King’s Cross Central Limited Partnership
Area Travel Plan Report
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Report

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Area Travel Plan

Report

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1 **Introduction**

**Background**

1.1 JMP Consultants Limited (JMP) has been commissioned by King’s Cross Central Limited Partnership (the ‘Client’) to prepare an Area Travel Plan (‘ATP’), in relation to the development located at King’s Cross, London, N1C (the ‘Site’).

1.2 Argent (King’s Cross) Limited is the Asset Manager, on behalf of the Client.

1.3 The King’s Cross regeneration project is the largest area of urban redevelopment in Europe, comprising a phased, mixed-use development including business and employment uses, residential use, hotels, shopping, food and drink, community, health, education and leisure facilities, along with associated car and cycle parking.

1.4 By 2016, it is estimated that up to 30,000 people will be living, working and studying in King’s Cross and by 2020 this will have grown to 45,000 people.

1.5 The Local Planning Authority is the London Borough of Camden (LBC) and the Highways Authority is also LBC.

**Vision for the Site**

1.6 Taking into account the characteristics of the area, the following vision has been developed by LBC to guide the redevelopment, along with the actions and interventions that will be made.

> ‘The wider King’s Cross area will be a place where:

> Local communities see real benefit from living close to one of the best-connected locations in the country and one of the most important regeneration schemes in London. The redevelopment and investment underway in the area will complement the area’s existing strengths, improve links between neighbourhoods and enable the area to match the best international standards as a place to live, work, study, visit, do business, or to pass through.’

Source: ‘King’s Cross: shaping the future’ LBC and London Borough of Islington

1.7 Regarding travel there is a specific objective for ‘Movement and Spaces’ with these aims:

- ‘delivering improved routes between different parts of the area that are safer and easier to use for pedestrians and cyclists;
- continuing to improve the appearance of the area and the quality of the public realm; and
- ensuring local people have the skills and qualifications to access existing and new job opportunities’

1.8 This ATP will support the vision and objective set out above through the measures outlined in Sections 5 – 12.
ATP Scope

1.9 A Green Travel Plan was submitted in April 2004 by the Client, London & Continental Railways and DHL (previously Exel) in support of the original King’s Cross Central planning application.

1.10 After a decade; the first phase of King’s Cross is now open to the public and subsequently, the Client wishes to update this original Green Travel Plan, appoint an on-going Travel Plan Co-ordinator at the Site, develop a template for site occupier Workplace Travel Plans, and provide occupier transport Welcome Packs.

1.11 This ATP is therefore being developed as an overarching document to cover all land-uses connected with the Site.

1.12 Individual Workplace Travel Plans (WTP) will be prepared by each organisation that locates onto the Site, using the template detailed above. The results of surveys and details of measures for each of these will feed into this overarching ATP, which LBC will review in Years 1, 3, and 5.

Development Proposals & Phasing

1.13 In 2006, planning permission was granted for 8m sq ft gross of mixed use development. Spread over a site that totals 67 acres, it is providing: 3m sq ft net of new workspace; 500,000 sq ft of retail, cafes, bars and restaurants; up to 2,000 new homes, a new university, and a range of other leisure, hotel and cultural uses.

1.14 It is anticipated that by 2016 up to 30,000 people will be studying, living and working in King’s Cross. Plans showing the phasing of the Site are included in Appendix A.

1.15 Construction is well underway across the King’s Cross development. The following phases have now been completed:

- The Granary Complex for Central St Martin’s College of Art & Design;
- The Great Northern Hotel at King’s Cross Station;
- Three restaurants including Shrimpy’s, Caravan and The Grain Store;
- Two residential building blocks comprising 260 affordable homes;
- Urbanest student housing comprising 650 rooms;
- An on-site energy centre; and
- Western Transit Shed on Stable Street with three office occupiers Argent, Zone and Hoare Lea.

1.16 The following phases are still currently under construction:

- London Borough of Camden’s Office building;
- Five further office buildings totalling more than 700,000 sq ft;
- Two residential buildings with over 350 new homes;
- Two new schools;
- A new urban park; and
- Retail space in Western Transit Shed.
1.17 Confirmed office occupiers at the Site include Google, BNP Paribas Real Estate, London Borough of Camden, The Office Group, Argent, The Art Fund, Zone and Hoare Lea.

**ATP Structure**

1.18 Following this introduction, the ATP is structured as follows:

- **Section 2** outlines the policy context of the development of the ATP;
- **Section 3** describes the baseline conditions at the Site;
- **Section 4** describes the aims and objectives of the ATP;
- **Section 5** outlines the proposed Site-wide measures that will be put in place;
- **Section 6** outlines the proposed office measures that will be put in place;
- **Section 7** outlines the proposed residential measures that will be put in place;
- **Section 8** outlines the proposed university measures that will be put in place;
- **Section 9** outlines the proposed UAL measures that will be put in place;
- **Section 10** outlines the proposed hotel measures that will be put in place;
- **Section 11** outlines the proposed retail measures that will be put in place;
- **Section 12** outlines the proposed visitor measures that will be put in place;
- **Section 13** describes the Site-wide monitoring plan;
- **Section 14** sets out the action plan and funding sources; and
- **Section 15** provides a summary and conclusions.

1.19 All technical appendices (A to D) are included at the end of this document for information.
2 Policy Review

General

2.1 This section of the ATP reviews and analyses the relevant current and emerging integrated land use and transport planning policy and policy guidance in the context of the Site. It examines the relevant national, regional and local policies.

2.2 The policies reviewed within this section demonstrate the ways in which the Site is consistent with policy objectives at all these levels. Relevant policies identified include the following:

National Policy
- National Planning Policy Framework, 2012;
- Government’s ‘Be Active, Be Healthy: A Plan for Getting the Nation Moving’, 2009; and

Regional Policy
- The London Plan, 2011;
- The Mayor of London’s Transport Strategy, 2010; and

Local Policy
- Local Implementation Plan; Camden’s Transport Strategy 2011 – 2031; and

National Policy


2.3 The final version of the NPPF was published on 27 March 2012. It came into effect immediately superseding the 2011 draft and all other planning guidance (e.g. PPGs, PPSs ((except on waste)).

2.4 The NPPF sets out the Government’s expectations and requirements from the planning system. It is meant as high level guidance for local councils to use when defining their own personal local and neighbourhood plans. This approach allows the planning system to be tailored to reflect the needs and priorities of individual communities.

2.5 The NPPF defines the delivery of sustainable development through three roles:
   i. Planning for prosperity (an economic role);
   ii. Planning for people (a social role); and
   iii. Planning for places (an environmental role).

2.6 It notes that to achieve sustainable development, these roles should be sought jointly and simultaneously through the planning system.

2.7 At the heart of the NPPF is a presumption in favour of sustainable development which ‘should be seen as a golden thread running through both plan making and decision taking.’ (Paragraph 14). In paragraph 15, it goes on to say that: ‘Policies in Local Plans should follow the approach of the
presumption in favour of sustainable development so that it is clear that development which is sustainable can be approved without delay.'

2.8 NPPF recognises that transport policies have an important role to play in wider sustainability and health objectives as well as their direct influence on development. It seeks to ensure that the transport system is balanced in favour of sustainable transport modes giving people a real choice about how they travel.

2.9 Paragraph 32 states that all developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. It goes on to mention that plans and decisions should take account of whether:

- ‘The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
- safe and suitable access to the site can be achieved for all people; and
- improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.’

2.10 Paragraph 34 seeks to ensure that: ‘developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.’

2.11 It notes, however, that this needs to take account of policies set out elsewhere in the Framework, particularly in rural areas. It goes on to mention that: ‘Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people.’ Therefore, developments should be located and designed where practical to:

- ‘Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
- incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- consider the needs of people with disabilities by all modes of transport.’

Government’s ‘Be Active, Be Healthy: A Plan For Getting The Nation Moving’

2.12 This plan establishes a new framework for delivering physical activity, alongside sport, in the wake of the 2012 Olympic and Paralympic Games.

2.13 This plan is the Government’s response to the rising trend in public obesity levels; it is an attempt to combat obesity related ill health.

2.14 The plan makes reference to the Chief Medical Officer’s recommendation that (p.11):

- Children and young people should achieve a total of at least 60 minutes of at least moderate intensity physical activity each day.
- For general health benefit, adults should achieve a total of at least 30 minutes a day of at least moderate intensity physical activity on five or more days of the week.
2.15 The plan recognises that key to achieving a positive shift in levels of activity will be getting away from the traditional view of exercise to promote a broad range of activities as ways to be physically active. In some places this will mean promoting pastimes where the health value of the associated exercise is overlooked, such as making shorter journeys on foot or by cycle.

2.16 This ATP aims to support this through the promotion of sustainable forms of transport including walking and cycling.

**Future of Transport: A Network for 2030**

2.17 In July 2004, the DfT published the new White Paper ‘Future of Transport: A Network for 2030’ looking at the factors that will shape the UK’s transport over the next thirty years. The White Paper sets out the Government’s plan to respond to the increasing demand for travel; maximising the benefits of transport while minimising the negative impact on people and the environment.

2.18 The White Paper recognises that we need a transport network that can meet the challenges of a growing economy and increasing demands for travel, whilst achieving our environmental objectives (6, p.12). This requires, among others:

- ‘the road network providing a more reliable and free-flowing service for both personal travel and freight, with people able to make informed choices about how and when they travel;
- buses that are reliable, flexible, convenient and tailored to local needs; and
- making walking and cycling real alternatives for local trips.’

2.19 Chapter 1 of the White Paper acknowledges that past planning policies, such as large out-of-town developments, have increased the demand for long distance travel. To reduce this growing need to travel, it advises that land-use planning and transport policies must be coordinated better to achieve more sustainable patterns of development.

2.20 Part of the strategy of this White Paper is to enhance local travel through the promotion of Travel Plans to encourage people to consider alternatives means of transport.

2.21 The Site supports this through its mixed use nature providing employment, shops and leisure activities on-site which will reduce the need for long distance travel.

**Regional Policy**

**The London Plan, 2011**

2.22 The London Plan is the overall strategic plan for London and it sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2031. London boroughs’ local plans need to be in conformity with the London Plan and its policies guide decisions on planning applications.

2.23 The London Plan sets out to ensure that London is ‘a city where it is easy, safe and convenient for everyone to access jobs, opportunities and facilities with an efficient and effective transport system which actively encourages more walking and cycling...’ (Objective 6).

2.24 Policy 6.1 notes that the Mayor will encourage the closer integration of transport and development by, among other things:

- encouraging patterns of development that reduce the need to travel, especially by car;
• seeking to improve the capacity and accessibility of the public transport network as well as walking and cycling;
• supporting developments that generate high levels of trips at locations with high public transport accessibility;
• supporting measures that encourage shifts to more sustainable modes; and
• promoting walking by ensuring an improved urban realm.

2.25 The use of travel plans is seen as a method for reducing emissions by promoting alternatives to the car (para. 6.8).

2.26 The London Plan states that ‘the Mayor will work with all relevant partners to bring about a significant increase in cycling in London, so that it accounts for at least 5 per cent of modal share by 2026’ (Policy 6.9).

2.27 The Mayor will work with all relevant partners to bring about a significant increase in walking in London, by emphasizing the quality of the pedestrian and street environment, including the use of shared space principles – promoting simplified streetscape, de-cluttering and access for all (Policy 6.10).

2.28 The Mayor wishes to see an appropriate balance being struck between promoting new developments and preventing excessive car parking provision that can undermine cycling, walking and public transport use (Policy 6.13A). In locations with high public transport accessibility, car-free developments should be promoted (while still providing for disabled people) (Policy 6.13Eb).

**The Mayor of London’s Transport Strategy, 2010**

2.29 The Mayor’s Transport Strategy is a statutory document which is part of a strategic policy framework to support and shape the economic and social development of London. It sets out the Mayor’s transport vision and describes how TfL and its partners, including the London boroughs, will deliver that vision.

2.30 The Mayor’s Transport vision states that (para. 29):

‘London’s transport system should excel among those of world cities, providing access to opportunities for all its people and enterprises, achieving the highest environmental standards and leading the world in its approach to tackling urban transport challenges of the 21st century.’

2.31 Achieving this vision will require a transport system with enhanced capacity and connectivity that is efficient and integrated; encourages mode shift to cycling, walking and public transport; is accessible and fair to users; offers value for money; contributes to improving quality of life and the environment and offers improved opportunities for all Londoners (para. 30).

2.32 Six goals set out how this overarching vision should be implemented; these are to (para. E6):

• support economic development and population growth;
• enhance the quality of life for all Londoners;
• improve the safety and security of all Londoners;
• improve transport opportunities for all Londoners;
• reduce transport’s contribution to climate change and improve its resilience; and
• support delivery of the legacy of the London 2012 Olympic and Paralympic Games.

2.33 Through smarter travel planning, setting appropriate parking standards and making public transport more attractive, the Mayor will encourage the use of public transport, walking, cycling and car sharing (para. 147).


2.34 Travel Planning Guidance (2013) supersedes Travel Planning for New Development in London (2011). TfL considers that the new guidance offers updated thresholds for when a ‘full’ travel plan is required, reduced focus on policy reviews and reduced reference to deliveries and servicing.

2.35 There is now greater focus on the action plan, along with more information on measures, example targets and on how sanctions can be used.

2.36 A travel plan is described as:

‘a long-term management strategy for an existing or proposed development that seeks to integrate proposals for increasing sustainable travel by the future occupier(s) into the planning process and is articulated in a document that is to be regularly reviewed by the future occupiers of the site.

It is based on evidence in the transport assessment of the anticipated transport impacts of the proposal and involves the development of agreed and specific outcomes, linked to an appropriate package of measures aimed at encouraging sustainable travel’.

Local Policy

Local Implementation Plan; Camden’s Transport Strategy 2011 – 2031

2.37 The Camden Transport Strategy (CTS) for 2011 – 2031 sets out the transport challenges faced by the Borough, and outlines a range of policies and actions to address these challenges.

2.38 The Greater London Authority requires London Boroughs to produce a Local Implementation Plan (LIP) which demonstrates how each authority will deliver the Mayor of London’s Transport Strategy. In response to this requirement, Camden has developed the CTS.

2.39 The objectives of the CTS are as follows:

• Reduce motor traffic levels and vehicle emissions to improve air quality, mitigate climate change and contribute to making Camden a ‘low carbon and low waste borough’;
• Encourage healthy and sustainable travel choices by prioritising walking, cycling and public transport in Camden;
• Improve road safety and personal security for people travelling in Camden;
• Effectively manage the road network to manage congestion, improve reliability and ensure the efficient movement of goods and people;
• Develop and maintain high quality, accessible public streets and spaces and recognise that streets are about more than movement;
• Ensure the transport system supports Camden’s sustainable growth and regeneration as well as enhancing economic and community development;
• Ensure the transport system supports access to local services and facilities, reduces inequalities in transport and increases social inclusion; and

• Ensure that the provision of parking is fair and proportionate by considering the needs of all users, whilst also encouraging sustainable travel choices.

2.40 To make sure that Camden delivers change, the following targets have been set:

• Walking mode share – increase the proportion of residents’ trips by walking from 38.9% in 2006/07 – 2008/09 to 40.9% by 2019/20.

• Cycling mode share – increase the proportion of residents’ trips by cycling from 3% in 2006/07 – 2008/09 to 8% by 2025/26.

• Traffic Flow – reduce the proportion of residents’ trips made by car and motorcycle from 19% in 2006/07 – 2008/09 to 17% by 2019/20.

• Cycling Trips – increase cycling’s proportion of road traffic flow from 9.7% in 2009/10 – to 20.5% by 2019/20.

• Car Clubs – increase the number of on-street car club spaces from 202 in 2010 to 420 by 2020.

• Cycle Parking – increase the number of on-street cycle parking spaces from 1,325 in 2010 to 3,800 by 2020.

2.41 This ATP aims to support these targets and this will be reflected in the targets set for the Site (in Sections 6 - 12).

2.42 Para 2.13 outlines that there are a nine ‘place-shaping’ areas in Camden – including King’s Cross. The place-shaping areas are those where the Council has identified opportunities to bring together strategies, investment, services, facilities, public realm and infrastructure improvements in a holistic approach to ‘shape’ these areas in response to community needs.

2.43 Para 2.42 describes that since 1991 car ownership in Camden has slightly decreased with 59% now owning a car, 35% owning one car and 5% owning two or more cars. Car ownership in the borough is not spread evenly across the population or geographically. The wards with the highest level of car ownership are situated in more affluent areas in the north of the borough where access to public transport is also generally lower.

2.44 A number of projects to significantly increase the capacity of Camden’s public transport services are planned or currently under construction. This includes Crossrail (the biggest current transport project in Europe), a significant upgrade of the London Underground Network (including the chronically overcrowded Northern Line), increasing Thameslink services, and continuing improvements to suburban rail services.

2.45 Policy 1.3 of the CTS is as follows:

‘Camden has a road user hierarchy for the borough, which will be used as a tool in developing projects as follows:

• Pedestrians

• Cyclists

• Public transport

• Freight (including loading and unloading)
Taxis
- Powered two-wheelers (motorcycles) and private cars
- On-street parking.'

Policy 2.2 outlines that:

‘Camden will implement initiatives that promote the health and environmental benefits of walking and cycling through campaigns and travel plan development with schools, businesses and other organisations’

Policy 2.22 notes that:

‘Camden will encourage workplaces to develop and implement travel plans, to recognise the significant health, environmental and economic benefits of travelling by more sustainable modes of transport’

LBC Local Development Framework (LDF) Core Strategy, 2010-2025

The Local Development Framework (LDF) replaced the Unitary Development Plan (UDP) in November 2010 and is a collection of planning documents that set out the strategy for managing growth and development in the borough, including where new homes, jobs and infrastructure will be located. The Core Strategy sets out the key elements for the vision for the borough which is as follows:

‘Camden will be a borough of opportunity’

The Core Strategy also identifies four themes within the vision:

1. A sustainable Camden that adapts to a growing population;
2. A strong Camden economy that includes everyone;
3. A connected Camden community where people lead active, healthy lives; and,
4. A safe Camden that is a vibrant part of our world city.

Objective 1 of this is as follows:

‘To support the successful development of the growth areas of King’s Cross, Euston, Tottenham Court Road, Holborn and West Hampstead, and ensure that development, both there and elsewhere, is supported by necessary infrastructure and maximises the opportunities and benefits for the local community and the borough as a whole.’

Further, Objective 3 states the need to:

‘To reduce congestion and pollution in the borough by encouraging more walking and cycling and less motor traffic, and to support and promote new and improved transport links at Kings Cross, St Pancras, Euston and elsewhere.’

Policy CS11 ‘Promoting Sustainable and Efficient Travel’ outlines that:

‘The Council will promote the delivery of transport infrastructure and the availability of sustainable transport choices in order to support Camden’s growth, reduce the environmental impact of travel, and relieve pressure on the borough’s transport network.’
The Council will protect existing and proposed transport infrastructure (including routes for walking, cycling and public transport, interchange points, depots and storage facilities) against removal or severance.

