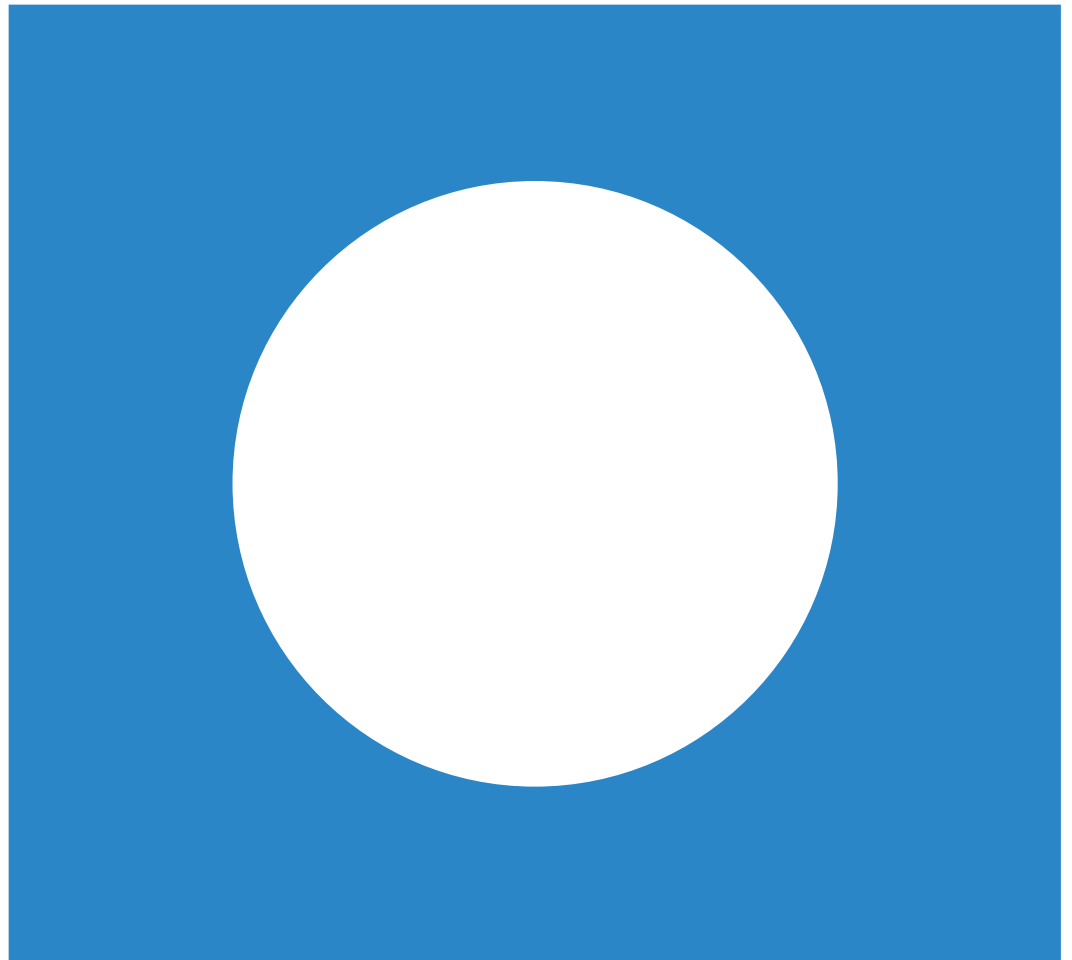


## **Appendix 7.3**

# **FRAMEWORK TRAVEL PLAN**



# **The People's Project - Goodison Park Legacy Project**

Area Wide Framework Travel Plan

February 2020



Mott MacDonald  
Ground floor  
Royal Liver Building  
Pier Head  
Liverpool L3 1JH  
United Kingdom

T +44 (0)151 482 9910  
F +44 (0)151 236 2985  
mottmac.com

# **The People's Project - Goodison Park Legacy Project**

## **Area Wide Framework Travel Plan**

February 2020



# Issue and Revision Record

Revision	Date	Originator	Checker	Approver	Description
A	July 2019	KD	KB/CR	DD	First Draft
B	6 January 2020	KD	KB/CR	KB	CBRE Review
C	30 January 2020	KD	KB	DD	Final
D	7 February 2020	KD	KB	DD	Final

**Information class: Standard**

This document is issued for the party which commissioned it and for specific purposes connected with the above-captioned project only. It should not be relied upon by any other party or used for any other purpose.

We accept no responsibility for the consequences of this document being relied upon by any other party, or being used for any other purpose, or containing any error or omission which is due to an error or omission in data supplied to us by other parties.

This document contains confidential information and proprietary intellectual property. It should not be shown to other parties without consent from us and from the party which commissioned it.

# Contents

<b>1</b>	<b>Introduction</b>	<b>8</b>
1.2	Background	8
1.3	What is a Travel Plan?	10
1.4	Objectives	10
1.5	Proposed Development	11
1.6	Report Structure	11
<b>2</b>	<b>Policy Context</b>	<b>12</b>
2.2	National Planning Policy Framework (2019)	<b>Error! Bookmark not defined.</b>
	Unitary Development Plan (UDP) – Statutory Development Plan	12
	Ensuring a Choice of Travel SPD (2008)	13
	National Planning Policy Framework (2019)	13
	Liverpool Local Plan (May 2018 Submission Version)	13
	Liverpool City Centre Strategic Investment Framework (2012)	14
	Merseyside Local Transport Plan 3 (2011)	14
	Liverpool City Region Transport Plan for Growth (2015)	14
	Liverpool City Region Local Journeys Strategy (2018)	14
	Access for All SPD (2011)	15
	Merseyside Active Travel Strategy (2011)	15
2.3	Summary	15
<b>3</b>	<b>Development Proposals</b>	<b>16</b>
3.2	Proposed Access	1
<b>4</b>	<b>Site Accessibility</b>	<b>2</b>
4.2	Location	2
4.4	Walking and Cycling	4
4.5	Public Transport Access	6
4.6	Access by Road	8
4.7	Access to Amenities	9
4.8	Summary	10
<b>5</b>	<b>Travel Plan Administration, Objectives &amp; Targets</b>	<b>12</b>
5.1	Travel Plan Administration	12
5.2	Travel Surveys	12
5.3	Travel Plan Objectives	12
5.4	Targets	13

