



TRAVEL PLAN

KIRKBY VALLEY GOLF CLUB AND COURSE,
INGOE LANE, KIRKBY

Client: L32 Trading Ltd



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1 INTRODUCTION

1.1 Purpose of Report

- 1.1.1 This report has been prepared in support of L32 Trading Ltd's proposal for a redevelopment of Kirkby Valley Golf Club and Course, Ingoe Lane, Kirkby, Liverpool L32 4SS.
- 1.1.2 This report should not be seen as a definitive document but as the first stage of the Travel Plan (TP) process which will continue and evolve over time with input from the developer and Knowsley Metropolitan Borough Council (KMBC), the local highway authority. This TP represents a commitment by L32 Trading Ltd to ensure that the proposed development is accessible by sustainable modes of transport and every effort will be made to ensure that opportunities to encourage the use of these sustainable modes, particularly walking, cycling and public transport, will be promoted to staff and visitors.
- 1.1.3 The document has been prepared in accordance with the Government's *Planning Practice Guidance: Transport evidence bases in plan making* (2014) and *Travel plans, transport assessments and statements in decision-taking* (2014).
- 1.1.4 This document has been prepared alongside a Transport Assessment (TA) for the development proposal. As many highway and transportation details are pertinent to both documents, there is some repetition between the two and several of the TA Appendices are referenced in this document.
- 1.1.5 The suggestions and recommendations contained herein have been drawn based on information available and obtained in advance of the planning submission to which this report relates.
- 1.1.6 Reasonable checks have been carried out on any third-party information used in the preparation of this report but, nonetheless, Prime Transport Planning accepts no liability for the accuracy or otherwise of this data.
- 1.1.7 Third-party rights are excluded for the use of information contained within this report.

1.2 Scope of the Report

- 1.2.1 Following this introduction, the remainder of this report is structured as follows:
- Section 2 describes the relevant local and national TP policy and guidance and presents the objectives of this TP;
 - Section 3 describes the existing situation in terms of the site and local highway network;
 - Section 4 details the development proposal including the access strategy;
 - Section 5 details access to the site by sustainable modes of transport which includes walking, cycling and public transport;
 - Section 6 discusses the targets of this TP;

- Section 7 describes the measures to be employed to achieve the targets set; and
- Section 8 discusses the management of the TP and describes how it will be monitored and reviewed.

2 TRANSPORT POLICY AND GUIDANCE

2.1 Introduction

- 2.1.1 It is important that any new developments conform to and complement national and local planning policy. This section details the policies that are relevant to this development.

2.2 National Planning Policy Framework

- 2.2.1 The current *National Planning Policy Framework* (NPPF) was published in July 2021 and sets out the Government's current planning policies. At the heart of NPPF is '*a presumption in favour of sustainable development*' as detailed in paragraphs 10 and 11.

- 2.2.2 Section 9 of the NPPF, *Promoting sustainable transport*, outlines the important role that the planning system has in facilitating sustainable development. It states in paragraph 105 that:

'Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health.'

- 2.2.3 The document offers guidance for planning policies including:

- supporting appropriate mixes of land uses;
- minimising the number and length of journeys;
- actively involving local highway authorities, transport infrastructure providers and operators and neighbouring councils in order to align strategies and investments for supporting sustainable travel; and
- providing high quality walking and cycling networks and associated supporting facilities such as cycle parking.

- 2.2.4 Paragraph 110 of the NPPF provides direction for the assessment of sites for development, stating:

'...it should be ensured that:

a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;

b) safe and suitable access to the site can be achieved for all users; and

c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code;

d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.'

2.2.5 In determining planning applications, paragraph 111 states that:

'Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.'

2.2.6 Paragraph 112 continues:

'Within this context, applications for development should:

a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.'

2.2.7 Section 8 of NPPF Promoting healthy and safe communities closely aligns with several of the principles of Travel Plans.

2.2.8 Paragraph 92 calls for developments to:

'...achieve healthy, inclusive and safe places which:

a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;

b) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of attractive, well-designed, clear and legible pedestrian and cycle routes, and high quality public space, which encourage the active and continual use of public areas; and

c) enable and support healthy lifestyles, especially where this would address identified local health and well-being needs – for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.'

2.2.9 Paragraph 98 highlights the importance of access to open spaces as well as opportunities for sport and physical activity in the context of the health and well-being of communities.

2.2.10 Paragraph 113 highlights the need for planning applications for developments that will '*generate significant amounts of movement*' to be accompanied by a Transport Assessment or Transport Statement and a Travel Plan so that the '*likely impacts of the proposal can be assessed*'.

2.3 Planning Practice Guidance

2.3.1 The theme of sustainable development runs throughout Planning Practice Guidance, with the detailed elements regarding transport being focussed in the following sections:

- Transport Evidence Bases in Plan Making and Decision Taking; and
- Travel Plans, Transport Assessments and Statements in Decision Taking.

2.3.2 Both sections of the Guidance provide significant amounts of detail on the information types and sources that are appropriate for helping Local Planning Authorities to take forward their Local Plan with an appropriate evidence base. The guidance is also a useful reference for assessing schemes such as the development which this report accompanies.

2.3.3 The core components of the requirements for assessment, as set out in the guidance, can be summarised as:

- '*The key issues, which should be considered in developing a transport evidence base, include the need to:*
- *assess the existing situation and likely generation of trips over time by all modes and the impact on the locality in economic, social and environmental terms;*
- *assess the opportunities to support a pattern of development that, where reasonable to do so, facilitates the use of sustainable modes of transport;*
- *highlight and promote opportunities to reduce the need for travel where appropriate;*
- *identify opportunities to prioritise the use of alternative modes in both existing and new development locations if appropriate;*

- *consider the cumulative impacts of existing and proposed development on transport networks;*
- *assess the quality and capacity of transport infrastructure and its ability to meet forecast demands; and*
- *identify the short, medium and long-term transport proposals across all modes’.*

2.3.4 The principles set out in Planning Practice Guidance are consistent with the approach undertaken in the production of this report.

2.4 Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (2011)

2.4.1 This Transport White Paper, prepared by the Department for Transport (DfT), states its vision for a *‘transport system that is an engine for economic growth, but one that is also greener and safer and improves quality of life in our communities’.*

2.4.2 It believes that *‘we can build the balanced, dynamic low carbon economy that is essential for our future prosperity’* by improving sustainable transport links and investing in new projects that *‘promote green growth’* but importantly states that *‘investment on its own is not enough – we also need to help people to make transport choices that are good for society as a whole’.*

2.4.3 The paper makes the pertinent point that *‘two thirds of journeys are under five miles – many of these could be easily cycled, walked or undertaken by public transport’* but practical alternatives to private car use must be made more attractive. Their research suggests that a: *‘substantial proportion of car drivers would be willing to drive less, particularly for shorter trips’.*

2.4.4 It recognises that sustainable modes of travel are not viable alternatives to private car travel for all journeys, particularly those in rural areas or long distance trips. Greener car technologies will develop over the long term but *‘sustainable travel initiatives are available now, and will continue to have benefits for congestion and wealth’.* It states that short, local journeys are where the greatest opportunities for encouraging sustainable travel lie.

