



125 Shaftesbury Avenue

Framework Travel Plan

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This document has been prepared and checked in accordance with
Waterman Group's IMS (BS EN ISO 9001: 2008, BS EN ISO 14001: 2004 and BS OHSAS 18001:2007)

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Comments



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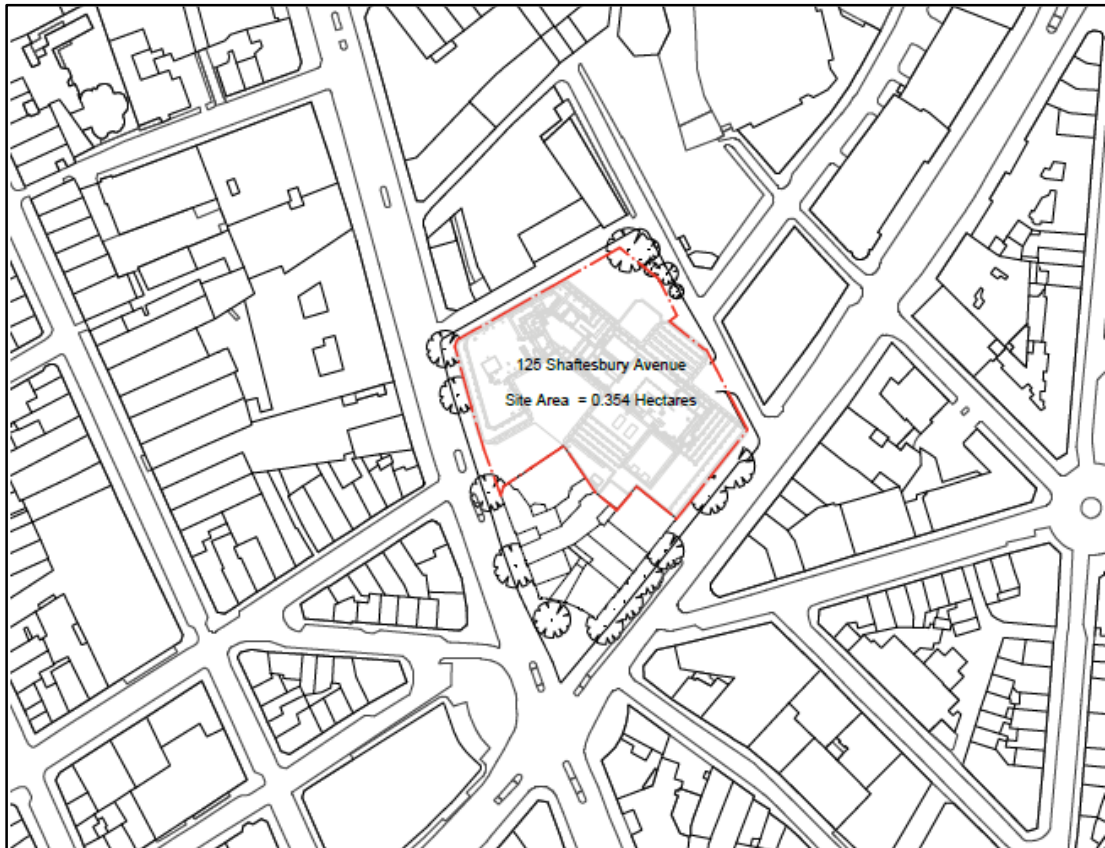
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1. Introduction

Appointment

- 1.1. This Travel Plan (TP) was prepared by Waterman Infrastructure & Environment on behalf of Almacantar Shaftesbury s.a.r.l. in support of a planning application for the refurbishment and extension of 125 Shaftesbury Avenue (the 'Site'), located within the London Borough of Camden (LBC).
- 1.2. This TP has been prepared in general accordance to Transport for London's (TfL's) Guidance 'Planning for new developments'. Given that the Occupiers of the Development are unknown, a Framework TP has been prepared.
- 1.3. This Report is a 'living document' which will be actively promoted with employees and visitors and will be reviewed and revised over time in consultation with LBC.
- 1.4. 125 Shaftesbury Avenue currently comprises of office and retail land uses. The Site is bounded by Shaftesbury Avenue to the south, Stacey Street to the east, Phoenix Street to North and Charing Cross Road to the West
- 1.5. A Site location plan is provided on **Figure 1**.

Figure 1 Site Location Plan



- 1.6. The Site contains a basement car park accommodating 21 marked car parking bays of which 15 are regularly in use for parking and is accessed via a two-way ramp from Stacey Street. The Site's existing service yard is also accessed from Stacey Street.

Development Proposals

- 1.7. The development proposals consist of the remodelling, refurbishment and extension of existing office and retail building (Class B1/A1/A3/Sui Generis), including terraces, a new public route, a relocated office entrance (Charing Cross Road), rooftop plant and flexible retail uses (Classes A1/A3), along with associated highway, landscaping and public realm improvements. Excluding the plant, servicing and back of house (BoH) areas in the basement and on floor 7 the proposed building would comprise:
- 26,013m² GEA B1 office land use; and
 - 2,138m² GEA A1/A3 non-food retail) – five retail land uses (these figures exclude plant, servicing and back of house areas).
- 1.8. The proposed works would result in a slight increase in the building footprint and an uplift of 9,259m² GEA of office space and a reduction in 1,371 m² of retail space again excluding plant servicing and BoH areas in the basement and on floor 7. These areas have been excluded as they do not contribute to the trip generating areas of the building. The GEA figures have been used in this document as they are required for the trip generation and cycle parking calculations as detailed in the TA.
- 1.9. An important feature of the proposed Development is the re-introduction of a pedestrian link between Stacey Street and Charing Cross Road, on the line of the historic street pattern that was interrupted by the construction of the current building.
- 1.10. The current basement car parking would be removed with the exception of two parking spaces (a lease requirement) and a delivery space. This allows cycle parking to be provided to exceed Camden's policy requirements and plant space. The design requires moving the servicing bay northwards, however servicing access would be maintained from Stacey Street.
- 1.11. The TA gives further details of the person and servicing trip generations of the site. At this stage it is not known whether the development would contain one office Occupier, or multiple Occupiers. For the purpose of this TP it is assumed that there will be multiple Occupiers.

