

**Maria Fidelis School, Euston**

**Travel Plan**

**Ref:** 180654/H Jenkins

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**Version:** 1.1

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## **1.0 INTRODUCTION**

### **1.1 Background**

1.1.1 Conisbee has been appointed by London Borough of Camden and London and Continental Railways to produce a Travel Plan to accompany a planning application for the re-development of Maria Fidelis Roman Catholic Convent School in the London Borough of Camden.

1.1.2 The site is located on Starcross Street, approximately 300m west of Euston Station. As part of the application, it is proposed to re-develop Maria Fidelis School for a meanwhile use as a construction skills college, office and community centre together with associated landscaping and public open space. The postcode of the site is NW1 2LY.

### **1.2 Description of development**

1.2.1 As part of the re-development of the site, it is proposed to provide a temporary meanwhile use for the following:

- Construction Skills College (1,600m<sup>2</sup>) – this is likely to accommodate approximately 100 students, with 20 admin staff and 10-15 tutors;
- An employment workspace for office use (2,500m<sup>2</sup>) – this is likely to accommodate 220 to 240 people. There is likely to be catering facilities on site for internal use;
- Community hall (250.m<sup>2</sup>) – this is likely to be used by local residents' and community groups for meetings, small events and sessions as well as the occupiers of the workspace for meetings, training and possibly a break out space;
- Temporary open space.

1.2.2 The development layout is illustrated on Figure 1.1.



*Figure 1.1 Development proposals*

### 1.3 Vehicle access

- 1.3.1 The vehicle access at the north-western corner of the site on to North Gower Street will be maintained. It is proposed to realign this access so that it meets the street at right angles, providing improved visibility. It is proposed to provide a railing fence along the western side of the scheme, which will ensure there is sufficient vehicle-pedestrian inter-visibility and provide overlooking and natural surveillance to North Gower Street. There will be no other access along this frontage so no areas will be created that compromise personal safety.

#### 1.4 Pedestrian access

1.4.1 It is proposed to provide a new access along Starcross Street to the public park. This will provide pedestrian access across the site, as well as access for emergency vehicles. A new crossover will be created, with the loss of two parking spaces.

1.4.2 Pedestrian access will also be available at the southern corner to the public open space and across the site.

1.4.3 An out-of-hours pedestrian access will be provided at the eastern corner of the site along Starcross Street, adjacent to the Exmouth Arms public house. This will provide access out of normal working hours as well as access to the refuse storage area.

#### 1.5 Emergency, refuse delivery and servicing

1.5.1 The proposals for emergency access will include three main points of access from the highway network for emergency vehicles:

- The north-west corner of the site via the existing realigned access point at the northern end of North Gower Street. Access will be gained via the southern end of North Gower Street (as for existing residential properties fronting the shared surface section);
- The southern corner of the site through the open space;
- The pedestrian access along Starcross Street with dropped kerb access for emergency vehicles.

1.5.2 It is anticipated that the proposed development site could generate a maximum of three delivery and service vehicle trips per day (6-days/week). It is considered that there will be two main points for deliveries, as follows:

- Day to day deliveries for both the workspace and Construction Skills Centre will be undertaken on-street from Starcross Street and North Gower Street;
- Exceptional deliveries to the Construction Skills College will access the site at the existing access to be realigned at the northern end of North Gower Street. These vehicles will head northbound along North Gower Street to reach this access, via the pedestrianised section. The existing arrangement on North Gower Street will be maintained with occasional large vehicle and emergency access from this route only. Vehicles will approach from the south along the carriageway to the car park then cross into the pedestrianised area and turn into the realigned access at the north-western corner of the site.

1.5.3 The proposed bin stores, have been designed to accommodate the anticipated volumes of waste generated by the expected occupiers, including sufficient facilities for the storage and collection of segregated waste (general waste, dry comingled waste and wet/organic waste). This will be collected by refuse vehicles heading along Starcross street and turning into North Gower Street.

## 1.6 Parking

1.6.1 The proposed development will be car free.

1.6.2 All cycle parking will be provided in accordance with the London Plan, and as part of the proposals it is proposed to provide:

- One space per 4 staff, 1 space per 20 full time students plus 1 space per seven full time students;
- 1 space per 8 staff plus 1 space per 100m<sup>2</sup> for D1 other; and,
- 1 space per 90 m<sup>2</sup> plus 1 space per 500m<sup>2</sup> for visitors for B1 office.

1.6.3 This equates to a requirement for 65 cycle parking spaces, including 43 spaces for staff and students, and 22 spaces for visitors (short-stay).

1.6.4 It is proposed to provide cycle parking in accordance with the requirements.

## 1.7 Travel plan benefits

1.7.1 A travel plan is a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives. A travel plan identifies an appropriate package of initiatives and measures to promote sustainable travel at a specific location, and sets out an action plan to implement these measures and monitor their success.

1.7.2 Travel plans can assist in increasing accessibility and improve transport conditions at the local level whilst helping to reduce congestion, local air pollution, carbon emissions and noise.

1.7.3 A growing body of evidence suggests that physical activity contributes to mental and physical wellbeing. The promotion of active travel (walking and cycling) as part of a travel plan enables people to enjoy these health benefits as part of their daily routine.

1.7.4 This Travel Plan aims to encourage the use of sustainable travel modes through assessing the existing opportunities for sustainable travel and establishing measures to promote and support these modes.

1.7.5 This Travel Plan has been prepared in support of the development, and covers travel by occupiers and visitors to the development, provides an overview of the existing conditions and transport arrangements at the site, and sets out the measures that can be introduced in order to meet the Travel Plan objectives.

1.7.6 This Travel Plan will be regularly reviewed, reflecting that a Travel Plan is a continuous process for improvement, requiring monitoring and revision to ensure that it remains relevant and effective. This Travel Plan will be launched in 2021 to coincide with the completion of the development and the plan will next be fully revised in five years' time (2026).

## 1.8 Structure of the report

1.8.1 Following this introductory section, the Travel Plan is structured as follows:

- Section 2 sets out the policy context for the development;
- Section 3 summarises the existing conditions around the site;
- Section 4 sets out the objectives, targets and performance indicators for the site;
- Section 5 describes the travel plan strategy, including management roles and responsibilities;
- Section 6 details the proposed measures to encourage sustainable travel and help meet the targets;
- Section 7 identifies the travel plan monitoring process; and,
- Section 8 sets out the Action Plan.

## 2.0 POLICY CONTEXT

### 2.1 Introduction

2.1.1 This section of the Transport Statement sets out the current national, regional and local transport planning policy relevant to the proposed development

2.1.2 Current transport policies at the national, regional and local level are built around the central themes of long-term sustainable development, sustained investment in transport and improved accessibility at all levels. These policies promote continued economic growth through the provision of an efficient and reliable transport system, a reduction in traffic congestion, improvements in highway safety, and enhancements to the accessibility of sustainable modes of travel.

### 2.2 National Policy

#### *National Planning Policy Framework (NPPF) 2018*

2.2.1 The new NPPF revision was published in July 2018, which is the first revision since 2012. At the heart of the NPPF is a presumption in favour of sustainable development. This document *'provides a framework which locally-prepared plans for housing and other development can be produced'*.

2.2.2 To achieve sustainable development there are three overarching independent objectives which need to be pursued in mutually supportive ways. The NPPF defines the delivery of sustainable development through three objectives:

- Planning for a strong, responsive and competitive economy (an economic objective);
- Planning for strong, vibrant and healthy communities (a social objective); and,
- Planning for protecting and enhancing the natural, built and historic environment (an environmental objective).

