



## **Proposed Business Development, Mount Vernon Green, Liverpool**

Framework Travel Plan





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### Framework Travel Plan

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Job No. NW90454

Report No. 001

Prepared by EB/HC

Verified HC

Approved by PS

Status Final

Issue No. 1

Date 3<sup>rd</sup> February 2011





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Report

Contents Amendments Record

This document has been issued and amended as follows:

<b>Status/Revision</b>	<b>Revision description</b>	<b>Issue Number</b>	<b>Approved By</b>	<b>Date</b>
Draft		1	PS	31/01/2011
Final		1	PS	03/02/2011



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# 1 Introduction

## Background

- 1.1 JMP Consultants Ltd [JMP] has been commissioned by Owen Ellis Architects (on behalf of the Applicant – the Roman Catholic Archdiocese of Liverpool) to prepare a Framework Travel Plan for the proposed redevelopment of an existing site. The site is currently occupied by an existing building, a former secondary school (built in the 1960's), which closed in the early 1990's. The building was then converted to house the headquarters of a social enterprise, 'Local Solutions' the management of which are aware of the redevelopment proposals and hope to remain as tenants at the site.
- 1.2 The proposed development site is located on Hall Lane/Mount Vernon Green, close to the A5047 - between its junction with Mount Vernon Green and the Minshull Street/New Hall Lane crossroads, Liverpool both of which are currently under construction.
- 1.3 A Transport Statement has also been produced for the proposed development in conjunction with this Travel Plan, as part of the overall planning application for the site.
- 1.4 The site is currently used as office, conference and training facilities by Local Solutions. The existing building represents a considerable under-use of the site, the majority of the original school design comprising use as external play space and some car park provision.
- 1.5 The redevelopment proposals comprise 14,007sqm of floor space of which 9,375 square metres would be lettable as offices, the remainder comprising general circulation and internal car parking. Of this lettable space, 2,472sqm will be occupied by 'Local Solutions' as its headquarters. The remainder of the development will be sold or let, the occupiers are therefore unknown at this stage.
- 1.6 Vehicular access to the proposed development is only possible from Mount Vernon Green/Hall Lane.
- 1.7 A site location plan is included as Figure 1.1 at **Appendix A**.
- 1.8 This Travel Plan has been produced in line with DfT Travel Plan guidance.
- 1.9 Preliminary information regarding the development proposals was received from Owen Ellis Architects.

## Travel Plan Approach

- 1.10 A Travel Plan is "a long-term strategy for a site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly revised" (DfT Good Practice Guidelines: Delivering Travel Plans Through the Planning Process). A Travel Plan includes a package of objectives, targets and measures, developed by an organisation to promote more sustainable means of travel for journeys to, from and whilst at work, and to reduce reliance on the private car. A Travel Plan has the benefit of making a site more accessible to all users, whether they have access to a car or not, and therefore helps to promote social equity within the local community.
- 1.11 Travel Plans are an important tool to facilitate sustainable development. Together with Transport Assessments, they provide the mechanism for assessing and managing access to sites. Prior to the occupation of the development, a Travel Plan is required as a means to reduce car-borne travel

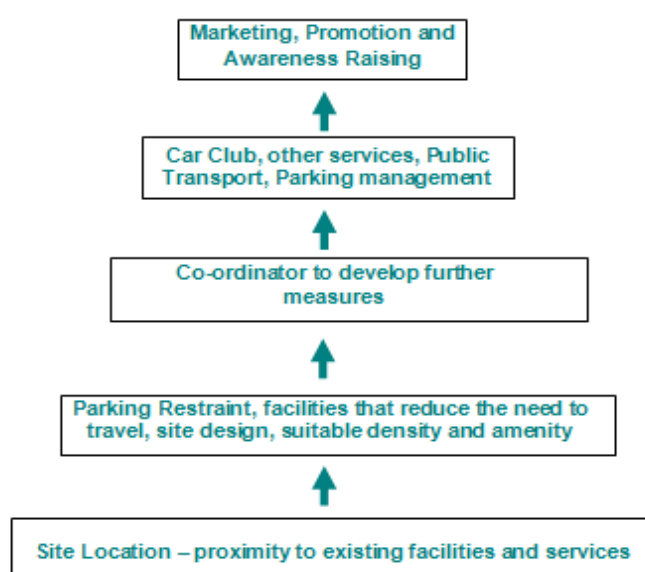
to the site and meet the objectives, targets and delivery mechanisms identified within the full site Travel Plan.

- 1.12 The Department for Transport (DfT) defines a Travel Plan as a package of measures aimed at promoting sustainable travel within an organisation, with an emphasis on reducing the reliance on single occupancy car travel (A Travel Plan Resource Pack for Employers, DfT, 2002).

## Travel Plan Pyramid

- 1.13 Recent DfT guidance recommends that it may be useful to view the Travel Plan as a pyramid of measures, some of which will form the foundations of the Travel Plan whilst others will be the outcomes from the Transport Assessment. **Figure A** illustrates the pyramid approach.

**Figure A Travel Plan Pyramid**



## Scope of Report

- 1.14 This report is set out in eleven sections, including this introductory chapter, as follows:
- Section two details the policy background relevant to the work;
  - Section three discusses the existing land use and transport conditions at the site;
  - Section four outlines the development proposals;
  - Section five details the Travel Plan approach.
  - Section six outlines the Travel Plan objectives and targets;
  - Section seven discusses the Travel Plan delivery;
  - Section eight details the Travel Plan implementation;
  - Section nine provides details for monitoring of the Travel Plan;

- Section ten provides guidance for the implementation of the Travel Plan; and
- Section eleven concludes the report.

## 2 Policy Background

### Introduction

- 2.1 This section considers the policy and guidance produced with regards to Travel Plans and sustainable travel promotion. It is important that the Travel Plan is developed within this policy framework and that the Travel Plan objectives and targets are consistent with and support national and local transport objectives.

### National Context

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

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

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

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

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

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

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

#### DfT (2002) Travel Plan Resource Pack for Employers

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

The need for “sticks” and “carrots” is also highlighted to discourage car use, whilst actively promoting alternative modes.

#### **DETR (2000) Transport 2010: The Ten Year Plan**

- 2.7 Transport 2010: the Ten Year Plan was published by the DETR in July 2000. This Plan includes a £180 billion funding package for transport over the next ten years, with £60 billion of this allocated for local transport schemes and a further £60 billion for railways. This highlights the importance that the national Government now attaches to improving the transport network and there is a particular emphasis on funding sustainable transport schemes.

