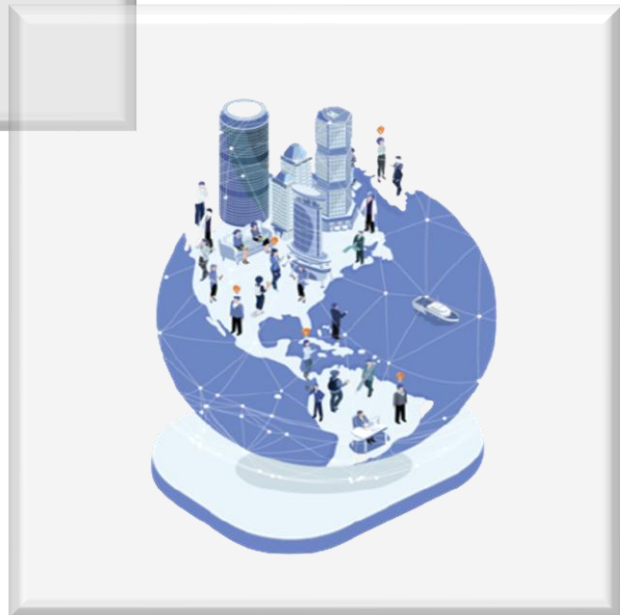




integrated sustainable travel plan

Proposed Distribution Warehouse
Land West of Acornfield Road
Knowsley Business Park, Knowsley
L33 7UG

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APPENDICES

DOCUMENT QUALITY CONTROL	DOCUMENT REF: 1225-TP		
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	14 March 2025		



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CIHT Diversity & Inclusion Charter
The Fisher Cassie Award 1998
The Royal Academy of Engineering Leadership Award 1997



Introduction

Development Proposals

Site Location

Vision

TP Benefits

Action Plan

Key Websites

SITE LOCATION	<u>Land West of Acornfield Road, Knowsley Business Park, Knowsley, L33 7UG</u>
DESCRIPTION	Proposed erection of a 75,000sq.ft building (converted to 6968m ²) which would accommodate a distribution warehouse (Use Class B8 'Storage or Distribution'), associated office, hardstanding, parking and landscaping
CAR PARKING	70 including 8 EV and 7 Accessible
CYCLE PARKING	8 and 4 motorcycle spaces
APPLICANT	Applied Nutrition (AN)
USERS	The term used in this TP to describe / refer to STAFF
TP	This integrated sustainable Travel Plan
TPC / TPO	Travel Plan Co-Ordinator / Travel Plan Officer
ATC	Active Travel Champion
PURPOSE	iTransport Planning (iTP), a specialist Transport Planning member of iPRT Group, has been commissioned by the Applicant to provide an TP to meet the latest Decide and Provide Guidance; deciding (with the support of Users) on a preferred future and then providing the means to help realise that future while accommodating the uncertainty of change ahead that is beyond our control.

SITE LOCATION

- 1.1 The development site is strategically located in the immediate vicinity of the Applicant's manufacturing facilities; **the vision is to introduce efficiency, emissions betterment and streamline AN's operational storage facilities.** At present, the Applicant is relying on two external storage facilities where staff and HGV movements frequent the 3 sites; for example, raw materials are stored in one location then transported to the manufacturing facilities at Acornfield Rd. the manufactured product is then shipped out to storage where it is collected by customers or delivered by AN's distribution vehicles.

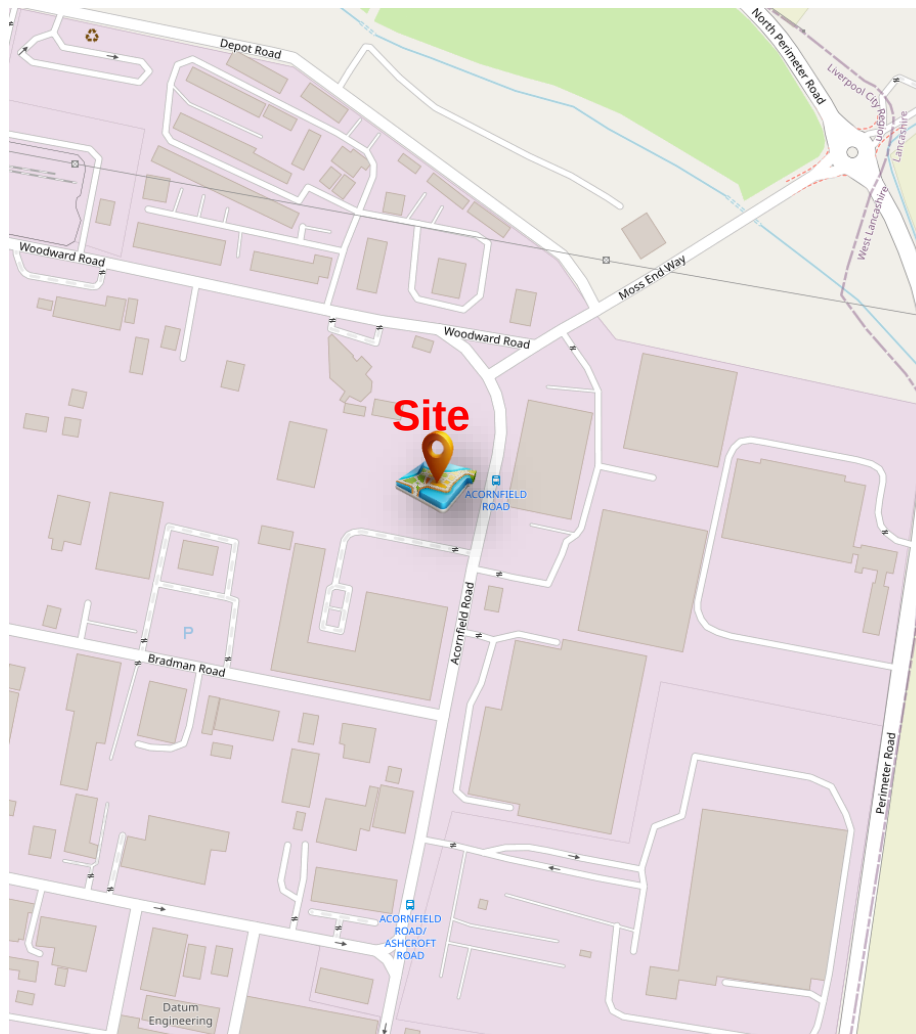


Figure 1.1
Illustrative site location

BUSINESS PROFILE

- ♦ Total number of staff 199
 - Office based 29
 - Manufacturing / Logistics 170
- ♦ Working hours
 - Staff 8am – 6pm
 - Warehouse currently 6am – 6pm, proposed 24 / 7

Doing it Differently!

- 1.2 This TP seeks to introduce and promote measures to support development by utilising best practice techniques to present a robust TP.

Vision



The vision is to have an attractive and beautifully designed connected development with a choice of accessible & sustainable modes of travel in a safe and healthy environment that make walking, cycling, public transport and active travel the first choice for people

Objectives

PRIORITIES	SUSTAINABLE	WELLBEING
Bring services to people to reduce the need to travel	An accessible, sustainable & efficient development in line with MfS, NPPF and other national, regional & local ethos	Good for people and communities
Give people and goods the opportunity to move from door to door by accessible and sustainable transport	Impact minimised and mitigated	Good for the environment
Encourage people to make the change to more	Safe for all road users	Good for places and the economy

TRAVEL PLAN SUMMARY



- 1.3 The overall responsibility for the TP will be managed and operated by the TPC.
- 1.4 Figure 1.2 presents the TP Summary that forms the basis of operating the TP. This summarises identified measures that are proposed and indicates the timing for the start of the measures. It creates positive sustainable transport awareness and culture for the development. This Summary will be reviewed and amended as appropriate as part of the monitoring and review process of the TP.

FUNDING

- 1.5 Appropriate funding will be allocated at the start of the Travel Plan process to cover the costs involved in administering the Travel Plan for the five years. The funding will cover all costs relating to the TPC role, implementation of measures and initiatives, marketing of the travel plan and annual monitoring.

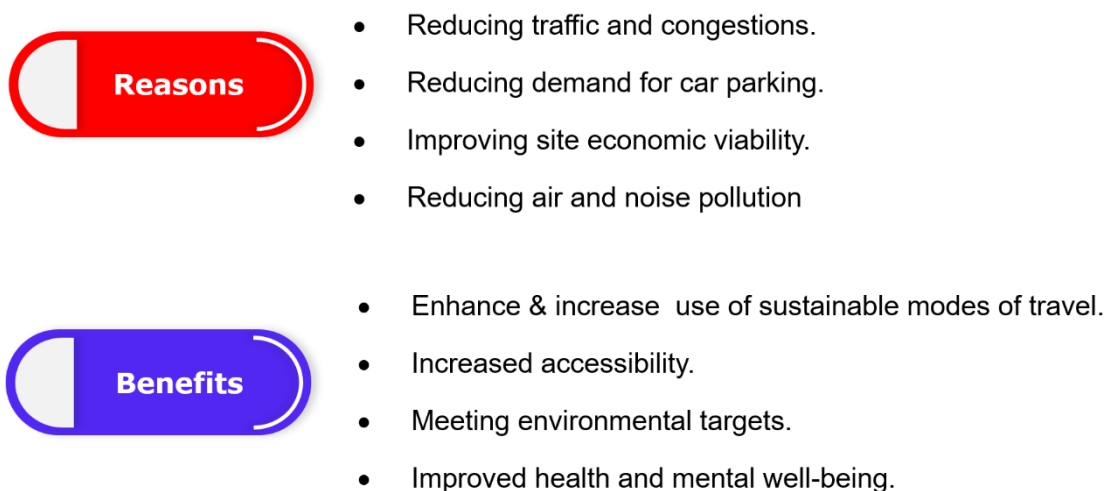
TP PYRAMID



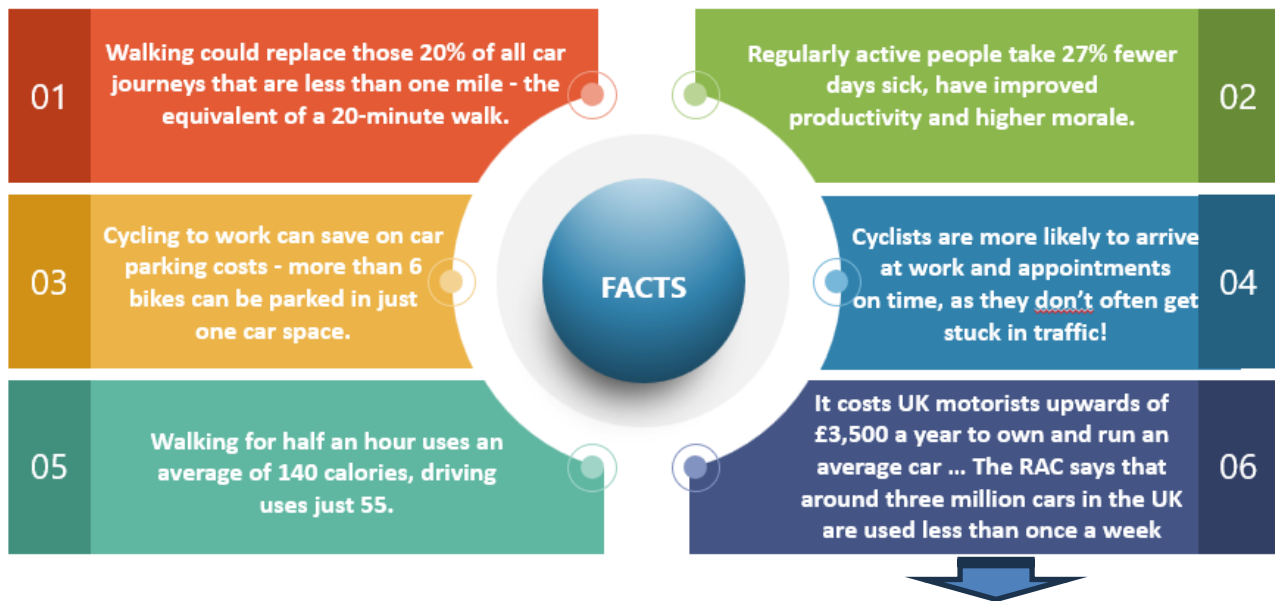
1. 3-6 months prior to occupation
2. Annually
3. Within 3 months of occupation – TBA
4. Ongoing (also in Welcome Pack)
5. Design Stage

Figure 1.2
TP Summary

TP REASONS & BENEFITS



1.6 It makes sense to think carefully about whether a vehicle is needed



Average Car Running Costs UK	
Purchase/Depreciation per year [^]	£1,104
Petrol and Diesel	£1,435
Car Insurance	£484
Repairs and Servicing	£273
Motor vehicle road tax	£141
Parking fees, tolls, and permits (excluding motoring fines)	£44
Garage rent, other costs (excluding fines), car washing, etc.	£31
Motoring organisation subscription (eg AA and RAC)	£18
Driving lessons	£13
Anti-freeze, battery water, cleaning materials	£9
Motoring fines	£4
Annual running costs for a car	£3,556

Source: nimblefins.co.uk

- ◆ Should Cyclists be put off by steep terrain on their route, there is always the option of purchasing an electric bike. Starting at around £500, they have a range of 20–25 miles and also offer both speed and fitness benefits.
- ◆ Motorbikes and scooters cost considerably less to run than a car. For example, 125cc bikes and scooters will do more than 100 miles per gallon, which means a 20-mile daily work commute could cost as little as £5 a week in petrol. Electric scooters are particularly cheap to run – as little as 1p a day with a range up to 40 miles.
- ◆ 18.6million commute alone by car in the UK whilst only 12.3million car-share. If UK motorist's car shared for two days per week, their annual commuting costs could be sliced by over £500.



All of the following Actions will form part of the TPC role/responsibility to promote and publicise. The role is funded by the Applicant.

As part of the future full travel plan, the action table will include start and end or review dates for all actions and a named representative who will be responsible for ensuring that they are carried out. These cannot be specified at this stage but will be reviewed and updated once this is possible.

The following Actions includes ideas and suggestions to assist the TPC – not all ideas need apply and some may not be applicable

KEY

PUBLICITY METHOD	WELCOME PACK	SOCIAL MEDIA	DEVELOPMENT WEBSITE	COMMON AREAS	PUBLIC BOARDS	
	1	2	3	4	5	
TARGET	TPC	ATC	USERS			
	1	2	3			
TARGET DATE	3-6 MONTHS PRIOR TO OCCUPATION	ANNUALLY	WITHIN 3 MONTHS OF OCCUPATION	ONGOING	DESIGN STAGE	ON OCCUPATION
	1	2	3	4	5	6

ITEM	CODE	ACTION	PUBLICITY METHOD	TARGET	TARGET DATE	DETAILS IN CHAPTER
Appoint TPC, Production of Welcome Pack	TP1	Three months prior to first occupation	1, 2, 3, 4, 5	1	1	11
Travel Plan Group & <u>Targets</u>	TP2	The TPC will set up a TP Group(s) to discuss travel-related issues, lead on initiatives such as cycling and walking and introduce where possible ATC to provide means of encouraging and disseminating information concerning the TP and its Actions / Measures.				
		Hold meetings regularly (e.g. quarterly) at the most appropriate day and time to encourage attendance	1	3	3	4, 5
		To increase the number /percentage of those walking, cycling, car-sharing and using public transport by 2% year on year subject to initial survey findings				
REDUCING UNNECESSARY TRAVEL						
Cycling / Walking						
Cycling & Walking promotion as part of healthy living	TP3	Ongoing promotion of cycling and walking as healthy lifestyle choices by making good use of social media, Welcome Pack, etc and include a map of the local area with walking routes and walking / cycling distance boundaries Participate in walking and cycling on special days e.g. bike2work day, Car Free Day, at Work Without My Car Day; Car-free challenge day; sponsored walks; race for life; sports relief, national Walk to Work Week, National Bike Week...etc In social media, Welcome Pack, etc include a map of the local area with cycling routes and walking distance boundaries. Organise a walk and cycle BUDI scheme (WalkBUDI / BikeBUDI) to encourage pedestrians and cyclists to develop their confidence. Walk or cycle to work together or ride at lunchtime, etc	1, 2, 3, 5	3	1, 4	8, 11

		Negotiate discounts on bikes and accessories with local retailers. Provide opportunities for security marking of bikes Provide small rewards for those who cycle/car share (e.g. pen, a box of chocolate, etc.) Raise awareness of any tax incentives / salary sacrifice scheme and promote to all through social media, Welcome Pack and as part of personalised travel planning Within the development redline, improve the quality of walking / cycling routes to encourage active travel.				
Bicycle / Walk User Group (BUG / WUG)	TP4	Set up BUG / WUG to hold meetings at least once every 6 months Offer cycle maintenance classes and cycle training. Help cyclists / pedestrians to devise a cycle / walk route to / from the site	1, 2, 3	3	3	8, 11
Public Transport						
Publicity	TP5	Publicise the proximity of the site to local amenities and the route / connectivity that public transport would provide; timetables, travel information lines etc include in Welcome Pack newsletter and social media. Publicise the financial benefits public transport would achieve and if possible, arrange for 'Transport providers'* to send additional information to provide guidance on personal travel requirements to and from the Site. Promote 'BUDI' scheme if needed Promote the health and financial benefits and make good use of social media	1, 2, 3	3	1, 4	6, 11

		If and when services are improved over time, these will be heavily publicised to encourage maximum take-up. Display and update public transport timetables on the development site's website. Promote Traveline 0871 200 2233 to help with personal travel requirements				
AWARENESS RAISING						
Inform	TP6	Induction handbook / Welcome Pack, the development's website, newsletters, travel plan group and social media to include Travel Plan information, details of public transport, timetables, cycle and walking links, how and where to buy tickets, etc provided to all Make good use of social media & website Website links and information should include details of sustainable mode of travel Within the development redline, improve the quality of walking / cycling routes to encourage active travel	1, 2, 3	3	1, 4	11
PERSONALISED TRAVEL PLANNING						
	TP7	Provide personalised travel plans before or at "first occupation" to ensure that everyone is 'captured' from the very early stages before they are 'set in their own ways'. Measures will be identified to facilitate information being disseminated effectively.	1, 2, 3	3	6	5

CAR USE						
Reduce Car Use & Promote Car Sharing	TP8	Develop a system to encourage Users to travel together, e.g. match up those who live / work near each other; hold a car share and cake / coffee / biscuit morning to introduce potential car sharers to each other. TPC to encourage cycling/ walking / car-sharing to / from work, schools, commuting, leisure and shopping trips Where relevant (e.g. communal parking), mark car share bays in your car park closest to the main entrance. Promotional publicity to be put on the development website, newsletters and social media and Guarantee a ride home if a car sharer is let down Promote Lift Share Week and Car Free Day.	1, 2, 3	3	4	7
REDUCING THE NEED TO TRAVEL						
	TP9	Promote home working, remote working and flexible working (if possible). Encourage Users to check e-mails first thing in the morning at home, and then travel to work later in the day when public transport and the roads are quieter.	1, 2	3	3, 4, 6	7

Public Transport

www.liftshare.com/uk

Liftshare opportunities

www.traveline.info

Public Transport information and journey Planning

www.nationalrail.co.uk

National Rail information & Enquiries

Promotion of Cycling

www.sustrans.org.uk

National Cycle Network

www.cyclinguk.org

Training & Mentoring opportunities for cyclists

www.letsride.co.uk

British cycling – to organise events

www.cyclestreets.net

Cycle routes planning also try www.bikemap.net

www.cyclescheme.co.uk/get-a-bike/how-it-works Cycle to work scheme

Promotion of Walking

www.routeyou.com

Planning of walking routes, app also available

www.livingstreets.org.uk

Events to encourage walking - National Walking Month

www.cyclinguk.org

Training & Mentoring opportunities for cyclists

www.betterpoints.uk

Active Travel Incentives

Personalised Travel Planning

Producing Personalised local travel arrangements for walking, cycling and public transport highlighting

Local website(s) which includes links to

Cycle maps / facilities / cycling groups

Public Rights of Way maps

Walking routes / maps and local walking groups

Telephone numbers to local taxi companies

Discounted fares offered by public transport operators

Local Public Transport





Site Audit

Co-ordination

Objectives & Targets

Public Transport

Car Use

Walking & Cycling

Equality Act

Monitoring & Review

Information, Marketing & Promotion

LOCAL HIGHWAY NETWORK

- 3.1 The Application site is located on the land of the former site of Syntor Fine Chemicals. An existing building is retained on site surrounded by large areas of hardstanding. The site has two existing vehicular access one to the north and one to the south, both from Acornfield Road. The site has no obvious landscaping.
- 3.2 This site is located to the west of Acornfield Road, approximately 50m south from its junction with Moss End Way. The site is within the north east corner of Knowsley Business Park. It is bounded to the north, south and west by other existing industries. To the east is Acornfield Road and beyond that are the buildings of Applied Nutrition.
- 3.3 Acornfield Road is a 30mph two-way single carriageway, bus route, paved footways on both sides, street lighting and its geometry, and that of the adjoining infrastructure / roads network, are designed to accommodate substantial HGV movements (Figure 3.1). It runs along the eastern edge of Kirkby Business Park and acts as an industrial / commercial distributor road for the Park (Figure 1.1).

