

Abbey Area Development

Workplace Travel Plan
London Borough of Camden

June 2020



Notice

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1. Introduction

1.1. Context for this Travel Plan

Atkins has been commissioned by the London Borough of Camden (LBC) to prepare a Workplace Travel Plan (WTP) for the Abbey Area Redevelopment Project located within LBC. This Travel Plan discharges planning condition 79 of the planning permission, as outlined below, required prior to occupation of commercial uses in Phase 1.

A Hybrid application (reference 2013/4678/P) was subsequently submitted in July 2013 incorporating a revised outline application for the whole of the Abbey Area Development as well as the submission of full details in respect to Phase 1. This was granted planning permission in May 2014 and was supported by a Framework WTP prepared by Atkins as part of the planning application process.

This WTP is therefore submitted to support the proposed development in respect to Phase 1. It sets out the site management structure and outlines the sustainable travel principles to be incorporated into the workplace proposals and will be updated through a 'Initial Substantial Review' within six months of full occupation of Phase 1.

1.1.1. Planning Conditions

Condition 79 states that:

'Prior to first occupation of the commercial uses in any phase of the development a Work Place and Visitor Travel Plan (TP), based upon the structure of the submitted workplace framework travel plan, shall be submitted to and approved in writing by the Local Planning Authority in consultation with Transport for London. Such travel plan shall set out measures for promoting sustainable transport modes for businesses within the relevant phase of the development, and shall allow for an initial substantial review within six months of full occupation of the relevant phase of development incorporating an update based upon receipt of results of a post-occupancy TRAVL survey. Subsequent revisions to the approved travel plan and its strategy shall be submitted to and approved by the Local Planning Authority prior to implementation. The measures contained in the Travel Plan shall at all times remain implemented.'

As stated in the Condition, this Travel Plan sets out measures for promoting sustainable transport modes for employees and allows for an Initial Substantial Review within six months of full occupation of Phase 1. The intention of this paragraph is not to cause indeterminate delay based on occupation of the development. A reasonable schedule for the implementation of travel plan measures should be determined by the Travel Plan Coordinator and the LBC Travel Plan Officer, specifically in the case that a development phase remain not fully occupied after six months of first occupation.

The Condition also refers to TRAVL. This is a multi-modal trip generation database specifically for London and in 2014, TRAVL merged with TRICS, the UK and Ireland's national system of trip generation analysis. Therefore, TRAVL is no longer available and is not used.

After discussions with LBC officers and consulting Transport for London (TfL) guidance, it is proposed that travel surveys for the development should be iTRACE compliant. iTRACE is an online tool that supports the development and monitoring of travel plans. All other content of the Condition remains the same.

1.2. Overview of the Development Proposals

With regards to quantum of development, Phase 1 will consist of:

- 141 residential units - 66 of these will be affordable housing;
- 522.5m² of retail floorspace (Class A1); and
- 398.9m² of flexible commercial floorspace (Classes A1-A5 and B1).

This Travel Plan will cover the retail and commercial (workplace) element of Phase 1.

1.3. Aims of the Workplace Travel Plan

This WTP has been prepared for the specific workplace needs of Phase 1 of the development. It aims to bring transport and other related issues together in a coordinated strategy with an emphasis on reducing reliance on the private car and increasing travel choice for employees. High level aims are outlined below with the WTP objectives described in detail in Section 5. The high level aims of this WTP are to:

- Reduce car use for travel;
- Reduce the environmental impact of travel; and
- Reduce the need to travel for all.

A WTP should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design and proximity to facilities and services create the conditions to make sustainable travel choices a natural option, communicating these opportunities to employees is also critical to the success of the Travel Plan.

The WTP should demonstrate a holistic approach by incorporating both the ‘*hard*’ engineering measures and the ‘*soft*’ marketing and management measures necessary to address the transport impacts arising from the development.

The WTP is essentially a ‘*living document*’ requiring monitoring, review and revision to ensure it remains relevant to the development and those using the site. Aspirations and actions should be documented in a WTP, the structure and content of which are dependent upon a range of factors including location, nature of development and its occupiers.

1.4. Structure of this Travel Plan

The remainder of the report is structured as follows:

- Section 2 describes the planning need, policy context and potential benefits which can be realised by Workplace Travel Plans;
- Section 3 describes the existing baseline conditions of the site, including transport networks;
- Section 4 describes the development proposals and predicted travel patterns to and from the site;
- Section 5 describes the objectives of the Workplace Travel Plan, and provides measurable targets against which progress will be monitored;
- Section 6 outlines how the Workplace Travel Plan is to be managed including the role and responsibilities of a Travel Plan Coordinator;
- Section 7 outlines suggested measures proposed to meet the objectives and targets;
- Section 8 describes the process for monitoring and reviewing the Workplace Travel Plan; and
- Section 9 sets out the Action Plan and timescales for the Workplace Travel Plan measures.

2. The Case for Travel Plans

2.1. Planning Requirements and Policy Context

Condition 79 of the Decision Notice requires that a WTP be prepared for the development to reduce the number of trips that are projected to be made to and from the development by private car, in particular the number of single occupancy trips. This requirement is supported by various policy tiers (national, regional and local), as set out in Table 2–1. The aims and objectives of these policies and strategies have directly informed the objectives and targets of this WTP.

Table 2–1 - National, Regional and Local Policy

Level	Policy and Guidance Document	Policy Details
National	National Policy Planning Framework (NPPF), June 2019 - Ministry of Housing, Communities & Local Government	<p>The NPPF sets out policies to achieve sustainable development with a specific section on 'Promoting Sustainable Transport'. Within this section, policies relating to transport include:</p> <ul style="list-style-type: none"> • Actively managing patterns of growth to make the fullest possible use of public transport, walking and cycling • Development proposals should ensure that appropriate opportunities to promote sustainable transport modes are taken • Identify and protect, where there is robust evidence, sites and routes which could be critical in developing infrastructure to widen transport choice and realise opportunities for large scale development • Create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles • Development should be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations
	Good Practice Guidelines: Delivering Travel Plans through the Planning Process, April 2009 - Department for Transport	<p>Provides guidelines on the development of effective Travel Plans including the complete process of designing, evaluating, securing, implementing and monitoring the Travel Plan.</p> <p>Travel Plans are important for major new developments in order to:</p> <ul style="list-style-type: none"> • 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 <p>Promote a partnership between the authority and the developer in creating and shaping 'place'.</p>
Regional	The London Plan, Spatial Development Strategy for Greater London, March 2016 - Greater London Authority	<p>The Mayor's vision and objectives includes:</p> <p><i>'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.'</i></p> <p>Relevant policies include:</p> <ul style="list-style-type: none"> • Policy 6.1 Strategic Approach – encourage closer integration of transport and development; • Policy 6.9 Cycling – encourage cycling, provide infrastructure for cycling; • Policy 6.10 Walking - encourage walking, provide infrastructure for walking; and • Policy 6.13 Parking - an appropriate balance being struck between promoting new development and preventing excessive car parking provision.

