

# Framework Travel Plan

70 Gray's Inn Road

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Prepared for  
Euro Properties



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## Introduction

### 1.1 Preamble and Site Location

- 1.1.1 Markides Associates (MA) has been commissioned by the Euro Properties, hereafter referred to as “the applicant”, to prepare a Travel Plan (TP) in support of a Change of Use application for 70 Gray's Inn Road, London Borough of Camden (LBC), hereafter referred to as the ‘site’. The site location plan is shown below and attached as **Figure 0.1**.

**Figure 0.1 Site Location Plan**



- 1.1.2 70 Gray's Inn Road is approximately 300m walking distance north of Chancery Lane station, 700m west of Farringdon station and 850m east of Holborn station. The London Borough of Camden (LBC) acts as both the relevant planning and highway authority.
- 1.1.3 The site is currently office use (Class E 2020 UCO), and the application proposes a change of use to Educational Space (Class F1 2020 UCO).

### 1.2 Existing Land Use

- 1.2.1 70 Gray's Inn Road is a self-contained office building consisting of seven storeys including a lower ground floor. The change of use application relates to the proposed occupation of a higher education institution as a tenant of the Lower (Basement), Ground, First and Second Floor.
- 1.2.2 Pedestrian access to the existing building is centrally off Gray's Inn Road.

## **1.3 Development Proposals**

- 1.3.1 The proposed change of use will not alter the existing footprint of the building, with existing and permitted pedestrian access into the building remaining unaffected by the proposals.
- 1.3.2 Reflecting the previous arrangement, the proposed use will be car-free in nature with cycle parking provided in accordance with local standards.
- 1.3.3 The servicing and delivery of the site will be conducted in line with the existing delivery and servicing strategy of the site.

## **1.4 Scope, Aims and Objectives of the Travel Plan**

- 1.4.1 A TP is defined as a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed.
- 1.4.2 The specific aims of this TP are to ensure management strategies and infrastructure are in place to support sustainable travel choices for students and staff at first occupation with focus given to the most sustainable forms of travel, walking and cycling.
- 1.4.3 This will help to remove any immediate reliance on travel by car and in particular, Single-Occupancy Vehicles (SOVs), although this will inherently be achieved by the site's car-free strategy and high level of public transport accessibility.
- 1.4.4 This Travel Plan will demonstrate how the applicant intends on meeting the requirements for encouraging sustainable travel as outlined in planning policy and following a series of measures to demonstrate how the applicant and the design of the building will encourage sustainable travel to and from the site.
- 1.4.5 The headline objectives of this TP are therefore to:
  - Support a low proportion of SOV travel to / from the site for students and staff, in favour of the most sustainable forms of travel, walking and cycling; and
  - Ensure students and staff are aware of the range of sustainable travel options that are available to access the site.
- 1.4.6 Based on the sustainable site location and restricted car parking provision, it is suggested that the setting of defined targets for reduced SOV travel may be unnecessary. The success of the TP will be measured primarily against modal split targets across a proposed 5-year lifetime.
- 1.4.7 The TP will help to deliver a number of benefits, including:
  - Availability of an improved range of travel choices;
  - Health benefits for students and staff walking and cycling more; and
  - More attractive environments around developments.

## 1.5 Travel Plan Structure

1.5.1 Following this introduction section, the TP is structured as follows:

- **Section 2** details the relevant transport policy;
- **Section 3** details the baseline transport infrastructure that will be available from the site, which will influence the measures that will be adopted in the Full TP strategy;
- **Section 4** details the proposed development;
- **Section 5** details the TP Strategy, including responsibilities, implementation, marketing, monitoring and reporting, handover and funding;
- **Section 6** details the proposed measures that will be implemented to support sustainable travel; and
- **Section 7** details targets against which the success of the TP will be measured

1.5.2 The planning application is also supported by the submission of a Transport Statement (TS), which assesses the traffic and transportation issues associated with the development proposal. The TS estimates the travel demands generated by the scale of development and assesses how these demands can be accommodated within the existing transport infrastructure. Much of the content of the TS, including the review of existing transport infrastructure, the description of the proposed development and baseline trip generation calculations, have been used to inform this TP document.

## Planning Policy

### 2.1 Introduction

2.1.1 This section of the TP provides a summary of the national, regional and local planning policy that is relevant to the site and development proposals. The full scope of the relevant policy has been discussed in detail within the associated Transport Statement for the development and should be referred to in tandem with this section of the TP.

