



**PegasusLife Development Ltd.**

**79 FITZJOHN'S AVENUE**

Residential Travel Plan

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# 1 INTRODUCTION

- 1.1 This Residential Travel Plan has been prepared for the development at Arthur West House, 79 Fitzjohn's Avenue, in the London Borough of Camden (LBC).
- 1.2 Arthur West House is situated on Fitzjohn's Avenue, with frontage also on Prince Arthur Road. The development location is shown at **Figure 1**.
- 1.3 The development will provide a new extra care facility for elderly people, consisting of 33 apartments. All units will be wheelchair accessible and will have shared communal facilities, a health and well-being facility, and, accommodation for staff and visitors.
- 1.4 Reflecting provisions made for similar extra care facilities and local demographic characteristics, the proposal includes 33 car parking bays in order to provide one space per unit. Seven of the parking bays will have facilities for electric vehicle charging.
- 1.5 Cycle parking will be provided in accordance with best practice standards. Cycle spaces will equate to 1 space per unit, resulting in 33 cycle parking spaces for residents, while a further 4 spaces will be provided for visitors and employees.
- 1.6 The main aim of this Travel Plan is to put in place the management tools deemed necessary to enable the residents, employees and visitors to make more informed decisions about their travel, which at the same time minimises the adverse impacts of their travel on the environment. This is achieved by setting out a strategy for eliminating the barriers keeping users of the development from using sustainable and, in particular, active modes. This Travel Plan focuses on future residents and employees of the development, with reference to visitors where appropriate.
- 1.7 This Travel Plan has been prepared in accordance with Travel Plan guidance issued by Transport for London (TfL).

## Scope

1.8 This Travel Plan sets out the sustainable travel options available to users of the development and the measures and initiatives that will be used to incentivise travel by sustainable modes.

1.9 The remainder of this Travel Plan is structured as follows:

- Section 2 - Relevant national, regional and local policy guidance;
- Section 3 - Describes the accessibility of the development;
- Section 4 - Sets out the objectives and targets of the Travel Plan;
- Section 5 - Outlines the Travel Plan strategy;
- Section 6 - Identifies the measures and initiatives that will be implemented;
- Section 7 - Details the review and monitoring programme;
- Section 8 - Provides the Action Plan; and,
- Section 9 - Sets out securement and funding.

## **2 PLANNING POLICY**

### **National Transport Policy**

#### **National Planning Policy Framework (NPPF)**

2.1 The National Planning Policy Framework (NPPF) was published on 27th March 2012 and it sets out the Government's planning policies for England and how these are expected to be applied.

2.2 Chapter 4 – 'Promoting Sustainable Transport' sets out central government national transport policy:

*'Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas.'*

2.3 The NPPF states that a key tool to facilitate the use of sustainable transport modes is a Travel Plan and at paragraph 36 states *'all developments which generate significant amounts of movement should be required to provide a Travel Plan.'*

### **Regional Policy**

#### **The London Plan**

2.4 The Further Alterations to the London Plan, adopted in March 2015, details the Mayor's spatial development strategy for London and forms part of the development plan for Greater London.

2.5 Chapter 6 (Transport) states that:

*'Shaping the pattern of development and influencing the location, scale, density, design and mix of land uses, can help reduce the need to travel and the length of journeys, and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking, and cycling.'*

2.6 With regards to Travel Plans the London Plan states:

*'These approaches, individually and cumulatively, help achieve the aims of reducing the need to travel and offering alternatives to the car. The use of travel plans can help reduce emissions by promoting alternatives to the car.'*

### **TfL Guidance**

2.7 Transport for London (TfL) Travel Plan Guidance, dated November 2013, sets out comprehensive advice in preparing and implementing development related travel plans across London. This guidance has been adhered to in the preparation of this Travel Plan.

### **The Mayor's Transport Strategy (MTS)**

2.8 The Mayor's Transport Strategy (MTS) is a statutory document, developed alongside the London Plan and Economic Development Strategy as part of a strategic policy framework to support and shape the economic and social development of London over the next 20 years.

2.9 Paragraph 5.24.2 'Smarter travel initiatives' states *'smarter travel aims to reduce congestion, improve health and reduce transport's contribution to climate change by helping people to make the most effective use of London's transport network and encouraging greater use of public transport, cycling and walking.'*

### **Local Policy**

#### **Camden's Core Strategy 2010-2025 / Development Policies**

2.10 LBC policy guidance is set out in the Core Strategy and Development Policies, both of which were adopted in November 2010.

2.11 The Development Policies relevant to this travel plan are detailed in the following paragraphs.

2.12 Policy DP16 states that:

*'The Council will seek to ensure that development is properly integrated with the transport network. We will resist development that fails to assess and address any need for the following:*

*a) Movements to, from and within the site;*

*b) Additional transport capacity off-site (such as improved infrastructure and services) where existing or committed capacity cannot meet additional need generated by the development; and,*

*c) Safe pick-up, drop-off points and waiting areas.'*

2.13 Policy DP17 – 'Walking, cycling and public transport' promotes sustainable developments which seeks to provide improved provision for pedestrians, cyclists and public transport use.

2.14 Core Strategy policy CS11 – 'Promoting sustainable and efficient travel' provides detailed information on sustainable transport issues within the Borough. It encourages the use of low emission vehicles through the provision of electric charging points.

### **Camden's Transport Strategy (August 2011)**

2.15 The Camden Transport Strategy (CTS) sets out the future direction for transport in Camden and describes the content of traffic and transport in the Borough.

2.16 Policy 2.2 notes that Camden will implement initiatives which promote the health and environmental benefits of walking and cycling through campaigns and travel plan development.



### 3 ACCESSIBILITY AND TRAVEL PATTERNS

3.1 This section considers the accessibility of the site, and the predicted baseline travel patterns.

#### Access on Foot

3.2 It is widely accepted that walking has the greatest potential to replace car journeys for distances less than 2 kilometres. The Transport for London guidance document 'Walking Good Practice', issued in April 2012, refers to car journeys up to 2km in length which could easily be walked in less than 30 minutes.

3.3 A person's willingness to walk is dependent on many factors including access to a car, safety, road congestion, weather, gradients, parking, health, direction of route and purpose of journey. In addition, age of the pedestrian will also have a limiting effect on the maximum distance they will be willing or able to walk.

