

# 21 Strand Street, Liverpool Interim Travel Plan

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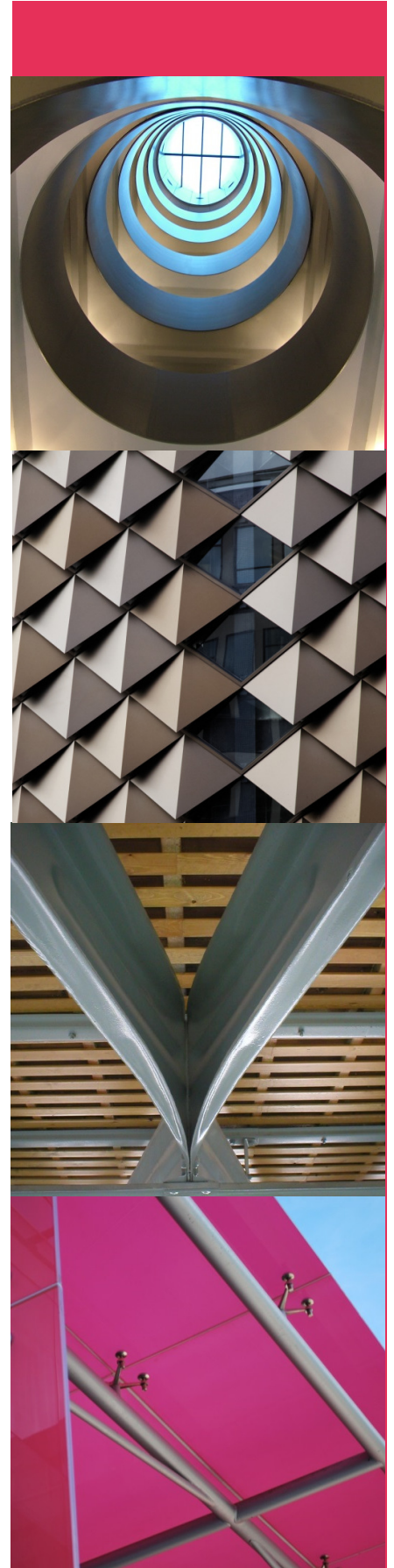
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## Control Sheet

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## Plans

- Plan TPMA1260 - 001** – Regional Location Plan
- Plan TPMA1260 - 002** – Local Location Plan
- Plan TPMA1260 - 003** – Pedestrian Catchment Plan
- Plan TPMA1260 - 004** – Cycle Catchment Plan
- Plan TPMA1260 - 005** – Public Transport Catchment Plan

## 1.0 Introduction

### 1.1 Background

- 1.1.1 Curtins has been appointed on behalf of Patten Properties to provide traffic and transportation advice in relation to a proposed mixed use residential and commercial development. This development also includes associated parking circa 56 spaces.
- 1.1.2 The development proposals will be set out in within a 'Full detailed planning application for the demolition of the existing building and erection of a part 16, part 19 storey mixed use development comprising 395 apartments (C3 Use), with associated communal facilities (including residents' gym, cinema, roof terrace), two ground floor commercial units (A1/A2/A3/A4/D1 Use Class) and associated access, servicing, parking and landscaping'.

### 1.2 What is a Travel Plan?

- 1.2.1 A Travel Plan (TP) is defined by the Department for Transport (DfT) and by the Department for Communities and Local Government (DCLG) as:

*"A long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed."*

Source: *National Planning Policy Framework*, DCLG, 2012.

- 1.2.2 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

### 1.3 Document Purpose

- 1.3.1 This Interim Travel Plan (ITP) is intended to be read alongside the accompanying Transport Statement (TS), **Ref: TPMA5125/TS**, prepared to consider the development proposals in relation to the highway network.
- 1.3.2 An ITP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to the construction of the development. It includes a list of potential measures that could be implemented to affect modal choice, and a management strategy for producing a full Travel Plan in the future.
- 1.3.3 Liverpool City Council (LCC) strongly endorses the need for Travel Plans (TP) in order to reduce the impact of transport on the local environment, to improve accessibility and to encourage 'active travel'

which improves peoples' health. The Merseyside Local Transport Plan 3 (LTP3) became active on 1st April 2011 and has a vision to provide:

- *“A city region committed to a low carbon future, which has a transport network and mobility culture that positively contributes to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice.”*
- *To achieve the vision, six goals have been set which include “ensure the transport system promotes and;*
- *Enables improved health and wellbeing and road safety” and “ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities.”*

Source: Merseyside Local Transport Plan 3, 2011

1.3.4 This document has been written in accordance with the above statement, and the following core guidance documents:

- National Planning Policy Framework, DCLG, 2012; and
- National Planning Practice Guidance, DCLG, 2014.

## 1.4 Document Structure

1.4.1 Following this introductory section, **Section 2** of the report provides background information on the benefits which can be derived from a successful Travel Plan. It also sets out keys aims and objectives for the Travel Plan process.

1.4.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout.

1.4.3 **Section 4** assesses the accessibility of the site by various means of sustainable modes of travel including public transport, walking and cycling.

1.4.4 **Section 5** outlines various initiatives that will be considered to encourage a modal shift from single occupancy car travel and towards sustainable modes of travel for future employees and visitors.

1.4.5 **Section 6** provides example Travel Plan Targets, outlining the need to present SMART targets following the completion of the base Travel Surveys.

1.4.6 **Section 7** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator (TPC) as the Travel Plan process progresses.

- 1.4.7 **Section 8** concludes the report by providing an Action Plan which summarises the document and the next steps.

## 2.0 Travel Plan Benefits

### 2.1 Introduction

2.1.1 The benefits from a TP can be loosely categorised under three main headings:

- Health Benefits;
- Environmental Benefits; and
- Financial Benefits.

2.1.2 This section explores just some of the improvements which can be made to an organisation during a successful Travel Planning process.

