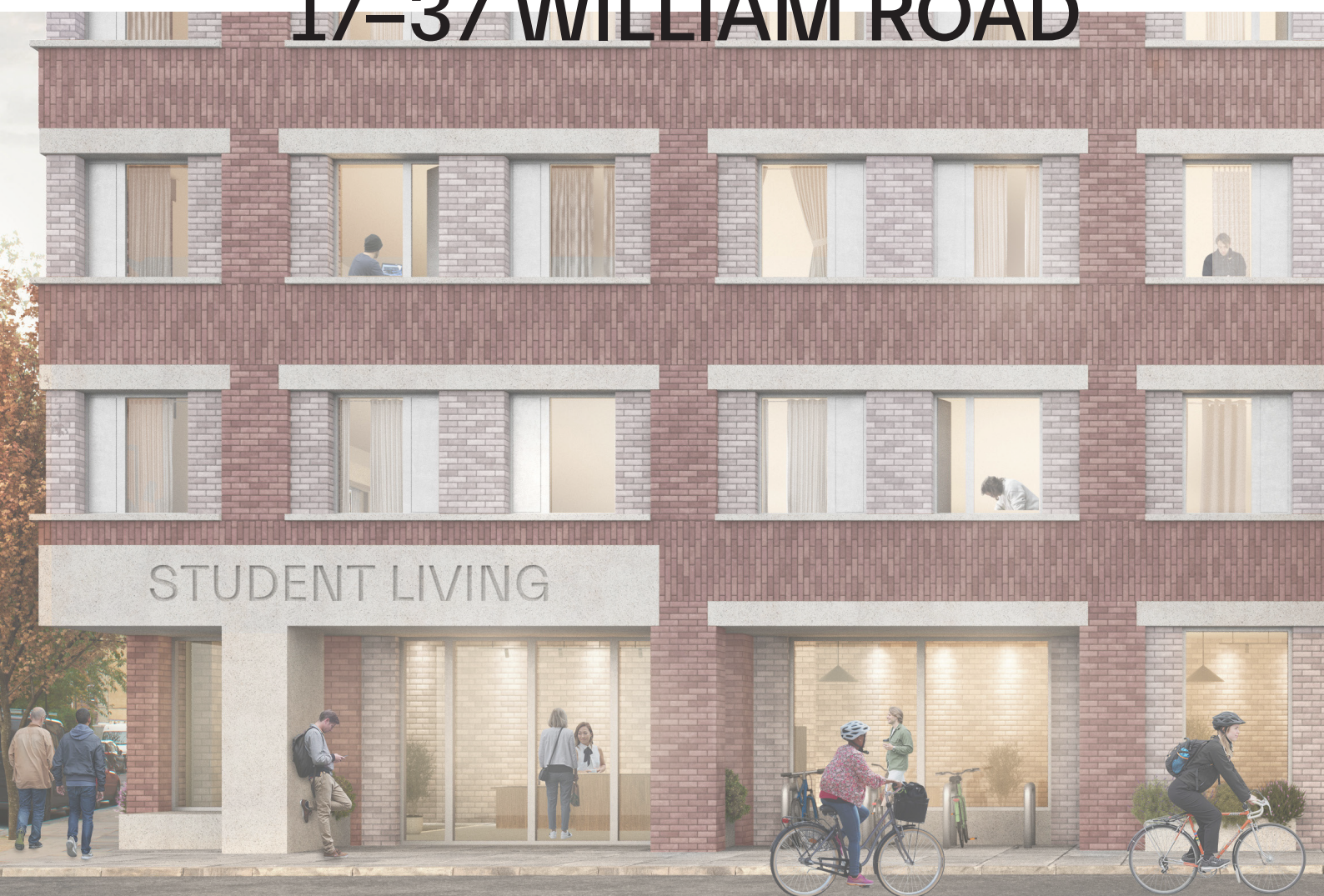




# 17-37 WILLIAM ROAD



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## Appendices

Appendix A	-	Method of Travel to Work (Workplace Population)
Appendix B	-	Travel Survey Questionnaire

