



RADA, 16-18 Chenies Street  
Redevelopment  
London Borough of Camden

**Travel Plan Statement**

For

Royal Academy of Dramatic Art

## Document Control Sheet

Travel Plan Statement

RADA, 16 -18 Chenies Street Redevelopment

Royal Academy of Dramatic Art

This document has been issued and amended as follows:

<b>Date</b>	<b>Issue</b>	<b>Prepared by</b>	<b>Approved by</b>
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## Contents

1.0	Introduction.....	2
2.0	Policy and Objectives .....	3
3.0	Site Audit .....	5
4.0	Measures and Initiatives.....	8
5.0	Student Drop off Strategy .....	11
6.0	Marketing and Promotion.....	12
7.0	Conclusion.....	13

## Figures

1.1	Site Location Plan	
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## 1.0 Introduction

- 1.1 This Travel Plan Statement has been prepared on behalf of the Royal Academy of Dramatic Art (RADA) in respect of the proposed development at 16-18 Chenies Street, London Borough of Camden, which involves increasing the size of the existing 206 seat theatre to 300 seats; the relocation and public use of the refectory, the relocation and public use of the specialist library and the addition of 60 residential student rooms.
- 1.2 The site is situated in Fitzrovia in close proximity to Goodge Street Station and to the South East of Regents Park. The immediate area comprises a mix of commercial uses including retail, office and restaurants/cafes. A site location plan is provided at **Figure 1.1**.
- 1.3 This Travel Plan Statement is a strategy designed to improve opportunities for travel to the site by means other than the private car, and sets out measures to reduce the number of cars accessing the site and increase the use of sustainable travel modes. It can bring a range of benefits not only to the community but also to the resident students and members of staff. Benefits include healthier students and employees, cost savings to staff, reduced demand for parking and less congestion locally.
- 1.4 Following this introduction, the Travel Plan is set out as follows:
- ▶ Section 2 reviews relevant planning policy and the objectives of the travel plan;
  - ▶ Section 3 describes the accessibility of the site;
  - ▶ Section 4 sets out the measures and initiatives to achieve the objectives;
  - ▶ Section 5 outlines the student drop off strategy;
  - ▶ Section 6 outlines how the Travel Plan will be promoted; and,
  - ▶ Section 7 concludes this Travel Plan Statement.

## 2.0 Policy and Objectives

### Introduction

2.1 It is acknowledged that the Travel Plan will need to encompass measures that are consistent with key policies and identify objectives accordingly. This chapter reviews key national and local transport policies that are relevant to the Travel Plan. These are as follows:

- ▶ National Planning Policy Framework – March 2012;
- ▶ The London Plan – 2011; and
- ▶ TfL Travel Plan Guidance – November 2013.

### National Planning Policy Framework

2.2 The National Planning Policy Framework (NPPF) was published in March 2012, and replaces the previous national planning policies that were set out in the various Planning Policy Guidance Notes / Statements. With regard to transport, the NPPF replaces policy contained within PPG13 (Transport).

2.3 The NPPF sets out a presumption in favour of sustainable development that recognises the importance of transport policies in facilitating sustainable development, and that planning decisions should have regard to local circumstances. In this regard, paragraph 29 of the NPPF states that:

*"The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel."*

2.4 Moreover, paragraph 17 states that planning should:

*"...actively manage patterns of growth 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".*

2.5 In this regard, paragraph 36 states that:

*"A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan."*

2.6 A Travel Plan is a package of measures designed to enable and encourage users of a site to travel by sustainable means other than single occupancy vehicle use. A Travel Plan can bring a range of benefits, not only to residents and visitors but to the wider community. Benefits include improved health, cost savings, reduced demand for on-site parking and less congestion locally.

### The London Plan

2.7 The London Plan (published in July 2011) has development plan status with considerable weight in the planning process in Greater London. Policy 6.1 states that the Mayor will adopt a strategic approach to better integrate transport and development by:

*"Encouraging patterns and nodes of development that reduce the need to travel, especially by car."*

As such, this development was permitted in a highly accessible location with restricted car parking.