### 2.2 Health Benefits

2.2.1 A reduction in polluting vehicles on the roads surrounding the site will mean better air quality throughout the area. There are also well documented health benefits associated with active travel, yet activity levels are generally low across the UK:

*"Physical activity levels are low in the UK: only 40% of men and 28% of women meet the minimum recommendations for physical activity in adults."*

Source: *Health Survey for England: CVD and Risk Factors for Adults, Obesity and Risk Factors for Children*, DoH, 2008.

2.2.2 Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems.

### 2.3 Environmental Benefits

2.3.1 Climate change is a global issue that affects all nations. The British Government has pledged to play its part in reducing emissions which are harmful to the earth by setting carbon reduction targets:

*"It is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 80% lower than the 1990 baseline."*

Source: *Climate Change Act 2008*, Chapter 27, Part 1, 2008.

2.3.2 Encouraging people to make smarter choices in the way they travel can drastically reduce the impact that a particular development or organisation makes on the environment.

## 2.4 Financial Benefits

- 2.4.1 Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing active travel rates:

*“The cost of physical inactivity in England – including direct costs of treatment for the major lifestyle-related diseases, and the indirect costs caused through sickness absence – has been estimated at £8.2 billion a year.”*

Source: At Least Five a Week: Evidence on the Impact of Physical Activity, DoH, 2004.

- 2.4.2 Individuals can also benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel. In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), removing the capital and on-going cost of car ownership.
- 2.4.3 An effective TP can help encourage employees and visitors to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

## 2.5 Mutual Benefits

- 2.5.1 As demonstrated, there are multiple reasons as to why TPs are important to modern society. The initiatives in this TP will have a positive effect on the future employees, residents and visitors of the proposed development. They must be communicated correctly:

*“It is important that the outcomes sought from the travel plan can be seen as a benefit to all parties, e.g. the developer, occupiers and site users, the community and the local authority. Such benefits can help in gaining widespread commitment.”*

Source: Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfH, 2009.

## 2.6 Travel Plan Objectives

- 2.6.1 Considering the above benefits, this TP aims to achieve the following objectives:

- **Objective 1** – To increase the level of cycling to and from the site;
- **Objective 2** – To increase the level of walking to and from the site;
- **Objective 3** – To increase the level of public transport use to and from the site;
- **Objective 4** – To increase the number of people car sharing to and from the site; and in turn
- **Objective 5** – To reduce single occupancy car travel to and from the site.

## 3.0 Existing Situation

### 3.1 Site Location

- 3.1.1 The proposed development site is located on the north eastern side of the A5036 Strand Street in Liverpool opposite Canning Dock.
- 3.1.2 The application site is bounded by Strand Street to the south west and Red Cross Street to the north west, Liverpool Crown Court is at the rear of the development to the north east and an access route into the basement level of the courts borders the site to the south east.
- 3.1.3 **Plan TPMA5125\_001** illustrates the location of the site in relation to the surrounding areas, and **Plan TPMA5125\_002** shows the site in a more localised context relating to the local highway network.

### 3.2 Existing Use and Access Arrangements

- 3.2.1 The application site currently comprises a building with the pedestrian entrance to the site from Strand Street. To the rear of the site there is an existing NCP car park which is accessed via Red Cross Street. This building is proposed to be demolished as part of the development.
- 3.2.2 The site is currently accessed from Red Cross Street for vehicles into the NCP car park to the rear of the existing Strand House building. The existing NCP car park has 65 parking spaces. For pedestrians access is from Strand Street at the front of the building.

### 3.3 Surrounding Highway Network

#### ***Red Cross Street***

- 3.3.1 The proposed redevelopment would retain vehicular access via Red Cross Street which runs along the north western boundary of the redevelopment. Beyond the site Red Cross Street provides an additional access from The Strand to the basement level of the Crown Courts.
- 3.3.2 Red Cross Street is a two-way single carriageway road with a typical carriageway width of approximately 7.2m in width. The highway is subject to a 30mph speed limit and has footways on either side of the carriageway. There is street lighting provided on the north western side of the carriageway.
- 3.3.3 Red Cross Street benefits from dropped kerbs and tactile paving with footways connecting to The Strand as well as through into Derby Square towards Liverpool's main shopping areas.

- 3.3.4 Red Cross Street as mentioned previously provides vehicle access to the NCP car park and the Crown Courts as well as servicing access for the Travelodge and access to some office buildings along the north western side of the road.

***Strand Street / A5036***

- 3.3.5 Strand Street A5036 runs along the front of the redevelopment site from the junction of Upper Parliament Street/Sefton Street at its south eastern end up to the junction with Water Street to the north west of the site where it becomes St Georges Dock Gates and then New Quay.
- 3.3.6 The Strand is a varying three to four lane two-way dual carriageway road. The southbound carriageway onto (which Red Cross Street joins) has a bus lane on the nearside lane which pauses approximately 25m north of the Red Cross Street junction to allow vehicle access off/onto The Strand before restarting again on its approach to Liverpool One bus station.
- 3.3.7 The Strand is subject to a 30mph speed limit and has footways on either side with street lighting present along its length.
- 3.3.8 The Strand benefits from tactile paving and dropped kerbs as well as a shared usage route on the south western side of the carriageway. The footways along either side of The Strand are predominantly in excess of 4 metres in width, reducing in some instances to no less than 3 metres.

## 4.0 Accessibility by Sustainable Modes of Travel

### 4.1 Introduction

4.1.1 A key element of national, regional and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. It is important to ensure that developments are not isolated but are located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

4.1.2 The accessibility of the proposed development is considered in this context for the following modes of travel:

- Pedestrian Accessibility;
- Accessibility by Cycle; and
- Accessibility by Public Transport.

### 4.2 Pedestrian Accessibility

4.2.1 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution for Highways and Transportation (CIHT) document entitled '*Providing for Journeys on Foot*' suggests walking distances which are relevant to this planning application. These are reproduced in **Table 4.1**.

