

Expansion of Kingsgate Primary School and Redevelopment of Liddell Road

School Draft Travel Plan

Submitted in support of
Application 01 for Phase 01
December 2014



Expansion of Kingsgate Primary School and Redevelopment of Liddell Road

School Draft Travel Plan

Prepared for

London Borough of Camden

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1.0 Introduction

Alan Baxter & Associates LLP have been appointed by Maccreevor Lavington as movement and transport advisors to support the proposals for a mixed use development at Liddell Road, West Hampstead. This Framework School Travel Plan has been prepared to accompany a detailed planning application for the regeneration of Liddell Road and should be read in conjunction with the Transport Assessment (TA).

This Framework Travel Plan has been prepared for discussion and agreement with the transport development control officers at the London Borough of Camden (LBC). It is expected that the Travel Plan will ultimately be secured through a section 106 agreement associated with the planning consent. The final version will have updated and agreed targets and measures necessary to achieve sustainable travel objectives for the development.

This document has been prepared with the aim of promoting sustainable modes of travel for staff, pupils, parents and visitors, by reducing their reliance on private car use and reducing the number of vehicles on the local road networks.

This Travel Plan covers the following Kingsgate School user groups:

- Staff
- Pupils
- Parents / Guardians
- Visitors
- Deliveries and Servicing

This travel plan will provide an opportunity for staff, pupils, parents and visitors of Kingsgate School to make smarter travel choices, take healthier forms of travel, enjoy a better work/life balance and reduce carbon emissions caused through travel.

1.1 Overview

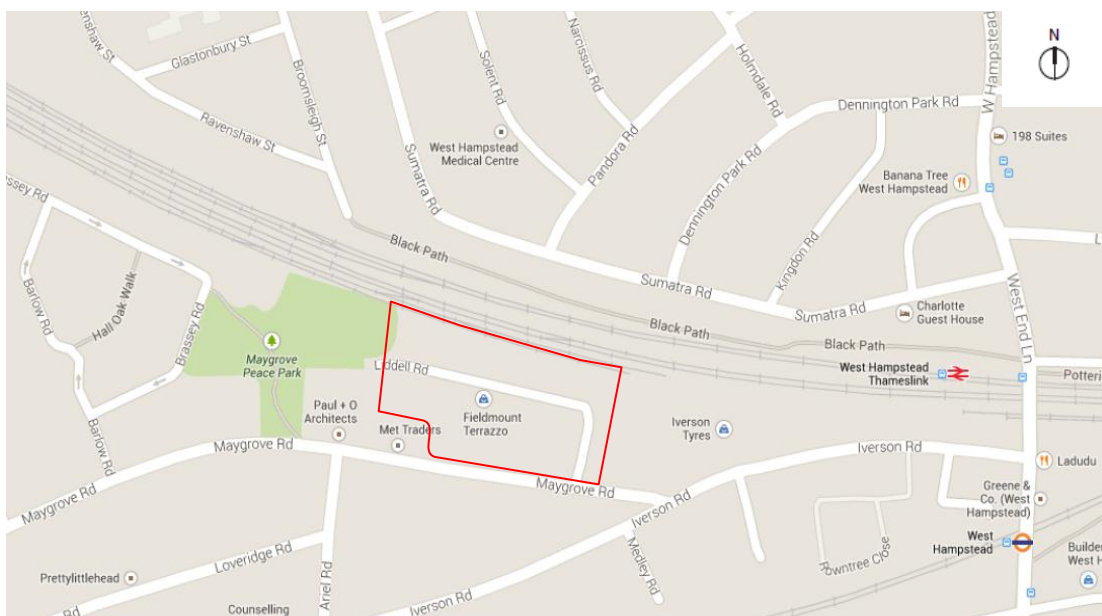
Liddell Road is located in West Hampstead, North West London in the Borough of Camden and is situated to the west of West Hampstead Thameslink Station (see **Figure 1.1** below). The wider area of the site is largely residential with retail and community facilities located on West End Lane to the east and Kilburn High Road to the west. Immediate to the site, the area is residential but within close proximity to many local amenities such as a public library, police station, and several places of worship.

The site is bounded by rail lines to the north, a light industrial estate to the east, Maygrove Road to the south and Maygrove Peace Park to the west. The existing site has a single point of access via Maygrove Road and provides no access through to Maygrove Peace Park.

The site has excellent access to public transport as it is within walking distance to London Underground, Overground and Thameslink stations on West End Lane and Iverson Road. Similarly regular bus services run from West end Lane and Kilburn High Road connecting the site to surrounding neighbourhoods and Inner and Outer London.

Liddell Road forms the spine of the site its-self providing access to the small light industrial estate (GDO use class B2/B8) which currently occupies the site, known as Liddell Road Industrial Workshops. Three large warehouse units accommodate approximately 33 units / workshops. The units are set back approximately 10m from the road creating a large forecourt area on either side. The forecourt areas accommodate the operational needs of each unit and provide a large area for parking.

