

# 24 ENDELL STREET

## TRAVEL PLAN

PROJECT NO. 21 / 103    DOC NO. D002

DATE: 15TH OCTOBER 2021

VERSION: 2.0

CLIENT: PATRIZIA UK LTD

Velocity Transport Planning Ltd

[www.velocity-tp.com](http://www.velocity-tp.com)



**VELOCITY**  
Transport Planning

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# 1 INTRODUCTION

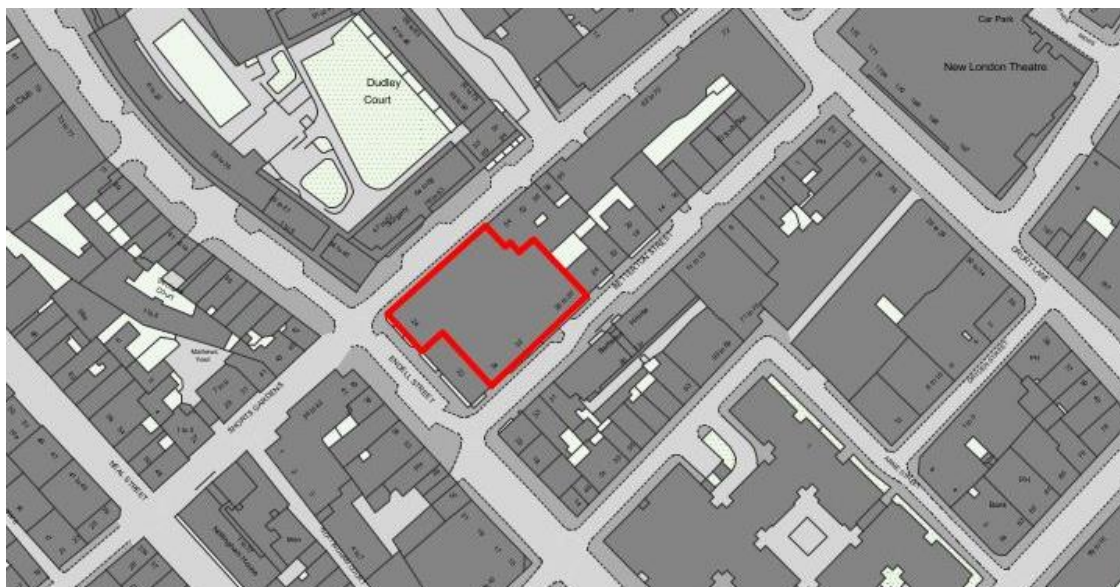
## 1.1 APPOINTMENT

- 1.1.1 Velocity Transport Planning has prepared this Framework Travel Plan (FTP) to accompany a planning application for redevelopment proposals at 24 Endell Street, WC2H 9HQ ('the proposed development') situated within the London Borough of Camden (LBC)). The application is submitted on behalf of Patrizia UK Ltd. ('the applicant').
- 1.1.2 This FTP should be read in conjunction with the Transport Statement (TS), also submitted as part of the planning application.

## 1.2 SITE LOCATION

- 1.2.1 Situated within the Covent Garden area of central London, the site is bounded by Endell Street to the South West, Short's Gardens to the North West, Betterton Street to the South East, and mixed-use commercial buildings to the North East.
- 1.2.1 On a London-wide scale, the proposed development site sits within central London, approximately 1.8km to the South of Kings Cross railway station, 2.8km to the West of Liverpool Street Station, 1.6km to the North East of Victoria Station, and 3km North-West of London Bridge Station.
- 1.2.2 **Figure 1-1: Site location** shows the location of the site (outlined in red) and its surrounding network within approximately 150 metres.

**Figure 1-1: Site location**



### 1.3 EXISTING SITE USE

- 1.3.1 The application site was most recently occupied by the 'H Club,' a private members club, with facilities such as a bar/ restaurant, recording studio, and apart-hotel available to members. The club ceased trading in 2020.
- 1.3.2 The current site use is car-free; however servicing for vans is accommodated on-site. The service bay within the building's ground floor is accessed from Betterton Street. Vehicles then use loading bays within the basement to load/ unload goods before exiting the service yard onto Short's Gardens.
- 1.3.3 There is a refuse store within the ground floor; refuse Collection for the previous use was undertaken by Veolia / LB Camden. Refuse Collection Vehicles approached the site on Short's Gardens and stopped on-street whilst the bins were moved from the store, emptied and returned.

### 1.4 PROPOSED DEVELOPMENT

- 1.4.1 A detailed planning application is being submitted for the following:

*"Change of use of building from members club (sui generis) to use as offices (Class E), reuse, retention & refurbishment of recording studios (Class E), enlargement of existing cycle & shower facilities, replacement and reconfiguration of rooftop plant, to accommodate additional office space (Class E).*

- 1.4.2 The proposed development's new land uses and areas are summarised in **Table 1-1**.

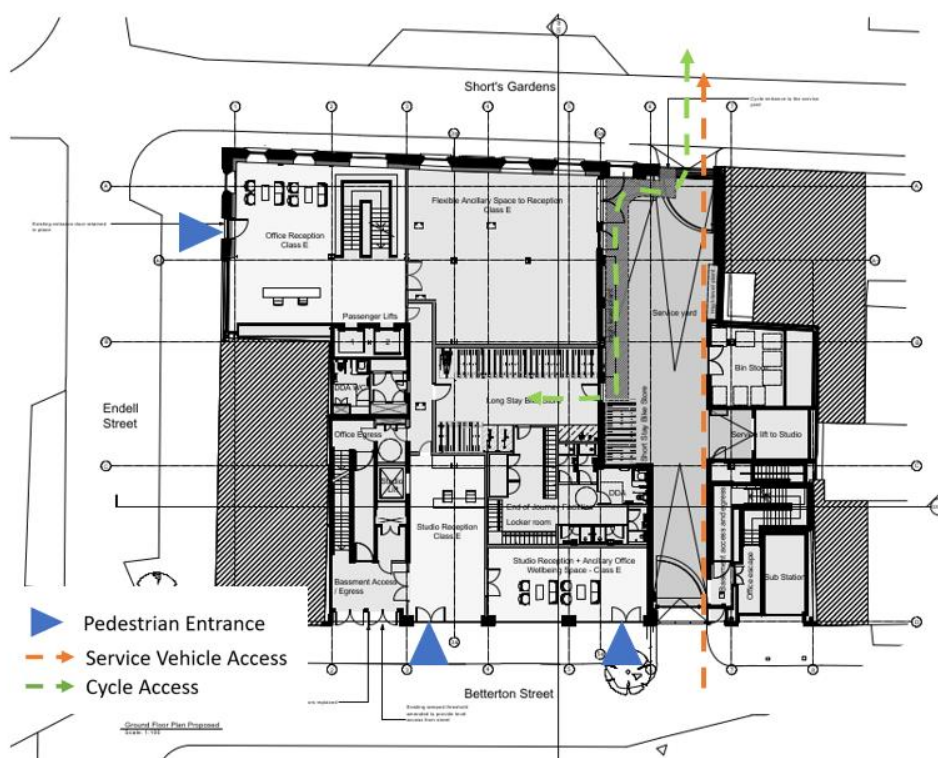
**Table 1-1: Proposed Development Accommodation Schedule**