3.4 All residents will be aged 60 plus, although the average age is likely to be 70 plus and in 5 – 10 years' time it is anticipated that the average age will be 75 – 80 years plus. It is therefore not expected that the majority of future residents will take journeys of 2 kilometres by foot. Notwithstanding this, a number of shops, businesses and services are located within walking distance including bus stops and stations that are most likely to be utilised by staff and visitors.

3.5 **Table 3.1** sets out details of approximate distances to local amenities within an appropriate walking distance for future residents. Approximate walking time is based on an average speed of 80m per minute.

<b>Table 3.1 Approximate Distances To Local Amenities</b>			
<b>Amenity</b>	<b>Location</b>	<b>Distance (m)</b>	<b>Approximate Walking Time (minutes)</b>
<b>Public Transport Facilities</b>			
<b>Bus stops</b>	Fitzjohn's Avenue (Stop C)	100	1-2 minutes
<b>Hampstead Station (London Underground)</b>	Heath Street	300	3-4 minutes
<b>Finchley Road &amp; Frognal (London Overground)</b>	Finchley Road	750	9 minutes
<b>Facilities / Amenities</b>			
<b>Tesco Express Supermarket</b>	Heath Street	200	2-3 minutes
<b>Bank</b>	Hampstead High Street	240	3 minutes
<b>Pharmacy</b>	Hampstead High Street	270	3-4 minutes
<b>Dental Practice</b>	Rossllyn Hill	450	5-6 minutes

3.6 As can be seen by **Table 3.1** a range of amenities, including pharmacy, medical services, grocery stores and banks are located close to the site. As such there is potential for a significant number of trips to be made on foot by residents, visitors and employees alike.

3.7 Footways are in good condition on Fitzjohn's Avenue and other streets surrounding the site. Streets are well lit and there are signalised and unsignalised crossings with dropped kerbs and tactile paving in the vicinity of the site.

### **Access by Bicycle**

3.8 The CIHT guidelines highlight that there is a 'Substantial potential for substituting cycling for driving' for distances up to 5 miles'.

3.9 Much of north London is within five miles of the site, specifically areas including: Hampstead Heath, Golders Hill Park, The Royal Parks and Camden. Therefore, there is scope for the uptake of this sustainable mode, in particular, by staff or visitors to the site.

3.10 Both Fitzjohn’s Avenue and Prince Arthur Road, in addition to Gayton Road, Holly Walk and Akenside Road are designated as ‘Other roads that have been recommended by cyclists’ by Transport for London (TfL). In addition, there is a cycle route comprising Kidderpore Avenue, Bracknell Gardens and Lindfield Gardens to the south-west of the site which are labelled as ‘Routes signed or marked for use by cyclists’.

## Public Transport

### Bus Services

3.11 The closest bus stops are located on Fitzjohn’s Avenue and Heath Street (Stop C and D), approximately 100 metres (1 minutes’ walk) and 140 metres (2-3 minutes’ walk) to the north of the site respectively.

3.12 **Table 3.2** provides a summary of the bus services available in the local area, as described above and includes the associated frequencies.

Table 3.2: Bus Services Accessible from the Site				
Service No	Destination	Frequency (mins)*		
		Mon-Fri	Sat	Sun
46	St Bartholomew’s Hospital - Lancaster Gate	8-12	8-10	13-17
210	Brent Cross – Finsbury Park	8-10	8-10	8-13
268	Finchley Road – Golders Green	10-12	10-14	10-14
603	Swiss Cottage – Muswell Hill	4 per day	n/a	n/a
N5	Edgware – Trafalgar Square	N 15-20	N 7-10	N 15-20

*\*over most of the day, ‘N’ for night buses*

## **Rail Services**

### **London Underground Services**

- 3.13 Hampstead station is the closest underground station to the site, located approximately 300 metres walking distance north on the B511 (Fitzjohn's Avenue). Hampstead station provides Northern Line services which run regular services between Edgware and Morden via Charing Cross or Bank.

### **London Overground Services**

- 3.14 Finchley Road & Frognal Station is located approximately 750 metres walking distance south-west of the site. Overground services from this station offer 8 services per hour towards Stratford and 4 services per hour towards Richmond.

## **Public Transport Accessibility Level (PTAL)**

- 3.15 Public Transport Accessibility Levels (PTALs) are a theoretical measure of the accessibility of a given point to the public transport network, taking into account walk access time and service availability. The method is essentially a way of measuring the density of the public transport network at a particular point.
- 3.16 Walk times are calculated from the specified point of interest to all public transport access points: bus stops, light rail stations, underground stations and Tramlink halts, within pre-defined catchments. The PTAL then incorporates a measure of service frequency by calculating an average waiting time based on the frequency of services at each public transport access point. A reliability factor is added and the total access time is calculated. A measure known as an Equivalent Doorstep Frequency (EDF) is then derived for each point. These are summed for all routes within the catchment and the PTALs for the different modes (bus, rail, etc.) are then added to give a single value.
- 3.17 The PTAL is categorised in six levels, 1 to 6 where 6 represents a high level of accessibility and 1 a low level of accessibility.

3.18 The measure, therefore, reflects:

- Walking time from the point of interest to the public transport access points;
- The reliability of the service modes available;
- The number of services available within the catchment; and,
- The level of service at the public transport access points – i.e. average waiting time.

3.19 Using TfL's WebCat Database (online tool), it has been established that the PTAL rating of the site varies from 3 to 4 which indicates a moderate to good level of accessibility to public transport. TfL's PTAL Calculation is provided in **Appendix A**.

## **Car Clubs**

3.20 Car clubs offer a viable alternative to owning a car for residents, employees or visitors of the site that require the use of a car infrequently.

3.21 There are several existing car club bays within walking distance of the development operated by Zipcar and City Car Club, at the following locations:

- Fitzjohn's Avenue – 100 metres – 1 space (Zipcar);
- Hampstead Hill Street – 230 metres – 1 space (City Car Club);
- Willoughby Road – 310 metres – 1 space (Zipcar); and,
- Willoughby Road – 350 metres – 2 spaces (City Car Club).

