

# 65-69 Holmes Road

## Student Travel Plan Addendum

Hallmark Property Group

September 2018

## Quality information

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# 1. Introduction

## 1.1 Context

This Student Travel Plan (STP) Addendum has been prepared by AECOM on behalf of Hallmark Property Group to support the proposals for an additional floor of student accommodation comprising 42 single rooms at their development of 65-69 Holmes Road, Camden NW5 3AU.

Planning permission was granted on 6th March 2014. The development is currently under construction with regard to subsequent approvals in May 2016 (ref: 2015/5435/P), comprising the following mixed uses:

- 2,292sqm of B8 warehouse/showroom space;
- Student accommodation providing 341 rooms with ancillary facilities (sui generis); and
- A coffee shop (Class A1).

The current proposals seek to increase the number of rooms by 42 to a total of 383 rooms by constructing an additional floor.

The STP for the development was prepared by AECOM in August 2016 to address an S106 planning obligation associated with the permission granted for the redevelopment.

This Addendum to the Travel Plan is concerned with the student accommodation element of the development only and is designed to provide an update to the STP with regard to the proposals for an additional floor of student accommodation at the site, comprising 42 rooms.

A site location plan is included at **Figure 1.1**. The student accommodation and the travel plan will be managed by The Stay Club, who are a separate but associated company of Hallmark Property Group.

## 1.2 What is a Travel Plan?

A Travel Plan is an integrated 'tool' that seeks to set out the framework for, and strategy by which, the dwellings and associated facilities located on site will seek to encourage and enhance sustainable travel by both residents and their visitors.

This STP is therefore an essential component in demonstrating Hallmark Property Group's/The Stay Club's commitment to minimising the impact of the development on the local transport network through encouraging the considered use of transport in the day-to-day travel of residents and visitors of the site.

The key focus of the STP is as follows:

- To identify initiatives and measures to encourage sustainable travel;
- To reduce the need to travel in the first instance; and
- To promote the more efficient use of the car where travel by private motor vehicle is required.
- The scope of this travel plan focuses on the student accommodation residential development; however, it also attempts to influence through the infrastructure put in place, other users travelling to and from the site, such as visitors.

This STP has been prepared in line with the objectives and principles set out within the 'Travel Planning Guidance' (TfL, 2013).

### 1.3 Travel Plan Benefits

Hallmark Property Group is keen to ensure that the proposed development provides the appropriate conditions and support so that all forms of movement to and from the development are encouraged to occur in a manner that is sustainable, thereby assisting in managing the impact of the development on the local road network.

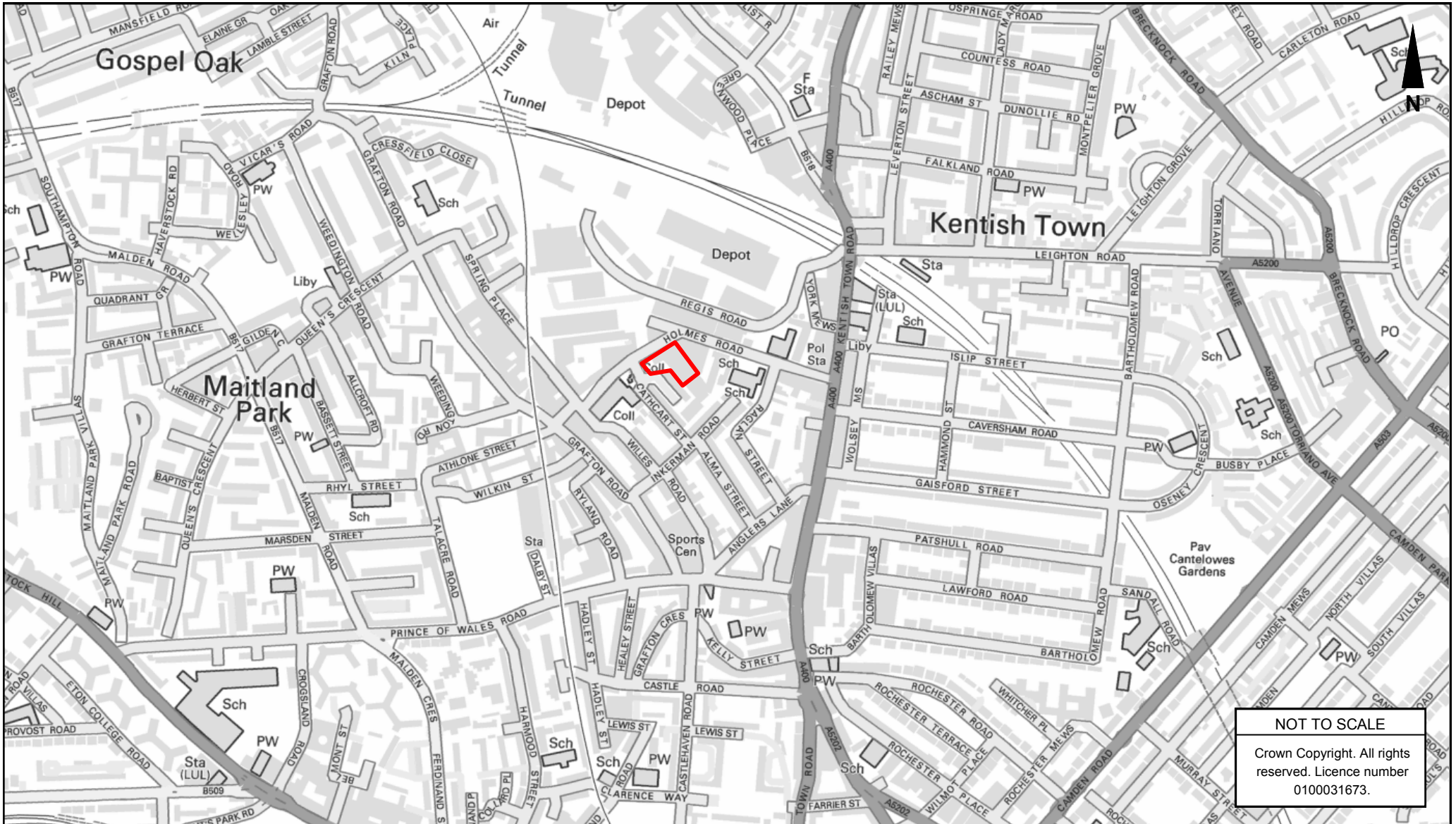
The purpose of this strategy is to ensure that site users, and in particular student residents (the primary occupants of the development), can realise the following benefits both in the short and longer term:

- Improved travel choices and access to key facilities;
- Local environmental improvements from reduced congestion, pollution and noise; and,
- Opportunities for active and healthy travel.

### 1.4 Structure

The remainder of the report is structured as follows:

- **Section 2** outlines the development scheme;
- **Section 3** presents the relevant policy guidelines;
- **Section 4** outlines the sites accessibility;
- **Section 5** outlines a series of aims and objectives;
- **Section 6** sets out the initial targets for the travel plan;
- **Section 7** sets out the travel planning measures;
- **Section 8** presents the monitoring and management strategy, including the travel plan targets; and
- **Section 9** summarises the report.



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Site Location

Figure 1.1





## 2. Development Proposals

### 2.1 Proposed Development

The proposed redevelopment comprises a mixed use scheme, which involves the demolition of the existing B8 buildings, and the construction of a part eight, part three storey building above two basement levels which will include the following land uses:

- 2,292sqm of B8 warehouse/showroom space at ground floor and two basement levels,
- Seven upper floors of student accommodation providing 383 rooms and associated facilities, such as social space and study rooms; and
- A coffee shop (A1) at ground floor level

**Table 2.1** summarises the development proposals in terms of the student room provision.

**Table 2.1: Development Proposals**

Level	Single 14.5-26.8 sqm	Twin 17.7 – 30.3 sqm	Double 28.7 – 47.7 sqm	Disabled 16.3 – 17.3 sqm	Cluster Rooms 14 -20 sqm	B8 Warehouse Space
Lower Basement	0	0	0	0	0	975sqm
Upper Basement	11	8	12	0	0	937sqm
Ground Floor	10	3	6	0	0	380sqm
First Floor	23	18	14	1	0	-
Second Floor	21	13	10	6	8 (inc. 1 x twin room 20sqm)	-
Third Floor	12	11	8	7	8 (inc. 1 x twin room 20sqm)	-
Fourth Floor	12	13	8	5	8 (inc. 1 x twin room 20sqm)	-
Fifth Floor	10	13	10	5	8 (inc. 1 x twin room 20sqm)	-
Sixth Floor	8	15	12	4	0	-
Seventh Floor	42	0	0	0	0	-
<b>Total</b>	<b>149</b>	<b>94</b>	<b>80</b>	<b>28</b>	<b>32</b>	<b>2292sqm</b>

### 2.2 Site Access

The development site itself will only be accessible by pedestrians (and dismounted cyclists). All deliveries and servicing to the development will take place via a proposed service yard to the rear of the buildings at ground floor level, which will be accessed from Cathcart Street. The existing car park crossover at Cathcart Street will be used as the main access point to the development for all delivery and service vehicles, as shown in the site layout plan included at **Appendix A**. Emergency vehicles will be able to access the site via Holmes Road or Cathcart Street.

