




For and on behalf of
Hult International Business School

TRAVEL PLAN

Hult International Business School, 37-38 John Street, London WC1N 2AT

**Prepared by
Sustainable Development and Delivery
DLP Planning Ltd
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1.0 INTRODUCTION

- 1.1 This Travel Plan (TP) has been produced by DLP Planning Ltd's Sustainable Development and Delivery team (SDD) on behalf of the Hult International Business School, to promote sustainable travel for staff and students and support a planning application for the retention of office (use class B1) (use class E from 1 September 2020) and educational (use class D1) (use class F1 from 1 September 2020) use, at their Graduate School site located at 37-38 John Street, Holborn, London WC1N 2AT.
- 1.2 The site received planning permission in September 2011, under planning permission ref. 2011/2832/P, permitting the change of use from office use (Class B1) to flexible use as either office use (Class B1) and/or educational/non-residential institution use (Class D1) from lower ground floor level to fourth-floor level. This represented the building's repurposing from its former office function to the Hult Business School.
- 1.3 The current planning application (ref. 2020/3967/P) seeks to retain both the B1 and D1 (use classes E and F1 from 1 September 2020 respectively) uses on site, representing the fact that the building is used as both offices and teaching space, and allowing Hult International Business School (HIBS) to retain flexibility in the building's use in future.
- 1.4 The TP is aimed at all users of the site and is undertaken in accordance with Transport for London (TfL) and Department for Transport (DfT) guidance. It will also reflect the sustainable travel ambitions and policies of the London Borough of Camden. It will set specific targets for maintenance of the current high proportion of travel by sustainable modes over a five-year period, reflecting TfL guidance. The TP will also list measures to encourage sustainable travel for both staff working and students studying at the site.
- 1.5 Whilst an initial Travel Plan was submitted in August 2020, the Planning Officer has since requested that the Travel Plan be updated to allow for targets to be provided for both staff and students. Whilst local guidance doesn't dictate a requirement for student surveys to be undertaken as part of a workplace Travel Plan, this revised Travel Plan now seeks to address this requirement and sets modal split targets for both staff and students.
- 1.6 Staff surveys undertaken in 2020 show that the vast majority of staff travelling to the site do so via sustainable modes. The TP will include a summary of the range of sustainable travel options available within the vicinity of the site, and sets out how single occupancy vehicle use can be lowered through the promotion of sustainable travel through effective implementation, monitoring and management of the TP and its measures. All stated distances and travel times via the different transport modes in this TP are derived using either Google or TfL journey planning tools.

Aims and Scope of the Travel Plan

- 1.7 The TP aims to identify, as far as possible, an action plan of measures and provide guidance

on facilitating and further encouraging the uptake of sustainable travel modes.

1.8 The remainder of the TP sets out the following:

- Policy context;
- The existing site conditions in terms of accessibility, transport and highway matters;
- A summary of the existing site;
- The benefits, aims and objectives of the TP;
- The Travel Plan Coordinator role and responsibilities;
- Measures that are currently implemented at the site, and measures which will be encouraged in future; and
- The site's existing modal split and future targets, and how the TP and measures will be managed, marketed and implemented and maintained, with an action plan.

2.0 POLICY CONTEXT

What Is A Travel Plan?

- 2.1 A TP seeks to reduce car use and to encourage alternative sustainable transport choices. It sets aims and tangible targets (where appropriate) so that 'real' change in travel behaviour can be achieved.
- 2.2 Therefore, the overall aim of any TP should be to influence long-term changes in travel behaviour to reduce reliance on single occupancy car journeys by providing the right package of measures that promote and value sustainable transport initiatives. It is important that the measures of a TP are site specific and tailored to the needs of existing and future users of the site in order to succeed in its aim.

National Policy

National Planning Policy Framework (NPPF) (2019)

- 2.3 The revised NPPF was last updated in 2019. It sets out the Government's planning policies for England and how these are expected to contribute to the achievement of sustainable development.
- 2.4 Paragraph 8 of Chapter 2 (Achieving Sustainable Development) sets out three overarching objectives; economic, social and environmental to achieve sustainable development which in relation to transport terms are aimed at supporting well-designed, accessible services and minimising pollution.
- 2.5 Chapter 8 (Promoting Healthy and Safe Communities) outlines that planning decisions should support developments where street layouts allow for accessible pedestrian and cycle routes and connections within and between neighbourhoods and layouts that encourage walking and cycling.
- 2.6 Chapter 9 (Promoting Sustainable Transport) of the NPPF considers the promotion of sustainable transport by emphasising the importance of development proposals addressing the potential impacts of developments on transport networks and the environment, including any mitigation strategies, as well as the promotion of sustainable travel modes and the importance of considering street patterns, parking and any other transport considerations as part of the development scheme. The chapter also describes that workplaces need to be accessible to jobs and facilities, as well as transport networks in order to encourage sustainable travel modes.
- 2.7 Paragraph 111 of the NPPF states that "*all developments that will generate significant amounts of movement*" should provide a TP.

Planning Practice Guidance on Travel Plans, Transport Assessments and Transport Statements (2014)

- 2.8 Updated guidance on Travel Plans, Transport Assessments and Transport Statements

published by the Government in March 2014 states that these reports are ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development.

Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009)

- 2.9 DfT has produced detailed guidance on the successful production and implementation of TPs through an in-depth review of a number of case studies.

