

150 HOLBORN FRAMEWORK TRAVEL PLAN

DAH REAL ESTATES SARL

APRIL 2016





150 Holborn

Framework Travel Plan
March 2016

DAH Real Estate SARL

Our ref: 22888501

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Contents

1	Introduction	1
	Background	1
	Travel Plan Context and Scope	2
	Benefits of a Travel Plan	2
	Travel Plan Structure	2
2	Site Context	3
	Development Overview	3
	Quantum and Type of Land-Use	3
	Site Access	4
	Cycle Parking.....	5
	Car Parking.....	6
3	Policy and Best Practice Guidance	7
	National Policy and Guidance	7
	Regional Policy and Guidance.....	8
	Local Policy and Guidance	10
4	Site Assessment	12
	Site Description.....	12
	Pedestrian and Cycle Access.....	13
	Public Transport.....	14
	Local Highway Network	15
	Existing Parking Provision	16
	Existing Servicing Arrangements	16
	Summary.....	16
5	Travel Surveys	17
	Baseline Travel Data	17
	Forecast Mode Share.....	17
6	Objectives and Targets	18
	Objectives	18
	Targets	18

7	Travel Plan Measures	21
	Action Plan.....	21
8	Travel Plan Strategy.....	25
	Introduction	25
	Management of the Framework Travel Plan.....	25
	Awareness Raising and Marketing.....	26
	Accessibility and Encouraging Sustainable Travel	26
	Smarter Working Practices	26
	Visitor Travel	27
	Office Management Challenges	27
9	Programme of Monitoring and Review.....	28

Figures

Figure 2.1: Proposed Site Layout Plan	4
Figure 4.1: Site Location Plan.....	12
Figure 4.2: Existing Site Layout	13
Figure 4.3: PTAL Map	14

Tables

Table 2.1: Proposed Changes at the Site (GEA) excl. plant area	3
Table 2.2: Residential Unit Mix.....	3
Table 2.3: Minimum Cycle Parking Requirements (per land use)	5
Table 2.4: Proposed Cycle Parking at the Site	5
Table 3.1: Travel Plan Thresholds.....	9
Table 4.1: Existing Land Use (GEA) excl. plant area.....	13
Table 4.2: Santander Cycle Hire Docking Stations within 300m of the Site	14
Table 4.3: Bus Stops within 300m of the Site	15
Table 5.1: Forecast Mode Share (Office and Retail Staff).....	17
Table 6.1: Office Staff Mode Share Targets.....	19
Table 6.2: Office Visitor Mode Share Targets.....	19
Table 6.3: Retail Staff Mode Share Targets	20
Table 6.4: Retail Visitor Mode Share Target	20
Table 7.1: Action Plan	22
Table 9.1: Plans and Timescales for Monitoring and Review	29

Appendices

A Appendix - ATTrBuTE Assessment

1 Introduction

Background

- 1.1 Steer Davies Gleave (SDG) has been commissioned on behalf of [DAH Real Estates SARL](#) to prepare this Framework Travel Plan (FTP), in support of a planning application for the redevelopment of 150 Holborn, London EC1N 2NS.
- 1.2 The redevelopment will provide a mix of office accommodation (Class B1), retail floorspace (Class A1-A3), residential units (Class C3) and public realm improvements. The description of development is:

“Demolition of existing building and redevelopment for a mixed use development up to 9 storeys in height comprising 14,604 sqm GEA office floorspace (Use Class B1), 1,450 sqm GEA retail floorspace (Use Class A1-A3), 13 residential units (Use Class C3), improvements to the public realm and all other necessary enabling works.”
- 1.3 Given the site’s excellent access to public transport, it is proposed that the development will be car-free (with the exception of two disabled parking spaces). A total of 230 cycle parking spaces are proposed. Further details of the Proposed Development are provided in Chapter 2 of this report.
- 1.4 In January 2012, planning permission was granted (Planning Reference 2011/4198/P) for the redevelopment of the site to include commercial, retail and six residential units. The permission has expired.
- 1.5 This FTP has been prepared for staff and visitor travel at the proposed office and retail uses only, as these land uses meet the Travel Plan requirement thresholds within Transport for London’s (TfL) Travel Planning Guidance. Further details of the Travel Plan (TP) thresholds are provided in Chapter 2 of this report. The Applicant will manage this FTP for 150 Holborn. The Applicant will also liaise with the site occupiers, who will then take over ownership of their individual Travel Plans and appoint a Travel Plan Coordinator (TPC). The appointed TPCs will work with the Applicant to develop their individual Workplace Travel Plans (WTPs) within 7 months of occupation, following the completion of baseline surveys (within 6 months of occupation). It is proposed that the TPC also manages the Delivery and Servicing Plan (DSP), which is a separate document.

- 1.6 This FTP has been prepared in accordance with the latest best practice guidance produced by Transport for London (TfL), Travel Planning Guidance (November 2013). This FTP will be submitted alongside a Transport Statement produced for the development. Details of the author of this FTP can be found at the back of this report.

Travel Plan Context and Scope

- 1.7 This document considers staff and visitor travel to and from the office and retail elements of the site.
- 1.8 This FTP can be considered a 'living document'. As such, not only will it be actively promoted with occupiers, but it will be reviewed and revised over time. The FTP provides the basis for sustainable travel prior to and following occupation of the site.

Benefits of a Travel Plan

- 1.9 A TP is a coordinated package of measures aimed at promoting sustainable travel to, from and within a development. A successfully implemented TP can offer substantial gains towards the sustainable transport objectives of Central and Local Government and improve the ambiance and functioning of a development.
- 1.10 This Travel Plan will equally benefit the developer, site occupiers and site users (employees, visitors, delivery/service providers). The Applicant recognises the value of sustainable travel, including deliveries and servicing and the importance of producing Travel Plans. The Applicant will work closely with the office and retail tenants to develop their own WTPs, by using this overarching FTP as a management tool and building block for developing tenant specific measures and targets.

Travel Plan Structure

- 1.11 This FTP is divided into ten chapters of which this is the first. The structure of the report is outlined below:
- Chapter 2: Site Context;
 - Chapter 3: Policy and Best Practice Guidance;
 - Chapter 4: Site Assessment;
 - Chapter 5: Travel Surveys;
 - Chapter 6: Objectives and Targets;
 - Chapter 7: Travel Plan Measures;
 - Chapter 8: Travel Plan Strategy; and
 - Chapter 9: Programme of Monitoring and Review.
- 1.12 The ATTrBuTE software has been used to assess the content of this FTP and the ATTrBuTE summary output is included at Appendix A.

2 Site Context

Development Overview

2.1 This chapter summarises the transport aspects of the development proposals, which includes information on the following:

- Quantum and type of land-use;
- Site access;
- Cycle parking;
- Car parking; and
- Deliveries and servicing.

