

65 – 69 Holmes Road, Camden

Workplace Travel Plan

Hallmark Property Group

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Table of Contents

1 Introduction	1-2
1.1 Context	1-2
1.2 What is a Travel Plan?	1-2
1.3 Travel Plan Benefits	1-3
1.4 Structure	1-3
2 Development Context	2-1
2.1 Consented Development	2-1
2.2 Site Access	2-1
2.3 Car Parking	2-2
2.4 Cycle Parking	2-2
3 Policy Review	3-3
3.1 Policy Guidance	3-3
3.2 National Policy Context	3-3
3.3 Regional Policy Context	3-4
3.4 Local Policy Context	3-5
3.5 Best Practice	3-6
4 Site Accessibility	4-8
4.1 Context	4-8
4.2 Services and Amenities	4-8
4.3 Public Transport Accessibility Level (PTAL)	4-8
4.4 Walking and Cycling	4-8
4.5 Bus	4-9
4.6 London Underground	4-9
4.7 National Rail	4-9
4.8 Car Club	4-10
4.9 Summary	4-10
5 Aims and Objectives	5-11
5.1 Aims and Objectives	5-11
6 Targets	6-12
6.1 Targets	6-12
7 Travel Planning Measures	7-14
7.1 Introduction	7-14
7.2 Measures to Encourage Walking	7-14
7.3 Measures to Encourage Cycling	7-14
7.4 Measures to Encourage Public Transport	7-14
7.5 Car Club	7-15
7.6 Car Parking	7-15
7.7 Marketing and Promotion	7-15
8 Monitoring and Management Strategy	8-16
8.1 Introduction	8-16
8.2 Monitoring	8-16
8.3 Management	8-17
8.4 Travel Plan Funding	8-17
9 Summary	9-18

1 Introduction

1.1 Context

This Workplace Travel Plan (WTP) has been prepared by AECOM on behalf of Hallmark Property Group to address an S106 planning obligation associated with the permission granted for the redevelopment of the Magnet showroom at 65-69 Holmes Road, Camden NW5 3AU. A site location plan is included at **FIGURE 1.1**.

The redevelopment proposals for the site were approved on the 6th March 2014, and are for a mixed use scheme comprising:

- 2,292sqm of B8 warehouse/showroom space;
- Student accommodation providing 337 rooms with ancillary facilities (sui generis); and
- A coffee shop (Class A1).

This Travel Plan is concerned with the B8 warehouse/showroom element of the development only and is designed to address Obligation 4.8 of the Section 106 Agreement, which requires that a Travel Plan is approved by the London Borough of Camden (LBC) prior to occupation of any part of the development. A separate Student Travel Plan has also been prepared to address this obligation. 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.

It is understood that a WTP was previously prepared by AECOM (formerly URS) in December 2012 for the original scheme, which comprised 1,532sqm of B1 office space. Following a minor amendment to the schedule of development, the Travel Plan has been updated to reflect the latest proposals as well as any changes in baseline conditions and policies relative to the original documents produced in December 2012.

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 staff and visitors.

This WTP 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 staff and visitors of the site.

The key focus of the WTP 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 B8 warehouse land use; however, it also attempts to influence through the infrastructure put in place, other users travelling to and from the site, such as visitors.

This WTP 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 consented 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 can realise the following benefits both in the short and longer term:

