

**Travel Plan**  
**Proposed Residential Development**  
**Woolton Road, Liverpool**

**Redrow Homes**

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## **1.0 INTRODUCTION**

- 1.1 SCP have been appointed by Redrow Homes to provide specialist transport planning and engineering advice in support of the proposed residential development on land off Woolton Road, Liverpool.
- 1.2 A travel plan is an important tool for delivering sustainable access to a development. It provides a long-term strategy that seeks to deliver sustainable transport objectives through positive action.
- 1.3 There are a number of challenges that travel plans can significantly contribute towards meeting. Firstly, local authorities need to provide residential development in areas that benefit from good levels of sustainable transport, while reducing congestion in urban areas. Travel plans can help to minimise the potential increase in traffic resulting from such development.
- 1.4 Climate change is also becoming an increasingly important aspect of planning policy and the need to reduce carbon emissions, of which transport accounts for a quarter. Travel plans can help reduce use of private transport and assist in meeting stringent targets.
- 1.5 In addition, there is a need to promote more healthy lifestyles and travel plans can help through increased walking and cycling. As a result, a travel plan forms a key stage in the forward planning process and is a 'living document' that needs to be regularly reviewed to ensure its effectiveness.
- 1.6 The travel plan seeks to establish clear outcomes to be achieved in relation to access and sets out all the measures to be implemented in detail, with an action plan, timescales, targets and responsibilities for implementation, monitoring and review. Residential travel plans focus on a single origin (home) where journeys are made to a variety of destinations for a range of purposes.
- 1.7 The development of this travel plan has been prepared based on the following objectives:
  - Not to exceed the maximum number of single car occupancy car traffic movements to and from the development;
  - Reduce the need for travel to and from the site;
  - Address the access needs of site users, by supporting walking, cycling and public transport;
  - Promote healthy lifestyles and sustainable, vibrant communities;

- 1.8 This travel plan has been based on the above objectives and outcomes for which a variety of measures will be considered in order to achieve them over the lifetime of the travel plan. The travel plan will therefore focus primarily on commuter travel and travel to schools, but will also address journeys for other purposes such as health and leisure to make these more sustainable. By successfully promoting these types of travel via sustainable modes the above objectives can be achieved.

## 2.0 TRAVEL PLAN BACKGROUND

- 2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. A travel plan will normally be prepared alongside the transport assessment, which will provide the evidence to support the outcomes sought and the measures needed in a travel plan. The plan then continues for the life of the development, requiring commitment from occupiers.
- 2.2 Travel plans are designed to be flexible to suit an individual site and the local characteristics. Similarly, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures. On this basis, Travel Plans should be evaluated against three tests, set out as the acronym **CAT**. These tests are to ensure that the travel plan:

<b>C</b> overs all key elements	Does the travel plan document contain all the key elements that are expected to be included in a travel plan, with appropriate content in each case?
<b>A</b> ddresses site specific issues	Does the travel plan address all the issues identified in the transport assessment and respond to the specific barriers and opportunities that are presented by the site?
<b>T</b> ips the balance in favour of sustainable transport	Does the travel plan contain measures that can be expected to make a real difference – i.e. does it make access to the site by sustainable transport more attractive when compared to access by car, in terms of cost, journey times and convenience?

- 2.3 The first test can be assessed on the basis of a checklist approach while the other two tests rely on a judgement about the individual travel plan that needs to be made, particularly in the light of the local context.

### Travel Plan Benefits

- 2.4 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:
- Reduce demand for car parking, thereby enabling more efficient land use;
  - Reduce pressure on highway capacity, particularly at peak times;
  - Improve social inclusion;
  - Cut carbon emissions and their contribution to climate change;

- Reduce road danger and protecting vulnerable road users; and
- Improve local air quality, while reducing noise pollution.

- 2.5 A travel plan should provide benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.
- 2.6 Travel Plans can also play a role in helping residents mitigate their transport contribution towards climate change and help adapt to the impacts of climate change.

#### Policy Context

- 2.7 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.
- 2.8 Travel plans were first secured within the planning system within the context of “Planning Policy Guidance Note 13: Transport” published by the Government in March 2001. The recent publication of the government’s **National Planning Policy Framework** (NPPF) (2012) has replaced PPG13 in its entirety. The NPPF is aimed at streamlining the planning process, making it more accessible at neighbourhood and community level and simplifying the decision making process.
- 2.9 The NPPF advises, in relation to transportation issues surrounding new development and in particular to travel plans and accessibility, that the follow be adhered to:
- All developments which generate significant amounts of movement should be required to provide a travel plan.
  - Masterplan design should take account of whether the opportunities for sustainable transport modes have been taken up to reduce the need for major transport infrastructure.
  - Access should be safe and achievable by all people.
  - Developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.

- Design should protect and exploit opportunities to use sustainable transport modes for the movement of goods or people; give priority to pedestrian and cycle movements, and give access to high quality public transport facilities; create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians; and consider the needs of people with disabilities by all modes of transport.
- 2.10 The key national policy document for travel plans was published by the Department for Transport in April 2009 and is entitled “**Good Practice Guidelines: Delivering Travel Plans through the Planning Process**”. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.
- 2.11 The guidelines identifies that travel plans are an important tool for delivering sustainable access as part of a new development, and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the travel plan.
- 2.12 Whilst slightly older than the above guidance, the DfT’s “**Making Residential Travel Plans Work: Good Practice Guidelines for New Development**” (2007) remains relevant, and highlights the fact that travel planning to date has largely focused on the development of destination travel plans, which are generally designed to reduce car use to a specific destination – such as a workplace, school or visitor attraction. In contrast, the report states that a residential travel plan is concerned with journeys made from a single origin (home) to multiple and changing destinations.
- 2.13 The guidance states the key differences between origin-based residential travel plans and destination travel plans include:
- The pattern of journeys originating at home is more varied, with residents having multiple destinations and different needs and travel choices over time.
  - An ongoing management organisation and structure for the travel plan needs to be put in place, as there is often no single company or institution to provide continuity and a common point of interest for residents.



