



GREATER LONDON HOUSE

Framework Travel Plan

Prepared on behalf of Lazari
Investments

JLLS/16/3240/TP02

July 2016

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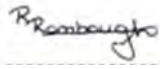


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1 INTRODUCTION

1.1 Background

- 1.1.1 RGP is instructed by Lazari Investments to provide transport planning and highways advice with respect to development proposals at Greater London House, Hampstead Road, London, NW1 7AW. The development site is located within the London Borough of Camden (LBC).
- 1.1.2 Greater London House comprises 30,264sqm of multi-tenanted office space (net internal area), of which 16,787sqm (net internal area) is occupied by ASOS as their head office. 151 car parking spaces are provided internally, accessible from Mornington Crescent, of which 70 are allocated for use by ASOS staff.
- 1.1.3 The proposals are for an increase of 3,838sqm gross internal floor area (3,897 gross external area) to the existing office (B1a use class) at Greater London House in order to facilitate the continued growth of ASOS, a British online fashion and beauty store and well-established existing tenant within the building. This increase in floor area would be achieved through an infill at upper ground, first and second floor levels. The proposals would include ancillary spa facilities within the lower ground floor level for use by office staff.
- 1.1.4 The additional floor space would result in the loss of 10 car parking spaces however; no alterations would be made to the delivery and servicing arrangements or vehicular access.
- 1.1.5 This Framework Travel Plan aims to mitigate the effect of any intensification associated with the proposals and demonstrate the opportunities for sustainable travel to / from the site, prioritising walking and cycling, as well as highlighting the benefits that a Travel Plan can bring to a company such as ASOS. This Travel Plan will target staff and visitors of the extended ASOS office facility, seeking to encourage and promote alternative travel options to the use of the private car and detailing appropriate measures and initiatives to be implemented should planning permission be granted, with the aim of reducing potential parking pressure on-site. Following occupation of the additional floor space, travel surveys will be undertaken and this document will be updated to Full Travel Plan status.
- 1.1.6 As background to this Travel Plan, RGP have prepared a Transport Assessment (Reference: JLLS/16/3240/TA01), to consider the acceptability of the proposals from a highways and transportation perspective, including reference to transport policy, parking standards and the site's locational characteristics (i.e. accessibility to public transport infrastructure). It is therefore recommended that this Travel Plan is read in conjunction with that document.
- 1.1.7 In preparing this Travel Plan, RGP has reviewed relevant national guidance and best practice as well as Transport for London (TfL)'s A New Way to Plan document 'Travel Planning Guidance 2013' and Camden's Workplace Travel Plan Guidance as detailed in 'Camden Planning Guidance – Transport (CPG7)'.

1.2 What is a Travel Plan?

- 1.2.1 A Travel Plan is a strategy through which journeys to and from a location are managed. A Travel Plan comprises a package of measures tailored to the needs of an individual site and is 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.
- 1.2.2 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 the local environment and their own personal health and well-being.
- 1.2.3 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, as often the main barrier is unawareness of the existence of realistic and practical alternatives.
- 1.2.4 For **staff** and **visitors** a Travel Plan can:
- (i) improve access to essential services and jobs;
 - (ii) help provide less stressful options for travel with the ability to socialise;
 - (iii) present opportunities to build healthy exercise into daily life; and
 - (iv) reduce the cost of travel.
- 1.2.5 For the **local community** a Travel Plan can:
- (i) make local streets less congested, less dangerous, less noisy and less polluted;
 - (ii) enhance public transport;
 - (iii) improve the environment and the routes available for walking and cycling; and
 - (iv) help create a place, which is better to live in, work in and visit, which in turn can attract investment.

1.2.6 For **developers / employers** a Travel Plan can:

- (i) satisfy the requirements of local planning and highway authorities, permitting development;
- (ii) enhance an establishment's image (in terms of 'green credentials' and 'social corporate responsibility'); and
- (iii) offer financial savings, to include reduced expenditure on car park maintenance.

1.3 ASOS Operation

1.3.1 ASOS currently employ 2,440 staff at their head office within Greater London House. The number of employees is anticipated to increase because of business growth and expansion, with the additional workforce accommodated within the expanded office space proposed.

1.3.2 Furthermore, approximately 150 visitors per day come to the site and 270 items are delivered to the office each day.

1.3.3 At present, on average, 25 staff members drive to the office daily and park on-site. 70 on-site parking spaces which benefit from 24 hour CCTV and security access are currently available (reducing to 60 following the infill proposals) , these are allocated as follows:

- 16 permanent ASOS staff
- 6 cycle bays (90 cycle bays are available)
- 4 motorcycle bays (6 per bay)
- 4 recycling facilities
- 1 air-conditioning plant

1.3.4 The remaining 39 spaces are available to staff and visitors on an ad-hoc basis with parking charged at £10 per day.

2 PLANNING POLICY

- 2.1.1 In preparing this Travel Plan, RGP have considered applicable national, regional and local policies.

2.2 National Policy

The National Planning Policy Framework

- 2.2.1 The National Planning Policy Framework (NPPF) came into effect in March 2012 and details the Government's strategic planning policies for development and growth within England and how these are expected to be applied.
- 2.2.2 It sets out a presumption in favour of sustainable development and urges local planning authorities to support proposals that facilitate the use of sustainable modes of transport.
- 2.2.3 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.
- 2.2.4 The development site is situated within a vibrant area, close to many attractors and transport hubs enabling staff and visitors to travel by way of walking, cycling or public transport.

Planning Practice Guidance

- 2.2.5 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."*

2.3 Regional Policy

The London Plan (Further Alterations,)

- 2.3.1 The London Plan is the Mayor's spatial development strategy, produced by the Greater London Authority. 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, stating that the Mayor will work with TfL, the Strategic Rail Authority, the government, boroughs and other partners to ensure the integration of transport and development.

- 2.3.2 There are various policies within the London Plan relevant to the development proposals. Policy 6.1 states that the Mayor will encourage patterns and forms of development that reduce the need to travel, especially by car, whilst Policy 2.15 relates to town centres and details that town centre developments should enhance the vitality and viability of the centre, promote access by public transport, walking and cycling; and reduce delivery, servicing and road user conflict.
- 2.3.3 In addition, Policy 6.13C 'Parking' of the London Plan states that maximum parking standards should be applied to planning applications and that *"in locations of high public transport accessibility, car-free development should be promoted (while still providing for disabled people)."*

The Mayor's Transport Strategy

- 2.3.4 Key policies and strategies for transport are outlined in The Mayor's Transport Strategy. In relation to planning applications: *"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."*
- 2.3.5 Greater London House accords with the aims of the London Plan and Mayor's Transport Strategy, being within a sustainable location, ideally located with both excellent accessibility to the local strategic road network and having excellent public transport links to the wider London area, as defined by its Public Transport Accessibility Level (PTAL) rating. As such, the office development is conveniently located for staff and visitor travel, with numerous residential areas within a short walk, along with frequent public transport connections.

2.4 Local Policy

- 2.4.1 Core Strategy Policy CS1 – distribution of growth, which forms part of the borough's Local Development Framework (LDF), states that:

"The Council will focus Camden's growth in the most suitable locations, and manage it to make sure that we deliver its opportunities and benefits and achieve sustainable development, while continuing to preserve and enhance the features that make Camden such an attractive place to live, work and visit. We will promote:

- a) A concentration of development in the growth areas of King's Cross, Euston, Tottenham Court Road, Holborn and West Hampstead Interchange;
- b) Appropriate development at other highly accessible locations. In particular Central London and the town centres of Camden Town, Finchley Road / Swiss Cottage, Kentish Town, Kilburn High Road and West Hampstead; and
- c) More limited change elsewhere."

2.4.2 The application site accords with this in that it is well located relative to public transport connections, particularly Mornington Crescent underground station, Euston and St Pancras National Rail stations and numerous bus routes.

2.4.3 Development Policies document Policy DP16 – the transport implications of development states that:

“The Council will seek to ensure that development is properly integrated with the transport network and is supported by adequate walking, cycling and public transport links. We will resist development that fails to assess and address any need for:

a) Movements to, from and within the site, including links to existing transport networks. We will expect proposals to make appropriate connections to highways and street spaces, in accordance with Camden's road hierarchy, and to public transport networks; and

b) Additional transport capacity off-site (such as improved infrastructure services) where existing or committed capacity cannot meet the additional need generated by the development. Where appropriate, the Council will expect proposals to provide information to indicate the likely impacts of the development and the steps that will be taken to mitigate those impacts, for example using transport assessments and travel plans;

c) Safe pick-up, drop-off and waiting areas for taxis, private cars and coaches, where this activity is likely to be associated with the development.”

2.4.4 Furthermore, CPG7, which supports the policies of Camden's LDF notes that Travel Plans enable a development to proceed without adverse impact on the transport system and that the requirements of a Travel Plan will be tailored to the specific characteristics of the site and the development.

2.5 Summary

2.5.1 The proposals meet these policy objectives. The office's location promotes the use of a variety of sustainable modes. It will be easily accessible on foot and by bicycle (secure cycle parking facilities are also available) and well connected by public transport.

2.5.2 These national, regional and local policies have been considered alongside TfL guidance documents, which contain information relating to the developing, implementing and monitoring of Travel Plans. 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.

- 2.5.3 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.

3 TRAVEL PLAN AIMS AND OBJECTIVES

3.1 Purpose of the Travel Plan

- 3.1.1 The main objective of this Travel Plan is to encourage alternative modes of travel for ASOS staff and visitor related trips to and from the Greater London House site. Due to the highly accessible location, the use of active modes, will be encouraged,

| Key Benefits of a Travel Plan to ASOS include: |
|--|
|--|

- | |
|---|
| <ul style="list-style-type: none"> • Satisfying local planning and highway authorities; • Improved 'green credentials' and strengthening the ASOS brand as seen by customers; • Improved corporate social responsibilities, above that of its competitors; • Financial savings for ASOS and its staff / visitors; and • Improved staff retention and morale. |
|---|

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

3.2 Key Aims

- 3.2.1 The key aim is to encourage staff and visitors to think about travel choice, which should result in greater non-car travel and an increased awareness of environmental issues generally.
- 3.2.2 It is now widely accepted that it is not possible to build our way out of congestion. Instead, the approach has to be to reduce the need to travel by increasing travel choice.
- 3.2.3 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 ASOS head office at Greater London House.

| The Key Aims of this Travel Plan are to: |
|--|
|--|

- | |
|--|
| <ul style="list-style-type: none"> • Provide staff and visitors with greater information as to the alternative modes of travel available when travelling to and from the site; • Identify opportunities to provide new infrastructure to support sustainable modes of travel for staff and visitors; • Promote the use of alternative modes of travel; and • Support staff to achieve a shift in travel behaviour away from single occupancy car travel towards more sustainable modes of transport. |
|--|

- 3.2.4 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.

