



Brunswick Centre, Camden

## TRAVEL PLAN

for Proposed Hotel  
on behalf of Lazari Properties 2 Limited

2023/5262/TP01

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## 1 INTRODUCTION

### 1.1 Report Context

1.1.1 RGP is commissioned to provide transport planning and highways input in support of a proposed hotel at The Brunswick Shopping Centre, Camden, London, WC1N 1BS ('the site'). Planning permission is sought for:

*"Change of use of existing car parking at lower ground floor to hotel use, change of use of retail unit to ancillary hotel entrance at ground floor level, alterations to the lower ground floor slab, installation of plant at roof and lower ground floor level, installation of PV panels at roof level, and associated works."*

1.1.2 Listed Building Consent is sought for:

*"Installation of walls and fit-out relating to proposed hotel use at lower ground and ground floor level, alterations to the lower ground floor slab, strengthening of structural columns, installation of plant at roof and lower ground floor level, installation of PV panels at roof level, and associated works."*

1.1.3 The Brunswick Centre is a residential and shopping centre. Beneath the Centre is an NCP operated area of car parking, Waitrose operated car parking and private resident car parking. There is a vehicular route through the site for service vehicles facilitating deliveries to retail units above. Access to the car parking and servicing areas is provided from the access ramp on Marchmont Street, at the site's south-western corner, and egress is onto Brunswick Square at the site's north-eastern corner.

1.1.4 The scheme proposes the introduction of a subterranean hotel in part of the lower ground floor level at the Brunswick Centre, with an ancillary entrance lobby located at ground floor level. The proposed hotel will provide a total of 207 bedrooms, and an ancillary F&B restaurant. Associated PV panels will be located at roof level and plant at roof or lower ground floor level, with associated cabling feeding through existing risers where possible.

1.1.5 This existing car parking is historic, generally surplus to requirements and its change of use would support current London Plan and Camden Local Plan parking standards which seek to limit car parking for business / retail type uses, particularly in central London and support a movement towards car-free development.

1.1.6 Additionally, a new vehicle ramp is required within the car park to provide continued access to the Waitrose car parking spaces. Whilst this would result in the loss of some further car parking, Waitrose would continue to benefit from at least 100 car parking spaces.

1.1.7 As part of the development proposals, servicing of the existing shopping centre would continue to be accommodated within the lower basement level, as would servicing for the proposed new hotel. The existing servicing arrangements will be managed during the construction phase to ensure that this can continue to take place within the site.

## 1.2 Proposed Hotel Operation

- 1.2.1 At present, the proposed hotel will aim to be operated by Whitbread as part of the 'hub by Premier Inn' hotel brand and therefore the measures within this Travel Plan reflect those adopted by Whitbread across their estate.
- 1.2.2 Although consideration has been given to certain tailored measures as the current proposed operator is Whitbread, similar measures would be considered by other operators should they come forward in the future.
- 1.2.3 'hub by Premier Inn' offers good quality, competitively priced, convenient overnight accommodation for guests in the UK's main tourist / high demand cities. The hotels are located in central areas and consist of smaller, stylish / compact bedrooms. The city centre locations benefit from excellent connectivity and facilitate access by a variety of sustainable travel modes. This new generation of 'hub' hotels will appeal to guests who value price, location and design.
- 1.2.4 London has an extensive public transport network comprising bus, rapid transit and rail, as well as exemplary walking and cycling infrastructure. The location of the hotel relative to a guest's ultimate destination is important in determining the modal choice of journeys during a guest's stay. As a consequence of the main attractors located within London, it is considered that the majority of guests will be able to reach their ultimate destination on foot, by bicycle or using public transport.
- 1.2.5 The table below summarises the duration of stay of guests at 'hub by Premier Inn' hotels.

|              | Weekday | Weekend | Total |
|--------------|---------|---------|-------|
| 1 Night      | 68%     | 64%     | 66%   |
| 2 Nights     | 18%     | 24%     | 21%   |
| 3 Nights     | 8%      | 8%      | 7%    |
| 5 – 7 Nights | 6%      | 5%      | 6%    |

**Figure 1 – 'hub by Premier Inn' Duration of Guest Stay**

- 1.2.6 As summarised by the table above, the average duration of guest stay is between 1 and 2 nights. Premier Inn sites compromise a mix as to the purpose of stay, broadly, the split is 50% business and 50% leisure related stays. This, of course, varies depending on the day of the week, whereby weekdays usually comprise a higher proportion of business-related travel, whilst weekends usually comprise a higher proportion of leisure travel.
- 1.2.7 'hub by Premier Inn' hotels offer a deli-style food and beverage service integrated into the hotel. Whilst many guests are expected to make use of nearby city centre food outlets and restaurants, an attractive and well-priced service will be offered on-site to cater for the basic needs of guests staying at the hotel.
- 1.2.8 'hub by Premier Inn' are typically served by 14 delivery / servicing vehicles per week:

- (i) 7x linen;
- (ii) 3x food;
- (iii) 1x beverage; and
- (iv) 3x refuse / recycling.

- 1.2.9 The above schedule equates to approximately two vehicle movements per day, carried out during the daytime.
- 1.2.10 It is Whitbread policy for vehicles to visit a number of hotels as part of a coordinated strategy, to reduce the impact of Whitbread operations on the highway network. The number of movements is constantly reviewed with the frequency and size of each delivery monitored to ensure that the minimum number of deliveries occur at each site.
- 1.2.11 The approach to Travel Planning needs to be bespoke for each site, however, the fundamentals of promoting sustainable travel to staff and guests is common to all sites. Therefore, a number of measures have been introduced on a general basis.
- 1.2.12 The nature of hotels, particularly 'hub by Premier Inn' hotels, is such that short trips are most common. Convenience is a guests prime wish and so for any Travel Plan to be successful its measures and initiatives need to be appropriate and realistic.

## **2 TRAVEL PLAN CONTEXT**

### **2.1 What is a Travel Plan?**

2.1.1 A Travel Plan is a strategy through which an organisation is able to manage journeys related to its operation. It comprises a package of measures tailored to the needs of an individual site and aimed at promoting active (walking and cycling) and sustainable (public transport) modes of travel. The development of such measures can reduce the impact of travel and transport whilst also bringing a range of benefits to staff and guests and the local community.

2.1.2 For staff and guests, a Travel Plan can:

- Help provide less stressful options for travel, with the ability to socialise;
- Present opportunities to build healthy exercise into daily life; and
- Reduce the cost of travel.

2.1.3 For the local community, a Travel Plan can:

- Make local streets less congested, less dangerous, less noisy and less polluted;
- Enhance public transport;
- Improve the environment and the routes available for walking and cycling; and
- Help create a place which is better to live in, work in and visit, which in turn can attract investment.

2.1.4 The Department for Transport's research study 'Making Travel Plans Work' found that the most basic Travel Plans can achieve 3-5% reductions in the number of employees travelling to work alone by car, with more comprehensive plans achieving 15-30% reductions over a two-to-four-year period.

2.1.5 Although Travel Plans typically target all site users, modal shift is most effective when targeting regular journeys, which are short in length, such as the daily commute. Success rates are increased further when awareness of active and sustainable modes of travel are presented prior to travel habits becoming formed.

2.1.6 A Travel Plan is never complete, it is an evolving document and process which requires continuous input and monitoring, as well as on-going commitment from all users of the site.

### **2.2 Whitbread and Travel Planning**

2.2.1 Whitbread is committed to minimising its impact on the environment and promoting good environmental practice in order to become a more sustainable business. Whitbread has principally focused its environmental efforts on the use of water, production of waste and reduction of greenhouse gas emissions associated with energy and fuel use in buildings, its company car fleet and distribution of food and drink.

- 2.2.2 Whitbread is currently in the process of heightening the importance of Travel Plans for all new hotel developments / extensions as well as at existing premises to reduce the negative effects of travel associated with its establishments.
- 2.2.3 Whitbread is the UK's largest operator of hotels, with over 800 Premier Inn branded hotels throughout the UK, and hence to implement Travel Plans across all sites will require extensive management and coordination.
- 2.2.4 The key aim of Whitbread in developing Travel Planning across the business is to encourage staff and guests to think about travel choice, which should result in more travel by active and sustainable modes and an increased awareness of environmental issues generally. This feeds into Whitbread's 'Force for Good' initiative, as illustrated in the figure below.

**OPPORTUNITY**  
A team where everyone can reach their potential. No barriers to entry and no limitations to ambition.

**COMMUNITY**  
Making a meaningful contribution to the customers and communities we serve.

**RESPONSIBILITY**  
Always operating in a way that respects people and the planet

**Figure 2 – Force for Good Infographic**

- 2.2.5 The Force for Good sustainability programme lays down Whitbread's commitments to operating in a way that respects people and planet, making a meaningful contribution to the communities it serves and creating employment opportunities for all.
- 2.2.6 The preparation of Travel Plans for its establishments will put Whitbread on course to achieve its science-based carbon target 'to reduce carbon emissions intensity by 50% by 2025 and as much as 88% by 2050'.