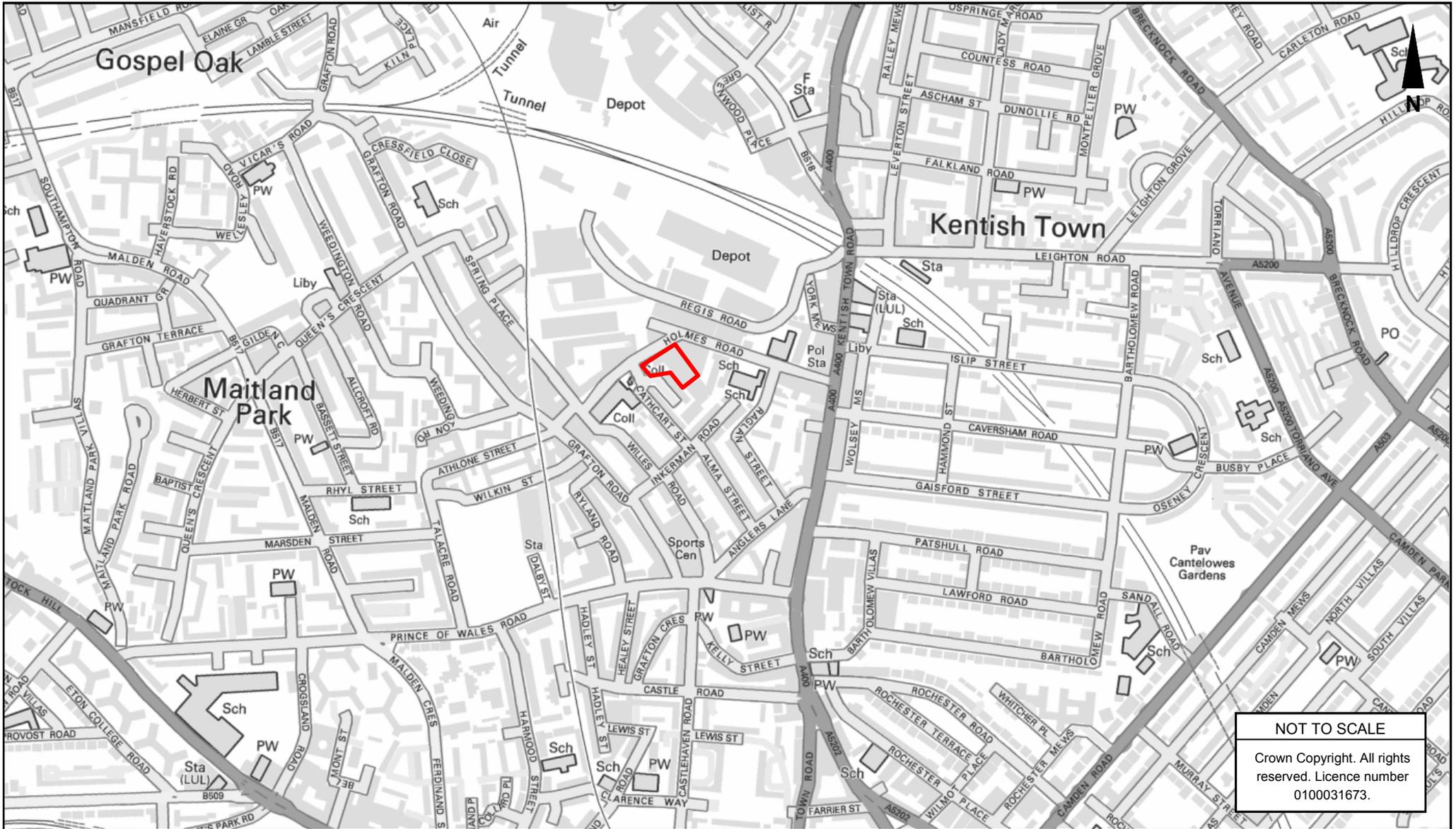
- Improved travel choices and access to key facilities;
- Local environmental improvements from reduced congestion, pollution and noise; and,
- Opportunities for active and healthy travel.

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.

An ATTrBuTE test has also been completed in order to ensure that the WTP is in accordance with Transport for London's (TfL) published guidance on travel planning for new development in London. The output of the test can be found at **APPENDIX A** of this document and confirms that the WTP has 'passed' the associated criteria.



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Site Location

Figure 1.1



2 Development Context

2.1 Consented Development

The consented redevelopment comprises a mixed use scheme, which involves the demolition of the existing B8 buildings, and the construction of a part seven, 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,
- Six upper floors of student accommodation providing 337 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 Gross Internal Area of the consented building and the student room provision.

TABLE 2.1 – Development Proposals

Level	Student Accommodation (sqm / number of rooms)	B8 Warehouse Space
Lower Basement	-	975sqm
Upper Basement	861sqm (32 rooms)	937sqm
Ground Floor	710sqm (18 rooms)	380sqm
First Floor	1352sqm (56 rooms)	-
Second Floor	1386sqm (58 rooms)	-
Third Floor	1108sqm (45 rooms)	-
Fourth Floor	1084sqm (45 rooms)	-
Fifth Floor	1084sqm (45 rooms)	-
Sixth Floor	910sqm (38 rooms)	-
Total	8495sqm (337 rooms)	2292sqm

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 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 B**. 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 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 accords with Policy DP18 of Camden's Development Policies which states that 'limiting the supply of car-parking is a key factor for addressing congestion in the borough and encouraging people to use more sustainable ways to travel'. 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 employees, students and visitors. This will be broken down as follows:

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

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 (March 2012)
- The London Plan (July 2011, plus revised early minor alterations October 2013, further alterations March 2015 and Parking Standards Minor Alterations March 2016 where appropriate)
- Mayor's Transport Strategy (May 2010)
- LB Camden Core Strategy 2010-2025
- Camden Development Policies (2011-2025)
- Camden Planning Guidance

3.2 National Policy Context

3.2.1 National Planning Policy Framework (March 2012)

In March 2012, the Department for Communities and Local Government (DCLG) produced its 'National Planning Policy Framework' which replaced national policy for transport, as previously set out in PPG13, and other Planning Policy Guidance (PPGs) and Planning Policy Statements (PPSs).

