

TRANSPORT STATEMENT

Site at Upper Parliament Street, Liverpool, L8

December 2018



PROPOSED ACCOMODATION DEVELOPMENT OF 40 x 1 BED & 55 x 2 BED APARTMENTS

SITE AT UPPER PARLIAMENT STREET, LIVERPOOL, L8

TRANSPORT STATEMENT

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5. SUMMARY

The application relates to a vacant site located close to the city centre and the local residential area that will be redeveloped for residential accommodation purposes.

To advise the highway authority, this report provides information on the scope of traffic and transport planning aspects of the development proposals, and forms supplementary information to assist in the determination of the planning application. It deals solely with the proposals for the area within the red line plan.

The TS discusses the following issues:

- Site and Local Area
- Existing Highway Conditions
- Development Proposals
- Access Considerations
- Summary & Conclusions.

This report has been prepared solely in connection with the proposed development as stated above. As such, no responsibility is accepted to any third party for all or any part of this report, or in connection with any other development

1. NATIONAL AND LOCAL POLICY GUIDANCE

1.1 National Policy

Increasing travel choice and reducing dependency on car travel is an established aim across all areas of government policy development, documents and guidance alongside addressing climate change and reducing CO2 emissions. Travel planning to date has focused on reducing single occupancy car use to specific destinations. Recent national guidance has broadened this, outlining the potential for Residential Travel Plans and addressing trips generated from individual origins (homes) to multiple and changing destinations. The Department for Transport (DfT) also published “Smarter Choices – Changing the Way We Travel” focusing on softer education and persuasive measures which are a key element of travel plans.

National planning policy ensuring that development plans and planning application decisions contribute to delivery of development that is. It states that development should ensure environmental, social and economic objectives would be achieved together over time.

It will also contribute to global sustainability, by addressing the causes and impacts of climate change, reducing energy use and emissions by encouraging development patterns that reduce the need to travel by car and impact of transporting goods as well as in making decisions in the location and design of development.

1.2 Future of Transport 2004

2004, Department for Transport (DfT) published a long-term strategy (*Future of Transport White Paper*) which examines the factors that will shape travel and transport over the next thirty years. It sets out how the Government will respond to the increasing demand for travel, maximising the benefits of transport while minimising the negative impact on people and the environment.

Central to the strategy is the need to bring transport costs under control, the importance of shared decision making at local, regional and national levels to ensure better transport delivery, and ***improvements in the management of the network to make the most of existing capacity.***

1.3 National Planning Policy Framework

The NPPF has replaced the previous PPG13 and sets out the policy framework for sustainable development and supersedes the previous advice.

For 12 months from publication of the NPPF decision makers may continue to give full weight to relevant policies adopted since 2004 even if there is a limited degree of conflict with the NPPF. In other cases and following the 12 month period due weight should be given to relevant policies in existing plans according to their "degree of consistency" with the NPPF.

Policies in emerging plans may be given weight according to the stage of preparation of the emerging plan, the extent to which there are unresolved objection and the degree of consistency of relevant policies in the emerging plan to the policies in the NPPF.

1.3 Achieving sustainable development

(The ***bold italics*** are added to emphasis the key policies related to the development)

There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform several roles

- An economic role – ***contributing to building a strong, responsive and competitive economy***, by ensuring that enough land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure;
- A social role – ***supporting strong, vibrant and healthy communities***, by providing the supply of housing required to ***meet the needs of present and future generations***; and by creating a ***high quality built environment, with accessible local services*** that reflect the community’s needs and support its health, social and cultural well-being; and
- An environmental role – contributing to ***protecting and enhancing our natural, built and historic environment***; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

1.3.1 The presumption in favour of sustainable development

At the heart of the National Planning Policy Framework ***is a presumption in favour of sustainable development***, which should be a golden thread running through both plan-making and decision-taking.

For decision-taking this means

- Approving development proposals that accord with the development plan without delay; and
- Where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:

Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or

Specific policies in this Framework indicate development should be restricted

1.3.2 Core planning principles

17 Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan-making and decision-taking.

- Encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value;
- **Actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling**, and focus significant development in locations which are or can be made sustainable; and
- Take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.

1.3.3 Promoting sustainable transport

Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise **sustainable transport solutions will vary from urban to rural areas**.

All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment.

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

Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. However this needs to take account of policies set out elsewhere in this Framework, particularly in rural areas.

Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to

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

A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.

Planning policies should aim for a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities.

For larger scale residential developments, planning policies should promote a mix of uses in order to provide opportunities to undertake day-to-day activities including work on site. Where practical, particularly within large-scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties.

If setting local parking standards for residential and non-residential development, local planning authorities should take into account:

- The accessibility of the development;
- The type, mix and use of development;
- The availability of and opportunities for public transport;
- Local car ownership levels; and
- An overall need to reduce the use of high-emission vehicles.

Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.

Local planning authorities should identify and protect, where there is robust evidence, sites and routes which could be critical in developing infrastructure to widen transport choice.

1.3.4 Decision-taking

Local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development. The relationship between decision-taking and plan-making should be seamless, translating plans into high quality development on the ground.

Local planning authorities should look for solutions rather than problems, and decision-takers at every level should seek to approve applications for sustainable development where possible. **Local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area.**

1.4 Emerging Core Strategy

The authority is currently reviewing consultation replies to the draft strategy, the following abstracts are provided for those that relate to transport matters.

Strategic Policy 1

Sustainable Development Principles

To ensure the sustainable growth of the City new development should be located and designed so that the resources are used prudently, the local and wider environment is protected, the challenges of climate change are addressed and the needs of the whole community are taken into account.

New development should:

1. As a first priority, be located on previously developed land and buildings ahead of greenfield sites
2. Improve accessibility, reduce the need to travel by motorised transport and where travel is necessary, enable convenient and safe access by sustainable transport modes

The site reuses the existing buildings in the urban area.

Strategic Policy 34

1. Development proposals should make the best use of existing transport infrastructure. Where this cannot be achieved, development should be phased to coincide with new transport infrastructure provision.
2. Developments which singly or in combination have a significant impact on the movement of people or goods, should, through the provision of Travel Plans, positively manage travel demand and contribute to the improvement of accessibility in general, particularly by more sustainable modes of transport including walking, cycling and public transport.

The site lies in the heart of the urban area supported by high quality walking, cycling and public transport facilities.

1.5 Local Transport Planning Policy

As stated above The City of Liverpool is currently progressing its LDS and Core Strategy, this has saved some of the Unitary Development Plan adopted in 2002 policies for Transport i.e.

1.5.1 Policy T6, Cycling

The City Council will promote and support initiatives designed to maximise the role of cycling as a transport mode by:

- Introducing appropriate traffic calming and speed reduction measures on designated cycle routes and areas of high cycle usage; and
- Ensuring that secure cycling parking facilities are provided at locations regularly visited by the public and requiring new developments to provide secure cycle parking facilities.

The proposed development will incorporate suitable amounts of cycle parking to meet the needs of their uses.

1.5.2 Policy T7, Walking and Pedestrians

The City Council will implement measures to encourage walking as a mode of transport and to make the pedestrian environment safer and more convenient by:

- Improving signing, lighting, surfaces, visibility and crossing places throughout the City and particularly within the City Centre, District Centres and other shopping centres;
- Improving access and mobility for all pedestrians, and particularly disabled people and carers with small children;
- Catering for pedestrians' needs in the design of all new highway improvement schemes, traffic management schemes, the road maintenance programme, and giving consideration to the provision of safe and convenient walking routes through all major development and redevelopment sites; and
- Investigating the possibility of introducing traffic calming measures and speed reduction measures in areas where heavy pedestrian flows are experienced or can be anticipated.

In relation to the above the area has been the subject of improvement measures which have included reduction in carriageway widths, formalisation of on-street car parking, and improved pedestrian crossing facilities. All of which also contribute to an enhanced environment for cyclists.