2.4.5 In terms of how sustainable transport choices can be encouraged, the White Paper believes that, *‘it is at the local level that most can be done to enable people to make more sustainable transport choices’.* At this level it can be a mix of smaller-scale transport schemes and citizens acting together which can facilitate the effective delivery of local transport solutions that are *‘developed for the places they serve, tailored for the specific needs and behaviour patterns of individual communities’.*

2.5 National Climate Change Agenda

2.5.1 In 2019 the UK Government made an Order to The Climate Change Act of 2008. Through this Order, the Government committed to make the UK a ‘net zero’ emitter of greenhouses gases by 2050 relative

to 1990 emission levels. One way to help achieve this is the reduce greenhouse emissions caused by road traffic, with the Government announcing the ban of new petrol and diesel engine cars by 2030, outlining a clear shift toward electric vehicles, whilst at the same time continuing to encourage active travel (walking and cycling) as well as public transport use.

2.6 DfT Circular 02/2013 The Strategic Road Network and the Delivery of Sustainable Development (2013)

2.6.1 Written by the Department for Transport (DfT) for its executive arm the Highways Agency, now National Highways (NH), the document represents the organisation's primary development guidance and policy. The Circular acknowledges NH's role in supporting sustainable development while safeguarding the function and purpose of the strategic road network (SRN).

2.6.2 Several key criteria are outlined in the document including the assessment of development impact, the promotion of sustainable development and Travel Plans.

2.7 The Strategic Road Network Planning for the Future (2015)

2.7.1 The Guide to Working with Highways England (now NH) on Planning Matters provides something of an update and an expansion on the planning aspects of Circular 02/2013. It recommends early engagement between developers and NH whilst highlighting NH's regulatory duty to co-operate in the planning process as a statutory consultee. It talks of sharing knowledge and experience as well as collaborative working. The Guide also provides further details on the impact of developments on the SRN in line with NPPF and Circular 02/2013.

2.8 Local Transport Plan and A Transport Plan for Growth

2.8.1 The Merseyside Local Transport Plan 3 (LTP3) was adopted in April 2011 and provides the statutory framework for transport strategy and plans across Merseyside.

2.8.2 The Merseyside LTP3 is set within the context of the vision of the Liverpool City Region (LCR) with the goal:

'To establish our status as a thriving international city region by 2030'.

2.8.3 The LCR vision for transport is:

'A city region committed to a low carbon future, which has a transport network and mobility culture that positively contribute to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice'.

2.8.4 In order to support the LCR and achieve the transport vision, LTP3 sets out six goals, as follows:

- One - Help create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, the Local Enterprise Partnership and the Local Strategic Partnerships;
- Two - Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability;
- Three - Ensure the transport system promotes and enables improved health and wellbeing and road safety;
- Four - Ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities;
- Five - Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods; and
- Six - Maintain our assets to a high standard.

2.8.5 Since LTP3 was published, there has been significant progress in formally bringing together local authorities across Merseyside and Halton to establish the LCR Combined Authority. Recognising the differences between the respective LTPs for Merseyside and Halton, and the government policy changes since the LTPs were published, *A Transport Plan for Growth* (TPG) was published in March 2015.

2.8.6 TPG sets out three Transport Priorities, as follows:

- ‘Growth’ – supporting economic growth in the City Region, through increasing employment, levels of productivity and investment;
- ‘Low Carbon’ – we want to live and work in a City Region that draws its energy from a range of sustainable energy sources, where travel is in vehicles powered by alternatives to fossil fuels, and with increased active travel opportunities; and
- ‘Access to Opportunity’ – supporting those who wish to access employment, training, education and further learning opportunities, and the wider work in supporting the whole City Region in access to fresh food, leisure and healthcare.

2.9 Knowsley Local Plan Core Strategy and Replacement Unitary Development Plan Policies

2.9.1 Knowsley adopted the Local Plan Core Strategy (CS) in January 2016 and together with the saved policies of the Knowsley Replacement Unitary Development Plan (UDP), adopted June 2006, forms the principal policy requirements for new development within the Borough.

2.9.2 The CS is clear in the need to support a sustainable transport system and pattern of development which minimises the need to travel and will ensure that jobs, shops and services are accessible to all,

with the aim of reducing the reliance on the car for travel. This is set out in the Vision, Strategic Objective 6, and under Policy CS2.

- 2.9.3 CS Policy CS7 (Transport Network) identifies a series of requirements for new development. The policy emphasises the need for development to be located and designed to prioritise accessibility and sustainable modes of transport through a choice of walking, cycling, public transport, and incorporate access for private vehicles; and that it must comply with adopted cycle, car, disabled and service vehicle parking standards for different types and scales of new development.
- 2.9.4 The relevant saved policies from the UDP are Policy T7 which aims to ensure the walking and cycling network is at least preserved and where possible enhanced; and Policy T10 which requires that proposals for new developments and change of use of existing buildings have adequate access for the less mobile and people who have sensory impairments.

2.10 Ensuring a Choice of Travel SPD

- 2.10.1 The *Ensuring a Choice of Travel* Supplementary Planning Document (SPD) was originally developed in partnership with the Merseyside Local Authorities and Merseytravel in order to provide consistent guidance to developers on access and transport requirements for new developments across the wider Merseyside area. Its overall objectives are:

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

Transport Assessments and Transport Statements

- 2.10.2 Chapter 6 of the SPD details the requirement for Transport Assessments (TAs). The SPD states that a TA is required which examines in detail the demand for travel generated by a development, and how this can be met in a safe and sustainable way - minimising any negative impacts on the surrounding community.

Travel Plans

- 2.10.3 Chapter 7 of the SPD outlines the benefits of and requirements for Travel Plans (TPs). The SPD defines a TP as,

‘A Travel Plan is a plan for managing transport effectively for a specific site. It aims to improve access to the site by many modes of travel, thus improving transport choices for everyone. It is made up of a package of practical measures with the aim of reducing car dependency and encouraging the use of walking, cycling, and public transport..’

Minimum Accessibility Standard Assessment

- 2.10.4 Among the transport requirements set out in the SPD are an ‘Accessibility Standard Assessment’ (ASA), which is a scoring system for new developments based on their land use type, scale, location, and facilities provided. The ASA that has been undertaken for the proposed development is detailed in Section 3.

Parking Standards

- 2.10.5 The SPD also sets out parking standards and will be detailed further in Section 4.

2.11 Manual for Streets

- 2.11.1 *Manual for Streets* (MfS) was published on behalf of the DfT and Communities and Local Government in March 2007 and was originally intended to provide advice for the design of residential streets in England and Wales.

