

New College Limited

9-12 New College Parade

Draft Delivery and Servicing Plan

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Appendices

Appendix A	-	Architect's Layout Plan
Appendix B	-	Example survey for deliveries and servicing

1 INTRODUCTION

- 1.1 Caneparo Associates is retained by New College Limited (the 'Applicant') to provide traffic and transportation advice regarding the proposed redevelopment of 9-12 New College Parade, within the London Borough of Camden (the 'Site').
- 1.2 The existing site is comprised of four retail units which occupy the ground and first floors of the Site. This planning application seeks planning consent for the demolition of the existing site, the part-retention of the existing façade on New College Parade and the construction of a hotel-led, mixed-use development comprising a 53-room hotel and a restaurant located at basement and ground floors measuring 169.5sqm GIA.
- 1.3 This planning application proposal relates to:
- "Retention of existing two storey facade and basement, and redevelopment to provide a five storey (plus basement) building comprising hotel and associated bin/cycle stores".*
- 1.4 This Draft Delivery & Servicing Plan (DSP) has been prepared to support the planning application for the hotel-led redevelopment of 9-12 New College Parade (the Proposed Development). This DSP outlines the measures that will be implemented to manage and coordinate deliveries and loading activity associated with the development to align with prevailing planning policy and take consideration of the unique characteristics of the Proposed Development, including its location. In addition, it sets out the way in which goods delivered to the site will be transferred from point of receipt to the destination.
- 1.5 This DSP has been prepared based on the latest Delivery and Servicing Plan Guidance produced by TfL in December 2020.
- 1.6 It is proposed that a final version of this DSP will be secured by planning condition or legal agreement as necessary, with a final version required to be provided to the satisfaction of the Local Planning Authority, prior to the opening of the Proposed Development.
- 1.7 The planning application has been supported by a separate Operational Waste Management Plan which details the way in which waste will be appropriately stored and collected from the Proposed Development which is separate from this document. However, the details set out within this DSP also account for waste collection arrangements which align with the overarching delivery management strategy.

Benefits

1.8 This DSP aims to bring about a continual improvement in the way deliveries and servicing is undertaken by reducing its effect on the environment and local highway. It will also bring about several benefits to tenants of the Development, including the following:

- Opportunities to consolidate deliveries, saving time and money;
- Improve safety by reducing the number of deliveries and overseeing activity on-site;
- Reduce harmful emissions using greener and smaller vehicles;
- Improve the scheduling of deliveries to reduce non-attendances, unsuccessful deliveries or idling vehicles waiting;
- Reduce congestion and environmental impacts, conversely resulting in improved air quality; and,
- Improve amenity for users of the development and the local area through reduced noise, emissions and intrusion from vehicles.

1.9 The remainder of the DSP is set out as follows:

- Section 2 - Sets out the Development's servicing arrangements;
- Section 3 - Identifies the objectives and measures of the DSP;
- Section 4 - Outlines information on the number and type of vehicles expected;
- Section 5 - Details the monitoring and review of the DSP; and,
- Section 5 - Provides a conclusion.

2 SITE AND SERVICING ARRANGEMENTS

Site Description

- 2.1 The Site (9-12 New College Parade) consists of a three storey building (including basement) that is located on the western side of the A41 Finchley Road forming part of the high street between Finchley Road Station to the north and Swiss Cottage Station to the south. The existing use of the building consists of 560sqm GIA of restaurant uses (Use Class A3) and 226sqm of offices (Use Class B1(a)).
- 2.2 The Site is located in a highly accessible area being located in close proximity to the centre of Swiss Cottage which lies less than 300m to the south of the site. A site location plan is shown in **Figure 2.1**.

