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Framework Travel Plan

135-149 Shaftesbury Avenue, London

Iceni Projects Limited on behalf of
Capital Start Ltd

December 2017

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ON BEHALF OF CAPITAL
START LTD

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Framework Travel Plan
135-149 SHAFTESBURY AVENUE, LONDON

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1. INTRODUCTION

1.1 Icen Projects Ltd has been appointed by Capital Start Ltd in support of a planning application for the redevelopment of 135-149 Shaftesbury Avenue (the site). The site is located on the north side of Shaftesbury Avenue and comprises a standalone Listed Grade II building within cinema (Class D1) use.

1.2 The description for the proposed development is as follows;

The proposed development would result in the comprehensive refurbishment of the existing Grade II listed building and the provision of a new 2 storey roof extension and new basement level to provide a 94-bed hotel (Class C1), four-screen cinema (Class D2), spa (sui generis), restaurant/bar (Class A3/A4) and roof top bar (Class A4). The proposals would be car-free.

1.3 A site location plan is included at **Appendix A1**.

1.4 As part of the planning application submission, details regarding bus, cycle and pedestrian requirements for the site have also been provided.

1.5 This Framework Travel Plan (FTP) identifies a range of outline initiatives which will be supplemented by targets and details other matters to be discussed and agreed for inclusion in the final documents. Based on the development scale guidelines contained in Figure 2.1 of TfL's Travel Planning Guidance each of the uses require a Travel Plan. This Framework Travel Plan (FTP) represents a commitment by the developer to ensure individual TPs are adopted by the occupiers of the three parts of the site for which a TP is required. Once occupiers are confirmed, they will submit a Full Travel Plan for their organisation prior to their occupation that is in accordance with this FTP.

What is a Travel Plan?

1.6 Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.

1.7 TPs are an important element of the Government's integrated transport strategy and are a means of managing the transport generated by a development or site and implementing measures to reduce identified adverse effects of such transportation.

- 1.8 A TP is essentially a series of initiatives that are introduced by an organisation to provide staff with an enhanced range of sustainable transport opportunities. The overriding objectives of TPs are to reduce the level of single occupancy car use for all journeys and to maximise the use of other sustainable forms of travel such as walking, cycling, and public transport.

Benefits of a Travel Plan

- 1.9 The most easily identifiable benefits of a TP are those that are directly related to reductions in vehicle use; namely proportionally less congestion, noise, air pollution and accidents.
- 1.10 There is however, also a broader range of more intangible benefits that can accrue from the implementation of TP initiatives. Depending on the characteristics of each development, such benefits can include:
- Healthier staff and customers
 - Energy savings – through reduced fossil fuel use
 - Improved use of public transport – through TP initiatives
 - An improved environment for pedestrians and cyclists
 - Cost savings – to staff as travel becomes more efficient
 - Improved quality of life – through time savings achieved as a result of less congestion and reduced stress

TfL Guidance

- 1.11 Transport for London (TfL) has published guidance in the form of “TfL Travel Planning Guidance”, published in November 2013.
- 1.12 This document provides advice and support to those involved in developing, implementing, monitoring and securing development-related travel plans in London. Since publication of that guidance there has been considerable progress made in both the quantity and quality of travel plans secured through the planning process across the Capital.
- 1.13 In respect of this development the objectives contained within the TfL guidance should be met by applying a series of measures to reduce single occupancy car journeys and encourage sustainable travel. A travel plan can bring a number of benefits to a new development for the developer, the local authority and the ultimate users of the site. Some of which include:
- Less congestion and therefore improved safety on local roads by promoting alternatives to the car.

- Reduced highway capacity problems by promoting sustainable travel choices.
- Local environmental improvements from reduced congestion, carbon emissions, pollution and noise.
- Making the site more attractive to potential occupiers/users.
- Increased opportunities for active healthy travel, such as walking and cycling.
- Reduced demand for parking spaces enabling land to be put to more cost-effective or commercially beneficial use and freeing space for active travel initiatives.
- Improved travel choice, quality and affordable access to services for all users.
- Increased opportunities for employers to feed into corporate social responsibility or sustainability initiatives.

1.14 Transport for London understands that TPs relating to new developments are at an early stage, however, they are already significant tools in helping to implement transport solutions as part of the development and assist future users of the site to travel in a sustainable manner.

1.15 The five stated objectives of this TP are:

- Foster a partnership approach with employer and staff to influence travel behaviour;
- Generate fewer staff single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel to the site;
- Encourage safe and viable alternatives for accessing the site for staff;
- To reduce the environmental impact associated with development traffic by raising travel awareness amongst staff and customers encouraging the use of alternative modes to private cars; and
- Reduction in overall vehicle mileage

2. AIMS AND APPROACH

- 2.1 The aim of the FTP for the site is to help to reduce the number of single-occupancy car trips and is intended to achieve the objectives, listed previously.
- 2.2 This FTP is focussed on setting out principles and objectives for all users of the site, but predominantly staff of the commercial units and introducing key elements such as the Travel Plan Co-ordinator (TPC). At this stage the end users are not known so full contact details will be provided when the final TP for each use is agreed with London Borough of Camden Council (LBC).

Surveys

- 2.3 As part of the FTP proposal, the occupiers will commit to undertaking surveys which would assess the travel and transport issues and influences of staff.
- 2.4 The surveys, monitoring and review will be undertaken so as to achieve the joint aims of promoting sustainable transport and education as regards to reducing reliance on private car use.
- 2.5 One of the main objectives of the TP is to provide encouragement, information and initiatives to the staff to use public transport and other more sustainable methods of transport instead of placing sole reliance on privately owned motor vehicles or undertaking single purpose trips.
- 2.6 Where applicable, targets can be included in a TP to help achieve the objectives and there are two main types that are applicable to travel plans. The most easily demonstrated are the commitments to deliver the package of measures set out in the plan. Such measures are detailed within section 5.

3. SUSTAINABLE TRAVEL MODES

Site Location

- 3.1 The application site is located on the northwest side of Shaftesbury Avenue and is currently used as a cinema (Class D1). The area surrounding the site comprises of a mix of uses such as small businesses including local shops, bars and restaurants, professional business services, and residential dwellings.
- 3.2 The site is situated near to various throughways and desire lines which provide links to the shopping facilities, various forms of public transport and into Covent Garden where various leisure facilities and local amenities are available. The site is bounded by New Compton Street, St Giles Passage, Shaftesbury Avenue and to the Stacey Street.

Existing Highway Network

Shaftesbury Avenue

- 3.3 Shaftesbury Avenue is a two-way single carriageway road running in a southwest – northeast direction. Within the vicinity of the site, the road is circa 9m wide, with footways and street lighting present. Crossing facilities, including zebra and signalised crossings, as well as dropped kerbs with tactile paving, are situated along the road which enables safe crossing paths for pedestrians accessing the various shop, restaurant and employment uses that are served directly from Shaftesbury Avenue. The road is subject to a 30mph speed restriction and a double yellow line parking restriction.

New Compton Street

- 3.4 New Compton Street is a circa 6m wide two-way single carriageway which abuts the northern boundary of the building / site. On-street parking exists on the southern side of the road for residents only. The road is subject to a 20mph speed limit and double yellow line restriction, where on-street parking is not present.
- 3.5 Adjacent to the site on New Compton Street is the Phoenix Garden, a community garden and registered charity, managed by volunteers, providing a habitat for urban wildlife and a privately managed space open to the public.

