



Brunswick Quay

Travel Plan Framework

July 2018

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Brunswick Quay

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Contents

1	Introduction	1
1.1	What is a Travel Plan Framework?	1
1.2	Travel Plan Objectives	1
1.3	Report Format	2
2	Policy Context	3
2.1	National Planning Policy Framework (NPPF, 2012)	3
2.2	Merseyside Local Transport Plan 3 (LTP 3)	3
2.3	“A Plan for Liverpool” – Liverpool’s Unitary Development Plan	4
2.4	Ensuring a Choice of Travel – Supplementary Planning Document (SPD)	4
3	Site Location and Accessibility	5
3.1	Location	5
3.2	Accessibility by Bus	6
3.3	Rail	8
3.4	Walking and Cycling	10
3.4.1	Walking and Cycling Distances	12
3.5	Sustainable Transport Accessibility Summary	13
4	Proposed Development and Travel Behaviour	14
4.1	General Description	14
4.2	Parking	14
4.2.1	Car Parking	14
4.2.2	Car Parking Standards ‘Ensuring a Choice of Travel’ SPD	14
4.2.3	Cycle Parking	14
4.3	Resident Travel Behaviour	14
4.3.1	Travel to Work	14
4.3.2	Car Ownership	16
4.3.3	Travel Behaviour Conclusions	17
5	Travel Plan Measures	18
5.1	Travel Plan Administration	18
5.1.1	Travel Plan Co-ordinator	18
5.1.2	Travel Plan Survey and Targets	19
5.1.3	Marketing and Monitoring	19
5.1.4	Welcome Packs	19
5.2	Active Travel Measures	20
5.2.1	Walking Measures	20

5.2.2	Cycling	20
5.3	Car Sharing	21
5.3.1	City Car Club	22
5.4	Public Transport	22
5.5	Publicity Campaign	22
5.6	Quick Wins	22
5.6.1	Action Plan	23

1 Introduction

Mott MacDonald have been appointed by Maro Developments Limited to assist in the preparation of a Travel Plan Framework to support a planning application for the proposed 'Brunswick Quay' - a residential development which will consist of 552 residential units, with additional restaurant and commercial use on the ground floor.

For planning purposes the description of the development is as follows: Erection of four interlinked blocks on the Brunswick Quay site, comprising a total of 552 mixed apartments and 669 sqm (gross) ground floor commercial falling within any combination of Class A1, A2, A3, A4 and/or D2, 307 car parking spaces, 552 cycle parking spaces, private communal piazzas / terraces and associated landscaping / boundary treatment and public realm works, all accessed via Atlantic Way.

1.1 What is a Travel Plan Framework?

A Travel Plan Framework provides an outline strategy for managing travel demand, and involves a dynamic process of implementation, monitoring and review. It is a package of practical measures with the aim of improving, and promoting, access by all modes of travel to improve choices for everyone. The underlying aim of a Travel Plan is to minimise the number of single occupancy vehicle (SOV) car trips generated to and from the site by encouraging the use of more sustainable modes of transport, thereby mitigating the negative impacts of travel.

A Travel Plan can address a range of travel types. As the greater majority of trips to the site will be generated by residents and visitors to the apartments, this group will be the focus of the Travel Plan. However, there is also scope to address other trips as well, such as staff commuting and servicing/deliveries to the site.

It is important that a Travel Plan is not static in time, developed only to satisfy a planning application. Instead, it is a dynamic process of implementation, monitoring and review which will evolve over time and accommodate improvements in local and regional transport infrastructure. Frequent reviewing and monitoring of travel behaviour to and from the site provides a mechanism for assessing the effectiveness of the travel plan, to determine whether modal share targets should be adjusted, and highlight any issues relating to transport which could be improved.

Research has found that the most successful way of managing a development's transport impacts is by improving the quality of non-car modes, promoting these alternatives and providing disincentives for the use of the car.

1.2 Travel Plan Objectives

The objectives of the Travel Plan are as follows:

- Reduce single occupancy car use in order to reduce congestion around the site
- Promote healthy, sustainable transport options in order to improve the health, fitness and wellbeing of future residents or users
- Offer a choice of travel options to all residents and users
- Reduce traffic pollution and congestion
- Reduce the impact of the proposed mixed-use development on the surrounding community, improving local relations.

This Travel Plan Framework sets out the initial structure through which the above objectives will be tackled, detailing both the proposed physical and soft intervention measures.

1.3 Report Format

The rest of this report is set out as follows:

- Chapter 2: Policy Context
- Chapter 3: Site Location and Accessibility
- Chapter 4: Proposed Development
- Chapter 5: Travel Plan Measures

2 Policy Context

2.1 National Planning Policy Framework (NPPF, 2012)

The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and details how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

The NPPF sets out the following guidelines regarding transport:

'All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:

- *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*
- *Improvements can be undertaken within the transport network that cost effectively limits 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 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.'*

2.2 Merseyside Local Transport Plan 3 (LTP 3)

The Merseyside Local Transport Plan 3 (LTP3) became active on 1st April 2011 and has 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." (LTP3, Paragraph 2.2)

To achieve the vision, six goals have been set which include "3) the transport system promotes and enables improved health and wellbeing and road safety" and "4) 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." (LTP3 2.12).

