



TRAVEL PLAN

Knowsley Lane, Knowsley

Client: Caddick Developments



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APPENDICES AVAILABLE IN TRANSPORT ASSESSMENT

1 INTRODUCTION

1.1 Purpose of Report

- 1.1.1 This report has been prepared in support of Caddick Development's proposal for a detailed application for the development of an employment led scheme comprising B8/B2 Uses with ancillary offices (E(g)(i) Use) on a site off Knowsley Lane in Knowsley.
- 1.1.2 This report should not be seen as a definitive document but as the first stage of the Travel Plan (TP) process which will continue and evolve over time with input from the developer and Knowsley Metropolitan Borough Council (KMBC), the local highway authority. This TP represents a commitment by Caddick Developments to ensure that the proposed development is accessible by sustainable modes of transport and every effort will be made to ensure that opportunities to encourage the use of these sustainable modes, particularly walking, cycling and public transport, will be promoted to staff and visitors.
- 1.1.3 The document has been prepared in accordance with the Government's *Planning Practice Guidance: Transport evidence bases in plan making* (2014) and *Travel plans, transport assessments and statements in decision-taking* (2014).
- 1.1.4 This document has been prepared alongside a Transport Assessment (TA) for the development proposal. As many highway and transportation details are pertinent to both documents, there is some repetition between the two and several of the TA Appendices are referenced in this document.
- 1.1.5 The suggestions and recommendations contained herein have been drawn based on information available and obtained in advance of the planning submission to which this report relates.
- 1.1.6 Reasonable checks have been carried out on any third-party information used in the preparation of this report but, nonetheless, Prime Transport Planning accepts no liability for the accuracy or otherwise of this data.
- 1.1.7 Third-party rights are excluded for the use of information contained within this report.

1.2 Scope of the Report

- 1.2.1 Following this introduction, the remainder of this report is structured as follows:
- **Section 2** describes the relevant local and national TP policy and guidance and presents the objectives of this TP;
 - **Section 3** describes the existing situation in terms of the site and local highway network;
 - **Section 4** details the development proposal including the access strategy;
 - **Section 5** details access to the site by sustainable modes of transport which includes walking, cycling and public transport;

- **Section 6** discusses the targets of this TP;
- **Section 7** describes the measures to be employed to achieve the targets set; and
- **Section 8** discusses the management of the TP and describes how it will be monitored and reviewed.

2 TRANSPORT POLICY AND GUIDANCE

2.1 Introduction

- 2.1.1 It is important that any new developments consider national and local planning policy. This section details the policies that are relevant to this development.

2.2 National Planning Policy Framework

- 2.2.1 The current *National Planning Policy Framework* (NPPF) was published in July 2021 and sets out the Government's current planning policies. At the heart of NPPF is '*a presumption in favour of sustainable development*' as detailed in paragraphs 10 and 11.
- 2.2.2 Section 9 of the NPPF, *Promoting sustainable transport*, outlines the important role that the planning system has in facilitating sustainable development. It states in paragraph 105 that:

'Significant 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. This can help to reduce congestion and emissions, and improve air quality and public health.'

- 2.2.3 The document offers guidance for planning policies including:

- supporting appropriate mixes of land uses;
- minimising the number and length of journeys;
- actively involving local highway authorities, transport infrastructure providers and operators and neighbouring councils in order to align strategies and investments for supporting sustainable travel; and
- providing high quality walking and cycling networks and associated supporting facilities such as cycle parking.

- 2.2.4 Paragraph 110 of the NPPF provides direction for the assessment of sites for development, stating:

'...it should be ensured that:

a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;

b) safe and suitable access to the site can be achieved for all users; and

c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code;

d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.'

2.2.5 In determining planning applications, paragraph 111 states that:

*'Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be **severe**.'*

2.2.6 Paragraph 112 continues:

'Within this context, applications for development should:

a) 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;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) 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;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.'

2.2.7 Section 8 of NPPF Promoting healthy and safe communities closely aligns with several of the principles of Travel Plans.

2.2.8 Paragraph 92 calls for developments to:

'...achieve healthy, inclusive and safe places which:

a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;

b) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of attractive, well-designed, clear and legible pedestrian and cycle routes, and high quality public space, which encourage the active and continual use of public areas; and

c) enable and support healthy lifestyles, especially where this would address identified local health and well-being needs – for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.'

2.2.9 Paragraph 98 highlights the importance of access to open spaces as well as opportunities for sport and physical activity in the context of the health and well-being of communities.

2.2.10 Paragraph 113 highlights the need for planning applications for developments that will '*generate significant amounts of movement*' to be accompanied by a Transport Assessment or Transport Statement and a Travel Plan so that the '*likely impacts of the proposal can be assessed*'.

2.3 Planning Practice Guidance

2.3.1 The theme of sustainable development runs throughout Planning Practice Guidance, with the detailed elements regarding transport being focussed in the following sections:

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

2.3.2 Both sections of the Guidance provide significant amounts of detail on the information types and sources that are appropriate for helping Local Planning Authorities to take forward their Local Plan with an appropriate evidence base. The guidance is also a useful reference for assessing schemes such as the development which this report accompanies.

2.3.3 The core components of the requirements for assessment, as set out in the guidance, can be summarised as:

- '*The key issues, which should be considered in developing a transport evidence base, include the need to:*
- *assess the existing situation and likely generation of trips over time by all modes and the impact on the locality in economic, social and environmental terms;*
- *assess the opportunities to support a pattern of development that, where reasonable to do so, facilitates the use of sustainable modes of transport;*
- *highlight and promote opportunities to reduce the need for travel where appropriate;*
- *identify opportunities to prioritise the use of alternative modes in both existing and new development locations if appropriate;*

- *consider the cumulative impacts of existing and proposed development on transport networks;*
- *assess the quality and capacity of transport infrastructure and its ability to meet forecast demands; and*
- *identify the short, medium and long-term transport proposals across all modes’.*

2.3.4 The principles set out in Planning Practice Guidance are consistent with the approach undertaken in the production of this report.

2.4 Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (2011)

2.4.1 This Transport White Paper, prepared by the Department for Transport (DfT), states its vision for a *‘transport system that is an engine for economic growth, but one that is also greener and safer and improves quality of life in our communities’.*

2.4.2 It believes that *‘we can build the balanced, dynamic low carbon economy that is essential for our future prosperity’* by improving sustainable transport links and investing in new projects that *‘promote green growth’* but importantly states that *‘investment on its own is not enough – we also need to help people to make transport choices that are good for society as a whole’.*

2.4.3 The paper makes the pertinent point that *‘two thirds of journeys are under five miles – many of these could be easily cycled, walked or undertaken by public transport’* but practical alternatives to private car use must be made more attractive. Their research suggests that a: *‘substantial proportion of car drivers would be willing to drive less, particularly for shorter trips’.*

2.4.4 It recognises that sustainable modes of travel are not viable alternatives to private car travel for all journeys, particularly those in rural areas or long distance trips. Greener car technologies will develop over the long term but *‘sustainable travel initiatives are available now, and will continue to have benefits for congestion and wealth’.* It states that short, local journeys are where the greatest opportunities for encouraging sustainable travel lie.

2.4.5 In terms of how sustainable transport choices can be encouraged, the White Paper believes that, *‘it is at the local level that most can be done to enable people to make more sustainable transport choices’.* At this level it can be a mix of smaller-scale transport schemes and citizens acting together which can facilitate the effective delivery of local transport solutions that are *‘developed for the places they serve, tailored for the specific needs and behaviour patterns of individual communities’.*

2.5 National Climate Change Agenda

2.5.1 In 2019 the UK Government made an Order to The Climate Change Act of 2008. Through this Order, the Government committed to make the UK a ‘net zero’ emitter of greenhouse gases by 2050 relative

to 1990 emission levels. One way to help achieve this is the reduce greenhouse emissions caused by road traffic, with the Government announcing the ban of new petrol and diesel engine cars by 2030, outlining a clear shift toward electric vehicles, whilst at the same time continuing to encourage active travel (walking and cycling) as well as public transport use.

2.6 Local Transport Plan and A Transport Plan for Growth

2.6.1 The Merseyside Local Transport Plan 3 (LTP3) was adopted in April 2011 and provides the statutory framework for transport strategy and plans across Merseyside.

2.6.2 The Merseyside LTP3 is set within the context of the vision of the Liverpool City Region (LCR) with the goal:

‘To establish our status as a thriving international city region by 2030’.

2.6.3 The LCR vision for transport is:

‘A city region committed to a low carbon future, which has a transport network and mobility culture that positively contribute to a thriving economy and the health and wellbeing of its citizens and where sustainable travel is the option of choice’.

