

Aval Consulting Group.



Travel Plan

52 Avenue Road, St Johns Wood, London NW8 6HS

52 Avenue Road Limited

April 2022

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1	Introduction	1
1.1	Overview	1
1.2	Objective	1
1.3	Residential Travel Plans	1
1.4	Definition of a Travel Plan	1
1.5	Site Location and Details	2
2	Policy and Guidance	3
2.1	National Guidance	3
2.1.1	National Planning Policy Framework (2021)	3
2.1.2	National Planning Practice Guidance (NPPG, 2014)	3
2.2	Regional Guidance	4
2.2.1	Adopted London Plan (March 2021)	4
2.3	Local Guidance	5
2.3.1	Camden's Local Plan	5
3	Existing Transport Conditions and Site Accessibility	8
3.1	Site Context	8
3.2	Existing Conditions	8
3.2.1	Pedestrian Accessibility	8
3.2.2	Cycle Network	8
3.2.3	Public Transport Facilities	8
4	Proposed Development	10
4.1	Overview	10
4.2	Proposed Development	10
4.3	Car Parking Provision	10
4.4	Cycle Parking Provision	10
4.5	Site Access Arrangement	11
4.5.1	Main Vehicular Access	11
4.5.2	Pedestrian Accesses	11
5	Travel Plan Objectives and Targets	12
5.1	Travel Plan Objectives	12
5.2	Travel Plan Targets	12
6	Travel Plan Measures and Action Plan	14
6.1	Introduction	14
6.2	Strategy Details	14
7	Delivery, Management, Monitoring and Review	18
7.1	Introduction	18
7.2	Travel Plan Management	18
7.3	Travel Plan Coordinator	18

Travel Plan
52 Avenue Road, St Johns Wood, London NW8 6HS
52 Avenue Road Limited 91544

7.4 Travel Plan Monitoring 18

8 Securing and Review 20

8.1 Funding the Travel Plan 20

8.2 Reviewing..... 20

Appendix A : Proposed Site Layout Plan..... 21

1 Introduction

1.1 Overview

AVAL Consulting Group Limited (ACGL) has been commissioned by 52 Avenue Road Limited to provide the Residential Travel Plan for the provision of 12no. residential units (houses) at 52 Avenue Road, St Johns Wood, London NW8 6HS. This is to accompany the Planning Application to the Local Authority (London Borough of Camden (LBC)) for consent to undertake the proposed work at the site.

The proposed scheme involves the demolition of the existing building on site and re-development with 12no. x townhouses including communal Health and Wellness Spa with refuse storage, disabled parking, and cycle parking.

This TP has been carried out in accordance with good practice guidelines and has been prepared in accordance with TfL Travel Planning Guidance, National Planning Policy Framework (NPPF) (2021), Adopted London Plan (2021) and current Planning Guidance documents.

1.2 Objective

Although this is a Full Travel Plan document, which sets out specific objectives, targets, and measures as well as detail about predicted travel behaviour and mode share, some of the elements are considered 'interim'. These are interim as the end result is not yet known i.e., the targets and mode share are predictions, as a baseline residential travel survey will not be undertaken until within six months of first occupation or at 75% occupancy, whichever occurs first. The targets and mode share will be updated based on the travel patterns from the baseline survey.

The TP itself will be a living document, providing detailed long term transport solutions for the residential scheme.

1.3 Residential Travel Plans

A TP is becoming increasingly important in delivering new developments, as it ensures a range of sustainable transport solutions are put in place. As such it should be considered an important, integrated element to the development.

In this instance, the aim of the TP process is primarily to assist in ensuring the success of the development, especially regarding the proposed car-free parking provision.

1.4 Definition of a Travel Plan

"A Travel Plan is a long-term management strategy for an organisation, site or area, which is aimed at promoting the use of sustainable modes of transport and providing choice for the user, with an end objective of reducing the environmental impacts of travel and dependency on the private car for single-occupancy trips."

