



43-45 Bloomsbury Square
Draft Travel Plan

Holborn Links Ltd

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Executive Summary

This Draft Travel Plan (TP) has been prepared by Capita Symonds for 43-45 Bloomsbury Square, located within the London Borough of Camden. This TP has been prepared as part of the planning application for the change of use of the existing buildings at 43-45 Bloomsbury Square from Class B1 use to dual Class B1 and Class D1 use.

There is no increase in floorspace as a result of the proposal as the proposal involves a material change of use only. An application for listed building consent for alterations (and a rear extension) is also being submitted. This TP only relates to the application for planning permission for the change of use of the buildings.

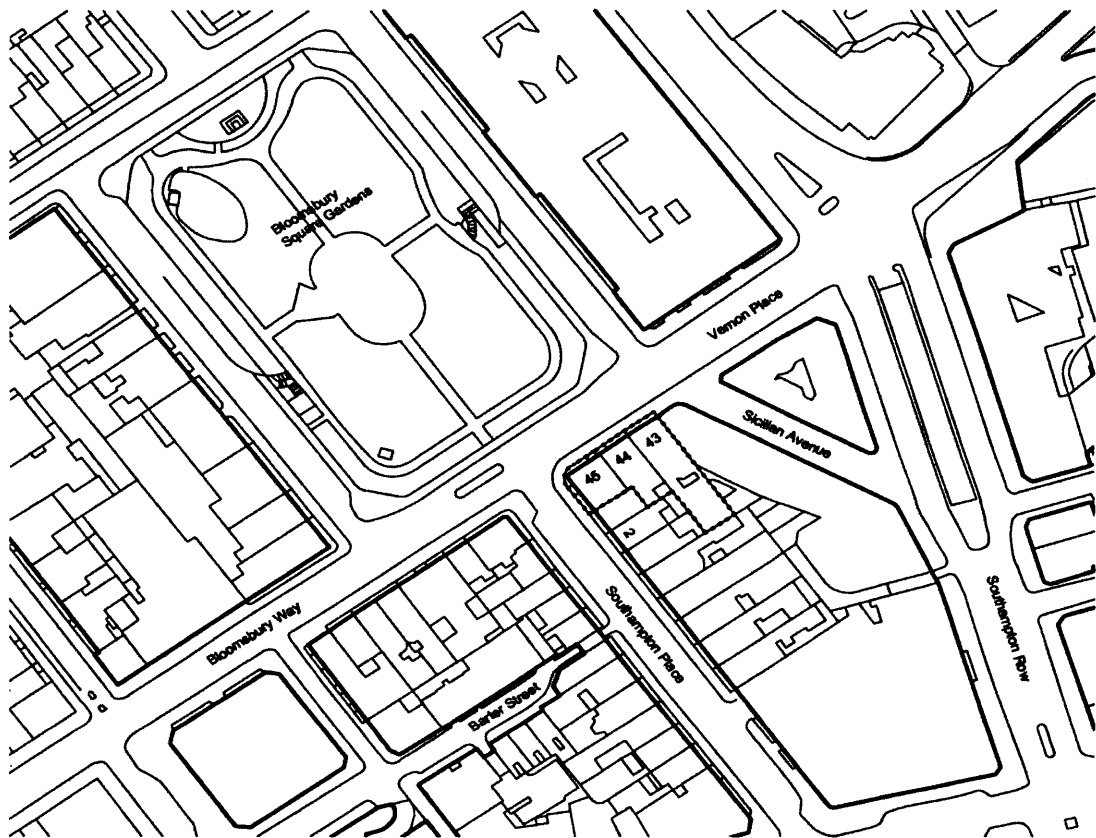
The TP outlines a commitment to travel plan development on the site for Class D1 Use only and the strategy for this. The Draft Travel Plan offers a coordinated approach for the future Class D1 Use occupier of site.