6	Travel Plan Measures	14
7	Summary and Conclusions	17



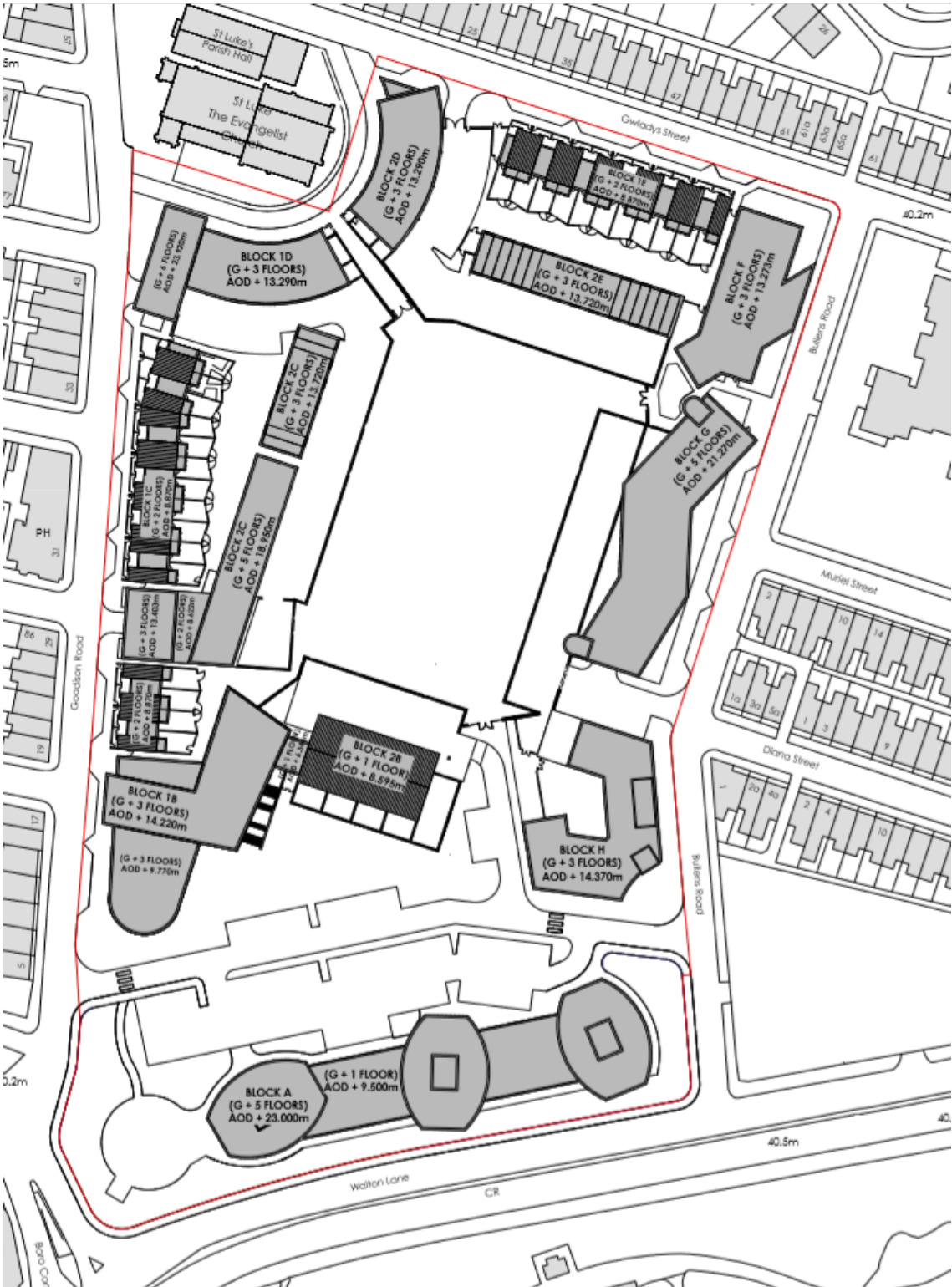
# 1 Introduction

- 1.1.1 Everton Stadium Development Limited (hereafter 'Everton') has appointed Mott MacDonald to prepare this Area Wide Framework Travel Plan (TP or the Travel Plan) to support an outline planning application for the proposed redevelopment of Goodison Park following Everton's relocation to Bramley-Moore Dock as part of 'The People's Project'. The outline planning application is submitted with all matters reserved for future determination.

## 1.2 Background

- 1.2.1 This document has been developed alongside the Transport Assessment (TA). This Travel Plan has been considered in parallel with development proposals to ensure plans are readily integrated into the design and occupation of the new site.
- 1.2.2 The proposed development is located at Goodison Park in Walton and comprises a mixed-use development including residential units, educational use, office space, retail, leisure and community facilities.

Figure 1: Illustrative Maximum Heights Plan



Source: Everton / Condy Lofthouse Architects

1.2.3 Due to the nature of this development as a mixed-use site, this Travel Plan will consider the travel needs of:

- Residents;
- Employees;
- Servicing
- Visitors

1.2.4 It is important to note that this TP is in support of the outline planning application with all matters reserved including access arrangements. Therefore, subject to planning approval being granted, proposals may be subject to change in subsequent reserved matters applications, requiring the Travel Plan to be updated.

### 1.3 What is a Travel Plan?

1.3.1 A Travel Plan is a package of measures designed to improve access to a site by all modes of travel. It can reduce the number and length of car trips generated by an organisation or residential development and address a range of travel types. This Travel Plan is intended to address how residents, visitors and employees will travel to the new site and how the impacts of travel to the site by the local community can be minimised.

The key benefits which can be expected from the Travel Plan include:

- Encouraging sustainable travel.
- Lessening traffic generation and its detrimental impacts.
- Reducing carbon emissions and climate impacts.
- Creating accessible, connected, inclusive communities.
- Improving health outcomes and quality of life.
- Improving road safety.
- Reducing the need for new development to increase existing road capacity or provide new roads.

1.3.2 It should be noted that this Area Wide Travel Plan provides a framework for which a Full Travel Plan can be later developed once details of the end users are known. This is an appropriate approach as noted in Liverpool City Council's: Ensuring a Choice of Travel SPD (2008). Where end users are not known, and applications are made in outline it is appropriate to submit a Travel Plan in framework form. Following any approval granted, when more detail is known on occupiers and land use Full Travel Plans may be developed on an individual basis which comply to the overarching aims of this Framework document.

### 1.4 Objectives

1.4.1 A number of objectives for the Travel Plan have been identified which will be addressed over the short, medium and long term. Objectives are the high-level aims of the plan, which give direction and provide a focus particularly for when future Travel Plans are developed for the individual site uses. The key objectives for this Travel Plan are as follows:

- To minimise the number of single occupancy vehicle journeys to the development.
- Ensure that where practical traffic generated by the development does not negatively impact the local community or environment.
- To maximise the number of residents, visitors and employees travelling to the site by sustainable modes (walking, cycling and public transport).

- Ensure parking is managed effectively to reduce the impact on the surrounding residential areas.
- To reduce the carbon footprint of the Goodison Park Legacy Project.

## 1.5 Proposed Development

- 1.5.1 As noted above, the current proposals for the site's redevelopment comprise a range of uses including a mix of residential dwelling types alongside a variety of community-orientated facilities. The formal description of the development for planning application purposes is as follows:
- 1.5.2 "Application for Outline Planning Permission for the demolition of existing buildings and redevelopment of the site for a mix of uses, comprising residential units (Use Class C3); residential institution (Use Class C2); shops (Use Class A1); financial & professional services (Use Class A2); food and drink use (Use Class A3); drinking establishments (Use Class A4); hot food takeaways (Use Class A5); business use (Use Class B1); non-residential institutions (Use Class D1); and open space, with associated access, servicing, parking and landscaping. All matters (Access, Appearance, Landscaping, Layout and Scale) are reserved for future determination."
- 1.5.3 Much of the existing football pitch footprint will be retained as a central park which the surrounding development will overlook. Further details of the proposed development are provided in Section 3 including the proposed site layout and quantum of development to be delivered.

## 1.6 Report Structure

- Section 2: Policy Context.
- Section 3: Development Proposals.
- Section 4: Site Accessibility.
- Section 5: Travel Plan Administration, Objectives & Targets.
- Section 6: Travel Plan Measures.
- Section 7: Conclusions.