- 2.11.2 The guidance contained therein addresses many common design principles and discusses detailed design issues, often presenting recommended design criteria which are not limited to residential situations. Some of the key principles of MfS include:

- The need to shift from focusing on designing for motor vehicles to designing streets around the needs of pedestrians, cyclists and public transport users which in turn enhances safety;
- Good design can help to create and strengthen a sense of place and community;
- Creating streets that are permeable and offer good quality connections to main destinations for all road users;
- Inclusive design that recognises the needs of people of all ages and abilities; and
- Cost-effective construction often by avoiding over-designing.

- 2.11.3 In September 2010 a companion document *Manual for Streets 2 – wider application of the principles* (MfS2) was published. This document expands on some of the design principles of MfS and provides examples of places where designs based on these principles have been implemented.

2.12 Travel Plan Objectives

- 2.12.1 From consideration of national and local transport policy it is clear that TPs have an important role in reducing congestion, minimising the environmental impact of travel and in supporting healthy living. Clearly providing funding alone is insufficient to encourage the use of sustainable modes of transport;

any funding should be accompanied by encouragement to use these modes and promotion of their benefits.

2.12.2 In line with the abovementioned policy and guidance, the developer feels that the TP should have the following objectives:

- Enable staff and visitors to the site to make sustainable travel choices that benefit themselves, their community and the environment;
- Design the development in such a way that it is accessible to all people regardless of any disability or impairment in order to enhance social inclusion;
- Raise awareness of the benefits of sustainable transport modes in terms of the benefits to individuals, local communities and the environment;
- Ensure that sustainable travel modes offer convenient options for door-to-door travel; and
- Ensure that sustainable travel choices are encouraged in the short term and continue to be used in the long term.

2.13 Summary

2.13.1 This section has outlined national and local transport policies and guidance which are applicable to the development site. How the site conforms to and complements these policies and guidance will be discussed in the following sections of this report, where relevant.

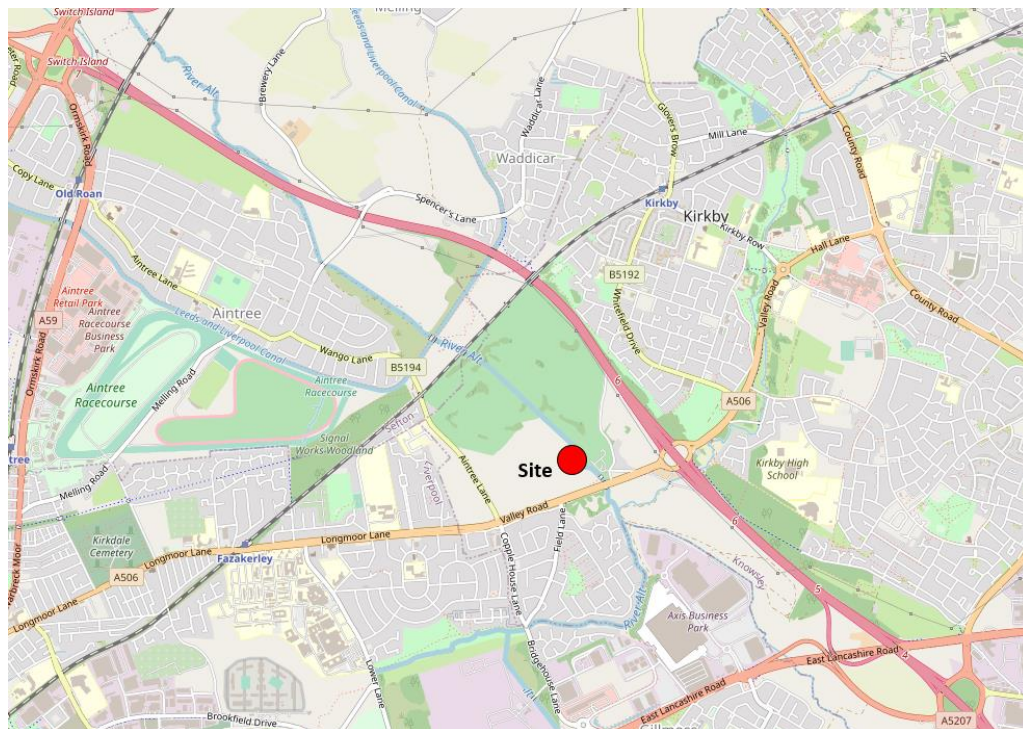
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3 EXISTING SITUATION

3.1 Site Description

- 3.1.1 The existing site consists of Kirkby Valley Golf Club and Course, as well as undeveloped land to the south-west of the course. It is located off Ingoe Lane, which itself is off the A506 Valley Road, Kirkby, located circa 2km west of the centre of Kirkby, 2km east of Fazakerley train station and circa 11km north-east of Liverpool city centre.
- 3.1.2 The development site is bound by the A506 Valley Road to the south, Aintree Lane to the west, the Wigan to Liverpool train line to the north and the M57 motorway to the east. The existing golf course, clubhouse, pro shop and car park takes access from a crossroads between Ingoe Lane and Oxtan Close. The River Alt bisects the site with two footbridges provided for golfers and a third bridge linking to the undeveloped south-west parcel.
- 3.1.3 No public rights of way cross the site, however Ingoe Lane is shown on KMBC online Highways Information mapping as being adopted for its length, including the gated section which continues north and passes under the M57 to a residential estate off Whitfield Drive, although it would appear that passage under the M57 is no longer achievable due to overgrown vegetation.
- 3.1.4 The location of the site in the context of Kirkby, Fazakerley and the local highway network is illustrated in **Image 3.1** below.

Image 3.1: Site Location



Source: <https://www.openstreetmap.org/search?query=kirkby#map=14/53.4753/-2.9045>

3.2 Local Highway Network

Ingoe Lane

- 3.2.1 Ingoe Lane is a cul-de-sac which serves the existing golf club and Oxton Close. It forms a priority controlled junction with Valley Road and a gap in the central reserve on the main road is provided to allow all turning movements. To the north of the aforementioned crossroads, it provides access to two dwellings, beyond which it becomes a gated track which runs along the eastern boundary of the golf course. Footway is provided on the eastern side of the developed part of Ingoe Lane. The presence of street lighting would suggest that the developed portion of the road is subject to a 30mph speed limit although there are no speed limit terminal markings at the junction with Valley Road.

