

Harrison Varma Projects Ltd

**44-46 Hampstead Lane,
London Borough of Barnet**

Workplace Travel Plan

July 2022

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1 INTRODUCTION

- 1.1 This Workplace Travel Plan has been prepared by Caneparo Associates on behalf of Harrison Varma Projects Ltd ('the Applicant') in relation to the proposed redevelopment at 44-46 Hampstead Lane ('the Site'), within the London Borough of Haringey (LBH).
- 1.2 The proposal is for the redevelopment of the Site, following the demolition of the existing properties, to provide a 66-bed specialist care home with associated parking at basement and ground floor level. A copy of the Architect's relevant proposed plans is included at **Appendix A**.
- 1.3 The main aim of this Workplace Travel Plan (henceforth referred to as "Travel Plan") is to put in place the management tools deemed necessary to enable staff and visitors of the development to make more informed decisions about their travel, which at the same time minimises the adverse impacts of their travel on the environment. This is achieved by setting out a strategy for eliminating the barriers that prevent staff and visitors from using sustainable and active modes of travel.
- 1.4 This Travel Plan has been prepared in accordance with Travel Plan guidance issued by Transport for London (TfL) and LBH.

Scope

- 1.5 The remainder of this document is structured as follows:
- Section 2 – details the site's accessibility and expected travel patterns;
 - Section 3 – sets out the objectives and targets;
 - Section 4 – outlines the Travel Plan strategy;
 - Section 5 – identifies the measures that will be implemented;
 - Section 6 – outlines the monitoring and review programme; and
 - Section 7 – provides an Action Plan.

2 ACCESSIBILITY

Site Location

- 2.1 The Site is bordered by residential properties to the north and east with Hampstead Lane and Courtenay Avenue bordering the southern and western boundary of the Site respectively. The Site is situated within a quiet residential area consisting of very large dwellings and numerous private roads, with local centres including Highgate, Golders Green and East Finchley surrounding the Site.
- 2.2 The Site location with respect to the local highway network is shown at **Figure 2.1** below.

Figure 2.1 – Site Location Plan



[Source: www.osmaps.ordnancesurvey.co.uk]

Local Highway Network

Hampstead Lane (B519)

- 2.3 Hampstead Lane runs in an east-west orientation along the southern boundary of the Site, connecting to Highgate to the east and Heath Street / A502 to the southwest which links to Hampstead. In the vicinity of the Site, the carriageway measures circa 13m in width and provides a single lane of traffic in either direction with traffic subject to a 20mph speed limit. There are cars parked on both sides with footways and street lighting present.

Courtenay Avenue

- 2.4 Courtenay Avenue is located along the western boundary of the Site in a north-south orientation. Courtenay Avenue is a private road and a cul-de-sac, with access onto Hampstead Lane controlled by a barrier. The carriageway measures circa 6.5m in width and has no footways along its length.

A1 (Aylmer Road)

- 2.5 The A1 is a major trunk road connecting London with Edinburgh and is located an approximate 1.45km drive to the north of the Site. In the vicinity, the road acts as a two-lane road in a northwest to southeast orientation, providing access to Holloway and Islington to the southeast and the A406 and M1 roads to the northwest. The road is subject to a 40mph speed limit.

