ESCP Business School, London

Transport Statement

25 May 2023

Prepared for

ESCP Business School

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1. Introduction

1.1 Overview

1.1.1 This Transport Statement (TS) has been prepared by Markides Associates (MA) on behalf of the ESCP Business School (the 'Applicant') in support of the provision of two temporary classrooms at the ESCP Business School campus at 527 Finchley Road, London, NW3 7BG (the 'Site'). A site location plan is presented below at **Figure 1.1.**

Figure 1.1 Site Location Plan

1.1.2 The site falls within the administrative boundary of the London Borough of Camden (LBC) which is both the relevant planning and highway authority.

1.2 Existing use

1.2.1 The existing site serves as the campus for the ESCP Business School. The Business School has 960 full time students and employs around 90 full time staff. Up to 60 visiting lecturers are also employed by the school but only attend as and when required.

1.2.2 The school fronts onto the A41 Finchley Road and is bound to the southeast by Parsifal Road. To the northwest of the site lies a Synagogue, a five-story apartment block known as the Octagon and a number of residential gardens. To the southwest the site backs onto several residential gardens.

1.2.3 To the rear of the site, there is a car park containing 18 standard spaces, 1 disabled space, 1 standard space allocated to motorcycle parking. The site is provided with 15 on site cycle racks (accommodating 15 bicycles), with 6 Sheffield stands provided on-street across the frontage of the site on Finchley Road. The car park is accessed via an entrance on Parsifal Road. Students are not permitted to park on the site and the surrounding area lies within Controlled Parking Zone CA-P (Fortune Green) which restricts parking between the hours of 08:30 to 18:30 on weekdays to permit holders only, which effectively prevents them parking on street.

1.2.4 The primary pedestrian access is from Finchley Road although access from Parsifal Road is also provided.

1.3 Development Proposals

1.3.1 The development proposals comprise the construction of two temporary classrooms with a proposed floorspace of 237sqm (GIA). The classrooms will be built on an area of hard standing at the southwest end of the school campus, within the vicinity of the existing car parking facility. The building is set to be structurally separate from the main university building but connected to the main building by a new canopy. The location of the new classrooms is shown in **Appendix A.**

1.3.2 The additional classrooms are intended to accommodate 160 students at any time with the net increase in intake as a result of the proposals totalling 100 students. No additional staff will be employed in support of the proposed development. The classroom layout is shown in **Appendix B**.

1.3.3 It is proposed that there will be no change to the existing car parking layout for the site.

1.4 Report Scope and Structure

1.4.1 This TS has been prepared to demonstrate the proposed development is appropriate in transport terms and will result in no 'severe' highways impacts.

1.4.2 Following this introduction, the remainder of this TS is structured as follows:-

- **Section 2** reviews transport related planning policy at national and local levels, demonstrating that the proposals are in compliance;
- **Section 3** describes the existing site and surrounding transport conditions;
- **Section 4** outlines the proposed development in detail, encompassing access, parking and servicing strategies;
- **Section 5** summarises the trip generation associated with the development proposals and;
- **Section 6** provides a summary and conclusion.

2. Transport Planning Policy

2.1 National Planning Policy Framework (NPPF) (2021)

2.1.1 The NPPF sets out Government planning policy, provides a framework within which local planning policies should be produced and is a material planning consideration in planning decisions.

2.1.2 At the heart of the NPPF is the presumption in favour of sustainable development. This core theme is reflected in Section 9 of the document, where the NPPF states that it should be ensured that:-

a) "Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;

b) Safe and suitable access to the site can be achieved for all users;

c) The design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code 46; and

d) Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree."

2.1.3 With respect to transport considerations, Paragraph 111 states:-

"Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe."

2.1.4 Paragraph 112 acknowledges the need for applications to:-

- *"Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second- so far as possible – to facilitate access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- *Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- *Create places that are safe, secure, and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- *Allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- *Be designed to enable charging of plug-in and ultra-low emission vehicles in safe, accessible and convenient locations."*

2.1.5 Paragraph 113 continues stating that *"all developments that will generate significant amounts of movement should be required to provide a Travel Plan and should be supported by a Transport Statement or Transport Assessment".*

2.2 Planning Practice Guidance (PPG) (2014)

2.2.1 The PPG was published in March 2014 and acts as a supporting document for the NPPF. With respect to transport considerations, a section entitled *'Travel Plans, Transport Assessments and Statements in Decision-Taking'* is provided which outlines key guidance to produce these documents.

2.2.2 The PPG outlines the purpose of a Transport Assessment or Statement, stating the following:-

> *"Transport Assessments and Statements are ways of assessing the potential transport impacts of developments (and they may propose mitigation measures to promote sustainable development. Where that mitigation relates to matters that can be addressed by management measures, the mitigation may inform the preparation of Travel Plans).*
>
> *Transport Assessments are thorough assessments of the transport implications of development, and Transport Statements are a 'lighter-touch' evaluation to be used where this would be more proportionate to the potential impact of the development (i.e. in the case of developments with anticipated limited transport impacts)."*

2.2.3 The PPG goes onto state that Transport Assessments and Statements make positive contributions to:-

- Encouraging sustainable travel;
- Lessening traffic generation and its detrimental impacts;
- Reducing carbon emissions and climate impacts;
- Creating accessible, connected, inclusive communities;
- Improving health outcomes and quality of life;
- Improving road safety; and
- Reducing the need for new development to increase existing road capacity or provide new roads.

2.3 The London Plan (2021)

2.3.1 The London Plan was published on 2nd March 2021 and it sets out the Spatial Development Strategy (SDS) for London, outlining the strategic plan for integrated economic, environmental, transport and social framework for development over the new 20-25 years.

2.3.2 Chapter 10 of this document deals with transport and Policy T1 sets the overarching approach to transport strategy for the city. Policy T1 states that development Plans and development proposals should support the delivery of the mayor's strategic target of 80 per cent of all trips in London to be made by foot, cycle, or public transport by 2041, and the proposed transport schemes set out in Table 10.1 (of the London Plan).

2.3.3 Policy T1 continues, *"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."*

2.3.4 The London Plan additionally includes the concept of 'Healthy Streets', as detailed in Policy T2. These are defined by 10 indicators as follows:-

- Pedestrians from all walks of life;
- Easy to cross;
- Shade and shelter;
- Places to stop and rest;
- Not too noisy;
- People choose to walk, cycle, and use public transport;
- People feel safe;
- Things to see and do;
- People feel relaxed; and
- Clean air.

2.3.5 Policy T2 states that development proposals should demonstrate how they will deliver improvements that support the ten Healthy Streets Indicators in line with Transport for London (TfL) guidance; reduce the dominance of vehicles on London's streets whether stationary or moving; and be permeable by foot and cycle and connect to local walking and cycling networks as well as public transport.

