



**TOWN AND COUNTRY PLANNING ACT 1990**

**EXTENSION TO EXISTING FIFTH FLOOR TO  
PROVIDE 11 ADDITIONAL ROOMS**

**HOLIDAY INN LONDON CAMDEN LOCK  
30 JAMESTOWN ROAD  
LONDON NW1 7BY**

**TRANSPORT STATEMENT**

**NOVEMBER 2022**

## **Introduction**

1. This Transport Statement has been prepared to accompany a full planning application to extend the existing fifth floor to provide 11 additional rooms at the Holiday Inn London Camden Lock, 30 Jamestown Road, London NW1 7BY. The application is submitted on behalf of 4C Group Ltd, the landowners.
2. Appendix A to the Council's Transport CPG sets out relevant thresholds for the preparation of transport information in support of different types and sizes of proposals. The proposed development is well below the threshold of 50 or more additional hotel bedrooms or 1000m<sup>2</sup> which requires a full transport assessment. It is also below the floorspace threshold of 200m<sup>2</sup> requiring a transport statement but is marginally above the threshold of 10 additional bedrooms.
3. This Statement therefore provides an assessment on transport impacts of the additional 11 rooms. The proposals are small scale. They represent only a 3% increase in overall floor area and an 8% increase in the number of bedrooms. The level of detail provided is considered appropriate given the small scale and additional nature of the development.

## **Description of Development**

4. The property comprises the Holiday Inn London Camden Lock which provides hotel accommodation comprising 130 bedrooms together with a restaurant and bar, fitness centre, meeting and conference rooms and business/IT hub. The proposal seeks to enlarge the existing fifth floor and reconfigure the floor layout to provide additional 11 rooms. The existing building has a large rectangular lightwell on the western side adjacent to No. 32 Jamestown Road. The lightwell extends from the fifth floor down to the second floor. The proposal includes the demolition of part of the first floor to extend the lightwell down to the roof of the ground floor and insert a rooflight to provide additional natural light to that floor. The proposal also includes the reprovion of the existing internal and external plant from the existing fifth floor to the roof.
5. The hotel has identified a consistent demand for additional rooms. The hotel is regularly full and benefits from above average occupancy rates which is all

indicative of a strong unmet demand. Guests who cannot be accommodated are having to travel into and out of the area because they cannot find suitable local accommodation. The additional 11 rooms will contribute to the local visitor economy and added visitor expenditure in the local area.

6. The hotel caters for both leisure and business visitors. The hotel includes a business centre and meeting and conference rooms. It therefore supports local businesses and provides a suitable venue for business related events, conferences etc. as well as meeting the needs of business visitors.
7. The proposal would continue to support and maintain the existing 45 FTE staff working in the hotel. The applicants have identified a need for two additional FTE workers (housekeeping staff) to serve the additional 11 rooms. No other additional staff would be required.

#### **Town centre policies**

8. The site lies within the Camden Town Centre boundary. Policy TC2 states that the Council will promote successful and vibrant centres throughout the Borough to serve the needs of residents, workers and visitors. The site lies within a predominantly commercial area which includes retail, pubs, restaurants and other visitor attractions.
9. Local Plan Policy E3 (Tourism) recognises the importance of the visitor economy in Camden and seeks to support tourism development and visitor accommodation. Specifically it supports smaller scale accommodation visitor in town centres including Camden Town. The sub-text to the policy notes that the Council will generally consider large-scale developments to be those that provide additional floorspace of 1000 m<sup>2</sup> or more. The proposals are well below this threshold. The policy also requires new tourism development to be easily reached by public transport and provide necessary pick up and set down points. I address each of these points later in this statement.
10. National policy at paragraph 86 of the Framework states that planning policies and decisions should support the role that town centres play at the heart of local communities by taking a positive approach to their growth, management and adaptation. Main town centre uses including tourism development such as

hotels should be directed to town centres which are the most sustainable locations that limit the need to travel and offer a genuine choice of transport modes.

