



## Abbey Road – Phase 2

### Strategic Workplace Travel Plan

On behalf of **Wates Construction London Residential**



Project Ref: 46830 | Rev: A | Date: August 2021

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# 1 Introduction

## 1.1 Overview

- 1.1.1 Stantec has been commissioned by Wates Construction London Residential to prepare this Strategic Workplace Travel Plan (SWTP) discharge Condition 28 of the permitted application (Ref:2020/2486/P) for the redevelopment of Abbey Road Phase 2 (Site) in London Borough of Camden (LBC).
- 1.1.2 The development proposals for Phase 2 include a new Community Centre and Health Centre for LBC as part of their community investment in the wider Abbey Road development area.
- 1.1.3 The Site is located at the junction between Abbey Road and Belsize Road, NW6 4AD. The existing vehicular access to the Site is from Belsize Road, 50m east from the Abbey Road/ Belsize Road junction. The site location is shown in Figure 1-1.

Figure 1-1: Site Location



## 1.2 Planning History

- 1.2.1 The planning application for the proposed development was submitted in May 2020 and was granted permission in November 2020. Condition 28 of the planning application requests a SWTP to be prepared prior to first occupation of the site.
- 1.2.2 Condition 28 states:

*“Prior to occupation, a Strategic Workplace Travel Plan, shall be submitted to and approved in writing by the Local Planning Authority and confirmation that the necessary measures to secure the monitoring and review of the Travel Plan shall be submitted to and approved in writing by the Local Planning Authority.”*

*The health centre and the community centre shall not be operated other than in accordance with the Travel Plan as approved”.*

- 1.2.3 A Transport Statement (TS) was submitted as part of the planning application documentation and a Framework Travel Plan was appended to the TS.

### **1.3 Strategic Workplace Travel Plan Objectives**

- 1.3.1 The aim of this SWPT is to provide LBC with the set of measures incorporated within the development to promote sustainable travel behaviour amongst employees of the Site, associated with Phase 2 at full build out.
- 1.3.2 This SWPT is considered to be a 'live document'; therefore, not only will it be actively promoted amongst the employees but reviewed and revised over time and also during occupation of the Site. This will ensure that the SWTP is promoting relevant targets that are both suitable and appropriate for the Site, at all stages of the development.
- 1.3.3 This SWTP been produced in accordance with the relevant policies and guidance documents. The scope of the SWTP is to provide details on existing Site conditions, development proposals and the measures to encourage sustainable travel modes (walking, cycling and public transport).

## 2 Policy Review

### 2.1 Introduction

2.1.1 This section provides a review of the key national, regional and local planning policies and guidance documents relevant to Travel Planning for the proposed development.

2.1.2 The policies covered within this review are:

- National Planning Policy Framework (NPPF), July 2021.
- Planning Practice Guidance (PPG), 2014.
- The London Plan 2021, March 2021.
- Mayor's Transport Strategy, March 2018.
- Draft London Plan Guidance – Transport Land, March 2021.
- Transport for London (TfL) Travel Planning Guidance.
- Camden Local Plan, July 2017.
- Camden Planning Guidance: Transport, January 2021.

### 2.2 National Policy and Guidance

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

2.2.1 The National Planning Policy Framework (NPPF) was first published in 2012. Since then, there have been three iterations, with the latest NPPF adopted in July 2021. The presumption in favour of sustainable development remains the core objective of the NPPF (Paragraph 10 states that “*So that sustainable development is pursued in a positive way, at the heart of the Framework is a presumption in favour of sustainable development*”). To promote sustainable transport, Paragraph 110 states that “*In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*

*a) appropriate opportunities to promote sustainable transport modes can be – or have been - taken up, given the type of development and its location.*

*b) safe and suitable access to the Site can be achieved for all users.*

*c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code.*

*d) 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.”*

2.2.2 Additionally, Paragraph 113 of the NPPF states “All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.”

- 2.2.3 In Section 9 'Promoting Sustainable Transport', Paragraph 104 states that *"Transport issues should be considered from the earliest stages of plan-making and development proposals"*.
- 2.2.4 The NPPF stresses the importance of providing a Travel Plan for all developments that generate significant amounts of movement.
- 2.2.5 Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:
- *"give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use.*
  - *address the needs of people with disabilities and reduced mobility in relation to all modes of transport.*
  - *create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards.*
  - *allow for the efficient delivery of goods, and access by service and emergency vehicles.*
  - *be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations." (Paragraph 112)*
- 2.2.6 The development proposals will provide a sustainable development accessible by walking, cycling and local bus services. In addition, the development proposals will be designed to provide cycle and pedestrian routes throughout the Site to connect into the surrounding area. The proposals will be of a high quality and they will provide the local communities surrounding the Site with a number of new jobs as well as retail, health and leisure provision.

### Planning Practice Guidance (PPG)

- 2.2.7 Sitting alongside and supporting the NPPF is the Planning Practice Guidance (PPG) which was published in March 2014. This offers guidance on effective delivery of objectives through the planning process.
- 2.2.8 The 'Travel plans, transport assessments and statements in decision-taking' section provides advice on when transport assessments and transport statements are required, and what they should contain, supporting Paragraph 113 of the NPPF:
- Paragraph 113 sets out that all developments that generate significant amounts of transport movement should be supported by a Transport Statement or Transport Assessment.

