

160920/SK21651/ITP01(-01)
NEW BIRD STREET, LIVERPOOL
INTERIM TRAVEL PLAN

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1 INTRODUCTION

- 1.1 SK Transport Planning Ltd (SK) has been appointed by Iliad Group to prepare an interim travel plan in support of a planning application for the development of 164 apartments on a site off New Bird Street in the Baltic Triangle area of Liverpool.
- 1.2 A Transport Statement (TS) assessing the impact of the proposal has been prepared. The TS has been prepared in line with guidance as set out in the Liverpool City Council's (LCC) Supplementary Planning Document (SPD) 'Ensuring a Choice of Travel', and national guidance as detailed in the National Planning Policy Framework (NPPF), National Planning Practice Guidance (NPPG), and Department for Transport (DfT) 'Guidance on Transport Assessment'.
- 1.3 The TS includes full analysis of the accessibility of the site in relation to local services and amenities, and a Minimum Accessibility Standard Assessment in line with LCC requirements. The TS demonstrates that the site is well located in relation to city centre destinations and the existing Baltic Triangle community. It is also shown that opportunities exist for future residents to travel to the surrounding areas and the regional centre by non-car modes. Measures are included within the proposal to build upon the good location of the site and facilitate future movements by non-car modes.
- 1.4 The TS concludes that the proposal presents a sound opportunity to provide a sustainable development that will integrate well with other city centre uses. The TS also concludes that the proposal meets the requirements of local and national policy, and that there will be no significant residual transport impacts of the proposal.
- 1.5 The TS should be referred to for full details of the proposed layout and impact analysis.

Travel Plan Process

- 1.6 A travel plan is a tool for managing access to a site that aims to promote access by sustainable modes. It contains a package of measures designed to meet the objective to reduce the environmental impact of a development by supporting sustainable modes of transport and outlining measures that will build on the good location of the site.
- 1.7 A travel plan should include a mixture of *hard* (engineering) measures and *soft* (marketing and management) measures to assist the plan to meet defined objectives. Within a travel plan there is a need to set objectives, targets and indicators, the purpose of which is to monitor change and review policies to meet the needs of the users of the site.
- 1.8 The travel plan process is not a one-off, static event, but a constantly evolving strategy that should grow and adapt to meet the travel patterns and needs of the end users of the site. As such, this travel plan outlines the accessibility of the site, infrastructure measures proposed as part of the development and management and policy measures for adoption upon occupation of the site.
- 1.9 The measures outlined in the interim travel plan are based on those submitted with the planning application and have been drawn from UK and local area best practice. The interim travel plan has been developed in line with the following local and national policy guidance:
 - National Planning Policy Framework
 - National Planning Practice Guidance
 - Department for Transport 'Making Travel Plans Work'
 - Department for Transport 'Making Residential Travel Plans Work'
 - Department for Transport 'Essential Guide to Travel Planning'
 - Department for Transport 'Effects of Smarter Choice Programme in Sustainable Travel Towns'
 - Department for Transport 'Smarter Choices – Changing the Way we Travel'
 - Transport for Quality of Life 'Tools for Travel Planning in Urban Areas'
 - Highways Agency, Sustrans, ActiveTravel *et al* 'Soft Measures, Hard Facts'
 - LCC 'Ensuring a Choice of Travel SPD'
 - Travelwise Merseyside 'Employers Network Travel Toolkit'
- 1.10 In line with guidance the interim travel plan includes the following information:

- Details of access to the site for all people
- Information on existing transport networks serving the site and existing local area travel patterns
- Travel plan principles including measures to promote and facilitate more sustainable transport
- Identification of a travel plan co-ordinator
- Mechanisms for monitoring and reviewing the final travel plan, including the submission of an annual review and action plan to the council
- Interim targets for modal shift or split

Benefits

1.11 Travel plans result in a variety of benefits to the occupiers of a development and the wider community, including:

- Promoting active and healthy lifestyles
- Reducing demand for parking
- Providing sustainable and vibrant communities
- Reducing road safety and congestion issues
- Reducing carbon emissions and improving local air quality issues

