

## **Travel Plan**

**Proposed Mixed Use Development  
Plots C02, Central Docks, Liverpool Waters, Liverpool**

**Romal Captial Limited**

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## **1.0 INTRODUCTION**

### Background

- 1.1 The development proposals consist of the construction of 538 apartments along with 400.6m<sup>2</sup> of ground floor commercial uses and associated parking on Plot C02 of the Central Docks Neighbourhood within the Liverpool Waters Masterplan.
- 1.2 This travel plan aims to cover all uses at the site, including both residential and commercial uses. The application primarily features residential apartments with smaller areas of commercial floorspace. As such, this travel plan focuses on the residential aspect of the scheme, although many of the measures included in this document can be usefully applied to the occupiers of the commercial floorspace.
- 1.3 This travel plan sets out the developer's commitment to reducing the number of vehicular trips generated by the development and identifies the key measures which will be developed as part of the travel plan implementation.
- 1.4 This travel plan relates solely to the proposed development on plot C02 of Liverpool Waters. However, it is anticipated that this travel plan will be replaced by the wider Liverpool Waters Travel Plan as and when it comes forward.

### Travel Plan Approach

- 1.5 The main emphasis of this travel plan will be on the journeys made by residents and staff at the site.
- 1.6 Implementing a travel plan can bring a number of benefits to a site, including helping to minimise the potential increase in traffic resulting from a development, helping to manage and reduce carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a travel plan forms a key stage in the forward planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.7 This travel plan focuses on influencing greater use of sustainable transport by residents and staff when travelling to and from the site, and will establish and promote the sustainable transport links available. The travel plan will also suggest measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that residents and staff travel.

## **2.0 TRAVEL PLAN BACKGROUND**

- 2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. A development-related travel plan will normally be prepared alongside a transport assessment. The travel plan should then continue to be implemented, for the life of the development.
- 2.2 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

### Travel Plan Benefits

- 2.3 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:
- Promote healthy lifestyles and sustainable, vibrant communities;
  - Provide adequately for all users, with a variety of mobility needs;
  - Reduce demand for car parking, thereby enabling more efficient land use;
  - Reduce pressure on highway capacity, particularly at peak times;
  - Improve social inclusion;
  - Cut carbon emissions and their contribution to climate change;
  - Reduce road danger and protecting vulnerable road users; and
  - Improve local air quality, while reducing noise pollution.
- 2.4 A travel plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

### Policy Context

- 2.5 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.
- 2.6 Travel plans are currently secured within the planning system within the context of the government's **National Planning Policy Framework (NPPF)**. The NPPF was revised in 2018 and further updated in February 2019. This last update did not alter anything in relation to transportation policy but did clarify that the presumption in favour of sustainable development would not apply if there was a negative impact on habitats.

- 2.7 The NPPF aims to provide a framework within which locally-prepared plans for housing and other development can be produced. The framework aims to streamline the planning process, making it more accessible at neighbourhood and community level and simplifying the decision making process.
- 2.8 The NPPF aims to promote sustainable transport, and ensure that transport issues are considered from the earliest stages of plan making and development proposals so that:
- The potential impacts of development on transport networks can be addressed.
  - Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage are realised.
  - Opportunities to promote walking, cycling and public transport use are identified and pursued.
  - The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account.
  - Patterns of movements, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.
- 2.9 Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health.
- 2.10 The document states that all developments which generate significant amounts of movement should be required to provide a travel plan, and that the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.
- 2.11 The NPPF is supported by a number of **Planning Practice Guidance** notes (2014). One such note provides guidance on 'Travel Plans, Transport Assessment and Statements in Decision-Taking'. The guidance specifies that travel plans should be:
- Proportionate to the size and scale of the development;
  - Established at the earliest practicable possible stage of a development proposal;
  - Be tailored to local circumstances; and
  - Be brought forward through collaborative working with the Local Planning Authority, transport operators, along with communities and local businesses where relevant etc.

- 2.12 The guidance note goes on to provide suggestions for the content of a travel plan in terms of baseline data, the nature of the development, proposals to reduce the need to travel by all modes of transport, and monitoring.

### **3.0 SITE AUDIT**

#### Existing Site

- 3.1 The site is located approximately 1.3km to the north-west of Liverpool city centre and is part of Waterloo Quay, comprising of derelict dock and scrub land.
- 3.2 The development site is bound by an area of infill of historic dock to the north, which will be developed as part of the Liverpool Waters Masterplan, and Waterloo Dock to the east. To the south and west, the site is bound by derelict dock and scrub land as well as the river Mersey to the west. The Liverpool Waters Masterplan will result in the proposed Isle of Man Ferry Terminal to the south of the development site, separated by the recently approved Northern Link Road which will connect the terminal to Waterloo Road running along the western edge of the site.

#### Development Proposals

- 3.3 The development proposals consist of the construction of 538 apartments along with 400.6m<sup>2</sup> of ground floor commercial uses and associated parking on Plot C02 of the Central Docks Neighbourhood within the Liverpool Waters Masterplan.
- 3.4 Vehicular access to the development will be provided from a priority-controlled access located to the north-west of the site, off the approved new spine road linking Waterloo Road to the planned Isle of Man Ferry Terminal.
- 3.5 Pedestrian access will be provided from the new spine road and, whilst not part of the development proposals, future aspirations for the area include a pedestrian and cycle link between the proposed Isle of Man Ferry Terminal and Princes Parade. As part of the development proposals a pedestrian link will be provided along the eastern boundary of the site, adjacent to the dock, which will connect to the future link, providing a direct route for pedestrians into the city centre.
- 3.6 The car park will provide a total of 165 spaces (including 10 disabled bays) for the residential use which equates to a 31% parking provision. LCC's parking standards are set out in the 'Ensuring a Choice of Travel Supplementary Planning Document' with the car parking standards for apartments in this location being an average of 1 space per dwelling. Whilst it is acknowledged that the proposed provision falls below LCC's standards, this is considered acceptable in this instance given the sites sustainable location and that it will help to promote travel by sustainable modes.