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

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

3.2.6 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.

3.3 The Life-Cycle of a Travel Plan

3.3.1 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 3.1** illustrates the "life cycle" of a Travel Plan from its inception, through to the implementation and monitoring stages. The overall process is overseen by a Travel Plan Coordinator.

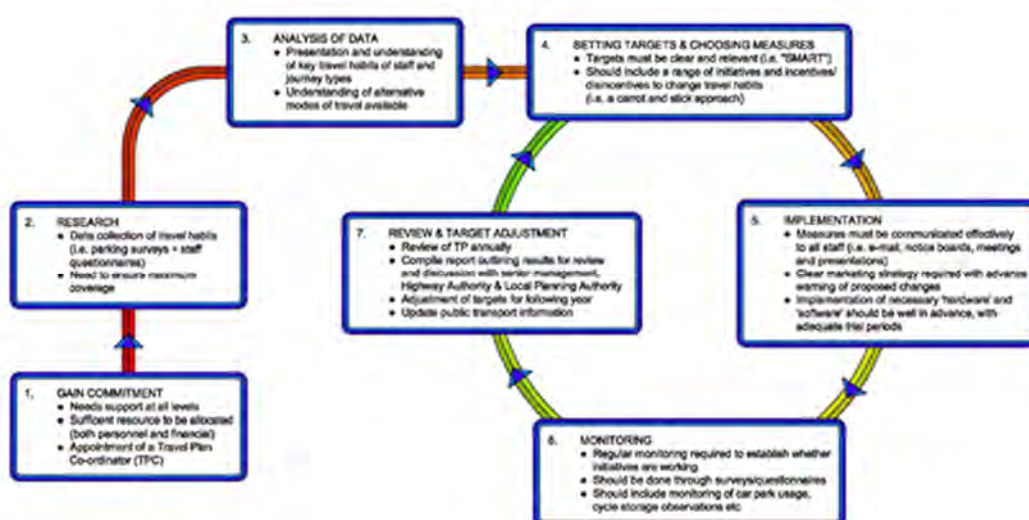


Figure 3.1. Travel Plan "Life Cycle"

- 3.3.2 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.

3.4 Travel Plan Coordinator

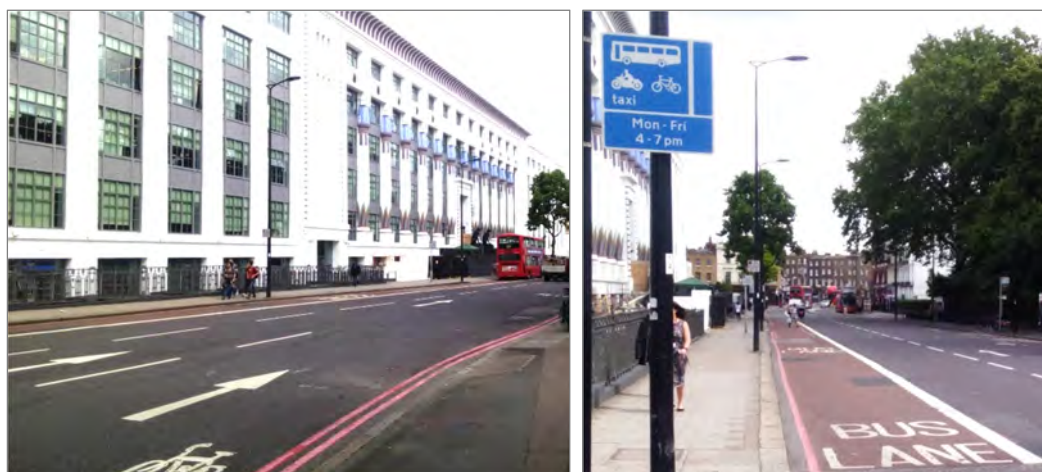
- 3.4.1 The Travel Plan Coordinator's role is imperative to the success of the Travel Plan, it is envisaged that the Head of Facilities would undertake this role. If necessary, RGP can hold a Travel Plan Introduction and Training Seminar to ensure that the Travel Plan Coordinator know what it expected from them.

| Summary of the Travel Plan Coordinator Role: |
|---|
| <ul style="list-style-type: none"> • Manage the day to day running of the Travel Plan, liaising with ASOS 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 their visitors. |

4 BASELINE CONDITIONS

4.1 Site Location and Local Highway Network

- 4.1.1 Greater London House is located to the west of Hampstead Road (A400), bound by Mornington Crescent to the south, west and north.
- 4.1.2 Hampstead Road (A400) forms part of the Transport for London Road Network (TLRN) and is subject to Red Route 'no stopping' restrictions, illustrated within **Photograph 1**.
- 4.1.3 Hampstead Road forms a north-south route between Camden High Street, immediately to the north, and Tottenham Court Road / Euston Road, approximately 1km to the south. The section of Hampstead Road at the site frontage facilitates northbound traffic only and comprises 4 lanes of traffic including a dedicated bus / cycle lane. As illustrated within **Photograph 2**, below, this bus lane is in operation Monday to Friday between 4pm and 7pm.



Photographs 1 & 2. Hampstead Road and Bus Lane Operational Hours

- 4.1.4 Mornington Crescent is subject to a 20mph speed limit and facilitates two-way traffic flows, forming a junction with Hampstead Road at both the southern and western site boundaries. On-street parking bays are provided along both sides of the road, subject to various restrictions and broken up by single yellow line parking restrictions around junctions and where dropped kerbs are provided. A number of dropped kerbs are provided along the frontage of Greater London House to facilitate access to the on-site car park and delivery entrances. The development proposals would not result in any alterations to the existing access, delivery or refuse collection arrangements.
- 4.1.5 The parking bays along both sides of Mornington Crescent comprise a mix of resident permit holder bays, pay & display spaces, disabled bays and car club bays. Pay and display spaces allow a maximum stay of 2 hours.

- 4.1.6 Mornington Crescent forms part of controlled parking zone CA-F(s) in which restrictions apply Monday to Friday 08:30-18:30, Saturdays 09:30-17:30 and Sundays (resident bays only) 09:30-17:30.
- 4.1.7 In addition to the CPZ restrictions, Mornington Crescent is subject to goods vehicle restrictions (between 18:30 and 08:00) whereby buses and goods vehicles greater than 5 tonnes are not permitted to wait overnight.
- 4.1.8 **Plan 01**, attached provides an illustration of the site's location relative to the highway network, public transport infrastructure and amenities, which would likely be of significance to employees.

4.2 Accessibility Credentials

- 4.2.1 **Plan 02**, attached, provides an overview of the public transport facilities in the immediate vicinity of the site, including off-peak and peak hour service frequencies.
- 4.2.2 Considering the location of the site, it is anticipated that public transport and active modes of transport, such as walking and cycling, would form the primary choice of travel for employees.
- 4.2.3 To further understand how journeys will be made to and from the site, a review of the opportunity for users of the site to travel by alternative modes of 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.
- 4.2.4 The remainder of this section details the high quality infrastructure and transport services, which are likely to be of significance. All staff and visitors will be encouraged to use alternative modes to the private car to travel to / from the site, by ensuring that they are aware of the sustainable transport options available.

Walking

- 4.2.5 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 traffic levels on the surrounding highway network. It is commonly accepted that 2km and 5km journeys are ideally placed to be undertaken on foot or by bicycle, respectively.
- 4.2.6 There is an excellent standard of pedestrian infrastructure throughout the local area. Wide, well-lit footways are provided along both sides of Hampstead Road along the site frontage and into the surrounding area. The main pedestrian entrance is located at the eastern frontage.

- 4.2.7 These pedestrian facilities continue onto Camden High Street, which can be accessed via controlled or uncontrolled pedestrian crossings. Signalised pedestrian crossings are located at the junction of Hampstead Road / Camden High Street, while zebra crossings are provided at both the northern and southern end of Mornington Crescent.
- 4.2.8 **Photograph 3**, below, provides an illustration of the zebra crossings immediately to the south of Greater London House. The presence of way-finding signs, illustrated within **Photograph 4**, further increase the attractiveness and ease of undertaking journeys on foot.



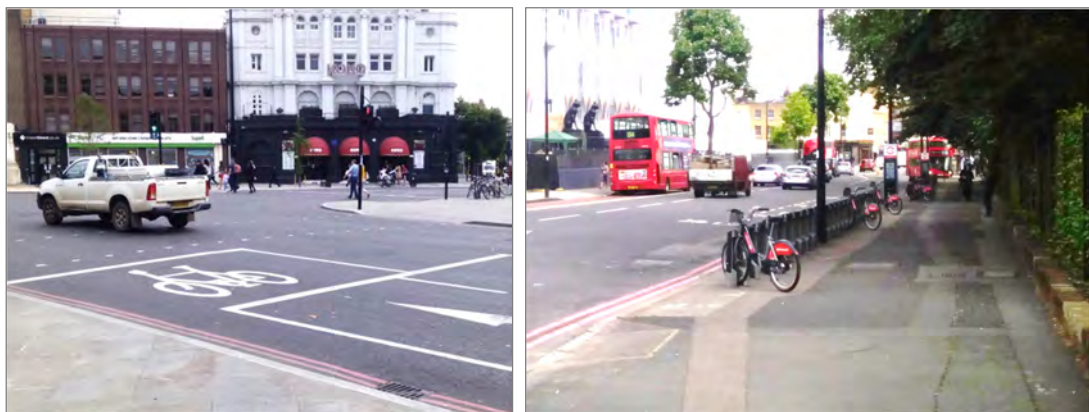
Photographs 3 & 4. Pedestrian Facilities

- 4.2.9 As illustrated within **Plan 01**, attached, a range of amenities are within a convenient walking distance of the site, with Camden High Street providing a number of opportunities for food / refreshments, as well as barbers, convenience stores, post offices and banks. Visits to these facilities are likely to form part of a linked trip into work in the morning or when travelling home in the evening.

Cycling

- 4.2.10 Over short distances, especially in urban areas, cycling is often quicker and cheaper than using a car and more flexible than using public transport. The locality is well suited to cycling with a number of designated cycle routes provided in close proximity to the site.
- 4.2.11 There are sections of dedicated on-street cycle lanes provided throughout the local area, including along Hampstead Road to the north-east. Furthermore, Crowndale Road east of the site and Eversholt Street to the south-east are considered to be 'cycle friendly' routes. Eversholt Street in particular proves a convenient route towards Euston Railway Station.