## 2.3 Regional Plan

### The London Plan, March 2021

- 2.3.1 Under the legislation of the Greater London Authority (GLA), the Mayor is required to publish a Spatial Development Strategy (SDS), which is known as the London Plan.
- 2.3.2 On 2<sup>nd</sup> March 2021, the London Plan 2021 was formally adopted by the Mayor. The London Plan 2021 sets out the overall strategic plan for London, including an integrated economic, environmental, transport and social framework for the development of London, running from 2019 to 2041. With population set to increase by 70,000 per year, demand on new homes

along with space for employment will increase. The policies set within the London Plan are to provide an appropriate spatial strategy that plans growth within London in a sustainable way.

- 2.3.3 The London Plan sets out the overall strategic plan for London, including an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. Chapter 10 of the London Plan sets out the policies in relation to Transport.
- 2.3.4 Policy T1 addresses the “Strategic Approach to Transport”, stating that developments 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 “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”.
- 2.3.5 Policy T4 addresses “Assessing and Mitigating Transport Impacts”, in which it states that use of Travel Plans *“may help to reduce negative impacts of proposed development and bring about positive outcomes”*.

### **Mayor's Transport Strategy, March 2018**

- 2.3.6 The Mayor’s Transport Strategy, adopted in March 2018, sets out the Transport policies for up to 2041, with a strong emphasis placed on reducing car dependency and improving cycling/walking, improving public transport interchanges, providing better information to travellers and delivery of affordable, reliable and safe transport network.
- 2.3.7 Within the Strategy, the Travel Plan is defined as:
- “A long-term management strategy that encourages active, efficient and sustainable travel for new and existing developments. It sets out transport impacts, establishes targets and identifies the package of measures needed for improvement”.
- 2.3.8 Throughout the strategy, emphasis is placed on:
- Improving walking and cycling in London.
  - Opportunities to reduce car use.
  - Making the most of London’s rail network for freight and passengers.
  - The Healthy Streets Approach and improving personal safety and security for vulnerable road users.
  - The health benefits of active travel.
  - Encouraging the use of River Thames and other waterways to transport goods and people.
  - Reducing carbon emissions from non-road transport sources.
  - Delivering Crossrail 2.
- 2.3.9 Proposal 7 states:
- “The Mayor, through TfL and the boroughs, will work with schools, employers and community and user groups to promote walking and cycling, whether for the whole journey or as part of a longer journey”.*

2.3.10 Proposal 80 states:

*“The Mayor, through TfL and the boroughs, will:*

- a) Impose high expectations on developers to deliver transport solutions that will promote a shift to active, efficient and sustainable modes, reduce road congestion, improve air quality and assist in the development of attractive, healthy and active places.*
- b) Restrict car parking provision within new developments, with those locations more accessible to public transport expected to be car-free. New developments should contain high levels of cycle parking and storage, and contribute to the provision of on-street cycle parking in town centres and other places of high demand.”*

2.3.11 Proposal 99 states:

“The Mayor, through TfL, the boroughs, planning authorities beyond London and other delivery agencies, will 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.”

### **Draft London Plan Guidance – Transport Land, March 2021**

2.3.12 The Greater London Authority (GLA) published the London Plan Guidance – Transport Land in a draft pre-consultation format in March 2021. The document provides guidance on *“preventing development that would conflict with the operation and necessary expansion of London’s transport network”*. The London Plan Policy T3 ‘Transport capacity, connectivity and safeguarding’ requires development plans and development proposals to protect existing land for transport and support the enhancement of public transport, walking and cycling networks to enable London’s growth.

2.3.13 The document provides guidance on walking, cycling, buses, rail and trams, and car parks in relation to development plans and plan-making.

2.3.14 With regards to walking and cycling, development proposals should meet the following criteria (but not limited to):

- “Deliver safe, inclusive, comfortable, direct, legible, connected and attractive environments for walking, reflecting TfL’s Pedestrian Network Design Principles.
- Ensure that existing land used for walking infrastructure including footways, crossings, wayfinding and any infrastructure that positively contributes to the Healthy Streets Indicators<sup>7</sup> is retained and are not negatively affected without suitable mitigation, including during construction.
- Provide sufficient on-site space for safe, convenient, direct and accessible walking routes, as well as wayfinding where necessary.
- Adopt layouts that increase permeability and connectivity by cycling.
- Provide sufficient on-site space for safe, convenient, direct and accessible cycle access and, for larger sites, routes, as well as wayfinding where necessary.
- Ensure that existing land used for cycle infrastructure including cycle routes, parking, hangars and docking stations is retained and provide additional space for these facilities where necessary. Where development necessitates changes to infrastructure, replacement facilities that enhance provision should be made”.

- 2.3.15 Although the document is at pre-consultation draft stage, it has been reviewed and considered that the SWTP is in line with the key principles of the draft document.

### TfL Travel Planning Guidance

- 2.3.16 This guidance supersedes the last TfL guidance on travel plans – “Travel Planning for New Development in London: Incorporating Deliveries and Servicing” (2012). It states that two forms of travel plan can be submitted for developments; a Travel Plan Statement or a Full Travel Plan. Figure 2.1 of the guidance sets out the thresholds for the requirements of Travel Plans in relation to land uses, which have also been set out in Chapter 1 of this SWTP.
- 2.3.17 The necessary contents of a travel plan are presented and a number of possible measures to be implemented are recommended with information also on how they should be monitored, secured and enforced.

