

**Patient Properties (St John's
Wood) Ltd**

48 Boundary Road

Residential Care Centre Travel Plan

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Appendices

- Appendix I - Method of Travel to Work Data
- Appendix II - Travel Survey Questionnaire Examples

1 INTRODUCTION

- 1.1 This Residential Care Centre Travel Plan has been prepared on behalf of Patient Properties (St Johns Wood) Ltd ("the Applicant") by Caneparo Associates for the St Johns Wood residential care home at 48 Boundary Road, located within the London Borough of Camden (LBC).
- 1.2 The site is located on the north side of Boundary Road, in between the side roads of Ainsworth Way and Rowley Way. It lies approximately 275m to the southwest of South Hampstead Overground station.
- 1.3 The site currently comprises a 4-storey care home (plus lower ground floor) including 99 rooms, with a car parking and servicing area accessed from Ainsworth Way and Rowley Way. An application (2014/1731/P) to add a single storey extension to provide an additional 10 rooms was granted permission in March 2015, subject to a Section 106 agreement.
- 1.4 This Travel Plan has been prepared in response to condition 4.2 of the S106 agreement which states that the owner is required:

- 1) *"On or prior to the implementation date to:*
 - a) *Submit to the Council the Travel Plan for approval; and*
 - b) *Pay to the Council the Travel Plan Monitoring Contribution.*
- 2) *Not to implement or permit implementation of any part of the Development until such a time as:*
 - a) *The Council has approved the Travel Plan as demonstrated by written notice to that effect; and*
 - b) *The Council has received the Travel Plan Monitoring Contribution in full.*
- 3) *The Owner covenants with the Council that after the Occupation Date the Owner shall not Occupy or permit Occupation of any part of the Development at any time when the Development is not being managed in strict accordance with the Travel Plan as approved by the Council from time to time and shall not occupy or permit occupation of the Development otherwise than in strict accordance with the requirements of the Travel Plan."*

- 1.5 The main aim of this Travel Plan is to put in place the management tools deemed necessary to enable residents, as well as staff and visitors to the site, to make more informed decisions about their travel. The Residential Travel Plan measures seek to minimise the adverse impacts of their travel on the environment. This is achieved by setting out a strategy for eliminating the barriers keeping residents, staff and visitors from using sustainable modes of travel. This Travel Plan focuses on residents and staff of the development, with reference to visitors where appropriate.
- 1.6 This Travel Plan has been prepared in accordance with TfL's travel plan best practice along with guidance issued by the Department for Transport (2014).

This Document

- 1.7 This Travel Plan sets out the sustainable travel options available to users of the development and the measures and initiatives that will be used to incentivise travel by sustainable modes.
- 1.8 The remainder of this Plan is structured as follows:
- Section 2 - Outlines the accessibility of the site and travel patterns;
 - Section 3 - Sets out the objectives and targets of the Travel Plan;
 - Section 4 - Outlines the Travel Plan strategy;
 - Section 5 - Sets out the measures and initiatives that will be implemented;
 - Section 6 - Outlines the Monitoring and Review programme;
 - Section 7 - Provides an action plan; and
 - Section 8 - Provides a summary of useful contacts.

2 ACCESSIBILITY AND TRAVEL PATTERNS

Site Description

- 2.1 The site is located within the London Borough of Camden (LBC) on the north side of Boundary Road, between Ainsworth Way and Rowley Way. The site is located approximately 275m to the southwest of South Hampstead Overground station. The land use in the vicinity of the site is predominantly residential. The site location is included within **Figure 1** below.

