



**ttp consulting**  
transport planning specialists

**Summit Hotels Ltd.**

**152-156 Finchley Road**

**Travel Plan**

**November 2017**

TTP Consulting Ltd  
111-113 Great Portland Street  
London W1W 6QQ  
Tel: 020 7100 0753

[www.ttp-consulting.co.uk](http://www.ttp-consulting.co.uk)

Registered in England: 09931399

## Contents

<b>1</b>	<b>INTRODUCTION .....</b>	<b>1</b>
<b>2</b>	<b>POLICY AND GUIDANCE .....</b>	<b>3</b>
	National Planning Policy Framework (March 2012) .....	3
	London Plan (March 2016) .....	3
	Camden Local Plan (Adopted July 2017) .....	5
	TfL Guidance .....	5
<b>3</b>	<b>ACCESSIBILITY AND TRAVEL PATTERNS .....</b>	<b>6</b>
	Access on Foot .....	6
	Access by Cycling .....	7
	Access by Public Transport .....	8
	Taxi .....	10
	Car Clubs .....	10
	Travel Patterns.....	10
<b>4</b>	<b>OBJECTIVES AND TARGETS .....</b>	<b>11</b>
	Targets .....	12
<b>5</b>	<b>TRAVEL PLAN STRATEGY .....</b>	<b>14</b>
	Travel Plan Management .....	14
	Marketing Strategy .....	15
<b>6</b>	<b>MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL.....</b>	<b>16</b>
	Measures for Staff Travel.....	16
	Measures for Guests .....	20
	Measures for Disabled Persons .....	20
<b>7</b>	<b>MONITORING AND REVIEW .....</b>	<b>21</b>
	Monitoring.....	21
	Review .....	21
	Reporting .....	22
	Remedial Measures.....	22
	ATTrBuTE .....	23
<b>8</b>	<b>ACTION PLAN .....</b>	<b>24</b>
<b>9</b>	<b>SECUREMENT AND FUNDING.....</b>	<b>25</b>

## Appendices

Appendix A -	Quietway Route 3
Appendix B -	TfL Bus Spider Map
Appendix C -	PTAL Report
Appendix D -	ATTrBuTE Results

## 1 INTRODUCTION

- 1.1 This Travel Plan has been prepared by TTP Consulting on behalf of Summit Hotels Ltd. (“the Owner”) for the Holiday Inn at 152 – 156 Finchley Road (the Hotel) located in the London Borough of Camden (LBC).
- 1.2 The Hotel is located benefits from an excellent level of accessibility to public transport services with numerous opportunities to travel by bus, rail and underground within a short walking distance as shown at **Figure 1**.
- 1.3 This Travel Plan has been developed as a long-term strategy to set out the principles and a range of measures to ensure that travel made by employees is carried out in the most sustainable means possible.
- 1.4 The main aim of this Travel Plan is to present the framework of management tools deemed necessary to enable employees to make informed decisions about their travel, with a view to minimising the adverse impacts of their travel choices on the environment.
- 1.5 This Travel Plan is aimed at all employees and has the primary objective of reducing unnecessary vehicular trips and to increase the use of alternative more sustainable modes of transport and in particular walking and cycling. The Travel Plan has been prepared in accordance with the latest Travel Plan guidance issued by Transport for London (TfL) which stipulates that all workplaces equal to or greater than 2,500sqm gross floor area are required to prepare a Travel Plan.
- 1.6 The Hotel provides accommodation for guests in 135 bedrooms with catering facilities and a meeting room on the ground floor. Pedestrian access is possible from Finchley Road into the reception or from the courtyard / car park to the rear which provides 3 accessible parking spaces.
- 1.7 The Travel Plan Co-ordinator contact details are as follows;

**Name:** Eleanor Cruz

**Tel:** 020 7433 6663

**Email:** [summithotels@btconnect.com](mailto:summithotels@btconnect.com)

1.8 The remainder of this Plan is structured as follows:

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

## 2 POLICY AND GUIDANCE

### National Planning Policy Framework (March 2012)

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

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

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

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

2.4 A Travel Plan is later defined as:

*"A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed"*.

### London Plan (March 2016)

2.5 The London Plan sets out the framework for the development of London over the next 20-25 years. The policies in the London Plan are consistent with the National Planning Policy Framework.

2.6 Paragraph 1.53 sets out the Mayor's objectives and vision. Point 6 states the following with regards to transport:

*"A city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities with an efficient and effective transport system which actively encourages more walking and cycling, makes better use of the Thames and supports delivery of all the objectives of this Plan."*

2.7 Chapter 6 (Transport) states that:

*"The Mayor recognises that transport plays a fundamental role in addressing the whole range of his spatial planning, environmental, economic and social policy priorities. It is critical to the efficient functioning and quality of life of London and its inhabitants. It also has major effects – positive and negative – on places, especially around interchanges and in town centres and on the environment, both within the city itself and more widely. Conversely, poor or reduced accessibility can be a major constraint on the success and quality of places, and their neighbourhoods and communities. He is particularly committed to improving the environment by encouraging more sustainable means of transport, through a cycling revolution, improving conditions for walking, and enhancement of public transport."*

2.8 Policy 6.1 sets out a number of strategic aims, with those relevant to the proposals as follows:

*"encouraging patterns and nodes of development that reduce the need to travel, especially by car;*

*seeking to improve the capacity and accessibility of public transport, walking and cycling, particularly in areas of greatest demand;*

*supporting measures that encourage shifts to more sustainable modes and appropriate demand management; and*

*promoting walking by ensuring an improved urban realm."*

2.9 With regards to Travel Plans, Policy 6.3: Assessing Effects of Development on Transport Capacity states the following:

*"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. Construction logistics plans should be secured in line with the London Freight Plan and should be co-ordinated with travel plans. "*

2.10 Chapter 6 further states that:

*"Travel plans for major developments should give details of proposed measures to improve non-car based access, reduce parking and mitigate adverse transport impacts."*

## **Camden Local Plan (Adopted July 2017)**

- 2.11 The Camden Local Plan sets out the key elements of the borough's planning vision and strategy to help achieve its objectives through adopting a number of policies.
- 2.12 The document states in Policy A1 – 'Managing the impact of development', that *"the Council will consider information received within Transport Assessments, Travel Plans and Delivery and Servicing Management Plans to assess the transport impacts of development."*

## **TfL Guidance**

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

### 3 ACCESSIBILITY AND TRAVEL PATTERNS

3.1 The Hotel is accessible by non-car modes benefitting from an excellent level of access to public transport services and the provision of walking and cycling links in the vicinity.

#### Access on Foot

3.2 It is generally accepted that walking provides the best opportunity to replace short car journeys with 2km considered to be a maximum 'acceptable' walking distance for pedestrians without mobility impairment.

3.3 The local area benefits from a good pedestrian environment providing access to numerous local facilities and public transport services. Specifically, the local area benefits from footways, street lighting and many signalised crossings points with green-man/push-button facilities, dropped kerbs and tactile paving present.

3.4 **Table 3.1** sets out details of approximate distances between the Hotel and local amenities which illustrates that there are a number of local amenities located within a 'desirable' and 'acceptable' walking distance with average walking speed assumed to be 80m per minute. A map showing the location of the main local amenities as shown on **Figure 2**.

