

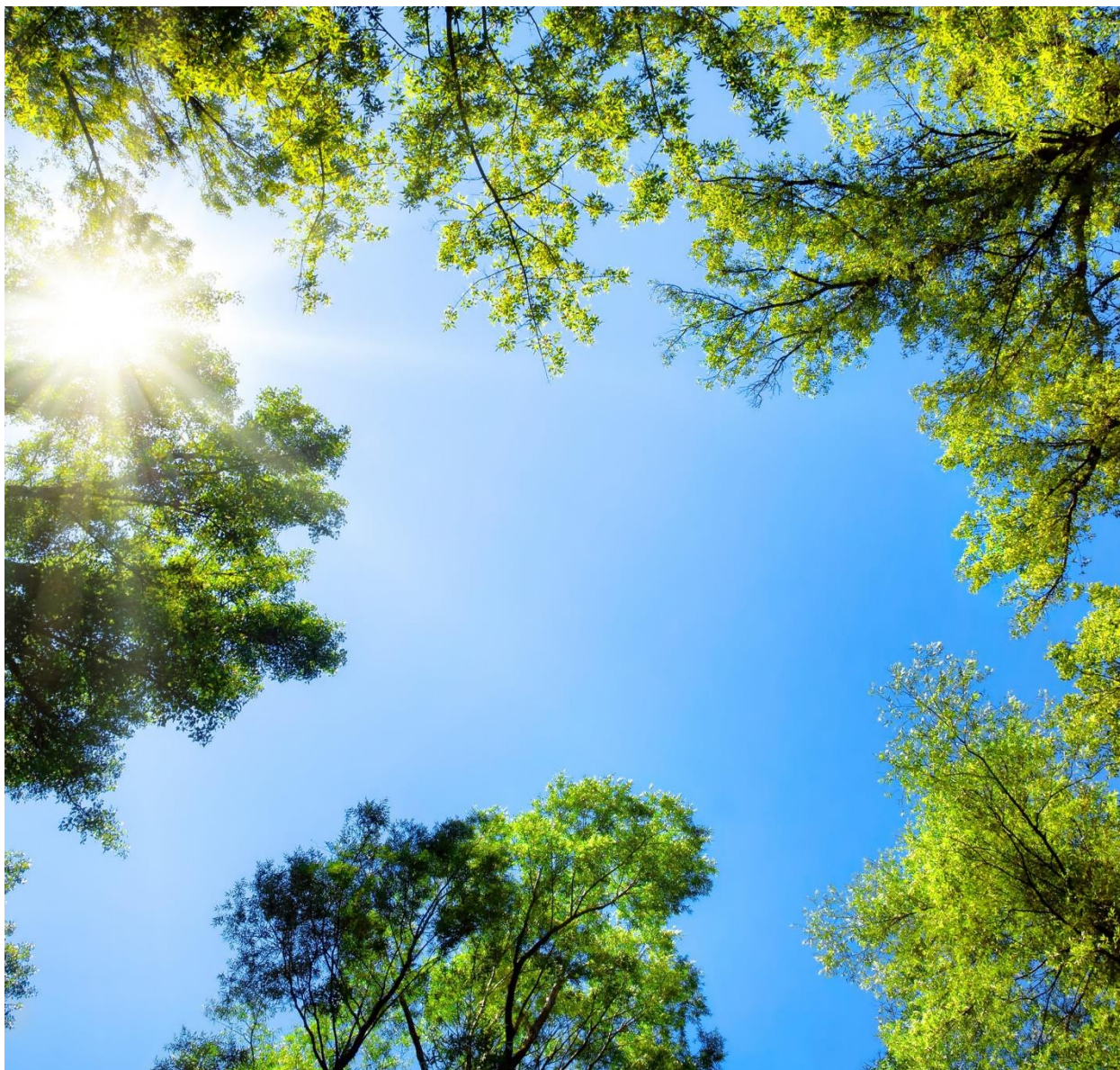
# 125 Shaftesbury Avenue

## Draft Framework Travel Plan

Prepared by Waterman

Submitted on behalf of VREF Shaftesbury SCS

November 2024



# **125 Shaftesbury Avenue**

## **Draft Framework Travel Plan**

November 2024

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## Quality Assurance – Approval Status

This document has been prepared and checked in accordance with Waterman Group's IMS (BS EN ISO 9001: 2015, BS EN ISO 14001: 2015 and BS EN ISO 45001:2018)

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## Comments

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<i>Pnn</i> Preliminary (shared; non-contractual)	S1 Coordination
<i>Cnn</i> Contractual	S2 Information
	S3 Review & Comment
	S4 Review & Authorise
	S5 Review & Acceptance
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## 1. Introduction