## **Baseline Travel Patterns**

3.22 A site-specific baseline / Year 0 mode split will be taken from the first travel survey, as scheduled in the Action Plan located in **Section 8**. This survey will accurately identify how staff / residents will travel to / from the site. This survey will be undertaken no later than six months after the site is first occupied, or when 75% of the floor space is occupied.

3.23 Prior to site occupation, predicted modal share values have been obtained using Census data collected in 2011 for Method of Travel to Work by Residents and the Workplace Population. The predicted employee modal split was calculated using the 2011 Workplace Zones data, while the residential modal split was calculated using the Middle Layer Super Output Area (Camden 004). Due to the site location, there are 5 workplace zones within close proximity to the site, as such; an average value for the zones has been used, which is set out in **Table 3.3**.

3.24 As noted previously there will be 33 residential units at the development.

<b>Table 3.3 Predicted Mode Share</b>		
<b>Mode</b>	<b>Percentage</b>	
	<b>Staff</b>	<b>Residents</b>
Underground	29%	49%
Rail	9%	5%
Bus	13%	7%
Taxi	1%	1%
Motorcycle	2%	1%
Car Driver	27%	21%
Car Passenger	2%	2%
Cycle	3%	4%
Walk	16%	9%

3.25 **Table 3.3** indicates that the largest proportion of trips, for both residents and staff, are likely to be undertaken by London Underground services, while 27% and 21% of trips are likely to be made by car for staff and residents respectively. The full Method of Travel to Work Data is available at **Appendix B**.

## 4 OBJECTIVES AND TARGETS

4.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term.

a) **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.

b) **Targets** are the goals by which progress will be assessed.

### Objectives

4.2 The Travel Plan's overriding objective is: *To engage with and encourage employees, visitors and, where viable, residents to use more sustainable ways of travelling to / from the development through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway network.*

4.3 The sub-objectives are:

a) Sub-objective 1: To increase awareness of the advantages and availability of sustainable / active modes of transport;

b) Sub-objective 2: To promote the health and fitness benefits of active travel to all users;

c) Sub-objective 3: To introduce a package of physical and management measures that will facilitate resident, visitors and employees travel by sustainable modes; and therefore,

d) Sub-objective 4: To reduce unnecessary use of the car for the journey to and from the development by residents and visitors; and finally,

e) Sub-objective 5: To facilitate a planned transition to car-free living for those residents who own a car.

### Targets

4.4 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring to ensure they remain SMART (Specific, Measurable, Achievable Realistic and Timed).

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

## Action Targets

- 4.6 Targets are essential for the success of the Travel Plan. The key Action Targets are set out below:
- a) A Travel Plan Co-ordinator (TPC) will be appointed at least 1 month before the first residential unit is occupied and the TPC name and contact details will be provided to Camden Council on appointment;
  - b) Residents and employees will be provided with a Travel Pack, detailing the Measures set out in this document;
  - c) Each monitoring survey will occur within one month of the anniversary of the baseline / year 0 survey in each survey year (as detailed in the Monitoring section);
  - d) A sustainable transport noticeboard will be provided and located in a prominent location for the use of employees, residents and visitors. The noticeboard will be periodically updated so that it details up-to-date information; and
  - e) Implementation of ongoing campaigns to promote sustainable transport awareness and alternative travel options.

## Aim Targets

- 4.7 **Table 4.1** outlines the Aim Targets set out for the development. The targets are set to measure progress towards the main objectives over five years, from the date of the Baseline / Year 0 Survey. The interim targets are defined as those which are sought to be achieved within 1 and 3 years of the launch of the Travel Plan and the final targets are those which are sought to be achieved within 5 years. Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets.
- 4.8 For the purposes of this document, the figures are taken from local Census Data as shown in **Table 3.3**.



<b>Table 4.1: Travel Plan AIM Targets</b>					
<b>Target</b>	<b>Indicator</b>	<b>Mode Split</b>			
		<b>Baseline Year 0</b>	<b>Interim Year 1</b>	<b>Interim Year 3</b>	<b>Final Year 5</b>
<b>Employees</b>					
Achieve a 6% reduction in car trips	Modal Split monitoring from travel survey	27%	25%	24%	23%
Achieve a 2% increase in car passenger trips	Modal Split monitoring from travel survey	2%	3%	4%	4%
Achieve an increase in cycling by 2%	Modal Split monitoring from travel survey	3%	4%	5%	5%
Achieve an increase in walking by 2%	Modal Split monitoring from travel survey	16%	17%	18%	18%
<b>Visitors to Extra Care Facility and Restaurant</b>					
Increase the awareness of cycling and walking as viable options available to access the development	No Surveys Necessary	-	-	-	-
<b>Residents</b>					
Achieve a 5% reduction in car driver trips	Modal Split monitoring from travel survey	21%	19%	17%	16%
Achieve a 3% increase in public transport trips	Modal Split monitoring from travel survey	61%	62%	63%	64%
Achieve an increase in walking by 2%	Modal Split monitoring from travel survey	9%	10%	11%	11%

## **5 TRAVEL PLAN STRATEGY**

### **Travel Plan Management**

- 5.1 A Travel Plan Coordinator (TPC) will be appointed at least 1 month before the occupation of the first residential unit. Contact details of the TPC will be provided to Camden as soon as they are appointed so that discussions can begin on the implementation of the Travel Plan.
- 5.2 The TPC will be responsible for overseeing the management, development, implementation and review of this Travel Plan.
- 5.3 The primary responsibilities of this role will include:
- a) To implement measures as set out in the Travel Plan (including reviewing the Travel Pack and noticeboards to ensure they are up-to-date).
  - b) To undertake Travel Surveys in years 0, 1, 3 and 5 and supply evidence plus results of these to LBC;
  - c) To oversee the development and implementation of the Travel Plan;
  - d) To promote the objectives and benefits of the Travel Plan;
  - e) To ensure the travel information available is up to date;
  - f) To liaise with LBC;
  - g) To act as the point of contact for information with employees, residents and visitors; and
  - h) To make amendments to the Travel Plan based on survey results, if required, in discussion with the Camden Council Travel Plan Officer.
- 5.4 Regular updating of this Travel Plan document is part of the responsibility of the nominated person.

