

Travel Plan

Former St Mark's Church,
Kirkby

April 2026

Client: Sight Acre Group

Fastnet Transport Planning

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TRANSPORT PLANNING

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54 St James Street
Liverpool
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1 Introduction

1.1 Background and Location

- 1.1.1 Sight Acre Group have instructed Fastnet Transport Planning (Fastnet) to prepare this Transport Plan (TP) in support of an application to the Local Planning Authority (LPA) at Knowsley Council (KMBC), for a site at Former St Mark's Church, Kirkby. The scheme is a proposed residential development comprising 90 apartments. Knowsley Council is also the Local Highway Authority (LHA).

1.1 What are Travel Plans?

- 1.1.1 According to the Department for Transport (DfT), in their 2015 publication *Travel Plans, Transport Assessments and Statements* they can be defined as follows:

Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling).

- 1.1.2 Put more simply, a TP is a management tool, designed to minimise the number of single occupancy car trips to a development. It aims to achieve this objective in 3 ways:

- Reducing the need to travel;
- Encouraging the use of sustainable modes of transport;

and, where neither of those are possible,

- Encouraging the sharing of private transport.

- 1.1.3 There are many ways to achieve those aims, and this document explores a range of different measures. This document is tailored towards an end user. By having the tenant engaged in the process the document is able to provide a set of tailored measures and initiatives, specific to the user's needs, to enhance its effectiveness.

1.2 Scope of Report

- 1.2.1 This report is an Interim Travel Plan, aimed to inform the initial stages of design, and to be submitted with a planning application. It is expected that a Full Travel Plan, based upon this document would be a condition of any Planning Permission. Fastnet is committed to delivering an unbiased and evidence-based assessment, utilising industry-standard methodologies, and adhering to relevant guidelines and

regulations. By partnering with Sight Acre Group we aim to contribute to the successful implementation of the proposal.

1.2.2 The report is structured as follows:

- 1 Introduction
- 2 Planning Policy Context
- 3 Existing Situation and Accessibility
- 4 Development Proposal
- 5 Travel Plan Objectives
- 6 Targets
- 7 Travel Plan Strategy
- 8 Monitoring and Review
- 9 Action Plan

2 Planning Policy Context

2.1 National Planning Policy Framework (NPPF) December 2024

- 2.1.1 The National Planning Policy Framework (NPPF) is a set of guidelines and principles used to inform planning decisions and policies. The NPPF promotes sustainable development by considering the social, economic, and environmental impacts of transport-related decisions. It encourages transportation solutions that minimise negative effects on climate change, air quality, and public health.
- 2.1.2 The document emphasises the importance of providing accessible transportation options. It encourages the development of integrated and efficient transport networks that promote walking, cycling, and public transport, ensuring that communities are well-connected and easily accessible.
- 2.1.3 The NPPF stresses 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, following mitigation, would be severe, taking into account all reasonable future scenarios’ (paragraph 116). Considering this, applications for development should adhere to the following principles:
- 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 enable 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.
- 2.1.4 Developments need to be considered on a balanced approach. Refusal should be a last resort, and a proportionate assessment should be conducted. The focus is on incorporating appropriate mitigation measures to address impacts. Collaboration and engagement between developers, local authorities, and transportation agencies are crucial for early dialogue and the identification of effective mitigation

strategies. Contextual factors, such as the development's scale, existing infrastructure, and sustainable transport options, should be considered to evaluate the significance of the impacts.

- 2.1.5 Overall, the NPPF promotes a collaborative and proportionate approach to minimise highway impacts and encourages the implementation of mitigation measures rather than automatic refusal of developments.

2.2 Planning Practice Guidance

- 2.2.1 The concept of sustainable development is a central theme in Planning Practice Guidance, specifically detailed in the sections related to transport.

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

- 2.2.2 Each contains detailed information on the various types and sources of data that are crucial for Local Planning Authorities. This information is essential in supporting these authorities as they develop and implement their Local Plan, ensuring it is backed by a robust and appropriate evidence base. Moreover, this guidance proves to be an invaluable tool for the assessment of various projects, including the specific development addressed in this report, offering a comprehensive reference point for evaluation and decision-making processes.

2.3 LCR 4th Local Transport Plan: Developing a Vision for Local Transport to 2040

- 2.3.1 The consultation process for delivering a new, Local Transport Plan (LTP) for the Liverpool City Region was commenced in 2021. This document highlights the problems and challenges that have led to the proposal of various high-level objectives.

2.4 Knowsley Local Plan (2016-2028) Adopted January 2016

- 2.4.1 The Knowsley Local Plan: Core Strategy was adopted by Knowsley Council in January 2016. It provides the overarching spatial planning framework for the borough up to 2028, setting out policies to guide sustainable development, economic growth, and environmental protection. The plan identifies key areas for housing and employment development, infrastructure improvements, and the preservation of green spaces. It emphasizes the importance of delivering high-quality design, enhancing accessibility, and promoting sustainable transport options to meet the needs of Knowsley's communities.
- 2.4.2 A significant aspect of the plan is the allocation of Sustainable Urban Extensions (SUEs), which release specific Green Belt sites for development to accommodate housing and employment growth. These allocations are intended to support the borough's housing requirement of 8,100 new homes by 2028

and to stimulate economic development. The plan also outlines the need for supporting infrastructure, such as schools, healthcare facilities, and transport networks, to ensure that new developments are well-integrated and contribute positively to the existing urban fabric.