### Background

- 1.1 Waterman Infrastructure & Environment Ltd ('Waterman') has been appointed by VREF Shaftesbury SCS (the 'Applicant') to prepare a Travel Plan (TP) in support of an application for the proposed refurbishment of 125 Shaftesbury Avenue, London, WC2H 8AD (the 'Site'). The proposals seek to uplift the existing floor area by 10,434 sqm (GIA).
- 1.2 The local planning and highway authority are the London Borough of Camden (LBC). The proposed development is located within a 'Central Activities Zone' and is identified as being Inner London.
- 1.3 125 Shaftesbury Avenue is an existing building within the borough of Camden. The proposal aims to retain and extend upon the structural frame (c.75% of the existing the structure is proposed to be retained in situ), renew the external envelope to target 238,000 sqft of use class B1 office space on the upper levels. On the ground floor, it hosts several retail units including Nisbets and Salsa Bar.
- 1.4 A previous Planning Permission was permitted in 2018 (2016/5202/P) and has since lapsed.
- 1.5 The proposed site is located at 125 Shaftesbury Avenue, London, WC2H with an approximate grid reference E529955 N181103. It lies approximately 100m south of St Giles in-the-fields Church, 250m south of Centre Point / Tottenham Court Road Station (Central and Northern lines and Crossrail) and 250m north of Leicester Square Station (Northern and Piccadilly lines). The site covers an area of approximately 61m by 52m and is bounded by:
  - Charing Cross Road to the south west;
  - Shaftesbury Avenue to the south east;
  - Stacey Street to the north east; and
  - Phoenix Street to the north west.
- 1.6 The 0.359ha site lies within the London Borough of Camden and sits between the distinct character areas of Soho, Covent Garden, Seven Dials and Bloomsbury. It is not located within a Conservation Area, but is part of a small urban pocket surrounded by the Soho, Denmark Street and Seven Dials Conservation Areas.
- 1.7 The site is currently occupied by a basement, ground plus 10-storey building designed by Ian Fraser, John Roberts and Partners and completed in 1982. When the building was first completed, a retail arcade occupied much of the ground floor, providing a pedestrian route through the building. This was later closed after it failed economically and replaced by a single large retail unit. The site adjoins Trentishoe Mansions on Caxton Walk/Charing Cross Road and 119 Shaftesbury Avenue. The site also shares a light well with 24 Cambridge Circus and 84-86 Charing Cross Road (currently occupied by McDonalds). Tenants of these adjoining buildings currently enjoy rights of escape through the basement of 125 Shaftesbury Avenue.
- 1.8 The landmarks near to the site include St Giles in-the fields Church, Centre Point, Seven Dials and Central St Giles. The ongoing construction of Tottenham Court Road Station, the West End Project and Crossrail have transformed this West End location to attract further significant investment in the area.
- 1.9 The proposed development would contribute to the ongoing improvement and reinvention of this central London location.

## Development Proposal

- 1.10 A description of the proposed development is provided below:
- “Remodelling, refurbishment and extension of the existing building to provide Use Class E commercial and retail space, amenity terraces, a new public route, relocated entrances, cycle parking, servicing and rooftop plant along with associated highway, landscaping and public realm improvements and other associated works”*
- 1.11 The development proposals are for the proposed remodelling, refurbishment and extension at 125 Shaftesbury Avenue to provide a total area of 33,297 sqm GIA, split as 32,435 sqm of commercial use (office) and 862 sqm of retail use. This represents an overall total space uplift of 10,434 sqm GIA.
- 1.12 The existing basement ramp access from Stacey Street and the basement car park (21 marked bays) would be removed and the ground floor loading bay would be extended to facilitate off-street delivery and servicing. Cycle parking would be provided in accordance with the London Plan 2021 standards.
- 1.13 To enhance the public realm around the Site, Stacey Street between New Compton Street and Shaftesbury Avenue would be restricted to one-way southbound movements and Phoenix Street would be closed to vehicular traffic, remaining open for cycles and pedestrians.

## Guidance

- 1.14 This TP has been prepared with reference to the good practice and guidance documents published by Transport for London ('TfL'), the London Plan (2021) and with reference to Camden Local Plan (2017) and Camden Planning Guidance – Transport.

## What is a travel plan?

- 1.15 A Travel Plan is a dynamic management tool which brings together transport and other land use issues in a co-ordinated strategy. The emphasis in a Travel Plan is on increasing the choice of methods of travel and encouraging their use whilst reducing single occupancy car usage. A Travel Plan involves the development of a set of measures which could bring several benefits to the future employees of the proposed development.
- 1.16 A Framework TP is produced when the end occupier of a development is unknown and specific measures and targets cannot be set at the time of producing the report.
- 1.17 Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the proposed development.
- 1.18 TPs are an important element of the Government's integrated transport strategy and are a means of managing the transport impacts of developments and implementing initiatives to reduce identified adverse effects of such transportation.

## Why do we have a travel plan?

- 1.19 While there are a wide range of benefits that can result from the operation of a TP, their implementation is increasingly being required within the planning system as a condition, or requirement, associated with the proposed development.

## Benefits of travel plans

- 1.20 The most easily identifiable benefits of TPs are those that are directly related to reductions in vehicle use; namely proportionally less congestion, noise, air pollution and accidents.
- 1.21 There are a broader range of more intangible benefits that can accrue from the implementation of
- 1.22 TP initiatives. Depending on the characteristics of each development, such benefits can include:
- Energy savings - through removal of fossil fuel use;
  - Increased use of public transport – through TP initiatives;
  - An improved environment for pedestrians and cycles;
  - Cost savings; and
  - Improved quality of life - through time savings achieved because of less congestion and reduced stress.

