

TRAVEL PLAN

Taylor Wimpey

Land at Chapel Lane, Halton

May 2023

Travel Plan

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1 Introduction

- 1.1 This Travel Plan (TP) has been prepared by Vectos, Part of SLR on behalf of Taylor Wimpey UK Ltd to assist the local planning authority's consideration of an outline planning application on land to the east of Chapel Lane, Widnes for:

Outline planning application (with all matters other than access reserved) for the development of up to 350 dwellings, public open space, landscaping and associated infrastructure works. Site-access proposals are situated within Knowsley Borough Council authority area (emergency access in Halton Borough Council authority area via Sandy Lane). Full planning permission for the access arrangements only, via a new junction on Chapel Lane (to be determined by Knowsley Borough Council only) and emergency access via Sandy Lane (to be determined by Halton Borough Council). All of the outline proposals are situated within Halton Borough Council authority area and are to be determined by Halton Borough Council only.

- 1.2 The proposed development site is located to the north-west of the Widnes urban area. The site is situated within the boundary of two separate allocations for residential development within the adopted Halton Delivery and Allocations Local Plan [DALP] (March 2022) under Policy RD1 (Residential Development Allocations). The allocations comprise two separate land parcels separated by Sandy Lane, (Site Ref. W4 to the west of Sandy Lane and Site Ref. W5 to the east). The application red line boundary does not extend to the full extent of the allocation.

- 1.3 The proposed application site is bounded to the:

1. north by Alder Brook which is marked by mature trees and a hedgerow. There is open countryside beyond the brook;
2. to the east by an area of young woodland situated adjacent to Queensbury Way;
3. to the south by the curtilage of residential properties along Old Upton Lane; and
4. to the west by Chapel Lane and a group of modern and traditional farm buildings fronting onto Chapel Lane (Rose Farm).

Travel Plan Scope

- 1.4 This TP is a strategy setting out the sustainable travel options and measures for the development at the site.
- 1.5 This TP is a live document and will be further updated once baseline travel surveys have been completed.

Aim of the Travel Plan

- 1.6 The main aim of this TP is to put in place the management tools deemed necessary to enable people to make more informed decisions about their travel, which at the same time minimises the adverse impacts of their travel on the environment. This is achieved by setting out a strategy for eliminating the

barriers which prevent people from using sustainable modes which in effect can self-manage single-occupancy vehicle use.

- 1.7 The strategy needs to be long term as changing travel habits takes time and will only occur through a combination of incentives, improved facilities, government initiatives and changes in individual attitude.

This Document

- 1.8 The remainder of the document is as follows:
- **Section 2** – Provides an overview of the existing accessibility;
 - **Section 3** – Covers relevant policy and best practice;
 - **Section 4** – summarises the Development Proposals;
 - **Section 5** – Sets out the objectives and targets of the TP;
 - **Section 6** – Outlines the Travel Plan strategy, in terms of the Travel Plan Co-ordinator and how the Travel Plan will be managed;
 - **Section 7** - Describes the measures that could be implemented to help achieve the objectives and targets of the full Travel Plan;
 - **Section 8** – Summarises how the monitoring and review programme will ensure the Travel Plan continues and progresses; and
 - **Section 9** – Defines the Action Plan for the Travel Plan.

2 Existing Situation

- 2.1 This section of the report will consider the existing accessibility of the site having regard to a range of transport opportunities, including active travel, public transport, and the local highway network in the surrounding area.

Site Location

- 2.2 The site is located approximately 3 km northwest of Widnes town centre and 11 km west of Warrington town centre.
- 2.3 The site is located within an area of open agricultural land, which lies adjacent to the built area of Widnes. The site is bound to the north by open land, by woodland to the east, existing residential development to the south, and Chapel Lane to the west. Sandy Lane bisects the site in the east providing a traffic-free active travel link directly through the site.
- 2.4 Chapel Lane and Sandy Lane connect the site to the nearby villages and communities of Parklands and Cronton. The M62 connects the site to wider destinations such as Liverpool and Warrington.
- 2.5 The location of the site in its local context is illustrated in in **Figure 2.1**.

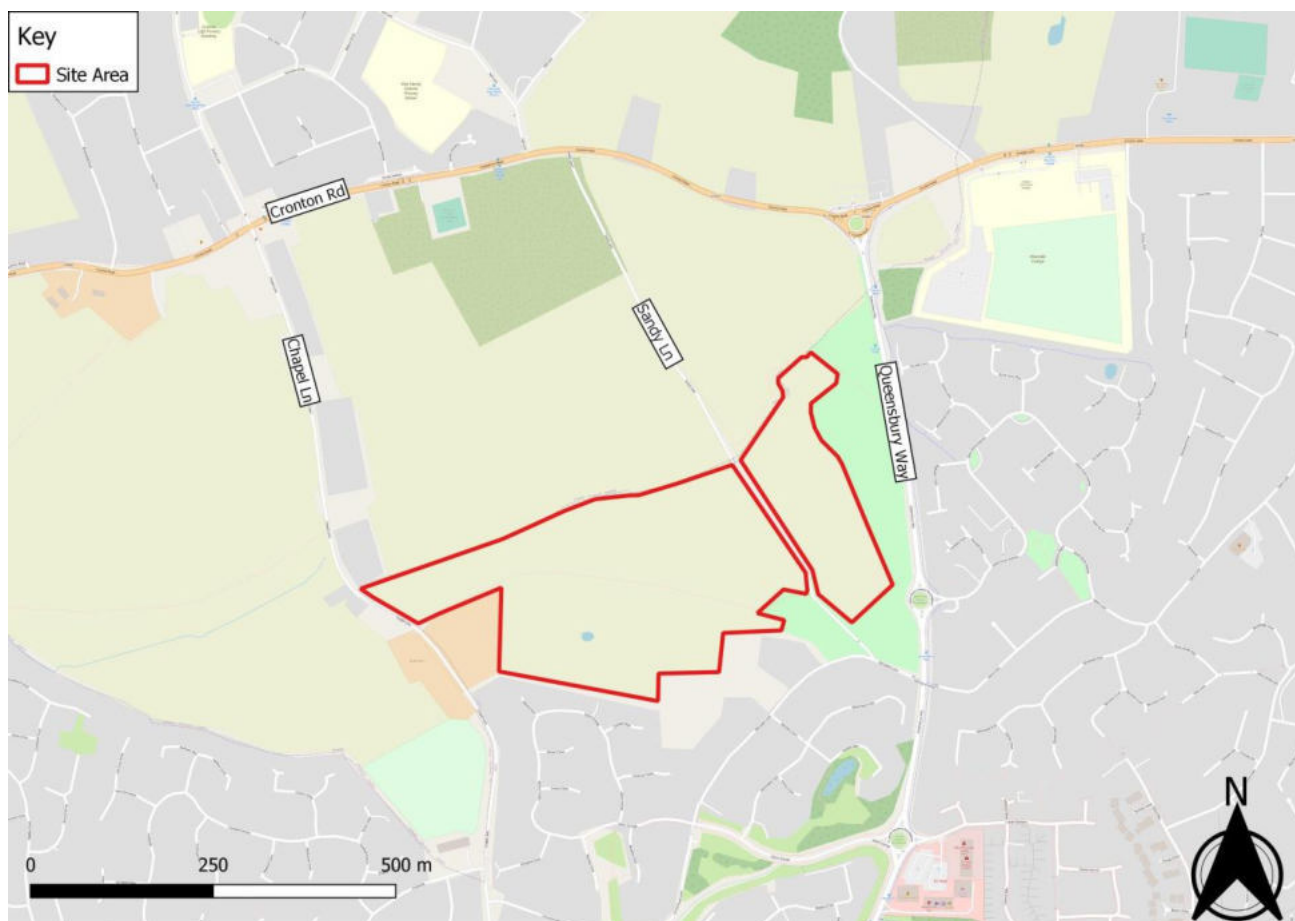


Figure 2.1 - Site Location – Local Context

2.6 The location of the site in its wider context is illustrated in in **Figure 2.2**.

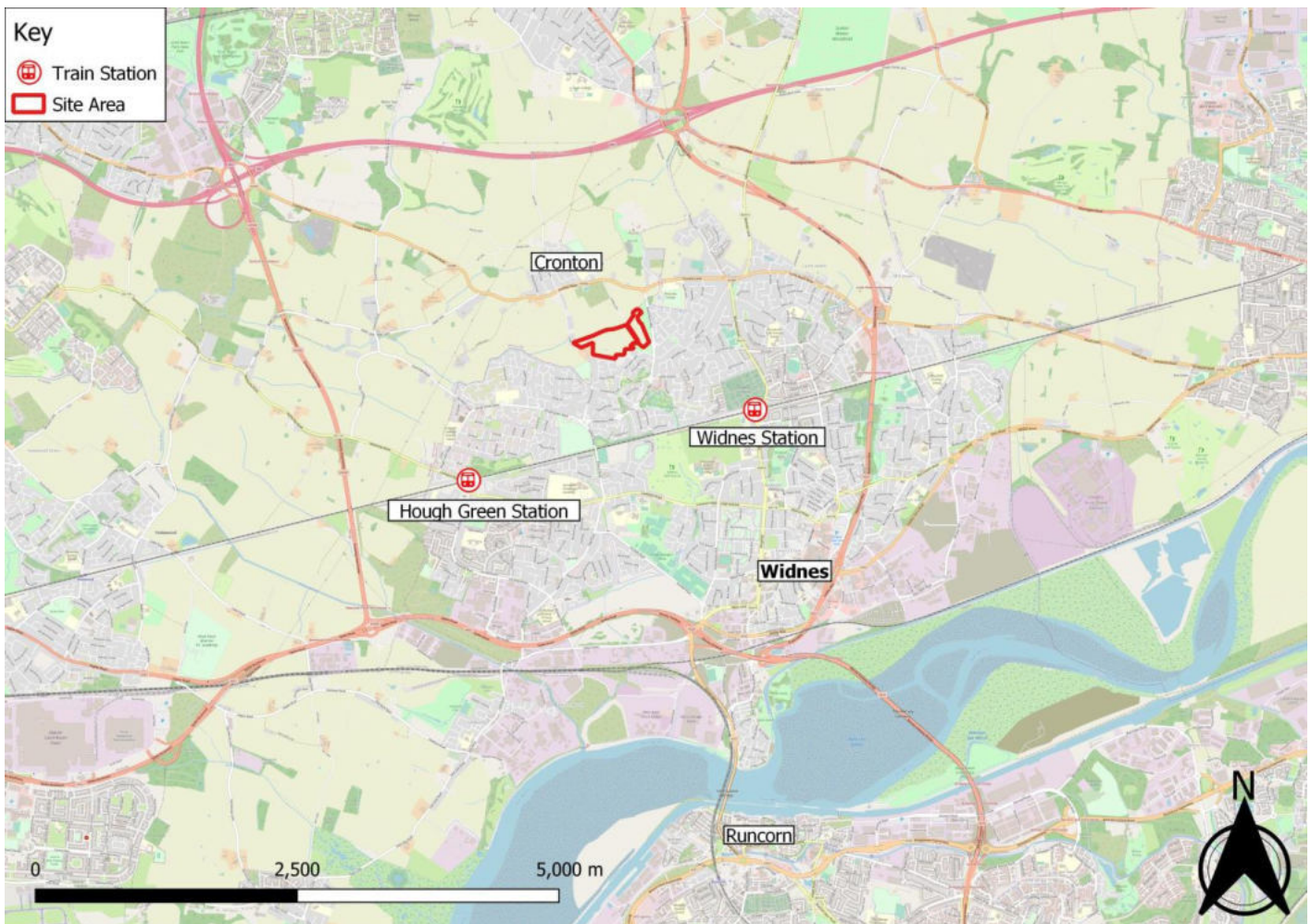


Figure 2.2 - Site Location – Strategic

Historic Travel Behaviour

- 2.7 Travel trends are changing rapidly, with these changes being accelerated by the Covid-19 pandemic. Attitudinal flexibility to movement is increasing and there is a renewed emphasis on the desire for local living and healthy lifestyles.
- 2.8 To gain an understanding of historic travel behaviour in the local area the travel patterns for journeys to work have been investigated for the Halton 002 Middle Layer Super Output Area (MSOA) obtained from the 2011 Census. This data is now some 11 years old and is only representative of journeys to work at that time.
- 2.9 With the recent release of the 2021 Census data, this most recent set of data has been appraised by the office for national statistics (ONS). The ONS have examined the results of the 2021 census and concluded:

- The Office for National Statistics (ONS) collected Census 2021 responses during the coronavirus (COVID-19) pandemic, a period of unparalleled and rapid change; the national lockdown, associated guidance and furlough measures will have affected the travel to work topic;
- ONS provided extra guidance to respondents affected by the pandemic on how to respond to travel to work questions, but it is not clear how this guidance was followed;
- Large numbers of people were still being supported by government furlough schemes, and it is not clear how the questions' guidance provided was followed by respondents;
- some people may have provided travel information for the last time they worked, or they may have answered based on their behaviours on Census Day;
- Restrictions on travel ended later in 2021, and while there will have been a shift back towards some behaviours from before COVID-19, hybrid and home working remain commonplace;
- At the moment, ONS advise users to continue to make use of the 2011 Travel to Work Areas for analytical and statistical work, and they will continue to update users on future developments.

2.10 With this conclusion from the ONS the assessment to understand existing mode share was undertaken using 2011 census data which represents a worst-case scenario in travel assumptions and mode splits given the recent changes in travel behaviour relating to working from home and commuter trips. As such, the use of the 2011 Census is considered to be robust.

2.11 **Table 3.1** shows the mode splits for the journey to work from this MSOA, taken from the 2011 Census data.

Table 3.1 – Method of Travel to Work – Halton 002 MSOA

Travel Mode	% Mode Split
Work mainly at or from home	4%
Underground, metro, light rail, tram	0%
Train	3%
Bus, Minibus or Coach	3%
Taxi	0%
Motorcycle, Scooter or Moped	1%
Driving a Car or Van	80%
Passenger in a Car or Van	5%
Bicycle	1%
On Foot	2%
Other Method of Travel to Work	0%
Total	100%

- 2.12 As shown in **Table 3.1**, in 2011 there was a relatively high mode share driving to their workplace (80%) with 5% travelling to work as a passenger of a private vehicle. A smaller proportion (6%) travelled to work by public transport with 3% travelling to work on foot or by bicycle.
- 2.13 It should be emphasised that the data in **Table 2.1** relates only to journeys to work and does not include journeys for the purpose of education, shopping, or leisure.
- 2.14 Furthermore, the data does not take into account multi-modal trips to work (the census asks for method of travel to work for the longest part of the journey) i.e., park and ride or cycle and ride. However, it does provide an indication of existing travel patterns in the area.

Accessibility by Sustainable Travel Modes

- 2.15 Contemporary local and national transport policy states that new developments should be designed to minimise travel through providing for virtual mobility, and where travel does occur encourage more

trips to be made by sustainable modes including walking, cycling or on shared/public transport. This approach maximises social inclusion and helps to minimise the number of single occupancy private car trips. Providing travel choice is policy compliant and essential in terms of today's modern and dynamic society, particularly where policy seeks to achieve the Net Zero Carbon target for the UK by 2050.

