

# Royal College Street

## Interim Travel Plan

Curtins Ref: 71435

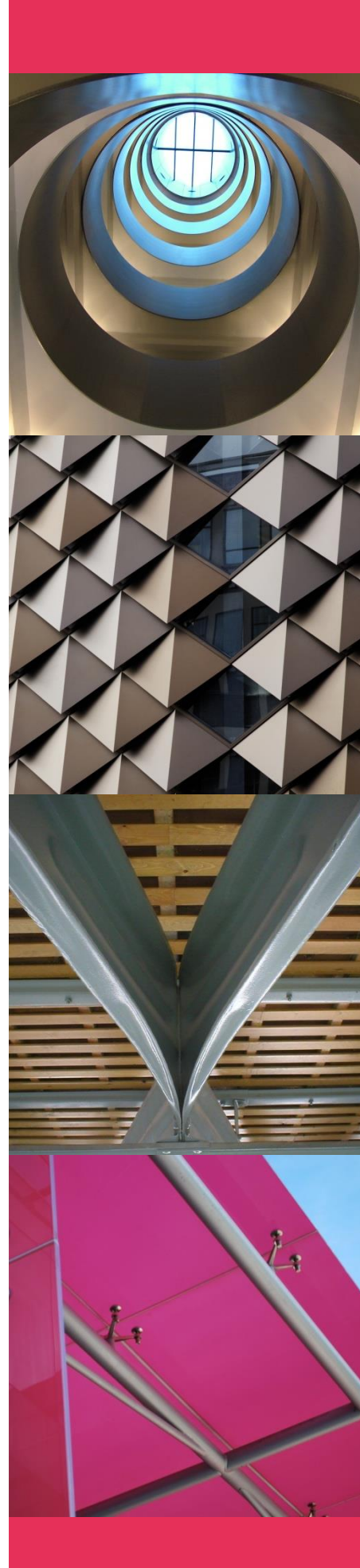
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Site Address: 70-86 Royal College Street

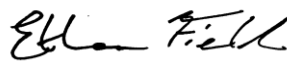
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### 1.0 Introduction

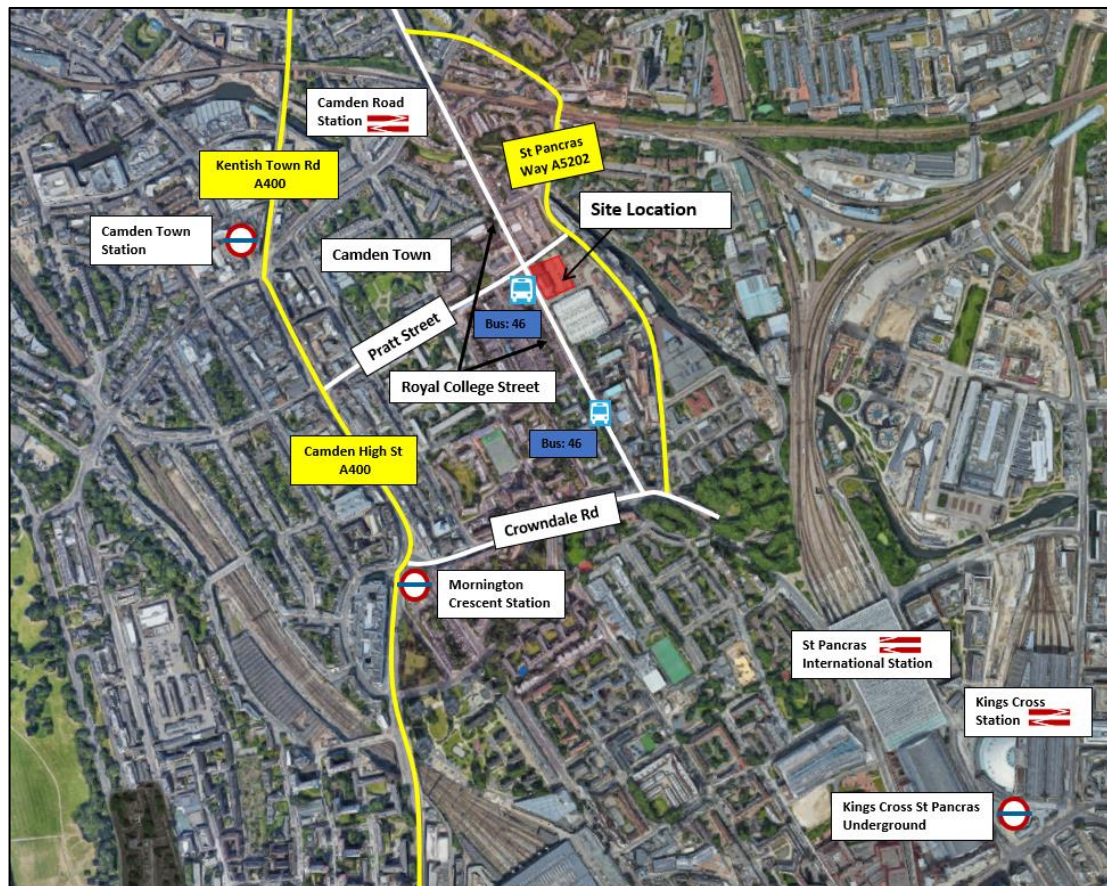
#### 1.1 Introduction

- 1.1.1 Curtins has been appointed by Rocco Ventures to provide an Interim Travel Plan (ITP) in relation to the redevelopment of 70-86 Royal College Street, located in the London Borough of Camden (LBC).
- 1.1.2 The aim of this ITP is to provide management tools for employees and visitors to make decisions about their mode of transport to the site. This is achieved by providing a strategy to eliminate any obstacles to sustainable travel.
- 1.1.3 This ITP has been prepared alongside the Transport Assessment to accompany the planning submission for the redevelopment of the proposed site.

#### 1.2 Site Context

- 1.2.1 The site is located at 70 – 86 Royal College Street, approximately 600m east of Camden Town. The site is bound to the southwest by Royal College Street, the southeast by a Parcelforce Centre, to the northeast by the Parcelforce car park and to the northwest by the Golden Lion pub. The existing site is a former car repair centre, which provides nine car parking spaces and a large area of hard standing for vehicles. **Figure 1.1** illustrates the site location in the context of the surrounding area.
- 1.2.2 The site is illustrated in **Figure 1.1**.

**Figure 1.1 – Site Context**



### 1.3 Development Proposals

- 1.3.1 The development proposals include the demolition of the existing car workshop and the construction of a new intermediate healthcare facility, which will be relocated from the South Wing at the existing St Pancras Hospital Site, located approximately 350m from the site. The new building will provide intermediate care for in patients and services for outpatients.
- 1.3.2 Consulting rooms will be provided on the ground floor, along with a lobby and reception area. 54 patient beds will be provided on the remaining four floors, alongside communal areas on each floor. A landscaped communal area will be located on the roof, alongside two covered units for staff and patients respectively. Ancillary office space will be located in the basement for the NHS Trust.
- 1.3.3 A servicing yard will be located on the ground floor, in the southern section of the site. This area will provide one disabled car parking bay and an ambulance bay.
- 1.3.4 A total of 70 cycle parking spaces will be provided, which is in line with the Intend to Publish London Plan requirements. 12 of the spaces will be located within a storage room in the basement, accessed from an appropriately sized lift.

1.3.5 52 cycle parking spaces will be located in a cycle store within the demise of the building (including ten short stay spaces), which will be accessed via a segregated access point to the servicing yard which has been designed to be in line with London Cycle Design Standards.

1.3.6 In addition, three Sheffield stands will be located within the servicing yard, accommodating up to six cycles and potentially larger, accessible and cargo cycles.

## 1.4 Objectives

1.4.1 In line with Central Government Policies and Guidance, the aims of the ITP are to:

- Discourage the use of unsustainable modes of transport and enable users of the site to make travel choices that benefit themselves and their community;
- Maximise social inclusion by making the site accessible to all members of the community; and
- Raise awareness of alternative modes of transport and thus encourage a modal shift towards more sustainable travel modes

1.4.2 This ITP has been prepared to:

- Show commitment to addressing the access needs of staff and visitors alike;
- Support the Government's environmental and sustainable development initiatives;
- Remain in harmony with, and responsive to, changes to planning and fiscal policies regarding transport;
- Ensure that a formal monitoring process is in place;
- Work with others to ensure the availability of high-quality alternatives to the car and thereby reduce environmental impacts, and  
Maximise the efficiency of the transport and property resources.