### 2.2 National Planning Policy

#### National Planning Policy Framework (March 2012, updated February 2019)

- 2.2.1 The National Planning Policy Framework (March 2012, updated February 2019) (NPPF) sets out the Government's planning policies regarding future development and refers to TPs in paragraph 111 which states that: *"All developments that will generate significant amounts of movement should be required to provide a travel plan."*
- 2.2.2 The Planning Practice Guidance (2014) provides further advice of when TP's are required as well as the content, and monitoring of TP's. In particular, it states the following:
- 2.2.3 *"Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met."*
- 2.2.4 *Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys results from a proposed development by anyone who may need to visit or stay and they should seek to fit in with wider strategies for transport in the area.*
- 2.2.5 *They should evaluate and consider:*
- *Benchmark travel data including trip generation databases;*
  - *Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;*
  - *Relevant information about existing travel habits in the surrounding area;*
  - *Proposals to reduce the need for travel to and from the site via all modes of transport; and*
  - *Provision of improved public transport services."*

## 2.3 Regional Planning Policy

### London Plan (2016) / Draft New London Plan (2019)

- 2.3.1 The Mayor of London first published the London Plan in July 2011, with revisions made in 2013 and March 2015, and finally a new publication launched in 2016. The Plan sets out a spatial strategy reflecting the policies and priorities of the current Mayoral administration. A new draft was published in December 2017.
- 2.3.2 The Draft New London Plan (2019) has recently been subject to Examination in Public and is likely to be adopted in early 2020.
- 2.3.3 The London Plan, Draft London Plan and the Mayor's Transport Strategy (2018) all identify that TPs are required to help deliver sustainable development, with TfL providing guidance (2013) regarding what TPs should include, as well as best practise monitoring, evaluating and enforcement strategies.

### London Borough of Camden

#### Camden Local Plan (2017)

- 2.3.4 The Camden Local Plan is the primary strategic document in the local development framework, setting out long term spatial vision and strategic objectives for future developments in the area.

#### Policy A1: Managing the impact of development

- 2.3.5 This policy requires the transport impacts of a development to be addressed through the use of Transport Assessments, Travel Plans and Delivery and Servicing Management Plans.
- 2.3.6 It requires that a travel plan be prepared for any planning application that will significantly increase travel demand or would have a significant impact on travel or the transport system.

#### Camden Planning Guidance - Transport (2019)

- 2.3.7 LBC's Transport CPG gives further details on what should be included in TPs, including how they should be structured, the types of measures that are expected, objectives and targets, the Action Plan, and monitoring and reviewing the TP.

## Existing Transport Conditions

### 3.1 Site Location and Existing Use

- 3.1.1 The site is located at 70 Gray's Inn Road as shown in Figure 1.1. It is approximately 300m walking distance north of Chancery Lane station, 700m west of Farringdon station and 850m east of Holborn station.
- 3.1.2 The site is bound to the west by Gray's Inn Road, to the north by Portpool Lane, and to the south by Verulam Street. The east of the building is bound by the landscaped square of the six-storey residential block located further east of the site.
- 3.1.3 The site is currently occupied as a self-contained office building constructed in the 1990s and consists of seven storeys including a lower ground floor. The building is currently understood to be vacant.

### 3.2 Site Access

- 3.2.1 At present pedestrians enter the building through the central access off Gray's Inn Road. However, as part of the September 2019 planning three new entrances were created. This includes a new entrance on the corner of Portpool Lane which will serve floor area subject to the change of use application, a new entrance on the corner of Verulam Street, and a new fire exit on Portpool Lane at the far eastern side of the building.
- 3.2.2 A servicing access point is positioned on Verulam Street, where the cycle parking to the site can also be accessed.

### 3.3 Local Highway

- 3.3.1 The A5200 Grays Inn Road is an important road in the Bloomsbury district. It runs broadly north to south, connecting King's Cross and St Pancras stations with the City of London boundary, where it bisects High Holborn. The site is located on the southern part of Grays Inn Road. The road operates as a single carriageway, with two lanes in each direction. The kerbside lanes are often occupied by parking bays, including several bus stops, and there are a various single and double yellow lines restrictions. 20mph speed restrictions are in place on Grays Inn Road, and throughout the area surrounding the site. The area falls under a Controlled Parking Zone (CPZ), and the parking bay fronting the site on Gray's Inn Road is for permit holders only.
- 3.3.2 Portpool Lane is a minor no through road running east to west, that has a number of residential sites along its length. The site sits south of its junction with Grays Inn Road. Portpool Lane provides parking along most of its length for cars and motorcycles, in Pay & Display, Permit Holder and designated bays. The road does not allow vehicular access to Hatton Wall, which continues east of the site, and an emergency access barrier is in place for fire access. A 20mph speed restriction is also in place.