**2.3 Policy Context**

- 2.3.1 Transport for London online 'Travel plan' guidance states: '*the overarching purpose of a travel plan should be to encourage behaviour change which will lead to the use of more sustainable modes of travel and reduce overall travel to and from the site. Travel planning is critical for new developments in order to facilitate the use of sustainable modes among occupiers and visitors from the outset, or to mitigate the impact of trips generated by the site.*'



- 2.3.2 Policy T4 of the adopted London Plan 2021 document states that Travel Plans will be required to support submissions for development proposals, having regard to Transport for London guidance. The London Plan also outlines the Mayor's objectives to encourage patterns and forms of development that reduce the need to travel, especially by car.
- 2.3.3 TfL's Travel Plan guidance confirms that Travel Plans can bring a number of benefits to a new development for the developer, the local authority and the ultimate users of the site, to include:
- *'Less congestion and therefore improved safety on local roads by promoting alternatives to the car*
  - *Reduced highway capacity problems by promoting sustainable travel choices*
  - *Local environmental improvements from reduced congestion, carbon emissions, pollution and noise*
  - *Making the site more attractive to potential occupiers/users*
  - *Increased opportunities for active healthy travel, such as walking and cycling*
  - *Reduced demand for parking spaces enabling land to be put to more cost effective or commercially beneficial use and freeing space for active travel initiatives*
  - *Improved travel choice, quality and affordable access to services for all users*
  - *Increased opportunities for employers to feed into corporate social responsibility or sustainability initiatives.'*
- 2.3.4 TfL's guidance also confirms *'the need to manage transport in new developments is included within national, regional and local policy. The need to reduce car dependency, increase travel choices and encourage sustainable travel is supported by the National Planning Policy Framework (NPPF).*
- 2.3.5 Paragraph 113 of the NPPF states: *'all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.'*
- 2.3.6 Camden Council's Local Plan confirms that Travel Plans will be sought to mitigate the impacts of development on the transport network. Additionally, Camden's Transport Strategy (2019-2041) sets out objectives which include securing and monitoring Travel Plans from (relevant) new development sites *"ensuring they reduce their demand on the transport network"*. The preparation of this Travel Plan therefore meets these objectives.
- 2.3.7 This Plan is a strategy for monitoring multi-modal access to the site with a focus on active and sustainable modes and to promote and provide facilities to facilitate active and sustainable travel.

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## 2.4 Purpose of this Travel Plan

2.4.1 The objective of this Travel Plan, as far as is reasonable, is to encourage active and sustainable modes of travel for staff and guest related trips.

2.4.2 Due to the nature of hotel operations, it is likely that guests of the hotel would be travelling relatively long distances to reach the site, however, journeys by guests during their stay and commuting trips by staff are shorter and potentially easier to target with regards to mode shift.

2.4.3 Key benefits of Travel Plans to Whitbread Group include:

- Satisfying local highway and planning authorities;
- Improved 'green credentials' and strengthening of the Premier Inn, 'hub by Premier Inn' and Whitbread Group brand as seen by customers;
- Improved Corporate Social Responsibilities, above that of its competitors;
- Financial savings for Premier Inn, 'hub by Premier Inn' and Whitbread Group and its staff / guests; and
- Improved staff retention and morale.

2.4.4 The development of this Travel Plan will bring benefits to staff and guests and the local community.

### 3 BASELINE CONDITIONS

#### 3.1 Site Location and Local Highway Network

3.1.1 The Brunswick Shopping Centre is situated in the London Borough of Camden. The site is bound by Handel Street to its north, Hunter Street to its east which becomes Brunswick Square, Bernard Street to its south and Marchmont Street to the west. The site location is illustrated in the figure below.

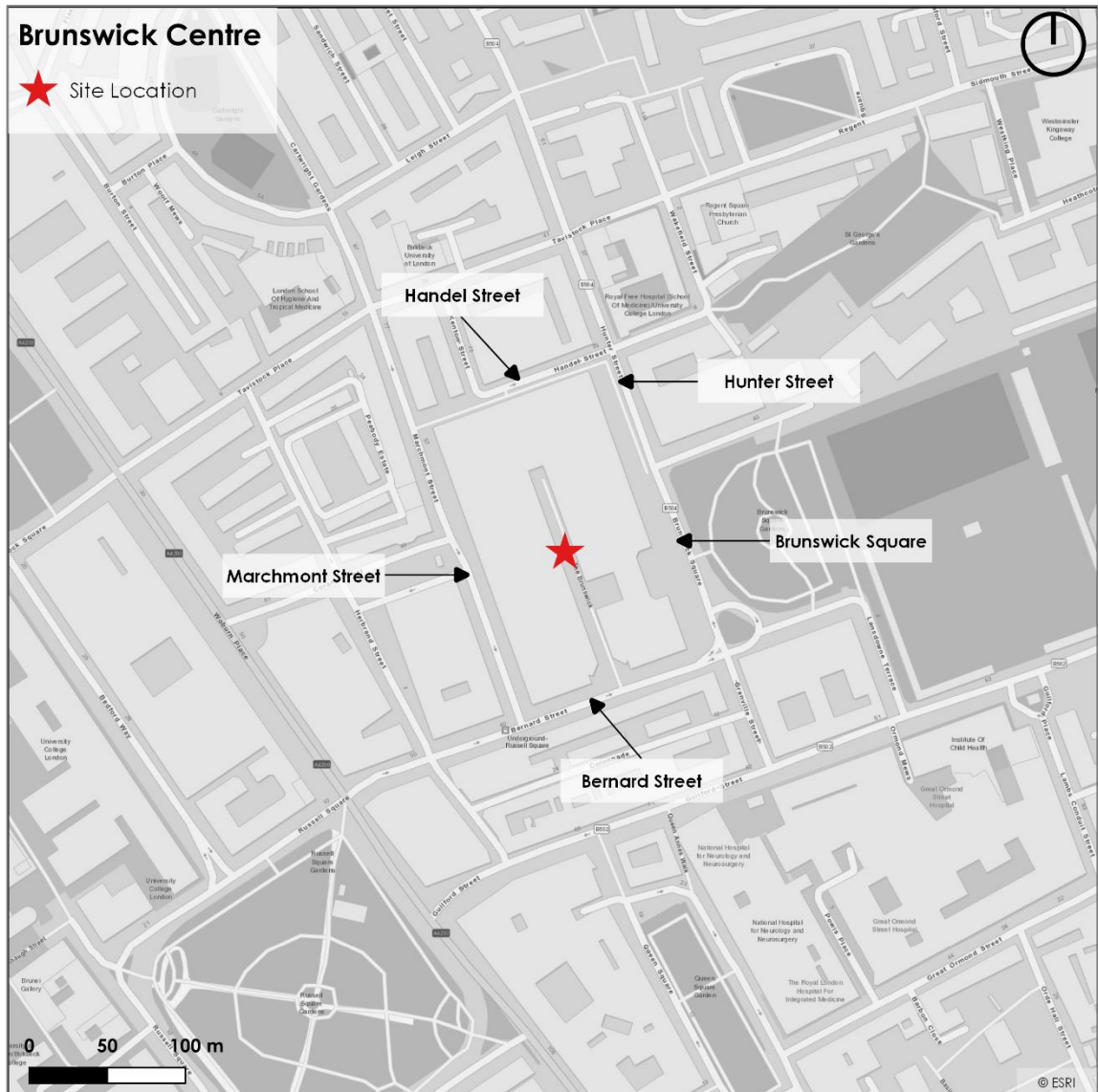
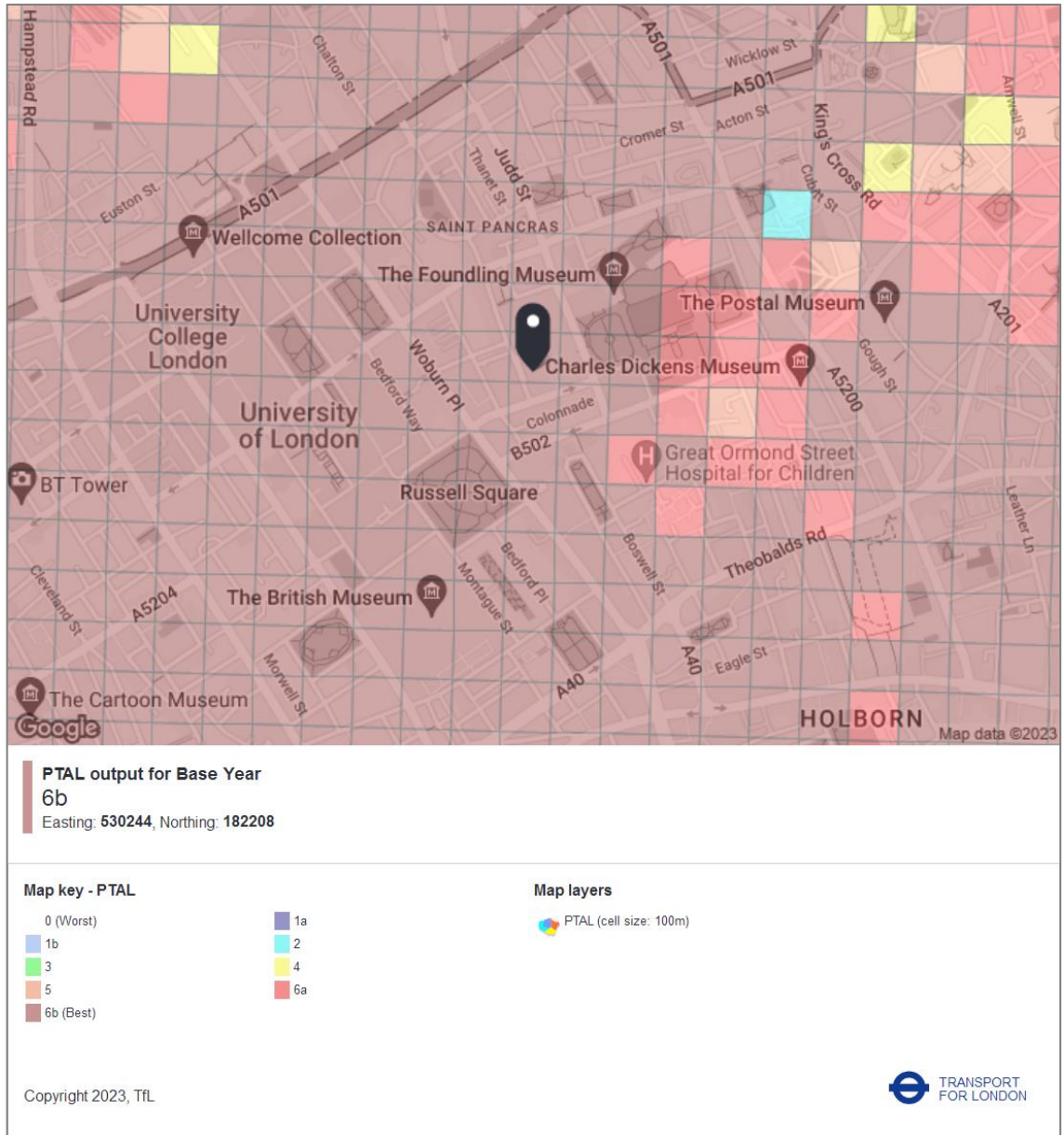


