14 BLACKBURN ROAD, CAMDEN

TRAVEL PLAN

PROJECT NO. 22/227 DOC NO. D004 DATE: MAR 2023 VERSION: 2.0 CLIENT: HAMPSTEAD ASSET MANAGEMENT LTD (HAML) AND BUILDER DEPOT LIMITED (BDL)

Velocity Transport Planning Ltd <u>www.velocity-tp.com</u>





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1 INTRODUCTION

1.1 GENERAL

- 1.1.1 This Framework Travel Plan (**'TP'**), prepared by Velocity Transport Planning (**'VTP'**), is submitted on behalf of Hampstead Asset Management Ltd (**'HAML'**) and Builder Depot Limited (**'BDL'**) (together **'the Applicant'**) to accompany an application for full planning permission for the development at 14 Blackburn Road, London, NW6 1RZ (**'the Site'**).
- 1.1.2 The Site is occupied by various warehouses (between one and two storeys). The Site is bound along its northern edge by Blackburn Road and railway land to the south (serving the Metropolitan and Jubilee lines between West Hampstead Underground Station and Finchley Road). The West Hampstead Underground Station, together with retail facing on to West End Lane, lies to the west of the Site.
- 1.1.3 Opposite the site are a number of developments, including the part 6 part 8 storey iQ Student Accommodation (at Haywood House, Blackburn Road), the three storey Clockwork Factory, as well as five x three storey residential properties closer to the West End Lane end of Blackburn Road. The Clockwork Factory is subject to a new planning application, which seeks consent for three residential buildings of up to nine storeys in height.
- 1.1.4 To the northeast, the Site is bound by a pocket of industrial land and two commercial units owned and operated by Audi. Further to the east of the Site comprises the O2 Shopping Centre, which contains a mix of uses including retail units, community uses and restaurants, two large commercial superstores and associated car parking.
- 1.1.5The Site contains no listed buildings and is not within a Conservation Area however it neighbours the South
Hampstead Conservation Area, located to the south of the Site. Although not currently an allocated site, the
Site sits within the West Hampstead Interchange Area and a Call for Sites application has been submitted.
- 1.1.6 The Site has the benefit of an implemented scheme, consented in 2004 under planning permission with reference PWX0202103 dated 6 January 2004 (the '**2004 Permission'**), which will provide 14 residential units within a western block, as well as a four storey eastern block, comprising two storeys of warehouse floorspace and two storeys of office floorspace (the '**Implemented Development**').
- 1.1.7 To add three additional floors of commercial floorspace to the eastern block forming part of the Implemented Development, the Applicant seeks full planning permission for the following description of development (herein '**the Proposed Development'**):

"The erection of three floors of commercial floorspace (Use Class Eg), together with cycle parking, and associated works."

1.1.8 In tandem, the Applicant has submitted a section 73 application to alter conditions attached to the 2004 Permission to substitute certain drawings authorised by the 2004 Permission in order to provide for the additional three storeys to be constructed on the eastern block as part of the Proposed Development. The section 73 application also seeks consent for certain internal changes within the eastern block to suit the Applicant's operational needs, as well as improvements to external fenestration. The description of development for the section 73 application is as follows:



"Variation of Condition 2 (approved plans) pursuant to planning permission [PWX0202103] dated 06.01.2004 for Redevelopment of whole site by the erection of a 4 storey eastern block comprising two Class B8 and eight Class B1 units with associated service yard, together with a 4 storey plus basement western block comprising 8 dwellinghouses and 6 self-contained flats with associated underground car parking. Changes include: revisions to ground floor elevation and roof plan" (referred to as the '**S73 Development')**.

- 1.1.9 While this TP has been submitted in support of the application for full planning permission only, it considers the operational phase of the Site following completion of the S73 Development and the Proposed Development.
- 1.1.10 The overarching vision behind the proposals is to optimise the Site, providing additional commercial space above the already implemented proposals to contribute to the wider objectives for this part of West Hampstead ('West Hampstead Interchange Area').
- 1.1.11 The proposals have been the subject to pre-application discussions with Camden Council. Likewise, there has been positive public consultation with surrounding occupiers, both residential and local businesses.

1.2 SITE LOCATION

1.2.1 **Figure 1-1** shows the location of the Site in relation to the surrounding context.

Key 0 Site Location TfL Bus Stops 0 Rail Stations London Underground Station 0 Railway Station Public Transport eckford Pr Tfl Bus Routes TfL Underground Routes Jubilee ymington R Metropolitan Overground tead Th West Hamp 0 Road tal Road Dynham Road Avenue 0 100 200 m

Figure 1-1: Site Location

1.3 SITE DESCRIPTION

1.3.1 The Site currently comprises a two-storey industrial/warehouse unit, occupied by BDL, with an associated service yard and parking. The Site is accessed via Blackburn Road only.

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1.4 PLANNING HISTORY

- 1.4.1 As noted above, the Site has the benefit of the Implemented Development authorised by the 2004 Permission.
- 1.4.2 The description of development authorised by the 2004 Permission reads as follows:

"Redevelopment of whole site by the erection of a 4-storey eastern block comprising two Class B8 and eight Class B1 units with associated service yard, together with a 4 storey plus basement western block comprising 8 dwellinghouses and 6 self-contained flats with associated underground carparking."

- 1.4.3 An application for minor non-material amendment to the 2004 Permission was granted by LBC on 4 May 2022 (ref: 2022/0509/P). That amendment concerned condition 1 attached to the 2004 Permission.
- 1.4.4 A Certificate of Lawfulness application was submitted on 21 October 2022 to confirm that the 2004 Permission has been lawfully implemented (application reference 2022/4576/NEW). At the time of writing, the application is pending determination.
- 1.4.5 The Implemented Development represents the baseline situation at the Site for the purpose of this report.

1.5 PROPOSED DEVELOPMENT

- 1.5.1 The Proposed Development will introduce additional office floor space, comprising an increase of 3,633 sqm (Gross Internal Area (GIA)) floor area over the Implemented Development. It is proposed that the additional office space will be car-free.
- 1.5.2 The implemented and proposed area schedule is shown in **Table 1-1**.

