



transport planning practice

Criterion Capital Limited

112A Great Russell Street
Hotel Travel Plan

March 2019



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1 INTRODUCTION

1.1.1 Transport Planning Practice (TPP) was appointed by Criterion Capital Limited, to provide advice on the transport issues associated with the 112A Great Russell Street hotel in London Borough of Camden (LBC).

1.1.2 The Travel Plan has been prepared to satisfy the obligation outlined within Schedule 3 of the Section 106 agreement for the development which is for “change of use of part ground floor and basement levels -4 and -5 from car park (sui generis) to 166 bedroom hotel (class C1), including alterations to ground floor elevations on Great Russell Street and Adeline Place in accordance with the Planning Application”. The proposals will not provide car parking for staff or visitors and cycle parking facilities will be provided within the development.

1.1 Report purpose

1.1.1 This document is a Travel Plan (TP) for the hotel which is to be implemented by the owners. The purpose of this Travel Plan is to set out a strategy for minimising dependence on travel by private car and for maximising the use of public transport, walking and cycling. Its objective is to promote sustainable modes of travel, which reflects current national, regional and local policy objectives in respect of transport. This document is aimed at hotel staff trips as they make regular trips to the site thus creating an opportunity to influence their travel behaviour.

1.1.2 The remainder of this document sets out the objectives of the Travel Plan and the proposed strategies as follows:

- **Section 2: Travel Plan Aims and Objectives** - sets out the aims and objectives of this Travel Plan.
- **Section 3: Site Assessment** – describes the accessibility of the site by a range of different transport modes.
- **Section 4: Travel Plan Measures for Hotel Staff** - sets out the proposed measures to encourage future employees of the hotel to travel using sustainable modes.
- **Section 5: Travel Plan Measures for Visitors and Deliveries** – Sets out the proposed measures to encourage future visitors and delivery companies serving the site to travel more sustainably.

- **Section 6: Targets and Monitoring** - outlines the method for setting targets and monitoring the progress of the Travel Plan.
- **Section 7: Securing, Enforcement and Funding** – outlines how the Travel Plan has been secured as well as enforcement and funding arrangements.
- **Section 9: Action Plan** - provides an Action Plan for implementing the Travel Plan.

2 AIMS AND OBJECTIVES

2.1.1 The purpose of the hotel Travel Plan is to encourage more sustainable travel patterns by staff and residents at the hotel. The main aim is to reduce the reliance on the use of the private car and promote the use of more environmentally sustainable travel modes.

2.1.2 The main objectives of the Travel Plan are as follows:

- Promote environmentally sustainable travel patterns through effective communication and marketing;
- Ensure that all staff and guests are aware of the range of travel choices available to them;
- Where possible, recruit hotel staff from the local area to reduce the need to travel;
- Minimise journeys to and from the hotel by car;
- Minimise the transport impact of the development on the local highways and transport network;
- Monitor travel patterns and identify opportunities to encourage travel by sustainable modes.

2.1.3 As the development is currently at the planning stage, it is difficult to set specific targets for hotel staff and guests. However, the travel patterns of staff working nearby can be used as a basis as the development is likely to generate similar patterns.

2.1.4 Given the nature of the site use, the primary objective of the Travel Plan is to focus on staff travel. Hotel staff will make regular trips and this represents the best opportunity to influence travel patterns and meet the objectives of the plan.

2.1.5 The Travel Plan also aims to maximise the number of guests to the hotel arriving by sustainable modes, and minimise the need for guests to travel by car.

3 SITE ASSESSMENT

3.1 Site location

- 3.1.1 The hotel is spread over two basement levels (-4 and -5) at 112a Great Russell Street. 112a Great Russell Street is bound to the west by Tottenham Court Road, to the south by Great Russell Street, to the east by Adeline Place and to the north by Bedford Avenue.
- 3.1.2 Tottenham Court Road is located approximately 40m to the west of the site, and Bloomsbury Street is approximately 150m to the east. Tottenham Court Road Station is located 120m walk to the south of the site. Covent Garden is located approximately a 850m (8-10 minutes¹) walk to the south while Holborn is a 750m (7-9 minutes) walk to the east. A site location plan is provided in Figure 1.
- 3.1.3 The site is surrounded by hotel, office and retail development, with major retail on Tottenham Court Road. Immediately north of the site is St Giles Hotel which is accessed from Bedford Avenue. There is also a YMCA which is accessed from Great Russell Street, adjacent to the pedestrian entrance to the car park. To the east, there are hotels on Great Russell Street. The site is well located with excellent accessibility by public transport, walking and cycling.