Figure 1.1 - Location Plan



1.2 Development Proposals

The development proposals comprise removal of the existing light industrial estate to enable a new mixed use development to be constructed. The new development will comprise the following elements:

- **School** (D1 use): 4 form entry infant school (Nursery, Reception, Year 1 and Year 2) with up to 400 pupils and a floor area of 2392 sqm (GFA). The new infant school will become part of the existing Kingsgate School which will then operate over two sites.
- **Residential** (C3 use): 106 units comprising a block fronting onto Maygrove Road (approx. 66 units) and a block within the site (approx. 40 units).
- **Commercial space** (B1 use): Up to 3700 sqm (GIA) some of which has the potential to be a light industrial use.

It is proposed that the development will be brought forward in two phases;

- **Phase 1** – Kingsgate Infant School
- **Phase 2** – Residential and Commercial Uses

A plan of the site proposals and phasing is included in the TA. Separate planning applications have been prepared for each phase of development. A detailed summary of the development proposals and access strategies at the development are included in the Transport Assessment.

To accommodate the new development, a series of public realm and traffic calming measures are proposed primarily on Maygrove Road to mitigate the transport impacts the development, particularly movement to and from the school. The proposals are summarised below:

- Reducing pedestrian crossing distances
- Relocation of the existing zebra crossing on Iverson Road
- Additional dropped kerbs and tactile paving
- Widening of footways
- Increasing signage
- Additional raised junction tables
- Additional speed tables

It is proposed that Kingsgate School, across both school sites, will be 4-from entry for up to 880 pupils aged between four and 12 years, employing 100 staff. Upon completion of the new school facility at Liddell Road, Kingsgate School will operate across two sites; the infant years at Liddell Road (400 pupils) and the juniors at Kingsgate Road (480 pupils).

It is approximated that 130 family groups / households will be affected by the school operating across two sites. The school start times are to be staggered to accommodate affected households. The junior school hours for the Kingsgate Road site are 08:30 - 15:00 and the infant school hours for the Liddell Road site are 09:00 – 15:30.

Breakfast / early work clubs run from 08:10 and after school clubs until 16:40 for both sites, and external play centre accommodates further after school club until 18:00.

1.3 Policy Context

There is a range of national, regional and local policy and guidance documents that outline the planning policy framework for the proposed development within Camden. The TA prepared for in support of the detailed planning application for Liddell Road provides a broad summary of the most relevant documents and policies.

1.4 Overview of Draft Travel plan

The report is structured into a series of chapters which are outlined below:

Chapter 2 – Existing Sustainable Travel Conditions

Chapter 3 – Access Strategy

Chapter 4 – Trip Generation

Chapter 5 – Travel Plan Management

Chapter 6 - Objectives and Targets

Chapter 7 –Measures

Chapter 8 – Monitoring and Reviewing

Chapter 9 - Action Plan

2.0 Existing Sustainable Travel Conditions

2.1 Walking

General Context

The area around the site is generally characterised by a good walking environment. Pedestrian facilities are provided throughout the area. Pavements tend to be of the appropriate width in most instances and there are good crossing facilities, at signalised junctions or in the form of zebra crossings. Some specific places seem to suffer from poor maintenance, however overall the area consists of a pleasant walking environment, characteristic of a residential urban area.

Walking isochrones within the TA illustrate that within a 10 minute walk the site has good access to surrounding residential areas, shops on West End Lane and Kilburn High Road and several key transport nodes within a 10 minute walk of the site - West Hampstead Thameslink Station, West Hampstead Overground, Kilburn Underground Station.

A Public Realm Assessment was undertaken in July 2014 providing a broad qualitative assessment of the area around the site and around Kingsgate School to the south. The local pedestrian environment is generally in good condition and with proposed public realm and traffic calming measures improves movement between the site and local transport nodes. The full Public Realm Assessment is included in the Transport Assessment.

2.2 Cycling

The site sits in a fairly central location within London, where many local facilities on West End Lane and Finchley Road are easily accessible including; multiple strategic public transport nodes, Kilburn High Road; and several residential areas. The cycling isochrone within the TA illustrates the range of cycling amenities within a 15min cycle. The residential roads within the area are relatively quiet and offer a safer route to cycle than the main roads in the same area.

2.3 Public Transport Accessibility

Liddell Road is located in a residential area between Kilburn and West Hampstead with excellent proximity to national rail, overground, underground and bus services. The development site has a Public Transport Accessibility Level (PTAL) of 5 (High) based on the methodology set out by TfL.

2.4 Buses

Within a 10 minute walk, the site benefits from a good public bus network. Table 2.1 below summarises the services within the area.