Local Policy

London Borough of Camden – Camden Planning Guidance: Transport (2019)

- 2.10 The London Borough of Camden's SPG document 'Camden Planning Guidance: Transport' states that Travel Plans enable a development to proceed without adverse impact to the transport network through promoting a greater use of sustainable travel and thereby helping to tackle congestion and air pollution. It also states that the requirements of a travel plan should be tailored to the specific characteristics of the site and nature of the development.
- 2.11 The document also states that for the purposes of producing a Travel Plan, higher education institutions should be treated as a workplace, rather than a school, as this will produce a more relevant TP. Therefore, this present TP has been written as a workplace travel plan.

The London Plan

- 2.12 The new London Plan (March 2021) states in Policy T1 that:

"Development Plans should support, and development proposals should facilitate: the delivery of the Mayor's strategic target of 80 per cent of all trips in London to be made by foot, cycle or public transport by 2041" .

Transport for London: 'What a Travel Plan Should Contain'

- 2.13 The TfL advisory document 'What a Travel Plan Should Contain' states that the overarching purpose of a travel plan should be to encourage behaviour change which will lead to the use of more sustainable modes of travel and reduce overall travel to and from the site. Travel planning is critical for new developments in order to facilitate the use of sustainable modes among occupiers and visitors from the outset, or to mitigate the impact of trips generated by the site. The document sets out a proscribed list of essential information and interventions, as well as targets for mode shift. This TP is fully compliant with these.

Section Summary

- 2.14 The TP has been prepared in accordance with the relevant national, TfL, local and LBC planning application validation requirements for the proposed development and will seek to demonstrate the sustainable location of the site.

3.0 EXISTING CONDITIONS

Site Location

- 3.1 The Hult Business School Graduate School site is located in a building on the southwest corner of John Street and Theobalds Road, WC1. The building has frontages on both streets, with the main entrance being on John Street. The school is in an area that is heavily urban in nature.

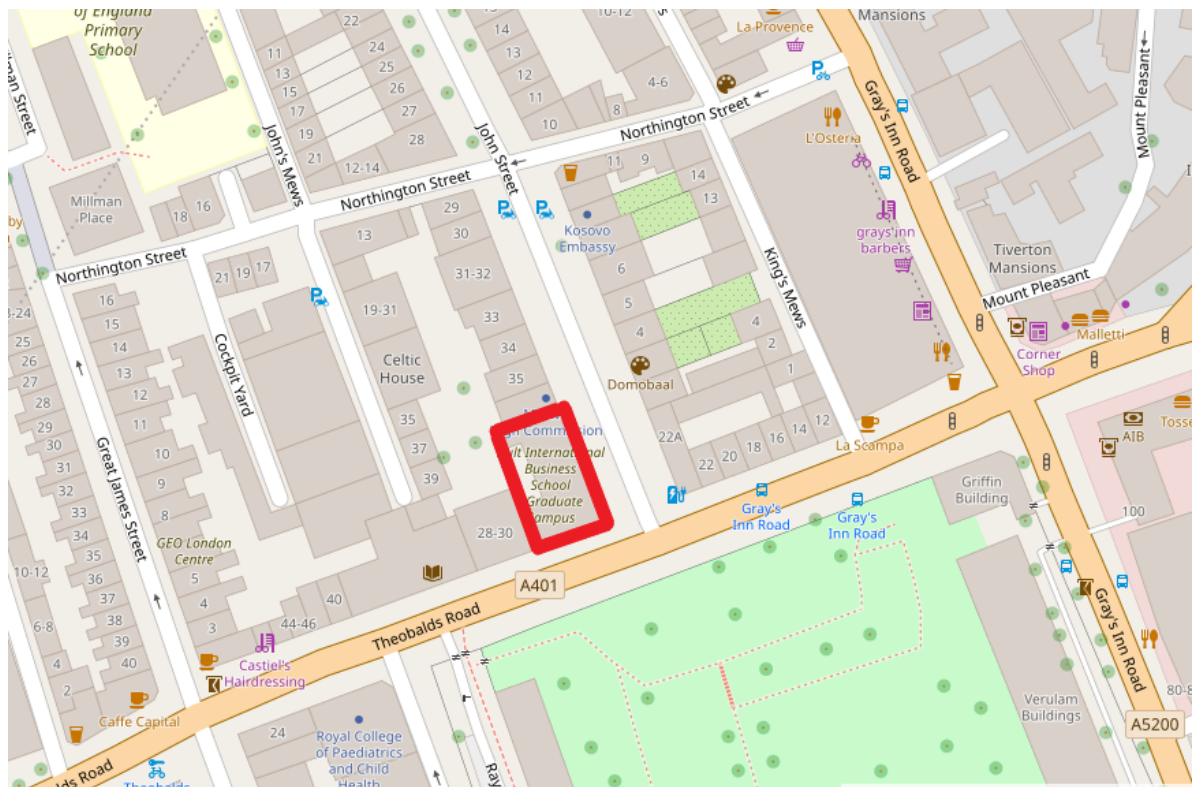


Figure 3.1 – Site Context

Existing Site

- 3.2 The site has previously operated as higher education centre since 2011. The building itself comprises approx. 2100sqm and extends to five storeys in height, over a basement. The Graduate School employs up to 45 members of staff, with 35 currently working on site. Up to 550 students are based at the campus at any one time.
- 3.3 The area surrounding the site is highly urban in character, being located in Central London. The surrounding area comprises a mix of commercial, hospitality, residential and office units, with several other education establishments in close proximity. Numerous shops and services are located within a 250m radius of the site.