General Strategy

- 1.12. This TP, which has been prepared on a framework basis, outlines the general strategy for managing multi-modal access to the Site whilst focusing on promoting access by sustainable modes.
- 1.13. Whilst the majority of employees and visitors would travel to/from the Site by public transport and other sustainable modes, it may be appropriate to place a greater emphasis on the encouragement of walking and cycling as these modes bring environmental and health benefits and can reduce the reliance on taxis for local travel.
- 1.14. The aim of this TP is to provide all occupiers, employees and visitors with the information they need to make sustainable travel choices easier from the outset, before travel habits become entrenched.

- 1.15. The TP will ensure a continuous process involving monitoring, review and revision to ensure it remains relevant to those using the Site.
- 1.16. Whilst preparing this TP, reference has been made to the following;
- National Planning Policy Framework (March 2012);
 - Good Practice Guidelines: Delivering TPs through the Planning Process (Draft, 2009);
 - The London Plan (July 2016);
 - TfL's Guidance 'Travel Planning for New Development in London: Incorporating Deliveries and Servicing' (February 2011); and
 - London Borough of Camden Development Policy Document (2010).

2. Planning Policy

National Policy and Guidance

National Planning Policy Framework (March 2012)

- 2.1. National policy with regard to Travel Plan (TP) is contained within National Policy Guidance published in March 2012. This document supersedes all Planning Policy Guidance Notes (PPGs) and Statements (PPSs).
- 2.2. The Framework supports the provision of TPs to manage demand and the provision of sustainable facilities on site to reduce the need to travel where practical. A key tool to facilitate this will be a TP. All developments which generate significant amounts of movement are required to provide a TP.

Good Practice Guidelines: Delivering Travel Plans through the Planning Process (DfT, 2009)

- 2.3. The DfT guidelines are intended to assist all stakeholders, in both the public and private sectors, to secure an effective policy framework, determine when a TP is required, how it should be prepared and what it should contain within the context of an integrated planning and transport process. They also set out how TPs should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process.
- 2.4. The document comprises technical guidelines and does not set out any new policy or legal requirements.
- 2.5. It recognises that the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a site, minimise the impact of developments on the transport infrastructure and help to reduce CO₂.
- 2.6. TPs are important for major new developments in order to:
 - support increased choice of travel modes;
 - promote and achieve access by sustainable modes;
 - respond to the growing concern about the environment, congestion, pollution and poverty of access; and
 - Promote a partnership between the authority and the developer in creating and shaping 'place'.

Regional policy and guidance

The London Plan (July 2016)

- 2.7. The Mayor's spatial development strategy, known as the London Plan. It is an integrated social, economic and environmental framework for the future development of London. It provides the London-wide context within which individual London Boroughs must set their local planning policies
- 2.8. The London Plan was published in March 2011 but also includes later adopted alterations which include Revised Early Alterations to the London Plan (REMA), 2013, Further Alterations to the London Plan (FALP), 2015, and Minor Alterations to London Plan (MALP), 2016.
- 2.9. The Plan identifies TPs as an implementation tool that can be used to deliver the plan. TPs for major developments should give details of proposed measures to improve non-car based access, reduce parking and mitigate adverse transport impacts in terms of reducing emissions by promoting alternatives to the car.
- 2.10. Policy 6.3 states that “*Workplace and/or residential travel plans should be provided for planning applications exceeding the thresholds in, and produced in accordance with, the relevant TfL guidance*”.

Travel Planning for New Development in London: Incorporating Deliveries and Servicing (February 2011)

- 2.11. The level of TP required should be considered in the context of a range of circumstances. Thresholds set out in the Table 1 below determine the requirement for the type of TP.

Table 1 Development Scale Thresholds for a TP

Land Use	Local Level TP	Strategic Level TP
Office (B1)	More than 20 staff, less than 2,500m ²	Equal or more than 2,500m ²
Food/non –food retail	More than 20 staff but less than 1,000m ²	Equal or more than 2,000m ²

- 2.12. Strategic-level TPs relate to larger developments and are required to be ATTrBUTE compliant. ATTrBUTE is a common framework used in London by TfL and Local Authorities to evaluate and ensure that all elements of the TP are included.
- 2.13. In accordance with the above policy a strategic TP has been produced for the Site. As stated in Section 1, the results of the ATTrBUTE test are contained in **Appendix A** and demonstrate that this TP is compliant.

Local Policy

London Borough of Camden – Camden Development Policies Document

- 2.14. The Camden Development Policies Document sets out the detailed planning policies that the council will use when determining application for planning permission to achieve the vision and objectives of the core strategy. It forms part of LB Camden's Local Development Framework. The Camden Development Policies Document was adopted in 2010.

- 2.15. Policy DP16 requires travel plans to be submitted for developments that require a Transport Assessment as a way to mitigate the transport impact of a development.

Policy Summary

- 2.16. A Strategic Level TP has been prepared for the Site in accordance to TfL's guidance and is ATTrBuTE compliant. Further details are provided in **Appendix A**.
- 2.17. This TP has been developed in accordance with national, regional and local policy.

