

**CAMDEN TOWN HALL ANNEX, ARGYLE STREET, LONDON,
WC1H 8NJ**

Proposed 270 bedroom boutique hotel with ancillary facilities

TRAVEL PLAN

Prepared on Behalf of Crosstree Real Estate Management Ltd

RLR/TWR8/14/2096/TP02

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INTRODUCTION

RGP is commissioned by Crosstree Real Estate Management Ltd to provide transport planning and highway advice in respect to the proposed change of use and development proposals for the existing Camden Town Hall Annex, Argyle Street to provide a boutique hotel development with ancillary facilities.

The hotel development would be operated by 'The Standard', part of the Andre Balazs Property Group, and would be the operator's first in the UK. Five 'The Standard' hotels are already in operation in the USA.

The proposed site is located at the junction of Argyle Street and Euston Road, within the London Borough of Camden (LBC) and would represent a change of use from council offices and library (sui generis use class) to hotel (C1 use class), and alterations to the building including removal of roof top plant, an extension at roof level and alterations to the façade. In addition, the proposals would comprise a ground floor extension to the Euston Road elevation beneath the existing building structure to create a pedestrian walkway and highway works to Argyle Street to accommodate guest drop-off / pick-up activity within a new lay-by outside the hotel entrance, as shown on the site plan attached hereto at **Appendix A**.

Presently, principal pedestrian and vehicular access is afforded from Argyle Street and the site's eastern frontage, whilst a staff entrance is available from Euston Road. Following the redevelopment there would be entrances to the north (Euston Road) providing access to the retail units with the hotel entrance provided to the east from Argyle Street.

While the existing basement ramp access will be retained for deliveries and servicing, the hotel will not provide any on-site parking for staff or guests except for two disabled bays. This is in line with the London Plan's car parking guidance.

Whilst this Travel Plan is predominantly aimed at the staff and guests of the hotel, elements will also be applicable to restaurant users and customers of the retail units.

As background to this Travel Plan, RGP have prepared a Transport Assessment, following pre-application discussions with LBC and Transport for London (TfL) in order to understand the potential transport impacts of the proposals post-development. It is therefore recommended that this Travel Plan is read in conjunction with that document as well as the accompanying Delivery and Servicing Management Plan.

This Travel Plan demonstrates the opportunities for sustainable travel to / from the site. The Travel Plan will target all travel associated with 'The Standard' hotel, restaurant and retail kiosks, detailing appropriate measures and initiatives to be implemented, subject to the granting of planning permission.

In preparing this Travel Plan, RGP has reviewed relevant national guidance including the Department for Transport documents '*The Essential Guide to Travel Planning*', '*Towards a Sustainable Transport System*' and '*Making Smarter Choices Work*' as well as TfL's A New Way to Plan document '*Travel Planning Guidance 2013*'.

WHAT IS A TRAVEL PLAN?

A Travel Plan is a strategy through which an organisation is able to manage journeys related to the operation of a business. It comprises a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner travel choices by reducing reliance on the private car. The development of such measures can reduce the impact of travel and transport whilst also bringing a range of benefits to individuals and the local community.

In some instances it is not practical to achieve modal shift from single occupancy car to a more sustainable mode, however by promoting existing transport options and providing a range of alternatives, there are opportunities for individuals to contribute to improving their own personal health and well-being.

It is recognised that it is easier to achieve modal shift from single occupancy car to walk, cycle or public transport when regular journeys are made. Often the main barrier is unawareness of the existence of realistic and practical alternatives.

For staff and guests a Travel Plan can:

- Help provide less stressful options for travel, with the ability to socialise;
- Present opportunities to build healthy exercise into daily life; and
- Reduce the cost of travel.

For the local community a Travel Plan can:

- Make local streets less congested, less dangerous, less noisy and less polluted;
- Enhance public transport;
- Improve the environment and the routes available for walking and cycling; and
- Help create a place which is better to live in, work in and visit, which in turn can attract investment.

PURPOSE OF THIS TRAVEL PLAN

The objective of this Travel Plan, as far as is reasonable, is to encourage alternative modes of travel for staff and guest related trips to and from 'The Standard', Camden. Due to the nature of hotel operations, it is likely that guests of 'The Standard' would be travelling relatively long distances to reach the site. However, commuting trips by staff and journeys made by hotel guests during their stay 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 zero parking provision acts to encourage travel to and from the site by sustainable means.

Key Benefits of Travel Plans to The Standard include:

- Satisfying local planning and highway authorities;
- Improved 'green credentials' and strengthening 'The Standard' brand as seen by customers;
- Improved corporate social responsibilities, above that of its competitors;
- Financial savings for 'The Standard' and its staff / guests; and
- Improved staff retention and morale.

Through the development of a Travel Plan issues relating to congestion, road safety and inappropriate parking can be addressed bringing benefits to staff, guests and the local community.

POLICY CONTEXT

This Travel Plan seeks to satisfy the requirements stipulated by TfL and the LBC. In preparing the Travel Plan, RGP have considered applicable national, regional and local policies as well as best practice in relation to the scale and type of development.

National Policy

The National Planning Policy Framework (March 2012)

The National Planning Policy Framework (NPPF) sets out the Government's strategic planning policies for development and growth within England and how these are expected to be applied. It sets out a presumption in favour of sustainable development and urges local planning authorities to support development which facilitates the use of sustainable modes of transport. It also recognises that smarter use of technologies can reduce the need to travel.

The NPPF states that:

"Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised"

This is further demonstrated by Para. 35 which recommends that:

"...developments should be located and designed where practical to:

- accommodate the efficient delivery of goods and supplies;*
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
- incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*
- consider the needs of people with disabilities by all modes of transport."*

Furthermore, the NPPF recommends that planning policies aim for a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities. This development proposal would provide accommodation to support nearby businesses, recreational facilities and tourist related stays.

The Camden hotel proposals accord with national policy, the site 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 providing limited car parking provision that ensures the needs of disabled people have been taken into account.

Planning Practice Guidance (March 2014)

Planning Practice Guidance (PPG) provides additional information to support the NPPF. In relation to Travel Plans, Transport Assessments and Transport Statements it notes that *"they support national planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable."*

Regional Policy

The London Plan (July 2011) / Revised Early Alteration to the London Plan (October 2013)

The London Plan is the overall strategic plan for London, produced by the Greater London Authority (GLA). It sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2031, forming part of the development plan for Greater London. London boroughs' local plans need to be in general conformity with the London Plan, and its policies guide decisions on planning applications by councils and the Mayor. 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.

On 11 October 2013, the Mayor published Revised Early Minor Alterations to the London Plan (REMA). From this date, the REMA are operative as formal alterations to the London Plan (the Mayor's spatial development strategy) and form part of the development plan for Greater London.

Chapter 6 is concerned with London's Transport:

Policy 6.1: Strategic Approach

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

- encouraging patterns and nodes of development that reduce the need to travel, especially by car
- 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 at locations with high levels of public transport accessibility and/or capacity, either currently or via committed, funded improvements including, where appropriate, those provided by developers through the use of planning obligations
- supporting measures that encourage shifts to more sustainable modes and appropriate demand management
- promoting walking by ensuring an improved urban realm
- seeking to ensure that all parts of the public transport network can be used safely, easily and with dignity by all Londoners, including by securing step-free access where this is appropriate and practicable.

This close co-ordination of land use and transport planning is crucial to effective and sustainable spatial development and is supported by the approach taken by the Government in the NPPF. This states that planning has a key role in delivering the Government's integrated transport strategy. Shaping the pattern of development and influencing the location, scale, density, design and mix of land uses, can help reduce the need to travel and the length of journeys, and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking, and cycling.

6.9: Cycling

New developments should provide cycling parking and cycle changing facilities to encourage more cycling. Planning briefs and masterplans should include principles to encourage a high quality, connected environment for cyclists.

6.10: Walking

Development proposals should ensure high quality pedestrian environments and emphasise the quality of the pedestrian and street space.

Parking Addendum to Chapter 6

This addendum sets out standards for different types of development, para. 6A.8 is concerned with parking for hotel and leisure uses and states ‘although no maximum standards are set for hotels, the following approach should be taken for applications referred to the Mayor. In locations with a PTAL of 4-6 on-site provision should be limited to operational needs, parking for disabled and that required for taxis, coaches and deliveries/servicing. In locations with a PTAL of 1-3, provision should be consistent with objectives to reduce congestion and traffic levels and to avoid undermining walking, cycling or public transport.’

The London Plan also states that the Mayor will, and boroughs and relevant stakeholders should support London’s visitor economy and stimulate its growth, taking into account the needs of businesses as well as leisure visitors and seeking to improve the range and quality of provision especially in outer London, seeking to achieve 40,000 net additional hotel bedrooms by 2031.

The proposed hotel meets the aims of the London Plan, being within a sustainable location, ideally located with excellent accessibility to the public transport network, providing convenient access for trips throughout London as well as nationally and internationally using National Rail and Eurostar services at St. Pancras, for example. As such zero on-site car parking would be provided for the development, with the exception of two disabled parking bays, as proposed.

The Mayor’s Transport Strategy (May 2010)

The Mayor’s Transport Strategy (MTS) sets out his transport vision (key strategies and policies) for London and details how TfL and partners will deliver the plan over the next 20 years. It is a key part of the strategic policy framework to support and shape London’s social and economic development.

