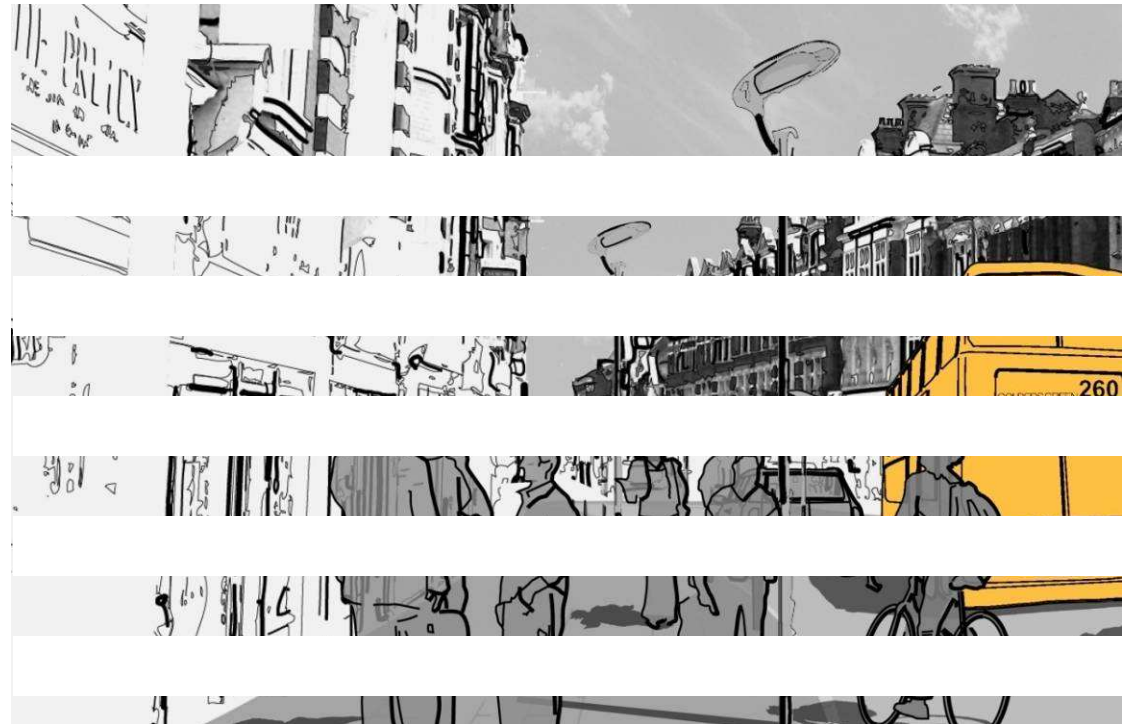
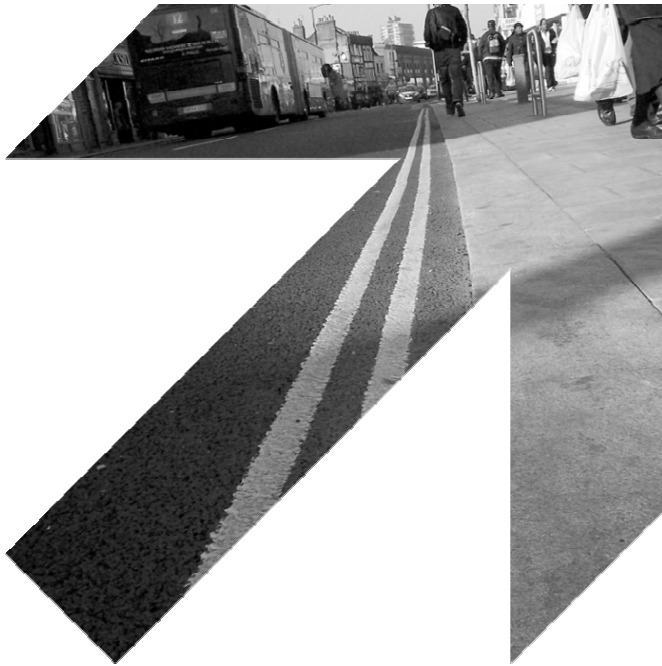


Bio Innovation Centre Framework Travel Plan



Document Control

Project: Bio Innovation Centre, Daulby Street
Client: Royal Liverpool and Broadgreen University Hospital Trust
Report Title: Framework Travel Plan
File Origin: Final Framework Travel.pptx
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Issue	Date	Status
1	28 th November 2011	Draft
2	14 th December 2011	Updated

Introduction

JMP Consultants Ltd [JMP] has been commissioned by Royal Liverpool and Broadgreen University Hospital Trust (RLBUH) to prepare a Framework Travel Plan in support of a planning application for a Bio Innovation Centre on Daulby Street, Liverpool.

The site, which currently forms part of the Royal Liverpool University Hospital (RLUH) site, is located on the corner of Daulby Street and Prescott Street. The site which is currently used as a hospital car park is currently accessed from Daulby Street. A site location plan is included as **Figure 1.1 at Appendix A**.

The proposed development is a Bio Innovation Centre providing both laboratory and office space. It is likely that laboratory and associated office space will be leased to occupiers for research and development purposes.

The Travel Plan will assist in encouraging sustainable travel to the development by staff who are employed to work within the Bio Innovation Centre.

