

**COTTEE**

Transport Planning

Fir Lodge

Threshelfords Business Park

Feering

Essex

CO5 9SE

Tel : 01376 573400

Fax : 01376 573480

email : [info@cotee-tp.co.uk](mailto:info@cotee-tp.co.uk)

[www.coteetransportplanning.co.uk](http://www.coteetransportplanning.co.uk)

## **PROPOSED RESIDENTIAL DEVELOPMENT**

## **LAND AT MALDEN ROAD, KENTISH TOWN, LONDON**

**DRAFT**

## **INTERIM TRAVEL PLAN**

AF / 14113

March 2016

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## 1. BACKGROUND INFORMATION

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- 1.1 This Travel Plan (TP) has been prepared on behalf of Goldcrest Land Plc (GLP) by Andrew Firmin (andrew@cottee-tp.co.uk) of Cottee Transport Planning (CTP).
- 1.2 The TP has been prepared in regards to the proposed development for 9 residential units on land at Malden Road, Kentish Town, London, NW5 3HS. The proposed residential development comprises 8 two-bedroom and 1 three-bedroom units over five floors. If approval is granted, build-out will be in full with occupation commencing following an estimated 15 month construction period.
- 1.3 GLP or any subsequent developer (hereby referred to as 'the developer') will fund and ensure implementation of the TP at the site. The main focus of this TP is to influence the travel choice of future residents.
- 1.4 This TP is an interim document to be submitted with the planning application to Camden Council (CC) for the proposals. As such the planning application reference is not currently known but will be incorporated into future amended documents. It is likely that the implementation of the TP will be secured via condition or Section 106 agreement with CC.

### Site Location

- 1.5 The site is located on the western side of Malden Road (B517). It shares its boundaries with The Fiddler's Elbow public house and residential property to the south and residential property to the north and west. The residential property to the north also includes ground floor commercial / retail premises. Immediately west is a children's play area; there is a pedestrian route along the northern boundary of the site providing access.
- 1.6 Site location and context plans are attached at **Appendix 1**.
- 1.7 To the south-east of the site, Malden Road forms a traffic signal controlled junction with Prince of Wales Road. This junction has advanced stop cycle facilities and pedestrian crossing phases on all arms of the junction. Prince of Wales Road is an east – west distributor road providing access to the A400 (Kentish Town Road) to the east and the A502 (Haverstock Hill) to the west. Kentish Town Road forms part of the Strategic Road Network as identified in the Camden Local Development Framework (LDF).
- 1.8 In the immediate vicinity of the site, all roads are subject to a 20mph speed restriction as part of the borough wide 20mph speed limit implemented by Camden Council in December 2013. Malden Road has traffic calming measures in the form of speed humps and raised table priority junctions with side roads, and a number of zebra and pedestrian refuge crossings. Malden Road is mainly fronted by residential properties however some premises in the immediate vicinity also include ground floor retail use.
- 1.9 The site is located within the Camden Council West Kentish Town (Outer) Controlled Parking Zone (CPZ) where parking restrictions are in operation from 0830 – 1830 Monday – Friday. To the south of the site, Prince of Wales Road forms the northern boundary of the Camden Town NW CPZ which is in operation 0830 – 2300 Monday – Friday and 0930 – 2300 Saturday – Sunday.

### Multimodal Trips

- 1.10 Details of the anticipated total trips associated with the development are included within the Transport Statement (TS) dated March 2016, which accompanied the planning application. The TS indicates the following travel mode trips associated with the proposed development:

Mode	0800 – 0900 Hours	1700 – 1800 Hours	0700 – 1900 Hours
Walk	1	1	8
Cycle	0	0	3
Motorcycle	0	0	0
Bus	2	2	14
Rail	0	0	2
Underground	3	3	20
Car	0	0	0
Other	0	0	2
<b>Total</b>	<b>6</b>	<b>6</b>	<b>49</b>

- 1.11 The number of movements associated with loading vehicle activity for the proposed site is likely to be very low. Deliveries will be made on-street from Malden Road where loading is permitted for a maximum of 40 minutes between 0830 and 1830 Monday – Friday in accordance with the CPZ restrictions.

### Travel Modes

- 1.12 Within the TS, Census data and TRICS data was used to provide an indication of the likely mode of travel split for the proposed development, as detailed below:

- Walk - 17%
- Cycle - 6%
- Motorcycle - 0%
- Bus - 28%
- Rail - 4%
- Underground - 41%
- Car - 1%
- Other - 3%

- 1.13 The TS demonstrated that vehicle movements associated with the proposed development would be negligible, with a high proportion of trips undertaken using sustainable travel modes, primarily walking, bus and underground services.

**Bus Services**

- 1.14 There are 6 regular bus services and 3 nightly bus services operating in the vicinity of the site. The closest bus stops are located within 40m of the site on Malden Road and Prince of Wales Road with further local services available within 475m of the site on Chalk Farm Road.
- 1.15 The 6 bus services operating in the vicinity of the site provide up to 60 buses per hour during the day Monday – Friday, and there are also 3 night services operating in the vicinity from Chalk Farm Road.
- 1.16 Full details of public transport in the vicinity of the site are included at **Appendix 2**.

