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.Big Yellow Self Storage Company Ltd

Proposed Self Storage Facility and Flexi-Office

Alpha House, 24-27 Regis Road, Kentish Town

Travel Plan
August 2022



Document Control

Job No.	22-0200	
Project Name	Proposed Self Storage Facility, Alpha House, 24-27 Regis Road, Kentish Town	
Document Title	Travel Plan	
Status	Final Issue	
Client	.Big Yellow Self Storage Company Ltd	
	Name	Date
Prepared By	Chris Elliott	August 2022
Checked By	Jon Ashcroft	August 2022
Approved By	Chris Elliott	August 2022

Record of Revisions

Revision	Date	Details	Made By
V1	April 2022	Draft Issue	CE
V2	July 2022	Final Issue	CE
V3	August 2022	Final Issue – Client comments	JA

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Contents

1	Introduction	3
2	Site Location and Opportunities for Sustainable Travel	4
3	Planning Policy.....	13
4	Objectives and Targets	20
5	Measures and Initiatives.....	22
6	Travel Plan Strategy.....	24
7	Monitoring and Review.....	25
8	Action Plan.....	26

1 Introduction

General

- 1.1 Rappor Consultants Ltd (Rappor) has been instructed by .Big Yellow Self Storage Company Ltd. (BYSS) to provide highways and transport planning advice in support of a forthcoming full planning application for the proposed redevelopment of Alpha House, 24-27 Regis Road, Kentish Town in the London Borough of Camden (LB Camden).
- 1.2 The Site is located west of Kentish Town Railway Station within an existing industrial area. Regis Road borders the Site to the south, while industrial units bound the Site to the north, east and west. A student apartment block is located directly opposite the Site on the southern side of Regis Road.
- 1.3 The Site is currently occupied by a warehouse / office building known as Alpha House with car parking at its eastern end. The current lawful use of the Site is B8 warehouse with E(g)(i) office space.
- 1.4 Vehicular access is provided at the eastern end of the Site along its southern boundary in the form of a vehicle crossover. An electronic vehicular gate is set back approximately 7m from the northern edge of Regis Road. Pedestrian access is provided via a separate gate adjacent to and west of the vehicular access.
- 1.5 It is proposed to demolish the existing building and construct a self-storage facility (Use Class B8) and flexible office space (Use Class E(g)(i)), together with modified vehicle access, car and cycle parking and associated landscaping.
- 1.6 This Workplace Travel Plan (WTP) has been prepared to set out the overarching principles to be adopted to promote sustainable travel by future staff to and from the self-storage facility and also the flexible office/ workspace users. It should be noted that due to the nature of the self-storage operation, there will only be a small number of BYSS employees on-site at any time, typically 3-5. In terms of customer trips, the majority cannot be undertaken by sustainable modes due to the need to drop-off / pick-up large loads or materials that can only be moved by vehicle.

2 Site Location and Opportunities for Sustainable Travel

Site Location and Composition

- 2.1 The application Site is located within an existing industrial area in Kentish Town in the London Borough of Camden (LB Camden). The industrial estate is located west of Kentish Town Road and Kentish Town Railway Station.
- 2.2 Regis Road borders the Site to the south, while the Regis Road Recycling Centre is located directly adjacent and west of the Site. A large industrial unit borders the Site to the east and is occupied by a number of companies including Vapiano Delivery Kitchen and Howdens Joinery Co. North of the application Site is a large-scale warehouse occupied by UPS. The Thameslink railway line lies just north of the UPS building. Student apartments are located within Mary Brancker House directly opposite the Site on the southern side of Regis Road.
- 2.3 **Figure 2.1** below shows the location of the Site.



(Source: openstreetmap.org)

Figure 2.1: Site Location

- 2.4 The Site is currently occupied by a single warehouse / office building known as Alpha House with car parking at its eastern end. The building has a total floor area of 3,390 sqm Gross Internal Area (GIA).

Proximity to Local Services and Amenities

- 2.5 It is key to a site's sustainability that there are a wide range of services and amenities nearby. For employment sites this typically includes railway stations, bus stops, and food retail outlets to provide opportunities for employees to walk to collect food at lunchtime.

Table 2.1 identifies a range of local services and amenities including approximate walk and cycle times measured using the journey planner in Google Maps.

Service / Amenity	Approx. Distance	Approx. Walking Time	Approx. Cycling Time
Pret A Manger	330m	4 mins	1 min
Kentish Town Railway and Underground Station	350m	4 mins	1 min
Sainsbury's Local (including ATM)	360m	5 mins	2 mins
Kentish Town Bus Stop KF (Northbound)	320m	5 mins	2 mins
Kentish Town Bus Stop KB (Southbound)	320m	5 mins	2 mins
Day Lewis Pharmacy	400m	5 mins	3 mins
Greggs	425m	5 mins	3 mins
McDonald's	470m	5 mins	3 mins
The Caversham Group Practice (Medical Centre)	485m	5 mins	3 mins
Kentish Town Post Office	575m	6 mins	4 mins
Coop	455m	5 mins	3 mins
LIDL	675m	7 mins	4 mins
Kentish Town West Overground Station	1.1km	14 mins	5 mins

Table 2.1: Distances to Services and Amenities

- 2.6 **Table 2.1** demonstrates that Kentish Town Railway Station, the nearest rail and tube station, and bus stops are within a 400m or a 5-minute walk of the application Site. Whilst other amenities such as Pret A Manger, Sainsbury's Local (and ATM), Day Lewis Pharmacy and The Caversham Group Practice (Medical Centre) are within a 500m or 5 minute walk of the Site. Cycle times vary from 1 minute to the closest amenities to 7 minutes to Kentish Town West Overground Station.

