

13  
BLACKBURN  
ROAD  
**WORKPLACE  
TRAVEL  
PLAN**



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transport planning specialists

**West Hampstead Investments  
Partnership Ltd.**

**13 Blackburn Road**

**Workplace Travel Plan**

**June 2020**

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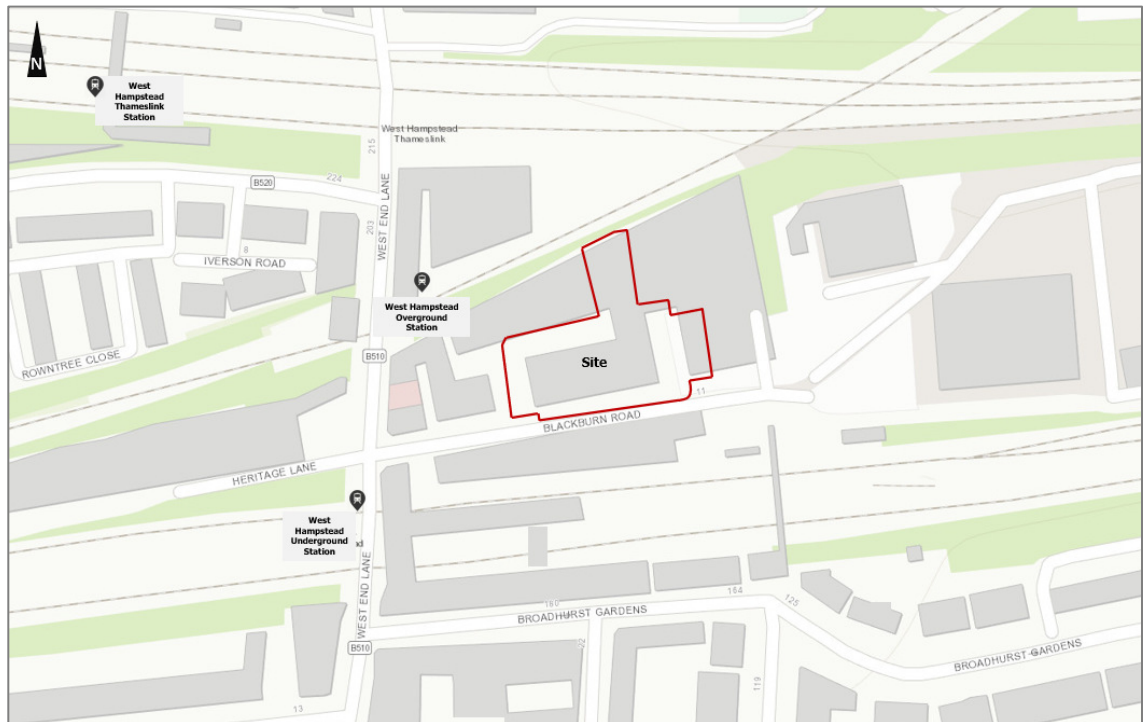
## Appendices

**Appendix A** - Example Travel Questionnaire Survey

# 1 INTRODUCTION

- 1.1 This Workplace Travel Plan has been prepared by TTP Consulting on behalf West Hampstead Investments Partnership Ltd. ('the Applicant') in relation to the proposed development at 13 Blackburn Road which is situated in the London Borough of Camden (LBC). The site location plan is shown on **Figure 1.1**.

**Figure 1.1 – Site location**



- 1.2 The site takes frontage from the northside of Blackburn Road. The application site benefits from an excellent Public Transport Accessibility Level (PTAL) rating being located within a short walking distance of National Rail, London Underground and London Overground stations, as well as local bus stops.
- 1.3 The existing building provides residential dwellings comprising 29 units having been converted from office to residential under general permitted development order.

## The Development

- 1.4 The proposal seeks to redevelop the site to construct three new buildings providing 53 residential units and 5,387sqm of office floor space (GEA).
- 1.5 The proposal will remove the fenced area in front of the site and hence the effective width of the pedestrian route in front of the site will appear wider than existing. Additionally, a courtyard space will be provided between the buildings which the ground level units will take access onto.

- 1.6 Four disabled parking spaces will be provided for residents and one disabled space will be provided for the office. Additionally, smaller deliver vehicles will access the site, whilst it is envisaged that larger vehicles will stop on-street.

### **Travel Plan Aim**

- 1.7 This Travel Plan relates to the commercial element of the development, a separate Travel Plan has been prepared which is targeted at the residential element. This Travel Plan will be secured by a Section 106 agreement.
- 1.8 The main aim of this Travel Plan is to put in place the management tools deemed necessary to enable staff and visitors to make more informed decisions about their travel, which at the same time minimises the adverse impacts of their travel on the environment. This is achieved by setting out a strategy for eliminating the barriers which keep staff from using sustainable modes and increases use of active travel modes.

### **Benefits**

- 1.9 Whilst Travel Plans help to reduce congestion and traffic related pollution, there are also benefits to organisations, namely:
- Competitive advantage, they can help employee recruitment and retention, create a better image and improve public relations, reduce employee stress through healthier forms of travel, encourage flexible working practices and produce a fair approach to travel subsidy.
  - Widen choice of travel mode for all those travelling to and from the site.
  - An improved environment for living and working.

### **Travel Plan Coordinator**

- 1.10 The Travel Plan Coordinator (TPC) will be responsible for implementing the measures and initiatives in the report to encourage staff and visitors to travel by sustainable and active modes of transport such as walking, cycling and public transport instead of the private car. It is expected the role will be fulfilled by a member of the Facilities Management team. The TPC's details are as follows:

Name:.....

Phone Number:.....

Email address:.....

- 1.11 These details will be forwarded to the Council travel plan officers at:

[travelplans@camden.gov.uk](mailto:travelplans@camden.gov.uk)

## Scope

- 1.12 This report been written as a stand-alone document and contains all the relevant information needed to effectively implement and monitor the Travel Plan. It is expected this Travel Plan will be secured through a Section 106 agreement or planning condition.
- 1.13 The remainder of this Travel Plan is structured as follows:
- Section 2 – sets out policy and best practice guidance;
  - Section 3 – Describes the accessibility and travel patterns of the development;
  - Section 4 – Sets out the objectives and targets of the Travel Plan;
  - Section 5 – Outlines the Travel Plan strategy;
  - Section 6 – Identifies the measures and initiatives that will be implemented;
  - Section 7 – Details the monitoring and review programme; and
  - Section 8 – Provides the Action Plan.

## 2 POLICY

2.1 An overview of key national, regional and local policies relevant to securing Travel Plans is provided below. It is acknowledged that the Travel Plan will need to encompass measures that are consistent with the key policies outlined below and identifies objectives accordingly.