St Giles Passage

- 3.6 St Giles Passage abuts the eastern boundary of the building / site running in a north – south direction over approximately 55m. The road is 2.7m wide between two footways and is subject to a double yellow line parking restriction.

Stacey Street

- 3.7 Stacey Street is a circa 4m two-way single carriageway road subject to a 20mph speed limit and double yellow parking restriction, prohibiting parking at any time. It is also signposted to the south of Stacey Street near to the junction with Shaftesbury Avenue that no loading can occur between 8am – midnight. The road is subject to a 20mph speed limit and footways exist on both sides of the carriageway.
- 3.8 On the western side of Stacey Street is no.125 Shaftesbury Avenue. This site has been the subject of a planning application (ref: 2016/5202/P) for a Commercial Change of Use with Extension. This includes the remodelling, refurbishment and extension of the existing office building (Class B1) at upper floor levels, roof level and within lightwells to provide 9,682sqm additional floorspace, 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.

Public Transport

Public Transport Accessibility Level (PTAL)

- 3.9 The levels of public transport services available to the redevelopment site have been evaluated by TfL and due to the location of the site the PTAL rating is 6b and as such is considered to be located in an area of excellent accessibility.
- 3.10 The PTAL measure is widely used within London with TfL producing their own Guidance document on the methodology to be adopted when undertaking a PTAL assessment. The methodology set out in the Guidance measures walking distances to bus stops and stations, considers average waiting time for services and calculates a Public Transport Accessibility Index (PTAI) that is then classified in 6 unit bands to give a PTAL ranging from 1 (low) to 6 (high).

Rail Services

- 3.11 PTAL calculation assumes that people will walk up to 960m (approximately 12m) to a rail or tube service. The closest rail station to the development is London Charing Cross, which is approximately 850m south east of the site.
- 3.12 London Charing Cross Station operates on the Southeastern line providing a service across London, Kent and parts of East Sussex. A full network map showing destinations available from London Charing Cross is attached at **Appendix A2**.
- 3.13 Furthermore, three London Underground stations are within the vicinity of the site which provides frequent services to a range of destinations throughout London. Taking each of these stations in turn:

- Leicester Square Underground Station is located approximately 300m south of the site and is served by the Northern and Piccadilly Line. This station can be accessed by a four-minute walk from the site.
- Covent Garden Underground Station is located approximately 400m south of the site and is served by the Piccadilly Line. The station can be access by a five-minute walk from the site.
- Tottenham Court Road Underground Station is located approximately 400m north of the site and is served by the Central and Northern Line. This station can be accessed by a five-minute walk from the site.
- Piccadilly Circus Underground Station is located approximately 650m south-west of the site and is served by the Bakerloo and Piccadilly Line. The station can be accessed by a nine-minute walk from the site.

3.14 It is therefore considered that the site has good levels of access to a wide range of rail services providing frequent connections both to London and the possibility of onward travel on a national scale.

Bus Services

3.15 The provision of bus based public transport in the area has been assessed in terms of access to routes and frequencies of services, in addition to the quality of bus infrastructure within the area. It should be noted that the PTAL calculation assumes that people will walk up to 640m (approximately eight minutes walking distance) to a bus service.

3.16 A range of bus stops serving various destinations across the city are located along Shaftesbury Avenue, Charing Cross Road and Tottenham Court Road. 14 bus services are accessible within 400m (a 5-minute walk) of the site, which operate to a range of destinations seven days a week. These services are shown at **Figure 2** below, which is taken from TfL's central London bus map. The full plan is included at **Appendix A3**. Furthermore, an additional 15-night bus services are accessible within 400m of the site.



Figure 2: Bus Route Map

Pedestrians

- 3.17 The area surrounding the site has good pedestrian links with an established network of footways. Within the vicinity of the site, footways are of adequate width and sufficiently lit, providing good quality, safe connections to the surrounding area.
- 3.18 A number of safe crossing facilities are located within the vicinity of the site, including a zebra crossing along the site frontage and a signal controlled crossing approximately 100m south-west at the Cambridge circus Junction. All major roads and junctions in the area have some form of pedestrian crossing facilities such as signal controlled crossings, zebra crossings, dropped kerbs and tactile paving in order to further ensure safe access and crossing of the road.
- 3.19 Within the vicinity of the site there are a range of amenities within walking distance, including numerous theatres, shops, restaurants, bars and cafes. There is also a good range of public transport facilities located close by, as described earlier in this section.

- 3.20 It is therefore considered that there is good opportunity to undertake a number of trips by walking, for all if not some of the journey.

Cycling

- 3.21 Within the vicinity of the site there are a number of routes signed for use by cyclists, including Shaftesbury Avenue. In addition, there also a number of quieter roads within the surrounding area that have been recommended for use by other cyclists. A cycle route plan detailing these routes is shown at **Appendix A4**.

- 3.22 Furthermore, there are numerous cycle docking stations located within the vicinity of the site. The nearest docking station is located approximately 250m south east of the site at the Old Compton Street / Moor Street junction. There are also a number of additional docking stations in the vicinity of the site, including a further two within 450m.

Car Club Spaces

- 3.23 There are a number of 'Zipcar' Car Club spaces located within the vicinity of the site. One space is located along Shaftesbury Avenue approximately 80m east of the site, with a further space located at 450m north of the site at Soho Square. It is therefore considered that there is a good existing provision of car club spaces within the vicinity.

Summary

- 3.24 It has been shown that the redevelopment site is located in a highly sustainable location with good footway and cycle links, and is close to frequent bus and rail services, which supply excellent area coverage.
- 3.25 In conclusion, the proposed development provides opportunities to use modes other than the car and will provide staff and visitors with an excellent level of access to all alternative modes of travel.

4. OBJECTIVES AND TARGETS

The Focus of the Travel Plan

- 4.1 This FTP is primarily focussed on staff of the commercial units and the majority of measures proposed are intended to encourage them to vary, or change, from current reliance on private car travel.
- 4.2 This focus has been adopted because the Government's main focus for TPs has been towards residents and employers, and as such it is considered realistically more feasible to evaluate travel patterns and successfully implement quantifiable initiatives with staff and residents than with the more variable customer base and visitors.

Objectives

- 4.3 There are a number of objectives that the implementation of the FTP is intended to help fulfil:
- To influence travel behaviour of employees.
 - To generate fewer single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel.
 - To reduce the need for unnecessary journeys by employees.
 - Reduction in overall mileage.
 - To help improve the health of staff, visitors and customers.
 - Accommodating those journeys that need to be made by car.

Targets

- 4.4 The objectives given previously provide the framework for the TP measures. Where applicable, targets can be included in a TP to help achieve the objectives and there are two main types that are applicable. The most easily demonstrated are the commitment to deliver the package of measures set out in the plan. These measures are set out in the next chapter and include initiatives to promote increases in the use of cycling, walking, and public transport.
- 4.5 At this stage, it is difficult to define exactly the aspirational targets in advance of the development opening, as the modal split of staff is not known. However, possible targets could be to reduce the number of single occupancy car trips between 5% - 10% over a five year period. The results of the staff travel questionnaire surveys (to be undertaken within 6 months of each use opening)

will provide more accurate information on the prevailing travel choices of staff and hence will provide a basis for the setting of aspirational targets in a later revision of the TP.

- 4.6 TPs are evolving documents that need to remain adaptable to changing working practices and local conditions and, therefore, the targets will be given over varying timescales. Table 7.1 at the end of this report details the proposed measures and the respective timescales.
- 4.7 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.
- 4.8 The Site contains no parking for staff or visitors. Targets for the employees 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.