## 2 Policy Context

- 2.1.1 The Travel Plan should deliver, or align with, national, regional and local-level policies. The most relevant policy and strategy documents are summarised in this chapter.
- 2.1.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town & Country Planning Act 1990 require planning applications to be determined in accordance with the statutory development plan unless material considerations indicate otherwise. The statutory development plan for the City of Liverpool currently comprises the Unitary Development Plan (adopted 2002).
- 2.1.3 The statutory development plan transport policies relevant to the application proposal are summarised below. The following policies and guidance are material considerations which also inform the Travel Plan:
- Liverpool Local Plan (Submission Draft, May 2018);
  - National Planning Policy Framework (February 2019);
  - Planning Practice Guidance (March 2014); and
  - Supplementary Planning Documents (SPDs).
- 2.1.4 In addition to planning policy guidance, there are overarching transport strategies relevant in the development of the application proposal, as follows:
- Merseyside Local Transport Plan (2011);
  - Liverpool City Region Transport Plan for Growth (2015);
  - Liverpool City Region Local Journeys Strategy (2018);
  - Merseyside Active Travel Strategy (2011).
- 2.1.5 A summary of the relevant policies and guidance is provided below.
- Unitary Development Plan (UDP) – Statutory Development Plan**
- 2.1.6 The UDP was adopted in November 2002 and is a statutory document which provides the planning framework for the city. In 2007 the City Council discounted four of its policies, and the Joint Merseyside and Halton Waste Local Plan (adopted in 2013) replaced a further six. Under the new planning system, the remaining UDP policies form part of a 'saved plan', now acting as a Local Plan Document within the Local Plan Framework.
- 2.1.7 The aims of the Plan, with respect to transport issues, are covered under General Policy 6 (GEN6). GEN6 aims to provide a balanced provision of transport infrastructure which is inclusive, safe and accessible which meets the following:
- Provides access to employment, leisure, retail and other facilities for all of the City's residents;
  - Meets the transport needs of people who are economically and socially disadvantaged;
  - Allows for the safe, efficient and easy movement of goods into and throughout the City, in order to help secure the regeneration of the local economy;
  - Protects & enhances the environment through reducing the reliance on the private car;
  - Promotes, in conjunction with the Passenger Transport Authority, investment in the public transport network and associated facilities;

- Improves facilities for cyclists and pedestrians;
- Provides a framework for investment in the efficiency of the road system; and
- Reduces the availability of car parking facilities which would attract car borne commuters.

#### Ensuring a Choice of Travel SPD (2008)

2.1.8 This SPD was developed through a collaboration of the Merseyside local authorities and Merseytravel and was adopted in December 2008. It provides guidance on the access and transport requirements for new developments across Merseyside.

2.1.9 The SPD Objectives are:

- 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.
- Improve 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.
- Encourage opportunities to improve the quality of development proposals by better use of space through the provision of less car parking spaces where appropriate.

#### National Planning Policy Framework (2019)

2.1.10 The National Planning Policy Framework (NPPF), last updated in February 2019, sets out the government's policies on planning for England. It provides a framework for local councils and people to work within when developing plans whilst still reflecting the needs of the local community.

2.1.11 This Travel Plan has been developed as a requirement of the NPPF which states (para. 111):

2.1.12 "all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."

2.1.13 Chapter 9 of the NPPF also discusses the importance of promoting sustainable transport within new developments by setting out key issues, planning policy requirements and necessary development proposal assessments.

#### Liverpool Local Plan (May 2018 Submission Version)

2.1.14 The Liverpool Local Plan, as consulted on in 2018 as a pre-submission draft, provides a "long-term spatial vision, strategic priorities and policies for future development in the city over the next 15-20 years" (para. 1.2).

2.1.15 The Plan recognises the high level of expected growth across the city, with £14bn worth of regeneration projects on site or in the pipeline. The consequences for the Local Plan are ultimately to manage this growth and where it should be allocated.

In relation to travel plans, the Local Plan includes Policy TP1 (Improving Accessibility and Managing Demand for Travel), which states that:

- 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
- 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

#### **Liverpool City Centre Strategic Investment Framework (2012)**

- 2.1.16 The Liverpool City Centre Strategic Investment Framework (SIF) presents an ambitious strategy to guide investment across the City Centre over the 15 years following its adoption in 2012.
- 2.1.17 The SIF has been designed to “promote strategically identified economic priorities... to play to, and enhance, the city’s competitive strengths” (p. 7) and recognises the City Centre’s relationship with the Mayoral Development Zones, particularly North Liverpool Zone in which Goodison Park lies.
- 2.1.18 The strategic actions and initiatives outlined within the SIF support major development such as the mixed-use development considered within this Travel Plan and will complement its implementation through continued long-term wider connectivity improvements to the area and increased opportunities for more sustainable modes of travel.

#### **Merseyside Local Transport Plan 3 (2011)**

- 2.1.19 The Merseyside Local Transport Plan 3 (LTP3) became active in April 2011 with a vision to provide “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” (para. 8).
- 2.1.20 To achieve this vision, six goals have been set out which include the need to “provide and promote a clean, low emission transport system”, “ensure the transport system promotes and enables improved health, wellbeing and road safety” and “ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities” (para. 10).
- 2.1.21 Both short and long-term aspirations to support the wider regeneration of North Liverpool emerged as priorities for the LCR, with Chapter 5 – ‘The Strategy’ of the LTP3 calling for; “highway and/or UTC improvements to support commercial, leisure and residential schemes” with specific recognition of supporting football stadium developments (p.106).

#### **Liverpool City Region Transport Plan for Growth (2015)**

- 2.1.22 A Transport Plan for Growth sets out the City Region’s strategic vision and delivery plan for transport and strives to foster greater collaborative working across the Combined Authority. The plan consolidates the Merseyside and Halton Local Transport Plans into one unified vision as a “*strategic direction for transport which supports growth, regeneration and carbon reduction.*”

#### **Liverpool City Region Local Journeys Strategy (2018)**

- 2.1.23 The Local Journeys Strategy presents the Liverpool City Region Combined Authority’s framework for guiding the development of services and infrastructure that supports sustainable short trips across the City Region. The Strategy assists the City Region in delivering its



aspirations for economic growth by supporting the use of low-carbon modes and improving access to jobs and services.

- 2.1.24 As part of the key objectives for achieving its long-term vision, the plan states that; "planning and promoting sustainable transport options as part of an integrated approach to development and regeneration can help create the conditions for healthier, happier and more economically productive places where people have a genuine choice about how they get around." (para. 5.1).

#### **Design for Access for All SPD (2011)**

- 2.1.25 Liverpool City Council's Design for Access for All Supplementary Planning Document (SPD) was designed to highlight the most important principles in designing inclusive buildings, which meet the needs of all users including disabled people.
- 2.1.26 Within Chapter 3, the SPD sets out design guidance for providing an inclusive approach to accessing new developments, including consideration of accessible pathways and the proper provision of disabled parking.

#### **Merseyside Active Travel Strategy (2011)**

- 2.1.27 The Merseyside Active Travel Strategy (MATS) is included within Appendix 6 of the LTP3 and is concerned with walking and cycling. The key aims of the Strategy are:
- Improving the cycling and walking environment by creating a clear route network, infrastructure improvements and facilities that will encourage a greater number of walking and cycling trips.
  - To support adults and children to be able to choose cycling and walking by providing enabling interventions and information.
  - Behaviour change: marketing of active travel modes to raise awareness of, encourage and sustain walking and cycling so that they become the mode of choice for short distance trips.
- 2.1.28 To achieve these aims a number of interventions have been proposed, those which are of particular interest to the proposed mixed-use development are:
- Ensuring the road user hierarchy is used to create safe pedestrian and cycle friendly environments in residential areas and centres.
  - Providing connections between cycle and pedestrian friendly areas to create routes for active travellers.
  - Continuing to provide information in the most relevant and accessible format.