<b>Table 3.1: Approximate Distances to Local Amenities</b>					
		<b>Amenity</b>	<b>Location</b>	<b>Distance</b>	<b>Approximate Walking Time</b>
Public Transport		Bus	Finchley Road	50m	1 minute
		Underground Station	Finchley Road	160m	2 minutes
		Railway Station	Finchley Road & Frognal, Finchley Road	260m	3 minutes
Local Amenities		Sainsbury's	Finchley Road	40m	<1 minute
		Pizza Express	Finchley Road	40m	<1 minute
		Starbucks	Finchley Road	40m	<1 minute
		Chicken Cottage	Finchley Road	90m	1 minute
		Dominoes	Finchley Road	140m	2 minutes
		Waitrose	Finchley Road	250m	3 minutes
		Freud Museum	Maresfield Gardens	460m	6 minutes
		McDonalds	Harben Parade	550m	7 minutes
		Primrose Hill	Primrose Hill Road	1.7km	21 minutes



- 3.5 The walking route from the Hotel to the Finchley Road Underground Station is provided with push-button/green-man crossing facilities which comprise dropped kerbs and tactile paving and therefore provides a step-free route.

## **Access by Cycling**

- 3.6 The Chartered Institution of Highways and Transportation (CIHT) published a document in October 2015 titled 'Planning for Cycling' which states that the majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. The majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips (DfT, 2014a).
- 3.7 There are a number of cycle routes in the vicinity as follows;
- Frognal, Maresfield Gardens and Fitzjohn's Avenue are highlighted as '*routes signed or marked for use by cyclists on a mixture of quiet or busier roads*' within the Transport for London Cycling Guide 4.
  - Lymington Road and Broadhurst Gardens are designated as '*other roads that have been recommended by cyclists which may connect other route sections*'.
- 3.8 Quietway Route 3 which runs to the west of the Hotel on Fairhazel Street approximately 700m away (4 minutes' cycle) provides a route from Regent's Park to Gladstone Park offering "friendly" stretches of road targeting cyclists who want to use quieter, low-traffic routes. The route is provided at **Appendix A**.
- 3.9 Cycle Superhighway (CS11) which is proposed to be completed by 2018 will offer a route from Swiss Cottage to the West End via Regent's Park and will pass directly outside the Hotel along Finchley Road.

## Access by Public Transport

### Bus Services

- 3.10 The closest bus stop is located approximately 50m south from the south of the Hotel on the A41 Finchley Road, with northbound services available from stops on the opposite side of the carriageway. There are 16 daytime and 5 night-time bus services that call at the stops on a regular basis combining to provide approximately 2 services per minute in each direction during the day. The bus stops provide shelter and timetable information.
- 3.11 **Table 3.2** sets out information regarding the service frequency of route in the vicinity. The local area bus spider map is included at **Appendix B** which provides further information regarding the bus routes listed in the table. There are two bus services operating between Luton and London (Route 757 & 758) which call at bus stop Finchley Road CH located approximately 20m south of the Site and offer circa 4 services an hour Monday through Sunday providing a connection between Luton Airport and the hotel. There is also a National Express bus stop located approximately 110m south of the Site which allows National Express services to pick-up / set-down passengers.

Bus Stop	Number	Route	Frequency every 'x' minutes		
			Mon – Fri	Saturday	Sunday
Finchley Road O2 Centre (Stop 'FH')	13	North Finchley Bus Station / Victoria Bus Station	4 – 7	6 – 9	8 – 12
	113	Edgware Bus Station / Oxford Street	6 – 9	5 – 8	10 – 12
	187	Central Middlesex Hospital / O2 Centre	8 – 11	9 – 11	15 – 18
	268	Golders Green Station / O2 Centre	10 – 13	11 – 13	10 – 13
	N113	Edgware Bus Station / Trafalgar Square	30	30	30
Finchley Road (Stop 'FJ')	C11	Archway Station / Brent Cross Shopping Centre	7 – 10	7 – 10	12 – 14
Fairfax Road (Stop 'P')	31	Bayham Street / White City Bus Station	6 – 10	7 – 11	6 – 10
	N28	Bayham Street / Mapleton Crescent	30	30	30
	N31	Bayham Street / Clapham Junction Station	30	30	30

### **Rail Services**

- 3.12 The nearest rail station is Finchley Road & Frognal which is located approximately 260m north west of the Hotel (3 minutes' walk) and forms part of the London Overground offering approximately 12 services an hour (6 eastbound and 6 westbound) to destinations in London:
- 6 trains per hour eastbound to Stratford via Camden Road, Highbury and Hackney;
  - 2 trains per hour westbound to Clapham Junction; and
  - 4 trains per hour westbound to Richmond via Willesden.
- 3.13 South Hampstead railway station is located approximately 880m to the south (11 minutes' walk) and also forms part of the London Overground offering 3 trains per hour to London Euston and 3 trains per hour to Watford Junction.

### **London Underground Services**

- 3.14 Finchley Road Underground Station which is located approximately 160m south of the Hotel (2 minutes' walk) provides access to the Jubilee and Metropolitan Lines. The Jubilee Line operates between Stanmore and Stratford via Canary Wharf, London Bridge and Bond Street. The Metropolitan Line operates between Aldgate, Amersham and Uxbridge.
- 3.15 There are in excess of 15 services each-way from the station during peak hours.

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

- 3.16 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.
- 3.17 The PTAL is categorised in six levels, 1 to 6 where 6 represents a high level of accessibility and 1 a low level of accessibility. 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.
- 3.18 Using the Transport for London (TfL) WebCAT Database, the Hotel has a PTAL rating of 6a demonstrating an excellent level of accessibility to public transport. The PTAL report is contained in **Appendix C**.

## Taxi

- 3.19 The closest taxi rank is located on Canfield Gardens adjacent to Finchley Road station approximately 250m to the south.
- 3.20 Taxis are also able to drop-off / pick-up passengers from the courtyard to the rear, Frogmal Court or on the A41 Finchley Road adjacent to the Hotel.

## Car Clubs

- 3.21 There are three Car Club vehicles within 500m of the Hotel all of which are operated by Enterprise Car Club, the location of these are as follows:
- Broadhurst Gardens (NW6 3QT) approximately 290m south (4 minutes' walk);
  - Lindfield Gardens (NW3 6BH) approximately 310m north (4 minutes' walk); and
  - Nutley Terrace (NW3 5BX) approximately 500m east (6 minutes' walk).

## Travel Patterns

- 3.22 **Table 3.3** sets out the 2011 Travel to Work data from the 2011 Census (Middle Layer Super Output Area Camden 008) for the daytime population i.e. those working in the local area along with an assumed mode share taking into account the largely car-free nature of the Hotel. These adjusted figures have been used for target setting purposes until the initial (Year 0) travel survey is undertaken. Any member of staff travelling to work by car will have been dropped off or will pay for parking in the local area.

<b>Table 3.3: Modal Split (Census 2011)</b>		
<b>Mode (longest leg of journey to work)</b>	<b>2011 Modal Split (%)</b>	<b>Predicted Baseline Modal Split (%)</b>
Train, underground, metro, light rail, tram, bus, minibus or coach	65%	70%
Car, van or motorcycle	18%	5%
Bicycle	4%	5%
On foot	13%	20%
Total	<b>100%</b>	<b>100%</b>

- 3.23 A travel survey will be undertaken within one month of the implementation of the Travel Plan in order to understand staff travel to work patterns to verify the above mode share values.

## 4 OBJECTIVES AND TARGETS

4.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term. 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** 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 Travel Plan Co-ordinator will seek to reach within the period covered by this Travel Plan.

### Objectives

4.2 The Travel Plan's overriding objective is:

- **To engage with and encourage staff to use sustainable ways of travelling to / from the hotel, especially active modes of transport, through effective promotion of active modes to minimise the impact of the hotel on the surrounding highway network.**

4.3 The sub-objectives are:

- **Sub-objective 1:** To increase employee 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 users;
- **Sub-objective 3:** To introduce a package of physical and management measures that will facilitate employee travel by sustainable modes; and therefore,
- **Sub-objective 4:** To reduce unnecessary use of the car for the journey to and from the hotel by 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, and should be 'SMART' – specific, measurable, achievable, realistic and time-related.

4.5 Targets come in two forms;

- Action Targets which are non-quantifiable actions that need to be achieved by a certain time; and
- Aim Targets which 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:

- Each employee will be provided with a Travel Pack, detailing the Measures set out in this document, on start of employment;
- The Baseline survey (Year 0) shall take place within 1 month of the implementation of the Travel Plan;
- Monitoring surveys will occur within one month of the anniversary of the Baseline survey (as detailed in the Monitoring section);
- A sustainable transport noticeboard or information screen will be provided and located in prominent locations across the hotel. The noticeboards / screen will be periodically updated so that it details up-to-date information; and
- Provision of appropriate cycle parking spaces.

### Aim Targets

4.7 **Table 4.1** outlines the Aim targets which are set to measure progress towards the main objectives over 5 years. The interim targets are defined as those which the Hotel seeks to achieve within 3 years of the launch of the Travel Plan and the final targets those which the Hotel seeks to achieve within 5 years of the launch of the Travel Plan.

4.8 The baseline mode share figures are based on data from the 2011 Census (**Table 3.3**) adjusted to reflect the car-free nature and will need to be reviewed once the Baseline Survey is undertaken as set out above. Furthermore, the Travel Plan recognises that it is not possible

to set accurate targets so far in the future (even when based on the actual Year 0 survey) and as such it should be acknowledged that the targets will change over time as results from on-going monitoring becomes available which will be discussed with the Council.

4.9 The targets which are summarised in **Table 4.1** have been based on the predicted modal split as shown at Table 3.3. The targets which take into account existing mode share and will be verified within 1 month of the Baseline Staff Survey.

<b>Table 4.1: Aim Targets</b>			
<b>Target</b>	<b>Mode Split</b>		
	<b>Baseline</b>	<b>Interim</b>	<b>Final</b>
Achieve a 10% reduction in public transport trips.	70%	65%	60%
Achieve a 5% increase in the mode share for cycling.	5%	7%	10%
Achieve a 5% increase in the mode share for walking.	20%	23%	25%

4.10 In this regard, the primary Aim Targets are as follows;

- To achieve a 10% reduction in the mode share to public transport by employees over the 5 year life of the Travel Plan when compared to the results of the Baseline Survey.
- To achieve a 5% increase in the mode share to cycling by employees over the 5 year life of the Travel Plan when compared to the results.
- To achieve a 5% increase in the mode share to walking by employees over the 5 year life of the Travel Plan when compared to the results of the Baseline Survey.

4.11 The targets will then be monitored as set out in Section 7 and will be reviewed (up or down) if necessary. Influencing factors such as travel distance or shift start/finish times will be noted.

## **5 TRAVEL PLAN STRATEGY**

### **Travel Plan Management**

- 5.1 The Travel Plan Coordinator will be responsible for overseeing the management, implementation and review of this Travel Plan and will be fully funded by the Occupier.
- 5.2 The Travel Plan Co-ordinator will be allocated a specific amount of time to dedicate to the implementation of the Travel Plan, which will be agreed with management for example they could be allocated half a day per month in which to carry out their duties.
- 5.3 The primary responsibilities of this role include:
- The implementation of measures as set out in the Travel Plan (including reviewing the Travel Pack and noticeboards to ensure they are up-to-date).
  - To undertake Travel Surveys in years 0, 1, 3 and 5 and supply evidence of this to LBC;
  - To oversee the development and implementation of the Travel Plan;
  - Promoting the objectives and benefits of the Travel Plan;
  - To ensure the travel information available is up to date;
  - Liaison with LBC; and
  - Acting as the point of contact for information and for exchanging ideas and best practice with employees.
- 5.4 Regular updating of this Travel Plan document is part of the responsibility of the nominated person.



## Marketing Strategy

- 5.5 The Travel Plan Co-ordinator will promote sustainable travel for general travel as part of a healthier way of life not only for travel to and from the Hotel.
- 5.6 Each employee will be provided with a Travel Pack upon commencement of employment. The Travel Pack will include a summarised version of the Travel Plan along with information on public transport, the local walking and cycling network, contact details for taxi operators, and Car Club operators. They will also contain information about any incentives or discounts available to staff and information about the personal benefits of sustainable transport that may help them to establish sustainable travel.
- 5.7 Employees will, as a consequence, be made aware of the Travel Plan and of its branding, including the purpose and objectives of the Travel Plan, along with specific measures such as cycle parking. In conjunction with the Travel Pack, marketing activity will be undertaken during employee induction (where possible).
- 5.8 Links to useful journey planning websites including Traveline and Transport for London websites will be provided on the occupier's websites where possible.
- 5.9 The Travel Packs will also aim to introduce employees to and promote the use of smart phone travel apps which simplify public transport information, provide up-to-the-minute information and multiple route options. Apps including Citymapper, Traveline, Navitime Transit and Tube Map are free to download on Android and iPhone operating systems.

## **6 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL**

- 6.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented which will help achieve the set targets. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.
- 6.2 The Travel Plan Co-ordinator will encourage walking, cycling and public transport use. Notices and information including maps and timetables will be displayed at prominent locations to advise on the benefits of alternative modes of travel. Measures will concentrate on encouraging staff by informing them of the benefit of travelling by alternative modes.
- 6.3 The measures outlined below are considered as being suitable for the Hotel. However, the list is not exhaustive and the Travel Plan Coordinator is encouraged to investigate other potential initiatives.

### **Measures for Staff Travel**

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

##### Walking Strategy 1: Promoting Benefits of Walking

- 6.4 Walking is a truly sustainable method of travel which offers predictable journey times and a range of physical and psychological benefits.
- 6.5 The Travel Plan Co-ordinator will develop marketing materials to highlight the health benefits of walking and provide information and advice to staff concerning safe, suitable routes.
- 6.6 The Travel Plan Coordinator will ensure employees are aware of 'walking' initiatives set up by the Local Council and non-profit organisations, including:
- 10,000 steps a day campaign – Part of the NHS Live Well campaign to improve health and fitness;
  - Walk4Life – A project funded by Walk Unlimited to encourage families and adults to get active and healthy. The Council provides a number of free guided health walk across Wandsworth; and
  - Walking Works – A website providing tips on how to get friends, family and colleagues walking.

### Walking Strategy 2: Maintaining Infrastructure

- 6.7 The courtyard within the confines of the Site will be maintained by hotel staff with appropriate levels of lighting and signage to provide a quality pedestrian environment.
- 6.8 The Travel Plan Co-ordinator will identify, through discussion with employees, problems with external pedestrian routes and discuss possible improvements with the highway authority who is responsible for maintaining footways adjacent to the Site.

### **Measures to Encourage Cycling**

#### Cycling Strategy 1: Promoting Cycling

- 6.9 Cycling is generally accepted as a good mode of transport to replace car journeys up to 8km. It is also free (excluding the purchase and maintenance of the bicycle) and would form part of a person's daily exercise.
- 6.10 Consultations shall take place with employees to determine the level of demand for such training events and services and these shall be promoted accordingly. Furthermore, the Travel Plan Co-ordinator will explore with local bicycle retailers the possibility of providing discounts on cycling equipment to staff. If available, the take up of this discount will be monitored.
- 6.11 Each employee will be provided with information and advice concerning cycle and suitable routes. TfL Cycle Maps (which are free of charge) will also be advertised and made available to those that require them. TfL cycle maps can be ordered for free from: <https://tfl.gov.uk/forms/12419.aspx>.
- 6.12 Cycle routes and other cycling information will be provided on notice boards, online and in the Travel Pack etc. These notice boards shall be provided in communal locations including near the cycle parking and the Travel Pack will be distributed to each member of staff. The hotel website will provide access to cycle route information for both staff and guests.
- 6.13 There are a number of 'cycling' initiatives set up by the Local Council and non-profit organisations which the Travel Plan Co-ordinator will ensure staff are aware of, including:
- Bike Week ([www.bikeweek.org.uk](http://www.bikeweek.org.uk)), the biggest nationwide cycling event in the UK which usually takes place in June each year; and
  - Bike 2 Work ([www.bike2workscheme.co.uk](http://www.bike2workscheme.co.uk)) enables employees to be able to obtain a voucher to purchase a bicycle / equipment for a reduced amount of money.

### Cycling Strategy 2: Bike 2 Work

- 6.14 The Bike 2 Work Scheme enables employees to be able to obtain a voucher to purchase a bicycle / bike equipment for a reduced amount of money. The Travel Plan Co-ordinator will discuss the implementation of the Bike 2 Work scheme with staff to try and encourage bicycle use.

### Cycling Strategy 3: Cycling Infrastructure

- 6.15 A total of 10 cycle parking spaces will be provided within the courtyard area which accords with London Plan standards.
- 6.16 Essential maintenance facilities such as bicycle pumps will be provided for use by employees and will be made available by the hotel management.
- 6.17 Cycle parking will be actively monitored through this Travel Plan and if there are any concerns regarding the condition of the cycle parking, Estate Management will investigate the improvement of the facilities.

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

- 6.18 Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy and is particularly important in London where the greatest levels of sustainable transport provision are available in the country.
- 6.19 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important and up-to-date details of bus, underground and taxi services, including route information and service frequencies, will be made available to staff. National Rail and TfL Journey Planner websites and enquiry phone numbers will also be promoted through all relevant means.
- 6.20 The Travel Plan Co-ordinator will investigate the potential to provide staff interest free loans to purchase season tickets.

### **Taxis**

- 6.21 Taxis have an important role in providing for employees and guests when other modes of transport may not be available. The Travel Plan Co-ordinator will ensure that the contact details for local taxi operators are available within the hotel and that staff assist with ordering taxis for guests if required.

### **Travel Pack**

6.22 Each employee will be issued with a Travel Pack on commencement of employment which will contain the following information:

- Details of the Car Club locations in the surrounding area;
- Public transport and cycle maps;
- Timetables for local public transport services;
- Details of recommended walk routes and key destinations e.g. local amenities; and,
- Details of the Travel Plan Coordinator and Travel Plan.

### **Reducing the need to travel**

6.23 The hotel will consider what, if any, company policies exist that promote the use of sustainable transport. For example:

- The availability of interest free loans to purchase bicycles or season ticket loans;
- The availability of Cycle Scheme (Bike 2 Work) for employees (tax efficient cycle purchase);
- Local recruitment strategy; and,
- Adoption of 'smart' working practices (teleconferencing, audio-conferencing).

### **Personalised Travel Planning**

6.24 The Travel Plan Co-ordinator will offer a personalised Travel Planning service, if requested. The Travel Plan Co-ordinator will be able to draw on advice from journey planning websites such as TfL's Journey Planner [www.tfl.gov.uk](http://www.tfl.gov.uk) and also consider the specific journey planning requirements of mobility impaired employees.

## Measures for Guests

- 6.25 The Hotel does not have any control on how guests travel. They do however recognise that they could influence how they travel by providing information on opportunities.

### Website

- 6.26 The website will detail how to access the Hotel by sustainable modes with advice including:
- Information on publically accessible walking routes in the immediate local area to key destinations such as nearby bus stops and the adjacent retail / leisure facilities.
  - Public transport information including details on local bus routes and how to purchase tickets.
  - Information on cycling including details on local cycle routes in the local area.
  - Contact details for local taxi companies.

### Cycle Parking

- 6.27 Cycle parking is provided in the courtyard for 10 bicycles and is free to use.
- 6.28 The Travel Plan Co-ordinator will monitor the demand and condition of the parking on an ongoing basis to ensure that the parking is maintained to a high standard and that there is adequate parking to meet demand.

## Measures for Disabled Persons

### Disabled Persons Strategy 1: Information Provision

- 6.29 Accessibility maps will be displayed on all notice boards and hard copies will be supplied to employees who ask for one. Braille marketing material will be provided if requested and will include the Travel Pack and relevant public transport information.

### Disabled Persons Strategy 2: Journey Planning

- 6.30 The Travel Plan Co-ordinator will provide advice regarding accessible public transport and provision for disabled people in the local vicinity and will discuss with them the most appropriate routes to and from the hotel and provisions within the local area including the O2 Shopping Centre, bus stops, and rail & underground stations.

## **7 MONITORING AND REVIEW**

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

### **Monitoring**

7.2 All monitoring will follow the most up to date TfL best practice guidance and will be the responsibility of the Hotel.

7.3 The monitoring programme begins with the initial Baseline Year 0 travel survey which shall occur within 1 month of the implementation of the Travel Plan. Repeat surveys shall be undertaken within a month of the third and fifth anniversary of the baseline survey to monitor progress towards the interim and final targets. All surveys will be iTrace compliant.

7.4 Additional monitoring of the following will also be used to judge whether the implementation or proportion of certain measures needs to be modified:

- The level of usage of cycle stands;
- The condition of cycle stands; and
- Comments received from employees relating to the operation and implications of the Travel Plan.

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

### **Review**

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

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

## Reporting

- 7.7 The Travel Plan Co-ordinator will compile a report each year that will include the results of any monitoring that has been undertaken, including the above factors. The report will be issued to LBC by email.

## Remedial Measures

- 7.8 In the event that the Review Report shows that the Travel Plan has not met its objectives/targets in any respect, then the Travel Plan Co-ordinator with the support of the hotel management shall implement remedial measures.
- 7.9 The remedial measures include:
- A review of the amount of time spent by the Travel Plan Co-ordinator implementing the Travel Plan. If the allotted time is not sufficient then more time will be allocated to the role to ensure each initiative is put in place. This review will take place within 6 months and again at 12 months.
  - A review of the utilisation of cycle parking spaces will take place as part of the monitoring process. If, following review during the summer months or 6 months after the implementation of the Travel Plan, whichever comes first, additional cycle spaces are required, then they will be provided.
  - Following the results of the Interim Travel Survey (Year 3), should targets not be met then the Travel Plan Co-ordinator will work with Management to implement further promotion of certain initiatives as appropriate. The aim will be to ensure the uptake of certain measures i.e. personalised journey planning, cycling proficiency training and on-Site bike mechanic courses.
- 7.10 If at the end of Year 5, if the set targets have not been met the whole 5-year Travel Plan review cycle will start again.



## **ATTrBuTE**

- 7.11 ATTrBuTE is a tool for assessing the quality of travel plans prepared as part of the development control planning process in London. The current version of ATTrBuTE was launched online in 2011 by TfL.
- 7.12 ATTrBuTE is intended to:
- Improve the overall quality of travel plans by listing the criteria that should be included in the plan and in so doing provide a framework for travel plan preparation.
  - Give consistency to the way travel plans are assessed as part of the development control planning process.
- 7.13 This Travel Plan has been assessed using ATTrBuTE and has passed and a copy of the output is contained in **Appendix D**.

## 8 ACTION PLAN

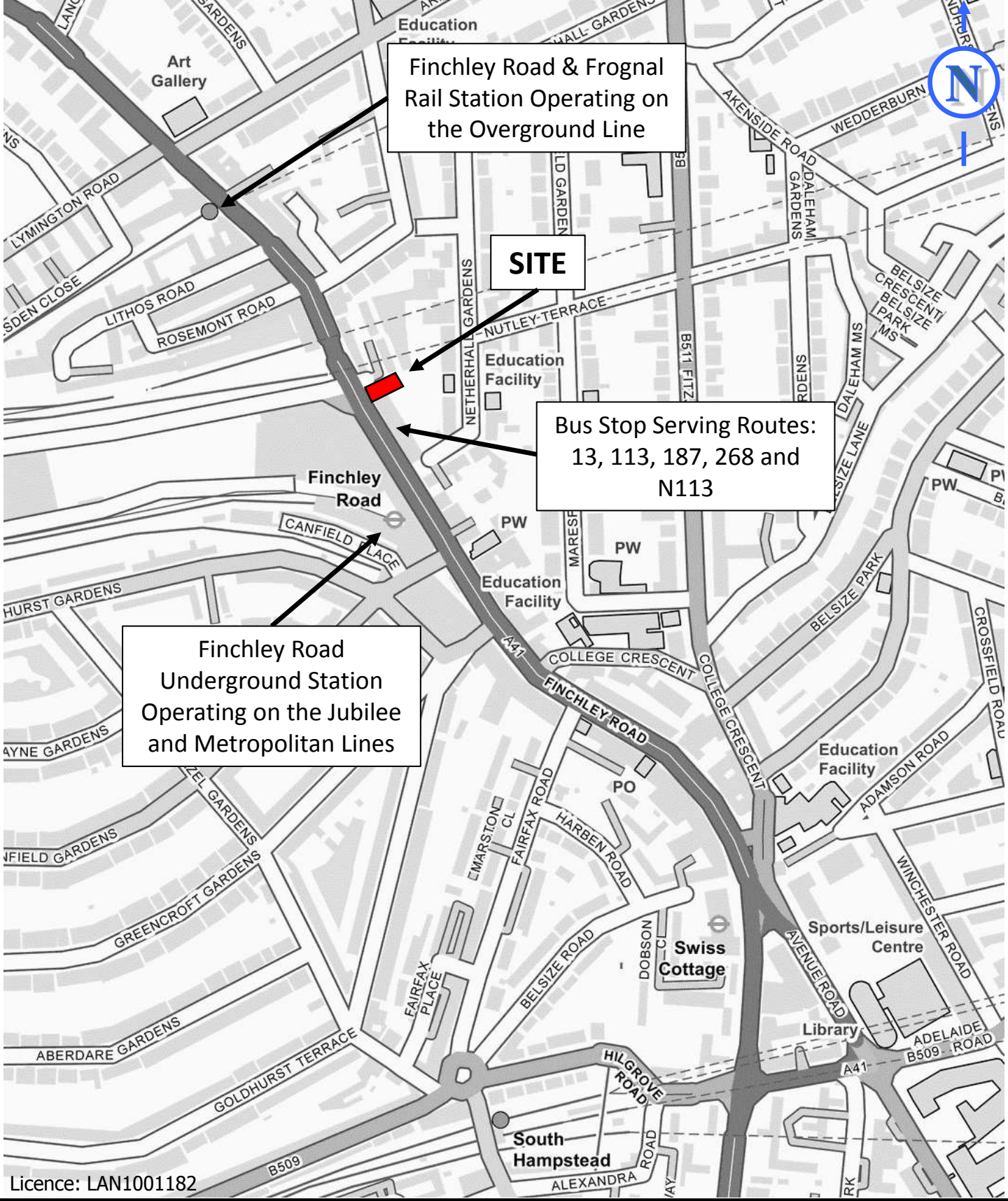
8.1 **Table 8.1** sets out an Action Plan for the Travel Plan which will be revised if necessary following each Travel Plan Monitoring and Review.

<b>Table 8.1: Action Plan 2018 / 2019</b>		
<b>Action</b>	<b>Responsibility</b>	<b>Target Date</b>
Production of Draft Travel Plan and seek LBC approval	TTP Consulting to prepare	Prior to occupation
Implementation of infrastructure measures including cycle parking	The Contractor	During Construction
Appoint Travel Plan Co-ordinator (TPC)	Hotel Management	Prior to Launch of Travel Plan
Production of Travel Pack	TPC	Prior to Launch of Travel Plan
Undertake the Baseline Travel Survey	TPC	Within 1 month of the implementation of the Travel Plan
Update draft Travel Plan with results of Baseline Travel Survey and set targets based on actual data.	TPC	Within 1 month of Baseline Travel Survey
Promote Active Modes	TPC	On-going
Review Welcome Packs and noticeboards	TPC	Bi-Monthly
Interim Monitoring	TPC	On the 1 <sup>st</sup> and 3 <sup>rd</sup> anniversary of the Baseline Travel Survey including a full travel survey and provide the Council with an update on progress.
Review of Travel Plan	TPC	Within 1 month of travel surveys
Achieve targets	TPC	5 years after the baseline survey

## **9 SECUREMENT AND FUNDING**

- 9.1 This Travel Plan will be secured and implemented through a S106 agreement or planning condition.
- 9.2 The Hotel is committed to the implementation of the Travel Plan and will fund the Travel Plan Co-ordinator, travel surveys and implementation of all reasonable measures.

## Figures



Licence: LAN1001182

TITLE: Location Plan			
PROJECT: Swiss Cottage Holiday Inn			
CLIENT: Summit Hotels Limited			
DRAWN: J.T	CHECKED: D.F	DATE: 30.08.2017	SCALE: N.T.S.

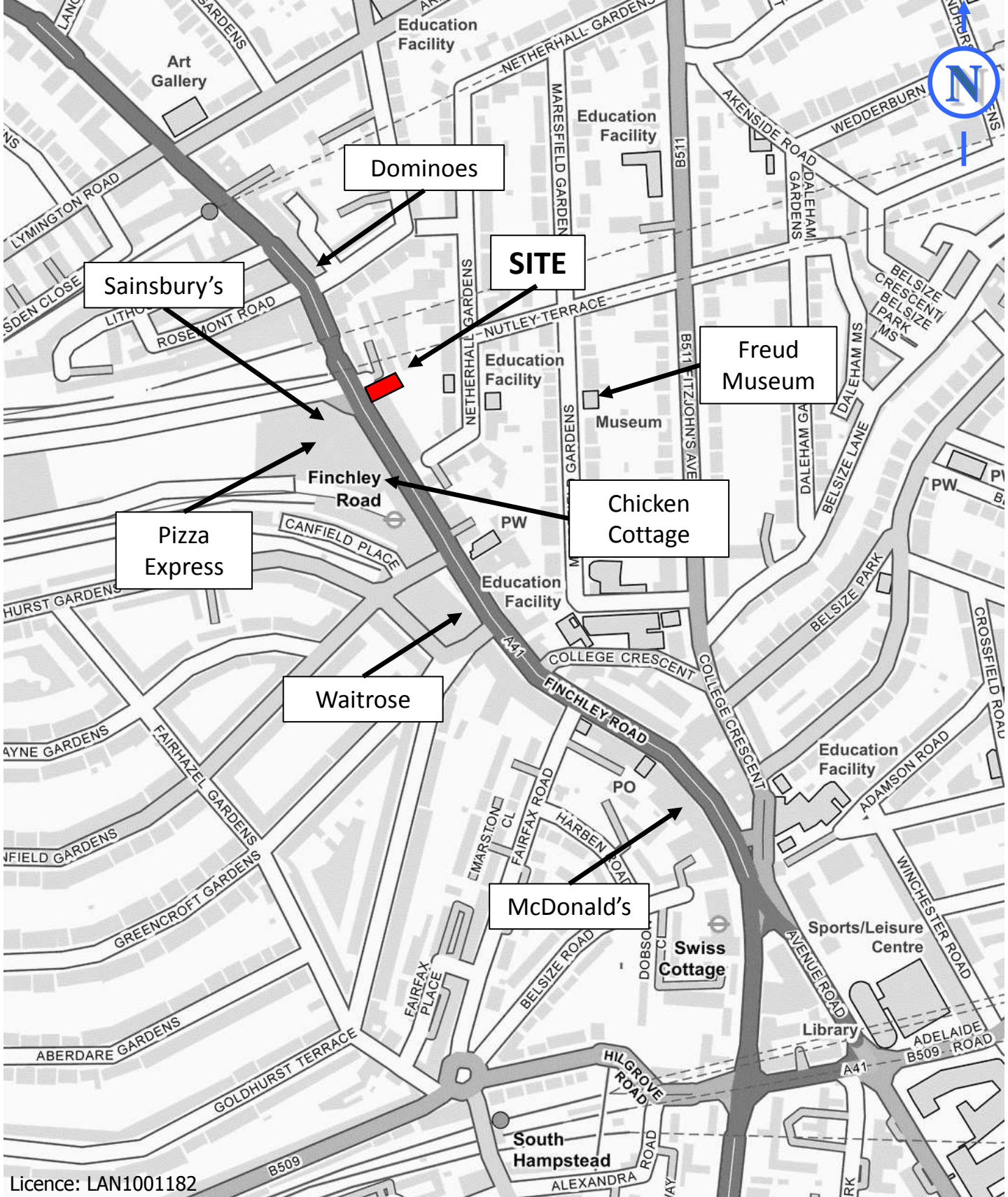


**ttp consulting**  
transport planning specialists

111-113 Great Portland Street  
London W1W 6QQ  
Tel: 020 7100 0753  
www.ttp-consulting.co.uk  
Registered in England: 09931399

DRAWING REFERENCE: <b>Figure 1</b>			REVISION: .
---------------------------------------	--	--	----------------





Licence: LAN1001182

TITLE:  
Local Amenities

PROJECT:  
Swiss Cottage Holiday Inn

CLIENT:  
Summit Hotels Limited



**ttp consulting**  
transport planning specialists

111-113 Great Portland Street  
London W1W 6QQ  
Tel: 020 7100 0753  
www.ttp-consulting.co.uk  
Registered in England: 09931399




DRAWN: J.T.    CHECKED: D.F.    DATE: 30.08.2017    SCALE: N.T.S.

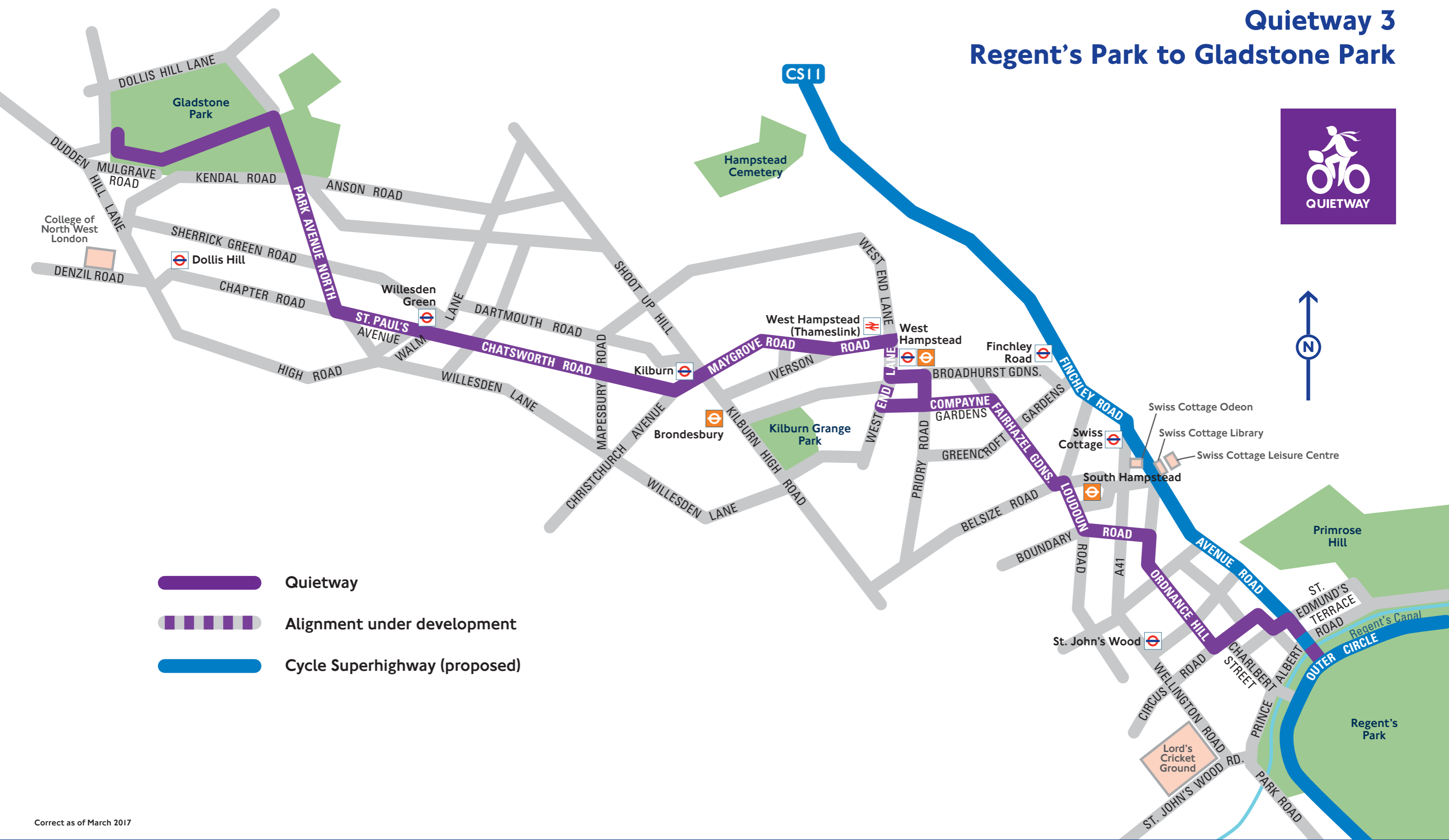
DRAWING REFERENCE: **Figure 2**    REVISION: .