5. TRAVEL PLAN MANAGEMENT

5.1 In order to ensure that the TP is as successful as possible it is essential that it is managed in such a way that all parties are aware of the aims and objectives and also the options available to them in terms of travelling to the site using sustainable modes of transport. It is essential that there is a point of contact for staff and the local authority and also a driving force behind the implementation of the measures contained within the plan. To achieve this, a Travel Plan Co-ordinator will be appointed.

The Travel Plan Co-ordinator and Associated Support

5.2 The TP will be implemented for each of the applicable uses under the control of a Travel Plan Co-ordinator (TPC), who will work in conjunction with the LPA, the local community and other interested parties for the continuing progression of the TP. The TPCs will be appointed prior to first occupation of each use as appropriate, however, until such time that the final Travel Plans are prepared, the interim contact in relation to this Travel Plan will be Mike England, Icen Projects Ltd email: mengland@iceniprojects.com tel: 020 3435 4223.

5.3 The role of the TPC will be as follows:

- To promote and encourage the use of travel modes other than the car, including publicity.
- To provide a point of contact and travel information for staff
- To ensure that all relevant information is provided to all new members of staff and that up-to-date information is clearly displayed on the TP notice boards.
- To promote the car-sharing scheme within the site.
- To arrange for travel surveys to be undertaken where necessary.
- To provide a point of contact with transport operators and officers of the Council and work with other local businesses to pursue joint plans and initiatives where relevant.

Monitoring and Review Mechanisms

5.4 An objective of TPs is that there will be an on-going improvement process including annual monitoring to be conducted at the end of each year for a 5 year period following the opening of each applicable use on the site. The whole TP will then be reviewed in consultation with the London Borough of Camden. The cycle parking and hire scheme will be subject to 6 monthly monitoring, unless agreed otherwise by LBC.

- 5.5 The TPC will form a contact point for communication with the Local Authority. Findings from authority discussions and reviews will be communicated to staff via their respective notice boards and communication sessions.
- 5.6 The travel habits of staff will act as the baseline data with regular monitoring being undertaken so that an indication of changes over time can be assessed.

Travel Surveys

- 5.7 Questionnaire surveys of the staff travel patterns will be undertaken as part of the review process on an annual basis, commencing six months after occupation. These will be of a more basic nature, seeking to determine any change in the modal split and uptake of TP initiatives. An example of a Travel Questionnaire is attached at **Appendix A5**.

Sustaining Interest

- 5.8 It is important to sustain interest and commitment to the TP, particularly amongst staff in order to ensure its success. The TPC should take an active role in maintaining interest and identify any reasons why people may start to lose interest and tackle them before staff start to wane. This may happen because of changes in staff for example, because they may leave the business or become less committed as time lapses. The TPC should maintain staff notice boards ensuring information is available and up-to-date, liaise with other staff members, encourage them to travel together and ensure that any new staff members are aware of the TP and the travel options available to them.
- 5.9 Once targets have been reached it is important that the TPC emphasises that the TP work is a continuing activity and it should be continually under review and evolving. Staff members should be encouraged to realise that developing and implementing a TP are just the first steps, which need to be followed up by monitoring, evaluation and review – and improvements where necessary.
- 5.10 It is important not to overload staff with overbearing and challenging targets. These need to be realistic and achievable. The TPC should point out the various options available to staff, whilst not placing too great a demand on them.
- 5.11 It is recognised an important role of many TPs is the sharing of information and good practice. Opportunities for this should be created, such as meetings between co-ordinators as well as meetings with management and HR members. It is also important that staff members are encouraged to take the initiative in developing ideas. This can be done by ensuring the co-ordinators are readily available and highly approachable.

Marketing and Communication

- 5.12 In addition to the initiatives already outlined with the TP, there will be an ongoing marketing and communication of information following on from the launch.

Dissemination and Feedback

- 5.13 Information on the TP, for example new initiatives or survey results etc. will be disseminated to staff via the existing internal communications system. Staff feedback on the TP will be possible via periodic staff meetings.

New Staff

- 5.14 In order to be able to determine the potential effect of new staff, (new staff are defined as all staff that are employed at the new site including those being relocated from other sites). They will be asked to complete the travel questionnaire as part of their induction. In this way, the travel patterns of all new people can be considered in the same light as those already at the development. Information will also be provided for new staff within their induction pack on various means of non-car access to the site prior to their arrival. This will be in addition to the standard monitoring.

On-going Marketing

- 5.15 Each TP will be launched on the opening of each block of the site and will be continually marketed through the provision and updating of travel information, leaflets and internal communication sessions.

Staff Notice Boards

- 5.16 Up-to-date travel information will be provided on staff notice boards. Details of local pedestrian and cycle information will also be included.
- 5.17 The staff notice board will further contain information about the TPC and where/how to contact them. Staff will also be able to gain information of travel schemes that enable them to find people to walk, cycle and car share with. The staff notice board will act as a means of communal contact between all staff members in order to show the details of people who would like to find a travel buddy.
- 5.18 The notice board will also contain information about local and national events promoting the use of alternative modes of travel. These include Bike Week, National Bike/Walk to Work Day and Walk to Work Week all of which the TPC will encourage staff participation in.

Information for Customers/Visitors

- 5.19 The Travel Plan will also be promoted to customers and visitors through a customer travel information board within each of the uses as appropriate. This will aim to raise the awareness of both the existence of the Travel Plan and its objectives as well as provide information on and encourage sustainable travel. Customers and visitors will be provided with local cycle route information, bus timetable information and taxi operator contact details via a notice board or at customer services/reception.

Funding

- 5.20 The implementation of the TP for each unit, once agreed with LBC, is to be funded by the occupiers of each commercial unit. This will include all costs associated with the implementation, management, marketing and monitoring of the Travel Plan. The cost of commercial cycle parking provision, wayfinding signs within the commercial part of the site and pedestrian and cycle routes within the commercial part of the site will be met by the Applicant.
- 5.21 In the interim, and until such time that final plans are prepared by the occupiers of the units, the responsibility for funding the physical Travel Plan measures will be met by the Applicant (Capital Start Ltd). In reality, Capital Start Ltd. are likely to monitor the TP for the whole site on behalf of the occupiers as part of their management role.
- 5.22 The on-going monitoring of the Travel Plan measures will illustrate their effectiveness in meeting the objectives of the Plan. In the event that the Travel Plan is not on track to meet its targets the annual review will outline any additional or remedial measures that may be used to get back on track. Remedial measures could include:
- Allocation of resources for further promotional activities; and
 - Funding further improvements to infrastructure for non-car modes, such as additional cycle parking spaces for staff and customers.
- 5.23 Given that this is a Framework Travel Plan prepared for an outline planning application it is difficult to quantify a budget for remedial measures. This information will be provided within the Final TPs to be prepared for each unit at the full application stage.

6. TRAVEL PLAN INITIATIVES

6.1 In order to ensure that the opportunities for modal shift can be realised there are a number of measures that will be implemented and encouraged by the occupiers. The measures outlined below are not exhaustive and should not be viewed as such. The measures to be included for each individual unit will be finalised as part of a full application for each block as they come forward. The Final TPs, to be prepared by the occupier of each unit as appropriate, will include a range of measures providing information as well as incentivising sustainable transport for staff and customers. As previously mentioned, in all likelihood the whole site including TPs would be managed by Capital Start Ltd.

