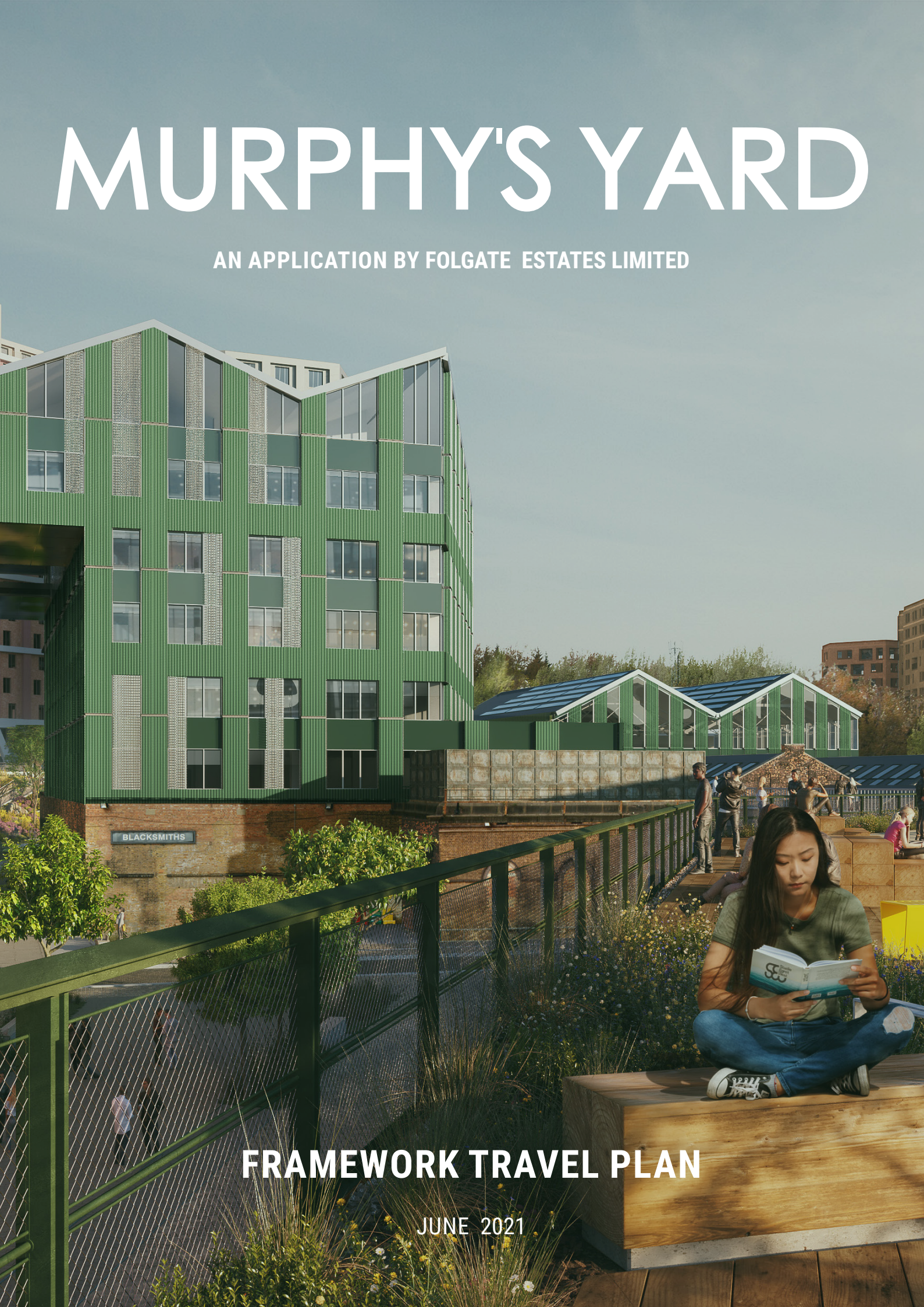
MURPHY'S YARD

AN APPLICATION BY FOLGATE ESTATES LIMITED



FRAMEWORK TRAVEL PLAN

JUNE 2021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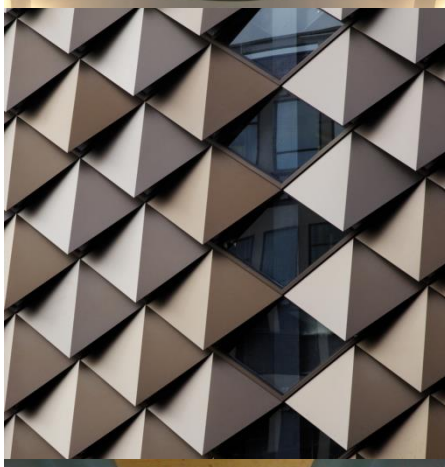

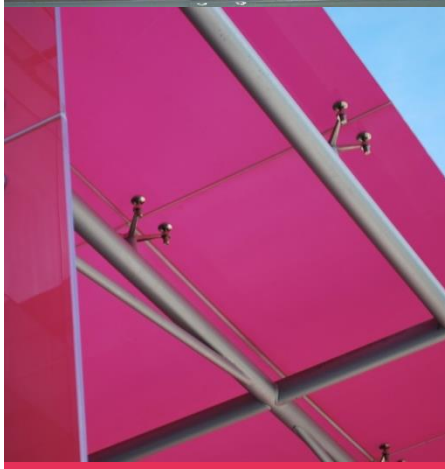

Murphy's Yard

Framework Travel Plan

Curtins Ref: 70813

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Issue Date: 17 June 2021

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Rev	Description	Issued by	Checked	Date
00	Final for planning	SF	SF	03 June 2021

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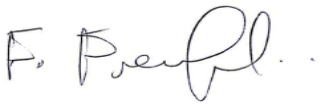
Fred Frempong BSc (Hons) MCIHT Principal Transport Planner		17 June 2021

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1.0 Introduction

1.1 Introduction

1.1.1 Curtins have been appointed by Folgate Estates Limited to provide traffic and transportation advice in relation to the redevelopment of the former Murphy's site, located in Kentish Town within the London Borough of Camden (LBC).

1.1.1 Alongside this Framework Travel Plan (FTP), an accompanying Healthy Streets Transport Assessment (TA), Delivery and Servicing Management Plan (DSP), and Outline Construction Logistics Plan (CLP) have been prepared to accompany the planning submission.

1.1.2 The proposals form an outline planning application, including the demolition of existing buildings and structures and a new mixed use development, comprising the following mix of uses: residential (Use Class C3), residential institution (Use Class C2), industrial (Use Class B2/B8), office (Use Class E(g(i)), light industry (Use Class E(g)(iii), research and development (Use Class E(g)(ii))), healthcare (Use Class E(e)), flexible commercial and Sui Generis floorspace (Use Class E and Sui Generis Use), Community (F1/F2), Sui Generis, and cycle and vehicle parking, refuse and recycling storage, plant, highway and access improvements, amenity space, landscape and public realm improvements, and associated works..

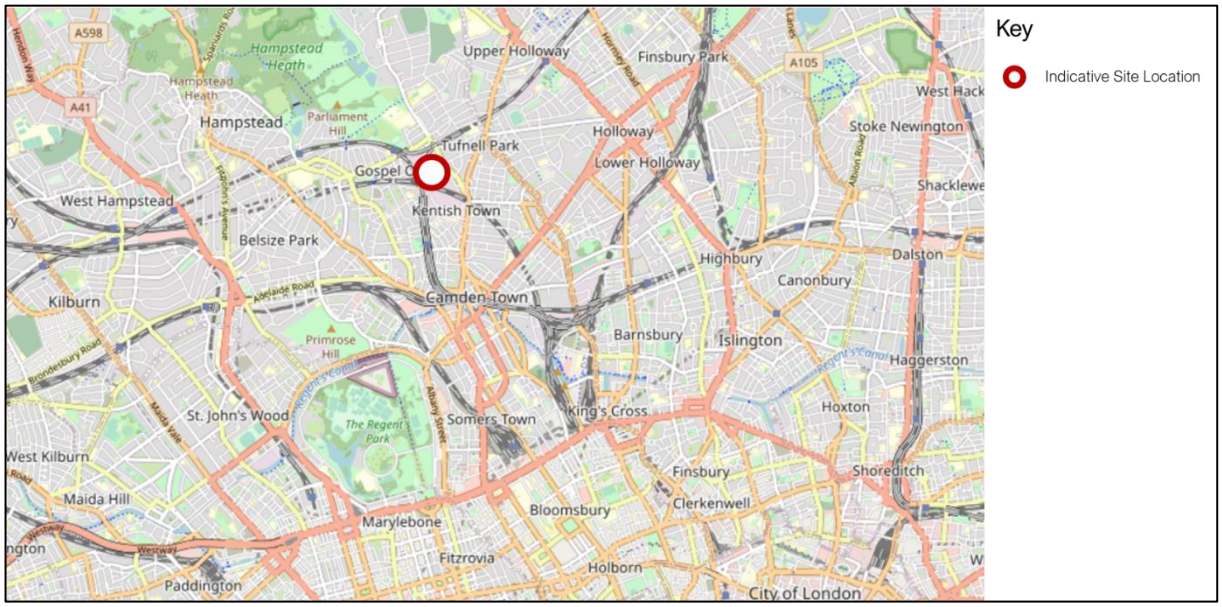
1.2 Site Context

1.2.1. The existing site measures approximately 62,288m^2. It currently forms Murphy's main London depot and is adjacent to their headquarter building. The site is bound by the Richmond / Clapham Junction – Stratford Overground railway to the west, the Gospel Oak – Barking Overground railway to the north, Highgate Studios and Murphy's HQ building to the east and northeast and the Thameslink Railway line to the south.

1.2.1. The existing site accommodates around 18,000 sqm of general industry within classes E(g)(iii), B2 and B8 with ancillary office. It should be noted that the existing Murphy HQ building sits outside the planning boundary.