Walking

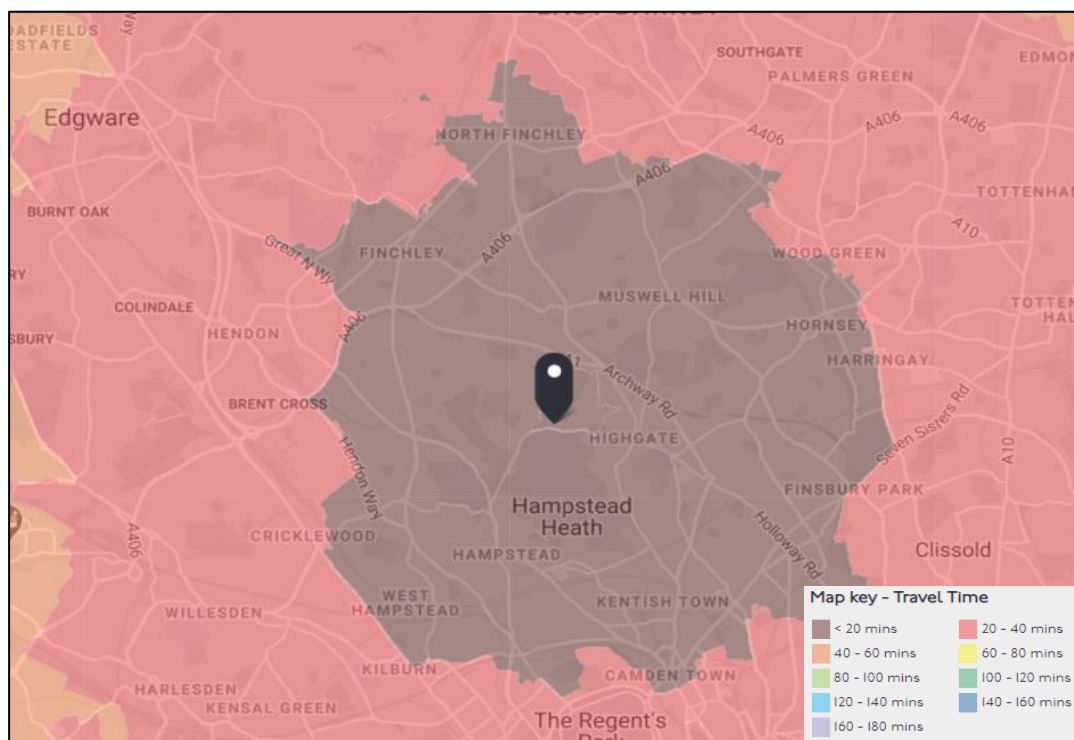
- 2.6 Pedestrians are well served in the vicinity of the Site, benefitting from good footway provision on all surrounding roads, with street lighting also present. The walking route to the nearest bus stops on Hampstead Lane provides step-free access with dropped kerbs at crossing locations.

Cycling

- 2.7 TfL's Local Cycle Guide 14 indicates that several cycle ways are present in the local area with Hampstead Lane labelled as a '*road recommended by cyclists*'. Further off-road routes are also provided within Hampstead Heath, which is accessible from Hampstead Lane.
- 2.8 On-street cycle parking is provided in the nearby East Finchley and Highgate areas, with 13 Sheffield stands (26 spaces) located on High Road near East Finchley Station and 2 Sheffield stands (4 spaces) provided outside Highgate Station.

2.9 **Figure 2.2** below indicates a 20-minute cycle distance from the Site, which also shows the area for which cycling has the potential to replace driving for distances up to 5 kilometres. This includes areas such as Finchley, Crouch End, Holloway, Camden Town, Swiss Cottage and West Kilburn.

Figure 2.2 – 20 Minute Cycle Time from Site



[Source: www.tfl.gov.uk]

Public Transport Accessibility Level (PTAL) Rating

- 2.10 Public Transport Accessibility Levels (PTALs) are a theoretical measure of the accessibility of a given point to the public transport network, taking into account walking time and service availability. The method is essentially a way of measuring the density of the public transport network at a particular point.
- 2.11 The PTAL is categorised in six levels, 1 to 6 where 6 represents an excellent level of accessibility and 1 a poor level of accessibility. The PTAL levels 1 and 6 are further subdivided into 'a' and 'b' levels, with level 'a' indicating the location is rated towards the lower end of the PTAL category and 'b' towards the higher end.
- 2.12 The Site achieves a PTAL rating of 1b, demonstrating that it has a 'very poor' level of access to public transport facilities. A copy of the Site's PTAL Assessment is provided at **Appendix B**.

Bus Services

- 2.13 The nearest bus stop is located approximately 130m southeast of the Site (2 minutes' walk) on Hampstead Lane (Bus Stop 'Compton Avenue Kenwood House Stop Q'). The stop comprises sheltered seating and timetable information, with a bus cage also present to ensure the flow of traffic along Hampstead Lane is not impacted when buses stop.
- 2.14 Bus route 210 services the stop, which provides a route between Finsbury Park Station and Brent Cross Shopping Centre, with services operating approximately every 8-12 minutes Monday to Friday, every 9-13 minutes on Saturdays and every 10-14 minutes on Sundays. A copy of the TfL bus spider map for the local area is included in **Appendix C**.

