

**Cambridge House, 373-375 Euston
Road**

Transport Statement

Prepared for

Birkbeck, University of London

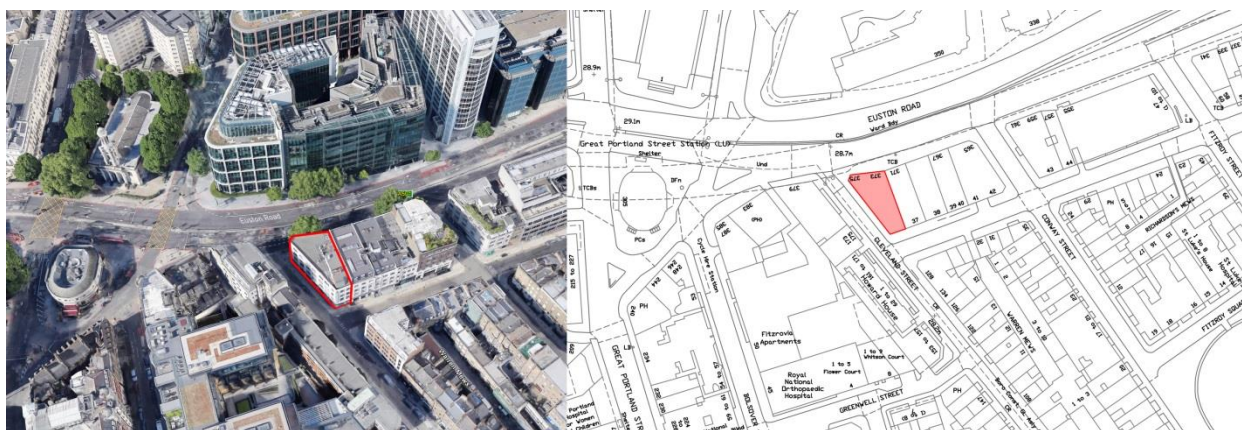
November 2017

1.0 Introduction

Birkbeck, University of London intends to convert an existing site, which has a lawful use for car showroom with office above, to class D1 use student teaching space. This space would provide for existing students at the university. Alan Baxter Ltd (ABA) has been commissioned by Birkbeck, University of London to prepare a transport statement to support a planning application for the redevelopment of Cambridge House, 373-375 Euston Road, London, NW1 3AR.

This document provides a baseline transport analysis of the site and a review of relevant planning policy. A description of developed movement strategy including access to the site is given, as well as car and cycle parking levels and strategy in and around the site. An assessment of the impact from the development is given, as well as the mitigation measures proposed. A delivery and servicing strategy is set out, and consideration given to minimise the impact of construction traffic that would be generated.

Figure 1 The site boundary for Cambridge House, Euston Road



2.0 Policy Review

There is a range of national, regional and local policy and guidance documents that outline the planning policy framework for development within Camden. A brief summary of the most relevant documents is outlined below.

- **National policy**

- National Planning Policy Framework (2012)

NPPF provides the most relevant and up-to-date advice on how the planning system should respond to development proposals. This document stresses the importance of encouraging a more sustainable approach to transport that reduces the negative environmental impacts associated with private car use, and contributes to wider sustainability and health objectives (Paragraph 29 & 30).

- Manual for Streets (2007) and Manual for Streets 2 (2011)

Manual for Streets (MfS) 1 & 2 were produced by the Department for Transport in 2007 and 2011. These documents aim to encourage a more sustainable approach to transport that reduces the negative environmental impacts associated with private car use. They

highly prioritise meeting the need of pedestrians, cyclists, and public transport users, as well as the importance of creating a well-connected network.

- **Regional Policy**

- Draft Mayor's Transport Strategy (2017)

On June 21 2017, the Mayor of London, Sadiq Khan, published a draft Transport Strategy. The Mayor's Transport Strategy (MTS) is a statutory document, which presents an integrated package of measures that are designed to improve transport, enhance London's environment and foster its development as part of a strategic policy framework over the next 25 years. By using the Healthy Streets Approach to prioritise human health and experience in planning the city, the Mayor wants to change London's transport mix so the city works better for everyone. Three key themes are at the heart of the strategy:

1. **Healthy Streets and healthy people:** Creating streets and street networks that encourage walking, cycling and public transport use will reduce car dependency and the health problems that create.

2. **A good public transport experience:** Public transport is the most efficient way for people to travel over distances that are too long to walk or cycle, and a shift from private car to public transport could dramatically reduce the number of vehicles on London's streets.

3. **New homes and jobs:** More people than ever want to live and work in London. Planning the city around walking, cycling and public transport use will unlock growth in new areas and ensure that London grows in a way that benefits everyone.

- The London Plan including alternations (2016)

The London Plan is the overall spatial development strategy for Greater London, setting out an integrated economic, environmental, transport and social framework for the development of the city over the next 20-25 years. The plan is also the framework for development and use of land in London. Specifically, it sets out the need to integrate transport and development to reduce the need to travel by car.

The key transport policies within the London Plan that are relevant to the proposed development are:

- Policy 6.1 'Strategic Approach'
- Policy 6.3 'Assessing effects of development on transport capacity'
- Policy 6.7 'Better Streets and Surface Transport'
- Policy 6.9 'Cycling'
- Policy 6.10 'Walking'
- Policy 6.13 'Parking'
- Policy 6.14 'Freight'

- The Mayor's Cycling Vision (2013)

The Mayor's Cycle Vision aims to deliver a tube network for the bike including fully segregated lanes and junctions, more mandatory cycle lanes, semi-segregated from traffic, and a network Quietway routes; the provision of safer street for the bike; more people traveling by bike; and creating better places for everyone.

- **Local policy and guidance**

- Camden Local Plan adopted on 3 July 2017

Chapter 10 of the Local Plan relates to transport and includes four policies (T1 to T4). The following details provide a brief overview of each policy:

- Policy T1 – Prioritising walking, cycling and public transport
- Policy T2 – Parking and car-free development
- Policy T3 – Transport infrastructure
- Policy T4 – Sustainable movement of goods and materials

The emerging policies of the Camden Local Plan, in particular policy T1 and T2, aim to promote sustainable transport for all and to make Camden a better place to cycle and walk around, and to reduce air pollution by emphasising that new development in the borough should be car-free to reduce reliance on private cars and congestion. Policy T1 indicates that improving and increasing walking as a travel mode is a fundamental priority for Camden.

3.0 Baseline Transport Review

3.1 Location and context

Cambridge House sits to the south of the London Borough of Camden on the border with the City of Westminster to the west as shown in **Figure 2** below. The site is located at 373-375 Euston Road at the junction of Cleveland Road to northwest, and bounded by Warren Street to the south, see **Figure 3** below.

The site enjoys its proximity to various iconic and compelling buildings such as St Pancras Station, The Wellcome Trust, UCH Hospital, Birkbeck Campus on Torrington Square, and the BT Tower. Sir John Soane's Grade I listed Holy Trinity Church (now named One Marylebone) lays diagonally opposite to the north of the site. Great Portland Underground Station rotunda is to the west.

The site benefits from an excellent level of transport accessibility that comes with being placed within a walking distance from a number of national rail, underground and overground stations – Great Portland Street, Regent's Park, Warren Street, Euston Square and Euston. There are also numerous bus routes and shopping facilities close by.

The building is currently part occupied by office use with a vacant car sales room at ground and basement floors. Other land uses within the area are a mixture of office, retail, and residential uses with many buildings providing active frontages on the ground floor for retail uses with office and residential uses on the upper floors.

Figure 2 Site location within wider context

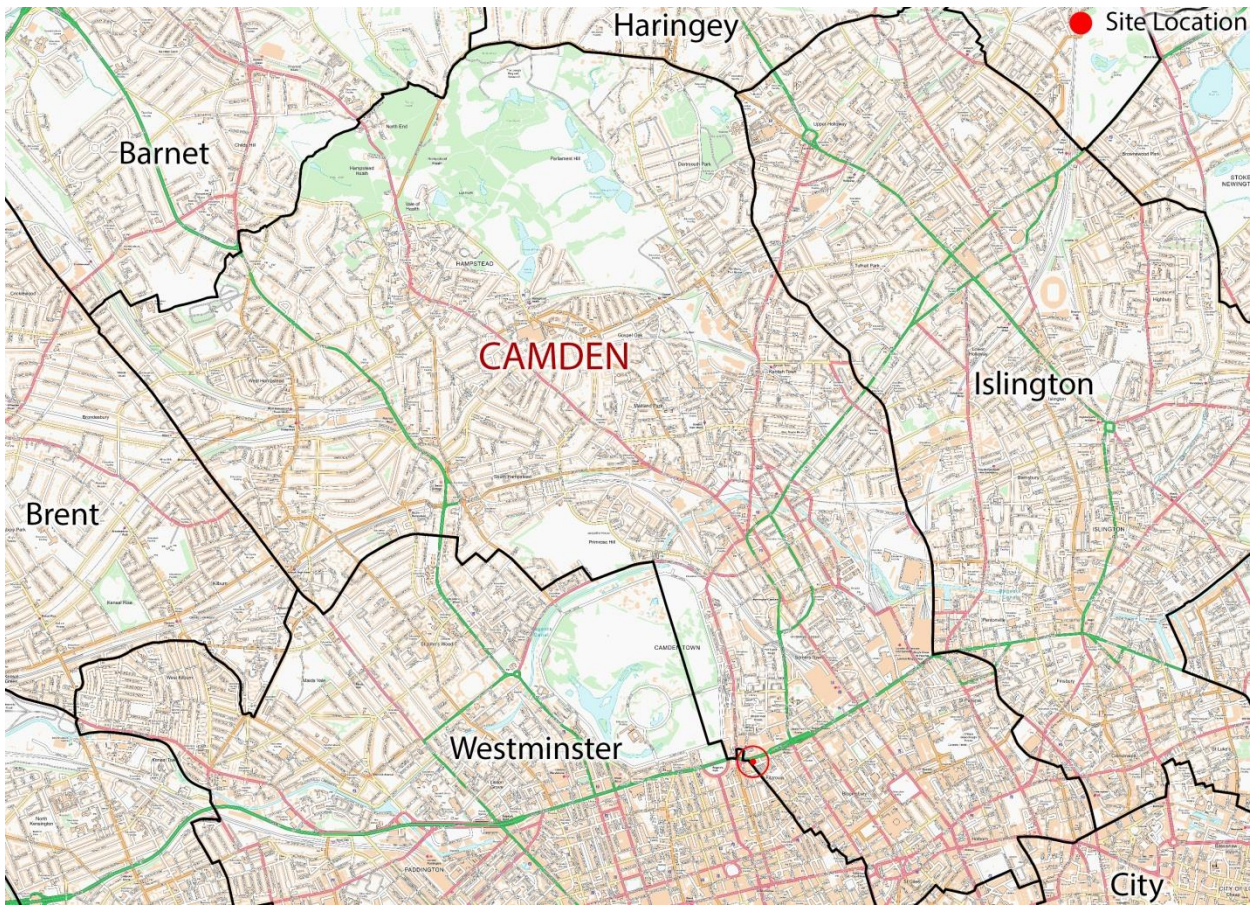


Figure 3 Site within local context



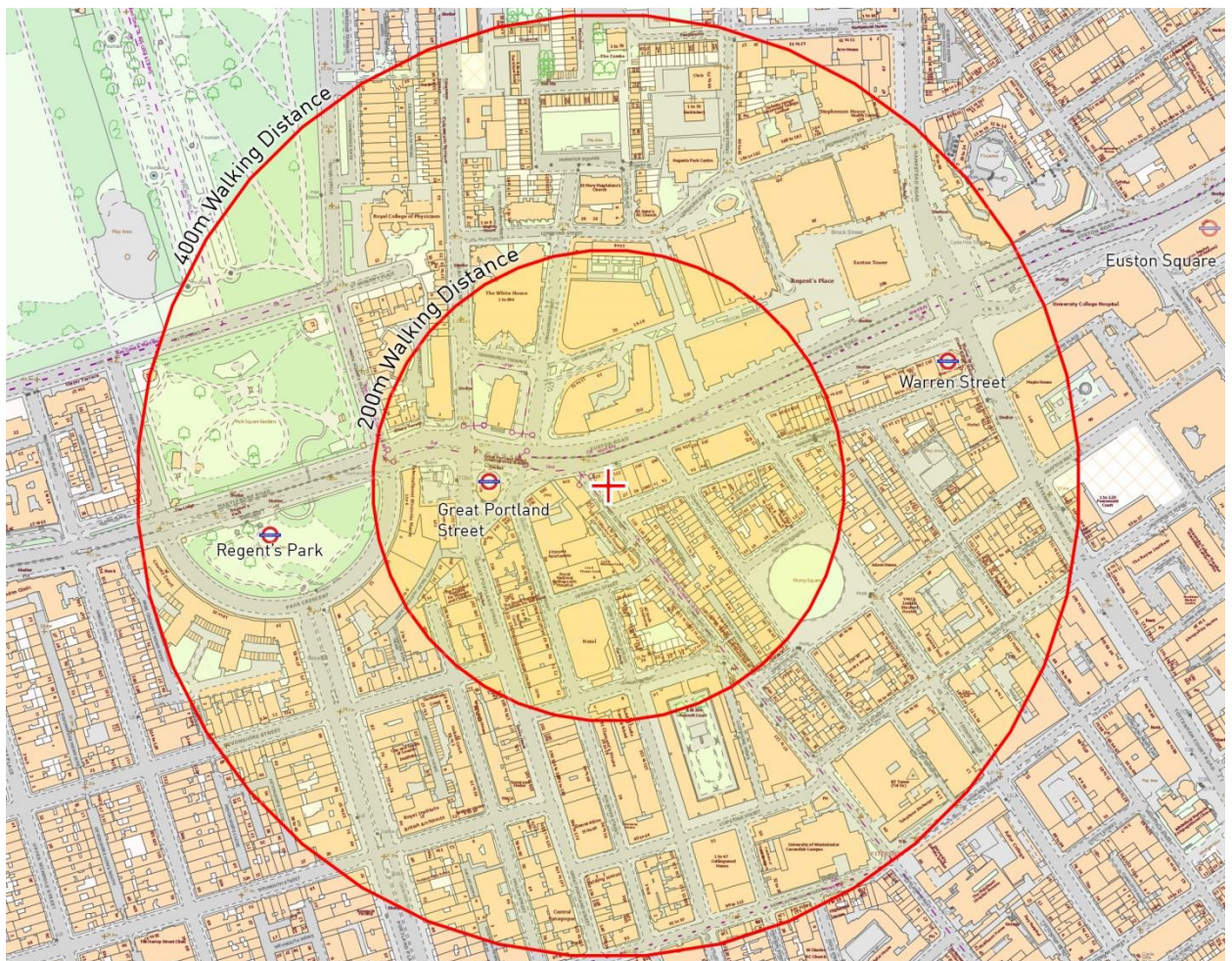
3.2 Walking

The site is within 12mins walking distance from Birkbeck, University of London. The site is situated in Central London and is accessible by foot, with convenient access to retail and leisure facilities as well as public transport opportunities as can be seen in **Figure 4** below. The pedestrian environment within the vicinity of the site is generally in good condition with adequate lighting, and dropped kerbs and tactile paving provided at crossing locations.