The Council will improve public spaces and pedestrian links across the borough, including by focusing public realm investment and extending the Legible London scheme.

The Council will seek to reduce freight movement by road; encourage the movement of goods by canal, rail and bicycle; and minimise the impact of freight movement on local amenity, traffic and the environment.

King’s Cross

2.53 King’s Cross is the borough’s largest development area providing the opportunity to create a vibrant and successful new quarter for London. An outline planning permission and associated legal agreement for ‘King’s Cross Central’ were approved in 2006 for a high density mixed use development site which will include:

- 200 homes, of which 750 will be affordable, plus 650 units of student housing;
- Commercial employment space, including offices, retail and hotels;
- The creation of up to 25,000 jobs; and,
- A combined heat and power district heating system.

Summary

2.54 The ATP is in line with national policy, given that the development is situated in a location with extremely good sustainable transport opportunities, and as such will have reduced reliance on the private car.

2.55 On a local level, the Site is in accordance with the CTS, and follows the principles set out in the transport hierarchy; particularly as walking and cycling have been prioritised as sustainable measures in this ATP.
3 Baseline Conditions

Context
3.1 This section of the ATP establishes baseline transport conditions currently prevailing at the Site and the surrounding area.

3.2 The baseline conditions are identified so that the context of the Site, its measures and potential impact on the local transport and highways network can be fully understood. The baseline study is informed by a site audit conducted by JMP on Tuesday 25th June 2013, along with desk-based research.

Existing Site Information
3.3 The Site is bound by Camley Street / Pancras Road to the west, Canal Reach and railway lines to the north, York Way to the east and Euston Road to the south.

3.4 The Site is also bisected by Goods Way, Handyside Street and the Regents Canal which run on an east / west axis; along with King’s Boulevard and Stable Street which run on a north / south axis.

3.5 King’s Boulevard is a new road which forms the spine of the Site and links King’s Cross Station in the south to Granary Square and the developments to the north of the Site via Stable Street.

3.6 King’s Boulevard and Granary Square are traffic free; whilst Stable Street has been designed using pedestrian friendly urban design principles. An example of this can be seen below in Figure 3.1

Figure 3.1 Pedestrian-Friendly King’s Boulevard

3.7 Development at the Site is a mixture of residential, retail and commercial land-uses. Residential development is predominantly located to the north of Handyside Street. The area to the south of Handyside Street and to the north of the Regents Canal is composed of educational, office and retail land-uses, whilst the area to the south of Goods Way is formed of office land uses, with King’s Cross station located at the southerly point of the Site.
3.8 A Site Location Plan is included at Figure 3.2 for information.

Figure 3.2 Site Location Plan

Contains Ordnance Survey data © Crown copyright and database right 2014

Local Area

3.9 Development surrounding the Site is a mixture of residential and commercial land-uses, including a number of public services including the LBC offices.

3.10 Euston Road forms a strategic east / west link across the northern boundary of Central London. The road is on the edge of the Congestion Charge Zone, which means that road users are not charged for using the road itself, but are charged if they turn south. The road is characterised by heavy volumes of traffic including buses and HGVs, along with a number of shops and hotels.

3.11 The area on Euston Road directly to the front of King’s Cross station is currently undergoing development to create a new public square. The design is intended to reveal the Grade 1 listed station façade and through the removal of the previous concourse extension canopy will create a 75,000sq ft public open space with granite paving, lighting, planting and seating areas.

3.12 Improvements to the street environment will also help to encourage walking and cycling for onward journeys, rather than interchanging between rail services, especially in Central London where stations are closely spaced.

3.13 Camley Street to the west of the Site is formed of the western edge of St Pancras International Station. There are a number of small retail units with frontages on the street; along with the station entrance at the junction of Goods Way. The area to the north of Goods Way is characterised by Eurostar freight operations, whilst Camley Street Natural Park is located to the north-east and forms part of the Site.
3.14 York Way to the east of the Site is composed of the eastern edge of King’s Cross station, along with a number of small retail units and cafes to the south, office and creative units in the middle and residential use to the north comprising flats and local authority housing. The Guardian Media Group has also recently occupied a new building with capacity for 3,000 staff located at Kings Place.

**Pedestrians & Cyclists**

**Internal Access**

3.15 The Site benefits from a high quality pedestrian environment, with the creation of new public streets and spaces.

3.16 King’s Boulevard, Granary Square and Stable Street offer an integrated pedestrian environment providing car-free access along the north / south spine of the Site. High quality paving, lighting and planting is highly conducive to pedestrian activity; whilst the area at Granary Square features good quality seating, a water feature and step-access to the Regents Canal.

**Regents Canal**

3.17 The Regents Canal is an eight mile route between Limehouse and Paddington via central London (Kings Cross) and offers walkers and cyclists a traffic-free route east – west. Cyclists are allowed on the canal; however there is a Code of Conduct in operation which gives walkers priority.

3.18 The area of the canal which connects to the Site has recently benefited from a number of design and environmental improvements including new walkways, green-steps, planting, removing graffiti and improved lighting – particularly under bridges. An example of this can be seen below in **Figure 3.3**

**Figure 3.3 Regents Canal / King’s Cross Access Point**

3.19 The creation of a quality environment has resulted in a reduction in anti-social behaviour and many more pedestrians and cyclists using the towpath – particularly after dark.
3.20 The Site has also benefitted from a limit on the number of cars parked on-street, which has enabled space to be used for pavement space, planting and cyclist’s facilities including bicycle parking and permanent bike pumps. This can be seen below in Figure 3.4.

Figure 3.4 Cyclist Facilities On-Site

3.21 The area surrounding King’s Cross station is currently over-capacity with regards to demand for on-street bicycle parking. There are 25 Sheffield stands located on Pancras Way / King’s Cross Station which can be seen below in Figure 3.5.

Figure 3.5 Over Capacity Cycle Parking at King’s Cross
3.22 Cycle parking was also observed around the area using guard rails on Pancras Road and Euston Road.

3.23 The Site will provide a total of 3,708 new cycle parking spaces which comprise a mixture of residential, office and on-street visitor spaces. It is therefore envisaged that this will assist in meeting capacity required at King’s Cross station and the wider area.

**External Access**

3.24 LBC, in conjunction with a number of other London boroughs, has introduced a network of Legible London signage; pedestrian ‘totem pole’ signage that is designed to be simple, consistent and easy to understand, and which aids navigation around the Borough.

3.25 Two of London’s seven strategic walking routes pass through Camden; the Jubilee Walkway and the Jubilee Greenway, a circular route around London that passes through Camden along the Regents Canal towpath.

3.26 Camley Street, Pancras Road, Euston Road and York Way are all designated by the TfL Cycle Map as ‘quieter roads that have been recommended by other cyclists, may connect other route sections’. Pancras Road has a marked cycle lane, along with advanced stop lines, and this can be seen below in Figure 3.6 at the junction with King’s Boulevard / St Pancras International Station.

**Figure 3.6 Pancras Road Marked Cycle Route**

3.27 Goods Way also forms part of the National Cycle Network (NCN) Route 16 Camden – Victoria Park and is signposted as the Regents Canal bypass. This route runs east / west and travels towards Ossulton Street whereby it runs south via a designated cycle crossing point on Euston Road and connects with NCN Route 1 400m south on Tavistock Place.

3.28 NCN Route 1 runs on an east / west axis and includes sections of designated cycle lanes which are separated from the carriageway through build-outs.
3.29 The cycle network in the borough forms an integral element of Camden’s wider transport system and is a key factor in encouraging people to cycle. Much of the cycle network was established through the London Cycle Network Plus network; a 900km network of radial and orbital cycle routes across London and 20km of this network is located in Camden.

3.30 The Mayor of London has stated his intention to achieve a 400% increase in cycling between 2000 and 2026. Cycling levels in Camden have doubled since 2001.

Cycle Hire

3.31 The London Cycle Hire Scheme was launched by the Mayor of London in July 2010. The Cycle Hire scheme is a 24 hour self-service bike hire scheme which involves no booking. Users can sign up for an annual membership or use a ‘pay-as-you-go’ option.

3.32 The Site has 12 docking stations within a 500m radius and there are currently 43 docking stations in Camden in total, predominantly located throughout the south of the borough.

3.33 The number of stations and geographical spread is expected to increase as the scheme is rolled out further.

Accessibility

Public Transport Accessibility

3.34 The Site is exceptionally well located in terms of access to public transport infrastructure.

3.35 The Public Transport Accessibility Level (PTAL) rating scale has been used to identify the level of accessibility of the Site to the public transport network. A PTAL rating is an industry standard method for the assessment of public transport accessibility of a certain point. This method was developed in 1992 by the London Borough of Hammersmith & Fulham (LBH&F) and acknowledges walk access times and frequency of service.

3.36 This is reflected by the Public Transport Accessibility Level (PTAL) rating. A PTAL rating is defined by a scoring of 1a to 6b. A rating of 1a (‘Very Poor’) is the lowest level obtainable and 6b (‘Excellent’) is the highest level achievable.

3.37 The Site is identified as being located in an area with a PTAL rating of 6b (‘Excellent’). This has been informed by the TfL Planning Information Database (www.webptals.org.uk).

Underground

3.38 King’s Cross / St Pancras Underground station forms the southern edge of the Site. The station is located in Zone One.

3.39 King’s Cross / St Pancras Underground is served by the following six Underground lines, providing a combined peak hour frequency of approximately 100 trains per hour:

- Metropolitan Line, providing links from Amersham to Aldgate;
- Circle Line, providing links from Hammersmith to Tower Gateway;
- Hammersmith & City Line, proving links from Hammersmith to Barking;
- Northern Line (City Branch), providing links from Edgware / High Barnet to Morden;
- Piccadilly Line, providing links from Cockfosters to Heathrow Terminals 1, 2, 3, 4 and 5; and
Victoria Line, providing links from Walthamstow Central to Brixton.

**London Overground**

3.40 The London Overground provides an orbital rail service through four lines and services have recently benefitted from upgraded rolling stock, signage and integrations with the wider transport network.

3.41 The London Overground Richmond / Clapham Junction to Stratford line passes along the northern edge of the Site. The nearest stations are Caledonian Road & Barnsbury which is located approximately 600m to the east of the Site; and Camden Road which is located approximately 1km to the west.

3.42 Cycles are permitted on the London Overground with the exception of peak hours of 07:00-10:00 and 16:00-19:00. Folding cycles are permitted at all times.

3.43 **Table 3.1** below highlights key destinations and frequencies of the London Overground Line.

<table>
<thead>
<tr>
<th>Destinations</th>
<th>Approximate frequencies during peak hours</th>
<th>Weekday times</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mon-Fri</td>
<td>Sat</td>
<td>Sun</td>
</tr>
</tbody>
</table>

**Rail**

3.44 The Site is adjacent to King’s Cross Station / St Pancras International Station which benefits from both Thameslink and Eurostar services. Euston station is also approximately 750m to the west of the Site and is the main rail gateway from London to the West Midlands, the North West, North Wales and Scotland. Euston is also the southern terminus of the West Coast Main Line.

3.45 £2.5bn has been spent on local transport infrastructure throughout the last decade, making King’s Cross / St Pancras now London’s most significant transport interchange for local, national and international travel.

3.46 London has thirteen principle mainline railway stations. Of these, two are on-site, eight can be reached directly by Tube and the remaining three require only one change.

**Thameslink**

3.47 Thameslink is a mainline route running north to south from Bedford to Brighton via Central London. King’s Cross / St Pancras is located on the route, along with further central London stations at Farringdon, City Thameslink, Blackfriars and London Bridge.

3.48 The line also links Luton Airport in the north with Gatwick Airport in the south.

3.49 Thameslink is currently undergoing a ten-year investment upgrade which upon completion in 2018 will see trains running every 2-3 minutes through central London at peak times. The line has also benefited from upgrades to rolling stock, with new, longer carriages.
3.50 Thameslink will also provide a direct link to Crossrail services at Farringdon which are programmed to begin in 2018.

3.51 **Table 3.2** below shows the frequencies of Thameslink services to / from London St Pancras.

**Table 3.2 Thameslink Service Frequency**

<table>
<thead>
<tr>
<th>Route</th>
<th>Destinations</th>
<th>Frequency (Peak)</th>
<th>Frequency (Off-Peak)</th>
<th>First Train</th>
<th>Last Train</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bedford – Brighton</td>
<td>Luton – London St Pancras – Wimbledon – Sutton - Gatwick</td>
<td>10 – 15 minutes</td>
<td>20 minutes</td>
<td>24hr</td>
<td>24hr</td>
</tr>
<tr>
<td></td>
<td>Brighton – Bedford</td>
<td>10 – 15 minutes</td>
<td>20 minutes</td>
<td>24hr</td>
<td>24hr</td>
</tr>
</tbody>
</table>

**Eurostar**

3.52 Eurostar is a high-speed rail link connecting London with Paris and Brussels.

3.53 The London terminus is St Pancras International with other stations located at Stratford, Ebbsfleet and Ashford.

3.54 Eurostar offers up to sixteen weekday London to Paris services and ten London to Brussels services.

**Buses**

3.55 There are a total of 17 bus routes that operate within the vicinity of the Site which provide key links to and from a wide range of destinations throughout London. A bus spider map showing these services, including night buses, has been included in **Appendix B** for reference.

3.56 Together, the 17 bus routes provide over 130 buses per hour in each direction at peak times.

3.57 The main areas for bus alighting / departing at the Site are the following locations:

- Euston Road Corridor;
- Pancras Road;
- York Way;
- Caledonian Road; and
- Pentonville Road / Gray’s Inn Road

3.58 **Table 3.3** below highlights local routes, services and frequencies.

**Table 3.3 Local Bus Services & Frequencies**

<table>
<thead>
<tr>
<th>Service</th>
<th>Route</th>
<th>Frequency (Mins)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Hammersmith – Knightsbridge – Oxford Circus – King’s Cross / York Way</td>
<td>7– 10</td>
</tr>
<tr>
<td>17</td>
<td>Archway – King’s Cross / Pentonville Road – Highbury – Hackney Wick</td>
<td>7 – 10</td>
</tr>
<tr>
<td>Route</td>
<td>Journey Details</td>
<td>Frequency</td>
</tr>
<tr>
<td>-------</td>
<td>----------------</td>
<td>-----------</td>
</tr>
<tr>
<td>30</td>
<td>Marble Arch – King’s Cross / St Pancras – Henfield – Patcham – Brighton</td>
<td>7 - 10</td>
</tr>
<tr>
<td>45</td>
<td>King’s Cross / St Pancras – Holborn – Elephant &amp; Castle – Brixton</td>
<td>7 – 9</td>
</tr>
<tr>
<td>46</td>
<td>Lancaster Gate – Hampstead – King’s Cross / St Pancras - Smithfield</td>
<td>6 – 10</td>
</tr>
<tr>
<td>59</td>
<td>King’s Cross / York Way – Waterloo – Brixton - Streatham</td>
<td>5 – 9</td>
</tr>
<tr>
<td>63</td>
<td>King’s Cross / York Way – Farringdon – Elephant &amp; Castle – Forest Hill</td>
<td>4 – 8</td>
</tr>
<tr>
<td>73</td>
<td>Victoria – Oxford Circus – King’s Cross / St Pancras – Angel – Stoke Newington</td>
<td>5 – 9</td>
</tr>
<tr>
<td>91</td>
<td>Hornsey – Holloway Road – King’s Cross / St Pancras – Trafalgar Square</td>
<td>5 - 8</td>
</tr>
<tr>
<td>205</td>
<td>Paddington – King’s Cross / St Pancras – Shoreditch – Stepney Green – Bow</td>
<td>5 - 8</td>
</tr>
<tr>
<td>214</td>
<td>Highgate – King’s Cross / St Pancras – Angel – Old Street</td>
<td>6 - 10</td>
</tr>
<tr>
<td>259</td>
<td>Edmonton – Seven Sisters – Caledonian Road – King’s Cross / Pentonville Road</td>
<td>6 - 10</td>
</tr>
<tr>
<td>390</td>
<td>Archway – King’s Cross / Pentonville Road – Marble Arch – Notting Hill</td>
<td>6 - 10</td>
</tr>
<tr>
<td>476</td>
<td>Northumberland Park – Stamford Hill – Angel – King’s Cross / St Pancras - Euston</td>
<td>6 - 9</td>
</tr>
<tr>
<td>N63</td>
<td>Crystal Palace – Farringdon – King’s Cross / York Way</td>
<td>24hr</td>
</tr>
<tr>
<td>N73</td>
<td>Victoria – King’s Cross / St Pancras – Angel – Walthamstow</td>
<td>24hr</td>
</tr>
<tr>
<td>N91</td>
<td>Cockfosters – Hornsey – King’s Cross / St Pancras – Trafalgar Square</td>
<td>24hr</td>
</tr>
</tbody>
</table>

3.59 13 routes specifically serve the southern end of the Site with activity particularly concentrated around the entrance to King’s Cross Railway Station.

3.60 The Site also incorporates a new internal road arrangement which would enable better bus connections – particularly to the northern residential area. Connections would enable the Site to be integrated into the bus network and facilitate the provision of new and amended services.

**Local Highway Network**

3.61 The Site is bound by Camley Street / Pancras Road to the west, Canal Reach and railway lines to the north, York Way to the east and Euston Road to the south.

3.62 The A501 Euston Road is a strategic route linking the A40 Westway to the west with the A13 to Essex in the east via the City of London.

3.63 The A501 is a Red Route which is managed by Transport for London and has traffic restrictions including ‘No stopping at any time’.

3.64 The A5200 York Way links Grays Inn Road to the south of King’s Cross with Holloway, Tufnell Park and Highgate to the north. The A5200 is managed by LBC and the London Borough of Islington.
3.65 The A5202 Pancras Road links the Site to Camden Town in the north and is also managed by LBC.

Car Clubs

3.66 There are seven car club vehicles located within a 500m radius of the Site. These are located as follows:

- King’s Cross – New Wharf Road;
- King’s Cross – Wharfedale Road;
- King’s Cross – Killick Street;
- King’s Cross – Crestfield Street;
- King’s Cross – St Chad’s Street;
- King’s Cross – Frederick Street; and
- King’s Cross – Tonbridge Street.

3.67 Car clubs in the area are operated by Zipcar.

Summary

3.68 It can be seen from the information above that the Site is located in a highly accessible area in close proximity to Central London, which consequentially is conducive to walking, cycling and using public transport.

3.69 The ATP aims to build on this, through incorporating high quality pedestrian and cycling infrastructure, along with offering information to all Site users regarding alternatives to the car and particularly focusing on active forms of travel.
4 Aims, Objectives & Targets

General

4.1 This section sets out the ATP aim and objectives for the Site. The objectives of the ATP are in accordance with LBC goals, which follow guidance within the Local Implementation Plan; Camden’s Transport Strategy 2011 – 2031 which aims to: “encourage healthy and sustainable travel choices by prioritising walking, cycling and public transport in Camden”.

