

APPENDIX

E

FRAMEWORK TRAVEL PLAN

Centre Point

Framework Travel Plan

Report

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APPENDICES

A ATTRIBUTE ASSESSMENT

1 Introduction

Background

- 1.1 The Framework Travel Plan (FTP) has been prepared by Steer Davies Gleave on behalf of Almacantar for the refurbishment, extension and alteration works at Centre Point Tower, Centre Point House and Centre Point Link buildings, located 101-103, New Oxford Street, London, WC1A 1DD. Details of the author of this FTP are provided on the control sheet at the back of the document.
- 1.2 The FTP covers the commercial elements (retail) of the proposed development which is above the strategic-level threshold. The tenants of the retail are not known at this stage. Until such time as the tenants are known, Almacantar (or successor in title) will manage this FTP for Centre Point.
- 1.3 Almacantar will manage this Travel Plan for Centre Point and will be responsible for the implementation and further development of this Travel Plan until the tenants are known. Once the tenants are known, Almacantar will liaise with the site occupiers of the retail units to appoint a Travel Plan Coordinator (TPC). The appointed TPC will work with Almacantar to develop the full Travel Plan for the retail uses within 6 months of occupation.

Requirement of a Travel Plan

- 1.4 Table 3.1 of the 'Travel Planning for New Development in London' launched on 21st March 2011 sets out the thresholds for the requirements of Travel Plans including type of Travel Plan. In accordance with this guidance, Travel Plans are required for the retail uses at Centre Point. Further information on the guidance is provided in Chapter 2

Travel Plan Context and Scope

- 1.5 This FTP considers all aspects of travel behaviour to, from and within the site, including:
 - 1.5.1 Travel to/from work;
 - 1.5.2 Business travel;
 - 1.5.3 Visitor travel;
 - 1.5.4 Fleet vehicles; and
 - 1.5.5 Deliveries.
- 1.6 A Delivery and Servicing Plan (DSP) is included as an Appendix in the Transport Assessment, submitted as part of the planning application. A summary of the key DSP measures are provided within this FTP.

Travel Plan Structure

- 1.7 This Travel Plan is divided into eight parts:
 - 1.7.1 Chapter 1: Introduction;

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- 1.7.2 Chapter 2: Site Context, including an overview of the development proposals;
 - 1.7.3 Chapter 3: Policy and Best Practice;
 - 1.7.4 Chapter 4: Site Assessment;
 - 1.7.5 Chapter 5: Delivery and Servicing Plan;
 - 1.7.6 Chapter 6: Travel Survey;
 - 1.7.7 Chapter 7: Objectives and Targets;
 - 1.7.8 Chapter 8: Travel Plan Management;
 - 1.7.9 Chapter 9: Measure and Action Plan; and
 - 1.7.10 Chapter 10: Monitoring and Review.
- 1.1 The ATTrBuTE software will be used to assess the content of the FTP and the ATTrBuTE summary output is included at Appendix A will completed. It is expected that comments received from London Borough of Camden and TfL on this draft will be incorporated before the ATTrBuTE testing is undertaken.

2 Site Context

Development Overview

- 2.1 The Grade II Listed Centre Point Tower is to be restored and refurbished with a change of use from office and bar/restaurant to residential. The restoration works include but are not necessarily limited to restoration of the exterior façade, including clean up and repair of the façade materials and replacement glazing to improve the environmental performance of the building. The inside of Centre Point Tower is to be refurbished to account for the change in use from office to residential. In addition, there will be some alterations to the ground floor layout to facilitate integration of the building into the proposed new public realm around the base of Centre Point Tower, the Link Building and Centre Point House.
- 2.2 The Centre Point Link building is to be refurbished and will undergo a change of use from office to retail with the retail offer linked to the retail use on the lower floors of Centre Point House (basement, ground and mezzanine levels). In addition, a small extension to the Link Building will be provided at ground floor level and will include retail use.
- 2.3 The residential units within Centre Point House are to be refurbished as is the retail use on the lower floors. The existing office use with Centre Point House will no longer remain.
- 2.4 In addition to the refurbishments, the Proposed Development forms part of (but remains distinct in planning application terms) a larger emerging regeneration of the area including new public realm in the area of St Giles Circus. As part of the Centre Point development proposals, the northern end of St Giles High Street (north) will be converted to public realm and include provision of active retail frontage in the newly created space around the base of Centre Point Tower, the Link Building and Centre Point House.
- 2.5 Table 2.1 below outlines the schedule of the proposed uses on site.

TABLE 2.1 PROPOSED USES ON SITE

Use	Area (m ²)
Residential	31,994 (118 Units)
Retail	7,667
Total	39,661

- 2.6 The development is not being phased and is scheduled for a 2018 opening year.

Car, Motorcycle and Cycle Parking

- 2.7 No car parking will be provided for the commercial element of the scheme.
- 2.8 Cycle parking has been provided in accordance with London Borough of Camden standards as set out below.