This Travel Plan promotes sustainable transport patterns to 43-45 Bloomsbury Square. It is aimed at reducing dependency on the private car while encouraging walking, cycling and public transport use. It is a long term strategy and its progress is to be monitored and reviewed on a regular basis.

1. Introduction

Background

- 1.1 This Draft Travel Plan has been prepared by Capita Symonds for 43-45 Bloomsbury Square, London, WC1A 2RA within the London Borough of Camden (LBC). It is submitted in as part of a planning application for change of uses of the buildings from Class B1 Use to Dual Use Class B1 and Class D1. **Figure 1** below shows the site location.



- 1.2 Holborn Links Ltd, as the owners of the site, recognise the need to encourage sustainable travel patterns and, where possible, reduce car journeys to the site and the benefits that this will have for occupier, visitors and the local community in general. As a result, the main aim of this TP is to increase use of sustainable modes of travel as a means of accessing relative to a reduction in the use of the private car. The success of the TP will be based on partnerships, both internally and externally, including with the LBC.

- 1.3 The most effective way of promoting more use of sustainable modes of transport is to instigate a continually evolving Travel Plan (TP) that will be updated and expanded as the site comes into use and matures, particularly at a stage when future travel patterns can be determined. This document therefore, establishes the initial framework for travel initiatives to be pursued.
- 1.4 This document reviews the different modes of transport that can be used to travel to the site. The Central London location of the site provides an excellent level of public transport accessibility. Coupled with the high cost and restrictive public car parking, car usage is likely to be nominal. Therefore, this Travel Plan will not provide any formal modal shift targets and instead aim to promote and educate employees and visitors towards public transport and the health benefits of cycle and walk modes.
- 1.5 A copy of this Draft Travel Plan will be given to the site occupier and is intended to act as a framework for the occupier to tailor to their own individual requirements.

Change of Land Use Proposals

- 1.6 The buildings are located on the south side of Bloomsbury Square which is located between Bloomsbury Way to the south and Great Russell Street/Bloomsbury Place to the north.
- 1.7 The buildings are no longer suitable for the current tenant’s modern occupational requirements and they are relocating from this building to the new office development which has recently been completed, by Holborn Links Limited at 125 High Holborn (now known as 1 Southampton Row).
- 1.8 The buildings on the site offer inflexible, outdated accommodation not suitable to modern office occupier requirements. There is limited demand for office floorspace of this sort within listed buildings.
- 1.9 The proposal for dual Class B1 and Class D1 use will ensure sufficient flexibility for use as either offices or an educational establishment to allow the buildings to come back into beneficial use once the existing tenants vacate and to secure its long term viable future. Table 1.1 shows the floor area and land use of the existing and proposed class uses.

Table 1.1 Floor areas and land use

Address	Existing (sqm) GEA Class B1 Use	Proposed (sqm) GEA Class B1/Class D1 Use
43 Bloomsbury Square	1174.7	1147.7
44 Bloomsbury Square	757.7	757.7

45 Bloomsbury Square	739.1	739.1
Total	2,671.5	2,671.5

1.10 There is no increase in floorspace as a result of the proposal as the proposal involves a material change of use only.

1.11 The proposal will enable the existing buildings which are outdated for modern office occupier requirements to be occupied by an educational establishment whilst retaining the flexibility to use the space for Class B1a purposes if demand arises.

Policy Context

1.12 Travel plans have become an essential tool for the delivery of national, regional and local transport policy, and are increasingly important within the planning process where they can be critical to the acceptability of a development proposal. They can assist in increasing accessibility whilst reducing congestion and local air pollution. A well-developed travel plan can mitigate adverse traffic impacts of a development and the Government recognises their importance in achieving improvements in transport conditions at the local level.

1.13 Planning Policy Guidance Note 13 Transport (PPG 13) issued by Government in 2001 established the policy background for this subject area, stating that travel plans should be submitted with all planning applications for developments likely to have significant transport implications.

