

## 100 Avenue Road, Swiss Cottage

Travel Plan – Response to Section 106 of 2014/1617/P

On behalf of **Essential Living (Swiss Cottage) Limited**



## Document Control Sheet

**Project Name:** 100 Avenue Road, Swiss Cottage

**Project Ref:** 42437/5501

**Report Title:** Travel Plan – Response to Section 106 Agreement of 2014/1617/P

**Doc Ref:** GLC/GD/SY/080618

**Date:** September 2018

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<b>For and on behalf of Peter Brett Associates LLP</b>				

Revision	Date	Description	Prepared	Reviewed	Approved
2.1	14/08/18	Minor Revision	SY	GD	
3.1	24/09/18	Final for Issue	SY	GD	
4.1	21/11/18	Addition of Appendix B	SY	GD	GD

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# 1 Introduction

## 1.1 Overview

- 1.1.1 Peter Brett Associates LLP (PBA) was commissioned by Essential Living (Swiss Cottage) Limited to update the Travel Plan (TP) produced and submitted by Vectos to London Borough of Camden (LBC) in September 2017. The Travel Plan is prepared to address the Section 106 agreement for the consented scheme (Ref: 2014/1617/P) of the redevelopment of an existing office building at 100 Avenue Road in Swiss Cottage, LBC.
- 1.1.2 This TP covers the residential and the retail uses of the development and is written in accordance to the Transport for London (TfL) Travel Planning Guidance (online) and the Camden Planning Guidance: Transport.

## 1.2 Planning History

- 1.2.1 The scheme (Ref: 2014/1617/P) was granted permission on 18<sup>th</sup> February 2016. The Section 106 agreement for the consented scheme states that,
- 3.7.1 *“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.*
- 3.7.2 *Not to Implement or permit Implementation of the Residential Units or the Commercial Units in the Development until such time as:*
- (a) the Council has approved the residential part or the commercial part of the Travel Plan respectively as demonstrated by written notice to that effect; and*
  - (b) the Council has received the Travel Plan Monitoring Contribution.*
- 3.7.3 *Following the date on which the Residential Units or the Commercial Units are respectively first Occupied the Owner shall ensure that the Residential Units or the Commercial Units are being managed in strict accordance with the relevant part of the Travel Plan as approved by the Council unless the Council agrees otherwise”*
- 1.2.2 This TP is written in response to the terms 3.7.1 to 3.7.3 set out within the Section 106 agreement.
- 1.2.3 The submitted TP was updated to incorporate comments received from LBC in November 2017 but was never re-submitted. This version of the TP builds on to the previous version with appropriate updates to reflect the latest transport situation in the area. A Note is prepared to identify the changes made to the TP as a response to LBC’s comments (refer to Appendix B).
- 1.2.4 The author of this version of the TP is provided in the document control sheet at front of this report and company contact details are on the front page.

## 1.3 Development Proposals

- 1.3.1 The consented scheme comprises the following:

*“Demolition of existing building and redevelopment of a 24 storey building and a part 7 part 5 storey building comprising a total of 184 residential units (class C3) and up to 1,041sqm of flexible retail/financial or professional or café/restaurant floorspace (classes A1/A2/A3) inclusive*

*of part sui generis floorspace for potential new London Underground station access fronting Avenue Road and up to 1350sqm for community use (class D1) with associated works including enlargement of existing basement level to contain disabled car parking spaces and cycle parking, landscaping and access improvements.”*

## **1.4 Scope of Travel Plan**

- 1.4.1 A TP is a strategy containing a package of measures aimed at reducing a reliance on private motor vehicle trips by increasing sustainable travel through a promotion of walking, cycling and public transport. These measures must be tailored to the needs of the individual site and over time are expected to provide wider health and environmental benefits.
- 1.4.2 This is a site-wide TP for the development covering residential and non-residential elements. It is primarily aimed at the residential component, but action plans and targeted measures are also developed for and proposed retail land uses. Travel Plan guidance produced by the Camden Council (as the Local Planning Authority) requires these targets to be monitored and reported at agreed intervals over a 5 years period following completion of the development.

## **1.5 Objectives**

- 1.5.1 With no on-site parking provision (except for a limited number of Blue Badge holders), the objective of the TP is to encourage usage of public transport, walking and cycling. This TP will focus on increasing awareness of the sustainable modes of travel available locally and promote the personal and environmental benefits of travelling by these modes.

## **1.6 Structure of the Report**

- 1.6.1 This TP forms an overall strategy for influencing the travel habits of all people travelling to and from the site. This document provides an overall strategy for each of the proposed uses and a generic set of measures that should be incorporated into individual TPs for each of these uses in the future.
- 1.6.2 The remainder of this TP is structured as follows:
- Section 2 outlines the accessibility of the site;
  - Section 3 sets out the objectives and targets of the TP;
  - Section 4 outlines the Travel Plan strategy including how it will be managed, and marketing and consultation strategies;
  - Section 5 outlines how the monitoring and review programme that will ensure the TP continues to progress; and
  - Section 6 provides Action Plans for the residential units and the staff of the retail uses.

## 2 Context

### 2.1 The Site

2.1.1 The site is located to the immediate east of the A41 Avenue Road, within Swiss Cottage. To the east of the site is an outdoor recreational area and theatre, to the south a public library and to the north Eton Avenue which operates as a cul-de-sac also providing access to the rear of the development site. The location of the site, showing the existing site outline and the red line boundary of the proposed development, is shown in Figure 2.1.

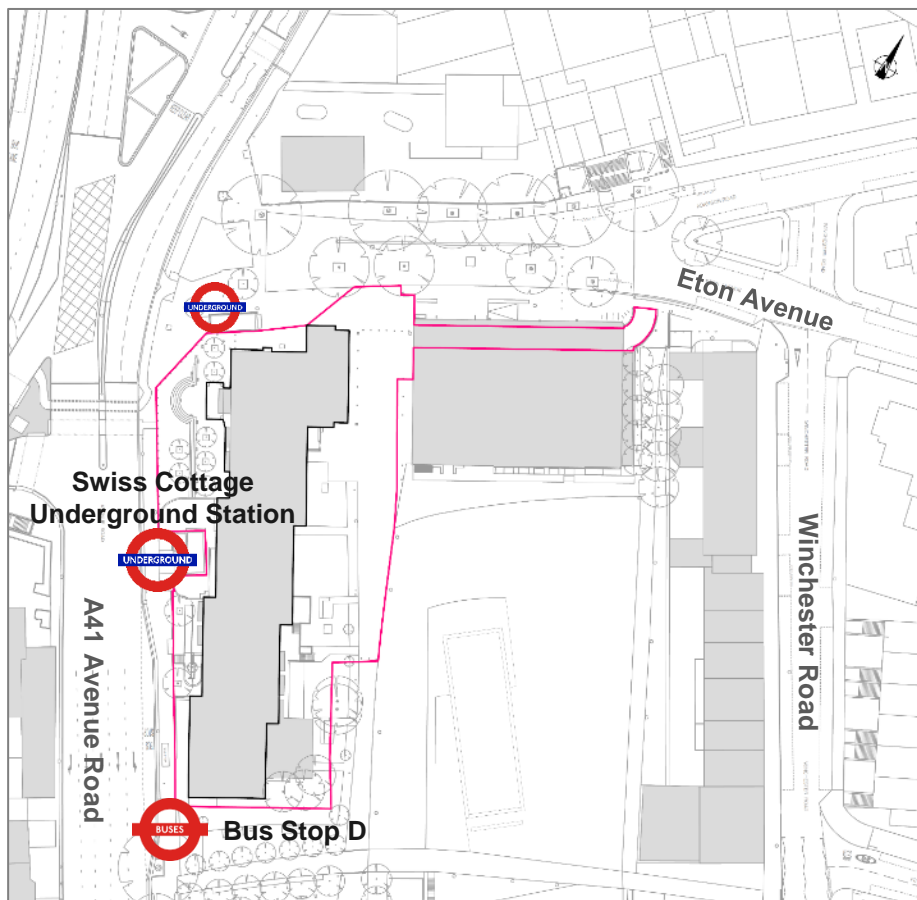


Figure 2.1: Site Location

2.1.2 The surrounding area is predominantly a mix of residential (particularly to the east) and retail/commercial properties, which line the A41 to the north and south.

2.1.3 The area around Swiss Cottage could change substantially with Transport for London's Cycle Superhighway 11 (CS11) scheme that will make major changes to the layout and operation of the Swiss Cottage gyratory including bus stops on Avenue Road. While the CS11 scheme has been delayed by the recent Judicial Review, the expectation is TfL will resolve the outstanding issues and the scheme will be operational prior to the occupation of the development.

## 2.2 Sustainable Accessibility

### Pedestrians

- 2.2.1 The CS11 scheme will deliver wider landscaped footways on both sides of Avenue Road with improved pedestrian and cycle crossings on Finchley Road. These changes will provide easier access to bus services and local amenities as set out in Table 2.1.

Table 2.1: Key Local Amenities and Distance from Site

Local Amenity	Location	Distance from Site (metres)
New food retail store	On-site	-
The Winch	On-site	-
Bank	145 Finchley Road	100
Infant School	21 Alexandra Road	450
Primary School	Trinity School	450
Secondary School	Adelaide Road	240
Post Office	18 Harben Parade	350
Library	88 Avenue Road	170
Health Centre/GP	2 Winchester Road	350
Leisure Centre/Gym	Winchester Road	200
Convenience store	121 Finchley Road	50
Supermarkets	151 Finchley Road	120

- 2.2.2 It is apparent that the development site is located within close proximity to a number of schools as well as key facilities for potential future residents. All key services are located within 500 metres of the site, or a 6-minute walking distance.
- 2.2.3 For the residents, a number of retail units will occupy the ground floor of the site, along with the Winch that will be relocated from premises on Winchester Road.

