

LabTech
Buck Street Market
Interim Travel Plan

Issue 2 | 24 July 2018

This report takes into account the particular instructions and requirements of our client.

It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

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1 Introduction

1.1 Background

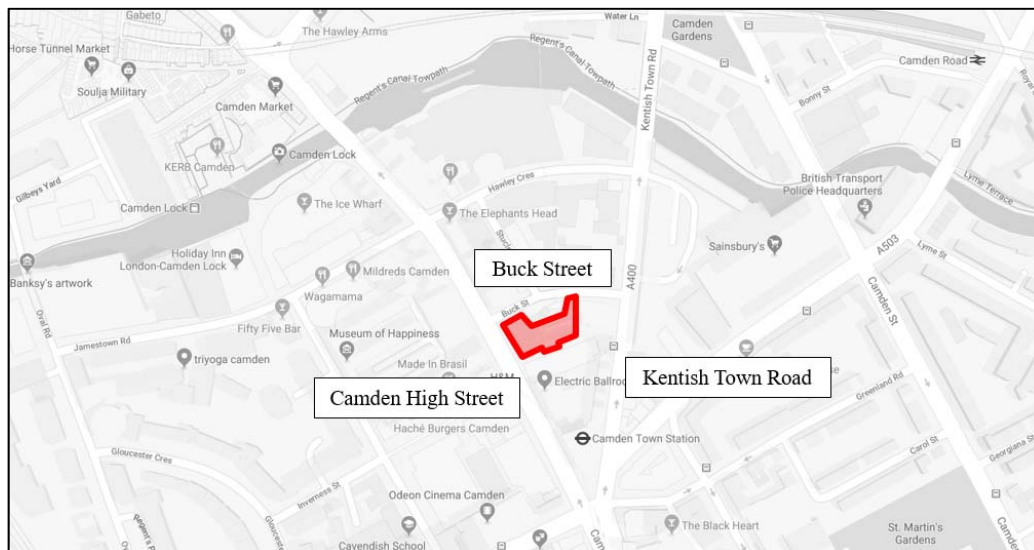
Arup has been commissioned by LabTech to prepare an Interim Travel Plan (ITP) in support of a planning application for the proposed redevelopment of the Buck Street Market in the London Borough of Camden (LBC).

The Buck Street Market currently exists as a temporary market, with permission due to expire in 2022. The development proposal is for a temporary scheme to activate the site prior to a permanent scheme being considered.

The proposed development will replace the existing temporary market with an improved temporary market, utilising shipping containers, a solution which provides flexibility given the on-going discussions with Transport for London (TfL) to create a new Camden Town London Underground (LU) station entrance opposite the market on the north side of Buck Street.

The market is situated in a prominent location on Camden High Street and is located near other Camden markets (Camden Lock Market, The Stables Market) and the Hawley Wharf development, currently being constructed. This Interim Travel Plan will complement Travel Plans already completed for the nearby developments of Camden Lock Market and Hawley Wharf. The location of the site is shown in **Figure 1**.

Figure 1: Site Location



(Image: Map Data © 2016 Google)

1.2 Approach and Timescales

This Interim Travel Plan has been produced in accordance with TfL's latest Travel Plan Guidance (available on-line).

Within a year of occupation, a baseline travel survey will be undertaken to confirm the baseline mode shares. A full Travel Plan will be developed to include the updated baseline mode shares and updated targets. Subsequent travel surveys will take place to monitor the travel activity associated with the site.

This Interim Travel Plan should be read in conjunction with the Transport Statement for the proposed development, prepared by Arup in July 2018.

1.3 Development and Contact Details

Below is a summary of the current information regarding the overall responsibility for the Interim Travel Plan.