2.4 Camden Local Plan (2017)

2.4.1 The Camden Local Plan was adopted in 2017 and covers the Borough's development aspirations for the period of 2016 to 2031. Camden's overall vision for the Borough is:-

> *"We want to make Camden a better borough — a place where everyone has a chance to succeed and where nobody gets left behind. A place that works for everyone."*

2.4.2 To ensure that the vision is achieved, a number of strategic objectives have been defined. With respect to transport, Strategic Objective 8 notes:-

> *"To promote sustainable transport for all and to make Camden a better place to cycle and walk around, to reduce air pollution, reliance on private cars and congestion and to support and promote new and improved transport links."*

2.4.3 With respect to transport planning policy, the LBC seek to prioritise the needs of pedestrians, cyclists and public transport users, with Policy T1 noting:-

> ***"Walking***
>
> *In order to promote walking in the borough and improve the pedestrian environment, we will seek to ensure that developments:*

a. improve the pedestrian environment by supporting high quality public realm improvement works;

b. make improvements to the pedestrian environment including the provision of high quality safe road crossings where needed, seating, signage and landscaping;

c. are easy and safe to walk through ('permeable');

d. are adequately lit;

e. provide high quality footpaths and pavements that are wide enough for the number of people expected to use them. Features should also be included to assist vulnerable road users where appropriate; and

f. contribute towards bridges and water crossings where appropriate.

Cycling

In order to promote cycling in the borough and ensure a safe and accessible environment for cyclists, the Council will seek to ensure that development:

g. provides for and makes contributions towards connected, high quality, convenient and safe cycle routes, in line or exceeding London Cycle Design Standards, including the implementation of the Central London Grid, Quietways Network, Cycle Super Highways and;

h. provides for accessible, secure cycle parking facilities exceeding minimum standards outlined within the London Plan (Table 6.3) and design requirements outlined within our supplementary planning document Camden Planning Guidance on transport. Higher levels of provision may also be required in areas well served by cycle route infrastructure, taking into account the size and location of the development;

i. makes provision for high quality facilities that promote cycle usage including changing rooms, showers, dryers and lockers;

j. is easy and safe to cycle through ('permeable'); and

k. contribute towards bridges and water crossings suitable for cycle use where appropriate.

Public Transport

In order to safeguard and promote the provision of public transport in the borough we will seek to ensure that development contributes towards improvements to bus network infrastructure including access to bus stops, shelters, passenger seating, waiting areas, signage and timetable information. Contributions will be sought where the demand for bus services generated by the development is likely to exceed existing

capacity. Contributions may also be sought towards the improvement of other forms of public transport in major developments where appropriate.

Where appropriate, development will also be required to provide for interchanging between different modes of transport including facilities to make interchange easy and convenient for all users and maintain passenger comfort."

2.4.4 With respect to parking considerations, Policy T2 notes that the Council will seek to limit the availability of parking, both on and off street. For new developments, on-site parking will be limited to designated disabled spaces and essential operational and servicing requirements. The Council will also support the redevelopment of existing car parks for alternative uses, where proposed.

2.4.5 Policy T3 notes that permission will not be granted for proposals which are contrary to the safeguarding of strategic infrastructure, with the Council seeking to protect existing and proposed infrastructure.

2.5 Camden Planning Guidance: Transport (2021)

2.5.1 The Camden Planning Guidance for Transport forms a Supplementary Planning Document (SPD) to the adopted Local Plan, covering detailed transport issues within the Borough. As part of this document, matters such as the threshold for Transport Assessments / Statements are considered as well as vehicle and cycle parking considerations.

2.5.2 Section 5 of the SPD emphasises the need for car-free development, noting that this requirement extends across the Borough, with legal agreements to be implemented as necessary to ensure car-free / capped development is maintained in perpetuity. The LBC note that where the proposals result in a less intense use of the site, a reduction in existing parking may be requested. As will be discussed, the use of the site will generate more travel demand generally and as such, it is considered suitable to maintain the existing on-site parking provision as part of the proposals.

2.5.3 Section 6 considers the cycle parking requirements for a site noting:-

- *"The Council will seek high quality cycle parking facilities for development, including redevelopments and in applications that change travel patterns and the travel profile or increase the numbers of people travelling to a site.*
- *Applicants must provide, as a minimum, the quantity of cycle parking spaces as set out in the London Plan; and*
- *Applicants will provide cycling facilities that are fully inclusive and accessible by step free access."*

2.5.4 As part of this section, the LBC also note that they will *"seek an additional 20% of spaces over and above the London Plan standard to support the expected future growth of cycling for those that live and work in Camden".*

2.5.5 The SPD also highlights the importance of pedestrian and cycle movement within a new development, with all developments required to give due regard to the safety, ease of movement and quality of the pedestrian and cycle facilities within a site.

2.6 Parking Policy

2.6.1 As detailed above, LBC's starting point for development is car-free, beyond the provision of disabled parking and onsite servicing needs, where necessary. In accordance with this policy and as a result of the increased travel demand at the site, the proposed expansion of the ESCP Business School will not result in any increase in onsite vehicle parking numbers, with the onsite provision currently in place being retained.

2.6.2 With respect to cycle parking, the requirements for this are outlined as part of the London Plan. Policy T5 outlines the minimum cycle parking standards for all development types. With respect to educational facilities (colleges and universities), the following cycle parking requirement is noted:-

- **Long Stay** – 1 space per 4 Full Time Equivalent (FTE) staff plus 1 space per 20 FTE students; and
- **Short Stay** – 1 space per 7 FTE students.

2.6.3 In addition to the above, as outlined, the LBC also require a further 20% of spaces to be provided over and above this figure to accommodate future growth in the Borough.

2.6.4 Whilst the above standards are acknowledged, in light of the temporary nature of the development, it is not proposed to provide additional cycle parking at this time. However, it is the longer-term aspiration of the school to provide a permanent facility, replacing the temporary classrooms. At this time, consideration will be given to cycle parking as necessary. For further details regarding the planned progression of the site, please refer to the Planning Statement.

2.6.5 Additionally, following discussions with the school it is noted that due to the nature of the school itself, which predominantly comprises of international students, the students do not tend to own bicycles as they attend the school for short periods (sometimes only a year), before leaving the UK. As a result, physical bicycle ownership (and therefore the requirement for dedicated onsite cycle parking) is generally low amongst the student cohort.

2.6.6 The school does acknowledge that bicycle hire services, such as Lime Bicycles, are used by students, however, these bicycles will be parked off-site to enable use by other customers, therefore further negating the need for dedicated on-site cycle parking.

2.6.7 Furthermore, as highlighted in Section 5 of this TS, the overall cycle demand generated by staff is suitably accommodated by the existing onsite provision. As the temporary proposals do not seek to increase staff numbers, it is not considered necessary to provide additional spaces at this time.

2.7 Policy Compliance

1.1.2 The site is seen to accord with all levels of transport planning policy. It is well located to access public transport facilities (as will be detailed in the following section), providing inherently realistic opportunities for non-car travel.

1.1.3 No additional parking will be provided as part of the proposed expansion, in accordance with the car-free policy of LBC with no changes proposed with respect to existing access arrangements for the site. As detailed, the existing onsite cycle parking is considered suitable to accommodate the needs of the proposals, in light of the travel patterns of students and staff attending the site.

1.1.4 Given the above, it is not considered that the proposed development will result in a 'severe' transport impact, in accordance with Paragraph 111 of the NPPF.

3. Existing Conditions

3.1 Existing Site

3.1.1 The site is the London Campus of the ESCP Business School. The school fronts onto the A41 Finchley Road and is bound to the southeast by Parsifal Road. To the northwest of the site lies a Synagogue, a five-story apartment block known as the Octagon and a number of residential gardens. To the southwest the site backs onto several residential gardens.

3.1.2 The Business School has 960 full time students and employs around 90 full time staff. Up to 60 visiting lecturers are also employed by the school but only attend as and when required.