### Cycling

- 2.2.4 While the CS11 scheme has been delayed by the recent Judicial Review, the expectation is TfL will resolve the outstanding issues and the scheme will be operational prior to the occupation of the development. This will make a substantial improvement to an existing route that connects Swiss Cottage to the West End with segregated and wide cycle lanes. This will increase levels of cycling along the route including residents and staff of the Theatre Square development.
- 2.2.5 There are a number of cycle parking locations in close proximity to the site, which include:
- 6 Sheffield Stands (12 spaces) adjacent to Swiss Cottage Station Exit 1;
  - 16 Sheffield Stands (32 spaces) adjacent to Swiss Cottage Station Exit 2;



- 12 Sheffield Stands (24 spaces) outside Hampstead Theatre, which is immediately adjacent to the north-east of the site; and
- 36 Sheffield Stands (72 spaces) outside Swiss Cottage Library, approximately 180 metres south of the site.

2.2.6 All these locations are all convenient for use by visitors to the site.

### Accessibility by London Buses

2.2.7 Avenue Road is served by 8 bus routes with the CS11 scheme improving access to both north and southbound services through wider footways and new pedestrian crossings. The CS11 scheme changes the routeing and stopping arrangements of buses operating through Swiss Cottage. Diagrams showing the existing and CS11 routeings are provided in Appendix B with the main change affecting Bus Stop D being Route 268 and Route 603 which will no longer serve the stop, with the latter being rerouted to Bus Stop E. Similarly, the existing services at Bus Stop E – 31 and C11 – will be rerouted to alight at the new bus stop on Adelaide Road as part of the CS11 scheme.

2.2.8 Table 2.2 provides a summary of the bus services which are a short walk from the site.

Table 2.2: Existing Bus Services

Routes	Directions	Closest Bus Stop	Frequency (bph)		
			AM Peak	PM Peak	Sat Noon
13	Towards Victoria Bus Station	D	10	10	10
	Towards North Finchley Bus Station	L	10	10	10
31	Towards White City	L	8	8	8
	Towards Camden Town	E	8	8	8
46	Towards Lancaster Gate	D	6	6	6
	Towards St Bartholomew's Hospital	F	6	6	6
113	Towards Oxford Circus	D	8	8	8
	Towards Edgware Station	L	8	8	8
187	Towards Central Middlesex Hospital	D	5	5	5
	Towards O2 Centre/ Sainsbury's	L	5	5	5
268	Towards Golders Green	F	5	5	5
	Towards Finchley Road, O2 Centre	D	5	5	5
603	Towards Muswell Hill	F	1	0	N/A
	Towards Swiss Cottage Station	D	1	0	N/A
C11	Towards Archway Station	E	6	6	6

Routes	Directions	Closest Bus Stop	Frequency (bph)		
			AM Peak	PM Peak	Sat Noon
	Towards Brent Cross Shopping Centre	L	6	6	6

2.2.9 All bus stops benefit from real time information and shelters and based on the CS11 designs, comply with TfL’s Bus Stop Accessibility Guidance.

### Accessibility by London Underground

2.2.10 Access to Swiss Cottage Underground station can be made via two entry/exit staircases located directly adjacent to the site. It is served by London Underground Jubilee Line services. Table 2.3 provides a summary of the number of the weekday peak hour and weekend daytime services.

Table 2.3: London Underground Services from Swiss Cottage Underground Station

Route	Direct trains per hour		
	Weekday Peak Hours	Saturday Daytime	Sunday Daytime
Stanmore to Stratford (Stanmore – Wembley Park – Finchley Road – Swiss Cottage – Baker Street – Waterloo - London Bridge – Canada Water – Canary Wharf – North Greenwich – West Ham – Stratford)	Every 2-3 minutes (each direction)	Every 2-3 minutes (each direction)	Every 3 minutes (each direction)

2.2.11 Finchley Road Underground station, which is served by both Jubilee Line and Metropolitan Line services, is also accessible from the site. The station is approximately 620 metres from the site. Table 2.4 provides a summary of the number of the weekday peak hour and weekend daytime services.

Table 2.4: London Underground Services from Finchley Road Underground Station

Route	Direct trains per hour		
	Weekday Peak Hours	Saturday Daytime	Sunday Daytime
Uxbridge to Aldgate (Uxbridge – Harrow on the Hill – Wembley Park – Finchley Road – Baker Street – Kings Cross St Pancras - Liverpool Street – Aldgate)	Every 5-11 minutes	Every 7-8 minutes	Every 7-8 minutes
Watford to Baker Street (Aldgate in peaks) (Watford – Rickmansworth – Harrow on the Hill – Wembley Park – Finchley Road – Baker Street)	Every 3-15 minutes	Every 15 minutes	Every 15 minutes
Amersham to Baker Street (Aldgate in peaks) (Amersham – Chalfont and Latimer – Rickmansworth – Harrow on the Hill – Wembley Park – Finchley Road – Baker Street)	Every 5-26 minutes	Every 30 minutes	Every 30 minutes
Chesham to Baker Street (Aldgate in peaks) (Chesham – Chalfont and Latimer – Rickmansworth – Harrow on the Hill – Wembley Park – Finchley Road – Baker Street)	Every 30 minutes	Every 30 minutes	Every 30 minutes

## Accessibility by Rail

- 2.2.12 South Hampstead railway station is approximately 450 metres to the south-west of the site and is served by London Overground services to London Euston and Watford Junction. Table 2.5 provides a summary of the number of the weekday peak hour and weekend daytime services.

Table 2.5: Rail Services from South Hampstead Railway Station

Route	Direct trains per hour		
	Weekday Peak Hours	Saturday Daytime	Sunday Daytime
London Euston to Watford Junction (London Euston – South Hampstead – Queens Park – Willesden Junction – Wembley Central – Harrow & Wealdstone – Bushey – Watford Junction)	Every 20 minutes	Every 20 minutes	Every 20 minutes

- 2.2.13 Finchley Road and Frognal railway station is served by London Overground services to Stratford, Clapham Junction and Richmond and is located 1 kilometre to the north of the site. Table 2.6 provides a summary of the number of the weekday peak hour and weekend daytime services.

Table 2.6: Rail Services from Finchley Road and Frognal Railway Station

Route	Direct trains per hour		
	Weekday Peak Hours	Saturday Daytime	Sunday Daytime
Stratford to Richmond (Stratford – Hackney Central – Dalston Kingsland – Highbury & Islington – Finchley Road and Frognal – West Hampstead – Willesden Junction – Acton Central – Gunnersbury - Richmond)	Every 10-20 minutes	Every 10-20 minutes	Every 10-20 minutes
Stratford to Clapham Junction (Stratford – Hackney Central – Dalston Kingsland – Highbury & Islington – Finchley Road and Frognal – West Hampstead – Willesden Junction – Shepherds Bush – Kensington Olympia – West Brompton – Clapham Junction)	Every 13-18 minutes	Every 30 minutes	Every 30 minutes

## 2.3 Public Transport Accessibility Level (PTAL)

- 2.3.1 A Public Transport Accessibility Level (PTAL) is a measure of accessibility at a given point to the public transport network, taking into account walk access time and service availability. This method is a way of measuring the density of the public transport network at a particular location.
- 2.3.2 Walk times are calculated from the specified point of interest to all public transport access points including bus stops and stations within pre-defined catchments. The PTAL then incorporates a measure of service frequency to calculate an average wait time at each public transport access point. A reliability factor is added and the total access time is calculated. A measure known as an Equivalent Doorstep Frequency (EDF) is then derived for each point. These are summed for all routes within the catchment and the PTALs for the different modes are then added together to give a single value. 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.

2.3.3 The PTAL rating of the entire site has been calculated as 6b, which is the highest accessibility level. This indicates an excellent level of accessibility by public transport reflecting its proximity to National Rail, London Underground and bus services.

## 2.4 Baseline Travel Patterns

2.4.1 Table 2.7 below shows the assumed modal split for journeys made to and from the site for the residential element of the proposed development. The expected modal split has been taken from the 2011 Census for the 'method of travel to work' category for the Camden 017C Super Output Area (Lower Layer).

2.4.2 With the proposals removing the existing parking allocation (other than for disabled residents), the car driver/passenger percentage has been removed and factored into all other modes of travel. Percentage splits for each mode are contained in Table 2.7.

Table 2.7: Modal Split Data for Camden 017C Super Output Area

Mode	Method of Travel to Work (Census Data)	Amended Mode Split (Applied to Proposed Uses)
Underground	57%	67%
Train	5%	6%
Bus, Minibus or Coach	11%	13%
Taxi	1%	1%
Motorcycle, Scooter or Moped	1%	1%
Driving a Car or Van	13%	0%
Passenger in a Car or Van	1%	0%
Bicycle	2%	3%
On Foot	7%	8%
Others	1%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>

2.4.3 For the purpose of this TP the modal split as shown in Table 2.7 will be used for monitoring and target setting purposes until a full iTRACE / TRICS-compliant travel survey can be undertaken. This survey will identify how residents of the site travel and the initial results will be known as Year 0. The survey will be undertaken once the site reaches 75% occupation of the residential units or within 6 months of first occupation, whichever is sooner and within 3 months of the retail units trading / the Winch being operational.

## 3 Objectives and Targets

### 3.1 Introduction

3.1.1 This Chapter sets out the overarching objectives for the TP, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the TP can be found in **Chapter 5**.

- **Objectives** are the high level aims of the TP. They help to give the TP direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The TP sets out targets which the development will seek to reach within the period covered by this TP. In addition, targets have been set

### 3.2 Objectives

3.2.1 The TP's overriding objective is:

*To engage with and encourage residents to use more sustainable and healthy ways of travelling to/from the development site through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway network as well as improve the health of residents and the staff.*

3.2.2 The sub-objectives are:

- **Sub-objective 1:** To increase residents' and staff's awareness of the advantages and availability of sustainable / active modes of transport, including walking and cycling;
- **Sub-objective 2:** To promote the health and well-being benefits of active travel to all users, especially with the proximity to the CS11; and
- **Sub-objective 3:** To introduce a package of physical and management measures that will facilitate residents' and staff travel by sustainable modes.

### 3.3 Targets

3.3.1 Targets are essential for monitoring progress and success of the TP and should be 'SMART' i.e. specific, measurable, achievable, realistic and time-related.

3.3.2 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

3.3.3 The Action Targets are set out below:

- A Travel Plan Coordinator (TPC) will be appointed before 75% of the residential units have been occupied and prior to trading of the retail units;
- Each monitoring survey will occur within one month of the anniversary of the baseline survey in each survey year (as detailed in Chapter 5).

