

1 Introduction and Background

1.1 National Policy

This Travel Plan for British Land's Headquarters at York House, Marble Arch, has been developed within the context of national planning and transport policy as outlined in a range of guidance documents including Planning Policy Guidance 13 'Transport' (March 2001) 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 'sustainability' policy agenda.

1.2 London Policy Guidance

In London, the importance of using travel plans to promote sustainable travel behaviour is reflected in the Greater London Authority's 'The Mayor's 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, and lack of facilities for cyclists... (GLA – July 2001 - page 314).

In the City of Westminster, the promotion of sustainable transport and sustainable development is reflected in the Council's Planning and Transportation policy documents and the Replacement Unitary Development Plan. As part of the Air Quality Strategy and Action Plan, a series of measures are set out to improve air quality, including "encouraging.....businesses to follow good environmental practice by, for example, implementing green travel plans."

2 British Land's Position

2.1 Current Travel Plans

It is British Land's policy to pursue best environmental practices in the development of new properties and in the management of its £20 billion portfolio. The Company has developed travel plans for a number of properties around the UK, including Meadowhall, Blythe Valley Park and Heathrow Gateway. The Company's Travel Plan at Regent's Place features in Central Government's best practice advice on Travel Plan Networks.

2.2 Corporate Responsibility

Through its Corporate Responsibility management programme and its Corporate Responsibility Policy, British Land maintains continuous assessment and awareness of its environmental responsibilities. One of the targets during 2006 relating to Resource Use within the Corporate Responsibility management programme has been to prepare a travel plan for York House in advance of the relocation.

The British Land Sustainability Brief sets out guidelines for those responsible for planning and designing new developments to consider travel impacts such as local transport requirements, traffic generation, public transport facilities, pedestrian and bicycle facilities, car parking and freight traffic.

2.3 More Sustainable Transport Arrangements

The initiatives described in this Travel Plan demonstrate British Land's on-going commitment to promoting development that is sustainable and modes of transport that are environmentally friendly. British Land is fully aware of recent taxation and policy changes including:

- Changes in vehicle taxation to favour fuel efficient vehicles and lower rates of carbon emission for cars;
- Changes in the taxation of transport benefits such as company cars and allowances in remuneration packages that give less favour to company cars as benefits;
- Workplace parking taxation and road user and congestion charging.

The British Land Headquarters Travel Plan is tailored to address a wide variety of transport needs, including:

- Commuter journeys – to and from York House;
- Business travel – undertaken by staff during the working day;
- Visitor access – for people attending courses, conferences and meetings;
- Servicing / deliveries – serving York House.

The Travel Plan sets out the framework for delivering new transport initiatives and launches a series of new facilities and provisions to tackle the needs of the visitors and staff who travel to and from York House every day.

3 Proposed Initiatives for York House

3.1 York House

British Land will introduce a range of initiatives to influence and advise staff and visitors on how to travel to York House. This section sets out these initiatives and discusses the various additional measures that are currently being considered.

York House is located on the eastern side of Edgware Road between Seymour Street and Bryanston Street. Total floor area is approximately 13,000 sq m with offices, retail units and 22 residential units. British Land will occupy 3 of the 5 office floors. A car lift will provide access from Bryanston Street to the basement parking area.

The Headquarters will be linked into the Vicinitee website which provides useful local information for staff and visitors including:

- Bus movie map;
- Bicycles on the Tube;
- Cycle journey times;
- Tube with London connections;
- Tube and Mainline Station locator;
- Local area travel map.

3.2 The British Land Travel Plan Components

3.2.1 Travel Plan Co-ordinator

Miles Price will continue as the Travel Co-ordinator for the British Land Headquarters at York House, a role that he carried out in the former office location in Cornwall Terrace. Miles has responsibility for transport matters across the British Land portfolio including the co-ordination, preparation and delivery of Travel Plans at British Land properties throughout the UK.

3.2.2 Public Transport

The British Land Headquarters at York House will be located in one of the most accessible locations by public transport in Central London. Staff travel surveys at the former location near Regents Park indicated that at least 75% of all staff travel to the office by public transport and with 4% of staff cycling or walking to work. It is expected that the percentage by public transport will be even higher for work journeys to York House.

3.2.3 Existing Access by Public Transport

The Headquarters at York House is located very near to Marble Arch tube station providing access to the Central Line services. Bond Street tube station is within a 10 minute walk for access to the Jubilee Line services.

York House is also located in close proximity to a wide range of bus routes, all of which pass within a 5 minute walk of the building. There are 9 bus routes along Edgware Road and 11 bus routes along the western end of Oxford Street. In total there are 21 different bus routes that pass near to the office site during the day. At night the area is served by a total of 17 bus routes.

