



ttp consulting  
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Somali Community Development  
Trust

Unit 23-24 Cheriton,  
Queen's Crescent, NW5 4EZ

## **Travel Plan**

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# 1 INTRODUCTION

- 1.1 TTP Consulting has been retained by the Somali Community Development Trust ('the Applicant') to prepare a Travel Plan for the community centre and place of worship at unit at 23 – 24 Cheriton, Queen's Crescent, in the London Borough of Camden (LBC). The site location plan is shown at **Figure 1**. This Travel Plan document accompanies the Transport Statement for the centre. It is envisaged the Travel Plan will be secured through a planning condition.

**Figure 1: Site Location Plan**



## Travel Plan Aim

- 1.2 The aim of this Travel Plan is to put in place the management tools that are necessary to enable visitors and staff to make informed decisions about their travel to the site. This will in effect minimise the adverse impacts of their travel to / from the site on the environment. The aim is achieved by setting out a strategy for eliminating barriers which keep visitors and staff from making use of active modes.
- 1.3 This Travel Plan has been prepared in accordance with guidance issued by TfL.

## **Benefits**

1.4 The achievement of the objectives of the Travel Plan will bring about a wide range of benefits for users of the community centre and place of worship, and the wider community as set out below:

- An excellent opportunity for exercise through cycling and walking;
- The opportunity to save money by using alternative modes of travel to the car;
- Improved quality and reliability of journeys to and from the development; and,
- An improved environment for living and working.

## **Scope**

1.5 As the end occupier of the development is known, this document represents a full Travel Plan. As it is a 'live' document, it will be updated once planning permission has been granted and the proposed development is constructed and on an ongoing basis.

1.6 This Travel Plan has been written as a standalone document and contains all the relevant information needed to effectively implement and monitor the Travel Plan itself. While development information is provided in this report, more detail can be found in the Transport Statement prepared as part of the planning application.

## **Structure of Report**

1.7 The remainder of the document is set out as follows:

- Section 2 summarises the accessibility of the site by different modes of transport;
- Section 3 describes the Somali Community Development Trust;
- Section 4 sets out the objectives and targets of the Travel Plan;
- Section 5 summarises the travel plan strategy;
- Section 6 lists the hard and soft measures that will be implemented;
- Section 7 sets out how the Travel Plan will be monitored and reviewed following the implementation; and
- Section 8 provides the Action Plan for the Travel Plan.

## 2 ACCESSIBILITY

- 2.1 The site is accessible by all modes with a good network of footways and bus services in the immediate vicinity.
- 2.2 The site is situated within a predominantly residential area however there are mixed uses nearby including retail, employment and commercial uses within other units in Cheriton. Furthermore, Queen's Crescent market is located 2 – 3 minutes' walk to the north of the site.

### Walking

- 2.3 In general, footways around the site are in good condition and of acceptable widths. There are generally dropped kerbs at informal crossing points at junctions.
- 2.4 There are a number of formal crossing points nearby the site. There is a zebra crossing located on Malden Road close to the junction with Queen's Crescent and there is a push button crossing facility located on Prince of Wales Road to the south of the site.

### Cycling

- 2.5 It is generally accepted that cycling is a suitable mode of travel for journeys up to 5 miles in length although in London, longer journeys are commonplace. Much of central London is within 5 miles distance of the site including Chalk Farm, Kentish Town, Tufnell Park, Upper Holloway and Hampstead.
- 2.6 Observations indicate that there are existing cycle stands at numerous locations on the local roads within a 2 – 3 minutes' walk of the site, including:
- Malden Road in the vicinity of the junction with Queen's Crescent: 2 stands (capable of accommodating 4 bicycles);
  - Bassett Street at the junction with Queen's Crescent: 6 stands (capable of accommodating 12 bicycles);
  - Allcroft Road at the junction with Queen's Crescent: 6 stands (capable of accommodating 12 bicycles); and
  - Ashdown Crescent: 4 stands (capable of accommodating 8 bicycles).

