

**Elebro Ltd**

**140-146 Camden Street, Camden**

Commercial Travel Plan

August 2017

Caneparo Associates Limited  
21 Little Portland Street  
London W1W 8BT  
Tel: 020 3617 8200

[www.caneparoassociates.com](http://www.caneparoassociates.com)

Registered in England: 9930032

## Contents

1	INTRODUCTION.....	1
2	PLANNING POLICY.....	3
	National Transport Policy .....	3
	Regional Transport Policy .....	4
	Local Policy Context .....	4
3	THE SITE, ACCESSIBILITY AND TRAVEL PATTERNS .....	6
	The site.....	6
	Site Accessibility .....	7
	Baseline Travel Patterns .....	11
4	OBJECTIVES AND TARGETS .....	13
	Introduction.....	13
	Objectives.....	13
	Targets .....	14
5	TRAVEL PLAN MANAGEMENT .....	16
	Travel Plan Coordinator.....	16
	Marketing Strategy.....	17
6	MEASURES AND INITIATIVES.....	18
	Introduction.....	18
	Walking.....	18
	Cycling .....	19
	Public Transport .....	21
	Promotional events .....	21
	Personalised Travel Planning .....	22
	Commercial Travel Packs .....	22
7	MONITORING AND REVIEW.....	23
	Monitoring.....	23
	Review & Reporting .....	23
	ATTrBuTE.....	24
8	ACTION PLAN.....	25
9	SECUREMENT AND FUNDING.....	26
10	CONTACTS AND USEFUL INFORMATION.....	27

## **Figures**

Figure 1 - Site Location

## **Appendices**

Appendix A - TfL's Bus 'Spider' Map  
Appendix B - TfL's PTAL Calculation  
Appendix C - Method of Travel to Work Data  
Appendix D - Workplace Travel Survey Form  
Appendix E - ATTrBuTE Assessment

# 1 INTRODUCTION

1.1 Caneparo Associates Limited is retained by Elebro Ltd ('the Applicant') to provide traffic and transportation advice with regard to the approved development at 140-146 Camden Street, NW1 9LN, located in the London Borough of Camden.

1.2 An Interim Office Travel Plan was issued as part of the initial application process (ref: 20147908/P), however this subsequent Commercial Travel Plan seeks to fulfil the desired criteria as described in the below statements and to discharge the Condition clause 4.18:

*Prior to the Implementation date to:*

*a) Submit to the Council the Travel Plan for the Residential Areas and the Travel Plan for the Commercial Areas for approval; and b) Pay the Council the Travel Plan Monitoring Contribution.*

*Definition:*

*The two plans being one in relation to the users of the residential areas and one in relation to users of the commercial areas, each plan setting out a package of measures to be adopted by the owner in the management of the property with a view to inter alia reducing trips on motor vehicles to and from the property and promoting the use of the environmentally friendly transport incorporating (but not limited to):*

*a) The elements set out in the fourth schedule here to;*

*b) Provision for an initial review of each of the travel plans within 12 months of occupation date ensuring that each travel plan is updated upon receipt of results of the review and further approved in writing by the council;*

*c) A mechanism for monitoring and reviewing each of the travel plans on the first anniversary of the occupation date;*

*d) Measures to ensure subsequent reviews of each of the travel plans on the third and fifth anniversaries of the occupation date using the initial survey referred to in (b);*

*e) Provision for the appointment of travel plan co-ordinators prior to the occupation date and mechanism in place to advise the Council of direct contact details and any subsequent changes;*

*f) Identifying means of ensuring the provision of information to the council and provision of a mechanism for review and update as required;*

*g) To undertake a TRICS after-study of occupiers and provide TfL and the Council with the results within 12 months following the completion of the development.*



### **Travel Plan Aim**

- 1.3 The aim of this Travel Plan is to put in place the management tools that are necessary to enable future employees of the site to make informed decisions about their travel to / from the site. This will in effect minimise the adverse impacts of their travel on the environment. This aim is achieved by setting out a strategy for eliminating barriers which keep users of the site from making use of sustainable, as well as more active, transport modes.

### **Benefits**

- 1.4 The Travel Plan will bring about the following benefits:
- Employees – improved health and reduced stress, as well as potential travel cost and travel duration savings;
  - Transport Networks – Contributing to reducing congestion on the public transport networks through promotion of alternative commuting modes such as walking and cycling; and,
  - Community – setting an example to others by the development demonstrating its commitment to the Government's environmental priorities.

### **This Document**

- 1.5 This is a stand-alone document which contains all the relevant information needed to effectively implement and monitor the Commercial Travel Plan and is relevant for all future employees at the site.

## 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 sets out the Government's planning policies for England and how these are expected to be applied.
- 2.2 The NPPF sets out that a Travel Plan is a key tool for exploiting opportunities for the movement of goods and people and that all developments which generate significant amounts of movement should be required to provide a Travel Plan.
- 2.3 Chapter 4, 'Promoting Sustainable Transport' states at Paragraph 29 that:

*'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.'*

*Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion. 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.'*

## Regional Transport Policy

### The London Plan

- 2.4 The integration of transport and development to reduce the need to travel is a strategic focus of the London Plan (Policy 6.1). The plan also addresses the need to:
- Reduce emissions from transport;
  - Provide for pedestrians and cyclists;
  - Consider development proposals in light of existing transport capacity and proximity to major freight routes (as relevant); and
  - Promote actions to achieve wider environmental sustainability in London.
- 2.5 Critically, policy 6.3 of the Plan asserts that *'Workplace and / or residential travel plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL guidance...'*

### TfL Guidance

- 2.6 TfL guidance for travel planning 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.

## Local Policy Context

### Camden Planning Guidance – Transport (2011)

- 2.7 The overarching key messages provided by Camden's guidance on Travel Plans are
- *Travel plans enable a development to proceed without adverse impact on the transport system*
  - *The requirements of a Travel Plan will be tailored to the specific characteristics of the site and the development*

2.8 In terms of the key components of Commercial Travel Plans the document indicates that the following should be provided:

- *'Corporate/management support and commitment;*
- *Designated travel co-ordinator;*
- *Consultation on the plan;*
- *Staff travel surveys - baseline & monitoring;*
- *Targets – challenging but achievable;*
- *Promotion of the package to the workforce;*
- *Monitoring – on-going, to check and maintain progress and development.'*



### **3 THE SITE, ACCESSIBILITY AND TRAVEL PATTERNS**

- 3.1 This section provides details of the site proposal and surrounding area, describes the various modes of sustainable transport which can be used to access the site and provides the site's Baseline travel patterns used to establish the Travel Plan targets.

#### **The site**

- 3.2 The approved development will incorporate 1,959 sqm of office floor space in addition to 52 residential units. The site is situated next to Regent's Canal, with Bonny Street bordering the site to the north-west and Camden Street to the south-west. The site location plan is provided at **Figure 1**.

- 3.3 There are a number of amenities and public transport services available within a convenient walking distance of the site, as described later in this section.

