



St Mary's University College, Twickenham

Travel Plan

July 2007



Transport Planning Practice

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St Mary's University College, Twickenham

Travel Plan

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1. INTRODUCTION

Background

- 1.1 Transport Planning Practice (TPP) were appointed by St Mary's University College, Twickenham, in March 2007 to produce a Travel Plan for the University site at Waldegrave Road, Twickenham.
- 1.2 St Mary's University College (SMUC), recognises the need to reduce the reliance on car travel to the university and the benefits of more sustainable travel modes for the university and the surrounding community. This Travel Plan document is not linked to the development of the teaching and sports block at the south western corner of the campus, and will be implemented in September 2007.

Site location

- 1.3 The St Mary's University College site is located in South West London approximately one mile south of Twickenham town centre. The University currently has approximately 3,000 full time students, and 380 full time staff, teaching a wide range of subjects at degree level; particularly sports related disciplines. The Waldegrave Road site is the main teaching campus, with 16 acres of sports facilities available on a specialist campus at Teddington Lock located 10 minutes walk away. There is accommodation on the site in several different halls of residence for approximately 700 students.

The Travel Plan

- 1.4 SMUC will endeavour to encourage environmentally sustainable travel choices for, staff, students and visitors to the university. Its aim is to bring together policies with a co-ordinated approach for the benefit of the environment within the site and the future of the local area. This will seek to encourage the use of alternative modes to the private car or make more efficient use of existing modes and to introduce the health benefits of more sustainable travel. The success of the Travel Plan will be based on partnership, both internally and externally, including with SMUC, the London Borough of Richmond (LBR), Transport for London (TfL) and other transport operators. This document has therefore been developed following

consultation with LBR. The partnership accepts that the Travel Plan is a living document which will evolve over time.

Periodic review and Travel Plan targets

- 1.5 SMUC will review the Travel Plan document and associated targets on an annual basis during October. The evaluation will be carried out within one month of each Periodic Review, and a monitoring report submitted to the Travel Plan officer at LBR. The Travel Plan targets set within this document are for the period up to the First Periodic Review (i.e. October 2008). This will allow the travel patterns to be monitored and if necessary, provide the opportunity to develop or adapt the Travel Plan.
- 1.6 SMUC will pay for all the monitoring surveys set out within this document and will be responsible for the submission of each periodic review monitoring report.

2. TRAVEL PLAN VISION AND OBJECTIVES

Travel Plan vision

2.1 The travel plan vision for future is as follows

- To have a staff and student community which favours walking, cycling and the use of public transport over the private car.
- To have an environmentally responsible attitude and approach to transport and travel issues and to minimise the impact of student and staff parking on the surrounding residential roads.

Objectives

2.2 The objectives of the Travel Plan are as follows:

- To influence travel patterns via the new SMUC on site car parking strategy;
- To ensure that on site car parking is managed to keep the parking provision at a constrained level of 210 spaces;
- To ensure that non-car travel modes are improved, more accessible and easy to use than at present;
- Raise employee and student awareness regarding travel to work and its impact upon the environment;
- Improve student, staff, visitor and neighbour perceptions of travel to and from the University College by non car modes;
- Support and actively promote health in the workplace;
- Continue to monitor the travel patterns to and from the University and develop the Travel Plan accordingly.

3. STAKEHOLDERS

- 3.1 The Travel Plan document recognises the partnership between SMUC, LBR and TfL. To ensure the delivery and management of the Travel Plan for SMUC, the university will appoint a Travel Plan Co-ordinator (TPC) to promote and manage the Travel Plan.
- 3.2 SMUC will therefore appoint a TPC by September 2007. This will allow the successful candidate to establish them self within the job role and understand the site and transport infrastructure prior to the new University academic year. It is likely that this will be a part time post but their role will be assessed with each periodic review.
- 3.3 The key periodic responsibilities of the TPC are summarised below.
- To endeavour to meet the Travel Plan objectives and targets;
 - To promote and communicate the benefits of green travel to all site users;
 - To lead the SMUC transport steering group;
 - To ensure a robust monitoring and review programme is undertaken in accordance with TfL and LBR guidance. In particular the methodology will be iTRACE compliant to allow the data to be incorporated into the London wide TRAVL database;
 - To submit each monitoring report on time to LBR.