2.6.4 In order to support the LCR and achieve the transport vision, LTP3 sets out six goals, as follows:

- One - Help create the right conditions for sustainable economic growth by supporting the priorities of the Liverpool City Region, the Local Enterprise Partnership and the Local Strategic Partnerships;
- Two - Provide and promote a clean, low emission transport system which is resilient to changes to climate and oil availability;
- Three - Ensure the transport system promotes and enables improved health and wellbeing and road safety;
- Four - Ensure equality of travel opportunity for all, through a transport system that allows people to connect easily with employment, education, healthcare, other essential services and leisure and recreational opportunities;
- Five - Ensure the transport network supports the economic success of the city region by the efficient movement of people and goods; and
- Six - Maintain our assets to a high standard.

2.6.5 Since LTP3 was published, there has been significant progress in formally bringing together local authorities across Merseyside and Halton to establish the LCR Combined Authority. Recognising the differences between the respective LTPs for Merseyside and Halton, and the government policy changes since the LTPs were published, *A Transport Plan for Growth* (TPG) was published in March 2015.

2.6.6 TPG sets out three Transport Priorities, as follows:

- ‘Growth’ – supporting economic growth in the City Region, through increasing employment, levels of productivity and investment;
- ‘Low Carbon’ – we want to live and work in a City Region that draws its energy from a range of sustainable energy sources, where travel is in vehicles powered by alternatives to fossil fuels, and with increased active travel opportunities; and
- ‘Access to Opportunity’ – supporting those who wish to access employment, training, education and further learning opportunities, and the wider work in supporting the whole City Region in access to fresh food, leisure and healthcare.

2.7 Knowsley Local Plan Core Strategy and Replacement Unitary Development Plan Policies

2.7.1 Knowsley adopted the Local Plan Core Strategy (CS) in January 2016 and together with the saved policies of the Knowsley Replacement Unitary Development Plan (UDP), adopted June 2006, forms the principal policy requirements for new development within the Borough.

2.7.2 The CS is clear in the need to support a sustainable transport system and pattern of development which minimises the need to travel and will ensure that jobs, shops and services are accessible to all, with the aim of reducing the reliance on the car for travel. This is set out in the Vision, Strategic Objective 6, and under Policy CS2.

2.7.3 CS Policy CS7 (Transport Network) identifies a series of requirements for new development. The policy emphasises the need for development to be located and designed to prioritise accessibility and sustainable modes of transport through a choice of walking, cycling, public transport, and incorporate access for private vehicles; and that it must comply with adopted cycle, car, disabled and service vehicle parking standards for different types and scales of new development.

2.7.4 The relevant saved policies from the UDP are Policy T7 which aims to ensure the walking and cycling network is at least preserved and where possible enhanced; and Policy T10 which requires that proposals for new developments and change of use of existing buildings have adequate access for the less mobile and people who have sensory impairments.

2.8 Ensuring a Choice of Travel SPD

2.8.1 The *Ensuring a Choice of Travel* Supplementary Planning Document (SPD) was originally developed in partnership with the Merseyside Local Authorities and Merseytravel in order to provide consistent guidance to developers on access and transport requirements for new developments across the wider Merseyside area. Its overall objectives are:

- *‘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 space through the provision of less car parking spaces where appropriate.'*

Transport Assessments and Transport Statements

- 2.8.2 Chapter 6 of the SPD details the requirement for Transport Assessments (TAs). The SPD states that a TA is required which examines in detail the demand for travel generated by a development, and how this can be met in a safe and sustainable way - minimising any negative impacts on the surrounding community.

Travel Plans

- 2.8.3 Chapter 7 of the SPD outlines the benefits of and requirements for Travel Plans (TPs). The SPD defines a TP as,

'A Travel Plan is a plan for managing transport effectively for a specific site. It aims to improve access to the site by many modes of travel, thus improving transport choices for everyone. It is made up of a package of practical measures with the aim of reducing car dependency and encouraging the use of walking, cycling, and public transport.'

Minimum Accessibility Standard Assessment

- 2.8.4 Among the transport requirements set out in the SPD are a 'Minimum Accessibility Standard Assessment' (MASA), which is a scoring system for new developments based on their land use type, scale, location, and facilities provided. The MASA that has been undertaken for the proposed development is detailed in Section 5.

Parking Standards

- 2.8.5 The SPD also sets out parking standards and will be detailed further in Section 4.

2.9 Travel Plan Objectives

- 2.9.1 From consideration of national and local transport policy it is clear that TPs have an important role in reducing congestion, minimising the environmental impact of travel and in supporting healthy living. Clearly providing funding alone is insufficient to encourage the use of sustainable modes of transport;

any funding should be accompanied by encouragement to use these modes and promotion of their benefits.

2.9.2 In line with the abovementioned policy and guidance, the developer feels that the TP should have the following objectives:

- Enable staff and visitors to the site to make sustainable travel choices that benefit themselves, their community and the environment;
- Design the development in such a way that it is accessible to all people regardless of any disability or impairment in order to enhance social inclusion;
- Raise awareness of the benefits of sustainable transport modes in terms of the benefits to individuals, local communities and the environment;
- Ensure that sustainable travel modes offer convenient options for door-to-door travel; and
- Ensure that sustainable travel choices are encouraged in the short term and continue to be used in the long term.

2.10 Summary

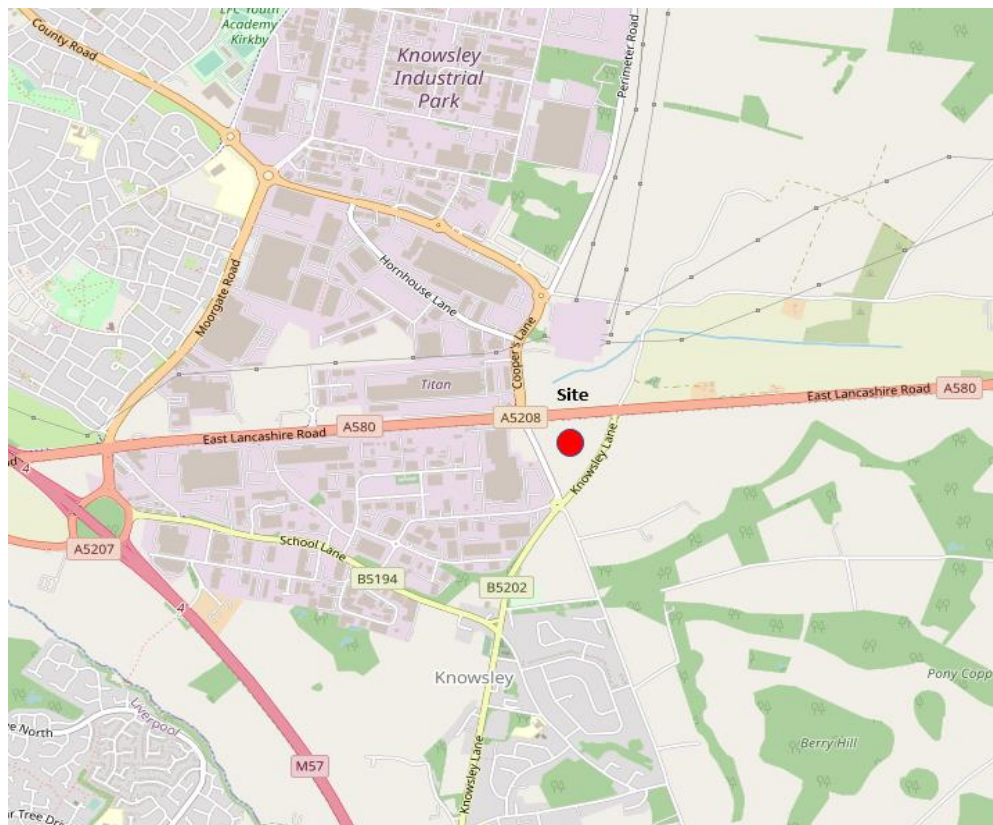
2.10.1 This section has outlined national and local transport policies and guidance which are applicable to the development site. How the site conforms to and complements these policies and guidance will be discussed in the following sections of this report, where relevant.

3 EXISTING SITUATION

3.1 Site Description

- 3.1.1 The site is located at the northern end of Knowsley Lane, adjacent to the existing Knowsley Industrial Estate. Knowsley Village is located circa 800m to the south-west of the site.
- 3.1.2 Knowsley Lane itself forms the eastern boundary of the site, Ormskirk Road forms the western boundary and the A580 East Lancs Road forms the northern boundary. The site currently consists of a large field with trees and vegetation across the more northern boundary. An existing farmhouse is located to the north of the field but does not form part of this application.
- 3.1.3 The location of the site in the context of Kirkby, Knowsley Village and the local highway network is illustrated in Image 3.1 below.

