



115 - 119 CAMDEN HIGH STREET





115-119 CAMDEN HIGH STREET,
LONDON, NW1 7JS

Travel Plan

Prepared on behalf of Demar (BVI)
Holdings Limited

WHIT/18/4444/TP01

June 2019

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DOCUMENT CONTROL

Project: 115-119 Camden High Street, London, NW1 7JS

Document: Travel Plan

Client: Demar (BVI) Holdings Limited

Reference: WHIT/18/4444/TP01

Document Checking:

Author:	PJB	_____	Date	24/05/2019	_____
Checked by:	NDR	_____	Date	24/05/2019	_____
Approved by:	NDR	_____	Date	24/05/2019	_____

Status:

Issue	Date	Status	Issued by
1.	15/05/2019	Draft	PJB
2.	24/05/2019	Planning	PJB
3.			
4.			
5.			
6.			
7.			

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1 INTRODUCTION

- 1.1.1 This Travel Plan is prepared by RGP in respect to a proposed hotel development at 115-119 Camden High Street, London, NW1 7JS.
- 1.1.2 The existing site comprises a two-storey retail unit with a gross internal floor area (GIA) of 1,266sqm. Pedestrian access to the building is from Camden High Street and various delivery entrances are located on Delancey Street. An external cycle store is located to west of the building, accessible via a gated entrance off Delancey Street (Signmakers Yard). There is no on-site car parking.
- 1.1.3 The development proposals comprise the demolition of existing building and erection of a part 4, part 5 storey building comprising retail floorspace (Class A1), hotel (Class C1) and 3 affordable residential units (Class C3) and associated works.
- 1.1.4 The proposed hotel would contain 80 bedrooms and would be operated by Whitbread as a 'hub by Premier Inn' and would include a café / bar area which would also be open to the public. The proposed retail unit would be provided at ground floor level fronting Camden High Street and would have an internal floor area (GIA) of 156.2sqm. The 3 residential flats would each comprise two bedrooms.
- 1.1.5 The "hub by Premier Inn" model is based on the concept of providing affordable and high-quality accommodation within Central London. No on-site car parking would be provided, however suitable cycle parking would be incorporated, in accordance with London Plan standards. A copy of the proposed site layout is attached hereto at **Appendix A**.
- 1.1.6 This Travel Plan seeks to achieve modal shift towards sustainable transport, particularly increasing active travel (walking and cycling) and discouraging single occupancy car travel associated with the site.
- 1.1.7 As background to this Travel Plan, RGP have prepared a Transport Statement, incorporating a Delivery and Servicing Plan, in order to understand the potential highway implications (trip generation, parking demand and servicing arrangements) of the proposals. It is therefore recommended that this Travel Plan be read in conjunction with the Transport Statement.
- 1.1.8 This Travel Plan demonstrates the opportunities for sustainable travel to / from the site as well as highlighting the benefits that a Travel Plan can bring to a company such as Whitbread. This Travel Plan will target both staff and guest travel associated with the 'hub by Premier Inn' hotel, detailing appropriate measures and initiatives to be implemented should planning permission be granted.
- 1.1.9 In preparing this Travel Plan, RGP has reviewed relevant national guidance and best practice documents as well as Transport for London's (TfL) A New Way to Plan document 'Travel Planning Guidance 2013' and sustainable travel information published on Camden Council's website.

2 WHAT IS A TRAVEL PLAN?

2.1 What is a Travel Plan?

2.1.1 A Travel Plan is a strategy through which an organisation is able to manage journeys related to its operation. It comprises a package of measures tailored to the needs of an individual site and aimed at promoting more sustainable travel (walking, cycling and public transport) and reducing reliance on the private car. The development of such measures can reduce the impact of travel and transport whilst also bringing a range of benefits to individuals and the local community.

2.1.2 For staff and guests, a Travel Plan can:

- (i) Help provide less stressful options for travel, with the ability to socialise;
- (ii) Present opportunities to build healthy exercise into daily life; and
- (iii) Reduce the cost of travel.

2.1.3 For the local community a Travel Plan can:

- (i) Make local streets less congested, less dangerous, less noisy and less polluted;
- (ii) Enhance public transport;
- (iii) Improve the environment and the routes available for walking and cycling; and
- (iv) Help create a place which is better to live in, work in and visit, which in turn can attract investment.

3 PURPOSE OF THIS TRAVEL PLAN

- 3.1.1 The objective of this Travel Plan, as far as is reasonable, is to encourage alternative modes of travel for staff and guest related trips to and from the Camden 'hub by Premier Inn'. Due to the nature of hotel operations, it is likely that guests of the 'hub by Premier Inn' would be travelling relatively long distances to reach the site, however, journeys by guests during their stay and commuting trips by staff are shorter and potentially easier to target with regards to mode shift.

Key Benefits of Travel Plans to Whitbread Group include:
<ul style="list-style-type: none"> • Satisfying local planning and highway authorities; • Improved 'green credentials' and strengthening the Premier Inn / 'hub' brand as seen by customers; • Improved corporate social responsibilities, above that of its competitors; • Financial savings for Whitbread and its staff / guests; and • Improved staff retention and morale.

- 3.1.2 Through the development of a Travel Plan issues relating to congestion, road safety and inappropriate parking can be addressed bringing benefits to staff, guests and the local community.

4 KEY AIMS OF THIS TRAVEL PLAN

4.1.1 This Travel Plan represents a long-term strategy to promote more sustainable travel and to offer realistic transport choices for all journeys associated with the 'hub by Premier Inn'. These include:

- (i) Commuting journeys by staff;
- (ii) Main journeys by guests to and from the hotel; and
- (iii) Journeys made by guests during their stay.

The Key Aims of this Travel Plan are to:
<ul style="list-style-type: none"> • Provide staff and guests with greater information as to the alternative modes of travel available when travelling to and from the surrounding commercial, employment and retail areas. • Identify opportunities to provide new infrastructure to support sustainable modes of travel for staff and guests; • Promote the use of alternative modes of travel; and • Support staff to achieve a shift in travel behaviour away from single occupancy car travel towards more sustainable modes of transport.

4.1.2 The overall aim of the Travel Plan therefore is to reduce reliance upon the private car and promote active modes of travel (walking and cycling) by increasing awareness of the alternative modes and promoting the associated benefits of sustainable transport.

4.1.3 The objectives of this Travel Plan can be summarised as follows:

- (i) Establish travel behaviour patterns and recognise any barriers to change;
- (ii) Identify measures to reduce reliance on the car and enable the hotel to minimise traffic generation arising from the site;
- (iii) Introduce measures to limit delivery trips;
- (iv) Foster awareness of and 'buy in' to the Travel Plan amongst staff and guests; and
- (v) Implement a package of physical and management measures that will facilitate and actively encourage the use of sustainable modes.

- 4.1.4 The Department for Transport's research study 'Making Travel Plans Work' found that the most basic travel plans can achieve 3-5% reductions in the numbers of employees travelling to work alone by car, with more comprehensive plans achieving 15-30% reductions over a two to four year period.
- 4.1.5 Although Travel Plans typically target all site users, modal shift is most effective when targeting regular journeys, which are short in length, such as the daily commute. The average number of staff at a 'hub by Premier Inn' hotel is in the order of 25 in attendance at any one time during busy periods. Success rates are increased further when awareness of alternatives to the car are presented prior to travel habits becoming formed.
- 4.1.6 A Travel Plan is never complete, it is an evolving document and process which requires continuous input and monitoring, as well as on-going commitment from all users of the site. **Figure 4.1** below illustrates the 'Life Cycle' of the Travel Plan from its inception through to the implementation and monitoring stages.