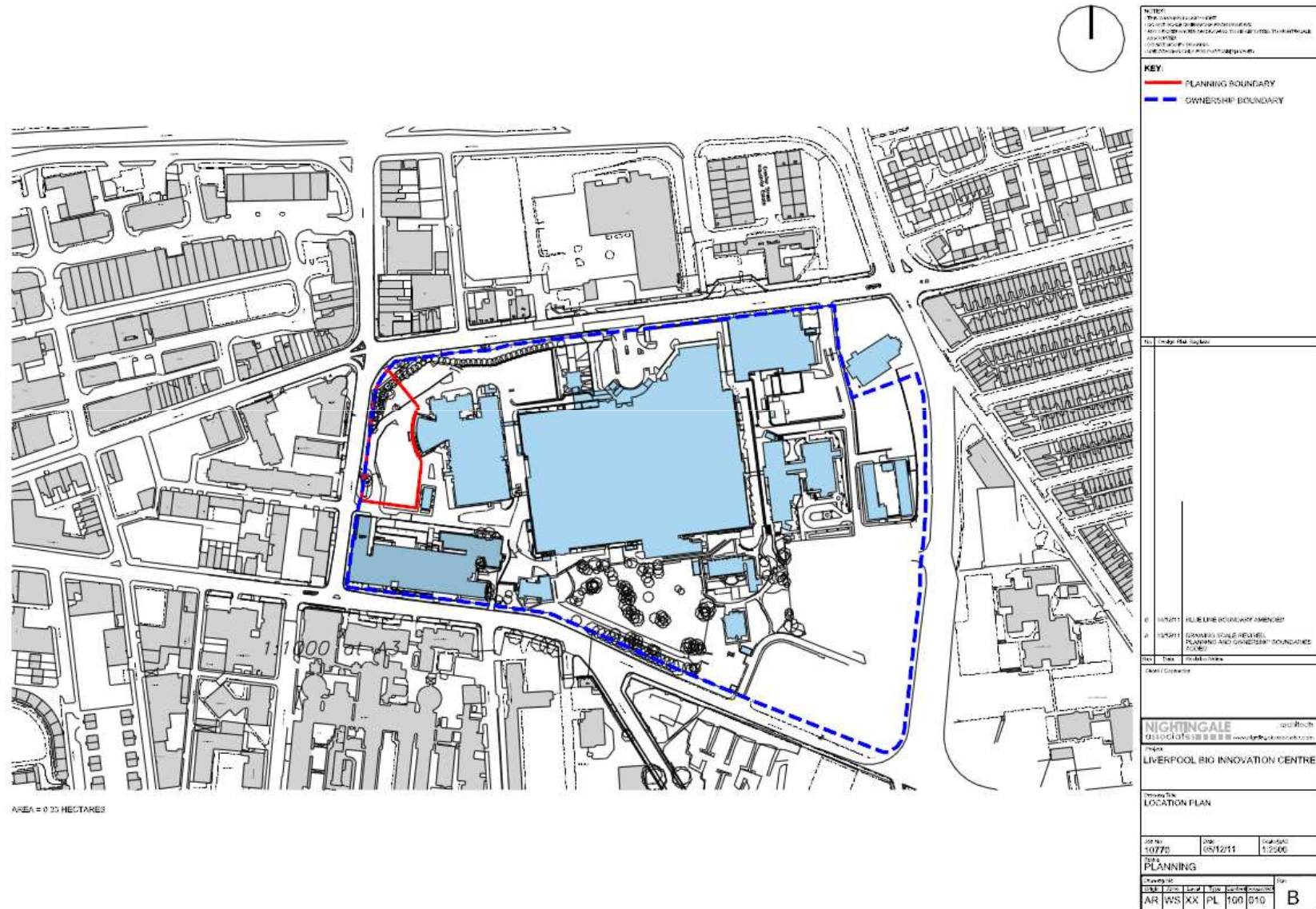
Scope of the report

This report is set out in 13 sections including this introduction, as follows:

2. Policy Context
3. Travel Plan Approach
4. Proposed Development
5. Travel Plan and Transport Assessment
6. Travel Plan Objectives
7. Site Audit Summary
8. Travel Plan Targets
9. Travel Plan Measures
10. Travel Plan Implementation
11. Travel Plan Monitoring
12. Travel Plan Guidance
13. Conclusions

1. Introduction

Site Location Plan



National Context

With the Government's acknowledgement that Britain cannot simply build its way out of congestion, non-engineering measures to tackle the country's transport problems have been given much more prominence. Travel Plans together with transport assessments are becoming an increasingly important tool in the delivery of sustainable outcomes.

DETR (1998) White Paper "A New Deal for Transport: Better for Everyone"

In 1998, the DETR published its Transport White Paper "A New Deal for Transport: Better for Everyone". This sets out the Government's policies for the future of transport and places an emphasis on the need for a sustainable and integrated transport system. Travel by foot, bicycle and public transport is therefore to be encouraged. Key initiatives within the White Paper included: Quality Partnerships with public transport operators; Local Transport Plans; Road User Charging; Workplace and Non-Workplace Parking Charges, and Green Transport Plans

DETR (2001) Planning Policy Guidance Note (PPG) 13: Transport

In March 2001, the DETR published a revised version of Planning Policy Guidance Note (PPG) 13: Transport to replace the previous 1994 version. The main objectives of the revised PPG13 are "to integrate planning and transport at the national, regional, strategic and local level to:

- "promote more sustainable transport choices; and
- reduce the need to travel, especially by car."

Key themes within PPG13 that are of direct relevance to the proposed development include: the need to ensure accessibility by and promote public transport, walking and cycling and the use of Travel Plans. With regard to planning issues, the key role of Travel Plans is seen as helping to deliver sustainable transport objectives including reducing car use; reducing traffic speeds; increasing use of walking cycling and public transport; and improving road safety for all. It is stated that Travel Plans should be developed in consultation with the local authority and local transport providers when they are to accompany a planning application.

