

13 BLACKBURN ROAD RESIDENTIAL TRAVEL PLAN



ttp consulting
transport planning specialists

**West Hampstead Investments
Partnership Ltd.**

13 Blackburn Road

Residential Travel Plan

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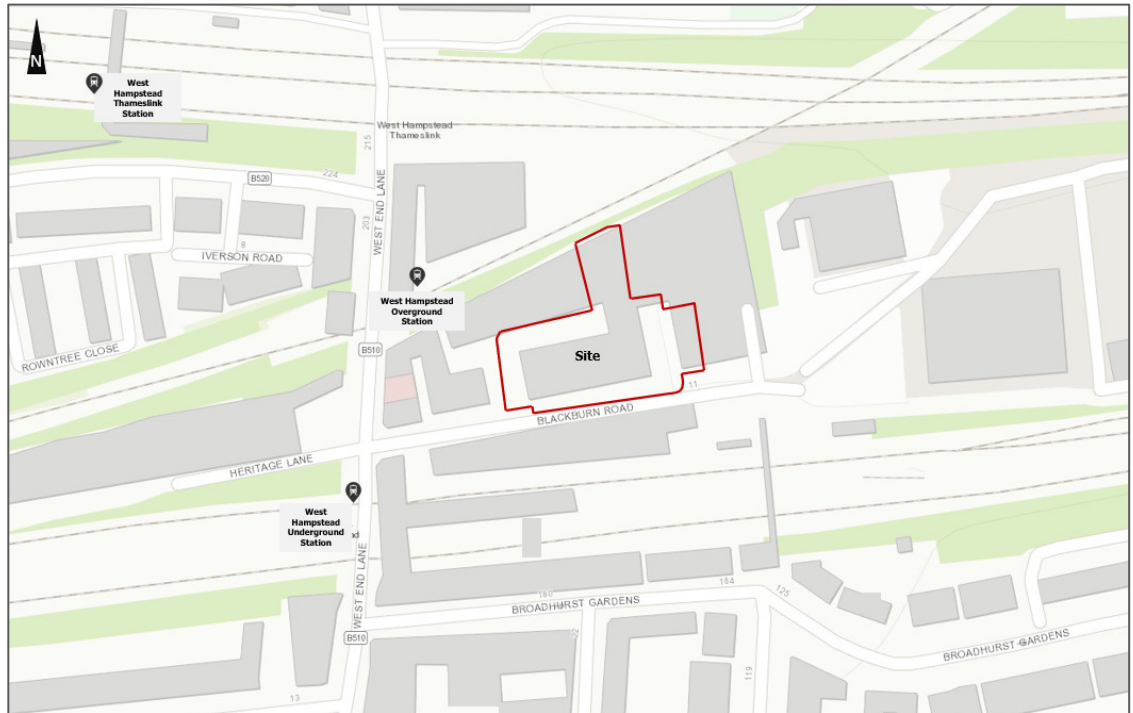
Appendices

Appendix A - Example Travel Questionnaire Survey

1 INTRODUCTION

- 1.1 This Residential 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 north side 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 residential building comprises of 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 residential element of the development, a separate Travel Plan has been prepared which is targeted at the commercial 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 residents 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 residents from using sustainable modes and increases use of active travel modes.

Benefits

- 1.9 The achievement of the aims and objectives of the Travel Plan will bring about a wide range of benefits for users of the development and the wider community as set out below:
- An excellent opportunity for exercise through cycling and walking;
 - The opportunity to save money by using alternative modes of travel to the car;
 - Improved quality and reliability of journeys to and from the development; and,
 - 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 residents 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

Scope

- 1.12 This Travel Plan sets out the sustainable travel options available to residents and the measures and initiatives that will be used to incentivise travel by sustainable modes.
- 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 This chapter reviews key national, regional and local transport policies and relevant guidance. It is acknowledged that the Travel Plan will need to encompass measures that are consistent with the key policies outlined below and identify objectives accordingly.

National Planning Policy Framework

- 2.2 The revised National Planning Policy Framework (NPPF) was published on the 19th February 2019 setting out the Government's planning policies for England and how these are expected to be applied. 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."

