

MAGNA

FRAMEWORK TRAVEL PLAN
PROPOSED HOTEL DEVELOPMENT
8-9 SPRING PLACE, LONDON, NW5 3ER

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REPORT CONTROL SHEET

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1 INTRODUCTION

1.1 Purpose Of Report

1.1.1 Magna Transport Planning Ltd has been appointed to prepare this Framework Travel Plan (FTP) in support of a planning application for the proposed change of use from the extant office use (Use Class E) to a hotel (Use Class C1) at 8-9 Spring Place, Camden.

1.1.2 This FTP sets out a strategy towards the sustainable travel options and measures for the proposed development. This FTP is a live document and will be updated once the development is occupied and baseline travel surveys have been undertaken. These baseline travel surveys will be undertaken within six months of the first year of meaningful occupation of the proposed development.

1.1.3 This TP is primarily aimed at the staff, as they will be undertaking regular journeys to and from the development, thus creating an opportunity to influence their travel behaviour.

1.2 Structure of Report

1.2.1 Chapter 2 outlines the site location and accessibility by non-car modes of transport.

1.2.2 Chapter 3 outlines the baseline travel patterns for the site.

1.2.3 Chapter 4 describes the proposed development.

1.2.4 Chapter 5 sets out the objectives and targets of the TP.

1.2.5 Chapter 6 outlines the TP management strategy.

1.2.6 Chapters 7 and 8 sets out the measures for staff and guests respectively, that will be implemented to help achieve the objectives and targets of the TP.

1.2.7 Chapter 9 details the procedure to secure and fund the TP regime.

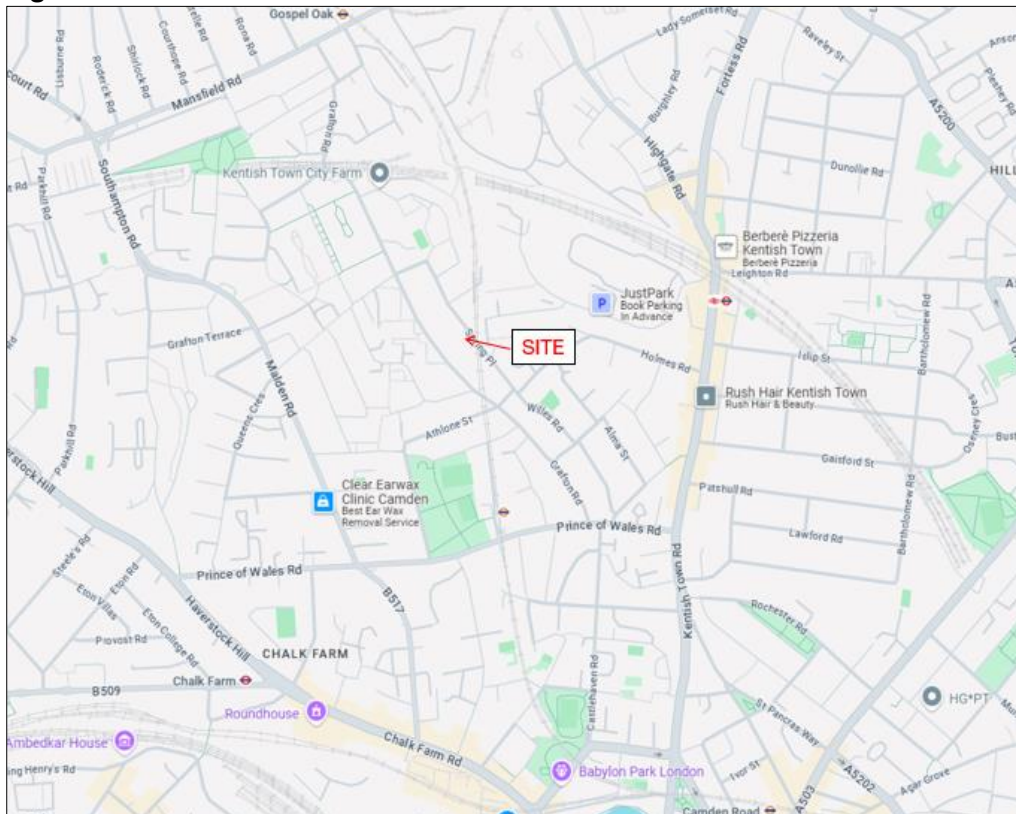
1.2.8 Chapter 10 sets out the Action Plan for the TP.

2 SITE AND SURROUNDING AREA

2.1 Site Location

2.1.1 The site is located within Kentish Town district of Camden Local Authority. Its wider context is shown in Figure 3A below.

Figure 2A Site Location in Wider Context



2.1.2 The site is a vacant, three-storey building, under office use (Use Class E). The building has a total gross internal area (GIA) of 1,213 sqm.

2.1.3 The site is bound to Spring Place to the northeast, commercial building to the north, residential buildings to the south and southwest. The site in local context is shown in Figure 2B.

Figure 2C Existing Pedestrian and Service Yard Entrance



2.2.2 As can be seen, currently the bins are located within the service yard. The refuse collection vehicle stops on Spring Place along (or adjacent to) the site access to collect waste. The same strategy is followed by delivery vehicles also.

2.2.3 Spring Place is a local street, subject to a 20 mph speed limit. It benefits from street lighting and footways on both sides.

2.2.4 Spring Place is part of a Controlled Parking Zone (CA-L Outer) with restricted parking hours from Monday to Friday between 08:30 and 18:30 hours.

2.2.5 The existing parking restrictions on Spring Place adjacent to the site are shown in Figure 2D.

Figure 2D Existing Parking Restrictions



- 2.2.6 Figure 2D shows on the western side of Spring Place, that there are double yellow line restrictions along the site frontage, which stretches nine metres north and approximately 20 metres south of the site access. There are no loading restrictions along this kerbside.
- 2.2.7 Figure 2D also shows that there is marked on-street restricted parking on both sides of the road. The entrance into the residential block opposite the site access on the eastern side of Spring Place create a gap in the on-street parking.
- 2.2.8 The modal filters on the local streets to the west of the site prohibit vehicles to travel to Malden Road via Rhy Street and Marsden Street. Furthermore, vehicles travelling northwards along Spring Place via Gilles Street are prohibited from using Queens Crescent to access Malden Road.
- 2.2.9 As result, Grafton Road (which runs parallel to Spring Place), and Holmes Road (to the south of the railway bridge) which connects Spring Place to Grafton Road form primary vehicular routes to wider road network.

2.3 Pedestrians and Cyclist Infrastructure

- 2.4 Chartered Institute of Highways and Transportation (CIHT) document – ‘Planning for Walking’ (2015) states that 80% of journeys shorter than one mile (1.6 kilometres) are made wholly on foot. A distance of 1.6 kilometres could therefore be classed as an ‘acceptable walking distance’. A 1.6 kilometre walking isochrone is shown in Figure 2E.

