

The Wellcome Trust Ltd

210 Euston Road

Travel Plan Statement

June 2018

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Figure 1 - Location Plan (Local Context)

1 INTRODUCTION

- 1.1 Vectos has been commissioned by The Wellcome Trust Ltd to produce a Travel Plan Statement in support of a planning application of a proposed mixed-use development at 210 Euston Road.
- 1.2 The proposed development seeks to provide 565 sqm of Flexible Retail/Leisure floorspace and 6,455sqm of office floorspace (Use Class B1). The sites location relative to the local highway network is shown within **Figure 1**.
- 1.3 This Travel Plan Statement has been prepared to accompany the planning application for the proposed mixed-use development and is applicable to all uses.

Role

- 1.4 Workplace Travel Plans are an important management tool and, when implemented as part of a comprehensive transport strategy, an effective Travel Plan can achieve modal shift away from the private car use towards more environmentally sustainable forms of travel. As the site is car-free, this will focus on providing sustainable travel information to staff and visitors.

Aim of Travel Plan

- 1.5 This Travel Plan has been prepared alongside the BREEAM assessment criteria, with the aim of maximising the BREEAM score of the development. BREEAM is a sustainability assessment method for buildings and sets out standards for performance. Under BREEAM, credits are awarded in several categories according to performance. One credit is awarded towards travel plan under the category TRA 05 of the BREEAM credits program. A BREEAM travel plan is required to include objectives and a package of measures for the development, which aim to influence modal share and facilitate a shift away from car-based travel.

Scope

- 1.6 The proposed development is car-free and therefore staff and visitors to the site will travel by sustainable non-car modes. Therefore, given the limited transport impact, the scope of this Travel Plan has been limited to a Travel Plan Statement (TPS) in line with Transport for London (TfL) guidance. Therefore, the TPS will focus on providing sustainable travel information to staff and visitors; monitoring is not considered necessary.

- 1.7 The strategy needs to be long term as changing travel habits takes time and will only occur through a combination of incentives, improved facilities, government initiatives, and changes in individual attitudes.
- 1.8 The Management Company set up to maintain the Travel Plan Statement will be responsible for the Travel Plan Statement and will appoint a Travel Plan Co-ordinator (TPC) to oversee the running of the Travel Plan on a site wide basis.
- 1.9 This is an evolving Travel Plan Statement and will change with input from London Borough Camden(LBC), the applicant/developers and other key stakeholders as necessary.
- 1.10 The Travel Plan Statement has been prepared in accordance with current central and local government policy guidance, including TfL's guidance.

This Document

- 1.11 The remainder of the document is as follows:
 - Section 2: Objectives and Benefits – defines the objectives and benefits of this Travel Plan;
 - Section 3: Context – describes the context within which this Travel Plan has been developed and will apply;
 - Section 4: Management Structure – provides details of the management structure that will be put in place to enable this Travel Plan to be effective;
 - Section 5: Measures – describes the measures that will be implemented to achieve the targets; and
 - Section 6: Action Plan – sets out the Targets and Measures in table format.