3.2 Pedestrian access and walking

- 3.2.1 The main access, encompassing an entrance hall and a check-in desk, will be accessed from Adeline Place via the existing exit ramp. The existing pedestrian access on Great Russell Street will be retained to provide access for wheelchair users via a lift. Both access routes lead to the proposed reception space on level -4.
- 3.2.2 The existing crossovers providing access to the entry and exit ramps on Adeline Place will be removed and the footway reinstated, thus improving the pedestrian environment in the immediate vicinity.

3.3 Cycling

- 3.3.1 There are cycle routes in close proximity to the site. The closest signed cycle route is along Bloomsbury Street to the east and New Oxford Street and Charing Cross Road to the south, providing a link with Covent Garden further to the south and Oxford Circus to the west. There is a good network of cycle routes in

¹ Walk speed of 80-100m per minute

the area that link to the wider route network. Figure 2 shows the existing cycle network in the vicinity of the development site.

- 3.3.2 There are four Transport for London (TfL) cycle hire docking stations within 400m (4-5 minutes) walk of the site which give access to 127 stands. These are located at Great Russell Street (150m walk, 26 stands), Bayley Street (260m walk, 26 stands), Earnshaw Street (260m walk, 18 stands) and Soho Square (350m walk, 57 stands). Cycle parking in the form of Sheffield type stands is also available on Great Russell Street and Adeline Place.

3.4 Cycle parking facilities

- 3.4.1 The hotel proposals will provide eight secure and covered cycle parking spaces for the staff located along the site's staff entrance of Adeline Place. In addition, there are also 12 sheffield stands (24 spaces) that will be provided along the site's frontage on Adeline Place that could be used by visitors and couriers accessing the site as well as the general public.
- 3.4.2 For hotel developments, the cycle parking standards require 1 long stay cycle parking space per 20 bedrooms and 1 short stay cycle space per 50 bedrooms which the proposed development complies with.

3.5 Taxis

- 3.5.1 Due to the central location of the site and proximity of Tottenham Court Road and Oxford Street retail and leisure areas, there is a relatively high number of taxis in the local area. These include Black Cabs as well as those provided on mobile applications such as Uber and ViaVan.
- 3.5.2 Oxford Street is located to the west, which, due to its busy nature, tends to encourage taxis to use the quieter roads. Taxis serving the St Giles Hotel are able to wait in Bedford Avenue where there is space for two taxis.

3.6 On-street parking restrictions

- 3.6.1 On-street parking in the local area consists mainly of permit parking and pay & display spaces on Great Russell Street, Adeline Place and Bedford Avenue. There is also space for two coaches outside St Giles Hotel on Bedford Avenue. The controlled parking zone CA-C operates between Monday and Saturday from 08.30 to 18.30. Double yellow lines restrict parking on Adeline Place and single yellow lines are in existence on Great Russell Street, however, loading and unloading is not restricted.

3.7 Public Transport accessibility

3.7.1 The site is very well located in terms of public transport, being within a short walk of Tottenham Court Road underground station and the high frequency bus routes that operate in the area.

Public Transport Accessibility Level (PTAL)

3.7.2 The site has a PTAL rating of 6b indicating excellent accessibility. This has been informed by the TfL Planning Information Database. A copy of the site-specific TfL PTAL calculation is included at Appendix A.

Underground

3.7.3 The site is located approximately 170m (2 minutes walk) to the north of Tottenham Court Road station. The station provides interchange between Central Line (Ealing Broadway/West Ruislip to Epping) and Northern Line (Charing Cross branch) services.

3.7.4 The Central Line provides access to much of central London and a number of transport hubs including London Liverpool Street, Bank and Oxford Circus. The Central Line also offers interchange with the Piccadilly, Victoria, Circle, Bakerloo, District, Jubilee, and Waterloo & City lines and the Docklands Light Railway.

3.7.5 Tottenham Court Road is served by the Charing Cross branch of the Northern Line providing services between Morden in the south and High Barnet/Edgware in the north. This offers interchange with a number of lines including the Victoria, Jubilee and Bakerloo lines.

3.7.6 Holborn underground station is located approximately 700m (7-9 minute walk) to the east of the site, providing access to the Piccadilly Line in addition to Central Line services. The Piccadilly Line operates between Cockfosters and Uxbridge/Heathrow Terminal 5.