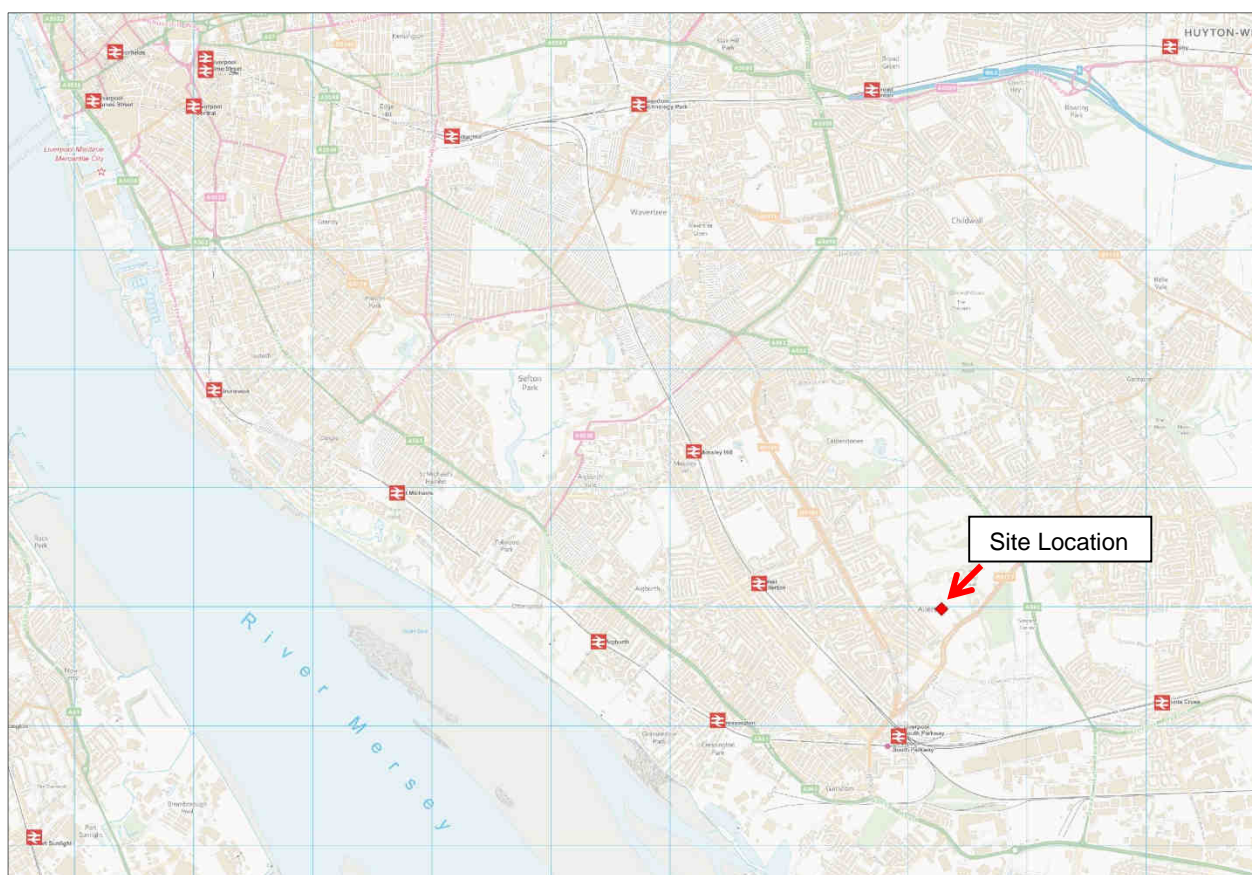
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- 2.14 The guidance states that travel planning for residential development has potential to help achieve more sustainable communities by improving their accessibility. It also notes that new housing development is normally characterised by high car trip generation; however, better choices about the location and density of new housing, combined with the increased use of residential travel plans, should deliver a real impact on travel patterns and aid progress towards sustainable transport and land use objectives.
- 2.15 This travel plan has been developed in line with the above national transport policy and guidance.