Aim

4.2 The aim of this ATP is therefore to create a more sustainable, community driven environment for all Site users; and to encourage residents, staff and visitors to adopt healthy, sustainable lifestyle and travel choices in order to increase levels of public transport and active travel usage at the Site.

Objectives

4.3 Objectives are the high-level aims of the ATP. They help to give the ATP direction and provide a clear focus. The specific objectives that focus the ATP are:

1. To raise awareness of sustainable ‘smarter travel’ modes available to all Site users, including residents, staff and visitors;

2. To promote healthy lifestyles and a sustainable, vibrant local community;

3. To encourage active modes of travel, particularly walking and cycling, and to emphasise the health and financial benefits of these modes;

4. To reduce the amount of single occupancy car trips to / from the Site and to promote the use of public transport; and

5. To encourage good urban design that increases the permeability and vitality of the Site in order to improve the environment for walking and cycling.

4.4 The following section outlines the measures which will achieve the objectives outlined.

Targets

4.5 Outline targets have been set for each land use in the land use specific sections (Sections 6 – 12). These are informed by modal splits taken from iTRACE compatible travel surveys conducted during September and October 2013 at the Site.
5 Site-Wide Travel Plan Measures

Site Measures

Travel Plan Co-ordinator

5.1 All travel plans are dependent on a nominated individual being allocated the time and resources for successful implementation. A Site-wide Travel Plan Coordinator (TPC) has been assigned. This is a position recruited for at King’s Cross Estates Services; the recruit will receive training on the role from JMP.

5.2 The Travel Plan Co-ordination for the Site will be led by Anna Vine, Client Services Manager for 1 Pancras Square, with support from Sarah Baptiste. They can be contacted at avine@broadgateestates.co.uk and sarah.baptiste@broadgateestatesco.uk.

5.3 JMP will provide TPC training in March 2014.

TPC Roles and Responsibilities

5.4 The TPC will act as the day-to-day point of contact for enquiries, helping to develop and implement the measures proposed in this ATP, and taking a lead role in the monitoring process. Other key duties of the TPC include:

- Delivering travel plan initiatives across the development
- Encouraging new occupiers of the development to comply with the travel plan or to create their own travel plan
- Establishing and manage the Bicycle User Group
- Carrying out regular monitoring and provide up to date travel pattern data
- Monitoring travel behaviour of staff and others within the development
- Reviewing data such as footfall counts, car park usage, use of cycling facilities
- Facilitate and monitor proposals for car sharing and car clubs
- Arranging for the submission of updated travel plans and travel plan reviews in Year 1, 3, and 5.

5.5 It is anticipated that the amount of time that the TPC will spend will vary according to the period of occupation, the organisation of travel planning activities and monitoring. It is not expected that the time dedicated will be uniform throughout the life of the ATP.

5.6 The provision of ongoing support and management are critical. The provision of information and guidance to support sustainable travel choices will be an important element of the Site.

Travel Plan Steering Group

5.7 Given the multi-land use nature of the Proposed Development, the TPC will be supported by nominated individuals for each land use including representatives from the residential, retail and office units, and the University of the Arts.

5.8 These representatives will form a Travel Plan Steering Group with the TPC co-ordinating the operation of this group; however members of the group will also take responsibility for implementing specific elements of the travel plan as appropriate.
5.9 Management of the occupying organisations will nominate Site steering group members and will be kept informed of the decisions and concerns of the steering group.

5.10 The Steering Group will ensure that all Site users travel interests and issues are represented equally.

5.11 The Steering Group will also aim to facilitate social interaction around transport within the local community, business and interest groups.

5.12 It is proposed that the Steering Group will meet quarterly, with the TPC arranging these meetings. The group will discuss progress with the ATP, upcoming events and next actions for the Site. It will also be important to welcome new occupiers into the group to ensure they are fully engaged in the ATP process. Another key role of the group will be to help facilitate, and ensure a good response to, the follow up travel surveys which will be conducted at the Site.

5.13 The TPC will be responsible for co-ordinating this group following approval of this ATP from LBC.

**LBC Travel Plan Team / Officer**

5.14 LBC has an important role in supporting the ATP, due to its direct interest in managing the surrounding local transport network and the strategic importance of the King’s Cross site.

5.15 The TPC will liaise with the LBC Travel Plan officer on local transport / highways matters. It is envisaged that LBC will provide information regarding any borough-wide transport measures / events (outlined below under the subheading ‘Camden measures’).

5.16 LBC is also currently developing its own Workplace Travel Plan for the B3 building on the King’s Cross site and it is envisaged that measures introduced will dovetail with Site-wide measures.

5.17 The LBC Travel Plan officer will also be invited to any events / steering group meetings.

**Travel Plan Funding**

5.18 The Client (King’s Cross Central Limited Partnership) will be responsible for funding the upfront costs of travel plan measures such as providing cycle parking. Following this initial kick-start period the management of each occupying organisation will be responsible for funding and implementing ongoing travel planning measures.

5.19 The TPCs are funded and provided through King’s Cross Estates Services.

5.20 King’s Cross Estates Services will also be responsible for estate initiatives including maintenance of external cycle facilities and internal cycle facilities at buildings with multiple occupiers on leases; for long-lease buildings occupiers will be responsible for their own internal maintenance.

**ATP Webpage**

5.21 The Site currently has a marketing / information website at [http://www.kingscross.co.uk](http://www.kingscross.co.uk).

5.22 It is proposed that a dedicated ATP page is developed as part of this website, potentially sitting under the existing ‘Transport Links’ section. This could be seen as a ‘selling point’ of the development, and it would also ensure that information on the ATP such as public transport timetables, new measures and steering group information and news could be easily updated by the TPC on a regular basis.

**ATP Launch Event**

5.23 The TPC will arrange an ATP Launch Event following approval of this ATP from LBC.
5.24 A launch event is an excellent way for residents, staff, students and Site users to find out about, and engage with, the ATP.

5.25 LBC in partnership with local cycle groups can offer a number of free initiatives and attractions including Dr Bikes, cycle training and electric bikes.

5.26 The launch event can also target potential car club users through a more informal environment, mapping information and representatives from the car club operator.

5.27 Local cycle organisations such as the Camden Cycle Campaign and local bike shops should also attend the launch.

5.28 When planning the launch event, seasonal issues will be considered, as a push on walking and cycling will always be better received in warmer, drier months.

Frances Crick Institute

5.29 The Francis Crick Institute is located approximately 250m to the west of the Site on land bounded by Ossulston Street, Brill Place and Midland Road. The site is currently under development as a new biomedical research centre called the UK Centre of Medical Research and Innovation (UKCMRI) and will have a maximum staff occupancy level of 1,730 scientists and support staff.

5.30 A Travel Plan has been prepared for the site and a copy of this was obtained by JMP, the proposed Travel Plan Co-ordinator was also contacted by JMP.

5.31 It is recommended that the TPC can work in collaboration with the Francis Crick Institute in the future in order to maximise both sites’ travel plan activities. Given the close geographical proximity of the sites, measures such as car sharing, cycle training, electric vehicle charging points, TfL cycle hire docking stations and site events such as Dr Bikes could be used by both parties.

5.32 The Site TPC will be responsible for forging links with the Francis Crick Institute site.

Site-Wide Public Realm

5.33 To ensure that the Site can be considered to be a sustainable community it is critical that sustainable transport principles are incorporated into the development strategy from the outset.

5.34 The Site will therefore benefit from an attractive, well-lit, and high quality public realm in order to encourage walking and cycling trips both during the day and at night.

5.35 As such servicing will be restricted hours servicing off loading bays on the road for some commercial units and also residential deliveries. This will help to minimise pedestrian / vehicular conflict.

5.36 Argent is currently conducting an overall site-wide logistics exercise on servicing, cycles, blue badge parking and taxis. The purpose is to review facilities provided and planned; to identify where future need can be met. This is due to be completed in early 2014.

5.37 Good transport infrastructure provides the foundation on which the remainder of the development is built. In addition to the provision of an efficient public transport network; good cycle routes and pedestrian connectivity around the Site are paramount to encourage walking and cycling throughout the Site and to nearby services and amenities. The shared space on King’s Boulevard / Stable Street will facilitate safe pedestrian and cycle movements in the vicinity of the site.
Cycle Parking

5.38 Cycle parking will be provided throughout the Site for all users, including cycle parking within buildings for use by their own staff and public cycle parking for use by others.

5.39 As of February 2014, approximately 25 cycle parking areas have been completed at the Site and approximately 35 more have been approved for construction. Approximately 40 cycle parking areas are currently being estimated or reviewed, however this is subject to change as development is carried out.

5.40 A map of cycle parking locations throughout the Site, which includes the completion phase, number of parking spaces, and provision type (i.e. public or internal) for each location, is provided in Appendix C.

TfL Cycle Hire

5.41 Argent is currently at the outline discussion phase with TfL regarding Barclays Cycle Hire docking stations at the Site and their proposed locations.

5.42 Upon finalising locations, the ATP and LBC will be updated with this information.

5.43 The Cycle Hire scheme will also be coordinated with Legible London signage.

TfL Cycle Maps

5.44 TfL produce free local cycling guides which show different types of cycling routes, all of which have been ridden and recommended by cyclists. The colours on or beside the roads and paths show the different route types.

5.45 A copy of the Local Cycling Guide 7 which covers King’s Cross and surrounding areas will be made available to all site users via the TPC and Steering Group. This map also shows walking routes.

5.46 A link will also be provided on the ATP Webpage in order for Site users to order copies directly.

Existing Facilities and Employment / TfL Journey Planner

5.47 The Site is located in close proximity to a wealth of amenities, employment opportunities and leisure facilities all within comfortable walking and cycling distance.

5.48 TfL has developed a journey planner which can be filtered by mode; walk / cycle / drive / public transport, and also by speed; direct / flattest / quietest routes. The journey planner gives point to point directions, approximate journey time, and step-free access information. The journey planner widget is located at https://www.tfl.gov.uk/tfl/gettingaround/journeyplanner/banners/default.asp.

5.49 The widget will be added to the ATP Webpage and also to the individual land use websites through the TPC and Steering Group.

5.50 The following locations have been measured on the TfL journey planner using the walk and cycle option (approximately 10mph) and the ‘direct’ option, with the Site as the destination location in order to understand walking and cycle journey times and distances:

- Euston: 10 minute walk / 3 minute cycle
- Camden Town: 23 minute walk / 9 minute cycle.
- Holborn: 25 minute walk / 7 minute cycle
- Tottenham Court Road Tube: 29 minute walk / 7 minute cycle.
Camden Measures

Camden Climate Change Alliance

5.51 The Camden Climate Change Alliance was formed by Camden Council in 2008 to help organisations in Camden that are committed to reducing their carbon emissions and reducing associated energy bills. The Alliance now has over 200 members who represent around 30% of Camden’s non-domestic emissions.

5.52 Membership of the Alliance is free, and is open to organisations of all sizes and sectors that have premises located within Camden. Organisations can also earn Marks of Achievements. These marks are a visible demonstration of an organisations commitment to taking local action to tackle climate change, and can be used as evidence for applying for awards, bidding for contracts and achieving certification to ISO14001 or EMAS.

5.53 The Site is currently a member of the Camden Climate Change Alliance. The Site is also about to join the Advisory Board for the CCCA. The Site will also aim to attain the ‘Going Green’ mark of achievement within a two year timeframe.

Walk to Work Week

5.54 Walk to Work Week is a nationwide event developed by Living Streets which takes place annually in May. Living Streets has developed a website and Commuter Challenge interface for Walk to Work Week, which is hosted at www.walktoworkweek.org.uk.

5.55 The TPC will contact LBC for information on events happening in the local area and promote these to Site users.

5.56 The TPC will also encourage uptake of the Walk to Work Week Commuter Challenge.

Camden / Transport for London Bike Week

5.57 Camden / Transport for London Bike Week takes place as part of the National Bike Week, annually in June. The 2013 event worked with the Police and the Camden Cycling Campaign and featured the following free events: bike breakfasts, Dr Bikes, bike marking and cycling classes to promote cycling in the borough.

5.58 The TPC will promote events being held during Camden Bike Week. The TPC will register with Bike Week as an event organiser; once registered, the TPC will be able to download Bike Week promotional material and access event organiser guides. The TPC will contact LBC for information on events happening in the local area and promote these to Site users.

5.59 TfL also run a Cycle Challenge as part of Bike Week whereby teams of two or more people compete to see who can cycle the greatest number of miles. Anyone who lives, works or studies in London can register, log their miles and chart their progress on a real-time leader-board.

5.60 The TPC will promote the annual Cycle Challenge to all Site users via TfL publicity documents and the ATP Webpage.

Cycle to Work Day

5.61 Cycle to Work Day is a national event taking place annually in September. The aim of the event is to encourage as many people as possible to cycle to work on the event day. Anyone who ‘pledges’ to take place in the event via the event website (www.cycletoworkday.org.uk) is entered to win a bicycle.
5.62 The website has a toolkit for those wishing to promote the event. The TPC will use this resource and promote Cycle to Work Day to all Site users.

STRAVEL

5.63 Stravel is a reward / loyalty system which has been developed by Camden Council for sustainable journeys in Camden. Walkers, cyclists, public transport users and car sharers can all log their journeys on a website and receive credits which can be spent at a number of local businesses.

5.64 Stravel can also be used to plan trips, learn about alternative methods of transport, track personal statistics, compete against peers and earn Stravel points.

5.65 Stravel will be promoted to all Site users and a link will be provided on the ATP Webpage.

Free Cycle Training

5.66 LBC offer free cycle training for both adults and children in order to encourage safe cycling.

5.67 There are three courses available:

- Advanced skills cycling,
- Children, families and groups,
- Complete beginners.

5.68 Cycle training can be booked with the cycle training team at http://www.camden.gov.uk/ccm/content/transport-and-streets/cycling-and-pedestrians/cycle-training-in-camden.en

5.69 Information regarding cycle training will be provided via a link on the ATP Webpage.

Camden Cycle Campaign

5.70 The Camden Cycle Campaign (CCC) aims to get more people cycling and also campaigns for better facilities for cyclists. CCC works towards this aim by:

- Liaison with Camden Council to plan better cycling facilities for the borough;
- Organising rides, bike breakfasts and cycle maintenance workshops; and
- Pushing for cycle facilities in new developments throughout the Borough.

5.71 It is recommended that the Site investigates joining the CCC on a corporate membership and a link will be provided on the ATP Webpage in order to promote individual membership.

Cycle Routes Camden

5.72 A topographic image of all cycle routes in Camden has been produced by CCC and is located here: http://maps.camdencyclists.org.uk/allroutes/?menu=Camden-selective

5.73 The map also shows TfL bike hire stations, along with local bike shops.

5.74 A link to this will be provided on the ATP Webpage.

Sky Ride Camden

5.75 Sky Ride Camden are organised bike rides which are supported by British Cycling Ride Leaders.

5.76 Rides are split into big bike rides, guided bike rides and buddy bike rides.
Details on bike rides are located here: http://www.goskyride.com/Camden

A link to this will be included on the ATP Webpage as it is envisaged that promoting leisure trips by cycle could potentially result in more people choosing to commute by cycle.

The King’s Cross Site could be used as a starting point for future Sky Rides and other public guided rides. This will need to be co-ordinated through the Site TPCs.

Road Safety

LBC has produced a video entitled ‘Look Out For Each Other’ which aims to highlight the dangers of cycling close to lorries and HGVs.

The film is located here: http://www.camden.gov.uk/ccm/content/transport-and-streets/cycling-and-pedestrians/twocolumn/look-for-each-other.en.

TfL has also produced a short video on lorry blind spots to highlight the danger of cycling alongside lorries.


Links to these films will also be provided on the ATP Webpage.

Relevant Transport for London safety campaigns will also be promoted at the Site.

The TPC may also liaise with James Hammond at LBC, to offer feedback from Site users on road safety issues at or near the Site, in order to work towards providing safer cycle routes around the Site.

Exchanging Places

Exchanging Places events allow cyclists to sit in the cab of a lorry to gain awareness of the locations and sizes of lorries’ blind spots.

Exchanging Places events take place in Camden throughout the year and are publicised on Cycle Camden’s Facebook page (www.facebook.com/CyclingCamden).

The TPC will liaise with LBC to compile dates of upcoming Exchanging Places events in Camden and promote these to all Site users.

The TPC will also liaise with LBC to investigate opportunities to host Exchanging Places events at the Site.

LBC Green Travel Webpage

LBC have a dedicated Green Travel webpage which has a number of resources on greener methods of travelling including walking, cycling, public transport and car clubs; along with an emissions comparison tool and electric vehicles.

The webpage is located here: http://www.camden.gov.uk/ccm/navigation/environment/green-camden/green-travel/

A link to this will also be provided on the ATP Webpage.
5.94 Public Parking

The site has a total of 691 car parking spaces, comprising 87 disabled spaces and 604 spaces. The majority of car parking spaces will be provided at basement level with the exception of disabled / Blue Badge spaces which will be at street level.

5.95 The Site has a total of 3,708 cycle parking spaces, composed of residential, office and visitor spaces. The majority of the public (visitor) spaces are located on the King’s Boulevard.

5.96 A map showing the locations of existing, approved, and proposed cycle parking (current as of February 2014 but subject to change as development progresses) is provided in Appendix C.

5.97 Car Club

The Site will provide five spaces for car club vehicles and these will be located in the multi-storey car park on site. Five spaces will also be provided for electric vehicle charging.

5.98 Parking Permit Restriction

Residents of the Site will not be eligible for permit parking within the Controlled Parking Zone surrounding the Site. Potential occupiers will be informed of this prior to purchasing or leasing a property at the Site. As such, only Site occupiers with allocated parking will have access to their own vehicle on-Site.

5.99 Should the remainder require car access, this can be facilitated via car club membership.

5.100 Freight

Fleet Operator Recognition Scheme (FORS)

The Fleet Operator Recognition Scheme (FORS) is an accreditation scheme that aims to improve fleet activity in London and throughout the UK and beyond.

5.101 FORS is subsidised, voluntary and open to any company operating fleets including vans, lorries, mini-buses and coaches in London. It provides a quality and performance benchmark and allows access to a range of exclusive accreditation benefits.

5.102 Accreditation can assist with tendering for business, saving money, improving safety and reducing environmental impact. It is also an excellent way to prove credentials as a high performing operator who adheres to high quality standards.

5.103 The TPC will promote FORS via the ATP webpage.

5.104 Deliveries & Servicing

The transport impacts on a site are not only related to commuting and business travel but can also arise through arrangements for deliveries and servicing.

5.105 This is being examined as part of a review for a consolidation programme/strategy for King’s Cross. The ATP Steering Group will also be involved in the development of this programme.
5.106 Where possible the TPC will help to arrange deliveries outside peak travel times in order to reduce local congestion. For the non-residential areas (Zones A and B) delivery times will try to be limited to night time only.

Land Use Specific Measures

5.107 The following sections look at individual Site measures specific to land use.
6  Office Travel Patterns & Measures

Context
6.1 The office aspect of the Site is the largest proportion of land, comprising 56% of the total Site use allocation.

