- 6.39 A link to this will also be provided in the Welcome Packs.

## TfL Cycle Hire Scheme

- 6.40 There are a number of TfL Cycle Hire docking stations within close proximity to the Site. It is recommended that information on membership and bicycle hire is included within the Welcome Pack.

## Public Transport

- 6.41 Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy. The benefits of travelling by public transport can include:
- No need to park;
  - No need to pay for the maintenance of a car, and;
  - Being able to relax, read or work (particularly for business travel during the day).
- 6.42 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts, reduce the pressure on London's public transport network and offer wider health benefits. Nevertheless, public transport remains important.

## Welcome Packs

- 6.43 Information on public transport services will be included in the Welcome Packs. This will include timetables, fare information, season ticket information and a Camden Bus spider map as included in **Appendix B**.

## TfL Free Travel Alerts

- 6.44 TfL offer a free travel alert service which enables travel information to be sent direct to a mobile phone. Journey planning, travel information, timetables and maps are also accessible via WAP and SMS. Details of this service will be provided to residents and staff via the Welcome Packs and notice board/s.

### **Free Car Club Membership**

- 6.45 The basic idea of a car club is that people can have access to a car in their neighbourhood without having to buy or maintain their own vehicle. Residents typically pay an annual fee to an operator who provides and maintains the vehicle, and then are able to book the car from an hour to a week, with a nominal charge made per hour.
- 6.46 Research has shown that car club members who give up a car are likely to reduce their car mileage by around 60-70% and the average change in mileage for all car club users is a reduction of 33%.<sup>4</sup>
- 6.47 There are two main accredited car club operators in Camden; City Car Club and Zipcar. Information will be provided on all these operators within the Welcome Packs.
- 6.48 There are currently seven on-street car club vehicles located within a 200m radius of the Site, including a car directly opposite on Mornington Terrace.
- 6.49 The Site has a total of 14 residential units and seven basement car parking spaces, plus one ground floor disabled space.
- 6.50 The Client will therefore pay for one year's free membership to Zipcar for the seven residents with no access to a car parking space.. LBC are currently offering local residents the opportunity to surrender on-street parking permits in exchange for one year's membership to a car club and therefore this measure is in line with local policy.
- 6.51** Further details on Zipcar car club membership has been included for information in **Appendix D**.

### **Managing Car Use**

- 6.52 The Site is located in an area of good walking, cycling and public transport accessibility. Car use will therefore be discouraged through promotion of alternative forms of transport.

### **Car Parking**

- 6.53 The Site will have 7 parking spaces, one of which is a disabled space for visitors and is thus under the maximum parking standards of 1 space per dwelling as stipulated by LBC.
- 6.54 Car parking spaces will be allocated to the larger units and will be allocated and sold on this basis.
- 6.55 Potential residents will also be made aware of the limited parking prior to committing to live at the Site.
- 6.56 The surrounding area is currently a CPZ and thus any potential displaced parking activity on-street would be unlikely (assuming adequate parking enforcement).

### **Service Management**

- 6.57 A Service Management Plan has been submitted separately to this document and this outlines details on service and delivery for both residential and office units.



## 7 Monitoring & Review

### Introduction

- 7.1 An important part of the TP is the monitoring and review of its effectiveness. Regular monitoring will help to gauge progress towards targets and objectives, and, if necessary, enables the TP to be refined and adapted in order to improve its effectiveness.
- 7.2 Monitoring and review of the TP will be in line with the approach as specified by LBC.
- 7.3 This section sets out the specific monitoring proposals associated with Delancey Street and the means by which progress towards targets will be assessed.

### How to Monitor a Travel Plan

- 7.4 There are 5 stages to monitoring a travel plan:
- 'Before' data is collected and calculated in a consistent manner prior to any TP measures being implemented,
  - TP measures are implemented over a period of time,
  - At a defined point in the future, 'after' data is collected and collated in the same way as the 'before' data. Data is collected at the same time of year for consistency;
  - The two datasets can then be compared to see what changes have resulted; and
  - If it is a new development, the planning authority then decides whether the Site has met its targets and takes appropriate action.

### Monitoring Plan

- 7.5 Monitoring will be carried out for 5 years post full occupation.
- 7.6 In year one (post-occupation), at a time to be agreed with LBC, baseline monitoring of the Site will take place. This will consist of household and employee travel surveys, which will be developed and distributed by the TPC. I-TRACE compatible surveys will be developed and agreed with LBC prior to issue.
- 7.7 The baseline surveys will provide accurate, Site-specific modal split figures for Delancey Street, which will be used to set modal split targets for this TP.
- 7.8 Interim monitoring, consisting of repeat household and employee surveys, will be undertaken in year three and final monitoring will take place in year five.

### Reporting

- 7.9 The results of travel surveys and of any review of the TP will be reported to LBC.
- 7.10 As appropriate, key survey and/or monitoring findings and associated sustainability messages will also be disseminated amongst residents and employees.

## 8 Action Plan

### Introduction

- 8.1 This section draws together the proposals for the TP implementation. The actions which will be undertaken are summarised in the Action Plan, which indicates how the various elements will be drawn together and how measures will be prioritised.