# 1 INTRODUCTION

- 1.1 Caneparo Associates is appointed by Euston One Limited (the 'Applicant') to provide traffic and transport advice in relation to a proposed development at 17-37 William Road, London Borough of Camden (LBC).
- 1.2 The site is located on the corner of William Road and Stanhope Street approximately 440 metres north of Warren Street Station. The site comprises two adjoining buildings situated to the south of William Road: No.17-33 and No.35-37.
- 1.3 The proposed development comprises a student accommodation-led scheme comprising 239 bed spaces and 1,338sqm (GEA) of affordable workspace.
- 1.4 This Framework Commercial Travel Plan would be implemented at the proposed affordable workspace.
- 1.5 Travel plans provide long-term strategies aimed at changing travel habits away from unsustainable use of the private car to more sustainable modes such as walking, cycling, and public transport. Travel plans also encourage a shift from sustainable modes such as public transport, to more active modes such as walking and cycling, particularly in areas of high accessibility where car use is already low.
- 1.6 Changing travel habits can be achieved through measures such as the distribution of travel information, provision of facilities and the promotion of incentives to travel sustainably. Encouragement to travel more sustainably reflects current central and local government policy.
- 1.7 The primary objective of this Framework Commercial Travel Plan is to reduce unnecessary vehicular trips associated with the affordable workspace and to increase the use of alternative more sustainable and active modes of transport.
- 1.8 This Travel Plan has been prepared in accordance with travel plan best practice and guidance published by Transport for London (TfL) and the Department for Transport (DfT).

## Scope

- 1.9 This document is a Framework Commercial Travel Plan which covers travel to and from the affordable workspace by sustainable modes for users of the space.



- 1.10 This document sets out the procedures necessary to progress the Travel Plan into a fully working document ready for implementation. It also sets out a range of sustainable transport measures that can be implemented or considered for implementation by a Travel Plan Coordinator (TPC).
- 1.11 Once adopted, the Travel Plan will aim to increase awareness of the advantages and potential for travel by more environmentally friendly modes, and also set out the physical and management measures that will encourage travel by sustainable and active modes.
- 1.12 The remainder of this document is set out as follows:
- Section 2 - details the accessibility of the Development;
  - Section 3 - lists the objectives and targets of the Travel Plan;
  - Section 4 - sets out the Travel Plan management;
  - Section 5 - lists the Travel Plan measures and initiatives;
  - Section 6 - specifies the monitoring and review process; and
  - Section 7 - provides a copy of the Action Plan.

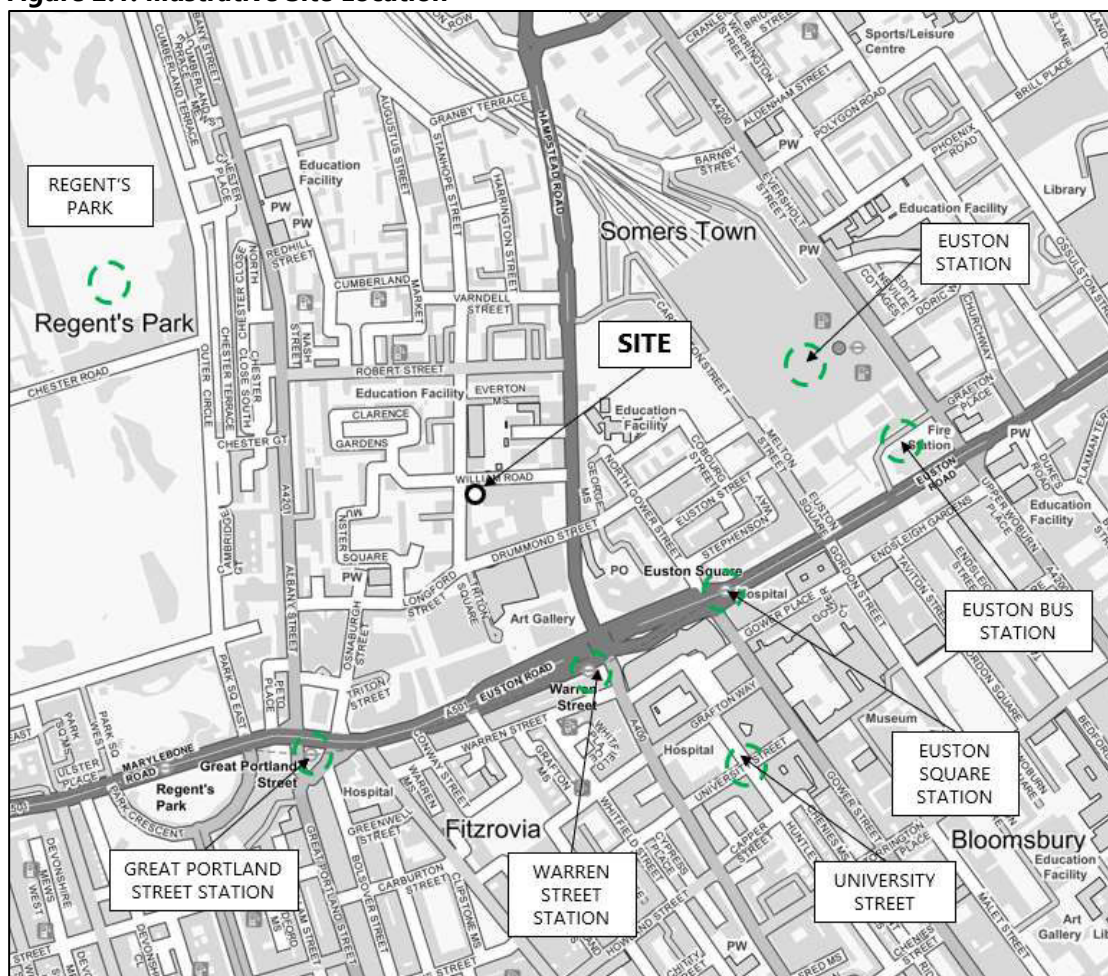


## 2 ACCESSIBILITY AND TRAVEL PATTERNS

### The Site

- 2.1 The site is located on the corner of William Road and Stanhope Street approximately 440 metres north of Warren Street Station. The site location is shown in **Figure 2.1**.

