



Proposed Mixed Use Development,  
Greenwood Place

**Workplace Travel Plan**

For

Fortnum Developments Limited

## Document Control Sheet

Workplace Travel Plan

Mixed Used Development, Greenwood Place

Fortnum Developments Limited

This document has been issued and amended as follows:

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## 1.0 Introduction

- 1.1 This Transport Assessment has been prepared by Motion on behalf of Fortnum Developments Ltd to accompany a full planning application for residential led mixed use development. The development proposals comprise 60 residential dwellings, 8 of which will be assisted living; 5,444sqm (GEA) storage space; 2,062sqm (GEA) office space and 121sqm (GEA) community use which is associated with the Greenwood Centre located to the rear of the development.
- 1.2 The development site is located on Greenwood Place falling within the London Borough of Camden (LBC). The local highway network is focused around Highgate Road, which connects the site with Kentish Town in the south and Highgate in the north.
- 1.3 The site is currently occupied by 2,848sqm (GIA) of self-storage space and 795sqm (GIA) of office space. The Greenwood Centre is located to the west of the development site whilst Christ Apostolic Church is to the east.
- 1.4 Part of the development site, known as the Highgate Plot, has previously been granted consent for 42 dwellings, 8 of which are assisted living units, and 100sqm of flexible commercial space under the wider development proposals for the Greenwood Centre (app ref. 2013/5947/P). The A&A storage building was not part of that consent and therefore remained in situ.
- 1.5 Following discussions between Fortnum Developments Limited and LBC, it is now proposed that only the Greenwood Centre element of the consented proposal is built out and Fortnum Developments Limited propose to deliver a more comprehensive redevelopment for the remainder of the site.
- 1.6 As such, this planning application seeks to redevelop the A&A Storage site alongside the Highgate Plot whilst enhancing the public realm and creating a new, high quality, pedestrian connection to the Greenwood Centre. The development proposals also seek to address the current highways issues along Greenwood Place by relocating loading bays associated with the self-storage site to within the site boundary and rationalising on street parking and servicing arrangements.
- 1.7 The purpose of the Travel Plan is to provide a 'manual' for the Travel Plan Coordinator (TPC) who will be appointed to oversee the implementation and development of the measures set out in the document, which will seek to provide a long-term strategy for encouraging employees to reduce their dependency on travelling as single occupancy car drivers in favour of more sustainable modes.
- 1.8 Since the travel behaviour and patterns of future employees are not yet known, provisional targets, which seek a progressive decrease in the proportion of employees travelling as single occupancy car drivers most notably to workplace destinations, have been proposed. Having the Travel Plan in place prior to occupation of the site will enable measures to be implemented in order to benefit employees and give them a real choice of mode at a time when new travel habits are being formed. A baseline travel survey will be undertaken once the development is 75% occupied. The results of the baseline survey and any adjustment to targets will be provided to the London Borough of Camden Council's (LBC) Travel Plan Officer for approval within three months of the travel survey being undertaken.

### Objectives

- 1.9 The objectives of this Travel Plan are:
  - ▶ To reduce reliance on single occupancy car journeys;
  - ▶ To provide opportunities for active healthy travel;
  - ▶ To facilitate access to key amenities;
  - ▶ To influence the level of private car journeys to and from the site in order to reduce air pollution and the consumption of fossil fuels;
  - ▶ To increase the proportion of journeys to and from the site by sustainable modes of transport; and,
  - ▶ To promote walking and cycling as a health benefit to employees.

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### Means of Achieving Objectives

- 1.10 The Travel Plan represents a long-term strategy for reducing the dependence of employees on single occupancy private car travel. The aims of the strategy are (a) to increase the awareness of employees and visitors to all the transport options available to them and to the potential for travel by more sustainable modes, and (b) to introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by other modes.
- 1.11 The remainder of this document is divided into seven chapters:
- ▶ Chapter 2 commences with a review of national and local transport policies;
  - ▶ Chapter 3 describes the existing provision of transport infrastructure and services;
  - ▶ Chapter 4 sets out the process for managing the Travel Plan;
  - ▶ Chapter 5 sets out interim targets and detail of funding;
  - ▶ Chapter 6 presents the Travel Plan measures and initiatives;
  - ▶ Chapter 7 sets out the monitoring and review process and describes potential remedial measures; and,
  - ▶ Chapter 8 provides an action plan.

## 2.0 Transportation Policy Context

2.1 This section summarises relevant transport policy documents against which the development proposals would be considered at a national, regional and local level. The most relevant policy documents relating to this study are detailed below:

- ▶ National Planning Policy Framework (NPPF) (March 2012);
- ▶ Further Alterations to the London Plan (2015);
- ▶ Camden Core Strategy (Adopted November 2010);
- ▶ Camden Development Policies (Adopted November 2010);

### National Planning Policy Framework (2012)

2.2 The National Planning Policy Framework (NPPF) was published on 27th March 2012, and replaces the previous national planning policies that were set out in the various Planning Policy Guidance Notes/Statements. With regard to transport, the NPPF replaces policy contained within PPG13 (Transport).

2.3 The NPPF sets out a presumption in favour of sustainable development that recognises the importance of transport policies in facilitating sustainable development, and that planning decisions should have regard to local circumstances. In this regard, paragraph 32 of the NPPF states:

"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 impacts of the development."

2.4 In promoting sustainable transport, the document identifies at paragraph 29 that:

"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."

2.5 Moreover, paragraph 30 states that:

"In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of transport."

2.6 Furthermore, paragraph 32 states that:

"Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe."

### Further Alterations to the London Plan (FALP) (March 2015)

2.7 The London Plan is the Mayors Planning Strategy for London. The purpose of the London Plan is to promote economic, social development and the environmental improvement of Greater London.

2.8 With regard to assessing the impact of development on transport capacity, Policy 6.3 states:

*"Development proposals should ensure that impacts on transport capacity and the transport network, at both a corridor and local level, are fully assessed. Development should not adversely affect safety on the transport network."*

2.9 With regards to cycling, Policy 6.9 states that:

*"Developments should:*

- ▶ *Provide secure, integrated and accessible parking facilities in line with minimum standards*
- ▶ *Provide on-site changing facilities and showers for cyclists*
- ▶ *Facilitate the Cycle Super Highway*
- ▶ *Facilitate the central London hire scheme."*

2.10 Table 6.3 of Further Alterations to the London Plan (FALP) (2014) provides minimum cycling parking standards which are summarised in Table 2.1 for the most relevant land use.