2.5 Ensuring a Choice of Travel SPD

2.5.1 2.5.1 This SPD developed in collaboration with the other Merseyside Local Authorities and Merseytravel, aims to provide uniform guidance for developers on access and transport requirements in new developments throughout the City. Its key objectives include:

- *Ensure a reasonable choice of access by all modes of transport to new development;*
- *Reduce the environmental impact of travel choices, by reducing pollution, and improving the local environment;*
- *Improving road safety;*
- *Promote healthier lifestyles by providing opportunities for people to walk or cycle for work or leisure purposes;*
- *Reduce the level of traffic growth and congestion on the strategic and local road network; and,*
- *Encourage opportunities to improve the quality of development proposals by better use of Transport Assessments and Transport Statements*

3 Existing Situation and Accessibility

3.1 Introduction

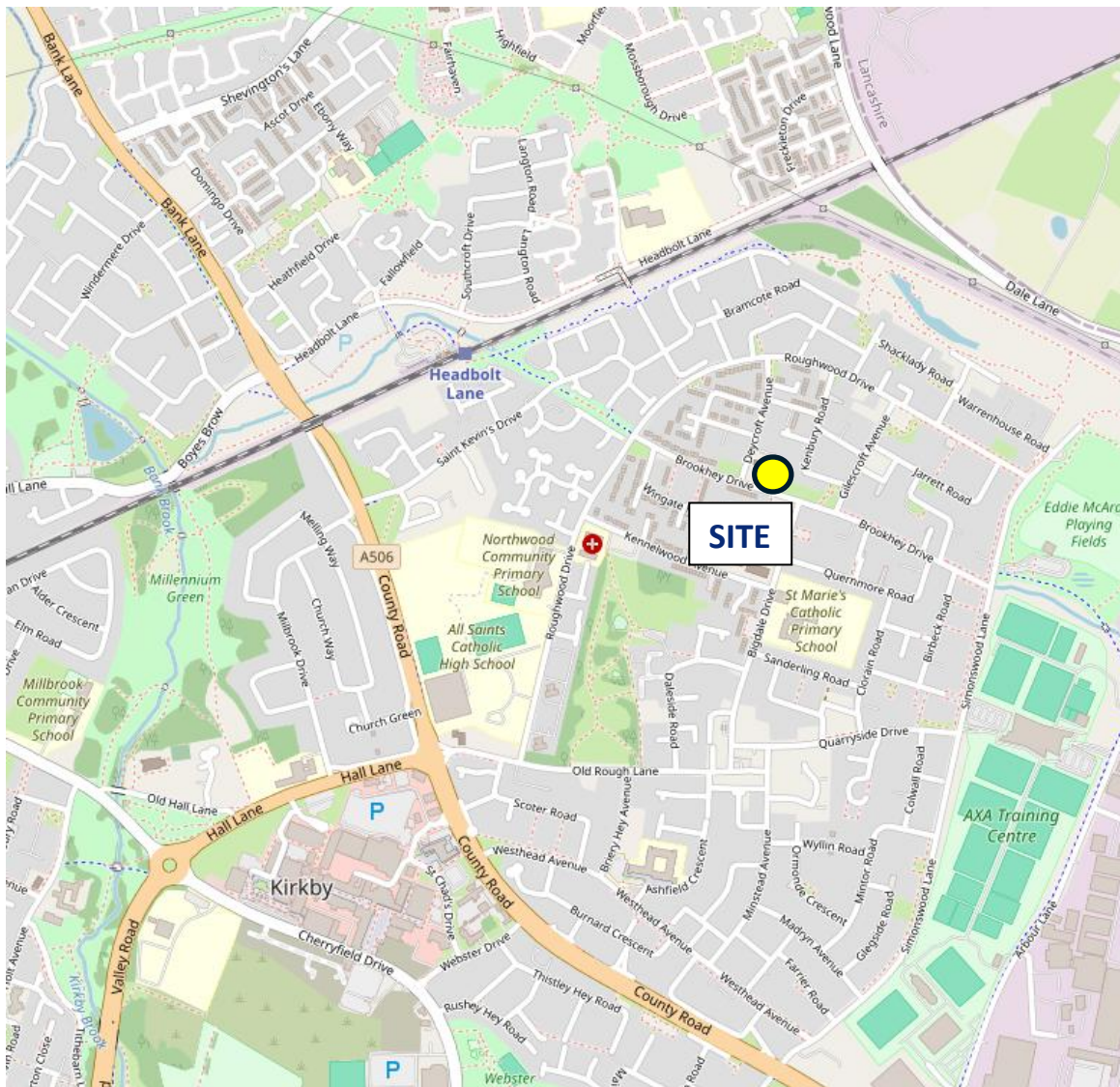
- 3.1.1 This section of the report provides a review of the existing highway situation around the development site. This overview includes network descriptions, the traffic conditions of the local network and a safety review. This assessment will also consider active and shared transport provision in the local area.

3.2 Current Site

- 3.2.1 The site is divided into two, along the boundaries marking the previous land uses. The eastern part of the site comprises a partially completed residential development, due to be demolished as part of this scheme; the western part housed St Mark's church and is now a level site.

3.3 Location

- 3.3.1 The site is situated in the Northwood area of Kirkby. It is located in an established residential setting surrounded by dwellings on all sides. The location is shown on figure 3.1 below.

Figure 3.1 – Site Location Plan

Source: OpenStreetMap®

3.4 Existing Access

- 3.4.1 The site has a single vehicular access at present onto Deycroft Avenue, which served the former church. An informal construction access is in place on Gilescoft Avenue, in the location of the approved vehicular access for the stalled residential development. The informal construction access did not have either a temporary or permanent vehicle crossing installed.

3.5 Highway Network

- 3.5.1 The following text provides an overview of the surrounding highway network, taking into account existing walking and cycling infrastructure. The site has frontage onto Deycroft Avenue, Brook Hey Drive, Gilescroft Avenue and Kenbury Road. Part of the site fronts onto Deycroft Walk, which is formed of an adopted footpath only.