Local Facilities

- 2.16 One of the primary factors to be considered when considering the suitability of a new development is its proximity, accessibility, and connectivity in relation to key local facilities by non-car modes. The development site is already established as suitably located for residential development through its allocation in the adopted Halton Borough Council Local Plan (2022).
- 2.17 The site is demonstrated to be well located to access the nearby local facilities and services within and around Widnes. A summary of the local facilities is provided in **Table 2.2** and the location of these facilities relative to the site are shown in **Figure 2.3**, with approximate walking and cycling journey times provided. Additional further local facilities are also shown. It should be noted that the distances and walking/cycling times shown in **Table 2.2** are based on the existing highway/pedestrian/cycle networks but utilising the proposed access points to the site.

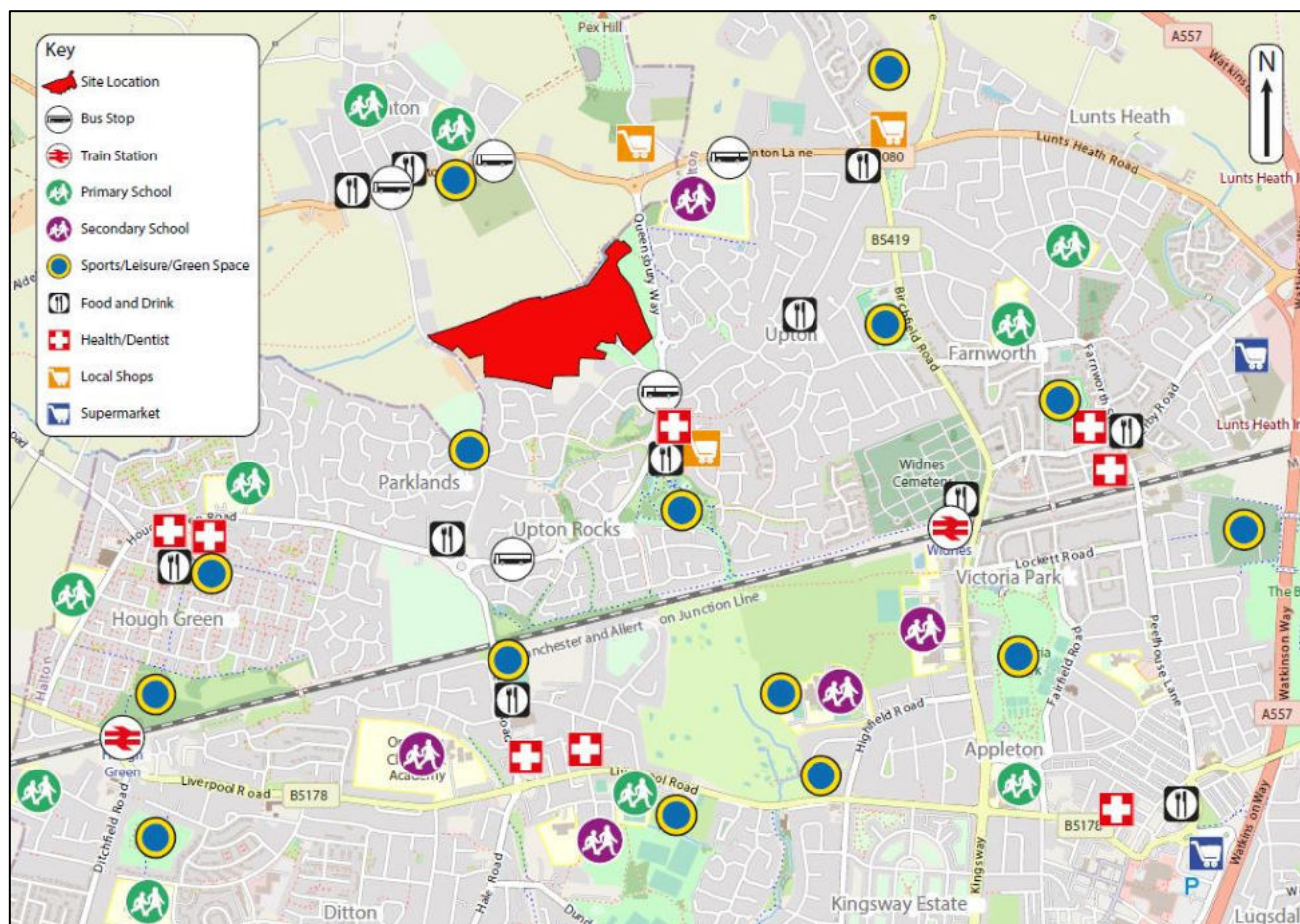


Figure 2.3 – Local Facilities Plan

- 2.18 **Figure 2.3** demonstrates that the nearest bus stop to the site is located within a seven-minute walk and 2-minute cycle from the centre of the site, located along Queensbury Way. Widnes Railway Station

is located within a 29-minute walk or 10-minute cycle, and several local primary and secondary schools, as well as Cronton Sixth Form College, can all be accessed on foot in under 30 minutes.

- 2.19 The walking and cycling distances and journey times to each local facility from the centre of the site are indicated in **Table 2.2**. Walking and cycling journey times are based on an average speed of 5km/hour for walking, and 15 km/hour for cycling.

Table 2.2 – Local Facilities

Local Facility	Distance from Centre of Site (metres)	Walking Time (mins)	Cycling Time (mins)
Public Transport			
Upton Rocks Bus Stop	550	7	2
Cronton Chapel Lane Bus Stop	1,050	13	4
Widnes Railway Station	2,300	29	10
Hough Green Railway Station	2,800	35	15
Education			
Cronton Sixth Form College	1,300	16	5
Farnworth C of E Primary School	1,800	23	8
Lunt's Heath Primary School	2,200	28	9
Cronton C of E Primary School	1,300	16	5
Wade Deacon High School	2,400	30	10
Ormiston Chadwick Academy	2,450	31	10
Restaurants			
The Observatory Public House	500	6	2
The Tavern	600	7	2
The Dandelion	540	7	2
Cronton Fish Bar	510	7	2
The Unicorn Inn	560	7	2
Pesto Widnes	1,500	19	6
Lifestyle/Healthcare Facilities			
Parkland Sports Club	900	11	4
Widnes Cricket Club	1,900	24	8

Upton Rocks Surgery	1,950	24	8
Hough Green Health Park	2,050	26	9
Farnworth Village Pharmacy	2,200	28	9
Highfield Hospital	3,300	36	13
Retail			
Co-op Food - Widnes	800	10	3
Cronton Garden Centre	1,200	15	5
Spar Halton	1,500	19	6
Aldi	2,600	33	11

- 2.20 **Table 2.2** demonstrates that the site is well connected and accessible by foot (15-30 minutes) or by bicycle (under 15 minutes) to a wide range of local amenities in the local area including bus stops, local primary and secondary schools, local food shops and Highfield Hospital.
- 2.21 As highlighted above, the site is well located with regard to local facilities within a convenient walk and cycle time based on existing infrastructure, such that future residents will have the opportunity to access key services via active travel modes.
- 2.22 Development of this site would be designed to encourage trips to be made by sustainable modes, including active travel (walking and cycling), by public transport and car sharing in an effort to maximise social inclusion and minimise the number of single occupancy private car trips. A Travel Plan will be introduced at the site which will encourage sustainable travel to residents from the outset by introducing short and long term measures. In addition, connections to the wider area can be made via Sandy Lane to the north and south and the existing PRow to the east. Improvements will be made to the Sandy Lane / Old Upton Lane junction to allow for a pedestrian crossing to be introduced, as well as an uncontrolled pedestrian crossing proposed on Queensbury Way. Furthermore, the location of the site is well suited to the promotion of sustainable travel and forms a natural extension of Widnes.

Active Travel

- 2.23 Active travel encompasses walking and cycling journeys. Whilst these are innately healthy activities that are to be encouraged, it is when they displace car journeys that they deliver significant benefits for the health and well-being of residents; increasing active travel contributes to the UK's carbon neutral and health-oriented goals.
- 2.24 The health benefits are seen as a key part of the reasoning behind encouraging active travel, with Sustrans describing walking and cycling as the “most effective ways to promote routine physical activity” amongst people.

- 2.25 Future residents at the proposed development will be encouraged to undertake shorter journeys on foot or by bicycle where appropriate. The location of the site is suited for the promotion of active travel journeys to the local convenience store, primary and secondary school.
- 2.26 Furthermore, the Covid-19 pandemic has seen a substantial rise in the desire to live locally, thus many people are now travelling shorter distances for essential journeys, often within their local communities rather than further afield. There has also been an exponential take-up of active modes of travel for both short purpose driven trips, as well as leisure trips.
- 2.27 The following section provides an overview of the existing sustainable active travel infrastructure in the proximity to the site.

Walking

- 2.28 The area is served by good quality pedestrian and cycle routes, through attractive and active environments. Existing pedestrian facilities in the vicinity of the site include formal footways, shared footway/cycleways, and Public Rights of Way (PRoW).
- 2.29 Good quality footways measuring between 1.5 and 2.5 metres in width are provided on the eastern side of Chapel Lane, providing access to the north and south, as well as continuing into the surrounding residential streets. The area is fully illuminated and subject to a 30mph speed limit.
- 2.30 Sandy Lane bisects the site and is promoted as a high-quality active travel link (designated as an 'off-road walking/cycling route' PRoW W.16 within HBC's Definitive Map) and is subject to a Prohibition of Driving Order. Sandy Lane forms part of the adopted highway network (HMPE) connects Cronton to existing residential development and the built-up area of Widnes at Old Upton Lane, where it is restricted for vehicular traffic except for emergency vehicles.
- 2.31 From the roundabout to the north with the A5080 Cronton Road, Queensbury Way is a marked shared walking and cycle route on the definitive map and has a continuous, segregated shared route running north to south on the eastern edge of the carriageway. This route can be used to access Widnes Railway Station and various other local facilities in the local area. Walking and cycling connections will be made to Queensbury Way via Sandy Lane and via an existing PRoW to the northeast of the site, as well as introducing an uncontrolled crossing on Queensbury Way, acting as a traffic calming feature to make the route more attractive to active travel users.
- 2.32 PRoW [W/16] crosses the site in an east to west direction, connecting Chapel Lane with Sandy Lane. There are further PRoWs within the vicinity of the site which will be retained to provide high quality links to local facilities / amenities and safe routes to schools.
- 2.33 A summary of existing PRoWs in the area are illustrated in **Figure 2.4**.

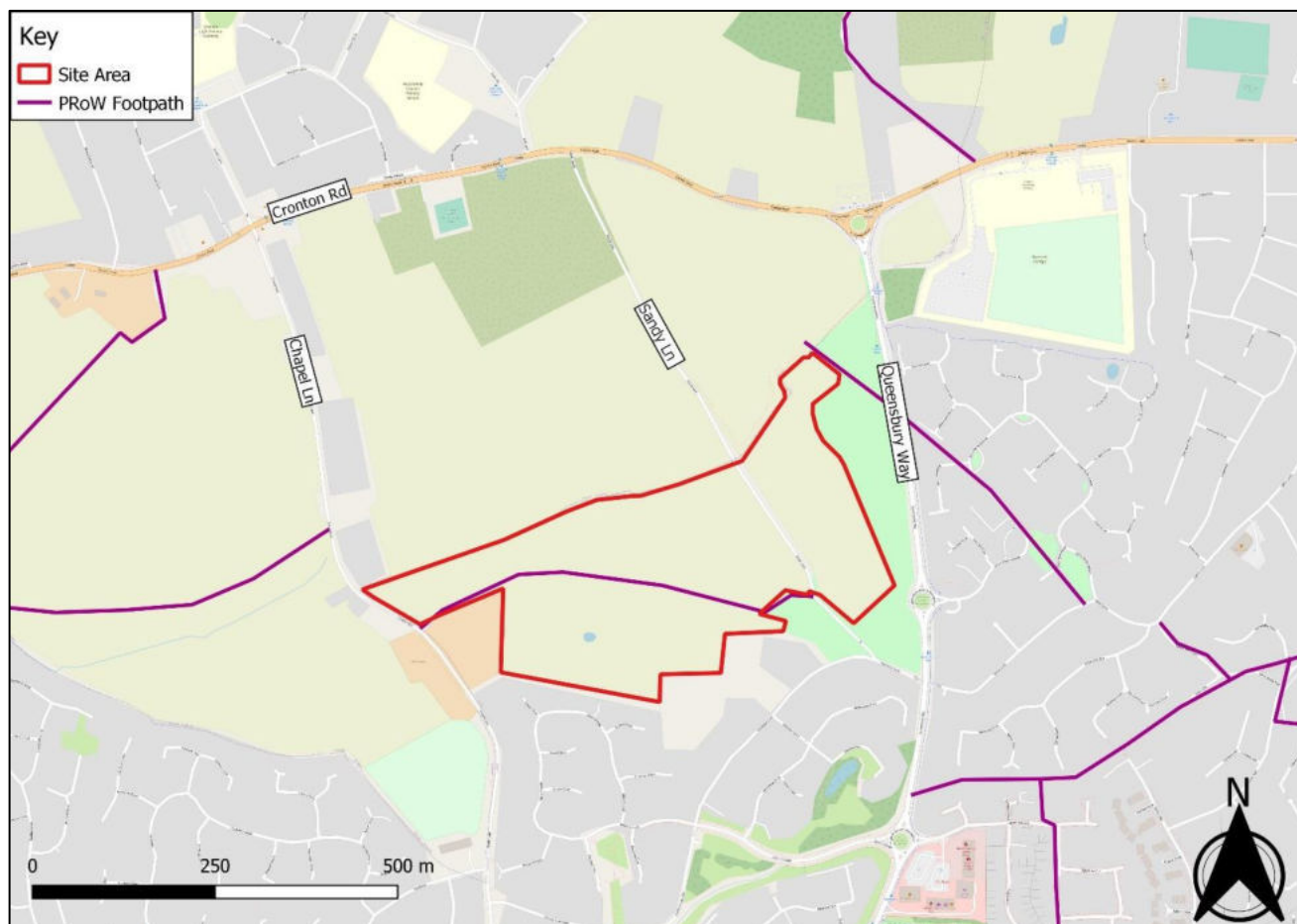


Figure 2.4 – Existing PRoWs in the Vicinity of the Site

- 2.34 An individual's propensity to walk depends on a range of individual preferences and circumstances. These may include journey purpose, the attractiveness of an activity, the weather, and the cost of alternatives.
- 2.35 Local and national land use and transportation policy has acted to promote the choice of walking and cycling above all other modes of travel. Henceforth, it is reasonable to assume that walking is a viable and growing means of travel and that new developments should promote and encourage it. This is particularly salient in the wake of the Covid-19 pandemic where active travel use rose in popularity.
- 2.36 In practice, the distance that any individual is likely to choose to walk depends on individual circumstances, however, it is fair that over time, given current policies to encourage community, health and wellbeing, as well as good design, tendency and inclination to walk more often and further will increase.
- 2.37 **Figure 2.5** indicates the 15 and 30-minute walking isochrones from the site. These are based on a comfortable walking speed of 5km/hour and are based on the extent of the existing pedestrian network. The walking isochrones highlight the extent of the residential areas and local facilities that can be reached from the site in just a short walk. The walking isochrones are based on the pedestrian access from the southeast corner of the site onto Sandy Lane which represents the most likely route access for use by pedestrians to access local facilities.