1.2.2. The local context of the site is shown in **Figure 1.1**.

Figure 1.1 – Site Location



1.3 Development Summary

1.3.1 The description of the development proposals is as follows:

"Outline planning with all matters reserved for the demolition of existing buildings and structures and redevelopment comprising the following mix of uses: residential (Use Class C3), residential institution (Use Class C2), industrial (Use Class B2/B8), office (Use Class E(g(i)), light industry (Use Class E(g)(iii), research and development (Use Class E(g)(ii))), healthcare (Use Class E(e)), flexible commercial and Sui Generis floorspace (Use Class E and Sui Generis Use), Community (F1/F2), Sui Generis, and cycle and vehicle parking, refuse and recycling storage, plant, highway and access improvements, amenity space, landscape and public realm improvements, and associated works. A key principle of the proposed development is to significantly increase the permeability of the site for pedestrians and cyclists and to enhance these links with high-quality public realm. This includes the provision of routes through the site linking Greenwood Place, Sanderson Close and Gordon House Road. The primary pedestrian and cycle spine through the site is referred to as the Heathline and provides a connection between Highgate Road (via Greenwood Place) and Hampstead Heath (via Gordon House Road)."

1.3.2 The proposals also respond positively to Camden's Kentish Town Neighbourhood Plan which identifies the potential for connections to adjacent landholdings outside the control of the applicant. Whilst these links cannot be delivered by this application alone, the proposals have been developed in a way to safeguard the future delivery of these. These connections include links to Carkers Lane, Regis Road and Kentish Town Station.

1.3.3 The southern section of the site which accommodates the commercial and employment land uses will be accessed via Sanderson Close, with Plot C accessed via Greenwood Place. Following the completion of Phase 1, whilst the following phases are being constructed, vehicle access for Plot F will be provided temporarily via Greenwood Place. This will subsequently be changed to Sanderson Close once the rest of the southern section of the site are completed, providing a connection between Sanderson Close and Plot F.

1.4 Purpose of the Report

1.4.1 The proposed development will be assessed under Building Research Establishment Environmental Assessment Method (BREEAM) 2018 standards and would seek to demonstrate compliance by obtaining a number of credits. The assessment categories pertaining to traffic and transport and the relevant sections they are provided, together with credits they obtain, are summarised in **Table 1.1** below:

Table 1.1 – BREEAM Credits Targeted

BREEAM Category	Description	Comment	No. of Credits
Tra 01	**Transport Assessment and Travel Plan:** 1. No later than Concept Design stage, undertake a site-specific transport assessment (or develop a travel statement) and draft travel plan, which can demonstrably be used to influence the site layout and built form. 2. The site-specific travel assessment (or statement) shall cover as a minimum: • If relevant, travel patterns and attitudes of existing building or site users towards cycling, walking and public transport, to identify relevant constraints and opportunities; • Predicted travel patterns and transport impact of future building or site users; • Current local environment for pedestrians and cyclists, accounting for any age-related requirements of occupants and visitors; • Reporting of the number and type of existing accessible amenities within 500m of the site; • Disabled access accounting for varying levels and types of disability, including visual impairment; • Calculation of the existing public transport Accessibility Index (AI); and • Current facilities for cyclists. 3. Following a transport assessment (in accordance with the requirements set out in criteria 2), develop a site-specific travel plan that provides a long-term management strategy which encourages more sustainable travel. The travel plan includes measures to increase or improve more sustainable modes of transport and movement of people and goods during the building's operation. 4. If the occupier is known, involve them in the development of the travel plan. 5. Demonstrate that the travel plan will be implemented and supported by the building's management in operation.	Transport Assessment (TA) provided as part of Planning Submission and ongoing design development notes Section 5.2 of the FTP Section 5.3 of the FTP Section 3/4 of FTP Section 4.5 of FTP Section 4.6 of FTP Section 4.4 of FTP Section 3.2 of the FTP This document (FTP) Sections 6-9 The occupier is not yet known Section 10 of FTP	**2**
Tra 02	**Sustainable Transport Measures:** 1. Prerequisite: Achieve criteria 3–5 in the Tra 01 Transport Assessment and Travel Plan credit.	TA document	
	2. Identify the sustainable transport measures as per Table 7.4 in BREEAM guidance. • The existing AI calculated in Tra 01 ≥ 8; • Demonstrate an increase over the existing Accessibility Index through negotiation with local bus, train or tram companies to increase the frequency of the local service provision for the development; OR	Existing PTAL 2 - 5	*Points:* *1* *3*

BREEAM Category	Description	Comment	No. of Credits
	• Demonstrate an increase over the existing Accessibility Index. This could be through provision of a diverted bus route, a new or enhanced bus stop, or other similar solutions; OR	Increased PTAL to 5 across site due to new connections through site	
	• Provide a public transport information system in a publicly accessible area, to allow building users access to up-to-date information on the available public transport and transport infrastructure. This may include signposting to public transport, cycling, walking infrastructure or local amenities;	This will be considered	*0*
	• Provide electric recharging stations of a minimum of 3kW for at least 10% of the total car parking capacity for the development;	This will be provided in line with the London Plan, see Section 2 TA	*1*
	• Set up a car sharing group or facility to facilitate and encourage building users to car share; AND • Raise awareness of the sharing scheme with marketing and communication materials; AND • Provide priority spaces for car sharers for at least 5% of the total car parking capacity for the development; AND • Locate priority parking spaces nearest the development entrance used by the sharing scheme participants.	This is a car free development, so not relevant	*0*
	• During preparation of the brief, the design team consults with the local authority (LA) on the state of the local cycling network and public accessible pedestrian routes, to focus on whichever the LA deems most relevant to the project, and how to improve it; AND • Agree and implement one proposition chosen with the local authority. The proposition supported by the development is additional to existing local plans and has a significant impact on the local cycling network or on pedestrian routes open to the public.	Curtins has consulted with TfL and LBC in relation to improvements to cycle routes and the route through the site	*2*
	• Install compliant cycle storage spaces to meet the minimum levels set out in Table 7.5;	Cycle parking will be provided in accordance with the London Plan. This exceeds the BREEAM requirements	*1*
	• The above has been achieved; provide at least two compliant cyclists' facilities for the building users (showers, changing facilities, lockers, drying spaces);	Shower/locker facilities will be provided for the employment units	*1* **9**
	Existing amenities: • At least three existing accessible amenities are present;	Section 4.5	**1**
	Enhanced amenities: • Ensure a minimum of one new accessible amenity, in accordance with Table 7.6 on page 191, for the relevant Building Group, is provided; OR	Retail facilities to be provided as part of the development.	*3*

BREEAM Category	Description	Comment	No. of Credits
	• Ensure a more than one new accessible amenity, in accordance with Table 7.6 on page 191, for the relevant Building Group, is provided. • Implement one site-specific improvement measure, not covered by the options already listed in this issue, in line with the recommendations of the travel plan. Submit this for review by BRE.	Health facility likely to be implemented.	*0* **3**
	3. Award credits according to the existing Accessible Index (AI) of the project, and the total number of points achieved for the options implemented, see Table 7.3 of BREEAM guidance.	PTAL 5 (over 40 points)	**10**
Total Transport Credits Obtained			**25**

1.4.2 Other relevant considerations in a BREEAM-compliant report include the following, with the compliance of the proposed development to these considerations outlined next to the criteria:

- **Lighting, landscaping and shelter to create pleasant pedestrian and public transport waiting areas** – There are no public transport interchanges proposed within the site. Lighting and landscaping have been considered throughout the development and will be confirmed as part of reserved matters. Please refer to DAS for further details on landscaping and lighting.
- **Restrictions or charging for car parking** – Development is car free, apart from disabled parking therefore parking is restricted;
- **Pedestrian and cyclist friendly (for all types of user regardless of the level of mobility or visual impairment) with the provision of cycle lanes, safe crossing points, direct routes, appropriate tactile surfaces, good lighting and signposting to other amenities, public transport nodes and adjoining off-site pedestrian and cycle routes** – A new elevated cycle route is proposed through the site which has been designed in line with TfL guidance. A new route for pedestrians and cyclists is proposed through the site known as the Heath Line. Signposting and lighting will be provided throughout the development site;
- **Provision of suitable taxi drop-off or waiting areas** – Taxi drop-off will be accommodated at Sanderson Square for the southern section of the site. Taxi drop-off can be accommodated in between residential blocks M, L and K, however the exact details will be included within the reserved matters application; and
- **Ensure rural buildings have appropriate access to transport to serve the local community adequately (where procured to do so, e.g. community centre)** – Not applicable to the development.

1.4.3 A key part of the FTP will be monitoring, whereby travel surveys will be distributed to residents living within the site and tenants of the flexible commercial and employment buildings in order to understand travel habits. Recipients will be encouraged to participate, and the surveys would extract key information such as place of residence, usual mode of travel and reason for modal choice, attractiveness of and barriers to active and sustainable modes of travel, and any incentives that could encourage staff to travel more sustainably. The findings will provide information on reasons for travel patterns and attitudes of site users to identify relevant constraints and opportunities.

1.5 Document Structure

1.5.1 The remainder of this FTP will be structured as follows:

Section 2: This section provides a brief background on the need for Travel Plans and their overall aims and benefits.

Section 3: This section appraises the site from the perspective of existing highway infrastructure.

Section 4: This section appraises the site from the perspective of active travel and public transport.

Section 5: This section establishes the baseline mode shares and sets the overarching objectives and targets for the Travel Plan.

Sections 6 and 7: This section sets out the measures and initiatives that will be implemented to encourage sustainable modes of travel for residential and employment use.

Section 8: This section details the targets of the Travel Plan. .

Section 9: This section discusses the role of the Travel Plan Coordinator and sets out the Travel Plan monitoring and review processes.

Section 8: This section discusses sets out the action plan for implementation of the Travel Plan.

2.0 Travel Plan Principles

2.1 Introduction

2.1.1 This section provides a brief background on the need for Travel Plans and their overall aims and benefits.

2.2 What is a Travel Plan?

2.2.1 A TP is defined by the Department for Transport (DfT) and by the Ministry for Housing, Communities and Local Government (MHCLG) as:

> *"A long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed."*

2.2.2 In essence, a TP is intended to encourage people to choose more sustainable travel modes and where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

2.2.3 An effective TP should be subject to regular monitoring and review exercises which help to ensure the travel plan remains fit for purpose through a process of continued evolution. This provides the added benefit of enabling an organisation to address any issues which may be identified as a result of the travel planning process and implement appropriate mitigation measures.