1.14 PPG13 advises that the relevance of the Travel Plan to planning lies in the delivery of sustainable transport objectives including;

- *a reduction in car uses (particularly single occupancy journeys) and increased use of public transport, walking and cycling;*
- *Reducing traffic speeds and improving road safety and personal security particularly for pedestrians and cyclists.*

1.15 It further provides that where Travel Plans are submitted alongside a planning application, they should be developed in consultation with the local authority.

1.16 PPG13 was followed in 2002 by the joint Department for Transport and Office of the Deputy Prime Minister best practice guidance document 'Using the Planning Process to Secure Travel Plans'. The objective of this Best Practice Guidance is to establish a process to achieve consistency in the way high quality travel plans associated with development proposals are prepared, secured and implemented across Greater London.

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- 1.17 On a regional level, The London Plan (consolidated with alterations since 2004, published 2008) provides that Travel Plans present a comprehensive and integrated package of measures designed to reduce journeys by car, especially single occupancy, and encourage greater use of alternatives to a specific site. Travel Plans should be developed either on a voluntary basis by employers and other organisations or they form an integral part of Transport developments.
- 1.18 The most recent guidance on Travel Plans was published earlier this year. TfL's Guidance for Workplace Travel Planning for Development (March 2008) accompanies The London Plan (consolidated with alterations since 2004, published 2008) and provides guidance on preparing travel plans for new developments within London.
- 1.19 Travel Plans can assist workplaces in reducing the impact they have on the local transport network. The Guidance for Workplace Travel Planning for Development states that:
- “By managing the daily work-related trips, placing emphasis on more sustainable methods, smarter working and improved information, the number of trips can be reduced and more efficiently scheduled”.*
- 1.20 The guidance cements the importance of Travel Plans in being able to produce modal shift by helping employers manage daily work related trips, placing more emphasis on more sustainable methods, smarter working and improved information.
- 1.21 This document sets out when a Travel Plan is required in London, provides advice on preparing a TP, offers guidance on the legal mechanisms for securing travel plans and provides advice on how to successfully implement a travel plan. It states that poorly conceived or incomplete documents can delay determination and that this guidance should be followed.
- 1.22 At the local level, LBC aims to reduce and restrain motor traffic in accordance with the Mayor's Transport Strategy. Therefore, traffic restraint and measures to promote site access by walking, cycling and public transport will be the primary means of accommodating travel demand, rather than the alternative of promoting off-site road improvements.
- 1.23 This Travel plan has been undertaken in accordance with guidance set out in Department for Transport (DfT) Transport Energy best practice guidance documents entitled '*A guide on travel plans for developers*' and '*The travel plan resources pack for employers*' and also TfL's '*Guidance for workplace travel planning for development*'.
- 1.24 Following this introduction, the rest of the report is set out as follows:
- Section 2 – explains the accessibility and existing travel situation at the site;

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- Section – 3 outlines the objectives and targets of the travel plan;
 - Section – 4 details the strategy of the travel plan including its management and marketing;
 - Section 5 – details a package of measures for employees, walking, cycling, public transport, managing private car use and measures for freight movements of goods and supplies associated with the construction of the site. This section also details the proposed monitoring process of the travel plan; and
 - Section 6 – contains a programme for the implementation of measures in the Action Plan.

2. Accessibility and Existing Travel Situation

Site Assessment

- 2.1 This section explains the existing travel situation associated with the site.
- 2.2 43-45 Bloomsbury Square is highly accessible from the wider area and Central London by non-car modes of travel, in particular walking, cycling, bus and tube. These are summarised in the following paragraphs.

Walking

- 2.3 The Proposed Development is deemed accessible in accordance with Paragraph 75 of PPG13, which states that:

'Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2km'.

- 2.4 As previously stated the site is located on the south side of Bloomsbury Square. Bloomsbury Square is located between Bloomsbury Way to the south and Great Russell Street/Bloomsbury Place to the north.
- 2.5 The immediate road network supporting the site includes Bloomsbury Way, Southampton Place and High Holborn. There are footways on both sides of aforementioned roads with pedestrian crossings.
- 2.6 Pedestrian connections and facilities from the site are excellent and represent a cheap, healthy alternative to taking a bus or tube. In the north, east, south and west directions connections can be made to Clerkenwell, Bank, the River Thames and Covent Garden/ Oxford Street respectively. All of these destinations offer further connection to the wider public transport networks within the city of London.

