

Expansion of Kingsgate Primary School and Redevelopment of Liddell Road

Residential and Commercial Draft Travel Plan

Submitted in support of
Application 02 for Phase 02
December 2014



Expansion of Kingsgate Primary School and Redevelopment of Liddell Road

Residential and Commercial Draft Travel Plan

Prepared for

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Contents

1.0	Introduction	3
1.1	Overview.....	3
1.2	Development Proposals	4
1.3	Policy Context.....	5
1.4	Overview of Draft Travel plan	5
2.0	Existing Sustainable Travel Conditions	6
2.1	Walking.....	6
2.2	Cycling	6
2.3	Public Transport Accessibility.....	6
2.4	Buses.....	7
2.5	London Underground and Overground.....	7
2.6	National Rail	8
2.7	Transport Survey Summary.....	9
3.0	Access Strategy.....	10
3.1	Walking.....	10
3.2	Cycling	10
3.3	Public Transport	11
3.4	Parking.....	11
3.5	Vehicular Access.....	11
3.6	Delivery and Servicing Strategy.....	12
4.0	Trip Generation	13
5.0	Travel Plan Management	14
5.1	Overview.....	14
5.2	Travel Plan Structures	14
5.3	Travel Plan Timeline and Trigger Points.....	16
5.4	Travel Network.....	16
5.5	Funding.....	16
6.0	Objectives and Targets.....	17
6.1	Objectives.....	17
6.2	Targets.....	17
7.0	Measures.....	19
7.1	Pedestrians.....	19
7.2	Cycling	19
7.3	Public transport	20
7.4	Deliveries and Servicing.....	21
7.5	Reducing the Need to Travel.....	21
7.6	Promotion and Awareness	21

8.0 Monitoring and Review	24
8.1 Monitoring.....	24
8.2 Review	24
9.0 Action Plan	25
Appendix 1	27
Figure 1 - Location Plan.....	4
Table 2.1 - Local Bus Services.....	7
Table 2.2 - Local London Overground Services	8
Table 2.3 - Local London Underground Services.....	8
Table 2.4 - Local National Rail Services.....	8
Table 2.5 - Family Group Modal Split.....	9
Table 2.6 - Staff Modal Split.....	9
Table 4.1 - Commercial Trip Generation.....	13
Table 4.2 - Residential Trip Generation	13
Table 5.1 Thresholds for Travel Plans	15
Table 5.2 Anticipated Levels of Travel Plan required for Submission.....	15
Table 6.1 Modal Shift Targets	18
Table 9.1 Action Plan	25

1.0 Introduction

Alan Baxter & Associates LLP have been appointed by Maccreeanor Lavington as movement and transport advisors to support the proposals for a mixed use development at Liddell Road, West Hampstead. This Framework Residential and Commercial 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 users groups:

- Residents
- Employees
- Visitors / Customers
- Construction Workers
- Deliveries and Servicing