DfT (2002) Travel Plan Resource Pack for Employers

This guidance updates the DETR 2000 Travel Plan Resource Pack for Employers and provides a range of advice to help organisations effectively develop, implement and monitor travel management strategies. This advice states that good Travel Plans will be based on current travel patterns, have clear objectives and targets and will have established monitoring procedures. The guidance explains how to set clear objectives, targets and indicators to help make a Travel Plan achievable and gives examples of a series of measures that may be implemented as part of a Travel Plan. These relate to the promotion of walking, cycling, public transport and car sharing. The need for "sticks" and "carrots" is also highlighted to discourage car use, whilst actively promoting alternative modes.

National Context Continued....

ODPM/DfT (2002) Using the Planning Process to Secure Travel Plans

In July 2002, the Office of the Deputy Prime Minister (ODPM) and the Department for Transport (DfT) issued new best practice guidance for local authorities, developers and occupiers on using the planning process to secure Travel Plans. The guidance sets out much more specific detail on the local authority and applicant's role in developing effective Travel Plans through the planning process. It highlights the need for a consistent but flexible approach to Travel Plans.

DfT (2009) Good Practice Guidelines: Delivering Travel Plans through the Planning Process

In April 2009, the Department for Transport (DfT) updated the 2002 document 'Using the Planning Process to Secure Travel Plans' following increases in the need to integrate sustainable travel and transport when planning new developments. The new good practice guidelines aim to improve the understanding of all stakeholders to secure an effective policy framework, determine when a Travel Plan is required, how it should be prepared and what it should contain within the context of an integrated planning and transport process. They will help to ensure that where Travel Plans are put in place for new developments, they are effective and deliver the expected changes in travel behaviour. The document particularly focuses on the way in which planning and Travel Plans currently interrelate and how this could be made more effective.

DCLG (2011) National Planning Policy Framework

The document which sets out the Government's requirements for the planning system aims to replace all Planning Policy Guidance notes (PPG) and Planning Policy Statements (PPS) with a single document and. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities. Regarding transport the framework sets out that development should be in highly accessible and sustainable locations.

Local Context

Merseyside Local Transport Plan 2011 - 2015

The third Local Transport Plan for Merseyside (LTP) provides the statutory framework for the policies and plans that will guide the future provision of transport in Merseyside. The vision for transport on Merseyside is:

“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.”

In order to support the city region and achieve the vision the LTP has six key goals:

- Help create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, Local Enterprise Partnerships and Local Strategic Partnerships.
- Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability.
- Ensure the transport system promotes and enables improved health, wellbeing and road safety.
- Ensure equality of travel opportunity for all, through a system that allows people to connect easily with employment, education, healthcare, other essential services and opportunities.
- Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.
- Maintain our assets to a high standard.

LCC Supplementary Planning Document: Ensuring a Choice of Travel

The SPD sets criteria for when Transport Assessments/Statements and Travel Plans will be required for new development, LCC's 'minimum accessibility requirements', required parking standards and servicing arrangements. The main objectives of the document 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;
- Improving 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.

Local Context

Merseyside TravelWise

Merseyside TravelWise is a partnership between the five local authorities of Merseyside and Merseytravel. The partners identify that the way we get around has a big impact on our quality of life and that growing dependence on car travel is having a detrimental effect on our environment, health and economy. Their programme includes raising awareness of the effects of increased car use and the benefits of walking, cycling, car sharing or increased public transport use. They also work with businesses and organisations to develop Travel Plans in order to reduce their impact on traffic generation and make it easier for employees to reach their place of work.

The Merseyside TravelWise team have a website, which provides a wealth of information on effective Travel Planning (including workplace, residential and school Travel Plans).

National and Local Policy Conclusions

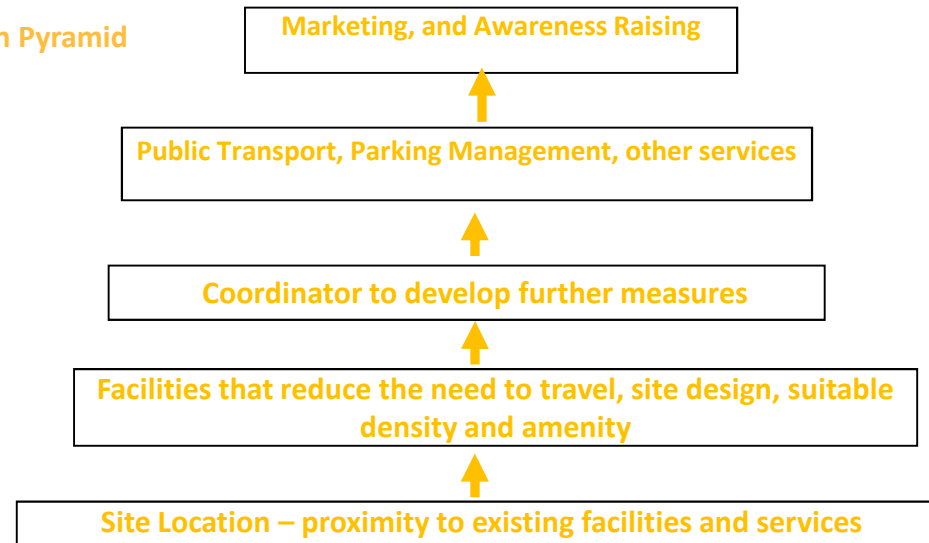
There are numerous relevant national policy documents and guidance relating to Travel Plans and sustainable transport. This highlights the importance and benefits of Travel Plans. These wider policies should provide additional support to Travel Plans in terms of promoting alternative modes of transport to the car.