TABLE 2.2 CENTRE POINT CYCLE PARKING PROVISION

Land Use	LBC Development Policies Minimum Cycle Parking Standards	Centre Point Cycle Parking Spaces
Residential (118 units)	Residents: 1 per unit	118
	Visitors: 1 per 10 units	12
Retail	Staff: 1/250m ²	31
	Visitors: 1/250m ²	31
Total		192

- 2.9 A total of 192 cycle parking spaces are proposed as part of the development, which accords with LBC standards and London Plan standards.

Deliveries and Servicing

- 2.10 The arrangements for the deliveries and servicing vehicles have been dealt within in the Delivery and Servicing Plan (DSP). This document can be found appended to the Transport Assessment.

Travel Plan Benefits

- 2.11 Although this site already has an excellent Public Transport Accessibility Level (PTAL) rating which will improve further with the introduction on Crossrail, this FTP will assist with the long-term management strategy for the sustainable movement of both people and goods. The particular focus will be to encourage walking and cycling as an alternative to public transport use.
- 2.12 The travel plan will equally benefit the developer, site occupiers and site users (employees, visitors, delivery/service providers).
- 2.13 Almacantar recognises the value of sustainable travel, including deliveries and servicing and the importance of producing travel plans. Almacantar will work closely with the TPC to develop the FTP and update targets and measures as required.

3 Policy and Best Practice

Introduction

- 3.1 This section sets out an overview of the transport policies that are relevant to the proposed transport aspects of the development in the City of Westminster.
- 3.2 The national, regional and local policy together with relevant travel plan guidance is listed below.

National Policy

- 3.2.1 National Planning Policy Framework (2012)

National Travel Plan Guidance

- 3.2.2 Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT (2009);
- 3.2.3 The Essential Guide to Travel Planning, DfT (2008); and
- 3.2.4 Smarter Choices - Changing the Way We Travel, DfT (2004).

Regional Policy

- 3.2.5 Mayor's Transport Strategy (2010); and
- 4.1.1 The London Plan, Spatial Development Strategy for Greater London (2011).

Regional Travel Plan Guidance

- 3.2.6 Travel Planning for New Development in London, TfL (2011); and
- 3.2.7 London Freight Plan, sustainable freight distribution: a plan for London, TfL (2007)

Local Policy

- 3.2.8 Camden Development Policies - London Borough of Camden (2010); and
- 3.2.9 Camden Core Strategy - London Borough of Camden (2010).
- 3.3 A review of selected documents is provided below.

National Policy and Guidance

National Planning Policy Framework, March 2012

- 3.4 The National Planning Policy Framework (NPPF) (March 2012) sets out the Government's planning policies for England. The document was formally published on 27 March 2012 and its policies apply with immediate effect. Importantly, almost all existing national guidance in the form of Planning Policy Guidance Notes (PPGs) and Planning Policy Statements (PPSs) have been revoked.
- 3.5 Transport policy is dealt with in the 'Promoting Sustainable Transport' section. This section emphasises the need for *'the transport system to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel.'*
- 3.6 The NPPF states in Paragraph 34 and 35 that *'developments that generate significant movement should be located where the need to travel will be*

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minimised and the use of sustainable transport modes can be maximised'. There is an emphasis through Local Plans to "protect and exploit opportunities for the use of sustainable transport modes for the movement of goods and people".

Developments should be located and designed where practical to:

- 3.6.1 *'accommodate the efficient delivery of goods and supplies;*
 - 3.6.2 *give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
 - 3.6.3 *create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
 - 3.6.4 *incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*
 - 3.6.5 *consider the needs of people with disabilities by all modes of transport.'*
- 3.7 The NPPF suggests that a key tool for achieving these aims is a Travel Plan and that all developments that generate a significant amount of movement should be required to produce one.

Smarter Choices - Changing the Way We Travel, DfT (2004)

- 3.8 This document focuses on case studies and examples of implemented travel plans and initiatives aimed at changing travel habits and promoting sustainable alternatives. Each 'soft factor' such as car clubs, has been reviewed and analysed separately together with an additional assessment of their combined potential impact. This FTP has drawn on these case studies and what initiatives have worked beneficially elsewhere.

