



DTPC

Report No. J340/ITP
March 2015

FRAMEWORK TRAVEL PLAN

**PROPOSED DEVELOPMENT
NORFOLK STREET PHASE 2 AND 3, LIVERPOOL**



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PROPOSED DEVELOPMENT PHASE 2 AND 3 NORFOLK STREET, LIVERPOOL

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| <i>DTPC No:</i> | | J340 ITP | |
| <i>Status:</i> | Final | <i>Copy No:</i> | |
| | <i>Name</i> | <i>Signature</i> | <i>Date</i> |
| <i>Approved:</i> | Alan Davies | AD | 30 March 2014 |

Revision Record

| <i>Rev.</i> | <i>Date</i> | <i>Summary of Changes</i> |
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FRAMEWORK TRAVEL PLAN

PROPOSED DEVELOPMENT PHASE 2 AND 3 NORFOLK STREET, LIVERPOOL

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1. INTRODUCTION

DTPC has been appointed by Roman Summer Associates on behalf of PHD1 Ltd to prepare a Framework Travel Plan (FTP) associated with their proposed associated with their proposed mixed use development at the Norfolk Street, Liverpool.

Development Proposal

The application relates to a proposed residential, student accommodation and commercial development on a site located in the urban area.

Phase 1 benefits from an agreed FTP for students only and this will form the basis of the student management offer for this application.

This ITP focuses on the residential uses of the site, the commercial element will not have use of the car parking and thus meets guidance for a reduction in single car occupancy.

Purpose of report

The purpose of this report is to provide the LPA and the Local Highway Authority (LHA) with a Framework Travel Plan to enable the student accommodation to manage its future occupants and staff travel modes for the new facility.

This FTP discusses the following issues:

- Government Planning and Transportation Policy
- Site and Local Area
- Sustainability
- Measures and Targets
- Summary & Conclusions.

Liability of Report

This report is prepared solely in connection with the proposed development as stated above. As such, no responsibility is accepted to any third party for all or any part of this report, or in connection with any other development.

2. NATIONAL AND LOCAL POLICY GUIDANCE

National Policy

Increasing travel choice and reducing dependency on car travel is an established aim across all areas of government policy development, documents and guidance alongside addressing climate change and reducing CO₂ emissions. Travel planning to date has focused on reducing single occupancy car use to specific destinations. The Department for Transport (DfT) also published “Smarter Choices – Changing the Way We Travel” focusing on softer education and persuasive measures which are a key element of travel plans.

National planning policy ensuring that development plans and planning application decisions contribute to delivery of development that is sustainable. It states that development should ensure environmental, social and economic objectives will be achieved together over time.

It will also contribute to global sustainability, by addressing the causes and impacts of climate change, reducing energy use and emissions by encouraging development patterns that reduce the need to travel by car and impact of transporting goods as well as in making decisions in the location and design of development.

Transport White Paper (TWP)

The Transport White Paper promotes developments that enable the choice of transport access to be maximised. It requires local authorities to draw up five-year transport plans known as Local Transport Plans (LTP). These plans are intended to co-ordinate and improve local transport, set out strategies for promoting walking, cycling and adoption of Green Transport Plans (GTPS) to employment sites, schools and other destinations.

Improvement in public transport facilities and an increase in their use is a key aim of the TWP. The TWP states that public transport has:

- Become the focus of our efficient transport system that gets people to where they want to be, quickly and comfortably without having to rely on our cars; and
- It aims to improve the level of service provided through the uptake of Quality Partnerships which have been given a statutory basis under which Councils can require operators to meet certain quality criteria.

In terms of rail, the Network Rail allows a tougher regulation of standards and a better promotion of integration and interchange with and between other public transport services. With regard to pedestrians, the TWP recommends that priority be given to walking by allocating additional road space to pedestrians. This can be achieved by providing wider footways, more direct and convenient routes for walking and by providing more pedestrian crossings.

A further provision of the TWP is that local authorities will be required to increase provision of secure cycle parking as well as allocating more road space for cyclists and applying speed restraints.

National Planning Policy Framework

The NPPF has replaced the previous PPG13 and sets out the policy framework for sustainable development and supersedes the previous advice.

For 12 months from publication of the NPPF decision makers may continue to give full weight to relevant policies adopted since 2004 even if there is a limited degree of conflict with the NPPF. In other cases and following the 12 month period due weight should be given to relevant policies in existing plans according to their "degree of consistency" with the NPPF.

Policies in emerging plans may be given weight according to the stage of preparation of the emerging plan, the extent to which there are unresolved objections, and the degree of consistency of relevant policies in the emerging plan to the policies in the NPPF.

Paragraph 36 of the National Planning Policy Framework sets out that all developments which generate significant amounts of transport movement should be required to provide a Travel Plan.

Local planning authorities must make a judgement as to whether a proposed development would generate significant amounts of movement on a case by case basis (i.e. significance may be a lower threshold where road capacity is already stretched or a higher threshold for a development which proposes no car parking in an area of high public transport accessibility).

In determining whether a Travel Plan will be needed for a proposed development the local planning authorities should take into account the following considerations:

- the Travel Plan policies (if any) of the Local Plan;
- the scale of the proposed development and its potential for additional trip generation (smaller applications with limited impacts may not need a Travel Plan);
- existing intensity of transport use and the availability of public transport;
- proximity to nearby environmental designations or sensitive areas;
- impact on other priorities/ strategies (such as promoting walking and cycling);
- the cumulative impacts of multiple developments within a particular area;
- whether there are particular types of impacts around which to focus the Travel Plan (e.g. minimising traffic generated at peak times); and
- relevant national policies, including the decision to abolish maximum parking standards for both residential and non-residential development.

Paragraph 36 of National Planning Policy Framework asks how should the need for and scope of a travel plan be established?

The anticipated need for a Travel Plan should be established early on, preferably in the pre-application stage but otherwise within the application determination process itself.

Consideration should be given at the pre-application stage to:

- the form and scope of the Travel Plan;
- the outcomes sought by the Travel Plan;
- the processes, timetables and costs potentially involved in delivering the required outcomes (including any relevant conditions and obligations);
- the scope of the information needed; and
- the proposals for the ongoing management, implementation and review processes.

Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.

Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should seek to fit in with wider strategies for transport in the area.

They should evaluate and consider:

- benchmark travel data including trip generation databases;
- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;

- relevant information about existing travel habits in the surrounding area;
- proposals to reduce the need for travel to and from the site via all modes of transport; and
- provision of improved public transport services.

They may also include:

- parking strategy options (if appropriate – and having regard to national policy on parking standards and the need to avoid unfairly penalising motorists); and
- proposals to enhance the use of existing, new and improved public transport services and facilities for cycling and walking both by users of the development and by the wider community (including possible financial incentives).

These active measures may assist in creating new capacity within the local network that can be utilised to accommodate the residual trip demand of the site(s) under consideration.

It is often best to retain the ability to establish certain elements of the Travel Plan or review outcomes after the development has started operating so that it can be based upon the occupational and operational characteristics of the development.

Any sanctions (for example financial sanctions on breaching outcomes/ processes) need to be reasonable and proportionate, with careful attention paid to the viability of the development. It may often be more appropriate to use non-financial sanctions where outcomes/ processes are not adhered to (such as more active or different marketing of sustainable transport modes or additional traffic management measures). Relevant implications for planning permission must be set out clearly, including (for example) whether the Travel Plan is secured by a condition or planning obligation.

Travel Plans can only impose such requirements where these are consistent with Government policy on planning obligations.

Travel Plans need to set out clearly what data is to be collected, and when, establishing the baseline conditions in relation to any targets.

The length of time over which monitoring will occur and the frequency will depend on the nature and scale of the development and should be agreed as part of the Travel Plan with the developer or qualifying body for neighbourhood planning. Who has responsibility for monitoring compliance should be clear.

Monitoring requirements should only cease when there is sufficient evidence for all parties to be sure that the travel patterns of the development are in line with the objectives of the Travel Plan. This includes meeting the agreed targets over a consistent period of time. At this point the Travel Plan would become a voluntary initiative.

Addressing health equity within travel plans

The World Health Organization Global Commission on the Social Determinants of Health advocates for a Health Equity in All Policies approach to tackling inequalities/inequities in health. In particular the Commission recommends that agencies consider the health equity impact of transport and urban design to promote physical activity through investment in active transport (WHO 2008).

Equity in health implies that ideally everyone should have a fair opportunity to attain their full health potential and, more pragmatically, that no one should be disadvantaged from achieving this potential, if it can be avoided. Inequity refers to differences in health which are not only unnecessary and avoidable, but in addition are considered unfair and unjust (World Health Organization, 1998). The social determinants of health are mostly responsible for health inequalities - these are the conditions in which people are born, grow, live, work and age, including the health system. These circumstances are shaped by the distribution of money, power and resources at global, national and local levels, which are themselves influenced by policy choices (World Health Organization, 2008).

Local government has a new role in improving health.

The important role of transport in improving health has been recognised and reflected in changes to local government responsibilities and resources that came into place in March 2013. Local authorities are now responsible for demonstrating improvements in 68 indicators of the health of their residents. Many of these indicators relate to streets and transport including road traffic injuries, air quality, noise, physical activity and social connectedness.

The recent changes in local government have brought this role to the fore. In particular, the importance of the walking and cycling people do as part of their everyday routine, as they will deliver huge economic and social benefits by keeping people active and healthy. The expected growth of cycling up to 2026 is estimated to deliver £250m in health economic benefits annually.

Increased walking and cycling offers many other advantages including cleaner air, less noise, more connected neighbourhoods, less stress and fear, and fewer road traffic injuries. These issues are all connected, and to deliver the biggest benefits from more walking and cycling there is a need to ensure the streets invite people to walk and cycle whenever possible.

Indicators of a healthy street environment

| Source | Main health impacts that can be improved |
|-------------------------|---|
| Physical activity | Obesity Heart disease Stroke Depression Type 2 diabetes |
| Air quality | Cardiovascular disease Respiratory diseases |
| Road traffic collisions | Physical injuries Psychological trauma |
| Noise | Mental health Blood pressure Child development |
| Access and severance | Mental wellbeing Personal resilience Stress Social isolation |

New local government responsibilities for public health

The Health and Social Care Act 2012 transferred responsibility for public health from the National Health Service to local government. Local authorities now have a statutory responsibility to use their powers and resources across all sectors to improve the health of their population.

Council's are responsible for delivering a Local Implementation Plan for transport and a Health and Wellbeing Strategy that will improve the health of its population.

Local authorities are measured against 68 Public Health Outcome Measures to assess how they are improving the health of their population. Many of these health impacts can be directly and indirectly delivered through improving street environments and public transport. Some examples include obesity, physical activity, air quality, noise, deaths and serious injuries on the road, and social connectedness. See table overleaf.

| High level outcomes | Wider determinants | Health improvements | Healthcare improvements |
|---|---|---|---|
| <ul style="list-style-type: none"> • Healthy life expectancy • Health inequalities | <ul style="list-style-type: none"> • Children in poverty • Pupil absence • 16–18 year old NEET • Employment for people with a LTC • Sickness absence rate • Killed and seriously injured on the road • Violent crime • Population affected by noise • Use of green space for exercise • Social connectedness • Older people's perception of safety | <ul style="list-style-type: none"> • Low birth rate • Breastfeeding • Early childhood development • Childhood obesity • Wellbeing of looked after children • Diet • Adult obesity • Physical inactivity • Diabetes • Self-reported wellbeing • Falls and fall injuries in the over-65s | <ul style="list-style-type: none"> • Preventable deaths • Premature deaths from cardiovascular disease • Premature deaths from all cancers • Early death from respiratory disease • Suicide • Quality of life for older people • Hip fractures in the over-65s • Dementia |
| Health protection <ul style="list-style-type: none"> • Air pollution • Sustainable development plans for public sector organisations | | | |

10 indicators to a healthy street, source Lucy Saunders.

| Indicator | How it relates to health |
|------------------------------------|---|
| Pedestrians from all walks of life | Everybody needs to be active every day. If the mix of people walking in the street does not include certain groups such as children, older people or those with disabilities then the street environment is excluding some people from staying active. |
| People choose to walk and cycle | Some people walk or cycle not out of choice but due to poor access by other modes of transport. This can have negative impacts on their health and wellbeing. Success should be measured by people choosing to walk and cycle, rather than levels of walking and cycling. |
| Clean air | The health impacts of air quality include cardiovascular disease and respiratory disease. |
| People feel safe | People need to feel that they will be safe from injury and crime when they are on the street. |
| Not too noisy | Noise has a range of health impacts including stress and high blood pressure. It also discourages people from walking and cycling. |
| Easy to cross | If streets are difficult to cross because of physical barriers or traffic, people will be discouraged from using the street, particularly on foot. This can be socially as well as physically restricting. |
| Shade and shelter | Some people have difficulty moderating their body temperature, and this can put their health at risk in hot weather. Shade is needed on streets to enable people to keep cool. |
| Places to stop | Many people can only walk short distances without taking a rest, particularly those who are older, young, pregnant, injured or who have a disability or health condition such as chronic obstructive pulmonary disease. Providing seating at regular intervals is necessary to enable these people to incorporate much needed physical activity into their daily routine. |
| Things to see and do | Street environments need to be stimulating and engaging to invite people to walk and cycle more. This highlights the importance of good urban design and maintenance of public spaces in delivering health benefits. |
| People feel relaxed | Walking or cycling in the street should not be a stressful experience. If people are not relaxed it indicates that issues such as noise, insufficient space or fear of danger have not been addressed. |