A raised table is provided directly adjacent to the site at the junction of Euston Road and Cleveland Street to facilitate pedestrians crossing. This is on the route from the site to Great Portland Street station. At the junction between Euston Road and Great Portland Street, signalised pedestrian crossing facilities are provided to assist pedestrians accessing the station.

Adjacent to Great Portland Street station further signalised pedestrian crossing facilities are provided to facilitate pedestrians crossing Euston Road. To the east of the site, a further signalised pedestrian crossing facility is provided across Euston Road in the vicinity of Fitzroy Street.

Figure 4 Local facilities within 2mins to 5mins walking distance of the site. (X – Site location)



+ Site Location

3.3 Cycling

The site is situated in Central London with a range of employment and retail options, and strategic transport links all accessible by cycle. Many local routes connect the site with the wider London Cycle Network (LCN) as can be seen in **Figure 5** below. The figure shows the existing cycle routes within a five minute cycling catchment. However, the cycle environment is generally poor on the primary roads within the area due to the heavy traffic flows, little segregation from traffic, and low priority given to cyclists.

The TfL guide 'Cycling in Central London' identifies Cleveland Street and Warren Street, adjacent to the site, as quieter routes suitable for cycling. These routes are connected to off-road routes on Maple Street and Howland Street and signed route on Charlotte Street, which link south towards Oxford Street and Soho, **Figure 5** below.

North of the site, Longford Street is identified as a route suitable for cycling and this route connects east towards London Euston station. North-west of the site there are cycle routes identified by TfL, which connect west towards Marylebone and north towards Primrose Hill and Camden.

There are a number of cycle hire docking stations in the vicinity of the site. The closest one is Bolsover Street to the west of the site, which is within two minutes walking distance and contains 19 spaces. Warren Street Station to the east of the site, which is within five minutes walking distance and provides 26 spaces. The Longford Street docking station, to the north of the site, is within five minutes and offers 21 spaces.

The proposed Central London Grid will provide improved cycle connections from Cleveland Street to Regents Park to the north via the proposed Cycle Superhighway 11 (**Figure 6** below) and the Victoria Embankment to the south via the East-West Cycle Superhighway.

Figure 5 Local facilities within five minutes cycling distance



- Cycle Superhighways
CS3
- Other roads that have been recommended by cyclists, may connect other route sections
- Off-road routes: Either alongside roads, or along towpaths. Some routes may not be available or suitable for use at night. Routes may be shared with pedestrians
- Pedestrian only route which connects cycling sections - you must dismount as cycling is not permitted at any time
- 6 London Cycle Network routes
- Cycle Hire docking station
- P Stations where there is cycling parking
- ★ Site location

Figure 6 Cycle Superhighway Route 11



3.4 Bus

The site is well served by a number of bus routes passing along Euston Road, **Figure 7** below. The Local bus services are frequent and provide access to a range of destinations and public transport interchanges. The closest bus stops to the site are located on Euston Road and provide a shelter, seating and real-time timetable information. A summary of bus services local to the site is provided in **Table 1** below, providing connecting services to a range of destinations across London.

Figure 7 Existing bus routes and bus stops in the vicinity of the site



Table 1 Local bus services and frequency

Service	Route	Frequency (minutes) (Two way)	
		Weekday	Weekend
18	Euston to Sudbury	2 – 6	2 – 5
27	Chalk Farm to Chiswick Business park	6 – 10	7 – 11
30	Hackney Wick to Marble Arch	7 – 10	9 – 12
88	Camden Town to Clapham Common	5 – 8	7 – 10
205	Bow Church to Paddington	6 – 10	7 – 10
453	Deptford Bridge to Marylebone	4 – 8	5 – 9
C2	Parliament Hill Fields to Victoria	6 – 10	7 – 11

3.5 Rail and underground

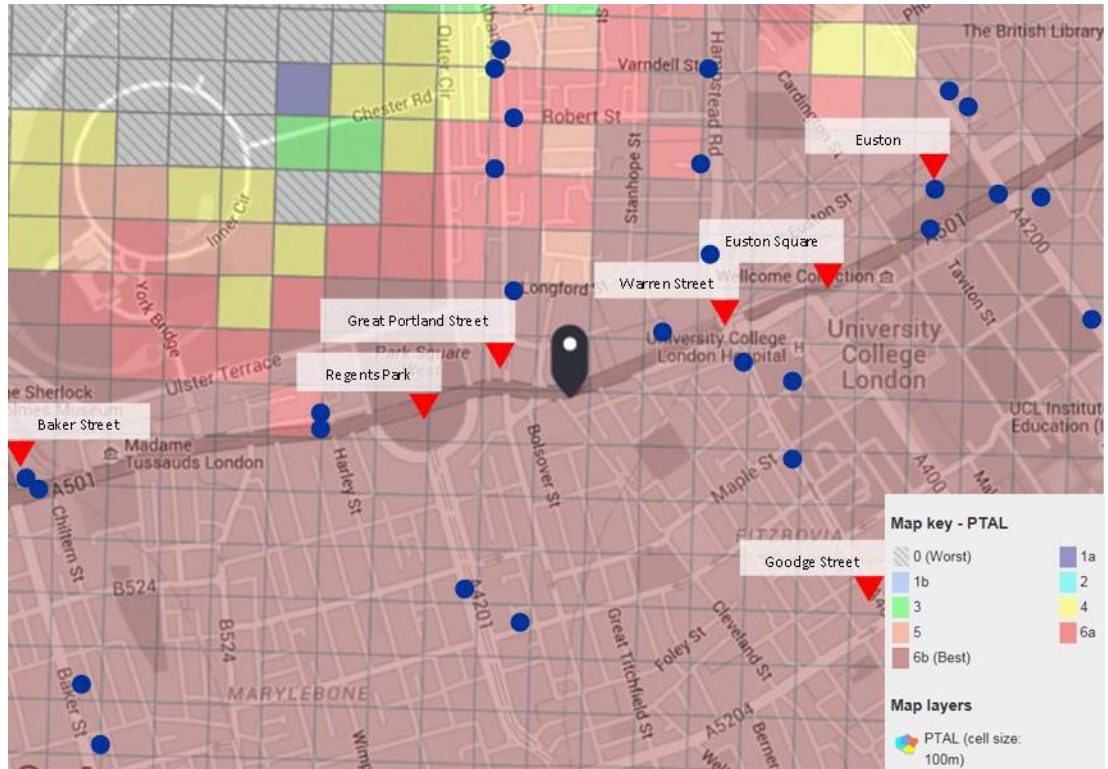
London Euston Station is located an approximate 900m walk east of the Development site and provides access to mainline rail services to a variety of destinations including regional services towards Watford Junction and national services towards Birmingham, Manchester Piccadilly and Glasgow Central.

Great Portland Street station is situated approximately 70m west of the Development site and is served by the Circle, Metropolitan and Hammersmith and City lines. Regent's Park station is situated approximately 275m west of the Development site and is served by the Bakerloo line. Warren Street station is located an approximate 340m east of the Development site and provides access to the Victoria and Northern lines.

3.6 Public Transport Accessibility Level (PTAL)

As set out above Cambridge House site has excellent connectivity to national rail, underground and bus services. The development site has a Public Transport Accessibility Level (PTAL) of 6b (the highest with the scoring range 0-6b) - see **Figure 8**.

Figure 8 Public Transport Accessibility Level Map¹



3.7 Road

The development site has good regional and local road access via a network of A-roads and B-roads, which provide a good connection within central London and with a wider area via the national transport network including M1, M11, M4, and M25, see **Figure 9 and 10** below.

¹ Source: TfL WebCAT.

Figure 9 Regional road links

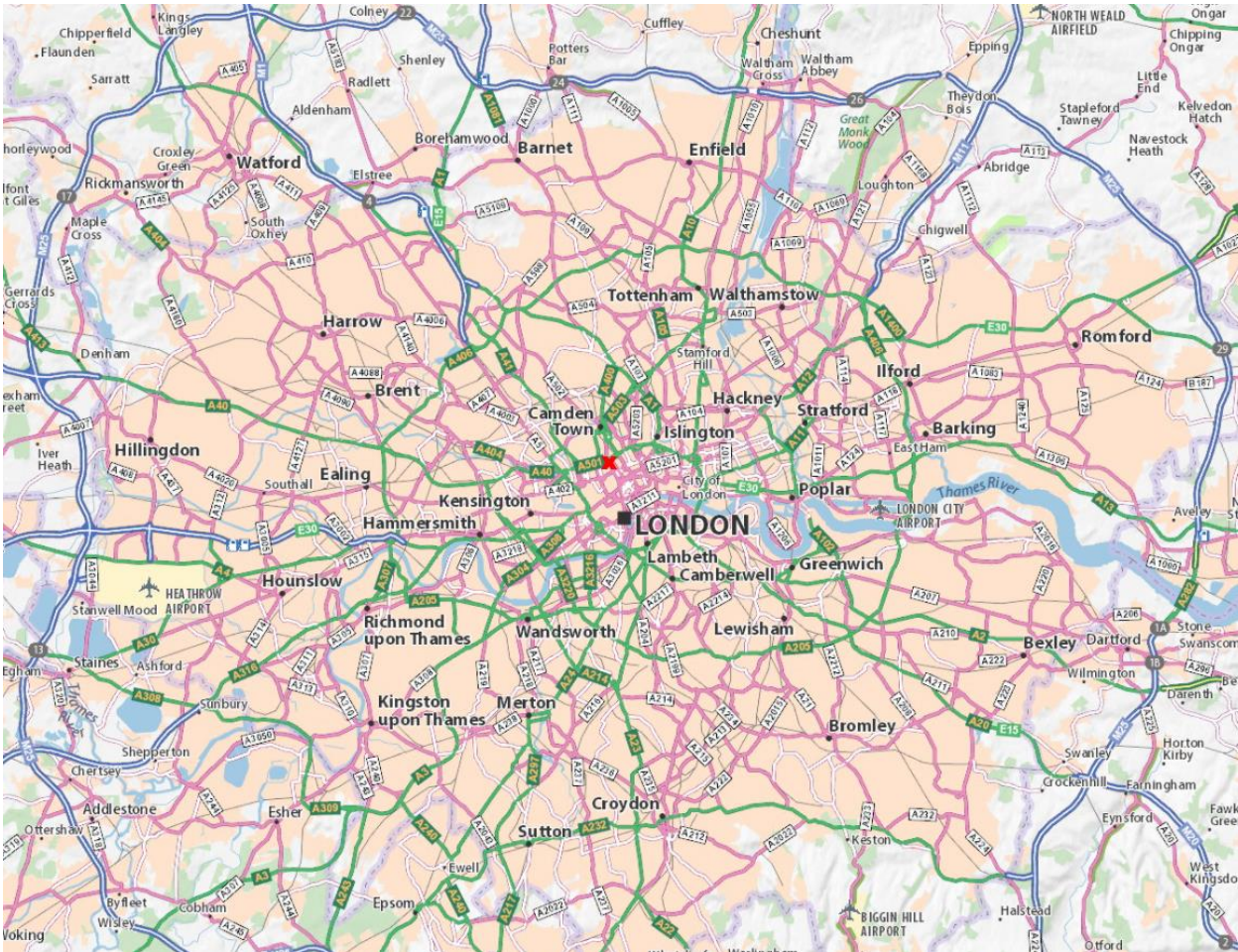
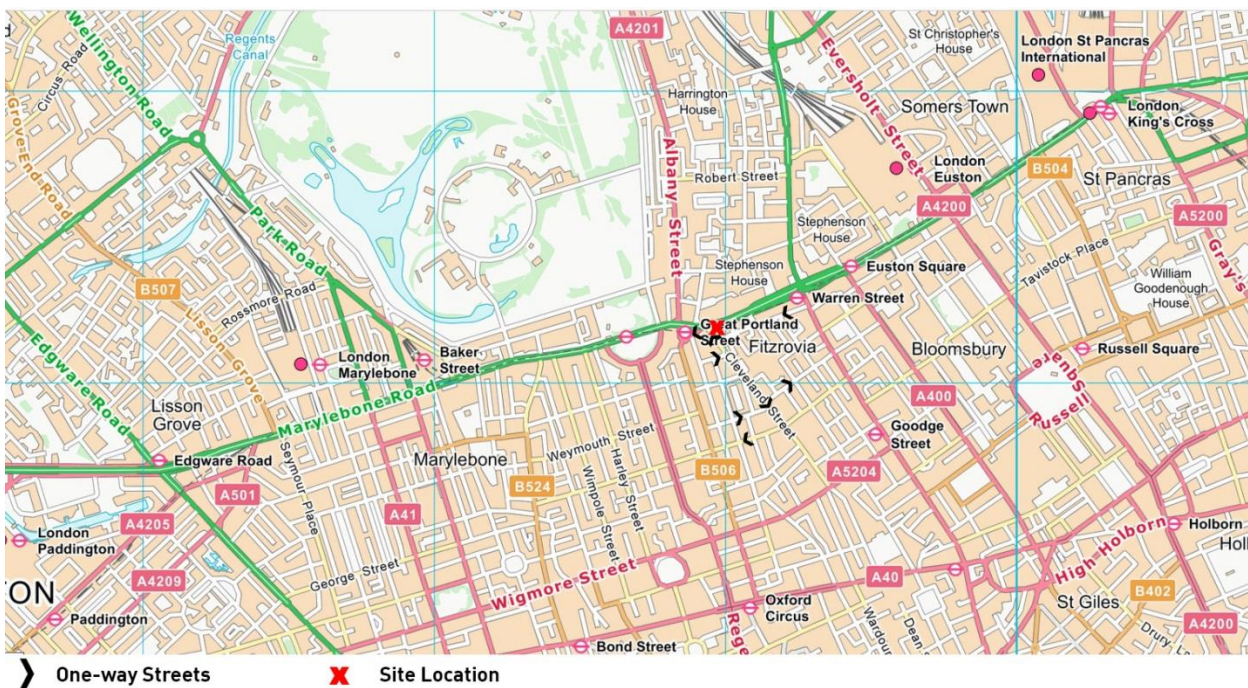


