

A Planning Application by
CORDAGE ESTATES LIMITED

In respect of
**The Holt,
RAINHILL**

Travel Plan

November 2021



Document Management

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Document Review

	Status	Author	Checker	Approver	Date
01	Draft	SH/RJM	NH	NH	25 08 21
	Issue	RJM	NH	NH	25 11 21

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1 Introduction

- 1.1 Transport Planning Associates (TPA) has been commissioned by Cordage Estates Limited to prepare a framework Travel Plan (TP), relating to the proposed convenience store to be developed at the retained Holt public house at 285 Warrington Road, Rainhill.
- 1.2 The purpose of this TP is to promote sustainable travel patterns and encourage travel by non-car modes to and from the site, principally by staff.

Aims and Approach

- 1.3 The principal aim of the TP is to help reduce car usage (particularly single occupancy journeys) by encouraging an increase in the use of public transport, walking and cycling. This TP is based around two main phases; firstly, to take into consideration the initial transport conditions relevant to the existing site and the surrounding environment; and secondly, to propose a range of measures designed to increase travel awareness for the staff at the proposed store.

2 Application Site

The Development

- 2.1 The proposed development would provide a 342 m² convenience store located within the existing car park of The Holt public house. The public house will be retained and the car park would be revised to provide a total of 25 car parking spaces and a loading bay for the two land uses.
- 2.2 Pedestrians and cyclists would access the store via Warrington Road between the proposed convenience store and the public house. Pedestrian access to the public house will continue as existing from Warrington Road or from Holt Lane via the car park. New cycle parking is proposed for the convenience store between the proposed convenience store and public house.
- 2.3 Vehicular access to the car park would continue to be taken from a revised site access on Holt Lane.

Pedestrian Infrastructure

- 2.4 Footways are present to either side of the A57 Warrington Road. Their width varies from approximately 1.5 - 4.0 m in the vicinity of the site. Dropped kerbs and tactile paving are present at the traffic signal controlled junction with Holt Lane to assist pedestrians to cross the junction. Footways are also present along both sides of Holt Lane. Their width varies between approximately 1.5 – 2.0 m wide. Beyond the signalised crossing at Warrington Road, tactile paving is not provided.

Catchment area

- 2.1 The Institution of Highways and Transportation (IHT) publication '*Providing for Journeys on Foot*' identifies the desirable, acceptable and preferred maximum walking distances to various amenities. The distances in the table below are taken from Table 3.2 of the IHT publication, which set out the suggested thresholds for local services and amenities.