1.1 Overview

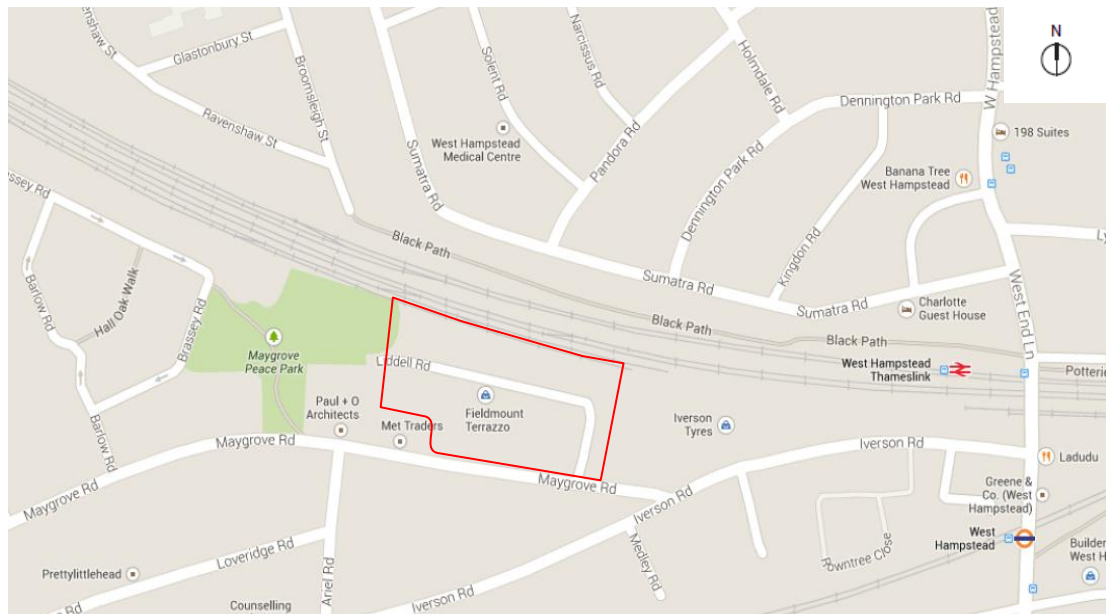
Liddell Road is located in West Hampstead, North West London in the Borough of Camden and is situated to the west of West Hampstead Thameslink Station (Figure 1). The wider area of the site is largely residential with retail and community facilities located on West End Lane to the east and Kilburn High 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 B8) which currently occupies the site, known as Liddell Road Industrial Workshops. Three large warehouse units accommodate approximately 16 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 - 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 4000 sqm (GFA) 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 TA.

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

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 Transport Assessment 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 - Objectives and Targets

Chapter 6 –Measures

Chapter 8 – Monitoring and Review

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	24HR	9
Brent Cross		7		
316	White City	19HR	7	
	Cricklewood Broadway		7	
332	Paddington	18HR	8	
	Brent Park Neasdon		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** below.

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.

Parking

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. In the evening there are between 50 and 60 spaces available across the three streets surveyed. At 12:30am there are 50 residential spaces available, 13 pay and display spaces.

2.7 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, for the commercial element 1 staff disabled parking space will be provided and 1 visitor disabled parking space will be provided but shared with the school. The residential element is car free other than 1 on street disabled bay on Maygrove Road.

Cycle Parking

The cycle parking requirements are proposed in accordance with Camden Development Polices (2010). A total of 122 cycle parking spaces will be provided for staff and residents and 10 visitor spaces.

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. School operational parking would 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 "KEEP CLEAR" road markings should be introduced at both site access.

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

An assessment of the transport impact of the development has been undertaken for 2016 when it is expected that the development will be complete. The peak travel hours associated with the residential and commercial element of the development will be 08:00 – 09:00 in the AM and 17:00 – 18:00 in the PM. **Tables 4.1 and 4.2** set out the trips expected to be generated by the commercial and residential elements of the development.

Table 4.1 - Commercial Trip Generation

	Cycle			Car Passengers			Pedestrian			Bus			Rail (Inc Underground)			Total People		
	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot
AM	2	0	2	0	4	4	21	2	23	4	0	5	41	4	46	72	7	80
PM	1	4	5	12	13	13	3	22	25	1	5	6	7	45	52	13	87	100
12HR	10	9	19	42	89	89	248	226	474	21	19	39	191	174	364	514	468	982

Table 4.2 - Residential Trip Generation

	Car Passenger			Pedestrian			Cycle			Bus			Underground			Rail			Total		
	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot	Arr	Dep	Tot
AM	0	2	2	4	22	26	1	2	3	1	2	2	8	12	20	2	3	5	16	42	58
PM	0	0	0	18	9	28	2	0	2	2	0	2	8	9	16	2	2	4	32	20	53
12HR	1	4	6	83	88	171	5	9	14	3	4	7	60	63	123	16	17	33	168	184	353

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 Site Management Company

The site management company will appoint a STM (Sustainable Travel Manager) who will take the lead for implementing the Travel Plan across the commercial and residential elements. The STM will undertake this role on a part time basis and their responsibilities will include:

- Management and implementation of the Travel Plan at a site wide level
- Coordinating and liaising with the Travel Plan Coordinators and Champions
- Offering general travel planning assistance to all site occupiers
- Coordinating all promotional and marketing materials
- Monitoring of the Travel Plan
- Evaluating progress towards the site-wide Travel Plan targets and producing progress reports
- Leading the travel network (see section 5.3)
- Ensuring that travel surveys are carried out; and,
- Liaising with LBC sustainable transport/travel plan officers.