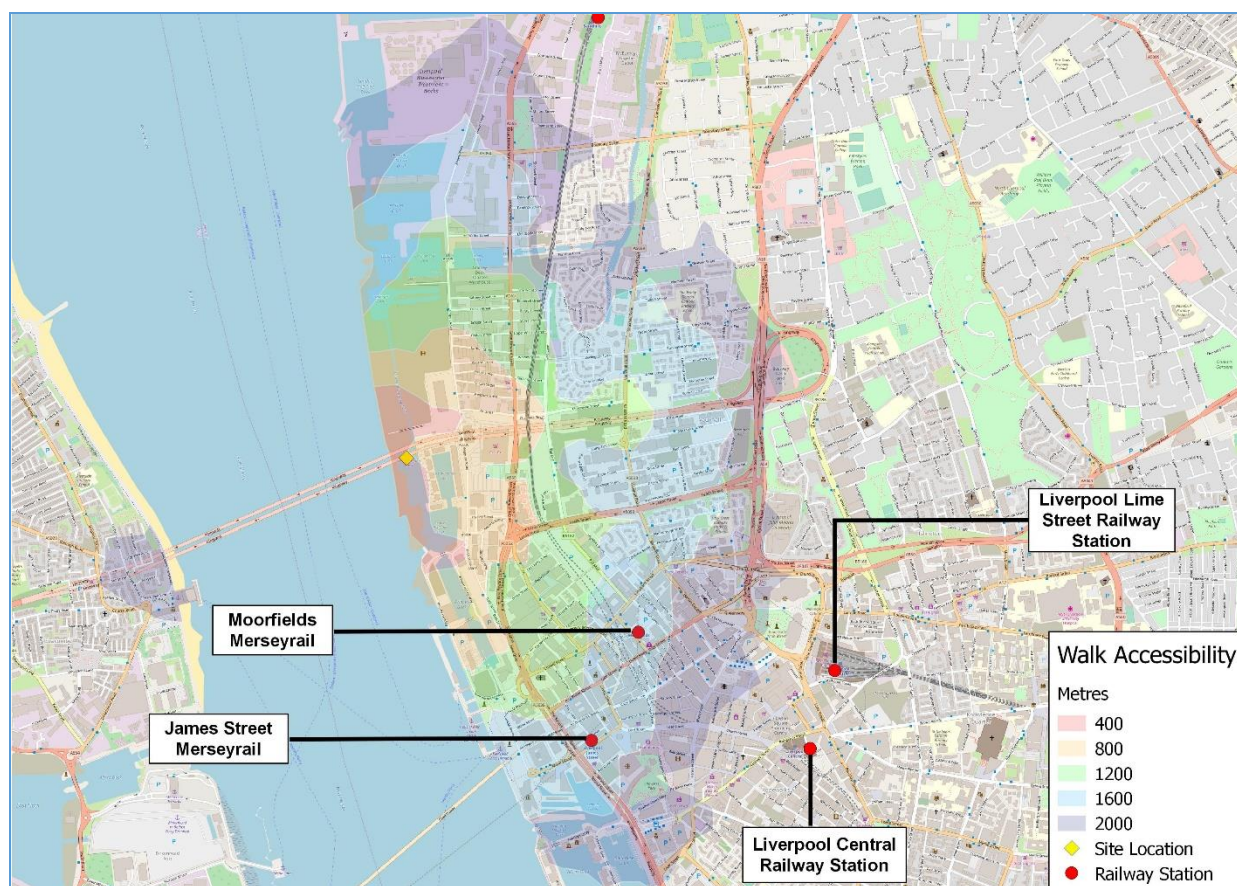
- 3.7 In addition, 280 secure cycle parking spaces will be provided, which equates to a 52% cycle parking provision, along with 9 visitor cycle parking hoops for up to 18 bikes, distributed throughout the site.