Cycle Racks

6.2 The proposed uses of the development (Hotel, Cinema, Bar/Restaurant and Spa) will have access to the Staff Cycle store to the rear of the site, which has a provision for up to 15 spaces. This cycle store is available to all staff working in the development and accords with the long stay cycle parking requirements of LB Camden Council standards. These cycle spaces are accessed from the service access at the rear of the site.

6.3 Both cycle parking areas within the development are secure and can only be accessible by users of the development. The service lifts to both cycle parking areas are large enough to accommodate pedestrians and cycles.

Short stay cycle parking

6.4 The development will provide short stay parking for up to 15 cycles (i.e. 15no. Sheffield stands) near the front of the development. The location of the short stay spaces is conveniently located near the main entrance lobby. The spaces are also safe as passing pedestrian traffic on Shaftesbury Avenue offers natural surveillance. In addition, there are existing cycle parking spaces on Stacey Street, which are conveniently located for short term cycle parking for the development.

Motorcycle Parking

6.5 Secure parking for motorcycles is available to the rear of the site for use by staff and customers. There will be sufficient capacity for motorcycles, although this provision will be reviewed periodically and increased if necessary.

Provision of Travel Information

6.6 The site benefits from good public transport accessibility, with frequent bus, train and underground services accessible within a reasonable walking distance of the site. Access to these facilities by foot and cycle is also good.

- 6.7 In order to promote the use of these modes further, information relating to potential means of non-car access to the site will be publicised on staff notice boards, which will be placed in staff rest areas to increase staff awareness of the travel options available to them. The board and travel packs will hold up to date information about the TP and the reasons for implementing it, providing:
- Information on health benefits;
 - public transport links;
 - bus and train timetables and contact information;
 - cycle routes; and
 - pedestrian access.
- 6.8 A copy of the TP will be made available on the staff notice board and a letter will be circulated to staff via the first pay-packet following the commencement of the plan to remind them of the TP. This letter will announce the launch of the TP, location of the notice board and name of the TPC. In addition, notice of the TP will be made to all staff via internal communications.

Measures to Promote and Facilitate Cycling

- 6.9 Cycle parking will be provided for all uses on the site for the use of staff and customers/visitors.
- 6.10 In order to encourage staff to cycle, the TPC will organise training through Camden Council aimed at beginners and cyclists who need to improve their confidence. Staff will be made aware of this through the travel packs and the TPC will organise training as required.
- 6.11 Consideration will be given to providing the following facilities to encourage use of cycling to and from the commercial units:
- Changing facilities for employees.
 - Secure lockers for employees who cycle to work.
 - Secure and illuminated cycle parking for staff and customers.
 - Information on the local cycle network routes to employees and customers, and include this information on maps made available through the TP notice boards.
 - Promote a bicycle users group (BUG) for employees at the site. To be undertaken by the TPC to commence on opening. In all likelihood this would be linked to a wider BUG for the whole site, including residential.
 - Details of any discounts available at local cycle stores (to be negotiated by the TPC).

Measures to Promote Walking

6.12 Measures aimed at increasing the viability of accessing the site on foot will be based around consideration of the provision of the following facilities and benefits prior to the opening of each facility:

- Changing facilities for employees.
- Secure lockers for employees who walk to work.
- Information on the 'on and off highway' pedestrian network routes to employees and visitors, and include this information on maps to be produced by the occupiers and made available through staff notice boards.
- Promote a 'walking buddy' scheme for employees, similar to car sharing. To be implemented by the TPC on opening. In all likelihood this would be part of a wider walking buddy scheme for the site.

Measures to Promote and Facilitate Public Transport Use

6.13 Increased accessibility to, and use of, public transport is considered to be a key element of any TP. Separate staff and customer notice boards will include the following to encourage public transport use:

- Provide up-to-date public transport information including timetables and bus and train company contact information on staff transport notice boards.

6.14 Internet access will also be available for employees to make use of online journey planners.

6.15 Consideration will also be given to providing employees with credited oyster cards and provision of interest free loans to purchase public transport season tickets, although the feasibility of providing these will need to be considered by each TPC as appropriate.

Staff Shifts

6.16 While it may not be feasible to re-arrange the entire shift structure of all uses on the site, owing to the range of functions, extended opening hours and need for operational flexibility, the occupiers will ensure that where staff submit a reasonable request for minor amendments to their working hours (for example starting half an hour later) to facilitate use of non-car modes of transport, the management will endeavour to accommodate this wherever possible. This pledge will be made known to staff via the transportation notice board and is often useful for journeys requiring the train or bus in order to meet departure/arrival times.

7. SUMMARY & CONCLUSIONS

7.1 The measures and initiatives recommended within this TP are considered to be sufficient to encourage staff of the proposed development to travel in a sustainable manner by promoting and securing initiatives and incentives which would minimise the need to travel by private car given the proposed development will have a low level of parking provision.

7.2 The monitoring and review process will ensure the Plan remains a live document and will sustain the necessary efforts for it to reach its objectives.

7.3 This framework identifies that the site has excellent opportunities for potential staff to use existing modes of transport other than the car. The occupiers will undertake the following to ensure the TP meets its objectives:

- To provide regularly updated bus and train timetable information and a cycle route plan on staff notice boards and within travel packs.
- To ensure the occupiers are responsible for delivering a final Travel Plan.
- Secure cycle parking will be provided.
- Consideration will be given to providing lockers and changing facilities.
- Travel information and initiatives, including bus stop and train station locations will be provided to all staff by being posted on a communal notice board.

7.4 Taking all of the above into account, it is considered that this proposed development not only has good access to the existing walking, cycling and public transport networks, indeed it falls within a 6b PTAL, but will also ensure that with the additional measures incorporated as part of the development, staff will be encouraged to use modes of transport other than the car.

Table 7.1 Summary of the measures proposed in the TP

Issue	Measures proposed	Timescale	Responsibility	
Measures to reduce car use	Appointment of a Travel Plan Co-Ordinator to be approved in writing by LB Camden	Pre- Opening	TPC	
	Flexibility regarding staff shifts to facilitate use of non-car modes of transport, wherever possible	On Opening	Occupiers	
	A copy of the Travel Plan made available to staff	On Opening	Occupiers	
Measures to promote alternatives	General	Information notice boards and travel packs to include bus, train and cycle route plans and timetables, along with contact numbers of relevance (e.g. taxi firms)	On Opening	TPC
		Changing facilities for employees	Pre- Opening	Occupiers
		Secure lockers for employees	Pre- Opening	Occupiers
		Arrangement of free transport home for staff in the event of emergency	On Opening	Occupiers
	Public Transport	Free leaflets, produced advertising alternative means of travel for the public, placed close to the checkouts	On Opening	Occupiers
	Walking	Information on the 'on and off highway' pedestrian network routes to employees, made available on the notice boards	On Opening	TPC
		Promote a 'walking buddy' scheme for employees, similar to car sharing	On Opening	TPC
	Cycling	Secure, covered and illuminated cycle parking will be provided at each use for all users of the site	On Opening	Developer
		Promote a Bicycle Users Group (BUG) for employees	On Opening	TPC
	Motorcycle Parking	Secure parking for motorcycles is to be provided at the site for staff	On Opening	Occupiers
Monitoring and Management	6 monthly surveys of cycle parking	To commence 6 months after occupation	TPC	
	Annual Questionnaire Surveys of Staff to be undertaken	To commence 6 months after occupation	TPC	
	Annual review of the travel plan and its initiatives to be undertaken based on the data obtained from the above Questionnaire Surveys and multi-modal counts.	To commence 6 months after occupation	TPC	

1. 'Pre-opening' – the relevant measure will be implemented prior to the completion of the relevant part of the new site
2. 'Within 'x' months' – following instigation of the travel plan for the relevant part of the site

TPC = Travel Plan Co-Ordinator

A1. SITE LOCATION PLAN

Iceni Projects accept no responsibility for any unauthorised amendments to this drawing. Only figured dimensions are to be worked to.
 Contains Ordnance Survey data © Crown copyright and database right 2013.