Deycroft Avenue

- 3.5.2 Deycroft Avenue is a single carriageway access road which forms the western boundary of the site. The road has no loading or waiting restrictions on either side. It is subject to a 30mph speed limit, enforced with speed humps, and benefits from street lighting. The carriageway measures approximately 5.5m width road has footway/verges of 4.5m wide on both sides with crossing points benefitting from dropped kerbs and tactile paving at some crossing locations. The road commences at Brook Hey Drive. A parking lay-by is present at the end of Deycroft Walk, adjacent the north-east corner of the site.

Brook Hey Drive

- 3.5.3 The carriageway of this local distributor road is slightly wider than Deycroft Avenue, at approximately 6.5m, with footways measuring 2.5m wide on the northern side and a combined footway/verge of 5.8m on the southern side. Again, there are no parking/waiting restrictions. The road is also subject to a 30mph speed limit with traffic calming in the form of speed cushions and it too has the benefit of street lighting. A zebra crossing is located adjacent the south-eastern frontage of the site, close to the junction with Gilescroft Avenue.
- 3.5.4 The footway on the northern side of the road, fronting the site, is flanked by pedestrian guardrail owing to the level difference between the footway and the carriageway. The hardened verges are often used for parking by those properties fronting the road which do not have the benefit of driveways.
- 3.5.5 Brook Hey Drive hosts bus stops, further details of which are available at section 3.9 below.

Gilescroft Avenue

- 3.5.6 Gilescroft Avenue is a residential access road, of approximately 6.5m carriageway width and footway/verges of 5.5m. It has a speed limit of 30mph, and has speed humps. The kerb radii at the junction with Brook Hey Drive have pedestrian guardrail to encourage pedestrians to cross away from the junction, although there are no dropped kerbs at this point. Gilescroft Avenue also hosts bus stops.

Kenbury Road

- 3.5.7 Kenbury Road is a residential road with a carriageway width of approximately 4.9m and footway/verges of 2.5m. It has speed humps, street lighting and a speed limit of 30mph. Many properties don't have driveways and the road experiences on-street parking as a result.

3.6 Personal Injury Accident Review

- 3.6.1 Personal injury data has been sought for the highway network in the vicinity of the development site for the most recent 5 years available (2020-2024 inclusive). The area comprises Deycroft Avenue, Brookhey Drive, Gilescoft Avenue and Kenbury Road for at least 200m in each direction, as shown in Figure 3.2 below.

Figure 3.2 – 5 Year Accident Plan



Source: CrashMap®

- 3.6.2 An interrogation of the data showed that no recorded injury accidents have taken place within the study area in the last 5 years of available data 2020-2024.

3.7 Walking Accessibility

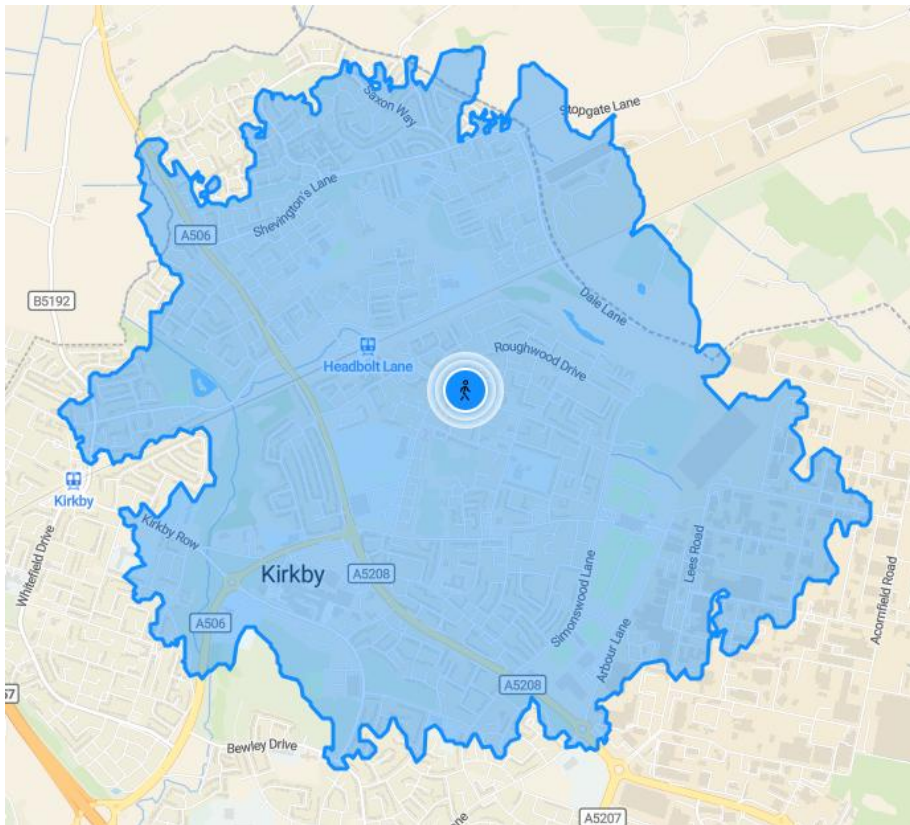
- 3.7.1 Walking offers many health benefits and is often recognised as the most easily accessible mode of sustainable travel. At a local level, walking offers the greatest potential to replace short car trips, particularly those under 2km, as recognised by the Chartered Institute of Highways and Transportation (CIHT) document Providing for Journeys on Foot (2000) 'Preferred Maximum distance' for local services and commuting, etc.
- 3.7.2 According to the National Travel Survey (NTS), most trips are relatively short. In 2024, 25% of trips were under 1 mile, and 70% under 8km (5 miles). Walking was the most frequent mode used for short trips. For trips under a mile, 81% were completed by walking. Nearly all walks recorded in the NTS were under 8km in 2024 (99.8%)
- 3.7.3 The Planning Inspectorate have described an 800m walking distance as being a proxy for determining whether an amenity is sustainably accessible from a development. The area around the site offers a wide selection of amenities which are within less than 800m, which equates to a 12 minute walk time. There are health, education, retail and leisure facilities, details of which are set out in Table 3.1 below.