## **Accessibility**

### Pedestrian Accessibility

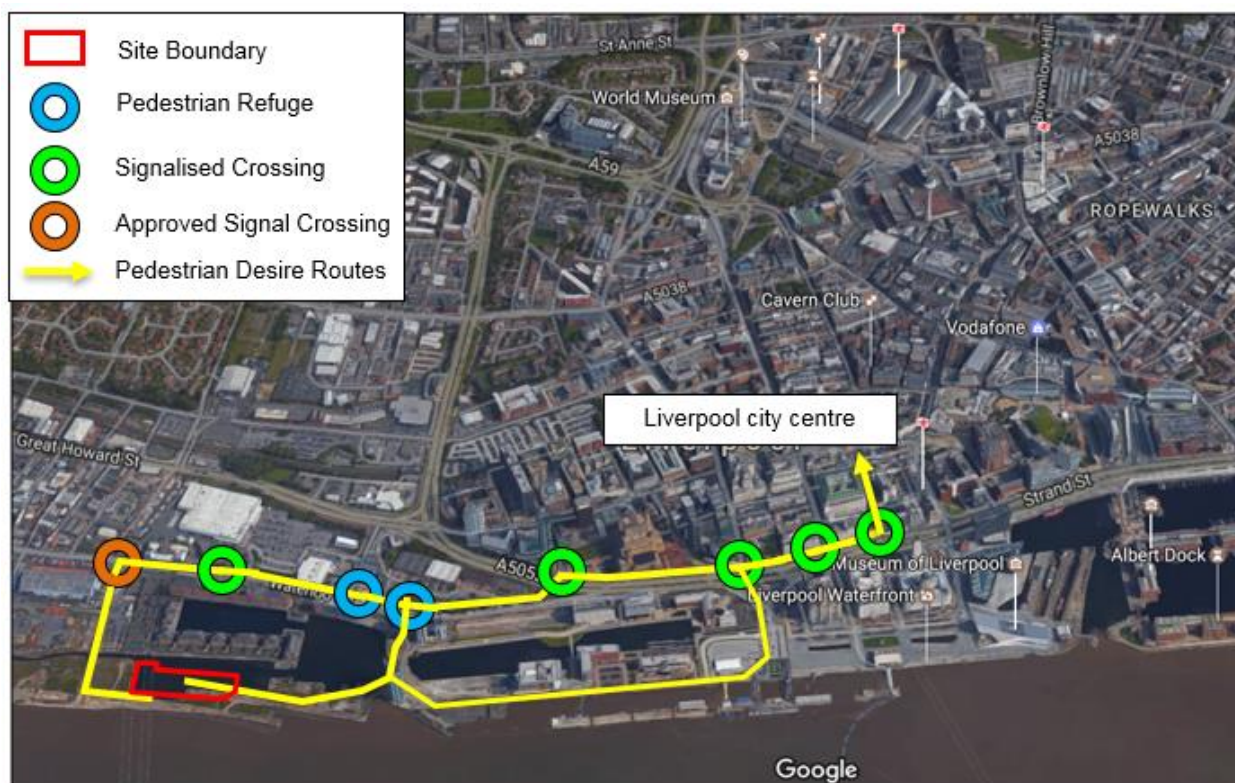
- 3.8 The MfS states that walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, it goes on to state that this is not an upper limit and that walking offers the greatest potential to replace short car trips, particularly those under 2km.
- 3.9 Industry standard GIS TRACC software has been used to assess the accessibility of the development by foot for a 2km walk distance from the site, as shown on **Figure 3.1** below. The plan shows the reachable areas within 400m coloured bands from the site.

**Figure 3.1 – Walking Accessibility 2km Isochrone**



- 3.10 The site is within acceptable walking distance of Liverpool city centre and the vast array of amenities the city of Liverpool has on offer. The site is also within acceptable walking distance of numerous transport facilities. The closest bus stop is located on Waterloo Road approximately 100m north of the approved Waterloo Road / Northern Link Road junction. Moorfields and James Street Merseyrail stations can both be accessed in under a 19-minute walk time (or <1.4km walk distance).
- 3.11 The topography of the local area is generally flat and conducive to pedestrian trips, and the area benefits from natural surveillance from the businesses that abut all the main walking routes. The local area is well lit and generally benefits from wide footways and dropped kerbs.
- 3.12 Pedestrian crossings are provided at various points along Waterloo Road and the A5052 New Quay road on the route to Liverpool city centre, as shown on **Figure 3.2** below. The existing footbridge connecting the Central Docks, where the proposed Isle of Man Ferry Terminal will be located, to Princes Parade will also be refurbished by Peel, providing further pedestrian connections to the surrounding pedestrian network.

**Figure 3.2 - Pedestrian Crossing Facilities Plan**



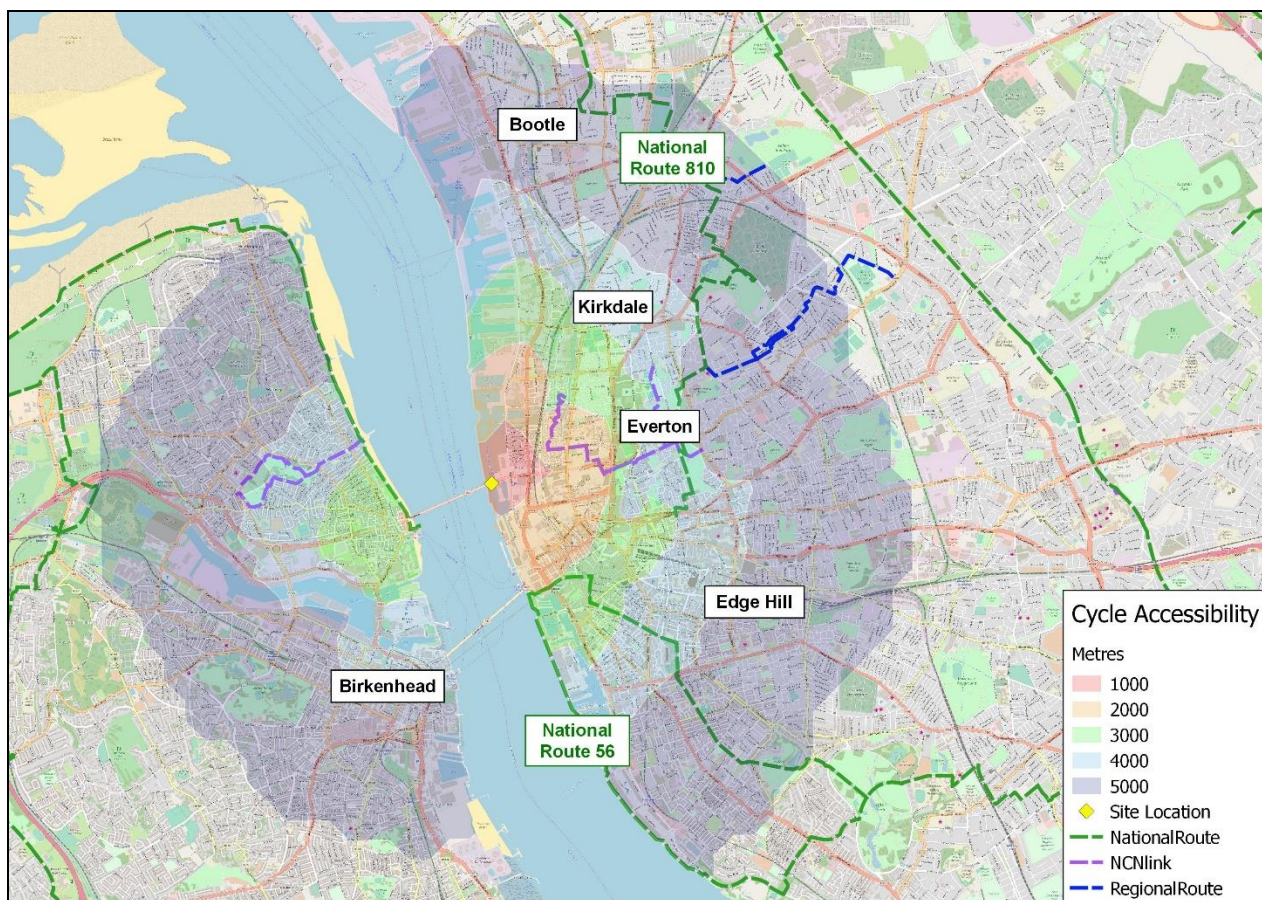
- 3.13 It should also be noted that as part of the approved Northern Link Road connecting Waterloo Road to the planned Isle of Man Ferry Terminal, high quality pedestrian and cycle links will be provided and the junction with Waterloo Road will be significantly upgraded to a signal controlled junction with signalised crossings provided across the link road and the northern and eastern arms of the junction. The location of the approved signal crossing is also shown on **Figure 3.2** above.
- 3.14 Overall, the site benefits from high levels of accessibility by foot, with Liverpool city centre only a short walk from the site, providing opportunities for linked shopping, leisure and recreation trips as well as transport connections.
- 3.15 LCC have requested a £100,000 contribution towards enhancing pedestrian/cycle connectivity. However, this is not considered to be justified for the following reasons:-
- High quality pedestrian and cycle routes will be introduced as part of the link road in addition signalised crossing at the junction where the link road meets Waterloo Road;
  - The development will provide a high-quality pedestrian / cycle walkway along the frontage to the dock which will connect into the footway provided by the IoM ferry to the south and future connections into the wider central docks area to the north;
  - The existing pedestrian and cycle infrastructure is considered to be of a good standard with crossings provided at various points along Waterloo Road and the A5052 New Quay road.

