



Liddell Road,  
West  
Hampstead

# Employment Travel Plan

October 2021



Ref 20-7620



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## 1. Introduction

### 1.1. Context

1.1.1. Syntegra has been commissioned by West Hampstead Limited to produce an employment Travel Plan to discharge planning Condition 34 attached to the consented Phase 2 development of 3,729 sqm of mixed commercial use (Class B1) within the London Borough of Camden (LBC).

### 1.2. Site Context & Planning History

1.2.1. The site forms part of the wider Liddell Road regeneration scheme which received planning permission in 2015 for the development of a new Primary School under Phase One (Ref. 2014/7649/P) and for the development of approximately 3,700 sqm of mixed commercial use (Class B1) and 106 residential units (Class C3) under Phase 2 (Ref. 2014/7651/P). This Travel Plan is associated with the commercial aspect of Phase 2. A separate Travel Plan has been prepared by Syntegra for the residential aspect of Phase 2.

1.2.2. The site is bound by rail lines to the north, a light industrial estate to the east, Maygrove Road to the south and Maygrove Peace Park to the west. The location of the site is shown below in Figure 1.

Figure 1 – Site Location



Source: Google Map

1.2.3. To support the outline Phase 2 application a Framework Residential and Commercial Draft Travel Plan ('Framework TP') was prepared by Alan Baxter & Associates LLP. The Framework TP suggested potential measures to encourage sustainable travel for each user group to and from the site. It was stated in the Draft TP that 'It is expected that the Travel Plan will ultimately be secured through a Section 106 agreement associated with the planning consent. The final version will have updated and agreed targets and measures necessary to achieve sustainable travel objectives on the local road networks.'

1.2.4. Whilst the principles of the Framework TP were agreed with LBC through the Phase 2 application, Condition 34 of the decision notice requires a full Travel Plan to be produced for each element of the site, building on the Framework TP principles, stating that;

- 'Prior to first occupation of the workspace an Employment Travel Plan (ETP), shall be submitted to and approved in writing by the Local Planning Authority.
- The travel plan shall set out measures for promoting sustainable transport modes for employees and visitors, and shall allow for an initial substantial review within six months of the occupation of the employment space, a mechanism for monitoring and reviewing on the first anniversary of occupation and measures to ensure subsequent reviews on the third and fifth anniversaries of the occupation date, provision for a Travel Plan coordinator, identifying means of provision of information to the Council and for review and update.
- Subsequent revisions to the approved travel plan and its strategy shall be submitted to and approved by the Local Planning Authority prior to implementation. The measures contained in the Travel Plan shall at all times remain implemented.

### 1.3. Scope of Travel Plan

1.3.1. This Travel Plan has been produced for the commercial element of the Phase 2 development at the site, considering and building upon the Framework TP and LBC Travel Plan Guidance.

1.3.2. The approach and measures set out in the TP will accord with national and local Government objectives which seek to:

- Reduce the impact of traffic on surrounding roads and local communities;
- Promote equal opportunities for employees and visitors by offering wider travel choices;
- Improve personal and wider community health;
- Cost savings on travel and reduced costs and demands on car parking;
- Reduced on-site congestion and pollution;
- Reduce air and noise pollution; and
- Accord with national, regional and local Government objectives.

1.3.3. Travel Plans are evolutionary documents that should be regularly updated. In this way, plans can be reviewed and tailored to take account of ongoing changes in travel patterns. The Travel Plan should be reviewed and updated on an annual basis once the scheme is occupied and operational.

### 1.4. Report Structure

1.4.1. The remainder of this report is set out in the following manner:

- **Chapter 2:** Consented Site Details
- **Chapter 3:** Policy Context
- **Chapter 4:** Site Assessment
- **Chapter 5:** Objectives and Targets
- **Chapter 6:** Travel Plan Co-ordinator and Measures
- **Chapter 7:** Implementation and Monitoring
- **Chapter 8:** Summary.

## 2. Consented Site Details

### Development Proposals

- 2.1.1. The regeneration of Liddell Road is being constructed in two phases. Phase 1 is already constructed and comprises Kingsgate Infant School. Phase 2 comprises the construction of the commercial and residential land uses. This TP relates to the commercial aspect of the development only. A separate TP has been prepared in relation to the residential aspect of the site.
- 2.1.2. The commercial development details are provided in Table 1.

**Table 1 – Commercial Development Details**

Theme	Detail
GIA	- 3,729sqm
Building Purpose	- Sustainable, low carbon building, attractive to small creative and tech (micro to medium) businesses - Attractive to local residents; for example local parents (from the neighbouring school) and free-lancers
Anticipated No. of Employees	- Up to 250-295 working across 35 businesses; though flexible and therefore not all employees expected each day.
Consented Commercial Car Parking	- 1 disabled staff space - 1 disabled visitor space (shared with school)
Consented Commercial Cycle Parking	- 30 off-street spaces - 6 on-street spaces
Anticipated Servicing Trips	- 10 daily deliveries (based on 0.28 per 100m2)
Additional Information	- On-site showers, Lockers and Changing Facilities provided.
Additional Provisions (associated with the wider site)	- Relocation of existing zebra crossing on Iverson Road - Additional dropped kerbs and tactile paving on Maygrove Road - Widening of northern footway on Maygrove Road by up to 2m for approximately 60m length between the proposed western access and Ariel Road, and 40m between Liddell Road and Iverson Road; - Increased Signage; - Raised tables at junctions

### Trip Generation

- 2.1.3. Trip rates for the commercial element of the development were consented through the original Transport Assessment produced by Alan Baxter & Associates to support the outline application.
- 2.1.4. The commercial element of the Phase 2 development is anticipated to generate a total of 982 two-way total people trips over a 12-hour period including 80 in the AM peak period, 86-100 in the PM peak hours.
- 2.1.5. As noted in the original Transport Assessment, due to the car-free nature of the commercial development, car trips (taken from the TRICS database) were distributed across other modes. Public transport mode split was calculated using the 2001 Travel to Work Census data for the West Hampstead West ward (with no 2011 data available at the time of writing in 2014). The consented anticipated mode split, taken from the Framework TP, is reproduced below in Table 2.

**Table 2 – Consented Commercial Mode Split**

	Cycle	Car Passenger	Pedestrian	Bus	Rail (inc. Underground)
Modal Split	3%	5%	49%	5%	38%

2.1.6. The 12-hour anticipated mode splits were used as the basis for the indicative mode shift targets provided within the Framework TP produced by Alan Baxter & Associates.

2.1.7. Full details of the consented trip generation calculations can be found within Section 5 of the Transport Assessment submitted as part of the Phase 2 application.

Deliveries and Servicing

2.1.8. Deliveries to the development will be accommodated in the public realm space within the site and in parking bays along Maygrove Road. The Transport Assessment notes that businesses and residents will be encouraged to inform suppliers of delivery instructions and delivery locations.

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### 3. Policy Context

#### 3.1. National and Local Policy

3.1.1. The following key national and local transport policy documents that have been considered when producing this TP are:

##### National Policy

- National Planning Policy Framework (July 2021);
- Planning Practice Guidance (PPG) – Travel Plans, Transport Assessments and Statements in Decision-taking (March 2014);

##### Regional Policy

- The London Plan: The Spatial Development Strategy for Greater London (March 2021);
- Mayor of London's Transport Strategy (MTS, 2018);
- TfL Travel Planning Guidance (2013);
- TfL's Healthy Streets for London;

##### Local Policy

- London Borough of Camden Local Plan (2017);
- London Borough of Camden Transport Strategy (April 2019);

3.1.2. These key policy and guidance documents promote development where there is a choice of sustainable transport modes such as walking, cycling and public transport. Developments that minimise impact on the highway and rights of way networks and do not have an adverse impact on the function, safety and character of the local and strategic highway network will be permitted.

3.1.3. Travel Plans should promote and deliver sustainable alternatives to single occupancy car journeys and should include a mix of incentives and disincentives.

#### 3.2. National Policy

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

3.2.1. The NPPF was revised in July 2021 and sets out the government's planning policies for England and how these are expected to be applied. The NPPF recognises that transport policies have an important role to play in wider sustainability and health objectives as well as their direct influence on development. It seeks to ensure that the transport system is balanced in favour of sustainable transport modes giving people a real choice about how they travel.