3. Travel Plan Approach

Travel Plan Approach

Recent DfT guidance (2009) recommends that it may be useful to view the Travel Plan as a pyramid of measures, some of which will form the foundations of the Travel Plan whilst others will be related to the outcomes from the Transport Assessment. Figure 3.1 illustrates the pyramid approach.

Figure 3.1 Travel Plan Pyramid



A Travel Plan is a package of objectives, targets and measures developed by an organisation or group of organisations to promote more sustainable means of travel and reduce reliance on the private car. A Travel Plan has the benefit of making the development more accessible to all users, therefore helping to promote social equality within the local community. Prior to the occupation of the development, a Framework Travel Plan is required as a means to improve site accessibility and meet the objectives, targets and delivery mechanisms identified within the full Travel Plan once the site is occupied.

Travel Plans are an increasingly important tool in order to facilitate sustainable development. Together with Transport Assessments, they provide the mechanism for assessing and managing access to new or redeveloped sites. Travel Plan benefits can include an increased choice of travel mode, reduced journey times, and money savings for the site users. The local environment can benefit from improved air quality, and less congestion and noise. Developing and implementing a Travel Plan should be a dynamic process, subject to a continuous cycle of action-monitoring-review. To help give it direction and focus, it is important to set out objectives for the developer, and future site users.

3. Travel Plan Approach

Travel Plan Approach

A Travel Plan should aim to reduce the environmental, economic and social impacts caused by increasing road traffic levels.

A Travel Plan is a package of objectives, targets and measures developed by an organisation or group of organisations to promote more sustainable means of travel and reduce reliance on the private car.

Travel Plans are an increasingly important tool in order to facilitate sustainable development. Travel Plan benefits can include an increased choice of travel mode, reduced journey times, and financial savings for the site's users. The local environment can benefit from improved air quality, less congestion and noise.

A Travel Plan has the benefit of making a site more accessible to all users, whether they have access to a car or not, and therefore helps to promote social equity.

Developing and implementing a Travel Plan should be a dynamic process, subject to a continuous cycle of action-monitoring-review.

Travel Plan Benefits

Developer - Travel Plan benefits:

Decreased pressure on the car parks

Improved corporate social responsibility

Can be used as part of environmental management in support of initiatives such as the 'green flag' accreditation

Reduced carbon emissions associated with the development

Addresses health and wellbeing of site users

Improved site health and safety

Good relationship with local community through reduced congestion and parking problems

Strategy in place to support any future development aspirations

Supports the existing travel plan for the RLBUH site

Innovation Centre Travel Plan benefits:

Improved accessibility to the site by all modes of transport

Improved health and wellbeing of all site users

Greater choice of travel options for site users – increasing attractiveness of site

Less traffic congestion at the site

4. Proposed Development

Proposed Development

The current proposal is for the construction of a Bio Innovation Centre. The centre will enable scientific research and development to be undertaken in purpose built laboratories and associated office space. Some flexible space will also be made available that will be able to be used to host seminars.

Operational Hours

The Bio Innovation Centre will not have fixed operational hours due to the nature of work undertaken. Core operational hours will however be 0800 – 1800 with seminar events taking place periodically during the evening time.

Occupiers

35 laboratories are proposed within the centre for lease with associated office accommodation also available. It is estimated that the centre will accommodate up to 400 individuals with a maximum of 300 individuals expected on site at any one time.

The requirement for occupiers to participate within the travel plan will be set out within lease documents.

Parking Provision

A Supplementary Planning Document 'Ensuring a Choice of Travel' has been developed in partnership with the Merseyside Local Authorities and Merseytravel in order to provide consistent guidance to developers on access and transport requirements including parking standards for new development across the wider Merseyside area.

The proposed development will provide twenty car parking spaces which will be made available for disabled and visitor car parking as well as some staff parking.

20 car parking permits are also to be made available to occupiers of the Bio Innovation Centre to be able to park within the hospital car parks. Additional car parking is available in nearby car parks.

4. Proposed Development

Figure 4.1 – Site Layout Plan



Bio Innovation Centre Travel Plan

It is proposed that the Travel Plan for the Bio Innovation Centre will be progressed as follows;

Framework Travel Plan – to accompany outline planning permission, setting high level Travel Plan objectives

Final Travel Plan – submitted within six months of first occupation.

This the framework Travel Plan is being submitted as part of the outline planning permission for the Bio Innovation Centre. It is vital that the objective of the Framework Travel Plan and the Final Travel Plan is to maximise the potential of this site by encouraging a high percentage of travel to and from this site by sustainable transport modes where appropriate. This is to be done by encouraging the use of the walking, cycling and public transport infrastructure already in place by staff and visitors to the centre.

Transport Statement and Site Audit

The transport statement which should be read in conjunction with this document assesses the current accessibility of the development site by all modes. A review of access on foot, bicycle, public transport and private car has been carried out. In addition a Minimum Accessibility Standard Assessment has been carried out in accordance with Liverpool City Council requirements. In the interests of keeping the planning application documents concise these assessments are not repeated here.

The transport statement calculates the person trip generation of the development by all modes.