3.1.3 Primary pedestrian access is taken from Finchley Road with a secondary pedestrian access provided from Parsifal Road. Vehicle access to the site is taken from Parsifal Road, leading to a small car parking facility, which contains 20 spaces (inclusive of one disabled space and one standard space dedicated to motorcycle parking).

3.1.4 Classes begin at 08:00 on weekdays and run until 18:30 with classes between 09:00 and 17:00 on Saturdays. Occasional student events occur between 18:30 and 21:30. Students and staff do, however, arrive and depart throughout the day depending upon timetables, but from the above timings it is clear that a significant proportion of students and staff will arrive and depart the site outside of the typical network peak periods. The school year runs from September until June.

3.2 Local Facilities

3.2.1 The school benefits from being located within close proximity to a range of social infrastructure that will likely serve as trip attractors for both individual and linked trips conducted by site users. Given that the site is a business school, we have focused on facilities that are likely to be commonly used by students and staff, for example food retail locations for lunch needs.

3.2.2 A selected example of these local facilities and their associated distances from the site are detailed in **Table 3.1.**

Table 3.1 Local Facilities for Students and Staff

Facility		Location	Distance	Travel Time (mins)	
				Walk	Cycle
Medical					
Kim's Pharmacy	Pharmacy	Mill Lane	500m	6	2
Retail					
Tesco Express	Store	Fortune Green Road	300m	4	1
Little Waitrose	Store	West End Lane	500m	6	2
Leisure					
The Fitness Club	Gym	Finchley Road	100m	1	1
The Gym Group	Gym	Fortune Green Road	300m	4	1
Café Nero	Coffee Shop	West End Lane	500m	5	1
Café Plus	Coffee Shop	Mill Lane	550m	6	2
West Hamstead Library	Library	West End Lane	700m	8	2

3.2.3 **Table 3.1** confirms that a range of land uses that would typically be used by students and staff attending the site, are located within proximity to the site, which ensures that these trip attractors can be accessed by active modes as required.

3.3 Walking and Cycling Infrastructure

3.3.1 Pedestrian infrastructure local to the site is generally maintained to a good standard along common desire lines such as the routes towards West Hampstead Station and the High Street. The main desire line routes make use of Finchley Road and West End Lane which both have footways that are regularly above 3.0m in width, are well lit and sheltered by greenery. Both routes include frequent crossing points, including both signalised and zebra crossings.

3.3.2 Footways along more minor roads such as the nearby Parsifal Road measure in the region of 2.0m according with the recommended standards as outlined by Manual for Streets (MfS).

3.3.3 The locations of local pedestrian crossings are included in **Figure 3.2**, which demonstrates significant opportunities for pedestrian movement within the vicinity of the site.

3.3.4 As the school is located in a relatively residential area, local roads are generally quiet making them cyclable. Both Finchley Road and West End Lane (common desire lines) are described by Google Maps as 'bike friendly roads' and there are stretches of intermittent cycle lanes along West End Lane. Several minor roads, including Parsifal Road, are subject to 20mph speed restrictions, highlighting their inherently cyclable nature.

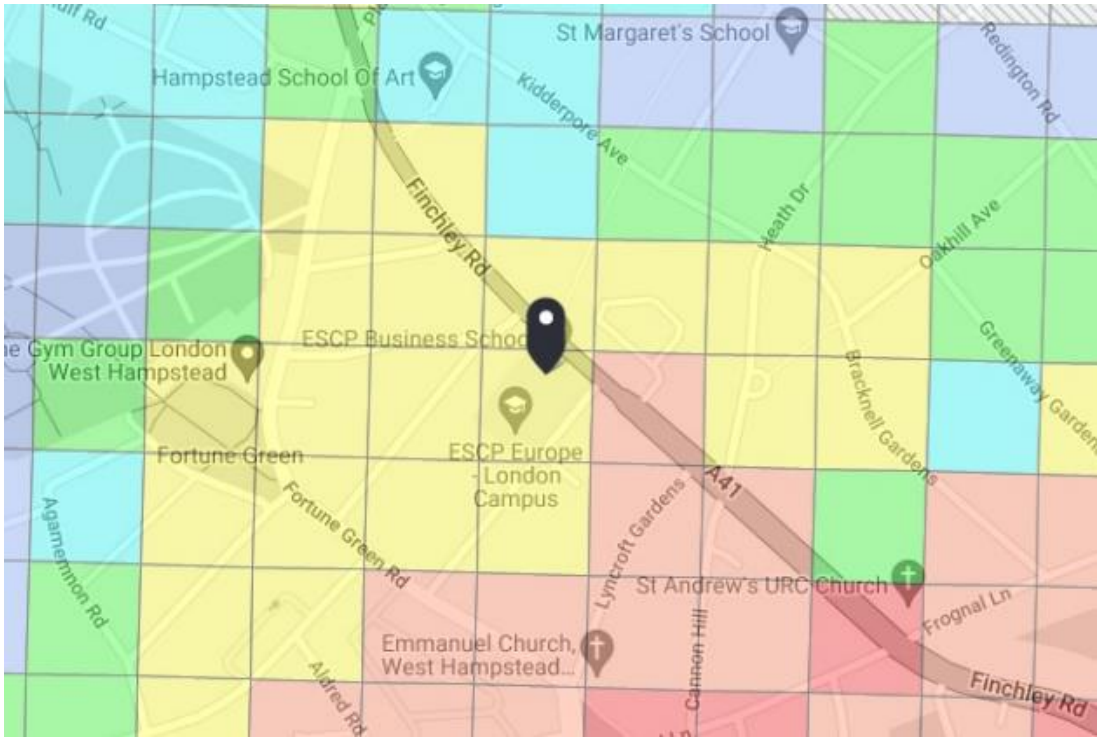
3.3.5 Short term cycle parking facilities in the form of Sheffield stands are provided across the site frontage on Finchley Road, totalling 6 stands, accommodating 12 bicycles, with 15 cycle racks provided onsite currently.

3.4 Public Transport Accessibility Level

3.4.1 A Public Transport Accessibility Level (PTAL) assessment has been completed, which takes account of the walk distance from the site to each local public transport node and the frequency of services that can be accessed from them within the weekday AM peak period. The output index ranges from 1a to 6b, which provides the overall PTAL score for the site.

3.4.2 The extract shown in **Figure 3.1** highlights that the site lies within a PTAL rating of 4, which is considered to have good public transport accessibility. The full PTAL report for the site is included at **Appendix C** for reference, with the full details of available public transport nodes within the site vicinity detailed as part of the following sections.

Figure 3.1 PTAL Rating



Source: TfL PTAL

3.5 Local Bus Services

3.5.1 There are a number of bus services operating within the vicinity of the site. The closest bus stops are the Lyncroft Gardens stops, located approximately 100m south of the site frontage on the A41 Finchley Road. These stops are served by the 13, 113 and N113. Additional services can be accessed from Fortune Green Road, where stops are served by the 139 and 328.

3.5.2 A summary of these services is provided in **Table 3.2** with **Figure 3.2** showing the local active and sustainable transport network in greater detail.