# Appendix A

# Quietway 3 Regent's Park to Gladstone Park



-  Quietway
-  Alignment under development
-  Cycle Superhighway (proposed)

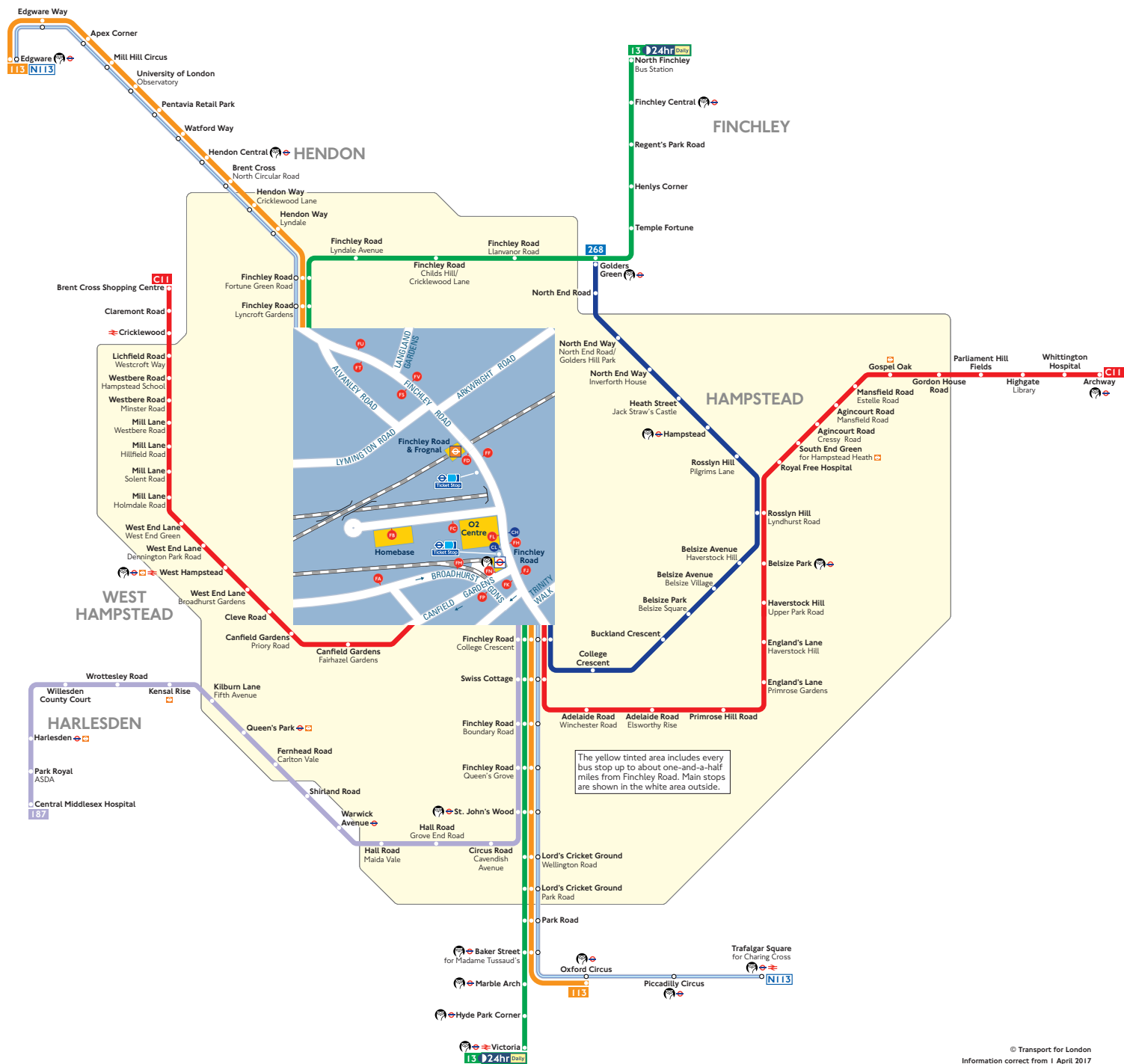


Correct as of March 2017



## **Appendix B**

# Buses from Finchley Road



## Route finder

Bus route	Towards	Bus stops
<b>13</b> <b>24hr</b> <b>Daily</b>	North Finchley	FD FD FD FD FD
	Victoria	FD FD FD FD FD
<b>113</b>	Edgware	FD FD FD FD FD
	Oxford Circus	FD FD FD FD FD
<b>187</b>	Central Middlesex Hospital	FD FD FD FD FD
<b>268</b>	Golders Green	FD FD FD FD FD
<b>C11</b>	Archway	FD FD FD FD FD
	Brent Cross Shopping Centre	FD

## Night buses

Bus route	Towards	Bus stops
<b>NI13</b>	Edgware	FD FD FD FD FD
	Trafalgar Square	FD FD FD FD FD

## Coaches

Towards	Coach stops
Coaches northbound	CL
Coaches to central London	CH

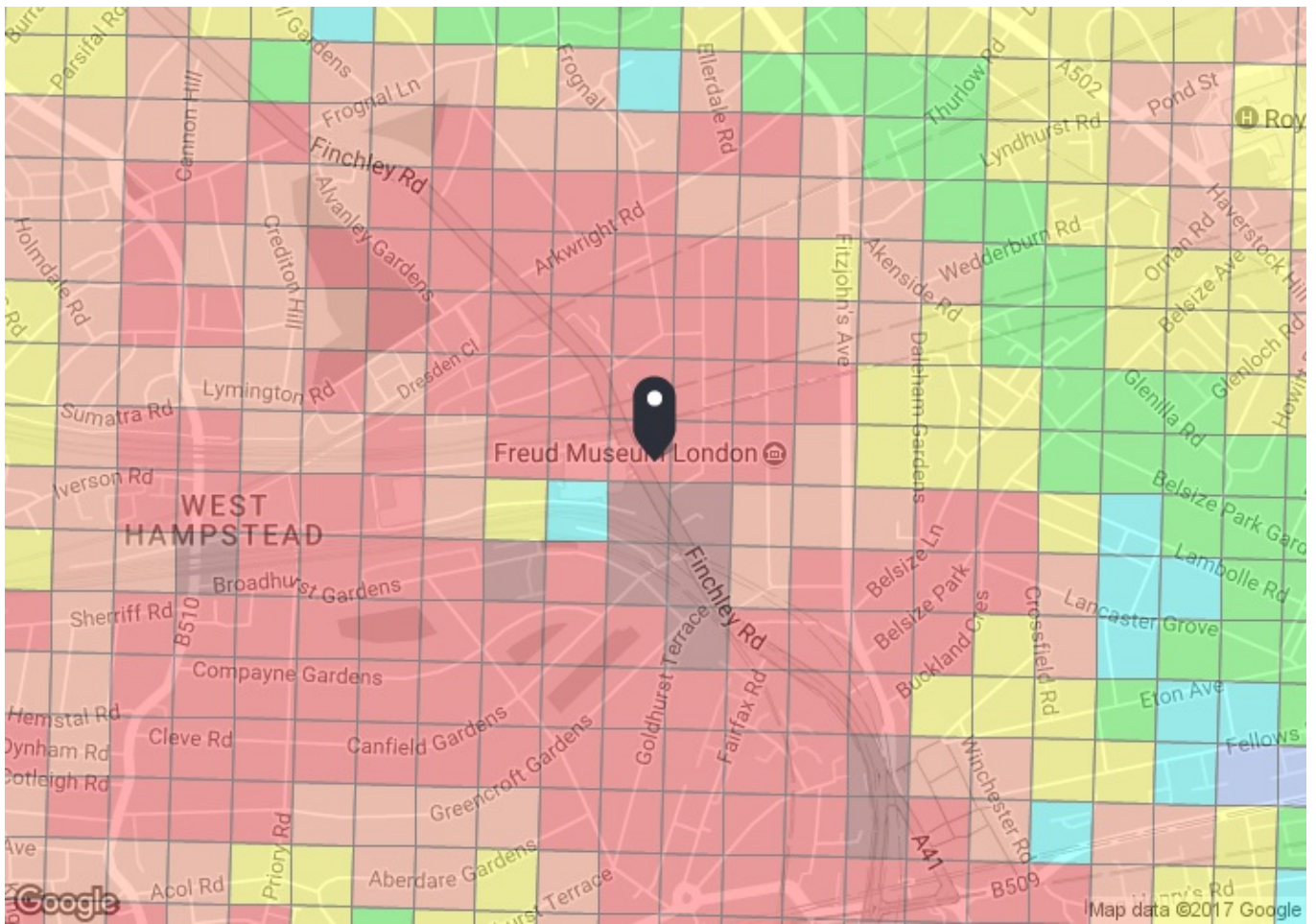
## Key

- 13** Day buses in black
- NI13** Night buses in blue
- Connections with London Underground
- Connections with London Overground
- Connections with National Rail
- Tube station with 24-hour service Friday and Saturday nights