LAND U	ISE	IMPLEMENTED	PROPOSED	PROPOSED TOTAL
Builders Merch	nant (GIA)	2,306sqm	-	2,306sqm
	Flats	6	-	6
Residential	Houses	8	-	8
	GIA	1,886sqm	-	1,886sqm
Office (G	SIA)	1,301sqm	3,633sqm	4,934sqm
Total (Units	Total (Units / GIA)		3,633sqm	14 Units / 9,126sqm

Table 1-1: Implemented and Proposed Accommodation Schedule

ACCESS

1.5.3

Vehicular access to the Site will be retained as per the Implemented Development arrangements. The western access from Blackburn Road will continue to provide access and egress to the residential element, while the eastern access will serve the builders merchant and commercial element within the eastern block.



CAR PARKING

1.5.4 The proposed new office units to be introduced via the full application will be car-free in accordance with London Plan and LBC parking policy. The 14 parking spaces for the implemented residential element will be retained while the parking spaces for the implemented builders merchant will be reduced by one space via the section 73 application, with five spaces remaining. One of the five parking spaces will be provided with active electric vehicle charging infrastructure, equating to a 20% provision for the builders merchant element, in accordance with LBC guidance¹.

CYCLE PARKING

1.5.5 Cycle parking will be provided on-site for staff and visitors of the office and builders merchant uses. The cycle parking requirements, as set out in the London Plan, are shown in **Table 1-2** along with the proposed provision.

LAND USE	LONG-STAY REQUIREMENT	SHORT-STAY REQUIREMENT	LONG-STAY PROPOSED	SHORT-STAY PROPOSED
C3 Residential (14 x 3-bed units)	28	2	28	2
B8 Builders Merchant (3,161sqm GEA)	7	4	7	4
B1 Office (6,144sqm GEA)	82	11	82	11
Total	117	17	117	17

Table 1-2: Required and Proposed Cycle Parking Provision

1.5.6 Based on the London Plan standards for cycle parking, it is proposed that a total of 117 long-stay and 17 short-stay spaces are provided on-site.

DELIVERIES AND SERVICING

1.5.7 Delivery and servicing vehicles will be accommodated within the Site for the builders merchant element, and will be undertaken on-street for the office and residential elements. Refuse collection for all uses will be undertaken within the Site via the builders merchant service yard.

1.6 OVERVIEW

1.6.1 Travel Plans assist with managing the travel demands and impacts of new developments. TfL defines a Travel Plan as "long term management strategies which should support sustainable and active travel at both new and existing developments"².

² Travel plans - Transport for London (tfl.gov.uk)

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¹ Camden Planning Guidance: Transport (January 2021)

- 1.6.2 A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design, and proximity to facilities create the conditions to make sustainable travel a preferred choice, communicating these opportunities to occupiers is critical to the success of the Travel Plan.
- 1.6.3 This TP has been produced in accordance with current Department for Transport ('DfT') and TfL travel planning guidance as well as LBC Planning Guidance: Transport (2021).

1.7 **DOCUMENT THRESHOLDS**

A review of LBC's Travel Plan document thresholds has been undertaken and is set out in Table 1-3. 1.7.1

Table 1-3: Travel Plan Document Thresholds

USE	LBC TRAVEL PLAN THRESHOLD		
Office Local Level Travel Plan: More than 20 staff but less than 2,500sqm Strategic Level Travel Plan: Equal or more than 2,500sqm			
Builders merchantLocal Level Travel Plan: More than 20 staff but less than 2,500sqmStrategic Level Travel Plan: Equal or more than 2,500sqm			
Desidential dwellings	Local Level Travel Plan: Between 50 and 80 units or where justified by travel demand or transport conditions		
Residential dwellings	Strategic Level Travel Plan: Equal or more than 80 units or where justified by travel demand or transport conditions		

- 1.7.2 Based on the above thresholds, the following Travel Plan strategies have been prepared and are contained as separate sections within this TP:
 - O A Local Level Travel Plan has been prepared for the operational builders merchant element of the redeveloped Site;
 - O A Strategic Level Travel Plan has been prepared for the operational office element of the redeveloped Site.
- 1.7.3 As the residential element of the overall scheme falls below the thresholds set out in Table 1-3, no Travel Plan strategy has been prepared for the residential dwellings.

1.8 **DOCUMENT STRUCTURE**

- 1.8.1 The remainder of this TP is structured as follows:
 - Section 2 reviews relevant transport planning policy;
 - Section 3 provides details of the baseline conditions and Site accessibility;
 - Section 4 sets out the builders merchant Local Level Travel Plan strategy; and
 - Section 5 provides the office Strategic Level Travel Plan strategy.



2 PLANNING POLICY

2.1.1 The national, regional and local transport policies relevant to this development are well documented and this section does not seek to replicate them. Instead, the key themes are summarised briefly below and, where relevant, policies that relate directly to the Proposed Development and the operational phase of the Site are addressed.

2.2 NATIONAL PLANNING POLICY FRAMEWORK (2021)

- 2.2.1 The National Planning Policy Framework ('NPPF') was revised in July 2021 and sets out the Government's planning policies for England and how these should be applied and provides a framework within which locally prepared plans for housing and other development can be produced. At its heart, the NPPF sets out a presumption in favour of sustainable development (Paragraph 11).
- 2.2.2 The NPPF promotes sustainable transport and notes that transport issues should be considered at the earliest stages of development proposals.
- 2.2.3 Chapter 9 sets out the requirements for promoting sustainable transport advising that significant development should be focused on locations that are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes.
- 2.2.4 Paragraph 113 requires developments to provide a Travel Plan to support development proposals.

2.3 PLANNING PRACTICE GUIDANCE (2014)

- 2.3.1 In March 2014, the Department for Communities and Local Government (as it was then) launched the Planning Practice Guidance ('**PPG'**) to provide web-based guidance in support of the NPPF. The PPG details the overarching principles on Transport Assessments and Travel Plans.
- 2.3.2 Paragraph 11 (Ref. ID: 42-011-2-140306) of the PPG notes that Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate.
- 2.3.3 They should evaluate and consider:
 - Benchmark travel data;
 - Information on the scheme and forecast level of trips;
 - Relevant information on existing travel habits;
 - Proposals to reduce the need to travel to/from the site via all modes of transport; and
 - O Proposals to enhance the use of public transport services and walking and cycling facilities.
- 2.3.4 Paragraph 12 (Ref ID: 42-012-20140306) of the PPG notes that Travel Plans must set out clearly the data that will be collected, and when, establishing the baseline conditions in relation to any targets.

2.4 LONDON PLAN (2021)

2.4.1 The London Plan is part of London's statutory development plan and aims to ensure that London's transport is easy, safe and convenient for everyone and actively encourages more walking and cycling.