2.3 The Aims of the Travel Plan

2.3.1 In line with Central Government Policies and Guidance, the aims of the TP are to:

- Encourage the uptake of active travel;
- Maximise social inclusion by making the site accessible to all members of the community; and
- Raise awareness of alternative modes of transport and thus, encourage a modal shift towards more sustainable travel modes.

2.3.2 This TP has been prepared to:

- Demonstrate a commitment to addressing the access needs of site users;
- Support the Government's environmental and sustainable development initiatives;
- Remain in harmony with, and responsive to, changes to planning and fiscal policies regarding transport; and
- Ensure that a formal monitoring process is in place.

2.4 Benefits of a Travel Plan

2.4.1 The most easily identifiable benefits from the implementation of TP initiatives are those that are directly related to the uptake of active travel, these mainly comprise:

- Improved health (i.e. increased fitness and reduced stress and obesity);
- A reduction in travel costs;
- A cleaner local environment;
- Meeting an organisation's environmental standards;
- Increase business efficiency and equality;
- Improved accessibility to local services;
- Increased road safety;
- Reduced travel times;
- Improved travel choice; and
- Reduced congestion and demand for parking spaces.

3.0 Site Accessibility

3.1 Pedestrian Infrastructure

3.1.1 At present, sole pedestrian access to the site is via Sanderson Close, however the future development will provide additional pedestrian access via Greenwood Place and Gordon House Road.

Sanderson Close

3.1.2 Footways are provided on both sides of the carriageway which vary between 2.1m – 2.5m on the northern side and 1.7m and 2.5m on the southern side (which reduces to nothing in certain locations). Bollards line the footway, reducing the usable width. **Figure 3.1**, shows the pedestrian access from Sanderson Close.

Figure 3.1 - Sanderson Close

3.1.3 Dropped kerbs and tactile paving are present at the junction with Highgate Road. Limited street lighting is present along Sanderson Close.

Highgate Road

3.1.4 Footways are present on both sides of Highgate Road measuring approximately 2.5m in width. The width of the footway increases in some locations were building frontages at setbacks e.g outside the Forum. Between Gordon House Road and Kentish Town Road, three pedestrian crossings are provided, one which is signalised.

Greenwood Place

3.1.5 A footway is present along the southern side of the carriageway ranging between 2.4m and 3.5m. Greenwood Place is bounded to the north by a wall under the ownership of the adjacent church and no footway is present on the northern side of the carriageway.

3.1.6 Dropped kerbs and tactile paving are present at the junction with Highgate Road and street lighting is present.

Gordon House Road

3.1.7 Good quality, street-lit footways are provided on both sides of the carriageway, measuring between 2.5m and 3.0m. The footway provision reduces under the railway bridge where a tunnel is provided which separates the footway and the carriageway on the southern side, whilst railing separates the northern side.

3.1.8 A signalised crossing is located circa 35m northeast of the site access. A further crossing is located just west of Gospel Oak station, circa 70m west of the site boundary.

3.1.9 Pedestrian railings are present along the northern footway to provide separation from the carriageway to the west of Hampstead Heath and in front of the Gospel Oak Overground Station entrance and adjacent school.

3.2 Cycling Infrastructure

3.2.1 There are no delineated cycle routes in the immediate vicinity of the site, however advance cycle stop lines are present at the following signalised junctions:

- Gordon House Road / Highgate Road
- Highgate Road / Kentish Town Road / Fortress Road
- Kentish Town Road / Regis Road / Leighton Road

3.2.2 On-street markings along Gordon House Road identify that the road is a designated cycle route, however no dedicated cycle lanes exist.

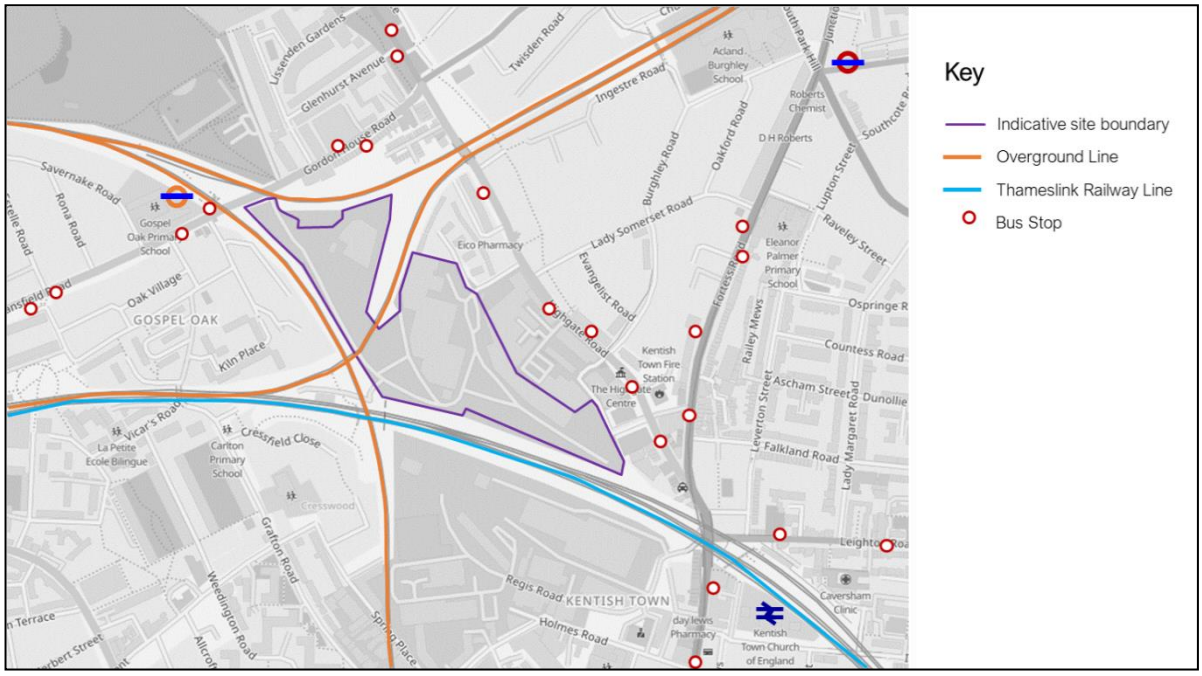
3.2.3 TfL Cycleway 9 is accessible via the A5202 Royal College Street, approximately 800m south of Greenwood Place. This route features cycle routes on both sides of the carriageway which are segregated from the footway and carriageway by kerbs.

3.2.4 Currently there is no cycle parking within the development site.

3.3 Public Transport Infrastructure

3.3.1 The site is easily accessible by a range of different forms of public transport. The location of key rail stations and bus stops in relation to the site are shown on **Figure 3.2**. Further details of the aforementioned stations and public transport services are outlined in **Section 4.0** of this report.

Figure 3.2 - Public Transport Network



London Underground and Overground

3.3.2 Kentish Town Underground and Thameslink Station is located to the south-east and Gospel Oak Overground station to the north.

Bus Services

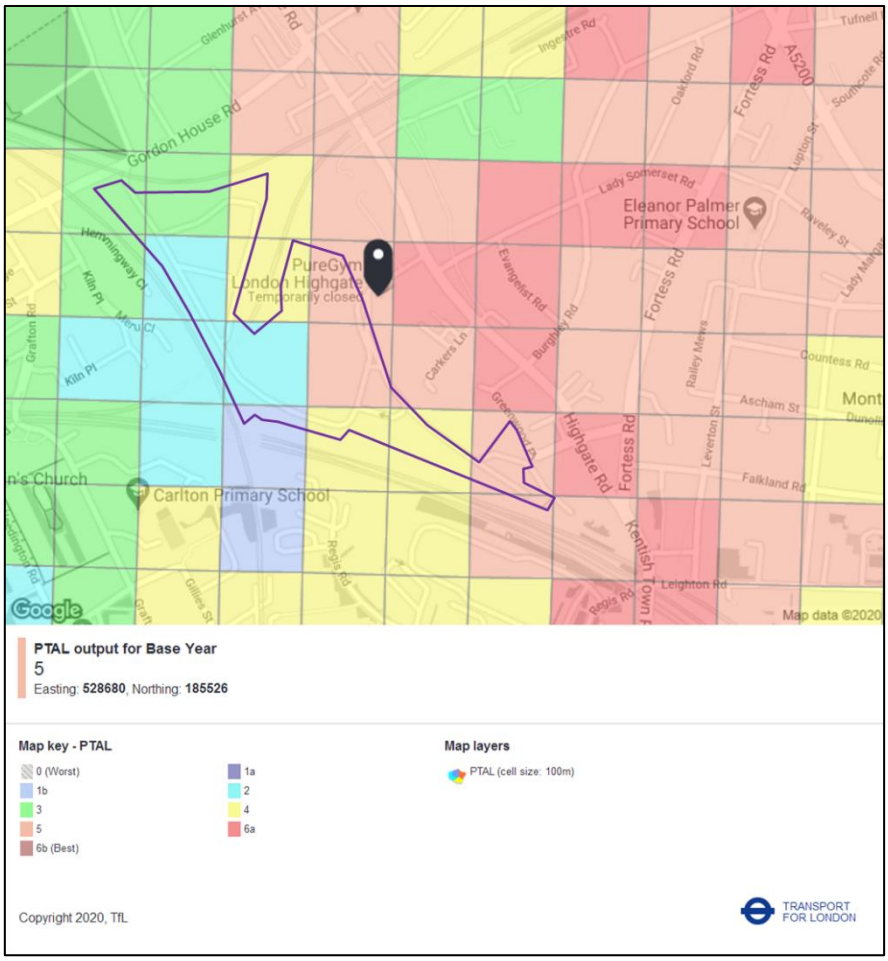
3.3.3 Regular bus services operate from Gordon House Road, Highgate Road and Kentish Town Road connecting the site to surrounding neighbourhoods and Inner and Outer London.

Rail Services

3.3.4 Strategic rail stations such as Kings Cross, St Pancras, Euston and Paddington are situated approximately 3km south of the site, each providing national services to the north, north-west and west of the country. These stations are easily accessible by public transport or bicycle.