## 1.5 Benefits of this Travel Plan

1.5.1 The most easily identifiable benefits are those that are directly related to reductions in vehicle use; namely significantly less congestion, noise, air pollution and accidents. However, there is also a broader range of more intangible benefits that can occur from the implementation of Travel Plan initiatives. These benefits include:

- Improved health (i.e. increased fitness and reduced stress and obesity);
- A reduction in travel costs;
- A cleaner local environment;
- Increase business efficiency and equality;
- Improved accessibility to local services;
- Increased road safety;
- Reduced travel times;
- Improved travel choice; and

- Reduced congestion and demand for parking spaces.

## 1.6 Report Structure

1.6.1 Following this introduction, the ITP follows the structure set out below.

### **Section 3.0. Aims and Objectives**

This section sets out the aims and objectives of the ITP. This includes background and benefits of the TP.

### **Section 4.0. Accessibility Appraisal**

This section reviews the accessibility of the site within the context of pedestrian, cycle and public transport modes and an audit of the supporting sustainable transport infrastructure.

### **Section 5.0. Indicative Travel Patterns**

This section outlines the predicted use and travel patterns surrounding the site.

### **Section 6.0. Travel Plan Measures and Initiatives**

This section outlines various initiatives that will be considered to encourage a modal shift from single occupancy car travel and towards sustainable modes of travel for employees and visitors of the site.

### **Section 7.0. Travel Plan Targets**

This section details possible Travel Plan Targets, outlining the need to present SMART targets following the completion of the baseline Travel Surveys are outlined in this section.

### **Section 8.0. Monitoring and Review**

This section provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator (TPC) as the ITP process progresses.

A possible 'Action Plan' is also provided which summarises the document and the next steps.

## 1.7 Travel Plan Details

1.7.1 Details of the points of information for the Interim Travel plan are outlined in **Table 1.1**.



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# 71435 Royal College Street

## Interim Travel Plan

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**Table 1.1 – Travel Plan Details**

<b>Development Name:</b>	70-86 Royal College Street
<b>Status of Travel Plan:</b>	Interim Travel Plan
<b>Development Address:</b>	70-86 Royal College Street, Camden, London
<b>Author of Travel Plan:</b>	Curtins
<b>Travel Plan Coordinator</b>	TBC

## 2.0 Aims and Objectives

### 2.1 Background to Travel Plans

2.1.1 A Travel Plan is intended to encourage people to choose alternative transport modes over single occupancy car use. Such a plan should include a range of measures designed to achieve these goals.

2.1.2 Following the 2007 United Nations Climate Change Conference, the need to promote sustainable travel methods has been reinforced. Central government has issued a number of policy documents and initiatives to help promote sustainable travel. These include:

- National Planning Policy Framework (2019);
- Road Traffic Reduction Act (1997);
- The Climate Change Act (2008);
- Environment Act (1995); and
- Department for Communities and Local Government, “Travel Plans, Transport Assessments and Statements” (2014).

2.1.3 The policies and guidance provided by these documents all support the aims included in this ITP.

### 2.2 The National Planning Policy Framework (NPPF) (2019)

2.2.1 The National Planning Policy Framework (NPPF) was revised in February 2019 and outlines the potential benefits and requirements for the production of Travel Plans. It states that Travel Plans are “key tools” to facilitate development.

2.2.2 Section 9, Promoting Sustainable Transport, of the NPPF outlines the important role that Travel Plans play when considering new development proposals. This is demonstrated by the requirement of all applications to ensure that:

- *‘appropriate opportunities to promote sustainable transport can be – or have been – taken up, given the type of development and its location; and*
- *Safe and suitable access to the site can be achieved for all users.*

### 2.3 Regional Planning Policy

#### Mayors Transport Strategy (2019)

2.3.1 The Mayor’s Transport Strategy, published in 2018, is based on the Healthy Street approach which consists of ten indicators, namely:

- Pedestrians from all walks of life;
- Easy to cross;
- Shade and shelter;

- Places to stop and rest;
- Not too noisy;
- People chose to walk, cycle and use public transport;
- People feel safe;
- Things to see and do;
- People feel relaxed; and
- Clean air.

2.3.2 The Mayor's transport vision for London is:

*"to create a future London that is not only home to more people, but is a better place for all of those people to live in."*

2.3.3 The Mayor's Transport Strategy gives an indication of the London travel mode share that could be achieved by 2041 with implementation of the Transport Strategy. Policy 1 commits to the central aim for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041.

2.3.4 Policy 5 states that TfL will "prioritise space-efficient modes of transport to tackle congestion and improve the efficiency of streets for the movement of people and goods, with the aim of reducing overall traffic levels b 10-15% by 2041."

#### **Intend to Publish London Plan (December 2019)**

2.3.5 The Examination in Public (EiP) on the London Plan was held between 15th January and 22nd May 2019. The Panel of Inspectors appointed by the Secretary of State issued their report and recommendations to the Mayor on 8th October 2019.

2.3.6 The Mayor considered the Inspectors' recommendations and, on the 9th December 2019, issued to the Secretary of State his intension to publish the London Plan along with a clean and tracked version of the Intend to Publish London Plan.

2.3.7 Policy T4 Assessing and mitigating transport impacts within the Intend to Publish London Plan states:

*"When required in accordance with national or local guidance, transport assessments/statements should be submitted with development proposals to ensure that impacts on the capacity of the transport network (including impacts on pedestrians and the cycle network), at the local, network-wide and strategic level, are fully assessed. Transport assessments should focus on embedding the Healthy Streets Approach within, and in the vicinity of, new development. Travel Plans, Parking Design and Management Plans, Construction Logistics Plans and Delivery and Servicing Plans will be required having regard to Transport for London guidance."*

2.3.8 Policy T5 Cycling states:

A. *"Development Plans and development proposals should help remove barriers to cycling and create a healthy environment in which people choose to cycle. This will be achieved through:*

1. *supporting the delivery of a London-wide network of cycle routes, with new routes and improved infrastructure*
  2. *securing the provision of appropriate levels of cycle parking which should be fit for purpose, secure and well-located. Developments should provide cycle parking at least in accordance with the minimum standards set out in Table 10.2 and Figure 10.2, ensuring that a minimum of two short-stay and two long-stay cycle parking spaces are provided where the application of the minimum standards would result in a lower provision.*
- B. Cycle parking should be designed and laid out in accordance with the guidance contained in the London Cycling Design Standards.<sup>186</sup> Development proposals should demonstrate how cycle parking facilities will cater for larger cycles, including adapted cycles for disabled people. Development Plans requiring more generous provision of cycle parking based on local evidence will be supported.*
- C. Where it is not possible to provide suitable short-stay cycle parking off the public highway, the borough should work with stakeholders to identify an appropriate on-street location for the required provision. This may mean the reallocation of space from other uses such as on-street car parking. Alternatively, in town centres, adding the required provision to general town centre cycle parking is also acceptable. In such cases, a commuted sum should be paid to the local authority to secure provision.*
- D. Where it is not possible to provide adequate cycle parking within residential developments, boroughs must work with developers to propose alternative solutions which meet the objectives of the standards. These may include options such as providing spaces in secure, conveniently-located, on-street parking facilities such as bicycle hangers.*
- E. Where the use class of a development is not fixed at the point of application, the highest potential applicable cycle parking standard should be applied.”*

## **2.4 Local Planning Policy**

### **Camden Local Area Plan (2017)**

- 2.4.1 The ‘Camden Local Area Plan’ emphasises the importance of continuing the growth and development of the borough while prioritising sustainable modes of transport.
- 2.4.2 It states the need of ensuring any new developments do not result in negative impacts or barriers to walking, cycling or public transport infrastructure.
- 2.4.3 ‘Policy T1 Prioritising walking cycling and public transport’ sets out the requirements of new developments to insure they are located in appropriate areas and are creating accessible sites with no negative impacts on the public realm.

2.4.4 The plan also states as part of Policy A1: Managing the impact of development, how the Council will:

*“consider the impacts of movements to, from and within a site, including links to existing transport networks via transport assessments, travel plans, delivery and servicing management plans and construction management plans”.*

**Camden Planning Guidance: Transport (2019)**

2.4.5 Camden Planning Guidance aims to support and further elaborate on policies set out in the Camden Local Plan. The document sets out the scope and requirement for a number of reports to support planning applications such as Transport Assessments, Travel Plans and Delivery and Service Plans.