2.8 The London Plan 2011 is the overall strategic plan for London, and it sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2031. Policies within the London Plan include for provision of:

*"secure, integrated and accessible cycle parking facilities; on-site changing facilities and showers for cyclists; and provision of high quality pedestrian environments which emphasise the quality of the pedestrian and street space".*

2.9 The level of cycle parking given in the Revised early minor alterations to the London Plan is shown below in Table 2.1:

Land Use	Long Stay Provision	Short Stay Provision
C2 Student Accommodation	1 space per 2 bedrooms	1 space per 40 bedrooms

Table 2.1 London Plan Cycle Parking Standards

### TfL Travel Plan Guidance 2013

- 2.10 Transport for London's (TfL) 2011 'Travel Planning for New Development in London' guidance was superseded by the November 2013 TfL Travel Planning Guidance. This guidance sets out the requirements for Travel Plans for new developments in London and is therefore the main policy document in this area.
- 2.11 The Guidance sets out the thresholds for Travel Plans in London and requires that all residential developments of between 50 and 80 units are supported by a Travel Plan Statement.

### Travel Plan Objectives

- 2.12 To support the Council's strategy, the principle objectives of this Travel Plan Statement are set out below:
- ▶ To promote awareness of transport issues and the impact of traffic on the local environment;
  - ▶ To maximise staff and students' access to key facilities;
  - ▶ To promote walking and cycling as a health benefit to students and staff; and,
  - ▶ To reduce the perceived safety risk associated with the alternatives of walking and cycling.

### Means of Achieving Objectives

- 2.13 The Travel Plan is a strategy for implementing change in employees' and students' transport patterns. The aim of the Plan is a reduction in private car mileage in favour of more sustainable modes of travel. This reflects, and is intended to achieve, current Government and local policy in respect of transport. This Travel Plan provides necessary guidelines for the operator of the Plan. The success of the strategy however will depend upon the co-operation and enthusiasm of the students and staff as much as on the tasks defined herein.

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## 3.0 Site Audit

### Introduction

- 3.1 So that the context of the site can be established, a detailed review of the study area has been undertaken and the following text provides a summary of this. It also sets out an overview of the accessibility of the site by a variety of modes of transport in a sustainable transport accessibility audit Public Transport. A site location plan is provided at Figure 1.1.

### Public Transport

#### *Public Transport Accessibility Level (PTAL)*

- 3.2 Public Transport Accessibility Levels (PTALs) provide a guide to the relative accessibility of an area. PTAL scores range from 1 to 6b, where 6b is the highest score and 1 is the lowest. Using the Transport for London (TfL) PTAL assessment methodology the site achieves a PTAL of 6b when measured from the centre of the application site indicating an excellent accessibility by range of public transport services. A full PTAL output is provided at [Appendix A](#).

#### *London Underground Services*

- 3.3 The site is located 150 metres east of Goadge Street station which is served by the Northern line and also 650 metres south of Euston Square Station which is served by the Metropolitan, Circle and Hammersmith and City lines. Tottenham Court Road underground station is a 600 metre walk south of the site and from December 2015 will resume being served by the Central line. A little further afield is Euston Underground station which provides access to the Victoria line.

#### *Crossrail*

- 3.4 Tottenham Court Road underground station, 600 metres south of the site, is on the Crossrail network, which will operate at Tottenham Court Road by mid-2019, providing a connection west to Paddington and east to Shenfield and Abbey Wood. By late 2019 Crossrail will become fully operational, travelling as far west as Reading. Crossrail will be a high frequency, high capacity service. The Central Crossrail section will have a peak hour operation of 24 trains per hour, significantly improving the already excellent accessibility of the site.

