



The People's Project

Bramley-Moore Dock - Planning Addendum
Interim Staff Travel Plan
September 2020





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1 Introduction

- 1.1.1 This Interim Staff Travel Plan has been prepared on behalf of Everton Football Club (Everton or The Club) to support a full planning application to develop a new stadium at Bramley-Moore Dock.

1.2 Background

- 1.2.1 The Travel Plan has been developed in parallel with the Transport Assessment (Mott MacDonald report ref. 10/K), which assesses the transport impact of the proposed development and sets out a Match Day Transport Strategy and Event Transport Strategy which will provide a range of sustainable travel options for supporters and attendees at stadium events.

- 1.2.2 This Travel Plan is intended to address how staff will travel to the stadium including permanent staff and match day staff; with the measures presented applicable to commuter trips on both match and non-match days. Staff Travel is therefore considered in three scenarios throughout this document to cater for all types of events as follows:

- Match days;
- Non-football events days (such as concerts and non-football sporting events); and
- Non-match or event days.

- 1.2.3 It should be noted that this document presents a Staff Travel Plan in framework format. Full details of staff at all these three scenarios staff are currently unknown. A full workplace Travel Plan will be developed once the development is fully operational and the existing travel patterns of staff become clearer. The requirement to agree these items in full will be secured under the Section 106 agreement or otherwise conditioned to any approval granted. The Travel Plan is included in the Section 106 Heads of Terms included in this application. The requirement for a travel plan is included in the Section 106 Heads of Terms included in this planning application.

2020 Planning resubmission

- 1.2.4 The stadium planning application was submitted in December 2019 (LPA ref. 20F/0001). Since the planning submission a number of changes have been made to the stadium design, the main difference in transport terms being the removal of the previously proposed multi-storey car park and changes to committed development in the local area. This revised version of the Travel Plan takes into account these changes as well as stakeholder comments which have been received since the December planning submission.

- 1.2.5 The bullets below provide a summary of some of the key points raised by Liverpool City Council following the 2019 planning submission and how these have been addressed in this version of the Travel Plan: more detail on stakeholder comments and how these have been taken into account are included in Appendix M of the Transport Assessment which accompanies this planning application.

- **Staff Travel Survey:** LCC recommended a staff travel survey was undertaken to gauge how match day staff currently travel at Goodison Park. This is included in Section 3.4.
- **Travel Plan Administration:** LCC requested that a named individual be responsible for the travel plan in this interim period. This is set out in Section 5.2.
- **Policy:** LCC requested that additional documents be included in the policy review section. The requested documents are now included in Section 2.

- **Clarifications:** LCC will have requested clarifications on existing bus services and the staff shuttle bus. This is discussed in Section 4.2.8 to 4.2.13. LCC recommended that the active travel section was split into walking and cycling. This change has been made in Section 4.2.

1.3 What is a Travel Plan?

1.3.1 A Travel Plan is a package of measures designed to improve access to a site by all modes of travel. It can reduce the number and length of car trips generated by an organisation and address a range of travel types. The main benefits that can be expected from the Travel Plan are as follows:

- Being an environmentally responsible organisation and satisfying planning requirements.
- Addressing transport problems, including parking issues, road safety, public transport accessibility and congestion.
- More seamless journeys to work as a result of addressing local transport issues.
- Staff recruitment & retention.
- Increased availability of parking spaces for those who cannot use alternative modes.
- Reducing CO2 emissions to deliver on sustainability commitments.
- Health benefits to staff through an increase in exercise and reduced conflicts between traffic and pedestrians.

1.3.2 It is recommended that a period of 5 years after opening of the stadium be allowed for the Travel Plan to become firmly entrenched and for benefits, both economic and sustainable, to become fully measurable. In order to realise all the potential benefits of the Travel Plan a combination of key skills is required. These include:

- Marketing & Communications.
- Human Resources.
- Market Research.
- Facility Management.
- Transport Planning.

1.3.3 It is also important to note that a Travel Plan should be designed to be a 'living document' continually evolving and updated as the stadium develops.

1.4 Travel Plan Objectives

1.4.1 A number of objectives for the Travel Plan have been identified which will be addressed over the short, medium and long term. Objectives are the high-level aims of the plan, which give direction and provide a focus.

1.4.2 The key objectives for this Travel Plan are as follows:

- Reduce the impact of staff travel on the stadium and local road network through reducing the proportion of staff travelling by single-occupancy vehicles.
- Offer an attractive choice of sustainable travel options to all staff (as well as supporters and visitors).
- Improve the health, fitness and well-being of staff, by encouraging greater use of active travel modes.
- Reduce the environmental impact of the stadium through encouraging greater use of sustainable modes.

- Be a good neighbour through reducing the impact of the stadium's staff travel and parking on local residents and the environment.

1.4.3 These objectives have been developed to align with the requirements of a Travel Plan as per Liverpool City Council's Ensuring a Choice of Travel Supplementary Planning Document (SPD) (2008) Section 6.10, which requires all Travel Plans to address the following:

- Controls on parking.
- Nomination of Travel Plan co-ordinator.
- Provision of improved public transport, cycle and pedestrian services and facilities both in and outside the site.
- Promotion of public transport, walking and cycling.

1.5 Report Structure

1.5.1 Following this Introduction, the Travel Plan report is structured as follows:

- Section 2: Policy Context.
- Section 3: Development Context.
- Section 4: Site Accessibility and Staff Travel Options.
- Section 5: Travel Plan Administration, Objectives & Targets.
- Section 6: Travel Plan Measures.
- Section 7: Conclusions.

2 Policy Review

2.1 Introduction

2.1.1 The Travel Plan helps to deliver, or aligns with, national, regional and local-level policies. The most relevant policy and strategy documents are summarised in this chapter. The most relevant policies to the application in relation to the Travel Plan are as follows:

- City of Liverpool Unitary Development Plan (2002).
- Liverpool City Council Ensuring a Choice of Travel SPD (2008).
- Liverpool City Council Access for All SPD (2011).
- National Planning Policy Framework (2019).
- Liverpool Local Plan (Submission Draft, including draft schedule of main modifications, April 2020).
- Liverpool City Region Combined Authority Transport Plan (2019);
- Liverpool City Region Local Journeys Strategy (2018);
- Liverpool City Region Combined Authority Local Cycling and Walking Infrastructure Plan (2020);
- Ten Streets Spatial Regeneration Framework (2018)

2.1.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town & Country Planning Act 1990 require planning applications to be determined in accordance with the statutory development plan unless material considerations indicate otherwise. The statutory development plan for the City of Liverpool currently comprises the Unitary Development Plan (adopted 2002).

2.1.3 A summary of the relevant policies and guidance is therefore summarised below, starting with the Unitary Development Plan (UDP).

2.2 Unitary Development Plan (UDP)

2.2.1 The UDP was adopted in November 2002 and is a statutory document which provides the planning framework for the city. In 2007 the City Council discounted four of its policies, and the Joint Merseyside and Halton Waste Local Plan (adopted in 2013) replaced a further six. Under the new planning system, the remaining UDP policies form part of a 'saved plan', now acting as a Local Plan Document within the Local Plan Framework.

2.2.2 The aims of the Plan, with respect to transport issues, are covered under General Policy 6 (GEN6). GEN6 aims to provide a balanced provision of transport infrastructure which is inclusive, safe and accessible which meets the following:

- Provides access to employment, leisure, retail and other facilities for all of the City's residents.
- Meets the transport needs of people who are economically and socially disadvantaged.
- Allows for the safe, efficient and easy movement of goods into and throughout the City, in order to help secure the regeneration of the local economy.
- Protects & enhances the environment through reducing the reliance on the private car.
- Promotes, in conjunction with the Passenger Transport Authority, investment in the public transport network and associated facilities.

- Improves facilities for cyclists and pedestrians.
- Provides a framework for investment in the efficiency of the road system.
- Reduces the availability of car parking facilities which would attract car borne commuters.

2.2.3 A summary of the relevant policies within the plan which relate to transport are outlined within Section 3 of the Transport Assessment.

2.3 Ensuring a Choice of Travel SPD (2008)

2.3.1 This SPD was developed through a collaboration of the Merseyside local authorities and Merseytravel and was adopted in December 2008. The document provides guidance on the access and transport requirements for new development. This includes guidance on the requirements for Travel Plans as outlined below.

2.3.2 The overarching objectives of the SPD are as follows:

- Ensure a reasonable choice of access by all modes of transport to new development.
- Reduce the environmental impact of travel choices, by reducing pollution, and improving the local environment.
- Improve road safety.
- Promote healthier lifestyles by providing opportunities for people to walk or cycle for work or leisure purposes.
- Reduce the level of traffic growth and congestion on the strategic and local road network.
- Encourage opportunities to improve the quality of development proposals by better use of space through the provision of less car parking spaces where appropriate.

2.3.3 As a new large-scale development site, the project is committed to ensuring that accessibility is enhanced, and sustainable modes are supported.

2.3.4 It recognises that good design can contribute to sustainable modes of travel and enhance the environmental quality of a scheme, something which will be reinforced through the implementation of a Travel Plan. The SPD notes in Section 6.10 that all Travel Plans will be required to address:

- Controls on car parking.
- Nomination of Travel Plan co-ordinator.
- Provision of improved public transport, cycle and pedestrian services and facilities both inside and outside the site.
- Promotion of public transport, walking and cycling.

2.3.5 As this is an interim Travel Plan, the SPD states in Section 6.12 that a Full Travel Plan will be required when all end users of the site are known. This will be based on existing travel patterns of the users and include aims commitments, targets and timetabled action plans. All of which are presented in high-level detail within this Travel Plan and will be developed further within a Full Travel Plan following the opening of the proposed development.

2.4 Access for All SPD (2011)

2.4.1 Liverpool City Council's Design for Access for All Supplementary Planning Document (SPD) was designed to highlight the most important principles in designing inclusive buildings, which meet the needs of all users including disabled people.

2.4.2 Within Chapter 3, the SPD sets out design guidance for providing an inclusive approach access to new developments including consideration of accessible pathways and the proper provision of disabled parking.

2.4.3 The proper provision of disabled parking is also identified as a key consideration, whereby minimum provisions of 6% of all spaces should be reserved for disabled drivers for the first 100 spaces and a % negotiable thereafter.

2.5 National Planning Policy Framework (2019)

2.5.1 The most recent iteration of the National Planning Policy Framework (NPPF) was published in February 2019. The framework sets out the government's policies on planning for England and how it expects these to be applied. The NPPF also provides a framework for local authorities and people to work within whilst still reflecting the needs of the local community.