**Figure 2.1: Illustrative Site Location**



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- 2.2 The surrounding area comprises of a mixture of residential and commercial uses including retail, hotel, and leisure uses (including gyms, art galleries and museums), as well as Euston Station to the east of the site, Regent's Park to the west of the site and University College London to the south east of the site.

- 2.3 The site is situated within approximately 140 metres walking distance west of Hampstead Road and within approximately 290 metres walking distance of Euston Road. Hampstead Road provides a variety of amenities and local services such as shops, convenience stores, and restaurants / cafes. In addition, there is a wide range of local amenities and services located to the south of Euston Road, including along Great Portland Street, Tottenham Court Road and Cleveland Street.

## Site Accessibility

### Walking

- 2.4 A person's willingness to walk is dependent on many factors including safety, road congestion, weather, gradients, parking, health, direction of route and purpose of journey.
- 2.5 The Chartered Institute of Highways and Transport (CIHT) research on walking (*Planning for Walking*, 2015) suggests that for journeys of up to 1 mile (up to 1.6 kilometres) the majority of people will walk (79%), while the proportion of people walking decreases beyond the 1-mile threshold (26% between 1-2miles).
- 2.6 Further research regarding walking distances is set out in the National Travel Survey data for 2010-2012 (*How far do people walk? WYG Research Paper*, 2015) which suggests that walking should be considered suitable for distances up to 1.95 kilometres.
- 2.7 There is a significant residential population and a wide range of local amenities and services within circa 1.95 kilometres walking distance of the site (as identified in the previous section). The majority of amenities and services are located to the south of the site (south of Euston Road) within circa 450 metres walking distance.
- 2.8 Pedestrians are well provided for in the vicinity of the site with footways along both sides of all roads. There are regular street lighting columns and controlled and uncontrolled crossing points along key desire lines. Pedestrian specific way-finding signage is present, offering directions to local public transport services and sites of interest.
- 2.9 **Table 2.1** summarises some of the local amenities available for future users of the proposed development. This table provides the location of each amenity and provides approximate walking distances, as well as approximate walking times, assuming an average walk speed of 80 metres per minute.

**Table 2.1: Approximate Walking Distances to Local Amenities**

<b>Amenity</b>	<b>Location</b>	<b>Walking Distance (metres)</b>	<b>Approximate Walking Time (minutes)</b>
<b>Public Transport Opportunities</b>			
Bus Stops	Hampstead Road (Robert Street, Euston Stop J)	150	2
	Hampstead Road (Warren Street Station, Euston Road Stop U)	290	4
Warren Street Underground Station	Tottenham Court Road, Euston Road	440	6
Euston Square Underground Station	Euston Road, North Gower Street	550	7
Euston Rail and Underground Station	Euston Road between Melton Street and Eversholt Street	600	8
Great Portland Street Underground Station	Great Portland Street, Euston Road	650	8
Regent's Park Underground Station	Marylebone Road, Park Crescent	760	10
<b>Facilities and Amenities</b>			
Grocery store	Hampstead Road, William Road	150	2
Green Light Pharmacy	Hampstead Road, Drummond Street	200	3
Convenience store	Hampstead Road, Prince of Wales Passage	210	3
Sainsbury's supermarket	Hampstead Road, Drummond Street	250	3
PureGym	Tottenham Court Road, Beaumont Place	500	6
Barclays Bank	Tottenham Court Road, Grafton Way	550	7
Mail Boxes etc (inc. Post Office)	Eversholt Street, Doric Way	900	11

