



The Diorama  
No 18 Park Square East, Regent's  
Park, London

**Framework Commercial Travel  
Plan**

for The Diorama Estates Limited

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London

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## Document Control Sheet

Framework Commercial Travel Plan

The Diorama, No 18 Park Square Estate, Regent's Park, London

The Diorama Estates Limited

This document has been issued and amended as follows:

Date	Issue	Prepared by	Approved by
21/10/2019	1 <sup>st</sup> Draft	EU	PdeJ
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## 1.0 Introduction

### General

- 1.1 Motion is instructed by The Diorama Estates Limited to prepare this Framework Commercial Travel Plan to accompany a planning application relating to The Diorama, No.18 Park Square East (herein referred to as 'the site'). This report considers highways and transport related matters in respect of the proposed development. This Travel Plan has been prepared in support of a planning application for:

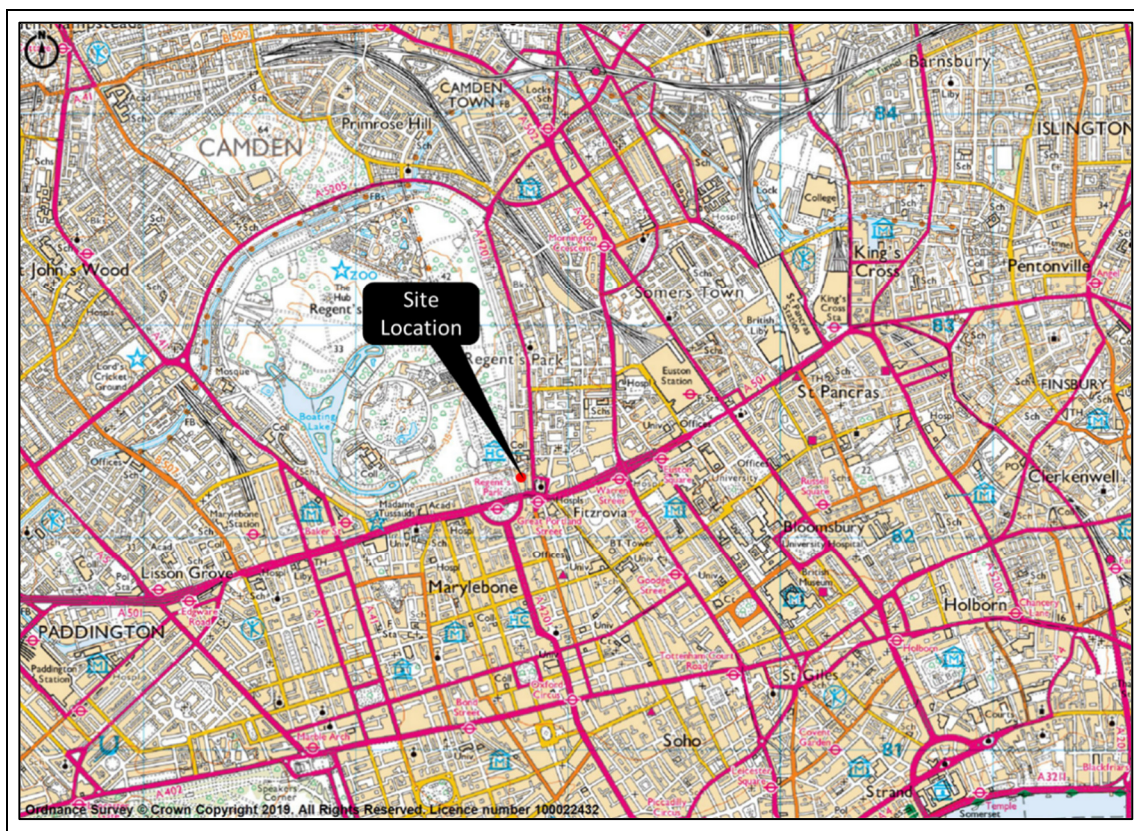
*Change of use of building from institutional use (SG) to be used as Offices (Class B1a), extension at roof level to provide new third floor, internal subdivision, infilling, refurbishment and associated works.*

- 1.2 The scheme will comprise of the following development quantum;

- ▶ B1 office-use (including reception space) 2,889 sqm GEA.

### Background

- 1.3 The site is located to the south-east of Regents Park and is bounded by Albany Terrace/Peto Place to the east. The site is approximately 230 metres north east of Regent's Park Underground station and 210 metres north west of Great Portland Underground station. The site is well located with regard to the wider road network with the A501 located to the south. The administrative boundary is the London Borough of Camden. The site in relation to strategic transport links is shown in **Figure 1.1**.



**Figure 1.1 – The Diorama – Site Location**

- 1.4 This Travel Plan has been prepared in accordance with TfL - Travel Planning for New Development in London (November 2013).
- 1.5 A Travel Plan is a long-term strategy, adopted by an occupier/commercial tenant, with the objective of reducing private car use in favour of more sustainable modes of travel. This is achieved through a combination of the following:-

- ▶ Increasing awareness to the advantages and potential for travel by more environmentally friendly modes of transport;
  - ▶ The introduction of various measures that will facilitate travel by non-car modes of transport;
  - ▶ The setting of mode share targets to reflect a reduction in car use; and
  - ▶ The monitoring of these targets as well as the operation of the Travel Plan itself.
- 1.6 This Travel Plan will identify a package of appropriate measures which will be implemented to promote sustainable travel to reduce car dependency among all occupiers/tenant of the development, and to identify monitoring and reporting protocols.
- 1.7 The Travel Plan will focus on all visitors and employees of the commercial-use. The implementation of appropriate measures included within the Travel Plan will be the responsibility of each occupier/tenant, under the co-ordination of the site-wide TPM.
- 1.8 A mechanism will be in place to ensure that the Travel Plan continuously develops; therefore, the plan will be regularly monitored, reviewed and revised.
- 1.9 The contact details for the Consultant who has prepared the Framework Travel Plan and the Developer for The Diorama project are provided below:

Consultant:

Motion

84 North Street

Guildford

Surrey, GU1 4AU

Developer:

The Diorama Estate Ltd

47 Marylebone Lane

London

W1U 2NT

Contact Name: Anna Mahoney/Phil de Jongh

Tel: 01483 531300

[www.motion.co.uk](http://www.motion.co.uk)

### Structure of the Travel Plan

- 1.10 The Travel Plan sets out a series of objectives, targets and measures, and is intended to establish the overarching mechanisms to manage the Travel Plan and monitor its effectiveness for influencing travel choices in accordance with the agreed targets. Planning guidance highlights the emphasis being placed on the integration of land-use, transport, and planning decisions. In order to achieve good integration, high density development should be encouraged in areas with excellent levels of accessibility to public transport.
- 1.11 The implementation of pre-occupation measures included within the Travel Plan will be the responsibility of the developer's and/or the specific end user / occupier in the case of commercial land-uses.
- 1.12 The Travel Plan Co-ordinator (TPC) for implementation of the Travel Plan will be appointed by the Managing Agent. Given that separate Travel Plans will be developed for the individual land-uses, the TPC will be responsible for co-ordinating the operation and management of each Travel Plan, with representatives from each of the tenants being responsible for their Travel Plan on a day-to-day basis. The TPC for the Travel Plan will periodically report to the London Borough of Camden.
- 1.13 It is considered that the Travel Plans for the site will be secured via Section 106 agreement.