3.7.7 Oxford Circus underground station is located approximately 980m (9-12 minute walk) to the west of the site, providing access to the Bakerloo and Victoria Lines in addition to Central Line services. The Bakerloo Line operates between Harrow & Wealdstone and Elephant & Castle. The Victoria Line operates between Walthamstow Central and Brixton. Table 2.1 provides a summary of the underground services peak frequencies.

Table 2.1 - Underground weekday peak hour maximum frequencies

Underground services	AM peak hour frequency (two-way)	PM peak hour frequency (two-way)
Central Line	56	56
Northern Line	39	41
Piccadilly Line	46	48
Bakerloo Line	35	35
Victoria Line	56	56
Total	232	236

Source: TFL website

Buses

3.7.8 There are a number of bus stops within a short walk of the site on Tottenham Court Road (1 minute walk), Bloomsbury Street (2-3 minutes walk) and New Oxford Street (2-3 minutes walk), providing access to 14 frequent bus services with eight of these services operate a 24 hour service. The local bus network is shown in Figure 3. Table 2.2 outlines the peak hour frequencies of the above bus services.

Table 2.2 - Local bus service weekday AM peak hour frequencies

Bus service	Route	AM peak hour frequency (two-way)
1	Tottenham Court Road - Canada Water	14
8	Bow - Oxford Circus	15
14	Putney Heath - Warren Street	18
19	Battersea Bridge - Finsbury Park	14
24	Hampstead Heath - Pimlico	20
25	Ilford - Oxford Circus	20
29	Trafalgar Square - Wood Green	25
38	Clapton - Victoria	30
55	Leyton - Oxford Circus	20
73	Stoke Newington - Victoria	27
98	Holborn - Willesden	16
134	Tottenham Court Road - North Finchley	24
176	Tottenham Court Road - Penge	12
390	Archway - Notting Hill Gate	14
Total		330

Source: TFL website

3.7.9 As can be seen, the 14 bus routes in the vicinity of the site provide a combined frequency of approximately 285 services per hour in both directions.

Crossrail

3.7.10 Tottenham Court Road station is currently undergoing a major upgrade to increase capacity and prepare for Crossrail. When completed in 2019, Crossrail will provide up to 24 services per hour linking Maidenhead and Heathrow Airport in the west to Shenfield and Abbey Wood in the east via central London thus making the site even more accessible than at present.

3.8 Motorcycle

3.8.1 The closest motorcycle parking bays are located to the east of the site on Great Russell Street, immediately to the west of its junction with Dyott Street. There is space for up to 14 solo motorcycles parked perpendicular to the footway with rings to secure locks.

4 TRAVEL PLAN MEASURES FOR HOTEL STAFF

4.1.1 The primary objective of the Travel Plan for the hotel is to focus on staff travel as they represent the best opportunity to influence travel patterns.

4.1 Travel Plan Coordinator (TPC)

4.1.1 The Hotel Travel Plan document will evolve as travel patterns become established. As such the operators of the hotel will be required to take ownership of the document and adapt the objectives and strategies to maximise its effectiveness.

4.1.2 The hotel operator will appoint a member of staff who will be responsible for monitoring, reviewing and updating the Travel Plan. Although this is unlikely to be a full-time post, it will require a positive commitment from the operator. Within this document the member of staff will be referred to as the Travel Plan Coordinator (TPC). The TPC will have a number of responsibilities which are set out below:

- Communicate the objectives of the Travel Plan to staff;
- Liaise with hotel staff regarding travel issues to highlight problems and implement solutions. This can include providing personalised travel planning advice to staff (as well as providing advice to guests if required);
- Coordinate promotional events for the Travel Plan and promote travel awareness campaigns or alternative transport days;
- Inform employees on consultations for nearby transport schemes, particularly walking and cycling schemes, so that employees can contribute responses on transport proposals in the borough;
- Monitor and review staff and guest travel patterns;
- Update the Travel Plan document.

4.1.3 Within three months of occupation, the hotel operator will designate a member of staff as the TPC and his/her contact details will need to be submitted to LBC. The hotel operator will be responsible for informing the Council of any

subsequent changes in the post including change of personnel or contact information.

4.2 Travel Information Pack

4.2.1 At the commencement of their employment, all staff will be issued with a Travel Information Pack from which they can make informed decisions about the travel mode they select. The information packs will include details on all travel options available to them, as well as the services and amenities provided locally. The provision of such information is essential in fostering sustainable travel habits early, before staff and residents settle into a habit of driving when a sustainable alternative may be more suitable.