In terms of transport, the document has the following two objectives:

- To facilitate economic growth by taking a positive approach to planning for development
- To support reductions in greenhouse gas emissions and congestion, and promote accessibility through planning for the location and mix of development

Additionally, the document states that planning policies and decisions should consider whether:

- The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure
- Safe and suitable access to the site can be achieved for all people
- Improvements can be undertaken within the transport network that limits the significant impacts of the development in a cost-effective manner. Subject to those considerations, development should not be prevented or refused on transport grounds unless the residual impacts of development are severe, and the need to encourage increased delivery of homes and sustainable economic development should be taken into account

3.3 Regional Policy Context

3.3.1 The London Plan (July 2011, plus revised early minor alterations October 2013, further alterations March 2015 and Parking Standards Minor Alterations March 2016 where appropriate)

The London Plan represents the Mayor's spatial development strategy for London, the latest version of which was published in July 2011. The over-arching vision of the London Plan is that up to 2031 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.

3.3.2 Mayor's Transport Strategy (May 2010)

The Mayor's Transport Strategy (MTS) is a statutory document that sets out the Mayor's transport vision and describes how Transport for London (TfL) and its partners will deliver the overall vision:

- "London's transport system should excel among those of world cities, providing access to opportunities for all its people and enterprises, achieving the highest environmental standards and leading the world in its approach to tackling urban transport challenges of the 21st century"

The document states that achieving this vision will require a transport system with enhanced capacity and connectivity that:

- is efficient and integrated; encourages mode shift to cycling, walking and public transport; is accessible and fair to users; offers value to money; contributes to improving quality of life and the environment; and offers improved opportunities for all Londoners.

A set of key challenges are identified within the document, with the more relevant transport challenges including:

- Improving transport connectivity;
- Delivering an efficient and effective transport system for people and goods;
- Improving air quality;
- Improving road safety; and,
- Improving public transport safety.

It is noted that the strategy encourages transport assessments to be prepared in combination with travel plans so that information regarding the available travel choices for walking, cycling and using public transport can be set within the context of the existing site, as well as the development scheme and therefore the proposed end users of the site.

The strategy also refers to parking facilities and although generally draws upon local standards, identifies that a balanced approach should be taken between providing an appropriate supply of parking, whilst also seeking to manage parking demand.

3.4 Local Policy Context

3.4.1 LB Camden Core Strategy 2010-2025

The Core Strategy sets out the key elements of the Council's planning vision and strategy for the borough. It outlines a series of objectives in order to guide the delivery of the overall vision and in terms of sustainable transport, this includes:

- to sustainably manage growth so that it takes place in the most appropriate locations, meets our needs for homes, jobs and services and properly takes into account Camden's character as a highly developed, inner London borough with many valued and high quality places.
- to make sure that development in Camden achieves high environmental standards and is designed to adapt to, and reduce the effect of, climate change.
- to promote high quality, sustainable design and physical works to improve our places and streets and preserve and enhance the unique character of Camden and the distinctiveness of our many conservation areas and our other historic and valued buildings, spaces and places.
- to reduce the environmental impact of transport in the borough and make Camden a better place to walk and cycle.
- to reduce congestion and pollution in the borough by encouraging more walking and cycling and less motor traffic

Policy CS11 'Promoting sustainable and efficient travel' sets out that as part of its approach to minimising congestion and addressing the environmental impacts of travel, the Council will:

- Expand the availability of car clubs and pool cars as an alternative to the private car;
- Minimise provision for private parking in new developments, in particular through:
 - Car free developments in the borough's most accessible locations and
 - Car capped developments;
- Restrict new public parking and promote the re-use of existing car parks, where appropriate;
- Promote the use of low emission vehicles, including through the provision of electric charging points; and
- Ensure that growth and development has regard to Camden's road hierarchy and does not cause harm to the management of the road network.

3.4.2 Camden Development Policies (2011-2025)

Camden's Development Policies form part of the Local Development Framework (LDF) and contributes towards delivering the Core Strategy by setting out detailed planning policies that the Council will use when determining applications for planning permission in the borough. The policies considered relevant to the development proposals are as follows:

DP16 – The Transport Implications of Development states that the Council will seek to ensure that development is properly integrated with the transport network and is supported by adequate walking, cycling and public transport links. The Council will resist development that fails to assess and address any need for:

- Movements to, from and within the site, including links to existing transport networks.

- The likely impacts of the development and the steps that will be taken to mitigate those impacts, for example using transport assessments and travel plans.

DP17 – Walking, Cycling and Public Transport states that the Council will promote walking, cycling and public transport use. Development should make suitable provision for pedestrians, cyclists and public transport. The Council will resist development that would be dependent on travel by private motor vehicles.

DP18 – Parking Standards and Limiting the Availability of Car Parking states that the Council will seek to ensure that developments provide the minimum necessary car parking provision. The Council will expect development to be car free in the Central London area and other town centres within Controlled Parking Zones that are easily accessible by public transport. Developments will also be expected to meet the Council's minimum standards for cycle parking. The Council will strongly encourage car clubs and the provision of electric car charging points as part of any car parking provision.