### **National Planning Policy Framework**

2.2 The revised National Planning Policy Framework (NPPF) was published in February 2019 setting out the Government's planning policies for England and how these are expected to be applied.

2.3 It states that a key tool to facilitate the use of sustainable transport modes is a Travel Plan and at paragraph 111 states that:

*"All developments which generate significant amounts of movement should be required to provide a Travel Plan."*

2.4 A Travel Plan is later defined as:

*"A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed."*

2.5 In the context of the NPPF the proposed development is not considered to generate a significant travel demand.

### **The London Plan**

2.6 The London Plan adopted in March 2016 is the Mayor's spatial development strategy and forms part of the development plan for Greater London.

2.7 Chapter 6 (Transport) states that:

*"Shaping the pattern of development and influencing the location, scale, density, design and mix of land uses, can help reduce the need to travel and the length of journeys, and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking, and cycling."*

2.8 With regards to Travel Plans the London Plan states that:

*"The use of travel plans can help reduce emissions by promoting alternatives to the car."*

### **Intend to Publish London Plan**

2.9 The Intend to Publish London Plan, dated December 2019, shows the Mayor's suggested changes following the Examination in Public. The document strives to promote a healthier and more active London with improving air quality and reducing car parking provision at the forefront of the plan. Policy T1 states that development proposals should facilitate the delivery of the



Mayor's strategic target of 80% of all trips in London to be made by foot, cycle or public transport by 2041.

- 2.10 Policy T4 'Assessing and mitigating transport impacts' states that transport assessments / statements should be submitted with development proposals to ensure that impacts on the capacity of the transport network are fully addressed. Travel Plans, Parking Design and Management Plans, Construction Logistics Plans and Delivery and Servicing Plans will be required in accordance with relevant Transport for London guidance.

## **Camden Local Plan**

- 2.11 Camden's Local Plan is the key strategic document in Camden's development plan. It sets out the vision for shaping the future of the Borough and contains policies for guiding planning decisions and was adopted in July 2017.

## **Camden Planning Guidance: Transport**

- 2.12 The Camden Planning Guidance on Transport supports the policies in the Camden Local Plan 2017. It was adopted in March 2019. The guidance supports the Local Plan policies outlined above. It sets out clear guidance on Travel Plans including the objectives, targets and monitoring that are required. It describes that a travel plan will require ongoing development and monitoring following the initial occupation for at least a five year period.
- 2.13 Travel Plans should be treated as live documents to ensure the targets and measures within the plan can be developed and refined over time. Targets should be provided for each surveying and monitoring period, typically Years 0, 1, 3 and 5, unless otherwise agreed e.g. for larger or phased developments.
- 2.14 Residential travel plans provide a key mechanism for ensuring that sustainable travel is an integral feature of a development. Each one should form a holistic package of measures integrated into the design, marketing and occupation of the site rather than 'retrofitted' once the development is established.
- 2.15 A Residential travel plan, prepared by the developer should support and promote walking, cycling and public transport use. It should include the physical measures which have been agreed within the planning permission, such as cycle parking. However, the majority of the emphasis of the travel plan should be supporting measures such as marketing, promotion and awareness-raising of sustainable travel initiatives and opportunities among residents.

## **Summary**

- 2.16 A strategic level travel plan is equal to or more than 2,500sqm of commercial floor space.

### 3 ACCESSIBILITY AND TRAVEL PATTERNS

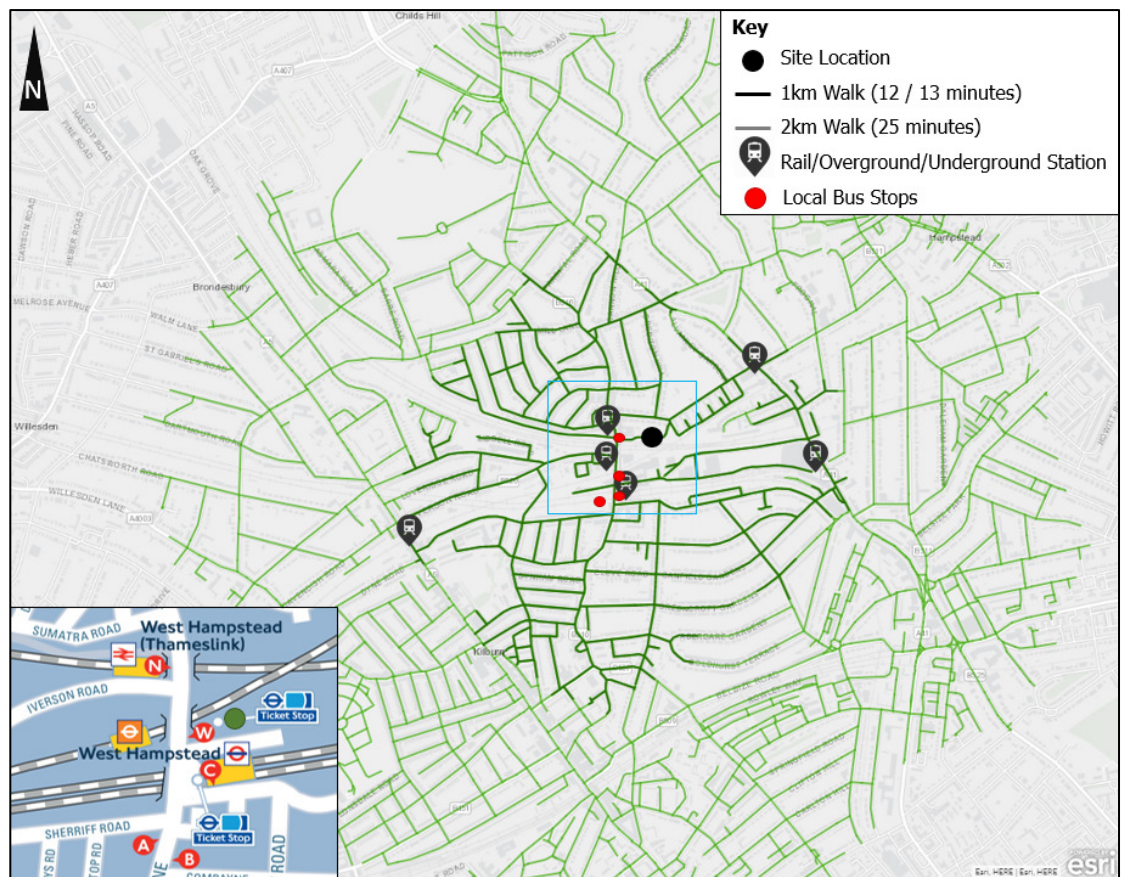
3.1 The site is accessible by a variety of modes of transport with a number of amenities within a reasonable walking distance of the site. The following paragraphs summarise the site's accessibility by non-car modes.