	Town Centres (m)	Commuting/School/ Sightseeing (m)	Elsewhere/Local Services (m)
<b>Desirable</b>	200	500	400
<b>Acceptable</b>	400	1,000	800
<b>Preferred Maximum</b>	800	2,000	1,200

**Table 4.1** – CIHT Suggested Acceptable Walking Distances

4.2.2 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. **Plan TPMA5125\_003** shows distances of 200m, 400m and 800m which are termed '*Desirable*', '*Acceptable*' and the '*Preferred Maximum*' by the CIHT for town centre trips, which are most applicable for the city centre location of this development.

4.2.3 Within 200m of the redevelopment, there are a number of employment opportunities within Liverpool City Centre as well as some public houses along James Street. Also within this catchment, area lies James street rail station on the Merseyrail network (to be discussed within the section 4.4). Also

within this catchment area there are some leisure facilities including The Gym at One Park West along The Strand and an art gallery named the Open Eye Gallery.

- 4.2.4 Within 400m of the redevelopment there are numerous other facilities to potential residents at The Strand. This catchment includes more tourist attractions such as museums, local landmarks as well as more employment opportunities. Other notable locations within this catchment are Liverpool One Bus station (to be further discuss within section 4.4) as well as access to restaurants, cafes and some retail shops towards the north of the development. This catchment also highlights the nearby location of James Street rail station and bus stops and Liverpool One bus station to the retail units on the ground floor of the redevelopment.
- 4.2.5 Within 800m of the site, the majority of Liverpool One is accessible as well as other retail areas are accessible. There are also more tourist, restaurant, café and bar within this catchment as well as office locations and Moorfields rail station and the Castle Street bus stops.
- 4.2.6 The above shows the site is in an excellent location with a wealth of facilities within 800m for pedestrians.

### **4.3 Accessibility by Cycle**

- 4.3.1 In order to assist in assessing the accessibility of the site by cycle, **Plan TPMA5125\_004** presents a 8km cycle catchment for the site. The 8km cycling distance refers to a recommendation by Cycling England in the document 'Integrating Cycling into Development Proposals' (2009).
- 4.3.2 The catchment extends as far as Seaforth in the north, Roby to the east, Cressington in the south and Upton to the west via the Queensway tunnel.
- 4.3.3 The site is located near to the Trans Pennine Trail (National Cycle Route 56), which has a traffic-free section running along the River Mersey coast promenade from Mann Island (Across The Strand from the site) to the north-west of the site, travelling south-eastwards to St Michael's Railway Station in Aigburth. From St Michael's Railway Station, the route connects to Sefton Park via an on-road section, and connects to a further traffic free cycleway which continues along the coast as far as Grassendale Park.
- 4.3.4 In addition to the above there are a number of City Bike Liverpool stations located within the vicinity of the site. The closest of which is located adjacent to Mann Island at the junction of James Street and The strand and there are spaces available.
- 4.3.5 In view of the site's location and the surrounding infrastructure, travel to and from the site by bicycle, it is considered to be an attractive and realistic option for residents of the development.

#### 4.4 Accessibility by Public Transport

- 4.4.1 **Plan TPMA5125\_005** demonstrates those areas accessible via public transport within 15, 30 and 45 minutes journey from the site. Accessibility by bus and rail are considered in further detail within the subsections below. Within 45 minutes of the site the following locations are accessible Runcorn, Ormskirk, West Kirby, Ellesmere Port and Formby.

##### **Bus Accessibility**

- 4.4.2 Guidance from the Chartered Institution of Highways and Transportation (CIHT) document 'Guidelines for Planning for Public Transport in Development' indicates that ideally, a bus stop should be located within 400m from a new development.
- 4.4.3 Liverpool One Bus station is located approximately 350m south east of the site. Liverpool One bus station is a calling point for many services travelling to and from Liverpool. A large number of Liverpool's suburbs are accessible from the bus station should residents work outside of the city centre or employees/customers travel to the site using bus transport. Destinations from Liverpool One bus station include; Liverpool John Lennon Airport, Huyton, Halewood, Runcorn and St Helens.
- 4.4.4 The Liverpool One bus station is also served by National Express services, which residents and visitors may choose to use this to travel to other parts of the United Kingdom.
- 4.4.5 Two other key bus stop locations are from Mann Island and outside James Street Station, located approximately 200m from the site. Liverpool One, combined with the services to and from the Mann Island and the James Street stops offer most other services to and from Liverpool City Centre including Netherton, Croxteth, Kirkby, Dingle and Knowlsey Village.
- 4.4.6 The vicinity of the Liverpool One bus station highlights the excellent service available to residents of Strand House.

##### **Rail Accessibility**

- 4.4.7 The nearest train station is James Street on the Merseyrail, located approximately 200m to the north west of the site. A summary of rail services from James Street station is summarised in **Table 4.3**:

Destination	Frequency		
	Mon – Fri	Sat	Sun/Hols
<b>West Kirby</b>	15mins	15mins	30mins
<b>Chester</b>	15mins	15mins	30mins
<b>Ellesmere Port</b>	15mins	15mins	30mins
<b>New Brighton</b>	15mins	15mins	30mins

**Table 4.2** – Summary of Rail Services from James Street

- 4.4.8 These above services stop at numerous locations along their route with the West Kirby and New Brighton services which call at Bidston, where services towards Wrexham can be joined. Connections can also be made at Liverpool Lime Street for regional and national locations including Manchester, Birmingham and London.

## **4.5 Summary**

- 4.5.1 It is considered the site is highly accessible by sustainable modes of transport. The surrounding area exhibits excellent levels of pedestrian and cycling infrastructure, and there are a number of public transport opportunities within acceptable walking distance of the site. A Minimum Accessibility Standard Assessment (MASA) has been included within the Transport Statement for this scheme which the development passes.
- 4.5.2 Overall and considering this, the site can be seen to be highly accessible by multiple modes of sustainable transport such as walking, cycling and public transport.

