



Knowsley Metropolitan Borough Council

GRACE PARK LUF

Framework Travel Plan





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1 INTRODUCTION

1.1 OVERVIEW

- 1.1.1. This Framework Travel Plan (FTP)) has been produced by WSP on behalf of Knowsley Metropolitan Borough Council (herein referred to as KMBC) in support of the following full planning application:

“Full planning permission for the external landscape and public realm works including the creation of two artificial grass pitches with associated fencing and infrastructure, a flexible use civic plaza, a clubhouse with changing facilities and café facilities, a car park, floodlighting, CCTV, general landscaping improvements, including a play area, shared use pedestrian/cycle route, further circulation routes in addition to the shared route, acoustic fencing, a feature play area, sustainable drainage works, and an area of hardstanding to include a temporary construction compound.”

- 1.1.2. Grace Park (herein referred to as ‘the site’) is a community space located off Leather’s Lane and Wood Road in Halewood in Knowsley. The site is owned by KMBC and managed in part by Halewood Town Council (Wood Road Fields) and partly by Halewood Town Junior Football Club (Greengates Playing Field). Delivering improvements to Grace Park are an essential part of the Council’s Halewood Levelling Up Fund (LUF) Investment Programme.
- 1.1.3. The site incorporates a number of functions and activities, including an existing children’s play area, public park and playing fields for Halewood Town Junior Football Club (a local junior football club).
- 1.1.4. The application site is shown on the submitted site location plan (Ref: 70119719_WSP_LUD_GRP_DR_LA_0002 - P03). The site measures approximately 7.1 ha in size.
- 1.1.5. The proposals are being brought forward following KMBC’s successful bid in securing £15.356m LUF in January 2023. The funding is designed to “level up” areas across the UK and support local growth. The LUF funding is designed to “level up” areas across the UK and support local growth. The funding proposal submitted to the Council includes an expansion of the local district centre, improvements to greenspace and leisure facilities, as well as funding improvements to walking and cycling connectivity to employment areas and throughout the district.
- 1.1.6. The funding aims to revitalise the district centre of Halewood, investing into local infrastructure that will improve the everyday lives of the local community. As well as meeting the needs of the growing population and complement housing developments in the East of Halewood, the Levelling Up bid was developed to address significant health inequalities, tackle the Climate Emergency, all of which are critical if KMBCs are to truly ‘level up’ Halewood. The improvements contained within the proposals for Grace Park are an essential part of the Levelling Up proposals and associated investment

1.2 PURPOSE OF THE DOCUMENT

- 1.2.1. A Travel Plan (TP) is a strategy and action plan which is site-specific and aims to manage multi-modal access and travel to a site/development and promote travel by sustainable and active modes of transport. TPs work to try and change the travel behaviours of site users and visitors to reduce the number and length of motorised journeys and increase travel by walking, cycling and public transport.

- 1.2.2. At this stage of the planning process, a Framework Travel Plan (FTP) has been created as an overarching planning framework for the site, which will be followed by a Full Travel Plan once occupancy has taken place, more specifically after six months of the first occupation.
- 1.2.3. This report encourages sustainable travel both to and from the proposed development and promotes a modal shift away from single occupancy car trips, therefore reducing the impact on the proposed development on the surrounding highway network.

1.3 TRAVEL PLAN STRUCTURE

- 1.3.1. The following sections of the FTP report are set out as follows:
- Chapter 2 – Policy Review;
 - Chapter 3 – Benefits of a Travel Plan;
 - Chapter 4 – Proposed Development;
 - Chapter 5 – Site Accessibility;
 - Chapter 6 – Aims, Objectives and Targets;
 - Chapter 7 – Management Plan;
 - Chapter 8 – Travel Plan Measures;
 - Chapter 9 – Communication, Marketing and Monitoring; and
 - Chapter 10 – Summary.

2 POLICY REVIEW

2.1 OVERVIEW

- 2.1.1. This chapter provides an outline of national, regional and local policies relevant to the redevelopment site.

2.2 NATIONAL POLICY

National Planning Policy Framework (December 2024)

- 2.2.1. The most recent version of the National Planning Policy Framework (NPPF) was published in December 2024. The NPPF forms a singular national planning guidance for local planning authorities and decision makers, both in the drawing up of plans and as a material consideration in determining applications.
- 2.2.2. The NPPF identifies that the purpose of the planning system is to contribute towards sustainable development. Sustainable development is defined in terms of economic, social and environmental sustainability, each of which is mutually dependent. In relation to transport, the NPPF outlines that new developments should contribute towards sustainability and health objectives by promoting development in sustainable locations as well as active transport.
- 2.2.3. Developments will be prioritised which reduce greenhouse gas emissions and reduce congestion by facilitating the use of sustainable modes of transport. Developments should be located in areas where the need to travel can be minimised and the use of sustainable modes can be maximised.
- 2.2.4. The Framework also places significant weight to the endorsement of sites which provide priority to Non-Motorised Users (NMUs) which includes pedestrians and cyclists. Such users should be provided access to high quality public transport facilities as well as sites that create a safe and secure layout which minimises conflicts between traffic and cyclists or pedestrians.
- 2.2.5. Paragraph 110 of the NPPF states that:
- “Development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes.”*
- 2.2.6. The proposed development is located in a sustainable location that is accessible by a variety of modes, as well as having a significant local population within a short walking distance of both sites. It is therefore considered that the proposed development is aligned with the NPPF.
- 2.2.7. NPPF includes a focus on ‘vision-led’ approach in transport planning which will be supported by designing the transport and behavioural interventions in developments.
- 2.2.8. Paragraph 115 and 116 of the NPPF states that *“In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*
- *sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;*
 - *Safe and suitable access to the site can be achieved for all users;*
 - *The design of streets, parking areas, other transport elements and the content of associated standards reflects the current national guidance, including the National Design Guide and the National Model Guide Code; and*

- *Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on the highway safety, can be cost effectively mitigated to an acceptable degree through a vision led approach.”*

“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.”

2.2.9. Furthermore, paragraph 118 states:

“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 vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored .”

2.2.10. Whilst it is not considered that the development will generate significant amounts of movement, this TS addresses the above policy guidance by outlining opportunities for sustainable travel to and from the site and by detailing how sustainable and active travel options will be promoted through the Framework Travel Plan.

National Planning Practice Guidance

2.2.11. The National Planning Practice Guidance (NPPG) web-based resource was published on 6th March 2014 by the Department for Communities and Local Government (DCLG). This resource collates relevant planning practice guidance, providing links between the NPPF and relevant legislation.

2.2.12. The NPPG contains 41 categories of notes, one of which presents guidance on TP, TA and Transport Statements (TS) in decision-taking (which has superseded the Department for Transport (DfT) published 'Guidance on Transport Assessment') states at Paragraph 005 that:

“Transport Assessments and Transport Statements primarily focus on evaluating the potential transport impacts of a development proposal. They may consider those impacts net of any reductions likely to arise from the implementation of a Travel Plan, though producing a Travel Plan is not always required. The Transport Assessment or Transport Statement may propose mitigation measures where these are necessary to avoid unacceptable or "severe" impacts. Travel Plans can play an effective role in taking forward those mitigation measures which relate to on-going occupation and operation of the development.”