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2.4.2 Policy T1 notes that development proposals should target 80% of all trips in London to be made by foot, cycle or public transport by 2041. It states that:

"All development should make the most effective use of land, reflecting its connectivity and accessibility by existing and future public transport, walking and cycling routes, and ensure that any impacts on London's transport networks and supporting infrastructure are mitigated."

- 2.4.3 Policy T5 sets out that development should encourage cycling and provides minimum cycle parking standards. Cycle parking and cycle parking areas should allow easy access and provide facilities for larger and adapted bikes and all cyclists. In places of employment, supporting facilities are recommended, including changing rooms, maintenance facilities, lockers and shower facilities. The policy also states that all cycle parking should be designed in accordance with guidance contained within the London Cycle Design Standards ('**LCDS'**).
- 2.4.4 Car-free development should be the starting point for all development proposals in places that are (or are planned to be) well-connected by public transport, with developments elsewhere designed to provide the minimum necessary parking ('car-lite').
- 2.4.5 No specific parking standards for B8 use are provided in the London Plan. Policy T6.2 (Office Parking) Part C notes that car parking provisions at Use Classes Order B2 (general industrial) and B8 (storage or distribution) employment uses should have regard to these office parking standards and take account of the significantly lower employment density in such developments.

2.5 MAYOR'S TRANSPORT STRATEGY (2018)

- 2.5.1 The Mayor's Transport Strategy ('**MTS'**) was published in March 2018 and sets out the Mayor's policies and proposals to reshape transport in London over the next 25 years. The central aim of the MTS is for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041.
- 2.5.2 Three key themes are at the heart of the strategy:
 - 1. Healthy Streets and healthy people

The MTS promotes a new Healthy Streets approach to reduce car dependency and increase active, efficient and sustainable travel. Street environments should be designed to encourage walking and cycling to assist Londoners with staying healthy.

2. <u>A good public transport experience</u>

For longer trips, public transport is the most efficient way for people to travel and should be attractive to facilitate a mode shift away from car use. Improvements to the public transport network are outlined including new infrastructure.

3. New homes and jobs

This section of the MTS highlights the projected growth of London's population, over the coming decades and sets out the need for the city's growth to be shaped by the 'Good Growth' principles. Promoting high-density, mixed-use and well-connected developments that enable the city to grow sustainable and positively.



2.6 LBC LOCAL PLAN (2017)

- 2.6.1 LBC's Local Plan sets out LBC's planning policies and vision for the borough over the period 2016 2031.
- 2.6.2 Policy T1 states developments should provide accessible, secure cycle parking facilities in excess of the minimum London Plan standards as well as high quality end-of-trip facilities including changing rooms, showers and lockers.
- 2.6.3 Chapter 10 focuses on transport in the borough, and on the need to promote sustainable transport choices, with development prioritising the needs of pedestrians and cyclists to ensure that sustainable transport will be the primary means of travel to and from the site.
- 2.6.4 Policy T2 (Parking and Car-Free Development) states that LBC will limit the availability of parking and require all new developments in the borough to be car-free through:
 - Not issuing on-street or on-site parking permits in connection with new developments and use legal agreements to ensure that future occupants are aware that they are not entitled to on-street parking permits;
 - Limiting on-site parking to:
 - \circ spaces designated for disabled people where necessary, and/or
 - o essential operational or servicing needs;
 - Supporting the redevelopment of existing car parks for alternative uses; and
 - Resisting the development of boundary treatments and gardens to provide vehicle crossovers and on-site parking.
- 2.6.5 On redevelopment proposals, paragraph 10.20 states that:

"The Council will consider retaining or re-providing existing parking provision where it can be demonstrated that the existing occupiers are to return to the address when the development is completed."

2.7 CAMDEN TRANSPORT STRATEGY (2019)

- 2.7.1 The Camden Transport Strategy ('**CTS**')was produced following the publication of the MTS, and aims to transform transport and mobility in Camden, enabling and encouraging people to travel, and goods to be transported, healthily and sustainably. The CTS sets out objectives, policies and measures for achieving this goal.
 - Increasing walking and cycling;
 - Improving public transport in the borough;
 - Reducing car ownership and use;
 - Improving the quality of our air; and
 - Making our streets and transport networks safe, accessible and inclusive for all.
- 2.7.2 The CTS notes that LBC will secure developer contributions for transport measures including Travel Plans. Objective 7 (Investment Priority Areas) sets out that LBC will secure and robustly monitor Travel Plans from (relevant) new development sites, ensuring they reduce their demand on the transport network (Measure 7a). The Council will also Seek developer contributions for cycle hire stations and other pedestrian/ cycling measures delivered by the Council through the Travel Plan process (Measure 7i).



3 BASELINE CONDITIONS

3.1 INTRODUCTION

3.1.1 This section reviews the Site's accessibility by walking, cycling and public transport.

3.2 WALKING

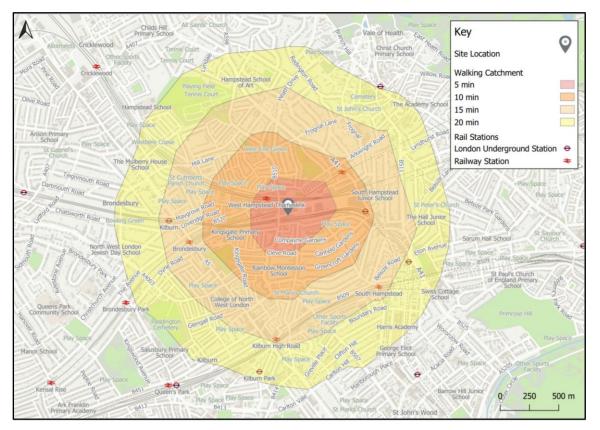
- 3.2.1 The National Travel Survey identifies that walking is the most frequent travel mode used for short-distance trips (within 1 mile/1.6 km)³. Infrastructure that supports travel on foot is therefore important to promote sustainable and active travel as a viable alternative to short car trips.
- 3.2.2 Well-lit footways are provided on both sides of Blackburn Road and West End Lane in the vicinity of the Site. Dropped kerbs are provided at all crossing points, with most also having tactile paving. Controlled pedestrian crossing points are provided at appropriate intervals along West End Lane, and 20mph speed limits help create attractive environments for pedestrian movement in the local area.
- 3.2.3 **Figure 3-1** shows walking isochrones from the Site illustrating the walking accessibility and catchment surrounding the Proposed Development.