2.2.3 The NPPF recognises that transport issues should be considered from the earliest stages of plan making and development proposals, so that:

- Potential impacts of the proposed development on transport network can be addressed;
- Opportunities from transport infrastructure and changing transport technology and usage are realised, in relation to the scale, location or density of the development that can be accommodated;
- Walking, cycling and public transport opportunities are identified and pursued;



- Environmental impacts of transport and traffic can be identified, assessed and taken into account, including opportunities for avoiding and mitigating any adverse effects; and,
- Provision of high-quality places, where patterns or movements, streets, parking and transport considerations are integral to the design.

2.2.4 It is recognised that the planning system should manage growth in support of these objectives. It is also considered that major developments should be located in sustainable locations, where the need to travel is limited and a choice of alternative modes of travel is offered. This can improve air quality, health and well-being, as well reduce congestion and emissions. It is recognised that opportunities to maximise sustainable transport will differ between urban and rural areas and this should be taken into account.

2.2.5 The NPPF states that '*plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people*'. Therefore, development should be located and designed where practical to, amongst other things:

- Support an appropriate mix of uses, and minimise the number and length of journeys needed for employment, education, leisure, shopping and other activities;
- Actively engage with local highway authorities, transport infrastructure providers, operators and neighbouring councils so that investments and strategies for sustainable transport and development patterns are aligned;
- Identify and protect sites and routes which could be critical in developing infrastructure to widen transport choice, and realise opportunities for large developments; and,
- Provide high quality walking and cycling networks and support facilities such as cycle parking.

2.2.6 Planning policies should provide an effective use of land. When assessing new developments, consideration of the following should be taken into account:

- Appropriate opportunities to promote sustainable transport modes, based on the type and location of development;
- Safe and suitable access to the site can be achieved for all users;
- Any impacts of development on the transport network, including highway safety, can be effectively mitigated.

2.2.7 Development should only be refused on highway grounds if there would be an '*unacceptable impact on highway safety, or the residual cumulative impacts on the road would be severe*'. Therefore, new applications should:

- Prioritise pedestrian and cycle movements (within the scheme and with neighbouring areas), and encourage the use of public transport, by maximising the catchment area for public transport services and provision of appropriate facilities;
- Address the needs of people with disabilities and reduced mobility;
- Create safe, secure and attractive places that minimise the conflict between vehicles and vulnerable road users, and respond to local character and design standards; and,
- Allow for the efficient delivery of goods, and access by service and emergency vehicles.

2.2.8 It states that all developments that generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the impacts of the proposals can be assessed

## 2.3 Regional Policy

### *The London Plan (March 2016)*

2.3.1 The London Plan, published in March 2016, is consolidated with alterations to the 2011 London Plan, motivated by the realisation that the population of London has grown much faster than was anticipated in the 2011 London Plan. It is '*the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years*'.

2.3.2 Chapter 6 of the London Plan details the policies primarily intended to support the delivery of a city where it is easy and convenient for everyone to access jobs, opportunities and facilities with an efficient and effective transport system which actively encourages more walking and cycling, and supports the delivery of all the objectives of the London Plan.

2.3.3 Policy 6.1 specifies that the Mayor will use a strategic approach to better integrate transport and development proposals including:

- Encouraging patterns and nodes of development that reduce the need to travel, especially by car;
- Seeking to improve the capacity and accessibility of public transport, walking and cycling;
- Supporting measures that encourage shifts to more sustainable modes and appropriate demand management; and,
- Promoting walking by ensuring an improved urban realm.

2.3.4 Policy 6.2 states how the Mayor will work with strategic partners to:

- Improve the integration, reliability, quality, accessibility, frequency, attractiveness and environmental performance of the public transport system;
- Co-ordinate measures to ensure that the transport network, now and in the future, is as safe and secure as reasonably practicable; and,
- Increase the capacity of public transport in London over the Plan period by securing funding and implementing the schemes outlined in Table 6.1 of the London Plan.

2.3.5 Policy 6.3 details how the effects of development on transport capacity are assessed.

Development proposals should ensure that impacts on transport capacity and the transport network are fully assessed and development should not adversely affect safety on the transport network.

2.3.6 Policy 6.9 details how the Mayor will work with all relevant partners to bring about a significant increase in cycling in London. It states that developments should *'provide secure, integrated and accessible cycle parking facilities'*.

2.3.7 Policy 6.10 states the Mayor's intentions to *'bring about a significant increase in walking in London'* achieved by *'emphasizing the quality of the pedestrian and street environment'*.

2.3.8 Policy 6.13 addresses how parking can have a significant influence on transport choices and seeks an appropriate balance between promoting new development and providing excessive car parking. The Plan sets out maximum standards as the basis for considering planning applications. Developments must provide for the travel needs of disabled people, meet minimum cycle parking standards and provide for the needs of deliveries and servicing.

*Draft New London Plan (November 2017)*

2.3.9 In terms of transport, the aim for London is to reduce the dependency on cars in favour of increasing walking, cycling and public transport use. Policy T1 aims to rebalance the transport system towards walking, cycling and public transport, to ensure that alternatives to the car are accessible, affordable and appealing.

2.3.10 It is stated in Policy T6 of the draft New London Plan, that car parking for all developments should be restricted in line with public transport connectivity. In addition, it is considered that *'the dominance of vehicles on streets is a significant barrier to walking and cycling and reduces the appeal of streets as public places. Reduced parking provision can facilitate higher-density development and support the creation of mixed and vibrant places that are designed for people rather than vehicles'*. It is also stated in the policy that apart from the existing or planned PTAL level at the site, considerations should be given to the quality of public transport provision, as well as conditions for walking and cycling.

2.3.11 Policy T6.2 states that all developments in central activities zones and inner London should be car-free.

## 2.4 Local policy

### *Camden Local Plan 2017*

2.4.1 Camden's Core Strategy (adopted in 2017) sets out the key elements of the Council's planning policies and replaces the Core Strategy and Development Policies documents (adopted in 2010). It sets out the vision and strategic policies for the borough.

2.4.2 The Plan promotes sustainable transport choices in order to mitigate the impact of developments on the environment, to respond to congestion affecting roads and public transport, and to promote healthier lifestyles. The detailed policy framework to implement these aims, and those specific to these proposals, is set out below.

### *Policy C6*

2.4.3 The Council encourages access and inclusion for all. Therefore, new developments will be expected to be built to the highest standard and inclusive design, provide routes between the buildings in an accessible way, encourage accessible public transport and provide for the travel needs of disabled people.

### *Policy T1*

2.4.4 To promote sustainable transport choices, development should prioritise the needs of pedestrians and cyclists and ensure that sustainable transport will be the primary means of travel to and from the site. As part of this policy, it is proposed to improve the pedestrian environment, by creating a safe, easy to walk through and well-lit environment.

2.4.5 Cycling is also promoted, and new development will be expected to provide and make contributions towards connected, high quality, convenient cycle routes. It is expected that cycle parking will exceed London Plan's cycle standards.

2.4.6 Lastly, promotion of public transport will be encouraged in the borough.

### *Policy T2*

2.4.7 The Council will limit opportunities for parking and will require all new developments to be car-free. As part of the policy, the Council will not issue on-street and on-site parking permits and limit parking for all users, apart from Blue Badge users and operational and servicing vehicles.

