

# APPENDIX B – FRAMEWORK TRAVEL PLAN

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# 21 Bloomsbury Street

**Framework Travel Plan**

06/10/2022



# DOCUMENT CONTROL ISSUE SHEET


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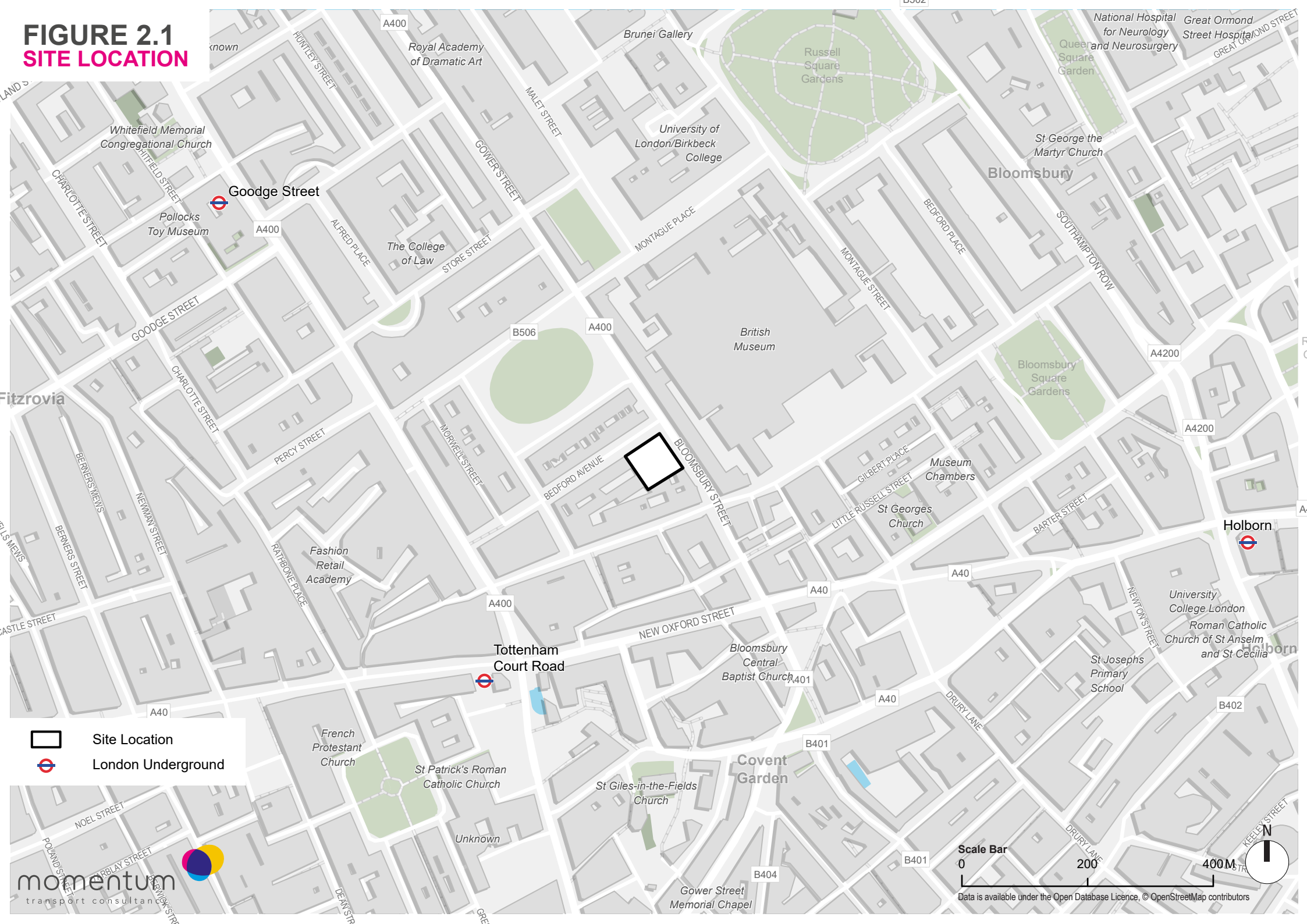
# 1. Introduction



- 1.1 This Framework Travel Plan ('FTP') has been prepared by Momentum Transport Consultancy ('Momentum') on behalf of Capital 38 Limited ('the Applicant') in support of an application for full planning permission for the extension and refurbishment of the existing building at 21 Bloomsbury Street ('the Site'), within the jurisdiction of the London Borough of Camden ('LBC').
- 1.2 Travel Plans are the key management tool for implementing the transport solutions highlighted in the Transport Statement to be submitted and are one of the primary tools for mitigating the transport impacts of a Proposed Development.
- 1.3 The end occupiers of the site are unknown at this stage, so this FTP is a draft Travel Plan. A full FTP is targeted to be developed within 6-months of the (75%) occupation of the Site once it is fully understood how and why people travel to and from the new development Site.
- 1.4 The applicant will manage the FTP and will be responsible for its implementation and further development until a management company or companies are identified.
- 1.5 This FTP has been produced in accordance with the latest Transport for London (TfL) guidance, Travel Planning Guidance (November 2013), and includes objectives aimed at promoting sustainable travel to and from the development.
- 1.6 The Mayor's Transport Strategy (2018) seeks to increase the share of sustainable modes of travel across London's network. The Mayor's Transport Strategy sets out to achieve 80% of travel by public transport or active travel modes (walking and cycling) by the year 2041 .

## 2. The Site

- 2.1 The site is located within the London Borough of Camden at the corner of Bloomsbury Street and Bedford Avenue. The site's location is provided in Figure 2.1.
- 2.2 Bloomsbury Street bounds the site to the east and is part of Camden's Strategic Road Network, along with Tottenham Court Road, located west of the site.
- 2.3 The site currently consists of one building in commercial use, comprising five floors with a basement and a ground floor level totalling 9,841 sqm (GIA). The basement level is used for car and cycle parking and waste collection.