Quantum and Type of Land-Use

2.2 The changes in floor area at the site are summarised in Table 2.1 (GEA).

Table 2.1: Proposed Changes at the Site (GEA) excl. plant area

Scenario	C3 Residential* (m ²)	B1 Office (m ²)	A1-A3 Retail (m ²)	Total (m ²)
Existing Use	193 (1)	9,830	2,775	12,798
Proposed Use	1,336 (13)	14,604	1,450	17,372
Change	+1,143 (+12)	+4,774	-1,325	+6,496

Note: *Number of residential units provided in brackets

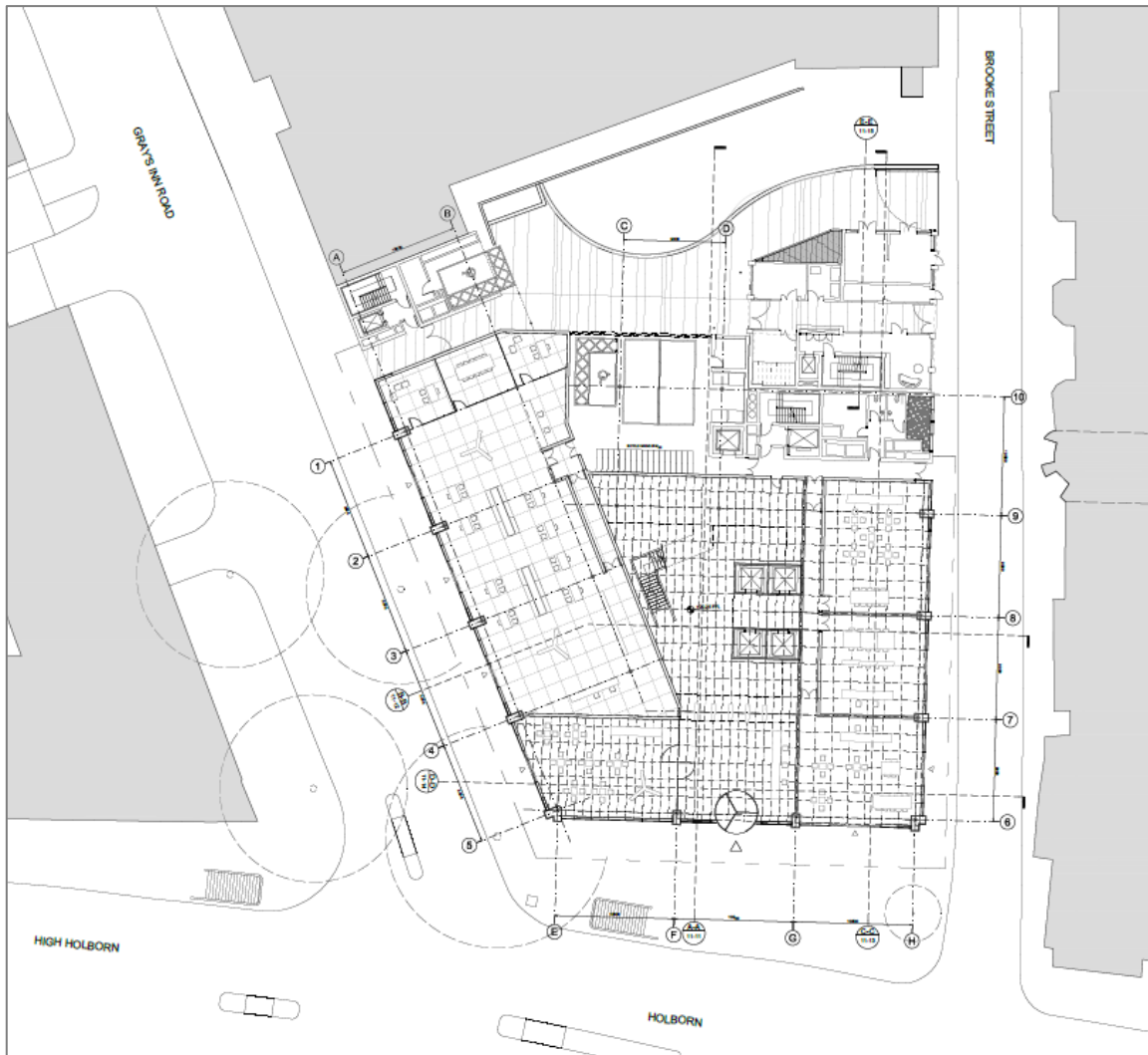
The residential unit mix is shown in Table 2.2.

Table 2.2: Residential Unit Mix

Unit type	Number of units
Studio	3
1 bed	3
2 bed	5
3 bed	2
Total	13

2.3 The proposed site layout plan is shown in Figure 2.1.

Figure 2.1: Proposed Site Layout Plan



Site Access

- 2.4 The main pedestrian access to the office building would be from A40 Holborn. Access to the ground floor retail units would be from Brooke Street and Gray's Inn Road.
- 2.5 The development proposals include the creation of a passageway between Brooke Street and Gray's Inn Road which would be open to the public. This passageway would also provide access to the residential units, as well as pedestrian and cycle access to staff and visitors to the office and retail units.
- 2.6 A set of bollards has been provided at either end of the proposed pedestrian passageway through the servicing / parking area. The bollard lines would provide a safe area for pedestrians to wait, with excellent visibility of the whole area. This would allow pedestrians to view whether it is safe to cross the servicing area. Signage would be provided to ensure that drivers are aware that pedestrians may be present in the loading area and therefore to take extra care during manoeuvres.
- 2.7 Vehicle access would be unchanged from Brooke Street.

- 2.8 Pedestrian and cycle access at the site would be possible from Brooke Street and Gray's Inn Road.

Cycle Parking

- 2.9 The minimum number of cycle parking spaces as required by LBC for the office and retail is set out in Table 2.3.

Table 2.3: Minimum Cycle Parking Requirements (per land use)

Land Use	Long Stay Cycle Spaces	Short Stay Cycle Spaces	Total Cycle Spaces
Residential	20	1	21
Office	163	12	175
Retail	8*	25*	33*
Total	191	38	229

* Retail is assumed to be evenly split between A1 and A2/A3 uses

- 2.10 Table 2.4 provides a summary of the proposed cycle parking provision at the site.

Table 2.4: Proposed Cycle Parking at the Site

Land Use	Long Stay (Basement/Ground Floor)	Short Stay (Ground Floor)	Short Stay (Public Realm)	Total
Residential	20**	1	-	21
Office	164	12	-	176
Retail	8	15	10*	33
Total	192	28	10*	230

Notes:

* A financial contribution is proposed towards provision of 10 short stay cycle parking spaces (5 Sheffield stands) within the public realm.