2.5.2 This Travel Plan has been developed as a requirement of the NPPF which states in Chapter 8 paragraphs 108-111:

2.5.3 "all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."

2.5.4 Chapter 9 paragraphs 108-11 of the NPPF also discusses the importance of promoting sustainable transport within new developments by setting out key issues, planning policy requirements and necessary development proposal assessments.

2.5.5 In assessing sites that may be allocated for development in plans, or specific applications for development it should be ensure that:

- Appropriate opportunities to promote sustainable transport modes have been taken up, given the type of development and its location.
- Safe and suitable access can be achieved for all users.
- Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on the highway safety, can be cost effectively mitigated to an acceptable degree.

2.6 Liverpool Local Plan (Draft April 2020 including draft schedule of main modifications)

2.6.1 The Liverpool Local Plan, as consulted on in 2018 as a pre-submission draft, provides a "long-term spatial vision, strategic priorities and policies for future development in the city over the next 15-20 years".

2.6.2 The Plan recognises the high level of expected growth across the city, with £14bn worth of regeneration projects on site or in the pipeline. The consequences for the Local Plan are ultimately to manage this growth and where it should be allocated. A full outline of the policies within the Plan which relate to transport are contained within Section 3 of the Transport Assessment. The Local Plan is undergoing the examination process and as such modifications are currently being made to its policies.

2.7 Liverpool City Region Combined Authority Transport Plan (2019)

2.7.1 The Combined Authority Transport Plan articulates the Liverpool City Region Combined Authority's (LCRCA's) vision for transport. It focuses on delivery over the short term. It links

closely with the city region's Transforming Cities Funding programme, which is part of the Strategic Investment Fund.

2.7.2 The Transport Plan's core vision is to develop a transport system which:

- is comprehensive, affordable and reliable;
- is integrated and easy to use;
- supports the development of new and existing communities;
- is green, and
- is healthy.

2.8 Liverpool City Region Local Journeys Strategy (2018)

2.8.1 The Local Journeys Strategy presents the Liverpool City Region Combined Authority's framework for guiding the development of services and infrastructure that supports sustainable short trips across the City Region. The Strategy assists the City Region in delivering its aspirations for economic growth by supporting the use of low-carbon modes and improving access to jobs and services.

2.8.2 As part of the key objectives for achieving its long-term vision, the plan states that; *"planning and promoting sustainable transport options as part of an integrated approach to development and regeneration can help create the conditions for healthier, happier and more economically productive places where people have a genuine choice about how they get around."*

2.9 Liverpool City Region Combined Authority Local Cycling and Walking Infrastructure Plan (2020)

2.9.1 The LCRCA Local Journeys Strategy (2017 referenced in para 2.8) sets out the drivers and evidence base for increasing sustainable travel in the LCR. The Local Cycling and Walking Infrastructure Plan (LCWIP) demonstrates an implementation plan to support this strategy. The purpose of the LCWIP is to demonstrate the LCR plan to build a network of cycling and walking routes with the aim of making it more feasible and desirable for people to walk or cycle journeys instead of using unsustainable modes. The LCWIP document details how the plan has been developed and sets out a prioritised programme for its delivery.

2.9.2 Its objectives are:

- Gather information to understand existing patterns of walking and cycling in the LCR and engage with Stakeholders to understand their requirements for the LCR walking and cycling network;
- Develop a walking and cycling network for the LCR that will increase the uptake in active travel by providing routes that are safer, accessible, comfortable, direct, coherent and adaptable.
- Ensure integration of the network with transport and land use planning policies and programmes of the LCRCA and the six Local Authorities;
- Prioritise routes for delivery; and
- Develop an implementation plan for delivery of the network.

2.9.3 The LCWIP sets priority walking and cycling routes for improvements in 3 phases all to be completed by 2029. Beyond the Phase 1-3 routes up to 22 additional routes identified for ongoing network development. More detail on the routes in the vicinity of the site are included in Section 3 of the Transport Assessment.

2.10 Ten Streets Spatial Regeneration Framework (2018)

- 2.10.1 The Ten Streets Spatial Regeneration Framework (SRF) is a major initiative of LCC and its partners to guide the regeneration and future development of the Ten Streets character zone and its surrounds within Liverpool's North Docks district.
- 2.10.2 The SRF does not yet outline any specific committed development, however it is important to take the SRF into account given its proximity to Bramley-Moore Dock and its potential influence on the area, particularly from a transport perspective. The regeneration area runs from the city centre (Paisley Street) to the south and extends beyond the development site to Boundary Street at its northern limit.
- 2.10.3 It should be noted that the SRF identifies the area immediately outside the proposed stadium surrounding Blackstone Street and encompassing Fulton Street is shown as being redeveloped to provide a new public square. The area around the new stadium site will become 'The Northern Gateway'. Much of the buildings in this area are earmarked as potential new development plots with residential and leisure uses proposed.
- 2.10.4 In terms of movement the masterplan proposes new north – south and east – west pedestrian and cycle routes between Regent Road and Great Howard Street. Improved pedestrian connections to Sandhills station are suggested. It is clear that the aspirations set out in the framework will be of benefit to the stadium site if realised.
- 2.10.5 Although the masterplan is largely aspirational and is likely to change over the long-term delivery programme it is clear that the key principles within it do not conflict with proposed stadium and can be of benefit.

2.11 Summary

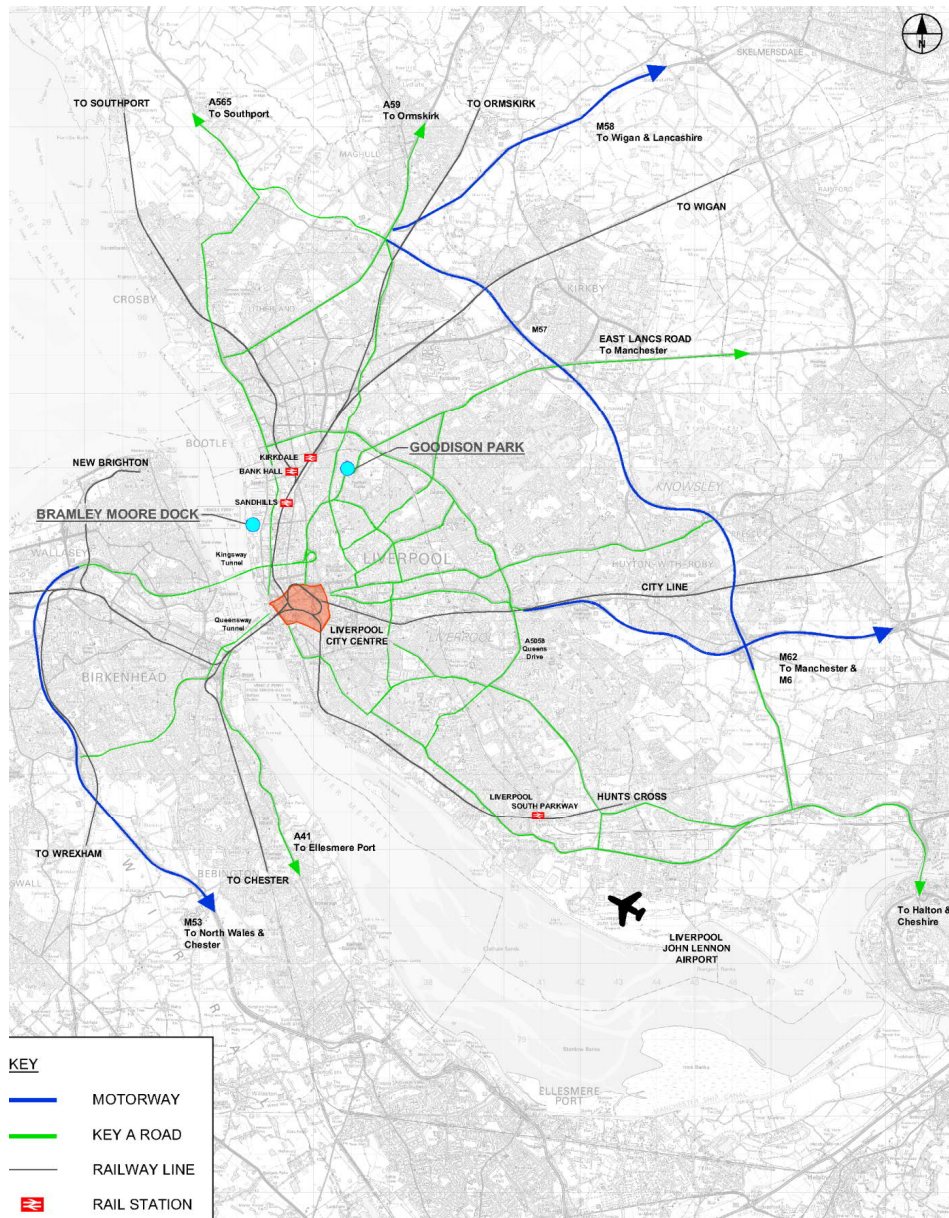
- 2.11.1 This chapter outlines the relevant policy guidance that must be considered in preparing a Travel Plan for the application scheme to ensure the principles of encouraging sustainable transport options and reducing car reliance are embedded at the outset. The final section of this Travel Plan provides further details on how the Travel Plan aligns with the key planning policies presented above.

3 Development Context

3.1 Site Context

- 3.1.1 Everton Football Club are currently proposing to build a new stadium with improved facilities. The new stadium will be located at Bramley-Moore Dock (BMD) in North Liverpool. Capacity of the stadium will be 52,888.
- 3.1.2 The application site is located approximately 3km south west of the existing Goodison Park stadium. The location of Bramley-Moore Dock and Goodison Park, in relation to nearby transport connections is illustrated in Figure 1.

Figure 1: Site Location



Source: Mott MacDonald

- 3.1.3 The build of the new stadium at an alternative location forms part of a wider strategy, 'The Peoples Project' which includes the development of the stadium at Bramley-Moore Dock (BMD) and the redevelopment of Goodison Park.

