

3 Travel plans

KEY MESSAGES

- Travel Plans enable a development to proceed without adverse impact on the transport system
- The requirements of a Travel Plan will be tailored to the specific characteristics of the site and the development

3.1 This guidance explains the circumstances under which travel plans are sought, what they are intended to achieve, how they should be prepared, and what measures should be considered for inclusion. In addition to general guidance for travel plans, this section provides guidance on:

- Workplace travel plans;
- School travel plans;
- Residential travel plans;
- Visitor management plans; and
- Leisure and event travel plans.

3.2 It relates to paragraph 11.16 of Core Strategy policy CS11 - *Promoting sustainable and efficient travel* and policies DP16 to DP21 of the Camden Development Policies.



When does this apply?

3.3 This guidance applies to all planning applications that involve a significant impact on travel or the transport system. It will also guide consideration of Travel Plans submitted where the impacts are less, but where the transport provision does not have capacity for increased demand, and where demand management measures are desirable to

address sustainability concerns. Transport for London recommends that a Travel Plan be submitted for any residential development of over 30 units. Various uses may not fall into these categories (e.g. religious institutions), but we will seek Travel Plans where appropriate and requirements will be tailored to the characteristics of the site and the development.

- 3.4 Reference should be made to Transport for London's documents 'Guidance for workplace travel planning for development' (TfL, 2008) and 'Guidance for residential travel planning in London' (TfL, 2008) for more detailed guidance. Reference should also be made to planning guidance about Transport assessments. In line with Development Policy DP16, the Council will also require a Transport Assessment to be submitted in support of any development that significantly increases travel demand or would have a significant impact on travel or the transport system.

General guidance

- 3.5 Travel Plans are one way in which developments can contribute to meeting targets on traffic reduction and improving air quality. A Travel Plan is a package of measures, generally developed by employers or property managers, which is designed to reduce car use and promote greener forms of transport. Travel Plans will often be a mechanism that arises from a Transport Assessment as a means of enabling a development to proceed without adverse impact on the transport system. The Council, Transport for London, and partners in the North and Central Travel-plan Network can provide advice and assistance in the creation of Travel Plans by organisations that are existing, new, relocating or expanding, including hospitals, schools, and businesses organisations.
- 3.6 Where a Travel Plan is necessary in terms of policy DP16 or because elements of the transport system have no additional capacity, submissions in connection will generally be secured by S106 agreement. This is because the applicant will rarely be the final occupier of the scheme, and furthermore a Travel Plan will require ongoing development subsequent to the initial occupation. Travel Plans will require monitoring on at least an annual basis, and the Council will usually require submission of a monitoring report.
- 3.7 Travel Plans are developed over time, with a typical 3-year target being a specified reduction in the number of motor vehicle trips. This means promoting and increasing cycling, walking, and the use of public transport so that a real choice may be made between all travel methods. It is the enthusiasm and commitment of the organisation in putting the theories into action that ensures a Plan's success. Key to this is the support of senior management in the development of a Travel Plan. If the development does not replace an existing use, the Council will advise on the appropriate modal split targets.

Workplace travel plans

- 3.8 A workplace travel plan will usually contain measures geared particularly to promoting alternatives to single-occupancy car use. A workplace travel plan will be specific to each individual site and the nature of the business activity there. Workplace travel plans are potentially suitable for any organisation that generates a significant number of employee trips including offices, hospitals, distribution centres, large shops and supermarkets, cinemas and theatres, primary care centres and GP surgeries. Specific guidance is available on school travel plans where the travel of pupils needs to be considered.
- 3.9 As a minimum, a workplace travel plan should address travel by staff to and from work and on business. However, a travel plan may also address visitor, client and customer travel, suppliers making deliveries, contractors undertaking work on site and fleet procurement/management.
- 3.10 The key components necessary for all workplace travel plans are:
- corporate/management support and commitment;
 - designated travel co-ordinator;
 - consultation on the plan;
 - staff travel surveys - baseline & monitoring;
 - targets – challenging but achievable;
 - promotion of the package to the workforce;
 - monitoring – on-going, to check and maintain progress and development.
- 3.11 Detailed measures will include some or all of the following:
- restricted availability of workplace car parking, and introduction of charges;
 - a communication strategy detailing how sustainable transport and travel plan issues will be promoted to staff and visitors;
 - easily available in-house public transport information for all staff at the workplace and for visitors, including leaflets and maps, intranet and internet;
 - public transport promotion and initiatives including interest-free season ticket/ travelcard loans, and mutual beneficial links with public transport operators to increase ridership and improve the services convenient for the workplace;
 - promotion of car-sharing where walking, cycling and public transport is not an option;
 - cycle prioritisation and provision of secure and convenient facilities such as: well-lit, workplace parking; lockers; showers and changing rooms;
 - procurement of a cycle repair and servicing facility (possibly through external tender process);