3. Site Accessibility

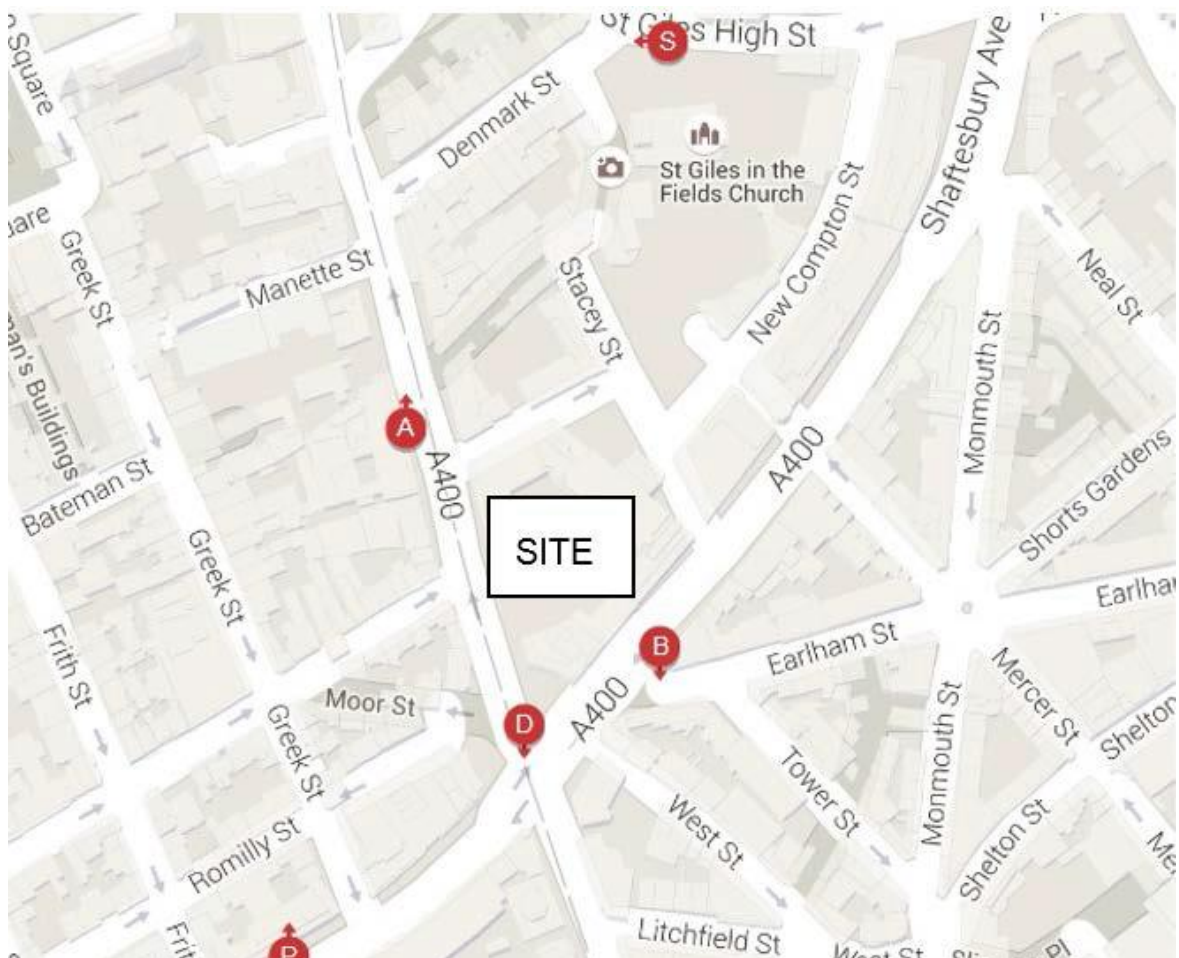
PTAL

- 3.1. A Site-specific Public Transport Accessibility level (PTAL) calculation has been undertaken by TfL based on public transport service frequencies during the AM peak period between 08:15 and 09:15. The PTAL has been calculated for a central point of interest (POI) within the Site and the value has been determined to be **Level 6b**, which equates to an 'Excellent' level of public transport accessibility, which is the highest achievable rating.

Bus Services

- 3.2. The site has good access to several bus routes. Bus routes 14, 19 and 38 can be accessed from bus stops B and D as shown on **Figure 2**, these bus stops are located within 1 minutes' walk from the Site along Shaftesbury Avenue. Several other bus stops are within a short walk of the Site. **Figure 3** shows the location of the nearby bus stops to the Site.

Figure 2 Location of nearby bus stops to the Site



- 3.3. TfL guidance recommends the maximum catchment area to access bus services is 640 metres which corresponds to an 8-minute walk. A summary of the all bus services that can be accessed within a 640 metre walk are shown in **Table 2** below

Table 2 Bus Service Summary Table

Bus Route	Route summary	Operating Time		Buses per hour		
		First	Last	AM peak	Off-peak	PM peak
1	Canada Water – Elephant & Castle - Waterloo – Tottenham Court Road	24 hour		8	7.5	7.5
8	Bow Church – Bank – Oxford Circus	24 hour*		10	9	10
10	Hammersmith – Oxford Circus – Kings Cross	24 hour		7	7	7
14	Putney – South Kensington – Tottenham Court Road	24 hour		13	9	9
19	Clapham Junction – Tottenham Court Road – Finsbury Park	24 hour*		8	8	8
24	Hampstead Heath – Warren Street Station - Pimlico	24 hour		9	9	9
25	Ilford – Bank – Oxford Circus	24 hour		8	8	8
29	Wood Green – Camden Town – Trafalgar Square	24 hour*		15	12	12
38	Victoria to Clapton Pond Victoria to Hackney	24 hour*		10 18	10 18	10 18
55	Leyton – Old Street – Oxford Circus	24 hour*		10	10	10
73	Stoke Newington – Islington – Kings Cross - Victoria	24 hour*		18	12	18
98	Willesden – Edgware Road – Tottenham Court Road	24 hour*		9	9	9
134	North Finchley – Archway – Camden Town – Shaftesbury Avenue	24 hour		12	9	12
171	Hither Green – Peckham – Camberwell – Tottenham Court Road	24 hour*		7.5	7.5	7.5
176	Penge – Camberwell – Waterloo – Tottenham Court Road	24 hour		8.5	7.5	8.5
242	Homerton – Shoreditch – Bank - Holborn	24 hour		6.5	8	8
390	Archway – Euston – Tottenham Court Road – Notting Hill	24 hour		8	7.5	7.5
Total Bus service				178	161	172

Underground and National Rail Services

- 3.4. The Site has good access to nearby London Underground and National Rail services. Tottenham Court Road Underground station is the closest station, being a little over 300 metres from the Site linking to the central and northern lines. This station in the future will have a link to the Elizabeth line also known as Crossrail. Also relatively close by are, Covent Garden, Leicester Square, and Piccadilly Circus Stations.
- 3.5. TfL guidance recommends the maximum catchment area to access London Underground and National Rail services is 960 metres which corresponds to a 12-minute walk. A summary of the all London underground services that can be accessed within a 960 metre walk are shown in **Table 3**.

