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Elebro Ltd

140-146 Camden Street
Camden

Interim Office Travel Plan

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1 INTRODUCTION

- 1.1 TTP Consulting is retained by Elebro Ltd to provide traffic and transport advice in relation to their development proposals for proposed redevelopment of 140 to 146 Camden Street, Camden. The site location is shown at **Figure 1**.
- 1.2 This Travel Plan has been prepared to be compliant with the most recent Travel Plan policy and guidance available from Transport for London (TfL).

Travel Plan Aim

- 1.3 The aim of this Travel Plan is to put in place the management tools that are necessary to enable employees and visitors of the office floor space at 140 to 146 Camden Street to make informed decisions about their travel to the site. This will in effect minimise the adverse impacts of their travel to / from the site on the environment. This aim is achieved by setting out a strategy for eliminating barriers which keep employees and visitors from making use of sustainable and in particular active modes.

Scope

- 1.4 The end occupier of the office floor space is currently unknown and so this document represents a full Travel Plan with interim Targets.
- 1.5 It will be developed further once the office space opens and an initial travel survey of employees has been undertaken. This Travel Plan is directed at encouraging sustainable travel to both employees and visitors of the office space. This includes employees at all levels, including management.
- 1.6 This Travel Plan has been developed as part of the feasibility and design stages of the development.

This Document

- 1.7 This Travel Plan has been written as a stand-alone document and contains all the relevant information needed to effectively implement and monitor the Travel Plan.
- 1.8 The remainder of this document is structured as follows:
- Section 2 - Outlines the accessibility and travel patterns

- Section 3 - Sets out the objectives and targets of the Travel Plan.
- Section 4 - Outlines the Travel Plan strategy including how it will be managed, together with the marketing strategy
- Section 5 - Sets out the measures that will be implemented to help achieve the objectives and targets of the Travel Plan.
- Section 6 - Outlines the monitoring and review programme which will ensure the Travel Plan continues to develop.
- Section 7 - Sets out an Action Plan.

2 ACCESSIBILITY AND TRAVEL PATTERNS

- 2.1 The application site comprises 140 to 146 Camden Street. The site is bounded by Bonny Street to the north, Camden Street to the west and the Regent's Canal to the south. the site location is shown at **Figure 1**.
- 2.2 The site is located within central Camden Town, in the London Borough of Camden. The local area is predominantly residential with mixed-use retail with residential above and commercial buildings along Camden Road.
- 2.3 Located within the wider area and within walking distance of the site are numerous small shops and restaurants and the Sainsbury's food store on Camden Road is within 50m of the site.

Site Description

- 2.4 The existing building is of two parts. The northern part is a 1950s single storey warehouse building on the corner of Camden Street and Bonny Street with entrances on both streets.
- 2.5 The southern part is a 3 storey office building with frontages to Camden Street and the Regent's Canal.
- 2.6 The Camden Street site frontage has single yellow line controls in place and the Bonny Street frontage double yellow lines and a loading bay (loading only 08:30-18:30 Monday to Friday and 09:30-17:30 Saturday and Sunday).

Local Road Network

Bonny Street

- 2.7 Bonny Street is orientated between the A503 Camden Road to the east and the A400 Camden Street to the west. It measures approximately 8.5 metres in width and on-street parking is permitted on both sides in marked bays. It is located within Controlled Parking Zone CA-F with a mix of residents and pay & display bays in relation to which restrictions are in place 08:30-18:30 Monday to Friday and 09:30-17:30 Saturday and Sunday. No vehicular access is permitted between Camden Road and Bonny Street.

Camden Road

- 2.8 Camden Road is part of the A503 which is routed between the A4201 at Regents Park to the south west and the A1201 at Finsbury Park in the north east. It also links with the A1

Holloway Road, which is orientated in a north-south direction and is a key route to and from Central London.

- 2.9 Camden Road is approximately 2.5 kilometres in length and lies between the junction with the A1 Holloway Road / Tollington Road in the north east and the junction with Kentish Town Road / Camden High Street and Parkway to the south west at Camden Town. Adjacent to the site, it has a carriageway width of 12.5 metres with two lanes in each direction and is a Red Route with no stopping Monday to Saturday from 07:00-19:00.

Camden Street

- 2.10 Camden Street is part of the A400, which lies between the A1 at Archway in the north and the A501 Euston Road to the south. It provides a road connection between the site and Mornington Crescent, Kentish Town and Tufnell Park.
- 2.11 Camden Street forms a section of the A400 between Crowndale Road in the south and Hawley Road in the north. It is approximately 950 metres in length and 12.5 metres in width close to the site. It is one-way southbound along its full length and has a minimum of 2 lanes.