## Aim Targets

- 3.3.4 Table 3.1 outlines the Aim Targets for the site which are set to measure progress towards the main objectives over five years once the development has been completed.
- 3.3.5 The baseline figures are taken from the amended modal split as detailed within Table 2.7. It is not possible to accurately set targets for the Interim and Final years as there may be factors outside the influence the measures set in the TP that change the mode split for those living and working in the development. The setting of targets is therefore a staged process which will be reviewed following the Baseline, Interim and Final year surveys and agreed accordingly with LBC’s Travel Plan officers.
- 3.3.6 The emphasis will be on increasing levels of active travel with measures focused on supporting an increase in walking and cycling by approximately 25% and 30% respectively by Year 5. These targets aim to further reduce the expected high tube usage (86% in baseline). The site-specific mode share targets for cars, public transport, walking and cycling for the site are set out in Table 3.1.

Table 3.1: Travel Plan Targets

Target	Indicator	Mode Split		
		Baseline (Year 0)	Interim (Year 3)	Final (Year 5)
<b>Reduce public transport use by 15%</b>	Modal split monitoring surveys for PT use	86%	80%	73%
<b>Achieve a 25% increase in the mode share for walking</b>	Modal split monitoring surveys for walking use	8%	9%	10%
<b>Achieve a 30% increase in the mode share for cycling</b>	Modal Split monitoring surveys for cycling	3%	3.5%	3.9%

- 3.3.7 The targets are based on preliminary data and will need to be adjusted once an accurate baseline modal share has been established from the baseline (Year 0) survey. Any adjustments to the targets will be discussed and agreed with the LBC Travel Plan team.
- 3.3.8 Indicators are the elements which will be measured to assess progress towards meeting the final and interim targets. For the most part this will be the main mode listed by colleagues / visitors of the site in the iTRACE / TRICS-compliant monitoring surveys conducted in years 0, 1, 3 and 5.

## 4 Travel Plan Strategy

### 4.1 Travel Plan Management

4.1.1 Essential Living have appointed a TPC, who will be responsible for overseeing the management, development, implementation, monitoring and review of the TP. The contact details for the TPC are:

Name: Steve Moore  
Position: Senior Property Manager  
Company: Essential Living  
Address: 30 Monck Street,  
London,  
SW1P 2AP  
Tel: 020 7340 0300

4.1.2 Essential Living will initially fund the TPC until the residential units are fully occupied, at which point the TPC will be fully funded by the use of a management service charge paid for by residents. Steve Moore will be the permanent TPC for the development.

4.1.3 The retail units and the Winch will have the flexibility to appoint their own TPC from staff within the business.

### Travel Plan Co-ordinator Responsibilities

4.1.4 The TPCs will be responsible for overseeing the TP with their primary responsibilities being:

- The implementation of measures as set out in the TP;
- Reporting to and consultation with the Management Company and other involved stakeholders such as residents' associations (if applicable) and the LBC Travel Plan team, regarding the implementation and progression of the TP;
- Managing the development and implementation of the TP measures;
- Promoting the objectives and benefits of the TP;
- Monitoring the success of the TP against the agreed targets;
- Reporting the results of the TP to the stakeholders especially LBC Travel Plan Officers;
- Acting as the point of contact for information and for exchanging ideas and best practice with the occupiers; and
- Acting as a point of contact for all residents regarding travel and the TP.

4.1.5 Regular updating of the TP is part of the responsibility of the TPC.

## 4.2 Marketing Strategy

- 4.2.1 A branded Welcome Pack will be provided to the residents upon first occupation. The Welcome Pack will include a summarised version of the TP along with information on public transport, the local walking and cycling network, contact details for taxi operators as well as a plan with all the local amenities within the vicinity of the development. Residents will be made aware of the TP and of its branding, including the purpose and objectives of the TP.
- 4.2.2 A similar Welcome Pack will be given to employees to the retail units and any new employees at the Winch. This will provide them with information of sustainable ways to travel to work and access to local amenities, e.g. local café for lunch, etc.
- 4.2.3 Communication with all occupiers both residents and staff, will be on an ongoing basis. This will be achieved through personalised travel planning to find the best way for individuals to travel to work and other daily destinations. Personalised travel planning advice should be offered to occupiers when these have just moved in or even before, when for example purchase or rent the property. The TPC and/or a private appointed consultant should advise residents and staff for all the sustainable and efficient ways to travel to and from the site, while keeping them up to date with smarter choices/new travel habits, measures and initiatives.
- 4.2.4 This section of the TP outlines the specific physical and management measures to be implemented as part of the TP. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the TP.

## 4.3 Walking

- 4.3.1 Pedestrian access to the development will be predominately from Avenue Road with the residential, retail and commercial components having separate entrances to the building. Residents will also be provided an entrance on the eastern side of the building for more convenient access the adjacent public open space.
- 4.3.2 The TPC will also ensure that pedestrian routes within the site area are appropriately maintained. In addition, the following initiatives should be promoted in an on-going basis to encourage walking:
- Walkit.com ([www.walkit.com/london](http://www.walkit.com/london)) and the TfL Journey Planner (<https://tfl.gov.uk/modes/walking/>);
  - Leisure routes such as Belsize Walk and strategic routes on Walk London;
  - The National Walking Month and organisations such as The Ramblers to engage people in walking;
  - Promotion of Legible London signage to encourage people to walk when they visit the central area of London covered by Legible London signage; and
  - Walk4life and Walk4Life find a walk (<http://www.walk4life.info/find-a-walk>)

## 4.4 Cycling

- 4.4.1 Cycle parking for residents will be provided within the basement and totalling some 240 spaces. A minimum of 4 cycle spaces for staff will be provided within the retail units, whilst a further 4 cycle spaces will be provided at ground level for customers.
- 4.4.2 A total of 6 staff and 6 visitor cycle spaces will be provided for the community use. Staff cycle spaces will be provided within the as yet unspecified community use unit, whilst visitor cycle stands will be provided at ground level.



- 4.4.3 The proposals include the provision of Sheffield style cycle stands adjacent to the development buildings that will accommodate the visitor cycle parking requirement.
- 4.4.4 The TPC will explore with local bicycle retailers the possibility of providing discounts on cycling equipment to residents of the development. The take up of this discount will be monitored.
- 4.4.5 Further initiatives to promote cycling include:
- Cycle parking and showers/changing facilities on site;
  - Promotion of cycle training and membership organisations such as LCC, CTC (Cycling UK), British Cycling (and related programmes to engage people in cycling);
  - Promotion of cycle skills courses and related social media work undertaken by Camden Council ([www.facebook.com/cyclingcamden](http://www.facebook.com/cyclingcamden));
  - Promotion of Bike Week events in Camden and nearby boroughs;
  - Cycle to Work Day, 'Lets Ride' British Cycling Initiatives including led rides, Breeze and Ride Social Rides, Ride London, promotion of London Cycle Guides, Cycle Streets Journey Planner and TfL Cycle Journey Planner;
  - Promotion of cycle security and bike marking schemes to reduce bike theft;
  - Promotion of HGV/cycle safety;
  - Cyclescheme salary sacrifice scheme to promote bike ownership (retail units only);
  - Promotion of E-bike advantages for those with a longer commute/carrying loads; and

## 4.5 Public Transport

- 4.5.1 Details of how to access information on bus, London Underground and taxi services including the National Rail and TfL Journey Planner websites will also be promoted through appropriate means e.g. the Welcome Pack.
- 4.5.2 Other initiatives that could encourage the usage of public transport include the promotion of the below:
- Promotion of online or mobile journey planning tools such as TfL Journey Planner or phone applications such as *Citymapper*, *Tube Map*, *London Bus Live countdown*, etc.;
  - TfL's Safer Travel at Night campaign relating to safety on public transport and the use of licensed Private Hire and Black Cabs; and
  - Promotion of timetables and ticketing, spider maps for bus services including night buses; Welcome Pack and Travel Information Provision
- 4.5.3 New residents and staff to the non-residential units will be provided with a Welcome Pack containing information on walking and cycling network and accessibility, public transport services close to the site and other measures for encouraging use of sustainable modes of travel.
- 4.5.4 The provision of information of sustainable modes is an important aspect of Travel Plans. It is recommended that the packs contain the following information:
- A summarised version of the TP document, that sets out the purpose and benefits, etc.;

- Timetables and route maps for public transport, particularly buses;
- Contact numbers and web details for the TfL Journey Planner and National Rail Enquiries;
- Cycling and walking maps for the local area;
- Web details for any community travel sites and community forum sites; and
- Web and other contact details for major retailers offering home shopping facilities; and
- Contact details of the TPC.

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

- 4.6.1 The Welcome Pack will detail the benefits of home working - this will ensure that residents have an added incentive to consider working from home, even if this is only for one day a week.
- 4.6.2 Residents can also consider flexible working hours to adapt to the public transport timetables and/or to avoid travelling during the peak hours. This aims to reduce the amount of traffic generated on the network within the peak hours.
- 4.6.3 Residents will also be encouraged to make use of web-based home shopping; this will reduce the need to travel for residents within the development. Further, proximity to the retail units on site can further reduce the need to travel to high street shops. This will also create added advantages for those who are mobility impaired.
- 4.6.4 To encourage localised patterns of sustainable travel, residents will be made aware through their Welcome Pack and on residents notice board of the full range of goods and services available and how to access them either on site or in the wider area. The TPC will also investigate the feasibility of promoting local employment opportunities among residents to encourage living and working in the local area.