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

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

## **Local Context**

#### **The Local Transport Plan for Merseyside 2006-2011**

- 2.9 The Local Transport Plan for Merseyside 2006-2011 (LTP2) was published in March 2006. It establishes a long-term transport strategy for Merseyside and an implementation plan for the next five years. The vision of the LTP2 is a fully integrated transport network for Merseyside which supports economic and social regeneration and ensures good access for all, and which is operated to the highest standards to protect the environment and ensure quality of life.
- 2.10 The five year plan has the following six objectives:
- Provide appropriate infrastructure to improve the capacity and efficiency of the transport network and support areas where the economy is growing
  - Provide access for all to provide better links to employment, education and health;
  - Manage demand for travel to ensure that our roads do not become congested and affect the efficient movement of public transport and freight;
  - Protect/enhance the environment by taking positive measures to reduce the impacts of travel demand;
  - Support a healthier community by addressing air and noise problems caused by traffic and promote cycling and walking; and
  - Make best use of our existing resources by ensuring an efficient maintenance regime.

#### **Merseyside TravelWise**

- 2.11 Merseyside TravelWise is a partnership between the five local authorities of Merseyside and Merseytravel. The partners identify that the way we get around has a big impact on our quality of life and that growing dependence on car travel is having a detrimental effect on our environment, health and economy. Their programme includes raising awareness of the effects of increased car

use and the benefits of walking, cycling, car sharing or increased public transport use. They also work with businesses and organisations to develop Travel Plans in order to reduce their impact on traffic generation and make it easier for employees to reach their place of work.

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

## **National and Local Policy Conclusions**

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

## 3 Existing Conditions

### Site Audit

- 3.1 An audit of existing conditions was undertaken by JMP to assess the layout and accessibility of the proposed business site and the surrounding area.

### Site Description

- 3.2 The proposed development site is located on Hall Lane/Mount Vernon Green, close to the A5047 - between its junction with Hall Lane (B5340) and the Minshull Street/Mount Vernon Street crossroads, Liverpool. The main vehicle access to the site will be provided via Hall Lane.
- 3.3 The site is bounded by the Royal University Hospital to the west, the University of Liverpool to the south west, the A5047 Mount Vernon / Irvine Street / Archbishop Blanch School to the south, and residential areas to the north and east.
- 3.4 The proposed development site is currently occupied by a social enterprise called 'Local Solutions', who have an office base at the site whilst also regularly hosting conference and training facilities.
- 3.5 Land use in the immediate vicinity of the site is residential to the north and east of the site and a mixture of educational and healthcare institutions to the south and west. The site location is illustrated at **Figure 1.1** at **Appendix A**.

### Site Access

- 3.6 The site is currently accessed by all modes via a give-way access junction on Mount Vernon Green. Due to roadworks at the time of the site visit, some restrictions on traffic were in place but the site access remained open.

### Highway Network

- 3.7 There were ongoing highway works on many of the roads around the site at the time of the site visit. The works included road widening, pavement upgrades and alterations to junction arrangements.
- 3.8 Mount Vernon Green contains the existing vehicular site access. It is a short single carriageway road with a width of approximately 7m providing one lane in each direction. It connects the A5047 with the B5340 Hall Lane. Ongoing roadworks made it unclear whether on-street parking would be permitted on this road. Footways were also undergoing improvement works at the time of the site visit. New pedestrian crossing facilities are to be provided at the junction of Mount Vernon Green with the A5047 (on the northern and eastern arms).
- 3.9 In the vicinity of the site the A5047 Mount Vernon is a single carriageway road with a width of approximately 12m providing two or three lanes in each direction. This road was under construction at the time of the site visit although it is expected that parking will not be permitted along its length. There are new footways being installed on both sides of the carriageway which are approximately 2m wide.
- 3.10 The A5047 Mount Vernon provides an excellent link between the city centre and the M62 at Broadgreen. The M62 provides links to many destinations on the strategic network including

Warrington, Manchester, Rochdale, Leeds and the M57, M6, M60, and M1 motorways. The A5047 also links with the Mersey tunnels providing access to Birkenhead on the Wirral and beyond.

- 3.11 The B5340 Hall Lane, which runs to the north east of the site, is a single carriageway road with a width of 7-10m providing one lane in each direction. To the east of the junction with Mount Vernon Green, parking bays are provided along both sides of the carriageway to the junction with Albert Edward Road. These bays are for permit holders only, with the remainder of the road having parking restrictions in the form of double yellow lines. Adequate footways are present on both sides of the carriageway.
- 3.12 Minshull Street is a single carriageway road with a width range of 10-15m providing two lanes in each direction. There are double yellow lines along both sides of the road and bus stops are located in both directions to the south of the junction with Paddington. The junction with Paddington road has been redeveloped and includes pedestrian crossings with dropped kerbs and tactile paving. The junction with the A5047 Mount Vernon was not in use at the time of the site visit due to ongoing improvement works but will be fully pedestrianised ready for operation.
- 3.13 All the roads in the area are subject to a 30mph speed restriction and have acceptable footpaths and levels of street illumination.

## Sustainable Transport

- 3.14 Planning Policy Guidance identifies the need for proposals to be accessible by various modes of travel to reduce the reliance on the private car and therefore reduce the number of individual private car journeys.
- 3.15 This section discusses the walking, cycling and public transport links within the vicinity of the Site. **Figure 1.1** in **Appendix A** illustrates the approximate locations of the sustainable transport infrastructure provisions.

## Public Transport Provision

### Bus Provision

- 3.16 PPG13 states that developments should be located at or near public transport networks.
- 3.17 The development site benefits from being located within approximately 130 metres walking distance of the bus stop on the eastbound carriageway of the A5047 North View and approximately 400 metres walking distance of the bus stops on the north and southbound carriageways of Minshull Street (south of its junction with Paddington). A new bus stop may also be located on the westbound carriageway of the A5047, however at the time of the site visit roadworks were ongoing and it was unclear where this would be located.
- 3.18 The recommended walking distance from a development to a bus stop by IHT in their 'Guidelines for Planning for Public Transport in Development' is 400m. The walking distances from the development site to the local bus services are therefore within the recommended distance.
- 3.19 The main bus stops within the vicinity of the site are indicated on **Figure 1.1** in **Appendix A**.
- 3.20 All the bus stops in the area have good waiting facilities for passengers with shelters, seating and bus timetable information. The bus routes serving the site via the bus stops on Minshull Street are outlined in **Table 3.1**. These routes provide a good service to destinations in the local area including Liverpool city centre, Halewood, Speke, and Aigburth. The services provide more than

five services per hour during the weekday peak hour periods. The information was obtained from the Merseytravel website.

