

Huyton Trade Park

21/10/2022

Reference number GB01T20E53.2PROJ.11020624

HUYTON TRADE PARK TRAVEL PLAN



SYSTRA

HUYTON TRADE PARK

HUYTON TRADE PARK TRAVEL PLAN

IDENTIFICATION TABLE

Client/Project owner	Derwent Development Management Ltd
Project	Huyton Trade Park
Study	Huyton Trade Park Travel Plan
Type of document	Travel Plan
Date	21/10/2022
Reference number	GB01T20E53.2PROJ.11020624
Number of pages	25

APPROVAL

Version	Name		Position	Date	Modifications
1	Author	Joshua Bell	Senior Consultant	29/06/2022	Updated following client comments
	Checked by	Terence Dale	Associate Director	06/07/2022	
	Approved by	Terence Dale	Associate Director	06/07/2022	
2	Author	Joshua Bell	Senior Consultant	20/10/2022	
	Checked by	Terence Dale	Associate Director	21/10/2022	
	Approved by	Terence Dale	Associate Director	21/10/2022	

TABLE OF CONTENTS

1.	INTRODUCTION	6
1.1	OVERVIEW	6
1.2	TRAVEL PLAN	6
2.	BASELINE CONDITIONS AND SITE ACCESSIBILITY	8
2.1	SITE CONTEXT	8
2.2	LOCAL HIGHWAY NETWORK	8
2.3	ACCESSIBILITY	9
2.4	WALKING AND CYCLING	9
2.5	PUBLIC TRANSPORT	10
2.6	LOCAL AMENITIES	13
2.7	WORKFORCE MODAL SPLIT	13
2.8	SUMMARY	13
3.	PROPOSED DEVELOPMENT AND ACCESS STRATEGY	14
3.1	DEVELOPMENT DETAILS	14
4.	TRAVEL PLAN AIMS AND OBJECTIVES	17
4.1	AIMS	17
4.2	OBJECTIVES	17
5.	TRAVEL PLAN ROLES & RESPONSIBILITIES	18
5.1	TRAVEL PLAN COORDINATOR	18
5.2	COMMUNICATION	18
5.3	SCHEME ADMINISTRATION	19
5.4	MONITORING	19
5.5	TRAVEL PLAN REVIEW	19
5.6	FUNDING	19
6.	TRAVEL PLAN ROLES & RESPONSIBILITIES	20
6.1	TARGETS	20
7.	SUSTAINABLE TRANSPORT MEASURES	21
7.1	OVERVIEW	21
7.2	FACILITIES TO REDUCE THE NEED TO TRAVEL	21
7.3	TRAVEL INFORMATION LEAFLET	21
7.4	CYCLING MEASURES	21

7.5	PUBLIC TRANSPORT MEASURES	22
7.6	CAR SHARING MEASURES	22
7.7	PROMOTION OF NATIONAL TRAVEL AWARENESS DAYS	22
8.	ACTION PLAN	23

LIST OF FIGURES

Figure 1.	Site Location	6
Figure 2.	Knowsley Cycle Map	10
Figure 3.	Bus stop locations	11
Figure 4.	Indicative site plan	14

LIST OF TABLES

Table 1.	CIHT Guideline Acceptable Walking Distance	9
Table 2.	Bus Services	11
Table 3.	St Gabriel Ward Mode Share	13
Table 4.	Parking Standards and Proposed Parking	15
Table 5.	Indicative Travel Plan Targets	20
Table 6.	Action Plan	23

transport statement or transport assessment so that the likely impacts of the proposal can be accessed”.

- 1.2.2 A TP is a package of measures implemented with aim of reducing the number and length of car trips generated by development. TPs strive to support, promote and encourage sustainable mobility, thereby, reducing the overall need to travel by car.
- 1.2.3 The following are fundamental to the success of a Travel Plan:
- A commitments to achieve its objectives;
 - Implementation of its measures;
 - Keeping colleagues informed; and
 - Reviewing, amending and developing the plan on a regular basis.
- 1.2.4 With the above in mind, this plan has been developed with consideration to ‘*Good Practice Guidelines: Delivering Travel Plans through the Planning Process*’ produced by the Department for Transport (DfT). This states that ‘*Travel plans are an important tool for delivering sustainable access to new development, whatever the use*’.
- 1.2.5 In addition, the plan has been developed with consideration given to the Supplementary Planning Document ‘Ensuring a Choice of Travel’ produced by Knowsley Borough Council (KBC). The document states that a TP 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.
- 1.2.6 In line with the guidance, this plan will present the following:
- The baseline conditions and, therefore, the existing access to public transport, cycling, and pedestrian infrastructure in the vicinity of the application site;
 - Its aims and objectives;
 - An outline of the measures to be put in place for monitoring and review;
 - The targets aspired to, through achieving the objectives of the plan, including modal shift targets; and
 - A marketing and management strategy, including details of the appointed Travel Plan Coordinator and their responsibilities in terms of administering and communicating the TP to colleagues on the site.