1.14 The structure of this Framework Travel Plan is set out below:

- ▶ Chapter 2: Planning Policy and Best Practice;
- ▶ Chapter 3: Context and Site Assessment;
- ▶ Chapter 4: Travel Surveys;
- ▶ Chapter 5: Objectives and Targets;
- ▶ Chapter 6: Management Strategy;
- ▶ Chapter 7: Package of Measures;
- ▶ Chapter 8: Monitoring and Review; and
- ▶ Chapter 9: Action Plan.

## 2.0 Planning Policy and Best Practice

### Policy Overview

- 2.1 Relevant local, regional, and national planning policy and guidance has been reviewed to provide context for assessment of the proposed development.

### National Policy

#### National Planning Policy Framework (NPPF) June 2019

- 2.2 The National Planning Policy Framework (NPPF) was published on 24 July 2018 to replace the previous version, from 2012. The 2019 version incorporates further changes made on 19 February 2019 and 19 June 2019.
- 2.3 The 2019 NPPF promotes incorporation of sustainable transport in development proposals (par. 102) and states that the planning system should actively manage patterns of growth such that a genuine choice of transport modes is offered (par. 103).
- 2.4 With regard to the delivery of sustainable transport the NPPF states at paragraph 111 that:
- "All development that will 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 likely impacts of the proposal can be assessed."*
- 2.5 The NPPF describes a Travel Plan as: "A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed." (NPPF page. 73)

#### National Planning Practice Guidance (NPPG), March 2014

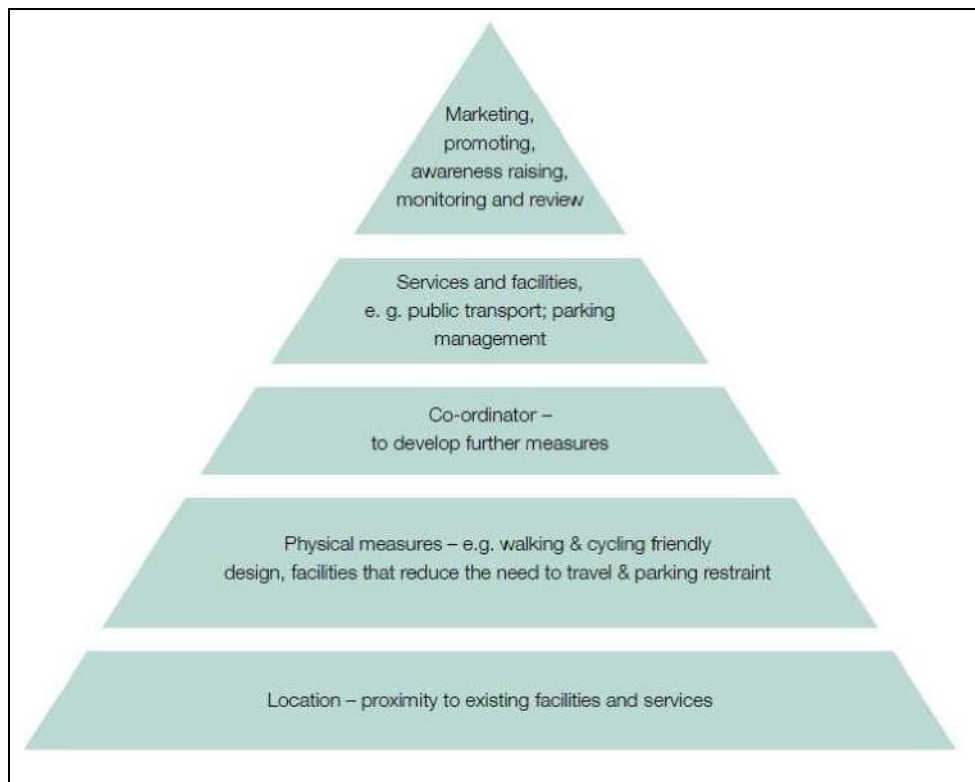
- 2.6 The National Planning Practice Guidance (NPPG) was published in March 2014, offering updated and revised guidance on planning where necessary. The online version allows stakeholders to be altered in real time when future amendments to individual policies are made, thereby ensuring that the most up-to-date guidance documents are available.
- 2.7 The NPPG provides additional guidance to supplement the planning policies contained in the NPPF.
- 2.8 The guidance on Travel Plans refers back to Paragraph 32 of the NPPF, and there are no major changes from previous guidance on their scope or content.
- 2.9 Paragraph 9 of the NPPG states that the need for a Travel Plan for a particular development will depend on factors including.
- ▶ Travel Plan policies contained within the local authority's Local Plan;
  - ▶ Proposed development quantum, and in particular whether they fall above or below any thresholds which may exist for the production of Travel Plans;
  - ▶ Existing public transport availability and patronage; and
  - ▶ Site-specific considerations, which could include proximity to environmentally sensitive areas or the need to focus on particular elements within the Travel Plan (e.g. minimising traffic generation levels);
- 2.10 Paragraph 11 gives details of the approach to be taken when drawing up a Travel Plan. Guidance points include:
- ▶ Setting specific outcomes rather than just outlining the process to be followed;
  - ▶ Considering all journeys associated with the proposed development, including visitor trips;



- ▶ Taking a reasonable approach to sanctions in the event of targets not being met. In particular, it is noted that Travel Plans can only impose certain conditions if they are consistent with Government policy; and
  - ▶ Advising that "it is often best to retain the ability to establish certain elements of the Travel Plan or review outcomes after the development has started operating" so that the actual operational and occupational characteristics of the developments can be taken into account once it is up and running. In this respect, a more fluid approach is deemed preferable to one which is overly prescriptive prior to occupation.
- 2.11 Paragraph 12 offers guidance on the monitoring of Travel Plans. The developer and the local authority should agree on the monitoring plan to be followed and with whom the responsibility for ensuring compliance lies. The guidance advises that monitoring should continue until the development's travel patterns are deemed to be consistent with the Travel Plan objectives, after which point the Travel Plan could remain active but would become a voluntary initiative.

### **Good Practice Guidance Guidelines: Delivering Travel Plans Through the Planning Process (DfT, 2009)**

- 2.12 The DfT guidelines are intended to assist all stakeholders, in both the public and private sectors, to secure an effective policy framework, determine when a Travel Plan is required, how it should be prepared and what it should contain within the context of an integrated planning and transport process. They also set out how Travel Plans should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process.
- 2.13 The document comprises technical guidelines and does not set out any new policy or legal requirements.
- 2.14 It recognises that the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a site, minimise the impact of developments on the transport infrastructure, and help to reduce CO<sub>2</sub> emissions.
- 2.15 Travel Plans are important for major new developments in order to:
- ▶ Support increased choice of travel modes;
  - ▶ Promote and achieve access by sustainable modes;
  - ▶ Respond to the growing concern about the environment, congestion, pollution and poverty of access; and
  - ▶ Promote a partnership between the authority and the developer in creating and shaping 'place'.
- 2.16 The document also recognises that it can be helpful to view a Travel Plan for a new development as a pyramid of measures and actions, which is constructed from the ground up, with each new layer building on the last, all set within the context of the outcomes sought, as shown in **Figure 2.1** below.



**Figure 2.1 Travel Plan Pyramid**

- 2.17 The DfT's Travel Plan Pyramid helps demonstrate how successful plans are built on the firm foundations of a good location and site design. Additional hard and soft measures should be integrated into the design, communications and occupation of the site. In addition, parking restraint is often crucial to the success of the plan in reducing car-use.