Figure 3 – Site Location

3.1.2 The sites Central London location results in it achieving a Public Transport Accessibility Level (PTAL) of '6b', the highest public transport accessibility and as such achieves an 'excellent' level of public transport accessibility. A PTAL map is reproduced from the Transport for London (TfL) WebCAT below, and the full PTAL report attached hereto at **Appendix A**.



**Figure 4 – PTAL Map**

3.1.3 The site achieves its 'excellent' PTAL rating as a result of the comprehensive public transport network accessible within the vicinity of the site to include bus, London Underground and National Rail services.

### 3.2 Accessibility Credentials

3.2.1 The figure below illustrates the accessibility credentials of the site.

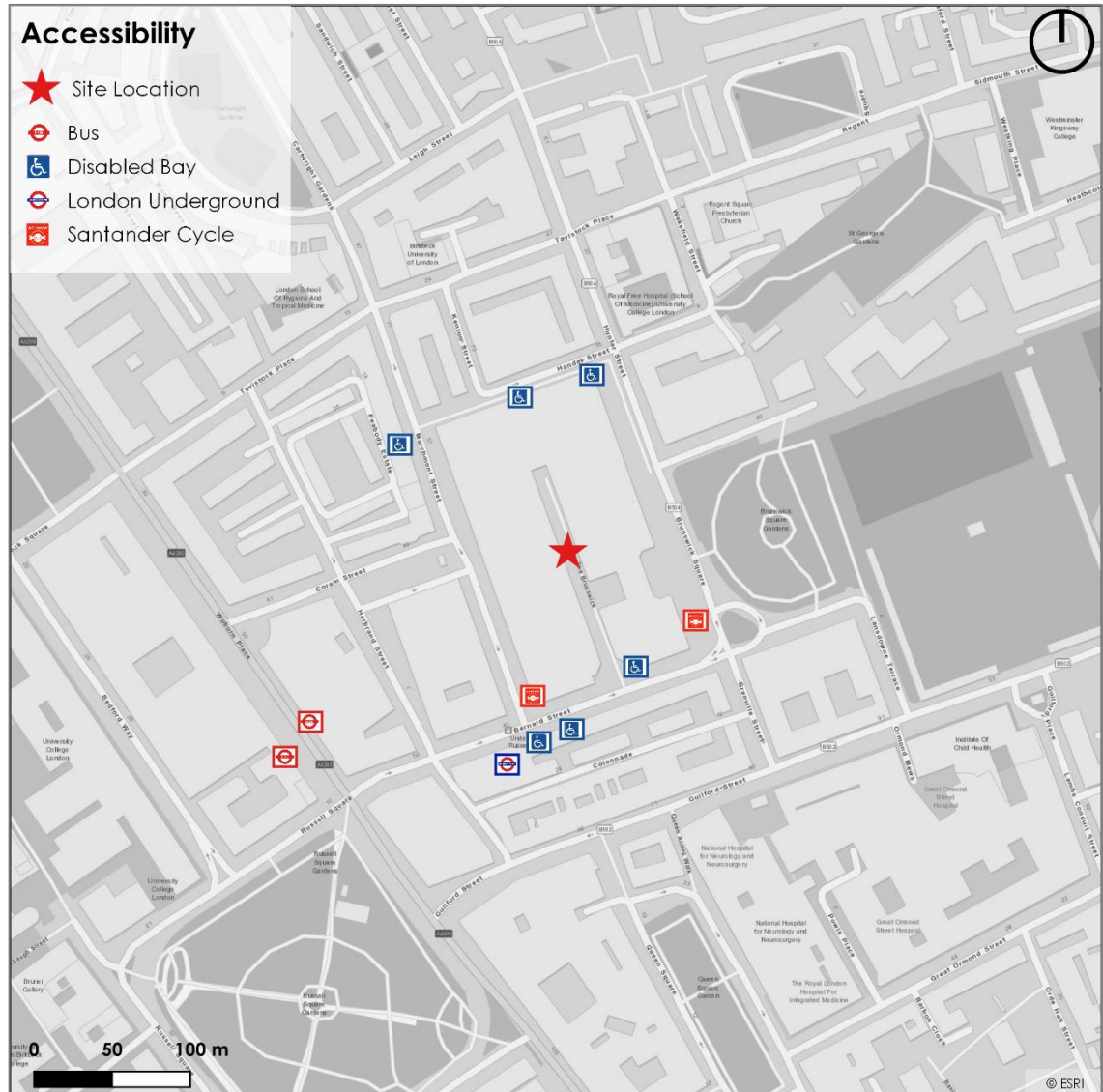


Figure 5 – Accessibility Credentials

### Walking and Cycling

- 3.2.2 The Central London location of the site results in it having excellent accessibility on foot and by bicycle.
- 3.2.3 The footway network within the vicinity of the site exhibits features conducive to pedestrian travel, with transport nodes and major amenities accessible via existing pedestrian infrastructure.
- 3.2.4 Footways feel safe as a result of the 20mph speed limits on the local carriageway and the sufficient footway width provided. Footways benefit from strategic transition points, dropped kerbs, tactile paving and lighting. Such features enhance the feeling of pedestrian safety and assist those with varying degrees of disability / visual impairment, those with large bags and suitcases and those accompanied by young children. Incidences of low traffic neighbourhood features are also observed.

- 3.2.5 The locale benefits from active frontages and the high use nature of the footway and carriageway ensure pedestrians from all walks of life feel safe at all times of day. The diversity of amenities accessible by foot ensures the majority of trips to and from the site could be completed on foot, or as part of a multi-modal trip to include cycling or public transport. Footways are to a good quality and well maintained.
- 3.2.6 The site is bound by Strategic Cycle Network C27 to its north at Tavistock Place and C41 to its east at Hunter Street / Brunswick Square. The site is further close to Cycleways C6 and C52. Cycleways are high quality routes linking communities, businesses and destinations across London. Cycleways are signed to be easy to navigate and aim to support riders of all abilities to feel safe and confident.
- 3.2.7 Two Santander Cycle docks for the provision of up to 30 cycles are located on Marchmont Street and Brunswick Square. Santander Cycles allow bicycles to be hired through a phone application; membership key; or via a contactless card / mobile banking at a docking station. The ability for riders to hold a membership or to turn up and ride is considered attractive to staff and guest travel.

#### **Bus**

- 3.2.8 The closest bus stops are located on Woburn Place stops H and J, providing travel toward King's Cross or Mornington Crescent and Aldwych or Oxford Street respectively.
- 3.2.9 The stops are marked by a flag and post arrangement with on carriageway markings. The stops benefit from covered shelters, seating and printed and live travel information.
- 3.2.10 A route operates as part of the 'London Night Bus Network' providing service between 00:00 and 05:00 ensuring continued connectivity to transport nodes and major amenities throughout the night.
- 3.2.11 TfL bus routes benefit from Oyster Card and contactless card payments for use across all London zones, 1 to 9, providing cost effective travel.

#### **Rapid Transit and Rail**

- 3.2.12 The closest London Underground station is Russel Square on the Piccadilly line. The station does not provide step-free access from street to train or street to platform.
- 3.2.13 The closest National Rail station is King's Cross and St Pancras. King's Cross serves as the terminus of the East Coast Mainline and St Pancras as the terminus of the Midland Main line and international Eurostar services.
- 3.2.14 King's Cross and St Pancras stations are served by King's Cross St Pancras, a London Underground station on the Circle, Hammersmith & City, Metropolitan, Northern, Piccadilly and Victoria Lines.
- 3.2.15 The site is close to National Rail and London Underground and Overground station Euston. The National Rail station is the terminus of the West Coast Main Line with London Underground Northern and Victoria services and Overground on the Watford DC line.

