

Regent's Place London NW1

Travel Plan



CHAIRMAN'S INTRODUCTION

Regent's Place is situated in an excellent location to the north of London's West End. The Estate provides a modern and dynamic business environment of high quality buildings supported by a range of shops and leisure facilities.

The Regent's Place Travel Plan has been developed with the support of the occupiers at Regent's Place and the London Borough of Camden:

"The London Borough of Camden commends British Land and the occupiers at Regent's Place for their efforts in delivering new travel initiatives".



Councillor Heather Johnson Mayor of Camden

"British Land is committed to working with the occupiers in developing this Travel Plan to improve the already excellent travel facilities at Regent's Place".



John Ritblat Chairman, The British Land Company PLC

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BACKGROUND

What is the Regent's Place Travel Plan?

This Travel Plan covers all properties at Regent's Place and seeks to encourage the occupiers to promote 'environmentally friendly' travel choices amongst their staff and visitors.

The Travel Plan has been tailored to address the following transport needs:

- Commuter journeys - to and from Regent's Place
- Business travel - undertaken by staff during the working day
- Visitor access - for people attending courses, conferences and meetings
- Servicing / deliveries - serving Regent's Place

The Travel Plan provides a framework for delivering new transport initiatives, and launches a series of new facilities and provisions to assist the needs of the thousands of visitors and staff who travel to and from Regent's Place every day.



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THE REGENT'S PLACE ESTATE

Regent's Place is a 4.2 hectare (10.5 acre) freehold estate owned by a wholly owned subsidiary of The British Land Company PLC. The estate is situated in Central London in the London Borough of Camden, to the north side of Euston Road between Hampstead Road and Osnaburgh Street. When current redevelopment works are completed the working population of Regent's Place will be about 8,500 people. There is substantial scope for further regeneration over the next few years.

Regent's Place has excellent access to both mainline and underground rail services and is served by a variety of bus routes. Consequently, the number and frequency of bus, train and tube services located within close proximity of Regent's Place make it one of the easiest destinations in Central London to access by public transport.

The following list serves to highlight the present accessibility of Regent's Place:

- **24 hour access to Regent's Place through the use of rail, tube and night bus services**
Public transport serves Regent's Place 24 hours a day, with tube and bus services operating until after midnight and night buses serving the area until early morning.

- **Easy access to all suburban and mainline rail services**

The location of Regent's Place means that all main line stations in London can be reached very easily. The closest stations are Euston, King's Cross, St. Pancras and Paddington.

- **Six tube lines within five minutes walk of Regent's Place**

Euston Square, Great Portland Street, Regent's Park and Warren Street stations provide access to the Bakerloo, Circle, Hammersmith and City, Metropolitan, Northern (Charing Cross) and Victoria underground lines.

- **220 tube trains per hour (two-way) serving Regent's Place in both the am and pm peak periods**

The total number of underground trains (two-way) serving the closest stations in the am and pm peak periods means that 220 services per hour are available to Regent's Place staff and visitors.

- **Ten bus routes serving Regent's Place**

Regent's Place can be accessed using the following bus routes: C2, 10, 18, 24, 27, 29, 30, 73, 88, 134.

- **160 buses per hour (two-way) serving Regent's Place in am and pm peak periods**

The total number of buses (two-way) serving the bus stops around Regent's Place in the am and pm peak periods means that 160 services per hour are available to Regent's Place staff and visitors.

- **Direct and convenient bicycle access**

Regent's Place is located on the London Cycle Network, making it easy to access the estate by bicycle.



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TRANSPORT POLICY CONTEXT

Government Policy

The Regent's Place Travel Plan has been developed within the context of national planning and transport policy, which promotes sustainable development and sustainable transport. The objectives of this national policy stance are outlined in a range of guidance documents including Planning Policy Guidance 13 'Transport' (Consultation Draft 1999) and in the White Paper 'New Deal For Transport' (July 1998). These documents set out the need to:

- reduce car use and dependency.
- increase the use of public transport, walking and cycling.
- promote more environmentally friendly delivery and freight movements.
- reduce greenhouse gas emissions.
- improve local air quality.

Travel Plans are widely accepted as a positive way for employers to contribute towards the 'sustainable' policy agenda.

