* The problem:
  + Travel plans come too late in the development design process
  + The impact new developments have on active travel is suboptimal
* The opportunity
  + There’s enough data and knowledge related with active travel and spatial design
    - PTAL: Public transport hubs accessibility
    - Safety: Crime rates
    - Work: Access to education centres
    - Play: Access to green spaces
  + Travel plans could be assessed based on that data. This would enable design innovation.
* The Solution: Travel Plan Impact tool – BEEHIVE!
* Help TfL, Boroughs and LAs assess the impact of design in travel behaviour
  + PTLA can be used to assess travel plans
  + It can be enriched with access to other facilities and other variables like crime
  + Indicators in one cell influence the neighbouring ones.
  + To exchange payments for services for positive impactful design.
* What are we looking at? Outcome Indicators
  + PTLA: Access to public transport
  + Safety: Crime rates
  + Access to services: Education centres
  + Access to services: grocery shops
* Motivate developers see value in enhancing public and private space and its impact on active travel
  + So they start considering impact on travel at the beginning of the design process – concept/preliminary design.
* Unlock design potential – Planners and Architects are already familiar with design solutions! Some ideas (Outcome indicators) are:
  + Missing teeth
  + Mixed Use
  + Place Making
  + Cycle parking
* But we don’t want to be patronising…that’s the beauty of data! So design is up to designers, Indicators will give a result. We are looking at outcomes, not output