## 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 C**



**PTAL output for Base Year 6a**

**NW3 5HS**  
Finchley Rd, London NW3 5HS, UK  
Easting: 526272, Northing: 184820

Grid Cell: 103063

Report generated: 29/08/2017

---

**Calculation Parameters**

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

**Map key - PTAL**

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

**Map layers**

- PTAL (cell size: 100m)

Calculation data

Mode	Stop	Route	Distance (metres)	Frequency(vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	FINCHLEY RD STN S/B	C11	226.28	7.5	2.83	6	8.83	3.4	0.5	1.7
Bus	FINCHLEY RD STN S/B	113	226.28	7	2.83	6.29	9.11	3.29	0.5	1.65
Bus	FINCHLEY RD STN S/B	82	226.28	8.75	2.83	5.43	8.26	3.63	1	3.63
Bus	FINCHLEY RD STN S/B	13	226.28	8	2.83	5.75	8.58	3.5	0.5	1.75
Bus	FITZJOHNS AV/ NUTLEY TERR	46	564.49	6	7.06	7	14.06	2.13	0.5	1.07
Bus	FINCHLEY R O2 CENTRE STD	268	190.06	5	2.38	8	10.38	2.89	0.5	1.45
Bus	FINCHLEY R O2 CENTRE STD	187	190.06	5.5	2.38	7.45	9.83	3.05	0.5	1.53
Bus	FAIRFAX RD FINCHLEY RD	31	482.01	10	6.03	5	11.03	2.72	0.5	1.36
Rail	Finchley Road & Frognal	'CLPHMJ2-STFD 2L50'	300.79	3.67	3.76	8.92	12.68	2.37	1	2.37
Rail	Finchley Road & Frognal	'STFD-CLPHMJ2 2Y11'	300.79	3.67	3.76	8.92	12.68	2.37	0.5	1.18
LUL	Finchley Road	'WembleyPark-Stratfo'	264.39	3.67	3.3	8.92	12.23	2.45	0.5	1.23
LUL	Finchley Road	'WillesdenGreen-Stra'	264.39	4.33	3.3	7.68	10.98	2.73	0.5	1.37
LUL	Finchley Road	'Stanmore-Stratford'	264.39	17.65	3.3	2.45	5.75	5.21	1	5.21
LUL	Finchley Road	'Amer-AldgateFast'	264.39	1	3.3	30.75	34.05	0.88	0.5	0.44
LUL	Finchley Road	'Ches-AldgateFast'	264.39	2	3.3	15.75	19.05	1.57	0.5	0.79
LUL	Finchley Road	'Uxbridge-AldSlow'	264.39	5.33	3.3	6.38	9.68	3.1	0.5	1.55
LUL	Finchley Road	'BakerSt-AmerFast'	264.39	1.33	3.3	23.31	26.61	1.13	0.5	0.56
LUL	Finchley Road	'Watford-BStreetSF'	264.39	2.33	3.3	13.63	16.93	1.77	0.5	0.89
LUL	Finchley Road	'Watford-AldSfast'	264.39	3.67	3.3	8.92	12.23	2.45	0.5	1.23
LUL	Finchley Road	'Aldg-WatfordSlow'	264.39	3.67	3.3	8.92	12.23	2.45	0.5	1.23
LUL	Finchley Road	'BakStr-WatfordSlow'	264.39	1.67	3.3	18.71	22.02	1.36	0.5	0.68
LUL	Finchley Road	'BkStr-UxbridgeSFast'	264.39	2.33	3.3	13.63	16.93	1.77	0.5	0.89
LUL	Finchley Road	'Uxbridge-BStreetSl'	264.39	3.67	3.3	8.92	12.23	2.45	0.5	1.23
LUL	Finchley Road	'Ald-HarrowHill'	264.39	1.33	3.3	23.31	26.61	1.13	0.5	0.56
LUL	Finchley Road	'BStreet-WembleyPk'	264.39	0.33	3.3	91.66	94.96	0.32	0.5	0.16
LUL	Finchley Road	'BakerSt-HarrowHill'	264.39	0.67	3.3	45.53	48.83	0.61	0.5	0.31
Rail	South Hampstead	'WATFJDC-EUSTON 2C06'	878.79	2.67	10.98	11.99	22.97	1.31	0.5	0.65
Rail	South Hampstead	'EUSTON-WATFJDC 2D86'	878.79	3	10.98	10.75	21.73	1.38	0.5	0.69

Total Grid Cell AI: 37.35

## **Appendix D**

# ATTrBuTe

Travel plan name	Hotel Travel Plan
Planning application reference number	TBC
Name of travel plan author	James Taylor
Email address of travel plan author	jtaylor@ttp-consulting.co.uk
Telephone number of travel plan author	0207 1000 753
Name of travel plan assessor	Jenny Parker
Job title/role of travel plan assessor	
Plan Type	

--

<b>The development</b>		<b>3/3</b>
Does the travel plan include a) full address of the development? b) contact details for the person responsible for preparing the travel plan?	NONE	2
Does the travel plan include details of the number of users expected on site (including employees, residents, deliveries and visitors)?	NONE	1
<b>Policy</b>		<b>2/2</b>
Does the travel plan include reference to relevant national, regional and local / borough... a) transport and spatial policy? b) travel planning guidance?	NONE	2
<b>Site assessment</b>		<b>5/5</b>
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	5
<b>Surveys</b>		<b>2/3</b>
Are iTRACE (or TRAVL where specified by the borough)-compliant site user travel surveys proposed?	NONE	1
Is a baseline modal split (actual trip numbers and percentage of all trips) estimated for the site?	NONE	1
Are appropriate freight surveys proposed?	The total number of deliveries is not expected to change with delivery vehicles simply delivering more stock per van.	0
<b>Objectives</b>		<b>3/3</b>
Does the travel plan include objectives which reflect... a) Mayoral policy & strategic guidance?	NONE	3

b) local / borough policy and guidance? c) the challenges and opportunities specific to the site?		
<b>Targets</b>		<b>2/2</b>
Are there targets linking directly to each objective?	NONE	1
Have targets been set for three and five years after occupation?	NONE	1
<b>TP Co-ordinator</b>		<b>3/3</b>
Have the travel plan co-ordinator roles and responsibilities been made clear; and is the amount of time they will spend on the plan sufficient?	NONE	2
Has a travel plan co-ordinator been identified or is there agreement upon when a co-ordinator will be in place?	A TPC will be appointed prior to completion of the hotel extension	1
<b>Measures</b>		<b>8/8</b>
To what extent do the measures... a) support the objectives of the travel plan? b) reflect the context of the site?	NONE	6
Is an action plan provided which includes... a) short / medium / long term actions? b) timescales and responsibilities?	NONE	2
<b>Monitoring</b>		<b>2/2</b>
Is it clear who is responsible for monitoring?	NONE	1
Is a clear monitoring programme that adheres to the standardised approach included?	NONE	1
<b>Securing and enforcement</b>		<b>1/1</b>
Is it clear how the travel plan will be secured?	NONE	1
<b>Funding</b>		<b>6/6</b>
Has a sufficient budget been set for the... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
Have funding streams been identified for the... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
<b>Total - PASS</b>		<b>37</b>