1.5.3 Policy T12, Car Parking Provision in New Developments

All new developments including changes of use, which generate a demand for car parking will be required to make provision for car parking on site, to meet the minimum operational needs of the development. Additional space for non-operational car parking will be permitted up to a maximum standard. This will be determined by:

- The nature and type of use;
- Whether off-site car parking would result in a danger to highway and pedestrian safety;
- Whether the locality in which the proposed development is located is served by public car parking facilities;
- Whether off-site parking would result in demonstrable harm to residential amenity; and
- The relative accessibility of the development site by public transport services.

The accommodation provides off street parking at a ratio of 1:3

The roads in the immediate area of the development have excellent public bus connections.

1.5.4 Policy T15, Traffic Impact Assessment

Where planning permission is sought for new development which is likely to result in a material change in the character or volume of traffic on the surrounding highway network, the applicant will be required to submit a full Traffic Impact Assessment (TIA). Proposals which exceed any of the following parameters will generally require a TIA as part of the planning application:

- business development (Use Classes B1 and B2) in excess of 5,000 square metres gross;
- 100 trips in/out combined in the peak hour; and/or 100 on-site parking spaces.

This report shows that the proposal does not fit into the above thresholds and the most appropriate assessment is a statement and Travel Plan.

1.6 Summary

The overriding theme of national policy is that developments must be accessible by sustainable means of transport and accessible to all members of the local community. Local policy is to echo the sustainability sentiment of national policy.

The proposed development is located on brownfield land in the urban environment which makes it a sustainable use of land as well improving local amenity. Also, the development will incorporate uses with good linkages to local facilities and infrastructure which will promote sustainability by reducing the number of car trips to local facilities.

Furthermore, there are:

Pedestrian and cycle linkages to several locations and facilities are available, frequent public transport services to other major centres and interchanges ensure that this development is as sustainable, as required in local and national policy.