3.2.2. Paragraph 111 states that all developments that generate significant amounts of movement should be required to provide a Travel Plan, and applications should be supported by Transport Statements or Transport Assessments. It also mentions that when 'assessing sites that may be allocated for development in plans or specific applications for development, it should be ensured that:

- Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
- Safe and suitable access to the site can be achieved for all users; and
- Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.'

Planning Practice Guidance (PPG) – Travel Plans, Transport Assessments and Statements in Decision-taking (March 2014)

- 3.2.3. The Guidance states that Transport Assessments, Transport Statements and Travel Plans can positively contribute to encouraging sustainable travel, lessening traffic generation and its detrimental impacts and reducing carbon emissions and climate impact. In doing so they can create accessible, connected, inclusive communities with improved road safety, health and quality of life.
- 3.2.4. The Guidance states that Transport Assessments, Transport Statements and Travel Plans should be proportionate to the size and scope of the proposed development, be tailored to particular local circumstances and be established at the earliest practicable possible stage of a development proposal. Additionally, the Guidance states that Travel Plans should be considered in parallel to the development proposals and integrated into the design of the occupation of a site rather than retrofitted after occupation wherever possible.

### **3.3. Regional Policy**

The London Plan: The Spatial Development Strategy for Greater London (March 2021)

- 3.3.1. The London Plan is the statutory Spatial Development Strategy for Greater London, and marks a break with previous London Plans, representing a step-change in the approach and serves as a blueprint for the future development and sustainable, inclusive growth of the city.
- 3.3.2. Policy T1 Strategic Approach to Transport states that development proposals should support ‘the delivery of the Mayor’s strategic target of 80 per cent of all trips in London to be made by foot, cycle or public transport by 2041’ and that ‘all development 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 that any impacts on London’s transport networks and supporting infrastructure are mitigated.’

Mayor of London’s Transport Strategy (MTS, 2018)

- 3.3.3. The Mayor’s Transport Strategy sets out the Mayor’s policies and proposals to ‘reshape transport in London over the next two decades’.
- 3.3.4. By using the Healthy Streets Approach, the Strategy aims to prioritise human health and experience in planning the city and change London’s transport mix to ensure the city works better for everyone.
- 3.3.5. The Strategy seeks to deliver the Mayor’s vision of creating ‘a future London that is not only home to more people but is a better place for all those people to live in’ by reducing Londoners’ dependency on cars by favouring walking, cycling and public transport use.
- 3.3.6. Proposal 99 of the Strategy includes an aim to ‘update TfL’s Travel Plan guidance to ensure developments encourage active, efficient and sustainable travel, apply the Healthy Streets Approach and help deliver carbon-free transport.’

TfL Travel Planning Guidance (2013)

- 3.3.7. Travel Planning Guidance (2013) supersedes Travel Planning for New Development in London (2011). TfL considers that the new guidance offers updated thresholds for when a ‘full’ travel plan is required, reduced focus on policy reviews and reduced reference to deliveries and servicing.

3.3.8. There is now greater focus on the action plan, along with more information on measures, example targets and on how sanctions can be used.

3.3.9. A travel plan is described as:

- 'A long-term management strategy for an existing or proposed development that seeks to integrate proposals for increasing sustainable travel by the future occupier(s) into the planning process and is articulated in a document that is to be regularly reviewed by the future occupiers of the site. It is based on evidence in the transport assessment of the anticipated transport impacts of the proposal and involves the development of agreed and specific outcomes, linked to an appropriate package of measures aimed at encouraging sustainable travel'.

#### TfL's Healthy Streets for London

3.3.10. The Healthy Streets Approach was the framework that was used to create the Mayor's Transport Strategy and is a long-term plan for improving Londoners' and visitors' experiences of London's streets by encouraging activity and the enjoyment of the health benefits of being on London's streets.

3.3.11. The document sets out how people and their health will be put at the centre of decision making by 'prioritising walking, cycling and public transport to create a healthy city'.

### **3.4. Local Policy**

#### The Camden Local Plan (2017)

3.4.1. The Camden Local Plan was published in 2017 and sets out the Council's planning policies and replaces the Core Strategy and Development Policies planning documents (adopted in 2010). The Local Plan covers the period 2016-2031.

3.4.2. Policy T1 'Prioritising walking, cycling and public transport' states that the council will promote sustainable transport by prioritising walking, cycling and public transport in the borough. To promote sustainable transport choices, developments should prioritise the needs of pedestrians and cyclists and ensure that sustainable transport will be the primary means of travel to and from the site.

3.4.3. Policy T2 'Parking and car-free development' states that the council will limit the availability of parking and require all new developments in the borough to be car-free.

3.4.4. Policy T3 'Transport infrastructure' states that the council will seek improvements to transport infrastructure in the borough'. Projects to provide new and improved infrastructure will play a central role in supporting growth and promoting sustainable travel within the borough.

#### Healthy Streets, Healthy Travel, Healthy Lives: Camden Transport Strategy 2019-2041 (April 2019)

3.4.5. The Camden Transport Strategy 2019-2041 was published in April 2019 and sets out the vision and objectives for transport in the borough.

3.4.6. The relevant transport related measures outlined to achieve the vision and objectives of the borough are outlined below;

- Implementation of a robust and ambitious set of parking policies – including reviews and amendments to our parking permit charges and structures, and feasibility into a Workplace Parking Levy in the Borough.

- For essential trips that still require motor vehicles, to provide an expanded network of Electric Vehicle Charging Points (EVCP) – supported by other policies such as parking charges – to encourage and enable a shift towards the least polluting vehicles.
- Provision of high-quality alternatives to private motor vehicle use – from supporting important public transport infrastructure improvements such as Crossrail 2 to car clubs and cycle hire systems – that further enable mode shift.
- The development and implementation of a high quality, Borough wide cycle network that provides safe and attractive routes for all ages and abilities.

3.4.7. In line with the current Mayor’s Transport Strategy, the updated Camden Transport Strategy presents both a long-term vision for transport to 2041, as well as a shorter-term Delivery Plan setting out specific initiatives and measures. Enabling sustainable, active, and healthy travel at is at its heart.

3.4.8. Policies and initiatives which prioritise and enable walking, cycling and public transport while reducing inessential vehicle use, are key to delivering the vision of the strategy.

Camden Planning Guidance: Transport (January 2021)

3.4.9. The Camden Planning Guidance (CPG) on Transport was prepared to support the policies in the Camden Local Plan (2017).

3.4.10. The key messages included within the CPG in relation to Travel Plans are outlined below;

- 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.
- The requirements of a travel plan will be tailored to the specific characteristics of the site and nature of the development.

3.4.11. The guidance states that the focus of a Workplace Travel Plan should be on giving priority to active travel, then reducing non-essential car travel. Workplace Travel Plans are suitable for any organisation that generates a significant number of employee trips.

3.4.12. A Workplace Travel Plan should address staff travel to and from work and on business. It also requires addressing visitor, client, and customer travel. Other aspects such as suppliers making deliveries, contractors undertaking work on site as well as fleet procurement/management should be considered within travel plans where they are an important aspect of development.

3.4.13. Camden’s guidance sets out information requirements, which are summarised, along with details of where this information is provided, in Table 3.

3.4.14. This Travel Plan report will take in to account the guidance included within the Camden Planning Guidance to ensure that the Employment Travel Plan meets the requirements and standards set out in the CPG.