## 5 Monitoring and Review

### 5.1 Monitoring

- 5.1.1 The TP is part of a continuous process for improvement, requiring monitoring review and revision to ensure it remains relevant to the organisation and individual residential unit and those using the site. This chapter sets out the proposals for monitoring and review of the TP.
- 5.1.2 All monitoring will follow the most up to date TfL or LBC best practice guidance and be iTRACE / TRICS-compliant.
- 5.1.3 The monitoring programme will begin with the initial baseline travel survey (Year 0), to be undertaken upon reaching a trigger point of 75% occupation of available space for residential units or within 3 months of trading in the retail units. The initial travel survey will include iTRACE / TRICS-compliant surveys, which will be marketed by the TPC to encourage a high response rate (at least 30%).
- 5.1.4 The TP will be monitored on a five-year cycle. Monitoring surveys will be undertaken at Years 1, 3 and 5, on the first, third and fifth anniversary of the initial baseline travel survey. The baseline survey represents the start of the TP for monitoring purposes and is known as Year 0.
- 5.1.5 The interim (Year 3) targets set out in this TP may be revised on the results of the initial baseline travel survey if the modal split is found to be considerably different from the expected modal split. The targets will be discussed with LBC before being finalised.
- 5.1.6 Additional monitoring of the following is also useful to judge whether the implementation or proportion of certain measures needs to be modified. The following factors should be monitored on a constant basis:
- The level of usage of cycle stands;
  - Demand for additional cycle and motorcycle parking facilities; and
  - Level of usage of disabled car parking spaces. If utility is low
- 5.1.7 Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to the LBC.

### 5.2 Reporting

- 5.2.1 The TPC will compile a report each year and at Years 1, 3 and 5 will include the results of the monitoring. Each year the report will incorporate the results of any on-going monitoring throughout the preceding period. The report will be issued to the London Borough of Camden Travel Plan Officer at [travelplans@camden.gov.uk](mailto:travelplans@camden.gov.uk), 020 7074 2520. In addition to the intervals stated, Year 0 survey data must also be reported to LBC's Travel Plan Officer.

## 6 Action Plan

6.1.1 — The Action Plans presented in Table 6.1 and Table 6.2 set out the measures included within the TP that are directed at influencing travel. The mixed-use of the site means that different Action Plans need to be prepared for the residential and commercial element.

6.1.2 The action plan will be revised every year following each Annual Travel Plan Review.

Table 6.1: Action Plan for Travel Plan Measures – Residential

Measures	Notes	Status/Target Date	Method of Monitoring	Responsibility
<b>Information Provision</b>				
Travel Information Packs for all residents	All residents will receive a travel pack outlining the sustainable options for travelling to the development site, the existence and purpose of the Travel Plan and location of cycle parking etc.	Prior to commencement of residency	N/A	TPC
<b>Cycling</b>				
Provision of cycle racks / stands	Cycle parking to be provided for residents.	Provided as part of development process	Spot checks as part of maintenance rounds	TPC
Provide cycle route maps and other information relating to cycle facilities	Greater cost if bespoke information needs to be printed. Less if existing map etc. is used. To be provided on residents' intranet and notice boards. Promotion of mobile phone applications or TfL Cycle Journey Planner.	Within 6 months of first occupation	TPC to monitor uptake	TPC
Encourage cycling through awareness events such as National Bike Week and social bike rides	Events to be promoted by email and notices in prominent location(s).	Annual event – summer and spring	TPC to monitor participation levels and interest	TPC
Promotion of cycle facilities (Changing rooms/showers)	To be provided to staff at the non-residential uses.	To be provided as part of development process	TPC	TPC
Promotion of cycle training and membership	To be promoted and provided to all occupiers interested. These organisations include	Ongoing	N/A	TBC

Measures	Notes	Status/Target Date	Method of Monitoring	Responsibility
organisations as well as cycling related events	LCC, CTC (Cycling UK), British Cycling, etc. Training courses can be arranged with LBC. Other cycling events include Breeze and Ride Social Rides and led rides, etc.			
<b>Walking</b>				
Residents to be provided with information related to safe walking routes.	As part of Welcome Packs or induction sessions	At initial occupation	N/A	TPC
Promotion of walking related initiatives	Initiatives include: walkit.com, TfL's Journey Planner, leisure walking routes, the Legible London signage and websites such as walkit.com or Walk4Life.	Ongoing	TPC to promote through leaflets, emails etc.	TPC
<b>Public Transport</b>				
Notice board with timetable information for residents	Located in visible public areas	Upon building completion	Administrative - TPC	TPC
Promotion of Journey Planner websites, TfL's Safer Travel at Night campaign as well as the promotion of maps, timetables and ticketing information for bus services including the night services.	As part of Welcome Packs	Ongoing	TPC responsible to inform and update the residents for public transport news e.g. new bus service, maps or ticketing facilities discounts.	TPC

Table 6.2: Action Plan for Travel Plan Measures – Commercial

Measures	Notes	Status/Target Date	Method of Monitoring	Responsibility
<b>General</b>				
Appointment of Travel Plan Co-ordinator within organisation	A TPC will be a part-time role – to be engaged within 3 months of units trading	Prior to opening for trading	N/A	Occupier
<b>Information Provision</b>				
Travel Information Packs for all employees	All new employees will receive a travel pack outlining the sustainable options for travelling to the development site, the existence and purpose of the Travel Plan and location of cycle parking etc.	Prior to employment commencing	N/A	TPC
<b>Cycling</b>				
Provision of cycle racks / stands	Cycle parking to be provided on site.	Provided as part of development process	Spot checks as part of maintenance rounds	TPC
Provide cycle route maps and other information relating to cycle facilities	Greater cost if bespoke information needs to be printed. Less if existing map etc. is used. To be provided on any communal notice boards	Within 6 months of first occupation	TPC to monitor uptake	TPC
Encourage cycling through awareness events such as National Bike Week and social bike rides	Events to be promoted by email and notices in prominent location(s).	Annual event – summer and spring	TPC to monitor participation levels and interest	TPC
<b>Walking</b>				
Employees to be provided with information related to safe walking routes.	As part of Welcome Travel Packs and on any communal notice boards	Prior to employment commencing	N/A	TPC

## **Appendix A Previous Version of Travel Plan prepared by Vectos**



# Essential Living (Swiss Cottage) Limited

Mixed Use Development  
100 Avenue Road, Swiss Cottage

Travel Plan

November 2017



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## 1 INTRODUCTION

1.1 Vectos is retained by Essential Living (Swiss Cottage) Ltd to provide traffic and transport advice regarding the consented (Ref: 2014/1617/P) redevelopment of an existing office building at 100 Avenue Road Swiss Cottage, London Borough of Camden (LBC).

1.2 The consented scheme comprises the following:

*“Demolition of existing building and redevelopment of a 24 storey building and a part 7 part 5 storey building comprising a total of 184 residential units (class C3) and up to 1,041sqm of flexible retail/financial or professional or café/restaurant floorspace (classes A1/A2/A3) inclusive of part sui generis floorspace for potential new London Underground station access fronting Avenue Road and up to 1350sqm for community use (class D1) with associated works including enlargement of existing basement level to contain disabled car parking spaces and cycle parking, landscaping and access improvements.”*

1.3 The Travel Plan is secured by a section 106 agreement in line with London Plan policy.

1.4 The Travel Plan has been prepared by Andrew Ward of Vectos. Contact details as follows:

Vectos

Network Building

97 Tottenham Court Road

London

W1T 4TP

Tel: 020 7580 7373

Email: [andrew.ward@vectos.co.uk](mailto:andrew.ward@vectos.co.uk)

### Scope

1.5 This Travel Plan has been prepared for the whole development but will primarily be related to the residential aspect of the scheme. Action plans and targeted measures will however be developed for both the residential units and for the proposed retail use.

- 1.6 A Travel Plan is a strategy containing a package of measures, which have to be tailored to the needs of an individual site. The strategy is aimed at promoting sustainable travel and reducing the reliance on the private motor vehicle. Travel Plans have the ability to provide wider health and environmental benefits.
- 1.7 The overall objective of a Travel Plan is to reduce the number of private car trips to and from each site and encourage increased usage of public transport, walking, cycling and car sharing or car club use.

## Objectives

- 1.8 The long-term objective of the Travel Plan is to reduce single occupancy private car usage, although it is anticipated that this Travel Plan will focus on increasing awareness of other modes of travel available and to raise awareness of the personal and environmental benefits of travelling by these modes.

## Means of Achieving Objectives

- 1.9 This Travel Plan forms an overall strategy for influencing the travel habits of all people travelling to and from the site. This document provides an overall strategy for each of the proposed uses and a generic set of measures that should be incorporated into individual Travel Plans for each of these uses in the future.

- 1.10 The remainder of this Travel Plan is structured as follows:

- **Section 2** Sets out the relevant policy guidance;
- **Section 3** Outlines the accessibility of the site;
- **Section 4** Sets out the objectives and targets of the Travel Plan;
- **Section 5** Outlines the Travel Plan strategy including how it will be managed, and marketing and consultation strategies;
- **Section 6** Sets out the measures for both elements that will be implemented to help achieve the objectives and targets of the Travel Plan;
- **Section 7** Outlines how the monitoring and review programme that will ensure the Travel Plan continues to progress; and
- **Section 8** Provides Action Plans for the residential and retail elements.

## 2 CONTEXT

### The Site

- 2.1 The site is located to the immediate east of the A41 Avenue Road, within Swiss Cottage. To the east of the site is an outdoor recreational area and theatre, to the south a public library and to the north Eton Avenue which operates as a cul-de-sac also providing access to the rear of the development site.
- 2.2 The surrounding area is predominantly a mixture of residential (particularly to the east) and retail/commercial properties, which line the A41 to the north and south. The site's location with respect to the strategic highway network is shown in **Figure 1** and a more detailed location plan is shown in **Figure 2**.

### Sustainable Accessibility

#### Pedestrians

- 2.3 Within the vicinity of the site there are wide footways on both sides of Avenue Road. There are signalised pedestrian crossings serving Avenue Road to the west of the site with a central island refuge, dropped kerbs and tactile paving providing safe access to northbound bus services.
- 2.4 With the site located within Swiss Cottage, there are a number of local facilities within close walk distance. **Table 2.1** below summarises a number of key facilities as well as their distance from the site.

**Table 2.1: Key Local Amenities and Distance from site**

Local Amenity	Location	Distance from Site (metres)
Bank	145 Finchley Road	100
Infant School	21 Alexandra Road	450
Primary School	Trinity School	450
Secondary School	Adelaide Road	240
Post Office	18 Harben Parade	350
Library	88 Avenue Road	170
Health Centre/GP	2 Winchester Road	350
Leisure Centre/Gym	Winchester Road	200
Convenience store	121 Finchley Road	50
Supermarkets	151 Finchley Road	120

2.5 It is apparent that the development site is located within close proximity to a number of schools as well as key facilities for potential future residents. All key services are within 500 metres of the site, or a 6 minute walk.