Existing Site Access

- 3.4 The site does not have a vehicle access point. The main public and staff/student entrance to

the building is located on John Street, adjacent to the Malawi High Commission. A secondary access is situated on Theobalds Road, though this is currently only used for emergency egress. A gated access point is situated on John Street on the site's perimeter fence, providing access to a set of steps leading to the basement level, where an outdoor cycle parking facility is located. Waste servicing is conducted from the kerbside.

Local Highway Network

3.5 **Figure 3.2** provides an illustration of the local highway network within the vicinity of the site.

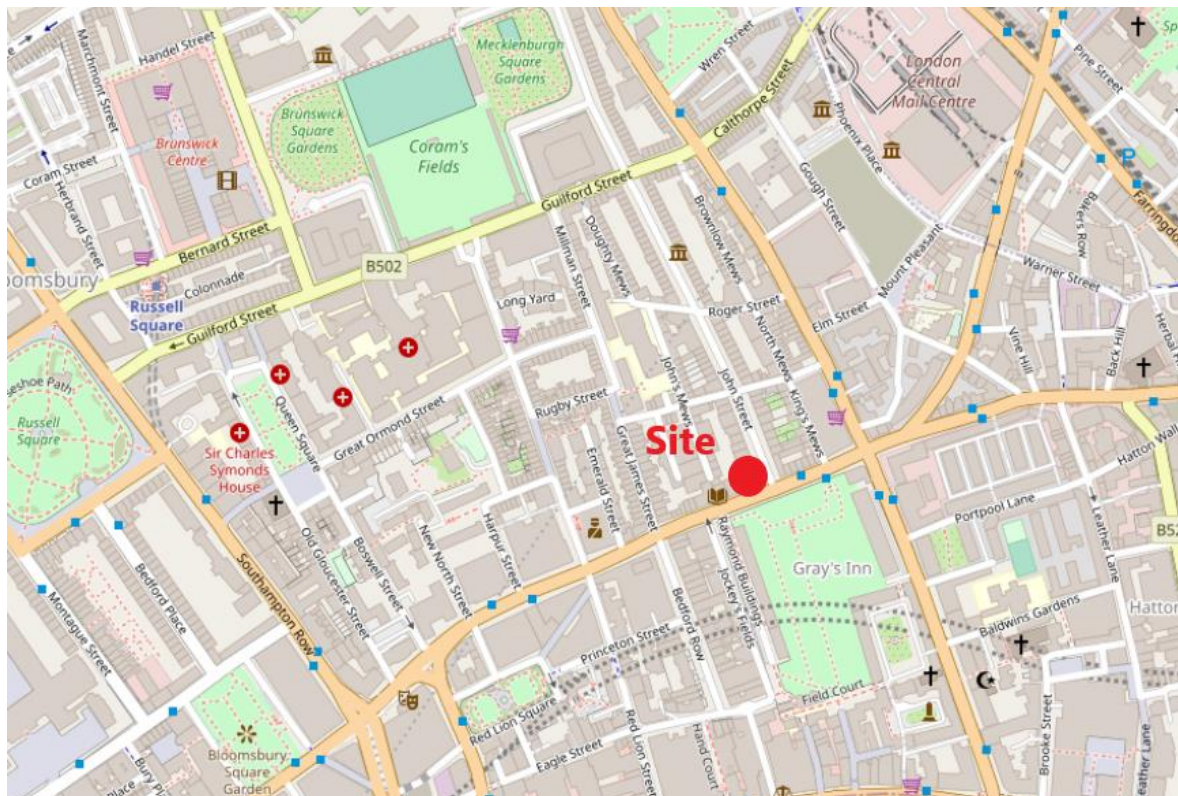


Figure 3.2 – Local Highway Network

Source: Openstreetmap.org

- 3.6 John Street is urban in character, with footways on both sides of the carriageway. It connects to Guildford Street in the north and the A401 Theobalds Road to the south. John Street is situated within a residential parking zone and there are marked kerbside parking bays running parallel to the centre line on both sides of the carriageway. Parking is restricted to permit holders only Monday to Friday 8.30am to 6.30pm, and Saturday 8.30am to 1.30pm. Diplomatic parking spaces are located directly outside the main entrance to the Graduate School building, serving the adjacent Malawi High Commission.
- 3.7 There are three disabled parking bays outside the building, located on both sides of the carriageway adjacent to the junction of John Street and Theobalds Road. An electric vehicle charging point is also provided at this location. Two parking spaces reserved for car club vehicles are located near to the junction of John Street and Northington Street and is located approximately 25m from the main entrance.

- 3.8 The A401 Theobalds Road, on which the site's southern frontage is situated, is a major east-west route, and accommodates several high frequency bus routes. A bus lane is located on the eastbound carriageway, extending to the junction with Grays Inn Road. The Grays Inn Road (Stop CA) eastbound bus stop is located adjacent to the John Street/Theobalds Street junction, approx. 25m from the Graduate School building. The westbound stop (Stop CB) is located directly opposite on the westbound carriageway. Access is provided by an unmarked crossing via a traffic island with a central refuge area.

