



B&Q site, Cricklewood Lane, Cricklewood
Proposed residential led development

FRAMEWORK TRAVEL PLAN

Prepared by: Entran Ltd

On behalf of: Montreaux Cricklewood Developments Ltd

DATE: July 2020



WEST OF ENGLAND
TRAVEL PLAN AWARDS
GOLD AWARD



Entran is committed to reducing unnecessary waste in the environment. For this reason our paper reports are printed:

- Double sided;
- Using 10 point font; and
- On recycled paper.

Additional copies of this report are available on CD-ROM. If you require this report in another format please ask.



B&Q site, Cricklewood Lane, Cricklewood
Proposed residential led development

FRAMEWORK TRAVEL PLAN

Revision	Date	Notes	Author	Checked	Approved
V1	July 2020	Issue	RAF	RLF	RGW

Entran Limited
78 York Street
London
W1H 1DP

T: 0203 949 9922



CONTENTS

1.0	INTRODUCTION	6
2.0	SITE LOCATION AND DESCRIPTION	7
3.0	TRAVEL PLAN OVERVIEW	8
4.0	POLICY AND BEST PRACTICE	11
5.0	SITE ASSESSMENT	13
6.0	DEVELOPMENT OF THE TRAVEL PLAN	24
7.0	TARGETS	25
8.0	MEASURES	26
9.0	MONITORING AND REVIEW	38
10.0	SECURING AND ENFORCEMENT	40
11.0	SUMMARY AND CONCLUSIONS	41

FIGURES

2.1	Location Plan
5.1	PTAL grid plan
5.2	Traffic survey locations
5.3	Existing waiting restrictions
5.4	Pedestrian isochrones
5.5	Local Cycle routes
5.6	Cycle isochrones
5.7	Proposed Brent Cross West rail station
5.8	Multi-modal travel times
5.9	Existing Car Club locations
8.1	Proposed public realm improvements (artists impression)

APPENDICES

A	Illustrative Masterplan
B	Bus routes
C	iBase travel questionnaire



TABLES

- 3.1 Who will benefit?
- 5.1 Existing traffic flows
- 5.2 Bus route summary
- 5.3 Existing rail services to Cricklewood Station
- 7.1 Residential mode share targets
- 7.2 Non-residential mode share targets
- 8.1 Trip reduction measures
- 8.2 Action plan
- 8.3 Measures to encourage walking
- 8.4 Measures to encourage cycling
- 8.5 Measures to encourage public transport use
- 8.6 Measures to reduce use of vehicles to core activity
- 9.1 Schedule of surveys



1.0 INTRODUCTION

1.1 Overview

1.1.1 This Framework Travel Plan (FTP) has been prepared on behalf of Montreaux Cricklewood Developments Ltd in support of an outline planning application for a residential-led mixed-use redevelopment of land situated at Cricklewood Lane, Cricklewood in the London Borough of Barnet.

1.1.2 The Illustrative Masterplan is included as **Appendix FTP-A**.

1.1.3 The proposed 1100 residential dwellings comprise 148 studio flats, 413 one-bed flats; 434 two-bed flats and 105 three-bed flats. The commercial and community uses comprise up to 1200² of flexible floorspaces (A3/B1/D1/D2).

1.1.4 The proposed development will have provision for ancillary car and cycle parking. The residential parking will comprise of 33 spaces suitable for Blue Badge holders with sufficient area for a further 77 Blue Badge spaces. Operational car parking only would be provided for the commercial and community uses. In accordance with the London Plan, 20% of all parking spaces will be provided with electric vehicle charging points (EVCP) and passive provision will be made available to remaining 80%.



1.1.5 The proposed development will deliver key infrastructure which will enhance walking, cycling and public transport use in the area. A fundamental component of the development is the new public realm comprising a new public square and landscaped pedestrian/cycle route linking Depot Approach and Cricklewood Lane. Further public realm enhancements are proposed as part of the Proposed Development.

1.1.6 The outline planning application is supported by a full Transport Assessment which assesses the transport effects of the proposed development. This FTP should be read in conjunction with that report.

1.1.7 This FTP forms one element of a three-part Transport Implementation Strategy comprising:

- Framework Travel Plan
- Delivery & Servicing Plan
- Demolition and Construction Management Plan

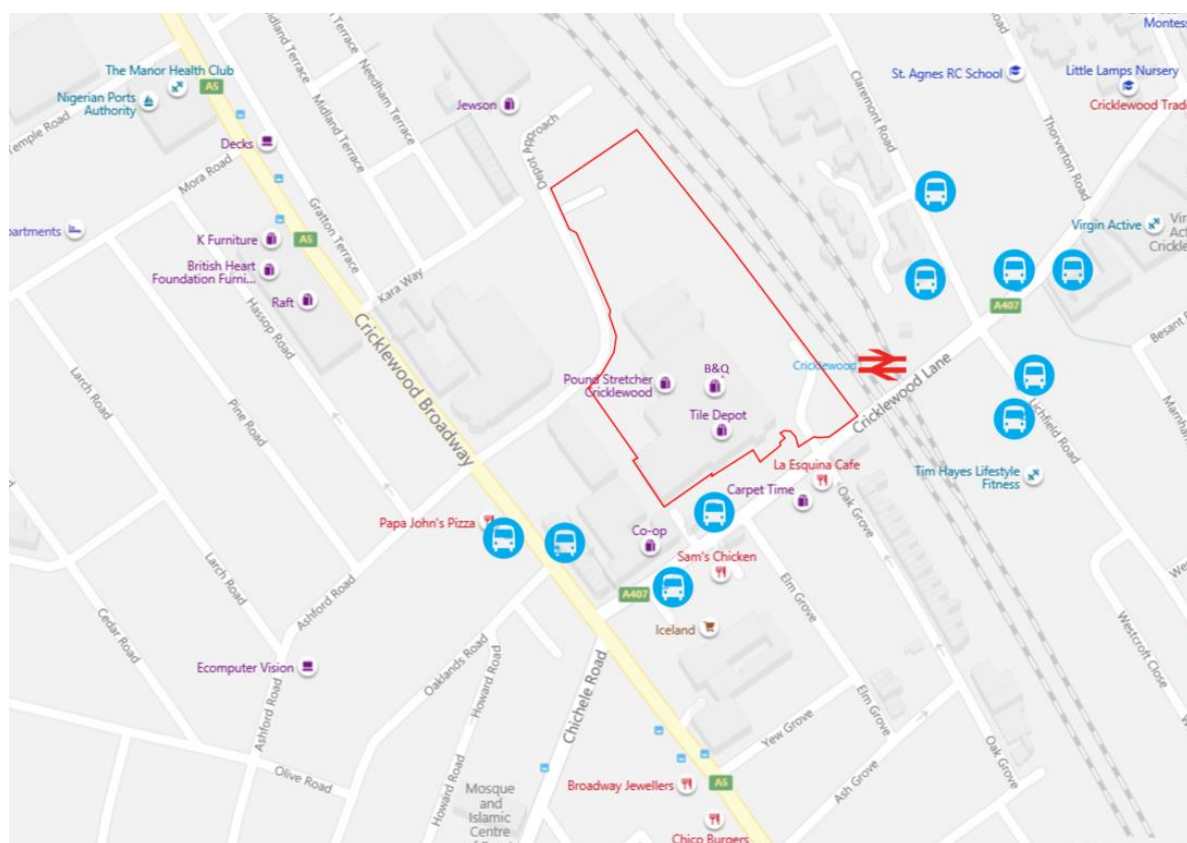
2.0 SITE LOCATION AND DESCRIPTION

2.1 Strategic Site Location

2.1.1 The Site is located to the west of Cricklewood Station in the heart of Cricklewood. The Site fronts onto Cricklewood Green which abuts Cricklewood Lane on the Site's south-eastern boundary. The Site's north-eastern boundary is formed by the rail line leading from Cricklewood Station towards Brent Cross. The north-western boundary adjoins a surface level private car park (Beacon Bingo) and the south-eastern boundary adjoins private road, Depot Approach and an adjacent commercial site which benefits from an extant planning permission for residential development.

2.1.2 The site location in its wider context is shown below in Figure 2.1.

Figure 2.1 – Location Plan



2.1.3 The Site is currently occupied by a retail warehouse (use class A1) owned and operated by B&Q. Two additional smaller retail warehouse units (Poundstretcher and Tile Depot) adjoin B&Q. The combined gross floor area (GFA) of the existing retail units is 7,990m². The existing Site use incorporates a car park with 470 car parking spaces. The Site has three vehicular accesses, one of which joins Cricklewood Lane (A407) whereas the other two join Depot Approach. The Cricklewood Lane access is a priority junction with a narrow ghost right-turn lane for drivers turning right into the Site, and a restricted-movements layout preventing right turns out of the Site. The two accesses onto Depot Approach comprise the service access and a second access into the car park. The service access takes the form of a wide bellmouth (to allow for large service vehicles) with gates at the back edge of the pedestrian footway. The service yard serves all three retail units situated within the Site. The car park entrance on Depot Approach is another wide bellmouth with entry and exit lanes divided by a central splitter island. The entry and exits are gated, and signage indicates that the private car park is for customer use with a maximum stay of three hours.

2.1.4 Site investigation indicates that 'We buy any car, Cricklewood' also trades from the Site and photographic evidence (Aug '14 - Jan '20) shows the small temporary office has been located within the car park for at least five years. In addition, 'The Lunch Box' is a mobile catering van which is also located within the car park.



3.0 TRAVEL PLAN OVERVIEW

3.1 Purpose and Scope

- 3.1.1 This FTP forms part of a Transport Implementation Strategy (TIS) which seeks to influence how people travel rather than simply providing facilities based on current travel habits. This will encourage the use of sustainable travel modes from the outset. The TIS includes a Framework Travel Plan, A Delivery & Servicing Plan and a Construction Logistics Plan. Montreaux Cricklewood Developments Ltd are committed to implementing and sustaining an effective Travel Plan to influence travel behaviour for employees, visitors and residents. This FTP provides a management plan for the movement of people, vehicles and goods.
- 3.1.2 The approach to this Proposed Development is to plan how people should travel to and from the development and then to provide the appropriate layout and infrastructure for them to do so. By planning the movement of people from the outset the scheme's layout and future management has been designed to influence modes of travel rather than simply reacting to them. The focus of any such plan is to reduce the need to travel, especially by car, and the provision of a mixed-use scheme incorporating employment and residential properties in an area with very good access to public transport is a fundamental element in achieving this objective.
- 3.1.3 As the outline planning application comprises a mix of uses, this document has been prepared using the principles of a Framework Travel Plan rather than a full TP as the commercial/community occupiers and residents are not known at this stage. This approach will allow the FTP to provide full details of the infrastructure and management processes so that detailed TPs may be prepared for individual occupiers or uses using this main document for guidance.
- 3.1.4 The primary objective of the FTP will be to effect a change in both attitude to travel and more practically, a reduction in the use of single occupancy private car travel, thereby reducing total car mileage and the resultant impact on the environment. Additional, specific objectives are detailed in this FTP.
- 3.1.5 This is fully in accordance with the primary objectives of the Mayor's Transport Strategy (2018) and the 2019 National Planning Policy Framework (NPPF). This FTP has been prepared with reference to the Department for Transport guidance document 'The Essential Guide to Travel Planning' March 2008 and Transport for London's Travel Plan guidance (November 2013).
- 3.1.6 The FTP will be a permanent and ongoing strategy for enabling residents, staff and visitors to travel to the site by more environmentally sustainable modes of transport and also to provide information and incentives to visitors.