#### **Local Highway Network**

- 3.4 The site has frontage on both Camden Street (A400) to the south-west and Bonny Street to the north-west. In the vicinity of the site, Camden Street (A400) is a one-way, 4 lane carriageway measuring approximately 12.5 metres in width.
- 3.5 Camden Street extends in a broadly north-west to south-eastern direction, providing roadway between Kentish Town Road and Euston Road (A501) via Crowndale Road and Pancras Road. A short distance to the north-west a bridge passes over Camden Street, with a height restriction of 15'6".
- 3.6 In the vicinity of the site Camden Street provides single yellow line road markings on either side of the carriageway. A bus stop is situated a short walking distance north-west of the site, on the eastern side of Camden Street.
- 3.7 Bonny Street is a broad (8.5 metres) yet short length of carriageway providing access between Camden Street and Prowse Place. It also permits pedestrian access to Camden Road and Camden Road Overground Station at its easternmost extent. Immediately adjacent to the site, Bonny Street provides an on-street loading bay which extends along a significant section of the site's north-western border.

3.8 Parking on Bonny Street is restricted for buses and vehicles over 5T, while on-street parking is provided on either side of the carriageway. The on-street pay & display and resident permit bays are operational under the following controls (Controlled Parking Zone CA-F):

- Monday - Friday – 8.30am - 6.30pm
- Saturday - Sunday – 9.30am - 5.30pm

## Site Accessibility

3.9 The site is accessible by numerous transport mode options for future users to utilise. The local footway and highway network are appropriate for active modes, via walking and cycling, while there are a number of public transport services located close to the site with bus stops, overground and underground stations.

### Walking

3.10 There is a good network of public footways and paths surrounding the site in all directions. Controlled and uncontrolled crossing points are provided with dropped kerbs with tactile and colour differentiated paving. The closest push button pedestrian crossing facilities to the site are located at the crossroads of Camden Street and Camden Road, approximately 100 metres south-east of the site.

3.11 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.

3.12 It is generally accepted that for journeys of up to 2km walking is an appropriate mode to replace car trips and this is set out in The Chartered Institution of Highways and Transportation (CIHT) Guidelines (*'Guidelines for Providing for Journeys on Foot'*) which suggests a maximum 'acceptable' walking distance for pedestrians without mobility impairment of 2km.

3.13 The site is located within a convenient walking distance of several of public transport services, while there are also a number of local amenities for the purpose of education, healthcare, leisure, recreation, and shopping, as summarised in **Table 3.1**

3.14 The vibrant local community provides a plethora of amenities and services, located in walking distance of the site, mitigating the need for site users to travel by less sustainable modes of transport.

Table 3.1: Approximate Distances to Local Amenities			
Amenity	Location	Distance (Meters)	Approximate Walking Time (Minutes)
<b>Public Transport Opportunities</b>			
Bus Stops	Camden Street (Stop D)	<100	1
	Camden Road (Stop N)	140	2
Camden Road Overground Station	Camden Road, Royal College Street	190	2
Camden Town Underground Station	Kentish Town Road, Camden Road	300	4
<b>Facilities and Amenities</b>			
Dry Cleaners	Camden Road	150	2
Sainsbury's Supermarket	Camden Road	170	2
Convenience Store	Camden Road	170	2
Biotech Pharmacy	Camden Road	200	3
St Michael's Church of England Primary School	Camden Street	290	4
HSBC Bank	Kentish Town Road	300	4
Hawley Infant School	Buck Street	350	4
Soho Gym	Camden High Street	400	5
Camden Market	Camden High Street	450	6
James Wigg GP	Bartholomew Road	650	8
Haverstock (Secondary) School	Haverstock Hill	1.2k	15

## Cycling

- 3.15 Guidance on cycling can be found in 'Cycle Friendly Infrastructure' guidelines published by the Chartered Institution of Highways and Transportation. This guidance highlights previous research by the DfT that three quarters of all journeys are less than 5 miles (8 kilometres) of which 60% are by car. The guidelines highlight that there is a '*substantial Potential for Substituting Cycling for Driving*' for distances up to 5 miles.
  
- 3.16 There is infrastructure for cycling within the vicinity of the site, with London Cycle Hire docking stations, on-street cycle parking and a number of cycle friendly roads in the local area.
  
- 3.17 London Cycle Hire is London's self-service, bike-sharing scheme for short journeys. The closest London Cycle Hire docking station is located on Bonny Street, close to Camden Road Overground Station entrance / exit point, approximately 160 metres to the east. This docking station is considerable in size with 45 docking points (bike spaces).
  
- 3.18 On-street cycle parking provision, in the form of Sheffield stands, is available in a number of places on Bonny Street, located on the north-western side of the carriageway. Further stands are located in close proximity to the London Overground Station, within the pedestrianised zone at the eastern extent of Bonny Street.
  
- 3.19 There are a number of local roads which have been designated by TfL as roads which are appropriate for use by cyclists. Roads are allocated into different categories based on the degree of cycle provision and a rating of cycle friendliness.
  
- 3.20 Bonny Street is a road included in the '*Other roads that have been recommended by cyclists*' category, in addition to Prowse Place, Jeffrey's Street, Hawley Road and Hawley Crescent. Other local roads have been labelled as '*Roads signed or marked for use by cyclists*' including St Pancras Way, Royal College Street and Castlehaven Road. While off-road routes are provided between Georgiana Street and Crowndale Road, as well as Randolph Street and Muriel Street, near Caledonian Road, to the south-east of the site.
  
- 3.21 A number of the aforementioned TfL designated cycle routes are included in the London Cycle Network route No. 6.

## Public Transport Accessibility

- 3.22 As aforementioned, the site has access to a number of public transport services. Additional information regarding service routes and frequency of service is provided below.

### Bus Services

- 3.23 The closest bus stop is located less than 100 metres walking distance to the north-west of the site, on Camden Street. In total 8 bus routes are available within a 640 metre walking distance of the site. A summary of the bus services available within a convenient walking distance of the site is provided at **Table 3.2** below. For information, the local area bus route map is included at **Appendix A**.

Table 3.2 Summary of Bus Service Frequency (every 'x' minutes)		
No.	Route	Weekday Frequency
<b>24</b>	Hampstead Heath – Pimlico	7-11
<b>27</b>	Chalk Farm – Chiswick Business Park	6-11
<b>29</b>	Trafalgar Square – Wood Green	3-7
<b>31</b>	White City – Camden	5-9
<b>46</b>	Lancaster Gate – St. Bartholomew's Hospital	6-11
<b>88</b>	Clapham Common – Camden	4-12
<b>134</b>	North Finchley – Tottenham Court Road	3-8
<b>168</b>	Hampstead Heath – Old Kent Road	6-9
<b>214</b>	Highgate Village – Moorgate	6-10
<b>253</b>	Euston – Hackney Central	4-8
<b>274</b>	Islington – Lancaster Gate	7-10
<b>C2</b>	Parliament Hill Fields – Victoria	7-10

## London Overground and Underground

- 3.24 Camden Road Overground Station is located 190 metres walking distance east of the site, providing regular overground services between Stratford and Richmond or Clapham Junction.