³ National Travel Survey 2021: Mode share, journey lengths and public transport use - GOV.UK (www.gov.uk)

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Figure 3-1: Walking Isochrones Map



3.2.4 **Figure 3-1** illustrates that a number of London Underground and railway stations can be reached within a 20-minute walk of the Site. These include:

- Within 5 minutes: West Hampstead Station;
- Within 10 minutes: Finchley Road Station, Finchley Road & Frognal Station;
- 💿 Within 15 minutes: Kilburn, Brondesbury, Kilburn High Road and South Hampstead Stations; and
- Within 20 minutes: Kilburn Park and Swiss Cottage Stations.

3.3 CYCLING

3.3.1 The National Travel Survey highlights that the average cycle trip is currently 3.6 miles (5.1km)⁴, however, journeys up to three times the average distance are not uncommon for regular commuters, accepting that fitness and physical ability, journey purpose and conditions are relevant factors.

⁴ Walking and cycling statistics, England: 2021 - GOV.UK (www.gov.uk)

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- 3.3.2 There are several cycle routes in the vicinity of the Site with a shared footway/cycle route located to the east of the Site at the end of Blackburn Road linking the Site to the O2 Centre and Finchley Road London Underground station and facilitating east-west journeys made on foot or by cycle.
- 3.3.3 Local Cycle Route 5 runs along the A5 in proximity to the Site providing a recommended on-road route south into central London and north as far as Edgeware, as shown in Figure 3-2.
- Quietway 3 can be joined near Kilburn Underground Station and this provides a quiet route west through 3.3.4 Dollis Hill to Gladstone Park.

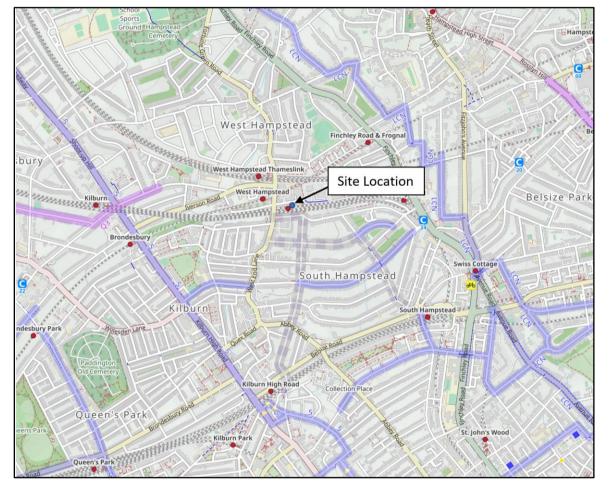


Figure 3-2: Local Cycle Routes

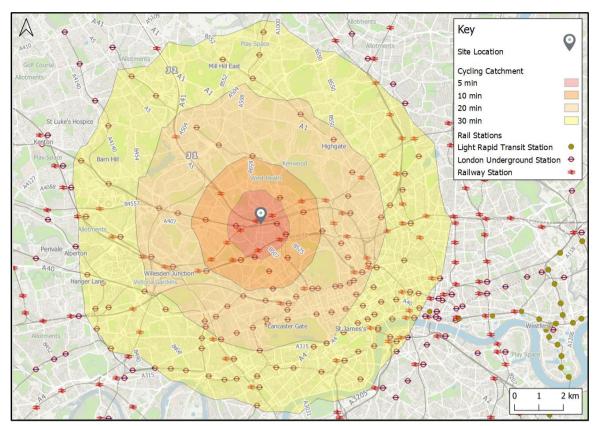
* Source: Openstreetmap.org



Figure 3-3 shows cycling isochrones from the Site for typical 5, 10, 20 and 30-minute cycle times.



Figure 3-3: Cycling Isochrones Map



3.3.6 **Figure 3-3** illustrates that several major residential and employment areas are within suitable cycle distances from the Site, including Bond Street, Oxford Street, Kensington and London Victoria.

3.4 PUBLIC TRANSPORT ACCESS LEVEL

- 3.4.1 Public Transport Access Level ('**PTAL**') is used to assess the connectivity of a site to the public transport network in consideration of the access time and frequency of services. It considers rail stations within a 12minute walk (960m) of the site and bus stops within an eight-minute walk (640m) and is undertaken using the AM peak hour operating patterns of public transport services. An Access Index ('**AI**') score is calculated that is used to define a PTAL score.
- 3.4.2 TfL's online Web based Connectivity Assessment Tool ('**WebCAT'**) shows that the PTAL of the Site ranges from 6a to 6b, indicating that the Site has excellent accessibility to public transport services. The WebCAT PTAL output is summarised in **Figure 3-4**.



Figure 3-4: PTAL Mapping

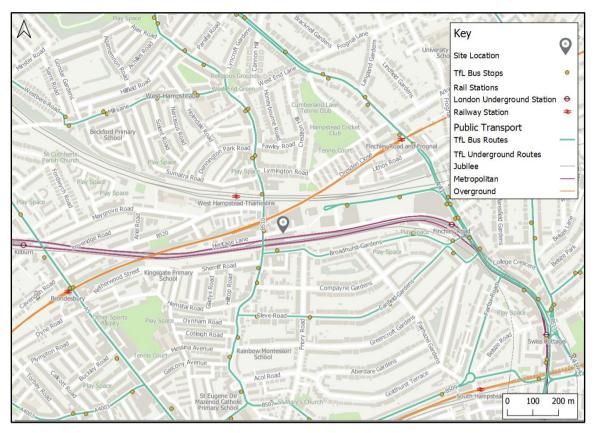


3.5 BUS NETWORK

- 3.5.1 The nearest bus stops are located on West End Lane, approximately 200m south of the Site (a 2–3 minute walk). West Hampstead Station (Stop A) provides northbound services while Compayne Gardens (Stop B) provides southbound services, with both bus stops featuring seating and shelters.
- 3.5.2 These bus stops are shown on the local public transport network provided in **Figure 3-5**.



Figure 3-5: Local Public Transport Services



* Note: Stop W shown near the Site on West End Lane on the above plan was removed in 2018.

- 3.5.3 Stop A provides northbound services for routes 139, 328 and C11, while Stop B serves bus routes 139 and 328 only. Stop C also provides southbound services for route C11. All buses are operated by TfL.
- 3.5.4 A summary of the bus services and their frequencies is provided in **Table 3-1**.