4. EXISTING TRAVEL PATTERNS AND TRANSPORT CONDITIONS

Existing travel patterns

4.1 There have been a number of different surveys undertaken to identify the existing travel patterns of staff and students to and from the site, with varying outcomes. These surveys are summarised below in Table 4.1 with the results determined displayed in Table 4.2.

Table 4.1 – Recent survey mode shares

Survey	Date of survey	Group surveyed	Response rates of students
St Mary's College Geography department survey	September 2006	Students	1861 responses (54.7%)
St Mary's College travel plan progress report 2006	November 2006	Staff	218 responses (30%)
Redwood Partnership report	December 2005	Students	388 responses (13%)
St Mary's College 2001	2001	Students	165 responses (6.6%)
		Staff	151 responses (39%)

Table 4.2 – Previous survey travel patterns

Survey	Date of survey	Group surveyed	Mode share						Total
			Walk	Car	Train	Bus	Cycle	Motor-cycle	
St Mary's College Geography department survey	September 2006	Students	41%	27%	17%	11%	4%	0%	100%
St Mary's College travel plan progress report 2006	November 2006	Staff	10%	53%	12%	11%	11%	1%	100%
Redwood Partnership report	December 2005	Students	42%	29%	16%	8%	5%	1%	100%
St Mary's College 2001	2001	Students	19%	26%	4%	7%	5%	1%	62%
		Staff	13%	43%	5%	6%	6%	1%	74%

4.2 The 2001 St Mary's college survey shows total mode share percentages of only 62% and 74%. This was due to the fact that over a quarter of students

and nearly half of the staff responded that they had no regular mode of transport.

- 4.3 The results obtained from the other surveys are also subject to some limitations. This is due to a number of reasons, such as poor response rates resulting in samples that are not representative of the entire staff or student population, or surveys being worded in a way that was not easily comprehensible; leading to confused responses.
- 4.4 The Redwood partnership report of 2005 and the St Mary's College surveys of 2001 and 2006 all had low response rates. The Geography department survey of 2006 obtained a better response rate, with just over half of the students responding. This was mainly due to the questionnaire being given out as the students registered for the academic year, many of whom were first year students. Given that the majority of first year students live on campus in the halls of residence, the number of students walking to college could have been exaggerated.
- 4.5 Notwithstanding the above limitations, there are a number of key correlations particularly between the Geography department and Redwood surveys. The mode share percentages are very consistent in both surveys, with the differences between the percentages of students walking and cycling, for example, being only 1%. The difference between those travelling by train and car are also within a 2%. Given that the Geography department survey obtained the greatest response rate, this is considered the best available data that reflects the existing travel patterns. This has been used as the current baseline mode split for the Travel Plan. After discussions with LBR it was agreed that a new baseline survey would be undertaken in September 2007 during course registration week.

Public transport

- 4.6 The University has access to both bus and train services running in relatively close proximity to the site. The services are detailed as follows.

Bus

- 4.7 There are two bus routes running past the site, the 33 and the R68 services. These two routes run parallel to the site along Waldegrave Road and Strawberry Vale respectively. The bus stops on Waldegrave Road are located directly outside the main entrance to the site and are served by the number 33 bus route. This runs between Hammersmith and Teddington via Twickenham, with a peak hour frequency of eight buses an hour each way. Between 10am and 11am this increases to approximately 10 buses per hour in a southbound direction before reverting to approximately eight buses per hour for the rest of the day. The northbound service remains at a constant frequency throughout the day.
- 4.8 The bus stops on Strawberry Vale are approximately 280m from the southern boundary of the site via Clive road. These are served by the R68 bus route which runs from Richmond to Hampton Court, via Teddington, with a peak hour frequency of four buses per hour each way.
- 4.9 These bus services have been criticised by students and staff in previous surveys for not serving a wider catchment or being frequent enough. Student's comments also included complaints that the buses frequently took longer to arrive at the college than was shown on the timetable. Others commented that to come by bus instead of a car would require more than one bus service. A frequent suggestion was that a direct bus link is needed to both Twickenham and Teddington stations.

