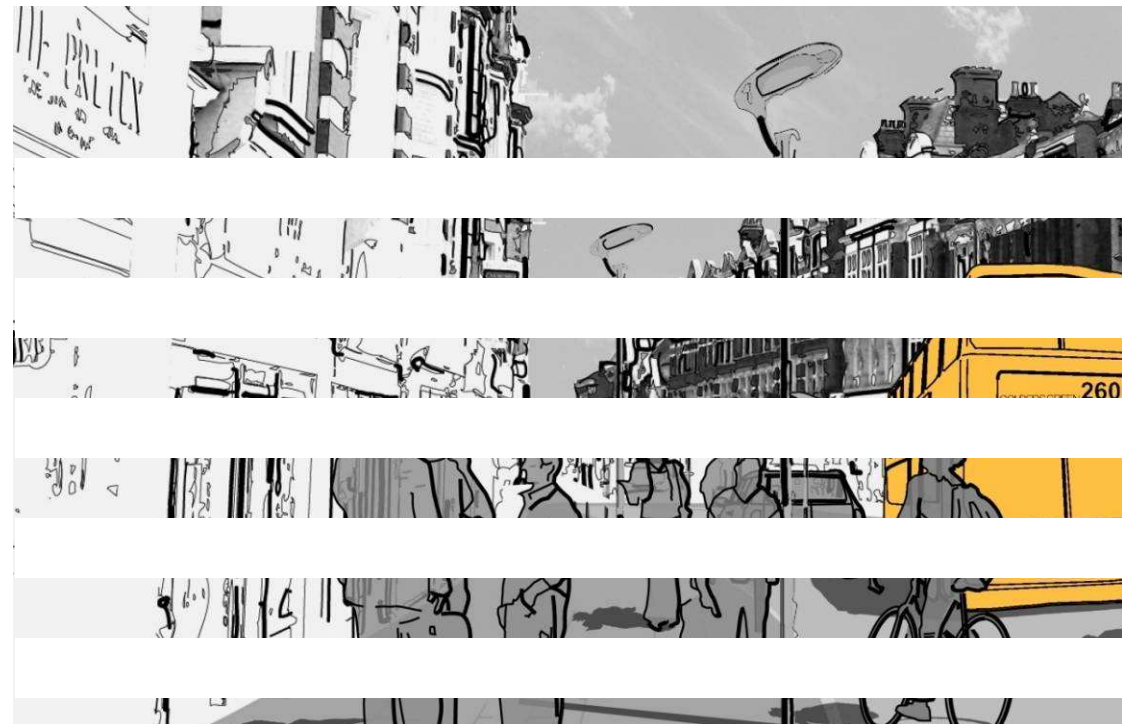
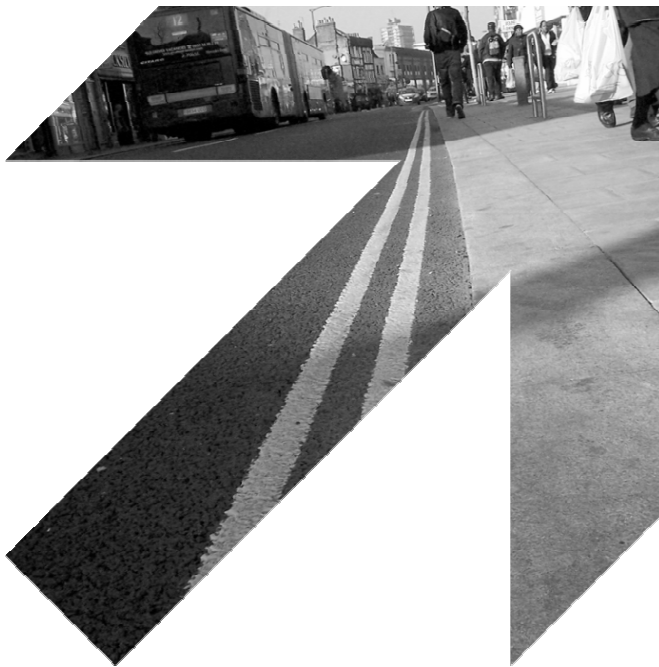


Temporary Liverpool Cruise Terminal Framework Travel Plan



ROYAL HASKONING
Enhancing Society



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Introduction

JMP Consultants Ltd [JMP] has been commissioned by Royal Haskoning to prepare a Framework Travel Plan in support of a planning application for a temporary cruise terminal in Liverpool.

The site, known as the Princes Dock site, is located in Liverpool City Centre adjacent to Princes Parade. There are currently two accesses to the site, one from St Nicholas Place and Princes Parade. A site location plan is included as Figure 1.1 at Appendix A.

The site is currently owned by Peel Holdings and is disused. It was formerly used as a waiting area for cars boarding the Isle of Man ferry. The site lies within land which is currently being considered as part of wider development proposals known as Liverpool Waters. The Liverpool Waters proposal consists of a 60 hectare site stretching from Bramley Moore Dock in the north to Princes Dock in the south. The scheme will comprise mixed use development consisting primarily of residential and commercial premises. The development will come forwards in a series of phases over a 30 year period; it is envisaged the development will be fully complete by 2041.

The Travel Plan will assist in encouraging sustainable travel to the terminal by staff who work in the terminal and passengers who begin and end their cruise at the Liverpool site.

Scope of the report

This report is set out in 13 sections including this introduction, as follows:

2. Policy Context
3. Travel Plan Approach
4. Proposed Development
5. Travel Plan and Transport Assessment
6. Travel Plan Objectives
7. Site Audit Summary
8. Travel Plan Measures
9. Travel Plan Implementation
10. Travel Plan Monitoring
11. Travel Plan Guidance
12. Conclusions

National Context

With the Government's acknowledgement that Britain cannot simply build its way out of congestion, non-engineering measures to tackle the country's transport problems have been given much more prominence. Travel Plans together with transport assessments are becoming an increasingly important tool in the delivery of sustainable outcomes.