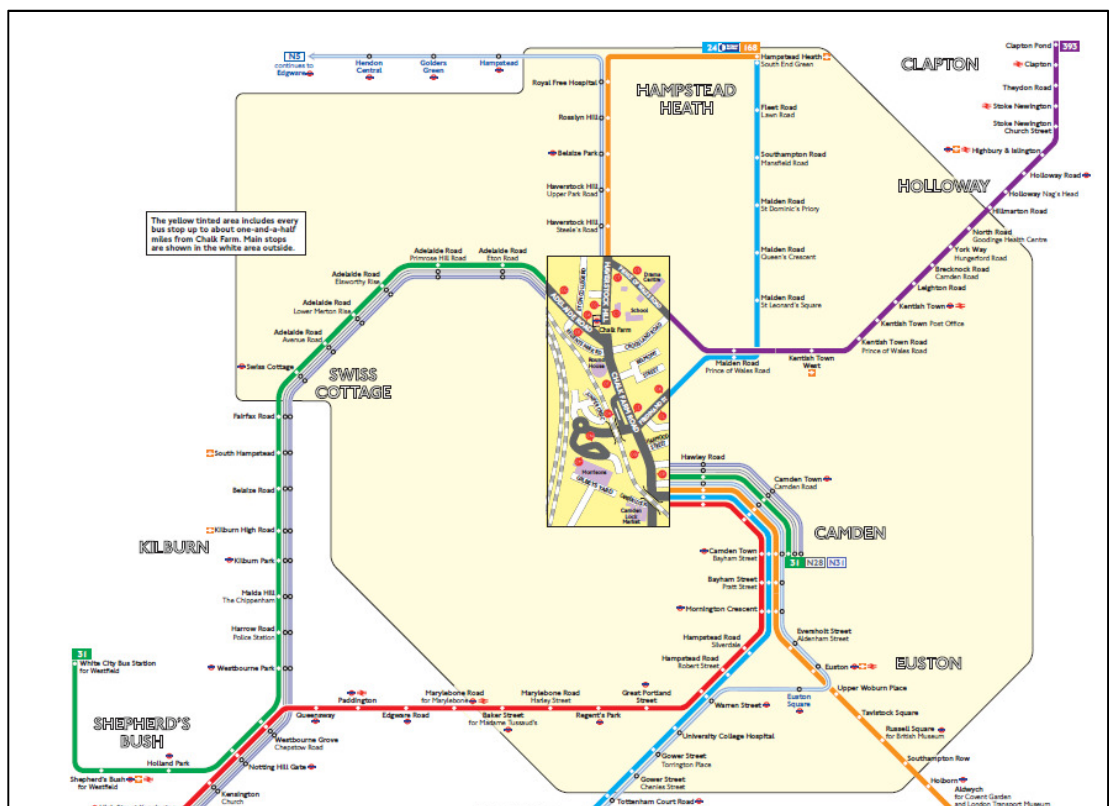
## Public Transport

2.7 The following paragraphs explore the opportunities to travel to and from the site by public transport.

### Bus Access

2.8 There are numerous bus stops located within walking distance of the site providing access to a range of routes connecting to much of London. **Figure 2** shows an extract of the TfL Bus Route Map.

**Figure 2 Extract TfL Bus Map**



2.9 The closest bus stop is located on Malden Road approximately 170m / 2 minute walk to the north of the site. Other nearby bus stops within walking distance are located on Prince of Wales Road (350m / 4 minute walk) and Haverstock Hill (550m / 7 minute walk).

2.10 These bus stops provide access to 4 bus routes with an average of five services per hour on most of the routes, connecting to destinations including Camden, Waterloo, Elephant & Castle, King's Cross, Stoke Newington, Highbury & Islington, Victoria and Westminster.