2.3 “A Plan for Liverpool” – Liverpool’s Unitary Development Plan

The UDP was adopted in November 2002 and is a statutory document which provides the planning framework for the city.

The aims of the plan, with respect to transportation issues, are covered under General Policy 6 (GEN6). These are to provide a balanced transport infrastructure which is accessible to everyone, specifically one that *“meets the transport needs of people who are economically and socially disadvantaged... protects and enhances the environment through reducing the reliance on the private car... promotes investment in the public transport network... improves facilities for cyclists and pedestrians and reduces the availability of car parking facilities which would attract car borne commuters”*. (UDP, Paragraph 11.2)

In Chapter 11 of the plan, it is recognised that the promotion of transport modes other than the private car is paramount given the relatively low level of car ownership in the city. This would provide environmental benefits through reducing congestion and vehicle exhaust emissions. Policy T12 states that *“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 new draft Liverpool Local Plan will replace the saved policies in the UDP documents was published for public consultation between 15th September and 23rd October 2016. The plan is some way off adoption and can only be afforded limited weight.

2.4 Ensuring a Choice of Travel – Supplementary Planning Document (SPD)

This SPD was developed by 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.

The SPD Objectives are to:

- *Ensure a reasonable choice of access by all modes of transport to new development;*
- *Reduce the environmental impact of travel choices by reducing pollution and improving the local environment;*
- *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; and*
- *Encourage opportunities to improve the quality of development proposals by better use of space through the provision of less car parking spaces where appropriate.*

It recognises that good design can contribute to sustainable modes of travel and enhance the environmental quality of a scheme.

3 Site Location and Accessibility

In this section: following a description of site location, a review of the accessibility of the site is undertaken by bus, rail, walking and cycling.

3.1 Location

The proposed development site is located within Brunswick Dock to the south of the City Centre, and is in proximity to Brunswick Business Park. The land within the development boundary is vacant and currently used for car storage for a nearby car dealership. Its location in relation to key destinations and transport hubs is illustrated in Figure 1. A plan focussing on more local context is provided as Figure 2.

Figure 1: Local Context to Liverpool City Centre



Source: Mott MacDonald

Figure 2: Local Context to Immediate Surroundings



Source: Mott MacDonald

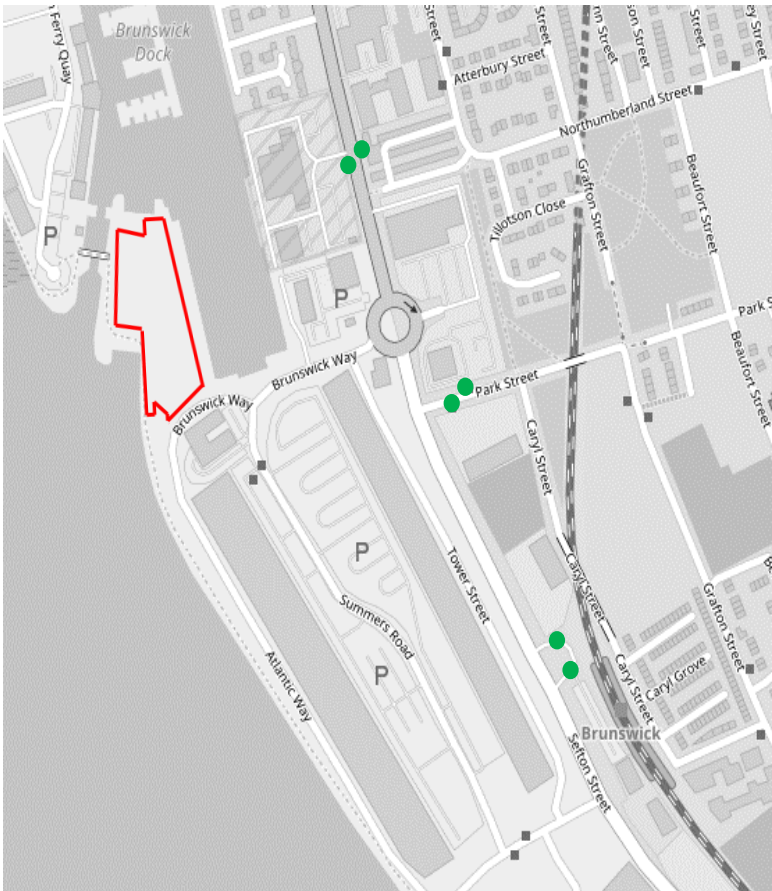
The site is well placed to benefit from the excellent public transport, walking and cycling connections which surround it. It is located on one of the most well used and popular cycle routes in the city along the River Mersey. Adjacent to the site is a key bus corridor on Sefton Street and Brunswick train station is a 5-minute walk away.

The site is highly accessible by public transport and offers a good level of connectivity to the City Centre as well as Liverpool John Lennon Airport and Liverpool South Parkway, offering links to locations further afield and key employment centres such as Speke.