Train

- 4.10 Strawberry Hill station is approximately 400m northwest of the site, with the most direct pedestrian route being via Waldegrave Gardens and Tower Road. The station is located on a South West Trains branch line which forms part of the Kingston loop via stations including Twickenham and Richmond to the north and Kingston and Wimbledon to the south. Trains terminate at London

Waterloo travelling in both directions from Strawberry Hill. There are three services per hour between Strawberry Hill station and Waterloo during both the morning and even commuter peak periods and two per hour between these peaks.

- 4.11 The low service frequency has been highlighted by students in the previous surveys, with similar comments as those regarding the bus services.
- 4.12 More frequent trains services are provided at Twickenham Station, located approximately 1 mile to the north, which is one stop north of Strawberry Hill and on the main line between London and Reading. The station can be reached via the 33 bus (changing to the 281 or 267 bus services) or is within approximately 20 minutes on foot.

Highway network

- 4.13 Strawberry Vale and Waldegrave Road form the western and eastern boundaries to the site respectively, providing links to Twickenham to the north and Teddington to the south. There are three vehicular accesses to the site from Waldegrave Road, the staff car park entrance opposite Waldegrave Gardens, the main entrance adjacent to the 33 bus stop and the third just south of the pelican crossing. The University does have a minor access in the southernmost corner of the site adjacent to a residential property on Waldegrave Road, but this is permanently closed.
- 4.14 In the south eastern corner of the site, there is a gated access from Clive Road, which is a residential no through road. This provides a secondary access to the south east of the site from Strawberry Vale but is not used as a vehicular route and a locked gate restricts pedestrian access.
- 4.15 Waldegrave Road has double yellow lines on the western side with parking permitted on the eastern side. During various site visits it was noted that parking areas on Waldegrave Road were generally well used. Waldegrave Park to the south allows on street parking on both sides of the road and is also experiences high levels of demand for on street car parking space.
- 4.16 Controlled parking zones are enforced on some roads around the site to prevent commuter parking, with restrictions on Waldegrave Gardens and

Tower Road, from Monday to Friday between the hours of 08:30 and 10:30. Southfield Gardens also has restrictions directed at students between 1st September and 30th June, Monday to Friday between 10:30 and 14:30. Strawberry Hill Road and Strawberry Hill Close, along with Waldegrave Park, have no restrictions on parking.

On site car parking

- 4.17 The management of car parking on site is a high priority for the University. There are currently 210 marked spaces on the campus which are permit controlled, although this is currently not enforced. During various recent site visits it has been noted that all the spaces on site are generally well used. Students and staff currently use these spaces on a first come first served basis and as a result parking stresses are high. There is a temporary car parking area known as 'the Redgra', which is currently used for overflow parking. The Redgra will be permanently closed in September 2007 as part of the car parking strategy discussed in Section 7.

Walking and cycling

Walking

- 4.18 There is good pedestrian access to the west of the site with Waldegrave Road having footways that are approximately 2.0m wide. A signal controlled pelican crossing is located adjacent to the southernmost vehicular access. There are two official pedestrian access points from Waldegrave Road, the first via the main vehicle entrance and the second adjacent to the pelican crossing. The campus buildings are mainly located on the western side of the site so are easily accessible.
- 4.19 The halls of residence located on the eastern side of the site are not easily accessible from Strawberry Vale; however, if the gate onto Clive Road is opened, access could be improved.
- 4.20 Strawberry Hill and Twickenham to the north, Teddington station to the south and Fulwell to the west are all within 20 minutes walk of the University.