3.4.3 Camden Planning Guidance

Camden Planning Guidance (CPG) provides advice and information on how planning policies will be applied. The guidance supports the policies contained in the LDF and is therefore consistent with the Core Strategy and Development Policies and forms a Supplementary Planning Document (SPD).

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.

3.5 Best Practice

3.5.1 Delivering Travel Plans through the Planning Process (DfT, 2009)

This document was published in April 2009 and sets out the role the planning process can play in securing an effective Travel Plan, which minimises the impact of development on transport infrastructure and assists in reducing CO₂. In particular, it highlights that the key to a robust Travel Plan, is the development of a clear and integrated framework together with an explicit relationship between the Travel Plan and the development site.

In delivering a successful Travel Plan, the document highlights the importance of involving all parties who are likely to influence the strategy, to ensure that the document is an important part of the development delivery.

Finally, the document outlines that Travel Plans need to be 'living documents', which are updated to ensure that they remain effective and relevant.

3.5.2 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 WTP 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's 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 C** of this report.

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

4.4 Walking and Cycling

4.4.1 Pedestrian Access

Pedestrian provision near the site provides easy access to both Camden Town centre and Kentish Town Road, where a range of facilities is 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 good quality 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.

4.4.2 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.

4.5 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 4 – 8 minutes	Every 4 – 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 – Victoria Station	Every 6 – 10 minutes	Every 6 – 10 minutes
N20	Barnet High Street – Trafalgar Square	-	-

4.6 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.

4.7 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 consented 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.

4.8 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.

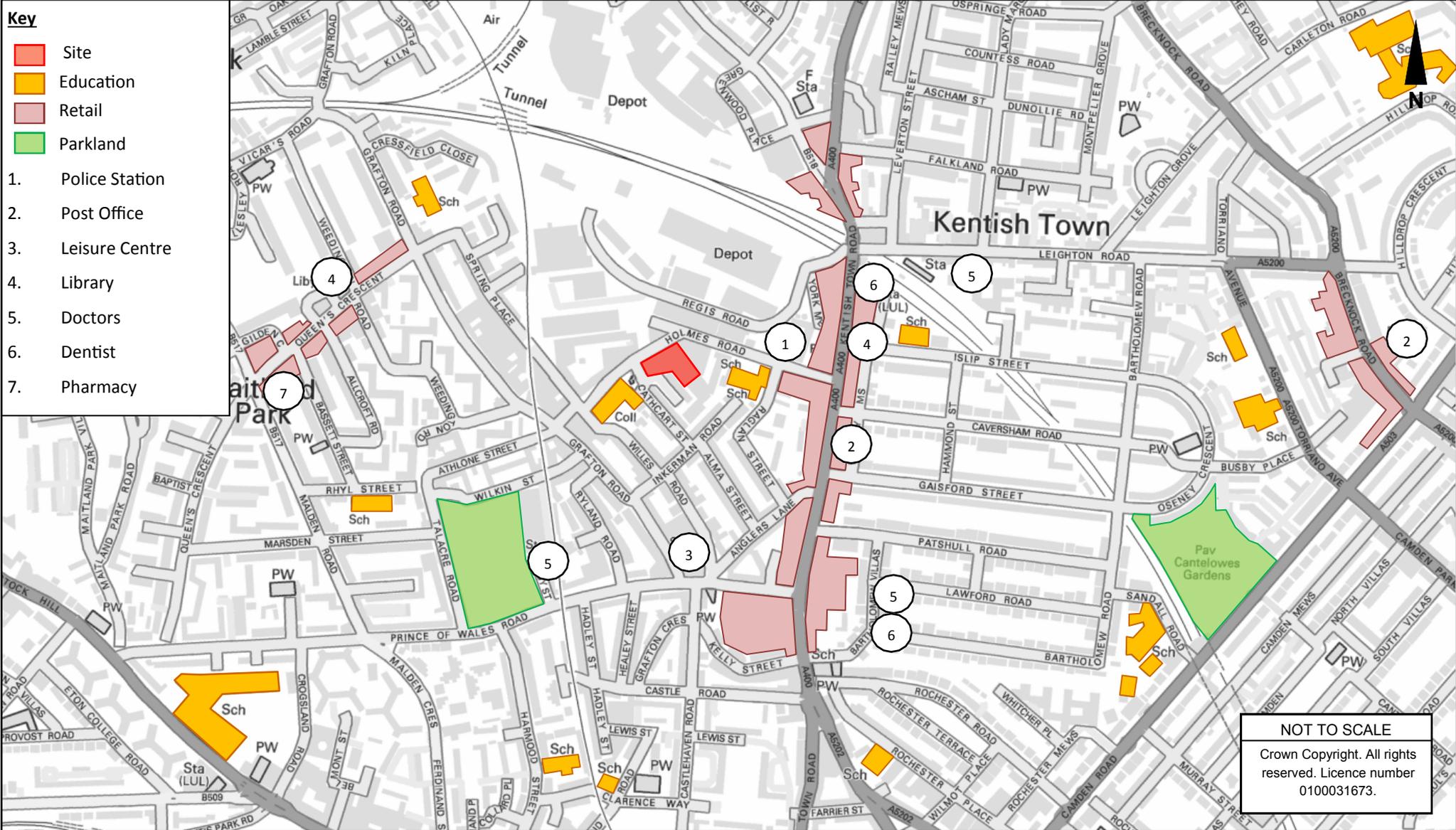
The nearest available car club vehicles are:

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

4.9 Summary

To summarise, 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.