2 OBJECTIVES AND BENEFITS

Objectives

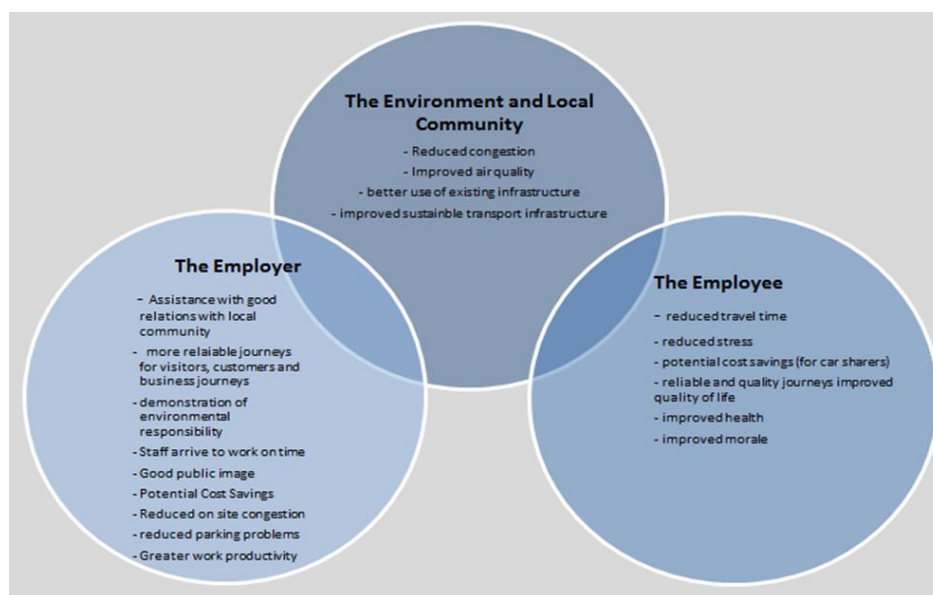
2.1 This Travel Plan Statement has been developed in line with the developer's transport objectives for the project which are:

- to minimise the need to travel;
- to reduce reliance on the private car with a strategy of mode shift away from single occupancy car use for employees of the Site; and
- to promote a healthy lifestyle for workers and to make them aware of the environmental effects of their actions;

Benefits

2.2 Achievement of these objectives will benefit the occupiers, their employees and also the wider community as illustrated below.

Travel Plan Benefits



3 CONTEXT

- 3.1 This section considers the site, its location and accessibility and describes the existing conditions in the vicinity of the site with regard to transport, including available transport services and frequencies.

The Site

- 3.2 The site is located to the north of A501 Euston Road approximately 120m north of Euston Square Underground Station. The sites borders are defined by commercial uses to the east and west and Stephenson Way borders the site to the north. **Figure 1** shows the site in the context of the local highway network.

Pedestrians and Cyclists

- 3.3 There are wide footways in the vicinity of the site along both sides of Euston Road which form part of the existing network of footways within the Euston area. lighting along Euston Road is present at regular intervals.
- 3.4 An uncontrolled crossing point is provided east of the site allowing users to safely travel north and south of the Euston Road carriageway. A two-stage controlled crossing point located east of the site allows pedestrians to safely cross Melton Street. To the west, a controlled multi stage crossing provides pedestrians with opportunity to cross towards University College Hospital.
- 3.5 The site lies within close proximity off the local cycle network including routes running from the east, west, south and to the north. The network consists of dedicated on-road, off-road and quieter roads routes. Cycle routes in the vicinity of the application site offer convenient access via cycling to a wide range of facilities, shops and attractions within the local area.
- 3.6 Euston Road features wide bus lanes on both sides of the carriageway which are signed for use by cyclists. The surrounding roads observe low speeds contributing to an environment conducive to cycling.
- 3.7 Making reference to the TfL cycling guide there are a number of roads which have been identified as being roads 'recommended by cyclists'. These roads include Gordon Street, Melton Street, Euston Street and Drummond Street. 9 Cycle parking spaces are available immediately adjacent the site frontage.

- 3.8 The site also benefits from being within close proximity of a number of Santander Cycle Docking Stations. The closest docking station is located on Euston Road and provides 14 spaces with further docking stations located a short walk from this location.
- 3.9 A total of 202 cycle parking spaces and 5 accessible parking spaces will be provided. There will also be 15 showers and 212 lockers available for staff to shower and change.

Public Transport

- 3.10 The site lies within Central London and as such benefits from a wide range of public transport facilities.

PTAL

- 3.11 PTAL is a theoretical measure of public transport accessibility from a given location within London. PTAL is categorised in to 6 levels, 1a to 6b where 6b represents a high level of accessibility and 1 a low level of accessibility.
- 3.12 The site achieves a PTAL score of 6b (Excellent) through its proximity to a multitude of bus services in addition to Underground and Rail services.