Land Use	Long-stay	Short-stay
C3 Dwellings (all)	1 space per 1 bed and studio dwellings 2 spaces per all other dwellings	1 space per 40 units
Offices	1 secure space per 90 sqm and after the first 5,000sqm	1 visitor space per 500 sqm (in the public realm)
Care Homes / Secure Accommodation	1 secure space per 5 staff and 1 space per 20 bedrooms	-
Storage and Distribution	1 secure space per 500 sqm	1 space for visitors per 1000 sqm
Restaurants and Café	After 100 sqm: 1 secure space per 175 sqm	after 100 sqm 1 visitors space per 40 sqm

Table 2.1: FALP Minimum Cycle Parking Standards

2.11 In relation to car parking, Policy 6.13 advises that:

*"The maximum standards set out in Table 6.2 in the Parking Addendum should be applied to planning applications.*

- ▶ *Ensure that 1 in 5 spaces (both active and passive) provide an electrical charging point to encourage the uptake of electric vehicles;*
- ▶ *Provide parking for disabled people in line with FALP plans;*
- ▶ *Meet the minimum cycle parking standards set out in Table 6.3;*
- ▶ *Provide for the needs of businesses for delivery and servicing."*

#### **Camden Core Strategy (Adopted November 2010)**

2.12 The saved policies of the Camden Core Strategy, adopted in 2010, set out the local policies for the Borough. The saved policies in the plan that relate to this development are as follows:

- ▶ CS1 - Distribution of growth- This promotes the most efficient use of land and buildings in Camden. This includes encouraging a mix of uses in development and expecting the provision of a mix of uses in schemes in the most accessible parts of the borough.
- ▶ CS11 - Promoting sustainable and efficient travel- In order to support Camden's growth and to promote walking, cycling and public transport, the Council will improve public spaces and pedestrian links across the borough and continue to improve facilities for cyclists, including increasing the availability of cycle parking. As part of its approach to minimising congestion and addressing the environmental impacts of travel, the Council will minimise provision for private parking in new developments.

- ▶ CS14 - Promoting high quality places and conserving our heritage- seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible.

### **Camden Development Policies (Adopted November 2010);**

2.13 In addition to the Camden Core Strategy, there is also the Camden Development Policies that set out local development policies for the Borough. The saved policies relevant to this proposal are as follows:

- ▶ Policy DP1 - Mixed use development- The Council will require a mix of uses in development where appropriate in all parts of the borough, including a contribution towards the supply of housing.
- ▶ Policy DP6: Lifetime homes and wheelchair housing- All housing development should meet lifetime homes standards. 10% of homes developed should either meet wheelchair housing standards, or be easily adapted to meet them.
- ▶ Policy DP16 - The transport implications of development- The Council will seek to ensure that development is properly integrated with the transport network and is supported by adequate walking, cycling and public transport links.
- ▶ Policy DP17 - Walking, cycling and public transport- The Council will promote walking, cycling and public transport use. Development should make suitable provision for pedestrians, cyclists and public transport and, where appropriate, will also be required to provide for interchanging between different modes of transport.
- ▶ Policy DP18 - Parking standards and limiting the availability of car parking- The Council will seek to ensure that developments provide the minimum necessary car parking provision. The Council will expect development to be car free in the Central London Area, the town centres of Camden Town, Finchley Road / Swiss Cottage, Kentish Town, Kilburn High Road and West Hampstead, and other areas within Controlled Parking Zones that are easily accessible by public transport.
- ▶ Policy DP19 - Managing the impact of parking- The Council will seek to ensure that the creation of additional car parking spaces will not have negative impacts on parking, highways or the environment, and will encourage the removal of surplus car parking spaces.
- ▶ Policy DP29 - Improving access- The Council will seek to promote fair access and remove the barriers that prevent people from accessing facilities and opportunities.

2.14 Where the transport implications of proposals are significant, the Council will require a Transport Assessment to ensure that a proposal will not cause harm to the transport network or to highway safety, to show that the development will be properly integrated into the network, and indicate the extent to which there is additional capacity available to accommodate new travel patterns.



### 3.0 Baseline Conditions

#### Overview

- 3.1 So that the context of the site can be established, a detailed review of the study area has been undertaken. The following text provides a summary of the results of this review and makes reference to the location of the site and baseline traffic conditions. It also sets out an overview of the accessibility of the site by a variety of modes of transport.

#### Site Details

- 3.2 The development site is located on Greenwood Place and adjacent to Highgate Road, which connects the site with Kentish Town in the south and Highgate in the north. The site is currently occupied by 2,848sqm (GIA) of self-storage space and 795sqm (GIA) of office space. The Greenwood Centre is located to the west of the development site whilst Christ Apostolic Church is to the east.
- 3.3 Greenwood Place currently contains approximately 13 car parking spaces and loading bays on street that are associated with the A&A Self Storage centre and existing office space.
- 3.4 The location of the development site in relation to the surrounding area can be seen at **Figure 3.1**.

#### Highway Network

- 3.5 Highgate Road is a two-way single carriageway subject to a speed restriction of 20 mph and provides connections to Kentish Town to the south and Highgate to the north. Greenwood Place is a narrow two-way carriageway connecting to Highgate Road at either end.
- 3.6 Fortress Road connects in the north with the A1 via Junction Road. The A1 provides connections north to the wider strategic network and the M1.

#### Sustainable Transport Accessibility and Access to Local Services

- 3.7 It is generally accepted that walking and cycling provide important alternatives to the private car, and therefore should be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy that the Institute of Highways and Transportation (IHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents it is suggested that:
- ▶ Most people will walk to a destination that is less than one mile (Planning for Walking, 2015);
  - ▶ The bicycle is a potential mode of transport for all journeys under five miles (Planning for Cycling, 2015); and
  - ▶ Walking distances to bus stops should not exceed 400 metres, whilst people are prepared to walk twice as far to rail stations (Planning for Walking, 2015).
- 3.8 Having regard to the above, the site is accessible by sustainable modes of travel including foot, cycle and public transport. Details on each of these sustainable modes of travel are set out below.

#### Walking and Cycling Accessibility

- 3.9 Convenient access to local facilities is provided via existing pedestrian infrastructure in the vicinity of the site. Highgate Road benefits from wide footways on either side. Greenwood Place benefits from a footpath on its western side which provides pedestrian links around the site. These footways also connect the site with the bus stops that are located on Highgate Road as well as providing a direct route to Kentish Town High Street. However, the current configuration of the site is a significant barrier to providing safe access to the Greenwood Centre, which is often accessed by more vulnerable people.

- 3.10 The TfL London Cycling Guide 7 and 14 highlights cycling routes in the vicinity of the proposed development. Highgate Road is a recommended route by cyclists, as it is a quieter road, which poses good opportunities for cycling as a method of travel.

#### **Pedestrian Environment Review System (PERS) Audit**

- 3.11 In order to review the quality of the pedestrian environment in the vicinity of the site, a PERS assessment has been undertaken using the Transport Research Laboratory (TRL) 'Streetaudit' software (version 1.1.10.211). The quality of the pedestrian infrastructure between the site and the nearest bus stops and underground stations were assessed on-site on the 13<sup>th</sup> March 2014 in accordance with the methodology provided with the software.
- 3.12 An assessment of each 'Link', 'Crossing' and 'Public Transport Waiting Area' was undertaken from the development site, south to Kentish Town Underground Station and the local shops.
- 3.13 A full copy of the results, including a map showing the study area and subsequent ratings, is included as **Appendix A** while a summary of the Red/Amber/Green (RAG) ratings for each element is provided below. Those elements that are considered to be of a good standard for pedestrians achieve a green rating, while elements that are considered average are allocated an amber rating. Elements which offer a poor pedestrian environment that require improvement are allocated a red rating.