Figure 2E Walking Isochrone



2.4.1 The site is located in a mature urban environment with a good pedestrian infrastructure comprising footways and adequate pedestrian crossing facilities, providing access to a number of retail facilities, local schools, medical, sports and leisure facilities as listed below:

Public Transport

- Bus stops on Princes of Wales Road within 450 metres walking distance (six-minute walk);
- Bus stops on Kentish Town Road within 650 metres walking distance (nine-minute walk);
- Bus stops on Malden Road within 600 metres (eight-minute walk)
- Kentish Town West Railway Station at 650 metres walking distance (nine-minute walk);
- Kentish Town Railway Station at 800 metres walking distance (11-minute walk)

Retail

- Local shops, restaurants, cafés along Kentish Town Road within 750 metres walking distance (or 10-minute walk)
- Local shops on Queens Crescent within 550 metres walking distance (or eight-minute walk)

Employment

- Industrial developments (employment use) to the east of the site between 100 metres and 400 metres (or within six-minute walk);

Leisure

- Kentish Town Sports Centre at 450 metres south of the site (or six-minute walk);
- Talacre Community Sports Centre at 650 metres south of the site (or nine-minute walk)

Educational

- St Patrick's Catholic Primary School at 500 metres from the site (or seven-minute walk)
- Carlton Primary and Nursery School at 250 metres from the site (or three-minute walk)
- Rhyl Community Primary School at 450 metres from the site (or seven-minute walk)
- Le Jardin des Dyvrande Bilingual Nursery at 400 metres from the site (or six-minute walk)
- Stewart International School - La Petite Ecole Bilingue Kentish Town at 550 metres from the site (or eight-minute walk)
- Kentish Town Church of England Primary School at 750 metres from the site (or 10-minute walk)

Health

- Queens Crescent Practice at 450 metres from the site (or seven-minute walk)
- Prince of Wales Group Practice at 550 metres from the site (or eight-minute walk)

Place of Worship

- New Life Church North London at 550 metres from the site (or eight-minute walk)
- The Bible at 350 metres from the site (or five-minute walk)
- Hope Chapel at 550 metres from the site (or eight-minute walk)
- Kentish Town Congregational Church at 650 metres south of the site (or nine-minute walk)

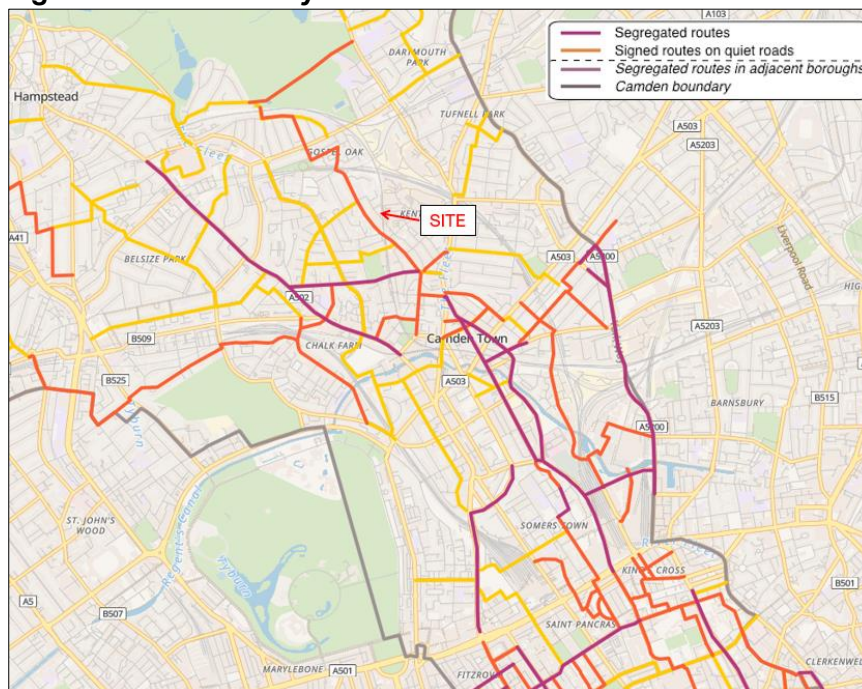
- 2.4.2 The main pedestrian desire lines to these destinations will follow footways on Spring Place, Gillies Street, Holmes Road and Ryland Road.
- 2.4.3 There are footways on both sides of these streets, with crossing points in the form of dropped kerbs with tactile paving. The posted 20 mph speed limit provides a relatively safe environment for both, pedestrians and cyclists.
- 2.4.4 Prince of Wales Road, Kentish Town Road and Malden Road offer extensive pedestrian infrastructure in the form of wide footways, signalised and pedestrian crossing (Zebra Crossings in the case of Malden Road).
- 2.4.5 CIHT's "Planning for Cycling" (2014) document states that majority of the cycling trips are for short distances with 80% being less than five miles (or eight kilometres). A cycling isochrone of eight kilometres is shown in Figure 2F.

Figure 2F Cycling Isochrone



- 2.4.6 Figure 2F shows that areas including Camden Town, City of London, Finsbury Park, East Finchley, Golders Green, Hampstead, Paddington and Mayfair are well within an acceptable cycling distance of eight kilometres from the site.
- 2.4.7 Figure 2G shows the local cycle route map.

Figure 2G Local Cycle Routes



2.4.8 As can be see, Grafton Road is designated as one of the quiet roads suitable for cycling. Prince of Wales Road has segregated cycle infrastructure in the form of cycle lanes. A number of other local streets in Camden are either signed as quiet routes for cycling or have some form of cycle infrastructure.

2.4.9 The site is therefore located in a sustainable location with good pedestrian infrastructure and in close proximity to local cycle routes which would provide staff and guests at the proposed development with the realistic alternatives to private car use.

2.5 Public Transport

Buses

2.5.1 There are bus stops located on following streets in the vicinity of the site:

- Princes of Wales Road – within 450 metres (or six-minute walk)
- Kentish Town Road – within 650 metres (or nine-minute walk)
- Malden Road – within 600 metres (eight-minute walk)

2.5.2 The bus stops on Kentish Town Road are equipped with bus shelters with seating and bus timetable boards. Some of the bus stops on Princes of Wales Road are equipped with bus shelters with seating and bus timetable boards, while others are provided with bus flags. The bus stops on Malden Road are equipped with bus shelters with seating and bus timetable boards.

2.5.3 The bus route summary is provided in Table 2A.

Table 2A Bus Route Summary

Route No.	Route Description	Frequency (per hour)		
		Mon-Fri	Saturday	Sunday
24	Hampstead – Pimlico	9 to 12 per hour	8 to 12 per hour	10 to 14 per hour
46	St Bartholomew’s Hospital - Paddington	8 to 12 per hour	10 to 11 per hour	4 per hour
88	Dartmouth Park – Clapham Common	8 to 12 per hour	9 to 13 per hour	10 to 14 per hour
134	Warren Street – North Finchley	7 to 11 per hour	9 to 12 per hour	9 to 11 per hour
214	Finsbury Square – Hampstead Lane	6 to 10 per hour	6 to 10 per hour	10 to 14 per hour
393	Upper Clapton Road / Brooke Road - Chalk Farm Road / Morrisons	10 to 13 per hour	4 per hour	4 per hour
Total		48 to 70 per hour	46 to 62 per hour	47 to 61 per hour

2.5.4 Table 2A shows that on average, there are at least 48 buses per hour per direction stopping at bus stops located within nine-minute walk from the site from Monday to Friday and at least 46 buses per hour per direction on Saturday and 47 buses per hour per direction on Sunday. These buses provide links a large number of areas including Hampstead, Pimlico, Paddington, Clapham Common, North Finchley and Finsbury Square.

Kentish Town West Railway Station

2.5.5 Kentish Town West Railway Station is located at a walking distance of approximately 650 metres north of the site (or nine-minute walk).

2.5.6 The station is managed by London Overground, which also operates all services from the station. The basic weekday service is eight trains per hour in each direction, calling at every station. Four are Richmond to Stratford North London line services, alternating with four West London line services between Clapham Junction and Stratford.