Floor	USE	Proposed GEA (sqm)	Proposed GIA (SQM)	Proposed NIA (sqm)
5	Pavilion	208	165	100
4	Office	828	766	630
3	Office	944	868	735
2	Office	972	882	761
1	Office	1030	858	691
GF	Office Reception	199	175	98
	Ancillary Reception Space	155	147	138
	EOJ	143	143	
	Services + Yard	339	304	
	Studio Reception/ Ancillary Office Wellbeing Space	56	54	52
	Studio Reception	131	123	55
Upper Basement	Studio	804	661	370
Lower Basement	Studio	1022	960	648
Total	GIA	6831	6106	4278
Total Office	GIA	3714		3015
	GEA	4180		
Total Studio	GIA	1744		1073
	GEA	1957		
Total Ancillary Space (Ancil Office Reception+ Well Being Sp)	GIA	201		190
	GEA	211		



- 1.4.3 **Figure 1-2** below the proposed ground floor layout, with access points marked. The building would have separate pedestrian entrances off Betterton Street, and Endell Street for the Studio and Office uses respectively, both will have access to a shared cycle store.
- 1.4.4 Vehicle access for servicing and delivery vehicles would be maintained as per existing arrangements, with vehicles under 2.8 m tall accessing off Betterton Street and exiting onto Shorts Gardens. Larger servicing vehicles service the site from the existing on-street service bay on Endell Street.
- 1.4.5 Swept Path analysis has been produced for the sites existing servicing arrangements to ensure their suitability. Swept path analysis for a large van accessing the internal service bay, along with a lorry accessing the on-street bay is shown within the appendices of the submitted transport statement. Servicing arrangements remain as existing, with the majority of servicing expected to take place within the on-site service yard.
- 1.4.6 The scheme would largely comprise of internal changes to the building and will retain most existing arrangements unchanged.

**Figure 1-2: Proposed development - Ground Floor Plan with accesses**



## 1.5 OVERVIEW

- 1.5.1 Travel Plans assist with managing the travel demands and impacts of new developments. Transport for London (TfL) defines a Travel Plan as *"a long term management strategy which encourages sustainable travel for new and existing developments. It sets out transport impacts, establishes targets and identifies a package of measures to encourage sustainable travel."*

- 1.5.2 A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design, and proximity to facilities create the conditions to make sustainable travel a preferred choice, communicating these opportunities to occupiers is critical to the success of the Travel Plan.
- 1.5.3 This Travel Plan sets out a series of objectives, targets and measures, and is intended to establish the overarching mechanisms to manage the Travel Plan and monitor its effectiveness for influencing travel choices in accordance with the agreed targets.
- 1.5.4 The implementation of pre-occupation measures included within the Travel Plan will be the responsibility of the developer and/or the specific end occupiers.
- 1.5.5 A Travel Plan Co-ordinator (TPC) will be appointed prior to occupation to implement the Travel Plan. Given that separate Travel Plans will be developed for the office occupiers, the TPC will be responsible for co-ordinating the operation and management of each Travel Plan, with tenant representatives being responsible for their individualised occupier Travel Plan on a day-to-day basis. The TPC will report periodically to the LBB Travel Plan officers.
- 1.5.6 It is anticipated that a planning condition will be imposed requiring the implementation of an approved Framework Travel *Plan* (which will be substantially based upon this document) prior to occupation of the proposed development. The Travel Plan and TPC will initially be funded by the developer.
- 1.5.7 This Travel Plan has been produced in accordance with current Department for Transport (DfT) and TfL Travel Plan guidance.

## 1.6 DOCUMENT STRUCTURE

- 1.6.1 The remainder of this FTP is structured as follows:
- ⊙ Section 2 - reviews relevant transport planning policy;
  - ⊙ Section 3 – provides details of the baseline conditions and site accessibility;
  - ⊙ Section 4 – summarises the Travel Plan Strategy; and
  - ⊙ Section 5 – provides a description of the Workplace Travel Plan.

## 2 PLANNING POLICY

2.1.1 The national and local transport policies relevant to this development are well documented, and this section does not seek to replicate them. Instead, the key themes in the relevant national and local policies are summarised briefly below and, where relevant, policies which relate directly to the proposed development are addressed.

2.1.2 This relevant transport policy to this application include the following:

- ⦿ National Planning Policy Framework (NPPF);
- ⦿ Regional Policy, namely the London Plan and Mayor's Transport Strategy; and
- ⦿ Local or Borough Development Planning Documents (DPDs) forming either part of the Local Development Framework (LDF) Core Strategy or saved sections of the Unitary Development Plan (UDP).

### 2.2 NATIONAL PLANNING POLICY FRAMEWORK (2021)

2.2.1 The National Planning Policy Framework (NPPF) was revised in July 2021 and sets out the Government's planning policies for England and provides a framework within which locally prepared plans for housing and other development can be produced. At its heart the NPPF sets out a presumption in favour of sustainable development (Paragraph 11).

2.2.2 The NPPF promotes sustainable transport. It notes that transport issues should be considered at the earliest stages of development proposals.

2.2.3 Chapter 9 of the revised NPPF sets out the requirements for promoting sustainable transport, advising that significant development should be focused on locations that are or can be made sustainable through limiting the need to travel and offering a genuine choice of transport modes. The NPPF advises that planning policies should support an appropriate mix of uses across an area, and within larger-scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities.

2.2.4 The NPPF does not set parking standards but notes in Paragraph 107 that parking policies should take into account:

- ⦿ The accessibility of the development;
- ⦿ The type, mix and use of development;
- ⦿ The availability of and opportunities for public transport;
- ⦿ Local car ownership levels; and
- ⦿ The need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles.

2.2.5 In Paragraph 108, the NPPF sets out that maximum parking standards should only be set when there is clear justification that they are necessary to manage the local road network or optimise the density of development in urban areas that are well served by public transport services. The London Plan sets out maximum parking standards for London, which will be discussed below.

2.2.6 Paragraph 110 states that when considering development proposals, it should be ensured that:

- ⦿ Opportunities have been taken to promote sustainable transport modes in the development





- ⦿ Safe and suitable access to the site can be achieved for all users
- ⦿ The design of streets, parking areas, and other transport elements reflect national guidance.
- ⦿ Any significant impacts from the development on the transport network can be cost effectively mitigated to an appropriate degree.

2.2.7 Paragraph 111 states that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highways safety, or the cumulative residual impacts on the road network would be severe.