- 2.3 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."

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

The London Plan

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

- 2.6 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."

- 2.7 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

- 2.8 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.

- 2.9 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

- 2.10 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

- 2.11 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.
- 2.12 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.
- 2.13 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.
- 2.14 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

- 2.15 The scale of the proposal is not considered to represent a major development and this is a local level travel plan.

3 ACCESSIBILITY AND TRAVEL PATTERNS

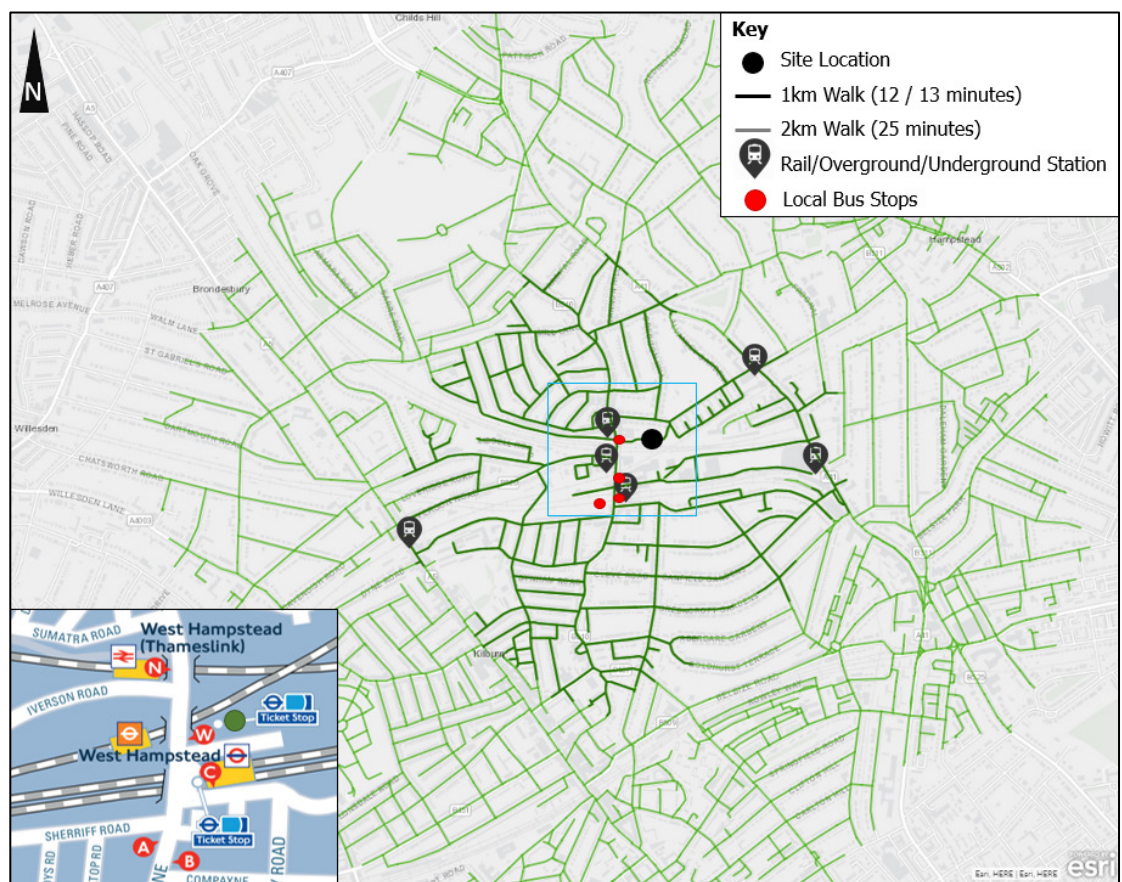
- 3.1 The site is accessible by a variety of modes of transport with a number of amenities within a reasonable walking distance of the site. The following paragraphs summarise the site's accessibility by non-car modes.

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.