Kentish Town Railway Station

2.5.7 Kentish Town Railway Station is located at a walking distance of approximately 800 metres north of the site (or 11-minute walk). It is an interchange station located in Kentish Town in the London Borough of Camden for London Underground and National Rail services.

2.5.8 National Rail services - typical off-peak service in trains per hour is:

- 4 trains per hour to St Albans City

- 4 trains per hour to Sutton (2 of these run via Mitcham Junction and 2 run via Wimbledon)
- During the peak hours, the station is served by additional services to and from Luton, Orpington and Rainham, as well as some late evening services to and from Bedford.

2.5.9 London Underground – typical off-peak service is:

2.5.10 The typical off-peak London Underground service on the Northern line in trains per hour is:

- 16 tph to High Barnet
- 4 tph to Mill Hill East
- 10 tph to Battersea Power Station via Charing Cross
- 10 tph to Morden via Bank
- The station is also served by a night service on Friday and Saturday nights as part of the Night Tube. The station is served by a train every 15 minutes between High Barnet and Morden via Charing Cross.

2.5.11 Overall, the existing public transport facilities are good and considered to be conducive to encouraging residents to travel more sustainably.

PTAL Rating

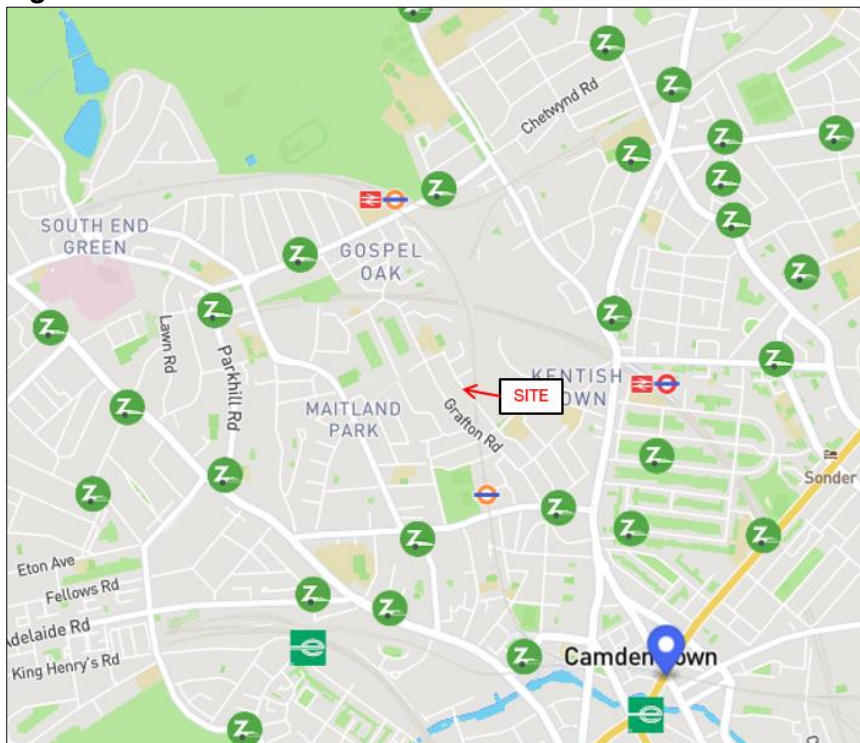
2.5.12 The accessibility of the site to public transport can be measured through TfL's Public Transport Accessibility Level (PTAL) calculation tool.

2.5.13 The site has a PTAL rating of 5 (i.e., very good), on a scale of 0 to 6b, where 6b represents the highest.

2.6 Car Clubs

2.6.1 Car clubs provide the opportunity for residents to have access to a car without owning a private vehicle. Based on the research by CoMoUK (a national organisation for shared transport), on average, each Car Club vehicle in London replaced 29 private cars. There are a number of car club vehicles located in the vicinity of the site as shown in Figure 2H.

Figure 2H Car Club Locations



2.6.2 As can be seen, the nearest car clubs to the site are:

- Princes of Wales Road – 500 metres from the site
- Malden Crescent – 750 metres from the site
- Gaisford Street – 750 metres from the site

3 PROPOSED DEVELOPMENT

3.1 The Proposal

- 3.1.1 The proposal comprises conversion of the building from office use (Use Class E) to hotel (Use Class C1).
- 3.1.2 The proposed hotel development will 29 rooms over three storeys (including ground floor).
- 3.1.3 The proposed floor plans are provided in Appendix 1.

3.2 Group Bookings

- 3.2.1 The hotel operator will implement booking system which restricts bookings of more than six people, to discourage coach parties arriving to the hotel and ensuring that the hotel will not advertise coach bookings. These measures will be covered within the Hotel Management Plan.

3.3 Access Arrangements

- 3.3.1 The entrance into the site will be through the forecourt, via Spring Place, as per the existing. No changes to the public highway are proposed.
- 3.3.2 As such, the existing forecourt will be retained, but with covered refuse and cycle stores provided within the forecourt.

3.4 Parking Arrangements

Car Parking

- 3.4.1 The proposal is a car-free development, with no car parking spaces provided on site.
- 3.4.2 The hotel website will ensure that there is clear advice to the guests that there is no on-site car parking provision, and that the on-street parking in the vicinity of the site is restricted to the permit holders for majority of the day.

Cycle Parking

- 3.4.3 There are six cycle parking spaces provided within the forecourt.

3.4.4 According to the London Plan 2021 standards, hotels are required to be provided with a minimum of one space per 20 bedrooms (long-stay) and one space per 50 bedrooms (short-stay).

3.4.5 Therefore, the proposed development comprising 29 hotel rooms will require a minimum of two cycle parking spaces. The proposal to provide six cycle parking spaces therefore exceeds the London Plan standards.

3.5 Refuse Collection and Delivery Strategy

Refuse Collection

3.5.1 As there will be no on-site restaurant, bar, conference rooms or gym facilities, this has implications for the delivery and servicing demand, limiting the number of vehicles associated with delivery and servicing activities. For example, the lack of any kitchen facilities removes the need for food and beverage deliveries; this in turn limits waste generation and the associated refuse collection trips.

3.5.2 On-street refuse collection would take place, as per the extant situation. The refuse bin store is provided within the forecourt. This will be within a secure and covered refuse store.

3.5.3 The member(s) of staff will be available during the collection days to trolley the bins out of the bin store onto Spring Place. The proposed bin store can accommodate five 1100L Eurobins. As the footway along the site access is dropped, this allows the bins to be transported in and out of the site.

3.5.4 A refuse truck will not obstruct the traffic flow on Spring Place. Notwithstanding, the extant office use would have also had its refuse collected in the similar manner, so the proposal for on-street refuse collection would not be a new concept for this site and should therefore be considered as acceptable.

3.5.5 The refuse bin store is provided within the forecourt. This will be within a secure and covered refuse store. The member(s) of staff will be available during the collection days to trolley the bins out of the bin store onto Spring Place. The proposed bin store can accommodate five 1100L Eurobins. As the footway along the site access is dropped, this allows the bins to be transported in and out of the site.

3.5.6 It is anticipated that there would be one to two refuse collections a week which would be made by a private contractor.

Deliveries

3.5.7 The deliveries will also be undertaken on-street from Spring Place. Majority of these deliveries will take place using a 4.5T medium transit vans to a long-wheel base van, which are smaller in size than a typical refuse truck.

3.5.8 The extant office use would have also had its deliveries in the similar manner, so the proposal for on-street deliveries would not be a new concept for this site and should therefore be considered as acceptable.