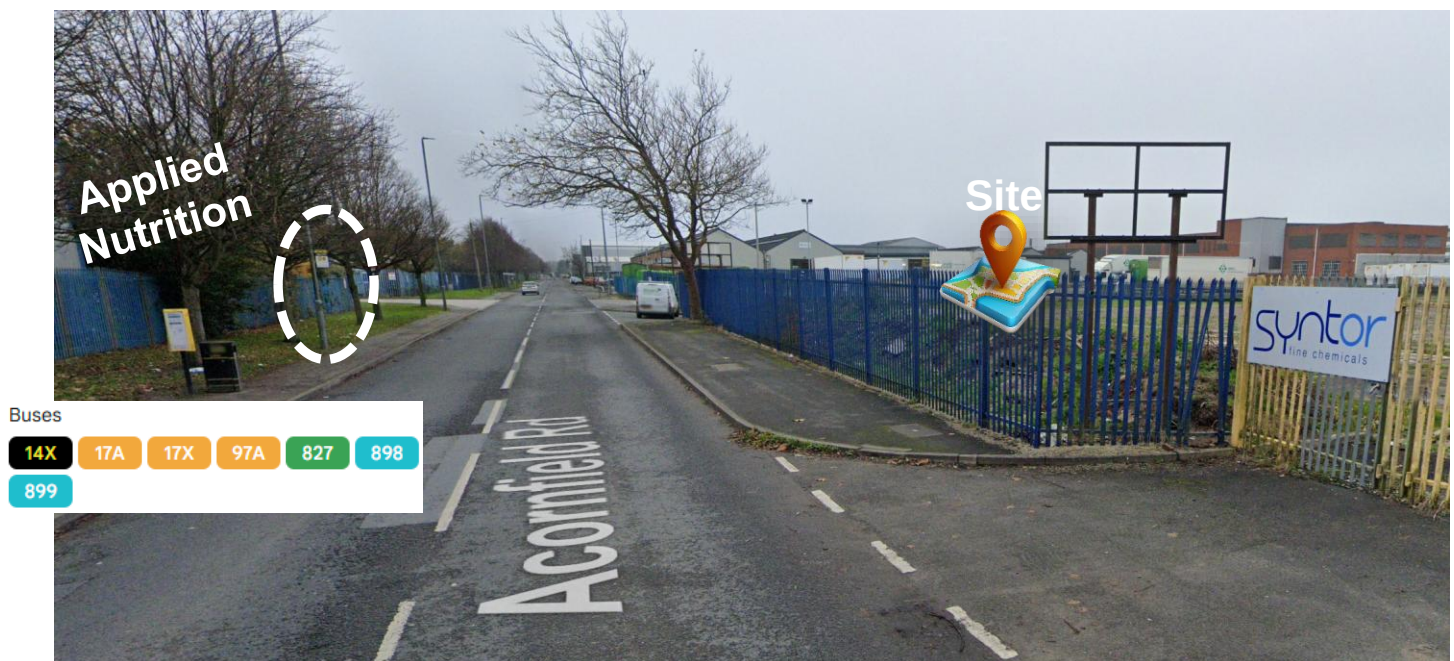


Figure 3.1
Acornfield Road – Key Features

SUSTAINABLE MODES OF TRAVEL

REFERENCES, RESEARCH & ISOCHRONES			
Walking	<i>CIHT Acceptable Walking Distances</i>	Walking is a viable travel choice up to 2km / 25minutes walk Primary Schools up to 1.6km Secondary Schools Up to 3.2km	Ref: 4 & 5
Cycling	<i>CIHT, NTS & Sustrans</i>	Cycling is a substitute for short car trips particularly under 5km and forms part of a longer journey by public transport	Ref: 6
Schools	<i>Primary & Secondary</i>	Primary <1 miles, 80% of journeys are made on foot and 2% cycle 1-2 miles, 69% of journeys are made on foot and 3% cycle Secondary <1 miles, 93% of journeys are made on foot and 2% cycle 1-2 miles, 69% of journeys are made on foot and 3% cycle	
CIHT, DfT & NTS 0306		2km is an acceptable walking distance for commuting Average distance walked 1.4miles / 2.24km Average distance cycles / 85th percentile 4.3km / 7.25km	Ref: 4 & 5
Rail	<i>Incl Tram, Metro, underground</i>	1km is a reasonable walking distance to rail	Ref: 6
Isochrones		400m, 800m, 1.2km, 1.6km, 2km, 5km & 8km	Ref: 3 & 4

Figure 3.1
Sustainable Travel References

Bus Services

3.4 As demonstrated in Figure 3.1, bus stops are in the immediate vicinity of the Application site; the stop is flag n post and serves a healthy quantum of services at good frequency as summarised in Figure 3.2. for simplicity, full timetables are available at <https://www.merseytravel.gov.uk/bus/> <https://bustimes.org/localities/knowsley> <https://www.knowsley.gov.uk/streets-roads-and-transport/getting-around-knowsley/travelling-bus>

SERVICE	ROUTE	*APPROX. DAYTIME FREQUENCY (MINS)		
		M-F	SAT	SUN
14X	Liverpool - Croxteth, Willow Way or Kirkby	4 AM services only, every 15 mins		-
17A / 17X	Kirkby Civic Centre - Liverpool ONE Bus Station	Hourly (c. 30mins between 6am-8am)		
97A	Kirkby Circular (06:30 – 09:13 & 15:50 – 18:35)	30	-	-
827	Huyton Ind Est – Kirkby Admin	One AM service		
898	Page Moss – Kirkby Admin circular	Generally 60		
899	Page Moss – Kirkby Admin circular	60	-	-

Figure 3.2
Summary bus timetables

Rail

3.5 Headbolt Lane Rail is the nearest railway station and is 11 mins cycle ride (3.4km) from the site (Figure 3.3). The station has a substantial 80 cycle storage spaces which deems multi-modal a viable option.

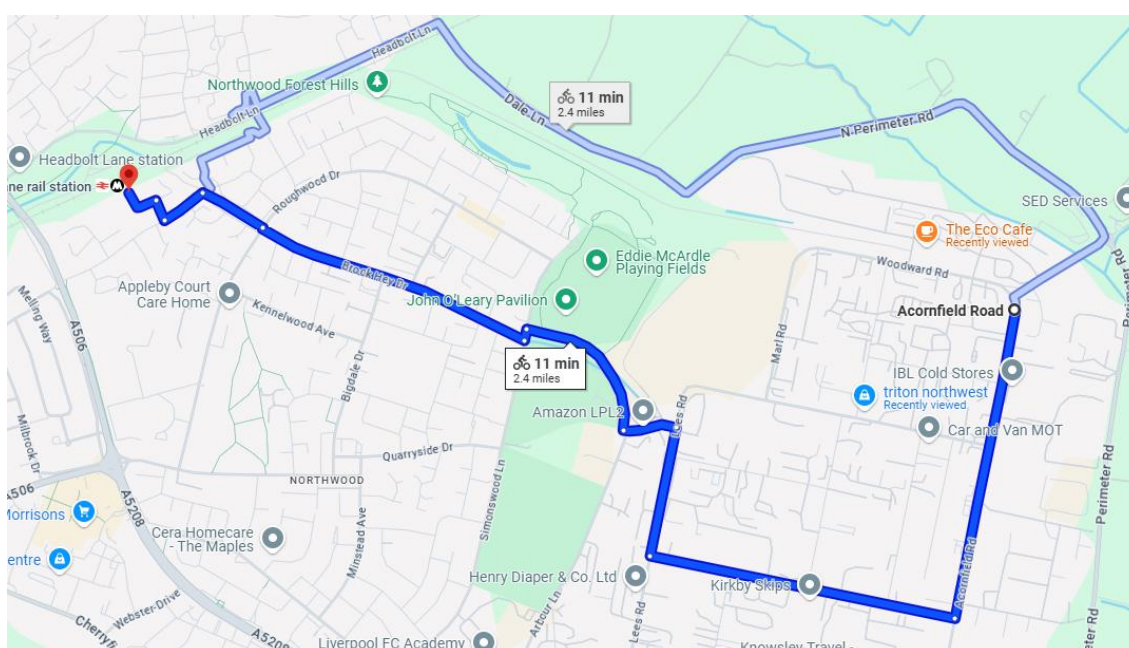


Figure 3.3
Railway station relative to the site

- 3.6 The station is the terminus of the current Merseyrail service to Kirkby and Liverpool Central, which currently has a 4 train per hour service, with trains departing every 15 minutes. The station also serves as the terminus of the hourly Northern service towards Wigan Wallgate.
- 3.7 Almost all Northern services extend beyond Wigan to Manchester Victoria and Blackburn via Todmorden. There is no late evening or Sunday service on this route.

PEDESTRIANS AND CYCLISTS

- 3.8 As would be expected from a well-established commercial / business park, generous footways are provided on both sides of Acornfield Road and generally continuous throughout the adjoining roads network linking the development site to public transport, residential areas and local amenities.
- 3.9 Further, although the Business Park has no cycle routes, it is nonetheless in close proximity of a substantial cycle network linking the Business Park to Kirkby and Knowsley as demonstrated in the extract below and Appendix 4.

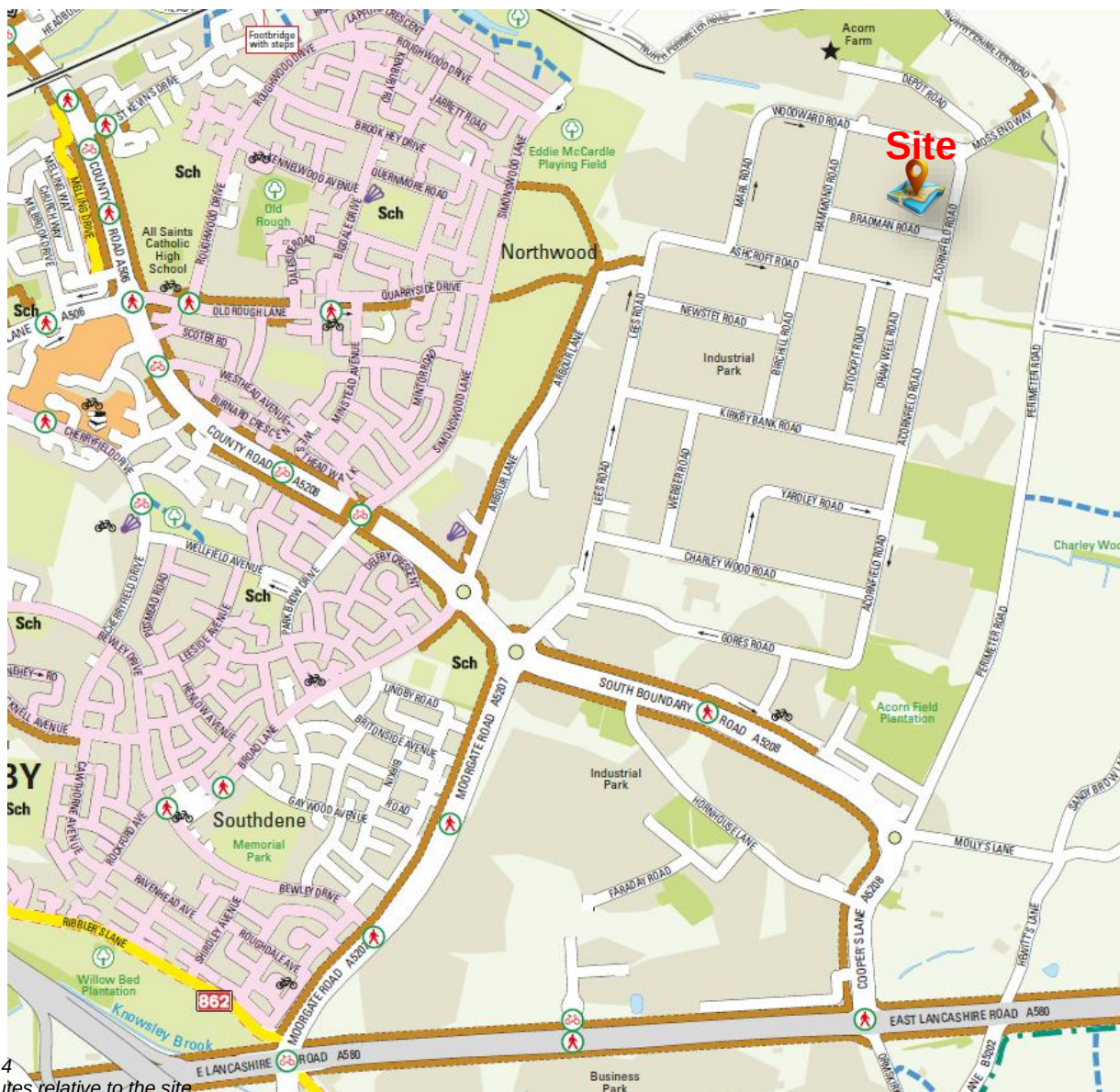


Figure 3.4
Cycle routes relative to the site

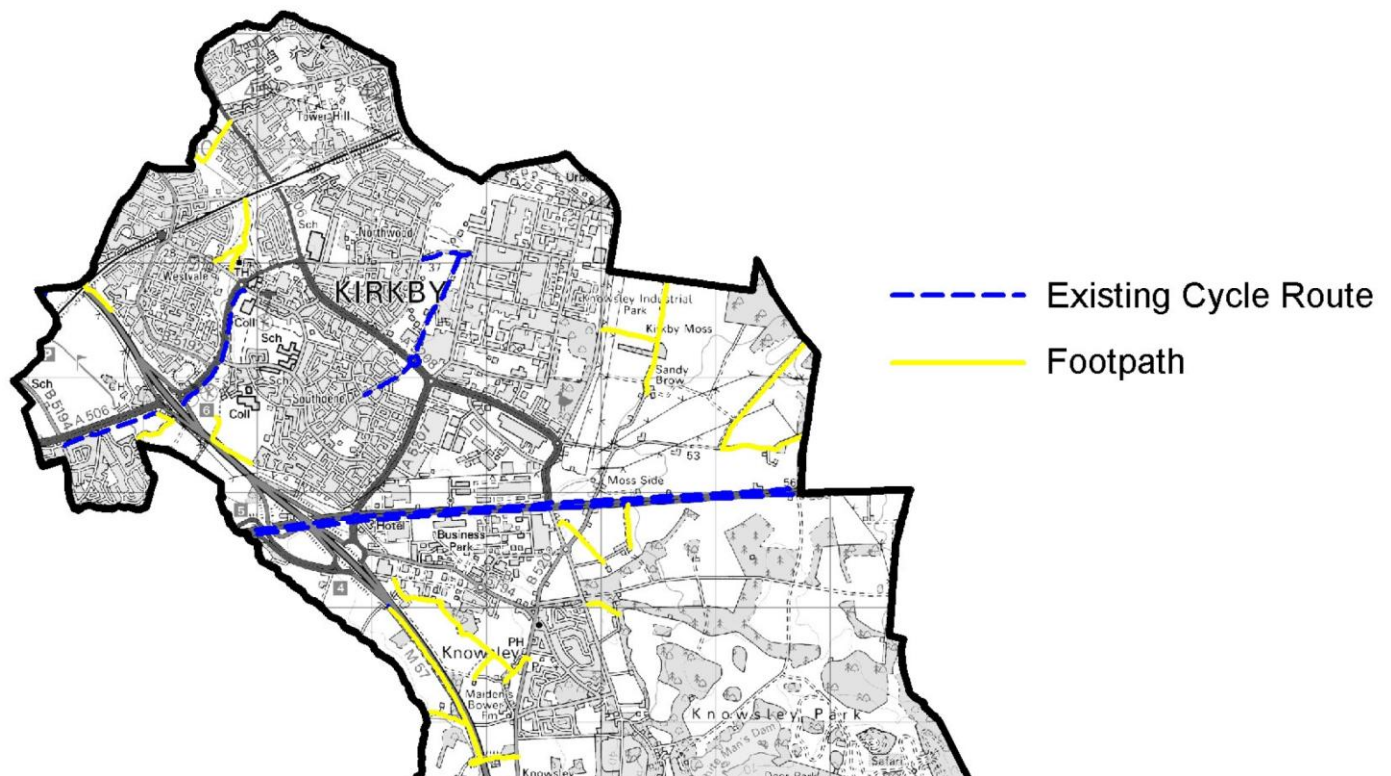


Figure 3.5
Cycle & Pedestrian routes relative to the site

Local Amenities

- 3.10 Key to this type of development is its proximity to public transport, residential areas and nearby coffee shops / café / restaurant / sandwich shops for staff sustenance.
- 3.11 Figure 3.6 demonstrates the proximity of the development site to a number of food shops and appendices 3 and 4 illustrates the extent of reach up to 2km walking and 5km cycling. Other key amenities are attached in Figure 3.7 which are well within cycling distance.