Underground Services

- 2.15 Highgate Underground Station is located approximately 1.8km north-east of the Site (23 minutes' walk or 7-minute cycle). The station is located on the Northern Line and provides approximately 27 services each hour to Morden, High Barnet and much of Central London. Despite the station being located a considerable distance from the Site, it is not deemed unrealistic that future staff / visitors could travel by tube.

Baseline Travel Patterns

- 2.16 A baseline modal split will be taken from a travel survey, which will accurately identify how staff of the development travel to / from work. The results of the survey will be known as Year 0. The survey will be undertaken no later than six months after the Site is occupied.
- 2.17 The current predicted modal split for future staff has been based upon data from the 2011 Census; specifically, the Method of Travel to Work data for the Middle Super Layer Output Area (MSOA): Haringey 030, with Haringey 030 MSOA being selected as the 'destination', and all other areas selected as the 'origin'. This is an accurate method of predicting how future staff will travel to / from the Site as it is based on staff already travelling to the area for work and is therefore based on existing travel habits. The predicted modal split is set out in **Table 2.1**.

Table 2.1: Baseline Staff Modal Split	
Method of Travel	Percentage
Underground	14%
Train	8%
Bus	17%
Taxi	0%
Motorcycle	1%
Driving a Car	40%
Passenger in a Car	2%
Bicycle	3%
On Foot	15%
Total	100%

Note: Figures subject to rounding

- 2.18 For the purpose of this Framework Travel Plan the mode split as shown in **Table 2.1** will be used for monitoring and target setting purposes until a travel survey can be undertaken.

3 OBJECTIVES AND TARGETS

Introduction

3.1 This section sets out the overarching objectives for the Travel Plan, 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 Travel Plan can be found in **Chapter 6**.

- **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 the Site will seek to reach within the period covered by this Travel Plan. In addition, interim targets have been set.

Objectives

3.2 The Travel Plan's overriding objective is:

To engage with and encourage staff and visitors to use sustainable modes of travel to / from the Site through more effective promotion of public transport, walking and cycling. This will minimise the impact of the development on the surrounding highway network.

3.3 The sub-objectives are:

- Sub-objective 1: To increase staff and visitor awareness of the advantages and availability of sustainable modes of transport;
- Sub-objective 2: To promote the health and fitness benefits of active travel to staff and where necessary, to visitors;
- Sub-objective 3: To introduce a package of physical and management measures that will facilitate staff to travel by sustainable modes;
- Sub-objective 4: To minimise the use of single occupancy vehicle journeys (in favour of sustainable modes) to and from the Site by staff.

Targets

- 3.4 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring progress and the success of the Travel Plan. Targets should be 'SMART' – specific, measurable, achievable, realistic and time-related.
- 3.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time, while Aim Targets are quantifiable and generally relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

- 3.6 The key Action Targets are set out below:
- A Travel Plan Coordinator will be appointed prior to first occupation of the Site;
 - To provide a welcome pack to all staff upon occupation;
 - A baseline travel survey will be undertaken no later than 6 months after occupation;
 - Each monitoring survey will occur within one month of the anniversary of the baseline survey in each survey year (as detailed in the Monitoring section); and
 - Noticeboards will be implemented and updated regularly to ensure details on public transport services are up to date.

Aim Targets

- 3.7 The Aim Targets of this Travel Plan are focussed primarily on staff working at the development.
- 3.8 **Table 3.1** outlines the Aim Targets set out for the Site. The targets are set to measure progress towards the main objectives over five years once the development has been fully built out.
- 3.9 The baseline figures are taken from the expected mode split, as detailed in Section 2. This Travel Plan recognises that it is not possible to set out accurate targets far in the future, even when based on actual modal share data (i.e. when the baseline survey has been undertaken). Given this, it should be acknowledged that the targets may change over time as results from on-going monitoring become available.

Table 3.1: Travel Plan Aim Targets				
Target	Indicator	Mode Split		
		Baseline (Year 1)	Interim (Year 3)	Final (Year 5)
Achieve a 10% decrease in single occupancy vehicle trips	Modal split monitoring surveys for car use	40%	34%	30%
Achieve a 5% increase in underground and bus use by Year 5	Modal split monitoring surveys for underground and bus use	31%	34%	36%
Achieve an 5% increase in walking and cycling by Year 5	Modal split monitoring surveys for walking and cycling	18%	20%	23%

3.10 It is considered more constructive to set Action type targets for measures aimed at promoting sustainable transport to visitors for the various events that may be held at the Site, rather than mode split Aim Targets.