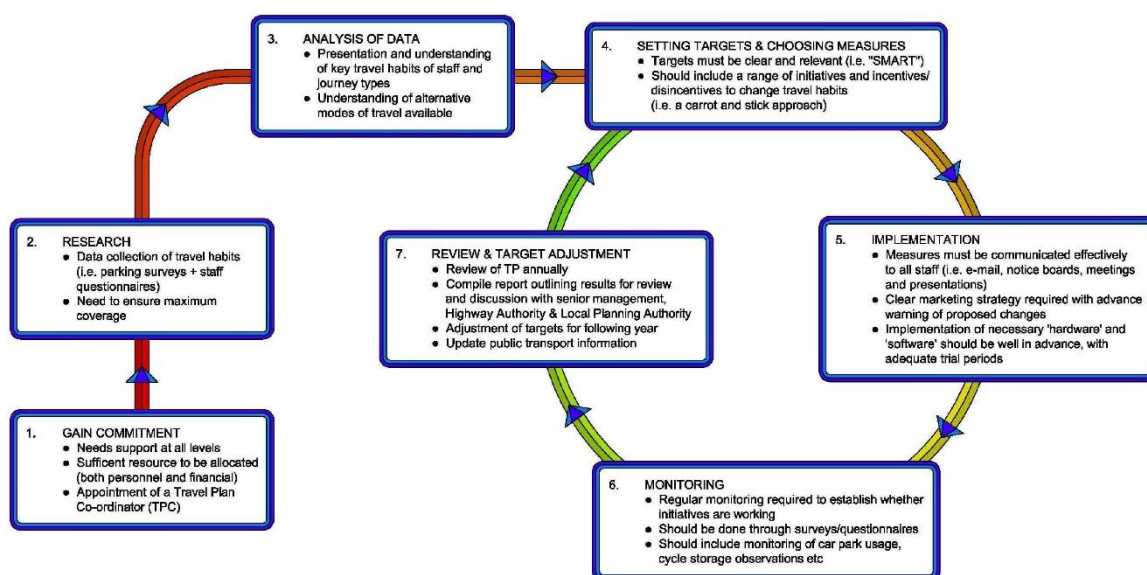


Figure 4.1. Travel Plan 'Life Cycle'

5 WHITBREAD AND TRAVEL PLANNING

- 5.1.1 Whitbread is committed to minimising its impact on the environment and promoting good environmental practice in order to become a more sustainable business. Whitbread has principally focused its environmental efforts on the use of water, production of waste and reduction of greenhouse gas emissions associated with energy and fuel use in buildings, its company car fleet and distribution of food and drink.
- 5.1.2 Whitbread is currently in the process of heightening the importance of Travel Plans for all new hotel developments / extensions and well as at existing premises to reduce the negative effects of travel associated with its establishments.
- 5.1.3 Whitbread is the UK's largest operator of hotels, with over 750 Premier Inn branded hotels throughout the UK, and hence to implement Travel Plans across all sites will require extensive management and coordination. Additionally, it is acknowledged that this will be a particular challenge in the context of the usual trend in hotel visitation (i.e. hotel guests generally travel by car).
- 5.1.4 Accepting this trend, the key aim of Whitbread in developing Travel Planning across the business is to encourage staff and guests to think about travel choice, which should result in more travel by sustainable modes and an increased awareness of environmental issues generally. This feeds into Whitbread's "Force for Good" initiative.
- 5.1.5 The "Force for Good" sustainability programme lays down Whitbread's commitment to operating in a way that respects people and planet, making a meaningful contribution to the communities it serves and creating employment opportunities for all.



Figure 5.1. Force for Good Graphic

- 5.1.6 Furthermore, the preparation of Travel Plans for its establishments will put Whitbread on course to achieve its science-based Carbon target "to reduce carbon emissions intensity by 50% by 2025 and as much as 88% by 2050".

6 TRAVEL PLAN COORDINATOR

6.1.1 One aspect that will be common throughout all sites is the role of Travel Plan Coordinator (TPC). The Premier Inn Hotel Manager for each site will be tasked with the TPC role. The TPC is responsible for taking the lead for travel planning at their site. It will be their responsibility to raise awareness of sustainable travel, promote initiatives and monitor the overall effectiveness.

6.1.2 The relevant contact details for the management of this Travel Plan are as follows:

James Anderson – Whitbread Property Communications Manager

Email - james.anderson@whitbread.com

Hotel Manager – ‘hub by Premier Inn’ Camden High Street

Email: TBC

6.1.3 Whitbread will ensure that there are adequate resources available to fully implement the Travel Plan.

6.1.4 The TPC role is defined within the job description of the Hotel Manager and training for the role is provided by Whitbread as part of new hotel openings and new staff inductions. In addition, RGP can hold Travel Plan Introduction and Training Seminars with each Hotel Manager (TPC) prior to the opening of a new site / implementation of a Travel Plan. This ensures that the TPC knows what is expected of them from the outset, when a Travel Plan is to be implemented. The role of the TPC is imperative to the success of the Travel Plan.

Summary of the Travel Plan Coordinator Role:
<ul style="list-style-type: none"> • Manage the day to day running of the Travel Plan, liaising with Whitbread management should any additional budget be required; • Analyse survey data as to travel behaviour; • Delegate certain tasks of the TPC to other staff; • Ensure the necessary review and monitoring is undertaken on an annual basis; • Investigate further Travel Plan / sustainable initiatives; and • Train staff to deal with travel related queries from guests.

6.1.5 All hotel staff are informed of the Travel Plan through the induction programme.

6.1.6 Multi-Site Managers will also be made aware of the concept of Travel Plans through the ‘one weekly’ communication. This will guarantee uniformity and acceptance across all regions.

6.1.7 An electronic copy of this Travel Plan will be made available for reference on the Whitbread Intranet.

7 HOW 'HUB BY PREMIER INN' HOTELS OPERATE

- 7.1.1 'hub by Premier Inn' offers good quality, competitively priced, convenient overnight accommodation for guests in the UK's main tourist / high demand cities. 'hub by Premier Inn' hotels are located in central areas and consist of smaller, stylish / compact bedrooms (**Figure 7.1**). These hotel sites are located within city centre locations, benefit from excellent connectivity and facilitate access by a variety of sustainable travel modes. This new generation of hub hotels will appeal to guests who value price, location and design, over space.

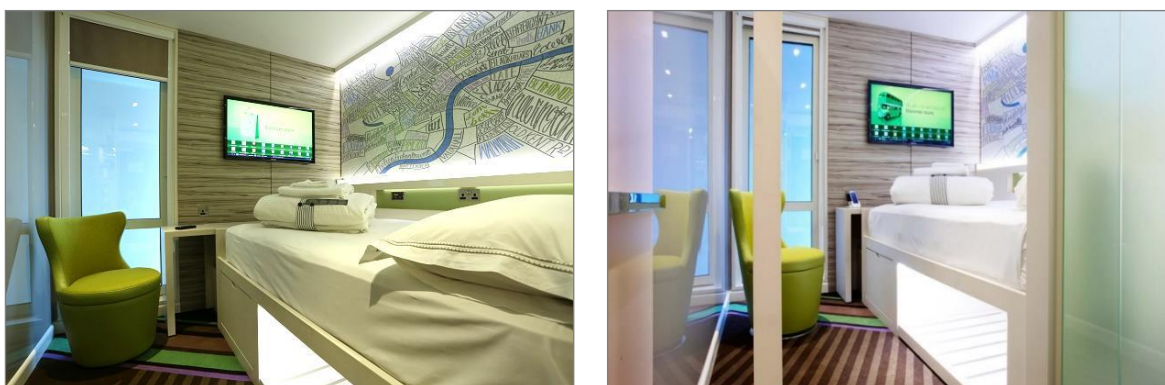


Figure 7.2.Figure 7.1. 'hub by Premier Inn' Bedrooms

- 7.1.2 London has an extensive public transport network comprising buses, rail links and the underground system as well as exemplary walking and cycling infrastructure. The location of the hotel relative to a guest's ultimate destination (such as business venue, leisure attraction etc.) is important in determining the modal choice of journeys during a guest's stay. As a consequence of the many attractors located within London it is believed that the majority of guests will be able to reach their ultimate destination on foot, by bicycle or using public transport.

- 7.1.3 The duration of stay of guests at a Premier Inn is summarised in **Figure 7.2**:

	TOTAL	MIDWEEK	WEEKEND
1 night	66%	68%	64%
2 nights	21%	18%	24%
3 nights	7%	8%	8%
4-7 nights	6%	6%	5%

Figure 7.2. Duration of Guest Stay

- 7.1.4 As illustrated by the above table, the average duration of stay is 1.5 nights. Premier Inn sites generally comprise a mix as to the purpose of stay. Broadly speaking the split is 50% business related and 50% leisure related stays. This, of course, varies depending on the day of the week (i.e. weekends generally attract leisure related guests whilst weekdays usually comprise a higher proportion of business-related guests). As data has not yet been collected for a 'hub by Premier Inn' hotel, it is assumed that guest travel patterns will be similar to those of city centre Premier Inn hotels.

- 7.1.5 All 'hub by Premier Inn' hotels will offer a deli-style food and beverage service integrated into the hotel. While many guests are expected to make use of nearby city centre restaurants and other attractions, an attractive and well-priced service will be offered on-site to cater for the basic needs of guests staying at the hotel.
- 7.1.6 With regards to the servicing needs of the hotel, it is anticipated that the site will be served by 14 deliveries per week (7x linen, 3x food 1x beer and 3x refuse/recycling). This equates to approximately 2 deliveries per day. This servicing typically takes place during the daytime, ensuring the highway peak hours are avoided. It is Whitbread policy for delivery vehicles to visit a number of hotels making deliveries and collections as part of a coordinated delivery strategy, therefore reducing the impact of its business on the highway network. The number of deliveries is constantly reviewed with the frequency and size of each delivery monitored to ensure that the minimum number of deliveries occur at each site.
- 7.1.7 Since all Whitbread sites differ, the approach to Travel Planning needs to be bespoke for each site, however, the fundamentals of promoting sustainable travel to staff and guests is common to all sites. Therefore, a number of measures have been introduced on a corporate-wide basis.
- 7.1.8 The nature of hotels, particularly 'hub by Premier Inn' hotels, is such that short trips are most common. Convenience is a guest's prime wish and so for any Travel Plan to be successful its measures and initiatives need to be appropriate and realistic.