In relation to planning applications the MTS states 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 MTS also recognises that in order to make the best use of London’s limited road space, encouragement of more efficient modes of transport in terms of road space is required, in particular mode shift to bus, cycling and walking. The MTS also provides a commitment to continued working with the boroughs to deliver smarter travel initiatives to encourage people to choose between the full range of travel options and increase the share of journeys made by walking, cycling and public transport.

In addition, Proposal 115 states that the Mayor, through TfL, and working with the London boroughs, DfT, Network Rail, train operating companies, and other stakeholders, will enhance the provision of information to improve customers’ knowledge and understanding of service availability, delays and other information to improve customer satisfaction, and the way Londoners use public transport and make travel decisions. This supports a key measure of this Travel Plan, to provide accurate and up-to-date travel information to both staff and guests.

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 secure cycle parking.

Local Policy

Local Development Framework (November 2010)

The Local Development Framework (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 in compliance with the London Plan.

The documents that make up the LDF replace the previously published UDP (2006). Currently the LBS's LDF comprises the Core Strategy, as well as the Site Allocations document, North London Waste Plan, Area Action Plans and Supplementary Planning Documents.

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.'

Camden's Development Policies are outlined within the Core Strategy and set out detailed planning criteria that are used to determine applications for planning permission in the borough. Development Policies DP16 – DP21 are concerned with transport. Policy DP16 considers the transport implications of development, including highway links, transport capacity and the provision of pick-up / drop-off and waiting facilities with Para. 16.18 stating that 'whenever a Transport Statement is needed, submission of a Travel Plan is also expected as one way of mitigating the transport impact of the development.'

In addition, parking provision within the development complies with the parking standards detailed in Policy DP18 which notes that 'the Council will seek to ensure that developments provide the minimum necessary car park provision.'

Euston Area Plan

The *Euston Area Plan* is being prepared by LBC, the Greater London Authority (GLA) and TfL as a long term planning framework for the area around Euston Station. A proposed submission draft was published in January 2014 and consideration has been given to the aims of this document.

Although the document focusses on developing Euston Rail Station and the facilities in its immediate vicinity, parts of it are considered relevant to the proposals including Development Principle EAP2: Euston Road paragraph C which states that:

‘Camden and TfL will work with developers and HS2 to improve / introduce new road crossings and the overall quality of the public realm. Development and proposals should lead to improved building frontages and active uses where opportunities emerge to create a more attractive and vibrant street.’

Medium term goals (2019-2024) with regards to the above are for:

- (i) Greening of Euston Road, enhanced bus facilities and improved cycle facilities
- (ii) New road crossings

Long term goals (2024 onwards) are for:

- (i) Euston Square Garden reinstatement / improvements
- (ii) Sub surface crossing to Euston Square Station

The proposed development is considered to accord with Development Principle EAP2 in that a number of pedestrian improvements would be made to the building's frontages with new footway links created improving pedestrian permeability and the attractiveness of the streetscene.

Summary

The Camden Town Hall Annex hotel proposals meet fully with these national, regional and local policy objectives. The hotel's location will promote the use of a variety of sustainable modes. The development encourages use of the well-connected public transport system, and minimises demand for private vehicle use (no dedicated car parking is provided on-site other than two disabled bays with the basement service area), as it will be easily accessible on foot and by bicycle. Secure cycle parking facilities will also be available.

The national, regional and local policies have been considered alongside TfL Travel Plan Guidance which contains information relating to the developing, implementing and monitoring of Travel Plans.

In relation to Travel Plans for workplaces, TfL produced *‘The TfL Smarter Working Guide’* in November 2011 which aims to encourage London businesses to implement flexible working practices and proposes measures relevant to workplace travel plans. Where appropriate, consideration has been given to implementing the concepts described.

In addition, the TfL assessment tool ATTrBuTE that sets out processes against which Travel Plans within Greater London should be assessed has been referred to.

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) and discouraging single occupancy car travel.

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 The Standard hotel in Camden. These include:

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

The Key Aims of this Travel Plan are to:

- Provide staff and guests with greater information as to the alternative modes of travel available when travelling to and from the surrounding commercial, employment and retail areas;
- 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 staff and guests to achieve a shift in travel behaviour away from single occupancy car travel towards more sustainable forms of transport.

The overall aim of the Travel Plan therefore is to reduce reliance upon the private car by effecting a change in attitude to travel and increasing awareness of alternative modes and the associated benefits of sustainable transport.

The objectives of this Travel Plan can be summarised as follows:

- Establish travel behaviour patterns and recognise any barriers to change;
- Identify measures to reduce reliance on the car and enable the hotel to minimise traffic generation arising from the site;
- Introduce measures to limit delivery trips;
- Foster awareness of and 'buy in' to the Travel Plan amongst staff and guests; and
- Implement a package of physical and management measures that will facilitate and actively encourage the use of sustainable modes.

Data has indicated that Travel Plans can deliver single occupancy vehicle trip reductions between 11% (rural areas) and 20% (urban areas), depending upon the measures implemented. Research has also shown that modal shift is most effective when targeting regular journeys, which are short in length, such as the daily commute.

A Travel Plan is never complete, it is an evolving document and process which requires continuous input and monitoring, as well as on-going commitment from all users of the site. **Figure 1** overleaf illustrates the 'Life Cycle' of the Travel Plan from its inception through to the implementation and monitoring stages.

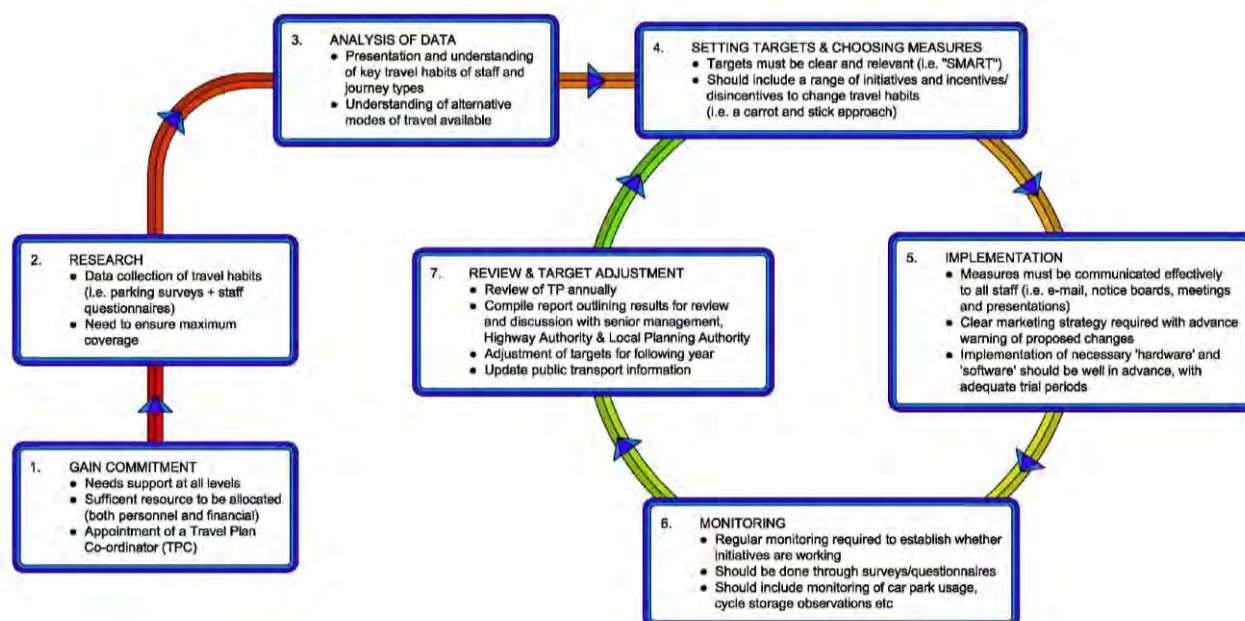


Figure 1. Travel Plan 'Life Cycle'

As illustrated by the above diagram, there are 7 principal stages required to effectively implement a Travel Plan. These are discussed in greater detail within the relevant sections of this document.

TRAVEL PLAN COORDINATOR

The Hotel Manager will be tasked with the TPC role such that they can oversee the daily management of the Travel Plan and ensure it is effectively monitored over time. This, for example, will include 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:

Manager - The Standard Hotel, Camden Town Hall Annex, Argyle Street, London, WC1H 8NJ

Name & Telephone No. / Email Address – to be confirmed upon opening

The TPC role would be defined within the job specification of the Hotel Manager. An example job description is attached hereto at **Appendix B**. In addition, RGP can hold a Travel Plan Introduction and Training Seminar with the Manager (TPC) / hotel management prior to the opening of the site to ensure that the TPC knows what is expected of them from the outset, in terms of Travel Plan implementation.

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

Summary of the Travel Plan Coordinator Role:

- Manage the day-to-day running of the Travel Plan, liaising with 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 staff to deal with travel related queries from guests.

All hotel, restaurant and retail kiosk staff would be informed of the Travel Plan as part of their induction and trained accordingly.

HOW 'THE STANDARD' HOTELS OPERATE

'The Standard' hotels are a collection of boutique hotels offering high quality accommodation. The focus is on providing a unique hospitality experience through the guest rooms, public spaces, night life and restaurants. The hotel's management team are in attendance 24 hours a day / 7 days a week, there are typically circa four members of staff per hotel room and the buildings are monitored by CCTV.