Cycling

- 4.21 Strawberry Vale is part of the London Cycle network, which links to the wider network providing access to Strawberry Hill station via Tower Road and beyond..
- 4.22 Using the cycle network and other routes around the site it is possible to cycle to a variety of locations such as Twickenham and Isleworth to the north, Teddington and Hampton to the south and south-west and Richmond to the east.
- 4.23 There are currently 180 cycle parking spaces on site in two main locations. The first has 32 uncovered 'toast rack' style sheffield stands providing parking for 64 cycles. This is located in the piazza off the main entrance to the site. The second main location is outside the halls of residence and comprises 49 'Sheffield type' stands providing parking for 98 cycles. There are also approximately 18 cycle spaces to the west of the Students Union.
- 4.24 On recent site visits it was noted that several cycles were parked unofficially under cover, in areas where there were uncovered official cycle parking spaces free nearby. This would suggest that there is a demand on site for covered cycle parking.

5. TRAVEL PLAN TARGETS

- 5.1 The following targets have been set based on the best available data and will be reviewed during September 2007 baseline surveys. Given that the redgra car park will be closed from September 2007, it is not considered practical to expect the targets set to be met immediately. The required mode shift has therefore been set for a three year period as follows but could be subject to refinement following the 2007 baseline survey:

Student mode shift targets

Date	Car*	Car share	M/cycle	Bus	Train	Cycle	Walk
Sept 2006 baseline	27%	Un known	<1%	11%	17%	4%	41%
Sept 2009 target	5%	5%	1%	16%	19%	9%	45%
% change	-22%	-	-	+5%	+2%	+5%	+4%

* Single occupant car drivers.

Staff mode shift targets

Date	Car*	Car share	M/cycle	Bus	Train	Cycle	Walk
Sept 2006 baseline	49%	2.8%	1%	11%	12%	11%	11%
Sept 2009 target	36%	8%	1%	12%	13%	14%	14%
% change	-13%	+5%	-	+1%	+1%	+3%	+3%

* Single occupant car drivers

- 5.2 The measures to meet and monitor these targets are set out in Section 6 and Section 9 respectively.

6. STRATEGY FOR TRAVEL BY NON CAR MODES

- 6.1 A number of measures will be implemented to influence student and staff travel and to endeavour to meet the travel plan targets. These will include improvements to transport infrastructure and services, information and marketing measures as well as initiatives aimed at reducing the reliance on the private car.

Walking

- 6.2 The health and environmental benefits will be promoted by the TPC along with the following:

- **Car park permit exclusion zone:** As noted later in the travel plan, the car parking strategy will not allow permits to be issued to anyone living within 2 miles of the site.
- **Safe walking routes:** The safest routes to the site will be identified by the TPC and contained within the travel pack discussed in Section 7.
- **The provision of panic alarms:** The University will provide alarms for staff and students.
- **Improvements to pedestrian links:** In conjunction with LBR, the TPC will seek to improve pedestrian links and site permeability for students.
- **Sustainable travel to work week:** As part of the sustainable travel campaign the TPC will organise an event to encourage staff and students to travel by non car modes. Incentives will be provided to encourage people to try new travel modes.