8 SITE DESCRIPTION AND ACCESSIBILITY CREDENTIALS

8.1 Site Description

- 8.1.1 The site is located at the junction of Camden High Street and Delancey Street, as illustrated within **Plan 01**, attached hereto.
- 8.1.2 There are a range of facilities, amenities, business destinations and leisure attractions within the immediate vicinity, which are likely to be a guest's primary reason for staying at the hotel. Hence the requirement to make journeys away from the local area during the course of their stay would be minimised.
- 8.1.3 Camden High Street bounds the site to the east and forms part of the Transport for London Road Network (TLRN) and is subject to double red line 'no stopping' restrictions.
- 8.1.4 Delancey Street bounds the site to the south and forms a one-way route in a westerly direction. Delancey Street is not part of the TLRN however the red route restrictions continue for approximately 25m from its junction with Camden High Street. Beyond the Red Route restrictions there are single yellow lines with kerbside markings along both sides of Delancey Street stipulating "no loading Monday to Friday between 8.30 - 9.30am and 4:30 - 6.30pm".
- 8.1.5 However, it is noted that there are proposals promoted by TfL and LBC for Delancey Street to form part of the proposed Central London Cycle Grid. Proposals for the Delancey Street section of the grid underwent public consultation between August and October 2015. The proposed alterations, as presented during the public consultation, are illustrated within **Figure 8.1**, below.

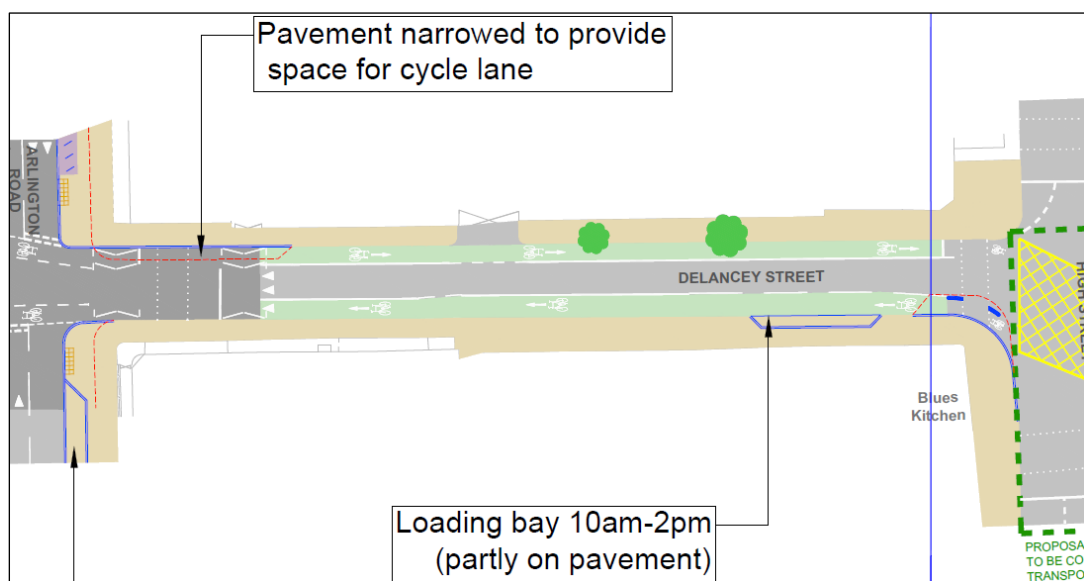


Figure 8.1. Proposed Alterations to Delancey Street

- 8.1.6 As illustrated within **Figure 8.1**, the proposed alterations would comprise a dedicated cycle lane on both sides of the road, providing segregated cycle lane in both easterly and westerly directions. It is understood Delancey Street would remain one-way for vehicular traffic.
- 8.1.7 Loading from the kerbside would be prohibited except for within the dedicated loading bay on the opposite side of Delancey Street. Loading activity within this bay would be permitted between 10am and 2pm only.

8.2 Accessibility Credentials

- 8.2.1 Considering the location of the site it is likely that public transport and active modes of travel such as walking and cycling would be the primary choice for all users to access the site, as well as for use by guests during their stay.
- 8.2.2 To further understand how journeys will be made to and from the site as well as during a guest's stay, a review of the opportunity for users of the site to travel by alternative modes to the private car has been undertaken. This assessment confirms that the development proposals conform to the key principles of the National Planning Policy Framework (NPPF) in relation to transport, namely, to give priority to pedestrian and cycle movements and have access to high quality transport facilities.
- 8.2.3 Generally, Whitbread employ staff from the local community where there is opportunity to maximise the use of alternative modes of travel. All staff and guests are encouraged to use alternative modes of transport to the private car to travel to / from the site and if appropriate to their final destination, by ensuring that they are aware of the sustainable transport options available. The information available at: <https://tfl.gov.uk/plan-a-journey/> will be promoted for this purpose.

Pedestrian / Cycle Infrastructure

- 8.2.4 There is an excellent standard of pedestrian infrastructure provided throughout the local area. Footways are generally wide and well lit, with a number of designated crossings which comprise dropped kerbs with tactile paving.
- 8.2.5 Good way-finding signage is also available within the immediate vicinity of the site, including a Legible London signage at the site's eastern frontage (as illustrated in **Photograph 2**, below).



Photographs 1 & 2. Footways on Camden High Street

- 8.2.6 Signalised pedestrian crossings are located on all arms of the Camden High Street / Delancey Street junction. **Photographs 3** and **4**, below, provide an illustration of these crossing facilities.



Photographs 3 & 4. Camden High Street / Delancey Street Crossings

- 8.2.7 The existing footways on Delancey Street are of a reasonably good quality, although the effective footway width along the site frontage is relatively narrow in places. The overall footway width at the south-western corner of the site is approximately 2.0m, although street furniture and trees reduce the effective width to less than 1.5m in places.

- 8.2.8 It is noteworthy that as part of the redevelopment the proposed building line would be pulled back, resulting in an increased footway width on both Delancey Street and Camden High Street. On Delancey Street, the footway width would be increased by approximately 600mm – 700mm along the majority of the site frontage.
- 8.2.9 During pre-application discussions, Highway Officers confirmed that the Council / TfL would be happy to formally adopt the strip of pavement on the respective frontages. This would therefore provide an improved pedestrian environment around the site.
- 8.2.10 **Plan 01**, attached, identifies the cycle routes available within the vicinity of the site.
- 8.2.11 These routes are likely to be of significance to staff travelling to / from the site and also to guests during the course of their stay when making journeys throughout the local area.
- 8.2.12 A number of Santander cycle docking stations are located within the vicinity of the site, the closest of which are:
- (i) Greenland Road – circa 250m to the north (36 cycle spaces);
 - (ii) St Martins Close – circa 300m to the east (18 cycle spaces);
 - (iii) Parkway – circa 350m to the north-west (33 cycle spaces);
 - (iv) Gloucester Avenue – circa 400m to the north-west (24 cycle spaces);
- 8.2.13 Santander cycle hire offers short-term bicycle rental throughout Central London, with approximately 10,000 bicycles at more than 700 conveniently located docking stations. These facilities are particularly popular with leisure users and those visiting from outside London and hence would likely be utilised by guests of the proposed hotel. The cycle hire scheme will also enable users to access the nearby signed cycle routes.
- 8.2.14 Cycles can be hired on a half-hourly basis, with journeys exceeding this incurring a small fee. Further details regarding costs and operation are available from www.tfl.gov.uk/modes/cycling/santander-cycles, while an online cycle journey planner can be accessed at www.tfl.gov.uk/modes/cycling/routes-and-maps.
- 8.2.15 Further to the above, the walkit (www.walkit.com) and cyclestreets (www.cyclestreets.net) route planners can also be used to plan walking and cycling routes in London.
- 8.2.16 It is therefore considered that there are realistic opportunities for staff and guests to travel to / from the site by active modes (walking and cycling).

Accessibility by Bus

- 8.2.17 A number of bus stops are located throughout the local area, within 100m walk of the site (i.e. less than a 1-minute walk).
- 8.2.18 These stops are served by 9 different bus services, therefore providing a particularly high frequency of bus routes (more than 60 per hour in each direction) to a range of destinations. **Figure 8.2**, below, provides a summary of the bus services operating from these stops.