As set out in the previous Chapter, this RTP will include specific objectives, targets, and measures, as well as detail about predicted travel behaviour and mode share. Where elements are unknown, such as the baseline travel patterns, targets and some

Travel Plan

52 Avenue Road, St Johns Wood, London NW8 6HS

52 Avenue Road Limited

91544

measures, these will remain 'interim' until after a baseline survey is completed and the detail will be submitted within a revised and fuller RTP document. Preparation of a revised full RTP will also follow discussions between the LBC and TfL, as well as any other consultees or key stakeholders, where appropriate, post planning submission.

The objectives and supporting measures may need adjusting throughout the planning process, and thereafter throughout the lifespan of the development. This may result in the introduction of new objectives if required, and/or alternate measures to achieve these.

A Travel Plan Coordinator (TPC) will be appointed to be responsible for implementing, monitoring, and updating the TP following site occupation and every year thereafter. This coordination role will be undertaken by someone from the developer team.

1.5 Site Location and Details

Figure 1.1 shows the site location. The site for the proposed development is bounded by residential properties to the north and east, Avenue Road to the south and Elsworthy Road to the west.

The wider area is mainly surrounded by a mixture of residential properties.

The site currently comprises a two-storey residential building. The site measures approximately 3035sqm in area.

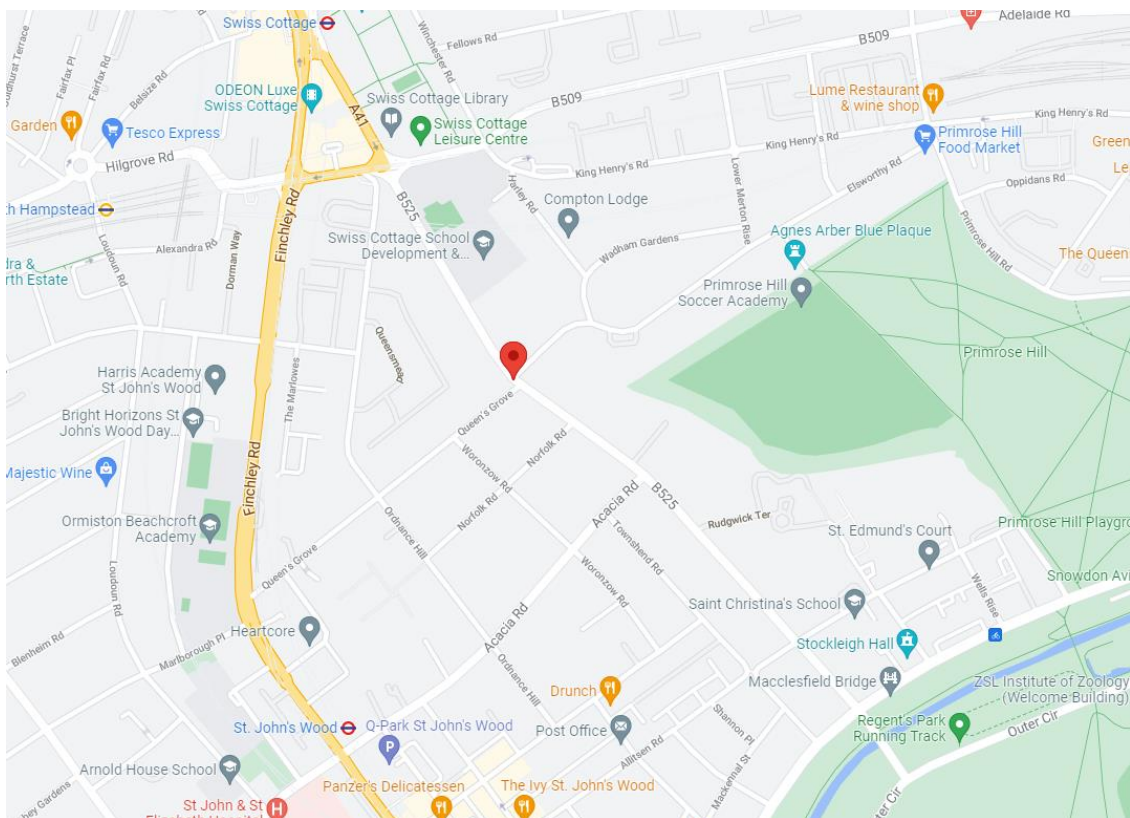


Figure 1.1: Proposed site location (Source: Google Maps)

2 Policy and Guidance

This section lists all the latest regional and local policy, statutory and non-statutory guidelines relevant to the permitted development.