Table 3-1: Bus Service Frequency

SERVICE	ROUTE	AM PEAK HOUR FREQUENCY (SERVICES PER HOUR)	PM PEAK HOUR FREQUENCY (SERVICES PER HOUR)
139	Waterloo Station – Charing Cross Station – Piccadilly Circus – Baker Street Station – West Hampstead Station – Golders Green Station	7	7
328	Limerston Street – Earls Court Station – High Street Kensington Station – Notting Hill Gate Station – Westbourne Park Station – Kilburn Park Station – Kilburn High Road Station – West Hampstead Station – Golders Green Station	5	5
C11	Archway – Gospel Oak Station – Belsize Park Station – Swiss Cottage Station – Finchley Road Station – West Hampstead Station – Cricklewood Station – Brent Cross Shopping Centre	6	6

* Frequency and operating times are approximate and subject to timetable changes

Source: <u>Timetables - Transport for London (tfl.gov.uk)</u>

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3.5.5 As can be seen from **Table 3-1**, there are three bus routes which serve the Site. All three routes operate at a high frequency in the AM and PM peak hours, with at least five peak hour services per route.

3.6 LONDON UNDERGROUND

3.6.1 The nearest London Underground station to the Site is West Hampstead Station, located approximately a one-minute walk to the south of the Site. West Hampstead is on the Jubilee line which connects the Site with key central locations including Oxford Street, Westminster and London Bridge. It is also noted that the Jubilee Line provides a direct connection to every other London Underground service and a number of rail stations. The station is in Travelcard Zone 2.

3.6.2 **Table 3-2** summarises the high-frequency services available from West Hampstead Station.

Table 3-2: London Underground Service Frequency from West Hampstead Station

LINE	ROUTE	AM PEAK HOUR FREQUENCY (SERVICES PER HOUR)	PM PEAK HOUR FREQUENCY (SERVICES PER HOUR
Jubilee	Stanmore – Stratford	30	30

Source: <u>Timetables - Transport for London (tfl.gov.uk)</u>

3.7 LONDON OVERGROUND

3.7.1 West Hampstead station is also the nearest London Overground station to the Site, located approximately a 2-minute walk to the northwest of the Site. **Table 3-3** summarises the Overground services available.

Table 3-3: London Overground Service Frequency from West Hampstead Station

LINE	DESTINATION	AM PEAK HOUR FREQUENCY (SERVICES PER HOUR)	PM PEAK HOUR FREQUENCY (SERVICES PER HOUR)
Overground	Richmond	5	5
	Clapham Junction	5	5
	Stratford	10	10
	Total	20	20

Source: Timetables - Transport for London (tfl.gov.uk)

3.8 RAIL NETWORK

3.8.1 The closest rail station to the Site is West Hampstead, served by Thameslink services. This connects the Site with locations such as Brighton, Bedford and St Albans. **Table 3-4** summarises the services available from the station.



Table 3-4: Rail Service Fre	equency to West	Hampstead Rail Station
-----------------------------	-----------------	------------------------

LINE	DESTINATION	AM PEAK HOUR FREQUENCY	PM PEAK HOUR FREQUENCY
	St Albans City	5	5
	Sutton	2	2
	Luton	4	4
Thameslink	Bedford	4	4
	Rainham	2	2
	Brighton	4	4
	Total	21	21

Source: <u>Timetables - Transport for London (tfl.gov.uk)</u>

3.8.2 As can be seen in **Table 3-4**, West Hampstead Station provides 21 services in both the AM and PM peak hours.

3.9 PUBLIC TRANSPORT TIME MAPPING

3.9.1 Time Mapping ('**TIM'**) is a tool developed by TfL within their WebCAT suite of tools to assess connectivity in terms of travel times, taking into account public transport service ranges and interchange opportunities. Time Mapping for the Site, travelling by public transport during the AM peak, is presented in **Figure 3-6**.

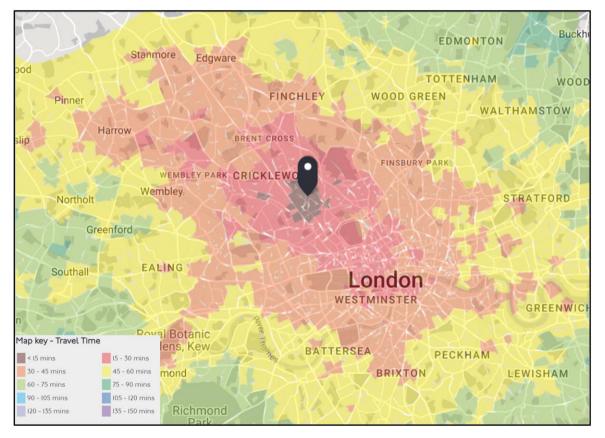


Figure 3-6: TIM Mapping

Source: WebCAT planning tool - Transport for London (tfl.gov.uk)

3.9.2 **Figure 3-6** shows that the entirety of central London can be reached within a 30 – 45 minute journey, whilst the majority of south and east London can be reached within a 45 – 60 minute journey.

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Project No 22/227 Doc No D004	14 Blackburn Road, Camden	

3.10 CAR CLUB

3.10.1 A car club bay is also present on Blackburn Road in front of the Site, providing a convenient method of travel for existing and future users of the Site.

3.11 SUMMARY

3.11.1 The Site is accessible via good-quality walking and cycling networks which provide direct routes to a variety of residential and employment areas. Public transport access to the Site is high, and there are multiple opportunities to interchange between modes. Fast, convenient routes from Central London via London Underground, Overground and rail services will also enable public transport to be a genuine option for travel to/from the Site.



4 BUILDERS MERCHANT LOCAL LEVEL TRAVEL PLAN STRATEGY

4.1 INTRODUCTION

4.1.1 This Local Level TP focuses on encouraging sustainable travel and takes the form of an 'Action Plan', setting out measures that are to be promoted by the occupier of the builders merchant. It is not necessary for a TP of this scale to provide specific targets and formal monitoring.

4.2 AIMS AND OBJECTIVES

- 4.2.1 The Site has a PTAL of 6a to 6b and therefore has an excellent level of accessibility by public transport, including West Hampstead Station located an approximate one-minute walk from the Site and bus stops within three minutes' walk of the Site. As the builders merchant element only provides car parking for operational needs, it would therefore be expected that the builders merchant will have a low car mode share at the point of opening.
- 4.2.2 This does not mean, however, that this TP cannot contribute to ensuring and furthering the sustainable travel credentials of the scheme. A set of key aims and objectives have been identified, which the TP will work towards.