Table 3.2 Local Bus Services

Service	Route	Peak Hour Frequency			Weekday Services	
		Weekday	Saturday	Sunday	First	Last
Lyncroft Gardens						
13	North Finchley to Victoria station via Kensington, Regents Park, South Hamstead and Golders Green	Every 7-11 minutes	Every 7-11 minutes	Every 7-10 minutes	24-hour service	24-hour service
113	Edgeware Bus Station to Marble Arch Station via Mill Hill, West Hendon, South Hampstead and St John's Wood	Every 7-10 minutes	Every 7-10 minutes	Every 10-14 minutes	04:59	00:27
N113	Edgeware bus station to Trafalgar Square via Mill Hill, West Hendon, South Hampstead St John's Wood and Soho	Every 30 minutes	Every 30 minutes	Every 30 minutes	01:16	04:21
Fortune Green Road						
139	Golders Green Station to Waterloo Station via West Hampstead, North Maida Vale, Mayfair, Soho and Covent Garden	Every 6-10 minutes	Every 7-11 minutes	Every 11-13 minutes	24-hour service	24-hour service
328	Golders Green Station to Chelsea Worlds End or Limerston Street via West Hamstead, Maida Vale and Earls Court	Every 7-10 minutes	Every 9-13 minutes	Every 11-13 minutes	04:43	00:40

3.6 Local Rail Services

3.6.1 The site is located approximately 1.0km north of West Hampstead Station which is around an 11-minute walk or a 4-minute cycle. From West Hampstead Station, passengers can embark on Thameslink, the London Overground and London Underground Jubilee Line services.

3.6.2 Thameslink services operate across London and the southeast of England, providing services from West Hampstead Station to/from areas such as St Albans, Brighton and Luton. The Overground offers services across north London running between Clapham Junction and Stratford. The Jubilee Line Underground service can be used to access many areas across Central London including Westminster, London Bridge and Canary Wharf. The Jubilee Line

can also be used to provide easy transfer onto and from other London Underground and National Rail services.

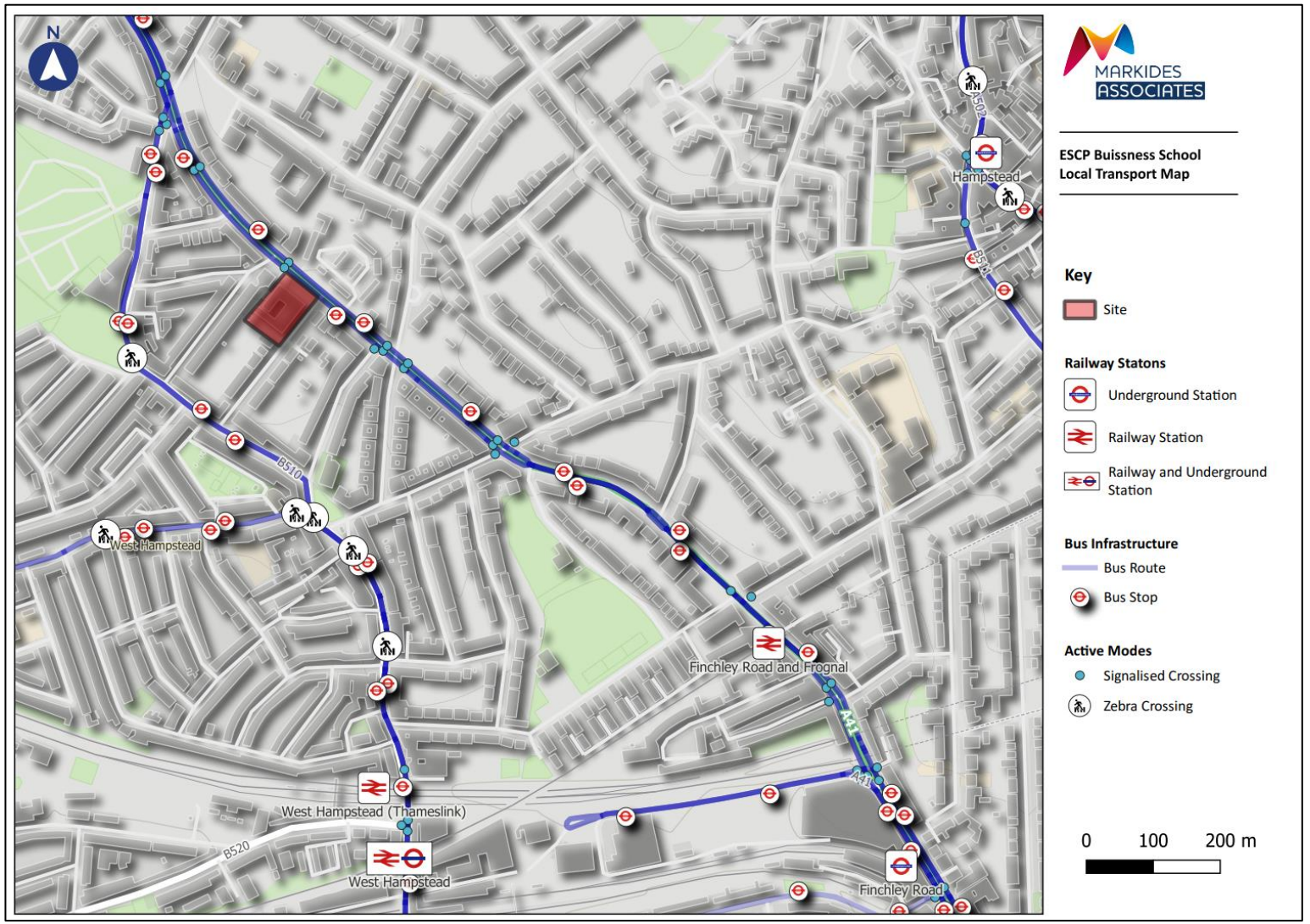
3.6.3 The Overground and Underground services mentioned above also stop at the nearby Finchley Road and Frognal Station (10-minute walk) and Finchley Road Station (15-minute walk). Additionally, the Northern Line can be accessed from Hampstead Station, which is a 19-minute walk away from the site.

3.6.4 Station locations are shown in **Figure 3.2** and specific services from West Hampstead Station are shown below in **Table 3.3**.

Table 3.3 Local Rail Services

Terminus	Via	Peak Hour Frequency		
		Weekday	Saturday	Sunday
West Hampstead – Overground				
Richmond Station	Willesden Junction, Action Central and Kew Gardens	5 per hour	4 per hour	2 per hour
Stratford	Hampstead Heath, Gospel Oak, Highbury and Islington station, Hackney Central and Stratford	10 per hour	7 per hour	7 per hour
Clapham Junction	Shephards Bush, Kensington Olympia, West Brompton	5 per hour	4 per hour	3 per hour
West Hampstead – Thameslink				
Sutton	Central London, Elephant and Castle, Streatham	4 per hour	No Service	2 per hour
Elephant and Castle	Central London	1 per hour	No Terminating Service	No Terminating Service
Brighton	Central London, East Croydon, Gatwick airport	1 per hour	No Service	2 per hour
St Albans	Cricklewood, Mill Hill Broadway	4 per hour	No Terminating Service	No Terminating Service
Rainham	Central London, Greenwich, Gravesend	2 per hour	No Service	No Service
Luton	Rodlet, St Albans. Luton Airport	2 per hour	2 per hour	2 per hour
Orpington	Central London, Peckham Rye, Bromley South	1 per hour	No Service	No Service
St Pancras		No Terminating Service	4 per hour	1 per hour
Bedford	St Albans, Luton, Leagrave	No Service	2 per hour	2 per hour
London Blackfriars		No Terminating Service	No Terminating Service	2 per hour
West Hampstead – Jubilee line				
West Bound		25 per hour	20 per hour	20 per hour
East Bound		30 per hour	24 per hour	21 per hour

Figure 3.2 Local Transport Facilities



3.7 Local Highway Network

3.7.1 Vehicle access to the site is taken from Parsifal Road, a two-way residential road. Parsifal Road measures approximately 7.5m and is subject to a 20mph speed restriction with dedicated on-street parking bays present (which narrows the effective width of the carriageway). This road forms part of the Controlled Parking Zone 'CA-P – Fortune Green' which is in operation between the hours of 08:30 and 18:30 Monday to Friday, with only permit holders permitted to park during these times.

