

# 65-69 Holmes Road

## Student Travel Plan

October 2021

## Quality information

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## Table of Contents

<b>1.</b>	<b>Introduction</b> .....	<b>6</b>
1.1.	Context .....	6
1.2.	Travel Plan Benefits .....	7
1.3.	Structure .....	7
<b>2.</b>	<b>Development Proposals</b> .....	<b>8</b>
2.1.	Approved Development .....	8
2.2.	Proposed Development .....	8
2.3.	Site Access .....	8
2.4.	Car Parking.....	8
2.5.	Cycle Parking.....	8
<b>3.</b>	<b>Policy Review</b> .....	<b>10</b>
3.1.	Policy Guidance .....	10
3.2.	National Policy Context.....	10
3.3.	Regional Policy Context.....	10
3.4.	Local Policy Context .....	12
<b>4.</b>	<b>Site Accessibility</b> .....	<b>14</b>
4.1.	Context .....	14
4.2.	Services and Amenities.....	14
4.3.	Public Transport Accessibility Level (PTAL) .....	14
4.4.	Walking and Cycling .....	14
4.5.	Bus.....	15
4.6.	London Underground .....	15
4.7.	National Rail .....	15
4.8.	Car Club.....	16
4.9.	Summary .....	16
<b>5.</b>	<b>Aims and Objectives</b> .....	<b>17</b>
<b>6.</b>	<b>Targets</b> .....	<b>18</b>
6.1.	Targets .....	18
6.2.	Action Targets .....	18
6.3.	Quantitative Targets .....	18
<b>7.</b>	<b>Travel Planning Measures</b> .....	<b>20</b>
7.1.	Introduction .....	20
7.2.	Measures to Encourage Walking .....	20
7.3.	Measures to Encourage Cycling .....	20
7.4.	Measures to Encourage Public Transport .....	21
7.5.	Car Club.....	21
7.6.	Car Parking.....	21
7.7.	Marketing and Promotion.....	21
<b>8.</b>	<b>Monitoring and Management</b> .....	<b>23</b>
8.1.	Introduction .....	23
8.2.	Monitoring .....	23
8.3.	Management.....	24
8.4.	Travel Plan Funding.....	24
<b>9.</b>	<b>Summary</b> .....	<b>25</b>

Appendix A Site Layout ..... 26  
Appendix B PTAL Report..... 27  
Appendix C Action Plan..... 28

## Tables

Table 4-1: Bus Services and Frequencies ..... 15  
Table 4-2: Kentish Town Train Services, Frequencies and Duration ..... 16  
Table 6-1 Mode Shares for Kentish Town Ward ..... 19  
Table 6-2 Forecast Modal Shares for the Development (Initial Targets)..... 19

# 1. Introduction

## 1.1. Context

This update to the Student Travel Plan (STP) has been prepared by AECOM on behalf of Hallmark Property Group to support the proposals for an extension to the existing student accommodation development 'The Stay Club' at 65-69 Holmes Road, Camden NW5 3AU to provide an additional 25 single student accommodation rooms. A site location plan is included at **Figure 1-1**.

The consented development was approved on the 6<sup>th</sup> March 2014 for the '*Erection of part seven, part three storey building above two basement levels to provide student accommodation comprising 273 units, with ancillary facilities (sui generis), warehouse (Class B8) at basement and ground floor levels and coffee shop (Class A1) at ground floor level following the demolition of existing B8 buildings*' (ref: 2013/7130/P) on the site of the former Magnet showroom.

An updated scheme comprising 341 rooms and 439 bed spaces was approved in May 2016 (ref: 2015/5435/P) and a STP was submitted in August 2016 to address the s106 conditions associated with the approved application 2015/5435/P.

The proposed development would bring the total provision of student accommodation to 366 rooms and 464 bed spaces.

This Travel Plan is concerned with the student accommodation element of the development only. The student accommodation and the travel plan are managed by The Stay Club, who are a separate but associated company of Hallmark Property Group. Contact details for the Travel Plan Coordinator are provided in this document.

### What is a Travel Plan?

A Travel Plan is an integrated 'tool' that seeks to set out the framework for, and strategy by which, the dwellings and associated facilities located on site will seek to encourage and enhance sustainable travel by both residents and their visitors.

This STP is therefore an essential component in demonstrating Hallmark Property Group and The Stay Club's commitment to minimising the impact of the development on the local transport network through encouraging the considered use of transport in the day-to-day travel of residents and visitors of the site.

The key focus of the STP is as follows:

- To identify initiatives and measures to encourage sustainable travel;
- To reduce the need to travel in the first instance; and
- To promote the more efficient use of the car where travel by private motor vehicle is required.

The scope of this travel plan focuses on the student accommodation residential development; however, it also attempts to influence through the infrastructure put in place, other users travelling to and from the site, such as visitors.

## 1.2. Travel Plan Benefits

Hallmark Property Group is keen to ensure that the proposed development provides the appropriate conditions and support so that all forms of movement to and from the development are encouraged to occur in a manner that is sustainable, thereby assisting in managing the impact of the development on the local road network.

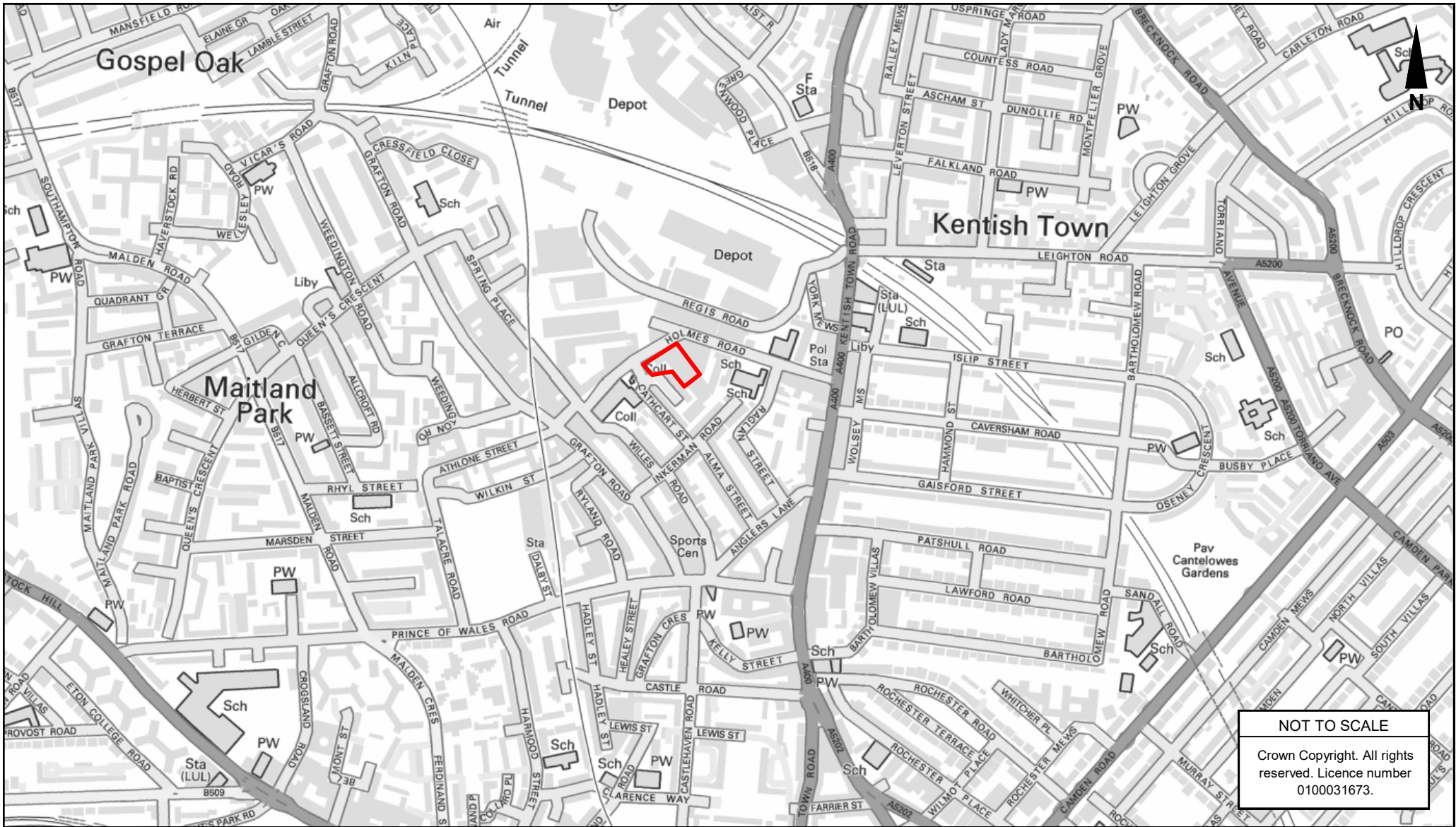
The purpose of this strategy is to ensure that site users, and in particular student residents (the primary occupants of the development), can realise the following benefits both in the short and longer term:

- Improved travel choices and access to key facilities;
- Local environmental improvements from reduced congestion, pollution and noise; and,
- Opportunities for active and healthy travel.