4.2.2 The Information Pack will include:

- Information on the aims and objectives of the Travel Plan, for example the benefits to the environment of reduced car use and the health benefits of walking and cycling;
- Information on personalised travel planning services
- Information on services and amenities provided locally (i.e. supermarkets, restaurants, cafes, bike shops, post offices, shops, nurseries, sports and leisure facilities etc);
- Maps showing the pedestrian and cycle routes on the site, including cycle parking locations, and destinations of local facilities with routes and journey times by walking, cycling and public transport;
- Train and bus service information including late night travel advice to highlight the services available;
- Advice on measures to reduce the need to travel such as use of internet shopping, details of existing car sharing databases in the area, and details of Car Club and cycle hire schemes;
- Various special offers and discount vouchers.

4.2.3 In addition, a digital copy of the travel information could be sent to hotel guests along with the confirmation of their booking to ensure they are aware of the public transport links available.

4.3 Website

4.3.1 The hotel website will be a key communication portal for staff and guests to the site. With this in mind, the presentation and quality of information provided is of paramount importance. The website will contain a travel section with the following:

- Directions to the site by public transport and other modes. This would include downloadable maps and timetables for all routes and services;
- Links to other websites, including those of transport providers;
- Communicating that there is limited car parking available and the high cost associated with parking in London.

4.4 Notice boards

4.4.1 Notice boards will provide important travel information for staff and the TPC will be required to maintain the notice boards to ensure the information is up-to-date.

- Staff notice board: A staff notice board will provide a secondary source of travel information, updates on improvements and proposed new measures. Staff will be made aware of improvements to infrastructure or planned engineering works to ensure that they can plan their affected journeys. In addition, information could also be disseminated via a staff newsletter.

4.5 Promotion of walking

4.5.1 The following would be promoted within the Travel Packs to encourage walking as a mode of transport:

- Walkit.com (www.walkit.com/london)
- TfL Journey planner (<https://tfl.gov.uk/modes/walking/>)
- Leisure routes such as Belsize Walk and strategic routes on Walk London
- National Walking Month and organisations such as The Ramblers to engage people in walking

- Legible London signage to encourage people to walk when they visit the central area of London covered by Legible London signage
- Walk4life and Walk4Life find a walk (<http://www.walk4life.info/find-a-walk>)

4.6 Promotion of cycling

4.6.1 Cycling is one of the quickest form of transport for many journeys in central London, especially on congested routes. One of the key advantages of cycling is a greater certainty of journey time which cannot be achieved by other vehicular modes on a congested network.

Staff cycle parking

4.6.2 To promote and encourage cycling for staff, eight secure and covered cycle parking will be provided on site for staff. This level of provision is in compliance with the London Plan which requires 1 long stay cycle parking space per 20 bedrooms.

Cycle maps and routes

4.6.3 Cycle information, including cycle maps showing key routes would be provided in the Travel Packs.

Bikes4Work scheme

4.6.4 The hotel occupiers will consider provision of the Bikes4Work scheme for the staff and providing interest free loans to purchase a bicycle tax free to their staff. The scheme will then be promoted within the Travel Information Pack and the TPC will encourage the individual TPCs to consider.

Bicycle User Group (BUG)

4.6.5 The occupiers of the hotel will consider organising a Bicycle User Group (BUG) meetings to support staff who cycle to and from work. Within the meetings, the participants can discuss cycle facility requirements at the workplace and organise events. BUG's are designed to encourage the uptake of cycling for employees.

Cycle training

4.6.6 Free cycle training provided by LBC would be promoted to members of staff via the Travel Information Pack which will be issued to TPC. Furthermore, membership organisations such as LCC, CTC (Cycling UK), British Cycling (and related programmes to engage people in cycling), cycle skills courses and related social media work undertaken by Camden Council (www.facebook.com/cyclingcamden) would also be promoted.

Cycle events / initiatives

4.6.7 The following would be promoted within the Travel Packs to encourage cycling as a mode of transport:

- Bike Week events in Camden and nearby boroughs
- Cycle to Work Day
- 'Lets Ride' British Cycling Initiatives including led rides, Breeze and Ride Social Rides, Ride London
- London Cycle Guides
- Cycle Streets Journey Planner
- TfL Cycle Journey Planner
- Cycle security and bike marking schemes to reduce bike theft
- HGV/cycle safety
- Love to Ride (London Cycle Challenge)
- E-bike advantages for those with a longer commute/carrying loads
- Cycle hire

4.7 Promotion of public transport

4.7.1 The following would be promoted within the Travel Packs to encourage the use of public transport:

- TfL Journey Planner and National Rail journey planner

- TfL's Safer Travel at Night campaign relating to safety on public transport and the use of licensed Private Hire and Black Cabs
- Timetables and ticketing, spider maps for bus services including night buses
- Apps to facilitates mobile handset planning of public transport trips and awareness of network issues and problems

4.8 Marketing and promotion

4.8.1 The following additional measures will be implemented for staff:

- Staff meetings: Regular staff meetings will be held in which transport matters can be discussed and any suggested improvements will be taken forward or dealt with by the TPC.

