

Strategy: Public Transport

Measure PT1: Distribution of Public Transport Map and Information

- 9.25 Information and maps detailing key public transport infrastructure and routes, including bus, train and underground, will be made available and visible to commercial tenants so as to illustrate the convenience of these alternatives.
- 9.26 Where services allow easy access by those with reduced mobility, this will be emphasized.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Improved perception of public transport modes Increased uptake of public transport services Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, TFMs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, On-going

Measure PT2: Promotion of 'Catch the Bus Week' Campaign

- 9.27 Catch the Bus Week is a nationwide campaign taking place in July that encourages people to take the bus rather than drive. It aims to reduce congestion and the stress of commuting by car while also supporting the economy. The CTPC will promote this scheme and encourage participation via TIPs and TFMs.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Improved perception of public transport modes Increased uptake of public transport services Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	TIP, TFMs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	July (Annually)

Measure PT3: Season Ticket Loans

- 9.28 The CTPC will encourage commercial tenants to offer loans for bus, national rail and cycle-hire season tickets to their employees as appropriate. Such loans reduce the immediate cost of using these more sustainable alternatives, making them appear more competitive with private transport.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Improved perception of public transport modes Increased uptake of public transport services Reduced air pollution Reduced car ownership and usage
	Promotional Strategy(ies):	Dialogue with Commercial tenants
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	July (Annually)

Strategy: Multi-Modal / Other**Measure M1: Travel Planning Assistance**

- 9.29 When possible, the CTPC will provide personalised journey planning to commercial tenants and employees that request it. In order to accomplish this, it is recommended that the CTPC use a combination of online mapping utilities (e.g. Google Maps), online journey planners (e.g. TfL 'Plan A Journey'), timetables and local knowledge.
- 9.30 In order to promote independent travel planning, the CTPC will also recommend independent use of these websites, and of Apple and Android mobile applications (Apps) which can assist individuals on the move. These Apps could include:
- Google Maps – a versatile mapping App providing real-time information across multiple modes, journey planning utilities and GPS navigation worldwide;
 - Here WeGo – an extremely simple mapping App designed for use by those which are less familiar or confident with mobile devices; and
 - The Trainline – this App focuses on providing real-time train information, and the ability to buy tickets for both rail and connecting bus services in some locations.
- 9.31 The availability of this personalised travel planning will be promoted via TIPs, TFEs and other means as appropriate. Tenants and employees seeking to take advantage of this service will be expected to make an appointment with the CTPC which both parties can easily attend.

Promotion	Target(s):	Commercial tenants and employees
	Benefit(s):	Promote Awareness of Sustainable Modes; Promote Uptake of Sustainable Modes Reduce Congestion
	Promotional Strategy(ies):	TIP, TFEs
	Indicative Cost:	Very Low
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	Site's initial occupation, on-going

Measure M2: Promotion of Externally-Organised Events

- 9.32 The CTPC will be responsible for monitoring local, regional and national events / schemes associated with sustainable travel.
- 9.33 For example, 'European Mobility Week', which ran between 16th – 22nd September 2016, was an internationally organised sustainable travel event co-ordinated in the United Kingdom by non-profit 'Act TravelWise' in collaboration with local authorities which encouraged 2,427 towns and cities across Europe to promote involvement in new and existing sustainable travel opportunities.
- 9.34 The CTPC will promote participation in such events as appropriate.

Promotion	Target(s):	Various
	Benefit(s):	Various
	Promotional Strategy(ies):	Various
	Indicative Cost:	Unknown
	Party Responsible for Providing Materials:	CTPC
	Party Responsible for Distributing Materials:	CTPC
	Deadline:	On-going

Measure M3: Identification of Other Opportunities

- 9.35 The CTPC will be responsible for identifying further opportunities to meet the aims of this TP as these will likely become apparent following the development's occupation. Once a new measure is established, it will be the responsibility of the CTPC to raise awareness and uptake this in line with his existing responsibilities.