11. The proposal accords with London Plan Policy SD6 (Town centres and high streets) sub policy G which states that tourism infrastructure such as hotels in town centre locations should be enhanced and promoted. It also accords with London Plan Policy E10 (Visitor infrastructure) which states that London's visitor economy and associated employment should be strengthened by enhancing and extending its attractions, visitor experience and supporting infrastructure in locations well connected by public transport, taking into account the needs of business as well as leisure visitors.

#### **Accessibility assessment**

12. Local Plan Policy T1 promotes sustainable transport by prioritising walking, cycling and public transport in the Borough. As noted above, Policy E3 supports tourism development, provided that visitor accommodation is easily reached by public transport.
13. The site is in a highly sustainable urban centre location. The site lies within an area with excellent public transport accessibility (PTAL rating of 6a) which means it is easily accessible by public transport and therefore accords with policies T1 and E3. Camden Town Underground Station is less than 5 minutes' walk (380 metres) and Camden Road railway station is 8 minutes' walk (650 metres). Mornington Crescent Underground Station is 12 minutes' walk (960 metres). There are bus stops at Camden Town Station/High Street (Routes 24, 27, 31 and 168) (370 metres) (5 mins), Camden Town/Parkway (Routes C2 and 274) (5 mins), Camden Street/Camden Gardens (Route 46) (6 mins) and Camden Town/Bayham Street (Routes 29 and 253) (500 metres) (6 mins). Thus there are 12 different bus services all within 6 minutes' walk of the site.
14. The hotel has undertaken surveys to assess the most popular modes of travel for both hotel guests and staff. See the attached table. This indicates that nearly half (46%) of all hotel guests arrive by tube. The next most popular modes are train/overground (30%) and taxi (16%). Less than 3% of hotel guests arrive by their own or shared car. The vast majority of staff live within Camden Borough.

This is borne out by the results of the staff survey. 46% of staff travel to work by tube (a similar figure to hotel guests), 29% by bus and 16% by train/DLR/overground. The results confirm that the hotel is well located to make use of non-car modes of travel.

### **Car free development**

15. The London Plan encourages car free developments in sustainable urban centre locations. The existing hotel does not provide any parking. London Plan Policy T6.4 (Hotel and Leisure Use Parking) states that within the Central Activities Zone and locations of PTAL 4-6 (as here) any on-site provision should be limited to operational needs, disabled parking and parking required for taxis, coaches and deliveries/servicing. The PTAL6a rating confirms that the hotel is well located to a range of public transport services and provision is made for additional covered and secure cycle parking spaces so that non-car modes of travel are an attractive and realistic choice for employees.

### **Cycle parking**

16. London Plan Policy T5 (Cycling) and Table 10.2 (Minimum cycle parking standards) indicate that cycle parking for hotels should be provided at a minimum standard of 1 long-stay space per 20 bedrooms and 1 short-stay space per 50 bedrooms. Guests and staff are currently able to store cycles in the luggage/cycle store in the ground floor. The proposal includes provision of a double cycle rack which will provide 2 no. cycle spaces and therefore would comply with the London Plan standard in respect of the 2 additional rooms. As an employee benefits, the Company operates a 'Cycle to Work' scheme available to all staff members which provides financial assistance for the purchase of a bicycle. Staff have access to showers. There is a Santander public hire cycle docking station immediately opposite the hotel which is used regularly by visiting guests and therefore encourages non car modes of travel.

### **Waste collection and servicing arrangements**

17. Local Plan Policy T4 promotes the sustainable movement of goods and materials and seeks to minimise the movement all goods and materials by road. A draft Construction Management Plan is submitted with the application. This

seeks to provide some information at this early stage in relation to how demolition and delivery of construction equipment and materials will be addressed. Further details can be secured by a planning condition.