### Cycling

2.6 Cycle Superhighway 8 is proposed by TfL to run from West Hampstead to Baker Street, passing along Avenue Road. This would provide a safer cycle route with wide cycle lanes to encourage cycling.

2.7 Avenue Road south of Adelaide Road is recognised by TfL in ‘Local Cycle Guide 7’ as an on-road cycle route along a mixture of quieter and busier roads. This route heads south towards Regents Park and Marylebone Road. Avenue Road also has a junction with the Outer Circle, which runs along the eastern perimeter of Regents Park and is recognised as a quieter road recommended by other cyclists.

2.8 There are a number of cycle parking locations in close proximity to the site, which include:

- 6 Sheffield Stands (12 spaces) adjacent to Swiss Cottage Station Exit 1;
- 16 Sheffield Stands (32 spaces) adjacent to Swiss Cottage Station Exit 2;
- 12 Sheffield Stands (24 spaces) outside Hampstead Theatre, which is immediately adjacent to the north-east of the site; and
- 36 Sheffield Stands (72 spaces) outside Swiss Cottage Library, some 180 metres south of the site.

2.9 It is apparent that there are a number of cycle parking locations for visitors to the site in close proximity.

### Accessibility by Bus

2.10 There are a number of bus services that operate along the A41 Avenue Road, with southbound bus stops located directly adjacent to the south-west corner of the site. Northbound bus stops are located on the western side of Avenue Road, made accessible via controlled pedestrian crossings.

2.11 **Table 2.2** provides a summary of the bus services, which are available within walking distance of the site.

**Table 2.2 – Existing Bus Services**

Service	Route/Destinations	Weekday Daytime Frequency	Saturday Daytime Frequency	Sunday Daytime Frequency
13	Golders Green – Finchley Road – Swiss Cottage – Baker Street – Oxford Circus – Piccadilly Circus - Aldwych	5-8 mins	7-8 mins	12 mins
31	White City – Notting Hill Gate – Westbourne Park – Kilburn Park – Swiss Cottage – Camden Town	6 mins	6 mins	6 mins
46	St Bartholomew’s Hospital – Kings Cross – Camden Town – Hampstead – Swiss Cottage – Paddington – Lancaster Gate	10 mins	10 mins	15 mins
82	North Finchley – Golders Green – Finchley Road – Swiss Cottage – Baker Street – Hyde Park Corner - Victoria	8 mins	8 mins	12 mins
113	Edgware – Mill Hill – Brent Cross – Finchley Road – Swiss Cottage – Baker Street – Marble Arch	7-12 mins	7-10 mins	15 mins
187	Finchley Road – Swiss Cottage – Queens Park – Kensal Rise – Central Middlesex Hospital	10 mins	10 mins	15 mins
268	Finchley Road – Swiss Cottage – Belsize Park – Hampstead – Golders Green	12 mins	12 mins	12 mins
603	Swiss Cottage – Hampstead – Highgate – East Finchley – Muswell Hill	4 journeys	No service	No service
C11	Brent Cross – Cricklewood - West Hampstead – Swiss Cottage – Hampstead Heath - Archway -	6-8 mins	8 mins	12 mins

2.12 Both north and southbound bus stops benefit from real time information as well as shelters. Raised kerbs allow access to all bus services by wheelchair users.

### Accessibility by London Underground

2.13 Access to Swiss Cottage Underground station can be made via two entry/exit staircases located directly adjacent to the site. It is served by London Underground Jubilee Line services. **Table 2.3** provides a summary of the number of the weekday peak hour and weekend daytime services.

**Table 2.3 – London Underground Services from Swiss Cottage Underground Station**

Route	Direct trains per hour		
	Weekday Peak Hours	Saturday Daytime	Sunday Daytime
Stanmore to Stratford (Stanmore – Wembley Park – Finchley Road – Swiss Cottage – Baker Street – Waterloo - London Bridge – Canada Water – Canary Wharf – North Greenwich – West Ham – Stratford)	Every 2-3 minutes (each direction)	Every 2-3 minutes (each direction)	Every 3 minutes (each direction)

2.14 Finchley Road Underground station, which is served by both Jubilee Line and Metropolitan Line services, is also accessible from the site. The station is approximately 620 metres from the site. **Table 2.4** provides a summary of the number of the weekday peak hour and weekend daytime services.



**Table 2.4 – London Underground Services from Finchley Road Underground Station**

Route	Direct trains per hour		
	Weekday Peak Hours	Saturday Daytime	Sunday Daytime
Uxbridge to Aldgate (Uxbridge – Harrow on the Hill – Wembley Park – Finchley Road – Baker Street – Kings Cross St Pancras – Liverpool Street – Aldgate)	Every 5-11 minutes	Every 7-8 minutes	Every 7-8 minutes
Watford to Baker Street (Aldgate in peaks) (Watford – Rickmansworth – Harrow on the Hill – Wembley Park – Finchley Road – Baker Street)	Every 3-15 minutes	Every 15 minutes	Every 15 minutes
Amersham to Baker Street (Aldgate in peaks) (Amersham – Chalfont and Latimer – Rickmansworth – Harrow on the Hill – Wembley Park – Finchley Road – Baker Street)	Every 5-26 minutes	Every 30 minutes	Every 30 minutes
Chesham to Baker Street (Aldgate in peaks) (Chesham – Chalfont and Latimer – Rickmansworth – Harrow on the Hill – Wembley Park – Finchley Road – Baker Street)	Every 30 minutes	Every 30 minutes	Every 30 minutes

### Accessibility by Rail

- 2.15 South Hampstead railway station is approximately 450 metres to the south-west of the site and is served by London Overground services to London Euston and Watford Junction. **Table 2.5** provides a summary of the number of the weekday peak hour and weekend daytime services.

**Table 2.5 – Rail Services from South Hampstead Railway Station**

Route	Direct trains per hour		
	Weekday Peak Hours	Saturday Daytime	Sunday Daytime
London Euston to Watford Junction (London Euston – South Hampstead – Queens Park – Willesden Junction – Wembley Central – Harrow & Wealdstone – Bushey – Watford Junction)	Every 20 minutes	Every 20 minutes	Every 20 minutes

2.16 Finchley Road and Frognal railway station is served by London Overground services to Stratford, Clapham Junction and Richmond and is located 1 kilometre to the north of the site.

**Table 2.6** provides a summary of the number of the weekday peak hour and weekend daytime services.

**Table 2.6 – Rail Services from Finchley Road and Frognal Railway Station**

Route	Direct trains per hour		
	Weekday Peak Hours	Saturday Daytime	Sunday Daytime
Stratford to Richmond (Stratford – Hackney Central – Dalston Kingsland – Highbury & Islington – Finchley Road and Frognal – West Hampstead – Willesden Junction – Acton Central – Gunnersbury - Richmond)	Every 10-20 minutes	Every 10-20 minutes	Every 10-20 minutes
Stratford to Clapham Junction (Stratford – Hackney Central – Dalston Kingsland – Highbury & Islington – Finchley Road and Frognal – West Hampstead – Willesden Junction – Shepherds Bush – Kensington Olympia – West Brompton – Clapham Junction)	Every 13-18 minutes	Every 30 minutes	Every 30 minutes

### Public Transport Accessibility Level (PTAL)

2.17 A Public Transport Accessibility Level (PTAL) is a theoretical measure of the accessibility of a given point to the public transport network, taking into account walk access time and service availability. This method is a way of measuring the density of the public transport network at a particular point.

2.18 Walk times are calculated from the specified point of interest to all public transport access points including bus stops and stations within pre-defined catchments. The PTAL then incorporates a measure of service frequency to calculate an average wait time based on the frequency of service at each public transport access point. A reliability factor is added and the total access time is calculated. A measure known as an Equivalent Doorstep Frequency (EDF) is then derived for each point. These are summed for all routes within the catchment and the PTALs for the different modes are then added together to give a single value. 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.

2.19 The PTAL rating of the entire site has been calculated as 6b, which is the highest accessibility level. This indicates an excellent level of accessibility by public transport and the site is very accessible by rail, London Underground and bus services.

### Baseline Travel Patterns

2.20 **Table 2.7** below shows the assumed modal split for journeys made to and from the site for the residential element of the proposed development. The expected modal split has been taken from the 2011 Census for the 'method of travel to work' category for the Camden 017C Super Output Area (Lower Layer).

2.21 With the proposals removing the existing parking allocation (other than for disabled residents), the car driver/passenger percentage has been removed and factored into all other modes of travel. Percentage splits for each mode are contained in **Table 2.7** below.

**Table 2.7 – Modal Split Data for Camden 017C Super Output Area**

Mode	Method of Travel to Work (Census Data)	Amended Mode Split (Applied to Proposed Uses)
Underground	57%	67%
Train	5%	6%
Bus, Minibus or Coach	11%	13%
Taxi	1%	1%
Motorcycle, Scooter or Moped	1%	1%
Driving a Car or Van	13%	0%
Passenger in a Car or Van	1%	0%
Bicycle	2%	3%
On Foot	7%	8%
Other Method of Travel to Work	1%	1%
<b>Total</b>	<b>100%</b>	<b>100%</b>

2.22 For the purpose of this Travel Plan the modal split as shown in **Table 2.7** will be used for monitoring and target setting purposes until a full iTRACE compliant travel survey can be undertaken. This survey will accurately identify how residents of the site travel and the results will be known as Year 0. The survey will be undertaken once the site is occupied.

Occupation is defined as after 75% occupation of the residential units or within 6 months of first occupation, whichever is sooner and within 3 months of the retail units trading.

## 3 OBJECTIVES AND TARGETS

### Introduction

3.1 This Chapter sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the Travel Plan can be found in **Chapter 6**.

- **Objectives** are the high level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the development will seek to reach within the period covered by this Travel Plan. In addition, targets have been set

### Objectives

3.2 The Travel Plan's overriding objective is:

*To engage with and encourage residents to use more sustainable and healthy ways of travelling to/from the development site through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway network as well as improve the health of residents.*

3.3 The sub-objectives are:

- **Sub-objective 1:** To increase resident awareness of the advantages and availability of sustainable/ active modes of transport;
- **Sub-objective 2:** To promote the health and fitness benefits of active travel to all users; and
- **Sub-objective 3:** To introduce a package of physical and management measures that will facilitate resident travel by sustainable modes.