The STM will also take responsibility for producing an individual Travel Plan for the residential element of the development (see section 2.5.2 below).

Responsibilities of Individual Occupiers

Within the proposed development, individual occupiers must undertake a commitment to produce a Travel Plan.

There are three different types of Travel Plan each with different levels of detail. These are:

- **Strategic level Travel Plan** - Relate to larger developments, which are potentially referable to the GLA
- **Local level Travel Plan** - Smaller developments that fall below the strategic level threshold but which typically employ 20 or more staff
- **Travel Plan statement of commitment** - for individual occupiers covered by a framework Travel Plan that fall below the local level threshold

An occupier must produce a Travel Plan, which has an appropriate level of detail and targets corresponding to the size of the organisation/business. The thresholds according to the latest TfL guidance are shown below in **Table 5.1**.

Table 5.1 Thresholds for Travel Plans

Category	Travel Plan statement of commitment	Local-level Travel Plan	Strategic-level Travel Plan
B1 including offices	Equal or Less than 20 staff	More than 20 staff but less than 2,500 sqm m	Equal or more than 2,500 so m
C3 residential	Equal or Less than 50 units	Between 50 and 80 units	Equal or more than 80 units

Based on the development proposals, **Table 5.2** contains the anticipated level of Travel Plans required for occupants of the site.

Table 5.2 Anticipated Levels of Travel Plan required for Submission

Occupier (land use)	Building	Expected Units/ GFA (sqm m) and Staff	Anticipated Levels of Travel Plan	Role of Travel Plan Lead
Residential Flats (C3)	Mansion and Taller Block	106 units (66 units and 40 units in separate buildings)	Strategic Level Travel Plan	Travel Plan Coordinator
Office (B1)	Commercial Building	Approx. 4000 sqm m	Dependent on size of occupiers. Likely to be Travel Plan statement of commitment	Travel Plan Coordinator

The individual occupiers' Travel Plans must contain sufficient detail to meet demands and challenges of their organisation and how best to implement a shift towards more sustainable travel.

Within each Travel Plan, a named coordinator/champion must be appointed within the occupiers' organisation, who will assume responsibility for enacting the plan. It is anticipated that the selected individuals should take this role on a part time basis alongside other duties. Please note the STM will fulfil the role of Travel Plan Coordinator for the residential units.

In particular the Travel Plan coordinator / champion will:

- Ensure travel information leaflets are produced and distributed to people within their organisational remit.
- Gain commitment and support from their organisation.
- Give advice on transport related subjects.
- Coordinate with other Travel Plan champions on the development for site wide issues.
- Attendance of the travel network's meetings every three months.

- Liaise with LBC sustainable transport officers for appropriate input from a range of public agencies including public transport, local planning authorities and other external bodies such as TfL.

5.3 Travel Plan Timeline and Trigger Points

The following will apply as the trigger points for the preparation of travel plans:

- Residential – when 25% of units are occupied;
- Commercial (Office/workspace) – when occupied by an organisation/business.

When each commercial organisation hits their trigger, they will have a period of three months to produce their own specific travel plan.

Each organisation/occupier will undertake an initial travel survey for their organisation within three months of occupation. This survey will provide the baseline mode split for the organisation against which their site specific travel plan targets can be set. In addition this survey will identify issues staff/residents/visitors have in regards to their journeys which can be addressed in the specific travel plans. The survey will also inform the aims and objectives of the travel plan.

The results of the specific surveys will be combined to produce an accurate phase wide baseline scenario.