- financial benefits for cyclists such as mileage allowances for work-related journeys, 0% loans and salary sacrifice initiatives for purchase of bikes and equipment, assistance with cycle insurance;
- replacement of company cars with more sustainable benefits, adjusted car allowances and loans to discourage car use and release resources for greener options;
- on-site charging for electric bikes and vehicles;
- reduction of vehicle emissions through policies such as regular emissions testing;
- scheduled replacement of any existing fleet or pool vehicles with pool bikes and other pool vehicles that use cleaner fuels;
- travel reduction initiatives – for example, increased working from home, teleworking and teleconferencing can reduce the number of employee trips to the workplace;
- walking encouragement and provision of information on the best routes to and from the workplace for commuting, working and leisure, for staff and for visitors.

School travel plans

3.12 A school travel plan (STP) can bring benefits of safer and more sustainable transport for the whole community. Each STP will need must be designed to take into account and be tailored to local circumstances. Where a school has strong links with other schools in the area, consideration should be given to developing a joint STP. An STP can potentially result in:

- Less cars and congestion around the school;
- Healthier, more active pupils, families;
- Less pollution around the school;
- Safer walking and cycling routes around the school;
- Improved school grounds with provision for bicycle storage;
- A more accessible school site; and
- Improved attendance and achievement.

3.13 All STPs have to be sent to Camden and to Transport for London for approval. It is essential that an STP complies with the Transport for London criteria used to assess STPs. It must also be signed and approved the school's Headteacher and the Chair before submission. These criteria for assessing STPs are detailed in the TfL publication 'What a school travel plan should contain'.

Residential travel plans

3.14 A residential travel plans provide a key mechanism for ensuring that sustainable access 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. A residential travel plan provides a mechanism for setting out how the various parties (including the developer and future occupiers) can work together in partnership to encourage sustainable travel patterns.

- 3.15 Residential travel plans are concerned with journeys made from a single origin (home) to multiple and changing destinations. Each residential travel plan is site specific, with detailed measures partly determined by site opportunities and constraints such as the location of existing public transport routes, health facilities and workplaces in the immediate area. A residential travel plan should include parking restraint, and should support walking, cycling and public transport use. A residential travel plan should include both hard measures, such as site-design, provision of infrastructure and new services, and soft measures such as marketing, promotion and awareness-raising among residents. A S106 agreement securing a residential travel plan will also need to require that all future residents are informed of the existence of the travel plan and any restrictions it implies (for example, lack of access to parking permits in controlled zones).
- 3.16 The main objectives of a residential travel plan are to:
- address residents' need for access to a full range of facilities for work, education, health, leisure, recreation and shopping. In some cases this will mean providing facilities that reduce the need to travel, such as a local shop;
 - reduce the traffic generated by the development to a significantly lower level of car trips than would be predicted for the site without the implementation of the travel plan;
 - promote healthy lifestyles and sustainable, vibrant local communities;
 - encourage good urban design principles that open up the permeability of the development for walking and cycling linked to the design and access statements;
 - address specific problems identified in the site's Transport Assessment - for example, a road safety problem that prevents children or older people from gaining access to key facilities.
- 3.17 There are two distinct phases in development of a residential development plan:
- 3.18 Stage 1 should cover design, construction, occupation, and the first monitoring and review period. Preparation and implementation will initially rest with the developer or a consultant appointed by the developer, however implementation may involve a steering group which has representation from different agencies such as the local authority, public transport operators and residents (once they are in occupation). At this stage, the developer, the manager of the development, and the person designated as travel plan coordinator will have to be closely involved in managing and refining the travel plan. This period is crucial in terms of ensuring that the measures outlined in the plan are actively

implemented as part of the development and that the objectives and targets identified in the plan have potential to be met.