#### **Workplace Travel Plans**

- 2.18 The DfT document identifies that Workplace Travel Plans focus primarily on commuter travel and travel in the course of work, but can and should also include strategies to make visitor and freight travel more sustainable. These Travel Plans typically combine measures to support walking, cycling, public transport and car sharing, reinforced with promotion and incentives and the management of workplace parking. Workplace Travel Plans also include actions to reduce the need to travel – for example, policies to encourage home working and video conferencing.

#### **Regional**

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

- 2.1 'The London Plan: Spatial Development Strategy for London Consolidated with Alterations since 2011' was adopted by the Mayor of London in March 2016. It sets out an integrated economic, environmental, transport and social framework for the development of London over the next 20 – 25 years. The updates to the London Plan adopted in March 2016 relate only to residential parking standards, with the remainder of the Plan unchanged from the previous update in March 2015.
- 2.2 One of the Mayor's six objectives for London, which is reiterated in Policy 1.1 in terms of delivering the strategic vision and objectives for London is:

*"A city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities with an efficient and effective transport system which actively encourages more walking and cycling, makes better use of the Thames and supports delivery of all the objectives of this Plan."*

- 2.3 Policy 6.1 identifies the strategic approach to integrating transport and development and states that the Mayor will work with relevant partners to encourage the closer integration of transport and development by:
- ▶ *"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, particularly in areas of greatest demand;*
  - ▶ *Supporting development that generates high levels of trips at locations with high levels of public transport accessibility and/or capacity, either currently or via committed, funded improvements including, where appropriate, those provided by developers through the use of planning obligations; and*
  - ▶ *supporting measures that encourage shifts to more sustainable modes and appropriate demand management."*
- 2.4 Policy 6.3 considers the assessment of effects of development on transport capacity and states:
- ▶ *"Development proposals should ensure that impacts on transport capacity and the transport network, at both a corridor and local level, are fully assessed. Development should not adversely affect safety on the transport network...*
  - ▶ *Transport assessments will be required in accordance with TfL's Transport Assessment Best Practice Guidance for major planning applications. Workplace and/or residential travel plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL guidance. Construction logistics plans and delivery and servicing plans should be secured in line with the London Freight Plan and should be co-ordinated with travel plans."*

#### **Draft New London Plan (2017)**

- 2.5 The main policies of relevance to the proposals relating to transport of the new draft New London Plan (Chapter 10) include:
- ▶ Draft Policy T1 – Strategic approach to transport: Indicates that proposals should support delivery of the strategic target for 80% of all trips in London to be made by foot, cycle or public transport by 2041. Further, development should make effective use of land, taking account of links and accessibility to existing and planned public transport, walking and cycling routes. The impacts of proposals on the transport network should be appropriately mitigated.
  - ▶ Draft Policy T2 – Healthy streets: Proposals should support land use patterns that facilitate shorter trips by walking and cycling, seek to reduce the dominance of vehicles on streets and include permeable layouts for pedestrians and cyclists with links to existing sustainable transport networks.
  - ▶ Draft Policy T3 – Transport capacity, connectivity and safeguarding: Identifies that proposals should ensure adequate protection for planned enhancements and that development should support capacity, connectivity and other enhancements to the bus networks to ensure it can operate efficiently to, from and within developments.
  - ▶ Draft Policy T4 – Assessing and mitigating transport impacts: Proposals should provide Transport Assessments to consider the impacts of development on the transport networks (including walking, cycling) and that proposals integrate with existing and planned transport access, capacity and connectivity. Travel Plans, designs and plans for parking, construction and servicing/deliveries will be required in accordance with TfL guidance. Mitigation should be provided as appropriate.
  - ▶ Draft Policy T5 – Cycling: should support cycling through providing appropriate cycle parking (designed having regard to The London Cycling Design Standards), removing barriers to cycling and providing environments to assist sustainable travel choices.

- Draft Policy T6 – Car parking: Adopts a restraint-based approach to provision linked to accessibility to public transport. Outlines maximum parking standards with appropriate provision for disabled persons, electric vehicles and servicing/deliveries and provision of car park management plans, with sub-policies on residential parking (draft policy T6.1), retail parking, (draft policy T6.3), hotel and leisure parking (draft policy T6.4) and non-residential disabled persons parking (draft policy T6.5).

2.6 Cycle parking standards have been increased as part of FALP and the new draft London Plan (December 2017) and those relevant to the proposed development are provided in **Tables 2.1** and **2.2**.

Land Use	Current London Plan Standard (minimum)	
	Long Stay	Short Stay
B1 Business (Office) inc. Affordable workspace	Inner/Central London: 1 space/90 sqm	First 5000 sqm, 1 space per 500 sqm. Thereafter 1 space per 5000 sqm

**Table 2.1 – Cycle Parking – London Plan (March 2016)**

Land Use	Emerging London Plan Standard (minimum)	
	Long Stay	Short Stay
B1 Business (Office) inc. Affordable workspace	Inner/Central London: 1 space/75 sqm	First 5000 sqm, 1 space per 500 sqm. Thereafter 1 space per 5000 sqm

**Table 2.2 – Cycle Parking – Draft London Plan (July 2018)**

**TfL Travel Planning Guidance (November 2013)**

- 2.7 In November 2013, TfL published the new guidance on the requirements for travel plans for new developments in London.
- 2.8 The type of Travel Plan required should be considered in context of a range of circumstances.
- 2.9 Thresholds set out in **Table 2.3** below state which type of Travel Plan is required. In cases where occupiers do not meet the thresholds a Travel Plan is not required. Where this is the case it will be encouraged that occupiers take up sustainable transport initiatives. It should also be noted that such occupiers will continue to benefit from the site-wide Travel Plan measures.

Land Use	Travel Plan Statement	Full Travel Plan	TP Requirement for development
B1 Office	> 20 staff but less than 2,500 m <sup>2</sup>	>= 2500m <sup>2</sup>	Framework Travel Plan

**Table 2.3 – TfL Travel Plan Thresholds – Office-use**

- 2.10 The overall development quantum is presented at paragraph 1.2. Based on the above thresholds in Table 2.3, a Framework Commercial Travel Plan has been produced.
- 2.11 Travel plans may also be required in specific circumstances for developments below the thresholds shown:
- Where the proposed development has the potential for significant traffic impact which requires mitigation, or has accessibility issues to be addressed. This may apply particularly to mixed-use developments where each individual land use may not reach these thresholds but in combination will have a significant impact, or to developments that may generate a lot of visitor trips
  - For phased developments where the initial phasing may not reach the specified threshold but future phases will reach/exceed the threshold; and

- ▶ For applications for extensions or other proposals, where the proposal itself does not reach the threshold but where the combined existing and proposed development meets or exceeds the threshold.

### London Freight Plan (November 2007)

- 2.12 The London Freight Plan was published by TfL in November 2007. It sets out steps to deliver freight sustainably in London over the next ten years. The Plan has no statutory force, but has been developed to implement the Mayor's Transport Strategy, and is a material consideration for planning.
- 2.13 The specific policy aims are to:
- ▶ Ensure that London's transport networks allow for the efficient and reliable handling;
  - ▶ distribution of freight and the provision of servicing in order to support London's economy;
  - ▶ Minimise the adverse environmental impact of freight transport and servicing in London;
  - ▶ Minimise the impact of congestion on the carriage of goods and provision of servicing; and
  - ▶ Foster a progressive shift of freight from road to more sustainable modes such as rail and water, where this is economical and practicable.
- 2.14 Four main projects have been identified to achieve the above objectives, these are: 1) Freight Operator Recognition Scheme; 2) Delivery and Servicing Plans; 3) Construction Logistics Plan; and 4) Freight Information Portal.