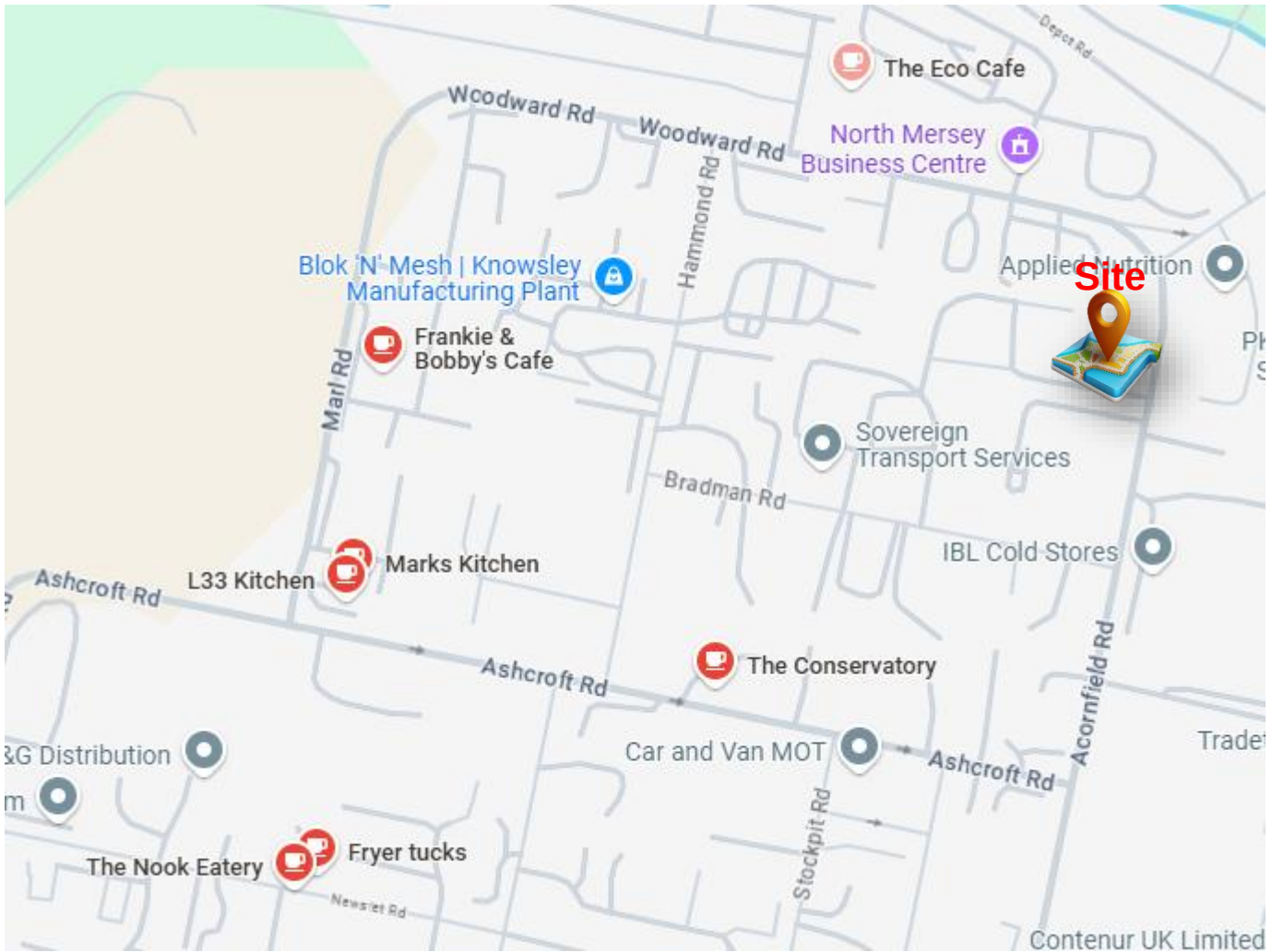


Figure 3.6
Food shops in the vicinity of the site

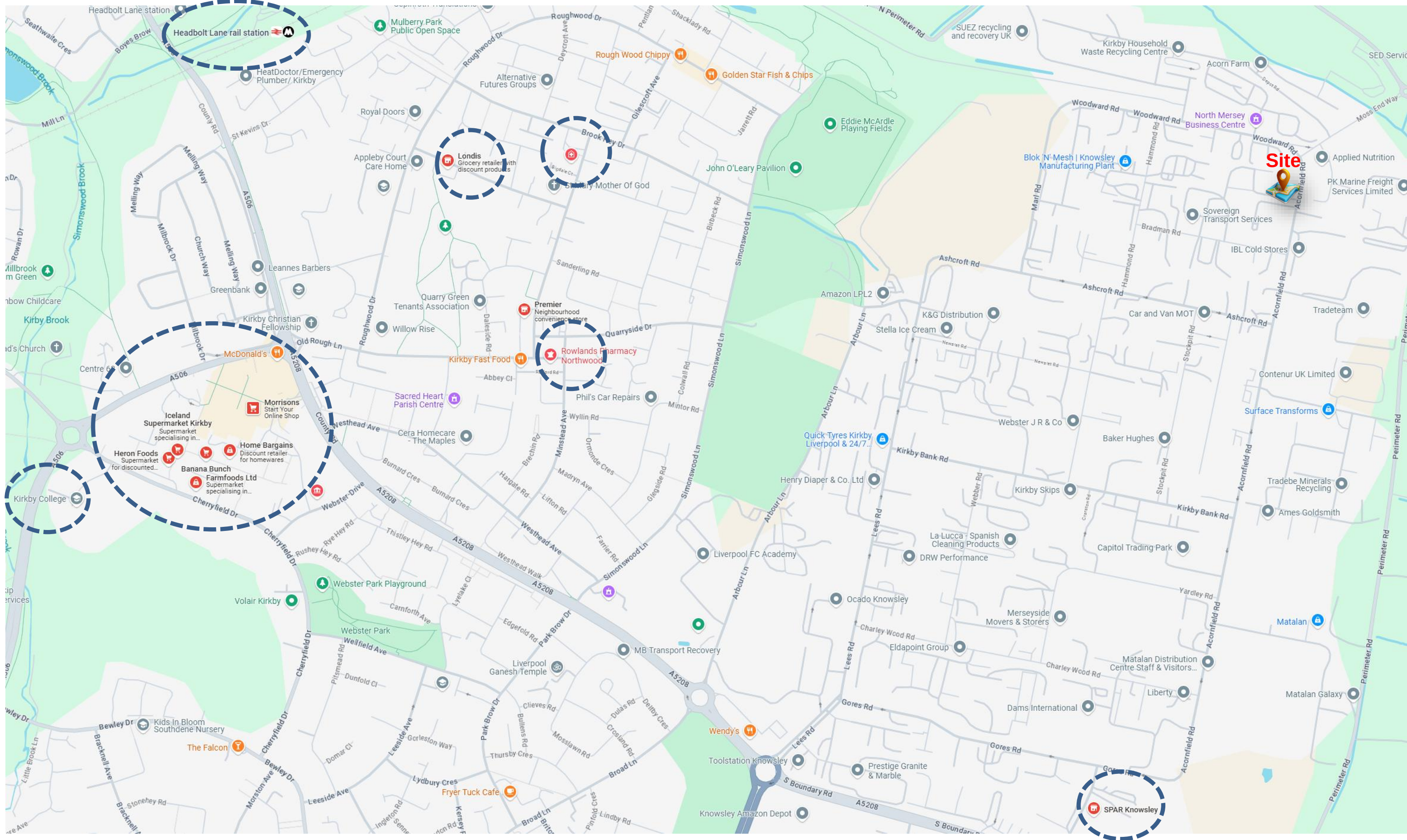


Figure 3.7
Key amenities relative to the site

Accessibility Summary & Compliance with Policy

3.12 In line with the NPPF, it has been demonstrated that the development is situated in a sustainable location offering staff access to:

- ◆ Local employment.
- ◆ Key local amenities to support their work environment and residential areas.
- ◆ A much-needed EV charging provision; and
- ◆ Better local air quality as a result of reduction in HGV movements.

- 4.1 The key to the success and implementation of this TP is to involve Users at potentially all stages. This would be achieved by the allocation for the role of the TPC who has the overall responsibility for the TP. The TPC responsibilities would include (but not limited to):

Overseeing the performance and implementation of the TP as a whole

Co-ordinating the TP with management support

Being the point of contact for travel queries

Liaising with the Council, Key stakeholders, Public Transport Operators

Preparing an annual review and report

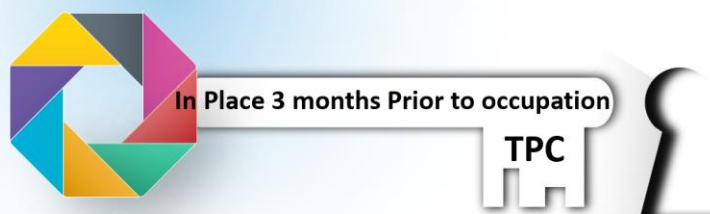
Expanding objectives, set targets, and develop monitoring methods

Taking forward ideas and views about travelling to and from the site

Co-ordinating the completion of the travel surveys and develop new measures in response to results

Promoting sustainable travel campaigns as appropriate

Communicating information about developments within the TP



Name: XXXXXX

Tel: XXXXX

Email: XXXXXX

All confirmed 3 months prior to occupation

- 4.2 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the LPA Travel Plan Officer (TPO) and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.
- 4.3 The TPCs will be in place for a **minimum** of 5 years to ensure that the TP initiatives and targets are maintained [as specified in Chapter 5 – a **minimum** of 2% year on year for 5 years, i.e. 10% from the initial target] and were possible, improved.

TRAVEL INFORMATION TO ALL

4.4 The TPC will:



4.5 The TPC role will be funded by the Applicant. The TPC will set up a working group(s) and **Active Travel Plan Champions** (Appendix 6) who will collectively work closely to ensure targets are met. In the unlikely scenario that targets are not met, Remedial Measures will be put in place as discussed in Chapter 10.

“The Objective is to have an attractive and beautifully designed connected development with a choice of accessible & sustainable modes of travel in a safe and healthy environments that make walking, cycling, public transport and active travel the first choice for people

Promote accessibility by sustainable modes of transport using all possible mediums including social media

Good **permeable** design that encourage walking and cycling as a preference for local trips

Promote **healthy** lifestyles and sustainable vibrant communities, through the promotion and improvement of sustainable travel choices

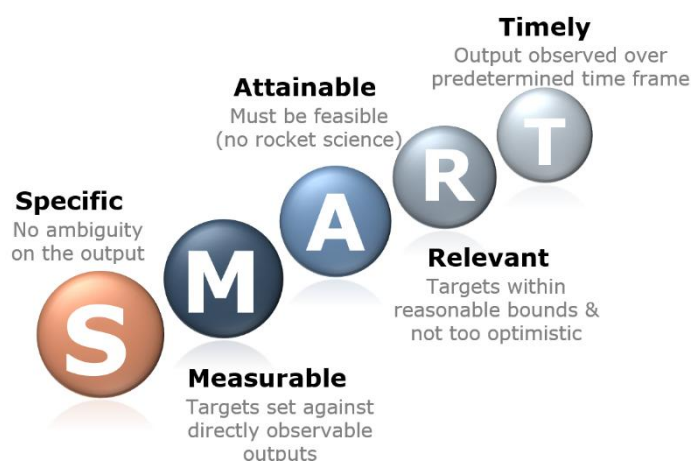


Contribute towards the development's '**Green**' credentials

Increase travel **choices** and reduce the need to travel by non-sustainable modes

Obtain robust travel information and conduct surveys to monitor the travel plan against **targets**

- 5.1 The term 'targets' is used with Travel Plans to cover any measurable aim that will be monitored and is agreed with the local authority to be an important indicator of the TP's effectiveness.
- 5.2 The TP is a tool identified by the LPA to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at a national level, the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria (as defined for example by the DfT, 2004). The SMART criteria adopted for this TP that are consistent with the criteria identified by the DfT are:



- 5.3 This TP includes targets that need to be agreed with the local highway authority. The performance of the TP is monitored by reference to the achievement of the targets. It is preferable that targets be based on and reflects current actual travel choices. The TPC will work with the Users and set up a working group, meeting quarterly to ensure the drive and target of the TP are met, and remedial measures are undertaken if targets are not met.
- 5.4 *The TPC will put in place measures to ensure that a Travel Survey is undertaken 3 months after substantial occupation – the level of occupation is to be agreed with the TPO/LPA. The TPC would aim to have the initial SOV reduced by an average of 2% by year 1 and for each of the following 4 years [i.e. average 2% year on year = up to 10% in five years]. These targets would be reviewed after the completion of the initial travel survey.*
- 5.5 A potential initial target modal split could be [subject to initial survey findings and bearing in mind the Census Data, Figure 5.2]:

MODE	BASELINE (SUBJECT TO INITIAL SURVEY)	MEASURING PROGRESS	5-YEAR TARGET* Person (%)**	ACTUAL		
				2026	2027	...2031
Working from Home	0.1%	survey number of Users walking, cycling, car-sharing and using public transport	0 (0%)			
Underground / Metro / LRT	0.2%		0 (0%)			
Train	1.4%		0 (0%)			
Bus, Coach	6.3%		20 (10%)			
Taxi	0.9%		0 (0%)			
Motorcycle	1%		2 (1%)			
Car / Van (SOV)	74.6%		128 (64%)			
Car-share	9.6%		30 (15%)			
Bicycle	2.2%		10 (5%)			
On Foot	3.4%		10 (5%)			
Other	0.2		0 (0%)			

*Modal split may vary from the indicative targets listed for walking, cycling, public transport and car-share

**number of Users / Persons are based on 200 staff

Figure 5.1
Potential initial modal split targets

MULTI-MODAL MODES OF TRAVEL

5.6 To estimate the likely modal split associated with travel to/from the proposed development, Census Data was provided by the Office of National Statistics relating to the existing Workplace and usual residence by method of travel to work (2001 specification) (Workplace population)- database WP7103EW. The entire Commercial / Business Park was selected (Figure 5.2) and the summary findings are attached in Figure 5.3.

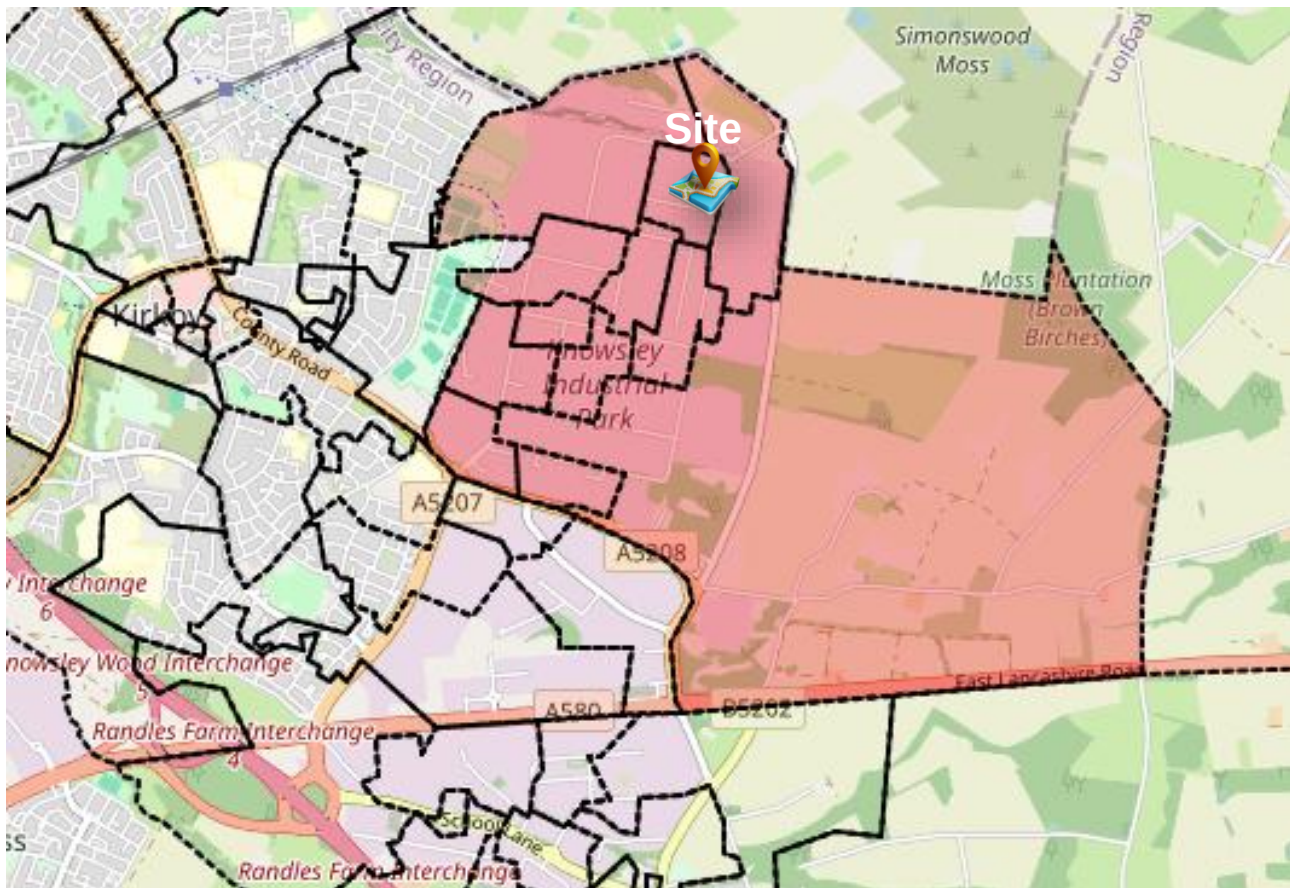


Figure 5.2
2011 Census Data – place of work selection

Method of travel to work	E330029 86	E330029 87	E330029 88	E330029 89	E330029 90	E330029 91	E330029 92	E330029 93	E330029 94	E330061 57	E330061 58	TOTAL	%age
All categories: Method of travel to work	1,339	561	712	612	1,036	2,313	796	500	727	1,153	864	10,613	100.0%
Work mainly at or from home	14	0	0	0	0	0	0	0	0	0	0	14	0.1%
Underground, metro, light rail or tram	6	0	2	0	4	2	4	0	0	0	2	20	0.2%
Train	44	16	8	6	14	20	10	2	13	10	10	153	1.4%
Bus, minibus or coach	94	21	70	38	62	140	101	26	40	46	31	669	6.3%
Taxi	16	8	16	2	4	14	4	4	10	10	6	94	0.9%
Motorcycle, scooter or moped	10	6	2	10	4	32	6	6	6	6	21	109	1.0%
Driving a car or van	934	426	487	442	779	1,806	513	386	533	933	677	7,916	74.6%
Passenger in a car or van	98	52	87	84	107	183	83	52	101	80	87	1,014	9.6%
Bicycle	36	6	12	14	26	40	24	16	20	32	12	238	2.2%
On foot	81	24	26	14	34	70	50	8	4	34	18	363	3.4%
Other method of travel to work	6	2	2	2	2	6	1	0	0	2	0	23	0.2%

Figure 5.3
2011 Census Data – %age modal split

PERSONALISED TRAVEL PLANNING [PTP]

- 5.7 PTP is a proven technique that delivers measurable and sustained reductions in car use, increasing levels of physical activity, reducing traffic congestion and helping to tackle climate change. Previous project examples have achieved an average reduction in car driver trips of at least 10%, with corresponding increases in active travel and the use of public transport and a reduction in the distance travelled by car by 12%.
- 5.8 It does this by addressing the subjective barriers to greater use of sustainable travel, for example by raising awareness of alternative travel options and responding to misperceptions of journey time and length.
- 5.9 The 'core service' involves offering Users free tailored information and support, enabling them to walk, cycle and use public transport more often. Research has shown that four out of five trips either start or finish at home, so there is huge potential for reducing car driver trips and achieving a modal shift by closely working with Users.

