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1. Introduction

1.1. Appointment

Atkins has been instructed by the London Borough of Camden (LBC) to provide a Construction Logistics Plan (CLP) for the Abbey Area Redevelopment Proposal, located within LBC.

1.2. Report Purpose

The Abbey Road Development Project was originally granted outline planning permission in July 2012 (reference 2012/0096/P). A Hybrid application (reference 2013/4678/P) was subsequently submitted incorporating a revised outline application for the whole of the Abbey Road Development as well as the submission of full details in respect to Phase 1. This was granted planning permission in May 2014 and was supported by a CLP prepared by Atkins.

A full planning application is now being submitted for Phase 2 along with a Reserved Matters application for Phase 3. This is because the proposed development in Phase 2 is significantly outside of the building footprint and parameters approved through the Hybrid Application, whereas Phase 3 required only one non-material amendment to ensure that the proposed building would sit within the approved parameters, thus allowing for a reserved matters submission.

The location of the site and associated phases is shown in Figure 1–1 and covers an area around the junction of Abbey Road and Belsize Road.

This report will still need to be developed further following appointment of a principal contractor. Consequently this detail will remain a matter for post-application agreement with LBC.

Construction Logistics Plans (CLPs) provide a framework to better manage all types of freight vehicle movement to and from construction sites. They improve the safety, efficiency and reliability of deliveries to a site, thereby reducing accidents, congestion and minimising emissions and environmental impact. The report has been produced in accordance with TfL's current best practice guidelines for the production of CLPs, entitled "Building a better future for freight: Construction Logistics Plans".

The report is intended to:

- Outline how construction work will be carried out and how this work will be serviced (e.g. delivery of materials, set down and collection of skips), with the objective of minimising traffic disruption, avoiding dangerous situations, and minimising the impact on local amenity, including road user amenity; and
- Set out measures for ensuring highway safety and managing transport, deliveries and waste (including recycling of materials) throughout the demolition and construction period, and take account of the cumulative impact of concurrent or planned development within the immediate area in line with the Section 106 for the consented outline planning application.

The report will form the basis of the full CMP and agreeing the construction arrangements with LBC and Transport for London (TfL). The agreed contents of the CMP must be complied with unless otherwise agreed with the Council. The project manager shall work with the Council to review the Construction Management Plan if problems arise in relation to the construction of the Development. Any future revised plan must be approved by the Council, and complied with thereafter.

Table 1 itemises the highway measures that will need to be considered within the full CMP, and where relevant information is provided in this report.

Table 1. Section 106 Construction Management Plan Requirements

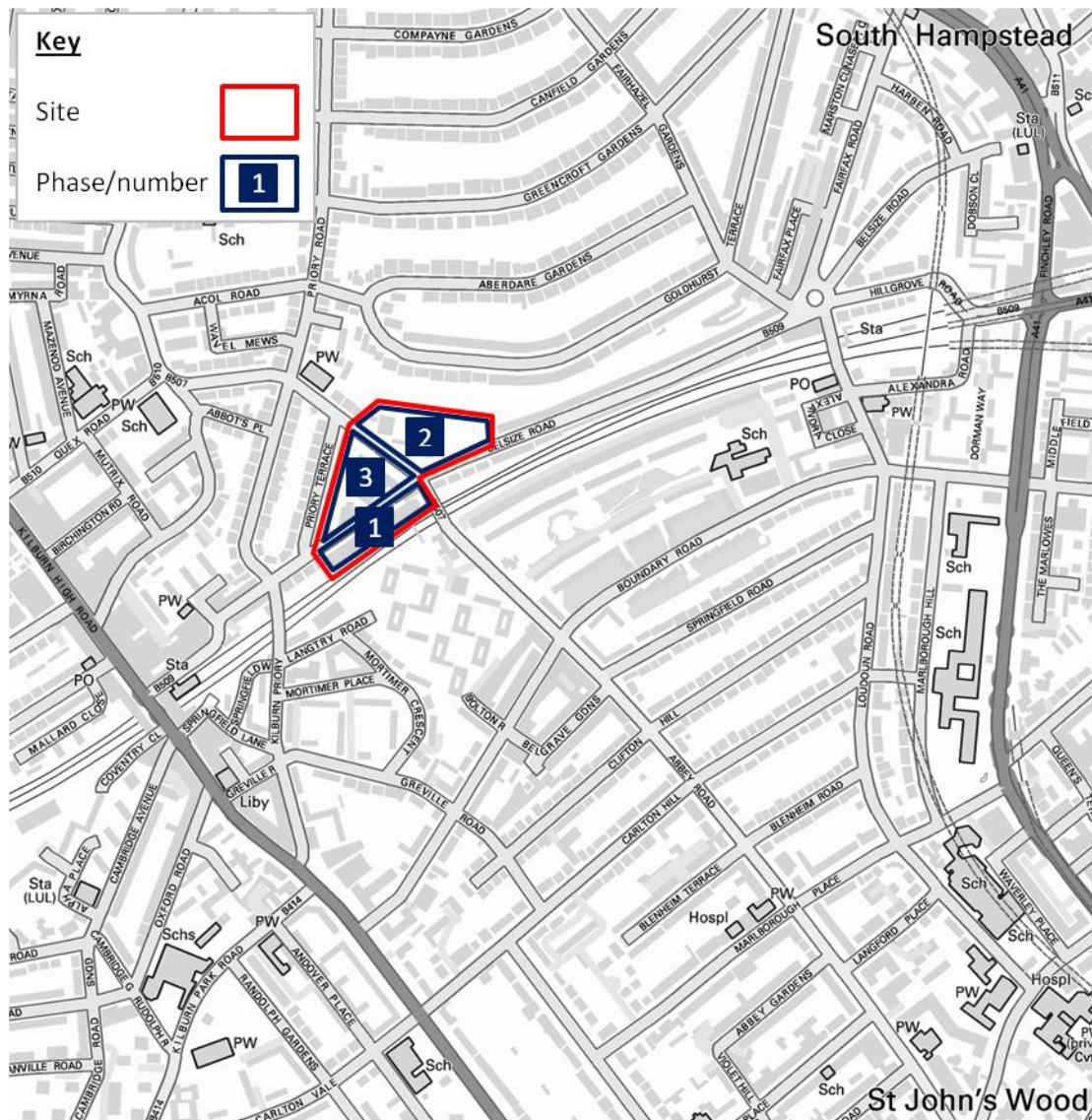
Item	CLP
A brief description of the site, surrounding area, and development proposals for which the Construction Management Plan applies.	✓
Proposed start and end dates for each phase of construction.	✓
The proposed working hours within which vehicles will arrive and depart.	✓
The access arrangements for vehicles.	✓
Proposed routes for vehicles between the site and the Transport for London Road Network (TLRN). Consideration should also be given to weight restrictions, low bridges, and cumulative effects of construction on the highway.	✓
Typical size of all vehicles and the approximate frequencies and times of day when they will need access to the site for each phase of construction.	TBC
Swept path drawings for any tight manoeuvres on vehicle routes to the site.	TBC
Details (including accurately scaled drawing) of any highway works necessary to enable construction to take place.	TBC
Parking and loading arrangement of vehicles and delivery of materials and plant to the site.	TBC
Details of proposed parking bay suspensions and temporary traffic management orders.	TBC
Proposed overhang (if any, on the public highway - scaffolding, cranes etc.).	TBC
Details of hoarding required or any other occupation of the public highway.	TBC
Details of how pedestrian and cyclist safety will be maintained, including any proposed alternative routes (if necessary), and any Banksman arrangements.	TBC
Details of how traffic associated with the Development will be managed in order to reduce congestion.	TBC
Details of any other measures designed to reduce the impact of associated traffic (such as the use of construction material consolidation centres).	TBC
Details of how any significant amounts of dirt or dust, which may be spread onto the public highway, will be cleaned or prevented.	TBC
Details of consultation on a draft Construction Management Plan with local residents, businesses, local groups (e.g. residents / tenants and business associations) and Ward Councillors. Details should include who was consulted, how the consultation was conducted and the comments received in response to the consultation. In response to the comments received, the Construction Management Plan should then be amended where appropriate and where not appropriate a reason should be given. The revised Construction Management Plan should also include a list of all the comments received.	TBC
Details of any Construction Working Group that will be set up, addressing the concerns of surrounding residents, as well as contact details for the person responsible for community liaison on behalf of the developer, and how these contact details will be advertised to the community.	TBC
Details of any schemes such as the 'Considerate Contractors Scheme' that the project will be signed up to should form part of the consultation and be notified to the Council. Contractors will also be required to follow the 'Guide for Contractors Working in Camden' also referred to as 'Camden's Considerate Contractor's Manual'.	TBC
Details of other construction sites in the local area and how the Construction Management Plan takes into consideration the cumulative effects of construction local to the site.	TBC
Any other relevant information with regard to traffic and transport.	✓

1.3. Report Structure

The remainder of the report is set out as follows:

- Chapter 2 outlines the relevant planning policies;
- Chapter 3 presents details of the construction proposals as available to date. This is intended as a framework, with details added at RIBA Planning Stages H and Stage J (mobilisation and construction);
- Chapter 4 identifies the objectives of the Construction Logistics Plan;
- Chapter 5 presents the measures and initiatives to be employed to increase construction servicing efficiency for the site; and
- Chapter 6 presents the proposed methodology for monitoring and review.

Figure 1-1 Plan of Site and Phases



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2. Relevant Planning Policies

2.1. National Planning Policy Framework

The National Planning Policy Framework (NPPF) was published and came into effect on Tuesday 27th March 2012. The NPPF applies to England and is designed to supersede and simplify previous national planning policies. It is intended as a framework for the development of local and neighbourhood plans. However, existing Local Plan policies should not be considered out of date because they were adopted prior to the NPPF's publication.

The NPPF emphasises that the purpose of planning is to help achieve sustainable development; i.e. that which results in positive growth and economic, environmental and social progress. The NPPF is therefore based upon a presumption in favour of sustainable development, which should be allowed to proceed without delay. Therefore, proposed development that accords with an up to date Local Plan should be approved, while that which conflicts should be refused.

The NPPF sets out twelve core land-use planning principles, which should underpin both plan-making and decision-taking. One of the principles states that planning should:

"...actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable..."

The NPPF sets out policies to achieve sustainable development under 13 headings, one of which is titled "Promoting Sustainable Transport". Within this section, the NPPF states that:

- *"All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:*
 - *the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;*
 - *safe and suitable access to the site can be achieved for all people; and*
 - *improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe";*
- *"Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised";*
- *"Developments should be located and designed where practical to:*
 - *accommodate the efficient delivery of goods and supplies;*
 - *give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
 - *create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
 - *incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*
 - *consider the needs of people with disabilities by all modes of transport"; and*
- *"All developments which generate significant amounts of movement should be required to provide a Travel Plan".*

In a similar way to a Travel Plan, this CLP will improve the development's sustainability and thus comply with the NPPF.

2.2. London Freight Plan (November 2007)

The London Freight Plan sets out the steps to be taken over five to ten years to identify, and begin to address, the challenge of delivering freight sustainably in London.

The Plan has no statutory force but has been developed to implement the Mayor's Transport Strategy (MTS), and is a material consideration for planning. The same principles underpin the MTS.

The specific policy aims are to:

- Ensure that London's transport networks allow for the efficient and reliable handling and distribution of freight, and the provision of servicing, in order to support London's economy;
- Minimise the adverse environmental impact of freight transport and servicing in London;
- Minimise the impact of congestion on the carriage of goods and provision of servicing; and
- Foster a progressive shift of freight from road to more sustainable modes such as rail and water, where this is economical and practicable.

Four main projects have been identified to achieve the above objectives, which are:

1. Freight Operator Recognition Scheme (FORS);
2. Delivery and Servicing Plans (DSPs);
3. Construction Logistics Plans; and
4. Freight Information Portal.

Further details of these projects related to construction are set out below.

2.2.1. Project One: Freight Operator Recognition Scheme

This project is designed to encourage freight operators to take up green fleet management, use best practice and to increase the sustainability of London's freight distribution. The project has already been developed with trade union involvement and close collaborative partnership to engage effectively with freight operators and facilitate the sharing of information.

Operators will join the scheme as members, with tiers of membership reflecting freight operator achievements. It will offer members incentives to increase the sustainability of their operations and to develop their skills, including best practice development for:

- Training to improve safety and reduce CO₂ and emissions;
- Maintenance, to improve safety and reduce fuel consumption, CO₂, and emissions;
- Management of road risk to improve safety, particularly for pedestrians and cyclists;
- Fuel efficiency, to save costs and reduce CO₂ and emissions; and
- The use of low-carbon engine technologies such as hybrid and electric vehicles, hydrogen fuel cells and bio fuels to reduce CO₂ and emissions.

It will recognise legal compliance as the base 'bronze' level and promote the uptake of best practice covering fuel efficiency, alternative fuels and low carbon vehicles, management of road risk, legal record keeping and reducing penalty charge notices through the higher 'silver' and 'gold' levels. It will also recognise operator achievements with rewards that encourage operators to raise standards to reduce, in particular, CO₂ emissions and collisions between Heavy Goods Vehicles (HGVs) and cyclists.

Benefits will be developed recognising operator needs. These will include a subsidised training programme called London Freight Booster which will include an NVQ Level 2 qualification that supports the ongoing competency requirements for drivers.