There will be four pedestrian access points to the development. The access to the northeast end of the development facing Holmes Road will be for student residents, with the remaining two entrances on Holmes Road for entrance to the coffee shop and the showroom. A further pedestrian entrance will

be provided on Cathcart Street for use by showroom staff as well as for deliveries, refuse collection and servicing.

## 2.3 Car Parking

The proposed development will be car free, with the exception of servicing and deliveries. No vehicle parking will be provided on site for staff, students or visitors of the development.

This is in accordance with Policy T2 of Camden's Local Plan which states that 'the Council will limit the availability of parking and require all new developments in the borough to be car-free'. In addition, the high public transport accessibility of the site (reflected by PTAL level 5) shows that there are many alternatives to the private car and that the provision of no parking spaces can be deemed appropriate.

The surrounding roads are within the LBC Controlled Parking Zone and all on-street parking (other than for disabled users and motorcyclists) is pay and display.

## 2.4 Cycle Parking

A total of 284 cycle parking spaces will be provided at the site for students, employees and visitors. This will be broken down as follows:

- Student Accommodation - 258 cycle parking spaces plus 10 spaces for visitors to the student hall of residence;
- B8 Warehouse – 16 spaces for employee and visitor use

## 3. Policy Review

### 3.1 Policy Guidance

To inform the development of the Travel Plan, a review of relevant national, regional and local transport policy has been undertaken in order to understand the context for the development. This includes the following documents, with further detail on each provided below as well as best practice guidance:

- National Planning Policy Framework (July 2018)
- The London Plan (March 2015, with alterations since 2011)
- Mayor's Transport Strategy (March 2018)
- LB Camden Local Plan (July 2017)
- Camden Planning Guidance: CPG7 Transport (September 2011)

#### 3.1.1 National Planning Policy Framework (July 2018)

A revised National Planning Policy Framework (NPPF) was issued by the Ministry of Housing, Communities and Local Government in July 2018.

The document states that "Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe" (Paragraph 109).

Within the context of paragraph 109, the document gives greater weight to sustainable travel adding that applications should give priority to pedestrian and cyclists first, followed by facilitating access to high quality public transport where possible.

Also the document states that in assessing sites that may be allocated for development, or specific applications for development, it should be ensured that:

- opportunities to promote sustainable transport modes can be, or have been taken up, given the type of development and its location;
- safe and suitable access to the site can be achieved for all people; and
- any significant impacts from the development on the transport network or on highway safety can be mitigated in a cost-effective manner.

### 3.2 Regional Policy Context

#### 3.2.1 The London Plan (2016)

The London Plan represents the Mayor's spatial development strategy for London, the latest version of which was published in March 2015 with alterations to the Plan since 2011. The over-arching vision of the London Plan is that up to 2036 and beyond, "London should excel amongst global cities; expanding opportunities for all its people and enterprises, achieving the highest environmental standards and quality of life and leading the world in its approach to tackling the urban challenges of the 21st Century".

This vision will be led by six objectives, with an efficient and effective transport system that actively encourages more walking and cycling, being one of these. The Plan recognises the Mayor's commitment to encouraging walking and cycling as sustainable modes of transport, along with improvements in public transport. Furthermore, the document states that delivery of the Mayor's

Transport Strategy (discussed below) is essential to achieving the aims and objectives of the London Plan.

Policy 6.1 (Strategic Approach) of the London Plan states that the Mayor will work with all relevant partners to encourage the closer integration of transport and development by (amongst others):

- Encouraging patterns and nodes of development that reduce the need to travel, especially by car;
- Supporting developments that generates high levels of trips at locations with high public transport accessibility; and,
- Supporting measures that encourage shifts to more sustainable modes and appropriate demand management.

Parking Standards Minor Alterations to the London Plan were published in March 2016 which affects parking standards in outer London boroughs. In outer London areas with low PTAL (0-1), boroughs should consider higher levels of provision, especially to address 'overspill' parking pressures.

It is noted that an emerging draft new London Plan was issued in December 2017 for public consultation. The new plan continues to place importance on Travel Plans in order to support the Mayor's target of 80% of all trips in London to be made by foot, cycle or public transport by 2041.

### 3.2.2 Mayor's Transport Strategy (March 2018)

The Mayor's Transport Strategy (MTS) is a statutory document that sets out the Mayor's transport aspirations for Greater London, with the central aim to shift away from the car and achieve 80% of all trips in London to be made on foot, by cycle or using public transport by 2041.

The strategy defines Travel Plans as a long-term management strategy that encourages active, efficient and sustainable travel for new and existing developments. It sets out transport impacts, establishes targets and identifies the package of measures needed for improvement.

The strategy places importance on Travel Plans in order to 'encourage sustainable travel, reflect the aims of the Healthy Streets approach and ensure developers take account of the need to deliver carbon-free transport in London by 2050'.

One of the aims of the strategy it to ensure that regeneration and new development schemes incorporate the Mayor's principles of Good Growth, with transport delivering growth that satisfies the following principles:

- Good access to public transport;
- High density, mixed-use developments;
- People choose to walk and cycle;
- Car-free and car-lite places;
- Inclusive, accessible design;
- Carbon-free travel; and
- Efficient freight.

## 3.3 Local Policy Context

### 3.3.1 LB Camden Local Plan (July 2017)

The Camden Local Plan sets out the Council's planning policies and replaces the Core Strategy and Development Policies. The Plan covers the period from 2016 to 2031. The overall vision of the plan is to *'make Camden a better Borough – a place where everyone has a chance to succeed and where nobody gets left behind. A place that works for everyone.'*

The vision is supported by a series of strategic objectives including the following:

- To create the conditions for growth, ensuring it takes place in the most appropriate and sustainable locations and minimises the impacts of development, and to harness the benefits of this growth so it meets the needs of Camden's communities for homes, jobs and services and preserves and enhances the borough's unique character and appearance.
- To promote sustainable transport for all and to make Camden a better place to cycle and walk around, to reduce air pollution, reliance on private cars and congestion and to support and promote new and improved transport links.
- To improve health and wellbeing of Camden's population and reduce health inequalities through good spatial planning, supporting healthier lifestyles and environmental improvements, as well as ensuring appropriate access to health facilities.
- To promote and protect the high levels of amenity and quality of life that makes Camden such an attractive, successful and vibrant place for residents, workers and visitors.

In terms of transport, Policy T1 states that the Council will promote sustainable transport by prioritising walking, cycling and public transport in the borough. Developments should improve the pedestrian environment and provide secure, accessible cycle infrastructure. All new development in the borough is required to be car-free (Policy T2) with onsite parking limited to disabled bays and essential operational or servicing needs. The Council will also promote the sustainable movement of goods and materials and seek to minimise the movement of goods and materials by road.

### 3.3.2 Camden Planning Guidance: CPG7 Transport (September 2011)

Camden Planning Guidance (CPG) provides advice and information on how planning policies will be applied. The guidance is currently being reviewed as part of the delivery of the Camden Local Plan however CPG7 continues to apply until it is updated as part of Phase 2 of the review.

CPG7 Transport provides information on all types of detailed transport issues within the borough and provides the following key messages:

- Accessing transport capacity: A transport assessment is required for all schemes that will generate a significant travel demand.
- Travel Plans: travel plans enable a development to proceed without adverse impact on the transport system.
- Travel Plans: The requirements of a travel plan will be tailored to the specific characteristics of the site and the development.
- Car free and car capped development: Car free developments are expected to be located in the most accessible locations where the development may otherwise lead to on-street parking problems.
- Car free and car capped development: Legal agreements will be used to maintain car-free and car-capped development over the lifetime of a scheme.
- Vehicle access: The Council will not approve applications that would cause unacceptable parking pressure or add to existing parking problems.
- Cycling facilities: Minimum cycle parking standards will be implemented for new development.