London has global appeal (it is expected that hotel guests will comprise 85% domestic and 15% international) and its extensive public transport network comprising buses, rail links and the underground system as well as exemplary walking and cycling infrastructure act to encourage travel by modes other than the private car, particularly for guest's when travelling to their ultimate destination (such as business venue, leisure attraction etc.) within central London. It is considered that the split between leisure / business related trips would be 50/50 with guest arrivals and departures occurring sporadically throughout the day. It is acknowledged that 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 presence of an on-site restaurant reduces the need for guests to make additional journeys away from the site.

With regards to the servicing needs of the development the existing basement ramp access would be retained. Servicing by LGV would be provided off-street within the basement, while the existing loading bay located immediately to the east of the site on Argyle Street is able to facilitate larger goods vehicles. The servicing arrangements are discussed in more depth within the accompanying Transport Assessment and have been demonstrated to operate without causing any traffic obstruction, nuisance or safety issues. Refuse would be stored within the basement with collection continuing to operate as existing utilising the car park ramp.

The likely operation and servicing / delivery requirements of 'The Standard' Camden have been derived from surveys of comparable hotels. Full details are included within the Transport Assessment. The site will require food and beverage deliveries, as well as refuse collection and services relating to laundering.

This servicing would comprise pre-booked deliveries and would typically take place during the daytime, ensuring the highway peak hours are avoided. Furthermore, the number of deliveries would be regularly reviewed with the frequency and size of each delivery monitored to ensure that the minimum number of deliveries occur at the site.

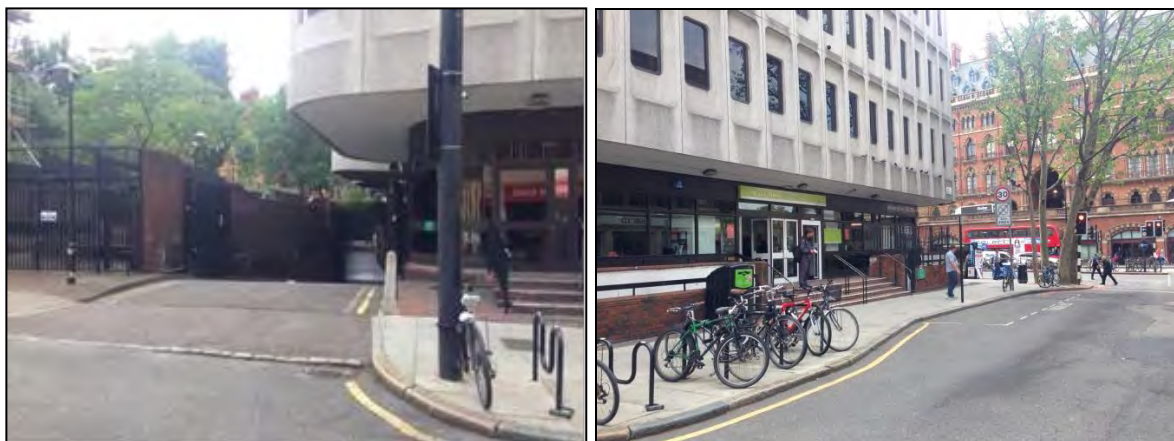
A separate Delivery and Servicing Management Plan has been prepared for the site, which also details measures to effectively manage taxis, drivers, chauffeurs dropping off hotel patrons and non-resident guests.

SITE DESCRIPTION AND ACCESSIBILITY CREDENTIALS

Site Description

The site, which is situated within the LBC, on the southern edge of Euston Road, to the west of its junction with Argyle Street, in immediate proximity to both King's Cross and St. Pancras stations was formerly occupied by the LBC as their council offices and comprised an eight storey building with basement level car parking and a library at ground floor level. The local area comprises a range of land uses, with a number of key transport interchanges in close proximity, as well as retail facilities, offices, residential, independent hotel / guest house facilities and visitor attractions.

Vehicular access to the basement level car park is provided via a ramp at the site's eastern frontage from Argyle Street. This ramp entrance is of sufficient width to accommodate two-way vehicular traffic and access is controlled by an intercom and gate arrangement as illustrated within **Photograph 1** below. A dedicated cycle lane to the basement is also provided on the ramp.



Photographs 1 and 2. Basement Car Park Ramp Access and Argyle Street Frontage

Under the development proposals the disabled bays currently in place along the western edge of Argyle Street (**Photograph 2**) would be relocated to the basement level of the hotel building. A lay-by would be instated in their place, able to accommodate two cars simultaneously, to facilitate pick-up and drop-off activity. This would principally comprise taxi movements and mitigate the impact on through-flow on Argyle Street. Given the nature and size of the hotel, it is not anticipated that hotel guests will arrive or depart by coach and there will be no incentives offered to arrive by coach. No additional parking would be provided for staff or guests of the hotel.

In addition, the development would include an extension to the ground floor, reducing the Euston Road footway to circa. 5.3m, to compensate for this the western staircase would be removed to open by footway width and improve the pedestrian environment between Argyle Street and Tonbridge Street.

Plan 01 appended hereto illustrates the site's location. The site is well located in terms of access by both sustainable modes of transport and connectivity to the strategic highway network. As a consequence, sustainable travel is likely to be the principal mode of travel adopted by staff, and guests during their stay, even if initially arriving at the site by car.

The A501 Euston Road lies to the north of the site and provides a principal east to west route within central London and forms part of the Transport for London's Road Network (TRLN), operated and managed by TfL.

To the east, the A501 Euston Road forms part of the King's Cross gyratory, a network of one-way routes around the King's Cross / St. Pancras area. Approximately 400 metres east of the gyratory, the A501 forms a junction with the A1, a principal north-south route which runs between the A1(M) at Junction 23 of the M25 (north); and City Road, which links into the City of London (south).

To the west, the A501 Euston Road continues past Euston rail station, (Euston Circus a signalised junction with the A400 Tottenham Court Road) and provides a link to the A40. The A40 in turn forms a principal route into / out of London to the west, connecting with the M40 at Junction 16 of the M25.

In the vicinity of the site the A501 Euston Road comprises a 6 lane dualled section of road facilitating two-way vehicular traffic, as illustrated within **Photograph 3** below. It incorporates a designated bus lane in both directions and a central reservation formally separating the two carriageway approaches. In addition red route 'no stopping' restrictions are in place along both side of the carriageway and are in operation 24 hours a day. Euston Road lies outside of the London Congestion Charging zone, although road immediate to the south, including Argyle Street are included.



Photographs 3 and 4. Euston Road and Argyle Street Junction

Argyle Street is a one-way single lane road facilitating north-bound traffic only. It forms a signalised junction with Euston Road immediately to the east of the site which permits left turn manoeuvres only (i.e. westerly direction along Euston Road). **Photograph 4**, above, provides an illustration of this arrangement.

In addition to the red route restrictions, the development site falls within Controlled Parking Zone (CPZ) 'CA-D Kings Cross Area' which operates between 08:30-18:30 Monday to Friday and 08:30-13:30 on Saturdays. A number of parking controls are in place along Argyle Street with single yellow line restrictions in place and the majority of the kerb-line comprising resident permit holder or pay and display car parking bays.

Accessibility Credentials

To further understand how journeys will be made to and from the proposed development as well as during a guest's stay, a review of the opportunity for users of the site to travel by alternative modes to the private car has been undertaken. This assessment confirms that the development proposals conform to the key principles of NPPF in relation to transport, namely to give priority to pedestrian and cycle movements and have access to high quality transport facilities as well regional (The London Plan) and local (LBC Core Strategy) transport planning policy objectives.

Considering the location of the site it is likely that public transport and active modes of travel such as walking and cycling would be particularly attractive for trips made by staff and during a guest's stay. All staff and guests would be encouraged to use alternative modes of transport to the private car to travel to / from the site and if appropriate to their final destination, by ensuring that they are aware of the sustainable transport options available. Emphasis would be placed on the use of active modes to free-up capacity of the public transport networks.

Plan 01, attached hereto provides an illustration of the site's location in relation to the local highway network and public transport facilities, to include local bus and rail facilities. As mentioned previously, the site benefits from its proximity to a large number of visitor attractions, civic amenities and retail areas which are also identified within the attached plan.

Pedestrian / Cycle Infrastructure

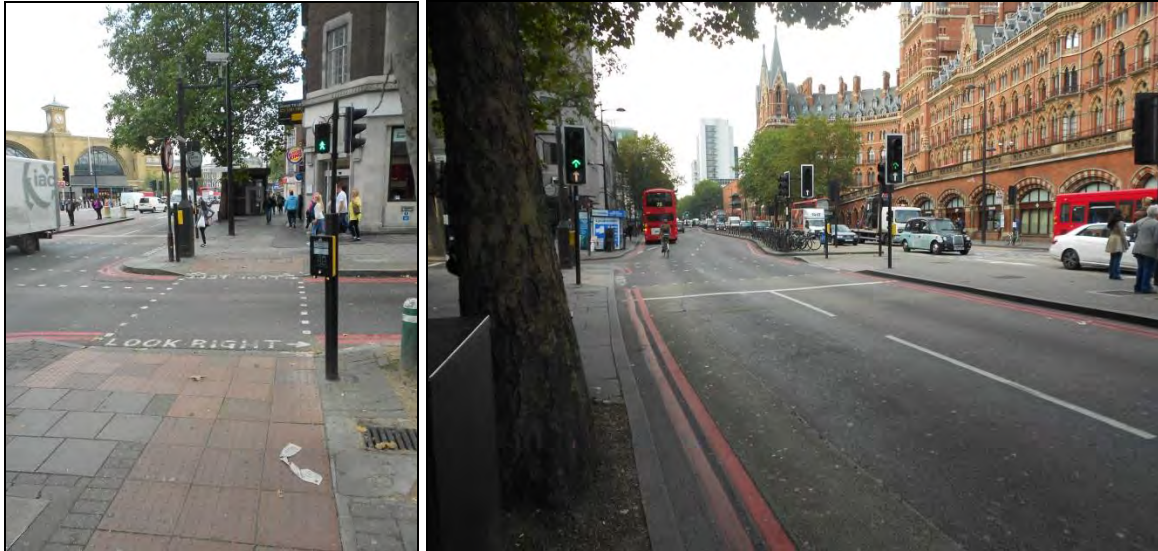
Walking and cycling play a vital role in healthy and active lifestyles and if convenient and safe links are available there is significant opportunity to reduce the need for local car trips, thus reducing the traffic levels on the surrounding highway network.