DETR (1998) White Paper "A New Deal for Transport: Better for Everyone"

In 1998, the DETR published its Transport White Paper "A New Deal for Transport: Better for Everyone". This sets out the Government's policies for the future of transport and places an emphasis on the need for a sustainable and integrated transport system. Travel by foot, bicycle and public transport is therefore to be encouraged. Key initiatives within the White Paper included: Quality Partnerships with public transport operators; Local Transport Plans; Road User Charging; Workplace and Non-Workplace Parking Charges, and Green Transport Plans

DETR (2001) Planning Policy Guidance Note (PPG) 13: Transport

In March 2001, the DETR published a revised version of Planning Policy Guidance Note (PPG) 13: Transport to replace the previous 1994 version. The main objectives of the revised PPG13 are "to integrate planning and transport at the national, regional, strategic and local level to:

- "promote more sustainable transport choices; and
- reduce the need to travel, especially by car."

Key themes within PPG13 that are of direct relevance to the proposed development include: the need to ensure accessibility by and promote public transport, walking and cycling and the use of Travel Plans. With regard to planning issues, the key role of Travel Plans is seen as helping to deliver sustainable transport objectives including reducing car use; reducing traffic speeds; increasing use of walking cycling and public transport; and improving road safety for all. It is stated that Travel Plans should be developed in consultation with the local authority and local transport providers when they are to accompany a planning application.

DfT (2002) Travel Plan Resource Pack for Employers

This guidance updates the DETR 2000 Travel Plan Resource Pack for Employers and provides a range of advice to help organisations effectively develop, implement and monitor travel management strategies. This advice states that good Travel Plans will be based on current travel patterns, have clear objectives and targets and will have established monitoring procedures. The guidance explains how to set clear objectives, targets and indicators to help make a Travel Plan achievable and gives examples of a series of measures that may be implemented as part of a Travel Plan. These relate to the promotion of walking, cycling, public transport and car sharing. The need for "sticks" and "carrots" is also highlighted to discourage car use, whilst actively promoting alternative modes.

National Context Continued....

ODPM/DfT (2002) Using the Planning Process to Secure Travel Plans

In July 2002, the Office of the Deputy Prime Minister (ODPM) and the Department for Transport (DfT) issued new best practice guidance for local authorities, developers and occupiers on using the planning process to secure Travel Plans. The guidance sets out much more specific detail on the local authority and applicant's role in developing effective Travel Plans through the planning process. It highlights the need for a consistent but flexible approach to Travel Plans.

DfT (2009) Good Practice Guidelines: Delivering Travel Plans through the Planning Process

In April 2009, the Department for Transport (DfT) updated the 2002 document 'Using the Planning Process to Secure Travel Plans' following increases in the need to integrate sustainable travel and transport when planning new developments. The new good practice guidelines aim to improve the understanding of all stakeholders to secure an effective policy framework, determine when a Travel Plan is required, how it should be prepared and what it should contain within the context of an integrated planning and transport process. They will help to ensure that where Travel Plans are put in place for new developments, they are effective and deliver the expected changes in travel behaviour. The document particularly focuses on the way in which planning and Travel Plans currently interrelate and how this could be made more effective.

DCLG (2011) National Planning Policy Framework

The document which sets out the Government's requirements for the planning system aims to replace all Planning Policy Guidance notes (PPG) and Planning Policy Statements (PPS) with a single document and. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities. Regarding transport the framework sets out that development should be in highly accessible and sustainable locations.

Local Context

Merseyside Local Transport Plan 2011 - 2015

The third Local Transport Plan for Merseyside (LTP) provides the statutory framework for the policies and plans that will guide the future provision of transport in Merseyside. The vision for transport on Merseyside is:

“A city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice.”

In order to support the city region and achieve the vision the LTP has six key goals:

- Help create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, Local Enterprise Partnerships and Local Strategic Partnerships.
- Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability.
- Ensure the transport system promotes and enables improved health, wellbeing and road safety.
- Ensure equality of travel opportunity for all, through a system that allows people to connect easily with employment, education, healthcare, other essential services and opportunities.
- Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.
- Maintain our assets to a high standard.

LCC Supplementary Planning Document: Ensuring a Choice of Travel

The SPD sets criteria for when Transport Assessments/Statements and Travel Plans will be required for new development, LCC's 'minimum accessibility requirements', required parking standards and servicing arrangements. The main objectives of the document are to:

- Ensure a reasonable choice of access by all modes of transport to new development;
- Reduce the environmental impact of travel choices, by reducing pollution, and improving the local environment;
- Improving road safety;
- Promote healthier lifestyles by providing opportunities for people to walk or cycle for work or leisure purposes;
- Reduce the level of traffic growth and congestion on the strategic and local road network; and
- Encourage opportunities to improve the quality of development proposals by better use of space through the provision of less car parking spaces where appropriate.

Local Context

Merseyside TravelWise

Merseyside TravelWise is a partnership between the five local authorities of Merseyside and Merseytravel. The partners identify that the way we get around has a big impact on our quality of life and that growing dependence on car travel is having a detrimental effect on our environment, health and economy. Their programme includes raising awareness of the effects of increased car use and the benefits of walking, cycling, car sharing or increased public transport use. They also work with businesses and organisations to develop Travel Plans in order to reduce their impact on traffic generation and make it easier for employees to reach their place of work.