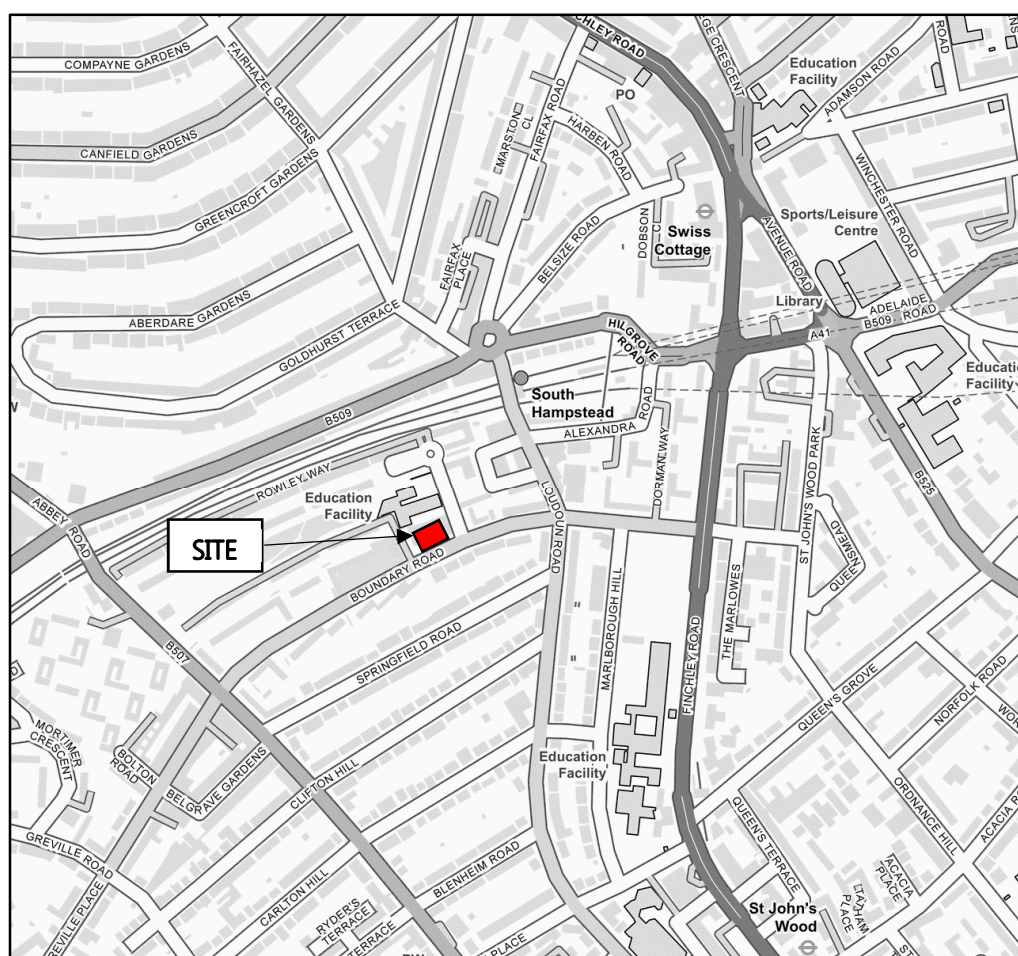


Figure 1: Site Location Plan

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Local Highway Network

- 2.2 The site fronts onto Boundary Road, a two-way single carriageway road which operates in an east-west location to the south of the site. It connects Greville Place to the west with St John's Wood Park to the east. It also provides access to the A41 to the east of the site.
- 2.3 Vehicular access to the site is obtained from Ainsworth Way to the west and Rowley Way to the east. Both are relatively quiet residential streets.
- 2.4 The A41 lies 320m to the east of the site. It is a strategic dual carriageway road with two lanes of traffic and a bus lane in each direction in the vicinity of the site. It connects central London to the south with Oxfordshire to the northwest.

Accessing the site by non-car modes

- 2.5 The site is in an accessible location, being within walking distance of several public transport access points. The accessibility of the site is set out in detail below.

Walking

- 2.6 The local area benefits from a good pedestrian environment providing accessible links which are suitable to access numerous local facilities and public transport services. The local area is provided with well-maintained footways, street lighting and a number of crossings with dropped kerbs and tactile paving located at natural desire lines.
- 2.7 The Chartered Institution of Highways and Transportation (CIHT) Guidelines (*Guidelines for Providing for Journeys on Foot*) suggest that the maximum "acceptable" walking distance for pedestrians without mobility impairment is 2km. The Transport for London guidance document "*Walking Good Practice*" published in April 2012, also refers to car journeys up to 2km in length which could easily be walked in less than 30 minutes.
- 2.8 Given that the site is a care home, many of the residents are likely to be elderly and may have mobility impairment and be unable to make journeys of 2km on foot. However, the care home also houses younger patients, including those with mental health problems, who may be more mobile. Furthermore, there are expected to be frequent visitors to the care home, as well as staff, who will make use of the facilities and amenities within walking distance of the site.

2.9 **Table 2.1** sets out the approximate distances to local amenities within an appropriate walking distance for residents, visitors and staff. Approximate walking time is based on an average speed of 80m per minute.