**Table 8.1 Action Plan Pre-Occupation**

Activity				When	By Whom
Objective	Mode	Measure	Task		
General Information and Awareness Raising	All	Travel Plan Coordinator	Identify and appoint Travel Plan Coordinator to carry forward all tasks within action plan	Pre occupation	Developer
General Information and Awareness Raising	All	Travel Welcome Packs for residents	Collate travel information (maps, timetables, routes, fares etc) for all sustainable modes of transport, along with information on home shopping and car club and put into a pack to distribute to all new residents.	Pre-occupation	TPC
Enabling Wider Travel Choices	Cycling	Cycle parking	Provide cycle parking storage of 28 spaces (in excess of LBC requirements). These will be provided at basement level. Four ground floor spaces will also be provided for B1 units.	Pre-Occupation	Developer
Managing Car Use	Car Club	Free Car club membership	Provide one year's free car club membership to all units who do not have a private parking space.	Pre-Occupation	Developer

**Table 8.2 Action Plan - Post Occupation**

Activity				When	By Whom
Objective	Mode	Measure	Task		
Objective 1	All	Notice board	Provide site notice boards which will contain journey planners and up to date timetables along with information on car club booking and cycle information.	Upon Occupation	TPC
Objective 2	Cycling	LBC Cycle Training	Promote LBC free cycle lessons via the notice boards.	Upon Occupation	TPC
Objective 2	Cycling	LBC Cycle Events	Promote LBC cycle events via the notice boards.	Upon Occupation	TPC
Objective 2	Cycling	Cycle Maps	Ensure all residents have free TfL and LBC Cycle Maps.	Upon Occupation	TPC
Objective 4	Car Club	Membership & Information	Provide one year's free membership to all residents. Ensure all residents have information on Car Clubs in order to promote use.	Upon Occupation	Developer / Car Club provider / TPC
All	All	Baseline Monitoring	Undertake baseline monitoring activity and revise RTP targets if necessary.	Within 3 months of full occupation	TPC
All	All	Interim and Final Monitoring	Undertake interim and final monitoring as outlined in the monitoring strategy. Report the results to LBC. Revise RTP targets in agreement with LBC if appropriate.	Three and five years post occupation.	TPC

## 9 Summary

### Overview

- 9.1 JMP Consultants Ltd (JMP) has been commissioned by J Murphy and Sons Limited (the “Client”) to update a Travel Plan (TP) which is required by the Section 106 Agreement associated with the planning application reference 2008/0718/P.
- 9.2 The Proposed Development is located at 86-88 Delancey Street, London, NW1 7SA (the “Site”) in the London Borough of Camden (LBC).
- 9.3 LBC is the Local Planning Authority responsible for determining the application. The Local Highways/Transport Authority is also LBC.
- 9.4 The original TP was prepared by JMP in May 2011. Since then, there has been a change in proposals regarding private parking spaces and cycle spaces, along with a requirement to update transport policy in line with updated national, regional and local transport policy. Census Travel to Work data has also been released from 2011 which provides a more accurate picture of likely travel patterns at the Site.
- 9.5 The TP is required pre-occupation for the redevelopment of the site by the erection of a 5-storey building with office space (Class B1) at ground floor level and residential space above (Class C3) providing 14 self-contained units (4 x 1-bed, 5 x 2-bed and 5 x 3-bed units), including a detached 2-storey unit at rear providing office space (Class B1), 7 underground parking spaces, 28 cycle spaces provided at basement level with access by separate staircase, a clearly marked disabled parking space for visitors at ground floor level, and vehicle waiting area at ground floor level for residents (the “Proposed Development”).
- 9.6 This RTP is in accordance with the national, regional and local policies by seeking to ensure sustainable transport to and from the site.
- 9.7 The Site is located in a PTAL area defined as ‘Excellent’ and as such offers excellent opportunities for walking, cycling and public transport use. Amenities such as shops and leisure facilities along with key transport links are located in close proximity to the Site.
- 9.8 Secure cycle parking will be provided in excess of LBC standards of one cycle parking space per unit, with 28 cycle parking spaces provided in total at the Site. A total of 7 car parking spaces will be provided at the Site and these will be allocated and sold to the larger 2 and 3 bedroom units.
- 9.9 Based on the predicted modal split to the site, targets for each mode have been set. It should be noted that the actual baseline mode share will be determined following residents travel surveys that will take place post-occupation. The targets will need to be revised in the light of these surveys and agreed with the relevant LBC Travel Planning Officer.
- 9.10 A package of measures will be introduced to ensure the targets can be met. The measures will include a TPC, Welcome Packs, cycle parking, and one year’s free car club membership for residents with no parking space.
- 9.11 The RTP’s progress will be monitored by means of travel surveys consistent with TfL’s TRAVL methodology.





## Appendix A

**PTAL**

# Appendix Heading 2

## Appendix Heading 3



# PTAI Study Report File Summary

## PTAI Run Parameters

PTAI Run 20141203115448  
Description 20141203115448  
Run by user PTAL web application  
Date and time 12/03/2014 11:54

## 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: 528777, 183559

Mode	Stop	Route	Distance (metres)	Frequency (vph)	Weight	Walk time (mins)	SWT (mins)	TAT (mins)	EDF	AI
BUS	DELANCY ST PARKWAY	274	68.28	8.0	1.0	0.85	5.75	6.6	4.54	4.54

BUS	CAMDEN HIGH S PLENDER ST	88	418.22	9.0	0.5	5.23	5.33	10.56	2.84	1.42
BUS	CAMDEN HIGH S PLENDER ST	29	418.22	15.0	0.5	5.23	4.0	9.23	3.25	1.63
BUS	CAMDEN HIGH S PLENDER ST	24	418.22	12.0	0.5	5.23	4.5	9.73	3.08	1.54
BUS	CAMDEN HIGH S PLENDER ST	27	418.22	8.0	0.5	5.23	5.75	10.98	2.73	1.37
BUS	CAMDEN HIGH S PLENDER ST	253	418.22	12.0	0.5	5.23	4.5	9.73	3.08	1.54
BUS	CAMDEN HIGH S PLENDER ST	214	418.22	8.0	0.5	5.23	5.75	10.98	2.73	1.37
BUS	CAMDEN HIGH S PLENDER ST	134	418.22	12.0	0.5	5.23	4.5	9.73	3.08	1.54
BUS	CAMDEN HIGH S PLENDER ST	168	418.22	9.0	0.5	5.23	5.33	10.56	2.84	1.42
BUS	CAMDEN TOWN STATION	31	430.34	10.0	0.5	5.38	5.0	10.38	2.89	1.45
BUS	DELANCY ST PARKWAY	C2	68.28	8.0	0.5	0.85	5.75	6.6	4.54	2.27
LU LRT	Camden Town	Northern Line Mill Hill East to Kennington	508.11	4.3	0.5	6.35	7.73	14.08	2.13	1.07
LU LRT	Camden Town	Northern Line Edgware to Morden	508.11	8.3	0.5	6.35	4.36	10.72	2.8	1.4
LU LRT	Camden Town	Northern Line High Barnet to Kennington	508.11	5.4	0.5	6.35	6.31	12.66	2.37	1.19
LU LRT	Camden Town	Northern Line Kennington to Edgware	508.11	5.0	0.5	6.35	6.75	13.1	2.29	1.14