- 3.2.16 The site is also close to National Rail and London Underground station Farringdon. The National Rail station is served by Thameslink with London Underground Circle, Hammersmith and City and Metropolitan services. Farringdon further benefits from Elizabeth line services.
- 3.2.17 London Underground and Overground and some National Rail services benefit from Oyster Card and contactless card payments for use across all London zones, 1 to 9, providing cost effective travel.

#### **Taxi**

- 3.2.18 London benefits from Black taxi and private hire provision. Black taxis are designed with a number of accessibility features to include: induction hearing loop, high visibility grab handles and minimum vehicle dimensions to enable safe access.

#### **Disabled Persons Parking Provision**

- 3.2.19 Users of the site will require access to disabled persons parking. A number of bays are located close to the site to include Handel Street, Bernard Street and Marchmont Street. Full information can be found at:

<https://www.camden.gov.uk/documents/20142/3754167/Blue+Badge+parking+guide+1119.pdf/15e72c52-51f4-1baf-7bc4-879984d0dc11>

#### **Summary of Accessibility Credentials**

- 3.2.20 The accessibility credentials of the site, as detailed within **Section 3**, demonstrate it is highly accessible by active and sustainable travel modes, with it considered these could form the main and in-stay part of guest travel and commute travel for staff.

## **4 AIMS, OBJECTIVES AND TARGETS**

4.1.1 This Travel Plan represents a long-term strategy to promote more sustainable travel and to offer realistic transport choices for all journeys associated with the proposed hotel. These include:

- Commuting journeys by staff;
- Main journeys by guests to and from the hotel; and
- Journeys made by guests during their stay.

### **4.2 Aims and Objectives**

4.2.1 The key aims of this Travel Plan are to:

- Promote and provide staff and guests with greater information as to the alternative active and sustainable modes of travel available when travelling to and from the site;
- Identify opportunities to provide new infrastructure to support active and sustainable modes of travel for staff and guests; and
- Support staff to achieve a shift in travel behaviour toward active and sustainable modes of travel.

4.2.2 The overall aim of the Travel Plan is to promote sustainable modes of travel by increasing awareness of the alternative active and sustainable modes of travel and promoting the associated benefits.

4.2.3 The objectives of this Travel Plan can be summarised as follows:

- Establish travel behaviour patterns and recognise any barriers to change;
- Identify measures to minimise traffic generation arising from the site;
- Introduce measures to limit delivery trips;
- Foster awareness of and 'buy in' to the Travel Plan amongst staff and guests; and
- Implement a package of physical and management measures that will facilitate and actively encourage the use of sustainable modes.

### **4.3 Targets**

4.3.1 The key target of this Travel Plan is to achieve an increase in the use of active and sustainable travel modes during the Travel Plans initial five-year life.

4.3.2 The targets will be in line with the SMART criteria:



### Specific

Target increase/decrease in mode share shown over a set timescale.

### Measurable

The mode share of staff and guests will be measured and monitored using travel surveys.

### Achievable and Realistic

The targets, taking into account preferred travel modes, and general Travel Plan promotion, need to be achievable and realistic.

### Time-bound

The targets are to be monitored on a regular basis and met within five years of the Travel Plans implementation.

#### 4.4 Staff Travel Behaviours

- 4.4.1 In order to establish the likely means by which staff would travel to / from the proposed hotel, data from the 2011 Census has been interrogated. This methodology should be considered acceptable for the likely future staff travel behaviours at the site, and additionally as existing in lieu of site-specific travel survey information.
- 4.4.2 Statistics from the 'WU03EW – Location of usual residence and place of work by method of travel to work' category have been extracted for the workplace population employed within the Camden 025 Middle-Layer Super Output Area (MSOA), in which the site is located. Full data output is attached hereto at **Appendix B**, with the mode share summarised in the table below.

| Method of Travel                       | Mode Share |
|--|------------|
| On foot                                | 7%         |
| Bicycle                                | 5%         |
| Bus, minibus or coach                  | 13%        |
| Underground, metro, light rail or tram | 36%        |
| Train                                  | 29%        |
| Motorcycle, scooter or moped           | 1%         |

|                           |    |
|---------------------------|----|
| Taxi                      | 0% |
| Driving a car or van      | 7% |
| Passenger in a car or van | 1% |
| Other                     | 0% |

**Figure 6 – Camden 025 Middle-Layer Super Output Area**

4.4.3 It is demonstrated that the most popular mode of travel for employees within the Output Area is typically by Underground, metro, light rail or tram; at 36% of the total mode share. Positively, active and sustainable travel combined account for 90% of travel. Based on the staff travel information as above, the following aspirational Travel Plan target has been set.

| Mode    | Base | Yr1 | Yr2 | Yr3 | Yr4 | Yr5 |
|---------|------|-----|-----|-----|-----|-----|
| Bicycle | 5%   | 6%  | 7%  | 8%  | 9%  | 10% |

**Figure 7 – Staff Travel Plan Targets**

4.4.4 It is anticipated the above target would be achieved through a reduction in staff taking public transport, to relieve pressure and overcrowding on the network, and increase active travel.

4.4.5 Following baseline surveys, the target will be reviewed and amended based on the site-specific data obtained, with the aim for bicycle to at minimum achieve the baseline target as above. Initial targets to increase such trips by 3% after Year 3 and 5% after Year 5 are considered appropriate.

**4.5 Guest Travel Behaviours**

4.5.1 In-lieu of site-specific travel survey information, it is considered appropriate and achievable to increase guest journeys during their stay at the site by active travel by 5% over the first five years of the Travel Plan, as a result of the accessibility of the site by active and sustainable travel modes.

4.5.2 The guest survey data appended to the TA identifies that active travel is expected to account for approximately 66% of guest journeys during the course of their stay at the hotel (i.e. excluding long-distance travel to the site initially before check-in).

4.5.3 The resultant aspirational modal shift target for guest travel during their stay at the hotel is provided below.

| Mode                                 | Base | Yr1 | Yr2 | Yr3 | Yr4 | Yr5 |
|--------------------------------------|------|-----|-----|-----|-----|-----|
| Active Travel<br>(walking & cycling) | 66%  | 67% | 68% | 69% | 70% | 71% |

**Figure 8 - Guest Travel Plan Targets**

**4.6 Summary**

- 4.6.1 The targets stated above will be reviewed regularly and should be achieved by the target dates specified. If they have been attained before the target date, they will be modified to provide further, more challenging targets, while if the surveys show that progress is not being made towards achieving the targets, the reasons why would be investigated, including a review of the current measures which would be added to or modified to ensure that the overall targets will be met.
- 4.6.2 Travel related concerns raised by staff and guests and any identified barriers to sustainable travel will be ascertained by way of regular travel surveys and routine monitoring. Further bespoke measures and changes could then be introduced to address these barriers, if necessary, to ensure that the Travel Plan continues toward achieving its targets and overall aim.
- 4.6.3 Future targets will be established through a process of consultation with Camden Council and the site management company to ensure that they are appropriate in the context of the objectives, yet realistic and achievable.
- 4.6.4 Since the hotel is not yet operational, the above targets are based on Travel Plan research which has indicated that Travel Plans can deliver single occupancy vehicle trip reductions between 11% (rural areas) and 20% (urban areas) depending upon the measures implemented.

## 5 TRAVEL PLAN MEASURES

### 5.1 Travel Plan Initiatives

5.1.1 The Travel Plan initiatives as below have been committed to by Whitbread on a corporate wide basis and would be reflected by other hotel operators. Certain measures will be provided as part of the hotels construction whereas other measures will require ongoing promotion.

5.1.2 The Travel Plan Coordinator will introduce, refine and expand upon these initiatives during the life of the Travel Plan, initially a five-year period. The full Action Plan is attached hereto at **Appendix C**, with the table below summarising the scope of measures to be adopted.

| Measures   | Detail  |
|--|---|
| Travel Plan Coordinator                              | The appointed Travel Plan Coordinator (TPC) / Hotel Manager will be trained to ensure they are fully aware of their responsibilities in relation to the Travel Plan.                            |
| Staff Recruitment                                    | Whitbread partners with Jobcentre Plus to advertise and fill roles locally (within a 5 miles radius, as far as reasonable). This enables most staff to commute by active and sustainable modes. |
| Travel Plan Noticeboard                              | An information board will be erected within the staff room, containing details of walking, cycling, public transport etc.   |
| Staff Welcome Packs / Induction                      | Travel information will be communicated to staff via a welcome pack given as part of the induction process.   |
| Corporate-Wide Initiatives (Voucher Purchase Scheme) | Whitbread staff can obtain discounts of 10% at Halfords by way of an existing voucher scheme.   |
| Website Information / Booking Confirmation Emails    | The Premier Inn website will promote sustainable travel, highlighting rail, bus, cycling and walking. A link to this information will be included within booking confirmations.                 |
| Travel Information (Reception)                       | A map of the surrounding area and details of the local transport links will be displayed in reception by way of a poster or digital display screen.   |
| Free-Wi-Fi   | Free Wi-Fi is available on-site, this can be used by guests to obtain travel information, including real-time updates.  |
| Shower / Changing Facilities and Lockers             | A dedicated shower / changing room will be available for staff, whilst guests will have access to facilities within their hotel room.   |
| Delivery Collection Point / Amazon Locker            | Amazon have the option to install a collection point within the hotel for delivered goods which would be made available to all, accessible 24/7.  |
| Cycle Parking  | Covered and secure cycle parking will be provided on-site, in accordance with relevant parking standards.   |