**Table 3 – LBC Travel Plan Requirements**

Section	Further Detail	Further Information Contained within...
Background	Should provide an overview and be kept succinct; <ul style="list-style-type: none"> <li>- Number of Employees and Visitors;</li> <li>- Trip Generation, shift patterns, operational requirements;</li> <li>- Car Parking including disabled, car club and EV's;</li> <li>- Deliveries including Management;</li> <li>- Cycle parking and details; and</li> <li>- Supporting facilities.</li> </ul>	Section 2 (Consented Site Details)
Policy Context	- Brief summary of national, regional (London Plan, MTS) and Local (Camden Local Plan, Camden Transport Strategy)	Section 3 (Policy Context)
Site Assessment	Should provide an overview and be kept succinct; <ul style="list-style-type: none"> <li>- Access to public transport services; and</li> <li>- Site-specific barriers for people reaching or moving through the site on foot, post implementation of the development</li> </ul>	Section 4 (Site Assessment)
Travel Surveys	- Details of surveys that have been undertaken/are to be undertaken to develop the baseline.	Section 5 (Objectives and Targets)
Objectives	- Should be linked to the specific context of the site	
Targets	- Should be specific to the development <ul style="list-style-type: none"> <li>- All targets should be SMART</li> </ul>	
Package of Measures	To include (but not limited to): <ul style="list-style-type: none"> <li>- Promotion of Camden's Cycle Loan Scheme.</li> <li>- Welcome/Travel Packs;</li> <li>- Promotion of the Community Cycling Programme;</li> <li>- Promotion of the Cycle Skills Training;</li> <li>- Formation of a Travel Plan steering group;</li> <li>- Promotion of Led Health Walks within Camden;</li> <li>- Promotion of cycling events in Camden and wider London</li> </ul>	Section 6 (Travel Plan Co-Ordinator and Measures)
Management	- Travel Plan to last for five years <ul style="list-style-type: none"> <li>- Structure and budget secured by the developer</li> <li>- TPC must be appointed to implement, monitor, and review.</li> <li>- Details of the TPC should be included (where possible). If not, available commitment must be made to provide this information</li> </ul>	Section 6 (Travel Plan Co-Ordinator and Measures) Section 7 (Implementation and Monitoring)
Monitoring and Review	- Monitoring programme including type and frequency of surveys; <ul style="list-style-type: none"> <li>- Provide baseline reports 6 months following occupation, then on the first, third and fifth year anniversary</li> <li>- Details of who is responsible for monitoring and how this information will be reported to the Council;</li> </ul>	Section 7 (Implementation and Monitoring)
Action Plan	- Should take the form of a concise programme for delivering the measures in the TP; <ul style="list-style-type: none"> <li>- Short, medium, and long-term actions, timescales and responsibilities should be included</li> <li>- Explanation of the handover process from the developer to the TPC</li> <li>- Funding source for the measures should be provided in the action plan.</li> </ul>	Section 7 (Implementation and Monitoring)
Funding	- Confirmation that the developer will ensure adequate funding is secured for monitoring surveys and production of reports for the lifetime of the plan should be confirmed and detailed.	Section 7 (Implementation and Monitoring)
Appendices	- Draft Travel Surveys should be provided as an Appendix to the Travel plan	Appendix A

## 4. Site Assessment

### 4.1. Existing and Consented Use

- 4.1.1. Prior to its redevelopment, the site comprised Liddell Road which provided access to a small light industrial estate known as the Liddell Road Industrial Workshops which included three large warehouse units accommodating approximately 16 units / workshops.
- 4.1.2. Phase One of the redevelopment of the site included a four-form entry infant school (Nursery, Reception, Year 1, and Year 2), to become part of the existing Kingsgate School. Phase One of the development has now been constructed on the site and is operational.
- 4.1.3. Vehicular access to the site is provided via a new access on Maygrove Road at the western end of the site. This access has already been constructed and also provides access to the disabled car parking which also serves the school. The access will, once the full redevelopment of the site is complete, act as the primary vehicle access to the different elements of the development for servicing, refuse collection, drop off/pick up and to the aforementioned disabled/visitor disabled parking spaces.

### 4.2. Walking

- 4.2.1. To enable an assessment of the viability of walking and cycling as a realistic mode for trips to and from the site it is appropriate to establish the maximum distance that people are generally prepared to walk and the destinations that exist within these distances.
- 4.2.2. The Institute of Highways and Transportation's (IHT) guidance, Guidelines for Providing for Journeys on Foot (2000), states in paragraph 3.32 that the preferred maximum walking distance to facilities and local services is two kilometres. Table 4 summarises the desirable, acceptable, and preferred walking distances for various land uses.

Table 4 – IHT Walking Distances

Definition	Town Centre	Commuting / Schools	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred	800m	2000m	1200m

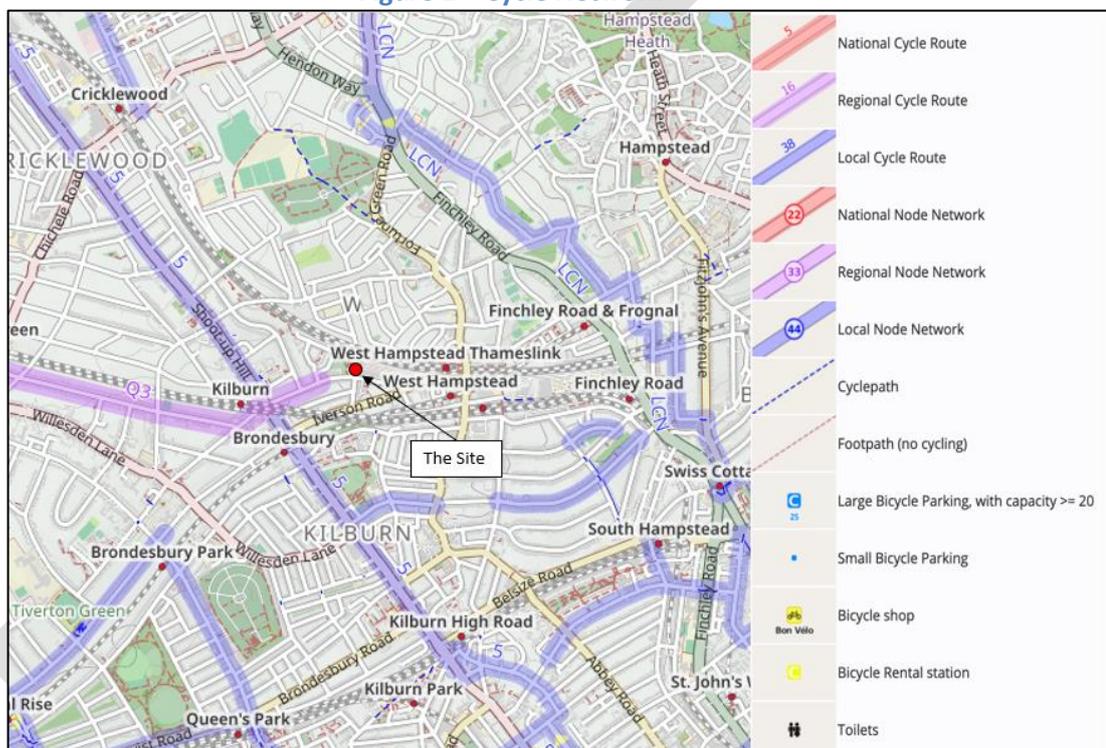
- 4.2.3. Within the vicinity of the site, there are excellent pedestrian facilities with well-established footways providing access to a range of services and public transport interchanges, all of which are within the desirable walking distances outlined above.
- 4.2.4. Footways measuring approximately 2.5m wide are provided to the south of the site along Maygrove Road, providing access to Kilburn Underground Station in the west and West Hampstead Thameslink in the east via Iverson Road as well as the wider pedestrian network. Zebra crossings including pedestrian refuge islands are provided at the junction between Maygrove Road and Iverson Road to facilitate the safe movement of pedestrians across the carriageway.
- 4.2.5. Additional pedestrian crossings are provided along Iverson Road and its associated junction with the B510 West End Lane to provide a direct pedestrian route to West Hampstead Overground Station located east of the site. All junctions and pedestrian crossing within close vicinity to the site are provided with dropped kerbs, tactile paving or raised tables to aid the movement of disabled and visually impaired pedestrians.

- 4.2.6. Minor junctions in the local vicinity are supported by a range of other pedestrian facilities such as raised tables, refuge islands, tactile paving and dropped kerbs. These facilities assist the movement of pedestrians and facilitate movement for the mobility impaired in the locality.
- 4.2.7. The site is well connected by high quality pedestrian routes and facilities. Further to this, the number of high-end services, amenities and public transport connections that can be reached within a reasonable walking distance ensure that walking is a viable mode to and from the site for residents and can readily form part of a multi-modal trip for residents.

### 4.3. Cycling

- 4.3.1. Cycling is considered an important mode of sustainable travel and is considered suitable for distances of up to five miles (eight kilometres) or three miles (4.8km) for commuting and other journeys respectively (source: LTN 2/08, Cycle Infrastructure Design).