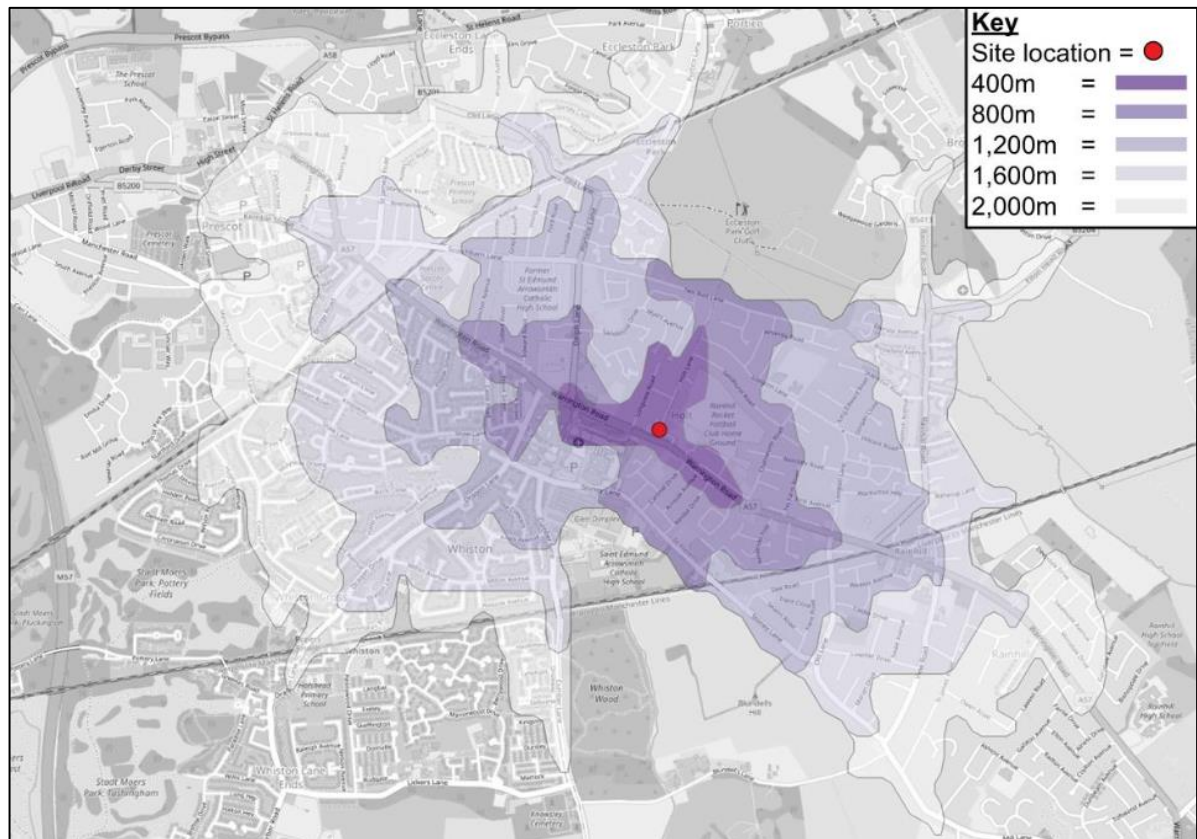
Table 2.1 IHT suggested walking distance thresholds

	Town Centres (m)	Commuting / School / Sight-seeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred maximum	800	2,000	1,200

Source: Table 3.2 of *Providing for Journeys on Foot* (IHT)

- 2.2 As shown in **Figure 2.1**, the location of the site is such that the majority of the surrounding residential area would be located within 1,200 m of the proposed convenience store.