Royal Liverpool and Broadgreen University Hospitals NHS Trust Travel Plan

The Royal Liverpool and Broadgreen University Hospitals NHS Trust(RLBUH) implement a well developed travel plan at the Royal Liverpool University Hospital site. Where possible the Bio Innovation Centre will seek to work collectively with RLBUH to benefit from the economies of scale in implementing joint or complementary travel plan measures.

Travel Plan Objectives

Introduction

The Travel Plan recognises that this is a unique site and that there is not one specific mode of transport suitable for all site users and that there needs 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.

The following features of the site location make it suitable for encouraging sustainable travel behaviour:

- The site is located in an ideal location for promoting travel by foot and cycle by staff working in the centre;
- The site is well served by public transport with both frequent local bus services and services to nearby rail stations calling immediately outside the site;
- Staff working at the centre will be subject to measures set out in both this travel plan at that of the RLBUH.

Specific Travel Plan targets will be set once the site travel survey has been completed and analysed. The Framework Travel Plan has set the following objectives :

- To provide safe access to the development site by a variety of transport modes;
- To promote and maximise the proportion of all users to the site by more sustainable modes, for example, public transport, walking and cycling;
- To provide information regarding the choice of alternative transport modes available;
- To promote active travel modes to staff; and
- To minimise traffic generation on the local road network.

Site Audit Summary

Introduction

A site audit was undertaken by JMP to assess the layout and accessibility of the proposed centre site and the surrounding area. Full details of access to the site are provided in the Transport Statement, with a summary below.

Site Location and Description

The proposed development site is located on Daulby Street/Prescot Street on the existing Royal Liverpool University Hospitals (RLUH) site.

The site is bounded by the RLUH to the south and east, Daulby Street to the west and Prescot Street to the north. The proposed development site is currently used as car parking for RLUH.

Land use in the immediate vicinity of the site are healthcare institutions with some retail outlets being situated on Prescot Street to the north.

Site Access

The site is currently accessed from Daulby Street where access to the existing car park can be gained. The main access to the hospital for other modes of travel such as walking and cycling can be found at the hospital's main entrance on Prescot Street.



Site Audit Summary

Pedestrian access

In general, all footways within the vicinity of the site are of good quality and are of acceptable width, with dropped kerbs provided at crossing points. A suitable level of street lighting is present throughout the area. Generally, the pedestrian facilities and enhanced crossing facilities on junctions to the west of the site encourage movement by foot within the vicinity of the development site and provide good links to the nearest bus stops on the Prescott Road, London Road and Daulby Street itself, thus encouraging sustainable travel by employees and visitors at the proposed site.

There are a numerous residential areas within the 2km maximum desirable walking distance such as Edge Hill, Everton, and the city centre. There are also good public transport facilities within easy walking distance of the site, The pedestrian links to surrounding residential areas and public transport facilities are adequate and hence should encourage travel on foot.

Cycling access

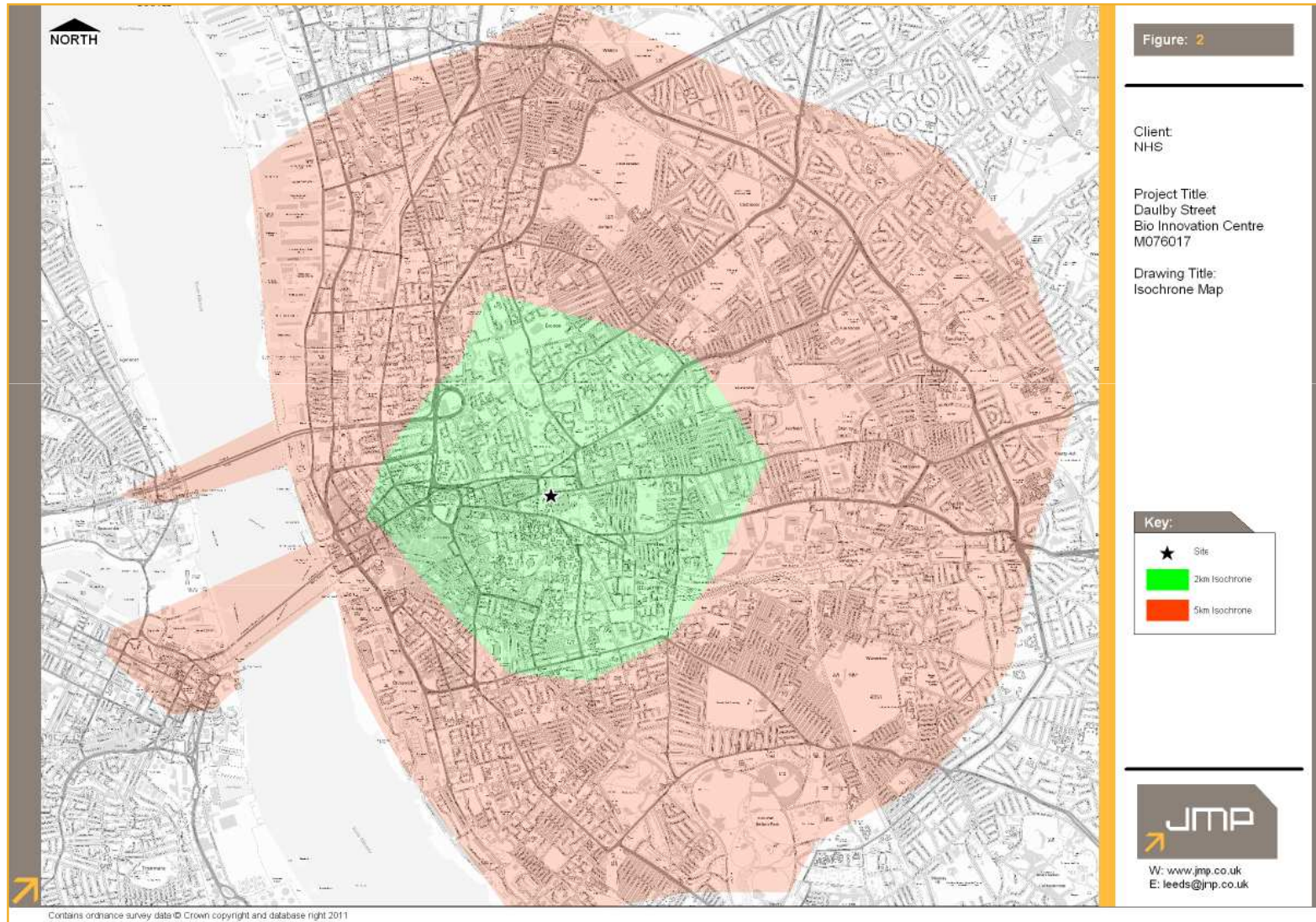
There are no dedicated cycling facilities present on the A57 Prescott Street / London Road at present although there are on-road cycle routes along the A57 Kensington. On-road cycle routes to the south of the site are available along Harbord Street and Hope Street with Hall Lane and Russell Street providing recommended cycle routes with which to access the site in part. There is also an on-road cycle route to the south of the site along Oxford Street linking with Lime Street Station to the west.

