



Astir Living Limited

West End Lane, West
Hampstead
Commercial Travel Plan

November 2021



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1 INTRODUCTION

- 1.1.1 Transport Planning Practice is appointed by Astir Living Limited to provide travel planning advice in relation to the proposed redevelopment at 156 West End Lane, West Hampstead, London, NW6 within the London Borough of Camden (LBC).
- 1.1.2 A planning application was submitted in 2016 for the demolition of the existing buildings and erection of two new building to provide a residential-led mixed-use scheme. On 14th July 2021, a Section 73 was approved (reference number 2019/4140/P) to provide a further 16 residential units to the original permission.
- 1.1.3 The proposals comprise 180 residential units (C3 use class), flexible non-residential use (classes A1-A3, D1, D2), employment floor space (B1 use class) and community meeting space (D1 use class).
- 1.1.4 This Commercial Travel Plan has been prepared to satisfy section 4.16 of the Section 106 Agreement for this development. This document has been prepared in accordance with Camden's Planning Guidance Transport (2021) and TfL guidance.
- 1.1.5 The key aim of this Commercial Travel Plan is to encourage future members of staff to travel to and from the site using sustainable modes.
- 1.1.6 The remainder of the report is set out as follows:
- **Section 2 - Background:** detailed information about the development.
 - **Section 3 - Site Assessment:** details of local transport services, and walking and cycling routes within the area.
 - **Section 4 - Travel Surveys:** sets out the likely modal split of the future members of staff.
 - **Section 5 - Objectives:** sets out the objectives that the Commercial Travel Plan aims to achieve.
 - **Section 6 - Targets:** provides specific targets to encourage and monitor modal shift.

- **Section 7 - Package of Measures:** provides details of the measures that will be implemented in order to achieve the set targets.
- **Section 8 - Management:** provides details of how the travel plan will be managed.
- **Section 9 - Monitoring and Review:** outlines how the document will be monitored and reviewed.
- **Section 10 - Action Plan:** provides a list of the actions which sets out what measures will be implemented and when, and who is responsible for them.
- **Section 11 - Funding:** details how the travel plan will be funded on an ongoing basis.
- **Section 12 – Servicing:** provides details of the measures that will be implemented to mitigate impacts from deliveries and servicing to the site.

2 BACKGROUND

2.1 Proposed development

2.1.1 The proposals comprise 180 residential units (C3 use class), 763sqm of flexible non-residential use (classes A1-A3, D1, D2) 1,093sqm of employment floor space (B1 use class) and 63sqm of community meeting space (D1 use class).

Access arrangements

2.1.2 The proposed vehicular access point will be located on West End Lane. The proposed access road will be able to accommodate two-way traffic and pedestrian access.

2.1.3 Pedestrians and cyclists will be able to gain access to the site from West End Lane (via the proposed new vehicular access and Potteries Path) and from the east via Potteries Path/Crown Close/Lymington Road.

Car parking

2.1.4 There will be no parking for the proposed non-residential uses.

Cycle parking

2.1.5 Cycle parking for the commercial aspects of the development will be provided in secure and covered stores for long-stay or in the landscaped areas outside of the proposed building for short-stay. The development will provide 24 long-stay spaces and 42 short stay-spaces. Showers and lockers will also be provided to encourage cycling.

3 SITE ASSESSMENT

3.1 Site location

3.1.1 The site is located at 156 West End Lane, West Hampstead in LBC. It is bounded by residential properties fronting Lymington Road to the north, a publicly accessible Multi Use Games Area (MUGA) to the east, by Network Rail railway tracks to the south and by West End Lane to the west. The site is not within a conservation area, however the West End Green Conservation Area is located directly to the north.

3.1.2 West End Lane runs along the site's western boundary and provides the sole point of access for vehicles. The site is bounded to the south by Potteries Path. This is a pedestrian/cycle route providing access to the MUGA and links the Dresden Close residential area with West End Lane.

3.2 Public Transport

3.2.1 The site benefits from excellent public transport links, being close to a number of different bus services as well as West Hampstead's Thameslink, London Overground and London Underground Stations. Details of the services are outlined in the following paragraphs.