*Camden Planning Guidance: Transport (Draft November 2018)*

- 2.4.1 Camden's Planning Guidance on transport provides guidance for travel plans. It is considered that travel plans enable a development to proceed without adverse impact on the transport network by promoting sustainable modes of travel.
- 2.4.2 In general, the guidance states that higher education institutions should be treated as workplace travel plans. It is also stated the Council will expect a travel plan to be prepared for developments that will significantly increase travel demand.
- 2.4.3 Travel plans are a way in which developments can contribute to meeting targets on traffic reduction, improving air quality and increasing sustainable travel. It is expected that the development will require ongoing monitoring following occupation for at least five-year period.
- 2.4.4 The overall aims for the travel plan are:
- *'Promoting active and sustainable travel with the aim to increase mode share;*
  - *Reducing the traffic generated by the development to significantly reduce the number of non-essential car trips;*
  - *Encouraging good urban design principles that open up the permeability of the development for walking and cycling linked to the Design and Access Statement; and;*
  - *Addressing any specific problems identified within the site's transport assessment.'*
- 2.4.5 A work space travel plan will be specific to each individual site and the nature of the business activity and will address staff travel to and from work. The focus is on active travel and reducing non-essential car trips.

### 3.0 EXISTING SITUATION AND ACCESSIBILITY

#### 3.1 Site location

3.1.1 This section summarises the existing transport network within the vicinity of the site, detailing the accessibility by walking, cycling, public transport and local highway network.

3.1.2 The proposed development site is located at Maria Fidelis School on Starcross Street, approximately 300m to the west of Euston Station, in the London Borough of Camden.

3.2 The proposed development is bounded by:

- The HS2 development to the north;
- The Exmouth Arms pub to the east;
- North Gower Street to the west; and,
- Starcross Street to the south.

3.2.1 The location of the development site together with the local highway network is shown in Figure 3.1 below.

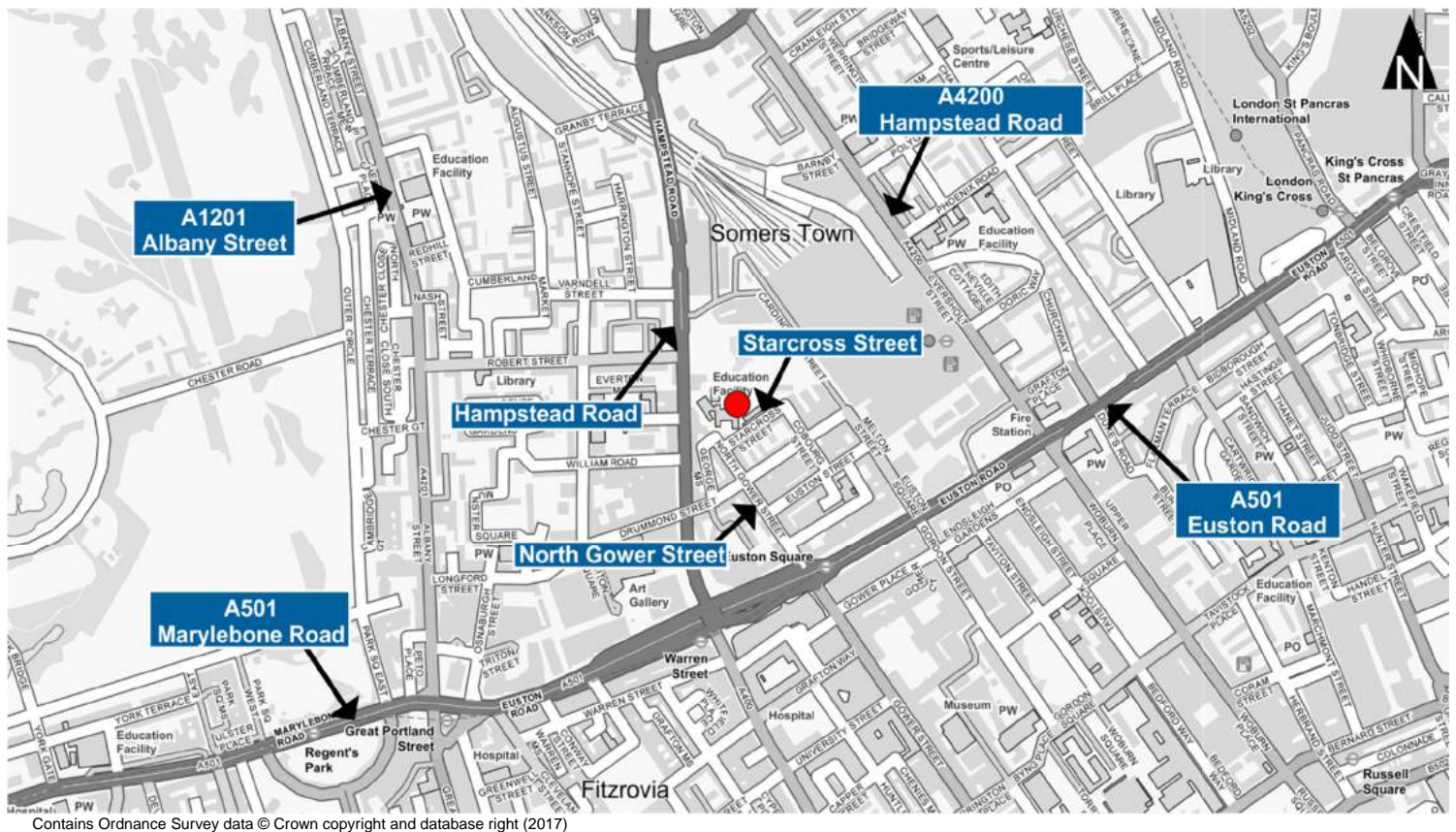


Figure 3.1 Site location and local highway network

### 3.3 Accessibility by walking and cycling

3.3.1 This site is accessible by walking, cycling and public transport, as described in the following paragraphs.

#### *Walking*

3.3.2 Pedestrians are well provided for with all the roads in the vicinity of the site having footways on one or both sides of the carriageway. Footways are provided on both sides of Starcross Street, which provide convenient access to other roads in the vicinity of the site and provide access to various amenities and facilities in the immediate area.

3.3.3 The area in the vicinity of the site is highly permeable, provided with pedestrian routes, which provide convenient access to various retail, educational and health facilities. The routes include:

- Exmouth Mews – linking Starcross Street to Drummond Street to the south-east;
- George Mews – linking North Gower Street to Drummond Street to the south-west;
- Foundry Mews – linking Drummond Street to Tolmer's Square further to the south; and,
- Everton Buildings – linking Hampstead Road and Stanhope Street to the west.

3.3.4 The northern end of North Gower Street is pedestrianised and provides a convenient route to Hampstead Road as well as bus stops and retail facilities along the length of the carriageway.

3.3.5 The site is located within walking distance of a wide range of public houses, restaurants, cafes, food stores and retail facilities along Drummond Street, Hampstead Road and the wider Euston Road area, all of which are easily accessible via the continuous footway links from the site, as shown in Figure 3.2 below.



Figure 3.2 Local amenities

3.3.6 There are various pedestrian crossing facilities provided in the vicinity of the site including:

- A formal zebra pedestrian crossing, with dropped kerbs, tactile paving and Belisha Beacons, provided approximately 120m to the south-west of the site on North Gower Road;
- A formal signalised pedestrian crossing, with dropped kerbs and tactile paving, provided approximately 120m to the north-west of the site on Hampstead Road; and,
- A formal signalised crossing with dropped kerbs and tactile paving provided approximately 170m to the south-west of the site at Drummond Street/Hampstead Road junction.

3.3.7 In addition to formal crossings, there are informal crossings with dropped kerbs and tactile paving at all junctions in the vicinity of the site, which provide a safe and convenient access from the school to various facilities, as well as Euston Station further to the east.