Pedestrian facilities within the vicinity of the site are of a particularly high standard with wide, well lit footways throughout the locality. Footways across the site frontage on Euston Road benefit from a width of approximately 9 metres while footways on Argyle Street are in excess of 3.5m in width.

Designated crossing points are located at all junctions, comprising dropped kerbs with tactile paving. Signalised pedestrian crossings are located on Argyle Street and Euston Road at the site's north-eastern corner. **Photographs 5 & 6**, overleaf, provide an illustration of these facilities.

Additionally, signalised pedestrian crossings are located at all major junctions within the proximity of the site, including the St. Pancras Road / Euston Road and the Midland Road / Euston Road junctions, thus providing continuous, safe and convenient walking routes to Kings Cross, St. Pancras and Euston rail stations.

A number of way finding signs are also located throughout the local area and these further help to increase the ease and attractiveness of travelling by foot.



Photographs 5 and 6. Pedestrian Crossings - Argyle Street and Euston Road

Plan 02, attached hereto provides an overview of the pedestrian links available in the vicinity of the site, including footways and crossing points.

An existing pedestrian cut through known as 'Tonbridge Walk' is located at the site's north western corner, providing a link from Euston Road through to Tonbridge Street. As part of the development proposals this will be widened by the removal of the stairwell / tower to create a new pedestrian / cycle route through the site, south of the basement ramp, thereby providing a new connection between Argyle Street and Bidborough / Tonbridge Street. This new pedestrian public realm space to the rear of the hotel would minimise the potential impact of narrowing the footway on Euston Road.

A full assessment of the pedestrian facilities in the vicinity of the site has been undertaken in line with TfL guidance in the form of a PERS Audit and a Pedestrian Comfort Assessment. Further details of these assessments are contained within the Transport Assessment.

Over short distances, especially in urban areas, such as London, cycling is often quicker and cheaper than using a car and more flexible than using public transport.

A range of cycle routes, both on-street and off-street are available throughout the locality and the locations of these are identified within **Plan 01**, attached hereto.

As detailed previously Argyle Street facilitates left-turn vehicle movements only at its junction with Euston Road; however cyclists are afforded a facility to cross the Euston Road central reservation and hence are able to turn right.

Additionally, a contraflow cycle lane is present on Argyle Street facilitating southbound journeys, while vehicular traffic is only permitted to travel northbound. **Photograph 7**, overleaf, provides an illustration of this contraflow cycle arrangement.



Photograph 7. Contraflow Cycle Lane on Argyle Street

Additionally, a number of Barclays cycle hire docking stations (as illustrated in **Photograph 8**) are situated nearby at the northern extent of Belgrove Street, less than a 50 metre walk to the east of the site. These provide convenient access to bicycles for use by staff and guests of 'The Standard.'



Photograph 8. Barclays Cycle Hire – Belgrove Street

Further details regarding costs and operation are available from www.tfl.gov.uk/barclayscyclehire, while an online cycle journey planner can be accessed at cyclejourneyplanner.tfl.gov.uk.

Furthermore, various cycle improvement schemes are currently under consideration by TfL in the vicinity of the development site.

TfL's document '*Safety improvements in King's Cross for cyclists*', attached hereto at **Appendix C**, provides details of the proposed pedestrian / cycle improvements scheme to the Euston Road / Gray's Inn / York Way Road junction to the east of the site. As illustrated within the consultation document, the improvements would include additional advanced cycle stop lines, providing additional cycle lanes, increasing the width of a number of existing cycle lanes and remodelling the junction of Euston Road and Birkenhead Street which would become 'no exit' except for cyclists.

Proposals are also under consideration for an extension to the existing north-south Cycle Superhighway 7 (CS7) which currently provides a link between Merton and the City of London. The proposals would provide an extension to the existing route in a northern direction from Elephant & Castle as far as the Euston Road / Judd Road junction, approximately 100m to the west of the site. The extended route would be substantially segregated, providing a clear and convenient route to numerous key destinations.

It is commonly accepted that journeys of 2 kilometres and 5 kilometres are ideally placed to be undertaken on foot or by bicycle, respectively. It is therefore anticipated that walking and cycling will offer realistic and attractive travel modes for users of 'The Standard'.

Accessibility by Bus

A number of bus stops are located in the immediate vicinity of the site as illustrated within **Figure 2** below. The closest stops to the site are King's Cross, St. Pancras Stops A and W, located along the site frontage with Euston Road.



Figure 2. Public Transport Nodes

All of these stops are of a high quality, comprise sheltered seating and have real-time timetable information on display.

Services from these stops operate to a range of destinations including the City of London, Camden Town, the West End and Islington, as summarised within **Table 1** overleaf.

BUS SUMMARY			
Route	Towards	Bus Stop	Frequency
10	Hammersmith Bus Station	J / H / R / A / B	6-10 minutes (24 hour service)
17	London Bridge Archway	N / G / J H / L	6-9 minutes
30	Hackney Wick Marble Arch	B / A / R / X C / E / K	7-10 minutes
45	Clapham Park	S / D / L	5-9 minutes
46	St Bartholomew's Hospital Lancaster Gate Station	T / N S / D / L	7-11 minutes
59	Streatham Hill	J / H / R / A / B	5-8 minutes
63 / N63	Honor Oak	S / D / L	4-8 minutes (24 hour service)
73 / N73	Stoke Newton Victoria	B / A / R / X C / E / K	2-6 minutes (24 hour service)
91 / N91	Crouch End Trafalgar Square	C / M / G / J H / R / A / B	5-8 minutes (24 hour service)
205 / N205	Cleveland Terrace Bow Bus Garage	B / A / R / X C / E / K	5-8 minutes (24 hour service)
214	Highgate School Finsbury Square	X / T S / E / K	6-10 minutes (24 hour service)
259	Edmonton Green Bus Station	N / G / J	6-10 minutes
390	Notting Hill Gate Archway	B / A / R / H / J C / M / G	6-10 minutes (24 hour service)
476	Northumberland Park Euston Bus Station	C / E / K B / A / R / X	6-10 minutes

Table 1. Summary of Local Bus Services

As detailed in **Table 1**, there are approximately 120 services per hour during the day, all of these services operate at high frequencies of a least every 11 minutes. It is therefore considered that bus services would provide a convenient choice for users of the site. In addition, a number of night-buses / 24 hour services are available which further increases the attractiveness of this modes, particularly to staff who are working shifts as well as guests wishing to experience the London nightlife.

Maps showing the bus routes (including 24 hour services and night buses) serving the Kings Cross, St. Pancras area are attached hereto at **Appendix D** and additional timetable details and journey planning tools can be obtained from www.tfl.gov.uk/buses.

Rail Services

The development site lies in close proximity to a number of key rail interchanges, which include St. Pancras International immediately opposite the site on Euston Road and King's Cross immediately to the north-east, both of which are located within 150m of the site. Additionally, Euston rail station is situated approximately 600m to the west of the site on Euston Road.

Each of these stations provides high frequency National Rail services to a wide range of destinations throughout the UK.

St. Pancras serves as the southern terminus for East Midlands rail services from London to destinations including Derby, Leicester, Nottingham and Sheffield. Additionally this station provides Thameslink services operated by First Capital Connect between Brighton, Gatwick Airport, St. Albans, Luton and Bedford.

King's Cross serves as the southern terminus for East Coast Mainline rail services to Yorkshire, the North-East and Scotland with principal destinations including Peterborough, Leeds, York, Durham, Newcastle and Edinburgh. Additionally, First Capital Connect services operate to areas of North London as well as Hertfordshire and Cambridgeshire.

Euston forms the southern terminus of the West Coast Main Line serving the West Midlands, the North-West, North Wales and parts of Scotland; with principal destinations including Milton Keynes, Birmingham New Street, Manchester Piccadilly and Glasgow. Additionally, London Midland Services operate from Euston to Hertfordshire, Buckinghamshire, Bedfordshire and Northamptonshire.

Additionally, St. Pancras serves as a terminus for Eurostar services through the Channel Tunnel, providing a regular high speed cross-channel rail link to destinations including Paris and Brussels. This would likely form an attractive travel mode for guests travelling from abroad to reach the hotel initially or when departing the hotel after checking out.