2.4.6 Travel Plans are described as a plan to support a development need to meet targets for reducing traffic, improving air quality and increasing the use of sustainable modes of travel.

2.4.7 The guidance and expectation of travel plans set out in this document has been consulted to produce this ITP and can be found in Chapter 2: ‘Assessing Transport Impact’.

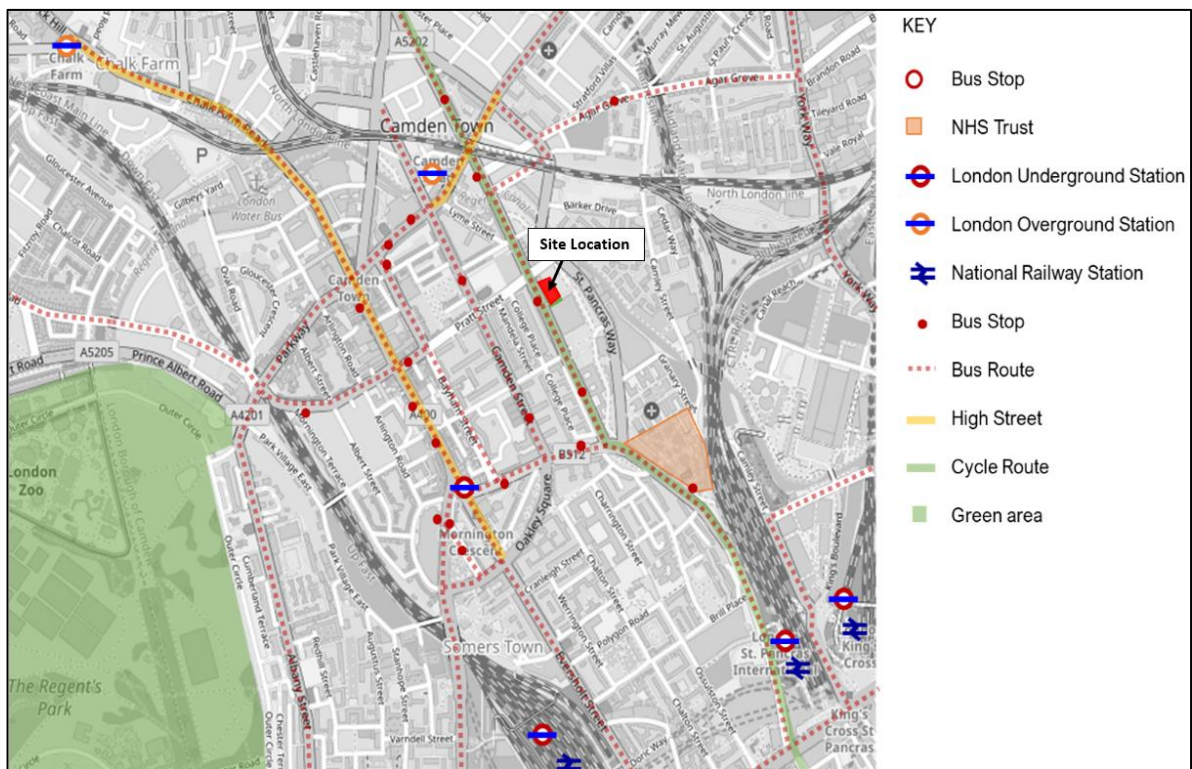
### 3.0 Accessibility Appraisal

#### 3.1 Introduction

3.1.1 This section looks at the accessibility of the site location in terms of pedestrian, cyclist, public transport and vehicle accessibilities.

3.1.2 The surrounding site amenities and transport links are illustrated in **Figure 3.1**.

**Figure 3.1 – Site Amenities**



#### 3.2 Site Location

3.2.1 The development is located east of Camden Town on Royal College Street. The area is mixed-use in nature, with a pub (the Golden Lion), the proposed commercial centre on Pratt Street and the Royal Mail Parcel Force depot, all adjacent to site.

3.2.2 The existing site comprises a former Tyre and Vehicle repair centre, with two vehicular access points. Both access points are from Royal College Street with the southern access point allowing movement both in and out of the site and the northern access point allowing exit only.

#### 3.3 Pedestrian Accessibility

3.3.1 The site is considered to have good pedestrian accessibility due to its close proximity to public transport and arterial services.

# 71435 Royal College Street

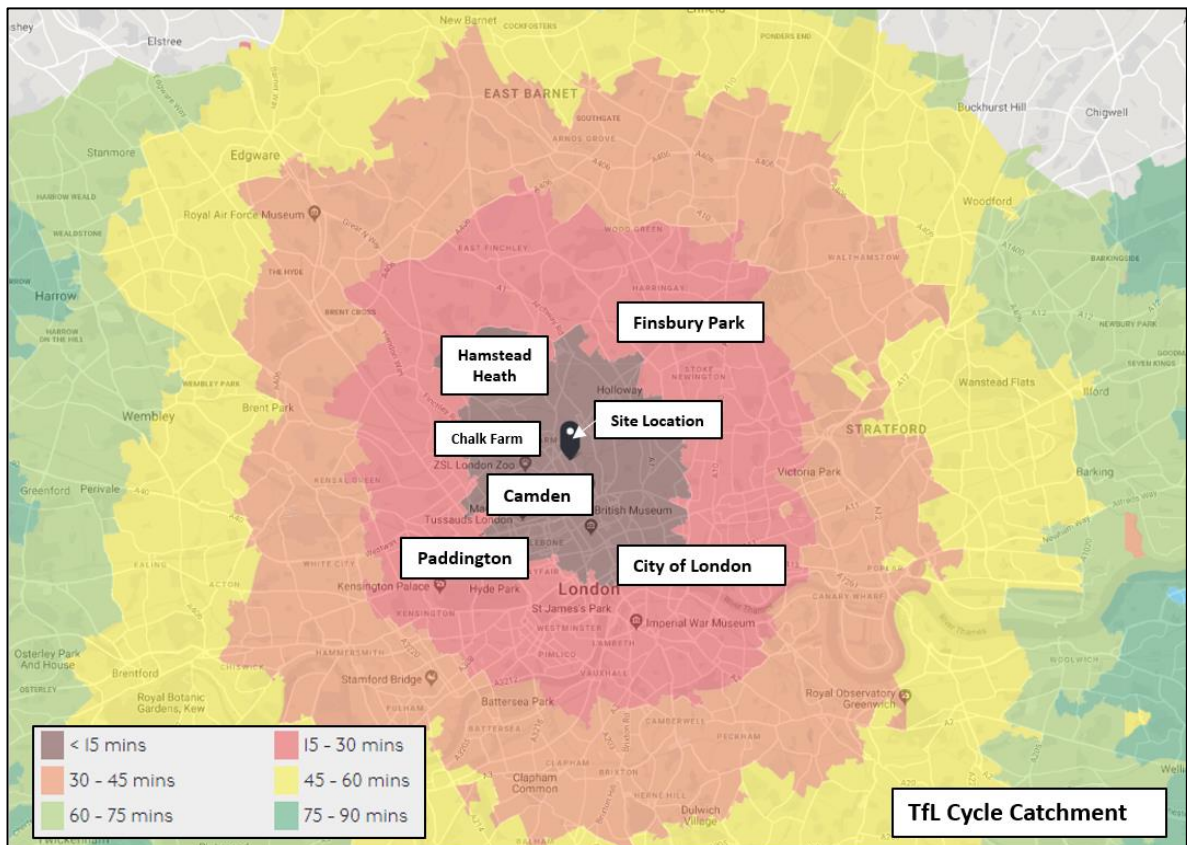
## Interim Travel Plan

- 3.3.2 The sites access points are from Royal College Street, which has wide footways and street lighting on both sides.
- 3.3.3 Just south of the Royal College Street and Pratt Street junction there is a formal zebra crossing.
- 3.3.4 Tactile paving is provided at all crossing points in the area.
- 3.3.5 The site is connected to the Jubilee Greenway route, part of TfL's Walk London Programme. Section 3 and 10 of the route are closest to the site and run from Camden Lock to Victoria Park (4.7m).

### 3.4 Cyclist Accessibility

- 3.4.1 A segregated cycle route is located on both sides of Royal College Street, forming part of TfL's cycleway 6, which connects Kentish Town Road in the north and continues to Elephant and Castle in the south, via Cycle Superhighway 6 (CS6), Quietway 11, 14 and 1.
- 3.4.2 **Figure 3.2** illustrates a 15-minute band cycling isochrone from the site.