#### Walking

3.2 Like much of Inner London the site benefits from being within a short walking distance of public transport opportunities, local facilities and amenities as well as residential areas. Roughly half of all walking journeys in London are part of longer public transport journeys, for example walking to or from the bus stop or tube / train station, whilst a third of car journeys are within a 25-minute (2km) walk, suggesting there are real opportunities for active modes to replace the car.

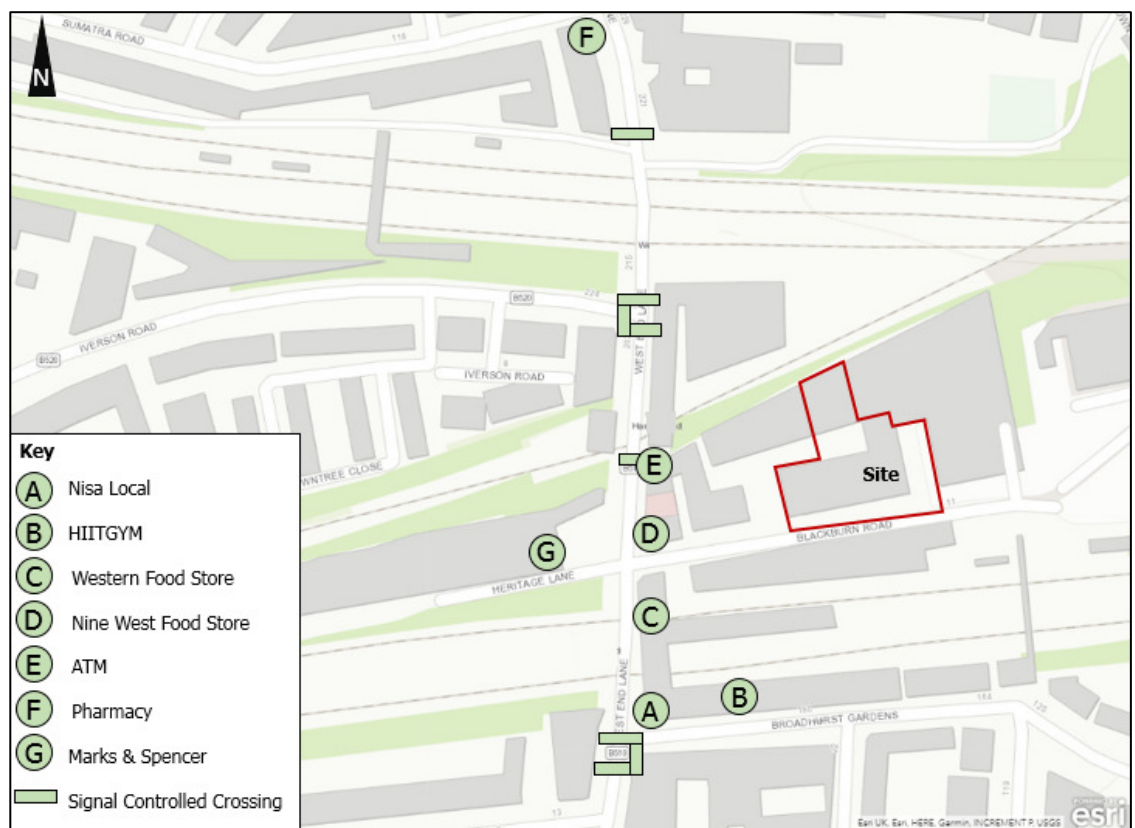
3.3 **Figure 3.1** provides details of a 1km and 2km catchment zone surrounding the site. The map shows that a number of bus stops and stations could be reached on foot. Additionally, a large quantity of residential streets are highlighted within the catchment areas.

**Figure 3.1 – Walking Isochrone Map**



- 3.4 Footways are provided on both sides of Blackburn Road and West End Lane. The site is well connected to the main pedestrian routes that serve public transport facilities and local amenities. The local area is provided with well-maintained footways, street lighting and a number of crossings with dropped kerbs and tactile paving. In particular, a number of signalised crossing facilities are located a short walk to the west on West End Lane.
- 3.5 There is also pedestrian link to the east of the site, designated as a Metropolitan Walk, which connects past the O2 Centre and to Finchley Road for access to Finchley Road Station.
- 3.6 West Hampstead Town Centre boundary is located approximately 30m to the west of the site, along West End Lane. The primary retail frontage is located 260m to the north along West End Road, where there are a wider array of shops, facilities and services. There are cafes, convenience stores, a gym and pharmacy within the immediate vicinity of the site. The location of which are shown on **Figure 3.1**. Whilst further north, within a 400m walk of the site, there is a Tesco Express, Sainsbury's Local and Barclay's Bank.

**Figure 3.2 – Local Facilities and Amenities Plan**



- 3.7 **Table 3.1** sets out details of distances between the site and public transport opportunities. This illustrates that there are a number of public transport facilities within a short walking distance with an average walking speed assumed to be 80m per minute.