## Cycling

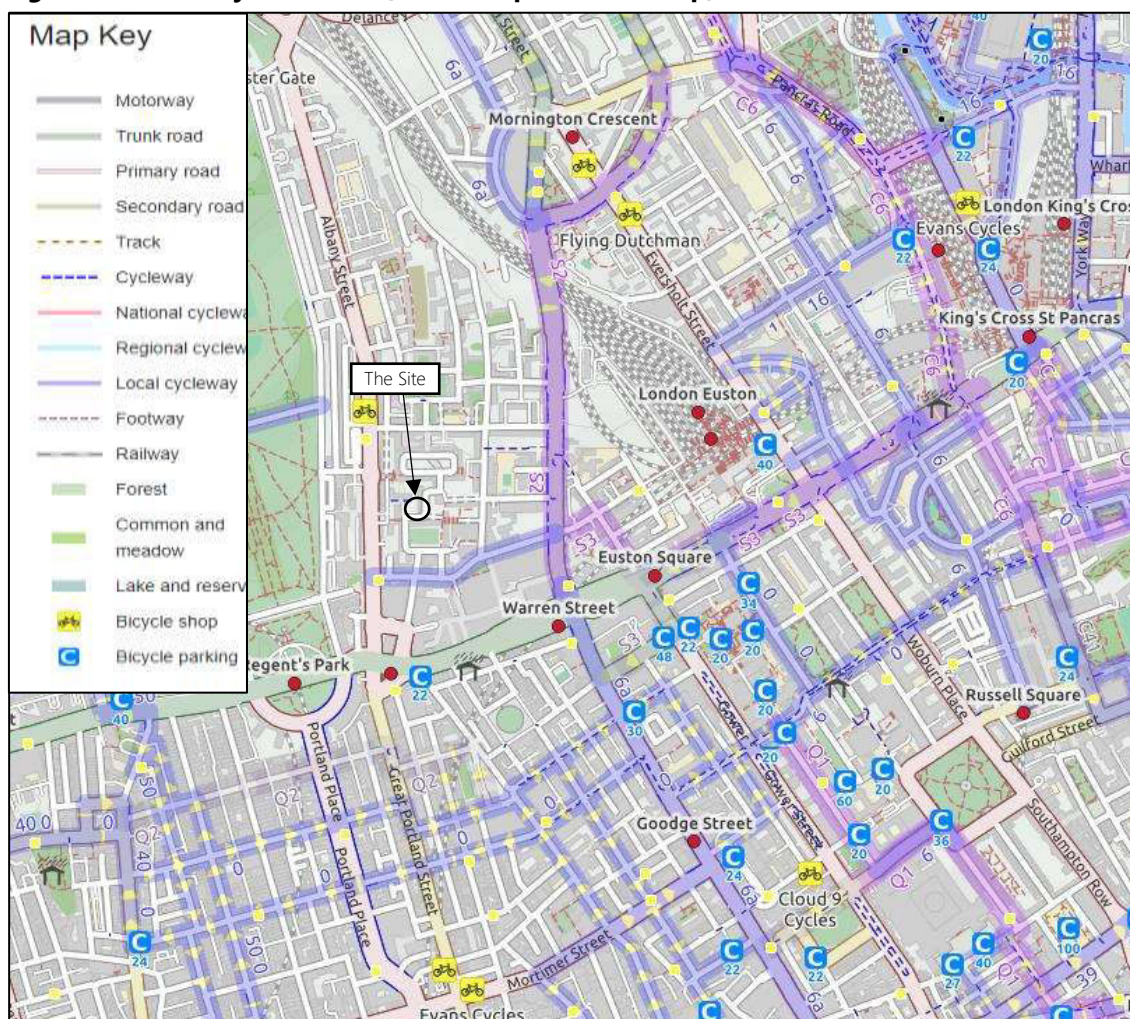
2.10 Guidance on cycling can be found in 'Cycle Friendly Infrastructure' guidelines published by the Chartered Institution of Highways and Transportation (CIHT). This guidance highlights previous



research by the Department for Transport (DfT) that three quarters of all journeys are less than 5 miles (8 kilometres) of which 60% are undertaken by private cars. The guidelines highlight that there is a 'substantial potential' for substituting driving with cycling for distances up to 5 miles.

- 2.11 Open Street Map's mapping for the area (extract below) indicates the site is located adjacent to the local cycle network with access to the network available via Hampstead Road or Longford Street / Drummond Street.

**Figure 2.1: Local Cycle Routes (Source: Open Street Map)**



- 2.12 In addition to the above, the site is located within close proximity of Cycle Route 'S2' which forms part of Hampstead Road and proposed / future route 'Q1' to the north east of the site, which will provide access to Camden Town to the north of the site.
- 2.13 The vast majority of north and central London is within a convenient cycle ride of the site, including Hampstead Heath, Camden Town and Chalk Farm to the north, Clerkenwell to the east, the City



of London to the south east, Westminster and the River Thames to the south, Kensington and Hammersmith to the south west, and Kensal Green to the west.

- 2.14 The site is located close to a number of Santander Cycle Docking Stations. The nearest docking station is located on Hampstead Road adjacent to the junction of Euston Road and Hampstead Road (within approximately 330 metres walking distance of the site). This docking station provides access to 51 bike docking spaces. A further docking station (25 bike docking spaces) is located outside Warren Street station slightly further to the south.

