



# EUSTON TOWER

Outline Travel Plan

December 2023



**British  
Land**

# EUSTON TOWER, REGENT'S PLACE

## OUTLINE TRAVEL PLAN

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Velocity Transport Planning Ltd

[www.velocity-tp.com](http://www.velocity-tp.com)



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# DOCUMENT CONTROL SHEET

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# 1 INTRODUCTION

## 1.1 APPOINTMENT

- 1.1.1 Velocity Transport Planning has been commissioned by British Land Property Management Limited (Thereafter British Land, or the 'Applicant') to prepare an Outline Travel Plan (TP) in relation to the proposed development at Euston Tower, which forms part of Regent's Place, situated within the London Borough of Camden (LBC).
- 1.1.2 This Travel Plan should be read in conjunction with the Transport Assessment (TA), also submitted as part of the planning application.

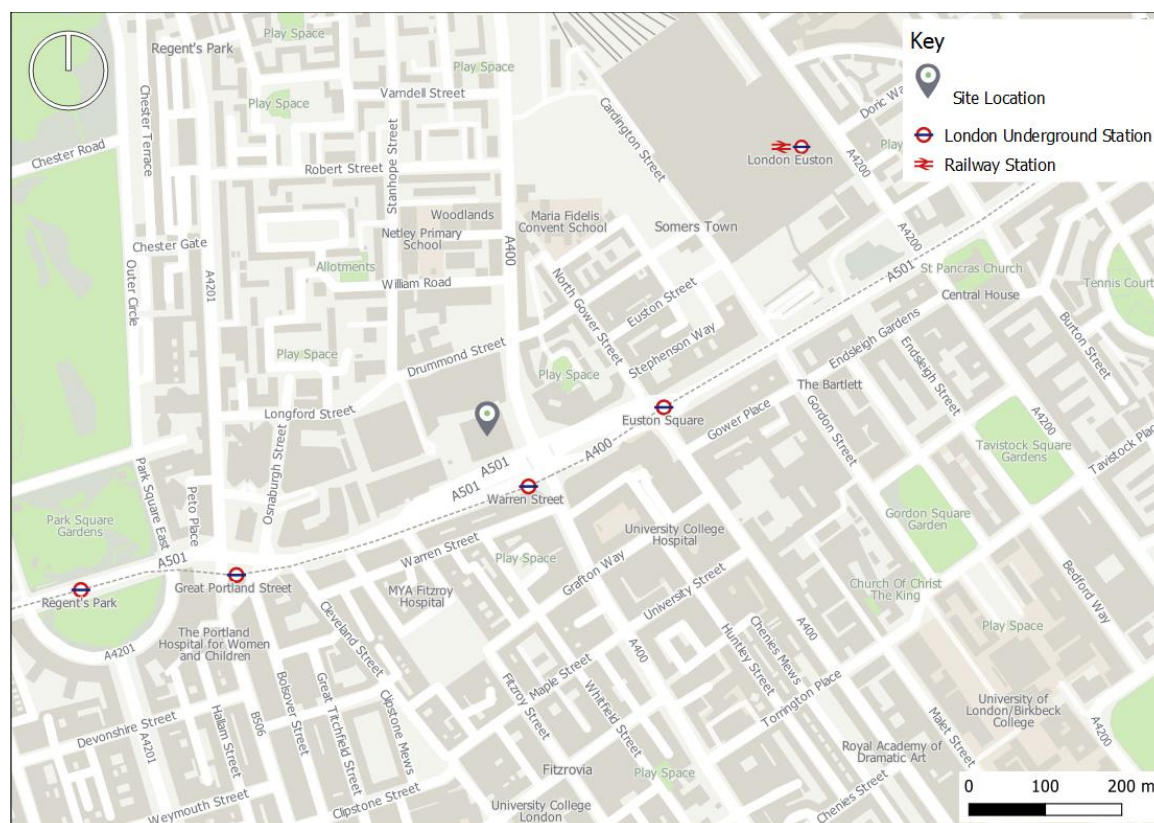
## 1.2 SITE LOCATION

- 1.2.1 Euston Tower is situated within the London Borough of Camden ('LBC'), and the ward of Regent's Park. The Site is bounded by Euston Road (south), Hampstead Road (east), Brock Street (north) and Regent's Place (west). The Site covers an area of 8,079sqm, comprised of a single, ground plus an existing 36-storey tower. The tower has been largely vacant for several years, predominantly comprising office uses on the upper floors, however there are still retail uses currently in operation at ground floor level. The Site does not fall within a conservation area; however, Fitzroy Square CA and Bloomsbury CA are both located in close proximity (south). There are no elements of the Site that are statutory or locally listed. A Certificate of Immunity from listing has been submitted and at the time of submission is still pending in respect of the existing tower. There are several buildings located within a close radius of the Site that are Grade I, Grade II and Grade II\* listed.
- 1.2.2 The Site has a PTAL rating of 6b indicating 'excellent' transport connectivity. The Site is mainly served by Warren Street Underground Station (south), Euston Square Underground Station (east) and Great Portland Street Underground Station (west). There are also several bus routes that serve the site along Euston Road (south) and Hampstead Road (east).
- 1.2.3 The land surrounding the Site consists of a range of uses. The Site is designated within the Knowledge Quarter Innovation District ('KQID'), home to world-class clusters of scientific and knowledge-based institutions and companies specialising in life-sciences, data and technology and creative industries. The neighbouring Regent's Place comprises commercial, office and cultural land uses, as well as pedestrianised streets and public realm incorporated into the space. The closest residential properties are located along Drummond Street (north) and Hampstead Road (east).
- 1.2.4 On a London-wide scale, Regents Place sits within Central London located in the Borough of Camden approximately 1.5km to the west of Kings Cross and 0.5km to the east of Regents Park.



1.2.5 **Figure 1-1** shows the location of the site and its surrounding network within circa 800m.

**Figure 1-1: Site location and local context**



1.2.6 Euston Tower is situated at the southwestern corner of the Regents Place estate and is bounded by Brock Street to the north and Regents Place Plaza to the west which are both pedestrianised. To the east is Hampstead Road and to the south the A501 Euston Road.

### 1.3 PROPOSED DEVELOPMENT

1.3.1 Full Planning Permission is sought for the following:

*Redevelopment of Euston Tower, including the partial retention (retention of existing core, foundations and basement), disassembly, reuse and extension of the existing building, to provide a 32-storey building for use as offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and learning and community space (Class F) at ground, first and second floors, and associated external terraces. Provision of public realm enhancements, including new landscaping, and provision of new publicly accessible steps and ramp. Provision of short and long stay cycle storage, servicing, refuse storage, plant and other ancillary and associated works.*

1.3.2 This is referred to throughout as the “Proposed Development”.

1.3.3 The Proposed Development's new land uses and areas are summarised in **Table 1-1**.

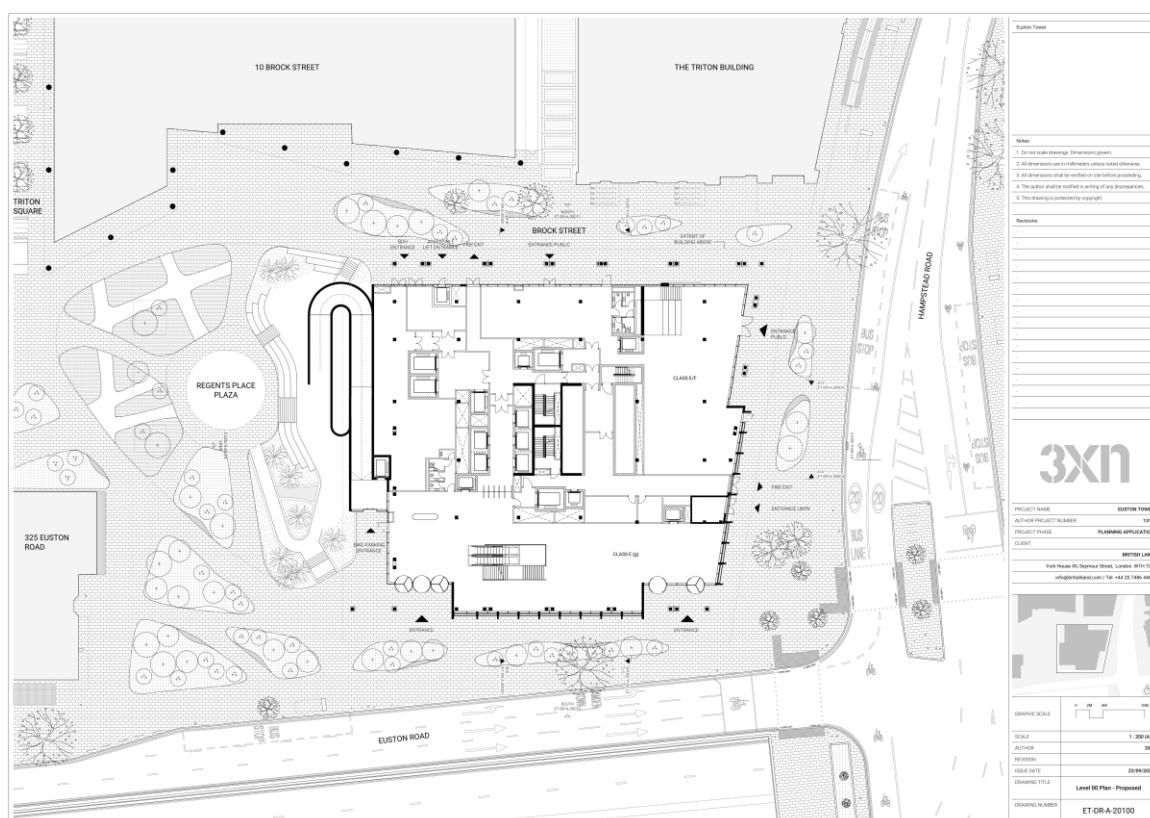


Table 1-1: Proposed Development Accommodation Schedule

LAND USE	FLOOR LEVEL	NIA (SQM)	GIA (SQM)	GEA (SQM)
Office (Class E(g))	Level 12 – Level 31	31,575	52,160	56,250
Life Science (Class E(g))	Level 03 - Level 11	16,487	22,631	24,380
Commercial, Business & Service Use (Class E (flexible retail))	Ground – Level 01	717	748	775
Learning (Class F1)	Ground – Level 02	1,960	2,003	2,137
<b>Total</b>		<b>50,739</b>	<b>77,542</b>	<b>83,541</b>

1.3.4 The ground floor plan is illustrated in **Figure 1-2**. The Proposed Development maximises active frontage with public access on Hampstead Road and office and lab space access from Euston Road. Significant improvements to the public realm are proposed to provide a high-quality environment for the Proposed Development.

Figure 1-2: Proposed Development - Ground Floor Plan



## 1.4 OVERVIEW

1.4.1 Travel Plans assist with managing the travel demands and impacts of new developments. Transport for London (TfL) defines a Travel Plan as "a long-term management strategy which encourages sustainable travel for new and existing developments. It sets out transport impacts, establishes targets and identifies a package of measures to encourage sustainable travel."