|  |  |
|--|--|
| Cycle Maintenance Equipment                | A puncture repair kit, pump and geared cycle maintenance equipment will be made available to borrow from reception.  |
| Cycle Training                             | Camden cycle skills courses will be promoted: <a href="http://www.camden.gov.uk/cycleskills">www.camden.gov.uk/cycleskills</a>   |
| Camden Try-A-Bike loans                    | Camden Try-A-Bike loans will be promoted for staff: <a href="http://www.camden.gov.uk/tryabike">www.camden.gov.uk/tryabike</a>   |
| On-Site / Nearby Facilities                | Users will be made aware of the services / facilities local to the site (particularly the on-site restaurant) to avoid unnecessary trips further afield.   |
| Walking and Cycling Routes                 | Promote local cycling and walking routes and provide maps.   |
| Public Transport Information / Initiatives | Public transport information (routes, timetables and fares) will be publicised to both staff and guests. The TPC will negotiate with local operators to see if discounts can be secured for staff. |
| Parking / Taxis / Car Clubs / Car Sharing  | Information pertaining to car-based travel options will be communicated including details of the national car share database ( <a href="http://www.liftshare.com">www.liftshare.com</a> ).         |
| 'hub by Premier Inn' App                   | Guests can point their device at the map on the wall of their room and see it come to life, providing a list of things to see and do as well as places to eat and drink in the surrounding area.   |

**Figure 9 – Travel Plan Initiatives Summary**

5.1.3 The Travel Plan Coordinator will be required to promote the existence of these initiatives and provide feedback to Senior Management with regards to their effectiveness. The Travel Plan Coordinator is also in a position to suggest additional measures to Whitbread as they feel appropriate for their location.

5.1.4 Additional measures may include making contact with cycle shops local to the hotel to establish whether any discounts on products and servicing can be obtained. In addition, the Travel Plan Coordinator is encouraged to liaise with nearby businesses, where appropriate, to identify opportunities for wider promotion of Travel Plan initiatives.

## 5.2 Travel Plan Coordinator

5.2.1 The Travel Plan Coordinator (TPC) is responsible for taking the lead for travel planning. It will be their responsibility to raise awareness of sustainable travel, promote initiatives and monitor the overall effectiveness. The role of TPC is imperative to the success of the Travel Plan.

5.2.2 The relevant contact details of the management of this Travel Plan are as follows:

**James Anderson** – Whitbread Property Communications Manager

Email – [james.anderson@whitbread.com](mailto:james.anderson@whitbread.com)

**Hotel Manager (TBC)** – Brunswick Centre 'hub by Premier Inn'

- 5.2.3 Whitbread will ensure that there are adequate resources available to fully implement this Travel Plan.
- 5.2.4 The TPC role is defined within the job description of the Hotel Manager and training for the role is provided by Whitbread as part of new hotel openings and new staff inductions.
- 5.2.5 In addition, RGP can hold Travel Plan introduction and training seminars with each Hotel Manager (TPC) prior to the opening of a new site or implementation of a new Travel Plan. This ensures that the TPC knows what is expected of them from the outset, when a Travel Plan is to be implemented.
- 5.2.6 The Travel Plan Coordinator Role could include:
- Managing the day-to-day running of the Travel Plan, liaising with Whitbread management should any additional budget be required;
  - Analysing survey data as to travel behaviour;
  - Delegating certain tasks of the TPC to other staff;
  - Ensuing the necessary review and monitoring is undertaken on an annual basis;
  - Investigating further Travel Plan / sustainable initiatives; and
  - Training staff to deal with travel related queries from guests.
- 5.2.7 All hotel and restaurant staff are informed of the Travel Plan through the induction programme.
- 5.2.8 An electronic copy of this Travel Plan will be made available for reference on the Whitbread Intranet.

### **5.3 Travel Events – Useful Dates**

- 5.3.1 The below events will be promoted by the TPC in order to encourage and raise awareness of the Travel Plan. They will be communicated via the staff noticeboard and through staff meetings.
- Walk to Work Week: May;
  - Work Wise Week: May;
  - Bike to Work Week: June;
  - Travelwise / European Mobility Week: September;
  - National Liftshare Week: October; and
  - Commute Smart Week: November.

#### **5.4 Effectiveness of Travel Plan Measures**

- 5.4.1 The specified measures and initiatives should act to achieve the overall aim of the Travel Plan, consequently increasing the use of sustainable modes and achieving the targets sets.

## 6 REVIEW AND APPROVAL

### 6.1 Implementation and Funding

- 6.1.1 An Implementation / Action Plan summarising the measures that will be implemented and the tasks to be undertaken by the TPC, along with timescale for their completion and review is attached at **Appendix C**.
- 6.1.2 Whitbread has confirmed that an initial budget will be allocated for the Travel Plan implementation during the hotels set up period to finance measures identified. This will be reviewed by the TPC on an annual basis to identify whether any adjustments are required in order to achieve the targets.
- 6.1.3 The implementation of many of the measures such as shower / changing facilities and cycle parking provision will be met as part of the construction phase, whilst the maintenance and on-going management of the Travel Plan will be part of the TPC role. It is envisaged this would involve approximately 1-2 hours of management time per week. Assuming an average 150 hour working month (37.5 hours a week), and 8 hours per month for the TPC role, the cost of funding the TPC to Whitbread is estimated at £2,000 per annum.
- 6.1.4 Any other associated costs to fund on-going corporate-wide travel planning measures will be met by Whitbread. This, for example, would include maintenance costs and other resources necessary to implement the initiatives outlined.

### 6.2 Monitoring

- 6.2.1 An important part of any Travel Plan is the collection of data relating to the modes of travel used by both staff and guests of the site, in order to identify and understand travel habits and how the site operates.
- 6.2.2 The Travel Plan would be monitored in accordance with the TRICS UK Standard Assessment Methodology (TRICS SAM). This involves three multi-modal surveys over a five-year period whereupon the 5%/5% trip rate target should be achieved or further TP measures implemented.
- 6.2.3 The TPC will be responsible for liaising with TRICS to commission the SAM surveys as and when required. The initial TRICS SAM survey would be conducted within six months of occupation to form the Year 1 baseline with subsequent surveys in Years 3 and 5.
- 6.2.4 Following the initial surveys, monitoring will be undertaken by the TPC. The TPC will be responsible for comparing the results and adjusting the targets and initiatives accordingly, they will also take into account travel related feedback received from staff and guests through the year. In addition, the TPC will prepare an annual progress report and ensure that the results are displayed for all to see.
- 6.2.5 An overview of the monitoring and management process is provided in the figure below.