Measure M4: Continuing Open Dialogue with RBC Travel Planning Officers

The CTPC will be responsible for maintaining an open line of communication with RBC travel planning officers, making contact at least bi-annually. By maintaining this relationship, it will be possible for the CTPC to encourage their participation in on-site travel planning activities; remain informed about other policy changes, and make queries when necessary.

Table 9.1: Action Plan

		Delivery					Aims										
		Party Responsible For:				Deadline	Promote Awareness	Promote Uptake	Minimise Single-Occupancy Car Use	Manage On-site Parking	Promote Car-based alternatives	Improve Health	Reduce Pollution	Reduce Congestion	Increase Accessibility by the less mobile	Reduce Unnecessary Travel	Protect Vulnerable Site Users
		Providing Materials	Distributing Materials	Providing Infrastructure	Management												
DM1	Access Strategy	CTPC	CTPC	Dev*	RMC, FMC	Initial occupation, on-going			✓	✓			✓	✓	✓	✓	✓
DM2	High-quality Public Realm	-	-	Dev*	RMC, FMC	Construction Phase		✓	✓			✓	✓	✓	✓	✓	✓
DM3	Mixed-use Development	-	-	Dev*	RMC, FMC	Construction Phase		✓	✓			✓	✓	✓	✓	✓	
P1	On-site Car Parking Provision and Management	CTPC	CTPC	Dev*	RMC, FMC	Construction Phase, On-going	✓		✓	✓	✓		✓	✓		✓	
P2	Distribution of Alternative Parking Map and Information	CTPC	CTPC	-	-	Initial occupation, on-going	✓		✓						✓		
P3	Promotion of Car Sharing	CTPC	CTPC	-	-	Construction Phase, on-going	✓	✓	✓		✓		✓	✓	✓		
P4	Car Clubs (<i>Provision and Maintenance of Car Club Spaces</i>)	-	-	Dev*	RMC, FMC	Construction Phase, on-going		✓		✓	✓		✓		✓	✓	
	Car Clubs (<i>Promotion</i>)	CTPC	CTPC	-	-	Initial occupation, on-going	✓	✓			✓		✓	✓	✓	✓	

		Delivery					Aims										
		Party Responsible For:				Deadline	Promote Awareness	Promote Uptake	Minimise Single-Occupancy Car Use	Manage On-site Parking	Promote Car-based alternatives	Improve Health	Reduce Pollution	Reduce Congestion	Increase Accessibility by the less mobile	Reduce Unnecessary Unsustainable Travel	Protect Vulnerable Site Users
		Providing Materials	Distributing Materials	Providing Infrastructure	Management												
P5	Promotion of Taxi Services	CTPC	CTPC	-	-	Initial occupation, on-going	✓		✓		✓		✓	✓	✓		✓
P6	Guaranteed Ride Home Scheme	Tenant				On-going		✓	✓	✓		✓	✓	✓	✓	✓	✓
W1	Distribution of Pedestrian Route Map	CTPC	CTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓			✓		✓
W2	Promotion of Walking’s Health Benefits	CTPC	CTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓			
W3	Provision of Coat Racks and Umbrella Stands	Tenant				Initial occupation, on-going		✓	✓			✓	✓	✓		✓	
C1	Distribution of Cycling Infrastructure Map	CTPC	CTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓		✓	
C2	Promotion of Cycling’s Health Benefits	CTPC	CTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓			
C3	Cycle Parking (Provision and Maintenance)	-	-	Dev*	RMC, FMC	Construction Phase		✓	✓	✓		✓	✓	✓			
	Cycle Parking (Promotion)	CTPC	CTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓		✓	
C4	Promotion of Bicycle Hire Schemes	CTPC	CTPC	-	-	Initial occupation, on-going	✓	✓	✓			✓	✓	✓			
C5	Cycle to Work Schemes	Tenant				On-going	✓	✓	✓			✓	✓	✓		✓	