### Bus

3.5 A summary of the public bus routes accessible from these stops is provided at Table 3.1.

Service No.	Route	Daytime Frequency
8	Bow Church – Bethnal Green Station – Liverpool Street Station – St Paul’s Station – City Thameslink – Chancery Lane Station – Holborn Station – Tottenham Court Road Station	Every 5-9 Minutes
10	Hammersmith Bus Station – Kensington Olympia Station – High Street Kensington Station – Hyde Park Corner Station – Oxford Circus Station – Tottenham Court Road Station – Goodge Street Station – King’s Cross Station	Every 7-11 Minutes
14	Putney Heath / Green Man – Putney Station – Fulham Broadway – South Kensington Station – Hyde Park Corner Station – Piccadilly Circus – Tottenham Court Road Station – Goodge Street Station – Warren Street Station	Every 4-7 Minutes
29	Lordship Lane – Turnpike Lane Station – Finsbury Park Station – Camden Road Station – Tottenham Court Road Station – Leicester Square Station – Trafalgar Square	Every 3-6 Minutes
73	Victoria Bus Station – Hyde Park Corner – Marble Arch Station – Oxford Circus Station – Tottenham Court Road Station – Goodge Street Station – Station – Euston Station – Kings Cross Station – Angel Station – Essex Road Station – Stoke Newington Common	Every 2-6 Minutes
98	Pound Lane – Kilburn High Road Station – Edgware Road Station – Marble Arch Station – Oxford Circus Station – Tottenham Court Road Station – Russell Square Station	Every 5-8 Minutes
134	North Finchley Bus Station – Cromwell Road – Highgate Station – Archway Station – Tufnell Park Station – Kentish Town Station – Camden Town Station – Mornington Crescent Station – Tottenham Court Road Station	Every 3-7 Minutes
390	Archway Station – King’s Cross Station – Euston Station – Tottenham Court Road Station – Marble Arch Station – Lancaster Gate Station – Queensway Station – Palace Gardens Terr/Notting Hill Gate	Every 6-10 Minutes

Table 3.1: Bus Services that serve the site.



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### Walking and Cycling

- 3.6 The building is located within London's Central Activities Zone and as such benefits from a well maintained and accessible pedestrian environment. The majority of streets surrounding the site provide wide footways with street lighting and crossing points located on desire lines. Local amenities such as restaurants, gyms and shops are all located within a convenient walking distance.
- 3.7 A Santander cycle hire docking station is located on Alfred Place, approximately 150 metres south of the site.
- 3.8 In the vicinity of the site Torrington Place is marked as an off road route for cyclists and affords cycle access in a easterly direction; Charlotte Street is marked as a quieter route and allows for access in a southerly direction.

### Car Club

- 3.9 Car Clubs can offer resident students the convenience of a car without having to own one.
- 3.10 There are 25 car club locations within 1.6 kilometres (1 mile) radius of the site. The nearest car club is bay is situated 180 metres from the site on Store Street and is operated by ZipCar.

## 4.0 Measures and Initiatives

- 4.1 In order to meet the main objectives of the Plan it is essential to ensure accessibility to and from the development. The measures therefore are both 'hard' (i.e. site design) and 'soft' (i.e. marketing and promotion), designed to address the travel needs of residents and to reduce the need for travel by single occupancy vehicle.
- 4.2 This section of the Travel Plan Statement outlines the physical and management measures to be undertaken at the development in order to achieve this aim. Some measures will be implemented by the developer prior to occupation, and others will be introduced by the Travel Plan Coordinator (TPC) whose role is described below.

### Travel Plan Coordinator

- 4.3 Prior to the development becoming occupied, a Travel Plan Coordinator (TPC) will be appointed by the RADA to take overall responsibility for the day-to-day operation of the Travel Plan and to oversee the implementation of associated measures specified within it.
- 4.4 The Travel Plan Coordinator will be responsible for the administration of the Travel Plan, the implementation of its measures, on-going monitoring of the Plan and the annual review. The Travel Plan Coordinator will then be responsible for coordinating activities with the London Borough of Camden's Travel Plan Officer as necessary.
- 4.5 The contact details of the Travel Plan Coordinator will be supplied to Camden's Travel Plan Officer as well as being contained within the Travel Packs for the benefit of new students.
- 4.6 The main duties of the Travel Plan Coordinator are as follows:
- ▶ To lead in the implementation of the Travel Plan and promote schemes which aim to reduce the use of the private car;
  - ▶ To have responsibility for raising awareness and uptake of sustainable transport;
  - ▶ To act as the point of contact within the development for anyone requiring transport advice or information;
  - ▶ To be responsible for keeping the Travel Plan document and Travel Information Pack up to date;
  - ▶ To liaise with management to secure support and funding for the Plan and to keep up to date with issues and new initiatives that affect sustainable transport.