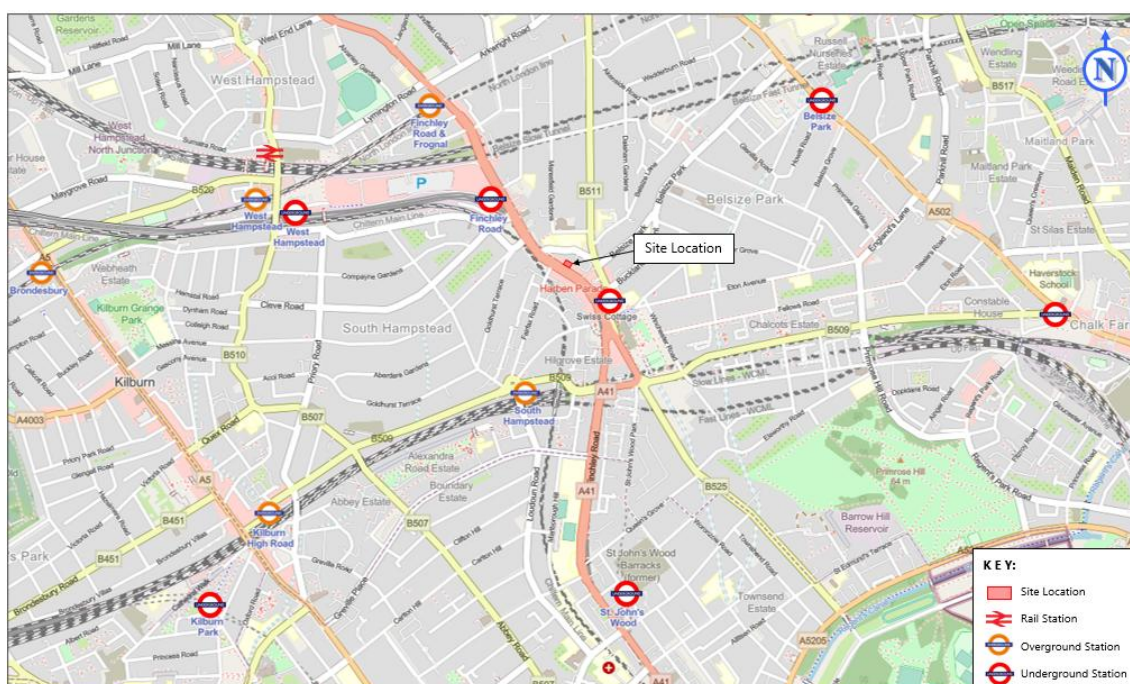


Figure 2.1: Site Location Plan

Local Highway Network

- 2.3 Finchley Road operates in a general north-west to south-east alignment across the Site frontage providing an arterial highway route between Finchley/Hampstead to the north and St John's Wood to the south. The road measures c.19m in width across the site frontage which provides each direction with two lanes of general traffic and a bus lane, incorporating restricted usage of loading bays and parking facilities.

- 2.4 Finchley Road forms a part of the Transport for London Road Network (TLRN) and is subject to associated parking and stopping controls, unless vehicles are within specific demarcated locations. Across the site frontage, a c.22m loading bay is present which restricts all stopping from Monday to Saturday from 7am to 7pm with the exception of loading which is permitted Monday to Saturday between 10am-4pm for a maximum of 20 minutes. Adjacent to the loading bay, a 35m length of parking is present which restricts all stopping from Monday to Saturday from 7am to 7pm with the exception of parking which is for a maximum of 1 hour with no return within 2 hours.

Servicing Arrangements

- 2.5 As a consequence of the Proposed Development occupying a constrained site and the proposals incorporating the retention of the existing façade, it is not possible to accommodate servicing within the Site.
- 2.6 The proposals seek to retain the existing arrangement whereby all servicing activity can be accommodated on-street, as has been historically undertaken for the retail units at ground floor, utilising space that is available across the Site frontage which has understood to operate without significant impact upon the highway network.
- 2.7 It is anticipated that vehicles will take advantage of the existing loading bay located across the Site frontage on Finchley Road which measures c.22m in length and restricts all stopping from Monday to Saturday from 7am to 7pm with the exception of loading which is permitted Monday to Saturday between 10am-4pm for a maximum of 20 minutes.
- 2.8 A copy of the Proposed Development's ground floor plan is included at **Appendix A** to contextualise the layout of the proposed development in relation to the local highway network. The location of the loading bay across the Site frontage in relation to the Proposed Development is illustrated in **Figure 2.2** below.