## 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:
- A Travel Plan Coordinator will be appointed before 75% of the residential units have been occupied and prior to trading of the retail units;
  - Each monitoring survey will occur within one month of the anniversary of the baseline survey in each survey year (as detailed in the Monitoring section).

### Aim Targets

- 3.7 **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 once the development site has been completed.
- 3.8 The baseline figures are taken from the expected modal split, as detailed within **Table 2.7**. 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. when the baseline survey has been undertaken). Given this, it should be acknowledged that the targets might change over time as results from on-going monitoring become available. This will be discussed with LBC's Travel Plan officers.
- 3.9 Emphasis was placed on increasing the share of active transport. Therefore a 5% increase is targeted for cycling and a 4% in walking respectively. These targets aim to reduce the increasing stress on the tube usage. Therefore, from an assumed 67.1% tube use a 7%

**Table 3.1 – Travel Plan Targets**

Target	Indicator	Mode Split			Final (Year 5)
		Baseline (Year 0)	Interim (Year 1)	Interim (Year 3)	
Reduce public transport use by 7%	Modal split monitoring surveys for PT use	86%	83%	81%	79%
Achieve a 3% increase in the mode share for walking	Modal split monitoring surveys for walking use	8%	9%	10%	11%
Achieve a 4% increase in the mode share for cycling	Modal Split monitoring surveys for cycling	3%	4%	5%	7%

- 3.10 The targets listed are based on preliminary data and therefore may need to be adjusted once an accurate baseline modal share has been established from the baseline (Year 0) survey. Any adjustments to the targets will be discussed and agreed with LBC.
- 3.11 Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets. For the most part this will be the main mode listed by colleagues / visitors of the site in the iTRACE compliant monitoring surveys conducted in years 0, 1, 3 and 5.

## 4 TRAVEL PLAN STRATEGY

### Travel Plan Management

- 4.1 Essential Living have appointed a Travel Plan Co-ordinator (TPC) , who will be responsible for overseeing the management, development, implementation, monitoring and review of the Travel Plan. The contact details for the TPC are:

Name: Steve Moore  
Position: Senior Property Manager  
Company: Essential Living  
Address: 30 Monck Street,  
London,  
SW1P 2AP  
Tel: 020 7340 0300

- 4.2 Essential Living will initially fund the TPC until the residential units are fully occupied, at which point the TPC will be fully funded by the use of a management service charge paid for by residents. Steve Moor will be the permanent TPC for the development.
- 4.3 The retail units will have the flexibility to appoint their own Travel Plan Co-ordinator from staff within the business.

### Travel Plan Co-ordinator Responsibilities

- 4.4 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;
  - Reporting to and consultation with the Management Company and other involved stakeholders such as residents' associations (if applicable) and LBC, regarding the implementation and progression of the Travel Plan;
  - Managing the development and implementation of the Travel Plan measures;
  - Promoting the objectives and benefits of the Travel Plan;
  - Monitoring the success of the Travel Plan against the agreed targets;



- Reporting the results of the Travel Plan to the stakeholders especially LBC Travel Plan Officers;
- Acting as the point of contact for information and for exchanging ideas and best practice with the occupiers; and
- Acting as a point of contact for all residents regarding travel and the Travel Plan.

4.5 Regular updating of the Travel Plan document is part of the responsibility of the TPC.

## **Marketing Strategy**

4.6 A branded Welcome Pack will be provided upon first occupation. The Welcome Pack will include a summarised version of the Travel Plan along with information on public transport, car club membership, the local walking and cycling network, contact details for taxi operators as well as a plan with all the local amenities within the vicinity of the development. Residents will as a consequence be made aware of the Travel Plan and of its branding, including the purpose and objectives of the Travel Plan.

4.7 Communication with all occupiers both residents and staff, will be on an ongoing basis. This will be achieved through personalised travel planning to find the best way for each individual to travel to work and other daily destinations. Personalised travel planning advice should be offered to occupiers when these have just moved in or even before, when for example purchase or rent the property. The TPC and/or a private appointed consultant should advise residents and staff for all the sustainable and efficient ways to travel to and from the site, while keeping them up to date with smarter choices/new travel habits. measures and initiatives

4.8 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 objective of the Travel Plan.

## **Walking**

4.9 Pedestrian access will mainly be provided from Avenue Road to the west of the site. Separate access locations will be provided for the residential elements to ensure segregation from the retail uses.

- 4.10 Additional access for residents will be provided to the east of the site adjacent to the public open space.
- 4.11 The TPC will report the results of the travel survey to the relevant LBC Officer and will liaise with that Officer to establish the potential for improvements to existing off-site facilities.
- 4.12 The TPC will also ensure that pedestrian routes within the site area are appropriately maintained.
- 4.13 In addition, the following initiatives should be promoted in an on-going basis to encourage walking:
- Walkit.com ([www.walkit.com/london](http://www.walkit.com/london)) and the TfL Journey planner (<https://tfl.gov.uk/modes/walking/>);
  - Leisure routes such as Belsize Walk and strategic routes on Walk London;
  - The National Walking Month and organisations such as The Ramblers to engage people in walking;
  - Promotion of Legible London signage to encourage people to walk when they visit the central area of London covered by Legible London signage; and
  - Walk4life and Walk4Life find a walk (<http://www.walk4life.info/find-a-walk>)

## Cycling

- 4.14 Cycle parking for residents will be provided within the existing basement, totalling some 240 spaces. A minimum of 4 cycle spaces for staff will be provided within the retail units, whilst a further 4 cycle spaces will be provided at ground level for customers.
- 4.15 A total of 6 staff and 6 visitor cycle spaces will be provided for the community use. Staff cycle spaces will be provided within the as yet unspecified community use unit, whilst visitor cycle stands will be provided at ground level.
- 4.16 The proposals include the provision of Sheffield style cycle stands adjacent to the development buildings that will accommodate the above visitor cycle parking requirement.
- 4.17 The TPC will explore with local bicycle retailers the possibility of providing discounts on cycling equipment to residents of the development. The take up of this discount will be monitored.

4.18 Further initiatives to promote cycling include:

- Cycle parking and showers/changing facilities on site;
- Promotion of cycle training and membership organisations such as LCC, CTC (Cycling UK), British Cycling (and related programmes to engage people in cycling);
- Promotion of cycle skills courses and related social media work undertaken by Camden Council ([www.facebook.com/cyclingcamden](http://www.facebook.com/cyclingcamden));
- Promotion of Bike Week events in Camden and nearby boroughs;
- Cycle to Work Day, 'Lets Ride' British Cycling Initiatives including led rides, Breeze and Ride Social Rides, Ride London, promotion of London Cycle Guides, Cycle Streets Journey Planner and TfL Cycle Journey Planner;
- Promotion of cycle security and bike marking schemes to reduce bike theft;
- Promotion of HGV/cycle safety;
- Cyclescheme salary sacrifice scheme to promote bike ownership (retail units only);
- Promotion of E-bike advantages for those with a longer commute/carrying loads; and
- Provision of a years' free Santander Cycle hire membership.

## **Public Transport**

4.19 Up-to-date details of bus, underground and taxi services, including route information and service frequencies, will be permanently on display in prominent locations. National Rail and TfL Journey Planner websites and enquiry phone numbers will also be promoted through all relevant means.

4.20 Taxis have an important role in providing for residents' trips in particular 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.

4.21 Other initiatives that could encourage the usage of public transport include the promotion of the below:

- TfL Journey Planner and National Rail journey planner;
- TfL's Safer Travel at Night campaign relating to safety on public transport and the use of licensed Private Hire and Black Cabs;

- Promotion of timetables and ticketing, spider maps for bus services including night buses; and
- Promotion of apps to facilitate mobile handset planning of public transport trips and awareness of network issues and problems.

## **Welcome Pack and Travel Information Provision**

- 4.22 New residents will be provided with a Welcome Pack containing information on public transport services close to the site and other measures for encouraging use of non-car modes of travel.
- 4.23 The provision of information of alternatives to the car is an important aspect of residential Travel Plans. It is recommended that the packs contain the following information:
- A summarised version of the Travel Plan document, that sets out the purpose and benefits etc.;
  - Timetables and route maps for public transport, particularly buses;
  - Contact numbers and web details for the TfL Journey Planner and National Rail Enquiries;
  - Local taxi company details;
  - Cycling and walking maps for the local area;
  - Web details for any community travel sites and community forum sites; and
  - Web and other contact details for major retailers offering home shopping facilities.

## **Reducing the need to travel**

- 4.24 The Welcome Pack will detail the benefits of home working - this will ensure that residents have an added incentive to consider working from home, even if this is only for one day a week. The Welcome Pack will be updated in accordance with when the Travel Plan is updated after travel surveys are undertaken.
- 4.25 Residents will also be encouraged to make use of web-based home shopping; this will reduce the need to travel for residents within the development. This will create added advantages for those who are mobility impaired.

## 5 MONITORING AND REVIEW

### Monitoring

- 5.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring review and revision to ensure it remains relevant to the organisation and individual residential unit and those using the site. This chapter sets out the proposals for monitoring and review of the travel plan.
- 5.2 All monitoring will follow the most up to date TfL and LBC best practice guidance and be iTRACE compliant.
- 5.3 The monitoring programme will begin with the initial baseline travel survey (Year 0), to be undertaken upon reaching a trigger point of 75% occupation of the residential units or 6 months of first occupation, whichever is sooner and within 3 months of trading in the retail units. The initial travel survey will include iTRACE compliant surveys, which will be marketed by the TPC to encourage a high response rate (at least 30%).
- 5.4 The Travel Plan will be monitored on a five year cycle. Monitoring surveys will be undertaken at Years 1, 3 and 5, on the first, third and fifth anniversary of the initial baseline travel survey. The baseline survey represent the start of the travel plan for monitoring purposes and is known as Year 0.
- 5.5 The interim (Year 3) targets set out in this Travel Plan may be revised on the results of the initial baseline travel survey if the modal split is found to be considerably different from the expected modal split. The targets will be discussed with both TfL and LBC before being finalised.
- 5.6 Additional monitoring of the following is also useful to judge whether the implementation or proportion of certain measures needs to be modified. The following factors should be monitored on a constant basis:
- The level of usage of cycle stands; and
  - Demand for additional cycle and motorcycle parking facilities.
- 5.7 Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to the LBC.