Bus Services

- 3.13 The closest bus stop to the site is the Euston Square Stop (Stop Q) located on Euston Road approximately 140m west of the site. Further bus services are also available a short walking distance away. The bus services available within the vicinity of the site are summarised in **Table 2.1** below.

Table 2.1: Local Bus Services

Bus Service	Route	Frequency (min)		
		Weekday	Sat	Sun
24	Hampstead Heath - Camden Town - Pimlico	7-10	7-10	7-10
134	Tottenham Court Road - Camden Town - Archway - Highgate - Muswell Hill - North Finchley	5-8	4-8	8-12
29	Trafalgar Square - Camden Town - Finsbury Park - Wood Green	4-8	5-8	6-8
88	Clapham Common - Vauxhall - Oxford Circus - Camden Town	6-9	6-10	11-13
27	Chalk Farm - Hammersmith - Chiswick Business Park	6-10	9-12	10-14
10	King's Cross - Marble Arch - Hammersmith	7-10	8-12	10-13
390	Archway - Tufnell Park - King's Cross - Oxford Circus - Victoria	3-7	10	5-9
30	Marble Arch - Euston - Islington - Dalston - Hackney Central	11-12	9-12	11-13
73	Oxford Circus - King's Cross - Essex Road - Newington Green - Stoke Newington	3-6	6-10	5-9
18	Sudbury - Wembley - Harlesden - Harrow Road - Baker Street - Euston	3-6	7-11	6-10
205	Paddington - Baker Street Station - Euston - King's Cross - Shoreditch - Aldgate - Mile End - Bow Church	7-10	7-10	10-13
14	Putney Heath - Putney Bridge - Fulham Broadway - South Kensington - Piccadilly Circus - Warren Street	7-10	6-10	11-13
253	Clapton - Finsbury Park - Euston	4-8	5-8	6-10
390	Archway - Tufnell Park - King's Cross - Oxford Circus - Victoria	4-7	5-6	8-11
476	Euston - King's Cross - Angel - Stoke Newington - Tottenham - Northumberland Park	7-11	7-10	10-14

Train Services

- 3.14 The site is located in proximity of a number of Underground Stations the closest of which are Euston and Euston Square stations. Euston Station runs services on the Northern (Bank and Charing Cross branches) and Victoria lines while Euston Square Station provides services on the Circle, Hammersmith & City and Metropolitan lines. A summary of destinations and frequencies from these stations are provided in **Table 2.2** below.

Table 2.2: Local Train Services

Line /Direction	Frequency (Per Hour)		
	AM	PM	Sat
Victoria Line Southbound	36	36	36 - 27
Victoria Line Northbound	35	35	35
Northern Line (Charing Cross branch) Southbound	24	24	20
Northern Line (Edgware branch) Northbound	20	20	20
Northern Line (Bank branch) Southbound	24	24	20
Northern Line (High Barnet branch) Northbound	5	5	3
Hammersmith & City Eastbound	6	6	6
Hammersmith & City Westbound	6	6	6
Metropolitan Line Eastbound	15	15	12
Metropolitan Line Westbound	7	7	7
Circle Line	6	6	6

- 3.15 As can be seen from **Table 2.2** the site benefits from excellent connections to the London Underground network providing connection to various destination throughout London.

Rail Services

- 3.16 Euston Station is located approximately 400m northeast of the site location. Disabled access and assistance is provided at this station to aid users with mobility and sensory impairment.
- 3.17 Services from this station are operated by Virgin Trains, West Midlands Trains and London Overground. Euston Station provides frequent services to destination through the United Kingdom including Glasgow, Chester, Manchester and Watford.

Disabled Parking

- 3.18 There are 2 disabled parking spaces to the rear of the Site on Stephenson Way.

4 MANAGEMENT STRUCTURE

4.1 This section sets out the proposed management structure for the Travel Plan Statement. The overall responsibility of the Travel Plan will be the responsibility of the Management Company that will be appointed to maintain the Travel Plan.