In London, the importance of using travel plans to promote sustainable travel behaviour is reflected in the Greater London Authority's Draft Transport Strategy which states that:

"...employers will be encouraged to establish travel plans, to inform employees of the options available, and address issues such as parking provision, location decisions, cycle facilities..." (GLA - January 2001 - page 52)

In the London Borough of Camden, the promotion of sustainable transport and sustainable development is reflected in the Council's Unitary Development Plan and in all transport policy documentation and initiatives. A 'Green Travel Network' has been formed by Camden Council to assist organisations in the preparation of their travel plans and travel initiatives.

British Land's Position

It is British Land's policy to ensure that the best environmental practice is followed in the development of all new properties and in the management of its portfolio which currently exceeds £9bn under management. The Company is currently developing travel plans for a number of properties around the UK.

Through its *Environmental Policy and Checklist*, British Land ensures that a continuous assessment and awareness of its environmental responsibilities is maintained. Sections 4 and 6 of the *Environmental Policy and Checklist* instruct those responsible for planning and designing new developments to consider (as a minimum): local transport requirements, traffic generation, transport facilities, car parking and rights of way.

The initiatives proposed in this Travel Plan demonstrate British Land's on-going commitment to promoting sustainable development and environmentally friendly modes of transport.



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CURRENT TRAVEL PATTERNS

The basis of any successful Travel Plan is a detailed understanding of existing travel patterns and behaviour. At Regent's Place, a Staff and Company Travel Survey was undertaken to obtain this understanding.

Regent's Place Travel Survey

In December 2000, all staff working at Regent's Place were asked to complete a staff travel survey. The survey was designed to provide a starting point from which future initiatives could be developed.

3600 staff travel surveys were distributed, and 36% (1282) were returned. The following list highlights some of the key findings from the survey:

Main Mode of Transport

- 1071 (90%) employees use public transport as their main mode of transport to work, compared with 6% travelling by car.
- 4% of all respondents cited cycling or walking as their main mode of transport for travelling to Regent's Place.

Travel by Public Transport

- A breakdown of the 90% citing public transport as their main mode shows the Underground to account for 47%, train for 38% and bus for 5%.
- 57% of all respondents used Warren Street underground station as their last station,

compared with 14% at Euston Square and 11% at Great Portland Street.

- The key reasons why people use public transport were identified as convenience, traffic congestion and because parking locally is difficult.
- Public transport users would like to see more frequent and cheaper public transport services.

General

- 35% of all respondents start work between 08:00 and 09:00. The majority (40%) of all respondents leave work between 17:00 and 18:00. 31% of all respondents leave work between 18:00 and 19:00.
- Many of the employees who stated that car was their main mode of transport to Regent's Place have a company car.
- Cycle lanes and changing facilities were cited by non-cyclists as the key factors in encouraging them to consider cycling.
- Demand for cycle parking exceeds the current supply of parking spaces.
- 76% of all respondents have access to e-mail on their desks at work, with 62% also having access to the internet.
- Respondents requested a Regent's Place web site displaying travel information and travel information booklets. Considerable interest also exists for a Bicycle User Group.

Regent's Place Company Survey

In addition to establishing staff travel behaviour and requirements, a company travel survey was sent to each of the 40 companies at Regent's Place. The following information was obtained from the 25 companies who responded:

- 76% of the companies stated that accessibility was an 'important' or 'very important' factor in choosing Regent's Place.
- Every day Regent's Place receives over 3100 visitors and 300 deliveries (all modes).
- One company already has a Travel Plan with 12 other companies requesting support in producing a Travel Plan.
- 64% of the companies have a location plan and 44% a bus and tube map for visitors.
- Only 8 companies provide parking spaces for employees.
- Car mileage allowances range from no allowance to 45p per mile. The average rate amongst those companies who offer an allowance is 33p per mile.
- 12 companies would like help in producing travel advice/ travel plans for their visitors.