## Aim and approach

- 1.23 The principal aim of the TP for the proposed development is to increase the use of walking and cycling, as the majority of trips to the Site are likely already via sustainable modes.
- 1.24 The TP is to take into consideration the existing transport conditions relevant to the proposed development and the surrounding environment, and secondly, to propose several measures designed to increase travel awareness and to effectively manage and increase sustainable transport use.
- 1.25 In advance of occupation of the Site, the journey origin and mode of transport of employees cannot be determined and therefore, this initial version of the TP is focussed on setting out principles and objectives to future occupiers and introducing key elements such as the Travel Plan Co-ordinator (TPC), thereby providing a framework on which to base future iterations of the TP.
- 1.26 Travel information relating to bus and train services as well as cycle/pedestrian routes would be provided to occupiers of the Site, prior to occupation.

## Travel Plan Structure

- 1.27 The structure of this Framework Travel Plan is as follows:
- Section 2 – Site and Surroundings
  - Section 3 – Proposed Development
  - Section 4 – Predicted Travel Patterns
  - Section 5 – Objectives
  - Section 6 - Travel Plan Measures
  - Section 7 – Targets and Monitoring

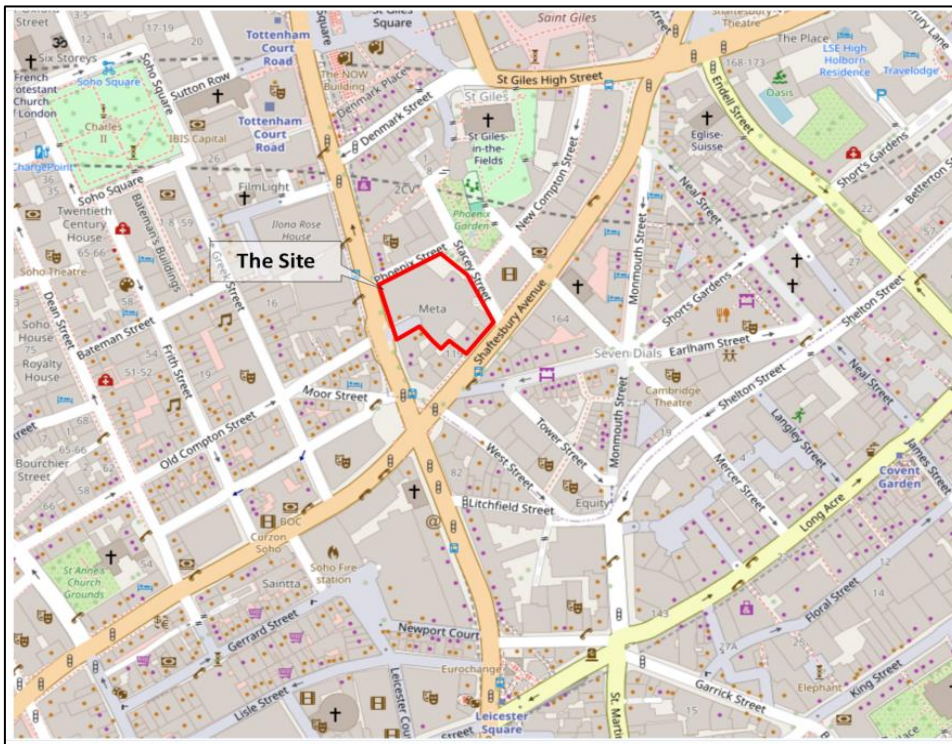


## 2. Travel Plan Structure

### Site Context

- 2.1 The Site is bordered by Phoenix Street to the north, Stacey Street to the east, Shaftesbury Avenue to the south and Charing Cross Road to the west.
- 2.2 The site is located circa 0.2 miles to the South of Tottenham Court Road Station, circa 0.2 miles to the North of Leicester Square Underground Station, circa 0.3 miles to the East of Piccadilly Circus Underground Station and circa 0.3 miles to the West of Covent Garden Underground Station.
- 2.3 The Site's location is shown in Figure 1.

Figure 1: Site Location Plan



Source – Open Street Map

### Walking

- 2.4 Pedestrian access to the site is currently taken from Charing Cross Road and Shaftesbury Avenue.
- 2.5 The Site benefits from excellent existing provision of pedestrian infrastructure within the local area surrounding the Site. Existing footways are between 3-6 metres wide, providing a consistent level gradient along both sides of Shaftesbury Avenue. A Pedestrian Comfort Assessment of the existing footway along the Sites frontage on Shaftesbury Avenue outlined in Section 5, indicates there is a pedestrian comfort rating of A (a rating of A is classified as comfortable for all areas).
- 2.6 Several crossing points are available along Charing Cross Road and Shaftesbury Avenue including a crossing at the junction connecting Charing Cross Road with Shaftesbury Avenue. There is also controlled crossing on Charing Cross Road. There is also street lighting along the road.