## 1.3. Structure

The remainder of the report is structured as follows:

- **Section 2** outlines the development scheme;
- **Section 3** presents the relevant policy guidelines;
- **Section 4** outlines the sites accessibility;
- **Section 5** outlines a series of aims and objectives;
- **Section 6** sets out the initial targets for the travel plan;
- **Section 7** sets out the travel planning measures;
- **Section 8** presents the monitoring and management strategy, including the travel plan targets; and
- **Section 9** summarises the report.



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Site Location

Figure 1-1





## 2. Development Proposals

### 2.1. Approved Development

The redevelopment of the Magnet showroom was approved on the 6<sup>th</sup> March 2014 for the ‘erection of part seven, part three storey building above two basement levels to provide student accommodation comprising 273 units, with ancillary facilities (sui generis), warehouse (Class B8) at basement and ground floor levels and coffee shop (Class A1) at ground floor level following the demolition of existing B8 buildings.’ (ref: 2013/7130/P).

An updated scheme was approved in May 2016 (ref: 2015/5435/P), comprising 341 rooms (with 439 bed spaces), a coffee shop, B8 Warehouse space and a double height goods yard.

### 2.2. Proposed Development

It is proposed to build an extension to the seventh floor of the existing development with a floor area of 552sqm in order to provide an additional 25 single student bedrooms bringing the total number of rooms to 366 and the total number of bed spaces to 464. There are no proposed changes to the consented B8 Warehouse land use as part of this application.

### 2.3. Site Access

The development site itself is only accessible to pedestrians (and dismounted cyclists). All deliveries and servicing to the development currently take place via the service yard to the rear of the buildings at ground floor level, which is accessed from Cathcart Street. The car park crossover at Cathcart Street is used as the main access point to the development for all delivery and service vehicles, as shown in the site layout plan included at **Appendix A**. Emergency vehicles can access the site via Holmes Road or Cathcart Street.

There are four pedestrian access points to the development. The access to the northeast end of the development facing Holmes Road is for student residents, with the remaining two entrances on Holmes Road for entrance to the coffee shop and the showroom. A further pedestrian entrance is provided on Cathcart Street for use by B8 related staff as well as for deliveries, refuse collection and servicing.

### 2.4. Car Parking

The development is car free, with the exception of servicing and deliveries. No vehicle parking is provided on site for staff, students or visitors of the development and no parking is proposed for the additional 25 student accommodation units.

This is in accordance with Policy T2 of Camden’s Local Plan which states that ‘*the Council will limit the availability of parking and require all new developments in the borough to be car-free*’. In addition, the high public transport accessibility of the site (reflected by PTAL level 5, see **Appendix B**) shows that there are many alternatives to the private car and that the provision of no parking spaces can be deemed appropriate.

The surrounding roads are within the LBC Controlled Parking Zone and all on-street parking (other than for disabled users and motorcyclists) is pay and display.

### 2.5. Cycle Parking

The consented development set out proposals for a total of 284 cycle parking spaces provided at the site for students, employees and visitors, broken down as follows:

- Student Accommodation - 258 cycle parking spaces plus 10 spaces for visitors to the student hall of residence;
- B8 Warehouse – 16 spaces for employee and visitor use

An additional 30 cycle parking spaces will be provided on site for the additional 25 student accommodation units, which is in line with both the Draft London Plan guidance (1 cycle parking space per studio) and Camden Planning Guidance, which states that the Council will seek an additional 20% of spaces over and above the London Plan standard.

## 3. Policy Review

### 3.1. Policy Guidance

To inform the updated STP, a review of relevant national, regional and local transport policy has been undertaken in order to identify any changes since the original STP was prepared in August 2016. This includes the following documents, with further detail on each provided below:

- National Planning Policy Framework (July 2021)
- The London Plan (March 2021)
- Mayor's Transport Strategy (March 2018)
- LB Camden Local Plan (July 2017)
- Camden Transport Strategy (April 2019)
- Camden Planning Guidance: Transport (March 2019)

### 3.2. National Policy Context

#### National Planning Policy Framework (July 2021)

The National Planning Policy Framework (NPPF) was revised on 20th July 2021 and sets out the government's planning policies for England and how these are expected to be applied. This revised Framework replaces the previous National Planning Policy Framework published in March 2012, revised in July 2018 and updated in February 2019.

The NPPF highlights the importance that transport infrastructure and transport related policies have in facilitating sustainable development and promoting wider health and sustainability objectives. 'Section 9 – Promoting sustainable transport' outlines the key transport policy considerations. At Paragraph 102 it states that transport issues should be considered at the earliest opportunities when planning development so that:

- “The potential impacts of development on transport networks can be addressed;
- Opportunities from existing or proposed transport infrastructure and changing transport technology and usage are realised;
- Opportunities to promote walking, cycling and public transport use are identified and pursued; and
- The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains...”

It is emphasised that development should give priority to pedestrian and cycle movements, create places that are safe, secure and attractive and designed to enable charging of plugin and ultra-low emission vehicles in safe, accessible and convenient locations. It is also important that developments facilitate the efficient delivery of goods, and access by service and emergency vehicles.

### 3.3. Regional Policy Context

#### The London Plan (March 2021)

The London Plan, published in 2 March 2021 is the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years.

Policy T1 'Strategic Approach to Transport' sets out how development plans should support and facilitate the Mayor's strategic target of 80 per cent of all trips to be made by sustainable means. In doing so, development plans should 'make the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking and cycling routes, and ensure any impacts on London's transport network and supporting infrastructure are mitigated.'

Policy T2 'Healthy Streets' outlines the importance that development proposals reduce the dominance of vehicles on London's streets, be permeable by foot and cycle and connect to local walking and cycling networks as well as public transport.

Policy T5 Cycling sets out the minimum cycle parking standards addressing that:

- *'Securing the provision of appropriate levels of cycle parking which should be fit for purpose, secure and well-located. Development should provide cycle parking at least in accordance with the minimum standards' and*
- *'Cycle parking should be designed and laid out in accordance with the guidance contained in the London Cycling Design Standards, Development proposals should demonstrate how cycle parking facilities will cater for larger cycles, including adapted cycles for disabled people'.*

Policy T6 Car Parking addresses how car parking should be restricted in line with levels of existing and future public transport accessibility and connectivity.

- Car-free development should be the starting point for all development proposals, whereby there is no general parking but should still provide disabled persons parking.
- Adequate provision should be made for efficient deliveries and serving and emergency access.

Policy T6.1 Residential parking states "large-scale purpose-built shared living, student accommodation and other sui generis residential uses should be car-free".

## Mayor's Transport Strategy (March 2018)

The Mayor's Transport Strategy (MTS) is a statutory document that sets out the Mayor's transport aspirations for Greater London, with the central aim to shift modes away from the car.

One of the aims of the strategy is to ensure that regeneration and new development schemes incorporate the Mayor's principles of Good Growth, with transport delivering growth that satisfies the following principles:

- Good access to public transport;
- High density, mixed-use developments;
- People choosing to walk and cycle;
- Car-free and car-lite places;
- Inclusive, accessible design;
- Carbon-free travel; and
- Efficient freight.

The strategy places importance on Transport Assessments and Travel Plans in order to *'encourage sustainable travel, reflect the aims of the Healthy Streets approach and ensure developers take account of the need to deliver carbon-free transport in London by 2050'*.

### 3.4. Local Policy Context

#### LB Camden Local Plan (July 2017)

The Camden Local Plan sets out the Council's planning policies and replaces the Core Strategy and Development Policies. The Plan covers the period from 2016 to 2031. The overall vision of the plan is to *'make Camden a better Borough – a place where everyone has a chance to succeed and where nobody gets left behind. A place that works for everyone'*.