Walking and Cycling

- 2.7 The Institute of Highways and Transport (IHT) guidance document 'Providing for Journeys on Foot' (published 2000) suggests an acceptable walking distance of 1km and a preferred maximum walking distance of 2km for commuting purposes.

- 2.8 This is supported by the 2019 National Travel Survey (NTS), produced by the Department for Transport (DfT), which found that 80% of trips under 1 mile (1.6km) are undertaken on foot. All the services and amenities identified in Table 3.1 are within 2km of the Site demonstrating that walking is a realistic mode of transport either as part of a multi modal public transport journey or to satisfy daily retail needs including a trip to a local sandwich shop, ATM or post office.
- 2.9 As detailed in Section 2, footways of varying width extend along both sides of Regis Road for the majority of its length. On the southern side, the footway continues up until the Regis Road / Kentish Town Road / Leighton Road signalised junction where it connects with the footway on the western side of Kentish Town Road. The footway on the northern side of Regis Road terminates approximately 65m west of the junction.
- 2.10 Signal controlled pedestrian crossing points at the Regis Road / Kentish Town Road / Leighton Road junction, which include pedestrian refuge islands across Regis Road and Kentish Town Road, allow for the safe crossing of pedestrians.
- 2.11 The footways along both sides of Kentish Town Road are wide and characterised by street furniture in the form of road signs, street lighting, cycle parking stands, bus shelters, bins and landscaping as well as table and chairs fronting cafés and restaurants.
- 2.12 In order to determine the suitability of the existing pedestrian network between the application Site and local services and amenities, a pedestrian audit has been undertaken and is detailed later in the report.
- 2.13 There is a footway on the southern side of Regis Road, however the footway on the northern side of Regis Road is not constant and ends 45m before the junction with Kentish Town Road as it crosses the railway bridge.
- 2.14 In addition, there are multiple signal-controlled pedestrian crossings along Kentish Town Road providing access from the application site to facilities on the eastern side of the carriageway.
- 2.15 The Local Transport Note (LTN) 1/20: Cycle Infrastructure Design, produced by the DfT, states at paragraph 2.2.2 that “two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people.”
- 2.16 It is therefore considered and substantiated by DfT findings, that facilities and amenities within five miles, or 8km, of the application site are considered within acceptable cycling distance.
- 2.17 All the facilities and amenities listed in Table 3.1 are within an acceptable cycling distance. This provides reasonable opportunities for people to commute or access further facilities in those areas by bicycle. In addition, all of Kentish Town as well as neighbouring areas including Camden Town, Maitland Park and Tufnell Park are well within 8km of the application Site making cycling a viable mode for future employees living in these areas.