- 1.4.2 A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design, and proximity to facilities create the conditions to make sustainable travel a preferred choice, communicating these opportunities to occupiers is critical to the success of the Travel Plan.
- 1.4.3 This Travel Plan sets out a series of objectives, targets and measures, and is intended to establish the overarching mechanisms to manage the Travel Plan and monitor its effectiveness for influencing travel choices in accordance with the agreed targets.
- 1.4.4 The implementation of pre-occupation measures included within the Travel Plan will be the responsibility of the developer and/or the specific end occupiers.
- 1.4.5 It is anticipated that the requirement for a full Travel Plan will be secured via the Section 106 Agreement.
- 1.4.6 A Travel Plan Co-ordinator (TPC) will be appointed prior to occupation to implement the Travel Plan. The TPC will be responsible for co-ordinating the operation and management the Travel Plan and will be responsible for the Travel Plan on a day-to-day basis. The TPC will report periodically to the LBC Travel Plan officers.
- 1.4.7 This Travel Plan has been prepared in accordance with the Camden Planning Guidance (2021) and Transport for London's (TfL's) latest Travel Plan guidance, and it will form the basis of the pre-occupation Travel Plan to be prepared by the future tenants prior to taking up occupation of the Proposed Development. This Travel Plan will focus on the initial travel planning targets and measures for the future staff working on site.
- 1.4.8 It is proposed that within a year of first occupation, a baseline travel survey will be undertaken to confirm the baseline mode shares and update the mode share targets if required. A full Travel Plan will be developed to include the updated baseline mode shares and targets. Subsequent travel surveys will take place at Year Three and Year Five of occupation, to monitor the travel activity associated with the site.

## 1.5 DOCUMENT STRUCTURE

- 1.5.1 The remainder of this TP is structured as follows:
- ⦿ **Section 2** – reviews relevant transport planning policy;
  - ⦿ **Section 3** – provides details of the baseline conditions and site accessibility;
  - ⦿ **Section 4** – summarises the Travel Plan Strategy;
  - ⦿ **Section 5** – provides the objectives and targets of the Travel Plan;
  - ⦿ **Section 6** – summarises the measures that are proposed to be introduced as part of the Travel Plan;
  - ⦿ **Section 7** – summaries how the Travel Plan will be managed;
  - ⦿ **Section 8** – sets out the monitoring and review strategy for the Travel Plan; and
  - ⦿ **Section 9** – provides the Action Plan.



## 2 PLANNING POLICY

- 2.1.1 Travel plans are a crucial element in the government's drive for a responsible, environmentally conscious transport policy that focuses on promoting active travel. Travel Plans assist in rationalising individuals' travel choices, and they encourage the most beneficial use of all travel modes so that local and national concerns are fully addressed. Several transport policy themes, goals and objectives are consistently highlighted at national, regional, sub-regional and local level.
- 2.1.2 The key themes in the relevant policies are summarised briefly below and, where relevant, policies which relate directly to the Proposed Development are addressed.
- 2.1.3 This relevant transport policy to this application includes the following:
- National Planning Policy Framework (2023) (NPPF);
  - Travel Plan Good Practice Guidance (2009);
  - The London Plan (2021);
  - The Mayor's Transport Strategy (2018)
  - Camden Local Plan (2017) and
  - Camden Planning Guidance (2021).

### 2.2 NATIONAL PLANNING POLICY FRAMEWORK (2023)

- 2.2.1 The National Planning Policy Framework (NPPF) was revised in September 2023 and sets out the Government's planning policies for England and how these should be applied and provides a framework within which locally prepared housing and other development plans can be produced. At its heart, the NPPF sets out a presumption in favour of sustainable development (Paragraph 11).
- 2.2.2 The NPPF promotes sustainable transport. It notes that transport issues should be considered at the earliest stages of development proposals.
- 2.2.3 Chapter 9 of the revised NPPF sets out the requirements for promoting sustainable transport, advising that significant development should be focused on locations that can be made sustainable by limiting the need to travel and offering a genuine choice of transport modes. The NPPF advises that planning policies should support an appropriate mix of uses across an area and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities.
- 2.2.4 Paragraph 111 of the NPPF states that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe. Paragraph 112 of the NPPF states that in this context planning applications should:
- a) *give priority first to pedestrian and cycle movements, both within the proposed development and with neighbouring areas; and second so far as possible to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
  - b) *address the needs of disabled people and reduced mobility in relation to all modes of transport;*



- c) *create places that are safe, secure and attractive which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- d) *allow for the efficient delivery of goods and access by service and emergency vehicles; and*
- e) *be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.*

2.2.5 Paragraph 113 requires all developments that will generate significant amounts of movement to provide a Travel Plan and be supported by a Transport Assessment to assess the likely impacts of the proposal.

## 2.3 GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS

2.3.1 The DfT developed 'good practice' guidance in 2009 to assist all stakeholders in securing an effective policy framework, determine when a Travel Plan is required, and outlining how it should be prepared within the context of an integrated planning and transport process. They also set out how Travel Plans should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process. The document comprises technical guidelines and does not set out any new policy or legal requirements.

2.3.2 The guidelines recognise that the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a site, minimise the impact of developments on the transport infrastructure, and help to reduce CO2 emissions.

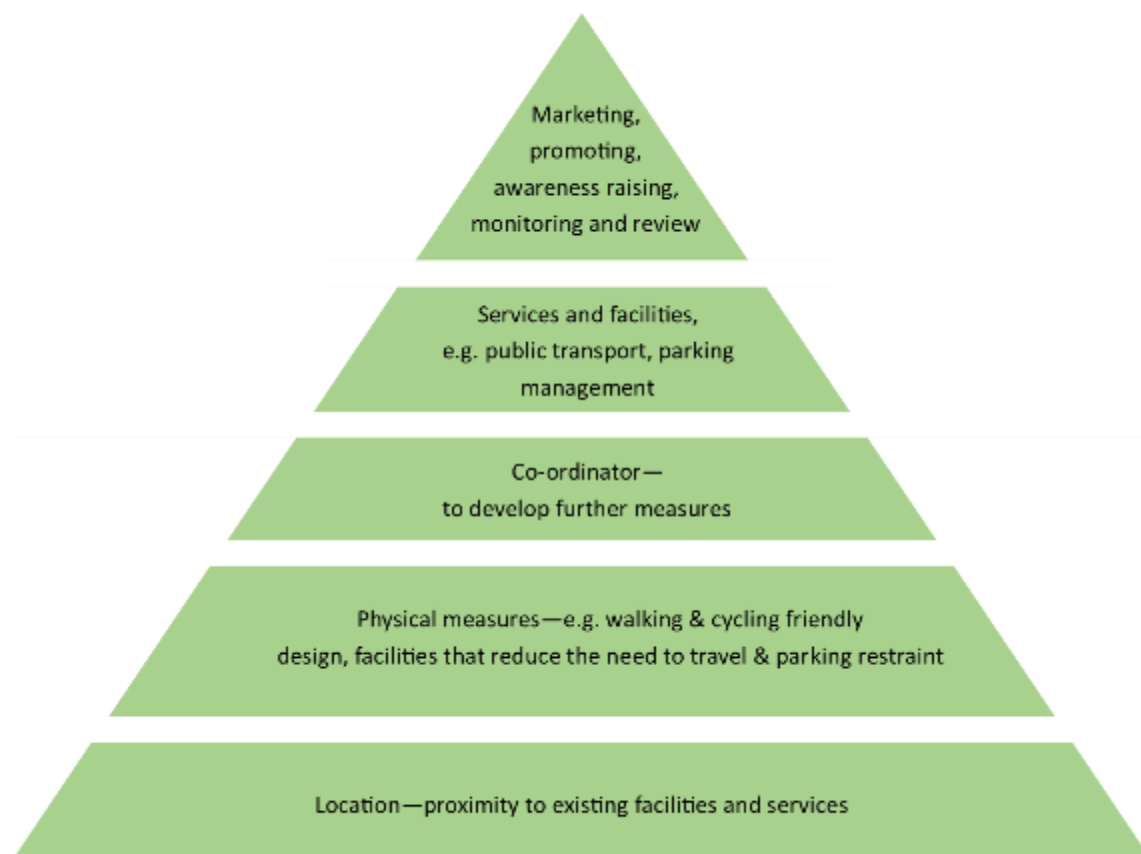
2.3.3 Travel Plans are important for major new developments in order to:

- ⦿ Support increased choice of travel modes;
- ⦿ Promote and achieve access by sustainable modes;
- ⦿ Respond to the growing concern about the environment, congestion, pollution and poverty of access; and
- ⦿ Promote a partnership between the authority and the developer in creating and shaping 'place'.

2.3.4 The document also recognises that it can be helpful to view a Travel Plan for a new development as a pyramid of measures and actions, which are constructed from the ground up with each new layer building on the last, all set within the context of the outcomes sought, as shown in **Figure 2-1**.



Figure 2-1: Travel Plan Pyramid



- 2.3.5 The Travel Plan Pyramid demonstrates how successful plans are built on the firm foundations of a good location and site design. Additional hard and soft measures should be integrated into the design, marketing and occupation of the site.

## WORKPLACE TRAVEL PLANS

- 2.3.6 The Camden Planning Guidance - Transport sets out thresholds for Workplace Travel Plans to be provided and this guidance is detailed in **2.6.2** below.
- 2.3.7 The DfT guidance identifies that Workplace Travel Plans should focus primarily on commuter travel and travel in the course of work but should also include strategies to make visitor and freight travel more sustainable. The guidance also notes how Travel Plans typically combine measures to support walking, cycling, public transport and car-sharing, reinforced with promotion and incentives and the management of workplace parking. Workplace Travel Plans also include actions to reduce the need to travel, such as policies to encourage home working and video conferencing.

## 2.4 LONDON PLAN (2021)

- 2.4.1 The London Plan (March 2021) is part of the statutory development plan. It aims to ensure that London's transport is easy, safe, and convenient for everyone and actively encourages more walking and cycling.
- 2.4.2 Policy T4 Part B states that Travel Plans, Parking Design and Management Plans, Construction Logistics Plans and Delivery and Servicing Plans will be required having regard to Transport for London guidance.
- 2.4.3 The London Plan (March 2021) sets out that the phasing of development, and the use of travel plans and freight strategies, may help reduce negative impacts and bring about positive outcomes.
- 2.4.4 The London Plan (March 2021) provides maximum car parking and minimum cycle parking standards.

## 2.5 MAYOR'S TRANSPORT STRATEGY (2018)

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

1. Healthy Streets and healthy people

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

2. A good public transport experience

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

3. New homes and jobs

The MTS sets out Good Growth principles for the delivery of new homes and jobs that use transport to:

- a) Create high-density, mixed-use places; and
- b) Unlock growth potential in underdeveloped parts of the city.



## 2.6 CAMDEN LOCAL PLAN (2017)

- 2.6.1 The Camden Local Plan sets out the council's vision for the borough for the period from 2016-2031. The Transport section of the plan states that encouraging and facilitating mode shift away from motor vehicles toward walking and cycling are the key transport aims of the Camden Plan.
- 2.6.2 Policy T1 Prioritising walking, cycling and public transport states that the Council will seek to ensure that developments improve the pedestrian environment; are easy and safe to walk through and are adequately lit; provide high quality pavements; provide for and make contribution towards connected, high quality, convenient and safe cycle routes; provide for accessible, secure cycle parking facilities and design requirements; and contribute towards improvements to bus network infrastructure and other forms of public transport.
- 2.6.3 Policy T2 Parking and car-free development states that all developments must be car-free other than providing blue badge parking spaces and spaces for essential operational or servicing needs.
- 2.6.4 Policy T3 Transport Infrastructure indicates that “the Council will seek improvements to transport infrastructure” and will “protect existing and proposed transport infrastructure”.
- 2.6.5 Policy T4 Sustainable movements of goods and materials states that the Council will “seek to minimise the movement of goods and materials by road”.