### **Cycle Accessibility**

- 3.16 Transport policy identifies that cycling represents a realistic and healthy option to use instead of the private car for making journeys up to 5km as a whole journey or as part of a longer journey by public transport.
- 3.17 GIS TRACC software has again been used to assess the accessibility of the site by bicycle, for a 5km cycle distance and is shown on **Figure 3.3** below:-



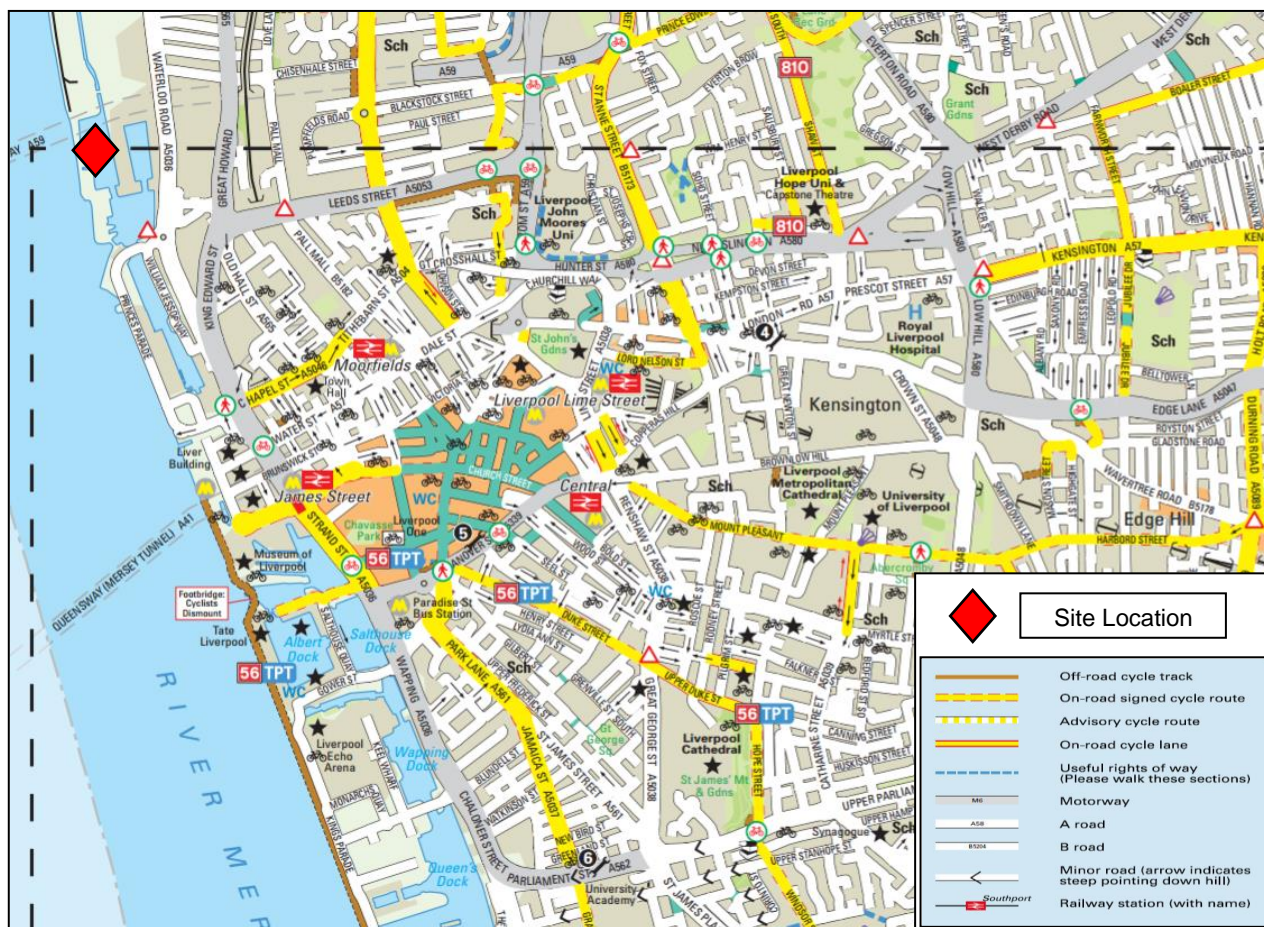
**Figure 3.3 - Cycle Accessibility 5km Isochrone**