- 3.25 London Underground services are also available from Camden Town Underground Station, which is located to the south-west of the site. Camden Town Underground Station provides regular Northern Line services. Camden Road forms an interchange station for passengers seeking to change from services on the Charing Cross or Bank branches of the Northern Line, as well as the Edgware, Mill Hill East and High Barnet routes.

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

- 3.26 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.
- 3.27 The PTAL is categorised into six levels, 1 to 6 where 6 represents a high level of accessibility and 1 a low level of accessibility. The PTAL levels 1 and 6 are further subdivided into A and B levels, with level A indicating the location is rated towards the lower end of the PTAL category and B towards the higher end.
- 3.28 The site is situated within a PTAL zone of 6b, the highest rating possible, demonstrating that it has an 'excellent' rating of accessibility to public transport. **Appendix B** includes a copy of TfL's PTAL Calculation for the site.

### **Baseline Travel Patterns**

- 3.29 A site-specific baseline 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 employees travel to / from the site. The results of the aforementioned survey will be known as Year 0. 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.
- 3.30 Prior to site occupation, predicted modal share values have been obtained using Census data collected in 2011 for Method of Travel to Work for the Workday Population. The predicted modal split was calculated using the 2011 Mid-layer Super Output data. **Table 3.3** provides a summary of the different travel modes with associated proportion used by those working in the local area.

Table 3.3: Summary of Method of Travel to Work – Workday Population		
Mode	Census Percentage (%)	Predicted Percentage (%)
Underground	31	35
Rail	26	30
Bus	12	16
Taxi	0	0
Motorcycle	2	2
Car Driver	14	0*
Car Passenger	1	1
Cycle	5	6
Walk	8	9

\* No car journeys assumed due to the car free scheme

- 3.31 For the purpose of this Travel Plan, the modal split shown in **Table 3.3** will be used for target setting purposes until a Year 0 travel survey can be undertaken. Due to the car-free nature of the development, car driver trips are assumed to be zero. The full Method of Travel to Work Data is available at **Appendix C**.

## 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 **Chapter 7**.

- **Objectives:** 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 development will seek to reach within the period covered by this Travel Plan.

### Objectives

4.2 The Commercial Travel Plan's overriding objective is:

*'To engage with and encourage site employees to use more sustainable ways of travelling to / from the development, through more effective promotion of public transport and active modes. This will minimise the impact of the development on the surrounding road network and air quality.'*

4.3 The sub-objectives are as follows:

- Sub-objective 1: To increase the awareness of the advantages and use of sustainable / active modes of transport;
- Sub-objective 2: To reduce unnecessary use of private vehicles for journeys to and from the site;
- Sub-objective 3: To promote the health and fitness benefits of active travel; and,
- Sub-objective 4: To introduce a package of physical and management measures that will facilitate travel by sustainable modes.



## 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:
- To promote sustainable transport options for users of the site;
  - A Travel Plan Coordinator will be appointed at least three months prior to the first occupation of the commercial floor space;
  - To launch this Travel Plan when the development opens;
  - Each monitoring survey will occur within one month of the anniversary of the Year 0 survey in each survey year (i.e. Years 1, 3 and 5);
  - A sustainable transport noticeboard will be situated in an appropriate communal area (or areas, if appropriate) in a prominent location for the staff employed at the site. The noticeboard will be periodically updated so that it provides up-to-date information; and,
  - Commercial Travel Packs will be provided to all employees upon commencement of employment at the site. The packs will detail the measures set out in this document.

### Aim Targets

- 4.7 The Aim targets of this Travel Plan are focused on employees of the development, as opposed to visitors to the commercial floor space.
- 4.8 **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.

4.9 The Baseline figures have been taken from the predicted mode split, as detailed in **Section 3** and will be replaced by Year 0 data once it has been collected.

4.10 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 (i.e. site-specific Year 0 data). As such, it should be acknowledged that the targets may change over time as results from on-going monitoring become available.

Table 4.1: Commercial Travel Plan Aim Targets				
Target	Indicator	Mode Split		
		Baseline	Interim (Year 3)	Final (Year 5)
Occupiers / Staff				
Maintain a public transport mode share of 81%	Modal Split monitoring surveys for walking	81%	81%	81%
Achieve a 3% increase in cycling mode share	Modal Split monitoring surveys for cycling	6%	8%	9%
Visitors				
Increase the awareness of cycling and walking as viable options available to access the site	No Surveys Necessary	-	-	-

4.11 The indicators shown in **Table 4.1** are the elements which will be measured in order to assess progress towards meeting the targets. For the most part, conclusions will be generated from the modal selections recorded by employees in the monitoring surveys conducted in years 1, 3 and 5.

## **5 TRAVEL PLAN MANAGEMENT**

### **Travel Plan Coordinator**

- 5.1 If / when considered appropriate, the developer will pass responsibility of the travel plan onto the future occupiers of the site. The developer will need to appoint an initial Travel Plan Co-ordinator (TPC) to implement and administer the Travel Plan.
- 5.2 The TPC will be appointed / confirmed three months prior to first occupation of the commercial floor space, this may be the same individual employed to develop the Residential Travel Plan also associated with the site. The name / details of the TPC will be passed onto Camden's TP Officer at the earliest convenience.
- 5.3 The TPC is envisioned to be employed as a building manager, or similar role, for the development, and as such will have access to the appropriate technology to communicate effectively with all employees at the site and relevant stakeholders, using a variety of mediums.
- 5.4 The duties of the Travel Plan Co-ordinator will include:
- Issue, collection and assessment of the Commercial Travel Surveys at years 0, 1, 3 and 5;
  - Taking responsibility for data collection and review of the Travel Plan;
  - Oversee the development and implementation of the Travel Plan on a day-to-day basis;
  - Obtain and maintain commitment to, and support of, the Travel Plan by all employees;
  - Design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan;
  - Act as a point of contact for all employees requiring travel related assistance; and
  - Ensure the travel information available is always up to date.

### **Time Allocation**

- 5.5 The TPC is expected to undertake the management of the Commercial Travel Plan in addition to other duties. The individual undertaking the role will be allocated the time necessary to enable this Travel Plan to achieve its objectives.



- 5.6 Issuing of non-Travel Plan duties to the TPC should be avoided during survey collection, assessment and evaluation periods.

## **Marketing Strategy**

- 5.7 All employees, particularly those who have recently been employed at the site, will be made aware of the existence of the Commercial Travel Plan. The details of the Commercial Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Travel Plan will be explained.
- 5.8 A number of strategies for promoting the travel plan will be investigated by the TPC including; organised promotional events / activities, emails to employees, information posted on staff intranet pages, and attendance at staff meetings. Contact details of the TPC will be advertised in the event that site users wish to discuss specific matters directly.
- 5.9 An up to date Commercial Travel Pack will be provided to all employees, which will contain a summary of the Commercial Travel Plan, sustainable transport information for accessing the site and any other relevant transport information.