Figure 2 – Cycle Network



Source: London Borough of Camden

- 4.3.2. Figure 2 demonstrates that Regional Cycle Route Q3 lies within close vicinity of the site, routing along Maygrove Road to the west of the site. Regional Cycle Route Q3 routes between Gladstone Park and Maygrove Road. Local Cycle Route 5 also routes in the vicinity of the along Shoot-up Hill to the west of the site and routes in a north to south direction linking Elstree and Hyde Park. In the vicinity of the site, both routes are on-road routes.
- 4.3.3. In terms of cycle parking, there is a good provision of cycle parking near West Hampstead Thameslink and Underground Stations, which are well used. Closer to the site, three Sheffield stands are provided along Maygrove Road adjacent to No. 73.
- 4.3.4. TfL are currently trialling e-scooters in a number of London boroughs including Camden. People are able to hire an e-scooter from one of the approved suppliers (Lime, TIER and Dott)

and ride the e-scooter on public roads and on cycle infrastructure. Further to this Lime have a number of dockless e-bikes throughout Camden.

#### 4.4. Public Transport

##### Public Transport Accessibility Level

- 4.4.1. Public Transport Accessibility Level (PTAL) assessments are useful in quantifying the accessibility of a site to public transport services. The TfL PTAL ratings range from 1a (very poor) to 6b (excellent).
- 4.4.2. The site's PTAL rating has been calculated using TfL's WebCAT tool, displaying that the site has a PTAL rating of 4 which demonstrates a good level of accessibility to public transport services within the vicinity of the site. Figure 3 below shows the PTAL map.

Figure 3 – PTAL Map



Source: TfL

##### Bus Services

- 4.4.3. The closest bus stops to the site are located at;
- West Hampstead Station (northbound and southbound)
  - Kilburn Underground Station (northbound and Southbound)
- 4.4.4. The stops at West Hampstead Station and Kilburn Underground Station are accessible within acceptable walking distance from the site, based on the IHT guidance and provide access to a variety of areas in north and Central London at a high frequency. All the bus routes are served

by low-floor vehicles with dedicated wheelchair space and access ramps. Further to this, the buses can also 'kneel' to reduce the step-up from the footway.

4.4.5. A summary of the bus services provided at these stops are summarised in Table 5 below.

**Table 5 – Local Bus Services**

No.	Route	Weekday			Weekend Frequency	
		Approx. Frequency	First Bus	Last Bus	Sat.	Sun.
<b>West Hampstead Station</b>						
139	Golders Green - Waterloo	6 – 9 minutes	24 Hour Service		7 – 10 minutes	11 – 14 minutes
328	Golders Green - Chelsea	9 – 13 minutes	04:56	00:43	9 – 13 minutes	11 – 13 minutes
C11	Archway Station – Brent Cross Shopping Centre	9 – 12 minutes	05:46	00:11	10 – 13 minutes	11 – 13 minutes
<b>Kilburn Underground Station</b>						
16	Mora Road – Victoria Bus Station	8 – 12 minutes	05:26	00:01	8 – 12 minutes	10 – 13 minutes
32	Edgware Bus Station – Kilburn Park Station	7 – 10 minutes	05:35	00:26	6 – 8 minutes	9 – 12 minutes
189	Brent Cross Shopping Centre – Marble Arch Station	9 – 12 minutes	24 Hour Service		6 – 10 minutes	11 – 13 minutes
316	Mora Road – White City Bus Station	10 – 12 minutes	05:28	00:15	7 – 11 minutes	12 minutes
332	Brent Park Tesco – Bishops Bridge	8 – 11 minutes	05:47	00:21	8 – 12 minutes	12 – 14 minutes
632	South Mead – Kilburn Park Station	1 Service	16:02	16:02		
N16	Edgware Station - Victoria Station	2 Services per hour	00:22	05:23	20 minutes	2 Services per hour

Source: TfL

#### Rail Services

- 4.4.6. The site benefits from good Underground and Overground connections to Central London and parts of Outer London. West Hampstead Underground and Overground stations are situated within 50m of each other on West End Lane, providing a valuable modal interchange.
- 4.4.7. The Overground provides links to areas to the west and north-east of London. There are regular services (approximately 3 per hour) throughout the day to Clapham Junction, Richmond and Stratford.
- 4.4.8. The Overground services are complimented by the Jubilee Line Underground service, which has services terminating at Stanmore to the northwest and Stratford to the east providing direct connections to Waterloo and London Bridge. Outer onward journeys to Outer London and national destinations can be reached from services departing Waterloo and London Bridge stations.
- 4.4.9. Kilburn Underground Station is located to the west of the site approximately 500m (7-minute walk or 2-minute cycle). Kilburn Station is located on the Jubilee Line and provides direct connections to Waterloo and London Bridge.

- 4.4.10. Kilburn Underground Station and West Hampstead Overground Station are identified as stations providing step free access to rail services. Accessible ticket machines and induction loops are also provided within the stations.
- 4.4.11. West Hampstead Station provides regular Thameslink and South-eastern services to destinations to the north and south of London. These destinations include:
- Brighton (90-minute journey time);
  - St Albans (15-minute journey time);
  - Sutton (60-minute journey time);
  - Rainham (Kent) via London St Pancras (25-minutes);
  - Luton (40-minute journey time); and
  - Bedford (60-minute journey time).
- 4.4.12. The services running south provide a direct route into Central London and key strategic destinations such as St Pancras International, Blackfriars, Farringdon and Gatwick Airport.

#### 4.5. Disabled Access

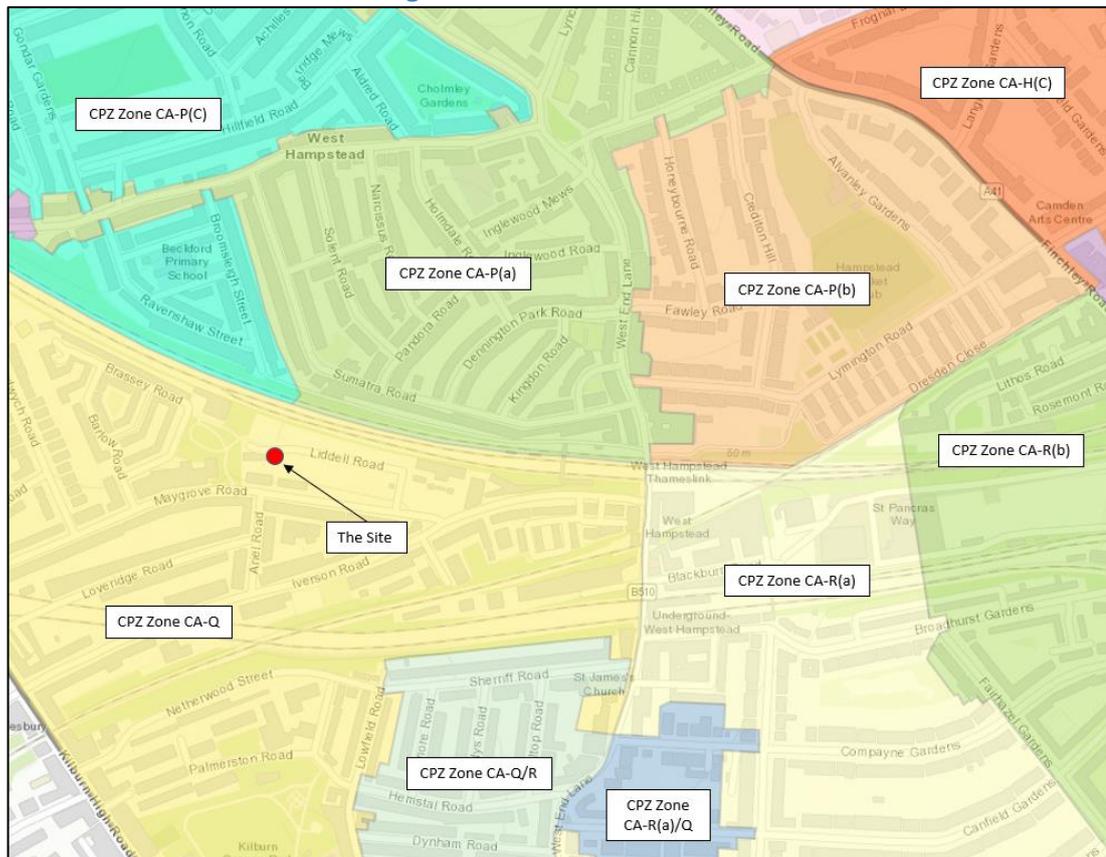
- 4.5.1. The route to West Hampstead Station and Kilburn Underground Station is accessible with dropped kerbs and tactile paving, pedestrian crossings, and wide footway widths. The route to the bus stops along B105 West End Lane and Shoot-up Hill are step-free with dropped kerbs and tactile paving and a pedestrian crossing to the east of the site at the connection with Maygrove Road and Iverson Road.
- 4.5.2. All TfL buses are accessible with wheelchair spaces and priority seats available on all vehicles. Drivers will also pull in close to the kerb at stops to reduce the gap, lower the bus to reduce the step up and deploy the wheelchair ramp where necessary. Additionally, assistance dogs are allowed to travel on all TfL services, including taxis and private hire vehicles.
- 4.5.3. Freedom Passes allow free travel on the Tube, TfL Rail, DLR, London Overground, Trams, Buses, and some National Rail services in London for both elderly and disabled people that live in London.
- 4.5.4. TfL offer a free Travel Mentoring service to give people with mobility requirements and disabilities guidance and support on how to travel across London and give them the confidence and knowledge to travel independently. They also offer travel support cards that you write down any assistance you require, or your journey information and you show the card to members of staff at stations, who will then help you with your journey.
- 4.5.5. A number of door-to-door services are also available in London, including “Dial-a-Ride”, TfL’s free door-to-door transport service for those who cannot always use other modes of public transport; Taxicards that offer subsidised travel in licensed taxis and private hire vehicles to London residents with serious mobility or visual impairments; and community transport for groups and individuals who are unable to use public transport.

