

Re: 4 -5 Coleridge Gardens NW6 3QH  
(planning application ref 2010/0714)

Change of use to D1 (education)

Travel statement and Draft Travel Plan Undertakings

## **1.0 Introduction**

- 1.1 This document has been produced in response to a request by J Morris of Camden's Highways Dpt for further information on the travel patterns and measures to discourage use of the private car associated with the proposed New World College, 4 -5 Coleridge Gardens.

## **2.0 Location**

- 2.1 The premises are situated at the western end of Coleridge Gardens, a no through road off Fairhazel Gardens NW6

## **3.0 The proposal**

- 3.1 The proposal is the change of use of a former office building to D1, education for a new college, to be known as New World College. It will cater for adults (aged 18 years and up).
- 3.2 Courses will generally be of 36 weeks duration and will focus on business related subjects such as marketing, accountancy, IT and personnel management.
- 3.3 The College will not provide residential accommodation. Students will be responsible for finding their own accommodation.

## **4.0 Numbers**

- 4.1 The College has a projected roll of about 500 students in the age range 18 – 35. Many will be from overseas and studying in London for a period of 1 year or less.

- 4.2 The draft timetable attached as appendix A shows that the classes will be staggered.
- 4.3 The timetable shows that the maximum number of students on site at any one time would be about 140.
- 4.4 The earliest classes are at 09.30 and peak arrival time is likely to be between 09.30 and 10.00 am with 70 students scheduled to start at 10.00 on a Monday and 80 starting at 10.00 am on a Tuesday.
- 4.5 The College will have about 12 academic staff most of whom will be part time. There will generally be 6 - 8 staff on site.
- 4.6 The College will have 3 – 4 administrative staff.
- 4.7 The College will therefore have a maximum of 150 – 160 people on site at any one time.

## **5.0 Public Transport accessibility**

- 5.1 Public transport accessibility was set out in the Planning Statement accompanying the application.
- 5.2 The site is approximately 170 metres from South Hampstead train station which has a scheduled service of 6 trains per hour into London Euston in the morning peak.
- 5.3 The site is 580 metres from Swiss Cottage Underground Station which is served by Jubilee Line trains with trains scheduled to arrive every 2 – 6 minutes.
- 5.4 The site is also 675 metres from Finchley Road station which is served by the Metropolitan Line with services again scheduled at 2 - 6 minute intervals in the peak hour. Jubilee Line services also stop at Finchley Road. Some staff and students will obviously prefer to use that station to access the Jubilee Line, for example if walking to the station with friends.

- 5.5 Bus route 31 passes along Belsize Road within 200m of the site. The route is scheduled to run every 5 – 8 minutes.
- 5.6 Bus routes 13 (every 6 -10 minutes) , 46 (every 6 – 9 minutes), 82 (every 5 – 9 minutes), 113 (every 7 – 11 minutes) and 187 (every 8 – 11 minutes) stop in Finchley Road about 500 metres from the site.
- 5.7 Public transport accessibility in Greater London is generally judged by the 'Public Transport Accessibility Level' or PTAL level. This is a simple methodology based on distance to the station or stop and the frequency of service.
- 5.8 On the basis of the above, the PTAL level is 4.
- 5.9 The PTAL methodology does not take into account factors such as the travel time or the range of destinations.
- 5.10 The transport links identified provide links across a wide area of central and North West London. The travel time to the site from Central London (using the TfL Journey Planner to decide the quickest route from Piccadilly Circus) is about 26 minutes. This includes the walking time from the station. From Bond Street it is about 20 minutes and from Kings Cross 30 minutes. The travel time to Euston is under 15 minutes.
- 5.11 There are further bus routes outside the PTAL limits but still within reasonable walking distance, for example, along Abbey Road/West End Lane which is within 800metres or 10 minutes walk. West Hampstead station – on the North London orbital rail line and adding a further range of destinations – is about 1.15km, or about 14 minutes walk.
- 6.0 Car usage**
- 6.1 The College advise that most pupils will be from overseas on temporary student visas. They do not have figures for car ownership among the student body but believe it is likely to be minimal.
- 6.2 The premises have no car parking on site. There is none allocated to the building.