2.1 National Guidance

2.1.1 National Planning Policy Framework (2021)

The principal national planning policy guidance with respect to the proposed development is the National Planning Policy Framework (NPPF). The most recent update of the NPPF was published on 20 July 2021 by the Department for Communities and Local Government (DCLG). This guidance sets out the Government's planning policies for England and how they are expected to be applied. Three dimensions to sustainable development have been identified in the NPPF: economic, social, and environmental.

The proposed development complies with guidance and requirements set out in this Revised NPPF (Department for Communities and Local Government, 2019), which has replaced the original NPPF document of 27 March 2012.

The NPPF outlines the Government's planning policies for England and how they are expected to be applied. This has a "presumption in favour of sustainable development" and includes the following principles of relevance to this site:

- To drive and support economic development;
- To seek to secure high quality design; and
- Manage growth by making full use of public transport, walking and cycling and focusing development in locations which are or can be made sustainable.

The policy suggests that plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable modes can be maximised. Development should be located and designed where practical to achieve the following:

- Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians; and
- Consider the needs of disabled people by all modes of transport.

2.1.2 National Planning Practice Guidance (NPPG, 2014)

NPPG is a web-based resource which brings together planning guidance on various topics into one place. It was launched in March 2014 and coincided with the cancelling of the majority of Government Circulars which had previously given guidance on many aspects of planning.

The guidance note on 'Travel Plans, Transport Assessments and Statements' provides advice on when Travel Plans are required, and what they should contain. This has been referred to when preparing this report.

The guidance highlights that TAs, TSs and TP's are important because they can positively contribute to:

- Encouraging sustainable travel;
- Lessening the traffic generation and its detrimental impacts;
- Reducing carbon emissions and climate impacts;
- Creating accessible, connected, inclusive communities;
- Improving health outcomes and quality of life;
- Improving road safety; and
- Reducing the need for new developments to increase existing road capacity or provide new roads.

2.2 Regional Guidance

2.2.1 Adopted London Plan (March 2021)

The London Plan sets out the integrated economic, environment, transport and social framework for the development of London over the next 20 – 25 years. The London Plan was adopted in January 2011, and has subsequently been revised a number of times, with a recent version prior to this being the ItP Draft London Plan (Dec 2019) and then the Publication London Plan (Dec 2020).

It is, however, the most up-to-date London Plan (March 2021) that has been referred to here. Residential parking standards, cycle parking standards, public realm and accessibility policies relevant to this application have all been drawn from this version of the London Plan.

Specific transport policies are described in Chapter 6 of the London Plan with parking policies discussed in Sections 6.1 and 6.2. Without reproducing the detailed content of each policy, integrating transport and development is the central theme, with an aspiration to encourage development that reduces the need to travel, especially by car, and locating developments that generate high levels of trips at locations with either current or committed high levels of accessibility to public transport, cycling and pedestrian networks.

The London Plan identifies that development proposals should support sustainable travel through the inclusion of appropriate cycle parking and facilities, high-quality pedestrian environments and details car parking standards for various forms of land use.

2.3 Local Guidance

2.3.1 Camden's Local Plan

Camden's Local Plan was adopted by Council on 3 July 2017.

Section 10.1 states:

"With Camden's population forecast set to grow by nearly 2,000 per year until 2031, our challenge is to ensure that growth is supported by healthy and sustainable transport choices."

Section 10.2 states:

"Between 2006 and 2014, trips by car in Camden reduced by 31%, whilst total motor vehicle trips reduced by 27%. Through policies within this section, we will build upon this by prioritising sustainable transport such as walking, cycling and public transport and seek to minimise the use of motor vehicles to transport both people and freight. Sustainable transport supports the primary aims and objectives of both the Camden Transport Strategy 2011 and the Camden Plan."