Public Transport Accessibility Level (PTAL)

3.2.2 The PTAL methodology for assessing a site's accessibility is calculated using an index based on the proximity and frequency of public transport services. The index level is grouped into six PTAL bands, with the highest and lowest subdivided into two, as shown in Table 3.1.

Table 3.1 – Description of Public Transport Accessibility Levels (PTAL)

Index	PTAL Level	Description
0.01 to 5.00	1a, b	Very poor
5.01 to 10	2	Poor
10.01 to 15	3	Moderate
15.01 to 20	4	Good
20.01 to 25	5	Very good
25.01+	6a, b	Excellent

3.2.3 TfL's WebCAT website confirms that the site has a PTAL rating of 6a, which indicates an excellent level of access to the public transport facilities.

Buses

3.2.4 The site is well connected to the London Bus Network with five bus routes serving the site on West End Lane. The nearest bus stop (Stop N) is located opposite the site on the western side of West End Lane. Services in the opposite direction can be accessed from Stop W which is approximately 110m (circa 1-2 minutes walk based on a walking speed of 80-100m/min or 3mph) to the south of the site by the West End Lane junction with Blackburn Road.

3.2.5 The available bus routes, approximate distance from the site to the bus stop and frequency of services each way per hour is set out in Table 3.2.

Table 3.2 – Local Bus Services

Service	Route	Stop	Distance (m)	AM Peak buses / hr	PM Peak buses / hr
C11	Brent Cross – Archway Station	W	110	6	6
	Archway Station – Brent Cross	N	60	6	6
139	West End Green – Waterloo Station	W	110	8	8
	Waterloo Station – West End Green	N	60	7	7
328	Golders Green Station – Chelsea Worlds End	W	110	5	5
	Chelsea Worlds End – Golders Green Station	N	60	6	6
187	West Hampstead – Central Middlesex Hospital	FB	620	5	5
268	West Hampstead – Golders Green	FB	620	5	5
Total				48	48

London Underground

3.2.6 West Hampstead London Underground Station is located approximately 250m (circa 2-3 minute walk) to the south of the site. Access to this station is via West End Lane. From here the Jubilee Line provides direct access to much of Central London and a number of key transport hubs including Waterloo, London Bridge and Stratford. Table 3.3 shows the number of services operating in each direction during the AM and PM peak hours.

Table 3.3 – Underground Weekday Peak Hour Frequencies

Line	Station	Direction	AM peak hour frequency	PM peak hour frequency
Jubilee	West Hampstead	Northbound	28	29
		Southbound	30	30
Total			58	59

London Overground

3.2.7 West Hampstead London Overground Station is located approximately 170m (2.5 minute walk) to the south of the site. Access to the station is again via West End Lane. From here the London Overground Line provides direct access to a number of different stations including Richmond, Clapham Junction and Stratford. Table 3.4 shows the number of services operating in each direction during the AM and PM peak hours.

Table 3.4 – London Overground Weekday Peak Hour Frequencies

Line	Station	Direction	AM peak hour frequency	PM peak hour frequency
London Overground	West Hampstead	Eastbound	10	10
		Westbound	10	10
Total			20	20

West Hampstead Thameslink

3.2.8 West Hampstead Thameslink Station is located approximately 150m (circa 2 minute walk) to the south of the site. Step free access to the station is provided from West End Lane. From here Thameslink services provide direct access to a number of different stations including Kings Cross, London Blackfriars, St. Albans, Luton and Sutton. Table 3.5 shows the number of services operating in each direction during the AM and PM peak hours.

Table 3.5 – Thameslink Weekday Peak Hour Frequencies

Line	Station	Direction	AM peak hour frequency	PM peak hour frequency
Thameslink	West Hampstead	Eastbound	8	7
		Westbound	4	4
Total			12	11

3.3 Walking and cycling

3.3.1 The site is located in an area with an established network of footways. Due to its London location, numerous public transport services, employment opportunities and amenities can be accessed on foot. Details of the existing pedestrian infrastructure on each of the roads surrounding the site are provided below.

West End Lane

3.3.2 West End Lane runs along the site's western edge and provides one of the pedestrian access points into the existing site. The footways on West End Lane are regarded as being satisfactory, of standard width and well lit.