- 2.7 There is a proposed route between Charing Cross Road and Stacey Street which could be called Caxton Walk. Ownership and management of the proposed cut-through will have to be agreed with LBC. If adopted, LBC stock materials and furniture could be required.
- 2.8 The Chartered Institution of Highways and Transportation ('CIHT') published the guidance document 'Planning for Walking' (2015), which sets out the considered desirable thresholds for a pedestrian walking environment.
- 2.9 The document defines a 'walkable neighbourhood' as an area with the majority of amenities within 800m walking distance. The document also sets out a desired threshold of 1,600m for walking journeys, although acknowledges people may travel in excess of this as part of commuting trips.
- 2.10 There are amenities and facilities within 800m walking distance of the Site to meet the future site users' day-to-day needs. These amenities are outlined below in Table 1:

Table 1: Day-to-day Amenities within Walking Distance from the Site

Destination	Distance
<b>Food Store/Retail</b>	
Foyles Book Shop	65m
TK Maxx	80m
Londis	130m
Sainsbury' Local	230m
<b>Green space/leisure/gym facilities</b>	
The Phoenix Garden	*Adjacent to the Site
Soho Square Gardens	300m
Digme Fitness	120m
Nuffield Health Centre	450m
Oasis Sports Centre	300m
<b>Hot Food Outlets</b>	
7 Dials Market	240m
The Montagu Pike	*Adjacent to the Site
Soho (which has numerous hot food outlets)	250m
<b>Public Transport</b>	
Cambridge Circus Bus Stop	50m
Tottenham Court Road Underground Station	300m
Leicester Square Underground Station	300m
Covent Garden Underground Station	400m

- 2.11 Overall, the Site is well located to provide access to key local facilities which would meet Site users day-to-day needs.

## Cycling

- 2.12 Overall, the Site is well located to provide access to key local facilities which would meet Site users day-to-day needs.
- 2.13 The Site benefits from excellent cycle connections within the surrounding areas. There are cycle lanes on Charing Cross Road and Shaftesbury Avenue which are merged with bus lanes or cars.
- 2.14 Furthermore, Cycleway 10 (C10) runs to the east of the Site. C10 runs along Endell Street and provides a cycle route from Euston Square to Bermondsey, with large sections of segregation. C10 also connects with C27 which connects Ladbroke Grove to London Fields and the C3 which runs along the River Thames between Blackfriars Bridge and Houses of Parliament.
- 2.15 An extract from TfL's online interactive map is shown in Figure 2.

Figure 2: Map of London Cycleways in relation to the Site.



- 2.16 Five London Cycle Hire Docking Stations are provided in the vicinity of the Site. These London Cycle Hire Docking Stations can be found in the following locations:
- Moor Street circa 120m to the west of the Site – 16 cycles/docking spaces available;
  - Firth Street circa 190m to the west of the Site – 17 cycles/docking spaces available;
  - Earnshaw Street circa 300m to the north of the Site – 18 cycles/docking spaces available;
  - High Holborn circa 350m to the east of the Site – 19 cycles/docking spaces available; and
  - Soho Square circa 350m to the north of the Site – 50 cycles/docking spaces plus 5 electric cycles available.

## Public Transport

### PTAL Assessment

- 2.17 TfL's WebCAT tool has been used to derive a Public Transport Accessibility Level (PTAL) for the day. PTAL scores range from 0 to 6b, where 6b is the highest score achievable. The site is located in an area with a PTAL rating of 6b, the highest achievable.

### Bus Services

- 2.18 The closest bus stop to the Site is Cambridge Circus (Stop D) is located on Charing Cross Road, within 50m of the Site. Cambridge Circus (Stop D) serves to the south bound services of bus route 14, 24, 29 and 176 as well as night bus route N5, N19, N20, N29, N38, N41 and N279 Northbound services are accessible from bus stop Denmark Street (Stop A) on Charing Cross Road, within 100m of the Site.
- 2.19 Furthermore, bus stop Tottenham Court Road is located on Oxford Street, circa 300m to the north west of the Site and serves bus routes 55, 73, 98 and 390 as well as night bus route N8, N25, N55m N73, N98 and N207.
- 2.20 These services provide frequent and direct connections to several destinations including Victoria, Battersea Bridge, Putney Heath, Trafalgar Square and Penge. A summary of the daytime services is provided in Table 2.

Table 2: Local bus services operating in the vicinity of the Site

Service	Towards	Frequency		
		AM Peak	Off Peak	PM Peak
14	Russell Square	6	6	6
	Putney Heath	6	6	6
24	Royal Free Hospital	6	6	6
	Grosvenor Road	7	7	7
29	Trafalgar Square	10	10	10
	Wood Green Station	9	9	9
55	Oxford Circus Station	9	9	9
	Walthamstow Bus Station	8	8	8
73	Stoke Newington Common	9	9	9
	Holles Street	10	10	10
98	Red Lion Square	7	7	7
	Willesden Bus Garage	7	7	7
176	Penge	6	6	6
390	Victoria Bus Station	6	6	6
	Archway Station	6	6	6
<b>Total</b>		<b>112</b>	<b>112</b>	<b>112</b>

- 2.21 Table 2 demonstrates there is a good number of high frequency bus services within easy walking distance of the Site, which connect the Site with several key destinations.
- 2.22 The local bus stops include a shelter, seating, timetable information, bins nearby and are illuminated by local street lighting.