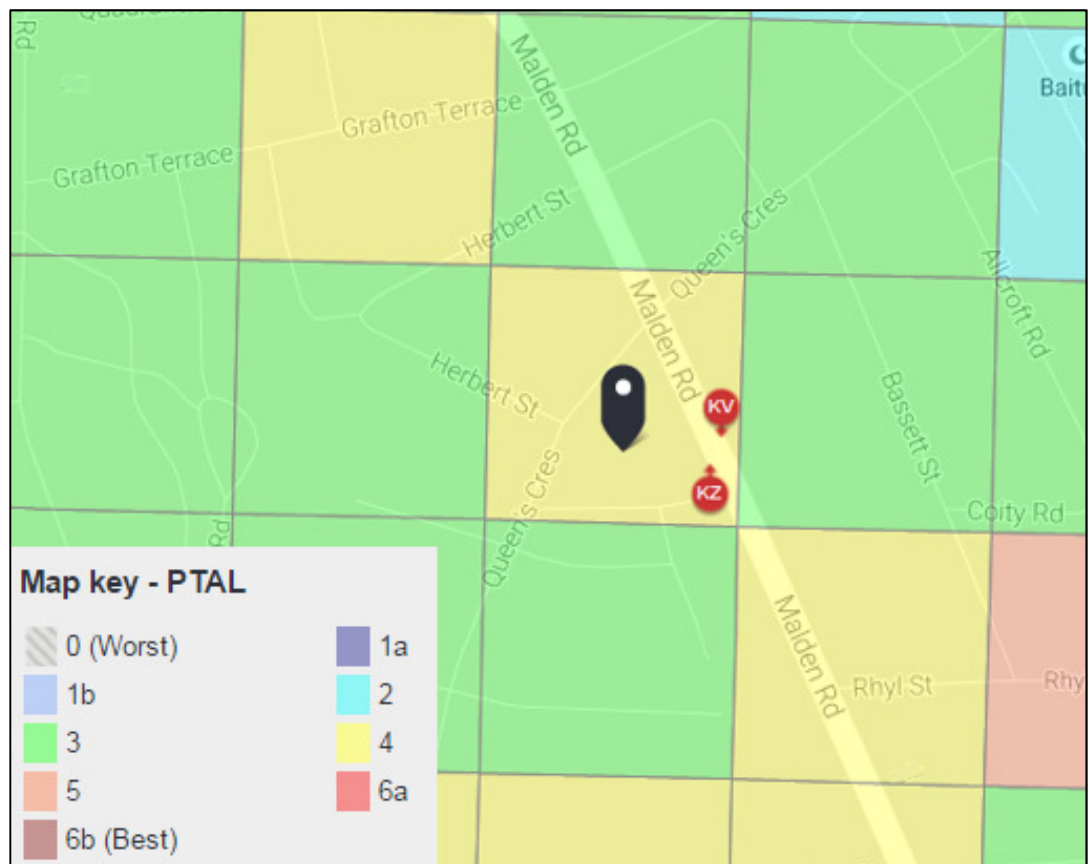
### **Rail Services**

- 2.11 There are three stations within 720m – 900m / 9 – 11 minute walk of the site including Chalk Farm Station, Kentish Town West Station and Gospel Oak Station.
- 2.12 Chalk Farm Station, located 720m to the south, provides access to the Northern Line.
- 2.13 Kentish Town West Station, located 740m to the southeast, provides access to the London Overground. Services that pass the station connect to terminus stations including Clapham Junction / Richmond and Stratford.
- 2.14 Gospel Oak Station, located circa 900m to the north also provides access to London Overground services and is the adjacent stop to Kentish Town West, towards the west.

### **Public Transport Accessibility Level**

- 2.15 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.
- 2.16 The PTAL rating is categorised in six levels, 1 to 6 where 6 represents an excellent level of accessibility and 1 a poor level of accessibility. The PTAL 1 and 6 ratings are further subdivided between 'a' and 'b' with a being located on the lower end of the spectrum and b on the higher.
- 2.17 The PTAL rating of the site is 4, meaning the site has a good level of accessibility to public transport, as shown on **Figure 2**.

**Figure 2: PTAL Map showing site location**



## Car Club

2.18 There are numerous car club locations nearby the site including 5 car clubs within 1km / 12 – 13 minute walk of the site. All of the car club vehicles located in close proximity to the site are operated by Zipcar and can be found at the following locations.

- Haverstock Hill;
- Malden Crescent;
- Eton College Road;
- Parkhill Road; and,
- Belmont Street.



### 3 EXISTING SITE

- 3.1 The Somali Community Development Trust (SCDT) which is a registered charity and company, offers services for the local Somali community and a place of worship from the unit at 23 – 24 Cheriton, having received planning permission for the latter to operate on a temporary basis in January 2016.
- 3.2 The main entrance into the building is taken from the courtyard area which the other units within Cheriton front onto. Step-free access is provided to / from Queen’s Crescent and Malden Road, and there are also steps onto Malden Road close to the bus stop. There is a secondary entrance into the building located to the rear, which is accessed via a vehicular route from Queen’s Crescent behind the building. Access to the secondary entrance can also be taken by pedestrians from Malden Road. This entrance is mainly used by women who choose not to use the main entrance.
- 3.3 There is currently no car or cycle parking associated with the site.
- 3.4 The Centre opening times are as follows in **Table 3.1**.