Table 3.1 – Selected Local Amenities

Amenity	Time (m:ss)	Walking Distance (m)
Bus stop Gilescroft Avenue	00:16	23
Bus stop Brook Hey Drive	00:19	27
Northwood Community Centre	00:58	81
Chip shop	02:13	186
Convenience store	02:16	191
St Mary's Catholic Primary school	02:32	213
St Mary Mother of God Church	02:36	219
St Mary's Catholic Club	03:21	281
Old Rough Park	04:59	418
News agent	05:21	450
Eddie McArdle Playing Fields/John O'Leary Pavilion	05:34	468
Northwood Community Primary School	05:47	486
Chapel	06:00	504
Off licence	06:49	572
DIY shop	06:51	575

Beauty salon	06:51	575
Kids in Bloom Nursery school	06:56	583
Barber shop	07:04	594
Pharmacy	07:06	597
Public house	07:09	600
Café	07:18	613
Fast food shop	07:19	614
Headbolt Lane Railway Station (and bus stops)	07:46	653
Knowsley Business Park	08:56	750
All Saints Catholic High School	11:21	953
Convenience store	11:36	975
St Chad's Surgery	14:46	1240
Supermarket	15:36	1311
Town Centre	16:51	1415

- 3.7.4 The site location provides convenient access on foot to a vast array of employment opportunities, with the Knowsley Business Park being within 750m (9 minutes walk) to the east, which, according to KMBC is one of the largest employment areas in Europe. Headbolt Lane Railway Station lies just 8 minutes walk away to the west, which provides access to a vast array of employment opportunities via train, with direct trains to Liverpool and Preston.
- 3.7.5 Figure 3.3 below shows the broader area covered by the 25-minute isochrone (based on 1.4ms²).

Figure 3.3 – 25 Minute Walking Isochrone

Source: OpenStreetMap® / Traveitime API

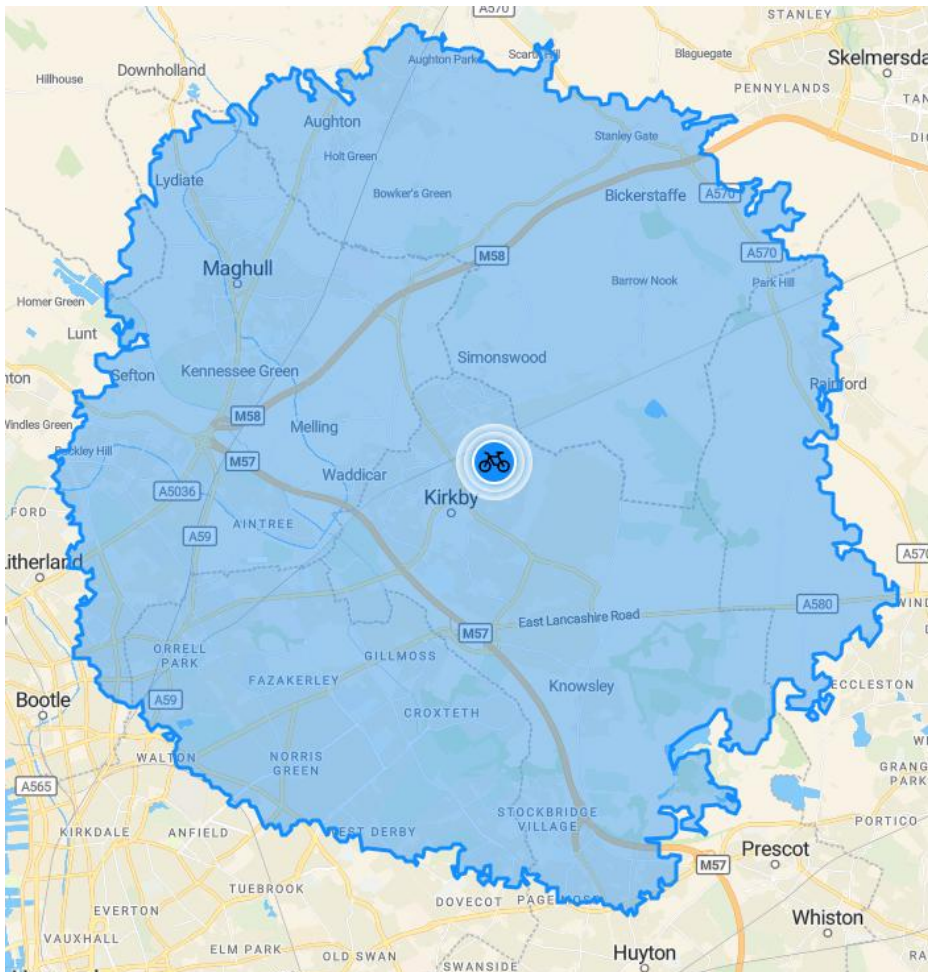
- 3.7.6 Walking routes between the site and local amenities utilise existing footways, which are generally in good order. Crossing points have dropped kerbs with significant desire lines having formal crossing provision, including across Brook Hey Drive (Pelican crossing adjacent Gilescroft Avenue) and Old Rough Lane (Puffin crossing adjacent the shopping parade). A direct route to Headbolt Lane station utilises the footway along Brook Hey Drive, which is separated from the carriageway with wide grass vergers, before passing through Mulberry Park Public Open Space, which is a pleasant traffic-free route with good passive surveillance and street lighting.

3.8 Cycling Accessibility

- 3.8.1 Cycling, like walking, is easily accessible for most people and offers a similar array of health benefits. It is commonly accepted that most trips under 5km can be completed via cycling as a mode of travel, offering the opportunity to replace the private car.