2.2.8 Paragraph 112 states that applications for developments should:

- ⦿ Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high-quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use.
- ⦿ Address the needs of people with disabilities and reduced mobility in relation to all modes of transport.
- ⦿ Create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards.
- ⦿ Allow for the efficient delivery of goods and access by service and emergency vehicles; and
- ⦿ Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

## 2.3 GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS

2.3.1 The DfT developed 'good practice' guidance in 2009 to assist all stakeholders in securing an effective policy framework, determine when a Travel Plan is required, and outlining how it should be prepared within the context of an integrated planning and transport process. They also set out how Travel Plans should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process. The document comprises technical guidelines and does not set out any new policy or legal requirements.

2.3.2 The guidelines recognise that the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a site, minimise the impact of developments on the transport infrastructure, and help to reduce CO2 emissions.

2.3.3 Travel Plans are important for major new developments in order to:

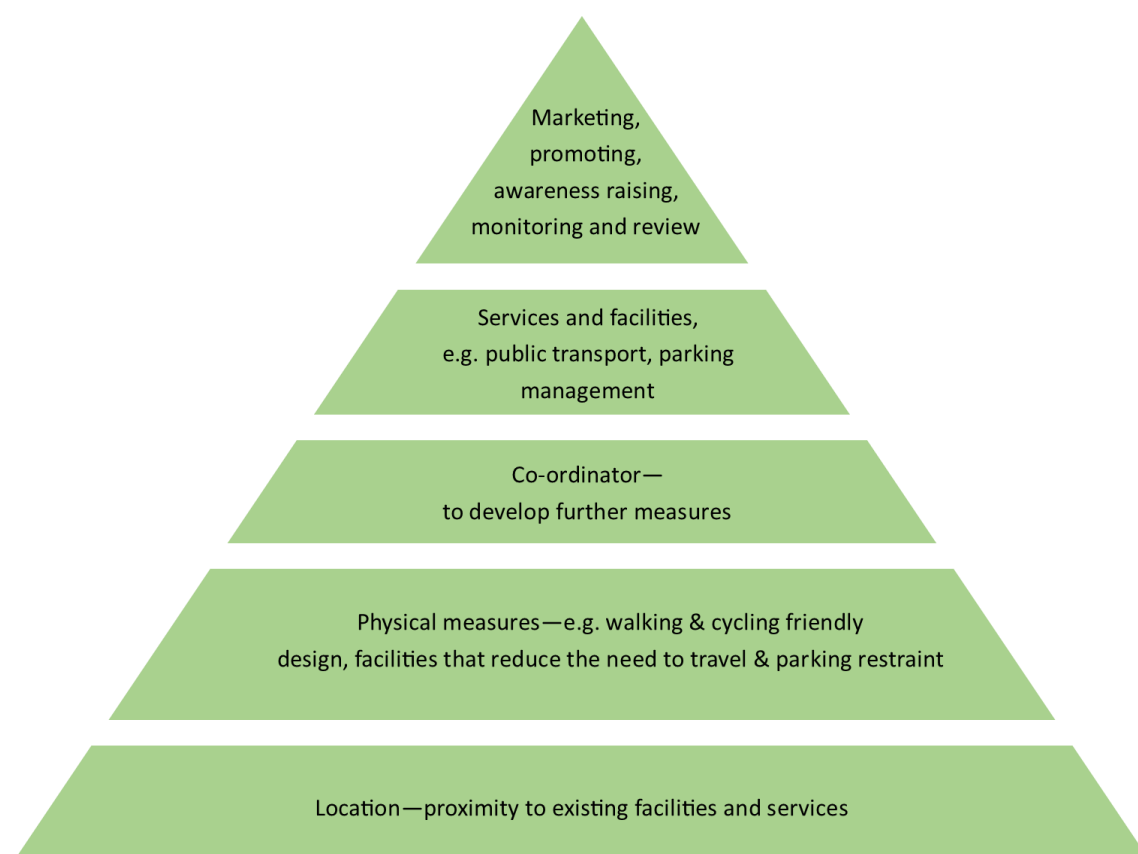
- ⦿ Support increased choice of travel modes;
- ⦿ Promote and achieve access by sustainable modes;
- ⦿ Respond to the growing concern about the environment, congestion, pollution and poverty of access; and
- ⦿ Promote a partnership between the authority and the developer in creating and shaping 'place'.

2.3.4 The document also recognises that it can be helpful to view a Travel Plan for a new development as a pyramid of measures and actions, which are constructed from the ground up with each new layer building on the last, all set within the context of the outcomes sought, as shown in **Figure 2-1**.





Figure 2-1: Travel Plan Pyramid



- 2.3.5 The Travel Plan Pyramid demonstrates how successful plans are built on the firm foundations of a good location and site design. Additional hard and soft measures should be integrated into the design, marketing and occupation of the site.

## WORKPLACE TRAVEL PLANS

- 2.3.6 The DfT guidance identifies that Workplace Travel Plans should focus primarily on commuter travel and travel in the course of work but should also include strategies to make visitor and freight travel more sustainable. The guidance also notes how Travel Plans typically combine measures to support walking, cycling, public transport and car-sharing, reinforced with promotion and incentives and the management of workplace parking. Workplace Travel Plans also include actions to reduce the need to travel, such as policies to encourage home working and video conferencing.

## 2.4 LONDON PLAN (2021)

- 2.4.1 The London Plan (March 2021) is part of the statutory development plan. It aims to ensure that London's transport is easy, safe, and convenient for everyone and actively encourages more walking and cycling.
- 2.4.2 Policy T4 Part B states that Travel Plans, Parking Design and Management Plans, Construction Logistics Plans and Delivery and Servicing Plans will be required having regard to Transport for London guidance.

2.4.3 The London Plan (March 2021) sets out that the phasing of development, and the use of travel plans and freight strategies, may help reduce negative impacts and bring about positive outcomes.

2.4.4 The London Plan (March 2021) provides maximum car parking and minimum cycle parking standards.

## 2.5 TRAVEL PLANNING FOR NEW DEVELOPMENT IN LONDON (2013)

2.5.1 In November 2013, TfL published new guidance on the requirements for travel plans for new developments in London.

2.5.2 The type of Travel Plan required should be considered in the context of a range of circumstances. Thresholds set out in **Table 2-1** identify the type of Travel Plan that is required. In cases where individual occupiers do not meet the thresholds, a Travel Plan is not required. Where this is the case, it will be encouraged that occupiers take up sustainable transport initiatives. It should also be noted that such occupiers will continue to benefit from the site-wide Travel Plan measures.

**Table 2-1: Travel Plan Thresholds**

CLASS E LAND USE	TRAVEL PLAN STATEMENT	FULL TRAVEL PLAN
Formerly: B1 Office	More than 20 staff but less than 2,500sqm	Equal or more than 2,500sqm

2.5.3 Based on the above TfL Travel Plan threshold table, TfL's guidance sets out that:

"Mixed use developments comprising of one or more elements that exceed the thresholds, or outline planning permission for which specific elements are not yet established, will require a framework Travel Plan."