3.5.9 It is anticipated that there would be:

- Up to one combined linen delivery / collection per day to be made by a transit van;
- Hospitality tray items – up to 1 delivery per week made by transit van
- Stationery / toiletries / cleaning products / maintenance supplies / servicing equipment – up to 1 delivery per week made by transit van
- Ad hoc delivery of vending supplies made by a small van. For robustness, one delivery a week has been assumed.

3.5.10 Typically, the duration of stay of servicing and delivery vehicles would be up to 10 minutes.

3.5.11 Overall, there will be an average of one delivery & servicing (including refuse collection) trip per day (or two two-way trips).

4 BASELINE TRAVEL PATTERNS

4.1 Baseline Modal Split

- 4.1.1 In order to estimate how the staff are likely to travel to and from the site, the 2011 Census has been used to ascertain how people travel to the Super Output Area in which the site is located in, i.e., Camden 007.
- 4.1.2 The travel to work information from the recent 2021 Census does not provide an accurate representation of how people travel to work due to the fact that the Census was carried during COVID restrictions when there was a significant proportion of population who worked from home and the Census asked people how they travel to work at the time instead of how they would travel in future.
- 4.1.3 Hence, the 2011 Census still remains the relevant source which allows users to determine the travel mode split to a particular workplace location.

Table 4A Staff Travel to Work Mode Split

Modes	% Split
Underground, metro, light rail or tram	23.0%
Train	18.8%
Bus, minibus or coach	13.9%
Taxi	0.1%
Motorcycle, scooter or moped	1.4%
Driving a car or van	24.5%
Passenger in a car or van	1.2%
Bicycle	5.8%
On foot	11.0%
Other method of travel to work	0.3%
Total	100%

- 4.1.4 The mode split in Table 4A could be used as a starting point to set indicative TP targets for first year of occupation.

4.2 Baseline Travel Surveys

Baseline Travel Survey

- 4.2.1 The baseline travel survey will be undertaken to represent the start of the TP for monitoring purposes and will provide a basis for ratifying the adjusting the targets as set out in the TP. The mode shares shown in Table 4A will use used to derive the interim TP targets.
- 4.2.2 The surveys will be undertaken within first six months of occupation.

TRICS Level 3 SAM Survey

4.2.3 TRICS Level 3 SAM Survey (or current TRICS equivalent if superseded) will be undertaken as per the requirement as follows:

- Instruct an impartial third-party contractor to undertake each survey;
- Use a TRICS approved collection contractor to undertake each survey;
- Seen to obtain a response rate of at least 40%
- To agree in writing with the Council not less than six weeks in advance to specific dates upon which each TRICS Level 3 SAM survey.

4.2.4 The survey specification and dates will be discussed with the Council prior to undertaking such survey.

Survey Periods

4.2.5 The surveys will be undertaken within two weeks of the following monitoring sessions:

- Monitoring Session 1 = Within six months of occupation [Year 0]
- Monitoring Session 2 = One year after the Monitoring Session 1 [Year 1]
- Monitoring Session 3 = Two years after Monitoring Session 2 [Year 3]
- Monitoring Session 4 = Two years after the Monitoring Session 3 [Year 5]

5 AIMS, OBJECTIVES AND TARGETS

5.1 Aims

5.1.1 The aim of this TP is to limit non-essential car trips to the hotel and increase the proportion of trips undertaken by bicycle, on foot or public transport.

5.1.2 This in turn will help reduce the development's impact on local air quality and traffic noise. Through a range of initiatives, the TP will help to manage the travel needs of hotel staff and guests and help to increase knowledge of the range of travel options available by which the site can be accessed.

5.2 Objectives

5.2.1 The main objectives of the TP are to:

- Promote environmentally sustainable travel patterns through effective communication and marketing;
- Ensure that all staff and guests are aware of the range of travel choices available to them;
- Where possible, recruit hotel staff from the local area to reduce the need to travel;
- Minimise journeys to and from the hotel by car;
- Minimise the transport impact of the development on the local highways and transport network;
- Monitor travel patterns and identify opportunities to encourage travel by sustainable modes.

5.3 Targets for Staff

5.3.1 Following initial travel survey results of staff (see Section 3.2), travel targets would be set in liaison with the London Borough of Camden's (LBC) Travel Plan Officer.

5.3.2 Indicative targets for Year 1, 3 and 5 have been set based on the travel modes provided in Chapter 4. These are summarised in Table 5A.

5.3.3 The targets have been adjusted to reflect the lack of car parking provision for use by staff of the hotel. It is also envisaged that increase in cycling and walking by staff may reduce their reliance on public transport services which can be more costly than bus use.

Table 5A Indicative Targets for Staff

Modes	Based on Table 3A	Year 1	Year 3	Year 5
Underground, metro, light rail or tram	23%		-4%	-8%
Train	19%			
Bus, minibus or coach	14%		+2%	+6%
Motorcycle, scooter or moped	1%			
Driving a car or van	25%	-25%	-25%	-25%
Passenger in a car or van	1%	-1%	-1%	-1%
Bicycle	6%	+9%	+12%	+15%
On foot	11%	+17%	+20%	+25%
Total	100%			

5.3.4 Consideration should be given to those who need car to travel due to mobility issues.

5.3.5 The final targets will be set after the baseline survey has been undertaken.

6 TRAVEL PLAN MANAGEMENT

6.1 Travel Plan Co-Ordinator

6.1.1 The TP document will evolve as travel patterns become established. As such the operators of the hotel will be required to take ownership of the document and adapt the objectives and strategies to maximise its effectiveness.

6.1.2 The interim TPC's details are as follows:

- Name: Amol Pisal
- Company: Magna Transport Planning Ltd
- Email: amol@magna-transport.co.uk

6.1.3 Within three months of occupation, the hotel operator will appoint a member of staff as a TPC, who will be responsible for monitoring, reviewing and updating the TP. Magna Transport Planning will hand over the Hotel TPC.

6.1.4 Although the TPC role is unlikely to be a full-time post, it will require a positive commitment from the operator.

6.1.5 The TPC will contact LBC's TP Officers when the development is occupied, to advise that work has commenced on delivering the TP at travelplans@camden.gov.uk.

6.2 Responsibilities of TPC

6.2.1 Appropriate time and resources will be allocated to the TPC to undertake the following responsibilities:

- Taking ownership of the action plan to ensure it is implemented;
- Carrying out travel surveys to keep up to date with current travel patterns;
- Updating the TP where necessary to reflect on site conditions and new initiatives;
- Publicising key measures of the action plan and co-ordinating wider events such as clean air day, bike week, cycle to work days;
- Being the point of contact within the organisation for anyone requiring transport advice or information;
- Liaising with the Hotel Management to secure support and funding for the plan; and,
- Supplying TP-related information to the local authority, such as monitoring

reports and action plans, when required.

6.2.2 The TPC will be responsible for providing staff and guests with information on the following:

- LBC's and TfL's website details
- Cycle route plans
- Cycle training offered by LBC
- Directions to local bus stops
- Directions to nearby underground stations

6.3 Monitoring of Travel Plan

6.3.1 Ongoing monitoring and reporting are necessary for ensuring the continued effectiveness of the TP. Following the First Review of the TP, the monitoring of the TP will be undertaken in Years 1, 3 and 5.

Monitoring Schedule

- 6-months of occupation – Year 1 (baseline survey);
- Second and Fifth anniversaries of the initial baseline travel survey – Year 3 and 5 (travel survey);

6.3.2 The monitoring of the TP will be undertaken on a mandatory five-year cycle.

6.4 Review

6.4.1 A review shall be a report prepared by the TPC; the scope of which will be to provide the results of the travel surveys and comprehensively assesses the effectiveness of the TP in:

- Implementing its terms or recommendations;
- Achieving its targets.