Regional Policy and Guidance

Mayor's Transport Strategy (2010)

- 3.9 The Mayor's Transport Strategy (2010) highlights the importance of travel planning and smarter travel initiatives to promote the range of health and environmental benefits of walking, particularly in schools, workplaces and in deprived areas where the cost of public transport may be a barrier to travel.
- 3.10 Proposal 61 states:
- "The Mayor, through TfL, working with London boroughs, developers and other stakeholders will promote walking and its benefits through information campaigns, events to raise the profile of walking, and smarter travel initiatives such as school and workplace travel plans."*
- 3.11 The document also states that the introduction of workplace travel plans has achieved CO₂ travel efficiency. Furthermore, more than 400 organisations collectively employing in excess of 450,000 staff now have TfL supported travel plans in place. An average 13 per cent reduction in the number of car journeys for trips to work has been recorded from those that have undertaken post implementation monitoring

The London Plan - Spatial Development Strategy for Greater London (July 2011)

- 3.12 The Mayor published The London Plan in July 2011. The plan addresses the key trends and challenges that London will have to address up to 2031. Of particular importance is the need to encourage more sustainable modes of travel, through the cycling revolution, improving conditions for walking and enhancement of public transport.
- 3.13 Policy 6.3 regarding transport capacity, stresses that new developments that will give rise to significant numbers of new trips should be located where there is already good public transport accessibility with capacity adequate to support the additional demand. Phasing development, the use of travel plans and addressing freight issues may all help reduce the impact of the development

Travel Planning for New Development in London, TfL (2011)

- 3.14 The recent guidance sets out best practice in development, implementing, securing and monitoring travel plans and advocates the use of ATTrBuTE.
- 3.15 This FTP has been prepared in accordance with this guidance.

London Freight Plan, Sustainable freight distribution: a plan for London (2007)

- 3.16 This documents sets out the plan for the next five to ten years of delivery freight sustainably in London. It recognises that without intervention the predicted growth in freight and servicing will impact more significantly on congestion and climate change. Freight operators have a key role to play in delivery freight sustainably and the Plan contains proposals to deliver improvements on the ground and understanding of issues around freight.
- 3.17 The key projects put forward in the Plan for delivery freight in London more sustainably include, Freight Operator Recognition Scheme (FORS), Delivery and Servicing Plans (DSP) and Construction Logistics Plans (CLP).

Local Policy

Camden Development Policies - London Borough of Camden (2010)

- 3.18 Camden's development policies forms part of the LDF and contributes towards delivering the core strategy by setting out detailed planning policies that the Council will use when determining applications for planning permission in the borough to achieve the vision and objective of the core strategy.
- 3.19 **Policy DP16** considers the transport implications of development and seeks to ensure that development is integrated with the transport network and that is supported by adequate walking, cycling and public transport links. The policy states the requirement for a Travel Plan Assessment where the transport implications of proposals are significant. This Travel Plan will endeavour to meet all the assessment requirements set out within Policy DP16.

4 Site Assessment

Development Location

- 4.1 The site is located in Central London to the south of the London Borough of Camden (LBC) and adjacent to the City of Westminster. It is bounded by New Oxford Street to the north and Earnshaw Street to the east.
- 4.2 The site is adjacent to Tottenham Court Road Underground Station and St Giles Circus (the Tottenham Court Road / Oxford Street / Charing Cross / New Oxford Street junction). The station provides access to Oxford Street, which is one of the most famous shopping areas in London. The site is located in an extremely busy area of Central London and a large amount of activity is maintained throughout the day and night.

Proposed Development Pedestrian Improvements

- 4.3 As part of the Centre Point development proposals, the northern end of St Giles High Street (north) will be converted to public realm and include provision of active retail frontage in the newly created space around the base of Centre Point Tower, the Link Building and Centre Point House.

Cycle Accessibility

- 4.4 The site is served by designated cycle routes. Tottenham Court Road underground station and further is designated as a quieter route recommended by cyclists. These routes connect into a wider cycle network north to Euston Road and south to Soho.
- 4.5 A total of 192 cycle parking spaces are proposed as part of the development, which accords with LBC standards and is in excess of London Plan standards. Chapter 2 provides more details on the cycle parking provision.

Public Transport Accessibility

- 4.6 The close proximity of the site to public transport services is reflected in a high level of accessibility. The current PTAL index for the site is 6b or 'Excellent', this being the highest level achievable.

London Underground

- 4.7 The closest station to Centre Point is Tottenham Court Road, located immediately adjacent to the site, providing access to the Central and Northern lines. Goodge Street is located approximately 550m to the north of the site and also serves the Northern line. Oxford Street station, located approximately 850m to the west of the site, enables users to access the Victoria, Central and Bakerloo lines. Leicester Square station provides access to the Piccadilly and Northern lines and is located approximately 650m to the south.
- 4.8 The Northern line, which can be caught from Tottenham Court Road, Goodge Street and Leicester Square, operates between High Barnet, Mill Hill East and Edgware in the north and Morden in the south and is 36 miles in length and serves 50 stations. It operates between 05:12 and 01:13 during weekdays and on

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Saturdays. The first train from Morden departs at 05:12, from High Barnet at 05:20 and Edgware at 05:22. The last train from Tottenham Court Road departs at 00:41 to Edgware and 00:31 to Morden.