- 4.2.12 Santander cycle hire offers short-term bicycle rental throughout central London, with approximately 10,000 bicycles at more than 700 conveniently located docking stations. Further information with regards to costs and usage is appended hereto at **Appendix A**.
- 4.2.13 A number of Santander cycle hire stations are situated in close proximity to the site, including Harrington Square 1 & 2 hire stations on the site frontage on Hampstead Road (A400) providing a total of 65 bicycles which are available for public use. **Plan 02**, attached hereto, illustrates the locations of the closest cycle hire facilities to the site.



Photographs 5 & 6. Local Cycling Infrastructure and Docking Stations

- 4.2.14 **Photograph 5**, above, provides an illustration of the advanced cycle stop lines at the Hampstead Road / Camden High Street junction. **Photograph 6** provides an illustration of the closest cycle hire docking station opposite the site on Hampstead Road.
- 4.2.15 It is therefore considered that there are realistic opportunities for staff and visitors to travel to / from the site by active modes.

Bus Services

- 4.2.16 A number of bus services are available within close proximity to the site, the closest of which is Mornington Crescent (Stop A) at the site's eastern frontage. This stop comprises sheltered seating with timetable information and real-time updates. This stop is served by northbound bus services on routes 24, 27, 29, 88 and 134.
- 4.2.17 Further bus services can be accessed from other Mornington Crescent stops near the site, as indicated within the TfL's bus map attached at **Appendix B**. These routes and service frequencies are summarised within **Figure 4.1**, overleaf.

| Service | Route Overview | Frequency |
|---------|---|----------------|
| 24 | Grosvenor Road – Royal Free Hospital | 8-9 per hour |
| 27 | Chiswick Business Park – Chalk Farm / Morrisons | 7-8 per hour |
| 29 | Lordship Lane – Trafalgar Square / Charring Cross Station | 13-14 per hour |
| 88 | Camden Gardens – Omnibus Clapham | 7-8 per hour |
| 134 | North Finchley Bus Station – New Oxford Street | 11 per hour |

Figure 4.1. Summary of Bus Services from Mornington Crescent

4.2.18 As summarised above, Mornington Crescent is served by a very high frequency of approximately 50 bus services per hour in each direction during peak times. These provide convenient routes to a range of destinations, which would be particularly useful to staff commuting from the surrounding residential areas.

4.2.19 Further bus timetable and routing information can be found at <https://tfl.gov.uk/modes/buses/>.

National Rail Services

4.2.20 The closest National Rail stations to the site are Euston, approximately 1 km to the south, and Kings Cross and St Pancras, approximately 1.25km to the south-east.

4.2.21 Euston and St Pancras stations each provide access to a high frequency of National Rail services to a range of destinations locally and nationally. Local services would be attractive to commuting staff as well as longer distance services utilised by visitors and other staff to the site.

4.2.22 **Figure 4.2**, overleaf, provides a summary of the peak hour rail services operating from Euston.

| Destination | Morning Peak Frequency | Evening Peak Frequency | Journey Time |
|-----------------------|------------------------|------------------------|--|
| Milton Keynes Central | 9 per hour | 8 per hour | 30 - 58 minutes |
| Crewe | 4 per hour | 6 per hour | 1 hour 30 minutes - 2 hours 38 minutes |
| Birmingham New Street | 4 per hour | 6 per hour | 2 hours 4 minutes |
| Northampton | 3 per hour | 5 per hour | 55 minutes - 1 hour 12 minutes |
| Tring | 3 per hour | 4 per hour | 44 minutes |
| Manchester Piccadilly | 3 per hour | 3 per hour | 2 hours 8 minutes |
| Liverpool Lime Street | 2 per hour | 1 per hour | 2 hour 14 minutes |
| Glasgow Central | 1 per hour | 2 per hour | 4 hours 45 minutes |
| Chester | 1 per hour | 1 per hour | 2 hours 3 minutes |
| Bangor (Gwynedd) | 1 per hour | 1 per hour | 3 hours 11 minutes |
| Edinburgh | 1 per hour | 1 per hour | 5 hours 40 minutes |

Figure 4.2. Summary of National Rail Services from Euston

4.2.23 As summarised above, National Rail services from Euston operate towards a range of destinations, including commuter towns outside London, the Midlands, the North-West and Wales. These services would serve some staff commuting to the site as well as visitors travelling from further afield. Further National Rail services are available locally from King's Cross and St Pancras.

4.2.24 Full details including station layout plans, timetables and fare details are available from www.nationalrail.co.uk.

Underground Services

4.2.25 The London Underground network provides staff and visitors with a highly convenient mode of transport to destinations throughout the city, including central and suburban London locations.

4.2.26 The nearest London Underground station is Mornington Crescent, which forms part of the Northern Line. Mornington Crescent is located at the north-eastern corner of the site boundary on the eastern side of Hampstead Road (A400). **Figure 4.3** summarises the London underground services available.

| Destination | First/Last Services | Service Frequency |
|--|----------------------|-------------------|
| High Barnet / Mill Hill East (northbound services) | Mon-Sat: 05:57-00:35 | 21 per hour |
| Kennington / Morden (southbound services) | Mon-Sat: 05:47-00:25 | 24 per hour |

Figure 4.3. Summary of London Underground Services from Mornington Crescent

- 4.2.27 Additionally, Victoria, Circle, Hammersmith & City, Metropolitan and Piccadilly line services can be accessed from various stations along Euston Road, approximately 1km to the south of the site. Stations on Euston Road within a reasonable walking distance include Warren Street, Euston Square, Euston and Kings Cross St Pancras.
- 4.2.28 Furthermore, London Overground services can be accessed from Camden Road station approximately 1km to the north of the site.

PTAL

- 4.2.29 To assess the current Public Transport Accessibility Level (PTAL) for the site, RGP has carried out a site-specific PTAL assessment using the TfL Transport Planning Information Database Tool. This assessment accords with the guidance methodology contained within 'Assessing Transport Connectivity in London' a TfL report published in April 2015.
- 4.2.30 This assessment takes into account the distance of public transport facilities from the site and the relative frequencies of these services. This considers all bus services within a 640m walk distance and rail services within a 960m walk distance.
- 4.2.31 The PTAL assessment demonstrates that the site currently has a PTAL (Public Transport Accessibility Index) of 39.16, which corresponds to a PTAL rating of 6a, representing an 'excellent' level of accessibility to public transport networks. There are also many attractors located in the immediate vicinity of the site, which can be reached on foot or by bicycle. It is worth noting that a score in excess of 40.00 corresponds to a PTAL rating of 6b, which is the highest accessibility score achievable.
- 4.2.32 When looking in further detail at the PTAL report this does not include public transport services accessible from Euston station, despite it being on the edge of this 960m walk distance. It is likely that this station would be attractive to employees travelling on National Rail services or London Underground services on the Victoria line.
- 4.2.33 The full PTAL report is attached hereto at **Appendix C**.

Summary

- 4.2.34 In summary, RGP consider that the accessibility credentials of the proposed development are particularly good, as highlighted by the site's 'excellent' PTAL score, providing employees and visitors with numerous opportunities to travel by sustainable modes. It is anticipated that the extensive range of public transport services will act as the primary mode of transport to / from the site.

5 TRAVEL PLAN TARGETS

- 5.1.1 Targets are important since they give the Travel Plan direction from its inception, providing a measurable goal to aim for.
- 5.1.2 When setting site-specific targets it is important that they are “SMART” in order that the outcomes can be quantified and an assessment of what the Travel Plan has or will achieve can be made.

Specific
Measurable
Achievable
Realistic
Time-bound

- 5.1.3 It is also important that the targets reflect the objectives as well as current local policy guidance.
- 5.1.4 The key target of the Travel Plan is to achieve a reduction in single occupancy car travel in its initial five year life. **Figure 5.1** below sets out the proposed initial targets. It is useful to set targets for years 1 and 3 to assess progress towards the overall target (to reduce the number of single occupancy vehicle trips made with a corresponding increase in the mode split of active travel modes). Targets can also be set in relation to visitor travel patterns.

| Action | Responsibility | How Measured | Target Date |
|---|----------------|---------------|---------------|
| Decrease the number of staff who travel to work by single occupancy car by 20% by the end of year 5. | TPC | Annual Survey | End of Year 5 |
| Increase staff walking and cycling by 8% in the first year of Travel Plan implementation. | TPC | Annual Survey | End of Year 1 |
| Increase staff walking and cycling by 15% in the first three years of Travel Plan implementation. | TPC | Annual Survey | End of Year 3 |

Figure 5.1. Proposed Targets

- 5.1.5 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.
- 5.1.6 Currently the targets are based on modal split data as presented in the accompanying Transport Assessment and discussed in the section on Baseline Data below, however once the initial travel surveys have been undertaken they should be revised accordingly.
- 5.1.7 It is considered that these targets meet the SMART criteria and are suitably linked to the objectives of the Travel Plan.

5.2 Interim Targets

- 5.2.1 **Figure 5.2** sets out shorter-term goals / action targets, which will contribute towards achieving the overall target.

| Action | Target Date |
|---|------------------------------------|
| Hold a launch event | By Month 3 |
| Update travel noticeboard | Quarterly |
| Investigate public transport ticket discounts | By Month 6 |
| Conduct travel surveys | By Month 6 and Annually thereafter |
| Ensure 80% of all site users who travel by car are registered on the car share database | By end of Year 1 |

Figure 5.2. Action Plan / Interim Targets

- 5.2.2 These interim targets will be revised in line with the results of the travel surveys, to be completed within 6 months of occupation of the extended office and subsequently reviewed on an annual basis.
- 5.2.3 Future targets will be established through a process of consultation with the LBC and other parties concerned with the operation of the site to ensure that they are appropriate in the context of the objectives, yet realistic and achievable.

5.3 Baseline Data

5.3.1 It is necessary to collect data to establish and understand the baseline travel habits, against which the Travel Plan's progress can be measured. The anticipated trip generation has been derived from the TRICS data used to establish the anticipated office trip rates, as summarised in **Figure 5.3**, below.