Figure **7.1** overleaf highlights areas located within 2km and 5km of the site.

Site Audit Summary

The following Isochrone maps highlights areas located within a reasonable walking and cycling (2km, 5km) distance of the Bio Innovation Centre.

Figure 7.1



Site Audit Summary

Public Transport Access

The development site benefits from being located within approximately 50 metres walking distance of the southbound bus stop on Daulby Street; the eastbound bus stop is located on Prescott Road A57 100 metres away and the westbound bus stop a little further away.

All the bus stops in the area have good waiting facilities for passengers with shelters, seating and bus timetable information.

The nearest rail station to the site is Liverpool Lime Street Railway Station which is located approximately 900m to the west of the proposed development site. Lime Street rail station provides direct access to the City and Wirral Line. The services provide users at this station with access to numerous rail destinations including Southport, Ormskirk and Hunts Cross stations on the Northern Line and Birkenhead Central, Hamilton Square, Ellesmere Port and Chester stations on the Wirral Line.

Four city circular bus services provide links from the city centre including Liverpool One and Queen Square bus station and James Street rail station to the proposed development at a 30 minute frequency



Site Audit Conclusions

Following the Travel Plan site audit and desktop review of travel options to the site it is considered to be located in an accessible location.

8. Travel Plan Targets

Travel Plan Targets

Travel Plan targets should be specific, measurable, achievable, realistic and time-bound (“SMART”).

Staff travel surveys will be used as the basis for setting Travel Plan targets. Surveys can test the reaction of staff to a range of measures aimed at meeting the Travel Plan objectives, such as views (actual and perceived) on sustainable modes and incentives that would encourage their use. The targets are also a useful benchmark from which the implementation of the Travel Plan can be monitored.

Prior to the site occupation and surveys being undertaken, 2001 travel to work census data can be utilised to set interim modal split targets for staff at the proposed nursery site. The site is located within ‘Central Ward’. The census datasets to set the targets has been taken from the national statistics website (<http://neighbourhood.statistics.gov.uk>) which includes datasets for ‘Method of Travel to Work’.

It indicates the daytime population aged 16 to 74 in the ward by the method of travel to work. Those people who do not currently work are shown separately. The definition for day-time population is those people aged 16 to 74 who live and work in the area (or do not work), and those people who live outside the area and work inside the area. The travel to work method is for the longest part of the journey, in terms of distance, for the usual journey to work.

The dataset utilised is included in Table 8.1 overleaf, in addition to the percentage modal split of the working population via the various travel modes listed.

The staff travel surveys will be undertaken within six months of first occupation of the site. Separate site-specific staff and targets (rather than interim census-based targets) will then be set within three months of the surveys being complete, in conjunction with the Travel Plan Coordinator at Liverpool City Council. The survey should be revisited after one year then reviewed to set rolling targets for delivery. A timescale for delivery that can be measured at specific milestones should be set, in accordance with deliverable targets to be agreed with Liverpool City Council.

8. Travel Plan Targets

Travel Plan Targets

The dataset utilised is included in Table 12.1 below, in addition to the percentage modal split of the working population via the various travel modes listed. The current modal split for travel to work in the Central ward can be utilised as the interim modal split targets for staff at the proposed nursery development. The Bio Innovation site should aim to not exceed the current travel to work modal split data for car travel to the site i.e. no more that 40% of staff should travel as a car/van driver to the site.

	Central Ward	% Mode Split
All people	67415	N/A
Mainly working at home	119	N/A
Underground, Metro, Light Rail	1,174	2
Train	10,163	15
Bus, minibus or coach	15,664	23
Taxi	357	0.5
Driving a car or van	26,899	40
Passenger in a car or van	4,114	6
Motorcycle or moped	476	1
Bicycle	629	1
On foot	2,535	4
Other	274	0.4
Not currently working	5011	7

Site Specific Measures

Introduction

There is no single solution to deal with all of the Travel Plan objectives. A combination of measures is required in order to allow site users to 'pick and mix' according to what complements their own day to day requirements and lifestyle. It is important that the Travel Plan measures include both "carrots" and "sticks" to encourage sustainable travel behaviour. However, the focus should be on the incentives for site users to use sustainable modes of transport, rather than lots of disincentives to travel by car. Experience shows that having measures to support the use of sustainable travel modes in place prior to occupation is key to achieving a more balanced modal share.