### 3.0 SITE AUDIT

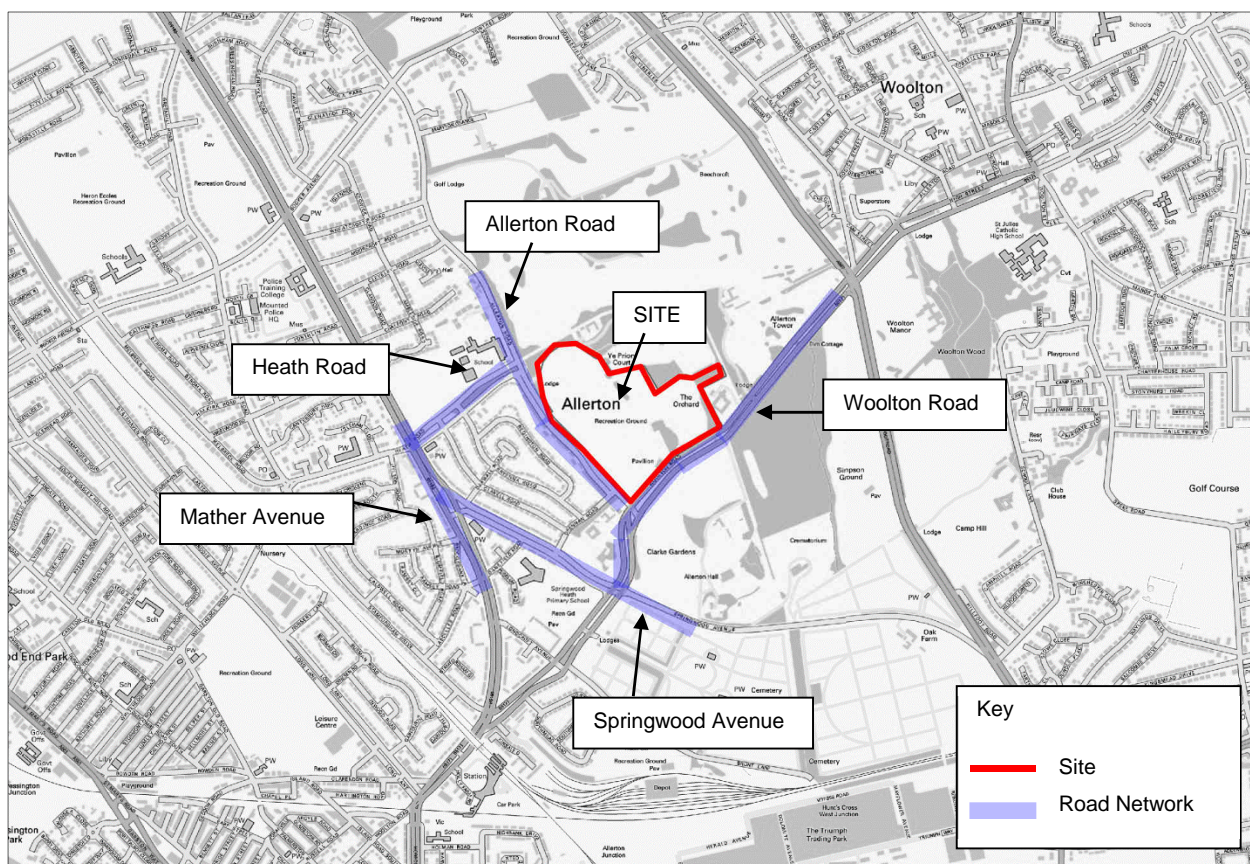
#### Existing Site

- 3.1 The site is located in Allerton approximately 7.0km to the east of Liverpool City Centre. The site is previously undeveloped land bound by Allerton Road along the south western boundary, Woolton Road along its south eastern boundary, residential development to the north, known as Ye Priory Court, and a disability care home on the eastern side.
- 3.2 The sites location is indicated in **Figure 3.1** with a more local view provided in **Figure 3.2**.

**Figure 3.1 – District Context of Site Location**



**Figure 3.2 – Local Context of Site Location**



### Development Proposals

- 3.3 The planning application is in outline and comprises a residential scheme of up to 160 dwellings, including a notional mix of 2, 3 and 4 bedroom houses.
- 3.4 The masterplan indicates that approximately 25 houses will be constructed in the north eastern portion of the site. This will be served by a newly constructed vehicular access to Woolton Road. This will be newly constructed priority junction, approximately 150 metres to the west of the existing houses located within the central reservation of Woolton Road. This entrance will benefit from a new link connecting both sides of Woolton Road which will allow all turning movements in and out of the site.
- 3.5 The second area of the development will comprise approximately 60 houses in the southern corner of the site, with boundaries onto Woolton Road and Allerton Road. An existing vehicular access serving a former pavilion will be upgraded to provide access to this development parcel, located some 120 metres to the south west of the access described above.



- 3.6 The third area of the development will contain approximately 75 units located in the north western portion of the site with vehicular access to Allerton Road. This will be a newly constructed priority junction, approximately 150 metres to the south of the junction with Heath Road. The layout of the proposed site access arrangements are illustrated below in **Figure 3.3**.

**Figure 3.3 – Proposed Site Layout Plan**



- 3.7 A network of internal pedestrian and cycle routes will provide connectivity throughout the development with external connections at each of the vehicular access points onto Woolton Road and Allerton Road and a link at the eastern boundary into Allerton Tower Park. This network will provide recreational routes as well as direct connections to the local highway network and local bus stops.

- 3.8 The development will provide a range of house types with a mix of garages and driveways to accommodate off-street parking for each property. Two-bedroomed properties will be provided with a minimum of two parking spaces, while larger properties will be provided with a minimum of three parking spaces.
- 3.9 The layout of the development, including each vehicular access, will be designed to accommodate all typical servicing requirements of residential development, including refuse collection vehicles.