	ID	Location	RAG Rating
Link	L1	South of Kentish Town Station	Amber
	L2	Kentish Town to Greenwood Place (West Side)	Amber
	L3	Kentish Town to Greenwood Place (East Side)	Green
	L4	South of Kentish Town Station	Amber
Crossing	C1	Crossing Leighton Road	Green
	C2	Crossing Regis Road	Green
	C3	Crossing Highgate Road	Green
	C4	Crossing Burghley Road	Green
	C5	Crossing Fortress Road	Green
Public Transport Waiting Area	PT1	Kentish Town Underground	Green
	PT2	Kentish Town Railway Station	Green
	PT3	Kentish Town Fire Station Bus Stop	Green
	PT4	Bus Stop opp Leverton Place	Green

Table 3.1: Summary of PERS Audit Results

- 3.14 It is apparent that the majority of the elements scored either a 'Green' or an 'Amber' rating and are therefore of an average or good standard. There are no areas that were allocated a 'Red' score and therefore this area as a whole can be seen as an acceptable environment for pedestrians.

#### **Public Transport Accessibility**

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

- 3.15 Public Transport Accessibility Levels (PTALs) provide a guide to the relative accessibility of an area. PTAL scores range from 1 to 6b, where 6b is the highest score and 1 is the lowest. Using the Transport for London (TfL) PTAL assessment methodology the site achieves a PTAL of 6a when measured from the centre of the application site. This rating suggests that the site has a very good level of accessibility to public transport services.

### Bus

- 3.16 There are nine bus stops located within the recommended walking distances from the site, as established by the IHT. These bus stops are located along Highgate Road and Fortess Road and provide regular services to a number of locations across London. A summary of the buses that operate from the bus stops located within 400 metres of the site is provided below at Table 3.2.

Service Number	Destinations	Approximate Frequency	
		Mon–Sat	Sun
134	North Finchley- Tottenham Court Road	Every 10 mins	Every 10 mins
214	Highgate Village- Finsbury Square	Every 10 mins	Every 10 mins
C2	Parliament Hill Fields- Victoria Station	Every 10 mins	Every 10 mins
N20	Charing Cross- High Barnet Station	Night service	Night service

Table 3.2: Details of Bus Services in the Vicinity of the Site

### London Underground

- 3.17 Kentish Town station is a London Underground and National Rail station and is located approximately 300 metres to the south of the site. The Kentish Town station has four National Rail surface platforms operated by Thameslink and Southeastern, with northbound trains running to Luton and southbound to Sutton, Orpington and Sevenoaks, via London St. Pancras and Blackfriars. Kentish Town Underground has two platforms and falls within London travel card zone 2.

### Car Club

- 3.1 Car clubs can help to reduce car ownership by offering the convenience of a car, without the costs of repairs, servicing, insurance and parking. Research has shown that membership of a car club can particularly influence a household's decision not to own a second vehicle.
- 3.2 The nearest car club bay to the application site is located on Falkland Road approximately 250 metres south east of the application site and is operated by ZipCar. Further car club bays are located approximately 600 metres north of the site on Chetwynd Road and approximately 650 metres east of the site on Ospringe Road, these are operated by ZipCar and City Car Club respectively.

### Journey to Work Statistics

- 3.3 On the basis of the above, it is considered that the application site is accessible by a range of sustainable modes of transport, which will enable people to travel to and from the site by foot, cycle and public transport. In order to assess the relative attractiveness of these modes amongst existing residents, the 2011 Census Data results associated with the Camden Super Output Area, Lower Layer, which incorporates the residential areas in the vicinity of the site, has been interrogated. Details of the data extracted from the 2011 Census is summarised in Table 3.3.

Method of Travel to Work	Location
Underground	34%
Train	9%
Bus	18%
Taxi	0%
Motorcycle	1%
Driving Car / Van	10%
Passenger Car/ Van	1%
Bicycle	13%
Foot	12%
Other	1%

Table 3.3: Census Data – Method of Travel to Work

- 3.4 Table 3.3 indicates the predominant mode of transport for travelling to work amongst existing residents is the Underground. It is noteworthy that some 86% of people travel to work via sustainable modes of transport (i.e. public transport, walking and cycling) and as such it is considered that the sustainable transportation options above provide existing employees in this location with a real choice of sustainable travel modes.

#### Access to Key Local Services

- 3.5 The application site is located in close proximity to a range of key services and facilities. Kentish Town High Street, which includes a Police Station, supermarkets, restaurants, a library, a medical centre and a Post Office, is situated at an approximate 600 metre walk to the south west. Christ Apostolic Church is located to the immediate west of the site, Eleanor Primary School is located approximately 600 metres to the north east, Regis Road Recycling Centre is 650 metres to the south, St Andrew's Greek Orthodox Cathedral is 850 metres to the south west, Westminster Kingsway College is 900 metres to the south, and Kentish Town Sports Centre is 950 metres to the south.
- 3.6 In addition to the above, the following table has been prepared to summarise the typical journey times to access local services. When establishing the walk and cycle journey times shown at Table 3.5, it has been assumed that average walk speeds are 80 metres per minute in accordance with guidance prepared by the IHT and that cycle times are 318 metres per minute in accordance with paragraph 8.2.2 of Local Transport Note 2/08. In addition to this, walk and cycle distances have been taken from the centre of the site.

Local Amenity	Walking / Cycle Distance from Site (metres)
Kentish Town Church of England Primary	550
Eleanor Palmer Primary School	600
Acland Burghley School	550
Rainbow Nursery	600
Saint Benet and All Saints' Church	600
New Life Church North London	550
Our Lady Help of Christians Church	500
Kentish Town Sports Centre	950
Regis Road Recycling Centre	650
Kentish Town Library	400
The Dartmouth Park Practice (medical)	700
Parliament Hill Surgery	300
Kentish Town Post Office	600
Sainsbury's	350
Co-operative	450
Iceland	450
Lidl	700
HSBC	450
Barclays	500
Lloyds	550
Santander	650
Kentish Town Train Station	200
Kentish Underground Station	350
Tufnell Park Station	650

Table 3.4: Table of walking distances

- 3.7 On the basis of the information presented above it is considered that the site is well located in proximity to a range of facilities that can be accessed by a range of transportation modes. It is therefore considered that the location of the proposed development has the potential to reduce reliance upon the private car in accordance with the guiding principles of the NPPF.

### Car Club

- 3.8 Car Clubs can help to reduce car ownership by offering the convenience of a car, without the costs of repairs, servicing, insurance and parking. Research has shown that membership of a car clubs can particularly influence a household's decision not to own a second vehicle. The nearest car club vehicles are located at an approximate 230 metre walk on Falkland Road.