Pedestrian Accessibility

- 3.9 There is currently one dedicated pedestrian access point to the site – this being the main entrance to the building on John Street. This access is served by a good network of footways connecting to the wider Holborn area. There is a raised table crossing with tactile paving where John Street crosses Theobalds Road, adjacent to the Graduate School building. Given it is urban environment, the footways on John Street/Theobalds Road (and the wider area) are well lit, and comprise high quality flagstone paving.
- 3.10 The site is within recommended walking distances to several National Rail and London Underground Stations. Chancery Lane station is 550m south of the site, Farringdon Station is 900m from the site, and Holborn station is 700m from the site. All can be accessed via continuous footway with pelican/zebra crossing facilities at junctions.

Cyclist Accessibility

- 3.11 Access for cycles to the site is via John Street. A cycle parking facility is provided onsite, located in the basement level, consisting of 13 'Sheffield' stands providing storage for 26 cycles. This is open to students and staff on a first-come, first-served basis. Access is taken from a separate gate on the site perimeter fence on John Street, approx. 10m south of the main building entrance. This gate opens onto a set of exterior stairs adjunct to the perimeter fence giving access to the basement. Staff and students who cycle also have access to lockers to store personal effects/a change of clothes.
- 3.12 The cycle parking area is illustrated in **Figure 3.3**



Figure 3.3 – Onsite Cycle Parking

Source: Hult Business School

- 3.13 A review of the National Cycle Network (NCN) map shows that the nearest NCN route (Route 4) is situated approximately 3 kilometres south of the site, adjacent to Waterloo Bridge, which can be reached in approximately 11 minutes by bike from the site. The NCN route 4 provides onward traffic-free and on-road route connections to Victoria, Putney and Kingston in the west, and Bermondsey, Rotherhithe, and beyond to eastern London via NCN route 13.
- 3.14 TfL's network of cycle superhighways and cycle quietways can also be accessed from the site. Cycleway C6 can be reached at Farringdon Station, which it serves, approx. 900m from the site. There is a further quietway link at the junction of Bury Place and Theobalds Road, 700m from the site. Quietway Q11 can be reached south of Farringdon Station, 1km from the site.
- 3.15 A map showing these local TfL cycleways is shown at **Figure 3.4**

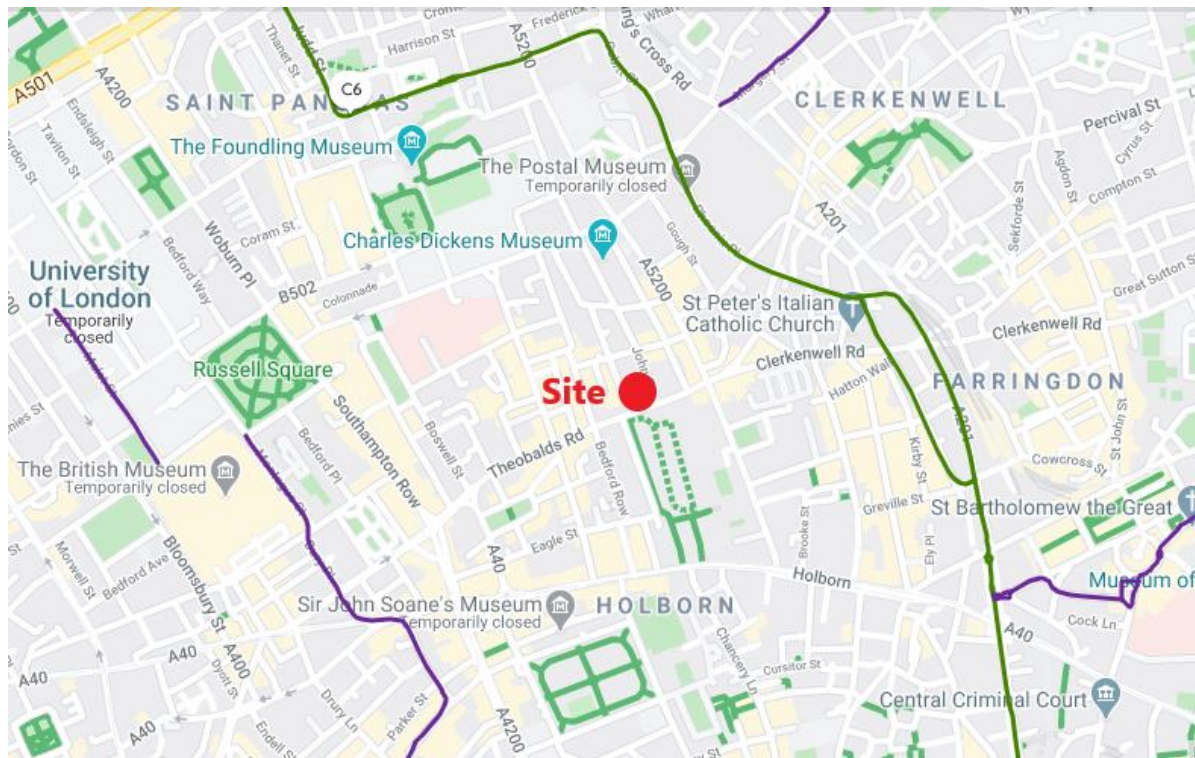


Figure 3.4 – Nearby TfL Cycle Routes

Source: www.tfl.gov.uk

Public Transport Accessibility

- 3.16 The Hult Business School's Graduate School is located in an area with a TfL Public Transport Accessibility Level (PTAL) of 6b. PTAL ratings are from 0 (worst) to 6b (best). A summary of the site's PTAL score is shown at **Appendix A**.