5.3.2 With reference to the TRICS data, the following daily 2-way person trips and mode split have been derived for the extended site (3,838sqm). Since no additional on-site parking is proposed it is assumed that any traffic generated by the proposals would comprise delivery vehicles / courier visits and there would be no staff journeys undertaken by car.

| Mode | 2-way Trips | Percentage |
|-------|-------------|------------|
| Walk | 461 | 49.4% |
| Cycle | 26 | 2.8% |
| PT | 447 | 47.9% |
| Total | 934 | 100% |

Figure 5.3. Anticipated Office Trip Generation and Mode Split

5.3.3 To inform the development of the Full Travel Plan and assist in establishing suitable targets, travel surveys will be distributed to all staff within 6 months of the extended office's occupation.

5.3.4 The travel surveys will obtain information on mode and distance travelled to work as well as attitudinal data pertaining to the reasons why different transport options are utilised and measures, which would encourage / maintain the use of sustainable transport.

5.3.5 Further baseline data can be collected by conducting a site audit to include an assessment of car park demand and cycle stand usage and by interviewing visitors and/or delivery drivers.

5.3.6 Upon receipt of the completed travel surveys and site audit, this Travel Plan will be reviewed and updated, to ensure that appropriate objectives and targeted measures are implemented.

6 MEASURES AND INITIATIVES

6.1 Background

- 6.1.1 This section considers the bespoke Travel Plan initiatives that would be introduced, refined and expanded upon during the life of the Travel Plan, initially a five year period.
- 6.1.2 As with any Travel Plan, it is important to identify a number of measures, which will act to encourage use of alternatives to the private car. However, it is also necessary to ensure that the measures promoted are appropriate to the site's particular location given the existing infrastructure.
- 6.1.3 The implementation of the listed measures, which include awareness initiatives, are at the core of this Travel Plan. ASOS are committed to implementing the measures detailed herein (some of which are already offered) and it will be the responsibility of the Travel Plan Coordinator to ensure they are promoted to staff and visitors, although it is acknowledged that staff are more easily encouraged to travel sustainably given the shorter distances travelled and the regular nature of their journeys.

6.2 Measures and Initiatives

- 6.2.1 It is recognised that certain measures will be applicable to all staff and visitors to the site, whilst others will be specific to one user group. In any case, all users of the site will be made aware of the existence of the Travel Plan, its objectives and the role of individuals in achieving its aspirations.
- 6.2.2 A combination of 'hard' infrastructural and 'soft' information-led measures are necessary to encourage users of the site to reduce their dependency on the private car. As far as possible, measures will be implemented in advance of the completion of site works so that facilities and information are in place as early as possible. The concept of the Travel Plan will then be reinforced on a day-to-day basis via training, staff communications and the promotion of the Travel Plan initiatives, as detailed.

Travel Information

- 6.2.3 The most important single element of the Travel Plan is the dissemination of travel information. A principal reason for not travelling sustainably is uncertainty over the available routes for walking and cycling and unawareness of the timetable and ticket / pricing information related to public transport use. It is understood that staff and visitors are not currently provided with any tailored travel information.
- 6.2.4 Information pertaining to all modes of transport available for journeys to and from the site will be displayed on noticeboards within the site, and where appropriate on ASOS' website.

6.2.5 The following information would be communicated, with the content reviewed regularly for relevancy and accuracy.

- (i) local walking and cycling routes;
- (ii) public transport fares, timetables and route maps;
- (iii) TfL's journey planner (<https://tfl.gov.uk/plan-a-journey/>);
- (iv) posters illustrating the health, financial and environmental benefits of sustainable travel; and
- (v) details of liftshare.com's car share scheme and potential cost savings.

6.2.6 This information would also be contained in a welcome pack given to new staff, to enable them to make informed travel choices, where appropriate, prior to establishing travel habits. It may also prove beneficial to offer personalised journey planning advice i.e. an individualised travel plan containing bus route and timetable information specific to a staff member and their regular journeys.

6.2.7 In addition, ASOS will investigate the feasibility of providing an electronic information display on-site to allow site users to view real-time public transport information. In the meantime, travel planning websites will be added to the favourites menu on office computers.

Marketing and Promotion

6.2.1 A vital element is to ensure that site users are aware of the Travel Plan and the information contained within, to encourage them to use sustainable modes of transport.

6.2.2 To increase awareness and raise the profile of the Travel Plan events such as a bikers breakfast, pedometer challenge or cycle competition will be held in conjunction with national travel planning events e.g. Walk and Cycle to Work events (May / June), European Mobility Week (September) and National Liftshare Week (October) etc.

Nearby Facilities

6.2.1 As mentioned previously, a beauty spa for staff use would be incorporated within the development proposals. Additionally, an on-site canteen, coffee shop, staff shop and masseuse are all available and offer more competitive prices than external offerings. These amenities and the presence of a cash point machine act to reduce the need for travel off-site by staff during the day.

Staff Recruitment

- 6.2.2 As far as possible, given the nature of the business, ASOS will adopt a local employment policy (using local job centres) when recruiting staff. This will act to facilitate non-car use as the majority of staff will reside local to the site. Reliance on the private car will therefore be reduced as realistic alternative modes of travel, such as public transport, cycling and walking will be available.
- 6.2.3 The Travel Plan Coordinator 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.

Flexible Working

- 6.2.4 Typically, ASOS staff are employed on a full or part-time basis from 9am-5pm although flexi-time and home working is available. ASOS management are encouraged to consider flexible working practices where this would facilitate the use of public transport or car sharing, for example.

Cycle Related

- 6.2.5 The proposals would provide additional cycle parking in accordance with the London Plan standards which state for inner London sites: 1 long-stay space should be provided per 90sqm and 1 short-stay space should be provided per 500sqm.
- 6.2.6 Based on these standards, the Transport Assessment determined that 51 additional cycle parking spaces would be required (i.e. 43 long-stay and 8 short-stay). These would be provided in the form of 26 additional Sheffield style cycle stands conveniently located within the internal car park. 141 cycle parking spaces benefiting from a secure and covered location with good levels of surveillance will therefore be available post-development. The Travel Plan Coordinator will monitor the usage of the cycle parking and if demand warrants, the number of cycle parking spaces provided will be increased.
- 6.2.7 In addition to the on-site cycle parking provision, there are several other cycle initiatives that can contribute to increasing the use of this mode.
- 6.2.8 The 1999 Finance Act introduced a scheme whereby employers can loan bicycles and cycle equipment to staff as a tax-free benefit. ASOS currently offer a Cycle2Work scheme to their employees and 26 staff have participated to date. This scheme will continue to be promoted,
- 6.2.9 Santander cycle hire information including maps and pricing structure details will also be provided to staff and visitors to further encourage cycle use.

6.2.10 Additional measures that could be implemented include:

- (i) cycle training classes; (these have been run previously)
- (ii) bike doctor (maintenance) sessions; and
- (iii) establishment of a bicycle user group / cycle buddies.

6.2.11 An on-site puncture repair kit and bicycle pump will be made available and personal attack alarms will also be offered to staff who feel they would benefit from this additional security when walking or cycling to work. Reflective clothing and umbrellas could also be provided.

6.2.12 In addition, to enable the use of sustainable modes, male and female changing facilities along with showers and lockers are available on-site.

Public Transport Related

6.2.1 As a benefit to staff using public transport, ASOS offer a 0% interest free loan for the purchasing of a season ticket that can be taken advantage of.

Car Sharing

6.2.1 Car sharing is when two or more people travel together. It represents a relatively convenient alternative form of travel if a suitable match can be found. A major reason why individuals do not share is that they are unaware of potential sharers and do not have the inclination to approach others.

6.2.2 As part of the Travel Plan, www.londonliftshare.com, part of liftshare, the largest car share network in the UK with over half a million members will be promoted. This service is free to sign up to and aims to facilitate car sharing on a regular or ad-hoc basis. Car sharing provides the convenience of car travel whilst offering financial savings. A savings calculator is available here: http://liftshare.com/content/savings_calculator.asp.

6.2.3 Consideration will also be given to designating car share spaces within the car parking area.

6.2.4 It is recommended that all staff making a commitment to car sharing be provided with a free lift home in the event of an emergency, which would be funded by ASOS. An emergency is defined as a time when a car sharer is called away from work due to a medical or family emergency, which would therefore result in a sharer requiring transport home. This would be arranged by the Travel Plan Coordinator and would most likely take the form of a taxi fare or lift home from another member of staff.

- 6.2.5 In RGP's experience, the likelihood of a member of staff needing to leave work in such an 'emergency' is rare, although having the option available gives greater comfort to those whom do car share.

Car Club

- 6.2.6 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 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.
- 6.2.7 The nearest car club vehicles to the site are the Zipcars located in Mornington Crescent. Information regarding these services will be made available to staff and visitors as the car club vehicles offer an alternative to travelling to the site in a private car.
- 6.2.8 Staff are not required to use a vehicle as part of their job and therefore it is not beneficial to investigate company membership as a replacement for pool vehicles and/or company car mileage.

Electric Vehicle Charging Points

- 6.2.9 As electric vehicle use grows in popularity, ASOS will look into the potential for providing charging points within the car park.

Delivery and Servicing Related

- 6.2.10 It is recommended ASOS' principal suppliers sign up to TfL's Fleet Operator Recognition Scheme (FORS), if they have not done so already. FORS is a voluntary scheme, which aims to raise the standard of the fleet and freight industry by improving operators' performance with regards to safety, fuel efficiency, economical operation and vehicle emissions.

6.3 Effectiveness of Travel Plan Measures

- 6.3.1 The measures and initiatives detailed above would act to reduce the level of car use associated with the site, consequently increasing the use of sustainable modes and achieving the target set. However, the list is not exhaustive and the appointed Travel Plan Coordinator is encouraged to investigate other potential initiatives, especially those that would encourage the use of active modes.

7 IMPLEMENTATION, MANAGEMENT, MONITORING AND REVIEW

7.1 Implementation and Management

- 7.1.1 The Travel Plan Coordinator is the central point of contact in relation to Travel Plan matters and manages the Travel Plan on a daily basis. The Travel Plan Coordinator will be appointed prior to the occupation of the extended office and will be required to sign the Full Travel Plan to demonstrate their commitment. Their contact details will also be detailed within.
- 7.1.2 The Travel Plan Coordinator will be responsible for implementing and promoting the Travel Plan. This would include carrying out / commissioning travel surveys on an annual basis, ensuring up to date travel information is conveyed and communicating with LBC and TfL, as appropriate. It is anticipated that the Head of Facilities, would undertake the role with the above tasks incorporated into their job description or delegated to suitable individuals, as appropriate.
- 7.1.3 The Travel Plan Coordinator would also be responsible for managing the agreed budget for the Travel Plan. Aside from any infrastructure works (for example cycle parking), which would be included in the development construction costs, funding is required to cover marketing and promotion of travel options. This budget is estimated to amount to £1000 annually. In addition to this, the Travel Plan Coordinator will require approximately 1-2 hours per week to undertake their duties.
- 7.1.4 This investment in resources, both in terms of the appointment of a Travel Plan Coordinator and monetary support for the implementation, review and monitoring of the Travel Plan would mitigate any financial burden which may be imposed as a consequence of failure to meet the agreed targets.
- 7.1.5 It is recommended that a launch event is held to introduce the Travel Plan to staff and inform them of their travel choices. The Travel Plan Coordinator's details would also be given out at this time.