“Transport Assessments and Statements can be used to establish whether the residual transport impacts of a proposed development are likely to be "severe", which may be grounds for refusal in accordance with the National Planning Policy Framework”.

2.2.13. Paragraph 014 provides guidance on establishing the need and scope of a Transport Assessment or Statement, indicating that:

"The need for, scale, scope and level of detail required of a Transport Assessment or Statement should be established as early in the development management process as possible as this may therefore positively influence the overall nature or the detailed design of the development."

2.3 REGIONAL POLICY

Liverpool City Region Combined Authority Five Year Climate Action Plan 2023-2028

- 2.3.1. The Combined Authority's climate action plan sets out targets and steps to reduce the region's emissions between 2023 and 2028, and into the longer term.
- 2.3.2. In the Transport section, the need to encourage people to walk, wheel and use public transport in place of private vehicles is emphasised, as well as the need to create places built for people, not traffic.
- 2.3.3. Specific actions include:
- T1 – Develop policies and actions to achieve quantifiable carbon reductions from transport, facilitate a major shift to public transport and active travel, and support a people-first, fair, inclusive and accessible transport system.
 - T5 – Review and implement a fully integrate public transport network that supports large-scale shift from private car usage and improves levels of connectivity. This includes 'first and last mile' links by active travel and new forms of micromobility.
 - T6 – Deliver City Region Sustainable Transport Settlement (CRSTS) interventions in full, which will facilitate outcomes including decarbonisation, behavioural change, uptake of sustainable travel and reallocation of road space.

Liverpool City Region Combined Authority (Emerging) Our 4th Local Transport Plan: Issues, Challenges and Goals – Developing a Vision For Local Transport to 2040 (Consultation Version – October 2024)

- 2.3.4. The fourth Local Transport Plan (LTP) is currently in is consultation phase, with the latest draft being released in October 2024.
- 2.3.5. The plan establishes the issues and challenges of the transport network across the Liverpool City Region, leading to a set of high-level goals and priorities being established that will inform the final LTP.
- 2.3.6. The vision set out in the LTP as *“clean, safe and accessible transport for moving people and goods”*.
- 2.3.7. The 4th LTP has five goals to help achieve this vision:
- Support good, clean job growth and opportunity for all;
 - Achieve net-zero carbon and an improved environment;
 - Improving the health and quality of life;
 - Transport that's well maintained through; and
 - Plan and respond to uncertainty and change and be innovative.
- 2.3.8. The nature of the proposed development has a clear alignment to the vision and goals of the 4th Local Transport Plan, particularly that of improving the health and quality of life of our people and communities.
- 2.3.9. The 4th LTP also aims to achieve net zero in the city region by 2035.
- 2.3.10. The 4th LTP is supported by 21 policies. The proposed development aligns to the policies including:
- Policy G1-1 – Consider sustainable transport and movement in all we do as a Combined Authority

- Policy G2-4 – Reallocating road space and making best use of finite capacity
- Policy G3-2 – Delivering clean, healthy travel and placemaking in all we do
- Policy G3-4 – Making transport safe, inclusive, attractive and reassuring for the user

LRCRA Local Cycling and Walking Infrastructure Plan (LCWIP)

2.3.11. The LCWIP adopted in 2019 is a strategic approach to developing a cohesive network of high standard active travel routes across the Liverpool City Region.

2.3.12. Objectives of this Plan include:

- Develop a walking and cycling network that increases uptake in active travel;
- Information gathering to understand existing patterns of walking and cycling in the LCR; and
- Ensure integration of the network with transport and land use planning policies.

2.4 LOCAL POLICY

Knowsley 2030 Strategy

2.4.1. The Knowsley 2030 strategy, approved in 2020, sets out broad aims for the borough to achieve by 2030, one being:

“In 2030, Knowsley will be an active place which enables people to live happier, healthier lives.”

2.4.2. Some of the specific goals within this aim include:

- High quality amenities, including green spaces, will provide opportunities for residents of all ages to enjoy being active and will underpin improvements to positive mental wellbeing
- To work in partnership to deliver better, more joined-up community-based health and care services for Knowsley residents
- The Green Space Strategy will set out how to best utilise attractive and accessible green spaces to help people to remain healthy

2.4.3. The development will enhance walking and cycling infrastructure and create high quality public realm for Knowsley residents and visitors, so it is considered that the development proposals are in line with the Knowsley 2030 strategy.

The Knowsley Local Plan: Core Strategy (January 2016)

2.4.4. Forming part of the Knowsley Local Plan, the Core Strategy sets out the strategic framework for the growth and development of Knowsley up to 2028 and beyond.

2.4.5. Some of the Strategic Objectives set out particularly align with the proposed development, as listed below:

- Objective 3 – To regenerate and transform areas of social and economic deprivation so they become more sustainable, safer, healthier and more cohesive communities
- Objective 4 – To promote distinctive, viable and sustainable town centre... by improving choice, variety and quality in their range of retail, leisure and other town centre uses, together with thriving district centres, including enhancements of those in Halewood
- Objective 5 – To promote the quality of place within Knowsley by... enhancing the character, quality and diversity of Knowsley’s built environment, including town centres, key employment

areas, residential neighbourhoods, green spaces, conservation areas, rural areas and villages, key gateways and transport routes

- Objective 6 – To ensure new developments in Knowsley encourages a reduction in the overall need to travel, and prioritises sustainable transport such as walking, cycling and public transport. This will help to ensure accessibility and linkage between housing areas and employment locations, shopping, leisure, culture, health care, education, community and sporting facilities, green spaces and other services
- Objective 7 – To manage environmental resources in Knowsley prudently by focusing on sustainable development, recycling and renewable technologies, minimising pollution, reducing carbon emissions and responding to the impacts of climate change
- Objective 8 – To support and strengthen the role of Knowsley’s green Infrastructure (in rural and urban areas), promote biodiversity, and maintain the character of rural settlements
- Objective 9 – To address existing health inequalities and encourage enhancements to the health and wellbeing of Knowsley’s residents by ensuring a health promoting environment and provision of healthy lifestyle options for those living and working in the borough

2.4.6. Chapter 6 details each area’s priorities and key issues. For Halewood, some of these include the *“isolated nature of the settlement relative to other parts of Knowsley necessitates improved public transport links, particularly to employment and health care services, together with a broader requirement to develop sustainable transport infrastructure to encourage walking and cycling”* and a *“localised shortages of good quality greenspace”*.

2.4.7. One area of priority listed which reflects the opportunities related to these problems is *“to improve the quantity, quality and/or accessibility of existing local greenspace and to maintain and enhance the Green Infrastructure network and areas of environmental importance in Halewood, including the Halewood Triangle strategic green link”*.

2.4.8. Chapter 9 of the document aims to promote a better quality of place to attract and retain residents and businesses and promote the creation of attractive, sustainable neighbourhoods. Two key policies, CS19 and CS21 are detailed below.