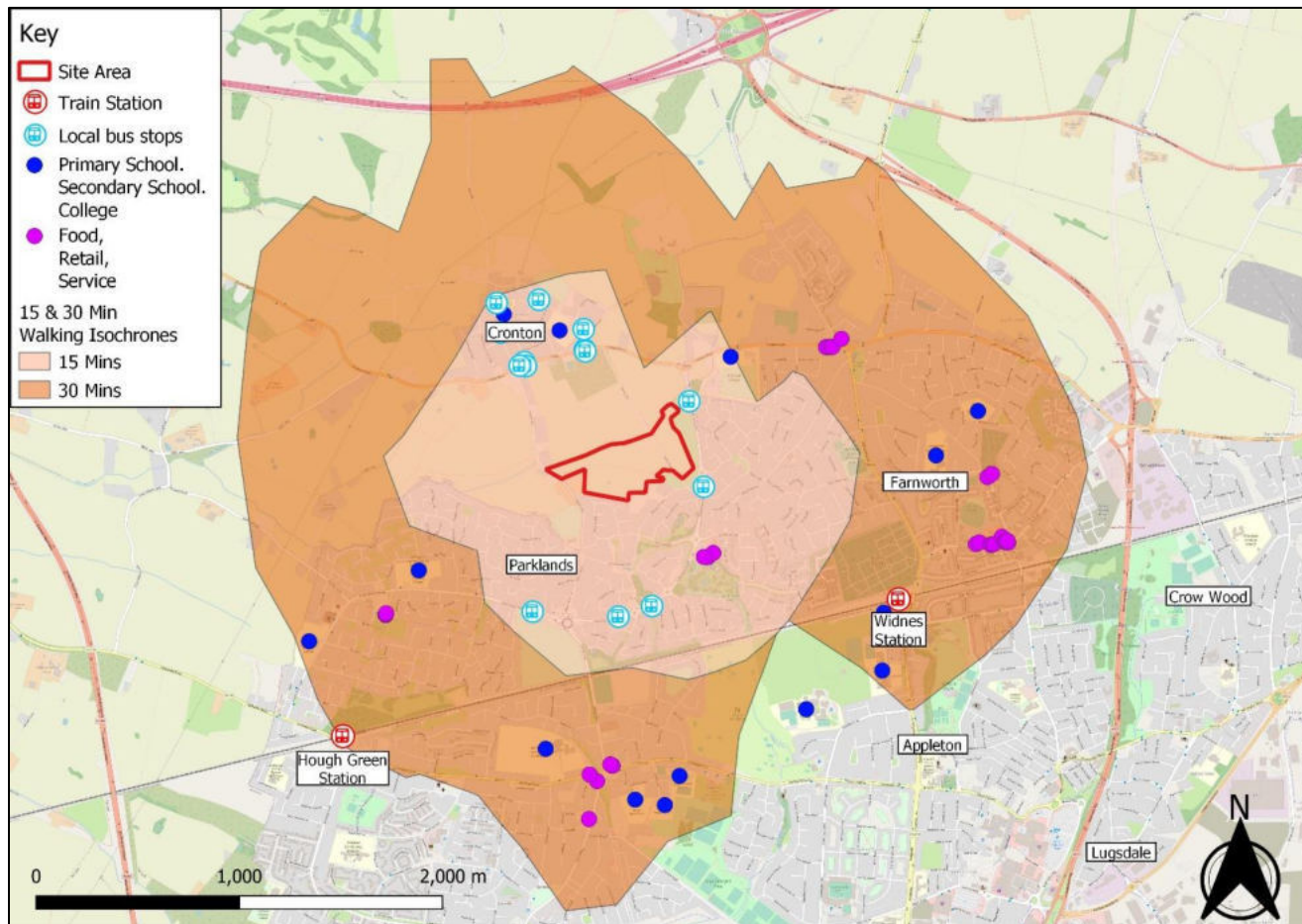


Figure 2.5 – 15 and 30 Minute Walking Isochrones

Cycling

- 2.38 Several designated cycling routes exist in the vicinity of the site, with Sandy Lane forming a traffic-free active travel route penetrating the site directly. Additional off-road infrastructure is provided on Queensbury Way in the form of a shared footway/cycleway. Queensbury Way is a marked shared walking and cycle route on the definitive map and has a continuous, segregated shared route running north to south on the eastern edge of the carriageway. This route is fully illuminated and can be used to access Widnes Railway Station. This route is illustrated in **Figure 2.6**.

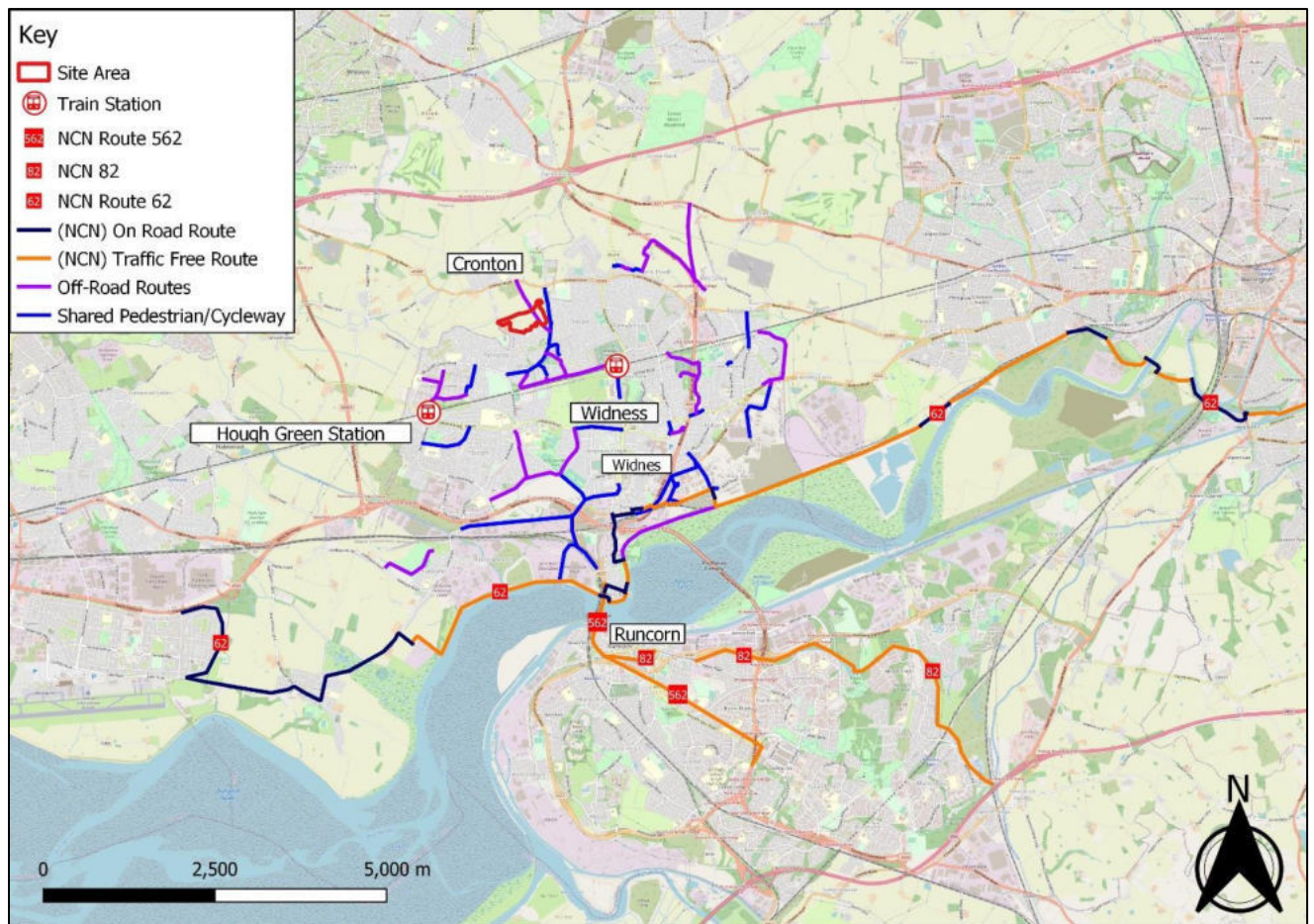


Figure 2.6 – Existing National Cycle Network – Strategic

- 2.39 **Figure 2.6** indicates that the National Cycle Network (NCN) route 62 can be accessed via Croft Street, approximately 5 kilometres to the south of the site; this equates to around a 16-minute cycle.
- 2.40 NCN route 62 connects Fleetwood on the Fylde region of Lancashire with Selby in North Yorkshire. It forms the west and central sections of The Trans Pennine Trail which is a long-distance path running from coast to coast across northern England.

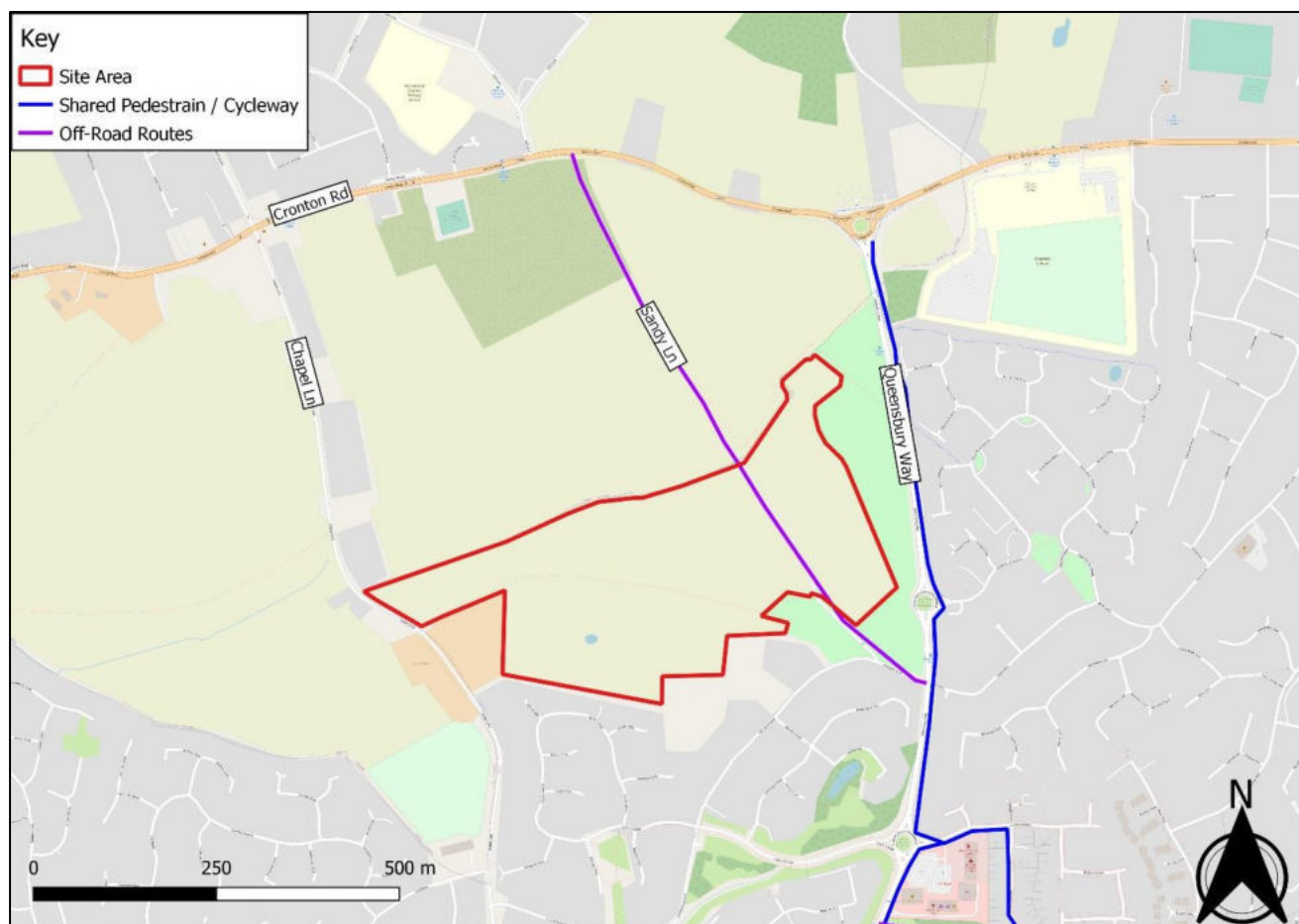


Figure 3.7– Existing National Cycle Network - Local

- 2.41 As demonstrated in **Figure 3.6** and **3.7** there are a number of opportunities in the local area to enable residents to travel to work and also for shopping and leisure purposes by bicycle. Importantly, cycling can also be used as part of a multimodal journey i.e., cycle and ride to/from Widnes Railway station.
- 2.42 In practice, the distance that any individual is likely to choose to cycle, depends on that individual and their circumstances, but it is fair to assume that over time, given policies to encourage community wellbeing, health and active travel, the propensity for individuals to cycle, and to cycle further will increase.
- 2.43 **Figure 2.7** indicates the 15 and 30-minute cycling isochrones to/from the site, assuming a comfortable average cycle speed of 15km/hr (9mph). Sustrans have suggested that up to five miles is an appropriate distance to cycle for commuting. At 15km/h, this equates to 33 minutes covering a wide area from the site.