- 3.8.2 The latest Government (Department for Transport) guidance on cycle infrastructure – Local Transport Note 1/20 states that ‘two out of every three personal trips are less than five miles in length – which is an achievable distance to cycle for most people.’
- 3.8.3 Based on 16kph average speed, five miles (8km) can be cycled within 30 minutes. A large proportion of the Borough is accessible by bike within this distance from the site, including all of Kirkby and Stockbridge Village, plus parts of Sefton and Liverpool. Figure 3.4 below shows the 30 minute isochrone.

Figure 3.4 – 30 Minute Cycling Isochrone

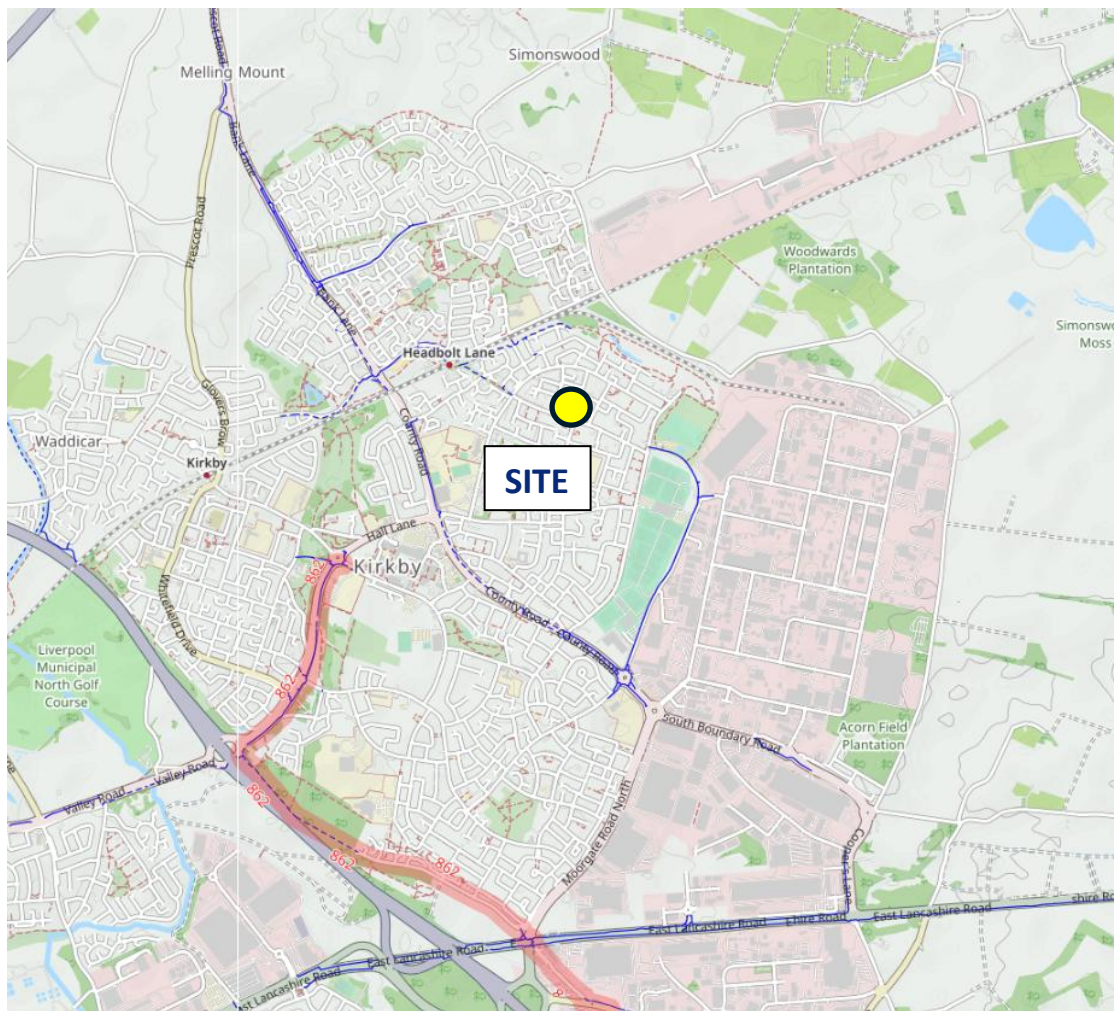


Source: OpenStreetMap®/Traveltimes API

- 3.8.4 Figure 3.5 below shows an extract from OpenCycleMap. It shows the good local cycle infrastructure in the vicinity of the site, including the National Cycle Network Route 862 which connects Kirkby to Stockbridge Village and beyond into Liverpool. This route is formed of both lightly trafficked and traffic free roads and tracks. Northwood as an area does not host any through routes for vehicular traffic, and as a consequence, traffic volumes are relatively modest making them ideal for on-street cycling.

- 3.8.5 The nearest formal cycling route begins opposite the eastern end of Brook Hey Drive adjacent the Eddie McArdle playing fields. It is a purpose-built, traffic-free cycle route connecting the residential area to the Knowsley Business Park. To reach it from the site, cyclists will pass along Brook Hey Drive which is relatively lightly trafficked and benefits from being traffic calmed (with speed cushions).
- 3.8.6 Cycling is popular in the area, particularly for commuters and the combination of routes in the vicinity provide access to/from a wide range of destinations. The East Lancashire Road has cycle provision along its full length through the Borough to provide access to St Helens.

Figure 3.5 – Local Cycle Facilities



Source: OpenCycleMap®

3.9 Bus

3.9.1 The site has good public transport accessibility. The nearest bus stops are located at Fender Way within approximately 160m of the site access where they benefit from shelters with timetable information, seating and lighting. Approximately 5 Buses arrive per hour on average Monday to Saturday, with approximately 1 per hour on a Sunday. The 492/495 services go directly to Birkenhead.