LU LRT	Camden Town	Northern Line Morden to Mill Hill East	508.11	1.0	0.5	6.35	30.75	37.1	0.81	0.4
LU LRT	Camden Town	Northern Line Morden to High Barnet	508.11	3.7	0.5	6.35	8.86	15.21	1.97	0.99
LU LRT	Camden Town	Northern Line High Barnet to Morden	508.11	9.0	0.5	6.35	4.08	10.43	2.88	1.44
LU LRT	Camden Town	Northern Line Edgware to Morden	508.11	9.7	1.0	6.35	3.84	10.19	2.94	2.94
LU LRT	Camden Town	Northern Line Morden to Mill Hill East	508.11	2.7	0.5	6.35	11.86	18.21	1.65	0.82
NATIONAL_RAIL	CAMDEN ROAD	CLAPHAM JUNCTION to STRATFORD	897.94	2.0	0.5	11.22	15.75	26.97	1.11	0.56
NATIONAL_RAIL	CAMDEN ROAD	CAMDEN ROAD to STRATFORD	897.94	2.0	0.5	11.22	15.75	26.97	1.11	0.56
NATIONAL_RAIL	CAMDEN ROAD	RICHMOND to STRATFORD	897.94	4.0	1.0	11.22	8.25	19.47	1.54	1.54

Total AI for this POI is 34.14.

PTAL Rating is 6a.

# PTAI Study Report File Details

Date 12/03/2014 11:54

Day of week M-F

Time period AM peak

Walk speed 4.8 kph

Walk file PLSQLTest

POI Name: 528777, 183559

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## Bus Services

Reliability factor for this mode is 2

Maximum walk time for this mode is 8 minutes

Maximum walk distance for this mode is 640.0 metres

Stop REGENTS P RD ST MARKS CR

Walk time to stop from POI is 6.75 minutes

Walk distance to stop from POI is 540.31 metres

Route 274 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route 274 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes

Stop CAMDEN TOWN STATION

Walk time to stop from POI is 5.38 minutes

Walk distance to stop from POI is 430.34 metres

Route 88 Direction BACK Frequency 9.0 giving AWT of 3.33 minutes

Route 29 Direction BACK Frequency 15.0 giving AWT of 2.0 minutes

Route 24 Direction OUT Frequency 12.0 giving AWT of 2.5 minutes

Route 27 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route 27 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route 253 Direction BACK Frequency 12.0 giving AWT of 2.5 minutes

Route 214 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes

Route 134 Direction BACK Frequency 12.0 giving AWT of 2.5 minutes

Route 168 Direction BACK Frequency 9.0 giving AWT of 3.33 minutes

Route 31 Direction OUT Frequency 10.0 giving AWT of 3.0 minutes

Route 31 Direction OUT Frequency 10.0 giving AWT of 3.0 minutes

Stop CAMDEN TOWN STN CAMDEN R

Walk time to stop from POI is 7.71 minutes

Walk distance to stop from POI is 617.15 metres

Route 88 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route 29 Direction BACK Frequency 15.0 giving AWT of 2.0 minutes  
Route 29 Direction OUT Frequency 15.0 giving AWT of 2.0 minutes  
Route 24 Direction BACK Frequency 12.0 giving AWT of 2.5 minutes  
Route 274 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes  
Route 274 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes  
Route 253 Direction OUT Frequency 12.0 giving AWT of 2.5 minutes  
Route 253 Direction BACK Frequency 12.0 giving AWT of 2.5 minutes  
Route 214 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes  
Route 134 Direction OUT Frequency 12.0 giving AWT of 2.5 minutes  
Route 168 Direction OUT Frequency 9.0 giving AWT of 3.33 minutes  
Route C2 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Stop CAMDEN TN KENTISH TN RD

Walk time to stop from POI is 6.94 minutes

Walk distance to stop from POI is 555.14 metres

Route 88 Direction BACK Frequency 9.0 giving AWT of 3.33 minutes  
Route 214 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes  
Route 134 Direction BACK Frequency 12.0 giving AWT of 2.5 minutes  
Route C2 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes

Stop CAMDEN TOWN PARKWAY

Walk time to stop from POI is 5.43 minutes

Walk distance to stop from POI is 434.08 metres

Route 274 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes  
Route C2 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes

Stop PARKWAY OVAL ROAD

Walk time to stop from POI is 3.66 minutes

Walk distance to stop from POI is 292.75 metres

Route 274 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes  
Route C2 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes

Stop CAMDEN TOWN STN HIGH ST

Walk time to stop from POI is 6.44 minutes

Walk distance to stop from POI is 515.35 metres

Route 24 Direction OUT Frequency 12.0 giving AWT of 2.5 minutes  
Route 27 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes  
Route 27 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes  
Route 168 Direction BACK Frequency 9.0 giving AWT of 3.33 minutes  
Route 31 Direction OUT Frequency 10.0 giving AWT of 3.0 minutes  
Route 31 Direction OUT Frequency 10.0 giving AWT of 3.0 minutes

Stop CAMDEN TOWN GREENLAND RD

Walk time to stop from POI is 6.72 minutes

Walk distance to stop from POI is 537.93 metres

Route C2 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Stop CAMDEN TOWN BAYHAM ST

