



**PREMIER INN – 203 HIGH HOLBORN, CAMDEN**

## **TRAVEL PLAN**

**Prepared on Behalf of WHITBREAD GROUP PLC / PREMIER INN**

**WHIT/2011/1382**

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## INTRODUCTION

This Travel Plan is prepared by RGP on behalf of Whitbread Group, the hotel operator in relation to the proposed 138 bedroom hotel at 203 High Holborn, London Borough of Camden. The site comprises a combination of office and retail uses. The retail units occupy the site's frontage with High Holborn, whilst the remainder comprises B1 Office, which is currently unoccupied. The development proposals involve a change of use from office to hotel and ancillary bar/restaurant, with a small scale extension at roof level.

Pedestrian access to the site would be from High Holborn, whilst vehicle/servicing access is provided from Newton Street. Owing to the central London location and the excellent public transport links available, the site will not provide any on site car parking, except for 3 disabled bays to the rear of the site which would be secured through a pre-booking arrangement.

RGP has prepared a Transport Statement for the Premier Inn proposals which provides details in terms of the anticipated traffic generation and overall operation of the site in highway terms, and hence should be read in conjunction within this Travel Plan.

This Travel Plan accompanies the Transport Statement, demonstrating the opportunities for sustainable travel to/from the site and highlighting the benefits that a Travel Plan can bring to a company such as Whitbread. This Travel Plan will target both staff and guest travel associated with the development.

In preparing this Travel Plan, RGP has reviewed the relevant national guidance including the Department for Transport documents '*The Essential Guide to Travel Planning*' and '*Towards a Sustainable Transport System*.'

## PURPOSE OF THIS TRAVEL PLAN

Whitbread are focussed on minimising their impact on the environment and promoting good environmental practice. Whitbread's principal recent focus of its environmental impacts have been in relation to the use of water, production of waste and reduction of greenhouse gas emissions associated with energy and fuel use in buildings, company car fleet and distribution of food and drink etc.

However, one of the major sources of emissions is not from Whitbread's operations directly, but the impact of staff and guest travel to and from Whitbread establishments. This is now a primary focus of Whitbread and is being developed through effective Travel Planning across the business.

The objective of this Travel Plan for the Premier Inn development is, as far as reasonable, to encourage alternative modes of travel for staff and guest related trips to and from the site. Due to the nature of hotel operations, it is likely that guests of the Premier Inn would be travelling relatively long distances to reach the site. However, journeys by guests during their stay and commuting trips by staff are shorter and potentially easier to target with regards to mode shift.

In this instance the high Public Transport Accessibility Level (PTAL) of 6b indicating excellent accessibility of the area, coupled with the zero parking provision acts to encourage travel to and from the site by sustainable means. The PTAL Calculation is attached at **Appendix A**.

**Key Benefits of Travel Plans to Whitbread Group include:**

- Need to satisfy local planning and highway authorities;
- Improved 'green credentials' and strengthening the Premier Inn brand as seen by customers;
- Improved corporate social responsibilities, above that of its competitors;
- Financial savings for Whitbread and its staff/guests; and
- Improved staff retention and moral.

## **POLICY CONTEXT**

This Travel Plan seeks to satisfy the requirements stipulated by Transport for London (TfL) and the London Borough of Camden. In preparing the Travel Plan, RGP have reviewed relevant national and regional policies as well as best practice guidance.

### **National Policy**

Relevant current government guidance is contained in *Planning Policy Guidance Note 13: Transport (PPG13)* originally adopted in April 2001. This promotes development within urban areas and locations highly accessible by means other than the private car. It also seeks to limit parking provision for developments and discourage reliance on the car for work and other journeys where there are effective alternatives.

The key objectives of the guidance are to:

*“Promote more sustainable transport choices for both people and for moving freight; promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and reduce the need to travel, especially by car.”*

The Office of the Deputy Prime Minister (ODPM) and the Department for Transport (DfT) produced *Using the Planning Process to Secure Travel Plans* as best practice guidance in July 2002, which provides advice on establishing the form of the Travel Plan and Travel Plan content. This guidance has been used in the preparation of this Travel Plan.

In relation to Travel Plans for workplaces, the DfT has produced *The Essential Guide to Travel Planning* (DfT, 2007) and a *Workplace Travel Plan Evaluation Tool* (2002), which provides a step-by-step self-assessment check list for developers and employers.

The High Holborn hotel accords with national policy as it is easily accessible, well connected by public transport, encourages cycling and walking and provides secure cycle parking facilities for staff and guests. The hotel's location promotes a variety of sustainable modes of transport while still providing limited car parking provision that ensures the needs of disabled people have been taken into account.

The *Walking and Cycling Action Plan*, produced by the Department for Transport (DfT) in 2004 promotes the elevation and greater prioritisation of pedestrians in transport planning, with pedestrians placed at the top of the transport modal hierarchy, in most instances, followed by cyclists, public transport and lastly private vehicles.

In relation to the promotion of walking and cycling, the main objectives of the *Action Plan* are to:

- *Create places that people want to walk and cycle in;*
- *Provide high quality facilities for safe walking and cycling;*

- *Promote educational resources, training and marketing to influence travel behaviour; and*
- *Monitor success through better targets and indicators.*

## **Regional Policy**

### **The London Plan (February 2004)**

The *London Plan* is the Mayor's spatial development strategy, produced by the Greater London Authority (GLA) and published in February 2004. The Plan was revised in February 2008 as *The London Plan – Spatial Development Strategy for Greater London Consolidated with Alterations since 2004*. The document consolidates all alterations since 2004. In line with government transport policy, it emphasises the need to integrate transport and planning to promote modes of transport other than the private car.

#### **Policy 3C.1: Integrating Transport and Development**

The Mayor will work with Transport for London (TfL), the Strategic Rail Authority, the government, boroughs and other partners to ensure the integration of transport and development by:

- Encouraging patterns and forms of development that reduce the need to travel especially by car;
- Seeking to improve public transport capacity and accessibility where it is needed, for areas of greatest demand and areas designated for development and regeneration, including the Thames Gateway, Central Activities Zone, Opportunity Areas, Areas for Intensification and town centres; and
- In general, supporting high trip generating development only at locations with both high levels of public transport accessibility and capacity, sufficient to meet the transport requirements of the development. Parking provision should reflect levels of public transport accessibility.

#### **Annex 4: Parking Standards (The London Plan (2004))**

This annex sets out the approach to determining appropriate maximum parking standards within the policy context. Boroughs are advised to interpret the standards with appropriate flexibility, having regard to them when developing their own policies.

Parking provision within the development complies with the parking standards detailed in Camden's Development Policy: DP18.

## **The London Plan, Spatial Development Strategy for Greater London Consultation Draft Replacement Plan (2010)**

### **Policy 6.1 – Strategic Approach**

The Mayor will work with all relevant partners to encourage the closer integration of transport and development by:

- Seeking to improve the capacity and accessibility of public transport, walking and cycling, particularly in areas of greatest demand;
- Supporting development that generates high levels of trips only at locations with high levels of public transport accessibility, either currently or via committed funded developments; and
- Promoting walking by ensuring an improved urban realm.