Car Club

- 2.12 The nearest car club spaces to the site are located on Castlehaven Road, Rochester Place and Pratt Street.

Barclays Cycle Hire

- 2.13 A 45 space docking station is available on Bonny Street, within 100m of the site. The next closest docking station is a 35 space unit on Greenland Road.

Accessing the site by non-car modes

- 2.14 A person's willingness to walk is dependent on many factors including access to a car, safety, road congestion, weather, gradients, parking, health, direction of route and purpose of journey. The Institution of Highways and Transportation (IHT) Guidelines suggest a maximum 'acceptable' walking distance for pedestrians without mobility impairment of 2km.
- 2.15 The site is situated close to the centre of Camden Town and, thus is within 2 kilometres of a significant array of commercial and leisure destinations, including a Sainsbury's store on Camden Road (350 metres walk distance to/from the site) and a plethora of smaller A1 and A3 units within Camden Town.

- 2.16 Footways are found on both sides of the roads in the vicinity of the site, providing a safe environment for pedestrians. Since the local area is used by a significant number of pedestrians, footway widths are a minimum of 2 metres and often wider.
- 2.17 Camden Road and Camden Street, which connect with either end of Bonny Street are characterised by significant flows of traffic. However, there are frequent opportunities for pedestrians to cross safely close to the site.
- 2.18 In addition to the existing pedestrian links at street level, a Canal towpath is available for pedestrians / cyclists, which provides an attractive leisure route for a central London location of this nature.

Cycling

- 2.19 Guidance on cycling can be found in 'Cycle Friendly Infrastructure' guidelines published by the Institution of Highways and Transportation. This guidance highlights previous research by the DfT that three quarters of all journeys are less than 5 miles (8km) of which 60% are by car.
- 2.20 The guidelines highlight that there is a 'substantial potential for substituting cycling for driving' for distances up to 5 miles.
- 2.21 The site is located in proximity to a number of signed cycle routes. This includes a signed on-road cycle route along the Royal College Street / St Pancras Way one-way system. The route then continues south along Royal College Street towards King's Cross. This also forms part of London Cycle Network (LCN) route 27.
- 2.22 In addition, LCN route 28 is orientated in a north-south direction between Tufnell Park and King's Cross, passing along a route parallel with Camden Road. LCN route 29 lies between Camden Road in the west and Angel in the east.
- 2.23 This demonstrates that the site is well served by local cycle routes, providing links to other parts of Central and North London.

Public Transport Accessibility

Bus Services

- 2.24 The TfL PTAL calculation indicates that 13 bus routes are available within the PTAL cut off walk distance of 640m, which provide a total of 122 buses per hour in either direction. The area is also served by a total of 7 night buses.

Rail Services

- 2.25 Camden Road rail station lies to the north east of the site, less than a 170m walking distance and forms part of the London Overground network on the Clapham Junction/Richmond to Stratford route.

Underground Services

- 2.26 The nearest London Underground station to the site is Camden Town, which is approximately a 320m walk distance to the south of the site. Camden Town is served by the Northern Line and is located at the intersection between Edgware and High Barnet / Mill Hill East branches to the north and Charing Cross / Bank branches to the south.
- 2.27 The Northern Line provides a connection between Morden to the south, through the City and West End to terminate at High Barnet, Mill Hill East or Edgware in the north. Trains operate on each of the branches at frequent intervals during the daytime, 7 days a week.

Public Transport Accessibility Level (PTAL)

- 2.28 According to TfL's Planning Information Database, the site has a PTAL rating of 6b, the highest score available, demonstrating excellent accessibility to public transport.

Baseline Travel Patterns

- 2.29 A baseline mode split will be taken from a travel survey. This survey will accurately identify how employees at the office travel and the results will be known as Year 0. The survey will be undertaken no later than three months after the site is occupied. Occupation is defined as when the office is occupied.

Predicted Travel Patterns

- 2.30 The predicted modal split is based upon data from the 2011 Census; specifically the Method of Travel to Work for the Camden Town with Primrose Hill Ward. The predicted modal split has been altered to reflect local circumstance including the availability of public transport access points and the level of car parking on site.

Table 2.1 – Predicted Modal Share		
Mode	Census Data	Predicted Percentage
Car Driver	11%	0%
Car Passenger	1%	0%
Taxi	2%	2%
Motorcycle / Scooter	2%	2%
Public Transport	55%	66%
Foot	20%	20%
Bicycle	10%	10%
Total	100%	100%

- 2.31 For the purpose of this Travel Plan, the mode split as shown in **Table 2.1** will be used for target setting purposes until a travel survey can be undertaken. This survey will accurately identify how employees travel and the results will be known as Year 0.
- 2.32 A draft employee questionnaire is provided at **Appendix A**.