### Local Policy

#### Camden Local Plan —Specific Travel Plan input???

- 1.1 The Camden Local Plan was adopted in July 2017. It sets out key planning policies for the borough, Section 10 sets 'Transport' provides related policies.
- 1.2 Policy T1 – 'Prioritising walking, cycling and public transport' states:

*"The Council will promote sustainable transport by prioritising walking, cycling and public transport in the borough.*

#### **Walking**

*In order to promote walking in the borough and improve the pedestrian environment, we will seek to ensure that developments:*

- a. improve the pedestrian environment by supporting high quality public realm improvement works;*
- b. make improvements to the pedestrian environment including the provision of high quality safe road crossings where needed, seating, signage and landscaping;*
- c. are easy and safe to walk through ('permeable');*
- d. are adequately lit;*
- e. provide high quality footpaths and pavements that are wide enough for the number of people expected to use them. Features should also be included to assist vulnerable road users where appropriate; and*
- f. contribute towards bridges and water crossings where appropriate.*

#### **Cycling**

*In order to promote cycling in the borough and ensure a safe and accessible environment for cyclists, the Council will seek to ensure that development:*

*g. provides for and makes contributions towards connected, high quality, convenient and safe cycle routes, in line or exceeding London Cycle Design Standards, including the implementation of the Central London Grid, Quietways Network, Cycle Super Highways and;*

*h. provides for accessible, secure cycle parking facilities exceeding minimum standards outlined within the London Plan (Table 6.3) and design requirements outlined within our supplementary planning document Camden Planning Guidance on transport. Higher levels of provision may also be required in areas well served by cycle route infrastructure, taking into account the size and location of the development;*

*i. makes provision for high quality facilities that promote cycle usage including changing rooms, showers, dryers and lockers;*

*j. is easy and safe to cycle through ('permeable'); and*

*k. contribute towards bridges and water crossings suitable for cycle use where appropriate.*

### **Public Transport**

*In order to safeguard and promote the provision of public transport in the borough we will seek to ensure that development contributes towards improvements to bus network infrastructure including access to bus stops, shelters, passenger seating, waiting areas, signage and timetable information. Contributions will be sought where the demand for bus services generated by the development is likely to exceed existing capacity. Contributions may also be sought towards the improvement of other forms of public transport in major developments where appropriate.*

*Where appropriate, development will also be required to provide for interchanging between different modes of transport including facilities to make interchange easy and convenient for all users and maintain passenger comfort."*

#### **2.15 Policy T2 – 'Parking and car-free development' states:**

*"The Council will limit the availability of parking and require all new developments in the borough to be car-free.*

*We will:*

*a. not issue on-street or on-site parking permits in connection with new developments and use legal agreements to ensure that future occupants are aware that they are not entitled to on-street parking permits;*

*b. limit on-site parking to:*

*i. spaces designated for disabled people where necessary, and/or*

*ii. essential operational or servicing needs;*

*c. support the redevelopment of existing car parks for alternative uses; and*

*d. resist the development of boundary treatments and gardens to provide vehicle crossovers and on-site parking."*

#### **2.16 Policy T3 – 'Transport Infrastructure' states:**

*"The Council will seek improvements to transport infrastructure in the borough.*

*We will:*

*a. not grant planning permission for proposals which are contrary to the safeguarding of strategic infrastructure improvement projects; and*

*b. protect existing and proposed transport infrastructure, particularly routes and facilities for walking, cycling and public transport, from removal or severance."*

- 2.17 The required cycle parking provision set out in the current London Borough of Camden local policy is summarised in **Table 2.4**:

Land Use	LB Camden UDP (minimum)	
	Long Stay	Short Stay
B1 Office	1 space / 250 sqm	1 space / 500 sqm

**Table 2.4 – Camden UDP - Cycle Parking Standards**

#### **Camden Planning Guidance: Transport**

- 2.18 Camden Council has prepared the 'Camden Planning Guidance: Transport' document to support the policies in the Camden Local Plan 2017. The document states that following in regard to workplace travel plans:

*"A workplace travel plan will be specific to each individual site and the nature of the business activity there. The focus should be on giving priority to active travel, then reducing non-essential car travel. Workplace travel plans are suitable for any organisation that generates a significant number of employee trips including offices, hospitals, hotels, distribution centres, large shops and supermarkets, cinemas and theatres, primary care centres, GP surgeries etc. School car parking should be monitored through School Travel Plans which are discussed later in this guidance.*

*A workplace travel plan should address staff travel to and from work and on business. It is also required to address visitor, client and customer travel. Other aspects such as suppliers making deliveries, contractors undertaking work on site as well as fleet procurement / management should be taken into account within travel plans where they are an important aspect of the development."*

- 2.19 Office developments with more than 20 staff but less than 2,500sqm require a local level travel plan, whilst office developments with equal or more than 2,500sqm require a strategic level travel plan.

#### **Policy Summary**

- 2.20 On the basis of the above review, it is evident that the location of a site in relation to sustainable modes of transport is a key consideration when assessing the acceptability of a proposal. Furthermore, appropriate provision should be made for parking and facilitating access by more sustainable forms of travel by providing connections to existing networks.
- 2.21 This Framework Commercial Travel Plan has been developed with national, regional and local policy and guidance in mind and particularly in accordance with the published TfL guidance for workplace Travel Planning.

### 3.0 Context and Site Assessment

- 3.1 This chapter briefly outlines the existing transport environment in relation to site accessibility and the pedestrian, cycle, public transport and highway networks. The Transport Assessment will include a detailed appraisal of the existing transport network and programmed improvements.