The Merseyside TravelWise team have a website, which provides a wealth of information on effective Travel Planning (including workplace, residential and school Travel Plans).

National and Local Policy Conclusions

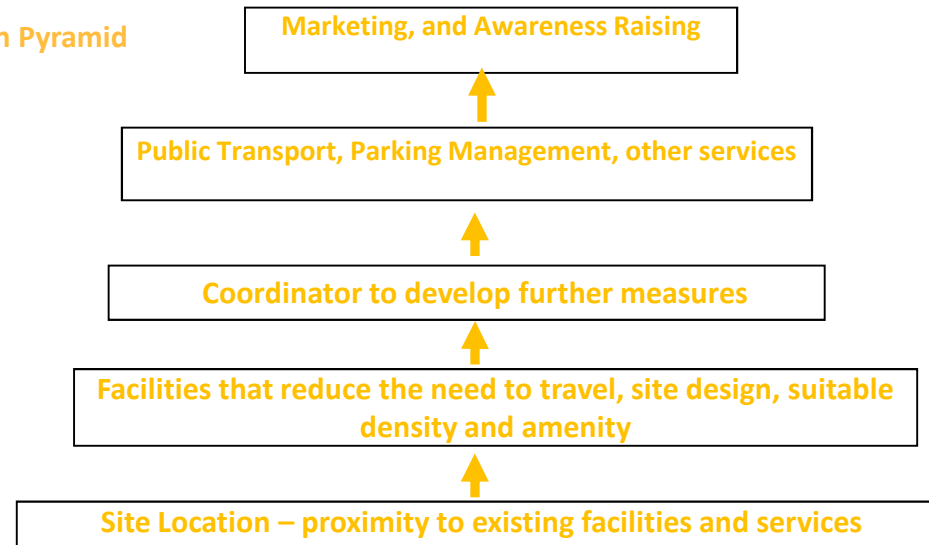
There are numerous relevant national policy documents and guidance relating to Travel Plans and sustainable transport. This highlights the importance and benefits of Travel Plans. These wider policies should provide additional support to Travel Plans in terms of promoting alternative modes of transport to the car.

3. Travel Plan Approach

Travel Plan Approach

Recent DfT guidance (2009) recommends that it may be useful to view the Travel Plan as a pyramid of measures, some of which will form the foundations of the Travel Plan whilst others will be related to the outcomes from the Transport Assessment. Figure 1.1 illustrates the pyramid approach.

Figure 3.1 Travel Plan Pyramid



A Travel Plan is a package of objectives, targets and measures developed by an organisation or group of organisations to promote more sustainable means of travel and reduce reliance on the private car. A Travel Plan has the benefit of making the development more accessible to all users, therefore helping to promote social equality within the local community. Prior to the occupation of the development, a Framework Travel Plan is required as a means to improve site accessibility and meet the objectives, targets and delivery mechanisms identified within the full Travel Plan once the site is occupied.

Travel Plans are an increasingly important tool in order to facilitate sustainable development. Together with Transport Assessments, they provide the mechanism for assessing and managing access to new or redeveloped sites. Travel Plan benefits can include an increased choice of travel mode, reduced journey times, and money savings for the site users. The local environment can benefit from improved air quality, and less congestion and noise. Developing and implementing a Travel Plan should be a dynamic process, subject to a continuous cycle of action-monitoring-review. To help give it direction and focus, it is important to set out objectives for the developer, and future site users.

3. Travel Plan Approach

Travel Plan Approach

A Travel Plan should aim to reduce the environmental, economic and social impacts caused by increasing road traffic levels.

A Travel Plan is a package of objectives, targets and measures developed by an organisation or group of organisations to promote more sustainable means of travel and reduce reliance on the private car.

Travel Plans are an increasingly important tool in order to facilitate sustainable development. Travel Plan benefits can include an increased choice of travel mode, reduced journey times, and financial savings for the site's users. The local environment can benefit from improved air quality, less congestion and noise.

A Travel Plan has the benefit of making a site more accessible to all users, whether they have access to a car or not, and therefore helps to promote social equity.

Developing and implementing a Travel Plan should be a dynamic process, subject to a continuous cycle of action-monitoring-review.

Travel Plan Benefits

Developer - Travel Plan benefits:

Decreased pressure on the car parks

Improved corporate social responsibility

Can be used as part of environmental management in support of initiatives such as the 'green flag' accreditation

Reduced carbon emissions associated with the development

Addresses health and wellbeing of site users

Improved site health and safety

Good relationship with local community through reduced congestion and parking problems

Strategy in place to support any future development aspirations

Terminal Travel Plan benefits:

Improved accessibility to the site by all modes of transport

Improved health and wellbeing of all site users

Greater choice of travel options for site users – increasing attractiveness of site

Less traffic congestion at the site

Site users – Travel Plan benefits:

Improved accessibility to the site by all modes of transport

Less traffic congestion entering the site

Better information about the range of travel options available.

Proposed Development

The current proposal is for the construction of a temporary cruise terminal. The development will be self contained and include all baggage handling, customs, servicing, storage and berthing facilities required to be the starting and ending port for cruise voyages. The new temporary cruise terminal for Liverpool is being proposed to attract more international cruise ships to visit Liverpool. It is envisaged that the cruise terminal will operate a maximum of 20 times per year between the months of May and September.

The purpose-built facility will be used by passengers beginning and ending their cruises in Liverpool (turnaround visits) as well as cruise ships which visit en route (i.e. Day-call visits - which can already be accommodated at the existing facility).

The temporary terminal will serve a range of ship sizes with a typical capacity of 600 passengers and a maximum capacity of 1,200 passengers.