3.2 Accessibility by Bus

The closest bus stops to the development are located on and around Sefton Street within 5 minutes walking distance (450m) from the site, and offer connectivity to the City Centre as well as Liverpool John Lennon Airport. The location of these stops is shown in Figure 3.

Figure 3: Location of bus stops in proximity to the site



Source: Mott MacDonald

Figure 4: Bus stops in proximity to the site



Sefton Street

Source: Mott MacDonald



Park Street



Brunswick Rail Station

A summary of services available from these stops and average journey times to key locations is set out in the table below. This shows a good level of connectivity to the city centre, with stops in proximity to the site providing connectivity to Liverpool One Bus Station which can be reached in less than 15 minutes.

Table 1: Summary of bus services operating in the vicinity of the site

Service No.	Route	Frequency	Approximate Journey Times	Operator	Stop in vicinity of site
4	Liverpool ONE Dingle/ Sefton Park circular	1 bph	11 minutes (to Liverpool One)	Merseytravel	Park Street Navigation Wharf, Sefton Street
82A	Liverpool - Halton Hospital	2 bph	9 minutes (to Liverpool One from Rail Station) 7 minutes (to Liverpool One from Navigation Wharf)	Arriva	Brunswick Rail Station Stop A and Navigation Wharf, Sefton Street
500	Liverpool - Liverpool John Lennon Airport	2 bph	40 minutes (to Liverpool John Lennon Airport from Navigation Wharf)	Arriva	Navigation Wharf, Sefton Street

Source: Mott MacDonald

3.3 Rail

The site benefits from being located an 8-minute walk away (600m) from Brunswick Rail Station which is located on the Northern Line of the Merseyrail network.

Figure 5: Brunswick Rail Station



Source: Mott MacDonald

This station provides excellent connectivity to the City Centre with direct services to Liverpool Central available every 15 minutes. The location of the station in relation to the wider rail network is demonstrated in Figure 6.

Figure 6: Rail Network



Source: Merseyrail

A summary of available services from Brunswick rail station is provided in the table below. In addition to facilitating City Centre connectivity, this rail station provides direct and frequent services to Hunts Cross and Liverpool South Parkway, therefore supporting access to employment opportunities and key locations further afield.

Table 2: Summary of rail services operating in the vicinity of the site

Destination	Frequency	Journey Time	Off-peak single
Liverpool Central	4 tph	4 mins	£1.95
Moorfields	4 tph	6 mins	£1.95
Liverpool Lime Street	4 tph	19 mins via Moorfields	£1.95
Hamilton Square	4 tph	21 mins via Liverpool Central	£3.10
Southport	4 tph	51 mins	£6.60
Hunts Cross	4 tph	15 mins	£3.55
Liverpool South Parkway	4 tph	10 mins	£3.20
Manchester Piccadilly	2 tph	1hr 7mins (via Liverpool South Parkway)	£13.60

Source: National Rail

A bus interchange facility is also provided at the station served by the 82A Arriva service offering half hourly buses to the City Centre (Liverpool ONE Bus Station). Bike and go facilities are also provided at the station, as well as free cycle and car parking facilities for station users.

Figure 7: Bike hire facilities at Brunswick Rail Station



Source: Mott MacDonald

3.4 Walking and Cycling

Footways and pedestrian islands are located along Brunswick Way to facilitate pedestrian movements towards key local facilities including local shops and transport hubs. Key locations around the City Centre are also within walking distance from the site, a summary of which is provided in Table 3.

Table 3: Walk times to key locations from the site

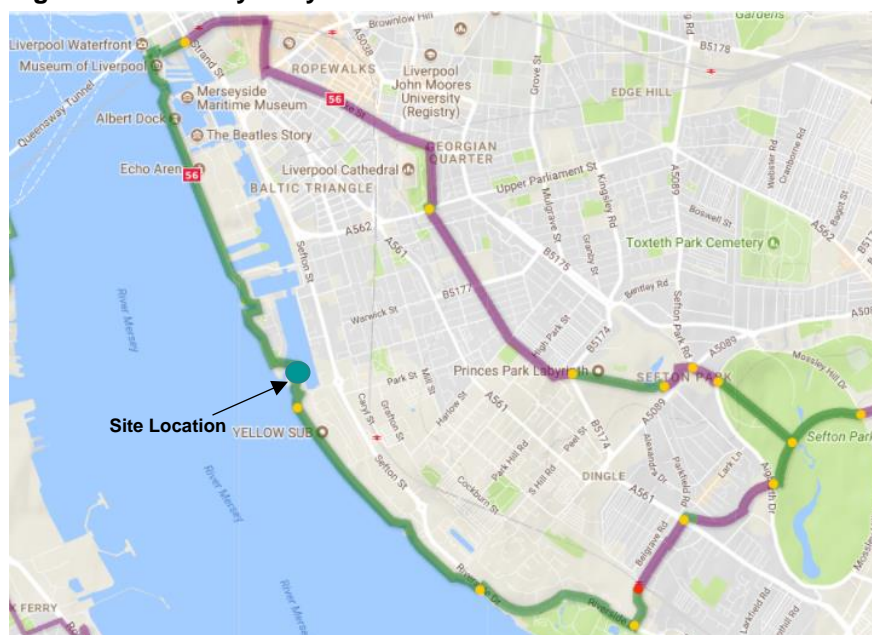
Destination	Walk Time
Royal Liver Building	36 mins
Liverpool One	33 mins
Albert Dock	32 mins
Liverpool Echo Arena	25 mins
University of Liverpool	45 mins

Source: Google Maps

This provides opportunities for residents of the development working around these areas to commute to work on foot.