3.2.4 Public Transport Information

A local area transport map will be produced as part of this Travel Plan and will identify the location of bus stops and the bus routes that serve the area. In addition, information on the Underground services that serve Marble Arch can also be found on the Company web site at www.britishland.co.uk

A bus map movie map will also be developed and will be hosted on the British Land web site to show visitors and staff which London bus routes serve the Marble Arch area. British Land is also be introducing WAP-enabled mobile phones to enable staff to access 'live' travel news whilst they are 'on the move'.

3.2.5 Season Ticket Loans

British Land will continue to provide an interest free season ticket loan scheme for all permanent staff.

3.2.6 Oyster Cards

Oyster Cards for travel on the London Underground and London Buses are available on a "pay as you go" basis. The stored value for fares on each card can be automatically topped up by prior arrangement. Staff are encouraged to use Oyster Cards for business-related travel within Central London. Oyster Cards registered to British Land will be made available at the Headquarters reception desk. Using Oyster Cards will help to reduce the number of taxi trips made within Central London.

3.3 Bicycles/ Motorcycles

3.3.1 Existing Access by Bicycle

Sections of the London Cycle Network serve the area around Marble Arch with routes through Hyde Park and across Bayswater Road and Park Lane to avoid the existing traffic gyratory at Marble Arch.

3.3.2 Cycle Parking

In York House there will be cycle parking for up to 40 bicycles for British Land staff and visitors. Recent staff travel surveys undertaken by British Land has identified a growing demand for cycle facilities. In relation to this demand, the following initiatives have been progressed:

- A significant increase in parking capacity for bicycles will be provided in York House compared with the former offices in Cornwall Terrace.
- British Land will continue to offer a loan to staff for the purchase of a bicycle or motorcycle. All permanent staff with at least 6 months service can apply for an interest free loan to buy a bicycle or motorcycle on which to travel to work. There may be a small tax charge arising on the benefit in kind of the interest free element of the loan. Repayments are deducted from salaries over a period of 10 months starting the month after the loan is received. Proof of purchase is required.
- A bicycle mileage allowance will continue to be available at a rate in accordance with Inland Revenue guidance.
- Showers are provided for staff and visitors who cycle and lockers will be provided.
- British Land will seek an arrangement with a local cycle shop to provide advice on bicycle maintenance and a discount on purchases.

- The proximity of British Land's HQ at Marble Arch to many of its properties within London will make visits by bicycle a viable alternative. Consequently, British Land will investigate the possibility of purchasing pool bicycles (with locks and panniers) for use on local trips during work.
- A Bicycle User Group (BUG) will be set up to assist staff cycling to work and to encourage others to start cycling to work. Various breakfasts and other promotional events will be tried to increase cycle to work take-up.

3.4 Private Car

3.4.1 Access by Road

The location of the Headquarters near to Marble Arch means that it is very easy to access London's strategic road network. Edgware Road provides a link to the A40 Westway and the M25 in the west, and to the A501 Marylebone Road and Euston Road towards the City and M11 in the east. Marylebone Road and Euston Road also link into many principal routes northwards, giving access to the M1, A1(M) and A10.

3.4.2 London Congestion Charging

The current Congestion Charging Zone includes the York House site. The proposed western extension of the London Congestion Charge will include areas to the west of Edgware Road, although the A5 route along Edgware Road will allow traffic to pass north-south without entering either part of the wider Zone.

British Land will require all employees and contractors (permanent and temporary) to absorb the Congestion Charging costs incurred. In line with the environmental principles of the company, British Land will not reimburse any part of the charges introduced.

3.4.3 Headquarters Car Parking

Only three car parking spaces will be available for British Land staff in the basement of York House. The basement of York House will have a total of 28 parking spaces, with 22 reserved for residents, 3 for British Land and 3 spaces for occupants of the other office floors.

Two of the 28 parking spaces are designated as disabled parking bays for use by staff, visitors and residents of York House.

British Land does not offer dedicated car parking spaces for visitors. Whilst on-street parking in the vicinity of York House is available, the excellent public transport accessibility of the location means that alternative modes are recommended for travelling to the Headquarters.

3.4.4 Company Cars

British Land is aware of its environmental responsibilities and as such only offers staff a cash amount instead of a company car.

Staff are encouraged to purchase fuel-efficient vehicles and vehicles with alternative fuel engines and / or engines below 2 litres. British Land is currently investigating the range of Government Grants, such as Powershift, that are now available to assist companies in making a shift to alternative fuel vehicles.