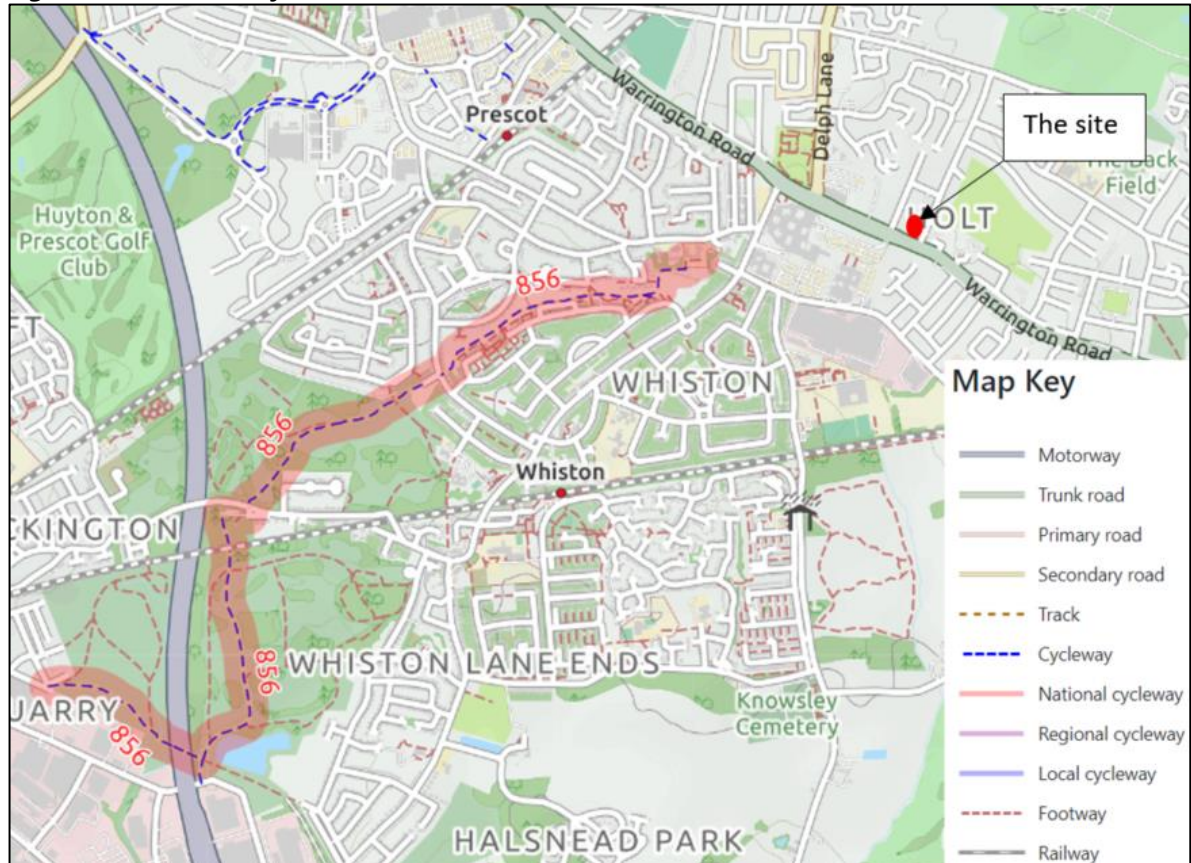
Figure 2.1 Walking catchment



Source: © OpenStreetMap contributors

Cycle Infrastructure

- 2.3 Whilst there are no identified cycle routes within the immediate vicinity of the Site, the A57 Warrington Road includes Advanced Stop Lines at the traffic signal controlled junctions in the vicinity of the site. Approximately 500 m to the south west of the site and starting close to Whiston Hospital, National Cycle Network Route 856 provides a connection with Huyton Quarry, passing through Stadt Moers Park.
- 2.4 **Figure 2.2** shows the location of the route relative to the site.

Figure 2.2 Local Cycle Route

Source: © OpenStreetMap contributors

- 2.5 A 5 km catchment from the site (based on a journey time of 20 minutes at an average speed of 15 km/h) would include all of Whiston, Rainhill and Prescott as well as Huyton and Thatto Heath are accessible within a 20-minute cycle journey from the Site.

Public Transport

Bus Services

- 2.6 The closest bus stops to the site are located approximately 155 m to the west along Warrington Road. A total of four bus routes can be accessed from these stops, as summarised in the following table.

Table 2.2 Bus Services

Route Number*	Operator	Route	Frequency/hour		
			Monday to Friday	Saturday	Sunday
10A	Stagecoach Merseyside and South Lancashire	Liverpool, James Street - St. Helens Bus Station	5		2-3
10A	Arriva Merseyside	Liverpool ONE Bus Station - Hall Street	4		2-3
61	Arriva North West	Liverpool - Palace Fields	1-2		1
289	Cumfybus	Kirkby - St Helens	1		-

Source: www.bustimes.org

* excludes school services

Rail services

- 2.7 There are two railway stations located within 1.3 km of the site. Rainhill station is located approximately 1.2 km to the east of the Site. The station can also be accessed via the 10A and 61 bus routes within a journey time of less than 10 minutes.
- 2.8 The station is managed by Northern Trains and provides access to services on the Liverpool City Line between Liverpool and Manchester. Frequent services from the station are provided towards Crewe, Liverpool Lime Street and Warrington Bank Quay. There are also services towards Manchester Victoria and Wigan North Western. Services are provided every 30 minutes during weekdays and Saturdays as well as hourly towards Manchester Victoria and Liverpool Lime Street.
- 2.9 Eccleston Park station is located approximately 1.3 km to the north of the site. The station, which is also managed by Northern Trains, provides access to services on the Liverpool to Wigan City line, with a service frequency of 2 trains per hour.

3 Objectives & Targets

The Focus of the TP

- 3.1 This TP is focused primarily on the employees at the proposed convenience store. The measures set out in the TP are intended to encourage staff to vary, or reduce, their reliance on private car travel to the site.
- 3.2 This focus on staff has been adopted because it is considered more realistic to seek to implement quantifiable initiatives with staff than with customers whose travel patterns are more variable. However, it is recognised that not all customers have access to a car and there is the potential to influence customer travel behaviour to a degree. For example, there is the option of adopting online food shopping.