3.3.3 A signal controlled pedestrian crossing is located directly in front of the site, which provides a formal crossing point to West Hampstead Thameslink Station entrance. An additional signal controlled pedestrian crossing is located approximately 80m to the south on West End Lane enroute to West Hampstead Underground and Overground Stations.

3.3.4 West End Lane is highlighted as a route for cyclists through the use of signs and sections of on-carriageway advisory cycle lanes. In addition, a number of the signal controlled junctions have Advanced Stop Lines (ASLs) for cyclists.

Potteries Path

3.3.5 Potteries Path is a pedestrian/cycle route providing access to the MUGA and links the Dresden Close residential area with West End Lane. The current path is approximately 3.0m wide and bounded by high (approx. 2.0m) walls either side.

3.3.6 However, the route will be re-designed as part of the development proposals resulting in a wider pedestrian/cycle path with an active frontage along its entire length in front of the site. In addition, landscaping and vegetation, places to rest and cycle parking will be provided at the western end of the route and the new Central Courtyard.

3.4 Local Highway

3.4.1 The B510 West End Lane, runs in a north-south direction. It is not part of part of TfL's strategic road network (TLRN). In front of the site, the road is single carriageway, subject to a 20mph speed limit, with single yellow lines on either side of the road and no loading restrictions at certain times of the day. A signal

controlled pedestrian crossing is located directly in front of the site with zig-zag lines that prevent vehicles from parking or waiting.

- 3.4.2 To the north of the site, West End Lane enters into Fortune Green Road before joining the TLRN at the A41 Finchley Road. To the south, West End Lane enters Abbey Road and beyond provides a number of links into Central London.
- 3.4.3 The site falls within the CA-R (a) Camden Council Controlled Parking Zone (CPZ). This zone is in operation Monday to Friday from 08:30-18:30.

4 TRAVEL SURVEYS

4.1.1 As the proposed commercial development has not been built yet, it is not possible to carry out a travel survey. Baseline travel surveys will be undertaken six months after occupation. Once the baseline surveys have been undertaken, the Travel Plan will be updated accordingly.

4.1.2 The multimodal split for members of staff has been derived from the 2011 Census "Method of travel to work (Workday Population)" data for the Camden 010 Middle Layer Super Output Areas (where the site is located). The modal split excludes categories such as "working from home", "unemployed" and has been adjusted to account for the zero car parking provision on-site for the commercial uses. Table 4.1 shows the multimodal split for the proposed commercial element.

Table 4.1 – Proposed multi-modal staff split

Mode	Adjusted Mode Split %
Underground	39%
Train	22%
Bus, minibus or coach	18%
Taxi or minicab	1%
Motorcycle, scooter or moped	2%
Driving a car, van or HGV	0%
Passenger in a car or van	2%
Bicycle	3%
On foot	13%
Other	0%
Total	100%

4.1.3 Table 4.1 indicates that the majority of trips associated with the staff of the proposed commercial development will be undertaken by public transport which amounts to 79% of trips. Walking will account for 13%, cycling for 3%, car/van passengers for 2%, motorcycle riding for 2% and taxis for 1%.

4.1.4 It should be noted that the above modal splits are predicted and they will be recalculated following the baseline travel surveys. Future travel surveys will be undertaken in years 1, 3 and 5 after the baseline surveys.

5 OBJECTIVES

5.1.1 The key aim of this Commercial Travel Plan is to encourage future members of staff to travel to and from the site using sustainable modes of transport and not rely on private car use.

5.1.2 The main objectives of the Commercial Travel Plan are to:

- Raise awareness of all sustainable modes of travel available to site users.
- Promote healthy lifestyles and sustainable, vibrant local communities by promoting the health benefits of walking and cycling, and raising awareness on the impacts of transport modes on the environment.
- Encourage the users of the site to move up within the sustainable transport hierarchy (e.g. from public transport to cycling).
- Reduce the number of trips by private car, particularly single occupancy trips.
- Encourage car-sharing or use of car clubs in order to reduce single occupancy vehicle use.
- Monitor travel patterns and identify opportunities to encourage travel by walking and cycling.