## **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. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.
- 6.2 In order to support active modes of travel by future employees a total of 12 secure cycle parking spaces will be provided on-site, which is in accordance with London Plan policy minimum standards.
- 6.3 The proximity of the site to local bus, overground and underground services will help to encourage sustainable travel by all site users travelling to and from the site.
- 6.4 The proposal includes provision for a single disabled on-street car parking bay for site users who may have difficulty utilising more sustainable modes of transport.

### **Walking**

- 6.5 Walking is a truly sustainable method of travel which offers site users predictable journey times and a range of physical and psychological benefits.
- 6.6 The TPC will develop marketing materials to highlight the health benefits of walking and will implement the following measures to encourage walking:
- Employees will be provided with information and advice concerning safe pedestrian routes to / from the development;
    - Promotion of Camden's walking leisure routes: Belsize Walk, Jubilee Walkway and Regent's Canal Towpath
    - Information regarding Ramblers should also be supplied. Ramblers is Britain's walking charity which seek to promote walking for health and pleasure. Their website provides information for arranged group walks and other walking routes surrounding the site - <http://www.ramblers.org.uk/>

- Further walking route information for Camden is supplied by Walk4Life - <http://www.walk4life.info/>
- Use of TfL's Journey Planner should be encouraged - <https://tfl.gov.uk/modes/walking/>
- Awareness promotion of pedestrian signage located around the borough which has been implemented to assist navigation, including Legible London signs
- Promotion of local and national walking promotion events such as:
  - National Walking Month - <https://www.livingstreets.org.uk/>
  - Walk to Work Week - <https://walkit.com/>

## Cycling

- 6.7 Cycling is a healthy, low cost, environmentally friendly way to travel and keep fit. As with walking, cycling offers site users predictable journey times, alongside short and long term health benefits.
- 6.8 With a London Cycle Hire docking station located on Bonny Street, close to the entrance of Camden Road Overground Station, the London Cycle Hire scheme is a convenient way that future site users may increase the use of active modes of transport.
- 6.9 Promotion of the London Cycle Hire Scheme should encourage awareness of the facilities available for cycling in the borough; with numerous cycle friendly roads and a network of London Cycle Hire docking stations located around central London and further afield.
- 6.10 The TPC will promote any local events set up to provide cycle security advice and marking such as Bike Register events which are set up by the police - <https://www.bikeregister.com/>
- 6.11 Other specific cycle promotions will include the following:
- Promotion of the health benefits of cycling;
  - Promotion of events and organisations promoting cycling, such as:
    - Cycle to work week event - <http://bikeweek.org.uk/us/>

- Cycle to work day - <https://www.cycletoworkday.org/>
- London Cycling Campaign - <https://lcc.org.uk/>
- Charitable membership organisations such as Cycling UK - <http://www.cyclinguk.org/>
- British Cycling - <https://www.britishcycling.org.uk/>
- Cycle skills courses provided by Camden – [www.facebook.com/cyclingcamden](http://www.facebook.com/cyclingcamden)
- The Lets Ride website providing information on led rides from beginners to advanced - <https://www.letsride.co.uk/>
- London Cycle Guides indicating which roads are appropriate for use by cyclists are available for free from TfL's website - <https://tfl.gov.uk/forms/12419.aspx>
- Detailed route planning available from Cycle Streets Journey Planner - <https://www.cyclestreets.net/>
- Information regarding use and purchase of electric bikes is available from E Bike Trips - <http://ebiketips.co.uk/>
- Cycle routes and other cycling information provided on notice boards, in communal areas, and in Commercial Travel Packs
- Promotion of websites providing advice and information for cyclists in the borough such as Camden Cyclists and the Council's website - <https://camdencyclists.org.uk/> and <https://www.camden.gov.uk/ccm/navigation/transport-and-streets/cycling-in-camden/>
- Promotion of the free cycle training provided by the employee's home Borough / Council. Information for Camden's cycle training is available on their Facebook page or website - <https://www.camden.gov.uk/ccm/content/transport-and-streets/cycling-and-pedestrians/cycle-training-in-camden/>

## Public Transport

- 6.12 Up-to-date details of bus services, including route information and service frequencies, will be permanently on display in prominent locations. Bus stop codes should be provided / displayed for employees, in order to access live bus departure times, which can be accessed via computer or smart phone.
- 6.13 Advice for safe travel when using public transport (and taxi's) at night will be promoted by the TPC, with information sourced from TfL and other websites - <https://tfl.gov.uk/campaign/safer-travel>
- 6.14 National Rail, TfL Journey Planner websites and enquiry phone numbers will also be promoted through all relevant means.
- The TPC will provide promotion of sites and phone apps that provide public transport timetables and ticket purchase such as:
    - National public transport timetables for bus and rail provided by Traveline - <http://www.traveline.info/>, or National Rail for trains only - <http://www.nationalrail.co.uk/>
    - For travel within London, sites and apps run by TfL and City Mapper - [www.tfl.gov.uk](http://www.tfl.gov.uk), <https://citymapper.com/london>
    - Network issues are highlighted within the route planner mode of Google Maps - <https://www.google.co.uk/maps>

- 6.15 The TPC will offer a personalised Travel Planning service for all employees who request it, drawing on advice from journey planning websites as described above.

## Promotional events

- 6.16 Holding promotional events encourages awareness of the Commercial Travel Plan and its objectives. The TPC will be encouraged to promote events such as 'Bike Week' in June and 'Walk to Work Week' in May.



## **Personalised Travel Planning**

- 6.17 The TPC will offer personalised travel planning advice to all new and existing employees that request it. The service will be advertised where appropriate.
- 6.18 The TPC is encouraged to draw upon websites such as TfL's journey planner ([www.tfl.gov.uk](http://www.tfl.gov.uk)) for advice.

## **Commercial Travel Packs**

- 6.19 All employees will be given information about the Travel Plan and travel options in the form of a Commercial Travel Pack. The Pack will contain at least the following information:
- A summarised version of this Commercial Travel Plan document, that sets out it's purpose and associated benefits;
  - Timetables and route maps for public transport;
  - Contact numbers and web details for the TfL Journey Planner and National Rail Enquiries;
  - Bus stop codes and weblinks for the nearest bus stops;
  - Local taxi company details;
  - Local Car Club information; and,
  - Cycling and walking maps for the local area.

## 7 MONITORING AND REVIEW

### Monitoring

- 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 site. This section sets out the proposals for monitoring and review of the Commercial Travel Plan.
- 7.2 The site user monitoring programme will begin with the Year 0 travel survey, to be undertaken after reaching the trigger point of six months of first occupation or 75% occupation, whichever comes first. The surveys will be marketed by the TPC to encourage a high response rate (at least 30%).
- 7.3 Further iTRACE compliant surveys will be carried out in years 1, 3 and 5, to monitor progress towards the final targets. An example of a compliant draft Commercial Travel Survey Form is provided at **Appendix D**.