## **Travel Plan Coordinator**

5.5 The TPC contact details are as follows;

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

## **Marketing Strategy**

5.6 Each employee will be provided with a Travel Pack on their first day of work, while residents will receive a pack upon occupation of a unit. The Travel Pack will include a summarised version of the Travel Plan along with information on public transport, the local walking and cycling network, contact details for taxi operators, and Car Club operators.

5.7 Employees and residents based at the site will, as a consequence, be made aware of the Travel Plan and of its branding, including the purpose and objectives of the Travel Plan, along with specific measures such as cycle parking.

5.8 Ongoing campaigns for walking, cycling and public transport will be promoted to staff, residents and visitors via the Travel Pack and a noticeboard in a prominent location.

## **6 MEASURES AND INITIATIVES**

### **Introduction**

6.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan which will help achieve the set targets. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan. Measures are grouped together broadly under 'alternative mode of transport' headings for the residents, employees and visitors.

### **Residents Measures**

6.2 Residents will be provided with up to date information on relevant walking, cycling and public transport information. In addition, relevant schemes which are provided by LBC, as outlined below, will be promoted.

6.3 Although residents are elderly, more able bodied residents may want to remain active or to add more active travel into how they travel to and from the residence.

### **Travel Pack**

6.4 Upon moving in, new residents will be issued with a Travel Pack which will contain the following information:

- Timetables for local public transport services;
- Information regarding Freedom Passes and Plus Bus;
- Details of recommended walk routes and key destinations e.g. local amenities; and,
- Details of the TPC and Travel Plan.

### **Taxis / Taxicard**

6.5 Taxis have an important role in providing for residents when other modes of transport may not be available. The TPC will ensure that the contact details for local taxi operators are available on site.

- 6.6 Residents will be made aware of the Taxicard scheme which allows London residents with mobility problems and those which are severely sight-impaired discounted rides in licensed black taxis and private hire vehicles.

### **Electric Vehicles**

- 6.7 Electric vehicle charging points will be provided for residents in compliance with London Plan policy, to encourage the use of cleaner more efficient vehicles.

### **PlusBus**

- 6.8 Information of the PlusBus Door-to-Door accessible minibus service for those who find it difficult to use public transport will be publicised on the information noticeboards.

### **Freedom Pass**

- 6.9 The freedom pass allows Camden's older residents free travel within the greater London area on all public transport services. This will be publicised on the information boards and in the residents' Travel Packs.

### **Blue / Green Badge Permits**

- 6.10 Blue / Green Badge Permits enable residents with disabilities to park in disabled bays.

### **Walking and Cycling**

- 6.11 Although the residents will be elderly, information will be made available on active modes such as walking and cycling for more able bodied residents who want to remain active.

- 6.12 Walking and cycling campaigns, including free cycling training offered by Camden Council ([cycle@camden.gov.uk](mailto:cycle@camden.gov.uk), 020 7979 5071), and information on suitable routes will be provided. Leisure routes, such as Belsize Walk and Camden Market Tours will be promoted.

## **Employee Measures**

### **Travel Pack**

6.13 Upon employment, employees will be issued with a Travel Pack which will contain the following information:

- Details of the nearby car clubs;
- Public transport and cycle maps;
- Timetables for local public transport services;
- Details of recommended walk routes and key destinations e.g. local amenities; and,
- Details of the TPC and Travel Plan.

### **Company Policy**

6.14 The employees will be made aware of any existing company policies that promote the use of sustainable transport. For example, the availability of interest free loans for cycle or public transport season tickets; the availability of cycle schemes etc.

### **Walking**

6.15 Initiatives to help promote walking to employees will include:

- a) Provision of information and advice concerning safe pedestrian routes to the development.
- b) Health benefits of walking to be promoted e.g. '10,000 steps a day campaign.'
- c) Promotion of Walkit.com, Walk to Work week, National Walking Month and organisations including The Ramblers Association and Walk4life
- d) Promotion of Legible London signage to encourage people to walk when they visit the central area of London covered by Legible London signage.

## **Cycling**

- 6.16 Cycle parking is provided within the development in the form of Sheffield style stands. In total, 37 spaces will be provided. All cycle parking will be located at lower ground floor level, within a cycle store that is secure, sheltered and well-lit, in accordance with best practice. In addition, showers, changing facilities and lockers will be provided for staff to encourage them to travel to the site by bicycle.
- 6.17 Employees will be provided with information and advice concerning cycle routes within the Travel Pack. Staff will also be made aware of LBC initiatives to encourage the uptake of cycling, including free cycle training ([cycle@camden.gov.uk](mailto:cycle@camden.gov.uk)), the cycle trailer scheme which allows staff to borrow a cycle trailer to carry shopping home and 'stravel', an app which enables cyclists to earn points and win prizes whilst cycling (<https://gocycling.stravelrewards.com>). The TPC will also promote local and national campaigns aimed at promoting cycling.
- 6.18 Other employee specific cycle promotions will include the following:
- a) Promotion of the health benefits of cycling;
  - b) Provision of TfL Cycle Maps to those that request them;
  - c) Cycle routes and other cycling information provided on notice boards, and in the Travel Pack etc; and,
  - d) Promotion of Bike Week, Cycle to Work Day, Sky Rides, Ride London, Cycle Streets, as well as other cycle and training membership organisations such as LCC, CTC and British Cycling.

## **Public Transport**

- 6.19 Up-to-date details of bus, rail and underground services, including route information and service frequencies, will be permanently on display in prominent locations within the development. Journey Planner websites and enquiry phone numbers will also be promoted.

## **Car Club**

- 6.20 Car clubs enable staff to have access to a car without the need to own one or pay for maintenance and running costs.

- 6.21 The development is within close proximity to a number of car club bays, providing easy access to a car when required. As mentioned in **Section 3**, there are several existing car club bays in the vicinity of the development, operated by Zipcar and City Car Club. The closest is located on Fitzjohn's Avenue, to the north of the site, which is approximately a 1-2 minutes' walk.
- 6.22 The TPC, through the Travel Pack and the Personalised Travel Planning sessions detailed below, will advertise the benefits of belonging to the Car Club. Car Clubs offer economic (no tax, MOT, fuel, servicing, repairs, depreciation and parking costs) and environmental benefits (less private vehicles in London) over owning and running a car.