5 TRAVEL PLAN MEASURES FOR VISITORS AND DELIVERIES

5.1 Travel Plan measures for visitors

5.1.1 Given that car parking will not be provided for visitors, they are expected to mainly use sustainable modes of transport.

Website

5.1.2 It will be important to ensure that visitors are aware of the travel choices available to them. The development's website would provide information on how to get to the offices by walking, cycling, bus, London Overground and rail. A link to the TfL journey planner could also be provided which would be useful for visitors to plan their journey by public transport.

Cycle parking

5.1.3 There will be 24 cycle parking spaces provided along the site's frontage on Adeline Place in form of 12 Sheffield staff which can be used by visitors of the hotel as well as couriers.

5.2 Travel Plan measures for delivery personnel

Promotional material

5.2.1 It is envisaged that promotional material for the following could encourage more sustainable travel patterns.

- Consolidating deliveries: The site management company and occupants could consider the feasibility of consolidating deliveries which would involve combining and reducing the number of vehicle trips. There is a Camden consolidation centre that local businesses can use to consolidate deliveries. The use of this centre will be explored by the occupier.
- Green vehicles: Hybrid, electric and other low carbon emission vehicles are less harmful to the environment. The occupier of the offices could consider using delivery and collection companies with green vehicles and/or consider cargo bikes to carry out smaller deliveries.

- Eco-driving: Delivery personnel could be made aware of the benefits of driving techniques which reduce fuel consumption, CO2 emissions and pollution. Eco-driving techniques include changing up a gear as soon as possible, decelerating smoothly, turning off the engine while waiting in traffic, and cutting down the use of air conditioning and other electrical equipment. It is also important to regularly service and maintain the vehicles.
- Anti-idling campaign: an anti-idling campaign could be run with delivery suppliers to reduce air pollution caused by motorists who leave their engines running when parked.

6 TARGETS AND MONITORING

6.1 Baseline travel surveys and monitoring

- 6.1.1 Targets are used to measure the success of the FTP and should be SMART targets. Smart targets are: **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound.
- 6.1.2 Provisional mode share shown in Table 7.1 are based on the 2011 Census data for method of travel to work for workplace population of Camden 028 Middle Layer Super Output Area (MLSOA). After the hotel opens, an iTRACE compliant travel survey will be undertaken for staff within the first six months, to establish trip patterns in terms of arrival and departure profiles, origins and destinations and mode splits. This will establish a baseline against which the annual survey can be assessed. Following each monitoring survey, a report will be prepared and submitted to the council for approval.
- 6.1.3 Guests will be asked to complete a travel survey form when they check out to provide information on their experiences. It is expected that this survey will include the purpose of their visit, how they arrived and departed the hotel and their travel during their stay. Guests could be also asked to rate the quality of the travel information provided at the time of booking, information provided by staff and any services that they used. This will help to establish the travel patterns of guests and focus the strategies towards those services which have been most effective.
- 6.1.4 Ongoing monitoring will be key to the success of the Travel Plan to provide information on the travel patterns of staff and guests allowing the Travel Plan strategies to be assessed and appropriate new strategies to be implemented.

6.2 Monitoring report and Travel Plan review

- 6.2.1 Review of the Travel Plan will be undertaken at years 1, 3 and 5 on the anniversary of the baseline survey and report.
- 6.2.2 The TPC will be responsible for reviewing the results of travel surveys and an evaluation will be carried out within one month of each monitoring survey. This will establish the level of progress being made, assess the success of each measure and help to develop the implementation of new measures if required. This data will then be provided to the council within one month of collation as

part of a monitoring report. Following receipt of feedback from the Council, the TPC will need to update the Travel Plan by making the necessary amendments.