**Underground Services**

- 1.17 Chalk Farm Underground station is within a 360m walk distance to the south west of the site. The station is on the Northern Line with services between Edgware and Morden / Kennington, and there are around 23 trains available per hour Monday – Friday.
- 1.18 To the east of the site and within a 330m walk distance, Kentish Town West station provides access to London Overground services. The station is on the line between Clapham Junction / Richmond and Stratford, with around 6 trains per Monday – Friday. Details are included at **Appendix 2**.

**Pedestrian Access**

- 1.19 Malden Road has a good standard of footways on both sides of the road. Pedestrian crossing facilities in the vicinity of the site are excellent with traffic signal controlled crossing phases at the adjacent junction and a number of zebra and pedestrian refuge crossings along the length of Malden Road heading north. The site is in a close proximity to a number of shops to the east and north.

**Cycle Routes**

- 1.20 Malden Road is identified as a quieter route recommended by other cyclists within the London Cycle Network Guides (LCNG) and has on-street cycle lanes in both directions. There are also advanced stop facilities on all arms of the Malden Road / Prince of Wales Road / Malden Crescent traffic signal controlled junction. The site is well located for cycle use with Malden Crescent and Prince of Wales Road also identified within the LCNG as quieter recommended routes, connecting the site to a signed route to the east on Grafton Road. The site is well located for access to the wider cycle network.
- 1.21 There are Santander Cycle Hire bikes located to the south of the site with the closest docking station provided on Castlehaven Road, Camden Town with the provision of 25 cycles within a 675m walk distance of the site.
- 1.22 The wider cycle network is shown on the plan attached at **Appendix 3**.

**Car Clubs**

- 1.23 There are 9 car club vehicle locations within a 10 minute walk distance of the site, providing access to 13 vehicles including 2 vans. The nearest vehicle is located around 50m to the south of the site on Malden Crescent. A car club vehicle location plan is included at **Appendix 4**.

**Methodology**

- 1.24 This document has been prepared using the ATTrBuTe TP tool. This TP is an interim document since the occupiers are not known at this stage, but will be used as the basis for implementation at the site as appropriate.
- 1.25 The TP is a document designed to ensure that site users are provided with realistic alternatives to travel by car. Providing a choice of travel is an integral part of current transport policy and the TP is the means by which alternatives to the car are promoted, monitored and reviewed over a period of time.
- 1.26 An Action Plan (AP) will be drawn up in consultation with CC. An initial AP has been prepared and is attached at **Appendix 5**. The AP will be reviewed in consultation with the council following receipt of questionnaire results to ensure progress of the TP. Surveys and the review process will be undertaken in years 1, 3 and 5.

## 2. OBJECTIVES AND SCOPE

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- 2.1 The developer is committed to reducing the number and length of motorised journeys associated with their developments, encouraging alternative means of travel leading to less environmental impact. To assist in achieving these aims the TP has the following strategy:
- To provide site users with convenient, safe and viable alternatives to the car in order to access the development; and
  - to monitor regularly the means of travel used by residents and visitors and seek to encourage transfer to the most sustainable modes. This will be done through this TP.
- 2.2 The objectives of this TP are:
- To increase walking;
  - to increase cycling;
  - to inform all site users of the TP;
  - to improve the choice of mode available to residents and visitors;
  - to limit carbon dioxide emissions as a result of site user travel; and
  - to help limit road congestion associated with the development.
- 2.3 Targets will be discussed with CC following completion of questionnaire surveys. Initial targets are discussed below.
- 2.4 There are good public transport services and a high number of car club vehicles in the vicinity of the development, which will provide realistic alternatives to using the car for longer journeys. It is intended that the main focus of the TP initiatives will be to encourage walking and cycling for shorter journey distances and promote using public transport services and car club vehicles for longer journeys.
- Policy**
- 2.5 National transport policy is contained within the National Planning Policy Framework produced in March 2012. Paragraph 17 Section 1 explains 12 principles of planning of which bullet point 11 is:
- ‘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.’**
- 2.6 The site is well located for use of public transport and the site will provide cycle parking, which will encourage use of sustainable travel modes. Implementation of this TP will enable the management of travel patterns associated with the site.
- 2.7 On a more local level, TP guidance for London based developments is set out in the Transport for London (TfL) document ‘Travel planning for new development in London’ that now supersedes the March 2008 guidance on residential and workplace travel planning. This document has been prepared in accordance with the latest TfL guidance.
- 2.8 Policy DP17 within the CC Development Policies document emphasises the need to encourage walking, cycling and the use of public transport.

- 2.9 To support this objective the development will provide 20 secure cycle parking spaces located within the secure cycle storage room on the ground floor of the development. This is in accordance with the minimum requirements outlined within FALP.
- 2.10 Furthermore, there will be limited single occupancy car trips due to the development providing no car parking. Being in a PTAL 5 location, with very good public transport accessibility, will encourage the use of public transport.
- 2.11 It can be seen that the above objectives will assist in the aims of local and national policy. Furthermore, the aims, objectives and targets of the TP will ensure the site encourages site users to reduce their reliance on the car and use alternative modes of travel.