## 3.4 Best Practice

### 3.4.1 Travel Planning Guidance (TfL, 2013)

This guidance, published in 2013, supersedes that previously published in 2011 entitled 'Travel Planning for New Development in London'.

The guidance defines what a travel plan is, the benefits which can be realised through its implementation, when a travel plan is required to support a planning application and the necessary content for a travel plan.

This Travel Plan has therefore been prepared in line with the objectives and principles laid out within the TfL guidance.

## 4. Site Accessibility

### 4.1 Context

This section of the STP provides a summary of information regarding the site's accessibility, local services and amenities and public transport availability. **Figure 4.1** presents the local services and amenities in proximity of the site and **Figure 4.2** presents the opportunities for sustainable transport within the local area.

### 4.2 Services and Amenities

There are a wide range of supermarkets and convenience stores situated within close vicinity of the site, which include an Iceland and a Cooperative Food Store both located approximately 300m to the east of the site, a Sainsbury which is located approximately 400m to the northeast of the site and Lidl located approximately 450m southeast of the site.

Kentish Town Sports Centre is located 400m to the south of the site, and offers a variety of services such as a gym and swimming pools, with Talacre Community Sports Centre situated approximately 350m to the southwest of the site.

Health centre's / doctors surgery's within the local area include Kentish Town Health Centre located approximately 740m to the northeast of the site, Caversham Group Practice located approximately 650m to the southeast and Prince of Wales Medical Centre located approximately 600m southwest of the site. Dental surgeries within the local area include A G Dentistry located 400m to the northeast and Kentish Town Urgent Dental located 700m southeast of the site.

### 4.3 Public Transport Accessibility Level (PTAL)

The site is in close proximity to a range of services and amenities as outlined above, such as supermarkets, leisure and health facilities and there are a range of travel opportunities in the local area, with bus stops within walking distance and Kentish Town Underground and rail station approximately 400m from the site.

According to TfL's online PTAL (public transport accessibility level) calculator, the site has a PTAL of 5, which is equivalent to 'Very Good' accessibility.

It is noted however that WebCAT, which provides further detail regarding PTAL in the wider geographical area, shows that the eastern section of Holmes Road has a PTAL of 6a, with Kentish Town Road acting as a public transport corridor in this area meaning that accessibility levels are higher along and in proximity to this route.

The associated summary PTAL report and accessibility zones within the vicinity of the site are included at **Appendix B** of this report.

Further information concerning the accessibility of the site to public transport is provided within the remainder of this chapter.

#### 4.3.1 Walking and Cycling Pedestrian Access

Pedestrian provision near the site provides easy access to both Camden Town centre and Kentish Town Road, where a range of facilities are located. Excellent pedestrian links are also available for access to local transport nodes, railway stations and bus stops. Kentish Town station is an approximate five-minute walk along Holmes Road and Kentish Town Road.

Much of Holmes Road has 3.5-metre wide pedestrian footways on both sides of the carriageway that are maintained, lit and suitable for mobility impaired and visually impaired users. There are no controlled pedestrian crossings available within the immediate vicinity of the site, however low traffic flows on adjacent roads do not appear to warrant such provision. Pedestrian access to the existing site is facilitated from Holmes Road.

### 4.3.2 Cycling

The areas of Hampstead, Holloway, Camden, Primrose Hill and King's Cross are all accessible within a 2.5km cycle distance of the site. Within a 5km cycle distance of the site, Marylebone, Paddington, Kensal Rise, and Cricklewood, Golders Green and East Finchley are accessible to the west; Hornsey, Stoke Newington, Islington, Shoreditch, Holborn, Soho and Bloomsbury are accessible to the east of the site.

Holmes Road itself is defined by the London Cycle Network (LCN) as a “quiet road, recommended for cyclists”. Leighton Road, approximately 400m to the east of the development is a dedicated signed route for cyclists. Other local signed cycle routes also exist near the site. See **Figure 4.2** for further detail.

### 4.4 Bus

The nearest bus stops to the site are located along Kentish Town Road. Northbound bus stops are located approximately 300m from the site (Stop KE), with southbound bus stops within 400m (Stop KB and KC).

These bus stops currently serve five bus routes including one night bus service (134, 214, 393, C2 and N20). These routes provide connections to a range of destinations as set out in **Table 4.1**.

**Table 4.1: Bus Services and Frequencies**

Service	Route	Frequency AM Peak (0800 -0900)	Frequency PM Peak (1700 – 1800)
134	North Finchley Bus Station – New Oxford Street	Every 5 – 8 minutes	Every 5 – 8 minutes
214	Hampstead Lane – Finsbury Square	Every 6 – 10 minutes	Every 6 – 10 minutes
393	Clapton Pond – Chalk Farm	Every 11 – 12 minutes	Every 10 – 12 minutes
C2	Parliament Hill Fields – Oxford Circus Station / Conduit Street	Every 5 – 8 minutes	Every 7 – 10 minutes
N20	Barnet High Street – Trafalgar Square	-	-

### 4.5 London Underground

The nearest London Underground station is Kentish Town located approximately 400m to the northeast of the site. The station is in Zone 2 and serves the High Barnet branch of the northern line.

Northern Line trains serve Kentish Town Underground station every 2-6 minutes on weekdays. Journey times to Euston and London Bridge are six and 17 minutes respectively with journeys to Morden in south London likely to take 40 minutes.

### 4.6 National Rail

The nearest rail station to the site is also Kentish Town. The station operates Thameslink services to Luton, St Albans City, London St Pancras, Wimbledon, Sutton (Surrey) and Bedford. **Table 4.2** provides a summary of the rail services from Kentish Town station.



**Table 4.2: Kentish Town Train Services, Frequencies and Duration**

Destination	Frequency (trains per hour Mon-Fri 0800-0900)	Frequency (trains per hour Mon- Fri 1700-1800)	Duration
St Albans	4	4	27 – 31 minutes
Sutton (Surrey)	3	1	50 – 73 minutes
Luton	2	2	43 – 45 minutes
Sevenoaks	1	1	77 minutes
London St Pancras	4	4	4 minutes
Wimbledon	1	1	54 minutes

The proposed development is also located approximately 550m to the northeast of Kentish Town West station. This station provides access to London Overground services between Stratford and Richmond. The journey time from Kentish Town West to Stratford is 25 minutes, with Richmond approximately 40 minutes away. Approximately eight trains per hour operate in each direction.

## 4.7 Car Club

In recent years, car club services have become more prevalent throughout the United Kingdom, particularly within urban areas. Car clubs provide an alternative to owning or using a private car for travel, with each vehicle shared between car club members who choose to use it for specific times.

In this way, a car club provides the flexibility of having access to a private vehicle, without the associated costs and burdens (i.e. running costs, maintenance and parking / garaging) of owning one.