** Residential long stay parking is provided at ground floor level in a dedicated cycle store.

- 2.11 As a whole, the proposed development would provide a total of 230 cycle parking spaces, which is 1 space in excess of the London Plan 2015 (FALP) standard requirement.
- 2.12 The 20 long stay residential parking spaces would be provided in a secure cycle store at ground floor level within the residential block. Long stay cycle parking for office and retail staff would be provided within the basement. All long stay cycle parking spaces at the site would be provided by means of two-tier Josta type racks.
- 2.13 It is proposed that short stay cycle parking at the is provided in two locations. Twenty eight (28) semi-vertical spaces are proposed along the northern boundary of the office building at ground floor level. These spaces are expected to be used primarily by visitors to the office building and residential units, while visitors to the retail units would either use these spaces or the proposed 10 cycle spaces within the public realm directly south of the site. As this land is outside of the applicants ownership, it is proposed that a financial contribution is provided to allow LBC to provide these spaces by means of 5 Sheffield stands.

Car Parking

General/Operational Car Parking

- 2.14 In accordance with the London Borough of Camden's (LBC) Development Policy *DP18 – Parking standards and limiting the availability of car parking*, and *DP 19 – Managing the impact of parking*, the development will be car-free (with the exception of provision of disabled parking spaces), given its excellent access to public transport.

Disabled Car Parking

- 2.15 In accordance with LBC's minimum disabled car parking standards a total of nine space are required for all land uses (including two for residential, two for office and five for retail). However, it is considered that the required provision of nine spaces at the site is onerous, as there is currently no disabled parking provision at the site other than the use of the on-street disabled bay on Brooke Street. Subsequently, the current proposal to provide two disabled parking bays at the site would be a considerable improvement compared to the existing situation (and previous consent). The provision of two disabled parking spaces at the site was agreed in principal with the Highways officer during a pre-application meeting with LBC on 17 November 2015.

Deliveries and Servicing

- 2.16 The delivery area to the rear of the site will be reconfigured to provide two 8m delivery bays. Waste collection for residential waste will be on-street. Commercial waste will be collected from within the servicing area and will be managed, along with deliveries, by means of a Delivery and Servicing Plan (DSP). Delivery vehicles larger than 7.5T box vans cannot be accommodated within the proposed service yard, thus any deliveries in larger vehicles will occur along Brooke Street. Deliveries by vehicles larger than a 7.5T box van will be discouraged and managed under the DSP.
- 2.17 A separate DSP has been produced and will be submitted as part of this application. The DSP includes a number of measures to encourage sustainable freight travel.

3 Policy and Best Practice Guidance

3.1 This section sets out an overview of the National, Regional and Local Travel Planning policies and best practice guidance that are relevant to the proposed development at 150 Holborn.

National Policy and Guidance

- National Planning Practice Guidance (2014); and
- National Planning Policy Framework (2012).

Regional Policy and Guidance

- The London Plan: The Spatial Development Strategy for London, Consolidated with Alterations since 2011 (March 2015);
- Travel Planning Guidance, TfL (2013);
- Mayor's Transport Strategy (2010); and

Local Policy and Guidance

- Supplementary Planning Document, London Borough of Camden Planning Guidance 7 (CPG7: Transport);
- Local Development Framework, London Borough of Camden Development Policies 2010-2025; and
- Camden Local Development Framework, Camden Core Strategy 2010-2025 (2010).

3.2 A review of selected documents is provided below.

National Policy and Guidance

National Planning Practice Guidance (March 2014)

3.3 In March 2014 the Department for Communities and Local Government (DCLG) launched this web-based resource for planning practice guidance. It provides advice on Travel Plans, Transport Assessments and Statements, including guidance on when they are required, and what they should contain.

- 3.4 Paragraph 006 of the ‘Overarching principles on Travel Plans (TPs), Transport Assessments (TAs) and Statements’ states that: Travel Plans, Transport Assessments and Statements can positively contribute to:
- encouraging sustainable travel;
 - lessening traffic generation and its detrimental impacts;
 - reducing carbon emissions and climate impacts;
 - creating accessible, connected, inclusive communities;
 - improving health outcomes and quality of life;
 - improving road safety; and
 - reducing the need for new development to increase existing road capacity or provide new roads.

- 3.5 The resource goes on to explain that TPs and TAs “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.”

National Planning Policy Framework (2012)

- 3.6 Chapter 4 ‘Promoting Sustainable Transport’, notes that, “encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion. In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of transport.”

- 3.7 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; and
- Incorporate the needs of people with disabilities by all modes of transport.

Regional Policy and Guidance

The London Plan – The Spatial Development Strategy for London, Consolidated with Alterations since 2011 (March 2015)

- 3.8 The London Plan is the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years. One of the fundamental objectives of the plan in terms of transport is to ensure that London is:

“A city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities with an efficient and effective transport system, which actively encourages more walking and cycling, makes better use of the Thames and supports delivery of all the objective of this Plan.”

- 3.9 The London Plan was initially adopted in 2011 but further alterations were adopted in March 2015 which included updated car and cycle parking standards. Policy 6.13 sets out the parking policy standards, which aim to strike a balance between promoting new development and preventing excessive car parking provision that can undermine cycling, walking and public transport use.

Travel Planning Guidance, TfL (2013)

- 3.10 This guidance supersedes the previous TfL guidance 'Travel Planning for New Development in London: Incorporating Deliveries and Servicing' (January 2012) and sets out best practice in developing, implementing, securing and monitoring Travel Plans and advocates the use of ATTrBuTE (a framework used to evaluate Travel Plans).
- 3.11 The Guidance emphasises the importance of an integrated approach to travel planning by ensuring that all movements to development sites, including deliveries and servicing, are taken into account within the planning process.
- 3.12 TfL set out thresholds for new developments which require either a Travel Plan Statement or Full Travel Plan. These are summarised in Table 3.3.

Table 3.1: Travel Plan Thresholds

Use	Travel Plan Statement	Full Travel Plan
A1 (Food/Non-Food Retail)	More than 20 staff but less than 1,000 sqm	Equal or more than 1,000 sqm
A2 (Financial Services)	More than 20 staff but less than 1,000 sqm	Equal or more than 1,000 sqm
A3/A4/A5 (Food/Drink)	More than 20 staff but less than 750 sqm	Equal or more than 750 sqm
B1 (Business)	More than 20 staff but less than 2,500 sqm	Equal or more than 2,500 sqm
C3 (Residential)	Between 50 and 80 units	Equal or more than 80 units

- 3.13 The guidance also outlines what form of Travel Plan should be prepared, including:
- Full Travel Plan – required when a development includes at least one land use above the specified thresholds and the end users are known;
 - Framework Travel Plan – required when a development comprises more than one land use above the specified thresholds and where there are likely to be multiple tenant companies or the end occupiers are currently unknown; and
 - Travel Plan Statement – required when individual occupiers covered by a FTP fall below the thresholds for local level Travel Plans.
- 3.14 Based on TfL's Travel Planning Guidance this Framework Travel Plan incorporates the proposed office and retail uses.

Mayor's Transport Strategy (May 2010)

- 3.15 The Mayor's Transport Strategy (2010) highlights the importance of travel planning and smarter travel initiatives to promote the range of health and environmental benefits of walking, particularly in schools, workplaces and in deprived areas where the cost of public transport may be a barrier to travel. Proposal 62 states:

"The Mayor, through TfL, working with London Boroughs, developers and other stakeholders will promote walking and its benefits through information campaigns, events to raise the profile of walking, and smarter travel initiatives such as school and workplace Travel Plans."