3.9.2 Table 3.2 below summarises the services available from these bus stops.

Table 3.2 – Bus Service Provision

Service	Route	Monday – Friday (Start – End / Frequency)	Saturday (Start – End / Frequency)	Sunday (Start – End / Frequency)
Roughwood Drive				
772	Roughwood Drive - Kirkby Sports College	One trip	No Service	No Service
Brook Hey Drive				
21	Minstead Avenue - Queen Square Bus Station	approx. every 10 mins	04:45 - 24:00, approx. every 20 mins	06:00 - 24:00, approx. every 30 mins
Minstead Avenue				
14	Moorfield - Queen Square Bus Station	No Service	05:15 - 06:15, approx. every 25 mins	No Service
217A	Bootle Bus Station - Halewood Shopping Centre	No Service	Three trips	06:45 - 22:30, approx. every 60 mins
771	Windermere Drive - Kirkby Sports College	One trip	No Service	No Service
Headbolt Lane Station				
20	Kirkby Bus Station - Moorfield	approx. every 20 mins	06:45 - 23:45, approx. every 20 mins	06:15 - 24:30, approx. every 30 mins
14A	Linnet Way - Queen Square Bus Station	One trip	No Service	09:00 - 17:45, approx. every 30 mins
14C	Linnet Way - Castle Street	One trip	No Service	No Service
217	Halewood Shopping Centre - Kirkby Bus Station	approx. every 15 mins	06:30 - 23:45, approx. every 20 mins	07:30 - 23:45, approx. every 60 mins

3.10 Rail

- 3.10.1 Headbolt Lane Station is located approximately 650m/8 minute walk from the site. It provides direct rail services Liverpool (19 minutes) and Blackburn via Wigan, Manchester and Burnley. By changing at Wigan or Liverpool, passengers can reach all stations across the UK. Commuting by train is feasible from this location.

3.11 Summary

- 3.11.1 In summary, the site is highly accessible with excellent access to public transport. The nearest bus stops are easily accessible from the site on foot with access to a significant number of services and a train station can be accessed via an 8 minute walk or by bicycle. Dedicated cycling infrastructure is in close proximity to the site including the National Cycle Network route 862.

4 Development Proposal

4.1 Introduction

4.1.1 The project is a proposed residential development comprising 90 apartments set in 4 blocks.

4.2 Access

4.2.1 The largest block (A) is to be accessed from Deycroft Avenue via a new road serving both the existing properties on Deycroft Walk and the development. Blocks B, C and D are to be accessed by car from a new access off Kenbury Road.

4.2.2 The new road serving Deycroft Walk will be offered for adoption, including a turning head. The remainder of the site will remain private.

4.2.3 Pedestrian access will be from one of 5 points along Brook Hey Drive.

4.3 Parking Provision

4.3.1 The scheme will have 55 car parking spaces, 9 motorcycle spaces and there will be 102 cycle parking spaces (12 of which will be visitor spaces).

5 Travel Plan Objectives

5.1 Aim

- 5.1.1 In UK planning, the overarching aim of a Travel Plan (TP) is to promote sustainable and efficient transport options and to reduce reliance on the private car. This goal is primarily achieved by reducing reliance on single-occupancy private car travel and encouraging a shift towards more sustainable modes of transportation, such as walking, cycling, public transport, and car-sharing.
- 5.1.2 By integrating TPs into the planning process, it is possible to create more sustainable, accessible, and efficient urban environments, contributing to an overall better quality of life for residents.
- 5.1.3 Put simply, a TP is a management tool, designed to minimise the number of single occupancy car trips to a development.

5.2 Objectives

- 5.2.1 The core objectives of the TP are designed to achieve the aim of reduced single occupancy car use set out above. There are 3 core objectives, these are:
- Reducing the need to travel;
 - Encouraging the use of sustainable modes of transport; and, where neither of those are possible,
 - Encouraging the sharing of private transport.
- 5.2.2 The aims of this TP will be achieved through the identification and execution of various initiatives. These initiatives are designed to offer future employees and guests diverse transportation options, thereby diminishing the reliance on private vehicle usage.

5.3 Benefits

- 5.3.1 The introduction of an operational, maintained TP, leading to improvements in the 3 core objectives and overarching aim can have a wide variety of benefits for a number of different groups. Some examples are shown below.

Resident Benefits

- TPs can have tangible benefits for the residents who interact with them and participate in the initiatives contained within. Some examples of the many benefits include:
- Health Benefits: Walking and cycling can improve physical health and reduce stress levels. Regular physical activity is linked to lower risk of chronic diseases and mental health improvements;

- **Financial Savings:** Using public transport, cycling, walking, or car-sharing instead of driving can significantly reduce commuting costs, such as fuel, parking fees, and vehicle maintenance;
- **Improved Journey Quality and Reliability:** Alternatives to car travel can often be more reliable and less susceptible to traffic congestion, leading to more predictable and enjoyable commutes.
- **Environmental Consciousness:** Contributing to reduced pollution and carbon emissions can enhance a resident's sense of environmental responsibility and personal contribution to sustainability;
- **Access to Car Sharing Benefits:** These can include priority parking, reduced travel costs, and socialising opportunities;
- **Journey Time Reliability:** residents feel empowered to search for work over a wider area;
- **Reduced Commuting Stress:** Public transport or active commuting (walking, cycling) can be less stressful than dealing with traffic congestion and parking issues, or simply having the ability to read a book on the bus or train;
- **Work-Life Balance Improvement:** Flexible travel options can help in balancing work commitments with personal life, especially for those who can take advantage of off-peak travel times;
- **Increased Social Interaction:** Modes like public transport and cycling groups can provide opportunities for social interaction, which might not be available to those who commute alone by car;
- **Improved Local Environment:** Reduced car usage contributes to less local noise and air pollution, creating a more pleasant community environment.
- **Reduced Carbon Footprint:** Implementing a Travel Plan contributes to reducing the overall carbon footprint of an individual;
- **Improved Local Traffic Conditions:** Reduced car usage by residents can help alleviate local traffic congestion, benefiting the broader community and potentially improving access to the business location;
- **Convenient Travel Options:** Providing residents with information on various travel options (public transport, cycling routes, car sharing) makes their life more convenient and stress-free;
- **Cost Savings:** Residents can save money on travel expenses by utilising public transportation, cycling, or walking instead of buying cars or using taxis;
- **Health Benefits:** Encouraging active travel options like walking and cycling can improve residents' physical health and well-being;
- **Reduced Travel Stress:** Alternative travel options can alleviate the stress associated with navigating traffic and finding parking in unfamiliar areas;
- **Access to Local Attractions:** Clear guidance on using public transport and cycling routes can make local attractions more accessible to residents;
- **Support for Local Economy:** Promoting pedestrian and cyclist traffic can lead residents to discover and support local businesses;
- **Safety and Security:** Improved road safety from reduced traffic can create a safer environment for residents exploring the area on foot or by bike;