Table 3 London Underground Summary Table

Station	Distance from Site	Services	Route	AM trains per hour
Tottenham Court Road	307	LUL Central Line	Ealing Broadway or West Ruislip to Epping or Hainault	32
		LUL Northern Line	Morden to Edgware, High Barnet or Mill Hill East	23
		Elizabeth Line	Reading to Shenfield or Abbey Wood	Up to 24 in central section
Covent Garden	345	LUL Piccadilly Line	Heathrow Airport or Uxbridge to Cockfosters	23
Leicester Square	383	LUL Northern Line	Morden to Edgware, High Barnet or Mill Hill East	23
		LUL Piccadilly Line	Heathrow Airport or Uxbridge to Cockfosters	23
Piccadilly Circus	710	LUL Bakerloo Line	Elephant and Castle to Harrow & Wealdstone	22
		LUL Piccadilly Line	Heathrow Airport or Uxbridge to Cockfosters	23

*Tottenham court road station will also have access to the Elizabeth Line

- 3.6. In the above table, the number of trains per hour are for between 08:00 and 09:00 in busiest direction. All frequency data has been taken from TfL's website.
- 3.7. There is one national rail station located within the recommended catchment area (960 metres of the Site), Charing Cross Station, which links with the London Underground Northern Line. This station is located 763 metres to the south of the Site, which is an approximate 10-minute walk and provides services to south-eastern parts of London as well as Ashford, Tunbridge Wells, Dartford, Gravesend, Gillingham, Hayes, Sevenoaks, Hastings, Dover and Ramsgate. During the peak

hours, Charing Cross Railway Station is served by 24 trains per hour. Other London Railway terminals are also available via the London Underground network.

Pedestrian Environment

- 3.8. Walking is the primary mode of transport for a significant proportion of the existing visitors to the Site. In addition, the vast majority of local public transport service person trips need to be completed on foot and as such it is important that the Site is fully accessible by this mode.
- 3.9. The Site has good quality footways along its highway frontages. The footways form part of the safe pedestrian routes between the Site and bus stops and rail transport stations to access local services.
- 3.10. Shaftesbury Avenue and Charing Cross Road have relatively wide pedestrian footway on either side of their carriageway. Stacey Street and Phoenix Street have narrower footways, but still moderately wide pedestrian footways on either side of their carriageway. The footway on Phoenix Street are at the same level of the carriageway, which aids pedestrians crossing Phoenix Street and assist in the pedestrian demand generated by the theatre but are protected by bollards.
- 3.11. A signalised pedestrian crossing is located adjacent to the Site on Charing Cross Road, facilitating convenient pedestrian crossing across Charing Cross Road and proposals exist for extending this crossing.
- 3.12. A Site visit during the PM peak hour showed that there is a high utilisation of the footpaths on Charing Cross Road and Shaftesbury Avenue and low utilisation of the footpaths along Phoenix Street and Stacy Street. However, given the wide width of the footpaths there is capacity on the footpaths to accommodate more pedestrians.
- 3.13. There is good pedestrian signage to 125 Shaftesbury Avenue. There are legible London signs located on the footpath of the south-eastern and north-eastern corners of Cambridge Circus that provide directions to the Site.

Cycle Accessibility

- 3.14. The Site has good access to a network of cycle routes. Signed cycle routes include Charing Cross Road, Moor St, West Street and Tower Street, all of which are adjacent or in close proximity of the Site. These signed cycle routes link the Site to other parts of Central London including the City of London, Waterloo, London Bridge, Kings Cross and Kensington. Further details are given in the Transport Assessment and Appendix B.
- 3.15. There are 4 Sheffield cycle stands located on the footpath on Stacey Street, providing parking for 8 bicycles.
- 3.16. TfL Santander Cycle Hire docking stations are located close to the Site on Moor Street and Frith Street. Moor Street docking station has docking space for 15 bicycles while the Frith Street docking station has docking space for 14 bicycles.

4. Travel Plan Objectives and Benefits

Benefits

4.1. The benefits of the TP are as follows: -

- By encouraging walking and cycling to work it will provide opportunities to build healthy exercise into daily life;
- The local community can enjoy lower pollution levels, reduced congestion, reduced journey times, improved public transport services, energy savings and reduced overspill parking in residential areas; and
- The environment generally can benefit from improved air quality, less noise, and reduced impact of other national and global environmental problems such as global warming.

4.2. The TP is not designed to deny the freedom of mode choice, rather it seeks to resolve and relieve congestion, help to improve air quality and reduce the need for parking, which has been substantially reduced in this development. Through a range of initiatives, the TP will help employees to manage their travel needs and increase the range of travel options by which the Site can be accessed.

Objectives

4.3. TfL's guidance document entitled *Travel Planning for New Development in London* (February 2011), identifies that the objectives and targets set out within the TP, should be based on trip rates and modal splits agreed in the Transport Assessment.

4.4. They should include targets to reduce single occupancy vehicle trips but should also consider and relate to targets specified in the Mayor's Transport Strategy (e.g. to increase cycling). In addition, they should support objectives set out in a Borough's local policy documents.

4.5. The objectives of the TP are to: -

- Ensure the Site is accessible to all and respects the needs of vulnerable groups such as those with mobility problems;
- Minimise the impact of congestion, noise and pollution;
- Where appropriate, reduce the need for unnecessary travel and ensure that those that do have to travel do so in a way that is sustainable;
- Promote the use of public transport, motorcycles, car sharing, walking and cycling when getting to and from the Site;
- Minimise delivery vehicle trips by appropriate scheduling and/or wherever practical with emission reduction initiatives;
- Reduce the environmental impact of travel demand and encouraging environmentally friendly behaviour; and
- Influence the travel behaviour of visitors.