18. Local Plan Policy CC5 (Waste) aims to reduce the amount of waste produced in the Borough and increase recycling and the reuse of materials to ensure that developments include suitable facilities for the storage and collection of waste and recycling. The Council's Design CPG provides further guidance.
19. The hotel has a commercial waste collection contract with a private operator involving regular collection of waste (minimum 3 times a week) from the loading bay area on the eastern side of the building. This will continue unchanged. The hotel has an existing dedicated and covered refuse storage area immediately adjacent to the ground floor loading bay on the eastern side of the building. Currently the hotel has 3 x 1100 litre mixed recycling and 2 x 1100 litre general waste Eurobins and separate food waste containers.
20. The current waste capacity has proved to be more than adequate to meet the existing needs of the hotel. The additional 11 rooms are not expected to significantly increase the overall waste capacity needs of the hotel beyond the current capacity available in the storage area. Additionally the Hotel Charter and the Company's strong net zero commitment includes measures to reduce, re-use and recycle wherever possible. The Company has introduced a procurement strategy in terms of waste management to ensure that waste is reduced and eliminated as much as possible (it is noticeable that food suppliers etc. are also increasingly reducing packaging leading to less waste). Given this strategy and the minimal additional waste generated by 11 more rooms, it is not envisaged that any additional bins will be required. The proposal therefore accords with Policy CC5.