Figure 10 Local road links

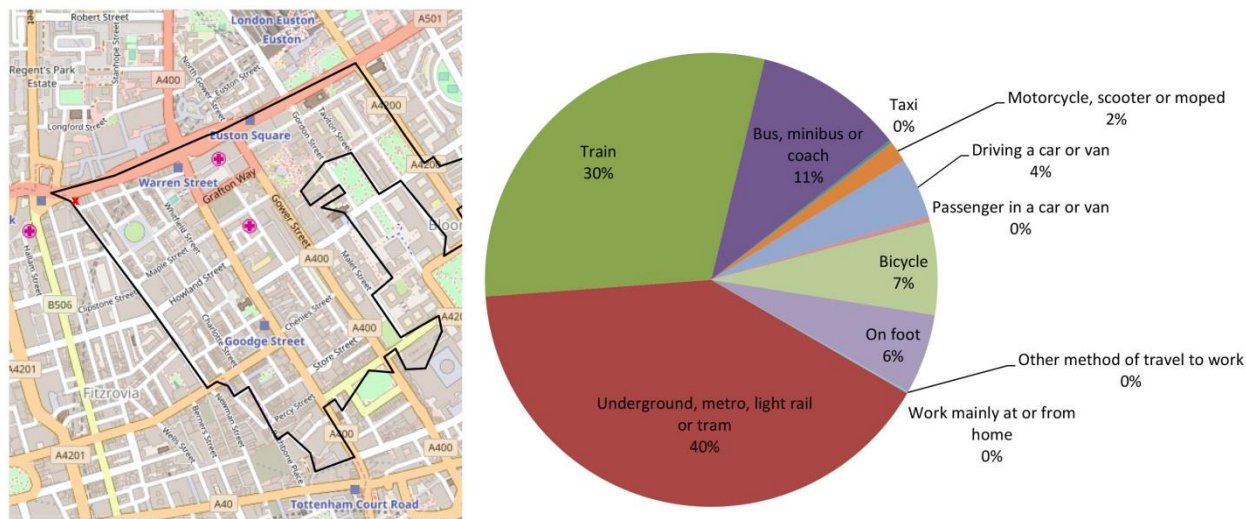


➤ One-way Streets X Site Location

3.8 Movement Profile

Census 2011 travel to work data was used to develop an understanding of travel patterns for those working within the local area. **Figure 11** below indicates that the vast majority of travel to work is by public transport (81%) and that more people cycle or walk (7% and 6% respectively) than travel by car (4%). These proportions indicate a very sustainable movement profile that reflects the high PTAL of the area (set out in section 3.7).

Figure 11 Method of travel to work in Camden 026, and MSOA area map² (X – Site location)



4.0 Access

As set out in Section 1, the proposals are for the conversion of Cambridge House from car showroom and office use to class D1 use student teaching space. The development site is expected to employ 20 staff with teaching capacity for up to 610 students, with a maximum of 488 students expected on site at any time based on the operational arrangements of Birkbeck University at their existing campus. The proposal will provide a total floorspace of approximately 1847sqm (of which 1396sqm is existing and 451sqm which is new).

4.1 Vehicle Access

Euston Road is a two-way carriageway with three lanes in each direction, subject to a 30mph speed limit. Currently, vehicle access to the site is available from Warren Street, with a vehicle lift providing access to a basement car park. Additionally, a dropped kerb vehicle crossover on the Cleveland Street frontage provides vehicle access to the ground floor.

There are a number of one-way roads within the area to the south of Euston Road. In the vicinity of the site, Warren Street runs east-west, south of the development site and operates one-way westbound. Cleveland Street operates one-way northbound of the junction with Warren Street and one-way southbound of the junction with Warren Street, and right turning movements are prohibited where Cleveland Street joins Euston Road.

² Source: WU03EW – Location of usual residence and place of work by method of travel to work (MSOA level, place of work E02000191 : Camden 026 (2011 super output area - middle layer), usual residence Local Authority Districts

The proposals do not include any car parking for the new use and therefore no vehicle access is to be provided.

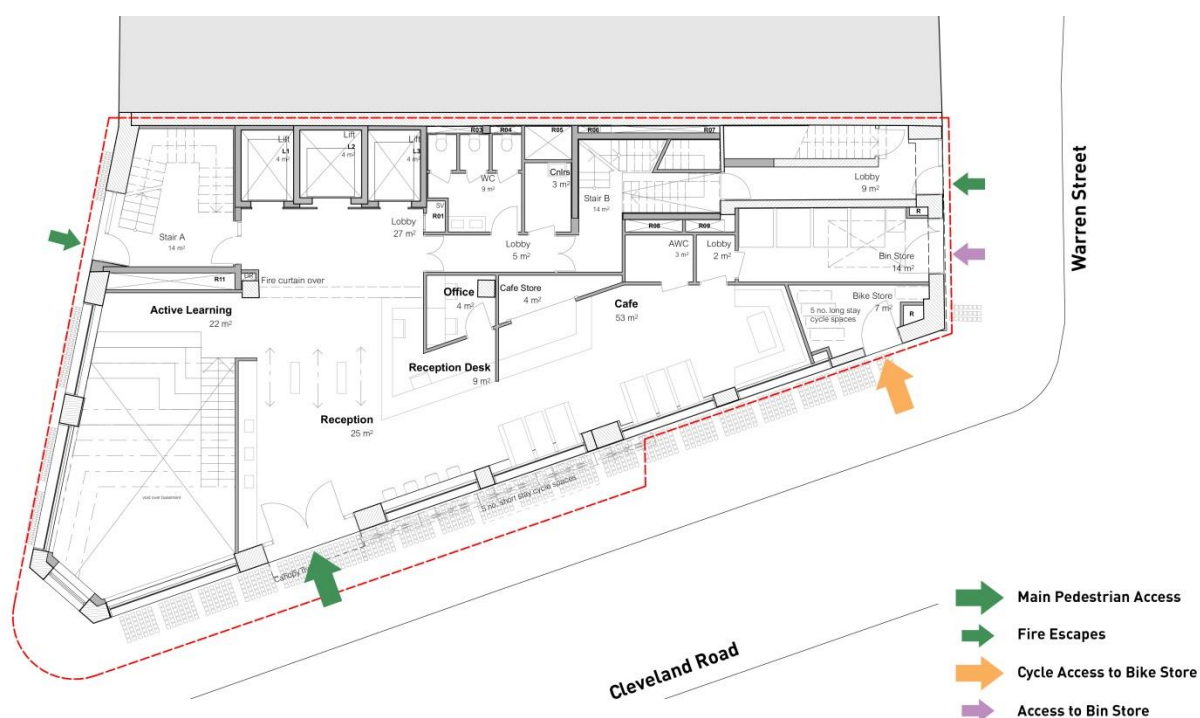
4.2 Pedestrian Access

The existing pedestrian accesses to the site are separately obtained for the ground floor and the upper floors. Ground floor access is provided at the corner of Euston Road and Cleveland Street, and access to the upper floors is via a lobby accessed from Euston Road. A further service access door is provided on Warren Street.

Footways in the immediate vicinity of the site are in a good physical condition and they are of an appropriate width – around 3.25m on Cleveland Road, 3.80m on Warren Street, and 5.50m on Euston Road.

The proposed plans for the site are for the main pedestrian access to be provided from Cleveland Street (see ground floor plan in **Figure 12** below). For emergency access, two fire escapes are provided on Euston Road and Warren Street, which are directly linked with the emergency stairs of the building.

Figure 12 Pedestrian and Cycle Accesses



4.3 Cycle Access

Cyclists approaching the site will have a separate access to a secure cycle parking area, which is dedicated for teaching staff due to the constrained nature of the site as discussed further in the section 5.0. The access is provided off Cleveland Street as can be seen in the ground floor plan in **Figure 12** above.

5.0 Car and cycle parking strategy

5.1 Cycle parking strategy

Camden's cycle parking standards are set out in the Local Plan and seek "accessible, secure cycle parking facilities exceeding minimum standards outlined within the London Plan."

The standards required by the London Plan are set out in **Table 2** and require a total of 123 spaces.

Table 2 London Plan Cycle Parking Standards

	London Plan Standards	Number of spaces required
Staff	1 space per four staff (long stay)	5
Visitor	1 space per 20 FTE students (long stay) + 1 space per seven FTE students (short stay)	31 (long stay) + 87 (short stay)

The existing Cambridge House is being retained and refurbished and the site is a constrained one. Therefore achieving the number of cycle parking spaces required by London Plan standards is not possible without losing all active ground floor space. This would have an impact on the efficiency of the building in terms of the provision of teaching space, as well as reducing the active frontage of the site onto Cleveland Street and Euston Road.

Although the opening hours of the Birkbeck Teaching Centre would be from 8am – 10pm, teaching classes would be between the hours of 6pm – 9pm. Birkbeck's experience at Malet Street is that 80% student occupancy reflects the likely actual maximum use of the building.

Given that it is not possible to meet the London Plan standards on this constrained site, the overall strategy is to meet the long stay staff demand on-site with the more time limited student parking demand met on-street. The internal design of the proposals has been arranged in a way that responds to these constraints and provides an active and visible frontage along Cleveland Street.

The figure of 80% attendance (488 students) has been used to calculate the requirement of cycle parking spaces as set out in **Table 3** below.

Table 3 Cycle Parking Requirement for Cambridge House based on London Plan Cycle Parking Standards and predicted occupancy of the building

	Long stay cycle requirement	Short stay cycle requirement
Staff (20 no.)	5	-
Students (488 no.)	25	70
Total	30	70

A total number of five long stay staff spaces will be provided on-site. This meets the London Plan standard for staff. This parking will be attractive to use as it will be provided in a secure

store accessed directly off Cleveland Street as stated in section 4.3. This will allow teaching staff, who will be at the building throughout the day, to park their bikes securely. A shower will be provided in the basement for staff use in order to make cycling to the site as attractive as possible (see floor plans in **Appendix A**).

For students, five short stay cycle parking spaces will be provided within the private forecourt of the site on Cleveland Street. Although not secure, the cycle parking will be adjacent to the glazed façade of the building onto Cleveland Street. This location is overlooked by the reception and café and therefore there will be a high level of natural surveillance. The parallel arrangement of the cycle parking to the façade would allow for a clear width of 2.5m. Based on the worst case assumption that all students would arrive within a 30 minute time period for lectures a 2.5m footway provides a pedestrian comfort level of A- (eight pedestrians per minute per M2) based on TfL's pedestrian comfort level guidance. This level of service is considered to be comfortable for all areas.

As set out above it is not possible given the constrained nature of the site to provide any additional cycle parking on-site. Therefore, a contribution is proposed in order to provide additional cycle parking on-street. This could be provided in the form of Sheffield stands on Euston Road and an in carriageway cycle parking bay on Cleveland Street. This would be broadly in the location of the existing dropped kerb in front of the building.

An indicative scheme has been drawn up that proposes a provision of 66 external cycle parking spaces located on both the carriageway of Cleveland Street (24 spaces) with protected island and on Euston Road (42 spaces), see **Figure 13** below. Adding the five external cycle parking spaces provided within the forecourt of the site, a total number of 71 external cycle spaces can be provided, meeting the London Plan requirement of 70 spaces.

Figure 13 External cycle parking spaces on Cleveland Street and Euston Road



5.2 Car Parking Strategy

The site and the surrounding streets fall within London Borough of Camden Controlled Parking Zones (CPZs) CA-E, which operate Monday to Saturday 08:30 – 18:30. Euston Road is part of the TfL red route network and is subject to a no loading at any time restriction as it passes the site.

Single yellow line restrictions are in place along Warren Street and Cleveland Street adjacent to the development site and are subject to no waiting restrictions Monday to Saturday 8:30am to 6:30pm. Single yellow line restrictions on Warren Street are subject to additional Keep Clear restrictions for fire tender access to Warren Mews.

The fact that the site and the surrounding streets are lying within the Controlled Parking Zones (CPZs) coupled with time restrictions on on-street parking will result in very low car use to the site. The closest off-street parking to the site are located at Regent's Park – Carpurton Street, Devonshire Row, and Clipstone Street, approximately three to five minutes' walk away. These are open 24 hours a day, seven days a week, with the following range of charges in **Table 4** below:

Table 4 Off-street parking charges in the vicinity of the site

30 minutes	£2.50-£7.00
1 hour	£5.00-£14.00
1 to 2 hours	£7.00-£20.00
2 to 3 hours	£15.00-£25.00
3 to 4 hours	£20.00-£30.00
4 to 24 hours	£30.00-£40.00
Motorcycle per day	£6.00

The car parking charges will make driving costly and therefore very unattractive for staff or students.

Given the excellent public transport accessibility of the site, no car parking is proposed to be provided.

6.0 Trip Generation Assessment and Impact on Surrounding Transport Network

6.1 Proposed change of use

The application proposal for 373-375 Cambridge House, Euston Road involves a change of use from car showroom and B1 use to D1 class use. The scheme proposes a total floorspace of 1847m² (see **Table 5** below), which includes an additional area of 451m² to the existing building through the extension.

Table 5 Proposed floor area

	GIA (m ²)
Basement floor	338
Ground floor	249
First floor	273
Second floor	273
Third floor	274
Fourth floor	256
Fifth floor	150
Fifth floor mezzanine	34
Total	1847

The change of use will allow Birkbeck University to meet the growing needs for teaching spaces, particularly during the evening time as the site is within a close proximity to the main campus at Malet Street.

6.2 Existing Use

As the existing site consists of a car showroom and office above, trip rates have been obtained from TRICS database for class B1 land use. Four sites were selected in Greater London that are a close match in terms of Gross floor Area (GFA) (1215sqm-5500sqm), date range (2006-2014), and PTAL (very good to excellent). See **Appendix B** for details and Table 6 for the resultant trip rates. Census 2011 WU03EW location of usual residence and place of work by method of travel to work (MSOA level) data has been obtained in order to determine the local mode split of the existing use. See **Appendix C** for details and Table 7 for a summary. The modal split from the

Census data has then been applied to the total person trip rates from TRICS in order to establish the likely trip rates and trip generation of the existing use (see Tables 8 and 9 respectively).