Members will also benefit from advice about fuel efficiency, Penalty Charge Notice (PCN) reduction, legal record keeping and the management of occupational road risks. Tailored action plans to help reduce collisions, emissions and costs will also be developed.

The project will set Freight Operator Recognition Scheme Standards, a quality benchmark for use by clients when awarding servicing, maintenance and supply contracts. This provides a simple way for clients to ensure the sustainable credentials of freight operators.

2.2.2. Project Three: Construction Logistics Plans

These plans are very similar to the DSPs and will also be integrated into the travel planning process. They cover:

- The design of buildings to maximise benefits of implementation; and
- Delivery operations during the construction phase.

The plans will consider consolidation and other techniques to help minimise trips (particularly in peak times), lane closures and illegal waiting / loading activities. This will in turn reduce congestion and emissions.

The plans also link supply and site servicing contracts to Freight Operator Recognition Scheme membership with the associated benefits of reduced emissions, collisions, congestion and costs this brings.

2.3. Building a Better Future for Freight: Construction Logistics Plans

TfL provide guidance on the production of CLPs within their document entitled 'Building a better future for freight'. The document identifies that CLPs need to be tailored to the specific requirements of the site.

The guidance also identifies some of the most effective tools and techniques to minimise the impact of freight activity on London's roads. In summary:

"Essentially the equivalent of a work based Travel Plan for a specific site, a CLP will improve the safety, efficiency and reliability of deliveries to that location. It will identify unnecessary journeys, and deliveries that could be made by more sustainable transport modes, to help reduce congestion and minimise the environmental impact of freight activity".

2.4. The London Low Emissions Zone (2008)

The Low Emissions Zone (LEZ) is a scheme that aims to improve air quality in the City by setting and enforcing new emissions standards for HGVs, large vans and minibuses, and deterring the use of the most polluting vehicles by freight operators. The London LEZ is a "first" for the UK and is one of the largest schemes of its type in the world.

The LEZ came into force on 4 February 2008 for lorries over 12 tonnes with different vehicles affected over time and tougher emissions standards introduced in 2012. Cars and motorcycles are not affected.

The LEZ operates 24 hours a day, seven days a week, every day of the year including weekends and public holidays, with a daily charge of £200 being applicable for lorries, buses and coaches and £100 for heavy vans and minibuses which do not meet the required standards.

The LEZ is enforced through fixed and mobile cameras which read vehicle registration number plates driving within the LEZ and check them against a database of vehicles which meet the LEZ emissions standards, have already paid the daily charge or are either exempt or registered for a 100% discount.

3. Construction Proposals

3.1. Introduction

This chapter provides an overview of the preliminary construction strategies for the Abbey Area Redevelopment site. The exact details of the CLP are to be expanded and finalised following the appointment of the principal contractor, following which the final version - a full CMP - will be developed.

3.2. Site and Surrounding Area

The Abbey Area Redevelopment site is located at the Abbey Road /Belsize Road junction in the London Borough of Camden as shown in Figure 1–1. The site is bordered by a main railway line to the south and by residential areas on all other sides.

Currently, loading can take place kerbside along the south side of Belsize Road where there is a single yellow line parking restriction between the bus stops west of Abbey Road.

3.3. Development Proposals

The proposed development will be undertaken in three phases as shown in Figure 1–1, and will involve:

- Phase 1: Demolition of the existing multi-storey car park and construction of 66 affordable and 75 private residential units, along with a 522m² supermarket and 399m² of flexible commercial floorspace (Classes A1-A5 / B1) south-west of the Abbey Road / Belsize Road junction;
- Phase 2: Improved access arrangements and additional development around the base of the Snowman and Casterbridge residential towers, comprising 3,187m² of Health Centre / Community development north-east of the Abbey Road/Belsize Road junction; and
- Phase 3: Demolition of the Emminster and Hinstock affordable housing blocks, along with associated retail, Health Centre and Community Centre buildings, which will be replaced by 36 affordable, 12 intermediate and 52 market residential units, 353m² of retail (A1-A5) development and 362m² of employment (B1a) development north-west of the Abbey Road/Belsize Road junction.

The proposed quantum of development is shown in Table 3–1.

Table 3–1 Summary of Development Proposals

Land Use	Existing	Phase 1	Phase 2	Phase 3	Net Change
Affordable Residential C3	70 units	66 units	-	48 units	+44 units
Private Residential C3	4 units	75 units	-	52 units	+123 units
Supermarket	0m ²	522m ²	-	-	+522m ²
Other Retail/A1/A2/A3/A4/A5	835m ²	399m ²	-	353m ²	-616m ²
B1 Office	895m ²		-	362m ²	
D1 Health Centre	1,775m ²	-	2,006m ²	-	+231m ²
D1 Community Centre	500m ²	-	947m ²	-	+447m ²
B1 Co-Operative office	-	-	234m ²	-	+234m ²

3.4. Phasing

The start and finish dates for demolition and proposed start and finish dates for construction of each phase are contained in Table 3–2 below.

Table 3–2 Timescale for Demolition and Construction of Abbey Area Redevelopment Project

Phase	Start	Finish
1 Demolition	November 2014	July 2015
1 Construction	January 2016	Spring 2018
2	Winter 2016	Spring 2018
3	Winter 2018	2020

3.5. Site Set Up

Full details of the site set up will be provided by the contractor in due course, including occupation of the public highway, hoardings and any overhang of the public highway, such as scaffolding and cranes.

3.5.1. Access for Construction Vehicles

It is proposed that construction access to the site will be as follows:

- Phase 1: from the south side of Belsize Road west of the Abbey Road / Belsize Road junction;
- Phase 2: from the north side of Belsize Road east of the Abbey Road / Belsize Road junction; and
- Phase 3: from the west side of Abbey Road north of the Abbey Road / Belsize Road junction.

Exact access locations will be agreed following appointment of a principal contractor. The accesses developed will enable delivery vehicles access for loading and unloading on the site, away from the public highway, while site management will monitor and manage construction traffic to ensure that vehicles do not block the highway on entry and exit.

3.5.2. Parking and Loading

Onsite parking for construction workers will be restricted to an absolute minimum and will only be made available to those construction personnel who need to carry heavy equipment or materials to the site. Construction workers will be encouraged to travel to the site via sustainable modes to limit the parking impact on the surrounding roads.

Loading and unloading will take place on site off the public highway.

3.5.3. Temporary Traffic Management

It is not anticipated that any Temporary Traffic Management orders or parking suspension will be required, other than temporary crossings.

3.5.4. Pedestrian and Cyclists

It is anticipated that the footways fronting the development will require closure at various times during demolition and construction. As the development is being brought forward in stages, footway closures will be mitigated by the availability of a footway on the opposite side of the Abbey Road or Belsize Road. It is proposed that Banksman will be employed at any site accesses where there is potential construction vehicle and pedestrian / cyclist conflict to ensure the safety of pedestrians and cyclists.

3.6. Construction Traffic

Details of the typical size and number of vehicles will be provided by the contractor for each phase of construction, along with the approximate frequencies and times of day when they will need access to the site for each phase of construction.

3.6.1. Working Hours

It is proposed that vehicles will arrive and depart between 0800 and 1800 hours Monday to Friday and 0800 and 1300 hours on Saturdays, while no vehicles will access the site on Sundays, Bank Holidays and Public Holidays, except in emergencies, or with prior permission of LBC.

3.6.2. Routing

The proposed routes between the site and the Transport for London Route Network (TLRN) are outlined below and shown in Figure 3–1. The final routing will be subject to review and finalisation by the principal contractor and confirmed in the final CMP:

- Construction traffic travelling from the east will use Belsize Road (B509), from the A41 Finchley Road, which is part of the TLRN. The same route will be used for egressing construction vehicles;
- Construction traffic travelling from the west will use Belsize Road (B509), Kilburn High Road (A5), Willesden Lane (A4003), High Road (A407) and Dudden Hill Lane (A4088) from the A406 North Circular Road, which is part of the TLRN. The same route will be used for egressing construction vehicles;
- Construction traffic travelling from the north will travel southbound along Kilburn High Road (A5) from the A406 North Circular Road, which is part of the TLRN, before turning eastbound along Belsize Road (B509) to access the site. The same route will be used for egressing construction vehicles; and
- Construction traffic travelling from the south will travel northbound along Kilburn High Road (A5) from the A5 Maida Vale / A5205 St John's Wood Road junction, both of which are part of the TLRN, before turning eastbound along Belsize Road (B509) to access the site. The same route will be used for egressing construction vehicles.

The construction vehicle access routes proposed above avoid using minor roads as far as possible, and have specifically avoided residential roads adjoining the sites.

Though construction traffic originating from all areas has been considered above, distribution analysis indicates that vehicles are likely (due to the location of building related services) to use routes to the north and east of the site.

3.6.2.1. Restrictions

The proposed construction traffic routes are free from weight restrictions and low bridges, while no tight manoeuvres are envisaged and therefore it is not anticipated that any highway works will be required for construction vehicles accessing the site. However, this will need to be confirmed by the contractor once vehicle sizes are known.

3.6.3. Deliveries

The logistics will be dependent on the suppliers, working methodology and programme, which will be co-ordinated by the principal contractor.

All on-site deliveries will be pre-arranged and booked as part of the efficient operation of construction work, which means that vehicles won't have to wait prior to entering the site.

The form of delivery management of vehicles will be set out at the tender stage and reinforced onsite. The success of the proposals will be monitored through the Environmental Management Plan for the scheme.

These measures will ensure that delivery vehicles have minimal impact on surrounding residential roads to the site and waiting vehicles will be eliminated through strict management of delivery times.

4. Construction and Logistics Plan Objectives

Construction Logistics Plans developed through the planning process seek to support sustainable development. They are drafted within the context of the guidance provided within the London Freight Plan and TfL's best practice guidance.

This CLP will therefore seek to achieve the following objectives:

- Demonstrate that construction materials can be delivered, and waste removed, in a safe, efficient and environmentally-friendly way;
- Identify deliveries that could be reduced, re-timed or even consolidated, particularly during peak periods;
- Help cut congestion on London's roads and ease pressure on the environment;
- Improve the reliability of deliveries to the site; and
- Reduce freight operators' fuel costs.

5. Delivery and Servicing Management Measures

This chapter outlines the overarching measures and initiatives included within the CLP.

The CLP will specifically aim to ensure that construction and servicing of the site can be carried out efficiently, minimising negative impacts upon the local highway network, residents and commercial occupiers within and surrounding the site, and the environment.

In accordance with TfL's best practice guidance contained within their document entitled 'Building a better future: Construction Logistics Plans' the proposed management measures and initiatives have been grouped into the following areas:

- Design;
- Procurement Strategy;
- Operational Efficiency;
- Waste Management; and
- Road Trip Reduction.

5.1.1. Design

The final CMP will:

- Illustrate the on-site delivery and collection points off street;
- Complete a swept path analysis showing how freight vehicles will access the site; and
- Conduct a risk assessment of the loading points.

The following initiative will also be considered:

- Secure drop off facilities to reduce the number of failed trips and encourage out of hours deliveries.

5.1.2. Procurement Strategy

The procurement process should demonstrate an awareness of all vehicle activity associated with the site, its impacts and appropriate measures to reduce it. This will be undertaken by site management.

The strategy should demonstrate a commitment to safer, more efficient, and more environmentally friendly distribution by contracting operators registered with a best practice scheme, such as FORS.

It is also encouraged that contractors source items locally, or from the same supplier, to reduce the number of deliveries required.

5.1.2.1. Freight Operator Recognition Scheme (FORS)

FORS members, or those who can demonstrate that they meet FORS membership standards, will be the contracted suppliers where possible.

5.1.3. Operational Efficiency

5.1.3.1. Encouraging Out of Hours Deliveries

The restriction of peak hour deliveries will be encouraged to avoid non-essential deliveries during the peak hours. The location of the site means that 'out of hours' (i.e. when pedestrian activity is lower than peak periods) or overnight deliveries may be possible. However, daytime deliveries will not present a significant impact with the proper level of management.

A noise abatement strategy will also be in place for out of hours deliveries, whereby services vehicles would be instructed by the management office to turn off their engines once parked within servicing bays for the duration of servicing activity.

5.1.3.2. Delivery Plan

The following initiatives will be developed:

- A plan informing freight operators where they can legally collect from and deliver to the site; and
- A vehicle booking / management system will be encouraged for the development.

The use of construction material consolidation centres will be made where possible.

It is not anticipated that cumulative construction traffic with other construction sites will be significant as the other sites are not in the immediate vicinity.

5.1.4. Waste Management

This CLP does not consider Waste Management, which will be considered as part of the full CMP.

5.1.5. Road Trip Reduction

Road trips will be minimised by consolidating trips.

5.2. Additional Mitigation

The following additional mitigation measures will be implemented.

5.2.1. Consultation

Local residents, businesses and local groups, such as residents / tenants and business associations, along with ward councillors will be consulted on the full Construction Management Plan. Details will be provided of who was consulted, how the consultation was conducted and the comments received in response to the consultation. The Construction Management Plan will be revised in response to the comments received where appropriate, and reasons given why not where not appropriate. The Construction Management Plan will also include a list of all the comments received.

5.2.2. Construction Working Group / Community Liaison

A construction working group will be established involving local residents and businesses to address the concerns of surrounding residents.