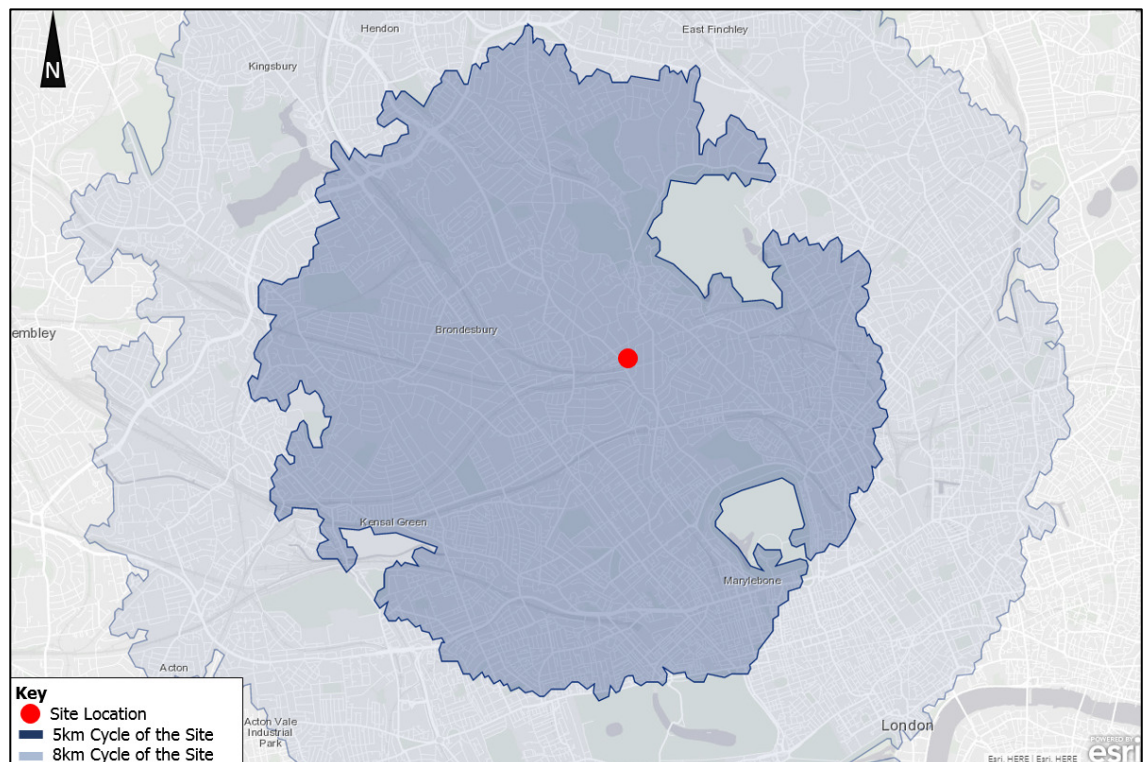
<b>Stop / Station</b>	<b>Location</b>	<b>Distance</b>	<b>Walking Time*</b>
Bus Stops	West End Lane	<100m	1 minute
	Broadhurst Gardens	<200m	2 – 3 minutes
West Hampstead Underground Station	West End Lane	100m	1 – 2 minutes
West Hampstead Overground Station	West End Lane	100m	1 – 2 minutes
West Hampstead Thameslink Station	Iverson Road	230m	2 – 3 minutes

\*Based on walking speed of 80m per minute

## Cycling

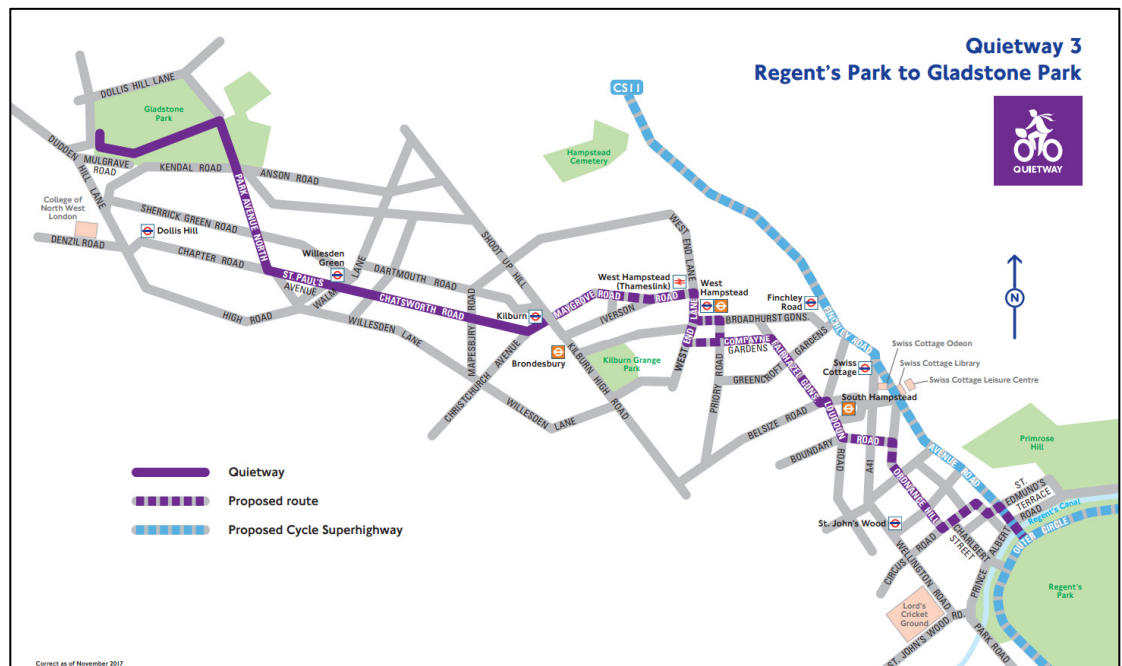
3.8 It is generally accepted that cycling is a sustainable mode of travel for journeys up to 8km in length, although in London, longer journeys are commonplace. **Figure 3.3** shows a 5km and 8km cycling catchment from the site where all parts of Camden, Brent Cross and Hampstead Heath to the north and Central London to the south are within cycling distance.

**Figure 3.3 – Cycling Catchment Map**



3.9 The closest cycle infrastructure is Quietway 3 which runs between Regent's Park and Gladstone Park. An extract of the Quietway 3 map is shown in **Figure 3.4**, along with the connection to Cycle Superhighway 11, showing the route around Regent's Park and towards Westminster. Transport for London (TfL) are replacing cycle superhighways and quietways with cycleways, which are routes that connect communities, businesses and destinations.

**Figure 3.4 – Quietway 3 TfL Map Extract**



3.10 A summary, the relevant cycling infrastructure surrounding the site is:

- There are advanced stop lines at the West End Lane / Iverson Road junction;
- Blackburn Road is subject to a 20mph speed restriction;
- Cycle parking is provided along West End Lane, outside West Hampstead Underground and Thameslink stations;
- Cycle / pedestrian shared route from Blackburn Road to east connecting Finchley Road.

3.11 TfL's Journey Planner tool allows for cycle route planning dependent on the difficulty of the route, being fast, moderate or easy. From the site the following destinations can be reached within various journey times:

- Paddington Station (17 minutes / 20 minutes / 27 minutes);
- King's Cross Station (19 minutes / 27 minutes / 34 minutes);
- Victoria Station (25 minutes / 34 minutes / 45 minutes); and
- Holborn Station (26 minutes / 35 minutes / 45 minutes).