2.4.9. Policy CS19 ‘Design Quality and Accessibility in New Development’ – to enhance local distinctiveness, identity and accessibility

- Complement and enhance (where possible), existing landscape, topography, Green Infrastructure;
- Create spaces and places as a focal point, accommodating social interaction and active lifestyles, including provision and integration of high-quality public realm and open spaces, public art (as appropriate) and landscaping which promotes biodiversity and integrates existing local habitats;
- Provide safe, secure and convenient routes for movement (including signage), with priority for walking, cycling and public transport, to meet the needs of all users, particularly pedestrians, cyclists, less mobile people and the elderly;
- Integrate effectively with existing development and link to existing shopping and service provision; and
- Demonstrate community engagement during the design phase of major development proposals.

2.4.10. Policy CS21 ‘Greenspaces and Trees’

- The Council will provide and maintain quantitative, qualitative and accessibility standards for different types of public open space

- The Council will support improvements to existing and new areas of greenspace in accordance with best practise standards to achieve the following requirements:
 - Accessible, safe and secure locations for all members of the community to use;
 - Clean and well-maintained facilities, equipment and open spaces; and
 - Conservation of natural features, wildlife, fauna, landscapes, buildings and other structural features, as appropriate.
- The Council will encourage proposals for new development to incorporate:
 - Retention of existing trees, woodland, vegetation and other habitat features which offer a positive contribution to the local environment in terms of visual amenity, recreation value or biodiversity/wildlife interest;
 - Appropriate planting of trees, other soft landscaping and installation of habitat features for the benefit of biodiversity; and
 - Adequate replacement provision where tree loss is unavoidable, comprising two additional trees for every tree lost and taking account of species and size.

2.5 SUMMARY

- 2.5.1. The development proposals support the borough's policy through utilising the existing green space to better serve the borough's residents and enhancing the existing green space and ensuring the site is accessible for all.

In conclusion, since the proposed development at Grace Park is also located in a sustainable and accessible location, it is therefore in line with the principles of national, regional and local transport planning policy.

3 BENEFITS OF A TRAVEL PLAN

3.1 OVERVIEW

- 3.1.1. There can be many benefits associated with the implementation of a travel plan for the environment, local community, local businesses and organisations, employees and visitors. Some of these benefits are detailed in the following sections.

3.2 BENEFITS TO THE ENVIRONMENT

- 3.2.1. A travel plan can benefit both the wider and local environment in the following ways:
- Contributing to a reduction in traffic congestion in the local area and making active travel journeys more pleasant;
 - Positively contributing to climate change by reducing carbon emissions through a reduction in vehicle trips and congestion;
 - Improving the local area and health of local people by reducing air and noise pollution by reducing vehicle trips and congestion; and
 - Enabling more land to be designated as green space by reducing car use and parking demand.

3.3 BENEFITS TO THE LOCAL COMMUNITY

- 3.3.1. The implementation of a TP can have the following benefits for the local community:
- Improved road safety due to reduced numbers of cars;
 - Improved general health by the uptake of more active travel modes;
 - More attractive urban spaces due to reduced traffic, congestion and parking;
 - More enjoyable urban spaces due to reduced levels of air and noise pollution due to reduced traffic volumes; and
 - Support the reduction and prevention of social exclusion in the local area, by ensuring the site can be accessed by everyone, including those with impaired mobility and without access to a car via a wide variety of modes;

3.4 BENEFITS TO BUSINESSES AND ORGANISATIONS

- 3.4.1. Businesses and organisations in close proximity to the development can benefit by:
- Promoting their positive attitudes to the environment by demonstrating their commitment to bettering it;
 - Building a diverse workforce by removing barriers to accessing employment;
 - Fostering increased numbers of visitors and applicants for employment by increasing accessibility via providing alternative modes of travel; and
 - Improving the health of employees by increasing active travel use, and subsequently reducing absences and increasing productivity.

3.5 BENEFITS TO EMPLOYEES AND VISITORS

- 3.5.1. The implementation of a travel plan can have the following benefits for employees and visitors:
- Increased flexibility and mobility in the local area and beyond;
 - Reduced travel costs for certain modes (e.g. public transport, walking, car sharing);
 - Reduced journey times due to more efficient systems and reduced congestion; and



Improved physical and mental health through undertaking more active travel trips and having greater access to green spaces.

4 PROPOSED DEVELOPMENT

4.1 INTRODUCTION

- 4.1.1. This section describes the key elements of the overall development plan and how they will be implemented and supported from a transport perspective.

4.2 DEVELOPMENT PROPOSALS

- 4.2.1. The development proposals include:
- Improvements to Greengates Playing Fields – replacing the two existing pitches with two higher quality artificial grass football pitches that can be used throughout the year, as well as being available for use by the wider community. One of the all-weather pitches will be full size, and the other will be a ‘5 v 5 mini soccer’ pitch;
 - A clubhouse will serve users of the new pitches and incorporate a community food and hot/cold beverage offering as well as a social area to encourage community integration. The clubhouse will include provisions such as changing rooms, toilets and a viewing area for parents;
 - Improvements to recreational and landscape features of Grace Park. Cycle paths and associated cycle stands will be created, as well as a new children’s play area, and a car park which will provide 32 bays, which includes five accessible parking bays and 10 EV charging bays, for those using the new football facilities and wider park;
 - Visually attractive, low-level fencing is also proposed around the perimeter of the site with various entrance points proposed;
 - Buffer planting is also proposed throughout the site, including an abundance of amenity lawn area alongside a biodiverse meadow which will link to the shared use pedestrian/cycle route which runs central to the site via a Boardwalk;
 - A fenced play area providing inclusive play equipment and accessible play pieces;
 - A flexible use Civil Plaza;
 - Public amenity space including a picnic area and public meeting spaces;
 - Separate SuDS infrastructure has been identified within the development proposals which are strategically located to form an important feature of the site, with six swales being proposed along the shared-use active travel route and much larger SuDS area proposed to the north of the site. These areas have been sensitively designed to ensure that they can be viewed in the context of the wider site and appropriately drain the proposed development in a visually attractive manner.

4.3 PARKING AND ACCESS

- 4.3.1. A vehicle access is proposed on the eastern site boundary off Leather’s Lane opposite the Halewood Shopping Centre car park access. The current gated access to Halewood Town Junior Football Academy will be widened to accommodate access and egress of cars, as well as larger vehicles such as coaches, emergency vehicles and lorries.
- 4.3.2. The existing priority T-junction of Leather’s Lane / Halewood Shopping Centre car park access is proposed to be modified to four-arm crossroad.
- 4.3.3. The developments proposals also comprise a car park providing a total of 47 spaces, including 5 accessible bays and 10 electric vehicle charging points. Access to the car park is proposed via the vehicle access off Leather’s Lane.