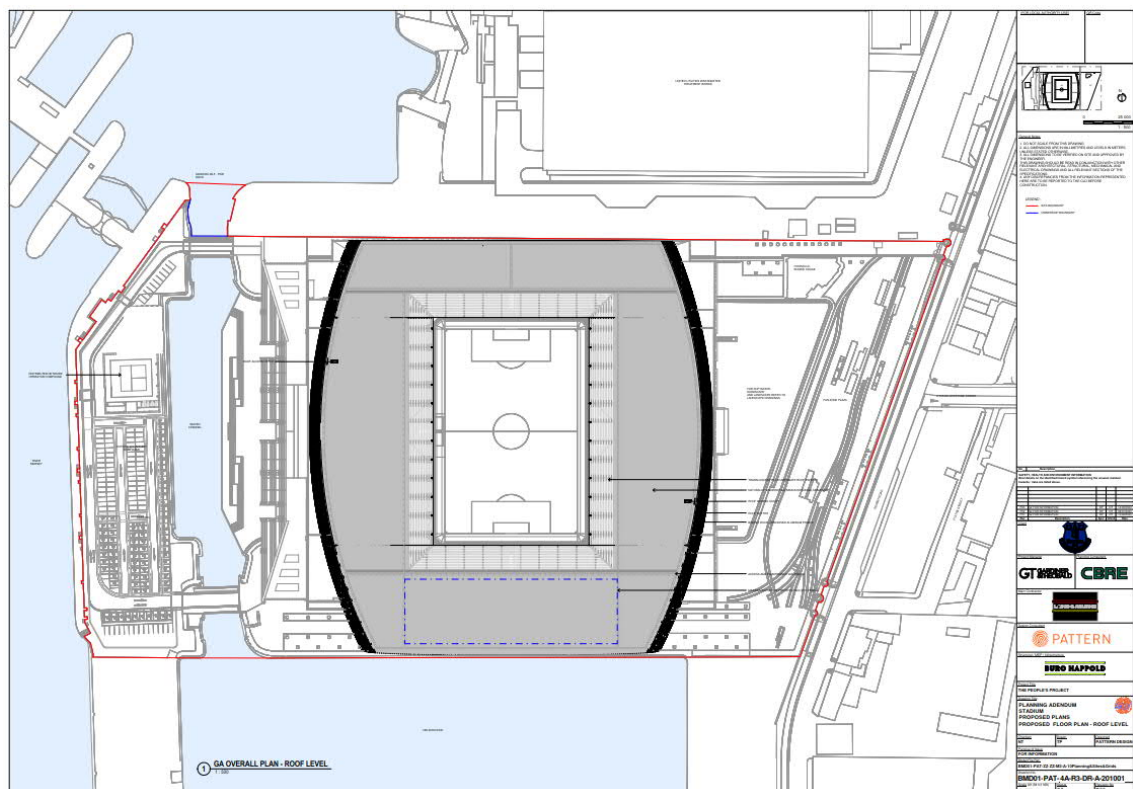
3.2 Development Proposals

- 3.2.1 Within the proposed development, there are three scenarios for staff travel to be catered for below. These are explained in further detail within this section. The scenarios are as follows:
- Match days;
 - Non-football events days (such as concerts and non-football sporting events); and
 - Non-match or event days.
- 3.2.2 The new stadium at Bramley-Moore Dock will have a capacity for 52,888 spectators on match days which is broken down below in broad proportions. It should be noted that this includes all people who will be seated within the stadium on match days: accordingly, it includes team all 'revenue' seats i.e. paying supporters and 'non-revenue seats' such as team benches:
- Standard home seats: 84%
 - Premium seating: 10%
 - Away seats: 5.5%
 - Non-Revenue seats: directors, teams, officials press & media: 0.5%
- 3.2.3 Although its primary purpose is a football stadium the development will include a number of other features such as a club shop, restaurant, and conferencing/event facilities which will be available for hire. A ticket office and small office/administration facilities will also be active on site and stadium tours will be held throughout the week. Accordingly, the stadium will require staff to travel to the site when there is no Everton FC home fixture.
- 3.2.4 Areas used for match day hospitality will serve as conferencing/event facilities available for hire. A box office and small office/administration facilities will also be active on site. Stadium tours will also be on offer.
- 3.2.5 A broad summary of the range of uses proposed and the scale of these is set out below (figures rounded):
- Club shop retail: 1,055m².
 - River view restaurant west stand: 440m².
 - Office (including box office): 320m².
 - Café east stand: 340m².
 - Hydraulic tower (exhibition / cultural centre): 630m².
 - Hospitality area in west stand available for meetings, banqueting, conferences, weddings and other events: 6,400m².
- 3.2.6 It is envisaged that the club shop, river view restaurant, office and café in the east stand will be open all week, all year round. Furthermore, stadium tours will be an all year round offer on non-match days.
- 3.2.7 In terms of the hospitality areas available for hire, continuous full capacity use of this area is likely to not occur on a daily basis. The Club has estimated maximum potential availability as follows:

- Meetings/Conferences –up to 261 days per year.
- Exhibitions/Conventions –up to 339 days per year.
- Weddings – potential for up to 79 days per year.
- Funerals – potential for up to 261 days per year.
- Banqueting – potential for up to 339 days per year.
- Christmas Parties – potential for up to 27 days per year.
- Stadium Tours – potential for up to 339 days per year.

- 3.2.8 Accordingly transport demand generated by these areas is likely to fluctuate depending on the type of event staged on each particular day. For instance, on non-match days the area may be occupied by businesses booking meeting rooms, the next day a full-scale conference may be hosted by the venue or the facilities may be used for a wedding function.
- 3.2.9 The stadium will also have the capability to host non-football events such as concerts and other sporting events such as boxing. Clearly these other events will only be hosted when there is no potential for disruption to the primary footballing purpose of the stadium.
- 3.2.10 The proposed layout of the stadium is illustrated in Figure 2. As can be seen pedestrian and vehicular access is provided directly from Regent Road through existing openings as well as new openings through the Regent Road wall.

Figure 2: Site Plan



Source: Pattern Architects

- 3.2.11 Full details of the proposed development can be found within the supporting Transport Assessment; however, the key facilities and proposed access arrangements include:

- A car park to the west of the stadium with 85 spaces on match days- 54 of which will be disabled accessible.
- Activities- Plaza and Fanzone- a space for supporters to meet and socialise on match days which will go far beyond the current offer at Goodison Park. This will encourage supporters to arrive earlier and stay longer after the match, meaning arrivals and departures are more dispersed and the travel impact is reduced.
- The access strategy for the stadium changes between match days and non-match days. A number of road closures are planned on match days to reduce pedestrian and vehicle conflict. However, this is unlikely to affect staff travel as staff will be required on site before and after they are in place.
- Space for 152 cycles will be provided initially within the site with room identified for expansion by 60 cycles to 212 in future should demand materialise. Of the 152 spaces, 120 of these will be located within the plaza area with 32 to the west of the stadium, west of the water channel.
- Of the plaza spaces 30 will be provided within a shelter and will be for the use of staff. 106 other spaces are available to supporters or staff within the plaza. As part of the Match Day Transport Strategy the use of the cycle parking spaces on match days will be monitored. Should the cycle spaces be well used the Club will consider the provision of more spaces. The club has identified space for a further 60 spaces within the plaza. 16 spaces will be provided within cycle stands to the west of the stadium, west of the water channel.

3.2.12 The various uses of the site and the required numbers of staff is discussed further in the subsequent section.

3.3 Site Usage and Staff Numbers

3.3.1 As noted above, although the primary purpose of BMD is a football stadium, the proposals include a number of facilities which can be used on non-match days as well the ability to host concerts or other sporting events. The nature of these types of events and numbers of staff required are set out in the sections below.

3.4 Matchdays

3.4.1 The stadium will have capacity for 52,888 people on match days as well as a fanzone hosting a range of pre- and post-match activities. It is estimated by the club that around 2,000 staff will be required on site during a matchday. This is significantly more than the staff required to facilitate matchdays at Goodison Park which is around 1,200.

3.4.2 Staff working on match-days are required to be on site well in advance of supporters to assist with preparation and management. The majority of staff travel times therefore differ from those of supporters, both in terms of earlier arrival times and later departures, as many will be required to stay behind following matches. Some staff who work exclusively before or after the match may also be travelling in the area during the match itself, which again differs from the vast majority of supporters' travel times and behaviour.

3.4.3 This therefore reduces the stress on the network and the conflict between staff and supporter travel, with both groups typically travelling at different times on match days. The number and types of staff required on a matchday is summarised below:

- 900 catering staff;
- 200 Everton FC employees consisting of stadium operations, pitch staff, shop staff, hospitality and fan liaison;

- 100 external media broadcast and non-broadcast media;
- 800 staff consisting of stewards, security staff, police and ambulance.

Staff Travel at Goodison Park

- 3.4.4 The Club undertook an internal match day staff travel survey in May 2020. The survey asked what the main mode of transport staff was took to and from matches at Goodison Park on match days. Survey results have been extrapolated to the total 1,200 match day staff.

Table 1: Staff Travel at Goodison Park

Mode	Percentage	Number
Car	52	629
Train	5	56
Bus	17	204
Cycle	1	16
Walk	16	190
Other	9	105
Total	100	1,200

Source: Everton FC

- 3.4.5 Car makes up over half of staff travel. The next popular mode is bus travel followed by walking. This represents the high number of staff living within a local catchment of the stadium.
- 3.4.6 It should be noted that travel opportunities for staff at Bramley-Moore Dock will be different to that for staff at Goodison Park. There is the opportunity at the new stadium to encourage more sustainable travel away from the private car. Car parking at the new stadium for staff will not be as readily available in close proximity to the stadium.

3.5 Non-Football Event Days

- 3.5.1 Staffing requirements will change depending on event type and will be the responsibility of the individual promoter of each event. For the purpose of this travel plan it is assumed that the staff numbers will be similar to that of a match day, and that travel patterns for staff take place outside those of the spectators.

3.6 Non-Matchdays

- 3.6.1 Much smaller numbers of staff will be required to operate the facilities which will be open to the public on days where there are no matches or events.
- 3.6.2 The range of non-matchday uses proposed includes:
- Club shop retail.
 - River view restaurant.
 - Office (including box office).
 - Café.
 - Hydraulic tower (exhibition space / cultural centre).
 - Hospitality area available for meetings, banqueting, conferences, weddings and other events.
- 3.6.3 The number of staff needed on site to serve the various proposed uses on non-match days has been provided by the Club. In terms of a day when there is no conference, wedding or

meetings held at the hospitality facilities the club envisage that the maximum number of staff at the site will be around 30. This would be made up of office and hydraulic tower staff permanently based there, with the remainder being security, pitch maintenance, catering, shop staff and stadium tours. The club envisage it unlikely that all these staff would be on site all at any one time.