2.5.4 On this basis, this Framework Travel Plan has been prepared. A Framework Travel Plan should include:

- ⦿ A commitment to individual Travel Plan development by occupiers of the site, where they relate to elements of the proposed development that exceed the thresholds;
- ⦿ Once occupiers are confirmed, they will need to submit a full Travel Plan statement, as appropriate for their occupation. This requirement should be included within the terms of the lease or before ownership is transferred if the site is sold;
- ⦿ Baseline travel patterns delivered;
- ⦿ Measures to be delivered site-wide, and responsibility for the delivery and funding of these;
- ⦿ Future actions for Travel Plan development and refinement; and
- ⦿ Preliminary targets based on associated transport assessment predictions with appropriate timescales.

## 2.6 MAYOR'S TRANSPORT STRATEGY (2018)

2.6.1 The Mayor's Transport Strategy (MTS) was published in March 2018 and sets out the Mayor's policies and proposals to reshape transport in London over the next 25 years.

2.6.2 The central aim of the MTS is for 80% of all trips in London to be made on foot, by cycle or using public transport by 2041.

2.6.3 Three key themes are at the heart of the strategy:

1. Healthy Streets and healthy people



- ⦿ The MTS promotes a new Healthy Streets approach to reduce car dependency and increase active, efficient, and sustainable travel. Street's environments should be designed to encourage walking and cycling to assist Londoners with staying healthy.

## 2. A good public transport experience

- ⦿ For longer trips, public transport is the most efficient way for people to travel and should be attractive to facilitate a mode shift away from car use. Improvements to the public transport network are outlined, including new infrastructure.

## 3. New homes and jobs

The MTS sets out Good Growth principles for the delivery of new homes and jobs that use transport to:

- ⦿ Create high-density, mixed-use places; and
- ⦿ Unlock growth potential in underdeveloped parts of the city.

## 2.7 LONDON BOROUGH OF CAMDEN LOCAL PLAN

- 2.7.1 The LB Camden Local Plan sets out that Travel Plans should be provided with development proposals, in order to enable the LB Camden to fully assess the transport impacts of development. The Local Plan states that further guidance on Travel Plans is provided within the LB Camden SPD for Transport.

### *TRANSPORT SUPPLEMENTARY PLANNING DOCUMENT (2021)*

- 2.7.2 The Transport SPD provides specific guidance on the production of travel plans, and the aim of the councils aims that travel plans should work toward;
- ⦿ Promoting active and sustainable travel with the aim to increase mode share;
  - ⦿ Reducing the traffic generated by the development to significantly reduce the number of non-essential car trips;
  - ⦿ Encouraging good urban design principles that open up the permeability of the development for walking and cycling linked to the Design and Access Statement; and
  - ⦿ Addressing any specific problems identified within the site's transport assessment.
- 2.7.3 With regard to workplace travel plans the SPD states that;
- ⦿ The focus should be on giving priority to active travel, then reducing non-essential car travel.
  - ⦿ A workplace Travel Plan should address staff travel to and from work and on business. It is also required to address visitor, client and customer travel.

## 2.8 POLICY SUMMARY

- 2.8.1 A Framework Travel Plan has been prepared in support of the planning application in accordance with best practice principles. The aim of the Travel Plan is to encourage sustainable travel practices, in accordance with National, Regional and local planning policy guidance.
- 2.8.2 This Framework Travel Plan has been prepared in accordance with the LB Camden's standards as set out in the SPD for Transport.



# 3

## BASELINE CONDITIONS & SITE ACCESSIBILITY

- 3.1.1 The site is accessible on foot, being within walking distance of day-to-day facilities and public transport services. As such, there are opportunities for future tenants to use modes other than the private car.
- 3.1.2 The local area is provided with well-maintained footways, street lighting and crossings with dropped kerbs and tactile paving.

### 3.2 WALKING

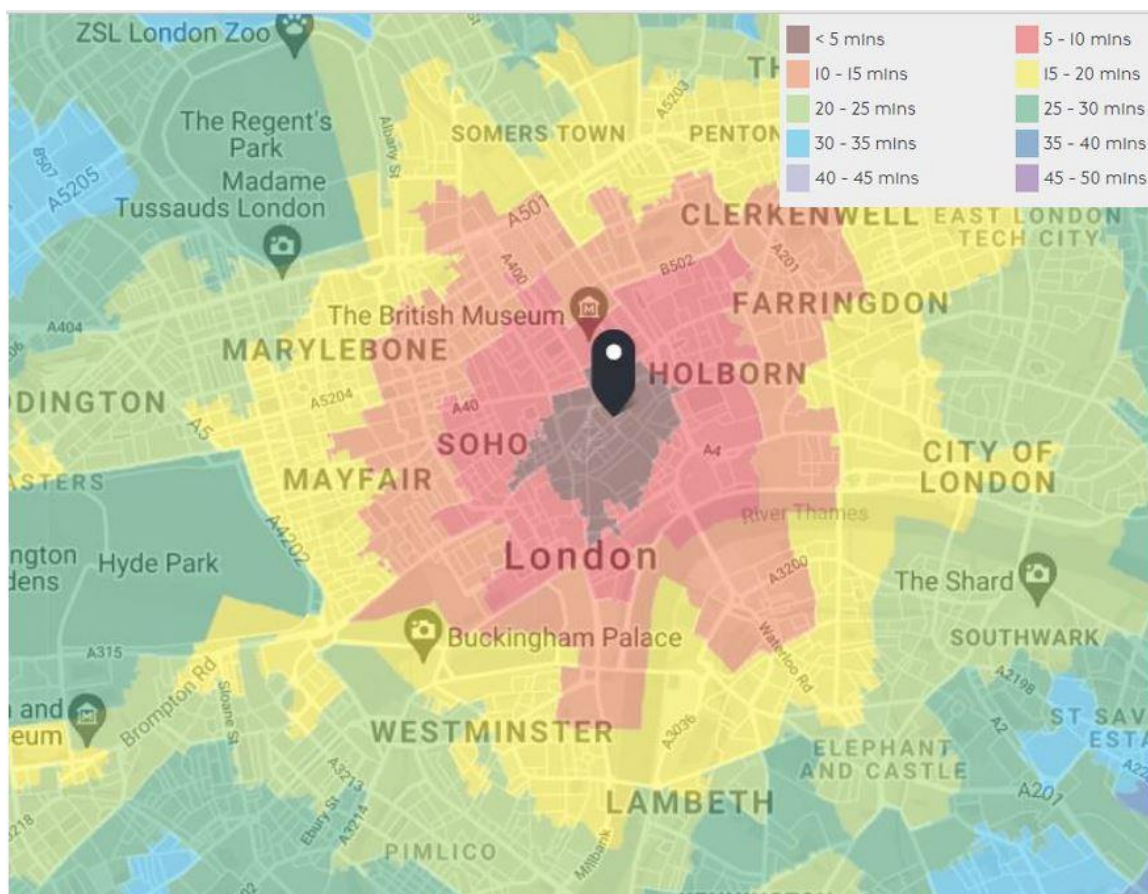
- 3.2.1 The National Travel Survey identifies that walking is the most frequent travel mode used for short-distance trips (within 1 mile / 1.6 km). Infrastructure that supports travel on foot is therefore of importance to promote sustainable and active travel as a viable alternative to short car trips.
- 3.2.2 The local street network has an established network of footways typical of an urban environment, providing access to the site, nearby facilities and amenities, local bus stops and Tottenham Court Road, Covent Garden and Holborn Underground Stations.
- 3.2.3 There is a signalised pedestrian crossing facilities provided on the northern end of the Endell Street, as well as a Pelican crossing to the north of the site and at the southern end of Endell Street.
- 3.2.4 Footpaths provide access to multiple bus stops located within the local area, cycle hire stations (High Holborn and Drury Lane Stations) in the area surrounding the site, as well as London Underground Stations (Tottenham Court Road, Covent Garden and Holborn) and Charing Cross National Rail station within walking distance of the site.

