

Great George Street Developments
Ltd

Great George Street
Framework Travel Plan

TP/01

Submission | 28 September 2018

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It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

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one of the ways to reduce the environmental impact of the development, and to ensure that residents, visitors and staff at the commercial units at the site have access to and a choice of, a range of travel options. This document should be read in conjunction with the Transport Assessment (TA) that has been undertaken for the proposed development as part of the planning application.

A Framework Travel Plan has been produced to accompany the planning application. Travel surveys cannot be conducted and the travel patterns of the residents, visitors and staff at the commercial units cannot be identified until these individuals are defined. The strategy for the Travel Plan Framework is to produce an overarching document which covers all potential residents, visitors and staff at the commercial units within the development.

This Travel Plan Framework has been produced in accordance with local and national planning requirements. Travel Plans are cited by the Government as an important tool in reducing the number of unnecessary single occupancy car trips made to and from a business, organisation, facility or residential area. These single occupancy trips should be, by contrast, conducted by a sustainable mode of transport such as public transport or cycling. A reduction in the number of unsustainable journeys has the potential to reduce the type and volume of pollutants released into the atmosphere, which are contributing to climate change and a detrimental effect on health. The Travel Plan for the application site will seek to influence the travel behaviour of residents, visitors and staff at the commercial units and achieve an increased use of sustainable transport modes.

1.4 Travel Plan Structure

The structure of the Travel Plan Framework is as follows:

- **Section 2** – Policy Review;
- **Section 3** – Benefits of a Travel Plan;
- **Section 4** – Site Audit;
- **Section 5** – Development Proposals;
- **Section 6** – Developing the Travel Plan;
- **Section 7** – Travel Plan Measures;
- **Section 8** – Targets, Monitoring and Review;
- **Section 9** – Communication and Marketing;
- **Section 10** – Implementation.

2 Policy Review

2.1 Introduction

This TP has been produced with due regard to national and local transport and planning policies. A summary of the key relevant policies and a discussion of how the proposed development aligns with these policies is provided in this section.

2.2 National Policy

2.2.1 National Planning Policy Framework

The National Planning Policy Framework (NPPF) was originally published by the Department for Communities and Local Government (DCLG) in March 2012, with the most recent revision being published on 24 July 2018. This is the first revision of the National Planning Policy Framework since 2012. It 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 states 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;
- Consider the needs of people with disabilities within all modes of transport.'

2.2.2 Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (DfT, 2011)

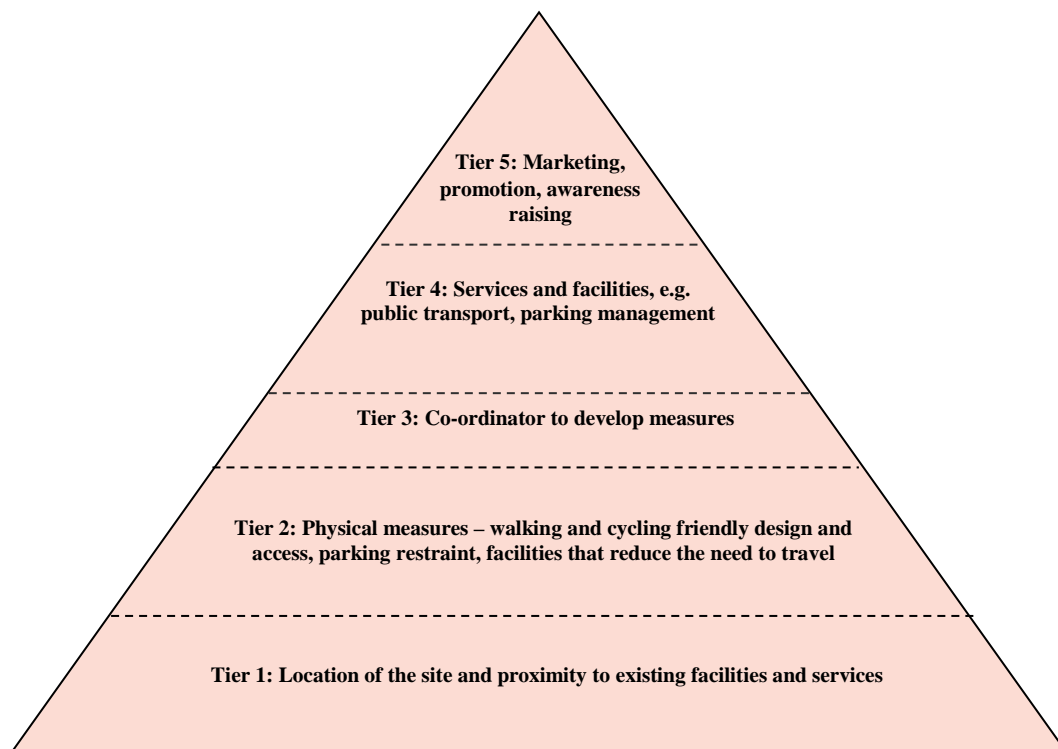
This White Paper outlines the Government's vision for "the national transport system which is an engine for economic growth, is also greener, safer and improves the quality of life in our communities". The White Paper identifies that travel planning is included under the 'smarter choices' label to encourage people to make good choices in relation to using sustainable and active travel modes.

Smarter choices is further identifies as a package of measures tailed to each local area comprising both soft measures, such as marketing and information, and hard measures such as improvements to infrastructure and services.

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

The Good Practice Guidelines (GPG) outlines that the construction of Travel Plans can be viewed as a pyramid of activities and actions, which forms the foundation of the Travel Plan for the Great George Street Development. The Travel Plan Pyramid is presented in Figure 2, which is referred to as the 'Pyramid' throughout this report.

Figure 2: GPG Travel Plan Pyramid



2.2.4 Smarter Choices: Changing The Way We Travel (DfT, 2004)

As part of this strategy, the final report of the research project '*The Influence of Soft Factor Interventions on Travel Demand*' found that soft intervention measures had a significant impact on travel choices across the country following 24 case study interview locations in England and Scotland.

The report found that with the low intensity application of soft measures such as Travel Plans, traffic levels had been reduced by 4% with a range around this dependent on local circumstances. For every £1 spent on soft measures, it was found that this would bring a benefit of £10 on average across the country.

2.3 Local Policy

2.3.1 Liverpool City Region Combined Authority: A Transport Plan for Growth

A Transport Plan for Growth was published in 2015 to provide a single investment framework and delivery plan for transport in the Liverpool City Region. This supports the long-term Local Transport Plans in which the local authorities of Merseyside and Halton set out their objectives and plans for transport.

The transport priorities set out in ‘A Transport Plan for Growth’ are as follows:

- “‘Growth’ – supporting economic growth in the City Region, through increasing employment, levels of productivity and investment
- ‘Low Carbon’ – we want to live and work in a City Region that draws its energy from a range of sustainable energy sources, where travel is in vehicles powered by alternatives to fossil fuels, and with increased active travel opportunities
- ‘Access to Opportunity’ – supporting those who wish to access employment, training, education and further learning opportunities, and the wider work in supporting the whole City Region in access to fresh food, leisure and healthcare”

The proposed development can contribute to the City Region achieving low carbon economy and improved air quality by encouraging sustainable travel across the Liverpool city centre. Furthermore, being located within the city centre will allow residents to easily access opportunities and amenities such as employment, education, leisure and healthcare.