Operational Hours

The terminal will have no specifically fixed operational hours. The hours will vary depending on cruise liner schedules etc. However, terminal staff are likely to arrive at the site very early in the morning and be present until late afternoon, hence they are unlikely to travel during the traditional AM and PM peak hour period. This is due to the fact that the disembarking period is likely to occur between the hours of 0730-1030 and embarking during the hours 1100-1500. As such, staff will be required on site prior to the 0730 start and until after 1530.

Terminal Staff

It is understood that there would be of the order of a maximum of 50 employees present at the terminal building at any one time. However, only a minority will be working a typical 'commuter' day, and on many days only a skeleton staff will be present.

Cruise Staff

The ratio of crew to passengers is around 1:3 and therefore there will be about 400 crew on a ship with 1,200 passengers. Crew on board ship are on a turn of duty which lasts a number of months and therefore the level of change over at anyone port is very low. It is not anticipated that cruise operators will use Liverpool as a formal base where crew would be discharged. Time in port is also a very busy time and the majority of crew are required on board for the duration of the visit. About 5% of crew will leave the boat during its stay in Liverpool. Those going on leave will be taken to an airport (very few of the Crew will be British) while those with land leave will travel independently primarily visiting the city centre on foot. The numbers involved will be inconsequential.

Parking Provision – Park and Sail

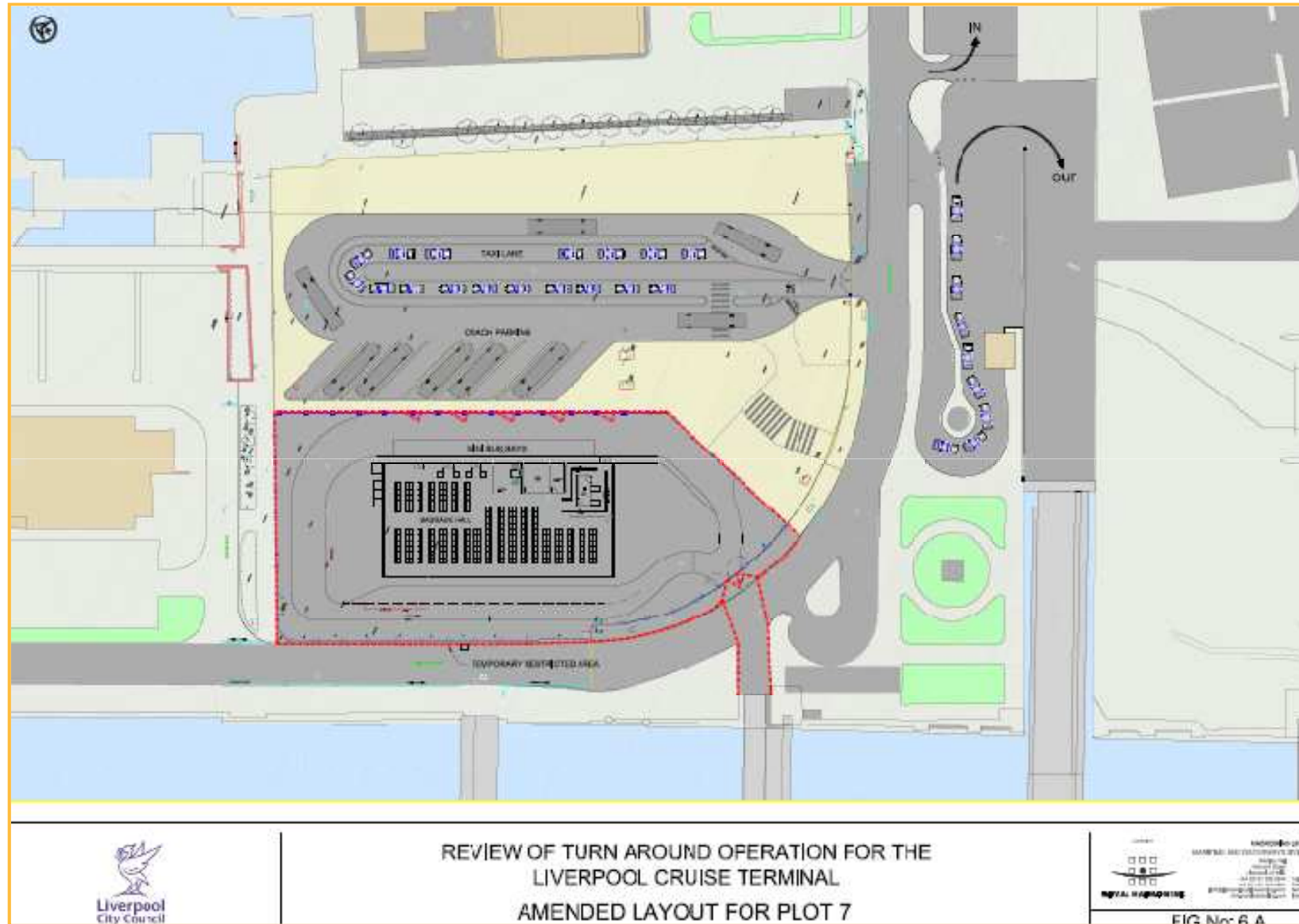
A Supplementary Planning Document 'Ensuring a Choice of Travel' has been developed in partnership with the Merseyside Local Authorities and Merseytravel in order to provide consistent guidance to developers on access and transport requirements including parking standards for new development across the wider Merseyside area.

The proposed development will be accompanied by a complementary 'Park and Sail' site to enable passengers boarding the cruise ships travel to the Park and Sail by car and leave their car safely during their cruise. Dedicated coaches will shuttle passengers from the Park and Sail site to the cruise terminal.