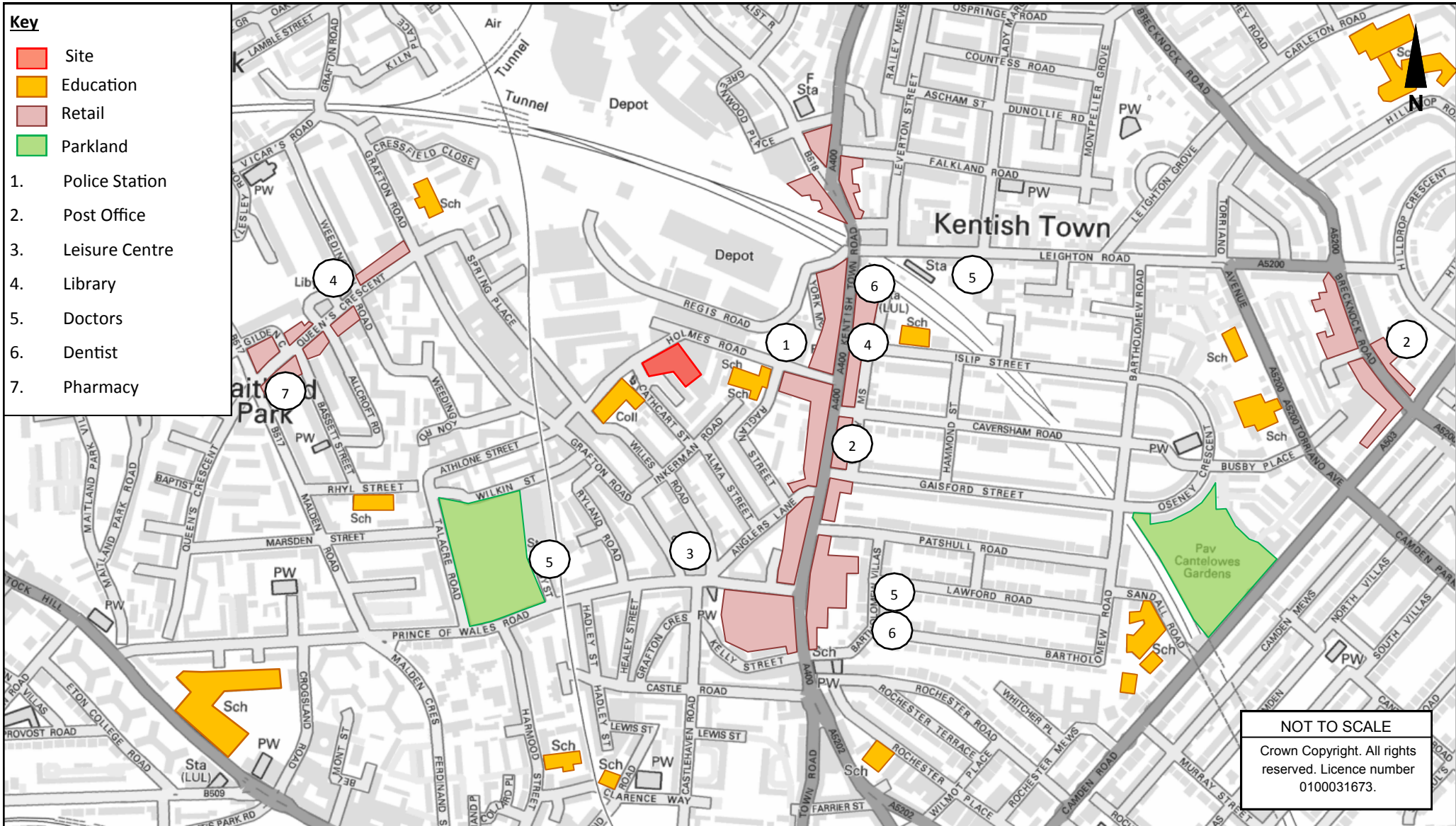
The nearest available car club vehicles are:

- Zipcar – one car on Prince of Wales Road 400m from the site
- Zipcar - one van on Gaisford Road 450m from the site
- Zipcar – one car on Hammond Street 600m from the site

## 4.8 Summary

The site is located in an area of 'Very Good' public transport accessibility, with good opportunities available for sustainable travel to and from the site. It is within walking distance of a number of local services and amenities, including supermarkets, leisure and health facilities.

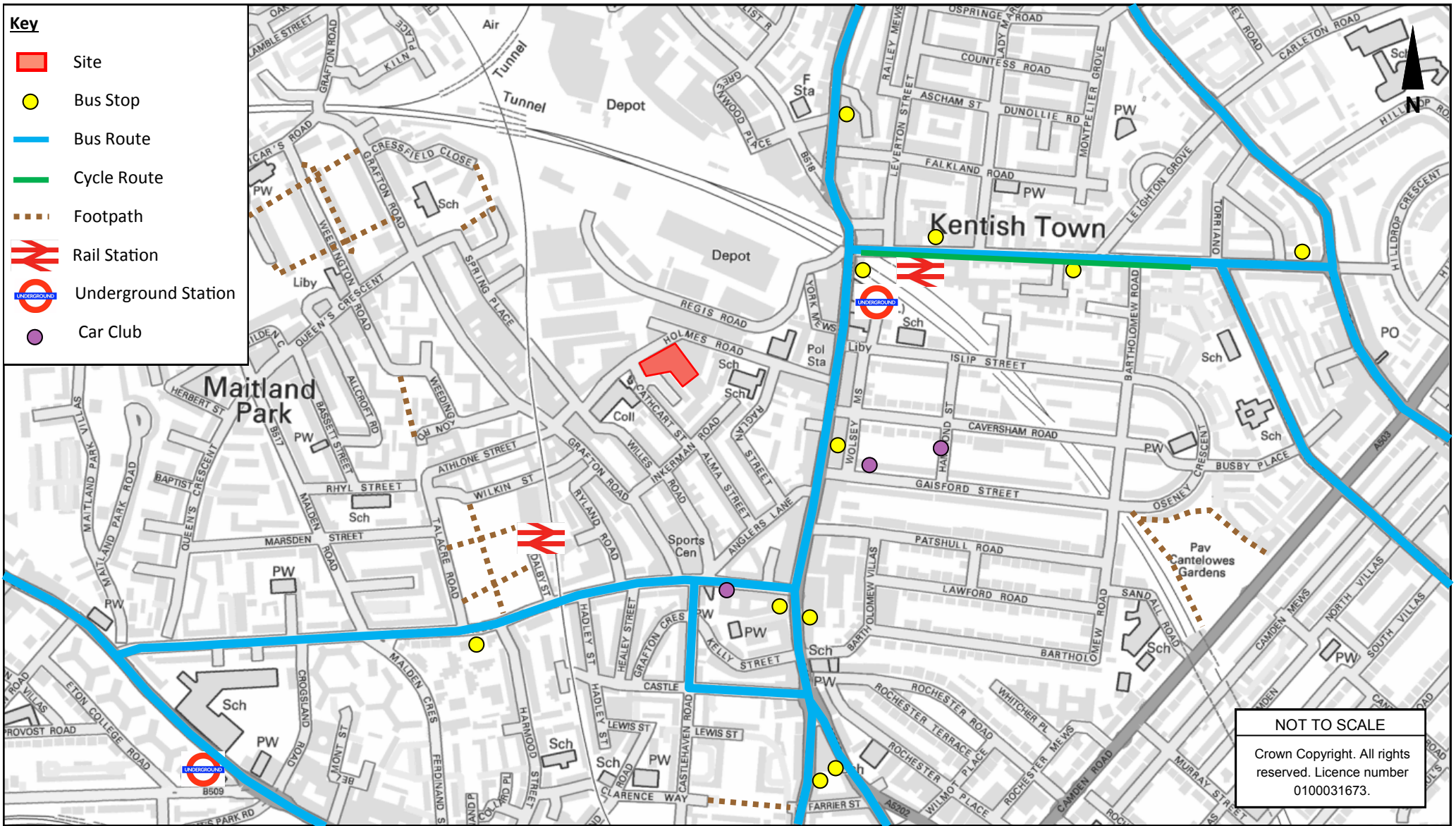
Kentish Town rail station is a five minute walk from the site, providing both Underground and National Rail services to destinations such as Euston and London Bridge for Central London and stations such as Luton, St Albans City and Sutton (Surrey). Bus stops providing connections to a range of destinations are within a four to five minute walk from the site.



Local Services and Amenities

Figure 4.1





Sustainable Travel Plan

Figure 4.2



## 5. Aims and Objectives

### 5.1 Aims and Objectives

The travel planning strategy, alongside the infrastructure put in place to support the uptake of sustainable means of travel, aims to influence transport movements made by all users of the development.

With the above in mind, the following overall aims for this Student Travel Plan are set out:

- Encourage the use of sustainable modes for travel to and from the site;
- Reduce the overall level of impact of the development on the surrounding area, with respect to transport movements to and from the site;
- Minimise the environmental impacts of all aspects of the developments travel activity including carbon emissions from travel associated with the development;
- Promote and encourage the use of modes of transport that improve physical fitness
- Set an example of good practice for the area

In order to achieve the above aims, the following objectives have been set:

- Discourage the use of private cars in line with the car-free nature of the development
- Raise the awareness of sustainable travel options and ensure the benefits of sustainable modes of transport are apparent to students;
- Encourage opportunities for alternative non-car travel modes; and
- Obtain survey information regarding trips to / from the site including mode of travel.

## 6. Targets

### 6.1 Targets

To meet the aims and objectives set out in **Section 5**, as well as to gauge the progress of the travel plan over time, it will be important to outline a series of targets. These can be both quantitative and qualitative, with the latter often referred to as action targets. These are designed to ensure the following:

- That the progress of the travel plan is closely monitored;
- That residents and interested parties are afforded the opportunity to be actively involved throughout the life of the travel plan; and,
- That the services and measures that are identified are sufficiently supported, promoted and consequently taken up.