The vision is supported by a series of strategic objectives including the following:

- To create the conditions for growth, ensuring it takes place in the most appropriate and sustainable locations and minimises the impacts of development, and to harness the benefits of this growth so it meets the needs of Camden's communities for homes, jobs and services and preserves and enhances the borough's unique character and appearance.
- To promote sustainable transport for all and to make Camden a better place to cycle and walk around, to reduce air pollution, reliance on private cars and congestion and to support and promote new and improved transport links.
- To improve health and wellbeing of Camden's population and reduce health inequalities through good spatial planning, supporting healthier lifestyles and environmental improvements, as well as ensuring appropriate access to health facilities.
- To promote and protect the high levels of amenity and quality of life that makes Camden such an attractive, successful and vibrant place for residents, workers and visitors.

In terms of transport, Policy T1 states that the Council will promote sustainable transport by prioritising walking, cycling and public transport in the borough. Developments should improve the pedestrian environment and provide secure, accessible cycle infrastructure. All new development in the borough is required to be car-free (Policy T2) with onsite parking limited to disabled bays and essential operational or servicing needs. The Council will also promote the sustainable movement of goods and materials and seek to minimise the movement of goods and materials by road.

#### Camden Transport Strategy 2019-2041 (April 2019)

The Camden Transport Strategy aims to transform transport and mobility in Camden, enabling and encouraging people to travel sustainably. The key priorities of the strategy include:

- increasing walking and cycling;
- improving public transport in the borough;
- reducing car ownership and use;
- improving air quality; and
- making the streets and transport networks safe, accessible and inclusive for all.

The report has been prepared to respond to the Mayor of London's Healthy Streets approach, and has the title of 'Healthy Streets, Healthy Travel, Healthy Lives'. The strategy aims to increase the sustainable transport mode share in Camden from 85% (2017) to 93% (2041), with half of all residents trips to be made on foot by 2041.

#### Camden Planning Guidance: Transport (March 2019)

Camden Planning Guidance (CPG) provides support for the policies in the Camden Local Plan 2017. This document was adopted in March 2019 and replaces CPG7: Transport (September 2011).

CPG: Transport (March 2019) provides information on all types of detailed transport issues within the borough and provides the following key messages:

- Travel Plans: travel plans enable a development to proceed without adverse impact on the transport network through promoting a greater use of sustainable travel and thereby helping to tackle congestion and air pollution.
- Travel Plans: The requirements of a travel plan will be tailored to the specific characteristics of the site and nature of the development.
- Parking and car-free development: the Camden Local Plan 2017 extends car-free development to the whole of the Borough.
- Parking and car-free development: Legal agreements will be used to maintain car-free and car-capped development over the lifetime of a scheme.
- Vehicular access and crossovers: The Council will not approve applications that would cause unacceptable parking pressure, add to existing parking problems or result in negative impacts on amenity.
- Cycling facilities: The council will seek high quality cycle parking facilities for development, including redevelopments and in applications that change travel patterns and the travel profile or increase the numbers of people travelling to a site.
- Cycling facilities: applicants must provide, as a minimum, the quantity of cycle parking spaces as set out in the London Plan, of which are fully inclusive and accessible by step free access.

## 4. Site Accessibility

### 4.1. Context

This section of the STP provides an update on the site's accessibility and the availability of local services, amenities and public transport. **Figure 4-1** presents the local services and amenities in proximity of the site and **Figure 4-2** presents the opportunities for sustainable transport within the local area.

### 4.2. Services and Amenities

There are a wide range of supermarkets and convenience stores situated within close vicinity of the site, which include an Iceland and a Cooperative Food Store both located approximately 300m to the east of the site, a Sainsbury's which is located approximately 400m to the northeast of the site and Lidl located approximately 450m southeast of the site.

Kentish Town Sports Centre is located 400m to the south of the site and offers a variety of services such as a gym and swimming pools, with Talacre Community Sports Centre situated approximately 350m to the southwest of the site.

Health centres and doctor's surgeries within the local area include Kentish Town Health Centre located approximately 740m to the northeast of the site, Caversham Group Practice located approximately 650m to the southeast and the Prince of Wales Medical Centre located approximately 600m southwest of the site. Dental surgeries within the local area include A G Dentistry located 400m to the northeast and Kentish Town Urgent Dental located 700m southeast of the site.

### 4.3. Public Transport Accessibility Level (PTAL)

The site is in close proximity to a range of services and amenities as outlined above, such as supermarkets, leisure and health facilities and there are a range of travel opportunities in the local area, with bus stops within walking distance and Kentish Town Underground and rail station approximately 400m from the site.

According to TfL's WebCAT online PTAL (public transport accessibility level) calculator, the site has a PTAL of 5, which is equivalent to 'Very Good' accessibility.

WebCAT shows that the eastern section of Holmes Road has a PTAL of 6a, with Kentish Town Road acting as a public transport corridor in this area meaning that accessibility levels are higher along, and in proximity, to this route.

The associated summary PTAL report and accessibility zones within the vicinity of the site are included at **Appendix B** of this report.

Further information concerning the accessibility of the site to public transport is provided within the remainder of this chapter.

### 4.4. Walking and Cycling

Pedestrian facilities near the site provides easy access to both Camden Town centre and Kentish Town Road, where a range of services and amenities are located. Excellent pedestrian links are also available for access to local transport nodes, railway stations and bus stops. Kentish Town station is an approximate five-minute walk along Holmes Road and Kentish Town Road.

Much of Holmes Road has 3.5-metre wide pedestrian footways on both sides of the carriageway that are well maintained and lit.

The areas of Hampstead, Holloway, Camden, Primrose Hill and King's Cross are all accessible within a 2.5km cycle distance of the site. Within a 5km cycle distance of the site are Marylebone, Paddington, Kensal Rise and Cricklewood. Golders Green and East Finchley are accessible to the west; Hornsey, Stoke Newington, Islington, Shoreditch, Holborn, Soho and Bloomsbury are accessible to the east of the site.

Holmes Road itself is defined by the London Cycle Network (LCN) as a “quiet road, recommended for cyclists”. Leighton Road, approximately 400m to the east of the development is a dedicated signed route for cyclists. Other local signed cycle routes also exist near the site. Cycleway 6 begins on Kentish Town Road adjacent to Kelly Street and provides a connection along the A5202 towards Central London. See **Figure 4-2** for further detail.

## 4.5. Bus

The nearest bus stops to the site are located along Kentish Town Road. A northbound bus stop is located approximately 300m from the site (Stop KE), with southbound bus stops within 400m (Stop KB and KC). Both can be reached in five minutes or less on foot.

These bus stops currently serve five bus routes including one night bus service (88, 134, 214, 393 and N20). These routes provide connections to a range of destinations as set out in **Table 4-1**.

**Table 4-1: Bus Services and Frequencies**

Service	Route	Weekday Frequency AM Peak (0800-0900)	Weekday Frequency PM Peak (1700-1800)
88	Parliament Hill Fields – Omnibus Clapham	Every 6 – 10 minutes	Every 6 – 10 minutes
134	North Finchley Bus Station – Warren Street Station	Every 6 - 10 minutes	Every 6 - 10 minutes
214	Hampstead Lane – Finsbury Square	Every 6 – 10 minutes	Every 6 – 10 minutes
393	Upper Clapton Road – Chalk Farm	Every 10 – 13 minutes	Every 10 - 13 minutes
N20	Barnet High Street – Trafalgar Square	-	-

## 4.6. London Underground

The nearest London Underground station is Kentish Town, located approximately 400m to the northeast of the site. The station is in Zone 2 and serves the High Barnet branch of the northern line.

Northern Line trains serve Kentish Town Underground station every 2-6 minutes on weekdays. Journey times to Euston and London Bridge are 6 and 17 minutes respectively with journeys to Morden in south London likely to take 40 minutes.

## 4.7. National Rail

The nearest rail station to the site is also Kentish Town. The station operates direct Thameslink services to Luton, St Albans City, London St Pancras, Wimbledon, Sutton (London) and Orpington. **Table 4-2** provides a summary of the rail services from Kentish Town station.