A506 Valley Road

- 3.2.2 The A506 Valley Road has a direct frontage to the development's sites southern boundary. The road is dual carriageway, connecting to the M57 at junction 6 to the east and transitioning to Longmoor Lane (A506) to the west beyond the signalised junction with Aintree Lane/Copplehouse Lane. Toucan crossing provision is made to aid in pedestrian movements across the M57 junction 6 roundabout. The road is subject to a 40mph speed enforcement within the vicinity of the development site.
- 3.2.3 Each carriageway comprises of 2 lanes, with each lane being a circa 3.5m width. Laybys are provided for eastbound and westbound bus stops, with these stops providing shelter, seating, raised kerbs and timetable information. Street lighting is available for the length of the road within the vicinity of the development, with a shared walking/cycling path accommodated for within the northern verge of the east bound carriageway and southern verge of the west bound carriageway. Crossing points are provided at the signalised junction to Field Lane and the signalised junction to Aintree Lane and Copplehouse Lane.

Aintree Lane

- 3.2.4 Aintree Lane has a direct frontage to the development sites western boundary. The road is a singular carriageway, connecting at its southern tip to a signalised junction with the A506 before extending northwards to transition to Wango Lane. The road is subject to a national speed enforcement for the first circa 500m north from the A506 signalised junction, before then changing to a 30mph enforcement.
- 3.2.5 Footway at approximately 1-2m in width is provided along the roads eastern edge. Some footway is provided along the roads western edge for a short section, some 650m north from the A506 signalised junction.

Field Lane

- 3.2.6 Field Lane meets with the A506 in a signalised junction at its northern tip before extending south to meet with Coplehouse Lane at a priority junction. The road accommodates two way traffic for the first 300m south from the A506, with the road then becoming one way from this point for circa 100m. The road forms a mini roundabout with Barbara Avenue and Elizabeth Road, before continuing on to meet with Coplehouse Lane.
- 3.2.7 The carriageway is circa 5.5m wide, with speed hump provision in place for much of its length. Street lighting is provided, with footway at circa 2m width also provided along both sides of the carriageway. The road is subject to a 20mph speed enforcement.

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4 DEVELOPMENT PROPOSAL

4.1 Development Description

4.1.1 A summary of the development proposals is as follows:

- Reconfiguration and other improvement works across the entire golf course, including the reshaping of tees/greens/bunkers to provide both an improved 18 hole course and a new 9 hole course;
- New and improved irrigation/drainage works (including irrigation lake), extensive tree and shrub planting, and ecological mitigation measures across the course;
- The erection of a footbridge over the River Alt (to provide improved access around the reconfigured course);
- The erection of a new 2 storey Clubhouse of 2,027.8 sqm GEA with associated operational/management offices, golf shop, café/restaurant, function room, changing and toilet facilities;
- Retention, alteration and 364 sqm (GEA) extension of the existing clubhouse, and its change of use to form a golf-related/grounds maintenance training academy with associated classroom space, cafeteria and overnight accommodation for golf professionals/teachers/trainers (existing access and car park retained/unchanged);
- A new centrally located greenkeeper's compound with associated 720sqm GEA portal frame building to contain welfare facilities, office, training space and equipment storage and maintenance and security fencing;
- An 18-hole adventure golf course and practice putting green;
- A golf driving range with an associated 2 storey building containing 40 driving bays (over two levels), bar/lounge, pro golf shop, training and practice rooms/facilities, and external lighting and safety netting;
- 6 synthetic outdoor 5-a-side football pitches with associated lighting, means of enclosure and car parking;
- 5 synthetic outdoor tennis courts with associated means of enclosure and lighting;
- 1 external bowling green with associated timber players' hut, means of enclosure and lighting;
- Car and cycle parking spaces to serve all of the above facilities;
- Two new accesses created onto Valley Road; and
- The formation of a new gated access via Aintree Lane for the use of construction traffic (during construction phase) and - upon completion of development works - for the sole use of course operatives for the purposes of course management/maintenance.

- 4.1.2 The proposed masterplan should be available for download from the KMBC planning portal. It shows the Ingoe Lane access to the existing clubhouse and associated car park remaining unchanged on the eastern parcel of the site, east of the River Alt, with the majority of the remodelled golf course and proposed uses on the larger western parcel, west of the River Alt. The proposed clubhouse, adventure golf course and driving range are to be located on the eastern half of the western parcel, with the five-aside, tennis courts and bowling green located in the western half of the western parcel. The proposed 'hard' infrastructure elements of the proposals are to be located along the southern edge of the site with the 18 and 9-hole golf courses and the outfield area of the driving range to the north.

4.2 Proposed Vehicular Access Arrangement

Eastern Access (Existing)

- 4.2.1 As mentioned above, the existing Ingoe Lane access to the existing clubhouse, which will have its use changed to a specialist golf academy, will be retained with no changes other than minor improvements such as surfacing and signage including to the existing bridge of the River Alt west of the access to provide improved walking and cycling connection.

Main Access

- 4.2.2 The proposed new elements will be accessed by two new junctions from the A506 Valley Road. The main access will be formed by adding a fourth arm onto the A506/Field Lane signals. The traffic signal control will be retained, and aside from creating a fourth arm to serve the development, a number of improvements will be made to the junction including:

- A right turn flare for movements to the site from the A506 eastern arm;
- Changes to the splitter island on the Field Lane approach and radius on the south-east corner;
- Introduction of 'walk/cycle with traffic' signal controlled toucan crossings on the A506 eastern arm, the proposed site access and split crossing on Field Lane; and
- An upgrade of the traffic signal controller and loop hardware (if required).

- 4.2.3 Further details of the operation of the traffic signals will be provided in Section 7.

Western Access

- 4.2.4 The second junction will be a left-in slip road off the A506 Valley Road in between Aintree Lane and the main site access. The slip will lead to an internal mini-roundabout.
- 4.2.5 The access arrangements are shown in Drawing P18122-001C, with a greater level of detail shown for the main access in Drawing P18122-200C, both in TA Appendix E.

4.3 Proposed Pedestrian and Cycle Access Arrangement

- 4.3.1 Shared cycleway will be provided at both access junctions to tie into the existing provision. These will be supplemented by two separate shared cycle accesses and the existing foot/cycle bridge over the River Alt which will not be open to motor vehicle traffic. A new footbridge will also be provided further north to better link the two halves of the 18-hole golf course. This is necessary given that Tee 1 and Green 18 will be relocated to the west of the River Alt in front of the new clubhouse. A west to east shared cycleway will be provided to facilitate connection between the golf and non-golf uses.
- 4.3.2 A network of shared cycleways and footways will be provided internally with uncontrolled crossing facilities consisting of dropped kerbs and tactile paving on desire lines. Many of these crossings will be raised to cycleway/footway level to maximise convenience for such users and to traffic calm.