### 3. PROPOSED ACTIONS AND MEASURES

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- 3.1 A site TP Coordinator (TPC) will be appointed in advance of site occupation. It is likely that the site manager will be appointed as the TPC and will undertake the role of TPC as part of their daily activities. Any changes to the TPC for the site will be notified to the council's TPC within one month of the change and will include contact details for the new TPC.
- 3.2 The TPC will be responsible for managing and implementing the TP. The TPC will be notified to CC's TPC as being the responsible person for the TP. The role of the TPC will include:
- overall responsibility for the TP;
  - to lead the process of developing targets, implementation and review;
  - to develop resident co-operation;
  - to liaise with the Local Authority;
  - to promote the TP to residents and visitors;
  - to make travel information readily available;
  - to encourage residents to arrange for any necessary deliveries to be made outside of peak hours; and
  - to ensure new residents are made aware of alternative travel opportunities.
- 3.3 The role of the TPC will be reviewed on an annual basis. This will allow ideas and promotions to be discussed for the site and enable the future development of the TP.
- 3.4 TP information will be included with information packs provided to new residents. A travel survey will be undertaken following occupation of the site and will be iTrace compliant.
- 3.5 The results from the survey will provide an update to the anticipated modal split set out above. The iTrace compliant travel survey will be repeated in years 1, 3 and 5 to monitor modal changes. The data will be used to determine and monitor travel behaviour characteristics so that realistic targets can be determined and subsequently reviewed in consultation with CC. Initial targets are discussed in **Section 6**.

#### **Measures to Encourage Walking**

- 3.6 The health benefits of walking will be promoted to residents.
- 3.7 Information to promote walking will be included with information packs provided to residents and will include plans of walking routes and links to walking journey planners.
- 3.8 Walking information is provided on the CC website.

#### **Measures to Encourage Cycling**

- 3.9 Secure, cycle parking is provided on site to encourage cycling. Plans of cycle routes in the area are available to residents from the TfL website. A plan indicating the local LCN is included at **Appendix 3**.
- 3.10 In addition to the above, TP information will be displayed on a notice board within the residents entrance/reception area displaying the following information:
- Public transport information;
  - Cycle routes;

- Site context map with local facilities; and
- how to use the Cycle Super Highways.

3.11 Further information relating to cycle travel is available via cycle related websites such as the TfL website ([www.tfl.gov.uk](http://www.tfl.gov.uk)) which includes details of the London Cycle Network.

3.12 Cycle training will be promoted to site users to encourage cycle use. Details are included on the council's web site:

<http://www.camden.gov.uk/ccm/content/transport-and-streets/cycling-and-pedestrians/cycle-training-in-camden.en>

#### **Measures to Encourage Use of Public Transport**

3.13 Plans of public transport routes and timetables will be made available to residents. The current bus and train routes and frequencies that relate to the development are indicated on a plan attached at **Appendix 2**.

3.14 There are regular bus services passing in the vicinity of the site, providing around 60 buses per hour during the week. Furthermore there are 3 regular services operating throughout the night ensuring a comprehensive 24 hour service.

3.15 Bus stops with shelters are located within 25m of the site.

3.16 There are regular underground services from Kentish Town West and Chalk Farm stations, which are within a 360m walk of the site.

3.17 Bus and rail service information will be included in information packs provided to new residents including the TfL website.

#### **Measures to Reduce Car Travel**

3.18 It is likely that the majority of residents will take advantage of the excellent public transport services in the vicinity of the site. It is recognised that there will on occasion be the requirement to use a car for travel. However, Zipcar ([www.zipcar.co.uk](http://www.zipcar.co.uk)) and City Car Club ([www.citycarclub.co.uk/london](http://www.citycarclub.co.uk/london)) provide a service whereby people can have access to the use of a car as and when needed. The closest car club vehicle locations are shown on the plan attached at **Appendix 4**.

#### 4. MARKETING AND AWARENESS

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- 4.1 All new residents will be provided with an information pack on sustainable travel and a summary of the TP. The information pack will include details on the benefits of sustainable travel.
- 4.2 Following questionnaires, details of the TP targets will be provided to site users.
- 4.3 Links to further information on sustainable travel, including website links to cycle training opportunities, and details of public transport services will be made available to site users. In addition, current bus, rail and cycle travel information is available from the TfL website ([www.tfl.gov.uk](http://www.tfl.gov.uk)) while site users can plan their walking trips using the website [www.walkit.com](http://www.walkit.com).
- 4.4 The TPC will liaise with CC where appropriate in regards to green travel promotions.
- 4.5 The TPC will seek to promote Green Travel days such as Bike2Work week for example at the site where appropriate. More information is available via [www.bikeweek.org.uk](http://www.bikeweek.org.uk).
- 4.6 Following receipt of survey results the TPC will direct their efforts into promoting popular suggestions for change of travel mode of site users. This will focus around promoting walking, cycling and public transport as the main modes of transport to and from the site.

## 5. SPECIFICATION OF TARGETS

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- 5.1 The first target is to appoint a TPC. This will be completed prior to first occupation.
- 5.2 The results of site surveys will be used to develop incentives, measures and targets for the TP and will help develop the Action Plan for progression of the TP. Surveys will be iTrace compliant and undertaken in years 1, 3 and 5 after site occupation.
- 5.3 An indication of the likely mode of travel was derived in the March 2016 TS. The information collected indicates the following mode of travel can be anticipated:
- Walk - 17%
  - Cycle - 6%
  - Motorcycle - 0%
  - Bus - 28%
  - Rail - 4%
  - Underground - 41%
  - Car - 1%
  - Other - 3%
- 5.4 An initial target is to increase both walking and cycling modal share associated with the development, initially to increase walking to 19% and cycling to 8% over 3 years and to 21% for walking and cycling to 10% over 5 years.
- 5.5 There may be a need to use a car for some journeys and so site occupiers will be encouraged to use a car club car for these journeys. It is a further target to maintain the anticipated low car use with a maximum mode share of 1%. These targets will contribute towards achieving the objectives of limiting carbon dioxide emissions and road congestion.
- 5.6 Additionally, to ensure that residents are informed of the TP an initial target is to provide a TP pack (with sustainable travel information and a summary of the TP) to all residents.
- 5.7 An annual target is for the TPC to provide updated travel information to ensure that all residents are kept up to date with travel options. This will also ensure that new residents are informed of the TP and its purpose.
- 5.8 Following completion of questionnaires, targets will be reviewed to ensure that they are realistic and achievable. Further targets can be set during the review process. Targets are to be agreed in liaison with CC.