Key:

- Site Location

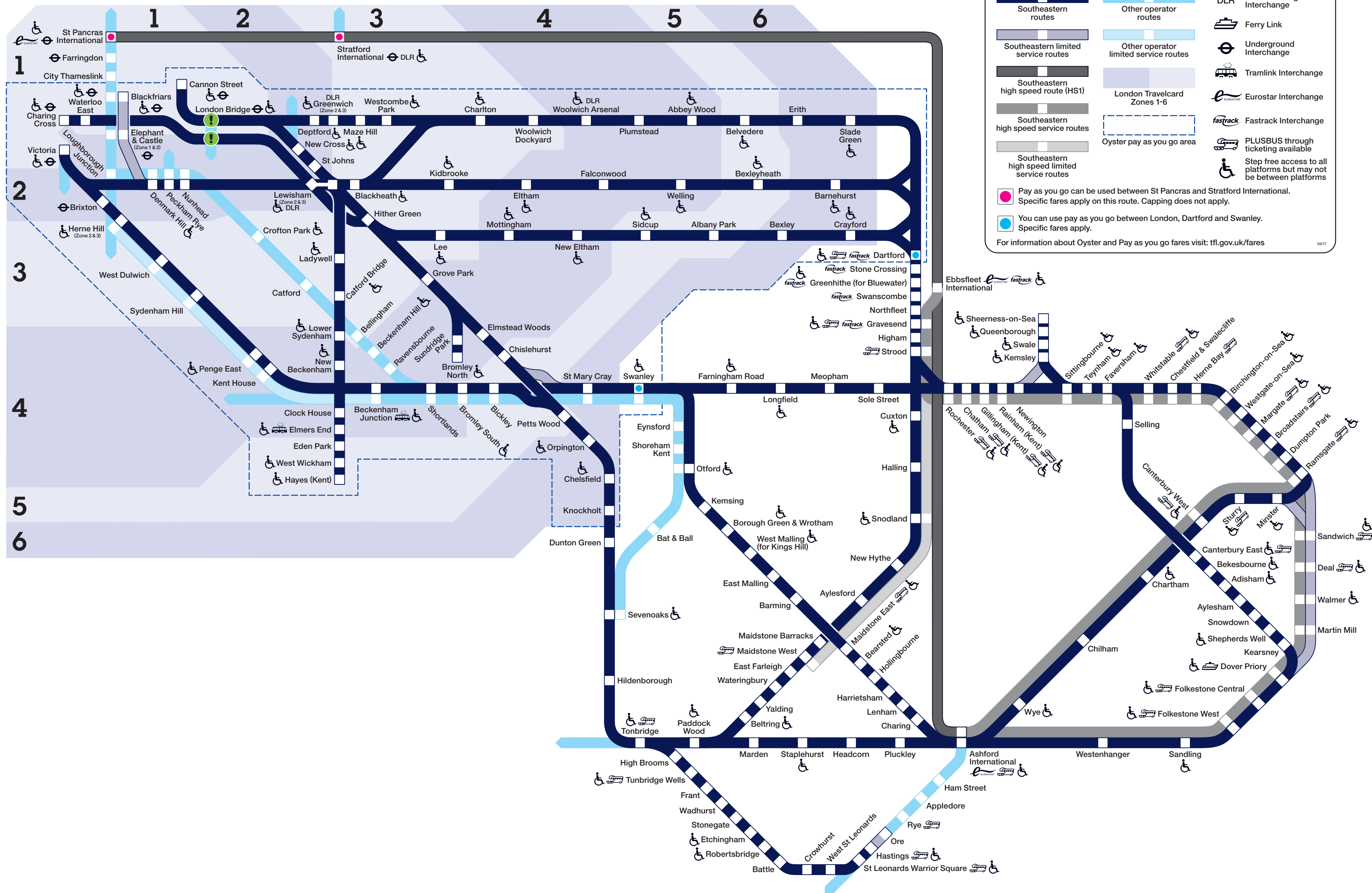
Client	Capital Start Ltd	Project No.	17-T012	Drawing No.	13
Project	135-149 Shaftesbury Avenue, London	Scale @ A4	1:10,000	Date	19/12/2017
Title	Site Location Plan	Drawn By	JM	Checked By	RB
		Approved By	ME		
			19/12/2017		19/12/2017

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A2. RAIL PLAN

Southeastern network map



! From August 2016 – Charing Cross services start calling at London Bridge, Cannon Street services will not stop at London Bridge until January 2018

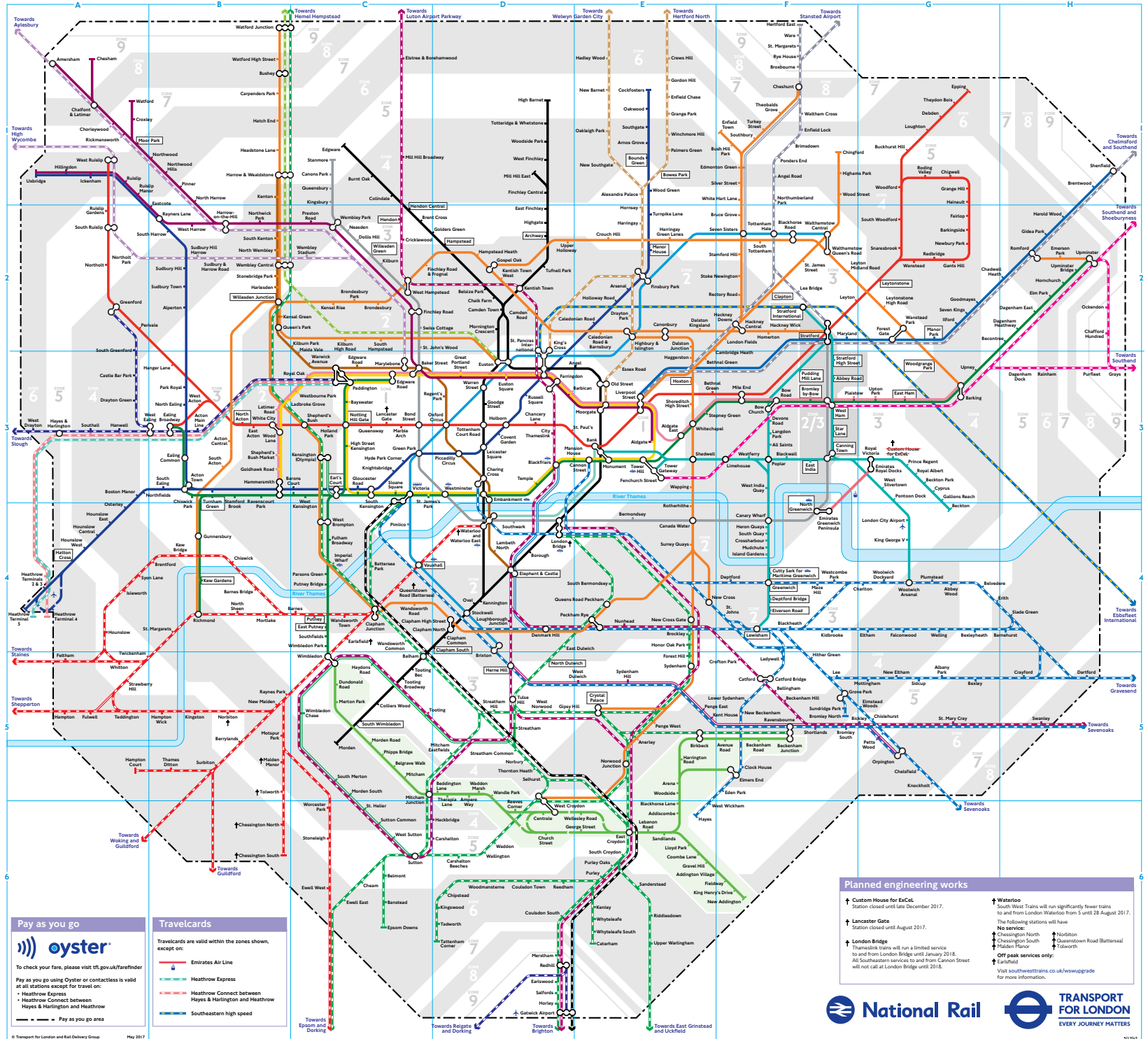
	Southeastern routes		Other operator routes		DLR Docklands Light Rail Interchange
	Southeastern limited service routes		Other operator limited service routes		Ferry Link
	Southeastern high speed route (HS1)		London Travelcard Zones 1-6		Underground Interchange
	Southeastern high speed limited service routes		Oyster pay as you go area		Tramlink Interchange
	Pay as you go can be used between St Pancras and Stratford International. Specific fares apply on this route. Capping does not apply.		Eurostar Interchange		Fastrack Interchange
	You can use pay as you go between London, Dartford and Swanley. Specific fares apply.		PLUSBUS through ticketing available		Step free access to all platforms but may not be between platforms