- 3.19 Stage 2 will be after full occupation of the development and completion of all measures to integrate the development with the surrounding area. Responsibility for managing and developing the travel plan will generally need to be passed on, and measures put in place to ensure that implementation of the plan continues.
- 3.20 It is important that an effective management structure is put in place to enable the overarching responsibility for the plan to be passed from the developer to the residents or to a residents' management company or to another body such as the Council. The manager will need to be able to ensure the continuation of travel plan measures such as car clubs, car share schemes. A residential travel plan will therefore need to specify its own management structures, which should generally have the following characteristics:
- identifying the developer as the party responsible for delivering the travel plan and for initial implementation, including responsibility for achieving the targets and objectives established in the travel plan. The plan should specify clearly at what point the developer can pass on responsibility for the plan wholly to residents, a management committee, or similar. Up to that time, steering groups and other management structures may assist in implementing the travel plan, provided that the developer retains ultimate responsibility;
 - establishing the ongoing management committee or group with a clear purpose, accountability and ability to take action – this is most likely to be achieved by developing a constitution for the group;
 - providing funding to ensure ongoing administrative support for the group once established and adequate resources to carry out continuing travel plan measures

Visitor management plan

- 3.21 Where developments are likely to involve visitors arriving and leaving in taxis and coaches, submitted proposals should show how these can be accommodated without harm, and a Visitor Management Plan may be required to where it is necessary to impose controls on the types of vehicle, the times of arrival, and the specified picking-up and setting-down points.

Leisure and event travel plan

- 3.22 Event travel plans are designed for short-term events (either regular or one-off) and as such will be implemented differently to workplace travel plans. The general structure of the plan will be similar but the content of each section will be different when dealing with events.

3.23 An event travel plan should contain the following:

- Background information - providing an overview of the event and its organisers and including information on any existing environmental policy, why a travel plan is being produced and detailing the location of the event along with some information on the site's accessibility.
- Site audit and survey - providing the information to inform the rest of the travel plan. The site audit provides details on how accessible the site is by various forms of transport and includes both on-site and off-site infrastructure.
- Aims and objectives - broad statements of intent regarding what it is hoped the travel plan will achieve.
- Targets - There are two types of target that can be set for a travel plan. The first is known as an 'aim-type' target and is generally based on the percentage share of each travel mode used, and the other type of target that is set is the 'action-type' target which sets a deadline for a certain action to have taken place.
- Measures - detailing the various incentives and initiatives that can be employed to achieve the targets set in the previous section. The measures that are implemented will depend on various factors including the results of the surveys, the size of the event (area or number of visitors), the site audit and the amount of funding available.
- Monitoring Strategy and Management Structure – in order to record the overall success of the travel plan as well as how effective individual measures have been.
- Action Plan – providing a summary of how the travel plan will be implemented and monitored. An action plan typically lists the measures that are due to be implemented along with details on who is responsible, when they are to be undertaken, how the success will be gauged and which aims and objectives they relate to.

Further information

Government resources related to travel plans can be viewed in the sustainable travel section of: www.dft.gov.uk

Residential and employment travel plans best practice guidance documents, Transport for London, forthcoming 2006-07 – when published these will be available from TfL at: 0845 305 1234

What a school travel plan should contain, Transport for London - this can be viewed on the Camden Schools/ School Travel Plans/ Success Factors pages in the education section of Camden's website - www.camden.gov.uk/ccm/navigation/education/camden-schools/school-travel-plans/success-factors/