## Reporting

- 5.8 The TPC will compile a report each year and at Years 1, 3 and 5 will include the results of the monitoring. Each year the report will incorporate the results of any on-going monitoring throughout the preceding period. The report will be issued to the London Borough of Camden Travel Plan Officer at [travelplans@camden.gov.uk](mailto:travelplans@camden.gov.uk), 020 7074 2520. In addition to the intervals stated, year 0 survey data must also be reported to Camden Councils Travel Plan Officer.

## 6 ACTION PLAN

- 6.1 The Action Plans set out the measures included within the Travel Plan that are directed at influencing travel. The mixed-use of the site means that different Action Plans need to be prepared for the residential and commercial element.
- 6.2 The action plan will be revised every year following each Annual Travel Plan Review.

**Table 6.1 – Action Plan for Residential Travel Plan Measures**

Measures	Notes	Status/Target Date	Method of Monitoring	Responsibility
<b>Information Provision</b>				
Travel Information Packs for all residents	All residents will receive a travel pack outlining the sustainable options for travelling to the development site, the existence and purpose of the Travel Plan and location of cycle parking etc.	Prior to commencement of residency	N/A	TPC
<b>Cycling</b>				
Provision of cycle racks / stands	Cycle parking to be provided for residents.	Provided as part of development process	Spot checks as part of maintenance rounds	TPC
Provide cycle route maps and other information relating to cycle facilities	Greater cost if bespoke information needs to be printed. Less if existing map etc. is used	Within 6 months of first occupation	TPC to monitor uptake	TPC
Encourage cycling through awareness events such as National Bike Week and social bike rides	Events to be promoted by email and notices in prominent location(s).	Annual event – summer and spring	TPC to monitor participation levels and interest	TPC
Promotion of cycle facilities (Changing	To be provided to both residents and staff	To be provided as part of development	TPC	TPC

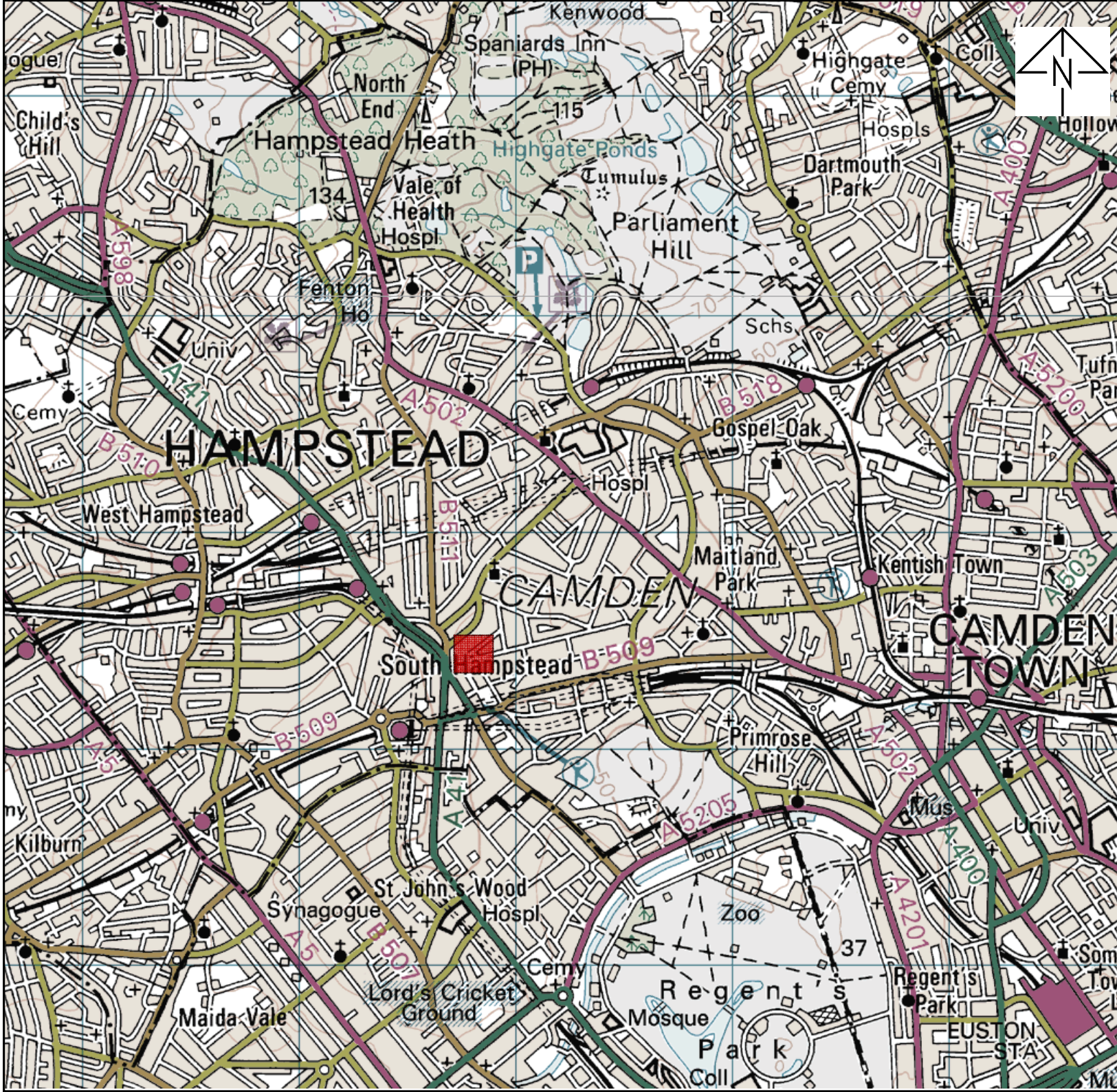
rooms/showers)		process		
Promotion of cycle training and membership organisations as well as cycling related events	To be promoted and provided to all occupiers interested	Ongoing	N/A	TBC
<b>Walking</b>				
Residents to be provided with information related to safe walking routes.	As part of Travel Packs or induction sessions	At initial occupation	N/A	TPC
Promotion of walking related initiatives	Initiatives include: walkit.com, TfL's Journey Planner, leisure walking routes, the Legible London signage and websites such as the walk4life.	Ongoing	TPC to promote through leaflets, emails etc.	TPC
<b>Public Transport</b>				
Notice board with timetable information for residents	Located in visible public areas	Upon building completion	Administrative - TPC	TPC
Taxi Services	Ensure that taxi contact details are available for residents	Upon building completion	TPC to ensure details are kept up to date	TPC
Promotion of Journey Planner websites, TfL's Safer Travel at Night campaign as well as the promotion of maps, timetables and ticketing information for bus services including the night services.	As part of Travel Packs or induction sessions	Ongoing	TPC responsible to inform and update the residents for public transport news e.g. new bus service, maps or ticketing facilities discounts.	TPC



**Table 6.2 – Action Plan for Commercial Travel Plan Measures**

Measures	Notes	Status/Target Date	Method of Monitoring	Responsibility
<b>General</b>				
Appointment of Travel Plan Co-ordinator within organisation	A TPC will be a part-time role – to be installed within 3 months of units trading	Prior to opening for trading	N/A	Occupier
<b>Information Provision</b>				
Travel Information Packs for all employees	All employees will receive a travel pack outlining the sustainable options for travelling to the development site, the existence and purpose of the Travel Plan and location of cycle parking etc.	Prior to employment commencing	N/A	TPC
<b>Cycling</b>				
Provision of cycle racks / stands	Cycle parking to be provided for retail units on Woodgrange Road.	Provided as part of development process	Spot checks as part of maintenance rounds	TPC
Provide cycle route maps and other information relating to cycle facilities	Greater cost if bespoke information needs to be printed. Less if existing map etc. is used	Within 6 months of first occupation	TPC to monitor uptake	TPC
Encourage cycling through awareness events such as National Bike Week and social bike rides	Events to be promoted by email and notices in prominent location(s).	Annual event – summer and spring	TPC to monitor participation levels and interest	TPC
<b>Walking</b>				
Employees to be provided with information related to safe walking routes.	As part of Welcome Travel Packs	Prior to employment commencing	N/A	TPC

## FIGURES



Key:

 Site Location

100 Avenue Road, Swiss Cottage

**Site Location Plan**

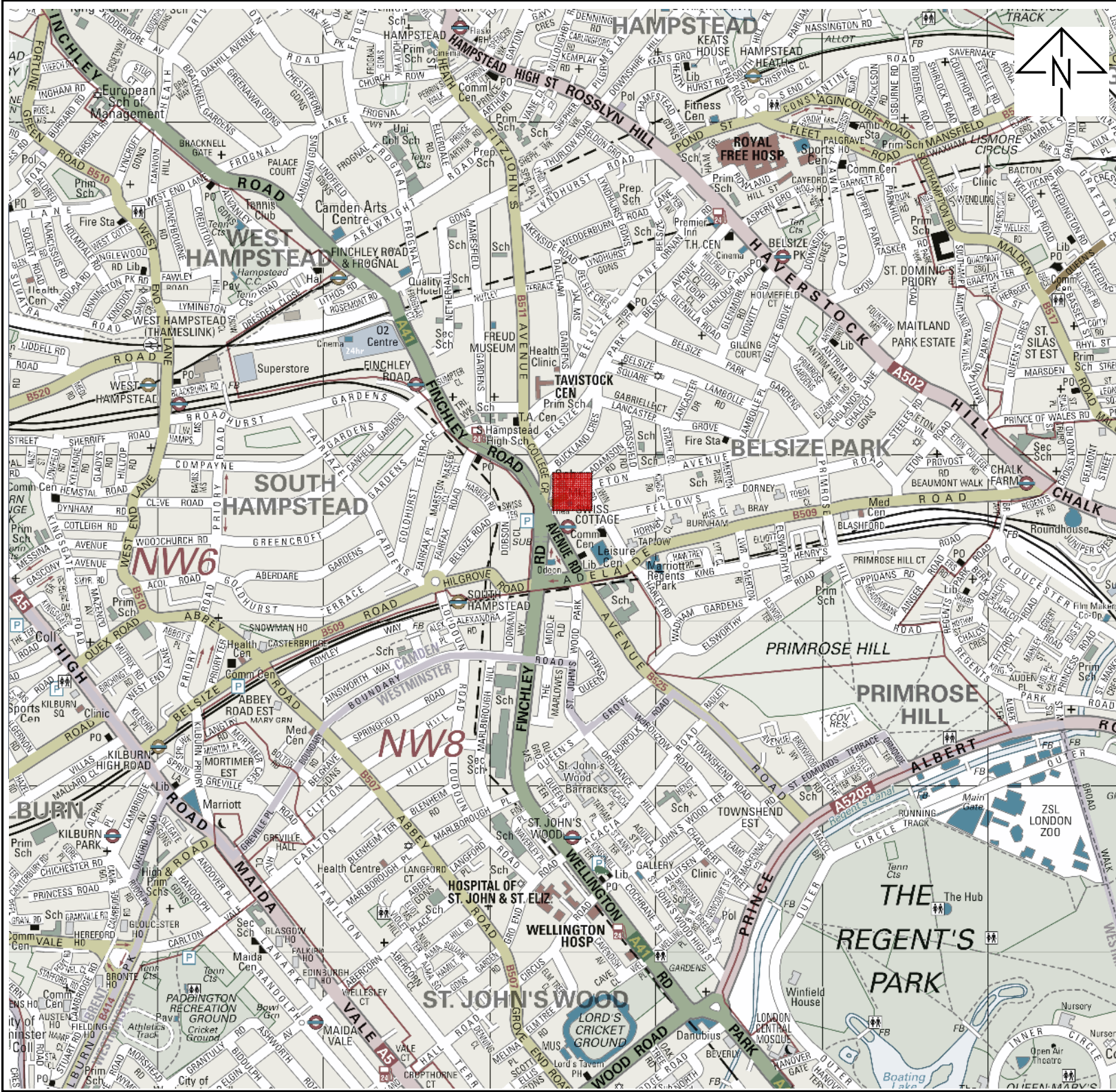
NTS

SCALE:	NTS		
DRAWN:	CHECKED:	DATE:	REVISION:
LR		22/04/13	.



85 Tottenham Court Road, London W1T 4TQ  
 Tel: 020 7268 3020 Email: london@vectos.co.uk www.vectos.co.uk

DRAWING REFERENCE: **Figure 1**



**Key:**



Site Location

100 Avenue Road, Swiss Cottage

Site Location Context Plan

SCALES: NTS

DRAWN: LR	CHECKED:	DATE: 22/04/13	REVISION: .
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Figure 2

## **Appendix B    Response to LBC's comments on Vectos's TP**

**Job Name:** 100 Avenue Road, Swiss Cottage  
**Job No:** 42437  
**Note No:** TN010  
**Date:** 14<sup>th</sup> November 2018  
**Prepared By:** Stephanie Yu  
**Checked By:** George Daugherty  
**Subject:** **Response to LB Camden's Travel Plan Comments**

## Introduction

As part of the updated Travel Plan (TP) for the 100 Avenue Road (Swiss Cottage) development, this note responds to comments made by LB Camden (10<sup>th</sup> October 2017) on a previous TP submission produced by Vectos in November 2017. For reference, a copy of the Vectos Travel Plan can be found in Appendix A of the updated Travel Plan.

To ensure comments previously made by the Council's travel planning team are addressed by the updated Travel Plan, the table below sets out LB Camden comments followed by PBA's response.

It should be noted that the TP structure changed with the update, so to make it clear where LB Camden's comments are addressed in the updated TP the relevant paragraph and section numbers are provided, where relevant.

## Response to Comments

Comment/ Response	
LB Camden comment	2.20. Measures should tackle the high tube use and promote active travel modes as options
PBA's response	Section 3.3 discusses 'Aim Targets' includes measures to encourage occupiers to use public transport and take up active travel modes.
LB Camden comment	2.22. 75% occupation date or within 6 months of first occupation of the residential units, whichever is sooner.
PBA's response	This is noted in Paragraph 2.4.3.
LB Camden comment	3.8. Please check the public transport combined modal split in table 4.1 as this does not seem to correspond with the individual modal splits in table 2.7 - should be 74% year 0??
PBA's response	The individual mode splits (now in Table 2.7) shows a combined public transport mode share of 86% which comprises: <ul style="list-style-type: none"> <li>▪ 67% using London Underground</li> <li>▪ 6% using other Rail services</li> <li>▪ 13% using Buses or Coaches.</li> </ul> The combined mode split of 86% corresponds to the Baseline Year 0 target presented in the new Table 3.1.
LB Camden comment	4.1. Please supply an email address for the TPC that has been appointed for this development and confirm if this is a temporary or permanent appointment. Please advise on the appointment of replacement TPCs and their contact details if the appointed TPC changes. Projected modal splits should be provided for years 0, 1, 3, and 5.
PBA's response	The details of the appointed TPC is presented in Paragraph 4.1.1. Steve Moore is the appointed permanent TPC. His contact details are provided in the TP. The TPC/ Estate Management will notify LBC Travel Plans team if there are any changes made to the role / appointment of the TPC in the future.

Comment/ Response	
LB Camden comment	4.6. Communication will need to be on an ongoing basis with residents rather than just the delivery of the welcome pack to them. The marketing strategy should provide further information on how this will be delivered and achieved.
PBA's response	Discussion regarding on-going communication between the TP and the site occupiers are presented in paragraph 4.2.3.
LB Camden comment	5.3. The provision of lift access from ground level isn't really a walking measure. It is part of the general building infrastructure.
PBA's response	Reference to lift access as a walking measure has been removed from the TP.
LB Camden comment	5.13. In order to preserve the advantages of the car free status of this site, it would be beneficial not to promote car clubs use as part of the travel plan.
PBA's response	Reference to car clubs has been removed from the TP.
LB Camden comment	5.16. How long into the life of the building will the welcome pack provision be undertaken? Will the welcome pack be amended based on monitoring results?
PBA's response	As noted in Paragraph 4.2.1, the branded Welcome Pack will only be provided to residents or occupiers on first occupation. The main content will be 'factual' and will not contain any monitoring results. Monitoring results will be updated within the Travel Plan. Residents/occupiers will also be made aware of the Travel Plan should they wish to refer to the monitoring survey results.
LB Camden comment	6.8. Report all surveying results in years 1,3, and 5 to the Camden Travel Plan Officer at <a href="mailto:travelplans@camden.gov.uk">travelplans@camden.gov.uk</a> , 020 7074 2520. In addition to the intervals stated, year 0 survey data must also be reported to Camden Councils Travel Plan Officer.
PBA's response	As discussed in Section 5.2, the TPC will compile a report each year and at Years 1, 3 and 5, the report will include the monitoring results. These will then be issued to LBC at <a href="mailto:travelplans@camden.gov.uk">travelplans@camden.gov.uk</a> , 020 7074 2520; and discussed with the LBC Travel Plan Officer if necessary.
	<p>Please include the following actions in the travel plan. The Action Plan needs to be more comprehensive.</p> <p><b>Walking Promotions (5.2)</b>            Include promotion of Walkit.com (<a href="http://www.walkit.com/london">www.walkit.com/london</a>) and TfL Journey planner <a href="https://tfl.gov.uk/modes/walking/">https://tfl.gov.uk/modes/walking/</a>, promotion of leisure routes such as Belsize Walk and strategic routes on <a href="#">Walk London</a>. Promotion of National Walking Month and organisations such as The Ramblers to engage people in walking. Promotion of Legible London signage to encourage people to walk when they visit the central area of London covered by Legible London signage. Walk4life and Walk4Life find a walk. <a href="http://www.walk4life.info/find-a-walk">http://www.walk4life.info/find-a-walk</a> . Promotion on an ongoing basis.</p> <p>(continued)</p>

**Comment/ Response**

LB Camden comments

**Cycling Promotions (5.7)**

Promotion of cycle parking and showers/changing facilities on site. Promotion of cycle training and membership organisations such as LCC, CTC (Cycling UK), British Cycling (and related programmes to engage people in cycling), promotion of cycle skills courses and related social media work undertaken by Camden Council ([www.facebook.com/cyclingcamden](http://www.facebook.com/cyclingcamden)). Promotion of Bike Week events in Camden and nearby boroughs, Cycle to Work Day, 'Lets Ride' British Cycling Initiatives including led rides, Breeze and Ride Social Rides, Ride London, promotion of London Cycle Guides, Cycle Streets Journey Planner, TfL Cycle Journey Planner. Promotion of cycle security and bike marking schemes to reduce bike theft. Promotion of HGV/cycle safety. Cyclescheme salary sacrifice scheme to promote bike ownership. Promotion of E-bike advantages for those with a longer commute/carrying loads. Additionally Provision of a years free Santander Cycle hire free membership.

**Public Transport Promotions (5.11)**

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

**General**

Personalised travel planning. Travel advice sessions for residents and visitors to promote a shift to active travel.

PBA's response

The measures to promote walking, cycling and public transport are discussed in Section 4.3, 4.4 and 4.5 respectively. They are also included in the Action Plan presented in Table 6.1, in the corresponding sections by mode.

With respect to providing residents with a free 1 year membership of the Santander Cycle Hire scheme it should be noted that there are no conveniently located Cycle Hire docks. Nearest docking stations are just north of Regents Park which is approximately 1 mile from the development or a 17-minute walk. With no confirmed plans to extend the Cycle Hire scheme into Swiss Cottage, residents are more likely to use their own bikes. To support and encourage this, the development provides high quality cycle parking facilities in a secure and accessibility location within the building. Further cycle parking is also provided for visitors at convenient locations around the building. This, along with other measures set out in the Travel Plan will continue to encourage a modal shift to active travel modes.

**DOCUMENT ISSUE RECORD**

Technical Note No	Rev	Date	Prepared	Checked	Reviewed (Discipline Lead)	Approved (Project Director)
42437/5501/TN010	-	08.11.18	SY	GD	GD	
42437/5501/TN010	-	16.11.18	SY/ YH	GD	GD	

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