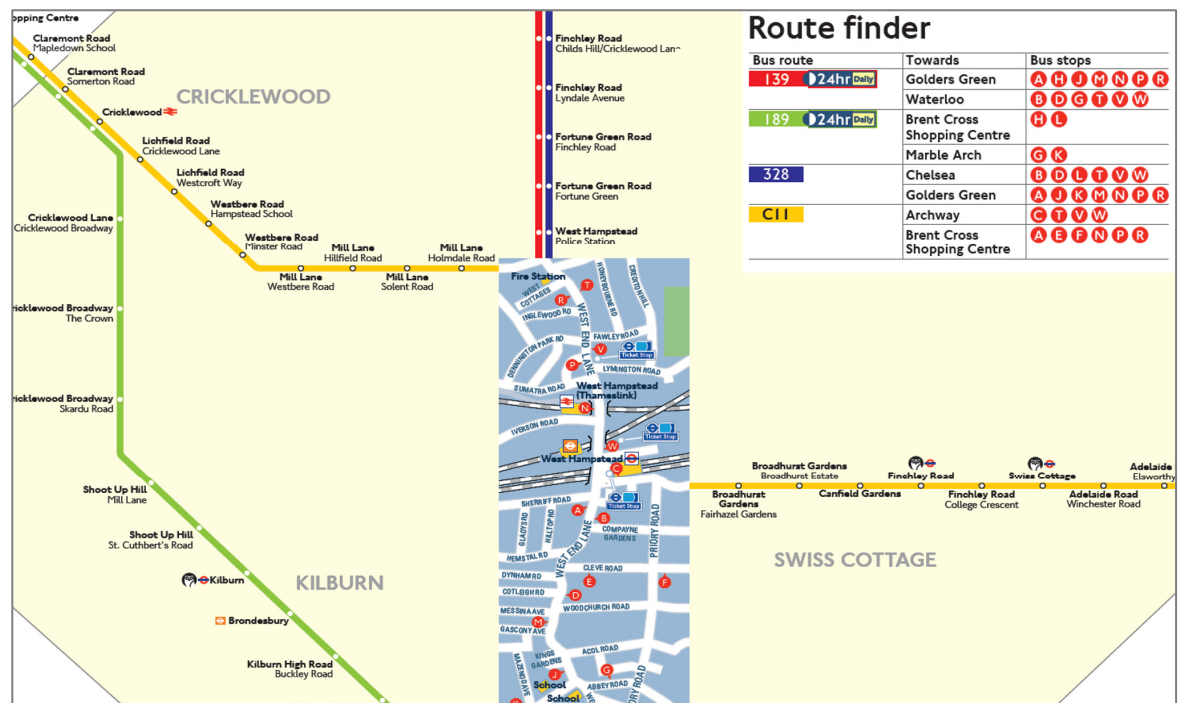
## Public Transport

### Bus Services

3.12 The closest bus stops are located on West End Lane provide access to routes 139, 328 and C11 with stops on Broadhurst Gardens within an acceptable walking distance and also providing access to the C11. **Figure 3.2** sets out the site's proximity to local bus stops whilst **Table 3.2** provides a summary of the local bus routes. An extract of TfL's bus map is shown on **Figure 3.3**. In addition, London buses provide step-free access.

Table 3.2 – Summary of Local Bus Services					
Bus Stops & Location	Route		Daytime Frequency (every 'x' minutes)		
	No.	Destination	Mon-Fri	Saturday	Sunday
West End Lane (Stops N and W)	139	Golders Green Station to Waterloo Station	7 – 10	6 – 10	8 – 12
	328	Golders Green Station to Chelsea Worlds End or Limerston Street	8 – 12	8 – 12	10 – 13
	C11	Archway Station to Brent Cross Shopping Centre	7 – 11	School days only	

Figure 3.3 – Extract Tfl Bus Map



### London Underground, Overground and Rail Services

- 3.13 West Hampstead Underground Station is located within 100m of the site to these. The station provides access to the Jubilee Line with regular services between Stanmore and Stratford via Waterloo.
- 3.14 West Hampstead Overground and West Hampstead Thameslink are located 100m – 270m to the north of the site within a short walk from the underground station. The main services from the Overground Station travel between Clapham Junction, Stratford and Richmond offering approximately 16 services an hour. The Thameslink Station offers approximately 13 services an hour to destinations including Luton, Bedford, Brighton, Sutton (Surrey), St. Albans City and Sevenoaks. Both stations have step-free access from street to platform.
- 3.15 Finchley Road Station is located 800m to the west of the site. It is served by London Underground services on the Jubilee and Metropolitan Lines. The Jubilee Line offers services between Stratford and Stanmore approximately every 2 minutes in either direction, whilst the Metropolitan Line offers services between Aldgate and Uxbridge/Chesham/Watford/Amersham. There are services approximately every 5-10 minutes in either direction.

### Public Transport Accessibility Level (PTAL)

- 3.16 Public Transport Accessibility Levels (PTALs) are a theoretical measure of the accessibility of a given point to the public transport network, taking into account walk access time and service availability. The method is essentially a way of measuring the density of the public transport network at a particular point. The scale has a range of 0 (worst) to 6b (best), with 6b demonstrating high level of accessibility. The site has a PTAL level of '6a', demonstrating that it has an excellent level of accessibility to public transport. The PTAL report is included at **Appendix D**.

### Public Transport Improvements

- 3.17 West Hampstead Overground Station has a new entrance which is now open with more ticket gates, two wide aisle gates and a bigger station concourse. Two lifts have been installed providing step-free access from street to platform level. The new station has been designed to accommodate future growth in passenger numbers, with more gates and a much larger passenger circulation area.
- 3.18 This is the largest Access for All scheme on the London Overground network and is a key interchange for northwest London, given the proximity to West Hampstead's Thameslink and London Underground stations.

## Car Clubs

- 3.19 Car clubs enable residents to have access to a car without the need to own one or pay for maintenance and running costs. The TPC, through the Travel Pack, will promote the benefits of belonging to a Car Club. Car Clubs offer economic (no tax, MOT, fuel, servicing, repairs, depreciation and parking costs) and environmental benefits (fewer private vehicles in London) over owning and running a car. **Table 3.3** below provides details of the local car club bays in the vicinity of the site.

<b>Operator</b>	<b>Location</b>	<b>Distance from Site</b>	<b>Approximate Walking Distance</b>
Zipcar	Blackburn Road	30m	<1 minute
Zipcar	Sandwell Crescent	450m	6 minutes
Zipcar	Canfield Gardens	600m	8 minutes

## Baseline Travel Patterns and Trip Rates

- 3.20 The 2011 Census has been examined to establish the method of journey to work for the local workplace population. As set out in the Transport Statement, the Census data has been modified according to the development characterises i.e. reducing car driver trips from 29% locally to 0% to reflect the car-free nature of the development. The remaining 29% has been added to the other modes which resultant modal split set out in **Table 3.4**.

<b>Mode</b>	<b>2011 Census Data</b>	<b>Modified Modal Split</b>
Underground	28%	40%
Train	16%	22%
Bus	12%	18%
Taxi	1%	1%
Motorcycle	1%	2%
Car Driver	29%	0%
Car Passenger	2%	0%
Bicycle	2%	3%
Walk	10%	14%
Total	100%	100%

- 3.21 To establish a comprehensive multi-modal trip generation scenario for the office use, the TRICS database has been interrogated with trip rates set out in the Transport Statement.
- 3.22 A summary of the trip rates and resultant total person trips for the 5,387sqm is shown in **Table 3.5**.