### Underground and Rail

- 2.23 The Site is well located in terms of access to London Underground Stations, with the following stations within a 400m walking distance from the Site:
- Tottenham Court Road Underground Station – 300m to the north of the Site.
  - Leicester Square Underground Station – 300m to the south of the Site.
  - Covent Garden Underground Station – 400m to the southeast of the Site.
- 2.24 Tottenham Court Road Underground Station is served by the Central, Northern and Elizabeth lines, Leicester Square Underground Station is served by the Northern and Piccadilly lines and Covent Garden Underground Station is served by the Piccadilly line.
- 2.25 Tottenham Court Road Underground Station is categorised as a ‘green’ step-free station, with the smallest gap between platform and the train (0 – 50mm), with mini-ramps being available to assist access onto the Northern and Elizabeth lines and a boarding ramp being available to assist with access onto the Central Line.
- 2.26 Rail services in the area have been enhanced with the completion of the Elizabeth Line (Crossrail) in May 2022. The nearest Elizabeth station to the Development is Tottenham Court Road, which is approximately 300m to the north. From here the Elizabeth line links to, amongst other destinations, Reading, Heathrow Airport, Maidenhead, Slough, Ealing, Paddington Station, Liverpool Street Station, Stratford, Canary Wharf, Shenfield and Abbey Wood.
- 2.27 The Site can therefore be considered highly accessible to underground and rail services, with the majority of trips likely being distributed across each of the stations noted above.

### Highway Network

- 2.28 To the west of the Site, Charing Cross Road is a two-way single carriageway road running on a south-north alignment between a signalised junction with A401 Shaftesbury Avenue to the south and a signalised junction with A400 Holborn to the south.
- 2.29 Charing Cross Road is street-lit and subject to a 20mph speed limit in the vicinity of the site. Double yellow lines and double yellow kerb markings are present on both sides of the road in the vicinity of the Site. Charing Cross Road is predominantly c.10m wide with footways provided on both sides of the road. The road benefits from the provision of on street cycle lanes adjacent to the carriageway.
- 2.30 To the south, A4001 Piccadilly Circus is a two-way single carriageway, running on a broadly east-west alignment. The road is street-lit and subject to a 20mph speed limit in the vicinity of the Site with footways provided on both sides of the road. There are advisory cycle lanes along A4001 Piccadilly Circus which merge with bus lanes to provide cycles with a route free from traffic except buses. However, this finishes at the junction connecting A4001 with A400.
- 2.31 Stacey Street to the east of the site provides two-way access to the service yard and basement level of the building. There is on-street residents parking along Stacey Street.

### 3. Proposed Development

#### Overview

- 3.1 The development proposals consist of the remodelling, refurbishment and extension of existing office and retail building (Class E commercial and retail space), including terraces, a new pedestrian walkway, a relocated office entrance (Charing Cross Road), rooftop plant and flexible retail uses (Class E commercial and retail space), along with associated highway, landscaping and public realm improvements.
- 3.2 On the ground floor some of the existing retail floor space would be removed to provide an expanded lobby area for the office floor space that would front onto Charing Cross Road. The other ground floor retail units would be refurbished into flexible A1 (non-food)/A3 retail units. Full details are given in the planning drawings.
- 3.3 The existing and proposed land uses associated with the Development are shown in Table 3 on a GIA basis and excluding the plant, servicing and BoH areas in the basement and on floor 7 as required for cycle parking and transport trip generation calculations.

Table 3: Existing and Proposed Area Quantum (GIA)

Use Class	Existing	2024 Application	Difference
Commercial (Office)	18,113 sqm	32,435 sqm	+14,322 sqm
Retail	3,189 sqm	862 sqm	-2327 sqm
Restaurant	1,561 sqm		-1,561 sqm
Total	22,863 sqm	33,297 sqm	+10,434 sqm

- 3.4 Further details regarding the proposed changes of building can be found in the Design & Access Statement document submitted as part of the planning application.
- 3.5 Public realm improvements, including a new pedestrian walkway through the site, linking New Compton Street and Stacey Street to Charing Cross Road, are proposed around the site.
- 3.6 The proposed development would be car free with the basement vehicular ramp and car park (21 spaces) to be removed to offer extensive improvements to the basement in terms of trip end facilities (cycle parking, changing rooms, showers, lockers) and a redesigned loading bay.

#### Access

- 3.7 The main pedestrian access to the office element of the Development would be relocated from Shaftesbury Avenue to Charing Cross Road, with access into the reception area from the new pedestrian route. The ground floor retail units would front onto Shaftesbury Avenue, Charing Cross Road, Phoenix Street, and Stacey Street and into the new pedestrian route.
- 3.8 The access would lead into the main reception area. There would be step free access for employees and visitors with mobility issues.
- 3.9 Delivery and service access to the site would be taken from the rear of the site from Stacey Street while access to the cycle store would be taken from Phoenix Street.

## Cycle parking

- 3.10 As discussed with LBC Highways during pre-application engagement, the proposals should aim at improving the current cycle parking provision, with a view to meet LBC current cycle parking standards (20% above London Plan standards).
- 3.11 The proposed number of cycle parking spaces represents over three times the amount currently provided on site and is in-line with the London Plan 2021 standard (also BCO / BREEAM compliant).