Walk time to stop from POI is 7.03 minutes

Walk distance to stop from POI is 562.13 metres

Route 88 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes  
Route 29 Direction OUT Frequency 15.0 giving AWT of 2.0 minutes  
Route 27 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes  
Route 27 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes  
Route 274 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route 253 Direction OUT Frequency 12.0 giving AWT of 2.5 minutes  
Route 214 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes  
Route 134 Direction OUT Frequency 12.0 giving AWT of 2.5 minutes  
Route 168 Direction OUT Frequency 9.0 giving AWT of 3.33 minutes  
Route 31 Direction BACK Frequency 10.0 giving AWT of 3.0 minutes  
Route 31 Direction BACK Frequency 10.0 giving AWT of 3.0 minutes  
Route 31 Direction OUT Frequency 10.0 giving AWT of 3.0 minutes  
Route 31 Direction OUT Frequency 10.0 giving AWT of 3.0 minutes  
Route C2 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Stop ALBANY ST GLOUCESTER GT

Walk time to stop from POI is 4.81 minutes

Walk distance to stop from POI is 384.94 metres

Route C2 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes

Route C2 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Stop GLOUCESTER AVENUE

Walk time to stop from POI is 2.99 minutes

Walk distance to stop from POI is 239.11 metres

Route 274 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route 274 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes

Stop CAMDEN HIGH S PLENDER ST

Walk time to stop from POI is 5.23 minutes

Walk distance to stop from POI is 418.22 metres

Route 88 Direction BACK Frequency 9.0 giving AWT of 3.33 minutes

Route 29 Direction BACK Frequency 15.0 giving AWT of 2.0 minutes

Route 24 Direction OUT Frequency 12.0 giving AWT of 2.5 minutes

Route 27 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route 27 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route 253 Direction BACK Frequency 12.0 giving AWT of 2.5 minutes

Route 214 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes

Route 134 Direction BACK Frequency 12.0 giving AWT of 2.5 minutes

Route 168 Direction BACK Frequency 9.0 giving AWT of 3.33 minutes

Stop BAYHAM STREET PLENDER ST

Walk time to stop from POI is 6.14 minutes

Walk distance to stop from POI is 490.83 metres

Route 88 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route 29 Direction OUT Frequency 15.0 giving AWT of 2.0 minutes

Route 24 Direction BACK Frequency 12.0 giving AWT of 2.5 minutes

Route 27 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes

Route 27 Direction BACK Frequency 8.0 giving AWT of 3.75 minutes

Route 253 Direction OUT Frequency 12.0 giving AWT of 2.5 minutes

Route 214 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route 134 Direction OUT Frequency 12.0 giving AWT of 2.5 minutes

Route 168 Direction OUT Frequency 9.0 giving AWT of 3.33 minutes

Stop DELANCY ST ALBERT ST

Walk time to stop from POI is 3.27 minutes

Walk distance to stop from POI is 261.95 metres

Route 274 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Route C2 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

Stop DELANCY ST PARKWAY

Walk time to stop from POI is 0.85 minutes  
Walk distance to stop from POI is 68.28 metres  
Route 274 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes  
Route C2 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes  
Stop PRATT STREET  
Walk time to stop from POI is 4.52 minutes  
Walk distance to stop from POI is 361.36 metres  
Route 274 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes  
Route C2 Direction OUT Frequency 8.0 giving AWT of 3.75 minutes

TATs for this mode

Route 274 Stop DELANCY ST PARKWAY TAT 6.6 minutes EDF 4.54  
Route 88 Stop CAMDEN HIGH S PLENDER ST TAT 10.56 minutes EDF 2.84  
Route 29 Stop CAMDEN HIGH S PLENDER ST TAT 9.23 minutes EDF 3.25  
Route 24 Stop CAMDEN HIGH S PLENDER ST TAT 9.73 minutes EDF 3.08  
Route 27 Stop CAMDEN HIGH S PLENDER ST TAT 10.98 minutes EDF 2.73  
Route 253 Stop CAMDEN HIGH S PLENDER ST TAT 9.73 minutes EDF 3.08  
Route 214 Stop CAMDEN HIGH S PLENDER ST TAT 10.98 minutes EDF 2.73  
Route 134 Stop CAMDEN HIGH S PLENDER ST TAT 9.73 minutes EDF 3.08  
Route 168 Stop CAMDEN HIGH S PLENDER ST TAT 10.56 minutes EDF 2.84  
Route 31 Stop CAMDEN TOWN STATION TAT 10.38 minutes EDF 2.89  
Route C2 Stop DELANCY ST PARKWAY TAT 6.6 minutes EDF 4.54

Best EDF is 4.54  
Half of all other EDFs is 15.54

AI for this mode is 20.08

---

## Underground Services

Reliability factor for this mode is .75  
Maximum walk time for this mode is 12 minutes  
Maximum walk distance for this mode is 960.0 metres

Stop Mornington Crescent  
Walk time to stop from POI is 8.61 minutes  
Walk distance to stop from POI is 688.71 metres  
Route Northern Line Kennington to Mill Hill East Direction N/B Frequency 0.3 giving AWT of 100.0 minutes  
Route Northern Line Edgware to Morden Direction S/B Frequency 8.3 giving AWT of 3.61 minutes  
Route Northern Line High Barnet to Kennington Direction S/B Frequency 5.4 giving AWT of 5.56 minutes  
Route Northern Line Morden to Edgware Direction N/B Frequency 4.3 giving AWT of 6.98 minutes  
Route Northern Line Kennington to High Barnet Direction N/B Frequency 4.7 giving AWT of 6.38 minutes  
Route Northern Line Kennington to Edgware Direction N/B Frequency 5.0 giving AWT of 6.0 minutes

Route Northern Line Edgware to Kennington Direction S/B Frequency 1.3 giving AWT of 23.08 minutes  
Route Northern Line Mill Hill East to Kennington Direction S/B Frequency 4.3 giving AWT of 6.98 minutes  
Route Northern Line Morden to Mill Hill East Direction N/B Frequency 1.0 giving AWT of 30.0 minutes  
Route Northern Line Morden to High Barnet Direction N/B Frequency 3.7 giving AWT of 8.11 minutes