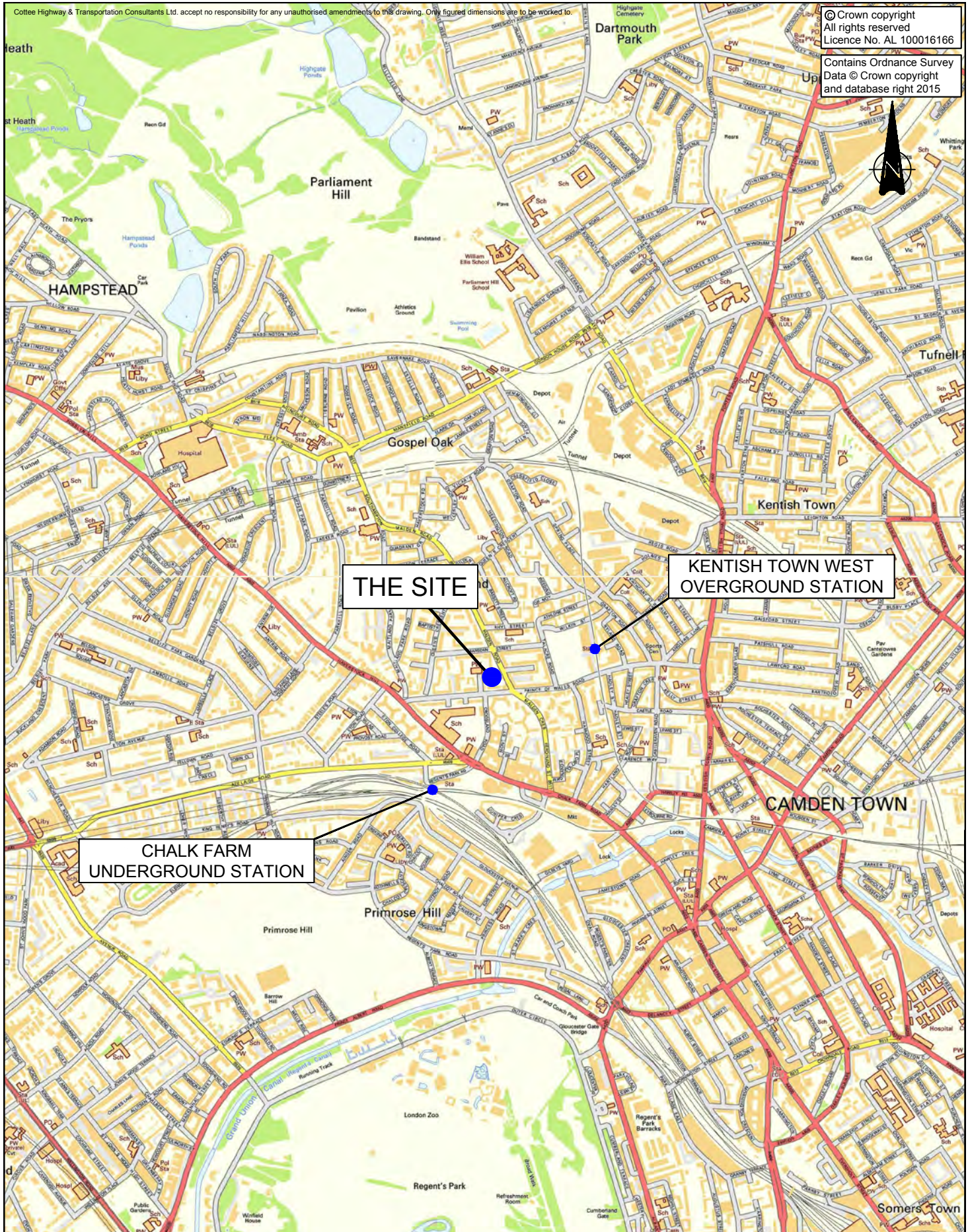
## 6. MONITORING AND REVIEW

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- 6.1 The TPC will review the effects of the various initiatives with CC in years 1, 3 and 5. The purpose of the review is:
- to provide an assessment of how site users travel;
  - to develop targets for travel;
  - to keep sustainable travel information current and include the latest TP initiatives and promotions;
  - to review the various initiatives; and
  - the development of new initiatives to encourage walking and cycling in particular.
- 6.2 The first review will take place within 6 months of completion of initial questionnaires. Following this, targets will be reviewed and agreed with CC.
- 6.3 The TP will be reviewed in consultation with CC.
- 6.4 The initiatives referred to in **Section 2** will be examined with particular emphasis on those measures which will encourage particular targets to be reached.