4.6. The Developer will prepare a 'Travel Information Pack' highlighting the objectives and philosophy of the TP. Information showing sustainable modes of travel to the Site will be provided within this

Pack, including bus and rail timetables. Details regarding local car share schemes and cycle docking stations will also be included in this Pack.

- 4.7. This Travel Information Pack will be accessible to all occupiers and employees at occupation of the Site, generally through the internet.

5. Travel Plan Management

Introduction

- 5.1. This Chapter sets out the key roles responsible for managing the implementation, operation and monitoring of the TP. Specific roles and responsibilities required to manage the scheme are discussed in turn.

Travel Plan Co-ordinator

- 5.2. The Developer will appoint a site-wide TP Co-ordinator (TPC) to take responsibility for the development, funding and management of the TP. The TPC role for the Site will be fulfilled by a nominated employee of the on-site management company or a consultant and this person will be the main contact for the travel. The appointment of an appropriate TPC will be made prior to occupation of the Site. The Developer will give details of the named TPC to LBC within 3 month of appointment.
- 5.3. The Developer will ensure that the TPC will be provided with resources to implement the TP. Their role will include the responsibilities set out below;
- Overseeing the development and implementation of the TP and for promoting the objectives and benefits of the TP;
 - Designing and implementing effective marketing and awareness raising campaigns to promote the TP;
 - Co-ordinating the necessary data collection required to develop the TP, which includes arranging for a Travel Survey (discussed in Section 6) to be carried out to establish travel patterns at the Site and devising possible incentives for occupiers, employees and visitors to complete and return their questionnaires;
 - Collation of all the Travel Survey information and entering it onto a database to help identify travel requirements and set targets for reducing single occupancy car trips and increasing sustainable travel modes;
 - Co-ordinating the monitoring programme of the TP and producing Monitoring Reports and where necessary revising TP targets (as discussed in Section 6);
 - Acting as a point of contact for all occupiers, employees and visitors requiring information in relation to sustainable travel as well as for exchanging ideas and best practice with other organisations;
 - Arranging regular forums with the Occupier's TP representatives to discuss and share information relating to the TP;
 - Liaising with public transport operators;
 - Updating the Travel Information Pack annually, where appropriate; and
 - Administration of the TP, which involves the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties are permanent for the duration of the plan.

Travel Plan Management

- 5.4. The Developer will request that each Occupier appoints a Travel Plan Representative (TRP) within 3 months of occupation of the Site and their contacts details will be passed onto LBC within 1 month of appointment of the TPC.
- 5.5. The Occupier's TPR for each company will be responsible for :-
- Obtaining the most up-to-date information relating to site-wide measures and initiatives from the TPC and passing this on to all employees;
 - Delivering measures and initiatives aimed specifically at the Occupier;
 - Highlighting the objectives and philosophy of the TP to all their employees;
 - Obtaining and maintaining commitment and support from senior managers, staff etc;
 - Acting as a point of contact for all employees requiring information in relation to the TP as well as for exchanging ideas and best practice with the TPC;
 - Making employees aware of the Travel Survey requirements and organizing the necessary data collection in association with the TPC; and
 - Liaising with the TPC to agree targets for promoting healthier travel.
- 5.6. The TPR's role does not need to be full-time and can be carried out alongside an employee's existing job. They will work closely with the TPC to ensure a coordinated approach to travel planning for the Site as a whole. The staff member appointed will need to be at a senior enough level to effectively communicate with management within their organisation regarding the Travel Plan.
- 5.7. It is envisaged that the appointment of a TPR for each of the Occupiers will be incorporated into their lease agreement, and they will be appointed within 3 months of occupation.

Securing the TP

- 5.8. It is envisaged that the provision of an approved TP in accordance with TfL guidance together with the implementation of site wide 'action' type targets will be secured through its incorporation into a signed S106 agreement for the Development.
- 5.9. A commitment to the TP strategy will be secured through its inclusion with the tenancy agreement for the office and commercial units.
- 5.10. The specification of targets will be reserved for agreement with the local planning authority within 1 month of the initial baseline travel survey being undertaken. This will be undertaken upon 75% occupation and/or 6 months' occupation (whichever comes first).
- 5.11. All measures implemented prior to the Development being significantly occupied will be funded by the developer, including the appointment of the TPC and the production of marketing material. The developer will also fund the initial baseline travel survey undertaken upon significant occupation of the Site as defined above.
- 5.12. Funding for the monitoring and management of the TP is an obligation of the Developer.

6. Travel Plan Targets and Surveys

Targets

- 6.1. In accordance with TfL's best practice guidance all targets identified will be SMART, in that they are Specific; Measurable; Achievable; Realistic and Time-bound.
- 6.2. In accordance to TfL Guidance two types of targets have been identified below. These include 'Action Targets' which are non-quantifiable; and 'Aim Targets' which are quantifiable.
- 6.3. Employees and visitors to the development will benefit from the site wide cumulative measures being implemented for the commercial elements of the scheme. Any additional measures that are specific to each of the occupiers (once known) will be provided prior to occupation.

Action Targets

- A Representative for each of the individual office Occupiers on the Site will be nominated within 3 month of occupation, with their contact details being provided to the TPC and LBC;
- Provide secure cycle parking prior to occupation of the proposed Development;
- Promotion of benefits of cycle to work schemes to occupiers;
- Undertake internal self-administered travel surveys in years one; three and five; and
- Production of a Travel Pack promoting alternative modes of transport and the key services provided through the Travel Plan to be distributed to all employees.

Aim Targets

- 6.4. The TP targets aim to measure the progress made towards achieving the TP's objectives. Targets are generally based on achieving modal shift through promoting cycling, walking and public transport. This would be assisted by the high quality cycle parking facilities provided on the site.
- 6.5. The Site contains no parking for staff or visitors, with the exception of two parking spaces (a lease requirement) and a delivery space. Targets for the employee land uses should be set to increase cycling and walking by agreed percentages over three and five years respectively above the initial baseline trips by these modes which will be established through surveys.