- Organisation name: This Interim Travel Plan has been produced on behalf of LabTech by Arup. The Travel Plan is the property of LabTech.
- Local Planning Authority: London Borough of Camden (LBC)
- Address of development: Buck Street Market, 180-188 Camden High Street, Camden Town, London NW1 8QP
- Travel Plan prepared by: Arup, 13 Fitzroy Street, London, W1T 4BQ
- Responsibility: Until appointment of the Travel Plan Coordinator, this Interim Travel Plan will be the responsibility of the management team at LabTech. Ultimately, responsibility of the Travel Plan will pass to a named manager at the container market development.

1.4 Travel Plan Structure

The Interim Travel Plan forms a central element of the overall transport strategy and, as part of a systematic approach to influence long term travel choice, this document:

- Sets out the existing transport options available to the site;
- Articulates a series of objectives for the development;
- Identifies and describes the initiatives proposed to support the objectives;
- Provides a suggested action plan, identifying parties responsible for the delivery of each milestone; and
- Proposes a management and partnership structure for delivery and monitoring.

2 Site Description

2.1 Site Location

The Buck Street Market is situated just north of the existing Camden Town LU station and occupies land between Camden High Street to the west and Buck Street to the north. The Trinity United Reformed Church bounds the eastern edge of the site and the Electric Ballroom is to the south.

To the north of the market is the site of the former Hawley Infant and Nursery School which relocated in 216 to the Hawley Wharf development. TfL has proposed that part of the land previously occupied by the school could be used to provide a new entrance to Camden Town LU station.

The site forms part of the Camden Town market experience, being in close proximity to other markets, including Camden Lock Market, and the Stables Market located to the north along Camden High Street.

2.2 Proposed Development

The objective of the proposed development is to provide a new, exciting retail-led destination in Camden.

The development proposals include redeveloping the existing market space to provide a mix of A1/A3/A5 retail uses in stacked shipping containers. The area schedule of the development, by land use and floor level, is shown in **Table 1**.

Table 1: Proposed Floor Area Schedule

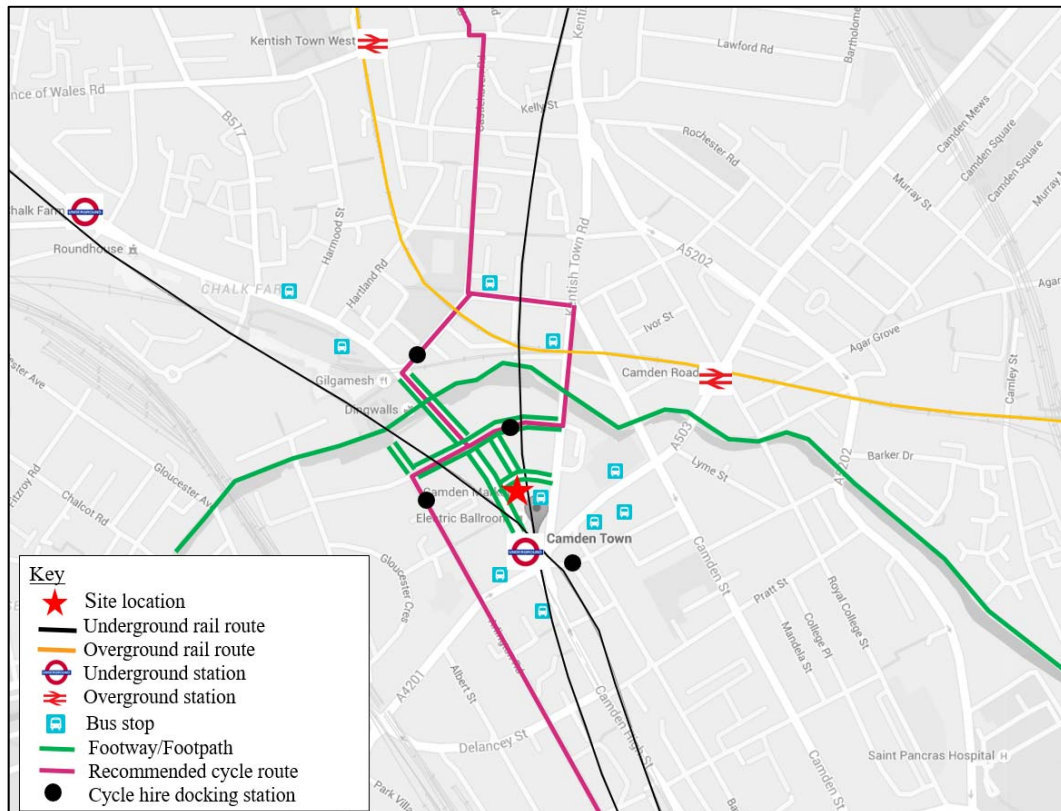
Proposed Area Schedule	GEA (m²)	GIA (m²)
Ground Floor		
A1	380	334
A3	103	95
A5	91	80
Open Market	490.32m²	
First Floor		
A1	51	44
A3	76	70
A5	164	134
Second Floor		
A1	0	0
A5	85	76
Ancillary	76	67