4.4 Internal Layout

- 4.4.1 Two inbound lanes will be provided from the main access. The nearside lane will head left to the non-golf uses (five-a-side soccer, tennis and bowling) as well as the main service area, while the offside lane will head right to the golf uses (new clubhouse, adventure golf and driving range). A short cut-through lane will be provided to cater for the small number of movements who will chose to visit the non-golf uses after visiting the golf uses first, i.e. enabling east to west movements as well as allowing for re-circulation of the main golf parking areas.
- 4.4.2 The non-golf visitors will egress the site by circulating through the main golf use car park, which will have a one-way arrangement, to one of three exit lanes at the main access. These three lanes will consist of a left only (A506 eastbound) nearside lane, a right only (A506 westbound) off-side lane and a shared right and ahead (Field Lane) middle lane. Any surge in exit movements can be accommodated internally to the site, while the two-lane entry arrangement will virtually eliminate the possibility of any blocking-back onto the A506.
- 4.4.3 A second internal mini-roundabout will be provided at the junction between the main golf use car park and the proposed clubhouse car park. The two mini-roundabouts and raised pedestrian/cycle crossings will help to maintain low speeds of circa 10mph which will help to maximise safety for all users, particularly pedestrians and cyclist.
- 4.4.4 Prime have worked along side the architects and wider project team to ensure that the internal highway layout and parking spaces are safe and appropriate for all users.

4.5 Parking

Car Parking

- 4.5.1 The proposed parking arrangements have been carefully considered. Whilst the applicant will aim to maximise the accessibility of the development by sustainable modes of travel, it is important to

recognise that golf clubs typically generate high proportions of car use given the need to transport golf clubs in the boot. Furthermore, the location of the site, being off the A506 and close to the M57, naturally gives it good access to the strategic road network. The above has been given due cognisance when devising the proposed number of parking spaces.

- 4.5.2 KMBC's parking standards do not cover all uses proposed on the site, therefore we have considered the typical parking standards for such uses where available in the standards of other local highway authorities in England alongside TRICS data. Where such sources are not available, a first principles approach has been applied. The indicative car parking requirement and our assumptions/sources are included in Table 4.1. Note we have not applied a cross-visitation factor other than the golf uses also making use of the proposed clubhouse which should be reflected in the sources referenced.

Table 4.1: Car Parking Estimates

Use	KMBC Standards/ TRICS/ Assumptions	Assumptions	Total
Clubhouse change of use	KMBC 1 space per 2 staff + 1 space per 15 students	assumed 10 staff & 50 students	8
18-hole golf course	TRICS Average = 125, other LPA standards average = 100	TRICS 125 worst case	125
9-hole golf course	TRICS Average = 60, other LPA standards average = 50	TRICS 60 worst case	60
Adventure Golf Course	Assumed same as 9-hole given similar course time	Equivalent to 9-hole	60
Golf Driving Range	TRICS = 2 per tee, other LPA standards average = 1.5 per tee	TRICS worst case for 40 tees	80
Five aside pitches - outdoor (x6)	TRICS = 10 per pitch	6 pitches	60
Tennis Court (x5)	TRICS = 6 per court	5 courts	30
Bowling Green	Assumption: green split into 6 rinks	4 players per rink	24
New clubhouse	Parking provision included in course provision	-	-
Putting green	Parking provision included in course provision	-	-
Greenkeeper's compound	Parking provision included in course provision	-	-
Total			447

- 4.5.3 The above suggests that circa 447 car parking spaces will be required to accommodate the development proposals, or 439 excluding the change of use at the existing clubhouse which is located on the eastern half of the site (east of River Alt).

- 4.5.4 The masterplan currently proposes a total of 469 spaces across the western half of the site (west of River Alt), which is just 30 spaces greater than the calculated requirement excluding the change of use. The standards spaces are proposed to be 2.5m x 5.0m wide in accordance with KMBC standards. 46 of the spaces will be for uses by disabled people and will include 1200mm safety zones.

- 4.5.5 The existing 152 space clubhouse car park will not only function as the car park for the change of use element, but it can also be used for overspill should there be any surges in demand or special events such as golf or football tournaments.
- 4.5.6 An appropriate number of electric vehicle charging facilities will be provided following further discussions with KMBC.
- 4.5.7 It can therefore be concluded that adequate car parking will be provided as part of the development proposals.

Cycle & Motorcycle Parking

- 4.5.8 Similar to the car parking, KMBC does not have cycle or motorcycle parking standards for all of the proposed uses. Therefore we have adopted the same approach to calculate this as the car parking. The indicative car parking requirement and our assumptions/sources are included in Table 4.2.

Table 4.2: Cycle and Motorcycle Parking Estimates

Use	LPA Standards/ Assumptions	Assumptions	Total
CYCLE PARKING			
Clubhouse change of use	KMBC 1 space per 5 staff + 1 space per 3 students	assumed 10 staff & 50 students	19
18-hole golf course	Other LPA standards average = 10 x cycle provision	-	10
9-hole golf course	Other LPA standards average = 5 x cycle provision	-	5
Adventure Golf Course	Assumed same as 9-hole given similar course time	Equivalent to 9-hole	5
Golf Driving Range	Other LPA standards average 5 short term spaces per 20/30 tees	Other LPA worst case 5 spaces per 20 tees for 40 tees	10
Five aside pitches - outdoor (x6)	Other LPA standards = 1 short term space per 10 players/ participants	Worst case 16 players per pitch (5 a-side + 3 sub) 6 pitches x 16 players = 96	10
Tennis Court (x5)	Prime assumptions = 1 space per court	5 courts	5
Bowling Green	Other LPA standards = 1 space per 20m ²	1475 sqm / 400 sqm	4
New clubhouse	Parking provision included in course provision	-	-
Putting green	Parking provision included in course provision	-	-
Greenkeeper's compound	Parking provision included in course provision	-	-
General Staff provision	Other LPA standards = 1 space per 8 staff	Team advised 13 long term spaces	13
Total			80
MOTORCYCLE PARKING			
Clubhouse change of use	KMBC 1 space per 12 staff + 1 space per 10 students	assumed 10 staff & 50 students	6
Rest of development	Other LPA standards = 1 space + 1 per 20 car spaces (for 1st 100 car spaces), then 1 space per 30 car spaces (over 100 car spaces).	469 car parking spaces	18
Total			24

4.5.9 The above suggests that a figure of 80 cycle parking and 24 motorcycle parking spaces will be appropriate. The masterplan currently proposes a total of 85 cycle parking spaces inclusive of 13 longer stay cycle lockers for staff.

4.5.10 16 motorcycle parking spaces are proposed for the western half of the site which is only 2 spaces short of the above estimate. We believe that the figure to be provided is reasonable as motorcycle could park in car parking spaces should there ever be more than 16 motorcycles parked on site, which we believe will be unlikely given the uses. The existing clubhouse car park should easily be able to accommodate 6 or more motorcycles.

4.5.11 It can therefore be concluded that adequate cycle and motorcycle parking will be provided as part of the development proposals.

5 ACCESS BY SUSTAINABLE MODES

5.1 Introduction to Sustainable Modes of Transport

- 5.1.1 National and local transport planning policy centres on the importance of sustainable development, meaning that new developments should be located in areas where there is access to sustainable modes of travel, or where sustainable modes of travel can be introduced. The *National Design Guide* (2019) defines sustainable transport modes as:

‘Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra low emission vehicles, car sharing and public transport.’