Public Transport

PTAL

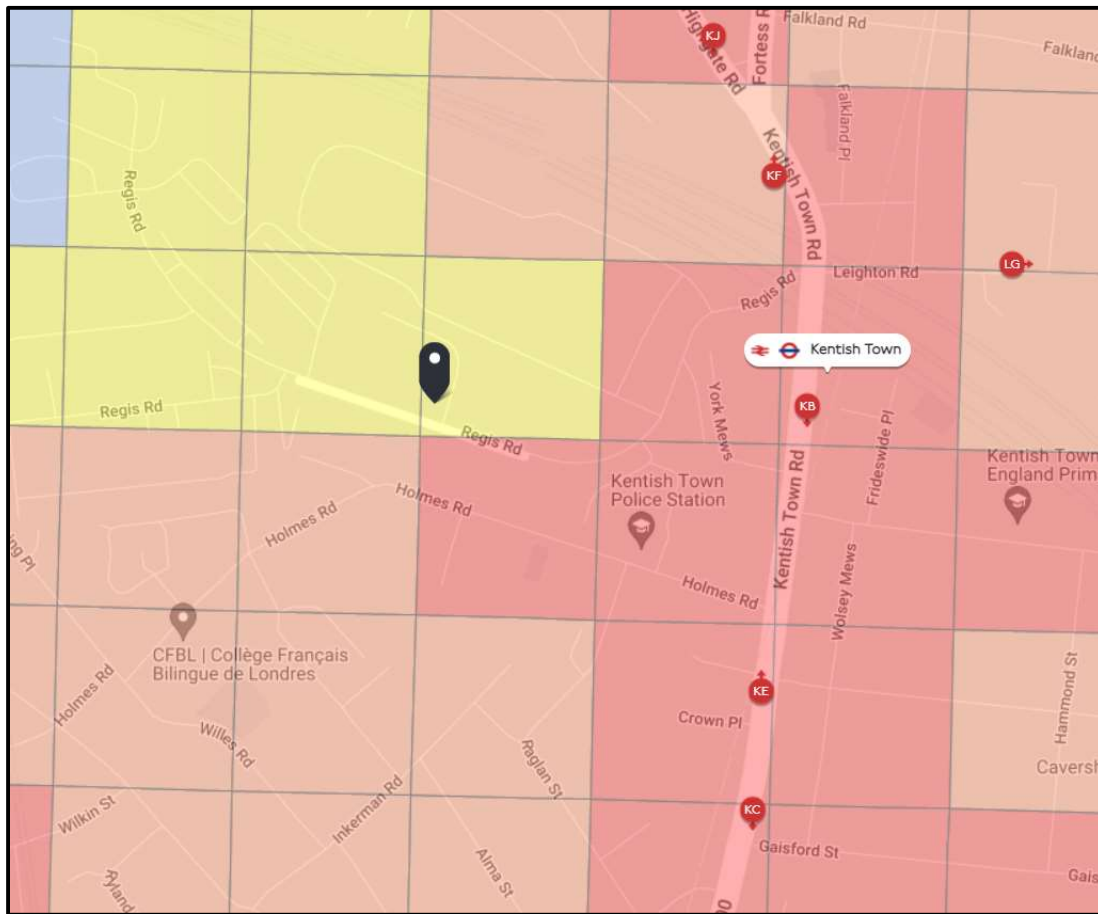
- 2.18 A Public Transport Accessibility Level (PTAL) assessment is widely used by the London boroughs to measure the accessibility of a site by public transport and is supported by Transport for London (TfL).

- 2.19 PTAL is calculated by summing indices for bus, Underground and rail to obtain an index Number. The Index Numbers are banded to obtain a PTAL grade and description as shown in **Table 3.2** below.

Index Number	Grade	Description
0 – 2.50	1a	Very poor
2.51 – 5.00	1b	Very poor
5.01 – 10.00	2	Poor
10.01 – 15.00	3	Average
15.01 – 20.00	4	Greater than average
20.01 – 25.00	5	Good
25.01 – 40.00	6a	Excellent
40.01 +	6b	Excellent

Table 3.2: PTAL Grades

- 2.20 A site specific PTAL assessment has been undertaken using the TfL WebCAT database. An extract is provided below in Figure 3.3, whilst the full PTAL Output Report is provided in **Appendix A** of this report.
- 2.21 The PTAL for the site has been derived using the TfL Web-based Connectivity Assessment Toolkit (WebCAT). **Figure 3.3** shows that the application Site has a score of 4, which is considered to have a greater than average level of public transport accessibility.



(Source: WebCAT by TfL)

Figure 3.3: PTAL Rating for Application Site

- 2.22 Figure 3.3 indicates that the existing Site has a PTAL of 4 which is classified as 'Greater than Average' accessibility. This reflects the proximity of the site in relation to bus stops, underground stations and Overground railway stations.
- 2.23 It should be noted that the Site lies directly adjacent to development with a PTAL rating of 6a, which is considered to be 'Excellent'. Due to the close proximity of public transport provision to the application Site, it is considered that the PTAL rating for the Site sits closer to 6a than 4.
- 2.24 The BREEAM Accessibility Index (AI) for the site is 20.03.

Bus Services

- 2.25 The nearest bus stops to the site are located along Kentish Town Road. The northbound bus stop (Stop KF) is located north of the Regis Road / Kentish Town Road / Leighton Road signalised junction approximately 320m walking distance from the application Site. The southbound bus stop (Stop KB), which is located on the eastern side of Kentish Town and directly outside of the Kentish Town Railway Station entrance, is also approximately 320m walking distance from the application Site.
- 2.26 The north and southbound bus stops consist of a bus shelter with seating, a flagpole with timetable information and bus cage road markings.

- 2.27 The north and southbound bus stops KF and KB are both served by bus routes 88, 134, 214 and N20. The southbound bus stop is also served by additional bus route 393 operating between Clapton in the east and Chalk Farm in the west.
- 2.28 A summary of the bus services operating from both bus stops is provided in **Table 3.3**. Full bus timetables and real-time bus service information can be obtained from TfL (<https://tfl.gov.uk/travel-information/stations-stops-and-piers/>).