6 TARGETS

- 6.1.1 The Commercial Travel Plan targets have been based on the “**SMART**” philosophy of **S**pecific, **M**easurable, **A**ppropriate, **R**ealistic and **T**imed targets and should positively focus on maintaining the use of and encouraging further use of sustainable modes (e.g. cycling and walking).
- 6.1.2 The targets presented in this section are in line with the above objectives and will focus on the shifting travel behaviour towards more sustainable forms of transport. The targets will also be in line with the Mayor’s Transport Strategy which aims to achieve 80% of Londoners’ trips to be made on foot, bicycle or public transport by 2041 (an increase of 17% compared to the 63% from 2015).
- 6.1.3 The main target will be to minimise car trips to and from the development and to promote the use of alternative, sustainable travel modes. In advance of the baseline surveys, Table 6.1 sets out the provisional mode shift targets for the commercial development.

Table 6.1 – Modal shift targets

Mode	Baseline	Year 1	Year 2	Year 3
Underground	39%	37%	36%	35%
Train	22%	20%	18%	16%
Bus, minibus or coach	18%	16%	15%	14%
Taxi or minicab	1%	1%	1%	1%
Motorcycle, scooter or moped	2%	2%	2%	2%
Driving a car, van or HGV	0%	0%	0%	0%
Passenger in a car or van	2%	2%	1%	1%
Bicycle	3%	7%	10%	13%
On foot	13%	15%	17%	18%
Other	0%	0%	0%	0%
Total	100%	100%	100%	100%

- 6.1.4 The suggested targets represent what is considered to be an achievable increase for walking and cycling, and a move towards sustainable travel as a result of the introduction of the Commercial Travel Plan and the proposed sustainable transport measures within it. It can be seen in Table 4.1 that the majority of the development trips are expected to travel sustainably and therefore it is essential that this is achieved and improved.

6.1.5 It should be noted that the above targets are provisional and that they should be updated in-line with the results of the baseline survey and subsequent travel surveys undertaken at years 1, 3 and 5. The Commercial Travel Plan will be reviewed after each travel survey at which point if targets have not been achieved, amendments will be agreed between LBC and the Travel Plan Co-ordinator (TPC).

7 PACKAGES OF MEASURES

7.1.1 Initial measures will be implemented prior to full occupation to encourage employees to take up environmentally sustainable travel choices from the outset.

7.1.2 The Travel Plan requires consideration of all types of travel relevant to the building users, which refers to staff, visitors and personnel who make deliveries and/or collections to and from the development. These groups may have different travel patterns and it is important to provide Travel Plan measures which are targeted to their needs. The following measures will be implemented at the outset.

7.2 Physical Design

7.2.1 'Hard' engineering measures will be incorporated into the design of the development which will influence travel patterns, and will have a significant impact upon reducing dependence upon the private car from the outset. These are set out below.

Car parking provision

7.2.2 No car parking spaces will be provided for the commercial development.

Cycle parking provision

7.2.3 The proposals will provide a total of 66 cycle parking spaces for the commercial aspect of the development. Of these, 24 long-stay spaces will be located in dedicated stores internal to the building for employees. In addition to the long-stay spaces, 42 easily accessible short-stay spaces for visitors will be provided.

7.2.4 In addition, showers and lockers for staff will be provided to encourage cycling to the site.

Walking and cycle facilities improvements

7.2.5 A financial contribution of £66,762 secured by the Section 106 Agreement has been made to the Council towards the costs of carrying out improvement works in the public highway. Part of this includes repaving of the footway in front of the site and providing measures for cyclists at the junction of Potteries Path and West End Lane (e.g. dropped kerbs, give-way markings and signs).

7.2.6 Potteries Path will be re-designed as part of the development proposals resulting in a wider pedestrian/cycle path with an active frontage along its entire length in front of the site. In addition, landscaping and vegetation, places to rest and cycle parking will be provided at the western end of the route and the new Central Courtyard.

7.2.7 Further, a financial contribution of £70,000 secured by the Section 106 Agreement has been made to the Council towards the costs of pedestrian, cycling and public realm improvements in the vicinity of the development.