**Table 4-2: Kentish Town Train Services, Frequencies and Duration**

Destination	Frequency (direct trains per hour Mon-Fri 0800-0900)	Frequency (direct trains per hour Mon-Fri 1700-1800)	Duration
St Albans	4	4	27 – 31 minutes
Sutton (London)	3	1	50 – 73 minutes
Luton	2	2	43 – 45 minutes
London St Pancras	1	1	77 minutes
Wimbledon	4	4	4 minutes
Orpington	1	1	54 minutes

The proposed development is also located approximately 550m to the northeast of Kentish Town West station. This station provides access to London Overground services between Stratford and Richmond. The journey time from Kentish Town West to Stratford is 25 minutes, with Richmond approximately 40 minutes away. Approximately eight trains per hour operate in each direction.

#### 4.8. Car Club

In recent years, car club services have become more prevalent throughout the United Kingdom, particularly within urban areas. Car clubs provide an alternative to owning or using a private car for travel, with each vehicle shared between car club members who choose to use it for specific times.

In this way, a car club provides the flexibility of having access to a private vehicle, without the associated costs and burdens (i.e. running costs, maintenance and parking / garaging) of owning one.

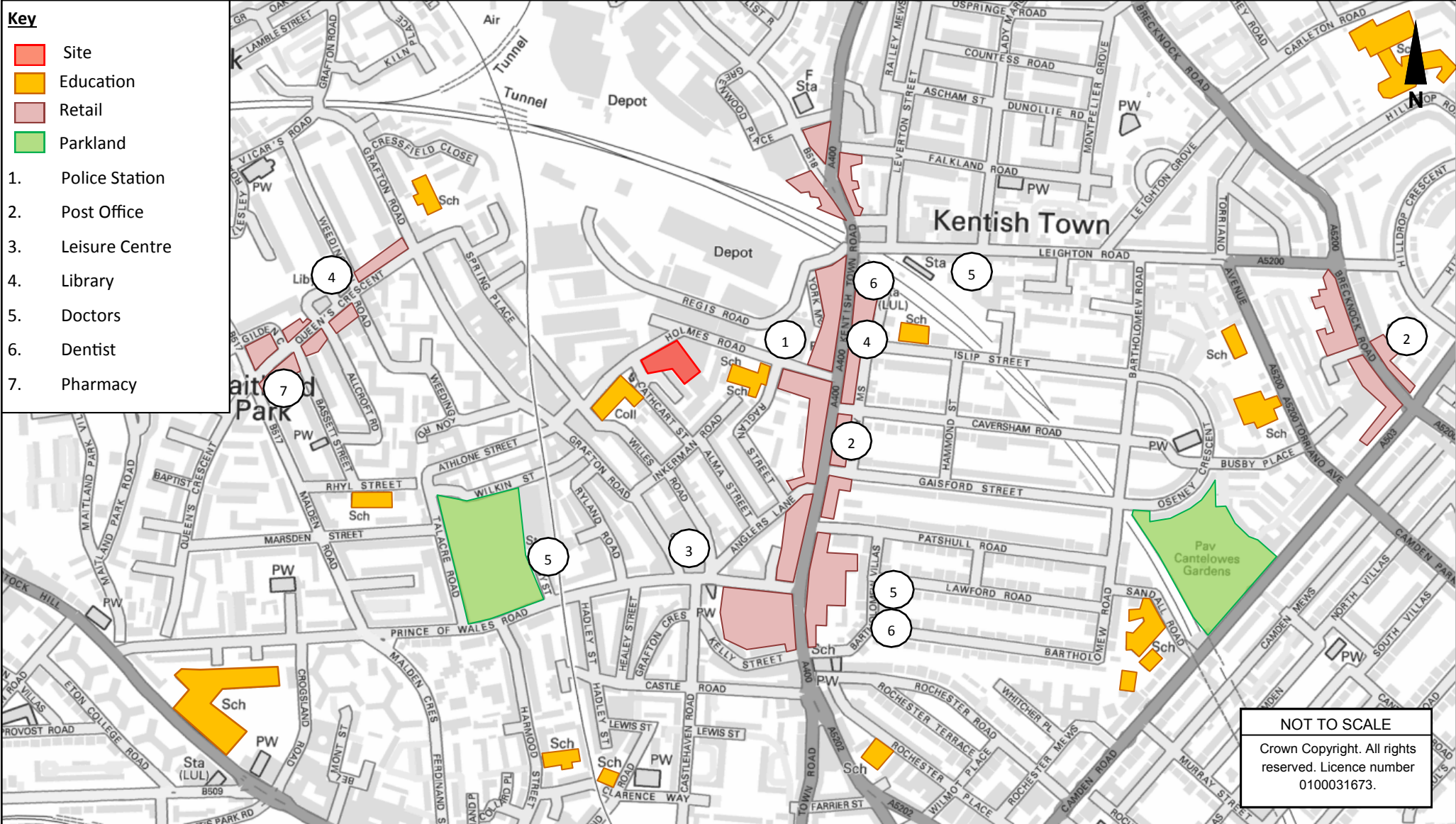
There are five car club vehicles located within a 10-minute walk of the site:

- Zipcar – one car on Prince of Wales Road 400m (5-minute walk) from the site;
- Zipcar - one car on Gaisford Street 450m (6-minute walk) from the site;
- Zipcar – one van on Falkland Road 650m (9-minute walk) from the site;
- Zipcar – one car on Bartholomew Road 750m (9-minute walk) from the site; and
- Zipcar – one car on Malden Crescent 800m (10-minute walk) from the site.

#### 4.9. Summary

To summarise, TfL's WebCAT online PTAL calculator indicates the site is located in an area of 'Very Good' public transport accessibility, with strong opportunities available for sustainable travel to and from the site. It is within walking distance of a number of local services and amenities, including supermarkets, leisure and health facilities.

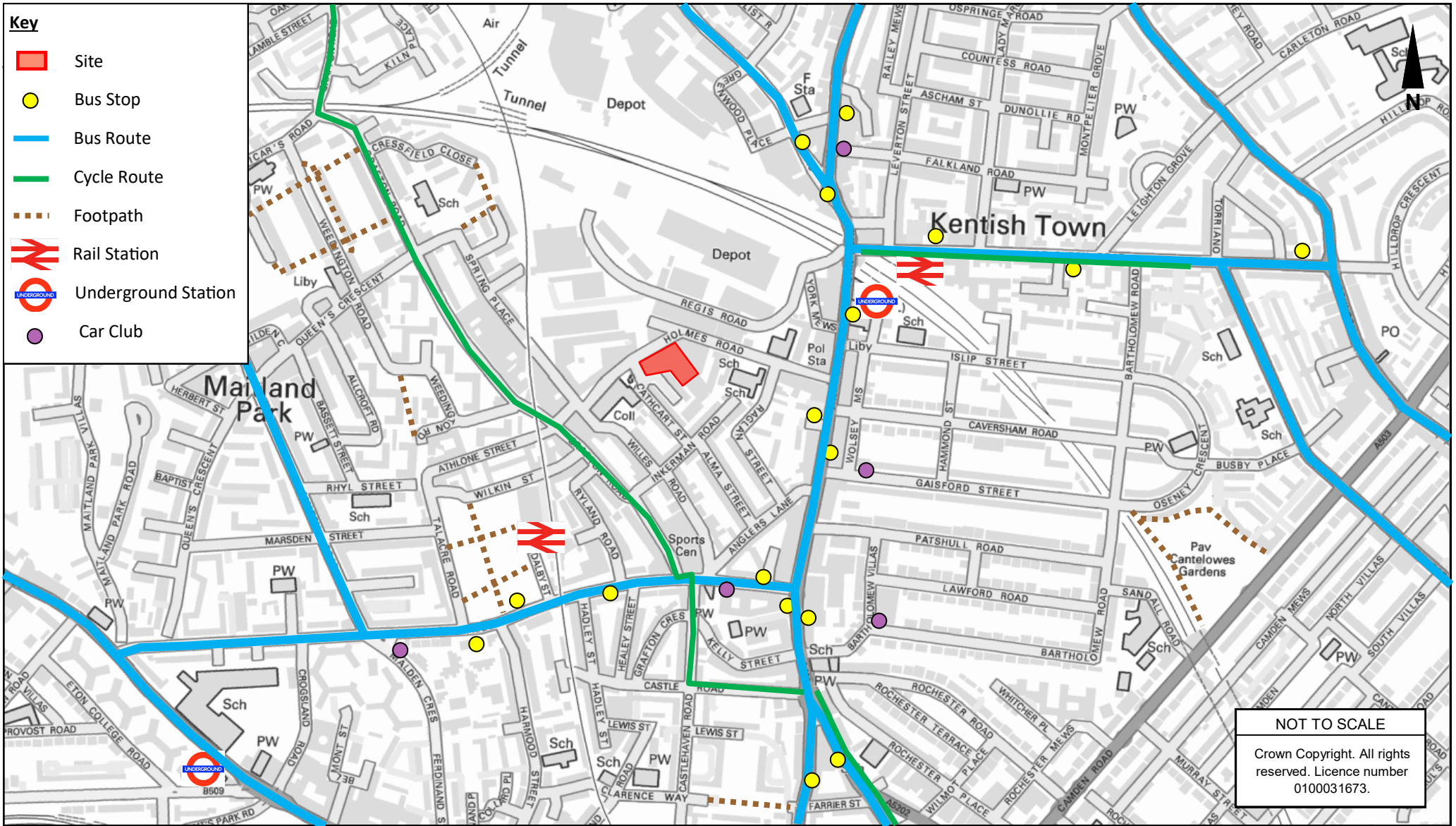
Kentish Town rail station is a five minute walk from the site, providing both Underground and National Rail services to destinations such as Euston and London Bridge for Central London and stations such as Luton, St Albans City and Sutton (London). Bus stops providing connections to a range of destinations are within a four to five minute walk from the site.