‘A Transport Plan for Growth’ also highlights the importance of considering transport in a wider context to achieve strong and sustainable economic growth. It emphasises the need for housing and land-use planning to be linked with the transport priorities. Transport, housing and land-use planning should achieve the seamless integration to make the City Region liveable, affordable and attractive. It is vital that the places where people live and work are well connected, and that a range of travel options are made available to enable access to the City Region’s growth sectors.

2.3.2 Liverpool City Council Unitary Development Plan / Liverpool City Council Local Plan (Pre-submission Draft) 2018 and Core Strategy 2012

Before the decision to prepare the Liverpool Local Plan, the City Council was preparing the Core Strategy. The Core Strategy aims to set out the key planning policies which will determine how Liverpool develops over the next 15 years or so. The Local Plan has been prepared drawing on and updating the approach and the evidence base behind the Core Strategy. The Plan aims to guide the long term strategic spatial development of the Liverpool city and will replace the Unitary Development Plan once it is adopted.

The Plan has set up its Vision by 2033 as follows:

“By 2033 Liverpool will be a sustainable, vibrant and distinctive global city at the heart of the City Region. Development opportunities will have been maximised to create an economically prosperous city with sustainable communities and an outstanding and high quality natural and built environment. ...”

The proposed development site is located at Ropewalks in the City Centre. The Local Plan has identified its Vision for the City Centre and the key lines in relation to the proposed development are as follows:

“...All the City Centre’s residential neighbourhoods will provide a quality, diverse and affordable housing offer with strong connections to sustainable transport links.

The distinct City Centre neighbourhoods will be well connected and integrated. Cycling and pedestrian infrastructure and the public realm will have been enhanced, ensuring strong connectivity and accessibility for all across the centre, thus supporting economic growth and the visitor economy. The public transport network will have been improved.

... The Baltic Triangle and Ropewalks area will have been enhanced as vibrant locations for creative and digital industries and independent cultural attractions, with warehouses brought back into use and greater connectivity with other parts of the City Centre.”

More specifically to Ropewalks, priorities have been set up including:

- *“To support a mix of uses to ensure a vibrant daytime and night-time economy whilst also ensuring the area is a desirable place to live, work and visit”;*
- *“To ensure high quality design, public realm and environmental quality, and enhance linkages with the Baltic Triangle”;* and
- *“To encourage active ground floor uses and frontages”*

Policy CC15 set out requirements that all development proposals within Ropewalks must meet. Requirements related to transport and street environment are as follows:

a. “Include active uses at ground floor level”;

f. “Maximise potential links to surrounding areas by taking opportunities to include pedestrian and cycle links”; and

g. “Contribute to improving the public realm and environmental quality of the area including green infrastructure”;

The proposed development proposals align well with the Vision and priorities identified above in the Local Plan. The location is strongly connected to sustainable transport links including cycling and pedestrian routes. The mixed-use land use will contribute to creating a vibrant place for all day by allowing people to live, work and visit. Improvements on Great George Street will enable safe, pleasant and convenient travel for pedestrians and cyclists, including high quality public realm through active use of ground floor and building frontages along the street especially for land use of a hotel and commercial facilities.

Policy TP1 outlines some of the key transport requirements for new developments.

“1. Development proposals should make the best use of existing transport infrastructure.”

“4. All developments should address the accessibility of pedestrians and cyclists, as well as public transport users and other users of the transport and movement networks within the City and make a positive contribution to the connection between different transport modes, the reduction and mitigation of climate change and road safety issues.”

According to TP1 and TP2, a Transport Statement or Transport Assessment should be prepared for developments and when developments have a significant impact on the movement of people or goods, Travel Plans should also be accompanied.

The proposals on Great George Street demonstrate that the proposed development will utilise the existing transport networks and make improvements if necessary in order to ensure accessibility of all road users and encourage inclusive and sustainable travel options such as walking, cycling and public transport through this Transport Assessment and the Framework Travel Plan.

According to Policy TP5, TP6 and TP9, all new developments should be designed to encourage cycling, pedestrian and public transport. More specifically to public transport, TP9 states that all ‘Major’ developments should facilitate good access to the local bus network and rail services.

The proposed development site has a number of public transport services, including bus and rail, which are easily accessible by short walking and cycling.

3 Benefits of a Travel Plan

There are a variety of benefits for different stakeholders associated with developing a TP for the proposed development at Great George Street. This section illustrates the potential benefits for different stakeholders.

3.1 The Building Owner

Benefits for the building owner include the following:

- Enhanced relationships with the local community within Liverpool,
- Enhancement of the community orientated image and public profile of the building owner, contributing to positive corporate social responsibility;
- Can be used in support of environmental and management initiatives and accreditations; and
- The development can take advantage of the existing transport infrastructure through inner Liverpool and the surrounding areas.

3.2 The Occupants and Wider Community

Benefits for future residents and the local community are summarised in the following sections:

3.2.1 Accessibility

- Providing information and improving access to public transport;
- Assisting with removing walking and cycling deterrents such as uncomfortable pedestrian facilities and danger from vehicular traffic intimidation;
- Promotion of non-car modes of transport to and from the site will contribute to providing more sustainable communities within Liverpool;
- Providing greater travel options for resident journeys, which will give residents greater flexibility and improve their mobility; and
- Assisting in the removal of on-street parking problems.

3.2.2 Safety

- Contribution to improving road safety within the vicinity of the site;
- Reduction in congestion in Liverpool.

3.2.3 Lifestyles

- Contribute to healthier lifestyles of residents by promoting and increasing cycling and walking to and from the site; and

- Contribute to developing community life, such as providing walking environments for those residents who for example, may walk their children to school prior to travelling to their place of work.

3.3 The Environment

The Travel Plan is a soft measure which is more discreet and less imposing than hard engineering measures on the quality and visual amenity of the development. Benefits to the environment include:

- Positively contributing to climate change, air quality and noise pollution targets by encouraging residents to use more sustainable modes of transport and reduce the volume of car trips from the Great George Street development;
- Contributing to a reduction in traffic congestion in the local area, and on local travel desire lines surrounding the site; and
- Objectives and measures adopted in the Travel Plan will reduce the threat of environmental degradation surrounding the site in Liverpool.