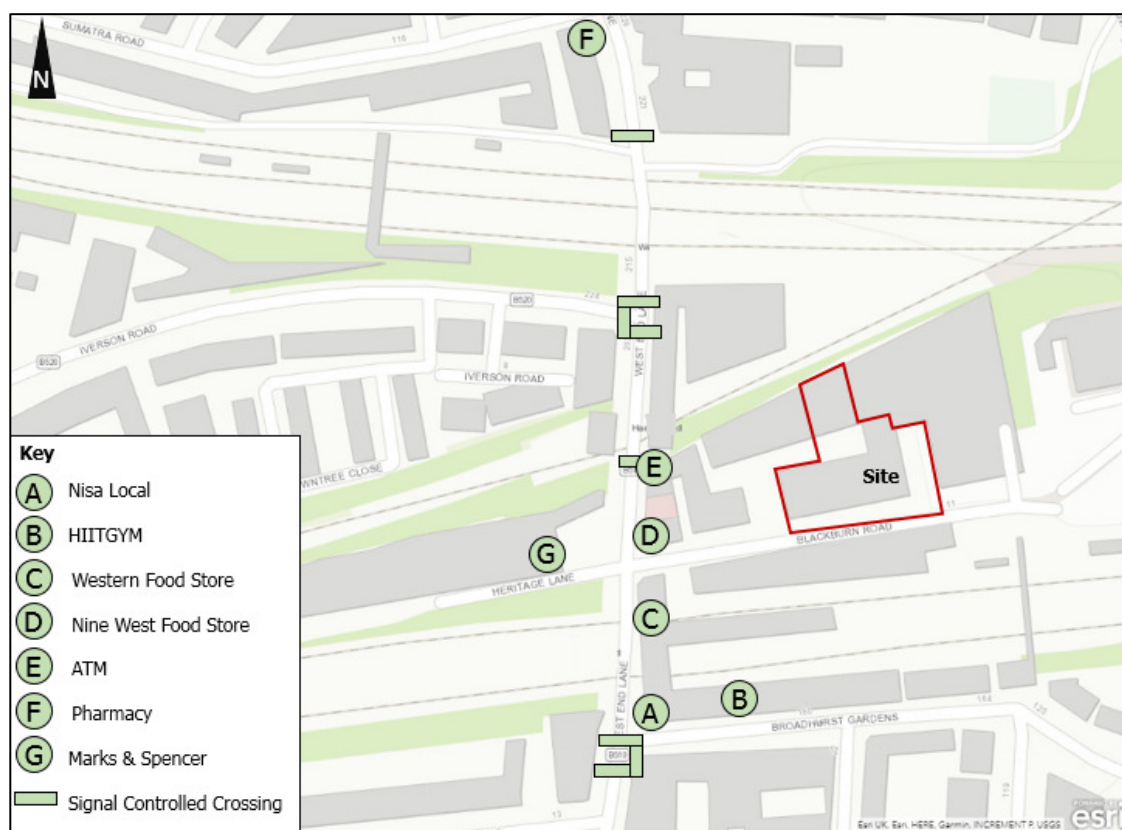
- 3.3 **Figure 3.1** provides details of a 1km and 2km catchment zone surrounding the site. The map shows that a number of bus stops and stations could be reached on foot. Additionally, a large quantity of residential streets are highlighted within the catchment areas.

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.