## **2.2 Summary**

- 2.2.1 This section has outlined the statutory policies as well as transport strategies and guidance relevant to the proposed development.
- 2.2.2 The development design process, as set out in detail in the Planning Statement and Design and Access Statement, which are included in the suite of planning application documents, aligns with and complements many of the policies, guidance and strategies summarised within this Section. It is important to note that the proposals within this TP seek to ensure that residents, visitors and staff at the site will have a range of transport options available to them.
- 2.2.3 A review of how the proposed development complies with the appropriate policies is presented within our conclusions in Section 7.





Figure 3: Illustrative Masterplan



Source: Condry Lofthouse

**Table 1: Outline Development Quanta**

Location	Land Use	Maximum Gross Floor Area / Number of Units
Block A	A1 Retail	532 sqm
	A2/A3/A4/A5 Financial & professional services / Food & drink / Drinking establishments / Hot food takeaways	644 sqm
	C3 Dwellings	96 units
Block 1B	D1 Non-residential institution	4,283 sqm
Block 2B	A1 Retail	552 sqm
	A3 Food & Drink	635 sqm
Block 1C	C3 Dwellings	15 units
Block 2C	C3 Dwellings	41 units
Block 1D	A2 Financial & Professional Services	188 sqm
	B1 Business	3,160 sqm
Block 2D	A2 Financial & Professional Services	205 sqm
	B1 Business	1,602 sqm
Block 1E	C3 Dwellings	11 units
Block 2E	C3 Dwellings	10 units
Block F	D1 Non-residential institution	2,596 sqm
Block G	C2 Residential Institution	5,863 sqm / 102 units
Block H	D1 Non-residential institution	3,119 sqm

Source: CBRE .

3.1.4 The key elements of the proposed development set out in the above table are summarised in the points below:

- Block A borders Walton Lane and comprises three residential apartment blocks with retail and financial & professional / food & drink / drinking establishments / hot food takeaway uses (Use Classes A2/A3/A4/A5) on the ground floors. The remaining land in this area is used for associated car parking facilities and dedicated open greenspace.
- Blocks 1B and 2B form the central community-driven development with large open areas providing an attractive setting for a centre which could accommodate a museum / gallery / arts or education uses. Alongside this centre, Block 2B would provide a range of retail and food & drink uses. The retail uses are anticipated to be small-scale and are intended to serve a local need.
- To the north-west corner of the site, an arc of office blocks around the existing church are proposed (Blocks 1D & 2D). In addition to the office use the ground floor units will be used for professional and financial services (Use Class A2).
- Block F, G and H are located adjacent to Bullens Road and comprise a residential institution (potential care home facility) and non-residential institutions (potential healthcare centre and education facility).
- Block C and E comprise residential areas, which will deliver a combination of town houses, terraced houses, maisonettes and apartments.

## 3.2 Proposed Access

3.2.1 The illustrative masterplan for this development site has been designed to ensure it is permeable with new access routes and improved access for pedestrian and cyclists.

3.2.2 Although details of the proposed access are a reserved matter for future determination, the illustrative masterplan indicates several potential access points around the perimeter of the site to facilitate vehicular access. These access points will benefit from separate dedicated pedestrian access routes to minimise pedestrian and vehicle conflicts on-site.

3.2.3 The site will also be accessible to pedestrians from all directions with a minimum of 2-metre wide pavements provided around the entire site perimeter.

3.2.4 A total of 393 off street car parking spaces are currently proposed to serve the development. 27 on street spaces will also be created. Full details of the proposed parking and access arrangements can be found within the Transport Assessment.

## 4 Site Accessibility

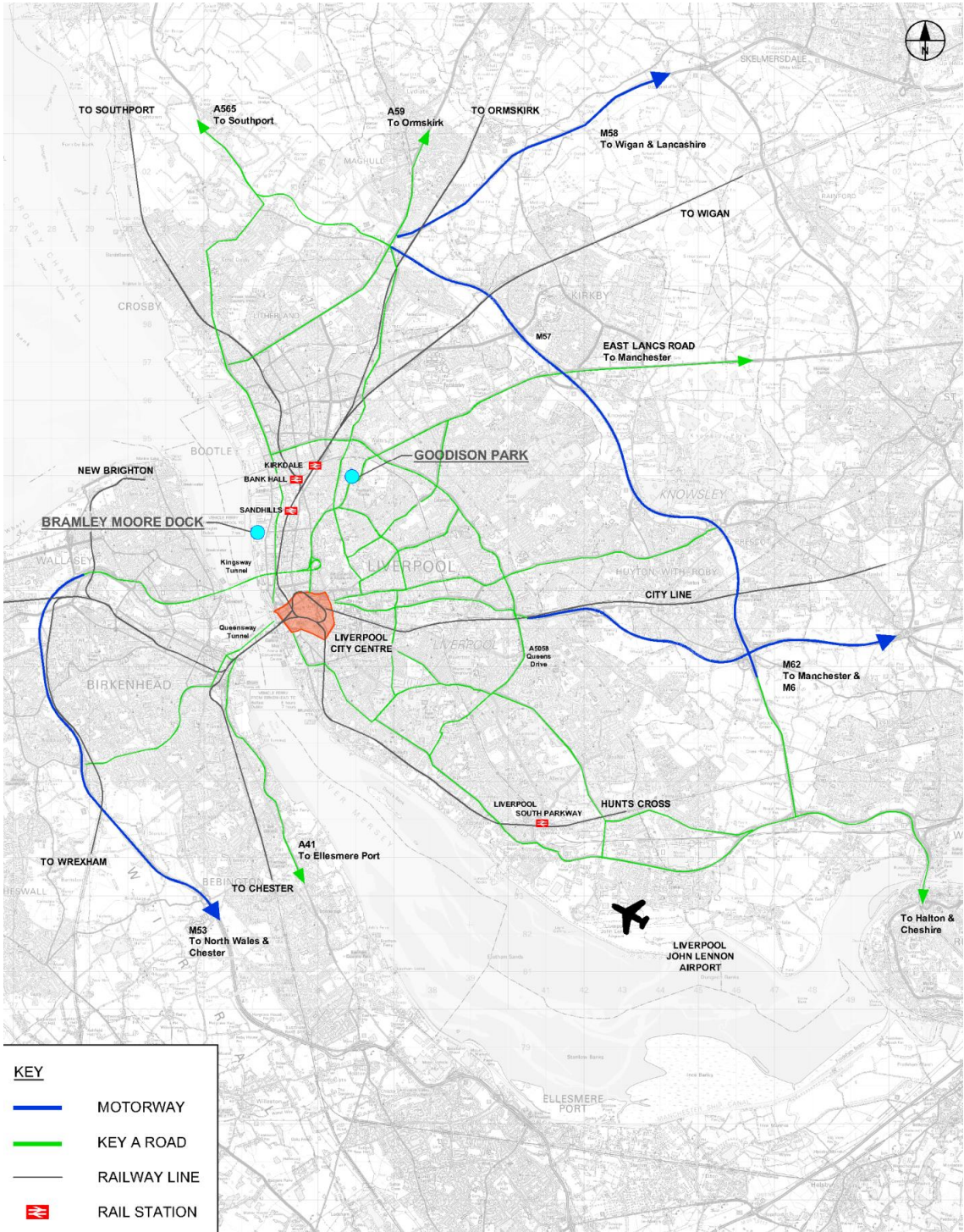
- 4.1.1 This section provides details of the existing transport conditions in the vicinity of the proposed development site to assess the current level of accessibility for staff, residents and visitors. In particular, this section highlights accessibility through sustainable modes such as public transport, walking and cycling as well as highway access and on and off-street parking opportunities.

