

Central Somers Town CIP

Framework Travel Plan

Revision PO1

DECEMBER 2015

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ENGINEERS

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Central Somers Town
Framework Travel Plan
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1. INTRODUCTION

This Framework Travel Plan has been prepared to support a Planning Application for the proposed re-development of Central Somers Town CIP. The development will deliver significant improvements to the public realm, provide a replacement primary school, nursery, play facilities, community hall and 136 housing units.

The detail of the specific Travel Plan measures will be subject to agreement with the Operator of the proposed development and is likely to be conditioned on award of planning approval. As such this document provides a “Framework” setting out the aims and objectives of the Travel Plan as well as providing a template for development of the specific measures by the future Operator.

1.1 Background

A Travel Plan is a strategy for managing the travel generated by a particular development or organisation aimed at reducing reliance on the private motor vehicle and promoting more sustainable modes of travel. Travel Plans typically combine measures to support walking, cycling, public transport and car sharing, and additionally to reduce the need to travel overall. These are reinforced with promotion and incentives and by the management of workplace and residential parking. Travel Plans also include action to reduce the need to travel, such as telecommuting. They can focus on both commuter and business travel.

Residential and Commercial Travel Plans contribute to accident reduction, enhancing local community safety, creating healthier environments for socially excluded and vulnerable people. It is estimated that five out of six trips originate from home, meaning there is great potential for reducing car journeys by offering attractive sustainable travel alternatives.

2. TRAVEL PLAN OBJECTIVES & OVERALL STRATEGY

In light of both National and local policy guidance, and the existing and proposed transport conditions of the site and wider area, the overall objectives for the Travel Plan are:

To Increase Travel Awareness

- Raise user’s knowledge of the implications of all forms of travel on the environment, and the health and wellbeing of individuals.

To Contribute to Reduced Traffic Congestion & Improved Air Quality

- Reduce the number of single occupancy car journeys generated by the development.

To Contribute to Improved Health and wellbeing

- Increase the number of users walking and cycling to and from the development.

3. MEASURES & ACTIONS

With the existing and proposed transport conditions in mind, a range of initiatives that might best achieve the aims and objectives of the Travel Plan are identified below. The strategy adopted for the Framework Travel Plan focuses on 'carrots' rather than 'sticks', since these measures are usually most effective. Sustainable travel demand can be generated through promotion and active encouragement to use the available facilities. Facilities and infrastructure measures are therefore complimented by marketing and the provision of information to users. Potential Travel Plan measures are summarised below:

- promotion of Car Sharing (primarily for staff);
- promotion of Public Transport Services Use;
- promotion of Walking & Cycling;
- provision of Cycle Facilities;
- provision of High Speed Broadband;
- residents Travel information Pack;
- communication Strategy; and
- travel Plan Coordinator

Each of the above measure is described below:

3.2 Promotion of Car Sharing

The use of existing online journey matching databases such as www.nationalcarshare.co.uk, or Liftshare, www.liftshare.com/uk/ could be promoted to residents and employees.

These services allow users to

- save money;
- reduce pollution from car emissions;
- make new friends and provide security and company in the event of a breakdown;
- reduce local congestion;
- save time; and
- reduce the use of limited fossil fuels.

3.3 Promotion of Local Public Transport Services

Information should be made available to all users regarding public transport initiatives and services in the vicinity of the development. This includes up to date service information and route maps.

Other public transport information sources for inclusion are as follows:

- Journey planning available free from public transport journey planning websites such as <https://tfl.gov.uk/plan-a-journey/>
- National train travel information and real-time train information available at www.nationalrail.co.uk.
- Coach information available from National Express (www.nationalexpress.com) and Megabus (<http://www.megabus.com/> or 0900 1600900).

3.4 Promotion of Walking & Cycling

Information sources should be promoted to all residents and employees regarding initiatives and infrastructure to facilitate travel on foot and on bike to the site. This will include the following:

- Walking information and online walking route planner available at www.walkit.com.
- Information on the health benefits of walking and cycling.
- Advice on personal safety.

Further information is available at <https://tfl.gov.uk/modes/cycling/> and <https://tfl.gov.uk/modes/walking/>.

3.5 Promotion of Cycling Facilities

Good quality secure and well lit provision for cycle parking that is convenient to use offers an important yet cost effective incentive to help encourage cycling at the new development. Consideration should be given to the provision of cycle parking for the commercial and residential aspects and their visitors within the new development.