Underground Services

London Underground services can be accessed from a variety of locations local to the site. A number of entrance points are available to access King's Cross St. Pancras tube station which is the largest interchange station on the London Underground network, providing access to the Hammersmith & City, Circle, Metropolitan, Northern (Bank branch), Piccadilly and Victoria Lines. Of particular note, is the Piccadilly line which provides a direct link to Heathrow Airport, with a high frequency of approximately 6 services per hour and a 56 minute journey time.

Further services can be accessed from Euston station, which provides access to the Northern Line (Charing Cross branch) and London Overground services.

The site therefore benefits from a number of underground services enabling connections to a comprehensive range of destinations throughout London.

Detailed route, timetable and fare information for mainline services can be obtained from www.nationalrail.co.uk and www.tfl.gov.uk/rail, while information on underground services, to include maps can be found here: www.tfl.gov.uk/tube.

Air Travel

It is likely that some guests of 'The Standard' will be international and hence consideration is given to how these guests may arrive to the site from London airports. Information such as that included overleaf is considered 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 Leicester Square.
- Journey time is approximately 49 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 some trips will be made by taxi, especially for the purposes of guests arriving and departing the hotel by public transport as they would have a need to carry luggage. The following taxi operators serve the areas surrounding the site and can be pre-booked in advance: Computer Cabs – 020 7908 0286 and Radio Taxicabs – 020 7272 5471.

The proposed design of the site is such that there would be suitable provision for taxi pick-up / drop-off in the lay-by located to the east of the hotel's main entrance on Argyle Street. Given the one-way nature of Argyle Road all vehicles would approach from the south and pull into this lay-by, thus reducing any potential vehicle conflicts and disruption on the through-flow of traffic.

PTAL Assessment

To assess the current PTAL of the site, a PTAL assessment has been undertaken based on TfL's online Transport Planning Information Database Tool. This assessment takes account of the distance to public transport facilities from the site and the relative frequencies of these services.

This assessment has been undertaken in accordance with the guidance methodology contained within '*Measuring Public Transport Accessibility Levels*', a TfL report published in April 2010. The results of the PTAL assessment for the site, obtained by way of TfL's online calculator are attached to this report at **Appendix E**.

A PTAL rating is defined by a score of 1a to 6b whereby a score of 1a represents a 'very poor' level of accessibility and a score of 6b represents an 'excellent' level of accessibility.

The proposed site is situated with the LBC and has a PTAI (Public Transport Accessibility Index) of 100.67. Values over 40.00 correspond to a PTAL rating of 6b - Excellent. The development site therefore benefits from an exceptionally high level of accessibility by public transport. Such facilities would be used by staff and guests accessing the hotel and also by guests during their stay. There are also many attractors located in the immediate vicinity of the site which can be reached on foot or by bicycle.

Summary

In summary, RGP consider that the accessibility credentials of the proposed site are excellent, as a consequence of its central London location is benefits from a high level of public transport accessibility as well as high quality walking and cycling facilities providing all users of the site with numerous opportunities to use sustainable modes of travel. This Travel Plan details measures to encourage greater uptake of these sustainable travel modes, particularly the active modes of walking and cycling.

TRAVEL PLAN INITIATIVES

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

The Standard are committed to introducing the measures detailed herein, with the intention of encouraging more sustainable travel, however as appropriate the TPC will consider further initiatives and measures specific to the hotel and its location.

Staff Travel Plan Initiatives

It is acknowledged that staff are more easily encouraged to travel by non-car means given the regular nature of their journeys.

Staff Recruitment

The adoption of a local employment policy when recruiting staff acts to facilitate non-car use as far as is reasonable. Reliance on the private car is reduced as realistic alternative modes of travel, such as train, underground, bus, cycling and walking will be available. The Standard should aim to recruit 20% of all staff through local job centres and specialist colleges / academies and hence by virtue of this, the majority of staff would reside local to the site.

A vital element is to ensure that staff are aware of the Travel Plan and the information contained within, to encourage them to use sustainable modes of transport. The concept of the Travel Plan will be reinforced on a day-to-day basis via training, staff communications and promotion of the Travel Plan initiatives, as detailed.

Going forward, 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. During the interview / induction process new recruits will be made aware of the initiatives available to them and the associated financial incentives of each. New starters would also benefit from an Individual Travel Plan (ITP) from their first day of employment.

On-Site Cycle Infrastructure

It is proposed that Josta two-tier cycle racks would be installed within the basement, as shown on the attached Site Plan (**Appendix A**) in accordance with the LBC's cycle parking guidance published in Camden's Development Policies (2010) which states "Staff - from threshold of 500 sq m, 1 space per 500 sq m or part thereof. Resident - from threshold of 500 sq m, 1 space per 500 sq m or part thereof". This equates to 72 cycle parking spaces, the use of this facility will be monitored by the TPC and if it regularly reaches capacity additional provision will be sought.

Adequate shower and changing facilities will be available on-site, by way of dedicated male and female shower and changing areas for staff; guests have access to a bathroom within their own room. Lockers would also be provided for the storage of staff clothing and cycle equipment i.e. helmets.

The Standard will also ensure basic cycle maintenance tools such as a bicycle pump and puncture repair kit are obtainable from reception for those that may require them.

Personal attack alarms will also be offered to staff who feel they would benefit from this additional security when walking or cycling to work.



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, 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 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, including bus and train services;
- ii) Information regarding ticket pricing for public transport, reduced ticket rates and potential season ticket loan information;
- iii) Contact details for local taxi firms;
- iv) Information relating to car sharing, to include promotion of www.londonliftshare.com and details of potential cost savings etc.;
- v) The health benefits of walking and cycling;
- vi) Details of cycle purchase / discount schemes; and
- vii) Up-to-date details of cycle routes and footways, to include safe routes to and from the site.

In addition, a welcome pack for staff (and hotel patrons) could be prepared containing information on local facilities and services within walking distance; locations of bus stops, underground and railway stations and distributed during staff inductions and well as being placed in reception / guest bedrooms.

Discounted Cycle Purchase

The Standard are encouraged to sign up to Evans Cycles "Ride 2 Work" initiative, which provides tax free purchase of bicycles for staff.



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 F** 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 The Standard is anticipated to cover the administration costs of the scheme.

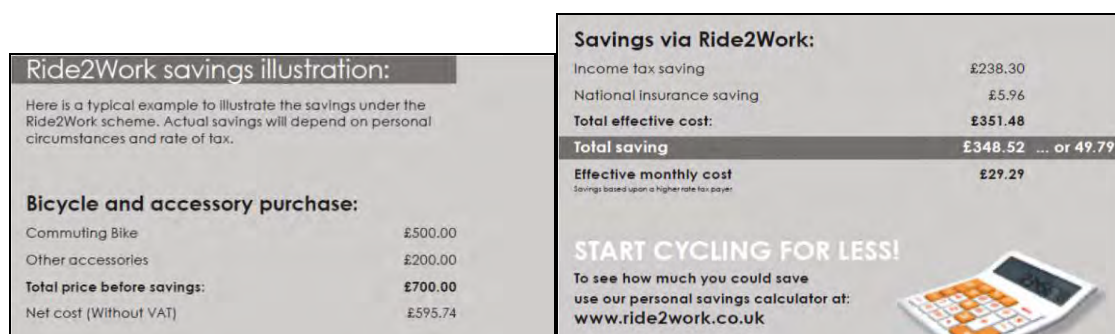


Figure 3. Ride2Work Savings Illustration

Joining Criteria for the “Ride 2 Work” scheme:

- £500 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.

Furthermore, the TPC will make contact with cycle shops local to the hotel to establish whether any discounts on products or servicing can be obtained. These initiatives would allow staff to purchase bicycles and equipment at a reduced cost thereby encouraging use of this mode.

Public Transport Ticket Offers

Upon site opening the TPC will determine the availability of promotions and discounts, such that the use of public transport by staff would be encouraged. The benefits of using an Oystercard would also be promoted. Furthermore the TPC in discussion with The Standard hotel management will determine the feasibility of permitting staff to buy season tickets by way of salary sacrifice or an interest-free loan.

Staff and Guest Travel Plan Initiatives

Car Clubs

Car clubs provide an alternative to using a private car. Cars are located throughout London and used on a pay-as-you-go-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. People who use car clubs tend to make smarter choices about their travel patterns, by using the car only when it is needed. The reduction in trips therefore helps reduce congestion and pollution.

Two City Car Club bays are located on Argyle Street outside the hotel entrance (**Photograph 9**). Information regarding these services will be made available at the Information Point. Guests will be encouraged to use car club vehicles if they need to use a car during their stay, as an alternative to travelling to the site in their own vehicle. Car club cars would also be useful to staff who require a car to make trips before / after work or during their lunch break.



Photograph 9. City Car Club Cars – Argyle Street

Cycle Hire

As discussed previously and illustrated in **Figure 4** below, 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 G**.

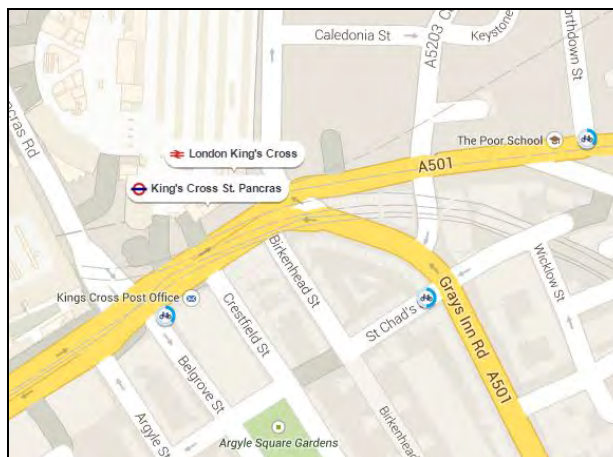


Figure 4. Barclays Cycle Hire – Docking Station Locations

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.