### **Personalised Travel Planning**

- 6.23 The TPC will offer a personalised Travel Planning service for all employees and residents, as requested. The TPC will be able to draw on advice from journey planning websites such as TfL's Journey Planner [www.tfl.gov.uk](http://www.tfl.gov.uk).
- 6.24 Use of TfL's Journey Planner ([www.tfl.gov.uk](http://www.tfl.gov.uk)), including walking and cycling versions will be promoted to residents and employees.

### **Visitor Measures**

- 6.25 Efforts made to influence visitor travel patterns is considered to be more challenging, with visitors likely to attend the site infrequently and potentially may travel considerable distances to / from the site.
- 6.26 All visitors of the development will be made aware of the sustainable travel options available to them when travelling to the site via noticeboards and the site's website.
- 6.27 Noticeboards with up-to-date information will be located in public areas for all site users, while information on sustainable travel will be provided on the website. Links to TfL and National Rail Journey Planners will be provided on the website.
- 6.28 If requested, visitors will be provided access to the Travel Packs.



## **7 MONITORING AND REVIEW**

7.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. This section sets out the proposals for monitoring and review of the Travel Plan.

### **Monitoring**

7.2 All monitoring will follow the most up to date TfL best practice guidance, be iTRACE compliant and will be the responsibility of the TPC.

7.3 The monitoring programme begins with the Baseline / Year 0 baseline travel survey. The Travel Plan will be monitored for 5 years. iTRACE compliant surveys will take place on the 1st, 3rd and 5th anniversary of the Year 0 Travel Survey to monitor progress towards the interim and final targets. Example Residential and Employee Travel Survey Forms are provided at **Appendix C**.

7.4 Additional monitoring of the following will also be used to judge whether the implementation or proportion of certain measures needs to be modified. The following factors will be monitored on a constant basis:

- a) The level of usage of cycle stands;
- b) Demand for additional cycle parking facilities; and
- c) Comments received from employees relating to the operation and implications of the Travel Plan.

7.5 A Travel Plan Review will occur each year over the lifetime of the Plan that will ensure the Travel Plan remains up-to-date. The Review will include updates to the Travel Pack and Noticeboard to ensure their content remains relevant.

### **Reporting**

7.6 The TPC will compile a report each year that will include the results of any monitoring that has been undertaken, including the above factors. The report will be issued to LBC in the form of an email.

## **Review**

7.7 The review of the Travel Plan which will be carried out after each monitoring survey in consultation with LBC Travel Plan officers will consider the following:

- The success of the measures since the previous review;
- The need to amend or introduce new targets; and,
- The need to change or introduce new measures.

## 8 ACTION PLAN

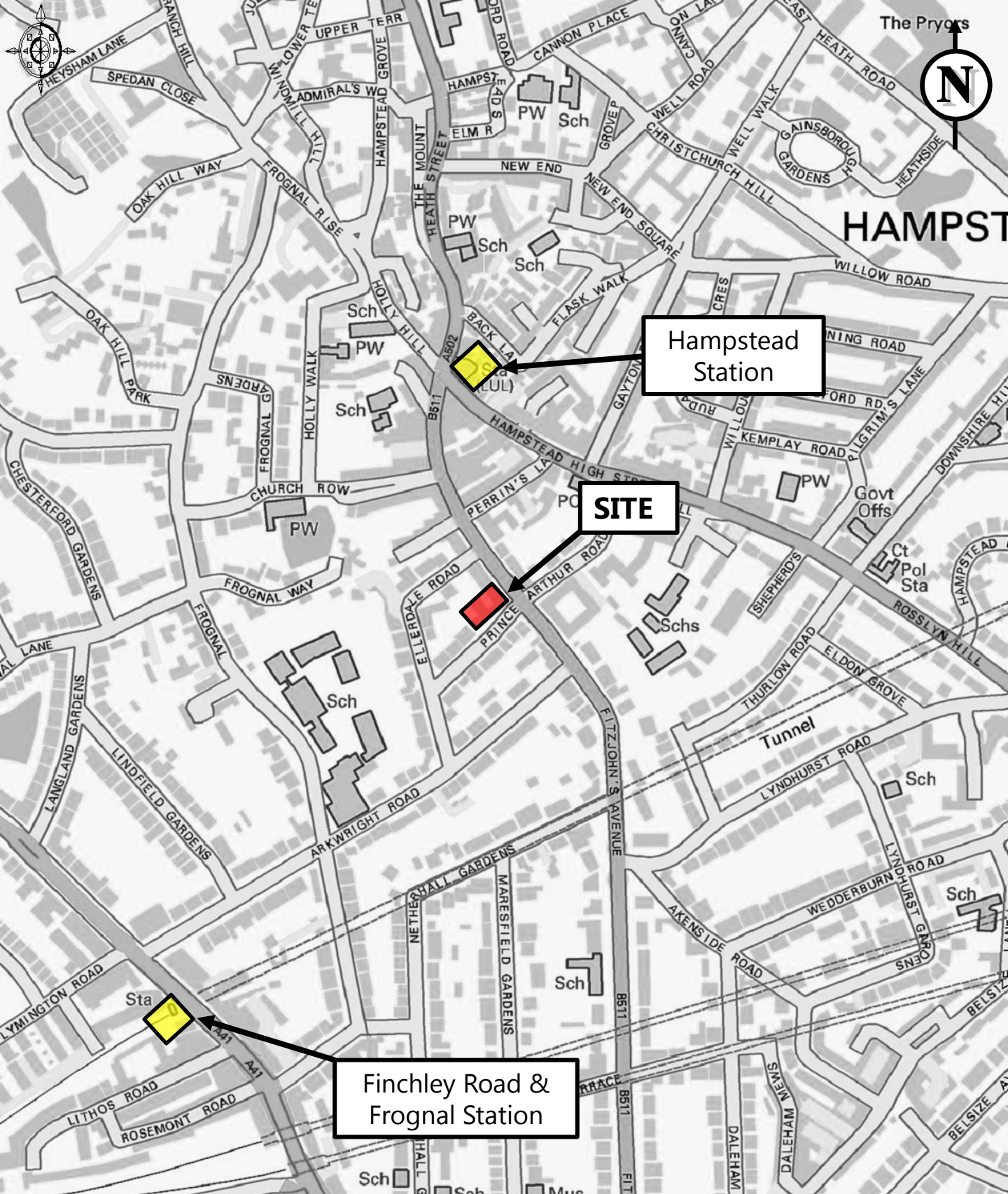
8.1 **Table 8.1** sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with who is responsible and how funding will be secured.