As such no parking will be made available on site for passengers or staff with the exception of disabled bays for use as appropriate by staff working at the terminal.

4. Proposed Development

Figure 4.1 – Site Layout Plan



Temporary Liverpool Cruise Terminal Travel Plan

It is proposed that the Travel Plan for the temporary cruise terminal will be progressed as follows;

Framework Travel Plan – to accompany outline planning permission, setting high level Travel Plan objectives

Final Travel Plan – submitted within six months of the site receiving its first cruise ship.

This the framework Travel Plan is being submitted as part of the outline planning permission for the temporary cruise terminal. It is vital that the objective of the Framework Travel Plan and the Final Travel Plan is to maximise the potential of this site by encouraging a high percentage of travel to and from this site by sustainable transport modes where appropriate. This is to be done by encouraging the use of the walking, cycling and public transport infrastructure already in place by staff and by the promotion of the Park and Sail site and organised coach travel to cruise passengers.

Transport Assessment and Site Audit

The transport assessment which should be read in conjunction with this document assesses the current accessibility of the development site by all modes. A review of access on foot, bicycle, public transport and private car has been carried out. In addition a Minimum Accessibility Standard Assessment has been carried out in accordance with Liverpool City Council requirements. In the interests of keeping the planning application documents concise these assessments are not repeated here.

The Transport Assessment calculates the person trip generation of the development by all modes, the methodology for the trip generation exercise has been agreed with Liverpool City Council.

Travel Plan Objectives

Introduction

The Travel Plan recognises that this is a unique site and that there is not one specific mode of transport suitable for all site users and that there needs to be a number of alternatives in place. The Travel Plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.

The following features of the site location make it suitable for encouraging sustainable travel behaviour:

- The site is located in an ideal location for promoting travel by foot and cycle by staff working at the terminal;
- The site is well served by public transport with both James Street and Moorfields station being in close proximity of the site;
- Passengers will be provided with a dedicated 'Park and Sail' site with which to connect them to the cruise terminal.

Specific Travel Plan targets will be set once the site travel survey has been completed and analysed. The Framework Travel Plan has set the following objectives :

- To provide safe access to the development site by a variety of transport modes;
- To promote and maximise the proportion of all users to the site by more sustainable modes, for example, park and sail, public transport, coach travel, walking, cycling; and;
- To provide information regarding the choice of alternative transport modes available;
- To promote active travel modes to staff; and
- To minimise traffic generation on the local road network.

Site Audit Summary

Introduction

A site audit was undertaken by JMP to assess the layout and accessibility of the temporary Liverpool Cruise Terminal site and the surrounding area. Full details of access to the site are provided in the Transport Assessment, with a summary below.

Site Location and Description

The site, known as Plot 7, is located within Liverpool City Centre. The site is bordered to the east by the A5052 and A5036 and the River Mersey to the west. The site lies within the administrative boundary of the city of Liverpool. The site which is currently disused is owned by Peel Holdings and has most recently been used as waiting area for cars waiting to board the Isle of Man Ferry. The location of the site is shown in Figure 1.1.

The site lies to the west of New Quay and Georges Dock Gates, which form part of the Liverpool Inner Ring Road. Major radial routes connect to the Inner Ring Road at various points making the site accessible from a wide range of destinations and the national motorway network without the need to pass through the heart of the City centre.

Site Access

The site is currently accessed from two directions; St Nicholas Place and Princes Parade.



Site Audit Summary

Pedestrian access

In general, pedestrian provision within the Princes Dock is of a high standard. All footways within the vicinity of the site are of good quality and are of acceptable width, with dropped kerbs provided at crossing points. A suitable level of street lighting is present throughout the area. Figure 7.1 overleaf highlights areas located within 500m and 1km of the site.

Cycling access

Cycle access to site from surrounding area is good with an on-street cycle route on Chapel Street (westbound towards George's Dock Gate/ St Nicholas Place) linking to a suggested cycle route on Pall Mall.

A traffic-free cycle route with good surface is provided on Water Street (Eastbound contra-flow cycle lane from Water Street/ The Strand with a toucan crossing on The Strand)

National Cycle Route 56: Starts at Pier Head towards Albert Dock where branches out to two branches. The first is mostly on the road and links Albert Docks with Paradise Street Bus Station and continues through Sefton Park and links to National Route 62 (The Loop Line part of the Trans Pennine Trail).