## Public Transport Accessibility

### Bus Services

- 2.15 The site is served by a number of bus services within an acceptable walking distance. The closest bus stop is situated to the south-east of the site and is known as Robert Street Euston (Stop J) which is located on Hampstead Road within 150 metres of the proposed development. The bus services that serve the site are listed in **Table 2.2**.

Table 2.2: Local Bus Service Summary				
No.	Route	Peak Frequency (minutes)		
		Weekdays	Saturdays	Sundays
14	Putney Heath – Russell Square	7-12	6-9	11-13
18	Sudbury & Harrow Road Station – Euston	4-9	4-10	7-11
24	Pimlico – Royal Free Hospital	8-13	9-12	11-14
27	Hammersmith – Chalk Farm	7-10	7-10	10-13
29	Turnpike Lane – Trafalgar Square	4-8	5-8	7-10
30	Baker Street – Hackney Wick	7-10	9-12	12-13
73	Tottenham Court Road – Stoke Newington	4-8	4-8	6-10
134	North Finchley - Euston	6-10	7-10	9-12
205	Paddington - Bow	7-11	8-12	11-13
390	Archway – Victoria	4-8	5-6	9-11
453	Deptford – Baker Street	4-9	6-10	8-12

- 2.16 As can be seen in **Table 2.2**, there are a number of frequent bus services which can be reached within a short walk distance of the site and provide opportunities' for travelling across London.

## London Underground Services

- 2.17 The site benefits from being located within a short walk of Warren Street, Euston Square, Great Portland Street, Euston and Regent's Park stations. These stations provide access to a significant number of London Underground services that cover a large area of London, as highlighted by **Table 2.3** below.

<b>Table 2.3: Local Bus Service Summary</b>		
<b>Underground Services</b>	<b>Station(s)</b>	<b>Route</b>
Bakerloo	Regent's Park	Elephant & Castle – Harrow & Wealdstone
Circle	Euston Square, Great Portland Street	Hammersmith – Paddington via Farringdon and Victoria
Hammersmith & City	Euston Square, Great Portland Street	Hammersmith - Barking
Metropolitan	Euston Square, Great Portland Street	Aldgate – Uxbridge / Watford / Amersham / Chesham
Northern	Warren Street (via Charing Cross), Euston (via Bank)	Morden – Edgware / Mill Hill East / High Barnet via Bank or Charing Cross
Victoria	Warren Street, Euston	Brixton – Walthamstow Central

- 2.18 Both Warren Street and Euston underground stations provide set-free access to Northern and Victoria Line services, these services provide further step-free interchange opportunities with the wider public transport network.

## National Rail Services

- 2.19 Euston Station, which is located within approximately 600 metres walking distance to the east of the site, is served by a significant number of rail services providing access to the Midlands, north of England, Wales and Scotland.
- 2.20 Kings Cross Station and St Pancras Station are located further to the east (c.1.6 kilometres or a circa 20 minute walk) where international rail services to and from Paris can be accessed along with rail services to the north east of England, East Midlands, and Scotland.

## Baseline Travel Patterns

- 2.21 **Table 2.4** below shows the assumed modal split for journeys made to and from the site for users of the affordable workspace.

2.22 The modal split is based on the 2011 Census Travel to work data (workplace population) for super output area middle layers: Camden 021 and 023, as the site is distributed across the two Census areas. The mode split for users of the site has been adjusted below to reflect the car-free nature of the development. The Census travel to work data is included at **Appendix A**.

<b>Table 2.4: Baseline Workplace Modal Split Assumptions</b>		
<b>Mode</b>	<b>021 &amp; 023 Census Results (%)</b>	<b>Adjusted Modal Split (%)</b>
Underground	36	41
Train	32	36
Bus	10	11
Taxi	0	0
Motorcycle	1	1
Car Driver	11	0
Car Passenger	1	0
Cycle	4	4
Walk	6	6

## Baseline Travel Patterns

2.23 For the purpose of this Framework Commercial Travel Plan, the mode splits as shown above will be used for monitoring and target setting purposes until Baseline Travel Surveys can be undertaken.

2.24 This survey will accurately identify how employees travel to the site and the results will be known as Year 0. The surveys will be undertaken within one months of the affordable workspace being occupied, which is triggered once 75% of the affordable workspace is occupied.

### 3 OBJECTIVES AND TARGETS

3.1 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. Further information on monitoring and review of the Travel Plan can be found in Section 6 of this report.

- **Objectives:** They help to give the Travel Plan direction and provide a clear focus
- **Targets:** Are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the site will seek to reach within the period covered by this Travel Plan.