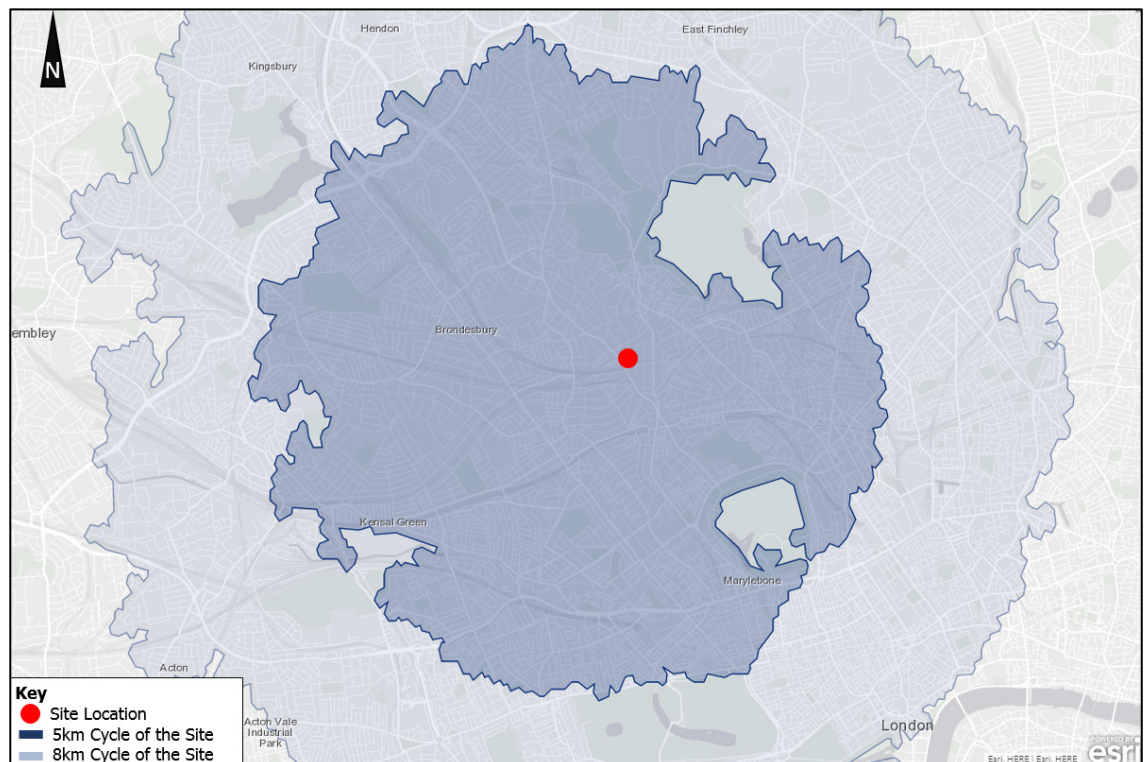
Table 3.1 – Approximate Distances to Local Public Transport Opportunities

Stop / Station	Location	Distance	Walking Time*
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