Table 2.1 - Local Bus Services

Stop	Route	Destination	Service	Peak Hour Frequency
West Hampstead Station	C11	Brent Cross	18HR	8
		Archway		9
	139	Golders Green Chelsea Worlds End	24HR	9 9
Kilburn Station	16 / N16	Victoria	24HR	6
		Cricklewood Broadway		6
	32 / N16	Edgware	24HR	10
		Kilburn Park		10
	189	Oxford Circus Brent Cross	24HR	9 7
316	White City Cricklewood Broadway	19HR	7 7	
332	Paddington Brent Park Neasdon	18HR	8 8	

These services connect surrounding residential neighbourhoods to West Hampstead station as well as other Overground and Underground stations in the wider area. Further afield, they link the site to several destinations within Central and Outer London.

2.5 London Underground and Overground

The site benefits from good Underground and Overground connections to Inner London and parts of Outer London. West Hampstead Underground and Overground stations are situated within 50m of each other on West End Lane, providing a valuable modal interchange.

The Overground provides links to areas to the west and north-east of London. There are regular services (3 per hour) throughout the day to Clapham Junction, Richmond, and Stratford, as summarised in **Table 2.2**.

Table 2.2 - Local London Overground Services

Destination	Service	Peak Hour Frequency
Richmond	06:00 – 00:00	4
Clapham Junction	06:00 – 23:00	4
Stratford	06:00 – 00:00	8

These are complemented by the Jubilee Line Underground service, which has services terminating at Stanmore to the northwest and Stratford to the east providing direct connections to Waterloo and London Bridge. The Jubilee line services are summarised in **Table 2.3**.

Table 2.3 - Local London Underground Services

Destination	Service	Peak Hour Frequency
Stanmore	05:00 – 01:00	28
Stratford	05:00 – 00:30	28

2.6 National Rail

Located within 10 minutes' walk of the site, West Hampstead Station provides regular Thameslink and Southeastern services (three per hour) to the north and south of London. To the north services run to St Albans, Luton and Bedford; and to the south services run to Sutton and Brighton. Table 2.4 summarises the services from West Hampstead.

Table 2.4 - Local National Rail Services

Destination	Peak Hour Frequency (mins)	Journey Time (mins)
Sutton (Surrey)	10-15	60
Brighton	30	90
Bromley South	15-20	50
Seven Oaks	30	80
St Albans	10	15
Bedford	30	60
Luton	10-15	40

The services running south provide a direct route into Central London and key strategic destinations such as St Pancras International, Blackfriars, Farringdon and Gatwick Airport.

2.7 Parking

The site and the surrounding streets are covered by Controlled Parking zones (CPZs). Maygrove Road is in CPZ zone CA-Q; variations of CA-Q are located south of the Thameslink Line, west of West End Lane and north of Quex Road. CA-Q operates Monday to Saturday 08:30 – 18:30.

Immediately adjacent to the site on Maygrove Road along the northern kerb line are combined Pay and Display and resident permit parking bays. Elsewhere on Maygrove Road, Ariel Road and Iverson road there are generally resident permit holder bays. The variation of CPZ zones limits the geographical area from which people will be able to drive and park within the vicinity of the site.

The total parking capacity across the area surveyed is 233 spaces; the average parking occupancy is a maximum of 75%. On Maygrove Road in the AM peak, PM peak and during the evening there is an average of 5 pay and display spaces unoccupied. In the AM peak there are 21 residential parking spaces unoccupied; in the PM peak 26 are unoccupied and 18 are unoccupied in the evening. Similar patterns of occupancy are demonstrated in Ariel Road and Iverson Road.

2.8 Transport Survey Summary

Traffic and parking surveys were undertaken within the vicinity of the site and at the existing Kingsgate School in early July 2014. Below is a brief summary of the key results, with a full summary provided in within the TA.

In total, there were 198 per family group responses to the questionnaire representing 330 children, representing an average of 1.7 children per family group. Fifty-five of the families who responded have children in both the infant grouping and the junior grouping, representing 27%.

The modal split of family groups travelling to school is summarised in **Table 2.5** below. A total of 86% of trips are by sustainable modes, using walking as the final mode. Of those travelling by car, the majority live in the West Hampstead area and are within 15-20 minute walk of the school. The majority of those travelling by car, 62% had children attending reception and/or nursery and 27% had three or more children attending the school.

Table 2.5 - Family Group Modal Split

Car	Pedestrian	Public Transport
14%	74%	12%

A survey of staff travel to school (conducted by the school on 04/11/14) is summarised in **Table 2.6** below. Similar to the pupils, 12% arrived by car and 88% arrive by sustainable modes with 81% walk as their final mode.

Table 2.6 - Staff Modal Split

Car	Cycle	Walking	Public Transport
12%	6%	33%	48%

3.0 Access Strategy

3.1 Walking

As the Transport Survey demonstrates, arriving to the site on foot will be the primary mode of access. Two access points to the development proposed which will improve site permeability and walking connections to the west. The proposed public realm and traffic calming measures improves movement between the site and local transport nodes.

Inter-School Travel

It is anticipated that many of the school's pupils/parents/carers are to travel between the two sites on foot. There is no direct route between the sites, and the pedestrian must take a number of streets to make this trip.