Bus Services

- 3.17 The nearest pair of bus stops providing services in both directions are those at Grays Inn Road. The Grays Inn Road (Stop CA) eastbound bus stop is located adjacent to the John Street/Theobalds Street junction, approx. 25m from the Graduate School building. The westbound stop (Stop CB) is located directly opposite on the westbound carriageway. Access is provided by an unmarked crossing via a traffic island with a central refuge area.
- 3.18 The eastbound stop consists of a flag pole and a shelter with seating, and is served by a bus lane. The westbound stop has a flag pole and a shelter with seating.
- 3.19 Theobalds Road comprises a busy cross-London bus corridor. The stops at Grays Inn Road serve routes 19, 38 and 243. All of these are high-frequency routes with a daytime headway of between 3 and 5 minutes.
- 3.20 Numerous other bus services are available within walking distance of the site, given its highest-possible PTAL rating of 6b. These provide onward connections to many London boroughs, as well as national rail stations.

Public Transport Accessibility – Train

- 3.21 The site benefits from being in close proximity to three London Underground stations and one National Rail station. Chancery Lane station on the Central Line is 550m south of the site. Farringdon Station on the Circle, Hammersmith & City and Metropolitan Lines is 900m from the site, and Holborn station on the Piccadilly and Central Lines is 700m from the site. Farringdon National Rail station, which is co-located with the Underground Station serves the cross-London Thameslink services. Both Underground and National Rail stations accept contactless payments and oyster card ticketing.

Car Clubs

- 3.22 Several club schemes operate in the greater London Area, such as Enterprise Car Club, Zip Car and Co-Wheels. Car Club vehicles provide flexible hourly rentals and are useful for occasional trips. Zip Car have vehicles on John Street, 25m from the site entrance.

Section Summary

- 3.23 This section of the TP has provided a description of the baseline transport conditions within the vicinity of the site.
- 3.24 Given its Central London location, the site is well served by a comprehensive network of footways providing access to the nearby key services and public transport nodes. The site is located in an area of PTAL rating 6b, meaning it has excellent public transport connectivity, and it is within easy walking distance to Underground and National Rail services. The site is adjacent to a number of high frequency bus routes, and is well-served by cycling infrastructure.
- 3.25 Given the above, it is concluded that the site can be considered highly sustainable as it is within close proximity to multiple sustainable transport modes and services.

4.0 OBJECTIVES

- 4.1 The DfT Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009) guidance states that *“it is important that all parties are clear from the outset as to the objectives being sought”* through the Travel Plan which will drive the content of the TP which are to meet the set objectives.
- 4.2 Therefore, the purpose of the TP is to set out a package of measures that are reflective of the objectives in order to discourage the use of single occupancy cars to access the site. Furthermore, given the already high usage of sustainable modes due to the site’s well-connected location, it is the objective of the TP to promote and encourage the use of, and increase accessibility to and from the site by, sustainable travel modes (walking, cycling, public transport and – only when necessary – car-share), and to entrench the use of these modes amongst those who already use them. The following is a list of identified objectives specific to the site which will guide the measures proposed in the TP:
- Ensure that all staff members and students at the Hult Business School’s Graduate School are aware of its TP and the sustainable transport provision available to them. It is important that all users of the site are made fully aware of the sustainable transport choices available to them so that sustainable travel habits are encouraged. This will take place in the form of TP promotion measures outlined in **Section 6**.
 - Actively discouraging reliance on the car for any journey to or from the site, particularly for single-occupancy journeys. The measures referenced in this document are intended to not only encourage and facilitate walking and cycling to and from the site but also to promote public transport and eliminate any regular car use.
 - Promote healthy lifestyles and sustainable communities. The benefits of sustainable active travel modes will be promoted as part of the TP and its related marketing documents.
 - Monitoring and developing the TP over time. It is imperative to the success of the TP that there are the right modal shift targets and mechanisms in place to monitor and manage it, so that it is effective year on year.
- 4.3 As the TP develops year on year, it will be appropriate to consider the adoption of additional objectives and, where appropriate, the potential setting of updated or additional targets.
- 4.4 The implementation of the TP and the measures contained within it will be relatively flexible to allow for alterations and new measures to be introduced as and when required. The TP should not be viewed as a finite document, but if required, a rolling programme of measures that will continue to evolve over the longer term to adapt to changing needs and travel mode choices of the students and staff at the Graduate School.

5.0 TARGETS

- 5.1 When delivering a Travel Plan, it is important to monitor its progress and success through the setting of targets. The targets outlined in this section will be 'SMART' (Specified – Measurable – Achievable – Realistic – Timebound), as required within the S106 Agreement for the site (completed 22 March 2021) The London Borough of Camden – Camden Planning Guidance: Transport (2019) document also stipulates that all targets for travel plans should be 'SMART'.