## **APPENDIX 1**

### **SITE LOCATION PLAN / SITE CONTEXT PLAN**



**THE SITE**

**KENTISH TOWN WEST OVERGROUND STATION**

**CHALK FARM UNDERGROUND STATION**

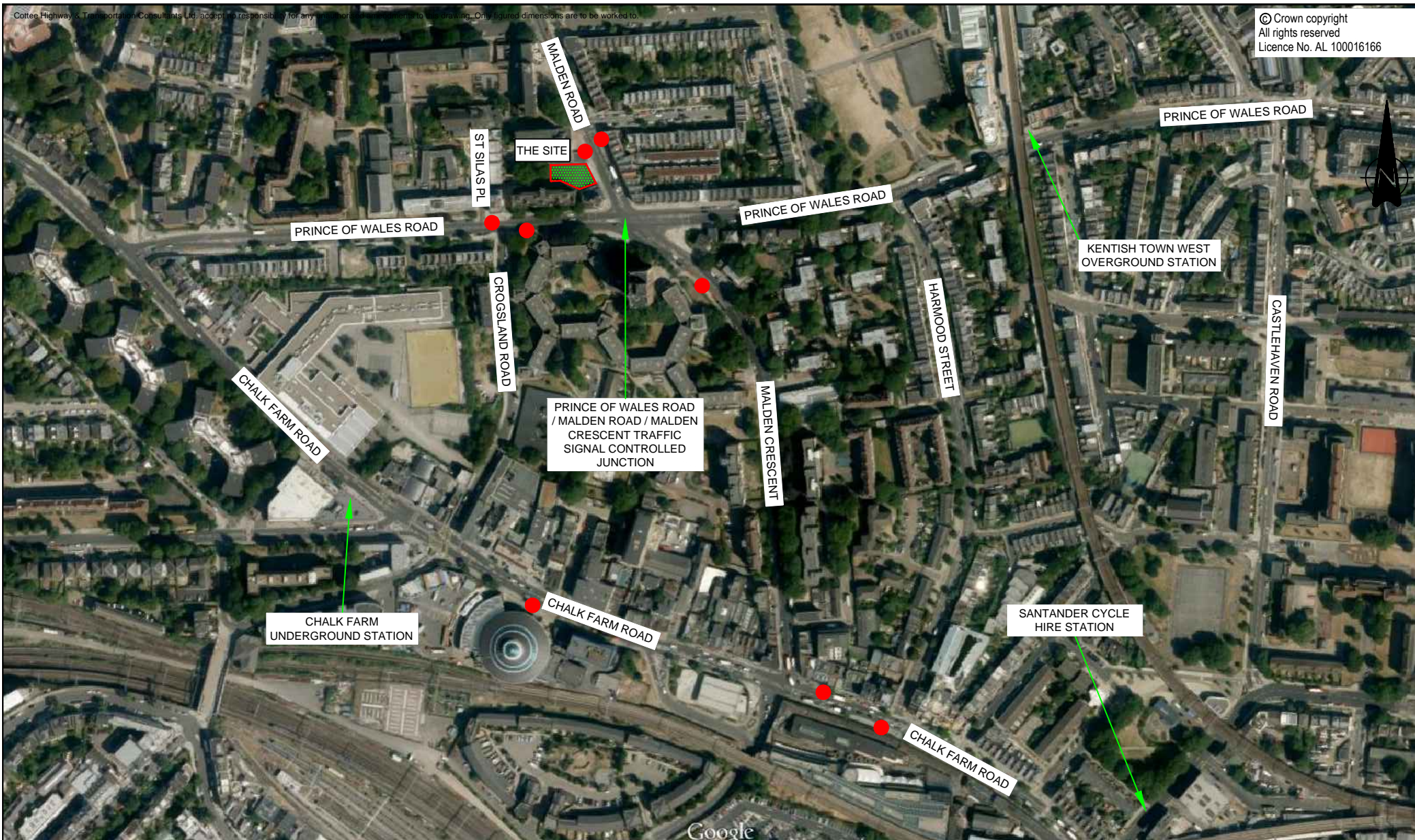
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**Project**  
**GOLDCREST LAND PLC**  
MALDEN ROAD  
KENTISH TOWN, LONDON  
**SITE LOCATION PLAN**

**COTTEE** Transport Planning

Fir Lodge  
Threshfelds Business Park  
Feering  
Essex  
CO5 9SE

Tel : 01376 573400  
Fax : 01376 573480  
email : [info@cotee-tp.co.uk](mailto:info@cotee-tp.co.uk)  
[www.coteetransportplanning.co.uk](http://www.coteetransportplanning.co.uk)