4.4 WALKING AND CYCLING

- 4.4.1. Pedestrian access into the Site is currently limited to a small path leading from Wood Road to the children's play area. There are no internal pathways connecting into the wider green space, creating accessibility challenges for wheelchair users, cyclists and pushchair users. A large fence divides the park in two, and the west side of the fence lacks pedestrian connection. This fence will be removed and a new shared use route is proposed to connect the park, from Wood Road to the southwest to Leather's Lane to the east. This path will run through the proposed plaza area adjacent to the proposed clubhouse and will have formal pedestrian crossing points.
- 4.4.2. New access points paths for cyclists and pedestrians are proposed off Wood Road to the north with paths connecting to the main shared use route.
- 4.4.3. There is currently no cycle parking in the site. The proposed developments will include 20 new Sheffield cycle stands next to the clubhouse and football pitches for visitors and players. A further 12 stands are to be located in the car park. This will provide a total of 64 cycle parking spaces.

5 SITE ACCESSIBILITY

5.1 INTRODUCTION

- 5.1.1. This section of the FTP assesses the accessibility of the site by sustainable modes of travel and reviews how the site location lends itself to sustainable travel. Ultimately a central objective of the FTP is to reduce reliance on the private car and encourage the use of sustainable modes.
- 5.1.2. The Site incorporates several recreational functions and activities, including an existing children's play area, a public park, and playing fields used by Halewood Town Junior Football Club. The land is designated as Urban Greenspace within the Knowsley Core Strategy.
- 5.1.3. To the west of the site is where the play area and gym equipment is located, abutting Wood Road to the north. To the eastern part of the site, there are two existing playing pitches used by Halewood Town Junior Football Club, which are separated from the recreational open space by fencing and are not available for public use. The pitches are accessed directly from Leathers Lane to the East.
- 5.1.4. The playing pitches are considered by the Club to be in poor condition and no longer meet safety requirements or appropriate playing pitch standards. As a result, the pitches are regularly deemed unplayable, particularly during colder and wetter periods when they become waterlogged, leading to frequent match cancellations.

5.2 ACTIVE TRAVEL

PEDESTRIAN ACCESSIBILITY

- 5.2.1. Walking is an important mode of transport as it can form part of a long-distance, multi-modal journey as well as giving residents in the area direct access to their local amenities.
- 5.2.2. The Institution of Highways & Transportation (IHT) publication 'Guidelines for Providing for Journeys on Foot' outlines the preferred maximum walking distance for commuting from an origin point, by persons without a mobility impairment, as 2000m. The amenities accessible from the site by walking are shown in Table 5-1.

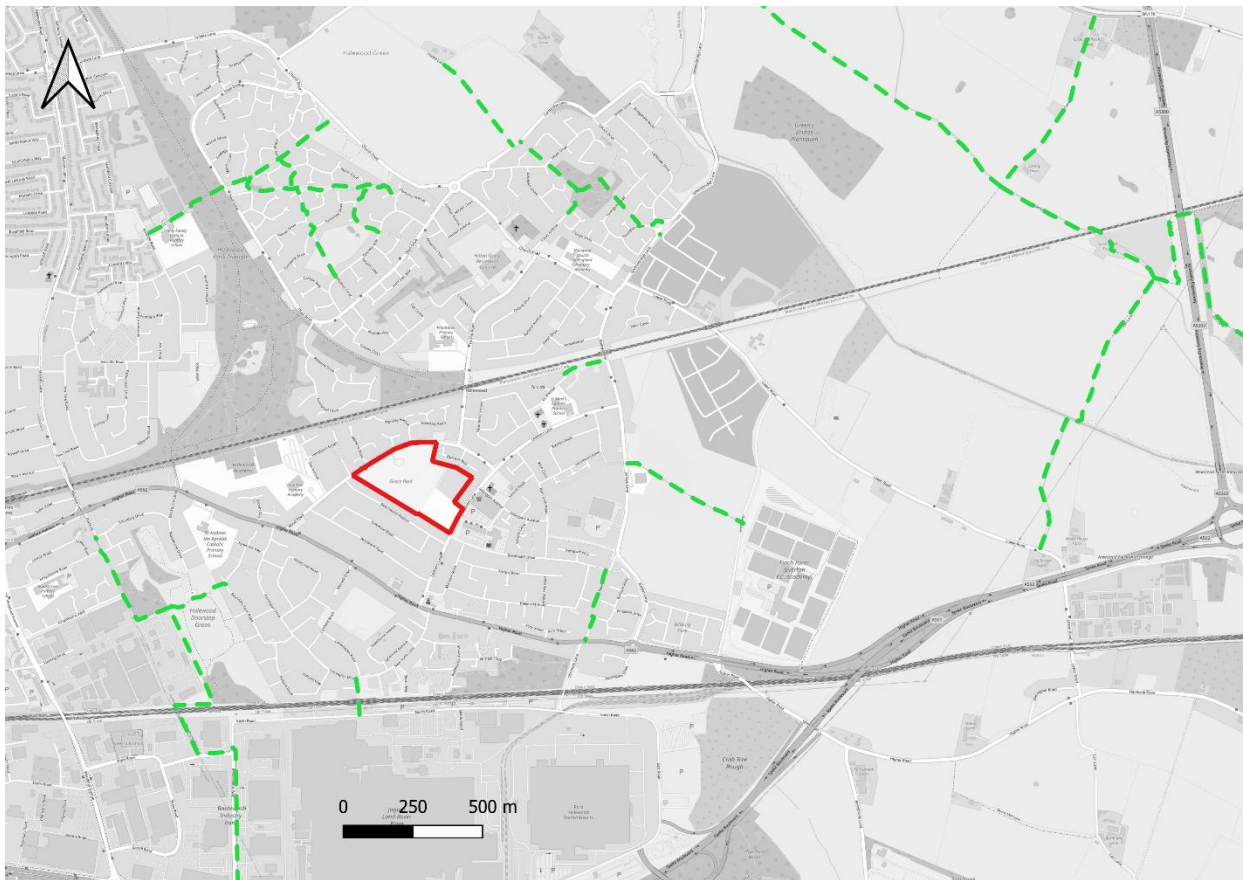
Table 5-1 – Local Amenities

Category	Local Amenity	Distance from site (m)
Public transport	Halewood Railway Station bus stop	290
	Wood Road / Leather's Lane bus stop	300
	Halewood Railway Station	400
	Halewood Shopping Centre bus stops	500
	Leather's Lane / Hornbeam Road bus stop	650
	Bailey's Lane bus stop	850
Retail and groceries	ALDI	400

Category	Local Amenity	Distance from site (m)
	Home Bargains	450
	Tesco Express	500
	Iceland	500
	Specsavers	550
	Londis	950
Education	Yew Tree Primary Academy	350
	Halewood Academy	400
	St Marys Catholic Primary School	550
	Hollies Road Preschool	550
	Finch Woods Academy	1000
Pubs, cafes and restaurants	The Brunch Box	350
	Halewood Fish Bar	500
	Subway	500
	Keeley's	550
	Eagle and Child	1000