6.3 Targets

Hotel staff

6.3.1 The mode share for hotel as a whole is based on the 2011 Census data for method of travel to work for workplace population of Camden 028 Middle Layer Super Output Area (MLSOA). The targets have been adjusted to reflect the lack of car parking provision for use by staff of the hotel. It is also envisaged that increase in cycling and walking by staff may reduce their reliance on public transport services which can be more costly than bus use. The targets for changes in mode share is Included in Table 7.1. The final targets will be set after the baseline survey has been undertaken.

Table 6.1 - Target mode share for staff

Mode	Original Mode Share	Target change		
		Year 1	Year 3	Year 5
Underground	37%	-1%	-2%	-5%
Train	34%			
Bus	11%		-1%	-3%
Taxi	0%			
Motorcycle	1%			
Car driver	5%	-5%	-5%	-5%
Car passenger	0%			
Bicycle	5%	+3%	+4%	+5%
On foot	5%	+3%	+4%	+5%
Other	0%			

7 SECURING, ENFORCEMENT AND FUNDING

- 7.1.1 The Travel Plan has been secured through the S106 agreement and details of which is outlined in Schedule 3 of the agreement.
- 7.1.2 All costs measure provided prior to occupation such as provision of cycle facilities will be funded by the developer. Any ongoing costs, such as the duties of the TPC and the commissioning of monitoring surveys and reports will be funded by the hotel operator.
- 7.1.3 The Travel Plan will be reviewed after five years at which point if targets have not been achieved, possible amendments will be agreed between LBC and the TPC.

8 ACTION PLAN

8.1.1 This section includes a check list of the proposed measures detailing who will be responsible for ensuring that the actions identified in previous sections are delivered. The Action Plan is included in Table 8.1. The proposed measures have been linked to the overall objectives of the Travel Plan.