More information on these surveys can be obtained from the Regent's Place web site at www.vicinitee.com



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REGENT'S PLACE TRAVEL PRINCIPLES

Travel Principles

The following travel principles will be adhered to during the development and delivery of the Regent's Place Travel Plan:

1. To encourage environmentally friendly transport modes and working practices where practicable.
2. To reduce the need for unnecessary business travel.
3. To understand how employees and visitors travel to Regent's Place.
4. To review the number of motorised vehicle journeys to Regent's Place.
5. To improve the quality of travel information offered to employees and visitors.
6. To develop initiatives in partnership with local business and residential communities.

At this stage, it is considered unnecessary to develop travel related targets at Regent's Place for the following reasons:

- Regent's Place is already a very sustainable development in one of the most accessible locations by public transport in Central London.
- Public transport already accounts for a 90% mode share of all staff trips to the estate.
- Whilst acknowledging that 6% of staff trips are by car, British Land is committed to continuously reviewing its car parking provision and rationalising it as opportunities arise.
- Achievements can be monitored in qualitative as well as quantitative ways.

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FRAMEWORK FOR DELIVERING THE TRAVEL PLAN

The success of the Travel Plan will be dependent on the inclusion and participation of all occupiers, facilities management teams, local authorities and transport providers. The following framework will enable these parties to come together to deliver the Travel Plan and its principles:

Travel Co-ordinator

British Land has appointed a Travel Co-ordinator from the Estate Management team, Broadgate Estates, to lead the Regent's Place Travel Plan project. Broadgate Estates provides building management services at Regent's Place and is perfectly placed to promote the measures contained within this Plan. The Travel Co-ordinator has the full backing and support of the British Land management team.

The Travel Co-ordinator can be contacted through the Regent's Place web site at www.vicinitee.com

Transport Forum

A Regent's Place Transport Forum has been set up to co-ordinate all travel and transport related issues at Regent's Place. The Forum is open to all occupiers at Regent's Place, local authorities and other interested parties.

The Transport Forum has the following key objectives:

1. To monitor and manage the Travel Plan and its initiatives.
2. To develop new travel initiatives in partnership with all parties.
3. To discuss travel related issues as they affect occupiers, employees and visitors at Regent's Place.
4. To undertake an annual travel survey
5. To disseminate best practice amongst all occupiers.
6. To publicise achievements.

The Forum will meet twice a year and will be chaired by the Regent's Place Travel Co-ordinator. The responsibility for delivering the Travel Plan will be taken over by the Transport Forum and its members.

The Regent's Place Transport Forum will join the London Borough of Camden 'Green Travel Network'. This Network provides support and ideas to local companies and organisations to assist them in preparing travel plans and travel initiatives.

The Transport Forum will also join the Association of Commuter Transport and other organisations that will enable it to keep abreast of sustainable transport issues.

Marketing the Travel Plan

It will be important to ensure that all staff and visitors to Regent's Place are kept informed of the various travel choices and facilities that are available to them.

British Land has already developed a range of measures to communicate any amendments to the travel initiatives and facilities at Regent's Place. The Transport Forum will be responsible for developing these tools and for any further marketing of the travel plan or new initiatives.

More information on this delivery framework is available on the Regent's Place web site at www.vicinitee.com

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INITIATIVES

The travel survey shows that a very high proportion of all trips to the estate are already by public transport. However, British Land and the existing occupiers and staff at Regent's Place believe that further assistance can be given to improve people's journeys to and from the Estate by public transport.

Consequently, a series of tailored travel initiatives have been developed with many of them having already been implemented. Others are proposed here for discussion at the Transport Forum.

Information

The dissemination of travel information will be central to meeting the travel principles of this travel plan and will be provided through the following media:

- **Regent's Place Travel Information Internet site**

Travel information tailored to the needs of staff and visitors at Regent's Place is provided through the Regent's Place Travel Site at www.vicinitee.com.

Employees and visitors can obtain information on how to travel to and from Regent's Place by using the links to: 'live' travel news, bus and train journey planners, local bus map movies and train timetables.

The web site also provides information on the latest travel developments at Regent's Place, including updates on:

- The Regent's Place Travel Plan.
- New transport facilities.
- New travel initiatives.
- Changes to public transport services.
- National transport days.

- **Travel Information Booklet/CD Rom card**

A Regent's Place Travel Booklet is available and provides much of the information offered through the travel internet site, including general transport advice, transport maps and useful contact details.