## 2.4 Local Policy

### Camden Local Plan, July 2017

- 2.4.1 The Camden Local Plan, adopted in July 2017, sets out the Council’s planning policies and replaces the Core Strategy and Development Policies planning documents (adopted in 2010). The Camden Local Plan sets out the Council’s proposals for the future development of the borough over the next 15 years between 2016-2031.
- 2.4.2 In addition to the Local Plan, LBC has prepared a number of other documents that provide advice and guidance on the planning policies and application to certain topics, known as Supplementary Planning Guidance (SPG), which includes Camden Planning Guidance (CPG) 7: Transport. Details to be provided in the next section.
- 2.4.3 Policy A1 ‘Managing the impact of development’ sets out a number of factors that the Council will consider when granting permissions for developments. For Transport impacts, this includes the use of Transport Assessments, Travel Plans and Delivery and Servicing Plans.
- 2.4.4 Within the Local Plan, 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. In order to promote walking in the borough and improve the pedestrian environment, the Council will seek to ensure that developments:
- *“Improve the pedestrian environment by supporting high quality public realm improvement works.*
  - *Make improvements to the pedestrian environment including the provision of high-quality safe road crossings where needed, seating, signage and landscaping.*
  - *Are easy and safe to walk through (‘permeable’).*
  - *Are adequately lit.*
  - *Provide high quality footpaths and pavements that are wide enough for the number of people expected to use them. Features should also be included to assist vulnerable road users where appropriate.”*
- 2.4.5 In order to promote cycling in the borough and ensure a safe and accessible environment for cyclists, the Council will seek to ensure that development:

- *“Provides for and makes contributions towards connected, high quality, convenient and safe cycle routes, in line or exceeding London Cycle Design Standards, including the implementation of the Central London Grid, Quietways Network, Cycle Superhighways.*
- *Provides for accessible, secure cycle parking facilities exceeding minimum standards outlined within the London Plan and design requirements outlined within the supplementary planning document ‘Camden Planning Guidance on transport’. Higher levels of provision may also be required in areas well served by cycle route infrastructure, taking into account the size and location of the development.*
- *Makes provision for high quality facilities that promote cycle usage including changing rooms, showers, dryers and lockers.*
- *Is easy and safe to cycle through (‘permeable’).”*

2.4.6 In order to safeguard and promote the provision of public transport in the borough the Council will seek to ensure that development contributes towards improvements to bus network infrastructure including access to bus stops, shelters, passenger seating, waiting areas, signage and timetable information.

2.4.7 The Council will seek contributions from developments whereby the demand for bus services generated by the development is likely to exceed existing capacity. Contributions may also be sought towards the improvement of other forms of public transport in major developments where appropriate.

2.4.8 Policy T2 refers to ‘Parking and car-free development.’ The Council will limit the availability of parking and require all new developments in the borough to be car-free.

### **Camden Planning Guidance: Transport, January 2021.**

2.4.9 CPG 7: Transport was adopted in January 2021, setting out the advice to implement the policies as set out in the Camden Local Plan. The CPG 7 provides information on all types of transport related topics, with the ones relevant to the Site listed below:

- b) Travel Plans
- g) Cycling facilities

### **Travel Plans**

2.4.10 As defined in the CPG, Travel Plans *“enable developments to proceed without adverse impact on the transport network through promoting greater use of sustainable travel and thereby helping to tackle congestion and air pollution”*. Travel Plans are to be site specific taking into consideration the characteristics of the area and nature of the development. The CPG provides guidance on the structure of the TP, information to be included and examples of measures to incentives sustainable travel.

2.4.11 Workplace Travel Plans are required for any employment site that generates significant number of employee trips, which includes primary care centres and GP surgeries. The Travel Plan should address staff travel to/ from the Site and also requires visitor travel to be addressed.

### **Cycling Facilities**

2.4.12 As part of new developments, the Council seeks high quality cycle parking facilities to be provided and as a minimum, the quantity of cycle parking should follow the standards set out in the London Plan.

## 3 Site Information

### 3.1 Introduction

- 3.1.1 This chapter sets out a brief overview of the site context, specific details of the proposed development, this will be for both the Community Centre and the Health Centre as they are proposed within a single building.

### 3.2 Site Location

- 3.2.1 The Site is bounded by Abbey Road to the west and Belsize Road to the south and lies within a predominantly residential area.
- 3.2.2 There are two existing residential buildings within the Site boundary, named *Snowman House* and *Casterbridge*. There is currently a large area of hardstanding between the two buildings which is used for refuse storage and other estate facilities. To the east of the two buildings, close to the access on Belsize Road is currently a further area of hardstanding comprising of car parking spaces.