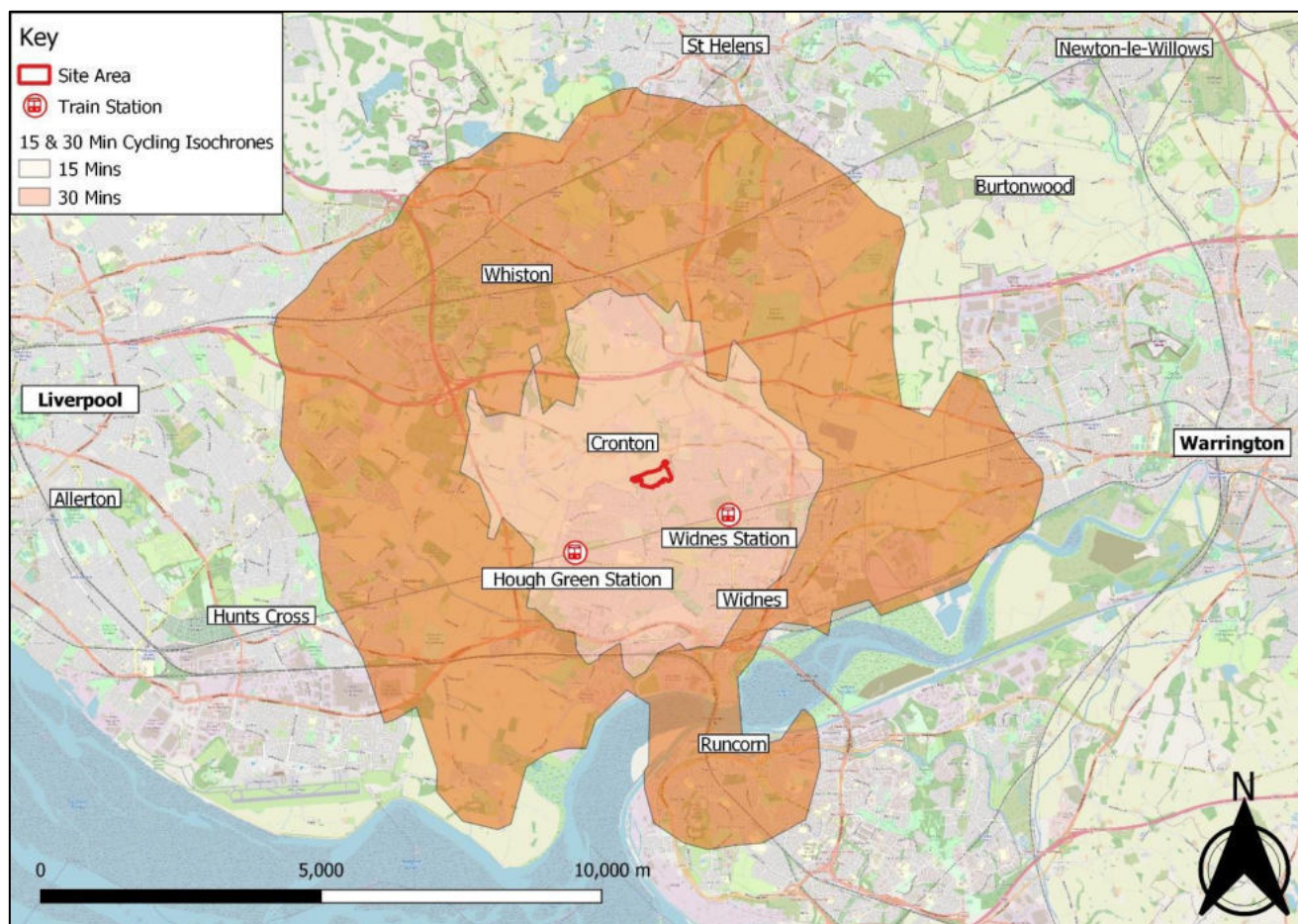


Figure 2.8 – 15- and 30-Minute Cycling Isochrones

- 2.44 As illustrated in **Figure 2.8**, all of Widnes is within a 15-minute cycle of the site and further afield within a 30-minute cycle, including parts of north Runcorn, eastern Liverpool, and western Warrington.
- 2.45 The rise in popularity of e-bikes has led people to be more likely to travel further and for longer periods of time. Therefore, it is fair to assume that people would be willing to travel further than illustrated in **Figure 3.8** if they were traveling on an e-bike. Additionally, e-bikes attract users that otherwise may not consider using a bike in replacement of a car trip for shorter (or medium) length journeys.

Public Transport

Bus

- 2.46 There are a number of bus stops within close proximity to the site. These are located on Queensbury Way, the A5080 Cronton Road and the B5419 Birchfield Road.
- 2.47 The local bus routes are shown in **Figure 2.9**.

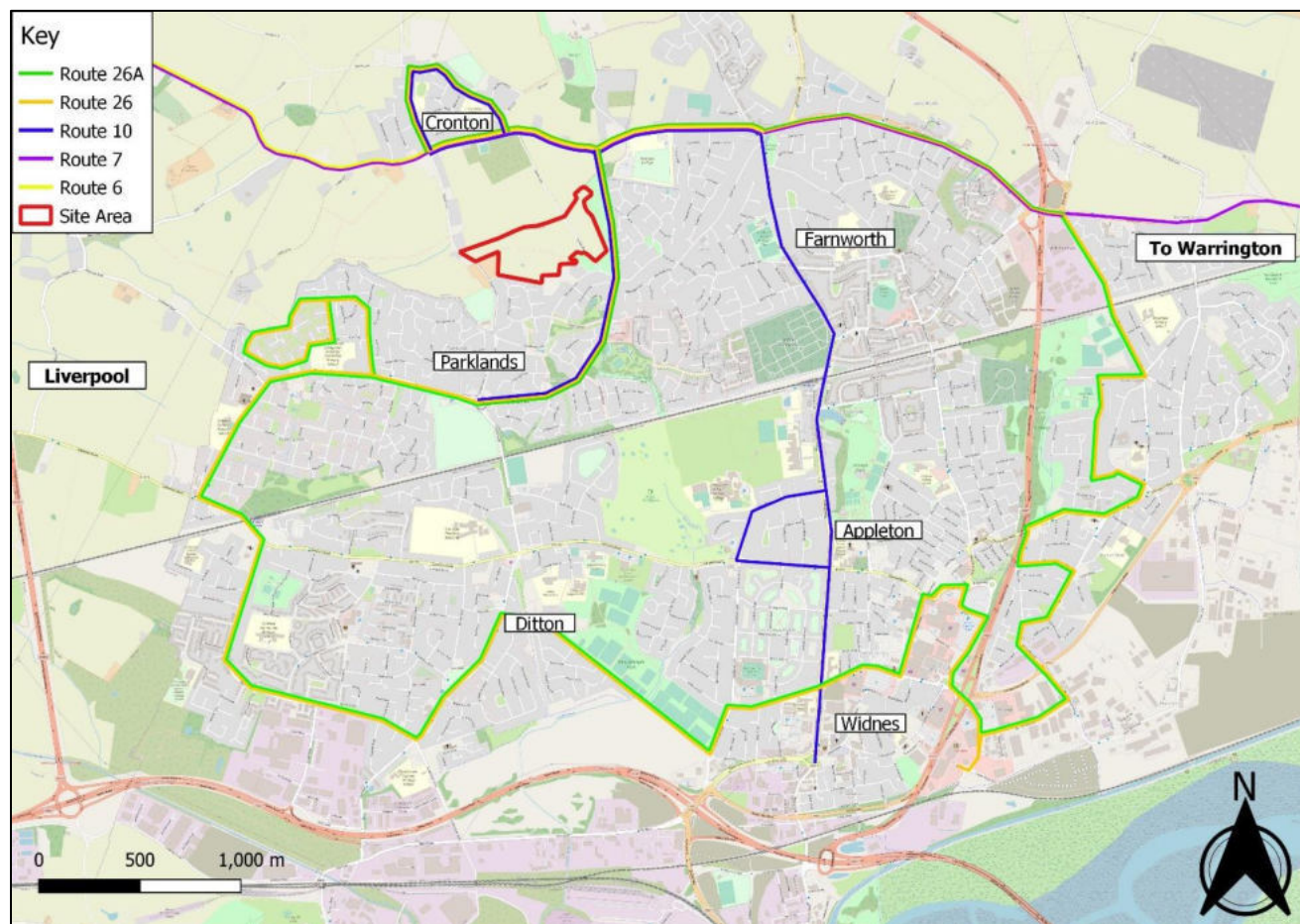


Figure 2.9 –Bus Services Plan

2.48 The ‘Upton Rocks’ Bus stop is located around 550 metres from the centre of the site and is served by services 10,26 and 26A. Further stops are located at the ‘Cronton Chapel Lane’ bus stop located on the A5080, approximately 1,050m from the centre of the site (13-minute walk). Both can be accessed from the pedestrian and cycle access onto Chapel Lane. There are additional stops located further east and west along the A5080 names ‘Hall Lane’. This stop is served by services 6 and 7. The 6 service provides a connection between Upton Rocks and Liverpool and operates once daily. Number 7 operates more frequently by providing a service every 30 minutes and offering connections eastbound to Warrington, and westbound to Liverpool. A summary of these services are set out in **Table 2.2**. This bus stop is equipped with a bus shelter, seating, and concise timetable information. On the opposite side of the carriageway, the stop is equipped with a flag post and timetable.

2.49 A summary of local bus routes that serve the site is shown in **Table 2.2**.

Table 2.2 – Summary of Existing Bus Services

No.	Route	First Bus (M-F)	Last Bus (M-F)	Frequency (mins)			Operator
				M-F	S	S	
From: 'Cronton Chapel Lane'							
6	Upton Rocks - Liverpool	05:20	-	Once	Once	-	Arriva Merseyside

	Liverpool – Upton Rocks	06:08	-				
7	Liverpool – Warrington	06:46	23:48	30	30	30	Arriva Merseyside
	Warrington - Liverpool	08:35	22:58	30	30	30	
10	Upton (Halton) – Victoria Park/Ches	08:14	-	Once	-	-	Ashcroft Travel
26	Widnes – Widnes	08:28	18:01	60	60	-	Ashcroft Travel
26a	Widnes – Widnes	08:55	17:18	60	60	-	Ashcroft Travel
C42	Croxteth - Norris Green, Old Swan, Tarbock Road - Widnes	08:30	-	Once	-	-	Warrington's Own Buses
	Widnes - Norris Green, Old Swan, Tarbock Road - Croxteth	-	16:52	Once	-	-	Warrington's Own Buses
C46	Stockbridge Village - Page Moss, Pilch Lane - Widnes	08:30	-	Once	-	-	Warrington's Own Buses
	Widnes - Page Moss, Pilch Lane - Stockbridge Village		16:52	Once	-	-	Warrington's Own Buses
From: 'Upton Rocks Queensbury Way'							
10	Upton (Halton) - Victoria Park/Ches	08:08	-	Once	-	-	Arriva Merseyside
26	Widnes – Widnes	08:25	17:58	60	60	-	Ashcroft Travel
C44	Wavertree - Netherley, Hough Green, Cronton - Widnes	08:37	-	Once	-	-	Warrington's Own Buses
C44 A	Widnes - Belle Vale	0837	-	Once	-	-	Warrington's Own Buses
C45	Garston - Speke, Hale - Widnes	0834	-	Once	-	-	Warrington's Own Buses

- 2.50 As shown in **Table 2.2**, there a number of services each hour in each direction serving the local area to the site, with services provided to Warrington and Liverpool.
- 2.51 It is understood that the ‘C’ services run by Warrington’s Own Buses are services run for educational services and thus providing a good level of service for school / college students within the vicinity.
- 2.52 The quality, frequency and affordability of bus services are important factors which people evaluate as part of their selection process for mode of travel to day-to-day activities and clearly there is travel choice for residents in Widnes.

Rail

- 2.53 The nearest rail station to the site is Widnes Railway Station which is located approximately 2.3 km to the east of the site, which is a comfortable walking and cycling distance at approximately 29 minutes and 10 minutes respectively. Widnes Railway Station offers direct connections to major cities such as Manchester, Liverpool and Nottingham, as well as local connections.
- 2.54 Widnes Railway Station has 50 car parking spaces and seven bicycle parking lockers, secured by CCTV. This enables multi-modal journeys, particularly as part of a regular commute, making use of the shared footway/cycleway along Queensbury Way and Birchfield Road / B5419. The station also benefits from having a ticket office and ticket machines, as well as a ramp for train access.
- 2.55 A summary of rail services from Widnes Railway Station is included in **Table 2.3**.

Table 2.3 – Summary of Rail Services from Widnes Railway Station

Destination	Frequency	Average Journey Time
Manchester Oxford Road	15 minutes	35 minutes
Liverpool Lime Street	10 / 15 minutes	30 minutes
Nottingham	60 minutes	150 minutes

- 2.56 Hough Green Railway Station is located around 2.8 km to the southwest of the site. Like Widnes, it offers direct connections to Liverpool Lime Street, Manchester Oxford Road and Nottingham.
- 2.57 There is a free car park with 41 car parking spaces and three accessible spaces available. There are also 15 cycle spaces provided, comprising five cycle lockers and 10 cycle stands.

Summary

- 2.58 The above review demonstrates that the site is well located regarding accessing a range of transport networks including the active travel and public transport networks, such that future residents would not have to rely on the private car to access day-to-day facilities. The site forms a natural extension to this part of Widnes and could capture the existing accessibility features and enhance them, to the benefit of new and future residents of the area alike.

Local Highway Network

2.59 The location of the site in relation to the local highway network is shown in **Figure 2.10**.

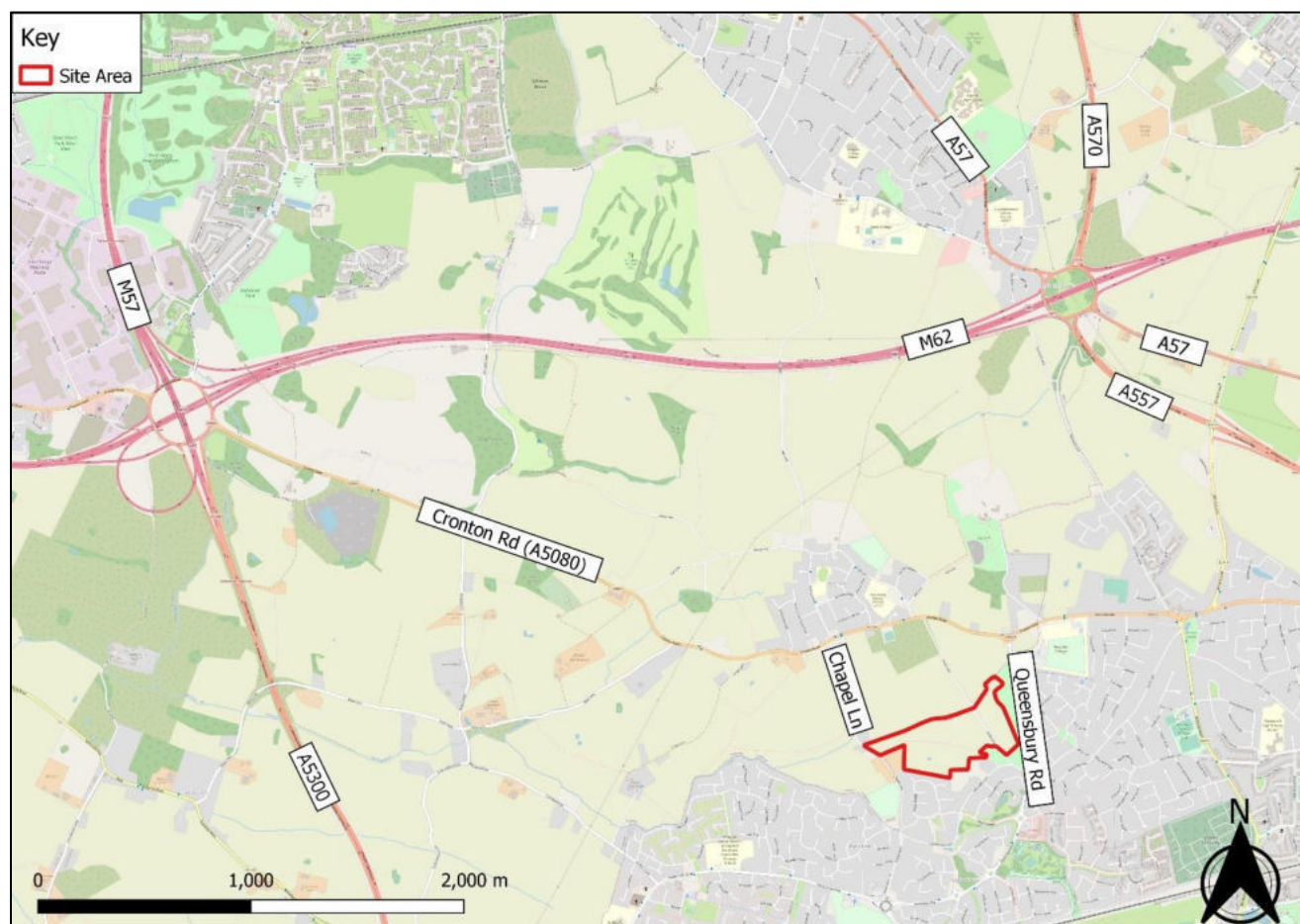


Figure 2.10 – Local Highway Network

Chapel Lane

- 2.60 The vehicular access to the site will be provided from Chapel Lane which runs along the western boundary of the proposed development site. Chapel Lane is a two-way single lane carriageway road which connects the site to the A5080 Cronton Road in the north and Prescott Road in the south, providing connectivity to the northern residential areas of Widnes.
- 2.61 Chapel Lane currently provides access to a number of residential areas as well as direct access to residential dwellings. It is subject to 30 mph speed limit and is fully illuminated. Footways are present on the eastern edge of the carriageway for its entire length.
- 2.62 In the vicinity of the proposed development access, Chapel Lane forms part of Knowsley Council's adopted highway network.

