

**MIDLAND CRESENT STUDENT ACCOMMODATION
AND 9 UNIT RESIDENTIAL DEVELOPMENT
– TRAVEL PLAN**

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Prepared for Stadium Capital Holdings

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CONTENTS

1	Introduction and Background	3
2	Policy Context	4
3	Accessibility and existing travel situation – Site Assessment	12
4	Travel Survey	15
5	Objectives and Targets	16
6	Resourcing and Management	19
7	Marketing and Promotion	22
8	Measures	24
9	Monitoring and Review	28
10	Action Plan	30
	Appendix A - ATTrBute Assessment	31
	Appendix B – Updated 2017 PTAL Calculation	34

1. INTRODUCTION AND BACKGROUND

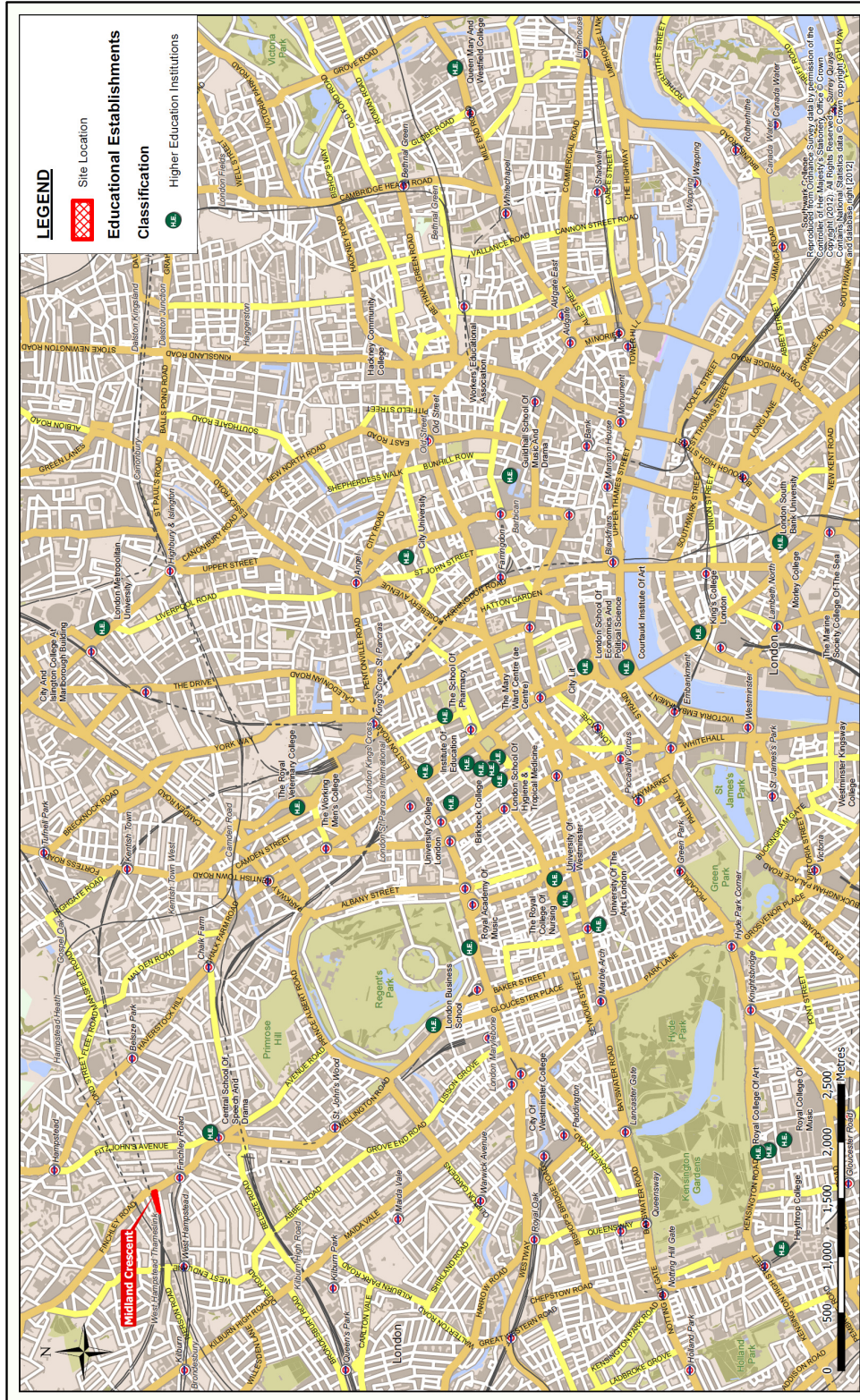
- 1.1 A draft full Travel Plan (TP) was prepared on behalf of Stadium Capital Holdings in support of a planning application for the development of land at Midland Crescent, Finchley Road, Camden, London. The TP was submitted alongside the Transport Assessment document (TA). The TP is the management tool for implementing the transport measures and actions highlighted by the TA. This document forms the full TP and updates and replaces the draft TP in its entirety.
- 1.2 The Travel Plan has been updated to take account of comments from LB Camden received in December 2017 and February 2018.
- 1.3 The development consists of a new 60 room student accommodation facility together with 9 residential dwellings and 757 m² of commercial space including a 99 m² retail unit. The development would appear as four linked blocks of five, four and three storeys decreasing in height from east to west from the frontage on Finchley Road. The development includes landscaping and public realm improvements and extensive cycle parking. There is no car parking proposed for general use.
- 1.4 The purpose of the TP is to deliver substantial benefits to the community by helping to reduce vehicle trips, and in turn, traffic congestion, noise and air pollution, and greenhouse gas emissions.
- 1.5 This TP is based on the suggested structure in Transport for London's (TfL) Guidance for Residential Travel Planning in London. The plan has been tested using the ATTrBuTE assessment tool and a copy of the results is provided in Appendix A.
- 1.6 The student accommodation at Finchley Road will be developed as a community. The tenants will know each other and socialize within the study and social areas provided. Management of student blocks is a specialist service and Corporate Residential Management Limited (CRM) will be responsible for the full-time management of Midland Crescent, Finchley Road, London on behalf of the owner.
- 1.7 The site location is shown on the attached map.
- 1.8 Nearby educational institutions are shown on the following map.
- 1.9 There will be no formal links between the Midland Crescent student accommodation and any educational institution.

- 1.10 CRM is a provider of specialist property management solutions and has extensive experience of managing purpose built student accommodation across numerous sites throughout the UK. The management philosophy is to provide a safe and caring environment in which student tenants and staff can live and work whilst always taking into account the sensitivities of the local community. Promoting safe and responsible travel to students whilst at University is an essential element of this philosophy.

SITE LOCATION PLAN



CENTRAL LONDON EDUCATIONAL INSTITUTIONS



<p>LEGEND</p> <p>Site Location</p> <p>Educational Establishments</p> <p>Classification</p> <p>Higher Education Institutions</p>		<p>Scale</p> <p>0 500 1000 1500 2000 2500 Metres</p>	
<p>Client</p> <p>MIDLAND CRESCENT</p>		<p>Drawing Title</p> <p>DISTRIBUTION OF HIGHER EDUCATION FACILITIES</p>	
<p>Project Title</p> <p>MIDLAND CRESCENT</p>		<p>Dr / App / Date</p>	
<p>Client</p> <p>Chancery House 55-64 Chancery Lane London WC2A 10U</p>		<p>Date</p> <p>07/11/2012</p>	
<p>T: 0207 405 4389 e: info@timspencerandco.net w: www.timspencerandco.net</p>		<p>Checked</p> <p>TJS</p>	
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<p>Drawing No</p> <p>Figure 1.2</p>		<p>Revised</p>	

2. POLICY CONTEXT

- 2.1 The Government has established the need to reduce car dependency and increase travel choices. Key transport planning policy statements were presented in Appendix A of the Transport Assessment. A summary of the current key policies is provided below.
- 2.2 PPG 13 on Transport which was re-issued by the Government in 2001 was replaced by the NPPF in March 2012. It re-established the policy background for this subject area, stating that Transport Assessments and Travel Plans should be submitted with all planning applications for developments likely to have significant transport implications.
- 2.3 Both the ‘London Plan’ and the ‘Mayor’s Transport Strategy’ develop the national policy approach in putting emphasis on achieving a sustainable city. The current London Plan was published in March 2016 and a new draft of the MTS was published in June 2017. The thrust of the strategy relevant to this topic area is reinforced by the draft MTS.

Policy 3C.1 Integrating transport and development states that: ‘The Mayor will work with TfL, the government, boroughs and other partners to ensure the integration of transport and development by:

- *encouraging patterns and forms of development that reduce the need to travel, especially by car;*
- *seeking to improve public transport, walking and cycling capacity and accessibility where it is needed, for areas of greatest demand and areas designated for development and regeneration, including the Thames Gateway, Central Activities Zone, Opportunity Areas; Areas for Intensification and town centers and other parts of suburban London in which improved access is needed;*
- *in general, supporting high trip generating development only at locations with both high levels of public transport accessibility and capacity, sufficient to meet the transport requirements of the development. Parking provision should reflect levels of public transport accessibility;*
- *encouraging integration of the major transport infrastructure plans with improvements to the public realm, particularly in key areas around major rail and Underground stations and interchanges, using land assembly powers where necessary.*

The London Plan

- 2.4 The Mayor is responsible for Strategic Planning in London. One of his duties is to produce a Spatial Development Strategy for London, called the London Plan. In accordance with the Greater London Authority Act 1999 the London Plan deals only with matters of strategic importance to Greater London and its content is set out in Government Circular 1/2000.
- 2.5 The London Plan is the strategic plan setting out an integrated social, economic and environmental framework for the future development of London, looking forward over a period of 20-25 years. It provides the basis for the 33 individual boroughs to develop their local planning policies as well as setting the policy framework for the Mayor's involvement in major planning decisions in London.
- 2.6 The London Plan was adopted on 31st July 2011. The London Plan March 2016 is a consolidated version with all the alterations to the Plan since 2011. It sets out the Mayor's vision to drive policy across the Capital. The Mayor's six key objectives for the new London Plan are to ensure that London is:
- 1 ***A city that meets the challenges of economic and population growth in ways that ensure a sustainable, good and improving quality of life and sufficient high quality homes and neighbourhoods for all Londoners and help tackle the huge issue of deprivation and inequality among Londoners, including inequality in health outcomes.***
 - 2 ***An internationally competitive and successful city with a strong and diverse economy and an entrepreneurial spirit that benefit all Londoners and all parts of London; a city which is at the leading edge of innovation and research and which is comfortable with – and makes the most of – its rich heritage and cultural resources.***
 - 3 ***A city of diverse, strong, secure and accessible neighbourhoods to which Londoners feel attached, which provide all of its residents, workers, visitors and students – whatever their origin, background, age or status – with opportunities to realise and express their potential and a high quality environment for individuals to enjoy, live together and thrive.***
 - 4 ***A city that delights the senses and takes care over its buildings and streets, having the best of modern architecture while also making the most of London's built heritage, and which makes the most of and extends its wealth of open and green spaces, natural environments and waterways, realising their potential for improving Londoners' health, welfare and development.***
 - 5 ***A city that becomes a world leader in improving the environment locally and globally, taking the lead in tackling climate change, reducing pollution,***

developing a low carbon economy, consuming fewer resources and using them more effectively.

- 6** ***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 The policies contained within the London Plan which are particularly relevant to the proposed development and support Objective 6 above are as follows:

POLICY 6.1 STRATEGIC APPROACH

Strategic

- A *The Mayor will work with all relevant partners to encourage the closer integration of transport and development through the schemes and proposals shown in Table 6.1 and by:*

a encouraging patterns and nodes of development that reduce the need to travel, especially by car – boroughs should use the standards set out in Table 6.2 in the Parking Addendum to this chapter to set maximum car parking standards in DPDs

b seeking to improve the capacity and accessibility of public transport, walking and cycling, particularly in areas of greatest demand – boroughs should use the standards set out in Table 6.3 in the Parking Addendum to set minimum cycle parking standards in DPDs

c supporting development that generates high levels of trips at locations with high levels of public transport accessibility and/or capacity, either currently or via committed, funded improvements including, where appropriate, those provided by developers through the use of planning obligations (See Policy 8.2).

d improving interchange between different forms of transport, particularly around major rail and Underground stations, especially where this will enhance connectivity in outer London (see Policy 2.3)

e seeking to increase the use of the Blue Ribbon Network, especially the Thames, for passenger and freight use

f facilitating the efficient distribution of freight whilst minimising its impacts on the transport network

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

h promoting greater use of low carbon technology so that carbon dioxide and other contributors to global warming are reduced

i promoting walking by ensuring an improved urban realm

j seeking to ensure that all parts of the public transport network can be used safely, easily and with dignity by all Londoners, including by securing step-free access where this is appropriate and practicable.

- B The Mayor will, and boroughs should, take an approach to the management of street space that takes account of the different roles of roads for neighbourhoods and road users in ways that support the policies in this Plan promoting public transport and other sustainable means of transport (including policies 6.2, 6.7, 6.9 and 6.10) and a high quality public realm. Where appropriate, a corridor-based approach should be taken to ensure the needs of street users and improvements to the public realm are co-ordinated.*

POLICY 6.3 ASSESSING EFFECTS OF DEVELOPMENT ON TRANSPORT CAPACITY

Planning decisions

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

B Where existing transport capacity is insufficient to allow for the travel generated by proposed developments, and no firm plans exist for an increase in capacity to cater for this, boroughs should ensure that development proposals are phased until it is known these requirements can be met, otherwise they may be refused. The cumulative impacts of development on transport requirements must be taken into account.

C Transport assessments will be required in accordance with TfL's Transport Assessment Best Practice Guidance for major planning applications. 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 and delivery and servicing plans should be secured in line with the London Freight Plan and should be co-ordinated with travel plans ...

POLICY 6.9 CYCLING

Strategic

A The Mayor will work with all relevant partners to bring about a significant increase in cycling in London, so that it accounts for at least 5 per cent of modal share by 2026

...

Planning decisions

B Developments should:

a provide secure, integrated, convenient and accessible cycle parking facilities in line with the minimum standards set out in Table 6.3 and the guidance set out in the London Cycle Design Standards (or subsequent revisions)

b provide on-site changing facilities and showers for cyclists ...

POLICY 6.10 WALKING

Strategic

A The Mayor will work with all relevant partners to bring about a significant increase in walking in London, by emphasizing the quality of the pedestrian and street environment, including the use of shared space principles, – promoting simplified streetscape, decluttering and access for all.

Planning decisions

B Development proposals should ensure high quality pedestrian environments and emphasise the quality of the pedestrian and street space by referring to Transport for London’s Pedestrian Design Guidance

...

POLICY 6.13 PARKING

Strategic

A The Mayor wishes to see an appropriate balance being struck between promoting new development and preventing excessive car parking provision that can undermine cycling, walking and public transport use.

B The Mayor supports Park and Ride schemes in outer London where it can be demonstrated they will lead to overall reductions in congestion, journey times and vehicle kilometres.

Planning decisions

C The maximum standards set out in Table 6.2 in the Parking Addendum to this chapter should be the basis for considering planning applications (also see Policy 2.8), informed by policy and guidance below on their application for housing in parts of Outer London with low public transport accessibility (generally PTALs 0-1).

D In addition, developments in all parts of London must:

a ensure that 1 in 5 spaces (both active and passive) provide an electrical charging point to encourage the uptake of electric vehicles

b provide parking for disabled people in line with Table 6.2

c meet the minimum cycle parking standards set out in Table 6.3

d provide for the needs of businesses for delivery and servicing.

...

The Mayor's Transport Strategy

- 2.8 The Mayor's Transport Strategy (MTS) published in May 2010 is a statutory document, developed alongside the London Plan and Economic Development Strategy as part of a strategic policy framework to support and shape the economic and social development of London over the next 20 years. It sets out the Mayor's transport vision and describes how Transport for London (TfL) and its partners, including the London boroughs, will deliver that vision. Under improving transport opportunities for all Londoners, the MTS states that better integration of land use and transport planning will also ensure that new housing and employment is supported by good public transport accessibility and adequate capacity. These goals are supported by a range of policies. The policies most relevant to this development are:

Policy 9 - *The Mayor, through TfL, and working with the DfT, Network Rail, train operating companies, London boroughs and other transport stakeholders, will use the local and strategic development control processes to seek to ensure that: a) All high trip generating developments are located in areas of high public transport accessibility, connectivity and capacity (either currently or where new transport schemes are committed); b) The design and layout of development sites maximise access on foot, cycle and to public transport facilities, for example, via safe walking and cycling routes and provision of secure cycle parking and c) Access for deliveries and servicing that maximize the opportunities for sustainable freight distribution where possible.*

Policy 11 - *The Mayor, through TfL, and working with the DfT, Network Rail, train operating companies, London boroughs and other stakeholders, will seek to reduce the need to travel, encourage the use of more sustainable, less congesting modes of transport (public transport, cycling, walking and the Blue Ribbon Network), set appropriate parking standards, and through investment in infrastructure, service improvements, promotion of smarter travel initiatives and further demand management measures as appropriate, aim to increase public transport, walking and cycling mode share.*

Policy 17 - *The Mayor, through TfL, and working with the DfT and other government agencies, the London boroughs, health authorities and other stakeholders, will promote healthy travel options such as walking and cycling.*

The MTS includes a range of proposals for delivering the six goals which include:

Proposal 57 - *The Mayor will seek to use his planning powers and work with the London boroughs to encourage cycling by supporting development that: a) Provides cycle parking to an appropriate standard and b) Integrates the needs of cyclists into the design.*

Proposal 60 - *The Mayor, through TfL, and working with the London boroughs and other stakeholders, will improve the walking experience by enhancing the urban realm and taking focused action to ensure safe, comfortable and attractive walking conditions, including, supporting developments that emphasize the quality and permeability of the pedestrian environment.*

Proposal 116 - *The Mayor, through TfL, and working with the London boroughs and other stakeholders, will use smarter travel initiatives across London to facilitate more efficient use of the transport system, achieve mode shift to cycling, walking and public transport and encourage the take-up of healthier travel options.*

2.9 A new Draft Mayor's Transport Strategy was published in June 2017 and is open for consultation until October 2017. There are three key themes:

1. Healthy Streets and healthy people

Creating streets and street networks that encourage walking, cycling and public transport use will reduce car dependency and the health problems it creates.

2. A good public transport experience

Public transport is the most efficient way for people to travel over distances that are too long to walk or cycle, and a shift from private car to public transport could dramatically reduce the number of vehicles on London's streets.

3. New homes and jobs

More people than ever want to live and work in London. Planning the city around walking, cycling and public transport use will unlock growth in new areas and ensure that London grows in a way that benefits everyone.

2.10 At the heart of the strategy is a renewed and firm emphasis on walking, cycling and green public transport. The aim to make these modes the most appealing choices for a lot more journeys. The proposed development is entirely consistent with the aims of this proposed, refreshed policy stance.

2.11 LB Camden adopted its new local plan on 3 July 2017. It replaced the Core Strategy and Camden Development Policies documents as the basis for planning decisions and future development in the borough. These policies are entirely

consistent with the requirements of the London Plan and the Mayor's Transport Strategy. Relevant policies in the Local Plan include:

Policy T1 Prioritising walking, cycling and public transport

The Council will promote sustainable transport by prioritising walking, cycling and public transport in the borough.

Walking

In order to promote walking in the borough and improve the pedestrian environment, we will seek to ensure that developments:

- a. improve the pedestrian environment by supporting high quality public realm improvement works;*
- b. make improvements to the pedestrian environment including the provision of high quality safe road crossings where needed, seating, signage and landscaping;*
- c. are easy and safe to walk through ('permeable');*
- d. are adequately lit;*
- e. provide high quality footpaths and pavements that are wide enough for the number of people expected to use them. Features should also be included to assist vulnerable road users where appropriate; and*
- f. contribute towards bridges and water crossings where appropriate.*

Cycling

In order to promote cycling in the borough and ensure a safe and accessible environment for cyclists, the Council will seek to ensure that development:

- g. provides for and makes contributions towards connected, high quality, convenient and safe cycle routes, in line or exceeding London Cycle Design Standards, including the implementation of the Central London Grid, Quietways Network, Cycle Super Highways and;*
- h. provides for accessible, secure cycle parking facilities exceeding minimum standards outlined within the London Plan and design requirements outlined within our supplementary planning document Camden Planning Guidance 7: Transport. Higher levels of provision may also be required in areas well served by cycle route infrastructure, taking into account the size and location of the development;*
- i. makes provision for high quality facilities that promote cycle usage including changing rooms, showers, dryers and lockers;*
- j. is easy and safe to cycle through ('permeable');* and
- k. contribute towards bridges and water crossings suitable for cycle use where appropriate.*

Public Transport

In order to safeguard and promote the provision of public transport in the borough we will seek to ensure that development contributes towards improvements to the bus network including access to bus stops, shelters, passenger seating, waiting areas, signage and timetable information. Where appropriate, development will also be required to provide for interchanging between different modes of transport including facilities to make interchange easy and convenient for all users and maintain passenger comfort.

Policy T2 Parking and car-free development

The Council will limit the availability of parking and require all new developments in the borough to be car-free. We will:

- a. not issue on-street or on-site parking permits in connection with new developments and use legal agreements to ensure that future occupants are aware that they are not entitled to on-street parking permits;*
- b. limit on-site parking to:
 - i. spaces designated for disabled people where necessary, and/or*
 - ii. essential operational or servicing needs;**
- c. support the redevelopment of existing car parks for alternative uses;*
- and*
- d. resist the development of boundary treatments and gardens to provide vehicle crossovers and on-site parking.*

3. ACCESSIBILITY AND EXISTING TRAVEL SITUATION - SITE ASSESSMENT

Site and Access

- 3.1 The site is located on Finchley Road at the junction with Blackburn Road. There is currently a hoarded vehicular access at the east end of the development site from the Finchley Road. This is the only vehicular access into the development site and will be removed as part of the development.
- 3.2 The student building will cater in the main for students attending central and inner London universities, with shops, entertainment and transport facilities close by. A large selection of these educational institutions are shown previously.

Walking

- 3.3 There are footways along both sides of Finchley Road, which vary in width between some 2m and 4m, and are generally in good condition. The site is very well served by pedestrian crossing facilities. Signalised pedestrian crossing facilities are provided at the Finchley Road/Blackburn Road junction.

Cycling

- 3.4 There are several sign-posted cycle routes within the vicinity of the site. Finchley Road forms part of the Transport for London Road Network (TLRN). There is no cycle parking at the current site. The London Cycle Network (LCN) Route 50, from Mill Hill East to St James's Park runs parallel and to the north of the A41 Finchley Road – and is accessed locally in Netherhall Gardens.

Public Transport

- 3.5 The site is well served by bus routes with high frequency bus services along Finchley Road. There are six bus services well within 640m of the development site (the PTAL threshold distance) which all run along Finchley Road. The nearest bus stops are located 100m south-east of the development site adjacent to Finchley Road Underground station, a two minute walk from the site.
- 3.6 The development is located within acceptable walking distance of both Finchley Road and West Hampstead London Underground stations. Both stations are located on the Jubilee line.
- 3.7 Finchley Road and Frognaal London Overground railway station is within a five minute walk from the site. In addition, West Hampstead railway station is within a ten minute walk.

Public Transport Accessibility Level

- 3.8 The Public Transport Accessibility Level (PTAL) is categorized into levels 1 to 6, where 1 represents the lowest accessibility. Level 6, the highest category, has been further sub-divided into two sub-levels to provide greater clarity. London Borough of Camden's (LBC) PTALs for Camden plan illustrates that the site has a PTAL of 6a, which is the second highest category. This PTAL figure has been confirmed by the use of the TfL on-line calculator – which is presented in Appendix B. This calculation shows that the PTAL has improved from a 6a to a 6b – the highest possible rating of the site public transport accessibility.

Car Use

- 3.9 No car parking is proposed as part of the new development. The proposal is therefore for a car free development and the associated planning obligations apply.

4. TRAVEL SURVEY

- 4.1 An appropriate travel survey has not been undertaken prior to occupation. Trip generation data taken from the TRAVL database has been used in the TA and this has been drawn on to provide an initial position for target setting (Section 5).
- 4.2 It is proposed that a monitoring period of five years will be undertaken with an initial travel plan survey being completed during the first year. A baseline travel survey will be undertaken in Year 0 following 6 months occupation or when it is at 75% occupancy (whichever is sooner) agreed with LBC. Follow up surveys will then be undertaken at years one, three and five at around the anniversary of the Year 0 baseline survey, and the results reported to LBC. More detail is provided in Section 9 Monitoring and Review.
- 4.3 Updated transport demand forecasts have been prepared to reflect the detail of the approved Midland Crescent development project.

5. OBJECTIVES AND TARGETS

Objectives

- 5.1 This site specific Travel Plan is to be implemented for the development with the aim of promoting sustainable modes of travel and reducing reliance on the private car. The principal objectives are site specific and aim to improve accessibility and promote travel awareness.
- 5.2 For the student development, the main objectives of the plan are:
- To understand and support students' need to travel to and from the development and to and from the linked higher education institutions;
 - To identify and seek the provision of appropriate and affordable methods of travel for students avoiding, where possible, the need for private car travel;
 - To provide and promote more sustainable approaches to living and working including travel, and to support and encourage healthy and active lifestyles;
 - To reduce environmental impacts from student travel (local, national and global);
 - To promote safe and responsible travel to students whilst at University;
 - To ensure that the Travel Plan is viable and sustainable both financially and environmentally;
 - To develop and deliver the Student Travel Policy and Plan as a partnership between the universities, the students, LBC and the relevant transport providers.
- 5.3 For the workplace (i.e. staff) elements, the main aim of the TP is to influence a reduction in car trips, particularly single occupancy car trips to the development, and may include:
- Ensure that the site is accessible by a broad range of sustainable transport modes which can help to open the development to new target demographics;
 - Raise awareness amongst staff and visitors of all modes of transport available to improve the efficiency of services, where practicable;
 - Particularly promote the use of walking, cycling and public transport as a means of accessing the site for staff and visitors which will encourage healthy lifestyles through active travel; and
 - Reduce vehicular travel to the site, particularly single occupancy car use, to reduce local congestion and its associated externalities.

- 5.4 The above objectives will be addressed through specific actions contained in the plan.

Targets

- 5.5 Targets form an essential ingredient of the TP. All targets within the TP must be SMART (Specific, Measurable, Achievable, Realistic and Time-bound) and come in two forms:

- ‘Action type’ targets. These are non-quantifiable actions that need to be achieved; and
- ‘Aim type’ targets. These are quantifiable and relate to the degree of modal shift the plan seeks to achieve.

- 5.6 Monitoring of the plan will track the core targets (see Section 9). Accurate baseline information on vehicle access (private car and service vehicles) and other modes is essential and targets will be related to the information provided by TRAVL, which has already formed part of the site’s transport assessment.

- 5.7 In view of the development having no car parking and being ‘car free’ from day 1, the base case for car usage will be very low and thus any reduction in car use from this already low position will also be low. In selecting targets, levels of car use should be achieved at, or near the start of occupation, since the conditions affecting car use are ‘designed in’ to the development. Targets will thus be more related to checking and retaining a position of low (almost zero) car usage than seeking a significant ‘reduction’.

- 5.8 A key objective is to promote travel awareness of people using the site. Information on the breakdown of other modes (than car) will be useful, particularly the breakdown of public transport usage, but perhaps of more interest will be the uptake or renewal of travel passes (Oyster cards), bike purchase etc, demonstrating an increased awareness of sustainable travel. Travel Plan awareness targets can reflect the impact of sustainable travel information and activity on student residents’ attitudes. Targets should aim to achieve a significant awareness of the TP, with sub information on whether students attended the meet and greet induction and/or received a welcome pack. Car usage and travel awareness targets are shown in Tables 5.1. and 5.2.

TABLE 5.1: TARGETS

<i>Car Usage</i>	<p>The development is car free and occupants will not be able to obtain on-street CPZ permits. There will be a small amount of taxi private hire vehicle trip generation. For the student population, expect a car driver mode share of no more than 1% and car/taxi passenger share of no more than 2%. For staff at the student accommodation, expect 0% mode share for drivers and car passengers. For the resident population, expect a car driver mode share of no more than 1% and car/taxi passenger share of no more than 2%.</p> <p>These targets to be adopted as a baseline prediction and achieved for the full length of the five year monitoring period.</p>
<i>Travel Awareness</i>	<p>An increase in number of bicycles owned by residents and site staff (5% rise annually over the five year period)</p> <p>An increase in the number of Oyster cards purchased by students (5% rise annually)</p> <p>A target of 95% of students who have attended the Meet and Greet induction</p> <p>A target of 90% of students who have received a Welcome Pack and read the travel information</p>

TABLE 5.2: TARGETS BY YEAR

	<i>Year 0</i>	<i>Year 1</i>	<i>Year 3</i>	<i>Year 5</i>
Car driver, students/residents	1%	1%	1%	1%
Car passenger, students/residents	2%	2%	2%	2%
Car driver, staff	0%	0%	0%	0%
Car passenger, staff	0%	0%	0%	0%
Bicycle Ownership, residents and staff	Baseline determined by first travel survey	+5% Over previous year	+5% Over previous year	+5% Over previous year
Oyster card purchase, students	Baseline determined by first travel survey	+5% Over previous year	+5% Over previous year	+5% Over previous year
Students attending Meet and Greet meeting	95%	95%	95%	95%
Students receiving and reading Welcome Pack determined by Q and A as a part of TP research	95%	95%	95%	95%

6. RESOURCING AND MANAGEMENT

Travel Plan Co-ordinator

- 6.1 The CRM site manager is the nominated Travel Plan Co-ordinator and will be responsible for overseeing the implementation, monitoring, promotion and reporting of the TP. The day-to-day management of the plan and the administration of new initiatives will also be through the TP Co-ordinator. The TP Co-ordinator will be the main contact for the TP and will be recognized by all parties involved in the process. The TP Co-ordinator will work closely with management of the student building, the permanent residents and occupiers of the commercial space.
- 6.2 The development is not yet under construction and it will take at least 18 months to build. When operational staff are recruited the name of nominated TP Co-ordinator will be supplied to the Camden Travel Plan Officer.
- 6.3 It will be the responsibility of the TP Co-ordinator to oversee implementation of the measures outlined within the TP. For the student building this will include:
- Explaining the purpose of the TP and its opportunities to students and staff, and obtaining and maintaining commitment from them. This includes, of course, giving advice and information on sustainable travel, and particularly highlighting the benefits and opportunities for walk and cycle travel to and from the development. This should be undertaken as a main focus event at least once a year, at the beginning of term time as part of the Meet and Greet process, and reinforced every 2 months with an opportunity for surgeries for students; ensuring that staff of the buildings are properly trained and able to market the TP as an integral part of the site;
 - Offering personal journey planning advice about sustainable travel that is specifically geared to the journey needs of an individual;
 - Ensuring that an effective marketing campaign for the TP is implemented and helping to promote measures. This will include attending meet and greet meetings and having an input into the Welcome Pack at move in, mounting displays in communal areas, obtaining latest information from relevant agencies for display and dissemination purposes and providing advice on cycling and walking routes in the local area, regular review of the welcome packs to ensure they are up to date;

- Setting up and running events and activities, such as a Bicycle User Group, bike buddy scheme and sustainable travel roadshows. Other initiatives will include Bike Week, Cycle to College Day and Walk to College Day.
- Liaising with parties within the organization and with all interested parties such as stakeholders, partner universities, LBC, TfL and transport providers and visitors as necessary to attend Management Group meetings;
- Setting up and facilitating meetings with the student block management group (CRM) as necessary. At least a formal meeting every 2 months would be required with other meetings as necessary. Ensuring that the input and actions from CRM are effective and timely;
- Coordinating the necessary data collection exercises and monitoring programme for the plan and reporting progress, gathering feedback from the dedicated travel leaflet; and
- Managing a budget for developing the travel plan and ensuring its efficient use.
- There will be parallel measures implemented for the benefit of the residents of the 9 apartments. There will be a Midland Crescent website that will contain information relevant to students and permanent residents. There will be a continual dialogue between the TPC and the residents using email and website messaging.
- The TPC will meet with the Camden Travel Plan Officer to run through the information sources and display locations once the project has been fitted out.

Corporate Residential Management

- 6.4 It is expected that Corporate Residential Management Limited (CRM) will be responsible for the full-time management of the student building at Finchley Road London on behalf of the owner. CRM will have an important role in delivering the Travel Plan through its nominated Travel Plan Co-ordinator and ensuring that some specific objectives relating to the student development, as identified in Section 5 above, are achieved.
- 6.5 As an element of CRM's continued contribution to reducing the environmental impact of new buildings they actively encourage the use of alternative travel methods than the car. CRM has worked with a number of local authorities throughout the UK in developing travel plans. They understand and support students' need to travel to and from the residential development and to and from the University sites.

- 6.6 They are experienced in identifying and seeking the provision of appropriate and affordable methods of travel for students, avoiding when possible the need for private car travel and will actively be involved in specific marketing and promotion exercises, such as organizing the 'Meet and Greet' induction and providing travel information in the welcome information packs (see Section 7), providing displays and information in the public areas and managing other important measures, such as the 'move in and move out process' and CCTV (see Section 8).
- 6.7 The site will be managed by an on site manager Monday to Friday 8am to 6pm (times may vary depending on needs of service). The management team will consist of a Manager and Assistant Manager. On site staff will be employed directly by the managing agent CRM and all aspects of personnel are managed by CRM's human resources department. Out of core hours will be covered by retained student wardens with a mature outlook who are resident on site.
- 6.8 Their role will be to provide a visible presence and a point of contact for all student residents and any other parties. The objective is to have an onsite presence at all times when students are in residence. CRM's recruitment philosophy is to always seek to employ the site staff from the local community or within reasonable travel distance. Whilst this supports the local community the site team also then has a greater understanding and empathy with that community and will often live locally. The management team will thus be able to provide knowledgeable and specific information to students and visitors on safe and responsible travel at all times.
- 6.9 With their day to day knowledge of the running of the site and local background information CRM will be in an excellent position to deliver the Travel Plan. A key aim will be to dispense Student Travel Policy and the Plan as a partnership between the partner universities, the students, LBC and the relevant transport providers. Additionally, CRM will act as a focus for local interest. CRM is proactive in working with and developing a constructive relationship with nearby residents, businesses and representatives of the local community. CRM views this approach as critical to ensuring that as far as possible the numerous local interest groups coexist harmoniously. It is important that nearby long term local residents and other organizations have a point of contact with the site to raise any concerns or specific problems that the local management can address.

- 6.10 CRM would actively seek to join local resident groups to demonstrate that they are a member of the local community. A well-managed and at all times visible presence to the local community enhances the sense of security, control and consideration for that community and underpins the professional approach to initiatives such as promoting sustainable travel. Consultation is an essential part of the process. A plan that is imposed is unlikely to be supported by those on whom it impacts, whether they are staff, visitors or residents.

Managing the Plan

- 6.11 The travel plan process will initially be managed by a partnership ‘Management Group’, whose role will be to oversee the progress of the TP. The Group will include the original developer, or their representative, who will have ultimate direct control and responsibility for the plan, CRM, student and residents representatives, LBC and TfL. At this stage it is not known if the original developer of the scheme will remain responsible for the site indefinitely. If it is the case that the developer will remain responsible, the developer may want to retain direct control of the travel plan and its implementation. If not, and the development is sold on, other management options exist for the oversight of the plan, which could include a steering group, created by partnership between stakeholders, a community trust or another management company to ensure that the plan will be delivered. Whichever structure selected for the management of the plan, the TP is fully funded for a five year period to ensure the group is adequately financed.

7. MARKETING AND PROMOTION

- 7.1 A number of marketing and promotion events will be undertaken in order to disseminate information and raise awareness of the Travel Plan.

Welcome Pack

- 7.2 CRM will provide students with site specific information as part of the welcome pack. It is sent to all tenants, usually electronically, prior to moving in. This welcome information will include travel information including a dedicated leaflet on student travel at Midland Crescent, Finchley Road. It will also clearly indicate that it is a breach of their tenancy agreement to bring a private car with them. This leaflet will provide an opportunity to provide feedback, which the Travel Co-ordinator will manage. Additionally, there will be details of local public transport services, timetables, information on how to purchase tickets, oyster cards, cycle and walk mapping etc. in these packs.

Meet and Greet Induction

- 7.3 A “Meet & Greet” induction evening event will be arranged during the move in week and will be held in the Communal Study Room. All new students will be encouraged to attend. This meeting, wherever possible, will be held in conjunction with the Police and Fire Services, who provide short presentations. Travel management will be an important subject item. It is an opportunity to reinforce the objectives and benefits of sustainable travel and to explain the Travel Plan and how students (and staff) are expected to contribute to the achievement of targets, particularly through walking and cycling. The Travel Plan Co-ordinator will be expected to attend to advise and provide information.

- 7.4 This meeting will deliver a strong message regarding acceptable behaviour and how students should live within the community. The meeting reinforces the importance attached to the need to be a good neighbour both inside and outside the block and promotes more sustainable approaches to living and working, including travel. It demonstrates how student travel can support and encourage healthy and active lifestyles and reduce environmental impacts. All this information will be available from the site manager outside the distribution of the welcome pack.

Events and publicity in the Communal study / common room

- 7.5 Midland Crescent has been designed and configured to provide the resident students with communal facilities within the development. This amenity provides a rich element in helping to provide an opportunity for development of community within the student body.

- 7.6 A part of the management and warden's role will be to encourage use of this space and support social and other events to develop that sense of community. These communal facilities are for the use of residents and occasional guests only.
- 7.7 This facility provides an opportunity to act as a focus for dissemination and display of information, advice and publicity throughout the year, and for the TP Co-ordinator to meet people on a formal and informal basis. A noticeboard for travel information, regularly updated, will promote sustainable travel on an ongoing basis. Different marketing initiatives will be employed at regular intervals to keep messages fresh. As well as at the Meet and Greet Induction, the TP Co-ordinator will be expected to meet students on a termly basis and offer surgeries, where for example, personal travel advice could be provided about sustainable travel that is specifically relating to the journey needs of an individual. With the agreement of the student management it will also be possible to offer meetings with the permanent residents. As well as reinforcing important messages, these meetings will provide the TP Co-ordinator with an opportunity to review the success of travel arrangements.

Camden Council Suggested Measures

- 7.8 Camden Council has suggested a number of initiatives that they are aware of from their invaluable prior experience. These 'Camden Suggestions' are retained in full in this report for the later consideration by the appointed TPC. Activities and initiatives suggested by the Camden Travel Plan Officer include the following;

Walking Measures

- 7.9 Include promotion of Walkit.com (www.walkit.com/london) and TfL Journey planner <https://tfl.gov.uk/modes/walking/>, promotion of leisure routes such as Belsize Walk and strategic routes on [Walk London](#). Promotion of National Walking Month and organisations such as The Ramblers to engage people in walking. Promotion of Legible London signage to encourage people to walk when they visit the central area of London covered by Legible London signage. Walk4life and Walk4Life find a walk. <http://www.walk4life.info/find-a-walk>

Cycling Promotions.

- 7.10 Promotion of cycle parking and showers/changing facilities on site. Promotion of cycle training and membership organisations such as LCC, CTC (Cycling UK), British Cycling (and related programmes to engage people in cycling), promotion of cycle skills courses and related social media work undertaken by Camden Council (www.facebook.com/cyclingcamden).

7.11 Promotion of Bike Week events in Camden and nearby boroughs, Cycle to Work Day, 'Lets Ride' British Cycling Initiatives including led rides, Breeze and Ride Social Rides, Ride London, promotion of London Cycle Guides, Cycle Streets Journey Planner, TfL Cycle Journey Planner.

7.12 Promotion of cycle security and bike marking schemes to reduce bike theft. Promotion of HGV/cycle safety. Cyclescheme salary sacrifice scheme to promote bike ownership. Love to Ride (London Cycle Challenge). Promotion of E-bike advantages for those with a longer commute/carrying loads. Cycle hire - Free membership for this for a year? Personalised cycle travel planning.

Public Transport Promotions

7.13 TfL Journey Planner and National Rail journey planner. Promotion of TfLs Safer Travel at Night campaign relating to safety on public transport and the use of licensed Private Hire and Black Cabs. Promotion of timetables and ticketing, spider maps for bus services including night buses. Promotion of apps to facilitates mobile handset planning of public transport trips and awareness of network issues and problems.

General

7.14 Personalised travel planning. Travel advice sessions for staff and visitors. Dissemination of consultations for nearby transport schemes, particularly walking and cycling schemes, so that employees can contribute responses on transport proposals in the borough.

Website/Intranet

7.15 A dedicated travel plan website will be set up, regularly updated to provide comprehensive travel information of the type included in the Student Welcome Pack, with details of any forthcoming travel events, timetable changes and new promotional offers, and useful links such as interactive mapping. There would be opportunity to provide feedback to the TP Co-ordinator about travel arrangements. There will be a section of the website designed to satisfy the needs of the permanent residents along with the sharing of commonly useful information and experiences.

8. MEASURES

Overview

- 8.1 A package of measures and actions is proposed to encourage greater sustainable travel and reduce car based travel, and together achieve the travel plan objectives. The measures and actions are mostly ‘carrots’, to assist sustainable travel. The primary ‘stick’ to restrict and reduce the attractiveness of car-based travel is for no car parking to be provided on site, other than for spaces for disabled persons. Extensive agreement has been reached with TfL on the development of these proposals.

Walking

- 8.2 The TA demonstrated that future walk trips to and from the development would be distributed in different directions between a number of routes and the volumes generated would be satisfactorily accommodated within the footway network. The applicant agrees a contribution should be considered, secured by way of the section 106 agreement, to ensure local walk routes adjacent to the development are of consistently good quality, thus encouraging walk travel.
- 8.3 As part of the proposals a way-finding strategy will be developed for directing pedestrians to public transport facilities and other important attractions in the immediate area. The system shall follow the principles of Legible London, a system which uses a range of information, including street signs and printed maps, to help people find their way. It is also integrated with other transport modes so when people are leaving the Underground, for example, they can quickly identify the route to their destination.
- 8.4 The health benefits of walking, together with provision of relevant information, will be promoted through the travel plan marketing initiatives, as described in Section 7.

Cycling

- 8.5 In order to encourage cycle travel, covered and secure student cycle storage will be provided. In total 78 spaces comprising 60 student spaces at 1 space per room and 18 spaces for residents will be located in the basement. This provision is in line with TfL’s Cycle Parking standards for new developments. Additionally, 10 cycle parking would be provided on street for staff and visitors.
- 8.6 This storage will have secure access arrangements and CCTV coverage to enhance levels of security and safety. This CCTV will be monitored from site. All students will have access to shower facilities.

8.7 The benefits of cycling will be promoted through marketing initiatives contained within the TP.

8.8 The TP Co-ordinator will organize a Bicycle User Group (BUG) a group of people wanting to encourage others to cycle and potentially improve facilities for cyclists. It provides a forum for discussing any cycling issues affecting the students and supports people who may be less confident about cycling. With the TP Co-ordinator the BUG may organize and participate in activities such as led group familiarization rides for people less familiar with the local area, organize bike maintenance sessions and cycle training.

Public Transport

8.9 In consultation with TfL, the developer agrees to contribute towards local footway improvements in the vicinity, where needed and secured through a Section 106 Agreement, to ensure that existing footway complies with TfL's design guidance.

Managing Private Car Use

8.10 In view of the good transport links enjoyed at this location, the development is to be essentially car free. There is no car parking on the site. Visitors who are holders of Blue Badges can park on street on the single yellow line (and free of charge for up to three hours). One residential parking permit per year will be distributed should a disabled person need to bring a car to the development. The surrounding streets are controlled by a CPZ and residents and students at the development will otherwise be unable to apply for a CPZ permit.

Disabled Students

8.11 Information has been gathered from other existing, London student accommodation facilities to understand the level of provision for wheelchair users and the uptake of it. In summary, it was found that the use of wheelchair accessible rooms by disabled people is very low. The vast majority of wheelchair accessible student rooms remain unused and are rented by abled bodied residents. The provision of disabled car parking spaces for students is variable, 2 out of the 5 sites sampled do not provide disabled parking for students, whilst the others had a few spaces. None of the sites had any dedicated parking for mobility scooters.

Access

8.12 The proposal to remove the footway crossover will improve conditions for pedestrians walking along Finchley Road by reducing the crossing distance across the site access and improving visibility between pedestrians and drivers of vehicles leaving the site.

Construction, Delivery and Servicing

- 8.13 Daily trips for all servicing and deliveries have been forecast at 2-3 vehicles per day. Full details were provided in the TA. Deliveries, waste collection and taxi services for the student building will be from the Red Route loading bay in front of the development. Deliveries will not be permitted between 4pm and 7pm when the bus lane is in operation.
- 8.14 The development will be supported by a Construction Management Plan (CMP) and a Servicing Management Plan (SMP), both of these being secured by way of a section 106 agreement with the LB Camden. The aim of the CMP is to minimize the impact of construction traffic on the local area. This will, amongst other requirements, control the times at which construction works can be carried out and therefore the times construction vehicles can access the site, as well as specifying the construction vehicle routes to and from the site. The SMP's aims include reducing the impacts of goods trips to the site and establishing any appropriate time restrictions for servicing.

Management Measures

Move In Process at Midland Crescent

- 8.15 The 'move in' process will be managed by the on-site management team, employed directly by the managing agent, CRM.
- 8.16 Unlike university owned accommodation, there is no strict start date where all students must be matriculated. This is in part due to different universities and courses commencing at different times, but also due to the anticipated mix of students at Midland Crescent, such as postgraduates and international students who will continue to arrive well into October.
- 8.17 Therefore it is not expected that all tenants will arrive on a single weekend, nor would it be in the interest of the building's administration to have all students checking in for their rooms at the same time. However, a relatively large contingent will arrive on the first weekend of their tenancy.
- 8.18 All students, after reserving their room, paying a booking fee and completing their tenancy agreement will be advised of the date and time for arrival to take up occupancy of their room.
- 8.19 In the weeks prior to move in as tenancy agreements are returned welcome packs are prepared for each student. The welcome pack includes details of the site and how it is run, advice on living at Midland Crescent and local information, including travel information (see above Section 7).

- 8.20 Preparation of this information enables a swift and largely trouble free process enabling CRM to welcome students and direct them to their rooms quickly and efficiently. It is made clear to students that the allocation of time slots is for their benefit to ensure a smooth and trouble free move in and minimize any localized disruption in terms of vehicular movements. If students and parents choose to ignore these timings CRM reserve the right to refuse access until the site is able to accept them.
- 8.21 In all cases CRM liaise with local police and traffic management to advise the dates and agree a strategy for management of vehicle movements including temporary suspension of on street parking restrictions. CRM has found this process to work effectively in major conurbations where they have similar situations. CRM operate in many city centers including Cambridge with 900 beds, Nottingham with 650 beds, Sheffield with 450 beds, London with 225 beds, Lincoln with 350 beds, Salford with 540 beds, and Dundee with over 500 beds, as examples. All these sites are in areas with restricted parking and within commercial and residential areas.
- 8.22 To further assist in a smooth intake additional staffing support is provided on move in days. The staff will be there to assist in directing new students to reception areas where they can collect keys and welcome packs etc. unloading from cars or provide assistance from cabs or those using public transport. Where assistance is provided all personal goods are stored in a secure location on the ground floor. This enables those with cars to unload quickly and move the vehicle to long term parking, away from the site. As part of communication to students and parents prior to move in, details of public transport and parking locations in the general area are provided. This enables students, and in particular parents, to pre-plan their journey, journey times and next steps after unloading.
- 8.23 Further details of the Move In process are contained within the Midland Crescent Student Management Plan.

Move out process

- 8.24 Student 'move out' is not so time constrained as individual courses within Universities finish at different times. Experience has shown that students move out over an extended period of time at the end of the academic year. All students will be advised prior to the end of their tenancy period of the move out procedure and dates on which they would be expected to finally vacate.

CCTV

- 8.25 A comprehensive system of CCTV will be installed with full night vision capability which is also a major deterrent to anti-social behaviour likely to cause offence both internally and externally to the building, and which provides an important encouragement to walk and cycle travel.

9. MONITORING AND REVIEW

- 9.1 On-going monitoring and reporting of the TP is necessary to ensure the continuous effectiveness of the plan and continued achievement of objectives over time. The Travel Plan will be monitored for a five year cycle, in line with TfL guidance. Trip generation data was used to provide an initial position for setting targets (Section 5). A baseline travel survey will be undertaken in Year 0 following 6 months occupation or when it is at 75% occupancy (whichever is sooner) agreed with LBC. Follow up surveys will then be undertaken at years one, three and five at around the anniversary of the Year 0 baseline survey, and the results reported to LBC.
- 9.2 In addition to this formal monitoring, it is proposed that a limited number of additional ‘snapshot’ surveys will be carried out in line with the target setting described above. The survey could include a short email based questionnaire to ascertain the initial travel choices of the new residents and the adequacy, relevance and helpfulness of the information that they would have previously received. The detail will be agreed with LB Camden Travel Plan Officer in advance. This ‘snapshot’ would also include records of meet and greet attendances, take up of personal travel planning, bicycle ownership, gathering feedback from the travel leaflets and website, bicycle purchases etc as prepared by the new TPC. These ‘snapshot’ surveys would be based on the collection of information set out in an agreed checklist and would provide useful information at an early stage about perceived transport choices, the impact of the travel plan and ways of improving it.
- 9.3 After the initial five-year cycle, monitoring should ideally continue on a voluntary basis every two years thereafter. At the completion of each five-year cycle, a review of the travel plan and targets should take place, before new objectives, targets and appropriate measures are set and a new five-year cycle begins.
- 9.4 Monitoring will include a minimum dataset of these core elements:
- Site management questionnaire – for the student block and each business unit, factual information relating to the site such as number of employees, number and type of parking spaces etc;
 - Multi-modal count of all trips to and from site, including taxis – observations at the Midland Crescent entry/exit point;
 - Student questionnaire – self completion;
 - Resident questionnaire – self completion;
 - Visitor questionnaire – personal interview;
 - Employee questionnaire – self completion;

- Service and delivery traffic to the site – classified freight counts every quarter hour, observation of type of goods.
- 9.5 The count and questionnaire information is combined for one day to produce a more complete picture of travel to a site. Freight data shows a representation of this activity at the site. Parking surveys are not included as the site will be ‘car free’.
- 9.6 The surveys will be secured through a planning obligation using the standardized survey methodology and undertaken by an Independent Field Company (IFC). The legal agreement will include an allowance for monitoring survey fees and for monitoring administration fees, which will account for the duration of the agreed five year monitoring period. The key requirement is that data will be collected using the standard methodology (TRAVL, with results fed into iTRACE) which enables all travel plans to be monitored and assessed consistently by the organization, the LBC officer and TfL.
- 9.7 The results of the travel surveys will be reported to LBC and used to improve the TP.

10. ACTION PLAN

10.1 Table 10.1 shows a programme for implementation, which summarises roles, activities and responsibility for funding. The table below puts the Travel Plan in a larger context.

Phase	Management	Activity	Mechanism Used	Funding
Construction	<ul style="list-style-type: none"> -TP prepared -TP Co-ordinator in place before students move in -Key members of Management Group established 	<ul style="list-style-type: none"> -Agreed appointment of TP -Co-ordinator -Early Preparation of marketing materials -Ensure TP measures in place -Meet CRM to agree role and actions -Publicity and launch of TP 	<ul style="list-style-type: none"> -Planning consent including S106 -TP Co-ordinators' responsibilities outlined in the TP -implementation of identified measures 	<ul style="list-style-type: none"> -TP paid for by developer -TP Co-ordinator paid for by developer -Developer contributions for physical measures e.g. display boards
Early Moving in period	<ul style="list-style-type: none"> -TP Co-ordinator in place -Final members of Management Group appointed and in place 	<ul style="list-style-type: none"> -Provision of TP initiatives (meet and greet induction, move in process, etc) -Promotion of Plan measures (displays, personalized travel) -Establish Management Group and initiate meetings -Arrange Initial year 0 baseline monitoring as agreed -Monitoring and reporting (and amendment) of plan following surveys in years 1, 3 and 5. 	<ul style="list-style-type: none"> --Plan measures in TP -Management structure in TP -Monitoring programme in TP 	<ul style="list-style-type: none"> -Paid for by developer
Established development and into the future	<ul style="list-style-type: none"> -Original or new management structure to take on responsibility for plan -Travel Plan Co-ordinator may continue beyond 5 years 	<ul style="list-style-type: none"> -Monitoring, reporting and amendment to plan based on review up to 5 years -possible other management structure in place -TP Co-ordinator responsibilities transfer to new structure 	<ul style="list-style-type: none"> -Transfer of responsibilities outlined in original TP 	<ul style="list-style-type: none"> -Paid for by developer up to 5 years.

- 10.2 The Travel Plan for the student accommodation is somewhat unusual because the occupants will change substantially from one year to the next.
- 10.3 The planning obligation requires a minimum timeframe of 5 years but the reality is that there will always be a management team in place at Midland Crescent and the TPC responsibility would be retained for a much longer timeframe.
- 10.4 However, it is several years before the new development will be occupied and it would be wrong to be too prescriptive about measures that may no longer be available or active in years to come.
- 10.5 There will be policy shifts at every level of government coupled with evolving investment priorities regarding transport services.
- 10.6 The Travel Plan sets out objectives and targets but it would be premature to be too specific about relevant measures
- 10.7 London is an ever-changing environment in terms of transportation. Whilst many initiatives are short-lived others gain considerable momentum. At the ‘macro’ level, as an example, travel cost policies are constantly being tweaked with important new opportunities being created for lower cost travel. At the ‘micro’ level there is an endless stream of internet initiatives and new tools to assist with sustainable travel choices.

March 2018 – Final Draft Action Plan

Mode	Measure	Task	When	By Whom?
All	Travel Plan Management	Appoint Travel Plan Co-ordinator to be responsible for promoting sustainable travel to the site and to take forward the actions contained within this Action Plan.	6 months before occupation	Stadium Capital Holdings / CRM

All	Travel Plan Management	Ensure the TPC is sufficiently experienced/trained to undertake the role. Consider Travel Plan training for the TPC if appropriate.	6 months before occupation	Stadium Capital Holdings / CRM
All	Travel Plan Management	TPC and Site's Senior Management set an example by travelling to work by non-car modes	From first day at work at the site	TPC and site senior management
All	Travel Plan Management	Convene Travel Plan Management Group (Steering Group). Representatives required from key stakeholders, eg facilities, retail space, student rep(s) CRM etc	Meetings every 2 months. First Meeting 2 months before occupation	TPC
All	Travel Plan Management	Investigate and forge links with other local TPCs and organisations with TPs. Is it possible to leverage bulk buys and discounts if you work together?	5 months prior to occupation	TPC
All	Travel Plan Management	Develop a budget for Travel Plan and be responsible for it.	Annual review	TPC
All	Marketing	Prepare a calendar of events and advertise through website and noticeboard etc Consider the 'Camden Suggestions' contained within the Travel Plan.	On-going, update monthly	TPC

All	Marketing	Prepare transport packs for incoming students and staff at the site. To include walking and cycling maps, public transport timetables and information, car club information, along with LBC cycle training and events. Protocols for the use of the on-site cycle parking.	To be send out with the overall welcome pack. Reviewed annually to ensure that the information remains up to date and relevant.	TPC
All	Marketing	Participate in the student Meet and Greet induction meeting as described in the Travel Plan	First week of the first term	TPC
All	Marketing	Run transport surgeries for staff and students.	Once a term from first occupation.	TPC
All	Marketing	Offer a personalised journey planning service.	On-going but activity particularly geared to new students arriving at the beginning of each academic year	TPC

All	Marketing	Source a transport noticeboard in the building in a communal area with a high footfall	Update regularly, say monthly. Consider a theme for each month eg 'Focus on Walking' etc	TPC
All	Marketing	Prepare a transport page for the site's website, with local transport information and timetables, top tips and a calendar of events. Link to the ATP website. This will contain links to websites eg walkit.com and local car club information, cycle journey planner etc Promotion of appropriate transport apps. Opportunity to provide feedback to the TPC.	2 months before occupation	TPC
All	Marketing	Establish Links with Camden's Transport Planner responsible for travel campaign. Investigate which of the 'Camden Suggestions' as detailed in the TP document can be incorporated into the Travel Plan and therefore the calendar of events.	3 months before occupation and on-going	TPC

All	Marketing	Ensure that there is liaison with the residents of the nine apartments. They should have access to the relevant website page with travel information and offers etc.	Six monthly meetings	TPC
All	Staff Travel	New members of staff to receive a travel induction and Welcome Pack. To include site transport provision, information on business travel and tele/video conferencing (including training). It is assumed that staff and residents will have access to all the initiatives and offers outlined in this Action Plan where appropriate.	Upon recruitment	TPC
Cycling	Cycle Maintenance	Organise Dr Bike visits (or similar)	Once a term	TPC
Cycling	Bicycle Users Group	Organise a BUG composed of keen staff and student cyclists to discuss issues and potential improvements.	Once a term	TPC
Cycling	Cycle Showcase	Local bike shop to demonstrate cycles to staff and students. Offer discounts on cycles.	Annually, at the beginning of the academic year	TPC/local bike shop

Cycling	Cycle to work scheme	Investigate offering the tax – free Cycle to Work Scheme for staff.	Annually	TPC
Cycling	Wayfinding	Provide TfL and LBC Cycle Maps of the local area and beyond. Leave paper copies in communal areas and put electronic information and weblinks etc on the travel page of the site’s website	On-going	TPC
Cycling	Cycle Training	Investigate the provision of cycle training to students and staff.	September /October annually	TPC
Cycling	Promotion of Cycling	Research activities that could be combined with Bike to Work Week/Cycle to College Day etc Include in Travel Plan and calendar of events.	Jan before Bike Week which is in early June	TPC
Walking and Cycling	Promotion of Walking and Cycling	Walking and Cycling should be promoted hard at the beginning of the academic year before winter weather sets in. Needs to include practical tips and how to stay safe.	September /October annually	TPC

Walking	Wayfinding	Provide walking maps of the local area. Leave paper copies in communal areas and put electronic information and weblinks etc on the travel page of the site's website	On-going	TPC
Walking	Walk to Work Week	Promote Walk to Work week and other walking events eg National Walking Month and Legible London signage when walking in Central London	Annually in May	
Public Transport	Tickets	Find out where the local Oyster Card sellers are. Arrange ticket discounts with operators. Advertise the results.	2 months before occupation	TPC
Public Transport	Timetables	Source timetables for all the local Public Transport services. Leave paper copies in communal areas and put electronic information and weblinks etc eg link to the TfL Journey Planner on the travel page of the site's website.	2 months before occupation	TPC
Public Transport	Disruptions to services	Keep up to date with disruptions to services and advertise them to staff and students as necessary	On-going	TPC

Freight	Deliveries and Servicing	Where possible the TPC will help to arrange deliveries outside the peak travel times in order to reduce local congestion.	On-going	TPC
All	Travel Plan Monitoring	Review and update the Travel Plan and Action Plan	Annually, 4 months before preparations for the next academic year, say May	TPC
All	Travel Plan Monitoring	Run Travel Survey, analyse results, compare against targets, consider changes to measures /targets Share travel survey information widely.	First survey to be run 6 months after occupation or when site is 75% full. Whichever is soonest. Then in years three and five at a similar time of year to the first survey.	TPC
All	Travel Plan Monitoring	Undertake snapshot surveys. Short email survey as described in the Travel Plan.	Annually at the beginning of academic year	TPC
All	Travel Plan	Celebrate Success! Eg walkers and cyclists breakfasts and other fun rewards.		TPC

APPENDIX A – ATTrBute Assessment

Appendix A

Summary



[Back to plan list](#)



[Export summary](#)



[Logout](#)

Travel plan name midland crescent development
Planning application reference number
Name of travel plan author tim spencer and co
Email address of travel plan author tim.spencer@timpencerandco.net
Telephone number of travel plan author 07515120985
Name of travel plan assessor tim spencer
Job title/role of travel plan assessor

Plan Type	Local level Framework Occupiers known
The development	7/7
Policy	2/2
Site assessment	3/3
Surveys	3/3
Objectives	3/3
Targets	2/2
TP Co-ordinator	3/3
Measures	6/6
Monitoring	2/2
Securing and enforcement	1/1
Funding	6/6

The development

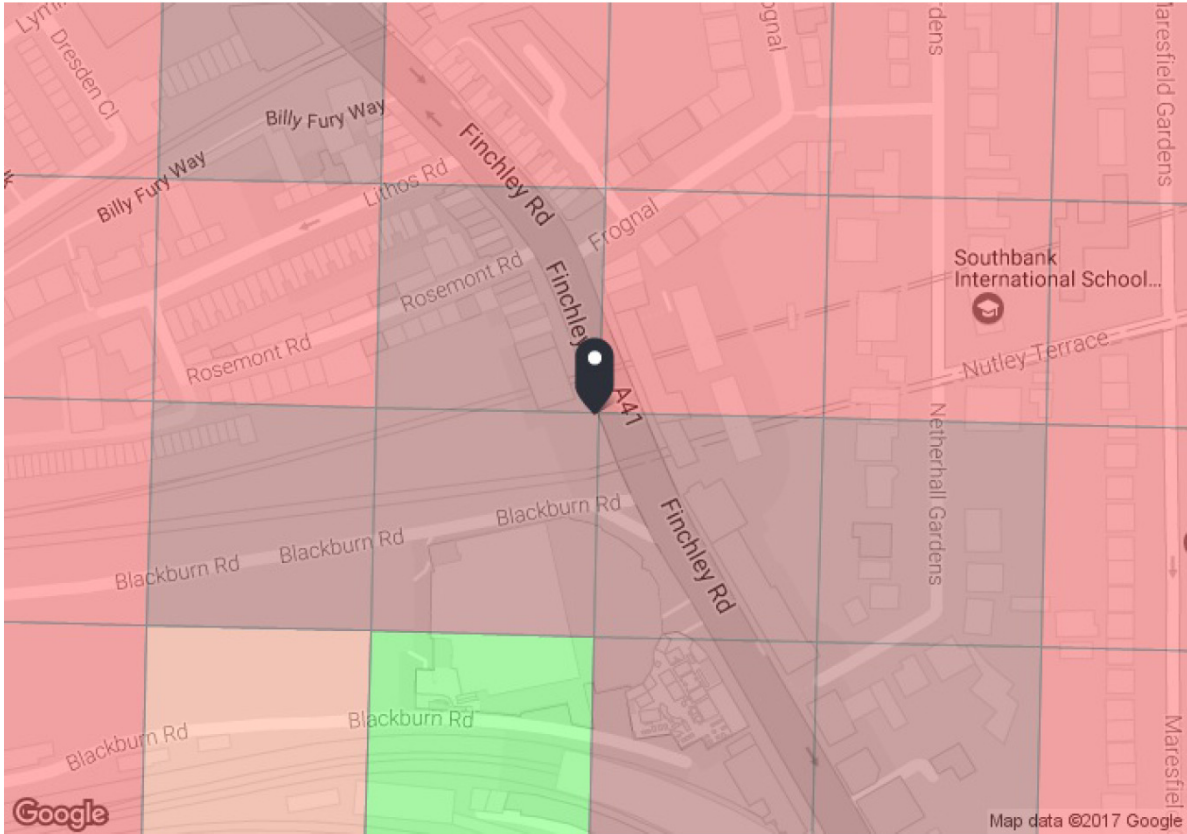
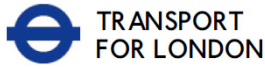
Comments

7/7

b) travel planning guidance?			
	Site assessment	Comments	3/3
To what extent does the travel plan clearly describe the accessibility and quality of...			
a) existing transport networks?		NONE	3
b) existing travel initiatives available to all users?			
	Surveys	Comments	3/3
Are iTRACE (or TRAVL where specified by the borough)-compliant site user travel surveys proposed?		NONE	1
Are appropriate freight surveys proposed?		NONE	1
Is a baseline modal split (actual trip numbers and percentage of all trips) estimated for the site?		NONE	1
	Objectives	Comments	3/3
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?			
	Targets	Comments	2/2
Are there targets linking directly to each objective?		NONE	1
Have targets appropriate to the phasing of the development been set?		NONE	1
	TP Co-ordinator	Comments	3/3
Has the framework travel plan co-ordinator....			
a) roles and responsibilities been made clear?		NONE	2
b) been allocated a sufficient amount of time to spend on the travel plan?			
Has a site-wide travel plan co-ordinator been identified or is there agreement upon when a co-ordinator will be in place?		NONE	1
	Measures	Comments	6/6
To what extent do the site-wide measures...			
a) support the objectives of the travel plan?		NONE	3
b) reflect the context of the site?			
Is an action plan provided which includes...			
a) short / medium / long term actions?		NONE	2
b) timescales and responsibilities?			
Is the action plan clear on how and when travel plans will be developed among occupying organisations?		NONE	1
	Monitoring	Comments	2/2
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?		NONE	1

APPENDIX B – UPDATED 2017 PTAL CALCULATION

Appendix B



PTAL output for 2021 (Forecast)
6b

Midland Court, Finchley Rd, London NW3 5HP, UK
 Easting: 526195, Northing: 184894

Grid Cell: 103062

Report generated: 11/05/2017

This information is produced using forecasting tools and is subject to uncertainty

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 ReliabilityFactor	2.0
LU Station Max. Walk Access Time (mins)	12
LU ReliabilityFactor	0.75
National Rail Station Max. Walk Access Time (mins)	12
National Rail ReliabilityFactor	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	288.39	7.76	3.6	5.86	9.47	3.17	0.5	1.58
Bus	FINCHLEY RD STN S/B	113	288.39	7.24	3.6	6.14	9.75	3.08	0.5	1.54
Bus	FINCHLEY RD STN S/B	82	288.39	9.06	3.6	5.31	8.92	3.36	0.5	1.68
Bus	FINCHLEY RD STN S/B	13	288.39	8.28	3.6	5.62	9.23	3.25	0.5	1.63
Bus	FINCHLEY R O2 CENTRE STD	268	79.36	5.18	0.99	7.8	8.79	3.41	0.5	1.71
Bus	FINCHLEY R O2 CENTRE STD	187	79.36	5.69	0.99	7.27	8.26	3.63	1	3.63
Bus	FAIRFAX RD FINCHLEY RD	31	550.29	10.35	6.88	4.9	11.78	2.55	0.5	1.27
Rail	Finchley Road & Frognal	'CLPHMJC-STFDNLL'	336.14	4	4.2	8.25	12.45	2.41	1	2.41
Rail	Finchley Road & Frognal	'STFDNLL-CLPHMJC'	336.14	4	4.2	8.25	12.45	2.41	0.5	1.2
Rail	Finchley Road & Frognal	'RICHNLL-STFDNLL'	336.14	4	4.2	8.25	12.45	2.41	0.5	1.2
Rail	Finchley Road & Frognal	'STFDNLL-RICHNLL'	336.14	4	4.2	8.25	12.45	2.41	0.5	1.2
LUL	Finchley Road	'WentleyPark-Stratfo'	280.71	7	3.51	5.04	8.54	3.51	0.5	1.76
LUL	Finchley Road	'Stratford-Willesden'	280.71	7.63	3.51	4.68	8.19	3.66	0.5	1.83
LUL	Finchley Road	'Stanmore-Stratford'	280.71	20.34	3.51	2.22	5.73	5.23	1	5.23
LUL	Finchley Road	'AMRSHM-ALDGT F'	280.71	2	3.51	15.75	19.26	1.56	0.5	0.78
LUL	Finchley Road	'AMRSHM-ALDGT SF'	280.71	2	3.51	15.75	19.26	1.56	0.5	0.78
LUL	Finchley Road	'ALDGT-AMRSHM S'	280.71	4	3.51	8.25	11.76	2.55	0.5	1.28
LUL	Finchley Road	'CHSHM-ALDGT F'	280.71	2	3.51	15.75	19.26	1.56	0.5	0.78
LUL	Finchley Road	'ALDGT-CHSHM S'	280.71	2	3.51	15.75	19.26	1.56	0.5	0.78
LUL	Finchley Road	'UXBRDG-ALDGT SF'	280.71	2	3.51	15.75	19.26	1.56	0.5	0.78
LUL	Finchley Road	'ALDGT-UXBRDG S'	280.71	6	3.51	5.75	9.26	3.24	0.5	1.62
LUL	Finchley Road	'BKRST-UXBRDG S'	280.71	6	3.51	5.75	9.26	3.24	0.5	1.62
LUL	Finchley Road	'UXBRDG-BKRST SF'	280.71	2	3.51	15.75	19.26	1.56	0.5	0.78
LUL	Finchley Road	'BKRST-CRXLY S'	280.71	4	3.51	8.25	11.76	2.55	0.5	1.28
LUL	Finchley Road	'WATFDJ-ALDGT S'	280.71	4	3.51	8.25	11.76	2.55	0.5	1.28
LUL	Finchley Road	'WATFDJ-BKRST SF'	280.71	2	3.51	15.75	19.26	1.56	0.5	0.78
LUL	Finchley Road	'BKRST-WATFDJ S'	280.71	2	3.51	15.75	19.26	1.56	0.5	0.78
Rail	South Hampstead	'WATFJDC-EUSTON'	947.07	3	11.84	10.75	22.59	1.33	0.5	0.66
Rail	South Hampstead	'EUSTON-WATFJDC'	947.07	3	11.84	10.75	22.59	1.33	0.5	0.66

Total Grid Cell AI: 42.51