Image 3.1: Site Location



Source: <https://www.openstreetmap.org/search?query=kirkby#map=14/53.4753/-2.9045>

3.2 Local Highway Network

Knowsley Lane

- 3.2.1 Knowsley Lane (B5202) forms the western boundary of the site. It is a 'B' classified road and connects to the A580 East Lancs Road to the north, through Knowsley Village to the south and eventually connects into the A57 Liverpool Road in Huyton some 5km to the south of the site.
- 3.2.2 Adjacent to the site it is circa 7m in width and has a footway circa 2m in width in the southern verge. Note there is no footway in the northern verge along the site frontage. The road is subject to a 50mph speed limit and street lighting is provided. At its northern end it forms a priority controlled left in/left out arrangement with the A580 East Lancs Road. At its southern end it forms a roundabout junction with Ormskirk Road and Kitling Road. The frontage is mainly open fields, with two residential properties found at its northern end near to the junction with the A580 East Lancs Road.
- 3.2.3 To the south of its junction with the Ormskirk Road/Kitling Road roundabout, Knowsley Lane continues in a southwards direction toward Knowsley Village. The carriageway width remains at circa 7m and 2 x 2m footways are provided in both verges. The footway in the northern verge stops circa 100m to the south of the abovementioned roundabout. The speed limit on Knowsley Lane reduces from 50mph to 30mph circa 150m to the south of the abovementioned roundabout, the change of speed limit being delineated by speed limit roundels on yellow backing boards and 'dragons teeth' road markings. A pair of bus stops are also provided on this section of Knowsley Lane, both stops have bus stop 'Flag' with timetable information also being provided.

Ormskirk Road

- 3.2.4 Ormskirk Road forms the western boundary of the site. Adjacent to the site it is circa 7m to 8m in width and has a footway circa 2m in width in both verges. The road is subject to a 50mph speed limit and street lighting is provided. At its northern end it forms a signal controlled junction with the A580 East Lancs Road and as mentioned above, at its southern end it forms a roundabout junction with Knowsley Lane and Kitling Road. The existing farm that can be found on the site is accessed via Ormskirk Road.
- 3.2.5 A pair of bus stops can be found on Ormskirk Road along the site frontage. Both bus stops consist of a bus stop 'flag' with timetable information also being provided.

A580 East Lancashire Road

- 3.2.6 A580 East Lancs Road forms the northern boundary of the site and generally travels in an east to west alignment. This is an 'A' classified road and provides a strategic connection between Liverpool and Manchester. Adjacent to the site the westbound carriageway consists of 3 running lanes, this widening to 2 right turn lanes, 2 straight ahead lanes and 1 left turn lane at the signal controlled

junction with Ormskirk Road. A 3m wide combined footway/cycleway is also provided in the southern verge.

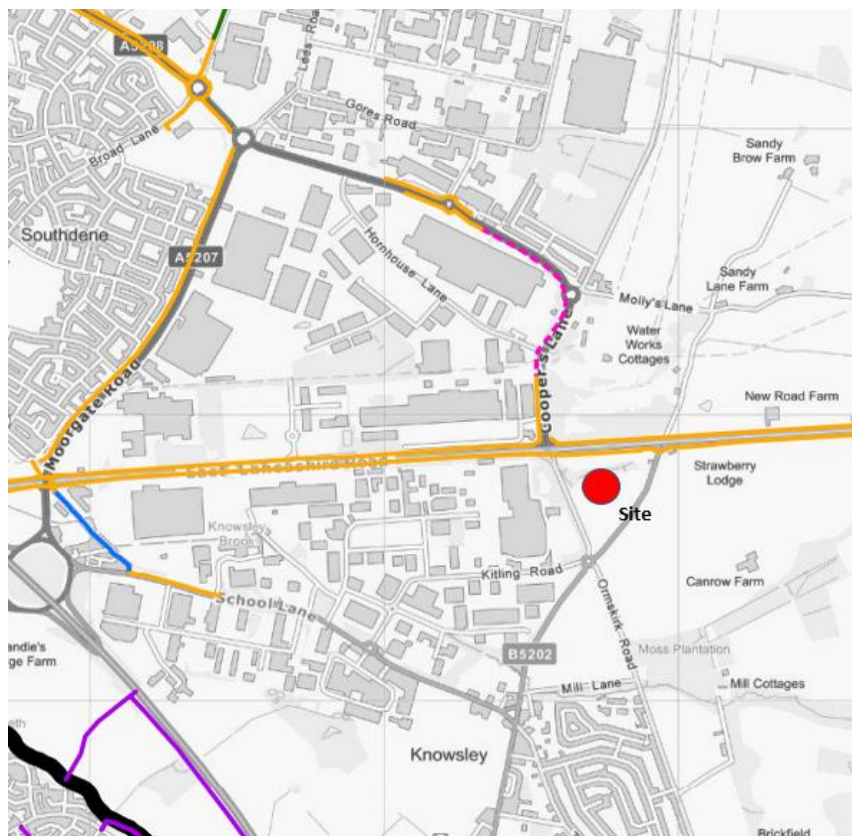
- 3.2.7 The eastbound carriageway consists of 2 running lanes and includes a short section of footway circa 2m in width. The general speed limit along the route is 60mph, however on the approach to the signal controlled junction with Ormskirk Road this speed limit reduces to 50mph. Pedestrian crossing facilities are incorporated within the abovementioned signals which including pedestrian guard railing, dropped crossings/tactile paving and push button activated red and green men control the movement of pedestrians across all arms of the junction.

3.3 Local Cycle Network

- 3.3.1 Image 3.2 below highlights the local highway network surrounding the site and the local cycling infrastructure within the vicinity of the site. An examination of Image 3.2 shows that extent of the shared footway/cycleway along the A580 East Lancs Road, Moorgate Road, Coopers Lane and County Road (orange line on the Image).

- 3.3.2 It would appear from site observations that the section of cycleway on Coopers Lane indicated purple on Image 3.2 has been implemented under KMBC's '*Connecting Kirkby*' initiative providing a continuous connection between the cycle facilities on A580 East Lancs Road and Coopers Lane.

Image 3.2: Local Cycle Network



- 3.3.3 Source: https://merseytravel.adidocdn.dev/assets/uploads/LCR_Cycle_Network_A3P_Knowsley.pdf

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4 DEVELOPMENT PROPOSAL

4.1 Development Description

- 4.1.1 The development is an employment use led scheme comprising BB/B2 Uses with ancillary offices (E(g)(i) Use) on a site off Knowsley Lane in Knowsley. The scheme will consist of 3 separate units which will be delivered in a phased manner. The total gross internal area (GIA) of each unit is provided in Table 4.1.

Table 4.1: Proposed Development GIA

Building	Area (sq/ft)	Area (m ²)
1	73,500	6,828
2	31,500	2,926
3	52,500	4,877
Total	157,500	14,631

4.2 Proposed Access Arrangement

- 4.2.1 The proposed access arrangement has been carefully selected following rigorous options testing, which reviewed potential access points on both Ormskirk Road and Knowsley Lane. Access from Ormskirk Road was preferred as it facilitated a more direct access to the A580 East Lancs Road and avoided the need for vehicles to have to negotiate the left in/left out junction arrangement that can be found at the junction of the A580 East Lancs Road/Knowsley Lane. This was also the preferred access option of the highway officers at KMBC.
- 4.2.2 The access will take the form of a priority controlled junction with a ghost island right turn facility, the geometries of which are in accordance with Design Manual for Road and Bridges (DMRB) requirements for the prevailing 50mph speed limit. This is to be located centrally along the site frontage, circa 160m north of the Ormskirk Road/Knowsley Lane roundabout. It is proposed that this access comprises a 7.3m carriageway, 2 x 3m shared cycleways which drop down to 2m wide footways internally, 15m junction radii, with a left turn auxiliary deceleration lane on the southbound approach to the junction and an acceleration taper provided to the south to aid left turn movements in/out of the site. Visibility splays of 4.5m x 160m visibility splays in accordance with DMRB requirements for a 50mph speed limit are also provided. The junction geometric parameters are robust enough to accommodate the largest vehicles which could utilise this access, i.e. 16.5m long articulated HGVs.
- 4.2.3 The proposed ghost island right will allow right turning traffic into the development to stack on the highway without blocking ahead movements and has been designed with a 3.5m wide turning lane and 3m wide running lanes.
- 4.2.4 The existing bus stop located along the site frontage can either be incorporated within the deceleration lane or relocated south of the proposed access. The exact location and form of bus stop will be subject to further discussions with KMBC and Merseytravel, and detailed design.