Copies of the Travel Booklet have been provided to all companies at Regent's Place for distribution to employees and visitors. Additional copies of the Travel Booklet and CD Rom card are available from the Regent's Place Travel Co-ordinator.

- **Plasma Display Screens:**

It is proposed that plasma screens providing 'live travel information' be located in all properties at Regent's Place.

Public Transport

Regent's Place is in one of the most accessible locations by public transport within Central London and is within 5 minutes walk of the following underground stations:

- Warren Street(Northern and Victoria Lines).
- Great Portland Street(Circle, Hammersmith & City and Metropolitan lines).
- Euston Square(Circle, Hammersmith & City and Metropolitan lines).
- Regent's Park(Bakerloo line).

All other Underground lines are a convenient change away, enabling easy access to every mainline rail termini in London.

In addition to the tube access, ten bus routes (10, 18, 24, 27, 29, 30, 73, 88, 134 and C2) pass the site and provide direct access to Regent's Place from many areas in Central and Greater London.

Given this excellent public transport accessibility, British Land has focused on providing staff and visitors with comprehensive public transport information. The following information has been provided:

- Bus map showing all direct bus routes that serve Regent's Place.
- Bus map movie showing direct bus routes that serve Regent's Place.
- 'Central London Rail and Tube' Map to locate Regent's Place in proximity to all services.

- Customised 'Underground Lines and Zones' Map showing the relationship of Regent's Place to the various stations.
- Customised 'Bicycles on the Tube' Map to show that Regent's Place is located on one of the few lines where carriage of bicycles is permitted.
- Links through the web site to real time news, timetables and transport operator web sites and much more.

It is also proposed that the Transport Forum investigates the possibility of:

- Providing new bus shelters on Euston Road and Hampstead Road.
- Developing new public transport maps.
- Introducing 'Countdown' (live bus information) feeds into the Regent's Place buildings.

Bicycles

Regent's Place is located close to the Camden Cycle Network and the London Cycle Network, making it very easy to access the estate by bicycle.

Regent's Place Bicycle Users Group

The Bicycle Users Group (BUG) is the cycling sub group of the Regent's Place Transport Forum, and is an initiative to support and encourage commuting to Regent's Place by bicycle. Membership is open to any employee at Regent's Place. Applications for membership to the BUG can be made on-line through the web site.

The BUG provides a Forum for those who regularly commute to work by bicycle and/or use their bicycle during working hours. The BUG will discuss further improvement measures and provide input into the Regent's Place Travel Plan.

The Bicycle User Group provides advice on:

- Tax incentives to employees.
- The best routes for cycling to Regent's Place ('Bike Buddy' scheme).
- Which local cycling shops offer discounts to members of the BUG.
- New cycle facilities, including type of facility and the best locations.
- National Bike Week and Bike to Work Day.
- 'Bike Doctor' events.
- The BUG 'Chat Room' available through the web site.

In addition to the Bicycle User Group, the following steps to encourage cycling to Regent's Place have already been taken:

- New cycle parking for staff is being provided in the basement car park at Regent's Place. The basement cycle parks will be lit, secure and offer protection from the weather.
- New 'short stay' spaces for visitors/couriers are being provided around the estate at street level.
- An arrangement with 'Cycle Centre London' has been established to provide members of the Bicycle User Group with

10% discounts on purchases and repairs. Experienced staff from the 'Cycle Centre London' will also visit the Estate to provide on-site advice to cyclists and to undertake minor repairs.

- An audit of existing changing and showering facilities has been undertaken and a review of new facilities is underway.
- 'Cycle Routes' map showing cycle routes to Regent's Place from within Central London
- 'Cycle Journey Time' map showing average journey times to Regent's Place from areas around London.

Walking

The proximity of Regent's Place to Regent's Park, local shopping areas and public transport services means that a large number of people walk to and from the estate. The Travel Survey identified that 98% of all staff walk from their last station to Regent's Place.

To assist people in walking to and from the estate British Land has:

- Prepared a local walking map to provide staff and visitors with guidance on the easiest ways of accessing the estate by foot. The map also provides information on local walks promoted by local interest groups.

INITIATIVES

- Provided new 'step-free' footways and surfacings around the estate as part of the on-going redevelopment works.