3.3.3 Verulam Street is also a minor no through road running east to west. The site sits north of its junction with Grays Inn Road. There are five Pay & Display parking bays in place, and a 20mph speed restriction is also in place here.

### 3.4 Travel Patterns

3.4.1 The 2011 Census has been reviewed to establish the existing method of travel to work for those working in the Middle Super Output Area (MSOA) within which the site is located – Camden 028. This journey purpose is considered to be a reasonable proxy for students at the site, as it is influenced by both existing transport infrastructure provision and parking controls. This is summarised below as **Table 0.1**.

**Table 0.1 Census 2011 Modal Split: Workplace Camden 028**

Mode	%
Underground, metro, light rail or tram	37%
Train	34%
Bus, minibus or coach	11%
Taxi	0%
Motorcycle, scooter or moped	1%
Driving a car or van	5%
Passenger in car or van	0%
Bicycle	5%
On foot	5%
Other method of travel to work	0%

3.4.2 **Table 0.1** therefore indicates that the vast majority of trips to workplaces in the area of the site are already undertaken using public transport and sustainable modes (94%), the largest proportion of which is by Underground (37%), with 34% by train and 11% by bus.

### 3.5 Pedestrian Accessibility

3.5.1 Gray's Inn Road benefits from good footways of approximately 3m width on both sides, allowing pedestrians to walk comfortably side by side. Street lighting is also present on both sides of the road.

3.5.2 Portpool Lane also benefits from good pedestrian footways, with widths of approximately 1.5m at its junction with Gray's Inn Road, widening to approximately 2.5m at points further east. There is street lighting along both sides. Verulam Street has footways on both sides of the road for approximately half its length, with a footway present only along its southern side in its eastern half. The footways here are approximately 1.5m in width, and there is

street lighting along one side. It is possible to walk between Portpool Lane and Verulam Street through the residential development east of the site.

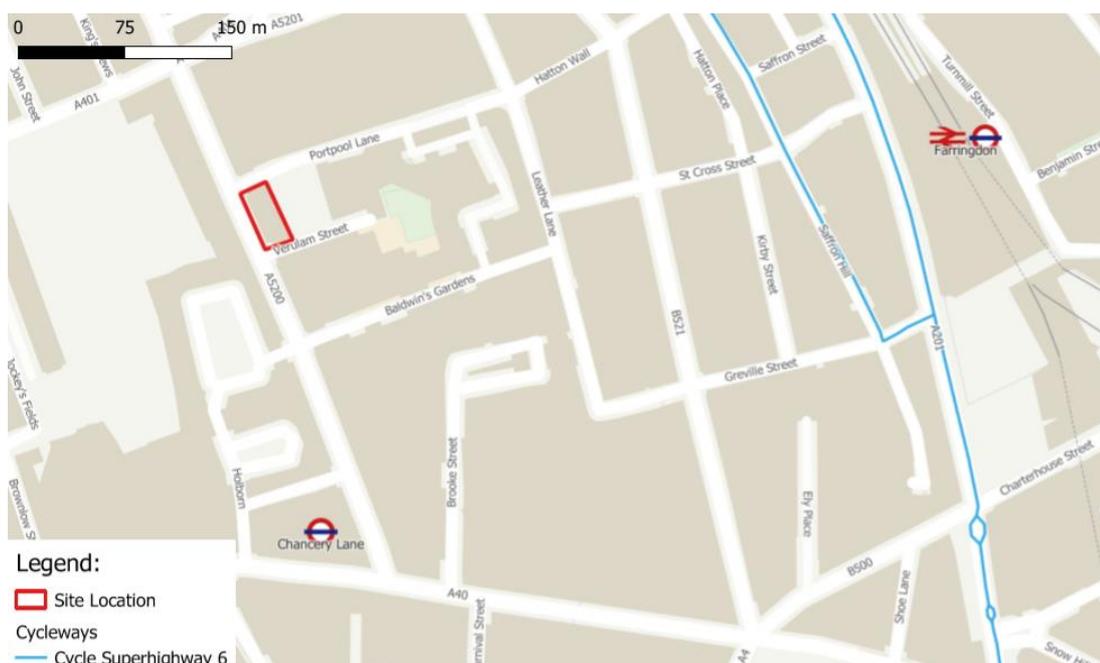
3.5.3 A zebra crossing is positioned approximately 90m south of the site, immediately north of the junction between Gray's Inn Road and Baldwin's Gardens. There is also a pedestrian crossing approximately 120m north of the site, at Gray's Inn Road's junction with Clerkenwell Road and Theobalds Road. This provides pedestrians with a choice of safe crossing points in the vicinity of the site.