<b>Table 8.1: Travel Plan Action Plan</b>			
<b>Action</b>	<b>Timescale</b>	<b>Funding</b>	<b>Responsibility</b>
Production of Travel Plan	Prior to first occupation	Developer	Developer
Appointment of Travel Plan Co-ordinator	One month prior to first occupation	Developer	Developer
Launch of Travel Plan	Within 3 months of occupation	Developer	Developer
Provision of Cycle and Car Parking	Prior to first occupation	Developer	Developer
Erection of Travel Noticeboards	Prior to first occupation	Developer	TPC and/or Developer
Production of Resident and Employee Travel Packs	At occupation and on-going	All occupiers	TPC
Promote Walking campaigns/ orgs including Walkit.com, Walk to Work week, Walk4life, Legible London and The Ramblers. Promote leisure and strategic routes including Belsize Walk and Camden Market Tours.	On-going	All occupiers	TPC
Promote cycle training and membership orgs including LCC, CTC, and British Cycling. Promote cycle skills training from Camden Council. Promote Bike Week, Cycle to Work Day, Sky Rides, and Ride London. Promote London Cycle Guides, Cycle Streets Journey Planner, TfL Cycle Journey Planner. Promote cycle security.	On-going	All occupiers	TPC
Year 0 Survey	Once 75% occupancy has been achieved	Developer	TPC
Interim Surveys	At Years 1 and 3	Developer	TPC
Review of Travel Plan	5 years after Baseline Survey	Developer	TPC

## **9 SECUREMENT AND FUNDING**

- 9.1 This Travel Plan will either be secured through a planning condition or Section 106 agreement.
- 9.2 The Developer is fully committed to the implementation of the Travel Plan and will provide all reasonable necessary funding to ensure that the agreed targets are achieved. This will include funding the Travel Plan Co-ordinator, travel surveys and implementation of all reasonable necessary measures.

## Figures



TITLE:  
**Site Location Plan**

PROJECT:  
**79 Fitzjohn's Avenue**

CLIENT:  
**PegasusLife Development Ltd.**



**CANEPARO ASSOCIATES**  
 Transport Planning & Highway Design  
 131 - 151 Great Titchfield Street  
 London W1W 5BB  
 Tel: 020 3542 4840  
 www.caneparoassociates.com  
 Registered in England: 9930032