### Review & Reporting

- 7.4 A Commercial Travel Plan Review will be undertaken every year, by the TPC, to assess the progress of the Plan. A full Commercial Travel Plan report will be produced in Years 3 and 5 which will incorporate the results of monitoring throughout the preceding periods and examine the travel survey results.
- 7.5 All monitoring will be issued to the Council for approval ([travelplans@camden.gov.uk](mailto:travelplans@camden.gov.uk)) during years 0, 1, 3 and 5. Any required amendments to the Travel Plan or strategies for its implementation will be discussed with and reviewed by the local planning authority.

## ATTrBuTE

- 7.6 ATTrBuTE is a tool for assessing the quality of Travel Plans prepared as part of the development control planning process in London. ATTrBuTE version 3.0 was launched online in 2011 by TfL and is widely used.
- 7.7 ATTrBuTE is intended to:
- Improve the overall quality of development related Travel Plans by listing the criteria that should be included in the plan and so providing a framework for Travel Plan preparation.
  - Give consistency to the way Travel Plans are assessed as part of the development control planning process.
- 7.8 This Travel Plan has been assessed using ATTrBuTE and has passed. The ATTrBuTE Assessment output is contained in **Appendix E**.

## 8 ACTION PLAN

8.1 The Commercial Travel Plan Action Plan is outlined in **Table 8.1** below. The Action Plan will be revised every year following each Annual Travel Plan Review.

<b>Table 8.1: Travel Plan Action Plan</b>		
<b>Action</b>	<b>Responsibility</b>	<b>Target</b>
Appointment of Travel Plan Co-ordinator	Developer	3 months prior to initial commercial occupation
Provision of Cycle Parking	Developer	Prior to initial commercial occupation
Erection of Noticeboards	TPC	Prior to initial commercial occupation
Production of a Commercial Travel Pack	TPC	Prior to initial commercial occupation
Year 0 Travel Survey	TPC	Within 6 months of the initial commercial occupation or 75% occupation, whichever comes first
Set / Finalise Targets	TPC	Within 1 month of Year 0 commercial Travel Survey
Promote Active Modes	TPC	On-going with emphasis on summer months
Promote Public Transport Use	TPC	On-going
Promote Use of Car Share Schemes	TPC	On-going
iTrace compliant Surveys	TPC	Within one month of the 1st, 3rd and 5 <sup>th</sup> anniversary of the Year 0 commercial Travel Survey
Review of Travel Plan	TPC	Annually
Full Review at Year 3 and 5	TPC	3 and 5 years after Year 0 Travel Survey

## **9 SECUREMENT AND FUNDING**

- 9.1 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 can be achieved.
- 9.2 This will include funding the TPC, travel surveys and implementation of all reasonable necessary measures.

## 10 CONTACTS AND USEFUL INFORMATION

### Contacts

Travel Plan Coordinator (TPC):

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

Address: \_\_\_\_\_

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

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

### Useful Websites

Department for Transport (DfT) – [www.dft.gov.uk](http://www.dft.gov.uk)

Liftshare.com – [www.liftshare.com](http://www.liftshare.com)

National Rail – [www.nationalrail.co.uk](http://www.nationalrail.co.uk)

Transport for London (TfL) Journey Planner – [www.tfl.gov.uk/journeyplanner](http://www.tfl.gov.uk/journeyplanner)

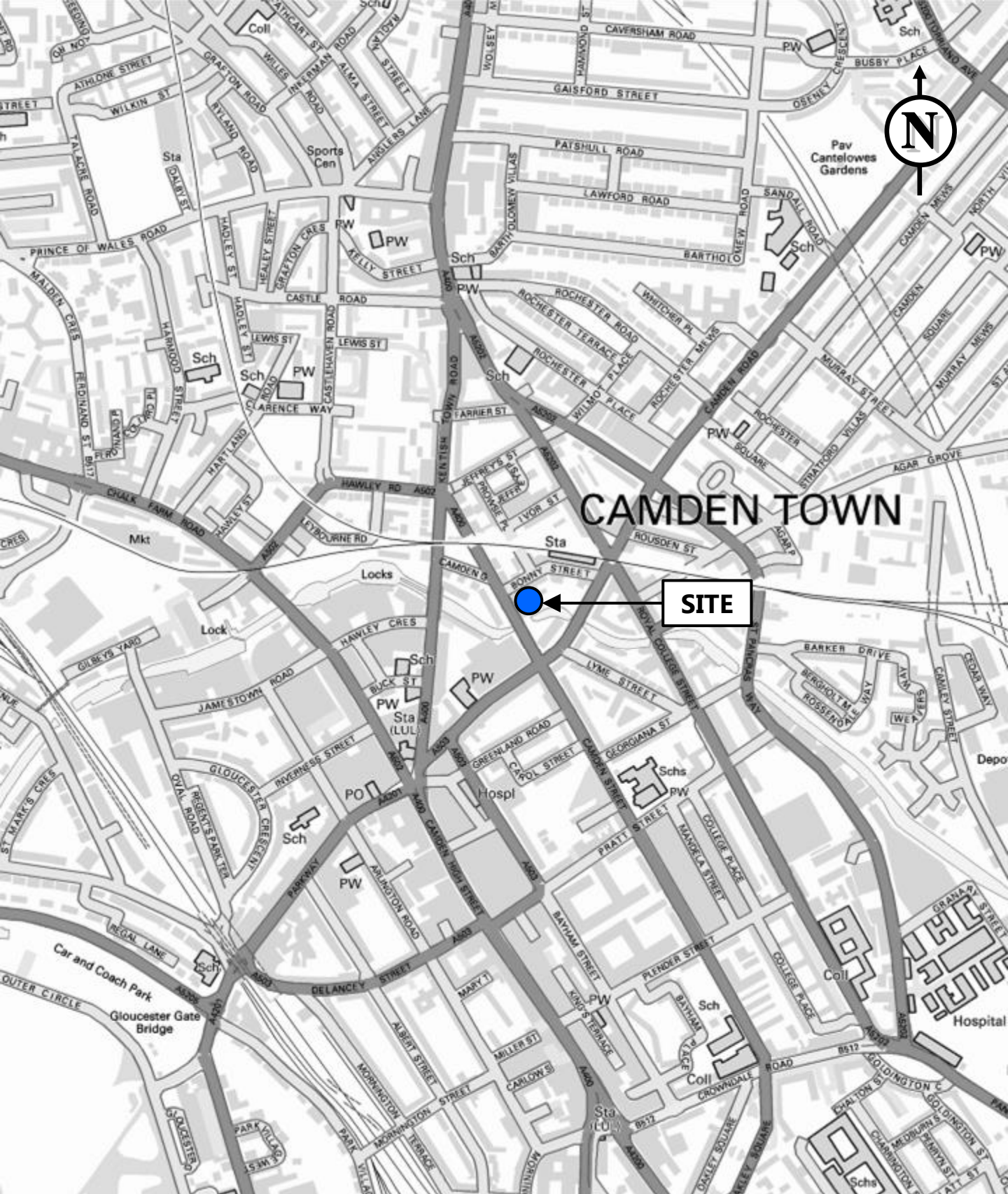
Bus Maps – [https://tfl.gov.uk/maps /bus-spider-maps](https://tfl.gov.uk/maps/bus-spider-maps)