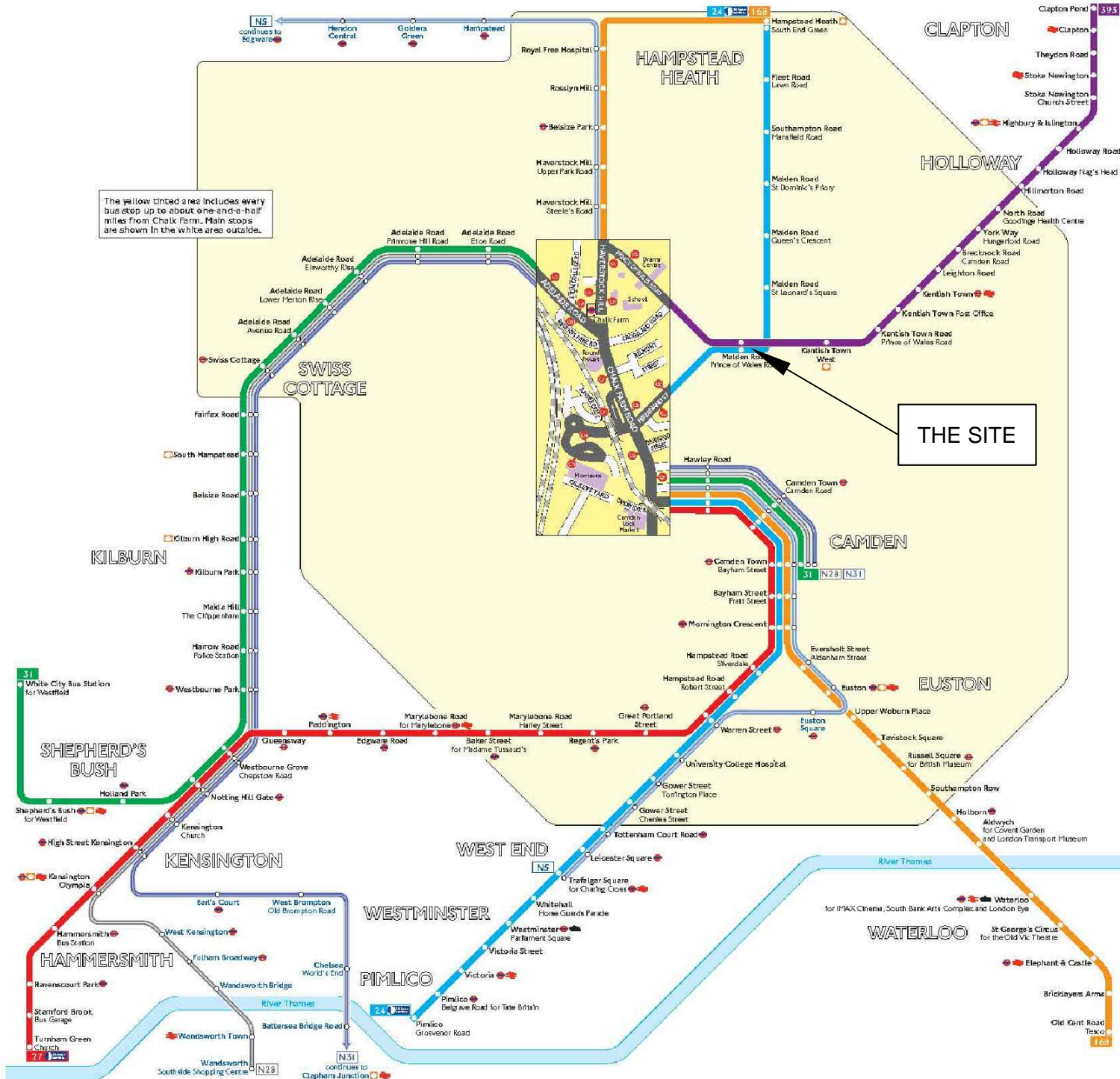


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Scale <b>NTS</b>		Date <b>AUGUST 2015</b>		<b>MALDEN ROAD KENTISH TOWN, CAMDEN</b>		Fir Lodge Threshfords Business Park Feering Essex CO5 9SE		BUS STOP 	
Drawing No. <b>14113/2</b>				<b>SITE CONTEXT PLAN</b>		Tel : 01376 573400 Fax : 01376 573480 email : info@cottee-tp.co.uk www.cotteetransportplanning.co.uk			



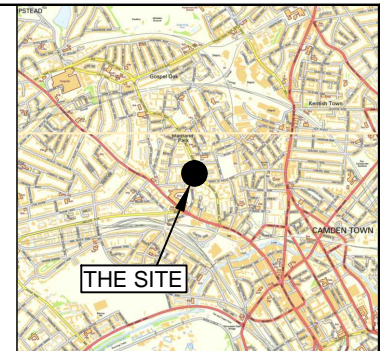
## **APPENDIX 2**

### **PUBLIC TRANSPORT SERVICES**



The yellow shaded area includes every bus stop up to about one-and-a-half miles from Chalk Farm. Main stops are shown in the white area outside.

**THE SITE**



**THE SITE**

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**SERVICE FREQUENCY**

**Malden Road / Prince of Wales Road**

Service	Mon-Fri	Sat	Sun
24	5-8mins	5-9mins	6-10mins
46	9-12mins	10mins	15mins
393	10-13mins	9-12mins	15mins

**Chalk Farm Road**

Service	Mon-Fri	Sat	Sun
27	6-10mins	7-11mins	10-14mins
31	4-8mins	5-8mins	5-9mins
168	6-9mins	7-11mins	11-12mins
N5	15mins	7-10mins	15mins
N28	60mins	30mins	60mins
N31	60mins	30mins	60mins

SOURCE: Transport for London

**COTTEE** Transport Planning

Fir Lodge  
Threshfords Business Park  
Feering  
Essex  
CO5 9SE  
Tel : 01376 573400  
Fax : 01376 573480  
email : info@cottee-tp.co.uk  
www.cottee-transportplanning.co.uk

Client  
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Project  
**MALDEN ROAD  
KENTISH TOWN, CAMDEN**

