

6.4 Public Transport

Bus

- 6.4.1 The nearest stops to the site are located approximately 150m west and 200m east of the site access. Both are good quality, sheltered stops which serve the 125 (Finchley Central-Winchmore Hill), the 184 (Barnet-Turnpike Lane) and the 628 (Kingsbury Southgate) services (see figure 2 below).



Figure 2. Osidge Lane Bus Stop

- 6.4.2 TfL Guidance 'Accessible Bus Stop Design Guidance', Jan 2006, states that the ideal distance between bus stops should be 400m. Within a 400m walking distance of the site, four additional stops serve the 382 (Kirby Estate-Queen Elizabeth Walk) service (see drawing 23608-001-006).
- 6.4.3 The table below shows the average two way frequency for each service.

Service No.	Route	AM Peak (08:00-09:00)	Average Off-Peak	PM Peak (17:00-18:00)	Saturday	Sunday
125	Finchley Central - Winchmore Hill	7	7	7	6	4
184	Barnet - Turnpike Lane	8	7	7	7	6
382	Kirby Estate - Queen Elizabeth's Walk	4	5	4	4	2
628	Kingsbury Southgate (one-way)	0	3	0	0	0

Table 6.4.1 Bus Route and Frequency

Train

- 6.4.4 The nearest train station to the site is Oakleigh Park rail station located approximately 2km north west of the site along a pedestrian route.

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- 6.4.5 Whilst this may be considered to be a significant distance, particularly for those people attending the health centre, it is within a reasonable cycling distance for staff. The cycle route which runs from the station and passes adjacent to the site entrance will also encourage cycling from the station.

From Oakleigh Park						To Oakleigh Park					
To	AM Peak (0800-0900)	PM Peak (1700-1800)	Inter	Saturday	Sunday	From	AM Peak (0800-0900)	PM Peak (1700-1800)	Inter	Saturday	Sunday
New Barnet	2	5	2	2	2	New Barnet	6	3	3	2	2
New Southgate	6	3	3	2	2	New Southgate	2	5	2	2	2
Hertford North	3	3	4	2	2	Hertford North	2	2	4	2	2
Moorgate	6	3	3	2	2	Moorgate	3	4	3	2	2
Letchworth	1	4	2	2	2	Letchworth	3	3	2	2	2
London King's Cross	5	5	3	2	2	London King's Cross	2	4	4	2	2

Table 6.4.2 Rail Routes and Frequencies

Tube

- 6.4.6 The nearest tube station is Totteridge and Whetstone, located 2.5km west of the site by the most direct pedestrian route.
- 6.4.7 Services from this station run on the Northern Line from High Barnet to Edgware, Euston, London Bridge and Morden. Connections to other tube lines and the DLR can also be made from a number of stations along the route.

PTAL

- 6.4.8 The PTAL rating, devised by TfL and used mainly within London, is the Public Transport Accessibility Level which refers to the level of accessibility and frequency to local public transport facilities to a particular site. The PTAL is measured on a scale of 1-6, with 1 being the lowest and 6 being the highest.
- 6.4.9 The site has been assessed using the TfL PTAL calculator and has been confirmed as having a PTAL level 1b. This means that the site has relatively low public transport accessibility, however, it should be noted that the development is intended to be used for the local community and not for those travelling long distances. As the PTAL rating is assessed with regard to distance to nearest rail and tube stations, it should be considered that a high proportion of site users will live relatively close to the site and not require the use of either the tube or the rail station, but rather local buses.

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Local Amenities

- 6.4.10 There is a cluster of local shops located at Hampden Square, less than 200m east of the proposed site, which is well within the recommended walking distance. Shops include a newsagents, a post office and a number of restaurants.

7 Influencing Behavioural Change

7.0.1 It is important when developing a Travel Plan, to consider the behaviour patterns of staff and visitors who will travel to and from the site.

7.0.2 In general, it is considered that there are certain approaches that can be taken which will provide maximum benefits when influencing travel behaviour. The approaches are as follows:

- Travel Plan Pyramid;
- 4i Approach; and
- 5 Stages of Change.

7.1 Travel Plan Pyramid

7.1.1 When considering the appropriateness of travel initiatives to promote sustainable travel an hierarchical approach can be adopted that reviews the complementary benefits of sustainable travel with things such as environmental benefits that might further influence peoples attitude to change.

7.1.2 The Pyramid approach uses the benefits of the base good site location and builds tiers of physical measures, management initiatives, public transport services and marketing methods to create a robust and fully integrated Travel Plan. The hierarchical pyramid can be seen below.

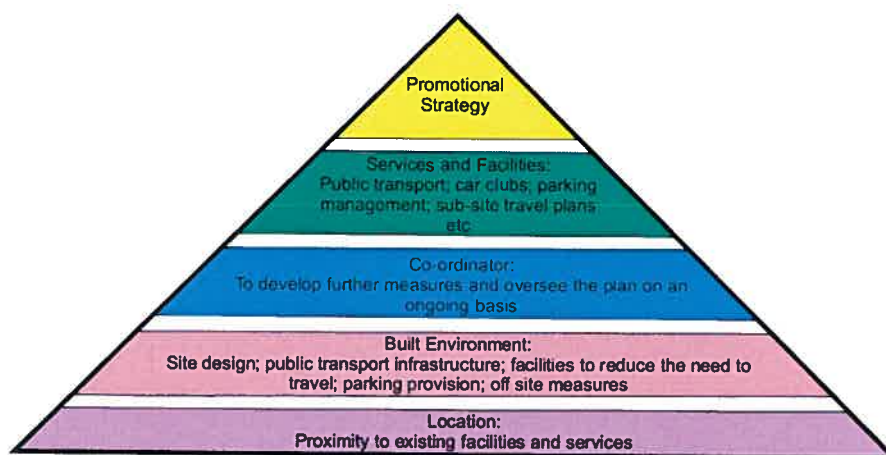


Figure 3 Travel Plan Pyramid

7.1.3 The basis of this approach is the development's good location and close proximity to frequent bus services. This will enable the development to exploit local facilities and to maximise opportunities for sustainable travel.

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- 7.1.4 Upon such sound locational footings, the Travel Plan implements a range of 'hard' and 'soft' measures within the built environment tier. The development has paid particular attention to the provision and accessibility of walking and cycling routes within the area, maximising connections to the site, Brunswick Park Primary School and Brunswick Park itself.
- 7.1.5 The 'Coordinator' tier relates to the introduction of a Travel Plan Coordinator who is appointed to manage transport facilities in an integrated and responsive way across the development. The role of the Travel Plan Co-ordinator is described in section 8.
- 7.1.6 The 'Services and Facilities' tier relates to any services and facilities available on site. Through the development, new pedestrian and cyclist routes will be created on site and within the surrounding area, creating better links between the site, the park and the school. The creation of a co-located facility also reduces or removes the need to travel, through the development of linked trips.
- 7.1.7 The upper most tier of the pyramid relates to sustainable travel marketing, promotion, awareness-raising, monitoring and review. This could involve personal travel advice for staff and visitors, promotional campaigns and possibly other incentives. Transport information should be easily accessible, available in all necessary locations including the health centre and LBB websites. A variety of mediums can be used to disseminate the information such as leaflets and notice boards. The promotional strategy would be co-ordinated with local transport providers in order to create a greater sense of community and place.
- 7.1.8 In summary, the Pyramid Approach is intended to help organise the measures needed to deliver the Travel Plan objectives, making the Travel Plan robust, integrated and having an impact on the modal shift.

7.2 4i Approach

- 7.2.1 The initiatives presented within the Travel Plan will focus on increasing awareness and the use of sustainable travel modes through the use of the '4i' approach. The '4i' approach considers the need to:
- **Supply information** - The provision of accurate sustainable travel information through a variety of means;
 - **Pursue initiatives** - Instigating new or linking up with existing schemes to promote sustainable travel options, guidance or advice;
 - **Provide incentives** - Encouraging participation in initiatives for example the provision of discounts or gifts to raise awareness of sustainable transport; and
 - **Continue to influence** modal choice towards sustainable travel.
- 7.2.2 Importantly, the development of peer to peer influence of staff to switch to, or maintain use of, sustainable travel will enhance the value of the initiatives undertaken.

7.3 5 Stages of Change

7.3.1 Consideration must be given to the 'Five Stages of Change'. These stages relate to different people differently at different stages and at different times. The challenge is therefore to ensure initiatives are introduced at the appropriate time for individuals or groups that will enable them to achieve the most appropriate but least environmentally damaging travel option. The five stages are:

- **Pre contemplation** –There is no contemplation for change. Initiatives employed at this stage would be based around awareness raising. Perhaps targeting existing staff and long term patients and visitors to each facility who have not perhaps considered altering their travel mode.
- **Contemplation** - Acknowledgement has been made of a problem but no plans are in place to overcome it. This is the key stage to seek to influence the mode travel for staff and visitors. They will have established the need to make a change, but will then contemplate how to travel. Providing high quality advice on travel options at this stage in their thought processes would have optimal impact. In this case, travel options could be presented on the health centre and LBB website, promotional leaflets and on Green Travel Boards.
- **Preparation** - There is intention to take action. The active role of the TPC is highly important at this stage. Staff and visitors will be preparing to travel to and from the site, but the ability to influence decisions is much reduced.
- **Action** - Modification of behaviour in order to overcome the problem. For many patients and visitors the opportunity to affect their mode of travel has passed at the point of "action". If visitors have chosen to arrive by car, there could be occasion to assist with future travel behaviour by providing information on Public Transport and other local options; and
- **Maintenance** - Working to consolidate gains attained during other stages and prevent a relapse. The continued use of new and up to date promotional material is important to continue to motivate staff and visitors in their choice of sustainable travel. It is equally as important to ensure those that travel sustainably continue to do so as it is to "convert" others to sustainable travel.

7.3.2 It is important that consideration is given to the timing of the initiatives in order to achieve the best result possible. Travel behaviour in particular needs to be guided from the outset before an unsustainable travel pattern has had chance to form. Once this occurs it is difficult to persuade people to switch to more sustainable modes of transport. Therefore, it is extremely important that residents are fully informed of the travel options that are available to them from first occupation. If initiatives are implemented prior to or upon occupation, a high level of sustainable travel should be achieved.

8 Action Plan and Timescales

8.0.1 This section will propose a range of measures which could be adopted by each facility in order to reduce the use of vehicular trips to and from the site and encourage sustainable travel.

8.1 Travel Plan Coordinator

8.1.1 It is recognised that the implementation of an effective Travel Plan requires the appointment of a Travel Plan Coordinator (TPC) with the overall responsibility for implementing the plan and actively pursuing initiatives to ensure the plan achieves its objectives. As the development is managed by LBB and NHS Barnet, together, they will appoint a TPC to manage the Travel Plan in accordance with the Travel Plan guidance. The TPC will co-ordinate the over-arching Travel Plan, informed by the needs of the other site users. It is proposed this is carried out through a site users group, to be established by the TPC to include all parties related to the development.

8.1.2 The TPC must have the necessary expertise to develop, market, implement and review the specific measures proposed in the Travel Plan. In particular the TPC should have regular access to senior members of each facility to ensure that issues can be discussed and agreed at the appropriate level. In addition, the TPC must be empowered to a degree in order to enforce decisions and progress the Travel Plan.

8.1.3 The role of the TPC could be an employee of one of the main on-site facilities and will form an important element of that person's duties, however, it is unlikely that this will be their sole role. The role should be retained within the post or transferred to another suitable person if the current TPC leaves the company. The role should also be funded for a minimum of five years.

8.1.4 The TPC could be responsible for:

- Disseminating travel information to those working at and visiting the site;
- Encouraging occupiers to participate in sustainable transport initiatives;
- Establishing and coordinating a site user group including one member from each facility to discuss the Travel Plan and associated measures;
- Liaise with agencies relevant to the implementation of the Travel Plan including public transport providers and LBB;
- Carrying out annual reviews of the Travel Plan.

8.1.5 At the present time, an official TPC is still to be appointed, therefore, a nominated contact has been provided below. LBB will be informed and provided with the necessary contact information once an official TPC has been employed.

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Nominated Contact: Paul Mitchell
Edgware Community Hospital
West Annex
Burnt Oak Broadway
Edgware
HA8 OAD

8.1.6 The site operators will:

Travel Plan Co-ordinator

Initiative 1: Establish Role of TPC

Timescale: Prior to occupation and maintain post for the life of the Travel Plan

8.2 Travel Awareness and Promotions

8.2.1 It is important to ensure that relevant information is available to the residents in order for them to make an informed choice over their travel choices and to win hearts and minds. The TPC should therefore provide information on Travel Awareness Raising campaigns such as:

- National Liftshare days;
- Walking and cycling events and initiatives; and
- Health or environmental related initiatives that link to travel.

8.2.2 Information should be provided on the health centre and LBB websites, on posters/leaflets, on the Green Travel Notice Board and at a Travel Information Point (TIP). The information should be updated regularly in order to present fresh and new ideas and hold staff and visitors interest.

8.2.3 A Green Travel Notice Board displaying relevant travel information can be a persuasive tool for tipping the balance in favour of more sustainable travel, providing it is kept up to date and is in a prominent location.

8.2.4 The site operators could:

Travel Awareness and Promotions

Initiative 2: Ensure the TPC disseminates relevant and up to date travel information to staff and visitors via websites, appointment letter, posters and leaflets on the Green Travel Notice Board and at the TIP. This could involve any planned road works and public transport disruptions.

Timescale: Upon occupation and on-going

Initiative 3: Introduce a Green Travel Notice Board which will hold relevant and up to date travel information, which will be located in a prominent location.

Timescale: Upon occupation and on-going

8.3 Travel Advice

8.3.1 As is discussed in previous sections of this Travel Plan, it is important that travel behaviour is guided from the outset before an unsustainable pattern has had chance to develop. It is therefore hoped that by providing new employees to the centre with a Travel Advice Pack (TAP) upon joining, containing information on the sustainable transport options that are available to them, it will encourage them to try out, or at least consider the different modes of transport available to them. Staff relocating from the existing services to the site should also be given a TAP in order to encourage sustainable travel from the outset. For patients and visitors appropriately abridged information should be included with appointment letters or correspondence to parents and guardians.

8.3.2 The Travel Advice Pack should contain (as a minimum) the following information:

- Details of local walking and cycling routes both within and surrounding the site;
- Details of local bus and train timetables and routes, including the nearest available bus stops;
- Links to relevant travel websites such as TfL, First Connect railways, and LBB;
- Information on, and links to, the health centre and LBB website;
- Information on, and links to a car share database;
- Contact details of local taxi firms;
- Facts and figures relating to the health benefits of sustainable travel, and similarly, facts and figures about the negative effects of car based travel; and
- Details of the Travel Plan and the reasoning behind its development.

8.3.3 Site operators could:

Travel Advice Packs

Initiative 4: Provide each new employee as well as staff relocating to the site, with a high quality Travel Advice Pack. Appropriately abridge / target this information for other site visitors and users.

Timescale: As staff are employed, for new visitors and upon occupation

8.4 Walking and Cycling

8.4.1 Walking is the most sustainable means of travel, although its benefits can often be overlooked when faced with the time benefits of the private car. Raising awareness of local walking and cycling routes, along with the health and cost benefits of these modes, can go a long way to encouraging people to use them.

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- 8.4.2 The development aims to provide facilities for local residents who live within the vicinity, therefore walking and cycling could be realistic and attractive transport options for staff and visitors. There is, therefore, a strong desire to encourage the use of walking and cycling to the site and as a result, the development will provide a new high quality, direct walking and cycling route within the site. This will be well lit, well maintained and free from obstruction/barriers, in order to ensure routes are attractive to users.
- 8.4.3 New pedestrian links will also be created from the Osidge Lane/Brunswick Park Road/Church Hall Road junction through to Brunswick Park in order to create visible links and increase the attractiveness of this route for pedestrians. The new link will also enable increased accessibility for pedestrians to and from Brunswick Park Primary School which, as a result, is anticipated to reduce movements on the highway network due to the close proximity of pupils' homes to the site. The school has informed PBA that there is currently a large proportion of pupils who are driven to school who would be more likely to walk if the pedestrian links were improved.
- 8.4.4 Whilst these hard engineering measures will provide the necessary high quality infrastructure that is required, the Travel Plan must ensure that softer measures are employed in order to encourage people to use them. These would be accompanied by suitable parking restraint within the on-site provision and the opportunity to link trips across the various co-located uses within the development.
- 8.4.5 The site operators could:

Walking and Cycling

Initiative 5: Provide free maps on the health centre and LBB websites, the Green Travel Notice Board, as well as in the Travel Information Packs, highlighting walking and cycling routes within and surrounding the site.

Timescale: 1 month prior to occupation and on-going.

Initiative 6: Provide free maps highlighting local amenities within walking/cycling distance and highlighting the distance, time and calories burnt, to each amenity.

Timescale: 1 month prior to occupation and on-going.

Initiative 7: Promote the benefits of walking and cycling in terms of health and cost. This could be done using the health centre and LBB websites and through the use of posters/leaflet and appointment letters.

Timescale: 1 month prior to occupation and on-going.

Initiative 8: Provide staff with interest free loans to enable them to purchase bicycles.

Timescale: 1 month prior to occupation and on-going.

Initiative 9: Consider introducing cycle mileage payment for staff who may need to travel during work time.

Timescale: Upon occupation

Initiative 10: Provide 8 staff and 18 visitor cycle racks on-site. Cycle racks will be highly visible, covered, secure, well lit and will be conveniently located close to the staff and main visitor entrances. Appropriate provision of lockers will be provided and will be complemented two showers designated for staff use.

Timescale: Prior to occupation

Initiative 11: Liaise with LBB to encourage upgrades of local walking and cycling routes within the vicinity of the site.

Timescale: 1 month prior to occupation and on-going

Initiative 12: The Health Centre could offer free health checks to all staff to encourage healthier lifestyles.

Timescale: Upon occupation and on-going.

8.5 Public Transport

- 8.5.1 It is understood that if the use of the private car is to be restrained, then viable alternatives must be in place. Currently, the nearest tube and rail station are located quite some distance from site, however, the site does benefit from a reasonably good bus service and high quality bus stops.
- 8.5.2 Whilst the quality of the bus stops can be a persuasive tool for encouraging people to travel by this mode, it is equally important that the information regarding public transport services, such as frequencies, is updated regularly and is readily available to users.
- 8.5.3 The site operators could:

Public Transport

Initiative 13: Provide a Travel Information Point (TIP) within a prominent location on the site where details of public transport services, routes, maps, locations of stops and fares etc can be displayed. The TIP should contain both a computer and a Green Travel Notice Board.

Timescale: Upon occupation and on-going

Initiative 14: Disseminate information regarding news, updates and changes to public transport services to staff and visitors and update regularly. This should be done through the TIP, the Green Travel Notice Board and on the health centre and LBB website.

Timescale: Upon occupation and on-going

Initiative 15: Consider looking at staff and visitor post code information to determine if there are large clusters of staff/visitors within small areas or along corridors. This could help to influence bus operators' decisions to increase frequencies, or change a particular route to serve these areas, which could in turn encourage the use of this mode.

Timescale: Upon occupation and on-going.

Initiative 16: Consider liaising with relevant local bus companies to investigate the possibility of providing a new bus route from Oakleigh Park rail station and/or Totteridge and Whetstone tube station, which would run within the vicinity of the site.

Timescale: 1 month prior to occupation and on-going

Initiative 17: Consider offering interest free loans to staff for the purchase of public transport season tickets.

Timescale: 1 month prior to occupation and on-going.

Initiative 18: Encourage each occupier to print public transport information to the back of wage slips and appointment letters in the case of the health centre.

Timescale: 1 month prior to occupation and on-going.

Initiative 19: Consider offering a guaranteed ride home in emergencies if staff have to work late etc in order to alleviate fears that they will not be able to get home.

Timescale: Upon occupation and on-going.

8.6 Car Sharing

8.6.1 Car sharing enables the flexibility and comfort that a car can provide, with the benefit of reducing the number of vehicles on the highway network.

Car sharing can be particularly appealing to those who would live in remote areas with limited public transport facilities and/or those who may be looking at ways to reduce travel costs.

8.6.2 In larger workplaces, there are often clusters of staff living within the same area who may be unaware of others living within the same area. Car sharing can also be successful for people living in different areas. For instance, one person could drive some distance to a meeting point and can car share for the remainder of the distance.

8.6.3 The site operators could:

Car Sharing

Initiative 20: Develop and run a car share database for staff who may wish to car share. This could be promoted through the staff TAPs, the health centre and LBB websites, the Green travel Notice Board and the TIP.

Timescale: 1 month post occupation and on-going

Initiative 21: Disseminate information on car sharing to staff and visitors. This should include information such as how to establish a car share partner, how to work out travel costs, safe places to meet, guaranteed rides home in emergencies, etc. The cost benefits to car sharers should be particularly highlighted.

Timescale: 1 month prior to occupation and on-going

Initiative 22: Consider developing a map highlighting approximate (anonymous) staff home locations and displaying this in collective staff locations such as the Green Travel Notice board in order to raise awareness of possible car share partners and promote the use of this mode. This would have to be done with the express permission of all participants and managed by the TPC.

Timescale: Upon occupation

Initiative 23: Consider providing dedicated car share spaces for staff and visitors. The spaces could be promoted through the health centre and LBB websites, the Green Travel Notice Board, appointment letters and at the TIP.

Timescale: Prior to occupation

Initiative 24: Provide a guaranteed ride home in case of emergency. This is likely to be in the form of a taxi service.

Timescale: Upon occupation and on-going.

8.7 Private Car

- 8.7.1 It is anticipated that the private car is likely to remain the most dominant mode of transport to and from the site, particularly for trips associated with the health centre where visitors are possibly elderly or sick and less likely to want to use public transport.
- 8.7.2 It is, however, important to limit the number of spaces available on-site. PPS4 recognises the benefits of restricting parking allocation at trip destinations and therefore calls for appropriate maximum parking standards to be adopted at the local level, restraining the use of cars.
- 8.7.3 In 2009, the Mayor of London produced a document entitled 'An Electric Vehicle Delivery Plan for London', with the aim of increasing the use of electric vehicles in and around London. The plan states that 'electric vehicles result in 30-40% less carbon dioxide emissions than petrol or diesel vehicles'.
- 8.7.4 Whilst still relatively new, rapid advances in technology have enabled electric vehicles to become a viable alternative to traditional combustion engine vehicles. The Mayor's commitment to significantly increase the number of charging points in and around London, give a 100% discount to the congestion charge and encourage London Boroughs to offer parking concessions to electric vehicles, is anticipated to further encourage uptake of this mode.
- The use of electric vehicles should, therefore, be promoted as an alternative to the traditional private car in order to reduce carbon dioxide and nitrogen oxide emissions, improve air quality and encourage sustainable travel.
- 8.7.5 The site users could:

Private Car

Initiative 25: Limit the availability of parking within the development to 52 spaces.

Timescale: At construction stage.

Initiative 26: Consider providing promotional information on the advantages of non-car based travel to staff and visitors. This could be through the health centre and LBB website, on notice boards, through leaflets located in prominent areas and sent within appointment letters.

Timescale: Upon occupation

Initiative 27: Develop a Car Park Management Strategy and promote this to all site users through the LBB website.

Timescale: 1 month prior to occupation

Initiative 28: Specifically target a proportion of staff who continue to travel to work by private car and offer them Personal Travel Planning sessions in order to inform them of all the choices available to them and to try to overcome individual barriers to sustainable travel.

Timescale: 1 month after the first monitoring period has been undertaken and on-going.

Initiative 29: Initially provide 2 electric vehicle charging bays on site with additional charging bays being provided if demand is shown to warrant it.

Timescale: At construction stage.

8.8 Deliveries and Servicing

- 8.8.1 It is accepted that deliveries and servicing (by vehicle) are necessary for the successful operation of the on-site facilities, particularly the health centre. The site users will therefore employ initiatives to seek to mitigate these impacts.
- 8.8.2 In particular, the site users will need to coordinate delivery and refuse collections with Brunswick Park Primary School in order to ensure the vehicles do not block the access road.
- 8.8.3 The following initiatives can be pursued to reduce the impact of deliveries and servicing on the local highway network and reduce the need to travel.
- 8.8.4 The site users could:

Deliveries and Servicing

Initiative 30: Consider influencing the timings of the deliveries to the site in order to reduce traffic at the peak times.

Timescale: Prior to occupation and on-going

Initiative 31: Encourage the use of greener products and services to reduce the distance travelled by products and reduce waste

Timescale: Upon occupation and on-going

Initiative 32: Consider liaising with the school in a bid to employ the same refuse collection company in order to reduce the number of trips to and from the site.

Timescale: 1 month prior to occupation and on-going

9 Summary and Conclusions

- 9.0.1 This comprehensive FTP is intended to provide a framework for all future site users at the Brunswick Park development.
- 9.0.2 The aim of this FTP is to reduce the number of vehicular trips to and from the site by providing and promoting a range of sustainable alternatives, encouraging the use of these modes and reducing the need to travel.
- 9.0.3 The aim and objectives set out within this framework should be carried forward once the subsequent full Travel Plan has been developed. The aims and objectives of the full Travel Plan will be achieved through the implementation of a number of measures designed to promote sustainable travel and encourage modal switch from the private car.
- 9.0.4 The proposed initiatives expressed within this Travel Plan are considered to be appropriate to the development at Brunswick Park and have been developed in accordance with the appropriate behavioural change mechanisms which recognise that the most important time to influence change will be at the time of first occupation, before regular travel patterns have had a chance to develop.
- 9.0.5 Indicative challenging mode share targets have been set and will be reviewed as part of the full Travel Plan on an annual basis, initially for a period of 5 years, although this period should be extended if targets are not met.
- 9.0.6 It is envisaged that the full Travel Plan will help to create a sustainable development that will mitigate adverse effects placed upon the travel network as a result of this development.