#### *Cycling*

3.3.8 There are a number of existing cycle routes in the vicinity of the site. The site is located approximately 50m east of an on road local cycle route, which provides access to central London and Cycle Superhighway 6, approximately 6.5km further to the south. In addition, local cycle route 162 is provided approximately 4km to the north-east of the site.



3.3.9 There are many Santander Cycle docking stations located within close proximity of the site, the closest of these is located on Euston Road, 350m from the site, and provides 24 cycle storage spaces. In addition, there are docking stations located on A400 Hampstead Road, Warren Street and Gower Place.

3.3.10 Figure 3.3 below shows the local cycle networks and Santander Cycle locations within close proximity to the site.

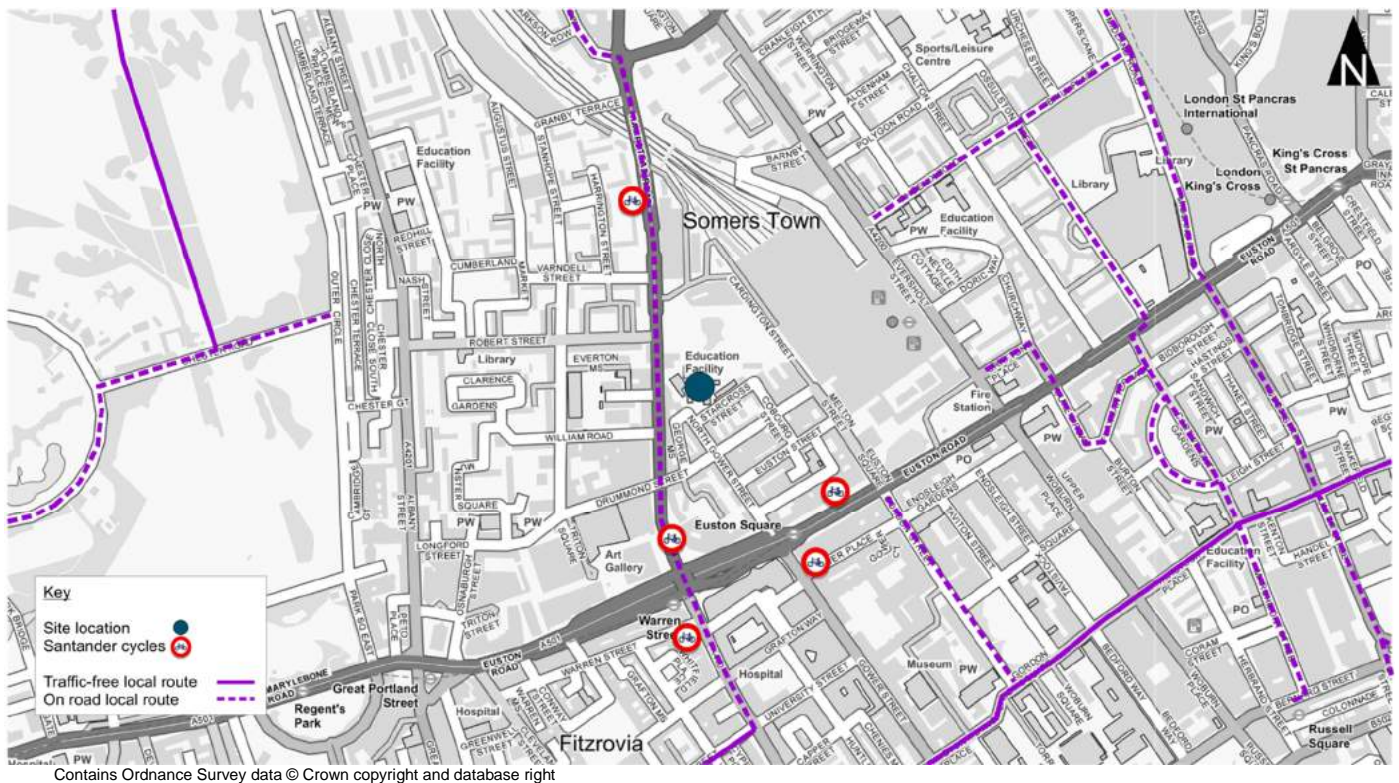


Figure 3.3 Local cycle network

### 3.4 Accessibility by public transport

#### *Bus services*

3.4.1 The nearest bus stop to the site is located along Hampstead Road, near the junction with Robert Street. The southbound bus stop is located approximately 40m walk west of the site and 90m walk to the northbound stop. Buses serving these stops provide access to North Finchley, Central London and Hackney Wick and the details are set out in Table 3.1 below.

Table 3.1 Summary of local bus routes

Route no.	Bus stop distance to site (m)	Route	Frequency Mon – Fri (mins)
<b>Hampstead Road/Robert Street</b>			
29	40m (s/b) 90m (n/b)	Lordship Lane – Trafalgar Square	4
24	40m (s/b) 90m (n/b)	Grosvenor Road – Royal Free Hospital	6
27	40m (s/b) 90m (n/b)	Chiswick Business Park – Chalk Farm	7-8
88	40m (s/b) 90m (n/b)	Camden Gardens – Clapham Common	6-7
134	40m (s/b) 90m (n/b)	North Finchley Bus Station – Tottenham Court Rd	5

3.4.2 In addition to these stops, there are further stops within easy walking distance, providing access to numerous services, at Euston Square, Warren Street Underground and Euston Bus Station, in front of Euston Station.