Table 6 Total person trip rate from TRICS

Office (Per 100m ²)	Total people			
		ARR	DEP	TOT
	AM	1.94	0.20	2.14
	PM	0.35	2.34	2.70
12HR	13.79	12.54	26.33	

Table 7 Census mode split

	Mode split
Underground/Overground	41%
National Rail	30%
Bus	11%
Cycle	7%
Pedestrian	6%
Vehicle	4%
Vehicle passenger / taxi	0%
Motorcycle	2%

Table 8 Office multimodal trip rates per 100m²

	AM Peak			PM Peak			12HR		
	Arr.	Dep.	Total	Arr.	Dep.	Total	Arr.	Dep.	Total
Vehicles	0.08	0.01	0.09	0.02	0.10	0.12	0.60	0.54	1.14
Car Passenger/Taxi	0	0	0	0	0	0	0	0	0
Bus	0.21	0.02	0.23	0.04	0.25	0.29	1.46	1.33	2.79
Rail	0.58	0.06	0.64	0.11	0.70	0.80	4.12	3.74	7.86
Cyclists	0.13	0.01	0.14	0.02	0.15	0.18	0.91	0.83	1.74
Pedestrians	0.11	0.01	0.12	0.02	0.14	0.16	0.80	0.73	1.53
Tube	0.79	0.08	0.87	0.14	0.95	1.09	5.59	5.08	10.67
Motorcycle	0.03	0.00	0.03	0.01	0.04	0.04	0.21	0.19	0.40
Total People	1.94	0.20	2.14	0.35	2.34	2.70	13.79	12.54	26.33

Table 9 Existing office trips based on the current floorspace of 1,395m²

	AM Peak			PM Peak			12HR		
	Arr.	Dep.	Total	Arr.	Dep.	Total	Arr.	Dep.	Total
Vehicles	1	0	1	0	1	2	8	8	16
Car Passenger/Taxi	0	0	0	0	0	0	0	0	0
Bus	3	0	3	1	3	4	20	19	39
Rail	8	1	9	1	10	11	57	52	110
Cyclists	2	0	2	0	2	2	13	12	24
Pedestrians	2	0	2	0	2	2	11	10	21
Tube	11	1	12	2	13	15	78	71	149
Motorcycle	0	0	0	0	0	1	3	3	6
Total People	27	3	30	5	33	38	193	175	368

Table 9 above shows that the majority of the existing trips generated by the site are by public transport, predominantly rail and underground, with a smaller proportion by walking and cycling. A small number of car driver trips are generated during the day.

6.3 Proposed use

The TRICS database does not contain any sites that match the criteria of the proposed one in terms of it being a teaching only space. Therefore, the figure of 80% student occupancy of the building advised by Birkbeck based on their teaching experience at Malet Street has been used. In terms of identifying the mode split, the Census data set out in Table 6 above has been used but with the car driver trips redistributed to the remaining modes on a pro rata basis, as summarised in Table 10.

Table 10 Redistributed Census mode split

	Mode split
Underground/Overground	43%
National Rail	31%
Bus	11%
Cycle	7%
Pedestrian	6%
Vehicle	0%
Vehicle passenger / taxi	0%
Motorcycle	2%

This exercise allows a comparison to be made with the existing use. It should be noted that the site will not generate a peaked AM and PM profile as for the existing use. Peak periods will take place at evening time from 6pm – 9pm. This means that the peak demand for travel to the site will fall outside of the main public transport peaks. **Table 11** below provides a summary comparison of the existing and proposed trips, and **Table 12** breaks this down by mode of travel.

Table 11 Existing and proposed trips

	Existing	Proposed	Difference
Size m²	1396	1847	451
Total Users	-	508	-
Total two-way Trips	368	1016	648

Table 12 Proposed trips of D1 use and differences resulted from the existing use

	Existing Use	Proposed Use	Difference
Vehicles	16	0	-16
Car Passenger/Taxi	0	0	0
Bus	39	112	73
Rail	110	315	205
Cyclists	24	71	47
Pedestrians	21	61	40
Tube	149	437	288
Motorcycle	6	20	15
Total People	368	1016	648

The proposed development will generate an additional 648 two-way trips (from and to the site) daily compared with the existing use. However, it should be noted that these trips will occur outside of the peak times of demand on the local highway and public transport network and therefore when there is highest spare capacity. The additional trips generated by the site once distributed across all modes, is modest given the high capacity of the local bus, rail and underground network. The proposals will result in a reduction in car trips on the network as a result of the removal of the car parking. Furthermore it should be noted that the proposals will serve existing students at the university and therefore these trips will already be on the network.

7.0 Proposed Mitigation Measures

In the context of the high capacity of the surrounding highway and public transport network the proposed 648 additional trips generated by the site will have a negligible impact. However, in order to accommodate the additional demand set out above it is proposed that the existing drop kerbs to off-street accesses will be removed and made good. A contribution to additional on-street cycle parking will also be made, as set out in Section 5.1.

8.0 Travel Planning

In order to ensure that the travel profile to the site is as sustainable as possible a Travel Plan Statement has been prepared. The Travel Plan Statement sets out a series of objectives and measures and an action plan for their implementation.

A Travel Plan Statement has been prepared in lieu of a full Travel Plan in accordance with TfL's Travel Plan guidance. This sets the threshold for providing a Travel Plan for class D1 uses as developments with between 20-50 staff and floorspace of over 2,500m².

The Travel Plan Statement is included in Appendix D of this document.

9.0 Delivery and Servicing Strategy

Warren Street will provide access for bin collection while general servicing of the building will be achieved from Cleveland Street using the main entrance. Cleveland Street is a one-way street, with a carriageway width of 5.5m. This gives the opportunity for servicing and delivery to occur on-street during off-peak times, to minimise disruption with pedestrian flow around the site. Warren Street is also a suitable location for loading and servicing along the northern kerb line of Warren Street at the corner with Cleveland Street. Bins would be collected from Warren Street, from the bin store locations shown in Figure 12.

10.0 Construction Traffic Management Strategy

The level of construction traffic that will be generated by the scheme is relatively minor. A Construction Traffic Management Plan (CTMP) will be required that will set out how the development will minimise impacts from the movement of goods and materials during the construction process. This will stipulate hours of site activity; requirement for transport operators to be FORS registered; delivery and collection times for materials and equipment; limits on construction vehicle size; trip numbers and routes; the safety of road users during construction; delivery and construction of cycle stands and cycle bays on Cleveland Street and Euston Road; and any temporary use of the highway for siting of construction plant.

Due to the constraints of the site, it is likely that loading and servicing will have to be undertaken on street on Warren Street or Cleveland Street with appropriate arrangements put in place regarding hoardings, footway access and parking suspensions.

It is anticipated that a CTMP will be secured by way of condition on the planning consent.

11.0 Summary and Conclusion

Cambridge House site is located in central London within the borough of Camden, directly adjacent to Euston Road and bounded by Cleveland Street to the west and Warren Street to the south.

The national, regional and local policy context has been reviewed highlighting the overarching aim to encourage a more sustainable approach to transport that reduces the negative environmental impacts associated with private car use.

The central location of the site benefits from high public transport accessibility with a range of public bus, rail, underground and overground services. Great Portland Street Station, Warren Street and Regent Park stations are close to the site and provide frequent and high capacity underground services. London Euston Station is east of the development site and provides mainline rail services. The closest bus stops to the site are located on Euston Road and provide frequent services to a range of destinations and public transport interchanges.

The local pedestrian environment is generally to a good standard and the proposed public realm enhancements will improve movements between the site and local transport nodes. Impact analysis of the scheme's anticipated non-vehicle trips demonstrates that the development will increase overall demand to the site but that this would be outside of the network peaks and would not have a significant impact on the local pedestrian environment or public transport services.

There is limited public cycle parking within the vicinity of the site, with a low number of Sheffield Stands located in the immediate surroundings. Similarly, limited cycle parking is provided at Great Portland Street and Warren Street underground stations. Due to the

limitations of the site, the proposed scheme endeavours to provide as much on-site cycle parking as possible with a contribution proposed to increase on-street cycle parking in order to meet the London Plan requirements.

No car parking is proposed and in conjunction with the existing Controlled Parking Zone on surrounding streets and the high cost of off-street parking options the proposed use will generate very few if any car trips.

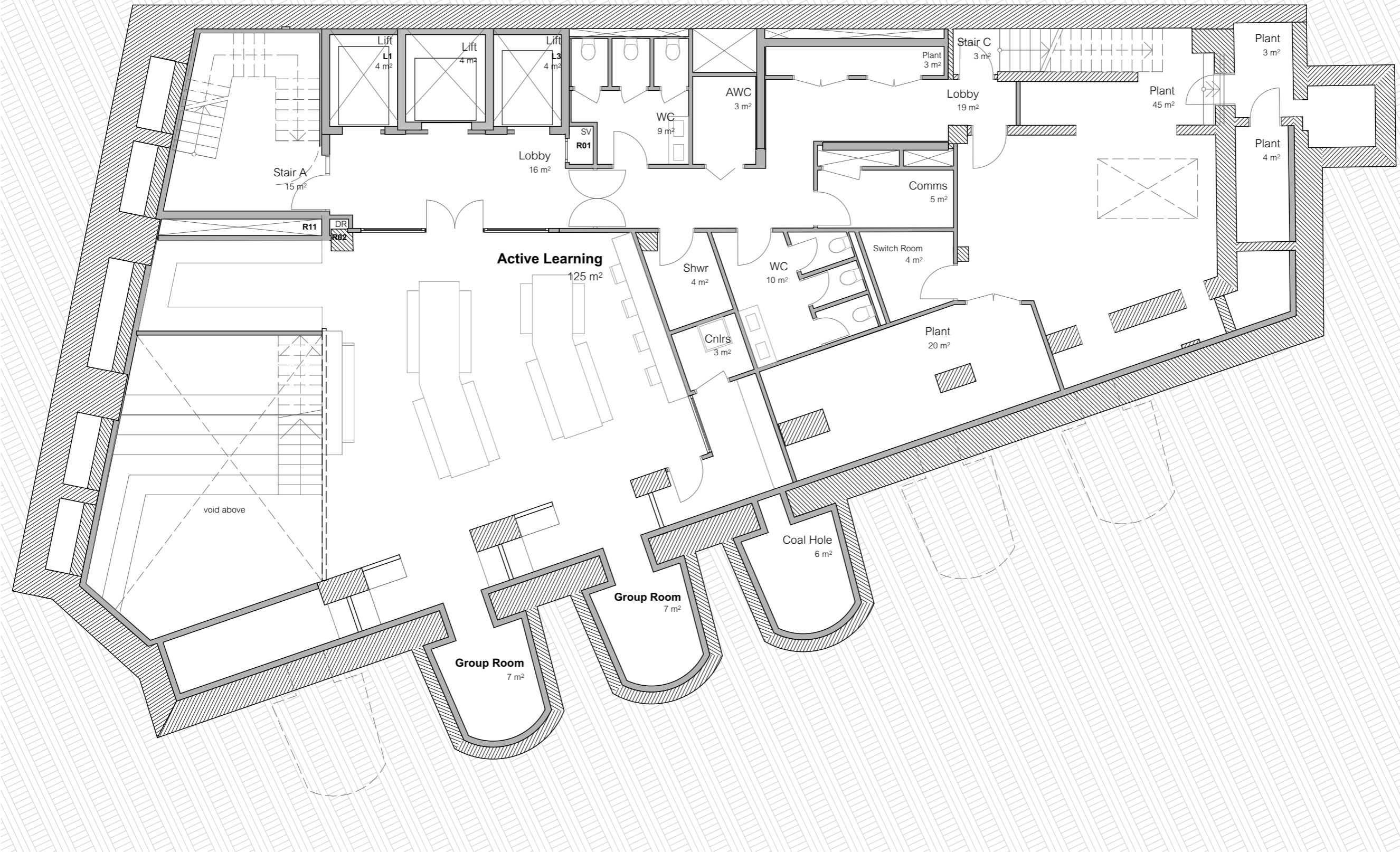
In summary the site is in a sustainable location with excellent walking, cycling and public transport facilities. The development proposals take advantage of this setting to ensure that staff and students will walk, cycle or use public transport with mitigations advanced in order to accommodate the increased demand from site users.

Appendix A: Development floorplans



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Birkbeck, University of London

Project
Cambridge House
373 - 375 Euston Road

Drawing Title
Proposed Basement Plan

Purpose of Issue
Issued for Planning Submission

Status
S2

Scale
1:100, 1:2000 @ A3

Drawing Number
672 - PPA - 00 - B0 - DR - A - 20210

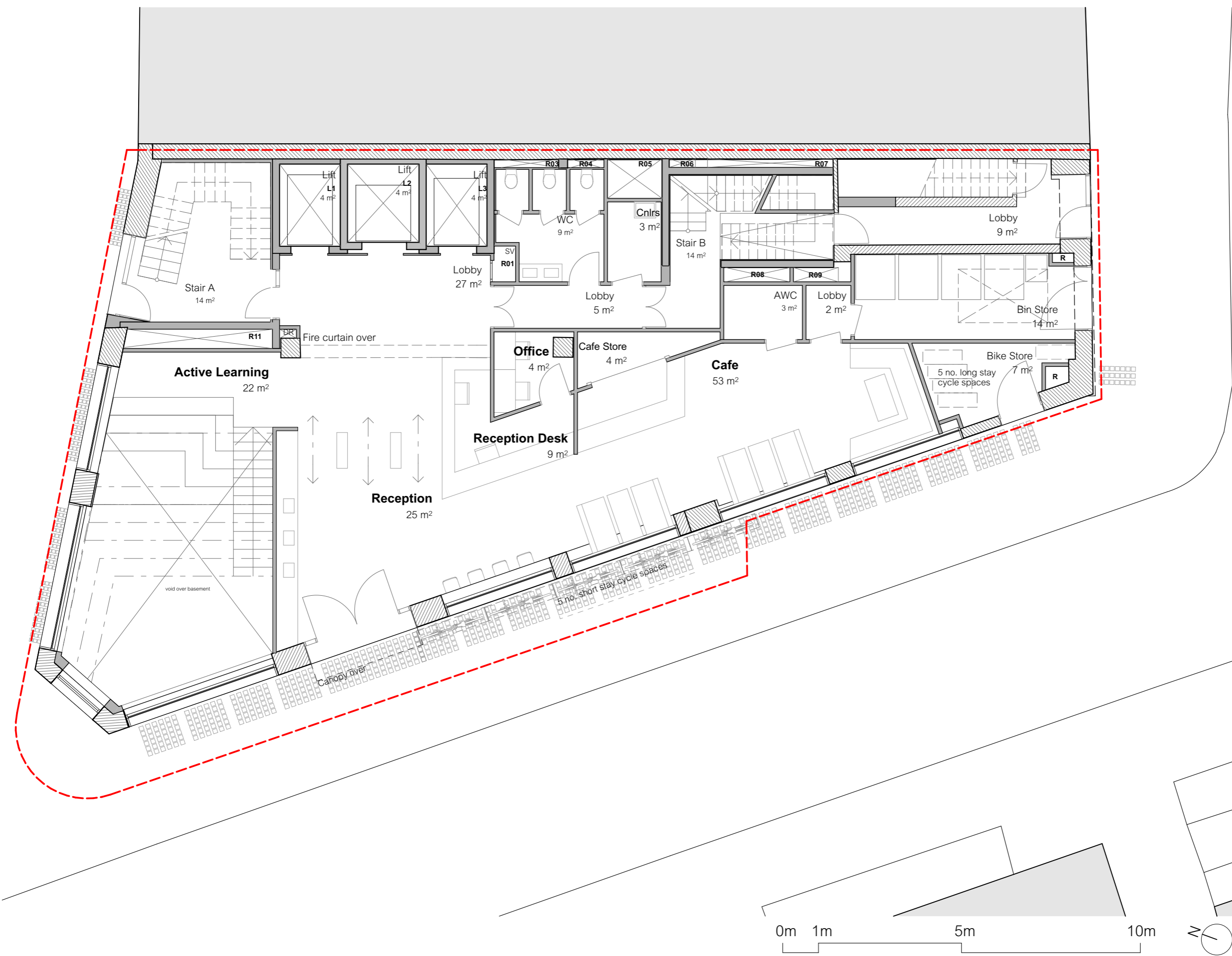
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Drawing Title
 Proposed Ground Floor Plan