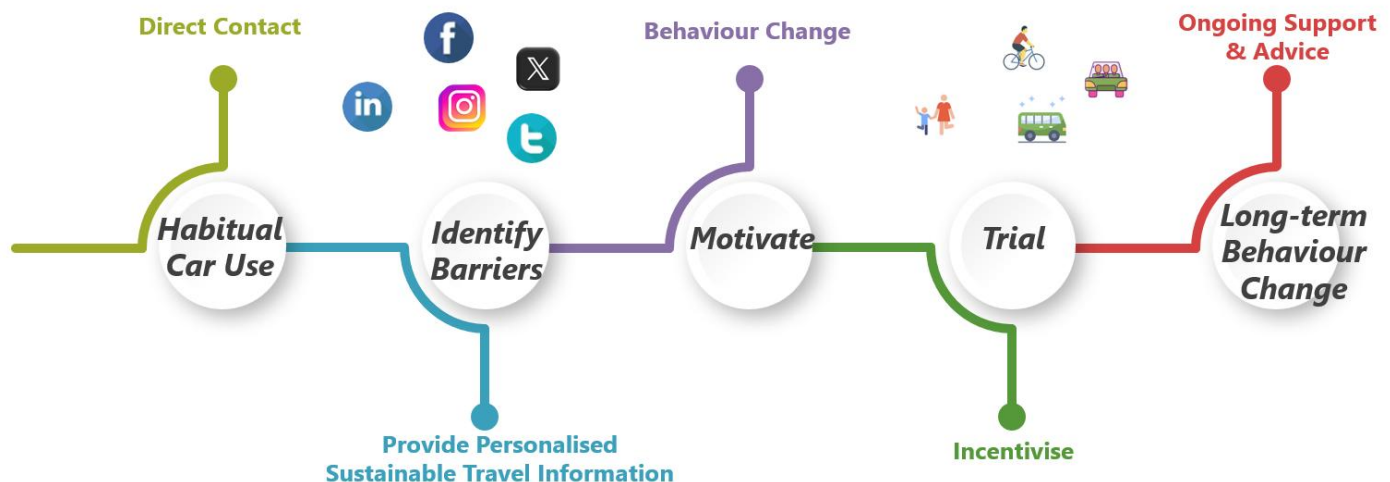


Figure 5.4
Interaction between the PTP process and personal decisions

- 5.10 Creating a personalised travel plan involves a short interview to find out where and when you travel and what journeys you (and possibly your family) make during the week.
- 5.11 We then spend time researching the options available and will provide you with information on public transport and cycle routes for example.
- 5.12 We may also be able to provide you with details about local community initiatives in your area to reduce car dependence.
- 5.13 It should be noted that Sustrans has reported the results of implementing personalised travel planning schemes to households in a number of locations. The results are summarised below in Figure 5.4.

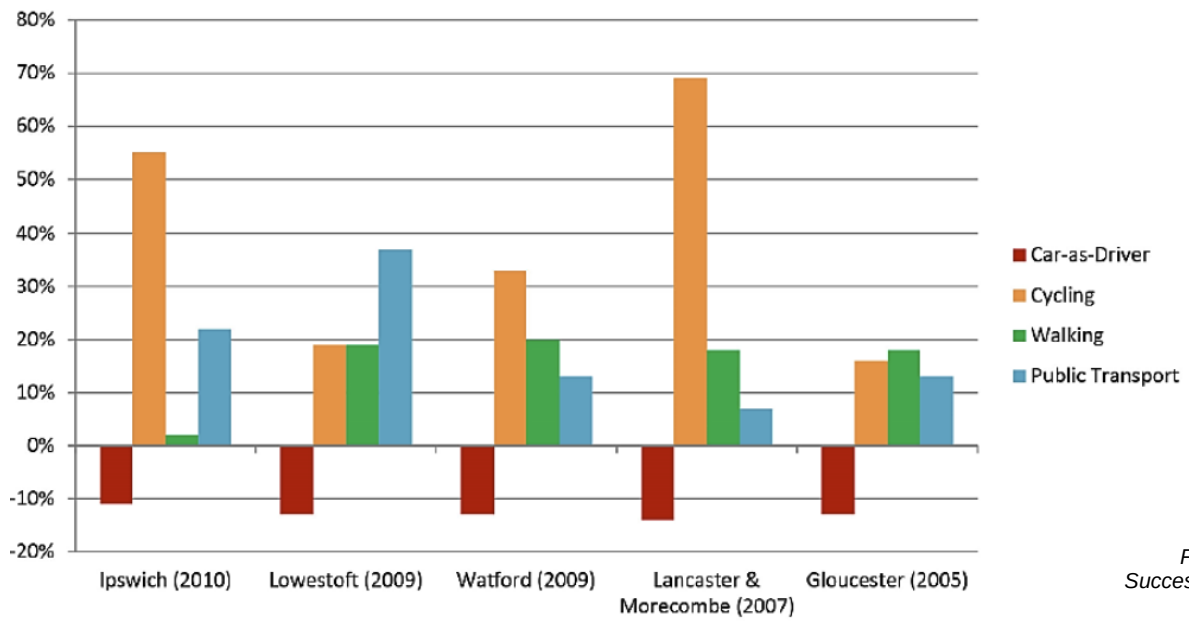
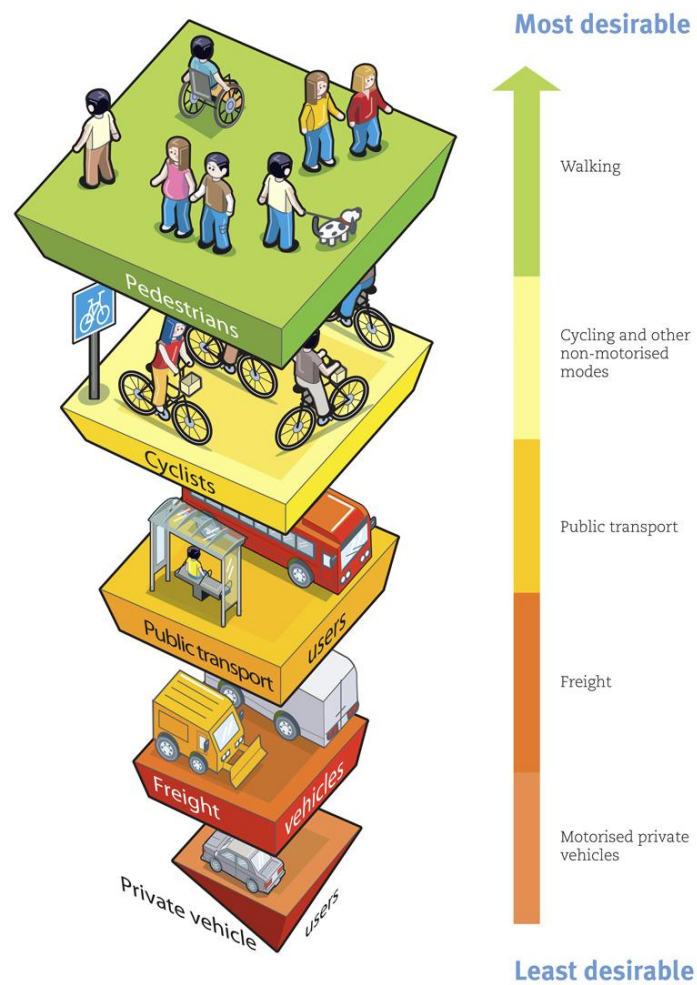


Figure 5.5
Success of PTP

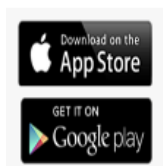
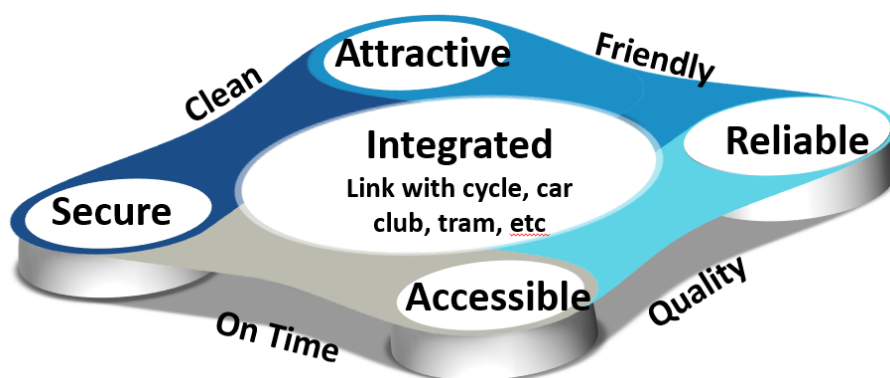
Be Prepared to Choose Another Way!



- 6.1 A key objective of the TP is to ensure adequate public transport services are available for travel to/from the site and to promote this to all Users.
- 6.2 The induction / Welcome packs will include information on public transport & local services including stops, routes, destinations and frequency of services. This is aimed at creating a public transport 'culture', highlighting the options available and the commitment to providing practical assistance to those wishing to travel by public transport.
- 6.3 The TPC will endeavour to support the LPA / TPO and work with transport operators to maximise future opportunities to access the site by public transport.

INCENTIVISATION

- 6.4 When comparing costs, remember that with a car you need to include any car running costs, depreciation of the vehicle over the year, as well as fuel. So it's well worth anyone considering buying a weekly or monthly season ticket for bus, train, tube or tram instead.
- 6.5 For longer distances by train or bus, big savings can be made by booking saver tickets in advance or by purchasing a number of separate journeys with a ticket for each leg of the route. See more at www.trainsplit.com
- 6.6 It is therefore imperative that everyone is accustomed to the availability and benefits of public transport from initial occupation to ensure users are accustomed to its use before being affected by 'car use habit'.
- 6.7 To achieve that, the TPC will promote public transport as:



UK Bus Checker app – available for iPhone and Android. The app lets you plan local and national journeys, see live bus timetables and buy mobile tickets.

- 7.1 The objective of the TP is to provide a framework that manages car use effectively and efficiently that is compatible with the TP objective of contributing to traffic reduction. Further, the approach to car use must be complementary to other TP measures aimed at promoting and achieving sustainable travel patterns for the site.

Car Share

- 7.2 For some commuters the only available travel choice is a car. Encouraging car-sharing can make best use of existing vehicles, save commuters' money, reduce congestion and protect our environment. Car Sharing is also an effective tool in managing parking demand by reducing the number of vehicles parking at a given site.
- 7.3 The benefits of car sharing will be promoted by the TPC. All Users will be given details of car-sharing schemes such as www.liftshare.com, www.gocarshare.com, www.faxi.co.uk, www.liftshare.org, www.2plustravel.com, <http://www.carplus.org.uk/car-sharing-clubs/list-ofcar-clubs/> in the 'induction / Welcome' pack and encouraged to sign up. Car-sharing:
- ♦ Reduces the number of cars on the road, reducing pollution, congestion and parking problems
 - ♦ Reduces stress if you don't do all the driving yourself
 - ♦ It's sociable
- 7.4 The above will provide the opportunity to safely search for car-sharing partners who undertake similar journeys at similar times of the day. The more Users who register with GoCarShare, Liftshare or 2plustravel, the more likely they will find a match for their journey. Therefore, periodic promotion of this service by the TPC is likely to be beneficial.
- 7.5 The TPC would further encourage everyone to car share by establishing formal or informal car-sharing schemes.

Guaranteed Ride Home

- 7.6 To get the best benefits of a car share scheme, it is highly recommended to set-up a Guaranteed Ride Home (GRH) service with the employer; If a car-sharer is forced to use an alternative mode of transport to get to or from work due to their normal car sharing option not being available, then their employer's GRH scheme covers the cost e.g. a taxi fare.

HOME WORKING (*viable option for some roles*)

- 7.7 Depending on the type of work carried out by employees it might be viable to work from home. Even working from home just one day a week would further reduce any car parking congestion. There are increasing evidence that home working and 'active travel' can improve staff retention & health. Check (& promote) www.workwiseuk.org for information on **smarter** working.

Full details are included in Appendix 6

- 8.1 Cycling is one of the easiest ways to fit exercise into daily routines, plus it saves money and is environmentally friendly. Cycling is an easy way to introduce physical activity into everyday life. Regular exercise reduces stress and heart disease and can improve general health, reducing sickness levels.
- 8.2 If the journey is only a mile or two, it's better to walk instead; It takes roughly 15 – 20mins to walk a mile depending on how quickly one walks. Whether walking to work or taking the kids to school, not only does it not cost anything, but it also cuts down on pollution and congestion.
- 8.3 In the world of exercise, walking stands out as the most down-to-earth activity, offering incredible benefits for both body and mind, influencing everything from your physical health and fitness to your mental wellbeing.

Walking & Cycling Routes

- 8.4 Promote www.routeyou.com as an urban walking journey planner for the UK. Get a route map between any two points, including your journey time, calorie burn, step count and carbon saving. It's quick, free, healthy and green.

Groups & BikeBUDI / WalkBUDI

- 8.5 Set up a BUDI scheme, a simple, free to use facility that matches up cyclists and pedestrians with those willing to give cycling and walking a try.
- 8.6 Further, it is essential that:
- ◆ Information about the opportunities available for walking is highlighted in the Induction / Welcome Pack that will be provided to all Users (existing & new). Users should be advised to regularly consult www.routeyou.com www.livingstreets.org.uk & www.pathsforall.org.uk for walking support information.
 - ◆ Further, www.cyclestreets.net provides algorithmically detailed routes based on accessibility, lay of the land and ease/speed/congestion of the route and this would be a useful tool to assess the ease and speed of home to work route.
 - ◆ Other websites to be promoted includes but not limited to: www.livingstreets.org.uk www.walk4life.info <https://www.verywellfit.com/walking-4157093> www.sustrans.org.uk
 - ◆ The TPC set up a Bicycle User Group (BUG), Walking User Group (WUG) supported by a BUDI scheme to work with Users to promote the health and financial benefits of walking and cycling and assist them in devising Travel Routes to and from their place of work, residence, study, commute, leisure, etc.
 - ◆ The TPC will highlight and promote the above through social media, website, posters, etc.

- 9.1 Awareness of the Equality Act 2010 and accessibility requirements of those with special needs is an integral part of the design's accessibility principles; inclusive design will be observed based on the best guidance available such as BS8300, The Sign Design Guide, BB102, Inclusive Mobility, Accessible Sports Facilities, to name but a few.
- 9.2 Where relevant, dropped kerbs, tactile paving and addressing the needs to users with Sensory impairments (e.g. visual and/or hearing); Mental illnesses (e.g. depression, stress, anxiety, phobias, bipolar disorder, schizophrenia, etc); Learning disabilities (e.g. autistic impairments, dyslexia, down syndrome, etc); Mobility and dexterity impairments; Communication impairments; Physical coordination impairments and Memory/concentration impairments will be provided within the site boundary.



SOCIAL EXCLUSION

- 9.3 The accessibility of the site by sustainable transport modes promotes social inclusion, by providing affordable means of getting to and from a place of residence and reducing the potential for exclusion of non-car owners. The TP further perpetuates this by promoting sustainable transport options.

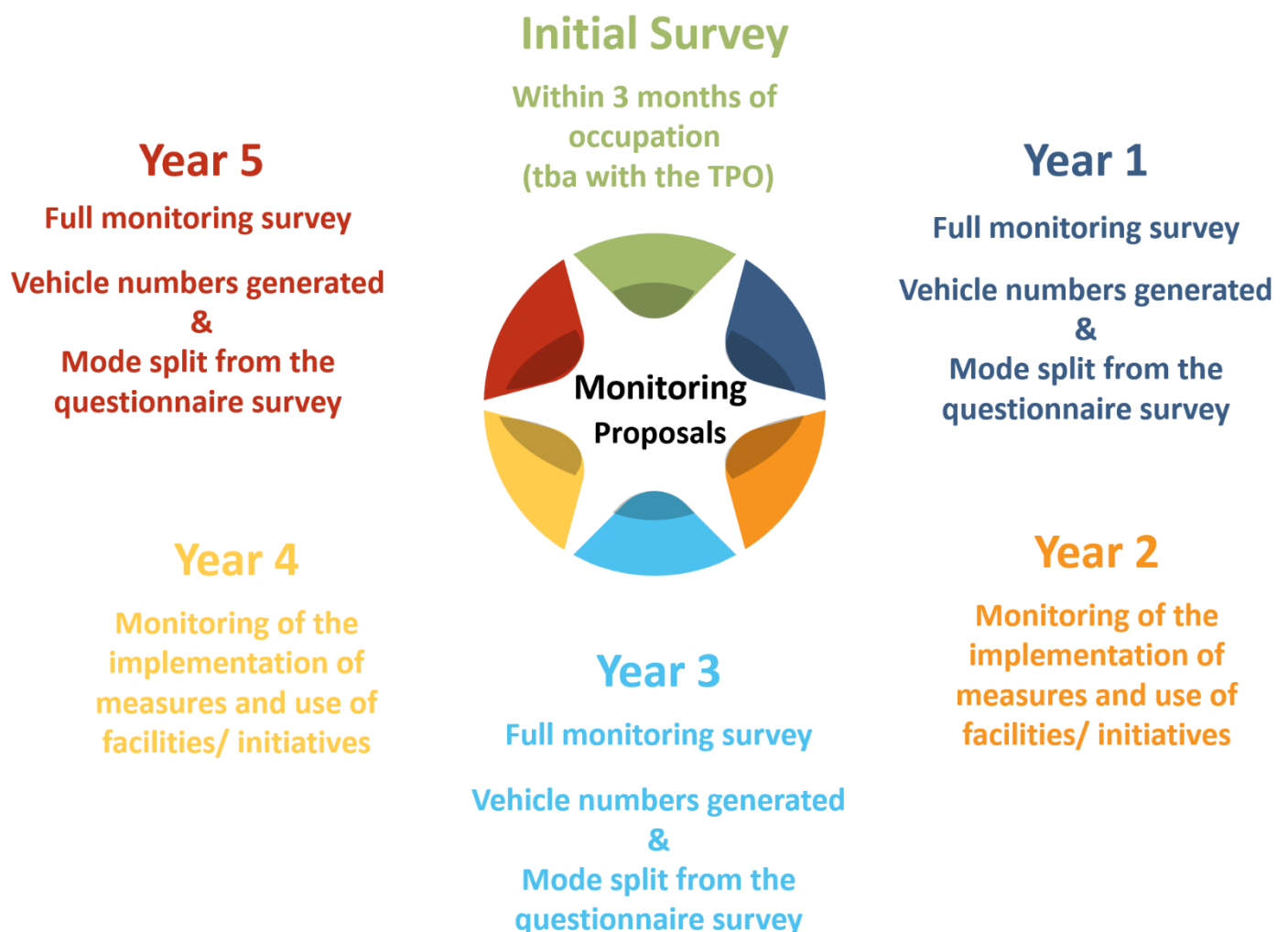
- 10.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured. It is important that flexibility is retained to amend the TP according to circumstances and the monitoring and review process provides the mechanism for this. The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time.
- 10.2 An initial Travel Survey will be undertaken within 3 months after the occupation of a representative number of Users which will be agreed with the TPO. The first annual survey will be undertaken one year after the initial survey and repeated annually in years 2-5 inclusive.
- 10.3 The results of the Travel Survey would be reported in the Monitoring and Review report and submitted to the TPO within one month to provide a factual basis for reappraising the TP targets, in the context of the SMART criteria.
- 10.4 The annual 'Monitoring & Review' report would set out how the TP has been operated throughout the year, providing a record of key information. The report will assess the efficiency of TP measures that have been pursued throughout the year and based on this, reach conclusions about the measure to be taken forward for the coming year, as well as the targets to be adopted.
- 10.5 Upon completion of the 5th year review, and provided that targets are met, the TP will be handed over to a 'Users group' who would continue to drive forward the ethos and Actions of the TP.