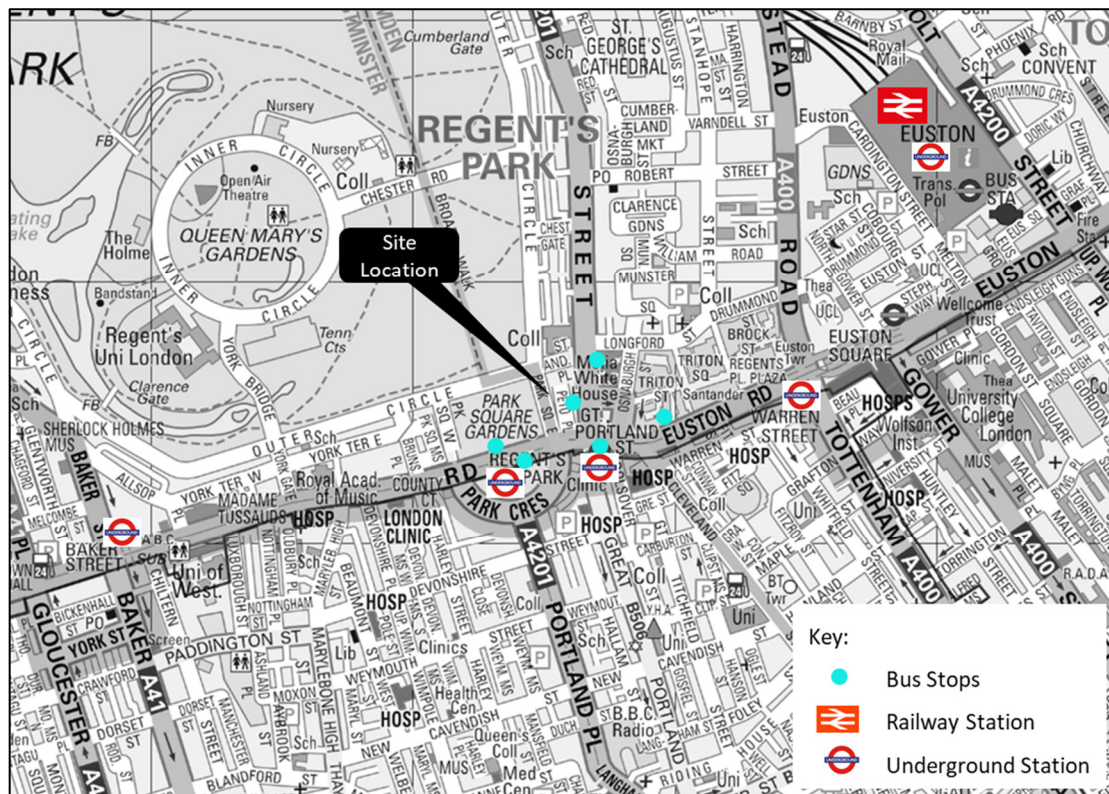
#### Site Context

- 3.2 This section demonstrates that the site is well located in terms of its proximity to public transport services. All key services and facilities can also be accessed on foot or by an extensive network of cycle routes.
- 3.3 The following sections consider the local transport network, including public transport services, cycle and pedestrian routes and the highway network.
- 3.4 TfL has introduced a toolkit to measure connectivity; the Web-based Connectivity Assessment Toolkit (WebCAT). This currently contains two main tools: Public Transport Access Level (PTAL) and Time Mapping (TIM), which are also assessed.

#### Local Highway Network

- 3.5 The A501 Marylebone Road is a main distributor road within the area, providing a link between Paddington to the west and Shoreditch to the east. The A501 connects with the A41 to the west, which provides a link northbound towards the M1. Whilst the M5 to the west of the site provides a link southbound into central London. To the east of the site the A501 connects with the A1 which also provides a link northbound towards the M1.
- 3.6 Albany Terrace/Peto Place which lies to the rear of the site is part of the Crown Estate, therefore not part of the London Borough of Camden's Road Network. Restrictions throughout the Crown Estate include no trade or business vehicles unless authorised and roads closed between midnight and 07:00 hours. Park Square East to the front of No 18, is also part of the Crown Estate and offers direct access to the footway. No vehicle access to No 18 and The Diorama is available from Park Square East.
- 3.7 The surrounding local area can be characterised as mainly residential and commercial in nature, with Regents Park providing a large open space to the west of the site. The site in relation to its local area and public transport facilities is shown in **Figure 3.1**.





**Figure 3.1: Local Site Location Plan**

### Accessibility by Non-Car Modes

#### Accessibility on Foot

- 3.8 The site is easily accessible on foot via the adjacent footways on all local roads. Lit footways provide access from the site to local bus stops and railway/underground stations. A signalised pedestrian crossing is located approximately 120 metres both south west and south east of the site along Marylebone Road. Both are provisioned with dropped kerbs, tactile paving and refuge islands. Many other local roads are also provided with signalised pedestrian crossings.

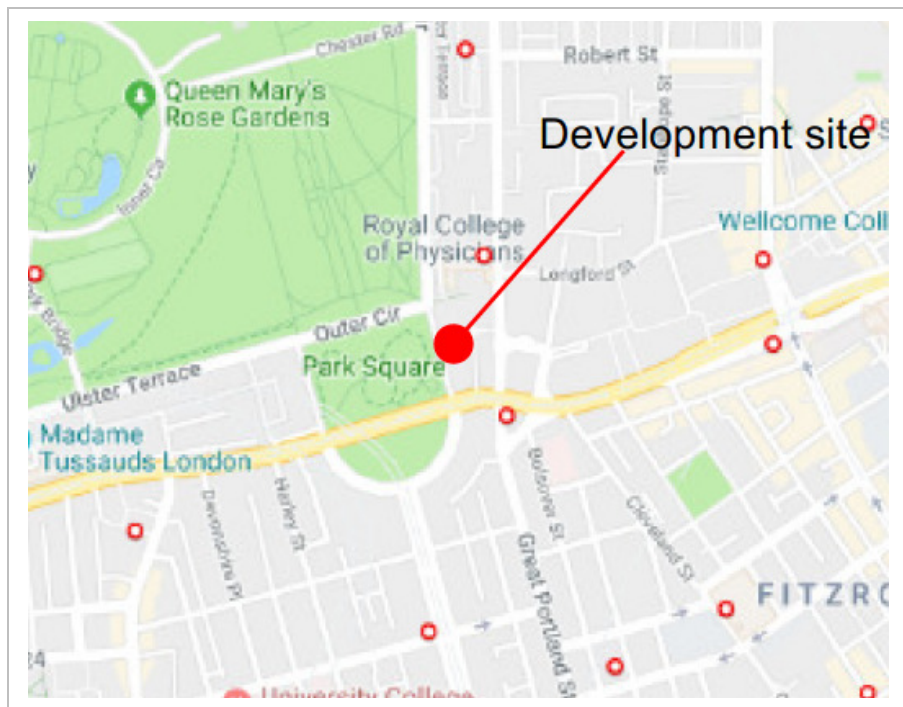
#### Accessibility by Cycle

- 3.9 TfL cycling guide 1 provides information pertaining to safe cycling in the vicinity of the site, including signed cycle paths, advised quieter routes, greenways and station protocols on cycle parking. There are numerous networks in the area supported by either route marked for cyclists or quiet roads recommended by cyclists. Albany Terrace/Peto Place and Park Square East is classed as 'quieter roads that have been recommended by other cyclists'. A number of 'routes signed or marked for cyclists' are also located within the vicinity of the site.

#### London Cycle Hire facilities

- 3.10 London / Santander Cycle Hire stations are located near to the development site as follows:
- ▶ Longford Street (21 spaces) – 153m from the site;
  - ▶ Bolsover Street (16 spaces) – 240m from the site;
  - ▶ Beaumont Street (21 spaces) - 640m from the site;
  - ▶ Portland Place (34 spaces) – 550m from the site; and
  - ▶ Albany Street, The Regent's Park (27 spaces) – 420m-500m from the site.

- 3.11 The locations of the nearby Santander cycle hire docking stations in relation to the proposed development site are presented in **Figure 3.2**.



**Figure 3.2: Local Santander Cycle docking stations**

#### **Accessibility by Bus**

- 3.12 The nearest bus stops are located approximately 120 metres to the north east of the site along Albany Street, illustrated on Figure 3.2 above. Additional stops are located along Marylebone Road approximately 140 metres south of the site. A summary of the destinations served, and the frequency of the local bus services is provided below in **Table 3.1**.

Service Number	Route	Approximate Frequency	
		AM Peak	PM Peak
Albany Street			
88	Parliament Hill Fields – Kentish Town – Camden Town – Regent’s Park – Oxford Circus – Piccadilly Circus – Charing Cross – Westminster – Vauxhall – Stockwell – Clapham – Clapham Common	Every 5-7 minutes	Every 7-10 minutes
Marylebone Road			
18	Sudbury & Harrow Road - Wembley – Tokyngton – Stonebridge – Harlesden – Kensal Green – Kensal Town – Maida Hill – Paddington – Euston	Every 3-6 minutes	Every 3-6 minutes
27	Primrose Hill – Camden Town – Paddington – Kensington – Hammersmith	Every 6-8 minutes	Every 6-8 minutes
205	Bow Church Station – Mile End – Stepney Green – Whitechapel – Aldgate – Liverpool Street – Shoreditch – Hackney – Kings Cross – Paddington	Every 7-10 minutes	Every 7-10 minutes

**Table 3.1: Local Bus Services**

#### **Accessibility by Rail and Underground**

- 3.13 The closest railway station to the site is London Euston, located approximately 1 kilometre to the east, which is approximately a 13 minute walk or an 8 minute cycle. Euston Station provides numerous services, including Liverpool, Milton Keynes, Northampton, Manchester, Birmingham, Glasgow and Lancaster.