#### ***Action Targets***

It is proposed that the progress of the travel plan is measured through a series of action targets. Meeting the action targets laid down within the travel plan is considered important in delivering an enhanced level of travel by sustainable means for both the development and the wider area.

The key action targets for the development are as follows:

- Ensure travel information is made readily available to consult and that all students are aware of the sustainable travel options available to them;
- Collect data at pre-defined intervals for a period of five years from first implementation of the travel plan in order to assess the success in meeting the applicable targets; and
- Collate and consider feedback from the surveys in co-ordination with the respective authorities to ensure that the travel plan remains fit for purpose during the travel plan period.

#### ***Quantitative Targets***

The action targets, as defined above, will form the principal means by which the success of the travel plan strategy will be measured. This is because it is important that the key actions above are delivered to support not only the aims and objectives for the site in terms of sustainable travel, but also that of the wider area.

To gauge the progress of the STP, it will be important to assess students travel mode choices over time. The anticipated modal share of the residents has been calculated using 2011 Census data for the Kentish Town ward (in which the site is located) and this has been used as the starting point for the travel plan, in terms of quantitative targets.

**Table 6.1: Mode Shares for Kentish Town Ward**

Mode	Modal Share
Underground	34%
Train	8%
Bus	20%
Motor Vehicle	11%
Bicycle	12%
On Foot	13%
Other	1%

Given the car-free nature of the site, the student accommodation is expected to generate limited car trips. The motor vehicle trips shown in **Table 6.1** have therefore been distributed between public transport modes as shown in **Table 6.2**, using the percentage shares for these modes. This indicates a mode share for public transport as 74% (40% Underground, 24% bus and 10% train), with a 12% mode share for cycling and 13% mode share for walking.

**Table 6.2: Forecast Modal Shares for the Development (Initial Targets)**

Mode	Modal Share
Underground	40%
Train	10%
Bus	24%
Bicycle	12%
On Foot	13%
Other	1%

As the development is car-free and therefore minimal car trips will be generated it is considered that the proposed modal share is already highly sustainable. Therefore the modal share targets for the travel plan aim to maintain this level of sustainable travel and where possible, increase walking and cycling trips, which are considered to be more sustainable than public transport use, and should be encouraged particularly in London, where the London Underground and buses can often be operating with constrained capacity.

## 7. Travel Planning Measures

### 7.1 Introduction

In order for the development to achieve the aims and objectives set out in **Section 5**, a balanced package of measures has been prepared, targeted at the future student residents of the development, which aims to encourage the use of non-car modes, in particular walking and cycling, and the use of the infrastructure provided within the local area.

The following section outlines the measures, and the supporting marketing and promotion techniques, that will be put forward for this site.

### 7.2 Measures to Encourage Walking

Walking is the most cost effective form of sustainable travel. Hallmark Property Group seek to encourage walking as a mode of transport for short trips, such as visiting a local shop, but also for linked trips which could make use of the public transport networks.

As part of this travel plan, it is the intention that information on the key amenities within the local area that will be of use to students, such as shops, leisure and health services, will form part of a Travel Information Pack (TIP). The TIPs will be distributed to each resident student upon occupation of the site, and will ensure that each occupant of the student accommodation is aware of the opportunities for walking to and from the site.

A sustainable travel notice board will also be delivered within the student accommodation and will display maps showing the locations of facilities within the local area and walking routes. Information regarding walking will be provided on the development's website.

### 7.3 Measures to Encourage Cycling

Cycling is also a key mode of travel when considering ways in which to travel sustainably, with the NPPF identifying that cycling has the potential to serve as a substitute for short trips. Therefore, similar to walking, it is necessary to facilitate provision for, and promote the uptake of cycling as a mode of transport.

In order to facilitate and increase the use of the bicycle as a means of travel to the development among its student residents, 258 secure cycle parking spaces for use by students travelling by bicycle will be provided in the lower basement in addition to 10 spaces for visitors on the ground floor.

In addition to the above, and as per the walking proposals, information on the available cycling infrastructure for both the local and wider area, such as cycle routes, cycle parking and local bicycle user groups will be included within the TIP. This will be distributed to the students upon occupation of their room and will provide them with the information required to ensure that they can make an informed choice, regarding the potential for undertaking cycling.

LBC provide free cycle training for first time riders and those looking to improve their skills and these courses will also be promoted through the TIPs.

Cycling information will be displayed on the sustainable travel notice board and on the developments website. Links to cycle planning tools and resources such as Cycle Streets Journey Planner ([www.cyclestreets.net/journey](http://www.cyclestreets.net/journey)), TfL Cycle Journey Planner (<https://tfl.gov.uk/modes/cycling>) and London Cycle Guides will be provided, as well as details of membership organisations such as the London Cycling Campaign (LCC) and cycling events, such as London Sky Rides and Ride London.

## 7.4 Measures to Encourage Public Transport

To support the uptake of public transport by students of the development, public transport timetable information and the location of the closest bus stops and rail stations will be made available to students through the TIPs, on the sustainable travel notice board and on the developments website.

As mentioned previously, TfL's Journey Planner will be promoted, to enable residents to plan their journey using public transport. Other websites such as Traveline ([www.traveline.info](http://www.traveline.info)) and National Rail ([www.nationalrail.co.uk](http://www.nationalrail.co.uk)) will also be included within the TIP.

## 7.5 Car Club

Car club usage is likely to be a key service for the development given its car-free nature, facilitating low-car use and complementing parking restraint. The London Plan identifies car clubs as particularly useful in implementing the sustainable residential quality approach to housing density and parking.

The locations of the closest car club bays to the site are detailed in **Section 4.8** and shown on **Figure 4.2**.

Information on how to join the car club will be provided in the TIPs and on the sustainable travel notice board as well as on the development website.

The Travel Plan Coordinator will liaise with the car clubs to investigate any opportunities to offer students incentives and promotions. Should incentives and promotions be agreed with a car club, these will be provided in the TIPs and promoted on the notice board and website.

## 7.6 Car Parking

No car parking is proposed for the development. In addition, the site is located within Camden's Controlled Parking Zone (CPZ). Students will be made aware as part of the introductory information that they are not eligible for a residents permit. This will act as a deterrent to car use by students and will keep vehicle use by resident students to a minimum.

## 7.7 Marketing and Promotion

### 7.7.1 Travel Information Pack

A Travel Information Pack (TIP), as referred to above, will be distributed to all student rooms. This will contain information about the various sustainable transport options available, as well as a description of the aims of the travel planning process and the related benefits. This would act as a marketing strategy to raise awareness of the travel plan process and to ensure that all users of the development are able to make informed choices. It is likely that the pack would include the following:

- Description of the aims of the Travel Plan process and the benefits to all users;
- The role of the Travel Plan Co-ordinator together with contact details;
- Inclusion of available bus and rail maps and fare information;
- Inclusion of available pedestrian and cycle network maps of the local area;
- Information about journey planning tools and other useful websites;
- Information regarding cycle training and local walking / cycling events;
- Location of student cycle parking facilities within the site; and
- Location of local facilities / amenities.



The Travel Plan Coordinator will be responsible for ensuring that sufficient TIPs are available for the student management company of the site, on request, to provide to new residents.

Subsequent changes to information included in the TIP will be posted on notice boards and in the reception as well as online.

### **7.7.2 Sustainable Travel Notice Board**

A sustainable travel notice board will be located in a communal area of the development such as the study areas. The notice board will include up-to-date information informing students of the travel plan measures and initiatives including the travel website, maps showing routes to bus stops, rail stations and maps showing local cycle and walking routes.

### **7.7.3 Online Information**

The occupier of the student accommodation will be encouraged to provide students and their visitors with access to public transport timetables and routes on the intranet or internet. This will include live public transport departure and arrival times as well as information on local cycle routes/facilities and pedestrian routes. Access to external travel information sites will be made available subject to the internet/intranet access capabilities and policies of the occupiers. The Travel Plan Coordinator will be responsible for establishing an intranet page dedicated to the travel plan.

## 8. Monitoring and Management Strategy

### 8.1 Introduction

The key purpose of the travel plan is to encourage sustainable travel to and from the redeveloped site.

Ongoing monitoring and management is an essential part of the implementation of this process. It ensures that progress is being made towards the aims and objectives of the Travel Plan defined in **Section 5**, and allows the effectiveness of the accompanying initiatives and measures outlined in **Section 7** to be reviewed to determine whether any refinements are required to the strategy.