4 TRAVEL PLAN STRATEGY

Travel Plan Coordinator

- 4.1 A Travel Plan Coordinator (TPC) will be appointed to implement and administer the Travel Plan. The details of the TPC will be included below when appointed prior to occupation. The TPC is likely to be a member of on-site staff who will dedicate time each week to implement the measures outlined within this Travel Plan. The details of the TPC will be provided below and to LBH once appointed.

Name: _____

Company & Position: _____

Telephone: _____

Email: _____

- 4.2 The duties of the TPC will include the following:

- Undertake the Baseline Travel Survey;
- Undertake Staff Travel Surveys during Years 1, 3 and 5;
- Take responsibility for data collection and review of the Travel Plan;
- Oversee the development and implementation of the Travel Plan on a day-to-day basis;
- Design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan;
- Act as a point of contact for all staff requiring information; and
- Ensure the travel information available is always up to date.

Marketing Strategy

- 4.3 All staff will be made aware of the existence of the Travel Plan at the commencement of their residence at the development. The details of the Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Travel Plan will be explained.
- 4.4 Contact details of the TPC will be advertised in the event that staff wish to discuss specific matters directly.
- 4.5 A Travel Information Pack will be provided to all staff, which will contain a summarised Travel Plan and sustainable transport information with any other relevant transport information.

5 MEASURES AND INITIATIVES

Introduction

- 5.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.
- 5.2 The list of measures described below is by no means exhaustive and it will be the responsibility of the appointed TPC to investigate other potential measures. It is important to add that in the longer term other measures may be more suitable for the users depending on their needs and demands. This will be evident from the proposed regular monitoring results and measures will be implemented and / or altered accordingly.

Walking

- 5.3 Walking is a truly sustainable method of travel which offers staff predictable journey times and a range of physical and psychological benefits.
- 5.4 The TPC will develop marketing materials to highlight the health benefits of walking and will implement the following measures to encourage walking:
- Staff will be provided with information and advice concerning safe pedestrian routes to / from the Site;
 - National Walk to Work Week will be promoted amongst staff; and
 - Health benefits of walking to be promoted e.g. '10,000 steps a day campaign'.

Cycling

- 5.5 Cycling is a healthy, low cost, environmentally friendly way to travel and keep fit.
- 5.6 The Site will benefit from secure and well-lit cycle storage which will be provided at basement level for staff. The usage of the cycle parking facilities will be monitored to determine whether additional parking is required once the Site is operational.

5.7 Specific cycle promotions will include the following:

- Promotion of the health benefits of cycling;
- Cycle routes and other cycling information provided on notice boards and in staff Travel Information Packs;
- Setting up a Bicycle User Group or similar, if demand warrants; and
- The promotion of National Cycle to Work Week.

5.8 LBH provides free cycle training for those who live, work or study in the Borough. The free cycling training classes will be advertised to all staff.

Public Transport

5.9 Up-to-date details of bus, underground and taxi services, including route information and service frequencies, will be permanently on display in prominent locations.

5.10 Promotion of TfL Journey Planner, Citymapper, National Rail website and mobile applications as well as phone numbers for TfL and National Rail services will be undertaken by the TPC.

Car

5.11 A total of 12 car parking spaces are provided at basement level predominantly for staff use. This ensures that there is sufficient space during staff shift changeover. These spaces can also be used by visitors should it be deemed necessary.

Electric Taxis

5.12 The TPC will also promote the use of the new electric black cabs, which will support the London black cab industry as well as providing a green method of travel.

Personalised Travel Planning

5.13 The TPC will offer personalised travel planning advice to all staff that request the service. The TPC will be able to draw upon websites such as TfL's journey planner (www.tfl.gov.uk) for advice.

Staff Induction Packs

- 5.14 Staff will be given information about the Travel Plan and travel options in the form of a Travel Induction Pack. The pack will contain at least the following information:
- A summarised version of the Travel Plan document, that sets out the purpose and benefits etc;
 - Timetables and route maps for public transport services;
 - Contact numbers and web details for the TfL Journey Planner and National Rail Enquiries;
 - Local green taxi company details;
 - Car Club information; and
 - Cycling and walking maps for the local area.
- 5.15 The Travel Induction Packs will be revised as necessary by the TPC to ensure that the information relevant and reflects the latest travel information available.