## Long Stay

- 3.12 The long-stay cycle parking provision is split over two separate stores in the basement (for office use, accessed from Phoenix Street via an automated cycle staircase ramp and LCDS compliant lift), and an additional room at ground level (for the retail and affordable workspace units, accessed from the new public route). A total of 452 spaces to be provided, split as follows:
- Long Stay Office – 430 spaces:
  - Standard cycles: 364 in two-tier format (83%)
  - Folding cycles: 44 (12%)
  - Non-standard / large / adapted cycles: 22 (5%)
  - Long Stay Retail – 16 spaces
  - Long Stay Affordable Workspace – 6 spaces
- 3.13 Trip end facilities include 430 lockers and 43 showers for the office use at basement level and 22 lockers and 2 showers for the retail and affordable workspace units at ground floor level.

## Short Stay

- 3.14 The proposed short stay cycle parking for the Office use would include a total of 16 spaces, to be provided in the form of folding bike spaces in the BMO office.
- 3.15 There is no requirement for the Affordable Workspace as threshold not exceeded.
- 3.16 The retail use short stay requirement is between 18 (if using Class A1) and 41 spaces (using Class A2-A5), however there is limited space within the public realm to position the required retail short stay cycle spaces.
- 3.17 Contribution towards the shortfall of short stay retail spaces would therefore be negotiated as part of the S106 agreement.

## Car parking

- 3.18 The proposed development is car-free in nature and as such, the existing 21 basement car parking spaces and the access ramp would be removed. With regards to disabled parking provision, this is currently being discussed with LBC Highways and is anticipated to be provided on street as part of future area improvements.
- 3.19 It should be noted, Tottenham Court Road station and Covent Garden station provide step-free access between platform and train (between 0-50mm) with access from platform to train by boarding ramp for some services. There is also step free access from nearby bus stops along Charing Cross Road and Shaftesbury Avenue. Therefore, the Site is accessible by public transport for those with mobility issues.

### **Delivery, Servicing and Refuse**

- 3.20 All office servicing and all refuse collection would take place from a new service yard entrance accessed directly from Stacey Street to the south of the New Compton Street junction and the new pedestrian walkway.
- 3.21 The service yard has been designed to accommodate two large vehicles, including a 7.5m box van and a 10m refuse vehicle. In addition, there is space for two cargo bikes.
- 3.22 All servicing would be managed through the implementation of a Delivery and Servicing Management Plan, which would be submitted as part of the application.
- 3.23 The loading bay would be used to store the wastes arising from all uses, with all uses sharing bins. There would be additional storage provision at basement level for use in the event of missed collections. Weigh scales would be used to record each tenant's waste arisings.
- 3.24 Daily collection of wastes is proposed (Monday to Friday). There would be sufficient waste storage capacity to hold two-days' worth of waste to provide contingency, in case of missed collection. The contingency bins would be stored at basement level and brought to ground level using the nearby goods lift if required. A wheeled bin press would be used on residual waste and recyclables bins to reduce the number of bins to be serviced each day, a second wheeled bin press would be located in the basement for use in the event of breakdown of the unit in the loading bay.
- 3.25 A separate Operational Waste Management Strategy document, containing more information about all waste matters, would be submitted as part of the planning application.



## 4. Predicted Travel Plans

- 4.1 Upon full occupation of the Site, an initial travel survey would be undertaken to determine how people travel to/from the Site.
- 4.2 In the absence of this initial travel survey, the 'method of travel to work' mode share for output area Camden 028 would be used to inform the baseline position and develop the initial targets.
- 4.3 The proposed development would remove the existing 21 space basement car park and therefore the modal splits have been adjusted to reflect the car-free nature of the development. The car mode share has been redistributed in direct proportion to the other modes.
- 4.4 The adjusted mode share is presented in Table 4.

Table 4 Workplace Adjusted Mode Share

Mode	Census 2021	Adjusted Census 2021
Underground	36%	40%
Train	21%	24%
Bus	13%	14%
Taxi	1%	1%
Motorcycle	1%	1%
Car Driver	10%	0%
Car Passenger	1%	1%
Bicycle	9%	10%
On Foot	8%	9%

## 5. Objectives and Targets

### The focus of the travel plan

- 5.1 This TP is focussed on employees and workplace travel, therefore most of measures proposed within the plan are intended to encourage individuals to vary, or change, to more sustainable methods of transport where appropriate.
- 5.2 Due to the site's excellent accessibility to public transport (PTAL 6b), the majority of Site users are already expected to use sustainable modes of transport. The existing site has a 21-space basement car park which would be removed as part of the proposed development. Therefore, the focus of this TP is to ensure that employees have access to the most sustainable option for travel.

### Objectives

- 5.3 The objectives of this TP have been informed through TfL's travel planning guidance. The objectives of this TP are set out below:
- To influence travel behaviour in favour of sustainable forms of travel;
  - To encourage site users to move up within the sustainable transport hierarchy (e.g from public transport to walking and cycling);
  - To help improve the health of employees; and
  - To monitor travel patterns and ensure travel by sustainable modes is maintained.

## 6. Travel Plan Initiatives

### Overview

- 6.1 A TP is essentially a series of initiatives that are introduced to provide people with an enhanced range of transport opportunities.
- 6.2 Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the proposed development.