3.5.4 The main pedestrian routes to and from the site are considered likely to be to the stations closest to the site – Chancery Lane 300m walk distance to the south, Farringdon 700m walk distance to the east, and Holborn 850m walk distance to the west. The route to Chancery Lane is direct along Gray's Inn Road, with access to the station being at the junction of Grays Inn Road with High Holborn. Pedestrians will be able to access the site to and from the station without having to cross any major roads. The route to Farringdon is along a series of smaller roads including Dorrington Street and Greville Street, which are pedestrian friendly due to the low trafficked nature of these routes. The route to Holborn is via Gray's Inn Road and High Holborn. High Holborn is a key road which has a large number of amenities and carries a number of bus routes.

### 3.6 Cycle Accessibility

3.6.1 TfL Cycle Superhighway are routes that link communities, businesses and destinations across London. Cycle SuperHighway 6 (CS6) operates close to the site, providing a route between King's Cross and Elephant and Castle. It runs north to south along Saffron Hill and Farringdon Road, bringing it within 500m of the site at its closest point. A map extract showing the location of CS6 in relation to the site can be seen in **Figure 3.1**.

**Figure 0.1 Cycle SuperHighway 6**



## 3.7 Public Transport

### Public Transport Accessibility Level (PTAL)

- 3.7.1 Public Transport Accessibility Level (PTAL) provides a measure of a specific location's accessibility to public transport. PTALs are measured on a scale of 1 to 6b, with 1 being the lowest level of public transport accessibility and 6b being the highest.
- 3.7.2 The PTAL for the site has been sourced from the TfL land use planning website, WebCAT, which identifies the site as having a PTAL rating of 6b, demonstrating the site's excellent accessibility to public transport.

### Bus Accessibility

- 3.7.3 The PTAL rating is achieved based on the site being within an acceptable walk distance of a number of bus services which are summarised below in **Table 0.2**.

**Table 0.2 Local Bus Services**

Bus Stop	Bus Route	Route	Daytime Frequency (Vehicles per hour)
Holborn Hall	46	Lancaster Gate – Warwick Avenue Station – Hampstead – King's Cross - Smithfield	6
Holborn Hall	17	Archway – King's Cross – Holborn Circus – London Bridge	7.5
Holborn Hall	45	Clapham Park – Brixton – Elephant & Castle	7
Holborn Hall	341	Lea Valley Tesco – Tottenham – Manor House – Farringdon - Waterloo	6
Holborn Hall	243	Wood Green Station – Shoreditch – Holborn - Waterloo	11
Holborn Hall	38	Clapton – Holborn – Piccadilly Circus - Victoria	10
Holborn Hall	19	Battersea Bridge – Hyde Park Corner – Holborn – Finsbury Park	8
Holborn Hall	55	Leyton Green – Hackney – Holborn – Oxford Circus	10
Chancery Lane Station	8	Bow – Bethnal Green – Bank – Tottenham Court Road Station	10
Chancery Lane Station	521	Waterloo – Aldwych – Cannon Street – London Bridge	27

<b>Chancery Lane Station</b>	242	Homerton Hospital – Dalston - St Paul's – Tottenham Court Road Stn	6.5
<b>Chancery Lane Station</b>	25	Ilford – Forest Gate – Whitechapel – Bank – City Thameslink	8
<b>Mount Pleasant</b>	63	Honor Oak – Elephant & Castle – King's Cross	12

3.7.4 **Table 0.2** demonstrates there are a large number of frequent bus services operating within walking distance of the site, serving key destinations across London.

### **Underground and Rail Accessibility**

3.7.5 The nearest stations are located within walking distance of the site. Chancery Lane station is 300m walk distance south of the site, Farringdon is 700m walk distance to the east and Holborn station is 850m walk distance to the west.

3.7.6 Chancery Lane and Holborn stations both provide access to the London Underground Central line. The Central line provides access to Liverpool Street, Tottenham Court Road and Oxford Circus amongst other stations with a high frequency service.

3.7.7 Holborn station also provides access to the London Underground Piccadilly line. The Piccadilly line provides access to King's Cross St Pancras, Green Park and South Kensington amongst other stations with a high frequency service.

3.7.8 Farringdon station provides access to the Circle, Hammersmith & City and Metropolitan lines. These provide access to King's Cross St Pancras, Euston and Baker Street. Farringdon Station also provides access to National Rail Thameslink services, which provides services to destinations including Brighton, Sutton and Bedford.