### 3.3 Pedestrian and Cycle Network

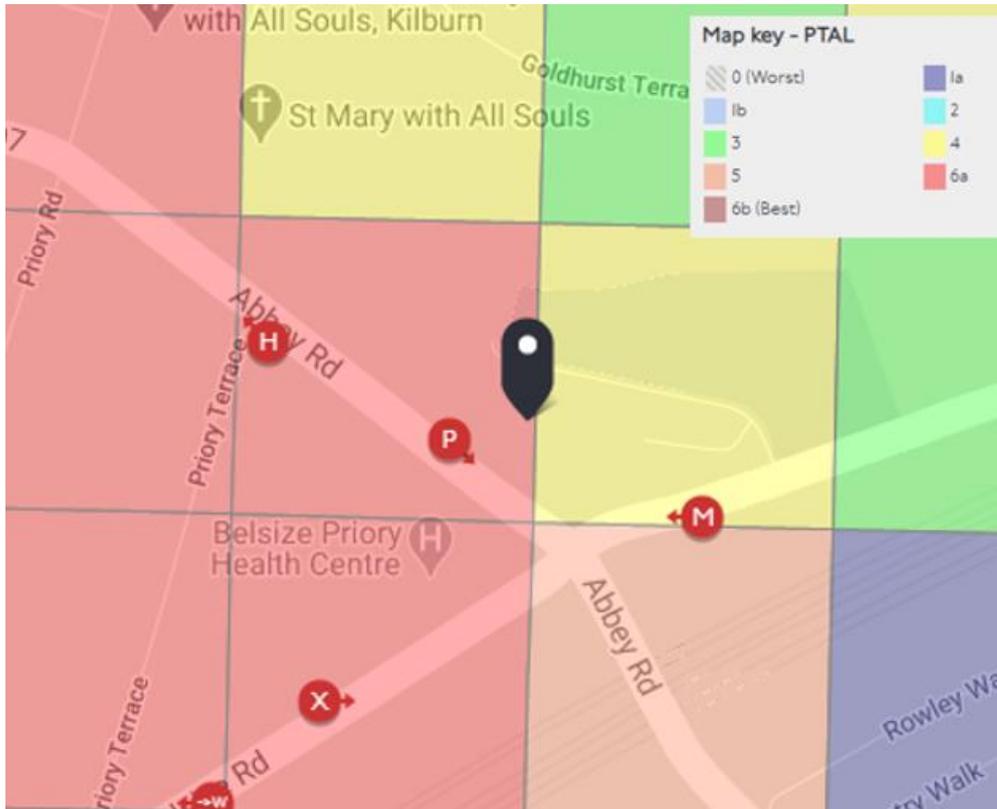
- 3.3.1 The Site is easily accessible by foot, both from Abbey Road and Belsize Road. Pelican crossings are provided on the Abbey Road / Belsize Road junction meaning that pedestrians can access the site easily and safely.
- 3.3.2 The pedestrian infrastructure in the vicinity is to a high standard with footpaths provided from the Site to a number of key locations near to the site such as Kilburn High Road Station.
- 3.3.3 The cycle network surrounding the Site is relatively poor in terms of designated cycle routes. There are, however, advanced stop lines for cyclists on all four arms of the Belsize Road, Abbey Road junction.

### 3.4 Public Transport

#### Public Transport Accessibility Level (PTAL)

- 3.4.1 In order to determine the existing Public Transport Accessibility Levels (PTAL), the TfL WebCAT tool was used. The PTAL is a detailed measure of the accessibility of a Site to the public transport network, taking into account walk access times and service availability and frequency. A PTAL can range from 1a to 6b, where a score of 1 indicates a “very poor” level of accessibility and 6b indicates “excellent” provision.
- 3.4.2 Figure 3-1 shows that the Site is within an area of PTAL 3, 4 and 6a representing a ‘good’ to ‘excellent’ level of public transport provision.

Figure 3-1: PTAL



### Bus

3.4.3 The nearest located on Abbey Road (stops H and P) and on Belsize Road (stop M). There are regular services to key destinations such as: Baker Street Station, Kilburn Station, Swiss Cottage Station and West Hampstead Station.

3.4.4 Details of each bus services destination and peak hour frequency is shown in Table 3-1

Table 3-1: Bus Frequency

Bus Stop	Bus Service	Route	Approx. Frequency (buses per hour, per direction)		
			AM (08:00 – 09:00) PM (17:00 – 18:00)	Saturday (08:00-18:00)	Sunday (08:00-18:00)
Belsize Road (Stop M)	31	White City Bus Station - Camden Town Station	5 - 7	5 - 6	5 - 6
Abbey Road (Stops H & P)	139	Golders Green Station - Waterloo Station / Waterloo Road	6 - 8	4 - 6	4 - 6
	189	Marble Arch Station - Brent Cross Shopping Centre	5 - 6	6	4 - 6

Source: <https://tfl.gov.uk/maps/bus?intcmp=40401>, as of April 2021

## London Underground and Overground Network

- 3.4.5 The nearest London Underground services available are from Swiss Cottage Station and Kilburn Park Station. These stations are 850m from the Site (10-minute walk).
- 3.4.6 Swiss Cottage Station is served by the Jubilee Line, which provides a service between Stratford Underground Station and Stanmore Underground Station. Kilburn Park Station is served by the Bakerloo Line, providing a service between Harrow and Wealdstone Underground Station and Elephant and Castle Underground Station.
- 3.4.7 Details of each underground service, destination and peak hour frequency is shown in Table 3-2.