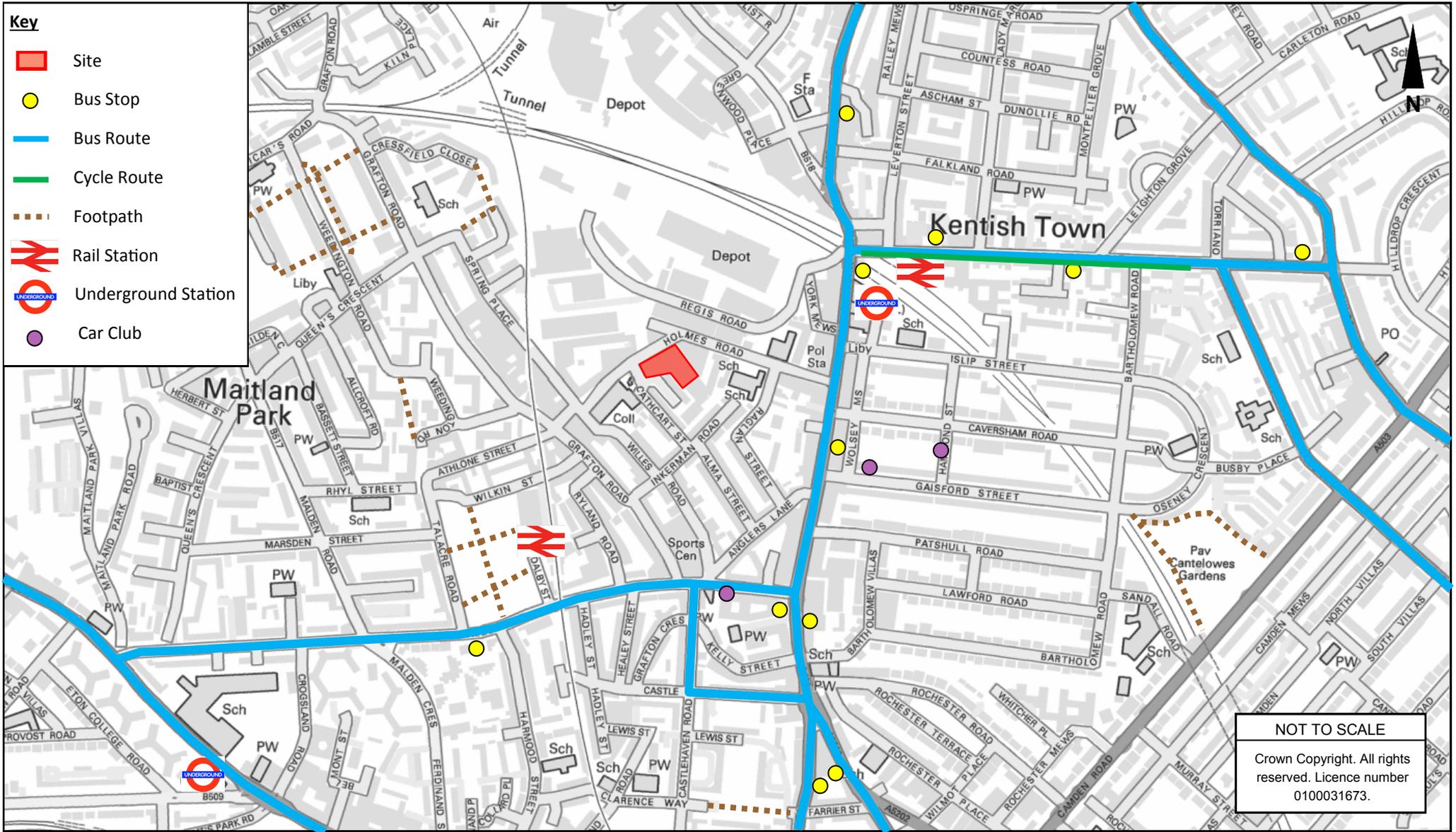
Kentish Town rail station is a five minute walk from the site, providing both Underground and National Rail services to destinations such as Euston and London Bridge for Central London and stations such as Luton, St Albans City and Sutton (Surrey). Bus stops providing connections to a range of destinations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



Local Services and Amenities

Figure 4.1





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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 Workplace Travel Plan are set out:

- Encourage the use of sustainable modes of 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; and
- 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 employees;
- 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 employees 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 staff 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 WTP, it will be important to assess employees travel mode choices over time. The anticipated modal share of the staff has been calculated using 2011 Census data for the Kentish Town ward (in which the site is located) and this will be used as the starting point for the travel plan, in terms of the 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, it will not generate any car trips and the motor vehicle trips shown in **TABLE 6.1** have therefore been distributed onto the 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 staff 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 facilities within the local area that will be of use to staff, such as shops, bus stops, rail stations etc. will form part of a Travel Information Pack (TIP). The TIPs will be distributed to staff upon occupation of the site, and will ensure that each member of staff is aware of the opportunities for walking to and from the site.