	<p>The London Plan, Spatial Development Strategy for Greater London, August 2018 (draft) - Greater London Authority</p>	<p>Policy T1 A – Strategic approach to transport; <i>Development Plans and development proposals should support and facilitate: 1) the delivery of the Mayor's strategic target of 80 per cent of all trips in London to be made by foot, cycle or public transport by 2041</i></p> <p>Policy T2 A – Healthy Streets; <i>Development proposals and Development Plans should deliver patterns of land use that facilitate residents making shorter, regular trips by walking or cycling.</i></p> <p>Policy T5 A – Cycling; <i>Development Plans and development proposals should help remove barriers to cycling and create a healthy environment in which people choose to cycle.</i></p>
	<p>The Mayor's Transport Strategy, Greater London Authority, March 2018 - Transport for London</p>	<p>Proposal 1 – <i>The Mayor, through TfL and the boroughs, will improve and manage London's streets to create a high quality public realm that encourages walking and cycling by all Londoners by: c) Providing more secure, accessible cycle parking, particularly in residential areas, town centres, public transport interchanges and at key destinations</i></p> <p>Proposal 7 - <i>The Mayor, through TfL and the boroughs, will work with schools, employers and community and user groups to promote walking and cycling, whether for the whole journey or as part of a longer journey.</i></p>
	<p>London Freight Strategy, Transport for London</p>	<p>Using the planning process to require Travel Plans to consider freight and the use of procurement practices to promote green fleets within suppliers and third-party freight operators is clearly essential. These plans would show how techniques such as consolidation would be used to minimise trips, maximise deliveries outside peak hours and require operators to use legal loading facilities.</p>
	<p>Transport Assessment Best Practice, April 2010 - Transport for London</p>	<p>Chapter 9 states that Travel Plans should be submitted alongside the Transport Assessment with the planning application.</p> <p>Travel Plans include key objectives, targets, the monitoring and review of the plan after it becomes operational as well as appointing a Travel Plan Coordinator.</p> <p>The Travel Plan should contain a package of measures to reduce reliance on private cars for travel to or from the development and encourage greater use of sustainable transport modes.</p>
	<p>Travel Plans, 2013 - Transport for London</p>	<p>Current online guidance on travel plans for new developments in London includes an explanation of the process, when a travel plan is required, what it should contain, and how to monitor, secure and enforce travel plans</p>
Local	<p>Local Implementation Plan, August 2011 – London Borough of Camden</p>	<p>London Borough of Camden's Local Implementation Plan sets out how the Borough will implement the Mayor's Transport Strategy. In line with the Mayor's policy and revised guidance on the development of Travel Plans, there is a push in the Borough to develop and implement Travel Plans, promoting a shift towards sustainable travel and healthy travel choices.</p>
	<p>Camden Local Plan, 2017 - London Borough of Camden</p>	<p>Strategic Objective 8 - To promote sustainable transport for all and to make Camden a better place to cycle and walk around, to reduce air pollution, reliance on private cars and congestion and to support and promote new and improved transport links</p> <p>Policy T1 Prioritising walking, cycling and public transport - promote sustainable transport by prioritising walking, cycling and public transport in the borough.</p>
	<p>Camden Planning Guidance, Transport, March 2019 - London Borough of Camden</p>	<p>Sets out policy and guidance for transport-related planning topics in LBC. Section 3 covers the implementation of Travel Plans in great detail, with other sections covering issues such as Car Parking Management, Cycling Facilities, and Pedestrian and Cycle</p>

	<p>movement, all of which apply to this Travel Plan. The Key Messages related to Travel Plans are:</p> <p><i>“Travel Plans enable a development to proceed without adverse impact on the transport network through promoting a greater use of sustainable travel and thereby helping to tackle congestion and air pollution.</i></p> <p><i>The requirements of a Travel Plan will be tailored to the specific characteristics of the site and nature of the development.”</i></p>
<p>Healthy Streets, Healthy Travel, Healthy Lives: Camden Transport Strategy 2019-2041, April 2019 – London Borough of Camden</p>	<p>Overarching policy document covering the approach to transport in the Borough. Seven primary objectives are set:</p> <ul style="list-style-type: none"> • To transform our streets and places to enable an increase in walking and cycling; • To reduce car ownership and use, and monitor traffic levels in Camden; • To deliver a sustainable transport system and streets that are accessible and inclusive for all; • Substantially reduce all road casualties in Camden and progress towards zero Killed and Seriously Injured (KSI) casualties; • To reduce and mitigate the impact of transport-based emissions and noise in Camden; • To deliver an efficient, well maintained highway network; and • To ensure economic growth and regeneration. <p>These objectives and the supporting delivery plan have been taken into account in this Travel Plan.</p>

2.2. Policy Compliance

As seen at all levels of policy, the introduction, promotion and encouragement of use of sustainable transport is a prominent theme. The contribution that sustainable transport has in supporting development, economic growth and people's health/wellbeing has also been recognised.

This WTP complies with key policy themes in the following ways:

- The Travel Plan positively plans for the provision of infrastructure for transport;
- Provides a framework to encourage and promote sustainable transport; and
- Lays the foundations for an increase in travel options for people working at Abbey Area.

2.3. Benefits of Travel Plans

The implementation of a successful Travel Plan for Abbey Area is envisaged to provide the following benefits:

- **For employees:** improved site access, improved travel choices, reduced demand for car parking, improved accessibility for walking and opportunities for healthy travel;
- **For the local community:** less congestion on local roads, improvements to public transport access, safer roads; and
- **For the environment:** improved air quality, less noise.

3. Existing Site Conditions

This section of the WTP outlines the local context of the site and the existing transport networks which serve the area. A site audit was conducted by Atkins staff in August 2018 and assessed the following:

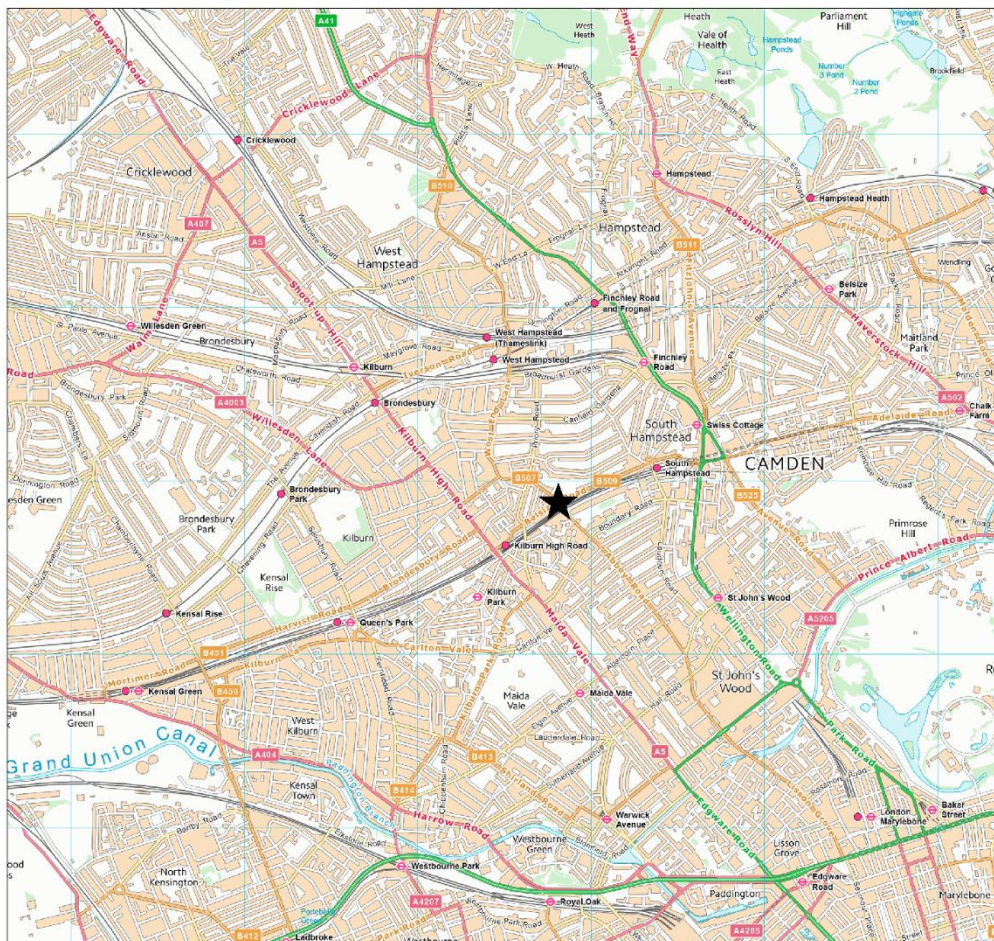
- Walking access;
- Cycling access;
- Public transport access (bus, London Underground and Overground);
- The local highway network; and
- Parking arrangements (on street, public, disabled, motorcycles, car clubs and electric car provision).

It should be noted that at the time of the site audit, that construction was ongoing, and the development is currently incomplete. There are some suspensions in the area notably on Belsize Road adjacent to the development.

3.1. The Abbey Area Site

The Abbey Area site is located at the junction of Abbey Road and Belsize Road, within the administrative area of the LBC. Abbey Area is delimited by mainline and suburban train lines to the south and residential houses to the north, east and west. The site is located on the eastern edge of Kilburn. It is approximately three miles to the northwest of central London, with easy access to the A5/A40. The site location is presented in Figure 3-1.