### **Policy 6.3 – Assessing Transport Capacity**

Planning Decisions:

- Development proposals should ensure that impacts on transport capacity and the transport network, at both a corridor and local level are fully assessed.
- Where existing transport capacity is insufficient to allow for the travel generated by proposed developments, and no firm plans exist for an increase in capacity to cater for this, boroughs should ensure that development proposals are phased until it is known these requirements can be met, otherwise they may be refused. The cumulative impacts of development on transport requirements must be taken into account.
- Transport assessments will be required in accordance with TfL's Transport Assessment Best Practice Guidance for major planning applications. Workplace and/or Residential Travel Plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with the relevant TfL guidance.

### **Policy 6.10 - Walking**

The Mayor will work with all relevant partners to bring about a significant increase in walking in London, by emphasising the quality of the pedestrian and street environment, including the use of shared space principles – promoting simplified streetscape, decluttering and access for all.

### **Policy 6.13 - Parking**

The Mayor wishes to see an appropriate balance being struck between promoting new development and preventing excessive car parking provision that can undermine cycling, walking and public transport use.

## **The Mayor's Transport Strategy (July 2001)**

The key policies and strategies for transport are outlined in the Mayor's Transport Strategy. Of particular importance are those which aim to 'make London an accessible city' by:

- *"Improving the efficiency, effectiveness and reliability of London's transport system;*
- *Encouraging and enabling patterns of land use that support sustainable patterns of travel;*
- *Integrating transport, spatial development and economic development policies to ensure sustainable access for people and goods;*
- *Identifying and creating locations with good public transport access to encourage an appropriate scale, form and type of development in ways that reduce car travel; and*
- *Improving travel choice and quality."*

### **Policy 3.7 – Making London an Accessible City**

In exercising his functions in relation to planning applications, draft Unitary Development Plans (UDP) and other land use matters the Mayor will give due weight to the matters listed below. The London boroughs should also give due weight to these matters in exercising their functions in relation to planning applications and development plans, where appropriate:

- *"that development should be planned and located with the aim of providing a range of attractive and convenient travel choices, and encouraging alternatives to car use; in particular, new high density trip generating development should be located in areas that are, or will be made, accessible by public transport, taking account of public transport capacity;*
- *...The London boroughs should also have regard to the recommendations on parking standards for residential dwellings set out in the government's Planning Policy Guidance Note 3: Housing..."*

### **Policy 3.8 – Making London and Accessible City**

TfL, the Greater London Authority, the London boroughs, and the London Development Agency will work together and with other key partners to identify and promote:

- *"Suitable sites for high quality, carefully designed, higher density and mixed-use development in locations where there are high levels of public transport access and capacity."*

The development is considered to meet fully with the above policies, being located in an area that benefits from excellent public transport accessibility promoting sustainable travel choices. The development does not offer car parking spaces, aside from disabled provision and promotes cycling through the provision of 16 cycle parking spaces.

## Local Policy

### Local Development Framework (LDF)

The LDF is required under the terms of the Planning and Compulsory Purchase Act 2004 and sets out Camden's planning strategy for managing growth and development in the future, including where new homes, jobs and infrastructure will be located. The documents that make up the LDF replace the previously published UDP (2006).

### Camden's Core Strategy 2010-2025

*Camden's Core Strategy* is a central part of the LDF setting out the key elements of the Council's planning vision and strategy for the borough. A significant component of the Core Strategy is Transport.

The overall aim of the Core Strategy is that: '*Camden will be a borough of opportunity*'.

Four strategic objectives have been developed to deliver the overall vision:

- *A sustainable Camden that adapts to a growing population;*
- *A strong Camden economy that includes everyone;*
- *A connected Camden community where people lead active, healthy lives;*  
*and*
- *A safe Camden that is a vibrant part of our world city.*

*Policy CS11: Promoting sustainable and efficient travel* is of particular relevancy to this Travel Plan.

*"The Council will promote the delivery of transport infrastructure and the availability of sustainable transport choices in order to support Camden's growth, reduce the environmental impact of travel, and relieve pressure on the borough's transport network."*

The Premier Inn development complies with all of the above local policies as it encourages use of the well-connected public transport system and minimises demand for private vehicle use. The development has provided limited car parking and promotes cycling with the provision of 16 cycle spaces.

TfL's '*Guidance for Workplace Travel Planning for Development*' and '*Making Smarter Choices Work*' documents have also been considered. These provide advice on the preparation of development related Travel Plans, offering a standardised approach, which also provides flexibility for content to be tailored on a site/organisation specific basis.

In addition, the TfL assessment tool ATTrBuTE supplements the above guidance. The assessment sets out processes against which new Travel Plans within Greater London should be assessed. RGP has undertaken the ATTrBuTE assessment on this Travel Plan and concludes that it adheres to the TfL guidance.

In summary, it can be seen that there are a number of integrated land use and transport planning policies and policy guidance documents that support and underpin this Travel Plan. The relevant policies have been taken into consideration when preparing this document, particularly the emphasis on encouraging and increasing active travel (walking and cycling).

## KEY AIMS OF THIS TRAVEL PLAN

This Travel Plan represents a long term strategy to promote more sustainable travel and to offer realistic transport choices for all journeys associated with Premier Inn hotels. These include:

- i) Commuting journeys by staff;
- ii) Main journeys by guests to and from the hotel; and
- iii) Journeys made by guests during their stay.

**The Key Aims of this Travel Plan are to:**

- Provide employees and guests with greater information as to the alternative modes of travel available when travelling to and from the city centre site;
- Identify opportunities to provide new infrastructure to support sustainable modes of travel for staff and guests;
- Promote the use of alternative modes of travel; and
- Support employees to achieve a shift in travel behaviour away from single occupancy car travel towards more sustainable forms of transport.

Figure 1 below illustrates the 'Life Cycle' of the Travel Plan:

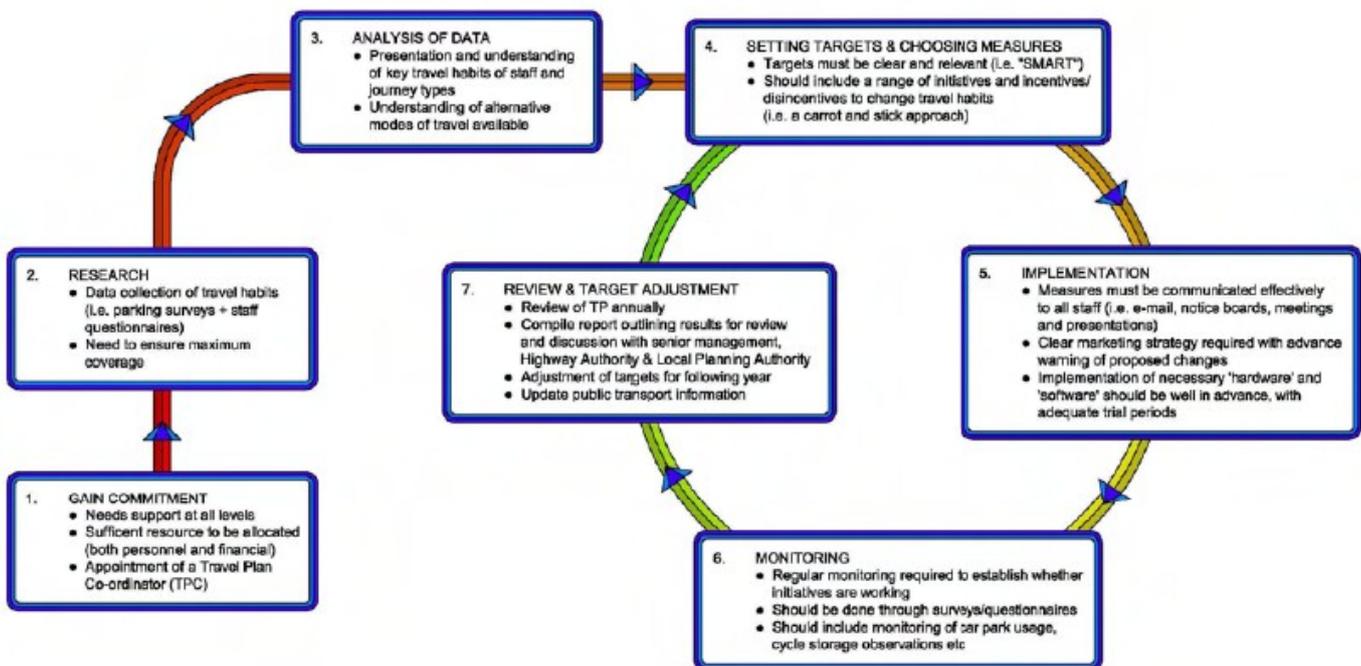


Figure 1. Travel Plan 'Life Cycle'

## WHITBREAD AND TRAVEL PLANNING

Whitbread are currently evolving Travel Plans for all new developments as well as identifying existing sites that may benefit from the implementation of a Travel Plan. The goal is for all Whitbread premises to have a Travel Plan in place, which can be marketed and regularly monitored with a view to achieving the target of reducing the effect of travel associated with Premier Inn's and other Whitbread establishments on the environment.



Whitbread currently have almost 600 hotels throughout the UK, and hence to implement a Travel Plan across all sites will require extensive management and coordination and will be a particular challenge in the context of the usual trend in hotel use i.e. generally car based.

Accepting this trend, the key aim of Whitbread in developing Travel Planning across the business is to encourage staff and guests to think about travel choice, which should result in greater non-car travel and an increased awareness of environmental issues generally.

It is important that the implementation of measures is bespoke across all sites; however some measures will be consistent regardless of the site location. Consistent measures can be centrally managed by Whitbread, whilst those initiatives that are site specific will become the responsibility of individual Premier Inn staff.

## TRAVEL PLAN COORDINATOR

One aspect that will be common throughout all sites is the role of Travel Plan Coordinator (TPC). The Premier Inn General Manager for each site will be tasked with the TPC role such that each TPC can report back to central management in order for Travel Planning across the business as a whole to be effectively managed and monitored over time. This, for example, will involve regular reviews every 12 months to understand staff and guest travel patterns and determine whether over time they bring about a modal shift as a result of the measures implemented as part of the Travel Plan. The relevant contact details for the management of the Travel Plan are as follows:

### Whitbread New Openings Manager – Whitbread Central Management

Email: [michaela.knapton@whitbread.com](mailto:michaela.knapton@whitbread.com)

### Environmental Manager – Whitbread Central Management (Energy and Environment Team)

Email: [ben.brakes@whitbread.com](mailto:ben.brakes@whitbread.com)

### General Manager – Walsall Waterfront Premier Inn

Email: TBC

The TPC role is defined within the job description of the General Manager / Operations Manager and training for the role is provided by Whitbread as part of new hotel openings and new staff inductions. In addition, RGP has been commissioned by Whitbread to hold Travel Plan Introduction and Training Seminars with each General Manager (TPC), prior to the opening of a new site. This ensures that the TPC knows what is expected of them from the outset when a Travel Plan is required for implementation.

The role of the TPC is imperative to the success of Travel Plans.

#### Summary of the Travel Plan Coordinator Role:

- Manage the day-to-day running of the Travel Plan, liaising with Whitbread management should any additional budget be required;
- Analyse survey data as to travel behaviour;
- Delegate certain tasks of the TPC to other staff;
- Ensure the necessary review and monitoring is undertaken on an annual basis;
- Investigate further Travel Plan/sustainable initiatives; and
- Train employees to deal with travel related queries from guests.



## HOW PREMIER INN'S OPERATE

Premier Inn offer convenient overnight accommodation for guests. The principal mode of travel by guests will be influenced largely on the location of the site, availability of public transport, the proximity of the Premier Inn to the strategic road network and parking provision / availability. Premier Inn sites located within city centre locations, as is the case with the High Holborn hotel are highly accessible and facilitate access by a variety of sustainable travel modes. London has an extensive public transport network comprising buses, rail links and the underground system as well as exemplary walking and cycling infrastructure. In addition, the non-provision of standard parking at the High Holborn hotel will act to discourage staff and guests from driving to the site. The location of a Premier Inn hotel relative to a guest's ultimate destination (such as business venue, leisure attraction etc.) is also important in determining the modal choice for journeys during a guest's stay, as a consequence of the many attractors located within Holborn and Central London it is believed that the majority of guests will be able to reach their ultimate destination on foot, by bicycle or by using public transport.

The duration of stay of guests at a Premier Inn is summarised in **Table 1**:

	TOTAL	MIDWEEK	WEEKEND
1 night	66%	68%	64%
2 nights	21%	18%	24%
3 nights	7%	8%	8%
4-7 nights	6%	6%	5%

**Table 1. Duration of Guest Stay**

Premier Inn sites generally comprise a mix as to the purpose of stay. Broadly speaking the split is 50% business related and 50% leisure related stays. This, of course, varies depending on the day (i.e. weekends generally attract leisure related guests whilst weekdays usually comprise a higher proportion of business related guests).

Since all Whitbread sites differ, the approach to Travel Planning needs to be bespoke for each site. However, the fundamentals of improving information for guests and staff is common to all sites and likely to be the most effective in influencing travel trends. In addition, some company-wide initiatives aimed at staff should be introduced and developed to assist in making a change to the way Premier Inn staff travel to and from work. The nature of hotels, particularly Premier Inn hotels, is such that short trips are most common. Convenience is a guest's prime wish and so for any Travel Plan to be successful its measures and initiatives need to be appropriate and realistic.

The Premier Inn would generate an average of 2 service vehicle movements per day. These deliveries are discussed further within the Delivery and Servicing Plan, which accompanies the Transport Statement for this development.



## Site Description

The site is located on High Holborn, within the London Borough of Camden. The site is bounded by High Holborn (A40) to the north and Newton Street to the east. Vehicular access to the site is directly off Newton Street which is a one way street fed by from Great Queen Street (B402) and Parker Street to the south. Newton Street emerges onto High Holborn to the north, as illustrated on Plan 01.

The junction of Newton Street and High Holborn only permits left turns are permitted, onto High Holborn which is a one-way street (westbound direction). High Holborn is a main arterial route through London and is part of the Strategic Road Network (SRN), operated and controlled by Transport for London (TFL). High Holborn (A40) provides links towards A400 Tottenham Court Road / Charing Cross Road to the west, and towards A4200 Kingsway / Southampton Row to the east.

Access to Newton Street is provided from Great Queen Street (B402) which is a local distributor road joining Kingsway (A301) to the east and Drury Lane to the west. Newton Street can also be accessed from Parker Street from the south, which links Kingsway with Drury Lane.