7.2 Monitoring

- 7.2.1 An important part of any Travel Plan is the collection of data relating to the modes of travel used by both staff and visitors of the site. In order to identify and understand travel habits and how the site operates, questionnaires will be circulated to staff. It is recommended that an online survey tool such as www.surveymonkey.com is used for this purpose.
- 7.2.2 Questionnaires will be completed within 6 months of the site becoming operational. From this a baseline, modal split will be identified for the site, from which all future targets will be based.

7.2.3 The Travel Plan Coordinator will undertake following the initial surveys, monitoring annually. The Travel Plan Coordinator 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 visitors throughout the year. In addition, the Travel Plan Coordinator will ensure that the results are displayed on notice boards for all to see.

7.2.4 In addition to the monitoring detailed above, the Travel Plan for the ASOS 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 D**) for a copy of the iTRACE Workplace Travel Plan Proforma).

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

7.3 Review

7.3.1 The Full Travel Plan for the site will be reviewed on an annual basis for at least five years to assess progress towards the targets and identify the requirement for future improvement and refinement.

7.3.2 In addition, monitoring will be undertaken to trace the travel patterns associated with the office development.

7.3.3 It is advised that the following items are considered as part of the monitoring process:

- (i) the level of car park usage within the site and on surrounding streets;
- (ii) the demand for cycle parking;
- (iii) the numbers registered for the cycle2work and car sharing scheme; and
- (iv) comments made by staff and visitors relating to transport and the Travel Plan.

7.3.4 The Travel Plan Coordinator will compile an Annual Monitoring and Travel Plan Update Report on a yearly basis. A copy of the report will be sent to LBC for comment and discussion as well as being filed for records.

- 7.3.5 An important part of the review period is to adjust the targets / devise an action plan for the following year with the primary aim of reducing single occupancy car travel to and from the site and increasing the number of staff and visitors that travel by active modes.
- 7.3.6 To maintain the emphasis of the Travel Plan it is suggested that the results of the monitoring and review process are communicated. This could be done by displaying data on the Travel Plan noticeboard, including an article in a community/internal newsletter or in conjunction with a Travel Plan event.

8 COMPLIANCE AND APPROVAL

8.1 ATTrBuTE Compliance

8.1.1 This Travel Plan has been prepared with regard to relevant guidance and has also been assessed using the TfL ATTrBuTE assessment tool.

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

8.2 Approval

8.2.1 This Travel Plan is prepared by Russell Giles Partnership (RGP).

Name: Rachel Rombough

Signed:  Date: 28/07/2016

I hereby approve this Travel Plan for implementation at the following site:

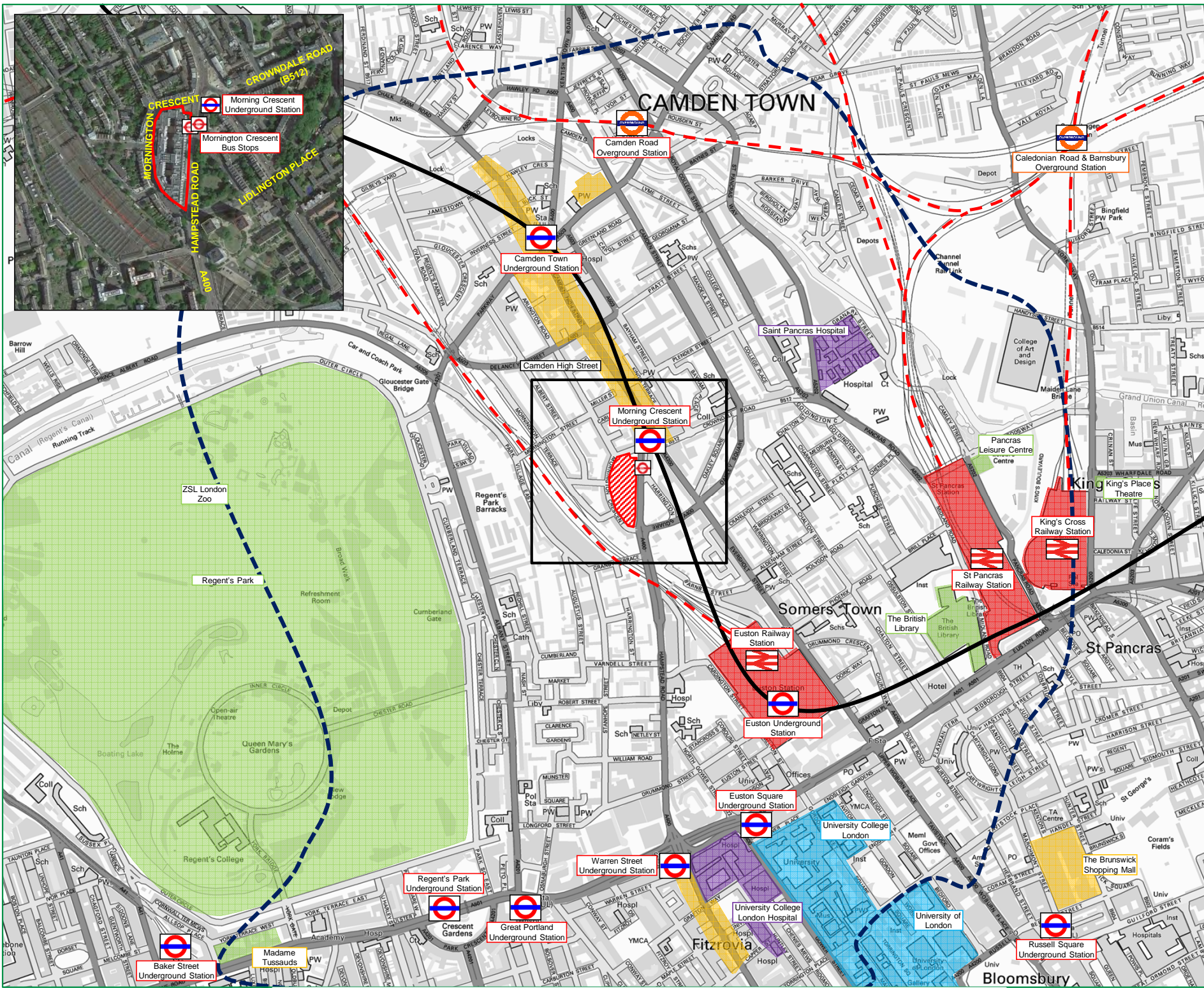
Greater London House, Hampstead Road, London, NW1 7AW

Name: (Travel Plan Coordinator)

Signed: Date:



PLANS



LEGEND

- SITE LOCATION
- RAILWAY STATION
- RAILWAY
- UNDERGROUND STATION
- NORTHERN LINE
- OVERGROUND STATION
- BUS STOPS
- 1.5KM WALK ISOCHRONE
- RETAIL
- LEISURE
- EDUCATION
- HEALTH CARE

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www.rgp.co.uk

Client: Lazari Investments

Project: Greater London House, Asos

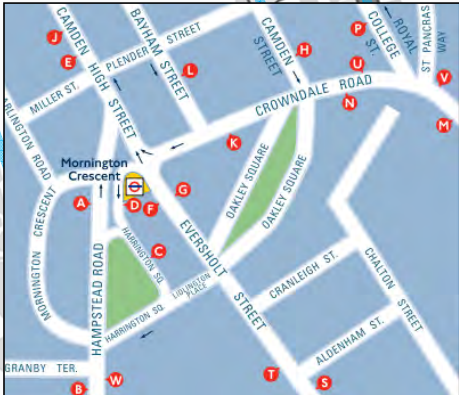
Title: Site Location Plan

| | | |
|-----------------|------------------|-----------------|
| Job No: 16/3240 | Drawn By: JLM | Checked By: PJB |
| Date: July 2016 | Plan No: Plan 01 | Rev: - |