3 OBJECTIVES AND TARGETS

Introduction

3.1 This section sets out the overarching objectives for the Travel Plan, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the Travel Plan can be found in **Chapter 6**.

- **Objectives** are the high-level aims of the Travel Plan. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The Travel Plan sets out targets which the office space will seek to reach within the period covered by this Travel Plan.

Objectives

3.2 The Travel Plan's overriding objective is:

To engage with and encourage employees and visitors to use more sustainable ways of travelling to / from the office space through more effective promotion of active modes. This will minimise the impact of the office space on the surrounding highway and public transport network.

3.3 The sub-objectives are:

- Sub-objective 1: To increase employee awareness of the advantages and availability of sustainable / active modes of transport;
- Sub-objective 2: To promote the health and fitness benefits of active travel to all employees;
- Sub-objective 3: To introduce a package of physical and management measures that will facilitate employee and visitor travel by sustainable modes; and therefore,
- Sub-objective 4: To reduce unnecessary use of public transport for the journey to and from the site by employees and visitors.

Targets

- 3.4 Targets are measurable goals by which the progress of the travel plan will be assessed. Targets are essential for monitoring progress and success of the travel plan. Targets should be 'SMART' – specific, measurable, achievable, realistic and time-related.
- 3.5 Targets come in two forms – Action and Aim Targets. Action Targets are non-quantifiable actions that need to be achieved by a certain time, while Aim Targets are quantifiable and generally relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

- 3.6 The key action targets are set out below:
- A Travel Plan Coordinator will be appointed at least one month prior to the office space opening;
 - To launch this travel plan when the office space opens; and
 - Each monitoring survey will occur within one month of the anniversary of the baseline survey in each survey year (i.e. Years 1, 3 and 5).

Aim Targets

- 3.7 The aim targets of this Travel Plan are focused primarily on the employees of the office space.
- 3.8 **Table 3.1** outlines the Aim Targets set out for the site. The targets are set to measure progress towards the main objectives over five years. These targets are to be achieved within five years of the launch of the Travel Plan.
- 3.9 The baseline figures are taken from the predicted mode split, as detailed in Section 2. This Travel Plan recognises that it is not possible to set out accurate targets far in the future, even when based on actual modal share data (i.e. when the baseline survey has been undertaken). Given this, it should be acknowledged that the targets may change over time as results from on-going monitoring become available.

Table 3.1: Travel Plan Targets				
Target	Indicator	Mode Split		
		Baseline (Year 0)	Interim (Year 3)	Final (Year 5)
Employees				
Reduce Peak Hour Public Transport (PT) Trips by 5%	Modal Split monitoring surveys for PT	66%	63%	61%
Achieve a 5 % increase in the mode share for active modes	Modal Split monitoring surveys for cycling and walking	30%	33%	35%
Visitors				
Increase the awareness of cycling and walking as viable options available to access the office space	No Surveys Necessary	-	-	-

- 3.10 It is more constructive to set an Action type target for measures aimed at promoting sustainable transport to visitors to the office space, rather than a mode split Aim Target.
- 3.11 Indicators are the elements which will be measured in order to assess progress towards meeting the targets. For the most part this will be the main mode listed by employees of the office space in the monitoring surveys conducted in years 0, 1, 3 and 5.

4 TRAVEL PLAN STRATEGY

Office Space Travel Plan Coordinator

- 4.1 Upon construction, the developer or building owner will pass responsibility of the travel plan onto the office space occupier. The office space occupier will need to appoint a Travel Plan Co-ordinator (TPC) to implement and administer the Travel Plan on a part-time basis. The TPC will be appointed one month prior to the office space opening.
- 4.2 The TPC is anticipated to be a senior member of the administration team and as such will have access to the appropriate technology to communicate effectively with employees, visitors and stakeholders using a variety of mediums.
- 4.3 The duties of the Travel Plan Co-ordinator will therefore include:
- Undertake Employee Travel Surveys at years 0, 1, 3 and 5;
 - Take responsibility for data collection and review of the Travel Plan;
 - Oversee the development and implementation of the Travel Plan on a day-to-day basis;
 - Obtain and maintain commitment and support from senior managers, employees, etc.;
 - Design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan;
 - Act as a point of contact for all employees requiring information; and
 - Ensure the travel information available is always up to date.

Time Allocation

- 4.4 The TPC will undertake the management of the Travel Plan in addition to their normal duties. The person undertaking the role will be allowed the time necessary to enable this Travel Plan to achieve its objectives.

Marketing Strategy

- 4.5 All employees, including new employees, will be made aware of the existence of the Travel Plan at the commencement of their employment. The details of the Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Travel Plan will be explained.

- 4.6 Contact details of the TPC will be advertised in the event that employees wish to discuss specific matters directly.