### Travel plan co-ordinator

- 6.3 Allocated time would be needed to set up and run the TP. This is best achieved by the Applicant appointing an individual or consultant with the duties of the TPC (Travel Plan Coordinator), who would be responsible for the management and maintenance of the TP.
- 6.4 The Applicant would ensure the TPC would have sufficient authority, resources and capability to implement, manage and ensure compliance with the TP.
- 6.5 The TPC would be responsible for:
  - Overseeing the proposed development and implementation of the TP and for promoting the objectives and benefits of the TP;
  - Designing and implementing effective marketing and awareness raising campaigns to promote the TP;
  - Co-ordinating the necessary data collection required to develop the TP, which includes arranging for any Travel Survey to be carried out to establish travel patterns at the Site and devising possible incentives for employees to complete and return their questionnaires;
  - Collation of all the Travel Survey information and entering it onto a database to help identify travel requirements and set targets for reducing single occupancy car trips and increasing sustainable travel modes;
  - Acting as a point of contact to all employees and visitors requiring information in relation to sustainable travel as well as for exchanging ideas and best practice with other organisations;
  - Liaising with LBC and local public transport operators;
  - Obtaining the most up-to-date information at the Site in relation to site-wide measures and initiatives (including TP information and passing this on to all employees);
  - Co-ordinating the monitoring programme of the TP and producing Monitoring Reports;
  - Providing information for the mobility impaired to access the Site; and
  - Promoting sustainable transport to and from the Site.

### Provision of travel information

#### Travel Information Pack

- 6.6 A Travel Information Pack (TIP) would be provided to all staff upon employment. A TIP would set out information on travel options to and from the site and would be made available as an electronic version. The TIP would contain the following information:
  - Description of what a Travel Plan is and details of the TPC.
  - Details of useful travel apps (such as Citymapper, TfLGo and Google Maps).
  - Maps of the neighbouring walking and cycling network.

- Information on nearby Santander cycle hire stations.
- Details of the on-site cycle parking facilities.
- Bus timetable and route maps.
- Underground and National Rail timetables.
- Information on local car clubs and permit requirements for disabled parking.

### Noticeboards

- 6.7 A noticeboard would be provided within the reception which would contain maps of the neighbouring walking and cycling network and timetable information for buses, underground and rail services. Information on any change in service would be provided on the noticeboard. The noticeboards would be kept up to date by the TPC.

### Mobile Apps

- 6.8 Staff would be informed on how to travel to and from the site by mobile apps with live departure information such as Citymapper, TfLGo and Google Maps.

### Encouraging walks

#### Walking Works Staff Challenge

- 6.9 The TPC would organise Walking Works Staff Challenges. The challenges would be a selection of weekly walking challenges tailored to the occupiers. The aims of the challenges would be to promote physical activity, support mental health, boost morale and promote staff cohesion.

#### Walking User Groups

- 6.10 Walking User Groups (WUGs) can be set up which would allow staff who commute on-foot to meet and discuss any issues of walking to work. Minutes arising from these meetings can be shared with the TPC who can action measures to further encourage walking to work.

### Encouraging cycling

#### Cycle parking facilities

- 6.11 Cycle Parking would be provided in-line London Plan 2021. Cycle parking would be provided as a mixture of vertical racks, Sheffield stands and stands suitable for larger/adapted cycles. Short stay cycle parking would also be provided.
- 6.12 To support the on-site cycle parking, there would be changing facilities, showers and lockers on-site.

#### Cycle to Work Scheme

- 6.13 Employers would be encouraged to sign up to the Bike2Work Scheme. The Bike2Work Scheme allows employees to save up to 48.25% on a new bike by purchasing the bike through a loan from their employer which is then paid back on a monthly basis.

#### Bicycle User Groups

- 6.14 Bicycle User Groups (BUGs) can be set up which would allow staff who commute by bicycle to meet and discuss any issues of cycling to work. Minutes arising from these meetings can be shared with the TPC who can action measures to further encourage cycling to work.

### **Encouraging public transport**

- 6.15 The Site is located in an area with a PTAL rating of 6b which is the highest achievable score and indicates excellent accessibility to public transport. However to further support travel by public transport, the following measures can be explored.

#### **Season ticket loans**

- 6.16 Season Ticket Loans can be provided to staff which would allow staff to purchase tax free season tickets for bus, underground and national rail services. The season ticket loan would be paid back directly from the employees month or weekly pay.

#### **Travel apps**

- 6.17 Staff would be encouraged to download Travel Apps that provide live departure information through the TIP. Existing live departure Travel Apps include Citymapper, TfLGo and Google Maps.

### **Discouraging car use**

- 6.18 The proposed development would remove all existing basement car park spaces (21 spaces in total). On-street disabled parking provision is being discussed with LBC Highways as part of area wide improvements. The reduction in available car parking spaces would be the primary deterrent to driving to and from the site.
- 6.19 To further reduce travel to the site, flexible working from home would be encouraged which would mean staff would work from home on certain days, reducing the number of individuals travelling to the site on any given day.

### **Reducing the impact of delivery and servicing**

- 6.20 A Delivery and Servicing Management Plan has been submitted alongside this TP, which sets out measures to reduce the impact of delivery and servicing on the proposed development. However the TP could encourage the following:
- Green vehicles – The TPC would encourage occupiers to use freight companies who operate a fleet of green vehicles (electric or low emission vehicles).
  - Consolidation – The TPC would encourage consolidation for common or repeat deliveries, such as stationary or toiletries associated with the Site management. This can reduce the number of daily deliveries to the Site. Consolidation centres currently operate in Camden.