The most convenient pedestrian route between the two sites is illustrated in **Figure 1 - Appendix 1** and summarised below:

Kingsgate Road > Sherriff Road > West End Lane > Iverson Road > Maygrove Road

The route is 0.7 miles in length, approximating to a 15 minute walk. The physical boundary constraint that the Jubilee Underground and London Overground lines dictate that travelling between the two school sites requires use of West End Lane. Although in recent years Camden Council reduced the speed limit from 30mph to 20mph, it is this section of the route which is the most uncomfortable to walk along. Mitigation of the environment is restricted by the cross section of the street, particularly at rail over bridges.

It has been recommended that pedestrian way-finding along these routes be improved through enhanced signage. Additional directional signage is proposed at key locations displaying information of distance or approximate travel time to inform parents or carers travelling between the two school sites.

A range of options have been discussed with Lorraine Hinds (LBC School Travel Plan Officer) and Shelley Dunbar (Kingsgate School) which can be discussed and developed in co-ordination with Kingsgate School and Camden Council. These include the introduction of a series of site specific way-finding measures which are informative for an adult but stimulating for the school pupils. Additional directional signage is proposed at key locations displaying information of distance or approximate travel time to inform parents or carers travelling between the two school sites.

3.2 Cycling

Secure cycle facilities, in accordance with the London Plan would be provided as an integral element of all the new blocks on the site. These would be for use by residents, office workers and employees of businesses located on the site.

Within the public realm of the development a number of cycle stands would be provided in the key public spaces and at other important locations around the site, for example in the vicinity of the junction of the new site access for use by visitors to all the different facilities located at the development.

It is assumed that the majority of children travelling to school on bikes will do so on the footway. Improvements to the walking environment will be relevant for children on bike journeys. There is potential for some children to be brought to school by bike i.e. children carriers fixed to an adult bike. This is possible for nursery, reception and perhaps year 1 aged children. West End Lane is a signed

route but presents the most uncomfortable environment for cycling. Other quieter routes; Maygrove Road, Hemstal Road and Sherriff Road are recommended by cyclists.

3.3 Public Transport

The majority of access to and from the site will be by public transport. Both the walking and cycling strategy propose an improved connection to West Hampstead stations which would be the main bus and train hub for users of the site, approximately a five minute walk away. The three stations and the public transport options they provide to the surrounding area are of value to the site.

The northbound bus stand adjacent to the Thameslink station on West End Lane has the capacity to incorporate a bus shelter with seating and real-time information.

Both the stops at Kilburn Lane Station are sheltered, have seating, and provide both timetable and real-time information.

3.4 Parking

Vehicle Parking

Based on advice in Camden's SPD, and various pre-application meetings, two operational parking places, 1 disabled staff bay, and 1 disabled visitor bay is proposed on site for school use. The disabled visitor bay is to be shared with the commercial element of the site.

The operational parking for the school is above what the standard permits as a maximum but is necessary in order for the school to function across two physical sites.

Cycle Parking

The cycle parking requirements are proposed in accordance with Camden Development Polices (2010). A total of 202 cycle parking spaces are proposed across the whole site. Thirty of which are proposed for the school; 10 for staff and 20 for visitors. In addition to the cycle parking 60 children scooter spaces will also be provided within the school grounds.

3.5 Vehicular Access

The primary access to the development would be from a new access on Maygrove Road at the western end of the site. This will act as the primary vehicle access to the different elements of the development for servicing, refuse collection, drop off/pick up and to disabled/visitor disabled parking spaces. It is proposed that the new access be managed using a dropped bollard which will restrict traffic during school hour pick up and drop off times. Raising and lowering of the bollard will be the responsibility of school staff.

Secondary access to the site is via the existing Liddell Road access. The two school operational parking will be located on this access and it will also be used for occasional vehicle access into the school playground public realm. A sliding gate is proposed to segregate the access from the school playground public realm.

The addition of a school on Maygrove Road would require the introduction of a series of warning signs and road markings. Pedestrian warning signs would be located along Iverson Road and Maygrove Road on the approach to the site and road markings to enforce parking restrictions should be introduced at both site accesses in agreement with LBC.

3.6 Delivery and Servicing Strategy

Servicing of the site is to be mainly for deliveries and refuse collection. The broad strategy is for this activity to be undertaken from in the western public realm space within the site with access from Maygrove Road.

Five deliveries per day are estimated for the school based on servicing levels at the existing Kingsgate School. A preliminary tracking analysis for servicing routes within the development has been undertaken for a 7.5m fire tender and an 11.3m refuse truck. The tracking analysis is discussed in greater detail within the TA. It has been demonstrated that both the new and existing site accesses can accommodate emergency and refuse vehicle movements.

Methods to inform suppliers of delivery instructions and locations will be produced as part of occupier's individual Travel Plans. A formal delivery and servicing plan will be produced post consent, secured by condition.