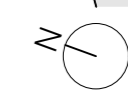
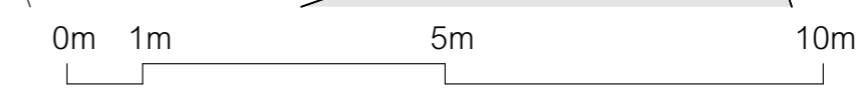
Purpose of Issue
 Issued for Planning Submission

Status
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Scale
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Drawing Number
 project originator zone level type role number
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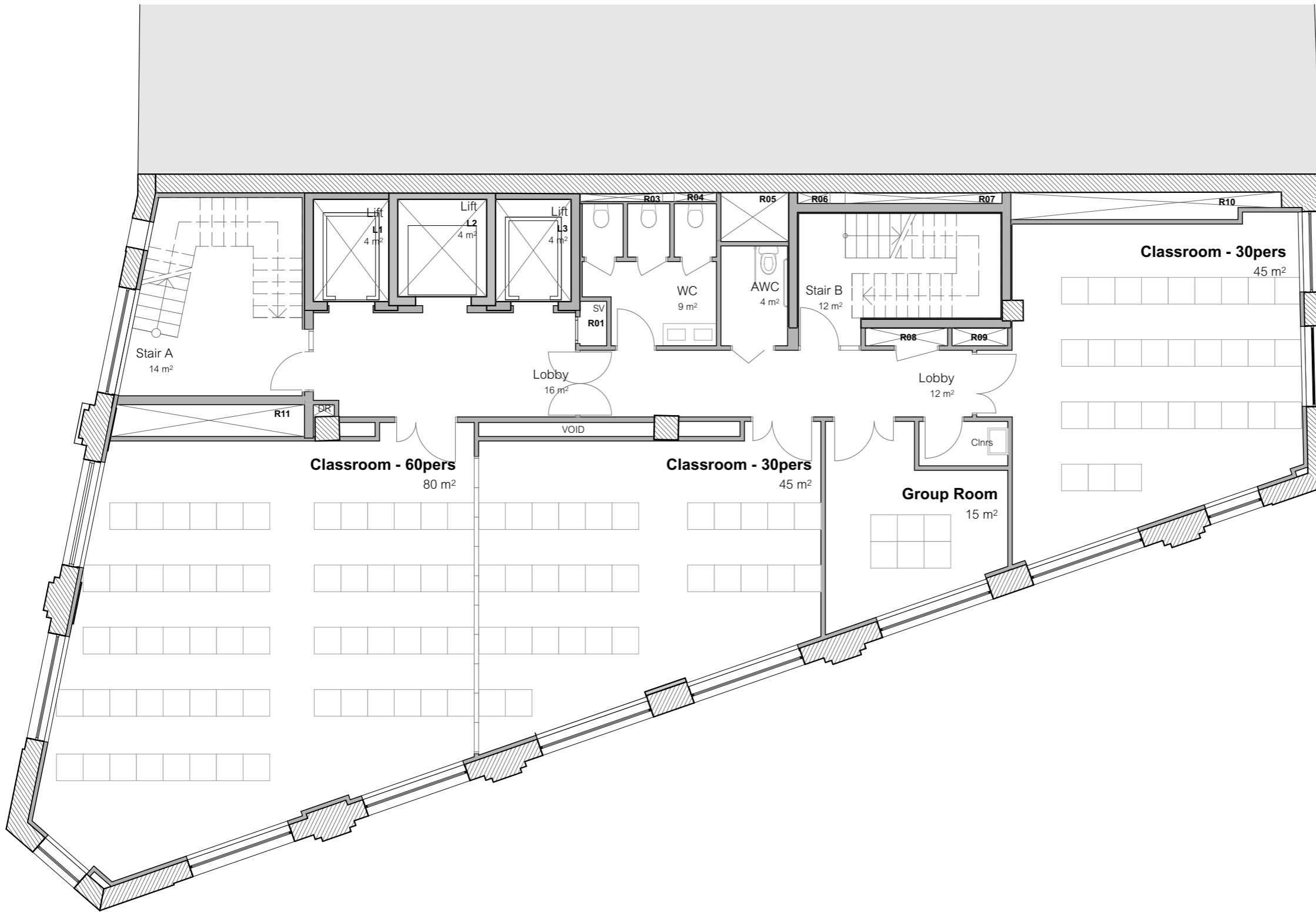
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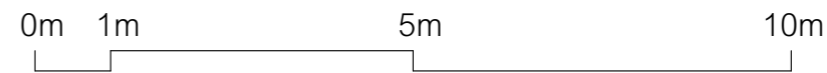
Drawing Title
 Proposed First Floor Plan

Purpose of Issue
 Issued for Planning Submission

Status Scale
 S2 1:100, 1:2000 @ A3

Drawing Number
 project originator zone level type role number
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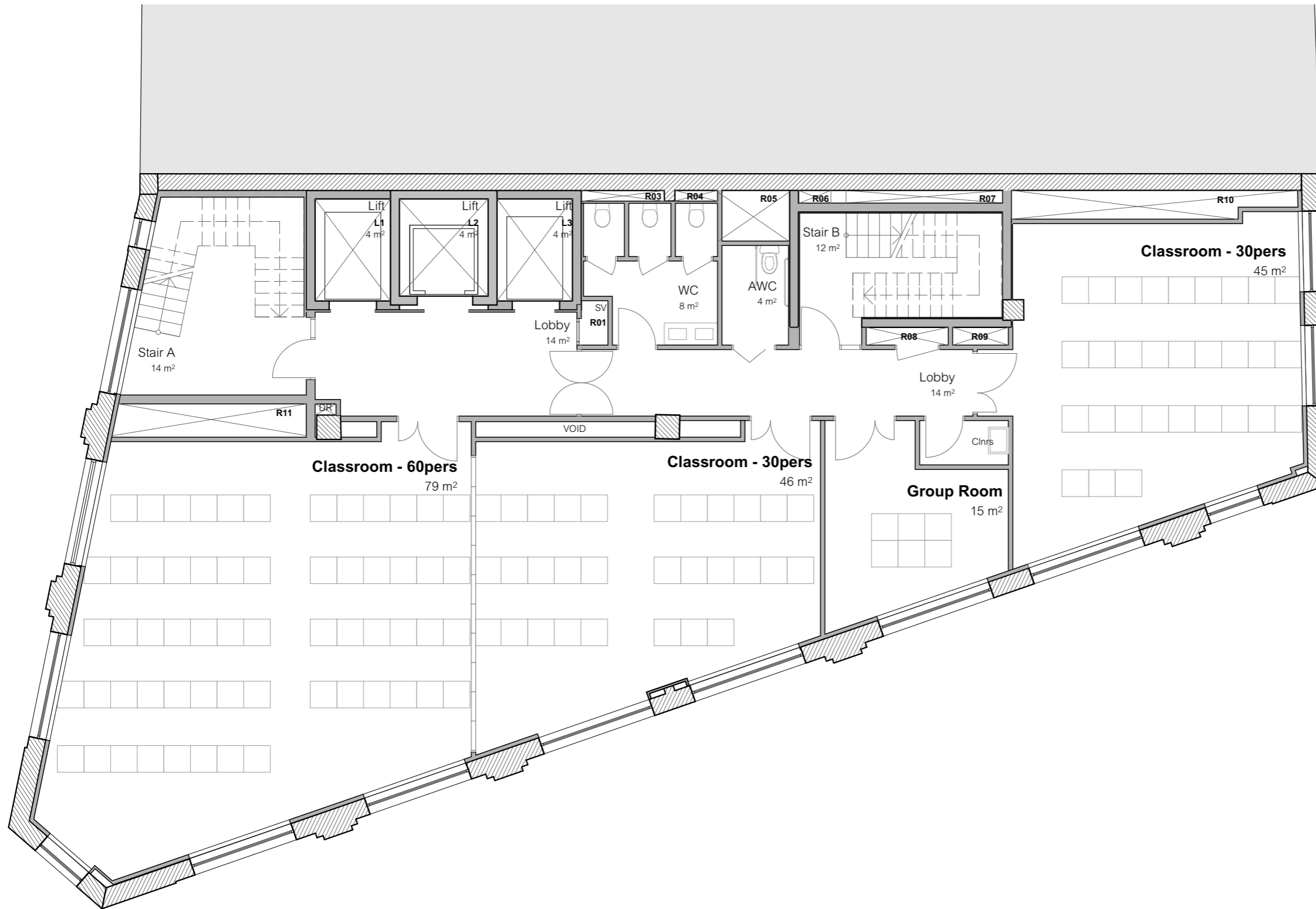
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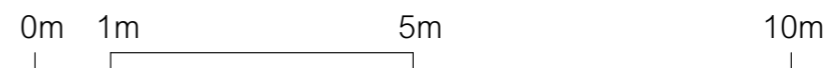
Drawing Title
 Proposed Second Floor Plan

Purpose of Issue
 Issued for Planning Submission

Status S2 Scale 1:100, 1:2000 @ A3

Drawing Number
 project originator zone level type role number
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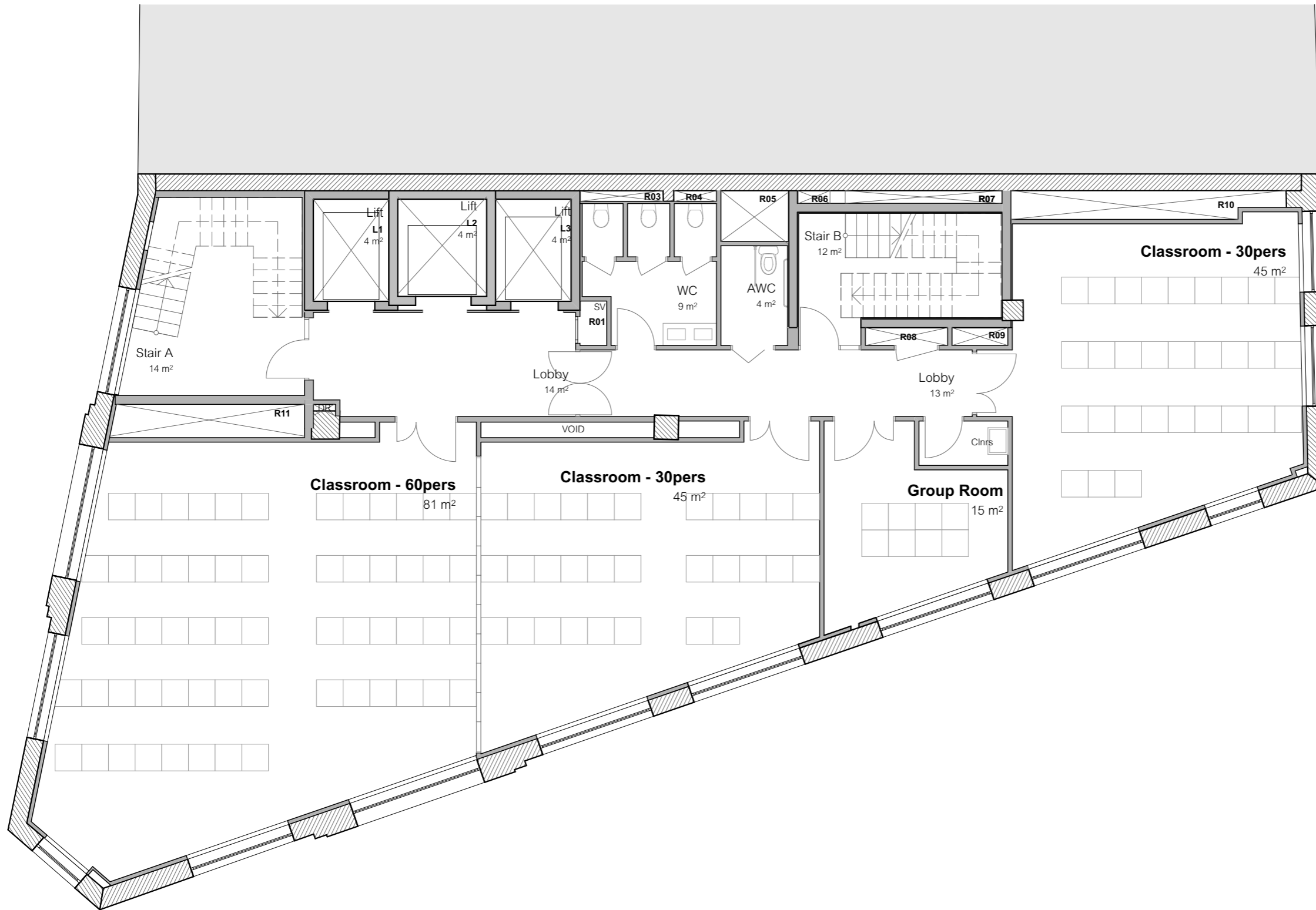
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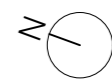
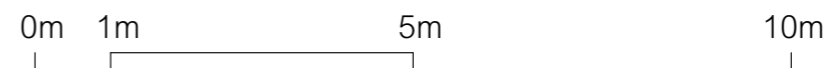
Drawing Title
 Proposed Third Floor Plan