Guest Travel Plan Initiatives

Booking Confirmation and Website Information

When a guest books a room at The Standard 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 are expected to book online through www.standardhotels.com, the website is a fundamental first step in encouraging sustainable travel, or at the very least making guests aware of their travel options.

The Standard's IT team will ensure information on all potential modes of travel to and from the Camden hotel (walking, cycling, public transport (bus, underground and train), car share and taxi). This will ensure that guests are made aware of the different mode choices available to them and are able to make an informed decision as to how they are going to travel. Similar information should also be included within booking confirmation emails, including appropriate links to journey planning websites, for example, TfL's Journey Planner, National Rail and Traveline.

In addition, The Standard offer guests free Wi-Fi access this would therefore enable staff and guests to access travel related websites and obtain real time public transport information.

With regards to non-residential visitors to the restaurant, it is anticipated that the majority would make table reservations in advance by telephone or through the website and could be offered travel information at this time.

In terms of the retail kiosks, customers will be relatively uncontrollable in terms of their mode of travel, however, it is anticipated that the units would primarily serve hotel and restaurant guests. It is also likely that a number of 'pass-by' trips will be made by those already travelling on the local highway network. It is therefore reasonable to expect a high proportion of customers to walk in order to access the retail kiosks.

Concierge Service

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

The TPC will therefore establish an 'Information Point' as part of the concierge service that would provide 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 Camden hotel.

The 'Information Point' at reception would include the following:

- i) Local tourist / area maps;
- ii) Information and (walking / cycling) directions to local business areas, tourist attractions and places of note;
- iii) Local bus / train routes and timetables, including directions to the closest stop and ticket prices; and
- iv) Information on cycle hire, car sharing, car clubs and taxi operators' phone numbers.

It may also be possible to promote this information within each hotel room by way of a reference made in an in-room magazine or through TV screens. This will ensure that all guests are able to consider alternative modes of travel for journeys made during their stay, regardless of how they initially arrive at the hotel.

Reception / door staff will be trained to ensure they have an understanding of the site's location and surrounding neighbourhood; enabling them to respond to guest's queries.

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 staff and guests. It is recommended that an online survey is distributed to staff; however paper copies will be made available to those without access to a computer. Guest travel patterns would be monitored either by reception staff as part of the check-in process or by way of a guest travel question included on the booking form / guest feedback questionnaire. Example staff and guest questionnaires are attached at **Appendix H**.

The travel questionnaires will be completed six months after occupation. From this a baseline, modal split will be identified for the site, from which all future targets will be based. Within one month of the surveys' completion updated targets and modal split predictions will be submitted to the LBC for approval.

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 take into account travel related feedback received from staff and guests through the year. In addition, the TPC will ensure that the results are displayed for all to see.

In addition to the monitoring detailed above, the Travel Plan for the Camden site will be independently monitored by a TRICS approved Independent Field Company in years 1, 3 and 5. All results will be communicated to LBC as Local Planning Authority and also 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 a robust approach to monitoring is maintained and that the effectiveness of the Travel Plan is sustained over time. (See **Appendix I** for a copy of the iTRACE Workplace Travel Plan Proforma).

Following each review / full TRICS compatible survey, the Travel Plan will be updated, with specific consideration given to the sections concerned with targets, modal shift, action plan and initiatives. In addition, the uptake of cycle parking provision will be monitored and reported upon.

All questionnaires will be iTRACE compliant and adhere to the '*iTRACE and TRAVL Compliancy*' technical note produced by TfL.

Baseline Targets

Since the hotel use is not yet operational, details of staff / guest travel behaviour are not available. The Transport Assessment which accompanies this Travel Plan provides a summary of the likely trip generation credentials of the development, although this does not include a detailed modal split assessment. However, data obtained from surveys undertaken at comparable hotels has been used to determine the likely modal split of staff and guests (**Table 2**). This has been undertaken through an interrogation of the TRICS database, considering hotels within Greater London in town centre locations i.e. with similar PTAL levels (5-6b).

Owing to the sites' highly accessible location it is considered likely that guests would initially use public transport to access the site, then walk, cycle or take public transport during their stay.

	MODE SPLIT
Walk	55.3%
Cycle	0.6%
Rail	26.9%
Bus / Tram	5.8%
Coach	4.2%
Car / Taxi	7.2%

Table 2. Modal Split

It is expected that the majority of site users would arrive by sustainable modes, 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 be initially 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 five year target to increase the use of active modes in conjunction with public transport amongst all users by 15%.

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 3** below sets out the suggested targets for this Travel Plan associated with each user group and journey type.

The targets will be in line with the SMART criteria:

Specific
Measurable
Achievable
Realistic
Time-bound

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

ACTION	RESPONSIBILITY	HOW MEASURED	TARGET DATE
STAFF FOCUSED			
Increase the proportion of staff cycling to work by 5%	TPC	iTRACE Compliant Survey	End of Year 1
Increase the proportion of staff cycling to work by 10%	TPC	iTRACE Compliant Survey	End of Year 3
Increase the proportion of staff travelling by active modes (walking and cycling) by 25%	TPC	iTRACE Compliant Survey	End of Year 5
GUEST FOCUSED			
Decrease the proportion of guests arriving / departing the hotel by vehicle (car&van / taxi) by 5%	TPC	iTRACE Compliant Survey	End of Year 1
Increase the proportion of guests travelling by bicycle during their stay by 10%	TPC	iTRACE Compliant Survey	End of Year 3
Increase the proportion of guests travelling by active modes (walking and cycling) during their stay by 25%	TPC	iTRACE Compliant Survey	End of Year 5

Table 3. Proposed Targets

The targets stated above will be reviewed on an annual basis and should be achieved by the target dates specified. If they have been attained they will be modified to provide further more challenging targets, while if the targets have not been achieved the reasons why should be investigated and the measures in place reviewed, added to or modified to ensure that that they will be met by year five.

Currently the targets are based on the typical modal split information for comparable hotels, however once the initial travel surveys have been undertaken they should be revised accordingly.

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

TIMETABLE FOR IMPLEMENTATION

Table 4 details a timetable highlighting measures which will be introduced by the TPC throughout the first year, following the implementation of the Travel Plan.

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 4. Timetable

A comprehensive action / implementation plan detailing the measures that will be implemented by The Standard in association with the boutique hotel at Argyle Street is attached at **Appendix J**.

TRAVEL EVENTS - USEFUL DATES

Walk to Work Week:	May 2015
Work Wise Week:	May 2015
Bike to Work Week:	June 2015
Travelwise / European Mobility Week:	September 2015
National Liftshare Week:	October 2015
Commute Smart Week:	November 2015

The above events will be promoted by the TPC in order to encourage and raise awareness of the Travel Plan. They will be communicated via the staff notice board and through staff meetings.

COST OF IMPLEMENTATION

An initial budget will be allocated for the Travel Plan's implementation during the hotel's 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 hotel's construction, 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 is estimated to be circa £2,000 per annum.

Any other associated costs to fund on-going travel planning measures will be met by The Standard. 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 guidance and has also been assessed using the TfL ATTrBuTE assessment tool.

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

APPROVAL

This Travel Plan is prepared by RGP on behalf of The Standard.

Name: Rachel Rombough

Signed: Date:

I hereby approve this Travel Plan on behalf of 'The Standard' for implementation at the following site:

The Standard Hotel – Camden Town Hall Annex, Argyle Street, London, WC1H 8NJ

Name: Date:

Signed:

General Manager / Travel Plan Co-ordinator

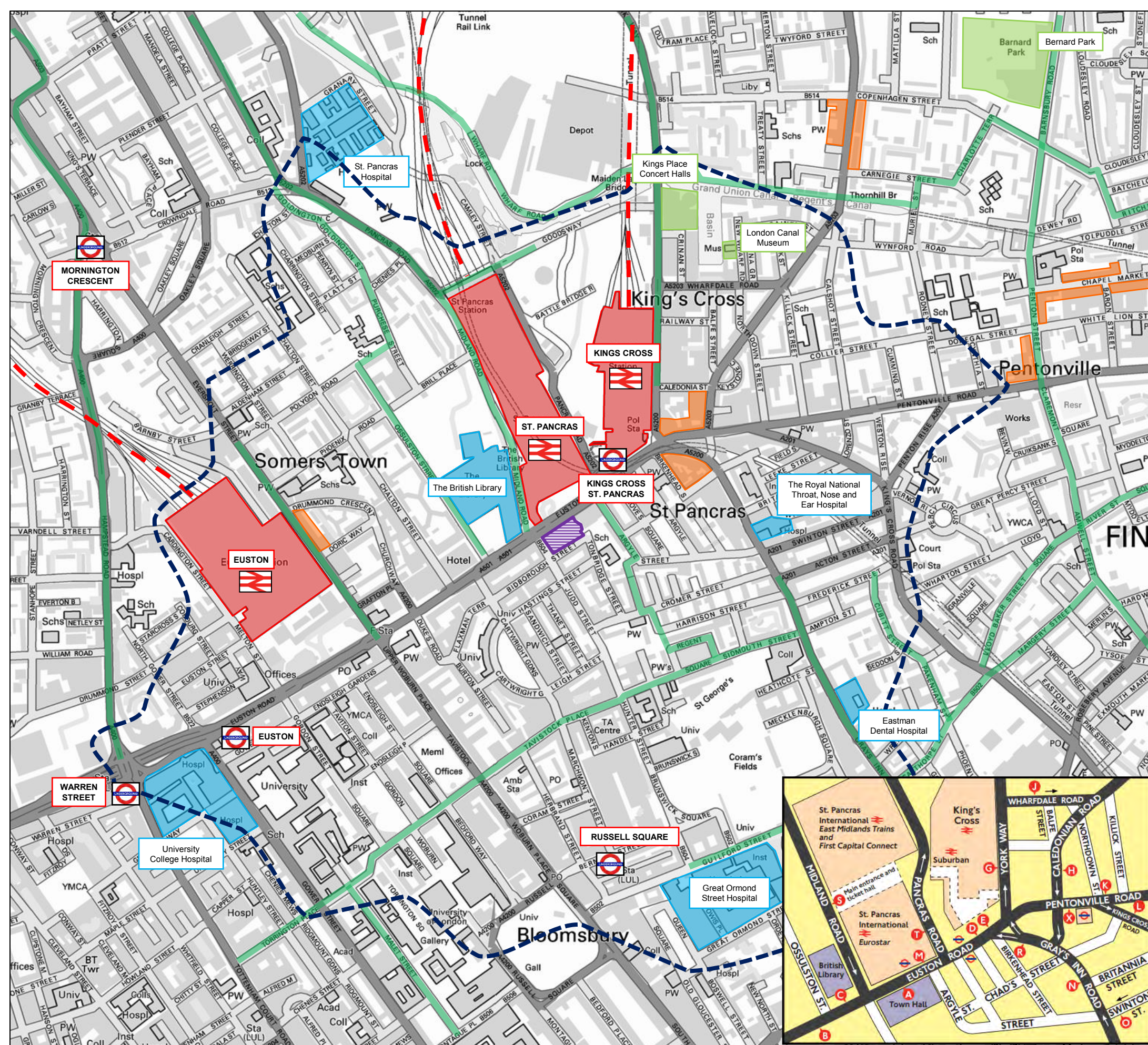
Name: Date:

Signed:












On behalf of 'The Standard'



PLANS



LEGEND

-  SITE LOCATION
-  RAIL STATION
-  RAILWAY
-  UNDERGROUND STATION
-  LOCAL BUS STOPS
-  1KM WALKING ISOCHRONE
-  RECOMMENDED CYCLE ROUTES
-  PUBLIC TRANSPORT
-  LEISURE / TOURISM
-  RETAIL
-  PUBLIC / COUNCIL BUILDING



Transport Planning and Infrastructure Design Consultants
The Old Stables, Fry's Yard, Bridge Street,
Godalming, Surrey, GU7 1HP
Tel: 01483 861681 Fax: 01483 861682
www.rgp.co.uk

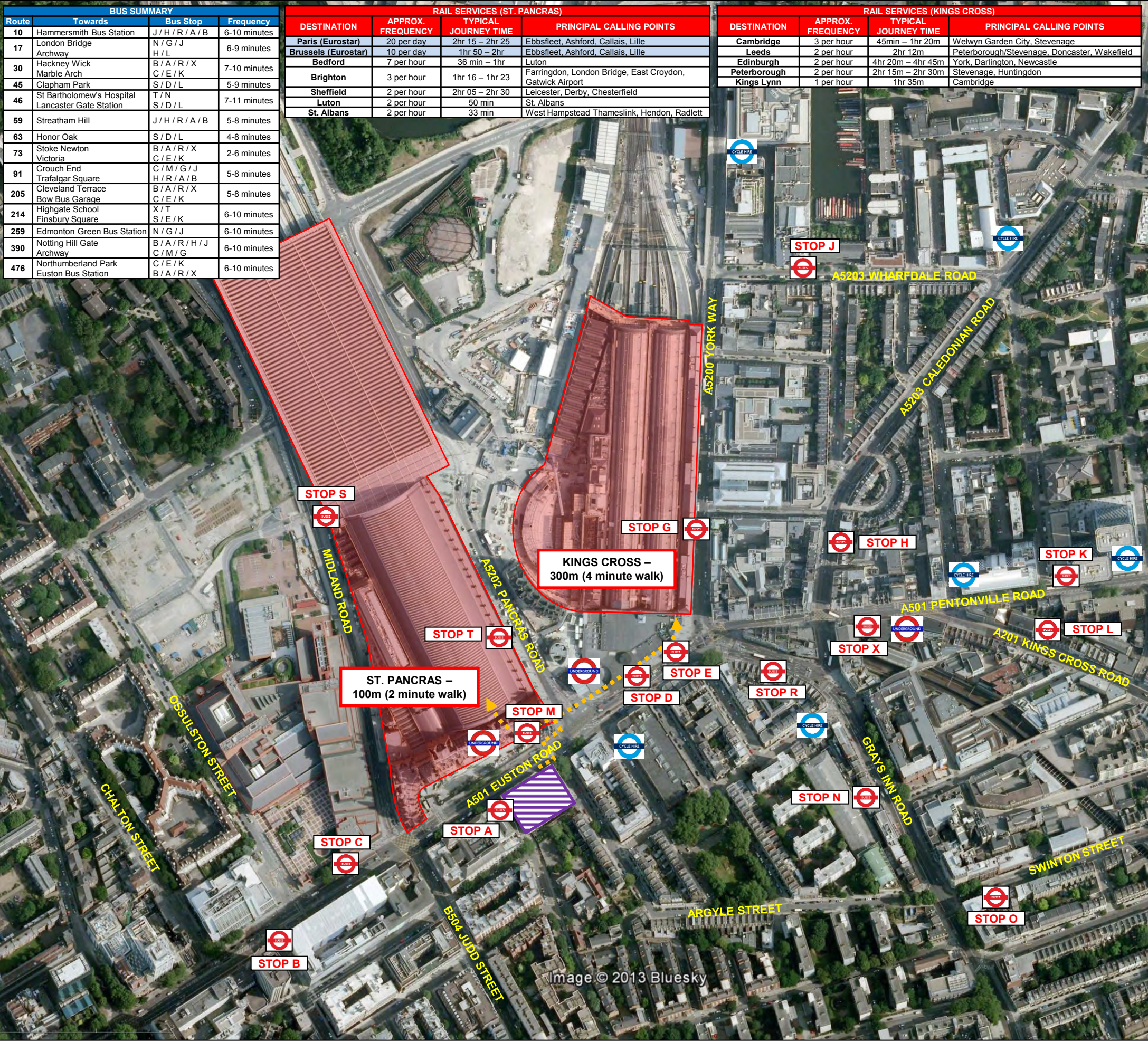
Client: Crosstree Real Estate Management Ltd			
Project: Camden Town Hall, Euston Road			
Title: Site Location Plan			
Plan No: Plan 01	Job No: 14/2096	Date: December 2014	Scale: NTS
Drawn By: GSE	Checked By: PJB	Approved By: NDR	Rev: -

BUS SUMMARY			
Route	Towards	Bus Stop	Frequency
10	Hammersmith Bus Station	J / H / R / A / B	6-10 minutes
17	London Bridge Archway	N / G / J H / L	6-9 minutes
30	Hackney Wick Marble Arch	B / A / R / X C / E / K	7-10 minutes
45	Clapham Park	S / D / L	5-9 minutes
46	St Bartholomew's Hospital Lancaster Gate Station	T / N S / D / L	7-11 minutes
59	Streatham Hill	J / H / R / A / B	5-8 minutes
63	Honor Oak	S / D / L	4-8 minutes
73	Stoke Newton Victoria	B / A / R / X C / E / K	2-6 minutes
91	Crouch End Trafalgar Square	C / M / G / J H / R / A / B	5-8 minutes
205	Cleveland Terrace Bow Bus Garage	B / A / R / X C / E / K	5-8 minutes
214	Highgate School Finsbury Square	X / T S / E / K	6-10 minutes
259	Edmonton Green Bus Station	N / G / J	6-10 minutes
390	Notting Hill Gate Archway	B / A / R / H / J C / M / G	6-10 minutes
476	Northumberland Park Euston Bus Station	C / E / K B / A / R / X	6-10 minutes

RAIL SERVICES (ST. PANCRAS)			
DESTINATION	APPROX. FREQUENCY	TYPICAL JOURNEY TIME	PRINCIPAL CALLING POINTS
Paris (Eurostar)	20 per day	2hr 15 – 2hr 25	Ebbwfleet, Ashford, Callais, Lille
Brussels (Eurostar)	10 per day	1hr 50 – 2hr	Ebbwfleet, Ashford, Callais, Lille
Bedford	7 per hour	36 min – 1hr	Luton
Brighton	3 per hour	1hr 16 – 1hr 23	Farringdon, London Bridge, East Croydon, Gatwick Airport
Sheffield	2 per hour	2hr 05 – 2hr 30	Leicester, Derby, Chesterfield
Luton	2 per hour	50 min	St. Albans
St. Albans	2 per hour	33 min	West Hampstead Thameslink, Hendon, Radlett