Travel Survey Results
6.2 An online travel survey was carried out with staff of businesses occupying the office space and King’s Cross Estates staff and contractors in October 2013.

6.3 191 people responded to the survey. The table below shows the number of responses and response rate for each occupant.

Table 6.1 Response rates by employer

<table>
<thead>
<tr>
<th>Occupant</th>
<th>Responses</th>
<th>Response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hoare Lee</td>
<td>63</td>
<td>32%</td>
</tr>
<tr>
<td>Zone</td>
<td>51</td>
<td>43%</td>
</tr>
<tr>
<td>Argent</td>
<td>46</td>
<td>35%</td>
</tr>
<tr>
<td>King’s Cross Estates &amp; contractors</td>
<td>25</td>
<td>n/a</td>
</tr>
<tr>
<td>Other*</td>
<td>6</td>
<td>n/a</td>
</tr>
</tbody>
</table>

*Businesses listed as ‘other’ include Albion Yard Regent Canal, Kings College Denmark Hill, Grant Thornton at Euston Station, Network Rail, Product Madness, and Kings Place.

Modal share

Figure 6.1 What is the main mode of travel for your journey?

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train</td>
<td>41%</td>
</tr>
<tr>
<td>Underground/Overground</td>
<td>35%</td>
</tr>
<tr>
<td>Cycle</td>
<td>12%</td>
</tr>
<tr>
<td>Walk</td>
<td>5%</td>
</tr>
<tr>
<td>Bus</td>
<td>5%</td>
</tr>
<tr>
<td>Motorcycle/scooter</td>
<td>2%</td>
</tr>
</tbody>
</table>

6.4 The majority of office respondents rely on the train and underground / overground to get to work; 41% (n=78) travel by train and 35% (n=67) use the underground / overground.

6.5 The reliance on train and underground / overground is likely due to the fact that the majority of respondents (74%, n=141) live more than five miles from work. 40% of all respondents live 10 or more miles away.
6.6 Cycling is also currently well represented among office respondents with 12% (n=23) travelling by this mode.

**Travel time & distances**

6.7 As noted previously, 74% (n=141) respondents live more than five miles from work, with 40% (n=77) travelling from over 10 miles away. This group of people are less likely to be able to switch from public transport to active travel due to the distances involved.

6.8 As a result of respondents living farther away from the office, most respondents have journeys lasting longer than half an hour (77%, n=148), with around a third (n=62) of all respondents taking more than one hour to travel to work.

6.9 A postcode plot of respondents’ residences is provided in Figure 6.4 below.
6.12 Respondents living within 5km of the site tend to live to the north and east of the Site.

6.13 Most London-based respondents live in the south of the city.

Work schedules & arrival and departure patterns

6.14 Unsurprisingly for an office environment, most respondents work Monday to Friday.

6.15 Those respondents who are at the office on Saturday or Sunday are almost entirely King’s Cross Estates employees.
6.17 The morning peak lasts from around 8:30 to 9:29, when 63% (n=92) of respondents arrive for work. A further 16% (n=11) arrive between 8:00 and 8:29.

6.18 Departures occur rather late into the afternoon/early evening. Respondents largely begin to leave work between 17:30 and 17:59 (18%, n=35), with 41% (n=78) leaving between 18:00 and 18:29. A further 26% (n=51) depart later than 18:30.
6.19 The preferred method of travel to work among office respondents is cycling. Of the 28% of people who would like to travel by cycling, 43% (n=23) are already travelling by this mode (note that these 23 people account for all of the respondents who are currently cycling to work, suggesting that all cyclists are happy with their chosen mode of travel).

6.20 The remaining 57% (n=31) of respondents who would like to cycle but currently do not are all travelling by various modes of public transport. However, the vast majority of these respondents do not live close enough to the Site for cycling to be feasible.

6.21 There is also interest in walking to work; however, many of the people who selected this as their preferred mode live more than five miles from the Site. Their selection of walking as preferred mode may reflect their ideal situation rather than what is actually achievable and practical given their current distance from the office.

6.22 Almost all of the respondents who prefer to travel by train or underground / overground are already travelling using these modes (aside from one motorcyclist who would like to take the train), suggesting they are either happy with their travel situation or they do not have an alternative due to living too far from the Site.

6.23 Based on these results, measures to encourage cycling uptake and to maintain travel by train and underground / overground may be most effective for this land use.
Many respondents who already travel by public transport did not provide a response to the question asking what would encourage public transport use; they may therefore already be satisfied with the services provided.

Of those who did provide an answer, more frequent rail services was the most popular choice, appealing to 12% (n=22) of all respondents.
Measures to encourage walking

Figure 6.9 Measures to encourage walking

- Improved footpaths: 10%
- Better street lighting: 6%
- Free pedometer: 6%
- Better walking info: 5%
- Showers, lockers, and changing areas at uni: 5%
- Clothes drying area at uni: 4%
- Help with route planning: 2%
- Personal safety course: 1%
- None of the above: 53%

6.26 Measures to encourage walking had low appeal to office respondents, likely due to the fact that a majority of respondents live too far to walk.

6.27 Improvements to footpaths had support from 10% (n=20) of respondents.

6.28 As noted previously, although there is a desire for walking to work among respondents, many of the 12% wishing to travel by walking live too far from the Site for it to be feasible.
6.29 Many people responded that ‘none of the above’ measures would encourage cycling; as with walking, this may be due to respondents living far from the Site.

6.30 The measure generating the most interest from respondents was ‘safer cycle routes’, appealing to 27% (n=51) of respondents.

6.31 The popularity of the measure ‘able to take bikes on trains’, with support from 16% (n=30) respondents, reflects the fact that many respondents require long distance train travel to get to work but suggests a good interest in cycling as a supplementary travel method.

**Objectives & Targets**

6.32 The objectives of the Office aspect of the Site are as follows:

1. To raise awareness of sustainable ‘smarter travel’ modes available to all Site users, including staff and visitors;
2. To encourage active modes of travel, particularly cycling and walking (where possible), and to emphasise the health and financial benefits of these modes;
3. To encourage good urban design that increases the permeability and vitality of the Site in order to improve the environment for walking and cycling;
4. To continue to promote the use of public transport in order to maintain current levels; and
5. Ensure cycle facilities are maintained and kept safe and secure for all users.

Targets

6.33 Targets are measurable goals by which the progress of the ATP will be assessed. Targets are essential for monitoring progress and success of the ATP. Targets should be ‘SMART’ – Specific, Measurable, Achievable, Realistic and Time-bound.

6.34 The targets for the office element have been based on the travel survey undertaken at the site. Targets are shown below in Table 6.2

Table 6.2 Target Modal Split

<table>
<thead>
<tr>
<th>Mode</th>
<th>Baseline Mode Split</th>
<th>Interim Mode Split (Year 1)</th>
<th>Interim Mode Split (Year 3)</th>
<th>Target Mode Split (Year 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Train</td>
<td>41%</td>
<td>41%</td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td>Underground / Overground</td>
<td>35%</td>
<td>34%</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>Cycle</td>
<td>12%</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Walk</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Bus</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Car alone</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Car Share as Driver</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Car Share as Passenger</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Taxi</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

6.35 The suggested targets represent what is considered to be an achievable increase in sustainable travel as a result of the introduction of the ATP and the proposed measures.

6.36 The targets acknowledge that travel modes at the site are already highly sustainable; however there is a target to increase cycling, and to a lesser extent walking levels. Office employee numbers will also rise with a ‘new population’ and therefore measures need to ensure that sustainable travel is promoted to maintain this high level of sustainability and awareness of options.

6.37 The ATP measures below, in addition to the site-wide measures above, aim to establish ways in which sustainable travel patterns can be embedded at the site.

Measures

ATP Branding

6.38 It is recommended as part of the ATP that the travel plan is branded using a bespoke logo and tagline. This will help to ensure that all measures are packaged and promoted under one recognisable brand.
6.39 Bespoke branding will also help to professionalise the look of the ATP and it is envisaged that this will encourage more staff and site users to engage with it.

**Steering Group Representative**

6.40 In order to carry out the office staff travel survey, JMP identified a travel representative at each office location.

6.41 The TPC will give details of the ATP to each travel representative, along with information on how the ATP is to be developed / moved forward, including details on joining the Steering Group. This will ensure that each office has a focal point / person for information regarding the ATP, and also ensure that each office can feed back comments and suggestions regarding its development.

**Workplace Templates**

6.42 JMP has developed a standardised Workplace Travel Plan template which will enable any new office occupiers moving on to the Site, to develop their own site-specific travel plans which will feed into and support the wider objectives of the ATP.

6.43 The template is available electronically and via paper copy. The template is in-line with LBC and London-wide objectives. The template contains easy to complete key sections and an action plan for completion by each new occupier's nominated travel representative / Travel Plan Co-ordinator.

**Welcome Pack**

6.44 The TPC will develop Welcome Packs which will be distributed to employers located in the office which will include details of the sustainable transport measures available at the Site and how to provide those services to their staff.

6.45 The TPC will also develop Welcome Packs which will be distributed to all office staff located at the Site. The Welcome Packs will include walking and cycling maps, public transport timetables and information, car club information along with details on LBC cycle training and events.

**Internet / Intranet**

6.46 Each office is likely to have its own internet/intranet site and it is recommended that a weblink is provided to the ATP webpage and document.

6.47 It is also recommended that the ATP website contains a cost / savings comparison, and also a calories burnt comparison; as people are shown to respond more positively to direct benefits to themselves, as opposed to wider benefits such as congestion and pollution.

**Transport for London Work Commuter Challenge**

6.48 A Commuter Challenge is an online-based competition targeted at employees to promote the use of sustainable modes for travel to work.

6.49 Transport for London runs an annual Commuter Challenge throughout June which is open to all businesses, organisations and individuals within London.

6.50 Participants compete for points and prizes as individuals, teams and workplaces and are awarded points for choosing sustainable modes to go to work. As an incentive, prizes are awarded to the most sustainable individuals, teams and workplaces based on selected criteria.

6.51 In order to ensure users’ interest and continued participation in the Challenge, the competition is run on a short-term basis (e.g. 3 weeks) using a dedicated user-friendly and interactive website, where participants can access their statistics and compare their performance with other individuals and
teams. Furthermore, mobile-friendly version of the website and connection to social networking websites increase the social value of the challenge, facilitating its use and interaction with other competitors.

6.52 The Commuter Challenge will be promoted as part of the ATP and this will be the responsibility of the site-wide TPC and also travel representative at each office to ensure involvement of staff.

Staff Travel Induction

6.53 The Site is currently expanding with staff numbers expected to increase in the next year. In light of this, it is proposed that new staff members receive a travel induction including the Welcome Pack mentioned above, along with information on site transport provision and information on business travel and tele / video-conferencing.

6.54 It is anticipated that through providing this information initially, this will encourage new members of staff to form and maintain sustainable travel habits.

Business Travel Measures

Cycle Mileage / Car Share Mileage

6.55 It is recommended that as part of the ATP, a mileage allowance is offered to those travelling on business by bike or by car sharing. This will ensure that members of staff who are cycling, or not driving on their own to meetings, are rewarded financially.

Monitoring

6.56 Business travel should be monitored at the Site in order to identify other areas for improvement; this can be done using expense claims and mileage information logged by employees.

Tele / Videoconferencing Training

6.57 Often a key barrier to staff using tele and videoconferencing is unfamiliarity with the available technology. It is recommended that a number of training events are provided to staff in order to promote this way of working as an alternative to travel.

Fleet Operator Recognition Scheme (FORS)

6.58 The Fleet Operator Recognition Scheme (FORS) is an accreditation scheme that aims to improve fleet activity in London and throughout the UK and beyond. FORS is subsidised, voluntary and open to any company operating fleets including vans, lorries, mini-buses and coaches in London.

6.59 The TPC will promote FORS via the ATP webpage and to occupiers at the site who may be operating their own fleets.

Walking & Cycling Measures

Walk to Work Week

6.60 Walk to Work Week is a nationwide event developed by Living Streets which takes place annually in May. The TPC will contact LBC for information on events happening in the local area and promote these to office employees.

6.61 The TPC will also encourage uptake of the Walk to Work Week Commuter Challenge (provided by Living Streets) among office employees.
Cycle to Work Day

6.62 Cycle to Work Day is a national event taking place annually in September. Anyone who ‘pledges’ to take place in the event via the event website (www.cycletoworkday.org.uk) is entered to win a bicycle. The TPC promote Cycle to Work Day to office employees.

Pool Bikes

6.63 Pool bikes will be provided at the LBC offices and these will be for use by LBC employees only, along with business related travel.

6.64 Other employers at the Site will be encouraged to consider their own pool bike system. The TPC can recommend this measure through the Employer Welcome Packs and Steering Group.

Cycle Interchange/Exchange

6.65 The Site will feature a Cycle Interchange/Exchange which is to be run and managed by Evans Cycles. The Interchange will act as a hub and feature secure parking and on-site bicycle maintenance.

6.66 This facility will offer approximately 300 bike parking spaces, depending on the final fit out which will take place in early 2015. The hub will be open to all Site users and a small charge will be levied, the cost of this has not yet been determined.

6.67 The Cycle Interchange/Exchange will be located at 6 Pancras Square. The timeframe for its operation is currently being confirmed between the Client and Evans Cycles.

Showers & Lockers

6.68 Showers and lockers have been provided at all office buildings and this will assist with the promotion of staff members walking and cycling to and from work.

Free Cycle Training / Cycle Maintenance Classes

6.69 LBC currently organise free cycle training and bicycle maintenance classes. It is recommended that these are advertised as part of the ATP Launch Event in order to highlight availability to staff and encourage mode shift to cycling.

Cycle Scheme

6.70 It is recommended that offices offer the tax-free Cycle to Work Scheme. The Cycle to Work Scheme enables offices to offer bicycles and bicycle safety equipment to UK employees, with the purpose that the bicycle is mainly used to cycle to work.

6.71 Under the scheme, employees hire a bicycle and/or safety equipment for a fixed period of 12 months through a salary sacrifice agreement. Gross salary is used to fund the provision of the package, therefore saving Income Tax and National Insurance.

6.72 HMRC have also recently issued clarification that safety equipment, such as helmets, lights, locks and clothing can be bought under the scheme without having to buy a bike.

6.73 If the offices offer the scheme, this should be promoted via communications from HR departments and also on the intranet information.

Winter Cycling Promotion

6.74 It is recommended that walking and cycling are also promoted prior to the colder winter months, in order to try and maintain their usage during this season.
6.75 This could take the form of a leaflet or eshot, including practical tips and advice, to help staff to keep
safe and enjoy cycling in winter - alongside contact details for local bike shops and organisations
who can supply good kit and advice.

6.76 This low-cost measure will help to maintain the sustainable travel patterns that have developed as a
result of the travel planning activities undertaken throughout the summer - and ensure that the ATP
doesn’t lose momentum into the New Year.

Walkers & Cyclists Breakfasts
6.77 Offering walkers and cyclists’ free breakfast is seen as a positive way to encourage staff to continue
travelling by these modes.

6.78 Offices should offer these to all walkers and cyclists as part of the ATP and these can also be used
to tie into topical events such as Walk to Work Week and Bike Week.

Exchanging Places
6.79 Exchanging Places events allow cyclists to sit in the cab of a lorry to gain awareness of the locations
and sizes of lorries’ blind spots. The TPC will liaise with LBC to compile dates of upcoming
Exchanging Places events in Camden and promote these to office employees.

Motorcycles
6.80 The travel survey shows that currently 2% of office staff use a motorcycle to travel to and from the
Site. Although this is only a small percentage; it is seen as preferable to using the car due to reduced
traffic congestion and space to park.

6.81 Argent is currently in the process of allocating dedicated motorcycle spaces, and this information will
be reported to LBC and added into the ATP when finalised.

Promote Staff Travel Survey results
6.82 The office travel survey provided an excellent number of responses and some encouraging data;
particularly in the case of cycling and public transport levels.

6.83 This information should be widely shared in order to keep staff abreast of travel information, engage
staff in the ATP and also to encourage staff to complete subsequent surveys.
7 Residential Travel Patterns & Measures

Context

7.1 The residential aspect of the Site will comprise a considerable proportion of land; with over 600 residential units to be built, comprising 24% of the total Site use allocation. There are currently 260 units built and occupied at Rubicon Court, Saxon Court and Roseberry Mansions.

7.2 Arguably, the residential aspect of the Site also offers the greater scope and potential to affect travel behaviour. This is because moving to a new home requires the establishment of new travel patterns to work, education and leisure facilities and as such, sustainable habits and travel patterns can be established from day one.

Travel Survey Results

7.3 In order to understand the travel patterns of residents at the Site; an in-person, iTRACE compatible residential travel survey was undertaken by JMP during the peak morning period (07:00–10:00) of Tuesday 24th September 2013.

7.4 Two members of staff surveyed residents of Rubicon Court, Saxon Court and Roseberry Mansions. These sites are now fully occupied consisting of 260 units.

7.5 The survey consisted of four questions: purpose of journey, mode of travel, distance to destination, and travel time to destination.

7.6 129 people responded to the travel survey. This included adults as well as young people travelling for education.

Figure 7.1 What is the purpose of your journey this morning?

7.8 The most common reason for travel during the morning peak period is for education purposes. 68% (n=87) of survey respondents travelled for this reason. Of these, 52% (n=67) were young people travelling to school, and 16% (n=20) were carers or parents accompanying children to school.
7.9 60% (n=52) of journeys for education/dropping off children were less than one mile and undertaken either by walking or getting a bus.

7.10 29% (n=27) of respondents were travelling to work.

7.11 Shopping, leisure, and personal business trips were rare during the morning peak, comprising only 4% of journeys.

7.13 Walking was the most popular method of travel, with 43% (n=56) of respondents walking to their destinations.

7.14 Various public transport modes were the second most popular method of travel, comprising 39% (n=51) of journeys. The bus was the most frequently used public transport mode, with 24% (n=31) of respondents travelling in this way, followed by underground / overground (13%, n=17) and the train (2%, n=3).

7.15 All respondents who were car sharing (12%, n=15), either as drivers or passengers, were parents and children travelling to school (five parents travelling with 10 children total).

7.16 The breakdown of distances travelled by parents driving their children to school is as follows: two journeys of 1-2 miles, seven journeys of 2-5 miles, three journeys of 5-10 miles, and three journeys of unknown distance.

7.17 The one lone driver was travelling to work (for a journey greater than 10 miles / 60 minutes).
7.20 80% (n=104) of journeys were less than five miles, and most journeys (43%, n=56) were less than one mile.

7.21 Most journeys were completed within 15 minutes (47%, n=61).

**Objectives & Targets**

7.22 The objectives of the Residential aspect of the Site are as follows:

1. To raise awareness of sustainable ‘smarter travel’ modes available to all residents and visitors;
2. To encourage active modes of travel, particularly cycling and walking (where possible), and to emphasise the health and financial benefits of these modes;
3. To promote healthy lifestyles and a sustainable, vibrant local community;
4. To encourage good urban design that increases the permeability and vitality of the Site in order to improve the environment for walking and cycling; and
5. To continue to promote the use of public transport in order to maintain current levels.
6. To ensure cycle facilities are maintained and kept safe and secure for residents.