**Table 3.5 – Total Person Trip Rates and Trip Generation (Office)**

Time Period	Trip Rates per 100 sqm		Total Person Trips (for 5,387sqm)	
	In	Out	In	Out
07:00-08:00	0.75	0.13	40	7
08:00-09:00	2.99	0.28	158	15
09:00-10:00	2.27	0.39	120	20
<b>07:00-10:00</b>	<b>6.01</b>	<b>0.80</b>	<b>318</b>	<b>42</b>
16:00-17:00	0.31	1.08	16	57
17:00-18:00	0.22	2.64	12	140
18:00-19:00	0.09	1.41	5	75
<b>16:00-19:00</b>	<b>0.62</b>	<b>5.12</b>	<b>33</b>	<b>271</b>
<b>07:00-19:00</b>	<b>10.87</b>	<b>10.68</b>	<b>49</b>	<b>486</b>

3.23 **Table 3.6** shows the estimated multi-modal trip generation summary for the office during the morning peak (08:00 – 09:00) and the evening peak (17:00 – 18:00).

**Table 3.6 – Predicted Multi-Modal Trip Generation (Office)**

Mode	AM Peak (08:00-09:00)		PM Peak (17:00-18:00)	
	In	Out	In	Out
Underground / Overground	63	6	5	56
Rail	35	3	3	31
Bus	28	3	2	25
Taxi	1	0	0	1
Car Driver	3	0	0	3
Car Passenger	0	0	0	0
Motorcycle	0	0	0	0
Bicycle	5	1	0	5
Walking	22	2	2	19
Total	158	15	12	140

3.24 For the purpose of this Travel Plan, the Baseline Mode Share in **Table 3.4** has been used for target setting purposes until the Baseline (Year 0) travel survey is undertaken. This survey will accurately identify how employees at the development site travel to / from work and will be undertaken within 6 months of occupation. It will validate the baseline mode share and targets.

## 4 OBJECTIVES AND TARGETS

4.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured.

- **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the goals by which progress will be assessed.

### Objectives

4.2 The main objective the Travel Plan is to provide incentives for users of the development to reduce the need to travel alone by car to a site and increase the level of more sustainable travel.

4.3 The sub-objectives are as follows:

1. To increase employee awareness of the advantages and availability of sustainable / active modes of transport;
2. To promote the health and fitness benefits of active travel to all employees;
3. To introduce a package of physical and management measures that will facilitate employee and visitor travel by sustainable modes; and
4. To reduce unnecessary use of public transport for the journey to and from the site by employees and visitors.

### Targets

4.4 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring progress and success of the Travel Plan. Targets should be 'SMART' – specific, measurable, achievable, realistic and time-related.

4.5 Targets come in two forms – Action and Aim targets. Action Targets are defined actions that need to be achieved by a certain time. Aim Targets are quantifiable and in the case of this travel plan related to the degree of modal shift the plan is seeking to achieve.

### Action Targets

4.6 The key Action Targets are set out below:

- Targets will be provided for each surveying and monitoring period typically Years 0, 1, 3 and 5.
- The Baseline survey (Year 0) shall take place within 6 months of first occupation.

- Each monitoring survey will occur within one month of the anniversary of the Baseline survey (as detailed in the Monitoring section).

### Aim Targets

4.7 **Table 4.1** outlines the Aim Targets set out for the development. The targets are set to measure progress towards the main objectives over five years. The interim targets are defined as those which the Travel Plan will seek to achieve within 3 years of the launch of the Travel Plan and the final targets those sought after 5 years of the launch of the Travel Plan.

4.8 The baseline figures are taken from **Table 3.2**. This has been used to set targets against until actual baseline travel survey data is available once the development is occupied.

<b>Table 4.1 – Travel Plan Mode Split Targets</b>				
<b>Target</b>	<b>Baseline</b>	<b>Interim (Year 1)</b>	<b>Interim (Year 3)</b>	<b>Final (Year 5)</b>
Reduce Public Transport trips by 10%	80	77	73	70
Achieve an 10% increase in the mode share for walking and cycling	17	20	24	27

4.9 The targets are based on proxy data and will need to be ratified and if necessary adjusted once the Year 0 baseline modal share has been established. For the most part, this will be the main mode listed by staff in the monitoring surveys conducted in years 1, 3 and 5.

## 5 TRAVEL PLAN STRATEGY

5.1 A Travel Plan is a practical management tool that sets out 'active' initiatives. This means that a Travel Plan is a process of continual improvement, requiring regular review to monitor changes in travel patterns and assessing the success of the plan's measures.

### Travel Plan Coordinator

5.2 A Travel Plan Coordinator will be appointed prior to first occupation. It is expected that the TPC will be a member of the Facilities Management team for the development. The TPC will be responsible for overseeing the management, development, implementation, monitoring and review of occupier's Travel Plan.

5.3 The primary responsibilities of this role include:

- Managing the development and implementation of the Travel Plan measures
- Promoting the objectives and benefits of the Travel Plan
- Monitoring the success of the Travel Plan against the agreed targets
- Acting as a point of contact for all staff regarding travel and the Travel Plan
- Liaise with the third-party stakeholders regarding the Travel Plan
- Regular updating of this Travel Plan document is part of the responsibility of the nominated person

### Travel Information Pack

5.4 The marketing strategy will see each member of staff provided with a Travel Pack before they start work. It can be sent by email. The pack will include a summarised version of the Travel Plan along with information on public transport, the local walking and cycling network, contact details for taxi operators, and the location of the cycle parking.

5.5 A range of smart phone mobile apps are available which simplify the public transport information, provide up-to-date information and multiple route options. Apps including Citymapper, London Live Bus Countdown, TraveLine and Tube Map are free to download on Android and iPhone operating systems.



## 6 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

6.1 This section of the Travel Plan outlines physical and management measures that could be implemented as part of the Travel Plan which will help achieve the set targets.

### Measures to Encourage Walking

#### **Strategy 1: Promoting Benefits of Walking**

6.2 Walking is a truly sustainable method of travel which offers predictable journey times and a range of physical and psychological benefits.

6.3 Information will be shared to highlight the health benefits of walking and provide advice to residents concerning recommended routes.