Figure 3-1 - Abbey Area Site Location



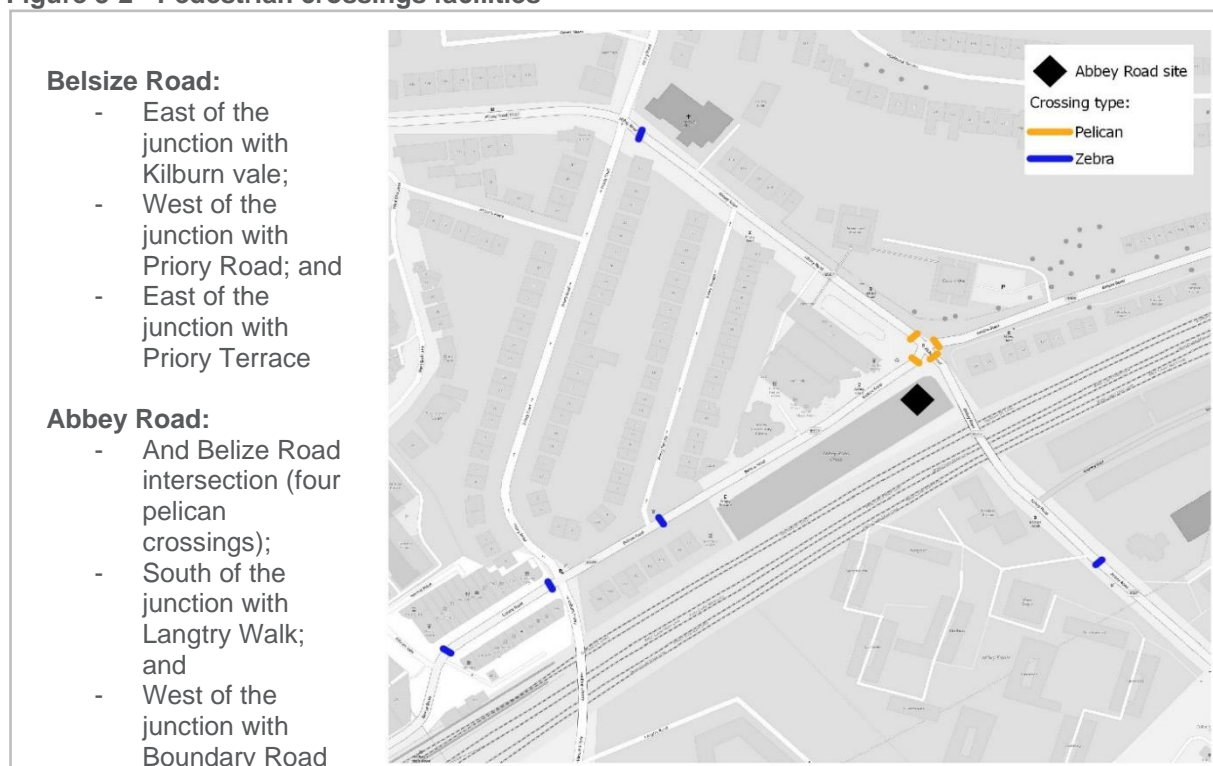
Contains Ordnance Survey Data © Crown Copyright and Database Rights 2013

3.2. Existing Walking Provision

Facilities for pedestrians along roads surrounding the site are adequate, with continuous footways on Abbey Road and Belsize Road. Footways are of sufficient width to satisfy the footfall, in line with required standards, and to allow a wheelchair and a pedestrian to pass. As the site and surrounding network lies on a relatively

flat gradient, the options for access between the site and surrounding facilities have few barriers. Moreover, pedestrian crossing facilities exist near the site, connecting to local facilities and public transport provision. Dedicated facilities for pedestrians to cross are shown below in Figure 3-2.

Figure 3-2 - Pedestrian crossings facilities



Contains Ordnance Survey Data © Crown Copyright and Database Rights 2013

The local pedestrian environment is supported by dropped kerbs and tactile paving at all zebra and pelican crossings, facilitating good access for all pedestrians, including those who are mobility impaired/ visually impaired and pedestrians with young children and pushchairs (Figure 3-3). Rotating cones at the push button housing unit assist pedestrians with visual impairments to cross the street. Additionally, public benches can be found in two locations close to the site; one is placed on Abbey Road approximately 70 metres from the intersection with Priory Terrace and the other is placed on the corner where Belsize Road and Priory Road join (Figure 3-4), which allow pedestrians to rest if need be.

Traffic calming measures (speed bumps) have been implemented along Belsize Road (to the east of the junction with Abbey Road) and a 20mph zone is in force on roads in the vicinity of the site. The only nearby roads that are not included in the 20mph zone are Kilburn High Road to the west of the site and Boundary Road to the south.

3.3. Existing Cycling Provision

Cycle routes/provision in the vicinity of the site include:

- Advanced Stop Lines on the junction of Belsize Road and Abbey Road;
- A number of local roads on the London Cycle network, such as Priory Road; and
- A two-way contraflow cycle route on Priory Road and Priory Terrace. These both intersect with Belsize Road just 200 metres from the development site and are one-way streets for vehicles (with traffic travelling south to north) (Figure 3-6).

Furthermore, Transport for London (TfL) have proposed a new Quietway (Quietway 3) which extends from Regent's Park to Gladstone Park. This proposed route passes through the nearby vicinity of the site, in particular on parts of Priory Road and West End Lane (Source: TfL Quietway 3 Map, accessed in August 2018).

From an audit of cycle routes, it is considered that the site provides a good level of accessibility to both the local and national network. Therefore, cycling is a viable option for trips to and from the Abbey Area site.

The nearest Santander Cycles docking station is on Grove End Road in St John's Wood which is a 15-minute walk from the site and has capacity for 20 bicycles (TfL website, accessed August 2018). During the site visit in August 2018, dockless hire bicycles were observed in the area. Due to the nature of these schemes, no accurate summary of their coverage can be provided at present.

On-street public cycle parking is available on Abbey Road north of Belsize Road (2 Sheffield style cycle stands; Figure 3-5), on the corner of Priory Road and Belsize Road (3 Sheffield style cycle stands) and on Abbey Road north of Boundary Road (3 Sheffield cycle stands).



Figure 3-3 - Zebra Crossing on Abbey Road south of the junction with Priory Road



Figure 3-4 - Street bench on Abbey Road south of the junction with Priory Terrace



Figure 3-5 – Sheffield style bicycle stands on Abbey Road north of the junction with Belsize Road



Figure 3-6 – Road signs showing cyclist contraflow and the 20mph zone on Priory Road north of the junction with Belsize

Source: all photographs were taken during the site visit in August 2018

3.4.2. Bus Services

The development site currently has good access to the existing bus network, with services 31, 139, 189 and 328 stopping on Belsize Road and Abbey Road. Kilburn High Road, located at a distance of 500m, also provides access to a number of additional bus routes. Table 3–1 provides a breakdown of the current full services available from the surrounding road network (correct at time of writing).

Table 3–1 - Existing Bus Routes and Frequencies

Bus Stop Location	Service Number	Route	AM Peak Hour Average Headway (minutes)
Kilburn High Road (Station)	16	Mora Road (Cricklewood) – Victoria Bus Station	7-8
Abbey Road	31	Bayham Street (Camden) – White City Bus Station	8-11
Kilburn High Road (Station)	32	Kilburn Park Station – Edgware Station	7-10
	98	Willesden Bus Garage – Red Lion Square (Holborn)	5-8
Belsize Road	139	Golders Green Station – Waterloo Station	5-8
	189	Brent Cross Shopping Centre - Marble Arch Station	6-10
Kilburn High Road	206	The Paddocks (Wembley) – Kilburn Park Station	10-13
Kilburn High Road	316	Mora Road (Cricklewood) – White City Bus Station	11-14
	328	Golders Green Station – Chelsea Worlds End	6-10
Kilburn High Rd (Station)	332	Brent Park Tesco – Bishops Bridge (Paddington Station)	10-13

Source: TfL website (accessed August 2018)

Bus stops are generally provided in well-lit areas with shelters, some seating provisions and electronic bus countdown facilities. Figure 3-8 shows the Abbey Road bus stop directly opposite the proposed development site, which has a shelter, seating and is adjacent to a dedicated bus lane. All nearby bus stops have seating provision except from the bus stops on Abbey Road south of Priory Terrace (Priory Road South Hampstead Stop H; Figure 3-9) and on Belsize Road east of Abbey Road (Abbey Road South Hampstead Stop M).

The available bus services provide good access to a number of destinations in London, including many well-established employment centres and local services.



Figure 3-8 - Abbey Road South Hampstead Stop X bus stop on Belsize Road, directly opposite the development site



Figure 3-9 - Abbey Road South Hampstead Stop H on Abbey Road south of the junction with Priory Terrace

Source: all photographs were taken during the site visit in August 2018

3.4.3. London Underground Services

The site is situated approximately 800m from Kilburn Park Underground station, which is within zone 2 of the London Transport Network. Kilburn Park lies on the Bakerloo line which offers frequent services between Elephant and Castle to the south and Harrow and Wealdstone to the north via central London. Selected journey times for the direct peak period services from Kilburn Park into central London are provided below (correct at time of writing):

- Baker Street – 10 minutes;
- Oxford Circus – 14 minutes; and
- Waterloo – 20 minutes.