### 4.2 Location

- 4.2.1 The proposed site is located in Walton, an inner-city suburb of Liverpool. The site is situated within a residential area that is characterised by small, compact terrace housing on the surrounding streets. As the site has been established as a football stadium for a number of years, the surrounding transport network has become well developed. The site is therefore well positioned to provide access to the development by a range of modes. The strategic location of Goodison Park in relation the surrounding transport network is illustrated in Figure 4.



Figure 4: Strategic Site Location



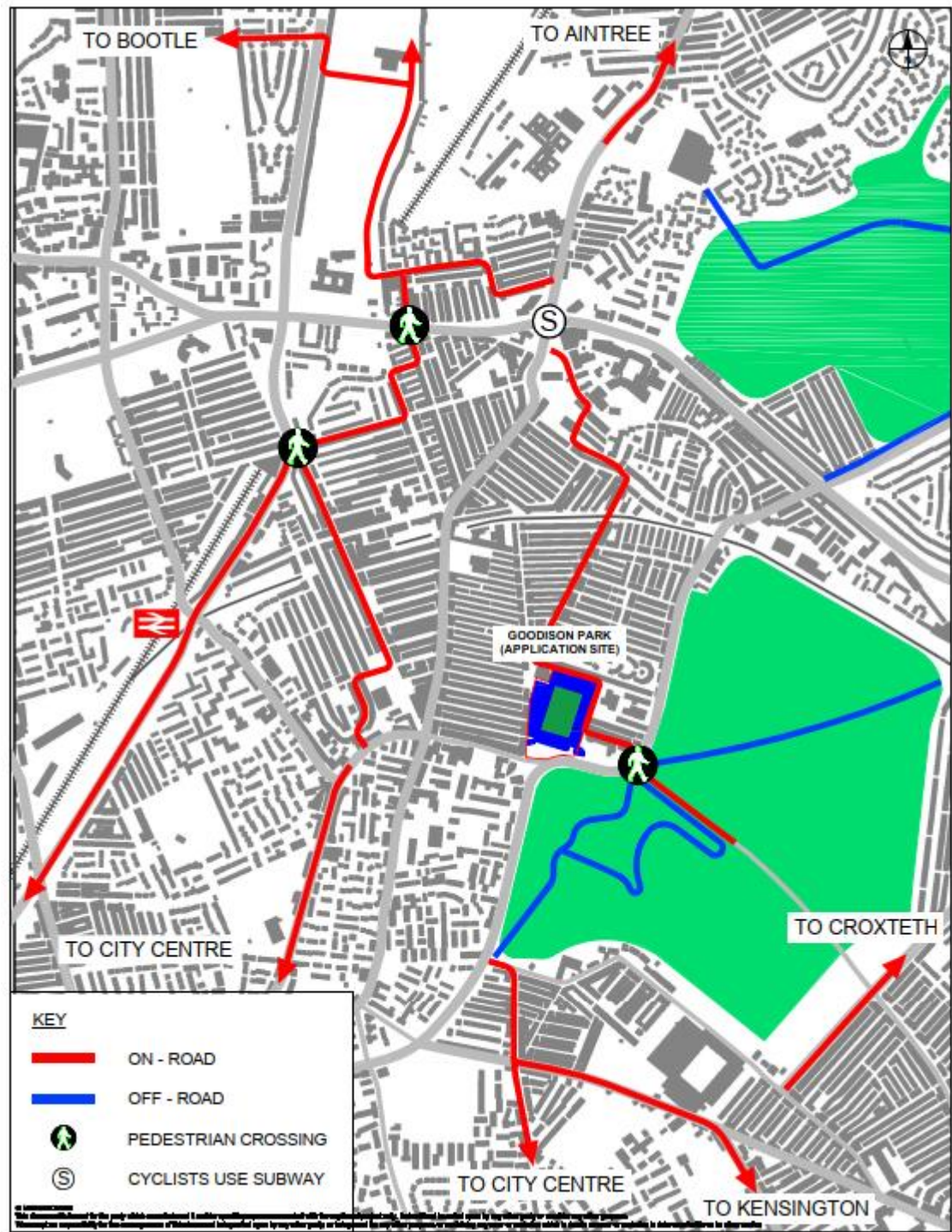
Source: Mott MacDonald

## 4.4 Walking and Cycling

- 4.4.1 The study area benefits from a well-connected network of walking routes provided by a number of residential streets and footways adjacent to the highway with dropped kerbs and tactile paving to provide suitable crossing points and enhance accessibility for those with visual or mobility impairments.
- 4.4.2 Signalised crossings are provided within the wider area, particularly on key highway routes such as the A59 and Walton Lane. Several of these crossings are pedestrian controlled supporting safe pedestrian and cyclist movements across the highway. This limits severance in the area caused by busy roads and enhances pedestrian movements to key destinations including Kirkdale station, Stanley Park and local shops and services particularly along the A59.
- 4.4.3 Figure 5 shows the on-road and off-road cycle routes that are signed within the study area, as well as marked crossing points that support the safety of cycle and pedestrian movements.
- 4.4.4 High-quality active travel routes and crossing points will be important to ensure that communities remain connected in the area and that pedestrian and cycle movements are safe.



Figure 5: Walking and Cycling Routes



Source: Mott MacDonald



## 4.5 Public Transport Access

- 4.5.1 Kirkdale rail station is situated on Merseyrail's Northern line and supports services from Liverpool Central to both Ormskirk and Kirkby. The station is located approximately 1km to the west from the site and can be reached on foot using the available footways.
- 4.5.2 Trains operate throughout the day from Kirkdale Monday to Saturday at a frequency of 8 trains per hour towards Liverpool. This equates to 15-minute frequency towards Kirkby and Ormskirk respectively. This level of service is reduced by half on both lines (30-minute frequency) in early morning and evenings, as well as on Sundays.
- 4.5.3 Services to the city centre offer interchange with Liverpool Lime Street for regional and national services including to Manchester, Wigan, Preston, St. Helens and Warrington.
- 4.5.4 Goodison Park is served by multiple bus routes that offer frequent services running from the city centre to a range of local centres within the city region. Table 2 below shows the key bus routes that have been reviewed as part of this baseline analysis, outlining the routes and levels of frequency that serve Goodison Park.