Table 3-2: TfL Underground Services

Service	Destination	Frequency of Tube Services	
		AM peak	PM peak
Bakerloo	Kilburn Park – Elephant and Castle	22	21
Bakerloo	Kilburn Park – Harrow and Wealdstone	6	6
Jubilee	Swiss Cottage - Stratford	24	24
Jubilee	Swiss Cottage – Stanmore	18	18
Total		70	69

Source: <https://tfl.gov.uk/>, as of April 2021

- 3.4.8 Table 3-2 shows that the total number of tube services for the Bakerloo line in the AM peak is 28 and in the PM peak there are 27 services. For the Jubilee line there is a total of 42 services in both the AM and PM peak. Combined there are a total of 70 services in the morning peak hour and 69 in the evening peak hour.
- 3.4.9 The nearest London Overground services are available from South Hampstead and Kilburn High Road. South Hampstead station is east of the Site with Kilburn High Road to the west and are both approximately a 5-minute walk away. The destinations from both South Hampstead and Kilburn High Road are London Euston and Watford Junction. In both the morning and evening peak, five services run from both stations towards London Euston and four services run from both stations towards Watford Junctions.

## National Rail

- 3.4.10 The nearest National Rail services are provided from West Hampstead Thameslink. West Hampstead Thameslink is 1.4km away from the Site. A frequent bus service (139) which stops along Abbey Road passes the station; the duration of the bus journey is 9 minutes. Additionally, it is just 5-minute cycle to the station and parking is provided there.
- 3.4.11 West Hampstead Thameslink serves a number of key destinations. All services that travel south stop at various London stations and continue towards Brighton where the service terminates. The services also travel north towards St Albans and Bedford.

### **3.5 Local Highway Network**

- 3.5.1 The Site is bound by Belsize Road to the south. Belsize Road is a single carriageway road. The speed limit on the link is 30mph. Belsize Road links onto Kilburn High Road which has local amenities and provides a link to Kilburn High Road Overground Station.
- 3.5.2 Abbey Road lies to the east of the Site and is also a single carriageway, with a speed limit of 30mph. Abbey Road provides a north south link between at A41 and the A40.
- 3.5.3 Parking spaces on Belsize Road and Abbey Road are provided on both sides of the carriageways.

## 4 Development Proposal and Layout

4.1.1 The development proposals are for:

*'Construction of a new health and community centre (Use Class D1), relocation of existing residential car park, along with landscaping, associated access and demolition of the link bridge between Phases 2 and 3 and cycle parking.'*

4.1.2 The proposed development is a new two-storey building providing 1,858sqm GIA of Non-Residential Institution (Use Class D1) providing a Community Centre (797sqm GIA) and creche at ground floor which allows access through to the outdoor facilities provided. At the first-floor level a Health Centre (989sqm GIA) will be delivered, a main staircase and two lifts are provided for users that require the Health Centre.

4.1.3 The existing car park is proposed to be relocated to the central area between the two residential tower blocks. The proposed car park will have access control and automatic number plate recognition to ensure that the car park is only used by permit holders or maintenance vehicles. A total of 35 spaces will be provided as follows:

- 33 let to residents.
- 1 disabled parking space.
- 1 visitor parking space.

4.1.4 There are currently 4 visitor spaces and 1 disabled space in between the two towers; however, Camden has been advised by LBC and the TMO that the visitor spaces are primarily used by commercial vans without permits and not for visitors. The proposals show that the current provision for residents with permits and disabled parking remains unchanged.

4.1.5 Originally, the proposals did not include the relocation of the existing car parking on site. However, following extensive design team discussions and the aspiration to maximise green space and following agreement with Camden Planning it was decided that the central area between the existing residential tower blocks could be utilised more efficiently to re-provide the car parking.

4.1.6 The proposals for the health and community centre are inclusive of one roadside disabled bay and ambulance bay. There is no further additional car parking proposed as part of these proposals for use by the Community and Health Centre.

4.1.7 As part of the proposals there will be a policy compliant level of long and short stay cycle parking proposed for staff and visitors.

4.1.8 The proposals also include landscaping to revitalise the open space for existing residents and the wider community.

## 5 Objectives and Targets

### 5.1 Overview

5.1.1 This section sets out the overarching Objectives and Targets of the SWTP for the development. The objectives are supported by a set of quantified SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imed) Targets so that progress towards achieving them can be measured.

### 5.2 Objectives

5.2.1 The objective of this SWTP is:

*To encourage employees and visitors of the development to travel using sustainable transport options and realise the benefits of walking and cycling and improve health and well-being.*

5.2.2 To support the realisation of this overarching objective, the following sub-objectives have been set out:

- To raise awareness of the SWTP and its objectives.
- To support the Site as a sustainable workplace and environment.
- Influence the travel behaviour of employees and visitors of the development.
- To encourage a low single occupancy car travel mode by facilitating and encouraging the use of sustainable modes of travel and active modes (walking and cycling) for all journeys to and from the Site.
- To reduce carbon emissions associated with the development.
- To build upon good urban design principles that maximise the permeability of the development to promote walking, cycling and public transport use and for deliveries and servicing.
- To continually develop, implement, monitor and evaluate the progress of the SWTP towards achieving its targets.
- Improve the health of employees and minimise the development impacts on the surrounding environment.
- Reduce the need to travel overall / and / or in peak times through promoting smarter sustainable travel methods.

### 5.3 Modal Share Targets

5.3.1 Given that the proposed land uses are for re-provision of existing facilities within the vicinity of the Site and no additional parking is proposed for the land uses, the mode share has not been assessed. Instead, it has been assumed that the existing mode shares associated with the existing Community Centre and Health Centre are largely expected to remain the same, with a target of reducing public transport and increasing active transport modes.