Cycling

- 6.3 As explained in Section 4, the facilities for cyclists need to be improved to make this a more realistic and convenient travel mode. The following will be introduced to encourage cycle use and reviewed by the TPC on an annual basis. Their effectiveness will be measured by any recorded mode shift from the annual travel surveys and from feedback from users:

- **New cycle parking:** New secure and covered cycle stands will be introduced by September 2007 within the piazza area to replace the existing uncovered cycle parking stands. A further 65 secure and covered spaces will be introduced on the campus by September 2008. If demand for the cycle parking reaches 80% capacity or greater, the university will increase cycle parking provision on site to meet the demand. CCTV coverage will also be enhanced around the cycle rack areas to further reduce bike theft.
- **New lockers, changing and showering facilities:** These will be provided close to the piazza area.
- **Cycle route maps:** These will be available to all students and staff.
- **Tax exemptions:** SMUC will comply with the National Cycling Strategy Green Transport Policy, offering tax exemption from the purchase of a bicycle. This will allow staff to lease a bike from SMUC, exempt of Income Tax, National Insurance and VAT.
- **Cycle to work day:** The TPC will organise a cycle to work day as part of a sustainable travel week to encourage more cycle use. The feasibility of providing a free bikers' breakfast will also be explored with the SMUC refectory or cafe.
- **Improved cycle routes:** The University will work with TfL to seek to improve the cycle routes to and from the site. In particular the TPC will seek to improve links to the site access points. A network of additional cycle paths will be constructed around the campus.

Public transport

6.4 The following initiatives will be introduced to encourage public transport use and reviewed by the TPC on an annual basis:

- **New or diverted bus routes:** A key outcome of the 2006 staff and student surveys was the need for a bus link between Twickenham / Teddington station and the site. To reach the site currently by bus from Twickenham station, users have to use the 281 or 267 bus service and

change at King Street to the 33 service. From Teddington, bus route 33 runs along Broad Street but not Park Road or Station road resulting in a walk of approximately 250m. The TPC will therefore lobby public transport providers for better transport services to the university.

- **Interest free season ticket loans:** This is offered to all SMUC staff to reduce the financial burden of travelling by public transport. The TPC will also seek to secure discounts on season tickets for public transport by negotiating with operators. Students already receive public transport discounts via the young person's railcard and Oyster card. Oyster cards readers will soon be installed at Strawberry Hill station which will encourage their use.
- **Bus and rail route maps:** These will be provided within all university literature as travel packs to highlight the number of services available.
- **Bus and rail timetables:** These will be displayed on notice boards within the university as well as within the above travel packs.

Car sharing

6.5 When the car parking strategy is introduced in September 2007 there is likely to be significant opportunities for car sharing. The following measures will therefore be explored:

- **Car sharing database:** The TPC will investigate obtaining all staff postcodes and setting up a database to identify staff living close to or enroute to the university. The TPC could then contact staff to seek to setup a car sharing arrangement.
- **Reduce car parking charges:** The University will consider reduced car parking charges and allocated bays for car sharers.

Car club

6.6 Car clubs provide an easily accessible vehicle to their members for short term hire as and when needed. They offer a lower fixed cost alternative to car ownership, as membership fees are typically lower than the annual cost of road tax, and once this fee is paid, car usage is on a low cost pay as you

drive basis. They also allow access to a range of efficient, reliable cars without the hassle of private ownership.

- 6.7 The University will investigate the feasibility of introducing a car club within the site, either as a dedicated pool vehicle owned by the University for staff use or by joining a one of the car clubs offer within London.

7. CAR PARKING STRATEGY

Introduction

- 7.1 The management of car parking on site is a high priority for the University. A car parking strategy has been devised for the site which will be implemented in September. The strategy aims to encourage staff to use more sustainable means of transport when travelling to and from the University College. This will become increasingly necessary as the availability of parking space will reduce significantly from 2007 which will see the closure of the redgra car park.
- 7.2 The following paragraphs set out the key aspects of the strategy.

Parking space designation

- 7.3 There are currently 210 marked parking spaces on the Strawberry Hill campus. From September 2007, there will be 5 car parks and spaces will be designated as follows:

Table 7.1: Car parking space allocation

Space type	Total for car parks 1 to 5
Annual permit holders*	200
Day / visitor	50
Disability	6
Security	1
Motorcycle	6
Total car parking	257

* includes up to 20 student permit holders

- 7.4 An annual permit holder will be able to park in any of the car parks according to availability as designated in Table 7.1.