Measures to promote and facilitate walking

Introduction

Accessibility by non-car modes is recognised as being particularly important particularly for staff working at the Bio Innovation Centre.

Travel Information

Travel information notice boards will be provided in communal areas in buildings to promote travel options to staff. Travel boards should include details of safe walking routes within the vicinity of the site.

The website developed for the Bio Innovation Centre will include information on how to travel to the centre by sustainable modes of travel. This resource will be of particular use for both occupiers and those visitors attending seminars at the centre.

Walking and cycling audits could be undertaken on an annual basis. These could examine lighting, security and maintenance issues along routes to key destinations. Any improvements to the routes should be promoted as part of the wider Travel Plan promotion.

Site Specific Measures

Measures to promote and facilitate cycling

Travel Information

The travel information notice boards will include details of safe cycling routes within the vicinity of the site. Any existing or improved cycle routes will be promoted to all site users as part of the wider Travel Plan promotion to staff. Stocks of the Liverpool Cycle Map will be made available within the centre.

Bicycle User Group

Consideration will be given to the setting up of a bicycle user group at the development, using the notice board as a forum for information. Discussions will also take place with RLBUH about the potential of a joint user group.

Storage and changing facilities

The cycle parking provision will at least be in line with Liverpool City Council's parking **standards** and be located at a convenient location on site. In total 23 cycle parking spaces are to be provided. Lockers will be provided to centre occupiers to ensure belongings associated with travel by bike are kept safe.

Cycle Discounts / Loans

Local cycle retailers will be approached to offer site users discounts on production of appropriate identification.

Free Training and Maintenance Checks

A local bike retailer could be encouraged to visit the site periodically, to offer all site users free cycle maintenance checks. This will ensure that potential cyclists are confident that their bicycles are in good working order. Regular training sessions could also occur on-site to encourage confidence in this mode.

Measures to promote and facilitate motorcycling / powered two wheelers

As part of the proposed development 5 spaces for the parking of motorcycles / powered two wheelers will be provided.

Site Specific Measures

Measures to promote public transport

The site benefits from over 80 bus services per hour serving the site during peak periods. As such the site is located in an extremely good position to promote travel by public transport notably the bus.

A number of these bus services provide links to Lime Street Station for connections to Merseyrail services to Ormskirk, Southport, Chester, Ellesmere Port as well as national rail services to further afield. The city circular services also provide a connection to James Street Station.

Travel Information

It is essential that site users are made fully aware of the travel modes available to them. Physical measures (i.e. bus stops) are already in existence. Promotional material and awareness raising are therefore vital for encouraging sustainable travel at the site and raising awareness among site users of the accessibility to and from the site by sustainable modes.

Travel information should form a key part of any successful Travel Plan. As mentioned previously travel information on how to access the centre will be provided to staff via both the website and through the availability of timetable information on site. The website will be of particular benefit to individuals using the seminar facilities who may be travelling to the centre for the first time.

Public transport information will be provided via the website and may include the following:

- Timetables and promotional literature from public transport operators including bus and Merseyrail;
- Details of National Rail services to Liverpool Lime Street Station
- Special Promotions offered by operators (discounts, return tickets, weekly/monthly tickets etc);
- Details for the Merseyside 'Traveline' telephone number;

Provision of Travel Information

The responsibility for the overall promotion and awareness raising programme is with the Travel Plan Coordinator. The responsibility for maintaining the notice boards and collating appropriate information will also lie with the Travel Plan Coordinator.

Site Specific Measures Continued...

Measures to reduce car use

Car Parking

Car parking immediately outside the Centre will be provided for disabled members of staff and visitors. A total of twenty spaces will be provided.

20 permits will be available for parking within the RLUH site. 35 laboratories are proposed within the development which would permit at least one car parking permit per laboratory to be made available.

Additional car parking for both occupiers and visitors to the centre is available in the vicinity of the development.

Car Sharing

Car sharing will be promoted to all Centre occupiers. Discussion will be held with RLBUH about the possibility of Centre occupiers being able to participate within the hospital car share scheme to increase the number of potential car share arrangements.

Car-sharing is a proven method of reducing trips to a site, and can therefore have a positive influence on peak time congestion. It has proved popular with a number of large employers in the local area on account of the cost-benefits to users and the reduction in stress from shared responsibility. Car sharing will therefore be encouraged where possible, particularly by employees who live in outer lying areas of Merseyside and further afield where direct public transport links to the site may be more varied.

Implementation of the Travel Plan

Introduction

The previous sections have examined elements of the Framework Travel Plan and have set out a series of site wide Travel Plan measures that should be considered for implementation.

This section identifies the requirements for ensuring the effective implementation of the Travel Plan, as follows:

- Management of the Travel Plan
- Marketing of the Travel Plan
- Monitoring and reporting of the Travel Plan

Management

Travel Plan Coordinator

The implementation of the Travel Plan recommendations requires effective co-ordination and management. The first key step toward developing the Travel Plan strategy is to ensure that there is an effective management and administrative structure in place. Thus, a Travel Plan Coordinator (TPC).

The TPC will be identified 3 months prior to first occupation of the development to ensure that Travel Plan measures are included within any marketing of the site.