3.2 Introduction to Travel Plans

- 3.2.1 A Travel Plan (TP) is a package of initiatives to tackle different aspects of transport, including commuter journeys, business travel and fleet management. The elements of a TP can vary depending on the nature of the development and local geography and circumstances.
- 3.2.2 A TP is typically a package of practical measures to encourage staff and residents to choose an alternative to single-occupancy car-use, and to reduce the need to travel in connection with their work.
- 3.2.3 The TP should be tailored to a particular site and include a range of measures which will make a positive impact at that site, e.g. making best use of public transport; setting up a car sharing scheme; providing cycle facilities; restricting car parking or possibly setting up video conferencing facilities to cut travel to other sites. The purpose is to make the more sustainable transport modes safe and practical and therefore attractive to residents and staff.
- 3.2.4 The key aspect of a TP is that it integrates the various ways an organisation uses transport to ensure that they complement each other. A TP can have real benefits to the development, its staff and residents, and the local community.



3.3 The Benefits of a Travel Plan

- 3.3.1 The effects of travel choices on our environment, our health and our quality of life are well documented. Sources describe how increases in road traffic have produced unsustainable levels of congestion and pollution. The effects can be felt at a local level through poor air quality, noise and busier roads and at a global level through suggested linkages to climate change. Journeys by road are becoming slower and less reliable causing problems for the economy and stress to drivers.
- 3.3.2 Even a small modal shift in home-work-home journeys away from the car would result in a considerable reduction in traffic congestion and air quality at peak times.
- 3.3.3 It is necessary to look at the way staff and residents currently travel and consider ways of reducing the impact on the surrounding highway network of that travel. This means using more sustainable alternatives such as walking, cycling, bus or rail in preference to single occupancy car use. The TP should cause staff, residents and visitors to reconsider how they make regular journeys.
- 3.3.4 Table 3.1, below, summarises some of the benefits of implementing a TP and indicates who will benefit.

Table 3.1: Who will benefit from the Travel Plan?

Benefit	Workplace	Café / shop	Residents	Community/ Environment
Cost Savings	√	√	√	
Healthier staff/residents and reduced absenteeism	√	√	√	
Improved site access	√	√	√	√
Reduced Congestion	√	√	√	√
Reduced accidents	√	√	√	√
Improved staff morale	√	√		
Improved quality of life	√	√	√	√
Reduced stress	√	√	√	
Improved local air quality	√	√	√	√
Reduced noise				√

- 3.3.5 TPs can produce indirect but significant benefits, such as improving the punctuality of staff. For example, staff who cycle or walk to work will generally become fitter and by having a TP, the developer demonstrates a more responsible and caring attitude to staff, residents and the local community. Increasingly educational and commercial organisations are incorporating TPs into their environmental strategy. It is an important way of demonstrating their commitment to improving the environment.
- 3.3.6 In addition, a TP is a good foundation for future business operations. Transport sustainability and costs are issues that will become ever more important. The problems of traffic growth have been recognised from a global perspective, to a national level and down to local level.
- 3.3.7 TPs are seen to be a key factor in tackling the ever-increasing problems caused by the over reliance upon the motor car and the reluctance to use public transport or walk.



3.3.8 Details of relevant national and local guidance are provided in Section 4 of this report. The NPPF explains the Government's principal policies relating to transport and planning. This places increased emphasis on TPs with recognition given to the role they play in delivering sustainable transport objectives.

3.4 Components of the Travel Plan

3.4.1 As explained earlier, this FTP accompanies the proposal for new residential-led mixed use development at Cricklewood Lane and will set the parameters for future occupiers and residents to develop individual TP measures under the aegis of this main FTP. There are a number of key components required within such a TP to ensure that an effective and successful strategy is implemented. The key components include:

- **Background Information** – the existing travel habits of staff/residents/visitors must be identified and the reasons for them understood, before any attempt can be made to influence transport choices.
- **Objectives and targets** – once the existing conditions are known, realistic, attainable, time-bound objectives can be developed, in the light of operational and budgetary constraints. Objectives and targets may be different. Objectives may be as abstract as explaining the reason for implementing certain measures whereas targets may be measurable outcomes or goals.
- **Measures** – having set the objectives the appropriate measures required to attain them should be identified. This process will be an evolutionary one and the measures adopted may vary over time as new partners are found and the effectiveness of measures are evaluated. Therefore, both long and short term policies and initiatives need to be developed. The measures should be 'worked up' in partnership with the local highway and planning authorities.

This FTP identifies two types of measure; secured and potential. The secured measures are those which are either already in place or will be delivered as part of the Proposed Development. These may include both infrastructure and management practices. The potential measures are those which may be considered appropriate at some stage in the future but which will need to be reviewed following each survey and review session.

- **Raising awareness and Marketing** – it is essential, if the plan is to succeed, for the operators to "take ownership" of the plan. A wave of awareness and involvement must be created and the strategy to achieve this must be flexible, but an outline approach is set out within this FTP.
- **Monitoring and Review** – The range of success achieved, and the need to adopt new tactics or focus on new sub-groups, can only be recognised if attitudes to transport and the measures adopted are monitored from the beginning. This TP therefore sets a programme for surveys and reviews.

3.4.2 It should be noted that a TP is a document that will evolve over time as additional information becomes available and the travel habits of staff, residents and visitors change. To consider any document to be the definitive TP for the development will lead to an ineffective, and ultimately, obsolete initiative. The plan needs to set out the policy objectives and initiatives, but allow them to develop and evolve over time.

3.4.3 All of the above issues are discussed in greater detail in the following sections.



4.0 POLICY AND BEST PRACTICE

4.1 National Policy

4.1.1 Travel plans play an important role in ensuring that national, regional and local transport policy objectives are achieved, and the planning process encourages more sustainable development. The **National Planning Policy Framework (NPPF)** emphasises the need for sustainable travel to be at the heart of any planning permission. The NPPF states that travel plans are a tool for the planning system to deliver sustainable transport objectives, including:

- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling.
- Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
- More environmentally friendly delivery and freight movements, including home delivery services.

4.2 Regional Policy

4.2.1 The London Plan and The Mayor's Transport Strategy (MTS), put emphasis on the role of transport in achieving a sustainable city.

4.2.2 **The Intend to Publish London Plan (2019)** addresses transport at Chapter 10. The transport policies support the integration of transport and development by encouraging forms of development that reduce the need to travel and by seeking to improve public transport, walking and cycling opportunities. They state that high trip generating development will be supported only at locations with high levels of public transport accessibility and capacity, and that parking provision should reflect levels of public transport accessibility. The draft new London Plan sets out the requirement for developments with significant transport implications to include a Transport Assessment and Travel Plan as part of planning applications.

4.2.3 In 2017 TfL published the Mayor's **Healthy Streets Approach**, prioritising walking, cycling and public transport to create a healthy city.

4.3 Local Policy

4.3.1 London Borough of Barnet (LBB) requires Transport Assessments to be submitted as part of any major planning application and any planning application where the proposed development has significant transport implications. In addition, LBB requires either a Draft Travel Plan or Framework Travel Plan to be submitted in support of planning applications which are likely to have significant transport implications. This may include major commercial and residential developments, or minor change of use which would result in an increase in travel demand.

4.4 Best Practice Guidance

4.4.1 In recent years, guidance on best practice in travel planning has been issued at national, regional and local levels. In 2008, the Department for Transport published Guidance on securing travel plans through the planning system. This document provided guidance on the role and benefits of travel plans in the planning process, the way to secure them, their interrelationship with Transport Assessments. It also discusses the requirements and elements of an effective travel plan.

4.4.2 Transport for London's guidance on Travel Plans (November 2013) constitutes the relevant regional guidance for London boroughs. The guidance offers the most appropriate advice in preparing and implementing development related travel plans as part of the planning process. It sets out the thresholds, processes for securing a travel plan through the planning process as well as requirements for the travel plans. The guidance supports the achievement of transport objectives in the London Plan and the Mayor's Transport Strategy.



- 4.4.3 *NOTE: At the time of preparing this FTP, TfL is working with London Boroughs to create more space for people to safely walk or cycle as London emerges from the coronavirus lockdown. Temporary cycle lanes and wider pavements are among the changes that have been made as part of the 'Streetspace for London' initiative. It is possible that some of the temporary facilities will become permanent, but at the time of writing there is still considerable uncertainty as to the duration of any travel restrictions and the longevity of the Streetspace facilities. For this reason, the baseline conditions reflect the assessment work carried out before the coronavirus pandemic, and any references to future transport improvements relate to committed infrastructure work, outside of the Streetspace initiative.*



5.0 SITE ASSESSMENT

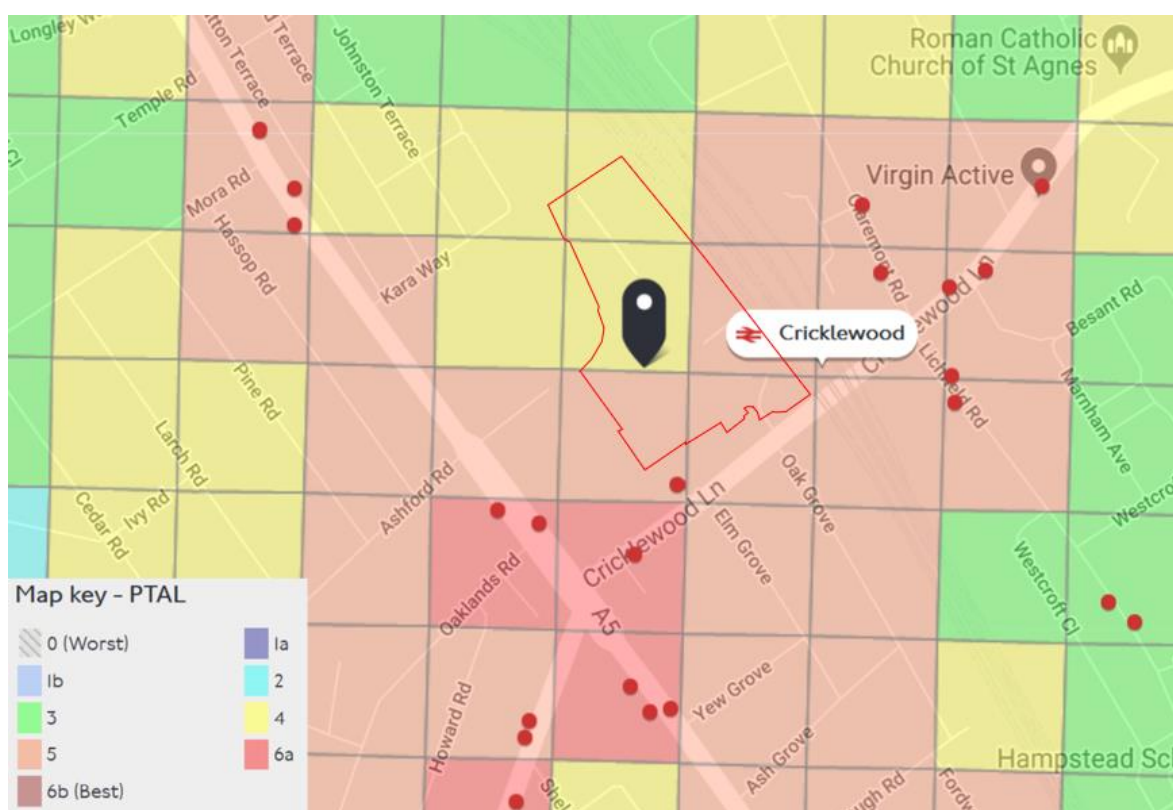
5.1 Site Description

5.1.1 The 2011 TfL mapping data shows the site to be located in an area with a PTAL rating of 4/5. The PTAL rating for the site takes into account the time taken to access the public transport networks and includes:

- The walk time to various public transport services
- The average waiting time for each service
- The reliability of each service

5.1.2 The methodology is based on a walk speed of 4.8km/hr (80m/min) and considers rail stations within a 12-minute walk (960m) of a site and bus stops within an 8-minute walk (640m). PTAL is categorised into six levels from 1 to 6 where 1 represents a low level of accessibility and 6 a high level. A 2011 baseline PTAL contour plan is included below as Figure 5.1.

