

PLANNING REPRESENTATION

Traffic Management Strategy

5 Alicia Walk, L10 4YX

Applicant	Aspire Care Collective
Application	Change of use from residential dwelling (Use Class C3) to children's care home (Use Class C2)
Maximum occupancy	One child
Planning reference	26/00183/COU
Purpose	Supplementary representation responding to the Knowsley Council Highways department consultation response

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Prepared for submission to Knowsley Council

1. Purpose of this Document

This Traffic Management Strategy establishes procedures for managing vehicle movements associated with the proposed children's home.

This Traffic Management Strategy has been adapted in response to the Highways Observations Memo (29 July 2026, ref 26/00183/COU) submitted by Knowsley Council's Transportation and Traffic Services team, which raised an objection pending further information about:

- Site access
- Vehicle movements
- Parking.

This document focuses on the site access and traffic management matters raised whilst parking matters are addressed separately in the accompanying Parking Management Plan.

Its principal objectives are to:

- protect pedestrian safety;
- prevent obstruction of Alicia Walk;
- minimize unnecessary vehicle movements;
- manage staff shift changes;
- coordinate professional visits and deliveries;
- minimize inconvenience to neighboring residents; and
- ensure the proposed use operates sensitively within its residential setting.

2. Management Responsibility

Overall responsibility for the implementation, monitoring and review of this Strategy will rest with the Registered Manager/House Manager.

- All staff will be made aware of the Traffic Management Strategy during induction.
- Compliance with the Strategy will be a core expectation of employment.
- Key requirements will also be communicated to visitors, professionals, contractors and other relevant parties as appropriate
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3. Staff Travel

The staffing profile at the home means:

- Not all staff drive.
- Not all staff who drive will bring a vehicle to work.

To reduce traffic and parking pressures as far as reasonably practicable, staff will be encouraged to:

- Car share, supported by Aspire Care Collective's internal incentive scheme
- Use public transport
- Be dropped off and collected
- Walk, where distances and circumstances make this appropriate
- Use other sustainable travel options where possible

Clear rules will apply:

- Staff must not assume that working at the home entitles them to park on land not controlled by Aspire Care Collective.

- Staff are expected to comply with all relevant parking regulations and any site-specific instructions.
- Failure to adhere to the staff travel and parking policy may lead to warnings and, where necessary, disciplinary action

4. Staff Shift Changeovers

Shift changeovers will be:

- Carefully planned and managed to reflect the needs and routines of the child in our care.
- Organised with traffic management in mind, alongside other care-related factors.

Typical handover times in the care sector fall between 07:30 and 10:30, though exact times may vary. The aim is always to keep changeovers swift and controlled

Example: 10:00 Handover

For illustration, a 10:00 handover would operate as follows:

Staff leaving shift: 09.15-09.30 -15min slot between onsite staff and House Manager via Teams

Staff starting shift: 10.00-10.15 -15min slot between onsite staff and House Manager via Teams

Staff to Staff: Staff coming on shift enter premises and Staff going off shift leave premises-this is a 10minute duration

(Note Fri-Sun has been cut off for visualization reasons)

						Mon												Tue												Wed												Thu											
Staff	Start Day	Start Time	End Day	End Time	Changeover	8	10	12	14	16	18	20	22	0	2	4	6	8	10	12	14	16	18	20	22	0	2	4	6	8	10	12	14	16	18	20	22	0	2	4	6	8	10	12									
RSW 1	Mon	10am	Wed	10am	Wed 10am		x																																														
RSW 2	Mon	10am	Wed	10am	Wed 10am		x																																														
RSW 3	Wed	10am	Fri	10am	Fri 10am															x																																	
RSW 4	Wed	10am	Fri	10am	Fri 10am															x																																	
RSW 1	Fri	10am	Sun	10am	Sun 10am																																																
RSW 2	Fri	10am	Sun	10am	Sun 10am																																																
RSW 3	Sun	10am	Tue	10am	Tue 10am																																																
RSW 4	Sun	10am	Tue	10am	Tue 10am																																																

The staff rota will allow management to anticipate periods when arrivals and departures are likely to occur.

Management will seek to prevent unnecessary simultaneous vehicle arrivals.

Staff will be instructed to:

1. travel directly to their lawful parking location rather than wait on Alicia Walk;
2. avoid vehicle waiting during handover;
3. never obstruct the pedestrian route;
4. never obstruct neighboring access;
5. comply with all parking restrictions and highway requirements; and
6. follow any additional instructions issued by the Registered Manager.

Where monitoring indicates any emerging pressures:

- Shift start/end times may be adjusted; and/or
- Staff arrival and departure times may be staggered

to reduce any temporary parking pressure on surrounding streets.

The property has recently undergone internal renovation without any traffic or access issues. Based on this experience and our knowledge of the immediate area, we are confident that staff movements and changeovers can be managed effectively. This section is intended to address the Highways concern that:

"Clarification is required regarding staff movements and shift changeovers, which are understood to occur twice daily"

5. Management of Alicia Walk

Alicia Walk will be treated first and foremost as a pedestrian environment.

No operational requirement of the children's home will involve obstructing Alicia Walk with staff or visitor vehicles.

All staff, visitors, contractors and professionals will be instructed not to park on or block Alicia Walk or to compromise pedestrian movement in any way.