Sandy Lane

- 2.63 Sandy Lane is a single-track lane and is restricted to non-vehicular modes only. It is currently subject to a Traffic Regulation Order (TRO) that restricts any vehicles, except 'blue-light' vehicles and any vehicles authorised by HBC, travelling along or across the carriageway and as such is designated and promoted as a traffic-free active travel link connecting Old Upon Lane to the south with Cronton Road to the north.

Queensbury Way

- 2.64 Queensbury Way runs in a north south direction and connects with the A5080 Cronton Road via a roundabout junction to the north, and a roundabout junction with Prescott Road and Hough Green Road to the south. It is a single carriageway road and footways are provided on both sides along much of its length often separated by verges.
- 2.65 A shared footway/cycleway is provided for its entire length providing access to several residential developments, Upton Rocks Pharmacy, The Observatory Public House, and Co-op food. It is subject to a 30-mph limit and is fully illuminated throughout.

Cronton Road (A5080)

- 2.66 Cronton Road runs east to west and is located to the north of the proposed development. Footways of good quality are provided on both sides up to the junction with Hall Lane; from here on footways are present just on the southern edge for the remainder.
- 2.67 This road provides a link to the wider strategic highway network including the M62 and M57, connecting the site to the wider area. Cronton Road is fully illuminated and subject to 30 mph speed limit in the vicinity of the site.

Lunts Heath Road

- 2.68 Lunts Heath Road runs east to west and is located 1.1km to the northeast of the proposed development. Footways of good quality are provided on both sides; most minor junctions provide dropped kerbs or tactile at crossing points.
- 2.69 To the west, there is a double roundabout junction which connects to the west, towards the site with the A5080 Cronton Lane and south with the B5419 Birchfield Road.
- 2.70 This road provides a link to the wider strategic highway network including the A557 and M62, connecting the site to the wider area. Lunts Heath Road is fully illuminated and subject to 30 mph speed limit in the vicinity of Widnes.

Prescot Road

- 2.71 Chapel Lane becomes Prescot Road south of the junction with Cornerhouse Lane. Prescott Road runs north to south and is located to the southwest of the proposed development. Footways of good quality are provided on both sides up to the junction with Chapel Lane; from here on Chapel lanes footways are present only on the eastern edge when travelling north.

- 2.72 This road provides a link to the wider local highway network including the B5178 which, connects the site to Widnes and to Hough Green Station. Prescott Road is fully illuminated and subject to 30 mph speed limit in the vicinity of the site.

Liverpool Road (B1578)

- 2.73 Liverpool Road runs east to west and is located to the 1.5km south of the proposed development. Footways of good quality are provided on both throughout its extent.
- 2.74 This road provides a link to the wider Widnes connecting the site to Widnes and to Hough Green Station, with option to continue along the A5300 onto the M57 and M62. Liverpool Road is fully illuminated and subject to 30 mph speed limit in the vicinity of Widnes.

Hale Road

- 2.75 Hale Road runs north to south and is located to the 1.5km south of the proposed development. Footways of good quality are provided on both sides through its extent.
- 2.76 This road provides a link to the wider Widnes including Widnes Industrial Estate and the A562 which links into Liverpool. Cronton Road is fully illuminated and subject to 30 mph speed limit in the vicinity of Widnes.

Smithy Lane

- 2.77 Smithy Lane runs north to south and is located to the north of the proposed development. Footways of good quality are provided on both sides with dropped kerbs provided at crossing points.
- 2.78 This road provides a link through Cronton and connects with Hall Lane which links to Rainhill, connecting the site to the wider area. Smithy Lane is fully illuminated and subject to 20 mph speed limit in the vicinity of the site.

3 Policy Review

- 3.1 The following section sets out the proposed development in the context of national, regional, and local policies.

National Policy

National Planning Policy Framework (July 2021)

- 3.2 The national Planning Policy Framework was revised on 20th July 2021 and sets out the Government's planning policies for England and how these are expected to be applied.
- 3.3 This revised Framework replaces the previous National Planning Policy Framework published in March 2012, revised in July 2018 and updated in February 2019.
- 3.4 In terms of transport related policies, it places the sustainability of development at the heart of the decision-making process. In Paragraph 104 it states that 'transport issues should be considered from the earliest of stages of plan-making and development proposals'.
- 3.5 Paragraph 105 the NPPF states that sustainable travel is about 'offering a genuine choice of transport modes', with recognition given to the different travel needs of those who live in urban or rural areas. It advises that the safety and security of accesses to the site are achieved for all users and 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'.
- 3.6 In assessing sites that may be allocated for development in plans, or specific applications for development, NPPF Paragraph 107 states it should be ensured that:
- 'Appropriate opportunities to promote sustainable transport modes can be – or have been taken up, given the type of development and its location;
 - safe and suitable access to the site can be achieved for all users; and
 - 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.'

3.6.1 The NPPF states in Paragraph 107 that if setting local parking standards for residential and non-residential development, policies should take into account:

- the accessibility of the development;
- the type, mix and use of development;
- the availability of and opportunities for public transport;
- local car ownership levels; and
- the need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles.

3.7 The 'Promoting Sustainable Transport' section in Paragraph 112 concludes by stating that all applications for development should:

- 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;
- address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- 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;
- allow for the efficient delivery of goods, and access by service and emergency vehicles; and;
- be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible, and convenient locations.

3.8 It is also stated in paragraph 113 that “all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed”.

Planning Policy Guidance – Travel Plans, Transport Assessments and Statements (March 2014)

3.9 Paragraph 113 of the National Planning Policy Framework sets out that all developments that generate significant amounts of transport movement should be supported by a Transport Statement or Transport Assessment.

- 3.10 Key issues to consider at the start of preparing a Transport Assessment or Statement are covered in Paragraph 014, and may include:
- The context of the development proposal;
 - appropriate study parameters;
 - Assessments of public transport networks, Walking and cycling capacity, and road network capacity;
 - Road trip generation and trip distribution methodologies;
 - measures to promote sustainable travel;
 - safety implications of development; and mitigation measures.
- 3.11 The scope and level of detail in a Transport Assessment or Statement will vary from site to site but Paragraph 015 suggests the following should be considered when settling the scope of the proposed assessment:
- Site layout;
 - information about neighbouring uses, amenity and character, existing functional classification of the nearby road network;
 - data about existing public transport provision, including provision/ frequency of services and proposed public transport changes;
 - a qualitative and quantitative description of the travel characteristics of the proposed development, including movements across all modes of transport that would result from the development and in the vicinity of the site;
 - an assessment of trips from all directly relevant committed development in the area;
 - data about current traffic flows on links and at junctions within the study area and identification of critical links and junctions on the highways network;
 - an analysis of the injury accident records on the public highway in the vicinity of the site access for the most recent 3-year period, or 5-year period if the proposed site has been identified as within a high accident area;
 - an assessment of the likely associated environmental impacts of transport related to the development, particularly in relation to proximity to environmentally sensitive areas (such as air quality management areas or noise sensitive areas);
 - measures to improve the accessibility of the location (such as provision/enhancement of nearby footpath and cycle path linkages) where these are necessary to make the development acceptable in planning terms;

- a description of parking facilities in the area and the parking strategy of the development;
- ways of encouraging environmental sustainability by reducing the need to travel; and
- measures to mitigate the residual impacts of development (such as improvements to the public transport network, introducing walking and cycling facilities, physical improvements to existing roads).

Decarbonising Transport, A Better Greener Britain, June 2021

- 3.12 This plan sets out the government's commitments and the actions needed to decarbonise the entire transport system in the UK.
- 3.13 It includes:
- Our pathway to net zero transport in the UK;
 - The wider benefits net zero transport can deliver; and
 - The principles that underpin our approach to delivering net zero transport.
- 3.14 The plan follows on from Decarbonising transport: setting the challenge, published in March 2020, which laid out the scale of additional reductions needed to deliver transport's contribution to legally binding carbon budgets and delivering net zero by 2050.
- 3.15 Priority 1: – 'Accelerating modal shift to public transport and active transport' seeks to reduce the need for the car and instead make active travel and public transport the number one choice of travel by:
- Providing zero emission buses which will link communities with each other, town centres and the wider transport network;
 - Providing a modern, net zero rail network to connect the country and regions, serving commuters, holidaymakers and business travellers with a faster, cleaner, and more reliable rail service;
 - Providing affordable bus and train tickets;
 - Creating a high-speed decarbonised rail and zero emission coaches as an affordable alternative to the car for longer journeys; and
 - and embracing new ways of sustainable travel, such as e-cycles and other emerging technologies.

Manual for Streets / Manual for Streets 2

- 3.16 The Department for Transport's 'Manual for Streets' replaced their general road and street design guidance manual 'DB32' in 2007 and specifically focuses on lightly trafficked residential streets and highways. In terms of design, it states:

- 3.17 'A key consideration for achieving sustainable development is how the design can influence how people choose to travel. Designers and engineers need to respond to a wide range of policies aimed at making car use a matter of choice rather than habit or dependence. Local transport plans and movement strategies can directly inform the design process as part of the policy implementation process.'
- 3.18 Manual for Streets 2 builds on the guidance contained in Manual for Streets, and the proposed development is reflective of both documents, with the design and layout of the proposed infrastructure and the illustrative masterplan at a pedestrian scale, with priority given to walking and cycling with the aim of creating a connected, socially inclusive community.

Local Policy

Halton Borough Council Delivery and allocations Local Plan (Adopted March 2022)

- 3.19 Halton Borough Council Delivery and Allocations Local Plan sets out the long-term spatial vision, strategic priorities, and policies for future development in the borough to 2037, including the quantity and location of new homes, employment provision shops, facilities and other services, transport and other infrastructure provision, climate change mitigation and adaptation and the conservation and enhancement of the natural and historic environment.
- 3.20 The Delivery and Allocations Local Plan replaces the Halton Core Strategy Local Plan (2013) and the saved policies from the Unitary Development Plan (2005).
- 3.21 Part 1 of the document outlines the strategic policies. These largely comprise of revised policies from the Core Strategy Local Plan.
- 3.22 In relation to sustainable transport, policy '**CS(R)15: Sustainable Transport**' outlines the considerations that development proposals should address to ensure that a development is accessible by sustainable transport methods.
- 3.23 To encourage journeys to be made by sustainable modes of travel, the Council plans to:
- Support a reduction in the need to travel by car;
 - Encourage a choice of sustainable transport modes; and
 - Ensure new developments are accessible by sustainable modes.
- 3.24 To support sustainable transport across the Borough:
- Halton's existing sustainable transport network will be protected;
 - Improvements to the existing sustainable transport network will be supported;
 - The introduction of new sustainable routes and facilities will be encouraged and;
 - Promote the use of green technology to reduce transport emissions.

- 3.25 High trip generating developments will be expected to be minimise the need for the car and instead prioritise public transport and active travel, by being situated in locations with good access to public transport and active travel links.
- 3.26 Development proposals must be consistent with and contribute to the implementation of the transport strategies and priorities.
- 3.27 Policy '**RD 1: Residential Development Allocations**' identifies sites to accommodate the identified requirement for new housing. The proposed development in Widnes is located on a Green Belt site (W4 – Chapel Lane to Old Upton Lane) and as such will need to provide appropriate mitigation for the loss of green belt land in line with NPPF requirements.
- 3.28 Policy '**RD4: Greenspace Provision for Residential Development**' outlines the provision that is required for residential developments of 10 or more dwellings in areas that are expected to create or exacerbate a projected quantitative shortfall of greenspace or are not served by existing accessible greenspace. In relation to transport, the policy states that the greenspace provided should be easily accessible from all dwellings within the development and form an integral part of the layout of the development.
- 3.29 To encourage and enable a shift to more sustainable modes of travel, policy '**C1: Transport Network and Accessibility**' outlines the necessary objectives required in ensuring that a successful sustainable transport network is in place:

Walking and Cycling:

- 3.30 Development will only be permitted where:
- a. It does not prejudice the access on to or through the walking and cycling network or it provides a suitable alternative link of equal quality and convenience; and*
 - b. It does not affect the enjoyment of the walking and cycling network.*
- 3.31 The walking and cycling network is taken to include but not limited to: the Greenway Network; The Bridgewater Way; Mersey Way; Mersey Timberland Trail, The Trans-Pennine Trail, the Cycle Network and Public Rights of Way.
- 3.32 The Council will support development provided that:
- a. The internal layout, access and highway network is safe, attractive, in character, functional and accessible for all users and does not discourage existing and proposed users;*
 - b. It does not have an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe;*
 - c. Appropriate provision for car and cycle parking is made;*
 - d. Road designs are well laid out and where appropriate incorporate highway safety measures, such as traffic management and traffic calming schemes, where appropriate;*

Sustainable Transport and Accessibility

3.33 The Council will support development provided that:

- a. It gives priority to walking, cycling and public transport within its design where appropriate;*
- b. there is inclusive walking and cycling provision to local facilities and sustainable networks;*
- c. Promotes the use of Ultra Low Emission Vehicles (ULEV)⁹⁸*
- d. Appropriate provision for car and cycle parking is made;*
- e. Road designs are well laid out and where appropriate incorporate highway safety measures, such as traffic management and traffic calming schemes, where appropriate*
- f. It is located within 400 metres walking distance of a bus stop or railway station with a suitable level of service wherever possible; and*
- g. It is accessible to all.*

3.34 Where development does not meet all of these criteria or may be expected to have negative impacts, appropriate mitigation measures will be required at the developer's expense.