4 Site Audit

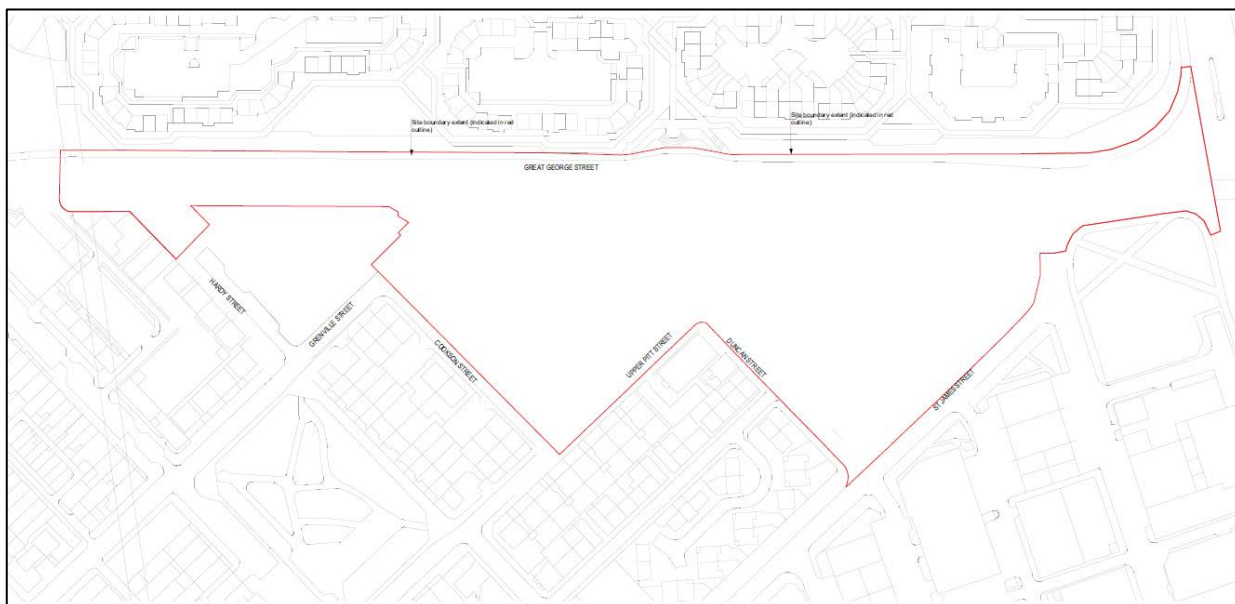
4.1 Existing Site

The development site is currently accessed from Cookson Street, Raffles Street, Duncan Street and Great George Place. The site is largely vacant except for a row of terraced houses on Upper Pitt Street, and the Grade II listed ‘Wedding House’ which is served by Great George Place.

The areas immediately surrounding the east and west of the site are residential in nature. Chinatown lies directly adjacent to the north of the development whilst the Baltic Triangle, Liverpool’s creative and digital quarter, is located to the west.

The site is presented in Figure 3.

Figure 3: Site Boundary



4.2 Local Highway Network

4.2.1 A5038 Great George Street

A5038 Great George Street runs east of the site from south to north between Duke Street/Upper Duke Street and A562 Parliament Street/ Upper Parliament Street, which is one of the key routes towards areas to the east and south of Liverpool. The road continues into A5038 Berry Street and Renshaw Street, connecting the site with Liverpool City Centre.

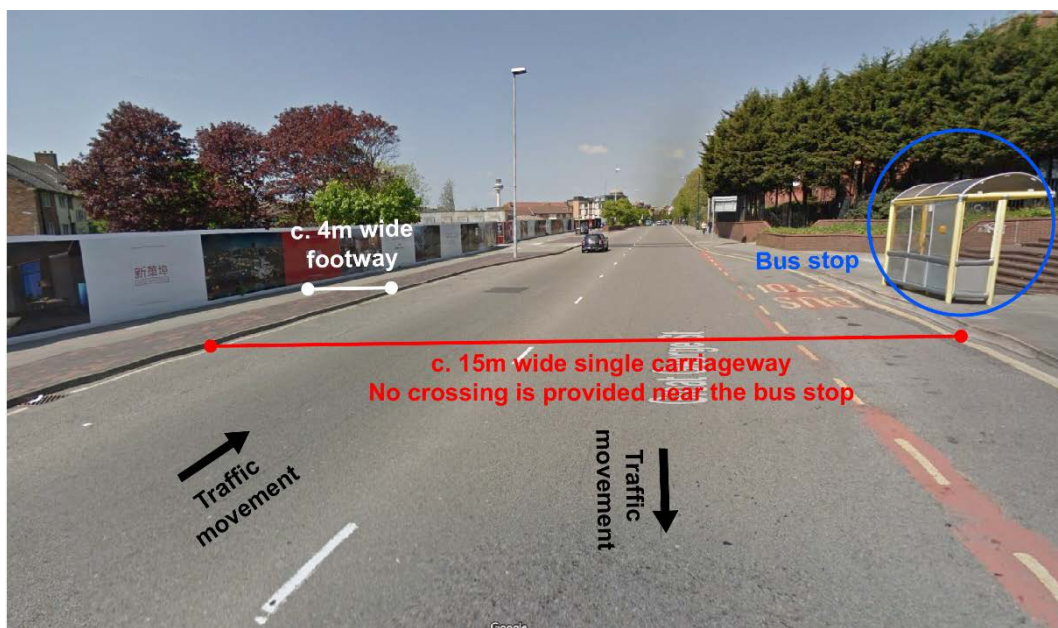
Great George Street is approximately 0.6km in length, of which the carriageway is c.9.5m wide at the narrowest section. It comprises two lanes in both directions and is subject to a speed limit of 30 mph. The street currently serves as a primary bus route, and there are four bus stops along the carriageway near the site.

On both sides of the street, pedestrian footways are provided more than 2m wide. There are staggered pedestrian crossings at the southern junction with Upper Parliament Street, where pedestrian crossing movements are restricted by guardrails and the junction layout as shown in Figure 4. Another crossing is located at the junction with Duke Street/Upper Duke Street, however there are no formal crossing points directly connecting the two, as illustrated in Figure 5. There is a short stretch of cycle lane leading into an advanced stop line at the Duke Street/ Berry Street/ Upper Duke Street/ Great George Street junction. The existing layout of Great George Street, such as the wide carriageway and the minimal provision of sustainable transport infrastructure, leads to a dominance of vehicular traffic, resulting in a less attractive environment for pedestrians and cyclists.

Figure 4: Pedestrian crossing at the junction of Great George Street/ Upper Parliament Street