3.3.5 **Figure 3.3** illustrates the current Public Transport Accessibility Level across the site.

Figure 3.3 - Base Year PTAL



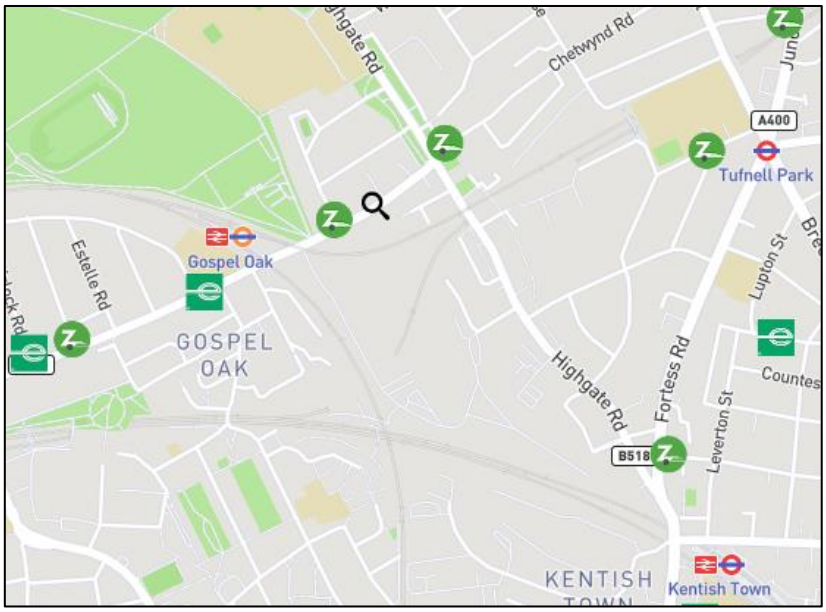
3.3.6 **Figure 3.3** illustrates that the existing PTAL varies significantly across the site, between 2 in the western part and 5 in the eastern part near Sanderson Close. It is however noted that the private nature of the current site and lack of any public or through routes is expected to be reflected by the current PTAL and that opening up on the site would improve this.

3.3.7 The new routes throughout the site have been given to TfL, who have recalculated the PTAL of the site. Therefore, once all routes are completed, the PTAL across the site is expected to increase to 5.

3.4 Car Clubs

3.4.1 **Figure 3.5** illustrates that both Zipcar and Enterprise operate within the vicinity of the site with a number of locations within a short distance along Gordon House Road, Highgate Road and Fortress Road.

Figure 3.4 - Car Club in the Vicinity of the Site



4.0 Site Accessibility Credentials

4.1 Introduction

4.1.1 This section of the report assesses the accessibility of the site by sustainable modes of travel including by foot, bike and public transport. It also presents considers how creating additional links would improve the accessibility across the site.

4.2 Pedestrian Accessibility

4.2.1 The area surrounding the site has a well-developed network of footways which provide convenient and safe access to and from the site. The footways provided are generally wide, hard surfaced and in relatively good condition, with pedestrian crossings and refuges where appropriate.

4.2.2 It is generally considered that 2km is an acceptable distance to walk to work or nearby facilities and amenities. This distance is approximate, will vary by individual according to their personal mobility and fitness, and will be influenced by the quality of the development, the type of amenity offered, the surrounding area and other local facilities.

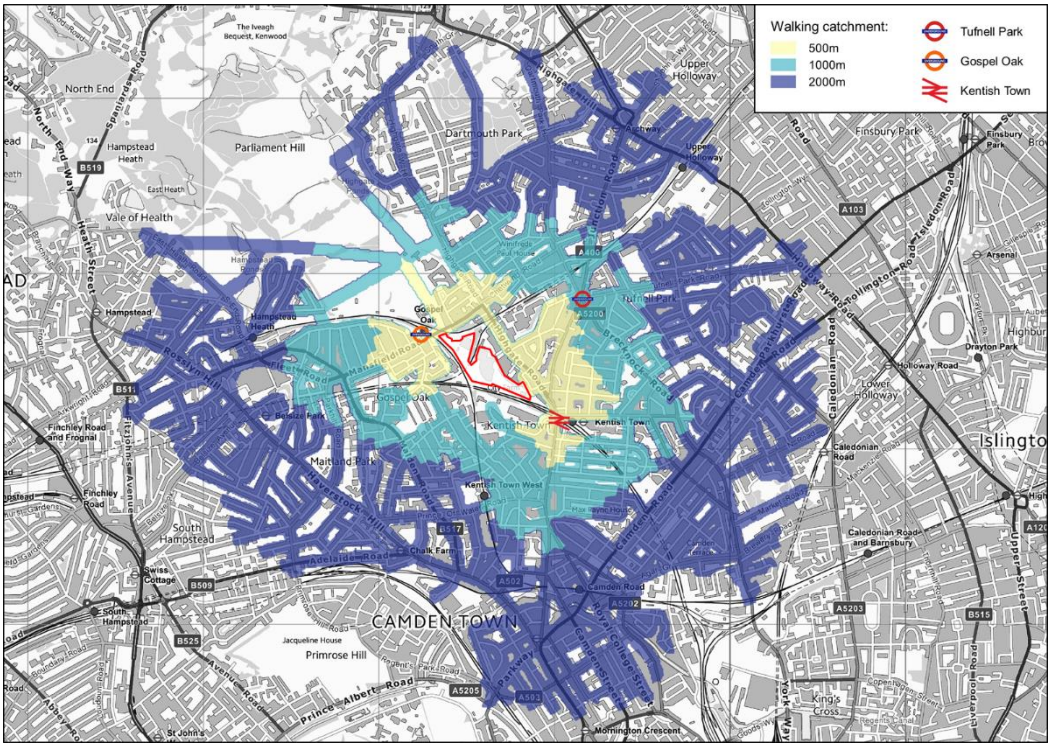
4.2.3 The Chartered Institution of Highways and Transportation (CIHT) document entitled 'Providing for Journeys on Foot' suggests more detailed walking distances which are relevant to this planning application. These are reproduced in **Table 4.1**.

Table 4.1– CIHT Recommended Walking Distances

CIHT Classification	Town Centres (m)	Commuting/School/ Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

4.2.4 Currently the site is only accessible by pedestrians and cyclists via Sanderson Close. However, in the future, access points on Gordon House Road and Greenwood Place will be available in addition to Sanderson Close. Therefore, the site's accessibility considers the proposed access points. **Figure 3.2** in the previous section shows that both Gospel Oak and Kentish Town stations are well within a 500m walking distance of the site and Tufnell Park underground station is within 1,000m of the site.

Figure 4.1 – Existing Pedestrian Isochrone



4.2.5 **Figure 4.1** illustrates that Camden Town, Belsize Park, Archway and Tufnell Park are all accessible within 2.0km.

4.2.6 In addition to the existing amenities, the development proposals include retail uses and a health care centre, both of which are introducing new amenities to the site with regards to BREEAM active travel measures.

4.3 Cycle Accessibility

4.3.1 Cyclists will be able to access the site via Sanderson Close, Greenwood Place and Gordon House Road.

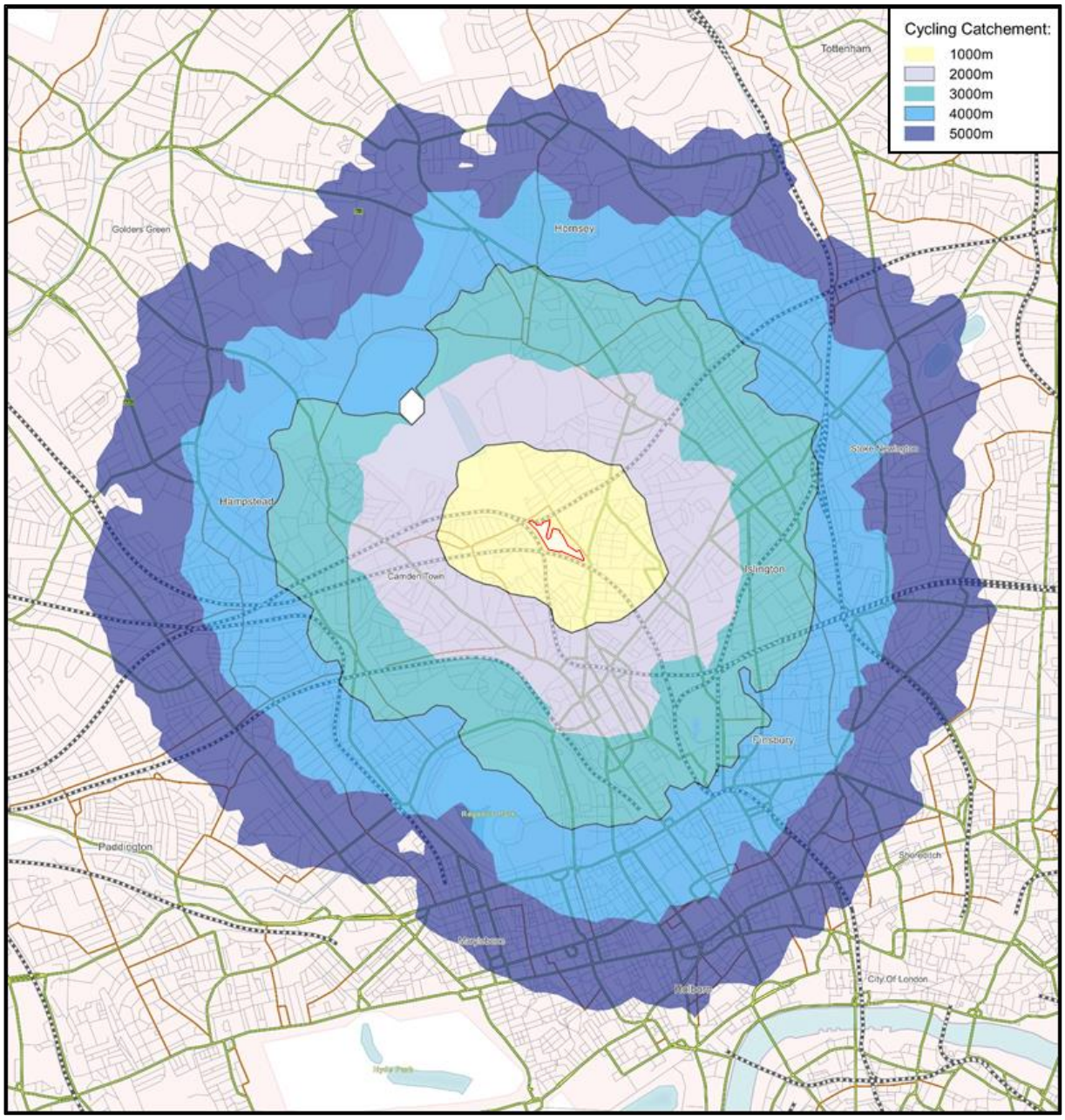
4.3.2 Within the site, cyclists travelling between the northern and southern parts of the site will have several options. One option will be the new elevated shared cycle / pedestrian route which will provide a more direct route between the northern and southern sections of the site. The alternative route will be via the Heath Line; which provides a more leisurely and indirect route.