Sections 10.5 and 10.6 states:

"One of the key aims of the Camden Plan is to enable communities across Camden to become more sustainable so that they can do more to help themselves and each other. Creating safe attractive, neighbourhoods which promote walking and reduce the dominance of motor vehicles in particular have been found to be associated with increased social interactions and a sense of community. It can also help to create a sense of place and give an area identity."

Access to jobs, training, education, support services, shopping, friends and relatives, leisure and participation in community life is dependent on people's ability to move around. Promoting the use of sustainable transport which is more affordable and more easily accessible therefore provides an alternative to car use and ensures that people unable to use or afford cars are not excluded or isolated."

Section 10.7 states:

"The Council will consider the impacts of movements to, from and within a site, including links to existing transport networks via transport assessments, travel plans, delivery and servicing management plans and construction management plans. The application of these documents is covered within Policy A1 Managing the impact of development."

Policy T1 prioritising walking, cycling and public transport states:

"The Council will promote sustainable transport by prioritising walking, cycling and public transport in the borough."

Walking

In order to promote walking in the borough and improve the pedestrian environment, we will seek to ensure that developments:

- a) *improve the pedestrian environment by supporting high quality public realm improvement works;*
- b) *make improvements to the pedestrian environment including the provision of high-quality safe road crossings where needed, seating, signage and landscaping;*
- c) *are easy and safe to walk through ('permeable');*
- d) *are adequately lit;*
- e) *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; and*
- f) *contribute towards bridges and water crossings where appropriate.*

Cycling

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:

- g) *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, Quietway's Network, Cycle Superhighways and;*
- h) *provides for accessible, secure cycle parking facilities exceeding minimum standards outlined within the London Plan (Table 6.3) and design requirements outlined within our 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;*
- i) *makes provision for high quality facilities that promote cycle usage including changing rooms, showers, dryers and lockers;*
- j) *j. is easy and safe to cycle through ('permeable');* and
- k) *k. contribute towards bridges and water crossings suitable for cycle use where appropriate.*

Public Transport

In order to safeguard and promote the provision of public transport in the borough we 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. Contributions will be sought where 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.

Where appropriate, development will also be required to provide for interchanging between different modes of transport including facilities to make interchange easy and convenient for all users and maintain passenger comfort."

Policy T2 Parking and car-free development states:

“The Council will limit the availability of parking and require all new developments in the borough to be car-free. We will:

- a) not issue on-street or on-site parking permits in connection with new developments and use legal agreements to ensure that future occupants are aware that they are not entitled to on-street parking permits;*
- b) limit on-site parking to: i. spaces designated for disabled people where necessary, and/or ii. essential operational or servicing needs;*
- c) support the redevelopment of existing car parks for alternative uses; and*
- d) resist the development of boundary treatments and gardens to provide vehicle crossovers and on-site parking.”*

Sections 10.17 and 10.18 state:

“Car-free development means that no car parking spaces are provided within the site other than those reserved for disabled people and businesses and services reliant upon parking, where this is integral to their nature, operational and/or servicing requirements (e.g. emergency services, storage and distribution uses). In addition, current and future occupiers are not issued with on-street parking permits.

All new residential developments in the borough should be car-free. Parking will only be considered for new non-residential developments where it can be demonstrated that the parking provided is essential to the use or operation of the development. Staff parking is not considered essential and will not be permitted. Parking for disabled people for both residential and non-residential developments should be provided where it can be demonstrated as necessary, taking into account existing availability of on-street parking for Blue Badge holders. Further information can be found within Camden Planning Guidance on transport.”

3 Existing Transport Conditions and Site Accessibility

3.1 Site Context

52 Avenue Road currently contains one detached residential property, which is derelict. There is a large garden / soft landscaped space on site. The current site entrance is from Elsworthy Road that joins the B525 Avenue Road, which runs from A5205 Prince Albert Road in the south and the A41 to the north. The site is surrounded by residential properties.