Moreover, Swiss Cottage Underground station is located approximately 1.1km from the site. Swiss Cottage lies on the Jubilee line which offers frequent services to Stratford in the east and Stanmore in the west, connecting with the key employment areas of Canary Wharf and North Greenwich.

For passengers with reduced mobility, Kilburn Park provides escalator access between the street and platform. The nearest step-free Underground station with lift access between is Bond Street on the Jubilee line.

3.4.4. London Overground Services

Kilburn High Street Overground station lies approximately 500m from the site and has two platforms providing services east bound to Euston Rail Station (via destinations such as South Hampstead) and services west bound to Watford junction (via destinations such as Queens Park and Wembley Central). Selected AM peak journey times for the direct peak services from Kilburn High Street are provided below (correct at time of writing):

- South Hampstead (east bound) – 2 minutes;
- Euston Rail Station (east bound) – 12 minutes;
- Queens Park (west bound) – 2 minutes;

- Wembley Central (west bound) – 14 minutes; and
- Watford Junction (west bound) – 40 minutes

Additionally, South Hampstead Overground station is approximately 650m from the site and provides the same east and west bound rail services as Kilburn High Street.

3.5. Local Highway Network

The site is located at the Abbey Road and Belsize Road junction, both of which are classified as 'B' roads. Abbey Road provides connections to north, south and central London whilst Belsize Road connects to the major road network with the A41 to the east and A5 to the west.

Other roads in the vicinity of the site include:

- Priory Road and Priory Terrace – are one-way streets for vehicles (with traffic travelling south to north). Both streets have a two-way contraflow cycling for cyclists (Figure 3-10). Both are adjacent roads which intersect Belsize Road approximately 150 and 200m from the site;
- West End Lane is the busiest of the nearby roads, providing access from Kilburn High Road towards the north from Abbey Road.

At the time of the site visit, (approximately 09:00-11:00 hours), there was little traffic on the roads and junctions near to and surrounding the site.

3.6. Parking

The site is located within the boundaries of a LBC's Controlled Parking Zone (CPZ), which prohibits parking by non-permit holders during certain times of the day.

The CPZ's that exist within the vicinity of the site are CA K/R and CA K. Parking restrictions are from Monday-Friday 08:30-18:30. The majority of parking spaces located on the carriageway on Belsize Road and Abbey Road fall under parking restrictions (Figure 3-11). Therefore, a parking permit is required to use these spaces.

Additional to this, there are spaces along Abbey Road and Belsize Road for Pay as You Go (PAYG) parking, which customers can pay for via telephone.

In terms of providing access for people with reduced mobility, there are six disabled parking bays near the site. These are located as follows:

- 2 bays on Abbey Road just north of the junction with Belsize Road;
- 1 bay on Abbey Road just west of the junction with Priory Road;
- 1 bay on Priory Road just north of the junction with Abbey Road;
- 1 bay on Belsize Road to the east of the junction with Abbey Road; and
- 1 bay on Belsize road to the west of the junction with Abbey Road.

Motorcycle parking is available on both Priory Road and Abbots Place (Figure 3-12). The car club provider Zipcar has two dedicated parking bays available on Boundary Road for its members. During the site visit in August 2018 just one of the spaces was occupied with a car club car.

There are two EV charging bays located on West End Lane, between Abbot's Place and Abbey Road, and three bays located along the length of Priory Road. Figure 3-13 shows an example of a local EV charging bay. Charging speeds, adaptors, and usage limits may vary by space.

3.7. Access to Local Services

There are existing local services within a 1km radius of the site. These currently include:

- A Sainsbury's Supermarket and a Tesco Express situated to the west of the site on Kilburn High Road;
- Belsize Priory Medical Practice located at the site itself. Abbey Medical Centre is situated immediately north of the site;
- Directly north of the site is a small parade of shops including fast food outlets and a small independent off license;
- Two sports centres nearby - Charteris Sports Centre to the west and Swiss Cottage Leisure Centre to the east;
- The O2 - a mixed-use complex comprising a cinema and gym located near Finchley Road station;
- Four dentists exist close by - two to the west and two to the south of the site; and

- A number of schools; including, George Eliot Primary School and Quintin Kynaston School lie towards St. John's Wood.



Figure 3-10 - A sign showing no access to motorised vehicles from the northern end of Priory Terrace



Figure 3-11 - Controlled Parking Zone sign on Abbey Road



Figure 3-12 - Motorcycle parking on Priory Road just north of the junction with Belsize Road.



Figure 3-13 - Electric vehicle charging point on West End Lane

Source: all photographs were taken during the site visit in August 2018.

3.8. Summary

The Abbey Area development is easily accessible by walking and cycling. The site has a PTAL rating of 6a, which is very good (with 1a being the lowest accessibility and 6b being the highest accessibility). With regards to public transport, there are many bus stops within walking distance of the site. Additionally, there are two London Underground and two Overground stations within walking distance, providing regular services to the east and the west of London.

People with reduced mobility can utilise disabled parking near the site, tactile paving and dropped kerbs at all nearby crossings and benches on the footway. The location of the site means that there are facilities within walking distance, including a supermarket, medical practices, coffee shops and local schools.

4. Travel Patterns

This section of the WTP outlines the development proposals, estimated trip generation and predicted baseline modal split for the workplace element of the development.

4.1. Development Proposals

With regards to quantum of development, Phase 1 will consist of:

- 141 residential units - 66 of these will be affordable housing;
- 522.5m² of retail floorspace (Class A1); and
- 398.9m² of flexible commercial floorspace (Classes A1-A5 and B1).

The following car parking provision is provided across Phase 1:

- No of car parking spaces - 50
- No of disabled spaces – 13; and
- No of electric car charging points – 10.

It should be noted that no car parking will be provided on site for the workplace element of the development. With on street parking restrictions across the study area, employees wishing to drive to and from work would have to park away from the development and walk as a final mode. This could act as an incentive for staff to use sustainable modes to travel to and from the development.

Cycle parking will be provided in accordance with TfL (<http://content.tfl.gov.uk/lcds-chapter8-cycleparking.pdf>) and LBC's cycle parking standards as part of a detailed planning application. Five cycle bars will be provided at the rear of the commercial units, in an easily observed location.

Security recommendations will be made to ensure that best practice is followed, and that bicycles are safe. These recommendations can vary depending on location, however examples include CCTV coverage and ensuring that bicycles locks are used. Access arrangements will ensure that larger cycles such as cargo bicycles and tricycles can access the cycle parking, and parking layouts will ensure that these cycles can be stored safely. Short stay public cycle parking in the area is detailed in Section 3.3, above.

4.2. Estimated Trip Generation

In 2012, a Transport Assessment (TA) was prepared by WSP for the site to understand the likely impact of the development. As part of this assessment, the net trip generation for the site was determined by transport mode. An updated TA (Atkins' 2013,) has been prepared to accompany this revised planning application, which has involved updating the net trip generation.

The workplace occupiers have yet to be determined, but in order to provide an estimation of trips associated with the workplace, the following assumptions have been made (quantum of development correct at the time of the TA):

- The 522m² supermarket will employ 15 staff;
- As a worst-case scenario, the commercial floorspace element of the development (1,164m²) will be used as offices;
- As per WSP's TA, office employees occupy 16m² each; and
- As per WSP's TA, 85% will be at work on any given weekday, of which 55% will travel to work during the peak periods.

Using the above assumptions, there would be 88 staff employed across the development, with 41 travelling to work during the peak periods. 'Method of Travel to Work' data for the Daytime Population within the Kilburn ward from the 2001 Census has then been applied to estimate the workplace trip generation of the development, with results shown in **Table 4-1**.

Table 4-1 - Estimated workplace trips

Mode	Modeshare using 2001 Census Daytime Population in Kilburn	AM in	PM out
Underground	20%	8	8
Train	10%	4	4
Bus	16%	7	7
Taxi	1%	0	0
Car	35%	14	14
Motorcycle	1%	1	1
Bicycle	2%	1	1
Walk	16%	6	6
Total	100%	41	41

5. Objectives and Targets

5.1. Objectives

The objectives of the WTP have the overall aim of informing and then changing the travel behaviour of businesses and their employees. The objectives are in line with those outlined in the Framework Travel Plan (Atkins, July 2013) to support the planning application for the site.

The objectives have also been developed to align closely with the themes and aims of relevant national and local planning policy, as set out in Section 2, as well as responding to the specific challenges and trip generation expected at Abbey Area.

The strategy for this WTP therefore has the following general objectives:

- To establish sustainable travel principles for the development as a whole;
- To encourage healthy and active travel;
- To reduce local congestion and associated environmental impacts;
- To minimise single occupancy vehicle and taxi trips;
- To support car free lifestyles; and
- To raise awareness of sustainable modes of transport available for employees.