7.3 Travel Information Pack

7.3.1 Just as a Travel Information Pack will be distributed amongst the residents, a Travel Information Pack for the Commercial development will be prepared by the commercial land use occupiers in collaboration with the appointed Travel Plan Coordinator (TPC). The provision of such information is essential in fostering sustainable travel habits early, before employees settle into unsustainable habits when a sustainable alternative is available and may be more suitable.

7.3.2 The information packs will include the following:

- The aims and objectives of the Commercial Travel Plan, for example the benefits to the environment of reduced car use and the health benefits of walking and cycling.
- Information on travel planning website services such as TfL and DfT journey planners, to raise awareness of travel options, and alternatives in case of delays or cancellations.
- Maps showing the pedestrian and cycle routes to the site, as well as the locations of local amenities and facilities with routes and journey times by walking, cycling and public transport.
- Cycle route maps including advising on the location of cycle parking for the development and also TfL cycle docking stations.
- Location map of the nearby car club bays and information on how to become a member.

- Train and bus service maps and timetables to highlight the services available.
- Advice on measures to reduce the need to travel such as working from home.
- Information related to cycle training in the local area.
- Links to journey planning Apps such as City Mapper.

7.4 Marketing and promotion

7.4.1 The TPC will advise the occupiers on implementing a range of marketing measures to ensure that all commercial land development users are aware of their role in achieving the aims of the Travel Plan and help to encourage new employees to use sustainable travel alternatives. The following are examples of such measures:

Website

7.4.2 Providing information on the location of the nearest transport links, including local bus stops and rail stations, cycling routes and Car Club bays, on the company website. Information on the purpose of the Travel Plan would also be provided along with the strategies and measures implemented. This would encourage visitors, new members of staff (and potentially interviewees seeking employment) to use sustainable modes of transport to travel to and from the site.

Notice boards

7.4.3 Provision of notice boards in the entrance foyers, clearly displaying the information to staff and visitors. This would provide travel information and updates on any new or improved measures. The notice boards would keep employees and visitors up-to-date with changes in the travel options available which would encourage them to keep travelling by sustainable modes and to encourage others to use such modes either for the first time or on a more regular basis.

7.5 Promotion of public transport

- 7.5.1 A financial contribution of £15,000 secured by the Section 106 Agreement has been made to Council towards the costs of providing a new bus stop shelter at bus stop N next to the site.
- 7.5.2 The location and accessibility of the site means that public transport will be the travel mode of choice for the vast majority of employees and visitors. Nonetheless, the TPC will inform the occupiers with regard to the following initiatives that could be considered to assist commercial development users to use the public transport network:

Route maps

- 7.5.3 Making public transport information, including bus route maps and timetables, available to all staff to highlight the services available. In particular, this would assist in informing staff of the most efficient way to travel to meetings and other business-related journeys.

Interest-free annual season ticket loans

- 7.5.4 Advertise that some employers offer money saving incentives to travel sustainably such as interest-free season ticket loans and this will be encouraged for the future occupiers of the site. These allow for bus or rail season tickets to be purchased upfront often resulting in a cost saving when compared to paying for tickets on a daily, weekly or monthly basis. The cost of the loan is deducted on a monthly basis from the employee's salary. Interest-free season ticket loans will be marketed through the Travel Information Packs and on information boards in reception areas or staff rooms

7.6 Promotion of cycling

- 7.6.1 Cycling is the quickest form of transport for many journeys in London, especially on congested routes. One of the key advantages of cycling is a greater certainty of journey time which cannot be achieved by other vehicular modes on a congested network. A number of measures will be introduced to promote and encourage cycling with the main one being the provision of secure cycle parking facilities for staff and visitors.

- 7.6.2 The TPC will also advise and also assist the occupiers on setting up the following measures that could encourage cycling by the staff:

Route maps

- 7.6.3 Provision of cycle route maps to staff so that they are aware of the opportunities available to them. These will be included within the Travel Information Packs.

Cycle training

- 7.6.4 Provision of information on cycle safety training or refresher courses offered by the Council and privately, for less confident cyclists to encourage them to take up cycling. The aim of the courses will be for new cyclists to gain confidence to use London's busy roads as well as advising on good cycling techniques, so encouraging staff to take up cycling.