Examples of the evidence base overleaf.

| Evidence for effective measures to improve health through transport | | |
|---|--|--|
| Owner | Resource | What it is for |
| NICE | Public Health Guidance 8 Physical activity and the environment (January 2008) | 'Gold standard' evidence-based guidance from the National Institute for Health and Care Excellence (NICE) relating to active travel. These are summarised in NICE's pathway for local authorities. |
| NICE | Public Health Guidance 13 Promoting physical activity in the workplace (May 2008) | |
| NICE | Public Health Guidance 17 Promoting physical activity for children and young people (January 2009) | |
| NICE | Public Health Guidance 25 Prevention of cardiovascular disease (June 2010) | |
| NICE | Public Health Guidance 31 Preventing unintentional road injuries among under-15s: road design (November 2010) | |
| NICE | Public Health Guidance 41 Walking and cycling: local measures to promote walking and cycling as forms of travel or recreation (November 2012) | |

| Policy guidance on transport and health | | |
|--|---|---|
| Owner | Resource | What it is for |
| UK Faculty of Public Health | Transport & health: Position statement and briefing statement (2013) | These papers set out the position of the UK body of public health specialists part of the Royal College of Physicians, and their recommendations for action in addition to the policy background, evidence base and recommended resources. |
| UK Faculty of Public Health | Built environment & physical activity: Position statement and briefing Statement (2013) | These papers set out the position of the UK body of public health specialists, part of the Royal College of Physicians, and their recommendations for action in addition to the policy background, evidence base and recommended resources. |
| Public Health England & Local Government Association | Obesity and the environment: Increasing physical activity and active travel (2013) | This document summarises the importance of active travel in tackling obesity and outlines the regulatory and policy approaches that can be taken. |

| Evidence of the health impacts of transport | | |
|--|--|---|
| Owner | Resource | What it is for |
| Mindell JS, Watkins SJ, Cohen JM (eds.), Stockport: Transport and Health Study Group | Health on the Move 2. Policies for health promoting transport (2011) | This report provides a detailed compendium of evidence and expert opinion on the full range of health impacts of transport as well as policy recommendations. |
| Saunders et al, Plosone | What Are the Health Benefits of Active Travel? A Systematic Review of Trials and Cohort Studies (2013) | This paper brings together for the first time every published study that measured a health outcome of walking or cycling for transport in either a trial or a cohort study (empirical studies not cross-sectional ones). It shows the wide range of health benefits associated with active travel including diabetes, mental wellbeing, obesity, bone strength and breast cancer. |
| British Medical Association | Healthy Transport = Healthy Lives (2012) | This accessible report describes the main impacts of transport on health in the UK and includes clear graphs and illustrations. |
| Mackett RL & Brown B, University College London | Transport, Physical Activity and Health: Present knowledge and the way ahead (2011) | This report explores in detail the links between transport and its biggest health impact, physical activity. |
| Sustainable Development Commission | Fairness in a Car Dependent Society (2011) | This report presents the range of health inequalities that arise from car-dependent societies. |

The use of walk/cycle modes either as an individual mode or part of a linked travel mode is key to delivering healthy outcomes.

The following chapters of this report will show that the proposed development is compliant with local and national policy in this respect.

3. WHAT IS A TRAVEL PLAN

What is a Travel Plan?

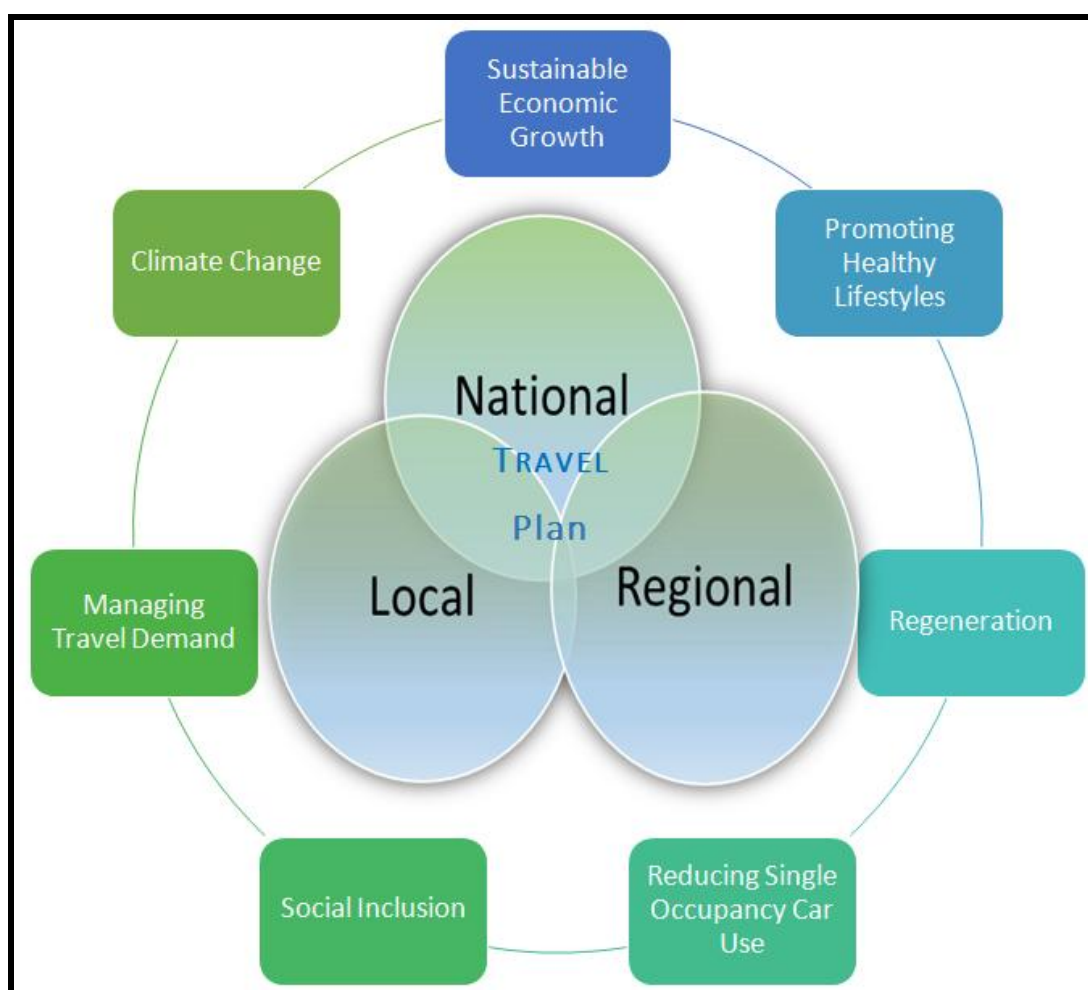
A Travel Plan is a strategy to more sustainably manage the number and type of trips generated by a development site thus reducing the need to travel in the first place.

National planning policy states that single occupant car trips are unsustainable, and should be mitigated wherever possible in favour of trips by walking, cycling or public transport.

A Travel Plan achieves this by raising awareness of available alternative transport modes, and offering incentives to site users to make the switch away from car journeys. It is important for a development to take responsibility for the impact of the vehicle trips that it generates on the local highway network and surrounding environment.

A Travel Plan provides a robust evaluation tool to ensure that developments are achieving gains in environmental sustainability, and are more efficiently managing the demand for travel to and from the site. This will benefits to all parties involved – public, private and community.

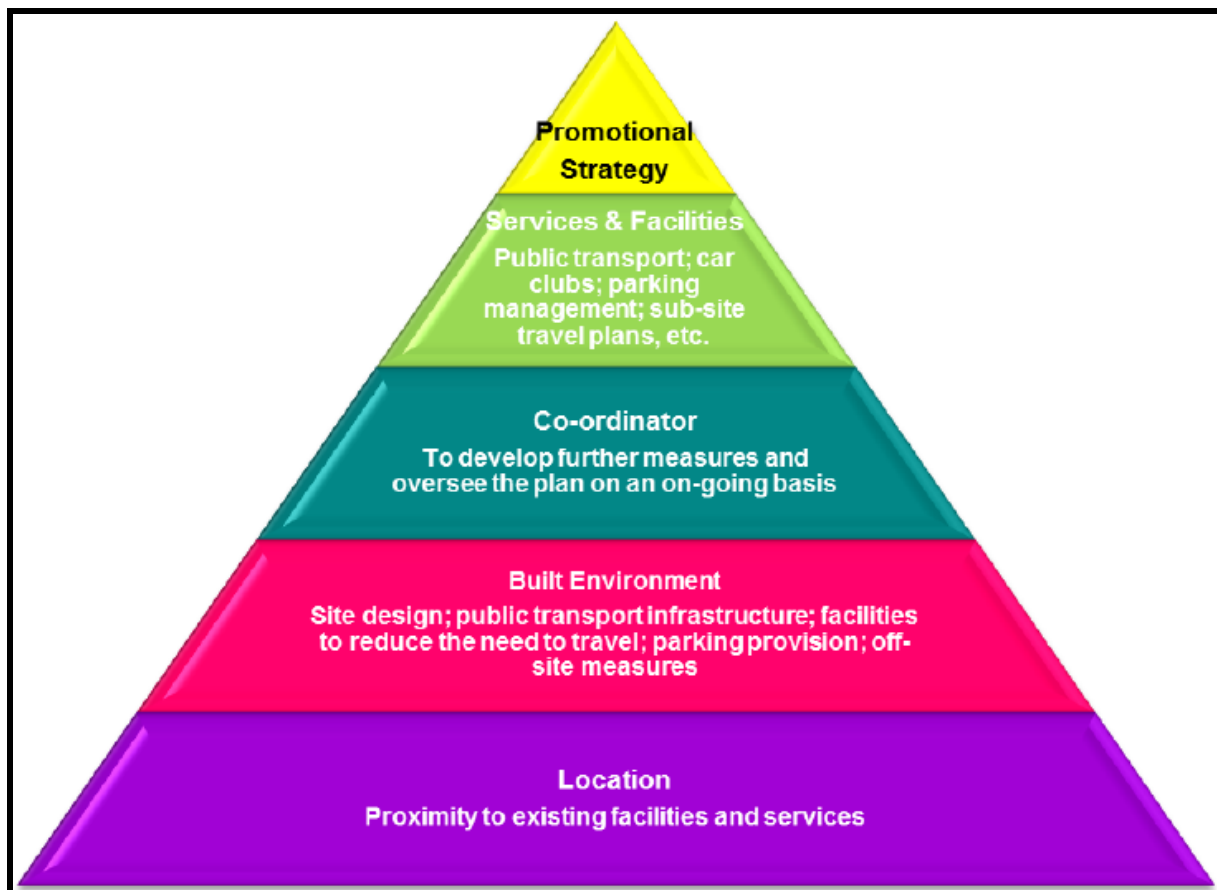
The key objectives of the travel plan will be to include policies which reduce the dependency on single occupancy car trips to and from the site thus meeting the access needs of occupants and staff in a new way and require partnerships between developers, local authorities, local communities and new residents.



How the Travel Plan accords with planning policy

The Site Travel Plan will need to accord with national and local planning policy related to the development of softer-transport measures and sustainable travel objectives.

All the measures put forward should be integrated into the design, marketing and occupation of the site. In addition parking restraint is often crucial to the success of the plan in reducing car use, responsible car use rather than ownership is seen as the key factor.



Travel Plan Triangle

Aims and Objectives of a Travel Plan

The Aims and Objectives of the Travel Planning process are to:

"Reduce the number of car borne trips particularly single occupancy trips on the network from the site to a significantly lower level than predicated within the Transport Assessment and to encourage students, staff and visitors to travel by sustainable modes of transport".

The targets should be SMART:-

- A statement of intent (the objectives) including a series of qualitative and quantitative **SMART** Travel Plan targets (**S**ustainable, **M**easurable, **A**ccessible, **R**ealistic, **T**ime sensitive);
- An assessment of the current problems/issues for the given 'target group';

- *An action plan of measures intended to address these issues and move toward attainment of the targets including a marketing and promotion strategy;*
- *A monitoring and review element to ensure it remains a 'living' document.*

The aims and objectives of this Travel Plan accord with the sustainable development aspirations, and the management/operational objectives of PHD1

How will the Travel Plan be managed?

This Travel Plan has been prepared in support of a detailed planning application. As the site has a known occupier the key management will be via on site management and the TPC for the site.

Implementation of the Travel Plan

On the finalisation of the Travel Plan (following approval by the Travel Plan Officer at Liverpool City Council the document will be launched by the nominated Site Travel Plan Co-ordinator for the none student elements, the student element will be taken forward by the Phase 1 **PHD1's student space provider**.

The TPC's will be responsible for developing and managing the business's Travel Plan. This will involve undertaking the staff surveys; target setting; identification and implementation of the detailed measures; marketing; monitoring and reporting to LCC.

To maximise success of the Travel Plan it is important that they are initiated from first occupation of the development.

The TPC will ideally be appointed prior to the new units becoming available. If this is not possible, the TPC will be appointed and take the role up on occupation.

