



transport planning practice

Wellcome Trust

Bentley House, 200 Euston Road
Outline Travel Plan

June 2010

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1. INTRODUCTION

Background

- 1.1 Transport Planning Practice was appointed by Wellcome Trust Construction Ltd. to provide transport advice on the proposals associated with the development of student accommodation at Bentley House, 200 Euston Road in the London Borough of Camden (LBC).
- 1.2 The applicant recognises the benefits of more sustainable travel modes for the site occupants and the surrounding community. This document assists in reducing the reliance on car travel to the site and encouraging the use of more sustainable forms of transport. This is reflected in the car free nature of the development and the provision of secure covered cycle parking spaces.

Existing site

- 1.3 The development site is approximately 2,259m² Nett Usable Area (NUA) and consists of a five storey building including basement which was formerly used as book storage under the B8 use class before being vacated in 2007.

New development

- 1.4 The development will include ground floor amenity space and café with student residential accommodation at basement, ground and six upper levels. The proposals for the student residential element of the development include a mixture of units. Cluster units will accommodate between four and five students with shared use of a kitchen. The remaining units will be single and twin studios.
- 1.5 The total GEA of the student accommodation is 5,862m². This will include a common room and refuse storage on the ground floor of the building, and laundry, cycle store and further refuse storage at basement level.

The Travel Plan

- 1.6 A Travel Plan consists of a series of practical measures aimed at encouraging the use of sustainable modes of travel, which reflects current Government policy objectives in respect of transport. This document sets out the strategy for minimising occupants' use of private car and for maximising the use of public transport, walking and cycling.
- 1.7 There is significant scope to influence the travel choices of residents and visitors to the site. This document has predominantly focused on practical measures for

residents. It also includes information-based measures for visitors to the site, so that they can be encouraged to make sustainable travel choices. The success of the Travel Plan will depend upon the co-operation and enthusiasm of all occupants of the development, as much as on the measures set out in this plan.

2. TRAVEL PLAN OBJECTIVES

Objectives

2.1 The objectives of the Travel Plan are as follows:

- To influence travel patterns via the Travel Plan measures;
- To ensure that non-car travel modes are improved, more accessible and easier to use than at present;
- To raise resident awareness regarding travel to college and its impact upon the environment;
- To continue to monitor the travel patterns to and from the site and develop the Travel Plan accordingly.

Environmental and health benefits

2.2 By fulfilling these objectives it is the aim that substantial benefits will be achieved in the form of a reduction of carbon dioxide and carbon monoxide emissions and emission of nitrous oxides, volatile organic compounds and sulphur dioxide. The proposed measures will therefore be of benefit to the site occupants and the local community.

Periodic review and Travel Plan targets

2.3 Travel Plans are better viewed in terms of an ongoing process rather than as a one-off document. A successful Travel Plan will benefit from continual monitoring, review and adjustment over time. A Travel Plan usually commences with a review of existing travel patterns at the time of its initiation, focusing both on occupants' travel arrangements and on existing infrastructure and systems. This information helps define a starting point against which the Travel Plan's success is measured as part of the ongoing review process.

3. EXISTING TRAVEL PATTERNS AND TRANSPORT CONDITIONS

Existing travel patterns

3.1 As the development has not yet been built, a comprehensive review of the occupants' travel patterns is unable to be made at this stage and it is therefore impossible to set travel mode split targets related to residents and visitors. Following the implementation of the redevelopment proposals and occupation of the new units, residential travel surveys will be undertaken to ascertain the baseline travel patterns. The survey questionnaire will be developed with the following objectives in mind:

- To understand the current travel patterns;
- To identify the reasons behind any use of private cars;
- To understand which, if any, potential incentives would encourage more use of public transport, and;
- To understand which, if any, potential incentives would encourage more cycling/walking.

3.2 The residential travel survey will be undertaken when at least 50% of the units are occupied. The results of these surveys will provide a baseline from which targets can be set for future years. In the meantime, interim measures have been suggested which will be finalised following the survey results. The administration of the Travel Plan will become effective upon occupation of the development.

Existing conditions

Bus

3.3 The site is within easy walking distance of 18 bus routes. Many of these routes pass the site along Euston Road. The nearest bus stop to the site, which is served by six of the bus routes, is approximately 120m (1-2 minutes walk¹) from the site. Table 3.1 provides further details on the 18 bus routes, along with their frequencies.