# FIGURE 2.1 SITE LOCATION



-  Site Location
-  London Underground



Scale Bar  
0 200 400M

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## LOCAL AMENITIES

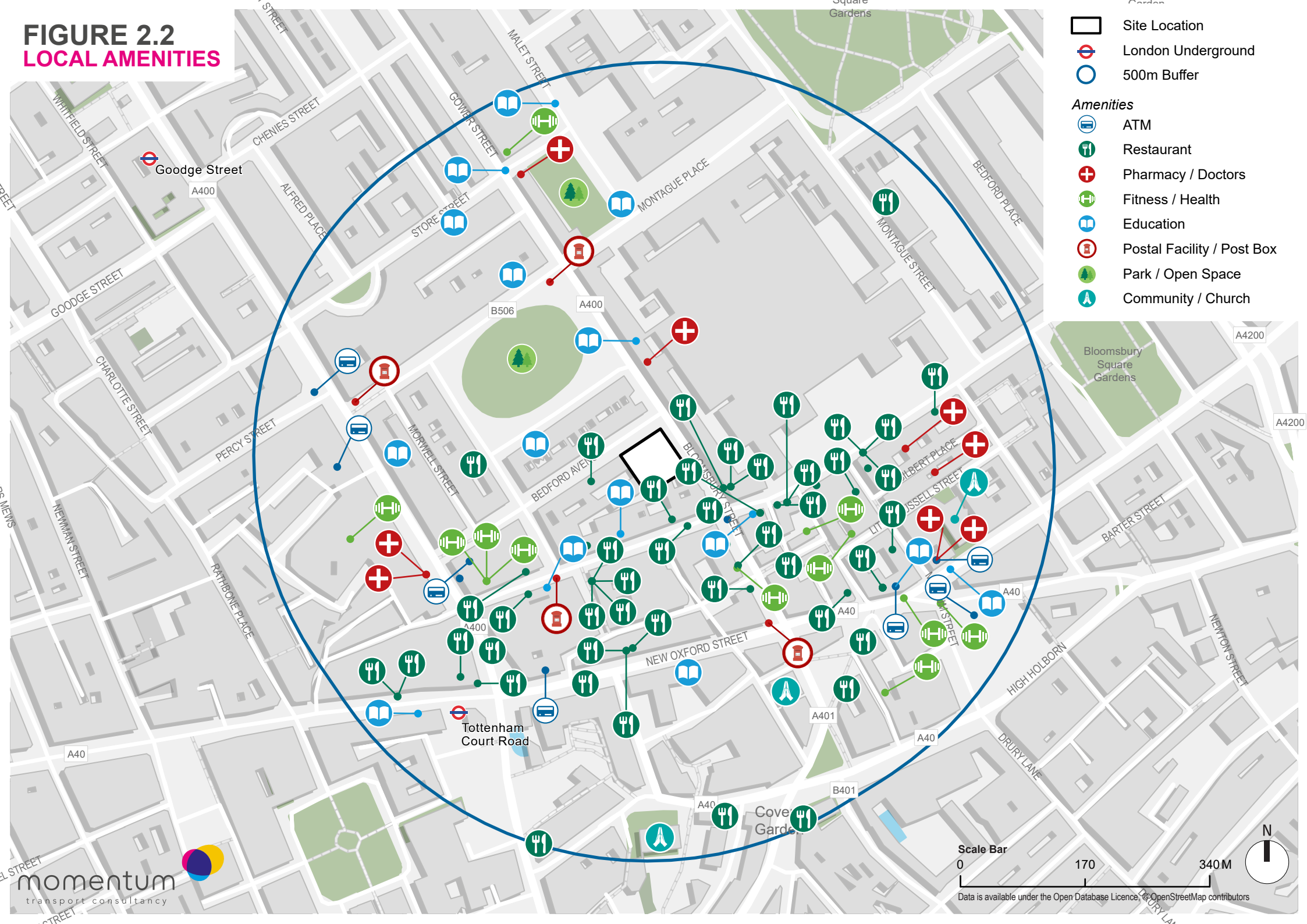
- 2.4 Table 2.1 provides the total number of existing amenities required by BREAAAM (Tra02) within 500 metres walking distance of the site and the nearest location of the given amenity.

*Table 2.1 BREAAAM Amenities Count and Nearest Location*

<b>Amenity Type</b>	<b>Amenity Count within 500m</b>	<b>Nearest Location</b>
Cash point	7	Sainsbury's Bank ATM (290 metres)
Food outlet	45	Sainsbury (290 metres)
Open outdoor space	2	Bedford Square (180 metres)
Leisure facility / gym	11	YMCA club (210 metres)
Postal facility	4	12 Great Russell Street (160 metres)
Community facility	3	Bloomsbury Central Baptist Church (300 metres)
Pharmacy/ GP, or general medical centre	8	The Child and Family Practice (280 metres)
School	15	Ecole Jeannine Manuel (190 metres)

- 2.5 The amenities located within 500m of the site are presented in Figure 2.2.

**FIGURE 2.2**  
**LOCAL AMENITIES**



### 3. Planning Policy & Standards

3.1 This report has been prepared according to the following guidance which is fully summarised in Appendix A of the Transport Statement:

- National Planning Policy Framework (2021)
- Good Practice Guidelines: delivering travel plans through the planning process (2009)
- Equality Act (2010)
- The London Plan (2021)
- The Mayor's Transport Strategy (2018)
- Transport for London Travel Planning Guidance (2013)
- Camden Local Plan (2017)
- Camden Planning Guidance: Transport (2019)
- Fitzrovia Area Action Plan (2014)

## 4. Existing Transport Network

- 4.1 The Transport Statement (TS) details the existing transport infrastructure and public transport services within the vicinity of the site in full. An overview is reproduced below.

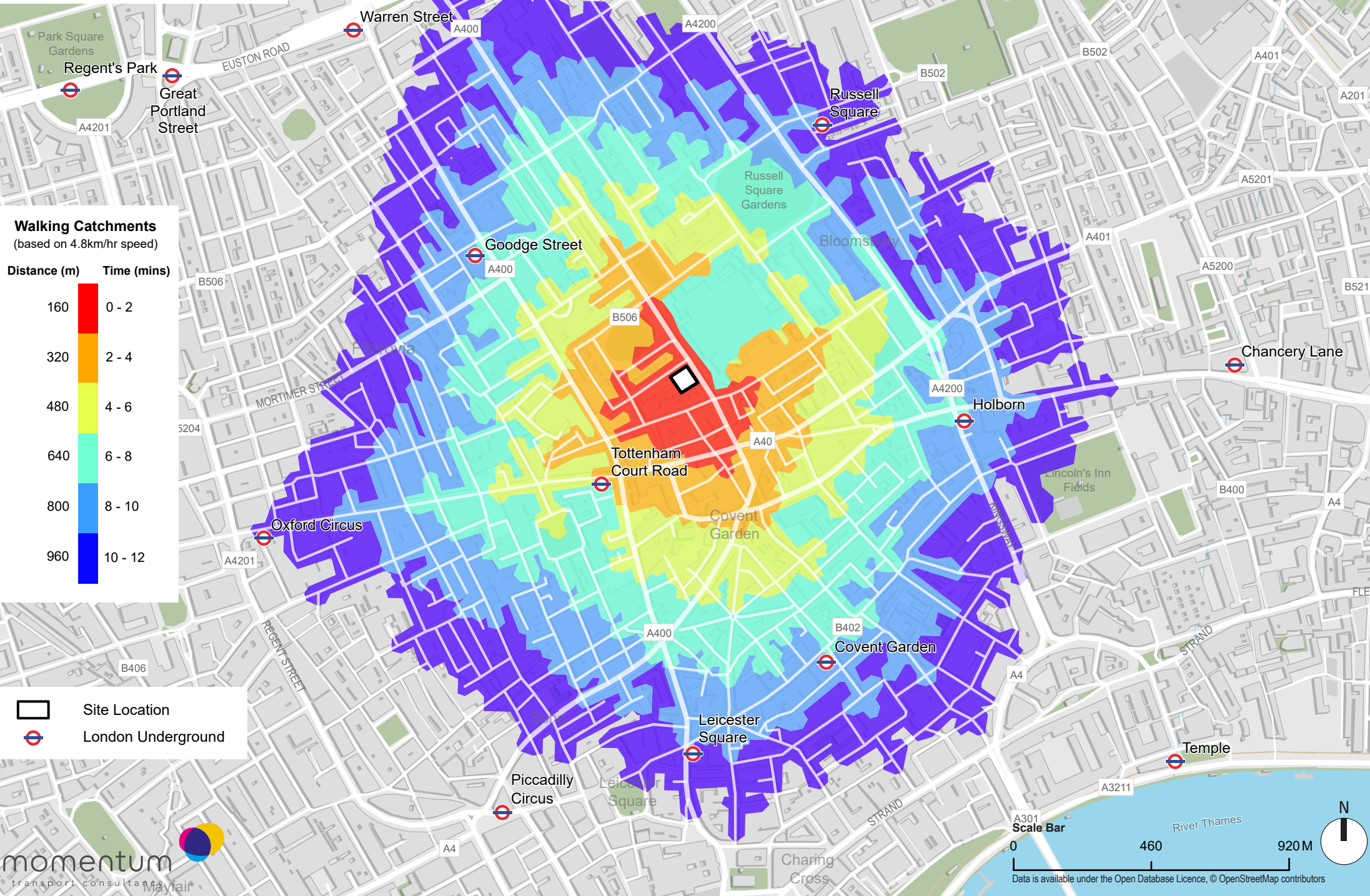
### PTAL ASSESSMENT

- 4.2 The TfL WebCAT Planning Tool has been used to calculate the PTAL for the site. The PTAL is categorised in 6 levels, 1 to 6, where 6b represents a high level of public transport accessibility and 1 a low level of public transport accessibility. The PTAL estimate applies a walking speed of 80m per minute with a maximum walking distance of 640m to bus stops and 960m to rail and Underground stations.
- 4.3 The site benefits from a Public Transport Accessibility Level (PTAL) rating of 6b, which is the highest category possible. Public transport options include 11 bus routes, and the Goodge Street and Tottenham Court Road London Underground stations are less than 10 minutes' walk away. The Elizabeth Line will also connect to Tottenham Court Road Station when completed.