Table 2.1: Approximate Distances To Local Facilities			
Amenity	Location	Distance	Approx. Walk Time (min)
Cafes / Restaurants	Boundary Road	350m	4-5
Odeon Cinema	Finchley Road	570m	7-8
HSBC / Nationwide	Kilburn High Road	1.1km	13-14
Primark / JD Sports	Kilburn High Road	1.15km	14-15
Tesco Express	Kilburn High Road	1.2km	15
Energie Fitness Gym	Springfield Lane	1.2km	15
Post Office	Kilburn High Road	1.2km	15
Kilburn Library	Kilburn High Road	1.25km	15-16
Public Transport	Location	Distance	Approx. Walk Time (min)
South Hampstead Station	Loudoun Road	275m	3-4
Boundary Road South Hampstead (Stops R and F)	Abbey Road	370m-380m	4-5
Boundary Road Finchley Road (Stops V and B)	Finchley Road	370m-400m	4-5
Swiss Cottage Underground Station	Finchley Road	720m	9

Cycling

2.10 "Cycle Friendly Infrastructure" guidelines published by the CIHT highlight that there is a "Substantial potential for substituting cycling for driving" for distances up to 5 miles. Much of Central London and north London including Soho, Kensington, Kilburn, Hampstead and Kings Cross are within 5 miles of the site.

2.11 The TfL Local Cycle Guide identifies roads within the vicinity of the site, including Boundary Road, Loudoun Road and Kilburn High Road as "Roads signed or marked for use by cyclists on a mixture of quiet or busier roads."

Public Transport

Bus Services

- 2.12 The closest bus stops to the site are Boundary Road South Hampstead Stops R and F on Abbey Road and are approximately 370m-380m to the west of the site. In addition, Boundary Road Finchley Road Bus Stops V and B lie 370m-400m to the east of the site.
- 2.13 The bus services which operate from these stops are summarised in **Table 2.2**.

Table 2.2: Summary of Bus Services and Frequencies					
Bus Stop	Number	Route	Frequency (Minutes)		
			Mon-Fri	Saturday	Sunday
Boundary Road South Hampstead Stops R and F, Abbey Road	139	Golders Green – Waterloo Station	7-10	6-10	10-13
	189	Mapledown School – Brent Cross Shopping Centre	6-10	7-8	10-12
Boundary Road Finchley Road Bus Stops V and B, Finchley Road	13	North Finchley Bus Station – Victoria Bus Station	5-7	5-8	5-8
	46	Lancaster Gate – St Bartholomew's Hosp	9-13	9-11	15
	113	Edgware Bus Station – John Prince's Street	5-9	7-11	10-14
	187	Central Middlesex Hosp – O2 Centre	11-13	11-13	15
	N113	Edgware Bus Station – Northumberland Ave	30	30	30

Rail Services

London Overground

- 2.14 The closest Overground station to the site is South Hampstead which lies 275m from the site on Loudoun Road. It is served by regular Overground services between Euston and Watford Junction.

London Underground

- 2.15 The closest underground station to the site is Swiss Cottage which lies 720m to the northeast of the site. It is served by the Jubilee Line which provides regular services between Stanmore and Stratford.

Public Transport Accessibility Level

- 2.16 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.
- 2.17 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. The site achieves a rating of 4, indicating good access to public transport.

Car Clubs

- 2.18 Car clubs can help to reduce car ownership by offering the convenience of a car without the costs of repairs, servicing, insurance and parking.
- 2.19 There are several car clubs within proximity of the site including one on Springfield Road 230m from the site, one on Loudoun Road 260m from the site and one on Boundary Road, 400m from the site. All of these are operated by Zipcar.

Baseline Travel Patterns

- 2.20 To estimate the likely modal split for the site, 2011 Census Method of Travel to Work data has been obtained for the output area Camden 020D, which contains the site. Although the majority of residents are unlikely to be working, it is considered that this is the most appropriate data to use for the site and will reflect staff travel as well as visitors making journeys as part of their journey to or from work.
- 2.21 The modal split is summarised in **Table 2.3** and is considered representative for the purpose of predicting the initial mode split. This will be updated following the Year 0 baseline survey which will be carried out upon occupation of the new rooms.

Table 2.3: Predicted Mode Split Percentages	
Mode	Modal Split
Underground	35%
Train	3%
Bus	29%
Taxi	1%
Motorcycle	1%
Car Driver	11%
Car Passenger	1%
Bicycle	4%
On foot	14%
Total	100%

- 2.22 For the purpose of this Travel Plan, the Baseline Mode Share in **Table 2.3** has been used to predict the travel patterns of residents, staff and visitors. This will be replaced by the Baseline survey results when it has been undertaken.
- 2.23 The detailed Method of Travel of Work Data is shown at **Appendix I**.

3 OBJECTIVES AND TARGETS

Introduction

3.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term.

- **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.

Objectives

3.2 The Travel Plan's overriding objective is:

To engage with and encourage residents, visitors and staff to use more sustainable ways of travelling to / from the site through more effective promotion of active modes. This will minimise the impact of the site on the surrounding highway network.