- 4.2.5 A 3m shared cycleway is also proposed along the Ormskirk Road site frontage from the site entrance to a point approximately 75m from the junction with the East Lancs Road. Whilst a full connection cannot be made to the existing cycle provision which exists along the East Lancs Road due to third party ownership to the north of the site, the proposed shared footway/cycleway along the site frontage allows the council to facilitate the connection in the future.
- 4.2.6 Furthermore, to ensure no parking will take place on the roads surrounding the development, the applicant is willing to provide funding towards a Traffic Regulation Order (TRO) which prevents parking along Ormskirk Road and Knowsley Lane, including any associated signing and lining.
- 4.2.7 Drawing P20066-001H in Appendix D of the TA depicts the proposed site access. The proposed access has been agreed in principle with highways officers at KMBC.

4.3 Pedestrian/Cycle Access

- 4.3.1 Access for pedestrian and cyclists will be accommodated at the main vehicular access described above via the proposed 3m shared cycleway and internal 2m wide footways.
- 4.3.2 The existing PRow which runs through the site will remain accessible but will be diverted to follow the masterplan proposals.

4.4 Internal Layout

- 4.4.1 The proposed site layout has been designed by Fletcher Rae Architects and should be available for download from the KMBC planning portal. It is not included within this document as it has the potential to be revised up to the point of submission and therefore to avoid conflicting and superseded layouts being submitted within the various planning documents, it is omitted from this report.
- 4.4.2 The layout shows three separate buildings facing onto an internal spine road that leads to the proposed site access onto Ormskirk Road. Internal priority controlled junctions provide access to the service areas and parking areas associated with each building.
- 4.4.3 The internal access road is 7.3m in width with localised widening on the bends and 12m internal radii at junctions which is easily sufficient to allow access by HGVs to all parts of the site. The carriageways reduce to 6m wide where HGV accesses is not required. All service areas have been designed to provide turning circles and loading bays large enough to allow HGVs to manoeuvre easily throughout the site as detailed below.
- 4.4.4 2m footways continue on both sides on the internal road network throughout the site.
- 4.4.5 The existing access to the farmhouse will be maintained and as mentioned previously, does not form part of this application, with an appropriate acoustic buffer being proposed between the existing farmhouse land and the new proposals.

4.5 Parking Provision

- 4.5.1 The proposed level of parking for each unit is shown in Table 4.2 below. The level of parking is based on the applicant's knowledge of the operational requirements for such developments having delivered numerous schemes across the North West of England and the wider UK.

Table 4.2: Proposed Parking Provision

Building	GFA sqm	Car park spaces (B8)	Potential Flexible Spaces (B2)	Total Parking Provision	Accessible Spaces (5%)	EV Spaces (10%)	External Cycle Spaces	Internal Cycle Spaces	Motorcycle Spaces
1	6835	71	22	93	5	10	16	15	7
2	2929	43	0	43	3	5	8	8	3
3	4877	50	17	67	4	7	12	12	5
Total	14641	164	39	203	12	22	36	35	15

- 4.5.2 Whilst it is difficult for the applicant to specify an exact split of the uses at this stage of the process because the end users are not yet known, experience at similar industrial sites that have been delivered by Caddick Developments across the UK would suggest that the market take up of such schemes is likely to comprise mostly B8 use, with up to 30% B2 use, with any use class E being ancillary to the two other uses.
- 4.5.3 The overall parking provision shown in Table 4.2 is therefore based on a 70% B8 use and 30% B2 use split for each unit. An examination of the layout shows a mixture of car park spaces and potential 'flexible' spaces within the service yards for units 1 and 3. The provision of 43 full spaces has been shown at unit 2 to accommodate the circa 70:30 B8:B2 split given the proposed site layout, size of service yard and positioning of the building entrance. With regards to units 1 and 3, the 71 and 50 spaces shown are slightly over the parking provision requirements for a solely B8 development and land within the service yards has been identified to show that additional 'flexible' spaces can be implemented should B2 use of up to 30% be introduced for each unit.
- 4.5.4 It is therefore clear that the site offers a reasonable level of flexibility in terms of market uptake. It is worth noting that parking based on a 70:30 B8:B2 split had previously been agreed with KMBC Highways during the initial pre-app conversations.

Car Park Accumulation

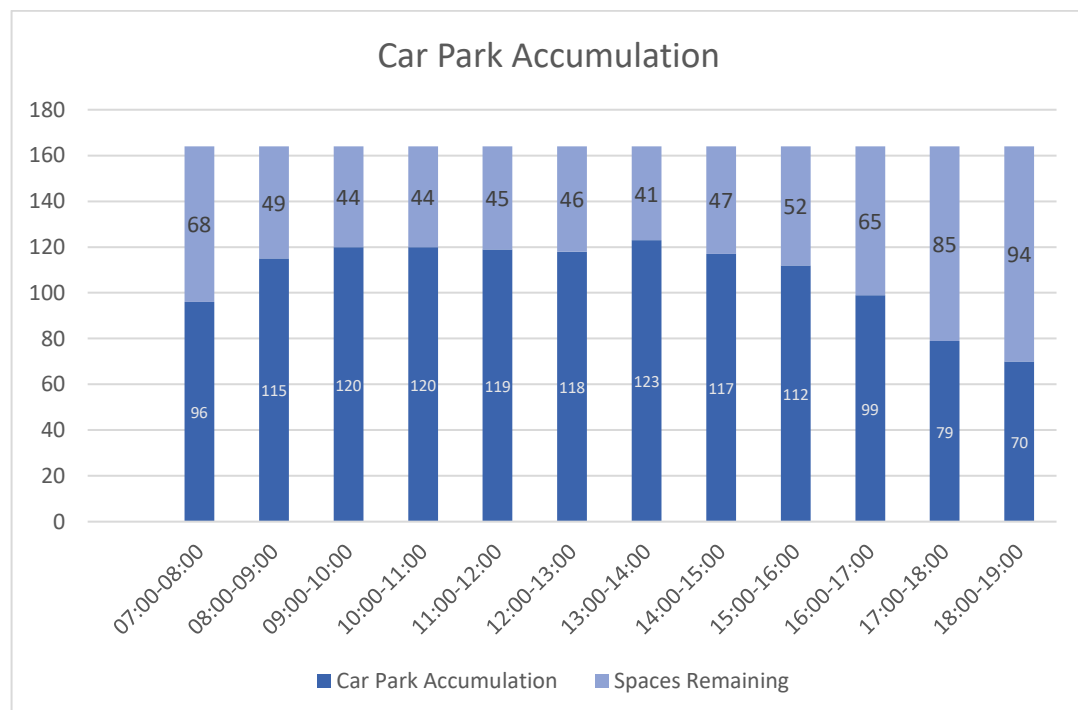
- 4.5.5 To provide evidence and comfort that the proposed level of parking is appropriate for the quantum of development, a car park accumulation exercise has been undertaken using the trip rates which are described in more detail in Section 6.
- 4.5.6 The total trip generation for light vehicles (extracted from Table 6.8), the car park accumulation for the site and the remaining number of spaces available every hour is shown in Table 4.3 and Figure 4.1

below. In order to provide an overly robust assessment, we have estimated that the car parking will be 50% full overnight, and the figures have been based on the 164 car park spaces only.

Table 4.1 Total Trip Generation and Car Park Accumulation

Time Range	Combined Trip Gen			Car Park Accumulation	Spaces Remaining
	Arrivals	Departures	Total		
07:00-08:00	18	4	22	96	68
08:00-09:00	23	4	27	115	49
09:00-10:00	11	6	17	120	44
10:00-11:00	5	5	10	120	44
11:00-12:00	5	6	11	119	45
12:00-13:00	7	8	15	118	46
13:00-14:00	14	9	23	123	41
14:00-15:00	7	13	20	117	47
15:00-16:00	5	10	15	112	52
16:00-17:00	5	18	23	99	65
17:00-18:00	3	23	26	79	85
18:00-19:00	3	12	15	70	94

Figure 4.1 Car Park Accumulation and Remaining Spaces



4.5.7 The above demonstrates that based on the above assessment, the maximum car park demand is forecast to be circa 123 spaces between 1pm - 2pm, with a remaining 41 unoccupied spaces. The accumulation exercise therefore demonstrates that the 203 spaces (164 car park spaces and 39 potential B2 'flexible' spaces) is more than sufficient to support the development. The additional parking avoids the possibility of overspill parking in the surrounding area, allows for a degree of

flexibility in the delivery of the initial phases of the scheme and also futureproofs the scheme for changes in tenants over the coming years.