The site is also particularly well placed to offer cycling opportunities for residents of Brunswick Quay due to its location on National Route 56 of the National Cycle Network. This route runs between Chester Town Hall and Liverpool Town Hall offering connectivity to the city centre and nearby leisure facilities, such as Sefton Park, through a combination of traffic-free (indicated in green in the figure below) and on-road cycle routes indicated in purple in the figure below. The location of the site in relation to the National Cycle Network is shown in the image below.

Figure 8: Proximity to cycle routes



Source: Sustrans

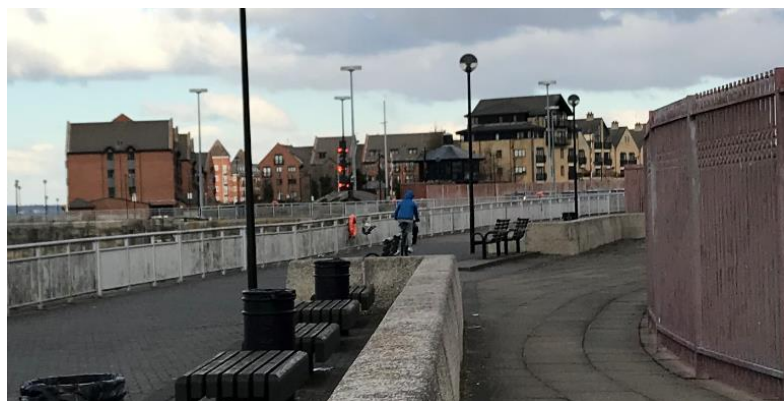
The city centre is accessible by bicycle in around 10-15 minutes. This creates opportunities for people to travel into the City Centre from the development for employment or leisure purposes by modes of active travel along an attractive and well recognised cycle route. The key locations around the city centre accessible from the site by bike are outlined in the table below.

Table 4: Cycle times to key locations from the site

Destination	Cycle Time
Royal Liver Building	13 mins
Liverpool One	11 mins
Albert Dock	9 mins
Liverpool Echo Arena	8 mins
University of Liverpool	17 mins

Source: Google Maps

Figure 9: Cycle route past development site



Source: Mott MacDonald

3.4.1 Walking and Cycling Distances

Travel planning experience and evidence provided in reports by Chartered Institute of Highways and transportation dictates that a maximum threshold of 2km is a reasonable walking distance that pedestrians can be expected to walk to access employment, schools or health facilities. For access to similar facilities by bicycle published guidance states that a 5km threshold is a reasonable maximum cycle distance for commuting.