Service	Route Summary	Typical Frequency
24	Pimlico - Hampstead Heath	Every 10 mins
27	Hammersmith - Chalk Farm	Every 7-8 mins
29	Wood Green - Trafalgar Square	Every 6 mins
88	Parliament Hill Fields - Clapham Common	Every 6-8 mins
168	Hampstead Heath - Old Kent Road	Every 7-8 mins
253	Hackney Central - Euston	Every 6 mins
274	Islington, Angel - Lancaster Gate	Every 12 mins
C2	Parliament Hill Fields - Oxford Circus	Every 10 mins
N5	Edgware - Trafalgar Square	Every 30 mins
N27	Hammersmith - Chalk Farm	Every 30 mins
N28	Camden Town - Wandsworth	Every 30 mins
N29	Enfield - Trafalgar Square	Every 8-10 mins
N31	Camden Town - Clapham Junction	Every 30 mins
N253	Aldgate - Tottenham Court Road	Every 30 mins
N279	London Trafalgar Square - Waltham Cross	Every 20 mins

Figure 8.2. Local Bus Services

- 8.2.19 As demonstrated above, there is a wide range of frequent bus services that facilitate travel across London, and which would be of particular benefit to staff commuting to the site, due to the number of late night/eastly morning services.

Rail Services

- 8.2.20 The site is located approximately 250m to the south of Camden Town station and 350m to the north of Mornington Crescent station, both of which provide access to Northern Line London Underground services. The pedestrian route between the site and each of these stations is of a high quality (as detailed above) and comprises signalised crossings at each junction.

- 8.2.21 National Rail services can be conveniently accessed from Euston, King's Cross and St Pancras stations which are all within 1.5km of the site to the south / south-east. The Northern Line provides a direct link to each of these stations, as well as National Rail services from Waterloo, London Bridge and Charing Cross.
- 8.2.22 Each of these National Rail stations represent major London termini, thereby providing a particularly high frequency of services to numerous destinations throughout the UK. Moreover, St Pancras station is served by International rail services on the Eurostar to mainland Europe.
- 8.2.23 **Figure 8.3**, below, provides a high-level summary of the key destinations served by Euston, King's Cross and St Pancras.

STATION	KEY DESTINATION
Euston	Birmingham
	Coventry
	Manchester
	Liverpool
	Chester
	Glasgow
	Milton Keynes
	Northampton
	Caledonian Sleeper to Aberdeen, Glasgow, Edinburgh
St Pancras International	Sheffield
	Leicester
	Derby
	Nottingham
	Luton
	Bedford
	St Albans
	Cambridge
	Peterborough
	Croydon
	Gatwick Airport
	Brighton
	Dover
	Faversham
	Eurostar Services to Paris, Brussels and Amsterdam
King's Cross	Peterborough
	Doncaster
	Hull
	Leeds
	York
	Newcastle
	Edinburgh
	Glasgow
	Dundee
	Aberdeen
	Perth
	Inverness

Figure 8.3. National Rail Services

- 8.2.24 It is therefore evident that the site is excellently placed to benefit from public transport services throughout London and National Rail services throughout the UK.

Car Clubs

- 8.2.25 Car clubs provide an alternative to using a private car. Cars are located throughout Camden and used on a pay-as-you-go basis. The cost of usage is based on how long the car is used for and the distance driven and can often work out cheaper than owning and running a car privately. Typically, cars are rented online and can be collected and returned 24 hours a day. Whilst it is unlikely that staff or guests would require access to such vehicles, the availability of this service further reduces the need for a car to be brought to the site.
- 8.2.26 The location of existing car club vehicles in the vicinity of the site are displayed on **Plan 01**. The closest of these are located on Arlington Road, Mornington Terrace and Pratt Street, within approximately 300m of the site. Further information regarding car clubs within Camden can be found at: www.zipcar.co.uk.

PTAL Assessment

- 8.2.27 To assess the current Public Transport Accessibility Level (PTAL) for the site, a site specific PTAL assessment was undertaken using Web-CAT, a web-based Connectivity Assessment Toolkit launched in Summer 2015. The assessment was carried out in accordance with the guidance methodology contained within 'Assessing Transport Connectivity in London', a TfL report published in April 2015. The results of the PTAL assessment for the site are attached at **Appendix B**.
- 8.2.28 The PTAL assessment demonstrates that the site currently has a PTAL (Public Transport Accessibility Index) of 42.91, 'Excellent', which corresponds to a PTAL rating of 6b.
- 8.2.29 This is indicative of the site's excellent access to public transport whereby the daily travel needs of future hotel users and staff of the development can be catered for. There are also many attractors located in the immediate vicinity of the site which can be reached on foot or by bicycle, which are not included within the scope of the PTAL assessment.

8.3 Summary

- 8.3.1 In summary, walking and cycling, in combination with public transport would form an attractive travel mode during the course of a guest's stay. Additionally, these travel modes would be particularly attractive to hotel staff. This Travel Plan details measures to encourage greater uptake of these sustainable travel modes.

9 TRAVEL PLAN INITIATIVES

- 9.1.1 The text below outlines the measures that Whitbread has committed to on a corporate-wide basis. Certain measures will be provided as part of the hotel's construction whereas other measures will require on-going promotion.
- 9.1.2 The TPC will introduce, refine and expand upon these initiatives during the life of the Travel Plan, initially a five-year period.

9.2 Site Infrastructure

- (i) The 'hub by Premier Inn' will offer a deli-style food and beverage service integrated into the hotel; reducing the need for travel off-site. Furthermore, a number of eateries are available within a short walk from the hotel.
- (ii) With the on-going development of smartphone technology, it is envisaged that guests will be able to access hotel facilities through the use of their mobile phones to include check-in and remote room unlocking, thereby reducing the requirement for staff to be present.
- (iii) Showers, lockers and cycle parking will be fully installed prior to occupation of the hotel as part of the construction. Adequate shower and changing facilities will be available on-site, by way of a dedicated shower and changing area for staff; guests have access to a bathroom within their own room. Lockers would also be provided in the staffroom for the storage of clothing and cycle equipment i.e. helmets.

Guidance on cycle parking for developments is contained within the London Plan / Draft New London Plan. It is proposed that secure 'Sheffield' style cycle stands would be installed on-site in accordance with these standards. These cycle stands would benefit from convenient access at the hotel frontage and a good level of CCTV surveillance.

The use of this facility will be monitored by the TPC and if it regularly reaches capacity additional provision will be sought.



Cycle Parking

- (iv) Access ramps, dropped kerbs and tactile paving (where applicable) will be provided, to ensure access for all.
- (v) Cycle maintenance tools to include a bicycle pump and puncture repair kit will be made available at reception.
- (vi) Reception Information Point – the 'hub by Premier Inn' reception will be equipped with a video wall banner displaying a live underground feed as well as touch screens with the following apps pre-loaded: City Mapper, Sky Scanner, Google Maps, Tube Map and Trainline. These touch screens along with tablets located within the communal areas will also permit access to an internet browser where a wealth of travel information (maps, timetables, directions etc.) can be obtained.



Reception Information Point

- (vii) Guests can also make use of free Wi-Fi for accessing travel related websites, for example.

- (viii) Amazon have the option to provide Amazon Lockers within 'hub by Premier Inn' hotels, these are accessible to all, including the local community, 24 hours a day.

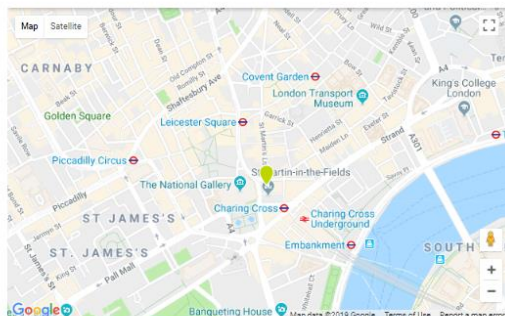


Amazon Lockers

9.3 Whitbread Corporate Initiatives

- (i) Local Recruitment Policy – Whitbread aims to recruit 95% of staff through local job centres; by virtue of this most staff reside within a 5-mile radius of their place of work, meaning that alternative modes of travel to the car, such as train, bus, cycling and walking will offer realistic travel choices.
- (ii) Website Information / Booking Confirmation – sustainable transport information is available on the 'hub by Premier Inn' website, this enables guests to plan their journey in advance and/or consider available travel choices prior to booking. Booking for 'hub by Premier Inn' hotels is exclusively through <https://www.premierinn.com/gb/en/hub.html> and the hub smartphone app.

Location



110 St Martins Lane, London, WC2N 4BA
Sat Nav Directions: WC2N 4BA

Directions:
Our nearest tube stations are Leicester Square, Charing Cross, Covent Garden and Embankment. From Leicester Square tube, take exit 4 and head east along Cranbourn Street. Take your first right onto Charing Cross Road, left onto Cecil Street, then right.