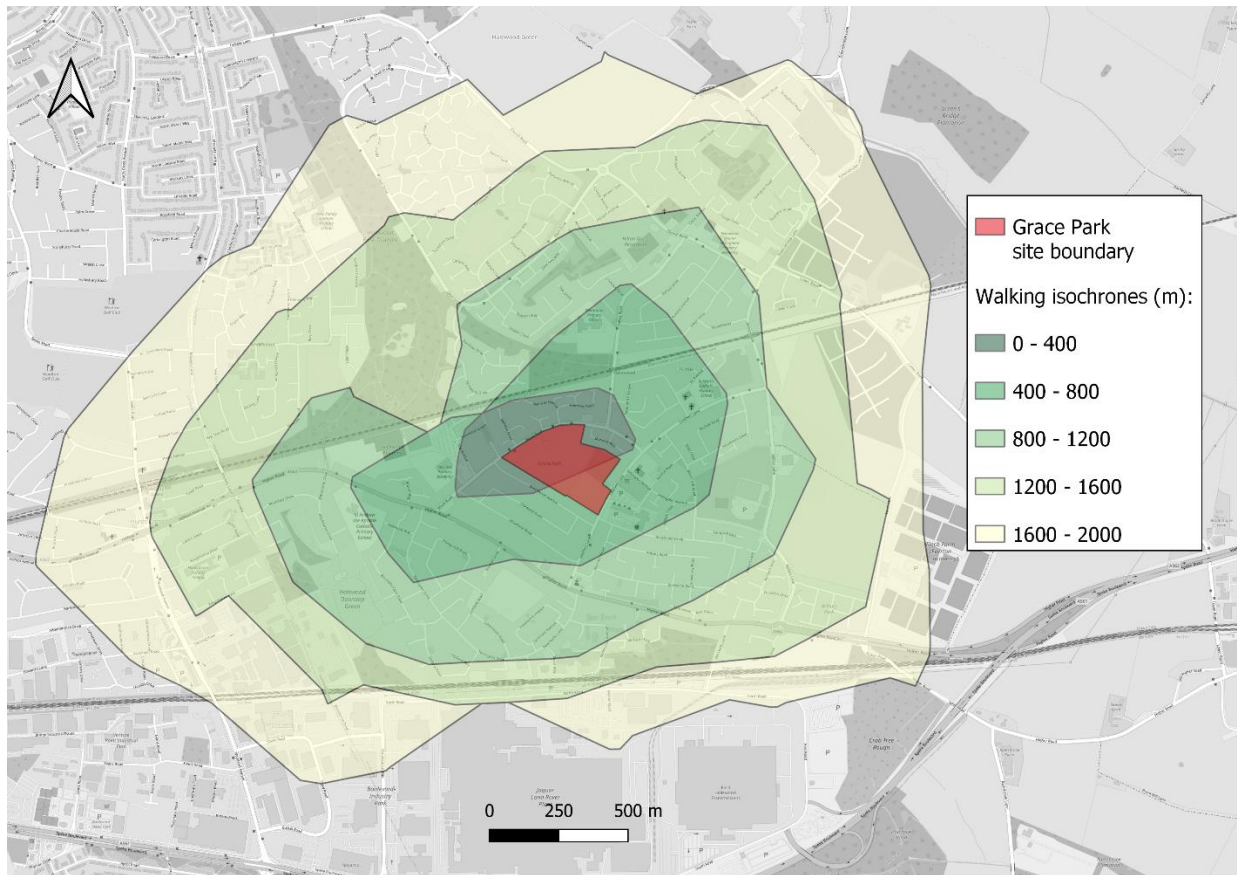
5.2.3. There are several Public Rights of Way (PRoWs) near the site, as shown in Figure 5-1.

Figure 5-1 - Existing PROW surrounding the Site



- 5.2.4. Figure 5-2 identifies the walking connectivity using appropriate isochrones, in intervals of 400m which aligns with the suggested acceptable walking distance in Table 5-1.

Figure 5-2 - Walking Isochrones



CYCLING ACCESSIBILITY

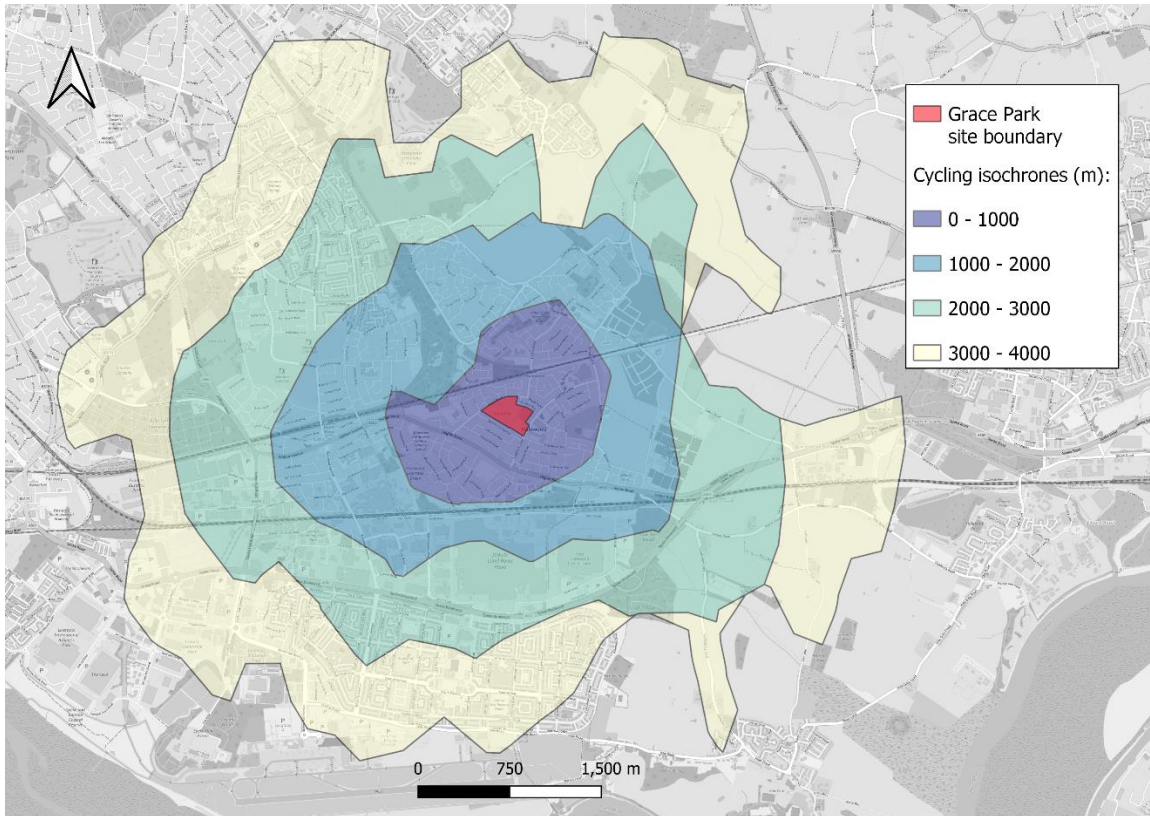
- 5.2.5. As a highly sustainable, healthy and affordable mode of transport, cycling should be encouraged as an alternative to short/medium car journeys, or as part of longer, multi-modal journeys.
- 5.2.6. Figure 5-3 shows cycle paths close to the site. They mainly link to the large Jaguar Land Rover Plant to the south and through Halewood Park Triangle to the northwest.