4.3.3 Currently, the proposals include an elevated, segregated cycle route alongside a pedestrian route similar in concept to the High Line in New York. This cycle route has been designed using the LCDS to ensure radii and visibility is achieved. Speed calming measures have also been included in line with chapter 4 of the LCDS.

4.3.4 It is clear from the above that the proposed development will be permeable by cyclists. As detailed in this section there is cycle infrastructure in the immediate vicinity of the site which can be utilised by future residents and employees at the site.

4.3.5 **Figure 4.2** presents the cycle isochrones for site, including 1km to 5km catchment areas.

Figure 4.2 - Cycling Accessibility Isochrone



4.3.6 **Figure 4.2** illustrates that Camden Town and Islington are accessible within 8 minutes (2km), whilst Regents Park, Hampstead and Stoke Newington are accessible within a 16-minute cycle ride (4km). City of London, Westminster and Central Camden are all accessible within a 20-minute cycle.

4.3.7 It is evident from the above that the proposed development will be accessible by cycle.

4.4 Public Transport Accessibility

PTAL / Accessibility Index

4.4.1 Within BREEAM New Construction 2018, clarifications from the 5th May 2021 state:

"*When assessing buildings in Greater London, we would recommend using the PTAL map for the purpose of calculating the Public Transport Accessibility Index for the site, as per the link provided in the Methodology section of the manual, "Buildings in Greater London": https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-with-webcat/webcat. In this case, the Tra 01/02 tool will not be required for the assessment of this issue.*"

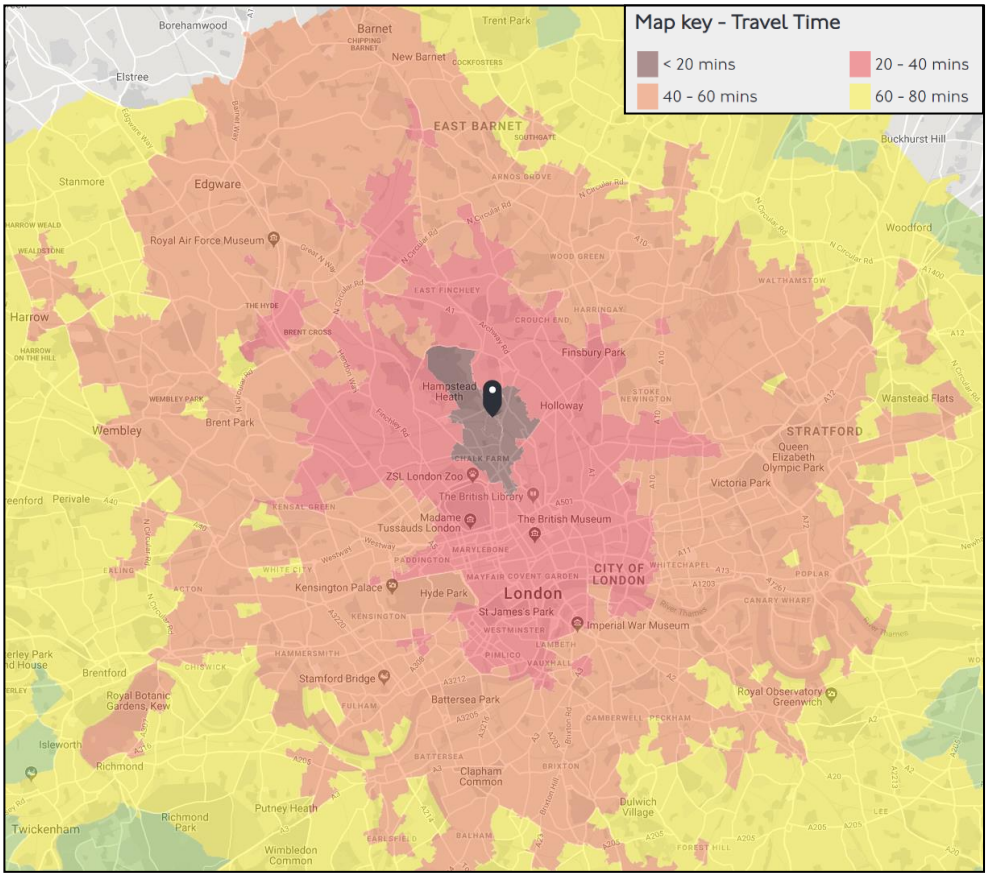
Figure 4.2 - Base Year PTAL

4.4.2 **Figure 4.4** illustrates that the existing PTAL varies significantly across the site, between 2 in the western part and 5 in the eastern part near Sanderson Close. TfL acknowledged that the private nature of the current site and lack of any public or through routes isn't reflected by the current PTAL and that opening up on the site would improve this. Curtins provided TfL with the distance of the new routes through the site, which demonstrates that the whole site would receive a PTAL of 5 once completed.

4.4.3 Given the high accessibility of the site, this is expected to equate to an AI of over 40 points.

4.4.4 The majority of Central London can be reached within 20 - 40 minutes by public transport, this includes but is not limited to, Westminster, City of London, London Bridge, Paddington, Vauxhall, Marylebone and Farringdon. A Time Mapping (TIM) showing destinations by journey time is shown in **Figure 4.5**.

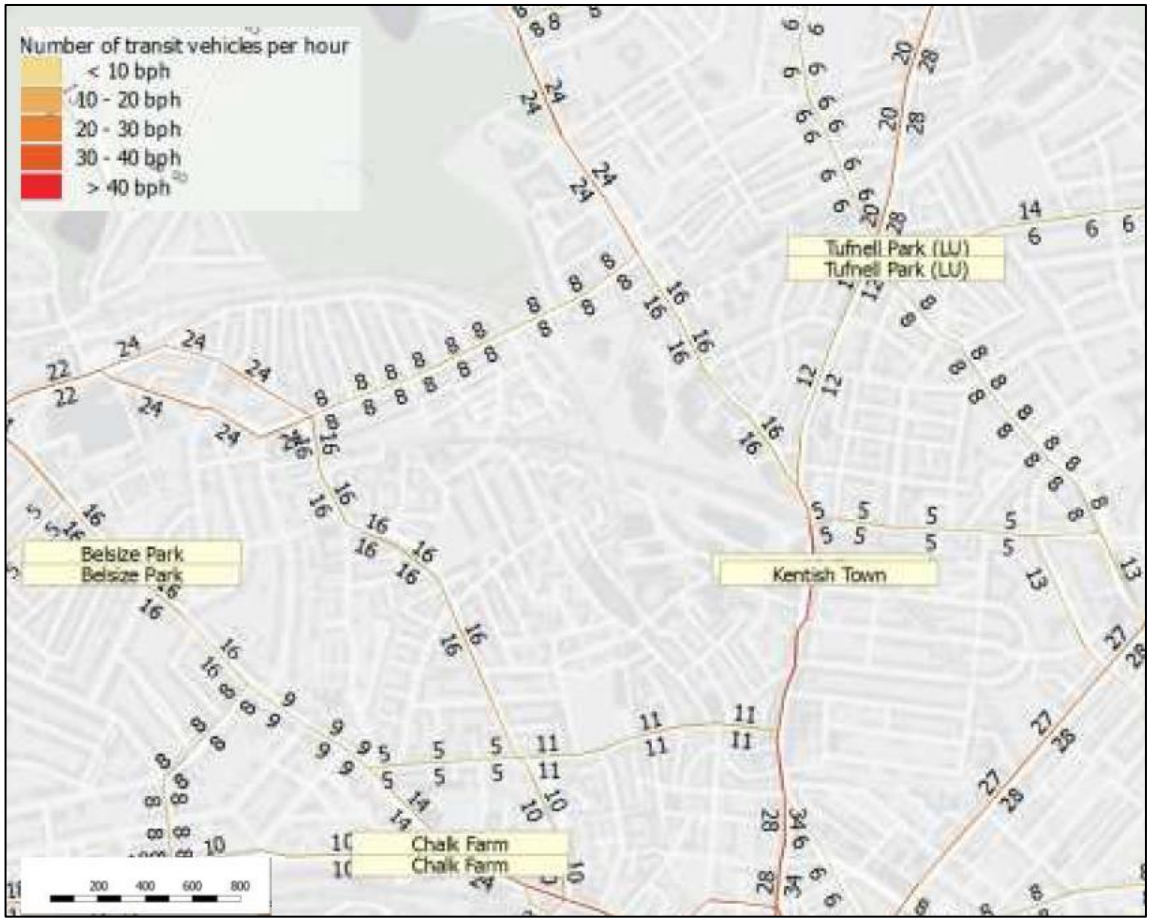
Figure 4.3 – AM Peak Public Transport Accessibility



Bus Services

4.4.5 Regular bus services operate from Gordon House Road, Highgate Road and Kentish Town Road, connecting the site to surrounding neighbourhoods and Inner and Outer London. **Figure 4.6** shows bus service frequencies adjacent to the site.

Figure 4.4 – Local Bus Service Frequency (AM Peak)



Source: Kentish Town Future Transport Context, TfL

4.4.7 The majority of bus stops in the vicinity of the site comprise sheltered flag and timetable arrangements with seating. The bus routes which operate from these stops and their frequencies are outlined in **Table 4.2**.