Service Number	Route/Destinations Served	Operates	First Service	Daily Frequency	Last Service	Bus Stops
88	Clapham Common – Parliament Hill Fields	Monday – Friday	00:00	Every 7 – 15 minutes between 05:02 and 23:48; every 30 minutes otherwise	23:48	KF, KE
		Saturday	00:00	Every 7 – 15 minutes between 05:02 and 23:48; every 30 minutes otherwise	23:48	
		Sunday	00:00	Every 10 – 15 minutes between 06:30 and 23:48	23:48	
	Parliament Hill Fields – Clapham Common	Monday – Friday	00:01	Every 10 – 20 minutes between 04:50 and 23:49; every 30 minutes otherwise	23:49	
		Saturday	00:01	Every 10 – 20 minutes between 04:50 and 23:49; every 30 minutes otherwise	23:49	
		Sunday	00:01	Every 10 – 20 minutes between 04:50 and 23:49; every 30 minutes otherwise	23:49	
134	North Finchley Bus Station – University College Hospital / Euston Road	Monday – Friday	00:10	Every 7 – 15 minutes between 05:10 and 23:40; every 30 minutes otherwise	23:40	KF, KE
		Saturday	00:10	Every 7 – 15 minutes between 05:10 and 23:40; every 30 minutes otherwise	23:40	
		Sunday	00:10	Every 10 – 15 minutes between 05:10 and 23:40; every 30 minutes otherwise	23:40	

	University College Hospital / Euston Road – North Finchley Bus Station	Monday – Friday	00:25	Every 6 – 15 minutes between 06:00 and 23:55	23:55	
		Saturday	00:05	Every 6 – 15 minutes between 06:00 and 23:55	23:55	
		Sunday	00:05	Every 10 – 15 minutes between 05:10 and 23:55; every 30 minutes otherwise	23:55	
214	Highgate – Moorgate	Monday – Friday	00:25	Every 6 – 15 minutes between 04:55 and 23:55; every 30 minutes otherwise	23:55	KF, KE
		Saturday	00:07	Every 7 – 12 minutes	23:55	
		Sunday	00:07	Every 10 – 15 Minutes	23:55	
	Moorgate - Highgate	Monday – Friday	00:00	Every 7 – 15 Minutes	23:48	
		Saturday	00:01	Every 7 – 15 Minutes	23:49	
		Sunday	00:00	Every 10 – 15 Minutes	23:48	
N20	Trafalgar Square – Barnet	Monday – Thursday	00:20	Every 30 minutes	05:00	KF, KE
		Friday - Saturday	00:25	Every 30 minutes	05:40	
		Sunday	23:50	Every 30 minutes	05:50	
	Barnet – Trafalgar Square	Monday – Thursday	00:00	Every 30 minutes	05:00	
		Friday – Saturday	00:00	Every 30 minutes	05:00	
		Sunday	00:00	Every 30 minutes	05:00	

Table 3.3: Local Bus Services

Railway Services

- 2.29 TfL's 'Assessing Transport Connectivity in London' identifies a walking distance of 960m to be an acceptable distance to rail services, which is the equivalent of a 12-minute walk based on an average speed of 80m per minute or 4.8kph.
- 2.30 The nearest railway station to the application Site is Kentish Town Railway Station, which is a London Underground and National Rail station and is approximately 350m walking distance from the Site. The station is served by Thameslink on the Midland Main Line connecting with Luton in the north and Orpington and Sevenoaks in the south via London St. Pancras and Blackfriars. The station is also served by the High Barnet branch of the

London Underground Northern line, connecting with Edgware, Euston, Leicester Square and Charing Cross Underground stations.

- 2.31 A distance of 350m between the application Site and the Kentish Town Railway Station is within the acceptable walking distance identified by TfL and together with the good pedestrian facilities along the route, as identified later in the report, will make travel by rail attractive for future employees at the Site.

3 Planning Policy

3.1 This section provides a review of the existing national and local policy and how this relates to the development proposal. The policies covered within this review are:

- (i) National Planning Policy Framework (2021);
- (ii) The London Plan (2021);
- (iii) The Mayor's Transport Strategy (2018);
- (iv) Camden Local Plan (2017);
- (v) Camden Planning Guidance – Transport (2021); and
- (vi) The Kentish Town Neighbourhood Plan (2016).

3.2 The main thrust of recent national and local policy guidance is to:

- (i) make effective and efficient reuse of land;
- (ii) reduce car dependency;
- (iii) make walking and cycling trips easier; and
- (iv) encourage public transport trips.

National Planning Policy Framework (NPPF – July 2021)

3.3 The National Planning Policy Framework (NPPF) was revised on 20 July 2021 and sets out the Government's planning policies for England and how these are expected to be applied. The revised framework replaces previous NPPF published in March 2012, revised in July 2018 and updated in February 2019. At the heart of the NPPF is a presumption in favour of sustainable development.

3.4 Chapter 9 of the NPPF deals with 'Promoting sustainable transport' and Paragraph 104 of the NPPF states that '*transport issues should be considered early in the planning process so that:*

- a) the potential impacts of development on transport networks can be addressed;*
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised - for example in relation to the scale, location or density of development that can be accommodated;*
- c) opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account—including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e) patterns of movement, streets, parking, and other transport considerations are integral to the design of schemes and contribute to making high quality places.'*

3.5 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; and*
 - 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.'*
- 3.6 Paragraph 111 states that '*Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe*'.
- 3.7 Paragraph 112 states that '*applications for development should:*
- a) *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 areas for bus or other public transport services, and appropriate facilities that encourage public transport use*
 - b) *address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
 - c) *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;*
 - d) *allow for the efficient delivery of goods, and access by services and emergency vehicles; and*
 - e) *be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible, and convenient locations'.*
- 3.8 Paragraph 113 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*'.