Cycling

- 2.7 A copy of the London Cycle Network (LCN) map is contained within **Appendix A** of this report. From the map it can be seen that the site is connected to the LCN and offers LCN routes in the north, east, south and westbound directions, therein providing further opportunity for the end users of the site to choose cycling as a mode of transport through the good cycle parking provision proposed for the site.
- 2.8 This demonstrates that the site is well located for access by cycle from surrounding areas and is thus accessible in accordance with Paragraph 78 of PPG13, which states that:

'Cycling also has the potential to substitute for short car trips, particularly those under 5km'.

- 2.9 The change of use proposals include a total of 39 secure cycle parking spaces to be provided at Basement floor level for the users of the site.
- 2.10 In addition, there are a number of prime cycle stand locations within the City of London (www.cityoflondon.gov.uk). Maps can be provided which details the locations of public cycle parking stands to the east of the development.

Public Transport Accessibility Level (PTAL)

- 2.11 As previously stated the site is located in an area of high public transport accessibility. Using the information contained in the TfL website, www.londonprofiler.org and the PTAL map from the London Plan 2008 (consolidated with alterations since 2004) the site is shown as having a PTAL of 6b – the highest PTAL rating in the scoring mechanism. PTAL ranges run from 1 to 6b, with 1 being the lowest level of public transport accessibility and 6 being the highest.

London Underground Services

- 2.12 The site is located to the northwest of Holborn London Underground Ltd (LUL) train station which offers both Piccadilly and Central Line services. These services offer connection to the wider LUL network including major train stations and interchanges.

Bus Services

- 2.13 In addition, the site is well served by the London Bus network with high numbers of day and night bus services available to the end users of the redevelopment site. Numerous bus stops are located within a 640m walking distance of the site.
- 2.14 Table 2.1 below details the services are operating in the vicinity of the site and as such provide a sustainable travel option for the end users of the site.

Table 2.1: Local Bus Facilities

Service	Route	Peak Hour Frequency
1	Tottenham Court Road-Holborn-Aldwych-Waterloo-Elephant-Bermondsey-Surrey Quays-Canada Water	10 min
8	Victoria-Mayfair-Oxford Circus-Holborn-Bank-Liverpool Street-Shoreditch-Bow	7 min
19	Finsbury Park-Islington-Bloomsbury-Piccadilly-Knightsbridge-Sloane Square	8 min

Service	Route	Peak Hour Frequency
	-Chelsea-Battersea Bridge	
25	Oxford Circus-Holborn-Bank-Aldgate-Bow-Stratford-Ilford	7-8 min
38	Victoria-Piccadilly-Bloomsbury-Islington-Hackney-Clapton	3 min
55	Oxford Circus-Bloomsbury-Old Street-Shoreditch-Hackney-Clapton-Leyton Green	10 min
59	Euston-Russell Square-Holborn-Aldwych-Waterloo-Brixton-Streatham Hill	10-12 min
68	Euston-Russell Square-Holborn-Aldwych-Waterloo-Elephant-Camberwell-West Norwood	8 min
91	Trafalgar Square-Aldwych-Holborn-Russell Square-Euston-King's Cross-Holloway -Crouch End	10 min
98	Holborn-Oxford Circus-Marble Arch-Kilburn-Willesden	6-7 min
168	Elephant-Waterloo-Aldwych-Holborn-Russell Square-Euston-Camden Town-Hampstead Heath	12 min
171	Holborn-Aldwych-Waterloo-Elephant-Camberwell-Peckham-Brockely-New Cross – Catford	8-10 min
188	Russell Square-Holborn-Aldwych-Waterloo-Elephant-Canada Water-Surrey-Quays – Deptford-Greenwich-North Greenwich	10 min
242	Tottenham Court Road-Holborn-Bank-Liverpool Street-Shoreditch-Dalston-Hackney-Clapton Park-Homerton Hospital	8 min
243	Waterloo-Aldwych-Bloomsbury-Old Street-Shoreditch-Stoke Newington- Tottenham-Wood Green	8 min

note: Transport for London Website (<http://www.tfl.gov.uk/tfl/gettingaround/maps/buses/pdf/holbornstation-2128.pdf>) and <http://www.londonbusroutes.net/routes.htm>