### Travel Information Packs

- 4.7 The most important and cost effective measure to be introduced as part of this Travel Plan is the Travel Information Pack, which will be made available to students and employees.
- 4.8 This will be provided to all resident students on occupation and they will be made aware of the existence of the Travel Plan. The details of the Plan, its objectives reducing car dependency and promotion of sustainable travel alternatives will be explained. They will be made aware of the benefits the Travel Plan, such as better access to services, improved travel options, opportunities for a healthier lifestyle, reduced need to own a car and inclusion in a more vibrant community.
- 4.9 The Travel Information Packs will also be made available to visitors and staff electronically, either on the website, or by an email attachment on registration.

- 4.10 The Pack will contain information about all modes of transport available for journeys to and from the site. It will include:
- ▶ Public transport information, including maps of train/tube station and bus stops, timetables and fare information;
  - ▶ Walking and cycling information, (for example the cycle superhighway network and the quietway network);
  - ▶ Details of a Local Taxi company;
  - ▶ Details of supermarket delivery options;
  - ▶ Details of car share schemes that staff can register for;
  - ▶ Details of Car-Club information
  - ▶ Information about sustainable travel events happening throughout the year; and,
  - ▶ A simple cost-benefit analysis of public transport and car-sharing versus the use of the private car.

### Cycling

- 4.11 30 secure cycle parking spaces will be provided within the basement of the development and 2 short stay spaces will be provided in the rear yard. This provision therefore meets the requirements of the London Plan standards.
- 4.12 The TPC will organise a Bicycle User Group (BUG) whereby staff and resident cyclists can get together to form a group that meets regularly to discuss relevant issues. Feedback will be passed on to the TPC who will raise issues with the Local Authority's Cycling Officer as appropriate.

### Public Transport

- 4.13 There are several bus stops and underground stations within walking distance of the site. The Welcome Induction Pack will contain details of these public transport services available locally, including both bus and rail. To help staff and students to plan their journeys by public transport, useful website addresses will be listed. These will include Transport for London's Journey Planner, Transport Direct, Traveline, City Mapper Smartphone Application and National Rail Enquiries.

### Car Sharing

- 4.14 As part of the Travel Plan, the car sharing website [www.liftshare.com](http://www.liftshare.com) and [www.london.liftshare.com](http://www.london.liftshare.com) will be promoted. These are free to sign up to and provide the opportunity for staff and visitors to search for potential car sharing partners who live and work near them.
- 4.15 Liftshare is the UK's largest car share database with around 300,000 registered members. Liftshare operates over 1,200 car share schemes around the UK and it is typical for 45% of registered members to be part of a car share group which regularly travel together. The London Liftshare uses this software and the website contains information about the benefits of car sharing.
- 4.16 The Travel Pack and notice board will promote car sharing and provide details of car sharing schemes to staff and visitors. Car sharing schemes enable individuals to register their regular or occasional trips in order to find another person making the same or similar journey. In this way they can save money and reduce the number of vehicles on the road by car sharing.
- 4.17 To further promote car sharing, the TPC will make staff and visitors aware of national 'Lift Share Week' that takes place annually in October.
- 4.18 Whilst there are no car parking on site, this measure is still relevant as journeys that are shared do not necessarily need to have matching start or finish locations. However, it is accepted that travelling by car is not only dependent on car parking on site and that some car share partners (including staff) will start or finish their journeys at the same destination.

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### **Car Club**

- 4.19 TfL research shows that membership of a car club reduces car mileage by an average of a third. In addition, a study carried out by TfL in 2007 suggests that a single club car can remove up to four private vehicles from the road and defer the purchase of a further six; access to a car club vehicles therefore enhance the sustainability of the site. To encourage the use of car club vehicles, two car parking spaces on street level within the site, have been allocated for use of car club vehicles.
- 4.20 The TPC will promote the scheme to staff and visitors, including information on the car club in marketing material, in Travel Packs and on the notice board.