## 4.0 Management Strategy

- 4.1 This section describes the responsibilities associated with implementing the Travel Plan. It aims to act as an instruction manual to the personnel involved.

### Appointment of Travel Plan Coordinator

- 4.2 Prior to the development becoming occupied, a TPC will be appointed by the developer. The TPC will take responsibility for the Travel Plan and oversee the implementation of measures specified within it. It is envisaged that this role will be undertaken either by an external consultant, an existing employee of the developer, or an appropriate representative of the new community, following briefing on the requirements of the role. Details of the TPC will be provided to LBC's Travel Plan Officer three months prior to initial occupation, as well as being included in Travel Information Packs for employees.
- 4.3 The main responsibilities associated with the role of the TPC are as follows:
- ▶ To lead in the implementation of the Travel Plan;
  - ▶ Maintain commitment and support of the Travel Plan;
  - ▶ To have responsibility for raising awareness of the uptake of sustainable transport;
  - ▶ To implement and promote schemes which aim to reduce the use of the private car;
  - ▶ To develop an effective marketing campaign in conjunction with national travel awareness events such as Liftshare Week and Bike Week;
  - ▶ To act as the point of contact within the development for anyone requiring transport advice;
  - ▶ To set up and coordinate relevant steering groups, e.g. Bicycle User Group (BUG);
  - ▶ To keep up to date with issues and new initiatives that affect sustainable transport;
  - ▶ Liaise/negotiate with a variety of internal/external stakeholders, such as Travel Plan Officers at LBC;
  - ▶ Coordinate the necessary monitoring programme for the Travel Plan to establish how and why employees travel the way they do; and,
  - ▶ Submit annual monitoring reports to LBC every year for a period of five years and then every 2 years thereafter.

### Consultation

- 4.4 The success of the Plan will rely on the support of employees. The Travel Plan coordinator will work with site management regarding issues relating to the Travel Plan. The role also involves liaising with outside bodies, including public transport operators and the local highway authority.
- 4.5 In addition, the Travel Plan coordinator will work with the Travel Plan coordinators at other workplaces. In this way, joint initiatives can be investigated to promote sustainable transport throughout the area.

### Promotion

- 4.6 The TPC will be actively involved in the promotion of the Travel Plan and will make employees aware of its existence. This will be done by the following means:
- ▶ The TPC will issue new employees with a Travel Pack upon moving in so as to inform them of the existence of the Travel Plan and opportunities for sustainable travel. The details of the Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Plan will be explained;

- ▶ employees will be made aware of the benefits of living in a development that has a Travel Plan. Such benefits include better access to employment, improved travel options, opportunities for a healthier lifestyle, reduced need to own a car and inclusion in a more vibrant community;
- ▶ A notice board will be located on the site displaying useful information relating to travel, to and from the site; and,
- ▶ The marketing of the Travel Plan and its sustainable transport measures will continue for a period of at least five years.

### Updating

- 4.7 The Travel Plan is a strategy for the indefinite future and as such will evolve over time. Although the objectives of the Plan will not change, it will be possible over time to define more specific targets in order to meet the objectives. Targets will be revised if necessary in agreement with LBC following initial travel surveys.
- 4.8 The on-going monitoring programme and in particular the annual review (outlined in Section 7) will provide up-dated information that will allow the Plan to be revised, refined and improved.

## 5.0 Interim Targets

- 5.1 Targets will be used to assess the effectiveness of the initiatives and measures implemented (highlighted in Section 6) and to focus attention on meeting the objectives identified in Section 1 of this document. The ultimate aim of the Travel Plan is to reduce private car journeys to and from the site by employees and visitors and to maximise accessibility to key facilities and alternative modes of transport.
- 5.2 An estimation of expected modal split patterns for employee travel has been derived from local Census data and has been used to set the baseline against which targets have been set. These baseline targets that will be replaced once the staff surveys have been completed.

Mode	Estimated Baseline Modal Split (%)	Estimated Target Year 1 Modal Split (%)	Estimated Target Year 3 Modal Split (%)	Estimated Target Year 5 Modal Split (%)
Underground	34%	35%	36%	37%
Train	9%	9%	9%	9%
Bus	18%	19%	20%	21%
Taxi	0%	0%	0%	0%
Motorcycle	1%	1%	1%	1%
Driving Car / Van	10%	8%	6%	4%
Passenger Car/ Van	1%	1%	1%	1%
Bicycle	13%	13%	13%	13%
Foot	12%	12%	12%	12%
Other	1%	1%	1%	1%
Total People	100%	100%	100%	100%

Table 5.1 – Indicative Modal Split Targets

- 5.3 In order to relieve pressure on public transport networks, and to ensure car use is kept to a minimum the overriding Travel Plan targets are as follows:
- ▶ To promote travel by cycle and by foot ensuring all employees are aware of cycle and walking routes in the vicinity of the site and further afield.
  - ▶ To ensure that all employees have access to notice boards so as to remain aware of local transport issues;
  - ▶ Encourage employees to car share wherever possible; and,
  - ▶ Encourage employees to volunteer to join initiatives to maintain activity and involvement in relevant sustainable travel schemes.
- 5.4 These principles have been used to derive the interim employee targets contained in Table 5.1. These targets will be reviewed and revised if necessary following completion of a travel survey.



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### **Detailed Travel Plan**

- 5.5 In order to develop the Full Travel Plan a travel survey will be undertaken once the development is 75% occupied. The content of the questionnaire will be discussed with the LBC Travel Plan Officer prior to the survey being undertaken. The results of the agreed survey will identify modal split for travel to work and will form the Travel Plan baseline data.
- 5.6 The results of the travel survey will be added to this Travel Plan in order to produce a Detailed Travel Plan. Within 3 months of carrying out the travel survey the updated Plan will be submitted to the LBC Travel Plan Officer for approval. The Detailed Travel Plan will subsequently form the basis for further development of the Plan and future monitoring of the progress towards meeting targets.

### **Funding**

- 5.7 The Travel Plan Coordinator will be provided with the appropriate funds to undertake travel planning duties to ensure that measures and targets set within the travel plan are promoted and that suitable monitoring and review objectives are achieved.

## 6.0 Measures and Initiatives

- 6.1 In order to meet the main objectives and targets of the Plan it is essential to ensure accessibility to and from the development. The measures therefore are both 'hard' (i.e. site design) and 'soft' (i.e. marketing and promotion), designed to address the travel needs of employees and to reduce the need for travel by single occupancy vehicle.
- 6.2 The measures outlined below are designed to be suitable for review and monitoring. The list however, is not exhaustive and, following occupation of the site, the Travel Plan Coordinator will be able to investigate other potential initiatives.
- 6.3 The results of the initial travel survey will be taken into account in developing the package of targets and measures. This chapter sets out the initial measures that will be implemented prior to and upon initial occupation of the office and storage units.