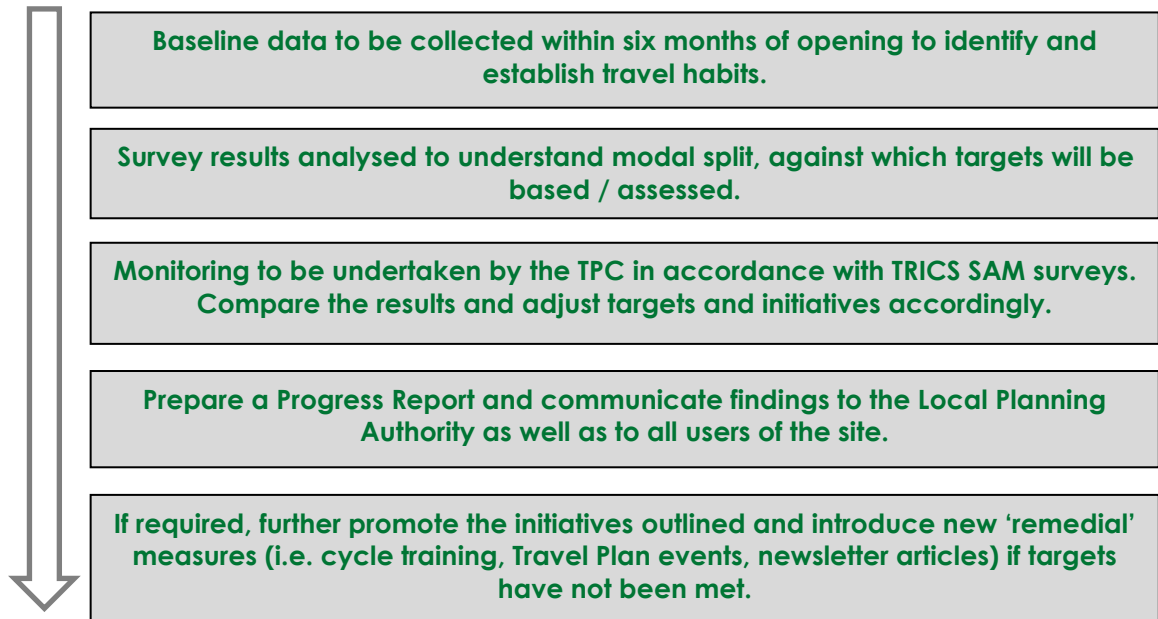
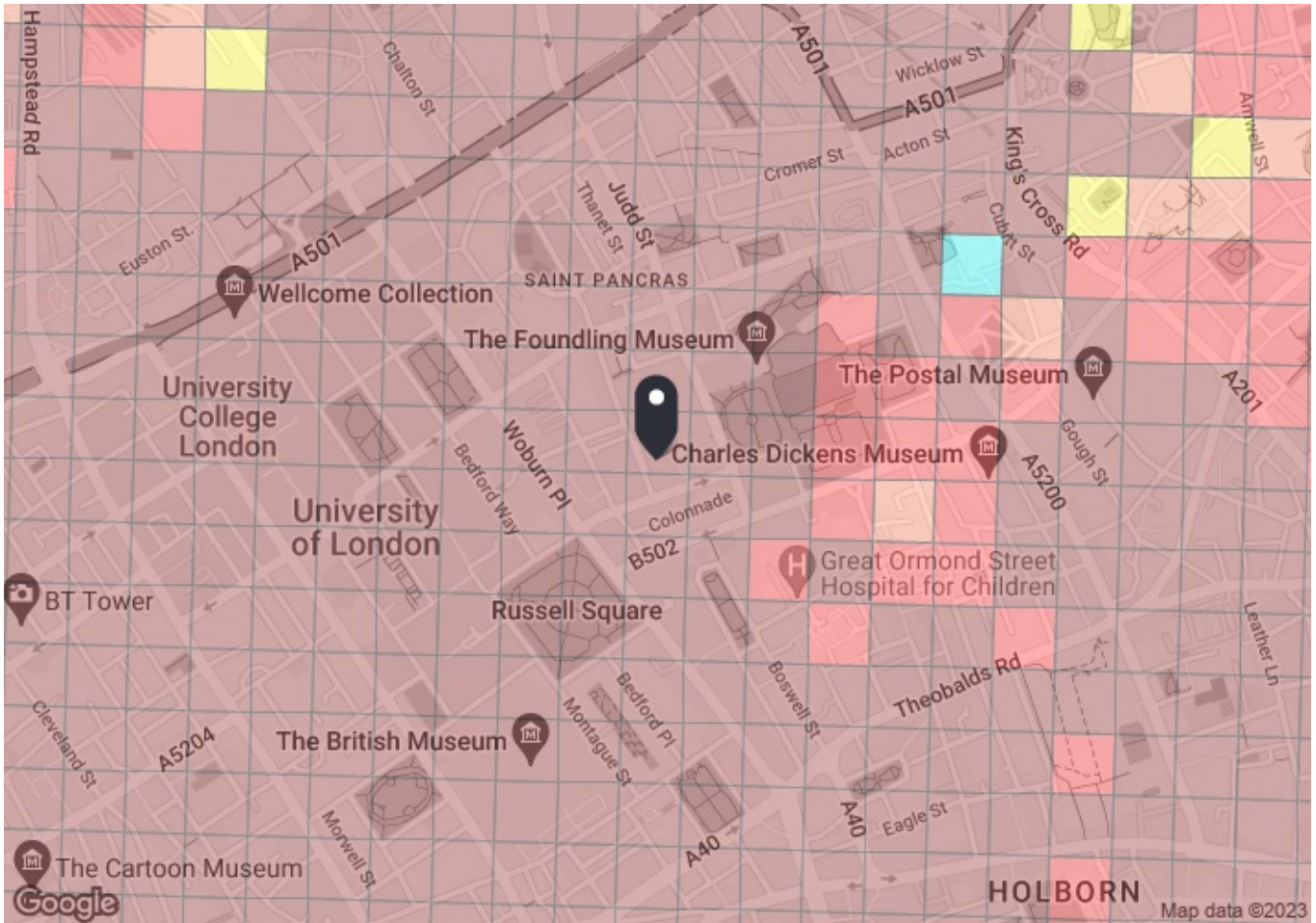


Figure 10 – Monitoring and Management

| Initial | Company/Organisation | Date       |
|---------|----------------------|------------|
| SDH     | RGP                  | 13/09/2023 |
| tbc     | Hotel Manager / TPC  | tbc        |
| tbc     | Whitbread Group Plc. | tbc        |



## **APPENDIX A**



**PTAL output for Base Year 6b**

WC1N 1BS  
London WC1N 1BS, UK  
Easting: 530244, Northing: 182208

Grid Cell: 89396

Report generated: 10/05/2023

**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  | EUSTON R BRITISH LIBRARY | 10                     | 604.25            | 4.5            | 7.55             | 8.67       | 16.22      | 1.85 | 0.5    | 0.92 |
| Bus  | EUSTON R BRITISH LIBRARY | 390                    | 604.25            | 8              | 7.55             | 5.75       | 13.3       | 2.26 | 0.5    | 1.13 |
| Bus  | EUSTON R BRITISH LIBRARY | 30                     | 604.25            | 7.5            | 7.55             | 6          | 13.55      | 2.21 | 0.5    | 1.11 |
| Bus  | EUSTON R BRITISH LIBRARY | 73                     | 604.25            | 18             | 7.55             | 3.67       | 11.22      | 2.67 | 0.5    | 1.34 |
| Bus  | EUSTON R BRITISH LIBRARY | 476                    | 604.25            | 7.5            | 7.55             | 6          | 13.55      | 2.21 | 0.5    | 1.11 |
| Bus  | EUSTON R BRITISH LIBRARY | 205                    | 604.25            | 8              | 7.55             | 5.75       | 13.3       | 2.26 | 0.5    | 1.13 |
| Bus  | RUSSELL SQUARE STH SIDE  | X68                    | 514.98            | 4              | 6.44             | 9.5        | 15.94      | 1.88 | 0.5    | 0.94 |
| Bus  | RUSSELL SQ NTH/WOBURN PL | 98                     | 279.73            | 9              | 3.5              | 5.33       | 8.83       | 3.4  | 0.5    | 1.7  |
| Bus  | RUSSELL SQ NTH/WOBURN PL | 91                     | 279.73            | 9              | 3.5              | 5.33       | 8.83       | 3.4  | 0.5    | 1.7  |
| Bus  | RUSSELL SQ NTH/WOBURN PL | 188                    | 279.73            | 8              | 3.5              | 5.75       | 9.25       | 3.24 | 0.5    | 1.62 |
| Bus  | WOBURN PLACE CORAM ST    | 59                     | 278.7             | 10             | 3.48             | 5          | 8.48       | 3.54 | 1      | 3.54 |
| Bus  | WOBURN PLACE CORAM ST    | 68                     | 278.7             | 9              | 3.48             | 5.33       | 8.82       | 3.4  | 0.5    | 1.7  |
| Bus  | WOBURN PLACE CORAM ST    | 168                    | 278.7             | 9              | 3.48             | 5.33       | 8.82       | 3.4  | 0.5    | 1.7  |
| Rail | St Pancras               | 'BEDFDM-SVNOAKS 1E62'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-BROMLYS 1E83'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-ORPNGTN 1L60'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-SUTTON 1O13'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-KENTHOS 1S85'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-BRGHTN 1T11'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-BRGHTN 1T15'   | 832.78            | 0.67           | 10.41            | 45.53      | 55.94      | 0.54 | 0.5    | 0.27 |
| Rail | St Pancras               | 'BRGHTN-BEDFDM 1T83'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-SUTTON 1V23'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-SUTTON 1V82'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BRGHTN-BEDFDM 1W06'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BRGHTN-BEDFDM 1W81'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-BRGHTN 1W84'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-BRGHTN 1W86'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'STALBCY-SVNOAKS 2E11' | 832.78            | 1              | 10.41            | 30.75      | 41.16      | 0.73 | 0.5    | 0.36 |
| Rail | St Pancras               | 'BEDFDM-SVNOAKS 2E19'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'LUTON-SVNOAKS 2E21'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'STALBCY-SVNOAKS 2E95' | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'SUTTON-LUTON 2000'    | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'SUTTON-BEDFDM 2004'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'SUTTON-STALBCY 2006'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'SUTTON-LUTON 2010'    | 832.78            | 1              | 10.41            | 30.75      | 41.16      | 0.73 | 0.5    | 0.36 |
| Rail | St Pancras               | 'LUTON-SUTTON 2017'    | 832.78            | 0.67           | 10.41            | 45.53      | 55.94      | 0.54 | 0.5    | 0.27 |
| Rail | St Pancras               | 'STALBCY-SUTTON 2021'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'STALBCY-SUTTON 2029'  | 832.78            | 0.67           | 10.41            | 45.53      | 55.94      | 0.54 | 0.5    | 0.27 |
| Rail | St Pancras               | 'LUTON-BCKNHMJ 2S91'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'STALBCY-BROMLYS 2S93' | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BRGHTN-BEDFDM 2T02'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BRGHTN-BEDFDM 2T04'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BEDFDM-BRGHTN 2T15'   | 832.78            | 1              | 10.41            | 30.75      | 41.16      | 0.73 | 0.5    | 0.36 |
| Rail | St Pancras               | 'BEDFDM-BRGHTN 2T25'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BRGHTN-LUTON 2T99'    | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'SUTTON-STALBCY 2V02'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'SUTTON-STALBCY 2V08'  | 832.78            | 0.67           | 10.41            | 45.53      | 55.94      | 0.54 | 0.5    | 0.27 |
| Rail | St Pancras               | 'BEDFDM-SUTTON 2V15'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'SUTTON-BEDFDM 2V16'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'LUTON-SUTTON 2V19'    | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'SUTTON-KNTSHDN 2V20'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'STALBCY-SUTTON 2V27'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'LUTON-SUTTON 2V31'    | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BRGHTN-BEDFDM 2W08'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BRGHTN-BEDFDM 2W12'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'BRGHTN-BEDFDM 2W16'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'ASHFKY-BEDFDM 1E61'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras               | 'ASHFKY-BEDFDM 1E63'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |

| Mode | Stop         | Route                   | Distance (metres) | Frequency(vph) | Walk Time (mins) | SWT (mins) | TAT (mins) | EDF  | Weight | AI   |
|------|--------------|-------------------------|-------------------|----------------|------------------|------------|------------|------|--------|------|
| Rail | St Pancras   | 'RCHT-BEDFDM 1E67'      | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'SVNOAKS-BEDFDM 1E69'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'BROMLYS-BEDFDM 1E82'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'BCKNHMJ-BEDFDM 1G65'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'KENTHOS-BEDFDM 1G71'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'ORPNGTN-STALBCY 2D93'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'ORPNGTN-LUTON 2D95'    | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'SVNOAKS-STALBCY 2E59'  | 832.78            | 0.67           | 10.41            | 45.53      | 55.94      | 0.54 | 0.5    | 0.27 |
| Rail | St Pancras   | 'SVNOAKS-LUTON 2E61'    | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'SVNOAKS-WHIMPSTM 2E63' | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'SVNOAKS-KNTSHTN 2E65'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'SVNOAKS-KNTSHTN 2E67'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'BROMLYS-LUTON 2E93'    | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'ORPNGTN-LUTON 2L59'    | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'ORPNGTN-KNTSHTN 2L65'  | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'BEDFDM-ELPHNAC 1J87'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'BEDFDM-ELPHNAC 1J88'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'STPNCI-FAVRSHM 1F08'   | 832.78            | 2              | 10.41            | 15.75      | 26.16      | 1.15 | 1      | 1.15 |
| Rail | St Pancras   | 'BRSR-STPNCI 1F13'      | 832.78            | 0.67           | 10.41            | 45.53      | 55.94      | 0.54 | 0.5    | 0.27 |
| Rail | St Pancras   | 'FAVRSHM-STPNCI 1F17'   | 832.78            | 1              | 10.41            | 30.75      | 41.16      | 0.73 | 0.5    | 0.36 |
| Rail | St Pancras   | 'EBSFLT-STPNCI 1F85'    | 832.78            | 1.33           | 10.41            | 23.31      | 33.72      | 0.89 | 0.5    | 0.44 |
| Rail | St Pancras   | 'STPNCI-MARGATE 1J08'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'STPNCI-DOVERP 1J10'    | 832.78            | 1              | 10.41            | 30.75      | 41.16      | 0.73 | 0.5    | 0.36 |
| Rail | St Pancras   | 'RAMSGTE-STPNCI 1J11'   | 832.78            | 0.67           | 10.41            | 45.53      | 55.94      | 0.54 | 0.5    | 0.27 |
| Rail | St Pancras   | 'STPNCI-MARGATE 1J12'   | 832.78            | 0.67           | 10.41            | 45.53      | 55.94      | 0.54 | 0.5    | 0.27 |
| Rail | St Pancras   | 'MARGATE-STPNCI 1J13'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'MARGATE-STPNCI 1J17'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'DOVERP-STPNCI 1J19'    | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'MARGATE-STPNCI 1J21'   | 832.78            | 0.33           | 10.41            | 91.66      | 102.07     | 0.29 | 0.5    | 0.15 |
| Rail | St Pancras   | 'MSTONEW-STPNCI 1T91'   | 832.78            | 1              | 10.41            | 30.75      | 41.16      | 0.73 | 0.5    | 0.36 |
| Rail | King's Cross | 'KNGX-CAMBDGE 1C33'     | 856.43            | 0.67           | 10.71            | 45.53      | 56.23      | 0.53 | 0.5    | 0.27 |
| Rail | King's Cross | 'KNGX-CAMBDGE 1C35'     | 856.43            | 0.33           | 10.71            | 91.66      | 102.36     | 0.29 | 0.5    | 0.15 |
| Rail | King's Cross | 'CAMBDGE-KNGX 1C82'     | 856.43            | 0.33           | 10.71            | 91.66      | 102.36     | 0.29 | 0.5    | 0.15 |
| Rail | King's Cross | 'KNGX-PBRO 1P11'        | 856.43            | 1              | 10.71            | 30.75      | 41.46      | 0.72 | 0.5    | 0.36 |
| Rail | King's Cross | 'PBRO-KNGX 1P62'        | 856.43            | 1.33           | 10.71            | 23.31      | 34.01      | 0.88 | 0.5    | 0.44 |
| Rail | King's Cross | 'ROYSTON-KNGX 1R50'     | 856.43            | 0.33           | 10.71            | 91.66      | 102.36     | 0.29 | 0.5    | 0.15 |
| Rail | King's Cross | 'ROYSTON-KNGX 1R51'     | 856.43            | 0.67           | 10.71            | 45.53      | 56.23      | 0.53 | 0.5    | 0.27 |
| Rail | King's Cross | 'KNGX-CAMBDGE 2C03'     | 856.43            | 1              | 10.71            | 30.75      | 41.46      | 0.72 | 0.5    | 0.36 |
| Rail | King's Cross | 'CAMBDGE-KNGX 2C54'     | 856.43            | 0.67           | 10.71            | 45.53      | 56.23      | 0.53 | 0.5    | 0.27 |
| Rail | King's Cross | 'CAMBDGE-KNGX 2C91'     | 856.43            | 0.33           | 10.71            | 91.66      | 102.36     | 0.29 | 0.5    | 0.15 |
| Rail | King's Cross | 'CAMBDGE-KNGX 2C92'     | 856.43            | 0.67           | 10.71            | 45.53      | 56.23      | 0.53 | 0.5    | 0.27 |
| Rail | King's Cross | 'KNGX-PBRO 2P04'        | 856.43            | 1              | 10.71            | 30.75      | 41.46      | 0.72 | 0.5    | 0.36 |
| Rail | King's Cross | 'PBRO-KNGX 2P90'        | 856.43            | 0.33           | 10.71            | 91.66      | 102.36     | 0.29 | 0.5    | 0.15 |
| Rail | King's Cross | 'LTCE-KNGX 2R07'        | 856.43            | 0.67           | 10.71            | 45.53      | 56.23      | 0.53 | 0.5    | 0.27 |
| Rail | King's Cross | 'HITCHIN-KNGX 2R94'     | 856.43            | 0.33           | 10.71            | 91.66      | 102.36     | 0.29 | 0.5    | 0.15 |
| Rail | King's Cross | 'WLWYNGC-KNGX 2Y04'     | 856.43            | 0.33           | 10.71            | 91.66      | 102.36     | 0.29 | 0.5    | 0.15 |
| Rail | King's Cross | 'WLWYNGC-KNGX 2Y13'     | 856.43            | 0.67           | 10.71            | 45.53      | 56.23      | 0.53 | 0.5    | 0.27 |
| LUL  | King's Cross | 'Hammersmith-Edgware'   | 856.43            | 6              | 10.71            | 5.75       | 16.46      | 1.82 | 0.5    | 0.91 |
| LUL  | King's Cross | 'Barking-Hammersmith'   | 856.43            | 6.34           | 10.71            | 5.48       | 16.19      | 1.85 | 0.5    | 0.93 |
| LUL  | King's Cross | 'Hammersmith-Plaistow'  | 856.43            | 1              | 10.71            | 30.75      | 41.46      | 0.72 | 0.5    | 0.36 |
| LUL  | King's Cross | 'Amer-AldgateFast'      | 856.43            | 1              | 10.71            | 30.75      | 41.46      | 0.72 | 0.5    | 0.36 |
| LUL  | King's Cross | 'Ches-AldgateFast'      | 856.43            | 2              | 10.71            | 15.75      | 26.46      | 1.13 | 0.5    | 0.57 |
| LUL  | King's Cross | 'Uxbridge-AldSlow'      | 856.43            | 5.33           | 10.71            | 6.38       | 17.08      | 1.76 | 0.5    | 0.88 |
| LUL  | King's Cross | 'Watford-AldFast'       | 856.43            | 3.67           | 10.71            | 8.92       | 19.63      | 1.53 | 0.5    | 0.76 |
| LUL  | King's Cross | 'Aldg-WatfordSlow'      | 856.43            | 3.67           | 10.71            | 8.92       | 19.63      | 1.53 | 0.5    | 0.76 |
| LUL  | King's Cross | 'Ald-HarrowHill'        | 856.43            | 1.33           | 10.71            | 23.31      | 34.01      | 0.88 | 0.5    | 0.44 |
| LUL  | King's Cross | 'Edgware-Morden'        | 856.43            | 9              | 10.71            | 4.08       | 14.79      | 2.03 | 0.5    | 1.01 |
| LUL  | King's Cross | 'Morden-HighBarnet'     | 856.43            | 14.67          | 10.71            | 2.79       | 13.5       | 2.22 | 0.5    | 1.11 |