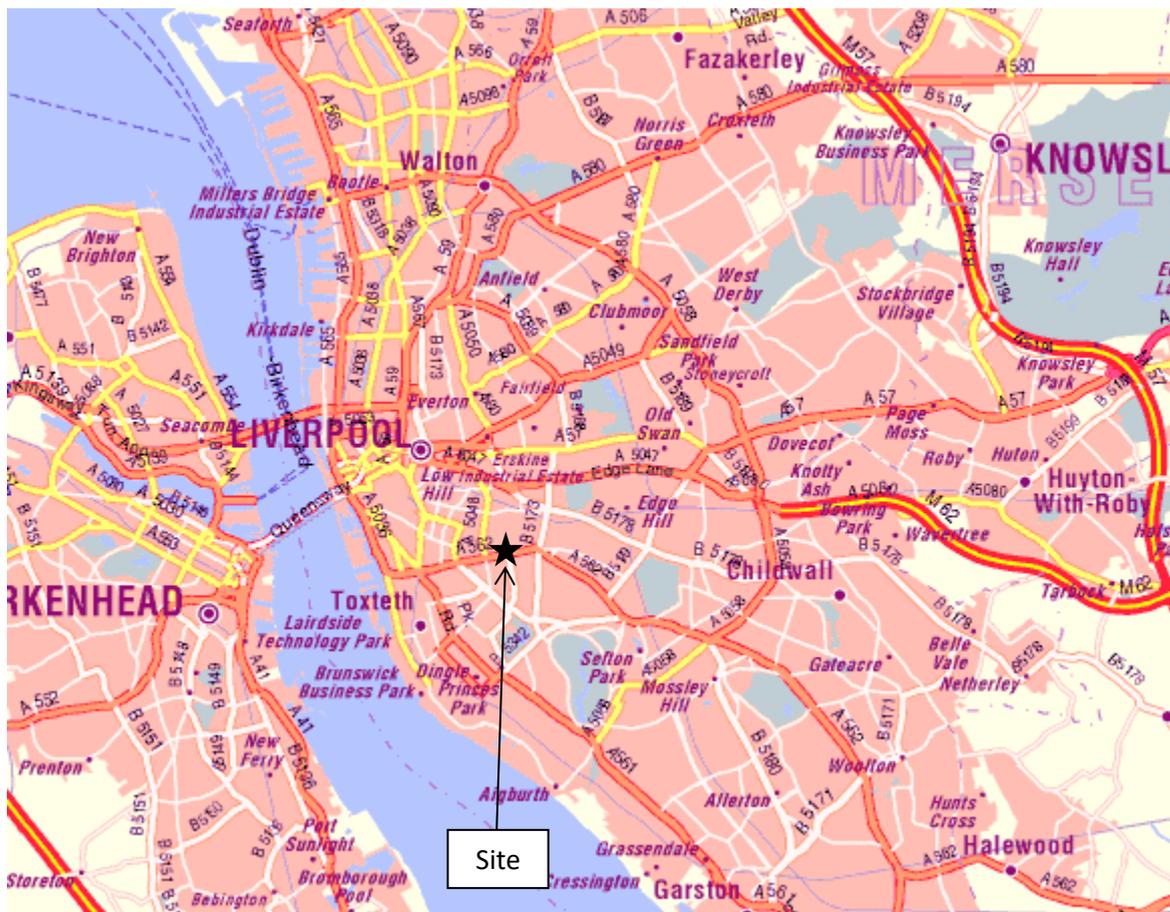
2. SITE DESCRIPTION

2.1 Site location

The site is set in and amongst a residential landscape, with the surrounding context that of a bustling community with good road/public network links. Situated just a short walk south east of the city centre it resides on a piece of land adjacent to the busy A562, which links directly to the corner junction of Sefton street (South docks) & Chaloner street (runs north up towards the strand).

Local amenities consist of Liverpool Women's Hospital opposite, Princes Primary School adjacent to the corner, St Anne Parish Church (325m), Granby Continental Store (376m), Falkner Square gardens (250m), Crown street Park (370m), Liverpool Cathedral (975m) Princes Park (1km). Within reach of Liverpool City Centre (1.65km) as well as being sited 3.3km from Queens Drive.

The site is approximately 1.7km from Liverpool Lime Street station the, main cross-country transport hub, 1km from Edge Hill train station and 1.6km from Liverpool Central station. The site is therefore highly accessible to the City centre and universities both by pedestrian routes or cycle routes as well as being close to the main access route out of the city.



Site Location Plan in relation to Liverpool City Centre



Site Condition

Site

2.2 Local Highway Provision

All the roads in the area are of a standard carriageway width appropriate for their usage with footpaths and street lighting. They serve the primarily residential area. The site can currently be accessed via the front edge which faces onto Upper Parliament street (A562), and the back via housing estates Kimberley Cl, Verulam Cl & Carlingford Cl, all directly linked to Selborne St. There is existing off-street parking at present for the neighbouring properties and the land is surrounded by wide footpaths with street lighting.

3. EXISTING NON-MOTORISED TRAVEL OPTIONS TO THE SITE

It is important to note that the National Government guidance encourages accessibility to new developments by non-car travel modes.

We have looked at the access to the site by:

- Foot and cycle
- Public transport
- Walking & cycling

Proximity of the site in relation to Liverpool City Centre studies show that pedestrian facilities are numerous and generally of good quality

Upper Parliament street has excellent facilities to promote movement of pedestrians including wide footways, and directional signage to aid visitors to the area.

The proposed development site is in the urban area with a range of local land uses, services and facilities.

The CIHT provides information about journeys on foot. It does not provide a definitive view on distances but does suggest a preferred maximum distance of 2000m for walk commuting trips, accepted guidance states that walking is the most important mode of travel at the local level supporting the above statement.

For the key urban areas, a 200m desirable distance to bus stops based on urban studies corresponds to a walk time of 2.5 minutes, based upon typical normal walking speed, the site lies well within these distances.

Critical destinations within Liverpool, as previously discussed (Train stations, universities and the city centre) are all within the parameters laid out in the 400m, 800m and 2000m walk isochrones reflecting 5, 10 and 25 minutes' walk journeys.