Figure 5-3 - Cycle paths surrounding the Site



5.2.7. Cycling isochrones illustrating possible cycling connectivity from the site is displayed in Figure 5-4.

Figure 5-4 - Cycling Isochrones

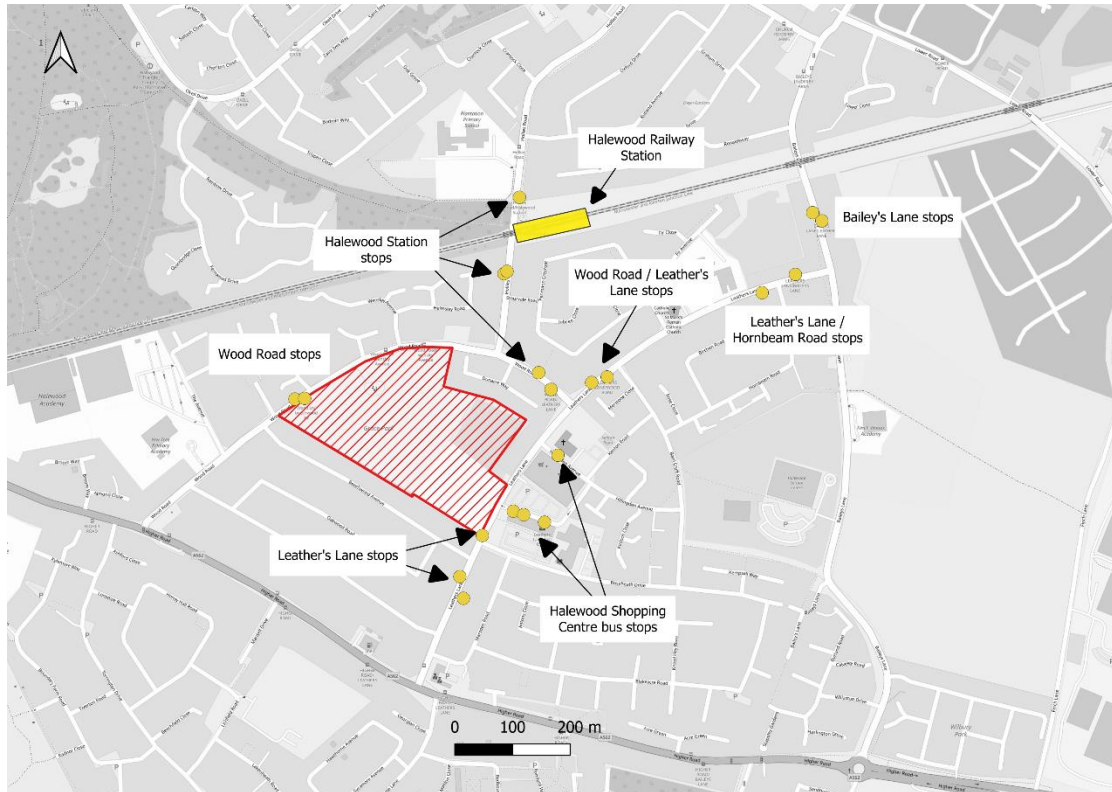


5.3 PUBLIC TRANSPORT

BUS

- 5.3.1. The nearest bus stops to the site are located on Wood Road and Leather's Lane. There are several bus stops accessible by walking to and from the site, as shown in Figure 5-5.

Figure 5-5 – Bus Stop Location Plan



- 5.3.2. Table 5-2 and Table 5-3 provides distances of these bus stops from the site as well as the services they offer. Most of the bus stops shown in Figure 5-5 are located within the maximum recommended walking distance of 400m, with bus stops further afield provide access to wider bus services.

Table 5-2 – Bus Services by Bus Stops

Bus Stop	Distance from the site (m)	Services
Wood Road	0	786, 786A
Leather's Lane / Roseheath Drive	60	3, 3A, 75, 78, 188, 217, 838
Halewood Shopping Centre A	75	3A, 166
Halewood Shopping Centre B	75	75, 76, 78, 217
Halewood Shopping Centre C	75	3, 79, 188
Hillingden Avenue	170	3, 3A, 75, 76, 79
Leather's Lane / Beechwood Avenue	190	3, 3A, 75, 78, 188, 217, 838
Halewood Station (Stops A - D)	200	3A, 76
Wood Road / Leather's Lane	240	79, 188, 838
Leather's Lane / Hornbeam Road	550	79, 166
Bailey's Lane	850	79, 166

Table 5-3 – Local Bus Services

Service	Operator	Route	Frequency		
			Monday to Friday	Saturday	Sunday
3	Arriva	Halewood - Huyton	Hourly	Hourly	No service
3A	Arriva	Huyton – Liverpool Airport	Hourly	Hourly	No service
75	Arriva	Halewood - Liverpool	12 minutes	15 minutes	20 minutes
76	Arriva	Halewood – Liverpool	30 minutes	Hourly	Hourly
79	Arriva	Halewood – Liverpool	8 minutes	10 minutes	20 minutes
166	Arriva	Belle Vale Bus Station loop	Hourly	Hourly	Hourly
188	Arriva	Belle Vale Bus Station loop	Hourly	Hourly	Hourly
217	Stagecoach	Halewood – Bootle	30 minutes	30 minutes	Two hours
786	Arriva	Halewood Academy – South Parkway	Daily	No service	No service
786A	Arriva	Halewood Academy - Speke	Daily	No service	No service

Service	Operator	Route	Frequency		
			Monday to Friday	Saturday	Sunday
838	Peoples Bus	Seaforth – Hunts Cross	Daily	No service	No service

- 5.3.3. As demonstrated in this section, the site benefits from good bus accessibility locally and to the wider Knowsley and Liverpool region.

RAIL

- 5.3.4. Halewood Railway Station is located 300m from the site by walking. It provides an hourly service in either direction between Warrington Central (16 minutes by rail) and Liverpool Lime Street (26 minutes by rail).

Figure 5-6 - Halewood Station



The services available at Halewood Station are listed in Table 5-4.

Table 5-4 – Rail services

Destination	Operator	Route	Frequency
Liverpool Lime Street	Northern	Hunts Cross	Hourly
		Liverpool South Parkway	
		West Allerton	
		Mossley Hill	
		Liverpool Lime Street	
Warrington Central	Northern	Hough Green	Hourly
		Widnes	
		Warrington West	
		Warrington Central	

5.3.5. It is demonstrated in this section that the site is accessible by rail to the Merseyside region.

6 AIMS, OBJECTIVES AND TARGETS

6.1 AIMS OF THE TRAVEL PLAN

- 6.1.1. This FTP aims to promote the use of sustainable travel modes as much as possible, including walking, cycling and public transport, and in turn reduce the use of and reliance on private vehicles. This will be achieved through the provision of a package of measures that influence the behaviour of visitors, employees and residents who will access the proposed development.
- 6.1.2. This FTP does not aim to prevent car-based trips altogether as some people will inevitably travel to the site by car, for example those who may have mobility restrictions. However, this FTP seeks to ensure that the Full TP developed following site occupation will provide a realistic choice for people travelling to/from the development. This FTP seeks to change people's travel behaviours to generate a sustained mode shift away from car travel by influencing and enhancing available travel choices.
- 6.1.3. The aims of this FTP are aligned with those of local, regional and national policy, which all express desire to encourage the use of sustainable transport modes and increase the potential for trips to be completed, in whole or in part, by walking or cycling. The plans and designs are and will be consistent with these outcomes and will aid in achieving them by ensuring accessibility for active and sustainable travel modes and reducing the provision for cars.
- 6.1.4. This FTP identifies objectives, interim targets and proposes a package of measures. The oncoming site-specific TPs for future phases of the site will continue to build on this with further yet relevant data, for example employee and resident travel surveys and consultation.