**Table T3.1 Existing Bus Services at Minshull Street**

Service Number	Serving	Operator	Monday to Friday			Saturday		Sunday
			Peak	Day	Evening	Day	Evening	
76/76A	Liverpool - Halewood	Arriva	30/60	30/-	60	30/-	60	-/60
77	Liverpool - Halewood	Arriva	-	-	60	-	60	60
201	Speke – Royal Liverpool Hospital	Merseytravel service	-	3 services	-	3 services	-	3 services
801	Springwood Cemetery – Royal Liverpool Hospital	Merseytravel service	-	-	-	-	-	2 services
877	Liverpool – Speke, Jaguar Factory	Merseytravel service	-	1 service	-	-	-	-
C4	Citylink Circulars: Dingle Mount – city centre – Dingle Mount	Merseytravel service	30	30	30	30	30	30
C5	Citylink Circulars: Dingle Mount – city centre – Dingle Mount	Merseytravel service	30	30	30	30	30	30

- 3.21 The services to be routed via the new bus stops on the A5047 are currently unknown due to ongoing roadworks. However, it is envisaged that the following services outlined in Table 3.2 will stop within a few metres of the site entrance on the A5047. In addition to these three services operate along the A57 to the north of the site and whilst the distance to the stops is outside the recommended walking distance, some people may find these useful for accessing areas including Old Swan, Prescott and St Helens.

**Table T3.2 Bus Services along A5047**

Service Number	Serving	Operator	Monday to Friday			Saturday		Sunday
			Peak	Day	Evening	Day	Evening	
6	Liverpool – Huyton/Warrington	Arriva	30	30	-	30	-	-
7	Liverpool – Huyton	Arriva	30	30	30	30	30	30
14	Liverpool – Widnes - Runcorn	Halton Transport	15	15	30	15	-	20
61	Liverpool – Widnes - Runcorn	Halton Transport	15	15	-	15	-	60
78	Liverpool - Halewood	Arriva	20	20	20	30	-	30
79	Liverpool - Netherley	Arriva	5	5	30	6	30	15

- 3.22 Bus connections link the site to the city centre stations, providing a practical commute from stations along the Wirral and Northern Lines.
- 3.23 In summary, the development site is served by high frequency of bus services providing links to a number of local and regional destinations.

#### **Rail Provision**

- 3.24 The nearest rail station to the site is Edge Hill Railway Station which is located approximately 1km to the southeast of the proposed development site (as indicated on **Figure 1.1**).
- 3.25 The IHT 'Guidelines for Planning Public Transport in Development' recommend a maximum walking distance of 900m from a development site to a train station. The walking distance from the

proposed development to a train station is therefore just outside that stated. The distance from the site to the station may discourage staff and visitors from the use of this mode.

- 3.26 The 14, 61, 78, 79 and 79C bus services provide a frequent link between bus stops on the A5047 and Holland Place and Edge Hill Railway Station.
- 3.27 Edge Hill rail station provides direct access to the City Line. The services provide users at this station with access to numerous rail destinations including Liverpool city centre, Manchester, Wigan, and Warrington. A simple interchange at Liverpool city centre also provides access to all Northern Line and Wirral Line destinations including Southport, Ormskirk and Hunts Cross stations on the Northern Line and Birkenhead Central, Hamilton Square, Ellesmere Port and Chester stations on the Wirral Line.
- 3.28 In conclusion, the development is slightly too far from the railway station to be convenient for some people however the connecting bus services stop in within the recommended walking distance; however some people may choose to use rail services to access the site, particularly in combination with cycling.

## Pedestrian and Cyclist Provision

### Pedestrian Facilities

- 3.29 PPG13 states that for distances under two kilometres walking offers the greatest potential to replace the use of the car,
- i. *“Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km.”* (Paragraph 75 PPG 13).
- 3.30 There is clearly considerable variation in what may be regarded as an acceptable walking distance. The IHT Guidelines for Providing journeys on Foot (IHT 2000) provides more comprehensive advice. For example the suggested acceptable walking distances for town centres is given as a range, from a desirable 200m to a preferred maximum of 1,200m.
- 3.31 In terms of commuting journeys by foot, the desirable distance is 500m, the acceptable distance is 1,000m and the preferred maximum is 2,000m. However, the distance that people are prepared to walk depends upon many factors. There are obvious physical factors such as age, health and disabilities, and there are factors concerning the quality of the route and the environment.
- 3.32 In general, all footways within the vicinity of the site are of good quality and are of acceptable width, with dropped kerbs provided at crossing points. A suitable level of street lighting is present throughout the area. Generally, the pedestrian facilities and enhanced crossing facilities on junctions to the west of the site encourage movement by foot within the vicinity of the development site and provide adequate links to the nearest bus stops on the A5047 and Minshull Street, thus encouraging sustainable travel by employees and visitors at the proposed site.
- 3.33 There are a numerous residential areas within the 2km maximum desirable walking distance such as Kensington, Fairfield, Edge Hill, Toxteth, Everton, Newsham Park and the city centre. There are also good public transport facilities within easy walking distance of the site, The pedestrian links to surrounding residential areas and public transport facilities are adequate (apart from current crossing facilities at the junction of the A5047 and B5340) and hence should encourage travel on foot.

### Cycle Facilities

- 3.34 There are currently no dedicated cycling facilities present on the A5047 Mount Vernon or B5340 Hall Lane; however, there is a cycle stop line at the junction of the A5047 Mount Vernon and Mount Vernon Green and the roads in the area are wide enough for cyclists to use them. In addition to this, Albany Road, Marmaduke Street, Overton Street, Gladstone Road and Dorothy Street in close proximity to the site are Liverpool City Council recommended cycle routes. There is also an on-road cycle route along Jubilee drive to the east and an on-road signed route along Oxford Street linking with Lime Street Station to the west. The railway station itself also has cycle parking facilities. JMP consider that given the existing suggested cycle routes in the vicinity of the site and any potential improvements that may be added with the ongoing roadworks, that conditions are generally favourable to cyclists. Jubilee Drive, Marmaduke Street, Overton Street and Harbord Street can be used by cyclists who may choose to travel to the site by cycle from Edge Hill rail station as these are Liverpool City Council recommended cycle routes.

### Conclusions

- 3.35 In conclusion, the site is suitably located to encourage use of sustainable modes of transport including bus, bicycle, journeys on foot and rail when linked with other modes.

## 4 Proposed Development

### General

- 4.1 The application is in outline only covering 14,007 square metres of floor space. Thus, the plans and proposed split of units are illustrative only at this stage and this matter will be for determination at the reserved matters stage but it provides a good indication as to how the site could come forward at a later date and that the number of units sought can be accommodated on the site. The proposed development use is comprised as follows:

- 9,375 square metres of offices/laboratories/light industry (Use Class B1)
  - Of this lettable space 2,472 square metres is to be occupied by the current tenants Local Solutions.
- 4,632 square metres of car parking and general circulation

An illustrative layout plan of the proposed development is shown in Figure 1.2 in **Appendix A**. That plan also shows the proposed access points.

### Access

#### Vehicle

- 4.2 Vehicular access to the proposed development is only possible from Mount Vernon Green/Hall Lane. By locating the entrance towards the northern end of the site and away from the junction with the A5047 the necessary car park will be screened from view by the new buildings. As can be seen in the Proposed Development Layout plan (figure 1.2) in **Appendix A**, this access point is 95metres from the junction of Mount Vernon Green and the new A5047 and at a point where good lines of sight can readily be achieved.
- 4.3 Servicing vehicles will access the site via the same access point outlined above.