- 6.3 The site is within a controlled parking zone. Most of the parking spaces in the area are restricted to permit holders in the hours 08.30 to 20.30 Monday to Friday.
- 6.4 There are 5 pay and display spaces in Fairhazel Gardens with a maximum stay of 2 hours. There are also 10 shared permit holder and pay and display spaces, again with a maximum stay of 2 hours.
- 6.5 There are a further 8 dual permit holder or pay and display spaces in Fairfax Road about 200m from the site, again with a maximum stay of 2 hours.
- 6.6 There are further shared spaces in the wider area but all have the same maximum period.
- 6.7 Although the pay and display spaces would be available to students, all the timetabled sessions are at least 2 hours long. Most of the timetabled sessions are longer.
- 6.8 The parking controls are strictly enforced and it is unlikely that students would risk leaving a vehicle for longer than the proscribed period.
- 6.9 Car usage is therefore not expected to be significant.
- 6.10 Staff and students may occasionally arrive by taxi but this is likely to be no more significant than would be the case for the current office use.
- 7.0 Deliveries**
- 7.1 It should be noted that it is anticipated that the proposed use will require fewer deliveries than would be the case for the lawful use as an office.
- 7.2 The College will require very few deliveries. The only catering will be vending machines which will be topped up about once a week. That and refuse collection will be the main regular deliveries.

7.3 Students will be expected to provide their own stationery and there will be no regular stationery deliveries.

7.4 There is no on-site loading bay. Delivery vehicles can reverse into Coleridge Gardens (which is private) but most deliveries are likely to be made from Fairhazel Gardens.

## **8.0 Travel plan undertakings**

8.1 The College are willing to enter into a travel plan with the following key provisions.

- The College will designate one of the administration staff as a 'Travel Plan Coordinator'
- The Travel Plan Coordinator will be responsible for providing all students and staff with a pack containing information on public transport links serving the site.
- The Travel Plan Coordinator will on request assist staff and students in creating a personal travel plan for the journey from home to the site using the TfL Journey Planner or similar.
- The College will provide secure cycle parking in locations to be agreed (the landlords agents have confirmed that space is available) to the Council's published standard
- The College will provide a uni sex shower and changing facilities for cyclists.

8.2 Given the size of the development, which is modest, the nature of the use and the good public transport accessibility the College would not expect to take a more pro-active role (such as providing minibuses). The College might consider loans to permanent full time staff for season tickets (or the alternative of a cycle loan).

8.3 The above outline is subject to final confirmation by the College.

## **9.0 Comparison with the previous proposals.**

9.1 We have been asked to comment on the difference between this proposal and the previous refusal in October 2009 of planning permission I for the use of 4 -5

Coleridge gardens for after school learning. The application reference was 2009/2084/P.

9.2 The reason for refusal was (in summary)

The proposed after school learning centre would result in substantial traffic generation in Fairhazel Gardens and Coleridge Gardens which would result in traffic congestion to the detriment of the road network in this area.

The proposed after school learning centre would result in substantial traffic generation in Fairhazel Gardens and Coleridge Gardens without adequate provision for the safe and secure dropping off of children using the centre

9.3 There are a number of obvious differences between the proposals.

9.4 First, the officers' report on the application makes clear that the tuition was aimed at primary school age children. As the report notes, they were likely to have been brought to the premises by their parent or other carer probably by car. That would not be the case with the current proposal.

9.5 Second, the officers' report suggests that parents or carers would have stopped in Fairhazel Gardens to drop off or pick up children. Although the then applicants proposed that a teacher would be waiting to facilitate that it is reasonable to assume that a parent would take several minutes over the procedure. That would not be the case with the current proposal. The students are adults who would not be picked up in the same way.

9.6 Third, the officers' report suggests that the proposed tuition centre was primarily a evening school (which would cause parking conflict with residents arriving home). That is not the case with the current proposal. There are no evening sessions on the current timetable.

9.7 The applicants would suggest that there is no comparison between the previous refusal of use as an evening school for the tuition of minors, with most being brought by car and dropped off, and the proposed use as a mostly day study centre for adults.

## **10.0 Conclusions**

- 10.1 The proposed New World College is in an area of good public transport accessibility. The PTAL level is 4
- 10.2 There is no car parking on site and the pay and display parking in the vicinity is limited to a maximum period of 2 hrs, which is insufficient for students.
- 10.3 It is therefore confidently expected that staff and students will use public transport, walk or cycle.
- 10.4 In order to encourage effect use of the available public transport services the College will appoint a Travel Plan Coordinator who will provide staff and students with information on the public transport options.
- 10.5 In order to promote cycling the College will provide secure cycle parking as well as showering and changing facilities.