- 5.3.2 It is expected that the majority of trips to the Community Centre and Health Centre will be made by active travel modes such as walking and cycling, if able to do so, as the users of the Site are likely to be residents living near to the Site. It should be noted that the proposed development is for the relocation of existing facilities and the existing travel patterns will remain given that no additional public parking is being provided for the proposed development.
- 5.3.3 If unable to travel by active travel modes, it is expected people will travel to Site using public transport, mainly using the bus services that are accessible on Belsize Road and Abbey Road, as in the existing situation.
- 5.3.4 The site-specific mode share targets for public transport, walking and cycling are set out in Table 5-1, includes the baseline mode share derived from the Census 2011 data and the adjusted mode share to reflect the car-free nature of the development and re-distributed across sustainable (walking and cycling) travel modes. The data collected three-months into occupation will be used as a baseline target. The mode share are based on the E02000185 : Camden 020 Middle Super Output Area (MSOA) in which the Site is located within.
- 5.3.5 As the development is car-free, the aim of this SWTP is to increase uptake the use of active modes (walking and cycling).
- 5.3.6 The targets will be reviewed once the TRICS travel survey of the employees is completed. The baseline data from the surveys will provide a better understanding about what is achievable and what measures best suit the Site.

Table 5-1: Proposed Modal Split Targets

Mode	Baseline 2011 Census Data	Adjusted Modal Split	3 <sup>rd</sup> Year	5 <sup>th</sup> Year
Underground, metro, light rail or tram	35%	35%	30%	25%
Train	8%	8%	7%	6%
Bus, minibus or coach	26%	26%	24%	22%
Taxi	0%	0%	0%	0%
Motorcycle, scooter or moped	1%	1%	0%	0%
Driving a car or van	13%	1%	1%	1%
Passenger in a car or van	1%	0%	0%	0%
Bicycle	5%	10%	15%	20%
Foot	12%	20%	23%	26%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

- 5.3.7 Final targets will be agreed with LBC alongside the final mode share for the SWTP following the completion of the Employee Travel Survey when travel patterns are established. These surveys will be conducted within 6 months of occupation of the Health and Community Centre. This will be the responsibility of (the applicant, London Borough of Camden.)

## 6 Management, Monitoring and Review

### 6.1 Introduction

- 6.1.1 The SWTP will serve as an overarching document that sets out how the travel demand management strategy for employment use at the Site.
- 6.1.2 An integral component of the travel demand management strategy will be the on-going improvement and evolution of the SWTP measures. This chapter sets out the management structure for implementation as well as the ongoing regular monitoring and review programme.

### 6.2 Travel Plan Coordinator

- 6.2.1 The applicant will be responsible for appointing a Workplace Travel Plan Coordinator (WTPC). The WTPC will be appointed prior to occupation of the office and will be responsible for the SWTP's ongoing implementation and review.
- 6.2.2 It is envisaged that the applicant will appoint a member of staff employed by LBC to be the WTPC post submission of this SWTP.
- 6.2.3 This role will be funded by the applicant, and the name and contact details of the individual will be issued to the relevant travel plan officers at LBC upon appointment. The role will be funded by the applicant during the construction phase, with the role terminating upon completion of the five-year review and submission of the final Year 5 Monitoring Report to LBC.
- 6.2.4 The role and responsibilities envisaged for the WTPC are set out below and will be kept under review, in keeping with the evolving nature of the 'living document' nature of the SWTP:
- Training sales office reception staff to promote the Travel Plan to potential new employees from the outset.
  - Establishing contacts within the local community including public transport operators, cycle shop owners, local planning and highway authorities.
  - Leading on the implementation of all Strategic Workplace Travel Plan measures.
  - Communicate information to employees regarding relevant national, regional and local initiatives related to the promotion of sustainable travel.
  - Conducting baseline mode share collection surveys will be conducted within 6 months of occupation of the health and community centre and agreeing targets with LBC.
  - Conducting Employee Travel Surveys at the end of Years 1, 3 and 5 and submission of Year 1, 3 and 5 Travel Plan Monitoring Report to LBC. These results will also be reported by the WTPC to an Employee Steering Group to be set up and chaired by the WTPC with representatives from the employment sub-land uses.

### 6.3 Monitoring & Review Framework

- 6.3.1 A programme of monitoring and review will be implemented by the WTPC to evaluate the effectiveness of the SWTP measures. It is expected that monitoring would be carried out every two years following first occupation of the employment unit. This will include:
- **Baseline Mode Share Travel Survey** – Conduct baseline employee travel survey the Site no later than 6 months after first occupation.

- **Year 1, 3 and 5 Travel Survey** – Conducted 1, 3 and 5 years following the baseline travel surveys.
- **Year 1, 3 and 5 Travel Plan Monitoring Report** – Compiled by the WTPC to summarise the bi-annual employee travel survey results, report on the implementation status of the measures and performance of the SWTP in relation to the mode shift targets. A copy of this monitoring report will be submitted to the local planning and highway authorities, as well as to employees.

6.3.2 Monitoring will be undertaken during neutral months where possible, not summer months or during the school holiday period, and will be carried out at a similar time each year.