Access for all

British Land is committed to developing an environment at Regent's Place that provides access for all. The following measures have been introduced to ensure that those with mobility difficulties can access all areas of the Estate:

- Pedestrian friendly environment.
- Pedestrian priority around the Estate.
- Step free access to all buildings.
- Pavements with tactile surfacing.
- Minimal changes in footpath levels.
- Carefully designed landscaping.

Cars

In developing this Travel Plan, British Land has taken a responsible view on the use of the private car and recognises that there are people who have no alternative but to use the car to get to Regent's Place. However, the majority of visitors and staff do not need to travel by car and British Land is keen to promote the travel alternatives that are readily available. Although Regent's Place is located on Euston Road (A501), only 6% of all trips to Regent's Place are made by car. Visitors to Regent's Place are strongly encouraged to travel by public transport as there are no general visitor parking spaces at Regent's Place.

The Transport Forum will:

- Promote various 'car free' events including the European Car Free Day on September 22nd each year.
- Consider the introduction of a joint car share scheme with the staff of other major employers along Euston Road. This is likely to be the only viable way of delivering a car share scheme for Regent's Place given the small number of journeys made by car.
- Encourage occupiers to review their company vehicle fleets by providing information on lower emission vehicles or alternative fuel vehicles, eg. electric or LPG, and raise awareness of grants for converting fleets, eg. Powershift. The introduction of pool cars for trips during work will also be encouraged.

Servicing and Deliveries

Through the Transport Forum, British Land will partner the occupiers at Regent's Place in their efforts to address whether there are more sustainable ways for making deliveries to Regent's Place. Consideration will be given to:

- Estate wide or joint ordering systems.
- Estate wide recycling schemes.
- Encouraging suppliers to use low emission vehicles when delivering to the estate.

Local transport initiatives

British Land is keen to support transport initiatives in the local area and will encourage occupiers at Regent's Place to participate in various community transport and travel schemes.

A number of local initiatives could be supported, including the London Borough of Camden's 'Green Travel Network' and the Central London Partnership's 'Seven Stations Link' and 'Business Cycle' projects.

Other initiatives for consideration by the Transport Forum

The Transport Forum will also investigate a variety of other initiatives for Regent's Place including:

- Travel information points in office receptions
- A review of security with possible upgrading of the estate lighting (basement and street levels)
- Development of improved signage throughout the estate
- Travel Plan seminars - to support those existing occupiers who wish to produce travel plans for their own companies.
- Advice on systems to enable staff to work from home and to use teleworking/conferencing to help minimise the number of unnecessary trips to Regent's Place.



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MONITORING THE TRAVEL PLAN

This Travel Plan is the beginning of an ongoing commitment by British Land to address the travel requirements of staff and visitors to Regent's Place.

British Land will monitor the travel behaviour of staff and companies at Regent's Place every year until 2004. The monitoring will be carried out through the web site and by e-mail and will involve questioning a random sample of employees.

The monitoring will help to determine the effectiveness of the Travel Plan and inform the Transport Forum of any amendments or initiatives that are required. The findings will be reported back to the London Borough of Camden and published on the web site.

PARTICIPANTS

British Land is working in partnership with the following occupiers at Regent's Place to achieve the objectives of the Travel Plan.

Dispensaire Français	Sainsbury's Local
Cabal Communications	Starbucks
Companies Ltd	Pret a Manger
Nash Newsagents	Natwest Bank
Euston Sandwich Bar	London Film Commission
Hodder Headline Ltd	Logica UK Ltd
Elexon Ltd	West Euston Partnership
Guinness World Records	Designer Interiors
BT plc	Sue Ryder Foundation
YKK (Europe) Ltd	West Hampstead Housing Assoc.
Fox Kids Europe Ltd	Malla
Regus (UK) Ltd	University of Westminster
Sema	Goat in Boots PH
Holmes Place	Media Trust
Bank One	Project Office Furniture
Inland Revenue	

ACKNOWLEDGEMENTS

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www.vicinitee.com



THE BRITISH LAND
COMPANY PLC

The British Land Company PLC
10 Cornwall Terrace
Regent's Park
London NW1 4QP
Tel +44(0)20 7486 4466
Fax +44(0)20 7935 5552

www.britishland.co.uk