Travel Plan Coordinator

4.2 The Management Company appointed to maintain the Travel Plan Statement will appoint the TPC prior to the occupation of the employment units. In the event the TPC resigns or is otherwise dismissed from employment for any reason, the Management Company will procure employment of a replacement TPC as soon as reasonably practicable.

4.3 Details of the nominated TPC will be submitted to LBC.

4.4 The TPC will oversee the implementation of the Travel Plan Statement for the overall site. The TPC will be a part time role whose responsibilities will include:

- Engaging with other occupiers of the site and local businesses to ensure a comprehensive approach to sustainable travel.
- Managing the development and implementation of the Travel Plan measures; and,
- Promoting the objectives and benefits of the Travel Plan Statement;

Travel Plan Funding

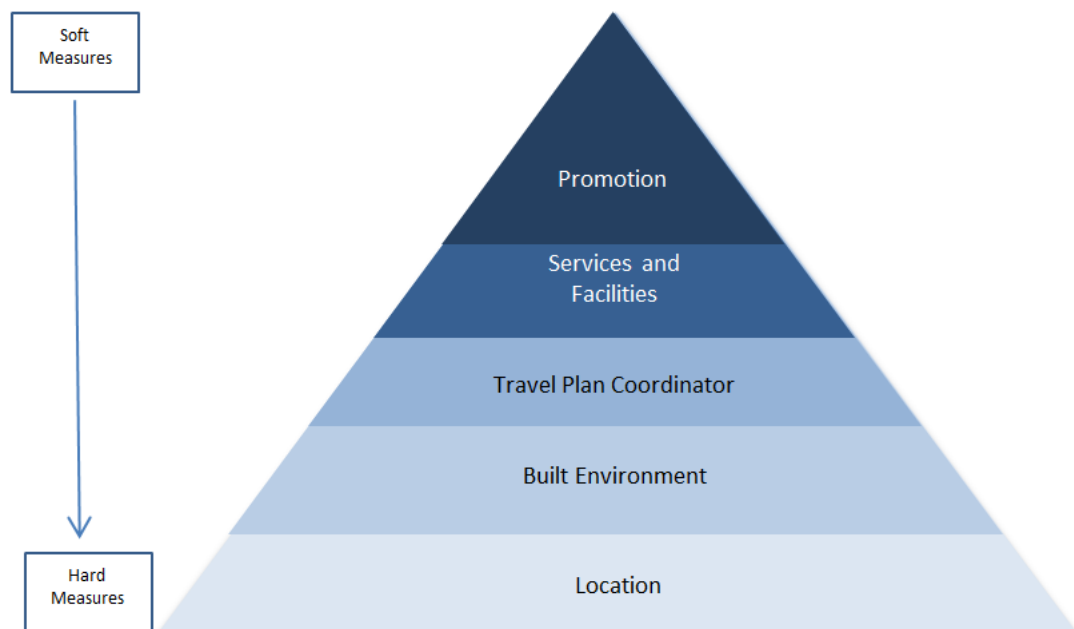
4.5 The TPC will be responsible for the cost of implementing and administering the Travel Plan.

5 TRAVEL PLAN MEASURES

Introduction

- 5.1 Travel Plan measures are key to achieving the mode share targets set out within this Travel Plan. To help demonstrate how the strategy has been derived, reference has been made to ‘The Travel Plan Pyramid’ contained in the Department for Transport (DfT) ‘Making Residential Travel Plans Work: Good Practice Guidelines’ replicated at below. While it is accepted that this is a workplace Travel Plan rather than residential, the content of the travel plan pyramid remains relevant.

Travel Plan Pyramid



- 5.2 The travel plan pyramid helps to demonstrate how a successful travel plan strategy is built on the firm foundations of good site location and effective site layout design (built environment). This pyramid approach has been used as a guide for ensuring that all aspects of encouraging sustainable travel are addressed within Travel Plan.
- 5.3 In order to help achieve progress towards sustainable transport objectives, the strategy combines a number of specific “hard” and “soft” measures.