#### **6.4 Ownership, Duration & Handover**

6.4.1 The ownership of the WTPC role will be maintained by the applicant throughout the life of the Travel Plan.

6.4.2 It is expected that five years after the development is fully occupied, the role of WTPC will be handed over to an employee within the applicant's internal staffing structure. Following submission of the final Travel Plan Monitoring report, and assuming the targets have been met, the Travel Plan Coordinator role will then be passed on to a sustainable travel 'champion' who will be a resident within the development.

6.4.3 In accordance with TfL requirements, remedial measures will be proposed in the event that the mode share targets are not met within 5 years of occupation. Funding for the contingency measures will be provided by the applicant, although the precise sum would need to be agreed with LBC.

#### **6.5 Securing the Travel Plan & Enforcement**

##### **Securing the Plan**

6.5.1 This SWTP is secured through the Shadow Section 106 Agreement and that this secures funding to include initial implementation, on-going monitoring and review and any additional measures that might be required as a result of this process.

##### **Enforcement**

6.5.2 The WTPC will seek support and guidance as necessary from the LBC Travel Plan Officers, in addition to reporting on the Travel Plan monitoring reviews, to ensure that the Travel Plan is effective in meeting its objectives.

##### **Travel Plan Awareness**

6.5.3 The success of this Plan is dependent on the development and implementation of an effective marketing strategy which will be produced by LBC. Once the WTPC has been appointed, they will be responsible for the further development and implementation of the marketing strategy.

6.5.4 To increase awareness of the Travel Plan Objectives, employees will be given a Travel Welcome Pack on commencement of employment. This will give information on the sustainable ways to travel around the area and the local services and facilities.

6.5.5 The Employee Steering Group will also serve to appraise the SWTP; documenting the advantages and drawbacks as well as suggesting improvements.

## Remedial Measures

- 6.5.6 If the proposed Year 5 targets are not achieved, measures and initiatives will be further developed, and a new travel survey and review undertaken at a later date.
- 6.5.7 The Travel Plan Coordinator will prepare proposals for contingency measures designed to meet the agreed outcomes with LBC over an agreed period of time.
- 6.5.8 These measures would be targeted towards specific modes where the targets are not being met and will be implemented by the Travel Plan Coordinator and may include:
- Provision of further cycle parking.
  - Discounted public transport tickets for a limited period of time.
  - Increased travel behaviour change initiatives such as travel awareness campaigns.
- 6.5.9 The WTPC will review the measures proposed and make recommendations to LBC, who will help make the decision as to which contingency measures should be pursued.
- 6.5.10 In keeping with TfL requirements that remedial measures be proposed in the event that the mode share targets are not met within five years of first occupation, funding for the contingency measures will be provided by the Applicant, although the precise sum would need to be agreed with LBC.

## 6.6 Travel Plan Funding

- 6.6.1 The SWTP will be resourced by the applicants as follows:
- All 'hard' infrastructure measures required for provision within the curtilage of the development during construction/pre-occupation including cycle parking.
  - The appointment of a WTPC including the allocation of 2-3 hours per week for the role, with the understanding that there will be a higher level of input at review times. It is envisaged that this will be an existing member of staff based in the estate management office.
- 6.6.2 All other measures within the Travel Plan will be met in full by the applicant.

## 7 Travel Plan Measures

### 7.1 Introduction

- 7.1.1 Having outlined the aims and objectives of the SWTP and examined the baseline transport opportunities presented by the development Site, there are potentially a wide range of different measures that can be implemented to meet them.
- 7.1.2 This chapter outlines the range of measures that will be implemented as part of the SWTP to influence resident travel.
- 7.1.3 These measures are deemed appropriate to the scale of development as well as having the greatest potential for encouraging the use of sustainable modes of travel.

### 7.2 Measures to Encourage Walking & Cycling

- 7.2.1 The following site-wide measures will be implemented to promote cycling and walking within and beyond the development:
- Cycle parking will be provided in accordance with the London Plan. The development will provide a total of 12 long stay cycle parking spaces and 20 short stay/ visitor cycle parking spaces.
  - As a future proofing measure, 6 additional long stay and 10 additional short stay cycle parking spaces have been allocated, should the Health Centre staff numbers increase.

### 7.3 Measures to Encourage Public Transport Use

- 7.3.1 As part of the Travel Information Pack to be issued to each employee, the below information will be included:
- Maps presenting local bus routes, bus stops and timetable information.
  - Information on public transport fares, discounts and travelcards.
  - Key destination travel information for services from Brighton Railway Station and local bus services.

### 7.4 Measures to Encourage Sustainable Travel

- 7.4.1 The proposed development is to be car free with the exception of 1 disabled parking bay. The need to travel by car is reduced by parking restraints and the good access to public transport provision surrounding the Site.
- 7.4.2 It is expected that the majority of the Site users will live in the vicinity of the Site and will therefore walk or cycle, if able, to the health centre and community centre. Few visitors who have to travel to the Site by car can use the P&D bays on Abbey Road or Belsize Road which is within walking distance from the Site. The staff members on on-call duties will be expected to make trips by public transport as well.
- 7.4.3 To encourage localised sustainable travel, Site users will be made aware of the local amenities available and how to access them easily from the Site. This will include walking and cycling catchments and routes.