5.2.3. Complaint Line

The contractor will establish a complaint / call-line, as well as contact details for the person responsible for community liaison on behalf of the developer. These details will be advertised to the community.

5.2.4. Contractors

Contractors will be required to follow the 'Guide for Contractors Working in Camden' also referred to as 'Camden's Considerate Contractor's Manual', and details of this will be provided as part of the consultation.

5.2.5. Noise Mitigation

The contractor will provide details of measures to mitigate the impact of the noise arising from construction and demolition activities on local residents and businesses.

5.2.6. Cleaning

Hard standing areas and wheel washing facilities will be provided at each exit from the construction site in order to prevent dirt or dust from being spread onto the public highway.

6. Monitoring and Review

A programme of monitoring and review will be implemented to generate information by which the success of the CMP can be evaluated against the objectives set out within Chapter 3.

Monitoring and review of construction activity to the site will be the responsibility of the principal contractor.

This process will provide the opportunity for construction operations and procedures on the site to be reviewed and new management measures to be implemented (if necessary) to achieve the objectives set out within Section 3. Monitoring will be documented and available to the local authority upon request.

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Appendix J. Framework Residential Travel Plan

Abbey Road Development Framework Residential Travel Plan

London Borough of Camden

October 2015

ATKINS

Plan Design Enable

Notice

This document and its contents have been prepared and are intended solely for London Borough of Camden's information and use in relation to the Abbey Area Framework Residential Travel Plan.

Atkins Limited assumes no responsibility to any other party in respect of or arising out of or in connection with this document and/or its contents.

This document has 25 pages including the cover.

Document history

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Revision	Purpose description	Originated	Checked	Reviewed	Authorised	Date
Rev 1.0	Draft for comment	HJ	CJC	CJC	SS	28/06/13
Rev 2.0	Final draft	HJ	RJF	CJC	SS	19/07/13
Rev 3.0	Phase 2 application	RJF	AJP	CJC	CJC	15/10/15

Client signoff

Client	London Borough of Camden
Project	Abbey Road Development
Document title	Framework Residential Travel Plan
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1. Introduction

1.1. Travel Plan Context

Atkins has been commissioned by the London Borough of Camden (LBC) to prepare a Framework Residential Travel Plan (RTP) for the proposed residential led Abbey Area Redevelopment Project located within LBC.

The Abbey Road Development Project was originally granted outline planning permission in July 2012 (reference 2012/0096/P). A Hybrid application (reference 2013/4678/P) was subsequently submitted incorporating a revised outline application for the whole of the Abbey Road Development as well as the submission of full details in respect to Phase 1. This was granted planning permission in May 2014 and was supported by a Framework RTP prepared by Atkins.

A full planning application is now being submitted for Phase 2 along with a Reserved Matters application for Phase 3. This is because the proposed development in Phase 2 is significantly outside of the building footprint and parameters approved through the Hybrid Application, whereas Phase 3 required only one non-material amendment to ensure that the proposed building would sit within the approved parameters, thus allowing for a reserved matters submission.

As such, the Framework RTP has been updated to support the full planning application for Phase 2 and reserved matters submission for Phase 3.

This Framework RTP sets out the site management structure and outlines the sustainable travel principles to be incorporated into the residential proposals.

The Framework RTP will then be updated at Stage D (Post-permission and pre-opening) if necessary, in accordance with the agreed measures secured through the conditions and planning obligations. These are therefore summarised below.

1.1.1. Section 106 Agreement

As part of the outline planning permission, a Section 106 agreement and associated fourth schedule were prepared such that the Travel Plan will be a basis for promoting sustainable travel to and from the development for residential occupiers of the development and visitors to the development.

1.1.2. Planning Conditions

As part of the hybrid planning permission condition 78 states that:

'Prior to first occupation of the residential uses in any phase of the development a full residential travel plan, based upon the structure of the submitted framework travel plan, shall be submitted to and approved in writing by the Local Planning Authority in consultation with Transport for London.

Such full travel plan shall set out measures for promoting sustainable transport modes for residents within the relevant phase of the development, and shall allow for an initial substantial review within six months of full occupation of the relevant phase of development incorporating an update based upon receipt of results of a post-occupancy TRAVL survey. Subsequent revisions to the approved travel plan and its strategy shall be submitted to and approved by the Local Planning Authority prior to implementation. The measures contained in the Travel Plan shall at all times remain implemented'.

1.2. Overview of the Development Proposal

1.2.1. Proposed Future Land Use

The proposed development is comprised of the following:

- Phase 1: Demolition of the existing multi-storey car park and construction of 66 affordable and 75 private residential units, along with a 522m² supermarket and 399m² of flexible commercial floorspace (Classes A1-A5 / B1) south-west of the Abbey Road / Belsize Road junction;

- Phase 2: Improved access arrangements and additional development around the base of the Snowman and Casterbridge residential towers, comprising 3,187m² of Health Centre / Community development north-east of the Abbey Road/Belsize Road junction; and
- Phase 3: Demolition of the Emminster and Hinstock affordable housing blocks, along with associated retail, Health Centre and Community Centre buildings, which will be replaced by 48 affordable and 52 market residential units, 353m² of retail (A1-A5) development and 362m² of employment (B1a) development north-west of the Abbey Road / Belsize Road junction.

The quantum of proposed development remains broadly consistent across the same phases as the previous Hybrid planning application. The quantum associated with the proposed development applicable to the Framework RTP are outlined in Table 1–1 below.

Table 1–1 Development Proposals Summary Table

Land Use	Existing	Phase 1	Phase 2/3	Net Change
C3 (Affordable Residential)	70 units	66 units	48 units	+44 units
C3 (Private Residential)	4 units	75 units	52 units	+123 units

1.3. Aims of the Framework Residential Travel Plan (RTP)

This RTP has been prepared for the specific residential needs of the hybrid development at the Abbey Area site. It aims to bring transport and other related issues together in a coordinated strategy with an emphasis on reducing reliance on the private car and increasing travel choice for residents. High level aims are outlined below with the RTP objectives described in detail in Section 5.

The high level aims of this RTP are to:

- Reduce car use for travel;
- Reduce the environmental impact of travel;
- Reduce the need to travel for all; and
- Satisfy obligations in Section 106 agreement.

A RTP should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design and proximity to facilities and services create the conditions to make sustainable travel choices a natural option, communicating these opportunities to residents and occupiers is also critical to the success of the Travel Plan.

The RTP should demonstrate a holistic approach by incorporating both the ‘hard’ engineering measures and the ‘soft’ marketing and management measures necessary to address the transport impacts arising from development.

The RTP is essentially a ‘living document’ requiring monitoring, review and revision to ensure it remains relevant to the site and to the residents living at the site, and provides continuous improvements for its duration. Aspirations and actions should be documented in a RTP, the structure and content of which are dependent upon a range of factors including location, nature of development, the occupiers and the end users.

1.4. Structure of this Framework Travel Plan

The remainder of the report is structured as follows:

- Section 2 describes the planning need, policy context and potential benefits which can be realised by Residential Travel Plans;
- Section 3 describes the existing baseline conditions of the site, including transport networks and initiatives;
- Section 4 describes the development proposals and predicted travel patterns to and from the site;
- Section 5 describes the objectives of the Residential Travel Plan, and provides measurable targets against which progress will be monitored;
- Section 6 outlines how the Residential Travel Plan is to be managed including the Section 106 agreement, the role and responsibilities of the site-wide Travel Plan Coordinator and the programme for implementation, monitoring and reporting;

- Section 7 outlines the measures proposed to meet these objectives and targets;
- Section 8 describes the process for monitoring and reviewing the Residential Travel Plan;
- Section 9 sets out the Action Plan and timescales for the Residential Travel Plan measures; and
- Section 10 provides a statement of endorsement to the Residential Travel Plan from the London Borough of Camden.

2. The Case for Travel Plans

2.1. Planning Requirements and Policy Context

As set out in Section 1, planning permission for the proposed Abbey Area Redevelopment Project was granted in July 2012 by the LBC, and subsequently planning permission was granted in May 2014 for a hybrid including a detailed application for Phase 1 and updated outline application for Phases 2 and 3. Condition 38 of the Section 106 agreement requires that a RTP be prepared for the development to reduce the number of trips that are projected to be made to and from the development by private car, in particular the number of single occupancy trips. This requirement is supported by various policy tiers, as set out in Table 2–1. The aims and objectives of these policies and strategies have directly informed the objectives and targets of this RTP.

Table 2–1 National, Regional and Local Policy

Policy and Guidance Document	Policy Details
National Planning Framework (NPPF) March 2012	<p>The NPPF sets out policies to achieve sustainable development under 13 headings, one of which is titled ‘Promoting Sustainable Transport’. Within this section, the NPPF states that:</p> <p>Developments should be located and designed where practical to:</p> <ul style="list-style-type: none"> • Accommodate the efficient delivery of goods and supplies; • Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities; • Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones; • Incorporate facilities for charging plug-in and other ultra-low emission vehicles; • Consider the needs of people with disabilities by all modes of transport; and • All developments which generate significant amounts of movement should be required to provide a Travel Plan.
The London Plan, Spatial Development Strategy for Greater London, July 2011	<p>Policy 6.3 – Assessing Effects of Development on Transport Capacity: <i>Workplace and/or residential travel plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL guidance.</i></p> <p>Policy 6.9 – Cycling: <i>Development should: provide secure, integrated and accessible cycle parking facilities in line with minimum standards.</i></p> <p>Policy 6.10 – Walking: <i>Development proposals should ensure high quality pedestrian environments and emphasise the quality of the pedestrian and street space.</i></p>
The Mayor’s Transport Strategy, Greater London Authority, May 2010	<p>Proposal 53 – <i>The Mayor, through TfL, will work with the DfT, London boroughs and stakeholders to raise the profile of cycling, using information and behavioural change measures, including smarter travel initiatives and major events.</i></p> <p>Proposal 57 - <i>The Mayor will seek to use his planning powers and work with the London boroughs to encourage cycling by supporting development that provides cycle parking to an appropriate standard or integrates the needs of cyclists into the design.</i></p> <p>Proposal 62 - <i>The Mayor, through TfL, working with the London boroughs, developers and other stakeholders, will promote walking and its benefits through information campaigns, events to raise the profile of walking, and smarter travel initiatives.</i></p>
TfL Transport Assessment Best Practice, April 2010	<p>Chapter 9 states that Travel Plans should be submitted alongside the TA with the planning application.</p> <p>Travel Plans include key objectives, targets, the monitoring and review of the plan after it becomes operational as well as appointing a Travel Plan Coordinator (TPC). The Travel Plan should contain a package of measures to reduce reliance on private</p>

		cars for travel to or from the development and encourage greater use of sustainable transport modes.
TfL Travel Planning for New Development in London, January 2011		Guidance document providing detailed advice on all aspects of preparing a Travel Plan for new development (incorporating deliveries and servicing)
DfT Good Practice Guidelines: Delivering Travel Plans through the Planning Process, April 2009		<p>Provides guidelines on the development of effective Travel Plans including the complete process of designing, evaluating, securing, implementing and monitoring the Travel Plan.</p> <p>Travel Plans are important for major new developments in order to:</p> <ul style="list-style-type: none"> • Support increased choice of travel modes; • Promote and achieve access by sustainable modes; • Respond to the growing concern about the environment, congestion, pollution and poverty of access; and • Promote a partnership between the authority and the developer in creating and shaping 'place'.
LBC Local Implementation Plan, August 2011		The LBC's Local Implementation Plan sets out how the borough will implement the Mayor's Transport Strategy. In line with the Mayor's policy and revised guidance on the development of Travel Plans, there is a push in the borough to develop and implement Travel Plans, promoting a shift towards sustainable travel and healthy travel choices.

2.2. Benefits of Travel Plans

The implementation of a successful Travel Plan for the Abbey Area is envisaged to provide the following benefits:

- **For residents:** improved site access, improved travel choices, reduced demand for car parking, improved accessibility for walking and opportunities for healthy travel;
- **For the local community:** less congestion on local roads, improvements to public transport access, safer roads; and
- **For the environment:** improved air quality, less noise.