Figure 5: Layout of Great George Street



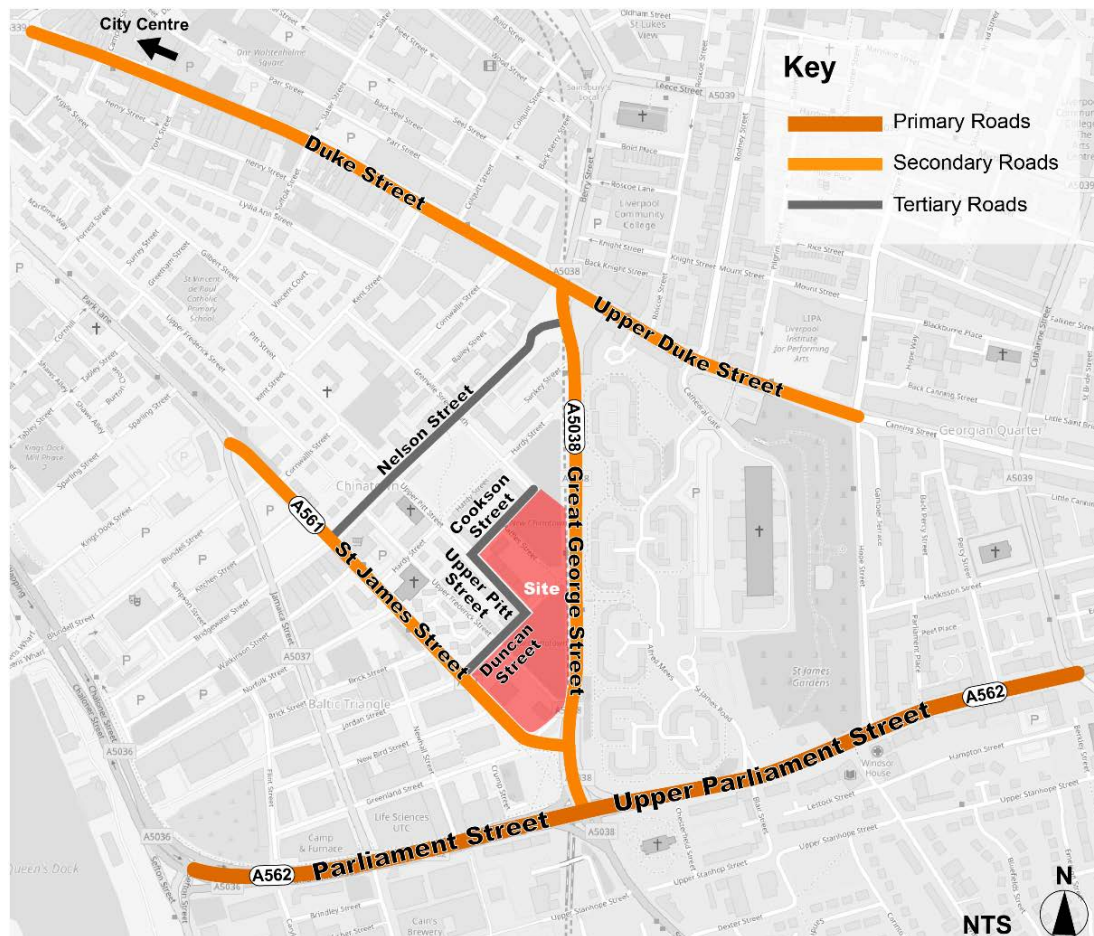
4.2.2 Summary of Other Surrounding Roads

Key roads comprising the surrounding highway network are summarised in Table 1 and highlighted in Figure 6 for locations.

Table 1 Surrounding Highway Network Profile

	A562 Parliament Street/ Upper Parliament Street	A561 St James Street	Duncan Street/ Upper Pitt Street/ Cookson Street	Nelson Street	Duke Street/ Upper Duke Street
Lengths	c.2.2km	c.500m	c.290m	c.360m	c.1km
Carriageway Widths	c.13.8m	c.6.6m	c.4.3-6.7m	c.4.7m	c.7.4m
Carriageway Directions	Dual	Dual	Varying single/dual	Single	Dual
Speed Limits	30mph	30mph	20mph	20-30mph	30mph
Footways	Provided on both sides	Provided on both sides	Provided on both sides	Provided on both sides	Provided on both sides
Other Provision	Bus services; Advanced stop lines	Bus services; On-street parking	On-street parking for permit holders	On-street parking	Cycleways

Figure 6 Location of Key Roads:



4.3 Pedestrian Accessibility

The proposed development site borders the south of Liverpool City Centre. Due to the proximity of the city centre, a wide range of amenities are accessible on foot including health care facilities, shops, bars and restaurants. Liverpool Central Railway Station is located 1km to the north west of the site via Great George Street. Liverpool One Bus Station, located 1km to the north west of the site, is also accessible on foot via St James Street.

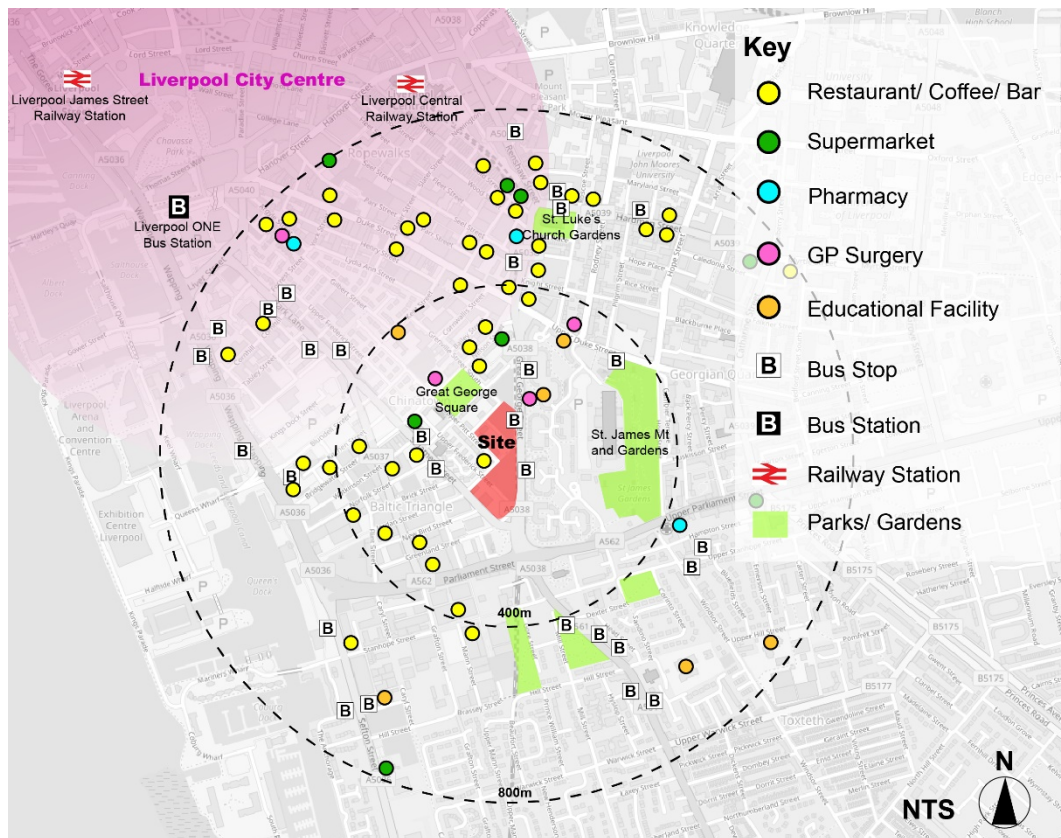
Along the key highway network, pedestrian footways are provided in excess of 2m on both sides of the roads. In the vicinity of the site, pedestrian crossings are provided at the junctions of Great George Street and Parliament Street/ Upper Parliament Street and the junction of Great George Street and Duke Street/ Upper Duke Street. Both crossings provide dropped kerbs, with the latter also providing tactile paving.

The former provides dropped kerbs in places but not tactile paving whereas the latter has both.

Local bus stops on Great George Street and St James Street are accessible on foot within 400m. Pedestrian crossing is not in place near the bus stops on Great

George Street, which make pedestrian crossing unsafe and inconvenient. Figure 7 below highlights local amenities within a 400m and 800m distance from the site.