4. FRAMEWORK TRAVEL PLAN STRUCTURE AND PROCESS

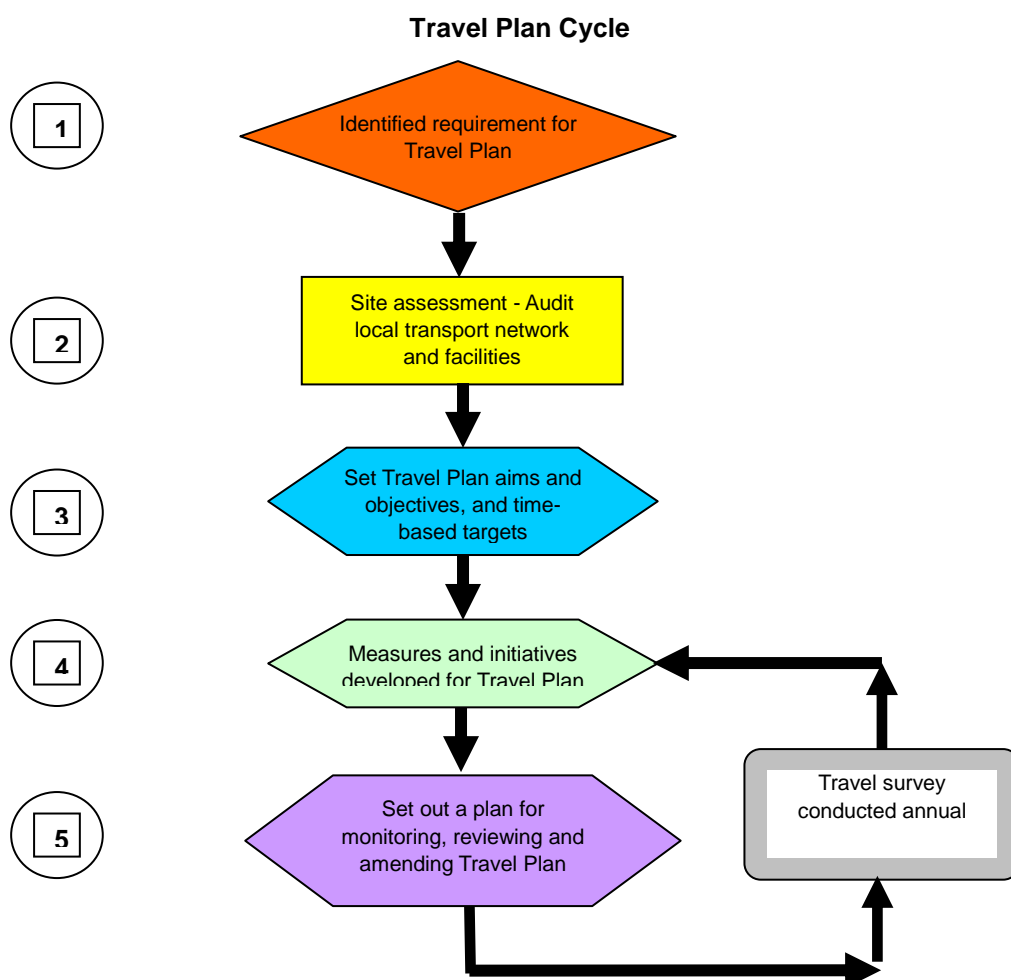
Development of a Travel Plan

A Travel Plan operates cyclically by implementing a set of measures and then regularly evaluating and checking the effectiveness of these measures through a process of review and amendment.

Information on travel patterns and traveller opinion is collated and assessed through a multi-user travel survey. This process is used to establish the baseline travel situation for the site. The Travel Plan objectives incorporate national, regional and local planning policy. The Travel Plan allows a package of objectives, targets and measures to be constructed.

At distinct points through the Travel Plan cycle, measures will be actioned and their effectiveness explored through annual post-completion site user travel surveys. The Travel Plan will be annually reviewed by LCC Travel Plan Co-ordinator and PHD1 Ltd appointed Travel Plan advisor, and necessary amendments made, so that the cycle may begin again with a fresh set of targets and measures. Through this process, the Travel Plan will evolve and become more tailored to the site.

A typical Travel Plan cycle comprises of the components outlined below.

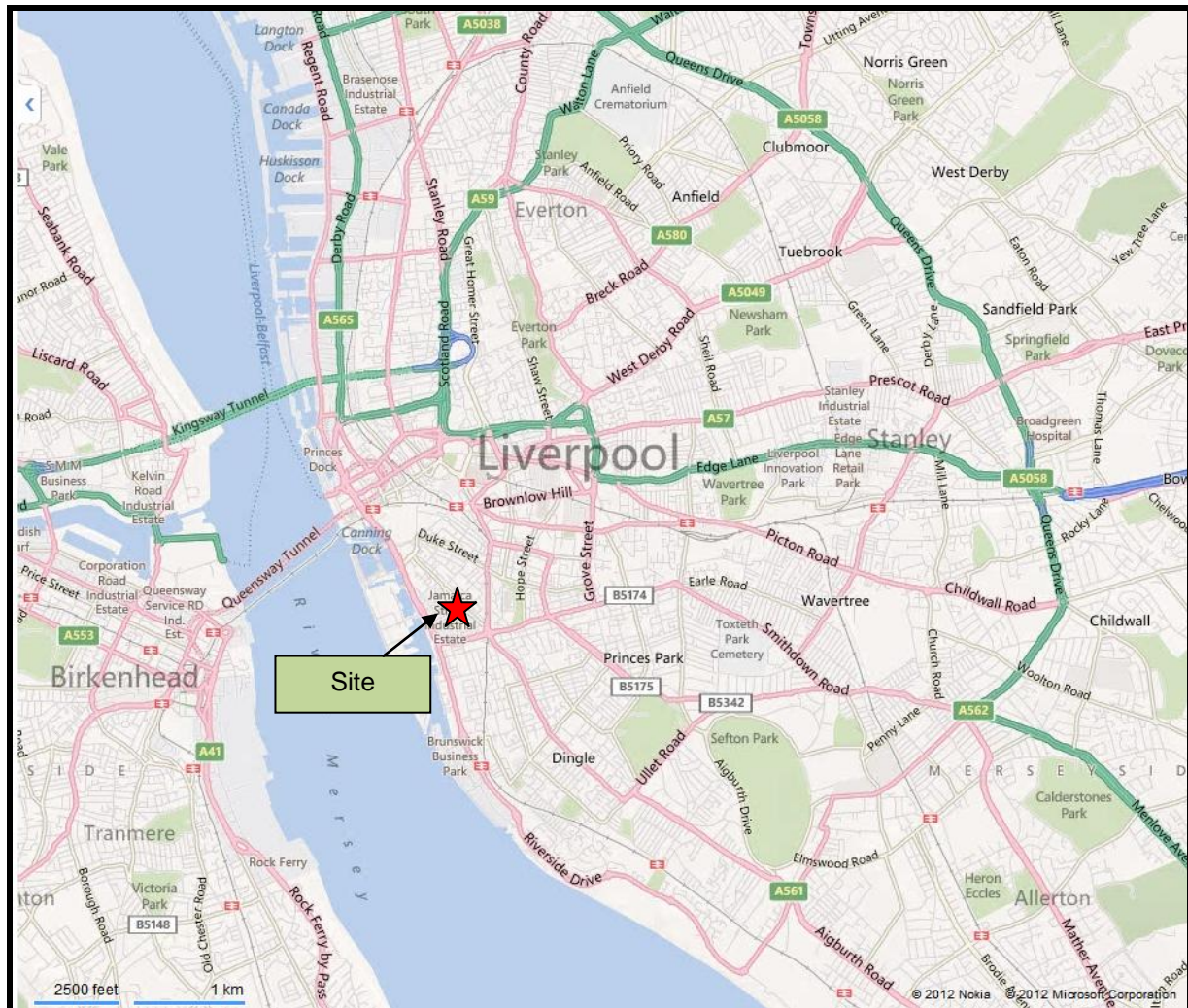


5. DESCRIPTION OF PROPOSED LOCATION AND PROPOSALS

Site location context

The site is situated on the southerly edge of Liverpool City Centre in the Baltic Triangle.

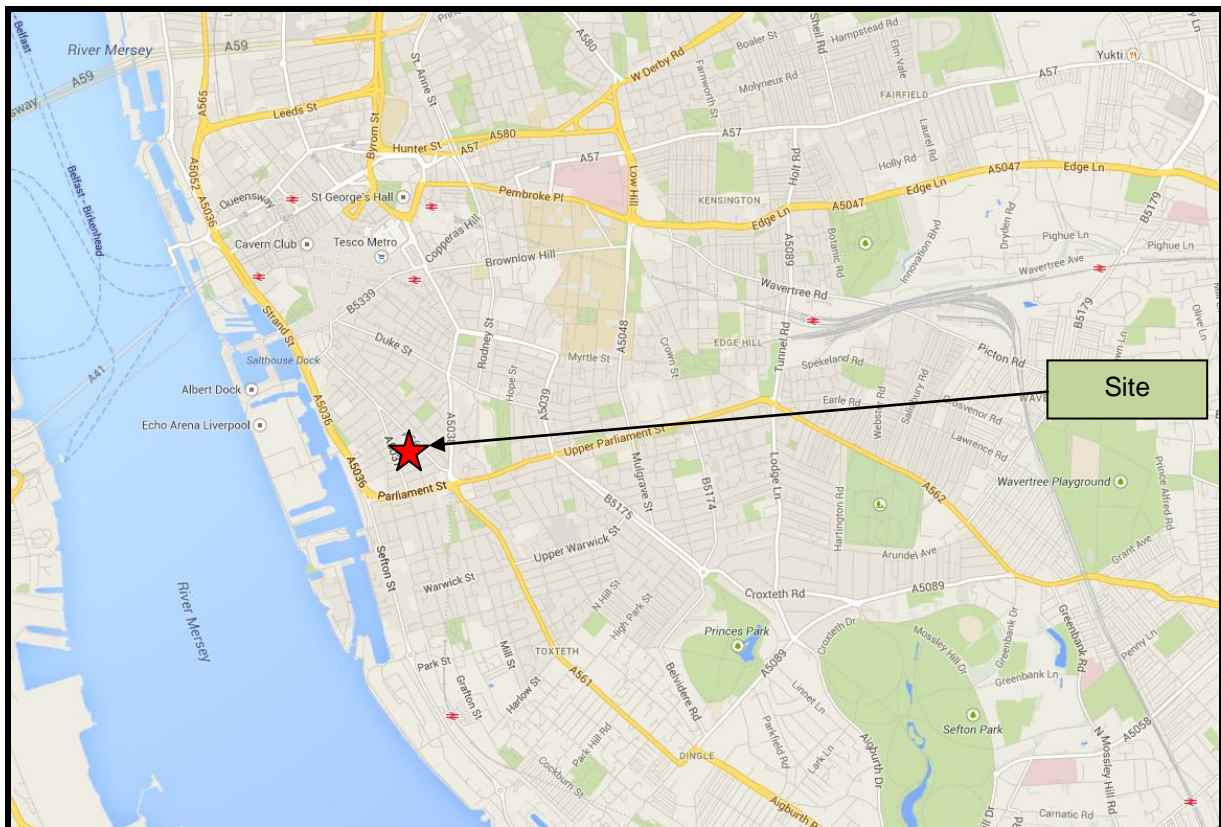
Situated approximately 1000m from Liverpool Central Station and lying within 2.3 km of the Edge Lane M62 corridor, the site is highly accessible by a variety of modes and is also within a short walking distance of a wide variety of the river front retail and city centre facilities and attractions.



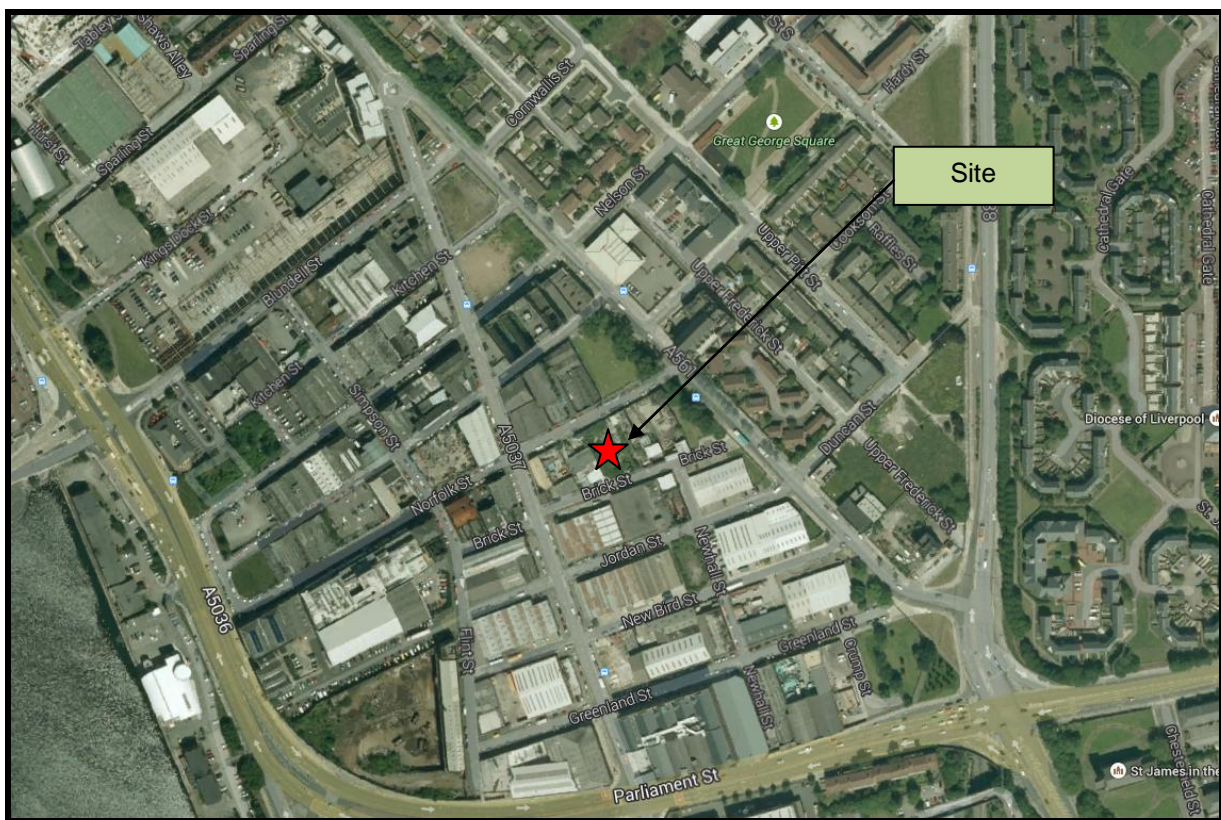
Site location plan in relation to neighbouring settlements and locally overleaf

From the site, the A5037 Jamaica Street and A561 St James Street corridor gives the most convenient access to the primary radial route corridors in Liverpool via the A5036.