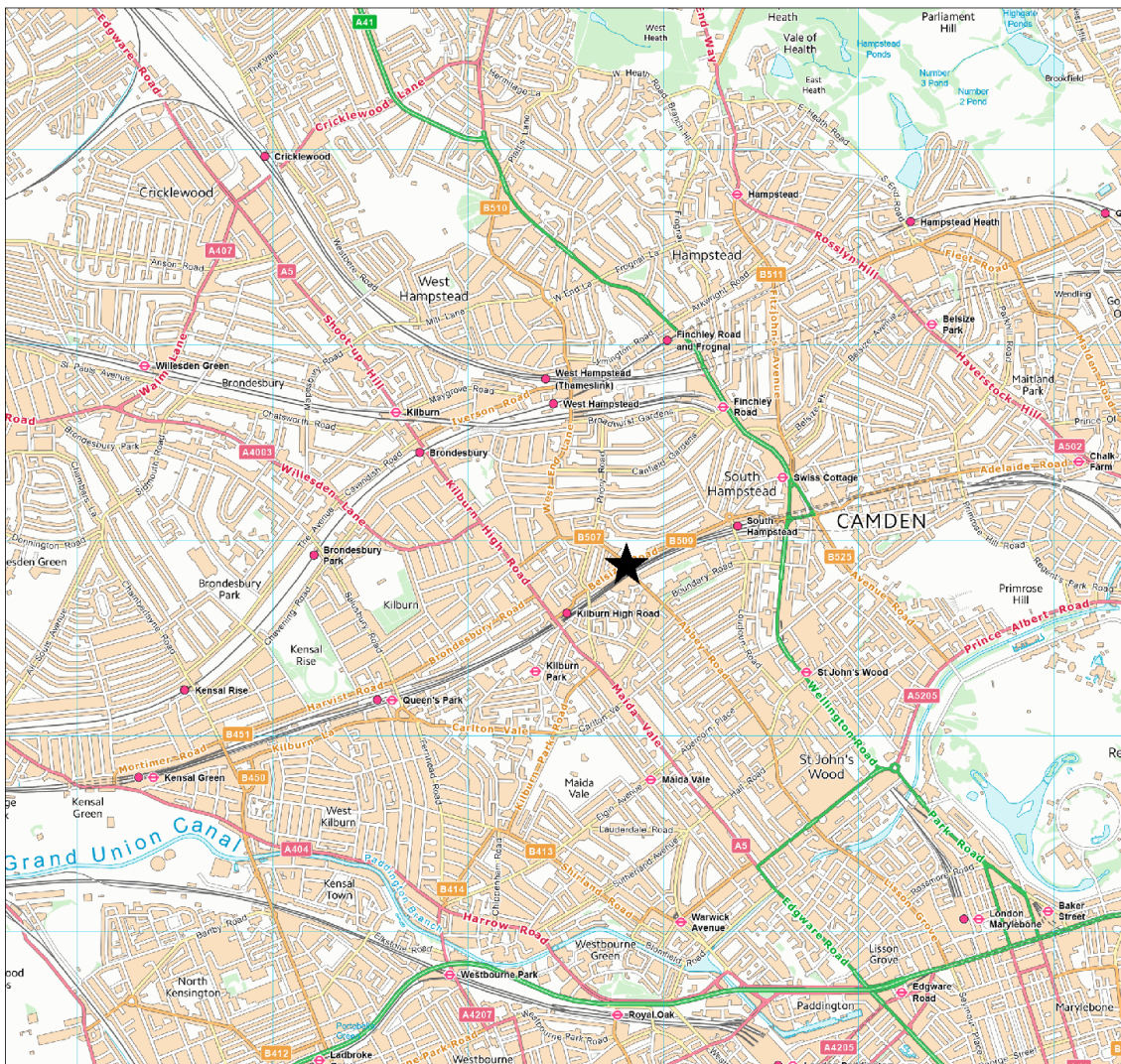
3. Existing Site Conditions

This section of the Framework RTP outlines the local context of the site and the existing transport networks which serve the area including highway access, opportunities for walking and cycling and links to public transport networks. Overall, the site is well located in terms of its proximity to a number of existing transport links.

3.1. The Abbey Area Site

The site is located at the junction of Abbey Road and Belsize Road, within the administrative area of the LBC. Abbey Area is delimited by mainline and suburban train lines to the south and residential houses to the north, east and west. The site is located on the eastern edge of Kilburn and within easy walking distance of Kilburn High Road and South Hampstead London Overground stations. It is approximately 3 miles to the northwest of central London, with easy access to the A5/A40. The site location is presented in Figure 3–1.

Figure 3–1 Abbey Area Site Location



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3.2. Existing Walking Provision

Facilities for pedestrians along the roads/streets which surround the site are considered good, with continuous footways on Abbey Road and Belsize Road. Footways are of sufficient width to satisfy the footfall, in line with required standards. As the site and surrounding network lies on a relatively flat gradient, the options for access between the site and surrounding facilities is seen as having few barriers.

Moreover, pedestrian crossing facilities exist in the vicinity of the site, connecting to local facilities, notably public transport provision at Kilburn High Road. These desire lines provide good, safe and direct access.

Dedicated facilities for pedestrians to cross are situated at:

- Belsize Road / Abbey Road (push button for all crossing points);
- Abbey Road south of Priory Road (zebra);
- Abbey Road south of Belsize Road (zebra); and
- Belsize Road west of Priory Road (zebra).

Moreover, a pedestrian friendly environment is aided by traffic calming measures (speed bumps) along Belsize Road (to the east of the junction with Abbey Road). Such facilities help to encourage sustainable travel and reduce car dependency.

3.3. Existing Cycling Provision

Sustainable travel can be further encouraged, by encouraging cycling to replace short car trips, particularly those under 5km. This equates to a journey time of some 18 minutes and would cover a substantial area of north London and parts of central London and the City of London. There are suitable provisions for cyclists in the vicinity of the site, including Advanced Stop Lines on Belsize Road and Abbey Road. Further, a number of roads are on the London Cycle network; comprising a number of integrated cycle routes across London.

From an audit of cycle routes, it is considered that the site provides a good level of accessibility to both the local and national network. It is concluded that given the provision of cycle routes and the journey times, cycling is a viable option for trips to and from the Abbey Area site.

3.4. Links to the Rail Network

The site is situated approximately 800m from Kilburn Park Underground station. Kilburn Park lies on the Bakerloo line of the London Underground network, which offers frequent services between Elephant and Castle and Harrow and Wealdstone via central London. Selected journey times for the direct peak period services from Kilburn Park into central London are provided below:

- Baker Street – 10 minutes;
- Green Park – 16 minutes; and
- Euston Square – 22 minutes.

Moreover, Swiss Cottage Underground station is located approximately 1.1km from the site. Swiss Cottage lies on the Jubilee line which offers frequent services to Stratford in the east and Stanmore in the west, connecting with the key employment areas of Canary Wharf and North Greenwich.

Kilburn High Street Overground station lies approximately 500m from the site with trains operating between Watford Junction and Euston via destinations including Wembley Park, Willesden Junction, Queens Park and South Hampstead.

3.5. Links to the Bus Network

The development site currently has good access to the existing bus network, with services 31, 139, 189 and 328 stopping on Belsize and Abbey Road, along with the N28 and n31 night bus services which stop on Belsize Road. Kilburn High Road, located at a distance of 500m, also provides access to a number of additional bus routes. **Error! Reference source not found.** Table 3-1 provides a breakdown of the current full services available from the surrounding road network.

Table 3-1 Existing Bus Routes and Frequencies

Bus Stop Location	Service Number	Route	AM Peak Hour Average Headway (minutes)
Kilburn High Road (Station)	16	Mora Road – Kilburn – Kilburn High Rd – Maida Vale – Edgware Rd – Marble Arch – Hyde Park Corner - Victoria	6.5
Abbey Road	31	Camden Town – Chalk Farm – Swiss Cottage – Abbey Rd – Kilburn High Rd – Westbourne Grove – White City	7
Kilburn High Road (Station)	32	Kilburn High Rd – Kilburn – Kingsbury Rd – The Greenway Avenue – North Rd – Spring Villa Rd - Edgware	8.5
Kilburn High Road (Station)	98	Willesden Garage – Kingsley Rd – Kilburn High Rd – Edgware Rd – Marble Arch – Oxford Circus – Bloomsbury Square	7
Belsize Road	139	West Hampstead – Belsize Rd – Park Rd – Baker St – Oxford Circus – Trafalgar Square – Aldwych – Waterloo Station	8
Belsize Road	189	Brent Cross Shopping Centre – Cricklewood – Kilburn – Belsize Rd - Frampton St – Marble Arch	8
Kilburn High Road	206	St Raphael's – Brent Park Tesco – Shackleton House – Roundwood Park – Kilburn High Rd Station – Kilburn Park Station	11.5
Kilburn High Road	316	Mora Road – Kilburn – Kilburn High Rd – Kensal House – Latimer Road – Shepherd's Bush – White City Bus Station	9
Kilburn High Road	328	Golders Green – Kilburn High Rd – Cambridge Rd – Westbourne Grove – Notting Hill Gate – Earls Court Road – Limerston Street	7
Kilburn High Rd (Station)	332	Brent Park Tesco – Cricklewood Broadway – Kilburn Station – Kilburn High Rd Station – Edgware Rd – Paddington Station	10

Bus stops are generally provided on the main carriageway, with dedicated bus lanes present on the primary roads around the site, avoiding delays to services at peak hours. Bus stops are generally provided in well-lit areas with covered shelters, some seating provisions and electronic bus countdown facilities. Additionally, the available bus services give good access to a wide geographical spread across the London area, including many well established employment centres and local services.

3.6. Access to Local Services

Although some non-residential development uses are proposed within the planning for the Abbey Area development; namely offices, a Health Centre and a Supermarket, there are existing local services within a 1km radius of the site. These currently include:

- A Sainsbury's Supermarket and a Tesco Express situated to the west of the site on Kilburn High Road;

- Belsize Priory Medical Practice located at the site itself. Abbey Medical Centre is situated immediately south of the site;
- Two sports centres nearby; Charteris Sports Centre to the west and Swiss Cottage Leisure Centre to the east;
- The O2 Centre; a mixed use complex comprising a cinema and gym, exists near to Finchley Road station;
- Four dentists exist close by - two west and two south of the site; and
- A number of schools; including, George Eliot Primary School and Quintin Kynaston School lie towards St. John's Wood.

3.7. Existing Highway Conditions and Access

The site is located at the Abbey Road and Belsize Road junction, both of which are classified as 'B' roads. Abbey Road provides connections to north, south and central London whilst Belsize Road connects into the major road network with the A41 to the east and A5 to the west.

The site is located within the boundaries of the LBC's Controlled Parking Zone (CPZ), which prohibits parking by non-permit holders between 0830-1830 hours Monday to Friday. Parking is available for holders of the above permits on Belsize Road and Abbey Road, the majority of spaces being located in designated bays on the carriageway.

4. Travel Patterns

4.1. Proposed Development

The quantum associated with the proposed development are outlined in Table 4-1 below.

Table 4-1 Development Proposals Summary Table

Land Use	Existing	Phase 1	Phase 2/3	Net Change
C3 (Affordable Residential)	70 units	66 units	48 units	+44 units
C3 (Private Residential)	4 units	75 units	52 units	+123 units

4.1.1. Car Parking

Table 4-2 summarises the existing and proposed off street parking.

Table 4-2 Existing and proposed off street parking

Type		Existing	Proposed
Resident Parking Bays (Casterbridge & Snowman)		33	18
Medical Centre		12	-
Off-Street Retail		8	-
Multi-Storey Car Park	Medical Centre	5	-
	Commercial	Circa 300	-
Phase 1 Basement	Residential (Standard)	-	53
	Disabled	-	13
	Medical Centre	-	5
Phase 3 Basement	Residential (Standard)	-	30
	Disabled	-	12
	Community & Health	-	3
TOTAL		Circa 358	116

Table 4-3 summarises the net changes in on street parking.

Table 4-3 Net change in on-street parking provision (spaces)

Location	Permit holder	Pay and display	Disabled	Loading bay	Bus cage	Emergency / refuse area
Abbey Road (northwest)	0 (-1 / +1)	-1	-1	+1	0	0
Abbey Road (northeast)	-3	-3	0	0	0 (-1 / +1)	+1
Belsize Road (northwest)	-2 (-3 / +1)	-1	0	0	0	0
Belsize Road (southwest)	0	0	0	+1	0	0
Belsize Road (northeast)	-8	+5 (-3 / +8)	0	+1	0	0
Priory Terrace	+2	0	0	0	0	0
Total	-11	0	-1	+3	0	+1

4.1.2. Cycle Parking

Cycle parking for residents has been provided in accordance with the 2011 London Plan as outlined in Table 4-4. This is because the 2011 London Plan was applicable when planning permission was granted for the residential elements of Phases 1 and 3, while the residential cycle parking in Phase 2 is a relocation of the existing provision.

Table 4-4 Numbers and types of cycle parking spaces

Phase 1	Phase 2	Phase 3
170	52 (existing re-provided with 26 in Snowman House and 26 in Casterbridge House)	92 (in basement) 30 (15 units with two spaces each)

4.2. Estimated Trip Generation

In 2012, a Transport Assessment was prepared for the site to understand the likely impact of the development. As part of this assessment, the net trip generation for the site was determined by transport mode. The net change in trip generation has been updated with the latest development quantum for the AM peak (0800-0900 hours) and PM peak (1700-1800 hours) as presented in Table 4-5 and Table 4-6 for the affordable and private residential elements respectively.

Table 4–5 Peak hour Affordable Residential Net Trips by Mode

Mode	AM Peak			PM Peak		
	In	Out	Two-way	In	Out	Two-way
Car Driver	2	3	4	3	3	6
Car Passenger	0	2	3	0	1	1
Pedal Cycle	0	1	1	1	0	2
Taxi	0	0	0	0	0	0
Walk	0	3	3	1	1	2
Underground	2	9	11	5	4	9
Train	0	2	2	1	1	2
Bus	1	5	6	2	2	4
Total	6	24	30	14	12	26

Please note numbers may not add up due to rounding errors

Table 4–6 Peak hour Private Residential Net Trips by Mode

Mode	AM Peak			PM Peak		
	In	Out	Two-way	In	Out	Two-way
Car Driver	6	9	15	16	9	25
Car Passenger	0	1	1	5	1	6
Pedal Cycle	1	0	1	2	0	2
Taxi	0	0	0	0	0	0
Walk	1	2	3	6	2	9
Underground	4	8	12	23	8	31
Train	1	2	3	5	2	7
Bus	2	4	6	12	4	16
Total	15	26	41	69	26	95

Please note numbers may not add up due to rounding errors

The predicted baseline modal split for the residential element of the development is presented in Table 4–7 for both the AM and PM peak hour.