Local Parking Standards

- 4.5.8 KMBC's *Ensuring a Choice of Travel SPD* suggests car parking in developments should not exceed the Council's maximum parking standards. The adopted maximum parking standards for B8 storage and distribution Industry in 'other areas' is 1 space per 100sqm which would equate to 146 spaces and B2 general industry requires 1 space per 45sqm of floor area which would equate to 325 spaces. The proposed development is to provide up to 203 spaces in total, reflecting the blend of the two uses on site. The scheme therefore complies with KMBC standards because it is below their 'maximum' requirements.
- 4.5.9 It should be noted that the level of parking proposed has been carefully considered by the applicant using their detailed knowledge and experience as one of the largest multi-unit industrial property developers in the UK. A car park accumulation exercise has been undertaken to demonstrate there will be sufficient parking to support the proposed development, with spare capacity to avoid the possibility of overspill parking and allow for a degree of flexibility in the delivery of the scheme and changes in future tenants.
- 4.5.10 Whilst noting the above, the provision of on-site parking in line KMBC's maximum standards would go against the ethos of Policy T6 of the UDP and national policy which is focused on reducing the need to travel by car and encouraging accessibility by walking, cycling and public transport.

Cycle Parking

- 4.5.11 The overall cycle storage provision of 71 spaces on site is above KMBC's minimum requirement to help encourage cycling to and from the site.
- 4.5.12 36 of these cycle spaces will be provided externally within cycle shelters located at the front of each unit, benefitting from good natural surveillance. The remaining 35 spaces will be provided internally. Showers, changing and locker facilities will also be provided within each unit.

4.6 Summary

- 4.6.1 The development is proposed to be served by a single access point off Ormskirk Road in the form of a priority controlled junction with ghost island right turn arrangement and deceleration auxiliary left turn lane designed in accordance with DMRB standards the prevailing 50mph speed limit. Visibility splays also in accordance with DMRB have been shown to be deliverable from the proposed site access. The principle of access in this location has been agreed with KMBC Highways.

-
- 4.6.2 It has been demonstrated that the site is able to accommodate all likely vehicle types which will regularly access the development. Pedestrians will be afforded continuous footways throughout the proposed development which connect to the existing footways along Ormskirk Road.
- 4.6.3 The currently proposed parking numbers have been based on a 70% B8 and 30% B2 split and meet with KMBC's parking standards. Accessible, EV, cycle and motorcycle parking provision will also meet or exceed KMBC's minimum parking requirements.

5 ACCESS BY SUSTAINABLE MODES

5.1 Introduction to Sustainable Modes of Transport

- 5.1.1 National and local transport planning policy centres on the importance of sustainable development, meaning that new developments should be located in areas where there is access to sustainable modes of travel, or where sustainable modes of travel can be introduced. The *National Design Guide* (2021) defines sustainable transport modes as:

‘Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra low emission vehicles, car sharing and public transport.’

- 5.1.2 Walking, cycling and public transport are commonly regarded to be the most sustainable modes of transportation. This section of the report will describe how the site can be accessed by these modes.

5.2 Access on Foot

- 5.2.1 The site is located adjacent to the existing Knowsley Industrial Estate. The existing network of roads in the vicinity of the site provide good quality footways and crossing points at key crossing locations. Pedestrian crossing facilities are also incorporated within the East Lancs Road/Ormskirk Road junction. This network of footways provides continuous routes, complete with street lighting, to the various residential areas and other facilities that exist around the site. As mentioned previously, continuous footways are proposed throughout the development, which will be safe and lit.
- 5.2.2 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled *Providing for Journeys on Foot* (2000) suggests walking distances which are relevant to this application. These distances are shown in Table 5.1.

Table 5.1: Suggested Acceptable Walking Distances

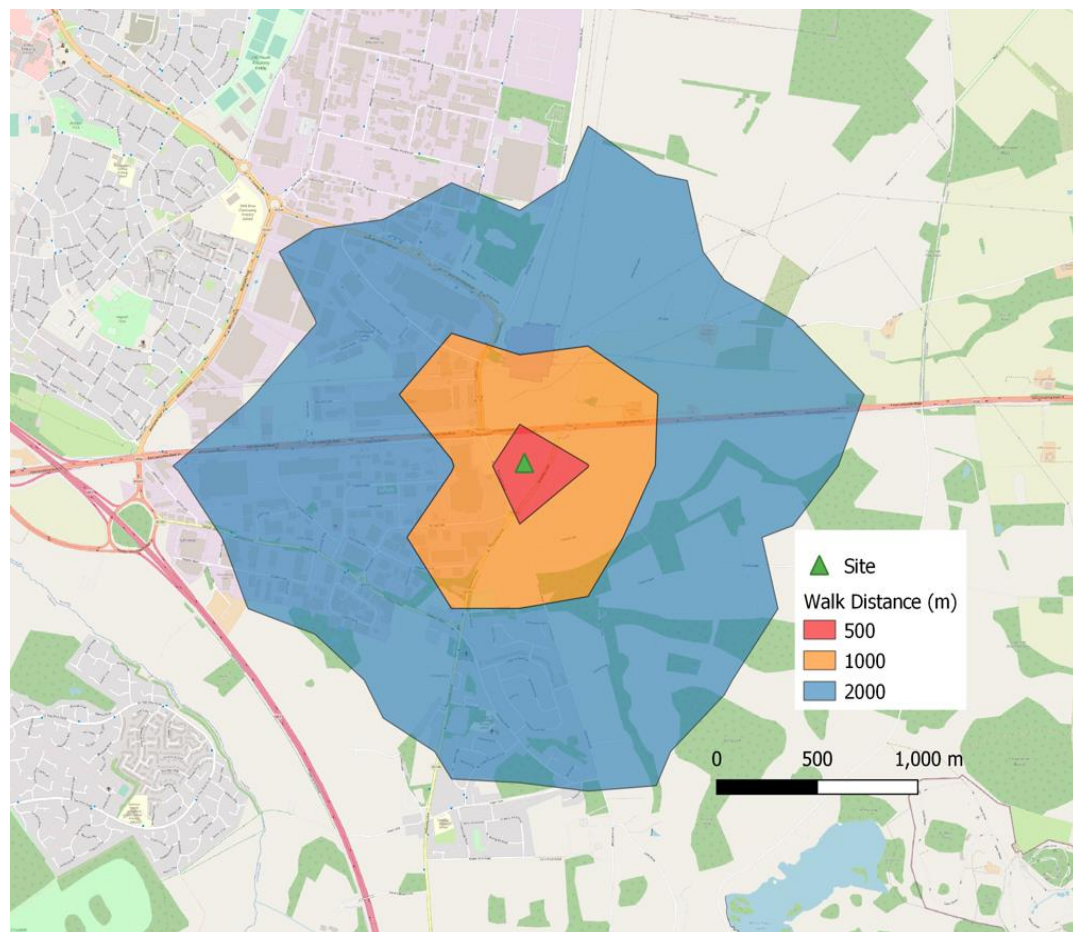
Criteria	Town Centres (m)	Commuting/School/Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Source: CIHT Document *‘Providing for Journeys on Foot’* (2000)

- 5.2.3 In order to highlight the site’s accessibility on foot, an indicative walking isochrone has been produced using the Geographic Information System (GIS) software Visography TRACC. Image 5.1 below represents the site’s walking catchment with the CIHT’s *‘Desirable’* distances of 500m (red isochrone),

'Acceptable' distance of 1,000 (orange isochrone) and 'Preferred Maximum' distance of 2,000m (blue isochrone) for commuting trips illustrated.

Image 5.1: Pedestrian Isochrone



5.2.4 To provide an accurate representation of the future highway network, the site's proposed vehicular and pedestrian access points have been manually added to the network used for the isochrone. The accessibility distance is based on an origin/destination point in the approximate centre of the developed portion of the site.

5.2.5 Whilst Table 5.1 provides useful guidance on walking distances, *Manual for Streets* (MfS) provides a context for interpreting them. MfS states that:

'The propensity to walk is influenced not only by distance, but also by the quality of the walking experience. A 20-minute walk alongside a busy highway can seem endless, yet in a rich and stimulating street, such as in a Town Centre, it can pass without noticing.'

5.2.6 It can be seen from Image 5.1 that the Coopers Lane Service Station is within a 1,000m walk of the site, this facilitating access to a Spar convenience store, Greggs and Starbucks. Also within a 1,000m walk from the site is the Copper Pot public house. Both of these facilities can be utilised by potential employees on the site for lunches/refreshments etc.

5.2.7 It can also be seen from Image 5.1 that the majority of Knowsley Industrial Estate is within a 2,000m walk from the site. The residential area of Knowsley Village is also within a 2,000m ‘Preferred Maximum’ walking distance of the site providing the opportunity for potential employees to walk to work from Knowsley Village.

5.2.8 Given the evidence presented in Image 5.1 and above, walking can be considered to be a realistic and viable method of travel for staff and visitors accessing the site, with facilities to purchase lunch/refreshments also being within easy walking distance of the site. The above suggests that the site’s location is accessible via this sustainable mode.

5.3 Access by Cycle

5.3.1 It is widely recognised that cycling can offer an attractive alternative to short car trips, particularly those under 5km, but also as part of longer journeys by public transport.

5.3.2 The CIHT document *Cycle Friendly Infrastructure* (2004) states in paragraph 2.3 that:

‘Three quarters of journeys by all modes of travel are less than five miles (8km) and half under two miles (3.2km) (DoT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person.’

5.3.3 Local Transport Note 1/20 *Cycle Infrastructure Design* states similar, that

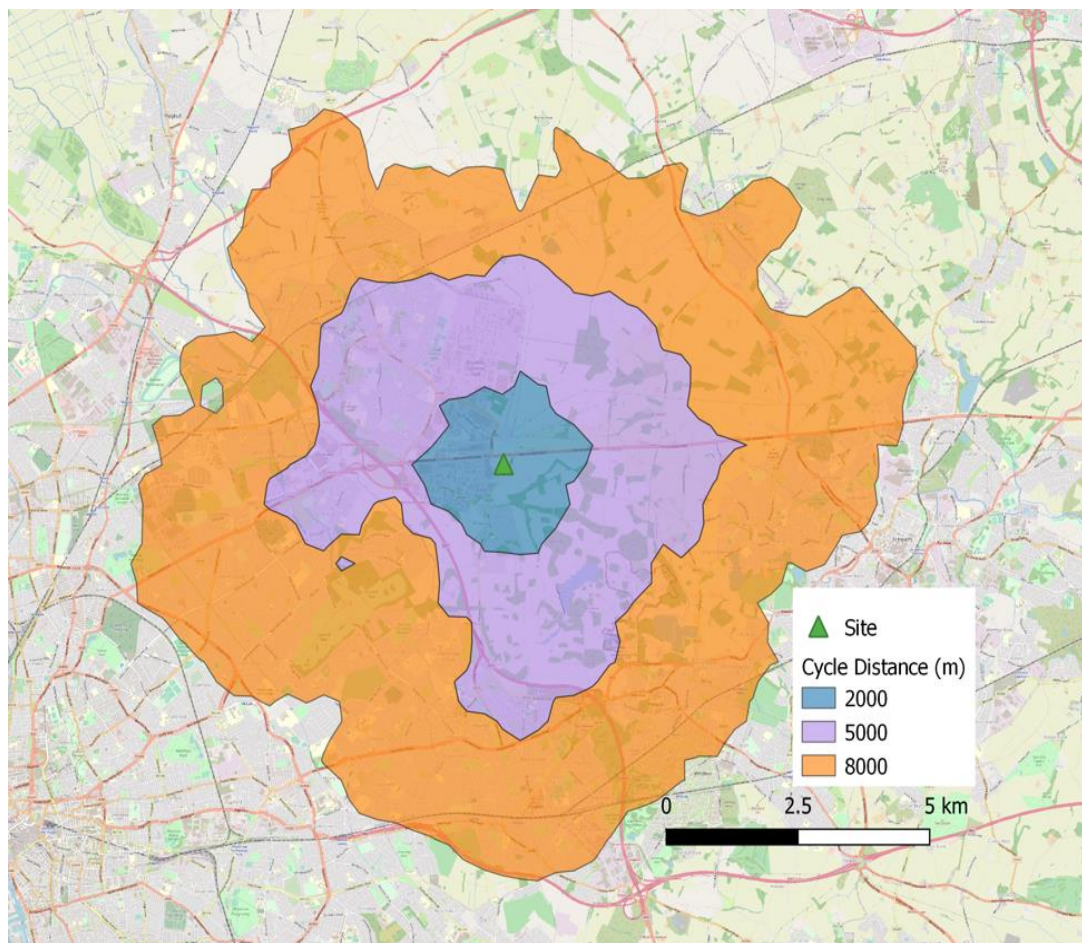
‘Two out of every three personal trips are less than five miles [8km] in length – an achievable distance to cycle for most people’.

5.3.4 The National Travel Survey states that in 2019, the average cycling trip took 23-minutes, equivalent to 6,133m (based on an average speed of 16kph), again this being an average with a proportion of respondents cycling a greater distance than this.

5.3.5 As mentioned above, there are extensive cycleway provision in the vicinity of the site. This includes a shared footway/cycleway along the East Lancs Road, Moorgate Road, Coopers Lane and County Road.

5.3.6 A cycling isochrone showing the site’s catchment has also been produced using TRACC and is shown as Image 5.2 below. The figure illustrates 2,000m (blue isochrone) 5,000m (purple isochrone) and 8,000m (orange isochrone) catchment ranges which equate to 10, 25 and 40-minute journey times respectively which are based on the somewhat conservative or leisurely cycle speed of 12kph. Anecdotally, commuting cyclists are generally thought to travel at speeds between 15-20kph so a greater catchment may be more realistic.

5.3.7 Image 5.2 illustrates that all the amenities mentioned in the ‘Access by Foot’ section are within a 10-minute cycle time. Access to the District Centres of Kirkby, Fazakerley, Aintree, Huyton, Whiston and the town of St. Helens are within the 8,000m catchment, this will enable future staff and visitors to cycle to and from the site.

Image 5.2: Cycling Isochrone

- 5.3.8 Based on the 'comfortable' and 'achievable' cycle distances established by the CIHT and DfT guidance, the catchment plan suggests that cycling would be a viable mode of travel for access to a range of local amenities and nearby residential areas.
- 5.3.9 The proposed development is therefore considered to be accessible via bicycle for future staff and visitors to the site.

5.4 Access by Bus

- 5.4.1 The CIHT document *Planning for Public Transport in Developments* (1999) recommends a walking distance of up to 400m to bus waiting facilities from new developments, which is equivalent to a five-minute walk based on approximately a 1.4m/s walking speed.
- 5.4.2 As mentioned above, a pair of bus stops are provided on Ormskirk Road along the site frontage together with a pair of bus stops also being provided on Knowsley Lane. It should however be noted that both sets of bus stops provide access to the same bus services. The following review therefore concentrates on the bus stops located nearest to the site access on Ormskirk Road.

- 5.4.3 The bus stop on Ormskirk Road providing access to northbound services is located toward the northern end of the site, access to southbound services on Ormskirk Road is provided by a bus stop located in the vicinity of the site access. As mentioned above, stops consist of a bus stop ‘flag’ with timetable information being provided.
- 5.4.4 It is evident that the walking distances to the local bus stops are within the CIHT typical recommended walking distance of 400m.
- 5.4.5 Tables 5.2 below summarises the services that can be accessed at these bus stops. The information below has been obtained from Traveline (<https://www.traveline.info>).

Table 5.2: Summary of Bus Services Accessed via Ormskirk Road

Bus Service	Route	Weekday			Weekend	
		AM	Inter	PM	Saturday	Sunday
14C	Liverpool – Tower Hill	1	No Service	No Service	No Service	No Service
217/217A	Kirkby – Huyton	3/hr	2/hr	2/hr	1/hr	1/hr
289/297	Kirkby – St. Helens	1/hr	1/hr	1/hr	1/hr	No Service
827	Kirkby – Old Swan	1	No Service	No Service	No Service	No Service
897	Huyton Ind Est – Kirkby	2/day				
898	Page Moss – Kirkby	1/hr	1/hr	1/hr	1/hr	1/hr
899	Page Moss – Kirkby	1/hr	1/hr	1/hr	No Service	No Service

- 5.4.6 The above table demonstrates that the bus services, which run in proximity to the site, enable passengers to travel to Liverpool city centre, Kirkby, Huyton and St. Helens and may residential areas in between.
- 5.4.7 Given the above, bus travel is therefore considered to be a viable mode of transport and provides a convenient choice for a number of future staff or visitors to the site.
- 5.4.8 The NPPF, at paragraph 112, states that developments should ‘*so far as possible*’, facilitate ‘*access to high quality public transport*’. It is our opinion that the existing bus service provision in the vicinity of the development is appropriate and reasonable for its size and nature. The site, by taking advantage of the good quality footway connections to the abovementioned bus stops, does provide ‘*appropriate opportunities to promote sustainable transport modes*’ (paragraph 110 NPPF).

5.5 Minimum Accessibility Standard Assessment (MASA)

- 5.5.1 The Minimum Accessibility Standards Assessment (MASA) requires a score to be given for developments, depending on the land use type, scale, location, and facilities provided. The minimum required scores are provided in Table 5.3 are based on the site being a major industrial development located in a 'Other Urban Centre' location.