4.0 Trip Generation and Distribution

An assessment of the transport impact of the development has been undertaken for 2016 when it is expected that the development will be complete. A Transport Survey was carried out in June 2014 to establish a base level of traffic flow.

The peak travel hours associated with the school will be 08:00 – 09:00 in the AM and 15:30 – 16:30 in the PM. the large majority of Family Group trips to and from the site occurring in a 15 minute window either side of the school hours.

As can be seen in **Table 4.1** overleaf, the majority of trips to school will be by sustainable modes with only car 31 trips being made in each peak period, with 28 of those trips occurring in the 15minute peak either side of school hours. It should be noted that a Family Group is considered as 1.7 adult per child. A detailed methodology of school trips is included within the TA.

The trip generation is based on existing movement patterns but does not take account of some Family Groups having children in both the infant and junior schools which will be on separate sites. The opening hours of the different sites will be staggered to facilitate movement between the two.

It is likely that the split in the two school sites will result in some additional car trips. It has been assumed that 10% of the 130 Family Groups affected by the split would choose to use a car instead of a sustainable mode. This would generate an additional 13 car trips and it is assumed a corresponding reduction in walking trips.

Table 4.1 –School Trips by Modal Split

Family Group Modal Split

	Time (Mon-Fri)	Walking		Bus		Car		Cycle		Underground		Rail (Ex. Underground)		Taxi		Total		
		Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	
Morning	0730-0800	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0800-0845	16	16	2	2	3	3	0	0	0	0	0	0	0	0	0	21	21
	0845-900	159	159	20	20	28	28	2	2	1	1	3	3	1	1	215	215	
Afternoon / Evening	1530-1545	159	159	20	20	28	28	2	2	1	1	3	3	1	1	215	215	
	1545-1700	8	8	1	1	1	1	0	0	0	0	0	0	0	0	11	11	
	1700-1800	8	8	1	1	1	1	0	0	0	0	0	0	0	0	11	11	
Period Total		175	175	21	21	31	31	2	2	1	1	4	4	1	1	236	236	

Staff Modal Split

	Time (Mon-Fri)	Walking		Bus		Car		Cycle		Underground *		Rail (Ex. Underground)		Taxi		Total	
		Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep
Morning	0730-0800	13	0	4	0	0	0	2	0	16	0	0	0	0	0	35	0
	0800-0845	6	0	2	0	0	0	1	0	7	0	0	0	0	0	15	0
	0845-0900	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Afternoon / Evening	1530-1545	0	4	0	1	0	0	0	1	0	5	0	0	0	0	0	10
	1545-1700	0	7	0	2	0	0	0	1	0	9	0	0	0	0	0	20
	1700-1800	0	7	0	2	0	0	0	1	0	9	0	0	0	0	0	20
Period Total		19	18	6	5	0	0	4	4	23	22	0	0	0	0	50	50

* Underground and Rail combined

5.0 Travel Plan Management

5.1 Overview

A Travel Plan is an active, dynamic document that requires a detailed strategy for its implementation. It will also require continued updating throughout its life, as aspects of the development change and evolve. This chapter details who will be responsible for the management of the plan, how different occupiers of the development will work together to ensure the Travel Plan successfully achieves its targets and the plan will be implemented.

5.2 Travel Plan Structures

Responsibilities of the School

The school will appoint a Sustainable Travel Manager (STM) who will take the lead for implementing the Travel Plan. The STM will undertake this role on a part time basis and their responsibilities will include:

- Management and implementation of the Travel Plan
- Coordinating all promotional and marketing materials
- Monitoring of the Travel Plan
- Evaluating progress towards Travel Plan targets and producing progress report
- Carrying out an initial baseline travel survey within three months of occupation

5.3 Funding

Funding for the STM, Travel Plan measures, and the monitoring programme will be secured through a Section 106 Agreement or unilateral undertaking. The budgets for these measures will be discussed and confirmed with LBC and confirmed in due course.

6.0 Objectives and Targets

6.1 Objectives

The overarching principle of this Travel Plan is to promote sustainable modes of travel for staff, pupils, parents and carers of the school by reducing their reliance on private car use. To achieve this aim, this Travel Plan has the following key objectives:

- To encourage carbon-neutral travel (walking and cycling) as the first choice for trips to/from the development
- To reduce reliance on the use of private cars/taxis, while still providing access for disabled residents
- To encourage car sharing or car trips by multiple occupants rather than driver-only car trips
- To promote and support active and healthy travel
- To promote the use of public transport to/from the school
- To minimise congestion and associated impacts
- To reduce the overall need to travel

To facilitate this, appropriate targets should be set, relating to a package of measures, which can then be monitored to show performance in achieving the objectives of the Travel Plan. These objectives are in line with the National and Regional and local policies outlined within the TA.

6.2 Targets

Targets are essential for monitoring the progress and success of the Travel Plan and should be “**SMART**” – Specific, **M**easurable, **A**chievable, **R**ealistic and **T**ime - related.