Figure 5.1 – PTAL grid plan

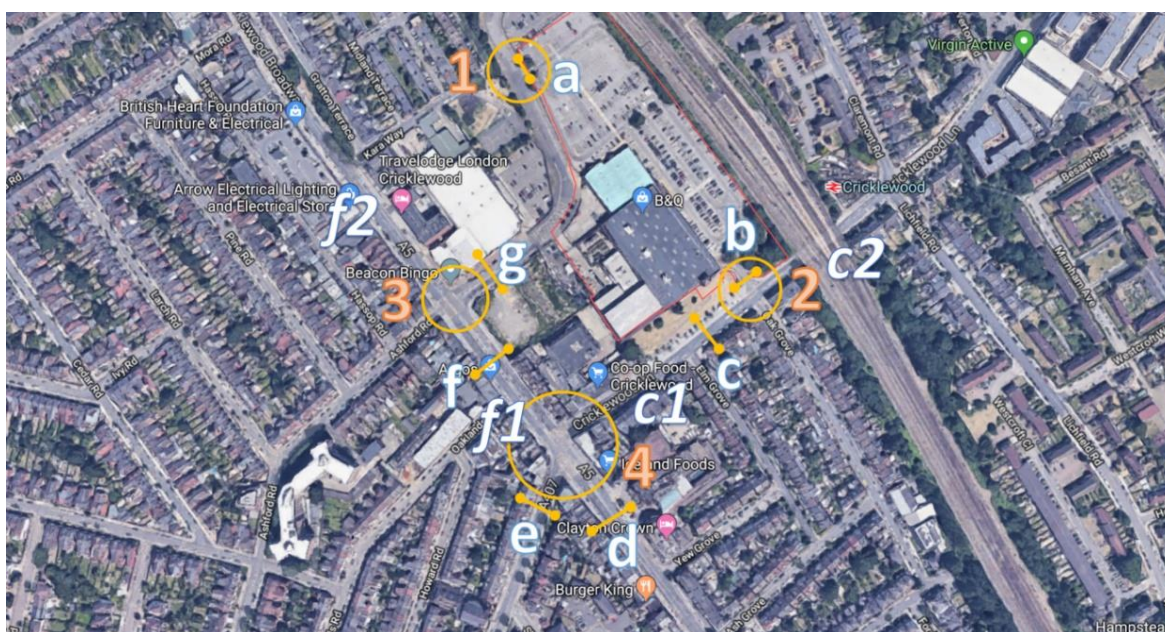


5.1.3 Figure 5.1 illustrates that the section of the Site that fronts onto Cricklewood Lane has a PTAL rating of 5 whereas the 'rear' portion of the Site has a PTAL rating of 4. It is important to recognise that this information is taken from the TfL WebCAT site which shows PTAL ratings in 100m squares. Needless to say, the accessibility of the Site does not adhere to the rectilinear form of these indicative squares, but it is reasonable to conclude that the PTAL score is 5 at the front of the Site and 4 at the rear. The lower PTAL rating at the north-western end of the Site is influenced by the walking distance to Cricklewood Station via Depot Approach. This walking distance would reduce if public access was formally allowed through the Site.

5.1.4 TfL describe PTAL 4/5 as a 'Good' level of accessibility, indicating that residents, staff, or visitors in this location would not be solely reliant on travel by private car. This is a suitable location to promote travel by sustainable modes.

- 5.1.5 Cricklewood Lane (A407) is a local distributor road joining the Cricklewood Broadway (A5) to the south west and Hendon Way (A41) to the north east.
- 5.1.6 Depot Approach is a private cul-de-sac serving a range of commercial premises including the Site, Beacon Bingo (premises and two car parks), Jewson building supplies, hand car wash, tyre supply and fitting business and a vacant development plot. Each of these businesses attract vehicular traffic in the form of customer cars and large service vehicles.
- 5.1.7 Depot approach takes access from Cricklewood Broadway (A5) by means of a four-arm signal-controlled junction with yellow hatched box-junction markings.
- 5.1.8 All service vehicles visiting the Site currently use Depot Approach. Customers arriving at the Site from the north-west generally use Depot Approach. Those arriving and departing to and from the north-east generally use the Cricklewood Lane access. Those arriving from the south have a choice of either access, but the right-turn ban out of the Cricklewood Lane exit means that all those leaving the Site to the south would use Depot Approach.
- 5.1.9 A detailed traffic survey was carried out in June 2019 as shown in Figure 5.2 below.

Figure 5.2 – Traffic survey locations



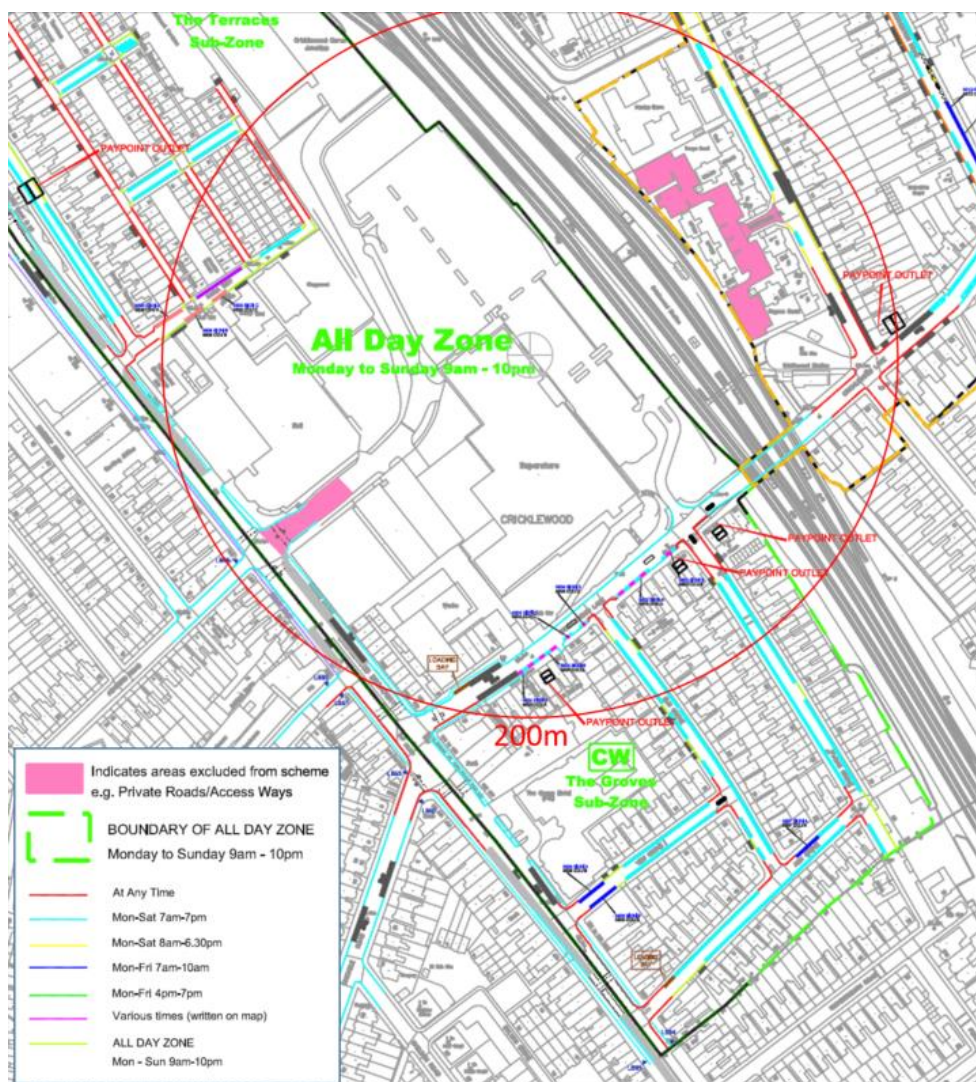
- 5.1.10 The observed 2019 traffic flows are shown in Table 5.1 below.

Table 5.1 – Existing daily traffic flows

Road link	2019 observed two-way traffic (AADF)	2020 baseline two-way traffic (AADF)
North car park access	2075	2075
South car park access	2516	2516
Cricklewood Lane (A407)	14167	14280
Cricklewood Broadway (A5) (SE)	21723	21897
Chichele Road (A407)	11313	11404
Cricklewood Broadway (A5) (NW)	24572	24768
Depot Approach	1747	1761

- 5.1.11 The traffic survey also specifically identified any traffic using the Site car park as a short-cut to avoid the Cricklewood Lane traffic signals. The survey identified 40 drivers cutting through the car park from Depot Approach to Cricklewood lane during the morning peak hour (0800-0900) and 41 during the evening peak (1700-1800). In the reverse direction, the survey only identified 2 or 3 vehicles during the peak hours. This traffic should not be using the car park as a 'rat-run' and would be redirected onto the public highway as a result of the Proposed Development.
- 5.1.12 All roads within 200m of the Site are either private, and therefore subject to private enforcement, or public highway and subject to waiting restrictions or Controlled Parking Zones (CPZ). The Site falls within the All Day Zone which operates seven days a week from 9am to 10pm. To the north of the Site is The Terraces sub-zone, to the south is The Groves sub-zone and to the north-east of the Site (beyond the rail bridge) is the C1 One-Hour Zone.
- 5.1.13 Generally, in the vicinity of the Site, Cricklewood Lane and Cricklewood Broadway have single yellow lines on both sides restricting parking Mon-Sat 7am to 7pm. All junctions are protected by double yellow lines denoting no waiting at any time.
- 5.1.14 On the south-eastern side of Cricklewood Lane a series of parking bays provide a mix of daytime (9am-5.30pm) short-stay (90 min) pay and display parking bays, and evening (5.30pm-10pm) resident permit holders only bays. The bays are for resident permit holders only on Sundays.
- 5.1.15 The existing waiting restrictions are illustrated on Figure 5.3 below.

Figure 5.3 – Existing waiting restrictions.