**Figure 3.2 – Cycle Catchment Area**

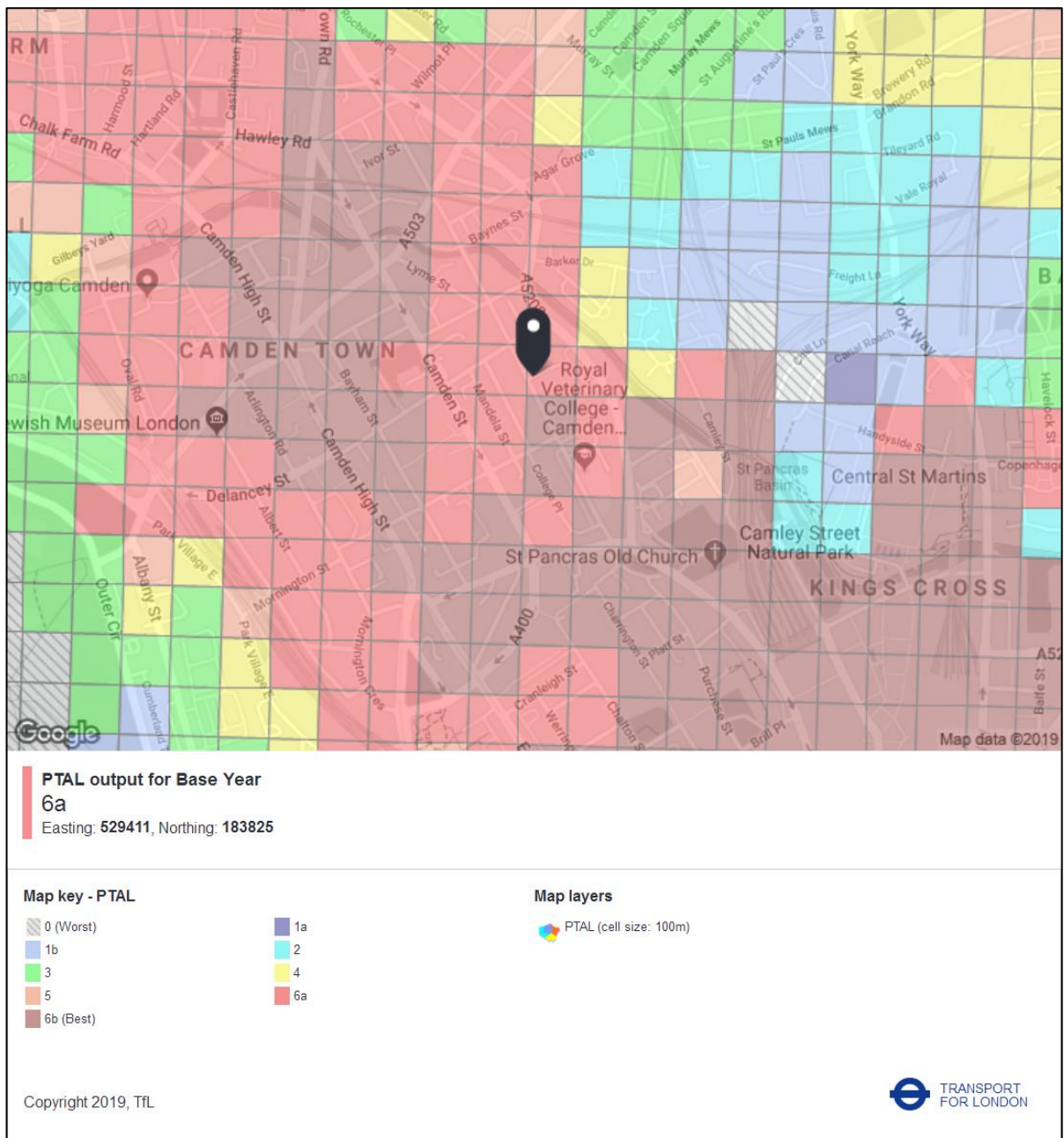


- 3.4.3 It can be seen that Finsbury Park, Hamstead Heath, City of London, Paddington, Chalk Farm and Camden are all accessible within a 20-minute cycle from the site.

### 3.5 Public Transport Accessibility

3.5.1 The site has excellent public transport accessibility and is served by a range of transport modes. The site receives the second highest 'Public Transport Accessibility Level' (PTAL) rating of 6A. This is shown in **Figure 3.3**.

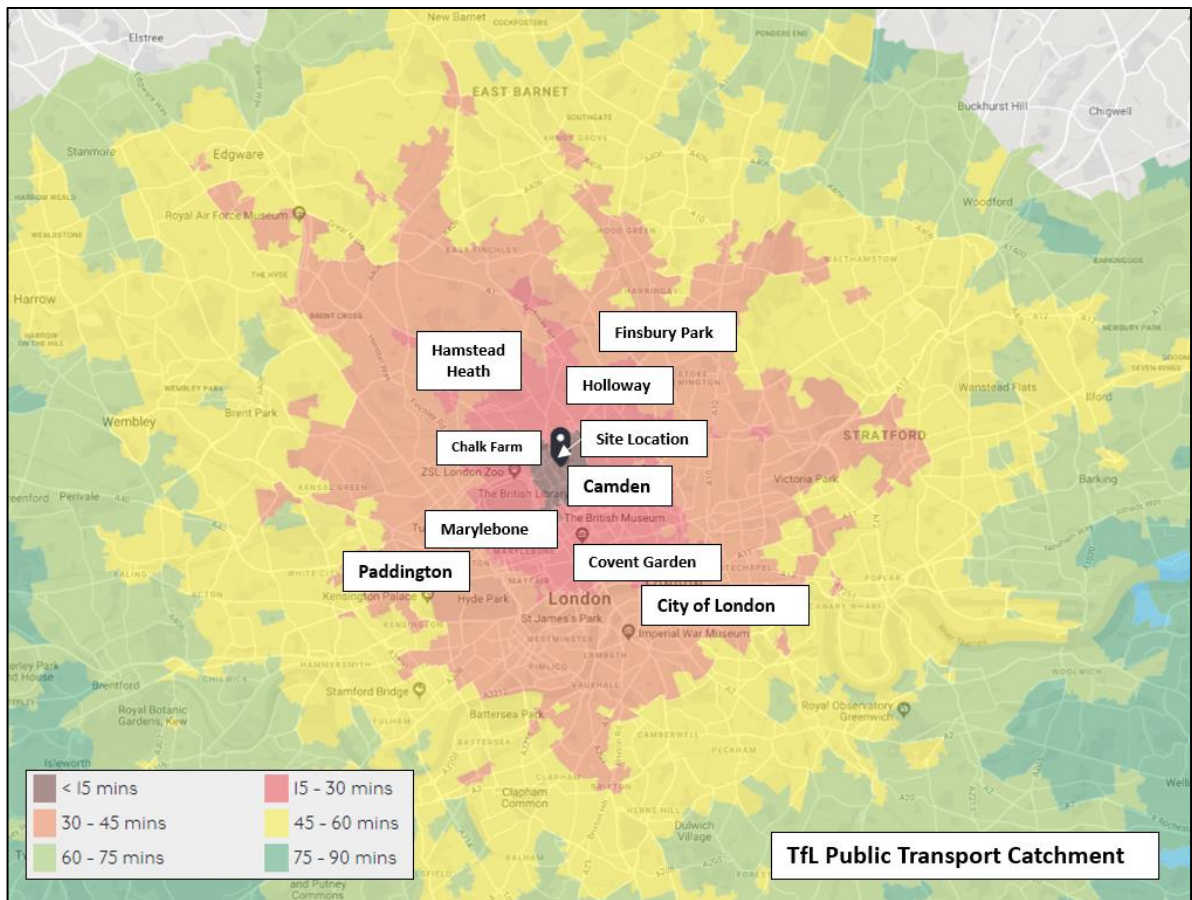
**Figure 3.3 - PTAL site rating**



3.5.2 illustrates the 60-minute public transport catchment area around the site as generated by the TfL TIM tool.



Figure 3.4 – Public Transport Catchment Area



3.5.3 Hampstead Heath, Holloway, Marylebone, Chalk Farm and Covent Garden are all accessible within a 30-minute journey by public transport, whilst the majority of Central London is accessible within a 45 minute journey.

3.5.4 The site is well served by TfL bus services, with a number of key destinations accessible within 30 minutes bus journey. The nearest bus stop is located directly opposite the site, featuring sheltered seating and timetable information. Bus route 46 operated along Royal College Street, which provides a service to Lancaster Gate.