Aims & Objectives

1.12 The aims of the travel plan are to:

- Minimise the impact of travel on the environment
- Reduce demand for parking in the local area
- Reduce road safety concerns

1.13 The objectives of the interim version of the travel plan are set as follows:

- To outline infrastructure measures that are proposed to support non-car movements
- To outline the mechanisms that will be taken forward to the final travel plan for monitoring

2 SITE AUDIT

Site Location

- 2.1 As shown in figure 2.1, the site occupies a sustainable location to the south of Liverpool city centre and east of the waterfront. The surrounding area is known as the Baltic Triangle.
- 2.2 The Baltic Triangle was traditionally an industrial use area but now includes a significant amount of residential accommodation along with retained industrial uses, creative industries, hotels and some food, drink and entertainment uses. The Liverpool One development, to the north of the Baltic Triangle, has brought with it a more defined connection from the area to the city centre.
- 2.3 The site is bounded to the north by Jordan Street, to the east by the A561 St James Street, to the south by New Bird Street and to the west by Newhall Street.
- 2.4 The site is currently occupied by a large commercial unit with a floor area of 1,611sqm. Access to the site is currently provided from the New Bird Street, Jordan Street and New Hall Street frontages and vehicles use the hardstanding surrounding the unit for parking. The commercial unit on site is not currently operational and the parking areas are being used as contract commuter parking spaces.



Figure 2.1: Site Location

Access by Car

- 2.5 New Bird Street, Newhall Street and Jordan Street are an unclassified roads that provide access to commercial units in the area. Blundell Street also serves as an access route to other local access roads in the area. Parking is restricted along its length by double and single yellow lines, with parking bays provided.
- 2.6 New Bird Street and Jordan Street route east-west between the A5037 Jamaica Street and the A561 St James Street. St James Street and Jamaica Street are principal roads and serve as the main distributor routes for the Baltic Triangle and adjacent areas. Both routes can be used to access the city centre (in the north) or the A562 Upper Parliament Street (in the south). Upper Parliament Street is a strategic route forming part of the inner ring road.
- 2.7 Access can also be gained to A562 Parliament Street using Newhall Street, which routes north-south past the site.

Local Parking Controls

- 2.8 The streets surrounding the site are located in the city centre's outer controlled parking zone. Parking restrictions (in the form of parking bays and double and single yellow lines) are in force between 8am and 6pm. The existing parking regime restricts parking in marked bays to two hours short stay or to drivers displaying a business parking permit.
- 2.9 The streets surrounding the site serve a local access and service function. There are no loading restrictions on the streets surrounding the site and the existing commercial properties (including recent site activity) are mainly serviced from kerbside.

Access on Foot

- 2.10 The site is connected to key destinations by a comprehensive network of pedestrian routes typical of the urban character of the local area. Pedestrian provision is generally of good condition with adequate width footways and street lighting present. Tactile paving and dropped kerbs are provided at minor road crossing points, with signalised crossings in place on the A561 Park Lane and on the A5036 Wapping allowing safe connections to the wider city centre area.
- 2.11 Footway provision on the Jordan Street, New Bird Street and Newhall Street frontage of the site is intermittent due to the crossover and kerbed accesses to the site's vehicle hardstanding areas.
- 2.12 Two-thirds of all journeys in the UK are under-five miles and short distance trips offer the greatest opportunity for changes in travel behaviour. DfT best practice guidance states that walking has the potential to substitute for car trips under 2km, which equates to a 25 minute walk. Figure 2.2 shows a 2km walking catchment from the site.