¹ Walk speed of 80m per minute
30325/D2A
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Table 3.1: Existing bus services

Route no.	Service description	Buses per hour (one way)
10	King's Cross – Hammersmith	9
14	Putney Heath	10
18	Sudbury	15
24	Hampstead Heath – Pimlico	10
27	Chalk Farm – Turnham Green	8
29	Wood Green - Trafalgar Square	10
30	Hackney Wick – Marble Arch	8
59	King's Cross – Streatham Hill	9
68	West Norwood	9
73	Seven Sisters - Victoria	15
88	Camden Town – Clapham Common	9
91	Crouch End – Trafalgar Square	9
134	North Finchley – Tottenham Court Rd	13
168	Old Kent Rd - Hampstead Heath	9
205	Bow Church - Paddington	8
253	Hackney	17
390	Archway – Notting Hill Gate	8
476	Northumberland Park	8
	Total	184

(Source: TfL website)

- 3.4 As shown in Table 3.1, collectively the bus services provide a total of 184 buses (one-way) per hour during the day.

Underground

- 3.5 Six London Underground stations are within an easy walking distance of the site. These consist of the following (approximate walk distances and journey times from the site are in brackets); Euston Square (120m, 1-2 mins), Euston (170m, 1-2 mins), Warren Street (310m, 3-4 mins), Great Portland Street (670m, 7-8 mins), Regent's Park (885m, 9-11 mins) and King's Cross St Pancras (950m, 10-12 mins). The stations are on a total of seven underground lines (Northern, Victoria, Circle, Hammersmith & City, Metropolitan, Bakerloo and Piccadilly) which provide a large number of frequent services to key London destinations and interchanges.

Rail

- 3.6 The closest railway stations to the site are Euston and King's Cross Stations. Both stations provide frequent rail services to a number of destinations to the north and west.
- 3.7 Euston Station can be accessed within a 170m walk (2 minutes) from the site, by travelling along Melton Street. Four train operating companies operate from Euston Station; Virgin Trains, London Midland, London Overground and First ScotRail. Services operate towards locations such as Birmingham, Manchester, Liverpool and Glasgow, and serve local areas including Watford Junction and Willesden Junction.
- 3.8 London King's Cross Station can be accessed within a 960m walk (10-12 minutes) from the site, by travelling along Euston Road to the east. It forms the southern terminus of the East Coast Main Line and lies adjacent to St Pancras Station, which provides international Eurostar trains. Four train operating companies currently use King's Cross Station: East Coast, First Capital Connect, First Hull Trains and Grand Central.

Walking

- 3.9 The site is fairly easily accessible by pedestrians, being within an urbanised environment, and there are wide footways along Euston Road. However, the presence of Euston Road can create barriers to pedestrian movement, particularly north-south movements on Euston Road, and east-west movements to the north of the site. There is a lack of safe crossing points to the south side of Euston Road.
- 3.10 Regent's Park is within easy walking distance to the west of the site (less than 10 minutes walk). There are other smaller green spaces located closer to the site, which together form a collection of attractive open spaces for local residents and visitors.

Cycling

- 3.11 Euston Road (A501) at the south of the site carries large volumes of traffic. There are dedicated bus lanes along either side of Euston Road which cyclists can use, although this route does not form part of the London Cycle Network (LCN).

- 3.12 There are a number of advisory routes on quieter roads within close proximity to the site, which form part of the LCN and provide cycle access to local areas, including Regent's Park. These include routes which are aligned north-south to the east of the site (running along Cardington Street, Melton Street and Gordon Street), to the north-west of the site (running along Stanhope Street) and to the west of the site (running along Outer Circle, which is adjacent to Regent's Park).
- 3.13 To the south west of the site there is a good network of signed routes for cyclists that may be on busier roads. These provide direct cycle access to Marylebone and Edgware Road in the west, and Oxford Circus, Piccadilly Circus and routes towards Green Park in the south.
- 3.14 The TfL Cycle Hire Scheme will provide safe and convenient public access to bicycles for short trips. As part of the scheme approximately 400 docking stations will be provided throughout central London, accommodating in total approximately 600 bicycles. A docking station will be implemented along the frontages of the site and the adjacent property 194-198 Euston Road. It will comprise a single row broken in to five sections between six street trees, accommodating a maximum of 25 docking points. The Cycle Hire Scheme is due to be launched in July 2010.