#### 4.6. Car Parking

- 4.6.1. The site and the surrounding streets are subject to a Controlled Parking Zone (CPZs). Maygrove Road CPZ zone CA-Q; variations of CA-Q are located south of the Thameslink Line, west of West End Lane and north of Quex Road. CPZ CA-Q is in operation Monday to Saturday 08:30 – 18:30 and restricts parking to permit holders only during these times. A number of pay at machine / pay by phone bays are also located in the vicinity of the site which allow parking for up to two hours at a cost of circa £2.21-2.68 per hour.

4.6.2. A plan showing the extents of the CPZ Zones is included in Figure 4 below.

Figure 4 – CPZ Zones



#### 4.7. Car Clubs

- 4.7.1. Car clubs provide a cost-effective and flexible alternative to owning a car and can help tackle the challenges of climate change and congestion. Car clubs provide the convenience of owning a car without the hassle or costs of repairs, servicing, or parking. Members can book cars locally for just an hour or longer periods. They reduce the need for people to own their own cars by providing access to conveniently located high-quality vehicles on an affordable 'pay-as-you drive' basis.
- 4.7.2. Car clubs present a cost-efficient way for employees to have the benefits of a car without the need for commuting by one. Not only does this provide a mode of transport for employees to travel to and from work but car clubs provide a viable option for short trips for reasons such as meetings.
- 4.7.3. Enterprise Car Club (Loveridge Road – 550m, Glenbrook Road – 1.1km) and Zipcar (Garlinge Road – 500m) all operate car clubs within walking distance of the site.

#### 4.8. Travel Surveys

- 4.8.1. Traffic and parking surveys were undertaken within the vicinity of the site and at the existing Kingsgate School in early July 2014 which were subdivided into five survey types; Manual Turning Counts (MTCs), Automated Traffic Counts (ATCs) / Vehicle Speed Surveys, Parking Beat Survey, Queue Surveys and Kingsgate School Interviews. The results from these surveys are included with the Transport Assessment produced by Alan Baxter in November 2014.

4.8.2. The total parking capacity across the area surveyed is 233 spaces; the average car parking occupancy during the survey period is 75%. At the time of the survey on Maygrove Road in the AM peak, PM Peak and during the evening there is an average of five pay and display spaces unoccupied. In the AM peak there were 21 residential parking spaces unoccupied, in the PM peak 26 spaces were unoccupied and 18 unoccupied during the evening peak. Similar patterns of occupancy are demonstrated along Ariel Road and Iverson Road. In the evening there were between 50 and 60 spaces available across the three surveyed streets. At 00:30 there were 50 residential spaces available and 13 pay and displays spaces available.

#### 4.9. Census Data

- 4.9.1. As previously set out, the original Transport Assessment provided anticipated mode splits based upon 2001 Census data at a ward level (West Hampstead). This data was also used as the basis for ascertaining indicative Framework Travel Plan targets. The mode splits were altered for individual modes based upon the car-free (other than disabled parking) nature of the site.
- 4.9.2. Since this time, 2011 Census data has now become available and is provided at both ward and Middle Super Output Area (MSOA) level. However, data for employee journey to work (origin-destination) is only available at MSOA level.
- 4.9.3. Reviewing the MSOA in which the site is located (Camden 013) demonstrates that the majority of the MSOA is a similar mix of residential, commercial and other leisure and education uses to that within the previously assessed West Hampstead ward. The wider MSOA is also provided with similar distances from rail stations to the site. It is therefore considered that MSOA level data is most suited to understanding existing mode shares for potential employees of the consented development.
- 4.9.4. Table 6 demonstrates a comparison of the 2001 data (as set out in the Transport Assessment and Framework Travel Plan) compared with the 2011 mode shares for the Camden 013 workplace population.

**Table 6 – Census Journey to Work Data**

Mode	2011 Data (MSOA Level)	2001 Data (Original Transport Assessment)
Underground / DLR	21%	38%
Train	15%	
Bus	15%	5%
Taxi	0%	-
Motorcycle	1%	-
Car Driver	30%	-
Car Passenger	2%	5%
Bicycle	4%	3%
On Foot	13%	49%
Other	0%	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

4.9.5. The 2011 data shows that 67% of workplace trips are made by sustainable modes, including 17% by walking or cycling, 36% by rail (train or underground) and a further 15% by bus. The high public transport mode splits are reflective of the site's proximity to West Hampstead Thameslink, West Hamstead Station and Kilburn; all within 500m.

## 4.10. Site Specific Barriers and Consented Improvements

4.10.1. The original Transport Assessment undertook a detailed review of the existing (at the time of assessment) Pedestrian Environment through a PERS Audit in addition to a Public Realm Assessment (PRA). The audits concluded that there were a number of existing barriers to people reaching or moving through the site on-foot, including (taken from Transport Assessment):

- Site exuding the image of a private industrial use which the pedestrian does not feel inclined to enter;
- Entrance gated for both vehicles and pedestrians;
- Pedestrian access overgrown and shut, causing pedestrians to walk in the highway;
- Liddell Way footway in bad condition and uninviting to pedestrians;
- Mouth to Liddell Road approximately 20m wide which 'feels an uncomfortable distance for the pedestrian to traverse;' and
- Overgrown and unkept verge, particularly at junction with Liddell Road.

4.10.2. As a result, a number of on and off-site improvements were consented through the wider redevelopment proposals, including:

- Relocation of existing zebra crossing on Iverson Road;
- Additional dropped kerbs and tactile paving on Maygrove Road;
- Widening of northern footway on Maygrove Road by up to 2m for approximately 60m length between the proposed western access and Ariel Road, and 40m between Liddell Road and Iverson Road;
- Increased Signage; and
- Raised tables at junctions.

4.10.3. Given that the scheme was consented, it is understood that the improvements were welcomed by LBC and were sufficient to overcome any barriers, in particular to pedestrian movement to and across the site.

4.10.4. It is expected that these improvements will provide a greater sense of place for proposed site users including an increased feeling of safety through traffic calming and additional crossing points.

## 4.11. Summary

4.11.1. The site is in a sustainable location with a PTAL level of 4, representing a good level of public transport accessibility. There are a total of 10 bus routes within a suitable walking distance of the site in addition to London Underground services on the Jubilee Line, London Overground Services and National Rail Services. The level of public transport accessibility is reflected in the Census 2011 mode share for this ward, where 51% of all trips are made by rail or bus.