3.5.5 The bus services accessible within 640m of the site are set out in **Table 3.1**.

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**Table 3.1 – Bus Routes Accessible within 640m Walk**

Service	Site Proximity	Route	Frequency		
			Weekday	Saturday	Sunday
<b>Royal College Street</b>					
46	5m	Lancaster Gate	8 – 12 mins	10-11 mins	4 per hour
<b>Camden Street / Pratt Street</b>					
46	350m	Barts Hospital	8 – 12 mins	9 – 11 mins	4 per hour
<b>Stop V : Bayham Street</b>					
31	600m				
<b>Bayham Street / Plender Street</b>					
24	600m	Pimlico	8 – 12 mins	9 – 12 mins	11 – 13 mins
134		Warren Street	6 – 10 mins	9 – 12 mins	9 – 10 mins
29		Charing Cross / Trafalgar Square	4 – 8 mins	5 – 8 mins	7 – 8 mins
88		Clapham	6 – 8 mins	6 – 10 mins	10 – 13 mins
27		Warren Street	7 – 10 mins	7 – 10 mins	11 – 13 mins
168		Old Kent Road	6 – 10 mins	8 – 12 mins	10 – 13 mins
253		Euston	4 – 8 mins	5 – 9 mins	6 – 10 mins
214		Kings Cross	6 – 10 mins	6 – 10 mins	11 – 13 mins
<b>Pratt Street</b>					
274	640m	Lancaster Gate	10 – 13 mins	9 – 12 mins	8 – 12 mins

#### **London Underground**

- 3.5.6 The closest London Underground Station is Camden Town London Underground Station, located 650m walk north west of the site, which provides regular access to the northern line on both branches (20 services an hour in each direction for each branches).

#### **Overground Services**

- 3.5.7 Camden Road Station is located 450m north of the site, on Royal College Street which provides access to Overground services between Stratford and Richmond at a frequency of approximately 5 / 6 an hour.

#### **Railway Services**

- 3.5.8 London St Pancras and Kings Cross Rail and Underground Station are located a 0.8m walk south of the site, providing access to a wide range of rail and underground routes.

### **3.6 Vehicle Accessibility**

- 3.6.1 The local road network, as illustrated in **Figure 1.1**, is described below.

#### **Royal College Street**

- 3.6.2 Royal College Street, which forms the western boundary of the site, is a one way single carriageway road in a northwest direction. The carriageway way is wide and accommodates an on-street bus shelter directly opposite the site. It provides a connection between Kentish Town Road in the north and Crowndale Road in the south.

- 3.6.3 On street car parking is located on the eastern side of the road approximately 40m southeast of the site. Parking is restricted to resident permit holders only and operated Monday – Friday 08:30 to 18:30.

#### **Pratt Street**

- 3.6.4 Pratt Street follows a southwest / northeast alignment between Camden High Street and St Pancras Way. To the east of Royal College Street it is one way in a north-eastern direction. The carriageway is circa 8.0m in width and is subject to a 20mph speed restriction. Single yellow lining is present on both sides. An on street car parking bay is located 60m east of the Royal College Street junction, accommodating four vehicles.

- 3.6.5 To the west of Royal College Street, Pratt Street is a two way single carriageway road measuring approximately 6.0m in width. Inset car parking bays are located on the northern and southern side of the road, for resident permit holders only.

## 4.0 Indicative Travel Patterns

### 4.1 Introduction

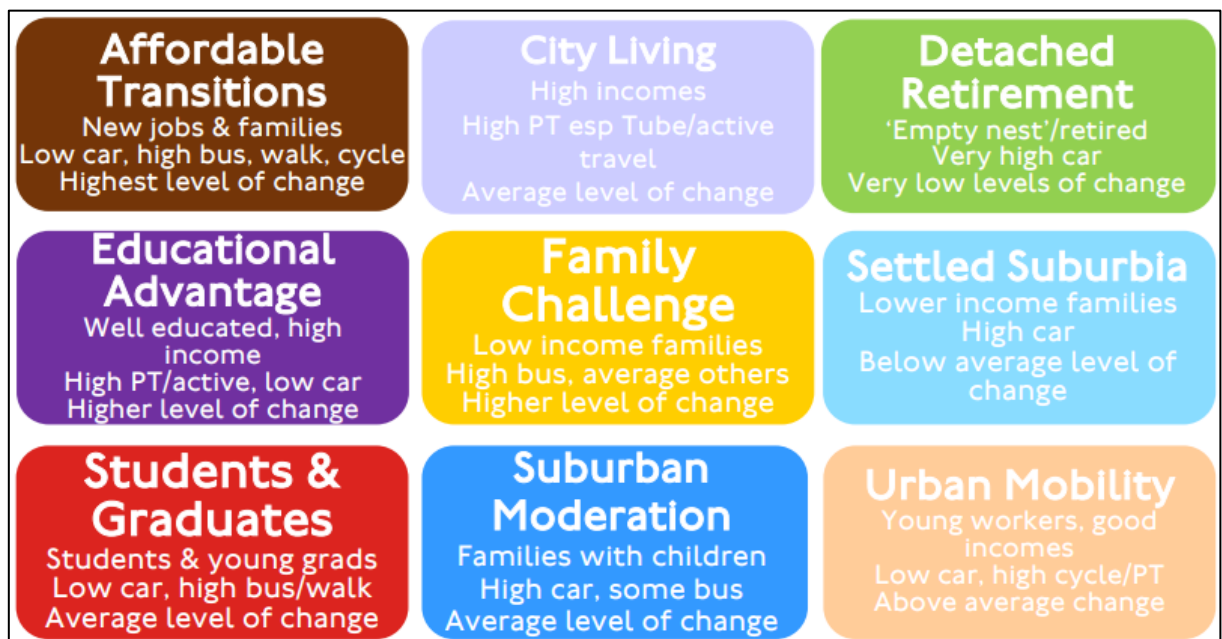
4.1.1 The Healthy Streets TA guidance refers to TfL “Transport Classification of Londoners presenting the Segments” (TCoL) which is a tool developed by TfL designed to categorise Londoners on the basis of the travel choices they make and the motivations for making those decisions.

4.1.2 There are seven key variables used to help determine the initial TCoL segmentations which are:

- Propensity to change travel;
- Mode usage and dominant mode;
- Life stage;
- Income;
- Ethnicity;
- Changes in behaviour motivated by health and fitness; and
- Use of mobile phones for email.

4.1.3 **Figure 4.1** illustrates that TCoL Segment Summary.

**Figure 4.1 - TCoL Segment Summary**



*Staff, Nurses and Doctors*

4.1.4 The demographic of people employed at the site is expected fall into the majority of categories illustrated in **Figure 4.1**.