3 Transport Networks

This section provides an overview of the transport networks in the vicinity of the site and therefore identifies the site's accessibility by the different transport modes.

Figure 2 shows the main sustainable transport facilities in the vicinity of the site.

Figure 2: Sustainable Transport Facilities



(Image: Map Data © 2016 Google)

3.1 Walking and Cycling

The local pedestrian network provides excellent access to different land uses in the local area. Camden High Street has benefited from improvements to the public realm, which have sought to reduce the dominance of vehicle traffic by narrowing the carriageway and widening the footways. Footways are provided on both sides of the roads that make up the local road network surrounding the market.

Footways are also provided on the north side of the market space along Buck Street between Camden High Street and Kentish Town Road.

The Jubilee Greenway walking route passes 200m north of the market and continues along the canal, providing a pleasant walking route which connects, via a pedestrian footbridge, to Camden Lock Market. The Jubilee Greenway route provides a 60km walking route around London.

Table 2 shows walking distances to the nearest public transport networks from the market.

Table 2: Walking Distances to Public Transport Services

Interchange	Distance	Estimated walking time
Bus stop Kentish Town Road (northbound)	110m	< 1 minute
Camden Town LU station	120m	1 - 2 minutes
Bus stop Camden Road (southbound)	280m	3 minutes
Camden Road Overground station	500m	6 minutes
Mornington Crescent LU station	750m	10 minutes
Chalk Farm LU station	850m	11 minutes

The market is well located with regards to cycling provision. TfL identifies Jamestown Road, Arlington Road, Hawley Crescent, Castlehaven Road, Hawley Road and Kentish Town Road as routes recommended for cyclists. Cycle parking is currently provided outside Café Nero on Jamestown Road and on Parkway (A4201) outside Café Nero.

As part of the London Cycle Hire scheme, a series of local cycle docking stations have been installed throughout central London. The nearest docking stations are located on Arlington Road, Hawley Crescent, Greenland Road and Castlehaven Road. These cycling facilities are shown in **Figure 2**.

3.2 Public Transport

The market is located in an area of good public transport provision and has a Public Transport Accessibility Level (PTAL) rating of 6b (1a being the lowest accessibility and 6b being the highest). The PTAL rating of 6b equates to an ‘excellent’ level of public transport accessibility. The excellent accessibility of the site can be attributed to the location of numerous bus stops within walking distance of the site and Camden Town LU station which is located just over 100m to the south of the site.

Camden Town LU station, serviced by the Northern line, is the nearest station but visitors can also use Chalk Farm LU station which is an 850m walk to the north of the market or Mornington Crescent LU station, 750m to the south. Camden Town LU station currently has access restrictions on Sundays when the station is exit only between 13:00 and 17:30. Passengers are advised to use the nearby Mornington Crescent, Chalk Farm or Kentish Town stations for return journeys.

There are proposals to upgrade Camden Town LU station to provide additional capacity and the location of the new entrance could be on Buck Street, on part of the land previously occupied by Hawley Infants School. This would be immediately opposite the market development. This would greatly enhance the accessibility of the site however it is unlikely that construction of the new entrance will be complete during the temporary operating period of the proposed container market.