Bicycle Users Group

- 7.6.5 Setting up a bicycle users group for employees to provide a useful forum to bring together cyclists within the development so that they can share best practice and information, and organise promotional events. This forum could also encourage experienced cyclists to become a 'buddy' for new or less confident cyclists.

Cycle to Work scheme

- 7.6.6 Advertise that some employers offer money saving incentives to travel sustainably such as the Cycle to Work scheme and this will be encouraged for the future occupiers of the site. This allows for the purchase of a new cycle paid for by the employer with an interest-free loan which is then paid back by the employee on monthly basis. Purchasing a cycle using this method usually results in a tax saving on the cost of the cycle. The Cycle to Work scheme will be marketed through the Travel Information Packs and on information boards in reception areas or staff rooms

7.7 Promotion of sustainable practices for deliveries

- 7.7.1 The baseline survey will collect information on the delivery patterns and the TPC will advise the occupiers about the following measures that could be implemented to make the servicing operations more sustainable:

Consolidating deliveries

- 7.7.2 Discussing the feasibility of consolidating deliveries which would involve combining and reducing the number of vehicle trips with the delivery operators.

Green vehicles

- 7.7.3 Use of hybrid, electric and other low carbon emission vehicles that are less harmful to the environment. Encouraging the use of delivery and collection companies which use green vehicles.

Time restrictions

- 7.7.4 Deliveries could be restricted from taking place during the peak traffic hours to help reduce congestion on local roads.
- 7.7.5 The tenancy agreement for the commercial occupiers will include a clause which states that they will work with the TPC to implement the Travel Plan for the development and work towards its targets.

7.8 Disabled access

- 7.8.1 There is a good level of provision for disabled commuters on the public highway from all approaches to the site. All junctions in the vicinity of the site and all the routes to the nearest bus, rail and underground stations benefit from dropped kerbs. This will allow wheelchair users to cross safely. In addition, all the nearby junctions benefit from tactile surfacing and dropped kerbs or raised tables to aid wheelchair users and the visually impaired.

8 MANAGEMENT

- 8.1.1 A Travel Plan Co-ordinator (TPC) will be appointed who will be responsible for implementing, managing and promoting the Commercial Travel Plan to staff. This will be undertaken in collaboration with members of staff of the commercial uses. The TPC is expected to be a member of the estate management team. This company will be appointed prior to the occupation of the development and the role and duties of the TPC will be outlined within the contract for the site management.
- 8.1.2 The amount of time required to undertake the duties associated with the Travel Plans will vary depending on a specific task. However, the TPC will allow sufficient time to carry out the measures outlined in the Action Plans and to undertake the maintenance of necessary systems, data and paperwork for the Commercial Travel Plan.
- 8.1.3 The roles and responsibilities of the TPC will include the following:
- Overseeing the implementation of the future Commercial Travel Plan.
 - Preparation and distribution of Travel Information Packs to staff.
 - Arranging the baseline travel surveys and the subsequent travel surveys at years 1, 3 and 5, and reviewing of the data.
 - Review and monitoring of the results of the travel surveys and update of the Commercial Travel Plan accordingly by setting new targets and implementing measures to achieve them. The results of the travel surveys will be reported to the LBC Travel Plan Officer.
 - Provide a point of contact for the staff with regard to transport issues or queries. Includes assisting staff with personal travel planning.
 - Provide up-to-date information on walking, cycling and public transport to staff through range of measures, i.e. by emails, postal note drop or on information boards in reception areas or staff rooms.
 - Discuss and co-ordinate Travel Plan measures with the LBC Travel Plan Officer.

- Undertake manual inspections / surveys to monitor the use of cycle parking and its state of repair.