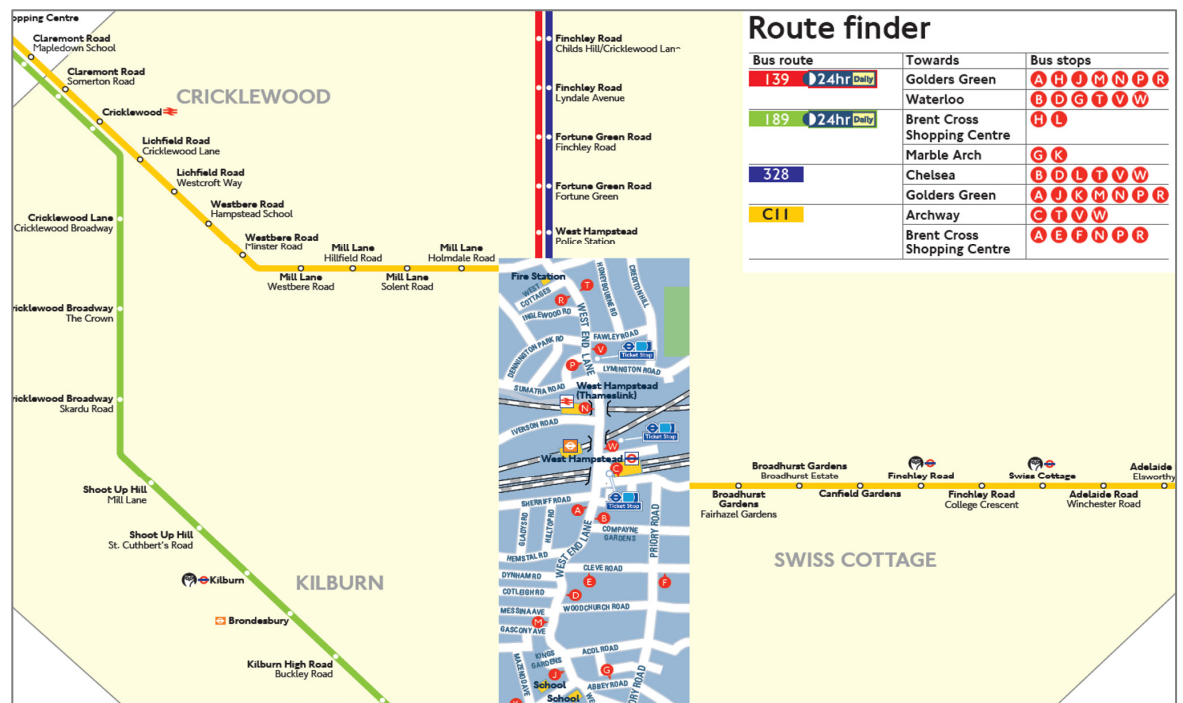
Public Transport

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.

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.

Table 3.3 – Local Car Club Operators			
Operator	Location	Distance from Site	Approximate Walking Distance
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 resident 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 10% locally to 3% to reflect the car-free nature of the development. The remaining 7% has been added to other modes with the resultant modal split set out in **Table 3.4**.

Table 3.4 – Modal Split – Residents Journey to Work (Longest Leg)		
Mode	Census Mode Split	Modified Modal Split
Underground	55%	59%
Train	16%	18%
Bus	7%	8%
Taxi	0%	0%
Motorcycle	1%	1%
Car Driver	10%	3%
Car Passenger	1%	1%
Bicycle	4%	4%
Walk	6%	6%
Total	100%	100%

- 3.21 The development proposes to provide 53 residential dwellings. Given that the existing site contains 29 residential units, the net increase will be 24 new homes and the office floorspace. The trip rates set out in the Transport Statement which were derived for the residential element have been applied to the 24 additional residential dwellings as shown in **Table 3.5**.

Table 3.5 – Trip Generation Summary for Proposed Residential Use

Period	Trip Rates (per unit)		Total Person Trips (for 24 new units)	
	In	Out	In	Out
07:00-08:00	0.10	0.63	3	15
08:00-09:00	0.25	1.14	6	27
09:00-10:00	0.25	0.46	6	11
07:00-10:00	0.60	2.23	15	53
16:00-17:00	0.53	0.26	13	6
17:00-18:00	0.61	0.31	15	8
18:00-19:00	0.72	0.34	17	8
16:00-19:00	1.87	0.92	45	22
07:00-19:00	4.52	5.37	109	129

3.22 **Table 3.6** sets out the estimated multi-modal trip generation summary for the residential element during the morning peak hour (08:00-09:00) and afternoon peak (17:00-18:00).

Table 3.6 – Predicted Residential Trips by Mode

Mode	AM Peak (08:00-09:00)		PM Peak (17:00-18:00)	
	Arrive	Depart	Arrive	Depart
Underground / Overground	4	16	10	5
Train	1	5	3	1
Bus	0	2	1	1
Taxi	0	0	0	0
Motorcycle	0	0	0	0
Car Driver	1	1	1	1
Car Passenger	0	0	0	0
Bicycle	0	1	1	0
Walk	0	2	1	0
Total	6	27	17	8

3.23 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.

3.24 The Baseline (Year 0) travel survey questionnaire will be given to each resident and will occur within 6 months of occupation. The survey results will establish how residents travel to work each day and 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 Action Targets for the short and medium term.

- **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 Travel Plan's overriding objectives are to:

- Increase the use of sustainable transport to / from the site; and
- Reduce the need for private motorised vehicle use.

4.3 The sub-objectives are:

1. To increase resident 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 users;
3. To introduce a package of physical and management measures that will facilitate resident travel by sustainable modes; and therefore,
4. To reduce unnecessary use of the car for the journey to and from the site by residents 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, and should be 'SMART' – specific, measurable, achievable, realistic and time-related.