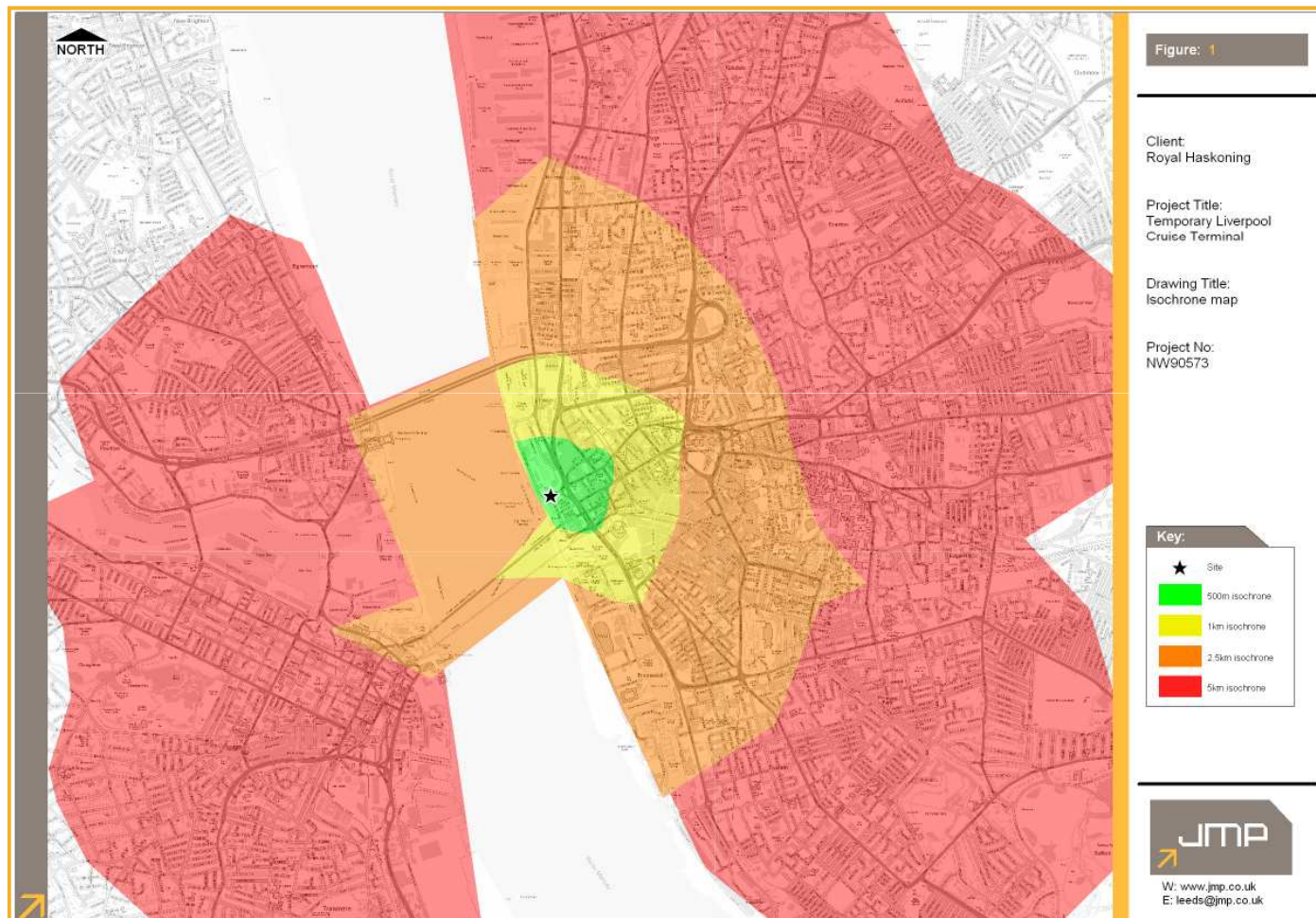
The waterfront traffic-free route continues beyond Riverside Drive to Wood End Park. From then it is possible to cycle to Speke, John Lennon Airport and further on a mixture of traffic-free, on street and suggested cycle routes.



7. Site Audit Summary

Site Audit Summary

The following Isochrone maps highlights areas located within a reasonable walking and cycling distance of the temporary Liverpool Cruise Terminal. It should be noted that walking and cycling only present realistic modes of travel for staff working at the terminal.



Site Audit Summary

Public Transport Access

The C2 Merseytravel subsidised service links Princes Parade and Paisley Street with Moorfields railway station, Lime Street railway station, Queen Square bus station, James Street railway station and the Mersey Ferries. The service operates in each direction every 20 minutes every day of the week.

Covered high quality bus shelters are available on St Nicholas Place.

The nearest rail stations to the site are James Street Station and Moorfields Station which are located 500metres and 650metres from the site, respectively. Liverpool Lime Street Station is located somewhat further away but as the mainline railway station for Liverpool it is the final terminal for the majority of regional arrivals to the city from multiple regional and national destinations



THIS IS STOP 42081B IN AREA C ZO

CityLink C2 CITY CENTRE CIRCULAR		
Via: Old Hall Street, Moorfields, Dale Street, Castle Street, Lord Street, Victoria Street, Hutton Garden, Lime Street Station, Queen Square Bus Station, Pall Mall		
MONDAY TO FRIDAY	SATURDAY	SUNDAY
7:45am 8:00am 8:30am 8:45am 9:00am 9:30am 9:45am THEN EVERY 20 MINUTES AT 00 20 40 MINUTES PAST EACH HOUR UNTIL 2:00pm 2:30pm 2:00pm 2:15pm 2:45pm 3:15pm 3:45pm 3:00pm 3:30pm 3:45pm 6:00pm 6:30pm	10:00am 10:30am 10:45am THEN EVERY 20 MINUTES AT 00 20 40 MINUTES PAST EACH HOUR UNTIL 2:30pm 2:45pm 6:00pm 6:30pm	10:00am 10:30am 10:45am THEN EVERY 20 MINUTES AT 00 20 40 MINUTES PAST EACH HOUR UNTIL 2:30pm 2:45pm 6:00pm 6:30pm
CODE: # Journey operates to Queen Square Bus Station only		



Site Audit Conclusions

Following the Travel Plan site audit and desktop review of travel options to the site it is considered to be located in an accessible location.

Site Specific Measures

Introduction

There is no single solution to deal with all of the Travel Plan objectives. A combination of measures is required in order to allow site users to 'pick and mix' according to what complements their own day to day requirements and lifestyle. It is important that the Travel Plan measures include both "carrots" and "sticks" to encourage sustainable travel behaviour. However, the focus should be on the incentives for site users to use sustainable modes of transport, rather than lots of disincentives to travel by car. Experience shows that having measures to support the use of sustainable travel modes in place prior to occupation is key to achieving a more balanced modal share.