The A562 Upper Parliament Street route connects to the A5058 which forms the east of centre bypass. The A5036 also runs north to the A665 which runs to Bootle and beyond.



Local area setting and the site.



Local Highway Provision

All the roads in the area are of a standard carriageway width appropriate for their usage, with footpaths and street lighting. They serve primarily an urban centre catchment containing local services/retail units.

From site observation the area has a typical traffic flow characteristic associated with an urban area i.e. distinct AM and PM flow periods. A detailed photographic record of the local access and setting is provided below for future reference



Brick Street towards the Jamaica Street corridor



Brick Street junction with Jamaica Street



View left and right from Norfolk Street junction with Jamaica Street



View into and out of Norfolk Street from west side



View along Norfolk Street east and west



View east and west along Norfolk Street



View left and right from Norfolk Street

Off street car parking

The mapping below shows the off street public and contract parking in the area, the photos shows a mid afternoon snap shot of usage. There is space available in the area.



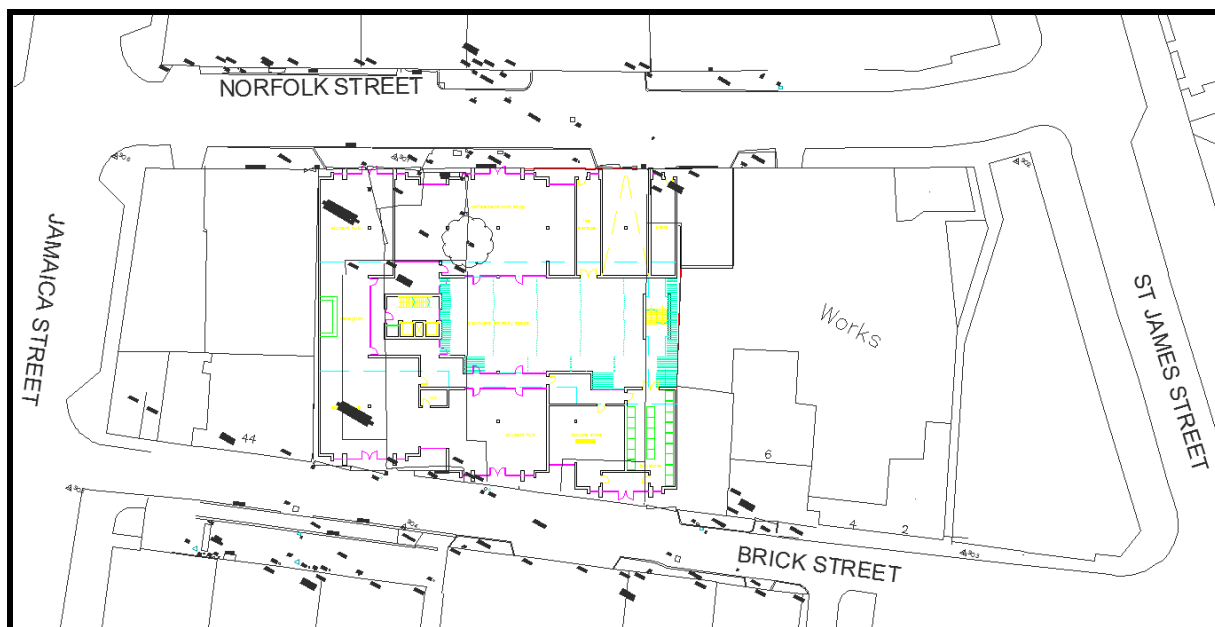
Green public and amber private off street

Permit Parking Controlled Parking Zone:

Within this zone, on-street parking is split between where a permit is required and public limited to short-stay during the daytime.

Phase 1 approved development

Erection of an 11 storey building on land between Norfolk Street and Brick Street, Liverpool. The scheme comprises 140 student apartments (356 beds total) with a mix of studios, 3 bed clusters and 3 bed duplex clusters. The proposal also includes the incorporation of 105 cycle spaces at ground floor level.



Site Layout

Phase 2 and 3

This application seeks permission for the demolition and clearance of existing structures and the erection of two buildings (referred to as Phases 2 and 3) comprising a mix of apartments, student accommodation, Class B1(a) office uses, gallery space (Class D2), and small scale Class A1, A2, A3, A4 and/or D1 uses, with associated car and cycle parking, plant / storage / reception areas, pavement café / terrace and hard and soft landscaping.

The application also proposes the change of use of the 3 storey brick building (43 Jamaica Street) to form self contained Class B1a and / or A2 offices, reverting from its current use as staff quarters / storage associated with the wider City Sheds business, and minor external alterations to include new doors and windows.

Phase 2 - a 9 storey building on land between Norfolk Street and Brick Street, Liverpool. The scheme comprises 125 apartments with a mix of studios and 1 bed units.

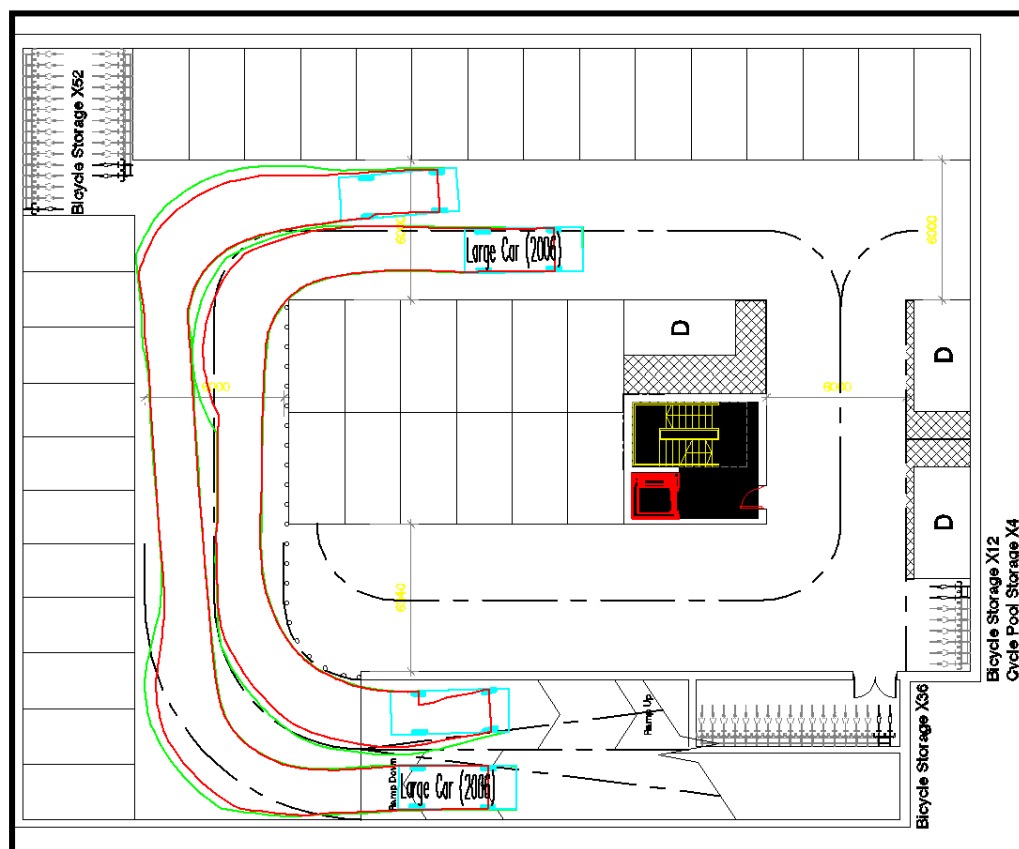
It also includes some 500 sqm of B1 a or A2 commercial workshop units, 185 sqm of gallery space D2 and 51 sqm of meeting space.

The proposal also includes the incorporation of 16 cycle spaces at ground floor level and 41 parking spaces in the basement.

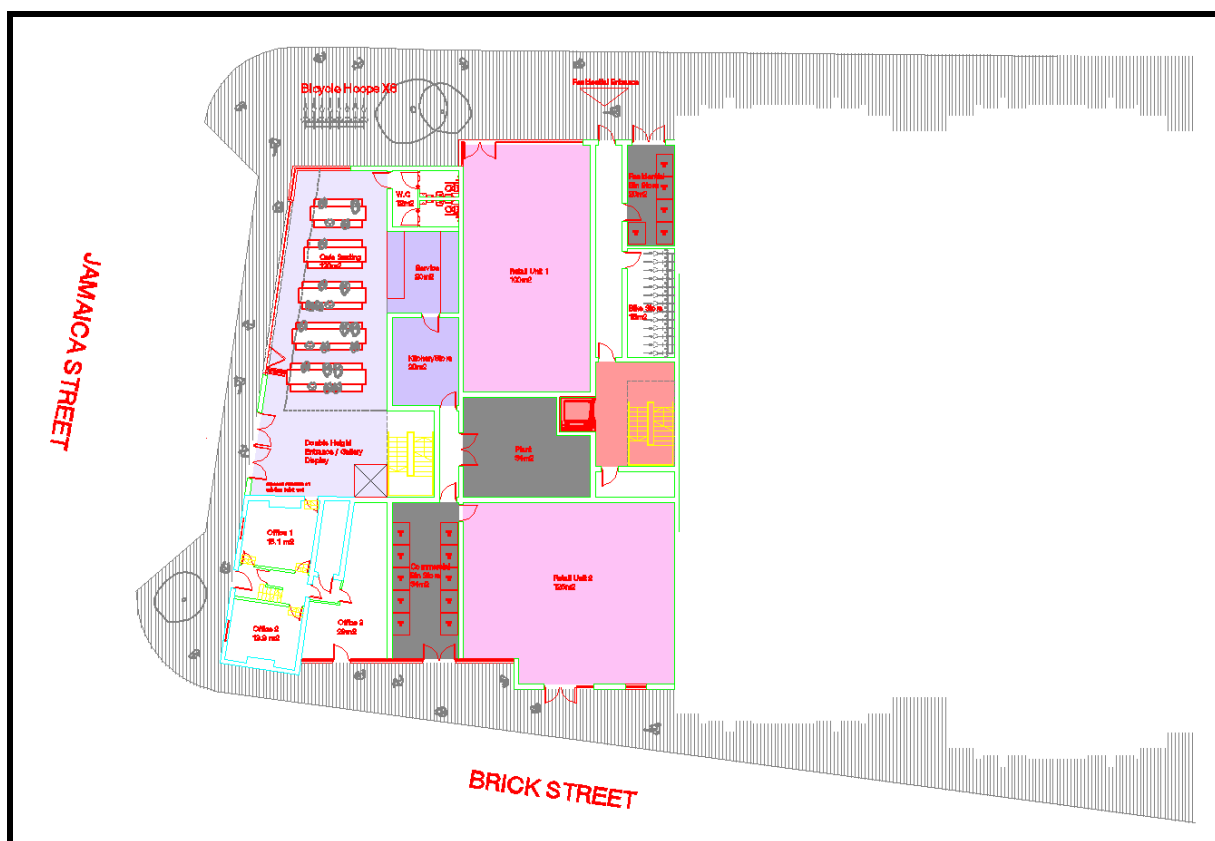
Additionally some 100 cycle spaces and 4 pool cycle spaces are provided in the basement, less than the 100% asked for as a residential use but takes on board the mode split and the locations ability to provide a walking environment to most facilities.



Site Layout and parking provision



The proposal also includes the incorporation of 26 secure cycle spaces (more than 18 based on previous agreed 1:6 ratio) at ground floor level and 8 visitors spaces



As agreed on the phase 1 application the larger deliveries are accommodated using the loading bay designated on Norfolk Street in place of the limited/permit parking area, all other traffic orders remain unchanged. As the bays are no income generators then no commuted cost needed and in addition the parking offer onsite would accommodate any shortfall.

This arrangement is typically used and found acceptable by LCC Highways for the scale of development proposed.

The following sets out the current requirement for parking in the City Centre Area.

Policy T12 – Car parking provision in new developments All new developments including changes of use, which generate a demand for car parking will be required to make provision for car parking on site, to meet the minimum operational needs of the development.

Additional space for non operational car parking will be permitted up to a maximum standard. This will be determined by:

- the nature and type of use; whether off-site car parking would result in a danger to highway and pedestrian safety;
- whether the locality in which the proposed development is located is served by public car parking facilities;
- whether off-site parking would result in demonstrable harm to residential amenity; and the relative accessibility of the development site by public transport services.