3.4.3 Figure 3.4 below shows the bus stops nearest the site and the bus routes.

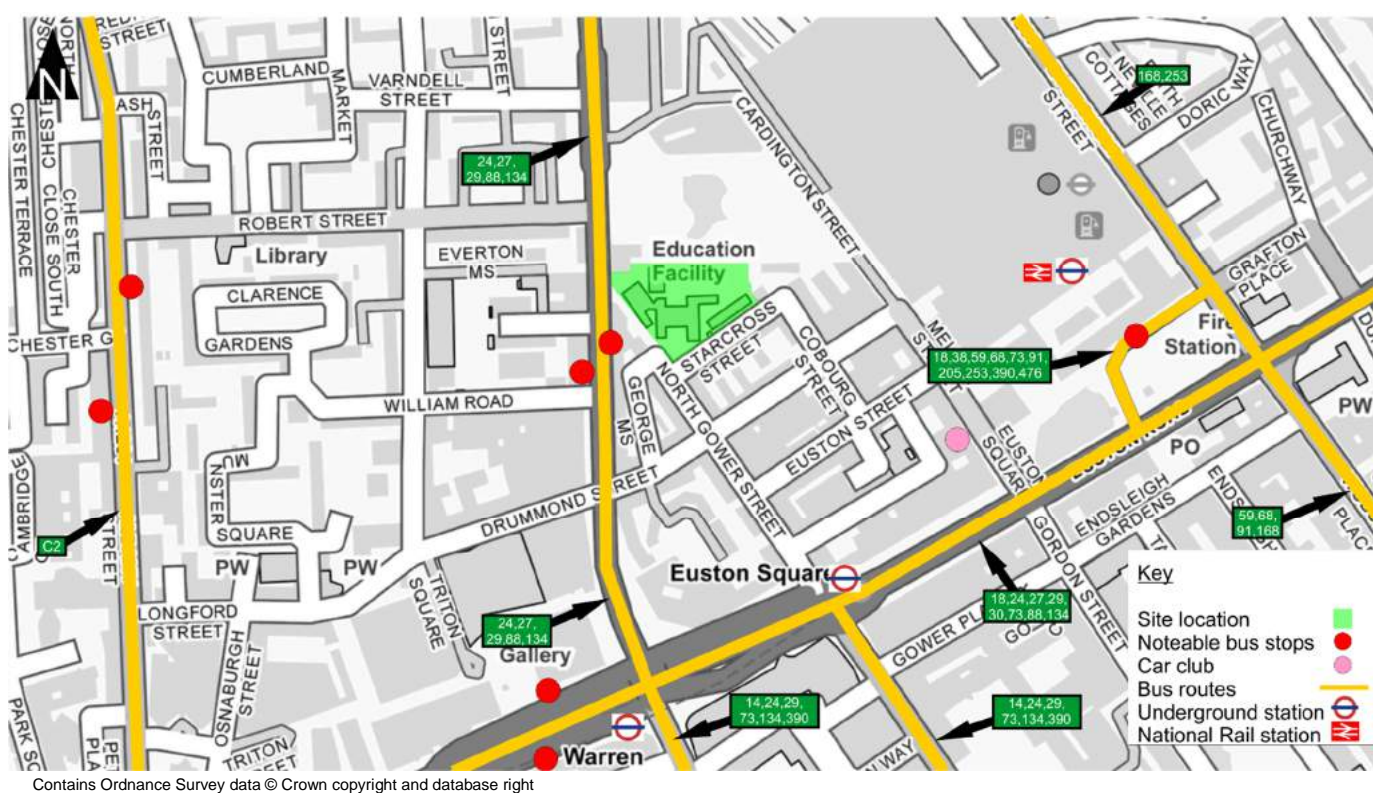


Figure 3.4 Local bus services

3.4.4 The development is located within walking distance of a wide range of regular bus services that provide excellent access to the surrounding areas and Central London.

3.4.5 The nearest bus stops on Hampstead Road can be reached via a level access route with dropped kerbs and tactile paving at all crossing points, including at the signalised crossing on Hampstead Road.

#### *Rail services*

3.4.6 Euston train station is a major railway station located 300m east of the site to the main concourse. This station provides local and regional services including to Birmingham, Liverpool, Crewe, Glasgow, Manchester and Edinburgh. This station has 18 platforms. There is step-free access across the station, with access on the western rear side of the station via Melton Street. There is step-free access to all platforms. Lifts link the taxi rank, underground ticket hall and the concourse. The step-free access to the concourse on the north-western corner of the station is 250m from the development and can be reached via a level access route with dropped kerbs and tactile paving at all crossing points, as follows:

- Exit the site at the southern corner;
- Cross Starcross Street at the western end to reach the southern side of the carriageway;
- Continue eastbound along Starcross Street into Coburg Street and head south;
- At the junction with Drummond Street, cross and head east along Drummond Street to Melton Street;
- Cross Melton Street to reach the step-free station access.

3.4.7 Euston Underground station is served by Northern line (both Bank and Charing Cross branches) and Victoria lines. Northern line services depart every 1-2 minutes, heading to Edgware and High Barnet in the north, and Central London to the south. Victoria Line services depart every 1-2 minutes, heading to Walthamstow to the north and Brixton to the south.

3.4.8 Warren Street Underground station is located approximately 330m to the south of the site. The station is located on the Northern Line and Victoria lines. Northern Line services depart Warren Street every three minutes,

3.4.9 Euston Square Underground station, to the south of the site, is located approximately 500m walk distance away (this route includes crossing Euston Road at Warren Street Station and returning eastbound along the southern side of the carriageway). The station is located on the Circle, Hammersmith & City and Metropolitan lines and services depart from this station every 2-3 minutes, providing links to east, west and Central London. Step-free access is available to passengers heading westbound and there are dropped kerb crossings provided at all junctions and crossing points from the site to the station.

3.4.10 Both Euston Square and Warren Street stations can be reached via a level access route with dropped kerb crossings and tactile paving at all crossing points along the route.

#### *Car clubs*

3.4.11 Car clubs provide an affordable alternative for occasional car use to conventional car ownership. Zipcar are the current car club operator in Camden. The extensive car club network which is offered within the borough provides the following benefits:

- Relieves parking pressures within the borough;
- Reduces the reliance on the private motor-vehicle by residents and businesses; and,
- Improves the level of social inclusion experienced by residents who cannot afford to own a car.

3.4.12 There are various car club locations in the vicinity of the site including:

- One space on Melton Street, approximately 300m south-west of the site;
- One space on Doric Way, approximately 600m east of the site;
- One space on Warren Street, approximately 530m to the west of the site; and,
- One space on Endsleigh Street, approximately 630m south-east of the site.

### 3.5 Public Transport Accessibility Level

3.5.1 Public Transport Accessibility Levels (PTAL) are a theoretical measure of the connectivity of a given point to the public transport network, taking into account walk access time and service availability.

3.5.2 The PTAL is categorised in eight levels (1a to 6b), where 6b represents an excellent level of connectivity and 1a represents a poor level of connectivity.

3.5.3 The assessment methodology reflects:

- Walking time from the point of interest to the public transport access points;
- The reliability of the service modes available;



- The number of services available within the catchment; and
- The level of service at the public transport access points – i.e. average waiting time.

3.5.4 An Equivalent Doorstep Frequency (EDF) is calculated for each of the public transport services accessible from the site based on the criteria described above. These individual EDF values are then weighted to provide an Accessibility Index (AI) value for each service accessible from the site. The sum of the AIs for each mode are then aggregated to provide a single measure of connectivity. Figure 3.5 below shows the PTAL calculation in which the site is located.

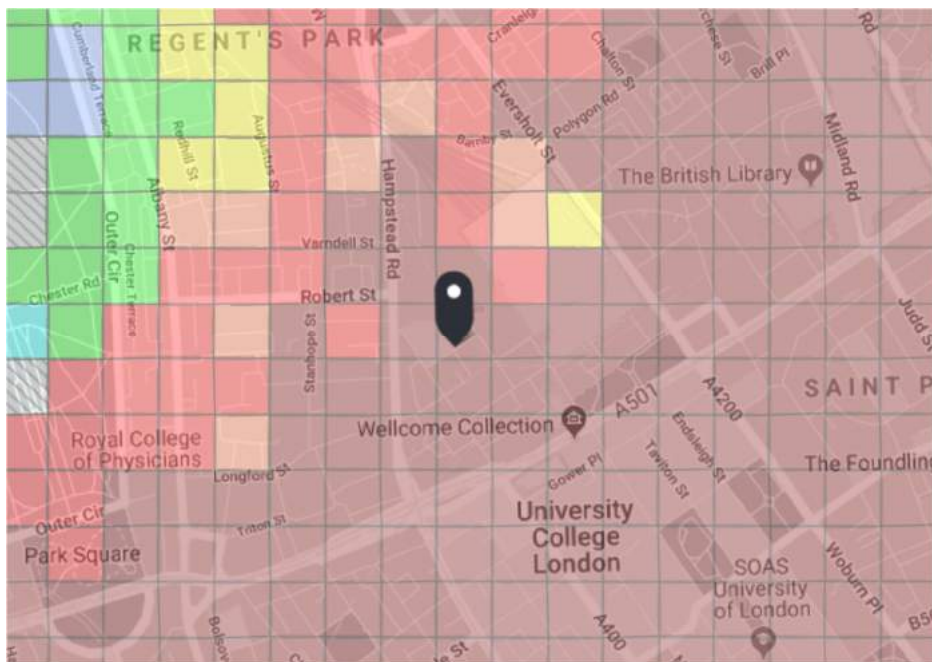


Figure 3.5 Public Transport Accessibility Level

3.5.5 Based on the Transport for London adopted methodology, the site has a PTAL of 6b, which is described as having excellent transport links within its immediate vicinity. The TfL's WebCAT online calculation tool identifies the site as having an accessibility index of 56.42, significantly in excess of the threshold for a level 6b of 40. This high PTAL level reflects the site's accessibility to public transport services.