SURVEYS

- 10.6 The Travel Surveys could be iTrace compliant, via ModeShift, STARS, use the illustrative example in Appendix 1 or any specific LPA template and should include as a minimum:
- ♦ Background questions such as home location, work location, age.
 - ♦ Journey related questions such as time of day and mode; and
 - ♦ Stated and revealed preference questions to identify potential measures that would be effective in changing travel behaviour.
- 10.7 The TPC will be responsible for overseeing the completion of the surveys and results will be submitted to the TPO within one month of survey completion.
- 10.8 The surveys will enable a review of this TP and a validation of the provisional modal share targets. The surveys will be used to establish appropriate mode share indicators on which the proposed targets and Travel Plan measures can be developed and reviewed.

- 10.9 Therefore the aim is that the results of the surveys will aid the TPC in ensuring that progress is being made. If deemed appropriate, and in line with the objectives of this TP, measures may be modified or intensified to ensure targets are met. Any modifications to the measures or targets set out in this TP will be made in agreement with the LPA Travel Plan Officer.
- 10.10 The surveys will enable a review of this TP and a validation of the provisional modal share targets. The surveys will be used to establish appropriate mode share indicators on which the proposed targets and Travel Plan measures can be developed and reviewed.



- 10.11 If targets are achieved, no further monitoring is required. If targets are not achieved by Year 5, monitoring to continue. **The cessation of monitoring may only be appropriate once it has been demonstrated that the travel patterns of the development are in line with the targets and objectives of the Travel Plan.**

Remedial Action

10.12 The TP would have been operating for 5 years during which surveys would have been undertaken, monitoring reports produced and close monitoring / supervision would have been provided by the Council's Travel Plan Officer. In the remote and unlikely scenario that targets are not met, the TPC will:

- ◆ Continue in their role until targets are achieved.
- ◆ Undertake intensive publicity campaigns to ensure that targets are achieved.
- ◆ Further funding allocated to provide support to the travel plan coordinator, arranging open days for cycle users, walk groups or those interested in becoming WalkBudi, community coffee mornings, etc
- ◆ Work with Car Club companies to introduce a vehicle on site.
- ◆ Work with local companies to introduce cycle hire on site.
- ◆ Increase TPC funding to intensify personalised travel planning offered.
- ◆ Work with key employers to provide financial incentives paid to employees who find alternatives to the car.
- ◆ Increase the frequency of surveys to identify and intensify focus on the successful Actions The group(s) will undertake intensive publicity campaigns to ensure that targets are achieved.
- ◆ Public transport taster tickets (maximum 4 weeks up to a maximum value of £100 or their equivalent value in cycle / walk vouchers) provided to Users free of charge.



- 11.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having a range of TP initiatives if stakeholders are not adequately informed of them and persuaded to try them.
- 11.2 The TPC would work with the LPA / TPO transport initiatives and where possible, take part in regional and national travel plan initiatives, such as Bike Week, At Work Without My Car Day, Cycle2Work or Walk2Work, etc.
- 11.3 The TPC would ensure that high-quality information (e.g. Welcome / induction Pack as relevant) are readily available and well disseminated immediately upon taking occupancy / key handover; this is administered by the TPC (or their onsite representative).
- 11.4 The TPC will ensure that they provide people with the information they need as this is one of the most important elements of Travel Plan marketing. To motivate a change in people's travel behaviour, they will need easy access to at least the following information:

- ◆ TP objectives.
- ◆ TPC - description of role and contact details.
- ◆ Public Transport (bus, rail, metro, tram, etc) routes and timetable information.
- ◆ Walk - plans showing the location of amenities within walking distance.
- ◆ Cycle - information about local routes, internet information sources.
- ◆ Car share / Car Clubs - information about the benefits of car sharing/car clubs.
- ◆ Information about the range of services, local amenities and other support services.
- ◆ Links to websites such as journey and route planners.
- ◆ Details of your site facilities, such as cycle storage.
- ◆ Details of any upcoming events such as cycle to work days or travel workshops.

- 11.5 Information should be provided by a variety of means including:

- ◆ Marketing events could be organised for the site such as a free 'cyclists' breakfast' or a 'car share coffee morning'.
- ◆ Newsletter, Leaflets, social media and email.
- ◆ Information, promotions, special offers, discounts, key sustainable transport initiatives, etc.
- ◆ Occasional promotional initiatives; and
- ◆ Users 'Induction / Welcome Travel Pack'



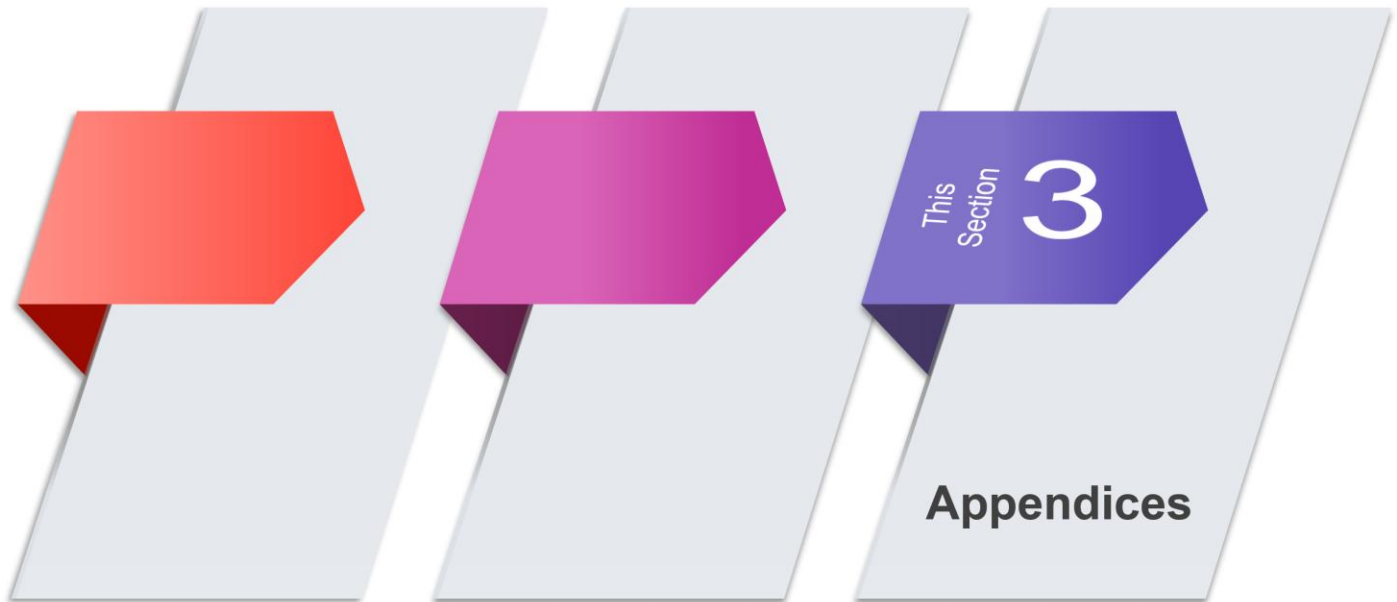
- 11.6 The information listed above to be made available to and brought to the attention of all new and existing Users.
- 11.7 The TPC will continue to seek and invite feedback/suggestions from Users for improvements / modifications to the TP. The Travel Survey will provide an opportunity for this, and other mechanisms / opportunities for receiving feedback should be sought/identified by the TPC. Information about this will be included in the annual Monitoring and Review report prepared by the TPC and submitted to the council TPO.

TRAVEL PLAN PROMOTION

- 11.8 There are a variety of marketing tools and channels that the TPC can use to communicate the Travel Plan. These include things such as newsletters, e-bulletins and the internet. It's important to use the existing communication methods as these will be familiar to people and will have been developed in line with the organisation's needs and culture. A good marketing strategy will use as many of the available channels as possible. Here are some suggestions for marketing tools and channels that the TPC could use for the plan:

TOOLS	CHANNELS
Travel Plan Summary Travel Plan Information Leaflet Walking and cycling maps Public transport timetables Poster campaigns Memos and briefing notes Newsletters and magazines Launch event	development website Email Notice boards Direct mailing Social media (Twitter / X, Instagram, Facebook, etc) Promotional events Travel advice surgeries/ workshops/ 'drop in' sessions

- 11.9 The TPC will:
- ◆ Let people know what travel options are available, what the benefits are and how to make the change.
 - ◆ Explain the reasons for the Travel Plan, who it is aimed at and what you are hoping to achieve.
 - ◆ Explain the real cost of modes, such as purchasing a rail season ticket rather than paying each day.
 - ◆ Show the commitment of senior management to the Travel Plan to highlight its importance.
 - ◆ Promote events such as walk-to-work days.
 - ◆ Highlight case-studies such as a Users who has started cycling and what benefits they've had.



- 1.0 Illustrative TP Questionnaire(s)
- 2.0 Development Proposals
- 3.0 Walk Isochrones
- 4.0 Cycle Isochrones
- 5.0 Bus Timetables
- 6.0 Ideas to Support the TPC



TRAVEL PLAN SURVEY

XXXXXXXXXXXXXXXXXX

Gender

- ☐ Male
☐ Female
☐ Other

General Job Description, for example

- ☐ Management
☐ Administration

How Often Do You Work From Home?

- ☐ I never work from home
☐ Less than once a month
☐ 1 - 4 times each month
☐ Approximately once a week
☐ 2 – 4 times per week
☐ more or less every day

Home Postcode

☐

Are you registered blue badge holder?

- ☐ Yes
☐ No

Employment Status

- ☐ Full Time – Permanent
☐ Part Time - Permanent
☐ Full Time – Temporary
☐ Part Time - Temporary

☐
☐
☐

Your current job role, do you feel that it would be a realistic option for you to work from home, even occasionally?

- ☐ Yes
☐ no
☐ I already work from home

About you would travel

Do you newly always travel to work using the same wall of transport?

- ☐ Yes
☐ No

How do you currently get to work? Please tick the mode of transport that you used to travel to work in the correct columns to show how often you use each mode.

	Every day	more than once a week	about once a week	few times per month	less than once per month
Bus					
Car					
Car share					
Cycle					
Motorcycle					
Park-and-ride					
Taxi					
Train					
Combination (e.g. train & cycle)					





How far do you live from your normal place of work?

- ☐ Less than 1 mile
- ☐ Between one and 2 miles
- ☐ Between two and 5 miles
- ☐ Between five and 10 miles
- ☐ Between 10 and 25 miles
- ☐ More than 25 miles

Do you consider that you could walk to work?

- ☐ Yes
- ☐ No

How long does it currently take you to travel to work on an average day?

- ☐ Less than 15 minutes
- ☐ Between 15 and 30 minutes
- ☐ Between 30 and 45 minutes
- ☐ Between 45 and 60 minutes
- ☐ Over an hour

Do you consider that you could cycle to work?

- ☐ Yes
- ☐ No

What time do you arrive at work each day? (please tick)

	Monday	Tuesday	Wednesday	Thursday	Friday
Before 7 AM					
Between 7 AM and 7:30 AM					
Between 7:30 AM and 8 AM					
Between 8 AM and 8:30 AM					
Between 8:30 AM and 9 AM					
Between 9 AM and 10 AM					
After 10 AM					

What time do you leave work each day? (please tick)

	Monday	Tuesday	Wednesday	Thursday	Friday
Before 3 PM					
Between 3 PM and 4 PM					
Between 4 PM and 4:30 PM					
Between 4:30 PM and 5 PM					
Between 5 PM and 5:30 PM					
Between 5:30 PM and 6 PM					
After 6 PM					

Is the area you live in served by regular bus service?

- ☐ Yes
- ☐ No
- ☐ Don't know

If there is a bus, approximately how often does this service run?

- ☐ Every 10 minutes
- ☐ Every 15 minutes
- ☐ Every 20 minutes
- ☐ Every 30 minutes
- ☐ Every 60 minutes
- ☐ Less than hourly
- ☐ I don't know
- ☐ Not applicable, there is no bus

How close do you live to your nearest railway station

- ☐ Less than 2 miles
- ☐ Between two and 5 miles
- ☐ Between five and 10 miles
- ☐ More than 10 miles
- ☐ Don't know





ONLY CAR COMMUTERS TO COMPLETE

Car Users

if you currently drive to work, what are your main reasons for doing so

- | | |
|--|---|
| ☐ I drop off/collected children on the way to/from work | ☐ I have no alternative |
| ☐ I use the car for other personal business on the way to/from work | ☐ Personal security |
| ☐ I use my vehicle during the day for work purposes | ☐ General convenience |
| ☐ I car share/give a lift/get a lift | ☐ I have a disability that affects my travel choices |
| ☐ It's quicker than other modes | ☐ Other |
| ☐ It's cheaper than other modes | |
| ☐ I have a lot to carry | |

Where do you normally park your car when you come to work?

- | | |
|--|--|
| ☐ On-site parking | ☐ Nearby free public car park |
| ☐ Park and Ride site | ☐ Nearby on street parking |
| ☐ Nearby pay and display car park | |

Do you ever have a difficulty finding a parking space?

- ☐ Yes – frequently
☐ Yes – occasionally
☐ No

On your journey to work do you ever get stuck in a level of traffic that you feel is unacceptable?

- | | |
|---|--------------------------|
| ☐ Yes – frequently | ☐ |
| ☐ Yes – occasionally | ☐ |
| ☐ No | ☐ |

On your journey home from work do you ever get stuck in a level of traffic that you feel is unacceptable?

- ☐ Yes – frequently
☐ Yes – occasionally
☐ No

If you use your car for work purposes, but having access to company/car club vehicles make it possible for you to leave your car at home?

- | | |
|---|--|
| ☐ Yes, car at work | ☐ Yes, car club |
| ☐ No | ☐ Not applicable, that's not why I bring my car |

Do you drive an electric vehicle or hybrid

- ☐ Yes
☐ No

If you do drive an electric/vehicle that requires charging, do you have difficulty in finding an EV charge point(s)?

- | | |
|------------------------------|--------------------------|
| ☐ Yes | ☐ |
| ☐ No | ☐ |





EVERYONE TO COMPLETE

PUBLIC TRANSPORT MEASURES

Would you consider using public transport to travel to and from work?

- ☐ Yes
☐ No

If you would **consider** using public transport, which of the following possible measures would give you enough motivation to try?

- | | |
|---|---|
| ☐ More easily available information | ☐ More direct routes |
| ☐ More modern waiting facilities | ☐ Cheaper fares |
| ☐ Bus stops closer to home | ☐ More frequent services |
| ☐ Bus stops closer to work | |
| ☐ Faster journey times | |
| ☐ Interest free salary loans payable over 12 months for purchase of season tickets | |
| ☐ Not applicable as there is no public transport near to where I live | |
| ☐ Nothing would encourage me to use it | |

If you would never consider using public transport to work, which of the following statements do you think most some of the reasons for this

- | | |
|--|--|
| ☐ There is no public transport near to where I live | ☐ It takes too long to get about |
| ☐ The public transport is not frequent enough | ☐ I like my own space when travelling |
| ☐ It would not fit in with my lifestyle | ☐ I have too much to carry |
| ☐ It is too inconvenient | ☐ I need my car for work |
| ☐ It is too expensive | |

CYCLING MEASURES

Would you consider cycling to work?

- ☐ Yes
☐ No

If you would **consider** cycling, which of the following possible measures would give you enough motivation to try?

- | | |
|---|---|
| ☐ More readily available information on cycle routes | ☐ Modern showering/changing facilities |
| ☐ Safer cycle routes near to where I live | ☐ Lockers for cycling gear and clothes |
| ☐ Safer cycle routes around work | ☐ Employer discounts at cycle shops |
| ☐ More cycle storage facilities | ☐ Not applicable as I live too far away to cycle to work |
| ☐ Safer cycle storage facilities | |
| ☐ A scheme that allows me to buy a bike and pay through my salary over instalments | |
| ☐ Even though I live close enough, nothing would encourage me to cycle to work | |

If you would never consider cycling to work, which of the following statements do you think would sum up the reasons for this?

- | | |
|--|--|
| ☐ I live too far away | ☐ I don't feel confident on a bicycle |
| ☐ It would never fit in with my lifestyle | ☐ The weather is too unpredictable |
| ☐ It's too dangerous | ☐ The city air is too polluted |
| ☐ It would take too long | ☐ I have too much to carry |
| ☐ I need my car for work | ☐ |





WALKING MEASURES

Would you consider Walking to work?

- ☐ Yes
- ☐ No

If you would **consider** walking, which of the following possible measures would give you enough motivation to try?