Abstracts from the SPD

4.15 When dealing with residential parking, a request will be made for developers to make provision for a ratio of 0.70:1 parking spaces to dwellings. Where a developer is unable to achieve this, or where this is not desirable, a request for access to be improved by other modes, either through contributions or direct improvements on the ground, will be made.

4.16 We may encourage lower levels of parking, along with adequate support for walking, cycling, public transport and travel plans, where:

- The development is in an accessible location (such as within the City Centre, District or Local Centre), or where there is good public transport access (see accompanying Accessibility Maps, map 2);
- Initiatives to reduce traffic are planned for, or are being introduced, in the area; and
- There is adequate off-street parking within 400m or potential for shared use of spaces (for example, in mixed-use developments).

4.17 In such circumstances where lower levels of car parking are not provided the reasons why should be stated in the completed Accessibility Checklist.

Car parking policy for each use is set out below:

A1 – Shops

| Vehicle Type | Standard |
|---------------------------------|---|
| Cycles | Staff - 1 secure covered space and locker per 300 sq. m (minimum of 2 spaces) Customer – 1 space per 200 sq. m (minimum of 2 spaces) |
| Motorcycles | 1 Space per 500 sq. m (minimum of 2 spaces) |
| People with disabilities | Up to 200 bays – 3 spaces or 6% of total maximum standard, whichever is greater Over 200 bays – 4 spaces plus 4% of the total number of spaces |
| Service Vehicles | Required above 1,000 sq m |

| | |
|---|--|
| | One 3.5m x 16.5m bay, or one 3.5m x 8m bay where a servicing agreement is secured as part of a Travel Plan. |
| Taxis | One pick-up/ set down required above 1,000 sq. m, with additional bays if justified by a Transport Assessment. |
| Other Staff/ operational parking (Maximum) | City / District Centres - 1 space per 16 sq. m (A1 - Food Shops) City / District Centres - 1 space per 22 sq. m (A1 - Other Shops) Elsewhere - 1 space per 14 sq. m (A1 - Food Shops) Elsewhere - 1 space per 20 sq. m (A1 Other Shops) |

A3 - Food and drink uses / A4 - Drinking Establishments / A5 - Hot Food Take-aways

| Vehicle Type | Standard | |
|---|---|--|
| Cycles | Staff - 1 secure covered space and locker per 300 sq. m Customer - 1 space per 300 sq. m | |
| Motorcycles | 1 Space per 350 sq. m (minimum of 2 spaces) | |
| People with disabilities | Up to 200 bays - 3 spaces or 6% of total maximum standard, whichever is greater Over 200 bays - 4 spaces plus 4% of the total number of spaces | |
| Service Vehicles | Required above 1,000 sq. m One 3.5m x 16.5m bay, or one 3.5m x 8m bay where a servicing agreement is secured as part of a Travel Plan | |
| Taxis | One pick up /set down required above 1,000 sq. m, with additional bays if justified by a Transport Assessment | |
| Other Staff/ operational parking (Maximum) | A3 Food and Drink / A4 Drinking Establishments | City / District Centres - 1 space per 8 sq. m public floor area Elsewhere - 1 space per 5 sq. m public floor area |
| | A5 Hot Food Take - away | City / District Centres - 1 space per 8.5 sq. m gross floor area Elsewhere - 1 space per 7.5 sq. m gross floor area |

B1 - Business

| Vehicle Type | Standard |
|---|--|
| Cycles | Staff - 1 secure covered space and locker per 400 sq. m Customer / Visitor - 1 space per 300 sq. m |
| Motorcycles | 1 Space per 875 sq. m (minimum of 2 spaces) |
| People with disabilities | Up to 200 bays - 1 space per each disabled employee, plus two spaces or 5% of the maximum standard, whichever is greater Over 200 bays - 6 spaces plus 2% of the total number of spaces |
| Service Vehicles | Required above 2,500 sq. m One 3.5m x 16.5m bay, or one 3.5m x 8m bay where a servicing agreement is secured as part of a Travel Plan |
| Other Staff/ operational parking (Maximum) | City / District Centres - 1 space per 40 sq. m (Single Offices) City / District Centres - 1 space per 45 sq. m (Business Parks) City / District Centres - 1 space per 40 sq. m (Research and Development) City / District Centres - 1 space per 40 sq. m (Call Centres) |

C3 - Dwelling Houses

| Vehicle Type | Standard |
|--|---|
| Cycles | Houses – No minimum Flats – 1 secure space for every 1 flat, plus 1 visitor cycle stand per 10 units Sheltered Housing – 1 secure staff cycle space per 10 units, plus cycle parking for visitors |
| People with disabilities | Wheelchair housing – 1 space per dwelling, with dimensions suitable for use by people with disabilities. General housing – where justified by the likely occupancy of the dwelling and reserved for use by people with disabilities, above a threshold of 5 units, 1 space per 10 units or part therefore, with dimensions suitable for use by people with disabilities. |
| General Car Parking (Guideline) | Car Free: 0 spaces per dwelling City Centre: Flats – Average of 0.70 space per dwelling |

Census mode split

The table below sets out the 2011 census data mode split to compare the actual survey data to and inform the target setting.

| Method of Travel to Work (QS701EW) | E00033024 | | Liverpool | | North West | |
|--------------------------------------|-------------|------|-----------------------|------|------------|------|
| | Output Area | | Metropolitan District | | Region | |
| All Usual Residents Aged 16 to 74 | 55 | % | 196630 | % | 3228744 | % |
| Work Mainly at or From Home | 2 | 3.6 | 5258 | 2.7 | 144079 | 4.5 |
| Underground, Metro, Light Rail, Tram | 0 | 0.0 | 1102 | 0.6 | 20719 | 0.6 |
| Train | 2 | 3.6 | 9962 | 5.1 | 89429 | 2.8 |
| Bus, Minibus or Coach | 5 | 9.1 | 38601 | 19.6 | 267140 | 8.3 |
| Taxi | 0 | 0.0 | 2777 | 1.4 | 26302 | 0.8 |
| Motorcycle, Scooter or Moped | 1 | 1.8 | 794 | 0.4 | 19988 | 0.6 |
| Driving a Car or Van | 11 | 20.0 | 95678 | 48.7 | 2021199 | 62.6 |
| Passenger in a Car or Van | 5 | 9.1 | 11805 | 6.0 | 197661 | 6.1 |
| Bicycle | 1 | 1.8 | 4062 | 2.1 | 70557 | 2.2 |
| On Foot | 26 | 47.3 | 25208 | 12.8 | 351807 | 10.9 |
| Other Method of Travel to Work | 2 | 3.6 | 1383 | 0.7 | 19863 | 0.6 |

These indicate for a mode share of 47.3% walk, 1.8% cycle, 12.7% bus/train and 20% car, 9.1% by car share.

This shows that for a site of 125 units the parking demand locally would be 26 spaces, supporting a reduced offer for the area against policy.

The accommodation would be largely none car based with 41 spaces offered in basement parking area. The spaces will be on a first come basis for the residents only and not for the staff or visitors of the commercial/leisure units.

The highly accessible nature of the scheme as with most centre type schemes would require staff to use walk/cycle/car share/public transport as their chosen mode of transport. These are set out in the sustainability chapter.

As stated before car parking for visitors to the accommodation or those using the area as a shared trip/employees car sharing etc can use the local parking offer.

Cycle Spaces

Cycling is sustainable fast, efficient and can lead to a healthier life style. The promotion of cycling needs to be encouraged through a series of publicity campaigns. A number of organisations improve cycle access to their site by working in partnership with local authorities and cycling groups such as Sustrans (www.sustrans.org.uk).

Consideration would be given when forward planning to:

- Increase the provision of safe, secure parking as demand grows
- Provide lockers, access to changing/drying facilities and showers for staff?

In order to further encourage the use of cycling the following measures could also be implemented:

- Promote and publicise cycling – producing cycle maps promoting safe cycle routes to the home

- Cycle user groups will ensure that the voice of cyclist is heard and will help liaise with the Council as required. BikeBudi and local BUG groups should be investigated

Promotion tools to encourage cycling include Bike to Work Weeks this can also coincide with a police tagging scheme.

Liverpool's cycle hire scheme "Citybike". Citybike is the largest public bicycle sharing scheme outside of London – with 160 bike stations in operation across Liverpool with a range of tariff options available, including a student membership discount. More information, including a map of the existing live bike stations, can be found on the Citybike webpage: <http://www.citybikeliverpool.co.uk/LandingPage.aspx>

The proposed spaces are in the ground floor for visitors and in the basement for residents and staff.

Phase 2 - The proposed spaces are in the ground floor for visitors and in the basement for residents and staff.

The 125 residential uses would by policy require 1 space per unit or if student based 1:6 giving a range of 22 – 125. The use of cycles needs to be encouraged but locally is only 1.8% so 100% would seem over prescriptive especially as there are city go cycles nearby.

The proposal also includes the incorporation of 16 cycle spaces at ground floor level. Some 100 cycle spaces and 4 pool cycle spaces are provided in the basement, less than the 100% asked for as a residential use but takes on board the mode split and the locations ability to provide a walking environment to most facilities.

Phase 3 - The total policy requirement which for cycles does not take into account the city centre location or set out the needs for student based accommodation.

Other schemes have agreed a 1:6 ratio for cycles, this combined with local city bike offer is considered acceptable for this phase.

The proposal includes the incorporation of 26 secure cycle spaces (more than 18 based on previous agreed 1:6 ratio) at ground floor level and 8 visitors spaces

The stands will be managed by the onsite staff in the accommodation services

6. ACCESSIBILITY BY MODE

Introduction

It is important to recognise that national Government guidance encourages accessibility to new developments by non-car travel modes. New proposals should attempt to influence the mode of travel to the development in terms of gaining a shift in modal split towards non car modes, thus assisting in meeting the aspirations of current national and local planning policy.

The accessibility of the proposed development sites by the following modes of transport has, therefore, been considered:

1. Accessibility on foot and cycle and public transport.

Walking and cycling

The proximity of the site in relation to the central core of Liverpool City Centre, pedestrian facilities are numerous and generally of good quality – particularly in areas which have experienced urban realm improvements as part of the City Centre Movement Strategy (CCMS) which seeks to discourage through traffic within the City Centre; has significant improvements to public transport facilities; and wide ranging urban realm / pedestrian enhancements.

The area has excellent facilities to promote movement of pedestrians, puffin crossings, wide footways, and directional signage to aid visitors to the area.

The proposed development site is located in the urban area with a range of local land uses, services and facilities.

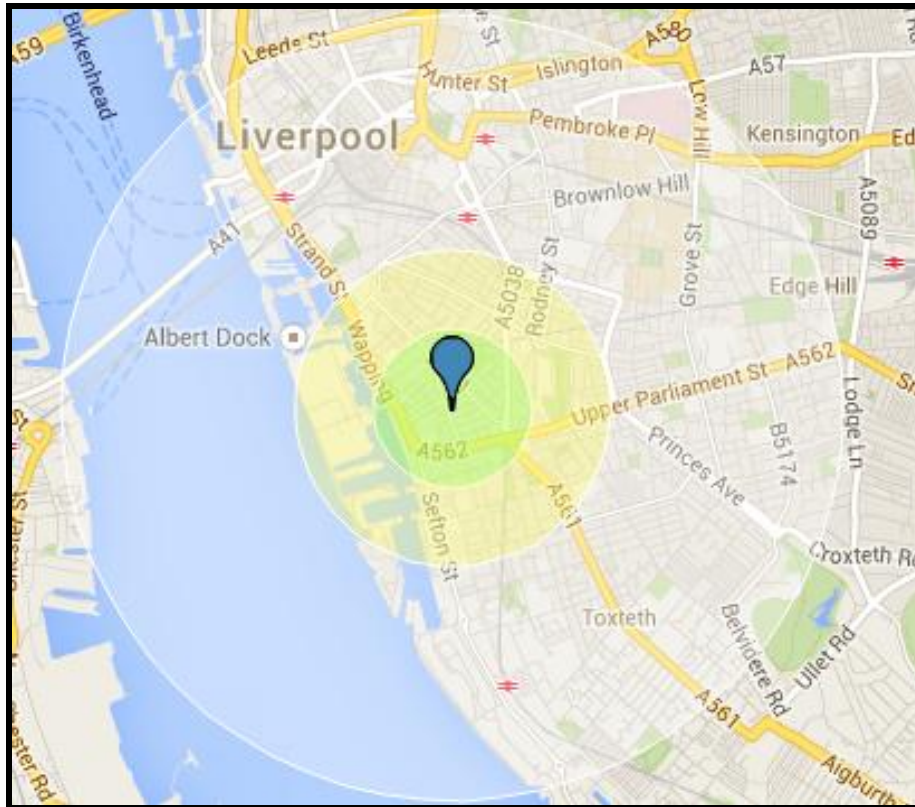
Experience from good practice in Travel Planning development generally suggests that pedestrians are prepared to walk up to 2kms between home and workplace, provided that accessible footway routes are identified.

| ACCEPTABLE WALKING DISTANCES [INSTITUTE OF HIGHWAYS AND TRANSPORTATION] | | | |
|---|--------------------|-----------------------|-------|
| Walking Distance | Local Facilities * | District Facilities** | Other |
| Desirable | 200m | 500m | 400m |
| Acceptable | 400m | 1000m | 800m |
| Preferred Maximum | 800m | 2000m | 1200m |
| * Includes food shops, public transport, primary schools, crèches, local play areas | | | |
| ** Includes employment, secondary schools, health facilities, community / recreation facilities | | | |

For the key urban areas a 200m desirable distance to bus stops based on urban studies corresponds to a walk time of 2.5 minutes, based upon typical normal walking speed, the site lies well within this distance for all the stops shown.