6.4.2 It should also (if necessary) propose further reasonable measures for incorporation which would improve the effectiveness of the TP.

6.4.3 The review should validate and suggest adjustments, if necessary, to the targets in the TP. The timetable for submission of reviews is as follows:

- First Review 3-months after the Year 1 baseline survey

- Second Review 3-months after the Year 3 travel survey
- Third Review 3-months after the Year 5 travel survey

6.4.4 The reviews shall be submitted in writing by the TPC (or on behalf of the TPC) to the Council by the due date as defined in the Action Plan.

6.4.5 The TPC (or acting consultant) shall consult the Council on the content of every TP submission.

6.4.6 In the event of a refusal the TPC (or acting consultant) shall address as appropriate the deficiencies highlighted and resubmit within one month of receipt.

6.4.7 The recommendations of the review shall be implemented immediately or as soon as possible (as appropriate dependent upon the type of measures) upon completion of an approved review.

6.4.8 Should any meetings between the parties be necessary to discuss the contents of the submissions then this shall be arranged in accordance with the above highlighted timescales.

7 TRAVEL PLAN MEASURES FOR STAFF

7.1 Travel Information Packs

7.1.1 At the commencement of their employment, all staff will be issued with a Travel Information Pack from which they can make informed decisions about the travel mode they select. The information packs will include details on all travel options available to them, as well as the services and amenities provided locally. The provision of such information is essential in fostering sustainable travel habits early, before staff and residents settle into a habit of driving when a sustainable alternative may be more suitable.

7.1.2 The Information Pack will include:

- Information on the aims and objectives of the TP, for example the benefits to the environment of reduced car use and the health benefits of walking and cycling;
- Information on personalised travel planning services
- Information on services and amenities provided locally (i.e. supermarkets, restaurants, cafes, bike shops, post offices, shops, nurseries, sports and leisure facilities etc);
- Maps showing the pedestrian and cycle routes on the site, including cycle parking locations, and destinations of local facilities with routes and journey times by walking, cycling and public transport;
- Train and bus service information including late night travel advice to highlight the services available;
- Advice on measures to reduce the need to travel such as use of internet shopping, details of existing car sharing databases in the area, and details of Car Club and cycle hire schemes;
- Various special offers and discount vouchers.

7.1.3 In addition, a digital copy of the travel information could be sent to hotel guests along with the confirmation of their booking to ensure they are aware of the public transport links available.

7.2 Website

7.2.1 The hotel website will be a key communication portal for staff and guests to the site. With this in mind, the presentation and quality of information provided is of paramount importance. The website will contain a travel section with the following:

- Directions to the site by public transport and other modes. This would include downloadable maps and timetables for all routes and services;
- Links to other websites, including those of transport providers;
- Communicating that there is limited car parking available, and the high cost associated with parking in London.

7.3 Noticeboards

7.3.1 Notice boards will provide important travel information for staff and the TPC will be required to maintain the notice boards to ensure the information is up-to-date.

- Staff notice board: A staff notice board will provide a secondary source of travel information, updates on improvements and proposed new measures. Staff will be made aware of improvements to infrastructure or planned engineering works to ensure that they can plan their affected journeys. In addition, information could also be disseminated via a staff newsletter.

7.4 Promotion of Walking

7.4.1 The site will provide well-maintained and lit accesses that link to the external network. The access into the buildings will be step-free.

7.4.2 As mentioned previously, the existing pedestrian environment is considered to be very good, with the provision of footways, crossing points, street lighting, and 20mph speed limits.

7.4.3 The provision of generic information, such as directions to the underground stations, bus stops etc. will be provided on a Travel Information Board.

7.4.4 Advertise the health benefits of walking to work or place of study. These will be advertised on a Travel Information Board.

7.4.5 The TPC could look into providing reflective gear and/or bike lights to those who walk to work.

7.4.6 National Walk to Work Day will be promoted to the staff. The Walk to Work Day is typically in April.

7.4.7 Appropriate showering/locker/changing facilities will be provided.

7.5 Promotion of Cycling

7.5.1 Adequate cycle parking is provided with a covered and secure cycle store.

7.5.2 The cycle parking demand will be monitored as part of the TP, with a view to increasing the capacity for further cycle parking in the cycle store, should there be demand for it.

7.5.3 There would be changing facilities on site that would be available for staff only.

7.5.4 A cycle repair equipment could be made available.

7.5.5 A Bicycle User Group (BUG) would be formed to enable staff to discuss issues and identify areas for enhancement of facilities on site and to identify any off-site facilities that require improvement that could be brought to the attention of LBC.

7.5.6 An information board will be provided for the provision of up-to-date information on locally recognised cycle routes. This would highlight the safe and maintained routes and would be available to staff and guests.

7.5.7 Details from the TfL's webpage for cyclists, which includes information such as cycle journey planner, maps, cycle parking, and safety advice. The address for the website is provided below, which includes journey planning tool.

- <https://tfl.gov.uk/modes/cycling/>

7.5.8 The TPC will also promote cycle journey planner called Cyclestreets and Cyclemap:

- www.cyclestreets.net/
- <http://cyclemap.cyclecityconnect.co.uk/journey/>

7.5.9 The TPC would arrange adult cycle training (Camden Cycle Skills) offered by LBC by registering to a course online, within six months of occupation:

- <https://www.camden.gov.uk/cycle-skills-and-bike-maintenance-courses>

7.5.10 LBC runs this cycle training course at no cost to the users.

7.5.11 The hotel operator would sign up to Cyclescheme, which would allow staff to take advantage of salary sacrifice schemes, for the purchasing of bicycles and equipment. Schemes include:

- <http://www.cyclescheme.co.uk/>

7.5.12 Consideration will be given to introducing cycle pool for work-related journeys.

7.6 Promotion of Public Transport

7.6.1 The travel information board will provide details of TfL website which includes details of bus and underground links. The link to the website is provided below:

- <https://tfl.gov.uk/travel-information/timetables/>

7.6.2 The travel information board will also include weblinks to the National Rail, coach information and Park & Ride.

- National Rail: www.nationalrail.co.uk for national train travel and real time information,
- Coach information: www.nationalexpress.com and www.megabus.com

7.6.3 The provision of up-to-date public transport timetables and information on locally recognised safe and maintained walking routes to local bus stops will be displayed on the communal travel information board and hotel website. The TPC will ensure that it is updated every six months.

7.6.4 The TPC should ensure that all staff are able to access such websites or that printed copies of the route details are available.

8 TRAVEL PLAN MEASURES FOR VISITORS AND DELIVERIES

8.1 Travel Plan Measures

8.1.1 Given that car parking will not be provided for visitors, they are expected to mainly use sustainable modes of transport.

Website

8.1.2 It will be important to ensure that visitors are aware of the travel choices available to them. The hotel website would provide information on how to get to the site by walking, cycling, bus, London Overground and rail.

8.1.3 A link to the TfL journey planner could also be provided which would be useful for visitors to plan their journey by public transport.

Cycle parking

8.1.4 There will be six cycle parking spaces provided on site within a covered and secure cycle store. This provision will be available to the guests of the site.