**Targets**

7.23 Targets are measurable goals by which the progress of the ATP will be assessed. Targets are essential for monitoring progress and success of the ATP. Targets should be ‘SMART’ – Specific, Measurable, Achievable, Realistic and Time-bound.

7.24 The targets for the residential element of the Site have been based on the residential travel survey undertaken. Targets are shown below in **Table 7.2**

<table>
<thead>
<tr>
<th>Distance (Miles)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1 mile</td>
<td>43%</td>
</tr>
<tr>
<td>1-2 miles</td>
<td>34%</td>
</tr>
<tr>
<td>2-5 miles</td>
<td>10%</td>
</tr>
<tr>
<td>5-10 miles</td>
<td>7%</td>
</tr>
<tr>
<td>10+ miles</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Duration (Minutes)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-15 min</td>
<td>47%</td>
</tr>
<tr>
<td>16-30 min</td>
<td>31%</td>
</tr>
<tr>
<td>31-60 min</td>
<td>9%</td>
</tr>
<tr>
<td>61+ min</td>
<td>2%</td>
</tr>
<tr>
<td>Unknown</td>
<td>10%</td>
</tr>
</tbody>
</table>
Table 7.1 Target Modal Split - Residents

<table>
<thead>
<tr>
<th>Mode</th>
<th>Baseline Mode Split</th>
<th>Interim Mode Split (Year 1)</th>
<th>Interim Mode Split (Year 3)</th>
<th>Target Mode Split (Year 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk</td>
<td>43%</td>
<td>43%</td>
<td>43%</td>
<td>45%</td>
</tr>
<tr>
<td>Bus</td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Underground/DLR</td>
<td>13%</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Car Share as Passenger</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Cycle</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Car Share as Driver</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Train</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Car alone</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Taxi</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

7.25 The suggested targets represent what is considered to be an ambitious but achievable increase in sustainable travel as a result of the introduction of the ATP and the proposed measures.

7.26 In addition there are no dedicated parking spaces for the residential element which should greatly limit car use. Also, it is not proposed to issue any of the residents of the new site with parking permits for any of the adjacent CPZ zones.

7.27 The ATP measures below, in addition to the site-wide measures above, aim to establish ways in which sustainable travel patterns can be fully embedded at the site.

**Measures**

**Travel Webpage**

7.28 Each residential development is expected to have a marketing/community website. It is proposed that a dedicated ATP page is developed as part of this website. This could be seen as a ‘selling point’ of the development, and it would also ensure that information on the ATP such as public transport timetables, new measures and steering group information and news could be easily updated by the TPC/Residential Travel Representative on a regular basis.

**Cycle Parking**

7.29 Access to cycle parking storage within the site will be possible without the need to negotiate steps. A suitable sized lift will also be provided to ensure that residents in the private flats and townhouses can park their cycles within their flats.

**Communal Notice-Boards**

7.30 Communal notice boards will be provided at the Site for residents use. Travel information will also be displayed here and it is envisaged that this will be particularly useful for residents with no internet access.
7.31 In the future there will also be a Community Centre built on the Site which can be used for any events or awareness raising activities. Currently the sports pitch, Boulevard or West Handyside Canopy could be used for this purpose.

**Reducing the Need to Travel**

**Site-Wide Broadband**
7.32 All residential units will be provided with a high speed broadband connection. This will ensure that residents will have the option of working/shopping from home where appropriate.

**Location**
7.33 The Site contains an element of retail, which includes an A1 Use Class / supermarket. This will ensure that short shopping trips can be made locally on foot.

7.34 The Site will also contain a primary school, a park, a leisure centre, public library, along with shops, cafés and restaurants. It is therefore envisaged that many residents shopping and leisure trips will also be made on foot.

**Cycle Information**
7.35 With the exception of cycle equipment and the purchase of accessories (as well as occasional maintenance), cycling is free. It offers freedom of movement and is a financially advantageous mode of transport, particularly given the absence of public transport fares.

7.36 The Travel Webpages and communal notice-boards will provide information on cycle activity, along with cycle facilities at the Site.

7.37 A link to the Camden Cycle Campaign cycle map will be provided which contains information on the local cycle network and access routes to key destinations.

7.38 Information will be provided on cycling, including equipment and local bike shops. Reference and web-links will be provided to Camden (http://www.camden.gov.uk/ccm/navigation/transport-and-streets/cycling-in-camden/) and TfL (http://www.tfl.gov.uk/roadusers/cycling/11598.aspx).

7.39 Information on Bike Week will also be included and promoted by the TPC/Residential Travel Representative.
8  University Residence Travel Patterns & Measures

Context

8.1 The Site provides 650 units of student accommodation located in a 27-storey tower managed by Urbanest. Accommodation comprises shared flats with media centres, common rooms, study areas and terraces.

8.2 Catering facilities will be available at street level, with cafés and food stores fronting onto York Way and Canal Street.

8.3 The building has now been completed and is occupied by students.

Parking Provision

8.4 The student accommodation aspect of the Proposed Development is car-free, with the exception of three disabled spaces off-street.

8.5 353 covered cycle parking spaces have been provided at a rate of one space per 1.8 student rooms. The cycle parking is in a secure internal parking garage located at street level. The parking area is fully lit and accessible only to building residents.

Deliveries & Servicing

8.6 Deliveries and servicing to the student accommodation will be carried out on-street with refuse collected from the bin stores via Canal Reach.

Travel Survey Results

8.7 46 Urbanest residents responded to the travel survey, which was carried out online in October 2013. Based on 650 units of student accommodation, this gives a response rate for this land use of 7%.

8.8 Urbanest residents attend a variety of different universities throughout London. Among the survey respondents, a majority study at London School of Economics (78%, n=36). 11% (n=5) study at UCL, 4% (n=2) at University of London, and 2% (n=1) at each UAL, Hult International Business School, and University of Westminster.

Modal share

Figure 8.1 What is the main mode of travel for your journey to university?

<table>
<thead>
<tr>
<th>Travel Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underground/Overground</td>
<td>50%</td>
</tr>
<tr>
<td>Walk</td>
<td>28%</td>
</tr>
<tr>
<td>Bus</td>
<td>13%</td>
</tr>
<tr>
<td>Cycle</td>
<td>7%</td>
</tr>
<tr>
<td>Train</td>
<td>2%</td>
</tr>
</tbody>
</table>

8.9 Half (n=23) of the Urbanest respondents travel to their universities by underground / overground.
8.10 Walking has a high modal share among respondents, with 28% (n=13) using this mode. Cycling also has a good uptake, with 7% (n=3) students travelling this way.

Travel time & distances

8.11 Being located in central London, the vast majority of respondents live within 5 miles of their universities (91%, n=42). Of these, 39% (n=18) live within 2 miles.

8.12 72% (n=13) of the respondents living within 2 miles are currently travelling by public transport; there is therefore an opportunity to encourage some of these students to try walking or cycling to university instead. Similarly, 58% (n=14) of the respondents living within 2-5 miles of university are travelling by public transport and may also be encouraged to switch modes.

8.13 Most journeys were completed within 30 minutes (77%, n=35).

Days at university & arrival and departure patterns

8.14 Monday to Thursday are the busiest days of the week for travel to University; 87-91% of respondents attend university on these days. Fewer respondents attend university on a Friday.
8.15 Weekend travel to University is uncommon.

8.17 Around 37-39% of respondents have variable arrival and departure times.

8.18 41% (n=19) of respondents regularly arrive in the morning peak hours between 8:30 and 10:00.
8.19 28% (n=13) would like to travel by underground / overground. Of these, 85% (n=11) already travel using this mode; those wishing to switch to travelling by underground / overground are currently walking and cycling.

8.20 There is some interest in cycling to university, as 24% (n=11) would like to travel this way. This includes two people who are already cycling along with four walkers and five underground / overground passengers.

8.21 Despite its high modal share, only 11% (n=5) of respondents would like to travel by walking, including four (80%) who are already walking and one currently using underground / overground.

8.22 The appeal of the bus as a mode of transport may be due to the combination of convenience and cost compared to underground / overground and train travel. However, as one respondent pointed out, there are no direct bus services between Urbanest and LSE (where most respondents study), which may be why more people are not already travelling on the bus.

Other travel

8.23 Urbanest survey participants had an additional question on their survey asking about their main non-university trip throughout the week. This was asked in order to gauge the sort of travel undertaken for leisure or shopping; that may impact on transport throughout the King’s Cross site.

8.24 Most of the non-university destinations reported are located within central London.
8.26 For 39% (n=18) respondents, the most common non-university destination is the supermarket. Most respondents shop at supermarkets located at King’s Cross or in Camden.

8.27 Leisure centres and cafes, pubs, or restaurants are the second most common destinations (20%, n=9 each). These tend to be located in Soho, Oxford Street, and Bloomsbury/Holborn.

8.28 The modes of travel used to reach these destinations are underground / overground (46%, n=21), walking (30%, n=14), bus (13%, n=6), and cycling (7%, n=3). This is roughly the same breakdown as for travel to university.
8.29 The most popular measure to encourage public transport use was a direct bus route, with support from 48% (n=22) respondents. As noted previously, there is no direct bus link between Urbanest and LSE, where most respondents study.

8.30 More frequent bus services appealed to 28% (n=13) of respondents and improvements to bus waiting facilities appealed to 15% (n=7).

8.31 Remaining measures had less than 10% of support from respondents.

Measures to encourage walking

Figure 8.9 Measures to encourage walking

- Improved footpaths: 24%
- Better street lighting: 17%
- Better walking info: 17%
- Help with route planning: 13%
- Personal safety course: 11%
- Free pedometer: 9%
- Showers, lockers, and changing areas at uni: 4%
- Clothes drying area at uni: 2%
- None of the above: 17%
8.33 Improved footpaths were the most popular choice for encouraging walking to university (24%, n=11). This was followed by improved lighting and walking information (17%, n=8 each).

8.34 13% (n=6) respondents would like help with planning their walk route to university and 11% (n=5) felt they would benefit from a personal safety course.

**Measures to encourage cycling**

<table>
<thead>
<tr>
<th>Measure</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safer cycle routes near Urbanest</td>
<td>43%</td>
</tr>
<tr>
<td>Help with route planning</td>
<td>20%</td>
</tr>
<tr>
<td>Better cycling information</td>
<td>20%</td>
</tr>
<tr>
<td>Secure cycle parking at Urbanest</td>
<td>11%</td>
</tr>
<tr>
<td>Cycle training course</td>
<td>9%</td>
</tr>
<tr>
<td>Cycle Hire docking station near Urbanest</td>
<td>7%</td>
</tr>
<tr>
<td>Cycle maintenance course</td>
<td>7%</td>
</tr>
<tr>
<td>Pool bicycles at Urbanest</td>
<td>7%</td>
</tr>
<tr>
<td>Showers, lockers, and changing facilities at uni</td>
<td>4%</td>
</tr>
<tr>
<td>Increased space for cycle parking at Urbanest</td>
<td>2%</td>
</tr>
<tr>
<td>Able to take bikes on trains</td>
<td>2%</td>
</tr>
<tr>
<td>Increased security at Urbanest</td>
<td>0%</td>
</tr>
<tr>
<td>Clothes drying area at uni</td>
<td>0%</td>
</tr>
<tr>
<td>None of the above</td>
<td>35%</td>
</tr>
</tbody>
</table>

8.35 The most popular cycling-related measure was safer cycle routes near Urbanest, supported by 43% (n=20) of respondents.

8.36 Help with cycle route planning and provision of cycling information each appealed to 20% (n=9) of respondents.

8.37 11% (n=5) of respondents said they would be encouraged by secure cycle parking at Urbanest. As this already exists, there may need to be some awareness-raising among residents about on-site cycling facilities.

8.38 Cycle training was the next most popular measure with 9% (n=4) selecting this option.

8.39 Remaining measures, including Cycle Hire docking stations on site, and pool bikes received 7% or less interest from respondents.

**Objectives & Targets**

8.40 The objectives of the University aspect of the Site are as follows:

1. To raise awareness of sustainable ‘smarter travel’ modes available to all students and visitors;
2. To encourage active modes of travel, particularly cycling and walking, and to emphasise the health and financial benefits of these modes;

3. To promote healthy lifestyles and sustainable, a vibrant local community;

4. To encourage good urban design that increases the permeability and vitality of the Site in order to improve the environment for walking and cycling; and

5. To continue to promote the use of public transport in order to maintain current levels.

6. To ensure cycle facilities are maintained and kept safe and secure for all users.

**Targets**

8.41 Targets are measurable goals by which the progress of the ATP will be assessed. Targets are essential for monitoring progress and success of the ATP. Targets should be ‘SMART’ – Specific, Measurable, Achievable, Realistic and Time-bound.

8.42 The targets for the Site have been based on the University travel survey undertaken at the site. Targets are shown below in **Table 8.1**

### Table 8.1 Target Modal Split - University

<table>
<thead>
<tr>
<th>Mode</th>
<th>Baseline Mode Split</th>
<th>Interim Mode Split (Year 1)</th>
<th>Interim Mode Split (Year 3)</th>
<th>Target Mode Split (Year 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underground/ Overground</td>
<td>50%</td>
<td>49%</td>
<td>47%</td>
<td>43%</td>
</tr>
<tr>
<td>Walk</td>
<td>28%</td>
<td>28%</td>
<td>29%</td>
<td>30%</td>
</tr>
<tr>
<td>Bus</td>
<td>13%</td>
<td>13%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>Cycle</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Train</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

8.43 The suggested targets represent what is considered to be an ambitious but achievable increase in sustainable travel as a result of the introduction of the ATP and the proposed measures.

8.44 Currently no students travel by car as sole occupant or by car sharing, and therefore these modes have been omitted from **Table 8.1**. The target of the ATP will be for this to remain at 0%.

8.45 Cycling, walking and bus use have been prioritised for increasing mode share. This is due to the distance travelled by students, along with the cost savings associated with these modes.

8.46 The ATP measures below, in addition to the site-wide measures above, aim to establish ways in which sustainable travel patterns can be embedded at the site.

**Measures**

**LSE TPC**

8.47 The TPC will provide information and route planning to all staff and students.
Free Cycle Training / Cycle Maintenance Classes

8.48 LBC currently organise free cycle training and bicycle maintenance classes. It is recommended that these are advertised as part of the ATP Launch Event in order to highlight availability to staff and students and thus encourage mode shift to cycling.

TPC / TfL Liaison

8.49 It is recommended that the TPC liaise with Transport for London in order to investigate the provision of a bus to and from LSE to the Site.

Travel Webpage

8.50 Urbanest has a website located at http://uk.urbanest.com/uk/london/accommodation/king's-cross.aspx.

8.51 It is proposed that a dedicated transport page is developed as part of this website. This could be seen as a ‘selling point’ of the development, and it would also ensure that information such as public transport timetables, new measures and steering group information and news could be easily updated by the University Residence Travel Representative on a regular basis.

Pool Bikes

8.52 Urbanest have a number of pool bicycles which are able to be rented out for free. It is recommended that this is publicised better to students in order to encourage more students to cycle.

Exchanging Places

8.53 Exchanging Places events allow cyclists to sit in the cab of a lorry to gain awareness of the locations and sizes of lorries’ blind spots. The TPC will liaise with LBC to compile dates of upcoming Exchanging Places events in Camden and promote these to residents.

LSE Travel Plan

8.54 The travel survey shows that the majority of students at Urbanest study at LSE.

8.55 LSE developed a Travel Plan in 2010. LSE encourages students to cycle and supports an LSE Bike Club which provides regular events including security marking of bikes by the police, breakfast club events for cyclists, cycle maintenance, cycle training and route information.

8.56 LSE also provides secure well-sit cycle parking along with shower / changing facilities at all campus and halls of residences and is currently working on increasing provision of this.

8.57 The LSE TPC is currently Martin Bolton (m.j.bolton@lse.ac.uk).

8.58 A link to the LSE Travel Plan will be provided on the webpage, and the LSE TPC will be invited to any on-Site travel events.

UAL Travel Plan

8.59 UAL are currently in the process of updating their travel plan. This is discussed in further detail in Section 9.

8.60 The University of the Arts London aims:

‘to create a culture of social and environmental awareness in order to develop and integrate sustainable and ethical practice throughout all aspects of our life and work (University Strategy 2010-15)’. 
8.61 University of the Arts London is determined to make the most of the unique opportunity it has to make a distinctive and creative contribution to addressing the world’s social and environmental need.

8.62 Details of UAL’s travel plan will also be linked to the Urbanest travel webpage.
9 University of the Arts Travel Patterns & Measures

Context
9.1 The Granary Complex is now the home of the University of the Arts London which includes Central Saint Martin’s College.

Travel Survey Results
9.2 An online travel survey was carried out with UAL staff and students in October 2013.
9.3 58 staff and 109 students responded to the survey. There are approximately 5,000 staff and students at UAL.

Modal share

Figure 9.1 What is the main mode of travel for your journey? (total)

Figure 9.2 What is the main mode of travel for your journey? (by user)
9.4 Public transport is the most common mode of travel to UAL, with 81% of respondents travelling by underground / overground (47%, n=79), train (21%, n=35), or bus (13%, n=22).

9.5 13% (n=21) of respondents cycle to UAL. Cycling to UAL is mainly undertaken by students; only one staff member reported travelling to UAL by bicycle.

9.6 One person travels as a car passenger. The reasons given were that the journey is faster, cheaper, and easiest by car.

**Travel time & distances**

<table>
<thead>
<tr>
<th>Figure 9.3 How far do you travel?</th>
<th>Figure 9.4 How long does your journey take?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unknown 0-1 mile</td>
<td>61+ min 13%</td>
</tr>
<tr>
<td>2-5 miles 37%</td>
<td>0-15 min 10%</td>
</tr>
<tr>
<td>1-2 miles 11%</td>
<td>16-30 min 23%</td>
</tr>
<tr>
<td>5-10 miles 28%</td>
<td>31-60 min 54%</td>
</tr>
<tr>
<td>10+ miles 19%</td>
<td>0-15 min 10%</td>
</tr>
<tr>
<td>1-2 miles 11%</td>
<td>16-30 min 23%</td>
</tr>
<tr>
<td>Unknown 0-1 mile</td>
<td>61+ min 13%</td>
</tr>
<tr>
<td>2-5 miles 37%</td>
<td>0-15 min 10%</td>
</tr>
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<td>1-2 miles 11%</td>
<td>16-30 min 23%</td>
</tr>
<tr>
<td>5-10 miles 28%</td>
<td>31-60 min 54%</td>
</tr>
<tr>
<td>10+ miles 19%</td>
<td>0-15 min 10%</td>
</tr>
<tr>
<td>Unknown 0-1 mile</td>
<td>61+ min 13%</td>
</tr>
</tbody>
</table>

9.7 Over half (53%, n=88) of respondents live within five miles of UAL. Of these, 28% (n=25) travel by walking or cycling to reach UAL. There is therefore an opportunity to increase uptake of active travel among respondents living within five miles of UAL.