9 MONITORING AND REVIEW

- 9.1.1 The monitoring regime for the development has been determined with reference to the requirements set out in the TfL guidance. This recommends that Travel Plans are monitored by means of TRICS compliant surveys.
- 9.1.2 A TRICS compliant travel survey will be undertaken six months after first occupation. This will ascertain the baseline travel patterns and help set travel mode split targets. Following the baseline survey a substantial review and update of the Travel Plan will be undertaken.
- 9.1.3 The travel surveys will be commissioned by the TPC and will take place in years 1, 3 and 5 after the initial baseline survey. The TPC will examine the survey results against the Travel Plan targets and prepare a monitoring report which will be submitted to the LBC Travel Plan Officer for input into TRICS.
- 9.1.4 The travel surveys will aim to achieve a minimum response rate of 30%. To seek to achieve this, an advanced warning emails and letters will be issued to staff explaining the need for the surveys as part of the Commercial Travel Plan. There will also be reminder emails/letters issued to encourage completion of the questionnaires.
- 9.1.5 As set out in clause 2.9 of the Section 106 Agreement, the developer has paid £6,122 monitoring fee contribution to LBC.

10 ACTION PLAN

10.1.1 This section includes a check list of the proposed measures detailing who will be responsible for ensuring that the actions identified in previous sections are delivered. The proposed measures have been linked to the overall objectives of the Commercial Travel Plan. The Action Plan is provided in Table 10.1.

Table 10.1: Action plan

Objective	Target	Measures	Timescale	Responsibility	Progress Indicator
Raise awareness of all sustainable modes of travel available to site users	<p>To increase the cycle mode share of cycling by 10 percentage points for staff</p> <p>To increase the on foot mode share of pedestrians by 5 percentage points for staff</p> <p>To achieve targets set out in Table 6.1</p> <p>All employees to be aware of the Travel Plan upon commencing employment.</p>	Car-free provision	As part of construction	Developer	No. of car parking spaces provided on-site
Promote healthy lifestyles and sustainable, vibrant local communities by promoting the health benefits of walking and cycling, and raising awareness on the impacts of transport modes on the environment		Secure and covered cycle parking provision for staff and cycle parking for visitors	As part of construction	Developer	No. of cycle parking spaces provided on-site
Encourage the users of the site to move up within the sustainable transport hierarchy (e.g. from public transport to cycling)		Promotion of sustainable transport via Travel Information Packs	Prior to first occupation	TPC	No. of staff to whom travel information packs have been distributed
Reduce the number of trips by car		Provision of additional soft measures (e.g. marketing, Bicycle Users Groups etc)	Prior to first occupation	TPC	No. of staff who use such measures
Encourage car-sharing or use of car clubs in order to reduce single occupancy vehicle use					
Ensure Commercial Travel Plan is monitored	Ensuring targets of the Commercial Travel Plan are met	Undertake a baseline survey and surveys in Year 1, 3 and 5	Within 6 months of first occupation	TPC	No. of times surveys have been undertaken and monitoring reports

11 FUNDING

- 11.1.1 The Commercial Travel Plan will be funded by the developer for the initial five year period, including the costs related to monitoring surveys and reports. As set out in clause 2.9 of the Section 106 Agreement, the developer will make a £6,122 monitoring fee contribution to LBC.
- 11.1.2 The document will be substantially reviewed and updated following the baseline surveys with further reviews at years 1, 3 and 5 after the baseline surveys have been undertaken. After each review, it will be amended if targets have not been achieved. The amendments will be agreed between the LBC Travel Plan Officer and the TPC.

12 SERVICING

12.1.1 A servicing vehicle turning area is located at the ground floor of the western building to enable access and egress to the site from West End Lane in forward gear. Servicing for the commercial element will take place within the site boundary at ground-level from either the site access road or in the turning/delivery area. The access road has been designed with sufficient width so that service vehicles can temporarily load/unload on it or in the turning area provided whilst allowing light vehicles to pass. Access to the site is controlled by way of a gate, however, communication facilities will be provided, enabling drivers to alert the site concierge to temporarily open the gate.

12.1.2 Bin stores for the commercial element of the proposals will be located within the curtilage of the unit and wheeled out to the loading bay at the time of collection. Once empty they will be wheeled back to the storage area.

Emergency vehicles

12.1.3 The internal layout has been designed to accommodate a 7.9m fire tender. In addition, dry riser inlets are positioned on the exterior facades of the building to allow connection to fire appliances to serve the central parts of the site.

12.1.4 In the event that the fire alarm is raised, the gate on the access road will automatically open.



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