Cycle Maps - <http://www.sustrans.org.uk/ncn/map> / <https://tfl.gov.uk/forms/12419.aspx>

### Useful References

TfL Travel Plan Guidance: <http://www.tfl.gov.uk/info-for/urban-planning-and-construction/travel-plans>

## Figures



TITLE:  
**Site Location Plan**

PROJECT:  
**140-146 Camden Street, Camden**

CLIENT:  
**Elebro Ltd**



**CANEPARO**  
ASSOCIATES

Transport Planning & Highway Design  
21 Little Portland Street  
London W1W 8BT  
Tel: 020 3617 8200  
www.caneparoassociates.com  
Registered in England: 9930032

DRAWN: L.D	CHECKED: P.C	DATE: 21.08.2017	SCALE: NTS
---------------	-----------------	---------------------	---------------

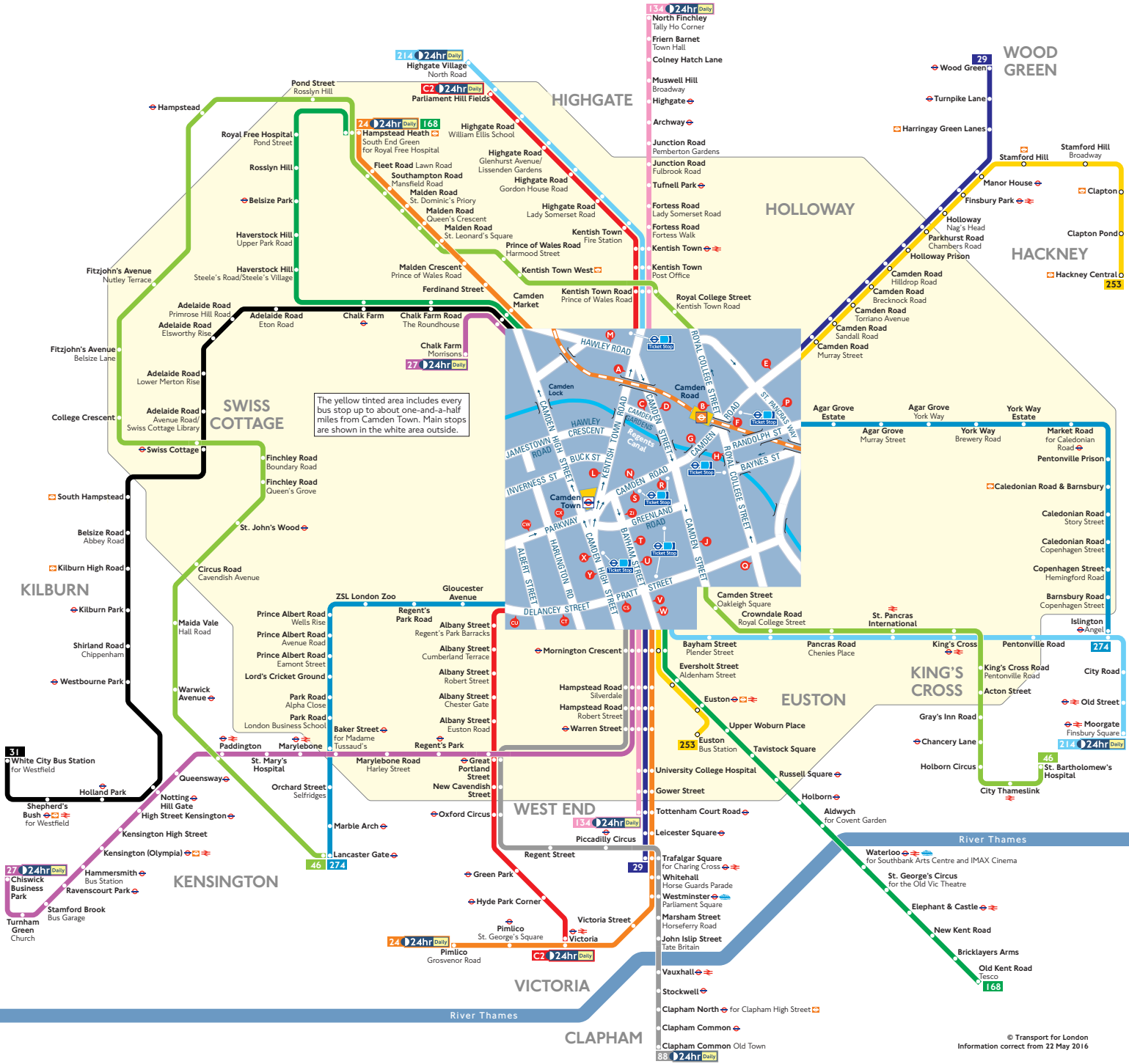
DRAWING REFERENCE: **Figure 1**



# **Appendix A**

## **TfL Bus 'Spider' Map**

# Buses from Camden Town



## Route finder

Bus route	Towards	Bus stops
24	Hampstead Heath	X
24	Pimlico	DMSV
27	Chalk Farm	X
27	Chiswick Business Park	DMSV
29	Trafalgar Square	FSV
29	Wood Green	EGNY
31	White City	UX
46	Lancaster Gate	BHO
46	St. Bartholomew's Hospital	DJ
88	Clapham Common	CSV
134	North Finchley	ALY
134	Tottenham Court Road	DVS
168	Hampstead Heath	X
168	Old Kent Road	DMRTW
214	Highgate Village	ALY
214	Moorgate	DRTW
253	Euston	FRTW
253	Hackney Central	EGNY
274	Islington	CGNP
274	Lancaster Gate	CGNP
C2	Parliament Hill Fields	ACGL
C2	Victoria	CGDRT