### **Notice Boards**

- 4.21 A notice board will be placed in a prominent position accessible to resident student and visitors. Details of the TPC will be advertised on the notice board so that staff and visitors know who to contact if they wish to discuss specific matters directly.
- 4.22 The TPC will use this notice board as a means of ongoing communication with staff and visitors by displaying up to date information about the Travel Plan. The notice board will be used to promote existing facilities such as the car club vehicles, and cycle parking, as well as to publicise sustainable travel events, and will include maps showing walking routes to bus stops, underground stations and key facilities.
- 4.23 When new residents move into the development, the Travel Plan Coordinator will ensure that occupiers receive a Travel Pack and are offered the opportunity to discuss the benefits available to them through the existence of a Travel Plan.

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## 5.0 Student Drop off Strategy

- 5.1 As students generally arrive to and depart from university halls of residence at different times it is not envisaged that the development will create any parking stress within the local area. However, to ensure that this process runs as smoothly as possible it is proposed that a schedule will be drawn up and circulated, which will allocate each student a time slot for when they can be dropped off/ collected by using the pay and display bays to the site frontage. Arrival times will be designated to ensure that only one drop off occurs at any time.
- 5.2 Although there will be enough windows of opportunity for every resident to book a half hour pick/ drop off slot it is not envisaged that all residents will require vehicle parking as many students arrive from overseas and carry their luggage with them. In addition, the rooms will be fully furnished thereby limited the extent of bulky goods and furniture that students are required to bring with them.
- 5.3 It is understood that a contingent of students regularly choose to remain at the university premises throughout holiday periods, to work on a short courses, for instance, this will also reduce demand for pick up/ drop off facilities.

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## 6.0 Marketing and Promotion

- 6.1 All residents and staff will be made aware of the existence of the Travel Plan prior to moving in to the site. The details of the Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Plan will be explained by the Travel Plan Coordinator or those overseeing the letting of the student residential rooms. They will be made aware of the benefits of residing in a development that has a Travel Plan. Such benefits include better access to services and jobs, improved travel options, opportunities for a healthier lifestyle, reduced need to own a car and inclusion in a more vibrant community.
- 6.2 Details of the Travel Plan Coordinator will be advertised on a notice board on site so that residents know who to contact if they wish to discuss specific matters directly. The notice board will also be used to publicise travel related events and facilities.
- 6.3 Travel Packs will be issued to each new resident. These packs will contain cycling and pedestrian maps, public transport information, details of the car sharing scheme and contact details of the Travel Plan Coordinator.
- 6.4 When new residents move into the development, the Travel Plan Coordinator will ensure that occupiers receive a Travel Pack and are offered the opportunity to discuss the benefits available to them through the existence of a Travel Plan.