- 3.6.4 In terms of the use of the hospitality facilities for meetings, conferences and weddings. The number of staff on site will fluctuate depending on the type and scale of event on offer. The Club estimates that with a large-scale conference or banqueting event up to 40 – 50 staff may be present on the site at any one time in total.

3.7 Transport Strategy

- 3.7.1 A Transport Strategy and a number of interventions to improve access have been developed alongside the proposals for a new stadium at BMD which will support staff travel to the site. These are summarised below and discussed in relation to the different site uses in Section 4.
- Staff shuttle buses- Specific buses for staff will run between the site and Stanley Park to provide staff with Park and Ride options where public transport may not be feasible.
 - Matchday shuttle buses- It is proposed that two shuttle-buses services will run to Bramley-Moore Dock before and after the match. The two services proposed include a shuttle between Liverpool city centre, and a shuttle between the stadium and Bootle town centre. As this service is primarily aimed at moving supporters the timings of the service may not coincide with the arrival and departure time of most staff.
 - Matchday Taxi Ranks- Taxi ranks are proposed for matchdays at Dublin Street, Boundary Street and Sandhills Lane.
 - Walking- The Transport Strategy recognises that routes to Sandhills station, taxi ranks, bus stops and Liverpool City Centre and the wider area need to be safe and legible. Signage forms a key part of the walking strategy as well as the measures to reduce traffic from areas busy with pedestrians.
 - Cycling- Cycle stands will be provided within the site.
 - Parking restrictions and Car Parking- Parking restrictions in residential areas and in industrial streets in the immediate vicinity of the stadium and between the stadium and city centre. Locations within and around Liverpool City Centre have a wealth of car parking spaces.
 - Traffic restrictions and temporary road closures-
 - Temporary post-match traffic restrictions on Great Howard Street to reduce traffic speed and provide more space for pedestrians and a safer crossing.
 - Temporary soft road closures to help to provide a safer pedestrian environment on match days.
 - Temporary hard road closure on the streets in the immediate vicinity of the stadium. These hard road closures will help to protect the streets that will be busiest with supporters during the pre- and post-match periods.

4 Site Accessibility and Staff Travel Options

4.1 Existing Access Conditions

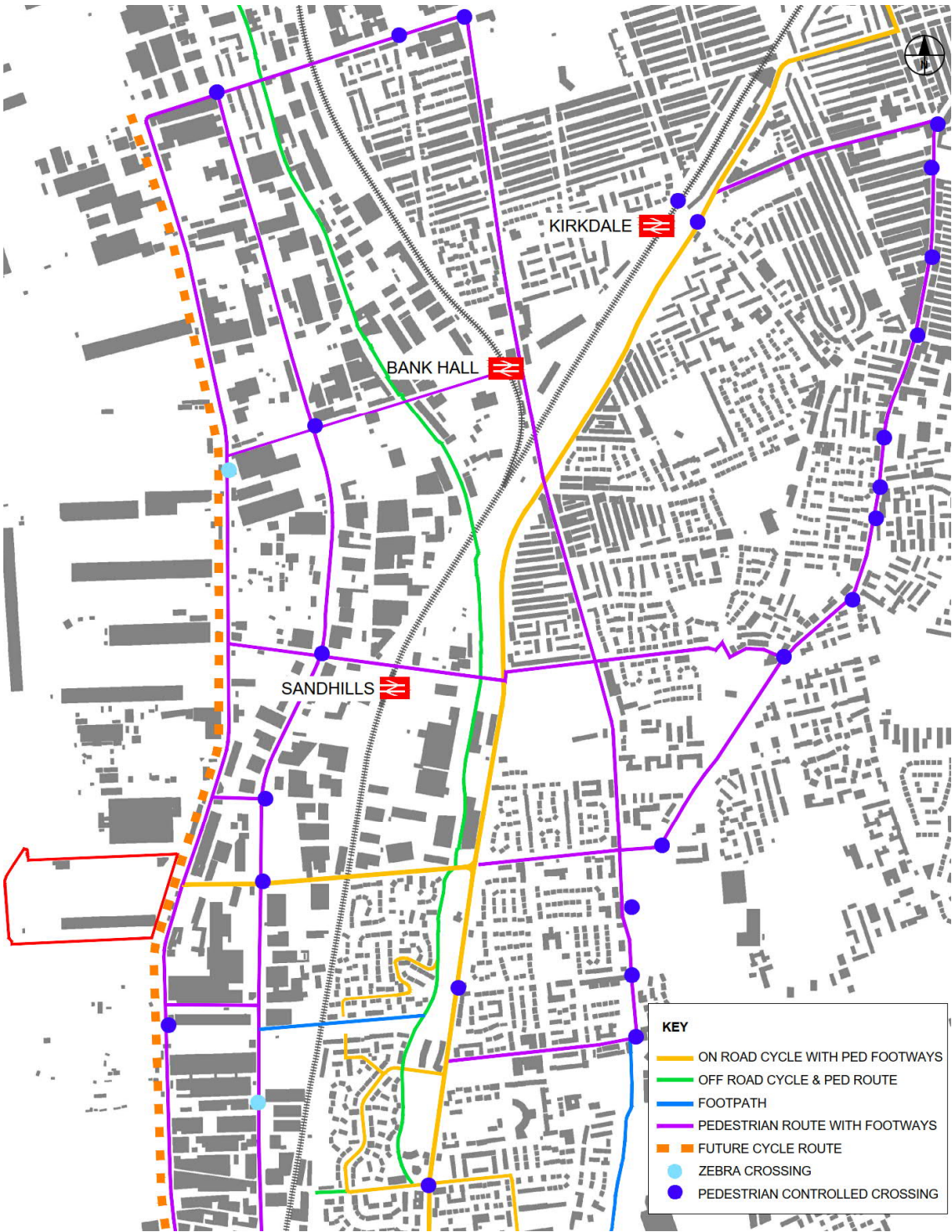
- 4.1.1 This section provides details of the existing transport conditions in the vicinity of the proposed development site including highway access and accessibility through sustainable modes which will be central to achieving the Travel Plan objectives and offering staff a range of travel options. Further details on accessibility by various modes is provided within the Transport Assessment.

4.2 Active Travel Modes

Cycling

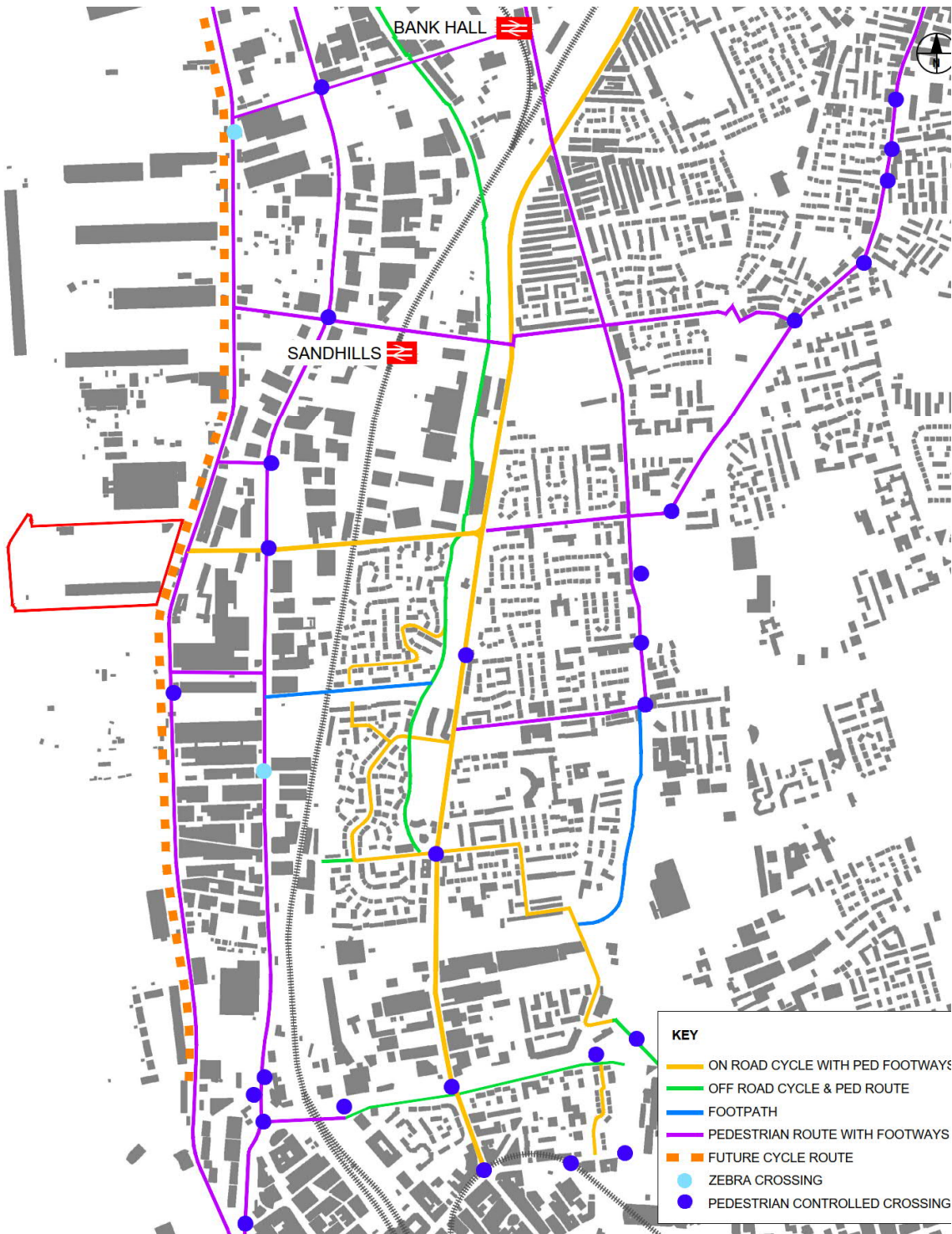
- 4.2.1 The site is served by an off-road cycle route via the Leeds-Liverpool Canal, to the east of the application site. An on-road cycle route also runs along the A5038 and connects with the Leeds-Liverpool Canal off-road route. Both routes connect northwards to urban areas in North Liverpool and Sefton, with the A5038 route linking to the City Centre to the south. The walking and cycling links to the site from both directions are shown in Figure 3 and Figure 4.
- 4.2.2 As shown in Figure 3 and Figure 4, there is a future cycle route under construction along Regent Road. This route will improve walking and cycling opportunities for staff through reducing the width of the carriageway to allow greater space for cyclists and pedestrians. The route will provide a segregated cycleway connecting the City Centre to the south, to Sefton for onwards connectivity along the Sefton Coast. It is considered that the site is highly accessible by bicycle, given the cycle infrastructure in the local area. Given cycle storage that will be provided on site we consider that cycling will be an attractive mode for those staff who live locally to the site.

Figure 3: Active travel routes – north



Source: Mott MacDonald

Figure 4: Active travel routes – south

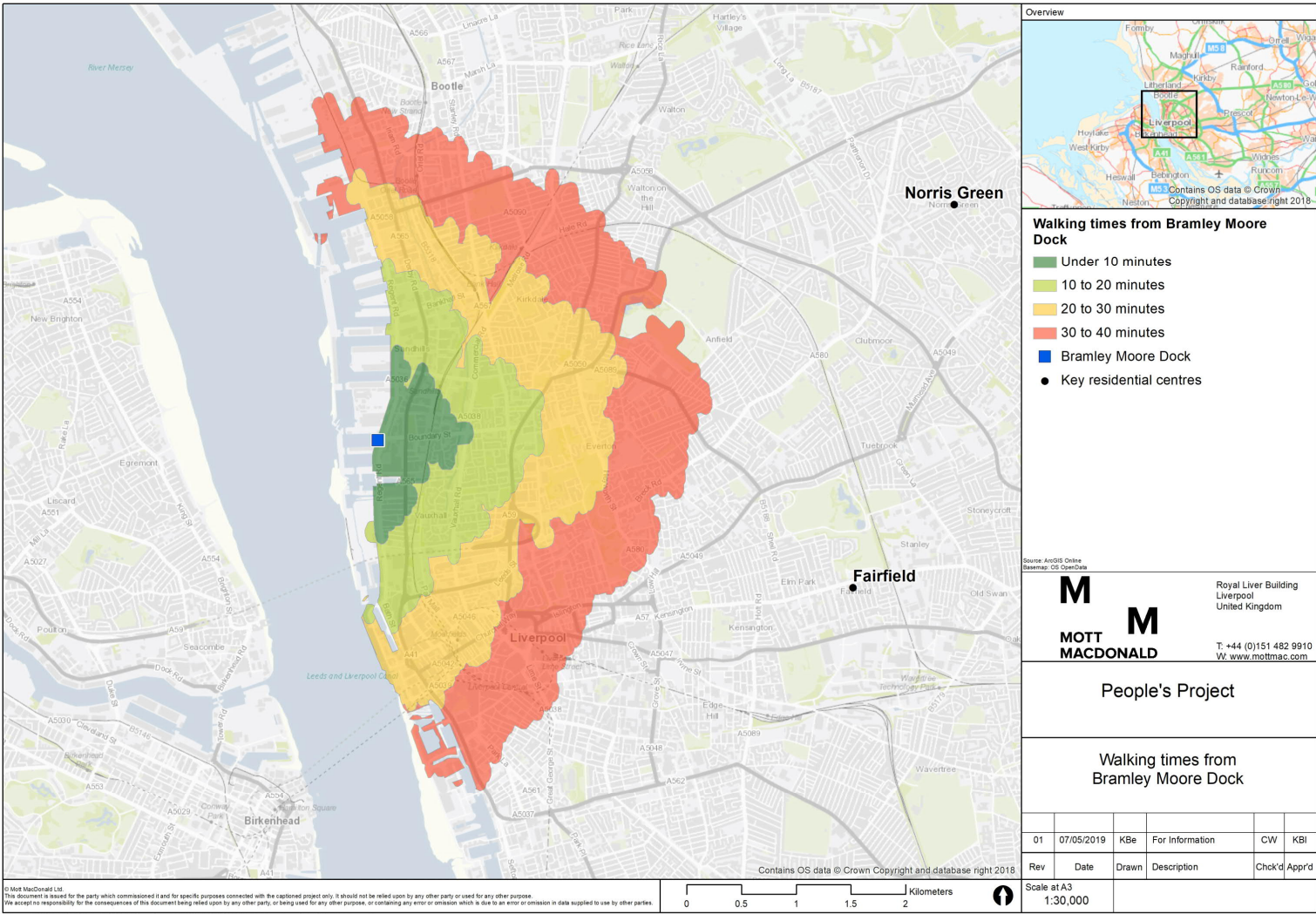


Source: Mott MacDonald

Walking

- 4.2.3 Figure 5 shows the walking catchment from the Bramley-Moore Dock derived from a journey time analysis across the existing pedestrian network applying an average walking speed of 5 kmph (3.1 mph). Key headlines highlighted within this analysis include city centre connectivity within a 40-minute walk from the site. The 30-40-minute band covers the majority of the primary city centre, including Liverpool Lime Street, Liverpool Central, Queen Square Bus Station and Liverpool One Bus Station which provide key rail and bus transport hubs for onward connectivity.
- 4.2.4 James Street and Moorfields Merseyrail stations fall within a 20-30-minute walk from Bramley-Moore Dock. Goodison Park including much of the Walton residential area is within reach in this walking catchment as well as other residential areas including Everton and residential parts of the north city centre.
- 4.2.5 Within the 10- 20-minute catchment the Vauxhall Road and Scotland Road corridors are within reach for travel by bus as well as much of the Vauxhall residential area.
- 4.2.6 More locally, Sandhills station falls just over the 10-minute walk boundary, providing good local public transport accessibility to Bramley-Moore Dock. Eldonians village is located within a 10-minute catchment.
- 4.2.7 It is clear that there are several key destinations accessible within walking distance from the site including local rail stations and the city centre for strategic rail connections. The location of the site and surrounding pedestrian infrastructure therefore enables staff to travel by active modes for either all or part of the journey. We consider that for those staff living locally to the site walking direct to home remains a viable mode for areas of Walton, Everton, Vauxhall and north City Centre. .

Figure 5: Walking Times from Bramley Moore Dock



Source: Mott MacDonald

Access by Bus

- 4.2.8 Although there are a number of bus stops within a short walk from the site, frequent bus services in the immediate surroundings of the site are generally fairly limited.
- 4.2.9 A summary of the frequency of bus services available on the surrounding road network is shown in the table below.

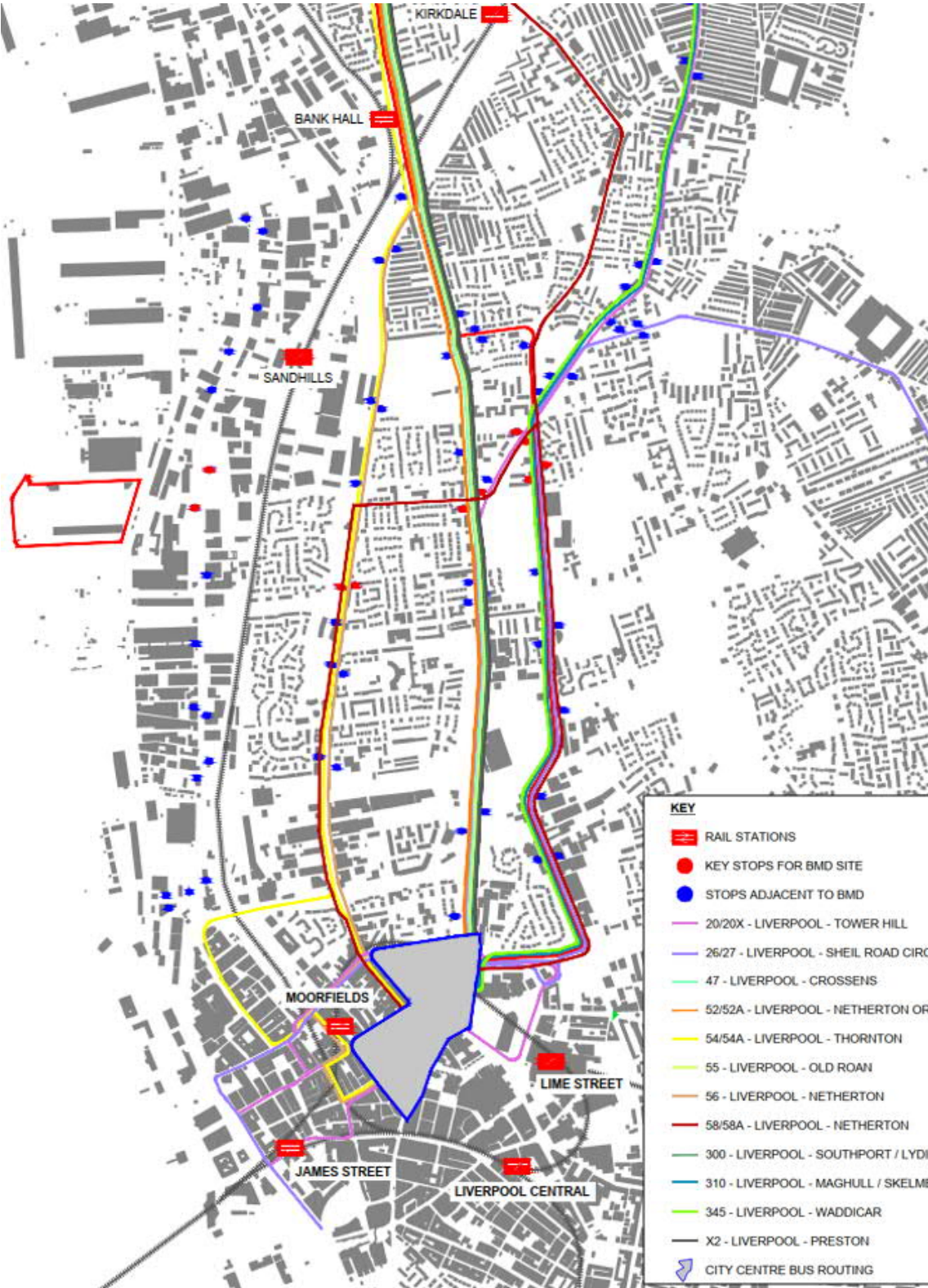
Table 2: Frequency of bus services in proximity to BMD site

Location of route	Monday evening frequency	Saturday afternoon/evening frequency
Regent Road	1 service per day at 7.30 am	1 service per day at 7.30 am
Great Howard Street	4 services per day	4 services per day (Until 7pm)
Vauxhall Road	2 per hour	2 per hour
Scotland Road	6 per hour	6 per hour

Source: Mott MacDonald

- 4.2.10 Bus access to BMD from the City Centre is also limited with only few services along Great Howard Street/Derby Road and Commercial Road. There is an improved number of services along Scotland Road that run to the city centre, however access to the services along this route require a 20-30-minute walk.
- 4.2.11 The options to incorporate bus usage to serve BMD as an alternative mode to car and rail travel are being explored as part of the emerging access strategy which facilitate sustainable travel to the site for both staff and fans.
- 4.2.12 A summary of the bus routes serving BMD is illustrated in Figure 6. It should be noted that although there is a distinct lack of services along Great Howard Street and Derby Road the bus stops have been noted here rather than the bus route which would likely not be used by staff on match days due to their low frequency. With the regeneration of the North Docks area it is likely that new or more frequent services will stop on this corridor in future.

Figure 6: Bus Routes Serving BMD



Source: Mott MacDonald

- 4.2.13 It should be noted that it is the intention of Figure 6 to show the 'baseline' provision of bus services. On matchdays shuttle buses will run between the site and the city centre as well as Bootle. In addition, a staff shuttle bus provided by the club will run between Stanley Park and the stadium on match days as well as a mini bus service for supporters. The final routing of these shuttle services is not yet confirmed and accordingly these are not shown on Figure 6.
- 4.2.14 It has been agreed with Liverpool City Council and Merseytravel in post planning submission dialogue that the shuttle services will be secured by planning condition following any planning approval granted.

Access by Rail

- 4.2.15 The nearest rail station, Sandhills Station is located approximately 12 minutes via foot from the site in the Kirkdale area of Liverpool.
- 4.2.16 Sandhills is situated on the Northern Line of the Merseyrail network meaning it benefits from direct services to Southport, Ormskirk, Kirkby, Hunts Cross via Liverpool South Parkway and Liverpool Central. A full breakdown of departure frequencies is provided in Table 3 below.

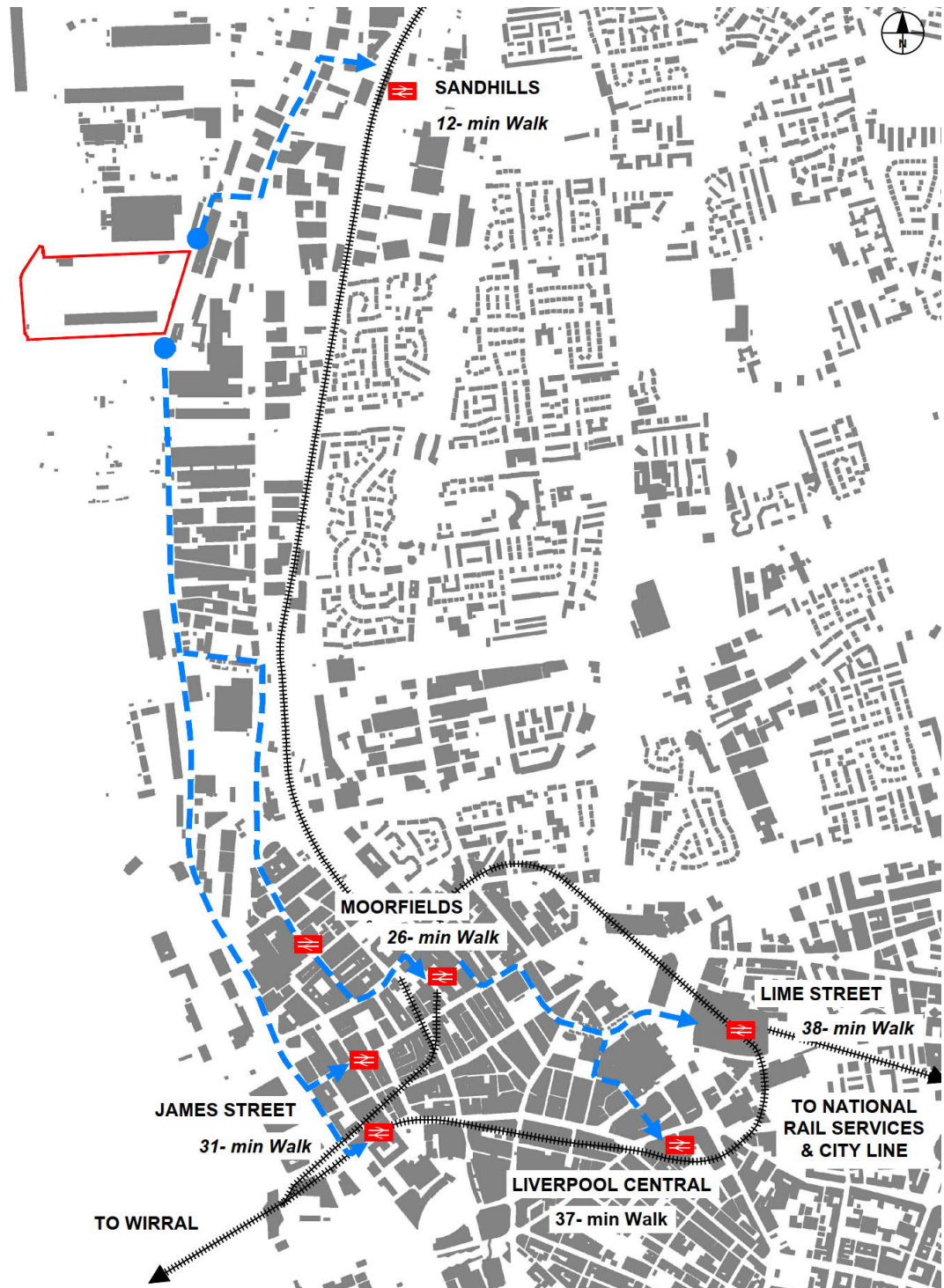
Table 3: Summary of Services Available from Sandhills Station

Destination	Frequency (Daytime: Weekdays and Saturdays)	Operator
Southport	4 services per hour	Merseyrail
Ormskirk	4 services per hour*	Merseyrail
Kirkby	4 services per hour*	Merseyrail
Hunts Cross	4 services per hour	Merseyrail
Liverpool Central	8 services per hour	Merseyrail

Source: Merseyrail

- 4.2.17 Sandhills' direct services to Southport, Ormskirk and Kirkby provide fast and reliable access to interchange stations for onward connectivity to Wigan, Preston and Manchester. This presents an alternative to travelling via Liverpool Lime Street, and in turn demonstrates the multiple points of rail access available to BMD via Sandhills for both local and regional journeys.
- 4.2.18 Moorfields station is the next station south of Sandhills and provides connectivity for the city centre, particularly to the commercial district and waterfront. Connectivity to the site via rail therefore offers opportunities for staff to travel from a wide range of local and strategic destinations.
- 4.2.19 The application site's accessibility to rail stations in the area is shown in Figure 7, representing the approximate journey times via foot to all rail stations in the area.
- 4.2.20 It should also be noted that rail travel is likely to become more attractive in coming years as a result of the new Merseyrail rolling stock which is expected to be operational by 2020. The new trains are expected to be safer than the current fleet and able to carry over 50% more passengers per single unit. Additionally, the new trains will be faster; cutting journey times by up to 10% (which is up to 8-minutes on some end-to-end routes along the network). This will enhance opportunities for staff to travel to the site by rail as journeys become more attractive and reliable.

Figure 7: Rail access and walking journey times from BMD



Source: Mott MacDonald

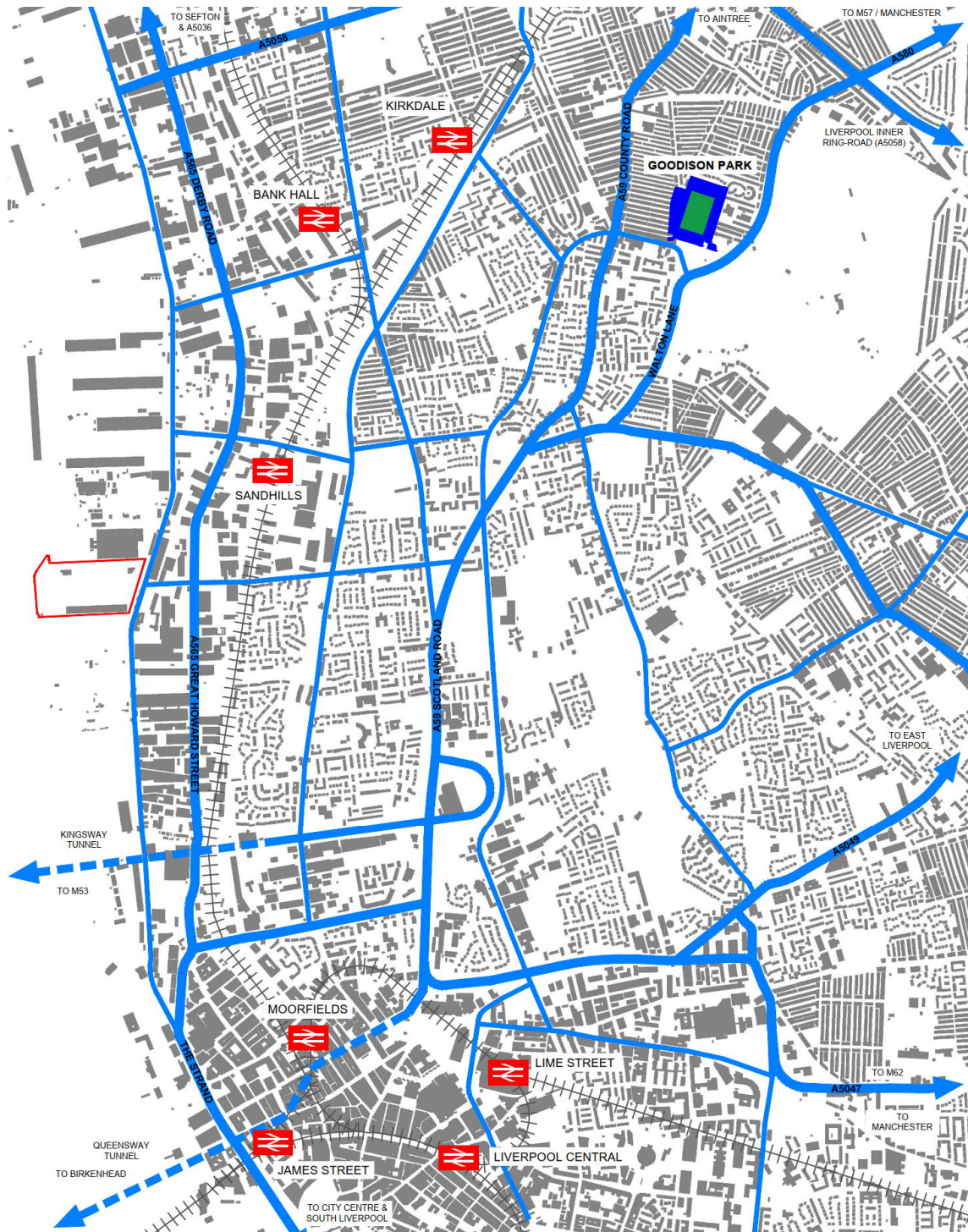
4.2.21

Rail is likely to be one of the biggest travel opportunities for staff due to the limited bus services serving site and the unsuitability of match day services in relation to shift patterns. Supporting access to rail stations will therefore form an important part of this Travel Plan.

Access by Car

- 4.2.22 BMD has good strategic connectivity via road, with strong links to the wider strategic road network as shown in Figure 8. Access to Bramley-Moore Dock with regards to the local road network is dependent on the location of car parks for the stadium and the future system of matchday road closures, full details of which can be found within the supporting Transport Strategy.

Figure 8: Highways Access to BMD



Source: Mott MacDonald

4.2.23

All minor roads in the area are 20mph or 30mph roads, used primarily for local access, with several of the roads one-way. There are several roads which are stopped up to provide access only to the industrial uses in the area. Several of these streets are characterised by on-street parking on both sides of the carriageway, narrow footways and poor streetscape.

- 4.2.24 A number of traffic management proposals will be implemented on match days including road closures a couple of hours before and after the match. However, this is unlikely to affect staff who will be arriving at and departing from the site before or after the closures are in place.

Parking

- 4.2.25 A multi storey car park and surface car park with combined capacity for 481 vehicles will be provided to the east of the site. On match days staff will not be permitted to park on site as the car park will be occupied by disabled supporters, owners/directors and hospitality supporters. However, there may be opportunities for staff to park on-street in proximity to the site (where this is permitted) as they will be arriving ahead of fans.
- 4.2.26 There will also be opportunities for staff to park within existing city centre car parks and then travel to the site via public transport or active travel modes. Full details of available car parks are outlined within the Transport Assessment.
- 4.2.27 Controlled parking zones will be in operation on match days to reduce the impact on the surrounding areas further increasing the need to ensure staff are able to travel by alternative modes to the car.
- 4.2.28 Arrangements for parking zones and road closures affecting access by car are also discussed in more detail within the Transport Assessment.

4.3 Staff Travel Options

- 4.3.1 This section assesses travel options for staff during match and event days and non-match or event days based on the review of baseline discussed above and the plans emerging within the Transport Assessment. Recommendations for staff travel options remain at a high level within this stage of the planning application process. These will be revisited and further established when full details of staff are known, and measures identified within the Transport Strategy are confirmed.

Matchday & Non-Football Event Days

- 4.3.2 As discussed in Section 3.3 the number of staff required and travel patterns of staff for matchdays and non-football event days is likely to be similar. Travel options for these types of events are therefore considered together.
- 4.3.3 The key considerations for staff travel options are set out in Table 4 by mode.

Table 4: Staff Travel Options for Matchday & Non-Football Event Days

Mode	Comments	Recommendations
Walking and Cycling	<ul style="list-style-type: none"> Opportunities for staff to walk or cycle to the site will be dependent on where staff are travelling from. Cycle parking within the stadium site will help facilitate active travel to the site from journey origins or public transport hubs. Improved wayfinding, signage and pedestrian infrastructure will facilitate walking to the site from local residential areas and bus/rail stations. 	<ul style="list-style-type: none"> Walk or cycle to the site from residential areas within 30-minute walk time from the site. Walk or cycle from rail stations within the City Centre. Walk or cycle from Sandhills station. Walk or cycle from local bus stops or City Centre bus station.
Public Transport	<ul style="list-style-type: none"> Rail is likely to be the one of the most attractive options for staff due to its proximity to Sandhills Station and opportunities for strategic rail connections via Lime Street. 	<ul style="list-style-type: none"> Travel by rail to Sandhills station then undertake 10-15-minute walk to the site. Travel by rail to City Centre rail stations and catch a shuttle bus or

Mode	Comments	Recommendations
	<ul style="list-style-type: none"> Staff will be travelling at different times to supporters and therefore will be unlikely to be travelling in the peak football periods. Opportunities for travelling to the site via public transport may be reduced during concerts and non-sporting events. when staff maybe required on site later than the last timetabled bus or rail service. 	<p>commercial bus from the City Centre to the site.</p> <ul style="list-style-type: none"> Travel by rail to City Centre rail stations and walk (30mins) or cycle (15 mins) to the site. Travel by bus for those that have access to services which stop in proximity to the site (e.g. routes 54, 56 and 58).
Drop off/ Pick Up	<ul style="list-style-type: none"> Being dropped off or picked up at the site could be a viable option for staff who are likely to be arriving at and departing from the site before and after the road closures are in place. Suitable for staff where public transport is not feasible. Reduces demand for parking which will be limited for staff on matchdays and event days. Presents opportunities for lift sharing. 	<ul style="list-style-type: none"> Where public transport and active travel options are not feasible, staff can be dropped off and picked up from the site before and after the road closures are in place. Opportunities for lift sharing between staff should be encouraged where possible.
Shuttle Bus	<ul style="list-style-type: none"> Match day shuttle buses will run between the site, Liverpool City Centre and Bootle and will provide a means of accessing car parks and public transport hubs. The feasibility of this option will be dependent on the type of staff and their shift patters and buses are expected to run for around 2 hours before the match and 2 hours after whilst staff may be required much earlier or later. Shuttle buses for staff are likely to be provided by the Club from large car parking areas such as Stanley Park however the level of demand for parking will determine these locations and the viability of the service. 	<ul style="list-style-type: none"> Travel from public transport hub or car park via match/event day shuttle bus. This option should be reviewed once the timings of the service and staff shift patterns are confirmed.
Private Car	<ul style="list-style-type: none"> Around 2, 000 staff required on match and event days significantly exceeding the demand for onsite parking. On-street parking will be available to some staff. Staff are likely to be arriving ahead of fans and therefore will have increased access to on-street spaces. Where public transport options for staff are not feasible, there will also be opportunities to park in city centre car parks. Parking in the city centre may be an unattractive option for staff that may be required to walk or cycle to these car parks during late evening periods reducing personal safety and security. 	<ul style="list-style-type: none"> It is not recommended that staff drive to the site via private car due to the limited opportunities for parking spaces during these types of events and the safety concerns associated with parking in the city centre. Staff who need to access the site via car due to limited opportunities for public transport should be encouraged to park on-street a few hours before the scheduled event start or kick-off.

Source: Mott MacDonald

Non-Match and Event Days

4.3.4

Travel options for staff required to work on non-match and event days are summarised in Table 5.

Table 5: Staff Travel Options for 4.2.2 Non-Match and Event Days

Mode	Comments	Recommendations
Walking and Cycling	<ul style="list-style-type: none"> Opportunities for staff to walk or cycle to the site will be dependent on where staff are travelling from. Cycle parking within the stadium will help facilitate active travel to the site from journey origins or public transport hubs. 	<ul style="list-style-type: none"> Walk or cycle to the site from residential areas within 40-minute walk time from the site.

Mode	Comments	Recommendations
	<ul style="list-style-type: none"> Improved wayfinding, signage and pedestrian infrastructure will facilitate walking to the site from local residential areas and bus/rail stations. 	<ul style="list-style-type: none"> Walk or cycle from rail stations within the City Centre. Walk or cycle from Sandhills station. Walk or cycle from local bus stops or City Centre bus station.
Public Transport	<ul style="list-style-type: none"> Public transport options will be more feasible for staff working these types of events who are likely to be travelling within standard commuting hours (e.g., between 8 and 6am). Rail is likely to be the one of the most feasible options for staff due to its proximity to Sandhills Station and opportunities for strategic rail connections via Lime Street. Opportunities to travel by bus for people travelling from surrounding areas within Liverpool. 	<ul style="list-style-type: none"> Travel by rail to Sandhills station then undertake 10-15-minute walk to the site. Travel by rail to City Centre rail stations and catch a commercial bus from the City Centre to the site. Travel by rail to City Centre rail stations and walk (40 mins) or cycle (15-20 mins) to the site. Travel by bus for those that have access to services which stop in proximity to the site (e.g. routes 54, 56 and 58).
Drop off/ Pick Up	<ul style="list-style-type: none"> Suitable for staff where public transport is not feasible. Reduces demand for parking which will be limited for staff during large events. Presents opportunities for lift sharing. 	<ul style="list-style-type: none"> Staff may be dropped off and picked up to reduce the number of private vehicles travelling to and parking on site.
Private Car	<ul style="list-style-type: none"> No car parking will be available on site for staff. Staff will be able to park in off-site car parks in the city centre. A shuttle bus option for staff will be available from the existing Stanley Park car park. 	<ul style="list-style-type: none"> Public transport and active travel modes should be encouraged where possible; Car sharing between staff should be encouraged. For those choosing to drive, parking is available at off-site car parks.

Source: Mott MacDonald

5 Travel Plan Administration, Objectives & Targets

5.1 Introduction

5.1.1 This section outlines the way in which the Travel Plan will be administrated, as well as the objectives and targets of the Travel Plan. This has been aligned with LCC's Ensuring a Choice of Travel SPD (2008) to ensure the Travel Plan addresses the following (SPD, Section 6.10):

- Controls on car parking.
- Nomination of Travel Plan co-ordinator.
- Provision of improved public transport, cycle and pedestrian services and facilities both in and outside the site.
- Promotion of public transport, walking and cycling

5.1.2 The SPD in Section 6.12 requires the aims, commitments, targets and timetabled action plans of the Travel Plan to be provide. This section and the following section of the Travel Plan have been developed to align with this requirement.

5.2 Travel Plan Administration

5.2.1 The Club will be responsible for the Travel Plan implementation and will appoint a Travel Plan coordinator to monitor the implementation of measures and report progress to the local planning authority. In this interim period Stadium Development Director Colin Chong is Travel Plan coordinator.

5.2.2 Funding will be allocated for the day to day operation of the travel plan including monitoring and review.

5.3 Travel Surveys

5.3.1 Travel surveys will be key to monitoring the implementation of the Travel Plan measures and the progress of the Travel Plan against targets. Staff travel surveys will be undertaken once the stadium is operational to understand the travel patterns of people accessing the site on a regular basis and develop realistic mode share targets.

5.3.2 It is recommended that the first iteration of the staff travel survey is undertaken within the first 12 months of the stadium opening.

5.4 Travel Plan Objectives

5.4.1 The Travel Plan must have objectives and targets which are quantifiable and measurable over time, to be able to assess whether the methods implemented to influence travel behaviour have been successful. These must be ambitious, yet still be realistic and achievable.

5.4.2 Based on the site audits and wider context of this Travel Plan considered in previous chapters, a number of objectives have been set for the Travel Plan to deliver. The overarching objectives of the BMD Travel Plan are:

- Reduce the impact of staff travel on the stadium and local road network through reducing the proportion of staff travelling by single-occupancy vehicles.

- Offer an attractive choice of sustainable travel options to all staff (as well as supporters and visitors).
- Improve the health, fitness and well-being of staff, by encouraging greater use of active travel modes.
- Reduce the environmental impact of the stadium through encouraging greater use of sustainable modes.
- Be a good neighbour through reducing the impact of the stadium's staff travel and parking on local residents and the environment.

5.4.3 As the Travel Plan becomes further developed and implemented once the stadium is operational, monitoring will be undertaken by the Travel Plan Coordinator to assess the success of proposed measures against these objectives.

5.5 Targets

5.5.1 Targets will be developed once a baseline modal share has been established through the staff travel survey results and will be SMART Targets (Specific, Measurable, Achievable, Realistic and Timebound). These will include the percentage of trips made by single occupancy vehicle, % number of trips made by car sharing, walking, cycling, bus and rail.

6 Travel Plan Measures

- 6.1.1 Based on the evidence shown in relation to the current sites access arrangements and context of the different staff travel patterns for different events, a number of measures have been developed to support staff travel to BMD and enhance sustainable travel to and from the site. As noted in the previous section, these measures have been developed to align with the LCC's Ensuring a Choice of Travel SPD (2008).
- 6.1.2 As this is a Framework Travel Plan developed at the planning application stage these measures remain at a high level and will be further developed once the proposals are confirmed and once staff details are known.
- 6.1.3 Table 6 outlines a number of Travel Plan measures alongside a brief description of how this might be implemented and when. These measures will support the travel options identified for staff for both matchdays and event days and non-match or event days. Actions are grouped into the following categories reflecting the key themes the Travel Plan aims to address:
- Travel Plan administration.
 - Reducing car usage.
 - Public Transport.
 - Walking and cycling.

Table 6: Framework Travel Plan Measures

Type of Measure	Measure	Methodology	Date
Travel Plan Administration	Travel Plan Coordinator (TPC)	Provide contact name for Travel Plan Coordinator to EFC. Travel Plan Coordinator to regularly report progress to relevant board.	Prior to occupation/ ongoing
	Endeavour to negotiate travel discounts for staff	Negotiate discounts for staff where possible e.g. with local taxi firms, cycle shops and on public transport.	Prior to stadium opening
	Set up staff database	Set up database of preferred contact method and details for employees for travel plan communications.	Within 1 year of stadium opening
	Undertake staff travel surveys	Develop travel surveys tailored to staff working match and event days and staff working non-match and event days and distributed to all staff within 1 year of stadium opening. Follow up travel survey with direct contact to interested individuals e.g. to receive Personalised Travel Planning or cycle training.	Within 1 year of stadium opening
	Repeat surveys every 2 years for an initial period of 6 years	Repeat staff travel surveys every two years for an initial 6 years to ensure data is up to date and Travel Plan targets can be reviewed and updated accordingly.	Every 2 years for an initial 6 years
	Establish travel plan targets and update travel plan measures	Establish travel plan targets based on travel plan survey results.	Within 1 year of stadium opening
Public Transport	Public Transport Service Updates	Provide updates to service frequencies and timetables for bus and rail services to all staff.	As required
	Staff Travel Information	Provide all new employees with travel information via email or post outlining local bus and rail timetables and directions between the site and key public transport hubs.	As required
	Implement Transport Strategy Measures	Lobby for measures such as the Shuttle Bus Strategy outlined within the overarching Transport Strategy to be suitable for staff travel as well as supporters.	Prior to stadium opening
Reducing car usage	Car sharing scheme	Join and promote a staff car sharing database for staff to facilitate communication between staff about the possibility of sharing lifts rather than driving on their own.	Prior to stadium opening/ Ongoing
Walking and Cycling	Promote national events	Promote events e.g. Bike Week within businesses, schools and local community.	Annually
	Promote any cycle / motorcycle training and maintenance courses	Promote any cycle / motorcycle training and maintenance courses available locally.	Ongoing
	Apply for any Travel Plan grants available	Liaise with LCR and Merseytravel to apply for funding that may be available for capital and revenue schemes.	Prior to occupation and ongoing
	Section 106 agreements	Ensure developers make commitments to secure provision of, or improvement to, existing transport infrastructure to meet the needs of new development.	Prior to occupation
	Cycle to work scheme	Explore opportunities for offering salary sacrifice scheme to permanent staff.	Ongoing
	Implement supporting infrastructure/measures identified in development proposals and the Transport Strategy	Support implementation of cycle parking and walking strategy as identified within the Transport Strategy to facilitate staff travel to the site by active modes.	During construction

Source: Mott MacDonald

7 Conclusions

7.1 Summary

- 7.1.1 This document outlines the interim Staff Travel Plan which has been prepared on behalf of Everton Football Club to support their planning application to develop a new stadium at Bramley-Moore Dock.
- 7.1.2 The Staff Travel Plan will be secured under Section 106 agreement or otherwise conditioned to any approval granted. The requirement for a Staff Travel Plan is included in the Section 106 Heads of terms included in this planning application.
- 7.1.3 The Travel Plan has identified a number of objectives to support staff travel to the site for all types of events, and to ensure there is a range of sustainable travel options which reduce private car trips and the demand for car parking spaces which will particularly be an issue on match and event days.

7.2 Policy alignment

- 7.2.1 Following the policy context presented in Section 2, it is evident that the proposed development would seek to support or fulfil the planning policy guidelines and regulations. The policy guidelines set a range of standards and recommendations relating to sustainable travel and access for all.
- 7.2.2 The development of the new stadium at BMD complies with the policy guidance set out in the NPPF Chapter 9 as a result of good public transport and active travel connectivity: There are frequent rail services within walking distance of the site and a well-connected network of walking routes and signed on-road cycle routes.
- 7.2.3 This Travel Plan, as required by NPPF Chapter 9, will further enhance access by sustainable modes with consideration of how this can be facilitated from the earliest stages of development. The Travel Plan will also provide guidance on how sustainable access measures can be effectively promoted, implemented and monitored to ensure mode share targets improve year on year.
- 7.2.4 The Ensuring a Choice of Travel SPD (2008) was developed through a collaboration of the Merseyside local authorities and Merseytravel and was adopted in December 2008. The document provides guidance on the access and transport requirements for new development. This includes guidance on the requirements for Travel Plans as outlined in Section 2.
- 7.2.5 As a new large-scale development site, the project is committed to ensuring that accessibility is enhanced, and sustainable modes are supported. Table 7 below shows how this Travel Plan aligns with the requirements for a compliant Travel Plan as outlined in the SPD. Much of this information is taken from the Travel Plan measures in Section 6 and accompanying Table 6.

Table 7: Alignment of the Travel Plan with requirements of the Ensuring a Choice of Travel SPD

SPD requirement	How the Travel Plan aligns
Controls on car parking.	The Travel Plan includes means to promote a car sharing scheme and encourage alternative more sustainable travel options.

SPD requirement	How the Travel Plan aligns
Nomination of Travel Plan co-ordinator.	Stadium Development Director Colin Chong is Travel Plan Coordinator.
Provision of improved public transport, cycle and pedestrian services and facilities both inside and outside the site.	The Travel Plan will seek to implement the Transport Strategy measures. This includes improvements to sustainable travel provisions and more inclusive access with further details provided in the Transport Assessment.
Promotion of public transport, walking and cycling.	The Travel Plan places a strong focus on promoting travel by sustainable modes which includes improved service updates and travel information for public transport distributed to all users of the site and exploring potential opportunities such as cycle to work, national travel events and identifying any potential travel grants to further enhance active travel and public transport provisions.

Source: Mott MacDonald

- 7.2.6 The City of Liverpool Unitary Development Plan (2002) highlights the need to manage private car usage, promote public transport usage and encourage active travel uptake. This has been central in the development of the Travel Plan which aims to support the above objectives to ensure the site is accessible for all and promotes sustainable access through the measures provided in Section 6.
- 7.2.7 The Design for Access for All SPD highlights the most important principles in designing including buildings, which meet the needs for all users including disabled people. This Travel Plan acknowledges the importance of providing inclusive access to the stadium for staff and strives to meet minimum provisions outlined in this, and other, inclusive mobility planning documents, as contained within the Travel Plan's objectives (Section 5.4).
- 7.2.8 A Transport Plan for Growth (2018) sets out the City Region's strategic vision and delivery plan for transport across the Combined Authority prioritising three key elements; growth, low carbon and access to opportunity. This Travel Plan supports these priorities by ensuring the site is highly accessible by employees and enables sustainable growth and continued development on site through the measures contained in Section 6.
- 7.2.9 This section demonstrates how the proposed development at Bramley-Moore Dock seeks to support or fulfil a series of policies and guidance documents which are introduced in Section 2, and ensure development is not to the detriment of local residents. This Travel Plan will also contribute towards achieving the aims and objectives in identified policies through enhancing sustainable access with associated benefits to the environment and health and wellbeing of staff.

7.3 Conclusion

- 7.3.1 It is noted throughout the Travel Plan document that during match and event days staff are likely to be travelling at different times to supporters as they will be required to arrive well in advance of the event start time and leave a number of hours after the event finish. The different needs of staff travel will therefore reduce the impact on the transport network facilitating staff travel to the site.
- 7.3.2 Following a review of the existing access condition's and consideration of measures outlined within the Transport Strategy, this document summarised the range of travel options available to staff on match and event days and on non-match and event days. This noted the limited opportunities for staff to park on site during matchdays or event days and the significant opportunities for rail access with Sandhills station located just a 10-15-minute walk from the site.

A number of measures have also been set out within the Travel Plan which will facilitate sustainable modes of travel to the site.

- 7.3.3 However, all recommendations for staff travel options and Travel Plan measures remain at a high level for this stage in the planning application process and will be revisited once full details of the staff, development and supporting measures from the Transport Strategy are established. The requirement to agree these items in full will be secured under a Section 106 agreement or otherwise conditioned to any approval granted.