Figure 7: Amenities available in 400m and 800m of walking distance

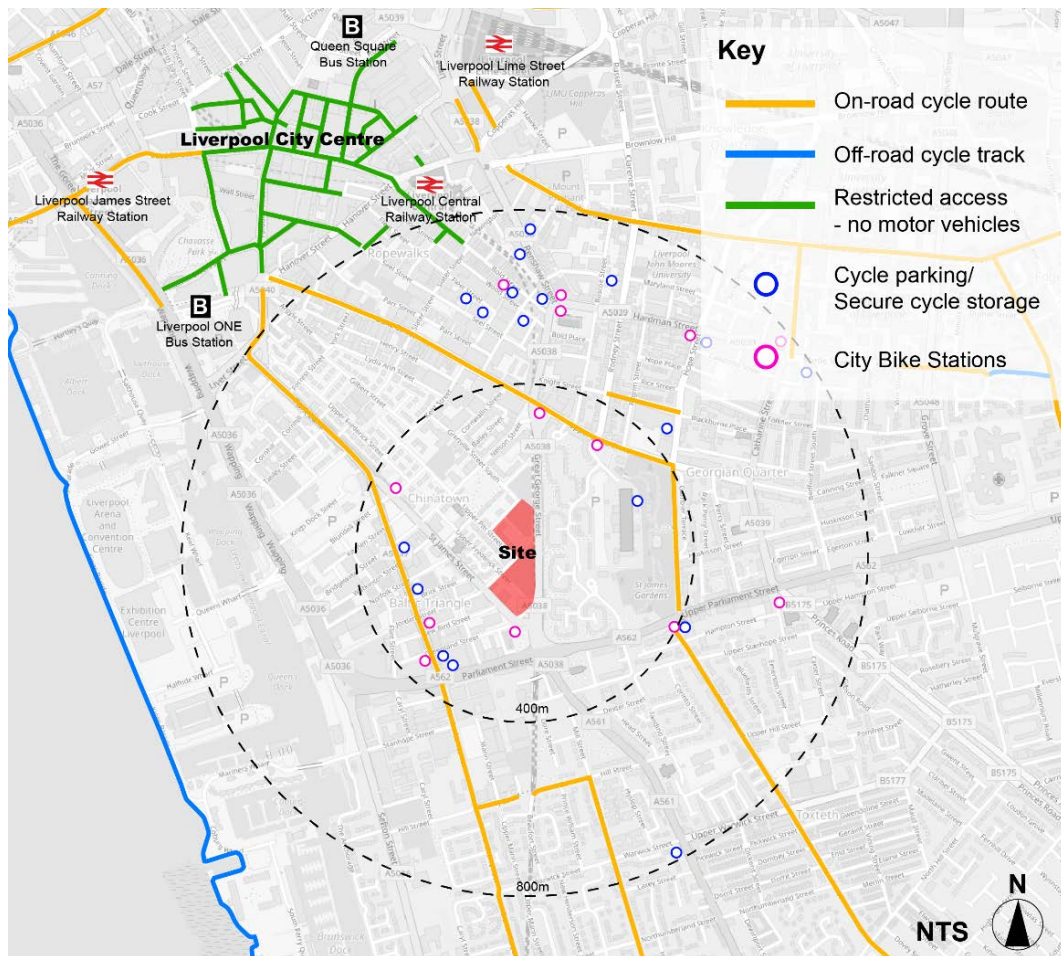


4.4 Cycling Accessibility

The local cycle routes near Liverpool city centre provide good connectivity to various amenities including shops, transport hubs and residential areas. Figure 8 illustrates cycle infrastructure provision in the surrounding area of the proposed development site. In the vicinity, on-road cycle routes to the city centre are provided via Jamaica Street/Park Lane and Duke Street. Within 800m of walking distance, there are a number of cycle parking/storage spaces and City Bike stations. City Bike is a bike share system which allows people to easily rent a bike electronically and return it at any station across the city. Most of the roads in the

central area of the city are restricted access for motor vehicles, creating a cycle-friendly environment. Off-road cycle tracks are also provided along River Mersey.

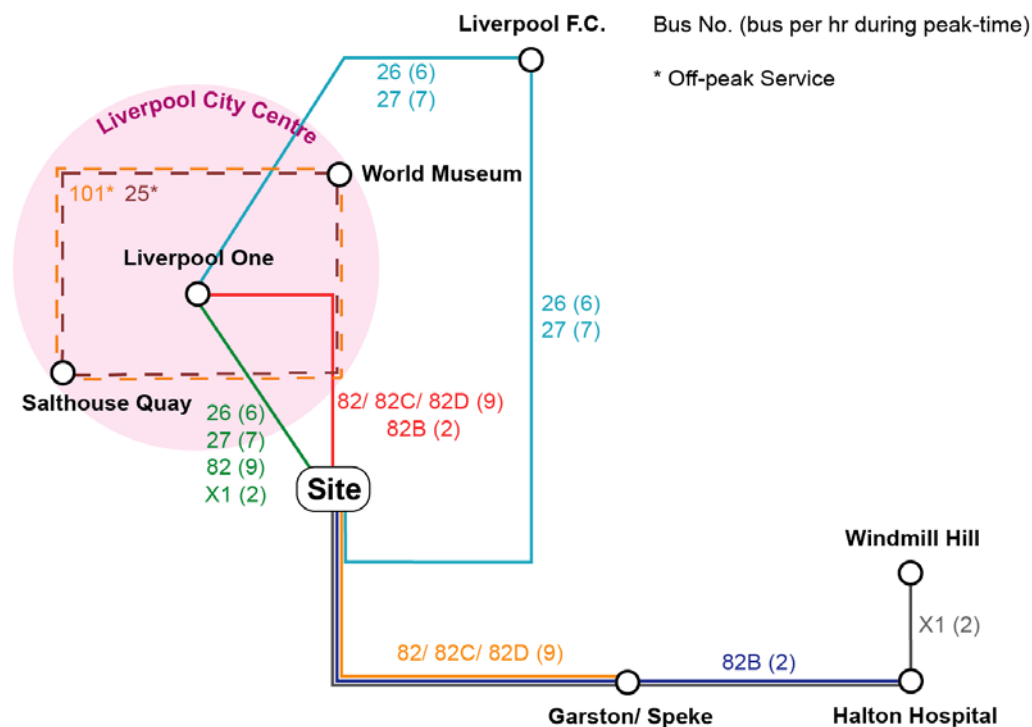
Figure 8: Cycle Accessibility



4.5 Accessibility By bus

Local bus services are easily accessible at bus stops on Great George Street and St James Street, which are located less than 400 metres from the site. Figure 9 illustrates services available near the site. A number of bus services are provided toward the south of Liverpool including Garston and Liverpool John Lennon Airport in Speke. There are also frequent services to the Liverpool One Bus Station, which provides inter-regional bus services, e.g. towards London, Leeds, Southport, Newcastle upon Tyne etc. There are two off-peak circular services in the city centre, which is available from Great George Street. Seating and shelters are provided at most of bus stops for waiting passengers.