- 3.18 The plan demonstrates that all of Liverpool city centre and the nearby areas of Bootle, Kirkdale, Everton and Edge Hill, amongst others, are all located within the 5km catchment area from the development site. The topography of the area is generally conducive to cycling, so the site is therefore well located to encourage cycle journeys for prospective residents.
- 3.19 There is a City Bike station located on Waterloo Road approximately 120m south of the approved Waterloo Road / Northern Link Road junction which will encourage prospective residents that do not own a bicycle to cycle between the development site and Liverpool city centre.
- 3.20 **Figure 3.3** also shows the sites proximity to the National Cycle Network Route 56 and 810. The two routes provide a useful connection in a north-west south-east direction from the development site and are made up of sections of both on road and off-road cycle routes. Route 810 provides a link from Liverpool city centre to Formby via Crosby and Hightown and route 56 links Liverpool to Birkenhead, Wallasey and New Brighton via the Seacombe Ferry.
- 3.21 **Figure 3.4** below shows the available cycle facilities in the vicinity of the site.



**Figure 3.4 – Cycle Facilities Plan**



- 3.22 As the application site is within an acceptable cycle distance of a range of areas and associated facilities, cycling is considered to be a viable alternative to private car use for prospective residents of site, particularly when secure cycle parking is also being proposed.

### Public Transport

- 3.23 The nearest accessible bus stop to the site is located on Waterloo Road, approximately 100m north of the approved junction.
- 3.24 In addition, a further bus stop is situated around 300m northeast of the approved junction, on the A565 Great Howard Street. Details of the bus services and frequencies which use these stops are provided in **Table 3.1** below:-

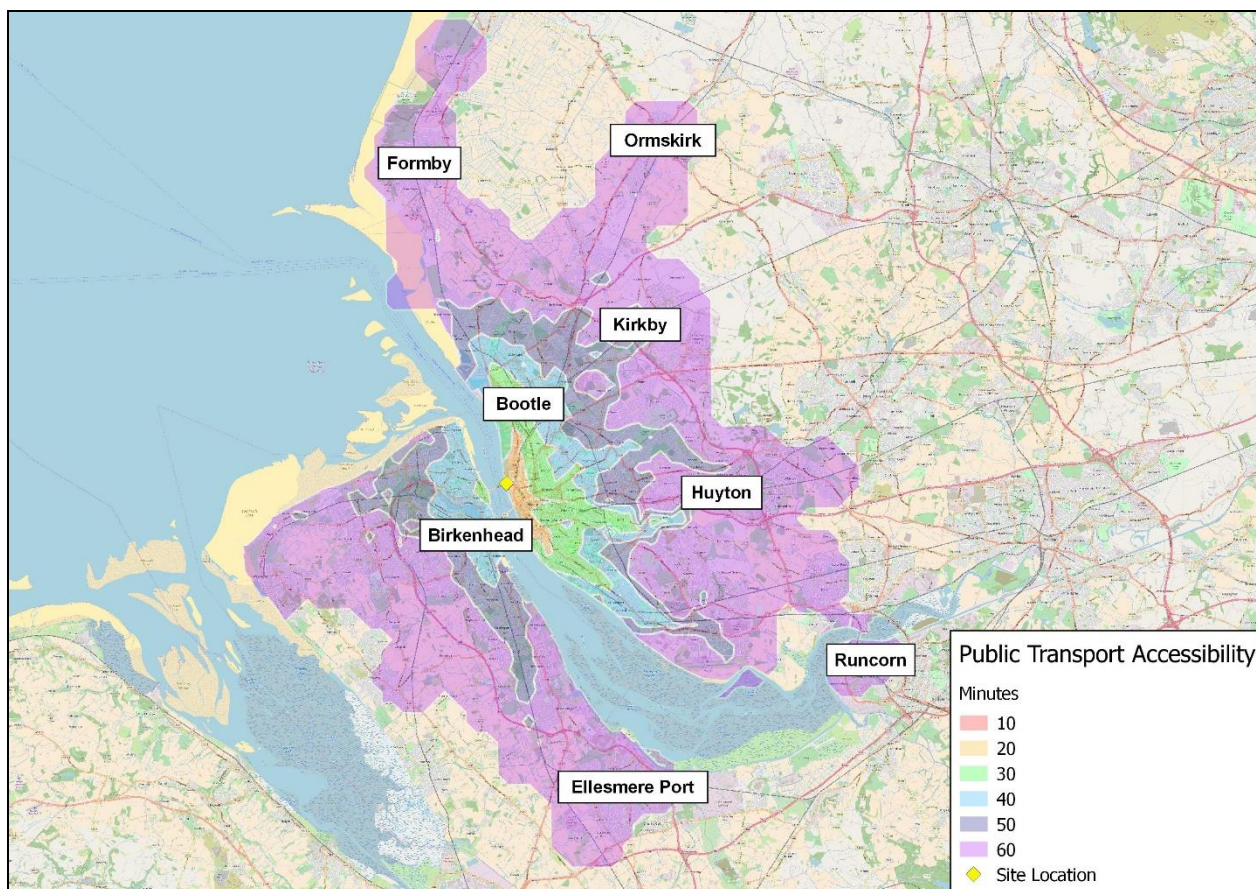
**Table 3.1 – Bus Services:**

Service No.	Route	Core Frequency of Services
136	Waterloo - Liverpool	Five services Daily – Monday to Friday
800	Speke, Liverpool - Seaforth, Litherland	One service Daily – Monday to Friday
838	Hunts Cross, Liverpool - Seaforth, Litherland	One service Daily – Monday to Friday