## 2.7 CAMDEN PLANNING GUIDANCE – TRANSPORT (2021)

- 2.7.1 The Camden Planning Guidance (CPG) on Transport was adopted in 2021 and provides detailed guidance on transport matters in line with the Camden Local Plan policies.
- 2.7.2 Chapter 3 concerns Travel Plans and provides the following key messages:
- ⦿ Travel Plans enable a development to proceed without adverse impact on the transport network through promoting a greater use of sustainable travel and thereby helping to tackle congestion and air pollution.
  - ⦿ The requirements of a travel plan will be tailored to the specific characteristics of the site and nature of the development.
- 2.7.3 The guidance sets out:
- In line with Local Plan Policy A1, the Council will expect a travel plan to be prepared for any planning application that will significantly increase travel demand or would have a significant impact on travel or the transport system.*
- Travel Plans enable a development to proceed without adverse impact on the transport network through promoting a greater use of sustainable travel and thereby helping to tackle congestion and air pollution.*
- The requirements of a travel plan will be tailored to the specific characteristics of the site and nature of the development*
- 2.7.4 Travel Plan targets should be SMART (Specific, Measurable, Appropriate, Realistic and Timed) and ambitious



## 3 BASELINE CONDITIONS

### 3.1 INTRODUCTION

- 3.1.1 This section of the Travel Plan sets out the baseline transport conditions of the site, including accessibility on foot, by bike and by public transport.
- 3.1.2 The site can be accessed from Hampstead Road to the east, Euston Road to the south, and the pedestrianised public realm to the north and west.
- 3.1.3 The existing public realm, pedestrian routes, and local facilities throughout the wider Regent's Place and around the site are shown in **Figure 3-1**.

**Figure 3-1: Existing site accessibility and facilities**



### WALKING

- 3.1.4 The National Travel Survey notes that walking is the most frequent travel mode used for short-distance trips (within 1 mile / 1.6km). Infrastructure that supports efficient travel on foot is therefore of great importance to promote sustainable and active travel and walking as a viable alternative to short car trips.
- 3.1.5 The local streets have an established network of footways typical of a city environment that provide access to the site, nearby facilities and amenities, local bus stops and Warren Street and Euston Square Underground stations, as well as Euston and Kings Cross stations further to the east. All streets in the area have footways on either side of the carriageway.
- 3.1.6 The Hampstead Road/Euston Road signalised junction is provided with straight-across controlled pedestrian crossings on each arm. Each crossing is provided with dropped kerbs and tactile paving with large islands for people crossing to wait.

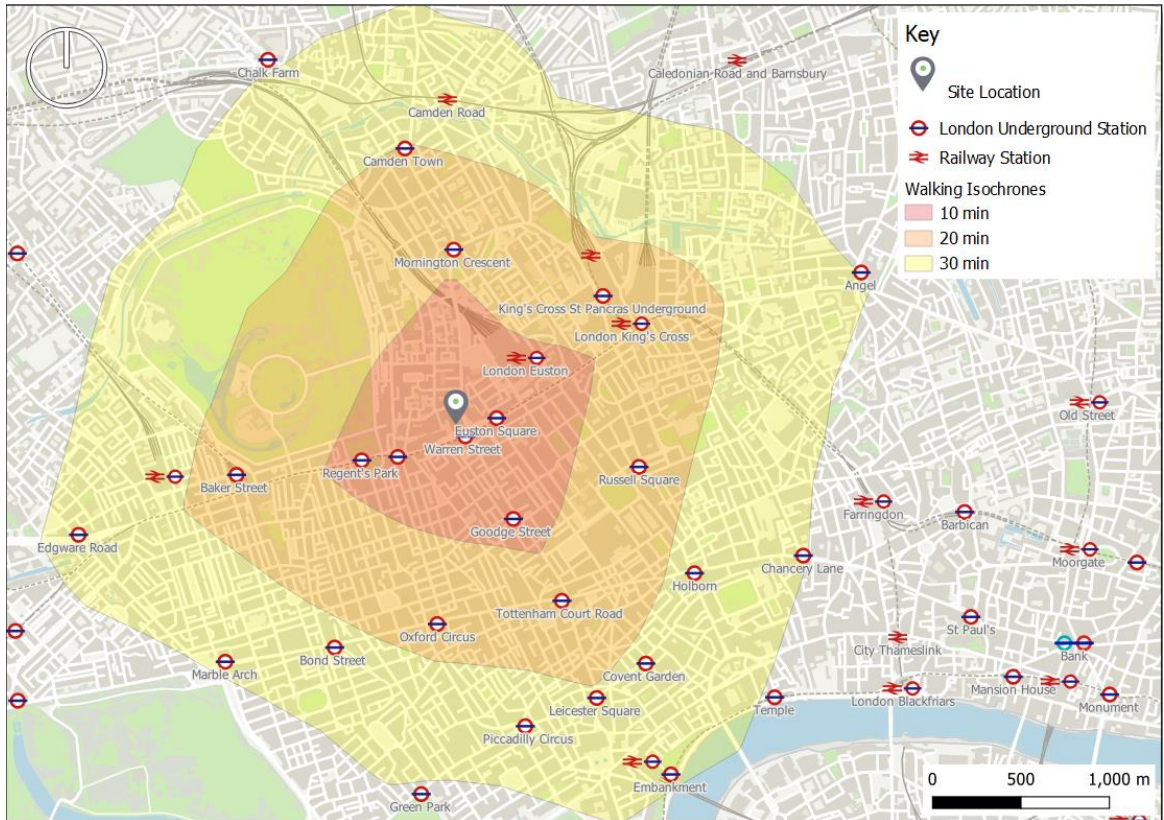




3.1.7

Pedestrian isochrones from the site are provided within **Figure 3-2** at 10-minute intervals up to a 30-minute walking distance. The figure shows that nearby stations such as Warren Street and Euston are accessible within a 10-minute walk. Kings Cross, and St Pancras International are within a 20-minute walk from the site.

**Figure 3-2: Walking Isochrone Plan**





## 3.2 CYCLING

3.2.1 The cycling network in the area surrounding the site is shown in **Figure 3-3**.

**Figure 3-3: Local cycle network**



3.2.2 **Figure 3-3** shows that there are a number of local cycle routes within proximity of the site, the nearest being Cycleway 27, which provides connections between Hammersmith in the west to Clapton and Homerton in the east via Paddington, Angel, Islington and Hackney. The development is conveniently located in terms of cycle accessibility, with a number of local facilities and amenities accessible by cycle using the network of cycle routes in the vicinity of the site.

3.2.3 Many roads near the site are marked as suitable or signed for cyclists and include lanes and advanced stop lines (ASLs) at each arm of the Hampstead Road junction / A501 Euston Road signalled junction.

3.2.4 Hampstead Road provides cycle lanes, while Longford Street / Drummond Street are quieter local roads recommended for cyclists. In addition, to the south, there is a network of routes that are signed or marked for cyclists and connect the site with Marylebone, Fitzrovia and central London.

3.2.5 Quietway 3 (Q3) is located 2.9km northwest of the site and begins at Regent's Park and connects to St. John's Wood, Hampstead, Kilburn, Willesden Green and Dollis Hill.

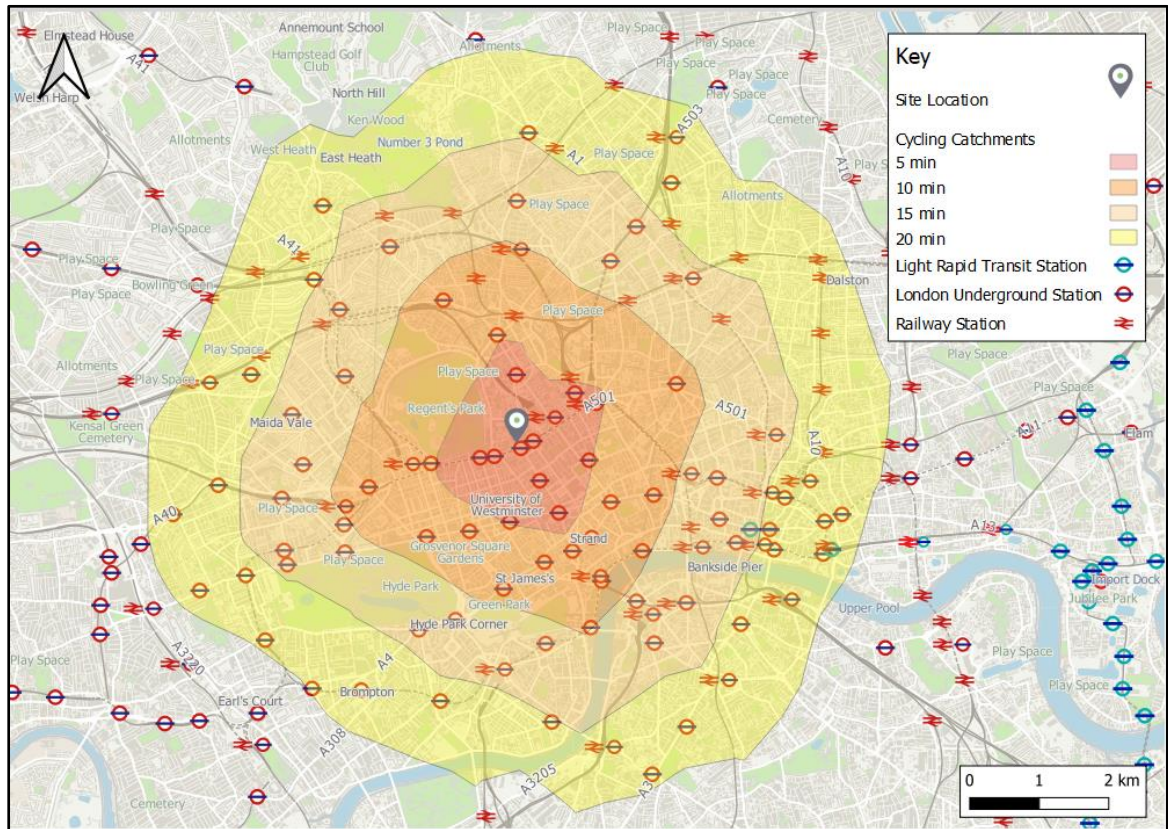
3.2.6 Cycle Superhighway (CS6) is located approximately 1.4km east of the site and connects Elephant & Castle to the south and King's Cross to the north.

3.2.7 Cycling has great potential for short journeys less than five kilometres in length; however, many people will cycle longer distances.



3.2.8 A cycling isochrone showing areas that can be reached from the site within a 20-minute cycle is provided in **Figure 3-4**.

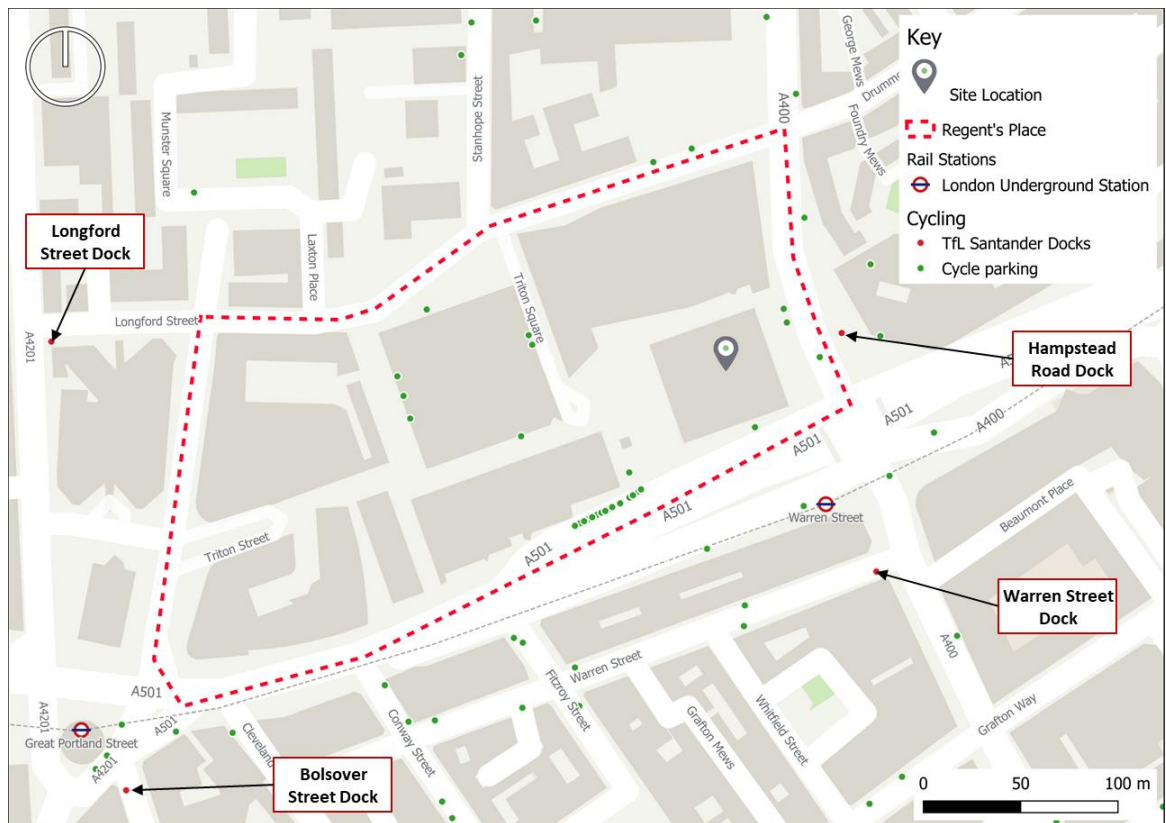
**Figure 3-4: Cycling Catchment**



3.2.9 Many key destinations and transport nodes within Central London, such as Liverpool Street, Waterloo and London Bridge stations and Oxford Street, can be reached within a 20-minute cycle.