8.2 Travel Plan Measures for Delivery Personnel

Promotional Material

8.2.1 It is envisaged that promotional material for the following could encourage more sustainable travel patterns.

- Consolidating deliveries: The site management company and occupants could consider the feasibility of consolidating deliveries which would involve combining and reducing the number of vehicle trips. There is a Camden Consolidation Centre that local businesses can use to consolidate deliveries. The use of this centre will be explored by the occupier.
- Green vehicles: The Ultra Low Emission Zone (ULEZ) operates across all London boroughs and the City of London. This is part of the commitment by the Mayor and TfL to help every Londoner breathe cleaner air. Hybrid, electric and other low carbon emission vehicles are less harmful to the environment. The occupier of the offices could consider using delivery and collection companies with green vehicles and/or consider cargo bikes to carry out smaller deliveries.
- Eco-driving: Delivery personnel could be made aware of the benefits of driving techniques which reduce fuel consumption, CO2 emissions and pollution. Eco-

driving techniques include changing up a gear as soon as possible, decelerating smoothly, turning off the engine while waiting in traffic, and cutting down the use of air conditioning and other electrical equipment. It is also important to regularly service and maintain the vehicles.

- Anti-idling campaign: an anti-idling campaign could be run with delivery suppliers to reduce air pollution caused by motorists who leave their engines running when parked.

9 SECURING, ENFORCING AND FUNDING

- 9.1 The TP would be secured through an appropriately worded condition or S106 agreement.
- 9.2 All costs measure provided prior to occupation such as provision of cycle facilities will be funded by the developer. Any ongoing costs, such as the duties of the TPC and the commissioning of monitoring surveys and reports will be funded by the hotel operator.
- 9.3 The TP will be reviewed after five years at which point if targets have not been achieved, possible amendments will be agreed between LBC and the TPC.

10 ACTION PLAN

10.1 Summary

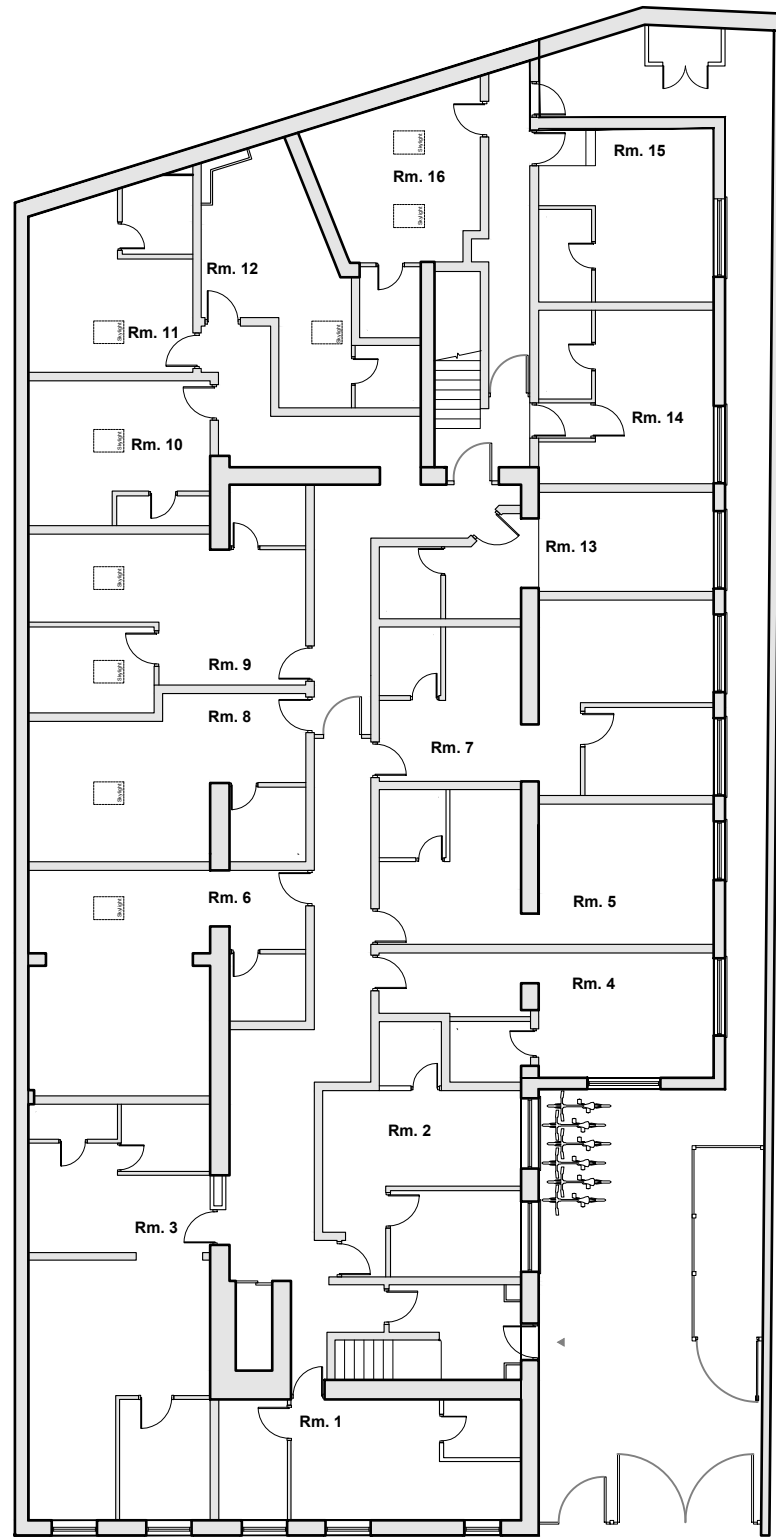
Action Plan is a key part of the document for the TPC and it's a programme for delivering the measures and a means of communicating this to the staff. A tabulated Action Plan is provided in Table 9A.