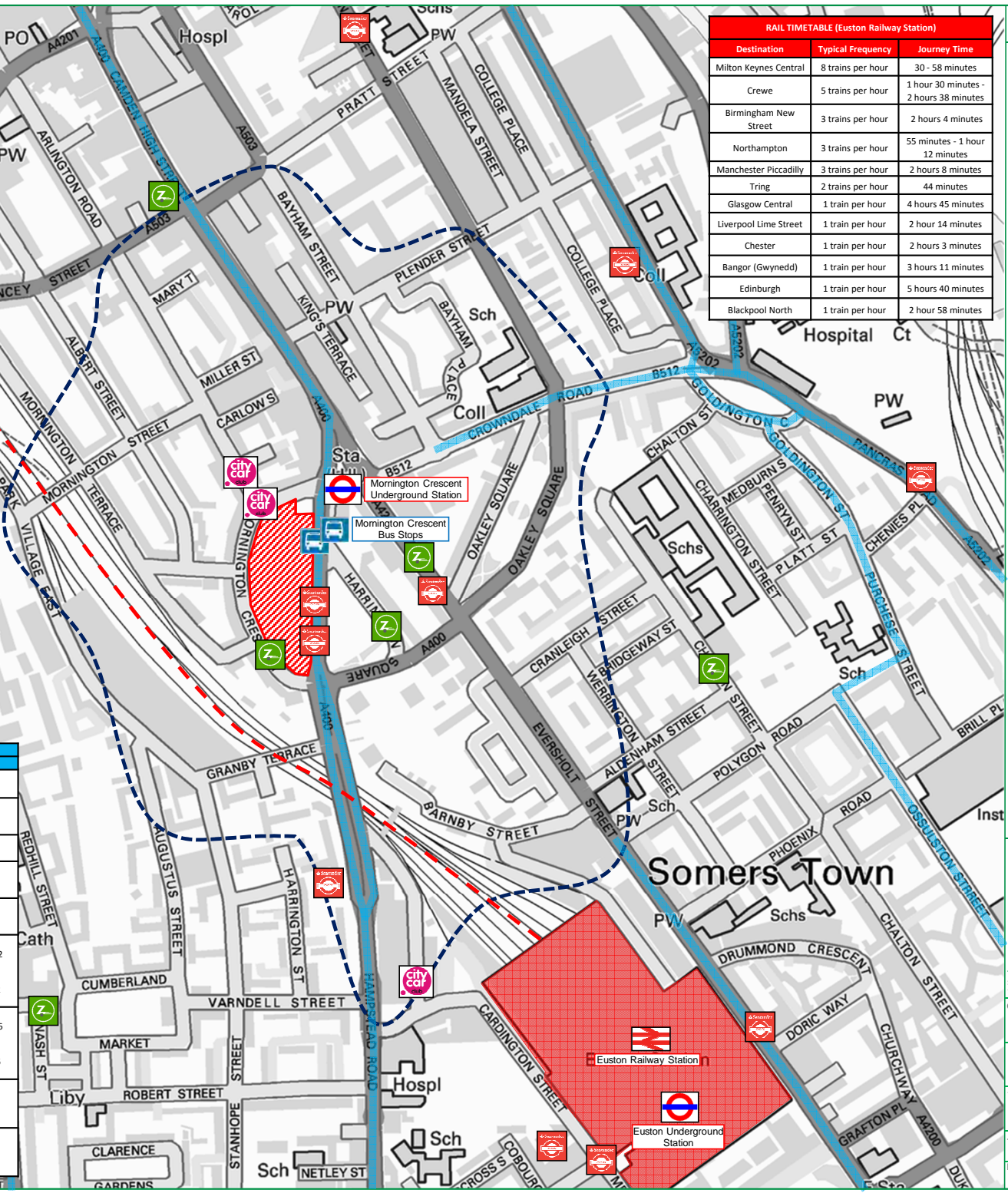
| UNDERGROUND TIMETABLE (Mornington Crescent) | | | |
|---|----------------------|--------------|---|
| Destination | First/Last Services | Journey Time | Major Points |
| Northern Line | | | |
| High Barnet | Mon-Sat: 05:57-00:35 | 28 minutes | Camden Town, Kentish Town, Tufnell Park, Archway, Highgate, East Finchley, Finchley Central, West Finchley, Woodside Park, Totteridge |
| Morden | Mon-Sat: 05:47-00:25 | 38 minutes | Euston, Warren Street, Goudge Street, Tottenham Court Road, Leicester Square, Charing Cross, Embankment, Waterloo, Kennington, Oval, Stockwell, Clapham North, Clapham Common, Clapham South, Balham, Tooting Bec, Tooting Broadway, Colliers Wood, South Wimbledon |

| RAIL TIMETABLE (Euston Railway Station) | | |
|---|-------------------|--|
| Destination | Typical Frequency | Journey Time |
| Milton Keynes Central | 8 trains per hour | 30 - 58 minutes |
| Crewe | 5 trains per hour | 1 hour 30 minutes - 2 hours 38 minutes |
| Birmingham New Street | 3 trains per hour | 2 hours 4 minutes |
| Northampton | 3 trains per hour | 55 minutes - 1 hour 12 minutes |
| Manchester Piccadilly | 3 trains per hour | 2 hours 8 minutes |
| Tring | 2 trains per hour | 44 minutes |
| Glasgow Central | 1 train per hour | 4 hours 45 minutes |
| Liverpool Lime Street | 1 train per hour | 2 hour 14 minutes |
| Chester | 1 train per hour | 2 hours 3 minutes |
| Bangor (Gwynedd) | 1 train per hour | 3 hours 11 minutes |
| Edinburgh | 1 train per hour | 5 hours 40 minutes |
| Blackpool North | 1 train per hour | 2 hour 58 minutes |

| LEGEND | |
|--------|-------------------------------|
| | SITE LOCATION |
| | RAILWAY STATION |
| | RAILWAY |
| | UNDERGROUND STATION |
| | LOCAL BUS STOPS |
| | CYCLE-FRIENDLY ROUTES |
| | 500M WALK ISOCHRONE |
| | ZIP CAR |
| | CITY CAR CLUB |
| | SANTANDER CYCLE HIRE STATIONS |



| BUS TIMETABLE (Mornington Crescent (Stop A) Bus Stop) | | | |
|---|--|---|--|
| Service | Route Summary | Typical Frequency | Hours of Operation |
| 24 | Grosvenor Road – Royal Free Hospital | Mon-Sat: 5-9 minutes Sun: 6-10 minutes | Mon-Sun: 24 hour service |
| 27 | Chiswick Business Park – Chalk Farm / Morrisons | Mon-Fri: 6-10 minutes Sat: 7-11 minutes Sun: 10-14 minutes | Mon-Sun: 24 hour service |
| 29 | Lordship Lane – Trafalgar Square / Charing Cross Station | Mon-Sun: 3-6 minutes | Sun-Thurs: 05:51-00:51 Fri-Sat: 05:51-00:56 |
| 88 | Camden Gardens – Omnibus Clapham | Mon-Fri: 6-10 minutes Sat: 7-11 minutes Sun: 10-13 minutes | Mon-Sun: 24 hour service |
| 134 | North Finchley Bus Station – New Oxford Street | Mon-Fri: 4-7 minutes Sat: 6-10 minutes Sun: 4-8 minutes | Mon-Sun: 24 hour service |
| N5 | Edgware Bus Station – Whitehall / Trafalgar Square | Sun Ni-Fri Morn: 15 minutes Fri Ni-Sat Morn: 8-10 minutes Sat Ni-Sun Morn: 8-10 minutes | Sun Ni-Mon Morn: 00:09-05:52 Fri Ni-Sat Morn: 01:02-05:56 Sat Ni-Sun Morn: 01:02-07:26 Mon Ni-Fri Morn: 00:54-05:52 |
| N20 | Barnet High Street / Barnet Church – Whitehall / Trafalgar Square | Sun Ni-Fri Morn: 30 minutes Fri Ni-Sat Morn: 6-10 minutes Sat Ni-Sun Morn: 8-10 minutes | Sun Ni-Mon Morn: 00:17-05:46 Fri Ni-Sat Morn: 00:56-05:46 Sat Ni-Sun Morn: 00:56-07:17 Mon Ni-Fri Morn: 00:47-05:46 |
| N29 | Little Park Gardens – Trafalgar Square / Charing Cross Station | Sun Ni-Fri Morn: 7-8 minutes Fri Ni-Sun Morn: 3-4 minutes | Sun Ni-Fri Morn: 00:56-05:41 Fri Ni-Sun Morn: 01:01-05:48 |
| N279 | Waltham Cross Bus Station – Trafalgar Square / Charing Cross Station | Sun Ni-Fri Morn: 20 minutes Fri Ni-Sun Morn: 11-12 minutes | Sun Ni-Fri Morn: 00:38-05:36 Fri Ni-Sun Morn: 00:45-05:36 |





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Client:

Lazari Investments

Project:

Greater London House, Asos

Title:

Site Accessibility Plan

| | | | | | |
|---------|-----------|-----------|---------|-------------|-----|
| Job No: | 16/3240 | Drawn By: | JLM | Checked By: | PJB |
| Date: | July 2016 | Plan No: | Plan 02 | Rev: | - |

APPENDIX A



How it Works

- Locate a bicycle
- Ride it
- Return it to a docking station

(Map of Docking Stations: <http://www.tfl.gov.uk/modes/cycling/santander-cycles/find-a-docking-station?intcmp=2321>)

Bicycles are available 24 hours a day. It's self-serve and there's no requirement for booking

Minimum age for buying access is 18 years old / Minimum age for use is 14 years old

Costs

Costs are the same for casual users and members

You pay an access fee (for the right to hire the bicycle) and a usage fee (dependant on the amount of time you've got it)

For journeys under 30 minutes, all you pay is the access fee

Access can be bought at any docking station using a credit or debit card or online

Usage charges are debited from your account at the end of your access period or if you have annual access on a monthly basis or every time your usage charge reaches £50

Access Fees

24 hours = £2

7 days = £10 (£1.43 a day)

Annual = £90 (25p a day) – members only (registration online)

Usage Fees

Up to thirty minutes = FREE

Up to an hour = £1

Up to an hour and a half = £4

Up to two hours = £6

Up to two and half hours = £10

Up to three hours = £15

Up to six hours = £35

Up to twenty four hours (maximum) = £50

Potential Problems

If there are no cycles at the docking station

- use the terminal map to identify alternative docking stations nearby, there also websites and mobile phone apps which can be used to obtain this information

If the docking station is full

- swipe your key, credit or debit card to prove you are at the docking station then use the terminal map to see where there are free docking points , you will get 15 minutes extra time to cycle to another docking station

Parking a cycle

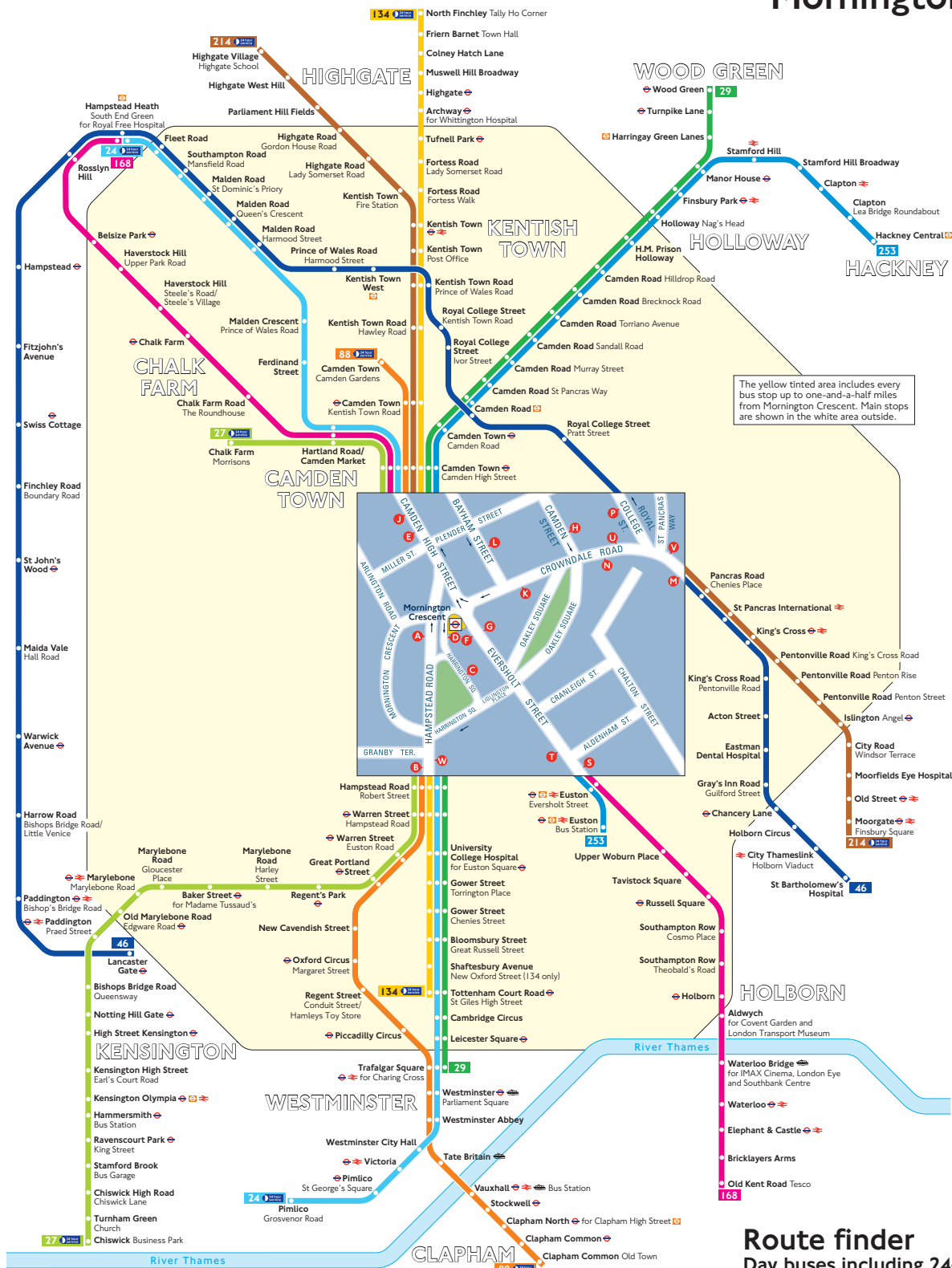
- you can only leave your cycle at a docking station, do not leave it unattended anywhere else (late return fee = £150 / non return fee = £300)
- always return it to a docking point that has got no lights on and push it firmly into place, wait until the light turns green to ensure the cycle's put back properly or you will continue to be charged