2. BASELINE CONDITIONS AND SITE ACCESSIBILITY

2.1 Site Context

- 2.1.1 This chapter considers the location of the application site and the existing local highway, pedestrian, cycle and public transport infrastructure which will be used by employees and visitors.
- 2.1.2 The site is located to the south of Wilson Road, close to the town of Huyton. Huyton is located approximately 11km to the west of Birkenhead, and St Helens is located approximately 8km to the north east.
- 2.1.3 The site itself is bound by Wilson Road to the north, existing employment/trade centres (namely Clifton Trade Bathrooms Huyton) to the east, an open green space and residential dwellings to the south, and Manor Farm Road to the west.
- 2.1.4 Given the local allocation, the area within the immediate vicinity of the site is generally made up of industrial/employment uses. Slightly further afield, and to the south, there is a larger concentration of residential dwellings.

2.2 Local Highway Network

- 2.2.1 Access to the application site is provided at two points off Wilson Road. One is located to the north of Block 1 and the other is located to the north of Block 2 and the Seedbed Unit. The southern access will continue to provide access to units A1 to A15 and B1 to B5 while access to units B6 to B9 and Howdens will be maintained via the northern access.
- 2.2.2 Wilson Road is a tree lined boulevard within a wider trading estate and runs on a north-west to south-east axis; it is subject to a 30mph speed limit, hence, the standard driver stopping sight distance (SSD) is 90m, and visibility splays at egress are 2.4m (minimum) x 90m.
- 2.2.3 The road surface appears to be in good condition and the route is subject to prohibition of waiting traffic regulation orders (TRO).
- 2.2.4 At the northern extent and approximately 600m from the site, Wilson Road meets Huyton Hey Road which leads into Huyton town centre. At the southern extent and approximately 1km from the site, Wilson Road meets the A5080 Cronton Road. Wilson Road can be accessed via a newly signalised junction off the A5080 Cronton Road.
- 2.2.5 The A5080 Cronton Road is approximately 12m wide, comprising of one lane in either direction. Its junction with Wilson Road appears to have been upgraded recently to include the provision of traffic signal control. This junction improvement appears to be related to and as a consequence of the Aldi store and other development.
- 2.2.6 The M62(J6) is located approximately 350m to the east of the Wilson Road/A5080 junction; it is a principal interchange between the M62 and M57. The M62 runs on an east to west axis and provides access to major cities such as Liverpool to the west and Manchester to the East. The M57 runs on a north to south axis and provides access to Widnes and Runcorn via the Knowsley Expressway.

2.3 Accessibility

CIHT and Knowsley Borough Council Guidance

- 2.3.1 The 'Guidelines for Providing for Journeys on Foot' produced by the Chartered Institution of Highways and Transportation (CIHT) document describes acceptable walking distances for pedestrians without mobility impairment. They suggest that, for commuting, up to 500 metres is the desirable walking distance, up to 1,000 metres is an acceptable walking distance and 2,000 metres is the preferred maximum walking distance. **Table 1** sets out the CIHT guidelines on acceptable walking distances.

Table 1. CIHT Guideline Acceptable Walking Distance

CRITERIA	TOWN CENTRE	COMMUTING / SIGHT SEEING	ELSEWHERE
Desirable	200m	500m	400m
Acceptable	400m	1,000m	800m
Preferred Maximum	800m	2,000m	1,200m

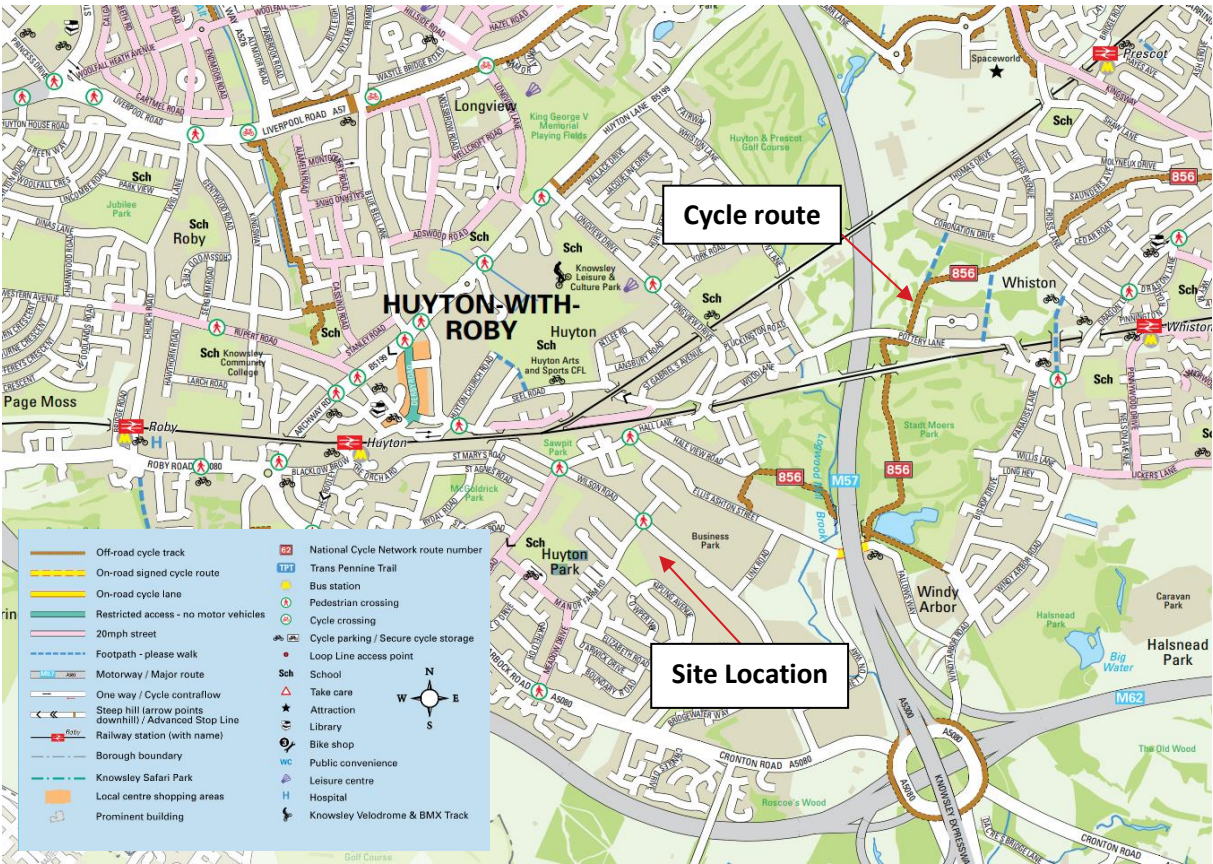
- 2.3.2 The Knowsley Borough Council UDP states that *“major development should be / be capable of being within safe and convenient walking space from public transport facilities. This is 400m from the nearest bus stop and/or 800m from a railway station, MerseyTram stop. Developments that are likely to generate a significant movement of freight should be located at sites which have good access to strategic roads.”*
- 2.3.3 Both the CIHT guidance and the Knowsley Borough Council guidance has been considered further.