Newton Street benefits from a wide carriageway width with double yellow line parking restrictions on both sides of the road. To the south of the site access residential and disabled parking bays are provided, on Newton Streets western side. Newton Street also benefits from a contraflow cycle lane on its eastern side, between High Holborn to the north and Great Queen Street to the south, as illustrated on Photo 1 below.



Photograph 01 –Newton Street looking north towards High Holborn

Owing to the highly accessible central London location, the proposed Premier Inn would be well suited to cater for overnight accommodation associated with the many business and tourism attractions within close proximity to the site. As a consequence of the site location, it is unlikely that the Premier Inn would be accessed by car, other than perhaps taxi, since public transport provides a viable alternative mode for access to much of Central London. In addition, the lack of non-disabled parking will discourage access by private car.

In addition, guests and staff can also take advantage of the Barclays Cycle Hire Scheme, which has hire points located on High Holborn, close to the site. 3 disabled bays will be provided to the rear of the site to cater for any requirement associated with the accessible bedrooms. This provision is

deemed adequate to accommodate the anticipated parking demands of the proposed Premier Inn site, and is in line with local parking standards.

### Accessibility Credentials

Considering the location of the site it is likely that public transport and active modes of travel such as walking and cycling would be the primary choice for both staff and guests travelling to and from the site. To further understand the travel options available to users of the site, an accessibility review has been undertaken relating the proposals to national policies such as PPG13 and land use and transport policies contained within Camden's Core Strategy (Adopted November 2010).

As with any new development it is fundamental to understand how staff and guests of the proposed Premier Inn would travel to and from the site. An analysis of the opportunity for all users of the site to travel by alternative modes of travel has therefore been carried out to confirm whether the development proposals conform to the key principles of PPG13 and Camden's local transport policies, including:

- i) To reduce the need to travel;
- ii) To increase the attractiveness of walking, cycling and public transport;
- iii) To reduce use of private cars;
- iv) To maximise accessibility of transport to all; and
- v) To minimise harm to community safety, health and the environment from transport.

All staff would be encouraged to use sustainable modes of transport and made aware of their options for travel by public transport to the site. It is likely that that site would employ approximately 40-60 staff. **Diagram 01** illustrates the surrounding highway network and the public transport facilities close to the site. The site is situated in a highly accessible location and many shops, restaurants, bars, gardens, museums, attractions and cultural institutions are located in the vicinity.

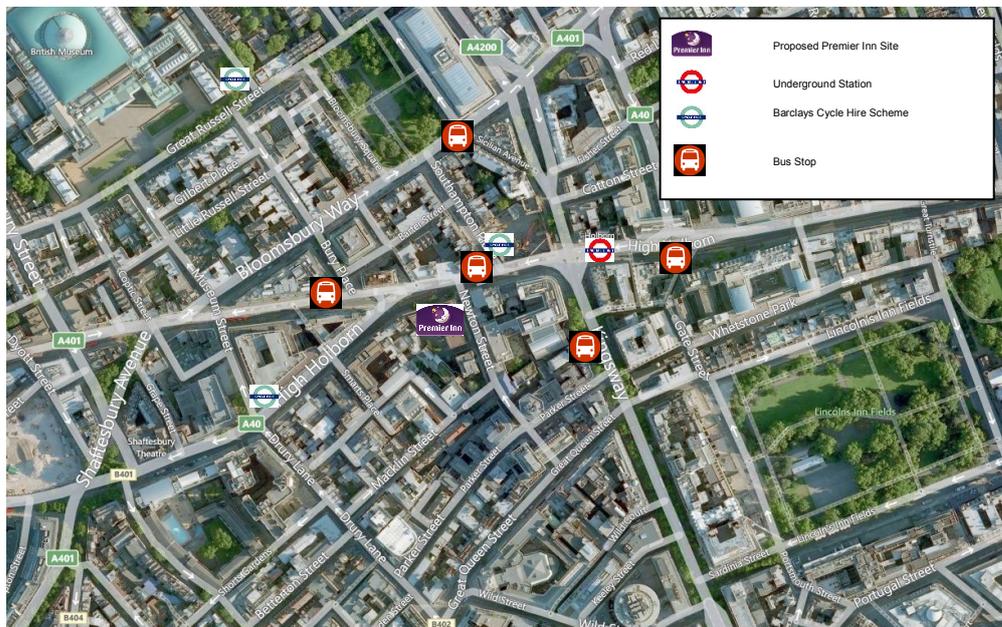


Diagram 01 – Accessibility Plan

The PTAL rating for the site is a 6b 'Excellent', the site is within walking distance of numerous bus routes as well as the London Underground Station at Holborn.

## Local Walking Facilities

Local to the site there are wide, well lit footways and crossing points with tactile paving. On High Holborn there are several signalised pedestrian crossings to assist pedestrians. As illustrated on **Diagram 01** pedestrian access to the site is good with all wide, well lit footways in the vicinity of the site. Walking would therefore form the principal mode of travel for staff and guests accessing the hotel.

## Accessibility by Cycle

As illustrated on **Diagram 02**, there are several London Cycle Network routes which lie in close proximity to the site, these provide links through Camden and into the surrounding boroughs.

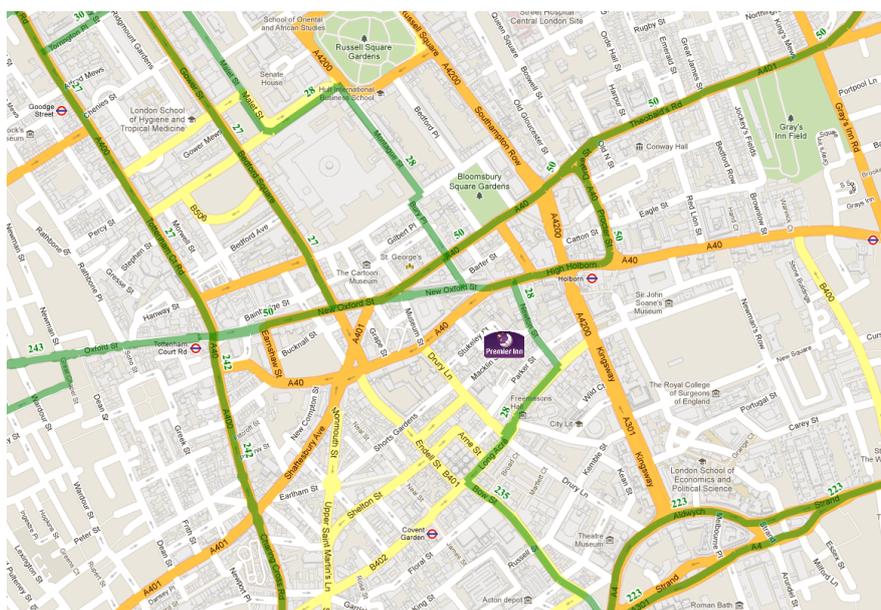


Diagram 02 – Cycle Routes

Cycling is an especially popular mode of travel, with cycling generally regarded as the fastest mode of travel in London. The proposals would provide 16 cycle parking spaces to the rear of the site, in line with LBC's parking standards. The cycle parking will be accessed through the service access and will be secure and sheltered. In addition, the Barclays Cycle Hire Scheme provides an excellent facility for both staff and guests of the Premier Inn to travel both to and from the hotel, with over 6000 bikes at 400 locations across central London. As illustrated on Diagram 01, cycle docking stations are located within a 1 minute walk of the hotel. It is considered that these bicycles would be used by both staff and guests of the hotel. Barclays Cycle Hire is available 24 hours a day, all year round and is free for the first 30 minutes, subject to a daily membership charge.