Figure 10: 2km Walking and 5km Cycling Isochrone Plan

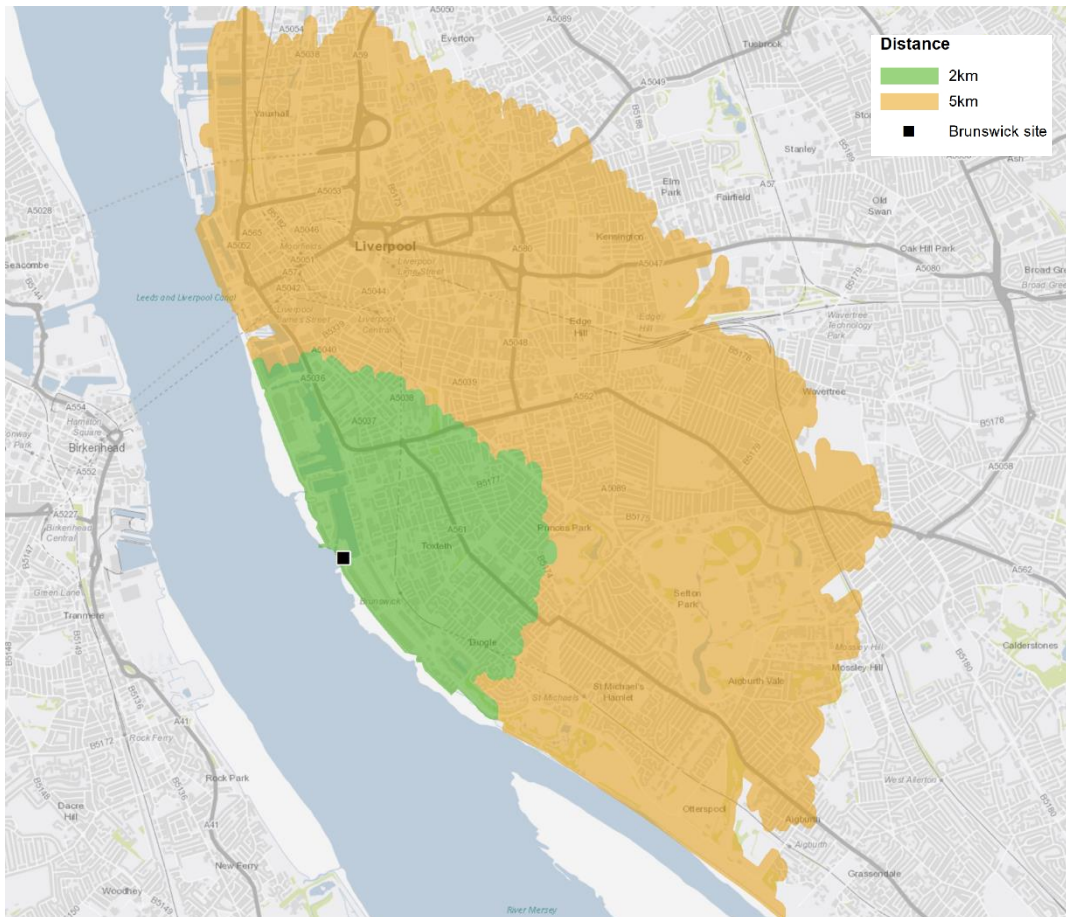


Figure 10 illustrates that much of the Liverpool City Centre is accessible within the 2km catchment. Within the 5km catchment all of the city centre and much of central and south Liverpool is accessible. We consider that the development site is well located for access on foot and bicycle. These modes will be highly attractive to future residents and employees at the site.

3.5 Sustainable Transport Accessibility Summary

Table 5 below provides a summary of the typical journey time for key destinations from the site by rail, bus, cycling and walking. In conclusion, we expect that the vast majority of future employees will have a range of travel choices for their daily commute or other journeys.

Table 5: Summary of public transport, walking and cycling connectivity

Mode	Destination	Journey Time	Combined Frequency
Rail	Moorfields	6 mins	4 trains per hour
	Liverpool Central	4 mins	
	Liverpool Lime Street	19 mins via Moorfields	
	Hamilton Square	21 mins via Liverpool Central	
	Liverpool South Parkway	10 mins	
Bus	Liverpool One	10 mins (approx.)	5 buses per hour
	Liverpool South Parkway	40 mins	
Cycle	Royal Liver Building	13 mins	
	Liverpool One	11 mins	
	Albert Dock	9 mins	
	Liverpool Echo Arena	8 mins	
	University of Liverpool	17 mins	
Walk	Royal Liver Building	36 mins	
	Liverpool One	33 mins	
	Albert Dock	32 mins	
	Liverpool Echo Arena	25 mins	
	University of Liverpool	45 mins	

Source: Mott MacDonald

4 Proposed Development and Travel Behaviour

4.1 General Description

The development consists of 552 residential units and a small amount of commercial floorspace at ground floor level. The vehicular access to the site will be via a new junction on Brunswick Way. A plan of the development is shown in Appendix A.

4.2 Parking

4.2.1 Car Parking

A total of 307 car parking spaces will be provided at the development. As a percentage of the number of residential units, this represents 56% of dwellings having their own car parking space. In keeping with the sustainable location of the development, no parking will be provided for the commercial elements of the development. The vast majority of customers of the proposed commercial units are likely to be visiting the area as part of a linked trip, or be resident in the surrounding streets.

4.2.2 Car Parking Standards 'Ensuring a Choice of Travel' SPD

The car parking standard set out in the Liverpool City Council Supplementary Planning Document 'Ensuring a Choice of Travel' would require one car parking space per dwelling (for residential developments outside the city centre boundary).

The highly accessible nature of the development will encourage future residents, staff and visitors to use sustainable modes of transport

The SPD states that lower levels of parking than the maximum standards are appropriate when

- The development is in an accessible location;
- or where there is good public transport access.

The evidence presented within Section 3 clearly demonstrates that the development location fulfils both these criteria.

4.2.3 Cycle Parking

In line with the Liverpool City Council Supplementary Planning Document 'Ensuring a Choice of Travel' one cycle parking space is proposed per dwelling- accordingly 552 cycle parking spaces are proposed. This level of parking provision will help encourage cycling for future residents.