Targets come in two forms:

- **AIM** type targets are quantifiable and generally relate to the degree of modal shift the Travel Plan is seeking to achieve.
- **ACTION** type targets are non-quantifiable actions that need to be achieved by a certain time

Aim Targets

A good way of measuring performance is through mode split. The objective being to encourage modal shift away from single occupancy car use, towards a greater proportion of shared car trips and journeys made by walking, cycling and public transport. This framework Travel Plan therefore proposes draft targets for modal shift in **Table 6.1**, which will be agreed in consultation with the local authority and reviewed on a regular basis. The aim should be to achieve this mode split target by 2020.

Table 6.1 - Targeted Modal Split

	Pedestrian	Bus	Car	Cycle	Underground	Rail (ex. Underground)	Taxi
Survey Results	147	18	26	2	1	3	1
Modal Split	74%	9%	13%	1%	1%	2%	1%
Target Modal Shift	1%	2%	-8%	0%	2%	3%	0%
Target Modal Split	75%	11%	5%	1%	3%	5%	1%
%Change in number of trips	1%	22%	-61%	0%	396%	198%	0%
Actual Change in Number of trips	2	4	-16	0	4	6	0

It should be noted that due to the location of the site within London and the relation to public transport, there will be inherently high levels of sustainable movement patterns. The mode split is estimated based on interviews undertaken as part of the transport surveys. The starting point for agreeing appropriate modal shift targets will be the baseline survey of movement patterns to be undertaken within three months of full occupation.

Action Targets

Action type targets are non-qualifiable actions that need to be achieved by a certain time. Therefore these targets have no numerical values but each target can be assessed by its own method. Action type targets will be devised by the STM for the site once the Travel Plan is live. Note: The Travel Plan will be secured through the Section 106 Agreement.

7.0 Measures

In order to achieve the ambitious modal shift targets set out above, a package of concrete measures will need to be put in place. The performance of these measures should be reviewed on a regular basis and their overall success measured against the targets set.

Commitment to a final set of measures will need to be agreed through the negotiation of planning obligations and conditions, but it is expected that these could include the following:

7.1 Walking

It is recommended that the measures for pedestrian include:

- Provision of raised junction tables that are flush with the footway to increase safety by more effectively integrating the pedestrian and road environments.
- Provision of accessible crossings for the visual impaired pedestrian through tactile paving.
- Personal devices to encourage walking such as personal alarms and/or “step o meters’ to be available on request.
- Coffee mornings with parents to encourage sustainable modes of travel.
- Pedestrian skills training.
- Weekly promotion of walking via incentive strategies e.g. a ‘Walk on Wednesday’ club, walking badges, pedometer challenge.
- Information on pedestrian routes to and from the site for staff, pupils, parents and visitors to be provided in travel information packs.
- Promotion of a ‘walking bus’, dependant on parent / pupil demand and organisation.
- Pedestrian signage indicating the distance and direction of West Hampstead Rail/Underground/Overground Stations to be provided to encourage multi modal trips.
- Themed pedestrian signage appropriate and stimulating for pupils.
- Liaison with Camden to advance any maintenance of pedestrian routes in the vicinity of the site, including issues with lighting and personal security.
- Provision of School Crossing Patrol Service at key crossing points within the vicinity of the site.

7.2 Cycling

The measures for cyclists include:

- Cycle training provided for teachers, skills incentivised by merit system.
- Cycle/Scooter assemblies promoting the use and safety.
- School raffle to win scooter.
- The usage level of cycling will be monitored and if demand for cycle parking facilities exceeds supply, further cycle parking facilities should be provided.
- It is recommended that a Cycle to School Scheme be included as part of employers Travel Plans. Schemes should offer opportunities to purchase discounted cycling equipment.
- Information to be provided on cycle routes to and from the site for staff, pupils, parents and visitors to be provided in travel information packs.
- During the first year of the Travel Plan a survey will be undertaken to establish if there are any problems with the cycle parking facilities.
- The STM will establish a Bicycle Users Group (BUG) to be set up. This will enable collaboration between all cycle users and link to cycling events such as Bike Week.
- BUG, Travel Plan Coordinators and Travel Plan Champions, will take active steps to encourage cycling by providing ongoing reviews of parking, changing facilities and equipment storage. Additionally if there is sufficient interest, bicycle safety training courses, pool bikes, mobile bike maintenance teams and other schemes to encourage will be provided. Where possible these schemes should be provided at a discounted rate.
- Liaison with Camden Council to promote any maintenance of cycle routes in the vicinity of the site, including issues with lighting and personal safety.