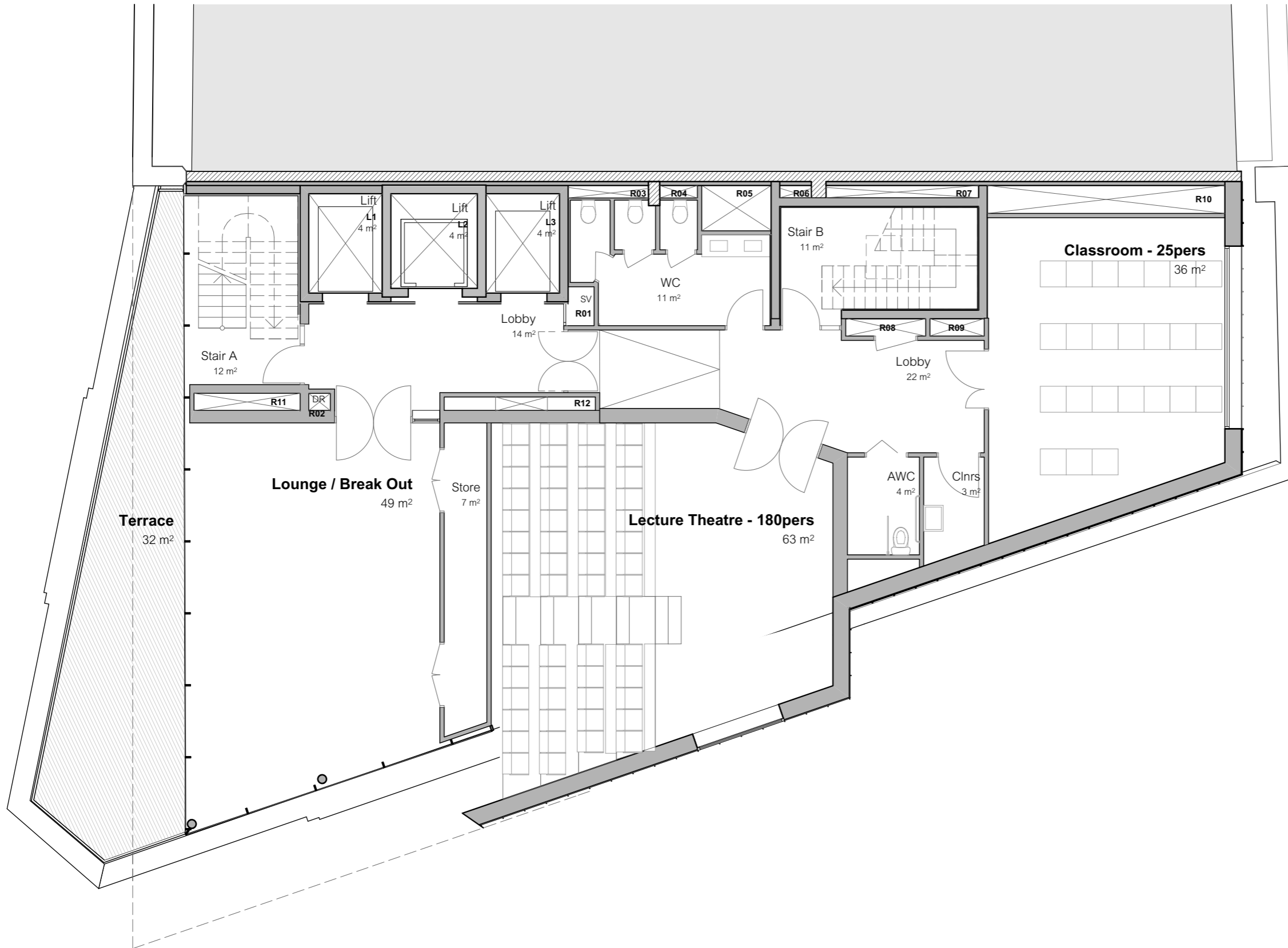
Purpose of Issue
 Issued for Planning Submission

Status S2 Scale 1:100, 1:2000 @ A3

Drawing Number
 project originator zone level type role number
 672 - PPA - 00 - 03 - DR - A - 20214

Revision
 P01





- Key:**
- Site boundary
 - Proposed site
 - Existing walls

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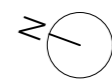
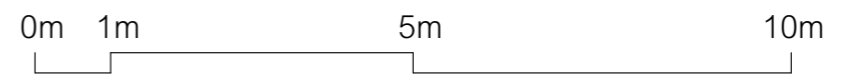
Drawing Title
 Proposed Fourth Floor Plan

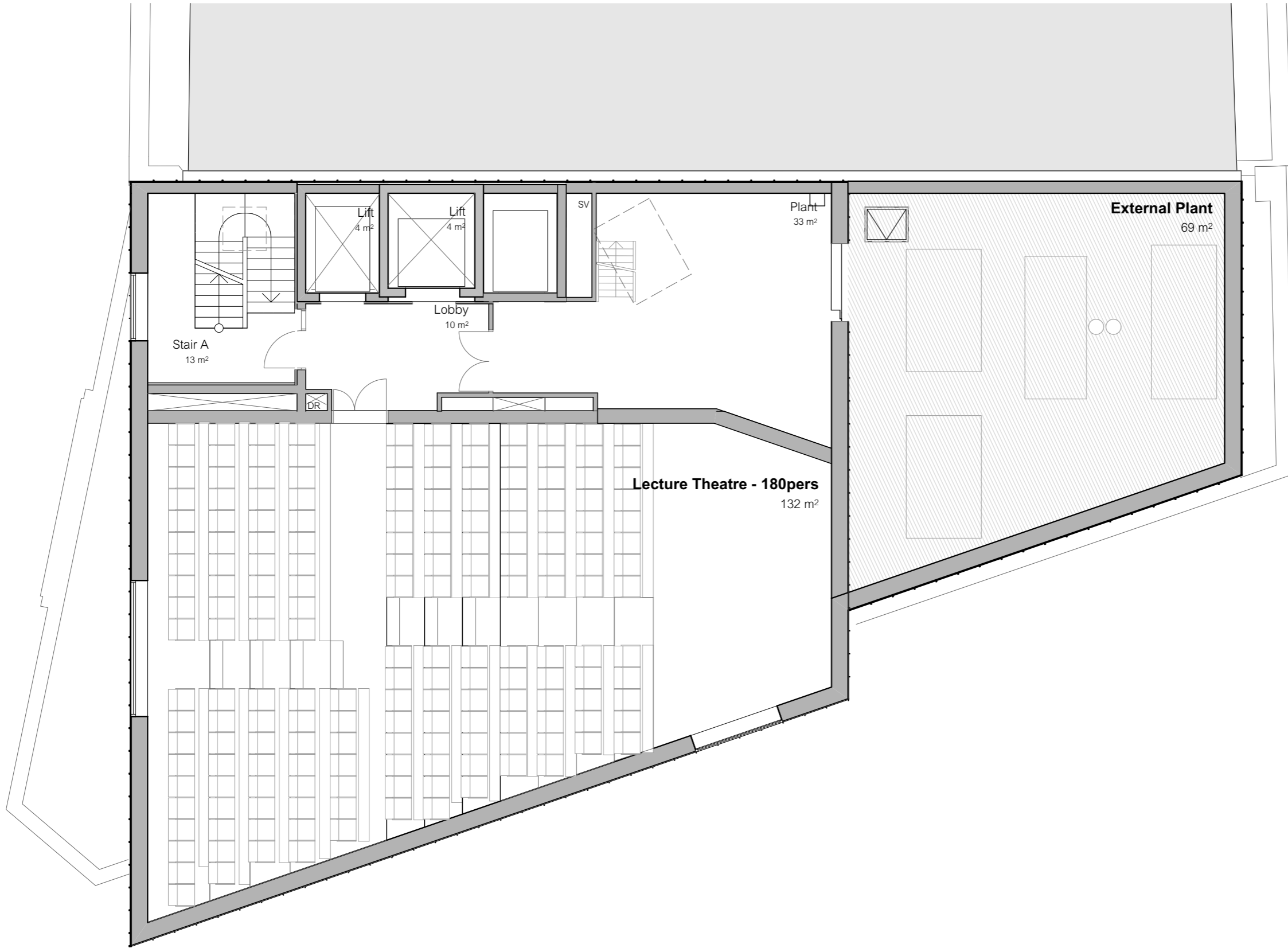
Purpose of Issue
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Status S2 Scale 1:100, 1:2000 @ A3

Drawing Number
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Key Plan



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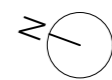
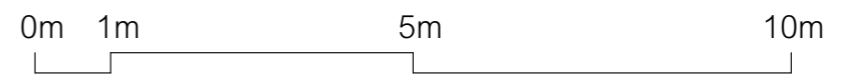
Drawing Title
 Proposed Fifth Floor Plan

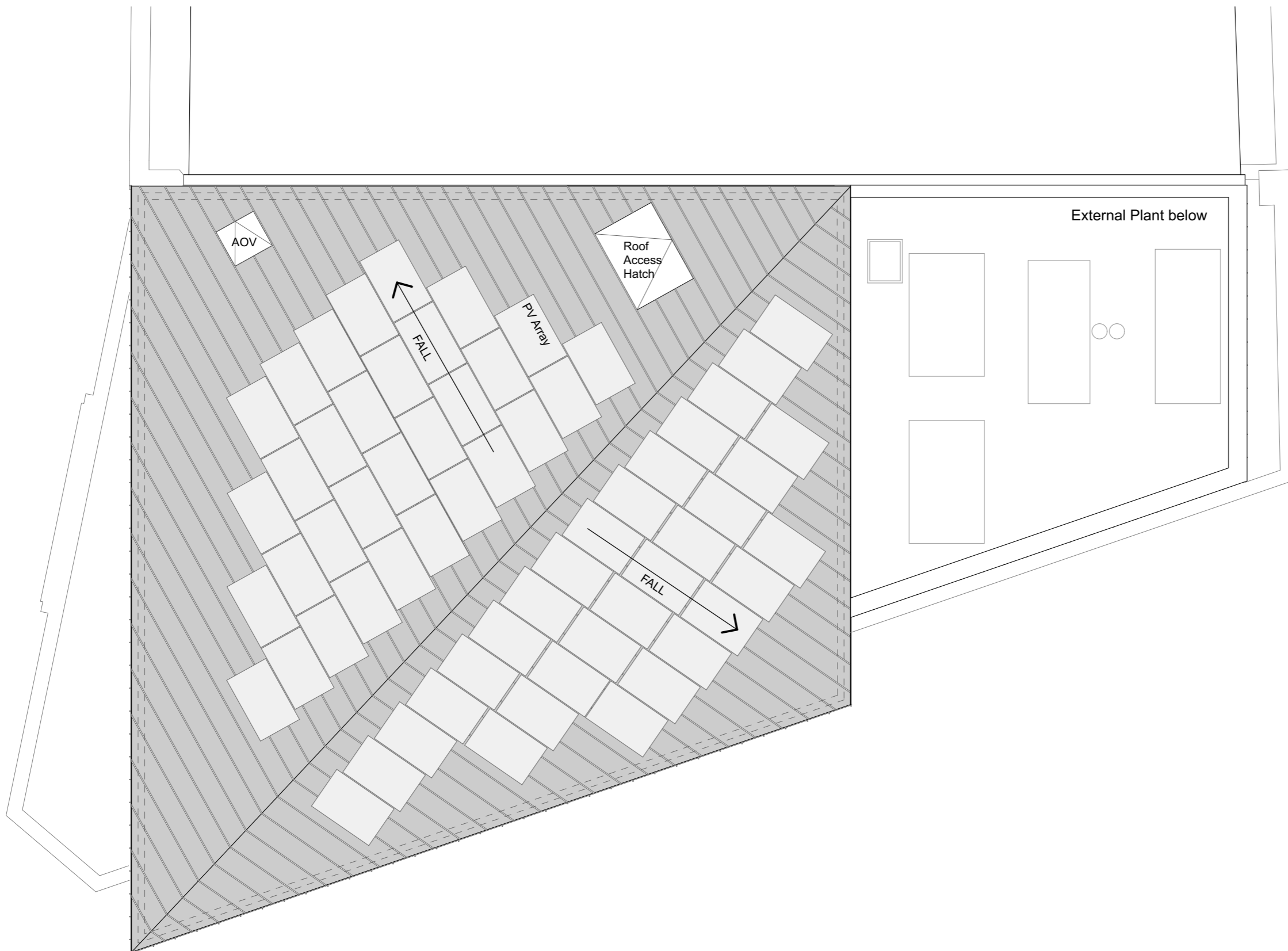
Purpose of Issue
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Status S2 Scale 1:100, 1:2000 @ A3

Drawing Number
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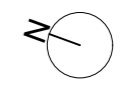
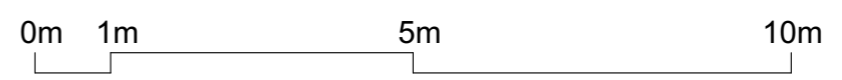
Drawing Title
Proposed Roof Plan

Purpose of Issue
Issued for Planning Submission

Status **S2** Scale **1:100, 1:2000 @ A3**

Drawing Number
672 - PPA - 00 - 06 - DR - A - 20217

Revision
P01



Appendix B: TRICS outputs

TRICS 7.1.2

Trip Rate P Gross floor area

TRIP RATE CALCULATION SELECTION PARAMETERS:

Land Use 02 - EMPLOYMENT

Category A - OFFICE

MULTI-MODAL VEHICLES

Selected regions and areas:

1 GREATER LONDON

BT BRENT 1 days

IS ISLINGTON 1 days

SK SOUTHWAI 1 days

WH WANDSWC 1 days

This section displays the number of survey days per TRICS® sub-region in the selected set

Filtering Stage 2 selection:

This data displays the chosen trip rate parameter and its selected range. Only sites that fall within the parameter range are included in the trip rate calculation.

Parameter: Gross floor area

Actual Range 1215 to 5500 (units: sqm)

Range Selected 186 to 70291 (units: sqm)

Public Transport Provision:

Selection b Include all surveys

Date Range 01/01/06 to 27/02/14

This data displays the range of survey dates selected. Only surveys that were conducted within this date range are included in the trip rate calculation.

Selected survey days:

Monday 1 days

Tuesday 1 days

Thursday 1 days

Friday 1 days

This data displays the number of selected surveys by day of the week.

Selected survey types:

Manual count 4 days

Directional 0 days

This data displays the total amount whilst ATC surveys are undertaken using machines.

Selected Locations:

Town Centre	1
Edge of Town	1
Suburban Area	2
Edge of Town	0
Neighbourhood	0
Free Standing	0
Not Known	0

This data displays Edge of Town, Suburban Area, Neighbourhood, Edge of Town, Town Centre and Not Known.