Particular consideration will be given to:

- Children and families using nearby facilities
- People with pushchairs
- Wheelchair users and people with mobility impairments
- Older residents
- All other pedestrians



Internal “No Parking Zone”

As part of staff induction, Aspire Care Collective will define Alicia Walk and its immediate pedestrian routes as an internal “No Parking Zone” for our staff and associated vehicles.

- While this level of courtesy may not be adopted by all local residents, we consider it an important safety measure and good neighbour practice.

Additional Context on Alicia Walk

The car park at the end of Alicia Walk is used by some residents for vehicle access.

- Many residents walking to local shops or public transport instead use the top end of Alicia Walk to access:
- Longmoor Lane (A506), and
- Local shopping amenities/supermarkets on Copplehouse Lane.

This reinforces the importance of keeping Alicia Walk safe and unobstructed for pedestrians.



6. Visitors and Professional Appointments

Visits by social workers, health professionals, education professionals and other agencies will normally be known to the home in advance and are generally pre-arranged

Where reasonably practicable:

Appointments will be scheduled to avoid staff changeover times and busier times of the day.

Visitors will be sent clear parking and access instructions in advance including:

- The internal “No Parking Zone”
- Any preferred parking locations
- Advice on not obstructing pedestrian routes or neighbouring properties

7. Emergency and Unplanned Professional Visits

Aspire Care Collective recognizes that a children’s home may occasionally receive an urgent or unplanned professional visit.

Such occurrences cannot always be scheduled therefore in such circumstances:

- Staff will provide appropriate access/parking guidance
- Staff will ensure that the visitor does not obstruct Alicia Walk or neighboring properties.
- Emergency service access will not be impeded. Our “No Parking Zone” policy along Alicia Walk is specifically designed to always maintain access for emergency vehicles

8. Deliveries

Normal household deliveries are expected to be comparable to those associated with residential occupation.

Where the home can control delivery timing:

- Larger or non-routine deliveries will be arranged outside staff changeover periods where reasonably practicable.
- Delivery drivers will not be instructed to obstruct Alicia Walk or park in a way that obstructs Alicia Walk or compromises pedestrian safety

9. Servicing and Contractors

There is nothing to indicate that the volume of servicing and maintenance will be any more frequent than a normal residential dwelling. Planned service and maintenance will normally be arranged in advance. Where a contractor requires vehicle access or parking, the Registered Manager will assess and approve the arrangements before confirming the appointment.

Where practicable, contractors will be asked to attend:

- Outside staff changeover windows; and
- At times of generally lower parking demand.

Contractors will be provided with clear instructions on:

- Areas to avoid (including Alicia Walk as a pedestrian route)
- Acceptable parking locations
- The need to maintain access for neighbours and emergency services

10. Taxis and Drop-Off/Pick-Up

Where taxis or other private-hire vehicles are used, staff will ensure that appropriate drop-off and collection arrangements are communicated.

Drivers will not be requested to wait in a manner which obstructs pedestrian movement or neighboring properties.

11. Minimizing Vehicle Movements

Aspire Care Collective will apply the following hierarchy to manage and reduce vehicle movements associated with the home:

1. Avoid unnecessary journeys
 - Combine tasks where possible, reduce ad-hoc trips.
2. Coordinate journeys and appointments
 - Align staff, professional and contractor visits to minimise total trips.
3. Encourage car sharing and public transport
 - Promote sustainable travel options for staff and visitors, where practicable.
4. Stagger movements
 - Where simultaneous arrivals could create pressure, adjust timings to spread demand.
5. Monitor and adapt
 - Review how arrangements work in practice.
 - Amend operational practices if any issues are identified

12. Neighboring Residents

The home intends to operate as a responsible neighbor in line with our good neighbor policy. Staff will be expected to demonstrate consideration for surrounding residents when arriving and leaving. Unnecessary:

- Engine idling
- Horn use
- Loud conversations especially at unsociable hours
- Unnecessary waiting in vehicles
- Any form of obstruction of access to the public highway

will be discouraged.

We acknowledge that children's homes can sometimes be perceived negatively by communities. It is not in our interests to be regarded as a nuisance, and we therefore expect our day-to-day conduct around traffic and parking to be at least as considerate—and often more so—than that of a typical residential household.

13. Monitoring and Review

The Registered Manager will regularly monitor how this Traffic Management Strategy is working in practice.

- Any identified concerns linked to highway safety, parking or pedestrian safety that are attributable to the operation of the home will be logged and reviewed.
- Where issues are identified, appropriate corrective measures will be implemented.

This Strategy will be formally reviewed:

- Following any significant operational change; or
- Whenever monitoring suggests that amendments are required.

Outcomes of reviews and any changes made will be communicated to staff and, where relevant, to the Local Planning Authority.

14. Commitment

Aspire Care Collective commits to operating the proposed one-child children's home in accordance with this Strategy and any Traffic/Parking Management Plan approved by the Local Planning Authority. We are also happy to open communication and take on any suggestions that will further improve our operations.

Aspire Care Collective commits to operating the one-child children's home at 5 Alicia Walk strictly in accordance with:

- This Traffic Management Strategy
- Any Traffic and Parking Management Plans approved by the Local Planning Authority.
- Maintaining open lines of communication with Knowsley Council and neighbouring residents.
- Actively considering and, where appropriate, implementing any reasonable suggestions that could further improve the management of traffic, parking and pedestrian safety associated with the home