5.2 Audit Process

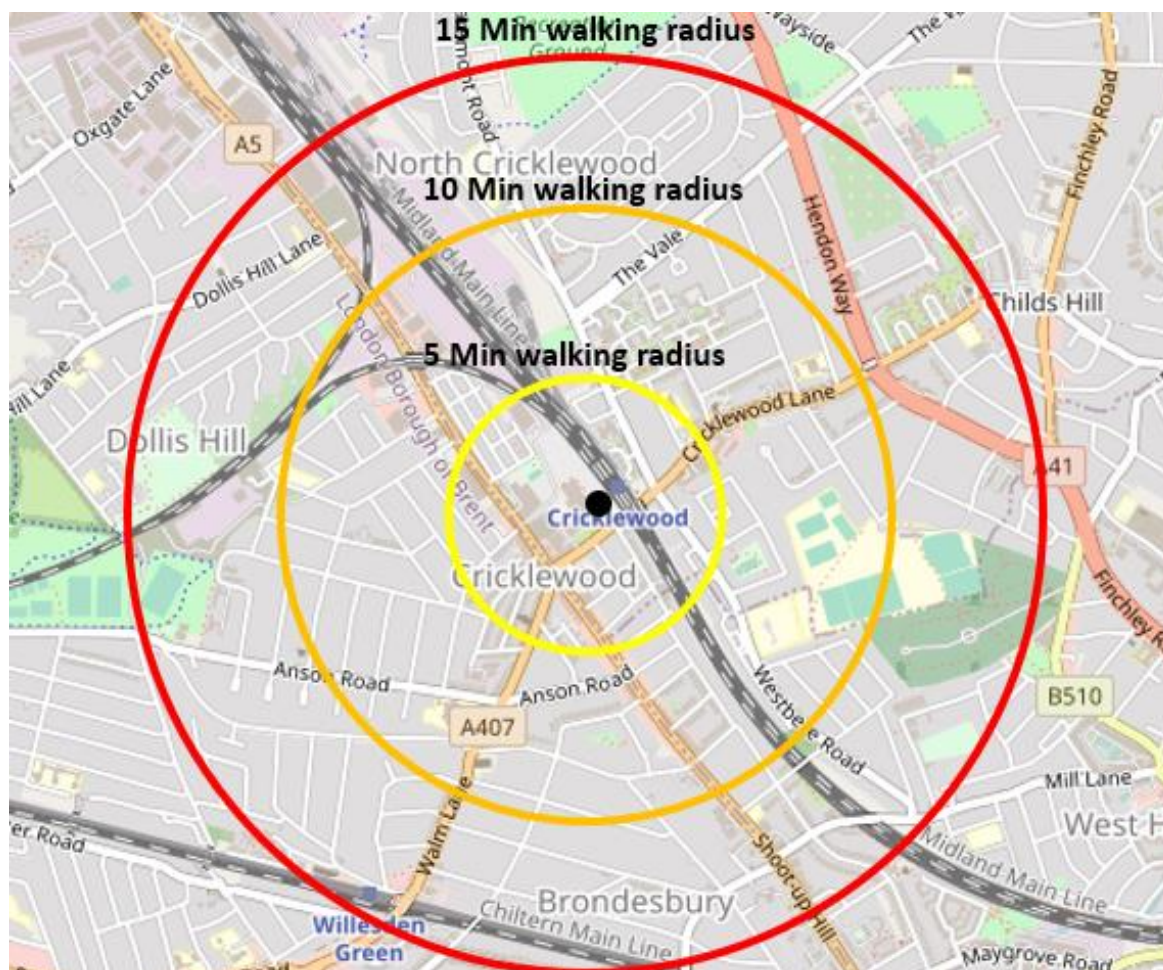
5.2.1 Initial pedestrian, cycle and public transport audits have been carried out for the Active Travel Zone surrounding the development site.

5.3 Pedestrian Movement

5.3.1 Acceptable journey distances on foot vary depending on the purpose of the journey, the environment in which the journey is taking place and of course the individual walking. Prior to being superseded by the National Planning Policy Framework (NPPF), PPG13 suggested that walking offers the greatest potential to replace short car trips for journeys less than 2km. The IHT guide 'Providing for Journeys on Foot' suggests that for commuting a desirable walking distance would be 500m, an acceptable walking distance would be 1km and the preferred maximum walking distance would be 2km, in line with the PPG13 advice. The 2011 Census data for Greater London shows that 32% of journeys to work on foot are over 2km in length. A walking distance of 2 kilometres, and more in some cases, is likely to be realistic for residents or visitors travelling to and from the Site.

5.3.2 Figure 5.4 shows walking radii from the Site, and given that most local services, shops and transport hubs can be found within a 400m radius (5-minute walk), this Site is very well placed to promote travel on foot.

Figure 5.4 – Pedestrian isochrones





- 5.3.4. An audit of pedestrian facilities around the site shows that the site benefits from good existing pedestrian facilities. To the east of the Site, Depot Approach joins the Cricklewood Broadway where many shops and services are located. This stretch of Cricklewood Broadway is a heavily trafficked road but with wide footways, street lighting and regular controlled pedestrian crossings along its length, it is suitable for travel on foot.
- 5.3.5. The junction between Depot Approach and Cricklewood Broadway is signal controlled with pedestrian stages on all four arms. The same applies to the junction between Cricklewood Lane and Cricklewood Broadway, providing safe pedestrian routes to all local shops and services.
- 5.3.6. Cricklewood Lane on the south-eastern boundary of the Site is another well-lit street with wide footways, joining Cricklewood Broadway to the south-west and passing under the railway bridge and continuing towards Childs Hill to the north-east. There is currently a very wide footway below Cricklewood Green flanking the Northern side of the road, and a 3m footway on its southern side. Cricklewood Lane benefits from three uncontrolled pedestrian crossing islands within the vicinity of the Site and controlled crossings at the junctions with Cricklewood Broadway and Clarendon Road.
- 5.3.7. An audit of pedestrian facilities within the identified Active Travel Zone shows that on the primary pedestrian desire lines are wide and well lit.
- 5.3.8. The ATZ assessment identified that there is a degree of street furniture 'clutter' on some principal routes, but not to the degree that it results in any unacceptable footway widths.
- 5.3.9. All footways in the vicinity of the Site are well lit. All pedestrian crossing points across side roads and across primary links, benefit from flush dropped kerbs (max upstand 6mm) and tactile paving.
- 5.3.10. There are two existing uncontrolled pedestrian crossing points over Cricklewood Lane within the extent of the Site frontage (either side of the existing site access). These have dropped kerbs, tactile paving, central refuges with reflective bollard, and dedicated lighting. The ATZ assessment identified that these refuges are less than 2m wide so whereas they provide a safe refuge for pedestrians they do not cater well for wheelchair users or pedestrians with pushchairs or trolleys.
- 5.3.11. The rail line causes a degree of severance for pedestrians wishing to walk north-eastwards from the Site but the route beneath the rail line is lit and the artwork introduced in 2015 makes this a relatively pleasant underpass.
- 5.3.12. The site is well placed to promote journeys on foot with very few barriers to deter walking as a primary mode of travel.

5.4 Cycle Movement

- 5.4.1 Specific cycle infrastructure is limited in Cricklewood, but many local roads are suitable for travel by bike. Figure 5.5 indicates the local roads that have been considered suitable for cycling, with the short stretch of Quietway 3 (running between Regent's Park and Gladstone Park) also shown. There are also a number of leisure routes in nearby Hampstead Heath.





5.5 Bus Provision

- 5.5.1 The Proposed Development is well placed for travel by bus with two stops serving 8 bus routes within a maximum 300m walk from any part of the Site. Table 5.2 summarises the routes available from Cricklewood Lane, Stop BP to the west of the Site and Cricklewood Broadway, Stop CW south of site.
- 5.5.2 The services which are available within easy walking distance of the site are summarised below. Full bus timetables can be found at www.londonbusroutes.net or www.tfl.gov.uk/bus/timetable.

Table 5.2 – Bus route summary

No	Details	Duration	Frequency
16	Cricklewood – Kilburn - Victoria	0515-2350	16
32	Edgware - Burnt Oak - Cricklewood - Kilburn	0505-0018	32
226	Ealing - Cricklewood - Pennine Drive - Golders Green	0501-0106	226
245	Alperton - Cricklewood - Golders Green	0540-0400	245
260	Golders Green - Cricklewood - White City	0514-0018	260
316	Cricklewood - Queen's Park - White City	0517-0003	316
332	Neasden Tesco - Cricklewood - Kilburn - Paddington	0538-0009	332
632	Kilburn Park - Cricklewood -Grahame Park	0750-0754-0758	632

- 5.5.3 The services which stop within easy walking distance of the redevelopment site provide access to a very wide area at a high frequency. Importantly, the frequency is such that those using the bus do not have to schedule their travel according to a timetable but can simply walk to the bus stop and catch the next bus to their destination, usually with a maximum wait of no more than 5 or 6 minutes. This facility makes using the bus for travel to work convenient and attractive.
- 5.5.4 A detailed map of buses from Cricklewood is included as **Appendix FTP-B**. It shows the wide network of routes to locations including Edgware, Finchley, West Hampstead, Kilburn, Willesden, Sudbury and Neasden.



5.6 Rail

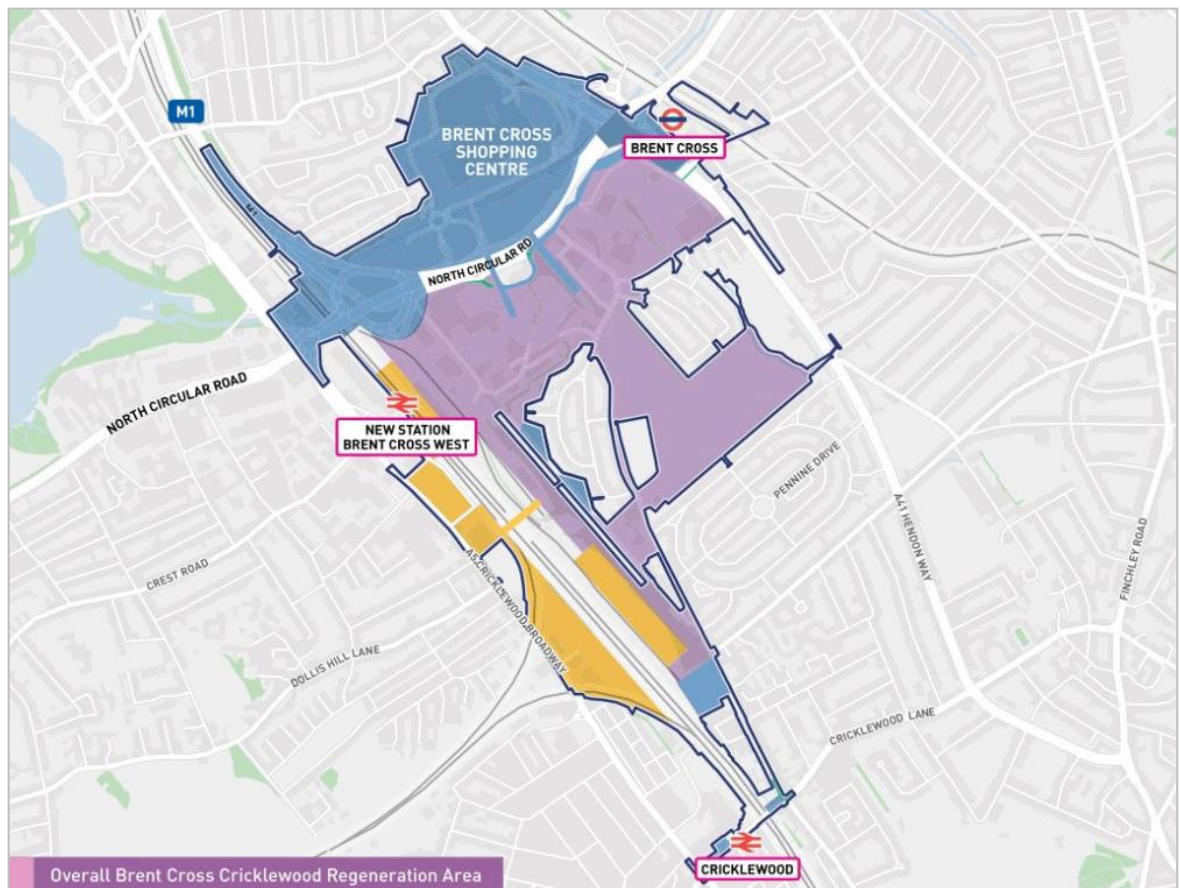
- 5.6.1 The Proposed Development's proximity to Cricklewood Railway Station in fare zone 3 means that it is extremely well placed for travel by rail. A short walk (less than two minutes) along the wide footway in front of Cricklewood Green and under the railway bridge provides a safe and attractive route to the station. Cricklewood Station is served by a 24-hour Thameslink service to London, Wimbledon, Sutton, Luton, and St Albans. The station has a small amount of CCTV monitored Cycle Storage and is served by a number of bus routes. Table 5.3 summarises the services from Cricklewood station.