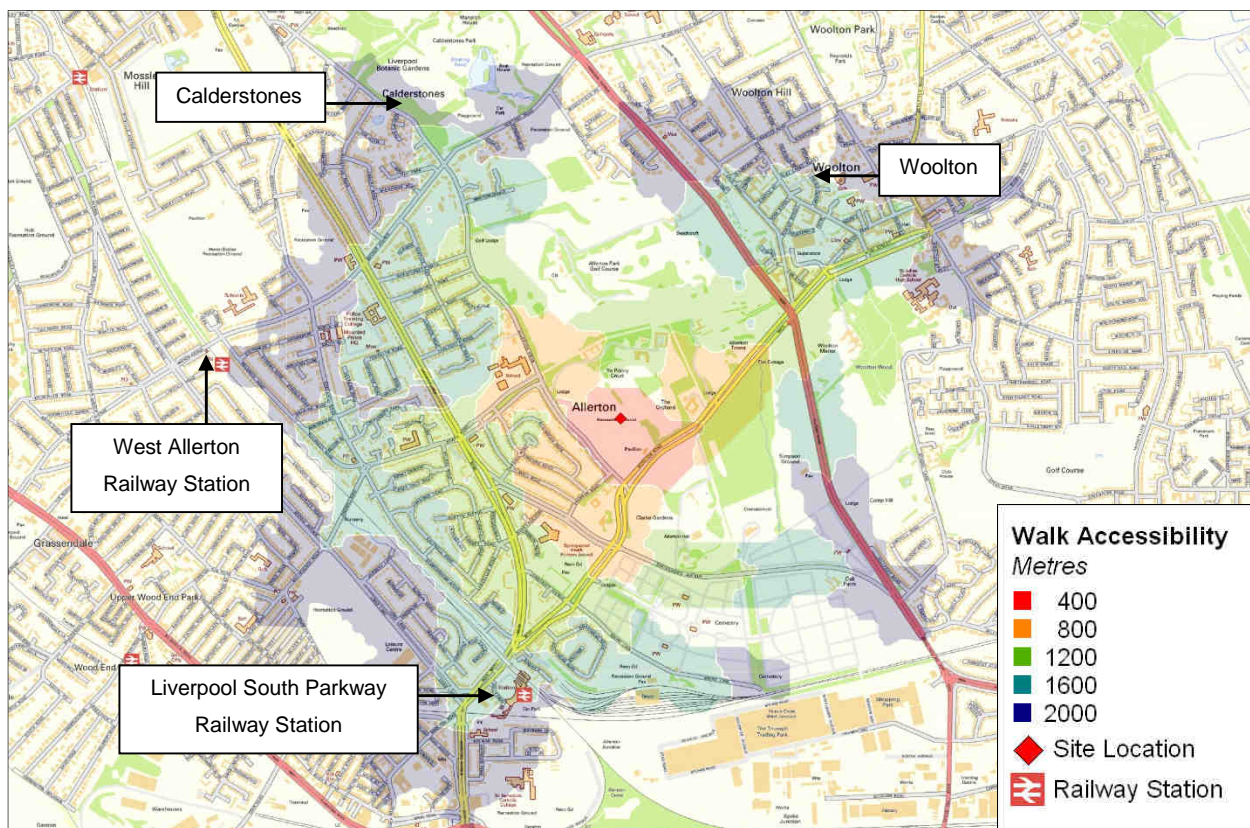
[Access by Non Car Modes](#)



**Walking**

- 3.10 The MfS states that walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, it goes on to state that this is not an upper limit and that walking offers the greatest potential to replace short car trips, particularly those under 2km.
- 3.11 The pedestrian accessibility of the development has been modelled using Geographical Information System (GIS) software to produce isochrones mapping. The purpose of the isochrones is to demonstrate the areas within an acceptable walk distance of the site, as shown on **Figure 3.3:-**