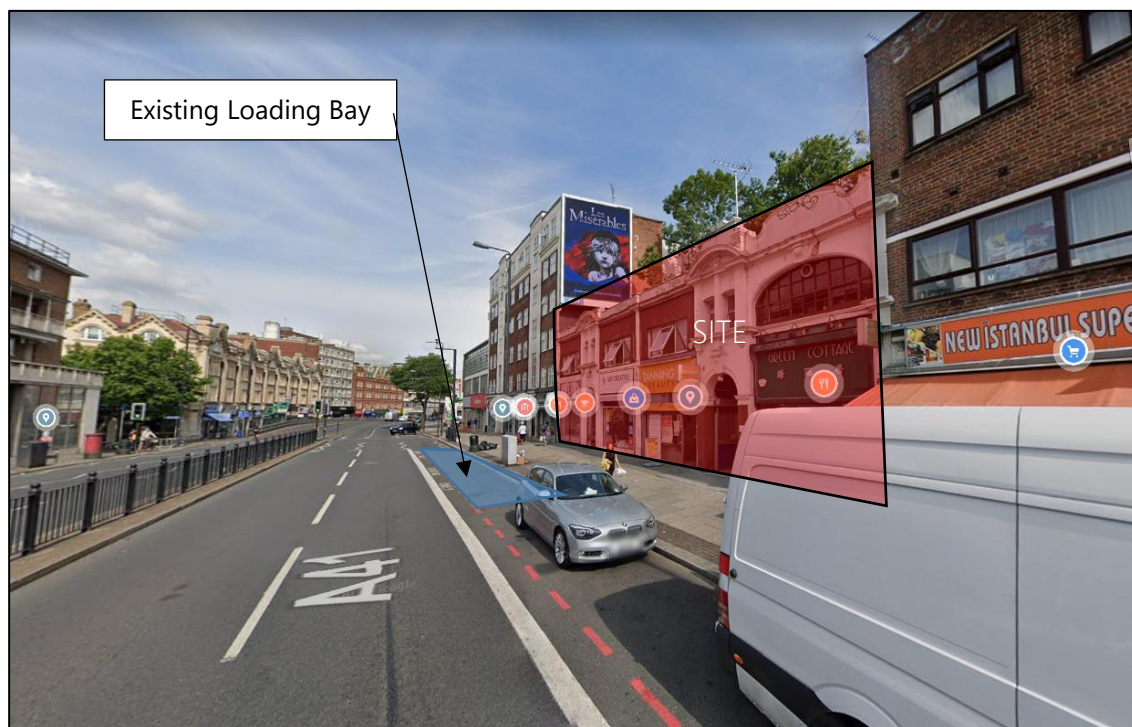


Figure 2.2: Existing Loading Bay Across the Site Frontage

Vehicle Routing

- 2.9 Owing to the location of the Site in relation to the wider highway network, all vehicles will be required to travel eastbound on Finchley Road to reflect the central reservation between the eastbound and westbound carriageway which vehicles cannot cross.

3 OBJECTIVES AND MEASURES

Objectives

3.1 In accordance with TfL's Delivery and Servicing Plan Guidance, a DSP's objectives need to derive from regional and local policy. The following objectives are proposed to be adopted:

- To ensure that, where possible, deliveries are planned so that the impact upon the local highway network is minimised, particularly with respect of sufficient space available on-street and to align with the principles of Policy T7 of the London Plan 2021 and Paragraph 116 of the NPPF;
- To ensure that, where possible, deliveries are undertaken by small to medium sized vehicles (e.g. bicycles, motorbikes, and vans) and electric or hybrid vehicles to align with the principles of Policy T7 of the London Plan 2021 and Paragraph 116 of the NPPF;
- To ensure that vehicles load/unload for the minimum time necessary, to ensure that the space available on-street is available for incoming vehicles whenever possible to align with the principles of Policy T7 of the London Plan 2021 and Paragraph 116 of the NPPF; and
- To reduce the number of deliveries where possible through consolidation, shared suppliers and using locally based suppliers to align with the principles of Policy T7 of the London Plan 2021 and Paragraph 116 of the NPPF.
- To ensure that this DSP is monitored and remain 'live' for the lifetime of the development in accordance in accordance with Policy TR4 of the Camden Local Plan.

Measures

3.2 In order to meet the above objectives, a range of measures and initiatives will be adopted, which are expected to include the following:

- A 'Site Manager' (or equivalent) will be appointed to monitor and manage servicing and delivery activity.
- The Site Manager will be aware (where possible) of when servicing and delivery activity is planned/expected.

- The Site Manager will issue written/email instructions to all suppliers who book deliveries setting out the delivery procedures to be adopted by them – this will include instructions on the legal hours of restriction to use the loading bay across the site frontage;
- To ensure that legal loading opportunities are used only, and to avoid using resident parking spaces to protect the amenity of local residents where possible;
- Where possible, the same suppliers will be used for the restaurant unit and the hotel to seek to consolidate and reduce deliveries to/from the site;
- Suppliers will be encouraged to pre-book a 30 minute delivery slot including details of the type of vehicle that will be used to undertake the delivery and the scale/nature of goods to be supplied (although the majority of deliveries would only take 5-10 minutes to undertake, the 30 minute slots would allow for the vagaries of London traffic etc.);
- Deliveries of non-perishable items will be programmed to take place in the afternoon, if necessary, to ensure there is enough capacity to undertake deliveries of perishable items in the morning;
- Deliveries will be programmed to avoid waste/recycling collections;
- Drivers will be informed that vehicle engines must be switched off whilst goods are being loaded/unloaded (i.e. when their vehicle is stationary).
- The Site Manager will be responsible for maintaining a log book, including a record of any accidents or near misses and, if necessary / appropriate, and will act accordingly so as to avoid the potential for future problems.
- The Site Manager will be responsible for the smooth and efficient operation of the “Plan”.

Concierge

- 3.3 To assist with deliveries, the hotel concierge will be available in addition to the Site Manager, or as an alternative where appropriate e.g. to receive deliveries/mail on behalf of guests. The concierge will be able to hold goods of a suitable size in a secure location behind the front desk reception area for collection by guests at a convenient time. This will enable goods/mail to be received at any time and will generally provide a more efficient means of facilitating deliveries and reducing the wait time for a vehicle.



- 3.4 The concierge will be able to communicate directly with guests and work with the Site Manager to ensure the objectives of the DSP are met where possible. They will be able to monitor deliveries to guests and provide feedback to the Site Manager.
- 3.5 The concierge will be able to advise guests of the protocols for the deposit of waste within the development and answer any related questions.

4 EXPECTED DELIVERY AND SERVICING TRIPS AND TARGETS

Servicing Movements and Delivery Schedule

- 4.1 Suppliers have not yet been sought for the hotel and its operational requirements have not been finalised. However, to provide a basis for estimating the likely delivery schedule, information has been provided from other hotels of a similar nature.
- 4.2 The existing site is formed of four separate retail units which would have generated their own demands for deliveries throughout the day. Each retail unit could be reasonably expected to generate in the order of 2-3 deliveries per day, equating to as many as 8-12 deliveries per day.
- 4.3 To calculate the anticipated servicing demands of the hotel, consideration has been given to the likely requirements across a typical week for which the following number of deliveries could be expected, equating to 2-3 deliveries per day:
- Approx 6x linen deliveries;
 - Approx 6x food supply/other consumables deliveries;
 - 1x alcohol delivery;
 - Approx 5x refuse and recycling collections; and,
 - Approx 2 x general deliveries (e.g. stationary).
- 4.4 With respect to the proposed restaurant element, it is expected that the following deliveries / servicing activity will be undertaken:
- Daily waste collection;
 - Daily post-delivery (Royal Mail);
 - Daily goods delivery; and,
 - Ad-hoc additional deliveries (expected once weekly).
- 4.5 Based on the above, it is expected that the restaurant element would expect in the order of 2-3 deliveries per day which would be equivalent to that which has historically been the case for the existing site and each of the individual retail units.

- 4.6 As such, the Proposed Development is anticipated to generate a demand for 4-6 deliveries per day (2-3 hotel deliveries; and 2-3 restaurant deliveries). The proposed development is likely to generate a decrease in the number of deliveries per day in comparison to the existing situation, reducing the demand upon the loading bay across the Site frontage during the hours of control.
- 4.7 The delivery schedule will be updated once the operational requirements of the hotel and restaurant have been finalised and suppliers appointed.
- 4.8 It is expected that most deliveries associated with the hotel will arrive between 10am and 4pm to use the loading bay across the Site frontage (as opposed to alternative locations further afield). Therefore, it is reasonable that circa 1 vehicle will service the site each hour.
- 4.9 It is anticipated that the average duration of stay for a delivery vehicle will be less than 15 minutes, with a small proportion needing to stay for longer. The 22m loading bay across the site frontage (which could theoretically accommodate 3/4 vans or 2 10m rigid lorries) is considered suitable in accommodating the demand in the context of the existing Site's requirements and the wider context.

Types of Vehicle

- 4.10 Most deliveries for the hotel and restaurant uses will be undertaken by small to medium sized vehicles, in alignment with general loading activity across London for developments of this size and scale. Suppliers will be encouraged to use vehicles of this size wherever possible. This is not only to minimise the servicing impact of the Development on the highway network, but also in consideration of the more constrained roads that generally exist within Camden.
- 4.11 It should be recognised that the only vehicles expected to be larger than vans would be waste collection vehicles and rigid lorries to provide exceptional deliveries such as new furniture to the hotel.
- 4.12 The chosen suppliers will be encouraged to use small to medium sized vehicles e.g. 3.5t transit/sprinter type vans and 4.6t light panel vans as shown in **Figure 4.1 and 4.2** below.



Figure 4.1: Typical LWB 3.5t sprinter van servicing a central London hotel



Figure 4.2: Typical 4.6t light panel van

Targets

- 4.13 In accordance with TfL's guidance, targets should be set out within the DSP associated with the number and type of deliveries anticipated to serve a development and these targets should be SMART: Specific, Measurable, Achievable, Realistic and Timely.
- 4.14 The Targets for the Proposed Development are as follows:
- To reduce the number of deliveries associated with the proposed development within five years of occupation by 10% over the course of an average week.
 - To increase the proportion of deliveries by low/no emission vehicles to at least 10% of all deliveries undertaken over the course of an average week within five years of occupation.
- 4.15 It is recognised that it is not possible to set out accurate targets far in the future, even when based on actual delivery and servicing data (i.e. when the initial period of monitoring has been undertaken). Given this, it should be acknowledged that the targets may change over time as results from on-going monitoring surveys become available. Indeed, such targets are not necessary to make the development acceptable in planning terms, but reflect the aspirational achievements to reduce the impact that deliveries may have.

5 MONITORING AND REVIEW OF THE PLAN

- 5.1 An important component of the DSP is to ensure that appropriate monitoring is undertaken to assess its outcomes and provide the opportunity for it to be reviewed and amended accordingly. This section of the DSP outlines the approach that will be taken.
- 5.2 The Site Manager will maintain a record of servicing to align with the example survey set out within TfL's Delivery and Servicing Plan Guidance for which a copy is included at **Appendix B**. The record will include the following information:
- Date
 - Time of arrival
 - Time of departure
 - Location of vehicle (where has the driver parked)
 - Vehicle type
 - Fuel type
 - Goods carried (and how many)
 - Any other comments
- 5.3 The above records will be used to assess the effectiveness of the Objectives and Targets set out within this DSP, including the proposals for reducing the overall number of deliveries and recording the proportion of deliveries by low or no-emission vehicles.
- 5.4 The Site Manager will constantly monitor/review the success of the Plan and, if considered necessary/appropriate, will propose changes to the Plan (to be approved by Camden).
- 5.5 The Plan will be the subject of an annual review with Camden, unless confirmed (in writing) that a formal review is not necessary.
- 5.6 The Site Manager will review any comments received from occupants of the Development and/or third parties regarding servicing activity and notify Camden if necessary/appropriate during the next annual review of the Plan.

5.7 Should it be recognised that the delivery and servicing of the Proposed Development is experiencing issues (e.g. managing the number or time of deliveries each day), further measures will be adopted as appropriate. This may include measures such as:

- Re-moding deliveries – deliveries are undertaken by smaller vehicles where appropriate such as by bicycle and motorcycle (e.g. for newspapers or other small items).
- Re-timing deliveries – deliveries being undertaken before 7am and after 7pm to ease the number of deliveries during the peak daytime hours.
- Re-routing deliveries – delivery vehicles which could serve the Development and nearby properties, reducing the number of vehicles on the local highway network during the day.