A sustainable travel notice board will also be delivered and will display maps showing the locations of facilities within the local area and walking routes.

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 employees, 16 secure cycle parking spaces for use by staff travelling by bicycle will be provided 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 employees and will provide them with the information required to ensure that they can make an informed choice, regarding the potential for undertaking cycling. Cycling information will also be displayed on the sustainable travel notice board.

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

Links to cycle planning tools and resources such as Cycle Streets Journey Planner (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 Cycle to Work Week, London Sky Rides and Ride London.

7.4 Measures to Encourage Public Transport

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

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) and National Rail (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 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.

The Travel Plan Co-ordinator (TPC) will liaise with the car clubs to investigate any opportunities to offer staff incentives and promotions. Should incentives and promotions be agreed with a car club, these will be provided in the TIPs and promoted on the sustainable travel notice board.

7.6 Car Parking

No car parking will be provided for the development. In addition, the site is located within Camden's Controlled Parking Zone (CPZ), which restricts car parking in the local area. This will act as a deterrent to car use by staff and will keep vehicle use by staff to an absolute 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 employees. 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 staff 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 occupiers of the site, on request, to provide them to new employees.

Subsequent changes to information included in the TIP will be posted on the sustainable travel notice board.

7.7.2 Sustainable Travel Notice Board

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

8 Monitoring and Management Strategy

8.1 Introduction

The key purpose of the travel plan is to encourage sustainable travel to and from the redevelopment 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 WTP.

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 employees of the site.

This will take the form of a self-completion questionnaire, compatible with ATTrBuTe, and will also 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 WTP 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 D**.

The key actions for the development are as follows:

- Ensure travel information is readily obtainable for employees to consult, to raise awareness of the sustainable travel choices available;
- Encourage the uptake of public transport by employees of the site;
- Promote walking and cycling to employees 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 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 Hallmark Property Group/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 employees 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 employees;
- 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 WTP.

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 the site Workplace Travel Plan strategy for the redevelopment of the existing Magnet showroom at 65-69 Holmes Road, Camden to provide 2,292sqm of B8 warehouse/showroom space.

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

ATTrBuTe

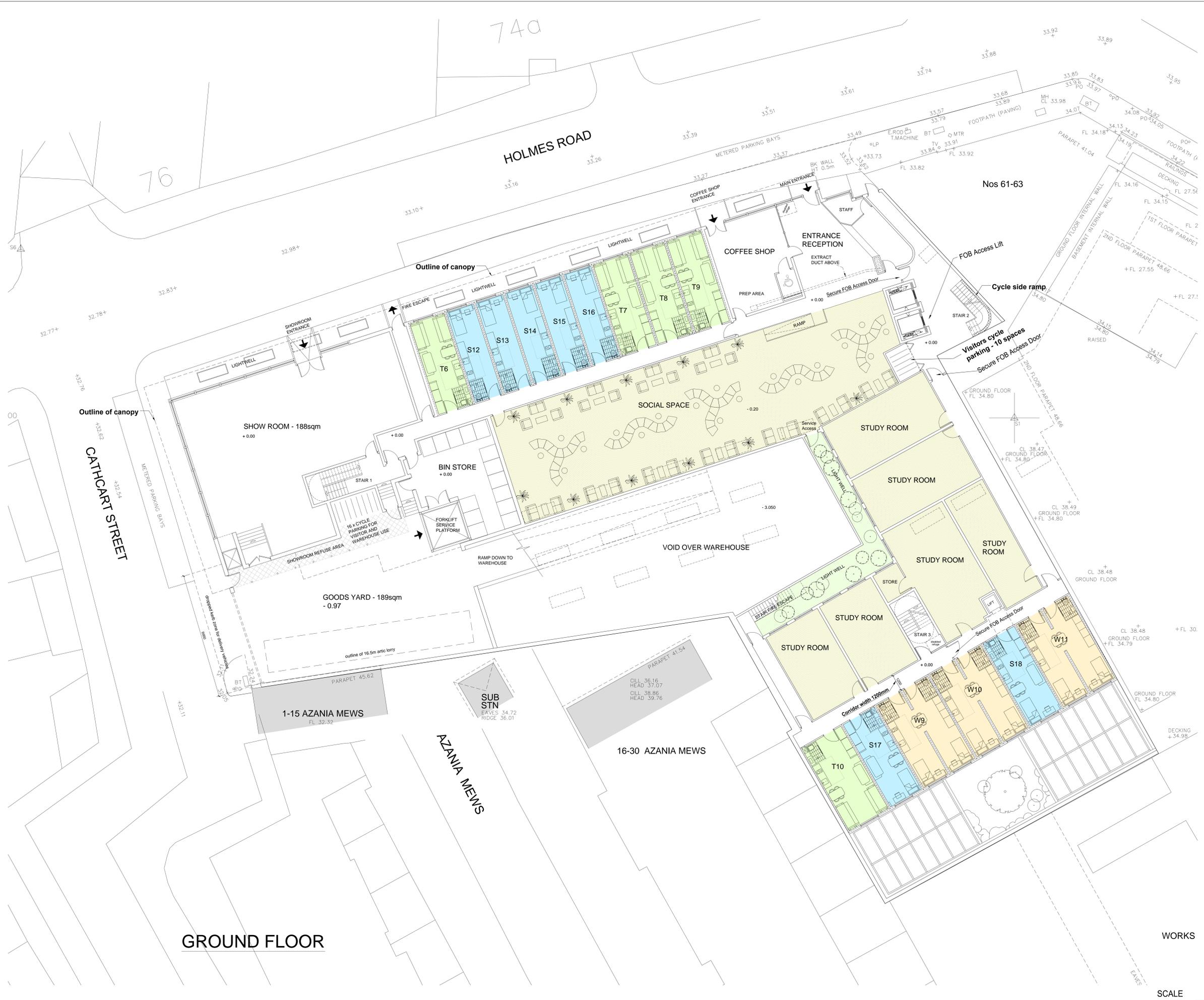
Travel plan name	65-59 Holmes Road (Workplace)
Planning application reference number	
Name of travel plan author	Abby Bennett
Email address of travel plan author	abby.bennett@aecom.com
Telephone number of travel plan author	
Name of travel plan assessor	Colin Romain
Job title/role of travel plan assessor	
Plan Type	Strategic level Full Travel Plan (occupiers known)