- 3.16 The document also states that the introduction of workplace travel plans has achieved CO₂ travel efficiency. Furthermore, more than 400 organisations collectively employing in excess of 450,000 staff now have TfL supported travel plans in place. An average 13 per cent reduction in the number of car journeys for trips to work has been recorded from those that have undertaken post implementation monitoring

Local Policy and Guidance

Local Development Framework, London Borough of Camden Development Policies 2010-2025

- 3.17 Policies DP16 to DP21 of the Camden Development Policies relate to Travel Plans:
- DP16: The transport implications of development – Wherever a Transport Assessment is needed, submission of a travel plan is also expected as one way of mitigating the transport impact of the development.
 - DP17: Walking, cycling and public transport - The Council will promote walking, cycling and public transport use.
 - DP18: Parking standards and limiting the availability of car parking - The Council will seek to ensure that developments provide the minimum necessary car parking provision. The Council will expect development to be car free in the Central London Area.
 - DP19: Managing the impact of parking.
 - DP20: Movement of goods and materials - Minimising the movement of goods and materials by road and Minimising the impact of the movement of goods and materials by road.

Supplementary Planning Document, London Borough of Camden Planning Guidance 7 (CPG7: Transport)

- 3.18 Specific guidance on Workplace Travel Plans is provided within the CPG Chapter 7: Transport. The Guidance explains the circumstances under which travel plans are sought, what they are intended to achieve, how they should be prepared, and what measures should be considered for inclusion. This guidance applies to all planning applications that involve a significant impact on travel or the transport system. Reference should be made to Transport for London's documents.
- 3.19 The Guidance explains that a workplace travel plan will be specific to each individual site and the nature of the business activity there. Workplace travel plans are potentially suitable for any organisation that generates a significant number of employee trips. As a minimum, a workplace travel plan should address travel by staff to and from work and on business. However, a travel plan may also address visitor, client and customer travel, suppliers making deliveries, contractors undertaking work on site and fleet procurement/ management. The key components necessary for all workplace travel plans are:

- corporate/management support and commitment;
- designated travel co-ordinator;
- consultation on the plan;
- staff travel surveys - baseline & monitoring;
- targets – challenging but achievable;
- promotion of the package to the workforce;
- monitoring – on-going, to check and maintain progress and development.

3.20 The Guidance includes a number of detailed measures and some of the measures relevant to the 150 Holborn development are included below.

- restricted availability of workplace car parking, and introduction of charges;
- a communication strategy detailing how sustainable transport and travel plan issues will be promoted to staff and visitors;
- easily available in-house public transport information for all staff at the workplace and for visitors, including leaflets and maps, intranet and internet;
- public transport promotion and initiatives including interest-free season ticket/ travelcard loans, and mutual beneficial links with public transport operators to increase ridership and improve the services convenient for the workplace;
- provision of secure and convenient facilities such as: well-lit, workplace parking; lockers; showers and changing rooms;
- procurement of a cycle repair and servicing facility (possibly through external tender process);
- financial benefits for cyclists such as mileage allowances for work-related journeys, 0% loans and salary sacrifice initiatives for purchase of bikes and equipment, assistance with cycle insurance;
- travel reduction initiatives – for example, increased working from home, teleworking and teleconferencing can reduce the number of employee trips to the workplace;
- walking encouragement and provision of information on the best routes to and from the workplace for commuting, working and leisure, for staff and for visitors.

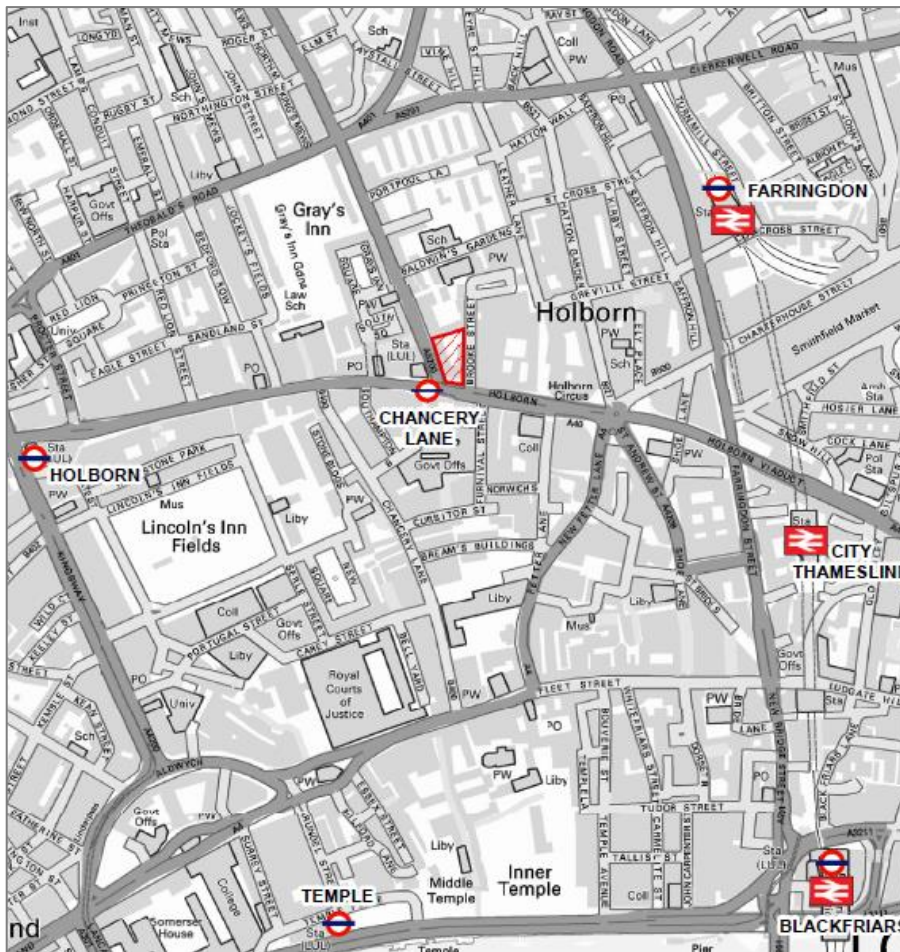
3.21 The measures proposed in the Action Plan (Chapter 8) are appropriate for the development at 150 Holborn and are in line with the measures listed above.

4 Site Assessment

Site Description

4.1 The site is bounded by three roads: A40 Holborn to the south; A5200 Gray's Inn Road to the west; and Brooke Street to the east. The site location is shown in Figure 4.1.

Figure 4.1: Site Location Plan



4.2 The existing site comprises a part nine storey and part four storey building (including basement), with a total gross external floor area (GEA) of 12,798m² (excluding plant). The main land use is Class B1 office with some retail units occupying the ground floor of the development. The existing building also contains a three bedroom residential unit on the second floor. The offices are currently vacant.