### PEDESTRIAN FACILITIES

- 4.4 There is a good provision for pedestrians in the vicinity of the site, with an established network of lit footways and pedestrian facilities, providing access to nearby bus stops and London Underground stations. The site is bordered by footways, which are provided on both sides of all local roads in the vicinity of the site.
- 4.5 As part of the LB Camden's West End Project, an enhanced junction was provided between Tottenham Court Road and Bedford Avenue, further west from the site. Vehicle access to/from Tottenham Court Road has been removed in place of cycle facilities, including the provision of widened footways.
- 4.6 The pedestrian routes which users of the site currently utilise travelling to / from the site are:
- Bloomsbury Street (to / from the south and north)
  - Adeline Place (to / from the north)
  - Bedford Avenue (to/ from the east and west)
- 4.7 A formal pedestrian crossing is provided south of the site, at the junction between Bloomsbury Street and Great Russel Street. No formalised pedestrian crossings exist on Bedford Avenue and Bloomsbury Street. However, Bedford Avenue is relatively narrow and easy to cross for pedestrians.
- 4.8 The existing pedestrian facilities within the vicinity of the site are considered good, with no connectivity issues to major routes identified.
- 4.9 The site is well situated for accessibility purposes. Dropped curbs are provided at all of the major junctions near to the site making crossing roads easier for users with mobility impairment.
- 4.10 Several areas of tactile paving are also provided which can aid individuals with visual impairments. Tactile paving is provided at the junction between Bedford Avenue and Bloomsbury Street, at the northeast corner of the site, and at the junction between Bedford Avenue and Adeline Place.
- 4.11 Figure 4.1 provides an overview of the walking catchment from the Proposed Development site.

**FIGURE 4.1**  
**WALKING CATCHMENT**



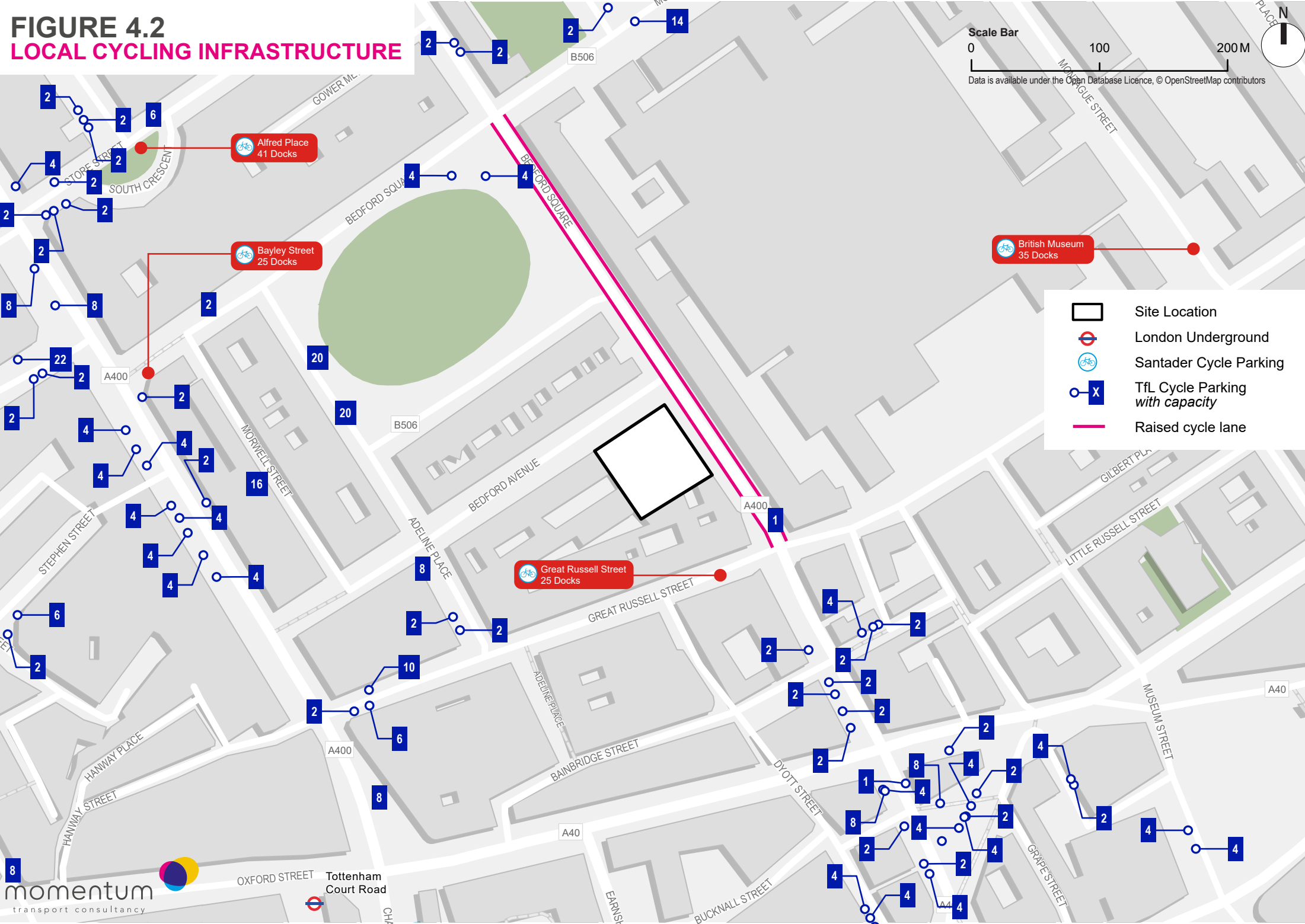
## **CYCLE NETWORK AND FACILITIES**

- 4.12 Cycling is an important mode of travel to and from the existing site, and its importance in Central London is expected to increase due to the long-term impacts of COVID-19 on mobility.
- 4.13 Raised cycle lanes are provided on both sides of Bloomsbury Street as part of the West End Project. This provides cyclists with access from the site to the surrounding highway network in the south.
- 4.14 Short-stay cycle parking in the form of Sheffield Stands is located within the vicinity of the site. There are 12 docks located south of the site on Adeline Place, and 11 on Bloomsbury Street.
- 4.15 There are also 19 Santander Cycle Hire docks provided near the site on Bloomsbury Street. Another 12 docks are provided on Adeline Place and 48 around Bedford Square, within a 5-minute walk of the site. The locations of these stations are shown in Figure 4.2.
- 4.16 LB Camden ran a year-long trial with two dockless electric bike operators Jump and Lime in August 2019. The bikes can be hired through the Jump and Lime apps. The bikes do not need to be picked up or dropped off at specific docking bays, although they must be parked in locations that do not disrupt other cyclists, pedestrians or transport users. No parking zones have been implemented in the borough to cater for the dockless bikes. Other dockless bike operators are currently excluded from LB Camden.
- 4.17 The cycle catchment within a 20-minute cycle is shown in Figure 4.3.