### Provision of Travel Information

- 6.4 The most important and cost effective measure to be introduced as part of this Travel Plan is the Travel Information Pack, which will be issued to each household of the site when they move in.
- 6.5 The Pack will contain information about all modes of transport available for journeys to and from the site. It will include information related to journeys to a number of local destinations which are considered to be key to employees. These include local shops, schools, health and leisure facilities, bus stops, rail station, town centre and nearby employment.
- 6.6 In addition, contact details for the TPC will be provided. The Pack will also include maps giving details of safe pedestrian and cycle routes from the site, together with fare and timetable information for public transport services.
- 6.7 A simple cost-benefit analysis of public transport versus the use of the private car will also be set out in the Travel Pack, as well as journey times using public transport. This and all the information contained within the Pack will be available prior to occupation and will be reviewed annually and updated as necessary.
- 6.8 The Pack will provide employees with details about home delivery services and also any discounts for local cycle retailers and will offer a personal journey planning service to employees.
- 6.9 The pack will include bus stop codes for the nearest bus stops to the site and details of the TfL <http://countdown.tfl.gov.uk> website which provides live bus arrival information.
- 6.10 In addition to the Travel Pack, a notice board will be located on the site. The TPC will be responsible for displaying Travel Plan related information on the board which will be similar to the content of the Travel Pack. The benefit of the notice board is that the TPC will be able to update it and it will be visible to visitors.

### Noticeboards

- 6.11 A noticeboard will be placed in a prominent location on-site. The Travel Plan Coordinator will use this noticeboard as a means of ongoing communication with staff by displaying up to date information about the Travel Plan and contact details for the TPC.

### Car Sharing

- 6.12 As part of the Travel Plan, car sharing websites such as [www.liftshare.com](http://www.liftshare.com) will be promoted. These are free for employees to sign up to and provide the opportunity for employees to search for potential car sharing partners who live and work near them.

- 6.13 Liftshare is the UK's largest car share database and operates over 1,200 car share schemes around the UK and it is typical for 45% of registered members to be part of a car share group which regularly travel together. The website contains information about the benefits of car sharing, which will be promoted through the Travel Information Pack.
- 6.14 Car Clubs can help to reduce car ownership by offering the convenience of a car, without the costs of repairs, servicing, insurance and parking. The nearest car club vehicles are located at an approximate 230 metre walk on Falkland Road. Therefore, this car club will be promoted in order to encourage employees to car share to and from work.
- 6.15 Car sharing is often the most successful single measure in any Travel Plan as it proves highly cost effective for individuals and continues to provide the convenience of car travel. To further promote car sharing, the TPC will make employees aware of national 'Lift Share Week' that takes place annually in October.

### Walking

- 6.16 The proposed development benefits from a number of footways and crossing facilities that enhance connectivity to the existing sustainable transport networks and the range of community facilities that were outlined in Section 3.
- 6.17 Information will be made available to employees about the many benefits of walking. The Travel Pack will include details of pedestrian routes to nearby destinations so that employees are aware of safe and convenient walking routes to/from the development.
- 6.18 The TPC will promote local and national walking events. Both 'Walk to Work Week' and 'Walk to School Week' take place annually in May.

### Cycling

- 6.19 Cycling is a cheap, quick and sustainable mode of transport that also provides benefits for personal health as well as reducing road congestion. As such the following measures will be implemented:
- ▶ The development will provide 26 sheltered and secure cycle parking spaces for employees at the 1<sup>st</sup> level floor;
  - ▶ The Travel Plan Coordinator will report the results of the travel surveys to the Local Highway Authority's Cycling Officer to establish the potential for improvements to existing off-site facilities;
  - ▶ The Travel Plan Coordinator will liaise with the Local Highway Authority to ensure that cycle routes are appropriately maintained;
  - ▶ Employees will be provided with information and advice concerning safe cycle routes from the site to key locations such as schools, health and leisure facilities;
  - ▶ The Travel Plan Coordinator will contact local bicycle retailers to discuss providing discounts on cycle equipment for employees;
  - ▶ A Bicycle User Group (BUG) will be promoted whereby cyclists volunteer to form a group that meets regularly to discuss relevant issues. Feedback will be passed on to the Travel Plan coordinator who will raise issues with the Local Authority's Cycling Officer as appropriate;
  - ▶ The use of cycle parking facilities will be monitored. Consideration will be given to the provision of additional parking facilities should demand warrant it; and;
  - ▶ The TPC will advertise details of organisations that offer 'Bikeability' which is cycle training scheme for both adults and children.

- 6.20 Camden also has access to online (<http://www.camden.gov.uk/ccm/navigation/transport-and-streets/cycling-in-camden/>) cycling information. This provides links to free cycle training, cycle routes, cycle parking, schemes and initiatives and safe cycling tips. The link to this facility will also be included within the Travel Pack.

### **Public Transport**

- 6.21 The Travel Pack will contain details of the public transport services available locally, including both bus and rail. To help employees to plan their journeys by public transport, useful website addresses will be listed. These will include Traveline, National Rail Enquiries, LBC and Stagecoach.

### **Continued Promotion**

- 6.22 The Travel Plan Coordinator will promote the Travel Plan through the following tools and initiatives:
- ▶ The Travel Plan Coordinator will offer Personalised Travel Planning (PTP) to staff. This involves a one-to-one meeting with each staff member in order to understand their regular travel habits; their overall travel needs in terms of destinations, distances and purpose for travelling; their awareness of the options for accessing the places they wish to reach; and their propensity to make changes to their travel habits. Information will be provided about travel options for their personal journeys in order to help them to incorporate active and/or sustainable modes in their travel.
  - ▶ Staff will be given the Travel Plan Coordinator's contact details so that they can request advice on any journeys or discuss other travel related issues.
  - ▶ The site noticeboard will be regularly updated to keep staff informed of local travel services options and travel-related events.
  - ▶ Staff will be encouraged to communicate with the TPC about travel and transport issues, so that the Travel Plan can be maintained as live and relevant.
  - ▶ Participation in local and national active and/or sustainable travel events will be encouraged e.g. Bike Week (<http://bikeweek.org.uk/>). The Travel Plan Coordinator will maintain contact with Brighton and Hove City Council so as to be aware of relevant activities in the area.
- 6.23 The potential for collaborating in the local area with other parties operating their own Travel Plans will be investigated by the Travel Plan Coordinator with a view to sharing effort and maximising gains.

## 7.0 Monitoring and Review

- 7.1 A programme of monitoring and review has been designed to generate information by which the success of the Travel Plan can be evaluated. Monitoring and review will be the responsibility of the Travel Plan Coordinator and will be carried out annually.
- 7.2 The major objective of the Travel Plan is to effect a reduction in the use of single occupancy vehicles to and from the site. Suitable indicators of the success of the Plan are therefore the number of car trips per household and modal split of employees.
- 7.3 Other less direct objectives of the Plan are to increase the awareness of employees about the environmental and health implications of travel mode choice. Awareness is less easy to monitor, although one indicator will be the general response to the existence of the Plan, measured by the volume and type of feedback from employees, both at the outset and as the strategy evolves. Employees' feedback will also be obtained on the usefulness of the Travel Pack.