9.8 **Figure 9.5** below shows the locations of respondents’ residences in comparison to UAL.

9.9 Most respondents live to the north and east of the Site; 38% (n=64) of respondents travel from London ‘N’ or ‘E’ postcodes.

9.10 Around 19% (n=31) of respondents live in southeast London (‘SE’ postcodes).

9.11 The most common journey length is between 31 and 60 minutes (54%, n=90); an additional 13% (n=21) of respondents require more than an hour to reach UAL. This is likely due to the high number of people travelling five or more miles to UAL (47%, n=78)
9.14 Tuesday and Thursday are the busiest days of the week for travel to UAL, with 84-85% of respondents travelling to the university on those days.
9.15 Travel to UAL on Monday and Wednesday is slightly lower; around 77-78% of respondents travel to the university on those days. Even fewer respondents travel to UAL on Friday—only around 68% of staff or students are on site that day.

9.16 Weekend travel to UAL is uncommon.

9.18 Around 11-14% of respondents have variable arrival and departure times.

9.19 Peak arrival times are spread from 8:30 until 10:30, with nearly a quarter (23%, n=38) of respondents arriving between 9:30 and 9:59.

9.20 The peak time for departures occurs around 17:00 to 17:29, when 21% (n=35) of respondents leave UAL for the day.
Cycling is the most popular preferred method of travel, with 35% (n=58) of respondents wishing to travel this way to UAL. Of these, 19 respondents (33%) already travel by cycling; most of those desiring to switch to cycling are current public transport users.

There is a good opportunity to encourage uptake of cycling among students who wish to cycle but currently do not: 29 of them (representing 74% of non-cyclists who wish to cycle) live within a reasonable cycling distance (i.e. five miles or less) of the Site.

40% (n=54) of respondents currently using public transport (either by bus, Underground / Overground, or train) would prefer to travel by cycling.

There is also some interest in walking to UAL: 14% (n=24) respondents would prefer to travel this way. Of these, 7 (29%) already walk, while the remaining 17 (71%) currently travel by public transport. However, only 3 of these respondents wishing to walk live within a reasonable walking distance (i.e. two miles or less) of the Site.

The 4% (n=7) who would prefer to drive are respondents who travel more than 5 miles to UAL.
9.26 The most popular measure for encouraging public transport use was being able to take bicycles on trains (16%, n=27). Eight (30%) of these respondents currently travel by bicycle, while the remaining 70% (n=19) travel by Underground / Overground or train.

9.27 Following this, direct bus routes were the most popular measure, appealing to 15% (n=25) of respondents.

9.28 Other measures with more than 10% support from respondents included more frequent bus services (11%, n=18), more frequent rail services (10%, n=17), and secure cycle parking at rail stations (10%, n=16).
9.29 Provision of showers, lockers, and changing areas was the most popular method to encourage respondents to travel by walking. This appealed to 21% (n=35) of respondents.

9.30 Improvements to local footpaths could encourage 20% (n=34) of respondents to try walking to UAL.

9.31 Other measures with more than 10% support from respondents included free pedometers (13%, n=22), improved lighting in the local area (12%, n=20), and better information on local walking routes (11%, n=18).

9.32 Those responded that there were no measures to encourage them to walk largely live longer distances from UAL that would make it impractical to walk.
9.33 By far the most popular measure to encourage cycling was safer cycle routes, receiving interest from 46% (n=76) of respondents.

9.34 Secure bicycle parking areas had support from 18% (n=30) of respondents and shower, locker, and changing room areas had support from 17% (n=29) of respondents.

9.35 Cycle hire docking stations and cycle training courses appealed to 14% (n=23) of respondents each.

9.36 Respondents who answered that none of the measures would encourage them to cycle are those who have journeys greater than five miles (71%, n=25) and/or who are already happy with their chosen mode of travel (57%, n=20).

**Objectives & Targets**

9.37 The objectives of the UAL aspect of the Site are as follows:

1. To raise awareness of sustainable ‘smarter travel’ modes available to all staff, students and visitors;

2. To encourage active modes of travel, particularly cycling and walking, and to emphasise the health and financial benefits of these modes;
3. To encourage good urban design that increases the permeability and vitality of the Site in order to improve the environment for walking and cycling; and

4. To continue to promote the use of public transport in order to maintain current levels.

5. To ensure cycle facilities are maintained and kept safe and secure for all users.

Targets

9.38 Targets are measurable goals by which the progress of the ATP will be assessed. Targets are essential for monitoring progress and success of the ATP. Targets should be ‘SMART’ – Specific, Measurable, Achievable, Realistic and Time-bound.

9.39 The targets for the Site have been based on the University travel survey undertaken at the site. Targets are shown below in Table 8.1

<table>
<thead>
<tr>
<th>Table 9.1 Target Modal Split - UAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mode</strong></td>
</tr>
<tr>
<td>-----------------------------------</td>
</tr>
<tr>
<td>Underground/Overground</td>
</tr>
<tr>
<td>Train</td>
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<tr>
<td>Bus</td>
</tr>
<tr>
<td>Cycle</td>
</tr>
<tr>
<td>Walk</td>
</tr>
<tr>
<td>Car Share</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

9.40 The suggested targets represent what is considered to be an ambitious but achievable increase in sustainable travel as a result of the introduction of the ATP and the proposed measures.

9.41 Cycling and walking have been prioritised for increasing mode share. This is due to the fact that over half of all survey respondents live within five miles of UAL.

9.42 Currently no students or staff travel by car, and therefore this mode has been omitted from Table 9.1. The target of the ATP will be for this to remain at 0%.

9.43 The measures below, in addition to the site-wide measures above, aim to establish ways in which sustainable travel patterns can be embedded at the site.

**Measures**

**UAL TPC**

9.44 The results of the travel survey show that the second most popular answer to the question ‘what would encourage you to cycle to UAL’ was ‘secure cycle parking’. UAL has secure, underground bicycle parking for up to 275 cycles.

9.45 It is recommended that this is publicised more effectively to students and this could be done by the sustainable arts blog below, or through a cycling campaign.
Sustainable Arts Blog

9.46 The University runs a sustainable arts blog at http://blogs.arts.ac.uk/sustainability/

9.47 This is a useful tool for publicising events, campaigns and updates and will be used to provide information on the UAL Travel Plan.

Green Week

9.48 Each year the University supports Green Week which takes place during March. The past few years have seen a wide range of events that promote and share good practice whilst also launching new initiatives.

9.49 The ATP will be promoted as part of Green Week 2014.

UAL Travel Plan

9.50 As outlined above, UAL are currently in the process of updating their travel plan.

9.51 The University of the Arts London aims:

‘to create a culture of social and environmental awareness in order to develop and integrate sustainable and ethical practice throughout all aspects of our life and work (University Strategy 2010-15)’

9.52 University of the Arts London is determined to make the most of the unique opportunity it has to make a distinctive and creative contribution to addressing the world’s social and environmental need.

9.53 The Travel Plan is being developed by Ian Lane who is the Environment & Sustainability Manager (i.lane@arts.ac.uk). It is expected that this will also be the Travel Plan Representative.

Public Transport season tickets and discounts

9.54 It is suggested that the TPC work with UAL administration to investigate the feasibility of offering a public transport season ticket loan scheme to staff, whereby UAL loans employees the funds required to purchase a season ticket suitable to their needs, which is repaid interest-free each month.

9.55 Students are eligible to receive 1/3 off rail fares if they have a valid 16-25 railcard (the 16-25 railcard is also available to students above the age of 25 as long as they are in full-time education).

9.56 The 16-25 railcard can also be loaded onto an Oyster card at any major Underground station, which allows the cardholder to benefit from 1/3 off Oyster pay as you go and daily capped rates. The railcard discount cannot be used on TFL weekly, monthly, or yearly season tickets.

9.57 Information about 16-25 railcards and loading the railcard onto an Oyster card should be provided to all new students and on UAL’s student portal.

Cycle Parking

9.58 Secure cycle parking is available to staff and students and is operated via a keypad system.

9.59 Cycle parking is located at lower ground floor level with a cycle ramp on the staircase for ease of movement. This can be seen below in Figure 9.11. This will be intensively promoted to staff and students at the site, as 18% of respondents stated this would encourage them to cycle.
UAL Staff Cyclescheme

9.60 UAL run the Cyclescheme for staff. Employees can use ‘Find a Bike’ search facility on their website for stockists of bike brands and local Cyclescheme Partner Shops.

9.61 Employees need to use the bike mainly for commuting to and, if relevant, between work places (at least 50% of the bike’s use should be for work purposes).

9.62 The Salary Sacrifice scheme is an incentive as an employee agrees to give up part of their salary for an agreed period (in the case of the Cycle to Work scheme this is usually 12 months) in exchange for some kind of non-cash benefit, such as the loan of a bicycle and safety equipment. As salary sacrifice is taken from the gross salary (before tax) rather than net pay it means the employee pays less income tax and National Insurance. The University as an Employer also save on Secondary Class NICs (usually around 9.1%).

9.63 The average bike hire is approximately £700 with an average expected saving of £286 per employee. (UAL saving £80 and employees saving £206 on Tax/NI contributions per employee).

9.64 Further information is available from the UAL HR department and this will be publicised by the UAL Travel Plan Representative.

UAL TfL Cycle Challenge

9.65 UAL participated in the TfL Cycle Challenge in 2013 and it is envisaged that this will continue in 2014 as part of the Travel Plan.

9.66 The UAL Travel Plan Representative will communicate this via the Sustainable Arts blog.
Exchanging Places

9.67 Exchanging Places events allow cyclists to sit in the cab of a lorry to gain awareness of the locations and sizes of lorries’ blind spots. The TPC will liaise with LBC to compile dates of upcoming Exchanging Places events in Camden and promote these to students and staff.
10 Hotel Travel Patterns & Measures

Context
10.1 The historic Great Northern Hotel has been renovated as a 90 bedroom luxury hotel with a bar and restaurant which is located at King’s Cross Station.

Travel Survey Results
10.2 11 hotel staff responded to the travel survey, which was distributed by paper in October 2013.
10.3 There are approximately 50 staff at the hotel, giving a response rate of 22%. Whilst this is an acceptable response rate, due to the relatively low number of respondents for the hotel, the figures below should be treated with a degree of caution.

Modal share

Figure 10.1 What is the main mode of travel for your journey?

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underground/Overground</td>
<td>55%</td>
</tr>
<tr>
<td>Bus</td>
<td>18%</td>
</tr>
<tr>
<td>Walk</td>
<td>9%</td>
</tr>
<tr>
<td>Cycle</td>
<td>9%</td>
</tr>
<tr>
<td>Train</td>
<td>9%</td>
</tr>
</tbody>
</table>

10.4 Over half (n=6) of respondents travel by underground / overground. A further 27% (n=3) travel by train or bus; overall, public transport accounts for 82% of respondents’ journeys to the hotel.

10.5 Walking or cycling are used each by 9% (n=1) of respondents.
Travel time & distances

10.6 Most respondents live either 2-5 miles or 5-10 miles from the hotel (45%, n=5 each).

10.7 Respondents are spread throughout London, e.g. Stratford, Clapham, Willesden, Finsbury Park, and Neasden. (Note no postcode map has been provided as only 10 people gave a full postcode.).

10.8 The respondent living within a mile from the hotel currently walks; however, all respondents living within 2-5 miles travel by public transport, so some of these people may be amenable to trying walking or cycling.

10.9 The majority of respondents (91%, n=10) complete their journeys within half an hour.

Work/study schedules & arrival and departure patterns

10.10 Tuesday to Friday are peak working days among respondents; at least 91% (n=10) of respondents are at the hotel during these days.
10.11 73% (n=8) of respondents work on Saturdays, in contrast to most other land uses surveyed, where weekends tend to have significantly less travel than weekdays.

![Figure 10.5 What time do you arrive/depart?](image)

10.13 Many respondents (27-36%) have variable arrival and departure times due to shift working.

10.14 The busiest arrival time among respondents is before 07:00 (36%, n=4); the busiest departure time is after 19:00 (27%, n=3).

### Preferred method of travel

![Figure 10.6 How would you like to travel to work?](image)

10.15 Walking is the most preferred mode of travel for respondents, with 36% (n=4) wanting to travel this way, including one person who already walks and three currently using public transport.
10.16 18% (n=2) of respondents would like to cycle; both are currently public transport users. The one respondent who is already cycling stated that they would ideally like to travel as a car share driver.

10.17 The respondents who would like to travel by train or Underground / Overground are already travelling by these modes; Underground / Overground users who would like to use a different mode chose walking, cycling, or driving solo.

Measures to encourage public transport use

10.18 A graph has not been included for this section as only one respondent selected any measures to encourage public transport use, choosing ‘direct bus route’, ‘more frequent rail services’, and ‘safer public transport’. This person currently takes the bus.

10.19 The remainder of respondents selected either ‘I already travel by public transport’ (72%, n=8) or ‘None of the above’ (18%, n=2).

Measures to encourage walking

![Figure 10.7 Measures to encourage walking](image)

10.20 Respondents were most interested in improvements to the public realm to encourage walking, including improved footpaths (45%, n=5) and better street lighting (27%, n=3).

10.21 Better walking information and showers/lockers/changing areas on site appealed to 18% (n=2) of respondents each.
10.22 Safer cycle routes and cycle parking were the most popular measures to encourage respondents to try cycling (36%, n=4 each). Information about the locations of cycle parking near the hotel and at King’s Cross may help respondents consider this mode.

10.23 A Cycle Hire docking station could encourage 27% (n=3) respondents to try cycling.

Objectives & Targets

10.24 The objectives of the Hotel aspect of the Site are as follows:

1. To raise awareness of sustainable ‘smarter travel’ modes available to all staff, guests and visitors;
2. To encourage active modes of travel to staff, particularly cycling and walking, and to emphasise the health and financial benefits of these modes, along with flexibility for shift patterns; and
3. To continue to promote the use of public transport in order to maintain current levels.

Targets

10.25 Targets are measurable goals by which the progress of the ATP will be assessed. Targets are essential for monitoring progress and success of the ATP. Targets should be ‘SMART’ – Specific, Measurable, Achievable, Realistic and Time-bound.
10.26 The targets for the Site have been based on the Hotel travel survey undertaken at the site. Targets are shown below in Table 10.1.

Table 10.1 Target Modal Split - Hotel

<table>
<thead>
<tr>
<th>Mode</th>
<th>Baseline Mode Split</th>
<th>Interim Mode Split (Year 1)</th>
<th>Interim Mode Split (Year 3)</th>
<th>Target Mode Split (Year 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underground/Overground</td>
<td>55%</td>
<td>54%</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>Bus</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Train</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Cycle</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Walk</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

10.27 The suggested targets represent what is considered to be an ambitious but achievable increase in sustainable travel as a result of the introduction of the ATP and the proposed measures.

10.28 Cycling and walking have been prioritised for increasing mode share. This is due to the fact that these are the most preferred modes, and over half of all survey respondents live within five miles of the hotel. However it should be borne in mind that shift working may limit some people’s ability/wish to walk or cycle if this journey is taking place at night.

10.29 Currently no hotel staff travel by car as sole occupant or by car sharing, plus there is no designated parking provided at the site, and therefore these modes have been omitted from Table 10.1. The target of the ATP will be for this to remain at 0%.

10.30 The measures below, in addition to the site-wide measures above, aim to establish ways in which sustainable travel patterns can be embedded at the site.

Measures
Parking
10.31 The hotel has no designated vehicle parking for either staff or guests. Single occupancy travel to and from the hotel is therefore unlikely. Given the hotel location it is assumed that the majority of guests will travel by rail.

Cycle Parking
10.32 Due to constraints within the building profile there is no cycle parking provided at the hotel; staff and visitors use public cycle parking areas near the hotel. Showers and lockers are available for staff use.

Cycle to Work Scheme
10.33 The Hotel Travel Plan Representative will investigate the provision of the Cycle to Work scheme for staff. The Cycle to Work scheme is a tax free initiative that enables employees to get a cycle tax-free, saving approximately half the cost on average. An initial payment is made for the cycle with the balance deducted directly from employees via salary sacrifice. At the end of the period, the employee pays a market value payment to make the cycle theirs.
11 Retail Travel Patterns & Measures

Context

11.1 The retail aspect of the Site comprises a considerable proportion of land; with over 500,000 square foot, comprising 11% of the total Site use allocation.

Travel Survey Results

11.2 As the largest retail employers on the site Grain Store and Caravan were contacted to carry out travel surveys.

11.3 34 out of approximately 70 Grain Store employees responded to the survey throughout October 2013, giving a response rate of 49%.

11.4 No staff from Caravan responded to the survey. This is despite repeated attempts to contact Caravan management by both phone and email to ensure survey completion.

11.5 As a result, this travel plan will assume that Caravan’s survey results would be similar to Grain Store’s, as they are both similarly sized retail units falling under the same use class (A3 Restaurants and Cafes with approximately the same number of employees).

Modal share

![Modal share graph](image)

11.6 79% (n=27) of respondents use public transport. Underground / Overground is the most popular mode of transport overall, used by 50% (n=17) of respondents. 21% (n=7) take the bus and 9% (n=3) take the train.

11.7 18% (n=6) of respondents use active travel to get to work, with 15% (n=6) cycling and 3% (n=1) walking.

11.8 Although no respondents reported driving to work, one respondent (3%) travels by motorcycle.
11.9 Most respondents live within 5 to 10 miles of work (35%, n=12) and a majority have a journey lasting between 31 and 60 minutes (59%, n=20).

11.10 38% (n=13) of respondents live within 5 miles of work. Of these, 4 (31%) travel by cycling; there may therefore be opportunities to encourage some of these respondents who live closer to work to take up cycling.

11.11 Figure 11.4 below shows a postcode plot of respondents’ residences.

11.12 Most respondents live within London Zones 1-3
Working patterns

11.13 Most respondents reported working all 7 days each week. This may be due to shift working as they can be scheduled to work on any of those days throughout the week, rather than because they actually work each day of the week on a regular basis.
11.16 Due to shift working, most staff do not have regular arrival and departure times.

11.17 Aside from shift work hours, the most common arrival and departure times are between 8:30 and 8:59 in the morning (29%, n=10) and after 19:00 in the evening (29%, n=10).

Preferred method of travel
11.18 There is significant interest among respondents in travelling to work by bicycle; 50% (n=17) selected this as their preferred method of travel to work. Of these, 4 are already cyclists who are happy with their choice of transport; of the remainder, most currently travel by bus or Underground / Overground. Cycling would be feasible for 6 of the respondents who do not cycle but wish to as they live within five miles of the Site.

11.19 Walking had the second highest interest as a method of travel to work with 15% (n=5) respondents wanting to travel this way, including the one respondent who already walks to work.

11.20 Nobody would prefer to take the bus; current bus users would prefer to travel by cycling (71%, n=5) or walking (14%, n=1) (one bus user did not provide a preferred method of travel).