4.11.2. In addition to public transport, generally high-quality pedestrian and cycle routes are provided in the vicinity of the site, providing connections to a range of local amenities and services. A number of site-specific barriers were identified through a series of audits undertaken as part of the Transport Assessment which led to improvements in traffic calming and further crossing points across the surrounding road network. These improvements have been consented and conditioned as part of the wider application and will likely increase travel by active modes (from the Census 2011 baseline of 13%). It is noted that the Transport Assessment anticipated a pedestrian mode share of 49%.

- 4.11.3. The current (2011) level of single occupancy car use (30%) will seek to be reduced to essential needs only (for example disabled site users) through this Travel Plan, which will be partly enforced through the car-free (other than disabled parking) nature of the scheme coupled with the surrounding CPZ and also the flexible nature of the office providing small scale, local workspace.
- 4.11.4. The Travel Plan measures will complement the 'hard infrastructure', looking to increase active modes of travel (walking and cycling) and aiming to reduce impact on public transport in the surrounding area.

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## 5. Objectives and Targets

### 5.1. Objectives and SMART Targets

- 5.1.1. As set out in the previous section, the key focus of the Travel Plan is to encourage active modes of travel in accordance with the Mayor's Transport Strategy to support the essential travel needs of the employees; encouraging all site users to adopt healthy, sustainable travel choices to minimise vehicular trip generation to and from the site. This will be supported by the consented on and off-site infrastructure and improvements in addition to the proposed Travel Plan measures.
- 5.1.2. Public Transport is currently a primary transport mode for this specific location and whilst public transport is to be encouraged over the private car, the development will seek to ensure that use of public transport does not affect existing capacity of the bus and rail network (particularly rail given current mode share). This is particularly important in the current climate due to the COVID-19 pandemic which has meant a short to medium-term decrease in capacity on public transport in order to prevent the potential for overcrowding.
- 5.1.3. The commercial aspect of the site has not yet been constructed and therefore a site-specific travel survey has not yet been undertaken. In accordance with LBC guidance, initial SMART (Specific, Measurable, Appropriate, Realistic and Timed) have been set out alongside the development objectives based upon 2011 Census data for the MSOA level at this time.
- 5.1.4. In order to refine the initial targets a Travel Survey will be performed and a monitoring report provided to LBC six months after the occupation of the commercial unit. The analysed findings and conclusions will be submitted to LBC along with any target or measure adjustments as a result of the initial surveys.
- 5.1.5. In accordance with LBC's guidance, a Draft Travel Survey has been included within **Appendix B** of this report.
- 5.1.6. The site-specific objectives, along with the initial targets set out for years 1, 3 and 5 are set out in Table 7. Further information in relation to achieving SMART target status is provided in the Action Plan, contained in Table 9; where the following stages are important:
- **Baseline** (current mode split based on 2011 Census Data);
  - **Year 1** Indicative Target (following implementation of 'hard infrastructure' and initial welcome packs and information) – to be updated following the initial Travel Survey;
  - **Year 3** Indicative Target (as employees' travel practices are embedded into their everyday lives with ongoing measures to continue to encourage mode shift); and
  - **Year 5** (Employees have been provided with all benefits the Travel Plan has to offer and their travel habits are fully integrated).

**Table 7 – Initial Travel Plan Targets**

Mode	Census 2011 (initial baseline)	Year 1 Target	Year 3 Target	Year 5 Target
Underground / DLR	21%	20%	19%	18%
Train	15%	14%	13%	13%
Bus	15%	14%	13%	13%
Taxi	0%	0%	0%	0%
Motorcycle	1%	1%	1%	1%
Car Driver	30%	28%	27%	26%
Car Passenger	2%	2%	2%	2%
Bicycle	4%	5%	6%	6%
On Foot	13%	16%	19%	21%
Other	0%	0%	0%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

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## 6. Travel Plan Co-Ordinator and Measures

### 6.1. Travel Plan Co-ordinator

- 6.1.1. A Travel Plan Coordinator (TPC) will be appointed to oversee the travel patterns of all employees following occupation of the development proposals. The TPC role will be responsible for the implementation, administration and monitoring of the Travel Plan. The TPCs details will be submitted to LBC prior to occupation.
- 6.1.2. The TPC role will be undertaken either by a member of management associated with the commercial unit, or alternatively the developer will appoint an external TPC. If so, it may be appropriate for the TPC to cover the role of both the commercial and residential aspects of the site. If a member of management is appointed instead, they will be responsible for ensuring collaboration with the residential TPC.
- 6.1.3. The TPC will be the first point of contact for all employees regarding travel to and from site. They will establish and maintain a database containing all correspondence to and from and relating to the Travel Plan so far as may be practicable or Data Protection permits.
- 6.1.4. Copies of the Travel Plan will be issued in the welcome packs to all employees, who will be made aware of the existence and role of the TPC. Essentially, the TPC will where necessary:
- Provide the main Travel Plan / Transportation contact for all employees;
  - Provide a principal point of contact for the Local Authority;
  - Liaise with management team and employees;
  - Set up and implement an action plan to achieve the TP targets;
  - Proactively communicate with employees to champion travel initiatives and encourage sustainable travel modes to and from the Site;
  - Keep up-to-date information on transport choices for display in communal areas e.g., public transport timetables, cycle plans;
  - Set up a travel planning intranet / webpage detailing up-to-date information on sustainable travel options, initiatives and events;
  - Monitor employee travel patterns on a regular basis ensuring initiatives adopted are meeting requirements;
  - Ensure that the Travel Plan and details on sustainable modes of transport in the vicinity of the site are included in the welcome packs;
  - Proactively promote the health and environmental benefits of non-car use;
  - Monitor data such as use of cycling facilities;
  - Formation of a Travel Plan Steering Group;
  - Address all travel issues raised by employees; and
  - Arrange for the submission of the Travel Plan monitoring reports following the baseline surveys and in Years 1, 3 and 5.
- 6.1.5. It is anticipated that the amount of time that the TPC will spend will vary over time. Given the scale of the development it is envisaged that the TPC will on average spend 2-3 days a month managing the Travel Plan. However, in the first few weeks of occupation it is likely that the role would take up more time.

### 6.2. Travel information and awareness

- 6.2.1. Employees will be provided with accurate and up-to-date information as soon as they become employed at the site, in the form of welcome packs to encourage sustainable travel from the beginning. The Welcome Packs will set out comprehensive details of the following:

- Plans of walking and cycle routes in the area to key local facilities (an ‘accessibility map’);
- On-site provision including cycle parking, location of showers, lockers and changing rooms;
- Passenger transport timetable information for services in the vicinity of the site and onward connections, including bus and rail timetables;
- Contact details for local cycling and other groups, e.g., Camden Cyclists;
- Details of Camden’s Cycle Loan Scheme and cycle skills training;
- Contact details for local taxi operators; and
- Details of local car clubs.

6.2.2. Given that the key focus of the Travel Plan is to encourage use of active modes wherever possible, the welcome packs will be walking and cycling focused.

### 6.3. Notice board

6.3.1. A notice board publicising and promoting travel initiatives will be displayed within a communal area for employees and within the cycle storage area. The notice board(s) will be updated by the TPC at intervals no more than every six months. The option to provide a digital noticeboard in the form of a monitor screen will also be explored by the TPC.

### 6.4. Intranet and/or Newsletter

6.4.1. It is anticipated that, given the flexible workplace nature of the development, an intranet system will be set up as part of the development to allow users to book meeting rooms and phone booths, see upcoming events and for any shared news associated with the communal spaces. Alternatively, it may be more appropriate for management to issue a weekly newsletter to all employees with similar information.

6.4.2. In any case, the intranet and/or newsletter will provide any updates relating to sustainable travel and the Travel Plan; for example reminders of upcoming surveys, summaries of survey results, upcoming events or reminders/incentives to make the shift to active modes.

### 6.5. Travel Steering Group

6.5.1. The TPC should investigate setting up a Travel Steering Group. The starting point is likely to be a site-specific group combining the commercial, residential and school TPCs (if not to be managed by one entity).

6.5.2. Following this, steps should be taken to extend the Steering Group to include other local TPCs. The Steering Group should meet every six-12 months to discuss progress of the Travel Plans, compare survey results and trips to further encourage sustainable travel.