## Accessibility by Bus

As illustrated by **Plan 01**, the site is served by excellent bus facilities. The nearest bus stops located on High Holborn and Kingsway.

There are many routes serving this stop, providing convenient access for both staff and guests of the site, to a variety of locations across Central London:

Stop	Route No	Buses Per Hr	Route
<b>High Holborn / Newton Street -62m (0.5 minute walk)</b>	242	10	Tottenham Court Road - Homerton
	1	8	Canada Water - Tottenham Court Road
	8	10	Bow - Tottenham Court Road
	25	11	Bow - Aldgate - Oxford Street
	98	10	Willesden - Bloomsbury Square
<b>Holborn Station - 200m (2.5 minute walk)</b>	243	11	Wood Green - Waterloo
	91	9	Trafalgar Square - Crouch End
	X68	4	Russell Square - West Croydon
	68	9	Euston - West Norwood
	171	7	Holborn - Catford
	168	9	Old Kent Road - Hampstead Heath
	59	9	King's Cross - Streatham
	521	27	London Bridge - Waterloo
	188	8	Russell Square - North Greenwich
<b>Bloomsbury Square - 211m (2.6 minute walk)</b>	38	12	Clapton - Victoria Bus Station
	55	9	Leyton - Oxford Circus
	19	10	Finsbury Park - Battersea Bridge
<b>Bloomsbury / Shaftsbury Ave - 400m (5 minute walk)</b>	14	13	Putney - Warren Street
	134	12	Finchley - Tottenham Court Road
	24	12	Pimlico - Hampstead Heath
	176	7	Penge - Tottenham Court Road
	29	11	Wood Green - Trafalgar Square
<b>Bloomsbury Street - 545m (7minute walk)</b>	10	10	Hammersmith - King's Cross
	390	8	Notting Hill Gate - Archway
	73	17	Seven Sisters Station - Victoria Bus Station
<b>Montague St / Russell Sq - 549m (7 minute walk)</b>	7	9	Acton - Rusell Square

**Table 2. Bus Services**

As illustrated on the above table, there are 26 services within up to a maximum 7 minute walk of the site, with a frequency of up to 272 buses per hour. It is considered that this high frequency of services would be attractive to both staff and guests of the site, providing links throughout central London and a large variety of tourist and business locations.

As illustrated on Figure 1 below, there are also a total of 17 night / 24hr bus services available local to the site providing routes across greater London. It is considered these routes would be attractive to guests, as well as staff of the hotel who work a variety of shifts, for example.

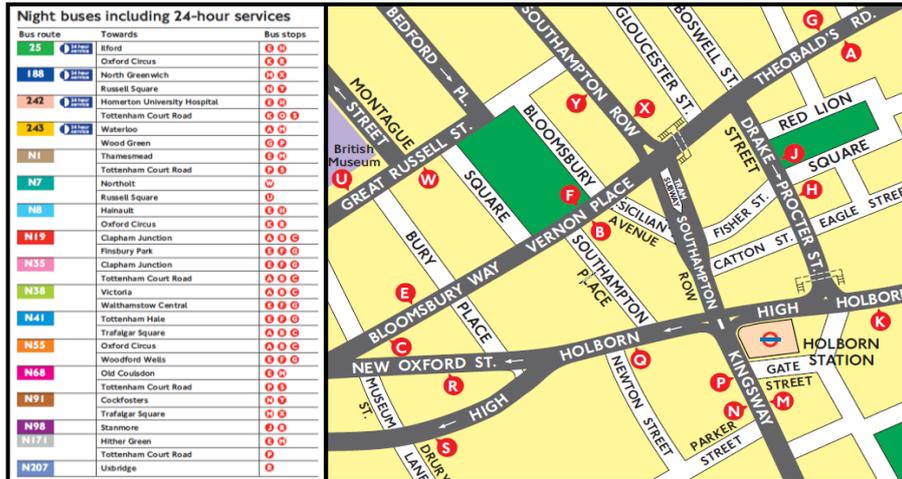


Figure 1. Summary of Bus Services Local to the Site

### Accessibility by Underground / Rail

The site is situated within walking distance of Holborn and Tottenham Court Road Underground Stations. As illustrated on **Diagram 03**, these stations provide access to the Piccadilly, Central and Northern lines.

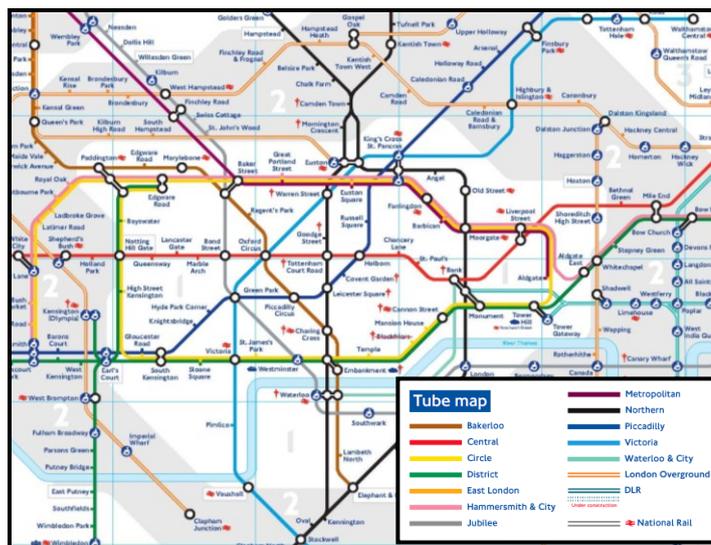


Diagram 03 – London Underground Map

The London Underground enables easy and quick access throughout central London, which would be potential attractors of guests staying at the hotel. All three stations are within Zone 1 of Transport for London's fare system.

The nearest National Rail terminus, Farringdon Station is located approximately 1.4km or a 18 minute walk from the proposed Premier Inn. From here connections to UK wide rail services are available, including from the main London termini at King's Cross, Euston, Paddington and Waterloo. International (Eurostar) services depart from King's Cross St. Pancras, which can be reached in 5 minutes when boarding a northbound Piccadilly line train from Holborn.

## **Accessibility from London Airports**

It is likely that many guests staying at the Premier Inn will be international and hence consideration is given to how these guests may arrive to the site from London airports. Such information is considered to be beneficial to guests staying at the hotel when planning their journey to and from London.

### **Heathrow Airport**

#### *Heathrow Express*

- Non-stop train to London Paddington Station.
- Journey time is approximately 16 minutes.
- Trains run every 15 minutes.
- Heathrow Express services operate from 5.10am – 23.30pm daily.

#### *London Underground*

- Piccadilly line runs direct to Holborn.
- Journey time is approximately 48 minutes.
- Trains run at an average daily frequency of 4 - 7 minutes.
- London Underground services operate from 6am – Midnight Mon – Sat and 6am – 10pm Sunday and public holidays.

#### *National Express*

- Buses run to London Victoria Coach station as well as a number of other locations across London.
- Journey time is approximately 45 minutes.
- Buses run at an average daily frequency of 20 minutes.
- National Express services operate from 5.20am – 9.40pm daily.

### **Gatwick Airport**

#### *Gatwick Express*

- Non-stop train to London Victoria Station.
- Journey time is approximately 30 minutes.
- Trains run at an average daily frequency of 15 minutes.
- Gatwick Express services operate from 5.00am – 23.30pm daily.

#### *National Express*

- Buses run to London Victoria Coach station as well as a number of other locations across London.
- Journey time is approximately 1 hour 30 minutes.
- Buses run at an average daily frequency of 50 minutes.
- National Express services operate from 5.15am – 9.45pm daily.

### **Stansted Airport**

#### *Stansted Express*

- Non-stop train to London Liverpool Street Station.
- Journey time is approximately 46 minutes.
- Trains run at an average daily frequency of 15 minutes.
- Stansted Express services operate from 4.10am – 23.25pm daily.

#### *National Express*

- Buses run to London Victoria Coach station as well as a number of other locations across London.
- Journey time is approximately 1 hour 30 minutes.
- Buses run at an average daily frequency of 20 minutes.
- National Express services operate 24 hours daily.

### **Accessibility by Taxi**

It is anticipated that a minimal number of guests may also be picked up / dropped off by taxi, further analysis for which is detailed in Section 4. It is considered that Taxi drop-off / pick-up could be facilitated in several locations in close proximity to the site.

If the taxi were to approach the site along Newton Street, the taxi can conveniently drop the guest off in the access to the rear of the site, which would be clearly signed for this purpose.

If the taxi were to approach from High Holborn, the taxi can drop off guests directly at the access to the Premier Inn, which is not subject to any drop-off restrictions. Alternatively, the guests could be dropped off on the northern side of High Holborn where there are a number of loading / parking bays. Once dropped off the guest would then be able to conveniently cross High Holborn via the signalised crossing to access the site.

### **Summary**

In summary, RGP consider that the accessibility credentials of the proposed Premier Inn site are excellent, providing both staff and guests with numerous opportunities to use sustainable modes of travel. In combination with the zero on-site parking provision (except disabled bays that would be booked in advance), utilising public transport would be the most convenient option for the majority of staff and guests travelling to and from the site.

### **MONITORING**

An important part of any Travel Plan is the collection of data relating to the modes of travel used by both staff and guests of the site. In order to identify and understand travel habits and how the site operates, questionnaires will be circulated to both staff and guests within one month of opening. From this a baseline, modal split will be identified for the site, from which all future targets will be based.

Following the initial surveys, monitoring will be undertaken annually by the TPC. The TPC will be responsible for comparing the results year-on-year and adjusting the targets and initiatives accordingly, they will also ensure that the results are displayed on notice boards for all to see.

In addition to the monitoring detailed above, the Travel Plan for the High Holborn site will be independently monitored by a TRAVL approved Independent Field Company in years 1, 3 and 5 with the results fed into iTRACE, a Travel Plan development management tool developed by TfL to standardise Travel Planning. iTRACE provides an accepted approach to validate the worthiness of Travel Plans and allow comparison of results year-on-year, between organisations and by borough / local authority area. Being part of the iTRACE process will ensure that a robust approach to monitoring is maintained and that the effectiveness of the Travel Plan is sustained over time. (See **Appendix B** for a copy of the iTRACE Workplace Travel Plan Proforma).

All questionnaires will be iTRACE compliant and adhere to '*Travel Planning in London iTRACE Compliancy / TRAVL Compliancy Standardised Approach to Monitoring*'. With regards to guest travel patterns, these will be monitored by reception staff as part of the check-in process.

## Baseline Targets

As the site is not currently occupied, details of staff / guest travel behaviour are not available. However, baseline targets are available from analysis of the TRAVL database which details trips associated with development within London. Owing to the site's highly accessible location it is considered likely that all guests would use public transport to access the site initially, then walk, cycle or take public transport during their stay. Details of the likely modal split for the development have been derived by applying the proportions from comparable London hotel sites in the TRAVL database to the proposed High Holborn site trip rates. This methodology is discussed in more depth within the accompanying Transport Statement.

**Table 3** illustrates the anticipated modal split. It is expected that almost all users of the site would arrive by sustainable modes of transport, the aim of this Travel Plan therefore will be to increase the proportion of active modes (walking and cycling) utilised by hotel staff and guests, during their stay. Although targets will initially be set based on these derived proportions they will be modified in light of the results obtained from the iTRACE compliant surveys. It is considered reasonable to set an initial 3 year target to increase the use of active modes amongst all users by 5%.

	PERCENTAGE
Car Driver	1
Car Passenger	1
Motorcycle	0
Walk	62
Pedal Cycle	0
Underground	17
Rail	13
Bus	6
<b>Total</b>	<b>100</b>

**Table 3. Modal Split (TRAVL)**

## TRAVEL PLAN INITIATIVES

This section considers the Travel Plan initiatives that the TPC will introduce, refine and expand during the life of the Travel Plan, initially a 5-year period.

Whitbread are introducing numerous measures corporate-wide with the intention of encouraging more sustainable travel, whilst the TPC will consider further initiatives and measures specific to their hotel and location. The principal initiatives are detailed in **Table 4** below:

	STAFF	GUEST
WHITBREAD CORPORATE-WIDE	<ul style="list-style-type: none"> <li>• Cycle discount scheme</li> <li>• Car sharing database</li> <li>• Training of Managers and TPC to feed down to reception staff</li> </ul>	<ul style="list-style-type: none"> <li>• Website travel information to encourage use of public transport and car sharing</li> <li>• Travel information as part of booking confirmation</li> </ul>
NEW PREMIER INNS AND EXTENSIONS	<ul style="list-style-type: none"> <li>• Cycle parking provision</li> <li>• Shower/changing facilities</li> <li>• Staff information boards</li> <li>• Season ticket negotiations</li> <li>• Local employment policy</li> </ul>	<ul style="list-style-type: none"> <li>• Cycle parking provision</li> <li>• Reception 'Information Point'</li> <li>• Local information for guests (attractions, shops, business centres etc.)</li> </ul>
SITE SPECIFIC MEASURES	<i>To be completed by the TPC</i>	

**Table 4. Summary of Travel Plan Initiatives**

## Staff Travel Plan Initiatives

### New Recruits

Whitbread will adopt a local employment policy when recruiting staff to facilitate non-car use as far as is reasonable (i.e. within a 5 mile radius). This would ensure that reliance on the private car is reduced as realistic alternative modes of travel, such as train, underground, bus, cycling and walking will be available. Currently, Premier Inn aim to recruit 95% of all staff through local job centres and hence by virtue of this, most Premier Inn staff would reside local to the site.

A vital element is to ensure that new staff are aware of the Travel Plan and the information contained within, to encourage them to use sustainable modes of transport.

The TPC will inform all new recruits of the Travel Plan's existence and advise them with regards to their personal travel options to and from work. New starters would therefore benefit from an Individual Travel Plan (ITP) from their first day of employment. During the interview / induction process new recruits will be made aware of the initiatives available to them and the associated financial incentives of each.