Existing Baseline Travel Survey Data

- 5.2 The targets for a Travel Plan are typically based on baseline travel survey results. The targets contained herein for the HIBS Graduate School are derived from a recent staff travel survey, which was undertaken in March 2020. This survey was distributed to all staff, and 35 responses were obtained, 33 from full-time employees. The survey is attached at **Appendix B**. It was not possible to undertake a more recent Travel Survey due to the Covid-19 pandemic as no in person classes have taken place in the new academic year.
- 5.3 The brief staff travel survey asked staff to indicate the main two modes of transport they used most regularly to access the site. This showed a high proportion of sustainable mode use, with all respondents indicating that they arrived at the site via either public transport, walking or cycling. Three staff members out of 35 onsite indicated they used a motor vehicle for part of their journey, indicating that overall car travel is used in fewer than 10% of all journeys.
- 5.4 Travel survey data does not currently exist for students. However, given the less regular attendance onsite compared to staff members, and the more irregular commuting patterns associated with attending higher level education, it is reasonable to apply any targets to students enrolled at the Graduate School also. Moreover, as most students are international students, car usage is likely to be low and public transport usage is high.
- 5.5 In order to qualify the results of the 2020 staff travel survey, the data held by the TRICS database 7.7.2 was interrogated for higher education institutions in the London area to establish a comparison. However, there were only three surveys from higher education sites listed, none of which had a PTAL level of above 4. Thus it was not deemed a relevant comparison to assess trip rates recorded at sites of a wholly different urban context to the present site, nor to set travel plan targets based on such trip rates.

Modal Split Targets

- 5.6 As the area in which the Business School is located has ample opportunities for travel by sustainable modes, and currently almost 100% of staff arriving at the site do so via public transport, walking or cycling (only one staff member responded that they drove to site), it is proposed that target of this travel plan is to maintain a high proportion of sustainable journeys for staff and students travelling to and from the site over its five-year lifespan. It also proposed that overall car use by staff members and students across all elements of their commute be maintained at 7% or less.

- 5.7 In order to inform modal split targets for the Travel Plan, LBC’s “Transport Strategy Action Plan” (2019) guidance recommends that by 2040, 93% of journeys should be made by sustainable modes. Given the existing high percentage of staff members reporting travelling to the site via sustainable modes coupled with the Business School’s central London location, it is proposed that this is an acceptable and achievable target for the Travel Plan over its five-year period. LBC guidance stipulates that modal split targets should be set for Years 1, 3, and 5 of the five-year travel plan.
- 5.8 In order to reach the desired 93% target for sustainable transport use by both students and staff over the five-year period, the targets shown below in **Table 5.1** below are for Year 1 of the travel plan. These reflect this site’s location, PTAL rating and are based on responses by staff members in the March 2020 survey, with emphasis placed on promoting more walking and cycling to the site.

Table 5.1: Travel Plan Targets: Staff and Students (Year 1)									
	Train/Tube	Bus	Motorcycle,	Taxi	Car - driver	Car - passenger	Bicycle	On Foot	Other
Percentage (%)	41%	15%	2%	3%	12%	3%	9%	15%	0%

- 5.9 Specific modal shift targets are also proposed for Year 3 of the travel plan, which reflect the implementation of measures as described in Section 3, in addition to working towards the desired outcome of 93% of travel being by sustainable modes at the end of Year 5. The modal split targets for Year 3 are shown at **Table 5.2** below.

Table 5.2: Travel Plan Targets: Staff and Students (Year 3)									
	Train/Tube	Bus	Motorcycle,	Taxi	Car - driver	Car - passenger	Bicycle	On Foot	Other
Percentage (%)	43%	16%	1%	2%	9%	2%	11%	16%	0%

- 5.10 Taking into account the overall target of 93% use of sustainable modes by students and staff, the suggested final modal split targets by then end of the five-year life of the travel plan are shown in **Table 5.3** below.

Table 5.3: Travel Plan Targets: Staff and Students (end Year 5)									
	Train/Tube	Bus	Motorcycle,	Taxi	Car - driver	Car - passenger	Bicycle	On Foot	Other
Percentage (%)	45%	17%	0%	1%	6%	1%	12%	18%	0%

- 5.11 Staff travel surveys will be undertaken on an annual basis going forward from 2021. The TP will be to be updated to reflect the travel survey results, should they show a reduction in sustainable travel use. Thus, the modal split targets set out in Tables 5.1, 5.2 and 5.3 of this TP are provisional and will be confirmed in subsequent updates to the TP as a 'live' document based on student and staff travel survey responses.
- 5.12 Further details on the monitoring and reporting strategies are provided in the following sections of this TP.