## 71435 Royal College Street

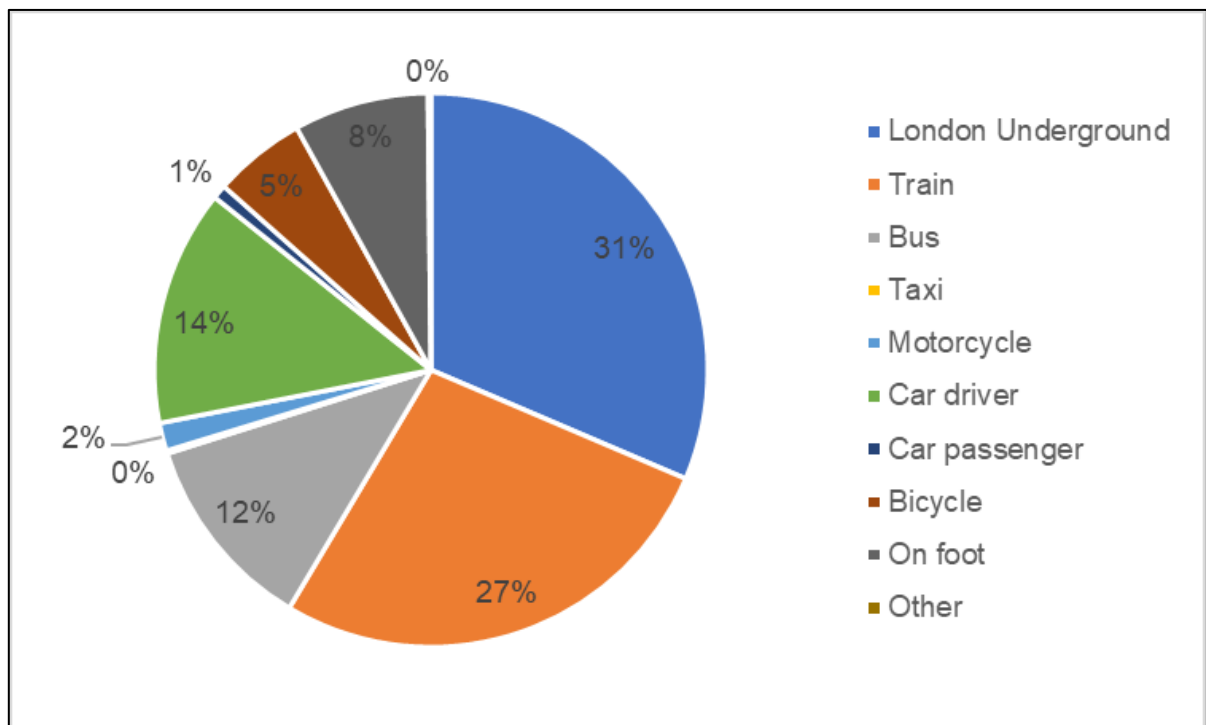
### Interim Travel Plan

4.1.5 It is expected that 455 staff will have access to the site, however it is anticipated that up to 298 staff will be working at the site at one time. These will comprise the following:

- Doctors;
- Nurses;
- Carers;
- Volunteers;
- Specialists; and
- Ancillary and admin staff.

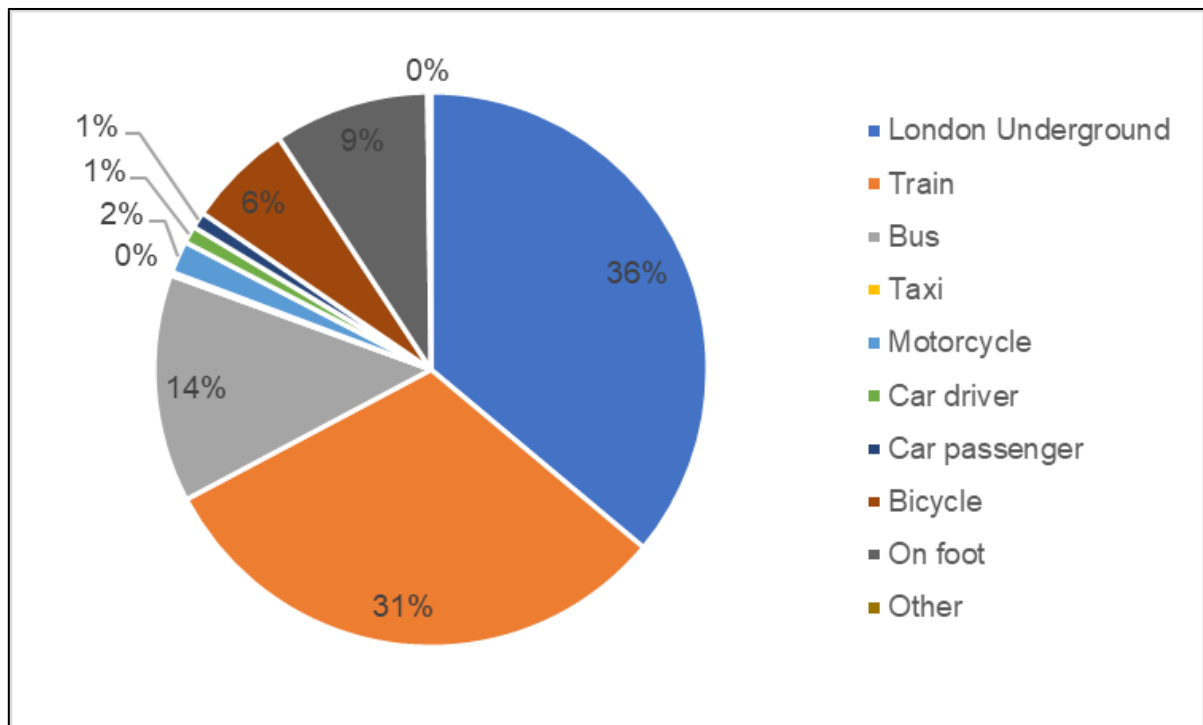
4.1.6 In order to understand the travel patterns of staff, nurses and doctors employed at the site, 'Method of Travel to Work' (WU03EW) census data for Middle Super Output Area (MSOA) Camden 019 has been extracted. The resultant mode share is illustrated in **Figure 4.2**.

**Figure 4.2 - Method of Travel to Work (Camden 019)**



4.1.7 **Figure 4.2** illustrates that the majority of staff are expected to travel by London Underground, Overground or Train (58%), followed by 14% car driver and 12% by bus. 8% are expected to walk to work and 5% to cycle.

4.1.8 Given there is only one off-street and one on-street disabled car parking bay proposed, the car driver mode share shown in **Figure 4.2** has been adjusted and redistributed across the other modes of travel. The resultant modal split is illustrated by **Figure 4.3**.

**Figure 4.3 – Adjusted Method of Travel to Work (Camden 019)**

#### *Visitors and Patients*

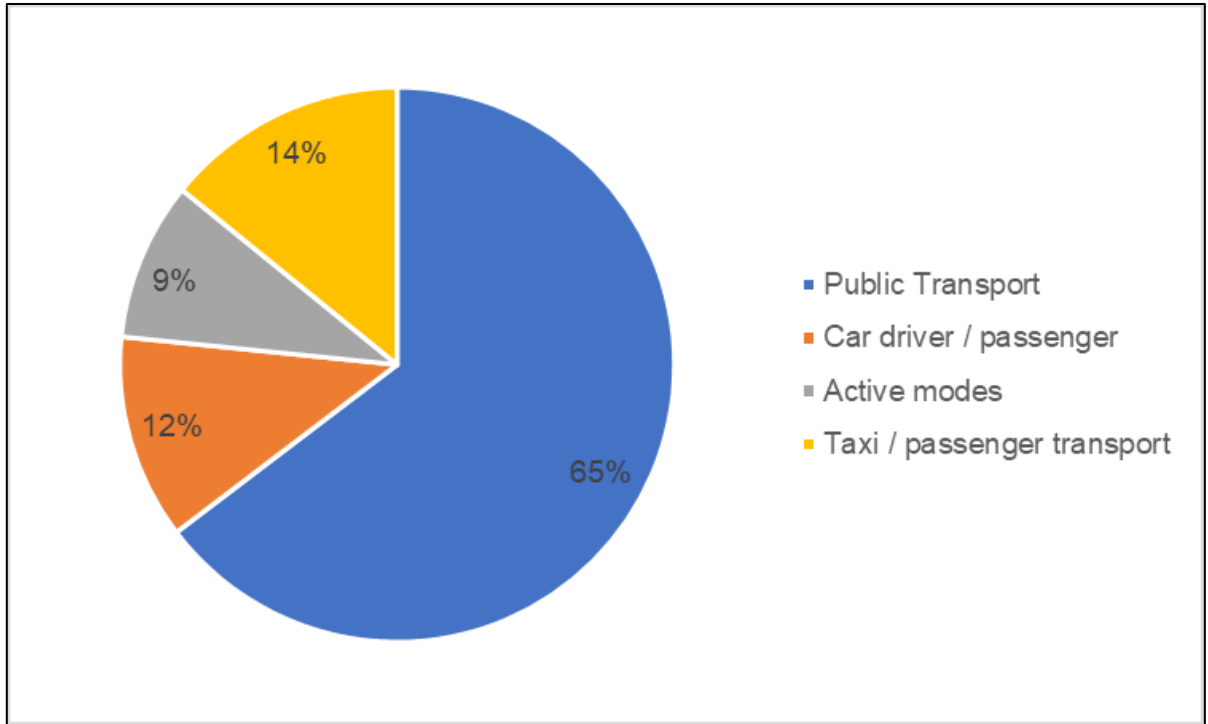
4.1.9 The development proposals will provide 54 patient beds and consulting rooms on the ground floor. Patients are expected to stay for a duration of six weeks, equating to circa two new patients arriving at the site per day. It is anticipated that approximately 50 outpatients will visit the site per week to use the outpatient services; an average of eight per day.

4.1.10 In order to inform the travel patterns of patients and visitors arriving at the facility, surveys undertaken at other outpatients' facilities have been utilised. Surveys have been used from the following planning applications:

- New Cancer Centre, Guys Hospital in London Bridge: Surveys undertaken in 2010; and
- New outpatients building, St Mary's Hospital in Paddington: surveys undertaken in 2015.