### On-Site Cycle Infrastructure

Policy DP18 of the 'Camden Development Policies 2010-2025' sets out parking standards with regards to cycles:

#### Hotels

Staff – from threshold of 500m<sup>2</sup>, 1 space per 500m<sup>2</sup> of part thereof

Customer – from threshold of 500m<sup>2</sup>, 1 space per 500m<sup>2</sup> of part thereof

The 138 bedroom (3,867 sqm) hotel would be required to provide covered cycle racks capable of accommodating 16 bicycles. The cycle spaces will be accommodated to the rear of the site as detailed further within the Transport Statement which accompanies this document.

The use of this facility will be regularly monitored by the TPC and if it regularly reaches capacity additional provision will be sought.

The TPC will ensure that adequate changing facilities are available on site, by way of a dedicated shower and changing area for staff; guests have access to a bathroom within their own room. Lockers would also be provided in the staffroom for the storage of clothing and cycle equipment, i.e. helmets.

Premier Inn will also ensure basic cycle maintenance tools are available at reception such as a universal spanner, tyre pump and puncture repair kit.



### **Staff Information Board**

A principal reason why staff might not travel by sustainable means of transport is that they are unsure of the available routes for walking and cycling and unaware of the timetable and ticket / pricing information relating to public transport use.

The TPC will establish a Travel Plan information board within a communal area such as the staff room or back of reception, to allow members of staff to read and understand the Travel Plan within their own time. The notice board will provide additional information relating to the initiatives proposed and will be regularly updated by the TPC. The TPC will also ensure that the notice boards provide up-to-date information including, but not limited to, the following:

- i) Routing, timetable and ticketing information for local public transport services, including train and bus services;
- ii) Information regarding ticket pricing for public transport, reduced ticket rates and potential season ticket loan information;
- iii) Cost information relating to car sharing and potential sharers details etc.;
- iv) The health benefits of walking and cycling, to include safety advice;
- v) Details of cycle purchase / discount schemes; and
- vi) Up-to-date details of cycle routes and footways, to include safe routes to and from the site.

### **Discounted Cycle Purchase**

Whitbread are currently considering options for providing staff that choose to cycle to work the opportunity to purchase bicycles and cycle equipment at a discount. Whitbread have secured a deal with Halfords whereby all Whitbread staff are entitled to a 9% discount off goods when using vouchers purchased in advance. This allows staff to purchase cycle equipment at a reduced cost thereby encouraging its use.



Whitbread are also in discussions with Evans Cycles, one of the largest cycle retailers in the UK, with a view to signing up corporate-wide to their "Ride 2 Work" initiative, which provides tax free purchase of bicycles for staff. Both options would be promoted within the hotel by the TPC.

There are numerous benefits of the "Ride 2 Work" scheme both to the employee and the employer, full details of which are included at **Appendix C** of this document.

The main benefits to the employee are as follows:

- i) Reduced cost of purchase of a bicycle, equivalent to saving on Income Tax and National Insurance;
- ii) Spread the cost of purchase over 12 months;
- iii) Improved health and fitness; and
- iv) Purchase of the latest bicycle equipment.



The main benefits to the employer are as follows:

- i) VAT on the purchase is redeemable;
- ii) Saving on National Insurance due to salary sacrifice; and
- iii) Increased staff retention and productivity.

The saving to Whitbread is anticipated to cover the administration costs of the scheme.



**Figure 2. Ride2Work Savings Illustration**

**Joining Criteria for the “Ride 2 Work” scheme:**

- £300 purchase limit (includes bicycle and equipment);
- Only applicable to monthly salaried staff; and
- Only applicable to staff who have completed their initial 3 month probationary period.

### **Public Transport Ticket Offers**

Whitbread and the TPC will liaise with TfL to negotiate discounts for regular travel tickets. Although it is considered that discounts could be arranged for numbers as low as 10 staff, in some cases forming partnerships with other local businesses, or considering the measures across the organisation as a whole, will provide greater bargaining potential and will be key to delivering real value in terms of discounts. The TPC will determine the availability of promotions and discounts, such that the use of public transport by staff would be encouraged.

### **Staff and Guest Travel Plan Initiatives**

#### **Cycle Hire**

As discussed previously there are Barclays Cycle Hire Scheme docking stations located close to the proposed hotel, hence cycling is an excellent means by which staff and guests can travel. A Barclays Cycle Hire Scheme Factsheet is attached at **Appendix D**.

To encourage use of this mode, information including maps and pricing structure details will be provided to members of staff and guests via the notice boards and information point.

## ***Car Clubs***

Car clubs provide an alternative to using a private car. Cars are located throughout London and used on a pay-as-you-basis. The cost of usage is based on how long the car is used for and the distance driven and can often work out cheaper than owning and running a car privately. Typically cars are rented online and can be collected and returned 24 hours a day.

Car Club cars are stationed in Bloomsbury Square, Great Queen Street and Parker Street, all within close proximity to the site. Information regarding these services will be made available at the information point. Guests will be encouraged to use this service if they need to use a car during their stay, as an alternative to arriving at site in their own car. This would also be useful to staff who require a car to make trips before/after work or during their lunch hour.

## **Guest Travel Plan Initiatives**

### ***Car Sharing***

Car sharing is when two or more people travel together to and from the site and is often the most successful single measure in any Travel Plan. The main benefits of car sharing are as follows:

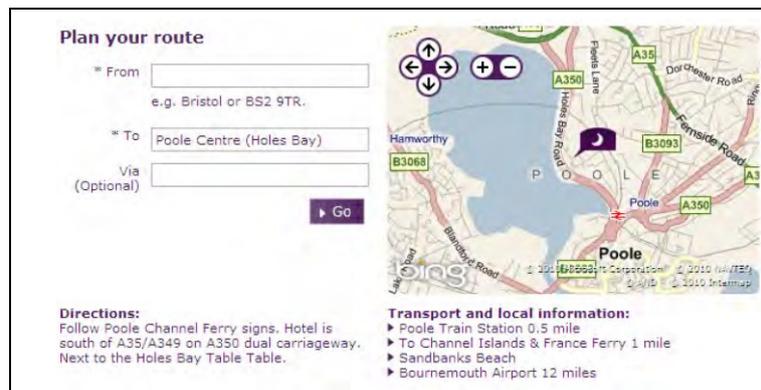
- i) Significant cost savings for sharers;
- ii) Creating a more productive and sociable / inclusive environment; and
- iii) Reduced stress.

A guest travelling a distance of 150 miles to the hotel in a single occupancy vehicle would generate costs of approximately £60, in fuel alone, plus other depreciation costs. Since the Premier Inn provides no non-disabled car parking the nearest car park which visitors could utilise is Camden Council's Bloomsbury Square Car Park. Costs here are £3.80 for 1 hour, £9.70 for 4 hours and £26.40 for one day. Therefore a two-day trip by car could involve costs in excess of £110.

It is important to promote the benefits of car sharing to guests, particularly for business guests who may be able to travel with a companion. It is considered that the information relating to the potential cost saving should be clearly emphasised along with details of national car sharing websites such as liftshare and shareajourney, where searches for car share matches can be made.