400m, 800m and 2000m walk isochrones reflecting 5, 10 and 25 minutes walk journeys are shown below.

The DfT identify that 78% of walk trips are less than 1km in length,(DfT Transport Statistics GB). It offers the greatest potential to replace short car trips, particularly under 2 kilometres, and confirms that walking also forms an often forgotten part of all longer journeys by public transport and car.



Walk Catchments

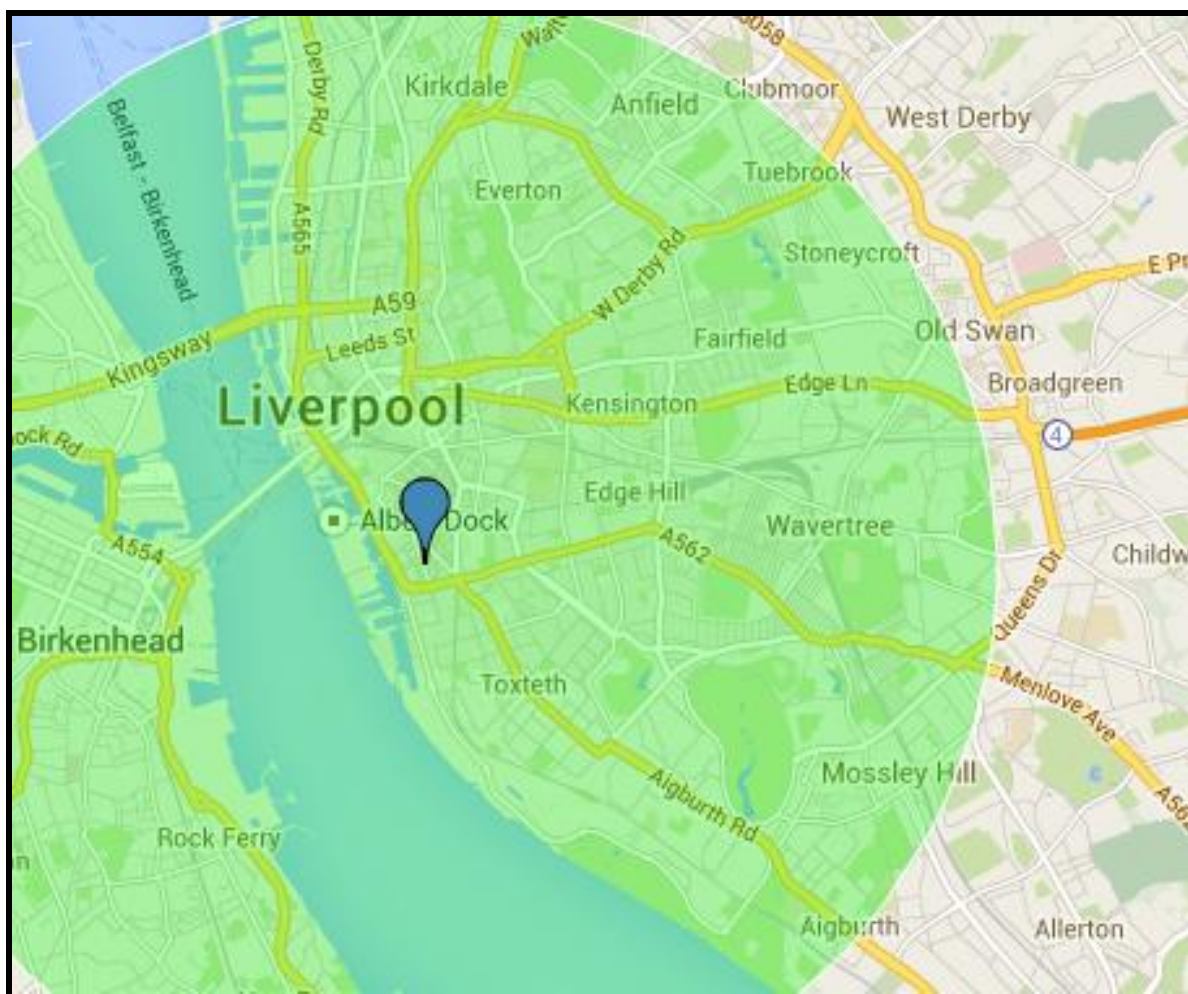
Clearly, there is also potential for walking to form part of a longer journey for residents and employees to and from the proposed development.

There are existing pedestrian routes in the vicinity of the site that will assist the accessibility of the site for pedestrians.

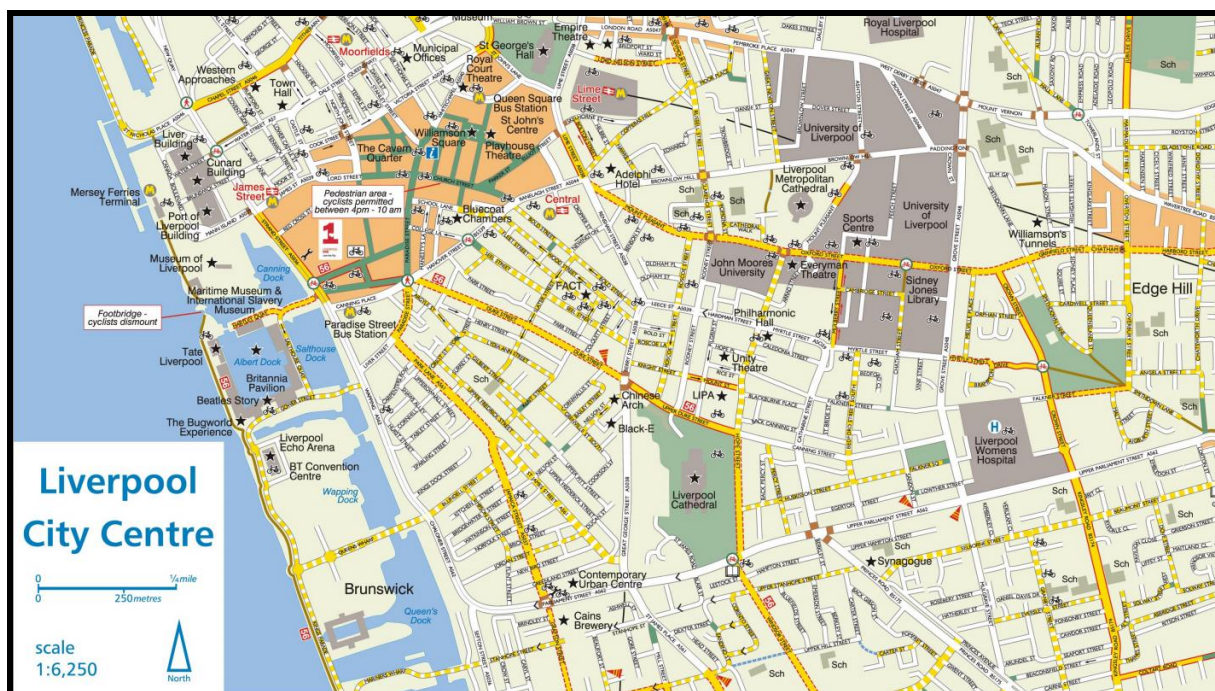
Historic Guidance and perceived good practice suggests: "Cycling also has potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport" The CIHT guidance 'Cycle Friendly Infrastructure' (2004) states that: "Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person." (para 2.3)

The National Travel Survey NTS (undertaken annually by the DfT) has identified that bicycle use depends on topography, but a mean distance of between 5 – 10 kilometres is considered a reasonable travel distance between home and workplace. For the purposes of this report the national guidance of 5km has been used.

The green circle indicates the 5 km distance. It incorporates a substantial part of the adjacent urban areas, which means the development site is well linked to the wider area.

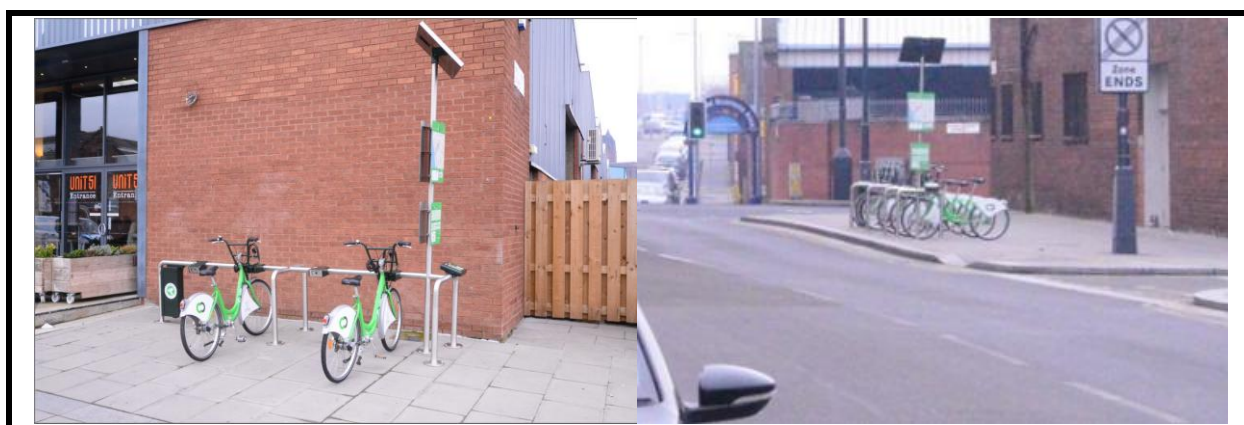


Cycle Catchments and networks





Cycle parking has been provided at nodes of activity – including retail and leisure centres and at various locations around the area. The site adds to this provision.



City bike parking offer.

The Liverpool Cycle map is available online:

http://www.letstravelwise.org/files/1195395393_Cycle%20Map%20-%20Liverpool%202011.pdf

Therefore, there are a variety of leisure, employment and amenity attractions within the cycle catchment area that can access the site.

In conclusion, the proposed application site can be considered as being served by the cycle network and is therefore accessible by cycle.

Public Transport

An effective public transport system is essential in providing good accessibility for large parts of the population to opportunities for work, education, shopping, leisure and healthcare in the town and beyond.

The CIHT 'Guidelines for Planning for Public Transport in Developments' (March 1999) set out that, in considering public transport provision for development, three questions need to be addressed:

"What is the existing situation with respect to public transport provision in and around the development?

What transport provision is required to ensure that the proposed development meets national and local transport policy objectives?

Are the transport features of the development consistent with the transport policy objectives, and if not, can they be changed to enable the policy objectives to be achieved?" (para 4.18).

As shown in the walking section the development site is located well within 200 metres from the nearest bus stops.

The bus stops closest to the site are along St James Street, as shown by the photo below along with the Jamaica Street stop.





Bus stops and services for the St James Street route

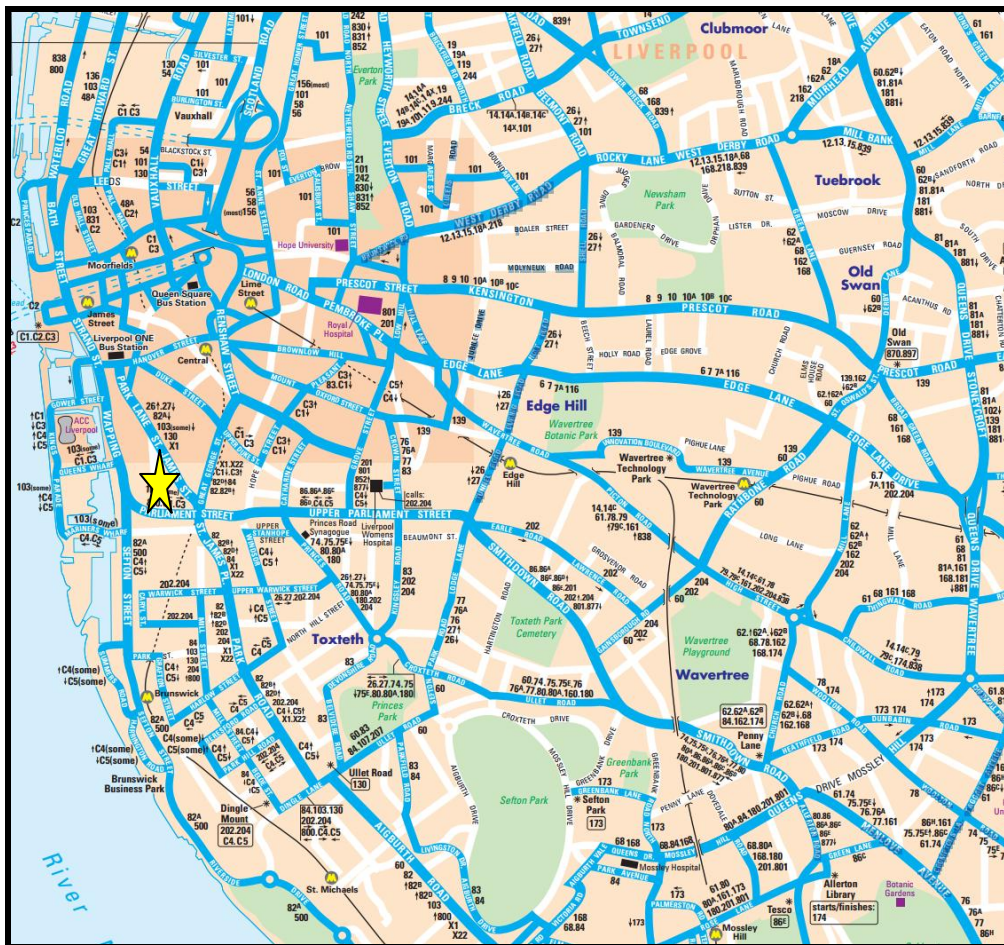
| 26 To: CITY CENTRE (LIVERPOOL ONE BUS STATION) Via: Park Lane | | |
|---|--|--|
| MONDAY TO FRIDAY | SATURDAY | SUNDAY |
| 5:37am 6:07am 6:37am 6:57am 7:07am 7:17am 7:27am 7:46am 7:56am THEN EVERY 10 MINUTES UNTIL 6:26pm 6:46pm THEN EVERY 30 MINUTES AT 11 41 MINUTES PAST EACH HOUR UNTIL 11:11pm 11:41pm | 6:07am 6:37am 7:07am 7:46am 8:06am 8:26am 8:46am 9:01am 9:16am 9:31am 9:46am 9:56am THEN EVERY 10 MINUTES UNTIL 4:46pm 5:01pm 5:16pm 5:31pm 5:46pm 6:06pm 6:26pm 6:46pm 7:11pm 7:41pm THEN EVERY 30 MINUTES AT 11 41 MINUTES PAST EACH HOUR UNTIL 11:11pm 11:41pm | 6:52am 7:22am 7:56am 8:26am 8:56am 9:26am 9:56am 10:26am 10:56am 11:26am 11:56am THEN EVERY 30 MINUTES AT 11 31 51 MINUTES PAST EACH HOUR UNTIL 6:11pm 6:41pm THEN EVERY 30 MINUTES AT 11 41 MINUTES PAST EACH HOUR UNTIL 11:11pm 11:41pm |
| 03 To: WATERLOO STATION Via: Strand Street, Great Howard Street, Derby Road, Millers Bridge, Bootle, Seaforth, Litherland | | |
| MONDAY TO FRIDAY | SATURDAY | SUNDAY |
| 6:26am 6:56am 7:15pm 7:46pm 8:26am 8:56am | NO SERVICE | NO SERVICE |