Camden Road station, located approximately 500m walking distance to the north east of the market, provides connections to London Overground services.

Bus stops closest to Buck Street Market are located on Kentish Town Road (northbound only), Camden High Street, and Camden Road. All stops are located within 350m walking distance from the site and provide 24 hour services.

Frequent bus services are provided at these bus stops (every 3 to 11 minutes for day time services and every 7 to 30 minutes for night time services). Services provide connections to various destinations, including Grosvenor Road, Royal Free Hospital, Trafalgar Square, Chiswick Business Park, White City Bus Station, Clapham, Islington, Finsbury Square and Lancaster Gate.

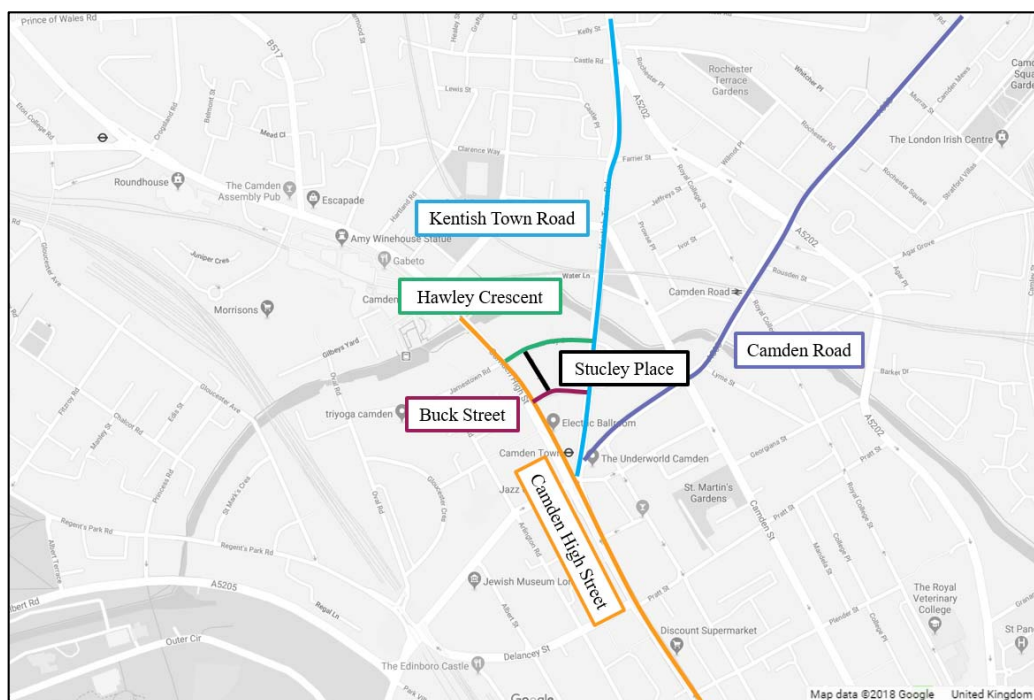
3.3 Highway Network

The proposed development is located outside the central London Congestion Charging Zone (CCZ) and Ultra Low Emission Zone (ULEZ), and in an area subject to a 20mph speed limit. The main streets surrounding the site are as follows:

- Camden High Street to the west;
- Buck Street to the north;
- Stucley Place accessed via Buck Street to the north; and
- Kentish Town Road to the east.

The locations of the streets comprising the local highway network are shown in **Figure 3**.

Figure 3: Local highway network



(Image: Map Data © 2016 Google)

A TfL appointed taxi rank is located on Hawley Crescent, approximately 100m to the north of the site. The rank provides three taxi bays and operates on a Saturday and Sunday only.

3.4 Car Parking Provision and Car Clubs

The nearest on-street public parking bays are located on the southern side of Buck Street and on Kentish Town Road to the east of the market. Motorcycle bays are also provided on Buck Street next to pay and display/pay by phone car parking spaces.