#### Objectives

3.2 The Travel Plan's overriding objective is:

*To engage with and encourage users of the affordable workspace, to use more sustainable ways of travelling to / from the site, through more effective promotion of public transport and active modes. This will minimise the impact of the development on the surrounding road network and air quality.*

3.3 The sub-objectives are as follows:

- Sub-objective 1: To increase awareness of the advantages and availability of sustainable / active modes of transport amongst users of the space;
- Sub-objective 2: To promote the cost, health and fitness benefits of active travel to all users of the space;
- Sub-objective 3: To introduce a package of physical and management measures that will facilitate users of the space to travel by sustainable / active modes; and therefore,
- Sub-objective 4: To reduce the unnecessary use of less sustainable modes for journeys to and from the site by users of the space.

#### Targets

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



- 3.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time, while Aim Targets are quantifiable and generally relate to the degree of modal shift the plan is seeking to achieve.

### Action Targets

- 3.6 The key action targets are set out as follows:

- Appoint the Travel Plan Coordinator (TPC) 3 months prior to first occupation of the space;
- To launch this Travel Plan when the space opens;
- To conduct the Year 0/Baseline survey once the site reaches the threshold of 75% occupation;
- Each monitoring survey will occur within one month of the anniversary of the baseline survey in each survey year (i.e. Years 1, 3 and 5);
- Travel Information Packs will be issued to all staff at the start of employment; and,
- Noticeboards providing details on local facilities, public transport services and walking / cycling routes will be erected and updated periodically.

### Aim Targets

- 3.7 The Aim targets of this Travel Plan are focused predominantly on employees based at the site, as opposed to visitors who tend to visit the site sporadically and will generate varying travel survey results.
- 3.8 **Table 3.1** outlines the Aim Targets set out for the site. The targets are set to measure progress towards the main objectives over five years. The figures are taken from the adjusted mode split, as detailed in Section 2 and will be replaced by Year 0/Baseline data once it has been collected.
- 3.9 This Travel Plan recognises that it is not possible to set accurate targets far in the future, even when based on actual modal share data (i.e. when the Year 0 survey has been undertaken). Given this, it should be acknowledged that the targets may change over time as results from on-going monitoring become available.

Table 3.1: Travel Plan Aim Targets					
Target	Indicator	Mode Split			
		Baseline	Interim (Year 1)	Interim (Year 3)	Final (Year 5)
Occupiers					
Achieve a 6% increase in walking mode share	Modal Split monitoring surveys for walking	6%	10%	11%	12%
Achieve a 8% increase in cycling mode share	Modal Split monitoring surveys for cycling	4%	10%	11%	12%
Visitors					
Increase the awareness of cycling and walking as viable options available to access the site	No Surveys Necessary	-	-	-	-

- 3.10 It can be difficult to influence visitor travel behaviour, particularly to office / affordable workspace. Therefore, it is considered more constructive to set Action targets aimed at promoting sustainable transport to visitors of the site, rather than specific Aim Targets.
- 3.11 The targets listed are based preliminary on currently available data and therefore will need to be adjusted once an accurate baseline modal share has been established from the Year 0 survey. Any adjustments to the targets will be discussed and agreed with LBC.
- 3.12 The interim targets will be measured in order to assess progress towards meeting the targets.

## **4 TRAVEL PLAN MANAGEMENT**

### **Travel Plan Co-ordinator**

- 4.1 If / when considered appropriate, the Developer will pass responsibility of the travel plan onto the future proprietors of the site. The Developer will appoint a Travel Plan Co-ordinator (TPC) to implement and administer the Travel Plan. The TPC will be appointed / confirmed three months prior to first occupation of the affordable workspace.
- 4.2 The TPC will be a senior member of Site Management Team (SMT) or similar and, as such, will have access to the appropriate information and technology to communicate effectively with all occupiers at the space.
- 4.3 The duties of the Travel Plan Co-ordinator will include:
- Issue, collection and assessment of the Travel Surveys at Years 0, 1, 3 and 5;
  - Taking responsibility for data collection and review of the Travel Plan;
  - Oversee the site and implementation of the Travel Plan on a day-to-day basis;
  - Obtain and maintain commitment to, and support of, the Travel Plan by users of the space and any relevant stakeholders;
  - Design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan;
  - Act as a point of contact for all users of the space requiring travel related assistance; and,
  - Ensure that all displayed and issued travel information is up to date.

### **Time Allocation**

- 4.4 The TPC is expected to undertake the management of the Travel Plan in addition to other duties. The individual undertaking the role will be allocated the time necessary to enable the Travel Plan to achieve its objectives.
- 4.5 Issuing of non-Travel Plan duties to the TPC should be avoided during survey collection, assessment and Travel Plan evaluation periods.

## **Marketing Strategy**

- 4.6 Each employee based at the space will be provided with a Welcome Pack on occupation. The Welcome Pack will include; a summarised version of the Travel Plan, its objectives in enhancing the environment and the role individuals have in achieving the objectives of the Travel Plan. Ideally the Welcome Pack will be in digital format.
- 4.7 Contact details of the TPC will be advertised in the event that residents and associated visitors wish to discuss specific matters directly.
- 4.8 The following could be used as other means of disseminating information to promote events / campaigns / promotions / services / initiatives:
- i) Notice boards;
  - ii) Newsletters;
  - iii) Internet / intranet.