Car parking

- 3.15 Controlled Parking Zones (CPZ's) operate within the local area to give parking priority to local residents and businesses. The site is located within Zone CA-G which covers the immediate area along the northern side of Euston Road. This operates Monday to Friday from 08:30 until 18:30. Other CPZ's in the local area, which run along the southern side of Euston Road, include Zones CA-D and CA-E. These zones operate during the same hours, Monday to Friday, as Zone CA-G, but also operate on Saturdays.
- 3.16 Outside of the CPZ operating hours, there are a number of pay and display spaces available on-street. These bays allow a maximum stay of two hours (at £2.45 per hour), and are available along roads to the north of the site including Stephenson Way, North Gower Street and Drummond Street.
- 3.17 The site is located outside of the Central London Congestion Charging Zone; however the streets directly to the south of Euston Road are within this Zone.

Car Clubs

- 3.18 Car clubs provide access to a car for essential trips and can help to reduce the need for local residents to own a car. There are a large number of car club cars accessible within a few minutes walk of the site. Two car club cars are located on street in Melton Street, 190m to the east of the site. Three cars are located within the car park at Euston Station and a further two cars are located on street at Doric Way. In addition there is a car club bay (van) approximately 450m to the west of the site.

4. INITIAL TRAVEL PLAN MEASURES

Introduction

- 4.1 As stated in Section 3, a baseline travel survey will be undertaken for residents when at least 50% of the units are occupied. Following the survey, initial measures will be considered, implemented and revised, as appropriate.
- 4.2 An indicative outline action plan is included, which would be reviewed following the baseline surveys before forming part of the final Travel Plan.

Travel Plan Coordinator

- 4.3 To ensure the delivery and management of the Travel Plan, a Travel Plan Coordinator (TPC) will be identified for the site to promote and manage the various initiatives. The TPC would be responsible for the following:
- Annual monitoring of travel patterns and travel demand, and review the Travel Plan measures accordingly;
 - Undertaking regular inspections to monitor the use of the cycle parking and hire scheme;
 - Liaising with London Borough of Camden (LBC) to develop the Travel Plan and make adjustments as appropriate;
 - Ensure all site users are aware of the objectives of the Travel Plan;
 - Coordinate promotional events for the Travel Plan and promote travel awareness campaigns.
- 4.4 Once construction is completed, custody of the Travel Plan falls to the site management company, which will select a managing agent to deal with this and other issues.
- 4.5 If the TPC has not been identified prior to development completion, the baseline student travel survey and initial Travel Plan measures will be undertaken by a professional transport planning consultancy. If this were to happen, the consultant will then assist in training the TPC with regards to their role and responsibilities. The contact details for the TPC will be sent to the Council upon their appointment.

Information packs

- 4.6 All new students moving into units will be issued with an information pack from which they can make informed decisions about the travel mode they select. These will be produced as hard copy and include details on all travel options available, as well as the services and amenities provided locally. The provision of such information is essential in fostering sustainable travel habits early, before students settle into unsustainable habits when a sustainable alternative may be more suitable. Often people are unaware of some of the travel options available to them, particularly in terms of journey times.
- 4.7 The information packs will include:
- Information on the aims and objectives of the Travel Plan, for example the benefits to the environment of reduced car use and the health benefits of walking and cycling;
 - Information on travel planning website services such as TfL and DfT journey planners, to raise awareness of transport options, and alternatives in case of delays or cancellations;
 - Information on services and amenities provided locally (i.e. doctors' surgery, bike shops, shops, post offices, sports and leisure facilities etc);
 - Maps showing the pedestrian and cycle routes to the site, as well as destinations of local facilities with routes and journey times by walking, cycling and public transport;
 - Cycle route maps including the locations of cycle parking;
 - Train and bus service maps and timetables, including late night travel advice, to highlight the services available;
 - Advice on measures to reduce the need to travel such as the use of internet shopping;
 - Provide details of Car Clubs and cycle hire schemes;
 - Information related to cycle training in the local area.

- 4.8 Information on the LBC CPZ in the surrounding streets will be included to discourage car travel to the site. Students and staff will not be permitted to apply for residential or business parking permits.

Promotion of cycling

- 4.9 Cycling is the quickest form of transport for many journeys in London, especially on congested routes. One of the key advantages of cycling is a greater certainty of journey time which cannot be achieved by other vehicular modes on a congested network. A number of measures will be introduced to promote and encourage cycling:

- **Cycle parking**: The cycle parking will be safe, covered and secure, and installed within the site, encouraging residents to cycle. The student residential use will have access to 40 cycle parking spaces on two tier Josta style racks at basement level.
- **Cycle hire**: It has been agreed with the council to provide 24 folding cycles for hire which will be located at basement level, accessible by lifts. The cycles will be available for hire by students to encourage cycling in the local area without the need to purchase and maintain a cycle. The scheme will be managed by the appointed site manager. An appropriate fee will be charged to cover liability and cycle insurance as well as maintenance. This scheme may appeal to students attending UCL who do not need to travel on a regular basis. Use of the hire scheme will be monitored and reported to LBC.