### 6.6. Walking

6.6.1. The opportunities for users to walk to the site are high with a network of footways providing connections to surrounding areas. As aforementioned, there are a number of improvements consented through the wider development of the site and these will further encourage take-up of walking. Active travel is the key mode shift focus for this development.

6.6.2. Walking as a first choice to and from the development will be promoted through the welcome packs, noticeboards and via the intranet/newsletters. In addition to off-site improvements, the commercial space will be provided with lockers and changing rooms to allow walkers to store additional clothes (alternative shoes or umbrellas for example) and change their clothes if required.

- 6.6.3. Employees will be provided with details of the TfL Journey Planner (<https://tfl.gov.uk/plan-a-journey/>) to suggest a route between their home address and work.
- 6.6.4. TfL have also teamed up with the Go Jauntly app to bring walking maps to people's phones to enable walking to become a part of their everyday journeys. The app helps people find any TfL station, cycle hire station or curated Go Jauntly walking routes. Details of this service and how to download will be provided in all marketing material.
- 6.6.5. The TPC will contact LBC for information on events happening in the local area and promote these to employees.
- 6.6.6. Other measures to encourage walking will include:
- Local area maps of walking routes;
  - Raising awareness of the health benefits of walking;
  - The promotion of Led and Health Walks within Camden in line with the future 'Walking Action Plan'; and
  - Running pedometer / walking challenges between employees.
- 6.6.7. Should Travel Plan targets not be met, the TPC should investigate the potential to provide further information and/or incentives to encourage walking; such as free pedometers to employees and/or umbrellas in reception. Use of the lockers and changing rooms should also be monitored, and the Travel Survey (Draft contained in **Appendix A**) should provide employees with the space to provide further suggestions to the TPC which should be adequately investigated.

## 6.7. Cycling

- 6.7.1. Cycling for employees will be encouraged on site via the following measures:
- The provision of 30 secure and sheltered cycle parking spaces at ground floor level;
  - Provision of a bicycle pump and puncture repair kit at the site within the cycle store;
  - Providing information on local cycle shops;
  - The presentation of information relating to onsite cycle parking facilities, local cycle route maps and cycle repair shops within all marketing information;
  - Promotion of cycling events in Camden and wider London;
  - Promotion of Camden's Cycle Loan Scheme;
  - Promotion of the Community Cycling Programme and Cycle Skills Training;
  - Providing information relating to travelling with bikes on trains; and
  - The promotion of Camden's Cycle Loan scheme and Cycle Superhighways.
- 6.7.2. A key issue for cyclists is the safe and convenient storage of bicycles at workplaces and these measures aim to meet this and encourage greater use of cycling by employees.
- 6.7.3. LBC offer a free bicycle loan scheme or people who want to experience the advantages of cycling but do not yet have a bike of their own. During a free, no-obligation bike loan an individual can decide whether buying their own bicycle will be the right choice for them. Loan bikes are returned after a set period, except where cargo and family bikes are provided by the Peddle My Wheels supplier.
- 6.7.4. Peddle My Wheels also offer a Try Before You Bike Scheme, where you pay a monthly fee until you either own the bike or return the bike. Bicycles can be delivered to your home and come fully fitted with accessories. Upon delivery, a personalised two-hour training session is also

given. There is also the option of being assigned a dedicated cycle mentor for ongoing advice and support, and comprehensive insurance and maintenance packages are available.

- 6.7.5. LBC also offer free cycle training courses (Camden Cycle Skills) for anyone who lives, works or studies in Camden. Adult courses range from beginner to advanced level and training bikes are available to borrow.
- 6.7.6. The Cycle Loan Schemes and Cycle Training Courses will be advertised within all marketing material. The TPC will encourage employees to utilise these services.
- 6.7.7. TfL's Cycle Map displays all the open and proposed cycle routes across London, as well as Santander Cycle docking stations. A link to the map will be provided within Welcome Packs.
- 6.7.8. In relation to both walking and cycling, the Welcome Pack will also contain an 'Accessibility Map' showing all key points of interest (bus stops, stations, leisure facilities, shops and services) with walking and cycling routes between each and the site.
- 6.7.9. Should Travel Plan targets not be met, the TPC should investigate the potential to provide further information and/or incentives to encourage cycling; such as investigating discounts at local cycle stores to employees and/or provision of free safety equipment (such as cycle lights or reflective strips). Use of the lockers, showers and changing rooms should also be monitored, and the Travel Survey (Draft contained in **Appendix A**) should provide employees with the space to provide further suggestions to the TPC which should be adequately investigated.

## **6.8. Managing Public Transport Demand**

- 6.8.1. As aforementioned, the key focus of this Travel Plan is to shift users away from single occupancy vehicle and public transport modes to active modes (walking and cycling) to prevent capacity issues on either the road or public transport networks.
- 6.8.2. Active modes of travel will be further facilitated through the type of commercial space proposed; a local, flexible, small-scale use which will be attractive to local residents.
- 6.8.3. However, in instances where longer journeys are required where walking or cycling is not a viable option, for example travel to meetings, or for visitors to the site, public transport would still be encouraged over the private car.
- 6.8.4. The TPC will ensure that employees are aware of bus and train routes and timetables operating in the vicinity of the site. Maps identifying the location of and suitable routes to, nearby bus stops, and rail stations will be displayed on the notice board(s) and in newsletters (and/or intranet).
- 6.8.5. TfL's Journey Planner will also be advertised and promoted to encourage employees to pre-plan their journeys and encourage them to make utilise the excellent public transport services on offer within the vicinity of the site.
- 6.8.6. The TPC will ensure any information on public transport provided on the noticeboards is kept up to date. Details to relevant websites and local time information on public transport services will be mentioned within the welcome packs, on noticeboards and on the travel planning intranet / newsletters.

## 6.9. Car sharing

6.9.1. To encourage employees to car share to and from the site, a number of measures can be implemented including promoting a car share database such as LiftShare ([www.liftshare.com/uk](http://www.liftshare.com/uk)); details of which will be provided within all marketing material.

## 6.10. Car Clubs

6.10.1. Car clubs provide a cost-effective and flexible alternative to owning a car and offer the convenience of owning a car without the hassle or costs of repairs, servicing or parking. Members can book cars locally for just an hour, a whole weekend or longer. They reduce the need for people to own their own cars by providing access to conveniently located high quality vehicle on an affordable 'pay-as-you drive' basis.

6.10.2. The nearest existing car club to the site is Enterprise Car Club with a dedicated car club vehicle being located at 92 Loveridge Road, approximately 500m southwest of the site, equating to a six-minute walk.

6.10.3. Zipcar also offer car club memberships with cars available close to the site. More information about these car clubs can be found by vicinity the websites below and these details will be provided to employees within their welcome packs:

- Enterprise Car Club – [www.enterprisecarclub.co.uk](http://www.enterprisecarclub.co.uk);
- Zipcar – [www.zipcar.com/en-gb](http://www.zipcar.com/en-gb); and

## 6.11. Promoting Sustainable and Healthy Travel

6.11.1. The TPC should make employees aware of contact telephone numbers and websites which provide information on access to the site by non-car modes of transport. The main relevant websites are listed below:

- [www.tfl.gov.uk](http://www.tfl.gov.uk): offering information on travel choices and public transport journey planning.
- [www.networkrail.co.uk](http://www.networkrail.co.uk): provides the full mainline rail timetable and will provide journey times and will plan your mainline rail journey from origin to destination.
- [www.thetrainline.com](http://www.thetrainline.com): permits rail tickets to be purchased over the internet.
- [www.liftshare.com](http://www.liftshare.com): free car-sharing and transport information service. The online matching service to find travel companions.
- [www.traveline.org.uk](http://www.traveline.org.uk): national travel helpline to provide up to date public transport information. Tele. No. 0870 608 2 608.
- [www.camden.gov.uk/](http://www.camden.gov.uk/): local travel information including details and booking for cycle training courses and 'Try-A-Bike' loans;
- [www.bikeridemaps.co.uk](http://www.bikeridemaps.co.uk): this site hosts a cycle map database which will enable you to find cycle maps available for your area.