Information and Marketing

- 5.4 The marketing strategy will be a key part of the Travel Plan and will maximise the response to improve facilities and services. Communication is a key element of the Travel Plan and central to the plan's success.
- 5.5 Information on sustainable transport options will be posted on noticeboards within the site. This will include the following information:
- Name and contact details of the TPL;
 - An introduction to the Travel Plan, its purpose, and a summary document;
 - Information on the health benefits of using active modes of transport;
 - Bus route maps and timetables and any other public transport information;
 - Map showing walking and cycling routes close to the site;
 - Any Company policy related to travel;
 - Details of any cycle discounts and loan schemes.

Walking and Cycling

- 5.6 The following measures are proposed in order to promote walking and cycling to and from the development:
- Maps of local walking and cycle routes and other useful information will be posted on noticeboards.
 - Cycle parking will be provided at convenient and visible locations to meet BREEAM requirements on cycle parking standards.
 - BREEAM standards also states that shower facilities should be provided as 10% of the amount of cycle parking spaces. BREEAM also recommends the provision of changing and locker facilities and space for damp clothes/towels to dry.
 - The TPC will raise awareness of the health benefits of walking and cycling.
 - The TPC will provide, if requested, information to occupiers on the government's tax saving cycle scheme (cyclescheme.co.uk), or such similar scheme, to provide employees with tax-free bicycles.
 - The TPC will encourage each occupier to maintain their shower, lockers and changing facilities – if they are to be provided.
 - The TPC will explore links with local cycle shops to provide discounted equipment, bike maintenance, etc.

Other Measures and Incentives

5.7 Travel Awareness type measures could play a key part of the Travel Plan, for example:

- Walk to Work Day; and
- Team participation in National Bike Week events;

6 ACTION PLAN

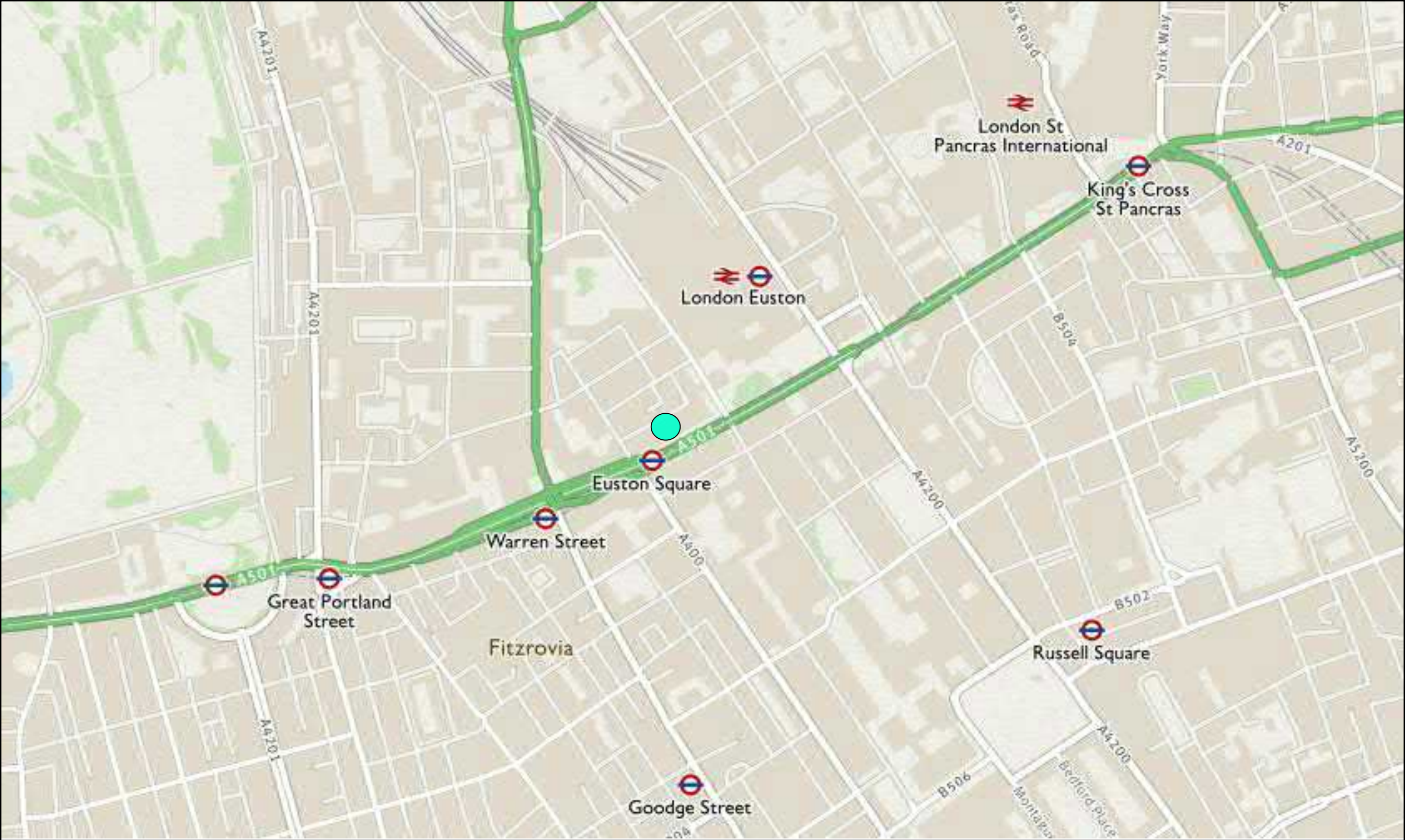
- 6.1 The Action Plan outlined below in Table 8.1 sets out the measures included within the Travel Plan that are directed at influencing residents travel.