- 3.25 The above table demonstrates that prospective residents and employees of the site will have access to bus services stopping very close to the site which provide access to key destinations.
- 3.26 In terms of rail services, Moorfields Merseyrail station and James Street Merseyrail station is located 1.4km southeast of the site and are both therefore well within an acceptable walking and cycling distance. Both railway stations offer regular direct services throughout the week including services approximately every 15 minutes to Southport, Bootle and Hunts Cross. The stations also offer further connecting services to Manchester, Warrington and Birkenhead, amongst others.
- 3.27 Both railway stations are well within the acceptable cycling (5km) catchment from the development site, and provide good connections to employment and leisure opportunities. Also, Liverpool Lime Street Station is within the acceptable cycling distance from the site and is the primary rail station in Liverpool that provides connections to locations both regionally and nationally. It is served by East Midlands Trains, London Midland, Merseyrail, Northern, Transpennine Express and Virgin Trains at a high frequency. The above services run directly to Birmingham New Street, Manchester Stations, London Euston and Norwich, amongst others.
- 3.28 The level of accessibility by public transport has been analysed using GIS TRACC software to assess the accessibility of the site and is shown on **Figure 3.5** below. The figure illustrates the distance that can be travelled within 60 minutes by public transport to and from the site, which includes the time taken to walk to the bus stops.



**Figure 3.5 – 60 Minute Public Transport Catchment Isochrone**



- 3.29 The above demonstrates that the site is within a close proximity to a number of bus and railway links, serving both the local area and other destinations further afield. The figure shows that key areas of Liverpool, Birkenhead, Bootle, Runcorn and Kirkby, amongst others, are in an acceptable 60-minute commute time.
- 3.30 It is noted that Merseytravel have suggested that the development provides adequate access to the public transport network and fund the provision of public transport infrastructure (i.e. bus stops and bus service). It should be noted that as part of the wider Liverpool Waters development a public transport enhancement Strategy is to be development detailing how the proposed transport improvements will be implemented progressively alongside development. Having regard to this and as no public transport improvements are to be provided as part of the IoM permission, it is not reasonable for this development to fund such improvements.

### Summary

- 3.31 The above assessments demonstrate that the site is in an accessible location with good potential for use of sustainable transport modes, and has a large range of local amenities within close proximity.

## **4.0 TRAVEL PLAN ADMINISTRATION**

### Travel Plan Coordinator

- 4.1 The travel plan will be managed by a travel plan coordinator (TPC). The TPC will provide a key role in delivering a successful travel plan for the development. The TPC role for the residential development would most commonly be overseen by a Management Company, which in time could evolve to be overseen by the residents of the site themselves.
- 4.2 The TPC role will be established prior to the opening of the development, and will act as the fulcrum for the development of the travel plan measures and the day to day operation of the plan. Once appointed, the TPC will act as the main contact for the travel plan and will be responsible for implementing plan measures, involving new residents, maintaining a database and monitoring the effects of implementation.
- 4.3 The TPC will inform the LPA and the appropriate local public transport operators of their contact details. Similarly, the TPC will obtain the contact details of the owners and complete a 'Contact' form to provide easy reference when dealing with travel plan matters.
- 4.4 The TPC will be the first point of contact for all residents and other outside organisations in all matters regarding travel to and from the site, therefore the TPC will set up a file for all correspondence relating to each travel plan, and keep it up-to-date.
- 4.5 If required, the TPC will nominate other people to whom travel plan duties can be delegated; however, the designated TPC will retain overall responsibility for all matters pertaining to the travel plan for each element of the development. The TPC will record details of nominated persons along with their delegated duties within each respective travel plan file, if necessary.
- 4.6 The primary target of the travel plan will be to replace private car journeys with other means of more sustainable transport. The majority of private car journeys are commuter trips made to and from a workplace; this therefore represents a useful starting point to target.

### Funding

- 4.7 Appropriate funding will be allocated by the developer at the start of the travel plan process to cover the costs involved in administering the travel plan over an agreed time period.
- 4.8 The funding will cover all costs relating to the TPC, implementation of measures, marketing of the travel plan, annual monitoring and submission of a review to LCC. The funding stream will allow the travel plan to operate for a minimum of five years, subject to LCC requirements.



## **5.0 TRAVEL SURVEY**

- 5.1 Travel surveys are undertaken in order to understand how residents travel, how they would like to travel and what would encourage them to make those changes; repeat surveys are used to monitor ongoing travel patterns, over time.
- 5.2 As part of the travel plan, regular residents' travel surveys will be required. The survey responses provide an indication of what targets would be most appropriate, and which measures would be most successful in helping to achieve them.
- 5.3 The surveys will be produced by the TPC and disseminated to residents (and staff at the commercial units) within three months of first occupation of the site, to collect the following data:
- Destination postcode (residents) / Origin postcode (staff);
  - Typical working patterns;
  - Mode of travel to work;
  - Measures that would encourage use of active travel modes or public transport;
  - Barriers to use of active travel modes / public transport.
- 5.4 The TPC will strive to achieve a 30% return rate for surveys. The survey responses will be entered into a spreadsheet to enable modal shift to be tracked over time, and provide guidance on which measures are most likely to encourage modal shift. The findings will be used to update the travel plan and to confirm or modify the identified targets and measures. The travel plan will be resubmitted to LCC within 3 months of the survey closing.
- 5.5 The TPC will agree the annual targets with the LPA within 1 month of submission of the survey review reports. The agreed short-term annual targets will form the basis of the annual review and monitoring process to gauge the effectiveness of the travel plan.
- 5.6 All data collected from the travel survey will be subject to the provisions of the Data Protection Act. To ensure confidentiality, the TPC alone will manage the database and be responsible for the release of information, with all data being used solely for travel plan purposes.

### Future Surveys

- 5.7 Changes to existing travel patterns, as derived from the data, will inform the annual review process. The annual review will summarise the data collected, and propose revised initiatives and measures where targets have not been met, including a revised action plan.

- 5.8 The TPC will undertake a survey annually (at the same time of year), and submit the results of the annual review to LCC for review and discussion, within 3 months of the monitoring period. Surveys will be undertaken for the first five years of the development, following occupation. The TPC will be responsible for the surveys, together with delivery of the travel plan.

## **6.0 TRAVEL PLAN TARGETS**

### Objectives

- 6.1 Objectives are required to give a travel plan direction and focus. Targets are measurable and help to indicate whether the high-level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the travel plan.
- 6.2 The travel plan recognises that there is not one specific mode of transport suitable for all residents and staff and that there need to be a number of alternatives in place. The travel plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.
- 6.3 This travel plan has been prepared to achieve the following objectives:
- Reducing the transport impact of the development, by reducing reliance upon the car and improving awareness and usage of alternative modes;
  - Increasing opportunities for residents, by promoting walking, cycling, public transport and car sharing;
  - Minimising the total travel distance of residents and staff;
  - Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.

### Modal Share Targets

- 6.4 Baseline travel surveys will be carried out and analysed by the TPC, which will establish the existing travel patterns of residents / staff and will inform the initial year one Modal share targets. The targets will be updated following annual travel survey analysis to ensure they are representative of SMART targets based on the actual population.

### Indicators

- 6.5 The TPC will be responsible for implementing measures at the site, which are set out in an action plan later in this report. The measures will be reviewed annually following monitoring, to identify whether the programmed measures are the most appropriate, and if not, what replacement measures need to be identified. Any new measures will be set out in a revised action plan, alongside timescales for implementation.
- 6.6 Milestones to assess progress against the travel plan objectives and targets include:

- Issue of travel information to residents upon site occupation;
- Uptake of the various measures, including interest in car sharing.

6.7 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

## **7.0 TRAVEL PLAN MEASURES**

7.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost-effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with residents is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular.

### Travel Awareness

7.2 Good accurate information on the range of services and travel initiatives available will be a critical element of a successful travel plan.

7.3 The TPC will make new residents aware of the existence of the travel plan by providing them with a welcome pack summarising the travel plan, both within the sales suite prior to rental / purchase, as well as upon occupation of the property. This will help to ensure that sustainable travel patterns are created from the outset.

7.4 The welcome pack information would include, though not exclusively, the following:

- An introductory leaflet providing a summary of the travel plan, listing any key measures along with the contact details of the TPC;
- A map showing the location of the development in relation to the local area, highlighting key local facilities such as health, education and shopping within easy walking distance of the site;
- Public transport information, including:
  - A map showing the location of the accommodation in relation to the local area, highlighting nearby bus stops, and tram and train stations;
  - Details of existing bus services from nearby stops.
- Active travel information, including:
  - A map showing local cycle and walking routes;
  - The location of Citybike stations;
  - Details of local bike repair shops/retailers, along with available training and maintenance sessions.
- Information about car sharing;
- Details of local taxi firms.

- 7.5 Travel information noticeboards (TIBs) will be installed in communal areas, as well as within the commercial units, to encourage resident and staff travel via sustainable modes. They will provide up-to-date travel information, promotion of sustainable travel events including Bike Week / Walk to Work Week, and contact details for the TPC.
- 7.6 The TPC will promote and encourage participation in national and local events, organised by others, aimed at promoting awareness of sustainable transport. The range of events that will be promoted will be agreed and co-ordinated with LCC.

#### Walking

- 7.7 The TPC will encourage walking by implementing the following initiatives:
- Raise awareness of the health benefits of walking through promotional material on noticeboards and in welcome pack;
  - Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
  - Promote the [www.walkit.com](http://www.walkit.com) website for journey planning on foot (<http://walkit.com/cities/liverpool/>).
  - Liaise with a local taxi firm to provide competitive rates in case of emergency to replace a regular walk journey; and
  - Promote walking to work, for example, using national events such as Walk to Work Week (May, annually) ([www.walktoworkweek.org.uk/](http://www.walktoworkweek.org.uk/)).

#### Cycling

- 7.8 The TPC will encourage cycling by implementing the following initiatives:
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website (<http://www.sustrans.org.uk/>) as well as on the Merseytravel website (<http://www.merseytravel.gov.uk/travelling-around/cyclingandwalking/Pages/Cycling.aspx>);
  - Provide information to residents/staff on any local cycle proficiency 'Bikeability' courses;
  - Encourage signing up to the 'BikeBUDI' scheme which offers a journey matching service for those who would like a cycling partner to help build confidence, skill level etc.
  - Promote Bike Week in June (<http://bikeweek.org.uk/>);
  - Investigate interest in setting up a Bicycle User Group to encourage residents to cycle to work;

- Provide details of the Citybike scheme including docking station locations and tariffs (<https://www.citybikeliverpool.co.uk/>) ; and
- To assist in improving conditions for cycling locally, the TPC will establish contact with the cycling officer at LCC to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site.