## 5 MEASURES AND INITIATIVES

- 5.1 This section of the Travel Plan outlines the specific physical and management measures which make up the core of this Travel Plan.

### **Physical Measures**

- 5.2 Cycle parking provision for users of the space will be provided in accordance with Intend to Publish London Plan Policy standards. Provision for visitor cycle parking will be provided at street level in close proximity to the site's access points.
- 5.3 The site's proximity to rail, overground and bus services, as well as cycle routes surrounding the site, will help to encourage sustainable travel by all site users travelling to / from the site.
- 5.4 The development provides cycle storage for 23 bicycles including space for fold up bikes and adapted bikes. It is anticipated that access to the internal cycle storage area will be restricted to key / fob holders; employees will be able to obtain this from Site Management Team upon request.

### **Welcome Pack and Travel Information Provision**

- 5.5 Employees based at the space will be provided with a Welcome Pack containing useful information aimed at encouraging sustainable travel. It is recommended that the packs contain the following information:
- A summary version of the Travel Plan setting out the purpose, benefits etc.;
  - Timetables and route maps for public transport, particularly buses;
  - Contact numbers and web details for the TfL Journey Planner and National Rail Enquiries;
  - Local taxi company details;
  - Car Club information;
  - Cycling and walking maps for the local area;
  - Web details for any community travel sites and community forum sites; and
  - Web and other contact details for major retailers offering parcel deposit and collection services.
- 5.6 Similar information will be provided on information boards within the site, these will also highlight any events or specific promotions available to employees based at the space.

## **Management Measures**

### **Walking Initiatives**

5.7 Initiatives to help promote trips to and from the space to be made by foot are as follows:

- Employees will be provided with information and advice on safe pedestrian routes to and from the site. Information will be provided within Welcome Packs and will also be displayed within public areas.
- Health benefits of walking to be promoted e.g. '10,000 steps a day campaign.'
- The benefits to the environment from reducing use of both the private car and public transport to be promoted.

### **Cycling Initiatives**

5.8 The TPC will promote travel by bicycle primarily through information provision, however, the following measures will also be considered:

- Holding cycle maintenance sessions in association with local cycle retailers or similar organisations / companies that offer 'Dr Bike' services;
- Creating a 'Cycle Buddy' system whereby those who are nervous or concerned about cycling can be accompanied by more experienced cyclists to and from their destinations in the first weeks of cycling.

### **Public Transport Initiatives**

5.9 Up-to-date details of bus, rail and overground services, including route information and service frequencies, will be permanently on display in prominent locations and will be provided within Welcome Packs. National Rail and TfL Journey Planner websites and enquiry phone numbers will also be promoted.

### **Car Initiatives**

5.10 The development does not provide car parking, while on-street parking controls will restrict the possibility and increase the desirability of commuter parking.

5.11 Details of local car clubs will be provided within the Welcome Packs for all employees, allowing the freedoms of car use without the ongoing costs and hassle associated with car ownership.

5.12 Visitors will be advised to arrive by public transport and discouraged from traveling by car. In the event that car travel is essential, visitors will be advised to park within the nearby off-street public car parks.

5.13 Routing to the Development by public transport and active modes can be provided on the occupant websites to ensure visitors are informed of the best routes to the Development.

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

5.14 Provision for people with disabilities has been built into the design of the building.

5.15 The TPC, through dialogue with LBC (if necessary / appropriate), will also seek to ensure that routes to / from public transport access points have appropriate provision for people with disabilities and people with visual impairment. Specifically, provision should include maintenance of:

- All dropped kerbs, with appropriate colour tactile paving; and
- Signalised pedestrian crossings, with rotating cones and noise notifications as appropriate.

### **Personalised Travel Planning**

5.16 The TPC will offer a Personalised Travel Planning (PTP) service for all employees based at the space, if requested. The TPC will be able to draw on advice from journey planning websites such as TfL's Journey Planner [www.tfl.gov.uk](http://www.tfl.gov.uk) or Citymapper [www.citymapper.com](http://www.citymapper.com).