3.2 Existing Conditions

3.2.1 Pedestrian Accessibility

Avenue Road has adequate footways on both sides close to the site. There is a pedestrian zebra crossing on Avenue Road approximately 100m south-east of the entrance to the site from Avenue Road and a traffic-light controlled pedestrian crossing 40m to the north-west on Avenue Road.

An extensive network of street lighting exists on Avenue Road providing a safer environment during the darker hours. Furthermore, the crossing points all have dropped kerbs and tactile paving present, making the local pedestrian routes easily accessible by partially sighted pedestrians.

3.2.2 Cycle Network

Avenue Road has dedicated marked on-street cycle lanes. Cyclists can use the lanes safely as the speed limit of Avenue Road is 20mph and the road is wide in both directions.

Cycling to the nearby underground station at Swiss Cottage station, St Johns Wood Underground Station and South Hampstead Overground Station is easy and convenient from the site.

3.2.3 Public Transport Facilities

The Public Transport Accessibility Level (PTAL) for the site is 4, which means the site has good level of public transport accessibility.

The closest bus stops are located approximately 0.3m away on the B509 Adelaide Road to the north-west of the site. These bus stops are located within a 8 minutes' walk of the site. The services 31, C11, N31, 13, 46, 187 and 603 operates from these stops, to Victoria, Paddington, Park Royal, City of London and Camden. These routes are operated by Transport for London (TfL) and buses arrive between every 5 to 15 minutes.

South Hampstead Overground Station is located approximately 0.5 mile north-west of the site, which corresponds to approximately 3 minutes' driving time, 4 minutes' cycling time or 13 minutes' walking time. The station is also on a bus route. This station operates high-frequency services including Watford Junction and London Euston.

Travel Plan

52 Avenue Road, St Johns Wood, London NW8 6HS

52 Avenue Road Limited

91544

St. John's Wood Underground Station is within an 11-minute walk, 4-minute cycle and 3-minute car journey of the site to the south-west. The Underground Station is on the Jubilee Line

Other nearby stations include Swiss Cottage Underground Station and Marylebone Railway Station, which is situated 1.5 miles to the west of the site. The station is accessible within a 8-minute cycle ride, a 9 minutes' drive or 29 minutes' walking time. Buses also serve this station. The railway station is served by Chiltern Railways and these travel to destinations such as Oxford, Birmingham Snow Hill, Aylesbury, West Ruislip, Kidderminster, High Wycombe and Gerrards Cross.

In summary, the site is considered to benefit from a well-connected multi-modal transport network with two bus stops within a 10 minutes' walk away on the B509 Adelaide Road and underground and overground stations within a short walk or cycle ride.

4 Proposed Development

4.1 Overview

This Chapter includes information on the proposed development, vehicle and pedestrian access arrangements and cycling parking numbers.

4.2 Proposed Development

The proposed scheme involves the demolition of the existing building on site and re-development with a 12x townhouse development including communal Health and Wellness Spa with refuse storage, disabled parking and cycle parking.

The site will be car free with the exception of 2 disabled car parking spaces along the southern boundary of the site. This is in line with local policy.

The proposed site layout plan is provided in Appendix A.

4.3 Car Parking Provision

The development will be car free with the exception of 2 disabled car parking spaces.

The disabled bays have been proposed on site to meet the London Plan (2021) guidance and local guidance. It is considered there is no room to accommodate on-street disabled parking bays close to the site, as there is already a police parking space on Elsworthy Road adjacent to the site and between that and the junction would endanger vehicles approaching the junction. Beyond the police parking space there is a pedestrian refuge island, which prevents any on-street spaces being installed. On Avenue Road there is an on-street cycle lane outside the site and no safe place to install one of two disabled bays on-street. This can be discussed further with the local authority post Planning Application.

4.4 Cycle Parking Provision

Cycle parking is being provided at the development in line with Policy T5 of the Adopted London Plan (2021). This states that cycle parking should be provided at least in accordance with the minimum standards set out below, ensuring that a minimum of two short-stay and two long-stay cycle parking spaces are provided.