- 4.9 The Central Line, which can be caught from Tottenham Court Road and Oxford Circus, operates between West Ruislip and Ealing Broadway in the west and Woodford (via Hainault) and Epping in the east. It is 46 miles in length and serves a total of 49 stations. It operates between 05:10 and 01:30 during weekdays and on Saturdays. The first train from Epping departs at 05:10, from Hainault at 05:14 and from West Ruislip at 05:23 and Ealing Broadway at 05:29. The last eastbound and westbound trains from Tottenham Court Road both depart at 00:31 to Epping and West Ruislip.
- 4.10 The Victoria Line, which can be caught from Oxford Street, operates between Walthamstow Central and Brixton and covers 13.3 miles and serves 16 stations. It operates between 05:20 and 01:02 during weekdays and on Saturdays. The first train from Walthamstow Central departs at 05:22 and from Brixton at 05:26. The last trains from Oxford Circus are at 00:29 to Brixton and 00:38 to Walthamstow Central.
- 4.11 The Piccadilly line, which can be caught from Leicester Square, operates between Cockfosters to Heathrow Terminal 5 and Uxbridge. The line is 44.3 miles in length and serves 53 stations. It operates from 04:49 and 01:19 during weekdays and on Saturdays. The first train from Cockfosters is at 05:10 and from South Harrow at 05:16. The last trains from Leicester Square are at 00:35 to Cockfosters and 23:37 to Heathrow Terminal 5 or Rayners Lane.

Crossrail Services

- 4.12 The Crossrail scheme was approved in 2008 and works have commenced to construct the line that will run under central London from Liverpool Street to Paddington and beyond. The scheme is expected to open in 2018 and will operate 24 trains per hour through the central section.
- 4.13 As part of the Crossrail scheme, the Tottenham Court Road entrance will be located immediately adjacent to the site.

Bus Services

- 4.14 The existing day time bus routes in the area are:
- Routes with bus stands in St Giles High Street or Earnshaw Street (Routes 1, 134, 176 and 242);
 - Routes with bus stops in St Giles High Street (South) outside the church and then using Denmark Street and turning left into Charing Cross Road (Routes 24, 29); and
 - Routes using Gower Street and Bloomsbury Street southbound, the stop in New Oxford Street and then Oxford Street (Routes 10, 73, 390).

Summary

- 4.15 In summary, the Centre Point Place is very well located in terms of public transport and local amenities/ facilities that can be easily reached by walking and

cycling, reducing the need to travel by car. The significant improvements to walking and cycling proposed as part of the development will encourage employees and visitors to use a variety of modes to access the site other than the private car.

5 Delivery and Servicing Plan

- 5.1 A Delivery and Servicing Plan (DSP) provides a framework to better manage all types of freight vehicle movement to and from individual buildings. A DSP is essentially the equivalent of a travel plan for freight.
- 5.2 A DSP has been prepared for the Centre Point development and is included as an appendix within the Transport Assessment, submitted as part of the planning application. A summary of the DSP measures put forward are detailed below although further measures may be developed once the full needs of the residents have been identified through servicing and delivery surveys as part of the site wide TRAVL surveys.

Management of the DSP

- 5.2.1 Adoption of the DSP - buy-in from the residents will be vital to ensure that the DSP is effectively implemented.
- 5.2.2 Assign responsibility of the DSP to Travel Plan Co-ordinator - ensure responsibility for managing the ongoing development, delivery and promotion of the DSP.
- 5.2.3 Travel Surveys using TRAVL within six months of occupation, or at 75% occupation - this will inform further development of the DSP and inform progress reports for occupiers.
- 5.2.4 Raise awareness and promote DSP initiatives - to encourage sustainable freight movement to/from and within the site.

Service Vehicle Access

- 5.2.5 Access routes for servicing and deliveries - provide sufficient space and clear routes for servicing and waste vehicles.

Servicing and Delivery Operations

- 5.2.6 Site information - encourage deliveries out of busy (peak) times and use 'best practice' companies/ companies signed up to FORS (Freight Operator Recognition Scheme).
 - 5.2.7 Central Area for Waste Collections and Deliveries - minimise service and delivery vehicle movements at Centre Point.
 - 5.2.8 Vehicle Booking and Management System - produce a delivery and servicing schedule to set out how and when vehicles can best access the estate for each purpose. It will encourage off-peak (night-time) and the consolidation of servicing and deliveries.
- 5.3 These measures are proposed to be taken forward as the DSP evolves over time in order to encourage sustainable freight movements to Centre Point and to reduce unnecessary servicing and delivery trips, particularly during peak times.

6 Travel Survey

Baseline Travel Data

- 6.1 As the occupiers of the retail elements of the development are not known at this stage, no baseline surveys have been undertaken.
- 6.2 To calculate the forecast trip generation for the proposed development, a retail visitor trip rate has been used. The TRICS and TRAVL databases have been used to obtain peak hour and daily person trip rates for each land use. The assumptions regarding mode split have been derived from an average of Camden, Holborn and Covent Garden Ward and Middle Super Output area (for the area around the site) Census 2001 data. The full details of the trip generation methodology are included within the Transport Assessment and have been agreed with officers at LBC and TfL prior to the formal planning application submission.
- 6.3 A full TRAVL compliant survey will be undertaken within six months of occupation or at 75% occupancy, whichever comes first. These baseline surveys will include multi-modal counts including delivery and servicing data together with visitor and employee questionnaires.