4.3 Resident Travel Behaviour

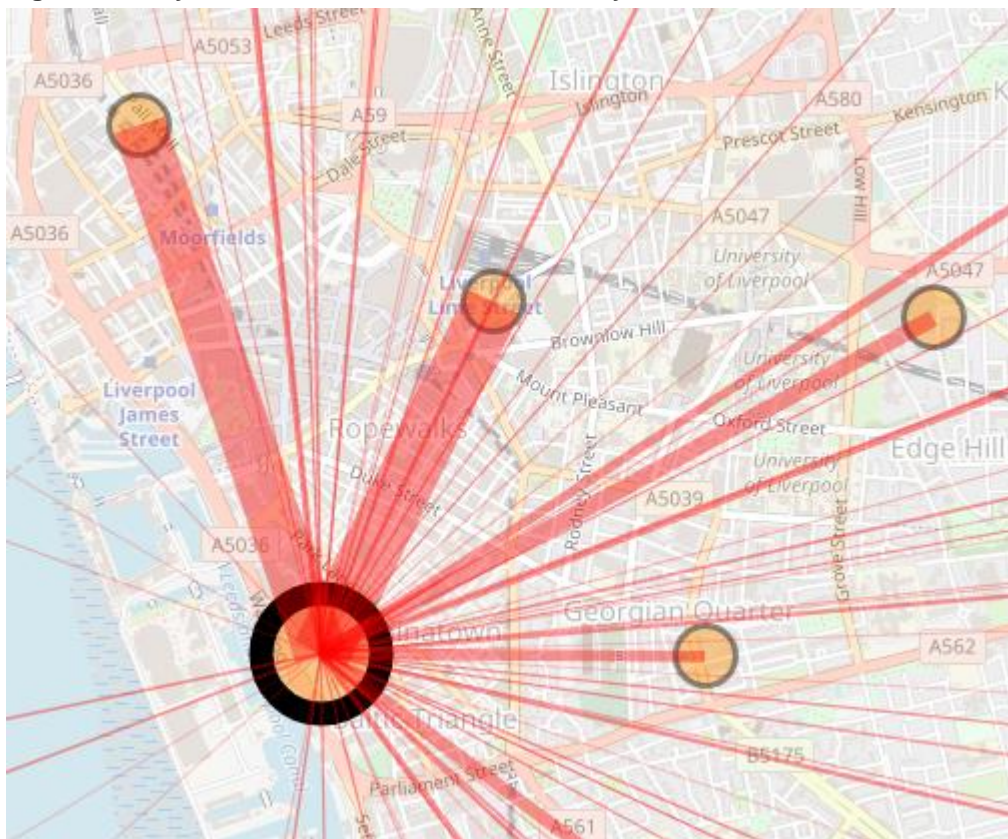
This section uses Census data to identify where residents of Brunswick Quay are likely to work and provides opportunities to maximise sustainable travel choices.

4.3.1 Travel to Work

Census 2011 data from the area around the site has been analysed to identify where the majority of people are travelling to work. As can be seen in **Figure 13** below, the majority of

people living around Brunswick Quay (around 70%) are travelling to areas around the City Centre.

Figure 11: Key commuter destinations in the City Centre



Source: Datashine Commute

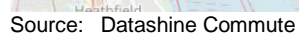
Therefore, up to 70% of Brunswick Quay residents could be travelling to work within the City Centre, presenting significant opportunities for public transport and active travel as a main mode of travel to work. Connectivity to key destinations around the City Centre, where people are likely to work, is summarised in the table below.

Table 9: Travel times to key commuter destinations in the City Centre

Destination/Area	Mode	Journey Time
Moorfields	Rail	6 mins
	Cycle	15 mins
	Walk	40 mins
Liverpool Lime Street	Rail	19 mins via Moorfields
	Cycle	15 mins
	Walk	42 mins
Royal Liver Building	Cycle	13 mins
	Walk	36 mins
Liverpool One	Cycle	11 mins
	Walk	33 mins
Albert Dock	Cycle	9 mins

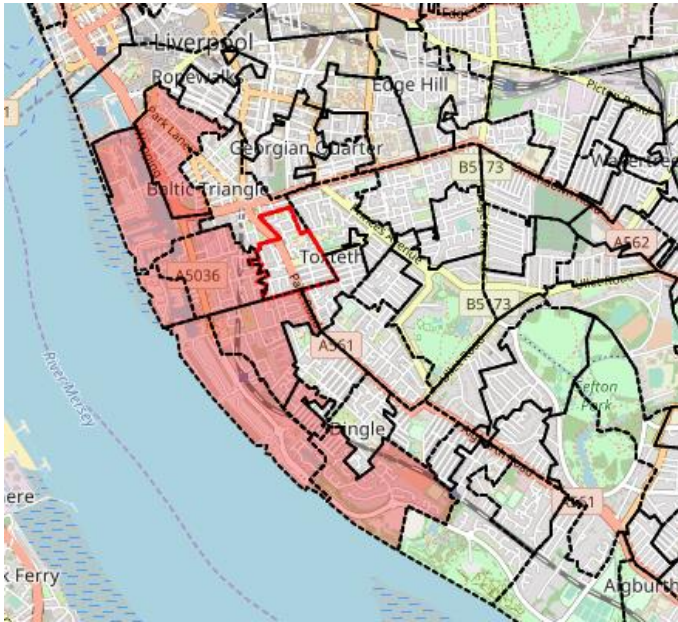
Source: Google Maps/National Rail

Figure 12: Key commuter destinations



Car ownership levels have been also assessed to help identify travel behaviours in the area around the development. Census data from 2011 suggests that within the selected areas around the site, as indicated in the figure below, 44% of households don't have access to a car.

Figure 13: Selected Lower Super Output Areas



Source: NOMIS

This is significantly higher than levels across the North-West region, where only 28% of households have no access to a car. Car ownership is a complex issue affected by income, need, availability of parking and travel choices available. In this location, however, it can be seen to demonstrate that many households do not require a car to travel to work or to undertake everyday journeys. We have demonstrated that the site is accessible by a wide range of transport modes other than the private car.