**Figure 3.3 – Walk Accessibility**



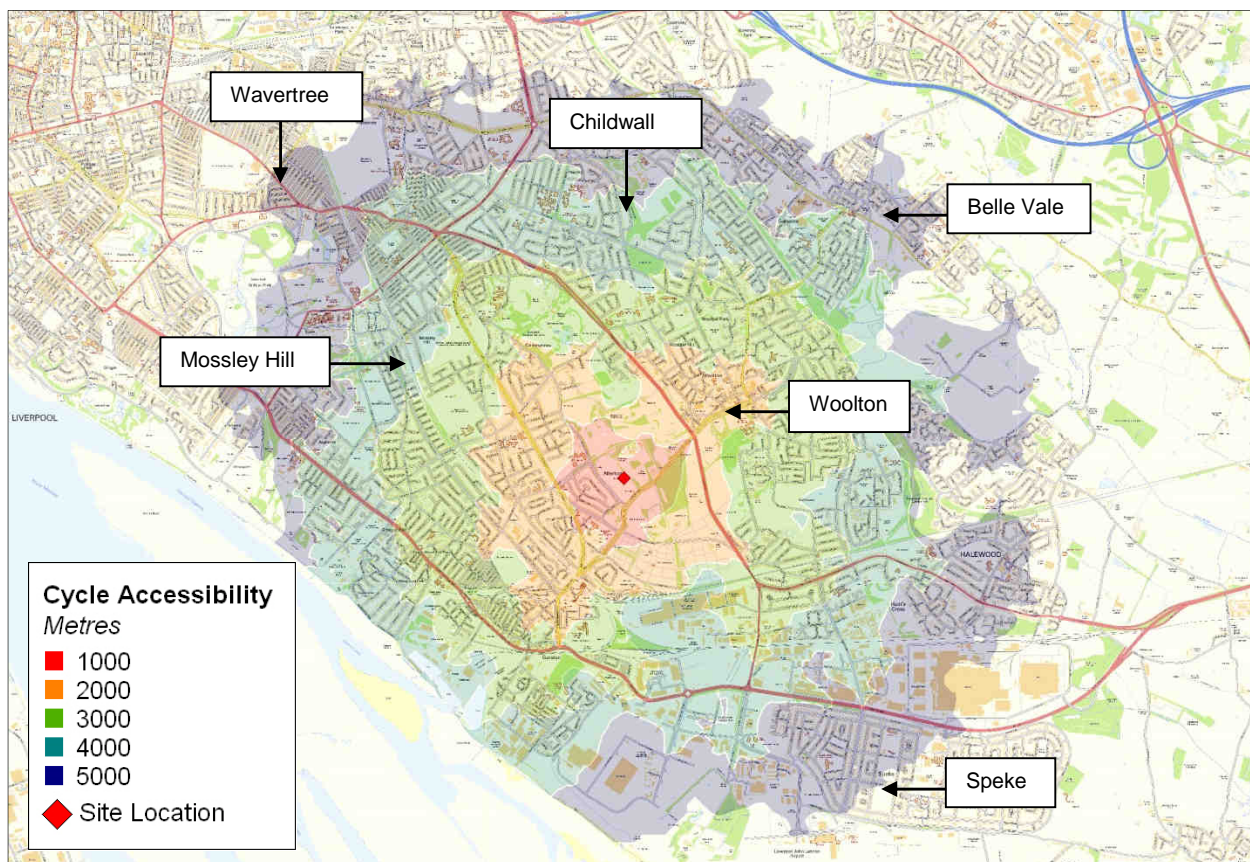
- 3.12 Based on the above plan, the site is within a comfortable walking distance of a range of facilities such as Allerton Tower Park, Springwood Heath Primary School on Danefield Road, Tesco superstore in Woolton, bus stops on Woolton Road and within easy walking distance of Liverpool South Parkway rail station.



- 3.13 Transport Policy identifies that cycling represents a realistic and healthy option to use of the private car for making journeys up to 5000m as a whole journey or as part of a longer journey by public transport.
- 3.14 GIS software has been used to model 5km cycle catchment from the site and is shown on **Figure 3.4** overleaf.



**Figure 3.4 – Cycle Accessibility**



### Public Transport

- 3.15 The nearest bus stops serving the development site are on Woolton Road, just north of the junction with Allerton Road and therefore within easy walking distance of the entire site. These stops provide easy access to circular bus services offering connections to Garston, Liverpool South Parkway rail station and Hunts Cross. Additional bus stops on Mather Avenue and Menlove Avenue provide frequent access to Liverpool city centre and Liverpool John Lennon Airport. Although these stops are beyond the typical 400m walk distance to bus stops, the high frequency of services will be attractive to future residents.
- 3.16 Tables **3.1 – 3.3** below provides the detail of bus routes serving Woolton Road, Mather Avenue and Menlove Avenue, and the maximum daytime frequency.

**Table 3.1 – Bus Route Frequency from Woolton Road**

Service Number	Route Description	Maximum Frequency	
		Mon-Sat	Sunday
<b>166/188</b>	Liverpool South Parkway – Woolton – Belle Vale – Hale Wood – Hunts Cross – Garston	Hourly	Hourly
<b>266/288</b>	Liverpool South Parkway – Woolton – Belle Vale – Hale Wood – Hunts Cross – Garston	Hourly	No service

Source: Merseytravel

**Table 3.2 – Bus Route Frequency from Mather Avenue**

Service Number	Route Description	Maximum Frequency	
		Mon-Sat	Sunday
<b>45</b>	Garston – Woolton – Speke - Widnes	1 service during peak hours	No service
<b>86/86A</b>	Liverpool – Woolton – Garston	30mins	30mins

Source: Merseytravel

**Table 3.3 – Bus Route Frequency from Menlove Avenue**

Service Number	Route Description	Maximum Frequency	
		Mon-Sat	Sunday
<b>76</b>	Liverpool– Woolton – Hale Wood	30mins	30mins
<b>787</b>	Childwall – Calderstones Park – Garston	Hourly	No service

Source: Merseytravel

- 3.17 Liverpool South Parkway rail station is within easy walking distance of the site, being only 1km from the southern corner of the site, or can be reached via either of the circular bus services that pass the site. This station offers connections to a range of destinations, including Liverpool city centre and its suburbs, Manchester, Crewe, Birmingham, and routes across to Yorkshire, the Midlands and East Anglia.
- 3.18 For any residents travelling from the site, utilising local train services will be a good alternative to using the private car, particularly for longer distance journeys.



## 4.0 TRAVEL PLAN ADMINISTRATION

- 4.1 This travel plan forms a framework for future development of a detailed travel plan once the development is occupied. This framework will be incorporated into any sale / lease agreement drawn up between the developer and future owners / tenants.

### Travel Plan Co-ordinator

- 4.2 Management of the travel plan process will be achieved through the identification of a suitable person or organisation as the Travel Plan Co-ordinator (TPC). The TPC will provide a key role in delivering a successful travel plan. This role could either be undertaken by a Management Company, should one be involved with the site, or by a resident (s) of the site, as key stakeholders to the travel plan.
- 4.3 The TPC role will be established prior to the occupation of the site and will act as the fulcrum for the development of the travel plan measures and the day to day operation of the Plan. Once appointed, the TPC will act as the main contact for the travel plan and will be responsible for implementing measures, maintaining a database and monitoring the effects of implementation. The TPC will be encouraged to use the online facilities offered by ACT Travelwise which offers expert travel plan advice to members.
- 4.4 The TPC will exchange contact details with the Local Planning Authority and Travel Plan officers. The TPC will be the first point of contact in all matters regarding travel to and from the site. The TPC will be responsible for setting up and launching the travel plan in accordance with the following schedule, which will be agreed with the Local Planning Authority.