[Read more](#)

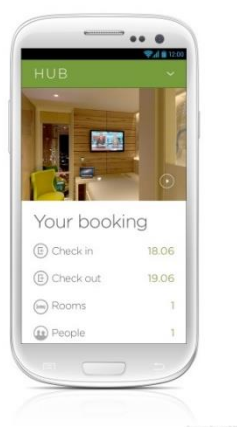
Transport and local Information:
Leicester Square tube station 3 min walk
Charing Cross station 4 min walk
Covent Garden tube station 5 min walk
Piccadilly Circus tube station 8 min walk
Covent Garden Market 5 min walk
Trafalgar Square 6 min walk
Royal Opera House 9 min walk

[Read less](#)

Hotel Parking:
hub by Premier Inn Covent Garden does not have a car park. We're so central we would encourage you to leave your car at home and arrive by public transport.

Website Travel Information

- (iii) A detailed local area guide with interactive maps is incorporated within the 'hub by Premier Inn' app, which is enhanced through augmented reality technology. Guests can point their device at the map on the wall of their room and see it come to life, providing a list of things to see and do as well as places to eat and drink in the surrounding area.



'hub by Premier Inn' Smartphone App

- (iv) Staff Voucher Scheme – a 10% discount can be obtained at Halfords when purchasing vouchers in advance, this can be used to purchase bicycles/ cycle equipment, thereby encouraging their use,

9.4 General Information and Raising Awareness

9.4.1 A vital element is to ensure that staff are aware of the Travel Plan and the information contained within, to encourage them to use sustainable modes of transport. The concept of the Travel Plan will be reinforced on a day-to-day basis via training, staff communications and promotion of the Travel Plan initiatives to include the associated financial incentives.

9.4.2 A principal reason for not travelling by sustainable means of transport is uncertainty regarding available routes for walking and cycling, and unawareness of the timetable and ticket / pricing information relating to public transport use.

- (i) Staff Welcome Pack – all new recruits will be informed of the Travel Plan during their interview / the induction process.
- (ii) Travel Plan Notice Board – an information board displaying up to date information on sustainable travel will be erected within a communal area i.e. the staff room.

The noticeboards will provide up-to-date information, such as:

- a) Walking and cycling maps, detailing safe routes to/from the site;
 - b) The health benefits of walking and cycling;
 - c) Routing, ticketing and timetable information for local public transport services;
 - d) Contact details for local taxi firms;
 - e) Details of car sharing schemes, to include promotion of www.londonliftshare.com and details of potential cost savings; and
 - f) A summary of the available travel initiatives, to include the Halfords voucher scheme.
- (iii) Reception Staff – staff will be trained to ensure they have an understanding of the site's location and surrounding neighbourhood; enabling them to respond to a guest's queries.
 - (iv) Event Organisation – activities planned to coincide with national events (see 'Travel Events Calendar') can raise the profile of the site's Travel Plan.
 - (v) Promotion of Car Sharing – Whilst the site is well located in terms of public transport accessibility, some guests and staff may choose to travel by car, therefore it may be appropriate to promote car sharing. Potential cost savings can be calculated here: <https://liftshare.com/uk/savings-calculator>, while national websites such as 'liftshare' and 'blablacar' allow users to find a car share budi for free.

- 9.4.3 The TPC will be required to promote the existence of these initiatives and provide feedback to Senior Management with regards to their effectiveness. The TPC is also in a position to suggest additional measures to Whitbread as they feel appropriate for their location.
- 9.4.4 Additional measures may include making contact with cycle shops local to the hotel to establish whether any discounts on products and servicing can be obtained.
- 9.4.5 In addition, the TPC is encouraged to liaise with nearby businesses, where appropriate, to identify opportunities for wider promotion of Travel Plan initiatives.
- 9.4.6 Furthermore, Whitbread is committed to ensuring that their principal suppliers are signed up to TfL's Fleet Operator Recognition Scheme (FORS). FORS is a voluntary scheme which aims to raise the standard of the fleet and freight industry by improving operators' performance with regards to safety, fuel efficiency, economical operation and vehicle emissions.

10 MONITORING

- 10.1.1 An important part of any Travel Plan is the collection of data relating to the modes of travel used by both staff and guests of the site. In order to identify and understand travel habits and how the site operates.
- 10.1.2 It is anticipated that this information would be collected within three months of the site becoming operational. From this a baseline modal split would be identified for the site, from which all future targets will be based.
- 10.1.3 Following the initial surveys, monitoring will be undertaken annually by the TPC. The TPC will be responsible for comparing the results year on year and adjusting the targets and initiatives accordingly, they will also take into account travel related feedback received from staff and guests through the year. In addition, the TPC will prepare progress reports and ensure that the results are displayed for all to see.
- 10.1.1 All results will be communicated to Camden Borough Council as Local Planning Authority and also fed into iTRACE, a Travel Plan development management tool developed by TfL to standardise Travel Planning. iTRACE provides an accepted approach to validate the worthiness of Travel Plans and allow comparison of results year-on-year, between organisations and by Borough / Local Authority Area. Being part of the iTRACE process will ensure a robust approach to monitoring is maintained and that the effectiveness of the Travel Plan is sustained over time.
- 10.1.2 All questionnaires will be iTRACE compliant and adhere to the 'iTRACE and TRAVL Compliancy' technical note produced by TfL.
- 10.1.3 An overview of the monitoring and management process is illustrated in **Figure 10.1** below.

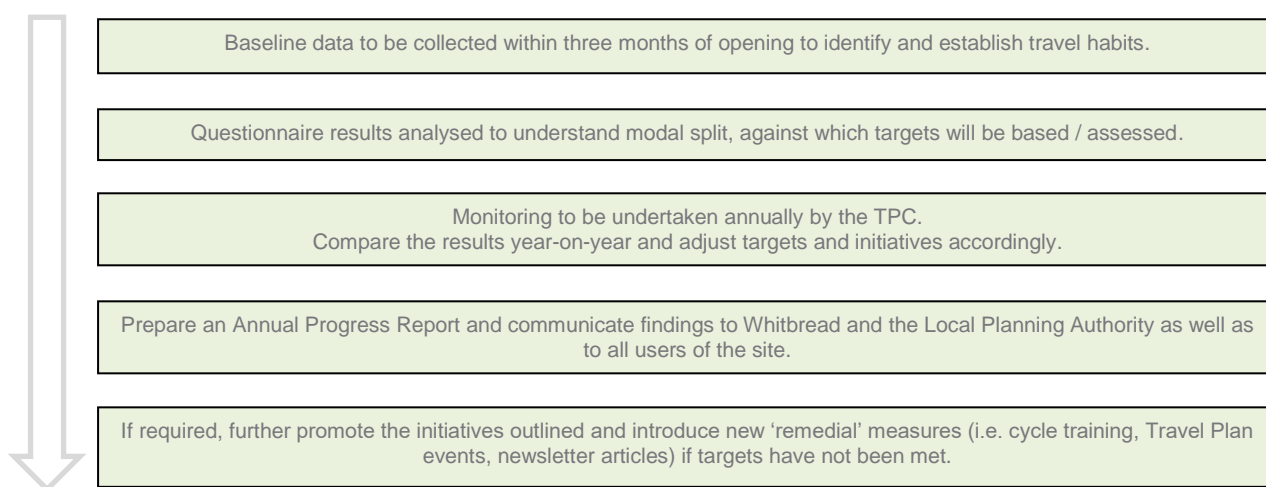


Figure 10.1. Monitoring and Management - Flow Diagram

Baseline

- 10.1.4 As the site is not currently occupied, details of staff / guest travel behaviour are not available. However, the trip generation potential of the development has been derived from detailed surveys of comparably located Premier Inn sites within London, located at Victoria, Euston and Southwark, as well as the hub by Premier Inn at Covent Garden. This approach is explained in detail within the accompanying Transport Statement.
- 10.1.5 The two-way daily trip generation factored for the proposed 80 bedroom 'hub by Premier Inn' and anticipated modal split is displayed in **Table 10.1**, below.

	2-WAY DAILY TRIPS	MODE SPLIT
Taxis	24	4%
Walk / Cycle	369	58%
Public Transport	244	38%

Table 10.1. Trip Generation / Modal Split

- 10.1.6 This assessment indicates that the majority of trips (96%) are expected to be on foot / bicycle or utilising public transport. The hotel use is not anticipated to generate any movements by private car, although a small proportion of trips are likely to be made by taxi.

11 TARGETS

11.1.1 The key target of the Travel Plan is to achieve a reduction in single occupancy car travel and an increase in the use of sustainable modes, during its initial five-year life. **Figure 11.1** below sets out the suggested targets for this Travel Plan associated with each user group and journey type.