It should be noted that the proposed parking provision at the site of 56% is in keeping with the surveyed level of household car ownership in the area.

4.3.3 Travel Behaviour Conclusions

The evidence presented in this section clearly demonstrates that the vast majority of future residents will be able to travel sustainably to their place of work or other destinations should they choose. The evidence demonstrates that the level of residents parking provided is in keeping with local car ownership levels and will not lead to an adverse impact on the local road network.

5 Travel Plan Measures

It has already been demonstrated that the sites location and connections to existing transport networks will mean that residents at the site will have a range of sustainable transport options open to them. In this section a range of travel plan measures are discussed which could be employed at the site to maximise sustainable travel as much as possible.

5.1 Travel Plan Administration

5.1.1 Travel Plan Co-ordinator

The role of the Travel Plan Co-ordinator (TPC) will be actioned before the occupation of the new accommodation takes place. This will ensure that new residents can be made of the Travel Plan as soon as they populate the building.

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. 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 set out within 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.

5.1.1.1 Principal Duties

The principal duties of the Travel Plan Co-ordinator will be as follows;

- To work proactively in order to raise awareness of sustainable transport to and from the site
- To lead and promote the development of the Travel Plan by
 - Gathering information about how users travel to work through regular surveys
 - Liaising with senior management to secure funding for the Plan, and to keep abreast of proposals which will affect travel
 - Setting up and coordinating relevant steering/working groups
 - Acting as a point of contact for those requiring information
 - Developing and implementing relevant initiatives, using the results of surveys, review of mode share, public transport provision, cycling and walking.
- Set clear dates for actions to ensure that the Travel Plan makes process
- Work with advisors to formulate and implement a comprehensive pick-up and drop-off management strategy

- Work in partnership with organisations such as Sustrans, as well as the local authority, on the development of safer walking and cycling routes
- Keeping up to date with the development of trending Travel Plan techniques.

5.1.2 Travel Plan Survey and Targets

A reasonable time following 75% occupation a travel survey should be undertaken evaluating how residents currently travel at the development. The TPC should review the results of the survey to set realistic and achievable mode share targets. The TPC should evaluate appropriate and proportionate measures to assist in achieving the targets.

5.1.3 Marketing and Monitoring

It will also be important to consider how the Travel Plan would be marketed and monitored to ensure successful implementation.

It is recommended that the predominant method for assessing the benefits of the travel plan is through the achievement of mode share targets. This will allow comparable figures to be monitored every two years to see the overall trend of mode share.

Travel Plan coordinator will be responsible for marketing of the Travel Plan. These measures will ensure that information regarding travel planning is disseminated to all residents:

- Include sustainable travel information within marketing materials for development.
- Produce a 'Welcome Information Pack' for all new residents including details of infrastructure links, residential travel plan.
- Produce a Travel Plan Guide to summarise and explain the findings of the Travel Plan Surveys, and promote measures. Disseminate to all residents.
- Promote and co-ordinate events such as 'Bike Week'.
- Advertise Travel Plan activities and events via traditional methods such as mail and utilise social media accounts.
- Set up and update Travel Plan page with links to the latest Travel Plan information.
- Disseminate information via residents' meetings.
- Production of testimonials to encourage residents to try sustainable transport options.

5.1.4 Welcome Packs

Additionally, welcome packs should be distributed to all residents and staff members on arrival at the site which should include information about the local public transport infrastructure within the vicinity of the site. This information, such as the location of bus stops/rail stations and the services available, as well as recommended walking and cycling routes to major trip generators, should be included within the pack.

Details about the location of cycle storage facilities on site should be included, along with information about the health and wellbeing benefits of using active modes of travel. Similar information should also be displayed in communal areas (such as the reception of the development). This welcome pack will need to be updated with the latest travel information, something which will be the task of the Travel Plan Co-ordinator.

5.2 Active Travel Measures

Lack of information about alternatives to private car usage is often one of the most significant barriers to the use of them. Therefore, a key part of the Travel Plan is to ensure that communication of the Travel Plan is widespread to staff and residents. This should be done through a variety of 'user friendly' formats, including the welcome packs, social media and the developer's website and intranet.

Providing and promoting access to, and from, the proposed development site via active travel can help to control demand for unsustainable modes. Providing incentives and rewards for developing sustainable travel habits can play a key role in helping to promote them. However, the main benefit is that people feel healthier and better about themselves.

5.2.1 Walking Measures

Currently, the walking infrastructure adjacent to the proposed development is of good standard, which provides a solid foundation for promoting it as an active mode of travel. Campaigning to promote the benefits of walking can be achieved through running 'healthy walk weeks'. To help further promote walking to and from the site, the Travel Plan Co-ordinator can

- Provide maps showing the adjacent walking routes and how they lead to major trip generators
- Help to encourage walking as part of longer journeys (such as to public transport connections).

5.2.2 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).

5.2.2.1 Citybike Hub

Citybike hubs are located in proximity to the development at Brunswick Rail Station (see figure below). Information on the location and usage of these facilities should therefore be advertised to residents as and when they move in.