3.2.10 In addition to the cycle parking spaces provided within Regent's Place, there are a number of cycle parking spaces within the surrounding public realm and local area as illustrated in **Figure 3-5**.

Figure 3-5: Local Area Cycle Parking



3.2.11 **Figure 3-5** shows a number of Santander Cycles docking stations are also available within walking distance of Euston Tower. Between them they offer access to 148 cycles, the locations of the docks and their capacity are:

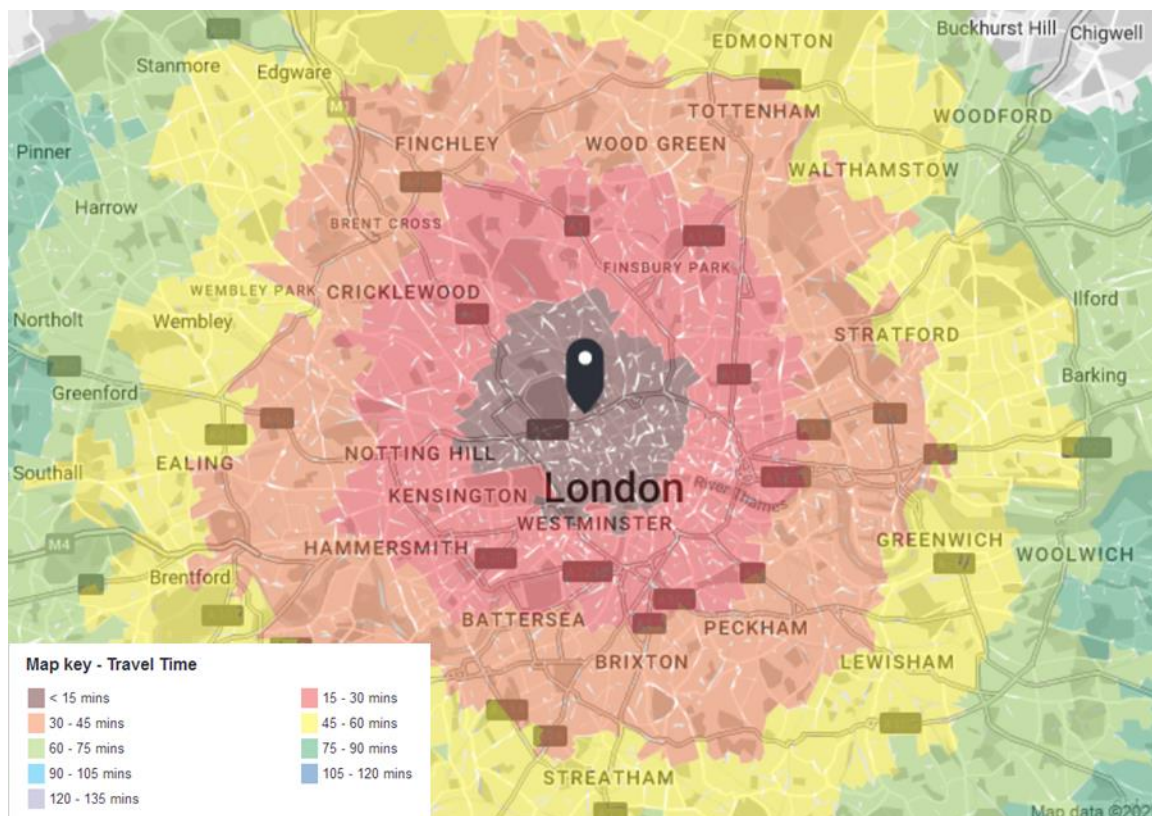
- ⊙ Hampstead Road, Euston (54 bicycles)
- ⊙ Longford Street, The Regent's Park (21 bicycles)
- ⊙ Bolsover Street, Fitzrovia (19 bicycles)
- ⊙ Warren Street station, Euston (26 bicycles)
- ⊙ Drummond Street, Euston (28 bicycles)

## TIM MAPPING

3.2.1 Time Mapping (TIM) is a tool developed by TfL within their WebCAT suite of tools to assess connectivity in terms of travel times, taking account of cycle routes. Time Mapping for the site, travelling by bicycle during the AM peak, is presented within **Figure 3-6** below. Significant employment opportunities locally and in Central London can be accessed within a 30-minute cycle.



Figure 3-6: Cyclist Accessibility



### 3.3 LOCAL HIGHWAY NETWORK

- 3.3.1 Euston Tower is bounded by the pedestrianised Brock Street to the north and Regent's Place Plaza to the west. To the east, the building is bounded by Hampstead Road and to the south is Euston Road, both of which form part of the Transport for London Road Network (TLRN).
- 3.3.2 Longford Street and Drummond Street provide access to the separate service vehicle ramp and the separate car and cycle ramp to access these facilities at the basement level.
- 3.3.3 Longford Street continues as Drummond Street to the east and intersects with Hampstead Road northeast of the site. Hampstead Road is a section of the A400 that runs from Charing Cross to Archway in north London.
- 3.3.4 Euston Road and Hampstead Road form a signalised junction at the southeast boundary of the site. Both are distributor roads that carry relatively high volumes of traffic.

#### EUSTON ROAD

- 3.3.5 Euston Road is a 20mph dual carriageway road located south of the site that forms part of the London Red Route and the London Inner Ring Road. It runs in a generally east-west direction, from Marylebone in the west to King's Cross in the east. It is noted that in accordance with 'Vision Zero' and as part of the planned changes by TfL to the London Red Routes, the speed limit of Euston Road will be changed from 30mph to 20mph.



- 3.3.6 In the vicinity of the site, it also forms the northern boundary of the London Congestion Charge (LCC) zone, but the road itself is not part of it.
- 3.3.7 Footpaths provided on either side of Euston Road are wide, and signalised pedestrian crossings are provided at its junction with Hampstead Road, allowing for easy and safe pedestrian movement. Adjacent to the southern boundary of the site, Euston Road also features a bus stop.

### HAMPSTEAD ROAD

- 3.3.8 Hampstead Road is a 20-mph two-way single-carriageway located east of the site that forms part of the London Red Route. It runs in a north–south direction, connecting Tottenham Court Road south of the site to Camden High Street in the north.
- 3.3.9 Hampstead Road features a dedicated cycle route and advanced stop lines, allowing cyclists to be segregated from general traffic at junctions. In addition, wide footways are provided on either side of the carriageway, as well as numerous signalised pedestrian crossings provided at regular intervals along the road.
- 3.3.10 The road features numerous mixed-use residential and commercial buildings fronting onto the carriageway.

### DRUMMOND STREET

- 3.3.11 Drummond Street is a 20mph two-way single-carriageway road located north of the site that runs in an east–west direction connecting to Euston Road at its eastern end and Longford Street at its Western End.
- 3.3.12 The road features no parking restrictions aside from single white lines along the northern side of the carriageway. The southern side of the carriageway features inset parking bays, allowing vehicles to park on either side of the road without obstructing traffic.
- 3.3.13 Well-maintained footpaths are provided on either side of the carriageway; however, pedestrian crossing locations are few and far between.

### LONGFORD STREET

- 3.3.14 Longford Street is located northwest of the site and is a 20mph two-way single-carriageway road running in an east–west direction. It connects to Albany Street at its western end and Drummond Street at its eastern end.
- 3.3.15 The northern side of the carriageway features single yellow line parking restrictions, whilst the southern side of the carriageway features on-street parking bays. The road is fronted by a mixture of residential and commercial properties and provides a zebra crossing at its junction with Laxton Place and an uncontrolled crossing at its junction with Albany Street to assist pedestrian movement in the area.

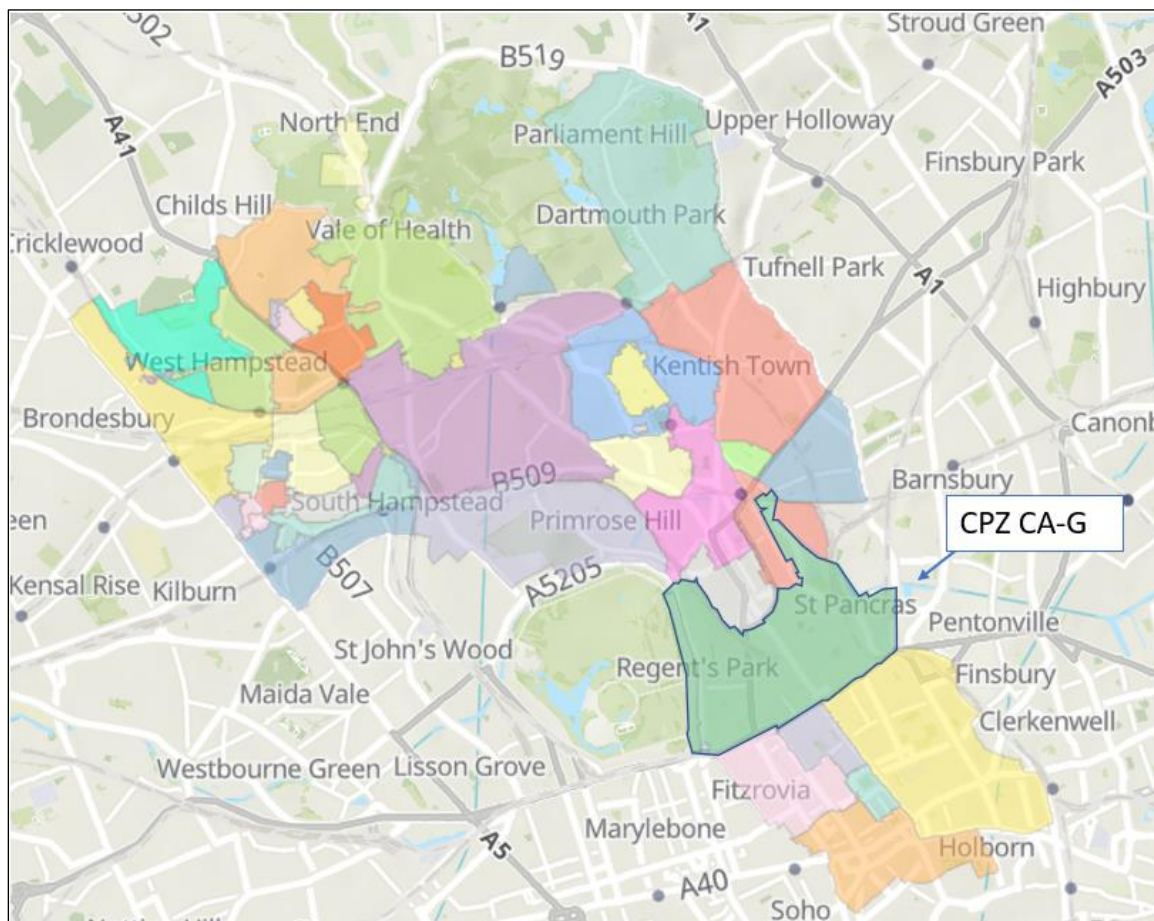


## PARKING RESTRICTIONS

3.3.16 Euston Tower is located within Controlled Parking Zone (CPZ) CA-G where parking is controlled Monday to Friday between 0830 and 1830.