Table 4.1: Existing Land Use (GEA) excl. plant area

Existing Use	C3 Residential* (m ²)	B1 Office (m ²)	A1-A3 Retail (m ²)	Total (m ²)
	193 (1)	9,830	2,775	12,798

Note: *Number of residential units provided in brackets

4.3 The entrance to the office use is located at the corner of A5200 Gray’s Inn Road and A40 Holborn. The retail entrances are located on A40 Holborn, A5200 Gray’s Inn Road and Brook Street. The existing site layout is shown in Figure 4.2.

Figure 4.2: Existing Site Layout



Pedestrian and Cycle Access

- 4.4 There are good quality footways on both sides of A40 Holborn, A5200 Gray’s Inn Road, and Brooke Street. These footways provide access to the local bus services and Chancery Lane Underground Station. The footways are well-lit and in an excellent state of repair.
- 4.5 Dropped kerbs and tactile paving are provided at the signalised junction of Gray’s Inn Road and Holborn and the priority junction of Brooke Street and Holborn.
- 4.6 There are three Santander Cycle Hire docking stations within 300m of the site, which contain a total of 89 docks. A summary of these three stations is shown in Table 4.2.

Table 4.2: Santander Cycle Hire Docking Stations within 300m of the Site

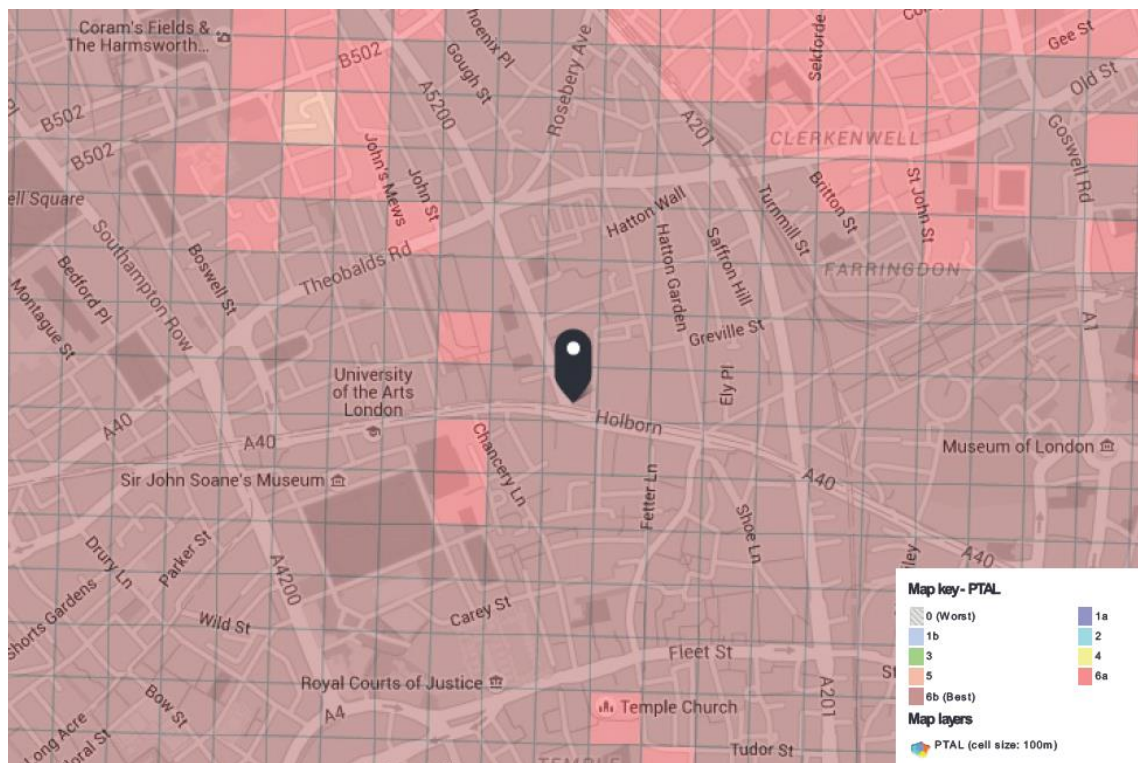
Docking station	Distance from site (m)	Number of docks
Holborn Circus, Holborn	170	40
Hatton Garden, Holborn	210	28
New Fetter Lane, Holborn	230	21

Public Transport

Public Transport Accessibility

- 4.7 PTAL (Public Transport Accessibility Level) is a detailed and accurate measure of the accessibility of a point to the public transport network, taking into account walk access time and service availability. The site is highly accessible by public transport and has a PTAL rating of 6b (Excellent).
- 4.8 Figure 4.3 shows the PTAL of the site and surrounding area.

Figure 4.3: PTAL Map



London Underground

- 4.9 Chancery Lane Underground Station is approximately 50m (less than a one minute walk) to the south-west of the site. The station is served by the Central Line, providing direct access or journeys with only one interchange to the major railway stations at Waterloo, London Bridge, Blackfriars, Liverpool Street, Kings Cross/St Pancras and London Paddington.
- 4.10 Farringdon Underground Station is approximately 470m (a seven minute walk) south-east of the site. The station is served by the Metropolitan, Hammersmith & City and Circle Lines, providing direct access or journeys with only one interchange to the major railway stations.

National Rail

- 4.11 Farringdon National Rail Station is approximately 470m (seven minutes' walk) south-east of the site. The station is served by Thameslink trains from Brighton to Bedford, via Gatwick Airport, or from Luton to Sutton or Wimbledon. Farringdon National Rail Station is also served by trains from Bedford/Luton/St Albans to Sevenoaks in peak hours, and West Hampstead and Kentish Town to Sevenoaks in off-peak hours.
- 4.12 From 2018, Farringdon station will also be served by Crossrail 1 (Elizabeth Line) services, which will eventually run from Reading/Heathrow via Central London to Shenfield/Abbey Wood.

Bus

- 4.13 There are a total of six bus routes with stops located within 300m of the site. Table 4.3 provides a summary of these bus routes. The closest bus stop is located at the north-western edge of the site on Gray's Inn Road.

Table 4.3: Bus Stops within 300m of the Site

Service	Route	Peak frequency (vehicles per hour)
8	Bow Church – Oxford Circus, Holles Street	10
17	Archway Station, Junction Road – London Bridge, Southwark Cathedral	7
25 (24-hour)	Illford High Road, Hainault Street – Oxford Circus, Holles Street	16
46	Lancaster Gate Station – St Bartholomew Hospital	6
242 (24-hour)	Homerton Hospital, Wardle Street – Holborn Station, High Holborn	9
341	Northumberland Park, Tesco – County Hall, York Road	6

Local Highway Network

- 4.14 The roads which provide access to/from the development site include:
- A40 Holborn
 - A5200 Gray's Inn Road
 - Brooke Street
- 4.15 A40 Holborn runs east/west to the south of the site, running towards St Paul's and Bank in the west and Oxford Street and Marble Arch in the east. At 150 Holborn, the eastbound carriageway has one lane for general traffic, a bus lane and a cycle lane. The westbound carriageway has two lanes for general traffic and a cycle lane. In the middle of the road, there is a median strip which includes a traffic island for the north-south pedestrian crossing.
- 4.16 A5200 Gray's Inn Road is a two-way street, terminating at A40 Holborn to the south and running northbound towards A501 Euston Road at Kings Cross. Brook Street is a two-way street, terminating at the A40 Holborn to the south and running northbound towards a close with no through vehicle access.