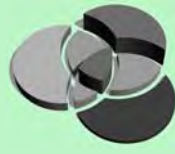
RAIL SERVICES (KINGS CROSS)			
DESTINATION	APPROX. FREQUENCY	TYPICAL JOURNEY TIME	PRINCIPAL CALLING POINTS
Cambridge	3 per hour	45min – 1hr 20m	Welwyn Garden City, Stevenage
Leeds	2 per hour	2hr 12m	Peterborough/Stevenage, Doncaster, Wakefield
Edinburgh	2 per hour	4hr 20m – 4hr 45m	York, Darlington, Newcastle
Peterborough	2 per hour	2hr 15m – 2hr 30m	Stevenage, Huntingdon
Kings Lynn	1 per hour	1hr 35m	Cambridge

- LEGEND
- SITE LOCATION
- RAIL STATION
- UNDERGROUND STATION ENTRANCE
- WALKING ROUTE TO KINGS CROSS / ST PANCRAS
- LOCAL BUS STOPS
- CYCLE DOCKING STATION

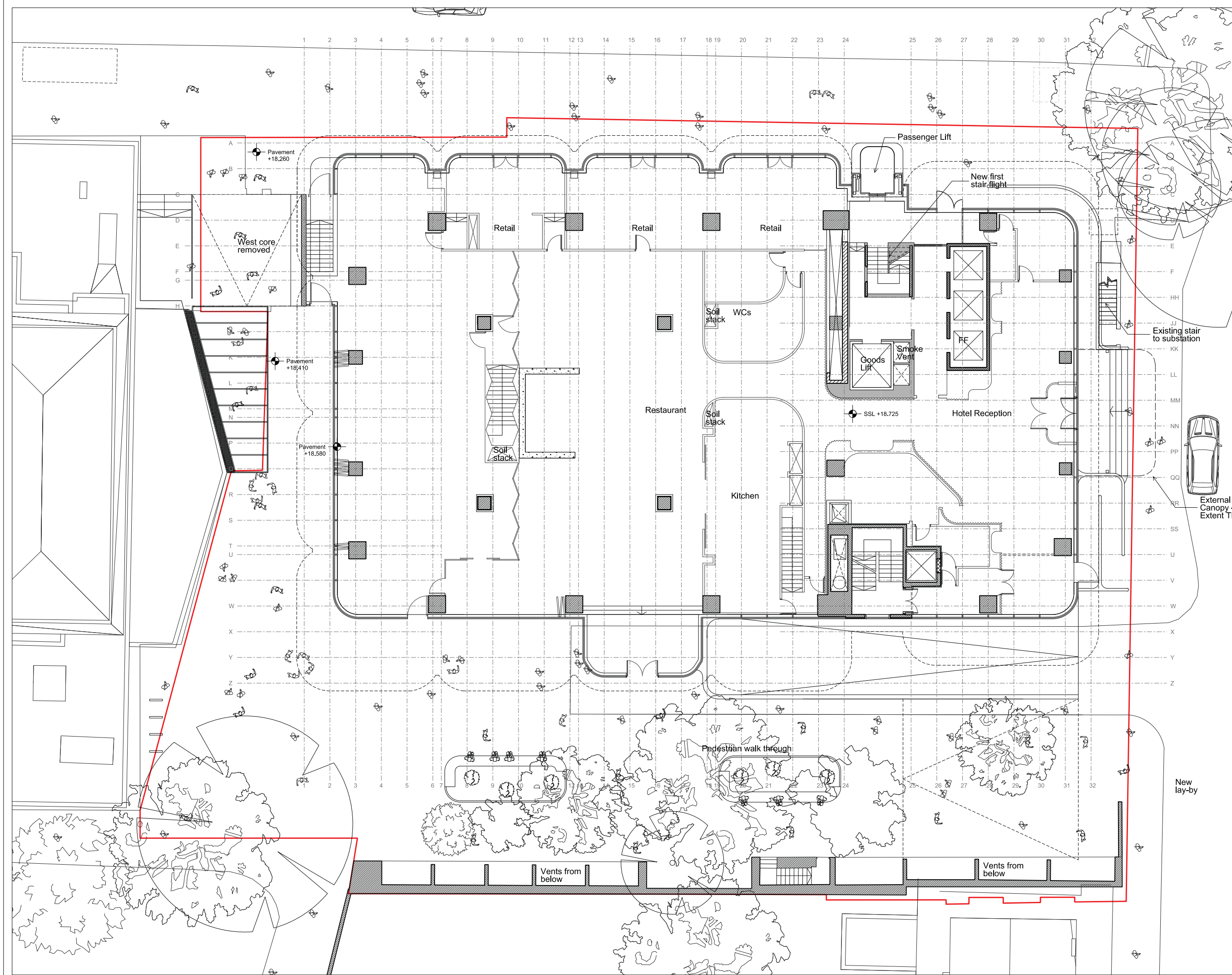


Transport Planning and Infrastructure Design Consultants
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Client: Crosstree Real Estate Management Ltd			
Project: Camden Town Hall, Euston Road			
Title: Public Transport Accessibility Plan			
Plan No: Plan 02	Job No: 14/2096	Date: December 2014	Scale: NTS
Drawn By: GSE	Checked By: PJB	Approved By: NDR	Rev: -



APPENDIX A



CDM:

Notes:

Existing building shown hatched for solid walls.
Site boundary shown in red.
GEA measurement lines shown in blue (green lines indicate subtracted area)
Internal layouts to be coordinated with David Archer architects

Revision history:

P07	21/11/14	Background for planning
P06	21/10/14	Background for stage C coordination
P05	16/09/14	Planning scheme for coordination
P04	01/09/14	Planning scheme for coordination
P03	03/06/14	Issued for fire review
P02	10/04/14	Base scheme for coordination
P01	21/03/14	Preliminary DT draft

Project: Camden Town Hall

Drawing title: Proposed Ground Floor Plan

1996_X_GA(00)01 Rev. P07

Scale: 1:100@A1

Orms

1 Oliver's Yard
55-71 City Road
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Do not scale. All dimensions to be confirmed on site.
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APPENDIX B

TRAVEL PLAN COORDINATOR - JOB SPECIFICATION

Overview

The role of the Travel Plan Coordinator is wide ranging, incorporating key actions to ensure that the aims and objectives of the Travel Plan are met, namely to promote cleaner, greener travel choices and reduce dependency on the private car.

Main Duties / Responsibilities

- Be an ambassador for the Travel Plan
- Demonstrate the ability to travel to / from the site by sustainable means
- Raise awareness of the Travel Plan and sustainable travel, educating others in the environmental, health and financial benefits
- Prepare a communications strategy for the effective dissemination of information; consider using local media, newsletters, websites etc.
- Implement the individual measures detailed in the Travel Plan
- Prepare and distribute travel literature to staff and guests, to include up-to-date fare and timetable information
- Maintain and ensure currency of travel information pertaining to the The Standard in Camden
- Act as a key contact for staff and guests, providing them with advice regarding alternative modes of travel to the private car
- Develop personalised / individualised travel planning, offering clinic sessions to staff
- Assist staff in finding car share matches / partners
- Organise events in conjunction with national campaigns i.e. Bike to Work Week / National Liftshare Week
- Investigate and promote additional travel initiatives to reduce travel demand
- Ensure the necessary review and monitoring is undertaken
- Commission annual travel surveys
- Analyse survey data and make the results available to key stakeholders
- Assess progress against the Travel Plan targets and adjust as required
- Prepare an annual monitoring report for submission to the London Borough of Camden
- Attend meetings with the Local Planning and Highway Authority as necessary
- Forge links with neighbouring businesses to share best practice and coordinate joint initiatives
- Liaise with public transport providers / cycle shops to negotiate discounts
- Obtain commitment and support for the Travel Plan, where appropriate identifying potential funding streams
- Manage the Travel Plan budget



APPENDIX C

Background

King's Cross is both a busy road and rail interchange.

To prepare for the London 2012 Olympic and Paralympic Games, we improved a number of junctions in the King's Cross area to make it easier for pedestrians to interchange between rail and other local transport options. Benefits

for other road users were also provided.

As part of the Mayor's commitment to make cycling easier and safer, further interim changes to roads within the Transport for London Road Network in the King's Cross area have been identified in order to improve facilities for cyclists.

Delivering the improvements

Some temporary lane closures will be necessary, however we aim to minimise the impact on local traffic by undertaking this work when the roads are most quiet including evenings, weekends and holiday periods.

In addition, temporary bus diversions may also be required

to undertake some of the improvement work. Where possible, this will be carried out during weekends in order to minimise disruption to bus users.

Work will begin in Summer 2014 and is expected to take approximately five months to complete.

Find out more

We will be holding two drop-in events where you can come and find out more information about our plans. Members of the King's Cross Improvements team will be on hand to answer your questions.

Dates: 4 and 11 March 2014

Time: 16:30 – 19:00

Venue: King's Cross
Neighbourhood Centre
51 Argyle Street
London WC1H 8EF



Safety improvements in King's Cross for cyclists

Next steps

Please let us know if you have any comments about the forthcoming improvement work planned for King's Cross by 25 March 2014.

Visit:
tfl.gov.uk/kingscross-improvements

Or write to our address:
FREEPOST TFL FEEDBACK

We will publish details of the feedback received and responses to the most frequently asked questions on our website tfl.gov.uk/kingscross-improvements in Spring 2014.