Local Services and Amenities

Figure 4-1





Sustainable Travel Plan

Figure 4-2



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## 5. Aims and Objectives

The travel planning strategy, alongside the infrastructure put in place to support the uptake of sustainable means of travel, aims to influence transport movements made by all users of the development.

With the above in mind, the following overall aims for this Student Travel Plan are set out:

- Encourage the use of sustainable modes for travel to and from the site;
- Reduce the overall level of impact of the development on the surrounding area, with respect to transport movements to and from the site;
- Minimise the environmental impacts of all aspects of the developments travel activity including carbon emissions from travel associated with the development;
- Promote and encourage the use of modes of transport that improve physical fitness; and
- Set an example of good practice for the area.

In order to achieve the above aims, the following objectives have been set:

- Discourage the use of private cars in line with the car-free nature of the development;
- Raise the awareness of sustainable travel options and ensure the benefits of sustainable modes of transport are apparent to students;
- Encourage opportunities for alternative non-car travel modes; and
- Obtain survey information regarding trips to / from the site including mode of travel.

## 6. Targets

### 6.1. Targets

To meet the aims and objectives set out in **Section 5**, as well as to gauge the progress of the travel plan over time, a series of targets were set out within the original STP. These targets are both quantitative and qualitative, with the latter often referred to as action targets. These are designed to ensure the following:

- That the progress of the travel plan is closely monitored;
- That residents and interested parties are afforded the opportunity to be actively involved throughout the life of the travel plan; and,
- That the services and measures that are identified are sufficiently supported, promoted and consequently taken up.

### 6.2. Action Targets

The progress of the travel plan is measured through a series of action targets. Meeting the action targets laid down within the travel plan is considered important in delivering an enhanced level of travel by sustainable means for both the development and the wider area.

The key action targets, as set out in the original STP for the development, are as follows:

- Ensure travel information is made readily available to consult and that all students are aware of the sustainable travel options available to them;
- Collect data at pre-defined intervals for a period of five years from first implementation of the travel plan in order to assess the success in meeting the applicable targets; and
- Collate and consider feedback from the surveys in co-ordination with the respective authorities to ensure that the travel plan remains fit for purpose during the travel plan period.

### 6.3. Quantitative Targets

The action targets, as defined above, will form the principal means by which the success of the travel plan strategy will be measured. The key actions above will be delivered to support not only the aims and objectives for the site in terms of sustainable travel, but also that of the wider area.

To gauge the progress of the STP, it will be important to assess students travel mode choices over time. This will be achieved through travel plan monitoring, of which the first surveys are due this year.

In the original STP, the anticipated modal share of the residents was calculated using 2011 Census data for the Kentish Town ward (in which the site is located) and this was used as the starting point for the travel plan, in terms of quantitative targets, as set out in **Tables 6-1** and **6-2** below.

**Table 6-1 Mode Shares for Kentish Town Ward**

Mode	Modal Share
Underground	34%
Train	8%
Bus	20%
Motor Vehicle	11%
Bicycle	12%
On Foot	13%
Other	1%

Given the car-free nature of the site, the student accommodation is expected to generate limited car trips. The motor vehicle trips shown in **Table 6-1** have therefore been distributed between public transport modes as shown in **Table 6-2**, using the percentage shares for these modes. This indicates a mode share for public transport as 74% (40% Underground, 24% bus and 10% train), with a 12% mode share for cycling and 13% mode share for walking.

**Table 6-2** presents the projected modal splits for the required monitoring intervals of the travel plan (Years 1, 3 and 5).

**Table 6-2 Forecast Modal Shares for the Development (Initial Targets)**

Mode	Target Share (Year 1)	Modal Share (Year 1)	Target Share (Year 3)	Modal Share (Year 3)	Target Share (Year 5)	Modal Share (Year 5)
Underground	40%		39%		39%	
Train	10%		9%		8%	
Bus	24%		24%		24%	
Bicycle	12%		13%		13%	
On Foot	13%		14%		15%	
Other	1%		1%		1%	

As the development is car-free and therefore minimal car trips will be generated it is considered that the proposed modal share is already highly sustainable. Therefore the modal share targets for the travel plan aim to maintain this level of sustainable travel and where possible, increase walking and cycling trips, which are considered to be more sustainable than public transport use, and should be encouraged particularly in London, where the London Underground and buses can often be operating with constrained capacity.

## 7. Travel Planning Measures

### 7.1. Introduction

In order for the development to achieve the aims and objectives set out in **Section 5**, a balanced package of measures has been prepared, targeted at the student residents of the development, which aims to encourage the use of non-car modes, in particular walking and cycling, and the use of the infrastructure provided within the local area.

The following section outlines the measures, and the supporting marketing and promotion techniques, that are being put forward for this site.

### 7.2. Measures to Encourage Walking

Walking is the most cost effective form of sustainable travel. Hallmark Property Group seek to encourage walking as a mode of transport for short trips, such as visiting a local shop, but also for linked trips which could make use of the public transport networks.

As part of the travel plan, travel documentation is provided to the residents within their check-in documents, in the pre-arrival marketing material and via the Stay Club website, where information is provided about travel between the Stay Club and the residents University.

Information on the key amenities within the local area that will be of use to students, such as shops, leisure and health services, is also provided. The travel information documents ensure that each occupant of the student accommodation is aware of the opportunities for walking to and from the site.

A sustainable travel notice board is also being delivered within the student accommodation and will display maps showing the locations of facilities within the local area and walking routes.

The travel information documents, noticeboard and website promote websites such as Walkit.com (<http://walkit.com/cities/london/>), Walk4life ([www.walk4life.info/find-a-walk](http://www.walk4life.info/find-a-walk)) and the TfL Journey planner ([tfl.gov.uk/modes/walking/](http://tfl.gov.uk/modes/walking/)). Leisure routes, such as Belsize Walk, and strategic routes are promoted through Walk London ([www.walklondon.org.uk](http://www.walklondon.org.uk)). Information regarding events such as Walk to Work Week and organisations such as The Ramblers are also provided to engage people in walking. Information is also provided concerning Legible London signage to encourage people to walk when they visit Central London.

As part of the review and update of the travel information documents, noticeboard and website, it is proposed that they also promote mobile phone apps that can encourage walking and cycling, such as the 'Sweatcoin' and 'BetterPoints' apps, which record levels of walking and cycling, allowing the user to build up points which can then be used to purchase vouchers, experiences or donate to charity.

### 7.3. Measures to Encourage Cycling

Cycling is also a key mode of travel when considering ways in which to travel sustainably, with the NPPF identifying that cycling has the potential to serve as a substitute for short trips. Therefore, similar to walking, it is necessary to facilitate provision for, and promote the uptake of cycling as a mode of transport.

In order to facilitate and increase the use of the bicycle as a means of travel to the development among its student residents, 288 secure cycle parking spaces for use by students travelling by bicycle will be provided in the lower basement in addition to 10 spaces for visitors on the ground floor.