7.3 Public transport

The measures for public transport users include:

- Public transport used for school trips.
- Guaranteed Ride Home service could be provided offering staff that travel to school using public transport a free lift home in an emergency at the discretion of the STM, (this will apply to situations such as illness or adverse weather conditions).
- Bus countdown timers could be provided at the existing bus stops on West End Lane.
- The development is located in an area of high public transport accessibility (PTAL 5). Nonetheless all staff, pupils, parents and visitors will be provided with information on the location and frequencies of public transport as part of a travel information pack.
- Every 12 months after the implementation of the Travel Plan, the STM will review the performance of public transport in the area to meet the development user's needs. This will include looking at timetables, routes, information, maintenance and accessibility. After this review a representative will be appointed to liaise with TfL, London Underground, London Buses, Brent Council and Westminster Council with any matters arising.

7.4 Managing Car Use

Public parking provision within the vicinity of the site is generally low to encourage sustainable travel choices. Only essential parking spaces are to be provided on-site; 1 disabled staff, 1 disabled visitor and 2 operational spaces. Kingsgate School have experienced issues with parking within the vicinity of the existing school site, during pick-up / drop-off periods. It is proposed to have the presence of a parking enforcement officer at pick-up / drop off hours at the beginning of each term to provide strict enforcement and to act as a deterrent to prohibited parking.

7.5 Deliveries and Servicing

Deliveries to the site will be accommodated within the shared space to the west of the site. Methods to inform suppliers of delivery instructions and locations such as the use of maps with loading bay locations and restrictions to be produced as part of the final Travel Plan.

7.6 Reducing the Need to Travel

All staff are who likely to be recruited locally, which will allow staff to use active modes to travel to work. Staff will be offered free personalised travel sessions with the STM.

7.7 Promotion and Awareness

Sustainable travel plan information packs to be produced by the STM should include:

- Location map of the site highlighting the travel related facilities such as bus stops, cycle parking, car parking
- Assemblies promoting sustainable travel modes
- Safety and citizenship talks
- Junior citizen event
- Parent induction meetings
- Cycling maps showing local facilities and routes
- Local public transport travel information including fares and timetables
- Information on specific initiatives such as 'Walk to School' week
- Information on local road cycle training schemes
- A feedback form; the STM will be responsible for analysing the feedback forms and updating the welcome packs to take account of changes in the travel plan or travel conditions of the site.

The travel information packs should be updated frequently to take account of changes to the travel environment of the site.

8.0 Monitoring, Reviewing and Action Plan

8.1 Monitoring

A travel plan requires monitoring, review and revision to ensure it remains relevant to this site and its' users. As part of the section 106 agreement or unilateral undertaking, the monitoring regime will have a minimum period of 2 years after full occupation of the school. Full occupation is assumed to be 2020.

Within three months of the school opening (2016) initial travel surveys will be carried out to provide baseline data for the site. Further travel surveys shall be undertaken yearly to allow monitoring of the modal split targets contained within Chapter 4 of the Travel Plan. The STM will be responsible for overseeing these monitoring programmes, organizing the surveys and processing monitoring reports. The results of the surveys will become the baseline modal split against which specific Travel Plan Targets will be set. These will be agreed with LBC.

In years 1, 3, and 5, in addition to multi – modal surveys other performance indicators will be reported including usage of the cycle parking, usage of cycle to work loans. Key achievements and headline facts will be used to continue the promotion of the travel plan. The monitoring report will be submitted to Camden Council and be available to any business or residents who wish to view it.

If at the end of the 2-year period the targets have not been met, then it will be necessary for the STM, to identify and implement new measures in order to achieve the Travel Plan targets. The development site will be re-surveyed on an annual basis until the targets have been met.

There would be the scope to continue the monitoring programme after the two year period to facilitate further improvement, though this would not be a legal requirement.

8.2 Review

The targets set out in Chapter 7 of this Travel Plan will be tested using surveys of staff, pupils and parents yearly following occupation of the school. A review of how well these targets are being achieved will need to be carried out. If the specified modal split targets are not being met, it may be necessary for the STM to identify and implement new measures in order to achieve the objectives set out in this Travel Plan.

9.0 Action Plan

Table 9.1 below is a summary of key actions to be carried out. The draft list is not exhaustive and should be reviewed and updated on a regular basis.