The nearest off-street car park is located on Pratt Street, approximately 550m walking distance to the market and provides 100 spaces. Car parking is also provided at Sainsbury's on Kentish Town Road, with 296 spaces available to customers.

Table 3: Public Car Parking

	Number of spaces	Free / Customers only	Distance from Site	Cost
Pratt Street	100	Public	550m	2 hours - £5 up to 24 hours - £15
Sainsbury's	296	Customers only	350m	2 hours free (customers only)
Morrison's	420	Customers only	500m	2 hours free (customers only)
London Zoo	320	Customers and public	1100m	£14.50/day (visitors) £65.00/day (public)

Dedicated disabled permit parking in the vicinity of the site is provided next to the pay and display spaces located on Buck Street. A blue badge disabled parking space can be found on Hawley Crescent (approximately 110m to the north of the market). Short-stay (maximum of three hours) parking for blue badge holders can also be accommodated on the yellow line areas in the vicinity of the market (northern side of Buck Street, Stucley Place and parts of Kentish Town Road).

Two car clubs operate locally, Zipcar and Enterprise Car Club (formerly City Car Club). The nearest cars are parked within 350m of the market, located on Arlington Road to the south-west of the site. Additional car club spaces are located on Lyme Street, Pratt Street and Gloucester Crescent.

4 Baseline Travel Patterns

4.1 Mode Share

In order to quantify the net impact of the proposed development on the local transport system, the trip generation of the site, by mode, must be determined. This has been extracted from the TS that was prepared for the development by Arup in July 2018.

The baseline mode shares presented in this section, and used in the supporting TS, have been extracted from data collected for another market development in Camden; Camden Lock Market. Combined staff and visitor travel surveys were undertaken in June/July 2015 as part of the Camden Lock Market development (application ref no. 2015/4774/P), and the resulting mode share is shown in **Table 4**.

Table 4: Baseline Mode Share

Mode	Share
Underground	50%
Pedestrians	16%
Buses	14%
Cyclists	4%
Car drivers	3%
Taxi	2%
Motorcycles	1%
Other	3%

This data provides an indicative baseline on which to develop the Interim Travel Plan. A travel survey will be commissioned within a year of occupation to confirm the baseline mode shares. These will be included in the full Travel Plan to be produced for the development.

5 Objectives and Targets

5.1 Objectives

The overarching objectives for the retail, food/drink and leisure elements of the proposed development are:

- To encourage staff and visitors to walk and cycle to the site by improving the attractiveness of such modes;
- To promote the accessibility of the site from Mornington Crescent and Chalk Farm LU stations rather than Camden Town LU station;
- To promote the accessibility of the site by bus; and
- To reduce transport based emissions in Camden.

5.2 Targets

In order for the Travel Plan to succeed, and to enable a measurement of success, targets must be set which allow for the assessment of its measures and data. Such targets need to be Specific, Measurable, Achievable, Realistic and Timed (SMART) ensuring that wherever possible, targets for modal split can be achieved.

Monitoring of the Travel Plan will be undertaken throughout its duration and, if necessary, changes to its implementation or the type of measures that it includes will be made to ensure that the overall targets are achieved within the timeframe set.

Preliminary mode targets have been set as part of this Interim Travel Plan. These take into account the objectives of the Travel Plan and are based on the base travel characteristics that have been informed from surveys of nearby sites. These initial targets will be reviewed following a travel survey at the site a year after occupation. The targets for each mode are shown in **Table 5**.

Table 5: Indicative Mode Share Targets

Mode	Baseline	Year 1	Year 3
Car drivers	3%	2%	1%
Cyclists	4%	5%	6%
Pedestrians	16%	17%	18%
Bus	14%	15%	16%
Underground	50%	48%	45%
Taxi	2%	2%	2%
Motorcycles	1%	1%	1%
Rail	7%	7%	8%
Other	3%	3%	3%

The most desirable longer-term shift is towards walking, cycling and bus services and this is represented in the targets shown. If, by the end of a particular year, travel surveys indicate that mode shifts are not following the aspired patterns, the effectiveness of the Travel Plan measures will be reviewed and adjusted accordingly.