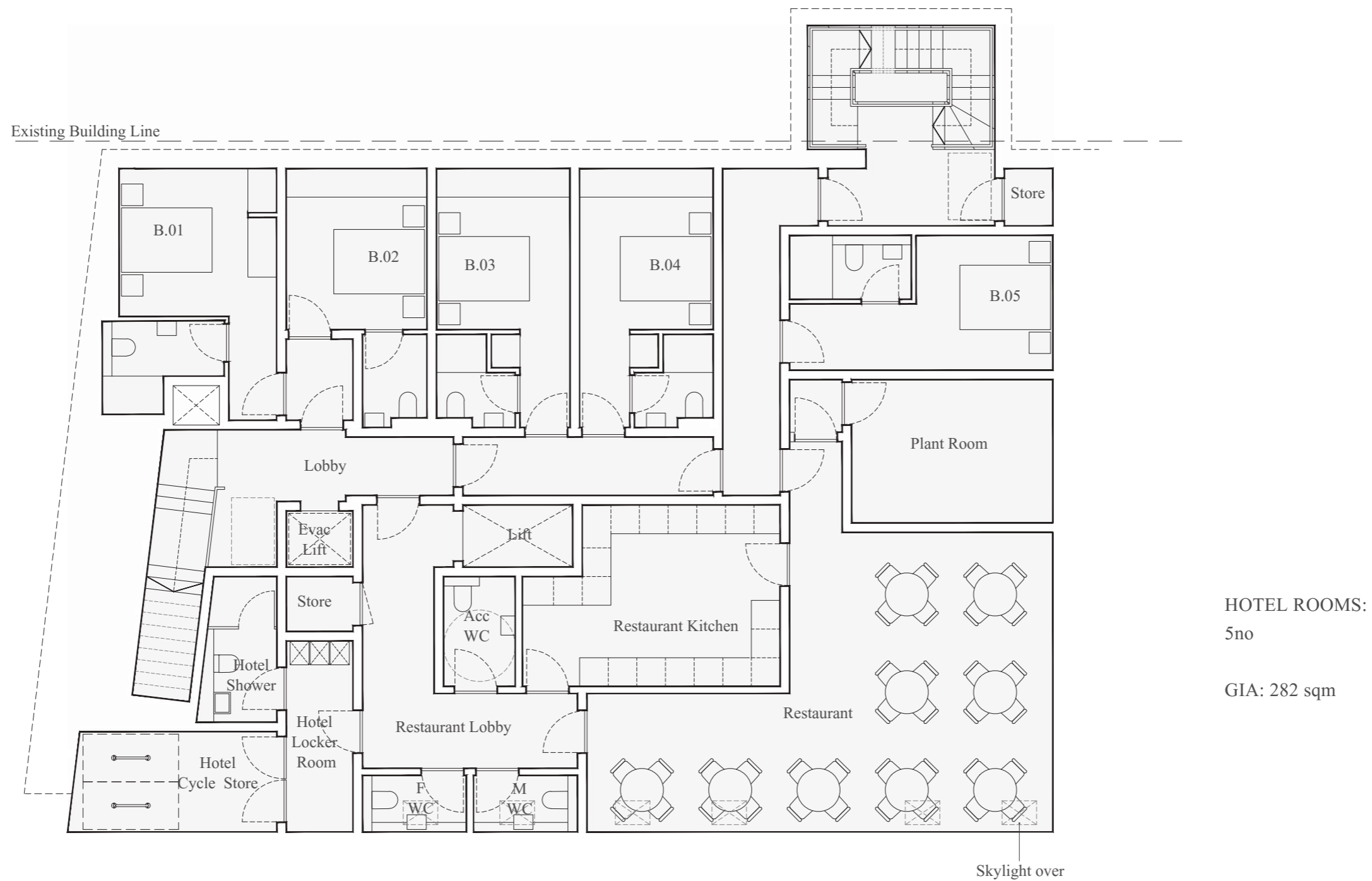
6 CONCLUSION

- 6.1 Overall, the DSP will ensure the successful operation of servicing activity on a daily basis.
- 6.2 The DSP will ensure that the likelihood of conflicts with other vehicles and pedestrians will be minimised and that the servicing of the Development will not affect the free flow or environmental condition of the public highway.