Table 9.1 Action Plan

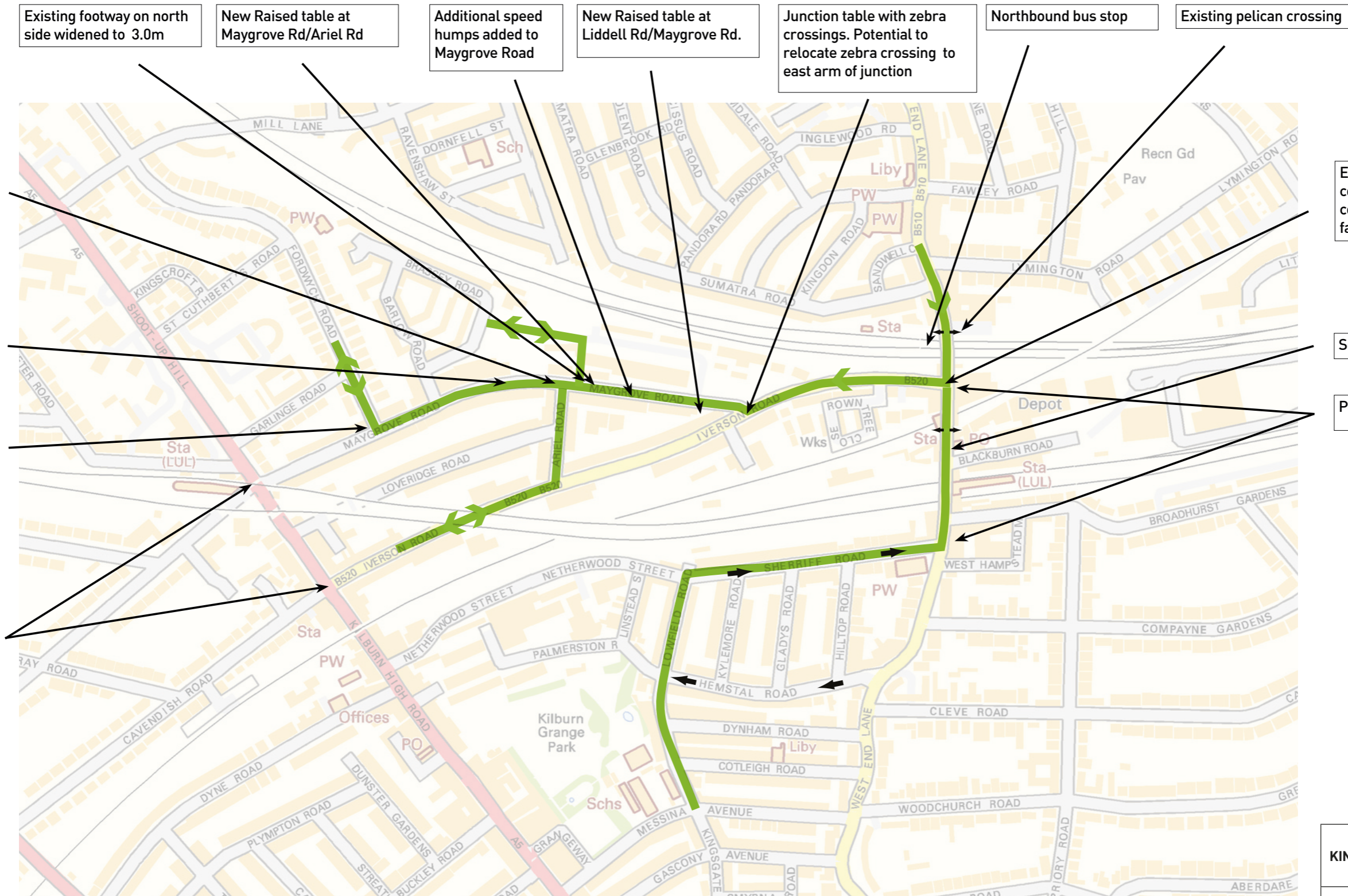
	Actions	When	Responsibility	When
1	Confirm STM	Before occupation	School Headteacher	Short Term
2	Install signage points and notice board	Before occupation	STM	Short Term
3	Prepare a comprehensive welcome pack for distribution to staff, pupils, parents and visitors.	One month before occupation	STM	Short Term
4	Undertake baseline travel survey	Within three months of initial occupation	STM	Medium Term
5	Produce and launch full travel plan	Within three months of initial occupation	STM	Medium Term
6	Establish cycling promotion campaign, events and training	Within six months of first occupation	STM	Medium Term
7	Regular meetings of the BUG	Quarterly	STM	Long Term
8	Regularly update welcome packs and distribute to occupiers	Ongoing	STM	Long Term
9	Produce and regularly update welcome packs and distribute to new occupiers	Ongoing	STM	Long Term
10	Liaise with LBC on transport issues	Ongoing	STM	Long Term
11	Regular meeting of the Travel Network	Ongoing	STM	Long Term
12	Engage with local authorities, other schools, public transport operators and sustainable transport advocacy groups to identify other measures	Ongoing	STM	Long Term
13	Carry out a survey, review targets and	After 2, 4 and 6 years	STM	
14	Carry out a survey, review targets and measures, and submit report to LBC	After 1, 3, 5 and 7 years	STM	Long Term

Appendix 1

Figure 1 – Transport Mitigation Proposals



Primary Walking Route



Existing junction with build-outs to be raised table

Additional speed hump added to Maygrove Road

Existing junction table

Pedestrian Information

Existing signal controlled crossing with controlled pedestrians facilities

Southbound bus stop

Pedestrian Information

KINGSGATE SCHOOL, LIDDELL ROAD	
TRANSPORT MITIGATION PROPOSALS	
1665/90	
NOVEMBER 2014	Alan Baxter