3.7.9 All these stations as well as being destinations in their own right, also offer the opportunity to interchange with other London Underground lines or National Rail services.

### **Car Club**

3.7.10 There is a Zipcar car club space on Portpool Lane located immediately west of the junction with Grays Inn Lane adjacent to the site.

## **3.8 Parking Controls**

3.8.1 The area falls under LBC's Controlled Parking Zone (CPZ). The parking bay fronting the site on Grays Inn Road is part of CPZ MKT, and is in operation Monday – Friday from 10:00-15:30. It has capacity for approximately 5 vehicles. Further south of the site there is another similar bay with capacity for approximately 4 vehicles.

3.8.2 Portpool Lane partly falls under Zone MKT adjacent to the site, while the majority of it is under Zone CA-D, along the northern side of the road. The Zone CA-D resident permit holder

bays are in operation Monday – Friday from 08:30-16:30 and Saturdays from 08:30-13:30. There are approximately 6 Pay & Display spaces on Portpool Lane allowing vehicles to be parked for up to 2 hours with no return within 2 hours. These bays are in operation Monday – Friday from 08:30-16:30 and Saturdays from 08:30-13:30. A single disabled bay is positioned approximately 60m east of the junction with Grays Inn Road, on the southern side of Portpool Road.

- 3.8.3 The Pay & Display bays on Verulam Street are also in operation Monday – Friday from 08:30-16:30 and Saturdays from 08:30-13:30, with a total capacity of approximately 5 vehicles. There is a single business permit holder bay towards the eastern end of Verulam Street.

## **3.9 Summary**

- 3.9.1 In summary, the site benefits from being in a highly accessible location, with established pedestrian and cycle networks, allowing future users of the site ample opportunity to adopt the most sustainable forms of travel. The site is also accessible to local public transport infrastructure, including bus routes and London Underground stations and is located within an established CPZ, facilitating low car reliance.

## Development Proposals

### 4.1 Scale of Development

- 4.1.1 The applicant is seeking planning permission for the change of use of the existing premises from E Office to F1 Educational Space. The applicant is intending to lease part of the lower ground, ground, and the entirety of the first and second floors of the refurbished building equating to a Gross External Area of approximately 1,900m<sup>2</sup> to an educational institution once planning permission has been granted.
- 4.1.2 Whilst the applicant is seeking permission to change part of the land use of the building to Class F1, the operation of the building will more closely align to that of an office with the majority of the space being used as student and staff workspace with a series of working desks, meeting rooms and communal spaces.
- 4.1.3 The space is designed to allow students of higher education institutions to engage with potential employers, facilitate co-working space and help foster enterprise in its graduates and therefore provide:
- A base for students who are studying and are seeking the experience of working in London to develop their careers and portfolios while studying; and
  - A home for business innovation for entrepreneurs from the local area – providing co-worker office space for a range of industries that could be supported by a higher education institute as a tenant.
- 4.1.4 The proposals do not include formal teaching spaces (such as lecture theatres and seminar rooms). As a result, in transport terms, the trip characteristics of students and staff will more closely resemble that of an office than a traditional university campus building with likely arrival in the AM peaks and departures in the PM peaks with dwell times within the building across the majority of the day.

### 4.2 Access

#### Pedestrian & Cycle Access

- 4.2.1 Pedestrian and cyclist access into the building will remain unchanged and in accordance with the September 2019 permission. Pedestrians will access the proposed building from the Ground Floor at Gray's Inn Road. Cyclists will access the building from the rear via the existing rear pedestrian route accessed from either Portpool Lane or Verulam Street.

#### Servicing

- 4.2.2 The proposals do not intend to result in any changes in the established delivery and servicing access strategies with servicing activity to continue from the existing point of servicing, deliveries and waste on Verulam Street. Servicing and waste activity would continue to be managed by the landlord as per the existing arrangements.

## Framework Travel Plan Strategy

### 5.1 Introduction

5.1.1 A TP is a practical management tool, rather than a static document, that sets out 'active' initiatives throughout an agreed TP lifetime. It requires:

- infrastructure and management initiatives to be in place before implementation;
- an implementation strategy;
- a monitoring strategy that can assess the success of the TP and respond to site occupier concerns;
- a reporting strategy so that a path of communication with the local highway authority is set up; and
- a funding strategy.

5.1.2 This chapter sets out the key elements of the wider strategy of the TP.

### 5.2 Appointing a TP Coordinator

5.2.1 The successful implementation of this TP will require active participation from all occupiers of the site, which will be fronted by a TP Coordinator (TPC), who will ultimately be responsible for the implementation of the TP at a site wide level.