3.3 The sub-objectives are:

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

Targets

3.4 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring progress and success of the Travel Plan. Targets should be "SMART" – Specific, Measurable, Achievable, Realistic and Time-related.

- 3.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time, while Aim Targets are quantifiable and generally relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

- 3.6 The key Action targets are set out below:

- To promote sustainable transport options for residents, staff and visitors of the site;
- A Travel Plan Coordinator (TPC) will be appointed;
- To launch this Travel Plan when a TPC has been appointed;
- To conduct the Year 0 survey upon occupation of the proposed units;
- To conduct an initial substantial review of the plan within 6 months of the occupation date and to ensure the plan is updated upon receipt of results of the review and further approved in writing by the Council;
- Each monitoring survey thereafter will occur within one month of the anniversary of the Year 0 survey in each survey year (i.e. Years 1, 3 and 5);
- A sustainable transport noticeboard will be situated in an appropriate communal area in a prominent location. The noticeboard will be periodically updated so that it provides up-to-date information;
- Residential Welcome Packs will be provided to all new residents upon occupation of a residential unit. Welcome Packs will include a summary of the objectives and measures set out in this document; and
- Employee Welcome Packs will be provided to all staff at the site upon employment. The employee Welcome Packs will include a summary of the objectives and measures set out within this Travel Plan.

Aim Targets

- 3.7 The Aim targets of this Travel Plan are focused predominantly on residents and staff of the site.

- 3.8 **Table 3.1** outlines the Aim Targets set out for the site. The targets are set to measure progress towards the main objectives over five years. These targets are to be achieved within five years of the launch of the Travel Plan.

- 3.9 The Baseline figures have been taken from the predicted mode split, as detailed in **Section 2** and will be replaced by Year 0 data once it has been collected.
- 3.10 This Travel Plan recognises that it is not possible to set out accurate targets far in the future, even when based on actual modal share data (i.e. site-specific Year 0 data). As such, it should be acknowledged that the targets may change over time as results from on-going monitoring become available.

Table 3.1: Travel Plan Aim Targets					
Target	Indicator	Mode Split			
		Baseline	Interim (Year 1)	Interim (Year 3)	Final (Year 5)
Residents / Staff					
Reduce single occupancy private car use for travel to / from the site by 2%	Modal Split monitoring surveys for car driver	11%	10.5%	9.5%	9%
Achieve a 2% reduction in public transport mode share	Modal Split monitoring surveys for public transport	68%	67.5%	66.5%	66%
Achieve a 2% increase in walking mode share	Modal Split monitoring surveys for walking	14%	14.5%	15.5%	16%
Achieve a 2% increase in cycling mode share	Modal Split monitoring surveys for cycling	4%	4.5%	5.5%	6%
Visitors					
Increase the awareness of cycling and walking as viable options available to access the site	No Surveys Necessary	-	-	-	-

- 3.11 The indicators shown in **Table 3.1** are the elements which will be measured in order to assess progress towards meeting the targets. For the most part, conclusions will be generated from the modal selections recorded by residents and staff in the monitoring surveys conducted in years 1, 3 and 5.

4 TRAVEL PLAN STRATEGY

- 4.1 The owner will appoint a Travel Plan Coordinator (TPC) to implement and administer the Travel Plan (commercial and residential) on a part-time basis. The nominated person's contact details will be provided to LBC and shared as part of the Travel Plan once established.

Travel Plan Coordinator (TPC)

- 4.2 The TPC will therefore be responsible for overseeing the Travel Plan. 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 promote the objectives and benefits of the Travel Plan;
- To monitor the success of the Travel Plan against the agreed targets;
- To act as a point of contact for all residents and staff regarding travel and the Travel Plan; and
- To make amendments to the Travel Plan based on survey results if required in discussion with the Camden Council Travel Plan Officer.

- 4.3 The TPC is the most important aspect of a Travel Plan and their willingness and enthusiasm will be a key factor in the successful implementation of a Travel Plan that will meet the prescribed targets.

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

- 4.5 Once the TPC has been appointed, their contact details will be provided to Camden Council at travelplans@camden.co.uk

Marketing Strategy

- 4.6 Residents and staff will be made aware of the existence of the Travel Plan when it is launched. New residents and staff will be informed of the Travel Plan upon employment or occupation. Contact details of the TPC will be advertised in the event that residents or staff wish to discuss specific matters directly.