2.4 Walking and Cycling

- 2.4.1 The full extent of Wilson Road benefits from wide footways on both sides of the carriageway, as do the surrounding roads. The tree line boulevard provides a natural separation between pedestrians and vehicles and facilitates safe access for pedestrians who may wish to use the nearby facilities, and will be utilised by employees.
- 2.4.2 The closest pedestrian crossing point is located at the Wilson Road / Manor Farm Road / Brickfields signalised junction which is approximately 130m to the west of the application site. This provides a safe crossing for pedestrians. Other pedestrian crossing points are indicated in Figure 3 which has been taken from the Knowsley County Council website.
- 2.4.3 Wilson Road and the surrounding local highway network is also street lit.
- 2.4.4 There are currently no designated, segregated facilities for cyclists along Wilson Road. However, on-road cycling would be suitable for experienced cyclists. As illustrated on **Figure 2**, Cycle Route 856, an off road cycle route, runs from Ellis Ashton Street (approximately 600m from the proposed site) to Prescot in the east. Route 856 provides access to Whiston Hospital, a school, and Prescot railway station slightly further afield. Route 856 could also be used for the majority of the route to Whiston railway station.

2.4.5 The Liverpool Loop Line runs approximately 5km to the west of the proposed site. The disused railway path provides a flat, well surfaced green corridor through the urban environment of east Liverpool, and forms part of the award-winning Trans Pennine Trail.

Figure 2. Knowsley Cycle Map



2.5 Public Transport

Bus

- 2.5.1 The bus stops close to the application site are shown in **Figure 3**. The closest are located on Wilson Road and are within 400m; this distance is in line with the Knowsley UDP, and the requirement for the development to be within 400m of the closest bus stop. The number 3, 3A, 248, and 897 bus services are available from here in the westbound direction, and the 248, 870, and 897 bus services are available in the eastbound direction.
- 2.5.2 Other bus stops are located on Manor Farm Road, just to the west of the Manor Farm Road / Wilson Road junction, albeit within 400m walking distance of the proposed development. The 10B and 248 bus services are available in the northbound direction, and the 10B, 246 and 248 buses in the southbound direction. Further stops are located on Manor Farm Road, approximately 450m – 900m from the application site. These stops too are considered to be accessible, given the CIHT guidance outlined in **Table 1** above.

Figure 3. Bus stop locations



2.5.3 Bus service frequency has been obtained for the routes serving the bus stops. The table firstly outlines services that are within 400m walking distance of the proposed site and then outlines any additional services that are within 1000m of the proposed site. **Table 2** summarises the bus services and provides details of their route.

Table 2. Bus Services

SERVICE	ROUTE	WEEKDAY FREQ		SAT FREQ (DAYTIME AVG)	SUN FREQ (DAYTIME AVG)
		AM PEAK	PM Peak		
Within 400m (Knowsley UDP Guidance)					
3	Huyton Industrial Estate – Halewood	60 mins	60 mins	60 mins	N/A
3A	Huyton Industrial Estate – Liverpool John Lennon Airport	60 mins	60 mins	60 mins	N/A
248	Huyton – Prescot circular via Whiston Hospital	30 mins	N/A no service until past 1815	Same as weekday	60 mins

SERVICE	ROUTE	WEEKDAY FREQ		SAT FREQ (DAYTIME AVG)	SUN FREQ (DAYTIM E AVG)
		AM PEAK	PM Peak		
897	Huyton Industrial Estate – Kirkby Admin	N/A early morning service only			
870	Old Swan – Huyton Industrial Estate	1 peak service only	N/A		
10B	Liverpool – Huyton	8 – 15 mins	10-13 mins	15 mins	20 mins
246	Huyton circular via Paramount Estate and Manor Farm	No service until after 0930. Hourly service until 1730			N/A
Over 400m, less than 1000m (CIHT)					
6	Liverpool – Huyton or Lunt’s Heath	N/A early morning service only			N/A
7	Liverpool – Huyton or Warrington	30 mins			
61	Liverpool – Halton Hospital	30 mins	40 mins		60 mins
247	Huyton Circular via Paramount Estate and Manor Farm	Off peak service only – 60 mins			N/A
C42	Serves Riverside College	1 peak service only	1 peak service only	N/A	
C50	Serves Riverside College	1 peak service only	1 peak service only	N/A	

Rail

- 2.5.4 The closest railway station to the site is Huyton Station located approximately 1.5km to the west, which is equivalent to a 19 minute walk or a five minute cycle ride. Huyton Station is operated by northern and provides access to Manchester Airport, Blackpool, Liverpool Lime Street and Wigan North Western at regular intervals throughout the day.

2.6 Local Amenities

- 2.6.1 With regards to facilities for employees, Dedicated Supergym is located approximately 650m walking distance from the site (approximately 8 minute walk) and Sylvester Primary Academy is located approximately 900m walking distance from the site (approximately 11 minute walk). Aston Medical Centre and Davey's Chemist are also located approximately 900m walking distance from the site (approximately 11 minute walk) and there are numerous green spaces located within walking distance. A newly built Aldi supermarket, Starbucks, KFC, Cinnabon, Greggs, Sbarro pizza restaurant and Shell garage are also located approximately 1km walking distance to the southeast (approximately 10 minutes' walk from the application site).

2.7 Workforce Modal Split

- 2.7.1 In the absence of direct surveys, journey to work data, for the daytime population of the ward within which the site is located, has been reviewed to provide an informed understanding of the modal split at the existing site location. The site is located within the St Gabriel ward and the travel to work data for the daytime population from the 2011 Census has been summarised in **Table 3**. The modal split has been used to assist with the setting of initial targets for the TP, see **Section 6**.

Table 3. St Gabriel Ward Mode Share

MODE	MODE SHARE
Train	6%
Bus	10%
Car Driver	63%
Car Passenger	8%
Pedal Cycle	1%
Motorcycle and Taxi	3%
Walk	8%
Other	1%
Total	100%

2.8 Summary

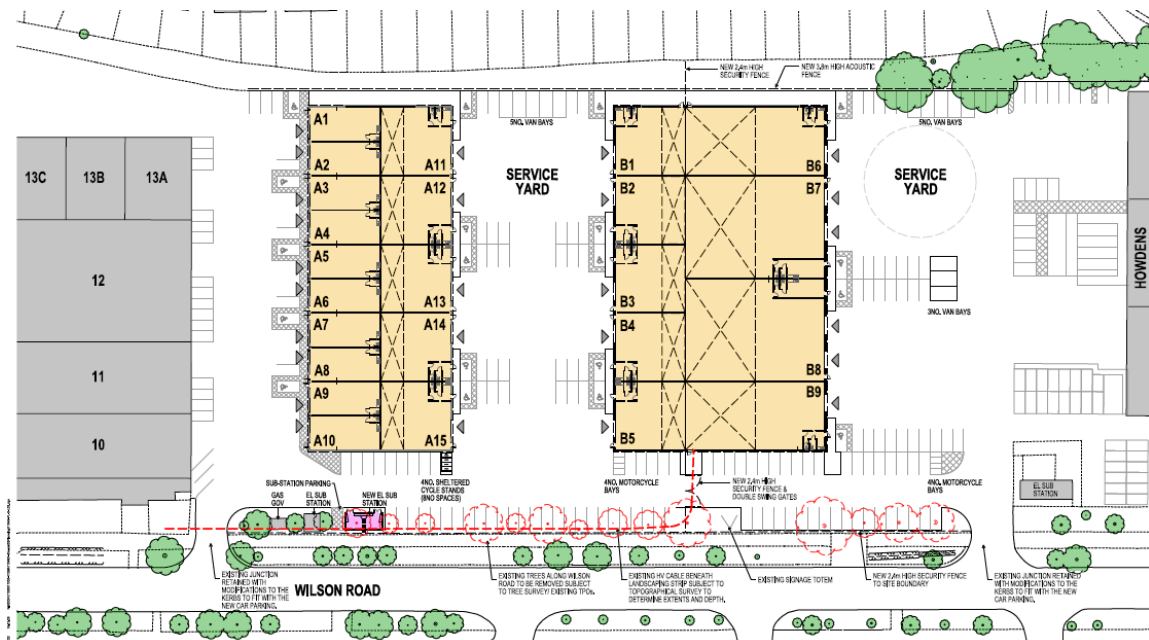
- 2.8.1 Taking into account the above, it can be concluded that the site is very well placed to encourage movement by sustainable and active modes and, as such, meets the criteria set out in the NPPF and local planning policy for the promotion of sustainable development.

3. PROPOSED DEVELOPMENT AND ACCESS STRATEGY

3.1 Development Details

- 3.1.1 As discussed, the application seeks approval for the demolition of existing buildings which total 5,214sqm GIA. These are to be replaced with 24 B2/B8 units ranging from 115sqm to 1,048sqm with an overall floorspace of 7,740sqm; hence the development proposals comprise of an additional floorspace of 2,526sqm (GIA) over and above existing, inclusive of a mezzanine and racking allowance.
- 3.1.2 Car parking and cycle parking will be provided in line with Knowsley Borough Council Parking Standards, this is detailed later in this section.
- 3.1.3 Access to the site is provided via two existing access/egress points off Wilson Road, these will be modified to accommodate a revised car parking arrangement, however they will essentially remain as existing. An extract from the proposed site plan is provided in **Figure 4**.

Figure 4. Indicative site plan



Parking

- 3.1.4 Notwithstanding the extant and previously consented land use, it is necessary to provide parking commensurate with the Knowsley Borough Council parking standards and to follow the standards set out in 'Ensuring a Choice of Travel Supplementary Planning Document.'
- 3.1.5 The Applicant is seeking to maintain flexibility in terms of end use, i.e., the mix of B2 and B8 floor space; assuming, therefore, that the proposed development falls within the worst-case B2 land use category the relevant parking standards can be summarised as follows:

B2:

- District and Local Centre (Maximum): 1 space per 48sqm;

- Disabled Parking: Individual bays for each disabled employee plus 2 bays or 5% of total capacity whichever is greater;
- Bicycles (Minimum): 1 space per 450sqm (minimum of 2 spaces); and
- Motorcycles (Minimum): 1 space per 1000sqm (minimum of 2 spaces).

3.1.6 The above parking standards have been applied to the quantum of development and the results of this calculation are set out in **Table 4** which also sets out the proposed parking allocations for each user category. The parking spaces listed below exclude designated van bays and sub-station parking.

Table 4. Parking Standards and Proposed Parking

	SPACES IN LINE WITH PARKING STANDARDS	PROPOSED PARKING
Car + Van	161 (maximum)	144
Disabled	8 (minimum)	19
Bicycle	17 (minimum)	22
Motorcycles	2 (minimum)	8

3.1.7 As can be seen, the proposed parking allocation (163 including disabled bays) is in line with Knowsley Borough Council parking standards. The Transport Statement demonstrates that the overall parking allocations, when considered across the site, are significantly below the Knowsley Borough Council maximum parking standards. Further, the car park accumulation exercise demonstrates that when considered in its entirety the site has sufficient parking provision to cater for demand and there will be no requirements for external, on-street parking.

Site Access

3.1.8 As discussed, access to the existing site is provided via two access/egress points off Wilson Road. One of these access/egress points is located to the north of Block 1, and the other access/egress point is located to the north of Block 2 and the Seedbed Unit. It is proposed to retain these two access points, whereby access to units A1-A15 and B1-5 will be via the southern access and units B6-B9 will be via the northern access; there is no intention to provide a through route, albeit a gate is to be provided adjacent to units B5 and B9.

3.1.9 Minor modifications to the kerb lines will be made so as to accommodate the revised car parking arrangement; however, a vehicle swept path analysis demonstrates that the modifications do not alter or hinder the existing HGVs access/egress arrangements.

3.1.10 The swept path analysis, presented in the Transport Statement, also demonstrates that a 16.5m articulated vehicle can manoeuvre around the site and egress in a forward gear. Various HGV movement are illustrated relative to each other; however, given the anticipated use of the new units, it is unlikely and not intended that a large number of maximum legal HGVs would access the development at the same time. Rather, it is anticipated that most deliveries be made via rigid vehicles.

3.1.11 It is also expected that HGV access and movement will be managed on site; e.g., deliveries via articulated vehicle would need to load and unload alongside the buildings as per the existing arrangement. To this end and so as to ensure uninhibited movement throughout the development, an Operational Management Plan (OMP) will be drawn up and implemented.

Sustainable Transport Infrastructure

- 3.1.12 As noted previously, the site benefits from good pedestrian and cycle links to the surrounding area. This ensures that the application site is accessible to pedestrians and cyclists. The development will also incorporate cycle parking for use by staff and customers.
- 3.1.13 Overall, the development layout conforms with the key aim of local and national planning policy to ensure the development is accessible by sustainable modes of transport.

4. TRAVEL PLAN AIMS AND OBJECTIVES

4.1 Aims

- 4.1.1 This Travel Plan is intended to encourage colleagues to travel sustainably and consider their transport options when travelling to and from the application site.
- 4.1.2 In accordance with policy objectives at national and local levels, the plan formalises a strategy to promote access by public transport, walking, cycling and car sharing; thereby, reducing reliance upon single occupancy travel by private car. Particularly, the aim is to affect a reduction in the reliance upon car borne travel for journeys made by colleagues to and from the development. This will reduce the impact of such travel on the local environment by:
- Minimising travel by private car where practically possible, to achieve fewer trips from the development than would otherwise have been the case;
 - Reducing effects of development-based traffic on emissions, noise, visual intrusion and road traffic accidents;
 - Ensure that colleagues are made aware of their travel options; and
 - Having a positive long-term impact on the environment and personal health.

4.2 Objectives

- 4.2.1 The aims of the plan are supported by objectives established in accordance with local and national policies. The key objectives are to:
- Achieve fewer single occupancy vehicle trips to and from the site than would otherwise be the case;
 - Encouraging car sharing, particularly amongst those colleagues that reside close to each other;
 - The promotion and encouragement of cycling as a healthy and safe form of private transport;
 - The promotion of public transport use; and
 - The promotion of the TP itself and its specific measures to raise awareness of the overall benefits of using sustainable modes of transport.

5. TRAVEL PLAN ROLES & RESPONSIBILITIES

5.1 Travel Plan Coordinator

- 5.1.1 The operator will appoint a Travel Plan Coordinator (TPC) for a period of five years post opening. The contact details of the TPC will be provided to KBC prior to occupation.
- 5.1.2 The TPC will be responsible for the implementation, communication, and management of the overall aims and objectives defined within the Travel Plan, an overarching strategy covering all of the proposed units, including:
- Overseeing the development and implementation of the TP;
 - Raising awareness of the TP through effective information campaigns to promote the TP;
 - Acting as the point of liaison with external organisations, i.e. KBC, transport operators etc.;
 - Assistance with co-ordinating any necessary surveys; and
 - Promotion of the TP through effective communication at all levels.
- 5.1.3 The appointed TPC will be funded by the operator and assigned an appropriate level of input to the ongoing management of the TP to ensure the obligations for monitoring and review are fully met.
- 5.1.4 It is not proposed to appoint an individual Travel Plan Co-ordinator (TPC) for each of the units as the size, nature and level of staffing will be such that the implementation of initiatives to meet with the targets and objectives stipulated within this Travel Plan will be more effective on a development wide basis. However, it is anticipated that a Travel Plan Representative will be nominated by each occupier as part of their lease agreements. The representative will act as a point of contact for the TPC to relay and implement Travel Plan initiatives within the individual company.

5.2 Communication

- 5.2.1 The success of the TP will rely on the support of colleagues at all levels. The TPC will need to ensure that the principles and initiatives within the plan are fully understood and will act as the first point of contact for any related issues or queries. Continual monitoring of the plan will need to be a progressive and staged process.
- 5.2.2 Promotional material will also be used periodically to highlight the TP initiatives. The materials will include advice on the appropriate channels for raising specific transport-related matters and encouraging colleagues to contact the TPC who in turn will liaise with the appropriate authorities.
- 5.2.3 Colleagues will also be made aware of any changes and updates to initiatives through various outlets including flyers, posters, discussions and/or emails.
- 5.2.4 The success of the TP is dependent on the development and implementation of an effective strategy. To increase awareness of the plan, colleagues will be given information on the sustainable ways to travel to and from the site with their contracts, together with appropriate information being made available in colleagues areas, notice boards, travel information packs etc.

5.3 Scheme Administration

- 5.3.1 Administration of the TP, which will be responsibility of the TPC, involves the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties also include the regular updating of the TP document. In the interests of confidentiality and in accordance with GDPR, any correspondence or data collected for the purpose of the TP will be maintained by the TPC alone.

5.4 Monitoring

- 5.4.1 A programme of monitoring and review will be implemented to generate information by which the success of the TP can be evaluated. Monitoring and review will be the responsibility of the TPC in liaison with KBC.
- 5.4.2 The monitoring of the TP will be undertaken in Years 1, 3 and 5. The TPC will distribute a travel questionnaire to all colleagues, which will seek to identify prevailing travel patterns and perceived barriers to using sustainable modes of transport.
- 5.4.3 The TPC will provide a summary report from the travel surveys to KBC within three months of the date of the travel survey.
- 5.4.4 The modal split data captured in the initial travel survey will serve as baseline data and the results of subsequent surveys will be compared to the baseline information as a means of measuring the progress of the TP towards meeting the targets of reducing single occupancy car trips to and from the site.

5.5 Travel Plan Review

- 5.5.1 The TP is a strategy that will evolve over time; however, its objectives, to inform colleagues and to facilitate sustainable travel, will not change. It may be possible over time, however, to define or re-define specific targets. Consequently, the plan will be subject to a regular review process to measure its success, or otherwise, and to identify the potential for improvements to the physical and behavioural travel initiatives being offered.
- 5.5.2 A vital element of the review process will be the regular monitoring which will offer the opportunity to gather new information about wider attitudes to travel. Analysis of the travel questionnaire survey will also yield up to date information for comparison with data derived at the introduction of the TP.

5.6 Funding

- 5.6.1 The TPC will be allocated a budget to cover costs associated with the implementation of measures for the TP for a minimum period of five years.
- 5.6.2 In addition, the TPC will liaise with KBC to maintain awareness of local or national initiatives, events or funding which may be available for the on-going promotion and support of the TPC role.

6. TRAVEL PLAN ROLES & RESPONSIBILITIES

6.1 Targets

- 6.1.1 The key aim of the TP is to increase awareness of more sustainable travel options and to encourage their use. The monitoring and review programmes put in place will enable the progress of the plan to be checked and assessed in the context of specific targets.
- 6.1.2 When setting targets, it is important that they are 'SMART' (Specific, Measurable, Achievable, Realistic, Time-bound) enabling the outcomes to be quantified and an assessment of what the TP has or will achieve can be made.
- 6.1.3 Targets will be set over a five-year time frame.
- 6.1.4 Given that the development is not yet operational, development-specific targets cannot be derived and, therefore, the targets indicate an initial strategy. As such, a Census-derived mode share using the St Gabriel Ward has been used to generate baseline modal split data. The indicative targets are set out in **Table 5**, and these identify an 8% reduction in single occupancy vehicle trips by Year 5 with a corresponding increase in mode share for sustainable modes.
- 6.1.5 Once the travel surveys have been undertaken, the targets will be adjusted as may be required. The emphasis, however, will remain to reduce the dependence on single occupancy vehicular travel and target a shift towards alternative sustainable travel options.

OBJECTIVE	TARGET	BASELINE MODAL SPLIT	TARGET COLLEAGUE MODAL SPLIT	
			Year 3	Year 5
Achieve fewer single occupancy vehicle trips to and from the site.	To reduce the proportion of single occupancy vehicles travelling to/from the site during the AM and PM peak periods	63%	-4%	- 8%
Promote and encourage car sharing as an alternative to single-occupancy car travel.	To increase the proportion of car sharers	8%	+ 1%	+ 2%
Promote and encourage cycling as an alternative to single-occupancy car travel.	To increase cycling to/from the site	1%	+ 1%	+ 2%
Promote and encourage walking as an alternative to single-occupancy car travel.	To increase the proportion of colleagues walking to/from the site	8%	+ 1%	+ 2%
Promote and encourage the use of public transport as an alternative to single-occupancy car travel.	To increase the proportion of public transport users	16%	+ 1%	+ 2%

Table 5. Indicative Travel Plan Targets

7. SUSTAINABLE TRANSPORT MEASURES

7.1 Overview

- 7.1.1 This section outlines the type of physical and management measures to be incorporated within the TP. Implementation of the listed management measures and awareness initiatives is at the core of the TP process.
- 7.1.2 As far as is possible, the travel initiatives outlined are designed to be suitable for review and monitoring. However, this list is not exhaustive and the TPC will be free to investigate other potential initiatives.
- 7.1.3 Whilst the key travel initiatives could be implemented from the commencement of occupation of the development, others may need to be determined once a review of the initial travel survey has been completed.
- 7.1.4 As detailed earlier, it is not proposed to appoint an individual Travel Plan Co-ordinator (TPC) for each of the units, however, a Travel Plan Representative will be nominated for each new unit as part of lease agreements.

7.2 Facilities to Reduce the Need to Travel

- 7.2.1 As described, the proposed development will be located close to a range of amenities. There are also a variety of coffee shops, restaurants and food shopping opportunities nearby. This will mean that colleagues can remain close site during the working day, thus minimising the need to travel within the working day, e.g. for lunch.

7.3 Travel Information Leaflet

- 7.3.1 A Travel Information Leaflet will be provided to all colleagues, providing information about all travel options and journey planning websites, as well as the health benefits of active travel. In addition, the leaflet will contain comprehensive details of cycle routes to key residential / commercial destinations, the location of the nearest public transport stops/stations and the opportunities available for colleagues to engage in car sharing.

7.4 Cycling Measures

- 7.4.1 Cycle parking spaces will be provided and made available for all colleagues within the development. The level of utilisation will be monitored by the TPC.
- 7.4.2 Hard measures to promote cycling are proposed, including the additional cycle parking as described earlier.
- 7.4.3 To increase modal share of cycling, promotion of national events such as 'Ride to Work Day' and 'Bike Week' would be undertaken by the TPC and Travel Plan Representatives. Information of such events will be promoted via email.
- 7.4.4 The TPC will investigate the feasibility of 'Buddy Groups' for cyclists to further encourage colleagues to travel by sustainable means who might be apprehensive about cycling on their own.

- 7.4.5 The TPC will investigate with the operators the potential for implementing a 'Cycle to Work Scheme' which would enable colleagues to purchase a bike in instalments and in a tax efficient manner through salary sacrifice. Colleagues will also be made aware of any local shops offering discounts on purchases of bicycles and/or equipment.

7.5 Public Transport Measures

- 7.5.1 Colleagues will be provided with local timetable and fares information for the train and bus services via the travel information pack and the travel notice board. This will also include information of local journey planning websites.

7.6 Car Sharing Measures

- 7.6.1 The operator would look to create a private workplace group for car sharing and local car sharing websites will be promoted.
- 7.6.2 Information on the benefits of car sharing and how colleagues can go about doing so will be provided to all. Information on local car share schemes, e.g. liftshare.com, will be made available to all colleagues. The local database is for anyone, including businesses, to sign up to search for people who share similar or matching journeys to work, aiming to reduce the number of car journeys to and from the site.
- 7.6.3 The TPC will set up an internal car share database, which will be managed by the TPC, and will include details of colleagues who are interested in car sharing. In this way colleagues who live near each other can be introduced.
- 7.6.4 The TPC will make colleagues aware of the option for car sharing through a promotional event to promote membership to the car share database. This event will promote car sharing in general and encourage up-take of car sharing as a preferred travel method.
- 7.6.5 To increase car sharing, promotion of national events such as 'Liftshare Week' would be undertaken by the TPC and Travel Plan Representatives. Events will be promoted via email and the colleagues travel notice board. As a further incentive, car sharers will be offered a guaranteed lift home in case of emergency.

7.7 Promotion of National Travel Awareness Days

- 7.7.1 The TPC will also promote National Travel Awareness Events such as 'Green Transport Week' and 'Commute Smart Week' to encourage colleagues to travel by alternative means other than the private car.

8. ACTION PLAN

8.1.1 To achieve the aims and objectives of the TP, a clear framework of short and long-term actions has been produced with corresponding timescales, as set out in an Action Plan.

8.1.2 The Action Plan will be reviewed by the TPC prior to any review to check performance and identify the need for any corrective actions that may need to be put in place for the following period. Details of the Action Plan for the proposed development are outlined within **Table 6**.