Table 5.3 – Summary of existing services from Cricklewood Station

Route	Duration	Frequency	Capacity
Sutton (Surrey)	0456-2330	15 mins	8-12 carriages
Wimbledon	0316-2330	15 mins	8-12 carriages
London Blackfriars	24 hours	15-18 mins	8-12 carriages
St Albans	24 hours	15 mins	8-12 carriages

- 5.6.2 This shows that at present the trains stopping at Cricklewood Station provide an average of 16 trains per hour (160 carriages), or 288 trains per day (tpd).
- 5.6.3 Cricklewood Station originally comprised a series of red-brick Victorian buildings with associated forecourt and grounds; however the wider grounds are now used for a separate commercial business (Station House Reclamation) and the ticket hall comprises the westernmost portion of the former station house. The ticket hall has a single counter for ticket purchases but also has a ticket machine. The automatic barriers are compatible with Oyster and contactless payment.
- 5.6.4 Access Station originally comprised a series of red-brick Victorian buildings with associated forecourt and grounds; however the wider grounds are now used for a separate commercial business (Station House Reclamation) and the ticket hall comprises the westernmost portion of the former station house. The ticket hall has a single counter for ticket purchases but also has a ticket machine. The automatic barriers are compatible with Oyster and contactless 2014.
- 5.6.5 The station has cycle parking (Sheffield loop stands) adjacent to the ticket office and further cycle parking installed in 2019 adjacent to the rail bridge.
- 5.6.6 In May 2020 LBB granted final approval for the new Brent Cross West station, to the north of Cricklewood. Although outline permission had already been granted as part of the Brent Cross regeneration scheme, the LBB planning committed granted planning permission for the new station in May 2020.
- 5.6.7 The new £40 million station will be located approximately half way between Hendon and Cricklewood stations as shown in Figure 5.7 below.

Figure 5.7 – Proposed Brent Cross West rail station

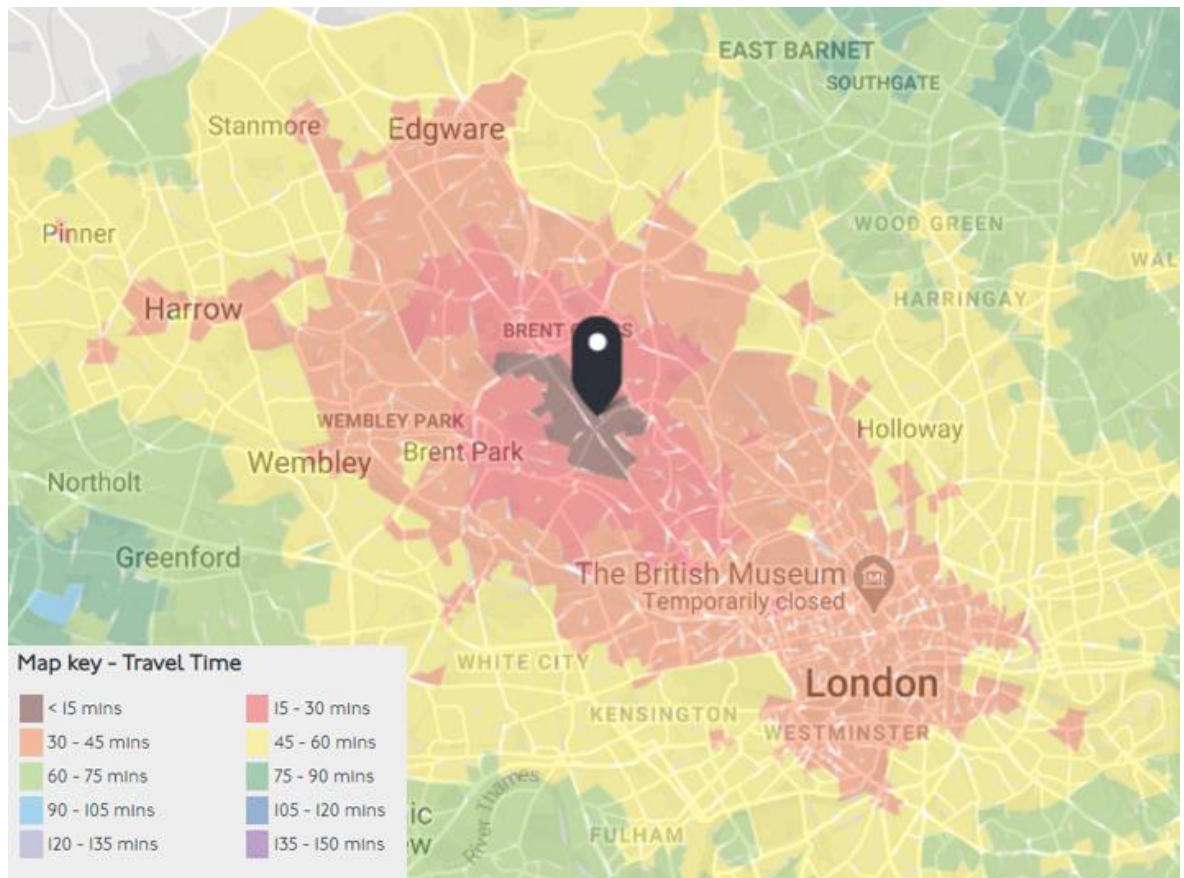


- 5.6.8 The new station will have four platforms, two of which will be used by slow stopping services. The forecast capacity is a peak of eight trains per hour and an off-peak service of four trains per hour.

5.7 Multi-modal travel times

- 5.7.1 TfL records multi-modal journey times across the capital and provides forecast for future journey times taking account of committed transport improvements. The 2021 journey times for the Southall site are shown in Figure 5.8 below.

Figure 5.8 – Multi-modal travel times (TfL 2021 forecast)

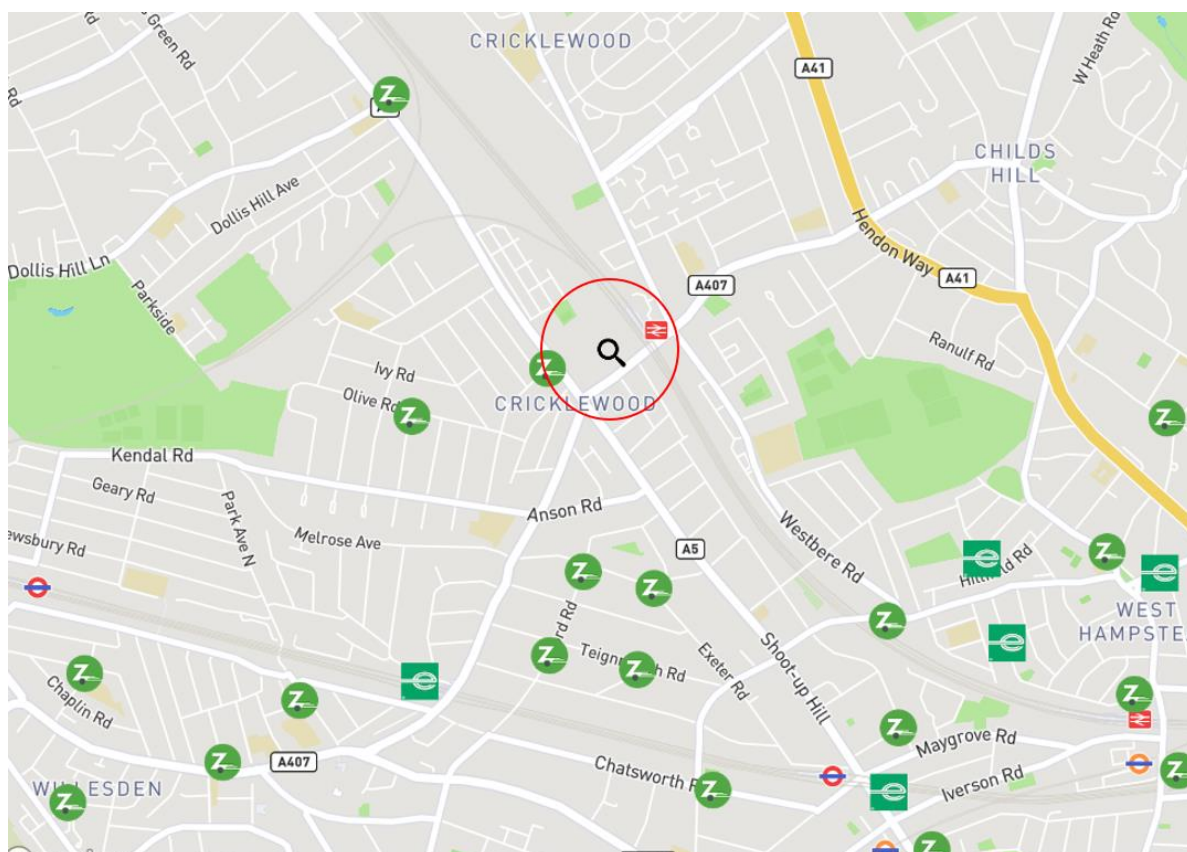


5.7.2 Figure 5.6 shows a large catchment within 15-30 minutes travel time from the Site and a very extensive catchment within 45 minutes of the Site extending from Edgware in the north to Westminster in the south.

5.8 Car Clubs

5.8.1 There are two Car Club operators close to the site, Zipcar and Enterprise. There are many existing Car Club vehicles in this area (predominantly to the south of the Site); only one is shown to be within 200m walking distance of the Site but a further four would be within a 10-minute walk. The Proposed Development provides the opportunity for a new Car Club space to be provided on-site, or on the highway by means of a financial contribution. If a space were to be provided on-site it would be in a location accessible to the wider public so that the new Car Club vehicle would be available to the new residents as well as the wider local community. The existing vehicle locations are shown in Figure 5.9 below.

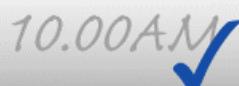
Figure 5.9 – Existing Car Club locations



How does it work?

1. Book

By phone or use our easy online booking engine



2. Unlock

Your Streetcard will let you into the car.



3. PIN

Type a unique PIN into the dashboard



4. Drive

Use the car like it's your own



5.9 Accessibility Audit Summary

5.9.1 It is clear that the site is accessible by foot, by bike, by bus or using rail services. A range of retail, leisure, employment and education facilities are located within easy reach of the site without the need for a private car. The site is clearly well placed to promote travel by sustainable modes of transport and reduce reliance on the private car.



6.0 DEVELOPMENT OF THE TRAVEL PLAN

6.1 Approach to the Development of the Travel Plan

- 6.1.1 This FTP is provided as a starting point from which the operational Travel Plans will be periodically “worked up” in partnership with the local highway and planning authorities.
- 6.1.2 The TPs will be secured by planning condition which requires the documents to be submitted to the planning authority prior to commencement on site.

6.2 Objective of the Plans

- 6.2.1 In line with Central Government, GLA and LBB policies and guidance, the primary objectives of the FTP are to:
- Remove travel as a barrier to social inclusion;
 - Reduce the need to travel;
 - Discourage the use of unsustainable modes of transport and enable staff, customers and residents to make travel choices that benefit themselves and their community; and
 - Raise awareness of alternative modes of transport and thus encourage a modal shift towards more sustainable travel modes.

Travel Plan Management

- 6.2.2 Each element of the Proposed Development will require a different structure in terms of administration and responsibilities as set out below.
- 6.2.3 Marketing is an important element of travel planning as it is important for potential occupiers and residents to be informed about the travel choices the site offers and that it is appropriate for households with one car or fewer.
- 6.2.4 A Travel Plan Co-ordinator (TPC) will be appointed for the whole site. At this stage it is not possible to specify who this person will be; however, as the non-residential units and flats will either be rented or leasehold there will always be a management body responsible for the residential element of the development who will take on responsibility for appointing the residential TPC. The TPC will be a named person whose contact details will be provided to all residents and staff. The TPC will not be a full-time position but the named TPC will be available full-time. The TPC will have responsibility for provision of information to residents and staff and for carrying out travel surveys and reporting their results to the planning authority.
- 6.2.5 Until such time as a TPC is appointed the role will be fulfilled by Richard Fitter of Entran Ltd (www.entranltd.com).
- 6.2.6 Each occupier (residential management company, non-residential unit occupier) will be responsible for developing their own travel plan under the aegis of this framework within three months of occupation. The site TPC will co-ordinate those plans and be responsible for reporting and liaising with the LBB.