Table 4–7 Expected Residential Mode Split

Mode	AM	PM
Car	26%	35%
Bicycle	5%	5%
Walk	10%	8%
Underground	35%	30%
Train	8%	7%
Bus	18%	16%

Please note numbers may not add up due to rounding errors

5. Objectives and Targets

5.1. Objectives

The objectives of the RTP have the overall aim of informing and then changing the travel behaviour of residents and their visitors. The objectives are in line with those outlined for the Travel Plan prepared by WSP to support the outline planning application for the site.

The objectives have also been developed to align closely with the themes and aims of relevant national and local planning policy, as set out in Section 2.1, as well as responding to the specific challenges and trip generation expected at Abbey Area.

The strategy for this RTP therefore has the following general objectives:

- To establish sustainable travel principles for the development as a whole;
- To facilitate tailored travel information;
- To encourage healthy and active travel;
- To reduce local congestion and associated externalities;
- To minimise single occupancy vehicle and taxi trips;
- To support car free lifestyles; and
- To raise awareness of sustainable modes of transport available for residents.

5.2. Targets

To help assess if the objectives are being achieved, RTP targets have been established which provide measurable 'goals'. Targets are designed to be SMART (e.g. Specific, Measurable, Achievable, Realistic and Time bound) and focus on changing travel behaviour from private cars in favour of walking, cycling and public transport modes.

Two types of targets have been identified. 'Action' type targets are defined within Appendix 3 of TfL's Travel Planning for New Development Guidance as 'non-quantifiable actions that need to be achieved' (e.g. appointing a TPC before occupation), whilst 'Aim' type targets are 'quantifiable and relate to the degree of modal shift the plan is seeking to achieve or to other outcomes' (e.g. the date by which car driver mode split will be achieved). The Action and Aim type targets for the site are set out below.

5.2.1. Action Type Targets

The following Action type targets are set for the project:

- Encourage sustainable travel behaviour through design with a maximum of 1 non-disabled space per 5 completed new dwellings;
- Appoint a TPC prior to occupation;
- Provision of 170 residential cycle parking spaces for Phase 1 and 122 spaces for Phase 3, in line with London Plan standards as outlined in Table 4-4;
- Provision of transport information, promoting alternative modes of transport and the key services provided through the RTP, prior to the occupation of each unit; and
- Undertake travel surveys annually after first occupation.

5.2.2. Aim Type Targets

TfL recognises that, given the conditions affecting car use are 'designed-in' to the development, the target levels of car use should be achieved at, or near the start of, occupation.

Section 4.1 of TfL's 'Travel Planning for New Development in London' states that Travel Plans should start 'by relating targets to the information provided by transport databases like TRAVL...this information should already have formed part of the site's TA'.

A 2% reduction of single occupancy car driver trips generated by the development is the forecast target. This represents the trips over a five year period, and will remain under review and will be finalised following the results of the Initial Substantial Review.

In addition to the above, and to support car free lifestyles, the year-on-year increases in cycle usage will be monitored and it is forecast that the reduction in car trips from the baseline year will be related to a shift to walking, cycling and public transport modes. The Aim targets will be reviewed as an on-going exercise through the Travel Surveys detailed in Section 8.

The targets have been set in accordance with the Mayor's Transport Strategy 2010 which aims to achieve a 5% modal share for cycling by 2026, and will simultaneously help to ensure that single occupancy car journeys to and from the site are minimised.

It should however be noted that the 'Aim' targets detailed above cannot be set accurately until the Initial Substantial Review has been undertaken.

6. Management of the Travel Plan

It is considered that given the strength of this Framework RTP, combined with the relative sustainable location of the site, the development will become a beacon of success in terms of Travel Planning best practice. This section outlines how the RTP is to be managed and implemented to achieve this aspiration.

6.1. Travel Plan Coordinator

A TPC will be appointed to take responsibility for the implementation, reporting and review of the plan, and ensuring its delivery with a view to securing an ongoing process of continuous improvements.

The TPC role for the Abbey Area Redevelopment will be fulfilled by a nominated employee of the site management company or an appointed consultant, and (together with the developer), will be responsible for implementation of the residential and commercial sustainable travel initiatives. It will be the responsibility of the developer to ensure that a TPC is appointed prior to the occupation of the development.

The roles and responsibilities of the TPC are:

- Implementation and management of the RTP;
- Awareness-building and engagement with stakeholders;
- Strategic marketing and communication;
- Implementing and managing measures;
- Measuring success and monitoring change;
- Reporting progress to all RTP stakeholders, including the planning and highway authorities;
- Obtaining and maintaining commitment and support from staff;
- Facilitating the implementation of any measures which are specific to occupiers;
- Liaising with parties within the organisation (e.g. different departments);
- Giving advice and information on transport-related subjects to staff and visitors; and
- On-site coordination of data collection for the plan.

6.2. On-site Representative

To ensure that there is site-wide adoption of the RTP, the TPC will be assisted in delivering the measures by on-site representatives. The TPC will facilitate the appointment of a representative and, together, they will jointly promote the Travel Plan with the residential occupiers.

The representative's role will involve:

- Giving a 'human face' to the Travel Plan – explaining its purpose and the opportunities on offer. This may include offering personalised journey planning advice and helping establish and promote the individual measures in the plan;
- Obtaining and maintaining commitment and support from residents / staff and visitors;
- Raising awareness and implementing any measures which are specific to that occupier / land use;
- Liaising with parties within the organisation (e.g. different departments);
- Giving advice and information on transport-related subjects to residents/staff and visitors;
- Helping establish and promote the individual measures in the plan; and
- Providing on-site support, as required.

7. Measures

7.1. Overview

This section describes the measures which will be put in place to assist the travel behaviour changes required to meet the objectives and targets of the RTP.

The implementation of pre-occupation measures included within the Travel Plan will be the responsibility of the TPC. The success of the Travel Plan will be regularly monitored and reviewed by LBC to ensure the Travel Plan continually develops during its lifetime (five years).

Two types of measures will be considered:

- 'Hard' engineering measures incorporated into the design of the development; and
- 'Soft' marketing and management measures which will be implemented as part of the development proposals to ensure that sustainable travel behaviour is maximised.

7.2. 'Hard' Measures - Site Design

Many physical aspects of the design of new development will influence travel patterns from the outset. The hard engineering measures that will be incorporated into the design of the development are set out below. It should be noted that appropriate hard engineering measures will be provided prior to occupation of the development and will be funded by the developer.

7.2.1. Location

Given the development location within Camden, together with the site's 'excellent' public transport accessibility, it is considered that there is good scope for sustainable travel.

7.2.2. Traffic Restraint

The Plan must seek to reduce the volume and impact of vehicles generated by the development.

7.2.3. On-Street Parking Controls

The Plan should aim to contain the transport impacts of the development (including parking, loading and unloading) and reduce the impact of the site on surrounding on-street parking.

7.2.4. Parking and Travel

A review of occupier's travel should have the principal aim of reducing non-essential single occupant driver trips to the site and increasing the proportion of trips undertaken by foot. With regards to car travel and car parking, this should include:

- A review and/or development of criteria to reduce car allowances and include measures to limit the use of car parking and permits in and around the Development;
- A review of any on-site parking charges;
- Consideration and/or review of pool vehicles for work related trips including more environmentally friendly vehicles and alternative forms of transport for some trips; and
- Consider the use of potential home working/teleworking/teleconferencing where feasible and appropriate.

7.2.5. Traffic Management

The Plan will refer to the Phase 3 Basement Parking Management Plan to outline how traffic from within the site will be managed.

7.2.6. Car Club

Research has indicated the potential for Car Club bays as part of the development. No Car Club spaces have been included within the plans. However interest has been indicated by Car Club operators.

Provision of Car Club bays for both existing residents in the area and those in the development should be considered for the overall development within a full feasibility study prior to occupation to confirm siting and demand.

7.2.7. Cycling

The following cycle measures must be provided in sufficient quantity:

- Secure and well-lit cycle parking;
- Cycle allowance for work-related journeys;
- Cycle and equipment loans and insurance;
- Cycle repair facility;
- Cycle pool for work-related journeys; and
- Work with the Council to improve cycle routes to/from the Development.

7.2.8. Cycle Parking

A total of 170 covered and secure cycle parking spaces will be provided for the residential units within Phase 1 and 122 for those in Phase 3 in accordance with London Plan standards.

7.2.9. Public Transport and Walking

A review of the public transport needs of residential and commercial occupiers and visitors should be undertaken, and consideration given to potential park and ride type services, or shuttle-type services for occupiers, or enhancements to the schedules of the London Bus network.

7.3. 'Soft' Measures – Marketing and Promotion

The location of the development, its design, and proximity to facilities and public transport services within the surrounding area, should create all of the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the RTP. Details of the site-wide communication strategy are set out below.

7.3.1. Public Transport and Walking

- Provide in-house public transport information and ensure that this is regularly updated;
- Consider provision of interest-free annual season ticket / Travelcard loans for travel on buses, the underground, trains and trams for residential occupiers of the development; and
- Encourage walking through the provision of information on the best pedestrian routes to and from the Development for occupiers and visitors.

7.3.2. Cycling

Implement a Bicycle Users Group (BUG) to progress cyclist issues on site.

8. Monitoring and Review

8.1. Overview

Monitoring following occupation of the development is necessary to ensure the effectiveness of the RTP can be communicated to the LBC. Undertaking and reporting on progress through monitoring is advocated in TfL guidance and is also a requirement of the Section 106 agreement.

Review and monitoring of the Travel Plan will be carried out on an ongoing basis, and at least once every year, following the initial substantial review undertaken six months following the occupation date.

The responsibility of ensuring that monitoring is undertaken and reported on lies with the TPC. This section outlines how monitoring of the RTP objectives and targets will be undertaken.

8.2. Initial Substantial Review

The first stage will be to review the Development's accessibility by all modes. An accessibility report will be produced and this will form the basis for the next stages.

8.3. Consultation with Occupiers

This will involve meeting occupiers of the Development to promote the concept of a Travel Plan. The meeting will seek to identify a set of objectives for encouraging walking, cycling, and public transport usage, combined with reducing reliance on the private car.

8.4. User Consultation and Travel Surveys

This stage will be based around consultation. It will be extremely important to secure the support of occupiers and users of the development if the Plan is to succeed. This stage will include occupier and user travel surveys to examine the use of existing modes of travel, attitudes towards sustainable modes of transport, and the most effective measures to promote sustainable transport for commuting journeys and business journeys.

8.5. Implementation

Stages 1 to 3 will provide the base information for the review of the Travel Plan.

8.6. Monitor and Review

The Travel Plan will secure an ongoing process of continuous improvement. Each version of the Travel Plan shall set out a mechanism of next steps to be tackled in line with results collated from the surveys and shall also set out a mechanism for reporting back to the Council on an annual basis on how effectively the Travel Plan is being in maximising the use of sustainable transport.

9. Action Plan

9.1. Programme of Actions

Table 9–1 shows a proposed programme of actions for the RTP. Details of each of the RTP Measures are provided in Section 7 of this RTP.

Table 9–1 Programme of Actions

Travel Plan Measure	Target	Timescale for Implementation	Funding	Indicator	Responsibility
Appointment of a Travel Plan Coordinator	N/A	Prior to occupation	Initial appointment funded by Developer/Service Charge thereafter	Appointment of TPC by occupation date	Developer
Provision of 'hard' engineering measures (cycle parking and car parking)	Provision of car and cycle parking in accordance with London Plan standards	Prior to occupation	Developer	Completion of on-site car and cycle parking	Developer
Provision of transport information	Availability of transport information to every employee upon occupation	Upon occupation	Developer	Travel Survey	Developer/Travel Plan Coordinator
Initial Substantial Review	N/A	six months following occupation date	Developer	Receipt of Survey results	Developer/Travel Plan Coordinator
Monitor and review Travel Plan with Council	N/A	five years after Initial Substantial Review	Service charge	Travel Surveys conducted annually	Developer/Travel Plan Coordinator

9.2. Securing the Travel Plan and Funding

The provision of an approved RTP in accordance with current TfL guidance, together with the implementation of site-wide 'Action' type targets, have been secured through its incorporation into a signed Section 106 agreement for the development.

The specification of residential targets will be reserved for agreement with the LPA within one month of the Initial Substantial Review has been undertaken, i.e. six months after occupation.

All measures implemented prior to the development being occupied will be funded by the developer, including the appointment of the TPC, and the production of marketing material. The developer will also fund the Initial Substantial Review undertaken six months after occupation.

In accordance with Box 5.1 of TfL's *Travel Planning for New Development in London; Incorporating Deliveries and Servicing*, independent monitoring of the residential units will occur in years one, three, and five, and will be undertaken by a TRAVL-approved Independent Fieldwork Company (IFC).

The TPC will commission the surveys from the IFC directly, when the inspection is due. The IFC will then inform the borough that the survey has been commissioned. When the survey has been completed, the results will be available for uploading into iTRACE.