## 5.0 Employee Travel Plan Initiatives

5.1.1 This section of the ITP sets out the initiatives that could be implemented in a full Travel Plan for the commercial elements of the proposals. The initiatives are designed in order to reduce employee and visitor dependency on the private car and encourage sustainable modes of travel. They are in line with the aims and benefits set out in **Section 2** of this document.

### 5.2 Production of Staff Welcome Packs

5.2.1 Welcome packs can be critical in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all staff at the development upon moving in. The contents of the welcome packs could include:

- Introduction to the TP concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Personal travel initiatives;
- Maps showing local walking / cycling routes and places of interest;
- Details of public transport services, including timetables and routes; and
- Details of the Travel Plan Co-ordinator (TPC).

### 5.3 Measures to Encourage Walking

5.3.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual.

5.3.2 It has been demonstrated throughout **Section 4** of this ITP that there is an existing high level of pedestrian infrastructure in the surrounding area. The following measures will be considered in order to encourage employees to walk:

- Raise awareness of the health benefits of walking;
- Clear signing of pedestrian routes within and adjacent to the site;
- Provide storage for employees and visitors;
- Provide on-site shower and changing facilities for employees;
- Information on the local pedestrian routes, including public footpaths; and
- Promote the [www.walkit.com](http://www.walkit.com) website for journey planning on foot.

## 5.4 Measures to Encourage Cycling

5.4.1 It has been demonstrated throughout **Section 4** of this ITP that there is an existing high level of cycle infrastructure in the surrounding area. There will also be cycle parking provided at the development as part of the development proposals. To encourage employees to cycle, the following measures will be considered:

- Information on the local cycle network routes made available through the previously discussed welcome packs;
- Promote the availability of cycling information, including route maps and useful tips and guidance from the “Sustrans” website [www.sustrans.org.uk](http://www.sustrans.org.uk);
- Provide on-site shower and changing facilities for employees;
- Provide an on-site puncture repair kit for employees use;
- Encourage local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;
- Initiate a “cycle buddy scheme” and arrange cycle training for those not confident about cycling;
- Register the employer to the Cycle2Work scheme; and
- The setting up of an employee Bicycle User Group (BUG).

## 5.5 Measures to Encourage Public Transport

5.5.1 It has been demonstrated throughout **Section 4** of this ITP that the site is highly accessible by public transport, and that there are further opportunities for wider public transport travel throughout Liverpool city centre. The following measures will be considered in order to encourage employees to travel by public transport:

- Distribute details of the Traveline Journey Planning tool for the North West. Future employees can contact Traveline by phoning 0871 200 2233. They can also explore the Traveline website at [www.traveline-northwest.co.uk](http://www.traveline-northwest.co.uk).
- Provide up to date bus information including timetables and contact information in the Welcome Packs;
- Provide a guaranteed taxi home for employees who travel to the site by public transport in the event of an emergency;
- Advertise any promotions/discounts offered by public transport operators;
- Provide staff discounts and special offers for bus/rail day and season tickets;
- Implement a policy of using public transport for travel in the course of work wherever feasible;
- Liaise with bus companies, LCC on any future improvements and/or extensions to local services; and
- Limited time discount tickets could be provided in the previously discussed welcome packs.

## **5.6 Car Sharing**

5.6.1 Car sharing is an effective way of reducing single occupancy car trips if a number of employees travel to the same location each day. It is envisaged that the proposed level of parking provision will encourage less to drive to the site, and more to engage in sustainable modes of travel such as car sharing.

5.6.2 This could be simply encouraged further on an informal basis, or managed by administrative staff who could match interested people.

5.6.3 In addition, there are also organisations which offer this same service. Employees would be able to use the website; [www.carshare.liftshare.com](http://www.carshare.liftshare.com) which is a national car sharing database used to help find people travelling along similar routes. This could be used for staff, residents or visitors to the site.

5.6.4 Alongside promoting such schemes, it would be appropriate to raise awareness of car ownership costs, and highlight the social and economic benefits of car sharing through advertising around the site. Pool cars could also be made available so that employees do not have to travel to work in their car in order to use the vehicle throughout the day for business.

## **5.7 Reducing the Need to Travel**

5.7.1 An effective way of lessening the travel impact of a commercial development is to reduce the need to travel in the first instance. Therefore, the following measures will be considered:

- Providing the option for staff to work from home where possible;
- Provide video and audio teleconferencing facilities;
- Promoting nearby or on-site services; and
- Implement a policy of using local suppliers.

## 6.0 Residential Travel Plan Initiatives

### 6.1 Introduction

- 6.1.1 Taking into account the location of the proposed development and the accessibility of the site via walking, cycling and public transport, a series of measures and initiatives have been developed to encourage sustainable travel at the site.
- 6.1.2 This section of the ITP sets out the initiatives that could be implemented in a full residential Travel Plan in order to reduce residents' dependency on the private car, and encourage sustainable modes of travel. The initiatives below are in line with the aims and benefits set out in **Section 2** of this document.

### 6.2 Production of Residential Welcome Packs

- 6.2.1 Welcome packs can be critical in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all residents at the development upon moving in. The contents of the welcome packs could include:
- Introduction to the TP concept detailing objectives and aspirations;
  - Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
  - Personal travel initiatives;
  - Maps showing local walking / cycling routes and places of interest;
  - Details of public transport services, including timetables and routes; and
  - Details of the Travel Plan Co-ordinator (TPC).
- 6.2.2 As well as providing such information throughout the welcome packs, community notice boards in communal areas could also be provided to detail relevant information as set out above.