4.1.11 Similar to the proposed development, both sites are located in highly accessible locations near key railway stations. It should be noted that more car parking is provided across these campuses, therefore the car driver mode share is likely to be higher than that exhibited at the proposed development. The average between the two sites is illustrated in **Figure 4.4**.

Figure 4.4 - Patient Mode Share



## 5.0 Travel Plan Measures and Initiatives

### 5.1 Introduction

5.1.1 This section of the TP sets out measures and initiatives that will be considered to encourage sustainable modes of travel. The measures and initiatives detailed below have been designed to assist in both the management of the TP and the promoting sustainable modes of travel.

5.1.2 The measures have been developed as a result of the information collected and analysed on the predicted travel profiles.

### 5.2 Travel Plan Coordinator

5.2.1 The appointment of a Travel Plan Coordinator (TPC) is essential for the successful implementation and success of the Travel Plan and should be done prior to or upon the opening of the site.

5.2.2 The site TPC would likely be the building manager; their details would be confirmed and circulated to the council upon appointment, and prior to the opening. Should the TPC change, the council would be notified and the details of the incumbent TPC provided.

5.2.3 The TPC would have overall responsibility for the day to day management and implementation of the TP. They would be the first point of contact in relation to travel issues.

5.2.4 The main mechanisms of promoting the TP that would be enforced by the TPC are summarised as follows:

- Promotion and marketing of sustainable modes of travel and in particular, the specific measures and initiatives designed to incentivise staff and visitors to utilise sustainable modes;
- Collation and provision of travel information on sustainable travel to staff and visitors;
- Promotion of the aims and objectives of the TP;
- Provision of up-to-date information on changes to pedestrian or cycle routes and infrastructure, bus and train timetables and infrastructure as necessary;
- Monitoring of the TP in accordance with agreed procedures;
- Regularly up-date on the progress towards implementation of the TP and towards meeting the targets of the TP;
- Travel surveys in accordance with agreed monitoring procedures (i.e. year 1,3 and 5); and
- Liaison with TPC's from surrounding developments to coordinate events.



### 5.3 Production of Staff Induction Packs

5.3.1 All staff would receive a copy of the final Travel Plan and induction pack, when they are first employed at the site. It is suggested that when a new patient is admitted onto the wards, the family will be provided with an induction pack.

5.3.2 Induction packs can be critical in influencing travel patterns. The contents of the packs could include:

- Introduction to the TP concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Maps showing local walking / cycling routes and places of interest; and
- Details of the Travel Plan Co-ordinator (TPC).

### 5.4 Measures to Encourage Walking

5.4.1 In order to encourage walking as a mode of transport the measures below will be considered:

- Promotion of a 'walking buddy' scheme for staff;
- Promotion of the Camden Walking and Accessibility Action Plan,
- Run promotional events like 'walk to work week' or 'pedometer challenges'
- Promotion of the 'Go Jauntly' App which, in partnership with TfL, provides a walking tube map and other leisure walking routes;
- Promotion of leisure routes and/ or strategic routes (notably Regents Park);
- Promotion of National Walking Month;
- Make information on local pedestrian routes and facilities available; and
- Raise awareness of the health benefits of walking.

### 5.5 Measures to Encourage Cycling

5.5.1 To encourage staff and visitors to cycle, the following measures will be considered:

- Provision of secure on-site cycle parking spaces;
- Provision of staff lockers, showers and changing facilities on site;
- Promotion of the Camden Cycling Action Plan,
- Promotion of the Camden Cycle skills for adults programme,
- Promotion of the Camden Council "Try a Bike Scheme"
- Setting up of a Bicycle User Group (BUG)/ 'Bike Buddy' scheme;
- Promote Cycle scheme salary sacrifice scheme to promote bike ownership;
- Information on the local cycle network routes made available through Induction Packs and communal notice boards;
- Promotion of London Cycle Guides, Cycle Streets Journey Planner, and TfL Cycle Journey Planner;

- Promotion of HGV/cycle safety;
- Promotion of cycle security and bike marking schemes to reduce bike theft;
- Promotion of cycle training and membership organisations such as LCC, Camden Cyclists, CTC (Cycling UK) (and related programmes to engage people in cycling),
- Promotion of Dr.Bike cycle surgery to assist with bike maintenance.
- Promotion of Santander Cycle Hire Scheme.
- Promotion of Cycling events in Camden and nearby boroughs, Cycle to Work Day, 'Lets Ride' British Cycling Initiatives including led rides, Breeze and Ride Social Rides, Ride London,
- Promotion of events such as “National Bike Week” and “Love to Ride” (London Cycle Challenge);
- Invite local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness of this mode of travel;
- Provide alternative transport home in the event of an emergency; and
- Promotion of apps to facilitate mobile handset planning of public transport trips and awareness of network issues and problems.

## 5.6 Measures to Encourage Public Transport

5.6.1 To encourage staff and visitors to take public transport, the following measures will be implemented or considered:

- Ensuring information regarding public transport (times, distance to stops) are provided on a staff notice board and is kept up to date.
- Provide interest free season ticket loans for the purchase of annual travel cards for staff availing of public transport modes.
- Promotion of apps (Oyster, Citymapper, UK Bus Checker) that provide updates on trains and buses.

## 5.7 Measures to Encourage Operational Related Transport Efficiencies

5.7.1 The primary operational transport activity related to the development is the delivery of goods and the removal of waste.

- Once occupied, a full audit could be undertaken of deliveries with a view to reducing the number of trips by either having consolidated deliveries or reducing the number of waste collections.
- This will involve encouraging suppliers and delivery contractors to partake in the FORS scheme, which provides a quality and performance benchmark for deliveries to the site. Additionally, managing the timings and number of the deliveries, and limiting the size of vehicles delivering to the site, will be undertaken.

## 6.0 Travel Plan Targets

### 6.1 Targets

6.1.1 The TP indicative targets are based on SMART principles:

- Specific (identify what is to be achieved);
- Measurable (over the target period);
- Achievable (linked to overall objectives and aims);
- Realistic (must be achievable over time allocated); and
- Timed (a defined action plan including dates for achievement).

6.1.2 Setting SMART targets is essential to provide a purpose and focus for the TP. A number of targets have been adopted. These targets are divided amongst those relating to delivering outputs and those related to achieving outcomes as explained below;

- **Output targets** – These targets relate to the implementation of the measures to be introduced as part of the Travel Plan (TP). They would help to ensure that the TPC remains on course with the delivery of the different measures contained within this TP;
- **Outcome targets (modal shift)** – These targets relate to the effect of implementing the TP measures and will include for example reducing the overall proportion of journeys being undertaken from the site by car.

## 6.2 Output Targets

6.2.1 Details of the output targets, responsibilities for delivery and associated time scales are outlined in **Table 6.1**.

**Table 6.1 – Output Targets**

Output Target	Responsibility	Timescale
Appoint and fund a site Travel Plan Coordinator (TPC).	Operator	Prior to occupation
Promote Travel Planning measures.	TPC	Upon appointment of TPC
Undertake first travel survey.	TPC	Within 6 months of occupation.
Analyse results of travel survey and provide reports.	TPC	Within 4 months of occupation
Inform staff and visitors of sustainable travel modes to the site and display travel information in strategic areas visible to all staff and visitors respectively.	TPC	Upon appointment of TPC
Continue to promote the Travel Plan and it's aims and objectives through various channels, to reach 100% of the staff and visitors.	TPC	Upon appointment of TPC and ongoing
Provide yearly sustainable travel campaigns	TPC	Upon appointment of TPC and ongoing

### 6.3 Outcome Targets

- 6.3.1 The initial travel survey, following the appointment of the TPC, will gather information that would provide a base year modal split for journeys to and from the site for staff and visitors. This base year information would then be used to derive modal split targets for site.
- 6.3.2 A travel survey would be carried out in years 1, 3 and 5, in order to monitor the progress and act as an indicator of whether the targets are being achieved and whether adjustments are necessary.
- 6.3.3 The suggested targets represent what is considered to be an achievable increase in sustainable travel by staff and visitors as a result of the introduction of the Full Travel Plan.

#### Staff Targets

- 6.3.4 The suggested targets represent what is considered to be an achievable increase in sustainable/active travel by staff as a result of the introduction of the Full Travel Plan. The staff mode share targets are outlined in **Table 6.2**.