**FIGURE 4.2**  
**LOCAL CYCLING INFRASTRUCTURE**

Scale Bar  
0 100 200 M

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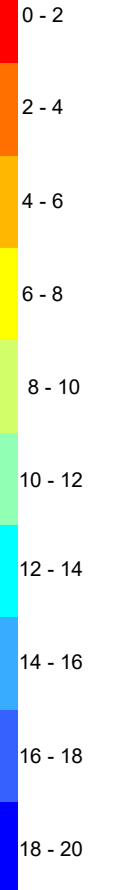


- Site Location
- London Underground
- Santander Cycle Parking
- TfL Cycle Parking with capacity
- Raised cycle lane

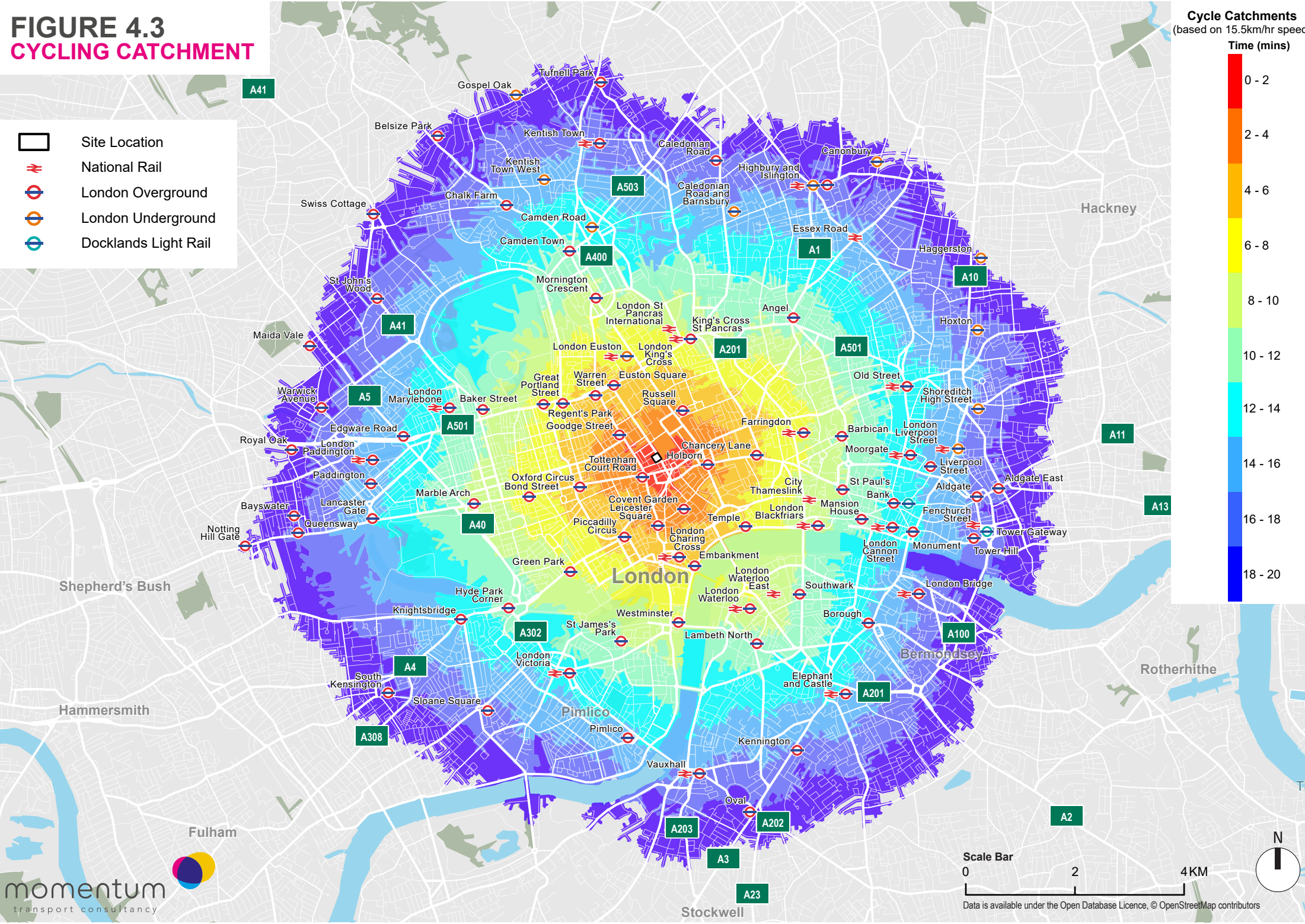
**FIGURE 4.3**  
**CYCLING CATCHMENT**

**Cycle Catchments**  
(based on 15.5km/hr speed)

Time (mins)



- Site Location
- National Rail
- London Overground
- London Underground
- Docklands Light Rail





## **E-SCOOTERS PROVISION**

- 4.18 LB Camden joined the e-scooter trial on September 27, 2021. Three rental e-scooter operators are taking part in the trial, including Lime, Tier and Dott, with their own fleet of e-scooters.
- 4.19 The council designated GPS controlled go-slow zones where e-scooters have a maximum speed of 8mph and no-go zones that automatically prevent access to those areas. At the end of each journey, the e-scooter is required to be left within one of the designated parking bays, distributed across the borough.

## **PUBLIC TRANSPORT ACCESSIBILITY**

- 4.20 The Public Transport Accessibility Level (PTAL) is a measure of the accessibility of a point of interest to the public transport network, considering walk access time and service availability.
- 4.21 PTAL is categorised in 6 levels, 1 to 6, where 6b represents a high level of public transport accessibility and 1 a low level of public transport accessibility. The PTAL estimate applies a walking speed of 80 metres per minute with a maximum walking distance of 640 metres to bus stops and 960 metres to rail and Underground stations.
- 4.22 The TfL WebCAT Planning Tool has been used to calculate the PTAL for the site. The results show that the proposed development site has a PTAL of 6b, equating to a BREEAM accessibility index score over 18, the highest level achievable.
- 4.23 The site is very well served in terms of its accessibility to public transport, facilities and amenities located within a 20-minute walk as shown in Figure 4.4.
- 4.24 Full descriptions of the London Buses and London Underground services that operate in the area are detailed below.

### **London Buses**

- 4.25 TfL states that a maximum walking distance to a bus stop should be 640 metres, which equates to an eight-minute journey time by foot using a walking speed of 80 metres per minute. Table 4.1 details the bus services within the 640 metres catchment of the site.
- 4.26 A total of approximately 164 buses (82 buses in each direction) serves the site during the peak hours.

Table 4.1: Bus Services within Walking Distance of the Proposed Development Site

Bus Stop	Distance From Site	Bus Route	Peak Hour Frequency (vehicles per hour)
Southampton Row Theobalds Road	590m	59	10
		91	9
		68	9
		X68	4
		188	8
		168	9
Bloomsbury New Oxford Street	300m	171	7.5
Bloomsbury Street Shaftesbury Avenue	275m	38	10
		176	8.5
		19	8
Bloomsbury Street	145m	10	4.5
		24	10
		8	10
		134	12
		390	8
		73	18
		29	15
		14	13
New Oxford Street Centre Point	285m	242	6.5
		25	8
		1	8
		55	10
Great Russell Street Museum Street	180m	98	9
<b>TOTAL</b>			<b>215</b>

### National Rail

- 4.27 In accordance with PTAL walk access times, the maximum walk distance to a rail station that is taken into account for calculating the PTAL is up to 960 metres, which equates to a 12-minute journey time by foot. No rail stations are located within 960 metres of the site.