In addition to the above, and as per the walking proposals, students are provided with travel information within their check in documentation. In addition to this, information on the available cycling infrastructure for both the local and wider area, such as cycle routes, cycle parking and local bicycle user groups is being provided for a noticeboard on the site.

LBC provide free cycle training for first time riders and those looking to improve their skills and these courses are promoted through the travel information provided to students. The cycle training service can be contacted via [cycletraining@camden.gov.uk](mailto:cycletraining@camden.gov.uk), as well as via the Facebook page mentioned below.

Links are provided to cycle planning tools and resources such as Cycle Streets Journey Planner ([www.cyclestreets.net/journey](http://www.cyclestreets.net/journey)), TfL Cycle Journey Planner (<https://tfl.gov.uk/modes/cycling/>) and London Cycle Guides, as well as details of membership organisations such as the London Cycling Campaign (LCC) and cycling events, such as London Sky Rides and Ride London.

Bike Week and Cycle to Work Day are also promoted as well as the social media information provided through Cycle Camden ([www.facebook.com/cyclingcamden](http://www.facebook.com/cyclingcamden)).

The travel information documents, noticeboard and website will be continually updated and it is proposed that they also consider promoting mobile phone apps that can encourage cycling, such as the 'Sweatcoin' and 'BetterPoints' apps as described in Section 7.2. Apps specifically for cyclists could also be promoted, such as 'Bike Hub', which provides a free sat nav designed especially for cyclists and 'Love to Ride', which runs cycling events throughout the year and offers prizes to people recording rides with them.

## 7.4. Measures to Encourage Public Transport

To support the uptake of public transport by students of the development, public transport timetable information and the location of the closest bus stops and rail stations will be made available to students through the travel information documents and on the developments website. A noticeboard is also being delivered for the site, which will also provide public transport information.

As mentioned previously, TfL's Journey Planner will be promoted, to enable residents to plan their journey using public transport. Other websites such as Traveline ([www.traveline.info](http://www.traveline.info)) and National Rail ([www.nationalrail.co.uk](http://www.nationalrail.co.uk)) are also included within the travel information provided to students.

Timetables and ticketing, spider maps for bus services including night buses are provided. TfLs Safer Travel at Night campaign relating to safety on public transport and the use of licensed Private Hire and Black Cabs is promoted, as are apps which facilitate planning of public transport trips and awareness of network issues and problems.

## 7.5. Car Club

Car clubs may provide an alternative mode of travel given the car-free nature of the development, facilitating low-car use and complementing parking restraint. The locations of the closest car club bays to the site are detailed in **Section 4.8** and shown on **Figure 4-2**. The local car clubs are promoted as an option if residents require the use of a car.

## 7.6. Car Parking

No car parking is provided at the existing development and none is proposed for the additional student accommodation units. In addition, the site is located within Camden's Controlled Parking Zone (CPZ). Students are made aware as part of their introductory information that they are not eligible for a residents permit. This acts as a deterrent to car use by students and will keep vehicle use by resident students to a minimum.

## 7.7. Marketing and Promotion

### Travel Information

Each resident is provided with travel documentation within their check-in pack. The Stay Club, which manages the student accommodation, has prepared a Management Plan and Resident Handbook for the site, and induction evenings are provided to residents when they move into their new accommodation. These all encourage residents to use sustainable transport when travelling to/from the site.



The travel information documentation provided to residents on check-in contains information about the various sustainable transport options available, as well as a description of the aims of the travel planning process and the related benefits. This acts as a marketing strategy to raise awareness of the travel plan process and to ensure that all users of the development are able to make informed choices. The information pack includes the following:

- Description of the aims of the Travel Plan process and the benefits to all users;
- The role of the Travel Plan Co-ordinator together with contact details;
- Inclusion of available bus and rail maps and fare information;
- Inclusion of available pedestrian and cycle network maps of the local area;
- Information about journey planning tools and other useful websites;
- Information regarding cycle training and local walking / cycling events;
- Location of student cycle parking facilities within the site; and
- Location of local facilities / amenities.

### Sustainable Travel Notice Board

A sustainable travel notice board will be located in a communal area of the development such as the study areas. The notice board will include up-to-date information informing students of the travel plan measures and initiatives including maps showing routes to bus stops, rail stations and maps showing local cycle and walking routes.

### Online Information

The Stay Club provides travel information on their website for travel between the Stay Club and the residents University. The Travel Plan Coordinator will be responsible for ensuring information is up to date and that relevant information is provided regarding public transport, walking and cycling in the local area.

## 8. Monitoring and Management

### 8.1. Introduction

The key purpose of the travel plan is to encourage sustainable travel to and from the site.

Ongoing monitoring and management is an essential part of the implementation of this process. It ensures that progress is being made towards the aims and objectives of the STP defined in **Section 5** and allows the effectiveness of the accompanying initiatives and measures outlined in **Section 7** to be reviewed to determine whether any refinements are required to the strategy.

This section therefore describes the management and monitoring structure that is in place to support the aspirations of the STP.

### 8.2. Monitoring

The key element of the travel plan process will be the undertaking of a site survey to determine the travel behaviour and, more importantly, the modal share splits for student residents of the site.

This will take the form of a self-completion questionnaire and will also gauge the attitude of site users to the effectiveness of the measures employed.

In accordance with TfL guidance, it is proposed that the first round of surveys will be carried out within the first year of site occupation, with this process repeated three and five years from first occupation. The first round of surveys were due before September 2020, however due to the current situation regarding Covid-19 and Universities operating remotely, these were delayed and it is therefore proposed to undertake surveys as soon as possible post-September 2021 and when neutral conditions return.

A report identifying the advancement of the travel plan process, in terms of the effectiveness of measures employed, will then be compiled from the results of the travel surveys. This will be issued to the relevant authorities.

An Action Plan will be utilised as a mechanism for managing the travel plan process, with timeframes and responsibilities allocated to the completion of such tasks. This process should therefore provide confidence that the STP will remain fit for purpose. This will pull together the issues and initiatives which have been identified and make explicit the strategy and timescales for the implementation and delivery of the travel plan strategy and its associated aims, objectives and targets. The Action Plan for the development, as presented in the original STP, is provided in **Appendix C**.

The key actions for the development are as follows:

- Ensure travel information is readily obtainable for students to consult, to raise awareness of the sustainable travel choices available;
- Encourage the uptake of public transport by student residents of the site;
- Promote walking and cycling to student residents, for short journeys;
- Promote local car club services;
- Collect data at pre-defined intervals for a period of five years from first implementation of the travel plan process, in order to monitor the travel mode shares at the site; and,
- Collate and consider feedback from the surveys in co-ordination with the respective authorities to ensure that the travel plan process remains fit for purpose during the associated five year period.

### 8.3. Management

To ensure that the aims and objectives for the site are realised, it is important to put in place an effective management structure or team. The Stay Club, who is responsible for managing the student accommodation, have appointed themselves as Travel Plan Co-ordinator (TPC) to encourage and foster a sustainable approach to travel, wherever feasible. The name and contact details of the TPC are provided at the front of this document.

The TPC is responsible for overseeing and implementing the various measures outlined in the Travel Plan, to maintain an efficient transportation policy for the benefit of residents, representing The Stay Club in this respect. The TPC will be responsible for a range of activities, which will be underpinned by the requirement to develop a co-ordinated and consistent approach to travel planning and the monitoring of this process. The role of the TPC will include the following:

- Overseeing the implementation of travel plan measures;
- Promoting the travel plan process;
- Preparing travel information documentation for The Stay Club to distribute to student residents throughout the life of the travel plan;
- Preparing travel information to be displayed on site, including cycle and walking maps, and public transport information;
- Serving as a 'point of contact' for student residents;
- Co-ordinating the monitoring process and analysing the results of the surveys; and
- Updating and taking ownership of the Action Plan which will serve as a live document and record the issues and initiatives taken to meet the aims and objectives of the STP.

### 8.4. Travel Plan Funding

The travel plan will be funded by The Stay Club for a period of five years from initial occupation of the site. This will include supporting the following actions over this period:

- To fund all marketing material which is travel plan specific;
- To appoint a Travel Plan Co-ordinator for a period of five years from first occupation; and
- To fund the completion of the travel plan surveys, which will be co-ordinated by the Travel Plan Co-ordinator on behalf of The Stay Club.