3.7.2 To the north, Parsifal Road intersects the A41 Finchley Road at a priority intersection. Finchley Road is subject to a 30mph speed restriction and is developed as a dual carriageway with additional dedicated bus lane provisions in both directions. It is subject to street lighting and is bound on both sides of the carriageway by footways. Finchley Road is a red route, controlled by TfL, developed with associated waiting restrictions across its length.

3.7.3 Travelling southbound on the A41 provides access to Marylebone with onwards connectivity provided via the A501. In the north, the A41 carries onto Hendon Way where it intersects the A406 at the Brent Cross Interchange. From here, access to the M1 at Junction 1 can be gained, which continues northward, intersecting the M25 at Junction 21 and continuing to the north of England.

3.8 Highway Safety

3.8.1 An assessment of the surrounding highway safety record has been undertaken using the online resource CrashMap. On assessment of this, it is indicated that 42 incidents were recorded within the vicinity of the site during the latest five-year period. Of these, 6 were classified as 'serious' with the remaining incidents all classified as 'slight' in nature. The majority of these incidents were recorded at the Parsifal Road and Burrard Road junctions with Finchley Road, as shown in **Figure 3.3**.

Figure 3.3 CrashMap Extract

Source: CrashMap

3.8.2 On assessment of the incidents, it is noted that only 5 incidents involved a pedestrian with only a single incident involving a cyclist, indicating no inherent concerns with respect to these users.

3.8.3 As will be detailed as part of the following sections, the net impacts of the proposals will result in no increase in vehicle movements to the site, with the mode share indicating the use of only active and sustainable transport forms for travel to and from the site. In light of this and the limited incident record with respect to active transport modes, it is not considered that the proposed development with exacerbate any highway safety considerations in the area.

4. Development Proposals

4.1 Overview

4.1.1 The development proposals seek to develop two temporary classrooms with a proposed floorspace of 237sqm (GIA). The classrooms will be built on an existing area of standing shingle at the southwest end of the school campus. The building is set to be structurally separate from the main university building but connected to the site via a new canopy. The location of this new classroom is shown in **Appendix A.**

4.1.2 The additional classrooms are intended to accommodate 160 students at any time with the net increase in intake as a result of the proposals totalling 100 students. No additional staff will be employed in support of the proposed development. The classroom layout is shown in **Appendix B**.

4.2 Access

4.2.1 Pedestrian access to the new classrooms will be via a new covered walkway running from the existing school, which will be developed with a width of 2.0m. Security gates with emergency exit lock will also be installed, which will provide access to the existing car parking facility in emergency situations.

4.2.2 It is proposed that general pedestrian access onto the school campus will be as per the existing arrangements with access primarily from Finchley Road via the campus's main entrances with additional access from Parsifal Road. Similarly, the existing vehicle access arrangement will be retained, connecting with the existing car parking facility.

4.3 Parking

4.3.1 Onsite vehicle parking will be maintained as existing with 20 spaces consisting of 18 standard spaces, 1 accessible space and 1 standard space allocated for motorcycle use. No additional cycle parking is proposed as part of the development, in light of its temporary nature and the travel patterns of students and staff as outlined in Section 2 of the TS.

4.4 Servicing Strategy

4.4.1 Refuse bins are currently stored within the vicinity of the vehicular access off of Parsifal Road. Sufficient space is provided to increase the refuse store requirements as necessary to accommodate the planned expansion in student numbers.

4.4.2 As a result of the proposed development, no change to the current servicing or delivery arrangement at the site is proposed, with servicing continuing to take place from Parsifal Road as existing.

4.5 Construction

4.5.1 The temporary building is modular in nature with the majority of construction activities taking place offsite. This will limit the impact of the construction phase on surrounding roads. The modular elements will be brought to site and assembled onsite. The temporary accommodation is planned to be operational from January 2024.

5. Trip Generation

5.1 Overview

5.1.1 This section of the TS estimates the trip generation associated with the development proposals.

5.2 Proposed Trip Generation

5.2.1 Trip generation associated with the additional new classrooms has been produced based on a survey of both students and staff at the school. The surveys were completed in May 2023 by 61 members of staff and 20 students.

5.2.2 It is appreciated that the sample size for pupils is generally limited as result of the exam period, however, it has been confirmed by the school that no students currently drive to the site with parking onsite provided for staff and visitors only and the surrounding streets forming part of a Controlled Parking Zone, restricting the ability of students to drive to the site. Therefore, the mode share for students will focus on both active and sustainable forms of transport, as opposed to the private vehicle. The survey helps to offer a broad indication of the likely split of these modes to offer an insight into the likely travel patterns of future students.

5.2.3 A summary of the resulting student and staff mode shares is provided in **Table 5.1.**

Table 5.1 Student and Staff Travel Survey Responses

Mode	Students	Staff
Car Driver	0%	16%
Car Passenger	0%	2%
Public Transport (bus, tube and rail)	73%	65%
Walking	27%	10%
Cycling	0%	6%
Motorbike or moped	0%	2%

5.2.4 The above indicates that 73% of students arrive by public transport with an 27% of students walking to the site. For staff, 81% of respondents said they arrived via either active or sustainable transport means, showing that the site is located in an accessible area.

5.2.5 Based on the student survey results, the modal split for the additional 100 students to be enrolled as part of the proposals is outlined in **Table 5.2** below. Consideration has only been given to students, as no additional staff are proposed as part of the development.

Table 5.2 Modal Split – 100 Students

Mode	Survey Mode Share	No. of Students
Car Driver	0%	0
Car Passenger	0%	0
Public Transport	73%	73
Walking	27%	27
Cycling	0%	0
Motorbike or moped	0%	0
Total	**100%**	**100**

5.2.6 Taking the above and the weekday timings for the school (classes begin at 08:00 and run until 18:30), the AM (07:00-08:00) and PM (18:30-19:30) peak periods for the development have been assessed in terms of trip impact by the modes detailed above. The resulting trip impacts are detailed in **Table 5.3** below. Please note it has been assumed that all arrivals take place during the morning peak with all departures taking place in the afternoon peak.

Table 5.3 Trip Impact – AM and PM Peaks

Mode	AM Peak (07:00-08:00)			PM Peak (18:30-19:30)		
	In	Out	Total	In	Out	Total
Public Transport	73	0	73	0	73	73
Walking	27	0	27	0	27	27

5.2.7 It should be noted that that this expected peak period trip generation makes a number of assumptions that likely overinflate the number of additional trips during these time periods, most notably that it assumes all additional students will be on campus every day. In practice it is unlikely that all students will be on campus every day, attending the site as and when required based on lessons, revision requirements and school events.