For information about Oyster and Pay as you go fares visit: tfl.gov.uk/fares

London's Rail & Tube services

Key to lines and symbols

- Bakerloo
- Central
- Circle
- District limited service
- Hammersmith & City
- Jubilee
- Metropolitan
- Northern
- Piccadilly
- Victoria
- Waterloo & City
- DLR
- London Overground
- London Trams
- TFL Rail
- Emirates Air Line cable car
- Chiltern Railways
- c2c
- Gatwick Express
- Great Northern
- Great Western Railway peak hours only
- Greater Anglia
- Heathrow Connect
- Heathrow Express
- London Midland peak hours only
- Southern peak hours only
- Southeastern peak hours only
- Southeastern high speed peak hours only
- South West Trains peak hours only
- Thameslink peak hours only
- London Trams fare zone
- Station in both fare zones
- Interchange stations
- Airport
- Riverboat services
- Victoria Coach Station



Pay as you go

To check your fare, please visit tfl.gov.uk/farefinder

Pay as you go using Oyster or contactless is valid at all stations except for travel on:

- Heathrow Express
- Heathrow Connect between Hayes & Harlington and Heathrow

— Pay as you go area

Travelcards

Travelcards are valid within the zones shown, except on:

- Emirates Air Line
- Heathrow Express
- Heathrow Connect between Hayes & Harlington and Heathrow
- Southeastern high speed

Planned engineering works

- ↑ **Custom House for ExCel**
Station closed until late December 2017.
- ↑ **Lancaster Gate**
Station closed until August 2017.
- ↑ **London Bridge**
Thameslink trains will run a limited service to and from London Bridge until January 2018. All Southeastern services to and from Cannon Street will not call at London Bridge until 2018.
- ↑ **Waterloo**
South West Trains will run significantly fewer trains to and from London Waterloo from 5 until 28 August 2017.

The following stations will have **No service**:

- ↑ Chesham North
- ↑ Chesham South
- ↑ Maidenhead
- ↑ Reading
- ↑ Slough
- ↑ Wokingham
- ↑ Wokingham Road (Battersea)
- ↑ Tottenham

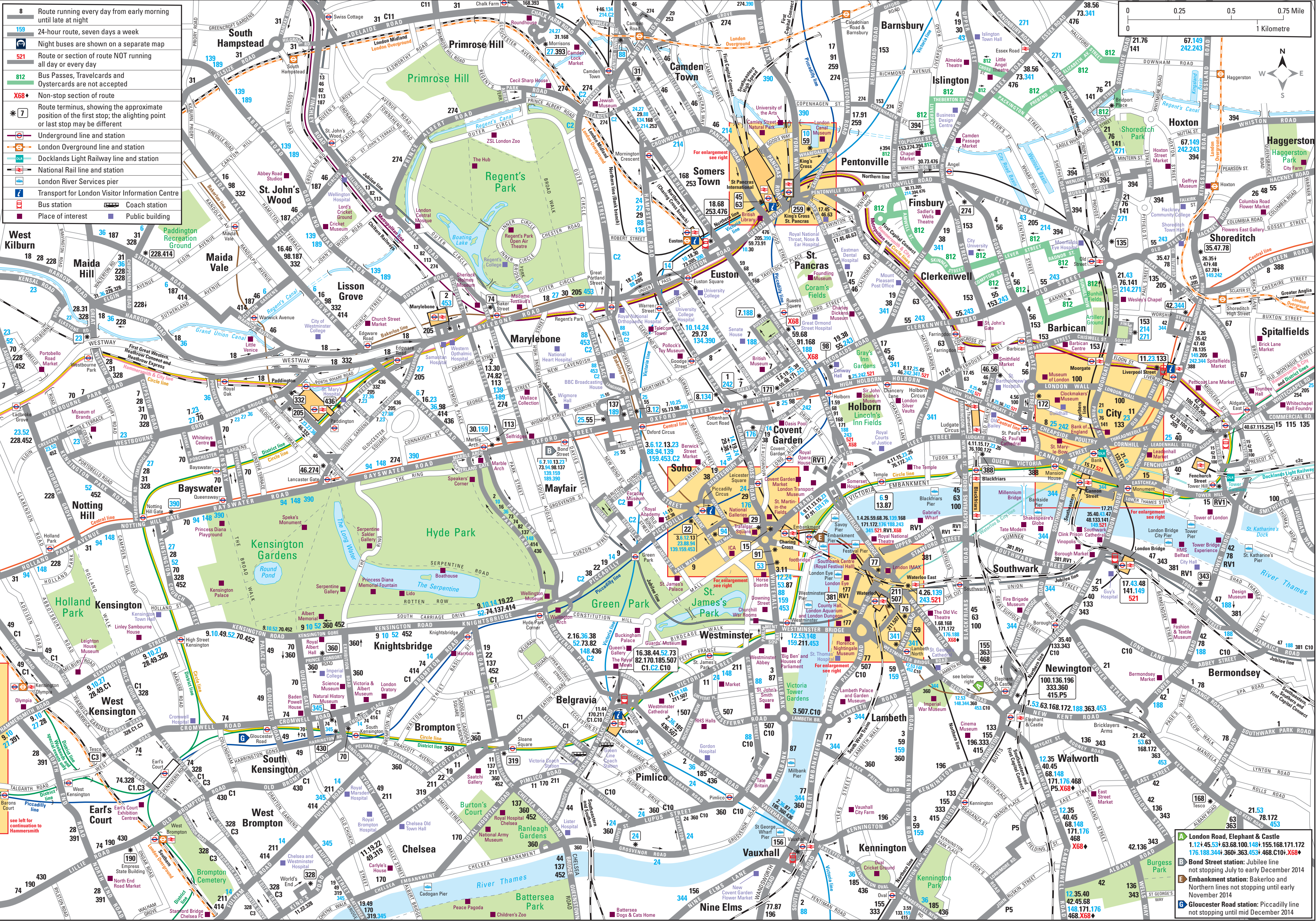
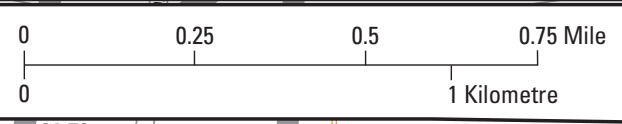
Off peak services only:

- ↑ Earlsfield

Visit southwesttrains.co.uk/swsupgrade for more information.

A3. BUS ROUTE PLAN

- 8 Route running every day from early morning until late at night
- 159 24-hour route, seven days a week
- Night buses are shown on a separate map
- 521 Route or section of route NOT running all day or every day
- 812 Bus Passes, Travelcards and Oystercards are not accepted
- X68+ Non-stop section of route
- * 7 Route terminus, showing the approximate position of the first stop; the alighting point or last stop may be different
- Underground line and station
- London Underground line and station
- Docklands Light Railway line and station
- National Rail line and station
- London River Services pier
- Transport for London Visitor Information Centre
- Bus station
- Coach station
- Place of interest
- Public building



- A London Road, Elephant & Castle
1.12.45.53.63.68.100.149.155.168.171.172
176.188.344.360.363.453.468.C10+X68+
- B Bond Street station: Jubilee line
not stopping July to early December 2014
- C Embankment station: Bakerloo and
Northern lines not stopping until early
November 2014
- D Gloucester Road station: Piccadilly line
not stopping until mid December 2014

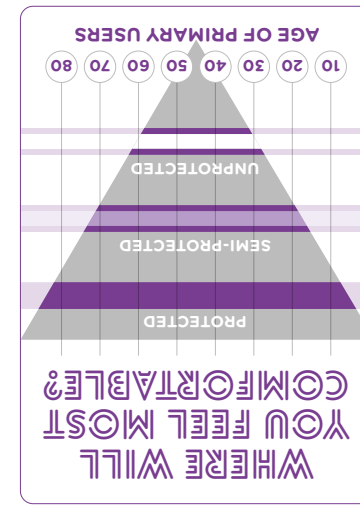
A4. CYCLE ROUTE PLAN

ROUTE PLAN ROLL

JUNE 2016

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YOUR BUSINESS HERE



This simple schematic map of Central London's cycle lanes provides information on:

- QUALITY OF CYCLE LANE INFRASTRUCTURE
- KEY ROUTES
- JOURNEY TIMES
- POPULAR DESTINATIONS

In a quick easy to understand manner.

OUR MISSION

To encourage and support those who wish to travel by their own free wheels

MAP GRID	AREA
SOUTH WEST	Battersea
	Sloane Square
	Kensington
	Victoria
	Oval
	Stockwell
	Clapham
	Brixton
	Notting Hill
	Bayswater
NORTH WEST	Paddington
	Maida Vale
	Marylebone
	Swiss Cottage
	Camden Town
	Kentish Town
	Angel
	St Pancras
	Kings Cross
	Holborn
CENTRAL	Oxford Circus
	Soho
	Covent Garden
	Westminster
	Charring Cross
	Waterloo
	Blackfriars
	Elephant & Castle
	London Bridge
	Fenchurch Street
	Cannon Street
	Liverpool Street
	St Paul's
	Clerkenwell

MAP GRID	AREA
CENTRAL	Old Street
	Bank
	City of London
	Peckham
	Deptford
SOUTH EAST	Greenwich
	Bermondsey
	Camberwell
	Canary Wharf
	Poplar
NORTH EAST	Limehouse
	Shadwell
	Whitechapel
	Stepney Green
	Mile End
	Hackney
	Dalston

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CENTRAL

PICK UP FOR LATER: BAKERYS:
Beyond Bread Fitzrovia W1T 1SB
Aux Pains de Papy Kings Cross WC1X 8EB
GREENGROCERS: The Fruit Tree Great Suffolk Street SE1 1PE

BUTCHERS: Porterford Butchers
 City of London EC4M 9BJ • **The Ginger Pig** Borough Market SE1 1TL • **Smithfield Butchers** Smithfield Market EC1A 9LF

DESTINATIONS: CAFES: Kaffeine
 Fitzrovia W1W 7QJ • **Bloomsbury Coffee House** Gordon Square WC1H 9RE • **Prufrock** Hatton Garden EC1N 7TE • **Ozone Coffee Roasters** Old Street EC2A 4AQ • **Briki** Exmouth Market EC1R 4QL **BIKE SHOPS: Fully Charged Electric Bike Shop** Bermondsey Street SE1 3JW • **Action Bikes** Embankment WC2N 6NN • **Cloud 9 Cycles** Bloomsbury Street WC1E 7DB • **Fullcity Cycles** Hatton Garden EC1N 7TR

NORTH WEST

PICK UP FOR LATER: BAKERYS:
Paul Rhodes Notting Hill W11 3HY
BUTCHERS: Sheepdrove Maida Vale W9 1SZ • **Abasto** Connaught Village W2 2BB • **C Lidgate** Notting Hill W11 4UA **DESTINATIONS: CAFES:**

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D1 Coffee Maida Vale NW8 8JN • **The Coffee Jar** Camden NW1 7PP • **Kiperl Cafe & Kitchen** Angel N1 8ED **BIKE SHOPS: Micycle** Barnsbury Street N1 1TP

SOUTH WEST

PICK UP FOR LATER: BAKERYS:
The Old Post Office Bakery Clapham SW9 9PH • **Poilane** Belgravia SW1W 9PA **BUTCHERS: M.Moen & Sons** Clapham Common SW4 0JA • **Dugard & Daughters** Herne Hill SE24 0EZ • **Jones Butchers** Herne Hill SE24 0NT **DESTINATIONS: CAFES: Federation Coffee** Brixton SW9 8PS • **Brickwood Coffee & Bread** Clapham SW4 7AB • **Italo**

Vauxhall SW8 1TE • **Coffee Affair** Battersea SW8 4LP • **Tomtom Coffee House** Ebury Street SW1W 9GD

BIKE SHOPS: Brixton Cycles Brixton SW9 6AG • **Apex Cycles** Clapham SW4 7UR • **Baife's Bikes** Kennington SE11 4LD

SOUTH EAST

PICK UP FOR LATER: BAKERYS:
The Hill Bakery & Deli Camberwell SE5 8SY • **St Johns** Maltby Street SE1 2HQ
GREENGROCERS: Tayshaw Maltby Street SE1 2EZ • **South East Fruits** Maltby Street SE16 4RP • **Crusons** Camberwell SE5 8QU **BUTCHERS: Bells & Sons** Bermondsey SE16 3UG