## **6 MONITORING AND REVIEW**

- 6.1 This 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**

- 6.2 In order to establish the travel patterns of staff and employees, an initial baseline travel survey will need to be undertaken within 3 months of first occupation. The surveys will examine the use of existing modes of travel and attitudes towards sustainable modes of transport. The results of the survey will be known as 'Year 0'.
- 6.3 Further surveys will be carried out in years 1, 3 and 5, to monitor progress towards the final 5-year targets.
- 6.4 The travel survey should remain the same throughout the life of the Travel Plan to ensure consistency in the results and information and the ability to measure the effectiveness of the Travel Plan measures. However additional questions may be added if considered beneficial.
- 6.5 The monitoring of the Travel Plan will also include the collection of 'soft' analytical data in the form of general feedback and correspondence. The monitoring process will evolve over time, but is likely to include the following:
- Monitor use of cycle parking for staff and employees;
  - Monitor the take up of cycling discounts and participation in Cycle to Work schemes / Bicycle User Groups; and
  - Record comments received from employees relating to the operation and implications of the Travel Plan.
- 6.6 The Travel Plan will be amended in light of any developing circumstances and reviewed for accuracy of content. Amendments will need to consider the results of the surveys and include feedback from staff and employees. The monitoring information will be made available to LBC.



## **Review and Reporting**

- 6.7 The Travel Plan will be reviewed annually during the 5 year life span of the Travel Plan. A full review, which will include new travel survey data, will be undertaken in years 1, 3 and 5 of the Travel Plan. The travel surveys will be scheduled to be on, or about, the anniversary of the introduction of the Travel Plan and 'Year 0' survey.
- 6.8 If, for any reason, analysis of the travel patterns reveal that the targets are not being met, the TPC will liaise with LBC in the first instance to ascertain an appropriate way forward. The Travel Plan is a living document which may need to evolve over time to meet requirements and changes in travel trends.

## **Securement and Funding**

- 6.9 The Developer is fully committed to the implementation of the Travel Plan and will provide all reasonable necessary funding to ensure that any agreed targets are achieved.
- 6.10 This will include funding the Travel Plan Co-ordinator, travel surveys and implementation of all reasonable necessary measures.

## **Remedial Measures**

- 6.11 In the event that the Travel Plan targets are not met, a range of remedial measures will be considered by the TPC and Site Management Team. These measures will be dependent on the results of the travel surveys, but could include the following:
- Review of cycle parking use and quality of spaces provided;
  - Review of content on Travel Noticeboard;
  - Promotional events to encourage greater use of walking and cycling; and
  - Targeted Personalised Travel Planning sessions.

## 7 ACTION PLAN

7.1 **Table 7.1** sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with how funding will be secured and who is responsible. The Action Plan will be constantly reviewed by the Travel Plan Co-ordinator adding and amending actions as appropriate and necessary, to then be confirmed by LBC.

<b>Table 7.1: Travel Plan Action Plan</b>				
<b>Action</b>	<b>Target</b>	<b>Funding</b>	<b>Measure</b>	<b>Responsibility</b>
Appointment of Travel Plan Coordinator	To be appointed prior to occupation	Service Charge	Appointment of Travel Plan Co-ordinator	Developer
Provision of Cycle Parking	Before occupation	Site Management	During Construction	Developer
Erection of Travel Noticeboard	Before occupation	Site Management	On completion of fit out	TPC
Production of Welcome Packs	Before occupation	Site Management	Completed Welcome Pack	TPC
Baseline Surveys	Within 3 months of occupation	Service Charge	Receipt of survey results	TPC
Set Targets	Within 1 month of Baseline Surveys	N/A	Receipt of survey results	TPC
Promote Active Modes	On-going	Site Management	On-going	TPC
Maintenance of Cycle Parking	On-going	Included within Service Charge	On-going	TPC
Interim Surveys	At years 1, 3 and 5 following the Baseline Survey	Service Charge	Receipt of survey results	TPC
Annual review of Travel Plan	Each year of the Travel Plan	Service Charge	Review document	TPC
Achieve Targets	5 years after Baseline Survey	Site Management	Receipt of survey results	TPC

## **Framework Commercial Travel Plan Appendix A**

## WD703EW - Method of travel to work (2001 specification) (Workday population)

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### WD703EW - Method of travel to work (2001 specification) (Workday population) <sup>i</sup>

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Population All usual residents aged 16-74 either in employment in the area, or not in employment but live there

Units Persons

Area Type 2011 super output areas - middle layer

Area Name E02000188 : Camden 023

Method of travel to work (2001 specification)	2011
All categories: Method of travel to work (2001 specification)	11,362
Work mainly at or from home	222
Underground, metro, light rail or tram	2,545
Train	2,949
Bus, minibus or coach	757
Taxi	17
Motorcycle, scooter or moped	54
Driving a car or van	693
Passenger in a car or van	38
Bicycle	272
On foot	346
Other method of travel to work	22
Not in employment	3,447

#### Warnings and notes:

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies

## **Framework Commercial Travel Plan Appendix B**

# Travel Survey Questionnaire

As part of the Commercial Travel Plan, a travel survey is being undertaken so we can understand your travel patterns and we 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 give your completed questionnaire to the Travel Plan Co-Ordinator. Thank you in advance for your help.

## 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) ☐