In addition to mode share targets, an objective of the Travel Plan, as with all the other Travel Plans produced for Camden markets, is to encourage visitors to use an alternative underground station, rather than Camden Town, to access the markets. Although improvements are proposed at the station, they are unlikely to be operational during the temporary operating period of the container market

Following a 2012 survey of existing market visitors that found that 98% of visitors travelling by London Underground currently use Camden Town station, an objective of local Travel Plans is to promote alternative connections. To reduce the impact at the station the following targets are proposed:

- Year 1 – no more than 85% of London Underground trips travel to the site via Camden Town station and at least 15% use alternative stations;
- Year 3 – no more than 80% of London Underground trips travel to the site via Camden Town station and at least 20% use alternative stations; and
- Year 5 – no more than 75% of London Underground trips travel to the site via Camden Town station and at least 25% use alternative stations.

6 Initiatives and Measures

The proposed development is located in an area of excellent public transport accessibility and it is anticipated that the increase in person trips as a result of the proposed development will be negligible; many trips will be linked to existing uses. Despite this, a series of initiatives are proposed to further actively encourage sustainable and active travel, and also focus on alleviating current demand pressures on Camden Town station.

6.1 Measures to Encourage Walking and Cycling

Walking and cycling are the most sustainable modes of transport and have many benefits not only to the environment but to the individual, including improving physical and psychological health. The location of the site will automatically result in many people walking and cycling to and from local facilities. However, the Travel Plan should aspire to increase use of these modes further. Measures that will be applied include:

- The provision of cycle parking within the site;
- Providing information on walking and cycling routes, as well as on the location of cycle docking stations and cycle parking spaces in the vicinity. The information will be provided on promotional material and notice boards within central areas where visitors congregate;
- Providing new retailers with information packs about local transport options;
- Ensuring market information specifically promotes the short walking and cycling distance between the market and alternative options to Camden Town station;
- Ensuring the visitor website contains information on how to access the market by walking or cycling;
- Promote travel planning smartphone apps that will facilitate journey planning by walking and cycling;
- Raising the awareness of the health benefits of walking and cycling through promotional material and events throughout the year;
- Promotion of National Travel Awareness Day as well as other relevant local and national events such as Living Streets' National Walking Month, Bike Week and Green Transport Week; and
- Working with LBC to promote its award-winning Travel Awareness initiatives, alongside initiatives run by other stakeholders such as Transport for London (e.g. the Jubilee Greenway, cycle hire opportunities), Sustrans (e.g.

route alternatives to the towpath), Camden Cyclists¹, and the Canal and River Trust (such as Share the Space, Drop your Pace²).

6.2 Measures to Encourage Public Transport Use

Measures that will be considered to facilitate public transport use include:

- Providing up-to-date public transport information on the market website and within promotional material;
- Ensuring companies located within the site provide public transport information on their websites; and
- Promote travel planning smartphone apps that will facilitate journey planning by public transport.

6.3 Measures to Promote Use of Alternative Underground Stations to Camden Town

Camden Town LU station experiences high levels of passenger flows, particularly on a weekend, due to the popularity of the market area as a key retail destination and visitor attraction. It is therefore proposed that measures are applied through the Travel Plan to promote alternative access points to the market. These will include:

- Raising the awareness of London Overground services available from Camden Road station and the connections available on all promotional material (including website);
- Similarly, raising the awareness that visitors can walk or cycle to and from Kings Cross and Euston station to encourage visitors passing through these interchanges to walk, rather than travel by London Underground to the market;
- Promoting the use of Chalk Farm and/or Mornington Crescent stations as alternative Underground stations for accessing the site throughout all visitor promotional material. Additionally, identifying and providing support through a Travel Plan Manager, community initiatives that identify improvements in the legibility of Chalk Farm station as a preferable option to Camden Town, such as an art or sculpture trail;
- Providing bus service information and the connections available on all promotional material; and
- Noting the short walk distance from Chalk Farm and Camden Road station to the site on all information and promotional material.