- 4.7 The TPC will develop a Residential Welcome Pack which will contain a summary version of the Travel Plan and a range of sustainable transport information. The Residential Travel Plan, its measures and initiatives, will be communicated to all residents when the Travel Plan is launched, and from then on, upon occupation.
- 4.8 The TPC will also develop an Employee Welcome Pack which will contain a summary version of the Travel Plan and a range of sustainable transport information. This will be communicated to employees when the Travel Plan is launched and, from then on, upon occupation.
- 4.9 The following could be used as a means of disseminating information to residents and staff to promote events/campaigns/promotions/services/initiatives:
- Residential notice boards;
 - Newsletters and email; and,
 - Residential and Employee Welcome Packs.

Funding

- 4.10 The owner is fully committed to the implementation of the Travel Plan and will provide all reasonable necessary funding to ensure that the agreed targets are achieved. This will include funding the Travel Plan Co-ordinator, travel surveys and implementation of all reasonable necessary measures.

5 MEASURES AND INITIATIVES

Introduction

- 5.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan. Measures are grouped together broadly under 'alternative mode of transport' headings for the residents, employees and visitors.

Residents Measures

- 5.2 Residents will be provided with up to date information on relevant walking, cycling and public transport information. In addition, relevant schemes which are provided by LBC, as outlined below, will be promoted. Although some residents are elderly, more able-bodied and younger residents may want to remain active or to add more active travel into how they travel to and from the residence.

Travel Pack

- 5.3 Upon moving in, new residents will be issued with a Travel Pack which will contain the following information:
- Timetables for local public transport services;
 - Information regarding Freedom Passes and Plus Bus;
 - Details of recommended walk routes and key destinations e.g. local amenities; and,
 - Details of the TPC and Travel Plan.

Taxis / Taxicard

- 5.4 Taxis have an important role in providing for residents when other modes of transport may not be available. The TPC will ensure that the contact details for local taxi operators are available on site.
- 5.5 Residents will be made aware of the Taxicard scheme which allows London residents with mobility problems and those which are severely sight-impaired discounted rides in licensed black taxis and private hire vehicles.

Electric Vehicles

- 5.6 Electric vehicle charging points are provided for residents in compliance with the London Plan policy, to encourage the use of cleaner more efficient vehicles.

PlusBus

- 5.7 Information of the PlusBus Door-to-Door accessible minibus service operated by LBC for those who find it difficult to use public transport will be publicised on the information noticeboards and within Travel Packs.

Freedom Pass

- 5.8 The freedom pass allows Camden's older residents and disabled residents free travel within the greater London area on all public transport services. This will be publicised on the information boards and in the residents' Travel Packs.

Blue / Green Badge Permits

- 5.9 Blue / Green Badge Permits enable residents with disabilities to park in disabled bays. Information on how to apply will be provided within Travel Packs.

Walking and Cycling

- 5.10 Although some residents are elderly, information will be made available on active modes such as walking and cycling for able bodied residents who want to remain active.
- 5.11 Walking and cycling campaigns, including free cycling training offered by Camden Council (cycle@camden.gov.uk, 020 7979 5071), and information on suitable routes will be provided. Leisure routes, such as Belsize Walk and Walk London will be promoted.

Employee Measures

Travel Pack

- 5.12 Upon employment, employees will be issued with a Travel Pack which will contain the following information:
- Details of the nearby car clubs;
 - 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 TPC and Travel Plan.

Company Policy

- 5.13 The employees will be made aware of any existing company policies that promote the use of sustainable transport. For example, the availability of interest free loans for cycle or season public transport tickets; the availability of cycle schemes etc.

Walking

- 5.14 Initiatives to help promote walking to employees will include:
- Provision of information and advice concerning safe pedestrian routes to the development.
 - Health benefits of walking to be promoted e.g. '10,000 steps a day campaign.'
 - Promotion of Walkit.com, Walk to Work week, National Walking Month and organisations including The Ramblers Association and Walk4life.
 - Promotion of Legible London signage to encourage people to walk when they visit the central area of London covered by Legible London signage.

Cycling

- 5.15 Cycle parking is provided within the development at ground floor level. The cycle parking is secure, lit and weatherproof.
- 5.16 Employees will be provided with information and advice concerning cycle routes within the Travel Pack. Staff will also be made aware of LBC initiatives to encourage the uptake of cycling, including free cycle training (cycle@camden.gov.uk) and a 4 week free bike loan. The TPC will also promote local and national campaigns aimed at promoting cycling.
- 5.17 Other employee specific cycle promotions will include the following:
- Promotion of the health benefits of cycling;
 - Provision of TfL Cycle Maps to those that request them; and
 - Cycle routes and other cycling information provided on notice boards, and in the Travel Pack etc.