Parking restrictions

- 7.5 The parking strategy will be operational between 9.00am to 5.00pm Monday to Friday, 1st September – 30th June inclusive. These restrictions do not apply during periods of college closure (notably Christmas and Easter).

Parking permit eligibility

- 7.6 Permits will be allocated on a point bases system based on the distance travelled to work and the number of public transport changes required to reach the site. Those obtaining the highest number of points will gain a permit. All staff and students that do not have a disability and live within 2 miles of the site will not qualify for a parking permit. The TPC will manage the allocation and screening of applications. The draft points system is summarised in Table 7.2.

Table 7.2: Draft permit points system

Criteria for assessment		Number of points
Single journey		
	25.1 + miles	10
	15.1 - 25 miles	8
	10.1 - 15miles	5
	5.1 - 10 miles	2
	2.1 - 5 miles	1
	0 - 2 miles	0
Public transport alternatives		
	5 or more changes	10
	More than one change	5
	One change	2
	No changes	0
Total points		

Notes:

1. The points from each section will be added together and those with the highest number of points will be offered permits, subject to availability.
2. Special circumstances will not be assessed through the points system but factored into the allocation process.
3. Applicants will be asked to sign application forms confirming that the details provided are correct. Individual permit applications may be checked and permits withdrawn if found to be non-compliant with the Car Parking Policy.
4. Full time and part time staff will be able to apply for permits.
5. Special provision will be made for out of hours workers who are unable to remove their vehicle from the campus before 9.00am.

Waiting lists for permits

- 7.7 If all applicants cannot be issued with a permit, a waiting list will be established. Individuals with the highest number of points will be offered a permit as they become available.

Day permits

- 7.8 Day permits are available to those staff who do not have a parking permit but need to use their car on an occasional basis for work related purposes. There will be no charge for this. Day permits can also be applied for parking on an occasional basis for non work related purposes, for which a daily charge will apply.

Car sharing permits

- 7.9 Applicants must indicate if they are car sharers. Correct use of car sharing permits will be monitored on an on-going basis.

Parking permit charges

- 7.10 The level of charges will be reviewed before the start of each academic year. From September 2007 the charge for an annual permit will be £100. This would provide an estimated £20,000 to part fund the Travel Plan measures.

Parking enforcement

- 7.11 Vehicles may be clamped if parked on university college owned land without displaying an authorised parking permit or are not parked in accordance with the conditions relating to the use of the land. A vehicle owner displaying a permit, parked in a hazardous position will still be subject to clamping. The clamp will be released following payment of a fine.

Note: ownership of a permit is not a guarantee of a parking space.

8. MANAGEMENT, MARKETING AND COMMUNICATION

Travel Plan promotion

8.1 The Travel Plan will be promoted to all staff and students via the Travel Plan forum and the TPC. The following initiatives will be undertaken and reviewed annually by the Travel Forum:

- **Travel packs:** Produce a travel pack that is delivered to all students and staff prior to starting at SMUC, in order to establish sustainable travel patterns from the outset. The lack of capacity for car parking in the surrounding streets will also be included to discourage car travel to the site. This will be also be handed out during induction week, during open days and contained within the university prospectus. The content will be reviewed annually by the TPC.
- **Intranet:** - The Travel Plan initiatives and schedule of activities will be published on the SMUC Intranet. For those without access to a computer, notice boards will display the same information.
- **Personalised Travel Plans:** A personalised Travel Planning service will be available and provided by the TPC for those staff and students unsure of best transport option for them. This will be promoted during induction week and during open days.
- **Promotional events:** The TPC and travel forum will organise promotional events for the Travel Plan which can help highlight the Travel Plan objectives and allow staff and students to try alternative modes of travel to work. The TPC will register SMUC with the TfL 'Good Going' travel awareness campaign. This is a week organised by the London Boroughs where individuals and organisations formally sign the 'Good Going' pledge (to walk, cycle, use public transport, when possible, and to car share or use low emission vehicles when this is an option).