- 5.1.2 Walking, cycling and public transport are commonly regarded to be the most sustainable modes of transportation. This section of the report will describe how the site can be accessed by these modes..

5.2 Access on Foot

- 5.2.1 The site is located within the existing residential area of Fazakerley, on the outskirts of the City of Liverpool, near to the town of Kirkby. The existing network provides good access to the surrounding areas. A shared footway/cycleway is in place along Valley Road (A506), with formal signalised crossing infrastructure provided to aid in pedestrian movements. Junction 6 of the M57 provides toucan crossing facilities, with this infrastructure further enhancing permeability to the surrounding area, particularly to the town of Kirkby. Improved crossing facilities will also be provided at the main access.
- 5.2.2 Shared cycleways will be provided at the site accesses to tie in with the existing provision on the A506, along with there being two dedicated pedestrian/cycle accesses and the two crossings of the River Alt. The footways/cycleways provide continuous routes, complete with street lighting, to the various residential areas and other facilities that exist around the site. The internal routes will be safe and lit with raised crossings provided on desire lines.
- 5.2.3 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled *Providing for Journeys on Foot* (2000) suggests walking distances which are relevant to this application. These distances are shown in Table 5.1.

Table 5.1: Suggested Acceptable Walking Distances

Criteria	Town Centres (m)	Commuting/School/Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

- 5.2.4 In order to highlight the site's accessibility on foot, an indicative walking isochrone has been produced using the Geographic Information System (GIS) software Visography TRACC. Figure 1 in TA Appendix F represents the site's walking catchment with the CIHT's '*Preferred Maximum*' distances of 2000m.
- 5.2.5 In order to provide an accurate representation of the future highway and PRow network, the site's new vehicular and pedestrian access points have been manually added to the network, and then used to generate isochrones. The accessibility distance is based on an origin/destination point at both new access locations to the site, with the individual isochrones generated then merged to form the whole isochrone seen in Figure 1 in TA Appendix F.
- 5.2.6 From Figure 1 of TA Appendix F, it can be seen that a large proportion of Fazakerley can be walked to from the development site within a 1200m distance. An even greater proportion of Fazakerley becomes accessible within a 2000m walking distance, with areas of Kirkby becoming accessible to the east and areas of Aintree becoming accessible to the north.
- 5.2.7 All footways, as described within Section 3, are of reasonable width and quality, with street lighting provided to aid in pedestrian movements and contribute towards a conducive walking environment. Given the evidence presented in Figure 1 of TA Appendix F, walking can be considered to be a realistic and viable method of travel indicating that the site's location is accessible via this sustainable mode.

5.3 Access by Cycle

- 5.3.1 It is widely recognised that cycling can offer an attractive alternative to short car trips, particularly those under 5km, but also as part of longer journeys by public transport.
- 5.3.2 The CIHT document *Cycle Friendly Infrastructure* (2004) states in paragraph 2.3 that:
- 'Three quarters of journeys by all modes of travel are less than five miles (8km) and half under two miles (3.2km) (DoT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person.'*
- 5.3.3 Local Transport Note 1/20 *Cycle Infrastructure Design* states similar, that '*Two out of every three personal trips are less than five miles [8km] in length – an achievable distance to cycle for most people*'. The National Travel Survey states that in 2019, the average cycling trip took 23-minutes, equivalent to 6,133m (based on an average speed of 16kph), again this being an average with a proportion of respondents cycling a greater distance than this.
- 5.3.4 National Cycle Route 862 (NCR 862) is located to the east of the M57 and runs traffic-free along Valley Road connecting Kirkby train station and town centre to the East Lancs, Knowsley Business Park and Stockbridge Village, with many sections to the south also being traffic-free.
- 5.3.5 A cycling isochrone showing the site's catchment has also been produced using TRACC and is shown as Figure 2 in TA Appendix F. The figure illustrates 2000m and 5000m catchment ranges which equate

to 10 minute and 25-minute journey times respectively which are based on the somewhat conservative or leisurely cycle speed of 12kph. Anecdotally, commuting cyclists (staff) are generally thought to travel at speeds between 15-20kph so a greater catchment may be more realistic.

5.3.6 Figure 2 in TA Appendix F illustrates that the areas accessible within Figure 1 are similarly accessible within a 2000m cycling distance. The 5000m cycling distance allows for a much greater proportion of the surrounding area to be accessed. It can be seen that the entirety of Fazakerley, Aintree and Kirkby can be accessed, with Croxteth, Orrell Park, Netherton and Norris Green then also becoming accessible, as is much of NCR 862.

5.3.7 The catchment plan suggests that cycling will be a viable mode of travel to access the development from the surrounding residential areas. The good quality infrastructure surrounding the site will mean that travel on foot and by cycle will continue to be realistic and convenient modes of travel for future staff/members of the development.

5.3.8 The proposed new site access points are well positioned to complement the existing infrastructure, such as the shared foot/cycleways along Valley Road (A506) and the signalised crossings.

5.4 Access by Bus

5.4.1 The nearest bus stops to the site are located along the sites frontage to Valley Road (A506), and as such are well within the recommended 400m walking distance. Furthermore, as discussed previously within Section 3, the route towards these bus stops consist of good quality/width footway, with appropriate street lighting provided. The westbound bus stop can be accessed through utilising either of the signalised crossing points across Valley Road (A506), with the eastbound bus stop accessible without the need to cross a carriageway.

5.4.2 The stops are served by a variety of services as shown in Table 5.2. Both directions are provided with waiting facilities including shelters, seating, lighting and timetable information. Tables 5.2 summarise the main higher frequency services that can be accessed at this location. Timetable information has been obtained from 'Traveline' with the timetables reference at the time of writing this report available on request. (<https://www.traveline.info/>).

Table 5.2: Summary of Main High Frequency Bus Services Accessed from Valley Road (A506)

Service	Route	Weekday Frequency	Weekend Frequency	
		Monday - Friday	Saturday	Sunday
17	Liverpool Queens Square – Kirkby Bus Station	6 per hour	6 per hour	4 per hour
20/20X	Liverpool Queens Square – Tower Hill, Kirkby	5 per hour	5 per hour	2 per hour
21	Liverpool Queens Square - Northwood	5 per hour	5 per hour	2 per hour
121	Norris Green - Aintree	5 services/day between circa 1845 - 2045	5 services/day between circa 1845 - 2045	2 per hour
214	Walton Park Circular	2 per hour	2 per hour	No service
217/227	Huyton – Kirkby	4 per hour	2 per hour	2 per hour
X3	Liverpool Queens Square - Knowsley Industrial Park	1 per hour	No service	No service

5.4.3 It can be seen from Table 5.2 that the main high frequency bus services that can be accessed via the stops on Valley Road provide connections between Liverpool city centre and Kirkby including many of the local centres in between, these include Walton, Aintree, Norris Green, Huyton and Bootle.