AIMS

- 4.2.3 The overall aims of this TP are to:
 - Reduce carbon emissions and the environmental impacts from travel associated with the builders merchant;
 - Raise awareness of sustainable travel options and ensure benefits of sustainable modes of transport are apparent to staff and customers;
 - Reduce the level of impact of the development on the surrounding area, with respect to transport movements to and from the builders merchant;
 - Promote and encourage the use of modes of transport that improve physical fitness; and
 - Set an example of good practice for the area.

OBJECTIVES

- 4.2.4 In order to achieve the above aims, the following objectives have been set:
 - Discourage the use of private cars;
 - Increase use of walking and cycling; and
 - Reduce the emphasis on public transport as the primary mode of travel to the Site for trips under 5km.



- 4.3.1 This section outlines the measures that will be implemented to achieve the objectives. These measures form the core of the TP. The measures have been grouped into three types and considered in turn:
 - 'Hard' engineering measures incorporated into the design;
 - 'Key services and facilities' provided; and
 - 'Soft' marketing and management measures that ensure that sustainable travel behaviour is maximised.

HARD MEASURES

4.3.2 Physical aspects of the design of the redeveloped Site will influence travel patterns from the outset. The hard engineering measures that will be incorporated into the design of the development would be provided prior to the occupation of the builders merchantsand would be funded by the Applicant.

CYCLE PARKING

- 4.3.3 Cycle parking will be provided in accordance with minimum London Plan requirements. A total of seven long-stay cycle parking spaces will be provided in cycle stores at lower ground floor level. In addition, four short-stay cycle parking bays will be provided in cycle stores at lower ground floor level for customers of the builders merchant.
- 4.3.4 Supporting facilities will be provided in compliance with the London Plan guidance. This will comprise changing rooms, maintenance facilities, lockers (two per three long-stay spaces) and showers (one per ten long-stay spaces).

CAR PARKING PROVISION

4.3.5 As the builders merchant element only provides car parking for operational needs, this will ensure the oversupply of parking does not encourage car travel to the Site. One of the five parking spaces will be provided with active electric vehicle charging infrastructure, equating to a 20% provision for the builders merchant element, in accordance with LBC guidance.

KEY SERVICES AND FACILITIES

4.3.6 A number of key services and facilities to complement the location and physical design of the redeveloped Site will also be implemented to further encourage the use of sustainable transport modes.

DELIVERIES

4.3.7 Sustainable delivery initiatives will be pursued where reasonably practicable. Such initiatives could include the synchronisation of deliveries from common suppliers, therefore reducing both the number of deliveries to the Site whilst simultaneously reducing the economic and environmental costs.

CYCLE TO WORK SCHEME

4.3.8 The national Cycle to Work Scheme, enabling staff who wish to cycle to work to purchase a bike on a taxfree basis, will be promoted for the benefit of the builders merchants staff.



CYCLE LOAN

4.3.9 LBC's Try-A-Bike loans, which allows those who want to experience the advantages of cycling but do not yet have a bike of their own, will be promoted to staff.

CYCLE TRAINING

4.3.10 Awareness will be raised to staff of LBC Cycle Skills courses, which teach essential bike riding skills for all ages and abilities.

INTEREST-FREE TICKET LOAN

4.3.11 The occupier would be encouraged to provide and promote the availability of staff interest-free loans for the purchase of public transport season tickets. The provision of interest-free season ticket loans will be publicised (where appropriate) within the travel leaflets and internally.

SOFT MEASURES

4.3.12 The location of the Site, its design and proximity to public transport services within the surrounding area create all of the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the TP.

TRAVEL PLAN CO-ORDINATOR

- 4.3.13 Given the scale of the scheme, a part-time Travel Plan Co-ordinator ('**TPC'**), expected to be a member of builders merchant staff, will be appointed to manage the implementation of the TP and associated measures. They will be responsible for overseeing, implementing, monitoring and reviewing the TP. The TPC will also ensure that the Travel Plan measures continue to be applied on an on-going basis as necessary, such as promoting the TP, issuing the Travel Pack (see below) to staff upon commencement of employment and updating the noticeboard as required.
- 4.3.14 The contact details of the future appointed TPC will be provided to LBC Travel Plan officers at <u>travelplans@camden.gov.uk</u>.

TRAVEL PACK

- 4.3.15 Staff will be provided with a travel pack upon commencement of employment (the '**Travel Pack**'). The key role of the Travel Pack is to raise awareness of sustainable travel opportunities and initiatives available to staff, including:
 - Promotion of nearby bus, underground, overground and rail services.
 - Links to relevant public transport travel information websites (such as the TfL journey planner).
 - The location of nearby key amenities to encourage trips by foot.
 - Making staff and customers aware of the cycle parking that is available to them.
 - Promotion of membership to the London Cycling Campaign ('LCC'): Promote the LCC, which is a cyclist organisation with local groups throughout London. Local LCC groups promote cycling locally, improve conditions for cyclists in their borough and organise leisure rides and social events whilst providing support for cyclists. The benefits on offer to LCC members include discounts at bike shops in London; exclusive cycle theft insurance packages; free third-party insurance for damage or injury up to the value of £1 million; access to local LCC borough groups; and free legal advice.

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- Promotion of health benefits associated with walking and cycling regularly.
- Provision of details of the established 'Act on CO2 carbon calculator' and information to raise awareness of the environmental and cost saving benefits associated with sustainable travel and reducing car usage.

NOTICEBOARDS

4.3.16 Noticeboards providing travel information to staff in prominent locations in the building will be provided. These will include maps of the immediate local area identifying locations of cycle parking, car club bays and public transport modes. The noticeboards will also be used by the TPC to inform staff of any new travel initiatives or events.

4.4 ACTION PLAN

4.4.1 The programme for the implementation of the TP measures is set out in **Table 4-1** and sets out tasks, intended implementation dates and responsibilities.

Table 4-1: Builders Merchant Action Plan

MEASURE	TIMESCALE	RESPONSIBILITY	FUNDING
Appoint part-time TPC	Upon occupation	Applicant	Applicant
Inform TPC of Travel Plan aims and objectives and agree implementation of measures	Upon appointment of TPC	Applicant	Applicant
Provide cycle parking	Prior to occupation	Applicant	Applicant
Provide a Travel Pack to staff	Upon commencement of employment	ТРС	Applicant
Provide a noticeboard with sustainable travel information	Upon completion and updated bi-annually	ТРС	Applicant



5 OFFICE STRATEGIC LEVEL TRAVEL PLAN STRATEGY

5.1 INTRODUCTION

5.1.1 This Strategic Level TP focuses on encouraging sustainable travel and takes the form of an 'Action Plan', setting out measures that are to be promoted by the occupier(s) of the offices.