### Monitoring

- 7.4 The monitoring measures outlined below incorporate both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence and will include;
- ▶ Monitor the uptake of car sharing;
  - ▶ Monitor demand for additional cycle parking;
  - ▶ Monitor demand and use of electric charging points;
  - ▶ Monitor car parking demand and any complaints arising e.g. inconsiderate parking;
  - ▶ Monitor employees' use of car club vehicles; and
  - ▶ Record comments received from employees relating to the operation and implications of the Travel Plan.
- 7.5 Information gathered through the monitoring process will be recorded for input in the annual review. The information will be submitted to the Local Planning Authority and shared with employees.

### Review

- 7.6 A travel survey will be carried out following 75% occupation of the development. This will provide data including the modal split which will offer a base against which future data can be measured.
- 7.7 Every year, on the anniversary of the initial survey, the Travel Plan Coordinator will undertake a comprehensive review of the Plan. The objective of the review will be to assess the success of the Plan and to identify the potential for future refinement of the details of the Plan. The review will involve the monitoring as set out above.
- 7.8 A review of the Travel Plan will be undertaken on an annual basis for the first 5 years of first full occupation i.e. once all the units within the development are occupied. Following the 5 year period a review will be undertaken every 2 years. Prior to the review a travel questionnaire will be circulated to employees and the results used to inform potential changes.
- 7.9 The Travel Plan Coordinator will compile a Review Report outlining the results of the annual review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The report will be submitted to the LBC Travel Plan Officer.

## Remediation

7.10 Following review of the Travel Plan, at the yearly target intervals, it may be necessary to introduce some remediation measures if the targets have not been met. These measures could include, but not be limited to:

- ▶ Provision of personalised travel planning to all employees;
- ▶ Provision of cycling proficiency training to all employees; and,
- ▶ Car club membership.

## 8.0 Action Plan

8.1 The measures described in this section are contained in Table 8.1 with timescales and responsibility for implementation:

Action	Time Scale	Responsibility
Install cycle parking spaces	Prior to occupation	Developer
Liaise with car club operators	Prior to occupation	Developer
Appoint a Workplace Travel Plan Coordinator	Prior to occupation	Developer
Include Travel Plan information in sales materials	Prior to occupation	Developer
Produce Travel Packs	Prior to occupation	Developer
Install notice boards and display travel information	Prior to occupation	Developer and Travel Plan Coordinator
Investigate discounts for employees at a local cycle retailer	Prior to occupation	Travel Plan Coordinator
Set up a BUG	Prior to 75% occupation	Travel Plan Coordinator
Carry out a travel survey	Upon 75% occupation.	Travel Plan Coordinator
Organise annual sustainable travel events	Annually from 75% occupation	Travel Plan Coordinator
Promote car sharing schemes and car clubs	Ongoing from first occupation	Travel Plan Coordinator
Promote the health benefits of walking and cycling	Ongoing from first occupation.	Travel Plan Coordinator
Promote cycle training / events	Ongoing from first occupation	Travel Plan Coordinator
Monitor the use of on-site cycle parking	Ongoing from 3 months following first occupation	Travel Plan Coordinator
Monitor the use of the car parking	Ongoing from 3 months following first occupation	Travel Plan Coordinator
Review the Travel Plan	Every year for 5 years, then every 2 years thereafter	Travel Plan Coordinator

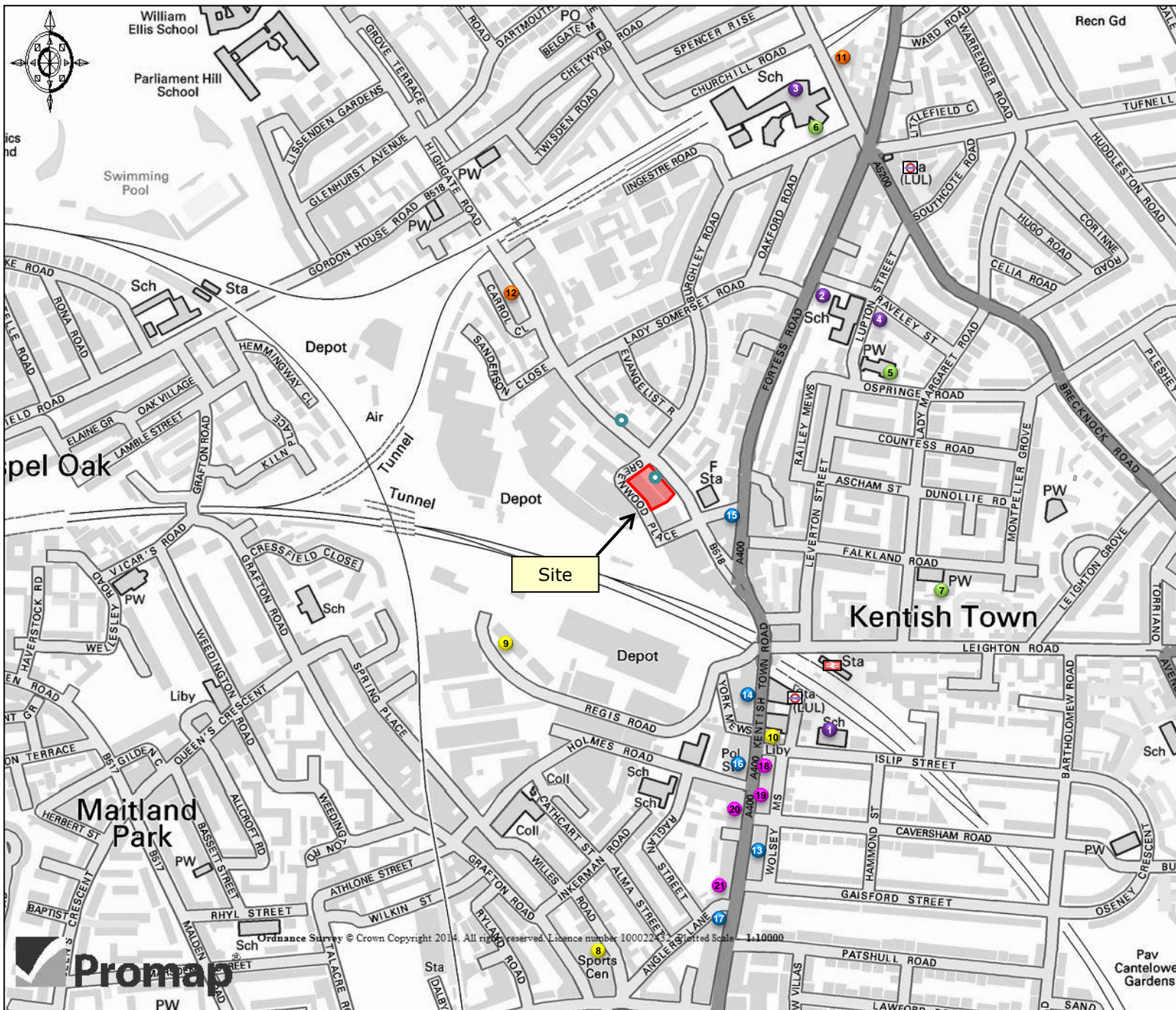
Table 8.1: Travel Plan Action Plan

## **Figures**









### Legend

- 1 Kentish Town Church of England Primary
- 2 Eleanor Palmer Primary School
- 3 Acland Burghley School
- 4 Rainbow Nursery
- 5 Saint Benet and All Saints' Church
- 6 New Life Church North London
- 7 Our Lady Help of Christians Church
- 8 Kentish Town Sports Centre
- 9 Regis Road Recycling Centre
- 10 Kentish Town Library
- 11 The Dartmouth Park Practice (medical)
- 12 Parliament Hill Surgery
- 13 Kentish Town Post Office
- 14 Sainsbury's
- 15 Co-operative
- 16 Iceland
- 17 Lidl
- 18 HSBC
- 19 Barclays
- 20 Lloyds
- 21 Santander
- Local Bus Stops
- Rail Station
- Underground Station