### 3.6 Personal injury accidents

3.6.1 Personal injury accident data has been obtained for the period 2013 to 2017 (inclusive) for the study area. The severity of accidents and number of casualties per year is summarised in Figure 3.6 and Table 3.2 below.

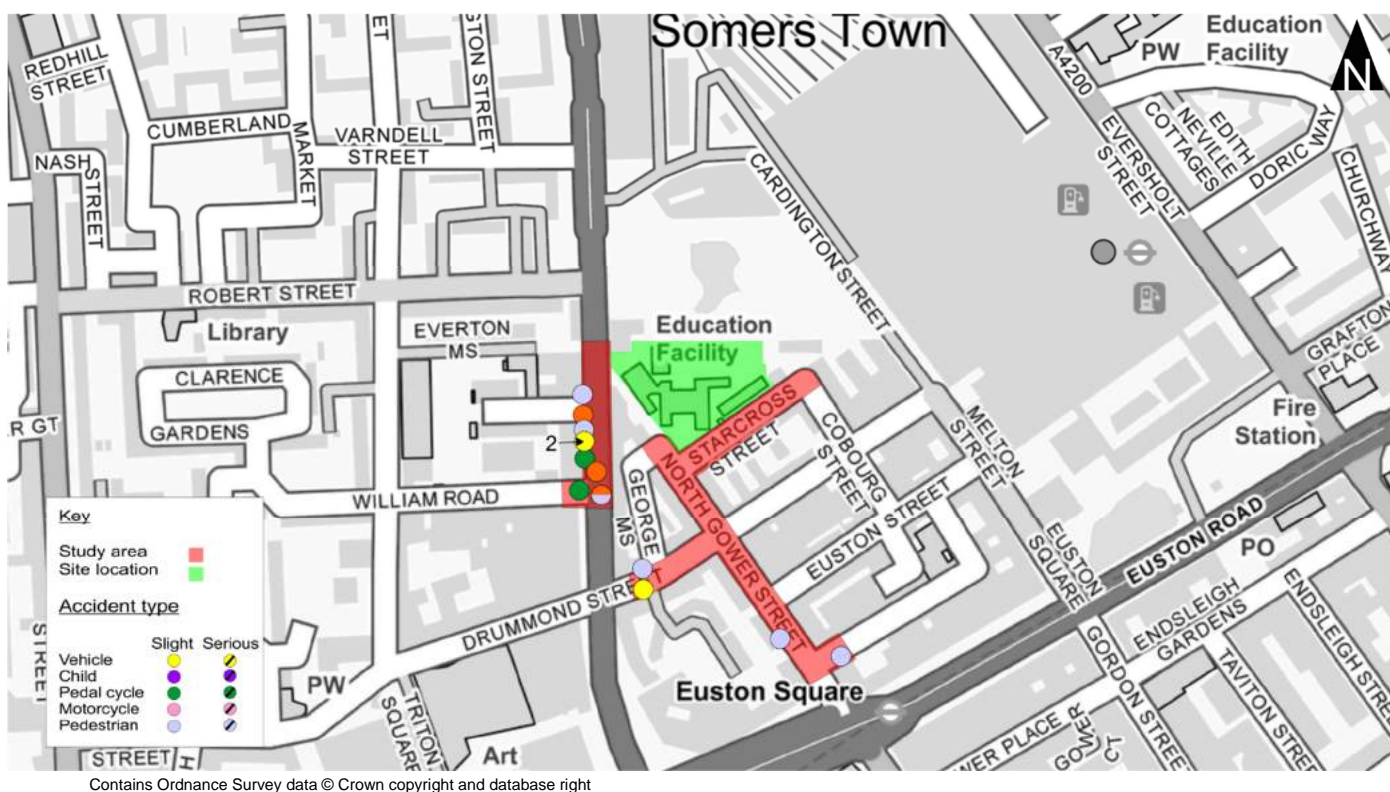


Figure 3.6 Personal injury accident data

Table 3.2 Summary of personal injury accident data

	Personal injury			No. of casualties	No. of accidents involving vulnerable users			
	Fatal	Serious	Slight		Cyclists	Child	Motorcycle	Pedestrians
2017	0	0	2	2	0	0	1	2
2016	0	0	1	1	0	0	1	0
2015	0	0	5	5	1	0	1	2
2014	0	0	3	3	0	0	0	1
2013	0	0	2	2	1	0	0	1
Total	0	0	13	13	2	0	3	6

3.6.2 It can be seen from Table 3.2 above that 13 accidents resulting in slight injury occurred within the vicinity of the site over the past five years, resulting in 13 casualties. It can also be seen that two of these accidents involved a pedal cyclist, three involved a motorcyclist and six involved a pedestrian. Due to the size of the development and the likely low level of vehicle trips generated, it is anticipated that the development will have no adverse impact on road safety.

### 3.7 Baseline travel surveys

- 3.7.1 Prior to undertaking an initial travel survey, once the site is occupied, it is necessary to establish a baseline upon which the Travel Plan targets will be set (refer to Section 4 for details of these targets). Table 3.3 below summarises the predicted number of trips generated by the proposed development by mode.

Table 3.3 Trip generation by mode

Mode	Daily 2-way	Mode split (%)
Total person	1126	100
Walk	349	31
Cycle	59	5
Public transport	665	59
Vehicles	44	4
Other	9	1

- 3.7.2 The modal split for occupiers, for the Middle Super Output Area (MSOA 023) has been based on the 2011 Census Travel to Work datasets. These modal splits are detailed in Table 3.4 below and will be applied to the total adult population. The mode share excludes those not currently working and those working from home.

Table 3.4 Mode share

Mode split (%)	
Mode	Camden MSOA (023)
Train and underground	76
Bus	13
Motorcycle	0
Cycle	0
Walk	10
Car passenger	0
Car driver	0

- 3.7.3 The actual mode split for occupiers will only be known once the initial travel surveys have been carried out, however, the data above suggests that all users accessing employment in this area of Camden use sustainable modes. Targets will, therefore, focus on encouraging more active modes of travel, especially walking and cycling.
- 3.7.4 Initial travel surveys will be carried out when the site is substantially occupied. All travel surveys at the site will be TRICS compliant and will record data regarding occupiers' travel patterns, deliveries and servicing movements and barriers to sustainable travel.

## **4.0 TRAVEL PLAN OBJECTIVES, TARGETS AND INDICATORS**

### **4.1 Introduction**

4.1.1 An outcomes approach is used for this Travel Plan, with specific outcomes linked to targets. The section below sets out the overarching aims and specific objectives for the Travel Plan, as well as targets for the short and medium term, through which progress towards meeting the overall targets will be measured.

4.1.2 Objectives are the specific statements that define the measurable outcomes of the Travel Plan and give it direction and focus. Targets are the measurable goals by which progress can be assessed. Targets have been set which will be reached within the period covered by the proposed Travel Plan (i.e. by 2026). In addition, interim targets have also been set.

### **4.2 Aims and objectives**

4.2.1 The primary focus of this Travel Plan is to increase the proportion of journeys by active travel modes. Ensuring that facilities and support are in place is vital to the success of the Travel Plan. This Travel Plan assists in achieving national and local policy aims and has the potential to benefit the site and its local community.