5.2.8 Additionally, as detailed above, classes begin at 08:00 weekdays and run until 18:30. The above trip generation assumes that all students remain onsite for the entirety of the school day, when in practice this will depend on the individual timings of certain classes, with students likely arriving and departing outside of these timings based on their classes on that given day. It does, however, highlight that due to the school day, students have significant opportunity to arrive and depart the site outside of the primary network peak periods, reducing the impact of the proposals at these times of the day.

5.2.9 Finally, as outlined, no additional car driver trips are anticipated as a result of the proposals with all students travelling to the site either by active or sustainable transport modes.

5.2.10 Given the above, in conjunction with the frequent bus, rail and underground services accessible from the site, it is not considered that the additional students to be enrolled as part of the proposals will result in a 'severe' impact on the surrounding transport network.

6. Summary and Conclusion

1.1.5 Markides Associates Ltd has been instructed by the ESCP Business School to produce this Transport Statement in support of the development of two temporary classrooms at the ESCP Business School campus at 527 Finchley Road, London, NW3 7BG.

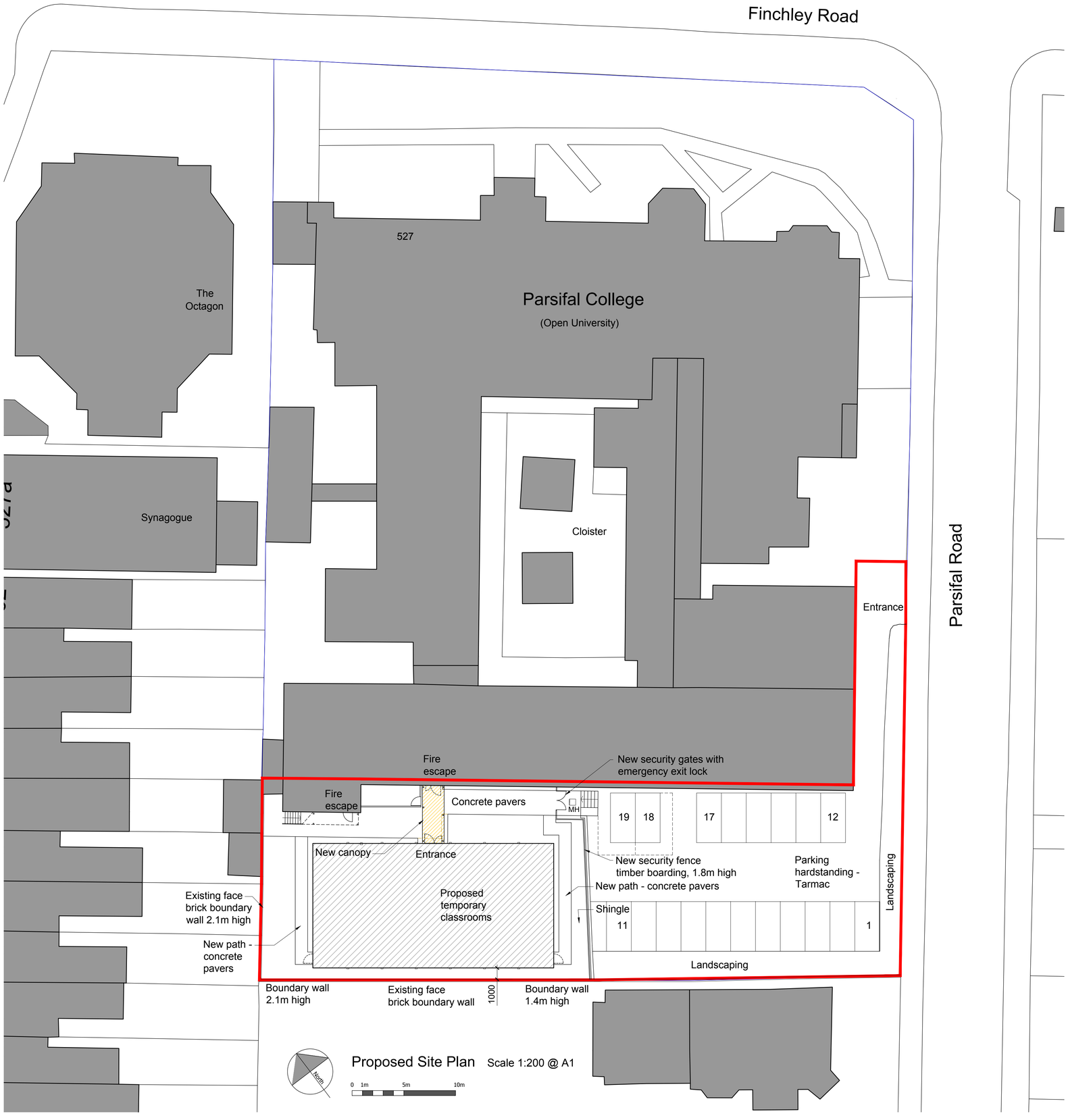
1.1.6 The proposals seek to develop two temporary classroom facilities on the site, accommodating up to 160 students at the site, with the development resulting in a net increase of 100 students at the site. No increase in staff will take place in support of the proposals. The new classrooms will be connected to the existing campus building by a new canopy feature. The onsite vehicle access and parking arrangement will be retained as existing, with site servicing taking place in accordance with the existing arrangement.

1.1.7 The site is seen to comply with all levels of transport planning policy, given its inherently sustainable location with good access to local public transport nodes. The existing onsite cycle parking provision is seen to be suitable in the context the school's needs, with no increase to vehicle parking proposed, in accordance with LBC guidance.

1.1.8 The overall trip impacts of the proposals have been considered with respect to survey data provided by staff and students at the site. The survey results indicate that no students currently drive to the site (which has been verified by the school) with all students travelling via active or sustainable transport means. Given the development proposals and the site's access to bus, rail and underground facilities, along with the operating hours of the school, it is not considered that the proposed development will have a 'severe' impact on the wider transport network in accordance with the NPPF.

1.1.9 Markides Associates are therefore of the view that there a no transport-related reasons prevent consent being granted for the planning application.

APPENDIX A – SITE PLAN



Proposed Site Plan Scale 1:200 @ A1

NOTES

- Do not scale drawings.
- All dimensions are to be checked on site, including levels and sewer inverts prior to commencement of work and any discrepancies reported to the designer.
- All dimensions are in millimetres and are structural unless indicated otherwise.
- All works shall be carried out in accordance with the current edition of the Building Regulations and other relevant statutory requirements.
- All materials and workmanship shall conform with the relevant British Standard specifications and codes of practice.
- This drawing is the sole copyright of architecture2interior design and cannot be used or reproduced without consent ©

Note:
For planning purposes the Local Authority can scale from the plans

Rev Date Note

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Portakabin

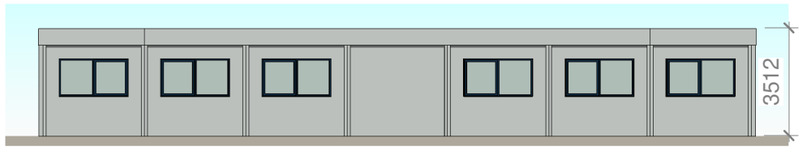
Proposed Temporary Classrooms
for ESCP Europe Business School at
527 Finchley Road, London NW3 7BG
Existing Site Plan