Transport Hubs

- 1. The Council will seek to protect and enhance transport hubs where possible. Transport hubs have been identified at: Hough Green Train Station and Widnes Train Station.*

Transport Assessments and Travel Plans

- 2. The Council will require the submission of a Transport Assessment or Transport Statement for Development proposals that are likely to generate significant numbers of trips, HGV movements and/or have location specific issues or traffic sensitivities. The level and content of supporting Transport Assessments/Statements should be scoped with the Highway Authority prior to application.*
- 3. A travel plan will be required as part of a new development in all of the following circumstances:*
 - a. Major development proposals comprising jobs, shopping, leisure and services.*
 - b. Smaller development proposals comprising jobs, shopping, leisure and services which would generate significant amounts of travel in or near to air quality management areas.*
 - c. Where the green travel plan will help to address a particular traffic problem associated with the proposal, which might otherwise have to be refused on local traffic grounds.*
 - d. Proposals for new and expanded school facilities (school travel plan).*

3.35 Where a green travel plan is not required, developers will be encouraged to prepare one where appropriate in the interests of sustainability.

3.36 Policy ‘**C2: Parking Standards**’ considers the parking standards within residential developments. All developments must provide an appropriate level of safe, secure, accessible and viable parking, taking into account:

- The accessibility of the site, including the availability of public transport;
- The type, mix and use of development.
- The availability of on-street parking or shared parking facilities; and
- An overall need to encourage the use of ultra-low emissions vehicles.

Halton Borough Council Local Transport Plan (LTP3) 2011-2026

3.37 Halton Borough Council LTP3 contains the transport strategy and policies from 2011-2026 and the proposed schemes and implementation table.

Transport: Providing for Halton’s Needs

3.38 LTP3, which runs from 2011, presents itself in two parts. The first sets out a strategy for Halton until 2026. The second part lies beneath the long-term strategy and it is an Implementation Plan, which sets out in detail how the strategy will be delivered in the first four years.

3.39 Halton has set its own transport goals, these are:

- Ensure transport network resilience with particular regard to enhancing cross Mersey linkages, by the implementation of the Mersey Gateway project and the Mersey Gateway Sustainable Transport Strategy.
- Ensure the transport system supports the priorities of the Halton’s Local Strategic Partnership (LEP) and Liverpool City Region (LCR).
- Provide and promote a clean and low carbon transport system.
- Ensure the transport system promotes and enables improved health and wellbeing.
- Ensure the transport system allows people to connect easily with employment, services and social activities.
- Ensure the transport network supports the economic success of Halton and the LCR by the efficient movement of people and goods.
- Maintain our transport and highway assets to a high standard.

The third Local Transport Plan (LTP) for Merseyside (Adopted 2011)

3.40 The LTP for Merseyside sets out a series of goals and should be treated as a statutory framework for all transport considerations in the Merseyside area and sets out a series of goals.

- **Goal 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.
- **Goal Two** - Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability.
- **Goal Three** - Ensure the transport system promotes and enables improved health and wellbeing and road safety.
- **Goal 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.
- **Goal Five** - Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods.

3.41 Each LTP goal has strategies to achieve them including for goal three and how sustainable transport should be made a focus by:

- Enhancing environment for cycling and walking including pedestrian and cycle routes, junction improvements and cycle facilities.
- An expansion of cycle and rail integration and of cycle hire facilities within the City Centre and other key locations.
- Increasing the extent of low-speed zones, where appropriate.
- Smarter choices and behavioural change interventions programmes, to increase active travel.

3.42 In addition, as a part of goal four; fares, information and ticketing including the need to provide enhanced information provision to residents at a neighbourhood level.

Summary

3.43 The site is shown to comply with the relevant national and local policies including aiding in reducing carbon emissions whilst delivering much needed growth in order to meet the UK's climate aspirations. It is a well-located site with a variety of opportunities to integrate itself with the existing surrounding residential areas in terms of active travel and sustainable transport.

4 Development Proposals

- 4.1 The site is shown to comply with the relevant national and local policies. It is a well-located site with a variety of opportunities to integrate itself with the existing surrounding residential areas in terms of active travel and sustainable transport.
- 4.2 The proposed development comprises 350 dwellings accessed via Chapel Lane for all modes and on Sandy Lane for active travel users. The planning application is outline with all matters reserved except access.
- 4.3 The site will be designed to connect and interact with the exiting transport networks surrounding the site, connecting to existintg facilities and the built up area of Widnes, to the south. The internal roads of the site will be conducive to cycling, providing permeability and connection for active travel.
- 4.4 The illustrative masterplan is illustrated in **Figure 4.1**.



Figure 4.1 – Illustrative Masterplan

- 4.5 Provision for EV parking will be provided within the development to ensure that residents are able to charge their vehicles at their homes.

Pedestrian and Cycle Access / Emergency Access – Sandy Lane

- 4.6 The aim is to create an environment in which pedestrians and cyclists feel as though they are afforded highest priority. The proposals aim to create direct, convenient, and attractive active travel links from the site to the existing network and will seek to maximise and enhance the permeability of the site to pedestrians and cyclists to encourage these modes for shorter trips.
- 4.7 Access for emergency vehicles is currently available along Sandy Lane pursuant to the terms of the Sandy Lane TRO. The TRO also allows the Council to authorise the use of Sandy Lane by other vehicles. The scheme proposes a single vehicular crossing point over Sandy Lane. Sandy Lane will remain available to active travel users.
- 4.8 Designing the site to a pedestrian scale allows for the maximum opportunity to provide social inclusion. Pedestrian and cycle routes are designed to ensure full permeability through the site.
- 4.9 The road network within the site will be designed to encourage low speeds and prioritise active travel. The intention will be to create a natural 10-15mph environment within the site to encourage pedestrian and cycle activity and to prioritise social inclusion before the private car / motorist.

Two emergency access points, one for each parcel, are proposed to be provided on Sandy Lane, both of which provide pedestrian and cycle access providing a traffic free route connecting to Old Upton Lane and the built-up area of Widnes. This arrangement is shown in **Figure 4.2**.

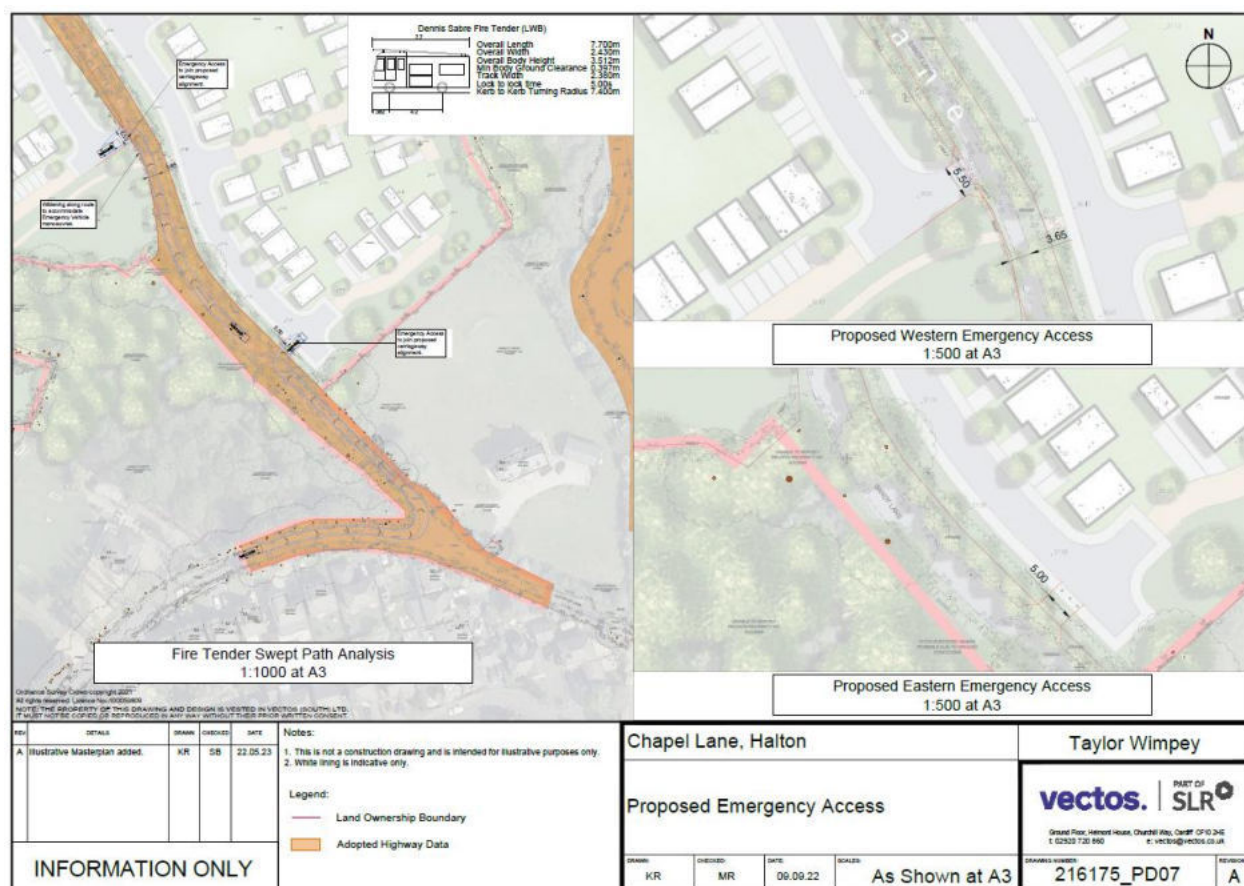


Figure 4.2 – Emergency Access Arrangements

- 4.10 Sandy Lane is currently subject to a Traffic Regulation Order (TRO) that restricts any vehicles travelling along or across the carriageway, with the exception of emergency vehicles and any other vehicles authorised by the Council. This is proposed to be modified to allow for a single vehicular crossing point over Sandy Lane to facilitate vehicular access between the parcels to the east and west of the Lane.
- 4.11 It is proposed that the emergency access points are controlled by the current gate arrangement, collapsible bollards or similar as per the Council’s preferred method of restriction.

Vehicular Access – Chapel Lane

- 4.12 Vehicular access to the site has been considered and the most appropriate and suitable option shown in **Figure 4.3**.

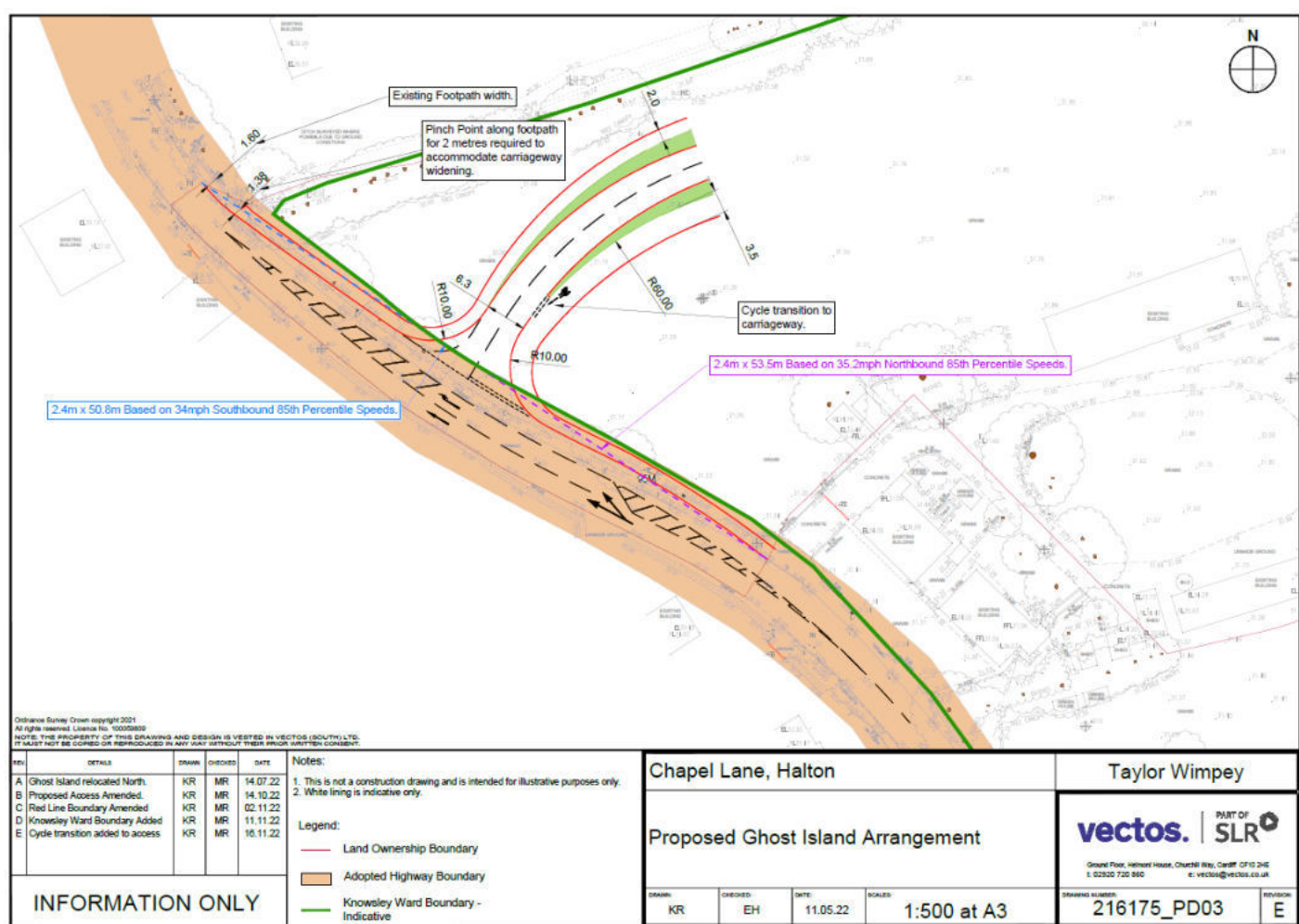


Figure 4.3 – Site Access Arrangements

- 4.13 A priority junction with a ghost-island right-hand turn lane arrangement has been designed to serve the development with appropriate visibility splays.
- 4.14 The achievable visibility to the left (looking south) is 2.4 metres x 53.5 metres, in line with recorded northbound 85th percentile speeds of 35.2mph. Looking right out of the access, visibility splays of 2.4 metres x 50.8 metres can be achieved, in line with recorded southbound 85th percentile speeds of 34mph.

- 4.15 The development spine road will be 5.5 metres wide with a two metre footway on the northern side and a three-metre-wide shared facility on the southern side of the carriageway. These will tie into the existing footway provided on Chapel Lane. To the north, the footway will be required to be reduced to around 1.4 metres in width for a short length to provide appropriate carriageway curve widening.
- 4.16 Intervisibility between a cycle waiting to access the shared cycle route and vehicles approaching is shown on **Figure 4.4**.