Table 5.3: Minimum Required MASA Scoring

Development Type, Location, Size	Minimum score for walking	Minimum score for cycling	Minimum score for public transport	Minimum score for vehicle access and parking
B2 Industrial Use, 'Other Urban', 'Major'	2	3	5	1

- 5.5.2 The MASA undertaken for the site is included in full in Appendix E of the TA. However, a summary of the scoring awarded is provided in Table 5.4.

Table 5.4: MASA Scoring Results

Development Type, Location, Size	Score for walking	Score for cycling	Score for public transport	Score for vehicle access and parking
B2 Industrial Use, 'Other Urban Centre', 'Major'	2	4	5	2

- 5.5.3 It can be seen from Tables 5.3 and 5.4 that the development proposals would meet the minimum scoring requirements of the MASA exercise.

5.6 Summary

- 5.6.1 This section of the report has demonstrated that the site is in a sustainable location surrounded by an extensive residential area. The local bus services provide connections to multiple locations in the area making bus travel a viable option for some staff and member of the development.
- 5.6.2 A key theme of national and local transport planning policy is that development should be located where the use of sustainable transport modes can be maximised. As detailed in Section 2 of this report, the NPPF states that *'significant 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'*, as well as providing *'safe and suitable'* access for all.
- 5.6.3 It is therefore felt that, in relation to Paragraph 110 of the NPPF, *'appropriate opportunities to promote sustainable transport modes can be – or have been – taken up'*.

6 TARGETS

6.1 Introduction

- 6.1.1 In order for TP measures to be successfully adopted, it is important to set achievable but still somewhat challenging targets that can be monitored and reviewed at regular intervals. It is difficult to set targets at this stage as they need to be based on the actual travel characteristics of the site which will not be known until a baseline travel survey has been arranged following full occupation of the site, or an agreeable level of occupation with KMBC.
- 6.1.2 Notwithstanding the above, in order to demonstrate a commitment to sustainable travel and the TP process, initial targets have been set based upon the existing transport modal split for the local area, taken from census data.

6.2 Trip Generation

- 6.2.1 The TA provides a detailed breakdown of how the trip generation for the proposed development has been calculated using the industry standard TRICS database, which contains traffic generation surveys of numerous sites of various land use types across the UK and Ireland.
- 6.2.2 A summary of the total forecast vehicular trip generation is provided in Table 6.1.

Table 6.1: Total New Development Trips

Time	Average Trip Generation		
	Arrivals	Departures	Totals
07:00-08:00	21	7	28
08:00-09:00	28	9	37
09:00-10:00	16	9	25
10:00-11:00	9	9	18
11:00-12:00	8	10	18
12:00-13:00	10	11	21
13:00-14:00	17	13	30
14:00-15:00	8	15	23
15:00-16:00	8	12	20
16:00-17:00	8	20	28
17:00-18:00	6	25	31
18:00-19:00	4	13	17
Daily (12hr)	179	179	358

6.3 Multimodal Trip Generation

- 6.3.1 The number of non-car trips has been forecast using 2011 census Method of Travel to Work (MTW) data for the local mid layer super output (MSOA) area Knowsley 005 as a workplace destination given this contains the site and the adjacent industrial estate.

- 6.3.2 Several of the transport mode categories have been manually removed from the data for reasons including it being unrealistic that they will be used by employees of the site (i.e. underground, train) or the number of trips is very low (i.e. taxi, motorcycle)
- 6.3.3 Factors have been derived by dividing the TRICS car/van trips of (total vehicles minus HGVs) by the census equivalent, with these factors (0.0025 in the AM peak and 0.0024 in the PM peak) applied to the other census travel modes to forecast the site's likely modal split. As HGV (OGV) trips were calculated using TRICS and do not appear in the census data, the TRICS values have been shown, as have the TRICS values for cars/vans. A summary of these multimodal trips is shown in Table 6.2.

Table 6.2: Forecast Multimodal Person Trips

Method	Census Trips	Modal Split	AM Trips	PM Trips
Driving a car or van	10760	77.6%	27	26
Passenger in a car or van	1139	8.2%	3	3
Bus, minibus or coach	1110	8.0%	3	3
On foot	566	4.1%	1	1
Bicycle	283	2.0%	1	1
Total travel to work	13858	100.0%	35	34
<i>Factors</i>			<i>0.0025</i>	<i>0.0024</i>
HGVs	-	-	10	5
Total Trips	-	-	45	39

- 6.3.4 The above suggests that the proposed development will generate 45 and 39 total person trips in the respective AM and PM peak hours. Following driving a car/van as being the most popular mode, 10 and 5 will be HGV drivers, 3 trips will be a car/van passenger, 3 trips will be bus passengers, and 1 trip will likely be on foot, with another by bicycle.

6.4 Modal Shift Targets

- 6.4.1 In line with national travel plan guidance, targets should be SMART (Specific, Measurable, Achievable, Realistic and Time-bound). At this stage in the TP process, the most suitable way to set targets will be to suggest a reduction in the proportion of car or van driver trips with an increase in the proportion of trips on foot, bike, bus, train and as a passenger in a car or van trips.
- 6.4.2 It is generally accepted that a reduction in car or van driver trips of between 5% to 10% is both realistic and challenging and it is considered this 5% to 10% should be split across the sustainable modes of transport mentioned above based on their existing proportions. Table 6.2 displays our initial targets based on this methodology. It is considered that these initial targets should be achieved within five years of full occupation of the site.

Table 6.2: Modal Split Targets for Five Years Post Full Occupation

Method	Census Trips	Existing Mode %	5% Target	10% Target
Driving a car or van	10760	77.6%	72.6%	67.6%
Passenger in a car or van	1139	8.2%	10.1%	11.9%
Bus, minibus or coach	1110	8.0%	9.8%	11.6%
On foot	566	4.1%	5.0%	5.9%
Bicycle	283	2.0%	2.5%	3.0%
Total travel to work	13858	100.0%	100.0%	100.0%

- 6.4.3 Table 6.2 presents the targets of up to 11.9% as a passenger, 11.6% of trips by public transport, 5.9% of trips on foot, and 3% via bicycle.
- 6.4.4 It is recommended that the initial targets are adjusted based on the baseline travel survey as this will provide more accurate, up-to-date and site specific travel patterns rather than using modal split data based on the above initial analysis.

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7 MEASURES

7.1 Introduction

- 7.1.1 It is important that TP measures are appropriate for the development and have realistic potential to influence the increased uptake of sustainable modes of transportation. It is also important that they can influence people in the short, medium and long term.
- 7.1.2 Not only should the measures be realistic, but it is vital that resources are made available to help achieve them. Therefore, the roles and responsibilities of all parties involved, particularly KMBC and the eventual travel plan coordinator for the site, should be presented, discussed and agreed at the earliest opportunity.
- 7.1.3 This section will present such measures, some of which will be collective and apply to all modes of sustainable transport while others will be specific to each mode. Similarly, some of the measures will apply to all land uses on the site, while some may be specific to individual land uses.

7.2 Reducing the Need to Travel

- 7.2.1 Sections 3 and 5 have stated that the local highway network is conducive to walking and cycling trips, with established, well-lit footways and crossing facilities for pedestrians and demarcated cycle routes for cyclists.
- 7.2.2 Whilst it is recognised the application is for a commercial development, it may be possible for some future staff, particularly those with administration roles, to work from home on occasion. The recent enhancements in video calling and remote working should help to aid this.

7.3 Staff Travel Information Packs

- 7.3.1 Staff Travel Information Packs will be provided for each new starter on commencement of their employment. These will be produced by the developer with input from KMBC and Merseytravel. Such packs will be essential to educating and informing future employees, of the sustainable transport modes available to them and the benefits they can have including time and cost savings, supporting a healthy lifestyle and minimising their carbon footprint.
- 7.3.2 Typically, the content a Staff Information Pack would include:
- Introduction to the TP concept dealing with objectives and benefits;
 - Educational literature on the health benefits of walking and cycling and the environmental benefits of sustainable modes of transport;
 - Maps highlighting local walking and cycling routes and catchment plans indicating typical walking and cycling times to neighbouring residential areas;
 - Public transport route maps and timetables;

- Weblinks to travel planning and public transport websites;
- Contact details for local taxi companies; and
- Details of the appropriate TP coordinator.

7.4 Other Methods of Raising Awareness and Marketing

7.4.1 Aside from Staff Information Packs, notice boards and the website, there are other effective ways to raise the awareness of and market the benefits of sustainable travel including:

- Personalised travel planning for staff and potentially visitors, often arranged by a TP coordinator;
- Establishment of local sustainable transport forums or groups where issues can be shared and solutions discussed. This could be at physical meeting or by using social media with websites such as Twitter, Facebook and Streetlife having mass appeal and membership, yet having localised content and discussion groups;
- Set-up of travel notice boards in communal areas displaying information such as lists of sustainable travel websites, local taxi services and car clubs; and
- Promotion of events such as National Bike Week and Living Street's series of walking events including Walk to Work Week.

