

Primary TRAVL Contact  
Our Ref: C39921

**Louise Smith**  
Direct Dial +44 (0)1483 742956  
lsmith@mvaconsultancy.com

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Dear TRAVL customer,

## **TRAVL Database - Annual Subscription Notice for 2011/2012**

As your current version of TRAVL is soon to expire we would like to invite you to renew and what's more we've added a few new benefits without increasing the fees!

### **Why renew your TRAVL subscription?**

TRAVL (Trip Rate Assessment Valid for London) is a unique, multi-modal trip generation database designed specifically for use in the capital. The TRAVL database now contains surveys of over 400 sites comprehensively reflecting all aspects of traffic and people movement at a spectrum of urban developments across the city.

The system gives the subscribers the ability to perform a range of tasks:

- Establish journey purposes, origin-destination data, delivery & servicing data to inform transport and travel planning projects;
- Extract trip rates to produce or validate transport assessments. TfL's "Transport Assessment Best Practice" recommends the use TRAVL-derived trip rates;
- Extract trip rates to produce, evaluate or monitor travel plans. TfL's "Travel Planning for new development in London" requires the use of TRAVL trip rates in Strategic level travel plans;
- Secure or promote travel plans which comply with PAS 500 (a National Standard for Travel Plans) methodology, providing independent monitoring of travel plans;
- Capture additional information for residential sites such as community profiles, car ownership and extra journey purpose categories; and
- Useful for establishing a population catchment area for a site. This is particularly useful for planning where to locate schools and supermarkets.

### **NEW BENEFITS for joining in 2011/12!**

From this year onwards we are working with the London boroughs to significantly increase the number of TRAVL surveys entered into the database. We are expecting a much larger number of borough-provided surveys, which will increase survey coverage across a wide variety of land uses. These surveys will be in addition to the surveys we undertake as part of the TRAVL survey programme.

Last year's simplified pricing structure remains with no annual increase to the subscription fee.

The pricing structure is as follows:

<b>Consultant Rates</b>	<b>Price (ex VAT)</b>
Annual Primary License	£2,650
Annual Secondary License	£1,295
Additional Licenses (per machine)	£150

### **What to do now:**

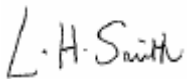
Please complete the attached order form and return by email to **travl@mvaconsultancy.com** or by post/fax (address on the form). Subscriptions received in the latter half of the financial year will be liable to a higher pro-rata rate per month; we therefore recommend you **subscribe sooner rather than later**.

The current release (**v8.13**) **expires on 30th April 2011**. Those customers who re-subscribe will receive download instructions for the new release (v8.14) around 28<sup>th</sup> March with access to the current version ceasing after 30<sup>th</sup> April 2011.

If you have any subscription queries, please do not hesitate to contact us.

We look forward to receiving your order & information form and your continuing support of the development of the trip generation database for London.

Yours sincerely



Louise Smith

**TRAVL Project Manager**