## 6.12. Other Initiatives

6.12.1. The measures identified above are not exhaustive and the TPC will be able to implement other travel initiatives if it is considered that alternative suggestions would maximise the number of journeys made by non-car modes.

6.12.2. The emphasis is for the Travel Plan to be an ongoing working document, which should be periodically updated to ensure that active measures and up to date methods are being employed to encourage the continual development of sustainable travel to the site.

## 7. Implementation and Monitoring

### 7.1. Introduction

- 7.1.1. This chapter sets out the funding sources for the plan's implementation and provides an action plan, detailing timescales and responsibilities for measures (SMART Targets in accordance with LBC's guidance).
- 7.1.2. The Travel Plan itself will cover a period from six months after the occupation of the commercial unit to five-years following that date.
- 7.1.3. The structure and budget required for the implementation and monitoring of the Travel Plan, including for the production of monitoring reports and submission to LBC, is the responsibility of the developer for the full length of the travel plan monitoring period.

### 7.2. Travel Plan Monitoring Timetable

- 7.2.1. To determine the success of the Travel Plan in achieving the desired aims, a defined, regular programme of monitoring will be required. The objective of the monitoring process is to regularly assess the travel patterns to work and identify when / if the plan, or elements of the plan strategy, are not working and may need to be changed.
- 7.2.2. Table 8 provides a timetable for implementing and monitoring the Travel Plan's administrative actions and activities.

**Table 8 – Travel Plan Monitoring Timetable**

Timeframe	Administrative
Prior to Occupation	Appoint TPC
Within Six Months after occupation	Conduct a Travel Survey Provide initial report to LBC including revised targets (if required) and Travel Survey results
Year 1 (following initial six months)	Conduct a Travel Survey Monitoring Report to be provided to LBC on the 1 <sup>st</sup> Anniversary following 6 month baseline. Any changes to the measures/monitoring to be agreed with LBC
Year 3	Conduct a Travel Survey Monitoring Report to be provided to LBC on the 3 <sup>rd</sup> Anniversary following 6 month baseline Any changes to the measures/monitoring to be agreed with LBC
Year 5	Conduct a Travel Survey Monitoring Report to be provided to LBC on the 5 <sup>th</sup> Anniversary following 6 month baseline Final review of targets and sign-off of the TPC from LBC; or implementation of further measures and a further monitoring strategy if required and if targets have not been met

### 7.3. Travel Plan Timeframe and Contingency

- 7.3.1. To ensure that the Travel Plan is implemented effectively, in addition to the biennial monitoring, a series of remedial measures have been proposed for a scenario in which the Travel Plan targets are not met. The expected Travel Plan implementation period is 5 years, with specific targets set. If after the 5-year monitoring period, the Travel Plan milestones have not been met then the Travel Plan Coordinator will liaise with LBC to investigate possible

contingency measures which could be implemented. An example of possible contingency measures that could be included are stated as follows:

- Increase the marketing and promotion of the Travel Plan and travel options;
- Hold further 'Travel Plan days' to promote the Travel Plan;
- Introduce a targeted Personalised Travel Planning program;
- Review and promote additional cycle parking facilities;
- Introduce additional incentives for sustainable modes.

7.3.2. It should be noted that the above list is an indication of potential future measures and is by no means considered exhaustive or prescriptive of what would be implemented.

#### 7.4. Action plan

7.4.1. Table 9 provides an action plan summarising the programme for the delivery of measures and the associated responsibility for implementation. The Action Plan is set out as a SMART plan in accordance with LBC guidance.

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**Table 9 – Action Plan**

Specific (S)		Measurable (M)		Appropriate (A)	Realistic (R)	Timed (T)
Travel Plan Co-ordinator		Appoint a TPC	Appointment of a TPC	Developer	✓	Pre-occupation
Enabling wider travel choices	Cycling	On-site cycle parking	30 staff and 6 visitor cycle spaces designed and built	Developer	✓	Pre-occupation
Travel Survey	All	Undertake Initial Travel Survey	Required by LBC within six months of occupation	TPC	✓	Within six months of occupation
Steering Group	All	Set up a Steering Group	Details to be provided to LBC	TPC	✓	Within six months of occupation
Off-site Improvements	Walking	Improvements to pedestrian routes including crossing points and traffic calming	Developer Commitment	Developer	✓	Pre-occupation
General information and raising awareness	All	Sustainable transport awareness raising	Develop the TP brand and use on all future material	TPC	✓	On occupation / ongoing
	All	Employee welcome packs	Collate all relevant Site travel information into an accessible, user-friendly pack. Distribute to all employees (likely via e-mail to reduce paper waste)	TPC	✓	Packs produced circa 6 months before occupation and agreed with LBC
	All	Notice Board	Set up Notice Board(s) devoted to the Travel Plan. Include Travel Plan information e.g., good news stories, upcoming events, bus routes, cycle routes etc	TPC	✓	Through Marketing Material
Enabling wider travel choices	Cycling	Cycle Training and Cycle Groups	On the Notice Board and in Travel Plan newsletters outline details of cycle groups and cycle training available in the borough.	TPC	✓	Through Marketing Material
	Walking & Cycling	Accessibility Maps	Prepare Accessibility Maps for distribution through all marketing material	TPC	✓	Through Marketing Material
		Promote the Try Before you Bike Scheme	Promote the Try Before you Bike Scheme to staff in all marketing material	TPC	✓	Through Marketing Material
	Walking and cycling	Walking and cycling events	Promote walking and cycling events to employees	TPC	✓	Through Marketing Material
Monitor	Cycling	Monitor the use of the cycle parking	Monitor the use of the cycle parking and if demand regularly exceeds 90% capacity seek to provide additional spaces	TPC	✓	Ongoing / Formal checks made and recorded every 6 months

## 8. Summary

- 8.1.1. Syntegra has been commissioned by West Hampstead Limited to produce an employment Travel Plan in order to discharge planning Condition 34 attached to the consented Phase 2 development of approximately 3,700 sqm of mixed commercial use (Class B1) associated with a wider Liddell Road regeneration scheme within LBC.
- 8.1.2. The consented commercial use will comprise small, flexible office workspaces which will be car-free in nature (other than disabled parking) and 30 cycle parking spaces for staff along with 6 visitor spaces and integrated showers, lockers and changing rooms.
- 8.1.3. The site is in a sustainable location with a high level of existing public transport use (51% of all trips are made by rail or bus). High-quality pedestrian and cycle routes are provided in the vicinity of the site, providing connections to a range of local amenities and services.
- 8.1.4. A number of site-specific barriers were identified through a series of audits undertaken as part of the outline planning application which led to improvements in traffic calming and further crossing points across the surrounding road network. These improvements have been consented and conditioned as part of the wider application and will likely increase travel by active modes (from the Census 2011 baseline of 13%).
- 8.1.5. The Travel Plan measures complement the 'hard infrastructure', looking to increase active modes of travel (walking and cycling) and aiming to reduce impact on public transport in the surrounding area.
- 8.1.6. SMART targets have been initially applied based on 2011 Census Data at an MSOA level. These targets will be updated following completion of the first Travel Survey, for which a draft has been appended to this report.
- 8.1.7. The measures are focused on achieving a 10% increase in travel by active modes and a number of measures have been suggested including ample marketing (welcome packs, notice boards and a local intranet/newsletter) in addition to further support and information by the TPC, with promotion of LBC's wide range of cycle training, 'try before you buy' cycle hire and Health Walks schemes. The TPC will investigate setting up a Steering Group; site-wide initially, to be extended to other local TPCs as deemed appropriate.
- 8.1.8. Details of the TPC will be provided to LBC prior to occupation. The TPC will be responsible for:
- Implementing and monitoring initiatives within the Travel Plan;
  - Seeking to achieve the Travel Plan aims and objectives;
  - Monitoring usage of cycle parking; and
  - Liaising with the local authorities, transport operators, and employees.
- 8.1.9. Further measures have been identified to be introduced should they be required, with the Travel Plan proposed to be monitored in accordance with LBC's Travel Plan guidance.
- 8.1.10. It has been demonstrated that this Travel Plan has been prepared in accordance with national, regional (London-level) and local (Camden) policy and guidance and it is considered that Condition 34 can be suitably discharged.

# Appendix A – Draft Travel Survey

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