The London Plan (2021)

- 3.9 The London Plan 2021 is the Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for good growth.
- 3.10 The Plan is part of the statutory development plan for London, meaning that the policies in the Plan should inform decisions on planning applications across the capital. Borough's Local Plans must be in 'general conformity' with the London Plan, ensuring that the planning system for London operates in a joined-up way and reflects the overall strategy for how London can develop sustainably, which the London Plan sets out.
- 3.11 Part A of Policy T1 'Strategic approach to transport' states that development plans should support, and development proposals should facilitate 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.

- 3.12 Part B of Policy T1 goes on to say 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.'*
- 3.13 In relation to the provision of car-free developments Policy T6 'Car Parking' of the London Plan 2021 – states that car-free development should be the starting point for all development proposals in places that are (or are planned to be) well connected by public transport.
- 3.14 The key aspects of the transport chapter are to continue to reduce the dependency on cars.
- 3.15 Policy T5 states the new cycle parking standards, which should provide 1 long stay cycle space per 500sqm (GEA) of B8 use and 1 space per 1000sqm (GEA) for short stay (visitor) use for B8 (storage and distribution) use.
- 3.16 Policy T6 states that car parking provision for B8 (storage and distribution) should have regard to the office parking standards set out but take account of the significantly lower employment density. A degree of flexibility may also be applied to reflect different trip-generating characteristics. For office sites in Outer London, a maximum of 1 car parking space per 100sqm (GIA) is permitted.

The Mayor's Transport Strategy (2018)

- 3.17 In March 2018, Mayor Sadiq Kahn published the latest Mayor's Transport Strategy (MTS), the report set out the transport goals for the forthcoming 25 years. The previously adopted MTS (2010) and the strategy 2018 share a number of common goals.
- 3.18 The MTS (2018) details the aims on how to change the transport mix across London, providing viable and attractive alternatives that will allow Londoners to reduce their dependency on cars. *"The Transport Strategy sets out a series of proposals and policies that will help achieve this mode shift to more sustainable forms of transport within the city".*
- 3.19 Included within the strategy are a number of proposals and policies referring to car and cycle parking policy. The below proposals and policies are specifically aimed towards car and cycle parking:
 - (i) *"Proposal 19 – The Mayor, through TfL and the boroughs, will support the provision of car clubs for residents when paired with a reduction in the availability of private parking to enable more Londoners to give up their cars while allowing for infrequent car travel in inner and outer London.*
 - (ii) *Proposal 80 – The Mayor, through TfL and the boroughs will:*
 - *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 parking in town centres and other places of high demand".*

Camden Local Plan (2017)

- 3.20 The Camden Local Plan is the key strategic document in Camden's development plan and sets out the vision for shaping the future of the Borough, containing policies for guiding planning decisions.
- 3.21 The Local Plan was adopted on 3 July 2017 and replaced the Core Strategy and Camden Development Policies documents. It is now the basis for planning decisions and future development in Camden. The Local Plan will ensure that *"Camden continues to have robust, effective and up to-date planning policies that respond to changing circumstances and the borough's unique characteristics and contribute to delivering the Camden Plan and other local priorities. The Local Plan will cover the period from 2016-2031."*
- 3.22 Section 10 of the Local Plan is focused on Transport and identifies four key policies that the Council will seek to promote:
- (i) Policy T1 states that the Council will promote sustainable transport by prioritising walking, cycling and public transport in the borough.
 - (ii) Policy T2 confirms the Council's commitment to limit the availability of parking and will require all new developments in the borough to be car-free.
 - (iii) The Council will seek improvements to the borough under Policy T3 of the Local Plan.
 - (iv) Policy T4 of the Local Plan promotes the sustainable movement of goods and materials and seek to minimise the movement of goods and materials by road.

Camden Planning Guidance – Transport (2021)

- 3.23 The Camden Planning Guidance (CPG) on Transport has been prepared to support the policies in the Camden Local Plan 2017. It forms a Supplementary Planning Document (SPD) requiring additional consideration in planning decisions.
- 3.24 The CPG on Transport was adopted in January 2021 replacing the Transport CPG of March 2019 and supports the following Local Plan policies:
- (i) Policy A1 Managing the impact of development;
 - (ii) Policy T1 Prioritising walking, cycling and public transport;
 - (iii) Policy T2 Parking and car-free development;
 - (iv) Policy T3 Transport infrastructure;
 - (v) Policy T4 Sustainable movement of goods and materials;
 - (vi) Policy CC4 Air quality; and
 - (vii) Policy D1 Design.
- 3.25 The CPG sets out the requirements for Transport Assessments and identifies the following supporting information to be included:
- (i) Travel Plan Framework;
 - (ii) Draft Car Parking Management and Reduction Plan;
 - (iii) Draft Delivery and Servicing Plan; and