### London Underground

- 4.28 In accordance with PTAL walk access times, the maximum walking distance to a London Underground station that can be included in the PTAL calculation is 960 metres, which equates to a 12-minute journey time by foot. Tottenham Court Road, Godge Street, Holborn and Covent Garden Stations are both within 640m of the site. Leicester Square, Euston Square, and Russel Square Stations are all within 960m of the site.
- 4.29 In total, seven London Underground stations and six London Underground lines are within walking distance from the site. Additionally, the Elizabeth Line will service Tottenham Court Road Station when completed.
- 4.30 Table 4.2 details the peak hour frequencies for the closest of these stations. A total of 88 London Underground services are currently provided during the AM and PM peak hours in both

directions at nearby stations (note that the total number excludes counting of the same service that stops at two of the nearby stations).

Table 4.2: Underground Services Within Walking Distance of the Proposed Development Site

Station	Distance from Site	Services	AM and PM Peak Hour Frequencies (two-ways)
Tottenham Court Road	250m	Northern (Charing Cross branch)	28
		Central	32
Goodge Street	500m	Northern (Charing Cross branch)	28
Holborn	600m	Piccadilly	28
		Central	32
Russell Square	600m	Piccadilly	28
Covent Garden	650m	Piccadilly	28
Leicester Square	750m	Piccadilly	28
		Northern (Charing Cross Branch)	28
<b>TOTAL</b>			<b>88*</b>

\* Does not include double counting of services which stop at two stations.

### Local Highway Network

4.31 The site is within the Congestion Charge & Ultra Low Emission Zone (ULEZ). The key roads forming the highway network in the vicinity of the site are:

- Tottenham Court Road to the west
- Bloomsbury Street to the east
- Bedford Avenue to the North

#### Tottenham Court Road

4.32 Tottenham Court Road routes along the western border of the site. It is a key route in and out of the centre of London, contiguous with Charing Cross Road to the south and Hampstead Road to the north.

4.33 As part of the West End Project, Tottenham Court Road became a two-way highway with one lane in each direction. While the northbound lane is open for all vehicles, the southbound lane is open for buses and cyclists.

4.34 Vehicles are not permitted to turn right from Tottenham Court Road on to Bedford Avenue at the junction west of the site.

#### Bloomsbury Street

4.35 Bloomsbury Street operates with one lane in each direction and connects to Shaftesbury Avenue in the south and Bedford Square in the north.

4.36 Vehicular access to the site, especially for delivery and servicing vehicles, will be via Bloomsbury Street.

#### Bedford Avenue

4.37 Bedford Avenue connects to Tottenham Court Road in the west and Bloomsbury Street in the east. It operates with one lane in each direction and car parking is provided on both sides of the carriageway.

### **Car Parking**

- 4.38 Two paid for parking spaces are provided on Bedford Avenue approximately 50m from the Proposed Development. One disabled parking is provided on Bedford Avenue across the street, 20 metres from the site's entrance.
- 4.39 The estimated number of parking spaces on the local streets is as follows:
- Morwell Street: 9 paid-for parking spaces, 2 permit-holder only parking spaces, 2 Blue Badge disabled parking spaces
  - Bayley Street: 2 permit-holder only parking spaces,
  - Bedford Square (eastbound): 15 paid-for parking spaces
  - Bedford Square (westbound): 8 paid-for parking spaces, 9 permit-holder only parking spaces
  - Adeline Place: 8 permit-holder only parking spaces
- 4.40 The nearest off-street car park is the Tottenham Court Road Car Park located on Great Russell Street. The facility has a total of 140 paid-for parking spaces.

### **Taxi Ranks**

- 4.41 There are no formal taxi drop-off areas adjacent to the site on Bedford Avenue and Bloomsbury Street.
- 4.42 Two taxi bays are located adjacent on Great Russell Street, adjacent to The Cheshire hotel, approximately 190m south of the site.




















### **Car Clubs**

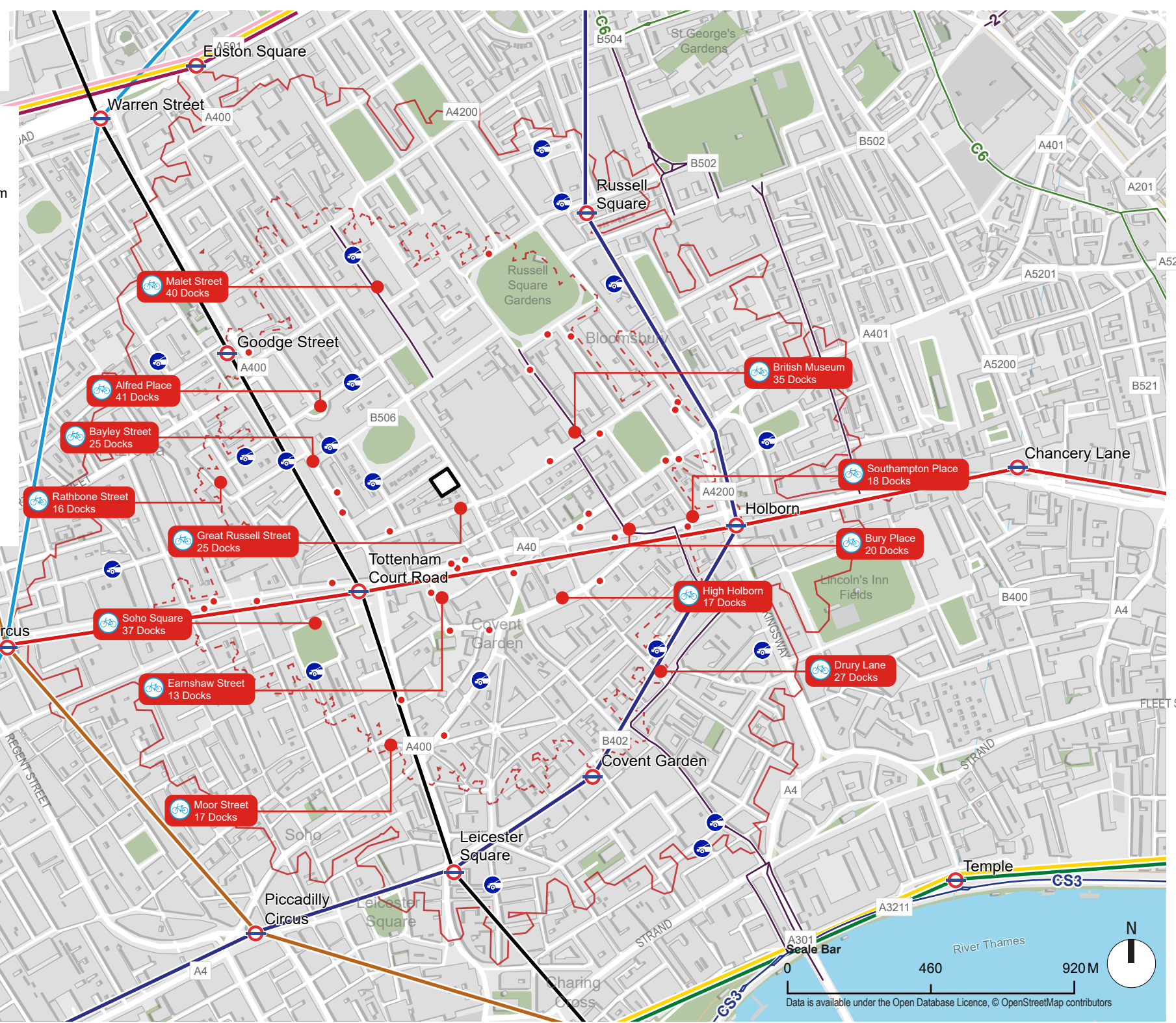
- 4.43 During the preparation of this TA, there were 17 car club locations within a 10-minute walk of the site. These locations provide a total of 25 car club spaces. The street names and number of spaces of each car club location are as follows:
- Bayley Street – 2 spaces
  - Percy Street – 1 space
  - Bedford Square – 2 spaces
  - Windmill Street – 1 space
  - Store Street – 2 spaces
  - Malet Street – 2 spaces
  - Shaftesbury Avenue – 1 space
  - Soho Square – 1 space
  - Great Queen Street – 1 space
  - Red Lion Square – 2 spaces
  - Coram Street – 2 spaces
  - Charlotte Street – 1 space
  - Eastcastle Street – 1 space
  - St Martins Ln – 1 space
  - Wellington Street – 2 spaces
  - Burleigh Street – 1 space
  - Keeley Street – 2 spaces

### **Motorcycle Parking**

- 4.44 There are 3 motorcycle parking bays located on Bedford Avenue.