Selected Location Sub Categories:

Industrial Zone	0
Commercial	1
Development	0
Residential	0
Retail Zone	0
Built-Up Zone	3
Village	0
Out of Town	0
High Street	0
No Sub Category	0

This data displays Industrial Zone, Development, Residential, Retail Zone, Built-Up Zone, Village, Out of Town, High Street and No Sub Category.

Filtering Stage 3 selection:

Use Class:

B1 4 days

This data d which can be found within the Library module of TRICS®.

Population within 1 mile:

10,001 to 11 days

25,001 to 51 days

50,001 to 11 days

101,000 or 1 days

This data displays the number of selected surveys within stated 1-mile radii of population.

Population within 5 miles:

250,001 to 1 days

500,001 or 3 days

This data displays the number of selected surveys within stated 5-mile radii of population.

Car ownership within 5 miles:

0.5 or Less 2 days

0.6 to 1.0 2 days

This data d within a radius of 5-miles of selected survey sites.

Travel Plan:

No 4 days

This data d and the number of surveys that were undertaken at sites without Travel Plans.

LIST OF SITES relevant to selection parameters

1 BT-02-A-02 OFFICE BRENT
WEMBLEY HILL ROAD

WEMBLEY

Suburban Area (PPS6 Out of Centre)

Built-Up Zone

Total Gross floor area: 4750 sqm

Survey date: TUESDAY ##### Survey Typ MANUAL

2 IS-02-A-01 OFFICES ISLINGTON
ESSEX ROAD

ISLINGTON

Suburban Area (PPS6 Out of Centre)

Built-Up Zone

Total Gross floor area: 5500 sqm

Survey date: FRIDAY ##### Survey Typ MANUAL

3 SK-02-A-02 OFFICES SOUTHWARK
ST OLAV'S COURT

ROTHERHITHE

Edge of Town Centre

Commercial Zone

Total Gross floor area: 2371 sqm

Survey date: MONDAY ##### Survey Typ MANUAL

4 WH-02-A-0 OFFICES WANDSWORTH
BATTERSEA PARK ROAD

BATTERSEA

Town Centre

Built-Up Zone

Total Gross floor area: 1215 sqm

Survey data THURSDAY ##### Survey Typ MANUAL

This section displays the selected day of and whether the survey was a manual classified count or an ATC count.

TRIP RATE for Land Use 02 - EMPLOYMENT/A - OFFICE

Calculation Factor: 100 sqm

Count Type: VEHICLES

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00-00:30									
00:30-01:00									
01:00-01:30									
01:30-02:00									
02:00-02:30									
02:30-03:00									
03:00-03:30									
03:30-04:00									
04:00-04:30									
04:30-05:00									
05:00-05:30									
05:30-06:00									
06:00-06:30									
06:30-07:00									
07:00-07:30	4	3459	0.058	4	3459	0.029	4	3459	0.087
07:30-08:00	4	3459	0.246	4	3459	0.043	4	3459	0.289
08:00-08:30	4	3459	0.224	4	3459	0.058	4	3459	0.282
08:30-09:00	4	3459	0.217	4	3459	0.043	4	3459	0.26
09:00-09:30	4	3459	0.253	4	3459	0.08	4	3459	0.333
09:30-10:00	4	3459	0.304	4	3459	0.108	4	3459	0.412
10:00-10:30	4	3459	0.289	4	3459	0.123	4	3459	0.412
10:30-11:00	4	3459	0.145	4	3459	0.145	4	3459	0.29

11:00-11:30	4	3459	0.145	4	3459	0.152	4	3459	0.297
11:30-12:00	4	3459	0.101	4	3459	0.072	4	3459	0.173
12:00-12:30	4	3459	0.159	4	3459	0.166	4	3459	0.325
12:30-13:00	4	3459	0.137	4	3459	0.173	4	3459	0.31
13:00-13:30	4	3459	0.116	4	3459	0.173	4	3459	0.289
13:30-14:00	4	3459	0.065	4	3459	0.065	4	3459	0.13
14:00-14:30	4	3459	0.195	4	3459	0.137	4	3459	0.332
14:30-15:00	4	3459	0.173	4	3459	0.094	4	3459	0.267
15:00-15:30	4	3459	0.108	4	3459	0.159	4	3459	0.267
15:30-16:00	4	3459	0.108	4	3459	0.116	4	3459	0.224
16:00-16:30	4	3459	0.087	4	3459	0.21	4	3459	0.297
16:30-17:00	4	3459	0.08	4	3459	0.173	4	3459	0.253
17:00-17:30	4	3459	0.087	4	3459	0.275	4	3459	0.362
17:30-18:00	4	3459	0.065	4	3459	0.195	4	3459	0.26
18:00-18:30	4	3459	0.094	4	3459	0.231	4	3459	0.325
18:30-19:00	4	3459	0.014	4	3459	0.108	4	3459	0.122
19:00-19:30									
19:30-20:00									
20:00-20:30									
20:30-21:00									
21:00-21:30									
21:30-22:00									
22:00-22:30									
22:30-23:00									
23:00-23:30									
23:30-24:00									
Daily Trip Rates:			3.47			3.128			6.598

TRIP RATE for Land Use 02 - EMPLOYMENT/A - OFFICE

Calculation Factor: 100 sqm

Count Type: TAXIS

Time Range	No. Days	ARRIVALS			DEPARTURES			TOTALS	
		Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00-00:30									
00:30-01:00									
01:00-01:30									
01:30-02:00									
02:00-02:30									
02:30-03:00									
03:00-03:30									
03:30-04:00									
04:00-04:30									
04:30-05:00									
05:00-05:30									
05:30-06:00									
06:00-06:30									
06:30-07:00									
07:00-07:30	4	3459	0.007	4	3459	0.007	4	3459	0.014
07:30-08:00	4	3459	0.022	4	3459	0.014	4	3459	0.036
08:00-08:30	4	3459	0.014	4	3459	0.022	4	3459	0.036
08:30-09:00	4	3459	0.007	4	3459	0.007	4	3459	0.014
09:00-09:30	4	3459	0.007	4	3459	0.007	4	3459	0.014
09:30-10:00	4	3459	0	4	3459	0	4	3459	0
10:00-10:30	4	3459	0	4	3459	0	4	3459	0
10:30-11:00	4	3459	0.007	4	3459	0.007	4	3459	0.014
11:00-11:30	4	3459	0	4	3459	0	4	3459	0
11:30-12:00	4	3459	0	4	3459	0	4	3459	0
12:00-12:30	4	3459	0	4	3459	0	4	3459	0
12:30-13:00	4	3459	0.007	4	3459	0.007	4	3459	0.014
13:00-13:30	4	3459	0	4	3459	0	4	3459	0
13:30-14:00	4	3459	0	4	3459	0	4	3459	0
14:00-14:30	4	3459	0.007	4	3459	0.007	4	3459	0.014
14:30-15:00	4	3459	0.007	4	3459	0.007	4	3459	0.014

02:30-03:00									
03:00-03:30									
03:30-04:00									
04:00-04:30									
04:30-05:00									
05:00-05:30									
05:30-06:00									
06:00-06:30									
06:30-07:00									
07:00-07:30	4	3459	0	4	3459	0	4	3459	0
07:30-08:00	4	3459	0	4	3459	0	4	3459	0
08:00-08:30	4	3459	0	4	3459	0	4	3459	0
08:30-09:00	4	3459	0	4	3459	0	4	3459	0
09:00-09:30	4	3459	0	4	3459	0	4	3459	0
09:30-10:00	4	3459	0	4	3459	0	4	3459	0
10:00-10:30	4	3459	0	4	3459	0	4	3459	0
10:30-11:00	4	3459	0	4	3459	0	4	3459	0
11:00-11:30	4	3459	0.007	4	3459	0	4	3459	0.007
11:30-12:00	4	3459	0	4	3459	0	4	3459	0
12:00-12:30	4	3459	0	4	3459	0.007	4	3459	0.007
12:30-13:00	4	3459	0.007	4	3459	0.007	4	3459	0.014
13:00-13:30	4	3459	0	4	3459	0	4	3459	0
13:30-14:00	4	3459	0	4	3459	0	4	3459	0
14:00-14:30	4	3459	0	4	3459	0	4	3459	0
14:30-15:00	4	3459	0	4	3459	0	4	3459	0
15:00-15:30	4	3459	0	4	3459	0	4	3459	0
15:30-16:00	4	3459	0.007	4	3459	0.007	4	3459	0.014
16:00-16:30	4	3459	0	4	3459	0	4	3459	0
16:30-17:00	4	3459	0	4	3459	0	4	3459	0
17:00-17:30	4	3459	0	4	3459	0	4	3459	0
17:30-18:00	4	3459	0	4	3459	0	4	3459	0
18:00-18:30	4	3459	0	4	3459	0	4	3459	0
18:30-19:00	4	3459	0	4	3459	0	4	3459	0

23:30-24:00

Daily Trip Rates: 0.021 0.021 0.042

TRIP RATE for Land Use 02 - EMPLOYMENT/A - OFFICE

Calculation Factor: 100 sqm

Count Type: CYCLISTS

Time Range Days	No.	Ave. GFA	ARRIVALS		DEPARTURES			TOTALS	
			Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00-00:30									
00:30-01:00									
01:00-01:30									
01:30-02:00									
02:00-02:30									
02:30-03:00									
03:00-03:30									
03:30-04:00									
04:00-04:30									
04:30-05:00									
05:00-05:30									
05:30-06:00									
06:00-06:30									
06:30-07:00									
07:00-07:30	4	3459	0.007	4	3459	0	4	3459	0.007
07:30-08:00	4	3459	0.014	4	3459	0	4	3459	0.014
08:00-08:30	4	3459	0.029	4	3459	0	4	3459	0.029
08:30-09:00	4	3459	0	4	3459	0.007	4	3459	0.007
09:00-09:30	4	3459	0.022	4	3459	0	4	3459	0.022
09:30-10:00	4	3459	0.022	4	3459	0	4	3459	0.022
10:00-10:30	4	3459	0	4	3459	0.007	4	3459	0.007
10:30-11:00	4	3459	0.007	4	3459	0.007	4	3459	0.014
11:00-11:30	4	3459	0	4	3459	0.007	4	3459	0.007

Time Range	Days	GFA	Rate	Days	GFA	Rate	Days	GFA	Rate
00:00-00:30									
00:30-01:00									
01:00-01:30									
01:30-02:00									
02:00-02:30									
02:30-03:00									
03:00-03:30									
03:30-04:00									
04:00-04:30									
04:30-05:00									
05:00-05:30									
05:30-06:00									
06:00-06:30									
06:30-07:00									
07:00-07:30	4	3459	0.058	4	3459	0.029	4	3459	0.087
07:30-08:00	4	3459	0.282	4	3459	0.043	4	3459	0.325
08:00-08:30	4	3459	0.282	4	3459	0.08	4	3459	0.362
08:30-09:00	4	3459	0.231	4	3459	0.036	4	3459	0.267
09:00-09:30	4	3459	0.318	4	3459	0.087	4	3459	0.405
09:30-10:00	4	3459	0.369	4	3459	0.101	4	3459	0.47
10:00-10:30	4	3459	0.347	4	3459	0.145	4	3459	0.492
10:30-11:00	4	3459	0.181	4	3459	0.145	4	3459	0.326
11:00-11:30	4	3459	0.246	4	3459	0.217	4	3459	0.463
11:30-12:00	4	3459	0.123	4	3459	0.087	4	3459	0.21
12:00-12:30	4	3459	0.188	4	3459	0.21	4	3459	0.398
12:30-13:00	4	3459	0.188	4	3459	0.231	4	3459	0.419
13:00-13:30	4	3459	0.145	4	3459	0.202	4	3459	0.347
13:30-14:00	4	3459	0.08	4	3459	0.087	4	3459	0.167
14:00-14:30	4	3459	0.26	4	3459	0.159	4	3459	0.419
14:30-15:00	4	3459	0.202	4	3459	0.116	4	3459	0.318
15:00-15:30	4	3459	0.137	4	3459	0.217	4	3459	0.354
15:30-16:00	4	3459	0.152	4	3459	0.173	4	3459	0.325

08:30-09:00	4	3459	0.282	4	3459	0	4	3459	0.282
09:00-09:30	4	3459	0.26	4	3459	0.014	4	3459	0.274
09:30-10:00	4	3459	0.202	4	3459	0.007	4	3459	0.209
10:00-10:30	4	3459	0.188	4	3459	0.065	4	3459	0.253
10:30-11:00	4	3459	0.166	4	3459	0.036	4	3459	0.202
11:00-11:30	4	3459	0.065	4	3459	0.058	4	3459	0.123
11:30-12:00	4	3459	0.087	4	3459	0.043	4	3459	0.13
12:00-12:30	4	3459	0.065	4	3459	0.101	4	3459	0.166
12:30-13:00	4	3459	0.043	4	3459	0.08	4	3459	0.123
13:00-13:30	4	3459	0.13	4	3459	0.108	4	3459	0.238
13:30-14:00	4	3459	0.087	4	3459	0.08	4	3459	0.167
14:00-14:30	4	3459	0.108	4	3459	0.08	4	3459	0.188
14:30-15:00	4	3459	0.116	4	3459	0.108	4	3459	0.224
15:00-15:30	4	3459	0.065	4	3459	0.08	4	3459	0.145
15:30-16:00	4	3459	0.043	4	3459	0.101	4	3459	0.144
16:00-16:30	4	3459	0.043	4	3459	0.267	4	3459	0.31
16:30-17:00	4	3459	0	4	3459	0.13	4	3459	0.13
17:00-17:30	4	3459	0	4	3459	0.267	4	3459	0.267
17:30-18:00	4	3459	0.007	4	3459	0.217	4	3459	0.224
18:00-18:30	4	3459	0	4	3459	0.108	4	3459	0.108
18:30-19:00	4	3459	0	4	3459	0.051	4	3459	0.051
19:00-19:30									
19:30-20:00									
20:00-20:30									
20:30-21:00									
21:00-21:30									
21:30-22:00									
22:00-22:30									
22:30-23:00									
23:00-23:30									
23:30-24:00									
Daily Trip Rates:			2.181			2.008			4.189