Objectives

- 3.3 There are a number of objectives, both at national and local level that the implementation of the TP is intended to help fulfil, namely:
- to influence the travel behaviour of employees;
 - to generate fewer staff single-occupancy car trips by influencing a modal shift in travel to the store and public house;
 - to encourage safe and viable alternatives for accessing the store and public house;
 - to help improve the health of staff and customers; and,
 - Recognising that social inclusion is vital in promoting accessibility to the store and public house by non-car based modes.

Existing Staff Travel Mode Split and Targets

- 3.4 A travel survey of staff working at the proposed convenience store will be undertaken within 3 months of the opening of the store. The survey will be used to establish a baseline modal split for journeys to work by staff. The results of the baseline survey will be incorporated in the TP. An example of the staff questionnaire to be used is contained at **Appendix A**.
- 3.5 Prior to the opening of the store, initial mode share targets for the development have been derived using the data from the 2011 Census data. This data, which has been sourced from the NOMIS website for work trip origins from Knowsley (QS701EW), was considered to represent a suitable proxy for the likely mode split of future staff.

- 3.6 The initial mode share values, together with a target mode share value are presented in **Table 4.1**. The modal splits will be updated once the convenience store is occupied and staff travel surveys can be undertaken.

Table 3.1 Modal Share and Targets

Mode of Travel	Baseline Mode Split (2011 Census Data)	Target Mode Share %	Percentage Change
Driving a vehicle	61%	51%	-10%
Passenger in a vehicle	8%	9%	+1%
Taxi	2%	2%	-
Walking	10%	14%	+4%
Bicycle	2%	3%	+1%
Bus	11%	15%	+4%
Train	6%	6%	-
Total	100%	100%	

Source: Opening year taken from Knowsley Local Authority area (QS701EW) Nomis 2011 Census Data

- 3.7 The above includes an aspirational target to reduce the percentage of those driving to work by 10% over the next 5 years. This would therefore increase the percentage of those using sustainable methods to travel to work.
- 3.8 Subsequent versions of the TP will include targets based on the survey results with the aim to increase non-car modal share, which the Travel Plan Co-ordinator will help to monitor and coordinate. The targets set will be SMART (i.e. Specific, Measurable, Realistic and Time-bound).

4 TP Initiatives

Introduction

- 4.1 As noted, the TP will set out a range of measures and initiatives designed to influence the modal choice for the journey to work by staff working at the proposed convenience store. The following section of the TP sets out the range of measures and initiatives that are proposed to encourage staff to adopt more sustainable modes of travel.

Travel Plan Coordinator

- 4.2 A Travel Plan Coordinator (TPC) will be appointed by the convenience store operator at least 1 month prior to the planned opening of the store. It should be noted that the role of the TPC will form part of the individual's overall job role and responsibilities. The TPC will be responsible for the preparation and implementation of the TP and for leading the strategy to meet its aims and objectives.
- 4.3 The TP is to be prepared and implemented as soon as is practicable and no later than 3 months following the planned opening date of the store. This will ensure that the travel patterns of staff working at the store can begin to be influenced from an early stage.
- 4.4 It is envisaged that the role of the TPC will comprise, but not necessarily be limited to, the following activities:-
- (i) to lead the strategy for meeting the objectives of the TP;
 - (ii) to design and implement effective marketing and awareness-raising campaigns to promote the TP;
 - (iii) to set up and co-ordinate groups that can dictate or influence strategies to improve non car modes of travel, as required;
 - (iv) to obtain and maintain commitment from the convenience store operator and to notify staff of progress in meeting its objectives;
 - (v) to coordinate data collection to develop the TP;
 - (vi) to monitor the impact of the TP on staff modes of travel and,
 - (vii) to act as the point of contact for staff requiring additional information and as a point of contact for the local highway authority, when required.

Provision of Travel Information

- 4.5 Information relating to the potential for travel to the Site by non-car modes will be disseminated to staff by way of a Travel Awareness notice board located within the store.
- 4.6 A copy of the TP will be made available on the staff notice boards in order to advise staff about the introduction of the TP. The notice boards will provide information about the TP and the reasons for its implementation. It will provide information on available public transport provision in the vicinity of the store, display bus timetables and provide information regarding local cycle and pedestrian routes to the Site.
- 4.7 The provision of travel information will be provided to staff as part of their employment pack before they start work at the new premises.