Figure 3.2  
Local Amenities Plan

## Appendix A

PERS Audit

Route

ID	Place Name	RAG	RAG Index
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Link

ID	Place Name	RAG	RAG Index
L1	South of Kentish Town	Amber	2
L2	Kentish Town	Amber	2
L3	Kentish Town	Green	3
L4	South of Kentish Town	Amber	2

Crossing

ID	Place Name	RAG	RAG Index
C1	Crossing Leighton	Green	3
C2	Crossing Regent	Green	3
C3	Crossing Highgate	Green	3
C4	Crossing Bedford	Green	3
C5	Crossing Finsbury	Green	3

PT Waiting Area

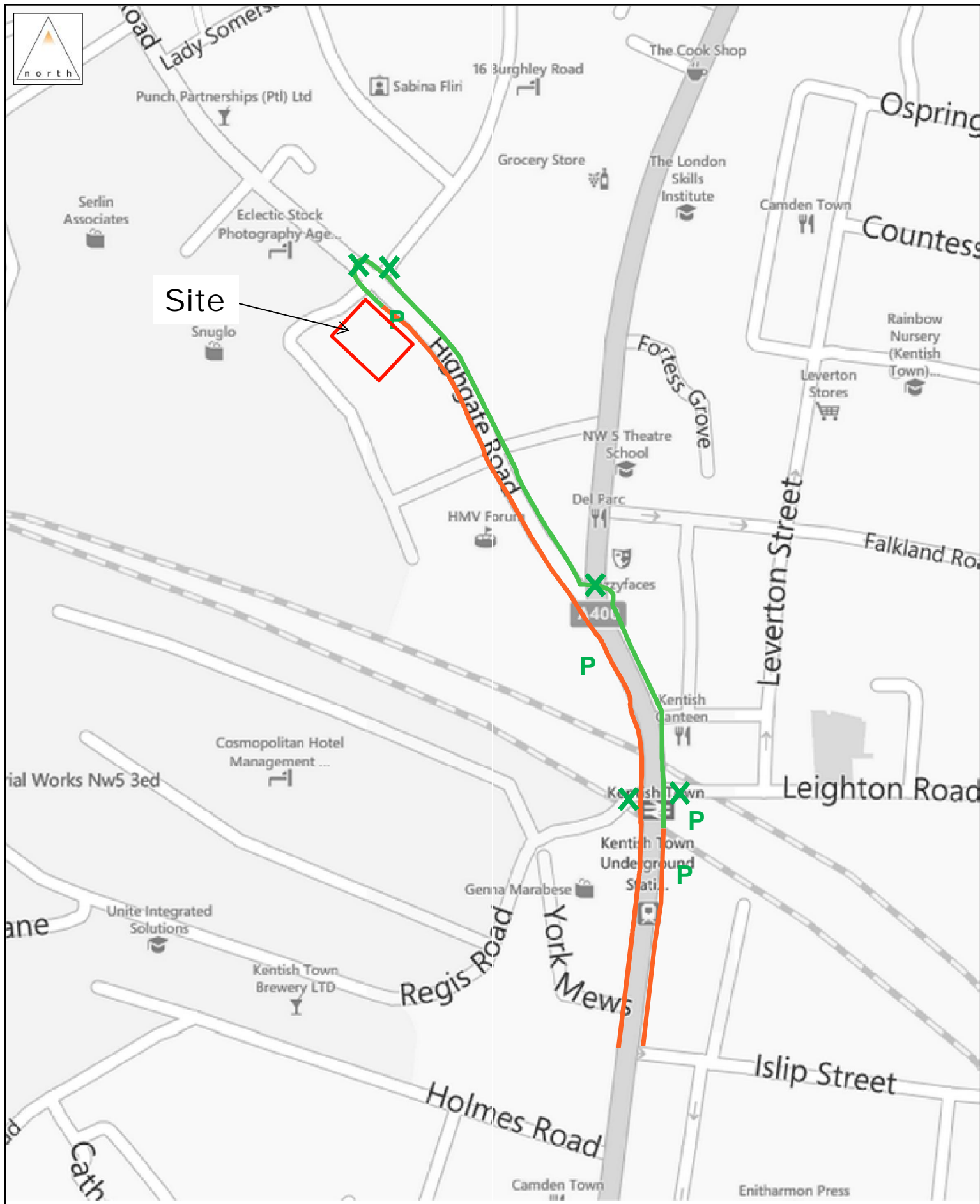
ID	Place Name	RAG	RAG Index
PT1	Kentish Town	Green	3
PT2	Kentish Town	Green	3
PT3	Kentish Town	Green	3
PT4	Bus Stop of Kentish Town	Green	3

Public Space

ID	Place Name	RAG	RAG Index
----	------------	-----	-----------

Interchange

ID	Place Name	RAG	RAG Index
----	------------	-----	-----------



Link

- Good
- Average
- Poor

Crossing

- Good
- Average
- Poor

Public Transport Waiting Area

- Good
- Average
- Poor

Greenwood Place,  
Kentish Town

PERS Assessment  
Summary –  
Existing Conditions

streetaudit 1.1.10.211 Export File  
Weighting Scheme: Default

Route

Link

ID	Name	Descriptor	Surveyor	Time	Date	Facility Type	Overall Total Score
L1	South of Kentish Town LB			14:00:00	13-Mar-14	Neutral	19

Parameter	Unweighted	Weighted	Design	Con	Maintenance	Comments
-----------	------------	----------	--------	-----	-------------	----------

Effective W	-2	-10				
Dropped K	N/A	N/A				
Gradient	3	4				
Obstruction	-2	-6			Bus Stops and Market Stalls	
Permeability	1	6				
Legibility	0	1				
Lighting	3	12				
Tactile Info	0	3				
Colour Con	1	6				
Personal Se	2	15				
Surface Qu	-1	-3				
User Confl	-1	-5				
Quality of t	-2	-2				
Maintenan	-2	-2			Gum / Litter	