5.2 AIMS AND OBJECTIVES

- 5.2.1 The Site has a PTAL of 6a to 6b and therefore has an excellent level of accessibility by public transport, including West Hampstead Station located an approximate one-minute walk from the Site and bus stops within three minutes' walk of the Site. As the office element of the Site would be car-free, it would therefore be expected that the offices will have a very low car mode share at the point of opening.
- 5.2.2 This does not mean, however, that this TP cannot contribute to ensuring and furthering the sustainable travel credentials of the scheme. A set of key aims and objectives have been identified, which the TP will work towards.

AIMS

- 5.2.3 The overall aims of this TP are to:
 - Reduce carbon emissions and the environmental impacts from travel associated with the offices;
 - Raise awareness of sustainable travel options and ensure benefits of sustainable modes of transport are apparent to staff and visitors;
 - Reduce the level of impact of the development on the surrounding area, with respect to transport movements to and from the offices;
 - Promote and encourage the use of modes of transport that improve physical fitness; and
 - Set an example of good practice for the area.

OBJECTIVES

- 5.2.4 In order to achieve the above aims, the following objectives have been set:
 - Discourage the use of private cars in line with the car-free nature of the development;
 - Increase use of walking and cycling; and
 - Reduce the emphasis on public transport as the primary mode of travel to the Site for trips under 5km.

5.3 TARGETS

5.3.1 Targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring to ensure they remain SMART (Specific, Measurable, Achievable, Realistic and Timed).



- 5.3.2 Targets come in two forms action targets and aim targets:
 - Action targets are non-quantifiable actions that need to be achieved by a certain time.
 - Aim targets are quantifiable, and in the case of this TP, relate to the degree of modal shift the plan is seeking to achieve.

ACTION TARGETS

- 5.3.3 The action targets for this TP are:
 - To appoint a Travel Plan Coordinator ('**TPC'**); and
 - To coordinate baseline travel surveys.

AIM TARGETS

- 5.3.4 This TP sets up an initial target for modal shift by Year Five of occupation. The Full TP (see below) will then set interim targets following the occupation of the Site and once the travel baseline survey has been completed.
- 5.3.5 It should be noted that the targets presented in this section are set up in relation to the multimodal trip generation estimates produced within the accompanying Transport Statement. This mode share data will be verified and updated with baseline data collected after six months following first occupation of the offices. The collected data will be used to produce the Full TP documents, in which interim targets for Years One and Three will be identified in addition to the Year Five targets.
- 5.3.6 This TP sets up an initial target for Year Five of occupation and a five-year framework with interim targets that will be expected to be included in the TP following the occupation of the offices and baseline survey.
- 5.3.7 **Table 5-1** outlines the preliminary peak hour aim targets for the proposed office development.



Table 5-1: Office Preliminary Peak Hour Mode Share Targets

MODE	MODE SHARE				YR 5 MODE SHIFT
MODE	PREDICTED	YR1 TARGET	YR3 TARGET	YR5 TARGET	TARGET
Pedestrians	14%	16%	18%	19%	+5%
Cyclists	3%	5%	7%	8%	+5%
Bus	19%	20%	20%	21%	+2%
Underground	36%	35%	34%	33%	-3%
Rail	22%	21%	20%	18%	-4%
Car drivers	0%	0%	0%	0%	-
Car passengers	2%	1%	0%	0%	-2%
Motorcycle	2%	1%	0%	0%	-2%
Тахі	1%	0%	0%	0%	-1%
Total	100%	100%	100%	100%	N/A

5.3.8 If the subsequent baseline travel surveys show that the assumed modal splits in setting the initial 5-year targets are different, the targets will be amended to take into account the surveyed modal split. Targets will be finalised and written into the Full TP once travel surveys have been completed, the results analysed, and discussions subsequently held with the LBC Travel Plan Officers.

5.3.9 Once the first travel survey has been undertaken six months following occupation, the Full TP will be produced and updated with more accurate baseline mode share proportions. A review of the target mode shift will also be undertaken to ensure they are realistic and achievable.

5.4 MEASURES

5.4.1 This section outlines the measures that will be implemented to achieve the objectives. These measures form the core of the TP. The measures have been grouped into three types and considered in turn:

- 'Hard' engineering measures incorporated into the design;
- 'Key services and facilities' provided; and
- 'Soft' marketing and management measures that ensure that sustainable travel behaviour is maximised.

HARD MEASURES

5.4.2 Physical aspects of the design of the redeveloped Site will influence travel patterns from the outset. The hard engineering measures that will be incorporated into the design of the development would be provided prior to the occupation of the offices and would be funded by the Applicant.

CYCLE PARKING

5.4.3 Cycle parking will be provided in accordance with the minimum London Plan requirements. A total of 82 long-stay cycle parking spaces will be provided in cycle stores at lower ground floor level. In addition, 11 short-stay cycle parking will also be provided in cycle stores at lower ground floor level for visitors to the offices.



5.4.4 Supporting facilities will be provided in compliance with the London Plan guidance. This will comprise changing rooms, maintenance facilities, lockers (two per three long-stay spaces) and showers (one per ten long-stay spaces).

CAR PARKING PROVISION

5.4.5 The office use at the Site will be car-free in line with London Plan and Camden Local Plan policies and will therefore discourage people from driving to/from the Site.

KEY SERVICES AND FACILITIES

5.4.6 A number of key services and facilities to complement the location and physical design of the redeveloped Site will also be implemented to further encourage the use of sustainable transport modes.

DELIVERIES

5.4.7 Sustainable delivery initiatives will be pursued where reasonably practicable. Such initiatives could include the synchronisation of deliveries from common suppliers, therefore reducing both the number of deliveries to the Site whilst simultaneously reducing the economic and environmental costs.

CYCLE TO WORK SCHEME

5.4.8 The national Cycle to Work Scheme, enabling staff who wish to cycle to work to purchase a bike on a taxfree basis, will be promoted to all office occupiers for the benefit of their staff.

CYCLE LOAN

5.4.9 LBC's Try-A-Bike loans, which allows those who want to experience the advantages of cycling but do not yet have a bike of their own, will be promoted to staff.

CYCLE TRAINING

5.4.10 Awareness will be raised to staff of LBC Cycle Skills courses, which teach essential bike riding skills for all ages and abilities.