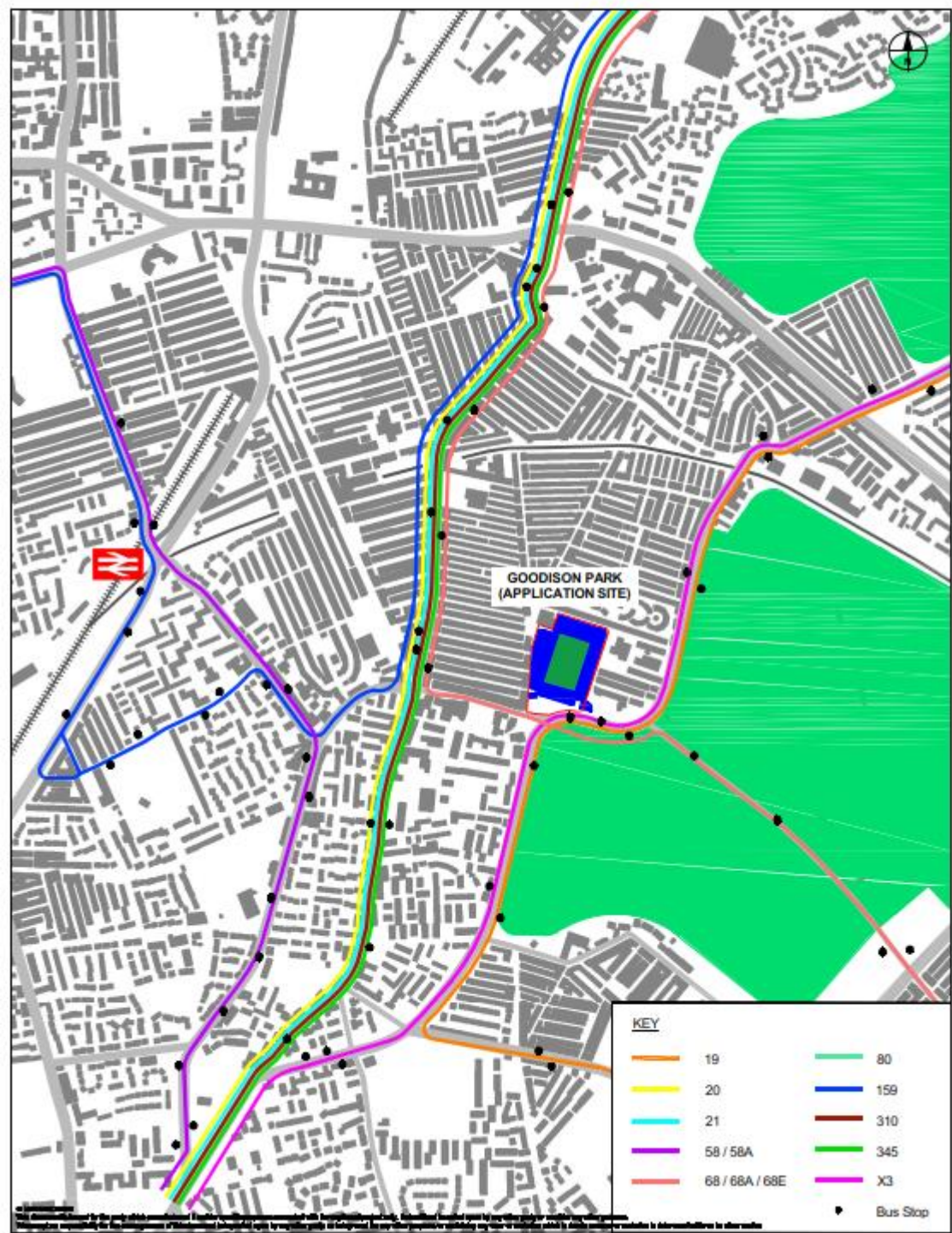
**Table 2: Bus services serving Goodison Park**

Route No.	Route	Frequency			Operator
		Peak	Mon – Sat Daytime	Evening and Sunday	
19	Liverpool – Gilmooss, Croxteth, Kirkby or Kirkby Admin	6	6	4	Stagecoach
20	Liverpool – Tower Hill	5	5	3	Stagecoach
21	Liverpool - Northwood	5	5	3	Stagecoach
58/58A	Liverpool – Netherton	2	2	1	Arriva
68/68A/68E	Bootle - Aigburth Vale or Old Swan	4	3	2	Arriva
159	Aintree University Hospital – Walton Park, Bootle	2	2	1	Merseytravel
310	Liverpool – Maghull or Skelmersdale	2	2	1	Arriva
345	Liverpool – Waddicar	2	2	1	Arriva
X3	Liverpool – Kirkby/Knowsley Industrial Park	1	1	0	Stagecoach

Source: Merseytravel

- 4.5.5 The routes of these services surrounding the site are illustrated in Figure 6.
- 4.5.6 The key bus corridor is along the A59 which has up to 20 services operating along the route at peak periods in one direction. The levels of frequency are shown in Figure 7, as well as the bus stops that are situated in the area around the site.

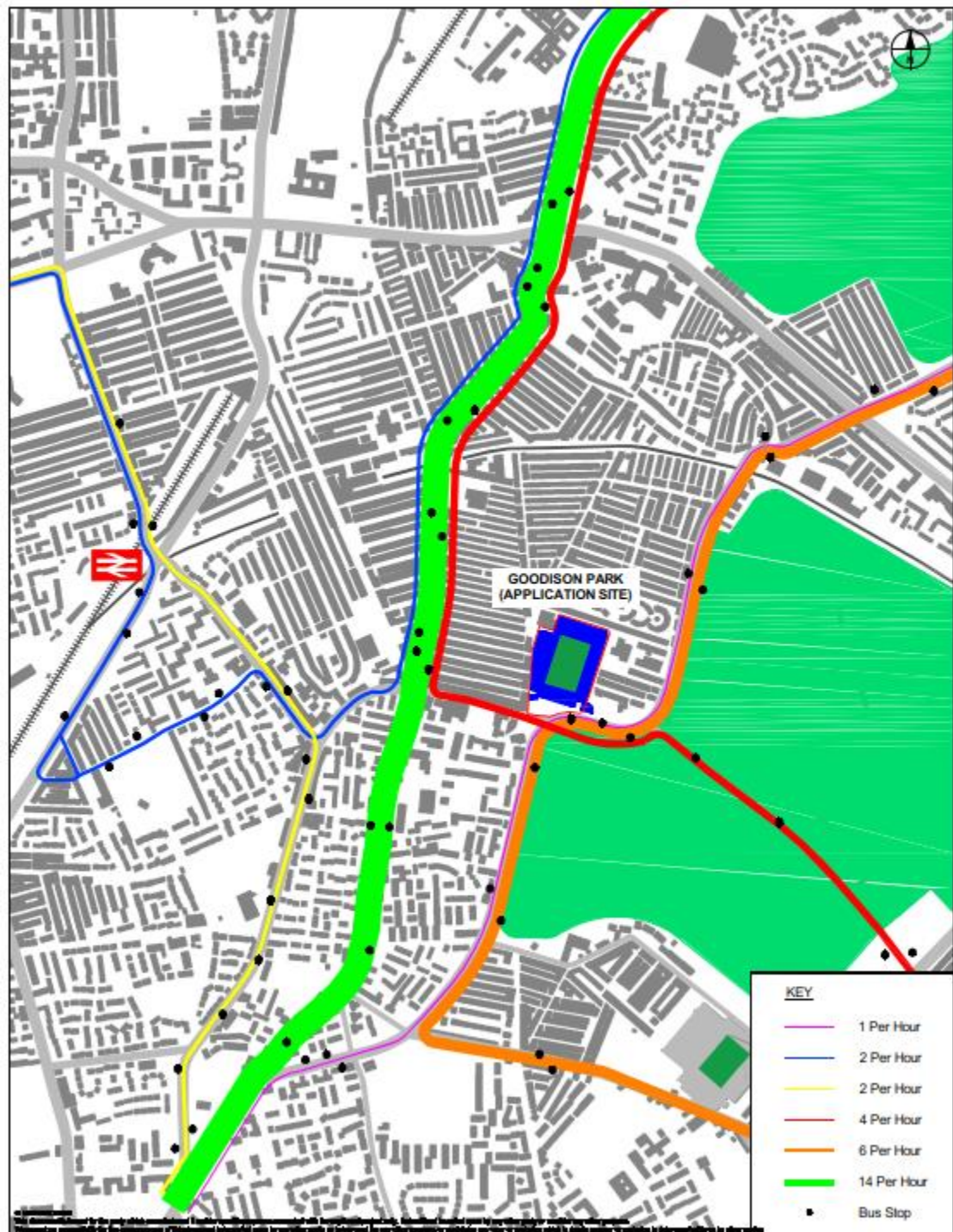
Figure 6: Bus Routes



Source: Mott MacDonald



**Figure 7: Bus Frequencies**



Source: Mott MacDonald

## 4.6 Access by Road

4.6.1 Goodison Park is approximately 4km to the north of the city centre and has strong links to the city region's primary routes such as the A59 and A5058. The A59 located west of the site runs

from the city centre northwards linking to the M57 to provide strategic connectivity. Walton Lane (Figure 8) runs to the east and south of the site, providing a dual carriageway link connecting to the A59 to the south for city centre access, and to the A580 to the north, for wider connectivity to key destinations such as Manchester and the Strategic Road Network.