Travel Surveys

- 6.6. A Travel Survey is an essential part of a TP. It is carried out to establish travel patterns at the Site and to ascertain what would encourage employees and visitors to travel in a sustainable way.
- 6.7. The Travel Survey should include the following;
 - Multi-modal surveys (including freight/service vehicles);
 - Pedestrian counts; and
 - Self-questionnaires
- 6.8. All of the above would help to identify the proportion of employees, and visitors travelling by each mode of transport i.e. the modal split to/from the Site.

- 6.9. The TPC will arrange for the initial Travel Survey to be undertaken for the development upon 75%/ 6 months of occupation. Following the baseline survey, further Travel Surveys may be required to be undertaken at years three and five.
- 6.10. Prior to undertaking the Travel Survey, the TPC will seek agreement with LBC on a standardised Travel Survey Questionnaire for the Site, however it is envisaged that they will be iTRACE compatible (a standard travel survey format).
- 6.11. The information requested in the employee questionnaire for the commercial land uses would include;
- Employee details (home postcode, gender, position in company, mobility restrictions);
 - Employee work pattern (full / part-time, shift work);
 - Current travel pattern;
 - Views on alternative modes to the car and what would encourage them to switch to;
 - Other modes; and
 - Usage of company cars.
- 6.12. In addition to the employee Travel Survey, it will also be necessary to determine the travel modes of visitors to/from the commercial element of the Site. This can also be undertaken by means of a simple self-completion questionnaire, which is given to all visitors at the Site reception area on a particular given day including for the retail units.

Review

- 6.13. Surveys would also be undertaken to establish vehicular (servicing) and pedestrian movement to/from the Site on a neutral weekday.
- 6.14. Traditionally, response rates to such questionnaires are relatively low and it may be necessary to encourage staff to complete and return them. Possible incentives to return the questionnaires will be considered to help maximise the response rate. The surveys should aim to achieve a 30% response rate and may be undertaken online or via hard copy, whichever is considered to be the most appropriate.
- 6.15. The TPC will enter the information obtained from the Employee Travel Survey on to a database and use it to formulate and monitor the implementation of the TP; and to set and review targets for promoting sustainable and healthy travel.
- 6.16. This information, together with the proposed baseline targets, will be detailed in a Monitoring Report (discussed in Section 8), which will be sent to the LBC for its consideration within 3 months of the Travel Survey being undertaken. These targets will be agreed with the London Borough of Camden.
- 6.17. The information from the Travel Survey will be used to formulate and monitor the implementation of the Travel Plan and to set and review the TP targets.

7. Travel Plan Measures

Walking and Cycling

- 7.1. The Site is well located in relation to existing pedestrian and cycling routes and its proximity to key public transport interchanges/services.
- 7.2. The pedestrian environment within the Site would be of a high quality with well-maintained routes and the use of quality materials.
- 7.3. The Development proposes 303 cycle parking spaces for employees and visitors. All office cycle parking facilities will be appropriate for the uses and will be located in safe and secure locations while visitor parking will be easily accessible.
- 7.4. Consideration will be given to providing essential maintenance facilities such as bicycle pumps that will be available for use by Site's employees
- 7.5. The TPC will encourage walking and cycling to work, through promoting and providing information on the following:
 - 'Bike Week' (www.bikeweek.org);
 - National Walking Month, which includes 'walk to work' week (www.livingstreets.org.uk/);
 - the location of nearby cycle shops, cycle hire stations, and contact information of the nearest bike retail stores; and
 - Encouraging Occupiers to explore the possibilities of implementing a cycle to work scheme. Cycling to work is encouraged by the Government's green transport plan, which introduced a tax exemption allowing employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit. Details of this are set out in the DfT's 'Cycle to Work Scheme Implementation Guidance', which can be found on the DfT's website <https://www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance>.
- 7.6. The Occupier will endeavour to negotiate discounts/special deals for employees with local cycle retailers.

Public Transport

- 7.7. The Travel Information Pack will be made available to employees and visitors of the Site. The Travel Information Pack will be produced by the TPC and funded by the Developer. The Travel Information Pack will contain details of the cycling, walking and public transport routes to key local facilities, plus current timetables for local bus and rail services.
- 7.8. A key role of the Travel Information Pack will also be to raise awareness of the sustainable travel initiatives being implemented through the TP including:
 - **Access initiatives:** The Travel Information Pack will contain a high quality map of the neighbourhood, showing cycling, walking and public transport routes to/ from the Site, together with the locations of key local facilities such as shops services and restaurants – all of which will be accessible on foot. Additional sources of further information such as TfL's Journey Planner website will also be provided.

- **Promotion of key services and facilities:** Details of the key services and facilities such as details of the location of cycle parking/ maintenance facilities will be included within the Travel Information Pack.
- 7.9. The TPC will be available to provide mobility impaired persons with specific journey planning information to identify wheelchair accessible routes to public transport services. Contact details will be provided within the Travel Information Pack.
- 7.10. It is intended that Community notice boards providing travel and community information to employees and visitors within the site will be placed in prominent locations or such boards distributed electronically. Maps of the immediate local area will be displayed on the communal notice boards identifying locations of cycle parking, off site disabled parking and public transport service access points. The notice boards will also be used to inform employees of any new travel initiatives or events organised by the TPC.

Car

- 7.11. With the exception of two parking spaces (a lease requirement) and a delivery space, the Development would be a car free scheme and has therefore been designed to encourage employees and visitors to walk, cycle and use public transport facilities to get to and from work.

Deliveries

- 7.12. The Occupiers of the Site will be encouraged by the TPC to plan and distribute service vehicle arrivals/departures throughout the day to avoid peak periods, which will complement the Service and Delivery Plan. The TPC will also encourage Occupiers to minimise the number of deliveries through sourcing goods locally, wherever possible through the implementation of a Delivery Service Plan.
- 7.13. The TPC will make Occupiers aware of the Freight Operator Recognition Scheme (FORS), which is a free, voluntary scheme operated by TfL aiming to improve the efficiency of freight distribution and servicing in London. The TPC will encourage Occupiers to use freight operators that are registered with FORS.
- 7.14. Further details on FORS can be found at www.tfl.gov.uk/microsites/fors/default.aspx.