Due to the nature of site being a cruise terminal certain measures will largely be applicable only to staff working at the terminal building and others more appropriate to cruise passengers.

Measures to promote and facilitate walking

Introduction

Accessibility by non-car modes is recognised as being particularly important particularly for staff working at the terminal building. Promoting access by non car modes in terms of not only sustainable development but also in assisting to reduce social exclusion and making the terminal building accessible to all potential employees not only those with access to a car.

Travel Information

Travel information notice boards will be provided in communal areas in buildings to promote travel options to staff. Travel boards should include details of safe walking routes within the vicinity of the site.

A copy of a site map with how to get to guide should be made available to all site users, both in hard copy format at key locations such as via travel agents for passengers as well as on site and on the site's website. The terminal website will be key in providing necessary details of how to travel to the terminal to passengers as well as potential staff members.

Walking audits could be undertaken on an annual basis. These could examine lighting, security and maintenance issues along routes to key destinations. Any improvements to the routes should be promoted as part of the wider Travel Plan promotion.

Site Specific Measures

Measures to promote and facilitate cycling

It is unlikely that any cruise passengers will travel to site by bicycle and as such measures to promote cycling are concentrated on staff members.

Travel Information

The travel information notice boards will include details of safe cycling routes within the vicinity of the site. Any existing or improved cycle routes will be promoted to all site users as part of the wider Travel Plan promotion to staff. Stock of the Liverpool Cycle Map will be made available within the terminal.

Bicycle User Group

The developer may consider the set up of a bicycle user group at the development, using the notice board as a forum for information.

Storage and changing facilities

The cycle parking provision will at least be in line with Liverpool City Council's parking standards (5 cycle parking racks) and be located at a convenient location on site. Lockers will be provided to staff to ensure belongings associated with travel by bike are kept safe.

Cycle Discounts / Loans

Local cycle retailers will be approached to offer site users discounts on production of appropriate identification.

Free Training and Maintenance Checks

A local bike retailer could be encouraged to visit the site periodically, to offer all site users free cycle maintenance checks. This will ensure that potential cyclists are confident that their bicycles are in good working order. Regular training sessions could also occur on-site to encourage confidence in this mode.

Site Specific Measures

Measures to promote public transport

Park and Sail

A Park and Sail facility is to be constructed in association with the proposed development to link passengers with the terminal. Passengers will be able to park their cars at the facility and transfer (with luggage) from the park and sail directly to the cruise terminal. Full details of the park and sail will be provided on the terminal website as well as being promoted as part of the passenger booking service.

Reserved parking for blue badge holders will be available at the park and sail site.

Travel Information

It is essential that site users are made fully aware of the travel modes available to them. Physical measures (i.e. bus stops) will be in place from occupation. Promotional material and awareness raising are therefore vital for encouraging sustainable travel at the site and raising awareness among site users of the accessibility to and from the site by sustainable modes.

Travel information should form a key part of any successful Travel Plan. As mentioned previously travel information on how to access the terminal will be provided to staff and cruise passengers via the terminal website.

Public transport information will be provided via the website and may include the following:

- Timetables and promotional literature from regular operators including bus and Merseyrail;
- Details of National Rail services to Liverpool Lime Street Station (including taxi services operating from the station)
- Information on the Park and Sail facility for passengers to use to park their cars and connect to the terminal via coach;
- Special Promotions offered by operators (discounts, return tickets, weekly/monthly tickets etc);
- Details for the Merseyside 'Traveline' telephone number;
- Telephone numbers of taxi companies operating in the area;

Provision of Travel Information

The responsibility for the overall promotion and awareness raising programme is with the Travel Plan Coordinator. The responsibility for maintaining the notice boards and collating appropriate information will also lie with the Travel Plan Coordinator.

Site Specific Measures Continued...

Measures to reduce car use

Car Parking

Car parking at the terminal will only be provided for disabled members of staff. In line with local guidelines three disabled parking bays will be made available for terminal staff.

Car Sharing

Car parking for staff wishing to drive to the site is available in the local area. Staff choosing to drive to work and park their car in a public car park will be encouraged to car share.

Car-sharing is a proven method of reducing trips to a site, and can therefore have a positive influence on peak time congestion. It has proved popular with a number of large employers in the local area on account of the cost-benefits to users and the reduction in stress from shared responsibility. Car sharing will therefore be encouraged where possible, particularly by employees who live in outer lying areas of Merseyside where direct public transport links to the site may be more varied.

Merseyside TravelWise currently promote the Merseyside Car Share Scheme to Merseyside based employment sites and to the general public ('Liftshare' www.MerseyCarShare.org.)

Passenger Drop Off Zones

It is likely that some passengers will be 'dropped off' at the terminal by friends or family or by taxi. Dedicated drop off areas will be available on site for such purposes. Taxis will enter the site via St Nicholas Place to drop passengers off near the terminal building.

Drop offs made by private vehicles will be made in a dedicated area to the south of the site. Passengers being dropped off would then cross St Nicholas Place to access the terminal.

Implementation of the Travel Plan

Introduction

The previous sections have examined elements of the Framework Travel Plan and have set out a series of site wide Travel Plan measures that should be considered for implementation.

This section identifies the requirements for ensuring the effective implementation of the Travel Plan, as follows:

- Management of the Travel Plan
- Marketing of the Travel Plan
- Monitoring and reporting of the Travel Plan

Management

Travel Plan Coordinator

The implementation of the Travel Plan recommendations requires effective co-ordination and management. The first key step toward developing the Travel Plan strategy is to ensure that there is an effective management and administrative structure in place. Thus, a Travel Plan Coordinator (TPC).

The TPC will be identified 3 months prior to first occupation of the development to ensure that Travel Plan measures are included within any marketing of the site.