5.2. Targets

To help assess if the objectives are being achieved, WTP targets have been established which provide measurable 'goals'. Targets are designed to be SMART (e.g. Specific, Measurable, Achievable, Realistic and Time bound) and focus on changing travel behaviour from private cars in favour of walking, cycling and public transport modes.

Two types of targets have been identified in line with the approach taken in the Framework Workplace Travel Plan;

- 'Action' type targets - non-quantifiable actions; and
- 'Aim' type targets – these are quantifiable and relate to the degree of modal shift the WTP is seeking to achieve.

5.2.1. Action Type Targets

The following Action type targets apply:

- Appoint a Travel Plan Coordinator prior to occupation date;
- Set up a Steering Group within six months of full occupation;
- Provision of 'hard' measures (site design) in line with TfL's and the LBC's standards during the construction phase;
- Promotion of the WTP to employees within six months of first occupation;
- Provision of transport information promoting alternative modes of transport and the key services provided through the WTP, prior to occupation; and
- Undertake travel surveys within six months of full occupation as part of the Initial Substantial Review (as outlined in Condition 79).

5.2.2. Aim Type Targets

TfL's current Travel Plan guidance recognises that targets set should be linked to the objectives of the Travel Plan and improve on baseline mode share of sustainable modes. The baseline mode share is determined from the 2001 census data shown in Table 4-1.

As stated in the Framework Workplace Travel Plan, a 2% reduction of single occupancy car driver trips generated by the development is the forecast target. This represents the trips over a five-year period and will remain under review. It should however be noted that the 'Aim' targets cannot be set accurately until the Initial Substantial Review has been undertaken, where a travel survey will be conducted to establish exactly how employees are actually travelling to and from the site. Given that, at the time of writing, the Initial Substantial Review has not been undertaken and the listed 2% reduction in single occupancy car driver trips would lead to a mode share significantly above the Camden average, a target of 5% has been determined (Table 5-1). Once the Initial Substantial Review has been undertaken, this target will be revaluated to ensure it is realistic and ambitious in line with GLA and LBC aspirations.

In addition to the above, and to support car free lifestyles, the year-on-year increases in cycle usage will be monitored and it is forecast that the reduction in car trips from the baseline year will be related to a shift to walking, cycling and public transport modes. The Aim targets will be reviewed as an on-going exercise through the travel surveys detailed in Section 8

Table 5-1 - Modeshare Targets

Mode	Baseline	Year One	Year Three	Year Five
Underground	20%	20%	20%	20%
Train	10%	10%	10%	10%
Bus	16%	16%	16%	16%
Taxi	1%	1%	1%	1%
Car	35%	33%	31%	30%
Motorcycle	1%	1%	1%	1%
Bicycle	2%	3%	4%	5%
Walk	16%	17%	18%	18%

Rounding may result in figures not totalling 100%

6. Management of the Travel Plan

It is considered that given the strength of this WTP, combined with the relative sustainable location of the site, the development will be an example of successful Workplace Travel Planning. This section outlines how the WTP is to be managed and implemented to achieve this aspiration.

6.1. Travel Plan Coordinator

A Travel Plan Coordinator (TPC) will be appointed to take responsibility for the implementation, reporting and review of the plan, with a view to securing an ongoing process of continuous improvements.

The TPC role for the Abbey Area development will be fulfilled by a nominated employee of the site management company or an appointed consultant, and (together with the developer), will be responsible for implementation of the workplace sustainable travel initiatives. It will be the responsibility of the developer to ensure that a TPC is appointed prior to the occupation of the development.

The roles and responsibilities of the TPC are:

- Implementation and management of the WTP;
- Awareness-building and engagement with stakeholders;
- Strategic marketing and communication;
- Implementing and managing measures;
- Measuring success and monitoring change;
- Reporting progress to all WTP stakeholders, including the planning and highway authorities;
- Obtaining and maintaining commitment and support from employees;
- Facilitating the implementation of any measures which are specific to occupiers/employees;
- Giving advice and information on transport-related subjects to employees; and
- On-site coordination of data collection for the plan.

It may be appropriate to appoint one person to oversee the WTP as well as the Residential Travel Plan (RTP) for Phase 1. This will be considered by the developer.

6.2. Steering Group

To ensure that there is site-wide adoption of the WTP, the TPC will be assisted in delivering the measures by on-site representatives, which will form a Steering Group. The TPC will facilitate the appointment of a representative and together, they will jointly promote the Travel Plan with the workplace and commercial occupiers.

For the commercial occupier, the on-site representative role will be fulfilled by a nominated employee. This role is not considered to be a full-time job and can therefore be undertaken by existing employees of the associated companies.

Representatives' roles as part of the Steering Group will involve:

- Giving a 'human face' to the WTP – assisting with engaging with employees;
- Obtaining and maintaining commitment and support from employees;
- Raising awareness and implementing any measures which are specific to that occupier;
- Giving advice and information on transport-related subjects to employees;
- Helping establish and promote the individual measures in the Plan; and
- Providing on-site support, as required.

The WTP Steering Group will liaise with the RTP Steering Group where appropriate to ensure resources and best practice is shared.

6.3. Communication and Marketing

Marketing the WTP is crucial to increase awareness of measures and what the WTP is trying to achieve. A key responsibility for a TPC role is to disseminate key travel messages by appropriate means.

Key factors to take into consideration are:

- **Key messages** – these should be positive and outline the benefits of using sustainable transport;

- **Communication channels** – a variety of communication channels will be used to market the Travel Plan;
- **Timing** – for awareness campaigns / events to be effective, they will be need be held at the ‘right time’ e.g. outside of national holiday periods or avoiding inclement weather; and
- **Evaluation** – all communication and marketing activity should be evaluated to determine its effectiveness.

There are several communication channels that will be used to promote the Travel Plan;

- **Employee intranet** – this can include information on how to travel to work;
- **Notice boards** – these can be displayed in areas of high footfall. Examples include reception areas;
- **Direct mailing or e-bulletins** – this is a good way to reach lots of people or to promote a measure / event;
- **Social media**–the development could have its own Facebook page, which may be a useful platform for employee interaction. Information on travel/transport could be posted here;
- **Promotional events** – this is a useful and interactive way to get people involved; and
- **Employee induction** – sustainable travel will be mentioned as part of the employee induction process.

7. Measures

7.1. Overview

This section describes suggested measures which will be put in place to assist the travel behaviour changes required to meet the objectives and targets of the WTP. The success of the Travel Plan will be regularly monitored and reviewed by LBC to ensure the Travel Plan continually develops during its lifetime.

Two types of suggested measures have been considered:

- **‘Hard’ engineering measures** - incorporated into the design of the development; and
- **‘Soft measures’** - marketing and management measures which will be implemented as part of the development proposals to ensure that sustainable travel behaviour is maximised.

In accordance with BREAAAM requirements, consideration has been given to accessibility for all users, including mobility impaired, visually impaired, disabled people and those with young children or pushchairs.

7.2. ‘Hard’ Measures - Site Design

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 of the development and will be funded by the developer.

7.2.1. Active Travel

Cycle parking

Cycle parking will be provided in accordance with TfL and LBC’s standards as part of a detailed planning application. Installing cycle parking will be the responsibility of the developer.

Cycle facilities

To enable, encourage and support employees to cycle to work, appropriate shower and locker facilities will be made available to employees at their place of work. These facilities should also be accessible to employees with reduced mobility to allow inclusive access to sustainable transport modes. Installation of these facilities is the responsibility of the developer.

Wayfinding

Wayfinding encompasses all the ways in which people orient themselves in physical space and how they navigate from place to place. This can be facilitated by providing signage and signposting to local destinations.

A site audit (conducted August 2018) showed that there is limited wayfinding provision in the immediate vicinity of the site, particularly for pedestrians and cyclists. Existing wayfinding will be reviewed to identify gaps in provision and to determine if improvements can be made.

The TPC will work with the developer and LBC to determine if wayfinding provision can be improved as part of the wider development. Additionally, wayfinding provision should consider people with visual impairments. This may involve translating the information into a multitude of different formats.

Improvements to public realm

Improving the appearance or public realm of an area can make it more attractive in terms of a place to visit, work or live. For example, the implementation of high-quality public spaces and footpaths can result in a street or area being safer and cleaner. Where possible, public realm features should take into consideration people with reduced mobility, so that they do not impede their accessibility.

The TPC will work with LBC and TfL to determine if the public realm in the vicinity of Abbey Area, can be improved as part of the wider development, to provide a high-quality development for people to visit, work and live in.