#### *1 month prior to first occupation*

- Exchange contact details with relevant officers;
- Set up travel plan working file; and
- Research travel information.

#### *2 weeks prior to first occupation*

- Obtain up-to-date public transport timetables and literature;
- Review walking and cycling routes within the site; and
- Prepare welcome packs for all new residents.

*Within 3 months of 50% occupation*

- Distribute travel plan survey to all residents;
- Collect travel plan surveys and analyse results;
- Set-up travel database; and
- Submit survey report to LHA.

*Annually*

- Monitor resident travel patterns through new surveys;
- Undertake travel plan audit and modify where appropriate;
- Liaise with Travel Plan Officer and other groups where appropriate; and
- Update travel plan targets and issue progress update to all residents.

Funding

- 4.5 Initial funding will be allocated for the launch and implementation of the travel plan, while an annual budget will be set for the day to day operation of the travel plan, including monitoring and reviewing. In addition, a separate budget will provide funding for specific measures to be implemented, which will be allocated at the time of the annual review. The developer will provide the initial funding for the launch and implementation of the travel plan along with the costs for the first 5 years.

## **5.0 MARKETING & CONSULTATION**

- 5.1 The TPC will be responsible for providing residents with details of the environmental, social, health and commercial benefits to be gained from the TP, the net result being the reduction in their carbon footprint. They will promote the use of alternative modes of transport to the single occupied private car and will work towards increasing awareness of the alternative modes of transport available.
- 5.2 The TP will be promoted through a combination of promotional material. Travel Plan welcome packs will be distributed to all residents upon occupation prior to regular travel journeys becoming established. Welcome packs will include user-friendly, up to date public transport routes, timetables for nearby stops and local fare information. Information on pedestrian and cycle routes within the vicinity will also be included. They will provide site specific access plans for pedestrians, cyclists and public transport users together with contact details for various suppliers, ticket offices and prices for popular destination public transport tickets.
- 5.3 In addition it is recommended that a Travel Information Board (TIB) is set up within the site. This will be maintained by the TPC in a convenient position. In addition to the welcome packs information on the TIBs will also promote the health benefits of regular walking and cycling and provide information on the environmental benefits of using the more sustainable modes of transport.
- 5.4 The TPC will also ensure the promotion and participation of national and local events that encourage further use of sustainable modes of transport. These will be advertised and details given on the TIB. The TPC's name and contact details will be displayed on the TIB.
- 5.5 The TPC will also ensure that where possible liaison with TPCs from other developments and sites will occur to assist in TP process fulfilling its full potential and consistency across the area.
- 5.6 Coordination with Travel Advisers from local employment and schools will also assist in allowing residents the ability to successfully plan regular journeys even those which may require multiple stops.
- 5.7 Importantly, the TPC will be responsible for reviewing information and ensuring that it always remains up-to-date. This will be undertaken on a bi-monthly basis. Consultation will be essential for the success of the TP and therefore residents will have the chance to provide views and suggestions to the TPC for consideration. Once the measures and targets are agreed with the Local Planning Authority these will be reported back to residents – and actively promoted.

## 6.0 TRAVEL PLAN TARGETS

- 6.1 The setting of targets is essential to ensure that the objectives of the travel plan are met. Targets should therefore be linked to the objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Targets will be measurable through the use of indicators, which represent the results of monitoring. Indicators may also be used to highlight the progress of the travel plan without necessarily having a linked target.
- 6.2 The two types of target are **Aims**, which consider modal share and **Actions** which are non-quantifiable and represent milestones.

### Aims – Modal Share Targets

- 6.3 The proposed development is located in the Liverpool 054 Middle Super Output Area (MSOA). **Table 6.1** below indicates the current modal share in the Liverpool 054 MSOA while setting out the initial targets for the proposed development along with the relevant indicators and monitoring methods that will be used to establish the progress towards these targets.

**Table 6.1 Census Modal Split**

Target Type	Liverpool 054 MSOA	Target	Monitoring Method
% of trips made by single car occupancy	57%	Maximum of 55%	Multi-modal counts / travel surveys
% of trips made by Public Transport	27%	Minimum of 29%	
% of trips made by walk and cycle	8%	Minimum of 9%	

† Source: ONS

- 6.4 Following the initial monitoring period, the TPC will benefit from baseline figures from which an assessment will be made of whether the above targets can realistically be achieved. The targets may then be revised accordingly, in agreement with the local highway authority, to ensure that they remain SMART. In subsequent years, the results of further monitoring will allow the targets to be reviewed and identify where further initiatives could be implemented to increase the effectiveness of the travel plan in order to reach the objectives.

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Actions – Milestone Targets

- 6.5 The TPC will be responsible for implementing measures at the development, which will be set out in an action plan and be reviewed annually following the results of monitoring to identify if further measures could be introduced to promote sustainable travel. Implementation of any new measures would be set out in the action plan with specific timescales as a milestone target.
- 6.6 The initial milestone target will be to ensure that all new residents receive a travel plan information pack. Further milestone targets could include improving pedestrian access or establishing agreed discounts with a local cycle shop.