6.4 'Walking' initiatives set up by the Council and non-profit organisations will be marketed, including:

- 'Active 10' – An app which encourages 10 minutes of brisk walking every day:

<https://www.nhs.uk/oneyou/active10/home>

- Walking for Health – Free, volunteer led walks through Camden's parks:

<https://www.walkingforhealth.org.uk/walkfinder/camden-walks>

- National Walking Month – May is National Walking Month and is promoted by Living Streets:

<https://www.bhf.org.uk/how-you-can-help/fundraise/just-walk/national-walking-month>

#### **Strategy 2: Maintaining Infrastructure**

6.5 Well-maintained footways, lighting and signage are present in the area surrounding the site and attractive open spaces nearby provide a quality pedestrian environment.

6.6 The Travel Plan Coordinator will identify, through discussion with staff, problems with external pedestrian routes and discuss possible improvements with the highway authority and the site owner.

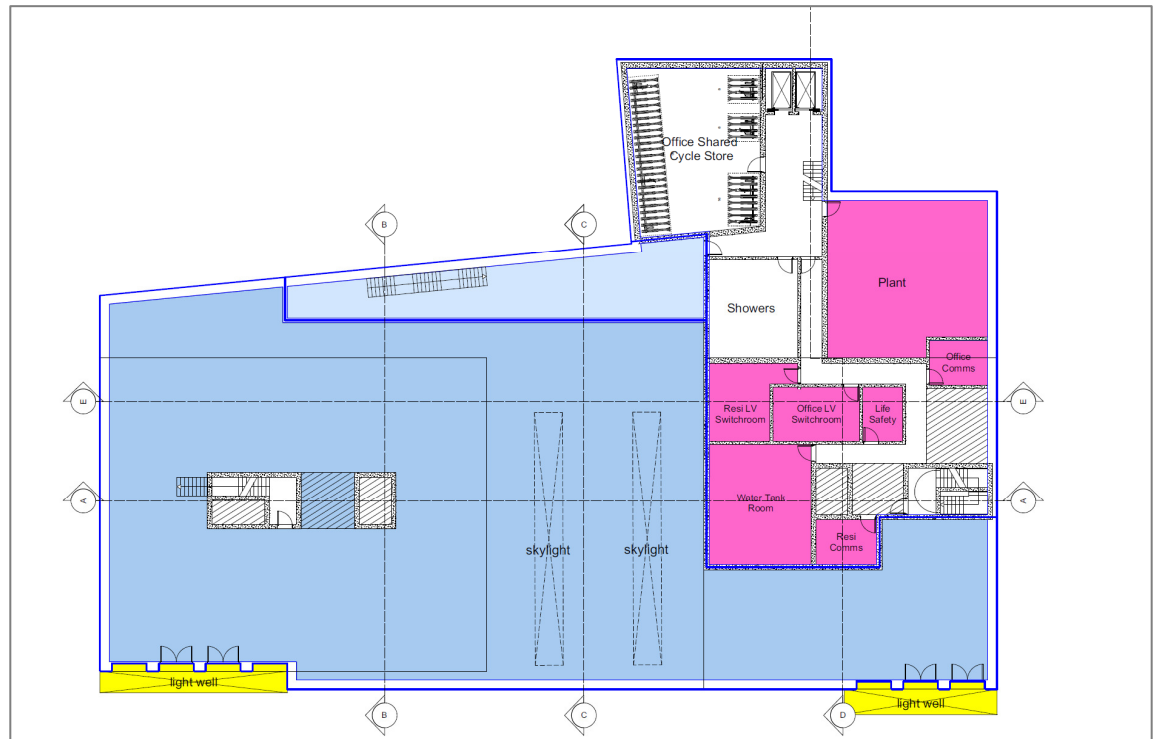
### Measures to Encourage Cycling

#### **Strategy 1: Cycle Parking**

6.7 Workplace cycle parking will be provided in the form of two-tier stands and Sheffield stands to encourage access for all. There will be 90 spaces for staff and visitors within a basement level store as shown on **Figure 6.1**. The level of provision is in accordance with the relevant policy guidance.

- 6.8 The bike store will be accessible through the main entrance lobby to building C, with lifts taking cyclists and their bikes down to the basement. Shower and changing facilities will be provided for employees which will encourage active travel to and from work.

**Figure 6.1 – Basement Level Plan**



- 6.9 Use of cycle parking will be actively monitored through this Travel Plan by the TPC and if there are any concerns regarding the condition of the cycle parking, notification will be given to the landlord/facilities management.

### **Strategy 2: Cycling Journey Planning**

- 6.10 Through the Travel Welcome Pack each member of staff will be provided with information and advice concerning cycle routes. The TfL Journey Planner can be used to determine the most appropriate cycling routes to and from the site.

<https://tfl.gov.uk/plan-a-journey/>

### **Strategy 3: Promoting Cycling**

- 6.11 The Travel Plan Coordinator will ensure residents and visitors are aware of cycling initiatives set up by the Local Council and non-profit organisations, including:

- Bike Week the biggest nationwide cycling event in the UK which usually takes place in June each year:

[www.bikeweek.org.uk](http://www.bikeweek.org.uk)

- Camden's free bicycle loan scheme offers bikes to local staff who want to cycle more:  
<https://www.camden.gov.uk/try-a-bicycle-for-4-weeks>
- Staff will be made aware of the free cycle training available to those working in Camden which follows the Government syllabus:  
<https://bikeability.org.uk/>
- The TPC will encourage staff to consider taking cycle training if they are interested in cycling to work for all or part of their journey. More information about the Community Cycling Programme:  
<https://www.camden.gov.uk/cycle-skills-and-bike-maintenance-courses>

6.12 The Travel Plan Co-ordinator will explore the option of the reception desk keeping some basic spares such as a bicycle pump, spanners and puncture repair kits.

## **Encouraging Public Transport Use**

### **Strategy 1: Promoting Public Transport**

6.13 Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy and is particularly important in London where the greatest levels of sustainable transport provision are available in the country.

6.14 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important and up-to-date details of bus, underground and taxi services, including route information and service frequencies, will be made available to staff. Journey Planning websites and enquiry phone numbers will also be promoted through all relevant means.

6.15 The Travel Plan Coordinator will promote sustainable travel for general travel as part of a healthier way of life not only for travel to and from the site.

### **Provision for People with Disabilities and Visual Impairment**

6.16 Provision for people with disabilities has been built into the design of the building. The following initiatives / design features / measures are present:

- Wheelchair accessible lifts, toilets and accessible floors.
- Step-free access into the development from Blackburn Road.

## **Managing Vehicle Use**

### **Strategy 1: Car-free**

- 6.17 The proposal indicates that five disabled parking spaces will be provided with four allocated to the residential element of the scheme and one to the commercial element.
- 6.18 The development will be subject to a permit-free agreement, prohibiting staff and visitors from obtaining permits for the future Controlled Parking Zone.