Existing Parking Provision

- 4.17 An off-street service yard is located at the north east corner of the site and is accessed via a crossover from Brooke Street. To the north-east of the site, Brooke Street and the streets accessed from Brooke Street provide residents' parking in 18 on-street parking bays (which are part of Controlled Parking Zone CA-D). Restrictions are in place Monday-Friday 08:30-18:30 and Saturday 08:30-13:30.

Existing Servicing Arrangements

- 4.18 Household waste and recycling collection from 150 Holborn occurs five times per week (Monday, Tuesday, Wednesday, Friday and Saturday). Food and garden waste are collected once per week (Wednesday).
- 4.19 Commercial waste is collected from the existing service yard which is accessed from Brooke Street.

Summary

- 4.20 In summary, the development site has excellent access to public transport with a PTAL rating of 6b. The site has a good level of pedestrian and cyclist access being located in the City and within close proximity to the Santander Docking Stations.

5 Travel Surveys

Baseline Travel Data

- 5.1 No baseline surveys have been undertaken. The forecast trips to be generated by the proposed development and mode share have been extracted from the Transport Statement and are provided below.
- 5.2 Comprehensive TRICS-compliant travel surveys will be conducted following 6 months occupation. These baseline surveys will be multi-modal counts and will include employee/visitor questionnaires. These surveys will allow a better understanding of the specific travel characteristics for employees and visitors to 150 Holborn.

Forecast Mode Share

- 5.3 The forecast mode share for the office and retail staff is set out in Table 5.1.

Table 5.1: Forecast Mode Share (Office and Retail Staff)

Mode	Forecast Mode Share (%)
Walk	6%
Bicycle	6%
Bus/Coach	12%
Underground	40%
Train	34%
Motorcycle	1%
Taxi	1%
Car Passenger	0%
Car Driver	0%
Other	0%
Total	100%

- 5.4 The mode share for office and retail visitors to the site will be set upon completion of the baseline survey, and mode shift targets will be set against this baseline mode share figures.

6 Objectives and Targets

6.1 This chapter sets out the over-arching objectives and targets of the FTP for 150 Holborn.

6.2 The objectives are supported by a set of quantified SMART (Specific, Measurable, Achievable, Realistic and Timed) targets so that progress towards achieving them can be measured.

Objectives

6.3 The principal objective of this FTP is:

“To facilitate the sustainable movement for staff, visitors to and from 150 Holborn.”

6.4 To support the realisation of this overarching objective, several sub-objectives have been set out:

- Manage on-going development and delivery of the FTPs with future tenants;
- Increase awareness of the FTPs and its constituent measures to tenants, staff and visitors;
- Encourage greater use of sustainable transport modes including walking and cycling;
- Promote smarter working and living practices that reduce the need to travel overall or in the peak periods; and
- Influence the travel behaviour of visitors.

6.5 Tenants will identify their own objectives during the development of their own WTPs, which will be in line with the overarching objectives contained within this document.

Targets

6.6 Mode share targets have been established for office and retail staff and visitor travel. Once the baseline data has been established, specific targets will be developed. Site and tenant specific targets will be developed and quantified in line with the following key targets:

- Identify a percentage increase in walking and cycling; and
- Ensure that all staff are aware of the Travel Plan and its objectives.

- 6.7 Baseline and interim mode share targets have been identified for the office and retail staff use, based on Census 2011 mode share data. For visitor travel, mode share data is not available, so baseline mode share and 3rd and 5th year interim targets will be established by the baseline surveys.

Table 6.1: Office Staff Mode Share Targets

Mode	Forecast Mode Share (%)	3rd Year Target (%)	5th Year Target (%)
Walk	6%	7%	8%
Bicycle	6%	7%	8%
Bus/Coach	12%	12%	12%
Underground	40%	38%	36%
Train	34%	34%	34%
Motorcycle	1%	1%	1%
Taxi	1%	1%	1%
Car Passenger	0%	0%	0%
Car Driver	0%	0%	0%
Other	0%	0%	0%
Total	100%	100%	100%

Table 6.2: Office Visitor Mode Share Targets

Mode	Baseline Mode Share (%)	3rd Year Target (%)	5th Year Target (%)
Walk	TBD in baseline survey	TBD	TBD
Bicycle	TBD in baseline survey	TBD	TBD
Bus/Coach	TBD in baseline survey	TBD	TBD
Underground	TBD in baseline survey	TBD	TBD
Train	TBD in baseline survey	TBD	TBD
Motorcycle	TBD in baseline survey	TBD	TBD
Taxi	TBD in baseline survey	TBD	TBD
Car Passenger	TBD in baseline survey	TBD	TBD
Car Driver	TBD in baseline survey	TBD	TBD
Other	TBD in baseline survey	TBD	TBD
Total	TBD in baseline survey	TBD	TBD

Table 6.3: Retail Staff Mode Share Targets

Mode	Forecast Mode Share (%)	3rd Year Target (%)	5th Year Target (%)
Walk	6%	7%	8%
Bicycle	6%	7%	8%
Bus/Coach	12%	12%	12%
Underground	40%	38%	36%
Train	34%	34%	34%
Motorcycle	1%	1%	1%
Taxi	1%	1%	1%
Car Passenger	0%	0%	0%
Car Driver	0%	0%	0%
Other	0%	0%	0%
Total	100%	100%	100%

Table 6.4: Retail Visitor Mode Share Target

Mode	Forecast Mode Share (%)	3rd Year Target (%)	5th Year Target (%)
Walk	TBD in baseline survey	TBD	TBD
Bicycle	TBD in baseline survey	TBD	TBD
Bus/Coach	TBD in baseline survey	TBD	TBD
Underground	TBD in baseline survey	TBD	TBD
Train	TBD in baseline survey	TBD	TBD
Motorcycle	TBD in baseline survey	TBD	TBD
Taxi	TBD in baseline survey	TBD	TBD
Car Passenger	TBD in baseline survey	TBD	TBD
Car Driver	TBD in baseline survey	TBD	TBD
Other	TBD in baseline survey	TBD	TBD
Total	TBD in baseline survey	TBD	TBD

- 6.8 Targets will be developed by the individual tenants of 150 Holborn once the baseline data has been established. Separate targets will be identified for employees and visitors to encourage sustainable modes such as walking and cycling. The baseline data will provide a better understanding about what is achievable and what modal share targets should be set. The individual WTPs will be completed one month after the baseline survey has been undertaken.