## **7.0 TRAVEL PLAN MEASURES**

- 7.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with residents is therefore key to achieving support from those who the measures are targeted at and avoids measures that may prove difficult to implement and those which may be unpopular.
- 7.2 The following sub-headings in this travel plan outline the measures to be promoted by the TPC. The majority of those listed are those which will be implemented from the outset, while those listed as 'for consideration later' have the potential to be implemented depending on the success of the initial measures.

### Travel Awareness

- 7.3 Good accurate information on the choice of travel modes from the site and the initiatives being promoted will be a critical element of a successful travel plan. This will be achieved by use of the welcome packs and the displayed information on the TIBs.
- 7.4 The TPC will also regularly review any off-site information, such as route signing for pedestrians and cyclists, or timetable information at bus stops, to check it is up to date. Where deficiencies have occurred, the TPC will inform the relevant authority.
- 7.5 Throughout the year there are a number of national events, for example Bike Week, that promote sustainable transport. The TPC will promote these and any local events to residents in order to raise awareness and encourage action on travel issues. The range of events that will be promoted will be agreed and co-ordinated with the local authority.

### Travel Database

- 7.6 The TPC will set-up a resident database upon first occupation of the development that contains contact details of all households. When 50% occupation has been achieved at the site, the TPC will carry out an initial monitoring stage, which will include a travel survey of all households. The TPC will prepare and distribute a questionnaire to each household, to collect the following details:
- Household profile, including number of occupants and children;
  - Work postcode;
  - Mode of travel to work and other trip purposes;
  - Reasons for not using public transport and other modes;

- Information relating to potential areas for sustainable travel improvement, upon which the TPC could act and draw up measures to improve the travel plan.

- 7.7 The responses received from these surveys will be entered into the resident database to help analyse the data and allow a year on year comparison of travel patterns for each household. This will also provide the opportunity to target certain promotions to specific households based on their answers.
- 7.8 All data collected from the travel survey in connection with the travel plan will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will hold the database and be responsible for the release of information, with all data held being used solely for the purposes of the travel plan.
- 7.9 The TPC will ensure that all new residents are entered into the database within one month of residency (if possible) with all residents who move away from the site having their details removed from the database.
- 7.10 Information contained within the database and the travel patterns derived from the data will inform the annual review process. The TPC will submit the results of the annual review along with the survey data to the local authority for their information within 3 months of the monitoring period. However, in the interests of security, names and addresses of residents will not be provided.



#### Walking

- 7.11 The TPC will encourage walking as a mode of travel from the site by implementing the following initiatives together with the provision of internal footpaths:
- Raise awareness of the health benefits of walking through promotional material;
  - Provide a map showing walking routes as part of the travel information pack, indicating distances and times to key local facilities near to the site;
  - Promote the [www.walkit.com](http://www.walkit.com) website for journey planning on foot;
  - Encourage residents to sign up to the 'WalkBUDi' scheme which offers a journey matching service for those who may feel vulnerable travelling alone for journeys to work, or want to join in with regular exercise;
  - Liaise with schools in relation to their Travel Plans and identify any opportunities for improving walk routes to schools and / or implementing a "walking bus"; and
  - Audit the local footway and footpath network on an annual basis and report any defects and / or maintenance issues to the highway authority.



### Cycling

7.12 The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:

- Cycle parking will be provided on site for those units without garage/garden storage;
- Negotiate possible discounts on cycles and equipment with local cycle shops in return for advertising their details in the travel information pack;
- Investigate the potential to set up a Bicycle User Group (BUG) or co-operate with an existing local group to encourage residents to cycle to work;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website;
- Encourage residents to sign up to the 'BikeBUDi' scheme which offers a journey matching service for those who may feel vulnerable travelling alone or just prefer some company for both commuting and recreational purposes;
- Audit the local cycleway network on an annual basis and report any defects and / or maintenance issues to the highway authority;
- Liaise regularly with the cycling officer at the local authority to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site.



### Public Transport Information

7.13 The TPC will actively promote public transport with the following specific measures to be implemented:

- Residents will be provided with public transport route and timetable information in the travel information packs, which will be updated by leaflet drop, as necessary;
- Details of local taxi firms will be provided within the travel information pack;
- Liaise regularly with public transport operators to ensure that information remains valid;
- The TPC will provide details of websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the Transport Direct website and Traveline (Tel: 0871 200 2233); and
- The TPC will also liaise with the local public transport operators and release survey data to the operators to identify travel demands and allow appropriate services to be provided.





### Car Sharing Scheme

- 7.14 The TPC will set up a car sharing scheme / register within 3 months of the initial monitoring period. Residents will be contacted by the TPC to allow potential car sharers to register an interest and provide details of their journey to and from work along with their contact phone number and work location. The TPC will then identify suitable matches for residents that may be able to share their journeys to and from work or for shopping trips.
- 7.15 This could be achieved via an online car sharing scheme, such as the 'CarBUDi' system, or even as a site specific scheme using the 'Liftshare' and/or 'gocarshare' network.



### Car Parking Management

- 7.16 Car parking for residents will be provided on site with spaces allocated for each of the house types on the individual plots.



### Personalised Journey Planners

- 7.17 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.
- 7.18 The personalised journey planners could include:
- Maps showing the location of the correct bus stops to use at either end of the journey along with the accompanying walk route to their origin and destination;
  - Details of how and where to buy tickets, including the current cost for travel; and
  - Timetable information for public transport services used on their journey.
- 7.19 Residents would initially be directed to the Transport Direct journey planning service, with the potential for targeted personalised travel planning following positive feedback from residents.