- 2.15 A copy of the Day Buses from Holborn Spider Map is contained within **Appendix B** of this report. The TfL produced map indicates that the closest bus stops to the site are Bus Stops 'X' and WB on Bloomsbury Way/Vernon Place, 'A' and 'Y' on Southampton Way, with Bus Stop 'Q' on High Holborn and bus stop 'P' and 'N' on Kingsway. Therefore, it is considered that the site has excellent accessibility to London Bus services.

Review of Public Car Parking, Controlled Parking Zones and the Congestion Charge

2.16 There are a number of public car parks in the area and these include the following:

- Bloomsbury Square (LBC Operated) – Located on Bloomsbury Square, this car park has a capacity of 450 spaces over seven levels. This is designated as a Long Stay car park (£13 per 6 hours, £19 per 9 hours, or £4,940 per annum (assuming 5 days per week, 9 hours per day);
- London Holborn (Operated on behalf of National Car Parks (NCP) – Located on Museum Street (0.20km). This is a multi-storey car park with capacity of 228 car parking spaces. Hourly rates are £6 for 1 hour, £11 for 1 -2 hours, £18 for 2 – 3 hours, £24.00 for 3 – 4 hours, £30.00 for 4 – 5 hours and £36.00 for 5 – 24 hours;
- London Drury Lane Car Park (Operated on behalf of National Car Parks (NCP) – Located on Drury Lane (0.20km) 24 hour car parking facility, seven days per week. Hourly rates are £6 for 1 hour, £11 for 1 -2 hours, £18 for 2 – 3 hours, £24.00 for 3 – 4 hours, £30.00 for 4 – 5 hours and £36.00 for 5 – 24 hours;and
- London YMCA Adeline Place Car Park – Located on Great Russell Street (0.33km). 24 hour car parking, seven days per week. Hourly rates are £6 for 1 hour, £11 for 1 -2 hours, £18 for 2 – 3 hours, £24.00 for 3 – 4 hours, £30.00 for 4 – 5 hours and £36.00 for 5 – 24 hours;
- Controlled Parking Zones (CPZ) in the London Borough of Camden

2.17 The site is located in an area of Controlled Parking Zones (CPZ) which act as a restrictive measure to protect resident and business needs for parking and prevent private vehicle cars entering the borough from dominating the streetscape.

2.18 The site is located in the Holborn and Covent Garden CPZ (CPZ Reference: CAC 08.30- 18.30 Mon –Sat) which encompasses the area around the site.

2.19 The majority of local roads have double yellow lines and on street parking is limited and provide a maximum stay of 2 hours.

Congestion Charge Zone

2.20 In addition to the CPZ system in place around the site is also located within the London Congestion Charging Zone and is operational between the hours of 0700-1800, Monday to Friday at a cost of £8 per day.

2.21 It is considered that there will be minimal traffic generation associated with the development as a result of the no car parking provision. Furthermore it is considered that the above traffic restraint systems on the parking conditions in the area (CPZ), plus the costs associated, will discourage private vehicle drivers to the site.

Crossrail

2.22 Crossrail will create a new network of services linking the west and the east of London. The route will pass through the centre of London (using tunnels) with new stations at Paddington, Bond Street, Tottenham Court Road, Farringdon, Liverpool Street, Whitechapel, Isle of Dogs (Canary Wharf) and Woolwich as well as upgrading existing stations.