- **Community Engagement:** Residents can participate in local travel initiatives and community events, enriching their travel experience and fostering a sense of connection with the local culture which provides benefits to residents and the community alike; and,
- **Flexible Travel Options:** Offering multiple travel choices enables residents to select the most suitable option based on their preferences, schedule, and needs.

Community Benefits

5.3.2 Not only can a TP affect those who it is aimed at, and the organisations who promote them, wider community benefits can be created. These can include:

- **Enhanced Local Business Economy:** Increased pedestrian and cyclist traffic can boost local businesses due to higher footfall, encouraging economic growth in the community;
- **Community Cohesion:** Shared transport initiatives such as carpooling and community bus services foster a sense of community and togetherness;
- **Environmental Preservation:** Lower vehicular emissions from reduced car usage contribute to cleaner air, benefiting the overall environmental health of the community;
- **Increased Road Safety:** With fewer cars on the road, the risk of accidents decreases, leading to safer streets for all users;
- **Support for Public Transport:** Higher usage of public transportation can lead to improvements in these services, benefiting the entire community;
- **Urban Space Enhancement:** Developing more pedestrian and cyclist-friendly areas improves the urban landscape, making it more liveable and attractive;
- **Noise Pollution Reduction:** Less car traffic results in lower levels of noise pollution, creating a quieter and more peaceful environment;
- **Infrastructure Cost Savings:** Reduced wear and tear on roads from lower traffic volumes can lead to decreased maintenance costs for local authorities;
- **Improved Accessibility:** Diverse transportation options enhance access to local amenities for those without private vehicles, including the elderly and young people;
- **Resilience:** A variety of travel options enhances resilience against transport disruptions such as strikes and emergencies; and,
- **Sustainable Lifestyle Promotion:** Encouraging sustainable transport can inspire broader environmentally friendly practices within the community.

5.3.3 Whilst the introduction of an individual TP isn't going to necessarily make a demonstrable difference on each of the above, by introducing one, subtle differences can be made. As more locations introduce, and more importantly, engender the ethos of a TP, communities can begin to see some of these benefits.

6 Targets

6.1.1 It is a requirement of TP policy that they should include targets to enable progress to be demonstrated and to encourage the ongoing implementation of measures. Targets must meet a number of criteria, and these are set out with a simple mnemonic:

- Specific;
- Measurable;
- Achievable;
- Relevant; and,
- Time bound

6.1.2 As set out in section 5 above, the primary aim of the TP is to reduce single occupancy car use, which as a by-product brings about a wealth of benefits for both residents and the community. Table 6.1 below shows the current Mode Share for the local area, based on the most recently available data (Census 2011). The data for those not in employment have been removed.

Table 6.1 – Census Method of Travel to Work Data

Mode (Knowsley 001 - E02001327)	Number	Share
Work at or mainly from home	114	4%
Underground, metro, light rail	4	0%
Train	152	6%
Bus, minibus or coach	340	13%
Taxi	115	4%
Motorcycle, scooter or moped	9	0%
Driving a car or van	1334	50%
Passenger in a car or van	271	10%
Bicycle	47	2%
On foot	253	10%
Other method of travel to work	12	0%
Total	2651	100%

6.1.3 From the above it is possible to calculate the single occupancy car (or van) usage for this Middle Layer Super Output Area (MSOA), which shows that 50% of commuters drive a car, with 40% being single occupancy.

- 6.1.4 From the above it is possible to set indicative targets for the reduction of single occupancy car use. One of the early phases of the TP process (as set out later in this document) includes an initial survey of residents to establish a more accurate baseline, from which revised targets will be set. It is standard practice for TP targets to be set between 5% and 10% over the course of a 5 year monitoring period. These are set out in Table 6.2 below.

Table 6.2 – Indicative Mode Share Targets

Mode (MSOA – Knowsley 001 - E02001327)	Share
Current Single Occupancy Car Use	40%
Central Target Single Occupancy Car Use (5%)	35%
Stretch Target Single Occupancy Car Use (10%)	30%

- 6.1.5 A reduction in drivers will inevitably lead to an increase in some or all of the other (sustainable) modes of transport, and possibly working from home. With this will come some of the benefits listed in section 5.3 above.

7 Travel Plan Strategy

7.1 Introduction

- 7.1.1 The TP is a live document which requires ongoing maintenance and input. This process involves the carrying out of surveys to monitor progress against the targets set out above, and a review process which allows changes to be made, which can include the introduction of new/replacement measures.