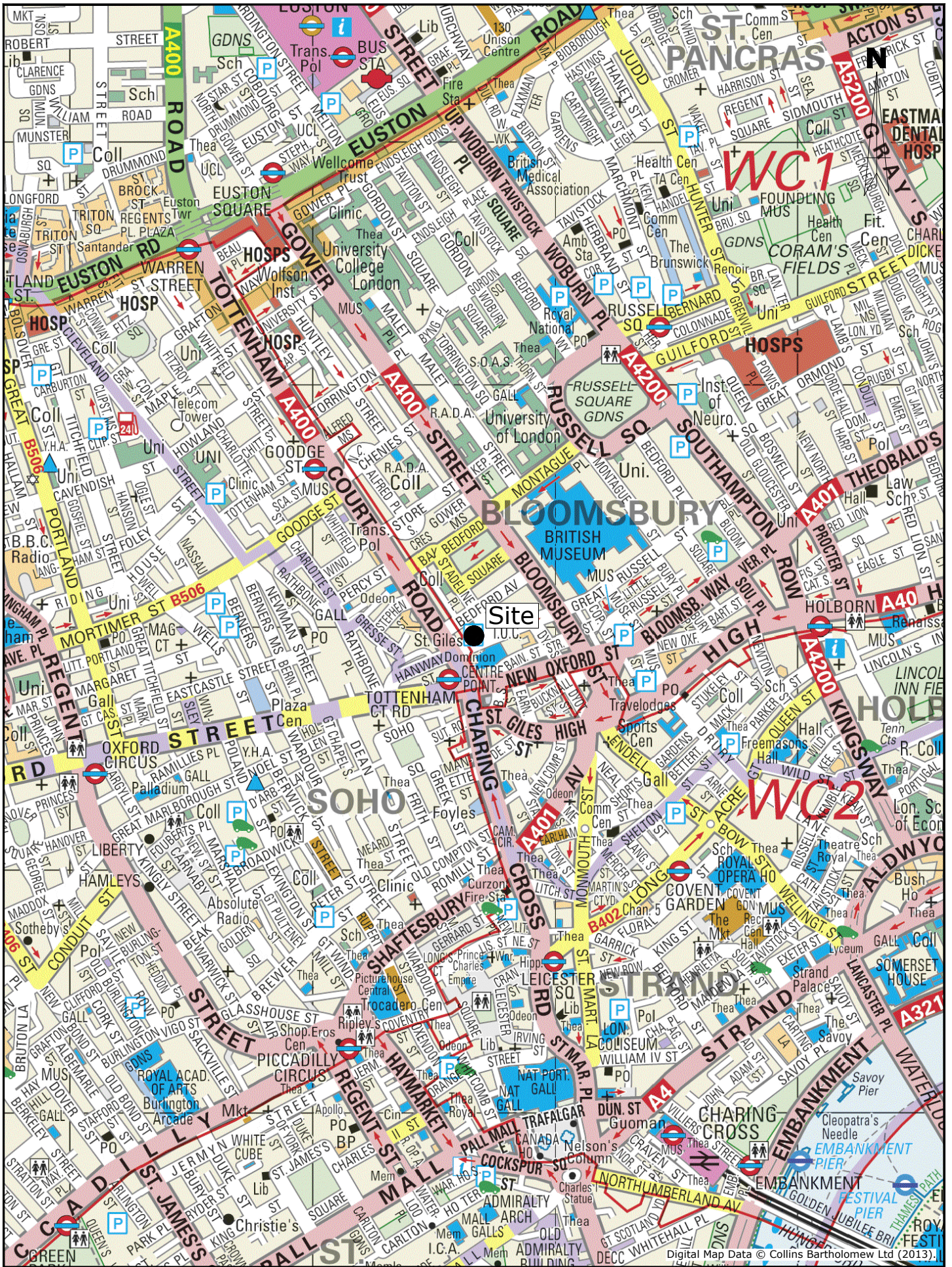
Table 8.1 - Action Plan

Theme	Objective	Measure	Action/Status	Responsibility	Timing	Monitoring Progress Towards Target	Cost
Travel Plan Management	To encourage travel by sustainable transport modes	Write up the pre-occupation Travel Plan	Done	Owner/Consultant	No later than 12 months prior to first occupation	Successful implementation of Travel Plan	Low
		Travel Plan Co-ordinator	To be appointed	Owner	Prior to occupation	Successful implementation of Travel Plan	Moderate
		Draft Travel Survey	Draft Travel Survey and submit to LBC for approval	TPC	Within 3 months of occupation	Successful implementation of Travel Plan	Low
		Initial baseline surveys	Undertake the surveys and analyse their results	TPC	Following six months of first occupation	Successful implementation of Travel Plan	Moderate
		Set revised modal split targets	Revise modal split targets based on the results of the initial baseline surveys	TPC	Upon completion of the initial travel surveys	Successful implementation of Travel Plan	Low
		Subsequent Travel Surveys	Undertake the subsequent travel surveys and analyse their results	TPC	Years One, Three and Five and as required	Successful implementation of Travel Plan	Moderate
		Monitoring Reports	Produce annual monitoring reports. Submit to LBC	TPC	Upon the completion of the Travel Surveys	Successful implementation of Travel Plan	Moderate
		Updating the Travel Plan	Update the travel plan to reflect the results of the travel	TPC		Successful implementation of Travel Plan	Moderate

			surveys, revised measures, updated action plan and remedial measures. Submit to LBC				
		Stakeholder/user groups	Organise stakeholder group meetings	TPC	Ongoing	Successful implementation of Travel Plan	Low
Promotion/ Marketing	To raise awareness of sustainable transport modes	Employee Travel Packs	Design and distribute the Employee Welcome Packs	TPC	Prior to occupation and ongoing	Successful implementation of Travel Plan	Low
		Website information	Design and Maintain a webpage for the TP	TPC	Prior to occupation and ongoing	Successful implementation of Travel Plan	Low
Walking	To encourage travel by walking and increase the mode share	Promotion of walking resources (websites, tools and events)	Promotion of walking resources within the welcome pack	TPC	Ongoing	Progress towards walking mode share target	Low
Cycling	To encourage travel by cycling and increase the mode share	Provision of on-site cycle parking	As part of the proposals	Developer	Prior to occupation	Progress towards cycling mode share target	Low
		Cycle skills training run by Camden	Promote attendance	TPC	Ongoing	Progress towards cycling mode share target	Low
		Cycling events (Bike Week, Cycle to Work day, Let's Ride	Promote/organise participation	TPC	Ongoing	Progress towards cycling mode share target	Low

		etc)					
		Local cycling guides/maps and journey planners	Promote/distribute	TPC	Ongoing	Progress towards cycling mode share target	Low
		Bicycle purchase loan/Bike4Work Scheme	Set up scheme	TPC	Ongoing	Progress towards cycling mode share target	Low
		Bicycle User Group (BUG)	Set up a group among employees	TPC/BUG	Ongoing	Progress towards cycling mode share target	Low
Public Transport	To encourage travel by public transport and increase mode share resources	Journey planners including mobile phone apps	Promote use	TPC	Ongoing	Progress towards mode share target	Low
		Timetables, bus spider maps and information on night services	Promotion of use	TPC	Ongoing	Progress towards mode share target	Low
		Provide interest-free travel loans for annual/season tickets and travelcards to employees	Encourage employers to provide such loans as well as uptake from employees	TPC	Ongoing	Progress towards mode share target	Moderate