Stop Camden Town

Walk time to stop from POI is 6.35 minutes

Walk distance to stop from POI is 508.11 metres

Route Northern Line Kennington to Edgware Direction N/B Frequency 5.0 giving AWT of 6.0 minutes  
Route Northern Line Morden to Mill Hill East Direction N/B Frequency 1.0 giving AWT of 30.0 minutes  
Route Northern Line High Barnet to Morden Direction S/B Frequency 9.0 giving AWT of 3.33 minutes  
Route Northern Line Mill Hill East to Kennington Direction S/B Frequency 4.3 giving AWT of 6.98 minutes  
Route Northern Line Morden to Edgware Direction N/B Frequency 4.3 giving AWT of 6.98 minutes  
Route Northern Line Kennington to Mill Hill East Direction N/B Frequency 0.3 giving AWT of 100.0 minutes  
Route Northern Line Edgware to Morden Direction S/B Frequency 9.7 giving AWT of 3.09 minutes  
Route Northern Line Morden to High Barnet Direction N/B Frequency 6.3 giving AWT of 4.76 minutes  
Route Northern Line Edgware to Kennington Direction S/B Frequency 1.3 giving AWT of 23.08 minutes  
Route Northern Line Edgware to Morden Direction S/B Frequency 8.3 giving AWT of 3.61 minutes  
Route Northern Line Morden to High Barnet Direction N/B Frequency 3.7 giving AWT of 8.11 minutes  
Route Northern Line High Barnet to Kennington Direction S/B Frequency 5.4 giving AWT of 5.56 minutes  
Route Northern Line Morden to Edgware Direction N/B Frequency 9.7 giving AWT of 3.09 minutes  
Route Northern Line Mill Hill East to Morden Direction S/B Frequency 0.3 giving AWT of 100.0 minutes  
Route Northern Line Kennington to High Barnet Direction N/B Frequency 4.7 giving AWT of 6.38 minutes  
Route Northern Line Morden to Mill Hill East Direction N/B Frequency 2.7 giving AWT of 11.11 minutes

TATs for this mode

Route Northern Line Mill Hill East to Kennington Stop Camden Town TAT 14.08 minutes EDF 2.13  
Route Northern Line Edgware to Morden Stop Camden Town TAT 10.72 minutes EDF 2.8  
Route Northern Line High Barnet to Kennington Stop Camden Town TAT 12.66 minutes EDF 2.37  
Route Northern Line Kennington to Edgware Stop Camden Town TAT 13.1 minutes EDF 2.29  
Route Northern Line Morden to Mill Hill East Stop Camden Town TAT 37.1 minutes EDF 0.81  
Route Northern Line Morden to High Barnet Stop Camden Town TAT 15.21 minutes EDF 1.97  
Route Northern Line High Barnet to Morden Stop Camden Town TAT 10.43 minutes EDF 2.88  
Route Northern Line Edgware to Morden Stop Camden Town TAT 10.19 minutes EDF 2.94  
Route Northern Line Morden to Mill Hill East Stop Camden Town TAT 18.21 minutes EDF 1.65

Best EDF is 2.94

Half of all other EDFs is 8.45

AI for this mode is 11.39

---

## Rail Services

Reliability factor for this mode is .75

Maximum walk time for this mode is 12 minutes



Maximum walk distance for this mode is 960.0 metres

Stop CAMDEN ROAD

Walk time to stop from POI is 11.22 minutes

Walk distance to stop from POI is 897.94 metres

Route CLAPHAM JUNCTION to STRATFORD Direction T528-T750 Frequency 2.0 giving AWT of 15.0 minutes

Route CAMDEN ROAD to STRATFORD Direction T47-T750 Frequency 2.0 giving AWT of 15.0 minutes

Route RICHMOND to STRATFORD Direction T504-T750 Frequency 4.0 giving AWT of 7.5 minutes

TATs for this mode

Route CLAPHAM JUNCTION to STRATFORD Stop CAMDEN ROAD TAT 26.97 minutes EDF 1.11

Route CAMDEN ROAD to STRATFORD Stop CAMDEN ROAD TAT 26.97 minutes EDF 1.11

Route RICHMOND to STRATFORD Stop CAMDEN ROAD TAT 19.47 minutes EDF 1.54

Best EDF is 1.54

Half of all other EDFs is 1.11

AI for this mode is 2.65

Total AI for this POI is 34.13. X: 528777, Y: 183559.

PTAL Rating is 6a.