7.0 TARGETS

7.1 Travel Plan Targets

- 7.1.1 Targets must be SMART (specific, measurable, attainable, realistic, and time-bound). For this reason targets here are for a five year time frame following first occupation, with interim targets at three years.
- 7.1.2 The Transport Assessment (TA) which accompanies the outline planning application, includes predicted mode share for the combined development, but this is further refined here in the FTP into Residential and Non-Residential. For this reason, mode share targets can be set for the residential TP as follows:

Table 7.1 - Residential mode share targets

	Driver	Car pass [']	Walk	Cycle	Bus	Rail
Baseline	15%	19%	34%	1%	16%	15%
3 years	12%	15%	34%	4%	18%	17%
5 years	10%	12%	35%	5%	20%	18%

* Car passenger includes taxis

- 7.1.3 The baseline mode share already shows a very sustainable profile, reflecting the choice of modes of travel and the proposed parking restraint. Notwithstanding this, these targets would result in a five percentage point reduction in single car occupancy and a twelve percentage point reduction in car travel overall, matched by a commensurate increase in travel by sustainable modes.
- 7.1.4 The non-residential mode share as set out in the TA was based on an assumed 'reasonable worst case' mix of uses. The flexible nature of the planning application means that the mix of uses may differ from that assessed in the TA. Indeed, the mix of non-residential uses may change over time. The targets below are therefore a starting point and will be updated following the first survey.

Table 7.2 - Non-residential mode share targets

	Driver	Car pass [']	Walk	Cycle	Bus	Rail
Baseline	8%	8%	47%	2%	22%	12%
3 years	6%	6%	48%	3%	24%	13%
5 years	5%	5%	48%	4%	24%	14%

- 7.1.1 The TPC will need to identify modal shifts for each of the uses by co-ordinating with the non-residential and residential occupiers in order to measure the combined mode share of the site.



8.0 MEASURES

8.1 Measures

- 8.1.1 The Proposed Development will deliver a series of infrastructure improvements and management measures to influence travel behaviour. The programme of surveys and monitoring therefore not only needs to identify travel behaviour but also attitudes to travel and key motivators for change.
- 8.1.2 Notwithstanding this, the TP measures are divided into sub-categories:
- **Hard measures** – these are infrastructure provision or improvements;
 - **Soft measures** – these are management measure, incentives, marketing initiatives etc;
 - **Secured measures** – these are either existing measures or those to be delivered by the development;
 - **Potential measures** – these are an ‘arsenal’ of measures available to the TPC to be chosen according to survey feedback so that resources can be targeted towards those measures found to be most effective.
- 8.1.3 Travel planning must be realistic and should not expect to remove car usage altogether. Instead, an effective TP will maximise the use of sustainable travel to achieve more sensible and appropriate use of the private car. If every regular car commuter used an alternative to the car on just one day a week, car usage levels for commuting would be reduced by as much as 20% immediately, with commuter parking requirements also reduced by up to 20%. In a highly accessible location such as Cricklewood, low-car and car-free housing is a realistic prospect.
- 8.1.4 Unlike employment, retail or educational sites it is not possible to dictate to residents how they should travel. For this reason residential travel plans are based on the provision of infrastructure and information rather than the imposition of management procedures. It is important that the proposed development capitalises on its excellent links to public transport and close proximity to retail, employment and education facilities.
- 8.1.5 Based on available empirical evidence Colin Buchanan and Partners published a document commissioned by the Scottish Executive Development Department. This contains a table (Table 1, “*Planning for Mode Share in New Development*” July 2001) which illustrates the relative effectiveness of various trip reduction measures.
- 8.1.6 The table, part of which is reproduced below as Table 8.1, indicates that restrictive parking measures are the most effective way of discouraging single occupancy car use. The next most effective measures are new public transport infrastructure and a reduction in the prices of public transport services by 30% or more.

**Table 8.1 - Trip Reduction Measures**

Measure	Score
Major new public transport infrastructure	3
Minor new infrastructure e.g. bus stops, cycle racks	1
1-2 new or enhanced public transport services	2
More than 2 new or enhanced public transport services	2
Reduction in prices of public transport services by 30% or more	3
Restrictions on effective parking availability	5
Promotional activities e.g. Green Transport Week	1
Consultation with Staff	2
Public transport information	1
Car Sharing scheme	1-2

8.2 General Considerations for the Identifications of Measures

- 8.2.1 The following general points are based on previous experience and are included to highlight potential issues.
- 8.2.2 **Walking:** Many staff or residents may be prepared (or possibly have no other option) to walk more than a mile and walking may be an area which can be further encouraged. Potential modal shift “gains” could be made if those who occasionally walk were persuaded to make walking their normal transport mode. However, it is also clear that many people who normally walk are occasionally “lost” to car or bus use. The principal reasons are likely to be convenience, lateness, things to carry and inclement weather.
- 8.2.3 **Cycling:** Cycling can be unpopular for reasons other than distance, possibly due to the topography of the surrounding area; the risks associated with cycling in traffic; and perhaps some residents do not own cycles. London Borough of Barnet are improving their cycle network in the Cricklewood and Brent Cross areas and the Proposed Development has good links to the Cycle Networks and quiet ways suitable for cyclist.
- 8.2.4 **Car Club:** Car clubs offer a convenient alternative to owning a car in areas with good accessibility to sustainable modes of transport.
- 8.2.5 **Taxis** relieve parking demand and could be used on a “car share” basis by those who would like to share, but do not always have access to a shared car. However, for the purposes of this section of the report they will be considered as public transport, despite the fact that they are often used to transport a single person. It should be noted that taxis can provide a valuable link to bus and train stations, allowing the greater part of a journey to be undertaken by bus or train.



- 8.2.6 One of the key practical factors controlling modal choice is the distance to be travelled. The other principal limiting factor is the time taken to make the trip. As a rough guide we should consider 30 minutes to be a reasonable length of time to commute. Depending on the local conditions this could represent:-
- Walking up to 2km (taking 3mph or 1.4m/s as a typical walking speed implies a journey of up to 24 minutes);
 - Cycling up to 5km (taking 10mph or 4.7m/s as a typical cycling speed implies a journey of up to 18 minutes);
 - Taking a bus up to five miles or 8.3km (assuming an average bus speed of 20mph or 9.3m/s and a five minute walk at each end of the journey as well as a five minute wait for the bus implies a journey of 30 minutes); and
 - Driving up to ten miles (assuming car speeds around town are similar to bus speeds, implies a journey time of 30 minutes).
- 8.2.7 The Proposed Development will deliver a range of measures designed to encourage travel by sustainable modes of transport. Other potential measures are identified below; these are not intended to be exhaustive or prescriptive but will inform the development process.

8.3 Infrastructure

- 8.3.1 The transport effects of the proposed development do not require any form of mitigation. However, the proposed development will deliver significant infrastructure improvements to improve facilities for pedestrians and cyclists.
- 8.3.2 A key element of the proposed development is the introduction of appropriate infrastructure to encourage sustainable travel. This comes under the headings of slow mode (walk/cycle) and public transport.
- Slow mode
- 8.3.3 The Proposed Development will deliver significant improvements to the public realm, including the creation of a new public square and a high-quality pedestrian and cycle route through the site, linking Depot Approach and Cricklewood Lane. This new public realm will create new cycle and pedestrian accesses into the site but also create new direct, attractive routes between the centre of Cricklewood and future development land to the north-west of the Site.
- 8.3.4 The closure of the existing vehicle access onto Cricklewood Lane will improve the pedestrian realm along Cricklewood Lane and, by virtue of removing vehicle turning movements, improve highway safety in this location.
- 8.3.5 The Proposed Development will deliver improvements to the existing public realm, including Cricklewood Green, to be secured by S106 agreement.
- 8.3.6 Artists impressions of the extensive new public realm, and the proposed improvements to existing public realm, are shown in Figure 8.1 below.
- 8.3.7 The development will potentially make a financial contribution to upgrade an existing uncontrolled pedestrian crossing on Cricklewood Lane to a controlled (Puffin) crossing.
- 8.3.8 Secure covered cycle parking will be provided for all residents and their visitors in the form of a number of secure communal parking areas for the flats within the curtilage of the site.
- 8.3.9 Additional short-stay cycle parking will be incorporated into the landscaping, close to the building entrances.

Public Transport

- 8.3.10 The site already benefits from very good public transport provision with high frequency bus services and Cricklewood Station within easy walking distance of the site.
- 8.3.11 An area of the Site will be safeguarded so as not to preclude a future southern access into Cricklewood Station;
- 8.3.12 A new Car Club space will be provided on-site for the benefit of the new residents and the wider local community.
- 8.3.13 The development will potentially make a financial contribution to upgrade the route beneath the rail bridge for pedestrians.

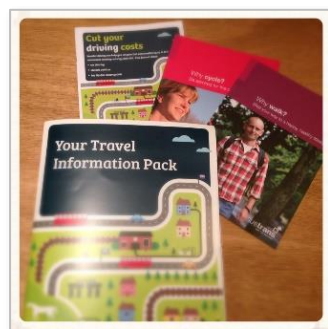
Figure 8.1 – Proposed public realm improvements (artists impression)





8.4 Resident and Employee Welcome Pack

- 8.4.1 It will be the responsibility of the developer to ensure that residents and occupiers are provided with an information pack containing details of public transport timetables and maps, as well cycling and pedestrian infrastructure when they move into the flats and units.
- 8.4.2 The welcome pack will include information and incentives for all purchasers and occupiers. The information will enable the new residents and employees to make informed decisions about their modes of travel. The incentives will be provided by the developer in the first instance and will be dependent on negotiating suitable packages with local shops and services.
- 8.4.3 The likely content of the Welcome Pack will be:
- Car Club membership and information;
 - Cycle route information;
 - Sustrans leaflets on the beneficial effects of walking and cycling ;
 - Free reflective clothing i.e. cycle bib, arm bands etc.;
 - Free bicycle locks/helmets;
 - Developer to negotiate local cycle shop discount ;
 - Details of local cycle groups (e.g. Barnet Wheelers);
 - Details of BikeBUDi travel system ;
 - Cycle hire;
 - Bus route/timetable information;
 - Rail timetable and route information;
 - Details of car-sharing website (e.g. www.Liftshare.com);
 - Details of CarBUDi travel system;
 - Notice/message board in foyer of flats to allow people to car share/walk/cycle together (perhaps at night for safety);
 - Developer to negotiate preferential rates at local car-hire company;
 - Taxi company information – possible discount vouchers for a taxi company;
 - Details of TaxiBUDi travel system;
 - Supermarket home delivery details.
- 8.4.4 This list is not exhaustive or a prescriptive list of what will be in the travel pack but provides details of the likely content of the pack. Details of the final pack will be agreed in partnership with LBE.





8.5 Marketing

- 8.5.1 The proposed development will have limited on-site residential parking; the low level of car parking will mean that the majority of residential dwellings will not have access to a parking space.
- 8.5.2 Therefore, the majority of the dwellings will be sold on the basis that they are suitable for those who do not own a car. The on-site parking will be available in the basis of parking permits and the developer is expected to enter into an agreement with LBB that residents will not be eligible for on-street parking permits.
- 8.5.3 The Proposed Development will be marketed in such a way that prospective purchasers will be made aware of the level of parking provision as well as the viable alternative travel opportunities.
- 8.5.4 The marketing will not seek to 'target' people without a car but will explain to all prospective purchasers that the new dwellings are suitable for households with one vehicle (where eligible) or no vehicles. For this reason some people who choose not to own a car may be attracted to this development because of the various alternative travel opportunities.
- 8.5.5 Travel plan coordinators who have run vigorous marketing campaigns have shown that strong promotion translates into greater uptake of sustainable travel. The hallmarks of successful travel plan marketing are lively presentation, persistence and a readiness to use a variety of marketing tools and techniques. These include branding the travel plan and building brand recognition, promotional events, incentives, special offers and prizes. Maximum visibility can be achieved through electronic media, leaflets, posters, displays, give-away freebies or messages on pay slips.
- 8.5.6 Plenty of strong facts and figures are readily available to support the TPC's campaigns. For example:
- One-quarter of all car journeys are less than 2 miles and over half are less than 5 miles
 - Half an hour of daily exercise, such as a walk or cycle ride to work, can halve your risk of heart disease.
- 8.5.7 Special promotions will be needed for individual initiatives. Commitment to a long term communication effort is necessary to bring about the cultural change and behaviour shift that the travel plan aims for. New campaigns will be needed every so often to refresh and revitalise the TP.
- 8.5.8 Appropriate information will need to be provided at point of first contact (i.e. sales and marketing material; staff website etc.) as well as continued, on-going marketing.
- 8.5.9 The TPC will also need to actively market the TP rather than assume staff will find the information themselves. This can include one-off events, regular events (e.g. walkers' and cyclists' breakfast first Wednesday of the month) and competitions.