Based on the minimum standards of 2 cycle spaces per dwelling, this development requires 24 cycle spaces for residents in an undercover area/shelter. Additionally, 2 cycle spaces are required for visitors.

Cycle parking will be designed and laid out in accordance with the guidance contained in the London Cycling Design Standards 144.

The cycle spaces will be in an enclosed cycle store in the basement level accessible via a lift near the current pedestrian access off Elsworthy Road.

There will be 24no. cycle spaces provided on-site, which equates to 2 spaces per dwelling, as per the minimum cycle parking standards, according to the Adopted London Plan (2021). These will be in two enclosed cycle stores at the front entrance (southern boundary) to the site. One cycle store will be adjacent to the entrance and the other adjacent to the exit. Each cycle store will store 12no. bicycles.

A further two cycle spaces will be provided for visitors in a public area near to the southern boundary of the site. This will take the form of a Sheffield cycle stand. It will be in an overlooked and secure area along the site frontage, near the proposed disabled bays.

4.5 Site Access Arrangement

4.5.1 Main Vehicular Access

The site will be accessed by vehicles from Avenue Road. Only two disabled bays are being provided on site and so only these vehicles will use the driveway, along with light goods vehicles for deliveries. The driveway will not be used as a carpark, it will be managed by the concierge at the site so that cars do not park in the driveway and block it for other users. The use of the two disabled bays will be managed to prevent misuse.

No HGVs or refuse vehicles will use the driveway and there will be a notice at the entry to say they cannot. Refuse vehicles and HGVs / larger delivery vehicles will park in Elsworthy Road and not use the driveway. The refuse drivers can meet concierge at the pedestrian gate on Elsworthy Rd to collect the bins, which will be provided in a large refuse and recycling store in the north-east corner of the site. The bins will be wheeled or carried to the street by the refuse collectors and concierge.

4.5.2 Pedestrian Accesses

There will be a gated pedestrian access to the development from Elsworthy Road. Pedestrian access is also possible from Avenue Road, through the driveway.

5 Travel Plan Objectives and Targets

5.1 Travel Plan Objectives

The ultimate objective this TP seeks to achieve is to facilitate the movement of the residents to and from the residential scheme through the promotion of more sustainable methods of transport. This is in accordance with the broader goals of TfL's Travel Planning Guidance (November 2013), Adopted London Plan (2021) and the borough's transport objectives.

The objectives of the TP are supported by a set of quantified SMART (Specific, Measurable, Achievable, Realistic and Timed) targets so that progress towards achieving them can be measured. They will be modified once baseline travel surveys have been conducted and tailored as appropriate. The objectives are provided below:

- To raise awareness of sustainable transport options and encourage individuals to change their travel behaviour;
- To increase the use of alternative modes of transport to the single-occupancy private car, including walking, cycling and public transport use;
- To reduce traffic-related air pollution associated with the development within the area surrounding the site; and
- To reduce congestion and traffic impacts associated with the development on roads within the local area, therefore also improving road safety.

5.2 Travel Plan Targets

The principal Travel Plan target over a five-year period is to reduce the number of car trips (excluding motorcycles). It is often the case that Travel Plan targets are based on measures derived from the analysis of current travel patterns.

Since this development is yet to be constructed and occupied with the new residents, this is not possible. In light of this, final targets cannot be set until the dwellings start to be occupied and residents' travel patterns are monitored through surveys.

The Transport Statement, prepared by Aval Consulting Group (April 2022 Rev C) set out the proposed / forecast trips that are expected to be generated by the development over the whole day. This data was based on TRICS national database trip rate data from similar sites. It has been used to set out the interim targets that are proposed for the development, see Table 5.1.

Note, the daily percentage mode share has been used, not the AM or PM peaks, as this gives a reflection of trips over the whole day. See Table 5.1.