8. Monitoring and Review

- 8.1. On-going monitoring of the TP is necessary to ensure its continuous effectiveness. This will be the responsibility of the TPC.
- 8.2. The Travel Survey discussed in Section 6 will provide a baseline situation for setting appropriate modal shift targets to be met over the 5-year timeframe of the plan. The TPC will arrange for the baseline Travel Survey to be undertaken within 6 months of occupation or at 75% occupation, whichever comes sooner. Following this, the detailed Travel Survey may then be undertaken at the third and fifth year after occupation.
- 8.3. This information will be included in a Monitoring Report (also known as a Progress Report), which will be prepared annually and submitted to the LBC for consideration.
- 8.4. This Monitoring Report will include the following: -
 - Organisation name and Site address;
 - Detailed information and evidence on the measures used and implemented to promote the TP and its objectives;
 - Travel Survey results with comparative data and analysis;
 - Proposed Specific, Measurable, Achievable and Time bound (SMART) targets;
 - Whether the travel habits of employees and visitors are meeting the objectives and targets;
 - Updated Action Plan; and
 - Details of any changes to the Organisation.
- 8.5. The TPC will send the LBC the results of the Travel Survey and this information, together with the proposed baseline targets, which will be detailed in the Monitoring Report, which will be sent to LBC for its consideration within 3 months of the Travel Survey being undertaken.
- 8.6. Where targets are not met, the TPC, in consultation with LBC, will discuss and agree a plan of action, which will indicate how any deficiencies in the operation of the TP will be met.
- 8.7. The Co-ordinator will review and monitor the TP at year's one, and potentially three and five setting out whether the travel habits of employees and visitors are meeting the objectives and targets. This information will be included in the annual Monitoring Report.
- 8.8. After the initial cycle, monitoring will continue on a voluntary basis.
- 8.9. In the event that targets have not been achieved in year five, the TPC will undertake further monitoring of the TP.

9. Action Plan

- 9.1. The Action Plan sets out short/medium/long term actions, together with timescales and responsibilities. A programme for implementing the measures set out in this TP is included in **Appendix C**. It would be updated by the TPC as part of the Monitoring Report.



Appendices



Appendix A

ATTrBuTe

Travel plan name	125 Shaftesbury Ave, London
Planning application reference number	
Name of travel plan author	Sinead Gavin
Email address of travel plan author	sinead.gavin@watermangroup.com
Telephone number of travel plan author	+44 033 0060 2659
Name of travel plan assessor	Sinead Gavin
Job title/role of travel plan assessor	Principal Engineer
Plan Type	

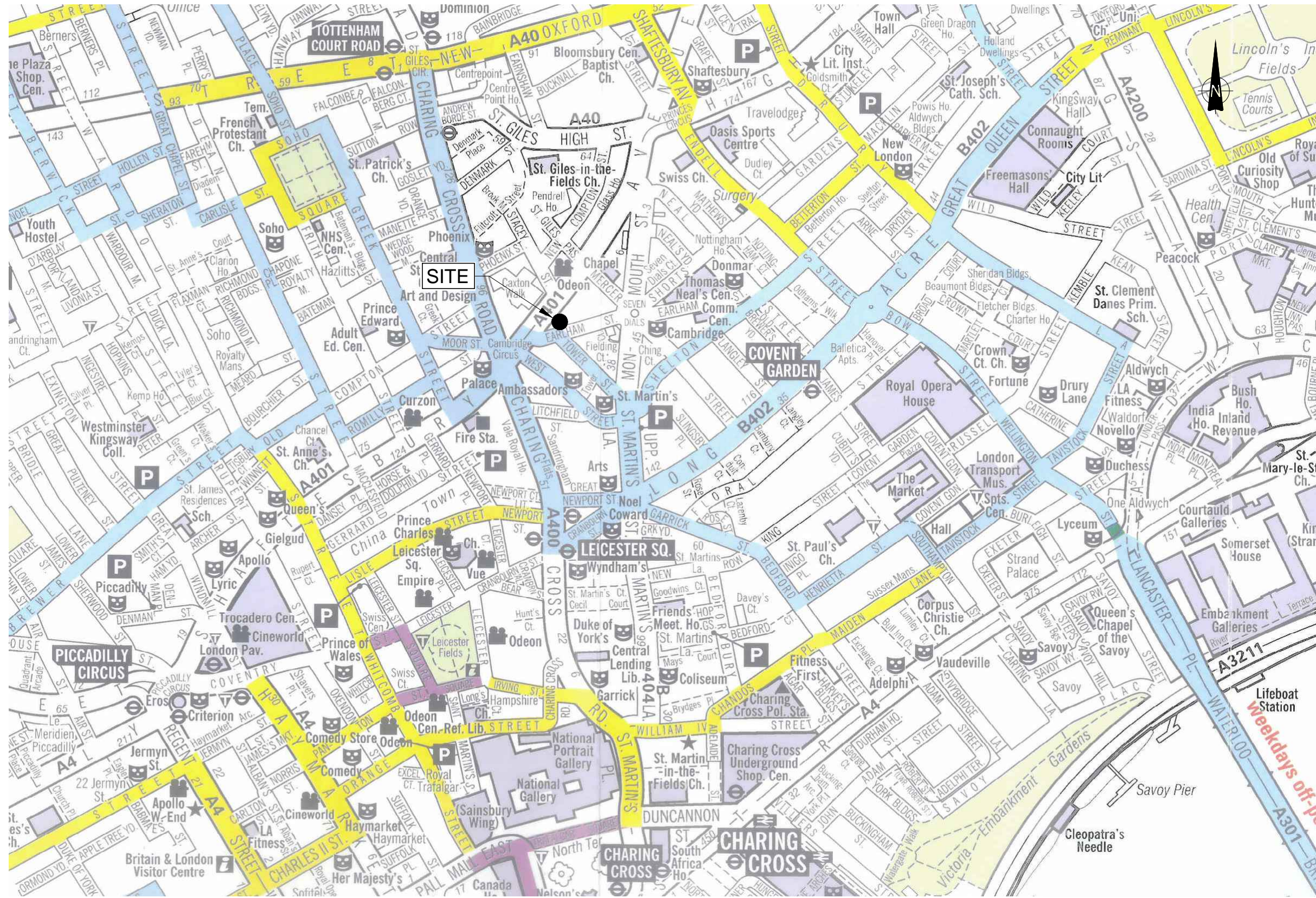
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The development		7/7
Does the travel plan include... a) full address of the development? b) contact details for the person responsible for preparing the travel plan?	NONE	2
Does the travel plan include... a) a breakdown of the different land uses expected 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?	NONE	3
Does the travel plan include details of the number of users expected on site (including employees, residents, deliveries and visitors)?	NONE	1
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?	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		3/3
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?	NONE	3
Surveys		3/3
Are TRAVL-compliant site user travel and freight surveys proposed?	NONE	2
Is a baseline modal split (actual trip numbers and percentage of	NONE	1