8.6 Branding

- 8.6.1 The term 'Travel Plan' can turn people off the idea so it may be that the residents or staff can produce a **Cricklewood** brand more relevant to themselves. The development can take advantage of a strong brand identity for its travel plan communications. The travel plan communications can be fully branded so that the staff and residents can see that all the initiatives, information and messages are linked to the travel plan, which has its own style but is also recognisably part of the site's sustainable image.
- 8.6.2 The TPC can then use e-shots to keep staff and residents informed of news, timetable changes, or new items on the travel plan notice boards.



8.7 Future Success

- 8.7.1 The nature of the development will mean that a management company will be responsible for the maintenance of the communal areas. This management company will also be given a brief to ensure that upon the re-sale of any of the dwellings any new purchasers will be provided with an up to date Welcome Pack.
- 8.7.2 The non-residential unit occupier(s) will manage their premises including communicating with staff and visitors.
- 8.7.3 This co-ordinating body will ensure the future success of the parking and travel strategy through the promotion of the readily accessible alternative modes of transport.



8.8 Action Plan

8.8.1 Those measures specified as *Secured* will be delivered by the developer prior to first occupation as part of the capital expenditure of the development. Those measures referred to as *Potential* are available for the TPC to consider as part of the year 1 and year 3 review process. The Potential measures are available to the TPC if the mode share targets have not been met. These additional measures must be carefully matched against the 'key motivators' identified in the staff and resident surveys. Potential measures will be funded by the management company through a levy charged to residents and commercial tenants as part of their normal service charge. The action plan is therefore as illustrated in Table 8.2 below:

Table 8.2 - Action Plan

Timescale	Measures	Delivery
Development	Secured	Developer
Year 3	Potential (as required)	Management company
Year 5	Potential (as required)	Management company

8.8.2 Tables 8.3 to 8.6 below summarise those measures secured as part of the development as well as potential future measures at the disposal of the TPC:



**Table 8.3 - Measures to Encourage Walking**

Hard measures	
Secured	Potential
<ul style="list-style-type: none"> • Strategic pedestrian routes through the Proposed Development • New high-quality pedestrian realm within the development. • Improved pedestrian realm on Cricklewood Green and Cricklewood Lane • S106 contribution to deliver controlled crossing over Cricklewood lane (provisional). • S106 contribution to deliver improvements to route under rail bridge (provisional). 	<ul style="list-style-type: none"> • Additional pedestrian signage • CIL contribution may contribute towards strategic pedestrian infrastructure improvements in Cricklewood
Soft measures	
Secured	Potential
<ul style="list-style-type: none"> • Employee and Resident Welcome Pack • Marketing – promotional material to publicise the benefits to health of walking. 	<ul style="list-style-type: none"> • Financial incentives for walkers; • Free or subsidised wet weather/high vis clothing; • Walking clubs; • Events to encourage walking (walkers' breakfast first Wednesday of the month etc); • Personalised travel planning.

**Table 8.4 - Measures to Encourage Cycling**

Hard measures	
Secured	Potential
<ul style="list-style-type: none"> • Secure, covered, lit cycle parking for every residential dwelling; • Secure, supervised, Sheffield loop stands close to entrances. • Strategic cycle route through Proposed Development; • Strategic cycle links to Cricklewood Lane. 	<ul style="list-style-type: none"> • Additional cycle signage. • CIL contribution may contribute towards strategic cycle improvements in Cricklewood.
Soft measures	
Secured	Potential
<ul style="list-style-type: none"> • Welcome Pack; • Marketing – promoting cycling in all written and electronic material. 	<ul style="list-style-type: none"> • Financial incentives for cyclists (e.g. mileage rate for work related journeys); • Free or subsidised wet weather/high vis clothing; • Bicycle user group (BUG); • Training for those who are not confident cyclists; • Provision of, or payment for, bike maintenance (possibly on site as part of course); • Negotiated discount with local bike shop – additional special rate for folding bikes; • Salary sacrifice tax-free cycle purchase scheme for staff; • Interest free bike loan for staff

**Table 8.5 - Measures to Encourage Public Transport Use**

Hard measures	
Secured	Potential
<ul style="list-style-type: none"> S106 contribution to deliver improvements to walking route to station (provisional). 	<ul style="list-style-type: none"> CIL contribution may contribute towards strategic public transport improvements in London.
Soft measures	
Secured	Potential
<ul style="list-style-type: none"> Land safeguarded so as not to preclude future southern access into Cricklewood Station (Non-residential) Policy to state that all staff are expected to use public transport for work related journeys where this is a realistic option; Marketing – promoting the use of public transport in all written and electronic material. 	<ul style="list-style-type: none"> Travel Pack (including bus routes and bus/train timetable info); Personalised travel planning.

**Table 8.6 - Measures to reduce use of vehicles to core activity**

Hard measures	
Secured	Potential
<ul style="list-style-type: none"> • Low level of residential car parking provision (10%) • Low level of non-residential car parking (operational only) • Electric vehicle charging points • Car Club parking space 	<ul style="list-style-type: none"> • Motorcycle parking provision.
Soft measures	
Secured	Potential
<ul style="list-style-type: none"> • (non-residential) Promote car sharing; • (non-residential) Policy to state that all staff are expected to use public transport for work related journeys where this is a realistic option; • Marketing – promoting the use of sustainable transport in all written and electronic material. • S106 clause stating new residents not eligible for on-street parking permits 	<ul style="list-style-type: none"> • Personalised travel planning; • ‘Smarter Travel’ page on staff intranet site (if appropriate).



9.0 MONITORING AND REVIEW

9.1 Overview

9.1.1 The effectiveness of the Travel Plan and the measures proposed will need to be monitored and reviewed in partnership with LBB. This review process will identify the most effective measures and key motivators influencing people's travel choices. A sample questionnaire, obtained from iBase Systems Ltd and compatible with iTrace, is included as **Appendix FTP-C** to this report. A bespoke questionnaire will be prepared in advance of the first survey.

9.1.2 Identifying these 'key motivators' is very important as it will allow the TPC to focus funds and resources on those areas most likely to affect people's travel choices. For example, there is no benefit in providing excessive cycle storage or discounted bus travel if the early surveys show that such very expensive measures would have little or no influence on occupiers' desire to cycle. Instead, the measures should be tailored to the findings of the surveys and needs of residents and staff. DfT and TfL guidance is clear that Travel Plans and their measures must not be based on a 'one size fits all' approach. Of course, if such measures score highly in future surveys then they will need to be included in the TPC's regular reviews of targets and measures as set out below.

9.2 Travel Survey

9.2.1 It will be the responsibility of the Travel Plan Co-ordinator to conduct surveys of staff, visitors and residents' travel patterns. The surveys will aim to establish:

- Current modal split
- Modes used occasionally
- Reasons for modal choice
- Attitudes to more sustainable modes
- What measures would persuade people to change to more sustainable modes

9.2.2 A number of suggestions for improvements could be included within the travel survey. The list need not be exhaustive, but should provide an insight into the type of measures that would be required to cause worthwhile modal shift towards each of the more sustainable modes of transport.

9.2.3 In addition to annual surveys the TPC can carry out interim spot counts to monitor progress if necessary. The first surveys will take place once 75% of the dwellings are occupied, or 6 months after the first occupation of any part of the site – whichever is first. Residents, staff and visitors will be surveyed for the residential and non-residential uses.

9.2.4 The schedule of monitoring and review will be as follows:

**Table 9.1 - Schedule of surveys**

Survey	Review / report
1. Occupation of 75% of residential dwellings (or 6 months, whichever is first).	<ul style="list-style-type: none"> • Include questions about current travel and intended travel to new site; • Review survey findings and report to local authority within 1 month of survey; • Feedback findings to residents within 1 month of local authority review; • TPC to implement review outcomes prior to Survey 2.
2. One year after survey 1.	<ul style="list-style-type: none"> • Identify actions from Review 1; • Review survey 2 findings, and report to local authority within 1 month of survey; • Feedback findings to staff and residents within 1 month of local authority review; • TPC to implement review outcomes prior to Survey 3.
3. Three years after survey 1.	<ul style="list-style-type: none"> • Identify actions from Review 2; • Review survey 3 findings, and report to local authority within 1 month of survey; • Feedback findings to staff and residents within 1 month of local authority review; • TPC to implement review outcomes.

9.2.5 The schedule of monitoring and review should be augmented by interim spot counts to review progress throughout the year.





10.0 SECURING AND ENFORCEMENT

10.1 General

- 10.1.1 This FTP will be secured by planning condition which requires the document to be submitted to the planning authority prior to commencement on site.
- 10.1.2 The schedule of monitoring and review will be the responsibility of the TPC and will ensure an on-going partnership between the Council and the site occupiers. Any enforcement of the planning condition will fall within the jurisdiction of the local planning authority.



11.0 SUMMARY AND CONCLUSIONS

11.1 Overview

- 11.1.1 This Framework Travel Plan (FTP) has been prepared on behalf of Montreaux Cricklewood Developments Ltd in support of an outline planning application for a residential led mixed-use development on land B&Q Cricklewood Lane, Cricklewood.
- 11.1.2 A partnering approach will be adopted with the relevant authorities and service providers, and whenever possible with other stake holders, in order to promote sustainable travel choices.
- 11.1.3 This FTP forms part of a Transport Implementation Strategy (TIS) which seeks to influence how people travel rather than simply providing facilities based on current travel habits. This will encourage the use of sustainable travel modes from the outset.
- 11.1.4 One objective of the FTP is to reduce the number of car trips and increase the predicted proportion of walking and cycling journeys.
- 11.1.5 This FTP sets out the basis upon which specific measures will be developed by the occupiers so that the preliminary survey and administrative matters will be undertaken as soon as all the units have been occupied. In addition, where practicable, employees will be advised of travel alternatives prior to commencement of their employment at the site. This will encourage the use of sustainable travel modes from the outset.
- 11.1.6 This FTP has been prepared in such a way that it can be used as a management 'toolkit' for the new development occupiers. This FTP supports the TA which accompanies the planning application. By this method, the travel planning process will seek to influence how people travel in and around Cricklewood rather than simply reacting to how they have travelled in the past.