3.3.17 The extent of CPZ CA-G is shown in **Figure 3-7**.

**Figure 3-7: Location of CPZ CA-G**



3.3.18 Within the CPZ, on-street car and motorcycle parking are permitted in a number of local streets including Drummond Street, Stanhope Street, Laxton Place, Longford Street and Osnaburgh Street.

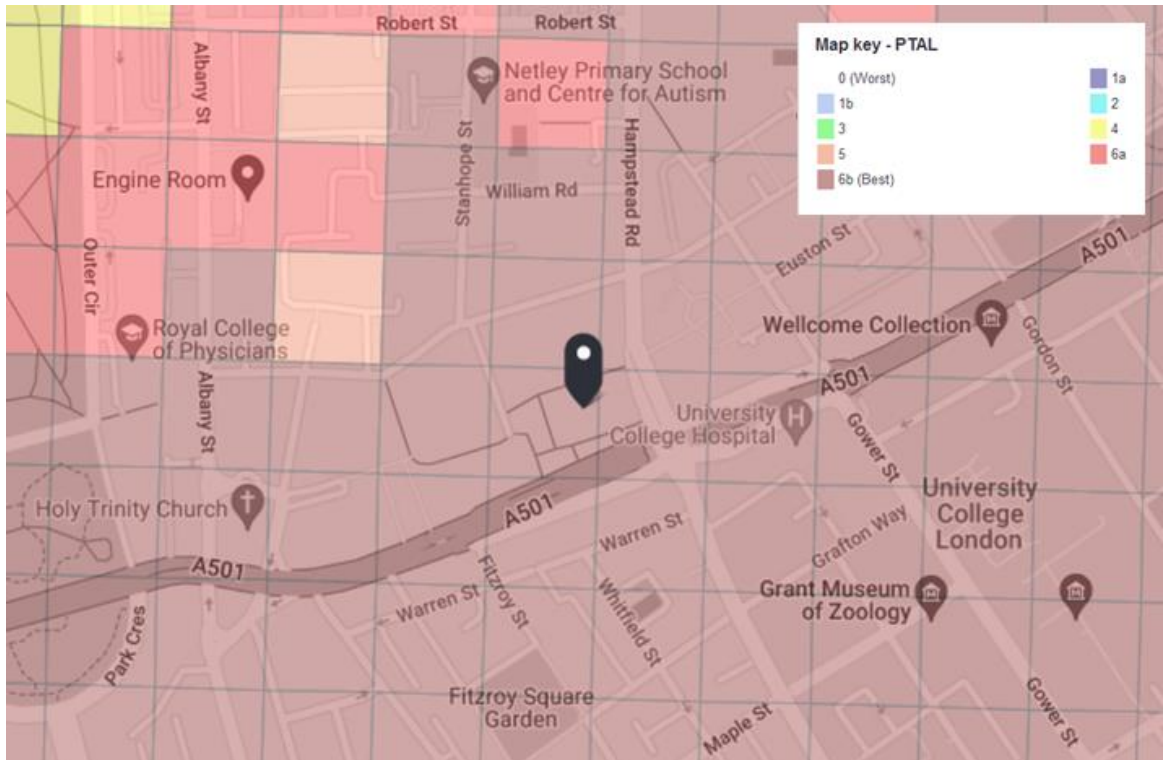
## 3.4 PUBLIC TRANSPORT ACCESSIBILITY LEVEL (PTAL)

3.4.1 PTAL is used to assess the connectivity of a site to the public transport network in consideration of the access time and frequency of services. It considers rail stations within a 12-minute walk (960m) of the site and bus stops within an eight-minute walk (640m) and is undertaken using the AM peak hour operating patterns of public transport services. An Access Index (AI) score is calculated that is used to define a PTAL score.

3.4.2 TfL's online WebCAT tool shows the site AI is 85.4 indicating a PTAL of 6b (excellent). The WebCAT PTAL output is summarised in **Figure 3-8**.



Figure 3-8: Site PTAL map



## BUS NETWORK

- 3.4.3 The site is located in close proximity to a comprehensive level of bus provision. The closest bus stops are situated on Hampstead Road, to the east of the site, which provide access to bus routes 24, 27, 29 and 134. Euston Road bus stop to the south of the site provides access to bus routes 18, 30 and 205.
- 3.4.4 The local bus services and average frequency are summarised within **Table 3-1**.

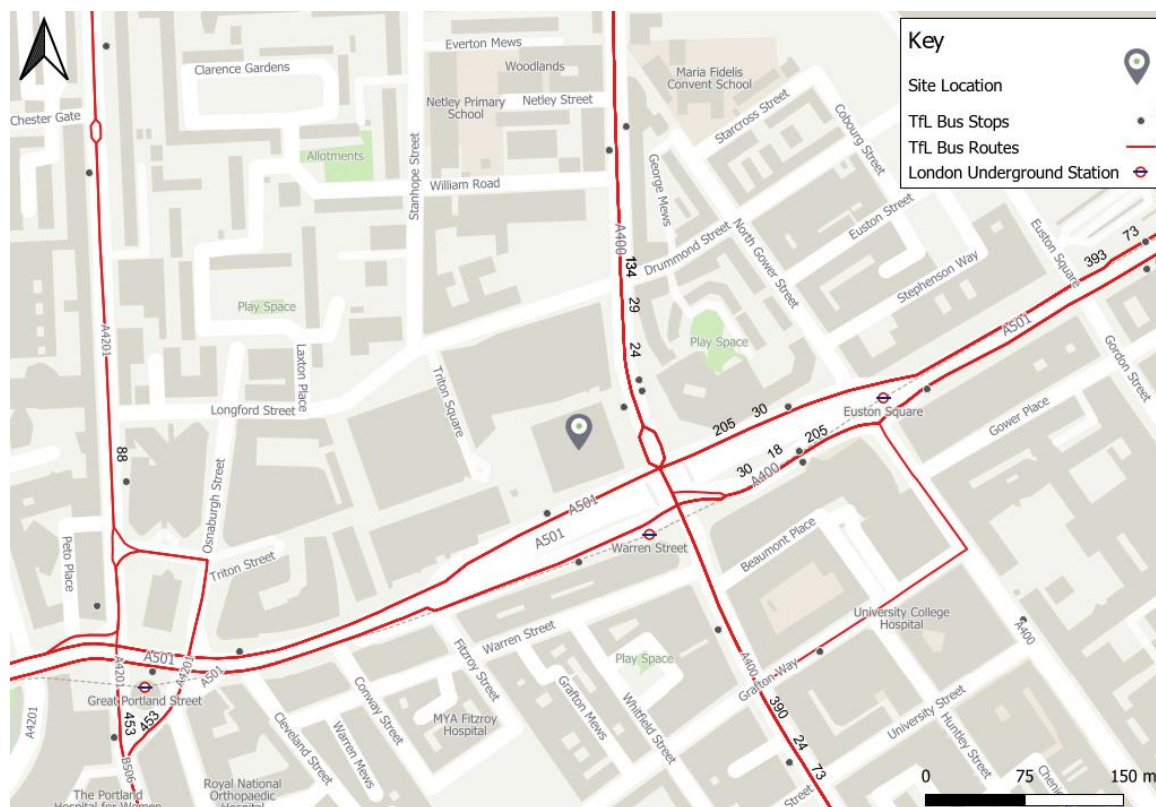


Table 3-1: Local bus stop summary and frequency

SERVICE NUMBER	BUS STOP	ROUTE	FREQUENCY PER HOUR (PER DIRECTION)
18	Euston Road	Sudbury & Harrow Road Station – Euston Station	15
24	Hampstead Road	South End Green - Pimlico	6
27	Hampstead Road	Chalk Farm – Hammersmith Grove	6
29	Hampstead Road	Lordship Lane – Trafalgar Square	12
30	Euston Road	Hackney Wick – Marble Arch	6
73	Euston Square	Stoke Newington – Oxford Circus	10
134	Hampstead Road	North Finchley – Warren Street	7
205	Euston Road	Bow Church - Paddington	6
390	Euston Square	Archway - Victoria	7
<b>TOTAL</b>			<b>75</b>

3.4.5 The table shows that the local bus stops provide access to 150 bus services per hour. The local bus routes are illustrated in **Figure 3-9**.

Figure 3-9: Local Bus Routes

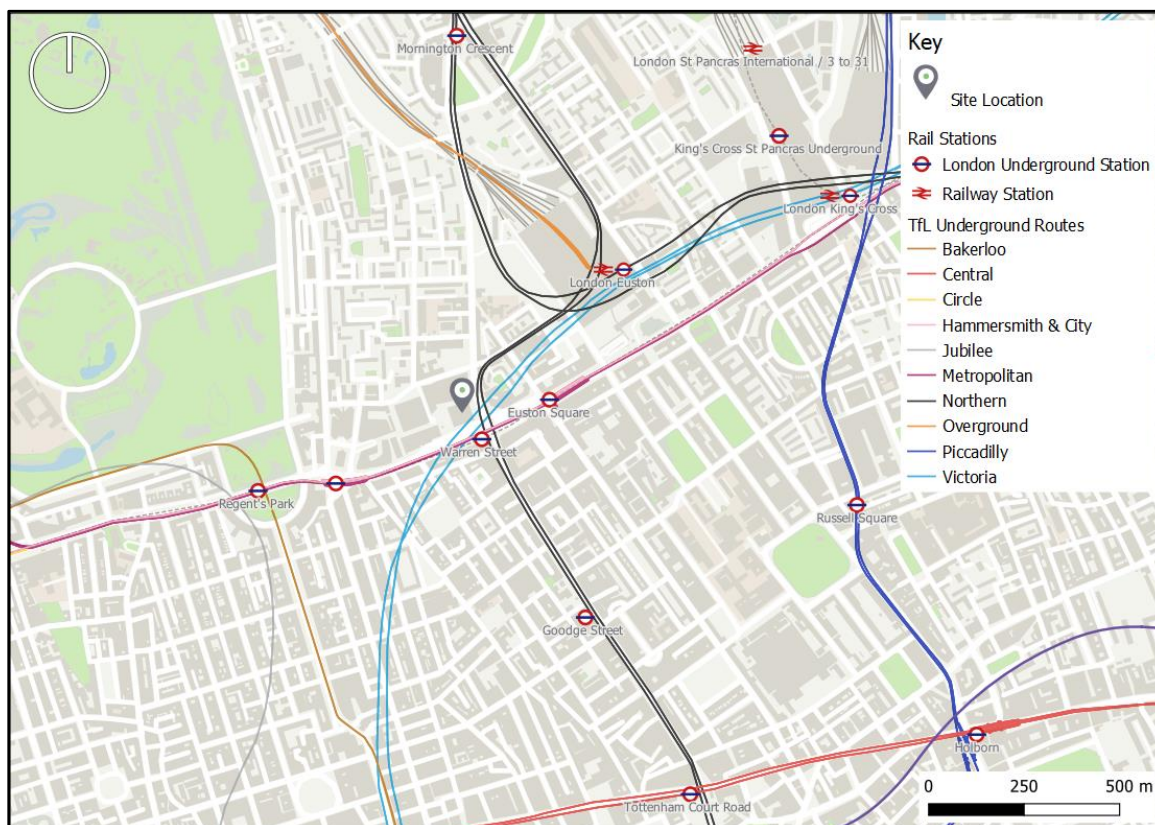




## LONDON UNDERGROUND AND RAIL NETWORK

3.4.6 **Figure 3-10** shows the nearest London Underground and rail networks within proximity (i.e., approximate 20-minutes' walk / 10 minutes' cycle) of the site.