The first-year target for residents that use the car is 20% i.e. 2-3 households of the 12 units for example. The aim would be to reduce this in time, given the development is car-free (apart from 2 disabled bays). The main aims are to increase walking and

cycling. Rail use can also be increased, given the proximity of the site to the underground and overground stations.

Table 5.1 Interim Mode Share Targets (from TRICS data)

Method of Transport	Forecast % of Trips	Target % – Year 1
Car	33	20
Walk	25	30
Cycle	7	10
Bus	3	6
Rail	18	24
Goods Vehicle	7	5
Taxis	7	5

6 Travel Plan Measures and Action Plan

6.1 Introduction

The following key sustainable transport strategies are recommended to keep single-occupancy use of the private car down and eventually within the targets of the Travel Plan. These strategies are also required to meet the objectives of the Travel Plan. It is proposed that a combination of strategies are adopted within this TP for the development which include:

- Walking Strategy;
- Cycling Strategy;
- Public Transport Strategy;
- Car and Parking Strategy; and
- Promotional/Marketing Strategy.

6.2 Strategy Details

Each strategy encompasses a range of measures which will be acceptable and effective at the site to reduce dependency on the private car and encourage changes in travel behaviour. Efforts to implement the measures would be concentrated in the initial period post completion and then maintained to enable behaviour change from the start, as opposed to gradual implementation.

The measures include both 'hard measures' i.e. infrastructure on and around the site that will help to achieve the travel plan objectives and targets and 'soft measures' to encourage behavioural change from car to sustainable travel e.g. bus timetable information and maps of cycle routes etc. The measures are described in detail within Table 6.1 in this Chapter, alongside an action plan showing how the measures will be delivered and communicated to residents, timescales and responsibilities. Each measure also includes short, medium and long-term actions and an estimated level of cost, which have been rated low, medium or high.

The developer will be responsible for ensuring initial measures are in place prior to occupation of the units; the Travel Plan Coordinator (TPC) will then assume the role of reviewing and updating the target and action plan and introducing new measures as appropriate in the future.

Table 6.1 Travel Plan Measures and Action Plan

Proposed Measure	Description	Timescale	Responsibility	Costs to Implement
WALKING STRATEGY				
Promotion of Health & Fitness	Raising Residents' awareness of the health benefits associated with regular walking. Undertake specific awareness activities with that in mind and present posters and leaflets on site containing factual information about the health benefits of walking. This measure is most effective when factual statements and examples are used to catch people's attention e.g. according to the Health Education Authority, 'Walking briskly for half an hour a day can halve the risk of heart disease'.	On occupation and on-going	Travel Plan Coordinator	Low
Develop a Pedestrian Route Map	Provision of a pedestrian route map to help residents plan their routes to and from the site, and to nearby facilities. This will include locations of pedestrian crossings.	On occupation	Travel Plan Coordinator	Low
CYCLING STRATEGY				
Provide Secure Cycle Parking On Site	Provision of appropriate cycle parking for residents and visitors within easy reach of the townhouse. The cycle parking stands will be secured within a locked area in the basement for residents.	Implemented when site is built	52 Avenue Road Limited	(Included within Scheme)

Develop a Cycle Route Map	Provision of a cycle route map showing residents local cycle routes and facilities for cycling to and from the site.	On occupation	Travel Plan Coordinator	Low
PUBLIC TRANSPORT				
Providing Public Transport Route Maps and Timetables	Making up-to-date timetables and route maps for buses, underground and trains available to residents at travel information points.	On occupation	Travel Plan Coordinator	Low
CAR PARKING STRATEGY				
Car Parking and Car Parking Management Plan	2 additional disabled car parking spaces are being provided. This is to discourage residents from owning and using a car.	Implemented when site is built	52 Avenue Road Limited and Travel Plan Coordinator	(Included within Scheme)
Car Clubs	Advertising the local car clubs and nearest car club spaces to residents. They will be encouraged to join a car club scheme.	On occupation	Travel Plan Coordinator	Low
PROMOTIONAL / MARKETING STRATEGY				
Welcome Packs	Provision of travel welcome packs to residents, which outline sustainable travel options to and from the site. They will also identify nearby facilities in place for walking, cycling and using public transport to access the site and will contain the maps which were discussed in various other strategies proposed in this Chapter.	On occupation	Travel Plan Coordinator	Low

	Travel packs are also an effective way of communicating the benefits of using sustainable modes of transport to people, which include health, financial, environmental and social benefits.			
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7 Delivery, Management, Monitoring and Review

7.1 Introduction

The following sections describe the next steps that would occur towards implementation.