Appendix FTP-A

Illustrative Masterplan



Jewson

Clarendon Road

Railway Terraces

Kara Way Playground

D

C

A

B

Cricklewood Station Platform

Beacon Bingo

Depot Approach

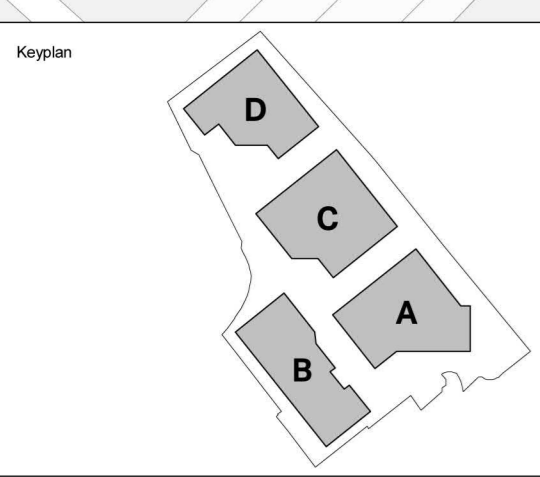
Cricklewood Green

Cricklewood Lane

Oak Grove

Cricklewood Broadway

Elm Grove



Notes:
 1. Do not scale
 2. Contractor to check all dimensions and report omissions and errors to the Architect
 3. EPR Architects accepts no liability for use of this drawing by parties other than the party for whom it was prepared or for purposes other than those for which it was prepared
 4. This drawing is issued in digital format as an uncontrolled version to enable the recipient to prepare their own documents/drawings/models for which they are solely responsible. This drawing is based on project information current at the time of issue. EPR Architects Limited accepts no liability for any alterations or additions to or discrepancies arising out of any change to such project information that occurs to the information after it is issued by EPR Architects Limited
 5. This drawing does not contain shared coordinates and is not issued for coordination purposes.

No.	Revision	Date	Initial	Chk'd
1	For Information	2023/1	SN	JE

- Residential - C3 - 1B1P Studio
- Residential - C3 - 1B2P
- Residential - C3 - 2B4P
- Residential - C3 - 3B5P
- Flexible commercial - A3, B1, D1, D2
- Ancillary (Cycle store, BOH)
- Ancillary (Plant, MEP)
- Core (Lift, Stairs)

NOTE:
 All site boundaries and legal demises are indicative and shown for information only, based on desktop studies of land registry and record information, and are subject to survey and verification on site.

EPR Architects
 30 Millbank, London SW1P 4DU
 +44(0)20 73327000
 www.epr.co.uk

**B&Q Cricklewood Lane
 NW2 1ES**

**Illustrative Masterplan
 Ground Floor**

Scale	Status	Suitability	Revision
1:500	For Information	S2	P1

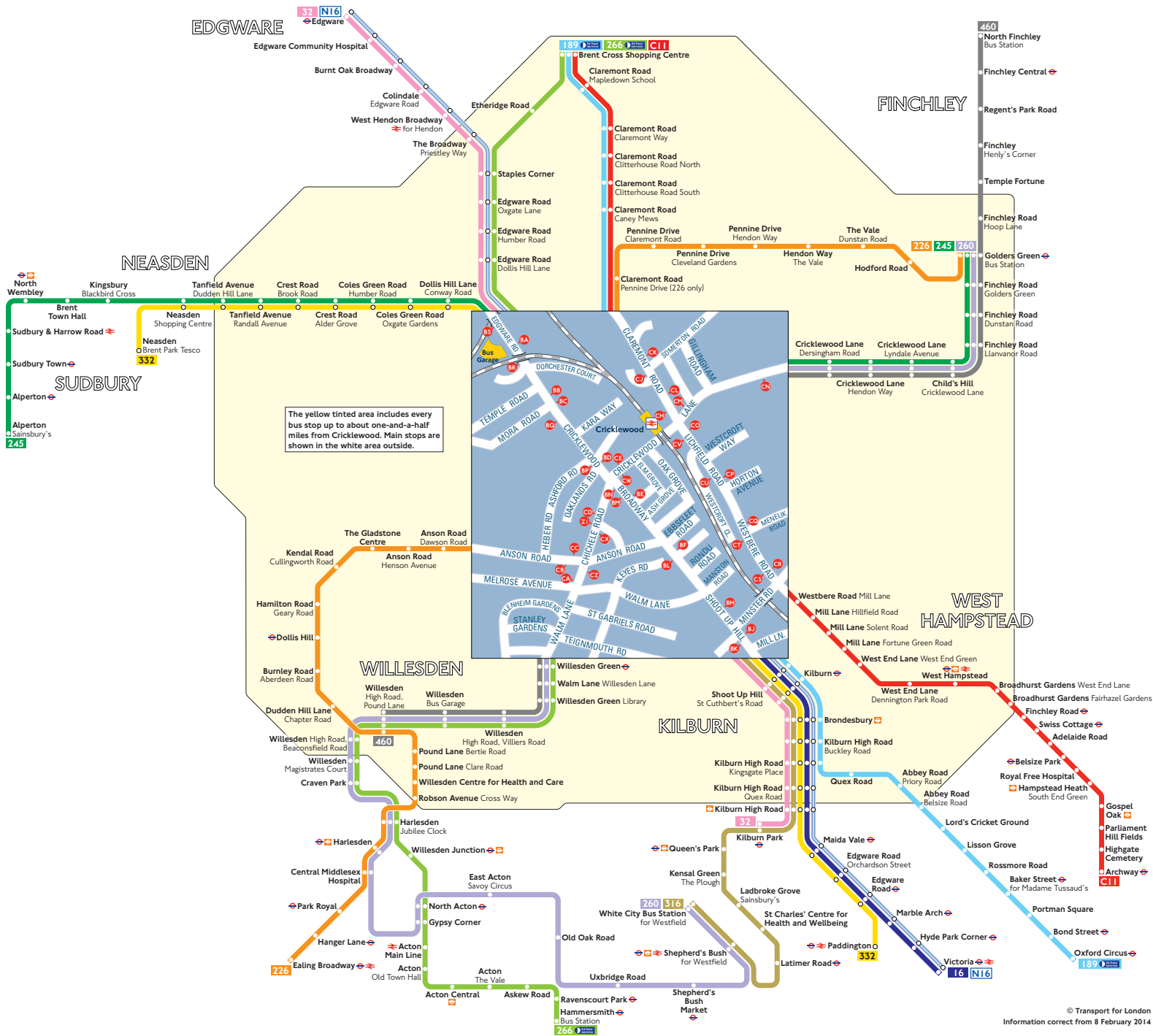
Project Code: 10965 - EPR - XX - GF - DR - A - TP-0200



Appendix FTP-B

Bus routes

Buses from Cricklewood



The yellow tinted area includes every bus stop up to about one-and-a-half miles from Cricklewood. Main stops are shown in the white area outside.

Key

- 16 Day buses in black
- N16 Night buses in blue
- Connections with London Underground
- Connections with London Overground
- Connections with National Rail

Red discs show the bus stop you need for your chosen bus service. The disc appears on the top of the bus stop in the street (see map of town centre in centre of diagram).

Route finder

Day buses including 24-hour services

Bus route	Towards	Bus stops
16	Victoria	8C 8D 8E 8F 8H 8J
32	Edgware	8K 8L 8M 8N 8P 8Q 8R 8S
	Kilburn Park	8A 8C 8D 8E 8F 8H 8J
189	Brent Cross Shopping Centre	8K 8L 8M 8N 8P 8Q 8R 8S
	Oxford Circus	8E 8F 8H 8J 8K 8L 8M
226	Ealing Broadway	8C 8D 8E 8F 8H 8J
	Golders Green	8C 8D 8E 8F 8H 8J
245	Alperton	8P 8Q 8R 8S 8T 8U
	Golders Green	8A 8B 8D 8E 8H
260	Golders Green	8A 8C 8E 8H
	White City	8N 8W 8X 8Z
266	Brent Cross Shopping Centre	8P 8Q 8R 8S 8T 8U
	Hammersmith	8A 8B 8D 8E 8H
316	White City	8C 8D 8E 8F 8H 8J
332	Neasden	8K 8L 8M 8N 8P 8Q 8R 8S
	Paddington	8A 8C 8D 8E 8F 8H 8J
460	North Finchley	8A 8C 8E 8H
	Willesden	8N 8W 8X 8Z
C11	Archway	8K 8L 8M 8N 8P 8Q 8R 8S
	Brent Cross Shopping Centre	8K 8L 8M 8N 8P 8Q 8R 8S

Night buses

Bus route	Towards	Bus stops
N16	Edgware	8K 8L 8M 8N 8P 8Q 8R 8S
	Victoria	8A 8C 8D 8E 8F 8H 8J



Appendix FTP-C

iBase travel questionnaire

STAFF TRAVEL SURVEY

All staff are being surveyed on the way that they travel to work. The data will be used exclusively to develop and promote measures to improve the journey to work for all employees and visitors.

Please take five minutes to complete the questionnaire and return it to the main office in the envelope provided.

Company Name : Location/Site :

Journey to Work Details

1. Home Postcode (required for mapping purposes only)

2. How do you normally travel to work? *(Please tick appropriate box)*

- Car (Driver)
- Car (Passenger)
- Bus
- Train
- Motorcycle
- Cycle
- Walk
- Other

3. If you normally travel to work by car do you ever use public transport? *(Please tick one box)*

Yes No

If yes, how often do you use public transport to travel to work? *(Please tick one box)*

- One or two times a week
- Once a week
- Once a fortnight
- Less frequently

4. Does your journey to or from work include a school (or other) drop off or pick up? *(Please tick one box)*

Yes No

5. How far do you travel to work? Km's
 miles

6. How long does it normally take you to travel to work, door to door? mins

7. Where do you usually park if you drive to work? *(Please tick appropriate box)*

- Company car park
- Public Car Park
- On-Street paid parking
- On-street free

8. Do you usually pay to park? *(Please tick one box)*

Yes No

If you usually pay to park, how much do you normally pay?

Cost(pence)

9. Do you currently give a colleague a lift to or from work? *(Please tick one box)*

Most Days Occasionally Never

Personal Transport Options

10. How often is a car available to you for commuting to work? *(Please tick one box)*

- Most days
- Occasionally
- Never

11. How often is a bicycle available to you for commuting to work? *(Please tick one box)*

- Most days
- Occasionally
- Never

12. If you drive to work is the car that you use a company car? *(Please tick one box)* Yes No

13. Why do you normally travel to work the way you do? (Please tick up to three boxes)

- No alternative
- No public transport nearby
- Cheapest way
- Quickest way
- Gives me flexibility
- Reliable
- Health reasons
- Need car for work in the day
- Other

14. Which of the following would encourage you to use the bus or train more for your journey to work? (Please tick up to three boxes)

- More direct bus routes
- More frequent bus services
- Better facilities at bus shelters
- Discount tickets/passes from work
- More convenient bus drop-off points
- More frequent rail services
- Better connections from work to rail
- Better bus/rail information at work
- Nothing
- Other

15. Which of the following changes would encourage you to cycle to work more? (Please tick up to three boxes)

- Improved cycle paths
- Improved cycle parking at work
- Improved changing/showering facilities
- More lockers at work
- Arrangements to buy bicycles at a discount
- Nothing
- Other

16. Have your patterns of travel to work changed in the last twelve months? (Please tick one box)

Yes No

If yes which of the following is applicable? (Please tick one box)

- Drive more
- Use public transport more
- Walk/cycle more

- Drive less
- Use public transport less
- Walk/cycle less

17. Would you be prepared to car share? (Please tick one box)

Yes No

If yes then what would be most likely to encourage you to car share? (Please tick more than one box)

- Help in finding sharers
- Free taxi travel home if let down by sharer
- Reserved parking for car sharers
- Reduced parking charges for car sharers
- Other

Work Details

18. Job Title :

19. What hours do you normally work? Start time Finish time

20. Do you work flexi-time? (Please tick one box) Yes No

21. Do you use a vehicle in the course of your work? (Please tick one box) Yes No

Personal Details

Male Female

Age (Please tick relevant box)

Under 24 25 - 34 35 - 44 45 - 54 Over 55

Miscellaneous

Do you have any general comments about your journey to work that you would like to make, or are there any particular issues that you feel could be addressed in the development of the company travel plan.

Thank You for your cooperation.

We would like to ensure you that all of your answers will remain confidential and will only be used to assist in the development of a company travel plan. Please return your completed form to the main office.