- Promotion of Bike Week, Cycle to Work Day, Sky Rides, Ride London, Cycle Streets, as well as other cycle and training membership organisations such as LCC, CTC and British Cycling.

Public Transport

- 5.18 Up-to-date details of bus, rail and underground services, including route information and service frequencies, will be permanently on display in prominent locations within the development. Journey Planner websites and enquiry phone numbers will also be promoted.

Car Club

- 5.19 Car clubs enable staff to have access to a car without the need to own one or pay for maintenance and running costs.
- 5.20 The development is within close proximity to a number of car club bays, providing easy access to a car when required. As mentioned in Section 2, there are several existing car club bays in the vicinity of the development operated by Zipcar. The closest of these is on Springfield Road, 230m from the site.
- 5.21 The TPC, through the Travel Pack and the Personalised Travel Planning sessions detailed below, will advertise the benefits of belonging to the Car Club. Car Clubs offer economic (no tax, MOT, fuel, servicing, repairs, depreciation and parking costs) and environmental benefits (less private vehicles in London) over owning and running a car.

Personalised Travel Planning

- 5.22 The TPC will offer a personalised Travel Planning service for all employees, if requested. The TPC will be able to draw on advice from journey planning websites such as TfL's Journey Planner www.tfl.gov.uk.
- 5.23 Use of TfL's Journey Planner (www.tfl.gov.uk), including walking and cycling versions will be promoted to residents and employees.

Visitor Measures

- 5.24 It is anticipated that it will be less easy to influence visitor travel patterns as they may be coming infrequently and potentially from long distances.
- 5.25 All visitors of the development will be made aware of the sustainable travel options available to them when travelling to the site. Noticeboards with up to date information will be located in public



areas for shared use between employees, residents and staff and information on sustainable travel will be provided on the website. Links to TfL and National Rail Journey Planners will be provided on the website

- 5.26 If requested, visitors will be provided access to the Travel Packs.

6 MONITORING AND REVIEW

Monitoring

- 6.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the use of the site. This Section sets out the proposals for monitoring and review of the Travel Plan.
- 6.2 All monitoring will follow the most up to date DfT/TfL and LBC best practice guidance, and will be the responsibility of the TPC.
- 6.3 The monitoring programme begins with the initial Year 0 baseline travel survey which will be undertaken upon occupation of the new rooms. Different questionnaires will be prepared for staff and residents. The results of the surveys will be input into the Travel Plan and, following this, an initial substantial review of the plan will be undertaken within 6 months of the occupation date. The Travel Plan will be updated upon receipt of results of the review and submitted to the council for further approval.
- 6.4 The Travel Plan will be monitored for 5 years. iTRACE compliant surveys will take place in years 1, 3 and 5, on the anniversary of the Year 0 Travel Survey, to monitor progress towards the interim and final targets. Examples of 2 Travel Survey Questionnaires (one for staff and one for residents) are provided at **Appendix II**.
- 6.5 Additional monitoring of the following is also useful to judge whether the implementation or provision of certain measures needs to be modified. The following factors will be monitored:
- The level of usage of cycle parking; and
 - The accuracy of information provided on the Travel Noticeboard and in the Residential and Employee Welcome Packs;
 - The number of employees utilising the Personalised Travel Planning service.
- 6.6 A Travel Plan Review will occur each year over the lifetime of the Plan (5 years) that will ensure the Travel Plan remains up-to-date. The Review will include updates to the Residential and Employee Welcome Packs and Travel Noticeboard to ensure their content remains relevant.

Reporting

- 6.7 The TPC 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 in the form of an email.

Review

- 6.8 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.

7 ACTION PLAN

7.1 **Table 7.1** sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with who is responsible and how funding will be secured.

Table 7.1: Travel Plan Action Plan				
Action	Detail	Timescale	Funding	Responsibility
Appointment of Travel Plan Co-ordinator	When the TPC is appointed, their details will be provided to Camden.	Prior to launch of Travel Plan	Owner	Owner
Launch of Travel Plan	N/A	Upon occupation of the new rooms	Owner	Owner
Erection of Travel Noticeboards	To provide up to date travel information to staff and residents.	Upon launch of Travel Plan	Owner	TPC and/or Owner
Production of Residents Welcome Packs and Staff Induction Packs	To include information on public transport links, walking and cycling routes and information on Freedom Passes and Plus Bus.	Upon launch of Travel Plan and on-going	Owner	TPC
Promote Walking campaigns/orgs including Walkit.com, Walk to Work week, Walk4life, Legible London and The Ramblers. Promote leisure and strategic routes including Belsize Walk and Walk London.	To be promoted through Welcome Packs and Noticeboards for more able residents and for staff.	On-going	Owner	TPC
Promote cycle training and membership orgs including LCC, CTC, British Cycling. Promote cycle skills training from Camden Council.	To be promoted through Welcome Packs and Noticeboards for more able residents and for staff.	On-going	Owner	TPC
Promote Bike Week, Cycle to Work Day, Sky Rides, Ride London.	Cycle to Work day is held once per year, usually in August or September. Bike weeks is an annual international event taking	On-going	Owner	TPC