<b>Day</b>	<b>Opening Time</b>	<b>Closing Time</b>
Monday	9.00am	9.00pm
Tuesday	9.00am	9.00pm
Wednesday	9.00am	9.00pm
Thursday	9.00am	9.00pm
Friday	9.00am	9.00pm
Saturday	10.00am	7.00pm
Sunday	10.00am	6.00pm
Bank Holidays	Closed	Closed

- 3.5 A variety of sessions are currently run from the centre, as shown in **Table 3.2** which also details the time of day the sessions take place and the usual number of attendees.

<b>Table 3.2 – SCDT Community Centre Use</b>			
<b>Use</b>	<b>Times</b>	<b>Frequency</b>	<b>Average Number of Attendees</b>
Advice and advocacy	10am – 12pm	Wednesday	10
Session (1-1 session)	10am – 12pm	Thursday	20
BBO Women Project	6pm – 8pm	Thursday	7-10
Bengali Session men	4pm – 6pm	Friday and Saturday	35
Male & Female Islamic studies	10am – 1pm	Saturday and Sunday	70
Tuition Classes English and Maths Boys/Girls	10am – 12pm	Wednesday	10
Advice and advocacy Session (1-1 session)	10am – 12pm	Thursday	20
BBO Women Project	10am – 12pm	Thursday	20

3.6 There can be up to 18 students in attendance at the tuition classes.

3.7 **Table 3.3** provides a summary of the prayer sessions that currently take place at centre and the average number of attendees.

<b>Table 3.3 – Prayer Times</b>				
<b>Prayer Times</b>	<b>British Summer Times</b>	<b>Normal Times</b>	<b>Duration</b>	<b>Numbers Attending (Average)</b>
Dawn Prayer	Times Vary		No prayer service available	N/A
Mid-Day Prayer (Zuhr)	1.30pm	12.30pm	20 mins	40
Mid-Afternoon Prayer (Asr)	4pm – 5pm	2pm – 3pm	20 mins	50
Sunset Prayer (Magrib)	7.30pm – 8.30pm	4pm – 5pm	20 mins	55
Evening Prayer	5pm – 5.30pm	5.30pm – 8.30pm	20 mins	50
Friday Prayer (Juma'h)	1.30pm	12.30pm	30 mins	160

## Existing Travel Patterns

3.8 **Table 3.3** summarises the mode of travel that attendees usually take to get to the community centre demonstrating that the vast majority (91%) walk. There was an average of 160 responses to surveys undertaken at each Friday prayer between April to November 2016. The table also shows the results from the previous survey from September 2015.

Travel mode	September 2015		April to November Average 2016	
	Responses	Percentage	Responses	Percentage
Walk	112	76%	145	91%
Cycle	0	0%	1	1%
Car Driver	4	3%	4	2%
Car Passenger	0	0%	6	3%
Bus	32	21%	4	2%
Train	0	0%	0	0%
<b>Total</b>	<b>148</b>	<b>100%</b>	<b>160</b>	<b>100%</b>

3.9 A snapshot survey undertaken in October 2016 indicates how long it usually take people to travel to the centre for Friday prayer, which is summarised in **Table 3.2**.

3.10 The table shows that over 88% of those that attend the training/community centre travel there in under 15 minutes which indicates that the catchment area is generally a short distance from the site.

Travel mode	September 2015		October 2016	
	Responses	Percentage	Responses	Percentage
Under 15 minutes	118	83%	74	88%
15 – 30 minutes	22	15%	8	10%
30 – 45 minutes	1	1%	2	2%
45 minutes to 1 hour	0	-	0	-
Over 1 hour	1	1%	0	-
<b>Total</b>	<b>142</b>	<b>100%</b>	<b>84</b>	<b>100%</b>

## 4 OBJECTIVES AND TARGETS

### Introduction

4.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the Travel Plan can be found in **Section 7**.

- Objectives are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- Targets are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the store will seek to reach within the period covered by this Travel Plan. In addition, interim targets have been set.