### 3.3 CYCLING

- 3.3.1 The National Travel Survey highlights that the average cycle trip is currently 3.2 miles (5.1km). Transport Note 1/04 identifies the average distance travelled by non-motorised users (NMUs) at that time and suggests that "journeys up to three times [the average distance] are not uncommon for regular commuters" accepting that "fitness and physical ability, journey purpose...and conditions" are relevant factors.
- 3.3.2 The site is well located to promote cycle use, having direct access to Drury Lane and High Holborn Santander Cycle Hire Docking station providing 44 bicycles spaces for public use. Both stations are located under 200 metres from the site.
- 3.3.3 The site also benefits from close proximity to a large number of cycle routes, with Quiet Way 1 within close proximity of the site, providing a link to Bloomsbury to the North and Waterloo to the South.
- 3.3.4 Time Mapping (TIM) is a tool developed by TfL within their WebCAT suite of tools to assess connectivity in terms of travel times, taking account of cycle routes. Time Mapping for the site, travelling by bicycle during the AM peak, is presented within **Figure 3-1**. Illustrating that significant areas of Central London can be readily accessed by bicycle.



Figure 3-1: Cyclist Accessibility



### 3.4 PUBLIC TRANSPORT ACCESSIBILITY LEVEL

- 3.4.1 PTAL is used to assess the connectivity of a site to the public transport network in consideration of the access time and frequency of services. It considers rail stations within a 12-minute walk (960m) of the site and bus stops within an eight-minute walk (640m) and is undertaken using the AM peak hour operating patterns of public transport services. An Access Index (AI) score is calculated that is used to define a PTAL score.
- 3.4.2 TfL's online WebCAT tool shows the site AI is 100.6 indicating a PTAL of 6b (excellent). The WebCAT PTAL output is summarised in **Table 3-1** below.

Table 3-1: Summary of PTAL Output

MODE	STOP	ROUTE	DISTANCE (Meters)	FREQ. (VPH)	WALK TIME (MINS)	ACCESS INDEX
BUS	ALDWICH WEST, HOLBORN STATION, HOLBORN POST OFFICE, BLOOMSBURY ST, NEW OXFORD STREET, RUSSELL STREET	11, 23, 9,26,13,4,15, 341,76,87,172,6,RV1, 59, 243,521,91,68,x68, 188,8,25,171,55,242, 1,24,134,38,29,176,14, 19,10,390,73,96	270-590	6-13	3-7	55.08
London Underground	Covent Garden, Charing Cross, Tottenham Court Road	Piccadilly line, Northern line, Central line	332, 854, 530, respectively	0.3-14.6	4-10	30.81
Rail	Southeastern Rail Services	Various	854	0.3-1.67	10.68	14.67
Total AI						100.6

- 3.4.3 The site benefits from excellent public transport links, as shown above, with Tottenham Court Road, Holborn and Covent Garden LU stations all within close walking distance of the site. Charing Cross Station to the South of the site provides access to Southeastern National Rail Services.

### 3.5 BUS ACCESS

- 3.5.1 The site is located in close proximity to a significant level of bus provision, with numerous bus stops within close proximity to site providing access to 36 TfL bus routes.
- 3.5.2 **Table 3-2** below provides details of the routes surrounding the site, including peak hour frequencies. Whilst **Figure 3-2**, below, provides a map of the local bus routes

Table 3-2: Bus Service Frequencies

ROUTE	STOP	ROUTE	FREQUENCY (VPH)
11	ALDWYCH WEST ARM	Fulham Town Hall - Appold Street	7.5
23		Great Western Road - Hammersmith Bus Station	8
9		Aldwych Bush House - Hammersmith Bus Station	12
26		St Mary of Eton Church - Waterloo	7.5
13		North Finchley Bus Station - Victoria Station	8
4		Archway Station - Blackfriars Station	6
15		Blackwall Station - Charing Cross Station	7.5
341		Meridian Water Station - Waterloo Station	6

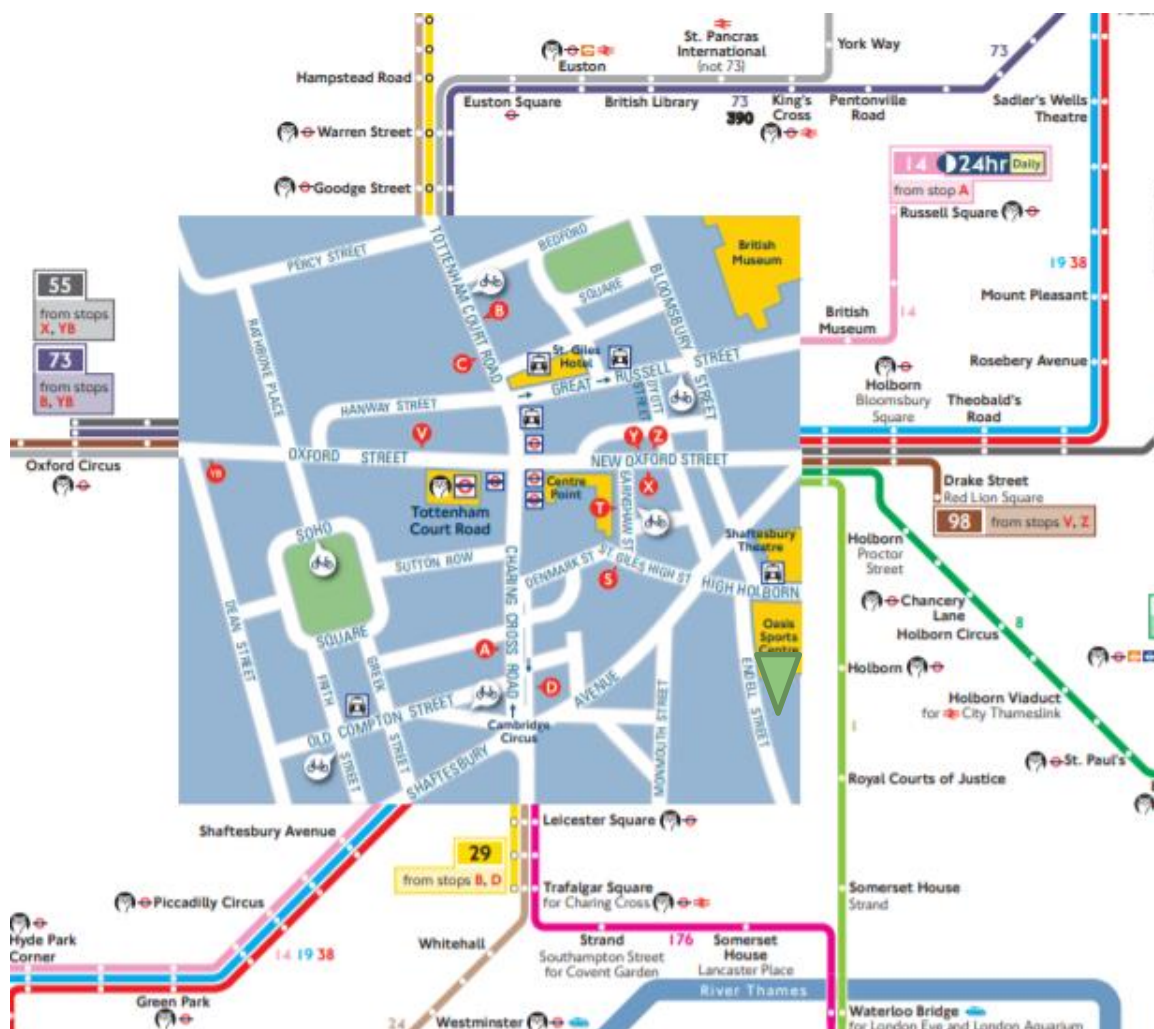


ROUTE	STOP	ROUTE	FREQUENCY (VPH)
76	HOLBORN STATION KINGSWAY	Tottenham Hale Bus Station - Lower Marsh	7.5
87		Wandsworth Plain - Aldwych	10
172		Brockley Rise - Drury Lane	6
6		Bertie Road - Aldwych	10
59		Telford Avenue - Euston Bus Station	10
243		Redvers Road - Waterloo	11
521		Waterloo - London Bridge	27
91		Tottenham Lane YMCA - Whitehall	9
68		St Julians Farm Road - Euston Bus Station	9
X68		West Croydon Bus Station - Russell Square	4
188		North Greenwich Station - Russell Square	8
168		Royal free Hospital - Dunton Road	9
8		Bow Church - St Giles High Street	10
25		Hainault Street - City Thameslink Station	8
171		Newquay Road - Lambeth Road	7.5
55	BLOOMSBURY NEW OXFORD ST	Great Titchfield Street - Oxford Circus Station	10
242		Homerton Hospital - Wardle Street	6.5
1		New Oxford Street - Canada Water Bus Station	8
24	HIGH HOLBORN POST OFFICE	Grosvenor Road - Royal Free Hospital	10
134		North Finchley Bus Station - University College Hospital	12
38	BLOOMSBURY ST SHAFTESBURY AVE	Clapton Pond - Victoria Bus Station	10
29		Lordship Lane - Trafalgar Square	15
176		Penge - Tottenham Court Road	8.5
14		Putney Heath - Russell Square	13
19		Finsbury Park Interchange - Parkgate Road	8
390	NEW OXFORD ST CENTRE PNT	Archway - Victoria Bus Station	8
73		Holles Street - Stoke Newington Common	18
98	GT RUSSELL ST MUSEUM ST	Pound Lane - Red Lion Square	9





Figure 3-2: Local Bus Routes



### 3.6 LONDON UNDERGROUND

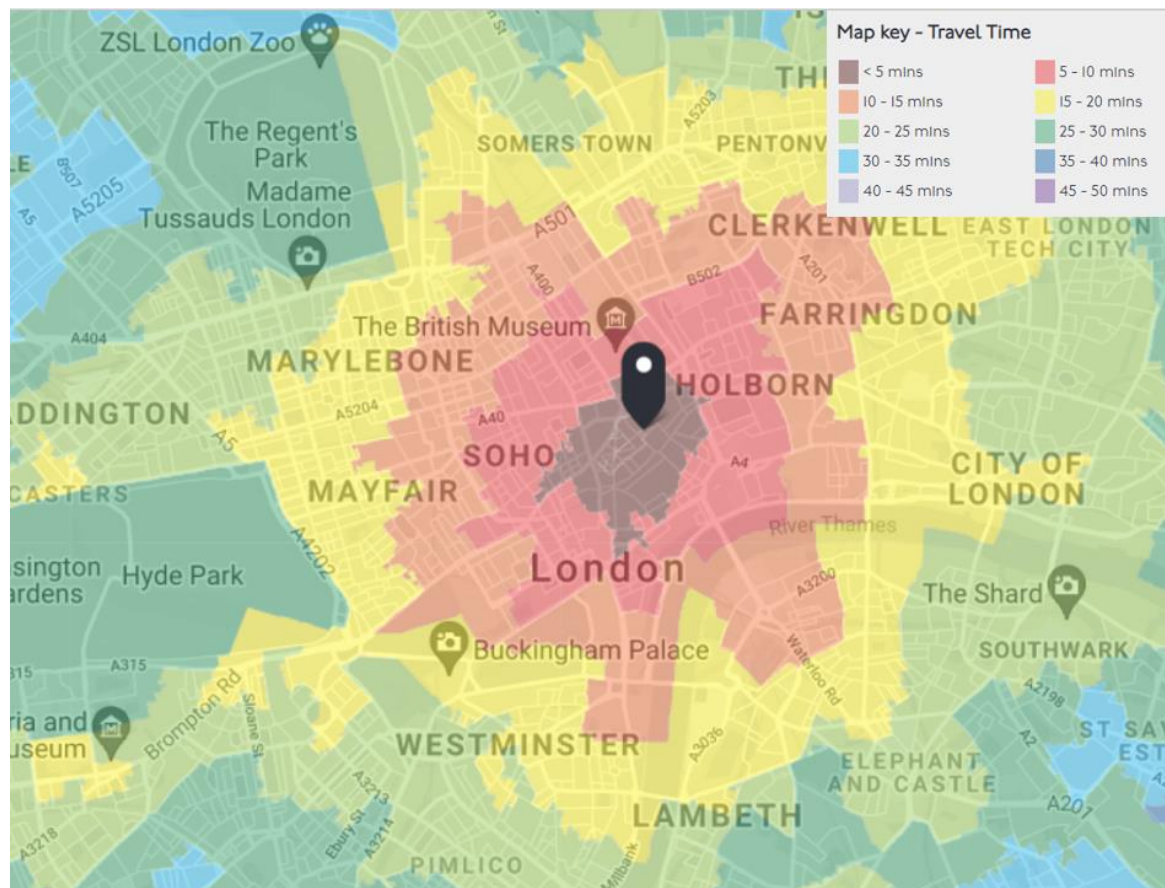
- 3.6.1 The site is located within close walking distance of Covent Garden station, Holborn Station and Tottenham Court Road station providing access to the Northern, Central and Piccadilly LU lines. All three stations are within 500 metres of the site.