## Booking Confirmation and Website Information

When a guest books a room at the Premier Inn, it is important that information relating to the location of the hotel and modes of transport are made available so that guests can make an informed travel choice. Since the majority of guests book Premier Inn rooms through the website ([www.premierinn.com](http://www.premierinn.com)), the website is key in encouraging sustainable travel, or at the very least making guests aware of their travel options when booking a hotel room. The below extract (**Figure 3**) provides an example of the information available under ‘hotel location details’ and ‘journey planner’.



**Figure 3. Premier Inn Website Travel Information**

Currently, the website is focused on car travel, with minimal information on alternative modes of travel. As part of this Travel Plan, in conjunction with Whitbread’s commitment towards sustainable initiatives, consideration is being given to include greater information on all potential modes of travel to and from the Premier Inn. The TPC will take responsibility for ensuring the website contains relevant accessibility information.

It is recommended that information on walking distances / times to the hotel from the local underground station, nearest bus stops and routes local to the site are displayed. In addition, the feasibility of including multi-modal travel information within the journey planner is being considered by Whitbread’s Management and IT teams. If this is not possible, consideration will be given to provide links to external journey planner websites such as [www.transportdirect.info](http://www.transportdirect.info) and [journeyplanner.tfl.gov.uk](http://journeyplanner.tfl.gov.uk), which enable the user to plan their route using sustainable means.

Similar information is also being considered for inclusion within booking confirmation emails, including appropriate links to journey planning websites, for example, TfL’s journey planner, National Rail and Traveline.

### Reception ‘Information Point’

A lack of information relating to local walking / cycling routes and/or timetables and ticketing / pricing details relating to public transport can act as a barrier to guests travelling by sustainable modes during their stay.

The TPC will therefore establish an ‘information point’ at the Premier Inn reception desk which would provide a wealth of information in terms of local facilities, amenities, attractions and business centres local to the site, all of which may be the ultimate destination of a guest staying at the Premier Inn. This facility would be promoted to guests by way of reference made to the ‘information point’ on a suitable medium within each hotel room. This could be via the room television or in hard copy. This aspect is currently under consideration by Whitbread.

The 'information point' at reception would include the following information:

- i) Local tourist / area maps;
- ii) Local bus / train routes and timetables, including directions to the closest stop and ticket prices;
- iii) Information on car clubs and car sharing schemes;
- iv) Information and directions to local business areas, tourist attractions and places of note; and
- v) Walking / cycling routes.

A Travel Pack similar to that contained at **Appendix E** would be available at the 'information point'. This will ensure that whatever mode of transport is used by a guest initially arriving at the hotel, they are able to consider alternative modes of travel for other journeys made during their stay i.e. to their ultimate destination.

A local map will also be made available illustrating specific destinations local to the site and walking times to reach various points of interest. Reception staff would be trained as necessary to ensure they have a basic understanding of the site location and surrounding locality.



## TARGETS

The key target of the Travel Plan is to achieve a reduction in single-occupancy car travel in its initial five year life. **Table 5** below sets out the suggested targets for this Travel Plan associated with each user group and journey type, during its first few years of opening. Subject to the performance of the Travel Plan during its first year, the targets would be adjusted accordingly by the TPC. The targets will be in line with the SMART objectives:

<p><b>S</b>pecific  <b>M</b>easurable  <b>A</b>chievable  <b>R</b>ealistic  <b>T</b>ime-bound</p>
---

The proposed initial targets of this Travel Plan are as follows:

ACTION	RESPONSIBILITY	HOW MEASURED	TARGET DATE
<b>STAFF FOCUSED</b>			
Increase walking by 5% in the three years following site occupation.	TPC	iTRACE Compliant Survey	End of Year 3
Increase cycling by 5% in the three years following site occupation.	TPC	iTRACE Compliant Survey	End of Year 3
<b>GUEST FOCUSED</b>			
Increase the use of active modes of transport (walking and cycling) by 5% in the three years following site occupation	TPC	iTRACE Compliant Survey	End of Year 3

**Table 5. Proposed Targets**

The targets stated above have a target date of year 3 and will be reviewed at that point. If they have been attained they will be modified to provide further targets. Currently they are based on the modal split information obtained from census information, as detailed previously, however once the initial travel survey has been undertaken these will be revised accordingly. If the targets have not been achieved the reasons why will be investigated and the measures in place will be reviewed and added to or modified to ensure that that they will be met by year 5.

It is considered that these targets meet the SMART criteria and are suitably linked to the objectives of the Travel Plan.

### TIMETABLE FOR IMPLEMENTATION

The table below (**Table 6**) details a timetable highlighting measures which will be introduced by the TPC throughout the first year from the implementation of the Travel Plan. This may change in line with results from the first survey, to enable the measures to be revised as a consequence of the survey responses, allowing additional measures to be added and ones considered redundant or less relevant removed.

INITIATIVE	BEFORE OPENING	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
Launch Travel Plan													
Travel Plan Training Seminar for TPC													
Questionnaire Surveys (Staff and Guests)													
Information Board completed and updated													
Information Point established													
Website Information ready													
Public Transport Ticket Scheme investigated													
Car Sharing Workshop													
ITP Surgeries													

**Table 6. Timetable**

## TRAVEL EVENTS - USEFUL DATES

Travelwise / European Mobility Week:	17 <sup>th</sup> - 23 <sup>rd</sup> September 2011
In Town Without My Car Day:	22 <sup>nd</sup> September 2011
National Liftshare Week:	3 <sup>rd</sup> - 7 <sup>th</sup> October 2011
Commute Smart Week:	14 <sup>th</sup> - 18 <sup>th</sup> November 2011
Walk to Work Week:	May 2012
Bike to Work Week:	May 2012
Work Wise Week:	May 2012

## COST OF IMPLEMENTATION

Whitbread has confirmed that an initial budget will be allocated for the Travel Plan's implementation during its set up period to finance the measures identified. This will be reviewed by the TPC on an annual basis to identify whether any adjustments are required in order to achieve the targets.

The implementation of many of the measures such as shower / changing facilities and cycle parking provision will be met as part of the construction phase, whilst the maintenance and on-going management of the Travel Plan will be part of the TPC's role. It is envisaged that this will involve approximately 1-2 hours of management time per week. Assuming an average 150 hour working month (37.5 hours a week), and 8 hours per month for the TPC role, the cost of funding the TPC to Whitbread is estimated at £2,000 per annum.

Any other associated costs to fund on-going corporate wide travel planning measures will be met by Whitbread. This, for example, would include website maintenance costs and other resources necessary to implement the proposed initiatives.

## ATTrBuTE COMPLIANCE

This Travel Plan has been prepared with regard to relevant national and regional guidance and has also been assessed using the TfL ATTrBuTE assessment tool.

The results of this assessment, which show that this Travel Plan has passed in line with the ATTrBuTE guidelines, have been appended at **Appendix F**.



**APPROVAL**

This Travel Plan is prepared by RGP, on behalf of Whitbread.

Name: Kevin Markey

Signed: ..... Date: .....

I hereby approve this Travel Plan on behalf of Premier Inn for implementation at the following site:

**Premier Inn, 203 High Holborn, Camden, London**  
**General Manager / Travel Plan Co-ordinator: TBC**

Signed: ..... Date: .....

Capacity: .....

On behalf of Whitbread Group:

Signed: ..... Date: .....

Capacity: .....