Title  
**BUS ROUTE PLAN**

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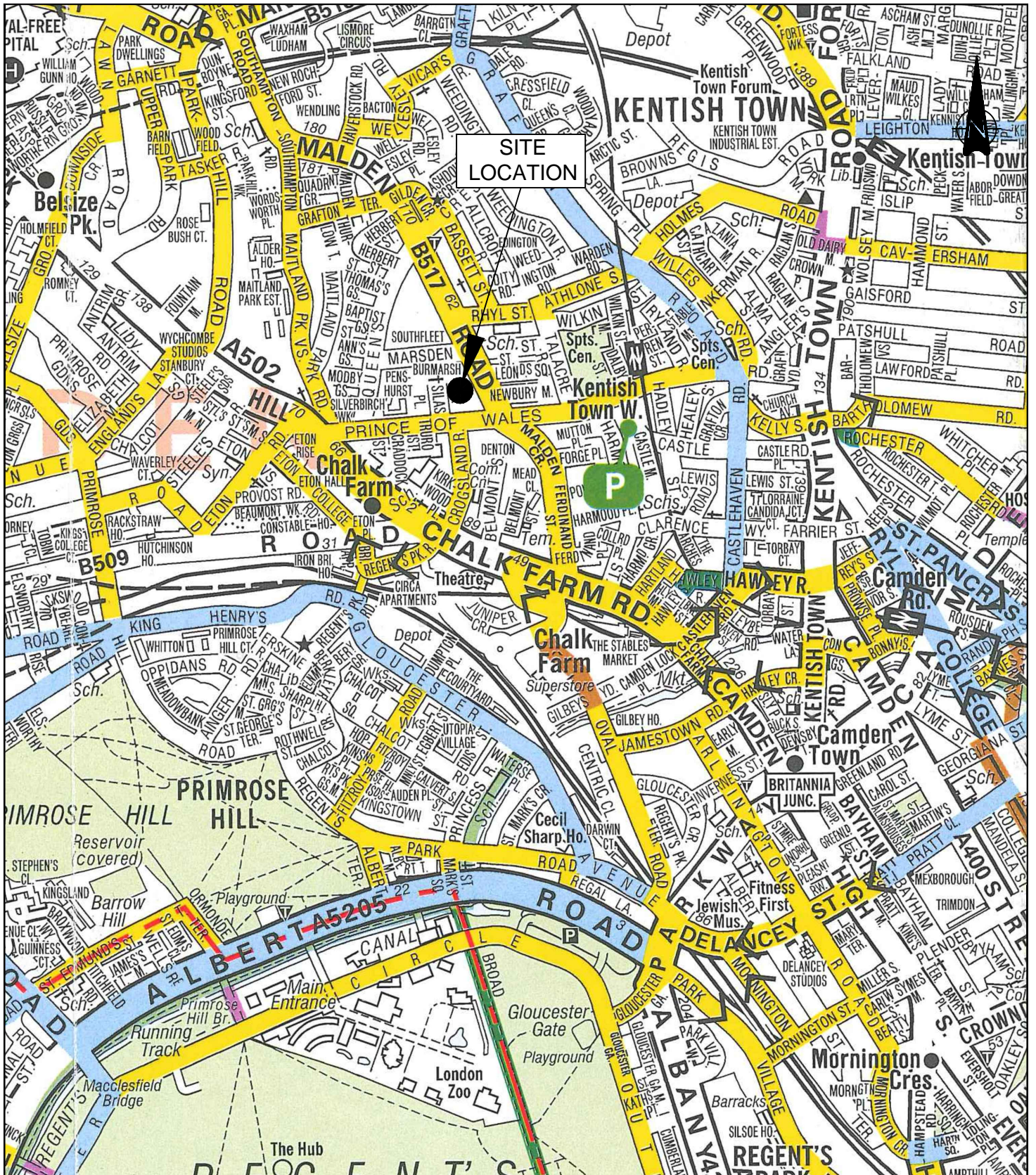
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**14113/3**