This section therefore describes the management and monitoring structure that will be put in place to support the aspirations of the STP.

### 8.2 Monitoring

The key element of the travel plan process will be the undertaking of a site survey to determine the travel behaviour and, more importantly, the modal share splits for student residents of the site.

This will take the form of a self-completion questionnaire which will gauge the attitude of site users to the effectiveness of the measures employed.

In accordance with TfL guidance, it is proposed that the first round of surveys will be carried out within the first year of site occupation, with this process repeated three and five years from first occupation.

A report identifying the advancement of the travel plan process, in terms of the effectiveness of measures employed, will then be compiled from the results of the travel surveys. This will be issued to the relevant authorities.

An Action Plan will be utilised as a mechanism for managing the travel plan process, with timeframes and responsibilities allocated to the completion of such tasks. This process should therefore provide confidence that the STP will remain fit for purpose. This will pull together the issues and initiatives which have been identified, and make explicit the strategy and timescales for the implementation and delivery of the travel plan strategy and its associated aims, objectives and targets. A proposed Action Plan is provided in **Appendix C**.

The key actions for the development are as follows:

- Ensure travel information is readily obtainable for students to consult, to raise awareness of the sustainable travel choices available;
- Encourage the uptake of public transport by student residents of the site;
- Promote walking and cycling to student residents, for short journeys;
- Promote local car club services;
- Collect data at pre-defined intervals for a period of five years from first implementation of the travel plan process, in order to monitor the travel mode shares at the site; and,
- Collate and consider feedback from the surveys in co-ordination with the respective authorities to ensure that the travel plan process remains fit for purpose during the associated five year period.

### 8.3 Management

To ensure that the aims and objectives for the site are realised, it will be important to put in place an effective management structure or team. The Stay Club, who will be responsible for managing the student accommodation, will therefore appoint a Travel Plan Co-ordinator (TPC) to encourage and foster a sustainable approach to travel, wherever feasible. The name and contact details of the TPC will be sent to LBC following appointment.

The TPC will be responsible for overseeing and implementing the various measures outlined in the Travel Plan, to maintain an efficient transportation policy for the benefit of residents, representing The Stay Club in this respect. The TPC will be responsible for a range of activities, which will be underpinned by the requirement to develop a co-ordinated and consistent approach to travel planning and the monitoring of this process. The role of the TPC will include the following:

- Overseeing the implementation of travel plan measures;
- Promoting the travel plan process;
- Preparing Travel Information Packs (TIPs) for The Stay Club to distribute to student residents throughout the life of the travel plan;
- Preparing travel information to be displayed on site, including cycle and walking maps, and public transport information;
- Serving as a 'point of contact' for student residents;
- Co-ordinating the monitoring process and analysing the results of the surveys; and
- Updating and taking ownership of the Action Plan which will serve as a live document and record the issues and initiatives taken to meet the aims and objectives of the STP.

### 8.4 Travel Plan Funding

The travel plan will be funded by The Stay Club for a period of five years. This will include supporting the following actions over this period:

- To fund all marketing material which is travel plan specific;
- To appoint a Travel Plan Co-ordinator for a period of five years from first occupation; and
- To fund the completion of the travel plan surveys, which will be co-ordinated by the Travel Plan Co-ordinator on behalf of The Stay Club.

## 9. Summary

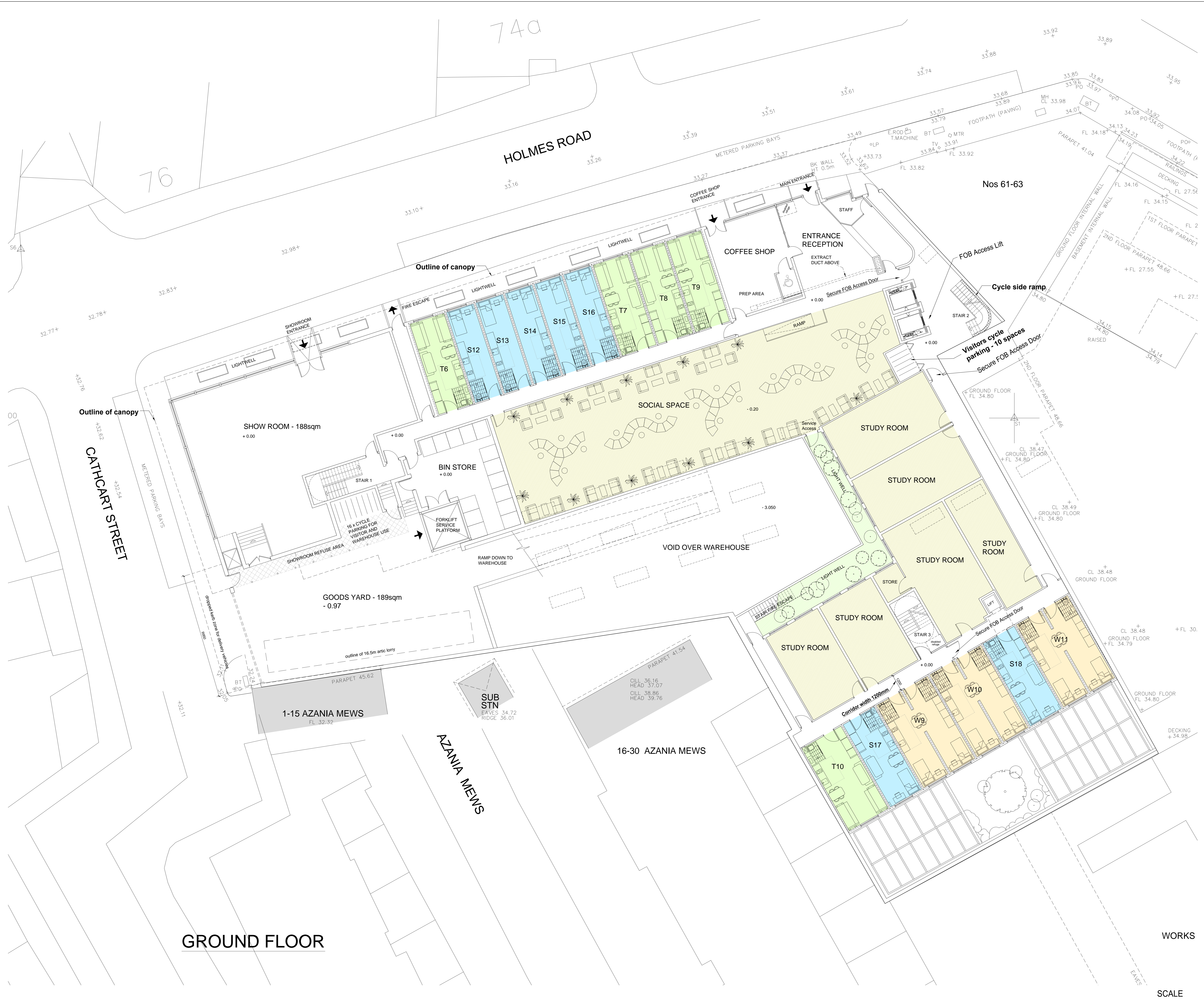
This document has set out an Addendum to the site Student Travel Plan strategy for the student accommodation development at 65-69 Holmes Road, Camden associated with the proposals to provide an additional floor consisting of 42 single rooms, resulting in a total provision of 383 student accommodation rooms.

A series of aims and objectives have been set out for the development, with the overarching aim defined to encourage the use of sustainable modes for travel to and from the site. To achieve the aims and objectives, a package of positive measures has been outlined to encourage the uptake of sustainable transport modes, such as walking, cycling and using public transport.

In order to monitor the progress of the travel plan, a series of actions have been put in place, which are set out in the accompanying Action Plan. As the Travel Plan is a living document in constant need of review, survey data regarding the modes used for journeys to and from the site will be collected as part of the ongoing travel plan process. This data will provide the basis to judge the effectiveness of the travel plan measures and to fully inform the evolution of the travel plan strategy.