4.2.2 The specific objectives for this Travel Plan are to:

1. Increase the share of journeys made on foot and by bicycle;
2. Address the access needs of all site users, by supporting walking, cycling and public transport to promote healthy lifestyles and sustainable communities; and,
3. Improve awareness amongst occupiers about the different travel options and facilities available.

4.2.3 Targets are the measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring the progress and success of the Travel Plan. The targets are set out in Table 4.1 below and are to be achieved within five years of the launch of the Travel Plan. Indicators are the elements which will be measured in order to assess progress towards the targets. The baseline values are based on the mode split set out in Section 3 above. These targets will be updated with the results of the initial travel surveys.



Table 4.1 Travel Plan targets

Targets (and specific objectives met)	Indicators	Occupiers' mode split (%)		
		Baseline value %	Interim target %	Target %
Aim target				
Increase the use of active travel modes (1)	All trips made by walking and cycling	10	11	11
	All trips made by public transport	89	89	89
	All trips made by car (as driver or passenger)	0	0	0
	Other	1	0	0
Action Targets				
Appoint a TPC (1, 2, 3)	Appointment confirmed		n/a	
Produce a Travel Welcome Pack (3)	Complete and issue pack		n/a	
Address the access needs of site users by implementing measures and policies to support walking, cycling and use of public transport (3)	Take-up of initiatives		n/a	
Improve awareness amongst site users of alternative travel options, policies and availability of facilities (1,3)	n/a		n/a	
Provide appropriate cycle parking, including visitor spaces (1)	Installation of cycle parking		n/a	

#### 4.2.4 The scope for increasing walking and cycling trips based on:

- The range of local amenities within walking and cycling distance of the site; and,
- The availability of walking and cycling infrastructure surrounding the site.

## 5.0 TRAVEL PLAN STRATEGY

### 5.1 Introduction

5.1.1 This Travel Plan strategy sets out the stages by which the Travel Plan will be developed and implemented and contains these key elements:

- Securing the resources (including time) that are necessary to develop and implement the Travel Plan;
- The programme of implementation of the Plan;
- Managing the Plan including the roles and responsibilities of the Travel Plan Co-ordinator;
- Identifying and engaging with partners; and,
- Marketing the Plan.

### 5.2 Travel Plan funding

5.2.1 The funding of the Travel Plan will be the responsibility of the developer who is fully committed to the implementation of this Travel Plan and its maintenance over a five-year period.

### 5.3 Implementation programme

5.3.1 The implementation programme provides a clear timescale for how and when different aspects of the Travel Plan will be implemented, and by whom. Table 5.1 below sets out the implementation programme.

*Table 5.1 Travel Plan implementation*

<b>Travel Plan stage</b>	<b>Target date for completion</b>
Implementation of physical measures	During construction
Appointment of TPC	Before occupation
Production of travel pack and other information	2021
Initial (TRICS compliant) travel survey	Substantial occupation
Travel Plan amended with survey results and target setting to be submitted to LB of Camden	Within 1 month of initial travel survey
Interim (TRICS compliant) travel survey	Year 3 of Travel Plan
Submit interim survey results and amended Travel Plan to LB of Camden	Within 1 month of interim travel survey
Final (TRICS compliant) travel surveys	Year 5 of Travel Plan
Full review at end of year 5 and submit final report to LB of Camden	Within 1 month of final travel survey

## **5.4 Managing the Plan: roles and responsibilities**

### *Travel Plan Co-ordinator*

- 5.4.1 The success of travel plans is dependent on nominated individuals being given appropriate time and resources. A Travel Plan Co-ordinator (TPC) will need to be appointed to manage the Travel Plan, introduce new initiatives, ensure delivery of the Travel Plan and monitor its effectiveness.
- 5.4.2 It is likely that the TPC long-term role will be fulfilled by a member of developer's organisation (who would undertake the role as part of their wider responsibilities within the organisation), or via an appointed consultant. It is expected that the TPC will need the support of the occupiers' group to fulfil these duties.
- 5.4.3 This TPC will be required to allocate sufficient time to manage the Travel Plan. Whilst this will vary throughout the year, on average it is expected that the Co-ordinator will spend approximately two days per month managing the Plan.

### *Partners and stakeholders*

- 5.4.4 Travel plans need partnerships for success. Organisations need to work with a number of partners and internal stakeholders during the implementation process. It is expected that all partners will make an active contribution to the process. The TPC will be a central figure in establishing partnerships and maintaining links and lines of communication and partners may include Camden Borough's and occupiers' group.

### *Marketing and travel information*

- 5.4.5 Marketing and awareness raising strategies form an important part of all travel plans. They raise awareness of travel options and the benefits of more sustainable and active travel. To be successful the Travel Plan will need promotion and marketing to highlight the benefits and opportunities it provides.
- 5.4.6 The first step towards behavioural change is for an individual to understand and consider the options which are realistically available to them and the benefits and disadvantages of each. One barrier to behavioural change is a lack of knowledge about these options. Therefore, complete and easy to understand information about travel data is an essential ingredient of any travel plan.
- 5.4.7 Marketing can be used through various stages of the Plan development including:
- Introducing the Travel Plan concept;
  - Production and distribution of the occupiers' travel pack
  - Introduction of measures and initiatives; and,

- General promotional campaigns to highlight the financial, social and environmental benefits associated with sustainable travel options.

5.4.8 The measures set out in Section 6 will be considered to ensure efficient and extensive dissemination of travel options information using a variety of techniques including printed materials, electronic media and through activities and events. Specific communication tools and techniques used to promote the Travel Plan could include:

- Printed materials - posters, flyers, newsletters and notice boards;
- Electronic media - Travel Plan publishing on website and/or emails to site users;
- Events – support national campaigns;
- Travel information in the occupiers' pack with links to key travel resources, including:
  - Public transport timetables, routes, fares (e.g. [www.traveline.co.uk](http://www.traveline.co.uk), <https://tfl.gov.uk/travel-information/timetables/>)
  - Bicycle information (e.g. <https://tfl.gov.uk/modes/cycling/routes-and-maps>, <https://tfl.gov.uk/modes/cycling/santander-cycles> <https://camdencyclists.org.uk/map-camden-cycling-infrastructure-2014-2018/> )
  - Car-sharing and car club databases (e.g. <https://www.zipcar.co.uk>, <https://www.enterprisecarclub.co.uk>)
- Social media sites providing up-to-date travel information
- Providing information about all travel options and the benefits of choosing sustainable travel modes in a new occupiers' pack; and,
- Articles and information on the Camden Council's website.

## 6.0 TRAVEL PLAN MEASURES

- 6.1.1 This section of the Travel Plan is key to successfully delivering effective travel change. A package of measures and initiatives has been designed to meet the targets of the Travel Plan. Table 6.1 below lists the measures that will be considered to encourage more sustainable travel to the site.
- 6.1.2 A large proportion of the site users will likely travel by sustainable modes, therefore, the measures listed below are designed to make sustainable travel choices easier and more affordable. This will reward sustainable travel users and ensure this mode share is not only maintained but increased.
- 6.1.3 A Travel Pack will be distributed to all occupiers. A key role of the Travel Pack will be to raise awareness of the sustainable travel initiatives being implemented through the Travel Plan and the travel options available to users.
- 6.1.4 Travel packs may include the following: TPC contact details; walking and cycling routes; cycle parking; local cycle shops; cycle training and bike maintenance sessions; public transport information; information on car clubs; and local services and facilities.