10. Travel Plan Sign Off

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Appendix K. Framework Workplace Travel Plan

Abbey Road Development Framework Workplace Travel Plan

London Borough of Camden

October 2015

ATKINS

Plan Design Enable

Notice

This document and its contents have been prepared and are intended solely for London Borough of Camden's information and use in relation to Abbey Area Framework Workplace Travel Plan.

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Client signoff

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1. Introduction

1.1. Travel Plan Context

Atkins has been commissioned by the London Borough of Camden (LBC) to prepare a Framework Workplace Travel Plan (WTP) for the proposed residential led Abbey Area Redevelopment Project located within LBC.

The Abbey Road Development Project was originally granted outline planning permission in July 2012 (reference 2012/0096/P). A Hybrid application (reference 2013/4678/P) was subsequently submitted incorporating a revised outline application for the whole of the Abbey Road Development as well as the submission of full details in respect to Phase 1. This was granted planning permission in May 2014 and was supported by a Framework WTP prepared by Atkins.

A full planning application is now being submitted for Phase 2 along with a Reserved Matters application for Phase 3. This is because the proposed development in Phase 2 is significantly outside of the building footprint and parameters approved through the Hybrid Application, whereas Phase 3 required only one non-material amendment to ensure that the proposed building would sit within the approved parameters, thus allowing for a reserved matters submission.

As such, the Framework WTP has been updated to support the full planning application for Phase 2 and reserved matters submission for Phase 3.

This Framework WTP sets out the site management structure and outlines the sustainable travel principles to be incorporated into the workplace proposals.

The Framework WTP will then be updated at Stage D (Post-permission and pre-opening) if necessary, in accordance with the agreed measures secured through the conditions and planning obligations. These are therefore summarised below.

1.1.1. Section 106 Agreement

As part of the outline planning permission, a Section 106 agreement and associated fourth schedule were prepared such that the Travel Plan will be a basis for promoting sustainable travel to and from the development for residential occupiers of the development and visitors to the development.

1.1.2. Planning Conditions

As part of the hybrid planning permission condition 78 states that:

'Prior to first occupation of the commercial uses in any phase of the development a Work Place and Visitor Travel Plan (TP), based upon the structure of the submitted workplace framework travel plan, shall be submitted to and approved in writing by the Local Planning Authority in consultation with Transport for London.

Such travel plan shall set out measures for promoting sustainable transport modes for businesses within the relevant phase of the development, and shall allow for an initial substantial review within six months of full occupation of the relevant phase of development incorporating an update based upon receipt of results of a post-occupancy TRAVL survey. Subsequent revisions to the approved travel plan and its strategy shall be submitted to and approved by the Local Planning Authority prior to implementation. The measures contained in the Travel Plan shall at all times remain implemented.'

1.2. Overview of the Development Proposal

1.2.1. Proposed Future Land Use

The proposed development is comprised of the following:

- Phase 1: Demolition of the existing multi-storey car park and construction of 66 affordable and 75 private residential units, along with a 522m² supermarket and 399m² of flexible commercial floorspace (Classes A1-A5 / B1) south-west of the Abbey Road / Belsize Road junction;

- Phase 2: Improved access arrangements and additional development around the base of the Snowman and Casterbridge residential towers, comprising 3,187m² of Health Centre / Community development north-east of the Abbey Road / Belsize Road junction; and
- Phase 3: Demolition of the Emminster and Hinstock affordable housing blocks, along with associated retail, Health Centre and Community Centre buildings, which will be replaced by 36 affordable, 12 intermediate and 52 market residential units, 353m² of retail (A1-A5) development and 362m² of employment (B1a) development north-west of the Abbey Road / Belsize Road junction.

The quantum of proposed development remains broadly consistent across the same phases as the previous Hybrid planning application. The quantum associated with the proposed development applicable to the Framework WTP are outlined in Table 1–1.

Table 1–1 Development Proposals

Land Use	Existing	Phase 1	Phase 2	Phase 3	Net Change
Affordable Residential C3	70 units	66 units	-	48 units	+44 units
Private Residential C3	4 units	75 units	-	52 units	+123 units
Supermarket	0m ²	522m ²	-	-	+522m ²
Other Retail/A1/A2/A3/A4/A5	835m ²	399m ²	-	353m ²	-616m ²
B1 Office	895m ²		-	362m ²	
D1 Health Centre	1,775m ²	-	2,006m ²	-	+231m ²
D1 Community Centre	500m ²	-	947m ²	-	+447m ²
B1 Co-Operative office	-	-	234m ²	-	+234m ²

1.3. Aims of the Framework Workplace Travel Plan

This Framework WTP has been prepared for the specific workplace needs of the hybrid development at the Abbey Area site. It aims to bring transport and other related issues together in a coordinated strategy with an emphasis on reducing reliance on the private car and increasing travel choice for workers. High level aims are outlined below with the Framework WTP objectives described in detail in Section 5. The high level aims of this Framework WTP are to:

- Reduce car use for travel;
- Reduce the environmental impact of travel;
- Reduce the need to travel for all; and
- Satisfy obligations in Section 106 agreement.

A Framework WTP should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design, and proximity to facilities and services create the conditions to make sustainable travel choices a natural option, communicating these opportunities to employees is also critical to the success of the Travel Plan.

The Framework WTP should demonstrate a holistic approach by incorporating both the ‘hard’ engineering measures and the ‘soft’ marketing and management measures necessary to address the transport impacts arising from development.

The Framework WTP is essentially a ‘living document’ requiring monitoring, review and revision, to ensure it remains relevant to the organisation and those using the site, and provides continuous improvements for its duration. Aspirations and actions should be documented in a Framework WTP, the structure and content of which are dependent upon a range of factors including location, nature of development, the occupiers and the end users.

1.4. Structure of this Framework Workplace Travel Plan

The remainder of the report is structured as follows:

- Section 2 describes the planning need, policy context, and potential benefits which can be realised by Workplace Travel Plans;
- Section 3 describes the existing baseline conditions of the site, including transport networks and initiatives;
- Section 4 describes the development proposals and predicted travel patterns to and from the site;
- Section 5 describes the objectives of the Framework Workplace Travel Plan, and provides measurable targets against which progress will be monitored;
- Section 6 outlines how the Framework Workplace Travel Plan is to be managed including the Section 106 agreement, the role and responsibilities of the site-wide Travel Plan Coordinator, and the programme for implementation, monitoring, and reporting;
- Section 7 outlines the measures proposed to meet these objectives and targets;
- Section 8 describes the process for monitoring and reviewing the Framework Workplace Travel Plan;
- Section 9 sets out the Action Plan and timescales for the Framework Workplace Travel Plan measures; and
- Section 10 provides a statement of endorsement to the Framework Workplace Travel Plan from the London Borough of Camden.

2. The Case for Travel Plans

2.1. Planning Requirements and Policy Context

As set out in Section 1, outline planning permission for the proposed Abbey Area Redevelopment Project was granted in July 2012 by the LBC, and subsequently planning permission was granted in May 2014 for a hybrid including a detailed application for Phase 1 and updated outline application for Phases 2 and 3. Condition 38 of the Section 106 agreement requires that a WTP be prepared for the development to reduce the number of trips that are projected to be made to and from the development by private car, in particular the number of single occupancy trips. This requirement is supported by various policy tiers, as set out in Table 2–1. The aims and objectives of these policies and strategies have directly informed the objectives and targets of this Framework WTP.

Table 2–1 National, Regional and Local Policy

Policy and Guidance Document	Policy Details
National Policy Planning Framework (NPPF), March 2012	<p>The NPPF sets out policies to achieve sustainable development under 13 headings, one of which is titled ‘Promoting Sustainable Transport’. Within this section, the NPPF states that:</p> <p>Developments should be located and designed where practical to:</p> <ul style="list-style-type: none"> • Accommodate the efficient delivery of goods and supplies; • Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities; • Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones; • Incorporate facilities for charging plug-in and other ultra-low emission vehicles; • Consider the needs of people with disabilities by all modes of transport; and • All developments which generate significant amounts of movement should be required to provide a Travel Plan.
The London Plan, Spatial Development Strategy for Greater London, July 2011	<p>Policy 6.3 – Assessing Effects of Development on Transport Capacity: <i>Workplace and/or residential travel plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL guidance.</i></p> <p>Policy 6.9 – Cycling: <i>Development should: provide secure, integrated, convenient and accessible cycle parking facilities in line with minimum standards.</i></p> <p>Policy 6.10 – Walking: <i>Development proposals should ensure high quality pedestrian environments and emphasise the quality of the pedestrian and street space.</i></p>
The Mayor’s Transport Strategy, Greater London Authority, May 2010	<p>Proposal 53 – <i>The Mayor, through TfL, will work with the DfT, London boroughs and stakeholders to raise the profile of cycling, using information and behavioural change measures, including smarter travel initiatives and major events.</i></p> <p>Proposal 57 - <i>The Mayor will seek to use his planning powers and work with the London boroughs to encourage cycling by supporting development that provides cycle parking to an appropriate standard or integrates the needs of cyclists into the design.</i></p> <p>Proposal 62 - <i>The Mayor, through TfL, working with the London boroughs, developers and other stakeholders, will promote walking and its benefits through information campaigns, events to raise the profile of walking, and smarter travel initiatives such as WTPs.</i></p>
London Freight Strategy, TfL	<p>Using the planning process to require Travel Plans to consider freight and the use of procurement practices to promote green fleets within suppliers and third party freight operators is clearly essential. These plans would show how techniques</p>

		such as consolidation would be used to minimise trips, maximise deliveries outside peak hours and require operators to use legal loading facilities.
TfL Transport Assessment Best Practice, April 2010		Chapter 9 states that Travel Plans should be submitted alongside the TA with the planning application. Travel Plans should include key objectives, targets, the monitoring and review of the plan after it becomes operational as well as appointing a Travel Plan Coordinator (TPC). The Travel Plan should contain a package of measures to reduce reliance on private cars for travel to or from the development and encourage greater use of sustainable transport modes.
TfL Travel Planning for New Development in London, January 2011		Guidance document providing detailed advice on all aspects of preparing a Travel Plan for new development (incorporating deliveries and servicing).
DfT Good Practice Guidelines: Delivering Travel Plans through the Planning Process, April 2009		Provides guidelines on the development of effective Travel Plans including the complete process of designing, evaluating, securing, implementing and monitoring the Travel Plan. Travel Plans are important for major new developments in order to: <ul style="list-style-type: none"> • Support increased choice of travel modes; • Promote and achieve access by sustainable modes; • Respond to the growing concern about the environment, congestion, pollution and poverty of access; and • Promote a partnership between the authority and the developer in creating and shaping 'place'.
LBC Local Implementation Plan, August 2011		The LBC's Local Implementation Plan sets out how the borough will implement the Mayor's Transport Strategy. In line with the Mayor's policy and revised guidance on the development of Travel Plans, there is a push in the borough to develop and implement Travel Plans, promoting a shift towards sustainable travel and healthy travel choices.

2.2. Benefits of Travel Plans

The implementation of a successful Travel Plan for the Abbey Area is envisaged to provide the following benefits:

- **For employees:** improved site access, improved travel choices, reduced demand for car parking, improved accessibility for walking and opportunities for healthy travel;
- **For the local community:** less congestion on local roads, improvements to public transport access, safer roads; and
- **For the environment:** improved air quality, less noise.

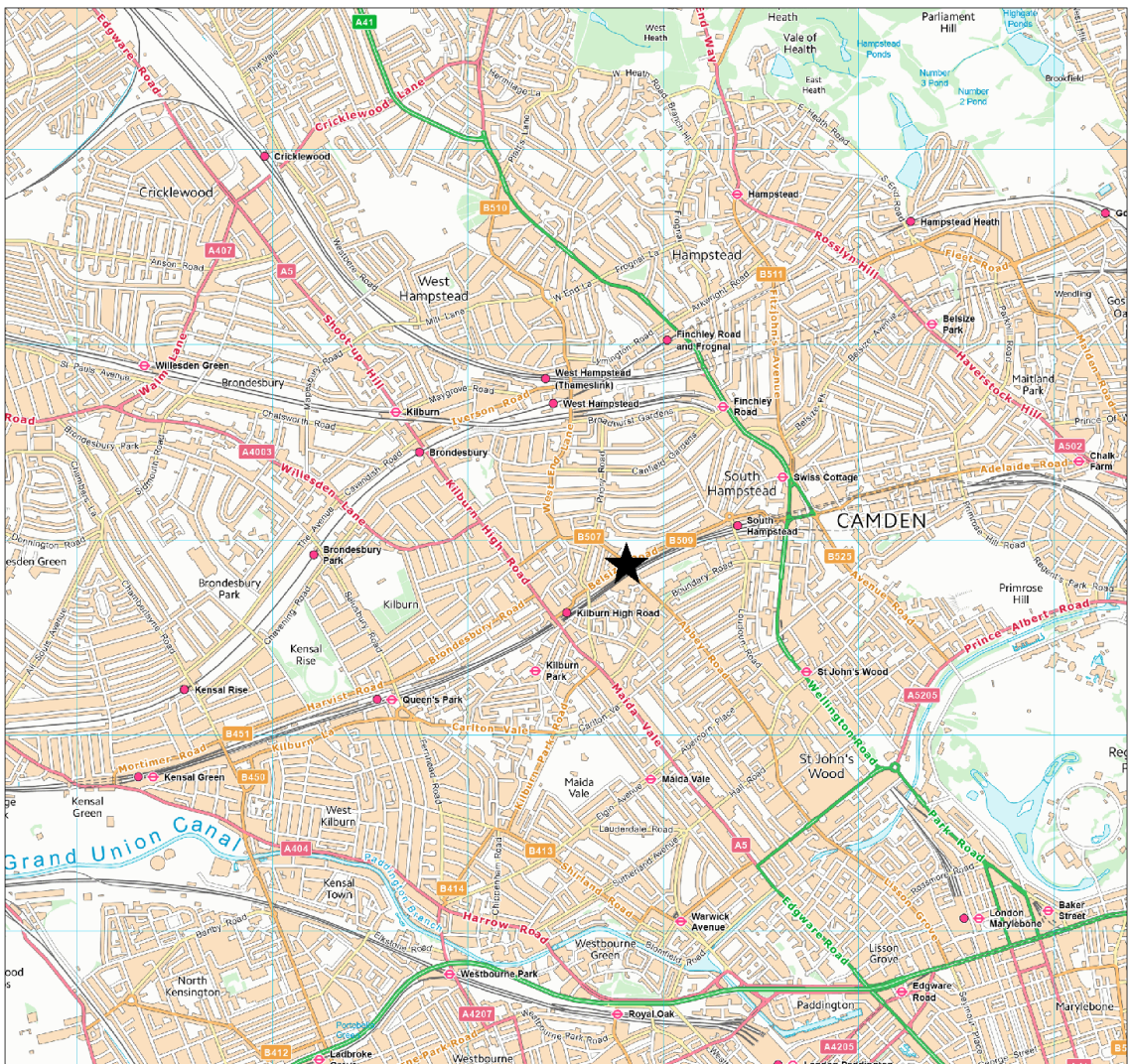
3. Existing Site Conditions

This section of the Framework WTP outlines the local context of the site and the existing transport networks which serve the area including highway access, opportunities for walking and cycling and links to public transport networks. Overall, the site is well located in terms of its proximity to a number of existing transport links.