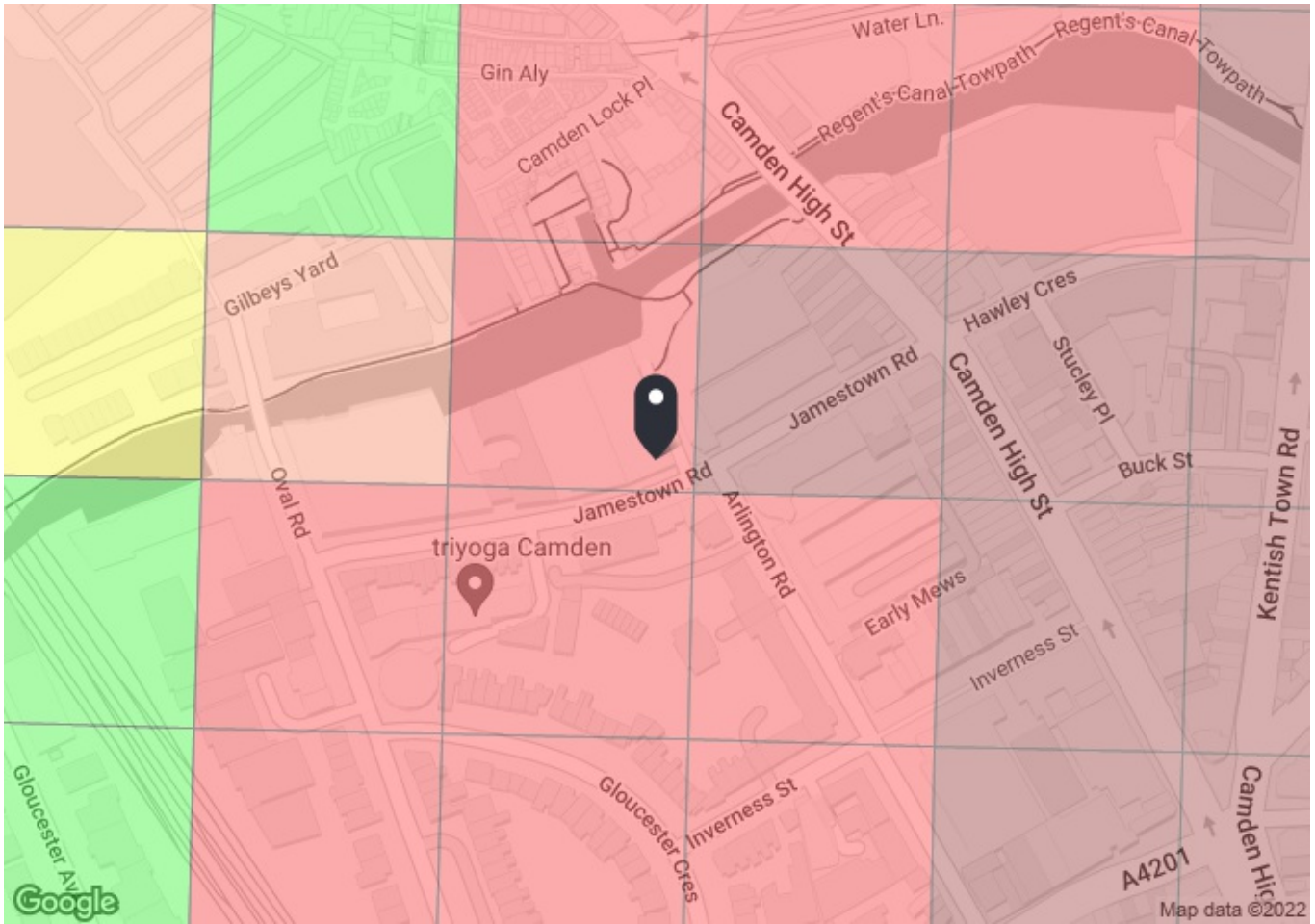
### **Conclusion**

21. The hotel is in an excellent accessible location within easy walking distance of shops, services, facilities and attractions within Camden Town centre. There is a public cycle hire docking station immediately opposite the hotel. The additional demands generated by 11 more rooms would be minimal within the

overall context of the hotel and its town centre location such that it would not have any severe impacts on the local network.

22. The proposals comply with Local Plan Policy E3 (Tourism) which seeks to ensure that tourism development including hotels can be easily reached by public transport and provide necessary pick up and set down points. The hotel is in a highly sustainable urban location within the Camden Town Centre boundary and with excellent public transport accessibility (PTAL rating of 6a). It is within 8 minutes' walk of underground and railway stations and there are 12 different bus services within 6 minutes' walk of the site. The high PTAL rating and proximity/range of public transport services, together with the results of the hotel's own guest and staff survey, confirms that it is easily reached by public transport and offers realistic opportunities for sustainable modes of travel. The hotel already provides a necessary pick up and set down point.
23. The proposal therefore comprises sustainable development which would provide additional hotel rooms to support leisure and business visitors in a highly accessible urban location and as such it would comply with Local Plan policies G1, E3, T1 and T2 and relevant policies in the Framework.

Paul Dickinson  
BA (Hons) MRTPI MRICS MCMI  
11 November 2022



**PTAL output for Base Year 6a**

30 Jamestown Rd, London NW1 7BY, UK  
Easting: 528681, Northing: 184007

Grid Cell: 98759

Report generated: 08/11/2022

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**Calculation Parameters**

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

**Map key - PTAL**

0 (Worst)	1a
1b	2
3	4
5	6a
6b (Best)	

**Map layers**

- PTAL (cell size: 100m)