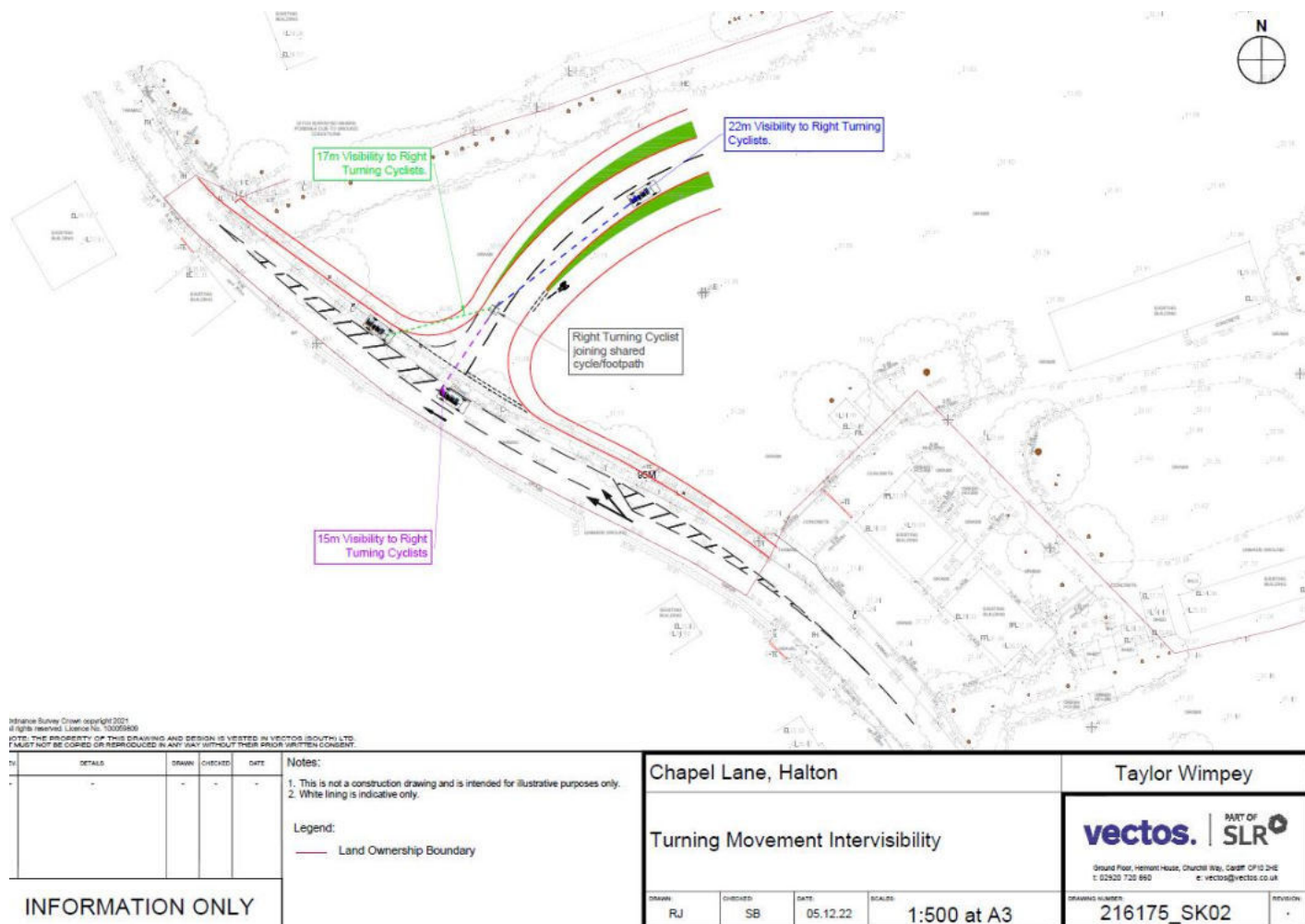


Figure 4.4 - Forward Visibility Splays

Crossing Arrangements on Sandy Lane

4.17 The indicative arrangements for crossing Sandy Lane from the western to the eastern parcels of development are shown in **Figure 4.5**.

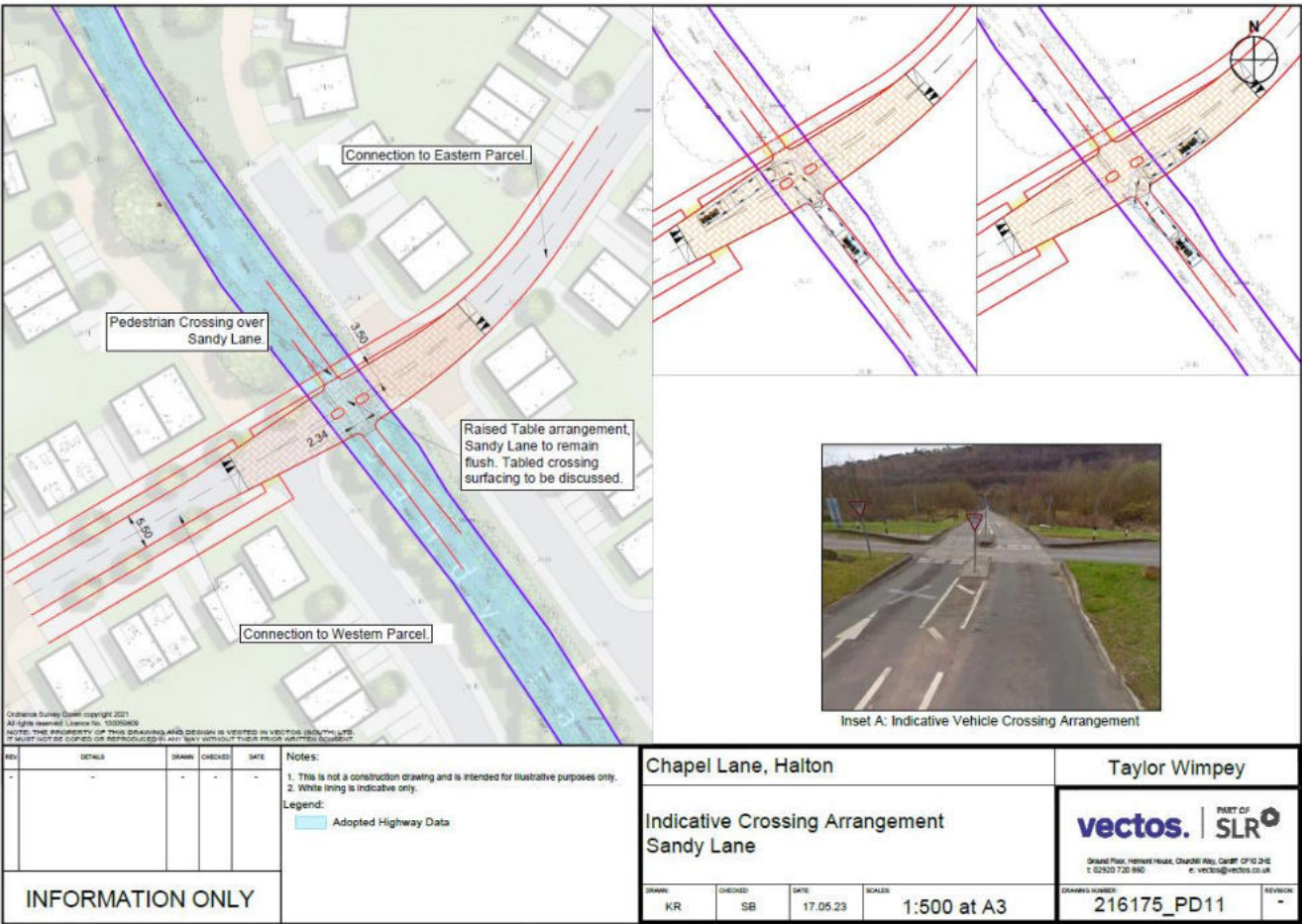


Figure 4.5 – Sandy Lane Crossing Arrangements

4.18 The crossing has been designed to allow priority for pedestrians and cyclists on Sandy Lane travelling north to south or vice versa. The turning movements from the site onto Sandy Lane are restricted by the carriageway width and physical traffic islands as shown in the vehicle tracking.

Parking

- 4.19 Optimum car parking standards are set out within the Halton Borough Council's Delivery and Allocations Local Plan (2014-2037). The standards for 'non town centre' locations are summarised in **Table 5.1**.

Table 5.1 - Summary of Car Parking Standards

Dwelling type	Number of spaces
1 bedroom house	1 space
2 & 3 bedroom house	2 spaces
4+ bedroom house	3 spaces
1 bedroom apartment	1 space
2 bedroom apartment	1.5 spaces

- 4.20 The proposed development will conform to HBC's car parking standards, including providing the requisite number of visitor parking spaces.
- 4.21 Electric vehicle (EV) charging will be provided on site at individual dwellings.
- 4.22 No standards are specified by HBC for cycle parking, however, to facilitate convenient ownership and use of bikes by residents, it is proposed an on-plot cycle parking space is provided for each dwelling.

Offsite Highway Works

Queensbury Way

- 4.23 An upgraded uncontrolled pedestrian / cyclist crossing with dropped kerbs, tactile paving and a refuge island will be provided across Queensbury Way connecting PRow W/12 to the existing shared use foot/cycleway and 'Upton Rocks' residential development.
- 4.24 The pedestrian / cyclist refuge will also act as traffic calming along this section of Queensbury Way, will improve accessibility and allow pedestrians and cyclists to cross the carriageway more comfortably.
- 4.25 A contribution for the full cost to provide this crossing will be secured via a Section 106 Agreement.
- 4.26 The proposed crossing is shown on **Figure 4.6**.

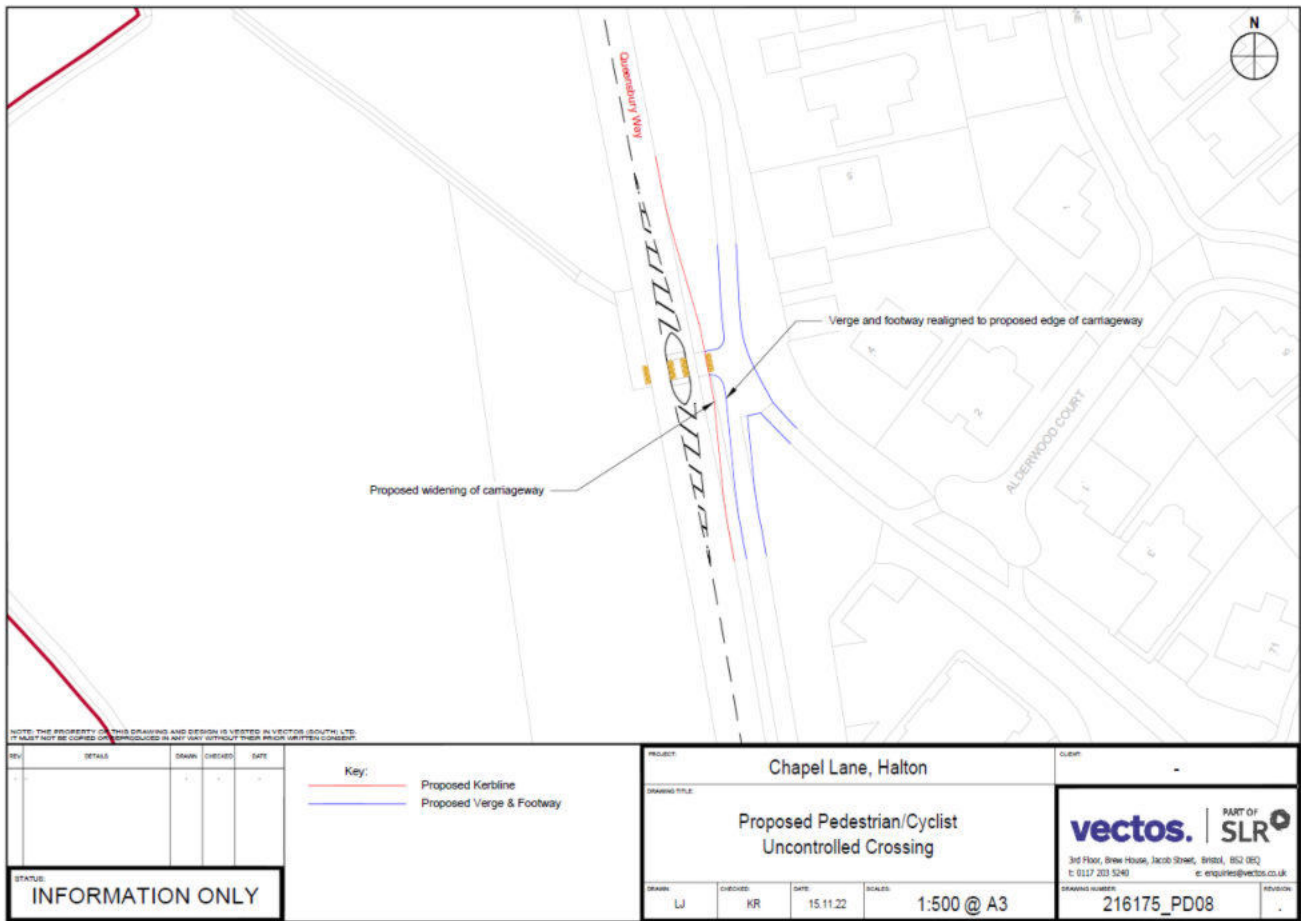


Figure 4.6 – Proposed Pedestrian / cyclist Uncontrolled Crossing

Summary

- 4.27 The proposed development will be designed to promote travel choice where possible, and to encourage sustainable travel for short journeys, and shared or public transport for longer journeys. First and foremost, the development is designed to reduce the need to travel in the first instance.
- 4.28 The site is conveniently connected to local services and connections to the existing pedestrian infrastructure will be provided to facilitate use of these amenities. The development proposals seek to enhance this connectivity to ensure that, where short journeys occur, undertaking them by active travel modes is the first choice.

5 Objectives and Targets

Objectives

- 5.1 This TP is primarily aimed at reducing the dependence of car travel by residents. Therefore, the main objectives of this TP are to promote initiatives that include:
- Encouraging less travel;
 - Encouraging use of sustainable travel modes (which includes all non-single car occupancy modes);
 - Promoting healthy lifestyles;
 - Encouraging social inclusion by identifying travel choice;
 - Minimising the impact of vehicles on the environment; and
 - Promoting sustainability by raising the awareness of environmental damage.
- 5.2 Past experience has shown that TP's can bring economic, environmental, health and social benefits to residents travelling to and from a site as well as to local people living and shopping in the area. The key benefits which can result following the implementation of a TP are outlined below:
- Economic – more sustainable travel modes can save money. Increasing the critical mass using public transport can make services more viable, and car sharing can significantly reduce travel costs.
 - Environmental – a reduction in car journeys made to and from the site reduces the level of air and noise pollution in and around the site.
 - Health – by adopting more sustainable modes of travel, such as walking or cycling, people's physical and mental well-being improves, and they lead a healthier lifestyle.
 - Social – when not travelling by car, people have the opportunity to interact with other individuals on their journey to and from the site. Increased pedestrian and cycle activity make an area feel safer.

Benefits

- 5.3 The achievement of the objectives will bring about the following benefits for residents of the site:
- Health benefits associated with walking and cycling, including reduced levels of stress;
 - The opportunity to save money by using alternative modes of travel to the car; and,
 - Improved quality and reliability of journeys.