#### Pedestrian

- 4.4 The main pedestrian access to the development will be via a gate in the southern boundary to allow access for Local Solutions staff and visitors. The exact position of the gate is to be determined when the location of the bus stops on the new road become known. The improvements to the footways around the site which are currently ongoing will encourage employees and visitors at the site to travel on foot.

#### Emergency access

- 4.5 Emergency vehicles will be able to access the site without the requirement for any additional emergency access arrangements.

### Parking Provision

#### Vehicle Parking

- 4.6 Liverpool City Council's parking standards as set out in the SPD document 'Ensuring a Choice of Travel' states that a maximum total of one space per 40 square metres should be followed. This allows for a maximum of 235 spaces on the site which is the same figure proposed for the development.

### **Disabled Parking**

- 4.7 In accordance with the standards set out in 'Ensuring a Choice of Travel' as there are over 200 spaces on the site 6 plus an additional 2% of the total should be allocated as disabled bays. This equates to a total of at least 11 bays to be designated for use by disabled people only. The Developer will ensure that disabled provision is in line with these standards.
- 4.8 All parking provision is, of course, subject to detailed design but importantly it can be accommodated on site within the Council's guidelines.

### **Cycle and Motorcycle Parking**

- 4.9 Cycle parking will include spaces for 30 bicycles in secure covered areas on site for staff use as well as 36 spaces within covered areas for customers and visitors. This exceeds the minimum requirement outlined in 'Ensuring a Choice of Travel' which requests 1 space per 400 square metres for staff and 1 space per 300 square metres for customers/visitors.
- 4.10 Space for 12 motorcycles will also be included within the site, this exceeds the minimum requirement of 1 space per 875 square metres as outlined in 'Ensuring a Choice of Travel'.

### **Traffic Generation**

- 4.11 The Transport Statement (which uses robust parameters to assess trip generation) calculates the development will generate a total of 95 traffic movements during the weekday morning peak and 92 during the evening peak.
- 4.12 As the junctions surrounding the site are undergoing improvement works it is understood that the slight increase in traffic at the site due to the development work will be easily accommodated by the new road layouts and junction improvements. It is therefore expected that the traffic around the site will not be adversely affected by the proposed development.

## 5 Travel Plan Approach

- 5.1 Prior to the occupation of the development, a Framework Travel Plan is required as a means to reduce car-borne travel to the site and meet the objectives, targets and delivery mechanisms identified within the full Travel Plan once the site is occupied. The Travel Plan will build upon the measures to be implemented by the Developer (to be determined by the Applicant - the Roman Catholic Archdiocese of Liverpool) to support sustainable travel to the proposed development for all site users.
- 5.2 Land use at the site is proposed to be wholly business; hence it will be comprised of staff who are likely to travel to and from the site on a daily basis and visitors who will travel to the site on a less regular basis. As such, a site-specific Framework Travel Plan has been produced, which will identify the main components to be taken forward and can be built upon on occupation of the site. As the site is currently unoccupied it is not considered appropriate or feasible to undertake site-specific staff travel surveys at this stage.
- 5.3 When the new development is operational, the site specific Framework Travel Plan can be updated incorporating a travel survey for staff which will determine the most appropriate measures for encouraging sustainable travel.

### Benefits of Introducing Travel Plan Measures

- 5.4 There are a number of potential benefits resulting from the implementation of a Travel Plan, as follows:
- Decreased pressure on car park provision (on and off street).
  - Improved site health and safety.
  - Benefits to local community through reduced congestion and parking problems.
  - Improved accessibility to the site by all modes of transport.
  - Greater awareness and choice of travel options.
  - Improved health and wellbeing.
  - Improved corporate social responsibility.

## 6 Travel Plan Objectives and Targets

### Introduction

- 6.1 Objectives are required in order to give the plan direction and provide focus. Targets are measurable goals which are set in order to assess whether the objectives have been achieved. It is also useful to identify a number of indicators which can be monitored to determine whether the targets have been met and thus if objectives have been achieved.
- 6.2 The Travel Plan recognises that there is not one specific mode of transport suitable for all site users and that there needs to be a number of alternatives in place. The Travel Plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.
- 6.3 The following features of the site location make it suitable for encouraging sustainable travel behaviour:
- The site is very well served in terms of bus provision. There is a good level of services utilising bus stops within walking distance of the site. These provide frequent services to numerous destinations.
  - The site is adequately served in terms of rail provision, when coupled with bus or cycle interchange. The available rail facilities provide frequent services to numerous destinations.
  - The site is adequately served in terms of cycle provision. Cycle parking will be provided at a level in accordance with Liverpool City Council's parking standards. A number of Liverpool City Council recommended cycle routes are located within close proximity of the site.
  - There is significant amount of residential development within a reasonable walking and cycling distance of the site, hence promoting travel on foot and by cycle by any staff living close to the site.
- 6.4 It is vital therefore that the objective of the Framework Travel Plan and timetable for the full Travel Plan is to maximise the potential of this site by encouraging a high percentage of travel to and from this site by sustainable transport modes. This is to be done by encouraging the use of the walking, cycling and public transport infrastructure already in place.

### Travel Plan Objectives

- 6.5 The main objectives of the Travel Plan, are as follows:
1. To improve access and provide safe access to the site by a variety of transport modes;
  2. To seek to reduce the overall level of car use journeys to and from the site;
  3. To promote and maximise the proportion of staff and visitors travelling to and from the site by more sustainable modes, for example, public transport, walking and cycling;
  4. To provide information regarding the choice of alternative transport modes available;
  5. To promote healthy lifestyles and a sustainable vibrant community i.e. through raising awareness of the environmental and health benefits of using more sustainable modes of transport;
  6. To manage the demand for parking; and

7. To minimise traffic generation on the local road network.

- 6.6 Some of these objectives may carry more weight than others, in this case, where the development location is within easy access of sustainable transport modes, it may be necessary to give first priority to maximising sustainable travel which would hence manage the demand for car parking and minimise traffic generation.

## Travel Plan Targets

- 6.7 Travel Plan targets should be specific, measurable, achievable, realistic and time-bound ("SMART"). Staff will be travelling to and from the site on a daily basis whilst visitors will travel to the site less frequently. The Developer should therefore encourage sustainable travel from the outset, before travel patterns become instilled.
- 6.8 Staff travel surveys can be used as the basis for setting Travel Plan targets. Surveys should be undertaken by each development occupier.
- 6.9 Surveys can test the reaction of site staff to a range of measures aimed at meeting the Travel Plan objectives, such as views (actual and perceived) on sustainable modes and incentives that would encourage their use. The targets are also a useful benchmark from which the implementation of the Travel Plan can be monitored.
- 6.10 Prior to the site occupation and surveys being undertaken, 2001 travel to work census data can be utilised to set interim modal split targets for the proposed mixed-use site. The site is located within 'Central' ward. The census dataset to set the targets has been taken from the national statistics website (<http://neighbourhood.statistics.gov.uk>) which includes datasets for 'Method of Travel to Work'. It indicates the daytime population aged 16 to 74 in the ward by the method of travel to work. Those people who do not currently work are shown separately. The definition for day-time population is those people aged 16 to 74 who live and work in the area (or do not work), and those people who live outside the area and work inside the area. The travel to work method is for the longest part of the journey, in terms of distance, for the usual journey to work.
- 6.11 The dataset utilised is included in Table 6.1 below, in addition to the percentage modal split of the working population via the various travel modes listed.

**Table 6.1 – Method of Travel to Work (Central Ward)**

	<b>Central</b>	<b>% Mode Split</b>
All People	67,415	N/A
Works mainly at or from home	119	0.19%
Underground, metro, light rail or tram	1,174	1.88%
Train	10,163	16.29%
Bus, minibus or coach	15,664	25.10%
Taxi or minicab	357	0.57%
Driving a car or van	26,899	43.10%
Passenger in a car or van	4,114	6.59%
Motorcycle, scooter or moped	476	0.76%
Bicycle	629	1.01%
On foot	2,535	4.06%
Other	274	0.44%

Not Currently Working	5,011	N/A
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- 6.12 The current modal split for travel to work in the Central ward can be utilised as the interim modal split targets for the proposed business development. The business site should aim to not exceed the current travel to work modal split data for car travel to the site i.e. no more than 43% of staff at the site should travel as a car/van driver to work to and from the site. Given that the site is located at the edge of the Central ward, and hence does not benefit from the excellent public transport accessibility of city centre business sites, a mode split target of no more than 43% of staff travel to work journeys by car may be slightly unrealistic. However, the target provides a basis for developing more realistic targets in conjunction with the Travel Plan Coordinator at Liverpool City Council once the site becomes occupied.
- 6.13 The staff travel surveys should be undertaken within three-six months of first occupation of the site or once the site is 50% occupied, whichever is sooner. Site-specific targets (rather than interim census-based targets) should then be set within three months of the surveys being complete, in conjunction with the Travel Plan Coordinator at Liverpool City Council. The survey should be revisited as agreed with Liverpool City Council. A timescale for delivery that can be measured at specific milestones should be set, in accordance with deliverable targets to be agreed with Liverpool City Council.
- 6.14 Some example targets that could be set are as follows:
- Staff car trips per day – targets could be set on the basis of the predicted trip rates for the development.
  - Modal split for all journeys.
- 6.15 The Travel Plan Coordinator (TPC) at the site (see Section 8) would be able to decide on the best method for setting targets, in conjunction with Liverpool City Council.
- 6.16 The main emphasis of the Travel Plan will be to encourage site users to reduce single occupancy car use and aid site users in travelling sustainably. However, it must be recognised that the car may be the only option for some site users.
- 6.17 As there is no single solution to deal with all of the Travel Plan objectives, a combination of measures is required in order to allow people to ‘pick and mix’ according to what complements their own day to day requirements and lifestyle. It is important that the Travel Plan measures include both “carrots” and “sticks” to encourage changes in travel behaviour. However, the focus should be on the incentives for staff and visitors to use more sustainable modes of transport, rather than lots of disincentives to travel by car. Experience has suggested getting the incentives in place first in order to make people more supportive of the Travel Plan and to encourage a change in behaviour, and then to put any disincentives in place later on. It is also worthwhile to go for the most popular measures first, as revealed by the staff travel surveys.

## 7 Delivery of the Travel Plan

### Occupier Travel Plan Framework

- 7.1 As the site is not yet occupied and the full details of staff and visitor travel patterns are not yet known, it is not possible to provide a fully detailed Travel Plan at this stage. A Framework Travel Plan has therefore been produced, the details of which can be developed following occupation, in consultation with the site occupiers.

### Travel Plan Measures

#### Introduction

- 7.2 This section identifies a range of measures that can assist in promoting sustainable transport choices at the proposed business development. The Travel Plan pyramid approach outlined in the introductory chapter provides the overarching structure for the production of appropriate measures. For example, we have demonstrated how the development fits into the bottom two tiers of the pyramid – in terms of the site location, the proximity to residential development, and good site design. The measures outlined below refer predominantly to measures indicated within the upper tiers of the pyramid.
- 7.3 The staff travel survey results will assist in identifying the most appropriate Travel Plan measures for the future. They will ascertain the views of staff regarding travel, prior to any influence from the Travel Plan.
- 7.4 The measures outlined below are intended for consideration by all individual site occupiers. Some measures are likely to be adopted by individual occupiers, whilst others may be facilitated as a joint approach by all occupiers.

### Staff Focussed Measures

#### Measures to Reduce Car Use

##### *Parking Management*

- 7.5 Car parking is to be provided in line with maximum parking standards within the site. This will act as a form of car park management in itself, as will any traffic restrictions in the streets within the vicinity of the site.
- 7.6 The close proximity to public transport links and key facilities will reduce the need for car travel.
- 7.7 The Travel Plan Coordinator/s at the site (see Section 8) should monitor car park usage and any on-street parking at the site. If parking problems do occur on the site, the implementation of the measures set out within this section will assist in managing the issues.

##### *Car Sharing*

- 7.8 Car-sharing is a proven method of reducing trips to a site, and can therefore have a positive influence on peak time congestion. It has proved popular on account of the cost-benefits to users and the reduction in stress from shared responsibility.
- 7.9 Due to the nature of the development, car sharing should be promoted for consideration by staff at the site. Given the scale of the development there may be numerous opportunities for car sharing. Car sharing should therefore be encouraged where possible, particularly by staff who live in outer

lying areas of Merseyside and beyond where there may be a lack of direct public transport links to the site.

- 7.10 The individual occupiers should consider the set up of their own private car share scheme for staff. Initially, interest in a private car share scheme could be gained through displaying information on notice boards and within the car park areas, also through provision of leaflets in staff break rooms. The information could provide contact details for the site TPC's in order to allow people to express an interest. In addition, any staff who have access to a PC could be sent an email to promote joining of the car share scheme. The staff travel surveys will also assist in identifying the number of staff who would be interested in a private car share scheme.
- 7.11 The Travel Plan Coordinators could jointly set up a car-share database and identify potential matches. The list of compatible participants could be made available to staff and displayed on the site notice boards.
- 7.12 Whilst the benefits of car sharing detailed above may be incentive enough for some users i.e. the cost incentive; it may also be necessary to provide further inducements to encourage participation. Therefore, the following measures could be implemented to increase the attractiveness of car-sharing:
- The provision of dedicated spaces for car-sharers;
  - Social events within work time to allow participants to meet staff within the same or neighbouring postcode;
  - A free taxi ride home in an emergency for sharers.
- 7.13 The Merseyside Car Share Scheme ('Liftshare' [www.MerseyCarShare.org](http://www.MerseyCarShare.org)) may also enable staff at the site to share lifts with other staff in the area. The TPC's at the site should promote the use of the scheme to staff.

#### ***Staff Shifts***

- 7.14 Whilst it may not be feasible to re-arrange the shift structure of staff at the individual occupiers, owing to the range of functions and need for operational flexibility, the occupiers could ensure that where staff submit a reasonable request for minor amendments to their working hours (for example starting half an hour later) to facilitate use of non-car modes of transport, it is accommodated wherever possible.

#### ***Personalised Journey Planning***

- 7.15 The TPC's at the site could offer staff personalised journey planning in order to raise awareness of travel options available to reach key destinations.

#### **Measures to Promote and Facilitate Walking**

##### ***Introduction***

- 7.16 Accessibility by non-car modes is recognised as being particularly important, not only in terms of sustainable development, but also to reduce social exclusion.

##### ***Travel Information***

- 7.17 Travel information notice boards should be provided in communal staff and visitor areas. These should include details of safe walking routes within the vicinity of the site.

- 7.18 The individual occupier websites should promote all Travel Plan schemes and include a copy of all promotional literature and travel information.

#### ***Walking Buddy Scheme***

- 7.19 The individual occupier Travel Plan Coordinators should consider the set up of a pedestrian group to facilitate a 'walking buddy' scheme for staff. For example, to surrounding residential areas or to local bus stops and railway stations. Such a measure is particularly beneficial in the darker winter months.

#### ***Other Walking Measures***

- 7.20 Other measures which would assist in promoting walking and should be considered at the site include:
- The promotion of safer walking routes.
  - Free personalised alarms could be offered to staff as these will act to reassure those concerned for safety.
  - Pedometers could be offered to encourage staff to consider the health impact of their actions, and to monitor how far they are walking.
  - Walking audits could be undertaken. These could examine lighting, security and maintenance issues along routes to key destinations. The results of the audits should be presented to Liverpool City Council Highways Department. Any improvements to the routes as a result of the audits should be promoted as part of the Travel Plan promotion.

#### **Measures to Promote and Facilitate Cycling**

##### ***Travel Information***

- 7.21 The travel information notice boards should include details of safe cycling routes within the vicinity of the site. Any improvements to cycle routes should be promoted to staff and visitors as part of the Travel Plan promotion.
- 7.22 A copy of Travelwise's Liverpool Cycle Map, available on the Travewise website should also be made available to staff.

##### ***Bicycle User Group***

- 7.23 A number of 'bicycle user groups' could be set up at the site by the Travel Plan Coordinators, using the notice boards as a forum for information and through leaflet distribution.

##### ***Cycle Discounts***

- 7.24 The individual occupiers could consider offering staff a discount on bicycle and accessory purchase through negotiations with a local cycle store. They could also consider offering a cycle loan scheme whereby staff can sacrifice a percentage of their salary in exchange for cycle vouchers which are non-taxable and exempt from National Insurance.

##### ***Cycle Parking and Changing / Locker Facilities***

- 7.25 The cycle parking provision should be promoted for use by staff and visitors.
- 7.26 The individual occupier shower, locker and changing facilities to be provided should be promoted to encourage cycle use by staff.

### ***Free Training and Maintenance Checks***

- 7.27 Provision of advice on cycle maintenance could be discussed with local cycle shops, in return for promotion of their goods and available services. A local bike retailer could be encouraged to visit the site periodically, to offer staff free cycle maintenance checks. This will ensure that staff are confident that their bicycles are in good working order. Holding a maintenance clinic during the spring may further encourage staff to cycle more as the evenings get lighter and the weather improves. Regular training sessions could also occur on-site.

### ***Reflective Clothing***

- 7.28 Safety can be a key concern for people considering cycling. If individual occupiers consider providing free reflective clothing such as vests or arm bands to staff who cycle they may feel more secure cycling on the local roads in the knowledge that they are more visible to other road users.

### **Measures to Promote Public Transport**

#### ***Physical Measures***

- 7.29 Due to the adequate range of facilities in place, public transport improvements are not considered necessary (in terms of new or enhanced bus/rail services or interchange improvements). However, regular audits of public transport facilities should be undertaken and information for staff and visitors updated.

#### ***Travel Information***

- 7.30 The travel information notice boards on site should publicise sustainable travel information to raise awareness of its potential convenience.
- 7.31 Travel information welcome packs should also be provided to all staff prior to the opening of the site in order to encourage sustainable travel from the outset. The information on the notice boards and within the welcome packs should include one or more of the following:
- Timetables and promotional literature from regular operators;
  - Details on the car share scheme;
  - Special promotions offered by operators (discounts, return tickets, weekly/monthly tickets etc);
  - Details on the walking buddy and bicycle user groups;
  - Details on safe walking and cycling routes;
  - Details for the Merseyside 'Traveline' telephone number; and
  - Telephone numbers of taxi companies operating in the area;

#### ***Public Transport Discounts***

- 7.32 The individual occupiers could consider the provision of a free or discounted one day or one week travel pass for staff. This could be done on occupation of the site in order to encourage sustainable travel patterns from the outset.
- 7.33 A loan scheme could also be organised by individual occupiers to enable staff to buy interest free bus and/or rail season tickets.

## Measures to Promote Alternatives

### *Provision of Travel Information*

- 7.34 Promotional material and awareness raising are considered to have the most potential for encouraging sustainable travel at this site. Physical measures (i.e. bus stops) and adequate public transport facilities are in place. Promoting the use of these facilities is therefore essential in reducing car usage.
- 7.35 An effective promotion and awareness raising package should be provided by the individual occupier Travel Plan Coordinators.
- 7.36 Communication of measures can be carried out through site notice boards, through individual occupier websites, at staff meetings and during the recruitment/induction process.
- 7.37 In summary, the following list of key measures for inclusion in the awareness raising package should be implemented at the site:
- Details on Travel Plan measures or a summarised version of the Travel Plan to be made available to all staff at the site.
  - Provision of cycling/walking maps.
  - Public transport information, contact details for Traveline, and information on discounted ticketing (if available).
  - Car sharing information.
  - Information on the bicycle user group / walking buddy scheme.
- 7.38 The responsibility for the overall promotion and awareness raising programme is with the individual occupier Travel Plan Coordinators. The responsibility for maintaining the notice boards and collating appropriate information will also lie with the Travel Plan Coordinators.

## Other Measures

### *Travel Plan Branding*

- 7.39 It is recommended that the Travel Plan for the site be given a name under which all Travel Plan activities could be promoted. Names such as 'Clearways', 'WiseMoves' and 'Smartways' are examples of Travel Plan names from other sites. A competition could be held amongst staff to name the plan, which would assist with ensuring they are aware of the Travel Plan, and provide some element of ownership.

### *Site Steering Group*

- 7.40 The Travel Plan Coordinator from each individual occupier should form part of a site-wide Travel Plan Steering Group who can together effectively identify, coordinate and implement the Travel Plan measures.

## Summary

- 7.41 These measures will encourage the use of non-car modes and assist in the delivery of Government planning policy.

## Visitor Measures

- 7.42 Many staff based measures will also be applicable to visitors. These are summarised below.

- Travel information notice boards should be provided within the communal visitor areas of the site. These and the occupier websites should include details of safe walking and cycle routes within the vicinity of the site and should publicise sustainable travel information to raise awareness of its potential convenience, for example:
  - Information on walking and cycling;
  - Timetables and promotional literature from regular operators;
  - Public transport information and information on discounted ticketing (if available);
  - Details of Merseylink and Community Transport schemes currently operating within the area;
  - Details for the Merseyside 'Traveline' telephone number; and
  - Telephone numbers of taxi companies operating in the area.
  - The cycle parking provision should be promoted to visitors.
- Details on Travel Plan measures or a summarised version of the Travel Plan should be made available to visitors.

## 8 Travel Plan Implementation

### Introduction

- 8.1 The previous sections have examined elements of the site and have set out a series of site specific Travel Plan measures that should be considered for implementation.
- 8.2 The proposed site will initiate regular travel to and from the site by staff and less regular travel by visitors. An effective Travel Plan is therefore necessary which will raise awareness of and promote sustainable travel by staff and visitors and discourage car use.
- 8.3 This section identifies the requirements for ensuring the effective implementation of the Travel Plan, as follows:
- Management of the Travel Plan;
  - Marketing of the Travel Plan; and
  - Monitoring and reporting of the Travel Plan.

### Management

#### Travel Plan Coordinator

- 8.4 The implementation of the Travel Plan requires effective coordination and management.
- 8.5 The first key step toward developing the Travel Plan strategy is to ensure that there is an effective management and administrative structure in place. Thus, a Travel Plan Coordinator (TPC).
- 8.6 In the first instance, the Developer at the site will be responsible for initiating the implementation of the Travel Plan prior to the occupation of the development and for an agreed timescale after occupation. On occupation of the site, it is most likely that a Travel Plan Coordinator will be identified for each occupier. The contact details for the initial site-wide and individual occupier Travel Plan Coordinators should be provided to the Travel Plan Coordinator at Liverpool City Council, in addition to the overall details for Travel Plan management, prior to the development opening.
- 8.7 Given the scale and nature of the development, it is envisaged that the TPC role will not be excessive and will lessen over time.
- 8.8 The end users of the site are currently unknown (except for the existing tenants, 'Local Solutions', who are hoping to remain on site). It is therefore not clear whether or not there will be any overall management company on all or part of the site. As such, a suggested process for the TPC role is provided below:

#### ***Prior to occupation of the site:***

- 8.9 The Developer at the site will be responsible for the appointment of a TPC (most likely within their internal staff) to facilitate the recommended Travel Plan measures at the site. For example, to collate Travel Plan welcome packs for new staff and to ensure the provision of Travel Plan notice boards on site.

***At occupation of the site and for the lifetime of the development:***

- 8.10 The required ongoing level of TPC resource into the future will need to be agreed with Liverpool City Council prior to the occupation of the site. It is important that this is a dedicated role for at least the first 6 months of occupation, after which the role can be reviewed in conjunction with Liverpool City Council. Although the TPC is a continuous role it is likely to become less demanding with time and may eventually become an administrative role. The requirements for the ongoing monitoring and implementation of the Travel Plan through a TPC / TPC's at the site should be agreed with the council as part of the planning consent.
- 8.11 The TPC can 'champion' the Travel Plan amongst staff and visitors. The TPC should provide up to date travel information and details on Travel Plan initiatives. The TPC should ensure that Travel Plan measures are included within any marketing of the site.
- 8.12 The TPC/s should become responsible when the Travel Plan is formally agreed by the council following the granting of planning permission. The TPC will be the key decision maker on day-to-day matters of implementation of the Travel Plan at the site.
- 8.13 The role of the TPC/s will be as follows:
- To promote and encourage the use of sustainable travel modes other than the car, including the distribution of publicity material;
  - To provide a point of contact and travel information for staff and visitors;
  - To ensure that all relevant information is available to staff and visitors and that up to date information is clearly displayed on any site notice boards;
  - To co-ordinate a car-sharing scheme and potentially a bicycle user group and walking buddy scheme;
  - To arrange for travel surveys to be undertaken when necessary;
  - To respond to all staff and visitor comments regarding the Travel Plan;
  - To maintain the provided facilities; and
  - To review the Travel Plan and all associated targets and measures, in conjunction with the Local Authority.
- 8.14 The TPC/s should conduct travel surveys as agreed with Liverpool City Council. This will reveal the success of the Travel Plan. An annual review (or as otherwise agreed) and action plan are also likely to be required.

**Senior Management Support**

- 8.15 Senior buy in is essential to the development of a successful Travel Plan.
- 8.16 Senior Management at the individual occupiers should be committed to the development of the Travel Plan.

**Site Steering Group**

- 8.17 Once the site is occupied a Travel Plan Steering Group could be developed and attended by the individual occupier TPC's on a six monthly basis to focus on delivering sustainable transport alternatives to car use. The group could also include other surrounding businesses and potentially

external representation from Merseyside Travelwise and the Transport Policy section at Liverpool City Council.

## Marketing of Sustainable Modes

### Promoting Alternatives

- 8.18 Raising awareness, providing appropriate information and promoting alternatives to the single occupancy vehicle can be the most important tool for influencing sustainable travel.
- 8.19 The TPC's will be responsible for ensuring an effective communication and marketing strategy. The final Travel Plan should include a detailed marketing plan for each Travel Plan measure to be taken forward.
- 8.20 It is suggested that the following promotion and awareness activities are undertaken, some of which have been indicated in the measures section above;
- Up to date travel information should be provided to staff and be available to visitors. This could include local walking and cycle route maps and bus timetable information.
  - Travel Plan notice boards should be erected on site to provide staff and visitors with details of new Travel Plan initiatives taking place and detailing the various options available to reach the site.
  - A specific Travel Plan pack should be assembled for new staff. The pack should be issued to staff prior to them working on site to enable them to have full information to make an informed decision on their preferred travel modes.
  - One off events should be held at the site to raise awareness of travel options. The site could participate in local and national events such as Bike Week and could encourage participation through provision of small incentives such as free cycle maintenance checks.
  - The individual occupier websites should include details on sustainable travel options to the site.

## 9 Monitoring

- 9.1 In order to ensure the Travel Plan's ongoing success, it will be important for the site TPC's to monitor the outcome of implemented measures. Travel surveys upon occupation and annually thereafter should be incorporated into each Travel Plan update to monitor and assess the impact of the measures. The TPC's will be responsible for distributing and analysing the travel surveys. The monitoring procedure should be discussed and agreed with the Local Authority. This will then allow the survey type and time period for monitoring to be reassessed by the Local Authority to suit the current practice.
- 9.2 When complete, the travel behaviour surveys will assist in setting appropriate Travel Plan targets for the site. The targets should be based on site audit work, the travel survey results and should be set in conjunction with the Travel Plan Coordinator at Liverpool City Council.
- 9.3 The main areas of monitoring are set out in Table 9.1 below.

**Table 9.1 Monitoring**

Monitoring Type	Progress/ Method of Monitoring
Main mode of travel to and from the site	Through annual travel survey
Overall car use / general car use	Through annual travel survey and parking surveys
Uptake of car share initiative	Through annual travel survey and registrations
Use of public transport	Through annual travel survey
Use of cycle parking, showers and lockers	Through annual travel survey, parking surveys
Use of motorcycle parking	Through annual travel survey, parking surveys
Demand for sustainable travel information	Number of staff/visitors approaching TPC for travel advice, level of interest in travel notice boards
Uptake of public transport initiatives	Through annual travel survey

- 9.4 Monitoring travel behaviour is key to understanding the success of the measures introduced to promote the use of alternative travel modes. The above should be monitored regularly to ensure an accurate idea of uptake of measures is understood.
- 9.5 The monitoring information should be fed into the Travel Plan annual review, to take place in conjunction with the Local Authority, to inform modifications to the strategy for the coming years. An annual report of performance against the identified targets should be submitted to the Travel Plan Coordinator at Liverpool City Council.
- 9.6 The monitoring procedure should be discussed and agreed with the Local Authority throughout the lifetime of the site. This will then allow the survey type and time period for monitoring to be reassessed by the Local Authority to suit the current practice.

## 10 Travel Plan Guidance

### Guidance for the development of the Travel Plan

- 10.1 Having provided a framework for the Travel Plan, it is important to provide details for how the Travel Plan strategy should be developed and implemented once the site becomes occupied. Thus, a phased implementation programme is set out in Table 10.1 to assist the TPC in the development of the final strategy.

**Table 10.1 Implementation Programme**

<b>Timescale</b>	<b>Measure to achieve objectives</b>
<b>Prior to Occupation</b>	Development of an effective marketing package ready for promotion to new staff and visitors to minimise the number of cars utilising the site.
	Produce Travel Information Packs ready for distribution to new staff prior to the development opening (information on travel options to the site must be included within marketing materials).
	Provision of cycle parking facilities, lockers and changing facilities at the site.
<b>Within three months of occupation</b>	Review Framework Travel Plan to discuss what is relevant and city Council.
	Liaise with Merseytravel/Travelwise to discuss public transport information provision and potential ticketing initiatives.
	Define a budget for the Travel Plan implementation.
	Establish the travel information notice boards in conjunction with Merseytravel/Travelwise.
	Include travel information for all modes within any publicity material.
	Raise travel issues within occupation periods to ensure that staff and visitors are aware of the range of travel options that are available to them, including public transport services, and walking and cycling routes. Discuss car parking management and car sharing, in order to discourage single occupancy car travel from the outset.
<b>Within three – six months of occupation</b>	Undertake travel surveys.
	Identify appropriate Travel Plan measures for implementation on the basis of the travel survey results, in conjunction with Liverpool City Council.
	Review Framework Travel Plan objectives and set mode share targets in consultation with the Travel Plan Coordinator at Liverpool City Council.
	Produce a Travel Plan action plan.
	Undertake car park and cycle park surveys to assess level of use of parking facilities.
	Identify potential car share matches and set up a car sharing scheme.
	Consider setting up a Bicycle Users Group and Walking Buddy Scheme.
	Increase awareness of public transport season tickets.
	Investigate the possibility of reduced fares and ticketing initiatives with local bus operators.
<b>Within first 12 months of Travel Plan Initiation</b>	Continuous updating of car share database and car share matching.
	Consider exploring opportunities to negotiate a discount for cycle / cycle equipment purchase with a local cycle retailer.
	Meet with Liverpool City Council to agree final Travel Plan strategies, revised objectives and targets to be included in final Travel Plan.

	Produce full Travel Plan document.
<b>Annual Review</b>	Monitor success of Travel Plan on an annual basis (for as long as the site is occupied).
	Undertake parking surveys every year.
	Undertake questionnaire surveys annually to re-evaluate the effectiveness of the Plan and make changes as necessary. Produce an annual progress report on the Travel Plan progress and submit to Liverpool City Council.

- 10.2 This implementation plan should provide a focus for the TPC when developing the full Travel Plan document in more detail and when implementing the strategy itself. Clearly this only provides an overview of the process, and there are likely to be other elements of the strategy which will evolve over time.

# 11 Conclusions and Recommendations

## Conclusions

- 11.1 This Travel Plan identifies the measures that can be implemented at the proposed business site in order to promote the use of sustainable methods of travel and reduce single occupancy vehicle travel.
- 11.2 Through delivery of the measures discussed within this Framework Travel Plan the Travel Plan objectives identified in Section 6 can be met, as follows
1. To improve access and provide safe access to the site by a variety of transport modes;
  2. To seek to reduce the overall level of car use journeys to and from the site;
  3. To promote and maximise the proportion of staff and visitors travelling to the site by more sustainable modes, for example, public transport, walking and cycling;
  4. To provide information regarding the choice of alternative transport modes available;
  5. To promote healthy lifestyles and a sustainable vibrant community i.e. through raising awareness of the environmental and health benefits of using more sustainable modes of transport;
  6. To manage the demand for parking; and
  7. To minimise traffic generation on the local road network.
- 11.3 It is concluded that this Travel Plan framework provides a firm basis for ensuring that the objectives, targets and delivery mechanisms are taken on board within the full Travel Plan once the site is occupied (these will also have to be in accordance with any conditions identified within the Planning Approval).

## Appendix A

## Figures/Plans

Job No	Report No	Issue no	Report Name	Page
NW90142	001	1	Mount Vernon Road Travel Plan	A1

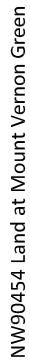


Figure 1.2

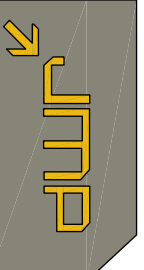
Client:  
Owen Ellis  
Architects

Project Title:  
Proposed Business  
Development  
Mount Vernon Green

Drawing Title:  
Proposed  
Development  
Layout

File ref:  
NW90454

Scale:  
N.T.S.



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