ID	Name	Descriptor	Surveyor	Time	Date	Facility Type	Overall Total Score
L2	Kentish Town to Greer LB			14:00:00	13-Mar-14	Neutral	28

Parameter	Unweighted	Weighted	Design	Con	Maintenance	Comments
-----------	------------	----------	--------	-----	-------------	----------

Effective W	-1	-5				
Dropped K	1	6				
Gradient	1	2				
Obstruction	-2	-6				
Permeability	-1	-3				
Legibility	0	1				
Lighting	0	3				
Tactile Info	2	9				
Colour Con	2	9				
Personal Se	1	10				
Surface Qu	-1	-3				
User Confl	0	5				
Quality of t	-1	-1				
Maintenan	0	1				

ID	Name	Descriptor	Surveyor	Time	Date	Facility Type	Overall Total Score
L3	Kentish Town to Greenwood Place			14:00:00	13-Mar-14	Neutral	55

Parameter Unweighte Weighted § Design Con Maintenance Comments

Effective W	-2	-10
Dropped Ke	2	9
Gradient	2	3
Obstruction	-1	-3
Permeabili	-2	-6
Legibility	1	2
Lighting	2	9
Tactile Info	2	9
Colour Con	0	3
Personal Se	2	15
Surface Qu	2	9
User Confl	1	10
Quality of t	1	2
Maintenan	2	3

ID	Name	Descriptor	Surveyor	Time	Date	Facility Typ	Overall Total Score
L4	South of Kentish Town Station			14:00:00	13-Mar-14	Neutral	19

Parameter Unweighte Weighted § Design Con Maintenance Comments

Effective W	-2	-10
Dropped Ke	N/A	N/A
Gradient	3	4
Obstruction	-2	-6
Permeabili	1	6
Legibility	0	1
Lighting	3	12
Tactile Info	0	3
Colour Con	1	6
Personal Se	2	15
Surface Qu	-1	-3
User Confl	-1	-5
Quality of t	-2	-2
Maintenan	-2	-2

## Crossing

ID	Name	Descriptor	Surveyor	Time	Date	Facility Typ	Overall Total Score
C1	Crossing Leighton Road	LB		14:00:00	13-Mar-15	Neutral	108

Parameter Unweighte Weighted § Design Con Maintenance Comments

Crossing Pr	3	20
Deviation f	3	12
Performan	3	20
Capacity	1	2
Delay	3	12
Legibility	3	4



Legibility (S	3	12
Dropped Ke	3	12
Gradient	3	4
Obstruction	1	2
Surface Qu	1	6
Maintenan	1	2

ID	Name	Descriptor	Surveyor	Time	Date	Facility Typ	Overall Total Score
C2	Crossing Regis Road	LB		14:00:00	13-Mar-14	Neutral	92

Parameter Unweighte Weighted S Design Con Maintenance Comments

Crossing Pr	2	15
Deviation f	3	12
Performanc	2	15
Capacity	2	3
Delay	2	9
Legibility	3	4
Legibility (S	0	3
Dropped Ke	3	12
Gradient	3	4
Obstruction	2	3
Surface Qu	2	9
Maintenan	2	3

ID	Name	Descriptor	Surveyor	Time	Date	Facility Typ	Overall Total Score
C3	Crossing Highgate Road	LB		14:00:00	13-Mar-14	Neutral	95

Parameter Unweighte Weighted S Design Con Maintenance Comments

Crossing Pr	3	20
Deviation f	2	9
Performanc	3	20
Capacity	2	3
Delay	3	12
Legibility	3	4
Legibility (S	2	9
Dropped Ke	2	9
Gradient	3	4
Obstruction	2	3
Surface Qu	0	3
Maintenan	-1	-1

ID	Name	Descriptor	Surveyor	Time	Date	Facility Typ	Overall Total Score
C4	Crossing Burghley Road	LB		14:00:00	13-Mar-14	Neutral	97

Parameter Unweighte Weighted S Design Con Maintenance Comments

Crossing Pr	2	15
Deviation f	3	12
Performanc	2	15
Capacity	3	4
Delay	3	12



Legibility	2	3	
Legibility (S	1	6	
Dropped Ke	3	12	
Gradient	3	4	
Obstruction	2	3	
Surface Qu	2	9	
Maintenan	1	2	Rubbish

ID	Name	Descriptor	Surveyor	Time	Date	Facility Typ	Overall Total Score
C5	Crossing	Fortress Road	LB	14:00:00	13-Mar-14	Neutral	78

Parameter	Unweighte	Weighted S	Design	Con	Maintenance	Comments
Crossing Pr	3	20				
Deviation f	0	3				
Performanc	3	20				
Capacity	3	4				
Delay	-1	-3				
Legibility	1	2				
Legibility (S	-1	-3				
Dropped Ke	3	12				
Gradient	3	4				
Obstruction	3	4				
Surface Qu	3	12				
Maintenan	2	3				

#### PT Waiting Area

ID	Name	Descriptor	Surveyor	Time	Date	Facility Typ	Overall Total Score
PT1	Kentish Town	Undergr	LB	14:00:00	13-Mar-14	Neutral	119

Parameter	Unweighte	Weighted S	Design	Con	Maintenance	Comments
Information	3	12				
Infrastruct	3	12				
Boarding Pl	3	20				
Information	3	12				
Safety Perc	3	20				
Security Me	3	20				
Lighting	3	12				
Quality of t	-3	-3				
Maintenan	1	2				
Waiting Are	3	12				

ID	Name	Descriptor	Surveyor	Time	Date	Facility Typ	Overall Total Score
PT2	Kentish Town	Railway	LB	14:00:00	13-Mar-14	Neutral	101

Parameter	Unweighte	Weighted S	Design	Con	Maintenance	Comments
Information	0	3				
Infrastruct	2	9				

Boarding Pl	1	10
Information	3	12
Safety Perc	3	20
Security Me	3	20
Lighting	3	12
Quality of t	2	3
Maintenan	2	3
Waiting Arc	2	9

ID	Name	Descriptor	Surveyor	Time	Date	Facility Typ	Overall Total Score
PT3	Kentish Town Fire Stat	LB		14:00:00	13-Mar-14	Neutral	63

Parameter Unweighte Weighted S Design Con Maintenance Comments

Information	2	9
Infrastructu	1	6
Boarding Pl	3	20
Information	2	9
Safety Perc	0	5
Security Me	-1	-5
Lighting	2	9
Quality of t	-1	-1
Maintenan	-1	-1
Waiting Arc	3	12

ID	Name	Descriptor	Surveyor	Time	Date	Facility Typ	Overall Total Score
PT4	Bus Stop opp Leverton	LB		14:00:00	13-Mar-14	Neutral	79

Parameter Unweighte Weighted S Design Con Maintenance Comments

Information	2	9
Infrastructu	0	3
Boarding Pl	1	10
Information	3	12
Safety Perc	2	15
Security Me	2	15
Lighting	2	9
Quality of t	-2	-2
Maintenan	-1	-1
Waiting Arc	2	9

Public Space

Interchange