11.1.2 The targets will be in line with the SMART criteria:

Specific
Measurable
Achievable
Realistic
Time-bound

11.1.3 The proposed initial targets of this Travel Plan are as follows:

HOTEL			
ACTION	RESPONSIBILITY	HOW MEASURED	TARGET DATE
STAFF Increase the proportion of staff who travel to work by active modes (walking and cycling) by 20%.	TPC	Annual Survey	End of Year 5
GUESTS Increase arrivals by public transport by 5%.	TPC	Annual Survey	End of Year 3

Figure 11.1. Proposed Targets

11.1.4 The targets stated above will be reviewed on an annual basis and should be achieved by the target dates specified. If they have been attained, they will be modified to provide further, more challenging targets, while if the targets have not been achieved the reasons why should be investigated and the measures in place reviewed, added to or modified to ensure that they will be met by year five.

11.1.5 Currently the targets are based on the derived modal split information for comparable Hub by Premier Inn hotels, however these should be revised accordingly following initial travel surveys.

11.1.6 It is considered that these targets meet the SMART criteria and are suitably linked to the objectives of the Travel Plan.

12 TIMETABLE FOR IMPLEMENTATION

- 12.1.1 An 'Implementation / Action Plan' summarising the measures that will be implemented by Whitbread in association with the 'hub by Premier Inn' hotel at Camden High Street and the tasks to be undertaken by the TPC, along with timescales for their completion and review is attached at **Appendix C**.

13 TRAVEL EVENTS - USEFUL DATES

- 13.1.1 The below events will be promoted by the TPC in order to encourage and raise awareness of the Travel Plan. They will be communicated via the staff notice board and through staff meetings.

Travelwise / European Mobility Week:	September 2019
National Liftshare Week:	October 2019
Commute Smart Week:	November 2019
Walk to Work Week:	May 2020
Work Wise Week:	May 2020
Bike to Work Week:	June 2020

14 COST OF IMPLEMENTATION

- 14.1.1 Whitbread has confirmed that an initial budget will be allocated for the Travel Plan's implementation during the hotel's set up period to finance the measures identified. This will be reviewed by the TPC on an annual basis to identify whether any adjustments are required in order to achieve the targets.
- 14.1.2 The implementation of many of the measures such as shower / changing facilities and cycle parking provision will met as part of the construction phase, whilst the maintenance and on-going management of the Travel Plan will be part of the TPC's role. It is envisaged that this will involve approximately 1-2 hours of management time per week. Assuming an average 150 hour working month (37.5 hours a week), and 8 hours per month for the TPC role, the cost of funding the TPC to Whitbread is estimated at £2,000 per annum.
- 14.1.3 Any other associated costs to fund on-going corporate-wide travel planning measures will be met by Whitbread. This, for example, would include website maintenance costs and other resources necessary to implement the initiatives outlined.

15 APPROVAL

15.1.1 This Travel Plan is prepared by RGP on behalf of Whitbread Group Plc.

Name: Rachel Rombough

Signed: Date:

I hereby approve this Travel Plan on behalf of Whitbread for implementation at the following site:

'hub by Premier Inn' – Camden High Street, Camden, London, NW1 7JS

Name:

Signed: Date:

Operations Manager / Travel Plan Co-ordinator

Name:

Signed: Date:

On behalf of Whitbread Group Plc.



PLANS



BUS TIMETABLE (Camden High Street Bus Stops)			
Service	Route Summary	Typical Frequency	Hours of Operation
24	Pimlico - Camden Town - Hampstead Heath	Mon-Sat: Every 10 mins Sun: Every 12 mins	Mon-Sun: 24 hours
27	Hammersmith - Kensington - Notting Hill Gate - Edgware Road - Camden - Chalk Farm	Mon-Sat: Every 7-8 mins Sun: Every 12 mins	Mon-Fri: 05:30 - 01:04 Sat-Sun: 05:30 - 01:07
29	Wood Green - Finsbury Park - Camden Town - Trafalgar Square	Mon-Sun: Every 6 mins	Mon-Sun: 05:40 - 00:59
88	Parliament Hill Fields - Camden Town - Oxford Circus - Westminster - Vauxhall - Clapham Common	Mon-Sat: Every 6-8 mins Sun: Every 11-12 mins	Mon-Sun: 24 hours
168	Hampstead Heath - Chalk Farm - Camden Town - Euston - Holborn - Waterloo - Elephant & Castle - Old Kent Road, Tesco	Mon-Sat: Every 7-8 mins Sun: Every 12 mins	Mon-Sun: 05:00 - 00:45
253	Hackney Central - Finsbury Park - Camden Town - Euston	Mon-Sat: Every 6 mins Sun: Every 7-8 mins	Mon-Fri: 05:30 - 00:44 Sat-Sun: 05:20 - 00:45
274	Islington, Angel - Caledonian Park - Camden Town - London Zoo - Baker Street - Marble Arch - Lancaster Gate	Mon-Fri: Every 12 mins Sat-Sun: Every 10 mins	Mon-Sun: 04:50 - 00:33
C2	Parliament Hill Fields - Camden Town Station - Oxford Circus	Mon-Fri: Every 10 mins	Mon-Fri: 24 hours
N5	Edgware - Colindale - Golders Green - Camden Town - Trafalgar Square	Mon-Sun: Every 30 mins	Mon-Sun: 00:10 - 06:08
N27	Hammersmith - Kensington - Notting Hill Gate - Edgware Road - Camden - Chalk Farm	Mon-Sun: Every 30 mins	Mon-Sun: 00:40 - 05:48
N28	Camden Town - Kilburn - Notting Hill Gate - Kensington - Fulham - Wandsworth	Mon-Sun: Every 30 mins	Mon-Fri: 00:40 - 05:37 Sat-Sun: 00:40 - 05:35
N29	Enfield - Finsbury Park - Trafalgar Square	Mon-Sun: Every 8-10 mins	Mon-Sun: 00:15 - 06:09
N31	Camden Town - Notting Hill Gate - Clapham Junction	Mon-Sun: Every 30 mins	Mon-Sun: 00:55 - 05:17
N253	Aldgate - Bethnal Green - Hackney - Stamford Hill - Finsbury Park - Euston - Tottenham Court Road	Mon-Fri: Every 30 mins Sat-Sun: Every 20 mins	Mon-Fri: 00:10 - 05:40 Sat-Sun: 00:00 - 05:44
N279	London Trafalgar Square - Waltham Cross	Mon-Sun: Every 20 mins	Mon-Fri: 00:23 - 06:34 Sat-Sun: 00:21 - 06:28

LEGEND



SITE LOCATION



RAIL STATION



UNDERGROUND STATION



NORTHERN LINE



OVERGROUND LINE



LOCAL BUS STOPS



CYCLE DOCKING STATIONS



LOCAL CYCLE ROUTES



Transport Planning and Infrastructure Design Consultants
Shackleford Suite, Mill Pool House, Mill Lane,
Godalming, Surrey, GU7 1EY
Tel: 01483 861681 Fax: 01483 861682
www.rgp.co.uk

Client:

Demar (BVI) Holdings Limited

Project:

Premier Inn 115 Camden High Street

Title:

Site Location & Accessibility Plan

Plan No:

Plan 01

Job No:

18/4444

Date:

March 2019

Drawn By:

GSE

Checked By:

PJB

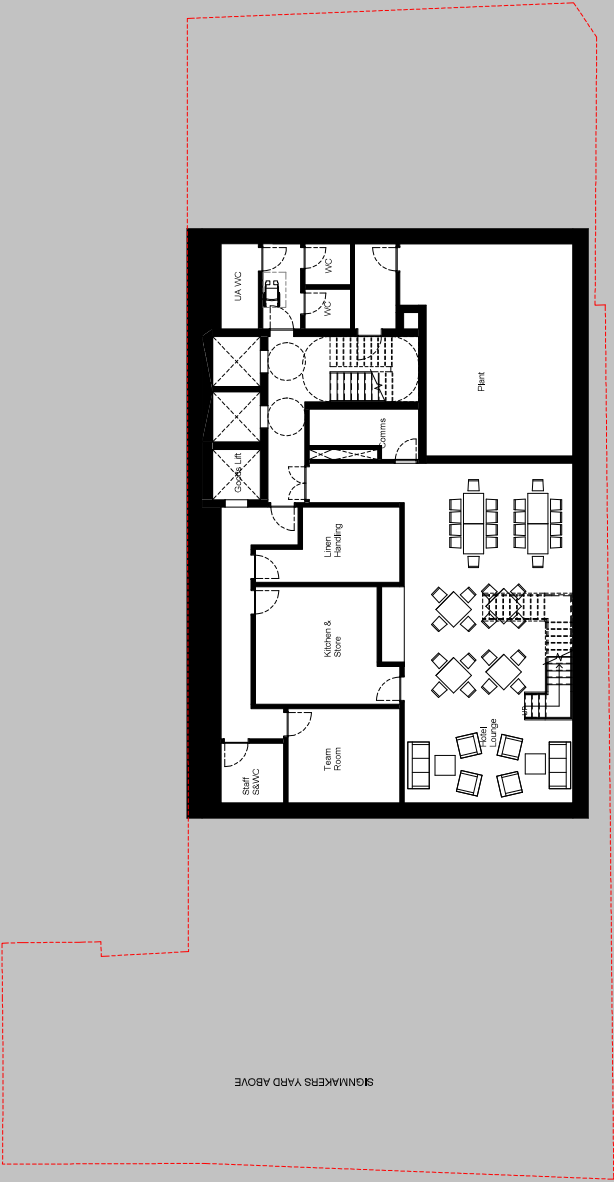
Approved By:

NDR

Rev:

-

APPENDIX A



DELANCEY PASSAGE ABOVE

 Site ownership boundary

These drawings have been produced by Morris Company and should be read in conjunction with the following information, prepared by others:

- Internal Layout Detailed Drawings (A40CM)
- Structural Engineers Drawings (A40SM)
- MEP Engineers Drawings and Specifications (P04 Conslg)
- Project & Services Strategy Report (R03P)
- Townscape & Heritage Report (R04 Heritage)
- Daylight & Sunlight Report (R05Sunvet)
- Access and Maintenance Report (Morris Company)

The scheme requires the front lower corner plot (see below) in order to develop a combined design. Without input from these specialist consultants the design is based on a worst case assumption and is subject to design change.