**Figure 3-10: Underground and rail networks within proximity of the site**



3.4.7 The site is situated within close proximity to a number of TfL Underground routes, making it a highly accessible location within London.

3.4.8 The site is also close to major stations such as Euston, St Pancras International and Kings Cross, which provide journeys to the rest of the UK and internationally via the Eurostar.

### LONDON UNDERGROUND

3.4.9 **Table 3-2** shows the peak hour frequencies of Underground services from Warren Street, Euston Square and Regent's Park Stations.

Table 3-2: Underground Services and Frequencies

STATION	SERVICE	DIRECTION	FREQUENCY PER HOUR	
			AM	PM
Euston Square	Circle	Inner Rail	6	6
		Outer Rail	6	6
	Metropolitan	Northbound	15	15
		Southbound	16	16
	Hammersmith and City	Inner Rail	6	6
		Outer Rail	6	6
Warren Street	Victoria	Northbound	36	36
		Southbound	36	36
	Northern	Northbound	22	23
		Southbound	23	24
Regent's Park	Bakerloo	Northbound	22	21
		Southbound	22	21
<b>TOTAL</b>			<b>216</b>	<b>216</b>

#### WARREN STREET

- 3.4.10 Warren Street station is located adjacent to the site on the opposite side of Euston Road to the south. The station is approximately 100m away and a two-minute walk. The station is served by the Victoria and Northern line and within TfL fare Zone 1.

#### EUSTON SQUARE

- 3.4.11 Euston Square station is located to east of the site on the southern side of Euston Road. The station is approximately 280m away and a four-minute walk. The station is served by the Metropolitan, Circle and Hammersmith and City lines and is within TfL fare Zone 1.

#### REGENT'S PARK

- 3.4.12 Regent's Park station is located 550m to the west of the site along the A501 Euston Road, approximately a seven-minute walk. The station is served by the Bakerloo line and located within TfL fare Zone 1.

#### EUSTON

- 3.4.13 Euston station is located 600m to the east of the site along the A501 Euston Road, approximately a nine-minute walk. The station is served by the Northern line. The station provides accessible access and is located within TfL fare Zone 1.



#### KINGS CROSS STATION

- 3.4.14 Kings Cross station is located 1.2km to the east of the site along the A501 Euston Road, approximately a 15-minute walk. The station is served by the Circle, Hammersmith & City, Metropolitan, Northern, Piccadilly, and Victoria line. The station provides accessible access and is located within TfL fare Zone 1.

#### NATIONAL RAIL

##### EUSTON STATION

- 3.4.15 Euston Station is the terminus station for the Avanti West Coast, Caledonian Sleeper, and West Midlands Trains lines. The station provides services to destinations including Birmingham, Milton Keynes, Manchester, Edinburgh, and Glasgow.
- 3.4.16 The station is also served by the London Overground, which provides services to Watford via Willesden Junction and Wembley.

##### KINGS CROSS STATION

- 3.4.17 Kings Cross station provides services operated by Grand Central, Great Northern, Hull Trains, LNER, and Lumo. The station provides services to destinations including Kings Lynn, Letchworth Garden City, Leeds, Bradford, and Sunderland.
- 3.4.18 Thameslink operations from Kings Cross station provide services to Peterborough and Cambridge via Stevenage.

##### ST PANCRAS INTERNATIONAL

- 3.4.19 St Pancras International is located adjacent to Kings Cross station and provides services operated by EMR, Eurostar and Thameslink. The station provides services to UK destinations including St Albans City, Ramsgate, Brighton, Sheffield, Gatwick Airport, Nottingham and Bedford.
- 3.4.20 The station also provides destinations to Europe including Paris, Amsterdam and Brussels.

#### TFL OVERGROUND NETWORK

- 3.4.21 Euston station is located 600m to the east of the site along the A501 Euston Road, approximately a nine-minute walk. It is a terminus station of London Overground and provides access to key destinations such as Wembley and Watford.
- 3.4.22 The Overground provides four services per hour in each direction.

#### PUBLIC TRANSPORT TIME MAPPING

- 3.4.23 Time Mapping (TIM) is a tool developed by TfL within their WebCAT suite of tools to assess connectivity in terms of travel times taking account of public transport service ranges and interchange opportunities. Time mapping for the site, travelling by public transport during the AM peak, is presented within **Figure 3-11**.



Figure 3-11: TIM mapping



### 3.5 ACCESS TO LOCAL FACILITIES AND AMENITIES

3.5.1 The site is located in close proximity to local facilities including education, leisure, shopping and various local amenities. A few of the local facilities within a 1km walking distance of the site are listed in **Table 3-1** and shown in **Figure 3-12**.

Table 3-1: Local Amenities

NUMBER	FACILITY TYPE	FACILITY NAME	WALKING DISTANCE FROM SITE
1	Food Store/ATM	Sainsbury's	50m
2	Food Store/ATM	Tesco Express	180m
3	Medical Facility	Fitzrovia Hospital	300m
5	Recreational Area	Fitzroy Square Garden	400m
4	Recreational Area	Regents Park	500m





Figure 3-12: Location of Local Amenities



## 4 FORECAST MODE SHARE

### 4.1 OVERVIEW

4.1.1 The forecast mode share for the future occupiers of the development was calculated using 'Method of travel to work' data from the 2011 Census. Full details regarding the methodology are set out in the Transport Assessment. The forecast mode share for the development is shown in **Table 4-1**.

4.1.2 The vast majority of travel is expected to be by public transport (83%) with around 17% by active travel modes. Underground trips make up the majority of trips associated with the development, followed by rail trips. The cycle mode share makes up 10% of trips from the development, with pedestrians associated with 7% of trips.

**Table 4-1 Forecast Travel Demand by Mode**

MODE	MODE SHARE
Underground	40%
Rail	33%
Bus	10%
Car/ Van Driver	0%
Car/ Van Passenger	0%
Cycle	10%
On Foot	7%
<b>Total</b>	<b>100%</b>



## 5 OBJECTIVES AND TARGETS

### 5.1 OBJECTIVES

5.1.1 TfL and LBC guidance identifies that Travel Plans should include targets to reduce vehicle trips and provide ambitious targets that relate to the aims of the Mayor's Transport Strategy (e.g., to increase walking and cycling).

5.1.2 The strategy for this Travel Plan has the following objectives:

- ⦿ Establish sustainable travel principles;
- ⦿ Increase the attractiveness and use of cycling;
- ⦿ Encourage healthy and active travel; and
- ⦿ Raise awareness of sustainable modes of transport available for employees and visitors travelling to and from the site.

### 5.2 TARGETS

5.2.1 The achievement of the Travel Plan objectives should be measurable using targets. All targets are SMART (Specific; Measurable; Achievable; Realistic and Time-Bound). The following types of targets are proposed:

- ⦿ 'Action' type targets are physical actions that can be achieved by a set date (e.g., appointing a Travel Plan Coordinator); and
- ⦿ 'Aim' type targets are those which relate to outcomes achieved through the implementation of measures.

#### 'ACTION'-TYPE TARGETS

5.2.2 The following action-type targets are set:

- ⦿ Raise awareness of sustainable travel opportunities and in particular:
  - The available active travel facilities;
  - Inform employees of the health, economic and time saving benefits of cycling;
  - The public transport services available surrounding the site; and
  - The range of local facilities and amenities which are within walking distance.
- ⦿ Provide cyclist facilities.

#### 'AIM' TYPE TARGET

5.2.3 Given the proposed development provides no parking and is highly accessible, employees and visitors will naturally travel to and from the site using sustainable transport modes. It is therefore proposed that the target will focus primarily on increasing the proportion of travel by bicycle, which will help reduce the number of trips using the public transport network. The mode shift target is shown in **Table 5-1**.



Table 5-1 Interim Cycling Mode Share Target

MODE	MODE SHARE	Initial Mode Share Targets		
		YR1 (%)	YR3 (%)	YR5 (%)
Underground	40%	40%	39%	37%
Train	33%	33%	32%	32%
Bus	10%	9%	8%	8%
Cycle	10%	11%	13%	15%
On Foot	7%	7%	7%	7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

5.2.4 The following Aim Targets are proposed;

1. **To achieve 98% of travel being on foot, bicycle, or public transport**
2. **To increase the cycle mode share to 15% by Year 5.**

5.2.5 The interim targets will be reviewed after the initial travel surveys have been undertaken.





## 6 PACKAGE OF MEASURES

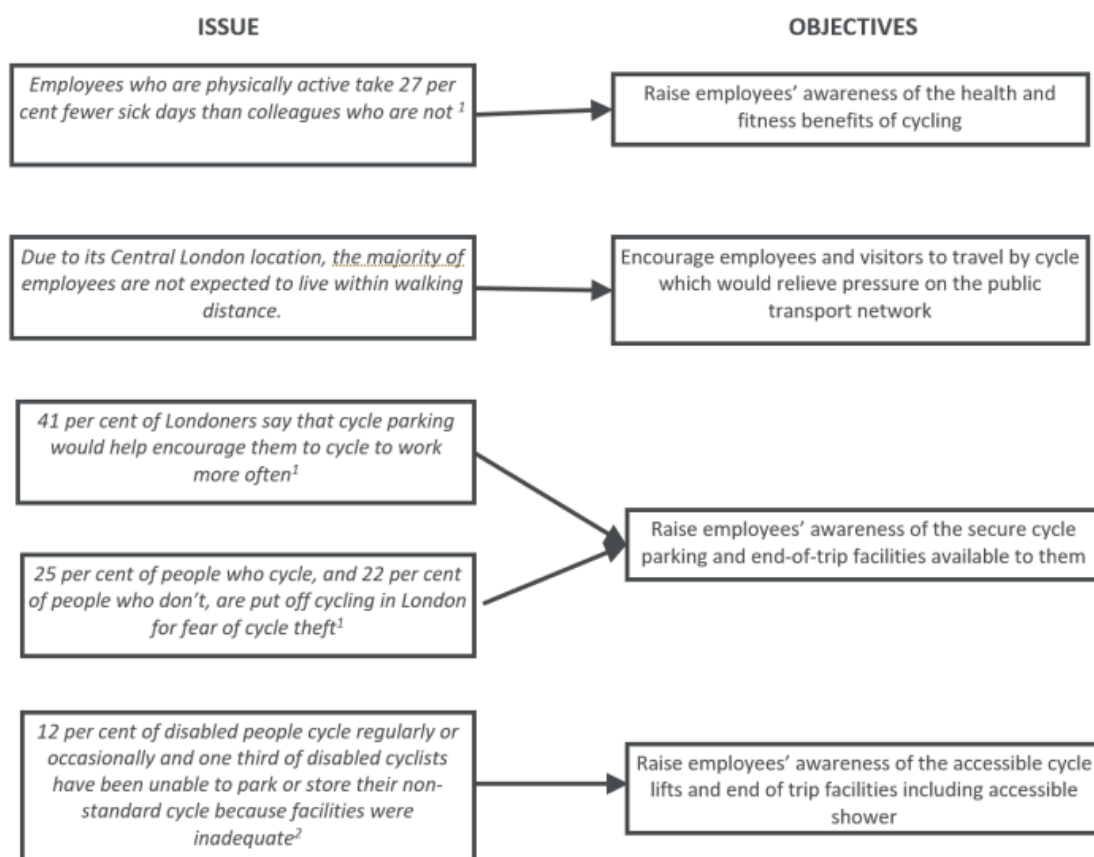
### 6.1 INTRODUCTION

6.1.1 This section outlines the measures which will be implemented on-site to achieve the objectives. These measures form the core of the Travel Plan. The measures have been grouped into three types as follows and consider in turn in the following sections.