5.2.2 The site is likely to be managed by an appointed management company and it is envisaged that the role of the TPC can be included within this remit, fulfilled within an existing role.

5.2.3 It is proposed that the TPC roles and responsibilities will be assigned 3 months prior to initial occupation of the proposed development.

5.2.4 Once appointed, the TPC will contact LBC to confirm the contact details and allow a communication channel to be formulated. General responsibilities of the TPC at the application site can be summarised as follows:

- Ensure that identified physical measures have been implemented during construction;
- Be the central point of contact for site occupants and LBB regarding travel and transport concerns related to the development;
- Promoting and marketing the TP;
- Organise travel survey questionnaires;
- Undertake the monitoring and reporting
- Providing all users of the site with up-to-date information relating to sustainable travel options as appropriate; and
- Informing all users of the site of promotional schemes relating to sustainable travel.

## 5.3 Consultation

- 5.3.1 The success of the Plan will rely on the support of users of the site. The TPC will work with site management regarding issues relating to the Travel Plan. The role also involves liaising with outside bodies, including public transport operators and LBC.

## 5.4 Promotion

- 5.4.1 All users on the site will be made aware of the existence of the Travel Plan and encouraged to contribute to its implementation. New users should be made aware of the TP at the point of starting using the Consented Development.

## 5.5 Updating

- 5.5.1 The TP is a strategy for the indefinite future and as such will evolve over time. Although the objectives of the Plan will not change, it will be possible over time to define more specific targets to meet the objectives. Targets will be revised if necessary.
- 5.5.2 The on-going monitoring programme and the agreed reviews will provide up-dated information that will allow the Plan to be revised, refined and improved.

## 5.6 Detailed Travel Plan

- 5.6.1 A full travel survey will be undertaken to firm up on modal split of travel and form the final TP baseline data once the development is fully occupied. It should be noted that due to the site's high PTAL rating, additional car travel is not expected, and any modal shift sought will be to grow sustainable modes of travel, particularly walking and cycling.
- 5.6.2 The results of the travel survey should be added to this TP to produce a Detailed TP. Within 3 months of carrying out the travel survey the updated TP will be submitted to the local authority Travel Plan Officer for approval. The Detailed Travel Plan will subsequently form the basis for further development of the Plan and future monitoring of the progress towards meeting targets.

## 5.7 Implementation Strategy and Action Plan

- 5.7.1 A staged programme for implementation of the TP strategy is required to ensure consistency and ease the process of introducing the TP.
- 5.7.2 Infrastructure measures, such as cycle parking and pedestrian infrastructure, will be put in place during construction and fit out, with all marketing and informative material available to students and staff at first occupation. This material would be regularly reviewed to ensure it reflects up to date information as part of the monitoring strategy.
- 5.7.3 The anticipated timescales for the TP strategy are summarised in an Action Plan indicated in **Table 0.1**.

**Table 0.1 Action Plan**

Action	Timing
Consideration of TP by local highway authority	Following planning submission and during consultation period.
Planning condition/S106 detailing required content and strategy for TP	At planning permission
Appointment of TPC	3 months to occupation of the new building
TPC responsibilities implemented Preparation of Welcome Pack Site Notices Formation of Bicycle User Group Car Club Implementation Walking / Cycling events	TPC Appointment
Baseline Travel Survey undertaken	3 months after occupation of the new building
Baseline Travel Survey results submitted with revised TP, where necessary, including final targets	1 month after Baseline Travel Survey
TP, including final targets, approved by local highway authority. Revisions made where necessary to reflect local highway authority comments.	Within 1 month after revised TP submitted
TP implementation	Ongoing
Travel surveys undertaken	1st, 3rd and 5th year after TP approval
Monitoring reports, including revised strategies if necessary, submitted to the local highway authority	3 months after surveys undertaken
Applicant TP responsibility discharged	At the end of the 5-year life plan of the Full

## 5.8 Marketing and Promotion of Travel Plan

5.8.1 Marketing and promotion are essential in raising awareness of the existence and aims of the TP. The following section discusses the marketing and promotion measures that will be implemented in detail.

## 5.9 Welcome Pack

5.9.1 At first occupation, all students and staff will be provided with a 'Welcome Pack' (potentially in the form of online material), which will include the following information:

- Location map of the site;
- A description of distance, time, and (where relevant) routes for travelling from the site to key local destinations on foot, bicycle and public transport;
- Site specific public transport information including rail and bus timetables for local services;
- Details of any site-specific measures such as Bicycle User Group;
- Details of cycle training

## **5.10 Travel Information Points and Notice Boards**

- 5.10.1 An information sheet will be produced and displayed within the on-site notice boards to promote the TP, including specific initiatives associated with it and its objectives.