## 9. Summary

This document has set out an update to the approved Student Travel Plan to support the proposals for the development of 25 additional rooms in an extension to the seventh floor of the existing consented student accommodation (The Stay Club) and warehouse development at 65-69 Holmes Road, Camden to provide an overall total of 366 student accommodation rooms.

A series of aims and objectives have been set out for the development, with the overarching aim being to encourage the use of sustainable modes of travel to and from the site. To achieve the aims and objectives, a package of positive measures has been outlined to encourage the uptake of sustainable transport modes, such as walking, cycling and using public transport.

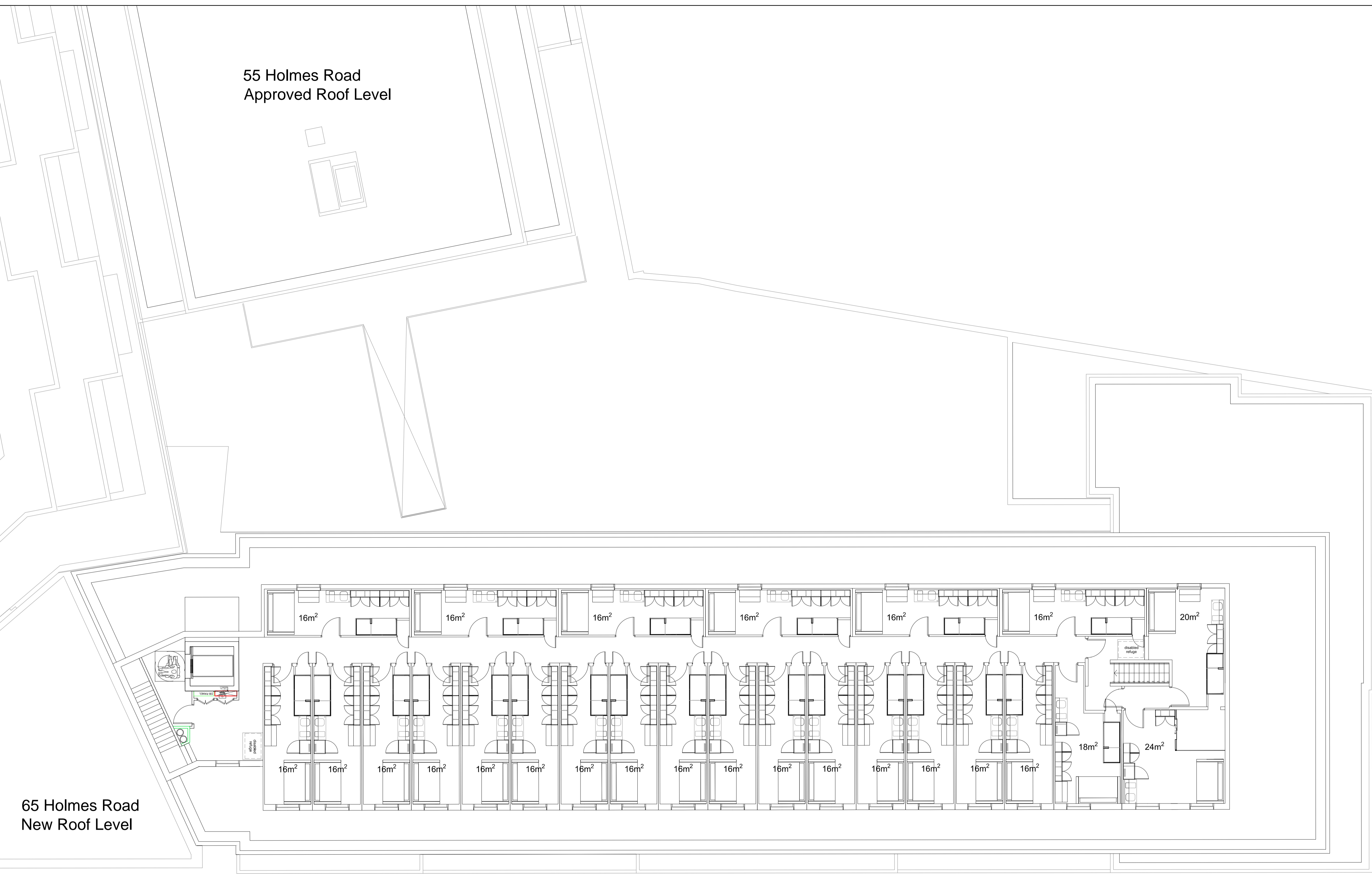
To monitor the progress of the travel plan, a series of actions have been put in place, which are set out in the accompanying Action Plan. As the Student Travel Plan is a living document in constant need of review, survey data regarding the modes used for journeys to and from the site will be collected as part of the ongoing travel plan process. The first round of surveys for the site are due this year, however in light of Covid-19, it is proposed that travel surveys for the site will be undertaken post September 2021, as soon as neutral conditions return. This data will provide the basis to judge the effectiveness of the travel plan measures and to fully inform the evolution of the travel plan strategy.

Finally, The Stay Club has put in place a Travel Plan Co-ordinator, whose role is to manage and monitor the Travel Plan during the initial five-year implementation period. The contact details for the TPC can be found at the front of this document.

# Appendix A Site Layout

REVISIONS

Rev.	Date	By



55 Holmes Road  
Approved Roof Level

65 Holmes Road  
New Roof Level

PLANNING APPLICATION

ALL DIMENSIONS TO BE CHECKED ON SITE  
WORK TO FIGURED DIMENSIONS ONLY  
REPORT DISCREPANCIES TO THE ARCHITECT  
AT ONCE BEFORE PROCEEDING

Contemporary Design Solutions



46 Great Marlborough Street  
London  
W1F 7JW  
Telephone: 020 7494 9000 Fax: 020 7494 4844

Client

65 HOLMES ROAD LTD

Project Title  
7th Floor Extension  
65 Holmes Road  
London  
NW5 3AN

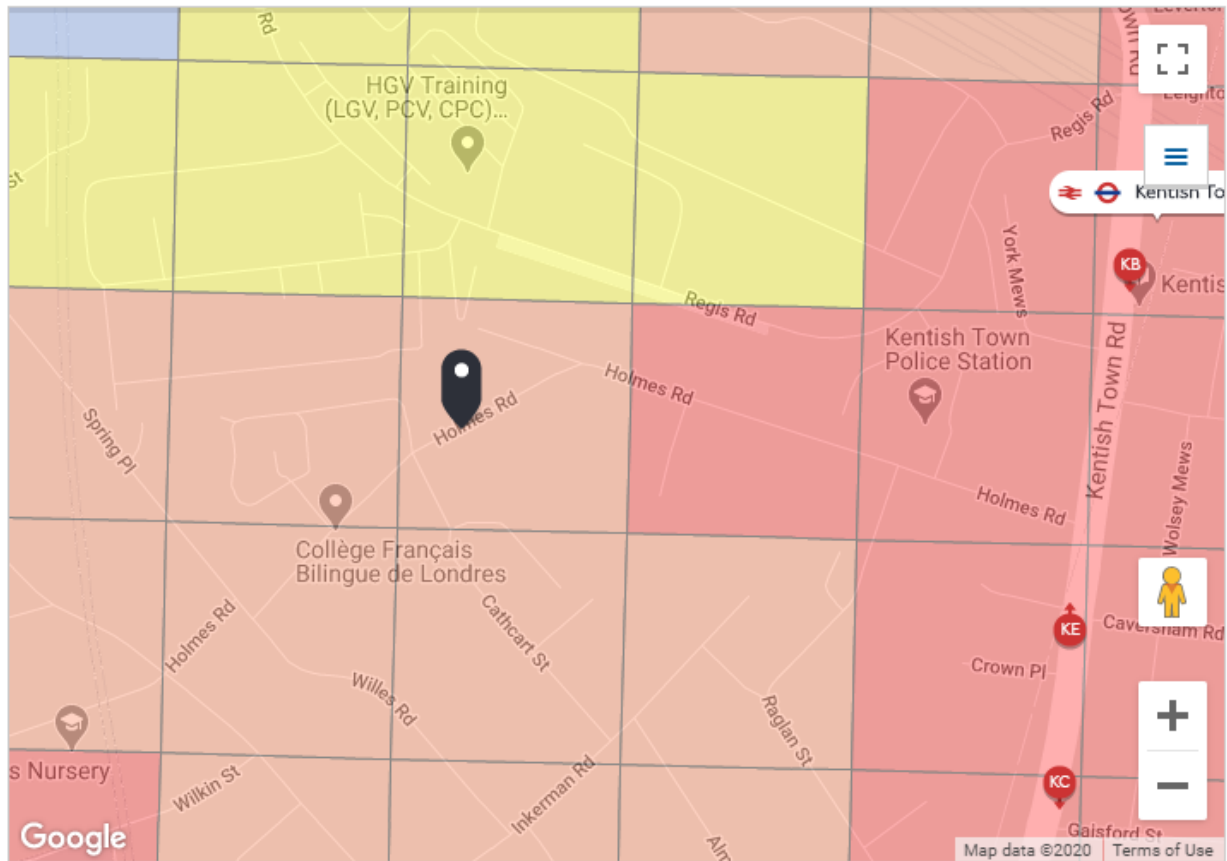
Drawing Title  
PROPOSED  
7th Floor Plan

Scale	1: 100 @A1	Date	JULY 2021
Drawn	MR	Checked	CT
Drawing No.	200305- A(GA)P170		Rev.
			-

PROPOSED 7th FLOOR PLAN - 25 UNITS

Scale 1:100 @ A1

# Appendix B PTAL Report



You can click anywhere on the map to change the selected location.