--

The development		2/3
Does the travel plan include... a) full address of the development? b) contact details for the person responsible for preparing the travel plan?	NONE	2
Does the travel plan include details of the number of users expected on site (including employees, residents, deliveries and visitors)?	NONE	0
Policy		2/2
Does the travel plan include reference to relevant national, regional and local / borough... a) transport and spatial policy? b) travel planning guidance?	NONE	2
Site assessment		5/5
To what extent does the travel plan clearly describe the accessibility and quality of... a) existing transport networks? b) existing travel initiatives available to all users?	NONE	5
Surveys		3/3
Does the travel plan propose the following? a) TRAVL compliant site user travel and freight surveys? b) an agreed date with the borough for the surveys to take place?	NONE	2
Is a baseline modal split (actual trip numbers and percentage of all trips) estimated for the site?	NONE	1
Objectives		3/3
Does the travel plan include objectives which reflect... a) Mayoral policy & strategic guidance? b) local / borough policy and guidance? c) the challenges and opportunities specific to the site?	NONE	3
Targets		2/2
Are there targets linking directly to each objective?	NONE	1

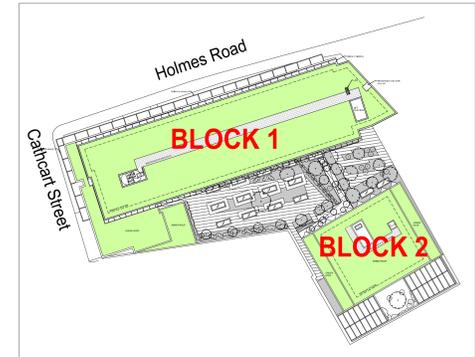
Have targets been set for three and five years after occupation?	NONE	1
TP Co-ordinator		3/3
Has a travel plan co-ordinator been identified or is there agreement upon when a co-ordinator will be in place?	NONE	1
Have the travel plan co-ordinator roles and responsibilities been made clear; and is the amount of time they will spend on the plan sufficient?	NONE	2
Measures		8/8
To what extent do the measures... a) support the objectives of the travel plan? b) reflect the context of the site?	NONE	6
Is an action plan provided which includes... a) short / medium / long term actions? b) timescales and responsibilities?	NONE	2
Monitoring		2/2
Is a clear monitoring programme that adheres to the standardised approach included?	NONE	1
Is it clear who is responsible for monitoring?	NONE	1
Securing and enforcement		1/1
Is it clear how the travel plan will be secured?	NONE	1
Funding		6/6
Has a sufficient budget been set for the... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
Have funding streams been identified for the... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
Total - PASS		37