		Delivery					Aims										
		Party Responsible For:				Deadline	Promote Awareness	Promote Uptake	Minimise Single-Occupancy Car Use	Manage On-site Parking	Promote Car-based alternatives	Improve Health	Reduce Pollution	Reduce Congestion	Increase Accessibility by the less mobile	Reduce Unnecessary Travel	Protect Vulnerable Site Users
		Providing Materials	Distributing Materials	Providing Infrastructure	Management												
C6	Showering and Storage Facilities	-	-	Dev*	RMC, FMC	Construction Phase		✓	✓			✓	✓	✓		✓	
PT1	Distribution of Public Transport Map and Information	CTPC	CTPC	-	-	Initial occupation, on-going	✓	✓	✓				✓	✓		✓	
PT2	Promotion of 'Catch the Bus Week' Campaign	CTPC	CTPC	-	-	July (Annually)	✓	✓	✓				✓	✓		✓	
PT3	Season Ticket Loans	Tenant				On-going		✓	✓			✓	✓	✓	✓	✓	
M1	Travel Planning Assistance	CTPC	CTPC	-	-	Initial occupation, on-going	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
M2	Promotion of Externally-Organised Events	CTPC	CTPC	-	-	On-going	Various										
M3	Identification of Other Opportunities	CTPC	CTPC	-	CTPC	On-going	Various										
M4	Continuing Open Dialogue with RBC Travel Planning Officers	-	-	-	CTPC	On-going	Various										

10 Implementation and Management Strategy

Introduction

- 10.1 This section outlines the management strategy for the CTP (and subsequent FCTP).

Travel Plan Implementation

Securing and Funding the CTP

- 10.2 It is envisaged that this CTP will be secured through a Section 106 agreement.
- 10.3 The developer will demonstrate its commitment to this CTP by implementing those measures outlined within the Action Plan for which it has been designated as a responsible party. These are predominantly design measures which will improve connectivity and encourage walking and cycling, whilst minimising car trips to and from the site, naturally through design.
- 10.4 The Developer will ensure that suitable funding for the CTP is provided. This will ensure future commitment and on-going monitoring and review.

CTPC Role and Responsibilities

- 10.5 Effective management of the CTP, combined with clearly defined roles and responsibilities, is recognised as being fundamental to achieving the aims and objectives of this document. It is anticipated that an FMC will be appointed by the Developer, which will in turn appoint the CTPC. The FMC will ensure that up-to-date contact details for the CTPC are provided to RBC.
- 10.6 It is likely that the role of CTPC will be undertaken by an existing member of staff from the FMC on a part-time basis (one day per month) with assistance from colleagues and an external consultancy if necessary. The CTPC's responsibilities will include:
- Obtaining and maintaining commitment and support from commercial tenants;
 - Distributing relevant materials, such as copies of the TIP or CTP upon request;
 - Implementing the promotional strategy outlined in **Section 8** and the action plan outlined in **Section 9**;
 - Providing travel planning advice when requested;
 - Liaising with other occupiers on-site and outside (e.g. stakeholders, RBC, public transport operators) as required;
 - Liaison with other stakeholders to organise promotional events and other marketing opportunities;
 - Attending TFM's;

- Coordinating the implementation and management strategy of the CTP outlined in this section;
- Coordinating the monitoring and enforcement strategy of the CTP as outlined in **Section** Error! Reference source not found.; and
- Co-ordinating with the RMC, FMC and RTPC as required.

Partnership and Collaborative Working

- 10.7 The CTPC will collaborate with other stakeholders as and when required. TFMs will represent an ideal opportunity to collaborate with commercial tenants, employees and other stakeholders (e.g. RBC representatives, local residents) as appropriate. However, the CTPC will also maintain an open line of communication with relevant stakeholders and commercial tenants to permit collaboration as and when required.

11 Monitoring and Review Strategy

Introduction

- 11.1 This section outlines the monitoring and review strategy for the CTP (and subsequent FCTP).