### Objectives

4.2 The Travel Plan's overriding objective is:

**To engage with and encourage both visitors and staff to use more sustainable ways of travelling to / from the community centre and place of worship through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway and public transport network.**

4.3 The sub-objectives are:

- Sub-objective 1: To increase visitor and staff awareness of the advantages and availability of sustainable / active modes of transport;
- Sub-objective 2: To promote the health and fitness benefits of active travel to all site users;
- Sub-objective 3: To introduce a package of physical and management measures that will facilitate visitor and staff travel by sustainable modes; and therefore,
- Sub-objective 4: To reduce unnecessary use of the car for the journey to and from the community centre and place of worship by visitors and staff.

### Targets

4.4 Targets are measurable goals by which the progress of the travel plan will be assessed. Targets are essential for monitoring progress and success of the travel plan. Targets should be 'SMART' – specific, measurable, achievable, realistic and time-related.

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, while Aim Targets are quantifiable and generally relate to the degree of modal shift the plan is seeking to achieve.

### **Action Targets**

4.6 The key action targets are set out below:

- A Travel Plan Coordinator will be appointed at least one month prior to the reoccupation of the site for prayer;
- To launch this travel plan upon occupation of the site again for prayer;
- Provide Travel Packs to all employees / volunteers on opening of the development;
- Carry out a Baseline Travel Survey in 2016 (Year 0) within 3 months of opening; and
- Each monitoring survey will occur within 1 month of the anniversary of the baseline survey in each survey year.

### **Aim Targets**

4.7 **Table 4.1** outlines the Aim Targets set out for the site. The targets are set to measure progress towards the main objectives over five years. These targets are to be achieved within five years of the launch of the Travel Plan. The interim targets are to be reached within three years of the launch of the Travel Plan.

4.8 The baseline figures are taken from the questionnaire survey, as detailed in **Section 3**. This Travel Plan recognises that it is not possible to set out accurate targets far in the future, even when based on actual modal share data. Given this, it should be acknowledged that the targets may change over time as results from on-going monitoring become available. This will be discussed with Travel Plan officers.

4.9 The travel questionnaire survey indicates that the vast majority of people attending the site currently do so by travelling on foot or by using the bus. The main aim of the travel plan will therefore be to reduce reliance on car / bus services and promote the use of 'active' modes of transport including walking and cycling.

<b>Table 4.1: Travel Plan AIM Targets</b>					
<b>Target</b>	<b>Indicator</b>	<b>Mode Split</b>			
		<b>Baseline (2016)</b>	<b>Interim (Year 1)</b>	<b>Interim (Year 3)</b>	<b>Final (Year 5)</b>
<b>Attendees</b>					
Achieve a 2% decrease in car driver and passenger trips	Modal split monitoring surveys	5%	5%	4%	3%
Achieve a 2% increase in bus trips	Modal split monitoring surveys	2%	2%	3%	4%
<b>Visitors</b>					
To ensure that occasional visitors to the community centre and place of worship are aware of the Travel Plan and its implications	Snapshot Survey	-	75% of Visitors	85% of Visitors	90% of Visitors

- 4.10 Considering the existing catchment area, which will remain the same, and the facilities available on site, the targets are considered to be reasonable.
- 4.11 Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets. For the most part this will be the main mode listed by staff / visitors in the monitoring surveys.

## 5 TRAVEL PLAN STRATEGY

### Marketing Strategy

- 5.1 Different methods of marketing the Travel Plan will be employed to maximise the impact of the different measures to be implemented, including providing appropriate sustainable transport information.
- 5.2 Methods for disseminating information will include:
- Briefings at the start of prayer sessions;
  - Noticeboards and information points;
  - Training for those involved in the day-to-day management of the community centre and place of worship; and
  - Leaflets distributed at prayer and other activity sessions.
- 5.3 Regular announcements will be made with regard to the Travel Plan and travel to the development.

### Commitment by the Community Centre and Place of Worship

- 5.4 The community centre and place of worship is committed to both this Travel Plan and to ensuring that the facility integrates successfully into the local community. To this end, the centre management is committed to the principles and funding of this Travel Plan and will ensure the effective implementation of the measures set out within the Travel Plan.