| 130 To: OLD ROAN Via: Liverpool ONE Bus Station, Queen Square Bus Station, Vauxhall Road, Boundary Street, County Road, Rice Lane, Walton Vale, Park Lane, Fleetwoods Lane, Buckley Hill Lane, Northern Perimeter Road | | |
|--|---|--|
| MONDAY TO FRIDAY | SATURDAY | SUNDAY |
| NO SERVICE UNTIL 7:10pm 7:40pm THEN EVERY 30 MINUTES AT 10 40 MINUTES PAST EACH HOUR UNTIL 11:10pm 11:40pm 12:10am | NO SERVICE UNTIL 7:10pm 7:40pm THEN EVERY 30 MINUTES AT 10 40 MINUTES PAST EACH HOUR UNTIL 11:10pm 11:40pm 12:10am | 7:40am THEN EVERY 30 MINUTES AT 10 40 MINUTES PAST EACH HOUR UNTIL 11:10pm 11:40pm 12:10am |
| CODE: Journey operates to Liverpool ONE Bus Station only | | |
| X1 To: CITY CENTRE (LIVERPOOL ONE BUS STATION) | | |
| MONDAY TO FRIDAY | SATURDAY | SUNDAY |
| 6:46am 7:16am 7:46am 8:23am 8:53am 9:18am 9:51am 10:26am 10:56am THEN EVERY 30 MINUTES AT 26 56 MINUTES PAST EACH HOUR UNTIL 3:56pm 4:31pm 5:01pm 5:31pm 6:01pm 6:36pm 7:09pm 7:39pm | 7:36am 7:56am THEN EVERY 30 MINUTES AT 26 56 MINUTES PAST EACH HOUR UNTIL 6:36pm 6:52pm 7:52pm | NO SERVICE |



Jamaica Street bus stop and services

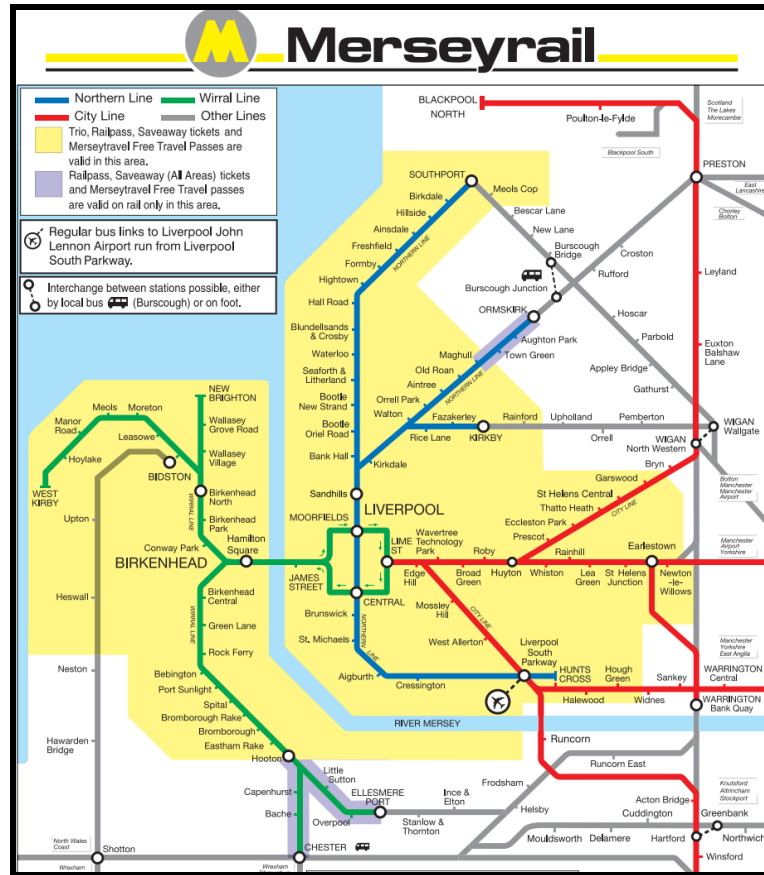
| | | | | | |
|---|--|---|---|--|--|
|  Merseytravel | | | BUSES FROM THIS STOP JAMAICA STREET Bridgewater Street THIS IS STOP 41020A IN AREA C ZONE C1 | | |
| CL Merseytravel bus service | | | To: CITY CENTRE CIRCULAR Via: Great George Street, Hope Street, Mount Pleasant, Brownlow Hill, Lime Street, Queen Square Bus Station, Dale Street, Water Street, Pier Head, Liverpool ONE Bus Station, Albert Dock <small>From 01/02/2014</small> | | |
| MONDAY TO FRIDAY | | SATURDAY | SUNDAY | | |
| 8.52am 9.14am 9.28am 9.40am 9.52am THEN EVERY 12 MINUTES AT 04 16 28 40 52 MINUTES PAST EACH HOUR UNTIL 8.04pm | | 8.52am 9.14am 9.28am 9.40am 9.52am THEN EVERY 12 MINUTES AT 04 16 28 40 52 MINUTES PAST EACH HOUR UNTIL 8.04pm | 9.14am 9.28am 9.40am 9.52am THEN EVERY 12 MINUTES AT 04 16 28 40 52 MINUTES PAST EACH HOUR UNTIL 8.04pm | | |



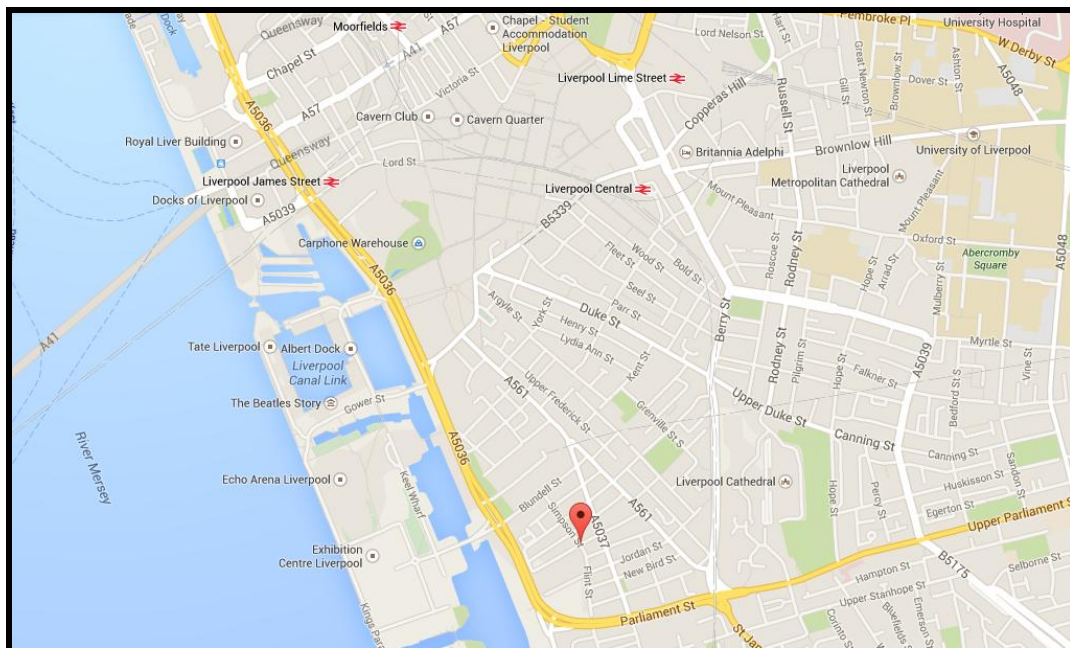
Local bus routes

Rail network

The local rail stations are within a 1.4km walk or cycle distance from policy and allows the site to access a wide catchment area.

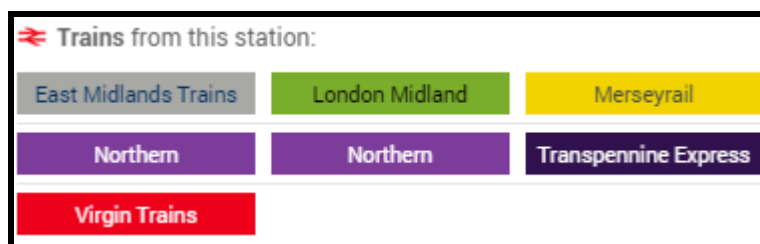


Rail network



The services provide an opportunity for residents to access the wider area from the proposed development via public transport.

It can be park and ride, cycle and ride, kiss and ride or taxi and ride.



Private hire

As with most cities the taxi offering is supplemented by private hire vehicles pre booked for pick up and drop off, ideally suited for evening leisure trips etc.

Summary

In summary, the application site can be considered as having a very good potential to be accessible by walk, cycle and public transport in accordance with planning policy guidance related to urban areas.

7. TRAVEL PLAN MEASURES

Travel Plan Co-ordinator

The role of the Travel Plan Co-ordinator must be actioned before the occupation of the new residential units takes place. This will ensure that new residents can be made aware of the Travel Plan as soon as practically.

Posters can be used to raise awareness of the schemes and can be displayed on notice boards within the building.

Each resident will be made aware of sustainable travel measures being implemented as part of the Travel Plan. This information could be provided through a newsletter and Council site.

The information provided should include details of the services offered (currently walking, cycling routes and public transport information including bus frequencies) and be updated as new investment is made i.e. a Bicycle User Group.

The responsibilities of the Travel Plan Co-ordinator are to generally assist in the promotion of sustainable transport and will include:

- to ensure that tasks in travel plan development are undertaken,
- be the first point of contact for residents/visitors and other outside organisations in all matters regarding the Travel Plan,
- Liaise with LCC Travel Co-ordinator to discuss any issues of the Travel Plan (for instance to give advice on any new local and national initiatives, incentives and guidance notes etc)
- Co-ordinating the monitoring programme for the travel plan, including target setting.

Main Objectives of the Job

The Travel Plan (TP) Co-ordinator will:

- Lead the development and implementation of the TP
- Have responsibility for raising awareness of sustainable travel issues
- Work with the student accommodation TPC if taken forward by a different provider.

Principal Duties

1. To work proactively to raise awareness of sustainable transport issues
2. To lead the development of TP (s) to include:
 - Engage advisors as necessary to gathering information about how users travel to work through regular surveys
 - Liaising with senior management to secure support and funding for the plan, and keep abreast of proposals which will affect travel.
 - Setting up and co-ordinating relevant steering / working groups
 - Acting as a point of contact for those requiring information
 - Developing and implementing relevant (deliverable and appealing to a variety of people) TP initiatives, using the results of the Surveys, (i.e. review of the business travel arrangements, public transport provision, cycling, walking, etc.)
3. Co-ordinating the monitoring and reporting of the TP implementation and progress towards achieving targets, setting clear dates for actions to ensure that the TP makes progress
4. Working in partnership with other organisations (e.g. local authority / Sustrans Living Streets) on the development of safer cycling and walking routes

5. Drawing into the TP other initiatives that could support it (such as Internet / Intranet development)
6. Promoting the concept and development of the TP with publicity and awareness events as appropriate
7. Keeping abreast of developing TP techniques.

Travel Plan Steering Group

It is proposed that a Travel Plan Steering Group will be set up by the Travel Plan Co-ordinator and composed of

Travel Plan Coordinator (Chair):

Representatives of LCC and Travel Awareness teams:

Senior Management team;

Visitors and staff who has expressed an interest in travel and environmental issues.