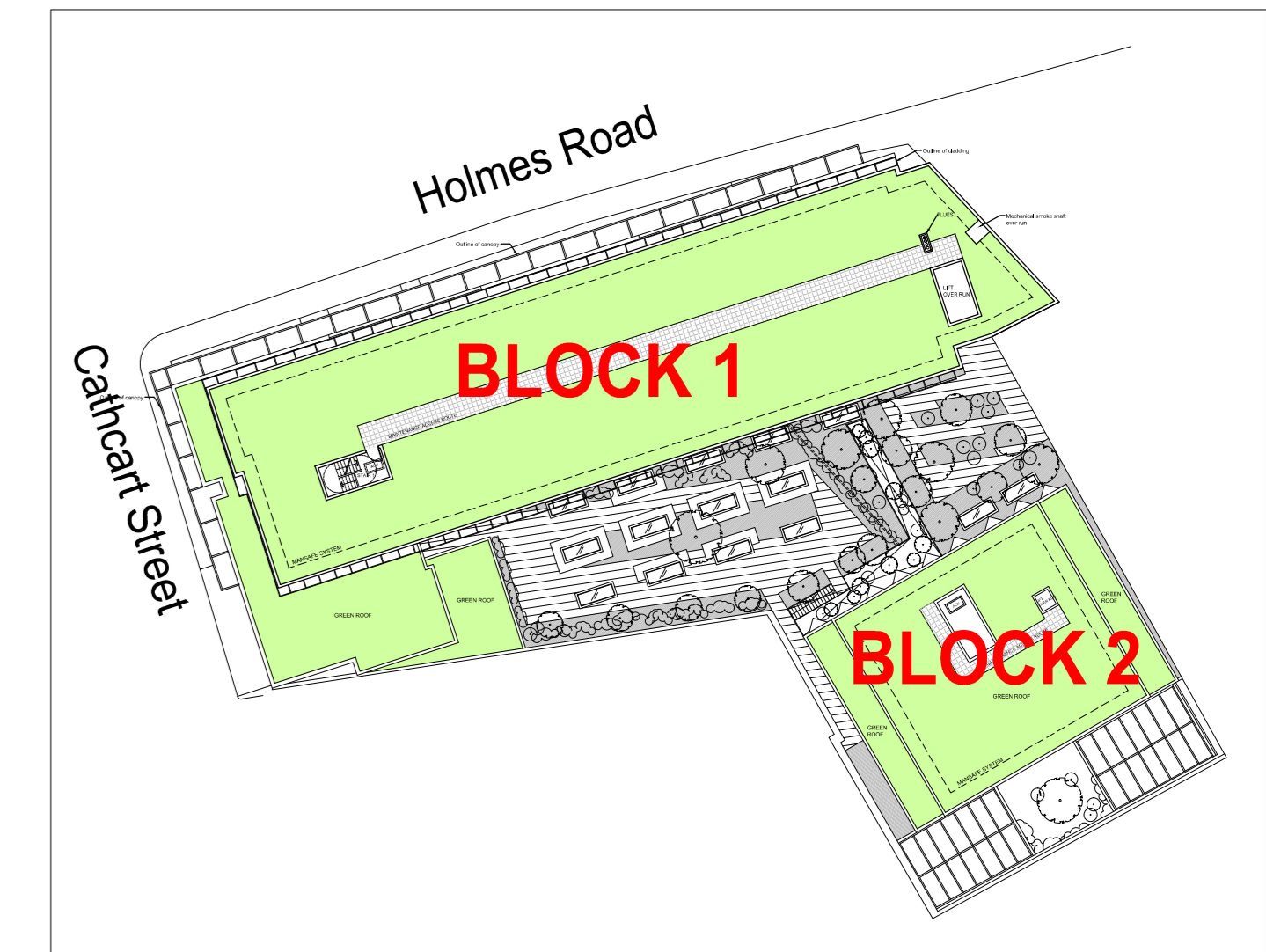
Finally, the document has outlined the commitment of The Stay Club to put in place a Travel Plan Co-ordinator prior to first occupation of the development, whose role will be to implement and monitor the Travel Plan during the initial five year implementation period.

## Appendix A – Site Layout



REVISIONS	Rev.	Date	By
A: Outline of canopy added.	22.11.13	HS	
B: Showroom entrance ramp added, Flue ducting location amended.	08.01.14	SN	
C: Showroom / warehouse cycle storage increased to 15 cycle spaces	12.02.14	CT	
D - Rearrangement of rooms in 'Block 2'. - Area Warehouse Mezzanine converting to Social space and Study Rooms. - Rearrangement of Roof lights and light well over new social space and Study Rooms. - Rearrangement of Entrance Reception. - New Larger Lifts to accommodate cycles to basement level. - Rearrangement of Bin store.	15.08.15	SP	
E - Rearrangement of single and twin rooms in 'Block 2'. - Renumbering of single and twin rooms.	20.11.15	SP	

- Single studio (x7)
- Twin studio (x5)
- Double studio (x3)
- Social/Study area

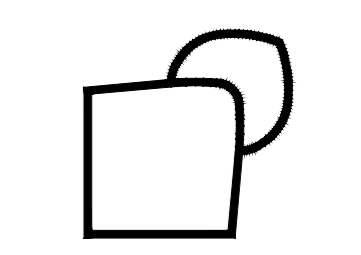


KEY PLAN

**PLANNING APPLICATION**

ALL DIMENSIONS TO BE CHECKED ON SITE  
WORK TO FIGURED DIMENSIONS ONLY  
REPORT DISCREPANCIES TO THE ARCHITECT  
AT ONCE BEFORE PROCEEDING

**Contemporary Design Solutions**



46 Great Marlborough Street  
London  
W1F 7JW  
Telephone: 020 7494 9000 Fax: 020 7494 4944

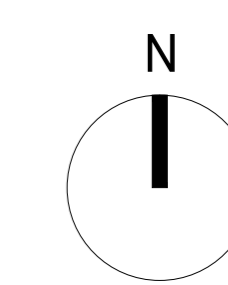
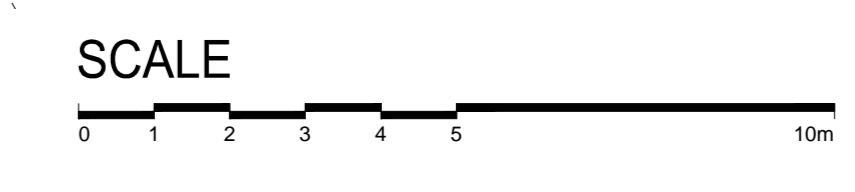
Client  
**HALLMARK PROPERTY GROUP**

Project Title  
**B8/WAREHOUSE & STUDENT ACCOMMODATION  
65-69 HOLMES ROAD**

Drawing Title  
**PROPOSED GROUND FLOOR PLAN**

Scale 1: 100@A0 NTS@A3 Date November 2015  
Drawn SP Checked CT  
Drawing No. 131050 A(GA)P100 Rev. E