Date: March 2023

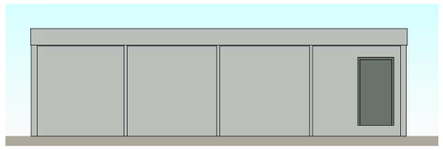
Scale : 1:200 @ A1

Drawing Number P235-PL02 Rev A

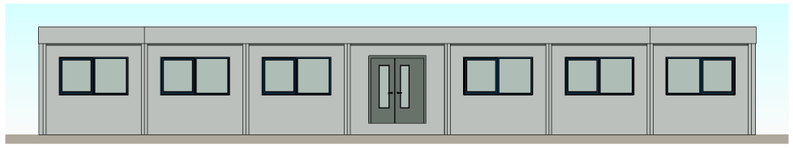
APPENDIX B – CLASSROOM LAYOUT



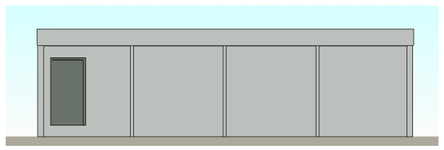
2 North Elevation
1 : 200



3 East Elevation
1 : 200



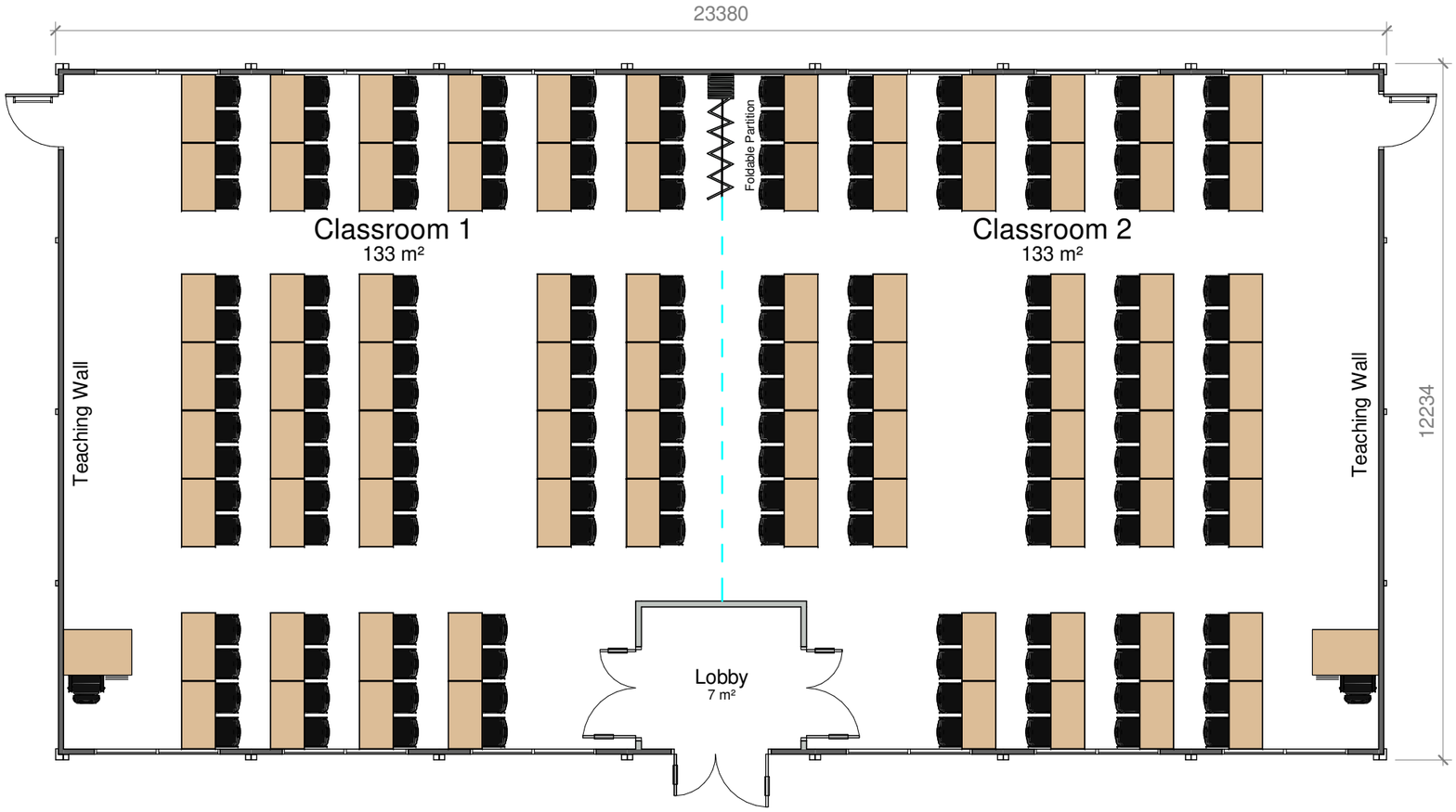
4 South Elevation
1 : 200



5 West Elevation
1 : 200

Example Visual

Rev	Description	Date	By
A	Fire Exits moved	13/03/23	CR



1 Proposed Layout
1 : 100

Total Floor Area - 274m²

Standard floor loading is 3kN/m². Any loading imposed on a floor that is greater than 3kN/m² may require strengthening. Please contact your hire centre if you expect to exceed 3kN/m².

Any fire strategy shown on this drawing is subject to Fire Officer and Building Control approval

Please note that this and any accompanying drawing(s) are for illustrative purposes only and as such, the building shown may vary from the actual finished building on site.

The position of windows, external doors and electrical fixtures (if shown) are dependent on stock availability at time of order.

EXTERNAL COLOUR SCHEME | Ultima

Walls - Goosewing Grey - nearest BS ref 10 A 05
Vertical wall trim - Goosewing Grey - nearest BS ref 10 A 05
Bottom wall trims - White - nearest BS ref 00 E 55
Long wall fascias (covering wall) - Goosewing Grey - nearest BS ref 10 A 05
Long wall fascia (covering beam) - White - nearest BS ref 00 E 55
Short wall composite fascia - Goosewing Grey - nearest BS ref 10 A 05
Roof - White - nearest BS ref 00 E 55
External Skirt - Goosewing Grey - nearest BS ref 10 A 05
Columns, external corners - Grey - BS 4800 00 A 05
Columns, intermediate - Grey - BS 4800 00 A 05
Windows - Blue Grey - nearest BS 4800 18 B 29
Doors (insulated door) - Slate grey - nearest BS 18 B 25

Internal Portakabin Note
For connection details please see drawing DQ0539

Portakabin

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Client: **ESCP Business School**