### Home Shopping

- 7.20 While the concept of home shopping has been around for some time, the increasing availability of internet shopping has resulted in significant opportunities for reducing the need to travel.

- 
- 7.21 Each household could potentially be broadband enabled to allow easy connection to the internet and maximise the opportunity for internet shopping. Almost every type of goods is now available through online retailers, including everyday requirements such as food shopping. In addition, bulky household goods are available to purchase online from electrical retailers which typically already require home delivery. Home shopping also allows competitive price comparison, potentially saving numerous car journeys to a variety of retailers.
- 7.22 The provision of high speed internet and other possible multimedia connections will also enable residents to work from home and therefore reduce the need to travel in some instances.

## **8.0 PLAN MONITORING AND REVIEW**

- 8.1 To establish the success of the travel plan, an effective monitoring and review process must be in place. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review.

### Monitoring

- 8.2 The TPC will monitor travel patterns associated with the site on a regular basis over a five year period, commencing at first occupation of the site. Monitoring will take place in years 1, 2, 3 and 5 with the potential for residents to continue monitoring thereafter on a voluntary basis.
- 8.3 The monitoring of the plan is important for the following reasons:
- It will demonstrate to the local authority the effectiveness of the measures implemented and the progress being made towards the aims and objectives of the travel plan;
  - It justifies the commitment of the TPC and of other resources;
  - It maintains support for the travel plan by reporting successes;
  - It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
  - The data can be shared with any other nearby employment travel plans as well as inform the local authority and public transport operators of local travel patterns.
- 8.4 Questionnaires will be distributed to all households to monitor travel to and from the site and gain an understanding of travel habits. These surveys can be used to monitor the number of residents walking, cycling, travelling by car and public transport to the site. The results can then be compared with the mode share targets identified earlier in this travel plan.
- 8.5 The TPC will agree the monitoring programme with the local authority to ensure that the monitoring procedures are appropriate. The TPC will maintain a monitoring table of progress to key travel plan targets based on the results of the travel surveys. This table will be published and distributed by leaflet to all residents.

### Reviewing

- 8.6 The TPC will undertake a review of the travel plan following the results of each monitoring stage. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the following will be assessed:

- The level of car / non-car usage at the site; and
- Comments received from residents.

8.7 When reviewing the effectiveness of the travel plan, the following questions will be asked:

- Which areas offer the greatest potential for change / improvement?
- Was the initiative implemented by the target date?
- How well used is each scheme / initiative?
- How much did it cost to introduce?
- Is the review process itself effective?

8.8 The TPC will compare the mode share statistics obtained from the annual monitoring to the targets set for the development. The TPC may choose to revise these targets, with agreement with the local authority, in order to maintain a realistic goal for the aims and objectives of the travel plan.

8.9 The TPC will also investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards the aims and objectives of the travel plan. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.

8.10 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review, providing input for travel planning at a strategic level.

## 9.0 ACTION PLAN

9.1 The measures and initiatives summarised earlier will be implemented in order to target specific objectives of the travel plan within particular timescales. These have been included with the action plan, as set out below.

Action	Target Date	Responsibility	Funding
<b>Initial Setup</b>			
Appointment of TPC	At least 1 month prior to occupation	Developer	voluntary
Exchange contact details with local authority	1 month prior to 1 <sup>st</sup> occupation	TPC	n/a
Set up travel plan working file	1 month prior to 1 <sup>st</sup> occupation	TPC	n/a
Obtain public transport timetables	2 weeks prior to 1 <sup>st</sup> occupation	TPC	n/a
Prepare travel information packs	2 weeks prior to 1 <sup>st</sup> occupation	TPC	
Negotiate discounts on cycles and equipment with local cycle shops	2 weeks prior to occupation	TPC	n/a
Confirm delivery location with retailers	2 weeks prior to occupation	TPC	n/a
<b>Following Occupation</b>			
Issue travel packs to residents	Upon occupation	TPC	
Ensure TIB is erected and populated	Upon occupation	TPC	
<b>Monitoring &amp; Review</b>			
Set up resident database	Upon 1 <sup>st</sup> Occupation	TPC	
Resident Travel Survey	Upon 50% occupancy	TPC	
Collect travel plan surveys	Within 3 weeks of issue	TPC	n/a
Analyse and submit progress report to LHA	Within 3 months of completing the survey	TPC	n/a
Undertake travel plan audit and modify where appropriate	Following review by LHA	TPC/LHA	n/a
Report updates to all residents	Within 3 months of anniversary	TPC	n/a
Continue regular monitoring as set out and agreed with LHA	@ 100%, annually for 3 years, bi-annually thereafter	TPC	

## **10.0 KEY TO SUCCESS**

- 10.1 Travel Plan success is dependent on the commitment of the end users and overall management of the plan. Clear information, promotion and ensuring all users are aware of options available to them.
- 10.2 To ensure any difficulties encountered during the implementation process and thereafter are addressed efficiently, contact details for Developer / Management Company; Travel Plan Coordinator; Council travel plan team are contained below.

### **Developer / Management Company:**

Name:

Email :

Phone:

### **Travel Plan Coordinator:**

Name:

Email:

Phone:

### **Local Planning Authority:**

Name:

Email:

Address: