

## Tourism

- 5.54 Local Plan “Policy E1 Economic development” sets out the Council’s overall strategy for Camden’s economy. It recognises the contribution that tourism makes to the character of Camden and the way that is perceived by those living outside the borough, and also the substantial number of jobs it provides. Policy E3 sets out our detailed approach to supporting tourism and providing accommodation for those visiting the borough.

### Policy E3 Tourism

The Council recognises the importance of the visitor economy in Camden and will support tourism development and visitor accommodation.

We will:

- a. expect new, large-scale tourism development and visitor accommodation to be located in Central London, particularly the growth areas of King’s Cross, Euston, Tottenham Court Road and Holborn;
- b. allow smaller-scale visitor accommodation in the town centres of Camden Town, Kilburn, West Hampstead, Kentish Town and Finchley Road/Swiss Cottage;
- c. consider tourism development outside of the areas listed above where it would have a local or specialist focus and would attract limited numbers of visitors from outside the borough;
- d. encourage large-scale tourism development and visitor accommodation to provide training and employ Camden residents;
- e. protect existing visitor accommodation in appropriate locations.

All tourism development and visitor accommodation must:

- f. be easily reached by public transport;
- g. provide any necessary pickup and set down points for private hire cars and coaches and provide taxi ranks and coach parking where necessary;
- h. not harm the balance and mix of uses in the area, local character, residential amenity, services for the local community, the environment or transport systems; and
- i. not lead to the loss of permanent residential accommodation.

### Tourism in Camden

- 5.55 Camden has a wide variety of tourist and cultural attractions, from major institutions, such as the British Museum and British Library; to open spaces like Hampstead Heath and Primrose Hill; shopping destinations like Camden Town’s markets and Covent Garden; venues such as the Roundhouse, Koko and the Forum; Regent’s Canal; and historic places, such as Hampstead and Bloomsbury. These attract high numbers of visitors throughout the year from London, the UK and beyond and contribute greatly to the vibrancy, image and economy of Camden and London as a whole.

- 5.56 Camden also has the second largest number (17,580) of serviced rooms in London, after Westminster (GLA Working Paper 58, Understanding the demand for and supply of visitor accommodation in London to 2036, August 2013). Visitor numbers to London are expected to continue to increase, creating demand for more hotels and other overnight accommodation, particularly in Central London. The London Plan sets a target of achieving 40,000 net additional hotel rooms by 2036 across London. The Working Paper also states that 37% of the expected increase in the number of rooms across Greater London will be met in Westminster, City of London and Camden. This policy aims to maintain and encourage a range of attractions and accommodation in the borough for Camden's visitors.
- 5.57 Visitor accommodation includes hotels, bed and breakfast premises, youth hostels, backpacker accommodation, aparthotels, serviced apartments and most other short-stay accommodation that is intended for occupation for periods of less than 90 days. Please see "Policy H8 Housing for older people, homeless people and vulnerable people" for more information on short stay accommodation for homeless people and other vulnerable people.

#### **Location of tourism developments**

- 5.58 The Council will guide tourism development that is likely to attract large numbers of people to Camden's part of Central London, particularly the growth areas of King's Cross, Euston, Holborn and Tottenham Court Road. The Council will generally consider large-scale developments to be those that provide additional floorspace of 1,000sqm or more. For tourism developments in Fitzrovia please refer to the Fitzrovia Area Action Plan. Tourist attractions may also be acceptable in other parts of the borough if they have a local focus and a limited number of expected visitors. Examples of this type of attraction are the Freud Museum, near Finchley Road, and Keats' House in Hampstead.
- 5.59 We will protect existing visitor accommodation in appropriate locations. Central London, our growth areas and the town centres of Camden Town, Kilburn, West Hampstead, Kentish Town and Finchley Road/Swiss Cottage are considered to be appropriate locations. Other locations may also be appropriate where they are highly accessible by public transport and do not harm amenity, the environment or transport systems.

#### **Access**

- 5.60 Visitor attractions and accommodation can generate significant vehicle movements, particularly by taxi, private hire cars and coach. New tourism developments should therefore be easily reached by public transport and should include set down and pick-up points for any private hire cars and coach visits they are likely to attract. The Council will require the provision of both taxi ranks and coach parking where necessary. Taxi ranks and coach parking are often most appropriately located on street, rather than off the highway. Please refer to London Plan Policy 6.13, which sets minimum requirements for coach parking. The Council will also protect existing coach facilities and taxi ranks in line with London Plan Policy 6.2 and the Mayor's Land for Industry and Transport SPG, in particular SPG16 and SPG17. Where it is not possible to provide for a suitable set down point for coaches, the Council may negotiate planning

obligations with developers to prevent coach access to these sites. Please see our supplementary planning document Camden Planning Guidance on transport for further information.

### **Training and employment**

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Large-scale tourism attractions and visitor accommodation employ a large number of people. New developments will be encouraged to provide training and employ Camden residents in line with “Policy E1 Economic development”.