8.1.3 The action plan will be updated following each monitoring period.

Table 6. Action Plan

ACTION	COMMENT	RESPONSIBILITY	TIMESCALE
Appoint Travel Plan Coordinator	Person responsible for management of the TP	Operator	Pre-commencement
Initial Travel Survey	To be used to identify the site-specific modal split and to amend targets accordingly	TPC	TBC
A review of the TP every year, with surveys in years 1, 3 and 5	A review of the TP performance will be undertaken every year by the TPC	TPC in liaison with KBC	Annually, from the date of the Initial Travel Survey
TP remedial measures	Set of non-financial measures should modal share target not be met	TPC in liaison with Operator / KBC	Ongoing – linked to monitoring and review process
Car parking provision is to be appropriate for the development	To ensure there will be no issues with indiscriminate parking	Operator	At opening
Provision of cycle parking	Each element of the development will incorporate cycle parking in the vicinity of the entrances to buildings.	Operator	At opening
Provision of mess facilities for colleagues	Facilities to reduce the need to travel during the working day (e.g. for lunch)	Operator	At opening
Colleague TP notice boards	Placed at prominent locations with details of local cycle routes, car sharing initiatives, public transport & upcoming local / national travel events / initiatives	Operator to install / TPC to post & maintain information	Prior to occupation & ongoing
Smarter Travel Information Leaflet	Distributed to all colleagues with route maps, timetables and information on relevant websites / literature promoting travel awareness	Operator / TPC	At opening and ongoing
Investigate feasibility of discounted cycle & equipment purchase	The Cycle2Work salary sacrifice scheme will be promoted to all colleagues by the TPC.	Operator to consider. TPC to advise	Investigate prior to opening

ACTION	COMMENT	RESPONSIBILITY	TIMESCALE
Promotion of external car sharing schemes	The TPC and Travel Plan Representatives will encourage all colleagues to register with Liftshare	Operator/ TPC	Upon commencement of employment & on-going updates, where necessary
Seek to reduce store carbon footprint	Dedicated electric vehicle parking bays with charging facilities will be provided in the customer car park.	Operator	At opening

SYSTRA provides advice on transport, to central, regional and local government, agencies, developers, operators and financiers.

A diverse group of results-oriented people, we are part of a strong team of professionals worldwide. Through client business planning, customer research and strategy development we create solutions that work for real people in the real world.

For more information visit www.systra.co.uk

Birmingham – Newhall Street

5th Floor, Lancaster House, Newhall St,
Birmingham, B3 1NQ
T: +44 (0)121 393 4841

Birmingham – Edmund Gardens

1 Edmund Gardens, 121 Edmund Street,
Birmingham B3 2HJ
T: +44 (0)121 393 4841

Dublin

2nd Floor, Riverview House, 21-23 City Quay
Dublin 2, Ireland
T: +353 (0) 1 566 2028

Edinburgh – Thistle Street

Prospect House, 5 Thistle Street, Edinburgh EH2 1DF
United Kingdom
T: +44 (0)131 460 1847

Glasgow – St Vincent St

Seventh Floor, 124 St Vincent Street
Glasgow G2 5HF United Kingdom
T: +44 (0)141 468 4205

Leeds

100 Wellington Street, Leeds, LS1 1BA
T: +44 (0)113 360 4842

Liverpool

5th Floor, Horton House, Exchange Flags, Liverpool,
United Kingdom, L2 3PF
T: +44 (0)151 607 2278

London

3rd Floor, 5 Old Bailey, London EC4M 7BA United Kingdom
T: +44 (0)20 3855 0079

Manchester – 16th Floor, City Tower

16th Floor, City Tower, Piccadilly Plaza
Manchester M1 4BT United Kingdom
T: +44 (0)161 504 5026

Newcastle

Floor B, South Corridor, Milburn House, Dean Street, Newcastle, NE1
1LE
United Kingdom
T: +44 (0)191 249 3816

Perth

13 Rose Terrace, Perth PH1 5HA
T: +44 (0)131 460 1847

Reading

Soane Point, 6-8 Market Place, Reading,
Berkshire, RG1 2EG
T: +44 (0)118 206 0220

Woking

Dukes Court, Duke Street
Woking, Surrey GU21 5BH United Kingdom
T: +44 (0)1483 357705

Other locations:

France:

Bordeaux, Lille, Lyon, Marseille, Paris

Northern Europe:

Astana, Copenhagen, Kiev, London, Moscow, Riga, Wroclaw

Southern Europe & Mediterranean: Algiers, Baku, Bucharest,

Madrid, Rabat, Rome, Sofia, Tunis

Middle East:

Cairo, Dubai, Riyadh

Asia Pacific:

Bangkok, Beijing, Brisbane, Delhi, Hanoi, Hong Kong, Manila,
Seoul, Shanghai, Singapore, Shenzhen, Taipei

Africa:

Abidjan, Douala, Johannesburg, Kinshasa, Libreville, Nairobi

Latin America:

Lima, Mexico, Rio de Janeiro, Santiago, São Paulo

North America:

Little Falls, Los Angeles, Montreal, New-York, Philadelphia,
Washington

The SYSTRA logo is displayed in a large, bold, red, sans-serif font. The letters are closely spaced, and the overall style is modern and professional.