5.4.4 In order to further encourage bus travel, the applicant is willing to upgrade the nearest pair of bus stops on Valley Road to include shelters and seating.

5.4.5 The NPPF, at paragraph 112, states that developments should ‘*so far as possible*’, facilitate ‘*access to high quality public transport*’. It is our opinion that the existing bus service provision in the vicinity of the development is appropriate and reasonable for its size and nature. The site, by taking advantage of the good quality footway connections to the abovementioned bus stops, does provide ‘*appropriate opportunities to promote sustainable transport modes*’ (paragraph 110 NPPF).

5.5 Accessibility Standard Assessment (ASA)

5.5.1 Table B.1 of Appendix B of KMBC’s Ensuring a Choice of Travel SPD provides details of the minimum levels of accessibility that should be achieved by various modes of transport. These scores are based on the land use type, scale, location, and facilities provided.

5.5.2 The minimum required scores for the development proposed as part of this planning application are provided in Table 5.3 based on the development type being a major/large ‘D2 Assembly & Leisure’, location ‘Other Urban’.

Table 5.3: Minimum Required ASA Scoring

Development Type, Location, Size	Minimum score for walking	Minimum score for cycling	Minimum score for public transport	Minimum score for vehicle access and parking
D2 Assembly & Leisure	4	5	6	2

- 5.5.3 The ASA undertaken for the site is included in full in TA Appendix G. However, a summary of the scoring awarded is provided in Table 5.4.

Table 5.4: ASA Scoring Results

Development Type, Location, Size	Score for walking	Score for cycling	Score for public transport	Score for vehicle access and parking
D2 Assembly & Leisure	4	5	6	2

- 5.5.4 It can be seen from Tables 5.3 and 5.4 that the development proposals would meet the minimum scoring requirements of the ASA exercise.

5.6 Summary

- 5.6.1 This section of the report has demonstrated that the site is in a sustainable location surrounded by an extensive residential area. The local bus services provide connections to multiple locations in the area making bus travel a viable option for some staff and customers of the development. The applicant is willing to fund the upgrade of the nearest pair of bus stops on Valley Road to include shelters and seating.
- 5.6.2 The degree of accessibility of the site is confirmed by the fact the site meets the ASA requirements set out in KMBC's Ensuring a Choice of Travel SPD.
- 5.6.3 A key theme of national and local transport planning policy is that development should be located where the use of sustainable transport modes can be maximised. As detailed in Section 2 of this report, the NPPF states that *'significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes'*, as well as providing *'safe and suitable'* access for all.
- 5.6.4 It is therefore felt that, in relation to Paragraph 110 of the NPPF, *'appropriate opportunities to promote sustainable transport modes can be – or have been – taken up'*. The development also naturally aligns with paragraph 98 in terms of providing opportunities for sport and physical activity.

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6 TARGETS

6.1 Introduction

- 6.1.1 In order for TP measures to be successfully adopted, it is important to set achievable but still somewhat challenging targets that can be monitored and reviewed at regular intervals. It is difficult to set targets at this stage as they need to be based on the actual travel characteristics of the site which will not be known until a baseline travel survey has been arranged following full occupation of the site, or an agreeable level of occupation with KMBC. This is particularly true of this development given the somewhat bespoke mix of uses.

6.2 Trip Generation

- 6.2.1 The TA provides a detailed breakdown of how the trip generation for the proposed development have been calculated using the industry standard TRICS database, which contains traffic generation surveys of numerous sites of various land use types across the UK and Ireland.
- 6.2.2 A summary of the total forecast vehicular trip generation for the three peak hours assessed is provided in Table 6.1, note that this does not include existing trips generated by the golf club.

Table 6.1: Total New Development Trips

Hr Beginning	Trip Generation		
	Arrivals	Departures	Total
AM Peak	37	7	44
PM Peak	53	59	112
Weekend Peak	111	44	155

6.3 Targets

- 6.3.1 As stated above, it would not seem prudent to set targets at this time given the bespoke mix of uses on the development site. It will be more appropriate to set such targets after the completion of baseline travel surveys which will be undertaken at a point in time to be agreed with KMBC. We would however suggest that a reduction in the proportion of single vehicle occupants in the order of 5%, within five-years of the baseline survey, would seem appropriate. It is hoped that more sustainable modes of travel, such as walking, cycling, public transport and car sharing, will collectively increase their modal share by this amount.
- 6.3.2 It is expected that the TP coordinator (TPC), to be discussed in the next section, will arrange a repeat travel survey after this five-year timescale to assess whether the targets have been achieved, then new targets can be established. Timescales can also be set for further surveys and targets.

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7 MEASURES

7.1 Introduction

- 7.1.1 It is important that TP measures are appropriate for the development and have realistic potential to influence the increased uptake of sustainable modes of transportation. It is also important that they can influence people in the short, medium and long term.
- 7.1.2 Not only should the measures be realistic, but it is vital that resources are made available to help achieve them. Therefore, the roles and responsibilities of all parties involved, particularly KMBC and the eventual travel plan coordinator for the site, should be presented, discussed and agreed at the earliest opportunity.
- 7.1.3 This section will present such measures, some of which will be collective and apply to all modes of sustainable transport while others will be specific to each mode. Similarly, some of the measures will apply to all land uses on the site, while some may be specific to individual land uses.

7.2 Reducing the Need to Travel

- 7.2.1 Sections 4 and 5 have stated that the local highway network is conducive to walking and cycling trips, with established, well-lit footways and crossing facilities for pedestrians and demarcated cycle routes for cyclists.
- 7.2.2 Clearly the sport and leisure nature of the development means that its very purpose is to get people out exercising and playing sport, though it may be possible for some staff, particularly those with administration roles, to work from home on occasion. The recent enhancements in video calling and remote working should help to aid this.

7.3 Staff Travel Information Packs

- 7.3.1 Staff Travel Information Packs will be provided for each new starter on commencement of their employment. These will be produced by the developer with input from KMBC and Merseytravel. Such packs will be essential to educating and informing future employees, of the sustainable transport modes available to them and the benefits they can have including time and cost savings, supporting a healthy lifestyle and minimising their carbon footprint.
- 7.3.2 Typically, the content a Staff Information Pack would include:
- Introduction to the TP concept dealing with objectives and benefits;
 - Educational literature on the health benefits of walking and cycling and the environmental benefits of sustainable modes of transport;
 - Maps highlighting local walking and cycling routes and catchment plans indicating typical walking and cycling times to neighbouring residential areas;

- Public transport route maps and timetables;
- Weblinks to travel planning and public transport websites;
- Contact details for local taxi companies; and
- Details of the appropriate TP coordinator.