Figures



T:\130000 - Projects\130480 NCP Great Russell Street\ACAD\008 - 010.dwg

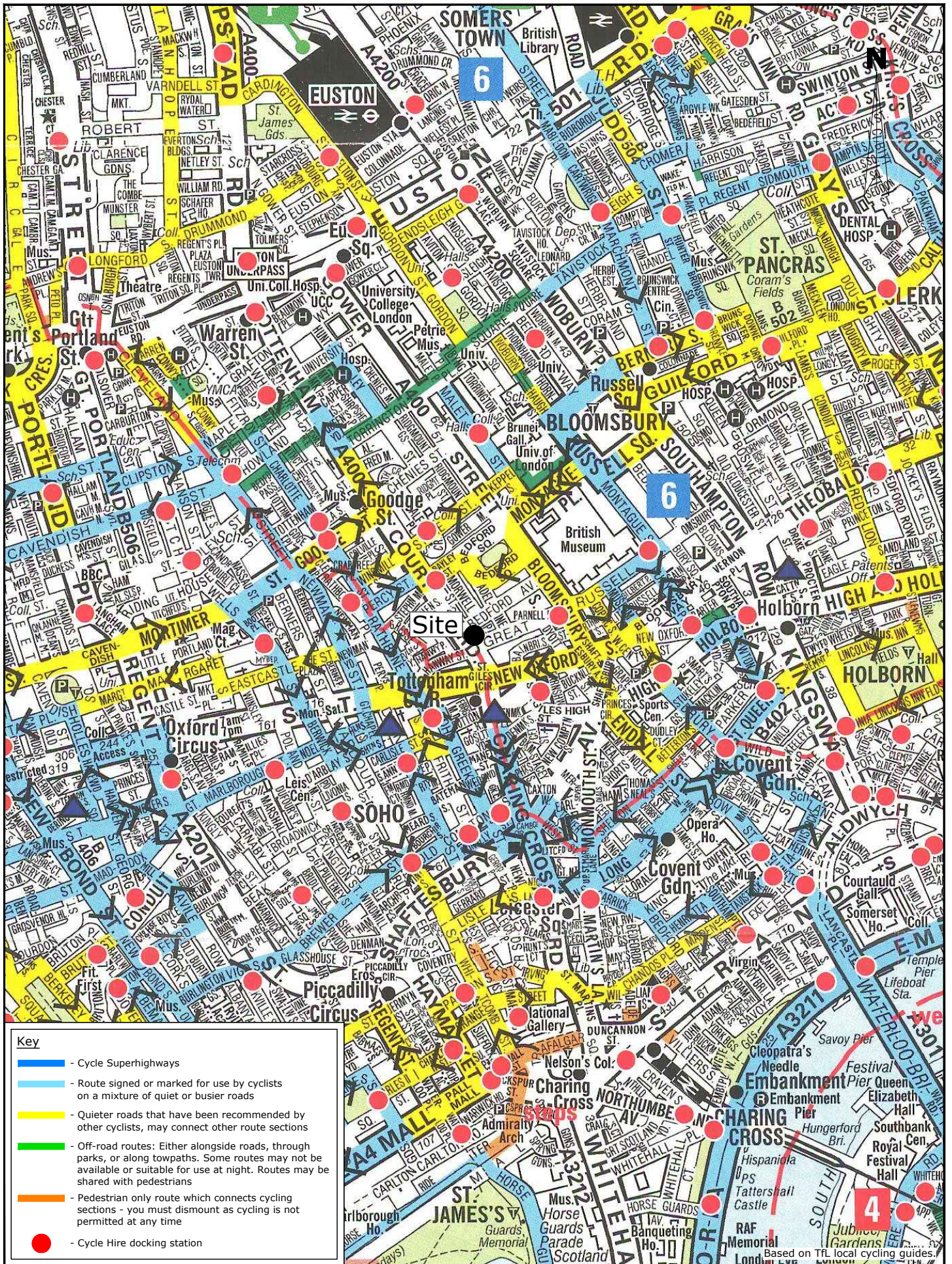
Digital Map Data © Collins Bartholomew Ltd (2013).

Site location plan



70 Cowcross Street
 London, EC1M 6EL
 t: 020 7608 0008
 w: www.tppweb.co.uk

Figure 1



Local cycle network