**FIGURE 4.4**  
**PUBLIC TRANSPORT**

-  Site Location
-  London Underground
-  Bus Stop within 640m
-  Santander Cycle Dock within 640m
-  Car Club within 960m
-  640m Walking Catchment
-  960m Walking Catchment
-  Cycle Superhighway
-  London Quietway
-  Cycleway
- London Underground**
-  Bakerloo
-  Central
-  Circle
-  District
-  Hammersmith City
-  Metropolitan
-  Northern
-  Piccadilly
-  Victoria



## 5. Development Proposals

5.1 The Proposed Development seeks the refurbishment and extension of the existing building to deliver high quality office space.

5.2 The planning description of the proposed development is included below:

*“Alterations to existing building comprising: rear extension with new pocket terraces at second to sixth floors; creation of office space within existing sixth floor roof with new dormers and plant enclosure; new roof terrace and pavilion with sedum roof; replacement of windows; alterations to entrances; replacement of faux chimney stacks and associated works.”*

5.3 Table 5.1 below details the proposed land uses and floor areas of the proposed development.

*Table 5.1: Proposed Land Uses and Floor Areas*

Land Use	GEA (sqm)	GIA (sqm)	NIA (sqm)
Class E Office	12,103	11,181	7,897

5.4 The total proposed area takes account of the of the partial atrium infill of 531m<sup>2</sup> (GIA) as permitted by Certificate of Lawfulness (reference: 2022/0189/P).

5.5 The Proposed Development will be car free, but one Blue Badge parking space is currently provided on Bedford Avenue, 20 metres from the entrance opposite the Site.

### CYCLE PARKING

5.6 Long stay cycle parking will be provided in line with the requirements of the London Plan (2021). Table 5.2 presents the long stay and short stay cycle parking required to comply with the London Plan (2021). This also complies with the BREEAM and BCO requirements for long-stay cycle parking.

*Table 5.2: Cycle Requirements*

Land Use	Long Stay	Short Stay
Class E Office	162	12

5.7 It is proposed to provide the 162 long stay spaces within the building. Locations currently considered to accommodate the parking spaces include the basement floor and the ground floor level.

5.8 Long stay spaces will include a provision of folding bicycle lockers which is considered suitable for this site given its position within the Central Activity Zone, as set out in guidance within the London Plan (2021).

5.9 12 short stay spaces will be provided on the footway bordering 21 Bloomsbury Street, provided that enough circulation space can be retained for pedestrians.

### CYCLE FACILITIES

5.10 Showers and lockers will be provided in line with the requirements of the London Plan (2021). Table 5.3 presents the provision for lockers and showers, which exceeds the London Plan (2021) requirements. One accessible shower will be provided.

*Table 5.3: Cycle facilities*

<b>Land Use</b>	<b>Showers</b>	<b>Lockers</b>
Class E Office	17	112

5.11 Additional drying lockers will also be provided on site in the lower ground cycle store, these will comply with BREEAM regulations and standards.

5.12 To assist cyclists move along the cycle access ramp, the installation a motorised cycle wheel gully aid will be considered by the applicant if feasible.

## 6. Objectives and Targets

- 6.1 This section of the report sets out the objectives and targets of the FTP based on a review of regional and local policies, and the estimated trip generation for the Proposed Development.
- 6.2 The targets proposed as part of the draft FTP relate to information provided in the TA. The targets are specific, measurable, attainable, realistic and time-bound, and link directly to the objectives of this draft FTP.

### **OBJECTIVES**

- 6.3 The principal objective of the FTP is to facilitate sustainable travel to and from the proposed development at 21 Bloomsbury Street.
- 6.4 To achieve the principal objective, the following elements have been considered:
- Site accessibility (this includes for all groups of people including those with mobility impairments);
  - Use of sustainable transport modes (walking and cycling);
  - Creating awareness of the FTP with the tenants and other users;
  - Influence the travel behaviour of visitors; and
  - Improve the health of staff and minimise the development's impacts on the environment.
- 6.5 These objectives support the principles of a wider Travel Plan (TP) policy.



## 7. Targets

- 7.1 Upon 75% occupation by tenants, a comprehensive TRICS compliant site user travel and freight survey will be undertaken. These surveys will allow a better understanding of the specific travel characteristics of staff and visitors.
- 7.2 A full FTP is targeted to be developed within 6-months of the (75%) occupation of the site once it is fully understood how and why people travel to and from the new development site. TfL's iTrace tool will be used when developing the full TP to ensure it complies with TfL best practice guidance and ensure its compliance when conducting surveys. iTrace assists in monitoring and reporting on the performance of sustainable travel and smarter choices initiatives at workplaces, schools and residential travel plan sites.
- 7.3 The FTP provides initial site-specific targets to start with and site-specific targets which will be developed upon occupation and the completion of site audits and TRICS-compliant site user travel and freight surveys. The targets are relating to:
  - Specific percentage increase in walking and cycling;
  - Increase in public transport usage; and
  - Ensure that all occupants are aware of the TP and its objectives by a specific period (e.g., within 6 months of TP approval).

## 8. Mode Share Targets

- 8.1 As determined by TfL Travel Planning Guidance (2013) mode share targets are set at 1<sup>st</sup>, 3<sup>rd</sup>, and 5<sup>th</sup> years as seen below in Table 8.2.

### EXISTING MODE SHARE

- 8.2 Mode split assumptions for the office workers, residents and retail visitors using the existing site have been obtained for LB Camden from Census Travel to Work (2011) datasets; the categories 'working mainly from home' and 'other' were removed.
- 8.3 The mode share for driving is amended to reflect the fact that PTAL rating for the site is very high and the provision for car parking spaces is small.

Table 8.1: Mode Split Using the Existing Site

Method of Travel	Total Trips (LB Camden)	Mode Share % (2011 Census)	Final Mode Share % (Driving Trips Reduced)
Underground, metro, light rail, tram	37,305	37.7%	40%
Crossrail	7,089	7.2%	8%
Train	16,076	16.3%	17%
Bus, minibus or coach	770	0.8%	1%
Taxi	1,237	1.3%	1%
Motorcycle, scooter or moped	10,904	11%	5%
Driving a car or van	793	0.8%	1%
Passenger in a car or van	7,072	7.2%	8%
Bicycle	17,641	17.8%	19%
On foot	<b>98,887</b>	<b>100%</b>	<b>100%</b>
<b>Total</b>	37,305	37.7%	40%

### MODE SHARE TARGETS

- 8.4 Interim targets for the office staff have been identified for the 3<sup>rd</sup> and 5<sup>th</sup> year, as shown in Table 8.2. The 6-month travel surveys will set out the baseline data.