- 4.6.2 Existing highway access to the site is from Goodison Road (west), Bullens Road (east) and Gwladys Street (north); all of which are residential streets with footway along both sides of the carriageway.

**Figure 8: Walton Lane**



Source: Mott MacDonald

**Figure 9: Andrew Street**



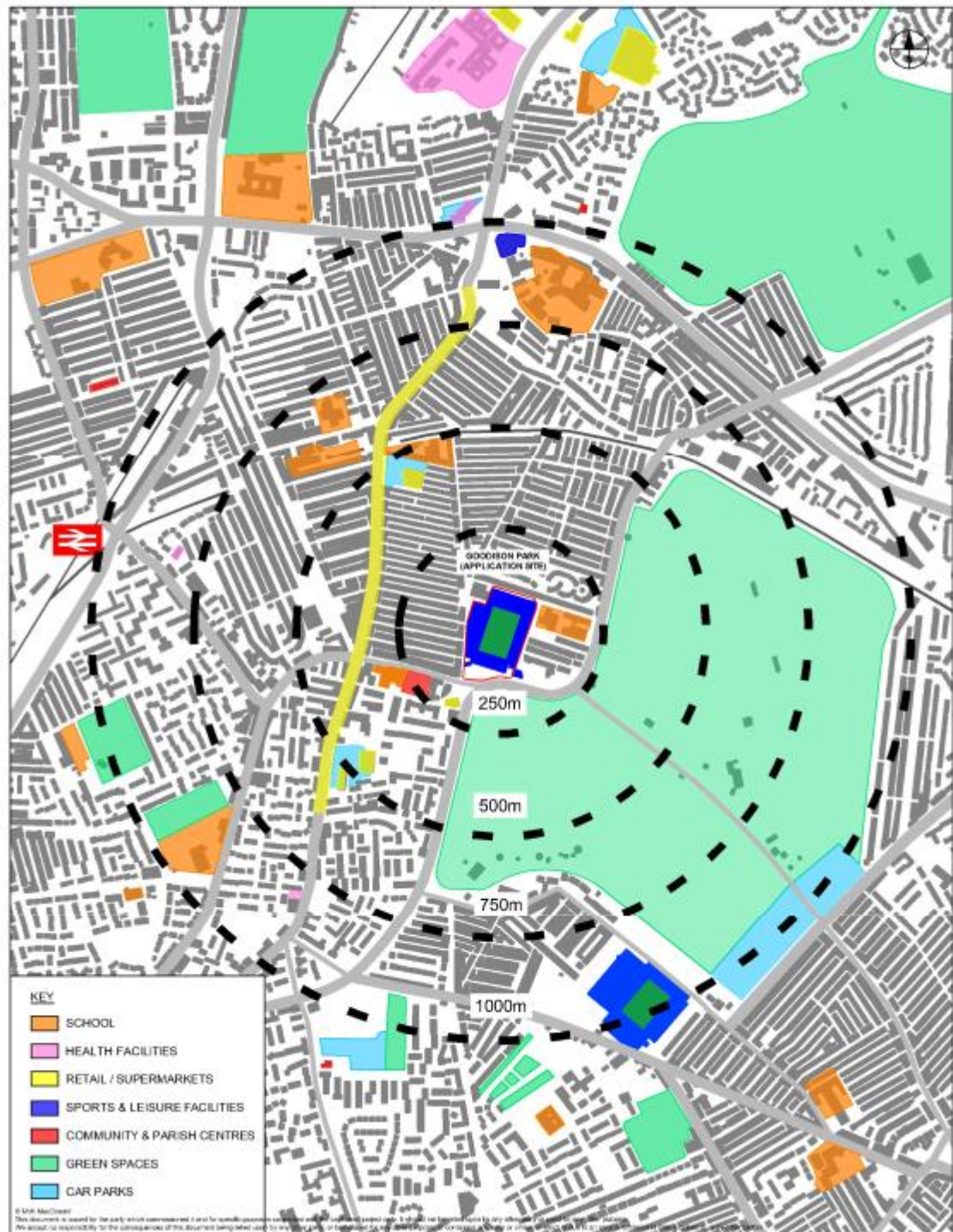
Source: Mott MacDonald

## 4.7 Access to Amenities

- 4.7.1 Figure 10 demonstrates the proximity of the site to a range of facilities and services such as supermarkets, health facilities, schools and rail stations. This shows how the site is well placed to create a well-connected sustainable community where the need to travel is reduced. Similarly, the uses proposed within this application, which could include a new healthcare centre, open space, education facility and other community uses, are to be located in a residential area, which means that existing residents in the local area will be able to travel to these new facilities by active modes or public transport.
- 4.7.2 There are also large parcels of open space including Stanley Park and Walton Hall Park, as well as smaller pockets of green space in proximity to the application site to facilitate leisure activities in relation to the development. Stanley Park is located immediately adjacent to the development site, separated by Walton Lane. Pedestrian crossing points connect the site across Walton Lane to this space. Walton Hall Park is located around 1.2km away (approximately 15 minutes' walk).



**Figure 10: Access to Amenities**



Source: Mott MacDonald

## 4.8 Summary

- 4.8.1 This section has demonstrated how the site is well grounded within the surrounding transport network providing a good level of accessibility by all modes. In addition to strong existing transport links, the site is well positioned in proximity to a number of local facilities and services reducing the need for residents and employees on site to travel.

- 4.8.2 Similarly, the uses proposed within this application, which could include a new healthcare centre, open space, education facility and other community uses, are to be located in a residential area, which means that existing residents in the local area will be able to travel to these new facilities by active modes or public transport.

## 5 Travel Plan Administration, Objectives & Targets

### 5.1 Travel Plan Administration

- 5.1.1 The developer will be responsible for the Travel Plan implementation and will appoint a Travel Plan coordinator to monitor progress and report to the local planning authority.
- 5.1.2 Funding will be allocated for the day to day operation of the Travel Plan including monitoring and review.
- 5.1.3 It is recommended that a period of 5 years after occupation of the site be allowed for the Travel Plan to become firmly entrenched and for benefits, both economic and sustainable, to become fully measurable. In order to realise all the potential benefits of the Travel Plan a combination of key skills is required. These include:
- Marketing & Communications
  - Human Resources
  - Market Research
  - Facility Management
  - Transport Planning
- 5.1.4 It is also important to note that a Travel Plan should be designed to be a 'living document' continually evolving and updated as the various uses develop.

### 5.2 Travel Surveys

- 5.2.1 Travel surveys will be key to monitoring the success of the Travel Plan measures and the progress against mode share targets. Travel surveys of residents, business owners and employees will be undertaken once the development is operational to understand the travel patterns of people accessing the site on a regular basis and develop realistic mode share targets.
- 5.2.2 It is recommended that the first iteration of the travel survey is undertaken within the first 12 months of occupation of the development when 50% completed.