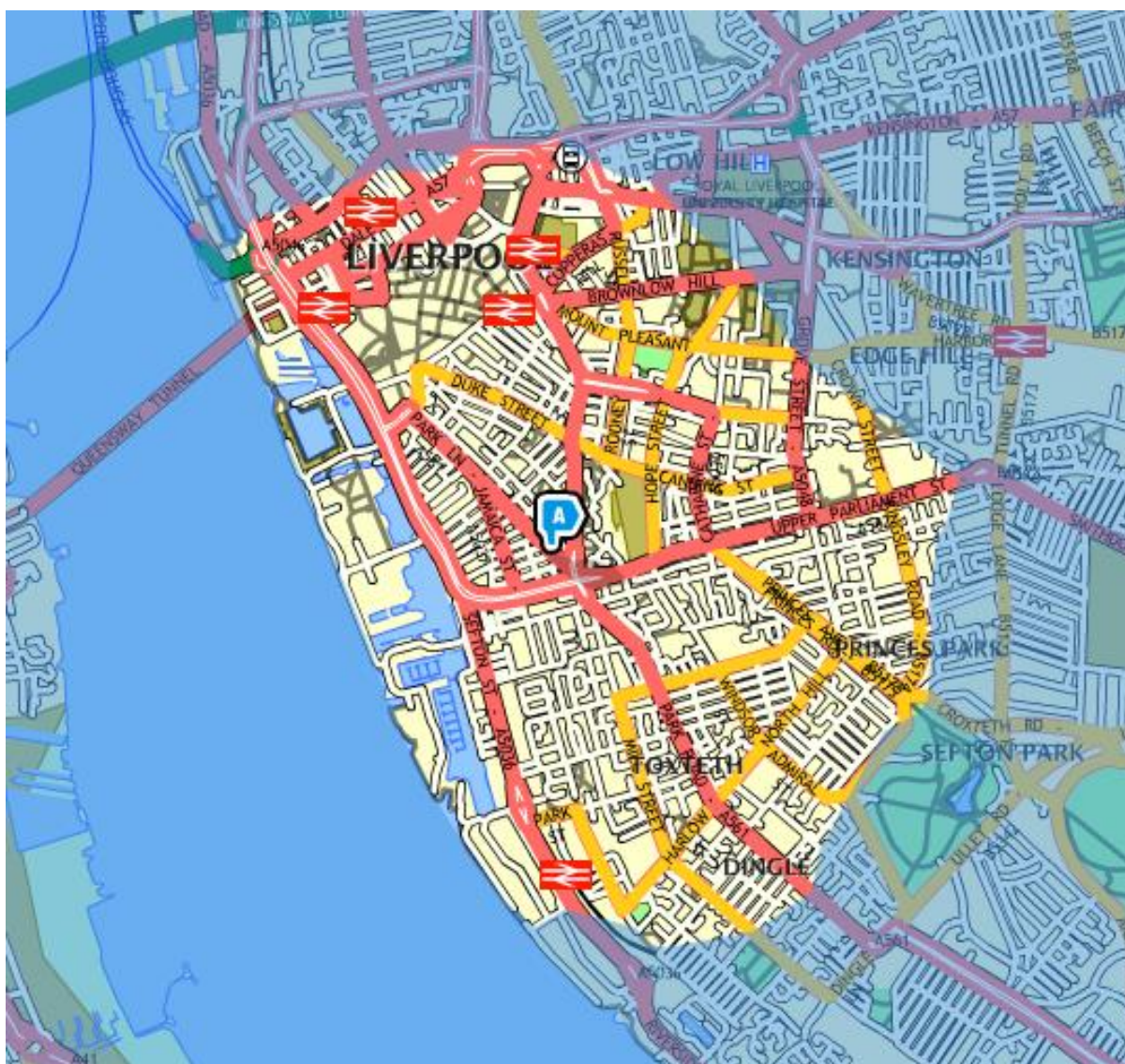


Figure 2.2: 2km Walking Catchment
[Source: Walkit 2016]

- 3.1 Figure 2.2 shows that all areas of the city centre are accessible from the site. The existing infrastructure surrounding the site provides a good basis for future trips on foot and to/from city centre amenities and employment areas. The proposal includes measures to promote and

facilitate these trips as part of the travel plan. Footways along the site frontage will be reinstated as part of the proposal.