Introduction of an employee Induction Pack

- 4.7 This Pack will contain Travel Plan and sustainable transport information and any other relevant transport information. In addition, the Travel Plan will be added to the agenda for all employee induction sessions.

5 MEASURES AND INITIATIVES

Introduction

5.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.

5.2 Sustainability has been taken into account in the development of the design of the building.

Walking

5.3 Walking initiatives will include:

- Employees will be provided with information and advice concerning safe pedestrian routes to / from 140-146 Camden Street;
- Employees will be provided with changing facilities, including facilities for storage of wet clothes, umbrellas etc.;
- Organisation of social cycling and walking events, e.g. lunch time or after work walks; and
- Health benefits of walking to be promoted e.g. '10,000 steps a day campaign'.

Cycling

5.4 The offices will benefit from an internal cycle storage room for 12 bicycles. A 45 space Barclays Cycle Hire docking station is available on Bonny Street, within 100m of the site. The next closest docking station is a 35 space unit on Greenland Road. The Barclays Cycle Hire system will be explained and promoted to employees.

5.5 Specific cycle promotions will include the following:

- Promotion of the health benefits of cycling.
- Cycle routes and other cycling information provided on notice boards, and in employee induction packs etc.
- Setting up a Bicycle User Group or similar, if demand warrants.

Public Transport

- 5.6 Up-to-date details of bus, underground and taxi services, including route information and service frequencies, will be permanently on display in prominent locations. National Rail and TfL Journey Planner websites and enquiry phone numbers will also be promoted to employees through all relevant means.

Personalised Travel Planning

- 5.7 The TPC will offer personalised travel planning advice to all new employees that request it. The service will be advertised as a staff benefit.
- 5.8 The TPC will be able to draw upon websites such as TfL's journey planner (www.tfl.gov.uk) for advice.

Induction Packs

- 5.9 All employees of the office space will be given information about the Travel Plan and travel options in the form of an induction pack. The pack will contain at least the following information:
- A summarised version of the Travel Plan document, that sets out the purpose and benefits etc.;
 - Timetables and route maps for public transport, particularly buses;
 - Contact numbers and web details for the TfL Journey Planner and National Rail Enquiries;
 - Local taxi company details;
 - Cycling and walking maps for the local area; and
 - Any relevant employer specific company policies related to transport.

6 MONITORING AND REVIEW

- 6.1 This Travel Plan is part of a continuous process for improvement, requiring monitoring, review and revision to ensure it remains relevant to the office space. This section sets out the proposals for monitoring and review of the Travel Plan.
- 6.2 The employee monitoring programme will begin with the initial travel survey, to be undertaken after reaching the trigger point of three months after the office space opens. The surveys will be marketed by the TPC to encourage a high response rate (at least 30%) and will be carried out separately of each other.
- 6.3 Further surveys will be carried out in years 1, 3 and 5, to monitor progress towards the final targets.

Reporting

- 6.4 A Travel Plan Review will be undertaken every year, by the TPC, to assess the progress of the Plan. A Travel Plan report will be produced in Years 3 and 5 which will incorporate the results of monitoring throughout the preceding periods.

7 ACTION PLAN

7.1 The Travel Plan Action Plan outlined in **Table 7.1** below. The Action Plan will be revised every year following each Annual Travel Plan Review.

Table 7.1: Travel Plan Action Plan				
Action	Target	Funding	Measure	Responsibility
Appointment of Travel Plan Co-ordinator	To be appointed at least 1 month prior to the Office opening	Office Occupier	Appointment of Travel Plan Co-ordinator	Office Occupier
Provision of Cycle Parking	Before opening	Developer	Provision of Cycle Parking	Developer
Erection of Noticeboards	Before opening	Office Occupier	On completion of the building	Office Occupier
Production of Employee Induction Pack	Before opening	Office Occupier	Completed Travel Pack	Travel Plan Co-ordinator
Baseline Surveys	Within 3 months of the Office opening	Office Occupier	Receipt of survey results	Travel Plan Co-ordinator
Set Targets	Within 1 month of Baseline Surveys	Office Occupier	Receipt of survey results	Travel Plan Co-ordinator
Promote Active Modes	On-going with emphasis on summer months	Office Occupier	On-going	Travel Plan Co-ordinator
Interim Surveys	At Years 1,3 and 5 on the anniversary of the Baseline Survey	Office Occupier	Receipt of survey results	Travel Plan Co-ordinator
Review of Travel Plan	Annually	Office Occupier	Receipt of survey results	Travel Plan Co-ordinator
Achieve Targets	5 years after Baseline Survey	Office Occupier	Receipt of survey results	Travel Plan Co-ordinator

Figures

Appendix A

Draft Employee Questionnaire