Appendix B



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

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

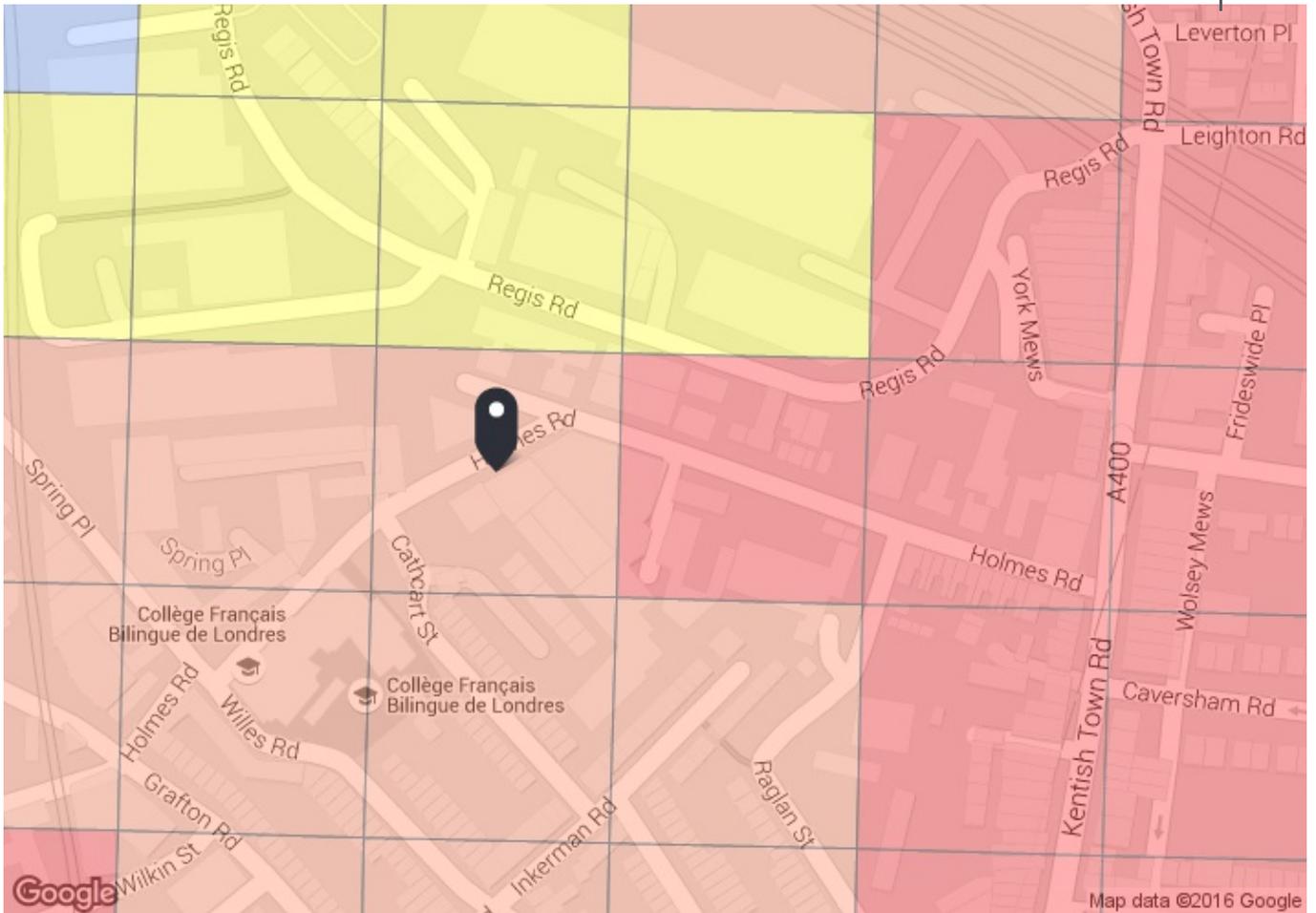
GROUND FLOOR

WORKS

SCALE



Appendix C



PTAL output for 2011 (Base year)
5

St Pancras Hostel, London NW5, UK

Easting: 528747, Northing: 185044

Grid Cell: 104195

Report generated: 18/05/2016

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 Y11'	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 D

Measure / Initiative	Task / Action	Responsibility*	Priority	Timescale	Review
Promote walking to staff and visitors	<p>Compile travel information packs and distribute to staff</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
Promote cycling to staff and visitors	<p>Compile travel information packs and distribute to staff</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, Cycle to Work Week</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
Provide cycle parking spaces as identified within the planning application	Installation of secure accessible cycle parking for staff and visitors of the site	Hallmark	High	From first occupation of development	12 months after first implementation of the travel plan
Promote public transport and other initiatives to staff	<p>Compile information and distribute to staff 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
Maintenance of pathways, signage and lighting on site	Monitor conditions of onsite infrastructure	SMC	Medium	Annually from site implementation	12 months after first implementation of the travel plan

Marketing / display of travel and / or local information	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 staff during the life of the plan	TPC / Hallmark	Medium	From first occupation of development	12 months after first implementation of the travel plan
Ensure parking conditions offsite do not encourage car ownership or overspill parking	LBC to continue to regulate the parking surrounding the development site	LBC	High	On-going	12 months after first implementation of the travel plan
Conduct and analyse travel plan monitoring:	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%			

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