Table 4.2 – Bus Service Summary

Bus no.	Route	Peak Hour Frequency (each direction respectively)
C11	Brent Cross - Cricklewood - West Hampstead - Swiss Cottage - Belsize Park - Parliament Hill Fields - Archway	6
214	Highgate - Camden Town - Moorgate	8
134	North Finchley - Friern Barnet - Muswell Hill - Archway - Camden Town - Tottenham Court Road	10
393	Clapton Pond - Stoke Newington - Highbury - Holloway Road - North Road - Kentish Town - Chalk Farm	5
88	Clapham – Vauxhall – Soho – Camden - Hampstead Heath	7.5

4.4.8 **Table 4.2** illustrates that circa 37 bus services operate in the vicinity of the site, providing services to destinations including City of London, Central Westminster, Tottenham, Leicester Square, Tottenham Court Road, Hackney and Hampstead.

London Underground, Overground and Rail Services

London Underground

4.4.9 Kentish Town is the closest London Underground station to the development, situated approximately 300m from Greenwood Place entrance. The station is on the High Barnet branch of the Northern Line between Camden Town and Tufnell Park and is within Travelcard Zone 2. Other nearby London Underground stations within walking distance of the site include Tufnell Park (600m), Belsize Park (1.4km) and Chalk Farm (1.5km). The latter two stations are located on the Edgware branch of the Northern Line. **Table 4.3** summarises the weekday peak hour frequency of the underground lines accessible from Kentish Town.

Table 4.3 – London Underground Service Frequency Per Hour

Station	Approximate Distance from Site	Service	AM			PM		
			NB	SB	Total	NB	WB	Total
Kentish Town	300m	Northern Line	22	24	46	23	24	47

London Overground

4.4.10 The nearest London Overground Station to the site is Gospel Oak, located approximately 150m from the northern site access onto Gordon House Road. The station is on the North London Line and is also the western passenger terminus of the Gospel Oak to Barking line. The frequency of services that call at Gospel Oak station are summarised in **Table 4.4**.

Table 4.4 – London Overground Service Frequency Per Hour

Station	Approximate Distance from Site	Service	Peak Weekday Frequency
Gospel Oak	150m	Overground	10 per hour

National Rail

4.4.11 The nearest National Rail station to the site is Kentish Town which is served by Thameslink on the National Rail Midland Main Line between West Hampstead and St Pancras International. The frequency of services that call at Kentish Town station are summarised in **Table 4.5**.

Table 4.5 – National Rail Service Frequency Per Hour

Station	Approximate Distance from Site	Service	Peak Weekday Frequency
Kentish Town	230m	Thameslink	8-10 per hour

4.5 Local Amenities

4.5.1 In line with Table 7.6 of the BREEAM UKNC 2018, the following amenities are located within the vicinity of the site.

- ***Appropriate food outlet**:* Kentish Town High Street provides a number of different food outlets, including Iceland, Sainsburys Local, Londis, Earth Natural Foods and Tesco Express. The high street starts 235m from the Greenwood Place access point.
  A Londis is located on Highgate Road, circa 190m from the Sanderson Close access and 450m from the Greenwood Place access.
  Independent food retail units are located at the Gordon House Road / Highgate Road junction, circa 260m from the Gordon House Road access and 350m from the Sanderson Close access.
  In addition, new retail facilities will be provided within the site as part of the proposals.

- ***Access to cash:*** A cash machine is located at Sainsbury's Local on Kentish Town Road, circa 300m from the Greenwood Place access. Another cash machine is located at Londis on Highgate Road.
- ***Access to an outdoor open space:*** Hampstead Heath is located directly opposite the Gordon House Road access. The development proposals will also provide new high quality open space within the site, including the Heath Cliff.
- ***Access to a recreation or leisure facility for fitness or sports:*** Hampstead Heath accommodates a Lido, Cricket field, athletics track and sports courts. An F45 training is located on Gordon House Road, circa 120m from the site. A pure gym is located within Highgate Studios, which is located on Sanderson Close. The Basement LDN Gym is located at 39 - 51 Highgate Road.
- ***Publicly available postal facility:*** Highgate Road Post Office is located at 111 Highgate Road, circa 190m from the Sanderson Close access. A post box is located on Fortress Road.
- ***Community Facility:*** Ingestre Community Centre is located on Ingestre Road, circa 475m from the Sanderson Close access.
- ***Over the counter services associated with a pharmacy:*** Eico Pharmacy is located on Highgate Road, circa 150m from the Sanderson Close access. Hasscon Pharmacy is located on Gordon House Road, circa 120m from the site. Day Lewis Pharmacy is located on Kentish Town high street.
- ***Public sector GP surgery or general medical centre:*** Parliament Hill Medical Centre is located on Highgate Road, circa 200m from the site. A medical centre is also proposed within the site.
- ***Child care facility or school:*** Gospel Oak Primary school is located on Gordon House Road, circa 90m of the site. Bright Horizons Highgate Day Nursery is located in Highgate House on Sanderson Close.

4.6 Existing Access for Mobility Impaired Users

4.6.1 Existing access the site for pedestrians is solely via Sanderson Close. Tactile paving and dropped kerbs are provided at the junction with Highgate Road. The footway measures over 2.1m in width, which can accommodate a pedestrian and a wheelchair.

4.7 Accessibility Summary

4.7.1 The site is highly accessible by sustainable modes of transport and benefits from a PTAL rating of 5. The surrounding area exhibits good levels of pedestrian and cycling infrastructure, and there are multiple public transport opportunities within an acceptable walking distance of the site. The site is located within 500m of all amenities listed within Table 7.6 of BREEAM UKNC 2018.

5.0 Indicative Travel Patterns

5.1 Introduction

5.1.1 This section establishes the baseline mode shares for both the employment and residential uses and sets the overarching objectives and targets for the FTP.

5.2 Travel Patterns for Existing Users at the site

5.2.1 Traffic counts were undertaken at the site access points in 2019 prior to the Covid-19 pandemic.

Table 5.1 - Existing Travel Patterns (25th March 2019)

Mode	%
Drive car / LGV	41%
Drive HGV / OGV / PSV	7%
Motorcycle	0%
Cycle	1%
Pedestrian	50%

5.2.2 **Table 5.1** illustrates that the highest proportion of people arriving and departing the site did so by foot (50%), followed by car / LGV (41%). Only 1% of people travelled by bike.

5.2.3 Of the 50% that arrived by foot, it is acknowledged that a proportion of these will have firstly travelled by bus, London Underground, London Overground or rail.

5.3 Baseline Travel Patterns for Employment

5.3.1 To establish the mode split, 'Method of Travel to Work' extracted from census data for working in Super Output Area Camden 003 in which the site is located. The census mode share has been adjusted to account for the car-free nature of the development. The resultant mode share is set out in **Table 5.2.**

Table 5.2 - Employment Mode Share (WP703EW)

Method of travel to work	Census Mode Share	Adjusted Mode Share
Underground, metro, light rail or tram	27.1%	35.7%
Train	15.2%	20.1%
Bus, minibus or coach	11.2%	14.7%
Taxi	0.4%	0.5%
Motorcycle, scooter or moped	1.3%	1.7%
Driving a car or van	24.9%	1.0%
Passenger in a car or van	2.0%	2.7%
Bicycle	6.3%	8.3%
On foot	11.1%	14.7%
Other method of travel to work	0.5%	0.6%
All categories	100%	100%

5.3.2 For the purpose of this FTP, the mode share has been combined as follows:

- Private Vehicle (Driving a car van/Passenger in car or van)
- Public Transport (Underground, metro, light rail or tram, Train and Bus, minibus or coach, Other); and
- Active Modes (Bicycle and On foot).

5.3.3 Based on the above, the resulting mode share is presented in **Table 5.3**.

Table 5.3 – Existing Mode Share for Employment

Mode	Existing Mode Share
Private Vehicle	4%
Taxi	0.5%
Public Transport	70.5%
Active Modes	23%
Motorcycle/Scooter	2%
Total	**100%**

5.3.4 It is evident from **Table 5.3** that majority of employees (70.5%) travel by public transport, followed by active modes (24%), 4% private vehicle and 2% by motorcycle/scooter.

5.3.5 Given that the employment element is car-free and highly accessible by public transport, the focus of the employment travel plan targets will be on encouraging further uptake of active modes and reducing unnecessary staff travel.

5.4 Baseline Travel Patterns for Residential Use

5.4.1 To establish the multi modal trip generation, 'Method of Travel to Work' extracted from census data for residents living in 'Output Areas' in which the site is located. This mode share has been adjusted to account for the limited car parking on site, reducing the car mode share from 12% to 2%.

Table 5.4 – Residential Mode Share (QS701EW)

Method of travel to work	Census Mode Share	Adjusted Mode Share
Underground, metro, light rail or tram	27%	27%
Train	9%	9%
Bus, minibus or coach	22%	22%
Taxi	0%	0%
Motorcycle, scooter or moped	1%	1%
Driving a car or van	12%	2%
Passenger in a car or van	1%	1%
Bicycle	11%	16%
On foot	16%	21%
Other method of travel to work	1%	1%
All categories	27%	27%

5.4.2 The above mode share has also been combined as set out in para 5.2.2 above and the resultant mode share is summarised in **Table 5.4.**

Table 5.5 – Residential Mode Share (QS701EW)

Mode	Existing Mode Share
Private Vehicle	3%
Taxi	0%
Public Transport	58%
Active Modes	38%
Motorcycle/Scooter	1%
Total	**100%**

5.4.3 **Table 5.5** indicate that 58% of future residents will travel by public transport, 38% by active modes, 3% by private car and 1% by motorcycle/scooter.

5.4.4 The site has limited car parking and is highly accessible by public transport, therefore the focus of the residential travel plan targets will be on encouraging the further uptake of active modes.

5.4.5 The mode shares shown in **Tables 5.4** and **5.5** will be used as an interim baseline until the 'actual' baseline is determined by a travel survey once the buildings are occupied. The baseline travel survey is to be completed within six months of the employment site becoming operational and 75% occupation for the residential element to ensure that the TP can be informed as early as possible.