Disclaimer:

[illegible]

revision	date	amendment



MORRIS+COMPANY
Unit 7, 2B-24 Underwood Street, London N1 7JQ
Tel +44 (0)20 7566 7440 Fax +44 (0)20 7014 3

- Do not scale from this drawing
- All dimensions to be checked on site by the Contractor
- And such dimensions to be their responsibility
- Report all drawing errors and omissions to the Architect
- All dimensions in millimeters unless noted otherwise
- If in doubt ask Contract Administrator

drawing title / location

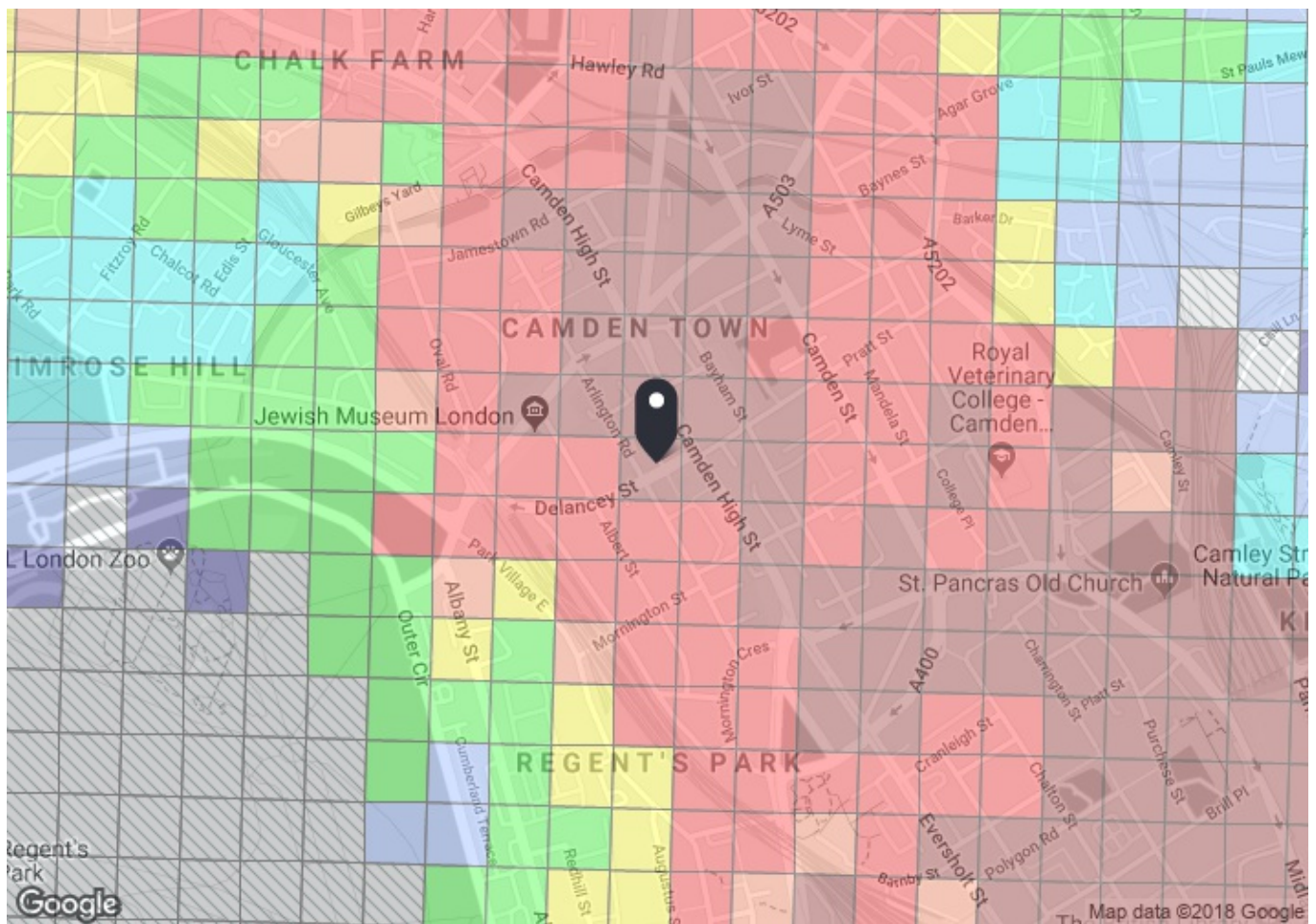
Proposed Basement Plan

date	12/02/2019
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scale	1:100 @ A1	1:200 @ A3
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project	originator	zone	level	type	rob	number
A277	MCO	XX	B0	DR	A	01109

APPENDIX B



PTAL output for Base Year 6b

16 Delancey St, Camden Town, London NW1 7NH, UK
Easting: 528958, Northing: 183647

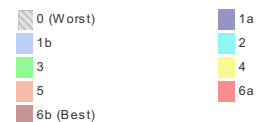
Grid Cell: 96660

Report generated: 04/12/2018

Calculation Parameters

Day of Week	M-F
Time Period	AM Peak
Walk Speed	4.8 kph
Bus Node Max. Walk Access Time (mins)	8
Bus Reliability Factor	2.0
LU Station Max. Walk Access Time (mins)	12
LU Reliability Factor	0.75
National Rail Station Max. Walk Access Time (mins)	12
National Rail Reliability Factor	0.75

Map key - PTAL



Map layers

 PTAL (cell size: 100m)

Calculation data

Mode	Stop	Route	Distance (metres)	Frequency(vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	CAMDEN TOWN STATION	31	189.49	10	2.37	5	7.37	4.07	0.5	2.04
Bus	CAMDEN STREET PRATT ST	46	443.08	6	5.54	7	12.54	2.39	0.5	1.2
Bus	CAMDEN HIGH S PLENDER ST	24	177.37	10	2.22	5	7.22	4.16	0.5	2.08
Bus	CAMDEN HIGH S PLENDER ST	134	177.37	12	2.22	4.5	6.72	4.47	0.5	2.23
Bus	CAMDEN HIGH S PLENDER ST	29	177.37	15	2.22	4	6.22	4.83	1	4.83
Bus	CAMDEN HIGH S PLENDER ST	88	177.37	9	2.22	5.33	7.55	3.97	0.5	1.99
Bus	CAMDEN HIGH S PLENDER ST	27	177.37	8	2.22	5.75	7.97	3.77	0.5	1.88
Bus	CAMDEN HIGH S PLENDER ST	168	177.37	9	2.22	5.33	7.55	3.97	0.5	1.99
Bus	CAMDEN HIGH S PLENDER ST	253	177.37	12	2.22	4.5	6.72	4.47	0.5	2.23
Bus	CAMDEN HIGH S PLENDER ST	214	177.37	8	2.22	5.75	7.97	3.77	0.5	1.88
Bus	DELANCY ST ALBERT ST	C2	47.17	8	0.59	5.75	6.34	4.73	0.5	2.37
Bus	DELANCY ST ALBERT ST	274	47.17	7.5	0.59	6	6.59	4.55	0.5	2.28
Rail	Camden Road	'CLPHMJ2-STFD 2L50'	767.64	3.67	9.6	8.92	18.52	1.62	1	1.62
Rail	Camden Road	'STFD-CLPHMJ2 2Y11'	767.64	3.67	9.6	8.92	18.52	1.62	0.5	0.81
LUL	Camden Town	'Edgware-Morden'	344.14	9	4.3	4.08	8.39	3.58	0.5	1.79
LUL	Camden Town	'Morden-HighBarnet'	344.14	14.67	4.3	2.79	7.1	4.23	1	4.23
LUL	Camden Town	'Morden-MillHillE'	344.14	4	4.3	8.25	12.55	2.39	0.5	1.2
LUL	Camden Town	'Morden-Edgware'	344.14	4.67	4.3	7.17	11.48	2.61	0.5	1.31
LUL	Camden Town	'HighBarnet-Morden'	344.14	0.33	4.3	91.66	95.96	0.31	0.5	0.16
LUL	Camden Town	'Kennington-Edgware'	344.14	14.67	4.3	2.79	7.1	4.23	0.5	2.11
LUL	Camden Town	'HighBarnet-Kenningt'	344.14	5.33	4.3	6.38	10.68	2.81	0.5	1.4
LUL	Camden Town	'MillHill-Morden'	344.14	1.67	4.3	18.71	23.02	1.3	0.5	0.65
LUL	Camden Town	'MillHillE-Kenningt'	344.14	1.67	4.3	18.71	23.02	1.3	0.5	0.65
Total Grid Cell AI:										42.91