Access by Cycling

- 2.13 Figure 2.3 shows the cycle network surrounding the site.



Figure 2.3: Existing Cycle Network
[Source: MerseyTravel 2016]

- 2.14 The roads surrounding the site are minor access roads with low vehicle speeds and flows, creating a suitable environment for cycle trips. Access can be gained to the formal cycle network 100m to the west of the site on Jamaica Street. Jamaica Street benefits from continuous on-carriageway provision routing north-south from the city centre to Toxteth and Dingle.
- 2.15 Cyclestreets shows that access can be gained from the site to the central areas of the city in just 17 minutes, using an unhurried cycle speed of 10mph and the quietest routes.
- 2.16 The existing network provides a good basis for future trips around the city by cycle. Measures are included within the proposal to further enhance cycle access, including cycle parking and travel plan measures.

Casual Cycle Use

- 2.17 The Liverpool Citybike scheme offers cycle rental on an hourly basis, with memberships available on a daily, weekly or annual basis. Over 140 stations are currently available, located extensively throughout the city centre area and in surrounding areas as far as Speke to the south, the Queens Drive area to the east and Bootle to the north.

- 2.18 In the vicinity of the proposal site, the nearest stations are located at St James Street (150m), Wapping Quay (200m) and at Baltic Creative on Jamaica Street (350m).
- 2.19 The standard membership fee for access to the Citybike scheme is £1 for day membership, £5 for week membership or £55 annual membership, based on single bike use. Membership includes free cycle use for short trips between 5-30 minutes depending on contract type, with a standard charge of £1 per hour for longer hire.
- 2.20 The Citybike scheme offers an ideal alternative to ownership of a cycle for occasional use.
- 2.21 Merseytravel also offers free cycle training courses for residents of the area.

Access by Public Transport

- 2.22 The nearest bus stops to the site are located on Chaloner Street and Park Lane. These stops are within 200m of the site. Access can also be gained within 10 minutes to the Liverpool One bus station.
- 2.23 Table 2.1 shows the routes and frequencies of buses serving local bus stops.

No.	Route	Frequency (buses per hour/one-way)				
		Peak	Daytime	Evening	Saturday	Sunday
26/27	City Centre – Liverpool FC - Toxteth	6	6	2	6	2
30/30 A	Maghull – Netherton – Aintree – Walton – City Centre	0	0	2	2	2
204	City Centre – Dingle Mount – Wavertree – Alder Hey Hospital	2	2	2	2	2
82B	City Centre – Garston – Airport – Speke – Widnes	2	2	1	2	2
103	Aigburth Vale – Albert Dock – City Centre – Seaforth – Waterloo	2	0	0	0	0
82/82 D	City Centre – Garston	6	20	7	8	7

Table 2.1: Existing Bus Services
[Source: MerseyTravel 2016]

- 2.24 Table 2.1 shows that the site is served by frequent bus routes providing access to key activity locations throughout the week, including evenings and Sundays.
- 2.25 Existing bus routes can be used to access train services at the central Liverpool stations.

Casual Car Use

- 2.26 Enterprise Car Club provides a casual car use solution that complements Liverpool's sustainable transport system and to meet occasional vehicle needs of residents who do not own a car. The initiative enables members to benefit from low cost, convenient and greener motoring, and a more sustainable pattern of living that negates the requirement to own and store a car.
- 2.27 Enterprise Car Club offers pay as you go motoring, with vehicles available to hire for as little as 30 minutes per trip. The vehicles are available 24/7 and members of the scheme can easily access vehicles on demand by reserving on line. The Enterprise Car Club can save motorists up to £3,500 a year on costs usually associated with fuel, insurance, servicing, MOT, cleaning and parking.
- 2.28 The merger of Enterprise and City Car Club now provides residents with solutions for longer term vehicle hire, for use when a resident wants to travel further afield on holiday, for example. The vehicles can be booked in advance and dropped off at the residence as required. Enterprise Car Club has confirmed that a 50% discount is offered to residents hiring a car at the weekend.
- 2.29 The nearest vehicle to the site is located on Duke Street, less than a ten-minute walk away.