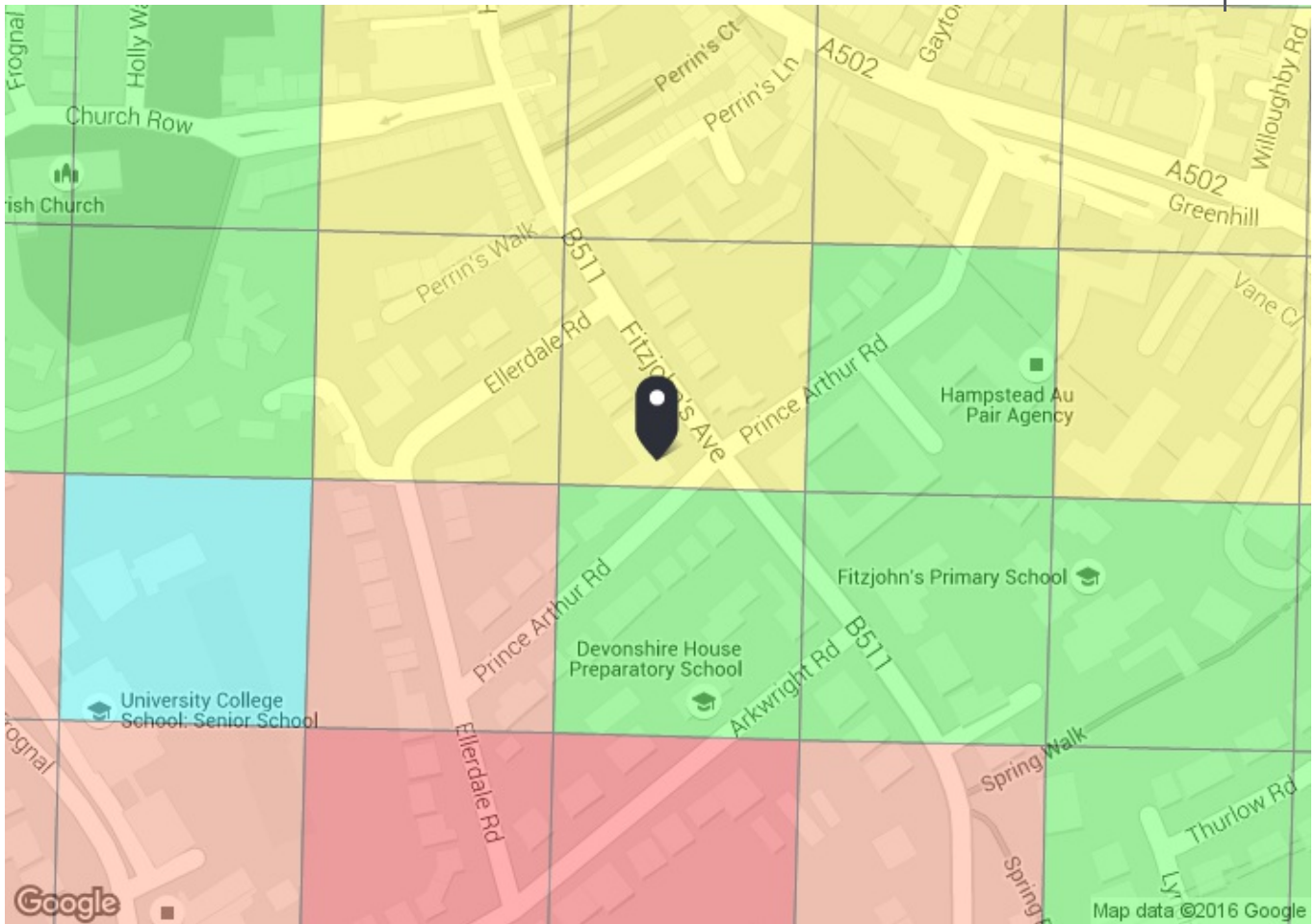
DRAWN: L.D  
 CHECKED: P.C  
 DATE: 12.05.2016  
 SCALE: NTS

DRAWING REFERENCE:  
**Figure 1**

REVISION:  
**1**

# **Appendix A**

## **TfL's PTAL Calculation**



**PTAL output for 2011 (Base year)**  
**4**

NW3 6PA  
 Fitzjohn's Ave, London NW3 6PA, UK

Easting: 526436, Northing: 185505

Grid Cell: 106981










Report generated: 12/05/2016

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**Calculation Parameters**

Day of Week	M-F
Time Period	AM Peak
Walk Speed	4.8 kph
Bus Node Max. Walk Access Time (mins)	8
Bus Reliability Factor	2.0
LU Station Max. Walk Access Time (mins)	12
LU Reliability Factor	0.75
National Rail Station Max. Walk Access Time (mins)	12
National Rail Reliability Factor	0.75

**Map key - PTAL**

 0 (Worst)	 1a
 1b	 2
 3	 4
 5	 6a
 6b (Best)	

**Map layers**

-  PTAL (cell size: 100m)



Calculation data

Mode	Stop	Route	Distance (metres)	Frequency(vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	HAMPSTEAD STATION	268	245.47	5	3.07	8	11.07	2.71	0.5	1.36
Bus	HAMPSTEAD STN HEATH STR	46	82.13	6	1.03	7	8.03	3.74	1	3.74
LUL	Hampstead	'Edgware-Morden'	269.15	9	3.36	4.08	7.45	4.03	0.5	2.01
LUL	Hampstead	'Morden-Edgware'	269.15	4.67	3.36	7.17	10.54	2.85	0.5	1.42
LUL	Hampstead	'Kennington-Edgware'	269.15	14.67	3.36	2.79	6.16	4.87	1	4.87
Rail	Finchley Road & Frognal	'CLPHMJ2-STFD 2L50'	765.43	3.67	9.57	8.92	18.49	1.62	1	1.62
Rail	Finchley Road & Frognal	'STFD-CLPHMJ2 2Y11'	765.43	3.67	9.57	8.92	18.49	1.62	0.5	0.81
<b>Total Grid Cell AI:</b>										<b>15.82</b>

# **Appendix B**

## **Method of Travel to Work Data**

**WP703EW - Method of travel to work (2001 specification) (Workplace population)**

ONS Crown Copyright Reserved [from Nomis on 12 May 2016]

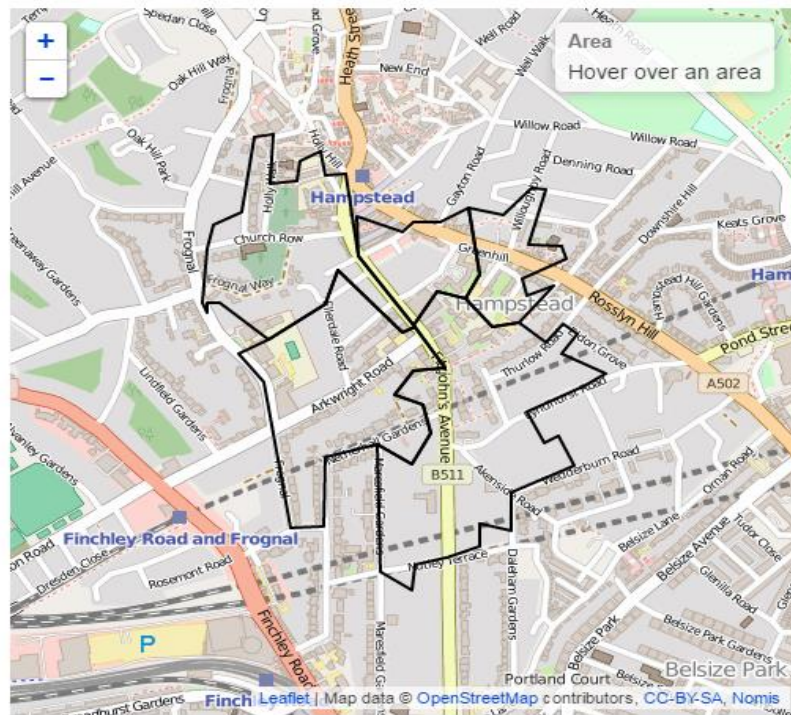
population All usual residents aged 16 to 74 in employment in the area the week before the census  
 units Persons  
 date 2011

Method of travel to work	E33029330	E33032932	E33032944	E33032945	E33032979	Sum	Data Used:
All categories: Method of travel	422	249	331	523	363	1,888	1,574
Work mainly at or from home	30	56	50	56	113	305	<b>Proportion</b>
Underground, metro, light rail o	84	74	97	111	92	458	29
Train	29	9	14	67	16	135	9
Bus, minibus or coach	58	17	44	47	33	199	13
Taxi	1	1	1	2	4	9	1
Motorcycle, scooter or moped	7	2	1	13	1	24	2
Driving a car or van	117	47	79	129	53	425	27
Passenger in a car or van	5	5	1	14	2	27	2
Bicycle	13	5	10	16	5	49	3
On foot	77	32	32	65	42	248	16
Other method of travel to work	1	1	2	3	2	9	<b>Sum</b>