## Appendix B

### Camden Bus Map

# Appendix Heading 2

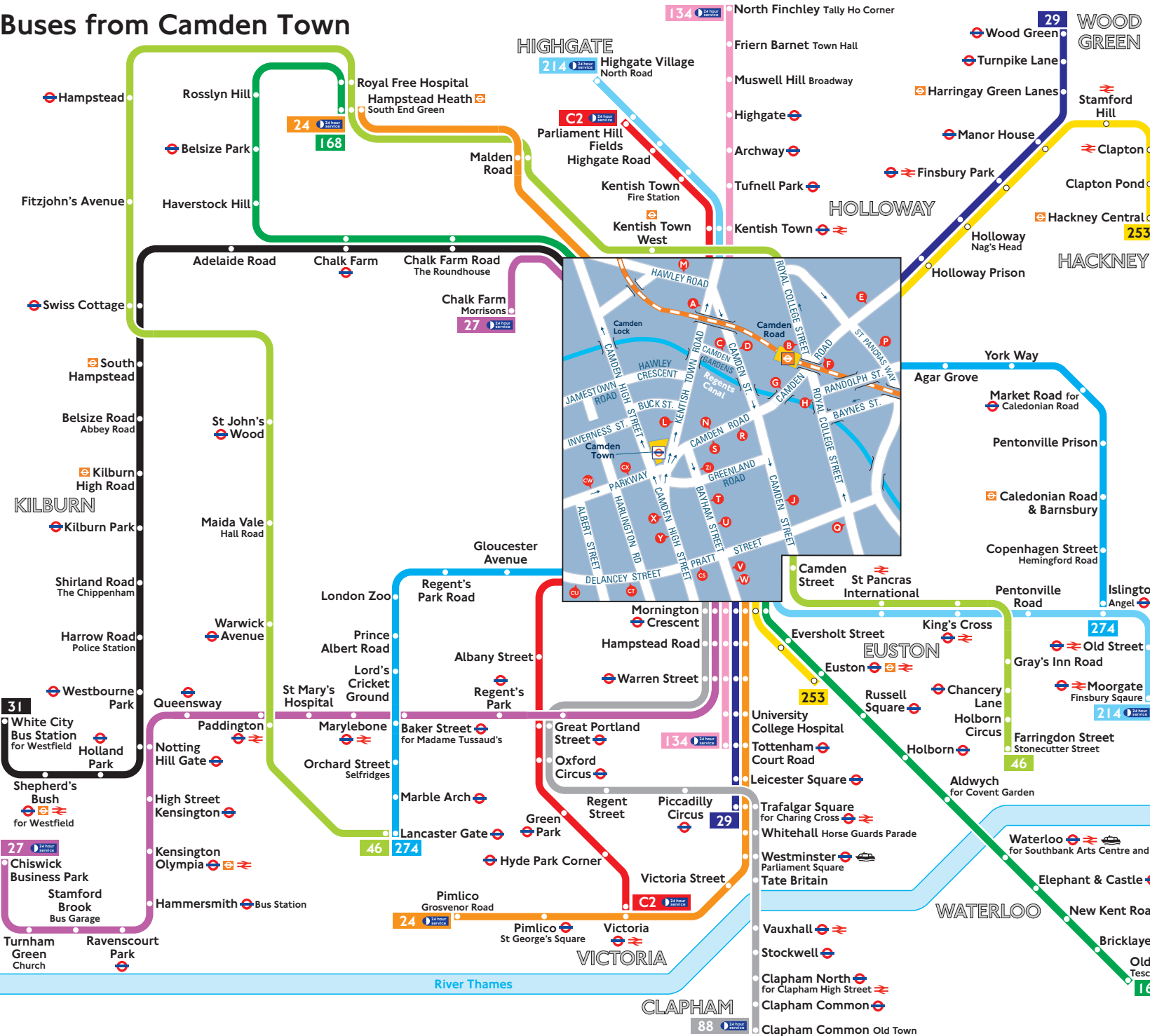
## Appendix Heading 3

**Night bus services**

© Transport for London  
Information correct from 10 November 2011

For day bus information, please see separate poster.

# Buses from Camden Town



## Route finder Day buses including 24-hour services

Bus route	Towards	Bus stops
24	Hampstead Heath Pimlico	X D, M, S, V
27	Chalk Farm Chiswick Business Park	X D, M, T, V
29	Trafalgar Square Wood Green	F, S, V E, G, N, Y
31	White City	U, X
46	Farringdon Street Lancaster Gate	D, J B, H, Q
88	Clapham Common	C, T, V
134	North Finchley Tottenham Court Road	A, L, Y D, S, V
168	Hampstead Heath Old Kent Road	X D, M, R, T, W
214	Highgate Village Moorgate	A, L, Y D, R, T, W
253	Euston Hackney Central	F, R, T, W E, G, N, Y
274	Islington Lancaster Gate	B, CW, CX, G, N, P CS, CT, CU, H, R, T
C2	Parliament Hill Fields Victoria	A, CW, CX, L CS, CT, CU, D, R, T

## Night buses

Bus route	Towards	Bus stops
N5	Edgware Trafalgar Square	X D, M, S, W
N20	Barnet Trafalgar Square	A, L, Y D, S, W
N28	Wandsworth	U, X
N29	Enfield Trafalgar Square	E, G, N, Y F, S, V
N31	Clapham Junction	U, X
N253	Aldgate Tottenham Court Road	E, G, N, Y F, S, W
N279	Trafalgar Square Waltham Cross	F, S, V E, G, N, Y

## Appendix C

### Welcome Pack Example

Job No	Report No	Issue no	Report Name	Page
ST15075			86 - 88 Delancey Street	C1

# Appendix Heading 2

## Appendix Heading 3



**Dear Resident,**

### Welcome to your new home at Gladstone Place

Circle would like to take this opportunity to welcome you to your new home at Gladstone Place.

As part of the Gladstone Place development, Circle Housing has worked in collaboration with JMP Transport Consultants to produce a Residential Travel Plan for the whole site.

A Residential Travel Plan is a package of measures designed to support more sustainable forms of travel, such as walking, cycling and public transport and to reduce reliance on private car use.

It is recognised that travel behaviour becomes routine, and moving to a new home provides a unique opportunity for you to develop new, healthier, cheaper and more environmentally friendly forms of travel.

### Residents' Travel Pack

A detailed Residents' Travel Pack is included with this letter for you to browse through and find out your local travel options. The pack is provided as part of the Residential Travel Plan and aims to provide you with all the information you need in order to choose how to travel, whether locally or throughout London. It is also intended to provide you with information on ways to travel that you may not currently use — for example cycling, which can be a healthy and cheap way to travel short distances.

Why not have a look through your Travel Pack and see what facilities are local to you and how you can access these?

### Facilities Available to Residents

Secure cycle parking has been provided for residents at Gladstone Place, with 208 spaces for sole use by residents. The cycle parking is situated on the ground floor in the main car park area, near the refuse storage area. The cycle parking area can be accessed at entrances opposite Cruden House.

Local on and off-road cycle routes are easily accessible from Gladstone Place. Cycle Superhighway 2 is accessible a short distance away on Bow Road. Approved local cycle routes provide you with a safer, faster and more direct route and could be a useful way of getting into central London. Did you know that it takes just 26 minutes to cycle from Gladstone Place to Stratford International? Look at the journey planner at [www.tfl.gov.uk/cycling](http://www.tfl.gov.uk/cycling) to find out safer routes and quicker travel times.

If you haven't ridden a bike for a while, or you feel like you would like to improve your cycling skills, the London Borough of Tower Hamlets offers free cycle training for adults who live, work, or study in the borough. If you would like book cycle training email [cycling@towerhamlets.gov.uk](mailto:cycling@towerhamlets.gov.uk) or call 020 7364 6940.

Walking is also an excellent form of transport, along with being totally free. The website [www.walkit.com](http://www.walkit.com) gives door to door directions, journey times and calories burnt for all journeys by foot. For example, walking from Gladstone Place to Victoria Park takes approximately ten minutes and would burn around 48 calories.

### Car Parking

Due to the accessible location of Gladstone Place, car parking spaces have been limited to 47 spaces for residents of the development. It should be noted that many of the surrounding streets fall under a Controlled Parking Zone (CPZ) meaning that parking is only allowed through residential permits.

We hope this summary letter has been useful to you. Please keep it for reference along with your Travel Pack within your new home.

**Kind Regards,**

**Circle Housing & JMP Consultants**



## Appendix D

### Zipcar Information

Job No	Report No	Issue no	Report Name	Page
ST15075			86 - 88 Delancey Street	D1

# Appendix Heading 2

## Appendix Heading 3

Solstice Point, Camden  
J Murphy and Sons Ltd

Proposal: September 2014



Adam Bream  
UK Property Developments

DD: 0203 004 7860

[abream@zipcar.co.uk](mailto:abream@zipcar.co.uk)

## What is Zipcar?



Zipcar is a pay-as-you-go car club designed to provide members with access to cars and vans as quickly and conveniently as possible with the least amount of hassle. Our team is passionate about bringing this innovative concept to every urban street as a simpler, more efficient, more sustainable way to use a car.

Zipcar is the world's largest car club with over 10,000 vehicles worldwide and 1,800 across the UK. Zipcar now operates in London, Oxford, Cambridge and Bristol and we're launching in cities across Europe (Barcelona, Madrid, Paris and Vienna so far). Zipcar positions cars across high-density residential and business districts. Each Zipcar member receives a smart 'Zipcard' which allows them to book and pick up any one of the vehicles in the fleet 24/7, 365 days a year.

Usage is charged in 30 minute units, with a minimum booking time of 1 hour at a typical rate of £6.00 per hour; a typical charge of £54.00 applies for a 24 hour reservation. Included in this price is insurance and 60-miles of free fuel per 24 hours. After that there is a typical mileage charge of 25p per mile.

## Using Zipcar

The Zipcar process has been designed to provide simplicity and little administration – there are no depots or deposits involved (headaches typically found with regular car hire). Once the person has become a member there is no further form filling required to hire a vehicle anywhere in the world.

Using Zipcar couldn't be easier: members let themselves in and out of the cars with their smartcard or by using the free Zipcar app. There is therefore no queuing for car collection /return.

They simply:

- Book online or via the iPhone/Android app or mobile internet site
- Identify their Zipcar
- Use their smartcard, or smartphone to unlock the door
- Check for damage
- Take the keys
- Use the fuel card to pay for petrol



1. join



2. reserve



3. unlock



4. drive



## Zipcar & Property Developments

Zipcar works with an ever increasing number of Property Developers, Transport Consultants and Housing Associations across the UK to:

- Increase the likelihood of gaining planning permission on a site
- Addressing specific Section 106 or Travel Plan requirements
- Reducing the need to provide costly private parking
- Act as a useful marketing tool to help sell properties with a limited parking provision

## A Green Transport Solution

A large proportion of your future residents may have a private vehicle, but may not really need one. They may commute to work using public transport and just have a car for occasional use. A relationship with the world's largest car sharing club would definitely assist in reducing the carbon footprint of your residents, provide a convenient and easily-used service, and save them a substantial amount of money.

Every Zipcar takes an average of 20 privately owned cars off the roads of the UK, because members often sell (or don't replace) a car when they join.

Zipcar is a service that benefits the whole community. We have found that car club members choose to drive a car less after joining Zipcar; the average car club member only actually clocks up between 403 and 414 miles a year which is significantly less than private vehicle owners. This is because they both make better use of public transport and think much harder about their transport options according to what they need to achieve and the cost associated with that decision.

Not only this but car club vehicles are typically between 10% and 33% more efficient in terms of carbon dioxide emissions per KM travelled, in comparison to the average car, because operators chose new and fuel efficient models.

## Development Viability

Zipcar has been operating in the borough of Camden since 2005 and is now working in partnership with the council to provide car clubs on-street to residents. We currently have 155 vehicles in the borough and over 7,100 members. The cars are performing well, being used approximately 8 hours a day.



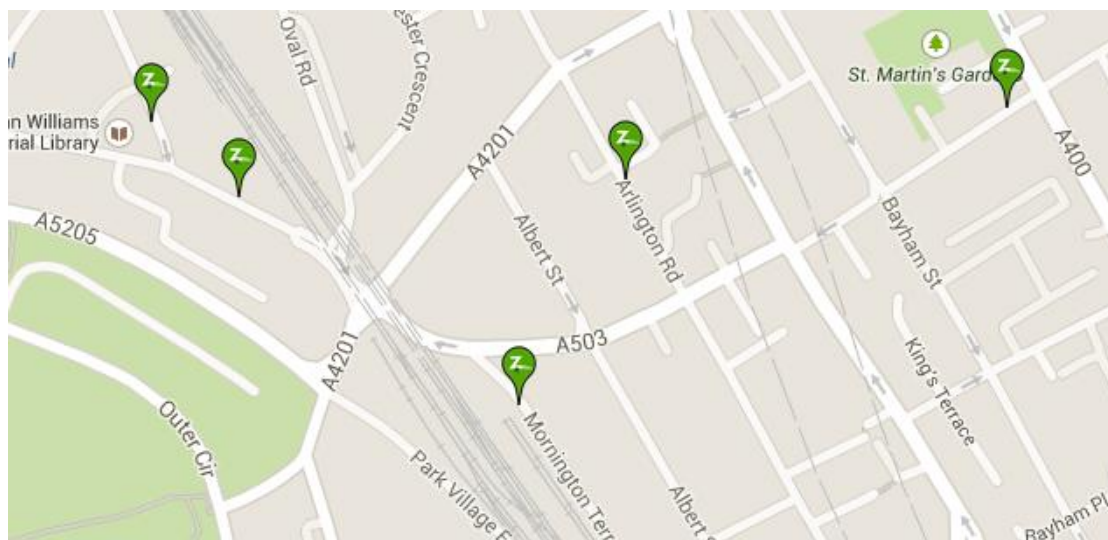
In our opinion a car club could work well at this location given support from the developer in the early phases of the development. The current proximity to local transport links is very good (approximately PTAL 6) which is encouraging for the car club's chances of success, as synergy with public transport links is a key contributor to good car club performance. This makes it likely that the residents of this development will not need a car for work – essential to the success of the scheme.