The DfT identify that 78% of walk trips are less than 1km in length, (DfT Transport Statistics GB). It offers the greatest potential to replace short car trips, particularly under 2 kilometres, and confirms that walking also forms an often-forgotten part of all longer journeys by public transport and car.

There are existing pedestrian routes into the city from the site that assists in the accessibility for end users to the proposed development.

Historic Guidance and perceived good practices suggest: "Cycling also has potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport"

The CIHT guidance 'Cycle Friendly Infrastructure' (2004) states that: "Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person." (para. 2.3)

The National Travel Survey NTS (undertaken annually by the DfT) has identified that bicycle use depends on topography, but a mean distance of between 5 – 10 kilometres is considered a reasonable travel distance between home and workplace. For the purposes of this report the national guidance of 5km has been used.

The proposed development site incorporates a substantial section of the adjacent areas therefore showing that the site is well linked to the wider area and that there are a wide variety of leisure, employment, and amenity attractions within the cycle catchment area of the site.

3.1 Public Transport

An effective public transport system is essential in providing good accessibility for large parts of the population to opportunities for work, education, shopping, leisure, and healthcare in the town and beyond.

The CIHT 'Guidelines for Planning for Public Transport in Developments' (March 1999) set out that, in considering public transport provision for development, three questions need to be addressed:

“What is the existing situation with respect to public transport provision in and around the development?

What transport provision is required to ensure that the proposed development meets national and local transport policy objectives?

Are the transport features of the development consistent with the transport policy objectives, and if not, can they be changed to enable the policy objectives to be achieved?” (para. 4.18).

As shown in the walking section the development site is located well within 200 metres from the nearest bus stops on Upper Parliament Street (A562), Mulgrave St/Grove Street, B5174 Kingsley Road, as well as being 1km from the local Edge Hill rail station and only 1.5km from Liverpool central station.

The bus stops closest to the site are situated on Upper parliament street & Mulgrave Street, directly adjacent to the site.

3.2 Rail Network

Edge Hill rail station is 1km walking distance from the site and Liverpool Central 1.5 km, while Liverpool Lime Street is 1.7 km away.

3.3 Coach

Liverpool One bus station is 2.1km from the proposed development site and this gives access to the National Express coach network, a low-cost option for travelling to other parts of the country.

3.4 Taxis / Private Hire

The site, being in a residential area close to the city centre is well serviced by Hackney Cabs and private hire vehicles.

3.5 Summary

To summarise, the proposed site has very good access to all forms of non-motorised forms of transport and is therefore in accordance with planning policy guidelines relating to urban areas.

4. THE DEVELOPMENT PROPOSALS AND LAYOUT

4.1 Development Proposals

The development consists of New Building Works for 95 apartments, 40x1 bed & 55x2 beds, in Liverpool with associated off-street parking at 63%.



Site Plan
NTS

4.2 Trip Levels and Car Parking

The residential accommodation will have 63% car parking.
The accessible nature of the scheme will ask owner / occupiers to use walk/cycle/car share/
public transport to the site as laid out in the sustainability section.
Car parking for visitors to the development will be provided by on street facilities.

4.3 Cycle Spaces

The proposed cycle storage is in the proposed hard landscape area to the rear of the block, secured by the perimeter fences.

The council do not have a specific cycle parking policy for residential accommodation but this application proposes 1 cycle space per unit.

Secure cycle stands will be in the proposed hard landscape area to the rear of the block.

4.4 Servicing Strategy

A Servicing Management Strategy will be implemented for this proposal.

The rear of the block will have capacity for refuse bins and recycling containers in two designated areas at either end of the block. This capacity is sufficient for each apartments weekly refuse and recycling and so the provision shown is over the required levels. All refuse will be collected on a weekly basis.

The comments below provide an outline of the Waste Management Policy that will be implemented:

An integrated approach to waste and recycling collection helps contribute to sustainable waste management and waste minimisation.

Waste generated by the proposed housing will be managed internally by the operator.