### 3.7 PUBLIC TRANSPORT TIME MAPPING

- 3.7.1 Time Mapping (TIM) is a tool developed by TfL within their WebCAT suite of tools to assess connectivity in terms of travel times, taking account of public transport service ranges and interchange opportunities. Time Mapping for the site, travelling by public transport during the AM peak, is presented in **Figure 3-3**. Significant employment opportunities locally and in Central London can be accessed within 45 minutes.



Figure 3-3: TIM Mapping



### 3.8 ACCESS TO LOCAL FACILITIES AND AMENITIES

3.8.1 Future tenants of the site will undertake journeys for education, leisure and shopping, and various local amenities are available within close proximity of the site. **Table 3-3** outlines the distances to key destinations by foot, and **Figure 3-4** illustrates their location.

Table 3-3: Local Facilities

FACILITY / DESTINATION	TRIP PURPOSE	WALK DISTANCE	WALK TIME (MINUTES)
St Joesph's Primary School	Primary Education	321	3
St Clement Danes CofE School	Primary Education	478	6
Lincoln's Inn Fields	Sports/ Recreation	556	6
Oasis Sports Centre	Sports/ Recreation	160	2
Covent Garden Market	Shopping Facilities	482	4
St Giles in the Fields Church	Religious	368	6

Figure 3-4: Location of Local Facilities



3.8.2

WebCAT provides catchment analysis that identifies the connectivity of a site by different transport modes to employment, town centres, health services and educational establishments. A summary of this information is set out in **Table 3-4** and illustrates that various amenities and facilities can be easily accessed by sustainable travel modes.

Table 3-4: Access to Facilities by Cycling and Public Transport

FACILITIES		CYCLING				PUBLIC TRANSPORT				
		10 min	20 min	30 min	40 min	10 min	20 min	30 min	40 min	60 min
Employment (jobs)		910,366	1,953,723	2,431,689	2,863,386	294,551	1,057,376	1,936,031	2,620,323	4,092,959
Town Centres	Metropolitan	0	0	1	2	0	0	0	2	10
	Metropolitan and Major	0	3	13	21	0	1	5	19	43
	Metropolitan, Major and District	0	12	42	70	0	1	20	58	160
Health Services	Pharmacies	85	352	675	1,011	30	112	345	815	2,051
	GP Surgeries	30	138	333	513	11	37	113	405	1,107
	A&E departments	1	6	10	11	0	3	6	9	22
Educational establishments	Primary schools	19	198	535	859	4	26	180	602	1,803
	Secondary schools	4	50	130	206	0	6	45	147	470
	Colleges	4	11	17	22	3	6	11	19	36



# 4 TRAVEL PLAN STRATEGY

## 4.1 TRAVEL PLAN CO-ORDINATORS

4.1.1 To ensure that there is Site-wide adoption of the Travel Plan, a Travel Plan Co-ordinator (TPC) will be appointed. The TPC's role will involve:

- ⦿ Overseeing the monitoring and reporting of the Travel Plan, including liaising with the Local Authority where appropriate; and
- ⦿ Administration of the Travel Plan, involving the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties are ongoing throughout the duration of the Travel Plan.
- ⦿ Giving a 'human face' to the Travel Plan, explaining its purpose and the opportunities on offer. This may include offering personalised journey planning advice and providing advice on transport-related subjects to tenants and visitors;
- ⦿ On-site co-ordination of data collection for the plan;
- ⦿ Helping establish and promoting the individual measures in the plan;
- ⦿ Implementing any additional measures.

## 4.2 MARKETING

4.2.1 It is recognised that a marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan. The strategy will also help to disseminate travel information and information regarding the facilities provided.

4.2.2 Tenants will be made aware of the Travel Plan, including its purpose and objectives, along with specific measures. Marketing will be undertaken between the point of sale and first occupation of each dwelling.

## 4.3 SECURING THE TRAVEL PLAN AND FUNDING

4.3.1 The Travel Plan will be secured by a planning condition or through the s106 legal agreement.

4.3.2 Funding for the implementation of the Travel Plan is to be secured by the developer. The costs will relate to the implementation of measures outlined within the Travel Plan and also for any surveys and monitoring.

## 4.4 MONITORING

4.4.1 It is not expected that significant monitoring will be required at the development, considering the scheme is 'car-free', and its design and on-site infrastructure will encourage and embed sustainable travel patterns.





# 5 WORKPLACE TRAVEL STATEMENT

## 5.1 INTRODUCTION

- 5.1.1 Smaller elements of a development may not meet the thresholds whereby a Full Travel Plan is required, but, in some cases, it is still considered appropriate for measures to be put in place to reduce the number of single-person car journeys and to increase the use of sustainable travel modes. In these cases, a Travel Plan Statement is appropriate.
- 5.1.2 A Travel Plan Statement should focus on encouraging sustainable travel and may take the form of an 'Action Plan' or a simple list of measures that are to be promoted by the developer or occupier of the site. It is not necessary for a Travel Plan Statement to provide specific targets and formal monitoring.
- 5.1.3 The Workplace Travel Statement considers all employees at the proposed development.

## 5.2 OBJECTIVES

- 5.2.1 The objectives and principles for the Workplace Travel Statement are as follows:
- ⦿ To raise employees' awareness of sustainable modes of travel available at the development;
  - ⦿ To raise employee's awareness of the health and fitness benefits of walking and cycling for short journeys; and
  - ⦿ To facilitate and encourage travel by sustainable modes.

## 5.3 MEASURES

- 5.3.1 This section outlines the measures which will be implemented on-site in order to achieve the objectives. These measures form the core of the Travel Statement. The measures have been grouped into three types as follows and considered in turn in the following sections:
- ⦿ 'Hard' engineering measures incorporated into the design;
  - ⦿ 'Key services and facilities' provided; and
  - ⦿ 'Soft' marketing and management measures which ensure that sustainable travel behaviour is maximised.

### HARD MEASURES

- 5.3.2 Physical aspects of the design of the proposed development will influence travel patterns from the outset. The hard engineering measures that will be incorporated into the design of the development are discussed individually below. These measures would be provided prior to occupation of the site and would be funded by the developer.



## SITE LAYOUT AND PERMEABILITY

- 5.3.3 An additional pedestrian access is proposed, to increase the pedestrian accessibility of the site. A cycle route into the sites service yard would be proposed, and would be clearly marked to differentiate it from vehicle space.