7.2.2. Public Transport

Bus services

Section 3 of the WTP outlined a number of TfL bus routes that served the development to a number of destinations within London. Following the Initial Substantial Review, a review of potential further enhancements to the schedules of these services should be conducted. This will determine if the current bus services are meeting the needs of employees.

The Steering Group and TPC will engage with employees to ascertain their views and thereafter liaise with TfL to identify potential enhancements to bus services.

Bus stop provision

The site audit identified some bus stops without seating provision:

- Bus stop H on Abbey Road (Figure 3-8); and
- Bus stop M on Belsize Road.

Improved bus stop provision can encourage people to use the local bus services. The TPC will liaise with TfL to identify potential enhancements to bus stops.

7.2.3. Car Use

Car club

Research has indicated the potential for Car Club bays as part of the development. No Car Club spaces have been included within the plans for Phase 1. However, interest has been indicated by operators and this will need to be reviewed.

Consideration will be given to an on-site car club space being provided, should employee travel surveys indicate a desire for this measure to be implemented. The TPC will take this lead in this.

7.2.4. Other measures

Taxis and minicabs

Consideration must be given to the provision and management of Taxi access to the site. The TPC/developer will consider this in more detail prior to the development's occupation.

Parking controls

As stated in Section 4 of the WTP, it is proposed to provide the following parking for Phase 1:

- No of residential parking spaces – 50;
- No of disabled spaces – 13; and
- No of electric car charging points – 10.

There will be no car parking provided for the workplace element of the development. Nonetheless, following the Initial Substantial Review, there will be a more thorough understanding of workplace travel patterns. It is therefore important to review the level of car use and determine if local parking controls are sufficient. The Steering Group and TPC as a first step, will engage with workplaces to ascertain their views.

7.3. 'Soft' Measures

The location of the development, its design and proximity to facilities and public transport services within the surrounding area should create conditions to make sustainable travel choices a natural option to employees. However, it is also recognised that implementing measures to support taking sustainable transport options is key to the success of the WTP.

Abbey Area website

A website for the development could be created as a single source of information on the local area including travel. The following travel information could be included:

- Walking and cycling maps
- Local bus services;
- London Underground and Overground services; and
- Sources of further travel information e.g. TfL's journey planner <https://tfl.gov.uk/plan-a-journey/>

This website would be promoted to employees prior to occupation and via various communication channels. The TPC would take a lead in this.

Distribution of travel information

Travel information will be disseminated throughout the development by the communication channels outlined in Section 6.3. The TPC will take the lead in this and will ensure that transport information is regularly updated. Furthermore, notice board(s) will be considered for installation at key strategic location(s), with further consideration for digital displays with real time information and interactive services such as journey planning.

Travel plan promotion

Regular marketing and advertising is extremely important to maintain employee awareness of the Travel Plan. It is important that alongside travel information, the Travel Plan is also promoted. Messages regarding the Travel Plan should be positive and outline the benefits of using sustainable travel. This also includes Travel Plan successes and case studies (e.g. a successful event could be publicised). The TPC, working with the Steering Group will ensure that the Travel Plan is regularly promoted through the communication channels outlined in Section 6.3.

Employee Travel Packs

The aim of an employee travel pack is primarily to promote, foster and encourage a move toward sustainable travel by those beginning work in the new commercial developments.

An employee travel pack will be put together for Phase 1 of Abbey Area and contain the following information:

- Walking and cycling maps
- Local bus services;
- London Underground and Overground services; and
- Sources of further travel information e.g. TfL's journey planner <https://tfl.gov.uk/plan-a-journey/>

The TPC, working with the developer will develop the pack and distribute it to employees prior to beginning their employment in the development.

Personalised Travel Planning

Personalised Travel Planning (PTP) is an established approach that enables people to think about the way they currently travel and provides them with the information, advice and motivation to walk, cycle and use public transport more often.

A PTP service will be offered to employees within the first six months of first occupation to support them in making sustainable travel choices. The TPC will offer this service and use online journey planners (e.g. TfL's journey planner <https://tfl.gov.uk/plan-a-journey/>), and maps to inform employees of their travel options.

Sustainable travel event/campaigns

Organising events will assist the TPC and Steering Group in engaging and interacting with employees to promote/encourage the use of sustainable transport for their daily commute.

Such events include National Bike Week, National Walking Month, Walk to Work Week, Catch the Bus Week and Don't Choke Camden. The TPC with the support of the Steering Group will seek to organise and hold events for employees.

7.3.1. Active Travel

Cycle repair facility

A cycle repair facility could be provided onsite, offering employees an opportunity to maintain their bikes. This facility would provide tools such as a cycle pump and puncture kit. This facility could be situated alongside the cycle parking. As a first step, the TPC will explore the feasibility of setting up such a facility.

Employee Bicycle User Group

A Bicycle User Group (BUG) is a group of people that actively promotes cycling. They are usually comprised of individuals who are cyclists, and who are keen to promote and encourage other people to cycle (encouraging people to cycle could be achieved through an informal 'cycle buddy' scheme). These groups are a useful asset for progressing a site-specific Travel Plan, as they can help in implementing initiatives.

With assistance from the Steering Group, the TPC would seek to set up an employee BUG to encourage and promote cycling.

Cycle training

Cycle training delivers the necessary skills to ride confidently on the road. It is a life-long skill that can be instilled at a young age or developed for the first time in adulthood, encouraging a healthy lifestyle, boosting confidence and developing independence.

Camden Cycle Skills teaches children and adults essential skills to cycle safely and responsibly. Anyone who lives, works or studies in Camden can join in for free. More information is available on LBC's website (<https://www.camden.gov.uk/ccm/content/transport-and-streets/cycling-and-pedestrians/cycle-skills/?page=1#section-1>) and Facebook page (<http://facebook.com/cyclingcamden>). Alternatively, email cycling@camden.gov.uk.

For those with no access to a bike of their own, but would like to try cycling, information of Camden's Try-A-Bike scheme is available: <http://www.camden.gov.uk/tryabike>

With assistance from the Steering Group, the TPC would seek to ascertain the level of interest from employees in taking part in cycle training sessions (through the communication channels outlined in Section 6.3) and arrange sessions accordingly.

Cycle to Work scheme

A Cycle to Work scheme will allow employees to purchase a bicycle with a tax-free loan. This will enable employees to purchase a bike on the scheme, and then pay back its price in monthly instalments to the employer.

With assistance from the Steering Group, the TPC will promote the cycle to work scheme to employers and employees.

7.3.2. Public Transport

Public transport taster tickets

Public transport taster tickets can encourage people to try more sustainable modes and can be arranged in conjunction with local service operators.

The TPC and Steering Group would liaise with TfL to obtain day tickets or pre-loaded pay as you go Oyster cards to offer to employees, to incentivise public transport usage.

Employee season ticket loans

Employees should be able to purchase a Season Ticket Loan from their employer, meaning that they can pay back the price of their journeys each month. The TPC will work with the Steering Group to identify if employers are able to provide this facility for their employees.

7.3.3. Car use

Car sharing

Car sharing is a proven method of reducing vehicle trips to and from a development. The TPC will promote car share schemes such as Liftshare (<https://liftshare.com/uk>) through the communication channels outlined in Section 6.3, to encourage employees to car share where possible.

7.3.4. Other Measures

Flexible working

A review of workplace guidelines for homeworking/teleworking/teleconferencing should be considered by employers where feasible and appropriate. This aims to reduce the amount of non-essential travel. The TPC will assist employers in identifying if flexible working practices can be introduced for their employees.

Camden Climate Change Alliance

All workplaces at the development will be directed towards Camden Climate Change Alliance (<http://www.camdencca.org/>) for guidance and collaboration on climate change action for workplaces in the area.

8. Monitoring and Review

8.1. Overview

Monitoring following occupation of the development is necessary to ensure the effectiveness of the WTP can be communicated to the LBC. Undertaking and reporting on progress through monitoring is advocated in TfL guidance and is also a requirement of the Section 106 agreement.

Review and monitoring of the Travel Plan will be carried out on an ongoing basis, following the Initial Substantial Review, which will be undertaken six months following full occupation.

The responsibility of ensuring that monitoring is undertaken and reported on lies with the TPC. This section outlines how monitoring of the WTP objectives and targets will be undertaken.

8.2. Initial Substantial Review

As stated in Condition 79, this Travel Plan shall ‘allow for an initial substantial review within six months of full occupation’.

As such no modal share targets have been specified in this Plan as these will be finalised following the Review. Other elements of the WTP to review include:

- Changes in the local transport and travel network;
- Changes in Travel Plan management i.e. change in TPC and Steering Group; and
- Suitability of measures prescribed.