### 6.3 Measures to Encourage Walking

- 6.3.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual.
- 6.3.2 It has been demonstrated throughout **Section 4** of this ITP that there is an existing high level of pedestrian infrastructure in the surrounding area. The following measures will be considered in order to encourage residents to walk:

- Raise awareness of the health benefits of walking;
- Clear signing of pedestrian routes within and adjacent to the site;
- Information on the local pedestrian routes, including public footpaths; and
- Promote the [www.walkit.com](http://www.walkit.com) website for journey planning on foot.

## 6.4 Measures to Encourage Cycling

6.4.1 It has been demonstrated throughout **Section 4** of this ITP that there is an existing high level of cycle infrastructure in the surrounding area. There will also be residential cycle parking provided at the lower ground level of the development as part of the development proposals. To encourage residents to cycle, the following measures will be considered:

- Information on the local cycle network routes made available through the previously discussed welcome packs;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website [www.sustrans.org.uk](http://www.sustrans.org.uk)
- Local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;
- Promotion of events such as “National Bike Week”; and
- Setting up a residential Bicycle User Group (BUG).

## 6.5 Measures to Encourage Public Transport

6.5.1 It has been demonstrated throughout **Section 4** of this ITP that the site is highly accessible by public transport, and that there are further opportunities throughout Liverpool city centre. The following measures will be considered in order to encourage residents to travel by public transport:

- Distribute details of the Traveline Journey Planning tool for the North West. Future residents can contact Traveline by phoning 0871 200 2233. They can also utilise the Traveline website at [www.traveline-northwest.co.uk](http://www.traveline-northwest.co.uk);
- Provide up to date bus information including timetables and contact information in the welcome packs;
- Advertise any promotions/discounts offered by public transport operators;
- Liaise with bus companies, LCC on any future improvements and/or extensions to local services; and
- Limited time discount tickets could be provided in the previously discussed welcome packs.

## **6.6 Car Sharing**

- 6.6.1 Car sharing is an effective way of reducing single occupancy car trips if a number of residents travel to the same location each day. It is envisaged that the proposed level of parking provision will encourage less to drive to the site, and more to engage in sustainable modes of travel such as car sharing.
- 6.6.2 There are organisations which offer a matching service. Residents would be able to use the website; [www.carshare.liftshare.com](http://www.carshare.liftshare.com), which is a national car sharing database used to help find people travelling along similar routes. This could be used for staff, residents or visitors to the site. They would have to register themselves with the site, which then searches for appropriate car sharing matches. This scheme could be promoted by the Travel Plan Coordinator (TPC).
- 6.6.3 Alongside promoting such schemes, there could also be advertisement to raise awareness of car ownership costs and highlight the social and economic benefits of car sharing.

## 7.0 Targets

### 7.1 Introduction

- 7.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section sets out some example targets and provides an overview of the data that should be collected as part of future travel surveys to inform the full Travel Plan once developed.

### 7.2 Initial Modal Split Targets

- 7.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys and provide a definitive set of targets. Travel Plans rely on the surveys to provide a base level of modal split.
- 7.2.2 However it is possible to provide an indication of potential targets, and an example is provided in **Table 6.1** below:

Example of Potential Targets					
Travel Mode	Existing Modal Split Percentage	Short Term Target Modal Shift Change	Medium Term Target Modal Shift Change	Long Term Target Modal Shift Change	Total Target Modal Shift Change
Car Driver	TBC following surveys	-2%	-4%	-4%	-10%
Car Share		+1%	+1%	+1%	+3%
Public Transport		+1%	+1%	+1%	+3%
Cycle		-	+1%	+1%	+2%
Foot		-	+1%	+1%	+2%

**Table 7.1** – Example of Potential Targets

- 7.2.3 The example modal split targets above aim for a 10% reduction in single occupancy car trips, whilst aiming for a 10% increase in trips by more sustainable modes such as public transport, walking and cycling.
- 7.2.4 The above targets are indicative only, and final targets will be decided following the receipt of the travel surveys. Surveys will be commissioned within three months of achieving 50% occupancy at the site, to be agreed with LCC.

### 7.3 SMART Targets

7.3.1 The above example modal split targets and potential Travel Plan performance indicators are considered to be suitable interim measure before travel surveys are undertaken three months after 50% occupation.

7.3.2 At this point official targets will be set through consultation with LCC. The official targets will be **SMART** (**S**ite-specific – **M**easurable – **A**chievable – **R**ealistic – **T**imed).

## 8.0 Monitoring and Review

### 8.1 Introduction

- 8.1.1 This section of the report sets out the proposed management arrangements associated with the ITP. It also sets out the next steps with regards to converting this ITP into a full Travel Plan.

### 8.2 Responsibility and Management

- 8.2.1 Overall responsibility for the ITP will lie with site owner, Patten Properties. Following construction and full occupation, the ITP will need to be updated to a full Travel Plan for each of the proposed elements. This will involve the distribution of travel surveys.

- 8.2.2 The travel surveys will be completed by all site users and the survey will be influenced by national travel planning guidance, and approved by LCC. These will extract key travel characteristics such as:

- Post code;
- Purpose of trip;
- Mode of travel;
- Reason for mode of travel; and
- Barriers to other mode choices.

- 8.2.3 This information will enable analysis to be undertaken to establish final targets associated with each element of the proposals. It will also provide information on the reasons for that modal split and identify any measures that may encourage a modal shift.

### 8.3 Travel Plan Coordinator (TPC)

- 8.3.1 When the full Travel Plan is produced, the day to day responsibility will shift from the developer to the appropriately appointed TPC for each element of the proposals. The TPCs will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Promoting individual measures/initiatives in the TP;
- Liaising with public transport operators;
- Monitoring the TP; and
- Taking a key role in reviewing the TP.

- 8.3.2 A TPC will be nominated for the development in due course, this is likely to be the building operator/manager to be appointed by the site owner.

## **8.4 Monitoring and Evaluation**

- 8.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets.
- 8.4.2 Annual monitoring reports will be provided to officers at LCC following the receipt of the first surveys. Monitoring will be carried out for a period of at least three years from the date of the baseline travel surveys, standard is five years.