4.5 Targets come in two forms:

- Action Targets which are non-quantifiable actions that need to be achieved by a certain time; and
- Aim Targets which are quantifiable and generally relate 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** sets out the Aim Targets to measure progress towards the main objectives over five years from the date of the Baseline Survey. The Interim Targets are defined as those which the residential use seeks to achieve within 1 and 3 years of the launch of the Travel Plan and the Final Targets those which the residential use seeks to achieve within 5 years of the launch of the Travel Plan. The baseline figures have been taken from **Table 3.4**.

Table 4.1 – Travel Plan Mode Split Targets				
Target	Baseline	Interim (Year 1)	Interim (Year 3)	Final (Year 5)
Reduce Public Transport trips by 10%	85%	81%	78%	75%
Achieve an 10% increase in the mode share for walking and cycling	10%	14%	17%	20%

4.8 Indicators are the elements which will be measured in order to assess progress towards meeting the final and interim targets. For the most part, this will be the main mode listed by residents in the monitoring surveys conducted in years 1, 3 and 5.

5 TRAVEL PLAN STRATEGY

Travel Plan Management

5.1 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.

5.2 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 residents 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
- Set up a Travel Plan Steering Group

Marketing Strategy

5.3 The marketing strategy will see resident provided with a Travel Plan Welcome Pack before they move in. 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.

5.4 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 the specific physical and management measures to be implemented as part of the Travel Plan which will help achieve the set targets.

Encouraging 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

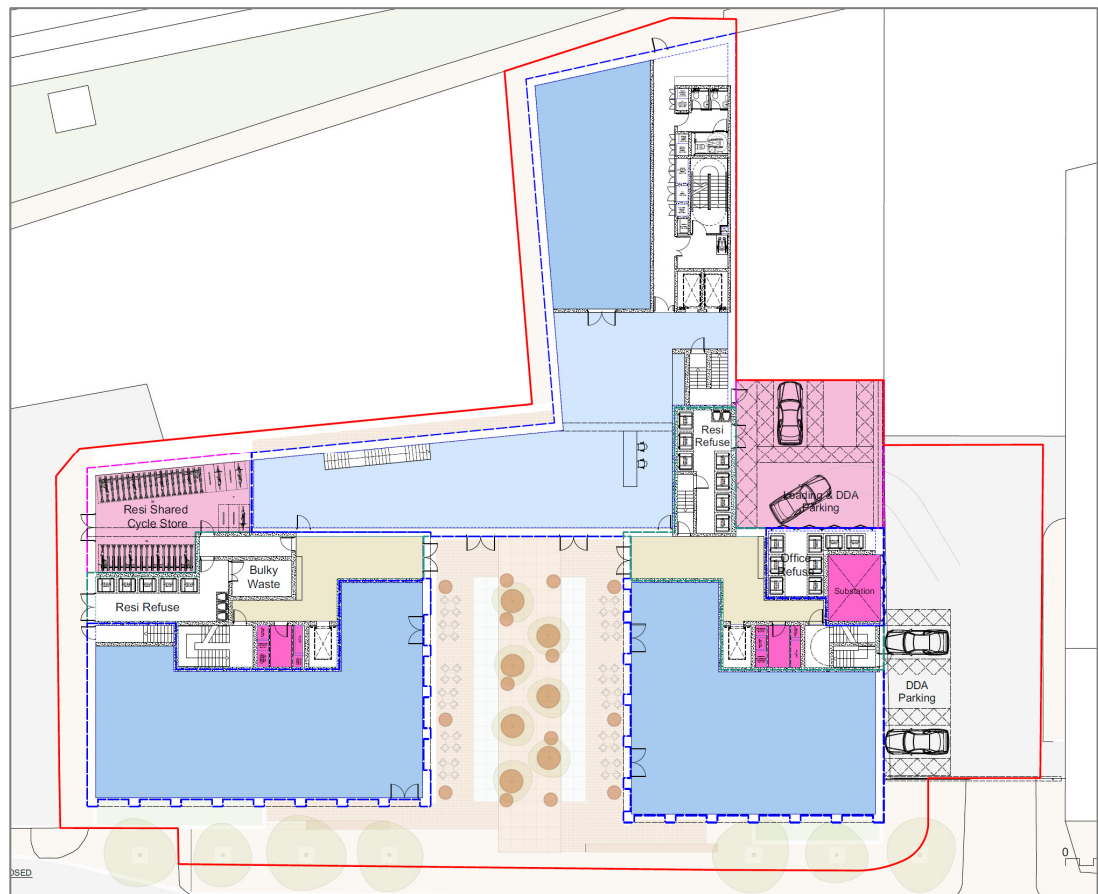
- 6.5 Well-maintained footways, lighting and signage are present in the area surrounding the site and attractive open spaces nearby provide a quality pedestrian environment.
- 6.6 The Travel Plan Coordinator will identify, through discussion with residents, problems with external pedestrian routes and provide feedback to the highway authority.