### Travel Plan Coordinator

- 5.5 The appointment of a Travel Plan Coordinator (TPC) is one of the most important aspects of Travel Plans. The TPC will be one of the members of staff and would have the support of the centre management.
- 5.6 The responsibilities of the TPC include providing the interface between all parties on the site, reporting to the local authority, and monitoring the progress being made towards site-wide transport objectives and the provision of sustainability measures.
- 5.7 The Travel Plan Coordinator's primary functions will include:
- Implementation of sustainable transport measures and promotion of them to visitors to the community centre and place of worship;

- Creation and dissemination of a travel leaflets for visitors to be distributed at prayer and other activity sessions;
- Liaison with Travel Plan Officers at the Council;
- Promotion of the objectives and benefits of the Travel Plan;
- Maintenance of all necessary systems, data and paperwork;
- Acting as the point of contact for information and exchange of ideas;
- Monitoring the achievements and performance of the Travel Plan and reporting these; and
- Increasing travel awareness through means such as publicity information, workshops and other suitable media to enable informed travel choices to be made.

### **Management Support**

- 5.8 The TPC will gain support for the Travel Plan internally by involving the centre management in the implementation of the Travel Plan who will be able to provide advice on implementation issues and provide support when introducing Travel Plan measures.
- 5.9 The TPC will be responsible for reporting back to the centre management on the Travel Plan's progress including any monitoring outcomes.
- 5.10 A number of measures will be introduced to ensure that the impact of the Centre on the local area is kept to a minimum, as described in the following paragraphs.

### **Management Structure**

- 5.11 The centre manager is Mr Abdirahman Barkhadle who is supported by the following members of the community:
- Management Committee (Trustee) Chair: Mohamoud Gure
  - Female Advisory Board Chair: Mulki Mohamed
  - Imam: Abdirahim Osman
  - Community Relations: Mohamed Dirshe
  - Supplementary: Omar Jama
  - Advice and Guidance: Mohamud Hasan
  - Youth Worker: Abdiwahab Muse



- Finance (Book keeper): Omar Jama

### **Information Dissemination**

5.12 The centre will ensure that information about any event, activity or change predicted to impact on residents is communicated to residents. This will be achieved through at least one of these channels:

- By letter;
- By email;
- Working group meeting;
- Notice on boards outside the centre; and,
- Letter/email distribution via the state officer.

5.13 The centre manager will make announcements to site users regarding sound and noise levels, discretion whilst leaving the centre, not congregating outside and local transport information, as necessary. Information posters within the centre will be updated regularly.

### **Sound Equipment**

5.14 All main centre equipment including sound equipment and the microphone cabinet will be kept locked and accessible only by certain personnel to ensure there is no misuse. Usage will be restricted to communicating within the basement room and Friday prayers only.

### **Entry and Exit to the Centre**

5.15 During peak times (including Friday prayers) users will be directed in and out of the centre to avoid congestion and crowding. The following centre officers will be responsible for above duties.

- Ground floor: Mr Amir Salim and Omar Jama
- Basement: Mrs Mulki Mohamed and Rahma Maow

5.16 Staff will make sure the emergency exits remain closed and are only used in an emergency. The exit door will always be closed to prevent noise spill onto the neighbouring flats.

- 5.17 Marshals will make sure people leave the premises over a staggered period of time to disperse quietly and with minimal impact on the local area. The Marshals will discourage people from gathering outside the building, particularly after leaving, as they can meet within the centre or elsewhere if they need to.
- 5.18 For more detailed information on the management structure and processes that are in place refer to the SCDT Management Plan.

## 6 SUSTAINABLE TRAVEL MEASURES

- 6.1 This section covers the measures that will be considered to assist visitors in travelling to the development by non-car modes.
- 6.2 The aim of the Travel Plan and targets that need to be met will be regularly reiterated to all members of the community centre and place of worship and any third party users of the building will be made aware of the Travel Plan.

### Information Provision

- 6.3 Travel information leaflets will be made available to all members of the community centre and place of worship. This will comprise a simple "Sustainable Transport" summary leaflet – e.g. "Use active modes of transport to/from the development"; and, "Do not park on-street in the vicinity of the development". This will also provide a brief summary of the Travel Plan and the targets that are to be met. The leaflets will be updated each term and will be provided to visitors at the beginning of each term.
- 6.4 A dedicated travel notice board will be provided. This will include all relevant public transport, walking, and cycling information but also details of the Travel Plan itself. The notice board will also contain specific details about where to and where not to park if travel to the development by car is absolutely necessary. In particular the minibus service will be promoted.
- 6.5 Word of mouth will also be an important means of disseminating information amongst visitors to the community centre and place of worship and the TPC will have a key role in managing this. Visitors will be reminded regularly about the objective to travel by modes other than the car and will be directed to the notice board.