- 3.14 The closest Underground station is Great Portland Street approximately 140 metres south of the site. Great Portland is located on the Circle, Hammersmith & City and Metropolitan Lines. The Bakerloo Line can also be accessed within a 5 minute walk of the site via Regent's Park Station south west of the site. Furthermore, the Jubilee Line can be accessed from Baker Street Station approximately 900 metres west of the site.

### Transport Connectivity

- 3.15 Public Transport Accessibility Levels (PTAL's) are a theoretical measure of the accessibility of a given point to the public transport network, taking into account walk access time and service availability. This method is a way of measuring the density of the public transport network at a particular point.
- 3.16 Walk times are calculated from the specified point of interest to all public transport access points including bus stops and stations within pre-defined catchments. The PTAL incorporates a measure of service frequency to calculate an average wait time based on frequency of service at each public transport access point. A reliability factor is added and the total access time is calculated. A measure known as an Equivalent Doorstep Frequency (EDF) is then derived for each point. These are summed for all routes within the catchment and the PTALs for the different modes are then added together to give a single value. The PTAL is categorised in nine levels, 1a to 6b where 6b represents a high level of accessibility and 1a, a low level of accessibility.
- 3.17 The site is classified as a PTAL 6b location, which reflects the site's proximity to various bus and rail services.

## 4.0 Travel Surveys

- 4.1 Whilst the baseline travel survey, upon which the Travel Plan targets will be set, will be undertaken following the occupation of the development site an assumption on likely travel patterns can be made at this stage.
- 4.2 Census data for the local wards close to the Diorama building have been used to determine the existing multi-modal breakdown of the anticipated trips to the site. This has been applied to a general office trip rate to present the potential trip generation and modal split associated with the site. The modal split and trips per peak hour are summarised in **Table 4.1** below for the office-use and this will form the basis for the baseline travel survey.

Land Use	Office Modal Split	AM Peak (08:00 – 09:00)		PM Peak (17:00 – 18:00)		Daily
		Inbound	Outbound	Inbound	Outbound	Two-way
Underground	34.0%	20	1	2	18	153
Train	33.1%	19	1	2	17	149
Bus	9.5%	6	0	0	5	43
Taxi	0.3%	0	0	0	0	1
Motorcycle	1.0%	1	0	0	1	4
Car Driver	10.0%	6	0	1	5	45
Car Passenger	0.5%	0	0	0	0	2
Bicycle	3.7%	2	0	0	2	17
On Foot	5.1%	3	0	0	3	23
Work from Home/Other	2.8%	2	0	0	1	13
Total	100.0%	59	3	5	53	449

**Table 4.1 – Baseline Office Modal Split and Trip Generation**

- 4.3 Table 4.1 provides an indication on the likely numbers of trips per travel mode associated with the development. Upon occupation of the development, the baseline travel survey will provide the site-specific baseline trip and modal split data however the assessment above provides the best indication at this planning stage.

## 5.0 Objectives and Targets

### Objectives – Commercial-use

- 5.1 TfL's guidance for Travel Plans sets out that objectives should cover a range of outcomes that are specific to the context of the proposed development. The achievement of these objectives is measured by the targets that are set.
- 5.2 The objectives of this Travel Plan are to:
- ▶ Establish sustainable travel principles;
  - ▶ Encourage healthy and active travel including walking and cycling to work;
  - ▶ Support car free lifestyles amongst staff; and
  - ▶ Raise awareness of sustainable modes of transport available for staff, particularly cycling; and - Raise awareness of sustainable modes of transport available for guests and visitors.

### Targets – Commercial-use

- 5.3 Appropriate SMART (Specific; Measurable; Achievable; Realistic and Time-bound) targets are proposed. Two types of targets have been identified:
- ▶ 'Aim' type targets are those which relate to outcomes achieved through implementation of measures; and
  - ▶ 'Action' type targets are physical actions that can be achieved by a set date (e.g. appointing a Travel Plan Co-ordinator).
- 5.4 Details of both target types are provided in the following sections.

#### 'Aim' Type Targets

- 5.5 The travel plan targets aim to measure the progress made towards achieving the travel plan objectives. These targets are to be achieved within 5 years of the launch of the Travel Plan with interim targets. Targets are based on achieving modal shift through increasing cycling, a key aim of London Plan and Mayor's Vision for Cycling in London (March 2013). This Vision identifies how increased cycling can support the economy, the environment and the health of individuals.
- 5.6 As yet, a travel survey of the site has not been undertaken and baseline mode shares are estimated using census data and trip generation forecasts (Chapter 4). Setting targets prior to the initial surveys can be difficult and therefore baseline figures are taken from the expected mode split forecasts as detailed in Chapter 4. These figures are estimates and will need to be adjusted once an accurate baseline modal share has been established from the first travel survey. Any adjustments to the targets will be discussed and agreed with London Borough of Camden / TfL Travel Plan officers.
- 5.7 It should be noted that the targets identified for the site consider that the site would already achieve modal shift at the initial survey stage considering that sustainability is designed into the site. For instance, it includes restrictive car parking and provides cycle parking facilities; therefore, much of the majority of the mode shift potential will have already been achieved and be included within the first travel survey.
- 5.8 Targets will be reviewed throughout the life of the travel plan particularly after surveys are completed. Indicators will measure the progress towards targets, which for the most part will be ascertained from the main mode listed by employees of the site in the iTRACE/TRICS compliant monitoring surveys conducted after occupation.

5.9 **Table 5.1** presents that 3.7% of journeys to work in the London Borough of Camden are by bicycle based on 2011 Census. It is expected to increase this mode share to 10% once the new building is occupied (circa 2021) due to the proposed provision of cycling facilities at the new development. The overall strategy of the Travel Plan is to increase the number of cycling trips by 1% (year 1), 2% (year 3) and 3% (year 5), as shown in **Table 5.2**. These targets will be discussed and agreed with the London of Camden officers.

Mode of Travel	Census Modal Split	Target Office Modal Split
Underground	34.0%	35.0%
Train	33.1%	35.0%
Bus	9.5%	10.0%
Taxi	0.3%	0.3%
Motorcycle	1.0%	1.0%
Car Driver	10.0%	1.5%
Car Passenger	0.5%	0.0%
Bicycle	3.7%	10.0%
On Foot	5.1%	5.1%
Other	2.8%	2.1%
Total	100.0%	100.0%

**Table 5.1 – 2011 Census and Target Mode Share – Office-Use**

Target	Indicator	Interim Targets			Measured by
		Year 1	Year 2	Year 3	
To increase the number of bicycle trips undertaken by tenant employees and visitors during the AM and PM peaks by 5% within five years of the first travel survey	Proportion of tenant employees who travel by bicycle for their main mode of travel. The achievement of this target will be assessed relative to the results of the first travel survey	1% increase from first survey	2% increase from first survey	3.3% increase from first survey	Surveys

**Table 5.2 – Summary of Travel Plan Targets**

#### **'Action' Type Targets**

5.10 The following action type targets are proposed for The Diorama scheme:

- ▶ Appointment of a Travel Plan Coordinator (TPC) by each tenant upon occupation of each part of the office development;
- ▶ Building Management Team/Office Manager to produce a Tenant Travel Leaflet promoting alternative modes of transport and the key;
- ▶ Services provided through the Travel Plan, to be distributed to all commercial tenant employees and visitors;
- ▶ Provide a minimum of 39 no. cycle parking spaces within for the commercial element to comply with the draft New London Plan;
- ▶ Provide full changing facilities, lockers and showers close to the cycle parking areas;

- ▶ Provide at least 6 no. cycle parking spaces for visitors at street level integrated within the public realm surrounding the building;
- ▶ Undertake travel surveys at years 1, 3 and 5 after occupation;
- ▶ Each tenant to promote a cycle to work-week within six months of occupation, and annually thereafter for a minimum period of five years; and
- ▶ Promote the benefits of cycle to work schemes to occupiers/tenant.