## **5.11 Monitoring and Reporting**

- 5.11.1 Monitoring typically involves assessing the success of the TP against agreed modal split targets, with additional measures to support sustainable travel implemented where these targets are not being achieved.
- 5.11.2 A site-wide baseline travel survey will take place within 3 months of the development being occupied and will aim to determine the modal split of students and staff at Full TP commencement.
- 5.11.3 The results of the survey will be used to ratify the interim modal split targets, which will be included within a revised TP which will be submitted to LBC 1 month after completion of the surveys. LBC will then have 1 month to agree to the content of the TP, including the final modal split targets, after which the TP will be implemented.
- 5.11.4 The monitoring of the TP will occur in the form of travel survey undertaken on the 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> anniversaries of the TP implementation.
- 5.11.5 The TPC will be responsible for commissioning the surveys and compiling the results, which will include:
- Mode of travel;
  - Journey distance;
  - Cycle parking demand;
  - Bicycle User Group uptake;
  - Pedestrian and cycle infrastructure review;
  - Deliveries and servicing activity
  - Qualitative interview
- 5.11.6 Monitoring reports will be circulated to the appropriate officers at LBC within 3 months of the surveys being undertaken. The monitoring report will include the results of travel surveys and general feedback. The report will include details of measures and initiatives introduced

in the past year, plus an outline of planned measures and initiatives that would be implemented in the following year if at all necessary.

## **5.12 Funding**

- 5.12.1 The initial funding of all aspects of the TP, including the introduction of infrastructure measures, employing of stakeholders, monitoring and reporting will be the responsibility of the occupier.
- 5.12.2 This responsibility will be maintained for the full life of the TP, until it is discharged. Should this occur, the transfer of responsibility will be notified to LBC.

## Travel Plan Measures

### 6.1 Introduction

- 6.1.1 This section of the document describes the actual TP measures to be implemented at the application site. Such measures have been developed specifically with due regard to the transport conditions at the development site, including existing levels of accessibility by sustainable modes of travel.
- 6.1.2 In general, measures can be assumed to fall into one of two categories; namely 'hard measures', such as physical facilities built into the scheme, and 'soft measures' such as promotional activities, marketing and incentives. Both have a part to play in the success of the TP and are discussed below.

### 6.2 Hard Measures

- 6.2.1 Hard measures represent elements of the scheme such as adequate cycle parking and a car-free layout, which are designed in from the outset. Their primary role is to facilitate a modal shift by making facilities available to support 'soft' measures. It is the duty of the TPC to monitor the use of 'hard measures' implemented at the site and consider steps to improve them to better support the objectives of the TP.

### 6.3 Soft Measures

- 6.3.1 Soft measures are those that are implemented during the life of the TP, and which do not represent physical measures as those set out above. They broadly include marketing initiatives and campaigns to promote a shift away from the private car (and indeed other motorised travel) to other, more sustainable modes.
- 6.3.2 Having given consideration to the above, the key measures applied within this TP can be broadly summarised as follows:
- Appointment of TPCs at the application site to oversee and provide central coordination of travel management activities;
  - Encouraging walking and cycling amongst all students and staff through the provision of sustainable travel information;
  - Encouraging use of public transport amongst all students and staff by providing up to date and relevant travel information; and,
  - Promoting participation in local and national sustainable travel-based initiatives including Bike Week and Walk to Work Week.

### 6.4 Encouraging Walking

- 6.4.1 Walking will be strongly encouraged as the main mode of travel for shorter journeys or in combination with public transport for longer distance journeys. It will be the TPC's responsibility to encourage students and staff to walk by:

- Acting as a point of contact for users who may be concerned about the condition of local pedestrian routes and liaise with the highway authority to ensure necessary maintenance / improvements.
- Organise participation amongst students and staff in promotional events such as 'Walk to College Week' or 'Walk to Work Week'.
- Provision of information relevant to local pedestrian routes to the nearest public transport nodes.

6.4.2 Information about pedestrian routes and walk distances will be provided via the Welcome Packs.

## **6.5 Encouraging Cycling**

6.5.1 The TPC will encourage students and staff to cycle to and from the application site by:

- Providing information on local cycle routes (including route planning) in the vicinity of the application site;
- Inviting students and staff to join a Bike User Group (BUG), allowing less experienced cyclists or those who are not confident in their route to gain experience by cycling with more experienced cyclists;
- Using reasonable endeavours to obtain a discount for students and staff at the local bicycle shop;
- Organising participation in promotional events such as 'Bike to Work Week' or 'Bike to College Week'.
- Provision of changing facilities / showers where possible;
- Arranging and encouraging students and staff to attend cycle training sessions provided by LBC on an annual basis; and,
- Providing and / or promoting Dr Bike maintenance sessions and cycle maintenance training sessions on site.