## CYCLE PARKING PROVISION

- 5.3.4 Cycle Parking is proposed in accordance with London Plan standards, high quality stands and a well laid out space will further facilitate cycling on-site. Cycle parking has been calculated for the proposed office space using London Plan B1 standards, with five long stay spaces provided over and above London Plan minimum standards.
- 5.3.5 Although the studio space is to remain unchanged as part of these proposals cycle parking will be provided in accordance with London plan standards.
- 5.3.6 The proposed long-stay cycle parking provisions for employees are set out in **Table 5-1**.

**Table 5-1: Proposed cycle parking**

USE	GEA	Long Stay	Short Stay
Office Space	4180	56	9
Ancillary Space	211	2	11
Studio	1957	8	2
<b>Total</b>		<b>66</b>	<b>22</b>

- 5.3.7 Shower, changing and locking facilities for the offices will also be provided, full details are contained within the accompanying Transport Statement.

## CAR PARKING PROVISION

- 5.3.8 The development would be 'car-free' with Blue Badge car parking only, Blue Badge parking is proposed within the surrounding road network if required. Electric charging facilities will be provided in line with the London Plan (March 2021).

## KEY SERVICES & FACILITIES

- 5.3.9 A number of key services and facilities to complement the location and physical design of the site will also be implemented to further encourage the use of sustainable transport modes. Details of each of the proposed key services are set out in turn below.

## PERSONALISED JOURNEY PLANNING

- 5.3.10 The TPC will be available to provide personalised travel planning advice to employees of the development. The TPC will be able to identify routes to public transport services for employees.
- 5.3.11 The personalised journey planning service detailed above will also accommodate the specific journey planning requirements of mobility impaired persons working within site.



## **DELIVERIES**

- 5.3.12 Sustainable delivery initiatives will be pursued where reasonably practicable. Such initiatives could include the synchronisation of deliveries from common suppliers, therefore, reducing both the number of deliveries to the site whilst simultaneously reducing the economic and environmental costs. This initiative will rest with the individual businesses on the site but can be encouraged and co-ordinated by the Travel Plan Coordinator.

## **CYCLE TO WORK SCHEME**

- 5.3.13 The national Cycle to Work Scheme enabling employees who wish to cycle to work to purchase a bike on a tax-free basis will be promoted to all workplace occupiers for the benefit of their staff.

## **INTEREST-FREE TICKET LOAN**

- 5.3.14 The commercial occupiers would be encouraged to provide and promote the availability of employee interest-free loans for the purchase of public transport season tickets. The provision of interest-free season ticket loans will be publicised (where appropriate) within the travel leaflets and internally at each workplace. soft measures

## **SOFT MEASURES**

- 5.3.15 The location of the site, its design and proximity to public transport services within the surrounding area, will create all of the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the Travel Statement. Details of the communication strategy for the site are set out below.





## TRAVEL PACK

- 5.3.16 Employees of new workplaces will be provided with a Travel Pack upon first occupation. The key role of the Travel Pack is to raise awareness of sustainable travel opportunities and initiatives available to occupants including:
- ⦿ **Promotion of local sustainable travel networks**, including:
    - ⦿ The bus services which are available; and
    - ⦿ The rail services which are available;
    - ⦿ Links to relevant **public transport travel information websites** (such as the TfL journey planner) will be provided.
  - ⦿ **Promotion of local amenities**: The Travel Pack will include the locations of many of the nearby key amenities and will encourage trips by foot.
  - ⦿ **Promotion of the cycle parking**: Making employees aware of the cycle parking which is available to them;
  - ⦿ Promotion of membership to the **London Cycling Campaign (LCC)**: Promote the LCC, which is a cyclist organisation with local groups throughout London. Local LCC groups promote cycling locally, improve conditions for cyclists in their borough and organise leisure rides and social events whilst providing support for cyclists. The benefits on offer to LCC members include discounts at bike shops in London; exclusive cycle theft insurance packages; free third-party insurance for damage or injury up to the value of £1 million; access to local LCC borough groups; and free legal advice. The details of the local LCC group together with membership information, will be included within the tenant Travel Pack.
  - ⦿ **Promotion of health benefits associated with alternative modes of transport**: The Travel Pack will provide details of the health benefits associated with walking and cycling regularly;
  - ⦿ **Details of carbon footprinting**: provision of details of the established 'Act on CO<sub>2</sub> carbon calculator' and provision of information to raise awareness of the environmental and cost-saving benefits associated with sustainable travel and reducing car usage;
  - ⦿ **Promotion of key services and facilities**: Full details of the key services and facilities provided by the Travel Plan will be included in the Travel Pack, including:
    - the availability of the personalised journey planning service;
    - the availability of the car club and where to find information about using the service;
    - cycle to work schemes;
    - national cycle to work week; and
    - interest free season ticket loans for employees
- 5.3.17 The Travel Pack also invites those persons wishing to raise specific transport-related matters to discuss them with the TPC for consideration.
- 5.3.18 The Travel Pack will be available in both hard copy and electronically.



## NOTICE BOARDS

- 5.3.19 Notice boards providing travel information to employees within the site will be placed in prominent locations.
- 5.3.20 Maps of the immediate local area will be displayed on the notice boards identifying locations of cycle parking, car club bays and public transport service access points. The notice boards will also be used to inform employees of any new travel initiatives or events organised by the TPC.

## 5.4 ACTION PLAN

- 5.4.1 The programme for the implementation of the Travel Plan measures is set out in **Table 5-2** and sets out tasks, intended implementation dates and responsibilities.

**Table 5-2: Workplace Action Plan**

ACTION	TARGET (VALUES)	TARGET DATE	FUNDING	INDICATOR/MEASURED BY	RESPONSIBILITY
<b>Appointment of TPC / Identification of TPR</b>	N/A	Upon occupation	Occupier	Appointment of TPC	Occupier
<b>Prepare Travel Plan Measures and Travel Pack</b>	N/A	Prior to occupation	Occupier	N/A	STM / TPC
<b>Provision of cycle parking secured through planning</b>	As required for each building	Prior to occupation of relevant building	Developer	Installation of cycle parking and it being made available for employees use	Developer
<b>Availability of broadband access in B1 units</b>	N/A	Prior to first occupation of each workplace	Developer	Availability of broadband access in B1 units	Developer
<b>Availability of a personalised journey planning service</b>	N/A	Upon occupation	Occupier	Availability of a personalised journey planning service	Occupier
<b>Dissemination of the Travel Pack to each workplace</b>	One Travel Pack per employee	At first occupation of each workplace	Occupier	Dissemination of the Travel Pack to each employee	Occupier
<b>Provision and population of Sustainable Travel Information Notice Board</b>	Sustainable Travel Information Notice Board presenting Travel Pack	Upon occupation	Occupier	Provision and population of Information Notice Board	Occupier