Figure 9: Local bus services - destinations, service numbers and frequencies



Route Number	Destination	Weekday Daytime Services per hour (Mon-Fri)	Destination	Weekday Daytime Services per hour (Mon-Fri)
Great George Street (<15m)				
25	Liverpool Circular	2 (off-peak service)	Liverpool Circular	2 (off-peak service)
101	Liverpool Circular	4 (off-peak service)	Liverpool Circular	4 (off-peak service)
82C, 82D	Liverpool One	9	Garston/ Speke	9
82B	Liverpool One	2	Halton Hospital	2
St James' St (<200m)				
26	Liverpool – Sheil Road circulars clockwise	6	-	-
27	Liverpool – Sheil Road circulars clockwise anti-clockwise	7	-	-
82	Liverpool One	9	-	-
X1	Liverpool One	2	-	-
A561 St James' Place (300m)				

Route Number	Destination	Weekday Daytime Services per hour (Mon-Fri)	Destination	Weekday Daytime Services per hour (Mon-Fri)
204	Liverpool One	2	-	-
Total		43		17

The site is surrounded by bus stops providing access for occupants from every angle and providing access into the site also, 6 bus stops each taking pedestrians to different points around the City of Liverpool. Will result in an increase in the amount of people in the area using the sustainable methods of travel rather than having a private car.

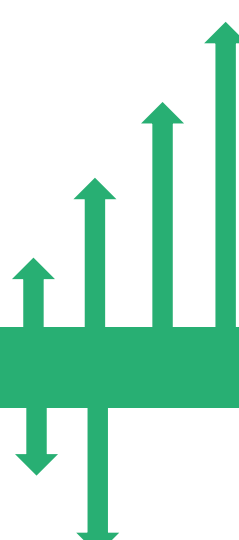
4.6 Accessibility by Rail

Liverpool Central rail station is easily accessible from the proposed development site on foot and by cycle, e.g. an approximate 13-minute walk (1.1km). Bus number 82D provides connectivity from the site to the station c. every 10 minutes during peak hours.

The station has a high frequency of service throughout the day on both the Northern and Wirral Lines Table 2 and Table 3 provide a summary of the destinations served directly from Liverpool Central, along with approximate journey times and service frequency during the weekday morning and evening peak periods. Local destinations such as Moorfields and Birkenhead are served frequently during peak hours.

Table 2: Summary of Northern Line rail stations served directly from Liverpool Central

Railway Station	Journey Time	AM Peak Frequency*	PM Peak Frequency
Southport	<60 minutes	4	4
Ormskirk	<45 minutes	4	4
Kirkby	<30 minutes	4	4
Moorfields	<15 minutes	12	12
Liverpool Central			
Liverpool South Parkway	<15 minutes	4	4
Hunts Cross	<30 minutes	4	4



* Number of trains per hour

Table 3: Summary of Wirral Line rail stations served directly from Liverpool Central

Railway Station		Journey Time	AM Peak Frequency	PM Peak Frequency
West Kirby	↑	<45 minutes	4	4
New Brighton	↑	<30 minutes	4	4
Bidston	↑	<15 minutes	4	4
Liverpool James Street	↑		14	16
Liverpool Central				
Birkenhead Central	↓	<15 minutes	5	8
Ellesmere Port	↓		2	4
Chester	↓	<45 minutes	3	4

4.7 Audit Conclusion

The audit of the existing transport infrastructure has demonstrated that this site is well served by different modes of public transport. This site also benefits from strong pedestrian and cycling infrastructure especially for key routes into Liverpool City Centre. The proposals for this site seek to expand on the provision further with a segregated cycle lane on Great George Street and improved public realm materials and walking routes surrounding the site.

5 Development Proposals

5.1 Proposed Development

The proposal is for the redevelopment of the Great George Street site to provide a residential-led mixed-use development comprising c. 503 homes, a 150-bed hotel and commercial space. A summary of the development is presented in Table 4 below.

Table 4: Development Summary Matrix

Land Use	Unit	Quantity
Residential	Units	503
Commercial (incl. office)	Sq.m	9,178
Hotel	No. bedrooms	144
Car Parking	No. Spaces	439

The proposed development will also enhance the existing public pedestrian and cycling amenity. A segregated cycle lane on Great George street delivered by this development will provide a safe and attractive route into Liverpool City Centre. Additionally, the footways surrounding the site will be upgraded providing an improved amenity for pedestrians and a quality route for ambulant users.

A summary of the forecasted trip generation from the Great George Street development across the AM and PM peaks is summarised in Table 5 below. The trip rates generation result in a forecasted to generated 180 person trips within the AM and PM peak for the full development of Phases 1, 2 and 3.

Table 5: Development Trip Generation

		PHASE 1	PHASE 2					PHASE 3				Phase 2 & 3
		Committed	Residential	Commercial	Office	Hotel	Total	Residential	Commercial	Office	Total	
AM	Arr	5	8	Ancillary	9	11	28	13	Ancillary	51	64	92
	Dep	4	22		2	20	44	37		8	45	88
	Total	10	30		11	31	71	49		59	109	180
PM	Arr	4	26		1	16	42	43		4	48	90
	Dep	5	15		6	8	30	26		34	60	90
	Total	10	41		7	24	72	69		39	108	180

6 Developing the Travel Plan

6.1 Framework Travel Plan Aims

This Framework Travel Plan is a dynamic working document that will grow and develop with time and in accordance with the changing circumstances of the development. It is intended to cover all the travel-related activities of residents, visitors and staff within the application site.

6.2 Travel Plan Objectives

The overall objectives of the application site TP include:

- Reducing travel by private car, particularly single occupancy car journeys;
- Minimising the impacts of the development upon the local community;
- Reducing the number of commuting, business and visitor trips;
- Encouraging multi-occupancy car usage;
- Increasing awareness of the environmental and health implications of different travel choices;
- Encouraging sustainable travel choices among users of the site;
- Increasing the attractiveness of walking, cycling and public transport as sustainable modes of transport;
- Maximising transport choice through innovative measures.

6.3 Roles and Responsibilities

To be successful, Travel Planning should involve as many residents, visitors and staff as possible. These should be a representative selection from all parts of the development. To encourage residents, visitors and staff to think about and change their travel behaviour, it is important that they feel involved in the Travel Planning process rather than feeling it is something that has been imposed upon them. The earlier that residents, visitors and staff are involved in the Travel Planning, the more successful it is likely to be.

6.3.1 Travel Plan Co-ordinator

Prior to site occupation, a Travel Plan Co-ordinator should be appointed. The responsibilities of the Travel Plan Co-ordinator may include the following:

- Implementation and day to day running of the Travel Plan, demonstrating full commitment and enthusiasm towards it;

- Chair the Steering Group;
- Undertake monitoring consistent with the agreed framework, and ensure that the results are communicated to Liverpool City Council;
- Communicating the Travel Plan across the development, including the promotion of the benefits of Travel Planning, acting as point of contact for residents, visitors and staff requiring information, and updated the website as required;
- Periodically reviewing the Travel Plan, updating the document as necessary (for example, annual updating of the site audit);
- To organise meetings of the Working Group; and
- Assisting new residents with Travel Planning.