Collections will be arranged and prioritised for efficiency and to avoid duplication with other goods deliveries. This will be ultimately coordinated by the building management.

Waste generation calculations will be undertaken in accordance with BS 5906;2005

Waste generated by residents will be managed by the developments management company operator. This will involve cleaning staff who will be responsible for the health and hygiene standards in each shared utility residence apartment and all communal areas of the residence.

Appropriate signage will be installed in bin areas for residents to notify of recycling facilities. This will ensure refuse management and recycling is promoted at source.

Capacity for recycling provision of at least 50% of the total resident waste will be provided for.

Residents will be informed of the waste and recycling strategy on moving into the residence via an information pack.

The refuse and recycling facilities will encourage residents to dispose of their refuse responsibly and to recycle as much of their household waste as possible. Bin compounds will be conveniently located for residents who will be expected to manage their own refuse by taking waste to the collection points. Site management staff will review any assistance that may be needed for disabled occupants.

Capacity will be made for contingent events such as snow or strike by collection companies.

Waste collection operatives will move the communal refuse and recycling bins from their permanent storage compounds to the collection point.

5. TRAVEL PLAN MEASURES

5.1 Travel Plan Co-ordinator

The role of the Travel Plan Co-ordinator must be actioned before the occupation of the new accommodation takes place. This will ensure that new residents can be made aware of the Travel Plan as soon as practically.

Each resident will be made aware of sustainable travel measures being implemented as part of the Travel Plan. This information could be provided through a newsletter and Council site.

The information provided should include details of the services offered (currently walking, cycling routes and public transport information including bus frequencies) and be updated as new investment is made i.e. a Bicycle User Group.

The responsibilities of the Travel Plan Co-ordinator are to generally assist in the promotion of sustainable transport and will include:

- To ensure that tasks in travel plan development are undertaken,
- Be the first point of contact for residents/visitors and other outside organisations in all matters regarding the Travel Plan
- Liaise with LCC Travel Co-ordinator to discuss any issues of the Travel Plan (for instance to give advice on any new local and national initiatives, incentives and guidance notes etc.)
- Co-ordinating the monitoring programme for the travel plan, including target setting.

5.1.1 Main Objectives of the Job

The Travel Plan (TP) Co-ordinator will:

- Lead the development and implementation of the TP
- Have responsibility for raising awareness of sustainable travel issues

5.1.2 Principal Duties

1. To work proactively to raise awareness of sustainable transport issues
2. To lead the development of TP (s) to include:
 - Engage advisors as necessary to gathering information about how users travel to work through regular surveys
 - Liaising with senior management to secure support and funding for the plan and keep abreast of proposals which will affect travel.
 - Setting up and co-ordinating relevant steering / working groups
 - Acting as a point of contact for those requiring information
 - Developing and implementing relevant (deliverable and appealing to a variety of people) TP initiatives, using the results of the Surveys, (i.e. drop off management, review of the business travel arrangements, public transport provision, cycling, walking, etc.)
3. Co-ordinating the monitoring and reporting of the TP implementation and progress towards achieving targets, setting clear dates for actions to ensure that the TP makes progress
4. Working in partnership with other organisations (e.g. local authority / Sustrans Living Streets) on the development of safer cycling and walking routes
5. Drawing into the TP other initiatives that could support it (such as Internet / Intranet development)
6. Promoting the concept and development of the TP with publicity and awareness events as appropriate
7. Keeping abreast of developing TP techniques.

5.2 Travel Plan Steering Group

It is proposed that a Travel Plan Steering Group will be set up by the Travel Plan Co-ordinator and composed of

Travel Plan Coordinator (Chair)

Representatives of LCC and Travel Awareness teams:

Senior Management team;

Visitors and staff who has expressed an interest in travel and environmental issues.

It will inform the development of the Travel Plan and bring to light concerns, views and issues regarding site travel, and highlight areas where possible improvements to Travel Plan targets could be incorporated.

The objectives of the Travel Plan Steering Group will be to:

- Generate discussion and encourage work on new or extended Travel Plan initiatives;
- Discuss how effective the Travel Plan process is;
- Instigate and share development of Travel Plan ideas, initiatives between user group members: and
- Review the annual report.