Subsequent monitoring of each organisation/occupier travel plan will occur on the first, third and fifth anniversaries and each travel plan will aim to achieve its targets and aims within this five year period. The results from each travel survey will be combined to provide a development wide monitoring report.

Those travel plans which achieve their goals within their five year period will not require any further action.

If an organisation/occupier does not achieve its travel plan goals within the five year period, the travel plan will be extended indefinitely until the targets are achieved.

5.4 Travel Network

A travel network will be established as forum for occupiers to help support and sustain measures of the Travel Plan. The STM will chair this group and membership of the travel network will be compulsory for all occupiers of the site who will sign an endorsement plan as part of their site lease. Meetings will be held at least every three months and each occupier will be represented at the travel network by their Travel Plan champion/coordinator. Representatives from LBC will also be invited to attend.

5.5 Funding

Funding for the STM, Travel Plan champions and coordinators, Travel Plan measures, and the monitoring programme will be secured through a Section 106 Agreement. 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 by reducing their reliance on single occupancy vehicle trips and to widen choices for residents, staff and all other site users. This will work towards reducing the impact of the development on the local highway network.

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.
- To promote and support active and healthy travel.
- To promote the use of public transport to/from the development.
- To minimise congestion and associated impacts.
- To reduce the overall need to travel.

These objectives are in line with the National, Regional and local policies previously outlined in Chapter 2.

6.2 Targets

Targets are essential for monitoring the progress and success of the Travel Plan and should be “**SMART**” – **S**pecific, **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 monitoring modal split. The objective is to encourage a 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 contains in **Table 6.1** draft targets for an average modal shift change across the entire site based upon the estimated modal splits.

Table 6.1 Modal Shift Targets

Mode	Estimated	Modal Shift	Target
Commercial			
Cycle	3%	+66%	5%
Car Passenger	5%	-20%	4%
Pedestrian	49%	+2%	50%
Bus	5%	0%	5%
Rail	38%	-5%	36%
Residential			
Cycle	4%	50%	6%
Car Passenger	2%	-25%	1.5%
Pedestrian	48%	+4%	50%
Bus	2%	0%	2%
Underground	35%	-14%	32.5%
Rail	9%	-11%	8%

These targets are to be achieved by the relevant final Travel Plan review dates.

It should be noted that due to the location of the site within London and in relation to public transport, there will naturally be high levels of sustainability in the movement patterns. The mode split in **Table 6.1** is estimated based on trip rates for similar site in TRAVL and TRICS. 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 – quantifiable 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.

7.0 Measures

In order to achieve the 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 preliminary suggestions are set out below.

7.1 Pedestrians

It is recommended that the measures for pedestrian include:

- Provision of traffic islands that are flush with the carriageway to increase safety by more effectively integrating the pedestrian and road environments.
- Provision of accessible crossings for the visual impaired pedestrian through tactile paving, push buttons and audible warnings.
- Portable devices to encourage walking such as personal alarms and/or “step o meters’ to be available on request.
- Information on pedestrian routes to and from the site for residents, staff and visitors to be provided in travel information packs.
- Pedestrian signage indicating the distance and direction of transport nodes to encourage multi modal trips.
- Liaison with LBC to advance any maintenance of pedestrian routes in the vicinity of the site, including issues with lighting and personal security.
- Guaranteed Ride Home service could be provided offering staff who walk to work a free lift home in an emergency at the discretion of the Travel Plan Coordinator, (this will apply to situations such as illness or adverse weather conditions).
- Promotion of local and national annual walking events.

7.2 Cycling

It is recommended that the measures for cyclists include:

- Residential cycle parking spaces to be provided in cycle stores, actively encouraging residents to cycle to and from the development. These are accessed from the public realm and street level and restricted to residents of the development.
- Cycle parking spaces (covered and secure) in the commercial building to encourage staff to cycle to work. Showers and lockers/changing rooms.