Table 9A Action plan

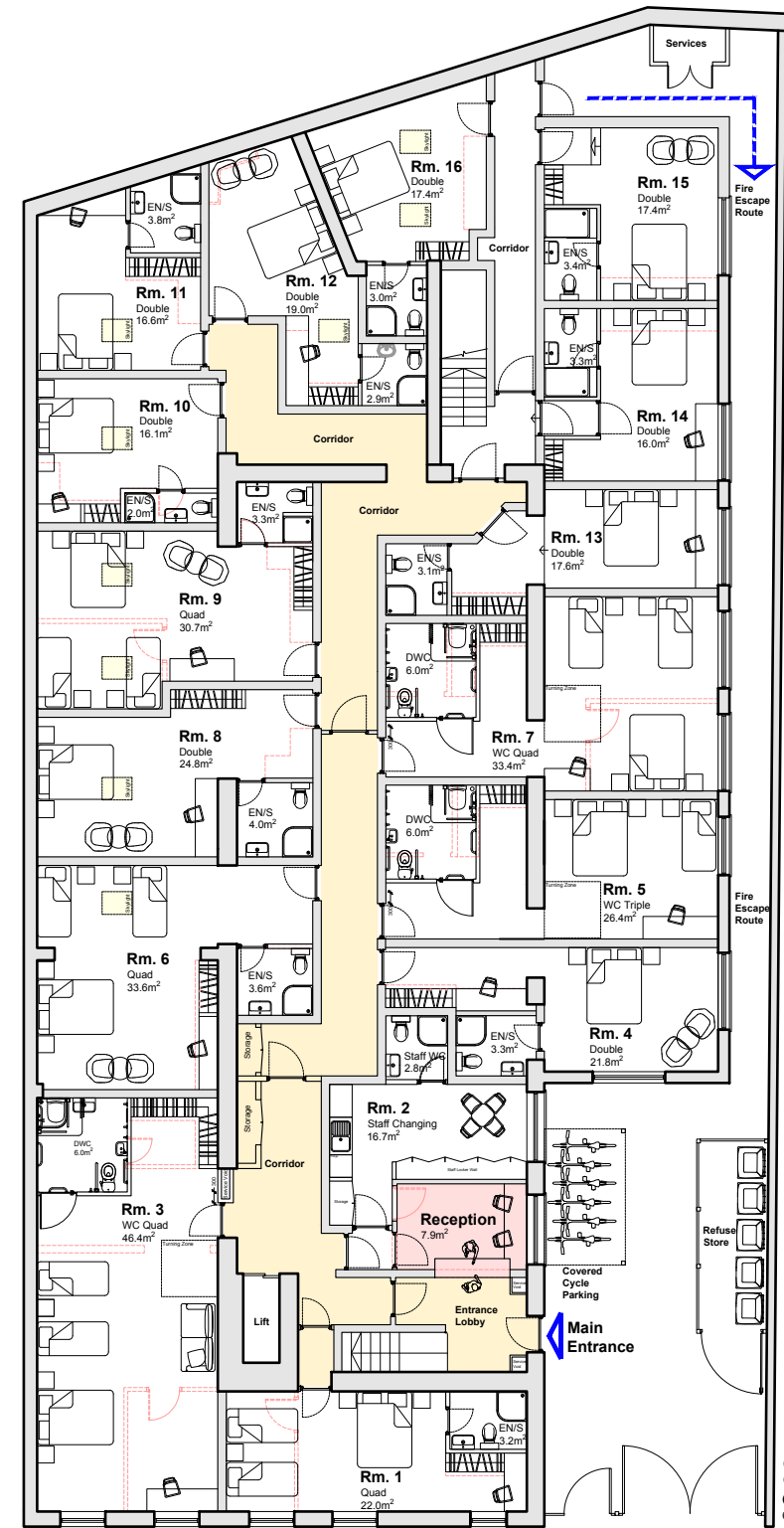
Theme	Objective	Measure	Action/Status	Responsibility	Timing	Monitoring Progress Towards Target	Cost
Travel Plan Management	To encourage travel by sustainable transport modes	Write up the pre-occupation Travel Plan	Prior to Occupation	Owner / Consultant	Prior to occupation	Successful implementation of Travel Plan	Low
		Travel Plan Coordinator	To be appointed	Owner	Prior to occupation	Successful implementation of Travel Plan	Moderate
		Undertake baseline travel surveys	Appoint TRICS complaint consultant to undertake travel survey	TPC	Within 6 months of occupation	Successful implementation of Travel Plan	Moderate
		Set revised modal split targets	Revise modal split targets based on the results of the initial baseline surveys	TPC	Upon completion of the initial travel surveys	Successful implementation of Travel Plan	Low
		Subsequent Travel Surveys	Undertake the subsequent travel surveys and analyse their results	TPC	Years One, Three and Five and as required	Successful implementation of Travel Plan	Moderate
		Monitoring Reports	Produce annual monitoring reports. Submit to LBC	TPC	Upon the completion of the Travel Surveys	Successful implementation of Travel Plan	Moderate
		Updating the Travel Plan	Update the travel plan to reflect the results of the travel surveys, revise measures, updated action plan and remedial measures. Submit to LBC	TPC		Successful implementation of Travel Plan	Moderate
		Stakeholder/user groups	Organise stakeholder group meetings	TPC	Ongoing	Successful implementation of Travel Plan	Low
Promotion/ Marketing	To raise awareness of sustainable transport modes	Employee Travel Packs	Design and distribute the Employee Welcome Packs	TPC	Prior to occupation and ongoing	Successful implementation of Travel Plan	Low
		Website information	Design and Maintain a webpage for the TP	TPC	Prior to occupation and ongoing	Successful implementation of Travel Plan	Low
Walking	To encourage travel by walking and increase the mode share	Promotion of walking resources (websites, tools and events)	Promotion of walking resources within the welcome pack	TPC	Ongoing	Progress towards walking mode share target	Low

Cycling	To encourage travel by cycling and increase the mode share	Provision of on-site cycle parking	As part of the proposals	Developer	Prior to occupation	Progress towards cycling mode share target	Low
		Cycle skills training run by Camden	Promote attendance	TPC	Ongoing	Progress towards cycling mode share target	Low
		Cycling events (Bike Week, Cycle to Work day, Let's Ride etc)	Promote/organise participation	TPC	Ongoing	Progress towards cycling mode share target	Low
		Local cycling guides/maps and journey planners	Promote/distribute	TPC	Ongoing	Progress towards cycling mode share target	Low
		Bicycle purchase loan/Bike4Work Scheme	Set up scheme	TPC	Ongoing	Progress towards cycling mode share target	Low
		Bicycle User Group (BUG)	Set up a group among employees	TPC/BUG	Ongoing	Progress towards cycling mode share target	Low
Public Transport	To encourage travel by public transport and increase mode share resources	Journey planners including mobile phone apps	Promote use	TPC	Ongoing	Progress towards mode share target	Low
		Timetables, bus spider maps and information on night services	Promotion of use	TPC	Ongoing	Progress towards mode share target	Low
		Provide interest-free travel loans for annual/season tickets and travelcards to employees	Encourage employers to provide such loans as well as uptake from employees	TPC	Ongoing	Progress towards mode share target	Moderate