Visitors

- 5.16 Visitors will be advised to travel by modes other than private car wherever possible. Visitor travel will be managed through provision of information via the noticeboards provided at communal locations within the Site. This will include details on how to reach the Site by public transport modes, walking and cycling. This will ensure that as many visitors as possible travel to the Site using more sustainable modes.

6 MONITORING AND REVIEW

Monitoring

- 6.1 In order to establish the travel patterns of staff, an initial baseline travel survey will be undertaken within 6 months of first occupation. The surveys will examine the use of existing modes of travel, attitudes towards sustainable modes of transport and the most effective measure to promote sustainable travel. These surveys will be known as 'Year 0'. Further surveys will be carried out in Years 1, 3 and 5.
- 6.2 The travel survey should largely remain the same throughout the life of the Travel Plan to ensure consistency in the results and information and the ability to measure the effectiveness of the Travel Plan measures.
- 6.3 The monitoring of the Travel Plan will also include the collection of 'soft' analytical data in the form of general feedback and correspondence. The monitoring process will evolve over time, but is likely to include the following:
- Monitor demand for additional employee cycle parking;
 - Monitor the take up of any discounts for cycling discounts and participation in Bicycle User Groups; and
 - Record comments received from management and staff relating to the operation and implications of the Travel Plan.
- 6.4 The Travel Plan will be amended in light of any developing circumstances and reviewed for accuracy of content. This will need to incorporate the results of the surveys to include feedback from staff.

Review and Reporting

- 6.5 The Travel Plan will be reviewed biennially during the first 5 years from introduction of the Travel Plan. The reviews will be undertaken after the baseline survey in Year 0 and also in Years 1, 3 and 5 and will be scheduled to be on, or about, the anniversary of the introduction of the Travel Plan.

- 6.6 The purpose of the reviews will be to ensure that the Travel Plan is on track and that the targets have substantially been met and also to identify any ways to improve and develop the Travel Plan if targets are not being met. This could be through a re-examination of the Travel Plan to ensure that all possible activities have been implemented and considering new measures that could replace those that were not successful or effective.
- 6.7 A major element of the review will involve the re-issue of the staff travel survey, which will provide the opportunity to gather new information about wider attitudes to travel. Analysis of the survey will also yield updated modal-split information for comparison with data derived at the introduction of the Travel Plan, free of seasonal bias. The TPC will compile a report outlining the results of on-going monitoring throughout the preceding period. The report will be filed for record.
- 6.8 The Travel Plan is a living document which may need to evolve over time to meet requirements. If for any reason analysis of travel patterns reveal that the targets are not being met, the TPC will liaise with LBH in the first instance to ascertain an appropriate way forward. This Travel Plan will lay the foundations for sustainable travel to and from the Site.

Consultation

- 6.9 Consultation with staff will occur as part of the monitoring process. This will include travel surveys for completion by the staff as well as providing an opportunity (e.g. a meeting or forum) for staff and the TPC to identify a common set of objectives for the effective encouragement of users of the Site to make better use of public transport and active modes of travel.
- 6.10 The TPC on behalf of the Site owner will also consult with the outside bodies including LBH and transport operators, when appropriate. This will ensure the Travel Plan remains up to date and takes account of any changes in accessibility in the local area, such as new pedestrian or cycle routes and / or revised public transport services and timetables.

Securement and Funding

- 6.11 The Site owner is fully committed to the implementation of the Travel Plan and will provide all reasonable necessary funding to ensure that the agreed targets can be achieved.

- 6.12 Funding from the budget will be provided for the TPC, travel surveys and implementation of all reasonably necessary measures. The TPC's funds will provide for the production and circulation of Travel Induction Packs to staff, with an opportunity given to apply for additional funding to ensure the continued and improved implementation of sustainable initiatives where relevant and of a clear benefit to staff.

7 ACTION PLAN

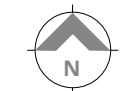
7.1 The Travel Plan Action Plan is outlined in **Table 7.1** below. The Action Plan will be revised every year following each Annual Travel Plan Review.