## 7.5 Marketing and Promotional Strategy

- 7.5.1 Providing travel information and raising awareness of the benefits of sustainable travel are key objectives of this SWTP. The WTPC will be responsible for leading on the marketing and awareness component of the SWTP across the Site.
- 7.5.2 The marketing and awareness of the SWTP will be through the Travel Information Pack and via the development's dedicated travel website.

### Travel Information Pack

- 7.5.3 The Travel Information Pack will be the primary means of informing employees of the available travel options. The guide will include the following:
- Information on walking, including local walking maps to local destinations with walking times and distances provided.
  - Information on cycling, including information about local cycle routes, the development's cycle parking, local cycle shops, information on cycle training and cycle safety.
  - Information on local public transport, including route information, timetables and ticket information.
  - Information on dedicated travel website.
- 7.5.4 The information pack will also include contact information for the WTPC and will be sent to each employee to help increase the awareness of sustainable travel options.

### Travel Website

- 7.5.5 The development will provide a dedicated travel website, through which the WTPC will promote the travel-specific elements to employees.
- 7.5.6 This will include a dedicated section for employees, including a downloadable copy of the Travel Information Pack, along with site-specific travel information and links to online journey planners and other sustainable transport websites.

## **8 Action Plan**

### **8.1 Introduction**

8.1.1 This chapter outlines the implementation programme for the Travel Plan. It also details the responsibilities for the specific measures.

### **8.2 Implementation Action Plan**

8.2.1 An action plan is provided in

8.2.2 Table 8-1, with the aim to identify individual initiatives that can further encourage uptake of sustainable transport modes.

8.2.3

- 8.2.4 Table 8-1 sets out the benefits of various measures and the timescales for their implementation and have been grouped by measures that will meet the travel plan sub-objectives.

Table 8-1: Action Plan

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
<b>Managing the on-going development and delivery of the Travel Plan with future employees</b>					
Adoption of the Travel Plan	Support and buy-in from employees will ensure that the Travel Plan is an active, living document.	Encourage local businesses to adopt the Travel Plan.	This will ensure future commitment to the development of the Travel Plan.	On Occupation	Travel Plan Coordinator
Workplace Travel Plan Coordinator	A Workplace Travel Plan Coordinator will be responsible for managing the on-going development, delivery and promotion of the Travel Plan.	Appoint a Workplace Travel Plan Coordinator	This will ensure that the Travel Plan is taken forward and results are delivered.	Prior to Occupation	Applicants
Establish Employee Steering Group	The Steering Group should include a range of employees within the development.	Establish and work alongside the Steering Group.	This will ensure that the Travel Plan is taken forward and results are delivered.	On Occupation	Travel Plan Coordinator
<b>Increasing awareness of the Travel Plan and its constituent measures</b>					
Travel Information Pack	To provide Travel Information Packs to each employee.	To provide information on sustainable ways to travel around the area and the local services and facilities available.	Employees will be provided with a high level of information to inform their travel choices, including information on local facilities and their proximity.	On Occupation	Travel Plan Coordinator
Feedback to Employees	Promote the Travel Plan and achievements made.	Feedback to employees on progress against Travel Plan targets.	This feedback will keep the employees involved and aware of the Travel Plan. It will also help employees remember their travel choices.	Annually after occupation	Travel Plan Coordinator
<b>Encouraging greater use of sustainable transport modes</b>					

Initiative	Description	Measures	Benefits	Timescale for Implementation	Responsibility
Cycle Facilities	Secure cycle parking at convenient locations and information on cycle facilities/ routes will be provided. The development will provide 32 secure cycle parking spaces, and information on cycle routes and facilities	To provide secure cycle parking spaces. An information leaflet on cycle facilities available will be given to employees.	Provision of cycle facilities will encourage employees to use cycles as a mode of travel.	To be implemented within development	Applicants
Encouraging use of sustainable car					
Car Parking	The development will be car-free with the exception of disabled parking spaces	To provide an appropriate level of car parking for the development.	By limiting parking provision (only 1 disabled bay), employees will be encouraged to rationalise their car use and use sustainable travel modes	With Development	Applicant
Reducing the need to travel					
Development Location	The proximity of the public transport links combined with the accessibility of local services by high quality pedestrian and cycle links will help reduce trips in private vehicles	The facilities in the local area will be promoted to all employees of the Site	The location of the development within close proximity to local amenities will help reduce the need for employees to travel by car to avail of services.	N/A	Travel Plan Coordinator

## 9 Conclusions

- 9.1.1 Stantec has been commissioned by Wates Construction London Residential to prepare the SWTP in response to the Condition 28 of the permitted Phase 2 development of Abbey Road development area.
- 9.1.2 The aim of this SWPT is to provide LBC with the set of measures incorporated within the development to promote sustainable travel behaviour amongst employees of the Site, associated with Phase 2 at full build out.
- 9.1.3 The development is to be car-free, with the exception of 1 disabled parking bay. A total of 32 cycle parking spaces to be provided on-Site (12 long stay, 20 short stay/ visitor). As a future proofing measure, 6 additional long stay and 10 additional short stay cycle parking spaces have been allocated, should the Health Centre staff numbers increase.
- 9.1.4 This SWTP addresses the items set out in 28 of the permitted Phase 2 scheme and provides further details of the measures to encourage sustainable travel to and from the Site amongst employees.
- 9.1.5 Therefore, this Plan should be considered satisfactory to discharge Condition 28 of application 2020/2486/P.