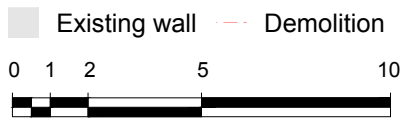
Appendix 1. PROPOSED FLOOR PLANS



1. Existing Ground Floor Plan
Scale: 1/200



2. Proposed Ground Floor Plan
Scale: 1/200

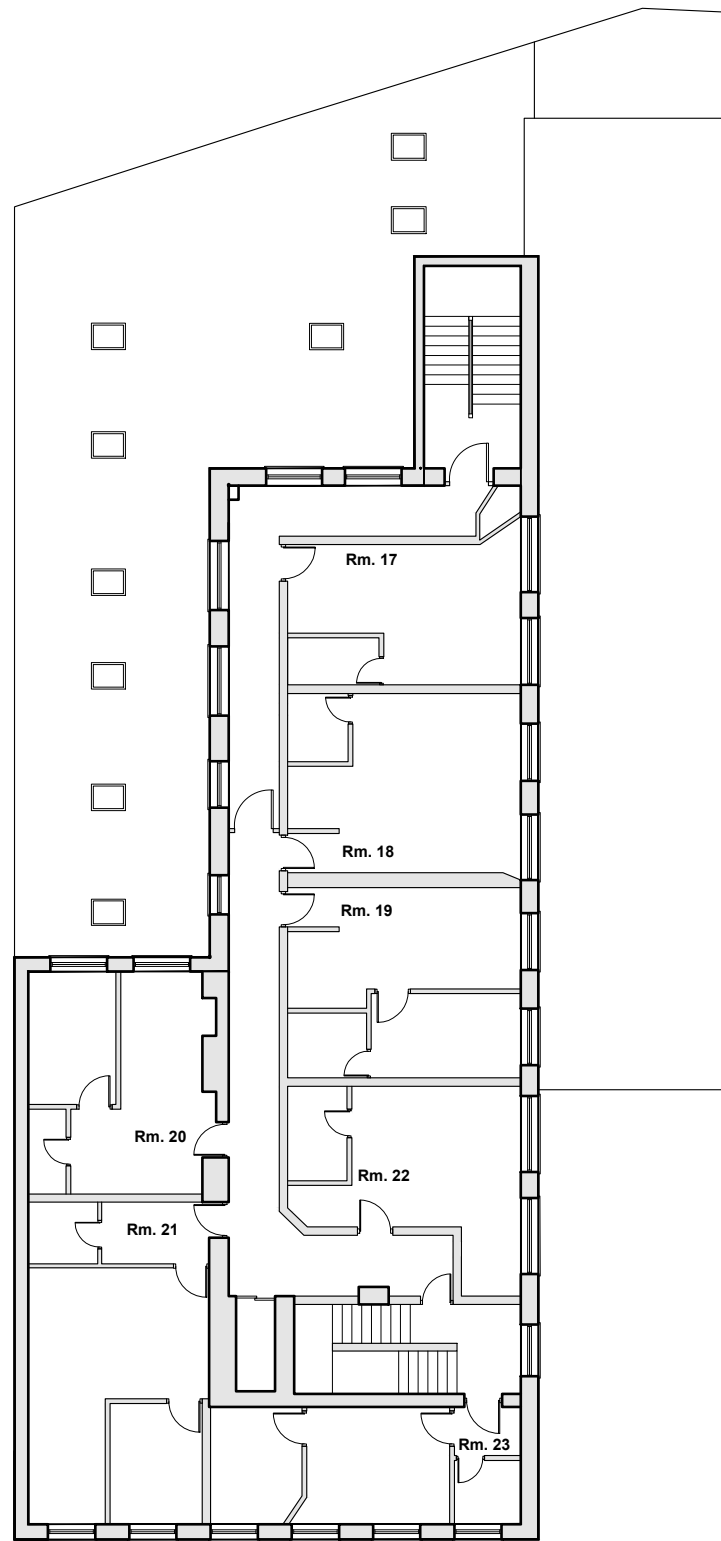


Proposed Ground Floor	
Room Type	Unit number
Single	0
Double	9
Triple	2
Quad	4
Total	15

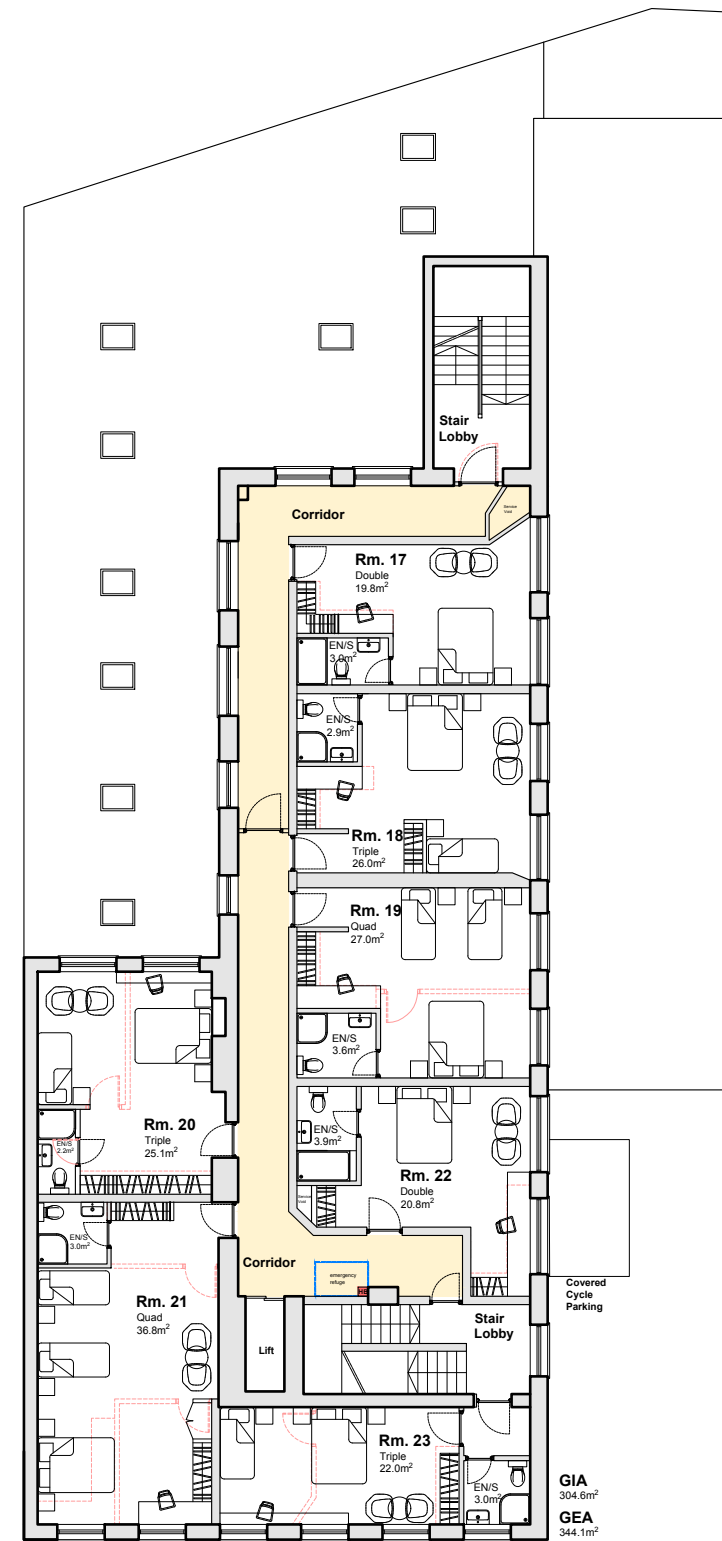
*3no. wheelchair accessible rooms - 3/5/7
*4no. accessible rooms - 4/6/7/9

Area/m ²	GEA	GIA
GF	645.1	604.1
1F	344.1	304.6
2F	344.1	304.6
Total:	1333.3	1213.3

mail@stamosyeoharchitects 1st Floor, Old Town Hall 354 Mare Street London, E8 1HR tel +44(0)2089861280	Drawing Title:	Note:	Date	Rev.	Stamos Yeoh architects Date: 05/08/24 Check by: Scale: 1/200 @ A3 Drawing No: 1430 / 01 / 050 C
	EXISTING & PROPOSED GROUND FLOOR PLANS Project: 8-9 Spring Place NW5 3ER Client: Gaylord Investments Limited	Bathrooms amended to match existing Wheelchair-accessible rooms added Rm. 2 staff changing & covered cycle parking added	04/11/24 20/11/24 29/11/24	A B C	

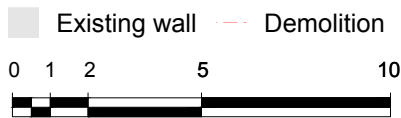


1. Existing First Floor Plan
Scale: 1/200



2. Proposed First Floor Plan
Scale: 1/200

Proposed First Floor	
Room Type	Unit number
Single	0
Double	2
Triple	3
Quad	2
Total	7



Area/m ²	GEA	GIA
GF	645.1	604.1
1F	344.1	304.6
2F	344.1	304.6
Total:	1333.3	1213.3

mail@stamosyeoharchitects 1st Floor, Old Town Hall 354 Mare Street London, E8 1HR tel +44(0)2089861280	Drawing Title:	Note:	Date	Rev.	Stamos Yeoh architects Date: 05/08/24 Check by: Scale: 1/200 @ A3 Drawing No: 1430 / 01 / 051 C
	EXISTING & PROPOSED FIRST FLOOR PLANS	Bathrooms amended to match existing Room breakdown added Covered bike store added	04/11/24 20/11/24 29/11/24	A B C	
Project:	Client:				
8-9 Spring Place NW5 3ER	Gaylord Investments Limited				