100

**Map of Your selection of 2011 workplace zones**

Close



In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

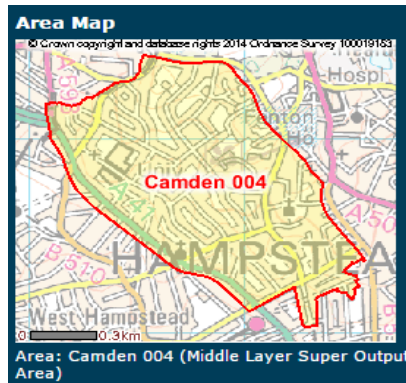
**Method of Travel to Work (QS701EW)**

			Camden 004 Super Output Area Middle Layer		Data Used: Camden 3025 London Borough			London Region	England Country
All Usual Residents Aged 16 to 74	Count	Persons	Mar-11	5586	<b>Proportion</b>		173833	6117482	38881374
Work Mainly at or From Home	Count	Persons	Mar-11	506			8984	202679	1349568
Underground, Metro, Light Rail, Tr	Count	Persons	Mar-11	1477	49		37305	902263	1027625
Train	Count	Persons	Mar-11	161	5		7089	532720	1343684
Bus, Minibus or Coach	Count	Persons	Mar-11	224	7		16076	561605	1886539
Taxi	Count	Persons	Mar-11	37	1		770	20314	131465
Motorcycle, Scooter or Moped	Count	Persons	Mar-11	37	1		1237	45976	206550
Driving a Car or Van	Count	Persons	Mar-11	628	21		10904	1120826	14345882
Passenger in a Car or Van	Count	Persons	Mar-11	52	2		793	69659	1264553
Bicycle	Count	Persons	Mar-11	130	4		7072	161705	742675
On Foot	Count	Persons	Mar-11	279	9		17641	352612	2701453
Other Method of Travel to Work	Count	Persons	Mar-11	51	<b>Sum</b>		1095	28538	162727
Not in Employment	Count	Persons	Mar-11	2004	100		64867	2118585	13718653

Method of Travel to Work, 2011 (C LastUpdate 30-Jan-13)

Method of Travel to Work, 2011 (C Source Office for National Statistics)

Method of Travel to Work (QS701I National Statistics)



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# **Appendix C**

## **Residential and Employee Travel Survey Forms**

# 79 Fitzjohn's Avenue – Residential Travel Survey

As part of the Travel Plan at 79 Fitzjohn's Avenue, a travel survey is being undertaken so we can understand your travel patterns and we would appreciate your assistance by completing this questionnaire.

The information you provide will be treated in the strictest confidence with no reference to individuals. For further information please contact \_\_\_\_\_ on \_\_\_\_\_. Thank you in advance for your help.

## 1. Which of the following best describes your current situation?

Employed (full time)     Employed (part time)     In education     Unemployed

## 2. What time do you normally arrive at work or place of education?

Before 07:00 (01)     07:00 – 10:00 (02)     After 10:00 (03)     NA (04)

## 3. What time do you normally leave work or place of education?

10:00 – 16:00 (01)     16:00 – 19:00 (02)     After 19:00 (03)     NA (04)

## 4. On average, how long does your journey take?

0 – 15min (01)     16 – 30min (02)     31 – 45min (03)     46 – 60min (04)

61 – 75min (05)     76 – 90min (06)     Over 90min (07)     NA (08)

## 5. Approximately how far is your journey?

0 – 1 mile (01)     1 – 2 miles (02)     >2 miles (03)     NA (04)

## 6. What is your MAIN mode of transport (i.e. the longest part of your journey)?

Drive alone (01)     Car share - driver (02)     Car share - passenger (03)     Bus (04)

Train (05)     Tube/Underground (06)     Motorbike >125 (07)     Cycle (08)

Taxi (9)     Work from home (10)     Motorbike <125 (11)     Walk (12)

Other (13)

## 7. What alternative mode of transport would you consider if your usual mode wasn't available?

Drive alone (01)     Car share - driver (02)     Car share - passenger (03)     Bus (04)

Train (05)     Tube/Underground (06)     Motorbike >125 (07)     Cycle (08)

Taxi (9)     Work from home (10)     Motorbike <125 (11)     Walk (12)

Other (13)

## 8. What would encourage you to use an alternative mode of travel?

More frequent bus services (01)     Better pedestrian / cycle routes (02)

A cleaner walking / cycling environment (03)     A friend to walk / cycle with (04)

A safer walking / cycling environment (05)     Cycle training (06)

Better information on alternatives (07)     Nothing (08)

## 9. Please place yourself within one of the following age categories:

Under 25 (01)     25 – 40 (02)     41 – 60 (03)     Over 60 (04)

# 79 Fitzjohn's Avenue – Employee Travel Survey

As part of the Travel Plan at 79 Fitzjohn's Avenue, a travel survey is being undertaken so we can understand your travel patterns and would appreciate your assistance by completing this questionnaire.

The information you provide will be treated in the strictest confidence with no reference to individuals. For further information please contact \_\_\_\_\_ on \_\_\_\_\_. Thank you in advance for your help.

**1. What is your home postcode? (Please include the last three digits)** \_\_\_\_\_

**2. What time do you normally arrive at work?**

Before 07:00 (01)  07:00 – 10:00 (02)  16:00 – 19:00 (03)  After 19:00 (04)

**3. What time do you normally leave work?**

07:00 – 10:00 (01)  10:00 – 16:00 (02)  16:00 – 19:00 (03)  After 19:00 (04)

**4. On average, how long does your journey take?**

0 – 15min (01)  16 – 30min (02)  31 – 45min (03)  46 – 60min (04)

61 – 75min (05)  76 – 90min (06)  Over 90min (07)

**5. Approximately how far is your journey?**

0 – 1 mile (01)  1 – 2 miles (02)  2 – 5 miles (03)  >5 miles (04)

**6. What is your MAIN mode of transport (i.e. the longest part of your journey)?**

Drive alone (01)  Car share - driver (02)  Car share - passenger (03)  Bus (04)

Train (05)  Tube/Underground (06)  Motorbike >125 (07)  Cycle (08)

Taxi (09)  Walk (10)  Motorbike <125 (11)

Other (13)  Please specify: \_\_\_\_\_

**7. What alternative mode of transport would you consider if your usual mode wasn't available?**

Drive alone (01)  Car share -driver (02)  Car share - passenger (03)  Bus (04)

Train (05)  Tube/Underground (06)  Motorbike >125 (07)  Cycle (08)

Taxi (09)  Walk (10)  Motorbike <125 (11)

Other (13)  Please specify: \_\_\_\_\_

**8. What would encourage you to use an alternative mode of travel?**

More frequent bus services (01)  Better pedestrian / cycle routes (02)

A cleaner walking / cycling environment (03)  A friend to walk / cycle with (04)

A safer walking / cycling environment (05)  Cycle training (06)

Better information on alternatives (07)  Nothing (08)

**9. In what age category do you fall?**

Under 25 (01)  25 – 40 (02)  41 – 60 (03)  Over 60 (04)