Table 8.2: Proposed and Target Mode Share for Staff

Mode of Transport	Proposed Mode Share	1 <sup>st</sup> Year Target	3 <sup>rd</sup> Year Target	5 <sup>th</sup> Year Target
Underground/Overground/DLR	39%	38%	37.5%	36%
Crossrail	10%	10%	10%	10%
Train	7%	6.5%	6.0%	5.0%
Bus	17%	16.5%	16.0%	15%
Taxi	1%	0.5%	0.5%	0%
Motorcycle	1%	0.5%	0%	0%
Car	0%	0%	0%	0%
Car Passenger	0%	0%	0%	0%
Bicycle	7%	8.5%	9.5%	11.5%
On Foot	18%	19.5%	20.5%	22.5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

- 8.5 Targets will be reviewed once the baseline data has been established. Separate targets can be identified for staff and visitors to encourage sustainable modes such as walking and cycling. The baseline data will provide a better understanding of what is achievable and what modal share targets should be set.
- 8.6 The impacts of COVID-19 on mobility are expected to result in both temporary and permanent improvements to the cycle and pedestrian infrastructure throughout London, to mitigate an increase in car use as the capacity of public transport services are reduced for social-distancing purposes. This disruption to mobility has the potential to affect the long-term behaviour and choices of transport users. An increase share for active transport modes (cycling and walking) in this TP is targeted for each year, with increases targeted particularly in the first year to reflect the potential infrastructure and attitudinal changes in the immediate aftermath of the COVID-19 pandemic.
- 8.7 The target mode share for public transport modes (train / Crossrail / underground / bus) are proposed to reduce over the 5-year period as active transport mode share targets increase.
- 8.8 Taxis and motorcyclists exhibit a minor proportion of the mode share as the site is car free. It is proposed that both modes are decreased marginally by the end of the five-year target period.
- 8.9 Due to the location in Central London, the mode share for car is set at 0%. This is in line with the Mayoral target to achieve 80% of trips by public transport or active travel by 2041 for London as a whole, and 95% for trips within Central London, with 100% of trips targeted to be used by public transport or active travel within the 5<sup>th</sup> year of occupation.

## 9. Travel Plan Management

- 9.1 The effective management of the TP with clearly defined roles, responsibilities and targets is central to achieving the TP objectives.
- 9.2 This section explains how the TP will be taken forward once it has been implemented.

### **DELIVERY AND TRAVEL PLAN MANAGEMENT**

- 9.3 The applicant will identify a management company, potentially the company which will have responsibility for the facilities management within the development, to manage the TP for 21 Bloomsbury Street. The management company will be responsible for the implementation and further development of the TP.
- 9.4 The applicant is responsible for the TP at this stage and will appoint a Travel Plan Coordinator (TPC) once the tenants occupy the site. The TPC may or may not be from the management company. Occupants will be consulted before appointing the TPC. The management company will work with the TPC appointed and the TPC will be responsible for implementing specific measures.
- 9.5 The TPC's responsibilities will include:
- Achieving commitment and support from the occupants;
  - Setting up a forum to facilitate periodical internal meetings and knowledge sharing between Management Company and occupants;
  - Create awareness of the TP and its specific measures;
  - Provide advice on transport-related subjects to occupants and visitors;
  - Liaising with the occupiers on-site and others outside (e.g., stakeholders, boroughs, TfL, public transport operators) wherever necessary;
  - Coordinating the data collection and monitoring the FTP programme; and
  - Presenting a business case to secure a budget for developing the TP and ensuring its efficient use.

### **TRAVEL PLAN AWARENESS**

- 9.6 The success of the TP is dependent on the occupant's awareness through promotion and advertisement which will be developed by the management company in conjunction with the future occupiers. Various forms of suitable communication will be used to advise and inform visitors about the travel options and other facilities.
- 9.7 The Action Plan provides more details of the specific measures that are to be pursued in relation to encouraging more sustainable travel patterns such as greater use of cycling, walking, public transport, car sharing and the use of other non-single occupant modes of travel.

### **VISITOR TRAVEL**

- 9.8 The TP aims to encourage the journeys to be made by sustainable modes of transport. Visitors to the site will be provided with information (notices and information on the invitations) on how to reach the site by all modes so that they can make an informed decision. This guidance will highlight the commitment to sustainable transport modes.

## 10. Measures to Support the Travel Plan

### DESIGN OF THE PROPOSED DEVELOPMENT

- 10.1 Due to the following features of the development, travel to the site by means other than car use is expected to be the norm. The location of the site, the proximity of nearby public transport connections, the low levels of on-site car parking, and the provision of on-site cycle facilities will encourage sustainable modes of transport to be chosen.
- 10.2 The site has an excellent Public Transport Accessibility Level (Level 6b), due to the excellent connections between the site and the surrounding area.
- 10.3 The amount of on-site long-stay cycle parking proposed meets the requirements of the London Plan (2021) and BREEAM standards.

### MEASURES

- 10.4 This section details the measures that will be introduced by the management company / TPC to the tenants. This is to encourage tenants to implement sustainable transport modes and reduce car use. Table 10.1 sets out the action plan, benefits of the various measures offered and the timescale for their implementation. Implementation will be phased depending on the level of occupation.

#### Information Provision

- 10.5 The following information will be provided to employees and visitors where applicable:
- Details of the purpose and objectives of the site TP;
  - The contact details of the relevant TPC;
  - The relevant bus network diagram from TfL;
  - A leaflet from TfL promoting the use of Oyster cards and / or contactless payments;
  - Any other information relevant to employee travel including company policies related to allowances and public transit operators and cycle stores (where applicable);
  - Public transport information including bus timetables. TfL Journey Planner and National Rail phone numbers and web addresses; and
  - Cycle information including the location of cycle facilities and nearest safe cycle routes.
- 10.6 Visitor information for land uses requiring a booking which generates a confirmation e-mail, which will include travel information and details of the availability of cycle parking.
- 10.7 Other means of providing information on travel options will be communicated using the following means:
- Notice boards;
  - Staff newsletters;
  - Screens; and
  - Company intranet sites where available

### **Active Travel Incentives**

- 10.8 Information would be provided to the tenants / occupiers on safe walking and cycling routes to key off-Site destinations, including public transport links. The information would be made available through the internet (where appropriate) and at key locations on site.
- 10.9 Key schemes such as the 'cycle to work scheme' will be discussed and encouraged with individual tenants to help achieve the targeted modal shift. Moreover, the provision of secure cycle parking with storage and changing facilities are also expected to be provided as part of the development with access to these facilities to be made available to all tenants.
- 10.10 The occupier could also offer incentives such as covering shared mobility subscriptions (car-sharing and ride-hailing platforms, etc). This opportunity to cut costs on a monthly basis can be crucial in shaping how employees approach their commute.
- 10.11 Another policy is to offer discounts on the purchase of wearable fitness trackers, adding an element of social support in the transition to a more active and healthy way of travelling. Employees could earn points for completing a certain number of steps each week or achieving personal fitness goals. They could exchange the points for incentives, such as corporate merchandise, a gym membership, gift cards to local attractions or a cash donation to a charity.
- 10.12 It is considered that due to the quality of the current public transport and active travel infrastructures, as detailed in Section 4, the below measures listed in the BREEAM guidance are not required:
- Provision of suitable taxi drop-off/waiting areas
  - Improved lighting, landscaping and shelter to make pedestrian and public transport waiting areas pleasant
  - Negotiating improved bus services
- 10.13 Additional information about the TP actions are found in Table 10.1.