We have considered the high parking ratio on site and would have concerns regarding access to a vehicle parked in a secure, basement-level location, as all Zipcar vehicles need to be accessible to all members and require good phone signal for locking/unlocking procedures.

As the map below indicates, there is a very strong network of Zipcar vehicles in the vicinity of the development and as a result, Zipcar would not seek to immediately add further vehicles on site; the existing network is more than sufficient to meet the car club needs of residents. At the five locations highlighted below, there is a mix of 8 vehicles:

- 5x VW Golf
- 2x Vauxhall Corsa
- 1x VW Transporter

## Existing Network





## Marketing Package

### Option 1

A Zipcar welcome pack for each unit that entitles the occupier to 1 years' free membership (usually £49.59+VAT per annum) and £30 driving credit. This comes to a total contribution of £522.13+VAT for the 7 units detailed, which we would be prepared to discount by 10% to £469.92+VAT. This sum is to be paid prior to the date of first occupation.

### Option 2

A Zipcar welcome pack for each unit that entitles the occupier to 2 years' free membership (usually £49.59+VAT per annum) and £50 driving credit. This comes to a total contribution of £985.96+VAT for the 7 units detailed, which we would be prepared to discount by 20% to £788.77+VAT. This sum is to be paid prior to the date of first occupation.

In exchange Zipcar would commit to a contractual obligation to run the car club scheme at the development for 2 years after the completion of the final unit. This ensures that if a resident doesn't immediately require the use of a car club vehicle nearby, they will still be able to redeem the membership offer up to 24 months prior to the development's opening.

Zipcar will also provide 1 year's free business account (usually £119) for any commercial entity operating from or in conjunction with the site at no further cost to the developer.

## Marketing Proposal

A free membership to Zipcar is an excellent marketing tool to utilise with prospective buyers who, due to low parking ratios and parking restrictions, are unable to have their own vehicle on site. We would market the free memberships as a benefit paid for by the developer that provides residents with a cheaper, greener more convenient alternative to private car ownership. In this way Zipcar adds real value to the development and is an excellent solution to the recurring problem of prospective residents not being able to have their own vehicle on site due to a lack of space.

Zipcar would promote its service to the residents of the Solstice Point development through a number of ways.

**Bespoke marketing material:** This would outline the offers your residents are entitled to. We find that this is crucial in generating early interest in the scheme; these would be part of

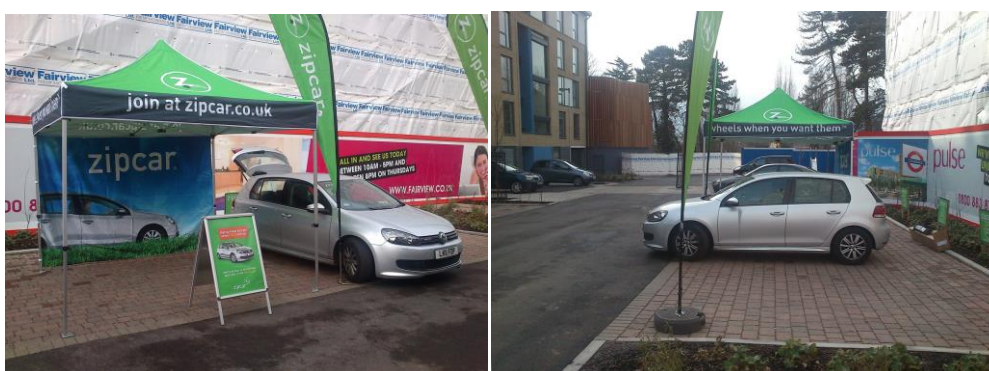


each residents welcome pack. Additionally we would recommend that a mail shot is sent at a later date reminding residents of the service.

**Advertising within the development:** Zipcar would advertise within the development itself through posters and leaflets in communal areas.

**Launch day event:** Our promotions team are very experienced and have a number of fun and exciting ways to inform residents of the fantastic deal that the developer has secured for them. Techniques used by our promotions team include inflatable cars, balloons, banners and laptops that allow our team to show new members how the service works and assist in helping them sign up.

This approach would have the most impact if conducted at any open days or community events within the development.





## Vehicle Mix

Zipcar has a vehicle type for every occasion. This will ensure that your residents get the best possible service, and can find a vehicle to suit their needs. Zipcar membership also includes Zipvan membership – providing our members with convenient access to larger vehicles when required.



*Fuel, insurance and 60 free miles per 24 hours are included. Additional miles are 25p per mile (29p for premium vehicles and vans).*

## Rates & Models

Model	Weekday	Weekend
	Hourly / Daily	Hourly / Daily
Polo / Corsa / Up	£6 / £54	£7.50 / £65
Golf / Ampera	£7 / £64	£8.50 / £75
Audi A3	£8 / £74	£9.50 / £85
Touran	£10 / £94	£11.50 / £105
Transporter	£10 / £89	£11.50 / £105