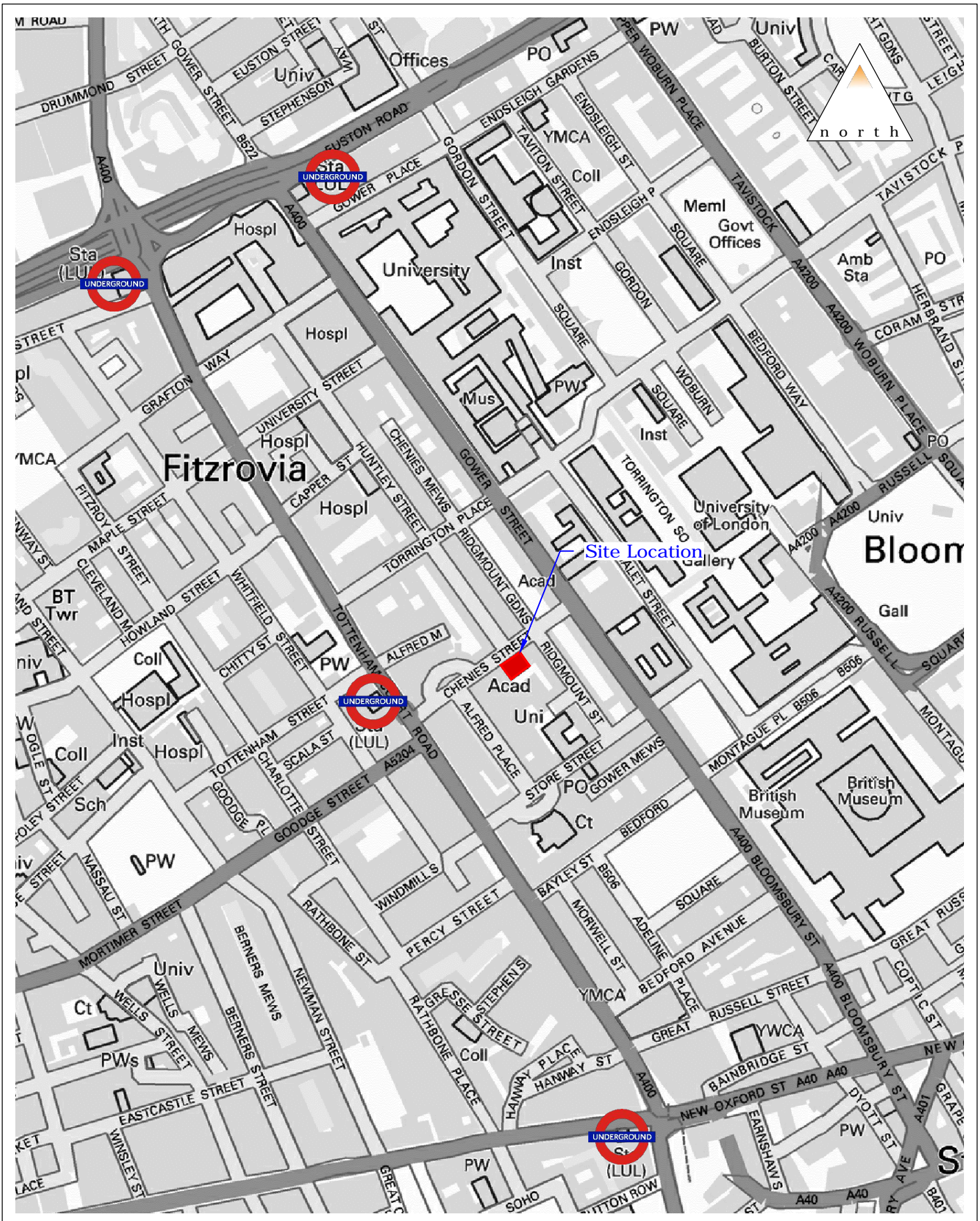
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## 7.0 Conclusion

- 7.1 Motion has been appointed by the Royal Academy of Dramatic Art to prepare a Travel Plan Statement in respect of the proposals which involve increasing the size of the existing 206 seat theatre to 300 seats; relocating and public use of the refectory, relocating and public use of the specialist library and the addition of 60 residential student rooms at 16-18 Chenies Street, London Borough of Camden. It is designed to encourage students and employees to have a genuine choice of transport mode so as to promote travel by sustainable modes of transport as well as improve the health of resident students and employees.
- 7.2 The site, which is located in London Central Activity Zone, achieves a maximum PTAL score of 6b. It is also well connected to key amenities by cycle and foot, and therefore options for non-car modes of transport to and from the site are considered excellent.
- 7.3 A Travel Plan Coordinator will be appointed to implement and manage the Travel Plan by Royal Academy of Dramatic Art.
- 7.4 A suite of measures has been provided to ensure that sustainable travel options are promoted, giving students and employees access to key amenities and to employment, including those without access to a car, these include, but are not limited to: the provision of Travel Information Packs; Website Travel Information; a notice board; and promotion of sustainable travel events.

**Figures**





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Project:  
RADA, Chancery Street

Title:  
Site Location Plan

Scale: NTS (@ A4)

Drawing:  
Figure 1.1

Revision:

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