- (iv) Draft Construction Management Plan.
- 3.26 The document provides guidance on transport issues within the borough and sets out a list of 'key messages' within each section providing further guidance on how these items should be addressed within a Transport Assessment as part of a planning application:
- (i) *Assessing transport impact* - a Transport Assessment, Statement or Note is required for all applications that involve a change in the way that a site is accessed from the highway. These documents must clearly demonstrate what measures will be required in order to mitigate the transport impact of the development.
 - (ii) *Travel Plans* - Travel Plans enable a development to proceed without adverse impact on the transport network through promoting a greater use of sustainable travel and thereby helping to tackle congestion and air pollution. The requirements of a travel plan will be tailored to the specific characteristics of the site and nature of the development.
 - (iii) *Delivery and Servicing Plans* - The need for a Delivery and Servicing Plan (DSP) should be identified in the Transport Assessment. A framework/draft DSP will form part of the Transport Assessment; the DSP itself will form part of the Travel Plan or be a standalone document, secured as a Section 106 planning obligation. The use of the term 'Delivery and Service Plan' is interchangeable with the term 'Delivery and Servicing Management Plan'.
 - (iv) *Parking and car-free development* - The Camden Local Plan 2017 extends car-free development to the whole of the Borough. Legal agreements will be used to maintain car-free and car-capped development over the lifetime of a scheme.
 - (v) *Car Parking Management and Reduction* - Developments with associated car parking will be required to submit a Car Parking Management and Reduction Plan. Applicants must demonstrate how parking will be managed, monitored and enforced, and provide details as to how the car parking can be repurposed in the future.
 - (vi) *Vehicular Access and Crossovers* - Planning permission must be sought for works that create or alter an access onto a classified road. Highway Authority consent is required for any works affecting the public highway. The Council will not approve applications that would cause unacceptable parking pressure, add to existing parking problems or result in negative impacts on amenity.
 - (vii) *Cycling Facilities* - The Council will seek high quality cycle parking facilities for development, including redevelopments and in applications that change travel patterns and the travel profile or increase the numbers of people travelling to a site. Applicants must provide, as a minimum, the quantity of cycle parking spaces as set out in the London Plan; and Applicants will provide cycling facilities that are fully inclusive and accessible by step free access.
 - (viii) *Pedestrian and Cycle Movement* - All developments must have due regard to the safety, ease of movement and the quality of pedestrian and cycle facilities for people moving to and within a site.
- 3.27 At Appendix B of the CPG on Transport the scope of Transport Assessments and Travel Plans is set out as guidance on what should typically be included in a Transport Assessment.

The Kentish Town Neighbourhood Plan (2016)

- 3.28 The Kentish Town Neighbourhood Plan (KTNP) was 'made' in September 2016 and aims to deliver the long-term goal of a balanced and vibrant neighbourhood. The Plan seeks to provide a framework for how planning decisions will be made in the area.
- 3.29 The KTNP identifies eight core objectives through which the vision for the area will be delivered:
- (i) *Objective 1: Shopping and Working* – (a) the Plan will identify environmental improvements to shop fronts and restrictions on non-retail premises, and (b) the level of current employment space will be protected and, through new developments, the level of employment in Kentish Town will increase.
 - (ii) *Objective 2: Design* – (a) the view of Parliament Hill from outside Kentish Town Station will be protected, (b) the Plan will identify long-term proposals for rafting over the railway line from Gospel Oak to Camden Road, (c) high quality design development in the Kentish Town Neighbourhood Plan Area will illustrate understanding of the sites, and (d) buildings of architectural merit will be preserved and enhanced.
 - (iii) *Objective 3: Housing* – (a) the Plan will identify vacant and underused sites for the development of well-designed housing. Availability of affordable housing and local employment will be increased via mixed use sites and (b) the Plan promotes respect for green issues and sustainability and encourages energy efficient design and renewable energy.
 - (iv) *Objective 4: Getting Around* – (a) development will promote and enable the delivery of integrated, accessible, sustainable transport solutions for the area. This will include cycle lanes, cycle lane links at junctions and cycle hire schemes and (b) the KTNF will support proposals that implement step-free access at all stations in the KTNF Area.
 - (v) *Objective 5: Green and Open Space* – (a) development will enhance the environmental sustainability of the area through preserving and improving existing open spaces, and providing new, green open spaces and playgrounds, improving and greening the local street environment and promoting biodiversity.
 - (vi) *Objective 6: Community and Culture* – (a) applicants of major development schemes will be encouraged to engage in pre-application consultation, (b) applicants of development schemes will be encouraged to submit a Statement of Community Consultation and / or a Statement of Neighbour Involvement, (c) Public Houses will be designated as Assets of Community Value, (d) shops outside the centre will be protected and supported and (e) a leisure development such as a new theatre and / or cinema space will deliver social benefits and enhance community links.
 - (vii) *Objective 7: Spatial Policies* – (a) the Plan will support the development of a Kentish Town Square including a public square, expansion of market stalls, more green space, cycle routes and improved access to the station and (b) the Plan will promote a coordinated redevelopment of the Kentish Town Potential Development Area. This will provide a development opportunity to maintain and enhance employment space as well as add housing provision. Development will also include new pavements, street lighting, landscaping, green spaces and play areas and cycle and pedestrian routes.