	place in June to promote cycling. These dates will be communicated to staff close to the date.			
Promote London Cycle Guides, Cycle Streets Journey Planner, TfL Cycle Journey Planner. Promote cycle security.	Personal journey planning will also be offered to visitors and staff.	On-going	Owner	TPC
Promote travel by public transport	To be promoted through Welcome Packs and Noticeboards for residents, visitors and staff.	On-going	Owner	TPC
Freedom Pass and Plus Bus	Information will be promoted to residents within Welcome Packs and on Noticeboards.	On-going	Owner	TPC
Baseline Surveys	To determine initial mode split.	Upon the launch of the Travel Plan	Owner	TPC
Interim Surveys	To check whether targets are being met. Results to be submitted to the Council.	At Years 1 and 3	Owner	TPC
Review of Travel Plan	To check whether targets are being met. Results to be submitted to the Council.	5 years after Baseline Survey	Owner	TPC

8 CONTACTS AND USEFUL INFORMATION

Contacts

Travel Plan Coordinator (TPC):

Name: _____

Address: _____

Telephone: _____

Email: _____

Useful Websites

London Borough of Camden – www.camden.gov.uk

Department for Transport (DfT) – www.dft.gov.uk

National Rail – www.nationalrail.co.uk

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

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

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

Useful References

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

Appendix I

Method of Travel to Work Data

QS701EW - Method of travel to work

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population	All usual residents aged 16 to 74
units	Persons
area type	2011 super output areas - lower layer
area name	E01000934 : Camden 020D
rural urban	Total

Method of Travel to Work	2011	
All categories: Method of travel to work	1,178	
Underground, metro, light rail, tram	222	35%
Train	22	3%
Bus, minibus or coach	185	29%
Taxi	4	1%
Motorcycle, scooter or moped	5	1%
Driving a car or van	71	11%
Passenger in a car or van	8	1%
Bicycle	23	4%
On foot	89	14%
Total	629	100%

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

Appendix II

Travel Survey Questionnaire Examples

48 Boundary Road

Employee Travel Survey Questionnaire

A travel survey is being undertaken so we can understand your travel patterns. We would therefore appreciate your assistance by completing this questionnaire.

The information you provide will be treated in the strictest confidence with no reference to individuals. Thank you in advance for your help.

1. What is your home postcode? _____

2. What time do you normally arrive at work?

00:00 – 06:00 (01) ☐ 06:00 – 12:00 (02) ☐ 12:00 – 18:00 (03) ☐ 18:00 – 24:00 (04) ☐

3. What time do you normally leave work?

00:00 – 06:00 (01) ☐ 06:00 – 12:00 (02) ☐ 12:00 – 18:00 (03) ☐ 18:00 – 24:00 (04) ☐

4. On average, how long does your journey take?

0 – 15min (01) ☐ 16 – 30min (02) ☐ 31 – 45min (03) ☐ 46 – 60min (04) ☐

61 – 75min (05) ☐ 76 – 90min (06) ☐ Over 90min (07) ☐

5. Approximately how far is your journey?

0 – 1 mile (01) ☐ 1 – 2 miles (02) ☐ 2 – 5 miles (03) ☐ 5 – 10 miles (04) ☐

>10 miles (05) ☐

6. What is your MAIN mode of transport (i.e. the longest part of your journey)?

Drive alone (01) ☐ Car share - driver (02) ☐ Car passenger (03) ☐ Bus (04) ☐

Train (05) ☐ Underground (06) ☐ Walk (07) ☐ Cycle (08) ☐

Motorbike (09) ☐ Taxi (10) ☐ Other (11) ☐

7. What alternative mode of transport would you consider if your usual mode wasn't available?

Drive alone (01) ☐ Car share -driver (02) ☐ Car passenger (03) ☐ Bus (04) ☐

Train (05) ☐ Underground (06) ☐ Walk (07) ☐ Cycle (08) ☐

Motorbike (09) ☐ Taxi (10) ☐ Other (11) ☐

8. In what age category do you fall?

Under 25 (01) ☐ 26 – 40 (02) ☐ 41 – 60 (03) ☐ Over 60 (04) ☐

48 Boundary Road

Residents Travel Survey Questionnaire

A travel survey is being undertaken so we can understand your travel patterns and we would appreciate your assistance by completing this questionnaire.