- Cycle parking spaces to be provided in the public realm of the development. The spaces are intended to encourage visitors to cycle to the development.
- All cycle spaces to be located within 50 meters of the building they serve to encourage usage.
- The usage level of cycling will be monitored and if demand for cycle parking facilities exceeds supply, further cycle parking facilities should be provided.
- Traffic calming measures will be employed in the immediate vicinity of the development. This will create a comfortable environment for cyclists.
- Employees will be encouraged to participate in the cycle to work scheme, which offers opportunities to purchase discounted cycling equipment.
- Information to be provided on Cycle routes to and from the site for residents, staff 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 and changing facilities.
- The STM will establish a Bicycle Users Group (BUG). This will enable collaboration between all cycle users and link to cycling events such as Bike Week.
- BUG, the STM, 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 cycling will be provided. Where possible these schemes should be provided at a discounted rate.
- Guaranteed Ride Home service could be provided offering staff who cycle to work a free lift home in an emergency at the discretion of the Travel Plan Coordinator, (this will apply to situations such as illness or adverse weather conditions).
- Liaison with LBC to promote any maintenance of cycle routes in the vicinity of the site, including issues with lighting and personal security.

7.3 Public transport

- New bus shelter with real time information potentially to be provided on West End lane for buses heading northbound.
- Guaranteed Ride Home service could be provided offering staff who travel to work using public transport a free lift home in an emergency at the discretion of the Travel Plan Coordinator, (this will apply to situations such as illness or adverse weather conditions).
- Interest free loans for season tickets could be provided for staff.

- The development is located in area of high public transport accessibility. Nonetheless all residents, employers 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 Travel Plan coordinators and champions 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 and LBC with any matters arising.

7.4 Deliveries and Servicing

- Deliveries to the development will be accommodated in the public realm space within the site and in parking bays on Maygrove Road. Businesses will be encouraged to inform suppliers of delivery instructions and delivery locations.

7.5 Reducing the Need to Travel

- All staff employed by business are likely to be recruited locally, which will allow staff to use active modes to travel to work. Staff will be offered a free personalised travel sessions with the Travel Plan Champion / Coordinator.
- The residential Travel Plan will promote teleworking and home working, although it acknowledged that this working practice is not applicable to all residents. To facilitate home working and teleworking, all homes will be broadband enabled. Broadband will allow residents to shop online for groceries and larger items which otherwise need a car for their transport, such as white goods.
- Promotion of local services such as doctors, dentists, libraries and food stores, will give new residents the opportunity to use these local services rather than ones further away.
- Meetings for business users to be carefully planned to reduce number of trips needed. It is recommended that if business users investigate whether installing video conference facilities would reduce their travel needs.
- Where possible business users should source suppliers locally.

7.6 Promotion and Awareness

- A Travel Plan brand should be created especially for the development, which will allow all travel plan information to be produced in the same style and typeset for all land uses. This will also make the introduction of new marketing and promotional material easier as it will be instantly recognised as part of the travel plan.
- Welcome information packs to be produced by the STM and distributed by Travel plan champions / coordinators within their respective organisations (the STM will distribute the welcome pack among residents). The wording of the welcome pack will vary slightly for each

respective land use, however all will be distributed simultaneously. The welcome packs should include:

- Location map of site highlighting the travel related facilities such as bus stops, cycle parking and car parking
- Promotion of season ticket loans (for employees only)
- Site specific public transport information
- Links to relevant local website with travel information such as cycling organisations and links to TfL's travel planning website
- Details of car share schemes and Car Club information
- Information on locking bikes
- Information on specific incentives, such as "Walk to Work" 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.