## 6.0 Management Measures

### Travel Plan Co-ordinators

- 6.1 A Travel Plan Co-ordinator (TPC) will be appointed to take responsibility for the management of the travel plan and ensuring its delivery. The TPC role for the site will be fulfilled by an appointed consultant prior to the Travel Plan being implemented (circa 2021). In the interim, The Diorama Estates Limited will be responsible for the Travel Plan with support provided by Motion.
- 6.2 It will be the responsibility of the developer to ensure that a TPC is appointed prior to the first occupation of the site. The TPC will have responsibility for the full site and will liaise with the Travel Plan Representative for each tenant as appropriate. The roles and responsibilities of the TPC are set out below:
- ▶ Ensuring the structures for the on-going management of the plan are set up and running effectively;
  - ▶ Liaising with public transport operators and other service providers such as car club operators;
  - ▶ Overseeing the monitoring and reporting of the travel plan including liaising with the Local Authority where appropriate;
  - ▶ Overseeing and monitoring the regular surveys and questionnaires, which will inform the ongoing development of the plan;
  - ▶ Monitoring and where necessary revising Travel Plan targets; and
  - ▶ Administration of the Travel Plan, which involves the maintenance of necessary systems, data and paperwork, consultation, and promotion. These duties are permanent for the duration of the plan.

### Workplace Travel Plan Management

- 6.3 The site will include commercial land-use requiring a travel plan, based on thresholds set out in Table 2.3. In accordance with TfL guidance this document has been designed to give a framework of the general elements that each occupier of the commercial units will need to consider. Occupiers/tenants will be expected to adapt these to suit their own circumstances and organisational policies. In particular the type of manager and type of response will be dependent on the size of each organisation.
- 6.4 A Travel Plan Pro forma has been developed to assist occupiers of the commercial units that may not have previously developed a Travel Plan. The pro forma has been designed to be distributed and completed either electronically or as hard copy and encourages occupiers to consider how their organisation could encourage employees and visitors to travel to and from their site by sustainable modes of travel.
- 6.5 All occupiers that exceed travel plan thresholds will be required to complete the Travel Plan pro forma as a minimum. Whilst detailed monitoring of travel characteristics for individual units is not a requirement, occupiers will be encouraged to undertake supplementary questionnaire surveys where practicable, when the site wide surveys are being undertaken.
- 6.6 Depending upon the scale of development and relevant threshold, each occupier/tenant will be advised to appoint a Travel Plan Representative (TPR) to develop and manage the occupier Travel Plan. The travel plan will confirm the workplaces commitment to actively encouraging sustainable transport and formalise the commitment of the organisation towards the delivery of this Travel Plan.
- 6.7 The TPR is the most important aspect of a Travel Plan and their willingness and enthusiasm will be a key factor in the successful implementation of a Travel Plan that will achieve good modal shift results. The roles and responsibilities of the TPR these are provided below:
- ▶ To liaise with the TPC on matters concerning travel and the specific Workplace Travel Plan.
  - ▶ To develop the Workplace Travel Plan for their employer based on the Framework Travel Plan.



- ▶ To implement, market, and manage the Workplace Travel Plan.
  - ▶ Act as a point of contact for the TPC, for the implementation of site-wide initiatives (where applicable) and to ensure effective monitoring when required.
  - ▶ Act as a point of contact for staff regarding travel and the Workplace Travel Plan.
  - ▶ Assist the TPC in gathering monitoring data from within their organisation.
- 6.8 Each occupier will appoint their Travel Plan Representative upon initial occupation of the site, and ensure that there is someone actively filling the role throughout the duration of the Travel Plan. Their contact details will be passed to London Borough of Camden / TfL Travel Plan Officers upon their appointment. Each occupier will be responsible for submitting either a Local level travel plan or Strategic level travel plan (as per Table 2.3) within 3 months of occupying the development.
- 6.9 The role of the TPR is part-time and will have a fluctuating workload throughout the duration of the Travel Plan. The occupier will ensure that the TPR will have enough time to undertake their duties. The staff member appointed will need to be at a senior enough level to effectively communicate with management within their organisation regarding the Travel Plan. The funding of each Travel Plan Co-ordinator is the responsibility of the occupier.

### Marketing and Communication Strategy

- 6.10 It is recognised that a marketing and communication strategy is key to the success of the travel plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the travel plan and disseminate travel information and notification of events and facilities provided.
- 6.11 The communications activities to be undertaken include:
- ▶ Provision of links to relevant journey planning information and timetable for public transport services on TfL's website will be provided within promotional material distributed to employees at working within the development and visitors; and
  - ▶ Notification of sustainable travel events and incentives such as interest-free season ticket loans to employees.
- 6.12 It is recognised that the site will also generate other types of trips from the wider surrounding area such as visitor trips. Although it is not practicable to provide information to or survey these groups using same method, all available opportunities will be pursued to ensure that their exposure to material which can influence their choice of mode is maximised.

## 7.0 Packages of Measures

### Introduction

- 7.1 This chapter outlines the overarching measures which will be implemented throughout the development in order to achieve the objectives identified within Chapter 5 and providing support for employees travelling to work by alternative modes of transport. The measures have been grouped into three types as follows:
- ▶ 'Hard' engineering measures incorporated into the design of the development; - 'Key services and facilities'; and
  - ▶ 'Soft' communications and management measures which will be implemented as part of the development proposals to ensure that sustainable travel behaviour is maximised.
- 7.2 As one or more elements exceed the Travel Plan thresholds, but the final occupants are not yet known, a Framework Travel Plan has been prepared, and all components of the development will be covered by site-wide measures within the Framework Travel Plan. Employees and visitors to office-use will benefit from the measures being implemented throughout the Site.

### 'Hard' Measures – Site Design

- 7.3 It should be recognised that many physical aspects of the design of new development will influence travel patterns from the outset. The hard engineering measures that will be incorporated into the design of the development are set out below. It should be noted that appropriate hard engineering measures will be provided prior to occupation, thus funding of the measures are largely the developer's responsibility, unless they are part of the fit out.

#### Car parking provision

- 7.4 No car or motorcycle parking will be provided on-site, with exception of one accessible parking space. The absence of any on-site car parking provision together with its highly accessible location on A501 Marylebone Road will serve to discourage employees and visitors from driving and make travelling by a sustainable mode of transport a natural choice. The scheme proposes one disabled car parking space which will include an electric vehicle charging facility.