- ⦿ 'Hard' engineering measures incorporated into the design;
- ⦿ 'Key' services and facilities provided; and
- ⦿ 'Soft' marketing and management measures will be in place, ensuring that sustainable travel behaviour is promoted and encouraged.

6.1.2 A key focus of the Travel Plan is increasing cycling. Various publications have been reviewed which identify common barriers to cycling and have been used to inform proposed objectives and measures, as set out in **Figure 6-1**.

Figure 6-1: Cycling Objectives



[1] Autumn 2017 'Attitudes to Cycling' study

[2] A Guide to Inclusive Cycling (2019) 2nd edition



## 6.2 HARD MEASURES

- 6.2.1 Physical aspects of the design of the proposed development will influence travel patterns from the outset. The developer will fund the hard engineering measures that will be incorporated into the design of the site before occupation.

### CYCLE ACCESS

- 6.2.2 As shown in **Figure 6-2**, cyclists will access the development using a dedicated entrance on Euston Road to the southwest of the Proposed Development.

**Figure 6-2: CGI Image of the Proposed Ground Level Cycle Access**



- 6.2.3 A shallow gradient (1:12) ramp will allow cyclists to enter the basement parking area without dismounting.
- 6.2.4 The cycle ramp will be an attractive and will lit entrance and the ramp and radius has been designed to feel comfortable for all types of bikes to the Proposed Development.
- 6.2.5 Cyclists unable to use, or those who do not wish to use the ramp can access the basement area using the cycle lift, designed to accommodate larger cycles.
- 6.2.6 The proposed basement access strategy for cyclist is shown in **Figure 6-3**.

**Figure 6-3: Ground Level Cycle Access**



### LONG STAY CYCLE PARKING

- 6.2.7 Long-stay cycle parking will be provided in line with the London Plan minimum cycle parking standards. Based on the Proposed Development quantum, the required cycle parking provision is set out in **Table 6-1**.

**Table 6-1: Proposed Long Stay Cycle Parking Provision**

LAND USE	LONDON PLAN (MINIMUM CYCLE PARKING STANDARDS)	LONDON PLAN LONG-STAY REQUIREMENTS	PROPOSED LONG-STAY CYCLE PARKING SPACES
Class E - Office	1 space per 75 sqm	750	<b>861</b>
Class E – Life Science	1 space per 250 sqm	98	
Class E– Retail	1 space per 175 sqm	4	
Class F1 – Public use	1 space per 8 Full Time Employees	9	



6.2.8 As set out in Chapter 8 of the London Cycle Design Standards (LCDS), cycle parking must be fit-for-purpose and able to accommodate all types of cycle.

6.2.9 **Figure 6-4** shows the cycle parking basement level, which provides the following breakdown of the proposed 861 long-stay cycle parking provisions:

- ⦿ 646 two-tier parking (75%)
- ⦿ 86 foldable bicycle parking (10%)
- ⦿ 86 Sheffield stands (10%)
- ⦿ 43 Enlarged Sheffield stands (5%)

6.2.10 The split of cycle parking types is in line with policy, guidance and was agreed with LBC and TfL at the pre-application stage.

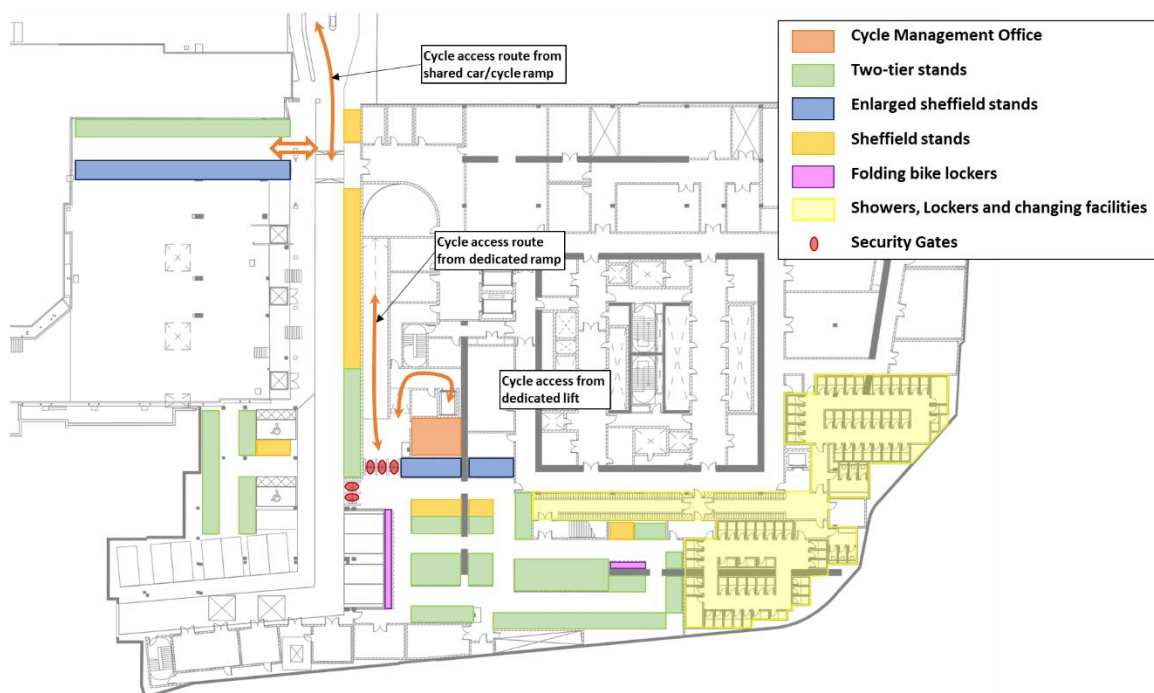
#### ARRIVAL SPACE

6.2.11 A staffed reception desk will welcome cyclists arriving at the cycle parking level. The staff will be on hand to answer queries and help cyclists should they encounter any difficulties.

#### SECURITY

6.2.12 Unmanned security 'speed gates' will be installed at the base of the ramp to restrict access to the cycle parking area. The system will use RFID tags (or similar) to detect authorised users and verify only one cycle is present to avoid tailgating.

**Figure 6-4: Proposed Cycle Parking Layout – Basement**



#### END OF JOURNEY FACILITIES

- 6.2.13 Male and female changing rooms will be located adjacent to the long-stay cycle parking and will provide 574 lockers (two lockers per three parking spaces), 72 showers including two accessible showers (one shower per 12 cycle parking spaces) and six toilets including two accessible WCs.
- 6.2.14 As well as showering and changing facilities, it is proposed to include cycle maintenance facilities and water dispensers.
- 6.2.15 Considering that the scheme is a redevelopment of an existing building and that the majority of the basement structure is being retained, the layout has been designed to comply with LCDS as far as practicable, given the need to accord with London Plan requirements and the restrictions presented by the existing basement layout. Whilst LCDS states an aisle width of 2.5m should be achieved where accessing two-tier cycle racks, given the spatial and structural constraints of the existing basement, aisle widths in the range of 2.3m – 2.5m have been achieved. Testing was undertaken of cycle racks which identified that 2.3m is generous and allows for easy use of the upper tier.
- 6.2.16 As the proposals retain an existing basement and further excavation is not feasible, this approach to the cycle parking was agreed with LBC And TfL officers during pre-application discussions.
- 6.2.17 The proposed cyclist facilities will enable a higher cycle mode share and is a considerable increase and improvement compared to the existing layout.

#### SHORT STAY CYCLE PARKING

- 6.2.18 Short-stay cycle parking will be provided in line with the London Plan minimum cycle parking standards. The required short-stay cycle parking provision is set out in **Table 6-2**.

**Table 6-2: Proposed Short-stay Cycle Parking Provision**

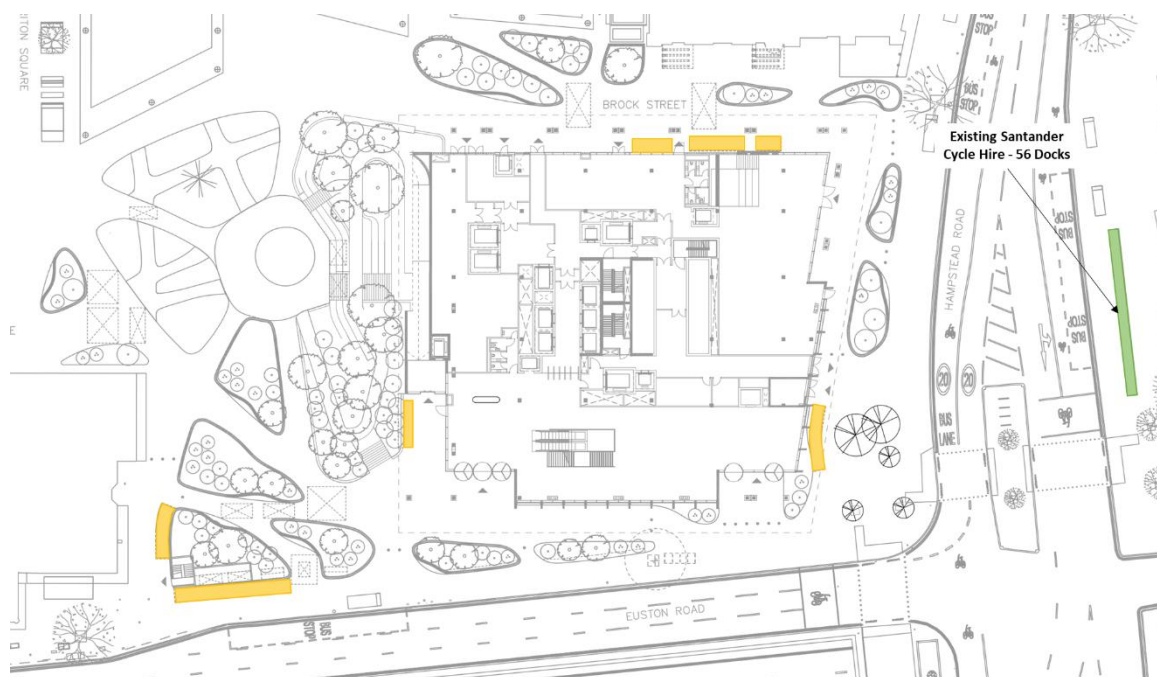
LAND USE	LONDON PLAN (MINIMUM CYCLE PARKING STANDARDS)	LONDON PLAN SHORT-STAY REQUIREMENTS	PROPOSED SHORT-STAY CYCLE PARKING SPACES
Class E - Office	first 5,000 sqm: 1 space per 500 sqm thereafter: 1 space per 5,000 sqm (GEA)	20	<b>89</b>
Class E – Life Science	1 space per 1,000 sqm	9	
Class E– Retail	1 space per 20 sqm (GEA)	39	
Class F1 – Public use	1 space per 100 sqm (GEA)	21	

- 6.2.19 The 90 short-stay cycle parking spaces will be provided within the surrounding public realm.
- 6.2.20 Two enlarged spaces to accommodate all types of cycle, including cargo bikes are proposed to be located to the south of the dedicated cycle access ramp.
- 6.2.21 The short-stay cycle parking spaces will be located within the public realm close to the building, as shown in **Figure 6-5**.





**Figure 6-5: Proposed Short-Stay Cycle Parking**



6.2.22 There is also an existing 56 dock TfL cycle hire station to the east of the Proposed Development.

#### **SUMMARY**

6.2.23 The Proposed Development will provide 862 long-stay cycle parking spaces made up of a mixture of cycle types to be compliant with policy and guidance. The short-stay cycle will be compliant with the with the policy set out in the London Plan and provide 90 spaces within the public realm at ground level.

6.2.24 There is also a 56 dock TfL cycle hire station to the east of the Proposed Development.

#### **CAR-FREE DEVELOPMENT**

6.2.25 The development is car-free; therefore, the development will discourage travel to the site using private cars. This will be secured via the s106.