7.5 Measures to Promote Walking

7.5.1 Walking is considered to be the most sustainable and accessible mode of travel. It also has the benefit of zero carbon emissions and significant health benefits, with doctors recommending 150 minutes of activity per week to keep your body healthy and prevent illness including heart disease, cancer and diabetes (<https://www.nhs.uk/live-well/exercise/>). The 150 minutes could be achieved by walking leisurely for 30 minutes per day, five days a week, or briskly for 10 minutes per day (<https://www.nhs.uk/live-well/exercise/walking-for-health/>). Furthermore, recent research from the University of Cambridge has discovered that just a brisk 20-minute walk each day, burning between 90 and 110 calories, could reduce the risk of premature death by between 16-30% for inactive individuals (<http://www.cam.ac.uk/research/news/lack-of-exercise-responsible-for-twice-as-many-deaths-as-obesity>).

7.5.2 Potential measures to encourage walking include the following:

- Raise awareness of the health benefits of walking for all ages of people of fair health, emphasising how it is a cost-effective alternative to other exercise methods such as gym membership and does not involve a considerable change to people's day-to-day lifestyles;
- Promote the local walking routes available (through Staff Information Packs and notice boards);

- Promotion of KMBC’s journey planning webpage:
<https://www.knowsley.gov.uk/residents/welcome-to-knowsley/getting-around-in-knowsley>; and
- Ensure the clear signage of pedestrian routes within and adjacent to the site.

7.6 Measures to Promote Cycling

7.6.1 Like walking, cycling is sustainable and accessible. It has the benefits of zero carbon emissions and has significant health benefits.

7.6.2 The NHS website (<https://www.nhs.uk/live-well/exercise/>) suggests that adults should do at least 150 minutes of moderate intensity activity a week such as riding a bike, or 75 minutes of vigorous intensity activity a week such as riding a bike fast or on hills. Therefore, like walking, this could be broken down into 30 minutes five days a week, or a 30-minute bike ride could contribute towards the recommended weekly activity target. The NHS website provides a link to ‘We are cycling UK’ (<https://www.cyclinguk.org>) which offers general advice, information and inspiration for all cyclists including beginners. Cycling UK highlights that cycling has broad appeal with young and old, the able-bodied and people with disabilities who can all enjoy cycling with the right equipment.

7.6.3 Other potential measures to encourage cycling will be provided in Staff Information Packs and on notice boards and will include the following:

- Educational literature on the health benefits of cycling;
- Promote the local cycling routes, cycle hire and training available, via Liverpool City Region’s website (<https://www.liverpoolcityregion-ca.gov.uk/activetravel/>);
- Promotion of KMBC’s journey planning webpage:
<https://www.knowsley.gov.uk/residents/welcome-to-knowsley/getting-around-in-knowsley>;
- Promote cycle parking, storage and maintenance facilities; and
- Promote events such as National Bike Week (www.bikeweek.org.uk).

7.7 Measures to Encourage Public Transport

7.7.1 Public transport use and accessibility is an important element of TPs. Public transport can often be effective options for many trip types, particularly mid to long distance journeys. Section 5 of this report has demonstrated that bus travel should be a suitable and convenient mode of transport for staff and visitors to the site.

7.7.2 The key measure to promote bus use will be through the provision of route and timetable information, as well as a link to the Merseytravel website and on notice boards.

7.8 Measures to Promote Taxi Use

- 7.8.1 Taxi use is considered to be a sustainable mode of travel, particularly in terms of an infrastructure provision perspective as it reduces the need for car parking. The local area is currently well-served by taxis, including app and phone based private hire companies.

7.9 Measures to Reduce Single Occupancy Car Trips

- 7.9.1 Car/lift sharing can be an effective way to reduce single occupancy car trips. There may be the potential to offer rewards for visitors to the site who car share, such as preferential parking spaces or other rewards through the Club.

- 7.9.2 Staff may also be able to make use of lift sharing websites including the following:

- BlaBlaCar (www.blablacar.co.uk);
- Liftshare (<https://liftshare.com/uk>); and
- GoCarShare (<http://gocarshare.com>).

- 7.9.3 The Liftshare websites enable users to register and search for lifts in their area. Users typically have to be over 18 years of age but do not always have to have driving licences (as passengers). Websites such as these can be promoted through Staff Travel Information Packs, notice boards, website and social media.

7.10 Measures to Encourage Low Emission Vehicle Use

- 7.10.1 It has been well publicised in the national media in recent years that car manufacturers are actively investing in low emission technologies such as electric hybrid engines and fully electric engines, with central government due to impose a ban on the sale of new petrol and diesel engine vehicles in 2030. The purchase prices of such low emission technologies are becoming more in line with standard petrol and diesel engine vehicles, with some manufacturers setting targets to fully switch to electric vehicle or hybrid production only.

- 7.10.2 The applicant is willing to provide 5% electric vehicle charging facilities of the overall parking provision on-site.

8 MANAGEMENT, MONITORING AND REVIEW

8.1 Management

- 8.1.1 The overall responsibility for TP implementation will lie with future occupant of the various units, who would appoint a member of staff to take on the role of TP Co-ordinator. The appointment and role of a TP Co-ordinator is covered more in Section 8.2. The TP Co-ordinator will take ownership of the Travel Plan, ensuring the measures and initiative outlined herein are implemented and staff encouraged/incentivised to travel by alternative modes of transport to the private car.
- 8.1.2 The TP co-ordinator of the site will be expected to be the point of contact with the local planning/highway authority who together will ensure the continual progression of the TP.

8.2 Appointment of a Travel Plan Coordinator

- 8.2.1 It is envisaged that the developer will appoint a Travel Plan coordinator (TPC) to be in place from first commencement of the development. The TPC will inherit the day-to-day responsibility for ensuring that the TP is regularly monitored, reviewed, updated and evolved. They will be tasked with implementing and marketing the TP measures, monitoring the uptake of the measures by arranging travel surveys at regular intervals to be agreed with KMBC, assessing whether targets have been met, reviewing and updating the targets based on survey results and liaising with KMBC and public transport operators, particularly Merseytravel.
- 8.2.2 It is difficult to estimate the resource requirement for the TPC and what proportion of their working time will be required for the management of the TP, as much of the input will be required on an intermittent basis. Therefore, for the first year of the plan's operation it is proposed that the TPC will review and programme necessary TP work in conjunction with their other responsibilities on a monthly basis. The success of this approach will be evaluated as part of the first annual review of the plan.

8.3 Monitoring and Review

- 8.3.1 It is important that TP implementation is monitored at regular intervals to assess success and help to evolve TP measures. It is envisaged that the TPC of the site will monitor the TP at regular intervals over a period of time and will most likely be post 100% occupation. Following the agreed 'trigger point' described above, this should be undertaken on an ongoing basis by the TPC.
- 8.3.2 The most effective form of review will be the undertaking of staff travel surveys which would not only ask how individuals travel to work at that time but also if they have considered the use of other modes previously or would consider them in the future. The main purpose of the surveys is to gain an understanding of the numbers travelling by the various modes of transport but also to ascertain what

barriers exist to using more sustainable modes of travel. Understanding the barriers is helpful in determining if there are solutions to those barriers being removed.

- 8.3.3 The TP will need to be reviewed at regular intervals after monitoring is complete, looking at the take-up of each measure and progress against modal share targets. The review should entail the removal of any unsuccessful incentives and replace them with measures that will help to achieve the TP targets. If a TP is shown to be underachieving, a remedial strategy will need to be outlined which should consider measures to address any failing aspects of the TP. Any changes to the TP will need to be made in agreement with KMBC.

8.4 Action Plan

- 8.4.1 We have produced an interim action plan of actions likely to be undertaken prior to and following the occupation of the site. It should however be noted that this is only indicative at this stage as the future occupant of the site should produce a Full Travel Plan following occupation, which should provide more detailed information on the TP actions and measures.

Table 8.1: Action Plan

Stage	Action
Detailed Design – Prior to occupation	Site layout design to prioritise accessibility by sustainable modes and provide cycle storage and electric vehicle charging facilities
3 months prior to occupation	Appoint Travel Plan Coordinator (TPC) and inform KMBC of contact details
	Prepare Staff Information Pack and arrange printing
Occupation of unit	Arrange for Staff Information Pack to be presented to staff
	Provide sustainable travel vouchers to staff on request and collate information on feedback forms
3 months after occupation	Undertake travel surveys and collate and report results to KMBC
Annually for five years	Repeat travel surveys and if targets not met provide further sustainable travel vouchers and personal travel planning advice