## Appendix A. Draft timetable

### A tentative timetabling framework

Day: Monday

Course	Subject and student numbers (estimated)	Time
City and Guilds Information Technology	IT Practical/Theory IT 30	9.30 – 1.00
English as a Foreign Language	Elementary EFL 20	9.30 – 2.00
English as a Foreign Language	Intermediate EFL 20	10.00 – 2.00
OCR Health and Social Care	Mandatory Units OCR 30	10.00 – 5.00



City and Guilds Information Technology	IT Practical/Theory IT (see IT above)	2.00 – 5.00
Association of Business Executives	Introduction to Business BMCERT  30	3.00 – 5.30
Association of Business Executives  Business information Systems	Computer Fundamentals BIS (1)  20	10.00 – 12.00

Day: Tuesday

Course	Subject	Time
Association of Business Executives Business Information Systems	Principles of Programming BIS (1) 20	9.30 – 1.00
Association of Business Executives Business Information Systems	Internet Systems Development BIS(3) 20	10.00 – 1.00
City and Guilds Information Technology	IT Practical /Theory IT 30	9.30 – 1.00
Association of Business Executives Business Administration Certificate	Economics BM(1) 30	10.00 – 1.30
English as a Foreign Language (EFL)	Elementary EFL 20	2.00 – 4.00

English as a Foreign Language (EFL)	Intermediate EFL  20	2.00 - 4.00
OCR Health and Social Care	Mandatory OCR  30	10.00 – 1.00
City and Guilds Information Technology	IT Practical /Theory IT  30	2.00 – 5.00

Day: Wednesday

Course	Subject	Time
The Association of Business (ABE)	Marketing BM (2)  30	9.30 – 12.30
The Association of Business (ABE)  Business Information Systems (BIS)	Managing Systems Change  BIS (3)  20	10.00 - 1.30
The Association of Business (ABE)	Strategic Marketing  BM (3)  20	10.00 – 1.30
The Association of Business (ABE)	Introduction to Accounting  BM Cert  30	11.00 – 2.00

The Association of Business (ABE)  Business Information Systems (BIS)	Organisational Behaviour  BM (1&2)  40	12.30 – 2.30
The Association of Business (ABE)  Business Information Systems (BIS)	Systems Analysis BIS (2)  30	12.30 – 2.30
City and Guilds  Information Technology	IT Practical /Theory IT  30	2.00 – 5.00
The Association of Business (ABE)  Business Information Systems (BIS)	Corporate Finance BM (3)  20	2.30 – 5.30

The Association of Business (ABE)	Human Resource Management BM (2&3)  30	3.00 – 5.30
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Day: Thursday

Course	Subject	Time
Travel, Tourism & Hospitality  Association of Business Executives (ABE)	International Travel Tourism and Hospitality TTH(1)  30	9.30 – 11.00
Association of Business Executives (ABE)	Introduction to Business  BMCERT  30	9.30 – 11.30
Association of Business Executives (ABE)  Business Information Systems (BIS)	Contemporary Application Development Methods  BM3  20	10.00 – 1.00
OCR Health and Social Care	Mandatory Units OCR  30	10.00 – 5.00

Association of Business Executives (ABE)	Managerial Accounting BM (2)  30	11.00 – 2.00
Association of Business Executives (ABE)	International Business (Case Study) BM (3)  20	12.00 – 2.00
Association of Business Executives (ABE)	Corporate Strategy BM(3)  20	2.30 – 4.30
Association of Business Executives (ABE)	Accounting BM(1)  30	2.30 – 5.30



Day: Friday

Course	Subject	Time
Travel, Tourism and Hospitality Studies  The Association of Business Executives (ABE)	Introduction to Travel, Tourism & Hospitality  TTH (1)  30	10.00 – 11.30
Travel, Tourism and Hospitality Studies  The Association of Business Executives (ABE)	Travel, Tourism & Hospitality  TTH (2)  30	10.00 – 11.30
The Association of Business Executives (ABE)  Business Administration	Introduction to Quantitative Methods BM1 & TTH (1)  30	9.30 – 12.00

The Association of Business Executives (ABE)  Business Information Systems (BIS)	Networks & Distributed Systems BIS (2)  20	11.30 – 2.30
Travel, Tourism & Hospitality Studies  The Association of Business Executives (ABE)	Introduction to Business Communication (TTH)  30	12.00 – 3.00
The Association of Business Executives (ABE)  Business Administration	Quantitative Methods BIS (2)  20	12.30 – 3.00
The Association of Business Executives (ABE)  Business Administration	Business Communication BM 1 30	12.00 – 3.00
City and Guilds Information Technology	IT Practical /Theory IT 30	2.00 – 5.00

<p>The Association of Business Executives (ABE)</p> <p>Business Information Systems (BIS)</p>	<p>Quantitative Methods BM2</p> <p>20</p>	<p>3.00 – 5.00</p>