The initial Travel Plan Co-ordinator will be appointed by the developer. The role will be in place when completed units are first advertised, ensuring that sustainable travel information is available from the outset. On appointment, the Travel Plan Co-ordinator will contact Liverpool City Council to advise that work has commenced on delivering the Travel Plan. Subsequent changes in contact details will be passed to Liverpool City Council within two weeks of any change.

The developer-appointed main Travel Plan Co-ordinator will remain in place until a replacement is appointed. Whilst the Travel Plan Co-ordinator will be an ongoing permanent role, given the scale of the development it is unlikely to be a full-time position and, as such, this task could be undertaken as part of a wider management role for the development (for example by the concierge).

Key Action:	Appoint Travel Plan Co-ordinator (TPC)
To be completed by:	TPC to be in place 3 months prior to the first occupation of the development
Responsibility of:	Developer/ Operator

The ongoing management, development and monitoring of the plan will be maintained by the company responsible for managing the estate. Consistency in the coordination of the TP will be critical to its long-term success.

6.3.2 Travel Plan Steering Group

A TP Steering Group (TPSG) will be formed consisting of the Travel Plan Co-ordinator and representatives from Liverpool City Council. The TPSG will be chaired by the Travel Plan Co-ordinator, who would provide monitoring information. The group will be responsible for making decisions relating to how TP develops, which would be decided on the basis of based on a majority vote. The group will meet on an annual basis in relation to the following:

- To agree a monitoring framework for use in determining the extent to which the Travel Plan targets have been met;

- To monitor the effectiveness of the existing measures in relation to achieving the Travel Plan targets;
- To agree on the production of action plans, further investigation measures and the timescales for implementation such that the Travel Plan targets are achieved, should monitoring identify that this is necessary.

Key Action:	Form Travel Plan Steering Group
To be completed by:	Prior to occupation
Responsibility of:	Travel Plan Co-ordinator

6.3.3 Travel Plan Working Group

The Travel Plan Co-ordinator would also chair the Travel Plan Working Group. Residential representatives will attend the Travel Plan Working Groups to monitor and assess Travel Plan initiatives and measures.

The Travel Plan Working Group will meet regularly, the Travel Plan Co-ordinator would review the required frequency of meetings.

Key Action:	Establish Travel Plan Working Group
To be completed by:	On site occupation
Responsibility of:	Travel Plan Co-ordinator

Key Action:	Further meetings of Travel Plan Working Groups
To be completed by:	At regular intervals (to be agreed)
Responsibility of:	Travel Plan Co-ordinator

7 Travel Plan Measures

The proposed development is in an area that benefits from excellent public transport accessibility and proximity to the City Centre. It is therefore anticipated that limited car trips will be made. Nonetheless, a series of initiatives are proposed to further encourage the uses of non-car modes and actively encourage sustainable travel. Some measures will be applicable to all users of the development whereas others may be targeted at specific user groups.

7.1 Personalised Travel Planning

New residents and employees will be provided with information on how to access personalised Travel Plan information for their individual journeys to work to encourage the use of other modes rather than private car.

7.2 Walking and Cycling

Walking and cycling are the most sustainable modes of transport and have many benefits not only to the environment but to the individual, including improving physical and psychological health. The location of the site will help encourage walking and cycling to and from local facilities; however, the TP will aspire to increase use of these modes. Measures that may be applied include:

- Providing information on walking and cycling routes;
- Providing residents, visitors and staff with information about local transport options and include walking and cycle route maps to key facilities;
- Ensuring the website of the development contains information on how access the site by walking or cycling;
- Raising awareness of the health benefits of walking and cycling through promotional material and events throughout the year;
- The provision of cycling parking for residents, visitors and staff within the development;
- Establishing Bicycle User Groups to provide a regular forum of discussion and feedback for bike users; and
- Promotional events to encourage cycling, particularly emphasising health benefits.

7.3 Public Transport

The site benefits from a highly accessible location close to the City Centre. A wide range of public transport services are located within a short distance of the site. A number of measures may be implemented to encourage the use of public transport including:

- Provision of passenger information to residents of the site prior to occupation to maximise awareness of travel options and encourage modal shift; and

- Encouraging the use of public transport for leisure trips where appropriate.

7.4 Reducing Car Travel

A key objective of the Travel Plan Framework is to reduce single occupancy car use. The Travel Plan aims to incentivise car sharing as a means of achieving this objective. Furthermore, the limited provision of parking spaces for the development of less than one space per unit will help to encourage the use of alternative modes. The site's close proximity to City Centre amenities further promotes a reduction in car travel as many destinations can be reached on foot or by cycle.

8 Targets, Monitoring and Review

8.1 Travel Plan Targets

To meet the overarching aim of reducing unsustainable travel to and from the application site, targets should be developed for the development. It should be recognised that for the targets to be effective in reducing unsustainable travel they need to be ‘SMART’:

Specific

Measurable

Achievable

Realistic

Time-bound

It is important to set realistic targets to measure the success of Travel Plans. Developing modal share targets ensures that the TP is monitored and reviewed and there is a benchmark on which to judge its success. Targets for the development will be set once the first travel survey has been completed and analysed as a greater understanding of the travel behaviour of the occupants is obtained. Targets would be set for each mode of travel and not just car use.

8.2 First Survey before Site Occupation

As this site is a mixed development of residential, commercial and office uses there will be a requirement for slightly differing approaches for the travel plans. The initial travel survey will aim to identify where residents are travelling to work, how they are travelling, why they travel this way, and what alternative forms of transport they would consider. For the commercial and office uses a similar approach will be taken ascertaining where they are travelling from, why they travel this way and what alternative forms of transport they would consider.

It is important that, where possible, this survey is undertaken prior to the occupation of the site. Although residents will not be physically commuting from the development now, they are likely to have a good idea of their intended form of travel to work. This will assist the Travel Plan Co-ordinator to identify opportunities for lift sharing groupings and other measures. In addition, it will identify appropriate measures for this development. Appropriate provisions for facilitating and promoting sustainable travel choice can therefore be in place prior to occupation of the development so that sustainable travel habits can be established at an early stage.

The results of the Travel Plan questionnaire will be circulated to assist in monitoring the success of the Travel Plans and setting new targets. In addition, snapshot surveys will be undertaken to enable any change in modal travel to be confirmed quickly and at a relatively low cost in comparison to a full resident questionnaire. The snapshot survey simply establishes how residents travel on a

particular day and is an important tool in monitoring the Travel Plan as it develops, against the baseline information collected from the travel survey.

Key Action:	Complete travel surveys and provide information on how to access personalised journey planning information.
To be completed by:	Prior to occupation of the property/ first day of employment
Responsibility of:	Travel Plan Co-ordinator

8.3 Travel Plan Monitoring

Monitoring of the Travel Plan will show how well it is performing in meeting the target mode shares and any other targets that are set throughout the life of the plan. New targets will be established by the TPSG as appropriate.