6.0 MEASURES

- 6.1 It is anticipated that the implementation of measures will encourage staff members and students to travel to / from the site using sustainable transport modes from the very outset of their commencement of employment or studying at the site, thereby actively discouraging travel to the site via single occupancy car journeys and minimising the impact of the development on the local highway network.
- 6.2 In order to ensure the successful implementation of this Travel Plan, and in accordance with Schedule 2.1.17 of the site's Section 106 agreement, Hult International Business School has already appointed a Travel Plan Co-ordinator (TPC). The TPC for the Graduate School site is Emilce Longo, the Campus Manager.
- 6.3 Should the Campus Manager be replaced or a new staff member assume the role of TPC, the Business School will inform The London Borough of Camden, and provide the relevant updated contact details.
- 6.4 The TPC is responsible for the co-ordination of all Travel Planning measures for the site, and will ensure that the TP is delivered and that it is properly monitored. The role includes the following tasks:
- Preparing, promoting and distributing the TP measures to students and staff in the via onsite advertising and orientation packs
 - Liaising with relevant stakeholders to ensure that sustainable TP measures are developed and implemented at the site;
 - To co-ordinate the necessary data collection exercise via i-TRACE compliant surveys required to develop the TP annually
 - To design and implement effective marketing and awareness campaigns to promote the TP;
 - Monitoring and reviewing the TP;
 - To act as a point of contact for students or staff members with any TP/travel-related queries via email or telephone.
- 6.5 The TPC is also be the point of contact for London Borough of Camden Travel Plan officers and will be responsible for designing and conducting the future travel surveys at the site, as discussed below.
- 6.6 Therefore, to ensure the success of the TP, it is crucial that there is the right management structure in place to continually support and drive it forward. The package of measures proposed below comprises four sections and will be implemented by the TPC:
- Sustainable travel promotion;
 - Walking and cycling;
 - Public transport; and
 - Discouraging car travel to and from the site.

Promotion

Sustainable Travel Information

- 6.7 A sustainable travel information section which lists the public transport, walking and cycling options for travelling to the site is included as part of the Graduate School's orientation pack. This is issued to new staff members upon the commencement of their employment, and given to new students upon enrolment. This information will be reviewed, updated and re-issued to students and staff on a regular basis
- 6.8 The TPC will ensure that the information will also be provided in the orientation packs will include:
- A plan showing the nearest bus stops and details of the bus and rail services available within close proximity of the site, including frequency and journey times to key destinations to promote the use of public transport;
 - Key walking and cycling routes to nearby Underground and Rail stations;
 - Details of the on-site cycle parking provided, and the associated lockers;
 - Details of local Oyster card retailers;
 - Links to download the TfL journey planning app;
 - Details of the Cycle to Work scheme offered to staff members;

Personalised Travel Planning

- 6.9 An invitation to have the TPC provide Personalised Travel Planning (PTP) to staff members will be included in the employee orientation packs, and also displayed within staff common areas. This will be targeted at new staff members in particular, and will allow them to book a time and a date to explore the more sustainable travel options available to them in terms of travel to and from site, establishing good habits from the outset of their employment. Existing staff members will also be able to avail of this service if required.

Travel Plan Promotion Events

- 6.10 The TPC will organise and deliver at least two sustainable travel and TP awareness events every 12 months. These could include 'Dr Bike' events or walking/cycling awareness events to coincide with national sustainable travel promotions including, but not exclusively, Cycle to Work Day, National Walking Month, and Green Transport Week. These will be advertised across the Graduate School and will be open to both staff and students.

Sustainable Travel Notice Boards

- 6.11 A notice board will be provided in a prominent public area of the Graduate School to exhibit local sustainable travel information. The TPC will be responsible for the upkeep of this notice board.

Walking and Cycling

- 6.12 A total of 26 cycle parking spaces are already provided onsite, available to both students and staff. These racks will also serve to accommodate any visitor cycle parking. Lockers are also available for student and staff cyclists who wish to store a change of clothes or cycling equipment etc.
- 6.13 The TPC will promote walking and cycling by giving details of local cycle routes such as quietways and cycle superhighways, in addition to walking and cycling times to major railway stations. This information will be provided staff and students via their orientation packs and onsite noticeboard.
- 6.14 Hult Business School offer all staff members the chance to participate in the Government's Cycle to Work scheme. The TPC will advertise this via orientation packs and adverts in communal staff areas.
- 6.15 As suggested above, the TPC will aim to organise an annual 'Dr Bike' session to provide cycle maintenance for staff and students at the site.
- 6.16 The TPC will also provide information about cycle training events hosted in the area for staff or students who wish to travel to site via bicycle but who may not be confident or experienced cyclists. The London Borough of Camden provides free cycle training through their 'Camden Cycle Skills' programme, and this will be advertised via the orientation packs.
- 6.17 The TPC will monitor the use of the cycle parking facility on site, and report on average usage levels as part of the annual monitoring process. As required within the s106 Agreement (completed 22 March 2021), HIBS will make a contribution to the Council for Cycle Stand provision to allow the Council to make the provision of three cycle stands on street.

Public Transport

- 6.18 The site lies in an area of excellent public transport accessibility, with numerous frequent bus, rail and underground links in its vicinity. The TPC will provide route maps within the orientation packs and on the onsite noticeboard. Information about fares, daily price capping and season tickets will also be provided.
- 6.19 Public Transport journey planning tools such as that at www.tfl.gov.uk and www.nationalrail.co.uk will also be promoted via the noticeboard and orientation packs.

Discouraging Car Travel

- 6.20 In order to discourage and limit car use, students and staff will be informed of the lack of onsite or nearby parking and the existence of the London Congestion Charge. Staff members who may occasionally need to use a car during the course of the workday will be encouraged to join a car club the via an advert on the onsite noticeboard. ZipCar maintains a vehicle on John Street, opposite the site.