3.1. The Abbey Area Site

The Abbey Area site is located at the junction of Abbey Road and Belsize Road, within the administrative area of the LBC. Abbey Area is delimited by mainline and suburban train lines to the south and residential houses to the north, east and west. The site is located on the eastern edge of Kilburn and within easy walking distance of Kilburn High Road and South Hampstead London Overground stations. It is approximately 3 miles to the northwest of central London, with easy access to the A5/A40. The site location is presented in Figure 3–1.

Figure 3–1 Abbey Area Site Location



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3.2. Existing Walking Provision

Facilities for pedestrians along the roads / streets which surround the site are considered good, with continuous footways on Abbey Road and Belsize Road. Footways are of sufficient width to satisfy the footfall, in line with required standards. As the site and surrounding network lies on a relatively flat gradient, the options for access between the site and surrounding facilities is seen as having few barriers.

Moreover, a number of pedestrian crossing facilities exist in the vicinity of the site, connecting to local facilities, notably public transport provision at Kilburn High Road. These desire lines provide good, safe and direct access.

Dedicated facilities for pedestrians to cross are situated at:

- Belsize Road / Abbey Road (push button for all crossing points);
- Abbey Road south of Priory Road (zebra);
- Abbey Road south of Belsize Road (zebra); and
- Belsize Road west of Priory Road (zebra).

Moreover a pedestrian friendly environment is aided by traffic calming measures (speed bumps) along Belsize Road (to the east of the junction with Abbey Road). Such facilities help to encourage sustainable travel and reduce car dependency.

3.3. Existing Cycling Provision

Sustainable travel can be further encouraged by encouraging cycling to replace short car trips, particularly those under 5km. This equates to a journey time of some 18 minutes and would cover a substantial area of north London and parts of central London and the City of London. There are suitable provisions for cyclists in the vicinity of the site, including Advanced Stop Lines on Belsize Road and Abbey Road. Further, a number of roads are on the London Cycle network; comprising a number of integrated cycle routes across London.

From an audit of cycle routes, it is considered that the site provides a good level of accessibility to both the local and national network. It is concluded that given the provision of cycle routes and the journey times, cycling is a viable option for trips to and from the Abbey Area site.

3.4. Links to the Rail Network

The site is situated approximately 800m from Kilburn Park Underground station. Kilburn Park lies on the Bakerloo line of the London Underground network, which offers frequent services between Elephant and Castle and Harrow and Wealdstone via central London. Selected journey times for the direct peak period services from Kilburn Park into central London are provided below:

- Baker Street – 10 minutes;
- Green Park– 16 minutes; and
- Euston Square – 22 minutes.

Moreover, Swiss Cottage Underground station is located approximately 1.1km from the site. Swiss Cottage lies on the Jubilee line which offers frequent services to Stratford in the east and Stanmore in the west, connecting with the key employment areas of Canary Wharf and North Greenwich.

Kilburn High Street Overground station lies approximately 500m from the site with trains operating between Watford Junction and Euston via destinations including Wembley Park, Willesden Junction, Queens Park and South Hampstead.

3.5. Links to the Bus Network

The development site currently has good access to the existing bus network, with services 31, 139, 189 and 328 stopping on Belsize and Abbey Road, along with the N28 and N31 night bus services which stop on Belsize Road. Kilburn High Road, located at a distance of 500m, also provides access to a number of additional bus routes. Table 3–1 provides a breakdown of the current full services available from the surrounding road network.

Table 3–1 Existing Bus Routes and Frequencies

Bus Stop Location	Service Number	Route	AM Peak Hour Average Headway (minutes)
Kilburn High Road (Station)	16	Mora Road – Kilburn – Kilburn High Rd – Maida Vale – Edgware Rd – Marble Arch – Hyde Park Corner - Victoria	6.5
Abbey Road	31	Camden Town – Chalk Farm – Swiss Cottage – Abbey Rd – Kilburn High Rd – Westbourne Grove – White City	7
Kilburn High Road (Station)	32	Kilburn High Rd – Kilburn – Kingsbury Rd – The Greenway Avenue – North Rd – Spring Villa Rd - Edgware	8.5
Kilburn High Road (Station)	98	Willesden Garage – Kingsley Rd – Kilburn High Rd – Edgware Rd – Marble Arch – Oxford Circus – Bloomsbury Sq	7
Belsize Road	139	West Hampstead – Belsize Rd – Park Rd – Baker St – Oxford Circus – Trafalgar Sq – Aldwych – Waterloo Station	8
Belsize Road	189	Brent Cross Shopping Centre – Cricklewood – Kilburn – Belsize Rd - Frampton St – Marble Arch	8
Kilburn High Road	206	St Raphaels – Brent Park Tesco – Shackleton House – Roundwood Park – Kilburn High Rd Station – Kilburn Park Station	11.5
Kilburn High Road	316	Mora Road – Kilburn – Kilburn High Rd – Kensal House – Latimer Road – Shepherd’s Bush – White City Bus Station	9
Kilburn High Road	328	Golders Green – Kilburn High Rd – Cambridge Rd – Westbourne Grove – Notting Hill Gate – Earls Court Road – Limerston Street	7
Kilburn High Rd (Station)	332	Brent Park Tesco – Cricklewood Broadway – Kilburn Station – Kilburn High Rd Station – Edgware Rd – Paddington Station	10

Bus stops are generally provided on the main carriageway, with dedicated bus lanes present on the primary roads around the site, avoiding delays to services at peak hours. Bus stops are generally provided in well-lit areas with covered shelters, some seating provisions and electronic bus countdown facilities. Additionally, the available bus services give good access to a wide geographical spread across the London area, including many well established employment centres and local services.

3.6. Access to Local Services

Although some non-residential development uses are proposed within the planning for the Abbey Area development; namely offices, a Health Centre and a Supermarket, there are existing local services within a 1km radius of the site. These currently include:

- A Sainsbury’s Supermarket and a Tesco Express situated to the west of the site on Kilburn High Road;

- Belsize Priory Medical Practice located at the site itself. Abbey Medical Centre is situated immediately south of the site;
- Two sports centres nearby; Charteris Sports Centre to the west and Swiss Cottage Leisure Centre to the east;
- The O2 Centre; a mixed use complex comprising a cinema and gym, exists near to Finchley Road station;
- Four dentists exist close by - two west and two south of the site; and
- A number of schools; including, George Eliot Junior School and Quintin Kynaston School lie towards St. John's Wood.

3.7. Existing Highway Conditions and Access

The site is located at the Abbey Road and Belsize Road junction, both of which are classified as 'B' roads. Abbey Road provides connections to north, south and central London whilst Belsize Road connects into the major road network with the A41 to the east and A5 to the west.

The site is located within the boundaries of the LBC's Controlled Parking Zone (CPZ), which prohibits parking by non-permit holders between 0830-1830 hours Monday to Friday. Parking is available for holders of the above permits on Belsize Road and Abbey Road, the majority of spaces being located in designated bays on the carriageway.

4. Travel Patterns

4.1. Proposed Development

The quantum associated with the proposed development are outlined in Table 4-1 below.

Table 4-1 Development Proposals Summary Table

Land Use	Existing	Phase 1	Phase 2	Phase 3	Net Change
Affordable Residential C3	70 units	66 units	-	48 units	+44 units
Private Residential C3	4 units	75 units	-	52 units	+123 units
Supermarket	0m ²	522m ²	-	-	+522m ²
Other Retail/A1/A2/A3/A4/A5	835m ²	399m ²	-	353m ²	-616m ²
B1 Office	895m ²		-	362m ²	
D1 Health Centre	1,775m ²	-	2,006m ²	-	+231m ²
D1 Community Centre	500m ²	-	947m ²	-	+447m ²
B1 Co-Operative office	-	-	234m ²	-	+234m ²

4.1.1. Car Parking

Table 4-2 summarises the existing and proposed off street parking.

Table 4-2 Existing and proposed off street parking

Type		Existing	Proposed
Resident Parking Bays (Casterbridge & Snowman)		33	18
Medical Centre		12	-
Off-Street Retail		8	-
Multi-Storey Car Park	Medical Centre	5	-
	Commercial	Circa 300	-
Phase 1 Basement	Residential (Standard)	-	53
	Disabled	-	13
	Medical Centre	-	5
Phase 3 Basement	Residential (Standard)	-	30
	Disabled	-	12
	Community & Health	-	3
TOTAL		Circa 358	116

Table 4-3 summarises the net changes in on street parking.

Table 4-3 Net change in on-street parking provision (spaces)

Location	Permit holder	Pay and display	Disabled	Loading bay	Bus cage	Emergency / refuse area
Abbey Road (northwest)	0 (-1 / +1)	-1	-1	+1	0	0
Abbey Road (northeast)	-3	-3	0	0	0 (-1 / +1)	+1
Belsize Road (northwest)	-2 (-3 / +1)	-1	0	0	0	0
Belsize Road (southwest)	0	0	0	+1	0	0
Belsize Road (northeast)	-8	+5 (-3 / +8)	0	+1	0	0
Priory Terrace	+2	0	0	0	0	0
Total	-11	0	-1	+3	0	+1

4.1.2. Cycle Parking

Cycle parking for the office, Health Centre, and community uses has been provided in accordance with London Plan standards as outlined in Table 4-4.

Table 4-4 Numbers and types of cycle parking spaces

Type of space		Phase 1	Phase 2	Phase 3
Community Centre	Long stay		4 in Snowman House	
	Short stay		10 in landscape	
Co-Op office	Long stay		4 in Snowman House	
	Short stay		-	
Health centre	Long stay		20 in Casterbridge House	
	Short stay		34 in landscape	
Commercial units	Long stay			10 (covered spaces on northwest side of Abbey Road / Belsize Road junction)
	Short stay	4 in landscape		10 (on south side of service access road)

Employee cycle parking for the Supermarket and retail land uses will be provided within the fit-out of each commercial unit once the occupiers have been identified. Employee cycle parking will be provided in accordance with the appropriate TfL / LBC standard for the occupier.

4.2. Estimated Trip Generation

In 2012, a Transport Assessment (TA) was prepared by WSP for the site to understand the likely impact of the development. As part of this assessment, the net trip generation for the site was determined by transport mode. An Addendum TA 2 has been prepared to accompany the Phase 2 planning application, which has involved updating the net trip generation.

The workplace occupiers have yet to be determined, but in order to provide an estimation of trips associated with the workplace, the following assumptions have been made:

- The 522m² supermarket will employ 15 staff;

- As a worst case scenario, the commercial floorspace element of the development (1,114m²) will be used as offices;
- As per WSP's TA, office employees occupy 16m² each; and
- As per WSP's TA, 85% will be at work on any given weekday, of which 55% will travel to work during the peak periods.

Using the above assumptions, there would be 85 staff employed across the development, with 40 travelling to work during the peak periods. Method of Travel to Work data for the Daytime Population within the Kilburn ward from the 2001 Census has then been applied to estimate the workplace trip generation of the development, with results shown in Table 4–5 below.

Table 4–5 Estimated workplace trips

Mode	Mode Share using 2001 Census Daytime Population in Kilburn	AM in	PM out
Underground	20%	8	8
Train	10%	4	4
Bus	16%	6	6
Taxi	1%	0	0
Car	35%	14	14
Motorcycle	1%	0	0
Bicycle	2%	1	1
Walk	16%	6	6
Total	100%	40	40

It should be noted that no car parking will be provided on site for the workplace element of the development. With on street parking restrictions across the study area, employees wishing to drive to and from work would have to park away from the development and walk as a final mode. This could act as an incentive for staff to use sustainable modes to travel to and from the development. In addition, it is considered that staff are more likely to live locally in comparison to the daytime population of the Kilburn ward as a whole, which means that the proportion of staff using sustainable modes is likely to be higher.