The Travel Plan is a continuous and on-going process of monitoring and review, rather than a one-off event. The Travel Plan Steering Group will be established in the early stages of the development of the Travel Plan and a key action is the agreement of a monitoring framework, assigning persons responsible for tasks that need to be carried out as part of the monitoring exercise. The Travel Plan Steering Group would also decide on production of action plans and mitigation, where these are required.

The Travel Plan Co-ordinator will be responsible for ensuring monitoring is undertaken, and will coordinate the overall monitoring strategy. The Travel Plan Co-ordinator will also be responsible for reporting the results to the Travel Plan Steering Group.

The Monitoring Framework for the proposed development will include the following:

- Participation in a regular snap-shot travel survey (frequency to be determined by steering group). This will identify the principal mode of travel to the development;
- Undertake travel questionnaire surveys. The surveys will seek information on the principal mode of travel to the development (rather than the mode on arrival). To ensure the response rate is sufficiently high that the results are robust, the response rate of the surveys undertaken will be identified for inclusion in the Monitoring Report for agreement by the Travel Plan Steering Group;
- Visual surveys to assess the use of cycle parking;
- Record comments made by residents on the Travel Plans; and
- Record uptake of Travel Plan measures.

Key Action:	Produce monitoring framework
To be completed by:	Within 1 year of site occupation (to allow for the development to be fully occupied)
Responsibility of:	Travel Plan Co-ordinator

Key Action:	Implement Travel Plan monitoring in accordance with the monitoring framework.
To be completed by:	Within 1 year of initial occupation and annually thereafter as agreed with the Travel Plan Steering Group.
Responsibility of:	Travel Plan Co-ordinator

8.4 Monitoring Report

An Annual Monitoring Report will be prepared by the main Travel Plan Co-ordinator, and provided to Liverpool City Council. The Monitoring Report will present monitoring information and will compare this against the targets set out in the master Travel Plan framework. The Monitoring Report will be submitted within one month of the completion of the monitoring surveys undertaken as part of the monitoring framework.

The results of the monitoring report will be used to assist in the implementation of the Travel Plan. This will be achieved in many ways including the review of targets (and setting of new targets if appropriate) and the identification of barriers to implementation of a successful Travel Plan (including management barriers).

If the Monitoring Report indicates that the Travel Plan targets are not being met, it would be the responsibility of the Travel Plan Co-ordinator to identify an Action Plan for the following 12 months. The Action Plan would contain a programme of measures and tasks such that the Travel Plan targets are achieved, alongside the person(s) responsible and timescale for delivery. The Action Plan will be agreed by the Travel Plan Steering Group within one month of the Monitoring Report being submitted and implemented immediately following agreement. Monitoring of the agreed measures would be undertaken as part of the monitoring framework for the following 12 months.

Key Action:	Prepare and submit Monitoring Report within one month of completion of monitoring surveys
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To be completed by:	Within 1 year of initial occupation and at a regular interval to be agreed thereafter.
Responsibility of:	Travel Plan Co-ordinator

Key Action:	Agree Action Plan
To be completed by:	Within 1 month of submission of the Monitoring Report
Responsibility of:	Travel Plan Co-ordinator

Key Action:	Implement Action Plan
To be completed by:	Immediately following agreement of the action plan.
Responsibility of:	Travel Plan Co-ordinator

8.5 Travel Plan Review

The application site Travel Plan Framework is a dynamic working document that will develop with time and in accordance with the changing circumstances of the development. As such, it would be regularly reviewed by the Travel Plan Co-ordinator.

9 Communication and Marketing

9.1 Introduction

Communication of the Travel Plan's purpose, aims and objectives is essential if it is to successfully encourage sustainable transport use. Promotion and marketing of the measures including general information, progression, benefits and achievements require effective dissemination to residents, visitors and staff at the commercial units.

9.2 Travel Plan Webpage

A dedicated page/area for Travel Plan matters will be provided within the development website. This will be an interactive tool which would be available to all residents to provide up-to-date information. The website will contain a range of information including links to Travel Planning websites. There may be options for users to share their travel experiences and comments to improve the current Travel Plan. Parts of the website could be made available to external users so that those visiting the development for the first time are aware of how they can access the development by sustainable modes.

Key Action:	Establish Travel Plan sections of the development website
To be completed by:	Prior to site occupation
Responsibility of:	Travel Plan Co-ordinator

9.3 Travel Plan Information

The concierge will be able to provide up-to-date information about the Travel Plan for residents, visitors and staff at the commercial units. This may include the following:

- Information about the Travel Plan and its aims, objective and benefits;
- Public transport website links, including bus timetables, service destinations, and details of safe pedestrian routes between the development and bus stops, the rail stations and the nearest taxi rank;
- Maps of public transport service routes and pedestrian and cycle networks;
- Telephone numbers of local private hire firms and the nearest taxi ranks;
- Contact details of the Travel Plan Co-ordinator;
- Details of nearby cycle shops, especially if they offer discounts as part of the Travel Plan;
- Information about any Travel Plan measures or initiatives; and

- Details about any Travel Plan meetings or workshops and information from previous events.

9.4 Travel Plan Events

Regular events will help maintain a high-profile for the Travel Plan. These events will take a number of forms, and will tie in with national and regional events as appropriate. Measures proposed include:

- Travel Plan days/ weeks (eg. Britain Bike Week);
- Seminars promoting the Travel Plan; and
- Exhibitions promoting individual elements and measures from the Travel Plan (eg. Cycling information).

Key Action:	Identify a strategy for the communication of the Travel Plan.
To be completed by:	Ongoing
Responsibility of:	Travel Plan Co-ordinator

10 Implementation

Key actions have been identified throughout this document and based on these an action plan has been developed as shown in Table 1. The purpose of this action plan is to help inform and guide the development of the full Travel Plan for the application site.

10.1 Provisional Action Plan

Key Action	To Be Completed By	Responsibility Of
Prior to Occupation		
Appoint Travel Plan Co-ordinator	3 months prior to occupation	Developer/operator
Establish Steering Group	Prior to occupation	Travel Plan Co-ordinator
Complete resident/ employee surveys and provide information on how to access personalised journey planning information.	Prior to move in / initial employment	Travel Plan Co-ordinator
Identify strategies and opportunities for communication of the Travel Plan	On-going	Liaison between the Travel Plan Co-ordinator and Liverpool City Council
On Occupation		
Establish Travel Plan Working Group	Occupation of the development	Travel Plan Co-ordinator
Produce monitoring framework	Within 1 year of site occupation	Travel Plan Co-ordinator
Establish Travel Plan areas of the development website	Prior to occupation	Travel Plan Co-ordinator
Prepare and submit Monitoring Report	Within 1 year of occupation and at a regular frequency thereafter	Travel Plan Co-ordinator

Key Action	To Be Completed By	Responsibility Of
On-going		
Regular meetings of the Travel Plan Working Group	To be agreed	Travel Plan Representatives
Implement Travel Plan and Monitoring	Ongoing	Travel Plan Co-ordinator
Agree Action Plan	Within 1 month of submission of Monitoring Report	Travel Plan Steering Group
Implement Action Plan	Immediately following agreement of the plan	Travel Plan Co-Ordinator
Update of site audit	On completion of construction and on annual basis thereafter	Travel Plan Co-Ordinator