6.2 OBJECTIVES

- 6.2.1. In order to achieve these larger aims, and in line with national and local transport aspirations, the following objectives have been identified:
- Reduce the need to travel, especially by car, through encouraging a shift to sustainable modes of transport;
 - Maintain genuine accessibility by public transport, walking and cycling. These modes should be promoted to contribute to reducing greenhouse gas emissions from transport and achieve Net-Zero by 2035 in line with the emerging 4th LTP;
 - Reduce private vehicle use as far as possible through the introduction of 'smarter choices' and other incentives set out in this FTP;
 - Create a sustainable employee community by making visitors and employees aware of this FTP and inviting their contributions to develop the site-specific TPs for where they work;
 - Undertake visitor and employee travel surveys as part of the development of the site-specific TPs; and
 - Develop full TPs for submission to the Council following occupation of the respective development uses, amending the above objectives where necessary.

6.3 PRELIMINARY TARGETS

- 6.3.1. When setting targets, it is important to ensure that they are 'SMART' and conform to the following guidelines:

- Be **Specific** so that targets are clear and easy to understand;
- Be **Measurable** so that their performance can be assessed. How a target is measured should be carefully considered;
- Be **Achievable** – if they are not, then the future of the TP can be put at risk. Targets should require effort to attain;
- Be **Realistic** and result orientated; and
- Be **Time** related – all targets should have a period over which they can be measured.

6.3.2. Preliminary targets have been derived based on the most recent Census data for method to travel to work of population in Knowsley, which can be refined and updated at the full TP stage.

Table 6-1 - Method of travel to work for people living in Knowsley

Method of Travel to Work	Working Population Living in Knowsley – Baseline ¹	Indicative Target
Driving a car, van, motorcycle, scooter or moped	59%	-15%
Passenger in a car, van or taxi		
Underground, metro, light rail or tram	0%	+15%
Train	3%	
Bus, minibus or coach	7%	
On foot	7%	
Bicycle	2%	
Work mainly at or from home	21%	0%
Other method of travel to work	1%	

¹ ONS, 2021 Census TS061 - Method used to travel to work

7 MANAGEMENT PLAN

7.1 MANAGEMENT

DEVELOPMENT OF A FULL TRAVEL PLAN

- 7.1.1. The suggested target completion date for producing the full TP is within six months of occupation, should this be deemed to be required. This TP will be the finalised documents that facilitate and monitor targeted changes in travel behaviours of employees, visitors, and users.
- 7.1.2. Initial targets have been set in Section 6 to encourage the uptake of sustainable modes. However, targets should be reviewed and informed by more detailed survey data during the development of the full TP, should this be considered necessary to do so.
- 7.1.3. The full TP will identify site-specific measures that will be effective in promoting sustainable journeys and reducing car use amongst site users and visitors.
- 7.1.4. In line with the above, the following actions will be undertaken to convert this FTP to a full TP for the site, if deemed necessary following planning submission:
- Undertake travel surveys and analyse the results;
 - Produce the full TP after occupation of the development (this includes revising SMART targets as necessary);
 - Confirm site-specific Action Plans of measures that will be informed by the survey results to deliver the targets and objectives; and
 - Confirm specific dates (month/year) when ongoing travel surveys and reviews of the full TPs and Action Plans will be undertaken.
- 7.1.5. The travel plan is intended to be a living document, subject to review and updates to ensure monitoring of targets.

7.2 TRAVEL PLAN CO-ORDINATOR

- 7.2.1. It is essential to allow sufficient allocation of time and resources to enable a successful TP. This can be achieved in part by the recognition from the outset of the roles and responsibilities of those who will be involved.
- 7.2.2. In particular, the role of the Travel Plan Co-ordinator (TPC) is crucial to the success of the TP. The TPC will be responsible for the 'day-to-day' running of the TP, providing the overall co-ordination needed to ensure the TP's success, and setting objectives and targets for the future.
- 7.2.3. The TP will determine the mechanism to appoint the TPC, who usually is:
- A Travel Plan Officer from the Council funded by a developer contribution; or
 - A representative from the developer or organisation that will occupy the development.
- 7.2.4. The TPC for the development will be available to all employees and their contact details will be provided when requested. The TPC will be responsible for the day-to-day management of the TP.
- 7.2.5. Specific responsibilities of the future TPC could include:
- To produce and distribute travel packs to employees to provide details of the TP;

- To liaise with employees to explain the objectives and benefits of the TP, which includes raising an awareness of the travel strategy, encouraging participation where possible and advising on sustainable travel access options;
- To distribute, collect, and analyse travel surveys for employees, in line with a timetable agreed for the TP;
- To actively encourage employees to walk, cycle, or use public transport and ensure they are aware of all sustainable access options;
- To acquire supporting information such as public transport timetables and cycle maps, to be distributed amongst employees; and
- To be the point of contact and on-going liaison with outside bodies including the Council.

7.2.6. Given the nature of the proposed development, and its anticipated levels of daily occupation, it is likely that a scaled down version of these responsibilities would be appropriate.

7.3 ACTION PLAN

- 7.3.1. As part of the TP process, the package of measures adopted to increase sustainable and active travel like those considered above will be defined in an Action Plan. The Action Plan will be the mechanism for working towards achieving the target indicators for each mode of transport aligned with delivering the aims of this FTP.
- 7.3.2. The TP will set out the implementation programme for the proposed measures, including the roles and responsibilities, timescales for delivery (date of completion), and how each action will be evaluated. The communication and marketing tools used to promote each measure will also be provided in the Action Plan of the TPs.

7.4 TRAVEL PLAN MONITORING

- 7.4.1. The TP will set out the monitoring plan. A successful TP must have an appropriate monitoring programme that measures success (and areas for improvement) and reinvigorates the process where necessary. The development of an appropriate monitoring and review strategy is likely to be the responsibility of the TPC.
- 7.4.2. The TPC site will be responsible for undertaking a full review of the TP every 12 months over a minimum period of 5 years. This will help identify any obstacles preventing active travel habits and promote active travel amongst employees.
- 7.4.3. The monitoring strategy will be set out by the TPC to suit the specific aims and objectives. It might consist of an employee/visitor travel survey, a database of evidence, regular progress reports and updates to the TP.