APPENDIX C

HUB BY PREMIER INN, CAMDEN HIGH STREET – IMPLEMENTATION / ACTION PLAN

The below table highlights the initiatives that will be committed to as part of this Travel Plan, detailing the responsibility, timescales, costs associated with each of the measures and on-going monitoring and review procedures. The Travel Plan Coordinator (TPC) will have overall responsibility and will be able to implement other measures and modify existing ones at their discretion to help to achieve the targeted modal shift. However, many of the measures stated are being implemented on a corporate basis. These company-wide measures are managed by Whitbread's Property Development Team and will be rolled out when details have been finalised.

INITIATIVE / TASK	TARGET GROUP	DETAILS	RESPONSIBILITY	INITIAL TARGETS / IMPLEMENTATION TIMESCALES	SUBSEQUENT TARGETS	IMPLEMENTATION COSTS / RESOURCING
INITIATIVES						
TPC Training	-	The appointed TPC / Hotel Manager will be trained to ensure they are fully aware of their responsibilities in relation to the Travel Plan.	Whitbread Management	To be completed prior to opening.	Update with regards to new responsibilities / initiatives.	Costs met by Whitbread's Staff training budget. Assumed to account for 1-2 hours of management time per week.
Staff Recruitment	Staff	Whitbread adopts a local employment policy (i.e. within a 5-mile radius) to facilitate non-car use as far as is reasonable.	Whitbread Management	Recruit 95% of staff through local job centres.	Subsequent staff will also be sourced from the local area, as far as possible.	No additional costs involved.
Travel Plan Noticeboard	Staff	An information board will be erected within the staff room, containing details of walking, cycling, public transport etc.	Whitbread Management / TPC	Erect a noticeboard in a suitable location, prior to opening.	Information should be updated regularly (at least quarterly) to ensure currency and reflect Travel Plan progress.	To be installed as part of the construction phase / Part of TPC role to update (10 hours per year - £100 annually)
Staff Welcome Packs / Induction	Staff	Travel information will be communicated to staff via a welcome pack given as part of the induction process.	Whitbread Management / TPC	Prepare and distribute prior to opening / employment commencing.	Review (3 monthly) and issue updates when necessary.	Estimated printing costs of £1 per pack, with preparation costs of £100 and reviewed every 3 months –costs to be met by Whitbread.
Corporate-Wide Initiatives (Voucher Purchase Scheme)	Staff	Whitbread staff can obtain discounts of 10% at Halfords by way of an existing voucher scheme.	Whitbread Management / TPC	Promote scheme to staff as part of the induction process / via the noticeboard.	Ongoing promotion.	Voucher scheme currently managed by Whitbread Management.
Website Information / Booking Confirmation Emails	Guests	The Premier Inn website will promote sustainable travel, highlighting rail, bus, cycling and walking. A link to this information will be included within booking confirmations.	Whitbread Management	Implement prior to bookings opening.	Continual monitoring and updating as necessary.	A corporate initiative - costs to be met by Whitbread.
Travel Information (Reception)	Guests	A map of the surrounding area and details of the local transport links will be displayed in reception by way of a poster or digital display screen.	Whitbread Management / TPC	To be displayed prior to opening	Review information every 3 months to ensure currency.	Information prepared by RGP and poster printed by Beaver Group, if required - costs to be met by Whitbread.
Free-Wi-Fi	Guests	Free Wi-Fi is available on-site, this can be used by guests to obtain travel information, including real-time updates.	Whitbread Management / TPC	To be established as part of the construction phase.	Monitor uptake, explore potential for including useful travel weblinks on homepage.	Included within the construction budget.
Electric Vehicle Charging Points	Guests	Electric vehicle charging points will be provided on-site, where this is a planning requirement.	Whitbread Management	To be considered during the construction phase.	Continue to establish usage of electric vehicles.	Included within the construction budget.
Shower / Changing Facilities and Lockers	Staff & Guests	A dedicated shower / changing room will be available for staff, whilst guests will have access to facilities within their hotel room.	Whitbread Management	To be installed as part of the construction.	Continual monitoring of use and suitability.	Included within the construction budget. Maintenance / improvement to be funded through the hotel's budget.
Delivery Collection Point / Amazon Locker	Staff & Guests (+ Local Community)	Amazon have the option to install a collection point for delivered goods which will be made available to all, accessible 24/7.	Whitbread Management / TPC	To be installed by Amazon.	Monitor use.	Responsibility of Amazon.
Cycle Parking	Staff & Guests	Covered and secure cycle parking will be provided on-site, in accordance with relevant parking standards.	Whitbread Management / TPC	To be installed as part of the construction.	TPC to monitor use and seek additional provision if demand warrants.	Included within the construction budget.
Cycle Maintenance Equipment	Staff & Guests	A puncture repair kit, pump and geared cycle maintenance equipment will be made available to borrow from reception.	Whitbread Management / TPC	To be procured through the Premier Inn ordering guide,	Monitor use and replace as required.	Initial outlay of £20 for pump, c. £3 for the puncture repair kits and c. £30 for maintenance equipment.
On-Site / Nearby Facilities	Staff & Guests	Users will be made aware of the services / facilities local to the site (particularly the on-site restaurant) to avoid unnecessary trips further afield.	TPC	To be promoted by the TPC.	Ongoing promotion.	Part of TPC role (4 hours a year) £40 annually.
Walking and Cycling Routes	Staff & Guests	Promote local cycling and walking routes and provide maps.	TPC	To be promoted by the TPC.	Ongoing promotion and ensure information is kept up-to-date.	Part of TPC role (4 hours a year) £40 annually.
Public Transport Information / Initiatives	Staff & Guests	Public transport information (routes, timetables and fares) will be publicised to both staff and guests. The TPC will negotiate with local operators to see if discounts can be secured for staff.	Whitbread Management / TPC	Obtain and display information relating to public transport use and investigate discounts prior to opening.	Ongoing promotion and ensure information is kept up-to-date.	Part of TPC role (4 hours a year) £40 annually.
Parking / Taxis / Car Clubs / Car Sharing	Staff & Guests	Information pertaining to car-based travel options will be communicated including details of the national car share database (www.liftshare.com).	Whitbread Management / TPC	To be promoted by the TPC.	Ongoing promotion and ensure information is kept up-to-date.	Part of TPC role (4 hours a year) £40 annually.
Car Park Management Measures	Staff & Guests (+ Local Community)	Introduce measures such as parking charges and/or permits to manage the use of the car park, if required.	Car Park Management Company	To be implemented if parking problems arise.	Monitor effectiveness.	Cost is dependent on the measures required.

MONITORING, REVIEW AND REPORTING (PENALTIES AND MITIGATION)						
Travel Surveys	Staff & Guests	Collect baseline data relating to the modes of travel used by staff and guests. Also review car and cycle parking usage.	Whitbread Management / TPC	Baseline surveys to be completed within 3 months of occupation.	Conduct annually.	Costs to be met by Whitbread's Travel Plan budget. Estimated to be £2000-4000 per annum.
Target Review	-	Set targets in Year 1 and then review on an annual basis.	Whitbread Management / TPC	Achieve targets / consider reasons why targets have not been met and revise measures accordingly.	Provide further promotion of TP initiatives and more challenging targets, if required.	Responsibility of TPC (expected to account for £2000 of salary yearly).
Progress Report	-	Prepare a Full Travel Plan in Year 1, then prepare an update / annual progress report to summarise the travel surveys / target review, identifying if any significant amendments are required to the content of the Travel Plan, from that originally agreed.	Whitbread Management / TPC	Prepare report on an annual basis and submit to Local Planning Authority for approval.	Review content / targets - revise if necessary.	Responsibility of TPC (expected to account for £2000 of salary yearly).
Additional / Remedial Measures	-	Further promotion of above initiatives (ITPs / informal car share workshop) introduction of new initiatives (to include cycle training, travel plan event, newsletter article) if targets are not met.	Whitbread Management / TPC	To be implemented / reviewed annually for 5 years.	If required, discuss with Whitbread Management / Local Planning Authority.	To Be Confirmed.



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