DESTINATIONS: CAFES: The Waiting Room Coffee Bar Deptford SE8 3PQ • **Small White Elephant** Peckham SE15 4SE **BIKE SHOPS: Jozef's Cycles & Repairs** Commercial Way SE15 1PY • **Machine Cycling Café** Willow Walk SE1 4TW

NORTH EAST

PICK UP FOR LATER: BAKERYS:
Better Health Bakery Haggerston E8 4ED • **E5 Bakehouse** London Fields E8 3PH • **Rinkoff** Whitechapel E1 3BS • **Yeast** London Fields E8 3RL
GREENGROCERS: Hussey's Wapping

E1W 2RL • **Hoxton Fruit & Veg** Hoxton N1 6RA • **Newington Green Fruit and Vegetables** Newington Green N1 4QY **BUTCHERS: Hussey's** Wapping E1W 2RL • **Hill & Szrok** Broadway Market E8 4QJ • **Ginger Pig** Victoria Park Village E9 7HJ

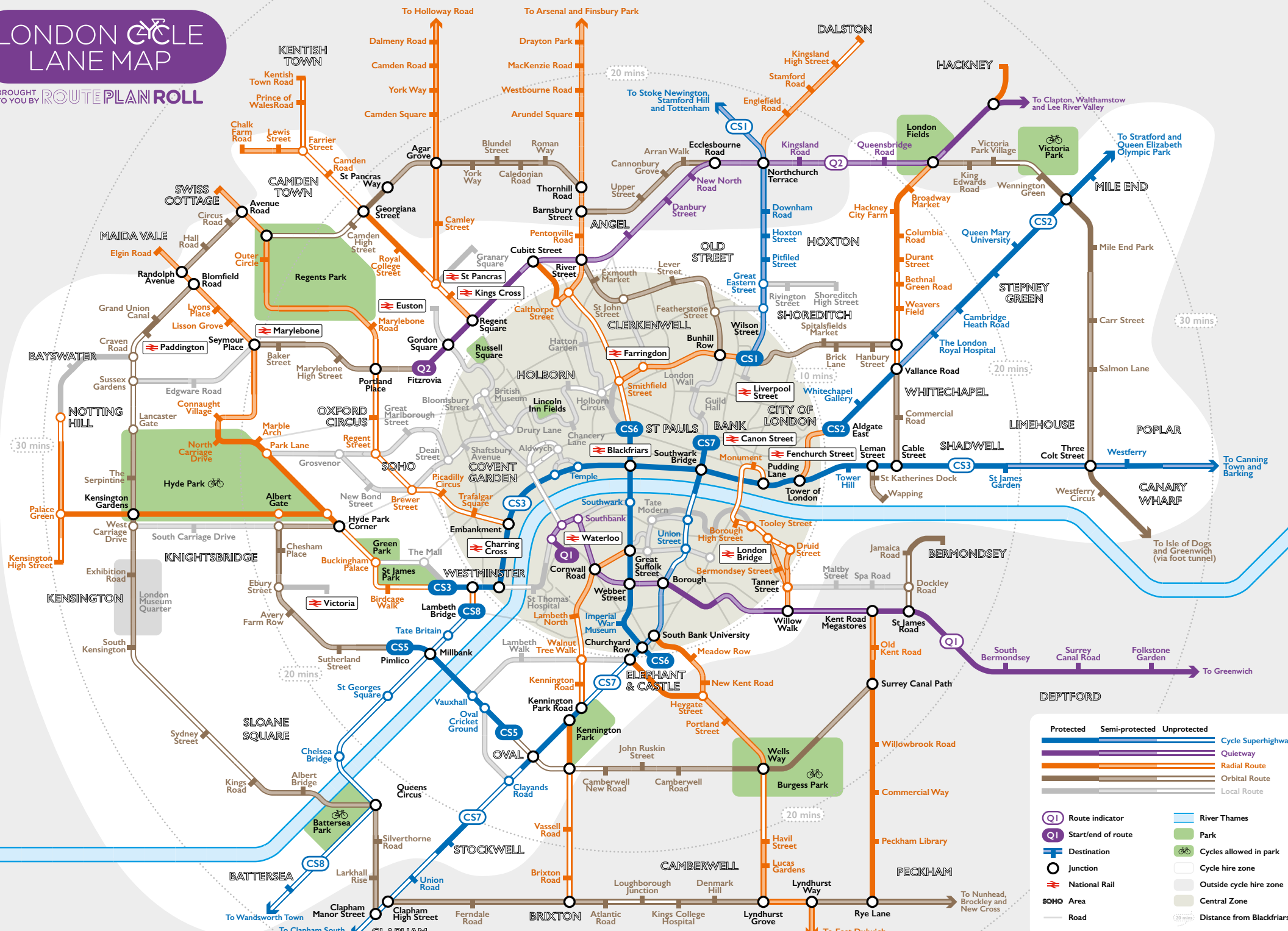
DESTINATIONS: CAFES: Climpson and Sons Cafe Broadway Market E8 4PH • **Taylor St Baristas** Canary Wharf E14 4PZ • **Reilly Rocket** Dalston E8 4AU • **Exmouth Coffee Company** Aldgate East E1 7QX **BIKE SHOPS: London Bike Kitchen** Hoxton Street N1 5QA • **Mamachari** Dalston E8 3DL • **Bikeworks** Whitechapel E1 5QJ • **Giant Store** Canary Wharf E14 9JP

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LONDON CYCLE LANE MAP

BROUGHT TO YOU BY ROUTEPLAN ROLL



Protected	Semi-protected	Unprotected	
			Cycle Superhighway
			Quietway
			Radial Route
			Orbital Route
			Local Route
			River Thames
			Park
			Cycles allowed in park
			Destination
			Junction
			National Rail
			SOHO Area
			Road
			Cycle hire zone
			Outside cycle hire zone
			Central Zone
			Distance from Blackfriars

A5. EXAMPLE STAFF QUESTIONNAIRE

Travel Questionnaire

We are undertaking this survey in order to understand the travel behaviour to and from the site. We would be grateful if you could complete the following questionnaire in order that we can ascertain how people travel to the site. Your answers will be treated in confidence and will not be disclosed to third parties. The purpose of this survey is to assist in future planning and as such, your answers are very important to us.

1. Your postcode
2. Do you have access to a car? Yes No
3. Do you have a full driving licence? Yes No
4. How do you normally travel to the site? (Tick one box only)
 Car driver (where do you park?.....)
 Car passenger (where do they park?.....)
 Dropped off by car driver Bus (which route(s).....)
 Walk Bicycle
 Train Underground
 Motorcycle Other (.....)

If you do not drive to the site, please ignore the remaining questions.

5. If you currently drive to the site, could you in theory use any of the following options instead? (Tick all that apply)
 Walk Cycle Bus
 Train Car-share
 None of these **(if this is the case, please do not answer any more questions)**

6. Would you be prepared to travel using any of the options that are potentially available?

Yes

No (Please give reasons - tick all that apply)

Distance from the site

Cost

Inconvenience

Personal security

Lack of pedestrian routes

Lack of cycle routes

Frequency of public transport

Medical

Other

7. What would encourage you to use other modes of transport to get to the site? (Tick all appropriate)

Improved cycle routes

Improvements to bus services

Improved cycle storage

Improved pedestrian routes

Walking buddy scheme

Improved facilities at the site
(showers/lockers)

Other

Thank you for completing this questionnaire.

Please return the completed form to [insert name of relevant person]

Please note: Icen Projects Limited take no responsibility for any actions arising from the use, or implementation, of this travel questionnaire