¹<http://camdencyclists.org.uk/>

² <https://canalrivertrust.org.uk/see-and-do/routes/little-venice-to-camden-circular-walk> and <https://canalrivertrust.org.uk/news-and-views/features/share-the-space-drop-your-pace-our-towpath-code>

6.4 Measures to Reduce Car Use

The proposed development will be car-free. The trip generation exercise included in the accompanying TS has identified that the majority of car trips associated with the site will be generated during the midday weekend peak hour (highest peak of the week), and will be approximately 10 additional two-way trips per minute. It is expected that the majority of these trips will be linked trips between the various Camden markets and, due to the limited car parking provisions in the area, include a significant number of shared trips and drop-offs.

However, in order to provide a robust strategy for the site, measures to reduce car use further are proposed in this Travel Plan. Measures to facilitate the reduction in car use, alongside the active travel initiatives outlined above, include the following:

- The provision of information on taxi services and local car clubs on the market website. If somebody needs to undertake an onward journey by car it may be helpful to know that there are cars available for hire to dissuade them from using their own private vehicle; and
- Promote the benefits of car sharing to those who work in the development, including promoting the use of publicly accessible car sharing databases, such as liftshare.com. This may be beneficial to those who work on the site and may need to travel home late in the evening.

7 Travel Plan Strategy

7.1 Management

In order to maximise the chances of success, it is important to have a clear implementation strategy, identifying roles and responsibilities to maintain the momentum of the Travel Plan.

Prior to occupation, a Travel Plan Co-ordinator(s) will be appointed to oversee the implementation and monitoring of the Travel Plan. On appointment, the Travel Plan Coordinator's name and contact details shall be passed to Camden Council Travel Plan Officer (travelplans@camden.gov.uk).

The Co-ordinator(s) will have overall responsibility for:

- Establishing and co-ordinating a Travel Plan Steering Group with meetings as required;
- Identifying key milestones, deliverables and a programme to oversee the development and implementation of specific initiatives;
- Development and dissemination of appropriate marketing / information materials;
- Overseeing implementation of Travel Plan measures in a timely manner;
- Liaison with any appropriate groups / organisations (e.g. the LBC Travel Plan Officers, neighbouring businesses) to ensure co-ordinated working;
- Undertaking appropriate monitoring of the Travel Plan, including any appropriate review and revisions;
- Monitoring and reviewing progress and identifying targets for taking the Travel Plan forward; and
- Ensuring that the work of the Travel Plan is co-ordinated with other activities of the proposed development.

7.2 Marketing and Promotion

It is recognised that for the Travel Plan to be successful, it is essential that the target audience are involved and made aware of its implementation and evolution.

A detailed strategy for ongoing promotion and awareness raising of the Travel Plan will be developed by the Travel Plan Co-ordinator(s). The strategy will include:

- A series of meetings with occupants to explain the purpose of the Travel Plan. The meetings will seek to set common objectives for encouraging walking, cycling and public transport use and discouraging the use of the private car;
- 'Branding' the Travel Plan to raise its profile and to make it and elements forming a part of it, instantly recognisable. All leaflets and publications produced as a part of the Travel Plan will take on this branding;

- Visitor information leaflets, posters and websites for the market will include transport information;
- Information about transport options and the Travel Plan will be included in new retail occupant packs;
- Transport and travel information will be provided in areas where people congregate throughout the development; and
- The development will participate in a programme of promotional events including national and local travel awareness campaigns.

8 Monitoring and Review

8.1 The Need for Monitoring

An important part of any Travel Plan is the continual monitoring and review of its effectiveness. Regular monitoring and review will help to gauge progress towards achieving targets and objectives, and if necessary, allow the Travel Plan to be refined and adapted in order to improve.

8.2 Methodology

It is proposed that the Travel Plan is monitored during the five year period that the development will be operational. Monitoring (i.e. 'Year 1') will therefore commence within a year of occupation.