### **Strategy 2: Taxis**

- 6.19 Taxis have an important role in providing for staff and visitors when other modes of transport may not be available. Contact details for local taxi operators will be included within the Travel Pack.

### **Strategy 3: Car Club**

- 6.20 Car clubs enable access to a car without the need to own one or pay for maintenance and running costs.
- 6.21 The TPC, through the Travel Pack, will promote the benefits of belonging to a Car Club. Car Clubs offer economic (no tax, MOT, fuel, servicing, repairs, depreciation and parking costs) and environmental benefits (fewer private vehicles in London) over owning and running a car.
- 6.22 The local car club bays in the vicinity of the site include a Zipcar on Blackburn Road with others on Sandwell Crescent and Cranfield Gardens within an 8 minutes walk.

### **Strategy 4: Visitors**

- 6.23 There will be no parking for visitors with the exception of disabled parking if required. Staff will be encouraged to ensure visitors area aware of the travel options available to them.

### **Strategy 5: Deliveries and Servicing**

- 6.24 A Delivery and Servicing Plan accompanies the planning application which sets out to mitigate the potential impacts of servicing activity associated with the development. The TPC will provide occupiers of the building with information promoting the use of alternatively fuelled vehicles for servicing and deliveries, including promoting the use of cycle deliveries where suitable.

### **Strategy 6: Reducing the Need to Travel**

- 6.25 Office tenants will consider what, if any, company policies exist that promote the use of sustainable transport. For example, employees may be discouraged from receiving personal deliveries to the workplace, instead encouraged to use a locker-based system.



## 7 MONITORING AND REVIEW

7.1 The Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant. This section sets out the proposals for monitoring and review of the Travel Plan.

### Monitoring Programme

7.2 A Monitoring and Measures financial contribution will be secured as a Planning Obligation via a Section 106 agreement in conjunction with each travel plan. The monitoring programme begins with the initial Baseline Year 0 travel survey which shall occur within 6 months of first occupation. Repeat surveys shall be within a month of the first, third and fifth anniversary of the baseline survey to monitor progress towards the interim and final targets. Monitoring reports will be sent to the Council following each survey.

7.3 Additional monitoring of the following will also be used to judge whether the implementation or proportion of certain measures needs to be modified:

- The level of usage of staff cycle stands;
- The condition of staff cycle stands; and
- Comments received from staff relating to the operation and implications of the Travel Plan.

7.4 A review of all feedback received will occur each year over the lifetime of the Plan that will ensure the Travel Plan remains up-to-date. The Review will include updates to the Travel Pack to ensure the content remains relevant. An example Travel Questionnaire Survey is provided at **Appendix A**.

### Review

7.5 The review of the Travel Plan which will be carried out by TTP Consulting after each monitoring survey in consultation with the Council Travel Plan officers will consider the following:

- The success of the measures since the previous review;
- The need to amend or introduce new targets; and
- The need to change or introduce new measures.

### Securement and Funding

7.6 The funding for all aspects of the Travel Plan will be the responsibility of the operator. This will include the provision of appropriate funds for the Travel Plan Coordinator, the provision of infrastructure measures, carrying out mode split surveys, monitoring uptake of cycle parking and reporting findings to the Council where necessary and appropriate.

## 8 ACTION PLAN

8.1 The Travel Plan Action Plan is outlined in **Table 8.1** below. The Action Plan will be revised every year following each Annual Travel Plan Review.

<b>Table 8.1: Travel Plan Action Plan</b>		
<b>Action</b>	<b>Target</b>	<b>Responsibility</b>
Production of Travel Plan	Completed Travel Plan	Site Owner
Appointment of Travel Plan Coordinator and hand over of Travel Plan from Developer to TPC	Prior to occupation	Site Owner / Facilities management
Launch of Travel Plan	Within 1 month of occupation	Travel Plan Coordinator
Provision of cycle parking	Prior to first occupation	Site Owner
Dissemination of Travel Pack	Given to all new staff upon occupation	TPC
Implementation of Measures	Such as promotion of bike to work and walk to work schemes	TPC
Baseline Travel Survey (year 1)	Given to staff and visitors within 6 months of occupation	TPC
Interim and Final Surveys (year 3 and 5)	Travel surveys will take place three and five years after the baseline travel survey	TPC
Submission of Annual Monitoring Reports	Submitted to the Council for its approval, detailing survey results, progress towards targets, and implementation of measures (including remedial measures as appropriate)	TPC

# **Appendix A**

## **(Example Travel Survey Questionnaire)**

# Travel Survey Questionnaire

As part of the Travel Plan, a travel survey is being undertaken so we can understand your travel patterns and would appreciate your assistance by completing this questionnaire.

The information you provide will be treated in the strictest confidence with no reference to individuals. For further information please contact \_\_\_\_\_ on \_\_\_\_\_. Please put your completed questionnaire in the box in the reception area. Thank you in advance for your help.

**1. What is your home postcode?** \_\_\_\_\_

**2. What time do you normally arrive at work?**

07:00 – 10:00 (01)  10:00 – 16:00 (02)  16:00 – 19:00 (03)  After 19:00 (04)

**3. What time do you normally leave work?**

07:00 – 10:00 (01)  10:00 – 16:00 (02)  16:00 – 19:00 (03)  After 19:00 (04)

**4. On average, how long does your journey take?**

0 – 15min (01)  16 – 30min (02)  31 – 45min (03)  46 – 60min (04)

61 – 75min (05)  76 – 90min (06)  Over 90min (07)

**5. Approximately how far is your journey?**

0 – 1 mile (01)  1 – 2 miles (02)  2 – 5 miles (03)  >5 miles (04)

**6. What is your MAIN mode of transport (i.e. the longest part of your journey)?**

Drive alone (01)  Car share - driver (02)  Car passenger (03)  Bus (04)

Train (05)  Underground (06)  Walk (07)  Cycle (08)

Motorbike (09)  Taxi (10)  Other (11)

**7. What alternative mode of transport would you consider if your usual mode wasn't available?**

Drive alone (01)  Car share -driver (02)  Car passenger (03)  Bus (04)

Train (05)  Underground (06)  Walk (07)  Cycle (08)

Motorbike (09)  Taxi (10)  Other (11)

**8. What would encourage you to use an alternative mode of travel?**

More frequent bus services (01)  Better pedestrian / cycle routes (02)

A cleaner walking / cycling environment (03)  A friend to walk / cycle with (04)

A safer walking / cycling environment (05)  Cycle training (06)

Better information on alternatives (07)  Nothing (08)

**9. In what age category do you fall?**

Under 25 (01)  26 – 40 (02)  41 – 60 (03)  Over 60 (04)