Minimum Accessibility Assessment

- 2.30 The Accessibility Assessment for the site is attached in the TS, with a summary of the site's score provided in table 2.2.

SPD Criteria	Major Residential Scheme Requirements	Site Score
Pedestrians	4	4
Cyclists	4	5
Public Transport	5	5
Parking	3	3

Table 2.2: Accessibility Assessment
[Source: LCC SPD 2016]

- 2.31 The site meets all of the scored criteria outlined in the SPD and offers a sustainable and accessible location for future residential development.

3 PROPOSAL

Demographic

- 3.1 The proposal seeks to redevelop the site to provide 164 apartments. Two commercial units are provided at ground floor, with a combined floor area of 410sqm. In keeping with surrounding developments, the ground floor also provides 14 small commercial 'creative' units, with a combined floor area of 403sqm. The proposed layout is attached as appendix a of the TS.
- 3.2 The main pedestrian entrance to the residential element of the building is provided from Jordan Street at ground floor level. This entry point provides access to the reception area, from which access is gained to the lifts to the apartments and post area. The commercial units are located at ground floor level on both the Newhall Street and St James Street frontages. Pedestrian access to these units is provided directly from the respective street frontage. The creative units are located on the New Bird Street and Jordan Street frontages, again pedestrian access is provided directly into the unit from the street.
- 3.3 Internal storage is provided for cycles ground floor and basement (-1) level. Cycle parking is provided for a total of 126 cycles. Cycle parking is provided externally for use by visitors to the site (four stands).
- 3.4 Access to the basement car park is provided from Jordan Street in the same location as an existing access to the site. Basement parking is provided on two levels and provides space for a total of 104 spaces, including five disabled parking spaces.
- 3.5 The rest of the existing dropped kerb/crossover access will be made up to provide continuous footway along the site frontage.
- 3.6 The servicing arrangements for the development are retained as existing. Day to day servicing activity such as post deliveries will be via the main building entrance on Jordan Street. Three bin stores (two residential and one commercial) are provided on the Jordan Street frontage. Refuse collection will occur from kerbside, as with the existing unit.

4 MANAGEMENT

Travel Plan Co-ordinator

- 4.1 An effective travel plan needs a clear hierarchy of responsibility. Travel plan co-ordinators play an important role in developing the plan. Prior to the occupation of the site, the applicant will identify the travel plan co-ordinator and issue contact details to LCC.
- 4.2 The travel plan co-ordinator will be responsible for the day-to-day running of the travel plan and will also develop, implement and monitor the travel plan's effectiveness. The co-ordinator will

form the main point of contact for the local authority, residents and the local community. The co-ordinator will also be responsible for raising awareness and marketing the travel plan and surveying its effectiveness.

4.3 In summary, the travel plan co-ordinator's general role and responsibilities will include:

- Implementing the plan measures
- Providing a point of contact for site residents, the local community and the council
- Publicising and raising awareness of local initiatives
- Keeping up to date local public transport, walking and cycling route information on the travel notice board
- Monitoring and surveying travel patterns
- Annually reporting to the council
- Reviewing and updating plan measures

Communication Strategy

4.4 Good communication is a vital component of the final travel plan to ensure that residents are fully aware of the options available to them. All new residents will be provided with a welcome pack on arrival that will include:

1. Website links to cycle and walking route maps
2. A map showing local facilities and key city centre locations
3. Website links to journey planning software

4.5 A travel noticeboard will also be provided in a prominent location within the development, displaying up to date travel information and details of local and national initiatives.