7.2 Travel Plan Management

Management, review and monitoring of the TP are essential aspects in ensuring that objectives and targets are being met and measures are being implemented, and in taking remedial action where necessary. It is usual that the onus for TP management and monitoring is placed on the developer.

7.3 Travel Plan Coordinator

The Travel Plan Coordinator (TPC) will be appointed prior to occupation. They will play a key role in ensuring the objectives and targets are being met and that the measures are being implemented, as set out in Chapter 6. They will also maintain commitment and support from residents by being the main point of contact for residents requiring information and raising campaigns to promote the Travel Plan and the measures within it. Although the individual is responsible for the day-to-day running and coordination of the TP initiatives, it will not be a full-time post.

7.4 Travel Plan Monitoring

Monitoring of Travel Plans is required to ensure compliance with the planning Conditions and Obligations. Monitoring is also an essential consideration in the implementation of this TP as the results determine what measures are successful and whether any new measures should be adopted and if the targets are being met. It also helps to set new objectives and targets in future.

The TP will be legally enforced by the LBC. The borough will require a robust monitoring strategy to:

- Meet the requirements of the Travel Plan monitoring process, as set out in TfL's Travel Planning Guidance (2013);
- Monitor progress in achieving the Travel Plan's SMART targets and identify refinements to be made to the plan if it is not on course for achieving what it set out to;
- Assess the effectiveness of the travel plan and specific measures implemented to encourage sustainable travel; and
- Assess whether further measures or targets need to come forward.

Following occupation of 52 Avenue Road, a baseline survey will be undertaken within the first six months of occupation or at 75% occupancy, whichever comes first. The

results of the survey will provide the revised baseline travel patterns and will determine the future targets for years 1, 3 and 5. The interim targets shown in this Travel Plan will therefore be revised.

The travel monitoring surveys that will be undertaken in interim years 1 (a year after the initial baseline survey) and 3 and year 5 will be undertaken in accordance to the borough's and TfL's survey monitoring methodology. This methodology involves a one-day survey of the site including multi modal counts at the site's entrances to establish the number of vehicle, pedestrian and cycle movements and a residential online travel questionnaire asking for their travel patterns on the day of the survey. Information such as time of departure and arrival, postcode of where they travelled to and methods of travel (main and final mode) to and from the site are collected.

Surveys will need to record not just the travel patterns but also the uptake and effectiveness of individual measures.

The TPC will be responsible for ensuring the above travel surveys are undertaken and will report the results to the LBC. The results will feed into the TP monitoring and the TPC will use the results to establish whether mode share targets are being met and will set new targets for the following period. A review of measures will also be undertaken, as above to establish the most effective ones, and new measures which would be beneficial at the site will be suggested.

If at years 3 and 5 the targets are not being achieved, then the TPC may require additional surveys and data collection to ascertain how best the travel patterns could be influenced so as to achieve the required targets.

Monitoring reports will be prepared for the LBC within 3 months of the completion of surveys. The monitoring data can provide the LBC with data to inform their annual monitoring reports and to assist in borough-wide progress in achieving their local objectives.

8 Securing and Review

8.1 Funding the Travel Plan

52 Avenue Road Limited will need to ensure that suitable funding is provided to make sure measures can be implemented and that ongoing monitoring and review can take place in accordance with that set out in this TP.

8.2 Reviewing

If the monitoring and review process finds that the TP is under performing and targets are not being achieved, the TPC will need to arrange for a meeting with the LBC to discuss the issues and identify where improvements need to be made.

Appendix A : Proposed Site Layout Plan