SMUC Travel Plan forum

- 8.2 A Travel Plan forum will be set-up and its role will be to identify and implement improvements to travel to and from the site. The forum will, where appropriate, seek professional advice to aid this process.
- 8.3 The forum will include senior staff and student representatives will be chaired by the TPC. The forum will meet at least quarterly to discuss the transport issues of the site and possible improvements to be implemented.
- 8.4 The forum will review travel patterns through the annual surveys detailed above. Following the results of each survey, any problems will be identified and, if required, measures will be implemented to solve these problems.

Travel Plan management

- 8.5 As already stated, to ensure the delivery and management of the Travel Plan for the site SMUC will appoint a Travel Plan co-ordinator. A key part of their role will be to promote and become an active member of the Travel Forum. The TPC's responsibilities will include for the following:
- To actively encourage travel by non-car modes and provide appropriate up to date public transport travel information for students, staff and visitors. This will be communicated via the SMUC internal and external websites and through the prospectus;
 - Ensure the SMUC website is up to date with travel information;
 - To ensure that car parking strategy is enforced by supporting the SMUC site and senior management;
 - Ongoing monitoring of travel demand and review the Travel Plan measures and targets accordingly;
 - Attending and chairing the Travel Plan forum;
 - Liaising with LBR and TfL to develop the Travel Plan and make adjustments to service provisions, if appropriate;

- Facilitate and provide all with travel information to ensure a consistent travel message.

SMUC website

8.6 The SMUC internal and external websites will be a key communication portal for staff, students and visitors to the site. With this in mind, the presentation and quality of information provided is of paramount importance to SMUC. Each website will contain a travel Section containing the following:

- Dedicated travel Section giving complete directions to the site by all travel modes. This would include downloadable maps, guides for all transport services and highway routes.
- Links to other websites, including those of transport providers, TfL's Journey Planner;
- The possibility of providing advanced car parking booking for day passes or car sharing permits on-line will be investigated;
- Travel awareness campaigns and other promotional initiatives (e.g. Good going campaign or sustainable travel week);
- Disabled access information with site access and plans.

9. MONITORING AND REVIEW

9.1 One of the underpinning objectives of the Travel Plan is to ensure that non-car travel modes are improved, are more accessible and easy to use than at present. To achieve this objective, regular monitoring and data collection will be undertaken.

9.2 The Travel Plan is a living document, which will evolve as measures are introduced and patterns become established. Travel demand may also change on an annual basis with the turnover of students. In this regard, the initial Travel Plan targets within this document are likely to change when new survey data become available and travel patterns change.

Monitoring

9.3 Ongoing monitoring will be a key responsibility of TPC. The monitoring targets within this document will ensure that trip patterns and demand profiles will be obtained. This will provide annual data for the each Periodic Review. The first baseline survey will be undertaken in September 2007 and the first periodic review in October 2008. The results of each scheduled survey will be submitted to LBR after each survey so they are aware of the travel patterns between, and up to, each periodic review.

9.4 To assist the monitoring process, the Travel Plan will be registered with iTRACE (<http://www.ibasesystems.co.uk/itrace.php>), a TfL funded initiative to ensure consistency of Travel Plan monitoring and review for workplaces and educational establishments within the London Boroughs. The necessary data required for the travel mode split targets will be submitted for entry into LBR's version of the iTRACE database.

Review

9.5 The initial review dates will be as follows:

- First periodic review – October 2008
- Second periodic review – October 2009

9.6 The review will be carried out within one month of each Periodic Review, and a monitoring report submitted to the LBR.

- 9.7 The monitoring report will review the surveys undertaken and compare the results against the targets and measures set within the Travel Plan. SMUC, and LBR will examine the results and, if necessary, reassess the Travel Plan.
- 9.8 Further review dates will be agreed with LBR after the October 2009 monitoring report has been submitted.