8.3. Consultation with Occupiers

The TPC, with assistance from the Steering Group will engage with employees to promote the Travel Plan and achieve buy in into the implementation and monitoring process. The TPC will engage with employees (quarterly) on a regular basis and use it as opportunity to identify new transport and travel issues, seek acceptance of measures and discuss if changes to the WTP are required.

8.4. Travel Surveys

Travel surveys are a recognised method of monitoring a Travel Plan. Employee travel surveys will be conducted and will aim to examine the use of existing modes of travel, attitudes towards sustainable modes of transport and the most effective measures to promote sustainable transport for commuting journeys and business journeys.

Following finalisation of this Travel Plan, the first travel survey will be conducted as part of the Initial Substantial Review within six months of full occupation. As stated in Condition 79, surveys need to be TRAVL compliant. As TRAVL is no longer available, travel surveys will need to be iTRACE compliant instead (this was proposed following discussions with LBC officers and consulting TfL guidance). Travel surveys will then take place three and five years after the Initial Substantial Review. Targets will be reviewed and amended where necessary, in line with these timescales.

8.5. Other Monitoring Mechanisms

In addition to travel surveys, on-going monitoring of the Travel Plan measures will be undertaken. This will assist future efforts to be focused on promoting those measures that have proved most successful and to help identify new measures for inclusion in the WTP. Key additional monitoring mechanisms include:

- Counts of the use of on-site cycle parking;
- Levels of participation by employees in sustainable travel events;
- Take-up of discount / incentive schemes; and
- Feedback on on-site provision/facilities.

8.6. Monitor and Review

The Travel Plan will secure an ongoing process of continuous improvement. Each version of the Travel Plan shall set out a mechanism of next steps to be tackled in line with results collated from the surveys and shall

also set out a mechanism for reporting back to LBC on how effective the Travel Plan is in maximising the use of sustainable transport.

9. Action Plan

The development and delivery of an Action Plan is important to ensure the tasks/measures are put into action and taken forward to encourage an uptake in sustainable travel at Abbey Area. This section of the WTP outlines how suggested measures will be implemented, alongside a wider programme of actions, which will be implemented.

9.1. Implementation of Measures

Table 9-1 outlines an indicative Action Plan for implementing the suggested measures.

Table 9-1 - Measures Action Plan

Category	Area	Measure	Timing	Responsibility
Hard/Design	Active Travel	Cycling Parking	Construction phase	Developer
		Cycle Facilities	Construction Phase	Developer
		Wayfinding	Across lifetime of development	TPC/Developer/LBC
		Bus Services	During first occupation	TPC/TfL
		Bus Stop Provision	Prior to occupation	TPC/TfL
	Car Use	Car Club	Prior to occupation and first occupation	TPC
	Other	Taxi and Minicabs	Prior to occupation	TPC/Developer
		Parking Controls	During first occupation	TPC/Developer
		Motorcycle Parking	Prior to occupation	TPC/Developer
'Soft' Measures	Promotion and Marketing	Abbey Area Website	Prior to occupation and first occupation	TPC
		Distribution of travel information	During first occupation and post occupation	TPC
		Travel Plan Promotion	During first occupation and post occupation	TPC
		Employee Travel Packs	During first occupation	TPC
		Personalised Travel Planning	During first occupation	TPC
		Sustainable travel events/campaigns	During first occupation and post occupation	TPC
		Quarterly engagement with residents	During first occupation and post occupation	TPC
	Active Travel	Cycle repair facility	Prior to occupation	TPC
		Employee Bicycle User Group	During first occupation	TPC
		Cycle Training	During first occupation and post occupation	TPC

	Cycle to Work scheme	During first occupation	TPC
Public Transport	Taster tickets	Prior to occupation	TPC/TfL
	Employee Season Ticket Loans	During first occupation	TPC
Car Use	Car Sharing	During first occupation and post occupation	TPC
Other	Flexible Working	During first occupation	TPC

9.2. Programme of Actions

Table 9–2 shows a proposed programme of actions for the RTP. This include the Action 'type' targets outlined in Section 5 and a timetable for monitoring the RTP.

Table 9–2 - Programme of Actions

Target	Timescale for Implementation	Funding	Indicator	Responsibility
Appointment of a Travel Plan Coordinator	Prior to occupation	Initial appointment funded by Developer/ Service Charge thereafter	Appointment of TPC by occupation date	Developer
Provision of 'hard' engineering measures	Prior to occupation/during construction phase	Developer	Completion of measures	Developer
Provision of transport information	Upon occupation	Developer	Travel Survey	Developer/ TPC
Set up a WTP Steering Group	Within six months of first occupation	Developer	Interest from employees	TPC
Promotion of WTP to employees	Within six months of first occupation	Developer	Interest from employees	TPC
Initial Substantial Review	Six months following full occupation date	Developer	Receipt of travel survey results	Developer/ TPC
Monitor and review Travel Plan with Council	Five years after Initial Substantial Review –targets will be reviewed three and five years after	Service charge	Travel Surveys conducted annually	Developer/ TPC

9.3. Securing the Travel Plan and Funding

The provision of an approved Travel Plan in accordance with current TfL guidance together with the implementation of site-wide 'Action' type targets have been secured through its incorporation into a signed Section 106 agreement for the development.

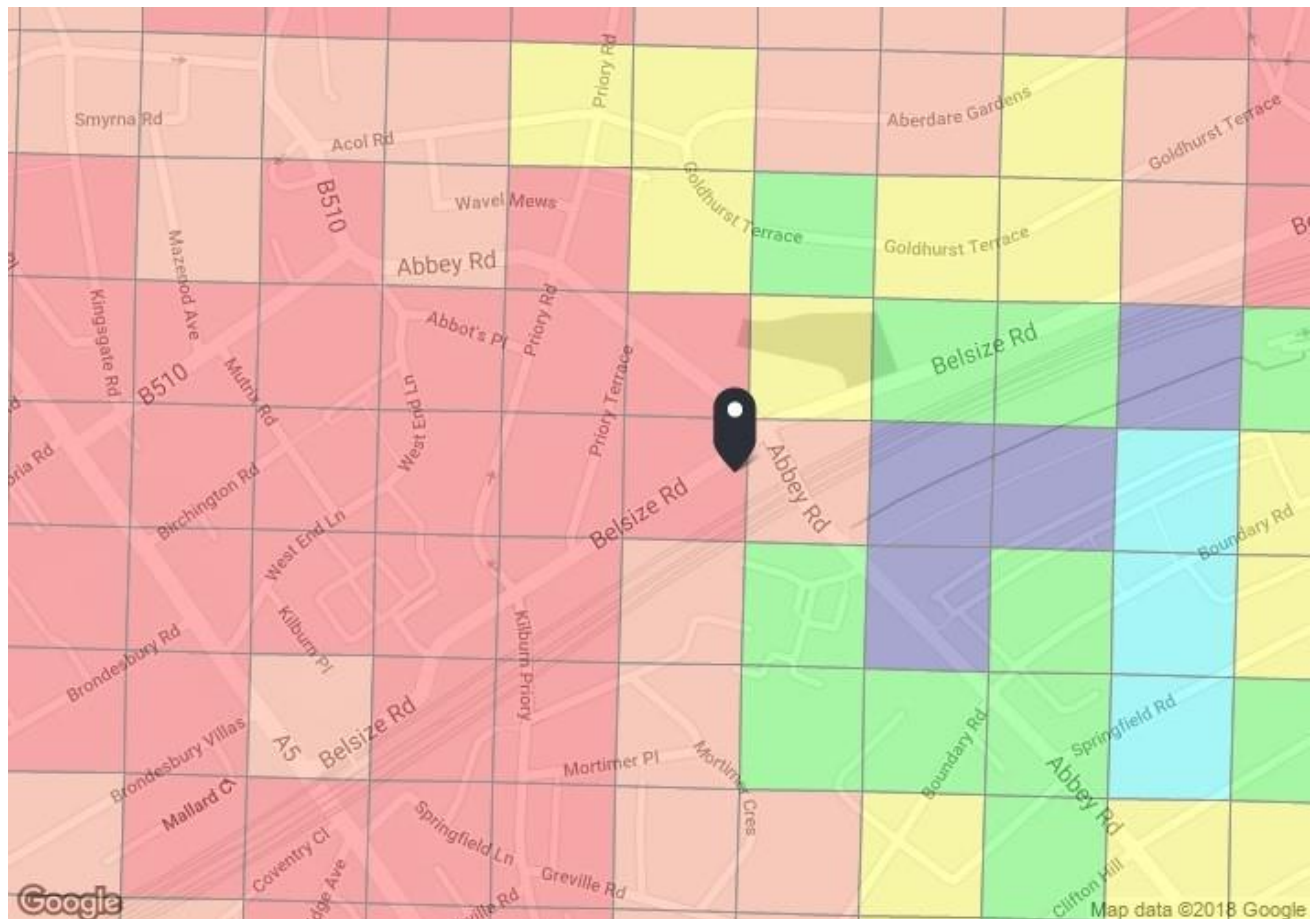
The specification of workplace and commercial targets will be reserved for agreement with the LPA within one month of the Initial Substantial Review has been undertaken, i.e. within six months following full occupation.