- | | |
|---|--|
| ☐ More readily available information on walking routes | ☐ Free issue of pedometer's |
| ☐ Improvements to the quality of footpaths | ☐ Free issue of personal safety alarms |
| ☐ More lighting in pedestrian areas | ☐ Employer discounts at cycle shops |
| ☐ More CCTV covering pedestrian areas | ☐ Not applicable as I live too far away to Walk to work |
| ☐ Modern showering/changing facilities | ☐ Nothing would encourage me to walk to work |
| ☐ Lockers for walking gear and clothes | |
| ☐ Interest free salary loans payable over 12 months for purchase of walking/outdoor gear | |
| ☐ Employer discounts at outdoor gear shops | |
| ☐ | |

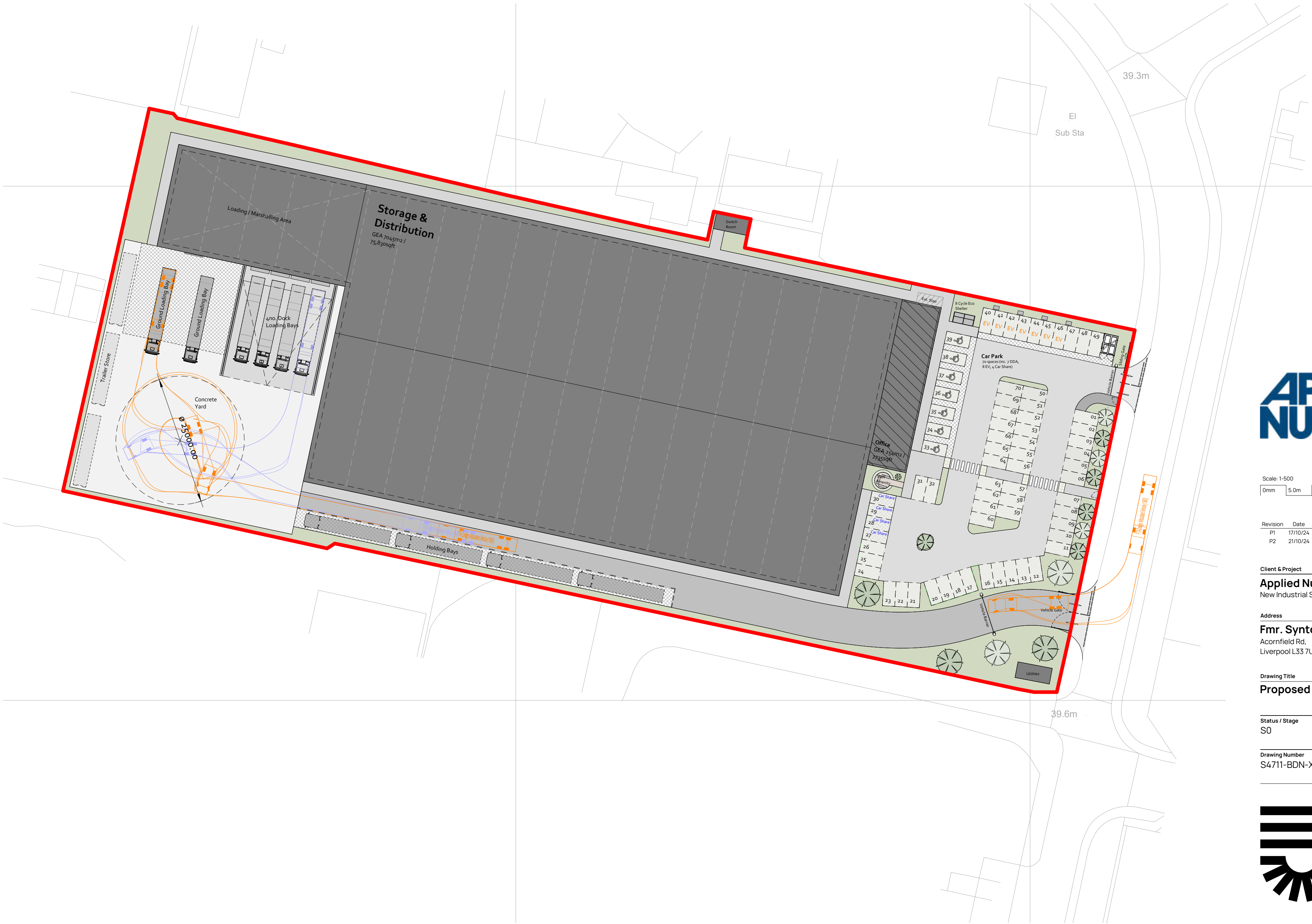
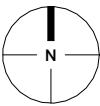
If you would never consider walking to work, which of the following statements do you think would sum up the reasons for this?

- | | |
|--|---|
| ☐ I live too far away | ☐ I need my car for work |
| ☐ It would never fit in with my lifestyle | ☐ The weather is too unpredictable |
| ☐ I don't like the idea of walking around on my own | ☐ The city air is too polluted |
| ☐ It would take too long | ☐ I have too much to carry |





Do not scale from drawings unless by agreement with Architect/Engineer. Work to figured dimensions only. Check all dimensions on site prior to commencing the works. Drawings to be read in conjunction with other relevant consultant information. Where any discrepancy is found to exist it should be reported to the Architect/Engineer immediately.



Scale: 1:500
0m 5.0m 10.0m 20.0m 30.0m

Revision	Date	Issued	Description
P1	17/10/24	JW	Initial issue
P2	21/10/24	JW	Office Revision

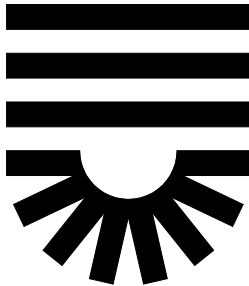
Client & Project
Applied Nutrition
New Industrial Storage Unit & Office

Address
Fmr. Syntor Fine Chemicals Site
Acornfield Rd,
Liverpool L33 7UG

Drawing Title
Proposed Site Plan (Option 1)

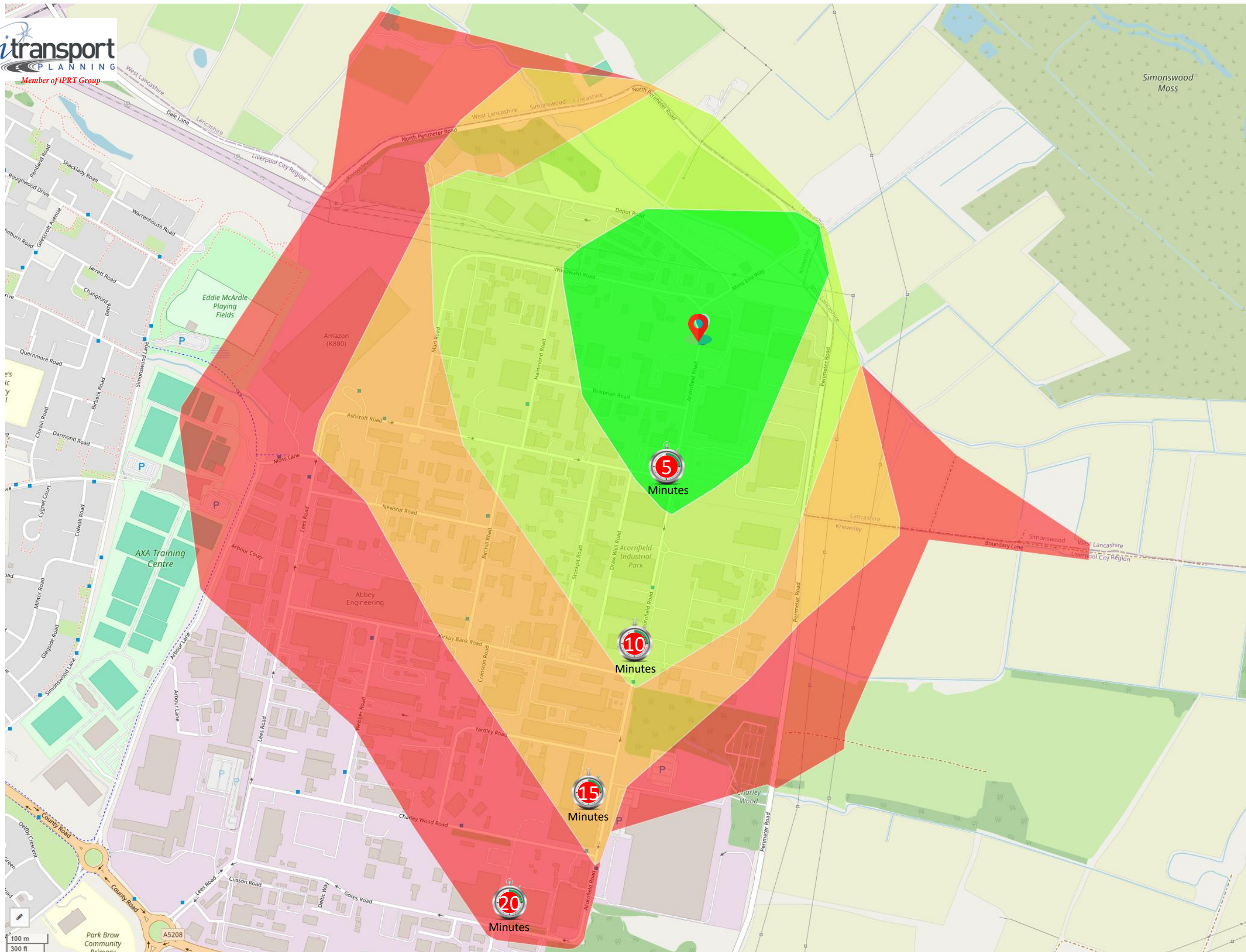
Status / Stage	Scale @ A2	Drawn	Checked	Approved
S0	1:500	JW		

Drawing Number	Revision
S4711-BDN-XX-XX-DR-A-(05)5001	P2



Established 1983.
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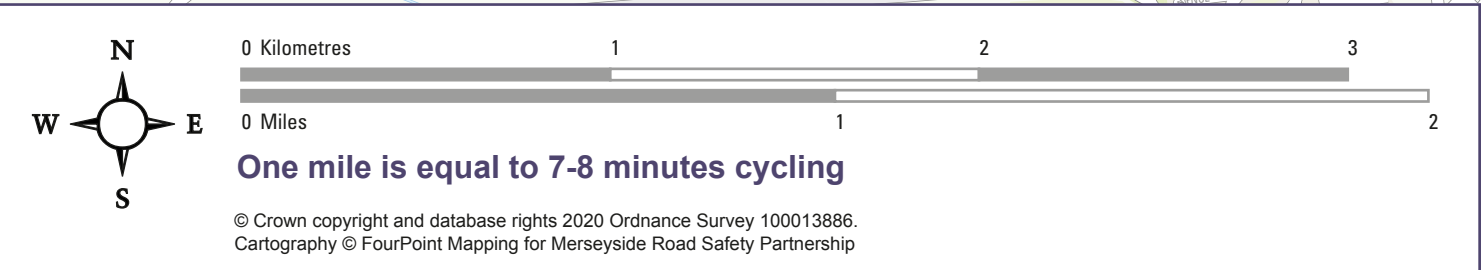
TITLE <i>Illustrative Walk Isochrones</i>	NOTES These isochrones are intended to provide an illustration of the potential extent of isochrones and not intended to be precise distances	DRAWN BY RAH	DRAWING REF W-001
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C-001



- | | |
|---|--------------------------------------|
| Off-road cycle track | National Cycle Network route number |
| Bridleway | Trans Pennine Trail |
| On-road signed cycle route | Bus station |
| On-road cycle lane | Pedestrian crossing |
| Restricted access - no motor vehicles | Cycle crossing |
| 20mph street | Cycle parking / Secure cycle storage |
| Footpath - please walk | Loop Line access point |
| Motorway / Major route | Public Green Space |
| One way / Cycle contraflow | School |
| Steep hill (arrow points downhill) / Advanced Stop Line | Attraction |
| Railway station (with name) | Library |
| Borough boundary | Public convenience |
| Knowsley Safari Park | Leisure centre |
| Local centre shopping areas | Hospital |
| Prominent building | Knowsley Velodrome & BMX Track |



Will be included as part of the initial Travel Plan

Forum Topics

Events

Initiatives & Promotional Ideas

Tips for Marketing & Communication

Monitoring Reports

Successful Campaign

Working Groups

Developing a Brand

Games & Challenges

Planning a Journey

Car-Share Savings

How to Drive Sustainably

Promoting Walking & Cycling

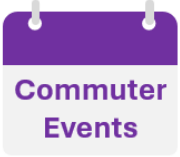
Active Travel Champions

The following table sets out provisional topics for initial forum / Travel Plan Group meetings. Additional meetings may be appropriate if initiatives become available and require promotion to the Travel Plan Forum (such as through Smarter Choices Smarter Places scheme or other funding streams).

ALL MONTHS ARE ILLUSTRATIVE

MONTH	TOPICS	
	Travel survey planning	Planning and preparation for survey in April / May (or the survey anniversary date) and how this will be promoted to maximise response.
	Bike Week	Discuss what activities will be provided as part of Bike Week (for example June / July) and how this will be promoted to maximise participation.
	Public Transport Corporate offer(s)	highlight any offers to forum members by getting Rail, Bus, Metro / Tram and other public transport operators to speak with Forum reps directly.
	Walk to Work Week	Discuss how to promote this to maximise participation.
	Travel survey feedback	Provide an overview of travel survey results obtained from the survey conducted in May (or whatever the survey month was).
	Bicycle User Group	Discuss any support available from local cycling charities / organisations / clubs, local authorities, etc and invite them to attend forum meetings (if possible).
	Energy Saving Trust	Discuss any support available from Energy Saving Trust e.g. employer grants and fleet reviews. Invite Energy Saving Trust to attend forum meetings if possible.

	Liftshare / Taxi / BlaBlaCar Promotion	Discuss what activities will be provided as part of National Liftshare Week and how this will be promoted to organisations to maximise participation and boost car share membership. Invite Liftshare (or any other car-share organisation) to attend Forum meeting if possible
	'Bike to Work' Day	Discuss what activities will be provided as part of Bike Day and how this will be promoted to organisations to maximise participation.
	Travel Plan Poster	Discuss required content, format and funding of information poster for public areas.

EVENT	
	The TPC team should be available to visit Users to promote sustainable travel options supported by events either as formal presentations or informal information stands. The TPC should be armed with a wealth of information and possibly freebies to provide advice and guidance to Users interested in trying out alternative methods of travelling to work or other general commute. Along with the Welcome Pack, consider having a bicycle, perhaps an Electric Bikes for residents / students to try out and an iPad for Users to register websites such as LiftShare (or similar), an on-line matching service for Users interested in car sharing.
	When new occupants take possession, provide a Sustainable Travel Welcome Pack as part of the induction process. Why not extend that to how they will get to work, commute to other destinations for education, retail or leisure where the TPC can attend and deliver personalised journey planning, hints and tips on how to plan the commute and information on other services that the TPC can also provide.
	The TPC should bring to the attention of Users the cycle to work scheme that employers can set up for their staff. Employers of all sizes can get involved and employees can benefit real savings on the cost of commuting by bike. The scheme enables employees to hire cycles and cycle equipment from their employer as a tax-free benefit. At the end of the hire term, usually between 12 and 24 months, an employer can choose to sell the cycle on to the employee at market value. If this happens an employee can save over 30% on the cost of the bike and the employer will pay less National Insurance Contributions for the employee during the hire term. Guidance on how to implement the scheme can be found at Cycle to work scheme implementation guidance for employers - GOV.UK (www.gov.uk) There is also a guide on how to calculate the market value of a bicycle from HMRC EIM21667A - Employment Income Manual - HMRC internal manual - GOV.UK (www.gov.uk)

MONITORING REPORTS

As a minimum your monitoring report should contain:

- ◆ Details of progress made since the submission of the previous annual report and any other changes which have occurred over the year which are significant to the Plan.
- ◆ An assessment of travel survey results and any other monitoring such as vehicle counts.
- ◆ An assessment of whether targets have been met or are on track to be met.
- ◆ Any revisions to be made to the Travel Plan.
- ◆ Whether or not remedial measures are to be implemented at this stage.
- ◆ Actions for the forthcoming year which should be set out in a Travel Plan Action Plan.

Key points for successful Travel Plan monitoring

- ◆ Your baseline travel figures need to be established very early on so that there is something to benchmark your progress against.
- ◆ Travel Plan monitoring needs to take place at regular, agreed intervals.
- ◆ Monitoring enables you to test whether your Travel Plan initiatives have been a success or whether you need to consider amending them.
- ◆ Monitoring allows you to review your progress towards your targets and objectives.
- ◆ Regular monitoring is a requirement for Travel Plans secured through the planning process and the frequency of reports needs to be agreed with the Council.
- ◆ Travel Plan objectives and targets should form the basis of your monitoring strategy as it is these that you are monitoring your progress against.
- ◆ Different types of monitoring tools can be used to collect the travel data required.
- ◆ In the event that the Travel Plan is failing to meet the agreed targets, there needs to be a remedial strategy to help get the Travel Plan 'back on track'.

DEVELOP A SUCCESSFUL AND MEANINGFUL CAMPAIGN

A campaign is an extended or annual activity, or a series of activities to promote a particular message or issue. The term campaign shouldn't be confused with 'initiative' which is used to describe the actions to enable people to make a change.

For example, a Walking Bus or Walk / BikeBUDI are initiatives, this

because they are physical measures or actions which operates every day to enable people to make a change and



walk to school / work, etc. On the other hand, a campaign, like Walk to School / Work Week which only happens twice a year provides information and raises awareness with the hope that people will join in because people all over the country are taking part.

Campaigns shouldn't be done in isolation from initiatives, however, they do have an important role and often operate at the same time. For example, a Walking Bus / WalkBUDI (initiative) may be launched during Walk to School / Work Week (campaign); however, the Walking Bus / WalkBUDI continues after the Walk to School / Work Week ends. Initiatives tend to run on a longer term than campaigns.

Examples of Travel Plan campaigns

The majority of organisations will be familiar with National and International Walk to [School / Work] Weeks, but there are many other national campaigns which you could participate in to keep stakeholders aware of sustainable travel issues.

National Campaigns

It's great to celebrate national campaigns because it provides a sense of community as you are participating in something that thousands of other people are also doing; for some people they may feel that they are making more of an impact too. The specific dates of the national campaigns below are not provided because they change from year to year, however, they are easy to find from the internet. Each campaign has its own website enabling you to download promotional materials and resources.

- ◆ Bike to School Week (April)
- ◆ National Walk to School Week (May)
- ◆ Green Transport Week (June)
- ◆ Leave your Car at Home Day (September)
- ◆ International Walk to School Month (October)
- ◆ Change 4 Life / Walk 4 Life (ongoing)

Develop your own campaigns

You don't have to follow national campaigns, you could develop your own campaign which will operate over a set period, some examples are given below, although you may wish to think of more catchy titles!