Monitoring

- 11.2 In order to determine the impacts of this Travel Plan, the CTPC will ensure that baseline travel surveys are undertaken within six months of the site's initial occupation or 75% occupancy of commercial units (whichever comes first). The purpose of these surveys will be to determine the typical travel habits of Retail, Office, Health and Community user groups travelling to and from the site.
- 11.3 The results of this survey will replace the Retail and Office mode share forecasts outlined in **Table 6.1** and **Table 6.2**. These may form the baseline for annual travel planning targets as part of the FCTP, should such targets be considered appropriate.
- 11.4 Comparable surveys will be conducted bi-annually following this. These surveys will continue until five years after the baseline travel survey.
- 11.5 The CTPC will seek to gain a +50% response rate from commercial tenants and employees for the baseline and subsequent annual surveys so as to provide an accurate understanding of progress towards established targets.
- 11.6 As previously indicated, TFM's will also be held quarterly in order to permit commercial tenants, employees and other stakeholders an opportunity to gather information or voice concerns.
- 11.7 The results of these events and surveys will be used to assess progress towards the aims and objectives of the CTP and subsequent FCTP, comprehensive strategic reviews of which will be carried out at scheduled intervals, or when considered necessary.
- 11.8 In addition, formal audits of commercial cycle parking will be undertaken six months after initial occupation, and then on an annual basis by the FMC. Following this, the FMC will monitor the condition and usage of commercial cycle parking on a more regular basis but such monitoring will not be as formal or comprehensive.
- 11.9 For reference, **Table 12.1** provides a summary of the travel plan monitoring framework; this includes each monitoring process and its timescales for delivery.

Table 11.1: Travel Plan Monitoring Framework

Action	Timescale
Baseline commercial travel surveys	Within six months of occupation or at 75% occupancy of commercial units (whichever comes first)
Undertake formal audits of commercial cycle parking	Six months then annually
Future commercial travel surveys	1st, 3rd and 5th Year
Transport Forum Meetings (TFMs)	Quarterly
Feedback to Commercial tenants at the development	Quarterly (following TFMs)
Undertake comprehensive strategic review of all aspects of the CTP (including the objectives, the need for targets, the action plan and the monitoring programme)	Six months, 3rd and 5th Year Intervals (or when considered necessary)

Review

- 11.10 The CTP will be reviewed regularly. The data gathered by the surveys will also be analysed by the CTPC. Following the baseline travel survey, the need for travel planning targets will be considered.
- 11.11 In Year 1, 3 and 5 following initial occupation, targets (or the need for targets) will be reviewed against data from each travel survey to determine progress towards the aims and objectives outlined within **Section 4**.
- 11.12 If the monitoring and review process finds that the CTP is under performing and targets are not being achieved, the CTPC would be responsible for meeting with RBC officers to discuss possible explanations and to debate the need for new and updated measures. Any new measures introduced would then need to be marketed to commercial tenants, employees or visitors as applicable to encourage uptake.
- 11.13 The CTP (and subsequent FCTP) will be updated to reflect any new measures, incentives or promotional strategies which evolve from the review process.

Remedial Measures

- 11.14 Any remedial measures would need to be discussed and agreed with the local authority, and should only be considered where there is clear evidence that measures outlined within this CTP have not been adequately implemented.

12 Commercial Travel Plan Co-ordinator Details

Introduction

- 12.1 This section provides the contact details of the current CTPC.

CTPC Contact Details

- 12.2 The contact details for the current CTPC are as follows:

Name: _____

Phone: _____

Email: _____

Appendices

A Site Plan

Control Information

Prepared by

Steer
28-32 Upper Ground
London SE1 9PD
+44 20 7910 5000
www.steergroup.com

Prepared for

Hermes Property Unit Trust
Sixth Floor
150 Cheapside
London EC2V 6ET

Steer project/proposal number

23061101

Client contract/project number

Author/originator

Tom Wood

Reviewer/approver

Adrian Cole

Other contributors

Francesca Whitfield

Distribution

Client: Client Team Steer: Project Team

Version control/issue number

Final

Date

14.12.2018

Control Information

Prepared by

Steer
28-32 Upper Ground
London SE1 9PD
+44 20 7910 5000
www.steergroup.com

Prepared for

Hermes Property Unit Trust
Sixth Floor
150 Cheapside
London EC2V 6ET

Steer project number

23061101

Client contract/project number

Author/originator

Francesca Whitfield

Reviewer/approver

Adrian Cole

Other contributors

Distribution

Client: Client Team Steer: Project Team

Version control/issue number

Final

Date

18.12.2018