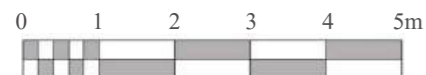
Appendix A

PROPOSED DRAWINGS

FLOOR PLANS

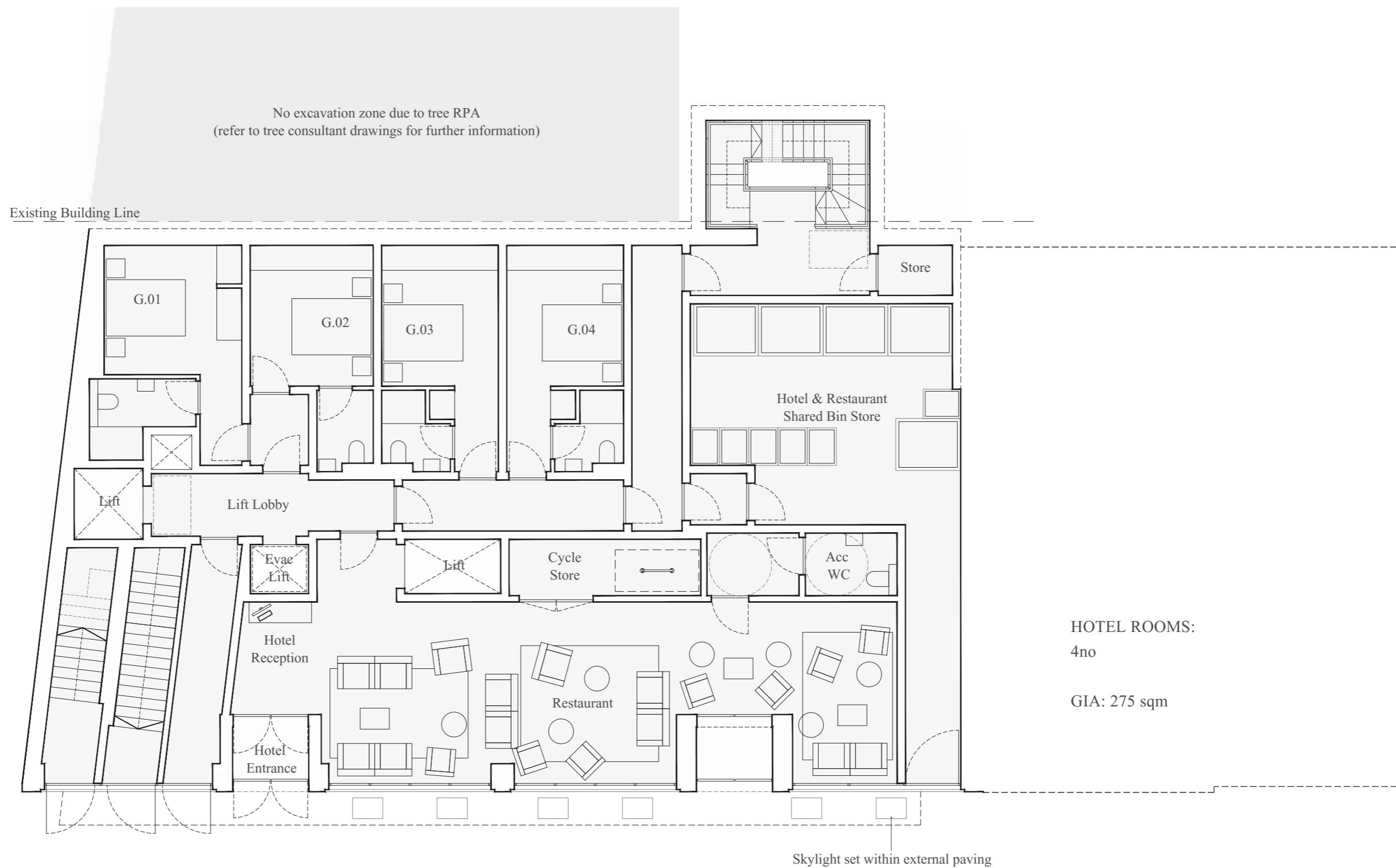


PROPOSED BASEMENT FLOOR PLAN. DRAWING no. 2000. 1:100@A3

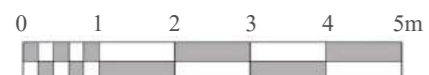


PROPOSED DRAWINGS

FLOOR PLANS



PROPOSED GROUND FLOOR PLAN. DRAWING no. 2001. 1:100@A3



Appendix B

Appendix C: Example of survey for deliveries and servicing

These questions can be used to monitor the deliveries and servicing at a site over a period of 2-4 weeks. Further questions can be added. of 2-4 weeks. Further questions can be added.

Date	Time	Where has the driver parked ? (on or off-street)	Inbound or Outbound	Vehicle type (pedestrian, bicycle, motorbike, van, lorry)	Fuel type (petrol, diesel, electric, hybrid, no fuel)	Was there any delay to the vehicle in immediate vicinity of the site?	Dept delivering to or collecting from	How many suppliers in the delivery?	Type of goods? (e.g. office supplies, food, waste)	Size and number of goods units