7 Travel Plan Measures

7.1 This section details the measures that the 150 Holborn development have set for the FTP. These measures relate to initiatives that will be introduced to achieve the targets set. At this stage, some measures are proposed as interim as the TPCs for the individual tenants will need to develop and prioritise their own measures which relate directly to the needs of their organisation through the production of their individual WTP.

Action Plan

7.2 An action plan is provided in Table 7.1 below which lists all the measures to be implemented, including a timescale and responsibility.

7.3 During the development of their own WTPs tenants will identify specific measures, in line with the measures set out within this FTP.

7.4 Specific delivery and servicing measures are included within the Delivery and Servicing Plan report, also submitted with this application.

Table 7.1: Action Plan

Measure	Initiative	Timescale for Implementation	Responsibility
Managing the on-going development and delivery of the FTP with future tenants			
Appoint Travel Plan Coordinators (TPCs) prior to occupation at 150 Holborn	A TPC will be responsible for managing the ongoing development, delivery and promotion of the travel plan.	Prior to occupation	The Applicant
Produce individual WTP for tenants	Ensure tenants produce their own Travel Plan or Travel Plan Statement (for thresholds, see Table 3.1).	Establish prior to occupation with full adoption one month after occupation	The Applicant /Tenants TPCs
Increasing Awareness of the FTP			
Induction packs	150 Holborn TPC to provide induction packs to tenants.	Prior to occupation	The Applicant
Welcome Packs	To be provided to employees.	Following occupation on staff induction days	Tenant TPCs
Personalised Journey Planning	150 Holborn TPC to promote sustainable travel to occupiers for use in their staff induction process.	During staff induction process	Tenant TPCs
Attend 150 Holborn Transport Forum Meetings	Forum for 150 Holborn Tenants and employees to discuss transport issues	Quarterly from occupation	Tenant TPCs
Feedback to employees at 150 Holborn	Regular feedback to the employees through the Transport Forum on progress of Travel Plan measures and site wide transport issues.	Quarterly (after the Transport Forum Meetings)	Tenant TPCs
Site information	150 Holborn to provide information to employees such as access arrangements, local walking, cycling and PT maps	Upon occupation and on-going	Tenant TPCs
150 Holborn website	Providing relevant transport information on organisation's websites such as how to travel to the site, links to TfL website, tube map, local cycle parking etc.	Upon occupation	Tenant TPCs
Travel information leaflets/board	To provide travel information within the site to include up-to-date transport information on walking, cycling, PT including maps, website links real-time journey information.	Upon occupation and ongoing	Site Management Company

Measure	Initiative	Timescale for Implementation	Responsibility
Individual TP information	Tenant TPCs to provide information on the details of the individual TPs and a summary of the benefits, targets and measures.	Within first year of occupation and ongoing	Tenant TPCs
Health and financial benefits	Inform employees and visitors of the health and financial benefits of walking and cycling, through the company website and intranet or with promotional material. Information will include the location of safe walking and cycling routes, TfL Cycle Hire scheme, walk and cycle distances and times and tax efficient cycle purchase schemes.	Following occupation and ongoing	Tenant TPCs
Encouraging Walking and Cycling			
Cycle parking and facilities	To provide 230 safe and secure cycle parking spaces; and changing rooms, lockers, drying room and shower rooms.	This will be implemented when the development is built	The Applicant
TfL Cycle Hire Docking Station	To promote and encourage the usage of TfL Cycle Hire Docking Stations situated within close proximity of the site.	Following occupation	The Applicant
Cycle training	Provide information about local cycle training courses to employees wishing to use cycling as means of travel.	Within 2 years of occupation	Tenant TPCs
Bicycle User Group	Establish a regular meeting to discuss cycle issues facilitated by a 'cycle champion'.	Quarterly within first year of occupation	Tenant TPCs
Encouraging the best use of cars			
Car Parking	150 Holborn development will be car-free.	This will be implemented when 150 Holborn is built	The Applicant
Parking for Mobility Impaired	Two car parking spaces will be provided for the mobility impaired.	This will be implemented when 150 Holborn is built	The Applicant
Monitoring Parking for Mobility Impaired	Monitor the usage of the parking provision for the mobility impaired to assess sufficient provision.	Quarterly for the first year of occupation and then annually thereafter.	Tenant TPCs

Measure	Initiative	Timescale for Implementation	Responsibility
Car Club	Provide information on the existing car clubs operating in the area and the location of spaces in relation to the development	Once tenants are known	Tenant TPCs
Promoting smarter working and living practices			
Work Wise UK	Encourage tenants to use Work Wise that promotes the adoptions of smarter working practices, such as flexible working, remote working and tele- and video conferencing.	Following occupation and on-going	Tenant TPCs

8 Travel Plan Strategy

Introduction

- 8.1 This section explains how the FTP will be taken forward to successfully achieve its objectives and targets.

Management of the Framework Travel Plan

Travel Plan Co-ordinator

- 8.2 Once the office and retail tenants are confirmed, the Applicant will liaise with the site occupiers who will then produce and take over ownership of their individual WTPs and appoint a Travel Plan Coordinator (TPC).
- 8.3 The TPCs will be required to liaise between employees and third parties on all relevant matters of sustainable travel including surveys, publicity, funding and implementation of the agreed measures. The role is often suited to a member of the Human Resources or Operations team who have a good understanding of the site and travel requirements. The Applicant will ensure sufficient funding is provided for the 150 Holborn TPC to ensure the individual tenants produce their own individual WTPs. Sufficient staff time will be made available by tenants to develop their individual WTPs.

Securing and Funding the FTP

- 8.4 It is envisaged that this FTP will be secured through a Section 106 agreement.
- 8.5 A series of sustainable transport measures will be implemented as part of the development proposals, demonstrating the commitment to this FTP by the Applicant. The Applicant will ensure that suitable funding for development of the individual WTPs is provided. This will ensure future commitment for the Travel Planning and the ongoing monitoring and review processes.

Awareness Raising and Marketing

- 8.6 The TPCs will also be responsible for the promotion of their individual WTP to ensure that:
- All sustainable proposals within the WTPs are promoted, particularly making information available on sustainable travel;
 - The health benefits of walking and cycling are publicised;
 - The information provided is up-to-date and made available for all users; and
 - Successes from the FTP are publicised.
- 8.7 A communications strategy will be developed to market and promote the FTP to each individual tenant within 150 Holborn. It is essential that employees working at the site become involved in the implementation and evolution of their own WTPs. Following occupation, the future travel surveys will also contribute to raising awareness of sustainable travel.
- 8.8 The 150 Holborn TPC(s) will develop a communications strategy inclusive of:
- The provision of local transport information, either in the form of travel induction packs provided to each tenant of 150 Holborn or via notice boards in prominent locations. The information will include details on the local stations, routes to stations, timetables etc. with links to external websites including TfL journey planner. Information will also be provided with regards to local public transport and cycle routes;
 - A summary leaflet of the FTP will be produced for the office and retail tenants of 150 Holborn. This will also include information about measures and local information/incentives; and
 - An annual review of all marketing information will be undertaken and material updated as appropriate.
- 8.9 It is essential that employees working at the site are involved in the implementation and evolution of the FTPs. The programme of review and monitoring is set out in the following chapter.