- ◆ No idling outside school (turning the car engine off when the vehicle is stationary)
- ◆ Keep our School Keep Clears free
- ◆ Walking Bus Birthday (mark the anniversary of your Walking Bus every year)
- ◆ School Gate Clean Air campaign
- ◆ Walking and Talking (walking to school making a special effort to make friends with other children in your school)

- ◆ A Walk a day helps you work, rest and play

How to run a campaign

- ◆ Decide what your campaign will be about, this will be preset if it's a national campaign i.e. Bike to [School / Work] Week. It may also be predetermined by a particular issue at your organisation which you are trying to address. If you are developing your own campaign to raise awareness of a particular issue, decide with your Travel Plan Working Group what the campaign will be called – it should reflect what you are trying to achieve, for example 'A Walk a Day Keeps the Doctor Away!', this may be about walking to stay fit and healthy. A campaign called 'Fuel Your Legs and Not your Car!' may be aimed at parents, encouraging them to walk to school with their children to reduce fuel costs.
- ◆ Ensure that your campaign message is specific and easy to remember.
- ◆ Decide with your Travel Plan Working Group how long the campaign will run for a day, a week, or a month; agree the start date, ensuring there is plenty of time to get organised.
- ◆ Collect some data before you launch your campaign, this will enable you to see if the campaign has been successful. For example, if you want to increase the number of Users cycling, count the number of cycles in your cycle parking area before the campaign is launched. If you want to increase walking levels, complete class hands up surveys to calculate the number of children travelling on foot.
- ◆ Decide what you want to achieve, for example, if you have 5 bicycles in your cycle shelter, through the campaign you may wish to try to increase it to 25. Alternatively if it's a walking campaign and you have 60% of staff walking already, you may wish to increase it to 75%
- ◆ Plan what your campaign will consist of and delegate tasks to the Travel Plan Working Group. Some general ideas of what the campaign could include are below, although it is very much dependent upon what your campaign is about and the list is not exhaustive.

Before

- ◆ Countdown posters around the organisation showing how many days are left to the start of the campaign.
- ◆ Publicity in newsletters, social media, website, parish magazine or local shop prior to the campaign.
- ◆ Leaflet to highlight the issues you want to address.
- ◆ Flyers given out at parents' evening, or at the school gate or staff at reception / staff rooms / desks.
- ◆ Assemblies informing parents and pupils of what will happen or to staff at team / department briefings.
- ◆ Advertise the campaign on your website.
- ◆ Decide if and how you will reward participants, i.e. if it's a cycling campaign you could provide a free breakfast to those who take part. If it's a walking campaign, you could give participants 5 minutes extra

break time. Maybe pupils have to collect stickers or tokens during the campaign which are then traded in for rewards and the end of the period.

- ◆ Think about others who could help in the campaign, would they be able to provide freebies? The local supermarket may provide fruit for participants for example. If you are asking parents to participate, consider what you could reward them with. You could issue them with free raffle tickets when they take part, at the end of the campaign, one ticket is drawn out a random for that parent to receive a prize.
- ◆ Consider how you will launch your campaign, you could issue a press release, hold an assembly / meeting, inviting special guests to come and speak. You could launch a Walking Bus or Walk/BikeBUDI at the beginning of the campaign, this will enable you to have a lasting impact from the campaign.

During

- ◆ Reward those taking part as you had previously decided – this may encourage further participation by those not already engaged.
- ◆ Maintain the momentum, keep talking about the campaign and mention it in assembly, in the newsletter, social media so participants / stakeholders don't forget about it.
- ◆ Survey to find out the level of engagement. For example, you may find that walking has increased from 60% to 70%, and now you need a final push of encouragement to reach the target of 75%
- ◆ Keep your notice board / social media up to date with current progress, stating the levels of walking and cycling, and how far there is left to go before you reach the target.
- ◆ Give encouragement to participants and tell them they are doing a great work!
- ◆ Take photos showing participants engaging in the campaign, put them on your notice board.
- ◆ Collect and recount stories of interesting things that occurred during the campaign, for example, a visitor may be surprised to see the road outside school or work car park is empty one morning, or that local shops / school crossing patrol noticed extra people walking to school during the campaign. These stories may encourage others to take part too.

After

- ◆ Complete a final survey to find out if you reached the target you had set.
- ◆ Say thanks to everyone who took part, particularly anyone who undertook specific duties throughout the campaign.
- ◆ Let people know how the campaign went – inform participants and the public of what you achieved.
- ◆ Discuss with your Travel Plan Working Group how you think the campaign went, what could you learn for future campaigns?

Golden Rules of Campaigning

- ◆ Stick to the message you are trying to convey. Walking and cycling have many benefits, but if your campaign is about health issues, stick to this and don't get sidelined by environmental issues or social benefits; you may want to look at these issues in a future campaign.
- ◆ Delegate tasks and ensure you are organised.
- ◆ Ensure everyone knows about the campaign and keep promoting it to maintain the momentum.
- ◆ Collect data before, during and after the campaign to evaluate your success.

WORKING GROUP

Your travel plan is a living document that will only be successful in achieving a shift from car usage to a more sustainable mode of travel if it is supported by an active travel plan working group.

A travel plan working group comprises of representatives from the entire organisation (discipline, floor, year group, dept, etc). The working group should meet to:

- ◆ Drive forward and oversee the implementation of the action plans
- ◆ Act as ambassadors and champions of the travel plan
- ◆ Ensure the collection of the monitoring criteria
- ◆ Undertake the annual review of the travel plan and, following the review, to formulate new more challenging targets
- ◆ Recruit new members to the working group
- ◆ Evaluate, implement and respond to any new initiatives or projects in the field of travel planning.

Reviewing Your Travel Plan

The review:

- ◆ Looks back at the achievements of the original travel plan
- ◆ Looks at issues that have not been addressed
- ◆ Identifies new issues that need addressing in the future.

An active and effective travel plan - can be achieved as a result of the working group meeting **three times a year** if these meetings are purposeful, organised and lead to actions or investigations being taken as a result of the meetings.

Below are four steps to assist you in achieving successful and productive working group meetings.

- ◆ **Prepare and Distribute a Meeting Agenda.** A well-managed and realistic agenda is the key to a purposeful meeting. See attached examples.

- ◆ **Chair the meeting.** It is the chair's role to ensure that the meeting achieves its aims and therefore the discussions need to be steered to this end.
- ◆ **Record the discussions.** A clear and concise record of the discussions that took place and the decisions made at the meeting need to be completed and distributed to the relevant parties. Therefore minutes will need to be taken by a member of the working group other than the chair.
- ◆ **Summarise the meeting.** Shortly before the meeting ends, it is important to summarise the discussions and review the action points.

Composition of your Travel Plan Working Group

Ideally your travel plan working group should comprise of a broad representation of your organisation and it is also important to remember that the composition of your working group will change and evolve over time (as staff change, residents move home, students leave school, etc).

The working group will need to look at recruiting new members to ensure its continued existence. Below are some suggestions to who you should consider inviting to become a member of your working group (general categories).

- ◆ Users Representatives
- ◆ A representative from your Management Team
- ◆ Pupil Representatives
- ◆ Parent Representatives
- ◆ Your Road Safety Officer
- ◆ School Crossing Patrol
- ◆ A Police Representative either your local Police Community Support Officers (PCSO's)
- ◆ Your Walking Bus Organiser or Walking / Cycling Initiative Lead
- ◆ A Local Resident
- ◆ Your local Parish Councillors
- ◆ Your local County Councillors

The Importance of an Agenda

A list of topics for discussion should be prepared in advance and distributed to all members of the working group. Along with details of when and where the meeting will take place and who else will be in attendance. This enables those attending to make any necessary preparations and to make notes of anything they wish to discuss in relation to the items on the agenda.

It can be useful to provide estimates of timescales for each item on the agenda and the most urgent items should be placed at the top of the agenda.

An agenda distributed in advance of the meeting should also invite members to submit any other topics they would like to propose for discussion. In this way items can be included in the final agenda.

Sample Agenda

Meeting Agenda				
Name				
Meeting Title:		Travel Planning Working Group Meeting		
Expected Attendees (Including their titles):		Date and Time:		
		Place:		
Agenda Topic		Person Responsible	Objective (discussion, information or decision)	Time
1.	Welcome, introductions and apologies	Chair	Discussion	5min
2.	Minutes from previous meeting	Chair	Discussion	5min
3.	Members to feedback on actions completed from previous meeting	All	Discussions	5min
4.	Actions that need to be implemented this term	All	Decision	10min
5.	AOB	All	Discussion	5min
6.	Date and time for next meeting	All	Decision	5min

Chairing the Meeting – Hints and Tips

Ideally the meeting should always start on time to ensure that the chair is in control of proceedings from the outset. It is however acceptable to put back the start of the meeting in the event of a key member being unavoidably delayed.

The meeting should be opened with introductions for new or unfamiliar members and apologies should be made for those who have been unable to attend. The purpose of the meeting should be reiterated to ensure that everyone is focused on what is to be achieved.

The role of the chair is not only to ensure that the meeting runs to schedule but also to encourage all members to make a valuable contribution. It is the responsibility of the chair to spot signs which indicate that more reluctant members are nervous and encourage them to participate in the meeting by making a contribution to the discussions. The chair must also give everyone a chance to participate which may mean limiting more confident members. Healthy debate on each agenda item can be stimulated by the chair and it can often be useful to invite questions from members to ensure that everyone fully understands what has been discussed before moving on to the next item on the agenda.

It is possible that confrontations may take place in meetings and it falls under the chair's remit to ensure that these are handled and are not allowed to have too great an impact upon the agenda. If necessary try to move on to the next agenda item and agree that investigations be carried out on contentious issues once the meeting has been concluded.

Once each item on the agenda has been discussed the conclusions to the discussions should be summarised and points that need to be followed up should be clarified. The chair is responsible for ensuring that notes are taken throughout the meeting and priority actions or issues are allocated appropriately to other working group members.

The chair should ensure that all of the actions are completed in accordance with the deadlines agreed upon.

The success of subsequent meetings is likely to be dictated by the level of activity that followed the first meeting. If actions proposed in the meeting are rigorously followed up and completed then members are likely to perceive future meetings as useful, meaningful events which positively contribute towards the travel plan.

Taking Meeting Minutes – Hints and Tips

Using a template for minute taking will ensure that all of the essential elements are noted. When it comes to recording the minutes the hints and tips below will assist further:

- ◆ Prepare an outline based on the agenda ahead of time remembering to leave plenty of space for notes.
- ◆ Prepare a list of expected attendees on the agenda then tick the attendees off as they enter the room or are introduced, or if you prefer you could pass around an attendance sheet.
- ◆ To be sure of who said what, make a map of the seating arrangement and make sure to ask for the introductions of unfamiliar people.
- ◆ Think in terms of issues discussed, major points raised and decisions taken when completing minutes. It's not necessary to record every single comment made.
- ◆ Remember that meeting minutes are for future and outside readers as well as for the members present. Therefore it is important to ensure that the minutes are clear and concise for others to read and understand.
- ◆ Use bullet points to make the minutes easier to read, each bullet point should represent a different finding, discussion or decision.
- ◆ Make a note of any issues tabled for future meetings this will serve as an important reminder for the preparation of the next agenda.

- ♦ Complete minutes as soon as possible following the meeting while your memory is still fresh.
- ♦ Before you forward on your meeting minutes proof-read for typos and omissions then forward to the chair for approval before circulating.
- ♦ Ensure you have contact details for all members of the working group to enable you to forward on the minutes from each meeting.
- ♦ Importantly, remember to forward a copy of the minutes to those members who attended, those who were not able to make it to the meeting and all other relevant parties.
- ♦ Priority issues should be listed and all actions that were agreed upon should be emphasised with the person responsible for dealing with each one clearly named in the minutes.
- ♦ Any discussions around issues that are not being taken forward and the reasons for this should be recorded in your working group minutes
- ♦ When recording issues remember to include specific named locations for ease of understanding.

Concise and coherent minutes are the mark of a good minute taker. The very process of recording minutes can give you a deeper understanding of the issues faced by your organisation along with an ability to focus on what's important which will be of benefit to the effectiveness of your travel plan!

Sample Minute Taking Template

Title of Meeting
Date and Time

Attendees:

Apologies:

Topic	Discussion	Action	Person Responsible for undertaking action
1.			
2.			
3.			
4.			

Summarising the Meeting

A useful way to close a meeting is to reinforce the discussions that took place by summarising the results. This will involve reviewing the action points, assignments and deadline dates agreed to during the meeting. There is no more effective way to discourage future members from attending a meeting than to allow members to leave the meeting without a clear vision of what has been accomplished.

When summarising the meeting ask members if there are any uncertainties about the action points. Inquire about new items for consideration at the next meeting and most importantly arrange a date and time for the next working group meeting. Lastly, thank everyone for their attendance and bring the meeting to a close.

DEVELOP A BRAND

A brand is an identity or visual image which brings together all your Travel Plan work so that it becomes more familiar and easily recognised within your organisation.

A Travel Plan brand may take the form of a special name, symbol, logo, cartoon character, or slogan. Whatever your brand consists of, everything the organisation does or produces relating to sustainable travel should show the elements of the brand. For example:



Walk to School Every Week

GAMES & CHALLENGES

“Try It Challenge”

- ♦ Is your journey to work getting you down?
- ♦ Are you tired of waiting in traffic day after day?
- ♦ Do you want to get fitter and healthier?
- ♦ Do you think there must be a better way of commuting but don't know what the options are or where to start?



If you answered "yes" to any of these questions then we have an initiative just for you.

- ♦ The “Try It Challenge” will provide you with your very own free home-to-office Personalised Travel Plan. The plan will highlight recommended sustainable transport modes and routes along with time, cost savings and possible calories burned. All they need from you is some basic details about yourself and your current journey to work.
- ♦ Don't worry, they won't be suggesting you cycle 25 miles, walk 10 miles or change buses three times - their advice will be both practical and realistic. However, they might challenge you to try a longer journey say once or twice per week.
- ♦ They recognise that people like you live busy and hectic lives and some days you may need to use your car to do the weekly shop or visit an elderly parent or pick the kids up after school. In addition, they appreciate that you might not want to cycle if the rain is horizontal and blowing a gale.
- ♦ The aim of this initiative is to highlight the options and to encourage you to adopt them when it suits you - just imagine the impact on traffic and congestion if for just one day per week we all adopted a more sustainable transport option.
- ♦ You never know you might even get to like the suggested alternative and be encouraged to adopt it on a more regular basis.
- ♦ If you are ready for the challenge, please email XXX@xxxx.com (e.g. the TPC) and they'll typically get back to you within one working day and shortly after you'll be on your way with a range of sustainable travel options.

Game to encourage, promote and make cycling / Walking fun

- ♦ Start with a Team Name...Take the hassle out of picking a team name with our state-of-the-art totally awesome name generator

TEAM NAME GENERATOR

THE _____

Your 1st initial Your 2nd initial

A – Unstoppable B – Hungry Hungry C – Original D – Legendary E – Flaming F – Aero G – Master H – Wicked I – Geared-up J – Speeding K – Totally Spoked L – Flying M – Wheelie Awesome N – Spoke-tacular O – Wobbly P – Bikey Mc Q – Sandwich R – Zooming S – Two-tired T – Smiling U – Squeaky V – Ultimate W – Unbeatable X – OG Y – Pumped-up Z – Vibing	A – Speedsters B – Shredders C – Gel Packs D – Slowspokes E – Riders F – Cafeistas G – Spinners H – Champions I – Comets J – Warriors K – Trailblazers L – Pedallers M – Thrill Seekers N – Bikers O – Rebels P – Rollers Q – Bullets R – Rockets S – Velocipedes T – Cyclones U – Stars V – Cranks W – Bikeface X – Snackers Y – Cycologists Z – Velo-ciraptors
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- ♦ Your team can be formed of you friends, family, co-workers, riding club, dance classes, book group – you name it!
- ♦ Teams can consist of up to 10 people and you can write anywhere, anytime you wish

Here's all the important information

- ◆ Teams are limited to a maximum of 10 riders
- ◆ The writer who creates a team is designated as Captain
- ◆ Teams will compete in pools of 10 – the pools will be randomly selected
- ◆ During the challenge, you will rack up points to climb your pools leaderboard
- ◆ Every mile and day you write every person you encourage you points
- ◆ The more points you have, the more prized entries you gain
- ◆ New riders on your team? Great! They earn double day and this is points

Here's how the points system works

Riding points	1 mile	=	1 point
	1 day	=	10 points
Encourager points	1 existing rider	=	50 points
	1 new rider	=	100 points
New rider points	1 mile	=	2 points
	1 day	=	20 points

- ◆ A new rider is someone who doesn't ride at all (yet), or the less than once a month when they sign up.

What happens if you're the Team Captain?

- ♦ Apart from being completely excellent human, as team captain, and cheering them on. By creating a team, you are automatically the team captain

Why are there pools?

- ♦ Mini leaderboards (aka pools) of 10 teams give every team a real chance of getting a podium finish, thus helping to drive competition and motivation throughout the month.

Why 10 people max per team?

- ♦ We suggest limiting teams to 10 riders. This helps create a level playing field on the leaderboards a massive team of 100+ people would accrue a lot more points than a team of 10 also, smaller teams = more accountability, and getting people biking in small teams of friends, family, neighbours, and co-workers is an ideal opportunity to build confidence and community.

How can we take part?

- ♦ If you belong to a workplace, club, a neighbourhood or any group you can create multiple teams. You can ignite some friendly competition among the teams or go for gold and each try to achieve a podium position in new pools leaderboard

FREE cycle parking for your organisation!

Does your organisation need cycle parking?