Calculation data

Mode	Stop	Route	Distance (metres)	Frequency(vph)	Walk Time (mins)	SWT (mins)	TAT (mins)	EDF	Weight	AI
Bus	CAMDEN ST	CAMDEN GARDENS 46	554.32	6	6.93	7	13.93	2.15	0.5	1.08
Bus	CAMDEN TN	KENTISH TN RD 134	440.54	12	5.51	4.5	10.01	3	0.5	1.5
Bus	CAMDEN TN	KENTISH TN RD 88	440.54	9	5.51	5.33	10.84	2.77	0.5	1.38
Bus	CAMDEN TN	KENTISH TN RD 214	440.54	8	5.51	5.75	11.26	2.67	0.5	1.33
Bus	CAMDEN TOWN	PARKWAY C2	377.71	8	4.72	5.75	10.47	2.86	0.5	1.43
Bus	CAMDEN TOWN	PARKWAY 274	377.71	7.5	4.72	6	10.72	2.8	0.5	1.4
Bus	CAMDEN TOWN	STN HIGH ST 24	369.11	10	4.61	5	9.61	3.12	1	3.12
Bus	CAMDEN TOWN	STN HIGH ST 31	369.11	10	4.61	5	9.61	3.12	0.5	1.56
Bus	CAMDEN TOWN	STN HIGH ST 27	369.11	8	4.61	5.75	10.36	2.89	0.5	1.45
Bus	CAMDEN TOWN	STN HIGH ST 168	369.11	9	4.61	5.33	9.95	3.02	0.5	1.51
Bus	CAMDEN TOWN	BAYHAM ST 29	505.75	15	6.32	4	10.32	2.91	0.5	1.45
Bus	CAMDEN TOWN	BAYHAM ST 253	505.75	12	6.32	4.5	10.82	2.77	0.5	1.39
Rail	Camden Road	'CLPHMJ2-STFD 2L50'	653.75	3.67	8.17	8.92	17.1	1.75	1	1.75
Rail	Camden Road	'STFD-CLPHMJ2 2Y11'	653.75	3.67	8.17	8.92	17.1	1.75	0.5	0.88
LUL	Camden Town	'Edgware-Morden'	383.59	9	4.79	4.08	8.88	3.38	0.5	1.69
LUL	Camden Town	'Morden-HighBarnet'	383.59	14.67	4.79	2.79	7.59	3.95	1	3.95
LUL	Camden Town	'Morden-MillHillE'	383.59	4	4.79	8.25	13.04	2.3	0.5	1.15
LUL	Camden Town	'Morden-Edgware'	383.59	4.67	4.79	7.17	11.97	2.51	0.5	1.25
LUL	Camden Town	'Kennington-Edgware'	383.59	14.67	4.79	2.79	7.59	3.95	0.5	1.98
LUL	Camden Town	'HighBarnet-Kenningt'	383.59	5.33	4.79	6.38	11.17	2.68	0.5	1.34
LUL	Camden Town	'MillHill-Morden'	383.59	1.67	4.79	18.71	23.51	1.28	0.5	0.64
LUL	Mornington Crescent	'HighBarnet-Morden'	959.55	0.33	11.99	91.66	103.65	0.29	0.5	0.14
LUL	Mornington Crescent	'MillHillE-Kenningt'	959.55	1.67	11.99	18.71	30.71	0.98	0.5	0.49
<b>Total Grid Cell AI:</b>										<b>33.86</b>

## HOLIDAY INN LONDON CAMDEN LOCK - GUEST AND STAFF TRAVEL SURVEY APRIL 2022

	Walk *	Tube	Taxi	Train	Bus	DLR	Overground	Car
Monday	3	19	12	17	1	0	2	5
Tuesday	2	27	6	69	2	0	0	2
Wednesday	1	16	18	31	4	0	0	2
Thursday	2	34	6	27	2	0	0	3
<b>Total Midweek</b>	<b>8</b>	<b>96</b>	<b>42</b>	<b>144</b>	<b>9</b>	<b>0</b>	<b>2</b>	<b>12</b>
Friday	1	57	27	1	4	0	1	2
Saturday	0	79	16	1	2	0	0	0
Sunday	0	11	0	8	2	0	0	0
<b>Total Weekend</b>	<b>1</b>	<b>147</b>	<b>43</b>	<b>10</b>	<b>8</b>	<b>0</b>	<b>1</b>	<b>2</b>
<b>Total Week</b>	<b>9</b>	<b>243</b>	<b>85</b>	<b>154</b>	<b>17</b>	<b>0</b>	<b>3</b>	<b>14</b>
<b>Total GueSts</b>	<b>525</b>							
Percentage of guests to means of travel	1.71	46.29	16.19	29.33	3.24	0.00	0.57	2.67

	Walk	Tube	Taxi	Train	Bus	DLR	Overground	Car
Staff Member	2	22	0	5	14	1	2	2
<b>Total team members</b>	<b>48</b>							
Percentage of travel	4.17	45.83	0.00	10.42	29.17	2.08	4.17	4.17

\* Guests 'walking' to the hotel are those who work in the area and who stayed over and therefore walked from their place of work.