TRIP RATE for Land Use 02 - EMPLOYMENT/A - OFFICE

Calculation Factor: 100 sqm

Count Type: TRAIN PASSENGERS

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00-00:30									
00:30-01:00									
01:00-01:30									
01:30-02:00									
02:00-02:30									
02:30-03:00									
03:00-03:30									
03:30-04:00									
04:00-04:30									
04:30-05:00									
05:00-05:30									
05:30-06:00									
06:00-06:30									
06:30-07:00									
07:00-07:30	4	3459	0.043	4	3459	0	4	3459	0.043
07:30-08:00	4	3459	0.123	4	3459	0	4	3459	0.123
08:00-08:30	4	3459	0.21	4	3459	0	4	3459	0.21
08:30-09:00	4	3459	0.376	4	3459	0	4	3459	0.376
09:00-09:30	4	3459	0.477	4	3459	0.014	4	3459	0.491
09:30-10:00	4	3459	0.246	4	3459	0	4	3459	0.246
10:00-10:30	4	3459	0.087	4	3459	0.022	4	3459	0.109
10:30-11:00	4	3459	0.108	4	3459	0.043	4	3459	0.151
11:00-11:30	4	3459	0.022	4	3459	0.014	4	3459	0.036
11:30-12:00	4	3459	0.022	4	3459	0.058	4	3459	0.08
12:00-12:30	4	3459	0.043	4	3459	0.043	4	3459	0.086
12:30-13:00	4	3459	0.022	4	3459	0.051	4	3459	0.073

01:00-01:30									
01:30-02:00									
02:00-02:30									
02:30-03:00									
03:00-03:30									
03:30-04:00									
04:00-04:30									
04:30-05:00									
05:00-05:30									
05:30-06:00									
06:00-06:30									
06:30-07:00									
07:00-07:30	4	3459	0	4	3459	0	4	3459	0
07:30-08:00	4	3459	0	4	3459	0	4	3459	0
08:00-08:30	4	3459	0	4	3459	0	4	3459	0
08:30-09:00	4	3459	0	4	3459	0	4	3459	0
09:00-09:30	4	3459	0	4	3459	0	4	3459	0
09:30-10:00	4	3459	0	4	3459	0	4	3459	0
10:00-10:30	4	3459	0	4	3459	0	4	3459	0
10:30-11:00	4	3459	0	4	3459	0	4	3459	0
11:00-11:30	4	3459	0	4	3459	0	4	3459	0
11:30-12:00	4	3459	0	4	3459	0	4	3459	0
12:00-12:30	4	3459	0	4	3459	0	4	3459	0
12:30-13:00	4	3459	0	4	3459	0	4	3459	0
13:00-13:30	4	3459	0	4	3459	0	4	3459	0
13:30-14:00	4	3459	0	4	3459	0	4	3459	0
14:00-14:30	4	3459	0	4	3459	0	4	3459	0
14:30-15:00	4	3459	0	4	3459	0	4	3459	0
15:00-15:30	4	3459	0	4	3459	0	4	3459	0
15:30-16:00	4	3459	0	4	3459	0	4	3459	0
16:00-16:30	4	3459	0	4	3459	0	4	3459	0
16:30-17:00	4	3459	0	4	3459	0	4	3459	0
17:00-17:30	4	3459	0	4	3459	0	4	3459	0

05:30-06:00

06:00-06:30

06:30-07:00

07:00-07:30 4 3459 0.065 4 3459 0 4 3459 0.065

07:30-08:00 4 3459 0.188 4 3459 0 4 3459 0.188

08:00-08:30 4 3459 0.347 4 3459 0.007 4 3459 0.354

08:30-09:00 4 3459 0.658 4 3459 0 4 3459 0.658

09:00-09:30 4 3459 0.737 4 3459 0.029 4 3459 0.766

09:30-10:00 4 3459 0.448 4 3459 0.007 4 3459 0.455

10:00-10:30 4 3459 0.275 4 3459 0.087 4 3459 0.362

10:30-11:00 4 3459 0.275 4 3459 0.08 4 3459 0.355

11:00-11:30 4 3459 0.087 4 3459 0.072 4 3459 0.159

11:30-12:00 4 3459 0.108 4 3459 0.101 4 3459 0.209

12:00-12:30 4 3459 0.108 4 3459 0.145 4 3459 0.253

12:30-13:00 4 3459 0.065 4 3459 0.13 4 3459 0.195

13:00-13:30 4 3459 0.159 4 3459 0.123 4 3459 0.282

13:30-14:00 4 3459 0.137 4 3459 0.108 4 3459 0.245

14:00-14:30 4 3459 0.116 4 3459 0.152 4 3459 0.268

14:30-15:00 4 3459 0.123 4 3459 0.159 4 3459 0.282

15:00-15:30 4 3459 0.072 4 3459 0.108 4 3459 0.18

15:30-16:00 4 3459 0.108 4 3459 0.159 4 3459 0.267

16:00-16:30 4 3459 0.058 4 3459 0.441 4 3459 0.499

16:30-17:00 4 3459 0.065 4 3459 0.289 4 3459 0.354

17:00-17:30 4 3459 0.007 4 3459 0.643 4 3459 0.65

17:30-18:00 4 3459 0.007 4 3459 0.528 4 3459 0.535

18:00-18:30 4 3459 0.014 4 3459 0.325 4 3459 0.339

18:30-19:00 4 3459 0.007 4 3459 0.152 4 3459 0.159

19:00-19:30

19:30-20:00

20:00-20:30

20:30-21:00

21:00-21:30

21:30-22:00

22:00-22:30

22:30-23:00

23:00-23:30

23:30-24:00

Daily Trip Rates: 4.234 3.845 8.079

TRIP RATE for Land Use 02 - EMPLOYMENT/A - OFFICE

Calculation Factor: 100 sqm

Count Type: TOTAL PEOPLE

Time Range	ARRIVALS			DEPARTURES			TOTALS		
	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate	No. Days	Ave. GFA	Trip Rate
00:00-00:30									
00:30-01:00									
01:00-01:30									
01:30-02:00									
02:00-02:30									
02:30-03:00									
03:00-03:30									
03:30-04:00									
04:00-04:30									
04:30-05:00									
05:00-05:30									
05:30-06:00									
06:00-06:30									
06:30-07:00									
07:00-07:30	4	3459	0.173	4	3459	0.029	4	3459	0.202
07:30-08:00	4	3459	0.535	4	3459	0.051	4	3459	0.586
08:00-08:30	4	3459	0.824	4	3459	0.094	4	3459	0.918
08:30-09:00	4	3459	1.12	4	3459	0.101	4	3459	1.221
09:00-09:30	4	3459	1.272	4	3459	0.195	4	3459	1.467
09:30-10:00	4	3459	1.041	4	3459	0.224	4	3459	1.265

Survey date: 01/01/06 - 27/02/14

Number of 4

Number of 0

Number of 0

Surveys made 78

This section followed by the total number of survey days that have been manually removed from the selected set outside of the standard filtering procedure.

Appendix C: Census data

WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

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population All usual residents aged 16 and over in employment the week before the census
 units Persons
 date 2011
 place of work E02000191 : Camden 026 (2011 super output area - middle layer)

usual residence : 2011 census merged local authority district	Work mainly at or from home	Underground , metro, light rail or tram	Train	Bus, minibus or coach	Taxi	Motorcycle , scooter or moped	Driving a car or van	Passenge r in a car or van	Bicycle	On foot	Other method of travel to work	TOTAL
TOTAL	0	16,357	12,109	4,296	84	615	1,735	169	2,672	2,307	50	40,394
Mode split percent	0%	40%	30%	11%	0%	2%	4%	0%	7%	6%	0%	100%

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

Appendix D: Travel Plan Statement

**Cambridge House, 373-375 Euston
Road**

Travel Plan Statement

Prepared for

Birkbeck, University of London

November 2017

1.0 Introduction

A Travel Plan Statement has been prepared by Alan Baxter Ltd (ABA) for the planning application for the refurbishment and extension to Cambridge House, 373-375 Euston Road, London, NW1 3AR. The proposed development will employ 20 staff and contains 1,847m² of floorspace of which 451m² will be new floorspace. In accordance with guidance produced by Transport for London (TfL) a Travel Plan Statement is required rather than a full Travel Plan where, for a class D1 use, there are between 20-50 staff and less than 2500m² floorspace.

This Travel Plan Statement sets out a series of objectives and measures and an action plan for their implementation. As stated in TfL's guidance on travel plans, Travel Plan Statements need not contain specific targets.

Figure 1 Site location within local context



The site already has excellent public transport accessibility and the proposed development will encourage staff and student to travel more sustainably by the provision of cycle parking spaces on-site and on-street. Therefore, the focus of this Travel Plan Statement will be to engage staff and students and to ensure they are aware of local facilities and to identify potential improvements to the existing network for cyclists and pedestrians, and the public realm in general.

2.0 Objectives

The overall convention of the Travel Plan Statement is to promote sustainable modes of travel by encouraging travel using non-car modes. This will help in reducing the impacts of the development on the highway and public transport networks, as well as increasing the environmental and health benefits of such travel.

The following objectives are relevant to this Travel Plan Statement:

- Encourage carbon-neutral travel (walking and cycling) as the first choice for trips to/from the development
- Encourage the use of non-car modes to reduce reliance on the use of private cars/taxis
- promote and support active and healthy travel
- promote the use of public transport to/from the development
- Minimise congestion and associated impacts
- reduce the overall need to travel

These objectives are in agreement with the regional and local policies outlined in the Transport Statement.

3.0 Management

Identifying a Travel Plan Coordinator (TPC) plays an essential role for implementing, monitoring, reviewing and promoting the Travel Plan Statement. The TPC would be one of the staff working on site. The role of the Travel Plan Coordinator is undertaken on a part-time basis alongside other duties. The Travel Plan Coordinator responsibilities include:

- Management, implementation and monitoring of the Travel Plan Statement;
- Obtaining and maintaining commitment and support from student, staff, and visitors of the centre;
- Giving travel advice and ensuring travel updating information is produced and distributed to all users of the site;
- Evaluating progress towards achieving Travel Plan objectives, including arranging regular travel surveys and producing monitoring reports;
- Liaising with the local authority in improvements that they can make off-site to encourage sustainable travel (e.g. Camden Council, Westminster and TfL);
- Setting up and facilitating specific working groups.

4.0 Measures

In order to meet the objectives of the Travel Plan Statement, a package of measures are required to encourage the users of the site to travel using sustainable and active travel choices. The performance of these measures should be reviewed on a regular basis. The proposed measures are set out below.

Pedestrians

The recommended measures to encourage travel by pedestrians include:

- Information on pedestrian routes to and from the site for staff and students to be provided in travel information packs and / or online;
- Provide students with further details on recreational walking in the area, and more information including an interactive map (online or in travel information packs) of the surrounding open spaces;
- Liaison with Camden Council to advance any maintenance of pedestrian routes in the vicinity of the site, including issues with lighting and personal security; and
- Organising social lunchtime / evening walks to improve health amongst staff and students;

Cycling

The measures to encourage travel by bicycle include:

- The promotion/advertisement of the secure cycle parking spaces provided on-site for staff and the external cycle parking spaces provided on-street for students;
- The promotion/advertisement of local cycle hire facilities for staff and students;
- Organising social lunchtime cycles to improve health amongst staff and students;
- Provide students with an interactive map (online or in travel information packs) of cycle parking spaces in the vicinity of the site;
- Liaison with Camden Council and TfL regarding the delivery, construction, and maintenance of cycle stands and cycle bays;
- Information to be provided on cycle routes to and from the site to staff and students in travel information packs and / or online;
- Provide information and advice regarding cycle safety and theft and link to TfL campaigns;
- Promoting cycle training provided by Camden to staff and students.
- Giving staff access to purchase loans for cycles via the Cycle to Work scheme;
- Liaison with Camden Council to promote any maintenance of cycle routes in the vicinity of the site, including issues with lighting and personal security.

Public Transport

Measures proposed to support and encourage use of public transport include:

- Provide public transport information to students with regards to routes, special offers in travel information packs and / or online.
- Provide students with information and help regarding discount Student Oyster Photocards available to them via TfL;

- Provision of real time passenger information at Cambridge House reception; and

Managing Car Use

The proposals do not include any car parking for the new use and therefore no vehicle access is to be provided. There is a need to manage car use and measures proposed include:

- Encourage staff to make use of car club schemes within the local area for any essential car travel during the day.

Reducing the Need to Travel

Measures proposed to reduce the need to travel include:

- If appropriate, introduce 'Flexi-time', so that staff can work around their public transport requirements; and,
- If appropriate, encourage home working days.

Promotion and Awareness

Welcome Packs will be produced and distributed by the Travel Plan Coordinator. The Welcome Packs should include:

- Location map of site highlighting the travel related facilities such as bus stops, cycle parking and cycle hire.
- Site specific public transport information.
- Information on protecting against cycle theft.
- Information on specific incentives such as "Walk to Work" or 'Cycle to Work' week and other relevant TfL and Camden campaigns;
- Information on local road cycle training schemes provided by Camden;
- A feedback form.

The Travel Plan Coordinator will be responsible for analysing the feedback forms and updating the welcome packs to take accounts of changes in the Travel Plan Statement or travel conditions of the site.

Deliveries and Servicing

Wherever possible, the new Teaching Centre for Birkbeck should schedule larger, less frequent deliveries in order to reduce the number of trips made by delivery vehicles.

5.0 Action Plan

Table 1 below is a summary of key actions required to take this Travel Plan Statement forward. The list is not exhaustive and should be reviewed and updated on a regular basis.

	Actions	When	Responsibility	Length of Actions
1.	Finalise and agree Travel Plan Statement with local highway authority	Within six months of occupation	Interim Travel Plan Coordinator	Short Term
2.	Confirm permanent Travel Plan Coordinator	Within six months of occupation	Interim Travel Plan Coordinator	Short Term
3.	Confirm travel information to be made available to staff and students and how this will be provided	Within one month of Travel Plan Statement finalisation	Travel Plan Coordinator	Short Term
4.	Update and provide additional travel information for staff and students	Within three months of Travel Plan Statement finalisation	Travel Plan Coordinator	Short Term
5.	Establish cycling promotion campaign, events and training	Within six months of Travel Plan finalisation	Travel Plan Coordinator	Medium Term
6.	Provide staff access to purchase loans via Cycle to Work scheme or reduced price public transport season tickets	Within six months of Travel Plan finalisation	Travel Plan Coordinator	Medium Term
7.	Establish social walks and cycle activities	Six monthly	Travel Plan Coordinator	Medium Term
8.	Evaluate progress towards achieving Travel Plan objectives, including arranging travel surveys and producing progress reports	Bi-annually (to be agreed)	Travel Plan Coordinator	Long Term

Prepared by Mohammad Amjar
Reviewed by Geoff Burrage
Issued **Final 15/12/17**
 Draft 21/11/17

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