Sheffield stand
(the classic bike stand)



Heart
(perfect for surgeries
or fitness centres)



**Plant
Lock**
(combined planter and
bike rack)



Wall-mounted rail
(ideal when space is limited)



Toast-rack
(free-standing unit)

<https://parkthatbike.info/>

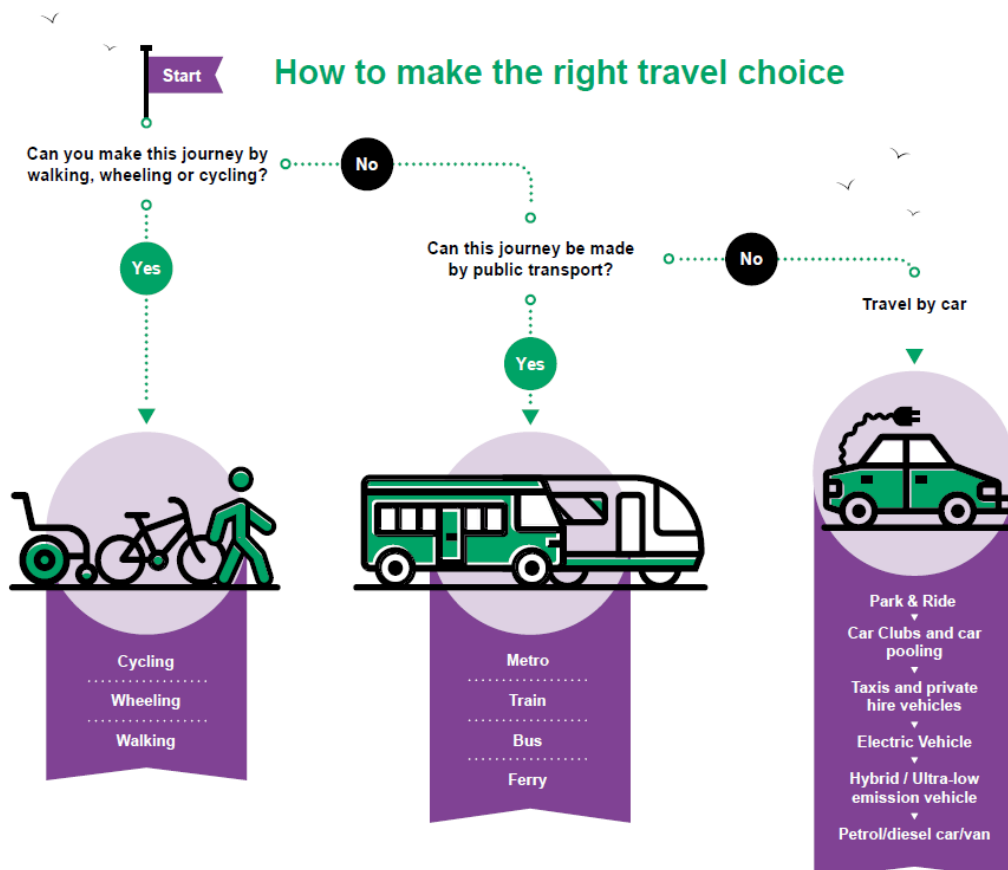
New town and cities are added regularly so keep checking if yours is not included yet

<https://www.lovetoride.net/>

PLANNING A JOURNEY - HINTS AND TIPS

When planning your journeys think about the following:

- Do I really need to make this journey at all? Can I work from home today or purchase the shopping locally?
- How far is the journey? Can I walk or cycle instead of going to the gym tonight?
- If the car is necessary, ask around to see if you can take any passengers. Would a neighbour like a lift into town as you are passing through, or could you car share with a colleague to work?
- Combine your journeys. For example, if you are going to visit a relative, do the supermarket shopping on the way home to save an extra trip.
- Can you use local services? Where you can, use local services and facilities which you can walk or cycle to, rather than taking the car.
- Walk, cycle or scoot on the school run or make it a literal school run once you have dropped the kids off. Encourage teenagers to walk or cycle to college.
- Choosing a new school? For parents, choosing a new school is really important; if you can, choose a school which your children can walk or cycle to.
- If you have to attend a meeting for work close to home, ask your managers if you can go straight to the meeting, rather than travelling to the office first.
- If you have to travel by car, remember to use eco-driving techniques. Gentle acceleration and braking conserves fuel. Ensure your tyres are correctly inflated and don't carry unnecessary loads.



CAR-SHARE SAVINGS

	Days car sharing per week	2 people per car		3 people per car		4 people per car	
		Weekly savings	Annual savings	Weekly savings	Annual savings	Weekly savings	Annual savings
UK Average	2 days	£7.74	£351.58	£10.33	£468.77	£11.62	£527.37
	3 days	£11.62	£527.37	£15.49	£703.16	£17.42	£791.05
Belfast	2 days	£12.10	£549.34	£16.13	£732.45	£18.15	£824.01
	3 days	£18.15	£824.01	£24.20	£1,098.68	£27.23	£1,236.02
Birmingham	2 days	£8.03	£364.47	£10.70	£485.96	£12.04	£546.71
	3 days	£12.04	£546.71	£16.06	£728.94	£18.06	£820.06
Brighton	2 days	£8.56	£388.53	£11.41	£518.04	£12.84	£582.80
	3 days	£12.84	£582.80	£17.12	£777.07	£19.26	£874.20
Bristol	2 days	£6.53	£296.64	£8.71	£395.52	£9.80	£444.97
	3 days	£9.80	£444.97	£13.07	£593.29	£14.70	£667.45
Cardiff	2 days	£6.86	£311.26	£9.14	£415.02	£10.28	£466.89
	3 days	£10.28	£466.89	£13.71	£622.52	£15.43	£700.34
Edinburgh	2 days	£8.75	£397.25	£11.67	£529.67	£13.13	£595.88
	3 days	£13.13	£595.88	£17.50	£794.50	£19.69	£893.81
Glasgow	2 days	£5.08	£230.81	£6.78	£307.75	£7.63	£346.22
	3 days	£7.63	£346.22	£10.17	£461.63	£11.44	£519.33
Leeds	2 days	£8.48	£385.08	£11.31	£513.44	£12.72	£577.62
	3 days	£12.72	£577.62	£16.96	£770.17	£19.08	£866.44
Liverpool	2 days	£6.92	£313.99	£9.22	£418.65	£10.37	£470.98
	3 days	£10.37	£470.98	£13.83	£627.97	£15.56	£706.47
London	2 days	£9.09	£412.50	£12.11	£550.01	£13.63	£618.76
	3 days	£13.63	£618.76	£18.17	£825.01	£20.44	£928.13
Manchester	2 days	£7.64	£346.77	£10.18	£462.35	£11.46	£520.15
	3 days	£11.46	£520.15	£15.28	£693.53	£17.19	£780.22
Newcastle	2 days	£7.16	£325.25	£9.55	£433.66	£10.75	£487.87
	3 days	£10.75	£487.87	£14.33	£650.49	£16.12	£731.80
Norwich	2 days	£6.53	£296.55	£8.71	£395.40	£9.80	£444.83
	3 days	£9.80	£444.83	£13.06	£593.11	£14.70	£667.24
Nottingham	2 days	£7.26	£329.69	£9.68	£439.59	£10.89	£494.54
	3 days	£10.89	£494.54	£14.52	£659.39	£16.34	£741.81
Plymouth	2 days	£10.83	£491.68	£14.44	£655.58	£16.25	£737.52
	3 days	£16.25	£737.52	£21.66	£983.36	£24.37	£1,106.28
Sheffield	2 days	£5.58	£253.33	£7.44	£337.78	£8.37	£380.00
	3 days	£8.37	£380.00	£11.16	£506.66	£12.56	£570.00
Southampton	2 days	£6.99	£317.26	£9.32	£423.01	£10.48	£475.88
	3 days	£10.48	£475.88	£13.98	£634.51	£15.72	£713.82

*Savings per annum data based on 365 days per year, minus 105 weekend days, 8 public holidays and 25 days holiday allowance = 45.4 weeks (5 working day weeks)

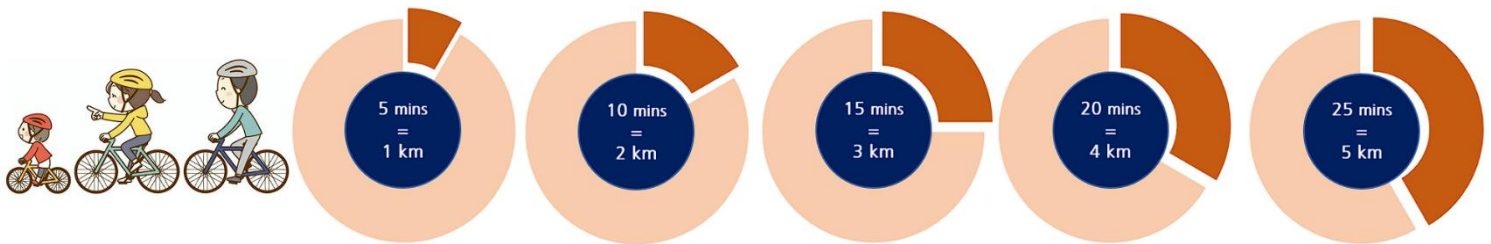
HOW TO DRIVE SUSTAINABLY

If you must drive, there are methods to drive in a more environmentally friendly way:

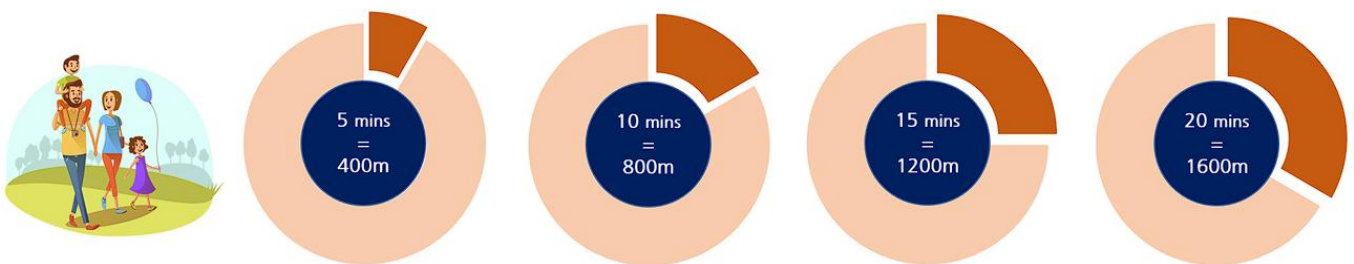
- ♦ **keep your tyres properly inflated:** they're safer, they'll last longer, and can improve your petrol mileage by >3%
- ♦ **plan ahead** for the shortest, most petrol-saving itinerary
- ♦ **stay below 70mph:** travelling above this speed can use up 25% more fuel, making driving considerably more expensive
- ♦ **try to avoid road rage:** aggressive driving wastes petrol, lowers petrol mileage and doesn't help your stress levels
- ♦ **use cruise control** while on the motorway, as this can save petrol
- ♦ get your car serviced regularly to maintain engine efficiency
- ♦ make sure you're using the right specification of engine oil
- ♦ **travel light and remove excess weight:** do you really need all that stuff in the boot?
- ♦ **cold starts use more fuel:** combine journeys to aid fuel efficiency
- ♦ **drive smoothly,** accelerate gently and look ahead to try and prevent unnecessary braking
- ♦ **change up the gears earlier** when the engine speed is at ~2000rpm in a diesel car and ~2500rpm in a petrol car
- ♦ take off roof racks to reduce drag
- ♦ **don't idle:** an idle vehicle gives off 80% more pollution than one that's moving – turning the engine off and then back on again uses less fuel than idling longer than 30 seconds.

PROMOTING WALKING & CYCLING

Cycling is one of the easiest ways to fit exercise into daily routines, plus it saves money and is environmentally friendly. Cycling is an easy way to introduce physical activity into everyday life. Regular exercise reduces stress and heart disease and can improve general health, reducing sickness levels. These benefits should be promoted as part of the Health and Wellbeing agenda; *An 80kg person will burn more than 650 calories riding a bike for an hour.*



If the journey is only a mile or two, it's better to walk instead; It takes roughly 15 – 20mins to walk a mile depending on how quickly one walks. Whether walking to work or taking the kids to school, not only does it not cost anything, but it also cuts down on pollution and congestion.



In the world of exercise, walking stands out as the most down-to-earth activity, offering incredible benefits for both body and mind, influencing everything from your physical health and fitness to your mental wellbeing.

- ♦ For just one mile can burn off 100 calories. At a speed of three mph for 30 minutes, a 60kg person will burn 99 calories.
- ♦ Reduces the risk of chronic illness (such as heart disease, type 2 diabetes, asthma, stroke and some cancers).
- ♦ The 10,000 steps a day advised by the NHS will significantly improve your health.



If Walking...

Wear a good pair of shoes
Encourage a neighbour to walk with you
Carry a personal alarm for safety
Use well-lit routes
Avoid walking on the road

If Cycling...

Wearing a helmet is important
Remember to obey traffic lights and road signals
Don't ride on the pavement unless a sign says you can
Use lights and reflectors so you are clearly visible
Don't use headphones or a mobile while cycling

WALKING WORKS . . .

Whether Users are walking to work or working from home – there is something for them; How we work has changed drastically since the pandemic. Many of us still travel to our workplace but working hours (and locations) are now a lot more flexible for employers.

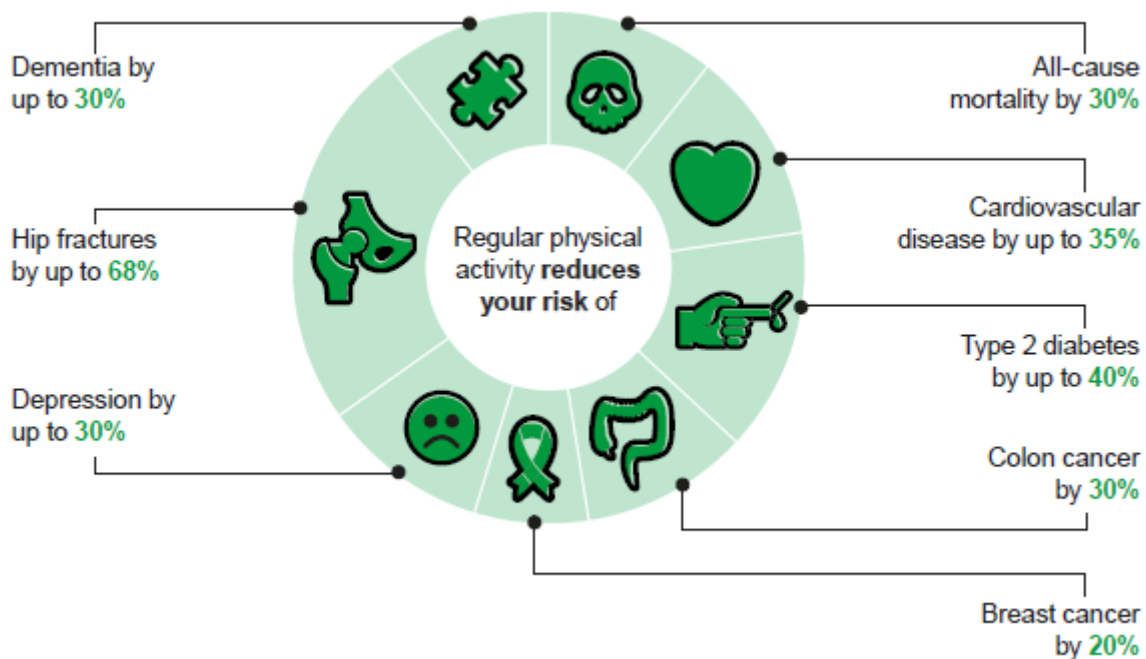
If Users returned to their workplace, are continuing to work from home or are doing both – here are some recommendations for anyone who wants to get a bit more active.

Just taking a 20-minute walk on your lunch break can have fantastic health benefits, helping to stave off chronic conditions like heart disease, certain cancers and diabetes.



Benefits

- ◆ Boost morale and job satisfaction
- ◆ Improve staff performance by about 15%
- ◆ Promote physical and mental health - Walking helps prevent diseases such as diabetes, heart disease and depression. Being engaged in meaningful activities at work is an important part of good mental health.
- ◆ Reduce absenteeism - Walking schemes can reduce the amount of sick days taken by staff, leading to lower absenteeism costs for the business.
- ◆ Enhance corporate image - Increased walking rates can also help towards ISO 14001 and 2600 targets; reducing the need for cars is better for both the environment and the employees' health.
- ◆ Return on investment - A highly engaged workforce can improve operating income by 19.2%.



Fun Challenges

The TPC will devise a Weekly walking challenges tailored to their goals; whether that's promoting physical activity, supporting mental health, boosting morale, or promoting Users cohesion.

Be a Walk Champion to inspire colleagues to embrace workplace wellbeing through walking; work with like-minded colleagues to design a bespoke action plan of 'User activation' walking activities for the year. For best results, Walk Champions should be recruited from across your organisation's departments and at a range of levels.

Reward winners; there are a number of apps that rewards the team for being active including but not limited to:

Sweatcoin

- ◆ This app gives users Sweatcoins for walking or running, which can be used to buy products and services, or donated to charity. Users can also exchange their Sweatcoins with friends and family.

PK Rewards

- ◆ This iOS app tracks physical activity and pays users for walking. Rewards can be used to buy products and services from a variety of platforms, including Amazon, Nike, and Starbucks.

HealthyWage

- ◆ This app allows users to win cash for weight loss challenges. Users can create their own challenge or participate in one of the challenges that are already set up.

BetterPoints

- ◆ This app gives users points for being active and making other positive changes, such as giving up smoking or losing weight. Points can be redeemed with local businesses or donated to charities and food banks.

Vitality Health Vitality

- ◆ This health insurance Active Rewards Scheme gives members points for logging healthy activities, such as walking or working out at the gym. Points can be used to earn discounts on products and perks from partner companies.



Making walking part of your community culture requires a shift in people's routines. Stakeholders' engagement (residents, staff, students, parents, etc) is important to achieve cultural change and create a happier, healthier, more productive environment.

ACTIVE TRAVEL CHAMPIONS

The purpose of the ATC initiative is to support the TPC and get more people walking, cycling and using public transport through peer lead support.

By actively promoting sustainable travel, people start to see this behaviour as normal since the behaviour of those around us has more influence over our own behaviour than messages about the environment, economy, and social responsibility.

As part of the Travel Plan, the TPC can have as many ATCs as they wish; one per street, one per work location, one per school, one per age group...the possibilities are endless. The TPC will support the ATCs with their time and expertise... All the ATC needs is energy and enthusiasm.

Being an ATC is easy, enjoyable and rewarding and can take as much or as little time as you want. Here are some of the things ATCs can do:

- ◆ Talk to their colleagues about cycling or walking
- ◆ Share their knowledge of the local area to help others find a safe routes to travel.
- ◆ Organise a roadshow, bicycle maintenance, Dr Bike session or active breakfast.
- ◆ Help fix punctures and coordinate an Emergency Cycle Repair Kit.
- ◆ Promote travel challenges and get their 'community' more active.
- ◆ Improve walking and cycling facilities in the workspace, place of residence, school, nursery, hotel, etc
- ◆ Set up a bicycle / walking groups and arrange for cycle training
- ◆ Pass on maps, leaflets and information.

The ATC can benefit from the following support:

Resources

- ◆ Emergency cycle repair kit such as pump, lights and multitool (e.g. available at workplace, community centre, local shop, hotel reception, main office etc).
- ◆ Newsletter: Regular newsletter keeping you up to date with the latest events and information.
- ◆ Maps, leaflets, and Information: Regular supply of maps, posters and leaflets.

Events

- ◆ Engagement Events: Travel advice event over a lunchtime / breakfast. Information, advice, maps, leaflets and freebies from our expert travel advisors.
- ◆ Dr Bike sessions: A mechanic will come to your site (department, floor, building, street, surgery, nursery, school, etc) and provide sessions to check bikes are safe and will carry out basic repairs.
- ◆ Bike maintenance sessions: A mechanic will come to you and deliver group sessions to teach you how to maintain your bike.
- ◆ Bike/walk breakfast: Celebrate individuals who walk or cycle to work (or to school, for leisure, etc) by putting on a breakfast with a small grant from the Travel Plan Co-ordinator budget

Individual Support

- ◆ Walk and cycle training (available to all ages): Free training to improve your skills and ability to walk safely and cycle confidently.
- ◆ Personalised Travel Planning: Help to find the best route to work / leisure / school, etc.



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