Proposed Retail Trips

- 6.4 As part of the Transport Assessment a multi-modal assessment of movements has been undertaken for the proposed retail development - this includes vehicles (car, taxi and goods vehicles), public transport passengers, pedestrians and cyclists. The total combined trips estimated to be generated by the proposed retail element of the development is provided below.
- 6.5 Due to the mixed use nature of the site, a large number of trips to the retail units have been assumed to be linked trips from the other land uses in the area, such as the residential units or office. Therefore a 50% reduction has been applied to the trips to account for this.

TABLE 6.1 TOTAL PROPOSED RETAIL DEVELOPMENT TRIPS BY MODE

Mode	AM Peak			PM Peak			Daily		
	In	Out	Total	In	Out	Total	In	Out	Total
Underground	222	225	447	355	300	655	3,470	3,414	6,884
	203	207	410	326	275	601	3,177	3,124	6,301
Bus	97	98	195	155	131	285	1,518	1,493	3,010
Taxi	13	13	26	21	18	38	202	198	400
Car Driver	8	8	15	12	10	22	142	141	282
Car Passenger	2	2	3	3	2	5	26	26	51
Motorcycle	11	11	21	17	14	31	164	161	324

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Cycle	15	15	30	24	20	44	236	232	468
Walk	234	237	471	374	316	690	3,673	3,613	7,286
Total	802	814	1,616	1,284	1,085	2,369	12,604	12,400	25,004

6.6 The daily mode share for the combined retail trips is presented below.

TABLE 6.2 PROPOSED RETAIL - MODAL SPLIT

Mode	Mode Share
Underground	28%
Rail	25%
Bus	12%
Taxi	2%
Car Driver	1%
Car Passenger	0%
Motorcycle	1%
Cycle	2%
Walk	29%
Total	100%

6.7 The commercial element of the proposed development will have no parking provision. On this basis it is envisaged that private car use for the retail will be low and public transport will be the main mode of travel to/from the site.

7 Objectives and Targets

- 7.1 In this section we set out the over-arching Objectives and Targets of the FTP for the Centre Point development.
- 7.2 The Objectives are supported by a set of quantified SMART (Specific, Measurable, Achievable, Realistic and Timed) Targets so that progress towards achieving them can be measured.

Objectives

- 7.3 The Objective of this FTP is:
“To facilitate the sustainable movement of staff, visitors and goods to and from Centre Point.”
- 7.4 To support the realisation of this overarching objective, several sub-objectives have been set out:
 - 7.4.1 ensure the site is accessible to all and respect the needs of vulnerable groups e.g. those with mobility problems;
 - 7.4.2 promote walking and cycling as an alternative to public transport use;
 - 7.4.3 increase awareness of the FTP and its constituent measures;
 - 7.4.4 encourage the most efficient use of cars and servicing vehicles;
 - 7.4.5 promote smarter working and living practices that reduce the need to travel overall or in the peak periods;
 - 7.4.6 encourage visitors to use sustainable transport modes to access the site, particularly walking and cycling; and
 - 7.4.7 improve the health of staff and minimise the development impacts on the environment.
- 7.5 These objectives support to the principles of the London Plan and MTS to reduce vehicle emissions and increase walking and cycling.

Targets

- 7.6 Comprehensive TRAVL compliant travel surveys will be conducted as the tenants occupy the development site. Full Travel Plans will be developed within 6 months of occupation and travel surveys will be undertaken. This will allow them to understand how and why people travel to the new development.
- 7.7 Initial targets are based on the Transport Assessment and site-specific Targets will be developed following occupation and the completion of site audits and TRAVL compliant travel surveys. Targets will be quantified and will relate to the following:
 - 7.7.1 Specific percentage increase in walking and cycling;
 - 7.7.2 Encourage all staff who live within a certain distance of the site (e.g. 1-2 kilometres) to walk to the site on a regular basis;
 - 7.7.3 Ensure that all staff are aware of the Travel Plan and its Objectives by a specific period of time (e.g. within 6 months of Travel Plan approval).

TABLE 7.1 CENTRE POINT RETAIL MODE SHARE TARGETS

Mode	Forecast Mode Share	3 rd Year Target	5 th Year Target
Walk	29%	30%	32%
Cycle	2%	3%	5%
Public Transport (LUL, Rail, Bus)	65%	63%	59%
Taxi	2%	2%	2%
Car	1%	1%	1%
Motorcycle	1%	1%	1%
Total	100%	100%	100%

8 Travel Plan Management

Travel Plan Delivery

- 8.1 Effective management of the Travel Plan, combined with clearly defined roles and responsibilities, is recognised as being fundamental to achieving the Plan's Objectives.
- 8.2 Almacantar will manage the FTP for Centre Point and will be responsible for the implementation and further development of this Travel Plan.
- 8.3 Once the retail tenants are known, Almacantar will work with them to appoint a Travel Plan Coordinator (TPC). Almacantar will work with the TPCs appointed at each land use in the further development of the Travel Plan. The TPCs will be responsible for implementing specific measures within their own buildings.
- 8.4 It is likely the TPC roles will be undertaken by an existing member of staff from each organisation on a part time basis with assistance from colleagues and an external consultancy. The TPC's responsibilities will include:
 - 8.4.1 Obtaining and maintaining commitment and support from staff;
 - 8.4.2 Setting up the Victoria Circle Transport Forum and facilitating and attending the internal meetings;
 - 8.4.3 Implementing an effective marketing campaign to raise awareness of the Plan and its specific measures;
 - 8.4.4 Liaising with parties within the organisation (e.g. different departments), other occupiers on-site and outside (e.g. stakeholders, boroughs, TfL, public transport operators) at the quarterly Victoria Circle Transport Forum;
 - 8.4.5 Giving advice and information on transport-related subjects to staff and visitors;
 - 8.4.6 Coordinating the necessary data collection exercises and monitoring the programme of the Plan; and
 - 8.4.7 Presenting a business case to secure a budget for developing the Travel Plan and ensuring its efficient use.
- 8.5 The Centre Point Transport Forum meetings will take place regularly and include representatives from other site occupiers at Centre Point.

Securing and Funding the Travel Plan

- 8.6 It is envisaged that this WTP will be secured through a s106 agreement.
- 8.7 A series of sustainable transport measures will be implemented as part of the development proposals, demonstrating the commitment to this FTP by Almacantar. These measures include:
 - 8.7.1 Cycle parking provision in excess of London Plan standards;
 - 8.7.2 Pedestrian improvements through enhanced permeability and quality of the pedestrian environment; and

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- 8.7.3 No commercial parking provision to minimise car trips to and from the site and to encourage non-car modes.
- 8.8 These design measures will improve connectivity and encourage walking and cycling, whilst minimising car trips to and from the site.
- 8.9 Almacantar will ensure that suitable funding for the Travel Plans are provided. This will ensure future commitment for the Travel Plans and the ongoing monitoring and review.

Travel Plan Awareness

- 8.10 The success of the Travel Plans are dependent on the development and implementation of an effective marketing strategy which will be developed by Almacantar. The TPCs, once identified, will continue to manage this for their organisation.
- 8.11 To increase awareness of the Travel Plans staff and visitors will be given information on the sustainable ways to travel to and from the site within the local area.
- 8.12 It is essential that employees working at the site are involved in the implementation and evolution of their Travel Plans. The travel surveys and pre-survey marketing will contribute to raising awareness at the outset. The Centre Point Transport Forum meetings will also provide a communication channel for tenants to discuss site-wide issues. It will also allow staff to have an input into the ongoing development of the Travel Plans.
- 8.13 Almacantar and the TPCs will work together to develop a marketing strategy. This will include:
 - 8.13.1 The provision of local transport information on organisations' websites or intranet;
 - 8.13.2 The provision of Travel Plan information on organisations' website/intranet with links to relevant external websites e.g. Real Time Travel Information; and
 - 8.13.3 An annual review of all marketing information will be undertaken and material updated as appropriate.

Accessibility and Encouraging Sustainable Travel

- 8.14 The Action Plan in Chapter 9 details the specific measures that are to be pursued in relation to encouraging more sustainable travel patterns such as greater use of cycling, walking, public transport, and the use of other non-single occupant car modes of travel. The Centre Point development has excellent accessibility to public transport and those using the site already have a wide range of travel options available to them.

Efficient Use of Private Vehicles

- 8.15 This FTP recognises that the use of private cars varies according to land use and whilst this can be reduced (through encouraging other modes) this cannot be totally eradicated, for various (sometimes personal) reasons such as shift patterns, mobility issues, children etc.

- 8.16 The FTP will encourage staff and visitors to Centre Point to make informed decisions about how they travel and will encourage the rational use of private cars.
- 8.17 In addition, this FTP advocates good access for servicing, deliveries and emergency services, to avoid congestion in and around the development. Almacantar will strictly manage parking and servicing on site for commercial uses.

Smarter Working Practices

- 8.18 This FTP advocates the use of ‘smarter working practices’ for Centre Point as a means of reducing the total number of (car) trips made. Although more specific to office use some form of smarter working practices can be applied to retail as well. These include the:
- 8.18.1 use of information technology in place of face to face meetings (i.e. tele- and video conferencing) that might occur during the working day;
 - 8.18.2 use of information technology to enable more staff to work from home/remotely and have access to the same information as if employees were in the office (i.e. remote access to the organisations computer networks); and
 - 8.18.3 implementation of more flexible working hours, with shift patterns co-ordinated to public transport operating times.

Visitor Travel

- 8.19 The Travel Plans aim to reduce the number of visitors and to encourage the essential journeys to be made by sustainable modes of transport. Visitors to the site will be able to access guidance on how to reach the site by all modes so that they can make an informed decision. This guidance will highlight the commitment to sustainable transport modes.

Retail Management Challenges

- 8.20 The retail use on site will have different types of employees, visitors and servicing requirements. Times of operation will vary as will shift patterns of employees. It is important that the TPCs recognise these challenges and adapt measures to suit individual organisations. For example, where possible shifts should be formalised and those working outside normal working hours are still well informed on travel options and safe walking and cycling routes.

9 Measures and Action Plan

- 9.1 This section details the measures that Almacantar have set for the FTP. These measures relate to initiatives that will be introduced to achieve the targets set. At this stage, some measures are proposed as interim as the TPCs for the individual tenants will need to develop and prioritise their own measures which relate directly to the needs of their organisation through the production of WTPs.
- 9.2 The separate DSP submitted as an appendix to the Transport Assessment provides a series of measures for managing deliveries and the operational aspects of the development. A summary of the DSP measures are provided in Chapter 5 of this FTP.
- 9.3 An action plan is provided in Table 9.1 below which lists all the measures to be implemented, including a timescale and responsibility.

TABLE 9.1 FTP ACTION PLAN

Measure	Initiative	Timescale for Implementation	Responsibility
Managing the ongoing development and delivery of the Travel Plans with future tenants			
Appoint Travel Plan Coordinators prior to occupation	Almacantar to liaise with tenants that are required to produce a Travel Plans prior to occupation to identify TPCs	Prior to occupation/ once tenants are known	Almacantar and tenants
Produce individual Travel Plans for tenants that meet the threshold requirements	Ensure tenants produce individual Travel Plans	Establish prior to occupation with full adoption one month after baseline surveys are completed.	Almacantar and Tenant TPCs
Attend Centre Point Transport Forum Meetings	Work with the tenants of Centre Point to encourage TPCs and tenants to sign up and attend quarterly meetings	Upon occupancy or when the occupier details are more fully known	Almacantar and Tenant TPCs
Increasing Awareness of the FTP			
Feedback to tenants at Centre Point	Regular feedback to tenants through the Transport Forum and Quarterly Newsletter on progress of travel plan measures and site wide transport issues	Quarterly after the development is occupied.	Tenant TPCs
Site information	Almacantar to provide information to employees such as access arrangements, walking, cycling, PT including maps, website links real-time journey information	Upon occupation and on-going	Almacantar

Travel Plan information	Tenant TPCs to provide information on the details of the Travel Plans and a summary of the benefits, targets and measures	Prior occupation and on-going	Tenant TPCs
Health and financial benefits	Inform employees and visitors of the health and financial benefits of walking and cycling, through company website and intranets or with promotional material. Information will include the location of safe walking and cycling routes, TfL Cycle Hire scheme, walk and cycle distances and times and tax efficient cycle purchase schemes.	Upon occupation and ongoing	Tenant TPCs
Encouraging Walking and Cycling			
Cycle parking and facilities	To provide 31 secure cycle parking spaces for staff, lockers and showers. 31 visitor spaces also provided.	This will be implemented when the refurbishment of Centre Point is completed.	Almacantar
Pedestrian facilities, including new public square and improved connectivity	To develop a high quality pedestrian environment within the site and create links with the wider area.	This will be implemented when the refurbishment of Centre Point is completed.	Almacantar
Cycle training	Provide cycle training for employees wishing to use cycling as means of travel	Upon occupation and ongoing	Tenant TPCs
Bicycle User Group	Establish a regular meeting to discuss cycle issues facilitated by a 'cycle	Upon occupation and ongoing	Tenant TPCs

Framework Travel Plan

	champion'		
Encouraging the best use of cars and servicing vehicles			
Car Parking	No parking provided for commercial tenants	This will be implemented when the refurbishment of Centre Point is completed.	Almacantar
Disabled Parking	Provision of the appropriate number of accessible spaces	This will be implemented when the refurbishment of Centre Point is completed.	Almacantar
Car Club	Provide information on the existing car clubs operating in the area and the location of spaces in relation to the development TPCs to sign up to the car club for company use	Upon occupation and ongoing	Tenant TPCs
Delivery and Servicing Plan	Ensure the DSP and Travel Plans work together to achieve common targets for reducing and managing deliveries/ servicing efficiently	Prior occupation and on-going	Almacantar and Tenant TPCs
Promoting smarter working and living practices			
Tele-conferencing	For office element of retail units - promote the use of tele-conferencing in place of face-to-face meetings	Upon occupation and ongoing	Tenant TPCs
Working from home/ remote working	For office element of retail units -	Upon occupation and ongoing	Tenant TPCs

	enable more staff to work from home/remotely and have access to the same information as if employees were in the office.		
Flexible working hours/co-ordinated shift patterns	For retail tenants - implementation flexible working hours, with shift patterns co-ordinated to public transport operating times	Upon occupation and ongoing	Tenant TPCs
On-line Shopping/ home deliveries	Allow retail customers to shop online and receive deliveries to their home, particularly for bulky good items	Upon occupation and ongoing	Tenant TPCs
Work Wise UK	Tenants to use this organisation or similar organisations and to adopt smarter working practices	Upon occupation and ongoing	Tenant TPCs

10 Monitoring and Review

- 10.1 Almacantar will work with the tenants to identify TPCs prior to occupation to ensure the future development of the individual Travel Plans.
- 10.2 Almacantar will oversee the monitoring and review of the individual Travel Plans to ensure that these plans reflects the wider initiatives set out in the FTP and the targets remain challenging.
- 10.3 Almacantar will ensure suitable funding for the Travel Plans are provided for future commitment and the ongoing monitoring and review.
- 10.4 Table 10.1 below gives the plans and timescales for the monitoring and review of the WTP.

TABLE 10.1 PLANS AND TIMESCALES FOR TRAVEL PLAN MONITORING AND REVIEW

Action	Timescale
TRAVL compliant baseline employee and visitor and delivery travel surveys	Within 6 months of occupation or at 75% occupancy
Future employee and visitor travel surveys	3 rd and 5 th Year
Centre Point Transport Forum Meetings	Quarterly
Feedback to employees at Centre Point	Quarterly (following Centre Point Transport Forum meetings)
Undertake comprehensive strategic review of all aspects of the Travel Plans (including the objectives, targets, the action plan and the monitoring programme)	6 months, 3 rd and 5 th Year

APPENDIX

A

ATTRIBUTE ASSESSMENT

ATTrBuTe

Travel plan name	Centre Point Framework Travel Plan
Planning application reference number	
Name of travel plan author	Rob Goodall
Email address of travel plan author	rob.goodall@sdgworld.net
Telephone number of travel plan author	02079105549
Name of travel plan assessor	Rob Goodall
Job title/role of travel plan assessor	
Plan Type	Strategic level Framework Travel Plan (occupiers not known)

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The development		7/7
Does the travel plan include... a) full address of the development? b) contact details for the person responsible for preparing the travel plan?	NONE	2
Does the travel plan include... a) a breakdown of the different land uses expected on site? b) details of the size of each type of land use? c) details of how build-out of the development will be phased?	NONE	3
Does the travel plan include details of the number of users expected on site (including employees, residents, deliveries and visitors)?	NONE	1
Does the framework travel plan include a commitment for occupiers of the site to develop individual travel plans within the context of the overarching plan?	NONE	1
Policy		2/2
Does the travel plan include reference to relevant national, regional and local / borough... a) transport and spatial policy? b) travel planning guidance?	NONE	2
Site assessment		3/3
To what extent does the travel plan clearly describe the accessibility and quality of... a) existing transport networks? b) existing travel initiatives available to all users?	NONE	3
Surveys		3/3
Are TRAVL-compliant site user travel and freight surveys proposed?	NONE	2
Is a baseline modal split (actual trip numbers and percentage of all trips) estimated for the site?	NONE	1
Objectives		3/3
Does the travel plan include objectives which reflect...	NONE	3

a) Mayoral policy & strategic guidance? b) local / borough policy and guidance? c) the challenges and opportunities specific to the site?		
Targets		2/2
Are there interim targets linking directly to each objective?	NONE	1
Have interim targets appropriate to the phasing of the development been set?	NONE	1
TP Co-ordinator		3/3
Has a site-wide travel plan co-ordinator been identified or is there agreement upon when a co-ordinator will be in place?	NONE	1
Has the framework travel plan co-ordinator.... a) roles and responsibilities been made clear? b) been allocated a sufficient amount of time to spend on the travel plan?	NONE	2
Measures		6/6
To what extent do the interim site-wide measures... a) support the objectives of the travel plan? b) reflect the context of the site?	NONE	3
Is an action plan provided which includes... a) short / medium / long term actions? b) timescales and responsibilities?	NONE	2
Is the action plan clear on how and when travel plans will be developed among occupying organisations?	NONE	1
Monitoring		2/2
Is a clear site-wide monitoring programme that adheres to the standardised approach included?	NONE	1
Is it clear who is responsible for site-wide monitoring?	NONE	1
Securing and enforcement		1/1
Is it clear how the travel plan will be secured?	NONE	1
Funding		6/6
Has a sufficient budget been set for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
Have funding streams been identified for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
Total - PASS		38