6.0 Measures and Initiatives for Employment

6.1 Introduction

6.1.1 This section of the FTP sets out the measures and initiatives that will be implemented in the employment travel plan to encourage the uptake of active travel and decrease the overall number of unnecessary trips made by employees.

6.1.2 It will be the responsibility of the Travel Plan Coordinator (TPC) to ensure the following measures are implemented and that the TP is on track to achieve the travel mode share targets.

6.1.3 It is envisaged that each occupier will develop their own travel plan based on the measures set out below.

6.2 Hard Measures

6.2.1 Long and short stay cycle parking will be provided in line with the London Plan. Long stay cycle parking will be located within secure storage rooms within each building, whilst short stay cycle parking will be dispersed throughout the public realm, near entrances to each building.

6.2.2 Showers, lockers and changing facilities will be provided within each building for staff who cycle, run or walk to work.

6.2.3 Only disabled parking and operational parking will be provided as part of the proposals. Therefore, unless staff require a car due to mobility and sight impairment, they will be unable to park within the site. This will encourage staff to travel sustainably.

6.2.4 New access points will be created on Gordon House Road and Greenwood Place, creating a new through route from Highgate Road to Gordon House Road.

6.2.5 New pedestrian and cycle routes are proposed through the site, making the environment for those travelling by active modes more attractive.

6.2.6 The development proposals include a range of different uses including retail, greenspace, food / drink, health care etc. therefore a number of amenities are located within a short walking distance.

6.3 Reducing the Need to Travel

6.3.1 Current national land use and transport planning policies are designed to reduce the need to travel by integrating land use and movement issues. Such thinking can be extended by examining working practices with a view to reducing the developments overall travel requirements.

Flexitime

6.3.2 Flexible working hours enable staff members to do their work at times that more readily suit their lives. This often results in staff members arriving and departing outside of the network peak hours, thereby reducing the demand on the local transport network. Flexible working should be encouraged where possible.

Videoconferencing

6.3.3 Videoconferencing technology has allowed employees to continue working during COVID restrictions.

6.3.4 Post COVID restrictions, the principal impact of this type of collaborative working is to reduce business-related travel, which can have a significant productivity benefit when distances are large. Increasing the use of these facilities within offices and workplaces will likely lead to a reduction in travel by future employees at the site.

6.4 General Measures

6.4.1 All staff will receive a copy of the final TP with an induction pack, when they start to work at the site. Such packs can be critical in influencing travel patterns. The contents of the packs could include:

- Introduction to the TP concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Maps showing local walking / cycling routes and places of interest;
- Details of public transport services, including timetables and routes; and
- Details of the Travel Plan Co-ordinator.

6.4.2 The information above will be displayed on the development's website, or on a notice board to be placed in a communal area, such as in the reception areas. Visitors to the site will also be made aware of their travel options when booking an appointment, and encouraged by staff to travel on foot, by cycle or via public transport services.

6.5 Walking Measures

6.5.1 The following measures will be considered in order to encourage future staff members based at the development to walk for part of or the entirety of their commute:

- Raise awareness of the health benefits of walking via the Information Packs given to new staff;
- The promotion of a 'walking buddy' scheme to staff travelling to similar locations;
- Provision of personal safety alarms for staff to enhance safety when walking;
- Staff notice boards showing local pedestrian routes;
- Clear signing of pedestrian routes within and adjacent to the site; and
- Promote the GoJauntly app for journey planning on foot.

6.6 Cycling Measures

6.6.1 The following measures will be considered in order to encourage future staff members based at the development to cycle for part of or the entirety of their commute:

- Promotion of the long-stay cycle parking store and showers/changing facilities on-site;
- Promotion of cycle training and membership organisations such as LCC, CTC (Cycling UK), British Cycling (and related programmes to engage people in cycling),
- Information on the local cycle network routes made available through Induction Packs;
- Promotion of London Cycle Guides, Cycle Streets Journey Planner, and TfL Cycle Journey Planner;
- Provide communal bike repair kits in cycle storage rooms;
- Organise a Dr Bike session for staff to get their bikes fixed;
- Promotion of cycle security and bike marking schemes to reduce bike theft;
- Promotion of HGV/cycle safety;
- Promote Cycle scheme salary sacrifice scheme to promote bike ownership;
- Promotion of Love to Ride (London Cycle Challenge);
- Setting up of a Bicycle User Group (BUG);
- Promotion of events such as "National Bike Week";
- Promotion of apps to facilitate mobile handset planning of public transport trips and awareness of network issues and problems;
- Promote of TfL's 'Cycle Skills' course which is available to anyone who lives, works or studies in London; and
- Ensure the cycle stores are well maintained.

6.7 Public Transport Measures

6.7.1 It has been demonstrated throughout this FTP that the site is very accessible by public transport and that there are further opportunities for wider public transport travel throughout Greater London.

6.7.2 The majority of residents are expected to travel by public transport, therefore, the following measures will be considered to maintain this high level of usage:

- Distribute details of the TfL Journey Planning tool for London. Future residents can utilise the TfL website at https://tfl.gov.uk/plan-a-journey;
- Provide up to date bus details including timetables/contact information in the welcome packs; on residents notice boards;
- Advertise any promotions/discounts offered by public transport operators;
- Limited time discount tickets could be provided in the previously discussed welcome packs.
- Promotion of apps (Oyster, Citymapper, UK Bus Checker) that provide updates on trains and buses; and

- Offering interest free loans on those purchasing season tickets.

6.8 Measures to Promote Operational Related Transport Efficiencies

6.8.1 The primary operational transport related to the development is the delivery of goods and the removal of waste for all land uses.

6.8.2 Once occupied a full audit will be undertaken of deliveries with a view to reducing the number of trips by either having consolidated deliveries or reducing the number of waste collections.

6.8.3 This will involve encouraging suppliers and delivery contractors to partake in the FORS scheme, which provides a quality and performance benchmark for deliveries to the site. Additionally, managing the timings and number of the deliveries, and limiting the size of vehicles delivering to the site, will be undertaken.

7.0 Measures and Initiatives for Residential Use

7.1 Introduction

7.1.1 This section of the FTP sets out potential initiatives that could be introduced to encourage sustainable modes of travel for the residential element of the development.

7.1.2 Given the limited car parking availability, the main TP objective is to maintain a low level of car use and encourage a commitment to more sustainable travel, a series of measures and proposals have been developed to achieve this goal.

7.2 Hard Measures

7.2.1 Long and short stay cycle parking will be provided in line with the London Plan. Long stay cycle parking will be located within secure storage rooms within each building, whilst short stay cycle parking will be dispersed throughout the public realm, near entrances to each building.

7.2.2 Only disabled parking will be provided as part of the proposals. Therefore, unless residents hold a blue badge, they will be unable to park within the site. This will encourage residents to travel sustainably.

7.2.3 New access points will be created on Gordon House Road and Greenwood Place, creating a new through route from Highgate Road to Gordon House Road.

7.2.4 New pedestrian and cycle routes are proposed through the site, making the environment for those travelling by active modes more attractive.

7.2.5 The development proposals include a range of different uses including retail, greenspace, food / drink, health care etc. therefore a number of amenities are located within a short walking distance.

7.3 Minimising Car Use

7.3.1 There is minimal car parking associated with the development. The majority of residents are expected to travel by public transport and active modes, however, it is important to maintain low level of car usage. The Travel Plan will include measures which can be used to encourage those with mobility impairments to travel by public transport.

7.4 Induction Pack

7.4.1 All residents would receive a copy of the welcome pack, when they first move in into the residence.

7.4.2 Welcome packs can be critical in influencing travel patterns. The contents of the packs could include:

- Introduction to the TP concept detailing objectives and aspirations;

- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Maps showing local walking / cycling routes and places of interest; and
- Details of the Travel Plan Co-ordinator (TPC).

7.4.3 The information above will be displayed on the development's website, or on a notice board to be placed in a communal area, such as in the reception areas. Visitors and prospective residents to the site will also be made aware of their travel options available through the website or when booking appointments.

7.5 Walking Measures

7.5.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual.

7.5.2 It has been demonstrated throughout this FTP that there is an existing good level of pedestrian infrastructure in the surrounding area. The development proposals also include the provision of new pedestrian infrastructure to enhance the accessibility of the site by pedestrians.

7.5.3 In addition to the pedestrian infrastructure proposed as part of the development, the following measures will be considered in order to encourage residents to walk:

- Raise awareness of the health benefits of walking. This will be via the Information Packs given to new residents.
- Promote the GoJauntly app for journey planning on foot.
- The promotion of a 'walking buddy' scheme to residents travelling to similar locations;
- A notice board showing local pedestrian routes, including public footpaths; and
- Clear signing of pedestrian routes within and adjacent to the site.

7.6 Cycling Measures

7.6.1 It has been demonstrated that the site is accessible by cycling. The development proposals also include infrastructure to enhance cycling for future users of the site.

7.6.2 To further encourage cycling as a mode of transport, the measures below will be considered;

- Information on the local cycle network routes made available through the previously discussed welcome packs;
- Provide communal bike repair kits in cycle storage rooms;
- Organise a Dr Bike session for residents to get their bikes fixed;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk;

- Local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness of this mode of travel;
- Arrange cycle training and maintenance lessons for those not confident about cycling or simply wish to find out more;
- Promotion of events such as "National Bike Week" via the site notice board;
- Reasonable endeavours will also be made to induce local cycle retailers to provide discounts on cycles, cycle equipment and servicing to residents;
- Encourage residents to ask about the Cycle2Work scheme; and
- The setting up of a Bicycle User Group (BUG).

7.7 Public Transport Measures

7.7.1 It has been demonstrated throughout this FTP that the site is very accessible by public transport and that there are further opportunities for wider public transport travel throughout Greater London.

7.7.2 The majority of residents are expected to travel by public transport, therefore, the following measures will be considered to maintain this high level of usage:

- Distribute details of the TfL Journey Planning tool for London. Future residents can utilise the TfL website at https://tfl.gov.uk/plan-a-journey;
- Provide up to date bus details including timetables/contact information in the welcome packs; on residents notice boards;
- Advertise any promotions/discounts offered by public transport operators;
- Inform residents of TfL's Travel Mentoring service, who offer advice on planning a journey using an accessible route for those with mobility impairments;
- Inform residents that freedom passes are available to residents over 60 or those with a long-term disability. All wheelchair and mobility scooter users travel free on buses and trams;
- Limited time discount tickets could be provided in the previously discussed welcome packs; and
- Promotion of apps (Oyster, Citymapper, UK Bus Checker) that provide updates on trains and buses.