Table 7.1: Travel Plan Action Plan				
Action	Target	Timescale	Funding	Responsibility
Secure funding for Travel Plan	Provisional budget to be agreed over the first 5 years.	Receipt and amount of funds received annually by TPC	£TBC	Site Owner / Developer and TPC
Provision of secure Cycle Parking and on-going monitoring of use	To encourage cycling to / from the Site	On completion of the building	-	Developer
Erection of Noticeboards	To provide travel information	On completion of the building	-	Developer
Baseline Survey	To undertake monitoring of travel modes by staff	Undertaken within 6 months of occupation	£TBC	TPC
Analysis of survey results and finalisation of targets	To determine whether targets are appropriate	Receipt of survey results (within 1 month of baseline survey)	£TBC	TPC
Promote Travel Plan and Induction Packs to staff	Once targets have been finalised and agreed with the Council	Initial and On-going	£TBC initial costs (£TBC biennially following initial setup)	TPC
Promote Active Modes	To encourage uptake, with emphasis on summer months	On-going	£TBC (per annum)	TPC
Promotion of electric taxis	To encourage use	Evidence of promotion of electric taxis	£TBC (per annum)	TPC
Promotion of LBH cycle training	Inclusion of information in Travel Packs and promotional material	On-going		TPC
Interim Surveys	Monitoring of Travel Plan in Years 1, 3 and 5 on the anniversary of the Baseline Survey	Ongoing		TPC
Review of Travel Plan	Annually	Ongoing		TPC
Review of Travel Plan marketing / promotional materials	Annually	Ongoing		TPC
Achieve Targets	5 years after Baseline Survey	During Travel Plan Review		TPC
Discuss Targets and Future of Travel Plan with Council	5 years after baseline survey	Upon achieving targets / failing to meet targets		TPC

Appendix A

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Notes:



1 0 1 2 3 4 5
SCALE 1:100 m

Key

--- Existing Property outline

--- 1.5m Cut line

--- 1.8m Cut line

--- Boundary line

--- Root Protection Zone

--- Existing Trees

--- Trees to be removed

D	Internal and external amendments	08/07/22
C	Wings Reduced	22/04/22
B	Planning Amendments	26/10/21
A	Planning Updates	03/09/21
0	Planning Issue	06/08/21
Rev	Description	Date



16 lambton place
notting hill
london w11 2sh
t 0 2 0 7 2 2 9 3 1 2 5
f 0 2 0 7 2 2 9 3 2 5 7
e info@wolffarchitects.co.uk

status:

PLANNING

project:
**44-46 Hampstead Lane
London**

drawing title:
Proposed Basement

date: **29/06/21** scale: **As indicated**

dwg no: **1627-PL-200** rev no: **D**

Proposed Basement
1:100

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Notes:



1 0 1 2 3 4 5
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D	Internal and external amendments	08/07/22
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16 lambton place
notting hill
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t 0 2 0 7 2 2 9 3 1 2 5
f 0 2 0 7 2 2 9 3 2 5 7
e info@wolffarchitects.co.uk

status:

PLANNING

project:
**44-46 Hampstead Lane
London**

drawing title:
**Proposed Lower
Ground Floor**

date:
29/06/21

scale:
**As
indicated**

dwg no:
1627-PL-201

rev no:
D

Proposed Lower Ground Floor
1:100

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e info@wolffarchitects.co.uk

status:

PLANNING

project:
44-46 Hampstead Lane
London

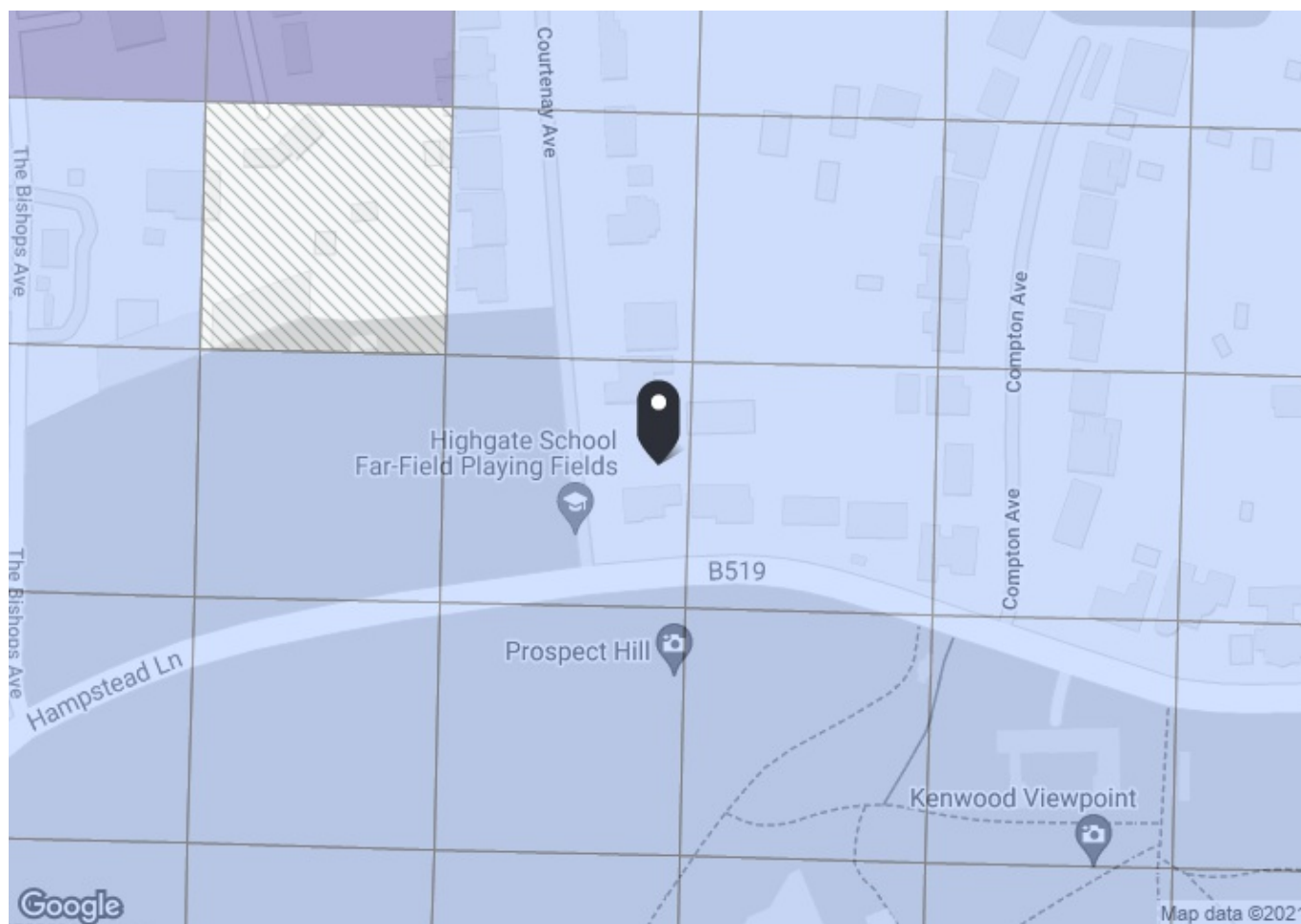
drawing title:
Proposed Ground
Floor

date:
29/06/21
scale:
As
indicated

dwg no:
1627-PL-202
rev no:
D

Proposed Ground Floor
1:100

Appendix B



PTAL output for Base Year 1b

46 Hampstead Ln, London N6 4LL, UK
Easting: 527084, Northing: 187652

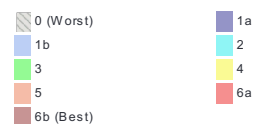
Grid Cell: 118715

Report generated: 14/06/2021

Calculation Parameters

Day of Week	M-F
Time Period	AM Peak
Walk Speed	4.8 kph
Bus Node Max. Walk Access Time (mins)	8
Bus Reliability Factor	2.0
LU Station Max. Walk Access Time (mins)	12
LU Reliability Factor	0.75
National Rail Station Max. Walk Access Time (mins)	12
National Rail Reliability Factor	0.75