The role of the Travel Plan Co-ordinator will be as follows:

- To promote and encourage the use of sustainable travel modes, including the distribution of publicity material;
- To ensure that all relevant information is available to all site users and to provide a point of contact and travel information for all site users;
- To arrange for travel surveys to be undertaken when necessary
- To respond to all comments regarding the Travel Plan;
- To maintain the developer provided facilities;
- To review the Travel Plan and all associated targets and measures, in conjunction with the Local Authority.

The TPC will conduct site-wide travel surveys on an annual basis in conjunction with Merseyside TravelWise and Liverpool City Council.

Travel Plan Board /Steering Group

A Travel Plan Steering Group will be established within three months of first occupation of the site. The group will initially be chaired by the Travel Plan Coordinator. The group will invite an officer of Liverpool City Council, TravelWise Merseyside and Merseytravel to attend the meetings.

The terminal will sign up to the Merseyside 'Wise Moves' scheme which provides support to all Merseyside based organisations promoting sustainable travel.

Action Plan

As part of the Final Travel Plan a detailed action plan will be developed to ensure the successful implementation of Travel Plan measures on site to meet targets set within the plan. The Travel Plan steering group will be responsible for delivering the Travel Plan action plan and support the work of the Travel Plan coordinator. The action plan includes the measures to be implemented alongside a timescale, budget and the name of the person responsible for its implementation.

Marketing of Sustainable Modes

Raising awareness, providing appropriate information and promoting alternatives to the single occupancy vehicle can be the most important tool for influencing sustainable travel.

The Final Travel Plan should include a detailed marketing plan for each Travel Plan measure to be taken forward.

The following promotion and awareness activities will be undertaken, some of which have been indicated in the measures section above;

- Up to date travel information will be provided to all site users through occupier contacts. This should include details of National Rail services and the Park and Sail facility. Drop off facilities, local walking and cycle route maps and bus timetable information will also be included
- The site website will provide details of all Travel Plan activities and further information on how to reach the site.
- Travel Plan notice boards will be erected the terminal with details of new Travel Plan initiatives taking place and detailing the various options available to reach the site.
- A Travel Plan welcome pack will be made available for new site users. The pack should be issued prior to arriving on site to enable them to have full information to make an informed decision on their preferred travel modes.
- One off events such as Bike Week will be held at the site to raise awareness of travel options as appropriate.

Monitoring

In order to ensure the Travel Plan's ongoing success, it will be important for the TPC to monitor the outcome of implemented measures. A travel survey of site users will be undertaken in line with the development of the Final Travel Plan.

Subsequent travel surveys will be undertaken annually as agreed with the local authority to enable the survey type and time period for monitoring to be reassessed by the local authority to suit current practice and guidelines.

When complete, the travel survey will assist in setting appropriate Travel Plan targets for the site which will be included within the Final Travel Plan. Targets will be based on site audit work, the travel survey results and will be set in conjunction with Liverpool City Council.

The main areas of monitoring, in addition to the travel surveys, should encompass the following:

- Travel by sustainable modes (revealed by mode split data from the travel surveys)
- Uptake of park and sail
- Uptake of any public transport / patronage levels
- Interest in sustainable travel information
- Use of cycle parking on the development.

Monitoring travel behaviour is key to understanding the success of measures introduced to promote the use of alternative travel modes. The Travel Plan must be monitored on an annual basis and an annual report of performance against the identified targets be submitted to the Travel Plan Coordinator at Liverpool City Council.

Guidance for the development of the Travel Plan

Having provided a framework for the Travel Plan, it is important to provide details for how the Travel Plan strategy should be developed and implemented once the site becomes occupied. Thus, a phased implementation programme is set out in Table 11.1 to assist the TPC and the developer in the development of the Final Travel Plan.

Table 11.1 Implementation Programme

Timescale	Measure to achieve objectives
Prior to occupation	Designate a site-specific Travel Plan Coordinator to be in post at least 3 months prior to occupation (and inform council of the contact details).
	Production of Travel Information Welcome Package (Travel Plan Guide /How to get to Guide / walking maps) ready for distribution to all potential staff and cruise passengers.
	Provision of motorcycle and moped parking facilities within the site.
	Provision of cycle parking facilities within the of the site.
	Define a budget for the Travel Plan implementation.
Within 6 months of occupation	Undertake a site wide travel survey (including staff and passengers)
	Discuss with Liverpool City Council measures to be included in final Travel Plan.
	Submit the final Travel Plan for approval by Liverpool City Council.

Conclusions

This Travel Plan identifies the Travel Plan measures that can be implemented at the temporary Liverpool cruise terminal development prior to occupation in order to promote use of sustainable methods of travel by both staff and passengers

Given the highly accessible location of the site, an effective Travel Plan will assist in promoting sustainable travel by all site users and hence reducing the need for car use.

Through delivery of the measures discussed within this Framework Travel Plan, the Travel Plan objectives identified can be met, as follows:

- To improve access and provide safe access to the development site by a variety of transport modes;
- To seek to manage the overall level of car use journeys to and from the site;
- To promote and maximise the proportion of site users travelling to the site by more sustainable modes, for example, public transport, walking and cycling;
- To provide information regarding the choice of alternative transport modes available;
- To promote healthy lifestyles and a sustainable vibrant community i.e. through raising awareness of the environmental and health benefits of using more sustainable modes of transport;
- To manage the demand for parking; and
- To minimise traffic generation on the local road network.

It is concluded that this Framework Travel Plan provides a firm basis for ensuring that the objectives, targets and delivery mechanisms are taken on board within the full Travel Plan once the site is occupied.