## 9.0 Action Plan

### 9.1 Introduction

9.1.1 **Table 8.1** below summarises the key actions from the document by providing an Action Plan for the Travel Plan process:

Action	Indicator	Target Date	Responsibility
<b>Appoint TPCs</b>	Development build nearing completion	One month before occupation	Patten Properties
<b>Produce Welcome Pack</b>	TPCs appointed	First occupation of each element of the development	TPCs
<b>Undertake Initial Travel Surveys</b>	50% occupancy of development	Within three months	TPCs
<b>Decide Modal Split Targets</b>	Receipt of the initial Travel Surveys	Within one month of undertaking the initial surveys	TPCs in conjunction with LCC
<b>Update ITP to a full Travel Plan</b>	Once Modal Split Targets are agreed with LCC	Within two months of agreeing modal splits with LCC	TPCs
<b>Present Annual Monitoring Report</b>	Once full Travel Plan is approved by LCC	Annually for five years following the agreement of targets with LCC	TPCs

**Table 9.1** – Action Plan

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TPMA5125 21 Strand Street, Liverpool

Interim Travel Plan

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## Plans

Drg No:

TPMA5125\_001

Rev:

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Project: STRAND HOUSE, LIVERPOOL

Drg Title: REGIONAL SITE LOCATION PLAN

Drawn: TL

Checked: KY

Scale: NTS

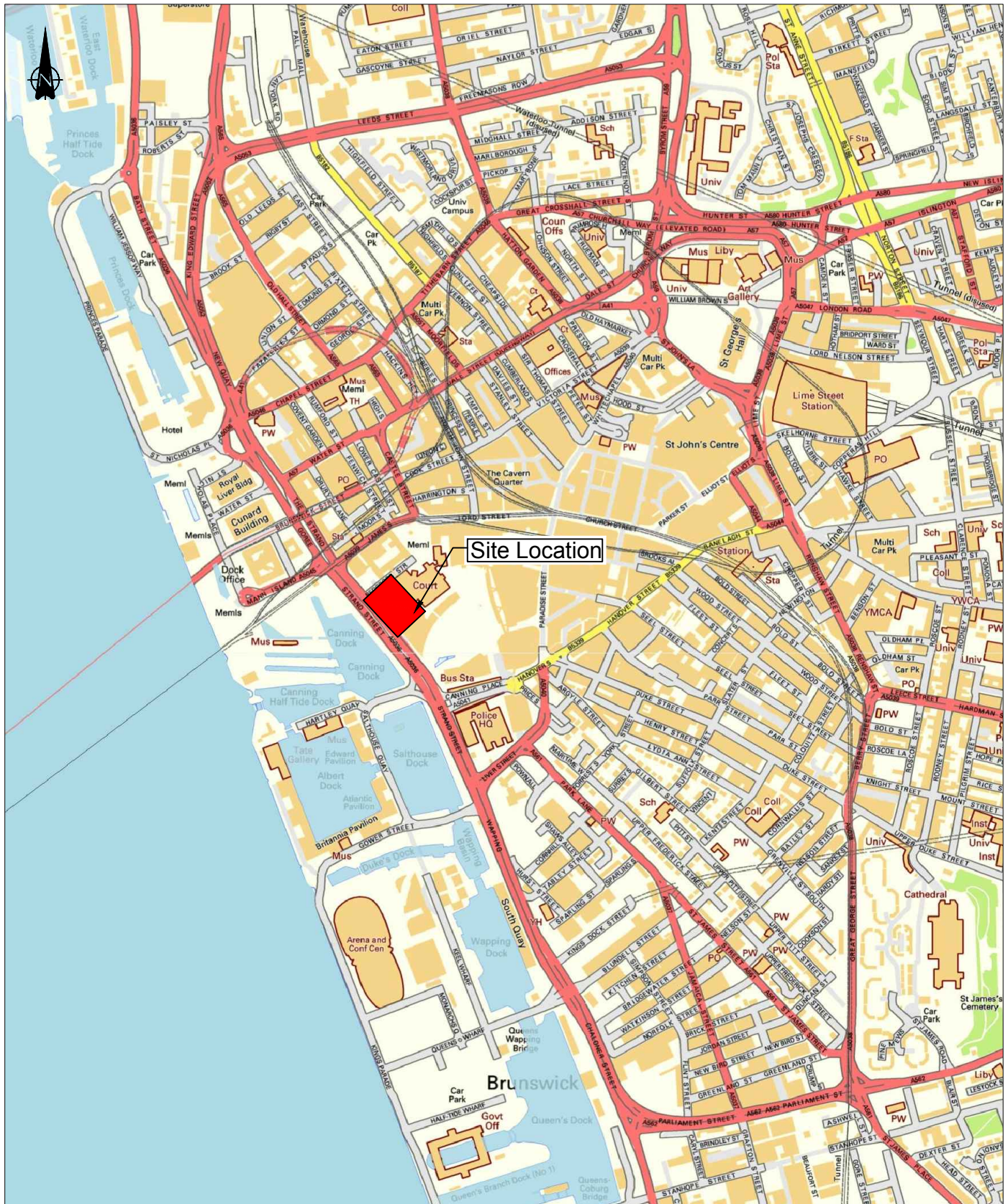


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Drg No:

TPMA5125\_003

Rev:

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Project: STRAND HOSUE, LIVERPOOL