More information is available at: <http://www.tfl.gov.uk/roadusers/cycling/14808.aspx>



APPENDIX B

Buses from Mornington Crescent



Key

- Connections with London Underground
- Connections with London Overground
- Connections with National Rail
- Connections with river boats

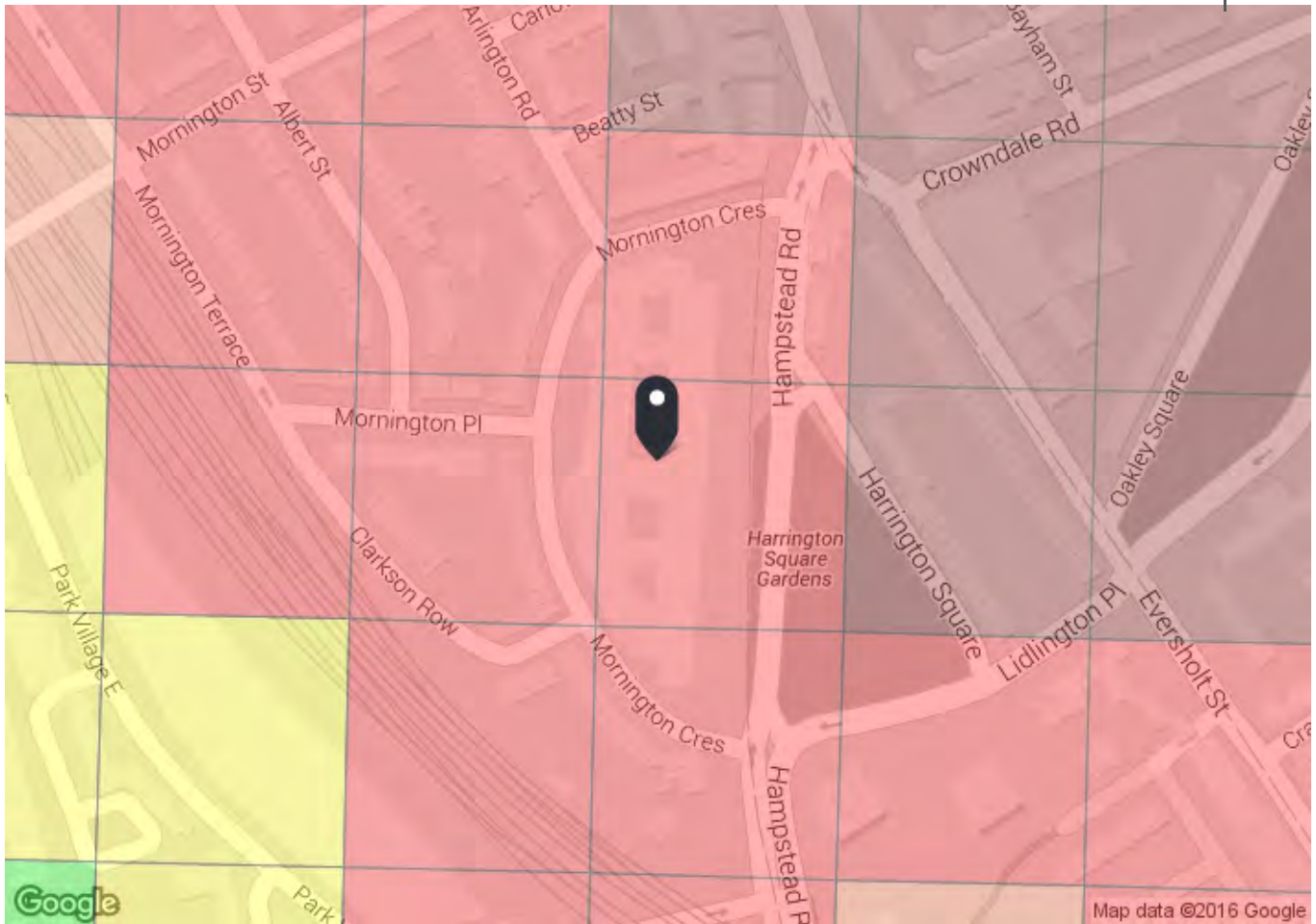
Red discs show the bus stop you need for your chosen bus service. The disc **A** appears on the top of the bus stop in the street (see map of town centre in centre of diagram).

Route finder

Day buses including 24-hour services

| Bus route | Towards | Bus stops |
|------------|---------------------------|----------------|
| 24 | Hampstead Heath | A B J |
| | Pimlico | C W |
| 27 | Chalk Farm | A B J |
| | Chiswick Business Park | D W |
| 29 | Trafalgar Square | C W |
| | Wood Green | A B J |
| 46 | Lancaster Gate | M P |
| | St Bartholomew's Hospital | H U V |
| 88 | Camden Town | A B E |
| | Clapham Common | D W |
| 134 | North Finchley | A B E |
| | Tottenham Court Road | C W |
| 168 | Hampstead Heath | F J T |
| | Old Kent Road | G S |
| 214 | Highgate Village | E K M N |
| | Moorgate | L U V |
| 253 | Euston | G S |
| | Hackney Central | F J T |

APPENDIX C



PTAL output for 2011 (Base year)
6a

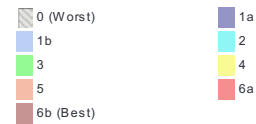
Greater London house, Kings Cross, London NW1, UK

Easting: 529120, Northing: 183261


Grid Cell: 94562

Report generated: 05/07/2016

Map key - PTAL



Map layers

 PTAL (cell size: 100m)

Calculation Parameters

| | |
|--|---------|
| Day of Week | M-F |
| Time Period | AM Peak |
| Walk Speed | 4.8 kph |
| Bus Node Max. Walk Access Time (mins) | 8 |
| Bus Reliability Factor | 2.0 |
| LU Station Max. Walk Access Time (mins) | 12 |
| LU Reliability Factor | 0.75 |
| National Rail Station Max. Walk Access Time (mins) | 12 |
| National Rail Reliability Factor | 0.75 |

Calculation data

| Mode | Stop | Route | Distance (metres) | Frequency(vph) | Walk Time (mins) | SWT (mins) | TAT (mins) | EDF | Weight | AI |
|------|-------------------------|-----------------------|-------------------|----------------|------------------|------------|------------|------|--------|------|
| Bus | CAMDEN TOWN STATION | 31 | 581.25 | 10 | 7.27 | 5 | 12.27 | 2.45 | 0.5 | 1.22 |
| Bus | MORNINGTON CRESCENT STN | 24 | 91.61 | 10 | 1.15 | 5 | 6.15 | 4.88 | 0.5 | 2.44 |
| Bus | MORNINGTON CRESCENT STN | 134 | 91.61 | 12 | 1.15 | 4.5 | 5.65 | 5.31 | 0.5 | 2.66 |
| Bus | MORNINGTON CRESCENT STN | 29 | 91.61 | 15 | 1.15 | 4 | 5.15 | 5.83 | 1 | 5.83 |
| Bus | MORNINGTON CRESCENT STN | 88 | 91.61 | 9 | 1.15 | 5.33 | 6.48 | 4.63 | 0.5 | 2.32 |
| Bus | MORNINGTON CRESCENT STN | 27 | 91.61 | 8 | 1.15 | 5.75 | 6.9 | 4.35 | 0.5 | 2.18 |
| Bus | E'SHOLT S CROWDALE CENT | 168 | 234.43 | 9 | 2.93 | 5.33 | 8.26 | 3.63 | 0.5 | 1.82 |
| Bus | E'SHOLT S CROWDALE CENT | 253 | 234.43 | 12 | 2.93 | 4.5 | 7.43 | 4.04 | 0.5 | 2.02 |
| Bus | CROWDALE RD BAYHAM ST | 214 | 291.76 | 8 | 3.65 | 5.75 | 9.4 | 3.19 | 0.5 | 1.6 |
| Bus | CAMDEN ST CROWDALE RD | 46 | 505.8 | 6 | 6.32 | 7 | 13.32 | 2.25 | 0.5 | 1.13 |
| Bus | PRATT STREET | C2 | 487.22 | 8 | 6.09 | 5.75 | 11.84 | 2.53 | 0.5 | 1.27 |
| Bus | PRATT STREET | 274 | 487.22 | 7.5 | 6.09 | 6 | 12.09 | 2.48 | 0.5 | 1.24 |
| LUL | Camden Town | 'Edgware-Morden' | 735.91 | 9 | 9.2 | 4.08 | 13.28 | 2.26 | 0.5 | 1.13 |
| LUL | Camden Town | 'Morden-HighBarnet' | 735.91 | 14.67 | 9.2 | 2.79 | 11.99 | 2.5 | 0.5 | 1.25 |
| LUL | Camden Town | 'Morden-MillHillE' | 735.91 | 4 | 9.2 | 8.25 | 17.45 | 1.72 | 0.5 | 0.86 |
| LUL | Camden Town | 'HighBarnet-Morden' | 735.91 | 0.33 | 9.2 | 91.66 | 100.86 | 0.3 | 0.5 | 0.15 |
| LUL | Camden Town | 'MillHillE-Kenningt' | 735.91 | 1.67 | 9.2 | 18.71 | 27.91 | 1.07 | 0.5 | 0.54 |
| LUL | Mornington Crescent | 'Morden-Edgware' | 205.2 | 4.67 | 2.57 | 7.17 | 9.74 | 3.08 | 0.5 | 1.54 |
| LUL | Mornington Crescent | 'Kennington-Edgware' | 205.2 | 14.67 | 2.57 | 2.79 | 5.36 | 5.6 | 1 | 5.6 |
| LUL | Mornington Crescent | 'HighBarnet-Kenningt' | 205.2 | 5.33 | 2.57 | 6.38 | 8.94 | 3.35 | 0.5 | 1.68 |
| LUL | Mornington Crescent | 'MillHill-Morden' | 205.2 | 1.67 | 2.57 | 18.71 | 21.28 | 1.41 | 0.5 | 0.7 |