**Table 6.2 – Existing Mode Share**

Mode	Existing Mode Share	Year 1	Year 3	Year 5	Targets
London Underground	36%	35%	34%	33%	-3%
Train	31%	30%	30%	29%	-2%
Bus	13%	13%	13%	12%	-1%
Taxi	0%	0%	0%	0%	0%
Motorcycle	2%	1%	1%	0%	-2%
Car driver	1%	1%	0%	0%	-1%
Car passenger	1%	1%	0%	0%	-1%
Bicycle	6%	8%	9%	10%	4%
On foot	9%	11%	13%	15%	6%
Other	0%	0%	0%	0%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>0%</b>

- 6.3.5 The targets above are estimated to reduce private vehicle users by 4% and public transport modes by 6% and increase active travel modes by 10% (walking and cycling) by the end of year 5.
- 6.3.6 A separate target that is linked to the mode splits is to ensure 100% of staff are aware of the travel plan and its aims and objectives by the end of Year 1.

**Visitor and Patient Targets**

6.3.7 The suggested targets represent what is considered to be an achievable increase in sustainable/active travel by visitors and patients as a result of the introduction of the Full Travel Plan. The visitor and patient mode share targets are outlined in **Table 6.3**.

**Table 6.3 – Existing Mode Share**

Mode	Existing Mode Share	Year 1	Year 3	Year 5	Targets
Public Transport	65%	64%	63%	62%	-3%
Car driver / passenger	12%	9%	6%	3%	-9%
Active modes	9%	15%	21%	27%	18%
Taxi / passenger transport	14%	12%	10%	8%	-6%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>0%</b>

6.3.8 The targets above are estimated to reduce private vehicle users by 15% (car and taxi, this is not applicable to passenger transport) and public transport modes by 3% and increase active travel modes by 18% (walking and cycling) by the end of year 5. These targets are in line with the 2018 Mayor’s Transport Strategy and reflect the Inner London target for 90% of trips to be made by foot, cycle or public transport’

**6.4 Conclusion**

6.4.1 In summary, the above targets have been set to reduce private car travel and to encourage active travel amongst residents.

## 7.0 Monitoring and Review

### 7.1 Introduction

7.1.1 The success of a Travel Plan requires consistent monitoring of measures to ensure they continue to be effective throughout the operational life of the site.

7.1.2 Overall responsibility for the TP would lie with the TPC. This section of the TP describes the management and co-ordination processes that are to be introduced to support the TP measures.

### 7.2 Monitoring and Updates of the Travel Plan

7.2.1 The monitoring of travel behaviour is vital to measure progress towards targets.

7.2.2 The TPC should organise consultation with the occupiers involving meetings to promote the concept of the TP, as well as identifying a common set of objectives for encouraging active travel.

7.2.3 Monitoring surveys would be conducted at 4 months (year 0), years 1, 3 and 5 following occupation of the development. The TPC should organise surveys aimed at obtaining updated information on the travel patterns of the staff and visitors. The TP would be updated on the receipt of survey results.

7.2.4 An Action Plan of measures for implementation in the forthcoming monitoring period would be agreed in the context of the results of the monitoring surveys.

7.2.5 The TPC would be responsible for monitoring on-site and off-site facilities for sustainable modes. It will be the duty of the TPC to report any significant issues observed or any useful comments received from staff on either on or off-site facilities.

### 7.3 Data Collection and Analysis

7.3.1 As the development, has not yet been constructed, it is not possible to undertake any travel surveys.

7.3.2 In order to understand travel habits, travel surveys would be distributed to all staff and regular visitors within 4 months of opening. Recipients will be encouraged to participate, and the surveys would extract the following key information:

- Place of residence;
- Usual mode of travel and reason for modal choice;
- Attractiveness of various sustainable modes;
- Any barriers to sustainable modes; and
- Initiatives that would encourage staff and visitors to travel more sustainably.

## 7.4 Implementation Plan

7.4.1 **Table 7.1** sets out the implementation plan for this TP. It is intended to explain the management structure for the TP, the responsibility and the implementation of stated measures and initiatives, monitoring procedures and promotion of the TP.



Table 7.1 – TP Implementation				
Theme	Action	Responsibility	Timing/ Completion Date	Monitoring Progress
Infrastructure	Ensure cycle store is ready for use (as per planning)	Operator	Prior to Opening- then as part of a yearly review of transport facilities	Progress towards cycling mode share target
	Ensure Cyclist gates at the south entrance be effectively used to enter the site (as per planning)	Operator	Prior to Opening -- then as part of a yearly review of transport facilities	Progress towards pedestrian mode share target
Travel Plan Management	Write up the pre-occupation Travel Plan	Operator	No later than 6 months prior to opening	Successful implementation of Travel Plan
	Appoint a Travel Plan Co-ordinator	Operator	Prior to opening	Successful implementation of Travel Plan
	Inform Camden Council of TPC contact information	TPC	Upon appointment	Successful implementation of Travel Plan
	Detailed funding mechanisms	TPC	Upon appointment	Successful implementation of Travel Plan
	Travel Plan Steering Group	TPC	Within one month of first occupation	Successful implementation of Travel Plan
	Draft Travel Survey	TPC	Following 4 months of opening	Successful implementation of Travel Plan

Table 7.1 – TP Implementation				
Theme	Action	Responsibility	Timing/ Completion Date	Monitoring Progress
	Initial baseline surveys	TPC	Following 4 months of opening	Successful implementation of Travel Plan
	Set revised modal split targets	TPC	Upon completion of the initial travel surveys	Successful implementation of Travel Plan
	Subsequent Travel Surveys	TPC	Years one, three and five and as required	Successful implementation of Travel Plan
	Monitoring Reports	TPC	Upon completion of the initial travel surveys	Successful implementation of Travel Plan
	Updating the Travel Plan	TPC	Ongoing/once travel surveys have been completed in years one, three and five.	Successful implementation of Travel Plan
	Stakeholder/user groups	TPC	Ongoing	Successful implementation of Travel Plan
Promotion/ Marketing	Travel Guide - Produce a Travel Guide, which will provide information on travelling to, from home	TPC	Yearly, upon hiring of staff and opening of facilities and upon admitting a new resident to the site.	Successful implementation of Travel Plan
Walking	Promotion of walking resources and benefits (websites, tools and events)	TPC	Ongoing	Progress towards walking mode share target
	Promotion of the Camden Walking and Accessibility Action Plan	TPC	Ongoing	Progress towards walking mode share target

Table 7.1 – TP Implementation				
Theme	Action	Responsibility	Timing/ Completion Date	Monitoring Progress
	Promotion of a “Walking Buddy” scheme for staff	TPC	Ongoing	Progress towards walking mode share target
	Promotion of the ‘Go Jauntly’ app	TPC	Ongoing	Progress towards walking mode share target
Cycling	Promotion of the “Try a Bike” programme	TPC	Ongoing	Progress towards cycling mode share target
	Promotion of the Camden Cycling Action Plan	TPC	Ongoing	Progress towards cycling mode share target
	Promote the Camden Cycle Skills for Adults programme	TPC	Ongoing	Progress towards cycling mode share target
	Promotion of cycling events and community clubs in Camden (Cycle to Work day, etc)	TPC	Ongoing	Progress towards cycling mode share target
	Promote Santander Cycles app	TPC	Ongoing	Progress towards cycling mode share target
	Promotion of local cycling guides, journey planners and apps	TPC	Ongoing	Progress towards cycling mode share target
	Promote cycle security & marking and registration schemes with the Police	TPC	Ongoing	Progress towards cycling mode share target
	Investigate tax free bike to work scheme	TPC	Ongoing	Progress towards cycling mode share target

Table 7.1 – TP Implementation				
Theme	Action	Responsibility	Timing/ Completion Date	Monitoring Progress
	Set up Cycle Buddy Scheme	TPC	Ongoing	Progress towards cycling mode share target
	Ensure provision of bike toolkit at reception	Developer / building management	Prior to occupation	Progress towards cycling mode share target
	Plan regular 'Dr Bike' maintenance and repair sessions	TPC	Ongoing	Progress towards cycling mode share target
Public Transport	Investigate season tickets loans for the purchase of annual travel cards	TPC	Ongoing	Progress towards Public Transport
	Promote Public Transport Apps (TFL Oyster, Citymapper, UK Bus Checker)	TPC	Ongoing	Progress towards Public Transport
Operational Related Transport Efficiencies	Complete audit of deliveries/waste collection	TPC/Management	Within one month of first occupation	Progress towards more sustainable travel patterns

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