5 TRAVEL TOOLKIT

Walking & Cycling

- 5.1 The site benefits from a good level of accessibility on foot and by bike, and walking and cycling form a dominant mode of access in the existing area.
- 5.2 Journey planning information and website links to maps will be provided to new residents in the welcome pack. The travel noticeboard will also include maps of the local area and resources for further information. The noticeboard will be kept up to date by the travel plan co-ordinator.
- 5.3 The travel plan co-ordinator will also promote www.walkbudi.com and www.bikebudi.com as a method of encouraging personal safety for site users travelling after dark. Merseytravel also offer free cycle training and maintenance lessons for adults. This will be promoted to residents by the travel plan co-ordinator.
- 5.4 The development includes a high level of cycle parking for residents and stands by the main entrance for use by visitors.

Public Transport

- 5.5 The site benefits from close proximity to frequent bus routes. The welcome packs will include information relating to local public transport services and website links for local journey planning software. The travel plan co-ordinator will be responsible for maintaining regular contact with public transport operators to ensure that the travel notice board is kept up to date.

Efficient Vehicle Use

- 5.6 Parking is provided on site at a level commensurate with the site's accessible location. Residents who do own a car will be encouraged to use other, more sustainable modes to meet everyday journey requirements in the local area and city centre. Residents who do not own a car will be made aware of the Enterprise Car Club facilities in the city centre.

- 5.7 Liftshare's Car Share Database will be promoted in the welcome pack to encourage residents who do need to use a car to think more efficiently about doing so.

Interim Travel Toolkit

Walking Toolkit:

Measure	Responsibility	Timescale
Provide a map of local amenities in the welcome pack	Travel Plan Co-ordinator	On occupation, on-going
Promote www.walkbudi.com , www.livingstreets.org.uk , www.walkit.com in welcome pack	Travel Plan Co-ordinator	On occupation, on-going

Cycling Toolkit:

Measure	Responsibility	Timescale
Provide cycle parking for residents and visitors, and promote use of CityBike	Developer	Part of development
Promote local and national cycling events/initiatives the welcome pack	Travel Plan Co-ordinator	On occupation, on-going
Promote Merseytravel's free adult cycle training & bike maintenance courses	Travel Plan Co-ordinator	On occupation, on-going
Provide residents with links to www.merseytravel.gov.uk website, which includes mapping and journey planning tools	Travel Plan Co-ordinator	On occupation, on-going

Public Transport Toolkit:

Measure	Responsibility	Timescale
Provide link to Merseytravel journey planning website (www.merseytravelplanner.co.uk) in welcome pack	Travel Plan Co-ordinator	On occupation, on-going
Provide local bus route maps in welcome pack	Travel Plan Co-ordinator	On occupation, on-going

Efficient Vehicle Use Toolkit:

Measure	Responsibility	Timescale
Promote www.taxibudi.com a scheme offered by Liftshare to reduce travel costs	Travel Plan Co-ordinator	On occupation, on-going
Promote use of Enterprise Car Club	Travel Plan Co-ordinator	On occupation, on-going
Promote www.carshare.liftshare.com car share database	Travel Plan Co-ordinator	On occupation, on-going

Promotion & Marketing Toolkit:

Measure	Responsibility	Timescale
Appoint travel plan co-ordinator	Developer	3 months prior to occupation
Production of welcome pack for each household	Travel Plan Co-ordinator	On occupation, on-going

Table 5.1: Interim Toolkit

6 MONITORING

Targets

- 6.1 In line with DfT guidance, action based targets have been set for the interim travel plan. These targets are based on the travel plan reaching set milestones or indicators, as follows:

- Appoint travel plan co-ordinator prior to occupation
- Produce welcome pack prior to occupation

- 6.2 SMART (quantifiable) targets will be set in the next version of the travel plan.

Monitoring

- 6.3 Travel surveys will be undertaken of residents within six months of first occupancy. The survey questionnaires will collect the following information:
- Mode of travel to work
 - Work location
- 6.4 Following the first surveys a short survey report will be compiled for discussion with LCC. Within 12 months of first occupation, the travel plan will be updated with new targets and measures, as required.
- 6.5 The travel surveys will be undertaken annually for a period of five years. After each survey period a short survey report will be issued for discussion with LCC and new targets set, if required.