Drg Title: INDICATIVE PEDESTRIAN CATCHMENT PLAN

Drawn: TL

Checked: KY

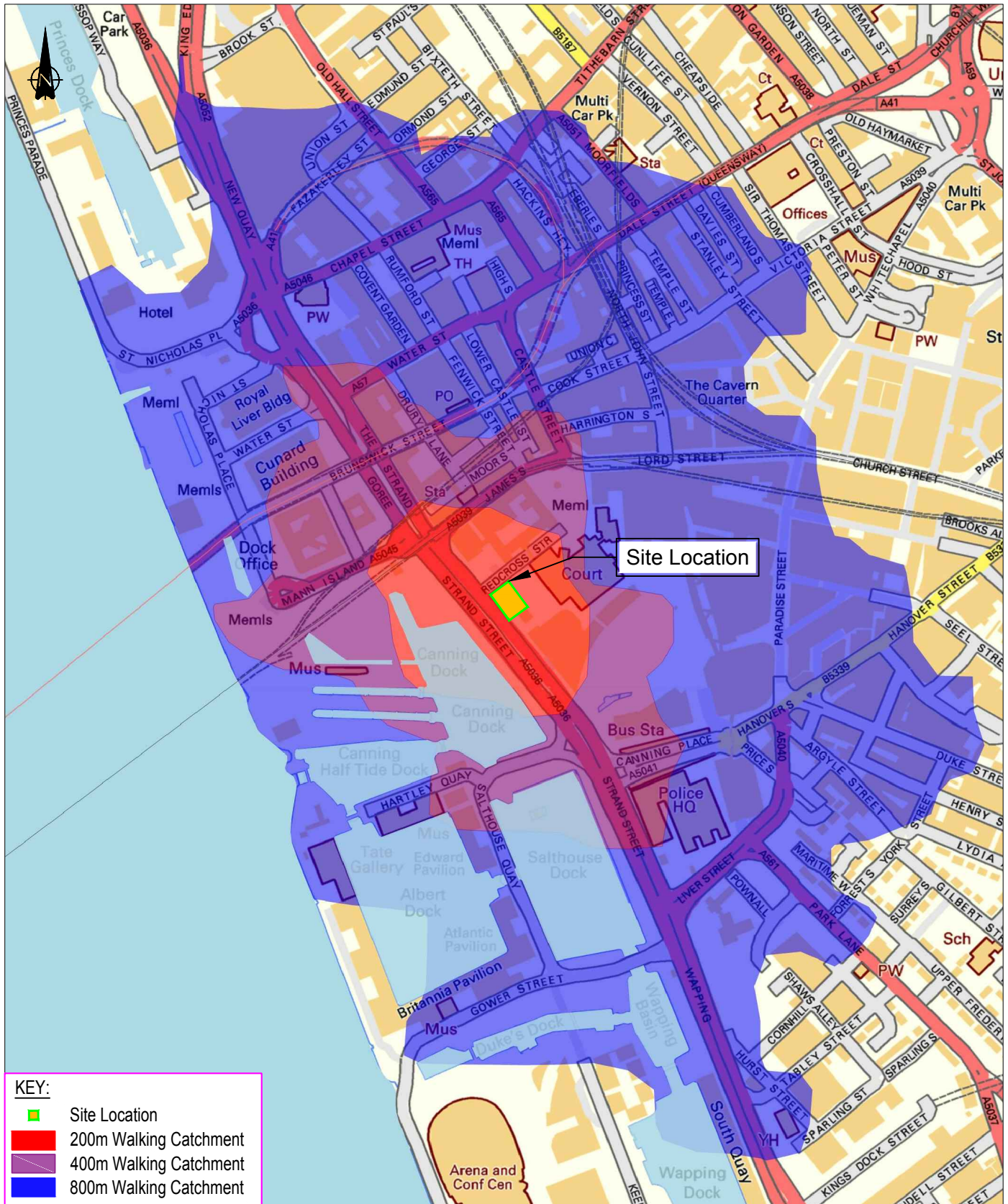
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Drg No:

TPMA5125\_004

Rev:

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Project: STRAND HOUSE, LIVERPOOL

Drg Title: 8KM CYCLE CATCHMENT PLAN

Drawn: TL

Checked: KY

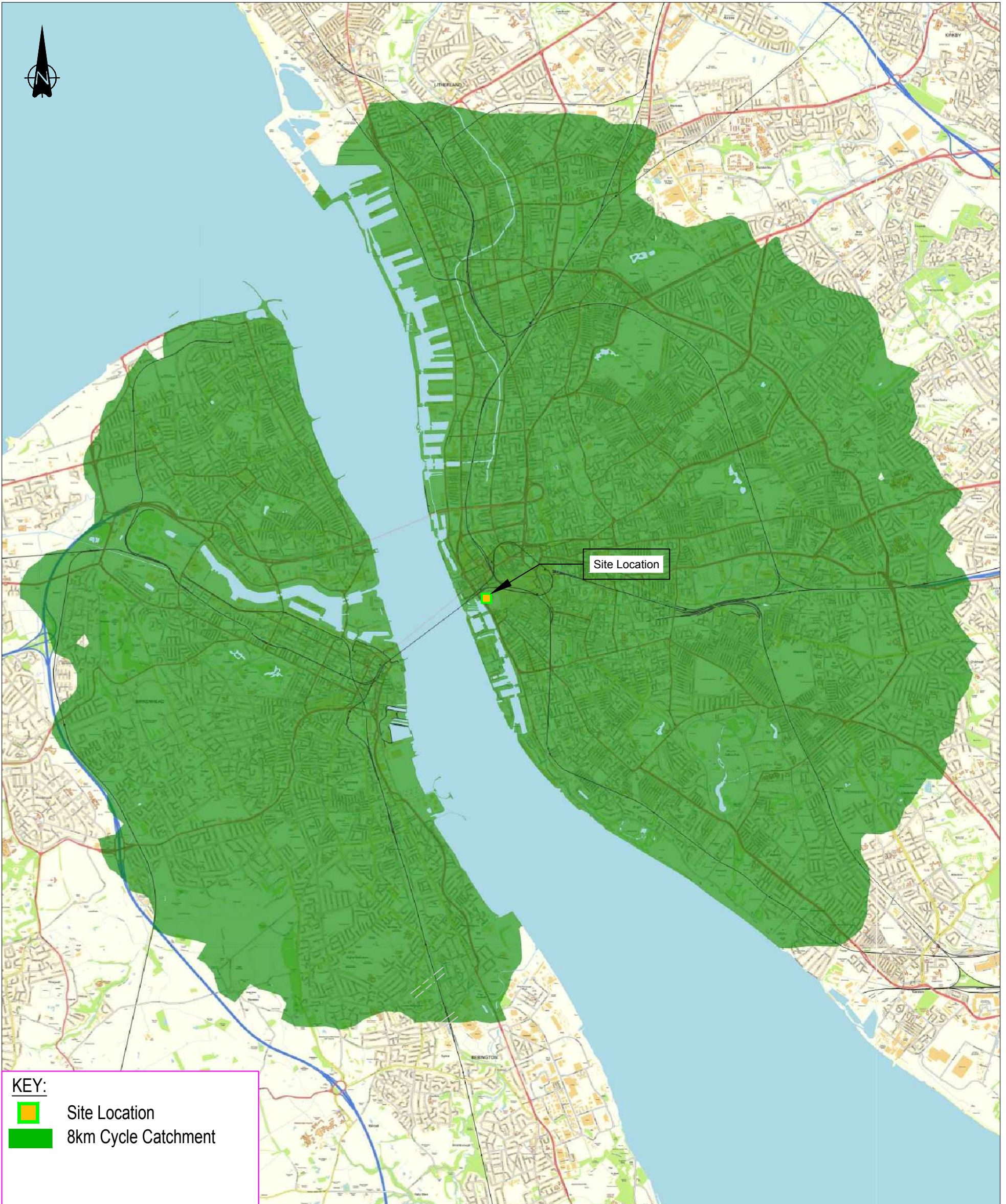
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Drg No:

TPMA5125\_005

Rev:

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Project: STRAND HOUSE

Drg Title: PUBLIC TRANSPORT CATCHMENT PLAN

Drawn: TL

Checked: KY

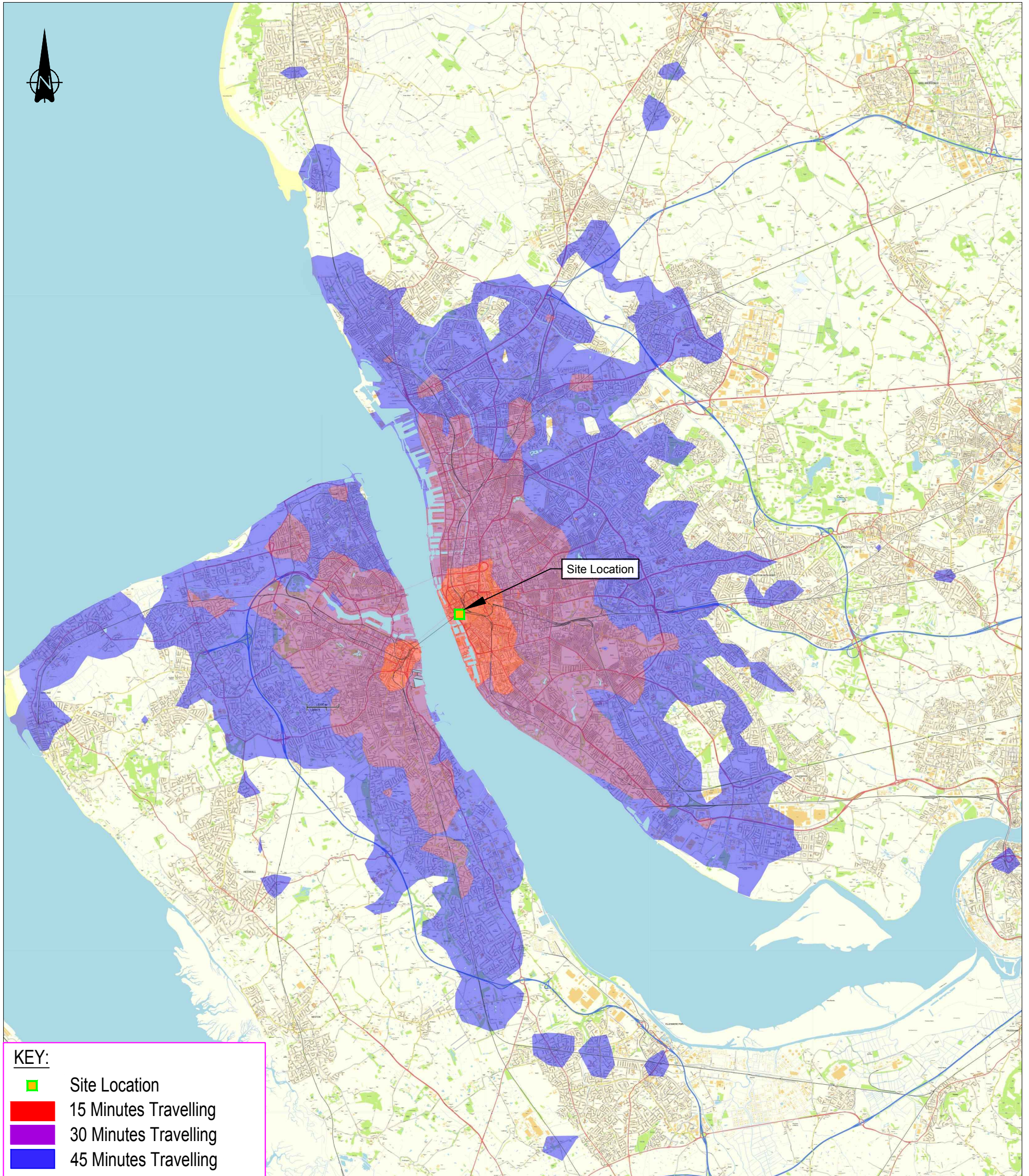
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