7.2 Travel Plan Coordinator

- 7.2.1 The Building Managers Curlett Jones Estates have been appointed to act as Travel Plan Coordinator (TPC), and they can be contacted on 0151 673 1239 or hello@curlettjones.co.uk. To be effective the TPC will:

- Be contactable and, where possible, be on-site regularly;
- Have knowledge of Transportation and Sustainability: Understanding sustainable transport options, local transport infrastructure, and environmental considerations is crucial;
- Be able to manage multiple tasks, organise events or initiatives, and keep detailed records;
- Be capable of analysing travel data, identifying trends, and developing solutions to promote sustainable travel;
- Engage with residents and encouraging them to participate in sustainable travel initiatives;
- Manage projects, including budget management, can be beneficial;
- Build relationships with local transport providers, authorities, and other relevant organisations;
- Be able to adjust strategies and initiatives in response to changing circumstances and feedback;
- Lead by example, motivate others, and drive change;
- Develop innovative and creative solutions to encourage sustainable travel; and,
- Have a commitment to Continuous Improvement: Regularly reviewing and improving the Travel Plan based on new data and evolving best practices.

7.3 Promotion/Marketing

- 7.3.1 The TP will only succeed if the residents are aware of it and engaged with it. The primary channel for achieving these objectives is to promote/market the plan to them.
- 7.3.2 An effective marketing strategy for a TP aimed at engaging residents should prioritise targeted and clear communication. The information about the TP should be presented in a straightforward and consistent manner, ensuring that the key benefits and details are easily understandable. Utilising various engaging content forms like visuals, videos, and interactive elements can enhance understanding and interest.

- 7.3.3 Accessibility and regular interaction are also critical. Information will be readily available through multiple channels such as emails sent out regularly to residents, and interactive notice boards set up in communal areas to provide travel information and bulletins. Regular updates on the TP's progress and impacts, coupled with opportunities for resident feedback, help maintain interest and allow for necessary adjustments based on resident input. Including incentives or rewards for participation can further boost engagement.
- 7.3.4 One key element of the marketing of the TP is the introduction of a Welcome Travel Pack, which is discussed in more detail below.

7.4 Welcome Travel Pack

- 7.4.1 Soon after moving in is the ideal time to introduce new residents to the concept and aims of the TP. One of the key ways of gaining their engagement is to provide them with a welcome pack as soon as they get their keys. The packs generally contain information such as:

- What a TP is, and why it can benefit them;
- Who the TP co-ordinator is;
- Bus timetables and where to alight/catch them from;
- Train timetables. Local walking and cycling routes;
- Information on local bike shops;
- Links to journey planning apps/websites, for example:
 - Traveline.org
 - Merseyrail.org
 - Jp.merseytravel.gov.uk/
 - merseytravel.gov.uk/active-travel/cycling/
 - Merseyside Young Walkers: fillyaboos.org.uk
 - cyclinguk.org/journey-planner
 - routeyou.com/route/planner/0/route-planner
 - transpenninetrail.org.uk/cyclists/map-for-cyclists/
 - cyclestreets.net/
 - thetrainline.com/
 - Lift sharing information
 - liftshare.com/uk
 - Community Resources:
 - merseysidehframblers.org.uk
 - bikeright.co.uk/sponsors/liverpool/
 - merseycycle.org.uk/
 - merseysidectc.co.uk/
 - thecyclingexperts.co.uk/find-a-shop/?searchterms=&location=liverpool&Search=1

- merseycycle.co.uk/
- Health Resources
- nhs.uk/live-well/exercise/walking-for-health/
- Events
- cyclescheme.co.uk/cycletoworkday
- livingstreets.org.uk/walk-to-school/
- cyclinguk.org/bikeweek
- Details of what is required from residents including participation in periodic travel surveys.

7.4.2 The TPC will need to ensure that the welcome pack is updated as the residents move in over time. Various resources will change as time passes and it is essential for engagement that the pack is up to date at the point of issue.

7.5 Personal Journey Planning

- 7.5.1 Management companies often provide a personal journey planning service for residents, usually carried out by the TPC, or sometimes by specialist third party organisations. This involves tailoring sustainable travel journeys to the individual to demonstrate ways they can get around without using the private car.
- 7.5.2 A significant barrier to taking up more sustainable modes of travel is the lack of knowledge or impetus to find out what alternatives are available. By providing the information, tailored to their circumstances, the likelihood of take up is greatly increased.

8 Monitoring and Review

8.1 Overview

- 8.1.1 For a TP to be successful it must be maintained, monitored and reviewed. By doing so, the plan can evolve to react to changing circumstances and to adapt to ensure maximum engagement and effectiveness.
- 8.1.2 The TPC will be responsible for implementing a regular resident travel survey, starting with the baseline survey to be conducted within 12 months of the commencement of the plan, and then, annually to chart progress over its course.
- 8.1.3 The surveys will then be used to inform the target setting process. It will also be used to remove any ineffective incentive measures, and if necessary, seek out new measures to maintain engagement and can even be used to reward those participating in sustainable travel on a regular basis. Facilities will also be monitored, such as cycle parking to ensure maintenance is appropriate and capacity is sufficient.

8.2 Reporting

- 8.2.1 The progress of the TP and its effectiveness against the targets should be reported to the management company, and if required, to the Local Planning Authority. All stakeholders should provide feedback and, where possible, advice to the TPC on increasing effectiveness.

9 Action Plan

9.1.1 The key actions set out within the Travel Plan are outlined in Table 9.1 below along with the suggested timescales for implementation.

Table 9.1 – Action Plan

Action	Timescale	Responsibility
Set budget	Completed	Management Company
TPC appointment	Completed	Management Company
Agree TP measures including incentives	Upon occupation	TPC
Collation of material for Welcome Travel Pack	Upon occupation	TPC
Installation of Interactive Notice Board	Upon occupation	TPC
Initial Resident Travel Surveys	Within 12 months of occupation	TPC
Email newsletters	At least every 6 months	TPC
Set bespoke targets	Within 1 month of survey	TPC
Ongoing promotion	Ongoing	TPC
Annual Resident Travel Surveys	Annually on anniversary of first survey	TPC
Annual Review of Effectiveness	Within 1 month of survey	TPC
Annual Reporting	Within 1 month of survey	TPC