Project: Library & Study Centre

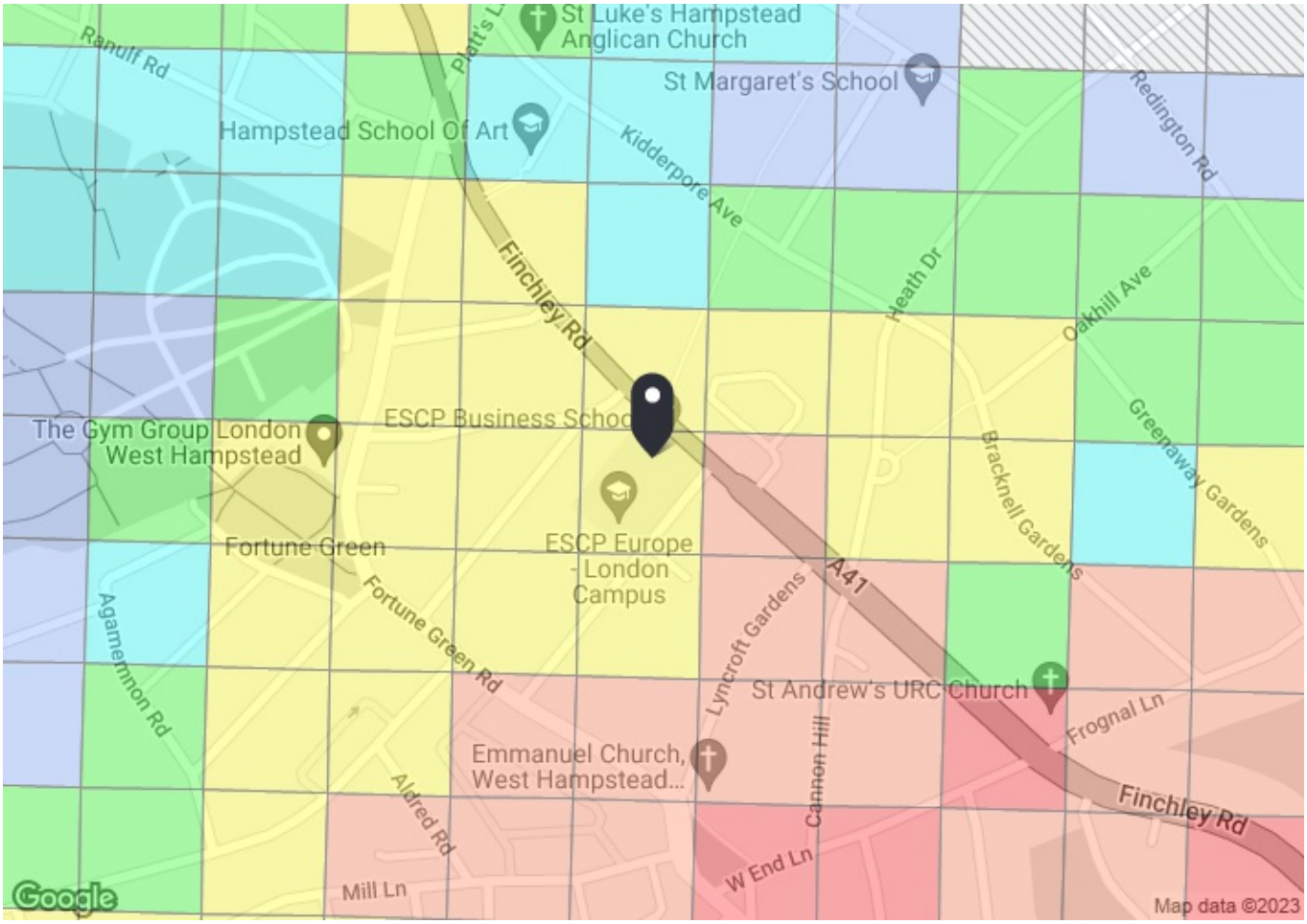
Title: Proposed Layout 7 x UK123 Ultima Module Building

Scale @ A3:	Date:	Drawn By:
As indicated	10/03/23	ER

Drawing Number:	Rev:
HD13313/01	A

APPENDIX C – PTAL REPORT

TRANSPORT FOR LONDON



PTAL output for Base Year
4

527 Finchley Rd, London NW3 7BG, UK
Easting: 525356, Northing: 185569

Grid Cell: 106970

Report generated: 11/05/2023

Map key - PTAL

0 (Worst)	1a
1b	2
3	4
5	6a
6b (Best)	

Map layers

PTAL (cell size: 100m)

Calculation Parameters

Day of Week	M-F
Time Period	AM Peak
Walk Speed	4.8 kph
Bus Node Max. Walk Access Time (mins)	8
Bus Reliability Factor	2.0
LU Station Max. Walk Access Time (mins)	12
LU Reliability Factor	0.75
National Rail Station Max. Walk Access Time (mins)	12
National Rail Reliability Factor	0.75

Calculation data

Mode	Stop	Route	Distance (metres)	Frequency (vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	FINCHLEY RD HEATH DRIVE	113	134.69	7	1.68	6.29	7.97	3.76	0.5	1.88
Bus	FINCHLEY RD HEATH DRIVE	82	134.69	8.75	1.68	5.43	7.11	4.22	1	4.22
Bus	FINCHLEY RD HEATH DRIVE	13	134.69	8	1.68	5.75	7.43	4.04	0.5	2.02
Bus	WEST END GREEN	139	534.53	7.5	6.68	6	12.68	2.37	0.5	1.18
Bus	FORTUNE GN R HILLFIELD R	328	234.42	9	2.93	5.33	8.26	3.63	0.5	1.82
Bus	MILL LA WEST END LA	C11	458.68	7.5	5.73	6	11.73	2.56	0.5	1.28
Rail	Finchley Road & Frognal	'CLPHMJ2-STFD 2L50 '	953.02	3.67	11.91	8.92	20.84	1.44	1	1.44
Rail	Finchley Road & Frognal	'STFD-CLPHMJ2 2Y11 '	953.02	3.67	11.91	8.92	20.84	1.44	0.5	0.72
Rail	West Hampstead	'BEDFDM-SUTTON 1O13 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'STALBCY-SVNOAKS 2E11'	732.02	1	9.15	30.75	39.9	0.75	0.5	0.38
Rail	West Hampstead	'BEDFDM-SVNOAKS 2E19 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'LUTON-SVNOAKS 2E21 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'STALBCY-SVNOAKS 2E95'	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'SUTTON-LUTON 2O00 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'SUTTON-BEDFDM 2O04 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'SUTTON-STALBCY 2O06 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'SUTTON-LUTON 2O10 '	732.02	1	9.15	30.75	39.9	0.75	0.5	0.38
Rail	West Hampstead	'LUTON-SUTTON 2O17 '	732.02	0.67	9.15	45.53	54.68	0.55	0.5	0.27
Rail	West Hampstead	'STALBCY-SUTTON 2O21 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'STALBCY-SUTTON 2O29 '	732.02	0.67	9.15	45.53	54.68	0.55	0.5	0.27
Rail	West Hampstead	'LUTON-BCKNHMJ 2S91 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'STALBCY-BROMLYS 2S93'	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'BRGHTN-BEDFDM 2T02 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'BRGHTN-BEDFDM 2T04 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'SUTTON-STALBCY 2V02 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'SUTTON-STALBCY 2V08 '	732.02	0.67	9.15	45.53	54.68	0.55	0.5	0.27
Rail	West Hampstead	'BEDFDM-SUTTON 2V15 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'SUTTON-BEDFDM 2V16 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'LUTON-SUTTON 2V19 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'STALBCY-SUTTON 2V27 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'LUTON-SUTTON 2V31 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'ORPNGTN-STALBCY 2D93'	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'ORPNGTN-LUTON 2D95 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'SVNOAKS-STALBCY 2E59'	732.02	0.67	9.15	45.53	54.68	0.55	0.5	0.27
Rail	West Hampstead	'SVNOAKS-LUTON 2E61 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'SVNOAKS-WHMPSTM 2E63'	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
Rail	West Hampstead	'BROMLYS-LUTON 2E93 '	732.02	0.33	9.15	91.66	100.81	0.3	0.5	0.15
									Total Grid Cell AI:	**19.84**