- (viii) *Objective 8: Site Specific Policies* – (a) the Plan will support the development of the Car Wash Site at 369-377 Kentish Town Road, (b) the Plan will support comprehensive residential redevelopment in York Mews, the Section House and the land around the Police Station, (c) the Plan supports proposals for Frideswide Place, (d) the Plan supports proposals for Wolsey Mews, (e) the Plan will promote the retention of the building at 2 Prince of Wales Road and its reinstatement as a public place for leisure / entertainment use, (f) the Plan will support the future development of the Veolia Council Depot site in Holmes Road / Spring Place for mainly residential-led mixed use and (g) the Plan will identify suitable small sites for infill residential development.

4 Objectives and Targets

4.1 This section sets out the overarching objectives for the TP, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the TP can be found later in this report.

- Objectives are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- Targets are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which should be reached within the period covered. In addition, interim targets have been set.

Objectives

4.2 The objectives of this TP are two-fold. Firstly, to increase awareness of sustainable travel modes available to staff and flexible office/ workspace users and secondly to reduce the dependence of staff and flexi-office users on travelling by car to and from the development. Therefore, more specifically, the objectives of this TP are to:

- Increase staff and flexible office/ workspace user awareness of the advantages and availability of sustainable modes of transport over the car;
- Introduce a package of physical and management measures that will facilitate staff and flexible office/ workspace user travel by sustainable modes; and therefore,
- Limit unnecessary or unsustainable use of the car for journeys to and from the Site by staff and flexi-office users.

4.3 The objectives will assist in reducing CO2 emissions produced by staff and flexible office/ workspace users at the Site and therefore mitigate against the impact of the proposed development. In addition, should staff and flexible office/ workspace users be encouraged to travel by active modes, such as walking and cycling, this will contribute to a healthier population.

Targets

4.4 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring to ensure they remain SMART (Specific, Measurable, Achievable Realistic and Timed).

4.5 Targets come in two forms – Action Targets and Aim Targets:

- Action Targets are non-quantifiable actions that need to be achieved by a certain time.
- Aim Targets are quantifiable and in the case of this WTP relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

4.6 The Action Targets for this WTP are:

- To appoint a Travel Plan Co-Ordinator;
- To coordinate baseline travel surveys;
- Each monitoring survey will occur within one month of the anniversary of the baseline survey in each survey year in Years one, three and five.

Aim Targets

4.7 Due to the nature of the self-storage operation, there will only be a small number of employees on-site at any time, typically four to six, plus flexible office/ workspace users. As such, it is not considered appropriate to set a target against percentage splits in trips by mode. Instead, one aim target has been set as follows:

For all staff and flexi-office trips to be undertaken by non-car modes of travel.

4.8 It is not considered appropriate to set targets for self-storage customer trips since the majority cannot be undertaken by sustainable modes due to the need to drop-off / pick-up large loads or materials that can only be moved by vehicle.

5 Measures and Initiatives

- 5.1 This section outlines the specific physical and management measures to be implemented as part of the WTP. The implementation of these measures, including 'hard' and 'soft' measures, is considered to be the core of the WTP.

Measures

Travel Plan Management and Promotion

- 5.2 BYSS Senior Management will assist the Travel Plan Co-ordinator (TPC) where possible and provide guidance where necessary. The TPC will be responsible for overseeing the implementation of the WTP. The TPC will provide personalised travel planning advice to staff and flexible office/ workspace users should they require this service, as well as providing a Welcome Pack to all new staff and flexible office/ workspace tenants. The TPC will be appointed three months prior to occupation of the site.
- 5.3 This Welcome Pack will contain information regarding:
- Walking and cycling routes;
 - Links to journey planner tools;
 - Details of car sharing opportunities;
 - Contact details for the TPC; and
 - Brief overview of the Travel Plan.
- 5.4 In addition to providing travel information in Welcome Packs, the same information will be provided on noticeboards located in the reception area so that it is visible to both staff and customers. The TPC will be responsible for ensuring these noticeboards remain up-to-date and will replace information which is no longer accurate.
- 5.5 The TPC will continuously promote the WTP and its initiatives and will be responsible for investigating new ways for staff to become involved. The TPC will also publicise the on-going progress and successes of the WTP, in order to encourage staff to start to travel or continue to travel sustainably.

Walking

Promotion

- 5.6 The TPC will be responsible for promoting the benefits of walking to the site. As well as providing information regarding local walking routes on the notice boards and in Welcome Packs, the TPC will promote public health campaigns such as Change for Life, which highlight the health benefits associated with active travel. Walking events will also be promoted.
- 5.7 The TPC will regularly check local walking routes to ensure they are properly maintained, and will liaise with the local highway authority, should the need for maintenance be required.