Map key - PTAL



Map layers

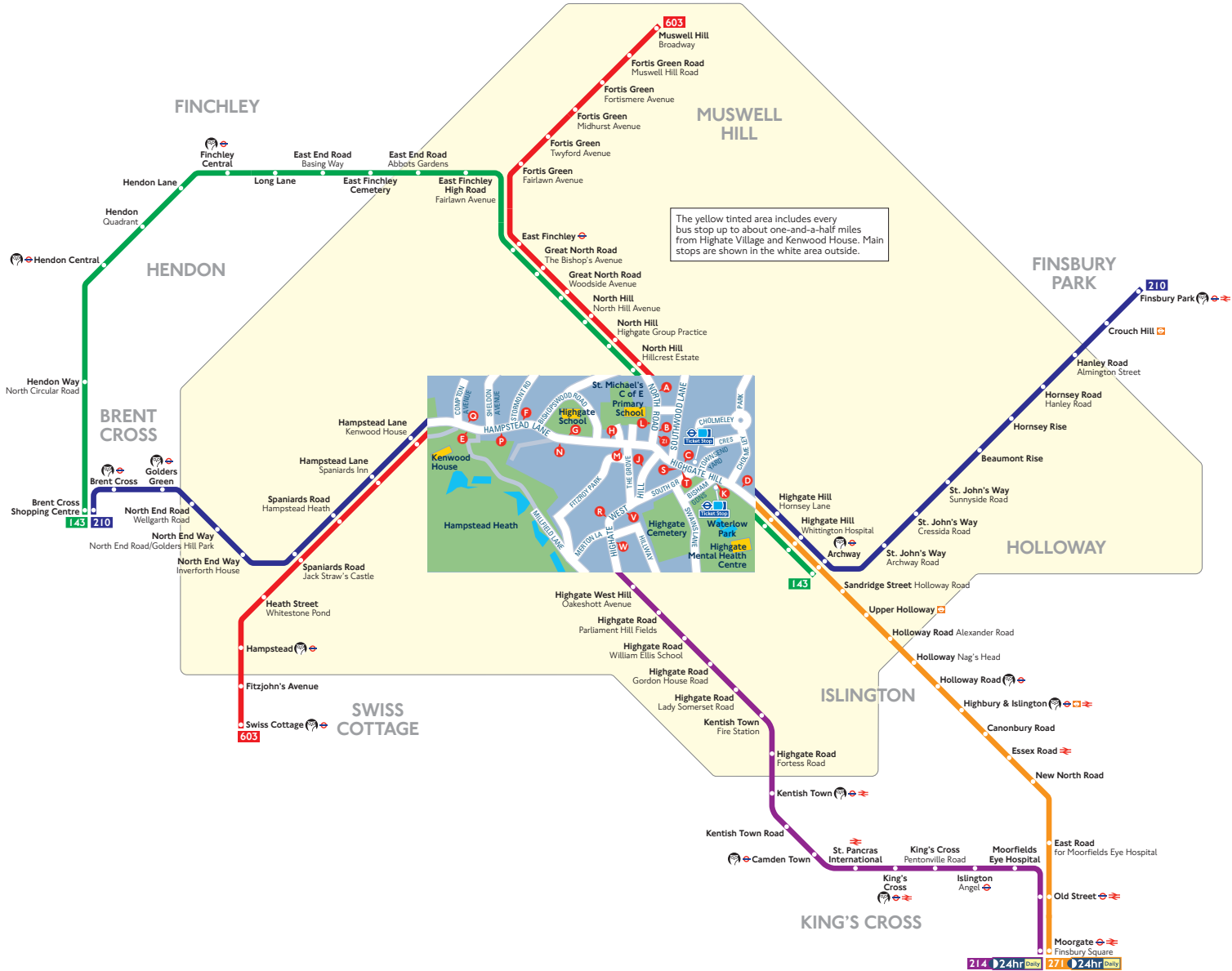
 PTAL (cell size: 100m)

Calculation data

Mode	Stop	Route	Distance (metres)	Frequency(vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	HAMPSTEAD LN COMPTON AVE	210	250.96	7.5	3.14	6	9.14	3.28	1	3.28
Total Grid Cell AI:										3.28

Appendix C

Buses from Highgate Village and Kenwood House



Route finder

Bus route	Towards	Bus stops
143	Archway	A B C D
	Brent Cross	K L S
	Shopping Centre	
210	Brent Cross	E K M N P S
	Shopping Centre	
	Finsbury Park	C D F G H O
214	Moorgate	V W Z
271	Moorgate	D T
603	Muswell Hill ▼	F G H L O
	Swiss Cottage ▼	A B E M N P

Key

	Connections with London Underground
	Connections with London Overground
	Connections with National Rail
	Tube station with 24-hour service Friday and Saturday nights
	Monday to Saturday peak journeys only

Ways to pay

	Use your contactless debit or credit card. It's the same fare as Oyster and there is no need to top up.
	Top up your Oyster pay as you go credit or buy Travelcards and bus & tram passes at around 4,000 shops across London.
	Sign up for an online account to top up online and see your travel history and spending.