6.5.2 To help achieve the above, plans will be displayed on noticeboards at the development site and through appropriate social media highlighting the relevant cycle routes or through social media. Copies of the routes will also be contained within the Welcome Pack.

## **6.6 Encouraging the use of Public Transport**

6.6.1 The proposed development provides easy access to public transport modes. As such the 'automatic' mode of transport for users at the application site will largely be public transport. The use of public transport will nevertheless be further encouraged in line with the objectives of this TP. The TPC will encourage all users at the site to use public transport by:

- Acting as a point of contact for students and staff of the site who may have concerns about local public transport services and liaising with LBC and public transport operators.

- Providing information on public transport stops, routes, timetables, and fares from the application site, including advertising service changes as part of the Welcome Pack discussed below.
- Providing personalised journey planners and if appropriate journey planning facilities.

## **6.7 Personalised Travel Planning**

6.7.1 In line with the above, the TPC at the site will act as a contact point for students/staff looking to gain a more detailed understanding of travel opportunities from the site. In delivering this service, the TPC would ensure that all students/staff are aware of the sustainable travel options to / from the site. Students/staff will be able to request assistance from the TPC in planning journeys such that the most efficient and sustainable option can be selected.

6.7.2 The TPC will be responsible for providing information to individual students/staff members. This would include:

- Journey planning;
- Cost / Benefit consideration;
- Availability of discount / season ticket schemes.

## Modal Shift Targets

### 7.1 Interim Modal Shift Targets

- 7.1.1 Section 3.4 identified the indicative modal split associated with the Application Site without a TP in place, which was based on 2011 Census data and the TRICS database. The baseline modal split indicates that at least 80% of users will use a sustainable mode of transport.
- 7.1.2 The TPC would be expected to monitor the mode split through travel surveys after occupation of the site and use the resulting data to determine objective modal split targets.
- 7.1.3 The introduction of a range of measures to support sustainable travel and in particular walking and cycling will result in modal shift.
- 7.1.4 Targets for the scale of modal shift against which the success of the TP can be measured need to be SMART:
- Specific
  - Measurable
  - Achievable
  - Realistic
  - Timed
- 7.1.5 Pending a full survey, it is recommended that initial targets for changes in mode share, to be achieved over the 5-year life of the TP, should focus on reducing car trips and increasing cycle and walk trips. Given that the indication for the baseline modal split suggests a high proportion of sustainable mode share, it is recommended that the following criteria be used to determine the TP targets:
- In the event that the objective baseline split shows a sustainable modal share of significantly less than 80%, the TP targets should be set to reach at least 75% within three years and 80% over the 5-year life of the plan.
  - In the event that the objective baseline split shows a sustainable modal share of 75-80%, targets should be set to attain a minimum of 80% within three years.
  - In the event that the objective baseline split shows a sustainable modal share of 80% or higher, targets should be set to increase the modal share of walking and cycling and to maintain the overall baseline level.
  - In each scenario, a modal share for cycle of a minimum of 5% should be sought.
- 7.1.6 Following the baseline travel survey, which will be undertaken within 3 months of occupation of the new building, these interim modal shift targets will be revised to reflect the site and student/staff specific travel characteristics. Revised targets will be included within the TP that will be submitted to LBC 1 month after the survey is complete, for agreement or for revision where necessary.

## Summary and Conclusions

- 8.1.1 Markides Associates have been appointed by Euro Properties to produce this Framework Travel Plan in support of their application for a change of use from Class E to Class F1 (2020 UCO) of part of the building at 70 Gray's Inn Road within the London Borough of Camden.
- 8.1.2 The Framework Travel Plan will be administered by a TPC who will be appointed prior to first occupation and whose objective will be to promote the Travel Plan to achieve an 80% sustainable mode share.
- 8.1.3 The Travel Plan will be continually monitored, and it will additionally be measured annually in consultation with all stakeholders who will approve its contents and fully support the measures being maintained/proposed.
- 8.1.4 In conclusion, this Framework Travel Plan will achieve the objective of maintaining the likely reduction in car journeys to the site, encourage greater use of walking and cycling and provide a mechanism to monitor and control its progress.

## FIGURES

- Figure 1.1 Site Location Plan
- Figure 3.1 Cycle SuperHighway 6