Accessibility and Encouraging Sustainable Travel

- 8.10 The Action Plan in the previous chapter details the specific measures that are to be pursued in relation to encouraging more sustainable travel patterns such as greater use of cycling, walking and public transport. 150 Holborn has excellent accessibility to public transport and those using public transport to travel to the site will have a wide range of travel options available to them.

Smarter Working Practices

- 8.11 This FTP advocates the use of ‘smarter working practices’ mostly relevant for the proposed office uses at 150 Holborn and include the:
- use of information technology in place of face to face meetings (i.e. tele- and video conferencing) that might occur during the working day;
 - use of information technology to enable more staff to work from home/remotely and have access to the same information as if employees were in the office (i.e. remote access to the organisations computer networks); and
 - implementation of more flexible working hours, with shift patterns co-ordinated to public transport operating times.

Visitor Travel

- 8.12 The FTP aims to reduce the number of visitors and to encourage the essential journeys to be made by sustainable modes of transport. Visitors to the site will be able to access guidance on how to reach the site by all modes so that they can make an informed decision. This guidance will highlight the commitment to sustainable transport modes.

Office Management Challenges

- 8.13 The office use on site will have different types of employees, visitors and servicing requirements. Times of operation will vary as will shift patterns of employees. It is important that the TPCs recognise these challenges and adapt measures to suit individual organisations. For example, where possible shifts should be formalised and those working outside normal working hours are still well informed on travel options and safe walking and cycling routes.

9 Programme of Monitoring and Review

- 9.1 This chapter outlines the details of a monitoring and review programme to be used by the TPCs, ensuring prospective tenants develop their own FTPs following occupation.
- 9.2 The purpose of the monitoring and review process is to assess the overall progress in achieving objectives, and targets, but also if possible to see the impact of individual or groups of measures on specific issues, and thus decide whether to continue them. Monitoring the Travel Plan can prove a useful way to raise awareness.
- 9.3 The 150 Holborn TPC will have overall responsibility for ensuring that monitoring is carried out. They will ensure that the tenants include arrangements for review and monitoring on a regular basis (following the updates). It is acknowledged that it will be appropriate to amend their WTPs in response to changing circumstances.
- 9.4 As discussed in the previous chapter, 150 Holborn will identify a TPC prior to occupation to ensure tenants develop their own WTPs. The tenants TPCs will oversee the monitoring and review of their WTPs. The Applicant will ensure sufficient funding is provided for future commitment and the on-going monitoring and review of the individual WTPs. Table 9.1 below gives the plans and timescales for the monitoring and review of the individual WTPs.

Table 9.1: Plans and Timescales for Monitoring and Review

Action	Timescale
Baseline Travel and Servicing Surveys	Within 6 months of occupation
Tenants to produce full individual WTPs using Baseline Travel Survey results	Within 7 months of occupancy
Future employee and visitor travel surveys	3rd and 5th Year
Update FTPs with latest survey results (including objectives, targets, measures)	3rd and 5th Year
150 Holborn Transport Forum Meetings	Quarterly
Feedback to the employees	Quarterly (following the Transport Forum Meetings)
Undertake comprehensive strategic review of all aspects of individual WTPs (including the objectives, targets, the Action Plan and the monitoring programme)	6 months, 3rd and 5th Year

A Appendix - ATTrBuTE Assessment



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ATTrBuTe

Travel plan name	150 Holborn
Planning application reference number	N/A
Name of travel plan author	Arun Khagram
Email address of travel plan author	arun.khagram@sdgworld.net
Telephone number of travel plan author	0207 910 5592
Name of travel plan assessor	Arun Khagram
Job title/role of travel plan assessor	
Plan Type	Strategic level Framework Travel Plan (occupiers not known)

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The development		5/7
Does the framework travel plan include a commitment for occupiers of the site to develop individual travel plans within the context of the overarching plan?	Chapter 1	1
Does the travel plan include details of the number of users expected on site (including employees, residents, deliveries and visitors)?	See Transport Statement	0
Does the travel plan include... a) a breakdown of the different land uses expected on site? b) details of the size of each type of land use? c) details of how build-out of the development will be phased?	Chapter 1	2
Does the travel plan include... a) full address of the development? b) contact details for the person responsible for preparing the travel plan?	Chapter 1 and Control Sheet	2
Policy		2/2
Does the travel plan include reference to relevant national, regional and local / borough... a) transport and spatial policy? b) travel planning guidance?	Chapter 3	2
Site assessment		1/3
To what extent does the travel plan clearly describe the accessibility and quality of... a) existing transport networks? b) existing travel initiatives available to all users?	Chapter 4	1
Surveys		3/3
Is a baseline modal split (actual trip numbers and percentage of all trips) estimated for the site?	Chapter 5, based on Census 2011 data	1
Are TRAVL-compliant site user travel and freight surveys proposed?	Freight surveys are part of the DSP, which is a separate document.	2

Objectives		2/3
Does the travel plan include objectives which reflect... a) Mayoral policy & strategic guidance? b) local / borough policy and guidance? c) the challenges and opportunities specific to the site?	Chapter 3	2
Targets		2/2
Are there interim targets linking directly to each objective?	Chapter 6. Targets are to increase walking and cycling as car use will be low and the site is in Central London.	1
Have interim targets appropriate to the phasing of the development been set?	There is only one phase.	1
TP Co-ordinator		3/3
Has a site-wide travel plan co-ordinator been identified or is there agreement upon when a co-ordinator will be in place?	The site-wide TPC will be identified by the applicant.	1
Has the framework travel plan co-ordinator... a) roles and responsibilities been made clear? b) been allocated a sufficient amount of time to spend on the travel plan?	Chapter 8	2
Measures		6/6
Is the action plan clear on how and when travel plans will be developed among occupying organisations?	Chapter 3 - occupants will produce either Travel Plan Statements or Full Travel Plans depending on whether they exceed thresholds.	1
To what extent do the interim site-wide measures... a) support the objectives of the travel plan? b) reflect the context of the site?	Measures area aimed at encourage walking and cycling, which is the key objective.	3
Is an action plan provided which includes... a) short / medium / long term actions? b) timescales and responsibilities?	Chapter 7 - Action Plan	2
Monitoring		2/2
Is it clear who is responsible for site-wide monitoring?	Chapter 9	1
Is a clear site-wide monitoring programme that adheres to the standardised approach included?	TRICS	1
Securing and enforcement		1/1
Is it clear how the travel plan will be secured?	Via S106 (chapter 8)	1

Funding		6/6
Has a sufficient budget been set for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	Chapters 8 and 9	3
Have funding streams been identified for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	Funding will be provided by the applicant.	3
Total - PASS		33

Control Sheet

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013