INTEREST-FREE TICKET LOAN

5.4.11 The occupier would be encouraged to provide and promote the availability of staff-interest free loans for the purchase of public transport season tickets. The provision of interest-free season ticket loans will be publicised (where appropriate) within the travel leaflets and internally.

SOFT MEASURES

5.4.12 The location of the Site, its design and proximity to public transport services within the surrounding area create all of the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the TP.

TRAVEL PACK

5.4.13 Staff will be provided with a Travel Pack upon commencement of employment. The key role of the Travel Pack is to raise awareness of sustainable travel opportunities and initiatives available to staff, including:

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- Promotion of nearby bus, underground, overground and rail services.
- Links to relevant public transport travel information websites (such as the TfL journey planner).
- The location of nearby key amenities to encourage trips by foot.
- Making staff and customers aware of the cycle parking that is available to them.
- Promotion of membership to the London Cycling Campaign ('LCC'): Promote the LCC, which is a cyclist organisation with local groups throughout London. Local LCC groups promote cycling locally, improve conditions for cyclists in their borough and organise leisure rides and social events whilst providing support for cyclists. The benefits on offer to LCC members include discounts at bike shops in London; exclusive cycle theft insurance packages; free third-party insurance for damage or injury up to the value of £1 million; access to local LCC borough groups; and free legal advice.
- Promotion of health benefits associated with walking and cycling regularly.
- Provision of details of the established 'Act on CO2 carbon calculator' and information to raise awareness of the environmental and cost saving benefits associated with sustainable travel and reducing car usage.

NOTICEBOARDS

5.4.14 Noticeboards providing travel information to staff in prominent locations in the office will be provided. These will include maps of the immediate local area identifying locations of cycle parking, car club bays and public transport modes. The noticeboards will also be used by the TPC to inform staff of any new travel initiatives or events.

PROMOTIONAL STRATEGY

- 5.4.15 It is recognised that a promotional strategy is key to the success of the TP. The strategy will aim to raise awareness of the key services and facilities implemented as part of the TP and disseminate travel information and notification of events and facilities provided.
- 5.4.16 Travel Packs will be provided to staff upon commencement of employment and will include a summarised version of the TP along with information on public transport and the local walking and cycling network.

5.5 MANAGEMENT

5.5.1 Management of the TP is important in ensuring that measures are implemented and objectives and targets are being met. Where necessary, it will also inform remedial action.

TRAVEL PLAN CO-ORDINATOR

- 5.5.2 A TPC will be appointed to take responsibility for the office development and management of the TP. It is expected that different TPCs will be necessary for the office and builders merchant elements of the Site. The TPC will ensure that the adoption of the TP is effective and efficient.
- 5.5.3 Given the scale of the scheme , a part-time Travel Plan Coordinator (TPC), expected to be a member of office staff, will be appointed to manage the implementation of the TP and associated measures. They will be responsible for actively promoting the TP, issuing the Travel Pack (see below) to staff upon commencement of employment and updating the noticeboard as required.
- 5.5.4 The contact details of the future appointed TPC will be provided to LBC Travel Plan officers at travelplans@camden.gov.uk.

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- 5.5.5 The responsibilities of the TPC can be summarised as:
 - Giving a 'human face' to the TP explaining its purpose and the opportunities on offer;
 - Helping establish and promote the individual measures in the TP;
 - Ensuring structures for the ongoing management of the TP are set up and running effectively;
 - Overseeing the monitoring and reporting of the TP, including liaising with LBC where appropriate;
 - Overseeing and monitoring the surveys which will inform the ongoing development of the TP; and
 - Measuring success and monitoring change.

CONSULTATION

- 5.5.6 For the TP to be successful, it will be essential for the TPC to consult with staff and visitors as follows:
 - Undertake a travel survey at the outset of the TP;
 - Ensure awareness of the TP and its initiatives that staff and visitors will buy into; and
 - Raise the awareness of the TP.

5.6 MONITORING AND REVIEW

5.6.1 The development and monitoring of the TP will be conducted by the TPC and the LBC Travel Plan Officer. In conjunction, these parties will work together to monitor and develop the TP against the identified targets contained herein.

REVIEW REPORT

- 5.6.2 To ensure that the TP continues to achieve its aims, the TP will be reviewed on a regular basis (the 'Review Report'). The Review Report should be prepared by the TPC. The objective of the review will be to assess the success of the TP against stated objectives to identify the potential for future refinement of the details in the TP.
- 5.6.3 The Review Report will utilise information and data gathered through the monitoring programme and will be supplemented by other comments and feedback derived through the ongoing consultation programme and recorded as part of the day-to-day administration of the TP.
- 5.6.4The TPC will compile a Review Report at Years 1, 3 and 5 outlining the results of each review. The Review
Report will also incorporate the results of ongoing monitoring throughout the preceding period. The
Review Report will be issued to LBC.
- 5.6.5 The TPC will issue the Review Report inclusive of survey results to LBC within six months of each survey. The TPC and LBC Travel Plan officers will then review the results and, if appropriate, revise the targets accordingly. The results of the travel survey and revised targets will be included in the subsequent revision of the TP.

5.7 ACTION PLAN

5.7.1 The programme for the implementation of the TP measures is set out in **Table 5-2** and sets out tasks, intended implementation dates and responsibilities.



Table 5-2: Office Action Plan

MEASURE	TIMESCALE	RESPONSIBILITY	FUNDING
Appoint part-time TPC	Upon occupation	Applicant	Applicant
Inform TPC of Travel Plan aims and objectives and agree implementation of measures	Upon appointment of TPC	on appointment of TPC Applicant	
Provide cycle parking	Prior to occupation	Applicant	Applicant
Provide a Travel Pack to staff	Upon commencement of employment	ТРС	Applicant
Provide a staff noticeboard with sustainable travel information	Upon completion and updated bi-annually	ТРС	Applicant
Undertake initial travel survey	Within six months of occupation of office element	ТРС	Applicant
Undertake monitoring staff travel surveys	Year 1, 3 and 5 years post TP adoption	TPC	Applicant

5.8 SECURING

5.8.1 It is anticipated that a final TP will be secured and implemented pursuant to a Section 106 agreement or planning condition. The Applicant is fully committed to the implementation of the TP and will provide all reasonably necessary funding to ensure that the agreed targets are achieved. This will include funding the TPC, travel surveys and implementation of all reasonable necessary measures.