8 TRAVEL PLAN MEASURES

8.1 INTRODUCTION

- 8.1.1. In order for a Travel Plan to be successful in persuading people to use sustainable and active modes of transport in favour of a car, it is necessary to introduce a varied mix of incentives and a combination of hard and soft measures. The measures suggested in this FTP are described below.

8.2 PHYSICAL MEASURES

- 8.2.1. Key improvements being brought forward as part of the development proposals include:
- 64 new cycle parking spots (20 Sheffield cycle stands next to the clubhouse and a further 12 stands in the car park); and
 - Enhanced shared-use route through the site including improved way-finding and pedestrian crossings.

8.3 TRAVEL PLAN MEASURES

- 8.3.1. It is difficult at this stage to be prescriptive about specific FTP measures given that detailed information about the general public's travel characteristics is not yet known.
- 8.3.2. Whilst initial measures have been identified for a variety of travel modes, the TPC will oversee all modes of transport. This will ensure that all staff and visitors are encouraged to be part of the wider group.

8.4 WALKING AND CYCLING MEASURES

- 8.4.1. The following measures will be considered in the FTP to encourage and promote walking and cycling:
- Travel Welcome Packs distributed to the employees and visitors of Grace Park that will include information and advice regarding safe active travel routes. This can include desire lines being mapped on plans showing safe and comfortable routes to and from the site;
 - Liaising with the Highways Authority to ensure that the key pedestrian and cyclist desire lines identified are approximately maintained, as well as to report maintenance requirements; and
 - Addition of signs to the local area displaying distance/time and direction to walk or cycle to the site on key routes.

8.5 PUBLIC TRANSPORT MEASURES

- 8.5.1. The following measures will be considered in the FTP to encourage and promote public transport:
- Travel Welcome Packs distributed to the general public will include information on public transport accessibility, including bus stop locations, timetables and route maps;
 - Educating visitors and employees on the importance of using public transport as an alternative to the car for the array of benefits that this can bring, including health and environmental benefits; and
 - Investigate subsidies for bus tickets for employees.

8.6 CAR SHARING MEASURES

- 8.6.1. A car sharing scheme could target journeys made by visitors from similar locations (e.g. visiting football teams). The following measures will be considered in the FTP to encourage and promote the use of car sharing on those journeys made by car:
- Measures to raise the profile of car sharing such as providing promotional literature in the Travel Welcome Packs;
 - Promoting the benefits of car sharing, including financial savings and social benefits; and
 - Providing incentives for the uptake of car sharing, for example, providing a free car wash at a local garage once a month for visitors that are proven to car share regularly.

9 COMMUNICATION, MARKETING AND MONITORING

- 9.1.1. A communication and marketing strategy will be developed to support the Full Travel Plan (if required) to ensure:
- Awareness of the Travel Plan amongst site users;
 - Promotion of the package of measures contained in the Action Plan; and
 - Provision of travel information from the outset and consistently throughout the lifespan of the FTP and an awareness of the sustainable and active travel options available.
- 9.1.2. The communication and marketing strategy communicates the FTP to all site users to raise awareness of its contents. This publicises its outcome objectives, targets and the package of measures being delivered.
- 9.1.3. The communication and marketing strategy should be effective in keeping the FTP visible and relevant to site users. The strategy will be the responsibility of the Travel Plan Coordinator and will be fully developed on completion of the FTP. Key aspects of the strategy include:
- Maintaining confidence in the FTP amongst site users. This can be achieved by monitoring the effectiveness of the measures and amending them when problems are encountered;
 - Regularly communicating with site users to remind them of the FTP;
 - Making the TPC easily contactable for site users to resolve issues with changing modes of travel;
 - Ensuring all travel information available is up to date;
 - Developing a successful feedback procedure for the purpose of developing the FTP that will consider the views of all site users; and
 - Regular updates from the TPC.

9.2 MARKETING MATERIAL

- 9.2.1. Publicity material within the Travel Packs and made available by the TPC could include:
- Contact details of the TPC;
 - Sustainable and active travel advice and information;
 - A list of further travel advice and information;
 - A list of further travel resources, online or offline;
 - Questionnaires, letters, and leaflets relevant to the objectives of the Travel Plan; and
 - Quarterly site user newsletters and bulletins providing updates on the FTP, updated travel information, and success stories, etc.
- 9.2.2. The TPC must identify the most effective way of conveying messages to site users, whether this is for example electronically via email or website, or via noticeboards.
- 9.2.3. Further to this, the platform used to promote and communicate the FTP should be accessible to all.

9.3 MONITORING AND REVIEWING STRATEGY

- 9.3.1. The inclusion of a monitoring strategy for the full TP is vital to ensure measurable results towards the targets set out, but also track what progress is made towards achieving the SMART targets identified. By doing this, appropriate adjustments can be made to the TP as and when needed.

- 9.3.2. As stated, this FTP will be developed into a full TP by undertaking baseline travel surveys of staff and visitors. The full TP will be submitted to the Local Highway Authority, if considered to be required through the planning process.
- 9.3.3. The full TP for the proposed development will be a dynamic document. A continuing process of improvements, monitoring, and adjustments to the TP will be undertaken to reflect the changing circumstances of staff and visitors.
- 9.3.4. The TPC will be responsible for devising an appropriate monitoring programme. The monitoring databases produced by the TPC will be used for observing the progress towards the targets over the period between full TP reviews. This will enable the TPC to monitor all issues, successes, problems and adjustments that will be required, and ensure progress is being made to achieving the targets.
- 9.3.5. The TPC will be responsible for the undertaking of full reviews using information collected over the course and monitoring reports will be provided to the Local Highway Authority. Every review will include a summary of the following:
- Progress made towards achieving the SMART target indicators outlined in the full TP;
 - The impact and usefulness of the Action Plan and measures within;
 - Identification of elements of the full TP which have been successful, and any that have not been as successful as expected; and
 - Changes in travel behaviours, taking into account any changing circumstances.
- 9.3.6. Prior to the initial review, the TPC will agree with the Local Highway Authority the data collection methodologies to be used.

10 SUMMARY

- 10.1.1. This FTP has been produced to support the proposed development to enhance the existing Grace Park, and is a site-specific framework strategy for promoting and managing sustainable access to the site, which focuses on promoting sustainable and active travel, and providing greater travel choices to all staff and visitors.
- 10.1.2. It has demonstrated that the development proposals will further support the uptake of sustainable modes by providing walking and cycling infrastructure. In addition, this FTP sets out potential 'soft' measures that will further support the aims and objectives of the TP.
- 10.1.3. This FTP recognises the travel characteristics of the local population, which have been considered in the creation of initial objectives and targets. Specific targets will be developed for each mode of transport based on the identified mode splits from initial travel surveys undertaken as part of the full TP process.
- 10.1.4. Objectives have been devised to achieve the aim of the FTP and to maximise the benefits that can be gained by the proposed development, staff and visitors, and the local environment.
- 10.1.5. A full TP may be required once occupied. A suggested target completion date for producing the full TP should be within six months of occupation and reviewed regularly. Timescales for producing the full TP, should it be deemed required, and ongoing monitoring and review are to be agreed at planning application stage with the Highway Authority.



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