Targets

- 5.4 The success of the Travel Plan is measured by whether it achieves its objectives through set targets which will identified following the initial survey and will be advised by HBC.
- 5.5 The targets, which are related to the objectives, can be ‘action’ targets or ‘aim’ targets. Action targets set out specific commitments to implement measures within certain timescales to ensure delivery. Aim targets provide numerical goals for modal shifts. All targets will be SMART (Specific, Measurable, Achievable, Realistic, Time-bound).
- 5.6 There are two types of targets, namely; ‘Action’ and ‘Aim’ targets. Action targets set out specific commitments to implement measures to ensure delivery. Aim targets provide numerical goals for mode shifts.
- 5.7 Targets, or outcomes can be reviewed and once achieved will be maintained at no less than that level, subject to review as part of the annual monitoring programme.

Action Targets

- 5.8 The action targets are set out in the Action Plan (section 10) and include the following key milestones;
- The Travel Plan will be formally launched as the first properties are occupied;
 - Provision of a ‘Travel Information Pack’ for each dwelling one month after meaningful occupation. Along with the TP launch, information may be included about sustainable travel opportunities, discounted fares and cycle routes;
 - The baseline survey will be conducted within 3 months within meaningful occupation of the site;
 - Where required, an updated version of the TP will be produced with an updated Action Plan following the baseline surveys; and
 - A monitoring survey will be undertaken within one year of the baseline survey which will monitor the modal shifts of residents.

Aim Targets

- 5.9 The Travel Plan will be monitored for a period of five years from beneficial occupation. Once the baseline travel survey results have been analysed, specific targets will be set according to the monitoring programme set out in **Chapter 7** and details advised to HBC.
- 5.10 The main target will be to reduce dependency on the private car whilst increasing the usage of sustainable modes of travel.
- 5.11 It is considered that a change in car sharing can be achieved through local promotion via the development website, notice boards and using the Liftshare website (<https://liftshare.com/uk>). The provision of a car club will also be investigated at the site as part of the development process.

- 5.12 An increase in active travel may be achieved through the awareness of active travel linkages and journey times to local amenities / facilities.
- 5.13 An increase in cycling may be achieved through the provision of internal pedestrian/cycle links which connect the site to local routes, the potential formation of a Bicycle User Group (BUG) and through the provision of cycle maps.
- 5.14 An increase in public transport will be achieved through the promotion of the existing and directed bus services by the TPC and the provision of information including maps and timetables.
- 5.15 **Table 4.1** outlines the Aim targets set out for the site. These are set to measure progress towards the main objectives over five years. As discussed previously, in the absence of existing data for the development, the 2011 Census Journey to Work data has been used to inform the pre-occupation baseline.
- 5.16 A baseline residential travel survey will subsequently be undertaken upon reaching 80% occupation of the site and this will form the results of the Year 0 survey.
- 5.17 This Travel Plan recognises that it is not possible to set out accurate targets for the future, even when based on actual mode share data (i.e. once the baseline survey has been undertaken). Given this, it should be acknowledged that the targets will change over time as results from on-going monitoring become available. Targets will be finalised and written into the Travel Plan once the travel surveys have been completed, the results analysed and discussions have been held with the Halton Borough Council Travel Plan Officer.

Table 4.1 – Assumed Development Modal Split and Post Travel Plan Implementation Target Splits

Travel Mode	Adjusted (2011 Census)	Year 1	Year 3	Year 5
Work mainly at or from home	4%	4%	4%	4%
Train	3%	3%	3%	3%
Bus, Minibus or Coach	3%	4%	5%	6%
Motorcycle, Scooter or Moped	1%	1%	1%	1%
Driving a Car or Van	80%	77%	74%	71%
Passenger in a Car or Van	5%	6%	6%	6%

Bicycle	1%	2%	3%	4%
On Foot	2%	3%	4%	5%

6 Travel Plan Strategy

Management

- 6.1 The role of the Travel Plan Co-ordinator (TPC) for the TP is currently allocated to Vectos, until the allocation of a TPC from the site management company.
- 6.2 The allocated TPC, and the necessary costs for administering the Travel Plan, will be funded by the developer.

Travel Plan Coordinator (TPC)

- 6.3 The TPC will be responsible for the administration of the Travel Plan, the implementation of measures, and for the on-going monitoring and review of the Travel Plan. They will have overall responsibility for ensuring that said measures are successfully delivered on time and to budget.
- 6.4 The TPC will report to the management company and other involved stakeholders such as residents' associations (if applicable) and Halton Borough Council, regarding the implementation and progression of the Travel Plan.
- 6.5 The duties of the Travel Plan Co-ordinator will therefore include:
- i) To provide guidance to, and be the main point of contact for residents within the development site requiring travel information;
 - ii) Undertake the Travel Surveys over the five-year period and supply evidence of this to the Council;
 - iii) Take responsibility for data collection and review of the Travel Plan;
 - iv) Liaise with external organisations, e.g. local authorities; and
 - v) Co-ordinate the monitoring programme for the Travel Plan, including target setting (in agreement with Halton Borough Council) and make necessary changes if the targets are not being met.
- 6.6 It is envisaged that the residents of the site will eventually take full ownership of the TP, with one or more individuals taking the role of TPC. The Travel Plan will be updated accordingly when this transition has taken place. The objective is to encourage people in the community to work for the community.

Reporting

- 6.7 The results of the monitoring will be reported in writing to HBC within three months of the completion of the monitoring surveys. An annual Monitoring Report will be compiled which will outline the results of the monitoring survey and review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The report will be issued to HBC and retained for records. A revised Action Plan will be submitted on an annual basis as part of the annual monitoring program and reporting.

6.8 The monitoring report will include the following aspects:

- Site name and address;
- A summary of the TP;
- How and when monitoring information was gathered; and,
- Whether travel patterns are meeting objectives and targets.

6.9 A full comprehensive report will be issued at the last year of the TP.

Marketing Strategy

6.10 An essential element of the Travel Plan strategy, and one which largely determines its success, is the promotion of the Travel Plan. In order to promote and increase awareness of the Travel Plan, the following measures will be adopted:

- i) Distribution of travel information packs to all future residents of the development. This will include maps, bus routes and frequencies and details of local amenities;
- ii) Display of key Travel Plan information on yearly newsletter;
- iii) Promote national travel initiatives and organise site-wide events such as organised cycle rides; and
- iv) Provide new residents with access to a transport hub which will be provided on the Development's website.

7 Measures and Initiatives

Introduction

- 7.1 This section of the Travel Plan outlines the specific physical and management measures to be implemented as part of the Travel Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Travel Plan.
- 7.2 The Travel Plan is a 'living document' which is therefore subject to continuous updates and reviews.

Travel Information Pack

- 7.3 A 'Travel information Welcome Pack' will be provided to residents upon first occupation of the development. The Welcome Pack will contain the key element of the Travel Plan, sustainable transport information and other relevant travel information.
- 7.4 A Travel Information Pack will be distributed to each household upon first occupation at the site, and it will include;
- An explanation of the purpose and benefits of the Travel Plan;
 - Contact details for the TPC;
 - Maps of walking and cycling routes to key destinations;
 - Information on cycle training opportunities;
 - Information on walking buses or scoot to school;
 - Timetables, route maps and ticketing information for public transport;
 - Contact numbers and website details;
 - Car Share schemes information;
 - Contact details for local taxi companies and details of any arrangements brokered by the TPC (if available);
 - Information about working from home;
 - Promotion of the benefits of home delivery.
- 7.5 This list is not exhaustive and, within reason, any additional information which the community and HBC would like included can be accommodated if appropriate.

Walking and Cycling Facilities

- 7.6 In terms of layout and design within the site, a network of high-quality pedestrian and cycle routes will offer direct, safe and convenient access around and through the site by foot and bicycle.
- 7.7 The site will provide the necessary pedestrian and cycle infrastructure to encourage walking and cycling and the appropriate road widths, cross sections and speed limits to support this.
- 7.8 The TPC will promote the health benefits of walking and cycling in the travel information pack provided to residents.
- 7.9 The TPC's will explore with local bicycle retailers the possibility of providing discounts on cycling equipment to residents of the development. The take up of this discount, if agreed, will be monitored.
- 7.10 An upgraded walking and cycling uncontrolled crossing point with dropped kerbs, tactile paving and refuge island will be provided from W/12 to the 'Upton Rocks' built-up area.
- 7.11 Sandy Lane will act as shared walking and cycling segregated from all traffic and provides a direct link from the site to Old Upton Lane and the existing built-up area.

Public Transport

- 7.12 The possibility of discounted travel with local bus operators will be explored in order to provide an incentive for residents to use such modes and form a habitual use from the outset.
- 7.13 Up-to-date details of bus, train and taxi services, including route information and service frequencies, will be permanently on display in locations to be agreed. Details of National Rail, Traveline and Car Share websites and enquiry phone numbers will also be displayed.
- 7.14 Taxis have an important role in providing for resident trips, in particular when other modes of transport may not be available. The TPC will ensure that the contact details for a local taxi operator are available on site.

Travel Vouchers

- 7.15 Consideration will be given to the possibility of providing a sustainable travel voucher per household by first occupiers of the proposed development. This could be secured via Section 106 agreement.
- 7.16 The intention is that this is a one-off voucher per household and could be used towards the cost of a bus season ticket or towards the purchase of a bicycle and accessories, or walking equipment.

Cycle to Work

- 7.17 The Travel Information Packs will provide details of local bike shops and major employers who participate in the Cycle to Work scheme.

Car Sharing and Car Pooling

- 7.18 Carpooling is where a car driver will use their own personal vehicle to give lifts to other passengers, usually whose origins and destinations are similar to their own.
- 7.19 App-based carpooling is now taking off (i.e. Bla Bla Car and Liftshare), and lifts can be booked on demand, reflecting modern lifestyles, removing the requirement to plan journeys well in advance to participate in an effective carpooling system. Car pooling is also available through apps such as Uber and Lyft.
- 7.20 There are a number of benefits to car clubs/carpooling:
- Cost savings (i.e. travel costs and the costs of owning a vehicle);
 - Less congestion and fewer cars on the road;
 - Reduces parking issues; and
 - Networking/making friends.
- 7.21 Car pooling will be encouraged within the development as part of the Travel Information Pack.

Walking Buses

- 7.22 A walking bus is a group of children, walking to or from school with at least two parent volunteers. Parents take it in turns, on a rota basis, to walk with the children. There is always a 'driver' who leads the bus, and a 'conductor' who walks at the back. The more children there are on the bus, the more adults walk with them.
- 7.23 A Walking Bus provides a way of making walkers (or their parents) feel more comfortable, whilst providing perceived safety in numbers, as well as making walking fun. It allows groups to organise and walk together, increasing visibility and reducing the feeling of vulnerability which some may otherwise feel.
- 7.24 Its greatest potential is for schoolchildren. It allows the supervision of children by a minimum number of adults, whilst providing a fun and perceptibly safer means of getting to and from school by the most sustainable means.

Scoot to School

- 7.25 Scoot to School is a Sustrans initiative aimed at encouraging children to use a scooter to get to school. The programme involves scooter training for children and can be incorporated with the scooter racks at the school.

Home Deliveries

- 7.26 The Travel Information Pack will promote and raise awareness of the potential time, cost and environmental savings of home deliveries, including supermarket deliveries. Three of the big four supermarkets, Sainsbury's, Asda and Tesco, offer home delivery services, as does Waitrose and Ocado. The majority of online retailers also now offer home delivery services.

8 Monitoring and Review

- 8.1 It is important a thorough Travel Plan monitoring system is put in place. The two main reasons for monitoring of the Travel Plan are:
- To provide feedback so the Travel Plan can be refined; and
 - To measure the level of success in meeting identified targets using key performance indicators.
- 8.2 A framework for the monitoring and review strategy is outlined in this section.

Monitoring Strategy

- 8.3 The Travel Plan will be a living document, allowing for continuous development and refinement which will ensure it remains relevant.
- 8.4 The monitoring programme will begin with the baseline survey, to be undertaken within 3 months of meaningful occupation of the consented residential development. Households and residents will be requested to complete a questionnaire in order to provide baseline travel data. The questionnaires will monitor the mode splits being achieved for single occupancy car trips, and those made by sustainable (other) modes.
- 8.5 The initial development survey represents Year 0 in terms of the monitoring programme. A subsequent travel survey of the development and local community will be undertaken 12 months after the initial survey. The subsequent travel survey represents the 1st Monitoring Survey. It is proposed that the first Monitoring Survey will take place in Year 1 and then annually throughout the duration of travel plan monitoring. Monitoring will be undertaken for a period of five years.
- 8.6 Monitoring surveys will be undertaken at Years 0, 3 and 5, on the first, third and fifth anniversary of the initial baseline travel survey.
- 8.7 As noted in **Section 4**, the baseline travel survey will be undertaken when 80% of the residential units are occupied. This baseline survey represents the start of the Travel Plan for monitoring purposes and is known as Year 0.
- 8.8 Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to Halton Borough Council.

Reporting

- 8.9 The results of the monitoring will be reported in writing to HBC within three months of the completion of the monitoring surveys. An annual Monitoring Report will be compiled which will outline the results of the monitoring survey and review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The report will be issued to HBC and retained for records. A revised Action Plan will be submitted on an annual basis as part of the annual monitoring program and reporting.
- 8.10 The monitoring report will include the following aspects:

- Site name and address;
- A summary of the Travel Plan;
- How and when monitoring information was gathered;
- Whether travel patterns are meeting objectives and targets; and
- Proposals to further develop the Travel Plan and an update to the Action Plan.

8.11 A full comprehensive report will be issued at the last year of the Travel Plan.

9 Action Plan

9.1 The Action Plan outlined below in **Table 8.1** sets out the measures included within the Travel Plan that are directed at influencing residents' travel.

Table 9.1 – Action Plan for Travel Plan Measures

Action	Timescale	Responsibility
Document Agreed	Prior to construction	Vectos
Appoint Travel Plan Co-ordinator	TBD	TPC
Provision of car and cycle parking	Prior to occupation of new buildings	Developer
Provision of broadband connections in all dwellings	Prior to occupation of new buildings	Developer
Travel Plan Launch	Prior to first occupation	TPC
Implementation of measures	Includes the supply of a travel pack 1 month after occupation, householder travel survey	TPC
Information provision	Determined by survey and meeting at 1 month after occupation.	TPC
Awareness raising of sustainable transport	Ongoing as opportunities and information on walking and cycling routes change.	TPC
Production of annual newsletter	Upon 80% occupancy of residential units and then yearly for the next 5 years	TPC
Discussion with bike retailers and public transport operators for discounts	TBD	TPC
Year 0 Baseline Travel Survey	Upon 80% occupancy of residential units	TPC
Agree Target modal splits with Halton Bourgh Council	-Three months after Year 0 survey	TPC
Monitoring Surveys and Reports	Years 3 and 5	TPC

9.2 As with all elements of the Travel Plan process, these timescales are not prescriptive, but should be modified to circumstances to ensure that they allow the production of a Travel Plan that benefits the occupants and all visitors and remains relevant throughout.

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