The principal output from the steering group meeting will be a contribution to the set of amendments to the targets and initiatives of Travel Plan, which could be included in the annual review. Feedback could be disseminated to others in the form of a newsletter, posted on the website or bulletin, details of which would be forwarded for information to the Travel Plan Co-ordinator at LCC

It is suggested that on occupation of an initial meeting takes place within the first 3 months of the Travel Plan Steering Group to discuss the first annual review of the Travel Plan which would be delivered within 6 months.

From then on meetings should be held when major changes or is agreed otherwise on an annual basis to guide the future development of the Travel Plan.

5.3 Walking

Many of the key factors in successfully supporting walking already exist in and around the site where there are already a good quality access to the accommodation for those on foot.

Campaigning to promote the benefits of walking can be achieved through running healthy walk weeks.

Ideas for promoting walking to and from the accommodation include:

- Map showing walking routes– which may also be useful for visitors
- Walking could also be encouraged as part of a longer journey such as to public transport connections.

The greatest potential involves encouraging walking as part of longer journey such as to public transport connections.

5.4 Cycling

Cycling is sustainable fast, efficient and can lead to a healthier life style. The promotion of cycling needs to be encouraged through a series of publicity campaigns. A number of organisations improve cycle access to their site by working in partnership with local authorities and cycling groups such as Sustrans (www.sustrans.org.uk).

Consideration would be given when forward planning to:

- Increase the provision of safe, secure parking as demand grows
- To further encourage the use of cycling the following measures could also be implemented:
 - Promote and publicise cycling – producing cycle maps promoting safe cycle routes to the home
 - Cycle user groups will ensure that the voice of cyclist is heard and will help liaise with the Council as required. BikeBudi and local BUG groups should be investigated

Promotion tools to encourage cycling include Bike to Work Weeks this can also coincide with a police tagging scheme.

5.5 Public Transport

The site needs to be committed to promoting public transport through:

- Advertising current timetables and routes
- Advertise local proposals and amendments to services
- Allowing demand responsive community transport vehicles to enter the site

Information about journey routes and times can be gained from the Merseyside metro website and provided to residents.

5.6 Publicity Campaign

Raising awareness of the sites intentions of its Travel Plan can be done though publicity campaigns and by running campaigns in conjunction with national campaigns, such as 'Bike to Work Week' in advance of occupation.

Issuing travel information to residents and visitors can outline the different methods of travel that are available to and from the site.

5.7 Quick Wins

These will be subject to review following the updating of the TP and analysis of the new questionnaire surveys.

There are several measures that will be taken in the short term in order to promote sustainability.

These include:

- Provide all new residents with a travel pack.
- Making local bus and train timetables accessible to all via the newsletter.
- Encourage participation in the initiative through campaigns issued by the TP Coordinator Support and encourage participation in national initiatives such as Bike Week with information issued by the TP Coordinator
- Promote health aspect of not using a car, i.e. benefits of brisk walks or cycling with information is-sued by the TP Coordinator

5.8 Programme

Assumed start 2019 pre-occupation:

- Appoint Travel Coordinator after start on site but at least 3 months before completion.
- Prepare the welcome packs for new residents before completion

5.8.1 From Day One

All residents to be issued with promotional material / non-car access maps with accommodation offer letter.

5.8.2 Following Occupation

Within 6 months of first occupation unless otherwise agreed, issue the final travel plan and packs to LCC. Provide an annual report 12 months after submission of the final travel plan. Actions to be undertaken in each year set out with funding as required, details of the way the plan will be communicated to visitors and residents to be provided.

6. SUMMARY

The scheme accords with the Local and National policy to site development next to good transport links and other attraction that will minimise motorised trips. The site has a sustainable location and the site layout is designed to accord with good practice. There are no safety and operational issues that would arise if the development was to proceed as such the scheme would have little or no impact on the local network

It is considered that there are no reasons why the scheme should not be approved from a transportation point of view.