## 6.3 KEY SERVICES AND FACILITIES

6.3.1 Several key services and facilities to complement the site location and physical design of the proposed development will also be implemented to encourage sustainable transport modes further. Details of each of the proposed key services are set out in turn below.

### **CYCLE MAINTENANCE FACILITIES**

6.3.2 Maintenance facilities for general use, including bicycle pumps and repair tools, have been included in the basement long-stay cycle store.

### **CYCLE TO WORK SCHEME**

6.3.3 The National Cycle to Work Scheme, enabling employees who wish to cycle to work to purchase a bike on a tax-free basis, will be promoted to all workplace occupiers for their employees' benefit. Implementation of this will be promoted by the TPC.

### **CYCLE TO WORK WEEK**

6.3.4 The Travel Plan Coordinator will organise a cycle to work week. The cycle to workweek will be promoted by the TPC and coordinated with the National Bike Week, where timescales permit.

### **CAMDEN CYCLING INITIATIVES**

6.3.5 There are a range of cycling initiatives that will be promoted, including through the travel leaflet. These include:

- ⊙ Try-a-bike loan scheme;
- ⊙ Camden Community Cycling Project which hosts community cycling sessions to help build cycling ability and confidence;
- ⊙ Adult Cycle Skills sessions are offered for a range of abilities by Camden Council as well as bike maintenance courses;
- ⊙ Promotion of Camden's Cycle Loan Scheme; and
- ⊙ Promotion of Led and Health Walks within Camden in line with the Camden 'Walking Action Plan'.

### **BICYCLE USER GROUP**

6.3.6 The TPC will initially set up a Bicycle User Group within the development, using an online platform like Strava or Love to Ride, which will enable users to set goals, log trips and participate in the cycling community within the building.

6.3.7 The key elements of this will be:

- ⊙ Social/ group activities:
  - Workplace challenges such as Bike Week's #7daysofcycling or #CycletoWorkDay;
  - Staff leader board (Strava groups have been successful in other offices); and



- Organised group rides.
  - ⦿ Creating a buddy scheme for people that wish to take up cycling;
  - ⦿ Disseminating information about cycling, such as information about the London Cycle;
  - ⦿ Campaign and availability of local cycle training sessions; and
  - ⦿ Organising bike maintenance.

#### **BIKE MAINTENANCE SERVICE**

- 6.3.8 An external bike maintenance service will be offered such as Dr Bike. Employees typically book a slot and are provided with a bike service and advice.

#### **INTEREST-FREE SEASON TICKET LOANS FOR EMPLOYEES**

- 6.3.9 Tenants will be encouraged to provide employee interest-free loans for the purchase of public transport season tickets.

### **6.4 SOFT MEASURES**

- 6.4.1 The site's location, its design and proximity to public transport services within the surrounding area should create the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the Travel Plan's success. Details of possible elements of the communication strategy are set out below.

#### **INDUCTIONS**

- 6.4.2 A key opportunity to change travel behaviours arises when a company moves offices, or a person moves to a new office. Inductions will be given to all employees to show them:
- ⦿ How to access the cycle parking and operate the access lifts;
  - ⦿ Where the cycle parking storage is, and how to use the top tier of the cycle racks; and
  - ⦿ The shower and changing facilities.





## EMPLOYER BENEFITS

- 6.4.3 All new tenants will be encouraged (if they don't already) to:
- Sign up to a Cycle to Work scheme, which enables cyclists to purchase a discounted bike, typically via a salary sacrifice scheme;
  - Provide the 20p mileage rate for employees cycling on business;
  - Tenants will be encouraged to provide employee interest free loans for the purchase of public transport season tickets. If offered, the provision of interest free season ticket loans could be communicated with employees through the travel leaflet; and
  - While flexible working practices tend to already be prevalent in offices since Covid-19 pandemic, the benefits of flexible working in terms of travelling outside of the peak congested hours will be encouraged to be promoted among individual tenants/occupiers.

## TRAVEL LEAFLET

- 6.4.4 Travel Leaflets will be made available electronically to tenants to distribute to their employees. The TPC will produce the Leaflet.
- 6.4.5 The communications activities to be undertaken include providing links to relevant journey planning information, such as public transport information on TfL's website and promoting the cycle access and parking facilities. This will be included in a Travel Leaflet distributed to employees and available to visitors.
- 6.4.6 A key role of the Travel Leaflet is to raise awareness of the sustainable travel initiatives being implemented through the Travel Plan including:
- Access initiatives: A high-quality map showing walking, cycling and public transport routes to/ from the site, together with the locations of key local facilities such as shops, services and restaurants – all of which will be accessible on foot. Additional sources of further information such as TfL's Journey Planner website and digital applications could also be provided;
  - Promotion of key services and facilities:
    - The location and access arrangements for cycle parking and maintenance facilities;
    - Camden's Try-A-Bike loan scheme;
    - Promotion of membership to the London Cycling Campaign (LCC): Promote the LCC, a cycle organisation with local groups throughout London. Details of the local LCC group together with membership information will be included within the Travel Leaflet;
    - Promotion of employee initiatives: Details of the Cycle to Work Scheme and the availability of interest-free season ticket loans (subject to occupier agreement);
    - Promotion of off-peak travel: The Travel Leaflet could contain information regarding the benefit of off-peak travel, especially avoiding public transport services at the busiest times; and
    - Promotion of Physical Activity and Wellbeing: Details of the local sports facilities and discounts with different outlets (gyms and sports shops).



- 6.4.7 The Travel Leaflet could also invite those wishing to raise specific transport-related matters to engage in discussions with the TPC. A copy of the Travel Leaflet will be available electronically via the TPC and updated regularly.

#### **NOTICE BOARDS**

- 6.4.8 Notice boards providing travel information to employees and visitors will be placed in prominent entrance locations.
- 6.4.9 The notice boards will include information such as on-site cycle parking locations, public transport provisions, and upcoming travel initiatives or events organised by the TPC.

#### **OCCUPIER WEBSITES - VISITOR TRIPS**

- 6.4.10 Individual occupiers will be provided with transport information that could be displayed on their websites to illustrate the public transport accessibility of the site to prospective visitors.



## 7 TRAVEL PLAN MANAGEMENT

### 7.1 TRAVEL PLAN COORDINATOR

7.1.1 To ensure that there is a site-wide adoption of the Travel Plan, the Travel Plan Coordinator (TPC) will be appointed to coordinate and oversee the delivery of the Travel Plan measures.

7.1.2 When the TPC is appointed contact details will be submitted to LB Camden travel planning officers at [travelplans@camden.gov.uk](mailto:travelplans@camden.gov.uk).

7.1.3 The TPC role will involve:

- ⦿ Giving a 'human face' to the Travel Plan, explaining its purpose and the opportunities on offer. This may include offering personalised journey planning advice and providing advice on transport-related subjects to occupants and visitors;
- ⦿ On-site coordination of data collection;
- ⦿ Helping establish and promoting the individual measures;
- ⦿ Providing on-site support, as required; and
- ⦿ Implementing any additional measures.

### 7.2 TRAVEL PLAN MANAGEMENT

7.2.1 In accordance with TfL guidance, this document has been designed to provide a general framework to be adopted by the management/building team. They will then be expected to adapt the Travel Plan Framework and implement the measures herein. It is recognised that potential occupiers may already have travel planning policies in place that are appropriate for the proposed development, for instance, if some occupiers are relocating from nearby premises.

7.2.2 Site-wide surveys will identify travel characteristics, and therefore detailed monitoring will not be required for individual tenant occupiers.

### 7.3 MARKETING

A good marketing strategy is key to the success of the Travel Plan. Tenants will be made aware of the Travel Plan prior to occupation and employees will be provided with information as part of their induction. Periodic updates will be made to tenants/employees detailing initiatives, such as Cycle to Work week.



## 8 MONITORING AND REVIEW

### 8.1 INTRODUCTION

8.1.1 A programme of monitoring and review will be implemented to evaluate the success of the Travel Plan. This will establish whether the agreed targets are being met. Monitoring and review will be the responsibility of the TPC.

### 8.2 MONITORING

8.2.1 It is not expected that significant monitoring will be required at the development, considering the scheme is car-free, and its design and on-site infrastructure will encourage and embed sustainable travel patterns.

8.2.2 Monitoring the Travel Plan will be undertaken through travel surveys to understand the changing nature of travel habits and the effectiveness of measures in working towards meeting the Travel Plan's objectives.

8.2.3 The TPC will coordinate the baseline travel survey in Year 1 to identify the initial travel mode share and adjust the Travel Plan targets, if necessary, in coordination with the LB Camden and TfL Travel Plan officers. Surveys will be then repeated in Year 3 and Year 5 to monitor progress against targets.

8.2.4 The surveys will comprise the following components:

- ⦿ Consultation with occupiers;
- ⦿ Questionnaire surveys of employees;
- ⦿ Pedestrian counts at the pedestrian entrances; and
- ⦿ Cyclist counts at the cycle access and the use of the cycle parking facilities.

8.2.5 The TPC will compile a monitoring report outlining the results of the monitoring process. The report will include the following information:

- ⦿ A summary of the Travel Plan objectives and targets;
- ⦿ How and when information has been gathered;
- ⦿ Modal split gathered on the travel survey;
- ⦿ Progress towards meeting targets; and
- ⦿ Future proposals for further refinement of the Travel Plan if required.

8.2.6 The monitoring report will be submitted to the LB Camden Travel Plan officers. The TPC will be responsible for coordinating the timing of the Travel Plan survey questionnaires, collating the results and submitting the monitoring report.

8.2.7 Once the Year 5 survey is undertaken and reported, the Travel Plan's monitoring requirements will have been completed.



### 8.3 REVIEW

- 8.3.1 The TPC will report the monitoring survey results within one month of the travel survey being undertaken. If appropriate, the targets and measures will be revised. The travel survey results, and revised targets will be included in the subsequent revisions of the Travel Plan. If the monitoring results identify that targets are not being met, remedial measures to encourage cycling will be implemented by the TPC. The TPC will report back to the LBC on an annual basis on how effectively the Travel Plan is in achieving its targets.





## 9 ACTION PLAN

9.1.1 The programme for the implementation of the Travel Plan measures is set out in **Table 9-1** and sets out tasks, intended implementation dates and responsibilities.

**Table 9-1 Action Plan**

Action	Target (values)	Funding	Indicator	Responsibility
<b>Prior to Occupation</b>				
Appointment of TPC	N/A	Developer	Appointment of TPC	Developer
Agree Travel Plan Objectives and Targets with LBC and TfL	N/A	Developer	Agreement being reached with LBC and TfL	TPC
Agree Travel Plan Measures and Travel Leaflet with LBC and TfL	N/A	Developer	Agreement being reached with LBC and TfL	TPC
Provision of cycle parking secured through planning	Policy compliant cycle parking	Developer	Completion of cycle parking available for employee use	Developer
Provision of active mode facilities	Showers, changing spaces and lockers	Developer	Completion of facilities available for employee use	Developer
<b>Upon occupation and throughout duration of Travel Plan</b>				
Dissemination of the Travel Leaflet to each workplace	N/A	Regent's Place Management	Travel Leaflet sent electronically	TPC
Install and update employee notice board	N/A	Regent's Place Management	Notice boards installed	Developer / TPC
Promote Cycle to Work scheme to employers	N/A	Regent's Place Management	Evidence of promotion activity/ uptake	TPC
<b>Year 1 Survey (one year after first occupation)</b>				
Undertake initial travel surveys	N/A	Regent's Place Management	Receipt of survey results	TPC
Agree target values for mode split with LBC and TfL	Target subject to negotiations with LBC and TfL	Regent's Place Management	Receipt of written agreement of targets.	TPC
<b>Years 3 and 5 Surveys</b>				
Undertake travel surveys and analysis every two years for the duration of the monitoring period and discuss results with LBC and TfL	N/A	Regent's Place Management	Receipt of survey results	TPC