## Key

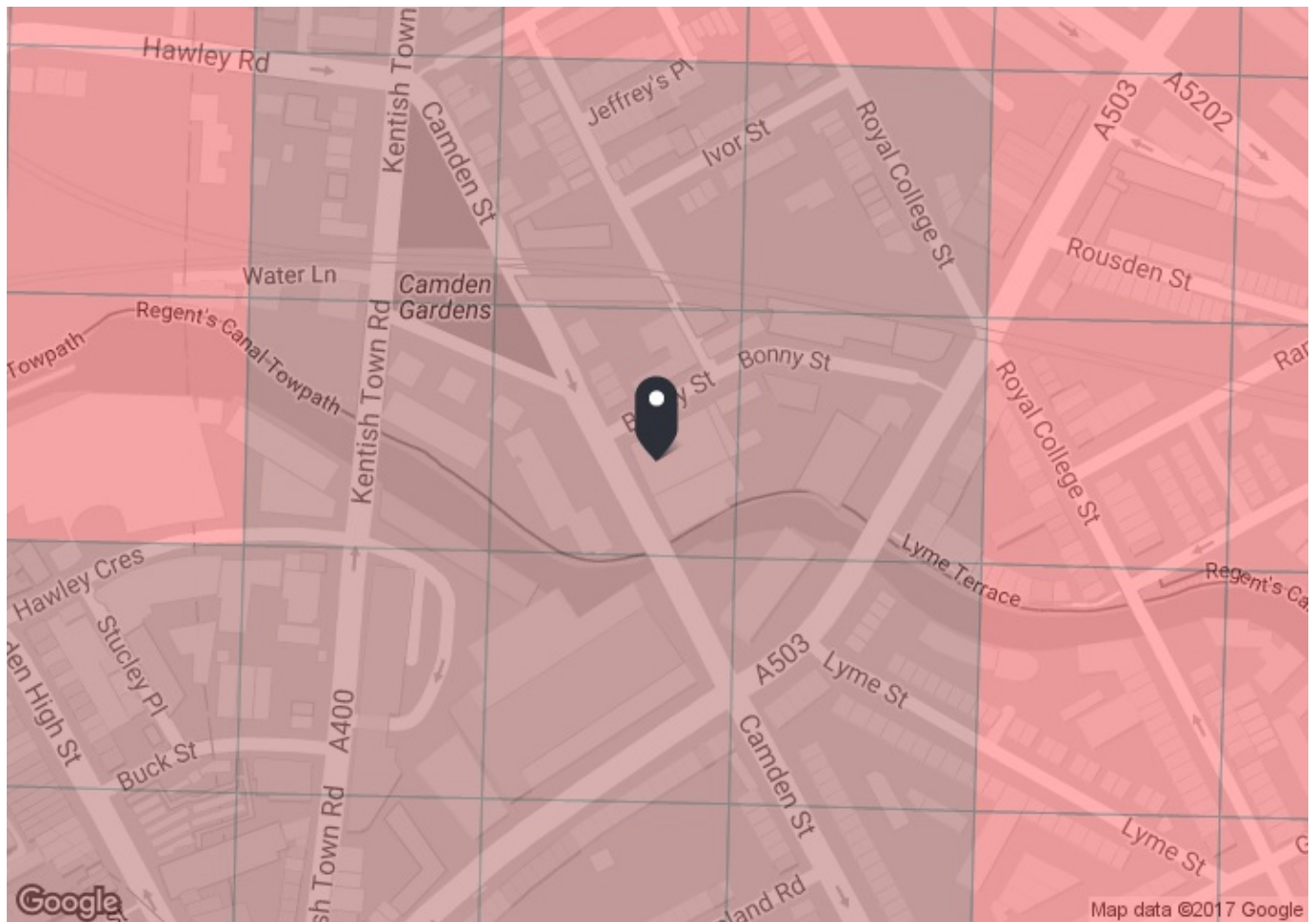
	Connections with London Underground
	Connections with London Overground
	Connections with National Rail
	Connections with river boats

## Ways to pay

	Use your contactless debit or credit card. It's the same fare as Oyster and there is no need to top up.
	Top up your Oyster pay as you go credit or buy Travelcards and bus & tram passes at around 4,000 shops across London.
	Sign up for an online account to top up online and see your travel history and spending.

## **Appendix B**

### **TfL's PTAL Calculation**



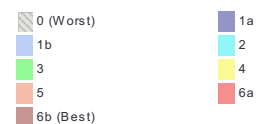
### PTAL output for Base Year 6b

144 Camden St, London NW1 9PF, UK  
Easting: 529064, Northing: 184132


Grid Cell: 99295

Report generated: 21/08/2017

### Map key - PTAL



### Map layers

 PTAL (cell size: 100m)

### 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

Calculation data

Mode	Stop	Route	Distance (metres)	Frequency(vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	CAMDEN ROAD STATION	274	160.69	7.5	2.01	6	8.01	3.75	0.5	1.87
Bus	CAMDEN ROAD STATION	29	160.69	15	2.01	4	6.01	4.99	0.5	2.5
Bus	CAMDEN ROAD STATION	253	160.69	12	2.01	4.5	6.51	4.61	0.5	2.3
Bus	CAMDEN ST CAMDEN GARDENS	C2	81.1	8	1.01	5.75	6.76	4.44	0.5	2.22
Bus	CAMDEN ST CAMDEN GARDENS	24	81.1	10	1.01	5	6.01	4.99	0.5	2.49
Bus	CAMDEN ST CAMDEN GARDENS	134	81.1	12	1.01	4.5	5.51	5.44	1	5.44
Bus	CAMDEN ST CAMDEN GARDENS	46	81.1	6	1.01	7	8.01	3.74	0.5	1.87
Bus	CAMDEN ST CAMDEN GARDENS	31	81.1	10	1.01	5	6.01	4.99	0.5	2.49
Bus	CAMDEN ST CAMDEN GARDENS	27	81.1	8	1.01	5.75	6.76	4.44	0.5	2.22
Bus	CAMDEN ST CAMDEN GARDENS	168	81.1	9	1.01	5.33	6.35	4.73	0.5	2.36
Bus	CAMDEN ST CAMDEN GARDENS	214	81.1	8	1.01	5.75	6.76	4.44	0.5	2.22
Bus	CAMDEN GARDENS STAND	88	82.89	9	1.04	5.33	6.37	4.71	0.5	2.36
Bus	K T RD PRINCE OF WALES R	393	568.01	5	7.1	8	15.1	1.99	0.5	0.99
Rail	Camden Road	'CLPHMJ2-STFD 2L50'	97.29	3.67	1.22	8.92	10.14	2.96	1	2.96
Rail	Camden Road	'STFD-CLPHMJ2 2Y11'	97.29	3.67	1.22	8.92	10.14	2.96	0.5	1.48
LUL	Camden Town	'Edgware-Morden'	415.85	9	5.2	4.08	9.28	3.23	0.5	1.62
LUL	Camden Town	'Morden-HighBarnet'	415.85	14.67	5.2	2.79	7.99	3.75	1	3.75
LUL	Camden Town	'MillHillE-Morden'	415.85	1.33	5.2	23.31	28.5	1.05	0.5	0.53
LUL	Camden Town	'Morden-Edgware'	415.85	4.67	5.2	7.17	12.37	2.42	0.5	1.21
LUL	Camden Town	'HighBarnet-Morden'	415.85	0.33	5.2	91.66	96.86	0.31	0.5	0.15
LUL	Camden Town	'Kennington-Edgware'	415.85	14.67	5.2	2.79	7.99	3.75	0.5	1.88
LUL	Camden Town	'HighBarnet-Kenningt'	415.85	5.33	5.2	6.38	11.58	2.59	0.5	1.3
LUL	Camden Town	'MillHill-Morden'	415.85	1.67	5.2	18.71	23.91	1.25	0.5	0.63
LUL	Camden Town	'MillHillE-Kenningt'	415.85	1.67	5.2	18.71	23.91	1.25	0.5	0.63
Total Grid Cell AI:										47.48