#### Cycle parking provision

- 7.5 Secure cycle parking will be provided as part of the development. The cycle parking will be located within the building ground floor area and provide 36 spaces including a mixture of two tier and Sheffield stands. The existing office arrangement where a further 8 long-stay cycle parking spaces are provided in the adjacent Which? Building close to The Diorama will be retained to maximise cycle parking provision. In total, 46 no. long-stay cycle parking spaces will be available to staff working within the building and will exceed the draft New London Plan standards. Six short term cycle parking spaces are to be provided for visitors.
- 7.6 The usage of cycle parking will be monitored on an annual basis as part of the overall monitoring procedure to ensure that there is adequate spare capacity to support the initiatives aimed at increasing cycling to work amongst staff.
- 7.7 Full changing facilities and showers will be conveniently provided within the building, thereby further encouraging cycling to work.
- 7.8 The development proposes to provide at least 6 no. visitor cycle spaces in the public realm clear of building entrances.

### **Access to London/Santander Cycle Hire facilities**

- 7.9 Future tenants will be encouraged to allow office staff to be provided with access to London/Santander Cycle Hire (office access key) for the use of staff travelling during the day to meetings.

### **Cycle to work scheme**

- 7.10 The National Cycle to Work Scheme enabling employees to purchase a bicycle on a tax-free basis will be promoted to all commercial occupiers. Details of the scheme will be included within the Commercial Travel Leaflet which will be distributed to the tenants upon occupation. All commercial occupiers will be encouraged to sign up to the scheme.

### **Cycle to Work Week**

- 7.11 A Cycle to Work Week will be organised by the TPC to promote cycling to employees. The event will be held within six months of opening; and annually thereafter for a minimum period of five years. The event will be co-ordinated with the National Bike Week, where timescales permit.

### **Encouraging physical activity as part of daily travel**

- 7.12 Employees will be offered personal health advice including changing travel behaviour, details of local gyms and running clubs.

### **Interest-free season ticket loan**

- 7.13 Occupiers of the commercial uses will be encouraged to consider providing employees with interest-free loans for the purchase of public transport season tickets. The availability of season ticket loans will be publicised where appropriate.

## **'Soft' Measures – Communication and Promotion**

### **Community Notice Boards**

- 7.14 Community notice boards providing travel information to employees and visitors will be placed in prominent locations.
- 7.15 The notice boards will include information such as locations of cycle parking; public transport service access points, and upcoming travel initiatives or events organised by the TPC, such as Bike Week and the cycle to work scheme.

### **Commercial Travel Leaflets**

- 7.16 Travel Leaflets will be made available to employees of the office land use within the site, and to visitors. The leaflets will be produced by the TPC.
- 7.17 A key role of the commercial travel leaflet will also be to raise awareness of the sustainable travel initiatives being implemented through the travel plan including:
- ▶ Access initiatives: The Travel Leaflet will contain a high-quality map of the local area, showing cycling, walking, and public transport routes to/ from the site, together with the locations of key local facilities such as shops, services and restaurants – all of which will be accessible on foot. Additional sources of further information such as TfL's Journey Planner website and mobile applications will also be provided;
  - ▶ Promotion of key services and facilities: Details of the key services and facilities such as the location and access arrangements for cycle parking and maintenance facilities. Sources of more detailed further information will also be included;
  - ▶ Promotion of membership to the London Cycling Campaign (LCC): Promote the LCC, a cycle organisation with local groups throughout London. Details of the local LCC group together with membership information will be included within the Commercial Travel Leaflet; and

- 
- ▶ Promotion of employee initiatives: Details of the national cycle to work scheme and the availability of interest free season ticket loans (subject to occupier agreement).
- 7.18 The commercial travel leaflet will also invite those persons wishing to raise specific transport-related matters to engage in discussions with the TPC.
- 7.19 A copy of the commercial travel leaflet will be available electronically from the TPC.

## 8.0 Monitoring and Review

### Introduction

- 8.1 A programme of monitoring and review will be implemented to generate information by which the success of the Travel Plan will be evaluated. This will help to establish whether the agreed objectives and targets are being met. Monitoring and review will be the responsibility of the Travel Plan Coordinator (TPC).

### Monitoring

- 8.2 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review, and revision to ensure it remains relevant to the employees at the site.
- 8.3 The TPC will arrange the initial multi-modal travel survey to be undertaken at Year 1 to cover the already occupied units at the site. The survey will then be repeated on the third and fifth anniversary of the implementation date.
- 8.4 All monitoring will follow the most up to date TfL best practice guidance, being iTRACE and TRICS compliant so that they can ultimately be incorporated into the iTRACE database. The surveys will comprise of the following components:
- ▶ Questionnaire surveys of employees undertaken through the occupier TPR; and
  - ▶ Pedestrian counts at the pedestrian access points into the site.

### Review

- 8.5 The TPC will report the results of the survey and monitoring to the London Borough of Camden travel planning officer within one month of each survey. The TPC and officers of LBC will then review the results and, if appropriate, revise the targets and measures accordingly for the following 24-month period. The results of the travel survey and revised targets will be included in the subsequent revisions of the travel plan.
- 8.6 If the monitoring results identify that targets are not being met, remedial measures to encourage cycling will be implemented.

## 9.0 Action Plan

- 9.1 The programme for the implementation of the Travel Plan measures is set out in **Table 9.1** and sets out tasks, intended implementation dates, and funding sources. The action plan is intending to be a live document and will therefore be updated by the Travel Plan Co-ordinators to reflect the outcome of consultation with the local planning authority, once the first full multi modal travel survey has been completed.

Action	Short/ Medium /Long Term	Target Date	Funding	Indicator/Meas ured by	Responsibility
Review indicative baseline aim targets set out in Table 5.2	Medium	Prior to occupation	Developer	Appointment of TPC by target date and details provided to LBC	Developer
Implementation and communication of car parking management strategy (accessible parking only)	Short	Prior to occupation	Developer	Inclusion of a car park management strategy in marketing documentation	Developer/ TPC
Provision of 'hard' engineering measures (cycle and car parking spaces)	Short	Prior to occupation	Developer	Delivery of car and cycle parking provision in accordance with approved plans	Developer
Promote Cycle to Work schemes to employers	Short / Medium	Within 1 year of first occupation	TPC time	Evidence of promotion activity / uptake	TPC
Implement sustainable delivery strategy	Short	Prior to occupation	Developer	Measure in place to coordinate and reduce impact of delivery traffic	Site Management
Commercial Travel Packs	Short	Upon occupation	Developer	The welcome pack will be available and contained on the Site website which can be viewed by staff/visitors	TPC
Inform staff of Government's Green Travel Plan scheme	Short / Medium	Upon occupation	TPC time	Evidence of promotion activity/uptake	TPC
Install and update Notice Board	Short / Medium /Long	Upon occupation	Developer	Provision and updating of displayed information	Developer/ TPC
Provision of checking of cycle kit for staff	Short / Medium/ Long	Prior to occupation	Developer	Availability of kit	Developer/ TPC
Promote Season Ticket Loans	Short / Medium	Following occupation	TPC time	Evidence of promotion activity / uptake	TPC

**Table 9.1: The Diorama - Action Plan for Commercial-use (1 of 2)**

Action	Short/ Medium /Long Term	Target Date	Funding	Indicator/Meas ured by	Responsibility
Undertake initial travel surveys	Medium/ Long	Upon 75% occupation	Developer	Receipt of survey results	TPC
Agree target values for mode split with LBC	Medium	1 month after initial travel survey undertaken	Developer	Receipt of written agreement of targets	TPC
Undertake travel surveys and analysis every two years for the duration of the monitoring period and report results to LBC	Long	5 years after initial survey	Developer	Receipt of survey results	TPC
Achieve target mode split	Long	5 years after initial travel surveys	Developer	Multimodal commercial staff surveys conducted in years 1, 3 and 5	TPC

**Table 9.1: The Diorama - Action Plan for Commercial-use (2 of 2)**