Table 8.1 Action Plan for Travel Plan Measures				
Measures	Notes	Status/Target Date	Monitoring Method	Responsibility
General				
Appointment of a Travel Plan Coordinator and a Travel Plan Liaison		Prior to occupation of the building	N/A	Travel Plan Management Company
Information Provision				
Information Boards	Travel information boards will be displayed in the office area of each unit and will include timetables and maps	On occupation of the proposed units	Timetables will be reviewed monthly	TPC
Public Transport				
Details of local buses and rail services will be made available to staff	The TPC will distribute bus and rail timetables to all staff and let them know if there are any changes to the timetables	On occupation of the units	Timetables will be reviewed monthly	TPC
Walking and Cycling				
Details of local walking and cycling routes will be made available to all staff	The TPC will distribute local walking and cycling routes to all staff and let them know if there are any changes to the timetables	On occupation of the units	Timetables will be reviewed monthly	TPC
Cycle parking will be provided at convenient and visible locations	Cycle spaces will be provided on site	Prior to occupation of the units	N/A	Estate Owners
The TPL will raise awareness of the health and benefits of walking and cycling	The TPL will inform staff of these benefits on noticeboards and verbally	Within the first month of occupation of the units	N/A	TPC

Table 8.1 Action Plan for Travel Plan Measures

The TPC will provide information to the occupier on participating in the government's tax saving cycle scheme	The TPC will provide information about the benefits of the Cycle to Work scheme	On occupation of the units	N/A	TPC
The TPC will encourage each occupier to maintain shower, lockers and changing facilities – if they are to be provided	The TPC will explain the benefits of cycling for employees to the occupant	On occupation of the units	N/A	TPC
The TPC will explore links with local cycle shops to provide discounted equipment and bike maintenance		On occupation of the units		
Other Potential Measures and Initiatives				
The TPC will provide details of car share opportunities including schemes such as liftshare.		On going	N/A	TPC
Walk to work day	Employees will be encouraged to walk to work where possible	On going	N/A	TPC
National Bike Week events	Employees will be encouraged to cycle to work	On going	N/A	TPC

Figures



Key:

 Site Location

210 Euston Road

Savills

Site Location Plan



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DRAWN: YA

CHECKED: AJP

DATE: 17/05/2018

SCALES:

DRAWING REFERENCE: **Figure 1**