The information you provide will be treated in the strictest confidence with no reference to individuals. For further information please contact _____ on _____. Thank you in advance for your help.

1. Which of the following best describes your level of mobility?

- ☐ Very mobile ☐ Quite mobile ☐ Not very mobile ☐ Immobile

2. How often do you travel to / from home for the following reasons?

For work

- ☐ Daily ☐ Several times a week ☐ Once a week ☐ Rarely / never

To visit friends or relatives

- ☐ Daily ☐ Several times a week ☐ Once a week ☐ Rarely / never

To go to the shops

- ☐ Daily ☐ Several times a week ☐ Once a week ☐ Rarely / never

For exercise or recreation (e.g. a walk or cycle)

- ☐ Daily ☐ Several times a week ☐ Once a week ☐ Rarely / never

To a leisure destination (e.g. cinema / theatre / swimming)

- ☐ Daily ☐ Several times a week ☐ Once a week ☐ Rarely / never

Other - Please write here:

- ☐ Daily ☐ Several times a week ☐ Once a week ☐ Rarely / never

3. Approximately how long is the most regular journey you make?

- ☐ 0 – 1 mile (01) ☐ 1 – 2 miles (02) ☐ >2 miles (03) ☐ NA (04)

4. What is your MAIN mode of transport for this journey (i.e. the longest part of your journey)?

- ☐ Drive alone (01) ☐ Car share - driver (02) ☐ Car share - passenger (03) ☐ Bus (04)
☐ Train (05) ☐ Tube/Underground (06) ☐ Motorbike >125 (07) ☐ Cycle (08)
☐ Taxi (9) ☐ Walk (10) ☐ Other (11)

5. What alternative mode of transport would you consider if your usual mode wasn't available?

- ☐ Drive alone (01) ☐ Car share - driver (02) ☐ Car share - passenger (03) ☐ Bus (04)
☐ Train (05) ☐ Tube/Underground (06) ☐ Motorbike >125 (07) ☐ Cycle (08)
☐ Taxi (9) ☐ Walk (10) ☐ Other (11)

6. What would encourage you to use an alternative mode of travel?

- | | |
|---|--|
| <input type="checkbox"/> More frequent bus services (01) | <input type="checkbox"/> Better pedestrian / cycle routes (02) |
| <input type="checkbox"/> A cleaner walking / cycling environment (03) | <input type="checkbox"/> A friend to walk / cycle with (04) |
| <input type="checkbox"/> A safer walking / cycling environment (05) | <input type="checkbox"/> Cycle training (06) |
| <input type="checkbox"/> Better information on alternatives (07) | <input type="checkbox"/> Nothing (08) |

7. Of the last 5 people to visit you here, please indicate in the box how many travelled by each mode.

- | | | | |
|-------------------------------------|--|---|-------------------------------------|
| <input type="checkbox"/> Car (01) | <input type="checkbox"/> Car share - driver (02) | <input type="checkbox"/> Car share - passenger (03) | <input type="checkbox"/> Bus (04) |
| <input type="checkbox"/> Train (05) | <input type="checkbox"/> Tube/Underground (06) | <input type="checkbox"/> Motorbike >125 (07) | <input type="checkbox"/> Cycle (08) |
| <input type="checkbox"/> Taxi (9) | <input type="checkbox"/> Work from home (10) | <input type="checkbox"/> Walk (12) | <input type="checkbox"/> Other (13) |

8. What do you think would encourage them to use an alternative mode of travel?

- | | |
|---|--|
| <input type="checkbox"/> More frequent bus services (01) | <input type="checkbox"/> Better pedestrian / cycle routes (02) |
| <input type="checkbox"/> A cleaner walking / cycling environment (03) | <input type="checkbox"/> A friend to walk / cycle with (04) |
| <input type="checkbox"/> A safer walking / cycling environment (05) | <input type="checkbox"/> Cycle training (06) |
| <input type="checkbox"/> Better information on alternatives (07) | <input type="checkbox"/> Nothing (08) |

9. *FOR VISITORS WHO DROVE ONLY*, where did they park? You may tick more than one box

- | | |
|--|--|
| <input type="checkbox"/> In the care home car park (01) | <input type="checkbox"/> On Boundary Road in a Permit Holder space, with a permit (02) |
| <input type="checkbox"/> On Boundary Road in a Permit Holder space, outside of the restricted hours (03) | <input type="checkbox"/> Elsewhere (04) Please indicate here: |