## PTAL output for Base Year

5

73 Holmes Rd, Kentish Town, London NW5 3AN, UK

Easting: **528723**, Northing: **185038**

All public transport modes in London currently available:  
National Rail, London Overground, Tube, DLR, Tram, Buses



Calculation data

Mode	Stop	Route	Distance (metres)	Frequency(vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	CAVERSHAM ROAD	393	343.33	5	4.29	8	12.29	2.44	0.5	1.22
Bus	CAVERSHAM ROAD	C2	343.33	8	4.29	5.75	10.04	2.99	0.5	1.49
Bus	CAVERSHAM ROAD	134	343.33	12	4.29	4.5	8.79	3.41	1	3.41
Bus	CAVERSHAM ROAD	214	343.33	8	4.29	5.75	10.04	2.99	0.5	1.49
Bus	P OF WALES R KENTISH T R	46	537.7	6	6.72	7	13.72	2.19	0.5	1.09
Rail	Kentish Town West	'CLPHMJ2-STFD 2L50'	403.03	3.67	5.04	8.92	13.96	2.15	1	2.15
Rail	Kentish Town West	'STFD-CLPHMJ2 2Y11'	403.03	3.67	5.04	8.92	13.96	2.15	0.5	1.07
Rail	Kentish Town	'STALBCY-SVNOAKS 2E11'	406.91	1	5.09	30.75	35.84	0.84	0.5	0.42
Rail	Kentish Town	'STALBCY-SVNOAKS 2E95'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SUTTON-STALBCY 2Q06'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SUTTON-LUTON 2O10'	406.91	1	5.09	30.75	35.84	0.84	0.5	0.42
Rail	Kentish Town	'STALBCY-SUTTON 2O21'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'STALBCY-SUTTON 2O29'	406.91	0.67	5.09	45.53	50.61	0.59	0.5	0.3
Rail	Kentish Town	'LUTON-BCKNHMJ 2S91'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'STALBCY-BROMLYS 2S93'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SUTTON-STALBCY 2V08'	406.91	0.67	5.09	45.53	50.61	0.59	0.5	0.3
Rail	Kentish Town	'SUTTON-KNTSHTN 2V20'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'STALBCY-SUTTON 2V27'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SVNOAKS-STALBCY 2E59'	406.91	0.67	5.09	45.53	50.61	0.59	0.5	0.3
Rail	Kentish Town	'SVNOAKS-LUTON 2E61'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SVNOAKS-KNTSHTN 2E65'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'SVNOAKS-KNTSHTN 2E67'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'BROMLYS-LUTON 2E93'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
Rail	Kentish Town	'ORPNGTN-KNTSHTN 2L65'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
LUL	Kentish Town	'Morden-HighBarnet'	406.91	14.67	5.09	2.79	7.88	3.81	1	3.81
LUL	Kentish Town	'MillHillE-Morden'	406.91	1.33	5.09	23.31	28.39	1.06	0.5	0.53
LUL	Kentish Town	'HighBarnet-Morden'	406.91	0.33	5.09	91.66	96.75	0.31	0.5	0.16
LUL	Kentish Town	'HighBarnet-Kenningt'	406.91	5.33	5.09	6.38	11.46	2.62	0.5	1.31
LUL	Kentish Town	'MillHill-Morden'	406.91	1.67	5.09	18.71	23.8	1.26	0.5	0.63
LUL	Kentish Town	'MillHillE-Kenningt'	406.91	1.67	5.09	18.71	23.8	1.26	0.5	0.63

Total Grid Cell AI: 22.66

# Appendix C Action Plan

Measure / Initiative	Task / Action	Responsibility*	Priority	Timescale	Review
<b>Promote walking to students and visitors</b>	<p>Compile travel information packs and distribute to students</p> <p>Make available information regarding opportunities to walk</p> <p>Promotion of local facilities and amenities within walking distance</p> <p>Promotion of websites e.g. Walkit, TfL Journey Planner, Walk4Life, Walk London, apps e.g. Sweatcoin, BetterPoints, walking events e.g. Walk to Work Week and groups e.g. The Ramblers</p>	TPC	High	From first occupation of development	12 months after first implementation of the travel plan
<b>Promote cycling to students and visitors</b>	<p>Compile travel information packs and distribute to students</p> <p>Make available information regarding opportunities to cycle</p> <p>Outline details of local, regional and national cycling events and campaigns where appropriate e.g. Sky Rides, Bike Week and Cycle to Work Day</p> <p>Provide information on cycle training provided by LBC and promote Cycle Camden Facebook page</p> <p>Promotion of cycle journey planners and membership organisations such as LCC and cycling apps e.g. Love to Ride and Bike Hub</p>	TPC	High	From first occupation of development	12 months after first implementation of the travel plan
<b>Provide cycle parking spaces as identified within the planning application</b>	Installation of secure accessible cycle parking for students and visitors of the site	Hallmark	High	From first occupation of development	12 months after first implementation of the travel plan
<b>Promote public transport and other initiatives to students</b>	Compile information e.g. timetables and ticketing, spider maps for bus services including night buses will be provided and distributed to students in	TPC	High	From first occupation of development	12 months after first implementation of the travel plan

	<p>the form of the travel information packs</p> <p>Make available information regarding opportunities to use public transport</p> <p>Promote TfL's Safer Travel at Night campaign</p> <p>Promote apps which facilitate planning of public transport trips</p>				
<b>Maintenance of pathways, signage and lighting on site</b>	Monitor conditions of onsite infrastructure	SMC	Medium	Annually from site implementation	12 months after first implementation of the travel plan
<b>Marketing / display of travel and / or local information</b>	<p>Provide sustainable travel notice board</p> <p>Create and update travel information to be displayed on the notice board</p> <p>Provide travel information packs and distribute to all new students during the life of the plan</p>	TPC / Hallmark	Medium	From first occupation of development	12 months after first implementation of the travel plan
<b>Ensure parking conditions offsite do not encourage car ownership or overspill parking</b>	LBC to continue to regulate the parking surrounding the development site	LBC	High	On-going	12 months after first implementation of the travel plan
<b>Conduct and analyse travel plan monitoring:</b>	<p>Design and prepare surveys</p> <p>Conduct surveys and gather monitoring data</p> <p>Analyse responses</p> <p>Prepare monitoring report</p> <p>Update action plan and summary mode share table</p>	TPC	High	Year 1 (Following return of neutral travel conditions and return of students to University)	Years 3 and 5

\* TPC (Travel Plan Co-ordinator), LBC (London Borough of Camden), SMC (Site Management Company)

**Students Travel - Mode Shares and Monitoring**

<b>Travel Mode</b>	<b>Target Mode Share (Year 1) (%)</b>	<b>Target Mode Share (Year 3) (%)</b>	<b>Target Mode Share (Year 5) (%)</b>	<b>Actual Mode Shares Year 1 (%)</b>	<b>Actual Mode Shares Year 3 (%)</b>	<b>Actual Mode Shares Year 5 (%)</b>
Underground	40%	39%	39%			
Train	10%	9%	8%			
Bus	24%	24%	24%			
Bicycle	12%	13%	13%			
On Foot	13%	14%	15%			
Other	1%	1%	1%			