Cycling

Promotion

- 5.8 As described previously, information regarding local cycle routes will be provided on public notice boards in the reception area and within Welcome Packs provided to staff upon occupation. The TPC will regularly check local routes to ensure that they are properly maintained and will liaise with the local highway authority should any issues be identified.
- 5.9 The TPC will also liaise with Travel Awareness officers at the Local Highway Authority to discuss ideas for awareness raising events and initiatives. Participation in national and local events for specific campaigns will also form a central role in raising awareness of travel options such as National Bike Week.
- 5.10 The TPC will investigate cycle training for staff and flexible office/ workspace users, including local training schemes through the Bikeability initiative. The aim is to make cyclists more confident and comfortable cycling on the road, therefore encouraging them to cycle to/ from the site on a regular basis. The training sessions will either be organised on an individual or group basis, depending on the number and ability of participants and the availability of trainers.

Car Parking

- 5.11 No BYSS employees or flexi-office tenants will be permitted to use on-site car parking.

6 Travel Plan Strategy

Management

- 6.1 The role of the TPC will be part time and will vary throughout the year in response to campaigns / sustainable transport events/ monitoring surveys etc. taking place. The TPC will be allocated enough time to effectively manage and implement the Travel Plan as agreed.

Funding

- 6.2 The WTP, its accompanying measures and initiatives and the TPC role will be funded by BYSS throughout the five-year period. BYSS will ensure that the TPC has sufficient funding to effectively implement the Plan.

TPC Responsibilities

- 6.3 The TPC will be responsible for the administration of the WTP, the implementation of measures, and for the on-going monitoring and review of the WTP. They will have overall responsibility for ensuring that said measures are successfully delivered on time and to budget.
- 6.4 The TPC will report to senior management and other involved stakeholders regarding the implementation and progression of the WTP.
- 6.5 The duties of the TPC will include:
- To provide guidance to, and be the main point of contact for staff and flexible office/ workspace users requiring travel information;
 - To communicate information to staff and flexible office/ workspace users regarding relevant national and local initiatives related to the promotion of sustainable travel;
 - Undertake the Travel Surveys over the five-year period and supply evidence of this to the Local Highway Authority;
 - Take responsibility for data collection and review of the WTP; and
 - Prepare the WTP monitoring report and submit this to the Local Highway Authority.

Reporting

- 6.6 The TPC will prepare a monitoring report after each travel survey on the progress of the WTP. The Reports will include the following:
- Progress on the implementation of measures and initiatives to promote sustainable transport use;
 - Latest survey results; and
 - Any revisions to targets and measures.
- 6.7 The report will be provided to Travel Plan Officers at the Local Highway Authority.

7 Monitoring and Review

Monitoring

- 7.1 The WTP will be monitored for a period of five years. Questionnaire monitoring surveys will be undertaken at Years one, three and five, on the first, third and fifth anniversary of the initial baseline questionnaire travel survey.
- 7.2 As noted in Section 3, the baseline travel questionnaire survey will be undertaken within six months of the first occupation.
- 7.3 The content of the questionnaire will be discussed with Travel Plan officers at the Local Highway Authority prior to the survey being undertaken.
- 7.4 This baseline survey represents the start of the WTP for monitoring purposes and is known as 'Year zero'. Following this, the Year one travel survey will be taken on the one-year anniversary of the baseline survey.
- 7.5 Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to the Local Highway Authority.

Reporting

- 7.6 The TPC will compile a Monitoring Report outlining the progress of the WTP and its initiatives, as well as an assessment of the survey results and any updates to the targets and initiatives that may subsequently be required. If targets are not being delivered, then the WTP measures will be adjusted or added to, instead of simply revising down the target.
- 7.7 It should be noted that any proposed changes to the WTP, including targets and action plans will be discussed and agreed with Local Highway Authority Travel Plan Officers.
- 7.8 The report will also incorporate the results of on-going monitoring by the TPC's such as cycle parking observations, the uptake of personalised travel planning sessions and any comments received from staff, throughout the preceding period. The report will be issued to the Local Highway Authority.

8 Action Plan

- 8.1 The Action Plan outlined below in Table 7.1 sets out the measures included within the WTP that are directed at influencing staff to travel by sustainable modes of transport.

Action	Timescale	Responsibility
Appoint Travel Plan Co-ordinator	Three Months Prior to Occupation	BYSS
Provision of car and cycle parking	Prior to Occupation	BYSS
Production of Welcome Pack for employees and flexible office/ workspace tenants	To be provided to each employee prior to their first day	TPC
Provision of Notice Board in Reception Area	Prior to Occupation	TPC
Baseline Travel Survey	Within Six Months of Occupation	TPC
Monitoring Surveys and Reports	Years One, Three and Five	TPC

Table 8.1: Action Plan for WTP Measures

- 8.2 As with all elements of the WTP process, these timescales are not prescriptive, but should be modified to circumstances to ensure that they allow the production of a WTP that benefits staff throughout.