Promotion of walking

- 4.10 Information will be provided showing where local services within walking distance are located i.e. foodstore, post office, and GPs. Walking routes to local transport nodes will also be made available.

Marketing and promotion

- 4.11 A number of marketing measures will be implemented to ensure that site users are aware of their role in achieving the aims of the Travel Plan and help to encourage new residents to use sustainable travel alternatives. These will include the following:

- **Forum meetings:** Regular Travel Plan forum meetings will be encouraged within the development in which transport matters can be discussed and any suggested improvements implemented by the TPC. These meetings could be more frequent during the early stages of occupation to help identify the perceived barriers to travelling by certain modes and ways to overcome such barriers at the outset. These would provide an opportunity for site users to share information, suggest improvements to services provided at the development, and discuss local transport issues.
- **Notice boards:** These could be provided to provide travel information and updates on improvements and any proposed measures. Keeping site users up-to-date with changes in the travel options available is important, in order to keep them travelling by sustainable modes and to encourage others to use such modes either for the first time or more frequently.

Car Club

- 4.12 There are several Car Club spaces within 600m of the site operated by Streetcar. These provide an easily accessible vehicle to their members for short term hire, as and when needed. They offer a lower fixed cost alternative to car ownership, as membership fees are typically lower than the annual cost of road tax, and once this fee is paid, car usage is on a low cost pay as you drive basis. This will provide access to a range of efficient, reliable cars without the hassle of private car ownership.
- 4.13 TfL research indicates that people who join a car club reduce their overall vehicle mileage as they consider alternative modes to the car when making some journeys.
- 4.14 Information regarding the local availability of Car Clubs will be included within the Information Packs and on notice boards to encourage students to use this mode when use of a car is essential.

Action Plan

Objective and Target	Steps/actions needed	Who is responsible	Target date to implement or investigate measure	Projected cost if known and source of funding
Undertake a travel survey of students		TPC	When at least 50% of units are occupied	
Increase number of residents cycling	Provide information to residents on: <ul style="list-style-type: none"> • Cycle training • Distribution of cycle map • Cycle hire scheme 	TPC	3 months from full occupation	
	Set up a Bicycle User Group	TPC	3 months from full occupation	
Promote local Car Club schemes	Provide information to residents via information pack/notice board	TPC	Prior to students moving in	
Improved communication and promotion	<ul style="list-style-type: none"> • Travel information packs to be distributed • Arrange forum meetings 	TPC	When students move in	
			Within 6 months of full occupation	
Monitoring	<ul style="list-style-type: none"> • Undertake annual review for 3 years • Submit monitoring report to LBC 	TPC – with assistance if required	12 months from baseline survey	
			12 months from baseline survey	

5. MONITORING

- 5.1 The setting of targets and monitoring of the Travel Plan objectives is an important aspect in terms of assessing its effectiveness. Ongoing monitoring is essential to ensure that the aims of the Plan are achieved. Following the initial baseline survey, an annual travel survey will be undertaken as appropriate for three years. After this period the Travel Plan will be reviewed and compared to the baseline survey to establish progress being made, and assess the success of each measure/initiative. Where targets are not being met, the measures will be amended to help meet them. The TPC would be responsible for reviewing the results of the travel surveys and implementing new measures, as required.
- 5.2 To assist the monitoring process, the Travel Plan will be registered with iTRACE, a TfL funded initiative to ensure consistency of Travel Plan monitoring and review for workplaces, residential developments and schools within the London Boroughs. The necessary data required for the resident travel mode split targets will be submitted for entry into the iTRACE database.
- 5.3 The following monitoring will be undertaken annually:
- a) Undertake a resident questionnaire to understand travel patterns and behaviour;
 - b) The collection of suggestions from a suggestion box to be made available by the TPC for the residents;
 - c) Monitor the level of usage of the cycle hire scheme and cycle parking to establish demand, and if exceeded explore provision of additional hire cycles/parking;
 - d) Recording comments received from residents relating to the operation and implications of the Travel Plan;
 - e) Reviewing the results of the questionnaires (to be sent to all residents periodically and LB Camden from the implementation of this Travel Plan).