*Table 6.1 Measures and initiatives to promote sustainable travel*

Strategy	Measures
Initiatives to support walking	Easy access, movement and permeability is incorporated in the design of the site. New public realm space will also encourage walking.
	Provide showers, changing and drying facilities and lockers for storing clothes
	Set up walking buddy scheme
	Provide pool umbrellas to assist staff caught out by rain on the way home or for business travel
	Allow staff with children to participate in Walk to School Week and arrive to work a little later
	Promote safe, local walking routes through distribution of local route maps and include on sustainable travel notice board. Contact the local authority for information on local walking routes.
	Provide information on route planner apps and websites (e.g. Map my Walk, Walking for Health, Living streets, Walk4Life)
	Promote awareness raising events like Walk to Work Week.
	Provide occasional incentives (e.g. active traveller's breakfast)
	Raise awareness of health and financial benefits of walking through distribution of literature to encourage walking.
Initiatives to support cycling and motorcycling	Provide convenient, secure and well-lit cycle parking.
	Monitor use of cycle parking and increase if necessary, to reflect increase in demand
	Provide a cycle mileage allowance for business miles for staff
	Offer interest free loans for purchase of cycle equipment and/or investigate tax free cycle to work schemes
	Attempt to negotiate staff discount with local cycle shop
	Organise on-site cycle repairs and/or purchase a puncture repair kit for the site
	Provide shower, locker, drying and changing facilities for cyclists for students and staff
	Raise awareness of health and financial benefits of cycling through promotional literature in the resident's travel pack

	Distribute route maps (e.g. Super Cycleway 6) showing local cycle routes and display on sustainable travel notice board. Sustrans is a source of information on cycle routes and general cycling advice.
	Promote events like National Cycle to Work Week.
	Provide road safety training, events and cycle workshops to staff and students and staff
Initiatives to support use of public transport	Provide clear public transport information regarding services and location of facilities.
	Provide links to information services e.g National Rail enquiries and the details of service providers (Circle, Hammersmith & City and Metropolitan)
	Continuously review and update bus/train timetables and service information
	Provide interest free loans for season tickets
	Introduce a flexi time system to allow staff to co-ordinate their working hours with public transport services (office staff)
	Promote use of route planners (e.g Traveline, City Mapper)
Support for car club	Provide information about carrying cycles on trains.
	Promote car club websites
Reducing the need to travel	Promote a local recruitment strategy
	Provide on-site service facilities for staff (e.g. gym or catering facilities)
	Provide video/audio conferencing facilities for meetings and reduce the need to travel for business
General promotion	Promote the benefits of working from home
	Inclusion of sustainable travel information and incentives in occupiers' welcome packs
	Develop "How to find us" section on organisation website showing how the site can be accessed
Deliveries	Policy of using local supplies (e.g. cafeteria)
	Select suppliers that can deliver multiple items
	Co-operate with other site occupiers on common purchasing requirements

## 7.0 MONITORING AND REVIEW

### 7.1 Introduction

7.1.1 The Travel Plan is a continuous process for improvement, requiring monitoring, review and revision to ensure that it remains relevant to the organisation and those using this site. This document sets out the plans for monitoring and review of the Travel Plan over the next five years (2021 – 2026). The monitoring and review of the Travel Plan will be the responsibility of the TPC who will arrange travel surveys, collate the resulting information, review progress towards meeting targets, recommend new initiatives and submit the monitoring reports to Camden.

### 7.2 Travel Plan launch

7.2.1 This Travel Plan will be launched in 2021, to coincide with the opening of the development. This ensures that there is a sufficient sample size of occupiers to conduct the initial baseline surveys.

### 7.3 Travel surveys

7.3.1 Travel surveys (TRICS compliant) will be undertaken in the first year (initial baseline) and years three (interim) and five (final) of the Travel Plan (as shown in Table 7.1). This will enable the Travel Plan to be monitored to see how successful it has been in inducing modal shift, and enable a review of the current measures so they can be adjusted, and new measures introduced where necessary. The data collected during these surveys may include multimodal counts, parking surveys, household survey, attitude towards travel options and barriers to sustainable travel and visitor survey.

7.3.2 It is likely that an independent travel survey company will be appointed to carry out this survey.

Table 7.1 Monitoring plan

Data collection and reporting	Key information	When/how frequently	By whom
Travel survey	Response rate Mode share Awareness level Barriers to use of sustainable mode	Initial in 2021 and in years 1,3 and 5	TPC (using TRICS compliant survey methods)
Baseline survey report and Travel Plan amendments (if required)	Travel survey results Setting targets Any revisions to measures	Within 1 month of ITS	TPC
Site audit (if site situation/facilities change)	Use of car and cycle parking, lighting on footways, etc.	On first occupation and annually	TPC
Records of new travel plan initiatives	New initiatives	Annually	TPC
Monitoring report	Travel survey results How targets are being met Any revisions to measures	Years 1, 3 and 5	TPC

#### 7.4 Reporting

- 7.4.1 The Travel Plan will be amended, with targets set, following the initial travel surveys. This report will be submitted to Camden Council for approval. Subsequent monitoring reports, in years 3 and 5 will be submitted following the completion of the interim and final surveys.
- 7.4.2 The results of the travel surveys and of any review of the Travel Plan will be reported Camden's officers.
- 7.4.3 Key surveys and/or monitoring findings and updates to the Travel Plan will be disseminated and publicised to occupiers where appropriate.



## 8.0 ACTION PLAN

8.1.1 The Action Plan brings together all the measures outlined in this Travel Plan and sets a timescale for implementation that runs over five years.

8.1.2 Implementation of the majority of the actions will be the responsibility of the TPC. However, gaining support from other agencies (including Camden Council) will be vital if the Travel Plan is to succeed and achieve results.

8.1.3 The Action Plan is outlined in Table 8.1 below.

*Table 8.1 Action Plan*

<b>Action</b>	<b>Target date</b>	<b>Funding</b>	<b>Responsibility</b>
Provision of physical measures (to include cycle and car parking provision, walking and cycling routes through development etc.)	Prior to first occupation	Developer	Developer
Secure funding of the TP	Prior to first occupation	Developer	Developer
Appointment of TPC	Prior to first occupation	Developer	Developer
Production of travel pack	2021	Developer	TPC
Carry out site audit	2021	Developer	TPC
Launch of Travel Plan	2021	Developer	TPC
Distribution of travel pack	2021	Developer	TPC
Promotion of 'soft' TP measures	Upon first occupation and then ongoing	Developer	TPC
Initial baseline (TRICS compliant) travel survey to be undertaken	2021	Developer	TPC
Amended Travel Plan with survey results and targets setting, to be submitted to LB of Camden.	Within 1 month of the initial travel survey	Developer	TPC
Interim (TRICS compliant) travel survey to be undertaken	Year 1 of the Travel Plan	Developer	TPC
Submit interim monitoring report to LB of Camden.	Within 1 month of the interim travel survey	Developer	TPC
Interim (TRICS compliant) travel survey to be undertaken	Year 3 of the Travel Plan	Developer	TPC
Submit interim monitoring report to LB of Camden.	Within 1 month of the interim Year 3 travel survey	Developer	TPC
Final (TRICS compliant) travel survey	Year 5 of the Travel Plan	Developer	TPC
Full review and submission of final monitoring report to LB of Camden.	Within 1 month of the Year 5 survey	Developer	TPC
Recommend any need for further measures or continued monitoring to meet Travel Plan targets	As part of the final monitoring report	Developer	TPC