| Mode                       | Stop          | Route                  | Distance (metres) | Frequency(vph) | Walk Time (mins) | SWT (mins) | TAT (mins) | EDF  | Weight       | AI   |
|----------------------------|---------------|------------------------|-------------------|----------------|------------------|------------|------------|------|--------------|------|
| LUL                        | King's Cross  | 'Morden-MillHillE'     | 866.43            | 4              | 10.71            | 8.25       | 18.96      | 1.58 | 0.5          | 0.79 |
| LUL                        | King's Cross  | 'Brixton-WalthamstowC' | 866.43            | 15.67          | 10.71            | 2.66       | 13.37      | 2.24 | 0.5          | 1.12 |
| LUL                        | King's Cross  | 'SevenSisters-Brixton' | 866.43            | 11.67          | 10.71            | 3.32       | 14.03      | 2.14 | 0.5          | 1.07 |
| LUL                        | Russel Square | 'Cockfosters-LHRT4LT'  | 166.79            | 4.67           | 2.08             | 7.17       | 9.26       | 3.24 | 0.5          | 1.62 |
| LUL                        | Russel Square | 'RayLane-Cockfosters'  | 166.79            | 3.67           | 2.08             | 8.92       | 11.01      | 2.72 | 0.5          | 1.36 |
| LUL                        | Russel Square | 'LHRT4LT-ArnosGrove'   | 166.79            | 4.67           | 2.08             | 7.17       | 9.26       | 3.24 | 0.5          | 1.62 |
| LUL                        | Russel Square | 'ArnosGrove-RayLane'   | 166.79            | 0.33           | 2.08             | 91.66      | 93.74      | 0.32 | 0.5          | 0.16 |
| LUL                        | Russel Square | 'ArnosGrove-Nthfields' | 166.79            | 3              | 2.08             | 10.75      | 12.83      | 2.34 | 0.5          | 1.17 |
| LUL                        | Russel Square | 'Oakwood-RayLane'      | 166.79            | 0.33           | 2.08             | 91.66      | 93.74      | 0.32 | 0.5          | 0.16 |
| LUL                        | Russel Square | 'Nthfields-Cockfoster' | 166.79            | 1              | 2.08             | 30.75      | 32.83      | 0.91 | 0.5          | 0.46 |
| LUL                        | Russel Square | 'LHRT5-Cockfosters'    | 166.79            | 6              | 2.08             | 5.75       | 7.83       | 3.83 | 1            | 3.83 |
| LUL                        | Russel Square | 'Uxbridge-Cockfosters' | 166.79            | 3.67           | 2.08             | 8.92       | 11.01      | 2.72 | 0.5          | 1.36 |
| LUL                        | Russel Square | 'Ruislip-Cockfosters'  | 166.79            | 2.33           | 2.08             | 13.63      | 15.71      | 1.91 | 0.5          | 0.95 |
| LUL                        | Russel Square | 'ArnosGrove-Uxbridge'  | 166.79            | 1              | 2.08             | 30.75      | 32.83      | 0.91 | 0.5          | 0.46 |
| LUL                        | Russel Square | 'Oakwood-Uxbridge'     | 166.79            | 0.33           | 2.08             | 91.66      | 93.74      | 0.32 | 0.5          | 0.16 |
| LUL                        | Russel Square | 'Oakwood-Ruislip'      | 166.79            | 0.33           | 2.08             | 91.66      | 93.74      | 0.32 | 0.5          | 0.16 |
| <b>Total Grid Cell AI:</b> |               |                        |                   |                |                  |            |            |      | <b>63.12</b> |      |



## **APPENDIX B**

### WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

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|                 |   |
|-----------------|---|
| population      | All usual residents aged 16 and over in employment the week before the census |
| units           | Persons   |
| usual residence | England and Wales (country)   |
| place of work   | E02000190 : Camden 025 (2011 super output area - middle layer)                |

| <b>Method of travel to work</b>                               | <b>2011</b> | <b>%</b> |
|---|-------------|----------|
| All categories: Method of travel to work (2001 specification) | 9,567       |          |
| Underground, metro, light rail or tram                        | 3,479       | 36%      |
| Train   | 2,754       | 29%      |
| Bus, minibus or coach   | 1,268       | 13%      |
| Taxi  | 11          | 0%       |
| Motorcycle, scooter or moped                                  | 123         | 1%       |
| Driving a car or van  | 628         | 7%       |
| Passenger in a car or van                                     | 64          | 1%       |
| Bicycle   | 525         | 5%       |
| On foot   | 695         | 7%       |
| Other method of travel to work                                | 20          | 0%       |

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.





## APPENDIX C

## TRAVEL PLAN ACTION PLAN

### The Brunswick Centre 'hub by Premier Inn'

The below table highlights the initiatives that will be committed to as part of this Travel Plan. The Travel Plan Coordinator (TPC) will have overall responsibility and will be able to implement other measures and modify existing ones at their discretion. However, many of the measures stated are being implemented on a corporate basis. These company-wide measures are managed by Whitbread's Property Development Team and will be rolled out when practical to do so.

| Measure   | Details   | Responsibility             | Implementation Timescales  |
|---|---|----------------------------|--|
| <b>Travel Plan Coordinator</b>                              | <i>The appointed Travel Plan Coordinator (TPC) / Hotel Manager will be trained to ensure they are fully aware of their responsibilities in relation to the Travel Plan.</i>             | Whitbread Management       | To be completed prior to opening.  |
| <b>Staff Recruitment</b>                                    | <i>Whitbread partners with Jobcentre Plus to advertise and fill roles locally (within a 5 miles radius, as far as reasonable). This enables most staff to commute by non-car modes.</i> | Whitbread Management       | Recruit staff through Jobcentre Plus.  |
| <b>Travel Plan Noticeboard</b>                              | <i>An information board will be erected within the staff room, containing details of walking, cycling, public transport etc.</i>  | Whitbread Management / TPC | Erect a noticeboard in a suitable location, prior to opening and part of the TPC role to update. |
| <b>Staff Welcome Packs / Induction</b>                      | <i>Travel information will be communicated to staff via a welcome pack given as part of the induction process.</i>  | Whitbread Management / TPC | Prepare and distribute prior to opening / employment commencing.                                 |
| <b>Corporate-Wide Initiatives (Voucher Purchase Scheme)</b> | <i>Whitbread staff can obtain discounts of 10% at Halfords by way of an existing voucher scheme.</i>  | Whitbread Management / TPC | Promote scheme to staff as part of the induction process / via the noticeboard.                  |
| <b>Website Information / Booking Confirmation Emails</b>    | <i>The Premier Inn website will promote sustainable travel, highlighting rail, bus, cycling and walking. A link to this information will be included within booking confirmations.</i>  | Whitbread Management       | Implement prior to bookings opening.   |
| <b>Travel Information (Reception)</b>                       | <i>A map of the surrounding area and details of the local transport links will be displayed in reception by way of a poster or digital display screen.</i>                              | Whitbread Management / TPC | To be displayed prior to opening.  |
| <b>Free-Wi-Fi</b>   | <i>Free Wi-Fi is available on-site, this can be used by guests to obtain travel information, including real-time updates.</i>   | Whitbread Management / TPC | To be established as part of the construction phase.   |

|   |   |                            |   |
|---|---|----------------------------|---|
| <b>Shower / Changing Facilities and Lockers</b>   | <i>A dedicated shower / changing room will be available for staff, whilst guests will have access to facilities within their hotel room.</i>  | Whitbread Management       | To be installed as part of the construction.  |
| <b>Delivery Collection Point / Amazon Locker</b>  | <i>Amazon have the option to install a collection point for delivered goods which will be made available to all, accessible 24/7.</i>   | Whitbread Management / TPC | To be installed by Amazon.  |
| <b>Cycle Parking</b>                              | <i>Covered and secure cycle parking will be provided on-site, in accordance with relevant parking standards.</i>  | Whitbread Management / TPC | To be installed as part of the construction.  |
| <b>Cycle Maintenance Equipment</b>                | <i>A puncture repair kit, pump and geared cycle maintenance equipment will be made available to borrow from reception.</i>  | Whitbread Management / TPC | To be procured through the Premier Inn ordering guide.  |
| <b>On-Site / Nearby Facilities</b>                | <i>Users will be made aware of the services / facilities local to the site (particularly the on-site restaurant) to avoid unnecessary trips further afield.</i>   | TPC                        | To be promoted by the TPC.  |
| <b>Walking and Cycling Routes</b>                 | <i>Promote local cycling and walking routes and provide maps.</i>   | TPC                        | To be promoted by the TPC.  |
| <b>Public Transport Information / Initiatives</b> | <i>Public transport information (routes, timetables and fares) will be publicised to both staff and guests. The TPC will negotiate with local operators to see if discounts can be secured for staff.</i> | Whitbread Management / TPC | Obtain and display information relating to public transport use and investigate discounts prior to opening. |
| <b>Parking / Taxis / Car Clubs / Car Sharing</b>  | <i>Information pertaining to car-based travel options will be communicated including details of the national car share database (www.liftshare.com).</i>  | Whitbread Management / TPC | To be promoted by the TPC.  |
| <b>'hub by Premier Inn' App</b>                   | <i>Guests can point their device at the map on the wall of their room and see it come to life, providing a list of things to see and do as well as places to eat and drink in the surrounding area.</i>   | TPC                        | To be promoted by the TPC.  |



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