- Customer Travel Options Leaflets to be created by the STM and distributed by Travel plan champions / coordinators within their respective organisations (the STM will distribute the welcome pack among residents). The leaflet will be distributed on a regular basis e.g. when new initiatives are introduced, at travel plan monitoring milestones or in association with travel plan events. The leaflets will be shorter documents than the Welcome Packs and will include information on:
 - Walking maps showing local routes
 - Cycling maps showing local facilities and routes
 - Local public transport travel information including fares and timetables
 - Details of car share schemes
 - Details of car parking provision including electric vehicle charging points
 - Information on local road cycle training schemes
 - Details of other Travel Plan initiatives run by occupiers
 - Links to TfL travel planning website
 - A feedback form

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

- The STM will set up and manage a specialist website for the site wide travel plan. The website will contain information about the travel plan, upcoming travel events, a forum, links to other useful web resources and each occupier is entitled to a designated section of the website for their specific measures.
- Travel Plan notice boards will be installed at prominent locations within the common areas/lobbies. The boards will promote travel plan measures such as walking, cycling and public transport to all site users.

8.0 Monitoring and Review

8.1 Monitoring

A travel plan requires monitoring, review and revision to ensure it remains relevant to the site and its' users. As part of the section 106 agreement, the monitoring regime will have a minimum period of 5 years after occupation. .

Within three months of the full occupation date, initial travel surveys will be carried out to provide baseline data for the site. Further travel surveys will be undertaken after 1 year of the baseline survey and repeated after 3 and 5 years to allow monitoring of the modal split targets contained within Chapter 7 of the Travel Plan. The STM will be responsible for overseeing these monitoring programmes, organising the surveys and producing 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 and 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 LBC and be available to any business or residents who wish to view it.

For occupiers who have produced a Strategic Level Travel Plan, future surveys must be TRAVL compliant, whereas occupiers who have produced a local level travel plan only need commission future surveys that are ITrace compliant.

As part of the monitoring programme, occupiers will have regular meetings through the Travel Network to review site wide issues such as servicing management.

If the Travel Plan targets have been met, then no further action within the scope of the Travel Plan is required. However, it is important that the level of sustainable travel achieved is maintained. Therefore, a Travel Plan upkeep condition will be included in all business leases and tenancy agreements for the site.

If at the end of the 5-year period the targets have not been met, then it will be necessary for the STM, Travel Plan Champion and Travel Plan Coordinator 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 been met.

There would be the scope to continue the monitoring programme after the five 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 and visitors after 1, 3 and 5 years following occupation. 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 Travel Plan Coordinators and Champions 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	Length of Actions
1.	Appointment of the Sustainable Travel Manager	3 months prior to the first element being occupied	Management Company.	Short Term
2.	Establish a site wide Travel Plan	One month before occupation of the first building/unit	STM	Short Term
3.	Prepare a comprehensive welcome pack for distribution to residents, staff and visitors	One month before occupation of the first building/unit	STM	Short Term
4.	Confirm organisations/occupiers of the individual buildings/units	Before occupation	STM	Short Term
5.	Confirm Travel Plan Coordinators/ Champions/ STM	Before occupation	STM	Short Term
6.	Install signage points and notice board	Before occupation	STM ,Travel Plan Coordinators/ Champions	Short Term
7.	Undertake a baseline travel survey	Within three months of full occupation	STM ,Travel Plan Coordinators/ Champions	Medium Term
8.	Each organisation/occupier to produce and launch full travel plans / statements	Within three months of full occupation	STM ,Travel Plan Coordinators/ Champions	Medium Term
9.	Establish cycling promotion campaign, events and training	Within six months of occupation	STM	Medium Term
10.	Regular meetings of the BUG	Quarterly	STM ,Travel Plan Coordinators/ Champions	Medium Term
11.	Carry out a resident and employment travel survey, review targets and measures, and submit report to LBC	After 1, 3, and 5 years	STM ,Travel Plan Coordinators/ Champions	Medium Term
12.	Regularly update welcome packs and distribute to new occupiers	Ongoing	STM ,Travel Plan Coordinators/ Champions	Long Term

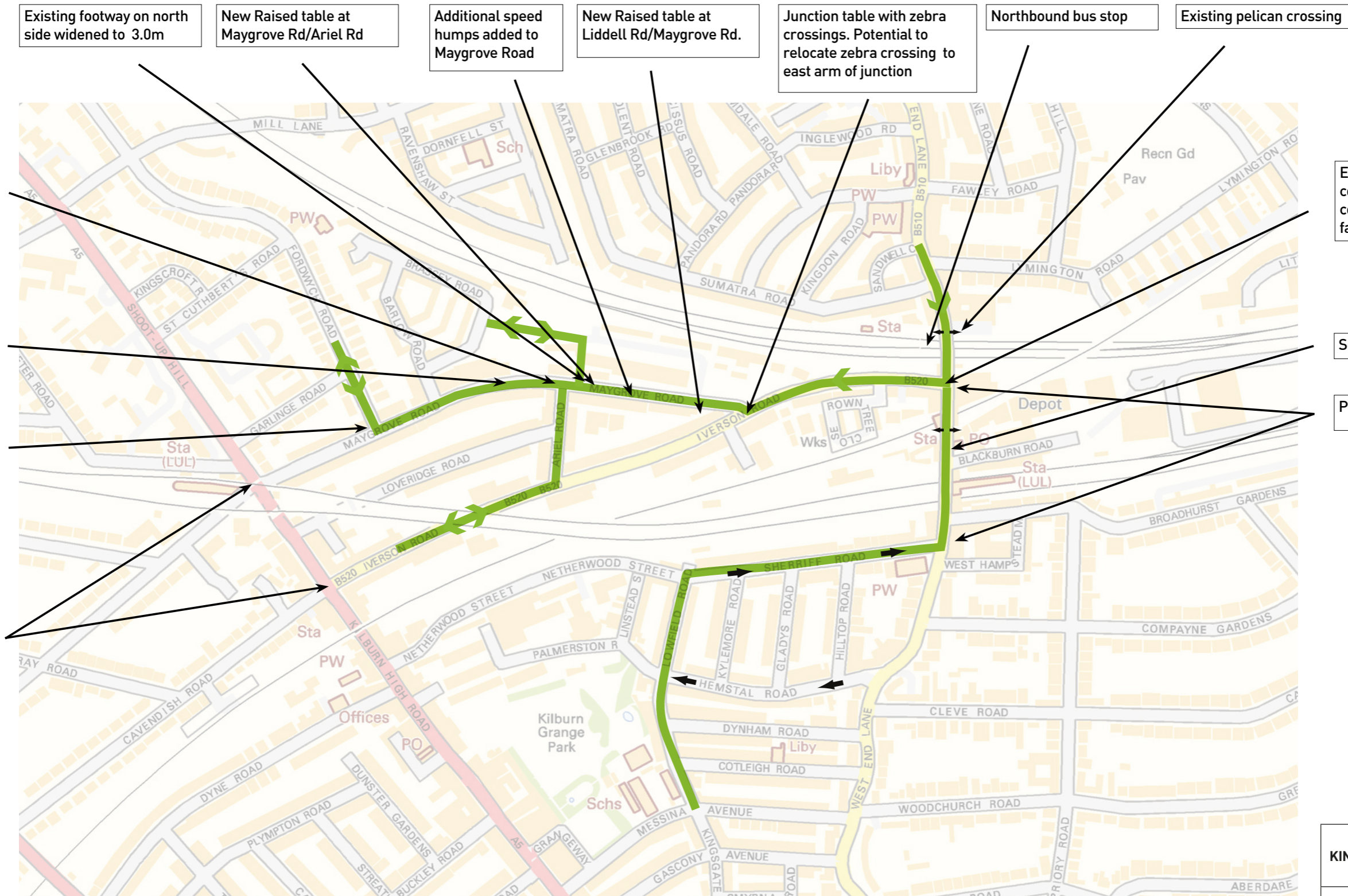
13.	Produce and regularly update and distribute Customer Travel Options Leaflets	Ongoing	STM ,Travel Plan Coordinators/ Champions	Long Term
14.	Liaise with LBC on transport Issues	Ongoing	STM	Long Term
15.	Regular meetings of the Travel Network	Quarterly	STM ,Travel Plan Coordinators/ Champions	Long Term
16.	Engage with local authorities, schools, public transport operators and sustainable transport advocacy groups to identify other measures	Ongoing	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