Table 10.1 Descriptions of Travel Plan Actions

<b>Actions</b>	<b>Description</b>	<b>Measures</b>	<b>Benefit(s)</b>	<b>Timescale</b>	<b>Responsibility</b>
<b>Adoption of TP</b>	Acceptance of the TP ensures it will be a living document	Encourage the tenant to adopt the TP	Adoption of the TP ensures future commitment to the development and implementation	Upon occupancy	Applicant
<b>Travel Plan Coordinator</b>	A TPC will be responsible for managing the on-going development, delivery and promotion of the TP	Work with the tenants to identify a TPC for the Site	This will ensure that the TP is taken forward and results are delivered	Upon occupancy	Applicant
<b>Establish the Tenant's Forum</b>	The Forum will enable the discussion of sitewide issues and the exchange of TP process / information between the tenant and the management company	Work with the tenants of the development to sign up and attend quarterly meetings	This will ensure that site-wide issues are addressed and that the results are delivered	Upon occupancy	TPC
<b>Feedback to the tenant</b>	Promote the TP and achievements made through the Tenants Forum	Feedback to tenant on progress against issues	This feedback will keep the tenant involved and aware of the TP	Upon occupancy	TPC
<b>Site and TP Information</b>	Provide information about the Site and the TP	Provide information such as access arrangements, walking, cycling, PT and maps, website links, and real-time journey information	This will provide staff and visitors with a high level of information to choose their travel options. Catchment maps will show the proximity of the local	Before occupation and on-going	TPC

		through fliers and notices	facilities, amenities and employment		
<b>Discourage visitors from making private car trips</b>	In order to discourage private car trips to the site, the tenant's website will contain detailed information on how visitors can access the site through sustainable means.	Information on the tenant's website which lists London Underground, Bus, Overground, rail and cycle facilities in the surrounding area	Reduce the likelihood of visitors arriving on site by private car. Discourage the use of taxis and private hire vehicles	Upon occupancy	TPC
<b>Cycle parking</b>	Provide secure cycle parking, storage and changing facilities	Provide cycle parking spaces as detailed in the TA and agree to monitor demand and usage	Provision of secure cycle parking will encourage tenants and their visitors to use bicycles as a mode of travel	This will be implemented when the site is complete	Applicant
<b>Pedestrian facilities</b>	Good pedestrian access and permeability	Develop good pedestrian networks within the site and create links with the wider area	The development will encourage employees to walk and provide a pleasant environment	Construction through to occupancy	Applicant



## 11. Monitoring and Review

### TRAVEL SURVEYS

- 11.1 The monitoring of the site TP will be the responsibility of the TPC who will implement a programme to survey travel patterns and evaluate the success of the plan.
- 11.2 Travel Plans are normally monitored on a five-year cycle, and comprehensive TRICS surveys are not necessary on an annual basis after the initial baseline survey. Therefore, TRICS surveys will be carried out at 21 Bloomsbury Street on the first, third and fifth anniversary of the initial baseline travel survey.
- 11.3 These surveys will monitor whenever the mode share targets are met by each land use set out in this document and provide the basis on which any necessary modifications can be made if the site TP targets are not being achieved.
- 11.4 It is proposed that this monitoring will be an ongoing process throughout the lifecycle of the development.
- 11.5 The surveys will follow TfL guidance to ensure their compatibility with iTRACE (the Travel Plan project management tool used by London Boroughs). The TPC will be responsible for populating the iTRACE database.
- 11.6 A standard questionnaire which will need to be adapted to suit the site will usually ask for the following information:
  - Time in and out of the site;
  - Origin and destination postcodes (full if known);
  - Main mode used to access the site – form of travel used for the greatest amount of time;
  - Final mode used to access the site – the last form of travel used before arriving at the site;
  - Time to walk to the site (if applicable);
  - First mode used to leave the site – the first form of travel used when leaving the site;
  - Main mode used to leave the site – form of travel used for the greatest amount of time;
  - Car parking location (if applicable); and
  - If a visitor has a disability affecting their travel to work.
- 11.7 The surveys will be commissioned by the TPC and will be undertaken by an independent fieldwork provider (IPF).
- 11.8 The TPC will be responsible for notifying LB Camden in writing when surveys are going to be undertaken with the name of the IFP who will be carrying out the survey and data analysis work.
- 11.9 The TPC will also monitor the uptake of Blue Badge parking demand to ensure that sufficient facilities are in place to cater for demand.
- 11.10 Additional monitoring of the following is also useful to judge whether the implementation or proportion of certain measures needs to be modified. These factors should be monitored on a regular basis by the TPC which include:
  - Monitoring the level of usage of cycle parking;

- Monitoring demand for additional cycle parking facilities; and
- Recording comments received from employees relating to the operation and effect of the TP.

## **REPORTING**

11.11 Monitoring reports will be submitted to LB Camden by the TPC after monitoring surveys. The monitoring reports will consider any results from the latest surveys. In the alternate years when surveys have not been undertaken, the TPC will submit a report to LB Camden to outline the progress the site has made towards the implementation of measures set out in the TP / previous monitoring report. It will also include any relevant information from the commercial tenants.

11.12 There will be several different surveys that will be conducted for staff and visitors (separately since not all will apply to each land-use). These include:

- Blue Badge Parking Survey
- Travel Survey
- Pedestrian Surveys

11.13 Additional monitoring of the following will be used to assess whether the implementation of certain measures needs to be modified. The following factors will be monitored on a regular basis:

- The level of usage of cycle stands;
- Demand for additional cycle parking facilities; and
- Comments received from employees and visitors relating to the operation and effects of the site TP.

11.14 Information gathered through the monitoring process will be recorded for input to the annual review (outline below). This information will be made available to LB Camden and TfL.

## **REVIEW**

11.15 The site TP will be reviewed on an ongoing basis and updated on an annual basis within two months of completing the monitoring surveys. It is anticipated that feedback made by LB Camden on the Monitoring Reports will be used in the review process.

11.16 The review (and subsequent targets) will be discussed. If the targets are not being met, then measures will be discussed with LB Camden as to how to ensure the targets can be achieved.

## **SUMMARY**

11.17 The Applicant will work with the tenants to identify a TPC to ensure the future development of the TP.

11.18 The management company will oversee the monitoring and review of the TP to ensure the document reflects the changing requirements of the site and is up to date with travel planning options available.

11.19 The applicant will ensure suitable funding, through agreement between the management company and the tenants, for how the TP is delivered and the on-going monitoring and review.

11.20 Table 11.1 provides the plans and timescales for the monitoring and review of the TP.

Table 11.1 Framework Travel Plan Timescales

Action	Timescale
Baseline travel surveys (TRICS / iTRACE)	Within 6 months of occupancy
Future travel surveys (TRICS / iTRACE)	3 <sup>rd</sup> and 5 <sup>th</sup> year
21 Bloomsbury Street Tenant Forum Meetings	Quarterly
Feedback to the management company	Quarterly
Comprehensive and strategic review of all aspects of the TP	6 months, 3 <sup>rd</sup> and 5 <sup>th</sup> year

## 12. Conclusion

- 12.1 This document is an appendix to the TA to set out the aims and objectives of the TP, which accompanies the 21 Bloomsbury Street planning application.
- 12.2 TPs are tools to minimise vehicle trips to a prospective development by setting out an effective framework encouraging public and active transport usage. This works in line with the Mayor's aims of promoting these transport methods and it is highly important that tenants support and implement the FTP as an overarching strategy for the site.
- 12.3 This TP sets out an initial framework of the key actions which will be taken to achieve the mode share targets which have been set for the development. These will support the Mayoral target to 80% of trips by public transport or active travel by 2041 within Central London, with 100% of trips targeted to be by public transport or active travel in the 5<sup>th</sup> year of occupation.
- 12.4 Travel surveys will be carried out to assess the travel patterns of different user groups within the development. The results of these surveys will be used to assess the efficiency of the FTP and determine whether changes should be made.