3.6 Travel Information Pack

Consideration should be given to providing a Travel Information Pack to new residents and operators. The pack will include the following information:

- Relevant public transport information, contact details of operators and a summary of service provision.
- Cycling details possibly including on-site provision, cycle network maps and details of cycle parking, cycling clubs, retailers and support groups.
- Details of the Travel Coordinator including their role and responsibilities and their contact details.
- Any relevant websites relating to sustainable commuting options.

3.7 Communication Strategy

A communication and marketing strategy is important to ensure that all users are fully aware of the sustainable transport options available to them and is essential to the success of a Travel Plan. A variety of marketing tools and techniques can be employed to attain maximum visibility.

This could include the distribution of information on the Travel Plan, its progress, impacts, benefits and successes to users; and the use of newsletters, notice boards, leaflets, posters, displays, promotional events, incentives or prizes. Information on the Travel Plan could also be included in the new staff/patients' welcome or marketing packs. Sustainable travel information should also be displayed in prominent locations within communal areas.

TfL and LBS can provide further information on sustainable transport options and are able to provide posters, leaflets and timetables for display on notice boards or in display units in communal areas. Leaflets should also be developed to summarise the site specific sustainable travel options.

3.8 Travel Plan Coordinator

For the Travel Plan to be delivered successfully, a specific person(s) will be appointed as Travel Plan coordinator(s) to serve the community based within the new site.

The chosen person should be committed, a good communicator, have sufficient authority to move the plan forwards and be given dedicated time to work on it.

The travel plan coordinator(s) for the development will have overall responsibility for implementing and promoting the travel plan including:

- Informing all residents and employees of their sustainable travel options.
- Encouraging visitors to the site to travel sustainably.
- Carrying out any travel surveys.
- Ongoing liaison with LBS and TfL.
- Provision of sustainable travel information in communal areas or on any website for the development.
- Review the Travel Plan on a regular basis and each year set out an annual programme of measures.

4. TRAVEL PLAN MONITORING

Measuring the Travel Plan performance will be important to understand the changes to employees' and visitors' travel patterns and assess its effectiveness in delivering agreed measures.

4.1 Monitoring Surveys

The Travel Plan coordinator should be responsible for monitoring the travel plan and agreeing how the results will be reported to the Local Authority. This could be done by a variety of survey methods including one or a combination of the following:

- A 'snapshot' modal split survey of employees, occupiers, visitors and customers
- A full staff/visitor travel survey questionnaire.
- Monitoring the uptake of any specific incentive schemes
- Monitoring the use of cycle parking spaces

Mitigation measures should also be identified to address the sustainable travel requirements of the scheme in the event that the Travel Plan is failing to deliver its anticipated outputs or meet its targets.

4.2 Evaluation and Review

The Travel Plan should be an active document, which should be reviewed on a regular basis to ensure it reflects current opportunities and local circumstances.

APPENDIX A: Travel Plan Measures & Objectives Template

APPENDIX A

685-01

Central Somers Town

Travel Plan Objectives **DRAFT**

December 2015



Objective		Action/ Measure	Timescale	Responsibility	Monitoring	Cost
Increase Travel Awareness	Raise Residents' knowledge of the implication of all forms of travel on the environment, and the health and wellbeing of individuals.	Provide information as to the implications of different modes of Transport in home user guides/resident packs.	To coincide with occupation of the development	Nominated Travel Plan Coordinator	Annual survey of residents' transport awareness and choices to be carried out.	Developer/ Operator
Contribute to Reduced Traffic Congestion	Reduce the number of single occupancy car journeys generated by the development.	Promote the use of car sharing schemes such as www.nationalcarshare.co.uk and www.liftshare.co.uk	To coincide with occupation of the development	Nominated Travel Plan Coordinator	Contact car sharing scheme to monitor membership	No cost
		Provide access to high speed Broadband	To coincide with occupation of the development	Nominated Travel Plan Coordinator	Homeworking questions to be included on Annual Survey Questionnaire.	Cost to be borne by resident.
		Provide information about local public transport provision to all residents.	To coincide with occupation of the development	Nominated Travel Plan Coordinator	Annual survey of residents' transport awareness and choices to be carried out.	Developer/ Operator
Encourage residents to travel more sustainably and healthily	Increase the number of residents walking and cycling to work.	Provide good quality, secure and well lit provision for cycle parking for residents and their visitors.	To coincide with occupation of the development	Developer/ Operator	Travel plan coordinator to monitor quality of parking and assess the need for additional spaces	Scheme Cost
		Provide free cycle maps of the surrounding area to those who work and live within the development.	To coincide with occupation of the development	Nominated Travel Plan Coordinator	Annual survey of residents' transport awareness and choices to be carried out.	Developer/ Operator

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