11.21 All respondents who would like to travel by train or Underground / Overground are already travelling by those modes.

11.22 From these results, it is evident that there is a large appetite for active travel, particularly cycling.

Measures to encourage public transport use

Figure 11.7 Measures to encourage public transport use

- Direct bus route: 18% (n=6)
- More frequent bus services: 15% (n=5)
- Improved bus stop facilities: 0%
- Better connections to rail stations: 0%
- More frequent rail services: 0%
- Improved rail station facilities: 0%
- Secure cycle parking at rail stations: 0%
- Able to take bikes on trains: 0%
- Safer public transport: 0%
- Better public transport info: 0%
- Season ticket loan: 0%
- Pool car for business travel: 0%
- None of the above: 15%

11.23 The most popular measures to encourage public transport use were related to buses, particularly direct bus services (18%, n=6) and more frequent bus services (15%, n=5).

11.24 15% (n=5) were not interested in measures to encourage public transport use. These respondents included four cyclists and the person travelling by motorcycle/scooter who are travelling by their preferred modes already.
11.25 The most popular measure to encourage walking was provision of showers and changing facilities (21%, n=7). Following this, the most popular measure was improved pathways (12%, n=4).

11.26 Remaining measures had less than 10% of support from respondents.

11.27 53% (n=18) of respondents were not interested in measures to encourage walking; most of these people live far away from work and it would not be feasible for them to walk.
Measures to encourage cycling

Figure 11.9 Measures to encourage cycling

11.28 Safer cycle routes near work appealed to 35% (n=12) of respondents as a way to encourage cycling uptake. The second most popular measure was shower and changing facilities, appealing to 29% (n=10).

11.29 As cycling was identified as the preferred mode of travel among retail respondents, improving the safety of cycle routes and providing access to shower/changing facilities are key initiatives to encouraging uptake of cycling.

11.30 Remaining measures had less than 10% support from respondents.

11.31 24% (n=8) of respondents have no interest in measures to encourage cycling. The respondents in this group all live at least 5 miles from work so may perceive the distance as too far to travel by bicycle.

Objectives & Targets

11.32 The objectives of the Retail aspect of the Site are as follows:

1. To raise awareness of sustainable ‘smarter travel’ modes available to all staff, customers and visitors;

2. To encourage active modes of travel to staff, particularly cycling and walking, and to emphasise the health and financial benefits of these modes, along with flexibility for shift patterns; and
3. To continue to promote the use of public transport in order to maintain current levels.

Targets

11.33 Targets are measurable goals by which the progress of the ATP will be assessed. Targets are essential for monitoring progress and success of the ATP. Targets should be ‘SMART’ – Specific, Measurable, Achievable, Realistic and Time-bound.

11.34 The targets for the Site have been based on the travel survey undertaken at the site. Targets are shown below in Table 8.1

Table 11.1 Target Modal Split - Retail

<table>
<thead>
<tr>
<th>Mode</th>
<th>Baseline Mode Split</th>
<th>Interim Mode Split (Year 1)</th>
<th>Interim Mode Split (Year 3)</th>
<th>Target Mode Split (Year 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underground/Overground</td>
<td>50%</td>
<td>49%</td>
<td>46%</td>
<td>45%</td>
</tr>
<tr>
<td>Bus</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Cycle</td>
<td>15%</td>
<td>16%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>Train</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Walk</td>
<td>3%</td>
<td>3%</td>
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<td>5%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

11.35 The suggested targets represent what is considered to be an ambitious but achievable increase in sustainable travel as a result of the introduction of the ATP and the proposed measures.

11.36 Cycling and walking have been prioritised for increasing mode share. This is due to the fact that these are the most preferred modes, and 37% of all survey respondents live within five miles of the site. However it should be borne in mind that shift working may limit some people’s ability/wish to walk or cycle if this journey is taking place at night.

11.37 Currently no staff travel by car as sole occupant or by car sharing, and therefore these modes have been omitted from Table 11.1. The target of the ATP will be for this to remain at 0%.

11.38 The measures below, in addition to the site-wide measures above, aim to establish ways in which sustainable travel patterns can be embedded at the site.

Measures

Cycle Parking

11.39 Cycle parking is available for all staff to use. This is located outside the buildings in the form of six Sheffield stands.

Showers & Lockers

11.40 The provision of showers and lockers was a key issue in the results of the staff travel survey. The TPC/Retail Travel Plan Representative will investigate whether showers and lockers can be made available for staff use.
The Retail Travel Plan Representative will investigate the provision of the Cycle to Work scheme for staff. The Cycle to Work scheme is a tax free initiative that enables employees to get a cycle tax-free, saving approximately half the cost on average. An initial payment is made for the cycle with the balance deducted directly from employees via salary sacrifice. At the end of the period, the employee pays a market value payment to make the cycle theirs.
12 Visitor Travel Patterns & Measures

Context
12.1 Kings Cross is now open to the public and it is estimated that 45,000 visitors per year will use the Site.

12.2 A new Visitor Centre is located in the Granary Building which provides information on the history of the area, the future of the development, along with practical information including travel.

Travel Survey Results
12.3 This online survey was disseminated through the Site’s electronic newsletter.

12.4 10 visitors responded to the survey. Given the low response number it should be noted that the following analysis is indicative only and that targets for this user type have not been set.

Modal share

Figure 12.1 What is the main mode of travel for your journey?

- Train: 50%
- Bus: 30%
- Walk: 10%
- Underground/Overground: 10%
- Cycle: 0%

12.5 Half of the visitors travelled to King’s Cross by train. Three of these were long-distance travellers residing in Leeds, Swansea, and Edinburgh.

12.6 The bus was used by 30% of visitors; two of these three visitors were travelling less than one mile and may have been able to walk instead of taking the bus.
Main destination at King’s cross

Figure 12.2 What was your main destination at King’s Cross today?

- King’s Cross/St Pancras Station (for travel): 70%
- King’s Cross/St Pancras Station (for shops in St Pancras): 10%
- Caravan: 10%
- Argent: 10%

12.7 Most visitors (70%) were at King’s Cross for travel purposes.

12.8 Retail uses (Caravan and shops in St Pancras) comprised 20% of destinations. One person had a business-related journey to Argent.

Travel time & distances

Figure 12.3 How far did you travel?

- 0-1 mile: 30%
- 1-2 miles: 10%
- 2-5 miles: 20%
- 5-10 miles: 0%
- 10+ miles: 40%
- Unknown: 0%

Figure 12.4 How long did your journey take?

- 0-15 min: 10%
- 16-30 min: 50%
- 31-60 min: 10%
- 61+ min: 30%
- Unknown: 0%

12.9 40% of visitors had journeys longer than 10 miles (as noted previously, there were visitors from Swansea, Leeds, and Edinburgh).

12.10 Of the visitors whose journeys were less than a mile, two took the bus; their journey times were reported as being between 16 and 30 minutes so it is likely that walking would have been quicker. Their reasons for taking the bus instead of walking are unknown, but improved way-finding along pedestrian routes may help other travellers.
12.11 The most popular measures to encourage sustainable transport use were around way-finding, particularly improving walkways (40%), signage (30%), and “how to get here” information on the King's Cross website (20%).

**Measures**

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**Legible London**

12.12 This will be introduced at the Site, in order to provide consistent, user friendly way finding.

**TfL / Barclays Cycle Hire**

12.13 Argent is currently at the outline discussion phase with TfL regarding Barclays Cycle Hire docking stations at the Site and their proposed locations.

12.14 Upon finalising locations, the ATP and LBC will be updated with this information.

12.15 The Cycle Hire scheme will also be coordinated with Legible London signage.

**Website**

12.16 The Site has a website at [http://www.kingscross.co.uk/transport](http://www.kingscross.co.uk/transport).

12.17 It is recommended that more information is provided on walking and cycling to and from the Site; including a link to TfL Cycle Journey Planner ([http://cyclejourneyplanner.tfl.gov.uk/cycle/XSLT_TRIP_REQUEST2?language=en](http://cyclejourneyplanner.tfl.gov.uk/cycle/XSLT_TRIP_REQUEST2?language=en)).

12.18 A link will also be provided for site users to order the TfL walking and cycle map for the area, along with a map link to the Barclays Cycle Hire scheme.
Visitor Centre

12.19  The Kings Cross Visitor Centre is located in the Granary Buildings and is now open. Travel information will be available to all visitors including TfL cycle maps, LBC cycle maps, bus information, rail information, Underground / Overground information along with Legible London walking maps.
13 Site-Wide Monitoring Strategy

General
13.1 An important part of the ATP is the monitoring and review of its effectiveness. Regular monitoring will help to gauge progress towards targets and objectives, and if necessary, enables the plan to be refined and adapted in order to improve its effectiveness.

13.2 This section sets out the specific monitoring proposals and the means by which progress towards targets will be assessed.

13.3 Discussions were held with the LBC Travel Plan representative in order to assess LBC requirements.

13.4 There are several stages to monitoring a travel plan, and these are as follows:

1. Baseline data is collected and analysed prior to travel plan implementation;
2. Travel planning measures are implemented;
3. Monitoring data is collected at a defined point in the future for comparison with baseline data;
4. The results are analysed and a summary submitted to LBC; and
5. If necessary, changes are made to the travel plan to improve its effectiveness.

13.5 Monitoring will be carried out over a period of five years after first occupation. The monitoring of the ATP will be the responsibility of the TPC and nominated travel planning representatives. Monitoring will be conducted on a land use basis composed of the following:

- Office
- Residential
- University Residence
- UAL
- Hotel
- Commercial / Retail

13.6 This will still be conducted on a land use basis as per the baseline, but co-ordinated centrally by the TPC.

13.7 All monitoring surveys will all be iTRACE compatible.

13.8 The target response rate for all surveys is a minimum of 20% of the total number of potential respondents located within each land use.

Monitoring Plan
13.9 Monitoring will be carried out for five years following the implementation of this travel plan. Monitoring will be iTRACE compliant in line with LBC requirements.

13.10 Monitoring of the travel plan will be the responsibility of the TPC and nominated travel planning representatives from the various land uses. Funding for monitoring activity is therefore centrally covered by the TPC role.
13.11 An outline of the monitoring plan is given in Table 13.1 below.

Table 13.1 Monitoring Plan

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>One year post-occupation</td>
<td>First Travel Plan Review</td>
</tr>
<tr>
<td>(September 2014)</td>
<td>iTRACE Travel Surveys:</td>
</tr>
<tr>
<td></td>
<td>- Office</td>
</tr>
<tr>
<td></td>
<td>- Residential</td>
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<tr>
<td></td>
<td>- University Residence</td>
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<td>- UAL</td>
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<td>- Hotel</td>
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<td>- Commercial / Retail</td>
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<tr>
<td>Three years post-occupation</td>
<td>Second Travel Plan Review</td>
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<tr>
<td>(September 2016)</td>
<td>iTRACE Travel Surveys:</td>
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<td></td>
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<td>- Hotel</td>
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<td>- Commercial / Retail</td>
</tr>
<tr>
<td>Five years post-occupation</td>
<td>Third Travel Plan Review</td>
</tr>
<tr>
<td>(September 2018)</td>
<td>iTRACE Travel Surveys:</td>
</tr>
<tr>
<td></td>
<td>- Office</td>
</tr>
<tr>
<td></td>
<td>- Residential</td>
</tr>
<tr>
<td></td>
<td>- University Residence</td>
</tr>
<tr>
<td></td>
<td>- UAL</td>
</tr>
<tr>
<td></td>
<td>- Hotel</td>
</tr>
<tr>
<td></td>
<td>- Commercial / Retail</td>
</tr>
</tbody>
</table>

13.12 In order to avoid survey fatigue, keep occupants engaged in the travel planning process and to maximise responses when surveys are undertaken, it is important that the message of the ATP is conveyed and also that potential respondents are not frequently expected to complete lengthy questionnaires and surveys.

13.13 To further ensure a high response rate, respondents will be offered the chance to enter a prize draw upon survey completion. Prizes will be determined closer to the times of the surveys.

**Records & Reporting**

**Frequency & Reporting**

13.14 The TPC and nominated travel planning representatives will be required to keep up-to-date monitoring records including details of methodology, dates and times of monitoring activity and the number of responses.

13.15 The TPC will submit progress reports to LBC Travel Planning Team in Years 1, 3, and 5.

13.16 The progress reports will consist of:
• A comparison of survey data and targets;
• If required, updated targets with an explanation of why adjustments have been made;
• Information on monitoring activity undertaken and monitoring data, for example cycle parking usage counts, footfall counts, and car club usage;
• Key discussions and forward plans arising from Steering Group meetings;
• Updates on progress made towards each element of the Action Plans;
• A description of measures that have been implemented since the previous report;
• The impact these measures have had at the Site; and
• Updated Action Plans for the following reporting year.

13.17 Key survey and/or monitoring findings and associated sustainability messages will also be reported to LBC as well as circulated to residents and Site occupants.
14 Delivering the ATP

Action Plan

14.1 The ATP Implementation Action Plan provides details of the initiatives that form part of this ATP. Included is the name of those responsible for each action and the date it is due to be implemented.

14.2 The Action Plan identifies both Site-wide actions discussed in this document, along with land use specific actions.

14.3 Please note that ‘Quarter’ is abbreviated as ‘Qtr’ in the following tables.

Table 14.1 Site Wide Action Plan

<table>
<thead>
<tr>
<th>Activity</th>
<th>When</th>
<th>By Whom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective</td>
<td>Mode</td>
<td>Measure</td>
</tr>
<tr>
<td>All</td>
<td>All Travel Plan Coordinator</td>
<td>Identify and appoint Travel Plan Coordinator to carry forward all tasks within this Action Plan. It is anticipated that this will be a part-time position.</td>
</tr>
<tr>
<td>All</td>
<td>All Travel Plan Steering Group</td>
<td>Identify Site representatives to form a Travel Plan Steering Group. Also liaise with nearby Francis Crick Institute TPC to investigate potential joint measures.</td>
</tr>
<tr>
<td>All</td>
<td>All LBC Travel Plan Team / Officer</td>
<td>Ensure the TPC and LBC Travel Plan Officer liaises regarding local highway matters that may affect the Site.</td>
</tr>
<tr>
<td>All</td>
<td>All Webpage</td>
<td>Develop ATP webpage under the existing ‘Transport Links’ which will contain journey planners, walkit.com and up to date TfL timetables along with information on local cycle information and car club booking.</td>
</tr>
<tr>
<td>All</td>
<td>Marketing &amp; Promotion ATP Launch Event</td>
<td>Organise ATP launch event and activities</td>
</tr>
<tr>
<td>1, 2, 3, &amp; 4</td>
<td>Walking Walk to Work Week</td>
<td>Promote Walk to Work Week &amp; Legible London signage to all Site users.</td>
</tr>
<tr>
<td>2, 3 &amp; 5</td>
<td>Walking &amp; Cycling Site Wide Public Realm</td>
<td>The Site will maintain an attractive, well-lit, and high quality public realm in order to encourage walking and cycling trips both during the day and at night</td>
</tr>
<tr>
<td>Job No</td>
<td>Report No</td>
<td>Issue No</td>
</tr>
<tr>
<td>-------</td>
<td>-----------</td>
<td>----------</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>All</td>
</tr>
<tr>
<td>2 &amp; 3</td>
<td>Cycling</td>
<td>TfL Cycle Hire</td>
</tr>
<tr>
<td>1, 2 &amp; 3</td>
<td>Cycling</td>
<td>TfL &amp; LBC Cycle Maps</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Camden Climate Change Alliance</td>
</tr>
<tr>
<td>1, 2 &amp; 3</td>
<td>Cycling</td>
<td>Camden / TfL Bike Week</td>
</tr>
<tr>
<td>1, 2 &amp; 3</td>
<td>Cycling</td>
<td>Cycle to Work Day</td>
</tr>
<tr>
<td>1, 2 &amp; 3</td>
<td>Cycling</td>
<td>STRAVEL</td>
</tr>
<tr>
<td>1, 2 &amp; 3</td>
<td>Cycling</td>
<td>Cycle Training</td>
</tr>
<tr>
<td>1, 2 &amp; 3</td>
<td>Cycling</td>
<td>Camden Cycle Campaign</td>
</tr>
<tr>
<td>1, 2 &amp; 3</td>
<td>Cycling</td>
<td>Sky Ride Camden</td>
</tr>
<tr>
<td>1</td>
<td>Cycling</td>
<td>Camden Road Safety Campaign</td>
</tr>
<tr>
<td>1 &amp; 3</td>
<td>Cycling</td>
<td>Exchanging Places</td>
</tr>
<tr>
<td>1</td>
<td>Cycling</td>
<td>Safer cycle routes</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>LBC Green Travel Webpage</td>
</tr>
<tr>
<td>3</td>
<td>Cycling</td>
<td>Cycle parking</td>
</tr>
<tr>
<td>4 &amp; 5</td>
<td>Car Club</td>
<td>Car Club provision</td>
</tr>
<tr>
<td>Freight</td>
<td>Freight</td>
<td>Fleet Operator Recognition Scheme (FORS)</td>
</tr>
<tr>
<td>---------</td>
<td>---------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>Freight</td>
<td>Freight</td>
<td>Deliveries &amp; Servicing</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Monitoring</td>
</tr>
</tbody>
</table>

**Table 14.2 Office Action Plan**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Mode</th>
<th>Measure</th>
<th>Task</th>
<th>When</th>
<th>By Whom</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>All</td>
<td>Travel Plan Steering Group Representative</td>
<td>Identify and appoint Travel Plan Coordinator / Steering Group Representative to carry forward all tasks within this Action Plan and ensure representation in Site-wide measures.</td>
<td>Upon contact from ATP TPC</td>
<td>TPC / Steering Group Representative</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Workplace Templates</td>
<td>JMP has developed a standardised Workplace Travel Plan template which will enable any new office occupiers moving on to the Site, to develop their own site-specific travel plans which will feed into and support the wider objectives of the ATP. The template is available electronically and via paper copy</td>
<td>Pre-occupation</td>
<td>TPC / Steering Group Representative</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Welcome Pack</td>
<td>Welcome Packs which will be distributed to employers and all office staff located at the Site. The Welcome Packs will include walking and cycling maps, public transport timetables and information, car club information along with details on LBC cycle training and events</td>
<td>Upon occupation</td>
<td>TPC / Steering Group Representative</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Webpage</td>
<td>Link to ATP webpage under the existing office website which will contain journey planners, walkit.com and up to date</td>
<td>Upon completion of webpage</td>
<td>TPC / IT</td>
</tr>
</tbody>
</table>
TfL timetables along with information on local cycle information and car club booking.