### Personalised Travel Planning

- 6.6 The TPC with advice from Travel Plan Officers at the Council will offer a personalised Travel Planning service for all visitors and staff who wish to take up this service. It is expected that this will be offered before or after prayer and other sessions.
- 6.7 The TPC will be able to draw on advice from journey planning websites such as:  
<https://tfl.gov.uk/plan-a-journey/>

### Walking

- 6.8 The health benefits of walking will be promoted to visitors. Including '10,000 steps a day' promotion. Social walking groups, particularly to prayer sessions for those who live less than a mile from the community centre and place of worship will also be promoted.

## Cycling

- 6.9 A total of 2 cycle parking spaces (1 stand) is proposed to be provided in the courtyard area in front of the main entrance, in a convenient location at ground floor level.
- 6.10 The TPC will administer and promote travel by bicycle primarily through information provision but also through the following measures:
- Negotiating discounts for equipment with local suppliers, where possible; and,
  - Providing cycle maps of the local area (available for free from the Transport for London website: <https://tfl.gov.uk/forms/12419.aspx>).
- 6.11 The TPC will provide information to visitors on local cycle routes in the area and will endeavour to promote the use of cycling to access the site.
- 6.12 The use of the cycle parking will be monitored and additional spaces provided if usage requires this.

## Public Transport

- 6.13 The initial travel questionnaire has determined the distance visitors to the community centre and place of worship travel from home and the mode of transport used. It shows that the majority of people (88%) travel for less than 15 minutes to access the site and that 15% travel for between 15 – 30 minutes.
- 6.14 Furthermore, the TPC will ensure that:
- bus services are well publicised and promoted to visitors and where feasible the times of activities will be coordinated with bus service times; and
  - the contact details for local taxi operators are available on site.

## **7 MONITORING AND REVIEW**

- 7.1 This Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the development. This section sets out the proposals for monitoring and review of the Travel Plan.
- 7.2 Surveys will be carried out in Year 0 (2016), 1, 3 and 5 years after the opening of the development, to monitor progress towards the interim and final targets.
- 7.3 Additionally the use of cycle parking spaces will be monitored weekly to determine whether facilities are adequate.
- 7.4 The awareness of the availability of alternative modes will be monitored. This will be undertaken by the TPC and volunteer staff using snapshot surveys at the entrance. This will be undertaken over the period of one day at the same time that the travel surveys are being administered.

### **Reporting**

- 7.5 A Travel Plan review will be undertaken every year by the TPC, to assess the progress of the Plan and an annual Travel Plan report will be produced for the first 5 years after completion of the development. This will incorporate the results of monitoring throughout the preceding period.

## 8 ACTION PLAN

8.1 The Action Plan sets out the measures included within the Travel Plan that are directed at influencing visitor and staff travel.

8.2 The Action Plan will be revised every year following each Annual Travel Plan Review.

<b>Table 8.1: Action Plan</b>		
<b>Action</b>	<b>Responsibility</b>	<b>Target Date</b>
Production of Travel Plan	TPC / Centre Management	Submitted with the planning application
Appoint Travel Plan Coordinator (TPC)	TPC / Centre Management	One month prior to the development opening
Launch Travel Plan	TPC / Centre Management	Upon opening the development
Provide Travel Packs to all employees / volunteers	TPC / Centre Management	Upon opening the development
Initial Travel Survey (Year 0)	TPC / Centre Management	Within 3 months of occupation
Interim Monitoring	TPC / Centre Management	Within one month of the 1 <sup>st</sup> and 3 <sup>rd</sup> anniversary of the Initial Year 0 Travel Survey
Full Review at end of Year 5	TPC / Centre Management	Within one month of the 5 <sup>th</sup> anniversary of the Initial Year 0 Travel Survey
Monitor use of the proposed cycle stand	TPC / Centre Management	Weekly monitoring to be recorded
Distribute leaflets at prayer and other activity sessions.	TPC / Centre Management	Every term