all trips) estimated for the site?		
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
Have interim targets appropriate to the phasing of the development been set?	NONE	1
Are there interim targets linking directly to each objective?	NONE	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?	NONE	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?	NONE	2
Measures		6/6
Is the action plan clear on how and when travel plans will be developed among occupying organisations?	NONE	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?	NONE	3
Is an action plan provided which includes... a) short / medium / long term actions? b) timescales and responsibilities?	NONE	2
Monitoring		2/2
Is a clear site-wide monitoring programme that adheres to the standardised approach included?	NONE	1
Is it clear who is responsible for site-wide monitoring?	NONE	1
Securing and enforcement		1/1
Is it clear how the travel plan will be secured?	NONE	1
Funding		6/6
Have funding streams been identified for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3
Has a sufficient budget been set for the site-wide... a) travel plan co-ordinator post? b) measures? c) monitoring programme?	NONE	3



Appendix B



Key

- Barclays Cycle Superhighways
- Routes signed for use by cyclists on a mixture of quiet and busier roads: some have cycle lanes marked on the road surface
- Quieter roads that have been recommended by other cyclists, may connect blue route sections
- Where cyclists can ride next to but separated from the road: usually for difficult junctions, where the road is very busy, or against the flow on one-way streets. These routes may be shared with pedestrians
- Greenways: Shared use routes
 - through parks and
 - along canal towpaths
 where responsible cycling is permitted but pedestrians always have priority. Routes through parks may not be available for use at all times
- Pedestrian only route sections – you must dismount as cycling is not permitted at any time

Rev	Date	Description	By
A01	09.10.15	FIRST ISSUE	LS

Amendments

Project **125 SHAFTESBURY AVENUE**

Title **LOCAL CYCLE ROUTES**

Client **ALMACANTAR LTD**



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PRELIMINARY

Designed by	Checked by	PL-G	Project No	WIE10216-102	
Drawn by	LS	Date	OCTOBER 2015	Computer File No	WIE10216-102CSA060002.dwg
Scales @ A3		NOT TO SCALE			
work to figured dimensions only					
Publisher	Zone	Category	Number	Revision	
WIE	SA	06	0002	A01	



Appendix C

Action Plan



Action	Mode of travel	Responsibility	Funding	Short/medium/ long term Actions	Timescales
Targets					
Appoint Travel Plan Co-ordinator (TPC) for the Site	-	Applicant to implement TPC. The TPC needs to ensure the TP is implemented effectively	Initial appointment funded by Applicant/ Service Charge thereafter.	Short term – TPC Appointed for life of travel plan	Prior to first occupation of the Site. Inform Council within 3 months of appointment
Appoint Travel Plan Representative (TPR)	-	Applicant	Initial appointment funded by Applicant/ Service Charge thereafter.	Short term – TPC Appointed for life of travel plan	Within 3 months of occupation. Inform Council within 1 month of appointment
Implement cycle parking, together with cycle maintenance facilities	Cycling	Applicant	Applicant		Occupation
Marketing					
Highlight the requirements of the Travel Plan to all Employees	-	Applicant/TPC	Applicant	Short term	Occupation at the Site
Provide all Employees a with a Travel Information Pack	-	Applicant/TPC	Applicant	Short term	Occupation at the Site
Encourage Occupiers to plan and distribute service vehicle movements to avoid peak periods	-	TPC	Applicant	Long term - On-going	Within first year of occupation (ongoing)
Make Occupiers aware of Freight Operator Recognition Scheme (FORS)	-	TPC	Applicant	Long term - On-going	Within first year of occupation (ongoing)
Provide up-to-date public transport and other sustainable travel information on community notice boards within the building	All sustainable travel modes	TPC	Applicant	Long term - On-going	Within first year of occupation (ongoing)
Set up a regular discussion forum with Occupier's Travel Plan Representatives	All sustainable travel modes	TPC	Applicant	Long term - On-going	Within first year of occupation (ongoing)
Make Occupiers aware of the tax-free cycle loan scheme available for employees	Cycling	TPC	Applicant	Long term - On-going	Within first year of occupation (ongoing)
Make Employees aware of Bike Week and 'walk to work' week	Walking/Cycling	TPC	Applicant	Long term - On-going	Within first year of occupation and annually thereafter (one month prior to event)
Monitoring					
Agree standardised Travel Survey questionnaire with the Council	-	TPC	Applicant	Short term	Prior to baseline Travel Survey
Undertake baseline Travel Survey	All sustainable travel modes	TPC	Applicant	Short term	When reaching 75% occupation of development and or 6 months occupied
Submit Monitoring Report to the Council (this will include the Travel Survey results and baseline targets)	All sustainable travel modes	TPC	Applicant	Short term	Within 3 months of the Travel Survey being undertaken
Undertake 3 and 5 Travel Surveys	All sustainable travel modes	TPC	Applicant	Medium/ Long term	At Yr 3 and 5 of post occupation

TPC = Travel Plan Co-ordinator
 TPR = Travel Plan Representative

UK and Ireland Office Locations