The role of the Travel Plan Co-ordinator will be as follows:

- To work with individual occupiers to make them aware of the travel plan prior to occupation
- To promote and encourage the use of sustainable travel modes;
- To ensure that all relevant information is available to all site users and to provide a point of contact and travel information for all site users;
- To arrange for travel surveys to be undertaken when necessary
- To respond to all comments regarding the Travel Plan;
- To maintain facilities;
- To review the Travel Plan and all associated targets and measures, in conjunction with the Local Authority.

The TPC will conduct site-wide travel surveys on a periodic basis as agreed by Merseyside TravelWise and Liverpool City Council.

Travel Plan Board /Steering Group

A Travel Plan Steering Group will be established within three months of first occupation of the site. The group will initially be chaired by the Travel Plan Coordinator. The group will invite a representative from Liverpool City Council, TravelWise Merseyside and RLBUH to attend the meetings.

The centre will sign up to the Merseyside 'Wise Moves' scheme which provides support to all Merseyside based organisations promoting sustainable travel.

Action Plan

As part of the Final Travel Plan a detailed action plan will be developed to ensure the successful implementation of Travel Plan measures on site to meet targets set within the plan. The Travel Plan steering group will be responsible for delivering the Travel Plan action plan and support the work of the Travel Plan coordinator. The action plan includes the measures to be implemented alongside a timescale, budget and the name of the person responsible for its implementation.

Marketing of Sustainable Modes

Raising awareness, providing appropriate information and promoting alternatives to the single occupancy vehicle can be the most important tool for influencing sustainable travel.

The following promotion and awareness activities will be undertaken, some of which have been indicated in the measures section above;

- Up to date travel information will be provided to all site users through occupier contacts. Local walking and cycle route maps and bus and rail timetable information will also be included
- The site website will provide details of all Travel Plan activities and further information on how to reach the site. As previously mentioned this will be of particular importance to promote travel options to seminar attendees.
- Travel Plan notice boards will be erected the centre with details of new Travel Plan initiatives taking place and detailing the various options available to reach the site.
- A Travel Plan welcome pack will be made available for new centre users. The pack should be issued prior to arriving on site to enable them to have full information to make an informed decision on their preferred travel modes.
- One off events such as Bike Week will be held at the site to raise awareness of travel options as appropriate.

Monitoring

In order to ensure the Travel Plan's ongoing success, it will be important for the TPC to monitor the outcome of implemented measures. A travel survey of site users will be undertaken in line with the development of the Final Travel Plan.

Subsequent travel surveys will be undertaken periodically as agreed with the local authority to enable the survey type and time period for monitoring to be reassessed by the local authority to suit current practice and guidelines.

When complete, the travel survey will assist in setting appropriate Travel Plan targets for the site which will be included within the Final Travel Plan. Targets will be based on site audit work, the travel survey results and will be set in conjunction with Liverpool City Council.

The main areas of monitoring, in addition to the travel surveys, should encompass the following:

- Travel by sustainable modes (revealed by mode split data from the travel surveys)
- Uptake of any public transport / patronage levels
- Interest in sustainable travel information
- Use of cycle parking on the development.

Monitoring travel behaviour is key to understanding the success of measures introduced to promote the use of alternative travel modes. The Travel Plan must be monitored on a regular basis with reports of performance against the identified targets will be submitted to the Travel Plan Coordinator at Liverpool City Council.

Guidance for the development of the Travel Plan

Having provided a framework for the Travel Plan, it is important to provide details for how the Travel Plan strategy should be developed and implemented once the site becomes occupied. Thus, a phased implementation programme is set out in Table 11.1 to assist the TPC and the developer in the development of the Final Travel Plan.

Table 11.1 Implementation Programme

Timescale	Measure to achieve objectives
Prior to occupation	Designate a site-specific Travel Plan Coordinator to be in post prior to occupation (and inform council of the contact details).
	Agree scope for the centre travel plan to work alongside the existing RLBUH travel plan.
	Production of Travel Information Welcome Package (Travel Plan Guide /How to get to Guide / walking maps) ready for distribution to all potential occupiers and staff.
	Provision of cycle parking facilities within the of the site.
	Provision of motorcycle / powered two wheeler parking facilities within the site.
	Define a budget for the Travel Plan implementation.
Within 6 months of occupation	Undertake a site wide travel survey
	Discuss with Liverpool City Council measures to be included in final Travel Plan.
	Submit the final Travel Plan for approval by Liverpool City Council.

13. Conclusions

Conclusions

This Travel Plan identifies the sustainable transport measures that can be implemented at the Bio Innovation Centre development prior to occupation in order to promote use of sustainable methods of travel by future occupiers.

Given the highly accessible location of the site, an effective Travel Plan will assist in promoting sustainable travel by all site users and hence reducing the need for car use.

Through delivery of the measures discussed within this Framework Travel Plan, the Travel Plan objectives identified can be met, as follows:

- To improve access and provide safe access to the development site by a variety of transport modes;
- To seek to manage the overall level of car use journeys to and from the site;
- To promote and maximise the proportion of site users travelling to the site by more sustainable modes, for example, public transport, walking and cycling;
- To provide information regarding the choice of alternative transport modes available;
- To promote healthy lifestyles and a sustainable vibrant community i.e. through raising awareness of the environmental and health benefits of using more sustainable modes of transport;
- To manage the demand for parking; and
- To minimise traffic generation on the local road network.

It is concluded that this Framework Travel Plan provides a firm basis for ensuring that the objectives, targets and delivery mechanisms are taken on board within the full Travel Plan once the site is occupied.