7.4 Website and Social Media

7.4.1 The Kirkby Valley Golf website already contains a directions feature, but it can be updated to contain the following information:

- Walking and cycling directions from public transport stops/hubs;
- Details of bus services that stop in the vicinity of the site;
- Contact details for local taxi operators;
- Details of cycle parking provision; and
- Details of EV charging provision.

7.4.2 Similar information can also be provided on notice boards around the site and on social media platforms.

7.5 Other Methods of Raising Awareness and Marketing

7.5.1 Aside from Staff Information Packs, notice boards and the website, there are other effective ways to raise the awareness of and market the benefits of sustainable travel including:

- Personalised travel planning for staff and potentially visitors, often arranged by a TP coordinator; and
- Promotion of events such as National Bike Week and Living Street's series of walking events including Walk to Work Week.

7.6 Measures to Promote Walking

7.6.1 Walking is considered to be the most sustainable and accessible mode of travel. It also has the benefit of zero carbon emissions and significant health benefits, with doctors recommending 150 minutes of activity per week to keep your body healthy and prevent illness including heart disease, cancer and diabetes (<https://www.nhs.uk/live-well/exercise/>). The 150 minutes could be achieved by walking leisurely for 30 minutes per day, five days a week, or briskly for 10 minutes per day (<https://www.nhs.uk/live-well/exercise/walking-for-health/>). Furthermore, recent research from the University of Cambridge has discovered that just a brisk 20-minute walk each day, burning between 90 and 110 calories, could reduce the risk of premature death by between 16-30% for inactive individuals (<http://www.cam.ac.uk/research/news/lack-of-exercise-responsible-for-twice-as-many-deaths-as-obesity>).

7.6.2 Potential measures to encourage walking include the following:

- Raise awareness of the health benefits of walking for all ages of people of fair health, emphasising how it is a cost-effective alternative to other exercise methods such as gym membership and does not involve a considerable change to people's day-to-day lifestyles;
- Promote the local walking routes available (through Staff Information Packs and notice boards) including off-road PRow's and pedestrian cut-throughs;
- Promotion of KMBC's journey planning webpage: <https://www.knowsley.gov.uk/residents/welcome-to-knowsley/getting-around-in-knowsley>; and
- Ensure the clear signage of pedestrian routes within and adjacent to the site.

7.7 Measures to Promote Cycling

- 7.7.1 Like walking, cycling is sustainable and accessible. It has the benefits of zero carbon emissions and has significant health benefits.
- 7.7.2 The NHS website (<https://www.nhs.uk/live-well/exercise/cycling-for-beginners/>) outlines the health benefits of cycling stating that, *'For health benefits, adults and older adults should do at least 2 hours and 30 minutes (150 minutes) of moderate-intensity activity each week...A 30-minute ride will count towards your recommended weekly activity target'*.
- 7.7.3 The website also makes the pertinent point that cycling has broad appeal with young and old, the able-bodied and people with disabilities who can all enjoy cycling with the right equipment.
- 7.7.4 Other potential measures to encourage cycling will be provided in Welcome Packs and on notice boards in their communal areas and will include the following:
- Educational literature on the health benefits of cycling;
 - Promote the local cycling routes, cycle hire and training available, via Liverpool City Region's website (<https://www.liverpoolcityregion-ca.gov.uk/activetravel/>);
 - Promotion of KMBC's journey planning webpage: <https://www.knowsley.gov.uk/residents/welcome-to-knowsley/getting-around-in-knowsley>;
 - Promote cycle parking, storage and maintenance facilities; and
 - Promote events such as National Bike Week (www.bikeweek.org.uk).

7.8 Measures to Encourage Public Transport

- 7.8.1 Public transport use and accessibility is an important element of TPs. Public transport can often be effective options for many trip types, particularly mid to long distance journeys. Section 5 of this report has demonstrated that bus travel should be a suitable and convenient mode of transport for staff and visitors to the site.

- 7.8.2 The key measure to promote bus use will be through the provision of route and timetable information, as well as a link to the Merseytravel website, on the Club's website and on notice boards.

7.9 Measures to Promote Taxi Use

- 7.9.1 Taxi use is considered to be a sustainable mode of travel, particularly in terms of an infrastructure provision perspective as it reduces the need for car parking. The local area is currently well-served by taxis, including app and phone based private hire companies.
- 7.9.2 It is envisaged that club house staff will be able to book taxis or order them on demand through a preferred local taxi company.

7.10 Measures to Reduce Single Occupancy Car Trips

- 7.10.1 Car/lift sharing can be an effective way to reduce single occupancy car trips. There may be the potential to offer rewards for visitors to the site who car share, such preferential parking spaces or other rewards through the Club.
- 7.10.2 Staff may also be able to make use of lift sharing websites including the following:
- BlaBlaCar (www.blablacar.co.uk);
 - Liftshare (<https://liftshare.com/uk>); and
 - GoCarShare (<http://gocarshare.com>).
- 7.10.3 The Liftshare websites enable users to register and search for lifts in their area. Users typically have to be over 18 years of age but do not always have to have driving licences (as passengers). Websites such as these can be promoted through Staff Travel Information Packs, notice boards, website and social media.

7.11 Measures to Encourage Low Emission Vehicle Use

- 7.11.1 It has been well publicised in the national media in recent years that car manufacturers are actively investing in low emission technologies such as electric hybrid engines and fully electric engines, with central government due to impose a ban on the sale of new petrol and diesel engine vehicles in 2030. The purchase prices of such low emission technologies are becoming more in line with standard petrol and diesel engine vehicles, with some manufacturers setting targets to fully switch to electric vehicle or hybrid production only.
- 7.11.2 The applicant is willing to provide electric vehicle charging facilities on-site following further discussions with KMBC.

8 MANAGEMENT, MONITORING AND REVIEW

8.1 Management

- 8.1.1 The overall responsibility for the TP will initially lie with the developer and their TP coordinator.

8.2 Appointment of a Travel Plan Coordinator

- 8.2.1 It is envisaged that the developer will appoint a Travel Plan coordinator (TPC) to be in place from first commencement of the development. The TPC will inherit the day-to-day responsibility for ensuring that the TP is regularly monitored, reviewed, updated and evolved. They will be tasked with implementing and marketing the TP measures, monitoring the uptake of the measures by arranging travel surveys at regular intervals to be agreed with KMBC, assessing whether targets have been met, reviewing and updating the targets based on survey results and liaising with KMBC and public transport operators, particularly Merseytravel.

8.3 Monitoring and Review

- 8.3.1 It is important that the TP is monitored at regular intervals to assess its success and help to evolve it. It is envisaged that the developer will commit to monitor the TP at regular intervals over a period of time.
- 8.3.2 The TP will need to be reviewed at regular intervals after monitoring is complete. The review should remove any unsuccessful incentives and replace them with measures that will help to achieve the TP targets. If the TP is shown to be underachieving, a remedial strategy will need to be outlined which should consider measures to address any failing aspects of the TP. Any changes to the TP will need to be made in agreement with KMBC.

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