



ttp consulting
transport planning specialists

Somali Community Development
Trust

Unit 23-24 Cheriton,
Queen's Crescent, NW5 4EZ

Travel Plan

October 2015

TTP Consulting Ltd
111-113 Great Portland Street
London W1W 6QQ
Tel: 020 7100 0753

www.ttp-consulting.co.uk

Registered in England: 7441800

Contents

1	INTRODUCTION	1
	Travel Plan Aim	1
	Benefits	1
	Scope.....	2
	Structure of Report	2
2	ACCESSIBILITY	3
	Walking	3
	Cycling.....	3
	Public Transport Accessibility	3
	Bus Access	4
	Rail Services	4
	Car Ownership.....	4
	Local Highway Network	4
	On-street Parking.....	5
3	EXISTING SITE.....	6
	Somali Community Development Trust	6
	Existing Travel Patterns	7
4	OBJECTIVES AND TARGETS.....	9
	Introduction	9
	Objectives	9
	Targets	9
5	TRAVEL PLAN STRATEGY.....	12
	Travel Plan Coordinator	12
	Management Support.....	12
	Commitment by the Community Centre and Place of Worship.....	13
	Marketing Strategy	13
6	SUSTAINABLE TRAVEL MEASURES.....	14
	Information Provision	14
	Personalised Travel Planning	14
	Walking	14
	Cycling.....	15
	Public Transport	15
7	MONITORING AND REVIEW.....	16
	Reporting	16
8	ACTION PLAN	17

Figures

Figure 1 - Site Location

Appendices

Appendix A - Proposed Layout Plans

Appendix B - Bus Map

1 INTRODUCTION

- 1.1 TTP Consulting has been appointed by the Somali Community Development Trust ('the Applicant') to provide traffic and transport advice in relation to the change of use proposal for Units 23-24 Cheriton, Queen's Crescent, in the London Borough of Camden (LBC). The site location plan is shown at **Figure 1**.
- 1.2 The existing permitted use of the site is as a community centre (D1) at ground floor and office (B1a) at basement level.
- 1.3 The community centre is operated by the Somali Community Development Trust (SCDT) which is a registered charity and company offering services for the local Somali community. The SCDT was also operating a place of worship from the site for the past 4 years until a PCN notification was received in May 2015.
- 1.4 The proposal therefore envisages the change of use of the building to provide a place of worship (D1) on both floors. The total GFA of the application site is 128sqm. The proposed layout plans are included in **Appendix A**.
- 1.5 This Travel Plan document accompanies the Transport Statement for the scheme.

Travel Plan Aim

- 1.6 The aim of this Travel Plan is to put in place the management tools that are necessary to enable visitors and staff to make informed decisions about their travel to the site. This will in effect minimise the adverse impacts of their travel to / from the site on the environment. The aim is achieved by setting out a strategy for eliminating barriers which keep visitors and staff from making use of active modes.
- 1.7 It is envisaged that the final Travel Plan will be secured via a planning condition.
- 1.8 This Travel Plan has been prepared in accordance with guidance issued by TfL.

Benefits

- 1.9 The achievement of the objectives of the Travel Plan will bring about a wide range of benefits for users of the community centre and place of worship, and the wider community as set out below:
- An excellent opportunity for exercise through cycling and walking;
 - The opportunity to save money by using alternative modes of travel to the car;

- Improved quality and reliability of journeys to and from the development; and,
- An improved environment for living and working.

Scope

- 1.10 As the end occupier of the development is known, this document represents a full Travel Plan. As it is a 'live' document, it will be updated once planning permission has been granted and the proposed development is constructed and on an ongoing basis.
- 1.11 This Travel Plan has been written as a standalone document and contains all the relevant information needed to effectively implement and monitor the Travel Plan itself. While development information is provided in this report, more detail can be found in the Transport Statement prepared as part of the planning application.

Structure of Report

- 1.12 The remainder of the document is set out as follows:
- Section 2 summarises the accessibility of the site by different modes of transport;
 - Section 3 describes the Somali Community Development Trust;
 - Section 4 sets out the objectives and targets of the Travel Plan;
 - Section 5 summarises the travel plan strategy;
 - Section 6 lists the hard and soft measures that will be implemented;
 - Section 7 sets out how the Travel Plan will be monitored and reviewed following the implementation; and
 - Section 8 provides the Action Plan for the Travel Plan.

2 ACCESSIBILITY

2.1 The site is accessible by all modes with a good network of footways and bus services in the immediate vicinity.

Walking

2.2 The Transport for London guidance document 'Walking Good Practice', issued in April 2012, refers to car journeys up to 2km in length which could easily be walked in less than 30 minutes.

2.3 In general, footways along both sides of all of the roads in the immediate vicinity and the majority of the residential catchment around the site are in good condition and are of acceptable widths. There are generally dropped kerbs at informal crossing points at junctions.

2.4 There are a number of formal crossing points nearby the site. There is a zebra crossing located on Malden Road close to the junction with Queen's Crescent and there is a push button crossing facility located on Prince of Wales Road to the south of the site.

Cycling

2.5 It is generally accepted that cycling is a suitable mode of travel for journeys up to 5 miles in length although in London, longer journeys are commonplace. Much of central London is within 5 miles distance of the site including Chalk Farm, Kentish Town, Tufnell Park, Upper Holloway and Hampstead.

2.6 Observations indicate that there are existing cycle stands at numerous locations on the local roads within a 2 – 3 minutes' walk of the site, including:

- Malden Road in the vicinity of the junction with Queen's Crescent: 2 stands (capable of accommodating 4 bicycles);
- Bassett Street at the junction with Queen's Crescent: 6 stands (capable of accommodating 12 bicycles);
- Allcroft Road at the junction with Queen's Crescent: 6 stands (capable of accommodating 12 bicycles); and
- Ashdown Crescent: 4 stands (capable of accommodating 8 bicycles).

Public Transport Accessibility

2.7 The following paragraphs explore the opportunities to travel to and from the site by public transport.

Bus Access

- 2.8 There are numerous bus stops located within walking distance of the site providing access to a range of routes connecting to much of London. **Appendix B** contains the relevant TfL Bus Route Map.
- 2.9 The closest bus stop is located on Malden Road approximately 170m / 2 minutes' walk to the north of the site. Other nearby bus stops within walking distance are located on Prince of Wales Road (350m / 4 minutes' walk) and Haverstock Hill (550m / 7 minutes' walk).
- 2.10 These bus stops provide access to 4 bus routes with an average of five services per hour on most of the routes, connecting to destinations including Camden, Waterloo, Elephant & Castle, King's Cross, Stoke Newington, Highbury & Islington, Victoria and Westminster.

Rail Services

- 2.11 There are three stations within 720m – 900m / 9 – 11 minutes' walk of the site including Chalk Farm Station, Kentish Town West Station and Gospel Oak Station.
- 2.12 Chalk Farm Station, located 720m to the south, provides access to the Northern Line.
- 2.13 Kentish Town West Station, located 740m to the southeast, provides access to the London Overground. Services that pass the station connect to terminus stations including Clapham Junction / Richmond and Stratford.
- 2.14 Gospel Oak Station, located circa 900m to the north also provides access to London Overground services and is the adjacent stop to Kentish Town West, towards the west.

Car Ownership

- 2.15 Local car ownership levels in the Haverstock ward are low and on average there are 0.42 vehicles per household. Inspection of the 2011 Census, which the aforementioned data has been extracted from, also indicates that 63% of households in the ward do not own a car / van.

Local Highway Network

- 2.16 Queen's Crescent is a two-way, single lane carriageway which operates in a broadly northeast / southwest orientation. Queen's Crescent forms a cul-de-sac to the south of the site and connects to Gillies Street, to the northwest. Pedestrian access can be taken from Queen's Crescent to Prince of Wales Road. Queen's Crescent is subject to a 20mph speed limit.

- 2.17 Queen's Crescent dissects Malden Road (the B517) which is a more strategic route through the Borough providing vehicular access to Prince of Wales Road and Chalk Farm Road to the south, and Mansfield Road (the B518) to the north.

On-street Parking

- 2.18 The site is located within the Controlled Parking Zone (CPZ) sub-zone CA-L (Outer), in Camden. Queen's Crescent provides permit holder only parking bays and pay at machine parking with a max stay of two hours. Parking restrictions within this sub-zone apply Monday to Friday between 08:30 – 18:00.
- 2.19 Malden Road, which the site is bound by to the north, is on the border between CPZ sub-zone CA-L (Outer) and CA-L (Inner). Restrictions within sub-zone CA-L (Inner) apply between 09:00 – 11:00 during the morning on certain days of the week. There are pay at machine bays on Malden Road which allow a maximum stay of 1 hour.
- 2.20 There are motorcycle parking bays in the vicinity of the site on Queen's Crescent.

3 EXISTING SITE

- 3.1 The existing permitted use of the site is as a community centre (D1) on the ground floor and office (B1a) on the basement level.
- 3.2 The main entrance into the building is taken from the courtyard area which the other units within Cheriton front onto. Step-free access is provided to / from Queen’s Crescent and Malden Road, and there are also steps onto Malden Road close to the bus stop.
- 3.3 There is a secondary entrance into the building located to the rear, which is accessed via a vehicular route from Queen’s Crescent behind the building. Access to the secondary entrance can also be taken by pedestrians from Malden Road. This entrance is mainly used by women who choose not to use the main entrance.
- 3.4 There is currently no car or cycle parking associated with the site.

Somali Community Development Trust

- 3.5 A variety of sessions are run from the community centre, as shown in **Table 3.1** which also details the time of day the sessions take place and the usual number of attendees.

Use	Times	Frequency	Number of attendees
Islamic studies (Women only)	10:00-12:00	Monday and Friday	Up to 20 people
Children’s Session (Islamic studies and Manner)	17:00-19:00	Tuesday and Wednesday	60 – 70 people
Advice and advocacy Session (1-1 session)	10:00-12:00	Wednesday	10 people
Tuition Classes English and Maths Boys/Girls	17:00-19:00 13:00-14:00	Friday Saturday	70 people 70 people
Bengali Session (Men)	18:00-20:00	Friday	10 – 15 people
Men’s session (Islamic History in Somali)	19:30-20:30 17:00-19:00	Friday Saturday	20 – 30 people 20 – 30 people
Male & Female Islamic studies translation (Tafseer) Quran	17:00-18:00	Sunday	20 – 30 people

Proposed development

- 3.6 The proposed development will include all existing community centre uses and will also provide a number of prayer sessions. **Table 3.2** provides a summary of prayer times and numbers of attendees.

Table 3.2: Prayer Times		
Prayer Times	Duration	Numbers Attending
Dawn Prayer (Times Vary)	This prayer is outside the proposed time	
Mid-Day Prayer In the summer time (13:30) In the winter time (12:30)	10mins	Up to 35 people
Mid-Afternoon Prayer (Times Vary)	10mins	Up to 40 people
Sunset Prayer	20mins	Up to 70 people
Evening Prayer (Times Vary)	20mins	Up to 50 people
Friday Prayer In the summer time (13:15) In the winter time (12:15)	30mins	Up to 170 people

- 3.7 The community centre currently has 1 full time employee and 3 part time members of staff.
- 3.8 The existing community uses and prayer sessions shown in **Table 3.1** and **Table 3.2** represent the sessions that will be offered in the future.

Existing Travel Patterns

- 3.9 A travel survey questionnaire was carried out at the community centre. The questionnaire was filled out in part or in total by 150 respondents.
- 3.10 **Table 3.3** summarises the mode of travel that attendees usually take to get to the community centre demonstrating that the vast majority (76%) walk, whilst 21% take the bus and 3% drive in their own car. There were 148 responses to this question.

Table 3.3 Usual Mode of Travel to the community centre		
Travel mode	Response Percent	Response Count
Walk	76%	112
Bicycle	-	0
Train / underground	-	0
Bus	21%	32
Motorcycle	-	0
Car share	-	0
Drive in own car	3%	4
Total	100%	148

3.11 **Table 3.4** summarises the journey time for the majority of people accessing the community centre. There were 142 responses to this question.

Table 3.4 Usual Journey Time		
Travel mode	Response Percent	Response Count
Under 15 minutes	83%	118
15 – 30 minutes	15%	22
30 – 45 minutes	1%	1
45 minutes to 1 hour	-	0
Over 1 hour	1%	1
Total	100%	142

3.12 The table shows that over 83% of those that attend the community centre travel there in under 15 minutes, which indicates that the catchment area is generally a short distance from the site.

4 OBJECTIVES AND TARGETS

Introduction

4.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the Travel Plan can be found in **Section 7**.

- Objectives are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- Targets are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the store will seek to reach within the period covered by this Travel Plan. In addition, interim targets have been set.

Objectives

4.2 The Travel Plan's overriding objective is:

To engage with and encourage both visitors and staff to use more sustainable ways of travelling to / from the community centre and place of worship through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway and public transport network.

4.3 The sub-objectives are:

- Sub-objective 1: To increase visitor and staff awareness of the advantages and availability of sustainable / active modes of transport;
- Sub-objective 2: To promote the health and fitness benefits of active travel to all site users;
- Sub-objective 3: To introduce a package of physical and management measures that will facilitate visitor and staff travel by sustainable modes; and therefore,
- Sub-objective 4: To reduce unnecessary use of the car for the journey to and from the community centre and place of worship by visitors and staff.

Targets

4.4 Targets are measurable goals by which the progress of the travel plan will be assessed. Targets are essential for monitoring progress and success of the travel plan. Targets should be 'SMART' – specific, measurable, achievable, realistic and time-related.

4.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time, while Aim Targets are quantifiable and generally relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

4.6 The key action targets are set out below:

- A Travel Plan Coordinator will be appointed at least one month prior to the reoccupation of the site for prayer;
- To launch this travel plan upon occupation of the site again for prayer;
- Provide Travel Packs to all employees / volunteers on opening of the development;
- Carry out a further Initial / Baseline Travel Survey (Year 0) within 3 months of opening; and
- Each monitoring survey will occur within 1 month of the anniversary of the baseline survey in each survey year.

Aim Targets

4.7 **Table 4.1** outlines the Aim Targets set out for the site. The targets are set to measure progress towards the main objectives over five years. These targets are to be achieved within five years of the launch of the Travel Plan. The interim targets are to be reached within three years of the launch of the Travel Plan.

4.8 The baseline figures are taken from the questionnaire survey, as detailed in **Section 3**. This Travel Plan recognises that it is not possible to set out accurate targets far in the future, even when based on actual modal share data. Given this, it should be acknowledged that the targets may change over time as results from on-going monitoring become available. This will be discussed with Travel Plan officers.

4.9 The travel questionnaire survey indicates that the vast majority of people attending the site currently do so by travelling on foot or by using the bus. The main aim of the travel plan will therefore be to reduce reliance on car / bus services and promote the use of 'active' modes of transport including walking and cycling.

Table 4.1: Travel Plan AIM Targets					
Target	Indicator	Mode Split			
		Travel Survey	Year 1	Interim (Year 3)	Final (Year 5)
Visitors					
Achieve a 2% decrease in car driver trips	Modal split monitoring surveys	3%	2.5%	2%	1%
Achieve a 2% decrease in bus trips	Modal split monitoring surveys	21%	20.5%	20%	19%
Achieve a 2% increase in the mode share for cycling	Modal Split monitoring surveys for cycling	0%	0.5%	1%	2%
Achieve a 2% increase in the mode share for walking	Modal split monitoring surveys for walking use	76%	76.5%	77%	78%
Staff					
To ensure that the visitors to the community centre and place of worship are aware of the Travel Plan and its implications	Snapshot Survey	-	75% of Visitors	85% of Visitors	90% of Visitors

- 4.10 Considering the existing catchment area, which will remain the same, and the facilities available on site, the targets are considered to be reasonable.
- 4.11 Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets. For the most part this will be the main mode listed by staff / visitors in the monitoring surveys.

5 TRAVEL PLAN STRATEGY

Travel Plan Coordinator

- 5.1 The appointment of a Travel Plan Coordinator (TPC) is one of the most important aspects of Travel Plans. The TPC will be one of the members of staff and would have the support of the centre management.
- 5.2 The responsibilities of the TPC include providing the interface between all parties on the site, reporting to the local authority, and monitoring the progress being made towards site-wide transport objectives and the provision of sustainability measures.
- 5.3 The Travel Plan Coordinator's primary functions will include:
- Implementation of sustainable transport measures and promotion of them to visitors to the community centre and place of worship;
 - Creation and dissemination of a travel leaflets for visitors to be distributed at prayer and other activity sessions;
 - Liaison with Travel Plan Officers at the Council;
 - Promotion of the objectives and benefits of the Travel Plan;
 - Maintenance of all necessary systems, data and paperwork;
 - Acting as the point of contact for information and exchange of ideas;
 - Monitoring the achievements and performance of the Travel Plan and reporting these;
 - and
 - Increasing travel awareness through means such as publicity information, workshops and other suitable media to enable informed travel choices to be made.

Management Support

- 5.4 The TPC will gain support for the Travel Plan internally by involving the centre management in the implementation of the Travel Plan who will be able to provide advice on implementation issues and provide support when introducing Travel Plan measures.
- 5.5 The TPC will be responsible for reporting back to the centre management on the Travel Plan's progress including any monitoring outcomes.

Commitment by the Community Centre and Place of Worship

- 5.6 The community centre and place of worship is committed to both this Travel Plan and to ensuring that the facility integrates successfully into the local community. To this end, the centre management is committed to the principles and funding of this Travel Plan and will ensure the effective implementation of the measures set out within the Travel Plan.

Marketing Strategy

- 5.7 Different methods of marketing the Travel Plan will be employed to maximise the impact of the different measures to be implemented, including providing appropriate sustainable transport information.
- 5.8 Methods for disseminating information will include:
- Briefings at the start of prayer sessions;
 - Noticeboards and information points;
 - Training for those involved in the day-to-day management of the community centre and place of worship; and
 - Leaflets distributed at prayer and other activity sessions.
- 5.9 Regular announcements will be made with regard to the Travel Plan and travel to the development.

6 SUSTAINABLE TRAVEL MEASURES

- 6.1 This section covers the measures that will be considered to assist visitors in travelling to the development by non-car modes.
- 6.2 The aim of the Travel Plan and targets that need to be met will be regularly reiterated to all members of the community centre and place of worship and any third party users of the building will be made aware of the Travel Plan.

Information Provision

- 6.3 Travel information leaflets will be made available to all members of the community centre and place of worship. This will comprise a simple "Sustainable Transport" summary leaflet – e.g. "Use active modes of transport to/from the development"; and, "Do not park on-street in the vicinity of the development". This will also provide a brief summary of the Travel Plan and the targets that are to be met. The leaflets will be updated each term and will be provided to visitors at the beginning of each term.
- 6.4 A dedicated travel notice board will be provided. This will include all relevant public transport, walking, and cycling information but also details of the Travel Plan itself. The notice board will also contain specific details about where to and where not to park if travel to the development by car is absolutely necessary. In particular the minibus service will be promoted.
- 6.5 Word of mouth will also be an important means of disseminating information amongst visitors to the community centre and place of worship and the TPC will have a key role in managing this. Visitors will be reminded regularly about the objective to travel by modes other than the car and will be directed to the notice board.

Personalised Travel Planning

- 6.6 The TPC with advice from Travel Plan Officers at the Council will offer a personalised Travel Planning service for all visitors and staff who wish to take up this service. It is expected that this will be offered before or after prayer and other sessions.
- 6.7 The TPC will be able to draw on advice from journey planning websites such as www.traveline.info/.

Walking

- 6.8 The health benefits of walking will be promoted to visitors. Including '10,000 steps a day' promotion. Social walking groups, particularly to prayer sessions for those who live less than a mile from the community centre and place of worship will also be promoted.

Cycling

- 6.9 A total of 2 cycle parking spaces (1 stand) is proposed to be provided in the courtyard area in front of the main entrance, in a convenient location at ground floor level.
- 6.10 The TPC will administer and promote travel by bicycle primarily through information provision but also through the following measures:
- Negotiating discounts for equipment with local suppliers, where possible; and,
 - Providing cycle maps of the local area (available for free from the Transport for London website: <https://tfl.gov.uk/forms/12419.aspx>).
- 6.11 The TPC will provide information to visitors on local cycle routes in the area and will endeavour to promote the use of cycling to access the site.
- 6.12 The use of the cycle parking will be monitored and additional spaces provided if usage requires this.

Public Transport

- 6.13 The initial travel questionnaire has determined the distance visitors to the community centre and place of worship travel from home and the mode of transport used. It shows that the majority of people (83%) travel for less than 15 minutes to access the site and that 15% travel for between 15 – 30 minutes.
- 6.14 Furthermore, the TPC will ensure that:
- bus services are well publicised and promoted to visitors and where feasible the times of activities will be coordinated with bus service times; and
 - the contact details for local taxi operators are available on site.

7 MONITORING AND REVIEW

- 7.1 This Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the development. This section sets out the proposals for monitoring and review of the Travel Plan.
- 7.2 Surveys will be carried out in Year 0, 1, 3 and 5 years after the opening of the development, to monitor progress towards the interim and final targets.
- 7.3 Additionally the use of cycle parking spaces will be monitored weekly to determine whether facilities are adequate.
- 7.4 The awareness of the availability of alternative modes will be monitored. This will be undertaken by the TPC and volunteer staff using snapshot surveys at the entrance. This will be undertaken over the period of one day at the same time that the travel surveys are being administered.

Reporting

- 7.5 A Travel Plan review will be undertaken every year by the TPC, to assess the progress of the Plan and an annual Travel Plan report will be produced for the first 5 years after completion of the development. This will incorporate the results of monitoring throughout the preceding period.

8 ACTION PLAN

8.1 The Action Plan sets out the measures included within the Travel Plan that are directed at influencing visitor and staff travel.

8.2 The Action Plan will be revised every year following each Annual Travel Plan Review.

Table 8.1: Action Plan		
Action	Responsibility	Target Date
Production of Travel Plan	TPC / Centre Management	Submitted with the planning application
Appoint Travel Plan Coordinator (TPC)	TPC / Centre Management	One month prior to the development opening
Launch Travel Plan	TPC / Centre Management	Upon opening the development
Provide Travel Packs to all employees / volunteers	TPC / Centre Management	Upon opening the development
Initial Travel Survey (Year 0)	TPC / Centre Management	Within 3 months of occupation
Interim Monitoring	TPC / Centre Management	Within one month of the 1 st and 3 rd anniversary of the Initial Year 0 Travel Survey
Full Review at end of Year 5	TPC / Centre Management	Within one month of the 5 th anniversary of the Initial Year 0 Travel Survey
Monitor use of the proposed cycle stand	TPC / Centre Management	Weekly monitoring to be recorded
Distribute leaflets at prayer and other activity sessions.	TPC / Centre Management	Every term

Figures

APPENDIX A

Proposed Layout Plans

APPENDIX B

Bus Map



ttp consulting
transport planning specialists

Somali Community Development
Trust

Unit 23-24 Cheriton,
Queen's Crescent, NW5 4EZ

Travel Plan

August 2015

TTP Consulting Ltd
111-113 Great Portland Street
London W1W 6QQ
Tel: 020 7100 0753

www.ttp-consulting.co.uk

Registered in England: 7441800

Contents

1	INTRODUCTION	3
	Travel Plan Aim	3
	Benefits	3
	Scope.....	4
	Structure of Report	4
2	ACCESSIBILITY	5
	Walking	5
	Cycling.....	5
	Public Transport Accessibility	5
	Bus Access	6
	Rail Services	6
	Car Ownership.....	6
	Local Highway Network	6
	On-street Parking.....	7
3	EXISTING SITE.....	8
	Somali Community Development Trust	8
	Existing Travel Patterns	9
4	OBJECTIVES AND TARGETS.....	11
	Introduction	11
	Objectives	11
	Targets	11
5	TRAVEL PLAN STRATEGY.....	14
	Travel Plan Coordinator	14
	Management Support.....	14
	Commitment by the Community Centre and Place of Worship.....	15
	Marketing Strategy	15
6	SUSTAINABLE TRAVEL MEASURES.....	16
	Information Provision	16
	Personalised Travel Planning	16
	Walking	16
	Cycling.....	17
	Public Transport	17
7	MONITORING AND REVIEW.....	18
	Reporting	18
8	ACTION PLAN	19

Figures

Figure 1 - Site Location

Appendices

Appendix A - Proposed Layout Plans

Appendix B - Bus Map

1 INTRODUCTION

- 1.1 TTP Consulting has been appointed by the Somali Community Development Trust ('the Applicant') to provide traffic and transport advice in relation to the change of use proposal for Units 23-24 Cheriton, Queen's Crescent, in the London Borough of Camden (LBC). The site location plan is shown at **Figure 1**.
- 1.2 The existing permitted use of the site is as a community centre (D1) at ground floor and office (B1a) at basement level.
- 1.3 The community centre is operated by the Somali Community Development Trust (SCDT) which is a registered charity and company offering services for the local Somali community. The SCDT was also operating a place of worship from the site for the past 4 years until a PCN notification was received in May 2015.
- 1.4 The proposal therefore envisages the change of use of the building to provide a place of worship (D1) on both floors. The total GFA of the application site is 128sqm. The proposed layout plans are included in **Appendix A**.
- 1.5 This Travel Plan document accompanies the Transport Statement for the scheme.

Travel Plan Aim

- 1.6 The aim of this Travel Plan is to put in place the management tools that are necessary to enable visitors and staff to make informed decisions about their travel to the site. This will in effect minimise the adverse impacts of their travel to / from the site on the environment. The aim is achieved by setting out a strategy for eliminating barriers which keep visitors and staff from making use of active modes.
- 1.7 It is envisaged that the final Travel Plan will be secured via a planning condition.
- 1.8 This Travel Plan has been prepared in accordance with guidance issued by TfL.

Benefits

- 1.9 The achievement of the objectives of the Travel Plan will bring about a wide range of benefits for users of the community centre and place of worship, and the wider community as set out below:
- An excellent opportunity for exercise through cycling and walking;
 - The opportunity to save money by using alternative modes of travel to the car;

- Improved quality and reliability of journeys to and from the development; and,
- An improved environment for living and working.

Scope

1.10 As the end occupier of the development is known, this document represents a full Travel Plan. As it is a 'live' document, it will be updated once planning permission has been granted and the proposed development is constructed and on an ongoing basis.

1.11 This Travel Plan has been written as a standalone document and contains all the relevant information needed to effectively implement and monitor the Travel Plan itself. While development information is provided in this report, more detail can be found in the Transport Statement prepared as part of the planning application.

Structure of Report

1.12 The remainder of the document is set out as follows:

- Section 2 summarises the accessibility of the site by different modes of transport;
- Section 3 describes the Somali Community Development Trust;
- Section 4 sets out the objectives and targets of the Travel Plan;
- Section 5 summarises the travel plan strategy;
- Section 6 lists the hard and soft measures that will be implemented;
- Section 7 sets out how the Travel Plan will be monitored and reviewed following the implementation; and
- Section 8 provides the Action Plan for the Travel Plan.

2 ACCESSIBILITY

2.1 The site is accessible by all modes with a good network of footways and bus services in the immediate vicinity.

Walking

2.2 The Transport for London guidance document 'Walking Good Practice', issued in April 2012, refers to car journeys up to 2km in length which could easily be walked in less than 30 minutes.

2.3 In general, footways along both sides of all of the roads in the immediate vicinity and the majority of the residential catchment around the site are in good condition and are of acceptable widths. There are generally dropped kerbs at informal crossing points at junctions.

2.4 There are a number of formal crossing points nearby the site. There is a zebra crossing located on Malden Road close to the junction with Queen's Crescent and there is a push button crossing facility located on Prince of Wales Road to the south of the site.

Cycling

2.5 It is generally accepted that cycling is a suitable mode of travel for journeys up to 5 miles in length although in London, longer journeys are commonplace. Much of central London is within 5 miles distance of the site including Chalk Farm, Kentish Town, Tufnell Park, Upper Holloway and Hampstead.

2.6 Observations indicate that there are existing cycle stands at numerous locations on the local roads within a 2 – 3 minutes' walk of the site, including:

- Malden Road in the vicinity of the junction with Queen's Crescent: 2 stands (capable of accommodating 4 bicycles);
- Bassett Street at the junction with Queen's Crescent: 6 stands (capable of accommodating 12 bicycles);
- Allcroft Road at the junction with Queen's Crescent: 6 stands (capable of accommodating 12 bicycles); and
- Ashdown Crescent: 4 stands (capable of accommodating 8 bicycles).

Public Transport Accessibility

2.7 The following paragraphs explore the opportunities to travel to and from the site by public transport.

Bus Access

- 2.8 There are numerous bus stops located within walking distance of the site providing access to a range of routes connecting to much of London. **Appendix B** contains the relevant TfL Bus Route Map.
- 2.9 The closest bus stop is located on Malden Road approximately 170m / 2 minutes' walk to the north of the site. Other nearby bus stops within walking distance are located on Prince of Wales Road (350m / 4 minutes' walk) and Haverstock Hill (550m / 7 minutes' walk).
- 2.10 These bus stops provide access to 4 bus routes with an average of five services per hour on most of the routes, connecting to destinations including Camden, Waterloo, Elephant & Castle, King's Cross, Stoke Newington, Highbury & Islington, Victoria and Westminster.

Rail Services

- 2.11 There are three stations within 720m – 900m / 9 – 11 minutes' walk of the site including Chalk Farm Station, Kentish Town West Station and Gospel Oak Station.
- 2.12 Chalk Farm Station, located 720m to the south, provides access to the Northern Line.
- 2.13 Kentish Town West Station, located 740m to the southeast, provides access to the London Overground. Services that pass the station connect to terminus stations including Clapham Junction / Richmond and Stratford.
- 2.14 Gospel Oak Station, located circa 900m to the north also provides access to London Overground services and is the adjacent stop to Kentish Town West, towards the west.

Car Ownership

- 2.15 Local car ownership levels in the Haverstock ward are low and on average there are 0.42 vehicles per household. Inspection of the 2011 Census, which the aforementioned data has been extracted from, also indicates that 63% of households in the ward do not own a car / van.

Local Highway Network

- 2.16 Queen's Crescent is a two-way, single lane carriageway which operates in a broadly northeast / southwest orientation. Queen's Crescent forms a cul-de-sac to the south of the site and connects to Gillies Street, to the northwest. Pedestrian access can be taken from Queen's Crescent to Prince of Wales Road. Queen's Crescent is subject to a 20mph speed limit.

- 2.17 Queen's Crescent dissects Malden Road (the B517) which is a more strategic route through the Borough providing vehicular access to Prince of Wales Road and Chalk Farm Road to the south, and Mansfield Road (the B518) to the north.

On-street Parking

- 2.18 The site is located within the Controlled Parking Zone (CPZ) sub-zone CA-L (Outer), in Camden. Queen's Crescent provides permit holder only parking bays and pay at machine parking with a max stay of two hours. Parking restrictions within this sub-zone apply Monday to Friday between 08:30 – 18:00.
- 2.19 Malden Road, which the site is bound by to the north, is on the border between CPZ sub-zone CA-L (Outer) and CA-L (Inner). Restrictions within sub-zone CA-L (Inner) apply between 09:00 – 11:00 during the morning on certain days of the week. There are pay at machine bays on Malden Road which allow a maximum stay of 1 hour.
- 2.20 There are motorcycle parking bays in the vicinity of the site on Queen's Crescent.

3 EXISTING SITE

- 3.1 The existing permitted use of the site is as a community centre (D1) on the ground floor and office (B1a) on the basement level.
- 3.2 The main entrance into the building is taken from the courtyard area which the other units within Cheriton front onto. Step-free access is provided to / from Queen’s Crescent and Malden Road, and there are also steps onto Malden Road close to the bus stop.
- 3.3 There is a secondary entrance into the building located to the rear, which is accessed via a vehicular route from Queen’s Crescent behind the building. Access to the secondary entrance can also be taken by pedestrians from Malden Road. This entrance is mainly used by women who choose not to use the main entrance.
- 3.4 There is currently no car or cycle parking associated with the site.

Somali Community Development Trust

- 3.5 A variety of sessions are run from the community centre, as shown in **Table 3.1** which also details the time of day the sessions take place and the usual number of attendees.

Use	Times	Frequency	Number of attendees
Islamic studies (Women only)	10:00-12:00	Monday and Friday	Up to 20 people
Children’s Session (Islamic studies and Manner)	17:00-19:00	Tuesday and Wednesday	60 – 70 people
Advice and advocacy Session (1-1 session)	10:00-12:00	Wednesday	10 people
Tuition Classes English and Maths Boys/Girls	17:00-19:00 13:00-14:00	Friday Saturday	70 people 70 people
Bengali Session (Men)	18:00-20:00	Friday	10 – 15 people
Men’s session (Islamic History in Somali)	19:30-20:30 17:00-19:00	Friday Saturday	20 – 30 people 20 – 30 people
Male & Female Islamic studies translation (Tafseer) Quran	17:00-18:00	Sunday	20 – 30 people

3.6 **Table 3.2** provides a summary of prayer times and numbers of attendees.

Table 3.2: Prayer Times		
Prayer Times	Duration	Numbers Attending
Dawn Prayer (Times Vary)	This prayer is outside the proposed time	
Mid-Day Prayer In the summer time (13:30) In the winter time (12:30)	10mins	Up to 35 people
Mid-Afternoon Prayer (Times Vary)	10mins	Up to 40 people
Sunset Prayer	20mins	Up to 70 people
Evening Prayer (Times Vary)	20mins	Up to 50 people
Friday Prayer In the summer time (13:15) In the winter time (12:15)	30mins	Up to 170 people

3.7 The community centre currently has 1 full time employee and 3 part time members of staff.

3.8 The existing community uses and prayer sessions shown in **Table 3.1** and **Table 3.2** represent the sessions that will continue to be offered in the future.

Existing Travel Patterns

3.9 A travel survey questionnaire was carried out at the community centre. The questionnaire was filled out in part or in total by 150 respondents.

3.10 **Table 3.3** summarises the mode of travel that attendees usually take to get to the community centre demonstrating that the vast majority (76%) walk, whilst 21% take the bus and 3% drive in their own car. There were 148 responses to this question.

Table 3.3 Usual Mode of Travel to the community centre		
Travel mode	Response Percent	Response Count
Walk	76%	112
Bicycle	-	0
Train / underground	-	0
Bus	21%	32
Motorcycle	-	0
Car share	-	0
Drive in own car	3%	4
Total	100%	148

3.11 **Table 3.4** summarises the journey time for the majority of people accessing the community centre. There were 142 responses to this question.

Table 3.4 Usual Journey Time		
Travel mode	Response Percent	Response Count
Under 15 minutes	83%	118
15 – 30 minutes	15%	22
30 – 45 minutes	1%	1
45 minutes to 1 hour	-	0
Over 1 hour	1%	1
Total	100%	142

3.12 The table shows that over 83% of those that attend the community centre travel there in under 15 minutes, which indicates that the catchment area is generally a short distance from the site.

4 OBJECTIVES AND TARGETS

Introduction

4.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the Travel Plan can be found in **Section 7**.

- Objectives are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- Targets are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the store will seek to reach within the period covered by this Travel Plan. In addition, interim targets have been set.

Objectives

4.2 The Travel Plan's overriding objective is:

To engage with and encourage both visitors and staff to use more sustainable ways of travelling to / from the community centre and place of worship through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway and public transport network.

4.3 The sub-objectives are:

- Sub-objective 1: To increase visitor and staff awareness of the advantages and availability of sustainable / active modes of transport;
- Sub-objective 2: To promote the health and fitness benefits of active travel to all site users;
- Sub-objective 3: To introduce a package of physical and management measures that will facilitate visitor and staff travel by sustainable modes; and therefore,
- Sub-objective 4: To reduce unnecessary use of the car for the journey to and from the community centre and place of worship by visitors and staff.

Targets

4.4 Targets are measurable goals by which the progress of the travel plan will be assessed. Targets are essential for monitoring progress and success of the travel plan. Targets should be 'SMART' – specific, measurable, achievable, realistic and time-related.

4.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time, while Aim Targets are quantifiable and generally relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

4.6 The key action targets are set out below:

- A Travel Plan Coordinator will be appointed at least one month prior to the reoccupation of the site for prayer;
- To launch this travel plan upon occupation of the site again for prayer;
- Provide Travel Packs to all employees / volunteers on opening of the development;
- Carry out a further Initial / Baseline Travel Survey (Year 0) within 3 months of opening; and
- Each monitoring survey will occur within 1 month of the anniversary of the baseline survey in each survey year.

Aim Targets

4.7 **Table 4.1** outlines the Aim Targets set out for the site. The targets are set to measure progress towards the main objectives over five years. These targets are to be achieved within five years of the launch of the Travel Plan. The interim targets are to be reached within three years of the launch of the Travel Plan.

4.8 The baseline figures are taken from the questionnaire survey, as detailed in **Section 3**. This Travel Plan recognises that it is not possible to set out accurate targets far in the future, even when based on actual modal share data. Given this, it should be acknowledged that the targets may change over time as results from on-going monitoring become available. This will be discussed with Travel Plan officers.

4.9 The travel questionnaire survey indicates that the vast majority of people attending the site currently do so by travelling on foot or by using the bus. The main aim of the travel plan will therefore be to reduce reliance on car / bus services and promote the use of 'active' modes of transport including walking and cycling.

Table 4.1: Travel Plan AIM Targets					
Target	Indicator	Mode Split			
		Travel Survey	Year 1	Interim (Year 3)	Final (Year 5)
Visitors					
Achieve a 2% decrease in car driver trips	Modal split monitoring surveys	3%	2.5%	2%	1%
Achieve a 2% decrease in bus trips	Modal split monitoring surveys	21%	20.5%	20%	19%
Achieve a 2% increase in the mode share for cycling	Modal Split monitoring surveys for cycling	0%	0.5%	1%	2%
Achieve a 2% increase in the mode share for walking	Modal split monitoring surveys for walking use	76%	76.5%	77%	78%
Staff					
To ensure that the visitors to the community centre and place of worship are aware of the Travel Plan and its implications	Snapshot Survey	-	75% of Visitors	85% of Visitors	90% of Visitors

- 4.10 Considering the existing catchment area, which will remain the same, and the facilities available on site, the targets are considered to be reasonable.
- 4.11 Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets. For the most part this will be the main mode listed by staff / visitors in the monitoring surveys.

5 TRAVEL PLAN STRATEGY

Travel Plan Coordinator

- 5.1 The appointment of a Travel Plan Coordinator (TPC) is one of the most important aspects of Travel Plans. The TPC will be one of the members of staff and would have the support of the centre management.
- 5.2 The responsibilities of the TPC include providing the interface between all parties on the site, reporting to the local authority, and monitoring the progress being made towards site-wide transport objectives and the provision of sustainability measures.
- 5.3 The Travel Plan Coordinator's primary functions will include:
- Implementation of sustainable transport measures and promotion of them to visitors to the community centre and place of worship;
 - Creation and dissemination of a travel leaflets for visitors to be distributed at prayer and other activity sessions;
 - Liaison with Travel Plan Officers at the Council;
 - Promotion of the objectives and benefits of the Travel Plan;
 - Maintenance of all necessary systems, data and paperwork;
 - Acting as the point of contact for information and exchange of ideas;
 - Monitoring the achievements and performance of the Travel Plan and reporting these; and
 - Increasing travel awareness through means such as publicity information, workshops and other suitable media to enable informed travel choices to be made.

Management Support

- 5.4 The TPC will gain support for the Travel Plan internally by involving the centre management in the implementation of the Travel Plan who will be able to provide advice on implementation issues and provide support when introducing Travel Plan measures.
- 5.5 The TPC will be responsible for reporting back to the centre management on the Travel Plan's progress including any monitoring outcomes.

Commitment by the Community Centre and Place of Worship

- 5.6 The community centre and place of worship is committed to both this Travel Plan and to ensuring that the facility integrates successfully into the local community. To this end the centre management is committed to the principles of the and funding of this Travel Plan and will ensure the effective implementation of the measures set out within the Travel Plan.

Marketing Strategy

- 5.7 Different methods of marketing the Travel Plan will be employed to maximise the impact of the different measures to be implemented, including providing appropriate sustainable transport information.
- 5.8 Methods for disseminating information will include:
- Briefings at the start of prayer sessions;
 - Noticeboards and information points;
 - Training for those involved in the day-to-day management of the community centre and place of worship; and
 - Leaflets distributed at prayer and other activity sessions.
- 5.9 Regular announcements will be made with regard to the Travel Plan and travel to the development.

6 SUSTAINABLE TRAVEL MEASURES

- 6.1 This section covers the measures that will be considered to assist visitors in travelling to the development by non-car modes.
- 6.2 The aim of the Travel Plan and targets that need to be met will be regularly reiterated to all members of the community centre and place of worship and any third party users of the building will be made aware of the Travel Plan.

Information Provision

- 6.3 Travel information leaflets will be made available to all members of the community centre and place of worship. This will comprise a simple "Sustainable Transport" summary leaflet – e.g. "Use active modes of transport to/from the development"; and, "Do not park on-street in the vicinity of the development". This will also provide a brief summary of the Travel Plan and the targets that are to be met. The leaflets will be updated each term and will be provided to visitors at the beginning of each term.
- 6.4 A dedicated travel notice board will be provided. This will include all relevant public transport, walking, and cycling information but also details of the Travel Plan itself. The notice board will also contain specific details about where to and where not to park if travel to the development by car is absolutely necessary. In particular the minibus service will be promoted.
- 6.5 Word of mouth will also be an important means of disseminating information amongst visitors to the community centre and place of worship and the TPC will have a key role in managing this. Visitors will be reminded regularly about the objective to travel by modes other than the car and will be directed to the notice board.

Personalised Travel Planning

- 6.6 The TPC with advice from Travel Plan Officers at the Council will offer a personalised Travel Planning service for all visitors and staff who wish to take up this service. It is expected that this will be offered before or after prayer and other sessions.
- 6.7 The TPC will be able to draw on advice from journey planning websites such as www.traveline.info/.

Walking

- 6.8 The health benefits of walking will be promoted to visitors. Including '10,000 steps a day' promotion. Social walking groups, particularly to prayer sessions for those who live less than a mile from the community centre and place of worship will also be promoted.

Cycling

- 6.9 A total of 2 cycle parking spaces (1 stand) is proposed to be provided in the courtyard area in front of the main entrance, in a convenient location at ground floor level.
- 6.10 The TPC will administer and promote travel by bicycle primarily through information provision but also through the following measures:
- Negotiating discounts for equipment with local suppliers, where possible; and,
 - Providing cycle maps of the local area (available for free from the Transport for London website: <https://tfl.gov.uk/forms/12419.aspx>).
- 6.11 The TPC will provide information to visitors on local cycle routes in the area and will endeavour to promote the use of cycling to access the site.
- 6.12 The use of the cycle parking will be monitored and additional spaces provided if usage requires this.

Public Transport

- 6.13 The initial travel questionnaire has determined the distance visitors to the community centre and place of worship travel from home and the mode of transport used. It shows that the majority of people (83%) travel for less than 15 minutes to access the site and that 15% travel for between 15 – 30 minutes.
- 6.14 Furthermore, the TPC will ensure that:
- bus services are well publicised and promoted to visitors and where feasible the times of activities will be coordinated with bus service times; and
 - the contact details for local taxi operators are available on site.

7 MONITORING AND REVIEW

- 7.1 This Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the development. This section sets out the proposals for monitoring and review of the Travel Plan.
- 7.2 Surveys will be carried out in Year 0, 1, 3 and 5 years after the opening of the development, to monitor progress towards the interim and final targets.
- 7.3 Additionally the use of cycle parking spaces will be monitored weekly to determine whether facilities are adequate.
- 7.4 The awareness of the availability of alternative modes will be monitored. This will be undertaken by the TPC and volunteer staff using snapshot surveys at the entrance. This will be undertaken over the period of one day at the same time that the travel surveys are being administered.

Reporting

- 7.5 A Travel Plan review will be undertaken every year by the TPC, to assess the progress of the Plan and an annual Travel Plan report will be produced for the first 5 years after completion of the development. This will incorporate the results of monitoring throughout the preceding period.

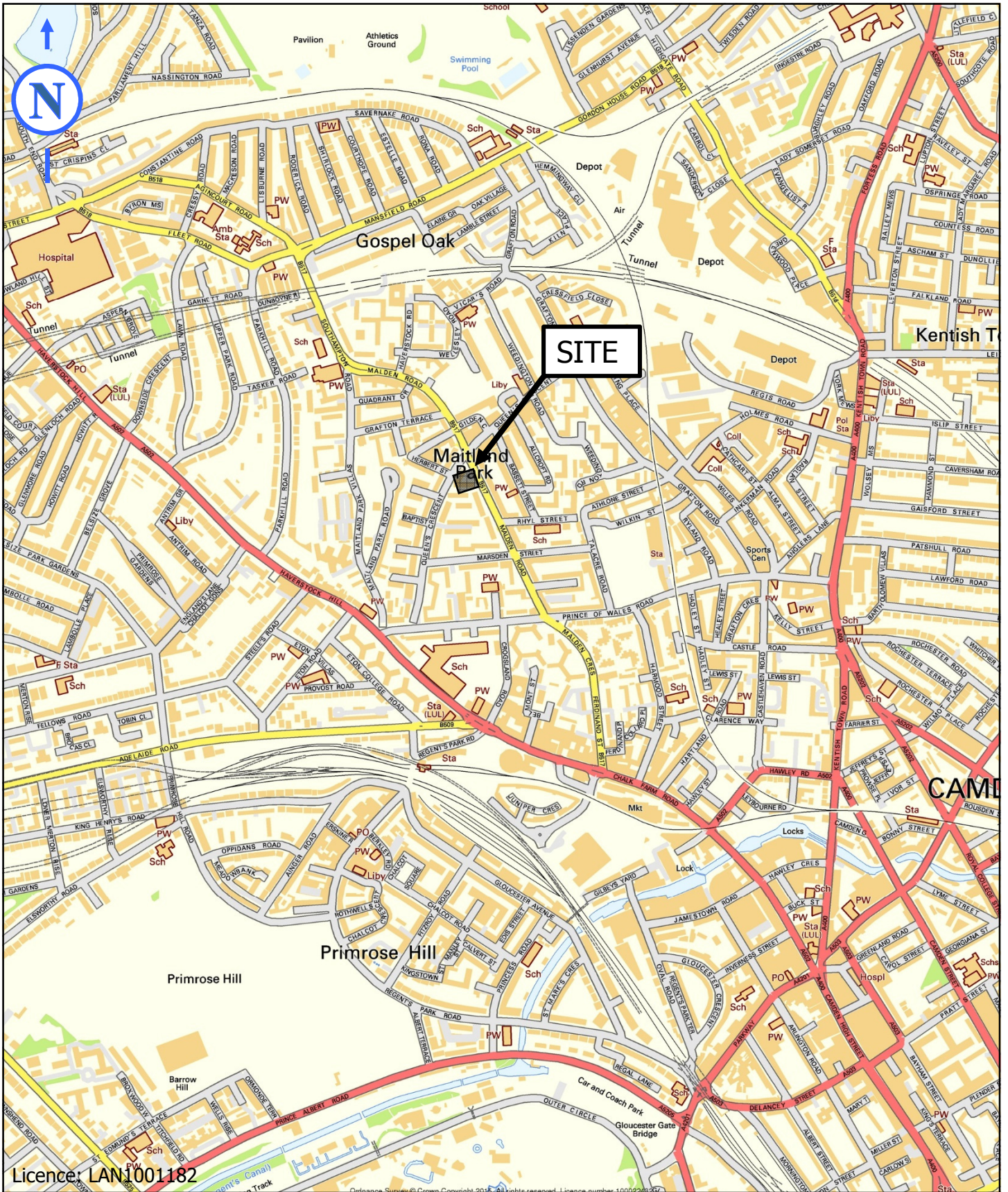
8 ACTION PLAN

8.1 The Action Plan sets out the measures included within the Travel Plan that are directed at influencing visitor and staff travel.

8.2 The Action Plan will be revised every year following each Annual Travel Plan Review.

Table 8.1: Action Plan		
Action	Responsibility	Target Date
Production of Travel Plan	TPC / Centre Management	Submitted with the planning application
Appoint Travel Plan Coordinator (TPC)	TPC / Centre Management	One month prior to the development opening
Launch Travel Plan	TPC / Centre Management	Upon opening the development
Provide Travel Packs to all employees / volunteers	TPC / Centre Management	Upon opening the development
Initial Travel Survey (Year 0)	TPC / Centre Management	Within 3 months of occupation
Interim Monitoring	TPC / Centre Management	Within one month of the 1 st and 3 rd anniversary of the Initial Year 0 Travel Survey
Full Review at end of Year 5	TPC / Centre Management	Within one month of the 5 th anniversary of the Initial Year 0 Travel Survey
Monitor use of the proposed cycle stand	TPC / Centre Management	Weekly monitoring to be recorded
Distribute leaflets at prayer and other activity sessions.	TPC / Centre Management	Every term

Figures



Licence: LAN1001182

TITLE:
Site Location Plan

PROJECT:
23-24 Cheriton, Queen's Crescent

CLIENT:
Somali Community Development Trust

DRAWN: J.P. CHECKED: DATE: 20.08.15 SCALE: NTS



ttp consulting
 transport planning specialists

111-113 Great Portland Street
 London W1W 6QQ
 Tel: 020 7100 0753
 www.ttp-consulting.co.uk
 Registered in England: 7441800

DRAWING REFERENCE: **Figure 1** REVISION: .

APPENDIX A

Proposed Layout Plans

APPENDIX B

Bus Map

Route finder

Day buses including 24-hour services

Route	Towards	Bus stops
24	Hampstead Heath	CK, KS, KT, KZ
	Pimlico	CL, KU, KV, KW
46	Lancaster Gate	KK, KM, KN, KQ, KT, KZ
	St Bartholomew's Hospital	KD, KL, KP, KR, KU, KV, KW
134	North Finchley	KE, KF, KM
	Tottenham Court Road	KA, KB, KC, KD, KL
214	Highgate Village	KE, KF, KH, KM
	Moorgate	KB, KC, KD, KJ, KL
393	Chalk Farm	KB, KC, KN, KQ, PQ
	Clapton	KE, KM, KR, LG, PR
C2	Parliament Hill Fields	KE, KF, KH, KM
	Victoria	KB, KC, KD, KJ, KL

Night buses

Route	Towards	Bus stops
N20	Barnet	KE, KF, KM
	Trafalgar Square	KA, KB, KC, KD, KL

Buses from Kentish Town