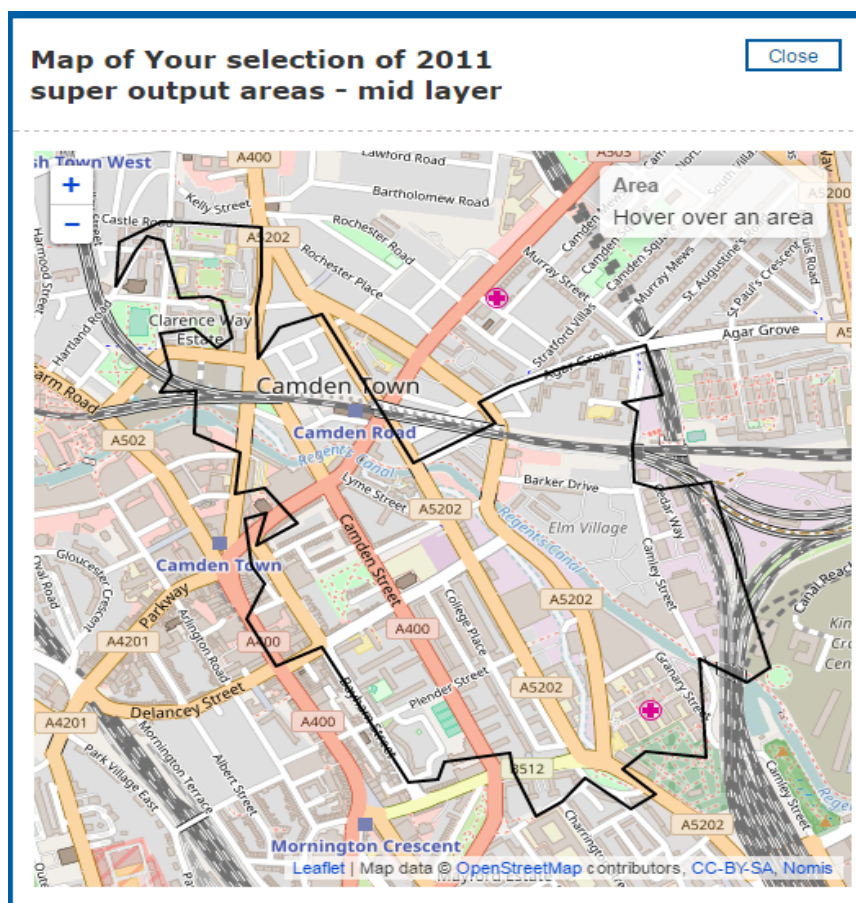
## **Appendix C**

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

ONS Crown Copyright Reserved [from Nomis on 21 March 2017]

**Data Used:**

Method of travel to work (2001 specification)	2011	2001
All categories: Method of travel to work	13,006	9,474
Work mainly at or from home	434	
Underground, metro, light rail or tram	2,979	31
Train	2,510	26
Bus, minibus or coach	1,120	12
Taxi	24	0
Motorcycle, scooter or moped	156	2
Driving a car or van	1,341	14
Passenger in a car or van	83	1
Bicycle	513	5
On foot	748	8
Other method of travel to work	32	
Not in employment	3,066	100



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.

## **Appendix D**

### **Commercial Travel Survey Form**



# 140-146 Camden Street - Travel Survey Questionnaire

As part of the 'workplace' Travel Plan at No. 140-146 Camden Street, 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)  
☐ Motorbike > 125 (09) ☐ Taxi (10) ☐ Walk (11)  
☐ Other (12) – 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)  
☐ Motorbike >125 (09) ☐ Taxi (10) ☐ Walk (11)  
☐ Other (12) – 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)

## **Appendix E**

### **ATTrBuTE Assessment**

# ATTrBuTe

Travel plan name	Commercial 140-146 Camden Street
Planning application reference number	2014/7908/P
Name of travel plan author	Caneparo Associates
Email address of travel plan author	ld@caneparoassocaites.com
Telephone number of travel plan author	02036178200
Name of travel plan assessor	Dell
Job title/role of travel plan assessor	
Plan Type	Local level   Framework   Travel Plan (occupiers known)

--

The development		4/7
Does the travel plan include... a) a breakdown of the different land uses expected on site? b) details of the size of each type of land use? c) details of how build-out of the development will be phased?	1,959 sqm of office floor space in addition to 52 residential units	2
Does the travel plan include... a) full address of the development? b) contact details for the person responsible for preparing the travel plan? c) monitoring programme?	140-146 Camden Street, NW1 9LN, located in the London Borough of Camden 21 Little Portland Street London W1W 8BT	2
Does the travel plan include details of the number of users expected on site (including employees, residents, deliveries and visitors)?	NONE	0
Does the framework travel plan include a commitment for occupiers of the site to develop individual travel plans within the context of the overarching plan?	NONE	0
Policy		2/2
Does the travel plan include reference to relevant national, regional and local / borough... a) transport and spatial policy? b) travel planning guidance?	NONE	2
Site assessment		3/3
To what extent does the travel plan clearly describe the accessibility and quality of... a) existing transport networks? b) existing travel initiatives available to all users?	NONE	3
Surveys		2/3
Are iTRACE (or TRAVL where specified by the borough)-compliant site user travel surveys proposed?	Travel survey attached	1
Are appropriate freight surveys proposed?	NONE	0

Is a baseline modal split (actual trip numbers and percentage of all trips) estimated for the site?	NONE	1
<b>Objectives</b>		<b>3/3</b>
Does the travel plan include objectives which reflect... a) Mayoral policy & strategic guidance? b) local / borough policy and guidance? c) the challenges and opportunities specific to the site?	NONE	3
<b>Targets</b>		<b>2/2</b>
Are there targets linking directly to each objective?	NONE	1
Have targets appropriate to the phasing of the development been set?	NONE	1
<b>TP Co-ordinator</b>		<b>3/3</b>
Has the framework travel plan co-ordinator.... a) roles and responsibilities been made clear? b) been allocated a sufficient amount of time to spend on the travel plan?	NONE	2
Has a site-wide travel plan co-ordinator been identified or is there agreement upon when a co-ordinator will be in place?	agreement upon when a co-ordinator will be in place	1
<b>Measures</b>		<b>6/6</b>
To what extent do the site-wide measures... a) support the objectives of the travel plan? b) reflect the context of the site?	NONE	3
Is an action plan provided which includes... a) short / medium / long term actions? b) timescales and responsibilities?	NONE	2
Is the action plan clear on how and when travel plans will be developed among occupying organisations?	NONE	1
<b>Monitoring</b>		<b>2/2</b>
Is a clear site-wide monitoring programme that adheres to the standardised approach included?	NONE	1
Is it clear who is responsible for site-wide monitoring?	TPC	1
<b>Securing and enforcement</b>		<b>1/1</b>
Is it clear how the travel plan will be secured?	The applicant will fund all necessary fees	1
<b>Funding</b>		<b>6/6</b>
Has a sufficient budget been set for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
Have funding streams been identified for the site-wide... a) travel plan co-ordinator post? b) measures?	NONE	3

c) monitoring programme?		
<b>Total - PASS</b>		<b>34</b>