3.4.5 Business Mileage Allowance

British Land's business mileage allowance is either a full fixed profit mileage rate as published by the Inland Revenue or a proportion thereof where a cash alternative has been taken.

In order to encourage a greater use of motorcycles and alternative fuel vehicles British Land will provide a higher rate of mileage allowance to those staff using these modes for business mileage, currently proposed as +10%.

3.4.6 Journeys by alternative modes to the private car

Staff are encouraged to make journeys to sites, properties and meetings by public transport, especially tube and rail, and to local sites such as Regent's Place by walking or cycling. The provision of season ticket loans and bicycle loans also helps to promote journeys by alternative modes to the car.

3.4.7 Car sharing

British Land does not have sufficient numbers of staff driving to work to introduce a formal car sharing scheme, but is prepared to review joining local on-street car clubs or area wide car share clubs.

3.4.8 Taxis

When trips are required to be made by taxi, the location of York House will provide easy access to taxis already in the locality. For special requirements, such as taxis for staff having to travel home late at night, arrangements will be investigated with taxi firms offering environmentally friendly private hire services. An example is the Greentomatocars firm which use low emission vehicles.

3.5 Information for Staff and Visitors

3.5.1 Remote access to information

With ongoing improvements in Information Technology systems it is increasingly possible for staff to access information when they are out of the office. British Land has introduced initiatives to enable staff to access their work desktop and e-mails through a secure British Land Internet site.

3.5.2 Tele-conferencing

British Land is conscious of the benefits that accrue from reducing the number of business related trips both in environmental terms and in terms of staff time.

British Land has invested in video-conferencing facilities for York House (with equipment to be in five office meeting rooms) as well as its offices at Meadowhall, Dublin, Broadgate and Regent's Place. All staff are encouraged to use the video-conferencing facilities for those meetings that would otherwise involve long distance journeys or air travel. Steps are also being taken to investigate whether staff could have tele-conferencing facilities in their own homes.

3.5.3 New Employees

British Land realises that most influence can be had on the travel behaviour of new staff in the first few weeks of their employment - as new travel patterns are established. Therefore, the induction of new staff includes the following:

- A quick 'briefing' of the schemes contained within this Travel Plan.
- The provision of Travel Information for new employees, setting out company travel policy and the various schemes and initiatives that are available eg: season ticket and bicycle loan schemes etc.
- Assistance in considering the alternative modes of transport for accessing the Headquarters.

3.5.4 Disabled access

British Land is conscious of its responsibilities under the Disability Discrimination Act (1995) and other Building Regulations. Planning consent for York House will have confirmed that the new building is fully compliant with the requirements of the Disability Discrimination Act.

3.5.5 Visitors

On a typical day, 35 visitors went to British Land's former Headquarters in Cornwall Terrace. To guide visitors on how best to travel to the new building at Marble Arch a range of travel initiatives will be provided, including:

- Printed and digital maps to encourage access by public transport, including a bus map movie;
- A new location plan fax sheet will be prepared to show all modes of transport;
- Detailed travel information through a revamped section of the British Land web site;
- Visitor bicycle parking spaces;
- All secretaries will be provided with travel information including: local bus route information and proforma travel maps for faxing/e-mailing to visitors.

3.5.6 Deliveries and servicing

Whilst the British Land Headquarters does not generate a large number of deliveries/pick-ups per day (approximately 25), the company has introduced the following measures to mitigate their impact:

- British Land encourages the use of courier companies that offer the most environmentally friendly forms of transport eg: www.streetbike.net
- E-mailing and faxing of documents is encouraged to reduce the number of courier trips.
- The use of public transport to make deliveries to other British Land properties within London, such as Broadgate and Regent's Place, is encouraged.

The Headquarters' post room does not currently have a delivery vehicle; should the need to acquire one arise then an alternative fuel vehicle will be purchased eg: electric or LPG.

3.6 Liaison and Monitoring

3.6.1 Supporting Community Initiatives

British Land is committed to community transport and travel projects and will seek to liaise with the Travel Plan co-ordinators of neighbouring employers, the New West End Company (for Oxford Street, Bond Street and Regent Street) and the City of Westminster as part of a Travel Plan Network.

3.6.2 Monitoring the HQ Travel Plan

British Land carries out a regular survey of staff travel patterns using the successful intranet and e-mail approach adopted in previous years. A new survey of staff will be carried out after the first year of occupation at York House. The survey asks key travel questions and invites suggestions from staff on the ways that certain travel issues could be addressed. The HQ Travel Plan is then reviewed to address the findings of the surveys.