## 7. Targets and Monitoring

### Targets

- 7.1 Targets are included in a TP to help achieve the objectives. In accordance with TfL's guidance, targets be SMART, in that they are Specific; Measurable; Achievable; Realistic and Time-bound.
- 7.2 The targets of this TP would support the objectives of the Mayors Transport Strategy set out below: '80 per cent of all trips in London to be made on foot, by cycle or using public transport by 2041 Vision Zero is setting the goal of reducing the number of people killed in, or by, London buses to zero by 2030'.
- 7.3 It is noted in the absence of the results of the initial travel questionnaire surveys (to be undertaken within 6 months of first occupation of the Site), indicative targets would be set, which would be refined once the baseline travel patterns have been established.
- 7.4 Following the baseline travel survey, mode shift targets would be set by the TPC and agreed with LBC.
- 7.5 TPs are evolving documents that need to remain adaptable to changing working practices and local conditions and therefore, the plan targets would be given over varying timescales.

### Proposed Targets

- 7.6 The proposed interim targets are as follows:
- Target 1 – To make 75% of staff aware of the Travel Plan, its aims and objectives;
  - Target 2 – To increase the number of staff and visitors cycling to the site by 5% in 5 years; and
  - Target 3 – To increase the number of staff and visitors walking to the site by 5% in 5 years.

### Monitoring

- 7.7 On-going monitoring of the TP is necessary to ensure its continuous effectiveness. This would be the responsibility of the TPC.
- 7.8 A Travel Survey would provide a baseline situation for setting appropriate modal shift targets to be met over the proposed 5-year timeframe of the TP and repeated in years 1, 3 and 5 from agreement and commencement of the TP.
- 7.9 This information would be included in a Monitoring Report (also known as a Progress Report), which would be prepared and submitted for consideration after the travel surveys.
- 7.10 This Monitoring Report would include the following:
- Organisation's name and address;
  - Detailed information and evidence on the measures used and implemented to promote the TP and its objectives;
  - Travel Survey results with comparative data and analysis;
  - Details on cycle parking usage/parking usage;
  - Action Plan; and
  - Details of any changes to the Site.

- 7.11 The TPC would collate the results of the Travel Survey and this information, together with the proposed baseline targets, would be detailed in the Monitoring Report.
- 7.12 Where targets are not met, the TPC would discuss and agree a plan of action, which would indicate how any deficiencies in the operation of the TP would be met.
- 7.13 The TPC would review and monitor the TP at Years 1, 3 and 5, setting out whether the travel habits of employees are meeting the objectives and targets. This information would be included in the annual Monitoring Report.
- 7.14 An Action Plan for the TP is set out within Table 4.

**Table 4: Measures and monitoring for the TP**

Objectives	Target	Measures	Timescales	Responsibility	Monitoring progress towards target
To influence travel behaviours in favour of sustainable forms of travel	Increase walking and cycling by 5% over a 5-year period.	Provide bus, underground and rail maps and timetables	At employment	TPC	Baseline travel survey plus monitoring surveys 1, 3 and 5 years after the baseline survey.
		Promote smartphone apps such as Google Maps, TfL Go and Citymapper			Baseline travel survey plus monitoring surveys 1, 3 and 5 years after the baseline survey.
		WUGs and Walking to Work Challenges			Information to be reviewed every 12 months and updated if necessary.
To encourage site users to move up within the sustainable transport hierarchy	Increase walking and cycling by 5% over a 5-year period.	Secure, covered and illuminated cycle parking are provided	Prior to occupation	TPC	Usage of cycle parking to be monitored yearly.
		Cycle and pedestrian route information provided			Information to be reviewed every 12 months and updated if necessary.
		Cycle to work scheme and promote free cycle training			Baseline travel survey plus monitoring surveys 1, 3 and 5 years after the baseline survey.
To improve health of employees	To make 75% of staff aware of the TP.	Promote health benefits of walking and cycling	At occupation	TPC/Applicant	Baseline travel survey plus monitoring surveys 1, 3 and 5 years after the baseline survey.
		WUGs/BUGs			Baseline travel survey plus monitoring surveys 1, 3 and 5 years after the baseline survey.
		Provision of travel information and mobile apps			Baseline travel survey plus monitoring surveys 1, 3 and 5 years after the baseline survey.
		Green vehicles/delivery consolidation/cargo bike deliveries			Yearly monitoring of deliveries, including the type of vehicles.
To monitor travel patterns	Increase walking and cycling by 5% over a 5-year period.	Baseline monitoring	Six months after occupation	TPC	Baseline monitoring six months after first occupation.
		Follow up monitoring	Years 1, 3 & 5	TPC	Follow up travel surveys years 1, 3 and 5 after occupation and preparation of monitoring reports.

### Securing the travel plan and funding

- 7.15 The Applicant will ensure that the TPC would be provided with sufficient resources to implement the TP.
- 7.16 The commitment to deliver the TP is to be secured through an appropriately worded Section 106 legal obligation.





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