It will inform the development of the Travel Plan and bring to light concerns, views and issues regarding site travel, and highlight areas where possible improvements to Travel Plan targets could be incorporated.

The objectives of the Travel Plan Steering Group will be to:

- Generate discussion and encourage work on new or extended Travel Plan initiatives;
- Discuss how effective the Travel Plan process is;
- Instigate and share development of Travel Plan ideas, initiatives between user group members: and
- Review the annual report.

The principal output from the steering group meeting will be a contribution to the set of amendments to the targets and initiatives of Travel Plan, which could be included in the annual review. Feedback could be disseminated to others in the form of a newsletter, posted on the website or bulletin, details of which would be forwarded for information to the Travel Plan Co-ordinator at LCC

It is suggested that on occupation of an initial meeting takes place within the first 3 months of the Travel Plan Steering Group to discuss the first annual review of the Travel Plan which would be delivered within 6 months.

From then on meetings should be held when major changes or is agreed otherwise on an annual basis to guide the future development of the Travel Plan.

Walking

Many of the key factors in successfully supporting walking already exist in and around the site where there are already a good quality access to the city centre for those on foot.

Campaigning to promote the benefits of walking can be achieved through running healthy walk weeks.

Ideas for promoting walking to and from the accommodation include:

- Map showing walking routes– which may also be useful for visitors
- Walking could also be encouraged as part of a longer journey such as to public transport connections.

The greatest potential involves encouraging walking as part of longer journey such as to public transport connections.

Cycling

Cycling is sustainable fast, efficient and can lead to a healthier life style. The promotion of cycling needs to be encouraged through a series of publicity campaigns. A number of organisations improve cycle access to their site by working in partnership with local authorities and cycling groups such as Sustrans (www.sustrans.org.uk).

Consideration would be given when forward planning to:

- Increase the provision of safe, secure parking as demand grows
- Provide lockers, access to changing/drying facilities and showers for staff

In order to further encourage the use of cycling the following measures could also be implemented:

- Promote and publicise cycling – producing cycle maps promoting safe cycle routes to the home
- Cycle user groups will ensure that the voice of cyclist is heard and will help liaise with the Council as required. BikeBudi and local BUG groups should be investigated

Promotion tools to encourage cycling include Bike to Work Weeks this can also coincide with a police tagging scheme.

Liverpool's cycle hire scheme "Citybike". Citybike is the largest public bicycle sharing scheme outside of London – there will be 160 bike stations in operation across Liverpool by March 2015 with a range of tariff options available, including a student membership discount. More information, including a map of the existing live bike stations, can be found on the Citybike webpage: <http://www.citybikeliverpool.co.uk/LandingPage.aspx>

Public Transport

The site needs to be committed to promoting public transport through:

- Advertising current timetables and routes
- Advertise local proposals and amendments to services
- Allowing demand responsive community transport vehicles to enter the site

Information about journey routes and times can be gained from the Merseyside metro website and provided to staff.

Publicity Campaign

Raising awareness of the sites intentions of its Travel Plan can be done though publicity campaigns and by running campaigns in conjunction with national campaigns, such as 'Bike to Work Week' in advance of occupation.

Issuing travel information to staff and visitors can outline the different methods of travel that are available to and from the site.

Quick Wins

These will be subject to review following the updating of the TP and analysis of the new questionnaire surveys.

There are a number of measures that will be taken in the short term in order to promote sustainability.

These include:

- Provide all new residents with a travel pack.
- Making local bus and train timetables accessible to all via the newsletter.
- Encourage participation in the initiative through campaigns issued by the TP Coordinator Support and encourage participation in national initiatives such as Bike Week with information issued by the TP Coordinator
- Promote health aspect of not using a car, i.e. benefits of brisk walks or cycling with information issued by the TP Coordinator

Mode split monitoring

As the site provides 43 spaces or 33% the use of cars will be limited in nature.

However a survey of residents, staff and visitor travel modes will be undertaken to support the bi annual report condition. This will help to clarify the actual modal split of the site and influence targets and measures to encourage residents travel by non-car modes.

A sample questionnaire is provided at the end of the report.

The 2011 census data has been used and set out in previous chapter.

These indicate for a mode share of 47.3% walk, 1.8% cycle, 12.7% bus/train and 20% car, 9.1% by car share.

This shows that existing walk is good and that this will most probably be combined with a shared trip with Public Transport. Cycling is low and given the topography would probably be able to deliver an increased %. Car use is low and will be controlled on site.

As indicated previously the sites ability to achieve high walk, cycle and bus use is not limited by topography, these are the key areas of focus as part of a non car mode share changes.

Targets

The aim of the plan will be to deliver the local mode shift % as they are noticeably better than the area as a whole.

Increases people numbers would support improved bus services for the benefit of the wider area. This will be refined as the first surveys are undertaken.

The key will be to deliver walk/cycle at the potential levels to reduce vehicle use even if buses.

| | 2011 census liverpool | 2017 Target | 2017 actual/change |
|-------------------|--------------------------|------------------|-----------------------|
| Walking /cycle | 14.9 | 49.1 | 34.2 |
| Bus | 19.6 | 9.1 but use 19.6 | 10.5 |
| Taxi | 1.4 | 0 | 0 |

| | | | |
|------------------------|------|------|-------|
| Motorcycle | 0.4 | 1.8 | 1.4 |
| Car (driver) | 48.7 | 20 | -28.7 |
| Car (Passenger) | 6 | 9.1 | 3.1 |
| other | 9.4 | 0.4 | -9 |
| Total | 100% | 100% | |

Monitoring

It is essential that travel plans are monitored so that its effectiveness can be determined. The monitoring is useful for the TPC to understand how travel behaviour is changing year on year.

Monitoring of the travel plan will be undertaken initially through a survey to gauge the travel characteristics of the residents and staff by mode and trip type. Ideally these should be undertaken in the same month for comparisons to be made.

The TPC will prepare an annual report detailing progress of the plan which will be issued to the local authority. This will detail progress between the reports, any issues arising, changes in local network and service that could help or detract from the plan. A summary of the results and the survey outcomes will be provided.

An indicative monitoring and review process is summarised overleaf along with an outline programme for the monitoring process and investment/initiative programme.

Programme

Assumed start 2016 pre occupation:

- Appoint Travel Coordinator.
- Prepare the welcome packs for new residents and staff before completion
- Provision of secure, cycle parking and shower facilities

| Task | Timeframe |
|--|---|
| Appoint TPC and inform LCC and Merseytravel of contact details | 3 months before occupation |
| TPC to assimilate information / travel packs | Upon appointment of TPC and before completion |
| TPC to distribute information packs | At completion |
| Travel Surveys to be undertaken | 3 months before first report |
| Final Travel Plan documents to be submitted to LCC | No later than 6 months after completion unless agreed with LCC. |
| First two yearly monitoring report submitted to LCC | 24 months after submission of Final Travel Plan |

Actions to be undertaken in each year set out with funding as required, details of the way the plan will be communicated to visitors, staff and stakeholders to be provided beyond the staff pack set out above.

Travel questionnaires samples

Travel Plan survey - Staff

Date _____

1 Postcode (staff) -----

2 Gender

☐ Male

☐ Female

3 Age

☐ Under 25

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55 or Over

4 Number of people in household working for PHD1

☐ 1

☐ 2

☐ 3+

5 Number of cars per household

1 ☐ 1

2 ☐ 2

3 ☐ 3+

6 Number of bicycles per household

☐ 1

☐ 2

☐ 3+

7 How far do you travel to PHD1

☐ Less than 1 mile

☐ Between 2 and 5 miles

☐ Between 5 and 10 miles

☐ Between 10 and 20 miles

☐ Over 20 miles

8 What mode of travel do you normally use to travel to PHD1 (tick all that apply)

☐ Car (as driver on my own)

☐ Car (as driver with passengers)

☐ Car (as passenger with family)

☐ Car (as passenger with others)

☐ Bus

☐ Train

☐ Motorbike

- ☐ Bicycle
- ☐ Walk
- ☐ Other (specify)

9 If by car what are your main reasons for getting to work

- ☐ Need a car to do my job
- ☐ Need it for the school run as well as getting to work
- ☐ Have to drop off or pick up my partner or friend
- ☐ Lack of alternative
- ☐ Cheaper than alternative
- ☐ My car's more reliable
- ☐ It's safer by car
- ☐ Quickest way to get here
- ☐ Guaranteed journey
- ☐ Other

10 How often do you work, tick all that applies.

- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ Sunday
- ☐ occasionally

11 what times do you attend?

- ☐ shift
- Times.....
- ☐ working day

12 The site has showers and secure cycle parking would this encourage you to use a cycle?

- ☐ yes
- ☐ no

13 If there was a car share club would this something you would consider?

- ☐ Yes
- ☐ No

14 Which of the following would most encourage you to car share

- ☐ Help in finding a suitable car share partner
- ☐ Free taxi home if let down by partner
- ☐ Reserved car parking for car sharers

Thank you for your co-operation

Please fill in and return to the TPC

Sample residential questionnaire:

Section A: About you and your home

1. Are you:

| | |
|--------|--------------------------|
| Male | <input type="checkbox"/> |
| Female | <input type="checkbox"/> |

2. Which age range do you fall into?

| | |
|---------|--------------------------|
| 16 - 25 | <input type="checkbox"/> |
| 26 - 35 | <input type="checkbox"/> |
| 36 - 45 | <input type="checkbox"/> |
| 46 - 55 | <input type="checkbox"/> |
| 56 - 65 | <input type="checkbox"/> |
| 65+ | <input type="checkbox"/> |

3. What is your home postcode?

4. Do you or any member of your household own a car?

Yes

No

if yes how many in total?-----

4A. Do you or any member of your household own a cycle?

Yes

No

if yes how many in total?-----

Section B: About your travel to and from your home

5. How long have you lived at your current address?

0 - 6 months

6 months - 1 year

1 - 2 years

5A Employment status (all that apply)

Employed

Student

Unemployed

Retired

5B If you indicated 'employed' in Q7, how far do you travel to work?

Work from home

Less than 1 mile

Between 2 and 5 miles

Between 5 and 10 miles

Between 10 and 20 miles

Over 20 miles

6. How do you most frequently travel to and from your accommodation for the following activities? (Choose the mode of travel that you use most often)

| Reason for travel | Walk | Cycle | Bus | Train | Tram | Car share (driver/passenger) | Car (alone) | Motorcycle or scooter | Other (please specify) |
|-------------------|------|-------|-----|-------|------|------------------------------|-------------|-----------------------|------------------------|
| Work | | | | | | | | | |
| Shopping | | | | | | | | | |
| Education | | | | | | | | | |

7. How often do you use the following modes of travel for journeys from your accommodation? (Tick all modes that you ever use, for all or part of a journey, choosing the frequency with which you use them)

| Travel mode | Very often (7 or more in every 10 trips) | Quite Often (between 3 & 6 out of every 10 trips) | Occasionally (less than 2 out of every 10 trips) | Never |
|------------------------------|---|--|---|-------|
| Walk | | | | |
| Cycle | | | | |
| Bus | | | | |
| Train | | | | |
| Tram | | | | |
| Car share (driver/passenger) | | | | |
| Car (alone) | | | | |
| Motorcycle or scooter | | | | |
| Other | | | | |

Section C: About your future journeys

8. Have you changed your most common mode of transport since relocating to this development?

Yes

No

If yes, what was the main reason for this change?

9. Which of the following changes would most encourage you to cycle for journeys in the local area? (If you already cycle, which would you most like to see?)

| | |
|--|--|
| Safer, better lit cycle paths | |
| Improve cycle paths on the journey to town centre/ rail station | |
| Improve cycle parking at this development | |
| Arrangements to buy a bicycle at discount | |
| Improved crossing facilities | |
| Improved cycle parking at local facilities - where? | |
| None of the above | |
| Other (please specify) | |

10. Which of the following changes would most encourage you to use public transport for your journeys in the local area? (If you already travel to by public transport, which would you most like to see).

| | |
|--|--|
| More direct bus routes | |
| More frequent bus services | |
| More frequent train services | |
| More frequent tram services | |
| Better lighting at bus shelters and on footpaths | |
| More convenient bus drop-off points | |
| Better bus links to work from station | |
| Public transport information | |
| None of the above | |
| Other (please specify) | |

11. Which of the following changes would most encourage you to walk for journeys in the local area? (If you already walk, which would you most like to see?)

| | |
|--|--|
| Cleaner, better maintained workplace footpaths | |
| Better lighting on workplace footpaths | |
| More improved pedestrian crossing points | |
| Higher presence of security around the site | |
| Slower speed limits | |
| Better street lighting in the local area | |
| None | |
| Other (please specify) | |

12. Which of the following changes would most encourage you to car share? (If you already car share, which would you most like to see?)

| | |
|---|--|
| More help finding car share partners who have similar work patterns | |
| Free taxi home if let down by car | |
| More information regarding car sharing i.e. benefits and cost savings | |
| None | |
| Other (please specify) | |

13. Did you know this development operated a Travel Plan?

Yes
No

14. If yes, how did you find out about the Travel Plan?

| | |
|---|--|
| During the sales process | |
| Word of mouth | |
| Development publication/newsletter/notice board/website | |
| Personalised travel planning process | |
| Other (please specify) | |

14A Has the travel pack information and leaflets changed how you travel to work

Yes
Occasionally
No

14B If yes or occasionally from what to, please write the changes below

15. Would you like to receive more information regarding the Travel Plan?

Yes
No

Thank you for your co-operation