Summary

- 6.21 All of the above are aimed at maintaining the high uptake of sustainable transport amongst staff members and encouraging a high uptake of these modes amongst students, and to cement accessibility to and from the site by more sustainable modes by all users of the site. These measures will be straightforward to implement and will help to ensure the site continues to have a minimal impact on the surrounding highway network.
- 6.22 As a 'live' document, the measures outlined in this TP can be adjusted and enhanced year-on-year in response to the monitoring of the TP. Any changes to the measures can be determined through discussions between the London Borough of Camden and the TPC.

7.0 MONITORING

7.1 There is a need to monitor the success of a TP for a number of reasons:

- It gauges whether a TP is achieving success in meeting its objectives;
- It helps to identify strengths, weaknesses, potential areas for improvement in future travel planning; and
- There is a general need to collect data measuring the impacts and outcomes of TPs so that there is clearer evidence for local authorities and other Government bodies on their success.

7.2 Sustainable transport measures implemented as part of the TP must be viable in order for it to succeed. Travel surveys are vital in understanding the travel patterns of users at the site. By gaining an understanding of the travel patterns of staff members and any changes to these which may arise, the high level of sustainable travel to and from the site can be upheld and maintained going forward. Surveys will allow any issues with travelling sustainably to campus to be investigated and resolved.

7.3 In accordance with TfL policy, all future monitoring surveys will be i-TRACE compliant Travel Surveys. The site's TPC will be responsible for conducting these and subsequent reporting to the Local Authority.

Staff and Student Travel Surveys

7.4 Travel surveys identify which measures users of sustainable transport modes would like to be implemented / enhanced as part of the TP, in addition to monitoring sustainable travel uptake and patterns. Both students and staff members based at the site will be asked to complete an annual travel survey in order to monitor the success of the TP and highlight where changes need to be made to ensure the measures are effective and the high level of sustainable travel to site is maintained.

7.5 Both the staff and student travel surveys will be conducted at a time of year when travel patterns have become established after the academic term has started, avoiding clashing with any course start dates or orientation periods.

7.6 Whilst a staff survey was conducted at the site in March 2020, in line with guidance issued by Transport for London, the future surveys will be compliant with i-TRACE methodology regarding the questions contained. An i-TRACE compliant timeframe for conducting travel surveys will be adhered to, with those conducted in Years 1, 3 and 5 being i-TRACE compliant.

7.7 No student survey has been conducted as of yet, however similar to the staff survey, future student surveys will also be i-TRACE compliant in both their methodology and the timeframe under which they are conducted.

7.8 The i-TRACE compliant surveys will be agreed in advance with LBC and disseminated via email using a live web link for an online questionnaire using Google Forms, or a similar a

free online questionnaire tool. In order to ensure that all staff members have an opportunity to respond, physical copies of the travel survey may be disseminated in staff communal areas also.

Reporting

7.9 Following the collation of the travel survey data responses, the results will be reported to the London Borough of Camden. Thereafter the data survey responses will be provided with a review of the TP and mode split results in the form of an Annual Monitoring Report, for up to five years. The Annual Monitoring Reports will include:

- A summary of the actions undertaken in relation to the measures and Action Plan outlined in the Travel Plan;
- The results of the staff and student travel surveys undertaken annually.
- Travel survey data reviewed against the targets in the TP;
- Any required updates to measures and an updated Action Plan based on the travel survey results if they demonstrate that sustainable travel use is decreasing.
- Any key feedback from consultations with staff and students

Review

- 7.10 The monitoring and review of the TP will be managed by the TPC. Based on the monitoring and reporting, the TPC and LBC can then have input into any new measures, interventions or modal split targets that may be required over the life of the Travel Plan,
- 7.11 In line with guidance issued by LBC, the Travel Plan will be reviewed, and its targets updated and agreed, on the years one, three and five anniversary of the undertaking of the first annual student and staff travel survey.
- 7.12 The review will be based on the results of the annual surveys, and the information contained within the annual monitoring report. New modal split targets will be agreed with LBC if necessary, should the surveys show that the Business School is failing to meet its started targets, or if the school is regularly exceeding these targets. Similarly, any new measures deemed to be necessary to encourage the use of sustainable transport can also be introduced as part of the review and monitoring process.

8.0 ACTION PLAN

- 8.1 The action plan summarises the key measures, implementation methods, roles and timescales going forward and over the five-year period covered by the TP.
- 8.2 Table **8.1** below outlines the action plan for the TP development alongside key milestones.

Table 8.1 Travel Plan Action Plan		
Timescales	Action	Responsibility
Immediately	HIBS takes ownership of the Travel Plan and provides contact details of the current Travel Plan Co-Ordinator to the London Borough of Camden.	HIBS
Immediately	Install on-site travel information noticeboard and display relevant travel information	HIBS
Ongoing	Maintain the existing cycle parking facility	HIBS
Annually	Organise annual 'Dr Bike' servicing event	TPC
Annually	Prepare monitoring report and provide to LBC	TPC
Annually	Liaise with LBC to monitor and revise travel plan targets based on survey results	TPC
Annually	Conduct staff and student travel surveys, ensuring i-TRACE compliancy in Years 1, 3 and 5.	TPC
Ongoing for five-year TP period	Provide sustainable travel information in orientation packs, and review regularly Review and update sustainable travel information noticeboard	TPC

	<p>provided onsite</p> <p>Promote cycle to work scheme for staff</p> <p>Ongoing personalised travel planning for existing and future staff members.</p>	
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Appendix A PTAL Map

Appendix B Staff Travel Survey Results

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