### 5.3 Travel Plan Objectives

- 5.3.1 The Travel Plan must have objectives and targets which are quantifiable and measurable over time, to be able to assess whether the methods implemented to influence travel behaviour have been successful.
- 5.3.2 Based on the site audits and wider context of this Travel Plan, considered in previous chapters, a number of objectives have been set for the Travel Plan to deliver. The overarching objectives of the Goodison Park Legacy Project Travel Plan are:
- To minimise the number of single occupancy vehicle journeys to the development.
  - Ensure that where practical traffic generated by the development does not negatively impact the local community or environment.

- To maximise the number of residents, visitors and employees travelling to the site by sustainable modes (walking, cycling and public transport).
- Ensure parking is managed effectively to reduce the impact on the surrounding residential areas.
- To reduce the carbon footprint of the Goodison Park Legacy Project development.

5.3.3 As the Travel Plan becomes further developed and implemented once the development is operational, monitoring will be undertaken by the Travel Plan Coordinator to assess the success of proposed measures against these objectives.

## 5.4 Targets

5.4.1 Targets will be developed once a baseline modal share has been established through travel survey results and will be SMART Targets (Specific, Measurable, Achievable, Realistic and Timebound). These will include the percentage of trips made by single occupancy vehicle, and percentage of trips made by car sharing, walking, cycling, bus and rail.



## 6 Travel Plan Measures

- 6.1.1 Based on the evidence and context shown in relation to the current sites access arrangements, a number of measures have been developed for the Goodison Park Legacy Project development to enhance sustainable travel to and from the site.
- 6.1.2 As this is a Framework Travel Plan developed at the planning application stage, these measures remain at a high level and will be further developed once the proposals are confirmed as part of reserved matters planning applications.
- 6.1.3 Table 3 outlines the proposed Travel Plan measures alongside a brief description of how this might be implemented and when. Actions are grouped into the following categories reflecting the key themes the Travel Plan aims to address:
- Infrastructure
  - Travel Plan administration
  - Reducing car usage
  - Public Transport
  - Walking and cycling
  - Parking

**Table 3: Framework Travel Plan Measures**

Type of Measure	Measure	Methodology	Date
Infrastructure	Implement all infrastructure measures as agreed	Implement all infrastructure measures as agreed to support sustainable travel to the site and reduce the impact of the Goodison Park Legacy Project on the surrounding transport network.	During construction
Travel Plan Administration	Travel Plan Coordinator (TPC)	Provide contact name for Travel Plan Coordinator to the developer. Travel Plan Coordinator to regularly report progress to relevant board	Prior to occupation/ ongoing
	Endeavour to negotiate travel discounts for residents and employees	Negotiate discounts for residents and employees where possible e.g. with local taxi firms, cycle shops and on public transport.	Prior to occupation
	Marketing Materials	Ensure marketing materials highlight sustainable transport links and local amenities to potential business owners and residents and that sales suite staff are aware of local non-car travel opportunities.	Prior to occupation
	Welcome Packs and Travel Plan Guide	Source information and produce a welcome pack including local walking and cycling routes, local amenities, bus and rail timetables and ticketing information, discounts available. Packs should be tailored to suit all types of end users. The Full Travel Plans produced at a later date should also be distributed within the appropriate uses.	Prior to occupation
	Online Information	Ensure welcome pack content is available on development website and marketing information.	Prior to occupation
	Set up database for residents and employees	Set up database of preferred contact method and details for residents, employees and business owners for travel plan communications.	Ongoing as units become occupied
	Undertake travel surveys	Develop surveys which are tailored to the different uses and distribute via post, and email within 12 months of first occupation. Follow up travel survey with direct contact to interested individuals e.g. to receive Personalised Travel Planning.	Within 12 months of 50% completion and occupation
	Repeat surveys every 2 years	Repeat travel surveys biannually to ensure data is up to date and Travel Plan targets can be reviewed and updated accordingly.	Every 2 years for 4 years
	Monitor traffic flows, and car park space usage	It is recommended that regular surveys/manual counts are undertaken to monitor the traffic impact of the site and identify how the Travel Plan can help reduce the impact year on year.	Every 2 years for 4 years
	Establish travel plan targets and update travel plan measures	Establish travel plan targets based on travel plan survey results.	Prior to occupation/ ongoing
Public Transport	Public Transport Service Updates	Provide updates to service frequencies and timetables for bus and rail services.	As required
Reducing car usage	Car club scheme	Research the potential to establish and promote a car sharing database for employees on site to facilitate communication between staff. Liaise with other residential development travel plan coordinators and car club operators to investigate opportunities for a car share scheme amongst residents and how this could be successful.	Prior to occupation
	Parking management for businesses	Support Businesses in the development of car park management / permit / enforcement systems to reduce car park demand and support use of sustainable modes.	Prior to occupation/ ongoing
	Promote national events	Promote events e.g. Bike Week within businesses, schools and local community.	Annually

Type of Measure	Measure	Methodology	Date
Walking and Cycling	Promote any cycle / motorcycle training and maintenance courses	Promote any cycle / motorcycle training and maintenance courses available locally.	Ongoing
	Apply for any Travel Plan grants available	Research and liaise with LCR and Merseytravel regarding funding that may be available for capital and revenue schemes.	Prior to occupation and ongoing
	Section 106 agreements (if applicable)	Ensure developers make commitments to secure provision of, or improvement to, existing transport infrastructure to meet the needs of new development (if applicable).	Prior to occupation
	Cycle parking	Ensure cycle parking for all types of development meets the required standards as a minimum.	Prior to occupation
	Work with local schools and schools within development to support initiatives	Work with local schools to support initiatives e.g. Walking Buses.	Ongoing once the school is established
	Improving walking and cycling infrastructure	Audit of local walking and cycling infrastructure including from the perspective of people with visual or mobility impairments.	One year after occupation of first residents and/or businesses
Parking	Electric Vehicle (EV) Parking Spaces	Include provision of some Electric Vehicle (EV) spaces in car parks for staff and residential units to incentivise use. Explore possibility of discounting or exempting EVs from potential permits or parking schemes within businesses or residential units (if applicable).	Prior to occupation

Source: Mott MacDonald

## 7 Summary and Conclusions

- 7.1.1 This document outlines the Framework Travel Plan for the proposed mixed-use development at Goodison Park (Goodison Park Legacy Project) following Everton's proposed relocation to Bramley-Moore Dock.
- 7.1.2 The Travel Plan has identified a number of objectives to support sustainable travel to the site for residents, staff and visitors and ensure there is a range of sustainable travel options which reduce private car trips and the impact on existing surrounding residential areas.
- 7.1.3 The current proposals for the site's redevelopment comprise a mixed-use development which includes a range of residential dwelling types alongside a variety of community-orientated facilities with the footprint of the existing football pitch retained as a central park which the surrounding development will overlook.
- 7.1.4 As the development proposals are located within a well-established area there is a good level of accessibility to public transport links, walking and cycling routes and the surrounding highway network.
- 7.1.5 Following a review of the existing access conditions and consideration of measures outlined within the Transport Assessment, a number of measures have been identified which will improve access to the site and facilitate sustainable modes of travel as the site develops.
- 7.1.6 However, as proposed layouts and access arrangements are subject to change through the planning application process all identified measures remain at a high level and will be revisited once details of the development are confirmed.
- 7.1.7 Details of how the Travel Plan will be delivered and implemented will be confirmed once the final use of each development block is known and will be subject to further planning conditions.