#### Public Transport Information

7.9 The TPC will encourage use of public transport by implementing the following initiatives:

- Provide up-to-date public transport information including route maps within welcome packs and on noticeboards;
- Provide details of websites and telephone advice services to enable residents/staff to obtain details on their individual journeys, including Merseytravel's travel website (<http://www.merseytravel.gov.uk/Pages/Welcome.aspx>). Liaise regularly with public transport operators to ensure that information remains valid; and
- Work with the local authority to ensure local bus stops remain to an acceptable standard.

#### Car Sharing and Car Clubs

- 7.10 The TPC will set up an informal car sharing scheme within 3 months of occupation of the site. Information about the scheme will be placed in the welcome pack and on noticeboards.
- 7.11 Should sufficient demand be present, the TPC will set up a 'formal' car share scheme for residents using online software. Interest in a formal scheme will be assessed as part of the first annual review of the travel plan.
- 7.12 The TPC will also promote the potential for car club usage. Enterprise Car Club currently operates in close proximity to the site and reduces the need for private car ownership.

#### Marketing Summary

- 7.13 The TPC will be responsible for providing residents and staff with an overview of the travel plan in order to promote a range of modes of transport and increase awareness of the alternative modes.
- 7.14 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:

- Development of materials to promote the travel plan, including a welcome pack providing a summary of the travel plan and key measures for implementation, to be disseminated to residents upon initial interest in the properties, as well as upon occupation;
- Resident and staff travel information noticeboards will be set up, to promote new and ongoing measures along with events, for example, linked to Bike Week and European Mobility Week. Noticeboards will be maintained by the TPC on a biannual basis, or as required.
- Updated information will be communicated to residents and staff, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.



## **8.0 PLAN MONITORING AND REVIEW**

- 8.1 To establish the success of the travel plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review of targets.

### Monitoring

- 8.2 Monitoring of the plan is important for the following reasons:
- It demonstrates to the local authority the effectiveness of measures implemented and the progress being made towards travel plan objectives;
  - It justifies the commitment of the TPC and of other resources;
  - It maintains support for the travel plan by reporting successes;
  - It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
  - The data can be shared with any other nearby residential travel planning sites, as well as inform the local authority and public transport operators of local travel patterns.
- 8.3 The surveys will be used to monitor the number of residents (and staff) walking, cycling, travelling by car and public transport to and from the site. The results will then be used to identify initial mode share targets.
- 8.4 The TPC will monitor travel patterns associated with the site on a regular basis. Surveys will take place on an annual basis for the first five years of site operation.

### Reviewing

- 8.5 The TPC will undertake an annual review of the travel plan following monitoring, in conjunction with LCC. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
  - Comments received from residents and staff.
- 8.6 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, with agreement with the local authority, in order to maintain a realistic travel plan goal.

- 8.7 The TPC will also use spot check data and may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.
- 8.8 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review and agreement within 3 months of surveys being undertaken. This will take place for the first five years; any further reporting will be undertaken by agreement with the local authority.

## 9.0 ACTION PLAN

9.1 The action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the budget required in order to deliver each action.

Action	Target Date	Responsibility	Budget Indication
<b>Initial Setup – Prior to Occupation</b>			
Appointment of TPC	At least 1 month prior to site occupation	Developer	Staff time
Exchange contact details with relevant LCC Officers	At least 1 month prior to site occupation	TPC	Staff time
Obtain public transport info, maps, car sharing information etc. to provide to residents & staff	At least 1 month prior to site occupation	TPC	Staff time
Procure and produce information to provide to residents & staff	2 weeks prior to site occupation	TPC	Staff time + materials
Negotiate with local taxi firm for reduced price travel	2 weeks prior to site occupation	TPC	Staff time
<b>Upon Occupation</b>			
Issue travel info to residents and staff	Upon occupation	TPC	Staff time + printing
Ensure travel noticeboards are erected and populated, and further leaflets/info are available	Upon occupation	TPC	Staff time + noticeboards
<b>Within 3 Months of Occupation</b>			
Issue travel survey to residents/staff; analyse and issue final travel plan to LCC within 3 months of survey completion	Within 3 months of occupation	TPC	Staff time
Promote any local area cycle training and cycle maintenance sessions	Within 3 months of occupation	TPC	Staff time
Set up informal car share scheme	Within 3 months of occupation	TPC	Staff time

<b>Ongoing Tasks</b>			
Provides updates re any service or provision changes with regard to local transport	6 monthly to align with seasonal timetable changes	TPC	Staff time
Implement measures in line with requirements / interest, including promotion of national annual events such as Bike Week and Walk to Work Week	Ongoing	TPC	Staff time
<b>Annual Monitoring / Review</b>			
Conduct repeat travel survey at same time of year as baseline survey, for four years	For four years after baseline survey completed	TPC	Staff time + printing
Analyse responses, produce progress report and submit to LA	Within 1 months of survey completion	TPC	Staff time
Report updates to residents & staff using noticeboards	Within 1 month of analysis taking place	TPC	Staff time + printing
Continue regular monitoring as set out and agreed with LA	As agreed with LA	TPC	Staff time

## **10.0 CONCLUSION**

- 10.1 This travel plan reviews the existing transport facilities at the development site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 10.2 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:
- Reducing the transport impact of the development, by reducing reliance upon the car and improving awareness and usage of alternative modes;
  - Increasing opportunities for residents, by promoting walking, cycling, public transport and car sharing;
  - Minimising the total travel distance of residents and staff; and
  - Promoting healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 10.3 This document will assist in ensuring that the development is sustainable.