Encouraging Cycling

Strategy 1: Cycle Parking

- 6.7 Residential cycle parking will be provided in the form of two-tier stands and Sheffield stands to encourage access for all. The residential bike store will be located at ground level in Building A as shown on **Figure 6.1**. It will be shared for all residents at the development. Access to the store will be via a pedestrian link located to the west of the building with direct access through one set of doors.

Figure 6.1 – Ground Level Layout Plan



- 6.8 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

- 6.9 Through the Travel Welcome Pack each resident 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

- 6.10 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

- Camden's free bicycle loan scheme offers bikes to residents who want to cycle more:
<https://www.camden.gov.uk/try-a-bicycle-for-4-weeks>
- Residents will be made aware of the free cycle training available to those living in Camden:
[https://www.camden.gov.uk/web/guest/cycle-skills-and-bike-maintenance-courses#Learn to Cycle](https://www.camden.gov.uk/web/guest/cycle-skills-and-bike-maintenance-courses#Learn_to_Cycle)
- The TPC will encourage residents 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>

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

Encouraging Public Transport Use

Strategy 1: Promoting Public Transport

- 6.12 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.
- 6.13 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 residents. National Rail and TfL Journey Planner websites and enquiry phone numbers will also be promoted through all relevant means.
- 6.14 Sustainable transport will be promoted 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

- 6.15 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

- 6.16 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. The majority of units will be car-free.
- 6.17 The development will be subject to a permit-free agreement, prohibiting residents and visitors from obtaining permits for the future Controlled Parking Zone.

Strategy 2: Taxis

- 6.18 Taxis have an important role in providing for residents 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

- 6.19 Car clubs enable access to a car without the need to own one or pay for maintenance and running costs.
- 6.20 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.
- 6.21 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

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

Strategy 5: Deliveries and Servicing

- 6.23 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.

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 residential cycle stands;
 - The condition of residential cycle stands; and
 - Comments received from residents 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 **Table 8.1** sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with who is responsible and how funding will be secured.

Table 8.1: Travel Plan Action Plan				
Action	Target	Funding	Measure	Responsibility
Production of Travel Plan	Develop Travel Plan prior to occupation	Site Owner	Travel Plan	TTP / Site Owner
Appointment of Travel Plan Coordinator (TPC)	Prior to first occupation	Site Owner	Appointment of Travel Plan Coordinator	Site Owner
Launch of Travel Plan	Upon first Occupation	Site Owner	-	TPC
Provision of Cycle and Car Parking	Prior to first occupation	Site Owner	-	Site Owner
Production of Travel Pack	To new residents prior to occupation	Site Owner	Completed Travel Pack	TPC
Baseline Travel Survey	Given to each unit within 6 months of first occupation or after 75% of units are occupied, whichever occurs first	Site Owner	Receipt of survey results	TPC
Interim Surveys	1 st , 3 rd and 5 th anniversaries of Travel Plan Implementation	Site Owner	Receipt of survey results	TPC
Full Review at end of Year 5	5 years after Baseline Survey	Site Owner	Receipt of survey results	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 workplace 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) ☐