Total Grid Cell AI: 39.16

APPENDIX D

iTRACE Workplace Travel Plan Pro-forma

| | 1 st | 2 nd | 3 rd |
|-----------------|----------------------|----------------------|----------------------|
| Submission Date | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Organisation Information

Business/Org Name

Business Activity (*select only one*)

- | | |
|--|---|
| <input type="checkbox"/> Bingo | <input type="checkbox"/> Light industry |
| <input type="checkbox"/> Bowling | <input type="checkbox"/> Nightclub |
| <input type="checkbox"/> Cinema | <input type="checkbox"/> Office |
| <input type="checkbox"/> Day nursery | <input type="checkbox"/> Other |
| <input type="checkbox"/> Property Developer | <input type="checkbox"/> Public House |
| <input type="checkbox"/> Financial & Professional Services | <input type="checkbox"/> Residential |
| <input type="checkbox"/> Garden centre | <input type="checkbox"/> Residential care |
| <input type="checkbox"/> General industry | <input type="checkbox"/> Restaurant (min 25 cap.) |
| <input type="checkbox"/> Golf courses | <input type="checkbox"/> Retail park |
| <input type="checkbox"/> Health centre | <input type="checkbox"/> Retail warehouse |
| <input type="checkbox"/> Health Clubs and Sports | <input type="checkbox"/> School |
| <input type="checkbox"/> Hospital | <input type="checkbox"/> Storage & distribution |
| <input type="checkbox"/> Hostel | <input type="checkbox"/> Supermarket |
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Take-Away/Fast Food |
| <input type="checkbox"/> Leisure Complex | |

Site Information

Address

Post Code

Land Use (*select only one*)

- | | |
|---|---|
| <input type="checkbox"/> Assembly and Leisure | <input type="checkbox"/> Hotels |
| <input type="checkbox"/> Business | <input type="checkbox"/> Non Residential Institutions |
| <input type="checkbox"/> Dwellinghouses | <input type="checkbox"/> Residential Institutions |
| <input type="checkbox"/> Financial or Professional Services | <input type="checkbox"/> Shops |
| <input type="checkbox"/> Food and Drink | <input type="checkbox"/> Storage or Distribution |
| <input type="checkbox"/> General Industrial | |

Gross Site Area

m²

Net Site Area

m²

Contact Information

TP Coordinator Name

Job Title

Email

Tel

Fax

Planning Information

Application No.

Date of Occupancy

Actual ☐ or Proposed ☐Please specify if the date of Occupation for the site in question is *actual* or *proposed*.

Targets

- Any Targets based on 'Modal Shift', to be included in a Travel Plan, should be provided as 'Percentage Point Change' Targets.
e.g. – increase the current level of cycling by 5% (Percentage Points) by 01/09/2008
= if 10% of staff currently cycle to work and a 5% (percentage point) increase is achieved by/or before 01/09/2008 then overall 15% of staff will be cycling to work.
In actual figures that can be shown as – from a total of 100 staff, if 10 currently cycle, a 5%age point increase would equate to 15 people cycling

NOTE: These targets should be determined by the information gathered from the 'BASELINE' survey and should 'demonstrate ambition'.

| Target Type | Target % Change | Target Date | Target Required | Date Required |
|----------------------------|-----------------|-------------|--------------------------|---------------|
| SELECT FROM DROP-DOWN LIST | +/- | | <input type="checkbox"/> | |
| SELECT FROM DROP-DOWN LIST | +/- | | <input type="checkbox"/> | |
| SELECT FROM DROP-DOWN LIST | +/- | | <input type="checkbox"/> | |
| SELECT FROM DROP-DOWN LIST | +/- | | <input type="checkbox"/> | |
| SELECT FROM DROP-DOWN LIST | +/- | | <input type="checkbox"/> | |
| SELECT FROM DROP-DOWN LIST | +/- | | <input type="checkbox"/> | |
| SELECT FROM DROP-DOWN LIST | +/- | | <input type="checkbox"/> | |
| SELECT FROM DROP-DOWN LIST | +/- | | <input type="checkbox"/> | |

If more targets are required, please duplicate this page

- When individual 'Modal Shift Targets' are not provided, an overall target of 'Total Percentage of Employees travelling by car (as driver)' by a defined date, will suffice.
e.g. - no more than 40% of all staff will travel to work by car (as driver) by 2010.

| | | |
|--------------|--|--|
| | Target % by Car | Date Required (MM/YYYY) |
| Threshold 1: | <input style="width: 100px;" type="text" value="%"/> | <input style="width: 100px;" type="text"/> |
| Threshold 2: | <input style="width: 100px;" type="text" value="%"/> | <input style="width: 100px;" type="text"/> |
| Comments: | <div style="border: 1px solid black; height: 60px; width: 300px;"></div> | |

Generic Site/Organisation Survey

| | | | |
|---|--|-----------------------------------|--|
| Total No. of Employees | <input type="text"/> | No. Car Club Members | <input type="text"/> |
| No. Car Spaces* | <input type="text"/> | Fuel Efficient Vehicles | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| No. Motorcycle Spaces | <input type="text"/> | No. Fuel Eff. Vehicles | <input type="text"/> |
| No. Bicycle Spaces | <input type="text"/> | Fuel Eff. Freight Vehicles | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| No. Disables Spaces | <input type="text"/> | No. Fuel Eff. Freight Vehicles | <input type="text"/> |
| No. HGV Spaces | <input type="text"/> | Flexible Working | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Car Share Program | <input type="checkbox"/> Yes <input type="checkbox"/> No | Home Working | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| No. of Car Share Members | <input type="text"/> | Shower Facilities | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Taxi Service (GRH**) <input type="checkbox"/> Yes <input type="checkbox"/> No | | Locker Facilities | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Car Club <input type="checkbox"/> Yes <input type="checkbox"/> No | | Travel Card Subsidy | <input type="checkbox"/> Yes <input type="checkbox"/> No |

* *not including disabled spaces*

GRH** - *Guaranteed Ride Home*

Baseline Modal Survey – Main Mode

| | | | |
|--------------------------|--|-----------|--|
| Car (driver alone) | | Tube | |
| Car (driver with others) | | Rail | |
| Car (as passenger) | | Bike/Rail | |
| Motorcycle | | Bicycle | |
| Bus | | Foot | |
| Tram | | Other | |

Model Survey response requires actual figures to allow input into iTRACE:
e.g. 78 people travel to the site by Bus (Not percentages!)

END OF DOCUMENT

APPENDIX E

ATTrBuTe

| | |
|--|--|
| Travel plan name | Greater London House, ASOS |
| Planning application reference number | |
| Name of travel plan author | Rachel Rombough |
| Email address of travel plan author | r.rombough@rgp.co.uk |
| Telephone number of travel plan author | 01483 861681 |
| Name of travel plan assessor | Rachel Rombough |
| Job title/role of travel plan assessor | |
| Plan Type | Local level Full Travel Plan (occupiers known) |

| |
|--|
| |
|--|

| | | |
|---|------|-----|
| The development | | 3/3 |
| Does the travel plan include a) full address of the development? b) contact details for the person responsible for preparing the travel plan? | NONE | 2 |
| Does the travel plan include details of the number of users expected on site (including employees, residents, deliveries and visitors)? | NONE | 1 |
| 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? | NONE | 2 |
| Site assessment | | 5/5 |
| 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? | NONE | 5 |
| Surveys | | 2/3 |
| Are iTRACE (or TRAVL where specified by the borough)-compliant site user travel surveys proposed? | NONE | 1 |
| Are appropriate freight surveys proposed? | NONE | 0 |
| Is a baseline modal split (actual trip numbers and percentage of all trips) estimated for the site? | NONE | 1 |
| Objectives | | 3/3 |
| 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? | NONE | 3 |
| Targets | | 2/2 |
| Are there targets linking directly to each objective? | NONE | 1 |
| Have targets been set for three and five years after occupation? | NONE | 1 |

| | | |
|---|------|-----|
| TP Co-ordinator | | 3/3 |
| Has a travel plan co-ordinator been identified or is there agreement upon when a co-ordinator will be in place? | NONE | 1 |
| Have the travel plan co-ordinator roles and responsibilities been made clear; and is the amount of time they will spend on the plan sufficient? | NONE | 2 |
| Measures | | 7/8 |
| To what extent do the measures... a) support the objectives of the travel plan? b) reflect the context of the site? | NONE | 6 |
| Is an action plan provided which includes... a) short / medium / long term actions? b) timescales and responsibilities? | NONE | 1 |
| Monitoring | | 2/2 |
| Is a clear monitoring programme that adheres to the standardised approach included? | NONE | 1 |
| Is it clear who is responsible for monitoring? | NONE | 1 |
| Securing and enforcement | | 1/1 |
| Is it clear how the travel plan will be secured? | NONE | 1 |
| Funding | | 6/6 |
| Has a sufficient budget been set for the... a) travel plan co-ordinator post? b) measures? c) monitoring programme? | NONE | 3 |
| Have funding streams been identified for the... a) travel plan co-ordinator post? b) measures? c) monitoring programme? | NONE | 3 |
| Total - PASS | | 36 |