2.23 The new network will allow existing suburban rail services to run through London offering a range of possible connections to the wider national transport network. The nearest accessible stations to the redevelopment site discussed herein will be Farringdon and Tottenham Court Road.

Summary

2.24 In summary, the site is exceptionally well located in terms of major public transport nodes with Holborn Underground Station and a number of major bus corridors located within a very short walking distance of the site. It is very well located in terms of the surrounding highway network and enjoys excellent interconnectivity with the inner London and wider areas.

Existing Modal Split

2.25 According to The Best Practice for Workplace Travel Planning for New Development 2006 TfL and GLA travel plan surveys are a beneficial way of identifying existing travel patterns at the site.

2.26 In the absence of questionnaire survey data, the baseline modal split has been predicted using the 2001 ‘Journey to Work’ Census Data.

2.27 The predicted baseline modal split has been determined using an average of the modal split for B1 office, as shown in Table 2.1.

2.28 Information has been obtained from the 2001 Census in relation to the modal share of people who work in the Holborn Ward of the London Borough of Camden. This data was obtained from National Statistics Online, a government website, and is summarised in Table 2.1.

Table 2.1 – 2001 ‘Journey to Work’ Census Modal Share

Mode	Tube/	Bus	Car	Car	Motor	Bicycle	Walk	Total
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	Rail		Driver	Passenger	Cycle			
Census	71%	9%	10%	1%	2%	3%	4%	100%

Note: The modal share identified in this table relates to journey to work travel of those who work in the Holborn and Covent Garden ward of Camden

- 2.29 In order to take into account there are no car parking spaces provided at the site, modifications have been made to the modal share. The modal share for car driver has been reduced and the residual modes have been increased proportionately. The estimated modal split using each mode in travel to and from the development is given in Table 2.2 below.

Table 2.2 – Estimated Modal Share

Mode	Tube/ Rail	Bus	Car Driver	Car Passenger	Motor Cycle	Bicycle	Walk	Total
%	74	11.1	0	0	4.1	5.1	6.1	100%

- 2.30 Table 2.2 above shows that, the site operates with a highly sustainable travel profile with a high dependency on public transport (tube, rail and buses), followed by cycling and walking.
- 2.31 It should be noted that the predicted travel profile established using the 2001 Census data will have to be reviewed by the future occupiers at the 'first occupation surveys' stage.

3. Objectives and Targets

- 3.1 As demonstrated in the preceding section, the existing and predicted travel profile of the site is highly dependent on sustainable travel options, utilising public transport, walking and cycling.
- 3.2 Predicted car trips to the development are minimal, as such it is envisaged that the appropriate targets for the development are not likely in terms of modal shift from private vehicle. It is considered that private vehicle trip generation is already as low as it may be through none car parking provision on site and the restriction of the parking provision on the local highway network.
- 3.3 Further to this it is also considered that the disincentives of using a private vehicle to access public car parking spaces, such as the fee for the Congestion Charge or the personal time consumption as a result of potential congestion, are unlikely to have any impact.
- 3.4 However, it is noted that there could be shifts from public transport to more sustainable and healthy modes of transport such as cycling and walking.

Objectives

- 3.5 The objective of a Travel Plan is to develop a set of practical measures and initiatives that can help organisations to reduce the impact of travel on the environment. The Travel Plan will endeavour to encourage environmentally sustainable and healthier travel choices by employees to the site, or make more efficient use of existing modes, and to introduce and promote the health benefits of more sustainable travel.
- 3.6 The key objectives of a TP include:
- Encourage walk and cycle modes.
 - Promoting healthy lifestyles and sustainable, vibrant local communities.
 - Encouraging good design and providing safe pedestrian and cycle access to the site.
- 3.7 SMART targets must be introduced. SMART Targets are defined in TfL's Guidance on TP's as;
- **Specific:** identifying precisely what is to be achieved;
 - **Measurable** over the duration of the target period; allowing for regular evaluation of effectiveness;
 - **Appropriate:** and linked to the overall objectives and aims;