All measures implemented prior to the development being occupied will be funded by the developer, including the appointment of the TPC and the production of marketing material. The developer will also fund the Initial Substantial Review undertaken within six months after full occupation.

Condition 79 states that travel surveys need to be TRAVL compliant. As TRAVL is no longer available, travel surveys will need to be iTRACE compliant instead (this was proposed following discussions with LBC officers and consulting TfL guidance). Travel surveys will be conducted, and targets will be reviewed in years three and five after the Initial Substantial Review.

Appendices

Appendix A – Full PTAL report



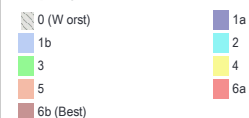
PTAL output for Base Year 6a

Abbey Road Motorist Ctr, 131-179 Belsize Rd, London NW6 4AQ, UK
Easting: 525788, Northing: 183847

Grid Cell: 97678

Report generated: 16/08/2018

Map key-PTAL



Map layers

PTAL (cell size: 100m)

Calculation Parameters

Day of Week	M-F
Time Period	AM Peak
Walk Speed	4.8 kph
Bus Node Max. Walk Access Time(mins)	8
Bus Reliability Factor	2.0
LU Station Max. Walk Access Time(mins)	12
LU Reliability Factor	0.75
National Rail Station Max. Walk Access Time(mins)	12
National Rail Reliability Factor	0.75

Calculation data									
Mode	Stop	Route	Distance(metres)	Frequency(vph)	WalkTime(mins)	SWT (mins)	TAT(mins)	EDF Weight	AI
Bus	BELSIZE ROAD/ABBEY ROAD	189	96.93	7.5	1.21	6	7.21	4.16 0.5	2.08
Bus	BELSIZE ROAD/ABBEY ROAD	31	96.93	10	1.21	5	6.21	4.83 1	4.83
Bus	BELSIZE ROAD/ABBEY ROAD	139	96.93	7.5	1.21	6	7.21	4.16 0.5	2.08
Bus	QUEX ROAD/WEND LN/ABBEY RD	328	479.8	9	6	5.33	1.33	2.65 0.5	1.32
Bus	KILBURN HIGH ROAD STN	16	419.77	9	5.25	5.33	10.58	2.84 0.5	1.42
Bus	KILBURN HIGH ROAD STN	32	419.77	7.5	5.25	6	1.25	2.67 0.5	1.33
Bus	KILBURN HIGH ROAD STN	316	419.77	7.5	5.25	6	1.25	2.67 0.5	1.33
Bus	KILBURN HIGH ROAD STN	332	419.77	6	5.25	7	12.25	2.45 0.5	1.22
Bus	KILBURN HIGH ROAD STN	98	419.77	9	5.25	5.33	10.58	2.84 0.5	1.42
Bus	KILBURN HIGH ROAD STN	206	419.77	5	5.25	8	13.25	2.26 0.5	1.13
Rail	Kilburn High Road	'WATFJDC-EUSTON 2C06'	445.1	2.67	5.56	1.99	17.55	1.71 0.5	0.85
Rail	Kilburn High Road	'EUSTON-WATFJDC 2D86'	445.1	3	5.56	10.75	16.31	1.84 1	1.84
LUL	Kilburn Park	'QueensPk-El&Castle'	785.66	1.01	9.82	3.47	13.3	2.26 1	2.26
LUL	Kilburn Park	'El&Castle-Harrow&W'	785.66	5.67	9.82	6.04	15.86	1.89 0.5	0.95
LUL	Kilburn Park	'StbridgePk-El&Castle'	785.66	5	9.82	6.75	16.57	1.81 0.5	0.91
LUL	Kilburn Park	'Waterloo-QueensPk'	785.66	1	9.82	30.75	40.57	0.74 0.5	0.37
LUL	Kilburn Park	'Waterloo-Harrow&W'	785.66	0.33	9.82	91.66	101.48	0.3 0.5	0.15
Total Grid Cell AI:									25.5

Appendix B – Draft Travel Survey

Abbey Area Workplace Travel Survey

Introduction

This Workplace Travel Survey has been designed to inform the Abbey Area Workplace Travel Plan. Its purpose is to help understand your opinions on travel to the development and to help improve and encourage sustainable travel.

The survey will take about 5 minutes to complete. The results will only be used for the purposes of the Workplace Travel Plan.

The survey has been produced by Atkins Ltd. on behalf of the London Borough of Camden. All data collected will be held anonymously and securely in accordance with General Data Protection Regulations, 2018 and Atkins' Privacy Statement. No personal data is asked for or retained. No data will be shared with any third parties. All questions are optional.

For more details please see: <http://www.atkinsglobal.com/en-GB/site-services/privacy>.

Section 1 – About you

1. Do you identify as...?

Male	
Female	
Other	
Prefer not to say	

2. How old are you?

21 and under	
21-30	
31-40	
41-50	
51-60	
Over 60	
Prefer not to say	

3. Do you have a disability that affects your travel arrangements?

Yes	
No	
Prefer not to say	

4. What is your home postcode?

5. What is your work postcode?

Section 2 – About your work patterns

6. Which business in the Abbey Area development do you work at?

7. How many hours do you work?

Less than 20 hrs/week	<input type="checkbox"/>
21-30hrs/week	<input type="checkbox"/>
31-40hrs/week	<input type="checkbox"/>
41+hrs week	<input type="checkbox"/>

8. Do you work on a permanent or temporary basis?

Permanent	<input type="checkbox"/>
Temporary	<input type="checkbox"/>

Section 3 – Your travel habits

9. How do you usually travel to and from your place of work (the mode of transport used for the longest part of your journey)? Please choose one option only.

Bus	
Car (drive alone)	
Car (shared)	
Cycle	
Motorcycle/Moped/Scooter	
Overground	
Taxi	
Tram	
Underground	
Walk	
None	
Other	
If other, please give details:	

10. How often do you use this mode?

Daily	
3-4 times a week	
1-2 times a week	
Other	
If other, please give details:	

11. What is your main motivation/reason for choosing this mode?

Availability	
Cost	
Disability/long term condition	
Drop off/collection/caring commitments	
Environmental reasons	
Fitness	
Lack of alternatives	
Safety	
I need my vehicle for work	
Other	
If other, please give details:	

12. How far do you travel to and from your place of work (one way)?

I work at home/do not work	
Up to one mile	
2-5 miles	
6-10 miles	
Over 10 miles	

13. How long does it take you to travel to and from your place of work (one way)?

I work at home/do not work	
Less than 5 minutes	
6-15 minutes	
16-30 minutes	
31-45 minutes	
46-60 minutes	
Over 60 minutes	

Section 4 – Encouraging sustainable travel

14. If you do not currently walk to and from your place of work, which of the following improvements would encourage you to do so or to walk more often? Please select as many as you like

More information or training on your choices	
Road safety improvements in the local area	
Better facilities for walking in the local area (paths)	
Better facilities for walking at the development (changing facilities)	
Nothing	
Other	
If other, please give details:	

15. If you do not currently cycle to and from your place of work, which of the following improvements would encourage you to do so or cycle more often? Please select as many as you like

More information or training on your choices	
Road safety improvements in the local area	
Discounts on cycling equipment	
Cycle to work scheme	
Better facilities for cycling in the local area (cycle paths)	
Better facilities for cycling in the local area (changing facilities)	
Nothing	
Other	
If other, please give details:	

16. If you do not currently use public transport to and from your place of work, which of the following improvements would encourage you to do so or to use public transport more often? Please select as many as you like

More information or training on your choices	
Improvements to timing of services	
Discounts on public transport tickets	
Better facilities for public transport in the local area (bus stops, access to stations)	
Nothing	
Other	
If other, please give details:	

Section 5 – Comments

17. If you have any other comments or suggestions related to travel at or around the Abbey Area, please include them here:

Thank you for your time in completing this survey. If you have any questions regarding the survey, please contact: **EMAIL**

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