Figure 14: Location of Citybike hubs





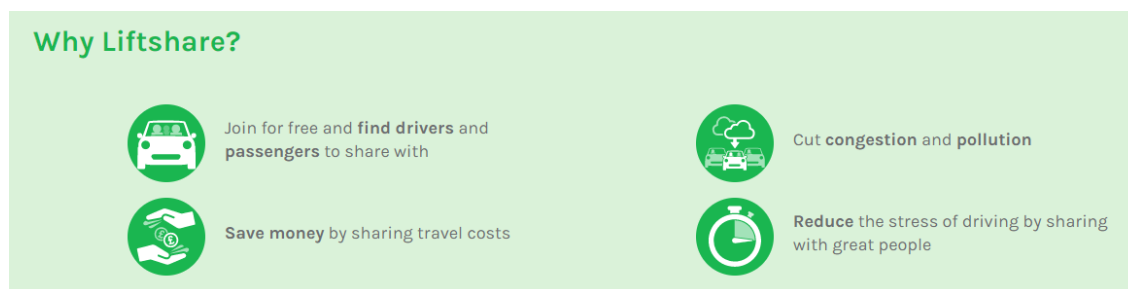
- Promote and publicise cycling – producing cycle maps promoting safe cycle routes to the home;
- Cycle user groups will ensure that the voice of cyclist is heard and will help liaise with the Council as required. BikeBudi and local BUG groups should be investigated;
- Promotion tools to encourage cycling include Bike to Work Weeks this can also coincide with a police tagging scheme; and
- Adult cycle training can also be provided for residents which can be focused around cycling around busy city centre streets.

Car sharing could be explored for the purpose of this Travel Plan to further reduce single occupancy car trips. A car with two people is twice as efficient and takes up much less road space, uses half the fuel and produces half the pollution. Websites such as liftshare.com can be utilised to promote car sharing and cut the cost of single occupancy vehicle journeys.

Car sharing opportunities could be explored for residents within the site to reduce the number of vehicle trips generated by the development. This could be implemented through the use of a car sharing database such as 'lift share' made available to residents to highlight similar work places and facilitate communication about the possibility of sharing lifts rather than driving on their own. Examples of car share databases which can be used are shown in the figure below.

Figure 15: Example car sharing database





Source: <https://liftshare.com/uk>

5.3.1 City Car Club

Liverpool City Car club is operated by Enterprise and provides access to cars for ad hoc journeys across the centre. This is a membership based scheme enabling people to gain temporary use of a car. Therefore, this measure would work particularly well for the site as it provides means to reduce the need for residents to own a car.

Figure 16: Enterprise Car Club



Source: enterprisecarclub.co.uk

5.4 Public Transport

There are a number of ways the Travel Plan Co-ordinator could promote public transport as a mode of travel to and from the site, including

- Advertising current timetables and routes
- Advertising local proposals and amendments to services

5.5 Publicity Campaign

Raising awareness of the developments Travel Plan can be effective through publicity campaigns which could run in conjunction with national campaigns such as 'Bike to Work Week'. Issuing travel information to staff and visitors can outline the different methods of travel that are available to, and from, the site.

5.6 Quick Wins

'Quick wins' will be subject to review following the updating of the Travel Plan and analysis of questionnaire surveys. In the short term, there are a number of measures which can be implemented in order to promote sustainability including

- Providing residents with travel packs

- Making local bus and train timetables accessible to all via newsletter
- Encourage participation in campaigns introduced by the Travel Plan Co-ordinator and also national initiatives such as Bike to Work Week in order to promote healthy lifestyles and benefit the environment
- Promote the health benefits of not travelling by single occupancy vehicle - the benefits of active travel can be provided by the Co-ordinator.

5.6.1 Action Plan

An action plan which provides measures which could potentially be implemented at Brunswick Quay is provided below:

Table 6: Policy Measures

Description	Responsibility	Timescale	Cost
Prepare and agree Travel Plan	LCC/Maro Developments	Prior to occupation	Low
Appoint Travel Plan Co-ordinator	Maro Developments	Prior to occupation	Low
Preparation of Travel Pack	Co-ordinator	Prior to occupation	Low
Set up Travel Plan Steering Group	Co-ordinator	Three months following occupation	Low
Undertake resident/staff baseline travel survey	Co-ordinator	6 months after occupation	Low
Monitor use of car and cycle parking spaces	Co-ordinator	18 months after occupation	Low
Promote car sharing scheme/create car sharing database	Co-ordinator	Three months following occupation	Low
Promote CityBike	Co-ordinator	Prior to occupation (to be included within Travel Packs)	Low
Prepare and submit full Travel Plan	Co-ordinator	Within three months of baseline travel survey.	Low

Source: Mott MacDonald

If the monitoring of the Travel Plan indicates that targets are not being met, it will be up to the Co-ordinator to undertake a more thorough survey to understand residents' travel characteristics to assess whether there are any barriers to accessing alternate modes of travel to single occupancy vehicle. The results of these surveys could be used to introduce new sustainable initiatives.