The monitoring will be the responsibility of the Travel Plan Co-ordinator and will review:

- Travel patterns of employees and visitors (via a travel survey) - comprehensive travel surveys will be undertaken with a commitment to review the Travel Plan targets at each monitoring phase. This review will identify elements of the Plan that are not working as well as others. The surveys will also ask rail users which station they predominantly use to monitor the impact on Camden Town LU station; and
- Full site audit / review of transport accessibility – undertaken by the Travel Plan Co-ordinator, the audit will identify any barriers that obstruct walking, cycling and using public transport and make recommendations for improvements.

The programme of monitoring will enable review and refinement of the Travel Plan over the phase of development. It will assist in identifying priorities for the market and reflect the needs and priorities of employees and visitors to ensure their continued commitment to and ownership of the Travel Plan.

8.3 Reporting

The findings of the travel surveys will be reported back to the London Borough of Camden and the TfL Travel Plan Manager.

9 Action Plan

A preliminary action plan has been developed which outlines the actions that will be the responsibility of the site management and subsequently the Travel Plan Coordinator and Steering Group. The performance of all roles will be judged against the criteria contained within the action plan and the Travel Plan targets.

Table 6 contains the preliminary actions. These will be reviewed and updated as necessary when the full Travel Plan documents are developed.

Table 6: Action Plan

Aim	Action	Responsibility	Timescale
Management of the Travel Plan	Appoint a Travel Plan Co-ordinator	Site management	Prior to occupation
	Develop a Travel Plan Steering Group	Travel Plan Co-ordinator	Year 1
Monitoring and Review	Undertake travel surveys	Travel Plan Co-ordinator	Years 1 and 3
	Site audit	Travel Plan Co-ordinator	Ongoing
	Monitoring uptake of measures	Travel Plan Co-ordinator	Ongoing
Awareness raising and promotion	Develop marketing strategy including Travel Plan brand	Travel Plan Co-ordinator / Steering Group	Year 1
	Promote phone/tablet apps that will facilitate journey planning by walking, cycling and public transport, as well as access to services such as Santander Cycle Hire, TfL services and networks.	Travel Plan Co-ordinator	Ongoing
	Provide travel information on notice boards / websites / promotional material	Travel Plan Co-ordinator	Year 1 / ongoing
	Provide information packs to new employees	Travel Plan Co-ordinator	Year 1 / ongoing
	Participate in local and national campaigns	Travel Plan Co-ordinator	Year 1 / ongoing
Encouraging walking	Raise awareness of health benefits through promotional material / events	Travel Plan Co-ordinator / Steering Group	Ongoing
	Provide walking maps / highlight connections to the other destinations	Steering Group	Ongoing
	Audit of pedestrian links to identify any barriers to walking	Steering Group	Ongoing

Aim	Action	Responsibility	Timescale
Encouraging cycling	Provide high quality cycle parking	Site management	Prior to occupation
	Promote cycling to the site via leaflets, noticeboards, site and occupiers' websites, information packs etc	Steering Group	Year 1 / ongoing
	Promote and participate in national cycling events	Steering Group	Ongoing
Encourage public transport use	Provide information on all public transport connections within promotional material / information packs	Travel Plan Co-ordinator / Steering Group	Year 1 / ongoing
	Promote travel planning smartphone apps	Travel Plan Co-ordinator / Steering Group	Ongoing
Promote use of alternative stations to Camden Town	Promote other stations as access points to the site	Travel Plan Co-ordinator / Steering Group	Year 1 / ongoing
	Show walking and cycling routes to / from the site to alternative stations	Steering Group	Year 1 / ongoing
	Provide information (maps / frequencies) of bus services on promotional material / information packs, noticeboards, websites etc	Steering Group	Year 1 / ongoing
Measures to reduce car use	Provide information on taxi services and local car clubs	Steering Group	Year 1 / ongoing
	Promote the benefits of car sharing to those working within the market	Steering Group	Year 1 / ongoing