7.8 Managing Car Use

7.8.1 In order to encourage the use of car sharing, www.citycarclub.co.uk (affiliated to Enterprise Rent-A-Car), an existing car sharing website, will be promoted to all residents. This website is aimed at finding matches between individuals offering or seeking a spare seat on a journey to the same or a similar destination.

7.9 Car Clubs

4.3.1 Car clubs provide a cost-effective and flexible alternative to owning a car and can help tackle the challenges associated with congestion and environmental pollution.

4.3.2 Car clubs are seen to be cost-effective and sustainable tools that will be promoted as part of the Travel Plan. Vehicles are booked for as long or as little as people need them, giving residents a more sustainable and cheaper alternative to car ownership. Joining a car club provides the convenience of owning a car without the hassle or costs of repairs, servicing or parking.

4.3.3 Enterprise Car Club (www.enterprisecarclub.com) and Zipcar (www.zipcar.com) offers memberships in London with a variety of cars parked in designated bays at many locations in the vicinity of the site, as shown in **Figure 3.5.**

8.0 Travel Plan Targets

8.1 Introduction

8.1.1 This section of the FTP identifies targets that will help to guide the TP in meeting its objectives.

8.1.2 As a direct result of the 'measures' to be introduced, a number of mode share targets have been set to maintain low car use, reduce public transport use and encouraging active forms of travel.

8.2 Travel Plan Targets

8.2.1 The TP indicative targets are based on SMART principles:

- Specific (identify what is to be achieved);
- Measurable (over the target period);
- Achievable (linked to overall objectives and aims);
- Realistic (must be achievable over time allocated); and
- Timed (a defined action plan including dates for achievement).

8.2.2 Setting SMART targets is essential to provide a purpose and focus for the TP. A number of targets have been adopted. These targets are divided amongst those relating to delivering outputs and those related to achieving outcomes as explained below;

- **Output targets** – These targets relate to the implementation of the measures to be introduced as part of the Travel Plan (TP). They would help to ensure that the TPC remains on course with the delivery of the different measures contained within this TP;
- **Outcome targets (modal shift)** – These targets relate to the effect of implementing the TP measures and will include for example reducing the overall proportion of journeys being undertaken from the site by car.

8.3 Output Targets

8.3.1 Details of the output targets, responsibilities for delivery and associated time scales are outlined in **Table 8.1.**

Table 8.1 – Output Targets

Output Target	Responsibility	Timescale
Appoint and fund a site Travel Plan Coordinator	Operator	Upon appointment of TPC
Ensure cycle parking is adequate to accommodate the demand	Operator	
Prepare Inductions Packs	TPC	Upon appointment of TPC
Promote travel planning measures	TPC	Upon appointment of TPC
Undertake first travel survey	TPC	Within 6 months of first occupation or 75% occupation of residential units.
Analyse results of travel survey and provide reports	TPC	Following monitoring phase
Inform residents of sustainable travel modes to the site and display travel information in strategic area visible to all residents	TPC	Upon appointment of TPC
Inform staff of sustainable travel modes to the site and display travel information in strategic area visible to all employees	TPC	Upon appointment of TPC
Continue to promote the travel plan and it's aims and objectives through various channels, to reach to 100% of staff and residents	TPC	Upon appointment of TPC and ongoing
Yearly sustainable travel campaigns	TPC	Upon appointment of TPC and ongoing

8.4 Indicative Future Mode Split Targets

8.4.1 The suggested targets represent what is considered to be an achievable increase in sustainable travel by residents or employees as a result of the introduction of the TP. These targets are based on the initial mode share derived from existing travel patterns for developments of similar nature, detailed in chapter 5.

8.4.2 The Mayor's Transport Strategy aims for 80% of all trips to be undertaken by public or active modes of transport. The site is well connected by public transport and pedestrian/cycle infrastructure and therefore this is considered achievable.

8.4.3 The targets set out below are applicable to able body and disability impaired persons. Therefore, the targets have been developed to achieve modal shift from private vehicles to public transport and active modes (walking and cycling).

8.4.4 The resultant target mode shares are set out in **Tables 6.2 and 6.3** for employment and residential use respectively.

Table 8.2 – Indicative Future Mode Split Targets for Employment Use

Mode	Existing Mode Share	Year 3	Year 5	Targets
Private Vehicle	4%	-1%	-1%	2%
Taxi	0.5%	0%	0%	0.5%
Public Transport	70.5%	-2%	-2%	66.5%
Active Modes	24%	3%	3%	30%
Motorcycle/Scooter	2%	0%	0%	2%
Total	**100%**	**0%**	**0%**	**100%**

Table 8.3 – Indicative Future Mode Split Targets for Residential Use

Mode	Existing Mode Share	Year 3	Year 5	Targets
Private Vehicle	3%	-1%	-1%	1%
Taxi	0%	0%	0%	0%
Public Transport	58%	-2%	-2%	54%
Active Modes	38%	3%	3%	44%
Motorcycle/Scooter	1%	0%	0%	1%
Total	**100%**	**0%**	**0%**	**100%**

The above tables are subject to rounding.

8.4.5 The targets above are to decrease private car use by 2% and increase public transport by 4%, with the remainder of the residents/employees transferring to active modes.

8.4.6 Where possible, residents/employees will be encouraged to travel by active modes instead of by public transport. The level of cycle parking proposed will be monitored to ensure any increase in demand as a result of the implementation of this TP is met.

8.4.7 A separate target that is linked to the mode split is to ensure 100% of residents are aware of the travel plan and its aims and objectives by the end of Year 1.

8.5 Conclusion

8.5.1 In summary, the above targets have been set to encourage sustainable forms of travel for all future users of the site.

9.0 Management and Review

9.1 Introduction

9.1.1 This section discusses the role of the Travel Plan Coordinator and sets out the Travel Plan monitoring and review processes.

9.1.2 Overall responsibility for the TP will lie with the site management team. The initiatives outlined in this document need to be considered in detail and implemented in advance of occupation.

9.2 Appointment of a Travel Plan Coordinator

9.2.1 A site wide Travel Plan Coordinator (TPC) will be appointed by the site management team and will be responsible for ensuring all tenants and their respective staff members are aware of the relevant TP measures and mode share targets.

9.2.2 It is envisaged that a TPC will be appointed for the residential element and each employer on the site will have their own TPC appointed. These individual TPCs will report to the site wide TPC.

9.2.3 The day to day responsibility for the TP, its publicity and operation lies with the individually appointed TPCs.

9.2.4 The sitewide TPC will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Overall management of the TP;
- Promotion of the TP's aims and objectives;
- Implementation of the specific measures identified in the plan;
- Identification and appraisal of further measures supporting the objectives;
- Collation and dissemination of transport information to all residents;
- Co-ordination and liaison with local authority, public transport operators, adjacent organisations and interests, and so on; and
- Preparation of annual report reviewing progress and updating the plan as necessary for submission to the local authority.

9.2.5 The details of the appointed sitewide TPC will be confirmed prior to occupation and their contact details shared with Travel Planning Officers at LBC.

9.3 Monitoring and Evaluation

9.3.1 The TPC shall be responsible for the ongoing monitoring of the TP to determine the effectiveness of the measures and initiatives implemented. The following aspects of the TP will be monitored:

- Use of cycle parking facilities – monitoring will be undertaken annually by the TPC, this will involve visual surveys of the number of cycle parking spaces in use and through questions in the annual travel survey.
- Travel Surveys – Travel surveys will be undertaken annually. The initial travel survey will be undertaken within six months of the development becoming operational, and then annually once the full travel plan has been approved by LBC and implemented. Once the TP has been implemented the travel surveys should include questions on the usefulness of the Welcome Packs, notice boards and website and also should have feedback questions to allow for improvement suggestions.
- Deliveries Audit – Once occupied a full audit will be undertaken of deliveries with a view to reducing the number of trips by either having consolidated deliveries or reducing the number of waste collections. Reference should be made to the site DSP objectives.

9.4 Data Collection and Analysis

9.4.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys.

9.4.2 In order to understand travel habits, travel surveys would be distributed to all residents within 6 months of 75% occupation. Recipients will be encouraged to participate, and the surveys would extract the following key information:

- Place of work for residents;
- Place of residence for staff;
- Usual mode of travel and reason for modal choice;
- Attractiveness of various sustainable modes;
- Any barriers to sustainable modes; and
- Initiatives that would encourage all users to travel more sustainably.

10.0 Action Plan

10.1 Introduction

10.1.1 This section details the mechanisms by which the TP will be secured and provides an Action Plan for the implementation of the identified measures including time frames and responsibilities.

10.1.2 Failure to meet targets and deliver incentives will result in non-conformity and the Local Authority will repeat the assessment process at the cost of the development until they are satisfied that all measures and targets have been reached.

10.1.3 **Table 10.1** below sets out the proposed implementation plan for this FTP, explaining:

- How the management structure for the TP will be established, associated timeframe and responsibility;
- The implementation of stated measures and initiatives; and
- The monitoring procedures and promotion of the TP.

Table 10.1 - Action Plan

Action	Indicator	Target Date	Responsibility
Appoint Site wide TPC	Development nearing completion	Within 3 months of commencement of marketing	Management
Appoint Individual TPCs	Sitewide TPC appointed	Within 3 months of occupation	Management
Produce Welcome Packs	TPCs appointed	Occupation of development	TPCs
Undertake Initial Travel Surveys	First occupation or 75% of residential units occupied.	Within 6 months of first occupation or 75% of residential units occupied.	TPCs
Decide Modal Split Targets	Receipt of initial Travel Surveys	Within one month of receiving the initial surveys	TPC in conjunction with LBC
Update FTP to a full Travel Plan	Once Modal Split Targets are agreed with LBC	Within two months of agreeing modal splits with LBC	TPCs
Present Annual Monitoring Report	Once full Travel Plan is approved by LBC	Annually for at least three years following the agreement of targets with LBC	TPCs

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