<table>
<thead>
<tr>
<th>Job No</th>
<th>Travel</th>
<th>Induction</th>
<th>Staff Travel</th>
<th>New staff members to receive a travel induction including the Welcome Pack mentioned above, along with information on site transport provision and information on business travel and tele/video-conferencing.</th>
<th>Upon Recruitment</th>
<th>Steering Group Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Mileage</td>
<td>Allowance</td>
<td>It is recommended that a mileage allowance be offered to those travelling on business by bike or by car sharing. This will ensure that members of staff who are cycling, or not driving on their own to meetings, are rewarded financially.</td>
<td>Post-Occupation / Ongoing</td>
<td>Steering Group Representative</td>
</tr>
<tr>
<td>All</td>
<td>Smarter</td>
<td>Working</td>
<td>Video</td>
<td>Conferencing Training</td>
<td>It is recommended that a number of training events are provided to staff in order to promote this way of working as an alternative to travel.</td>
<td>Post-Occupation / Ongoing</td>
</tr>
<tr>
<td>1, 2, 3, &amp; 4</td>
<td>Walking</td>
<td>Walk to Work Week</td>
<td>Promote Walk to Work Week &amp; Legible London signage to all Site users.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 &amp; 3</td>
<td>Cycling</td>
<td>Cycle</td>
<td>Interchange</td>
<td>This service will be provided at the Site.</td>
<td>Post-Occupation</td>
<td>Argent / Evans Cycles</td>
</tr>
<tr>
<td>2 &amp; 3</td>
<td>Walking &amp; Cycling</td>
<td>Showers &amp; Lockers</td>
<td>Showers and lockers have been provided at all office buildings and this will assist with the promotion of staff members walking and cycling to and from work.</td>
<td>Pre-Occupation</td>
<td>Argent / Estates</td>
<td></td>
</tr>
<tr>
<td>1 &amp; 2</td>
<td>Cycling</td>
<td>TfL &amp; LBC</td>
<td>Cycle Maps</td>
<td>Ensure all office users have free TfL &amp; LBC Cycle Maps</td>
<td>Post-Occupation</td>
<td>TPC / Steering Group Representative</td>
</tr>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Tax-Free</td>
<td>Cycle Scheme</td>
<td>It is recommended that offices offer the tax-free Cycle to Work Scheme.</td>
<td>Post-Occupation</td>
<td>TPC / Steering Group Representative</td>
</tr>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Winter</td>
<td>Cycling</td>
<td>It is recommended that walking and cycling are also promoted prior to the colder winter months, in order to try and maintain their usage during this season. This will take the form of a leaflet or eshot, including practical tips and advice, to help staff to keep safe and enjoy</td>
<td>Post-Occupation</td>
<td>TPC / Steering Group Representative</td>
</tr>
<tr>
<td>No.</td>
<td>Activity</td>
<td>Mode</td>
<td>Measure</td>
<td>Task</td>
<td>When</td>
<td>By Whom</td>
</tr>
<tr>
<td>-----</td>
<td>----------</td>
<td>------</td>
<td>---------</td>
<td>------</td>
<td>-------</td>
<td>---------</td>
</tr>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Cycle</td>
<td>Training</td>
<td>Promote LBC cycle training to all Site users.</td>
<td>Qtr 2 2014</td>
<td>TPC / Steering Group Representative</td>
</tr>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Walkers &amp; Cycle Breakfasts</td>
<td>Offices should offer these to all walkers and cyclists as part topical events such as Walk to Work Week and Bike Week.</td>
<td>Ongoing</td>
<td>Steering Group Representative</td>
<td></td>
</tr>
<tr>
<td>1, 2 &amp; 3</td>
<td>Cycling</td>
<td>Cycle to Work Day</td>
<td>Promote Cycle to Work day to all Site users.</td>
<td>September 2014 &amp; annually</td>
<td>TPC</td>
<td></td>
</tr>
<tr>
<td>1 &amp; 3</td>
<td>Cycling</td>
<td>Exchanging Places</td>
<td>Promote Exchanging Places events in Camden and arrange an event to take place at the Site.</td>
<td>Qtr 2 2014</td>
<td>TPC</td>
<td></td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Monitoring</td>
<td>Travel survey information should be widely shared in order to keep staff abreast of travel information, engage staff in the ATP and also to encourage staff to complete subsequent surveys.</td>
<td>Ongoing</td>
<td>TPC / Steering Group Representative</td>
<td></td>
</tr>
<tr>
<td>Freight</td>
<td>Freight</td>
<td>Fleet Operator Recognition Scheme (FORS)</td>
<td>The TPC will promote FORS via the ATP webpage.</td>
<td>Qtr 2 2014</td>
<td>TPC</td>
<td></td>
</tr>
</tbody>
</table>

**Table 14.3 Residential Action Plan**
Communal notice boards will be provided at the Site for residents use. Travel information will also be displayed here and it is envisaged that this will be particularly useful for residents with no internet access.

Secure and covered cycle parking with adequate lighting has been provided for all residents.

The Travel Webpages and communal notice-boards will provide information on cycle activity, along with cycle facilities at the Site. LBC maps will be available to all Site users.

To only provide two disabled parking bays at the Site.

Ensure all units have broadband connectivity in order to facilitate working from home and home-shopping.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mode</th>
<th>Measure</th>
<th>Task</th>
<th>When</th>
<th>By Whom</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>All</td>
<td>Communal Notice Boards</td>
<td>Communal notice boards will be provided at the Site for residents use. Travel information will also be displayed here and it is envisaged that this will be particularly useful for residents with no internet access.</td>
<td>Qtr 1 2014</td>
<td>TPC</td>
</tr>
<tr>
<td>2, 3 &amp; 4 Cycling</td>
<td>Cycling</td>
<td>Cycle parking</td>
<td>Secure and covered cycle parking with adequate lighting has been provided for all residents.</td>
<td>Pre-Occupation</td>
<td>Developer</td>
</tr>
<tr>
<td>1, 2 &amp; 3 Cycling</td>
<td>Cycling</td>
<td>Cycle Information</td>
<td>The Travel Webpages and communal notice-boards will provide information on cycle activity, along with cycle facilities at the Site. LBC maps will be available to all Site users.</td>
<td>Upon completion of webpage</td>
<td>TPC</td>
</tr>
<tr>
<td>All</td>
<td>Car</td>
<td>Restricted Car Parking</td>
<td>To only provide two disabled parking bays at the Site.</td>
<td>Pre-Occupation</td>
<td>Developer</td>
</tr>
<tr>
<td>All</td>
<td>Work from home</td>
<td>Broadband</td>
<td>Ensure all units have broadband connectivity in order to facilitate working from home and home-shopping.</td>
<td>Pre-Occupation</td>
<td>Developer</td>
</tr>
</tbody>
</table>

Table 14.4 University Residence Action Plan

<table>
<thead>
<tr>
<th>Objective</th>
<th>Mode</th>
<th>Measure</th>
<th>Task</th>
<th>When</th>
<th>By Whom</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>All</td>
<td>Travel Plan Steering Group Representative</td>
<td>Identify and appoint Travel Plan Coordinator / Steering Group Representative to carry forward all tasks within this Action Plan and ensure representation in Site-wide measures.</td>
<td>Upon contact from ATP TPC</td>
<td>TPC / Steering Group Representative</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Travel Plan Coordinator</td>
<td>LSE Travel Plan Coordinator to provide travel information to all staff and students. LSE TPC will be invited to any on-Site travel events.</td>
<td>Ongoing</td>
<td>LSE TPC</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Webpage</td>
<td>Develop Urbanest webpage which will contain journey planners, walkit.com and up to date timetables along with information on the local car club booking and cycle information. A link to the LSE Travel Plan will be provided on the webpage.</td>
<td>Qtr 2 2014</td>
<td>Steering Group Representative</td>
</tr>
<tr>
<td>Activity</td>
<td>Mode</td>
<td>Measure</td>
<td>Task</td>
<td>When</td>
<td>By Whom</td>
</tr>
<tr>
<td>----------</td>
<td>------</td>
<td>---------</td>
<td>------</td>
<td>------</td>
<td>---------</td>
</tr>
<tr>
<td>2 &amp; 3</td>
<td>Cycling</td>
<td>Free Cycle Training</td>
<td>LBC currently organise free cycle training and bicycle maintenance classes. It is recommended that these are advertised as part of the ATP Launch Event in order to highlight availability to staff and students and thus encourage mode shift to cycling.</td>
<td>Qtr 2 2014</td>
<td>Steering Group Representative</td>
</tr>
<tr>
<td>5</td>
<td>Bus</td>
<td>TfL Liaison</td>
<td>The TPC will liaise with Transport for London in order to investigate the provision of a bus to and from LSE to the Site.</td>
<td>Qtr 1 2014</td>
<td>LSE TPC</td>
</tr>
<tr>
<td>2,3 &amp; 4</td>
<td>Cycling</td>
<td>Cycle parking</td>
<td>Cycle parking provided at Urbanest along with free pool bikes.</td>
<td>Complete</td>
<td>Developer</td>
</tr>
<tr>
<td>1 &amp; 3</td>
<td>Cycling</td>
<td>Exchanging Places</td>
<td>Promote Exchanging Places events in Camden and arrange an event to take place at the Site.</td>
<td>Qtr 2 2014</td>
<td>TPC</td>
</tr>
<tr>
<td>All</td>
<td>Work from home</td>
<td>Broadband</td>
<td>All units have broadband connectivity in order to facilitate working from home and home-shopping.</td>
<td>Pre-Occupation</td>
<td>Developer</td>
</tr>
</tbody>
</table>

**Table 14.5 University of the Arts Action Plan**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Mode</th>
<th>Measure</th>
<th>Task</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>All</td>
<td>Travel Plan Coordinator</td>
<td>UAL Travel Plan Coordinator to provide travel information to all staff and students, particularly regarding cycle parking. UAL TPC will be invited to any on-Site travel events. UAL Travel Plan Coordinator to undertake role of Steering Group Representative</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Sustainable Arts Blog</td>
<td>This is a useful tool for publicising events, campaigns and updates and will be used to provide information on the UAL Travel Plan.</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Green Week</td>
<td>The ATP will be promoted as part of Green Week 2014.</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>UAL Travel Plan</td>
<td>UAL is currently updating its own Travel Plan</td>
</tr>
</tbody>
</table>
however this will correlate with the wider aims and objectives of this ATP.

<table>
<thead>
<tr>
<th>2 &amp; 3</th>
<th>Cycling</th>
<th>Cycle Parking</th>
<th>Secure cycle parking is available to staff and students operated by keypad. TPC will publicise this facility to all staff and students.</th>
<th>Ongoing</th>
<th>TPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Cycle scheme</td>
<td>UAL run the Cyclesheme for staff. TPC to promote this.</td>
<td>Ongoing</td>
<td>TPC</td>
</tr>
<tr>
<td>2</td>
<td>Cycling</td>
<td>TfL Cycle Challenge</td>
<td>UAL to participate in TfL Cycle Challenge.</td>
<td>June 2014</td>
<td>TPC</td>
</tr>
<tr>
<td>1 &amp; 3</td>
<td>Cycling</td>
<td>Exchanging Places</td>
<td>Promote Exchanging Places events in Camden and arrange an event to take place at the Site.</td>
<td>Qtr 2 2014</td>
<td>TPC</td>
</tr>
</tbody>
</table>

Table 14.6 Hotel Action Plan

<table>
<thead>
<tr>
<th>Activity</th>
<th>When</th>
<th>By Whom</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
<td><strong>Mode</strong></td>
<td><strong>Measure</strong></td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Travel Plan Steering Group Representative</td>
</tr>
<tr>
<td>All</td>
<td>Car</td>
<td>No Parking</td>
</tr>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Cycle Parking</td>
</tr>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Cycle to Work Scheme</td>
</tr>
</tbody>
</table>
Table 14.7 Retail Action Plan

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mode</th>
<th>Measure</th>
<th>Task</th>
<th>When</th>
<th>By Whom</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>All</td>
<td>Travel Plan Steering Group Representative</td>
<td>Identify and appoint Travel Plan Coordinator / Steering Group Representative to carry forward all tasks within this Action Plan and ensure representation in Site-wide measures.</td>
<td>Upon contact from ATP TPC</td>
<td>TPC / Steering Group Representative</td>
</tr>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Cycle Parking</td>
<td>Cycle parking is available for all staff to use and is located directly outside the buildings. Showers and lockers are also available for staff use. This will be publicised to staff by the Steering Group Representative.</td>
<td>Ongoing</td>
<td>Steering Group Representative</td>
</tr>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Showers &amp; Lockers</td>
<td>The provision of showers and lockers was a key issue in the results of the staff travel survey. The TPC/Retail Travel Plan Representative will investigate whether showers and lockers can be made available for staff use.</td>
<td>Post-Occupation</td>
<td>TPC / Steering Group Representative</td>
</tr>
<tr>
<td>2</td>
<td>Cycling</td>
<td>Cycle to Work Scheme</td>
<td>The Steering Group Representative will investigate the provision of the Cycle to Work scheme for staff.</td>
<td>Qtr 2 2014</td>
<td>Steering Group Representative</td>
</tr>
</tbody>
</table>

Table 14.8 Visitor Action Plan

<table>
<thead>
<tr>
<th>Activity</th>
<th>Mode</th>
<th>Measure</th>
<th>Task</th>
<th>When</th>
<th>By Whom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycling</td>
<td>Cycling</td>
<td>TFL Cycle Hire</td>
<td>Barclays Cycle Hire cycles will be provided for visitors on the Site.</td>
<td>Pre-Occupation</td>
<td>Argent / Estates</td>
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<tr>
<td>All</td>
<td>All</td>
<td>Website</td>
<td>The Site has a website at <a href="http://www.kingscross.co.uk/transport">http://www.kingscross.co.uk/transport</a>. It is recommended that more information is provided on walking and cycling to and from the Site; including a link to TfL Cycle Journey Planner</td>
<td>Qtr 1 2014</td>
<td>TPC</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
<td>Visitor Centre</td>
<td>The Kings Cross Visitor Centre is located in the Granary Buildings and is now open. Travel information will be available to all visitors including TfL cycle maps, LBC cycle maps, bus information, rail information, Underground / Overground information along with Legible London walking maps.</td>
<td>Ongoing</td>
<td>TPC</td>
</tr>
</tbody>
</table>
15 Summary

Overview

15.1 JMP Consultants (JMP) has been commissioned by King’s Cross Central Limited Partnership (the ‘Client’) to prepare an Area Travel Plan (‘ATP’), in relation to the development located at King’s Cross, London, N1C (the ‘Site’).

15.2 The King’s Cross regeneration project is the largest area of urban redevelopment in Europe, comprising a phased, mixed-use development including business and employment uses, residential use, hotels, shopping, food and drink, community, health, education and leisure facilities, along with associated car and cycle parking. By 2016, it is estimated that up to 30,000 people will be living, working and studying in King’s Cross and by 2020 this will have grown to 45,000 people.

15.3 The Local Planning Authority is the London Borough of Camden (LBC) and the Highways Authority is also LBC.

15.4 A Green Travel Plan was submitted in April 2004 by the Client, London & Continental Railways and Exel in support of the original King’s Cross Central planning application. After a decade; the first phase of King’s Cross is now open to the public and subsequently, the Client wishes to update this original Green Travel Plan, appoint an on-going Travel Plan Co-ordinator at the Site, develop a template for site occupier Workplace Travel Plans, and provide occupier transport Welcome Packs.

15.5 This ATP is therefore being developed as an overarching document to cover all land-uses connected with the Site.

15.6 Individual Workplace Travel Plans (WTP) will be prepared by each organisation that locates onto the Site, using a set template. The results of surveys and details of measures for each of these will feed into this overarching ATP, which LBC will review in Years 1, 3, and 5.

15.7 The Site benefits from a high quality pedestrian environment, with the creation of new public streets and spaces. King’s Boulevard, Granary Square and Stable Street offer an integrated pedestrian environment providing car-free access along the north / south spine of the Site. High quality paving, lighting and planting is highly conducive to pedestrian activity; whilst the area at Granary Square features good quality seating, a water feature and step-access to the Regents Canal.

15.8 The Site is exceptionally well located in terms of access to public transport infrastructure. This is reflected by the Public Transport Accessibility Level (PTAL) rating. A PTAL rating is defined by a scoring of 1a to 6b. A rating of 1a (‘Very Poor’) is the lowest level obtainable and 6b (‘Excellent’) is the highest level achievable. The Site is identified as being located in an area with a PTAL rating of 6b (‘Excellent’).

15.9 The aim of this ATP is therefore to create a more sustainable, community driven environment for all Site users; and to encourage residents, staff and visitors to adopt healthy, sustainable lifestyle and travel choices in order to increase levels of public transport and active travel usage at the Site.

15.10 This ATP is in accordance with the national, regional and local policies by seeking to ensure sustainable transport to and from the site.

15.11 Travel surveys across all land uses show that the majority of people are travelling to the Site via sustainable modes. The biggest potential for mode shift appears to be from public transport to cycling and this is reflected in the associated measures.
15.12 Based on the current modal split to the Site, targets for each land use have been set.

15.13 A package of Site-wide measures will be introduced to ensure the targets can be met. The measures will include Welcome Packs, a travel webpage, cycle parking, information on local travel options and a Travel Plan Co-ordinator. Site-specific measures have also been proposed across land uses.

15.14 The ATP’s progress will be monitored in accordance with TfL and LBC requirements.
Appendix A

Development Phasing Plans
Appendix A
By 2016 up to 30,000 people will be studying, living and working in King’s Cross. By 2020...

NOTE: Highlighted buildings are expected to be either complete or under construction in the relevant year.
Appendix B

Site Bus Map

<table>
<thead>
<tr>
<th>Job No</th>
<th>Report No</th>
<th>Issue no</th>
<th>Report Name</th>
<th>Page</th>
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<td>1</td>
<td>King's Cross Central Limited Partnership</td>
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Appendix B
Buses from King’s Cross, St Pancras

Key
- Connections with London Underground
- Connections with London Overground
- Connections with National Rail
- Connections with Docklands Light Railway
- Connections with river boats

Bed discs show the bus stop you need for your chosen bus service. The disc ○ appears on the top of the bus stop in the street (map of town centre in centre of diagram).

Route finder

Day buses including 24-hour services

<table>
<thead>
<tr>
<th>Bus route</th>
<th>Towards</th>
<th>Bus stops</th>
</tr>
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Night buses

For more information, please see separate pages.
Night buses from King’s Cross, St Pancras

Key
- Connections with London Underground
- Connections with London Overground
- Connections with National Rail
- Connections with Docklands Light Railway
- Connections with river boats

Red discs show the bus stop you need for your chosen bus service. The disc appears on the top of the bus stop in the street (see map of town centre in centre of diagram).

Route finder
Night buses including 24-hour services

<table>
<thead>
<tr>
<th>Bus route</th>
<th>Towards</th>
<th>Bus stops</th>
</tr>
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<td>Towards</td>
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</tr>
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</tr>
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<td>Towards</td>
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Appendix C

Site Cycle Parking Map
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<td>1</td>
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</tr>
</tbody>
</table>
Cycle Parking

- Approved
- Completed
- Estimated
- Under Review

Cycle Parking

Note:
Please note that these are the figures as of 4th Feb 2014 and are subject to change.

Internal Provision - Blue text Label
Public Realm - Black Text Label