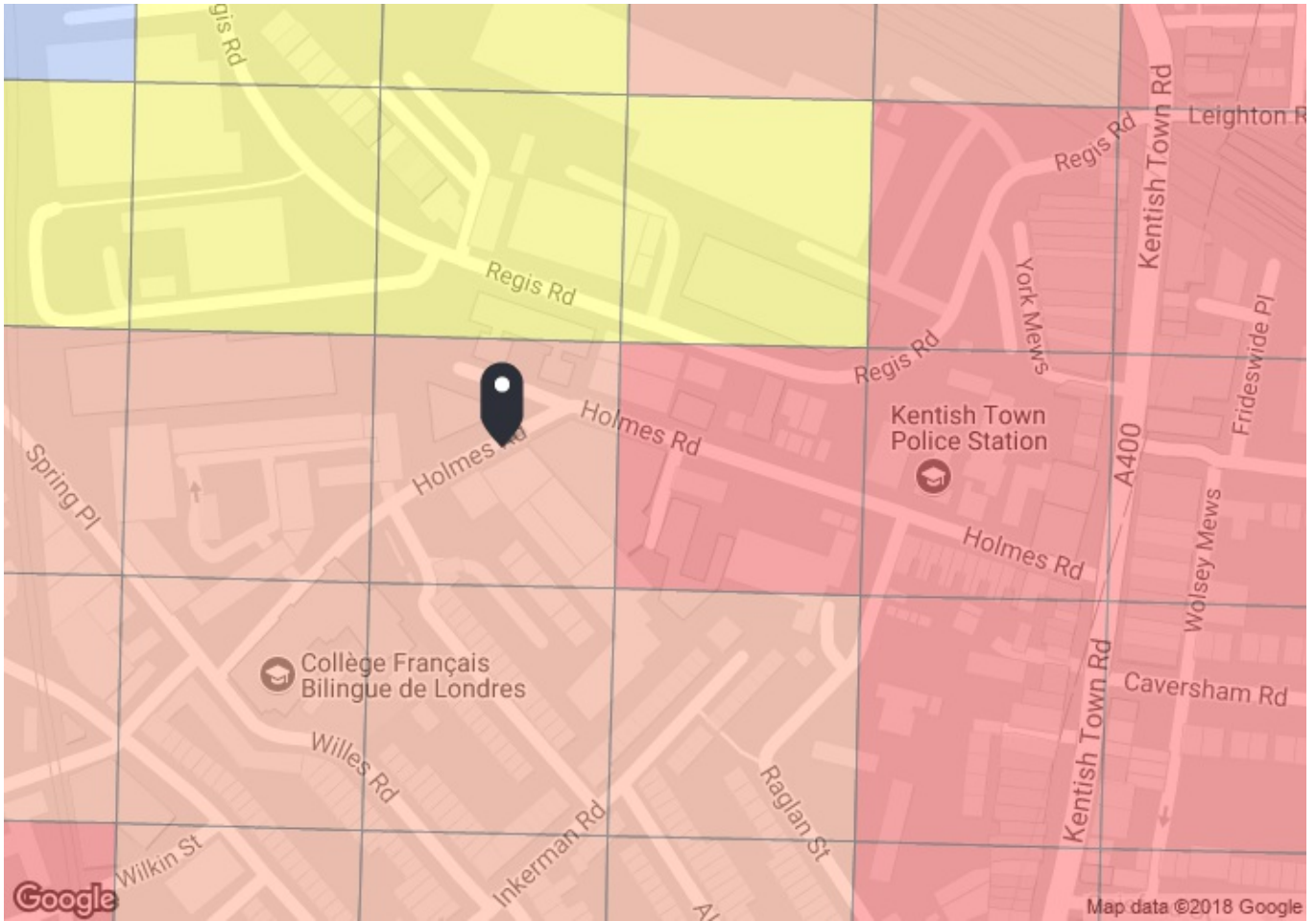
CAD plot date: 20 Nov 2015 - 12:53pm



**GROUND FLOOR**

WORKS

## Appendix B – PTAL Report



**PTAL output for Base Year**  
**5**

Simone House, 74A Holmes Rd, London NW5 3AT, UK  
Easting: 528750, Northing: 185050

Grid Cell: 104195

Report generated: 08/06/2018

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**Calculation Parameters**

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

**Map key - PTAL**

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

**Map layers**

- PTAL (cell size: 100m)



Calculation data

Mode	Stop	Route	Distance (metres)	Frequency(vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	CAVERSHAM ROAD	393	343.33	5	4.29	8	12.29	2.44	0.5	1.22
Bus	CAVERSHAM ROAD	C2	343.33	8	4.29	5.75	10.04	2.99	0.5	1.49
Bus	CAVERSHAM ROAD	134	343.33	12	4.29	4.5	8.79	3.41	1	3.41
Bus	CAVERSHAM ROAD	214	343.33	8	4.29	5.75	10.04	2.99	0.5	1.49
Bus	P OF WALES R KENTISH T R	46	537.7	6	6.72	7	13.72	2.19	0.5	1.09
Rail	Kentish Town West	'CLPHMJ2-STFD 2L50'	403.03	3.67	5.04	8.92	13.96	2.15	1	2.15
Rail	Kentish Town West	'STFD-CLPHMJ2 2Y11'	403.03	3.67	5.04	8.92	13.96	2.15	0.5	1.07
Rail	Kentish Town	'STALBCY-SVNOAKS 2E11'	406.91	1	5.09	30.75	35.84	0.84	0.5	0.42
Rail	Kentish Town	'STALBCY-SVNOAKS 2E95'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SUTTON-STALBCY 2O06'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SUTTON-LUTON 2O10'	406.91	1	5.09	30.75	35.84	0.84	0.5	0.42
Rail	Kentish Town	'STALBCY-SUTTON 2O21'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'STALBCY-SUTTON 2O29'	406.91	0.67	5.09	45.53	50.61	0.59	0.5	0.3
Rail	Kentish Town	'LUTON-BCKNHMJ 2S91'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'STALBCY-BROMLYS 2S93'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SUTTON-STALBCY 2V08'	406.91	0.67	5.09	45.53	50.61	0.59	0.5	0.3
Rail	Kentish Town	'SUTTON-KNTSHTN 2V20'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'STALBCY-SUTTON 2V27'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SVNOAKS-STALBCY 2E59'	406.91	0.67	5.09	45.53	50.61	0.59	0.5	0.3
Rail	Kentish Town	'SVNOAKS-LUTON 2E61'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SVNOAKS-KNTSHTN 2E65'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SVNOAKS-KNTSHTN 2E67'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'BROMLYS-LUTON 2E93'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'ORPNGTN-KNTSHTN 2L65'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
LUL	Kentish Town	'Morden-HighBarnet'	406.91	14.67	5.09	2.79	7.88	3.81	1	3.81
LUL	Kentish Town	'MillHillE-Morden'	406.91	1.33	5.09	23.31	28.39	1.06	0.5	0.53
LUL	Kentish Town	'HighBarnet-Morden'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
LUL	Kentish Town	'HighBarnet-Kenningt'	406.91	5.33	5.09	6.38	11.46	2.62	0.5	1.31
LUL	Kentish Town	'MillHill-Morden'	406.91	1.67	5.09	18.71	23.8	1.26	0.5	0.63
LUL	Kentish Town	'MillHillE-Kenningt'	406.91	1.67	5.09	18.71	23.8	1.26	0.5	0.63

Total Grid Cell AI: 22.66

## Appendix C – Action Plan

Measure / Initiative	Task / Action	Responsibility*	Priority	Timescale	Review
<b>Promote walking to students and visitors</b>	<p>Compile travel information packs and distribute to students</p> <p>Make available information regarding opportunities to walk</p> <p>Promotion of local facilities and amenities within walking distance</p> <p>Promotion of Walkit and TfL Journey Planner and walking events</p>	TPC	High	From first occupation of development	12 months after first implementation of the travel plan
<b>Promote cycling to students and visitors</b>	<p>Compile travel information packs and distribute to students</p> <p>Make available information regarding opportunities to cycle</p> <p>Outline details of local, regional and national cycling events and campaigns where appropriate e.g. Sky Rides</p> <p>Provide information on cycle training provided by LBC</p> <p>Promotion of cycle journey planners and membership organisations such as LCC</p>	TPC	High	From first occupation of development	12 months after first implementation of the travel plan
<b>Provide cycle parking spaces as identified within the planning application</b>	Installation of secure accessible cycle parking for students and visitors of the site	Hallmark	High	From first occupation of development	12 months after first implementation of the travel plan
<b>Promote public transport and other initiatives to students</b>	<p>Compile information and distribute to students in the form of the travel information packs</p> <p>Make available information regarding opportunities to use public transport</p>	TPC	High	From first occupation of development	12 months after first implementation of the travel plan
<b>Maintenance of pathways, signage and lighting on site</b>	Monitor conditions of onsite infrastructure	SMC	Medium	Annually from site implementation	12 months after first implementation of the travel plan

<b>Marketing / display of travel and / or local information</b>	Provide sustainable travel notice board  Create and update travel information to be displayed on the notice board  Provide travel information packs and distribute to all new students during the life of the plan	TPC / Hallmark	Medium	From first occupation of development	12 months after first implementation of the travel plan
<b>Ensure parking conditions offsite do not encourage car ownership or overspill parking</b>	LBC to continue to regulate the parking surrounding the development site	LBC	High	On-going	12 months after first implementation of the travel plan
<b>Conduct and analyse travel plan monitoring:</b>	Design and prepare surveys  Conduct surveys and gather monitoring data  Analyse responses  Prepare monitoring report  Update action plan and summary mode share table	TPC	High	Years 1, 3 and 5	12 months after first implementation of the travel plan and at Years 3 and 5 thereafter

\* TPC (Travel Plan Co-ordinator), LBC (London Borough of Camden), SMC (Site Management Company)

### Students Travel - Mode Shares and Monitoring

Travel Mode	Target Mode Share (%)	Actual Mode Shares Year 1 (%)	Actual Mode Shares Year 3 (%)	Actual Mode Shares Year 5 (%)
Underground	38%			
Train	10%			
Bus	23%			
Bicycle	13%			
On Foot	15%			
Other	1%			