## **APPENDIX 3**

### **LONDON CYCLE NETWORK CYCLE ROUTES**



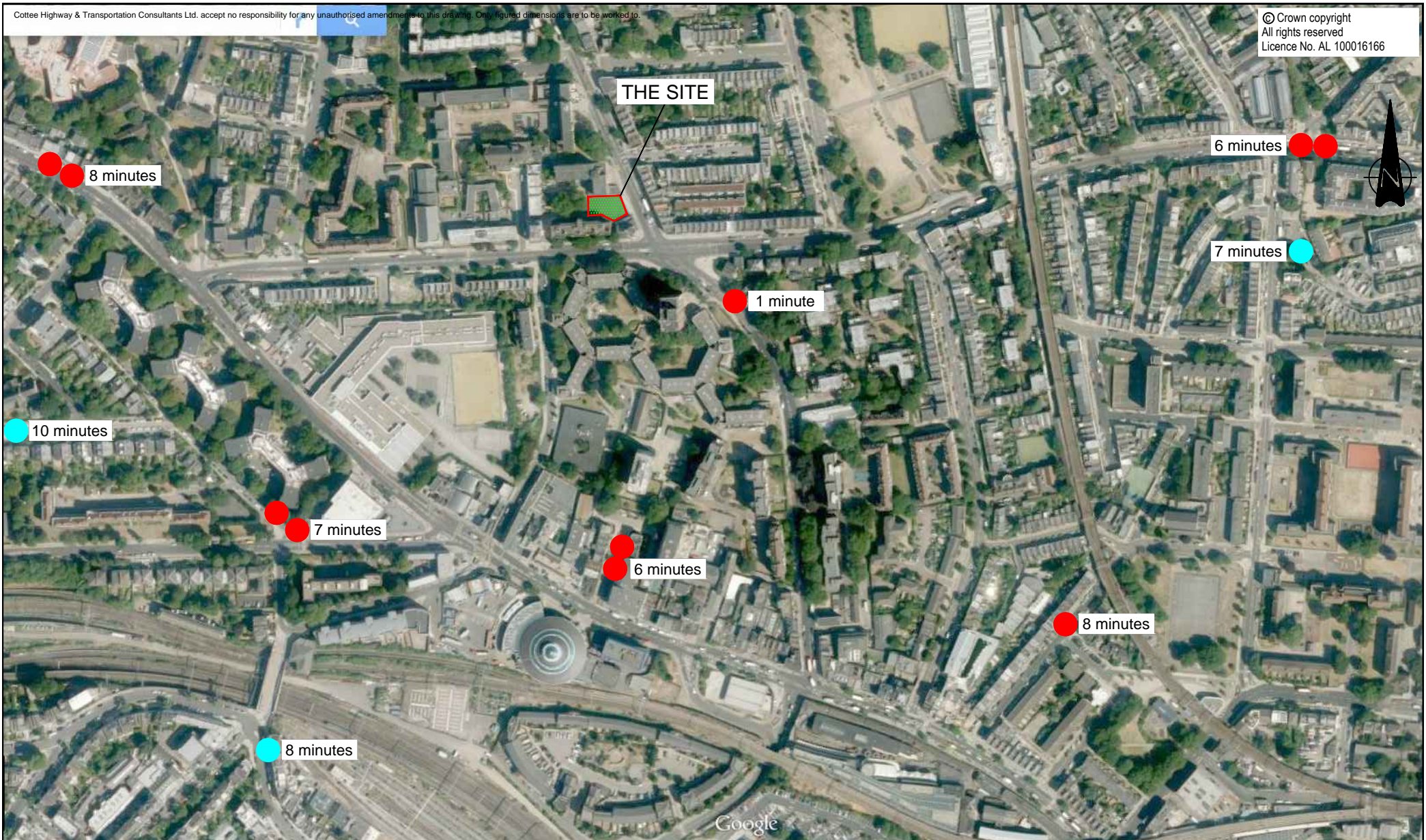
- KEY**
- Routes signed for use by cyclists on a mixture of quiet and busier roads.
  - Quieter Road that have been recommended by other cyclists.
  - Pedestrian only route which connects cycling sections.
  - Shared use route through parks

Source: London Cycle Guide booklet

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## **APPENDIX 4**




### **CAR CLUB LOCATION PLAN**



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Project  
**GOLDCREST LAND PLC**  
**MALDEN ROAD**  
**KENTISH TOWN, CAMDEN**  
**CAR CLUB VEHICLE**  
**LOCATION PLAN**

**COTTEE** Transport Planning  
Fir Lodge  
Threshfords Business Park  
Feering  
Essex  
CO5 9SE  
Tel : 01376 573400  
Fax : 01376 573480  
email : [info@cottee-tp.co.uk](mailto:info@cottee-tp.co.uk)  
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KEY:  
INDICATIVE SITE BOUNDARY   
ZIPCAR VEHICLE LOCATION  Walk Time  
CITY-CAR-CLUB VEHICLE LOCATION  Walk Time

## **APPENDIX 5**

### **INITIAL ACTION PLAN**

**Initial Malden Road Action Plan**

Action	Timescale	Objective	Responsibility	Notes
<b>Short term actions</b>				
Appoint Travel Plan Coordinator	Prior to initial occupation	Oversee all TP tasks.	The Developer	
Install cycle parking	Prior to initial occupation	Encourage cycling.	The Developer	
Prepare and hand out Travel Plan Pack to residents	During occupation.	Encourage residents to adopt sustainable travel habits from the outset	The Developer	
Set up a TP information display board in main building entrance.	Within 6 months of occupation	To inform residents of the TP at the site	The Developer	
Provide sustainable travel information and display on the TP information board.	Within 6 months of occupation	To help inform residents of the sustainable travel options at the site	Travel Plan Coordinator (TPC)	
Provide contact details of the site TPC and onsite management team to site occupiers	Upon occupation	To provide residents with the point of contact for TP actions, measures and initiatives.	The Developer	
<b>Medium term actions</b>				
Provide walking information to residents	Annually	To encourage walking	TPC	
Provide cycling information to residents	Annually	To encourage cycling	TPC	
Provide car club information to residents	Annually	To encourage car club use rather than car ownership	TPC	
Arrange for an iTrace compliant survey to be undertaken.	In years 1, 3 and 5 after occupation	To ascertain travel behaviour of residents	TPC	
Collate travel information and liaise with council TPC with regards to implementation of suitable actions and initiatives to encourage cycling and walking.	Following completion of surveys.	To ensure initiatives are focussed and suitable	TPC	
Review TP and Action plan following collation of survey results and update accordingly.	Within 3 months of surveys being undertaken.	To keep the action plan and TP current	TPC	
<b>Long term actions</b>				
Provide updated travel information on a yearly basis or upon release of the latest information when available.	Annually.	To ensure residents are aware of the latest bus, cycle and walking information and services.	TPC	