Nevertheless, the Final Workplace Travel Plan will provide the opportunity to encourage staff to travel to and from the development using sustainable modes and reduce single occupancy car trips.

5. Objectives and Targets

5.1. Objectives

The objectives of the Framework WTP have the overall aim of informing and then changing the travel behaviour of businesses and their employees. The objectives are in line with those outlined for the Travel Plan prepared by WSP to support the outline planning application for the site.

The objectives have also been developed to align closely with the themes and aims of relevant national and local planning policy, as set out in Section 2, as well as responding to the specific challenges and trip generation expected at Abbey Area.

The strategy for this Framework WTP therefore has the following general objectives:

- To establish sustainable travel principles for the development as a whole;
- To facilitate tailored travel information;
- To encourage healthy and active travel;
- To reduce local congestion and associated externalities;
- To minimise single occupancy vehicle and taxi trips;
- To support car free lifestyles; and
- To raise awareness of sustainable modes of transport available for employees.

5.2. Targets

To help assess if the objectives are being achieved, targets have been established which provide measurable 'goals'. Targets are designed to be SMART (e.g. Specific, Measurable, Achievable, Realistic and Time bound) and focus on changing travel behaviour from private cars in favour of walking, cycling and public transport modes.

Two types of targets have been identified. 'Action' type targets are defined within Appendix 3 of TfL's Travel Planning for New Development Guidance as 'non-quantifiable actions that need to be achieved' (e.g. timing of appointing a TPC), whilst 'Aim' type targets are 'quantifiable and relate to the degree of modal shift the plan is seeking to achieve or to other outcomes' (e.g. the date by which car driver mode split will be achieved). The Action and Aim type targets for the site are set out below.

5.2.1. Action Type Targets

The following Action type targets are set for the project:

- Appoint a TPC prior to occupation date;
- Provision of cycle parking spaces for the office, Health Centre, community, and retail land uses in line with TfL's and the LBC's standards;
- Provision of transport information promoting alternative modes of transport and the key services provided through the WTP, prior to occupation; and
- Undertake annual travel surveys after first occupation.

5.2.2. Aim Type Targets

TfL recognises that, given the conditions affecting car use are 'designed-in' to the development, the target levels of car use should be achieved at, or near, the start of occupation.

Section 4.1 of TfL's 'Travel Planning for New Development in London' states that Travel Plans should start 'by relating targets to the information provided by transport databases like TRAVL...this information should already have formed part of the site's TA'.

A 2% reduction of single occupancy car driver trips generated by the development is the forecast target. This represents the trips over a five year period, and will remain under review, the target will be finalised following the results of the Initial Substantial Review.

In addition to the above, and to support car free lifestyles, the year-on-year increases in cycle usage will be monitored and it is forecast that the reduction in car trips from the baseline year will be related to a shift to walking, cycling and public transport modes. The Aim targets will be reviewed as an on-going exercise through the travel surveys detailed in Section 8.

The targets have been set in accordance with the Mayor's Transport Strategy 2010 which aims to achieve a 5% modal share for cycling by 2026, and will simultaneously help to ensure that single occupancy car journeys to and from the site are minimised.

It should however be noted that the 'Aim' targets detailed above cannot be set accurately until the Initial Substantial Review has been undertaken.

6. Management of the Travel Plan

It is considered that given the strength of this Framework WTP, combined with the relative sustainable location of the site, the development will become a beacon of success in terms of Travel Planning best practice. This section outlines how the WTP is to be managed and implemented to achieve this aspiration.

6.1. Travel Plan Coordinator

A TPC will be appointed to take responsibility for the implementation, reporting and review of the plan, with a view to securing an ongoing process of continuous improvements.

The TPC role for the Abbey Area Redevelopment will be fulfilled by a nominated employee of the site management company or an appointed consultant, and (together with the developer), will be responsible for implementation of the workplace and commercial sustainable travel initiatives. It will be the responsibility of the developer to ensure that a TPC is appointed prior to the occupation of the development.

The roles and responsibilities of the TPC are:

- Implementation and management of the WTP;
- Awareness-building and engagement with stakeholders;
- Strategic marketing and communication;
- Implementing and managing measures;
- Measuring success and monitoring change;
- Reporting progress to all WTP stakeholders, including the planning and highway authorities;
- Obtaining and maintaining commitment and support from staff;
- Facilitating the implementation of any measures which are specific to occupiers;
- Liaising with parties within the organisation (e.g. different departments);
- Giving advice and information on transport-related subjects to staff and visitors; and
- On-site coordination of data collection for the plan.

6.2. On-site Representative

To ensure that there is site-wide adoption of the WTP, the TPC will be assisted in delivering the measures by on-site representatives. The TPC will facilitate the appointment of a representative and, together, they will jointly promote the Travel Plan with the workplace and commercial occupiers.

For the commercial occupier, the on-site representative role will be fulfilled by a nominated employee. This role is not considered to be a full time job, and can therefore be undertaken by existing employees of the associated companies.

The representative's role will involve:

- Giving a 'human face' to the WTP – explaining its purpose and the opportunities on offer. This may include offering personalised journey planning advice and helping establish and promote the individual measures in the plan;
- Obtaining and maintaining commitment and support from staff and visitors;
- Raising awareness and implementing any measures which are specific to that occupier / land use;
- Liaising with parties within the organisation (e.g. different departments);
- Giving advice and information on transport-related subjects to staff and visitors;
- Helping establish and promote the individual measures in the plan; and
- Providing on-site support, as required.

7. Measures

7.1. Overview

This section describes the measures which will be put in place to assist the travel behaviour changes required to meet the objectives and targets of the WTP.

The implementation of pre-occupation measures included within the Travel Plan will be the responsibility of the TPC. The success of the Travel Plan will be regularly monitored and reviewed by LBC to ensure the Travel Plan continually develops during its lifetime (five years).

Two types of measures will be considered:

- 'Hard' engineering measures incorporated into the design of the development; and
- 'Soft' marketing and management measures which will be implemented as part of the development proposals to ensure that sustainable travel behaviour is maximised.

7.2. 'Hard' Measures - Site Design

Many physical aspects of the design of new development will influence travel patterns from the outset. The hard engineering measures that will be incorporated into the design of the development are set out below. It should be noted that appropriate hard engineering measures will be provided prior to occupation of the development and will be funded by the developer.

7.2.1. Location

Given the development location within Camden, together with the site's 'excellent' public transport accessibility, it is considered that there is good scope for sustainable travel.

7.2.2. Traffic Restraint

The Plan must seek to reduce the volume and impact of vehicles generated by the development.

7.2.3. On-Street Parking Controls

The Plan should aim to contain the transport impacts of the development (including parking, loading and unloading) and reduce the impact of the site on surrounding on-street parking.

7.2.4. Parking and Travel

A review of occupier's travel should have the principal aim of reducing non-essential single occupant driver trips to the site and increasing the proportion of trips undertaken by foot. With regards to car travel and car parking, this should include:

- A review and / or development of criteria to reduce car allowances and include measures to limit the use of car parking and permits in and around the development;
- A review of any on-site parking charges;
- Consideration and/or review of pool vehicles for work related trips including more environmentally friendly vehicles and alternative forms of transport for some trips; and
- Consider the use of potential home working/teleworking/teleconferencing where feasible and appropriate.

7.2.5. Traffic Management

The Plan will refer to the Phase 3 Basement Parking Management Plan to outline how traffic from within the site will be managed.

7.2.6. Car Club

Research has indicated the potential for Car Club bays as part of the development. No Car Club spaces have been included within the plans for Phase 1. However interest has been indicated by Car Club operators.

Provision of Car Club bays for both existing residents in the area and those in the development should be considered as part of the overall development within a full feasibility study prior to occupation to confirm siting and demand.

7.2.7. Cycling

The following cycle measures must be provided in sufficient quantity:

- Secure and well-lit workplace cycle parking;
- Cycle allowance for work-related journeys;
- Cycle and equipment loans and insurance;
- Cycle repair facility;
- Cycle pool for work-related journeys; and
- Work with the Council to improve cycle routes to/from the Development.

7.2.8. Cycle Parking

Cycle parking for the office, Health Centre, and community uses has been provided in accordance with London Plan standards.

Employee cycle parking for the Supermarket and retail land uses will be provided within the fit-out of each commercial unit once the occupiers have been identified. Employee cycle parking will be provided in accordance with the appropriate TfL / LBC standard for the occupier.

7.2.9. Public Transport and Walking

A review of the public transport needs of residential and commercial occupiers and visitors should be undertaken, and consideration given to potential park and ride type services, or shuttle-type services for occupiers, or enhancements to the schedules of the London Bus network.

7.3. 'Soft' Measures – Marketing and Promotion

The location of the development, its design, and proximity to facilities and public transport services within the surrounding area, should create all of the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the WTP. Details of the site-wide communication strategy are set out below.

7.3.1. Public Transport and Walking

- Provide in-house public transport information and ensure that this is regularly updated;
- Consider provision of interest-free annual season ticket / Travelcard loans for travel on buses, the underground, trains and trams for any commercial occupiers of the development; and
- Encourage walking through the provision of information on the best pedestrian routes to and from the Development for occupiers and visitors.

7.3.2. Cycling

Implement a Bicycle Users Group (BUG) to progress cyclist issues on site.

8. Monitoring and Review

8.1. Overview

Monitoring, following occupation of the development, is necessary to ensure the effectiveness of the WTP can be communicated to the LBC. Undertaking and reporting on progress through monitoring is advocated in TfL guidance and is also a requirement of the Section 106 agreement.

Review and monitoring of the Travel Plan will be carried out on an ongoing basis, and at least once every year, following the Initial Substantial Review undertaken six months following the occupation date.

The responsibility of ensuring that monitoring is undertaken and reported on lies with the TPC. This section outlines how monitoring of the WTP objectives and targets will be undertaken.

8.2. Initial Substantial Review

The first stage will be to review the development's accessibility by all modes. An accessibility report will be produced and this will form the basis for the next stages.

8.3. Consultation with Occupiers

This will involve meeting occupiers of the development to promote the concept of a Travel Plan. The meeting will seek to identify a set of objectives for encouraging walking, cycling, and public transport usage, combined with reducing reliance on the private car.

8.4. User Consultation and Travel Surveys

This stage will be based around consultation. It will be extremely important to secure the support of occupiers and users of the development if the Plan is to succeed. This stage will include occupier and user travel surveys to examine the use of existing modes of travel, attitudes towards sustainable modes of transport, and the most effective measures to promote sustainable transport for commuting journeys and business journeys.

8.5. Implementation

Stages 1 to 3 will provide the base information for the review of the Travel Plan.

8.6. Monitor and Review

The Travel Plan will secure an ongoing process of continuous improvement. Each version of the Travel Plan shall set out a mechanism of next steps to be tackled in line with results collated from the surveys and shall also set out a mechanism for reporting back to the Council on an annual basis on how effectively the Travel Plan is being in maximising the use of sustainable transport.

9. Action Plan

9.1. Programme of Actions

Table 9–1 shows a proposed programme of actions for the WTP. Details of each of the WTP Measures are provided in Section 7 of this WTP.

Table 9–1 Programme of Actions

Travel Plan Measure	Target	Timescale for Implementation	Funding	Indicator	Responsibility
Appointment of a Travel Plan Coordinator	N/A	Prior to occupation	Initial appointment funded by Developer/ Service Charge thereafter	Appointment of TPC by occupation date	Developer
Provision of 'hard' engineering measures (cycle parking and car parking)	Provision of: cycle parking spaces in line with London Plan standards	Prior to occupation	Developer	Completion of on-site car and cycle parking	Developer
Provision of transport information	Availability of transport information to every employee upon occupation	Upon occupation	Developer	Travel Survey	Developer/ Travel Plan Coordinator
Initial Substantial Review	N/A	six months following occupation date	Developer	Receipt of Survey results	Developer/ Travel Plan Coordinator
Monitor and review Travel Plan with Council	N/A	five years after Initial Substantial Review	Service charge	Travel Surveys conducted annually	Developer/ Travel Plan Coordinator

9.2. Securing the Travel Plan and Funding

The provision of an approved Travel Plan in accordance with current TfL guidance, together with the implementation of site-wide 'Action' type targets, have been secured through its incorporation into a signed Section 106 agreement for the development.

The specification of workplace and commercial targets will be reserved for agreement with the LPA within one month of the Initial Substantial Review has been undertaken, i.e. six months following occupation.

All measures implemented prior to the development being occupied will be funded by the developer, including the appointment of the TPC, and the production of marketing material. The developer will also fund the Initial Substantial Review undertaken six months after occupation.

In accordance with Box 5.1 of TfL's *Travel Planning for New Development in London; Incorporating Deliveries and Servicing*, independent monitoring of the workplace and commercial units will occur in years one, three, and five, and will be undertaken by a TRAVL-approved Independent Fieldwork Company (IFC).

The TPC will commission the surveys from the IFC directly, when the inspection is due. The IFC will then inform the borough that the survey has been commissioned. When the survey has been completed, the results will be available for uploading into iTRACE.

10. Travel Plan Sign Off

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