Measures to Promote and Facilitate Cycling

- 4.8 The proposed convenience store will provide the following facilities to encourage use of cycling to and from the Site:
- Provision of secure and visible cycle parking stands. These will be located between the proposed convenience store and public house;
 - Provision of information about the local cycle network illustrated on maps to be made available to staff through the Travel Awareness notice board;
 - Promotional material from organisations such as Sustrans and 'bikes4all'
 - Promotional information and notice of cycling events; and
 - Arrangement of free transport home for staff in the event of an emergency (guaranteed ride to home scheme).
- 4.9 The potential for a staff discount on purchasing a bike subject to operator agreement will be investigated. Information regarding this scheme will be advertised to all staff by the TPC during their induction, should it be implemented.
- 4.10 Leaflets detailing the health benefits of cycling will be placed on the staff travel notice board.

Measures to Promote Walking

- 4.11 The store will provide the following facilities on its Travel Awareness notice board to encourage use of walking to and from the Site to include:
- Maps illustrating pedestrian network routes in the vicinity of the store.

- The walking website www.walkit.com with promotional material made available; and
- Leaflets detailing the health benefits of walking.

Measures to Promote and Facilitate Public Transport Use

4.12 Increased accessibility to, and the use of, public transport is considered to be a key element of any TP. The TPC will implement the following measures to encourage public transport use:

- Provide up-to-date public transport information including timetables, bus stop locations and rates together with bus company contact information on the Travel Awareness notice boards;
- Information on discounts available and any potential further bus routes in the immediate area; and
- Organise a free ride home for those employees who travel by public transport in the event of an emergency.

Measures to Promote and Facilitate Car Sharing

4.13 Car sharing is a good means of reducing single-occupancy journeys to work. However, it is noted that the practicalities of car sharing within the convenience store may be limited due to varying staff shift times and home location.

4.14 There are recognisable benefits associated with car sharing, including:

- reduced travel costs;
- opportunities to travel without the stress of daily driving; and
- opportunities to socialise.

4.15 These benefits are also highlighted by the Energy Saving Trust; information on which will be provided on the Travel Awareness notice boards.

4.16 Notwithstanding this, the TPC will advise staff of the potential for car sharing who will also increase awareness of the Lift Share car sharing web-site.

Cycle Parking Provision

4.17 Cycle parking for staff at the convenience store will be provided as part of the proposed scheme. The amount of cycle spaces will be reviewed as part of the travel survey analysis. If necessary, the TPC will liaise with the store operator to increase provision if required.

Benefits to the Individual

- 4.18 In order to achieve “buy in” from staff and to successfully promote the plan, it is important to outline the benefits to the individual. Suitable information will be displayed on the Travel Awareness notice boards, to describe improved health, cost saving, convenience, and social benefits that can be derived from a change to more sustainable travel.

Benefits to the Store

- 4.19 The implementation of the TP will also lead to benefits for the store including reduced sickness, community recognition, improved recruitment and staff retention, together with increased sales due to improved accessibility.

Benefits to the Environment

- 4.20 A successful TP will lead to a change in modal shift and a reduction in the use of the car. As cars are a major generator of pollutants (for instance emissions from road transport now constitute over 70%¹ of all emissions of carbon monoxide) this could lead to improvements in local air quality.

Travel Surveys

- 4.21 Repeat surveys of the staff travel to work will be undertaken as part of the review process and will be carried out annually from the date of the initial survey. The first Travel Survey will be undertaken within 3 months of the opening of the store.

¹ Department of the Environment Transport and Regions 1999

5 Implementation and Monitoring

Implementation

- 5.1 All staff will be issued with a copy of the TP when commencing employment at the Site. A copy of the TP will also be placed on the Staff Awareness Notice Board.
- 5.2 A draft action plan to support the implementation of the TP has been developed as set out in the following Table.

Table 5.1 Draft Action Plan

Initiative / Measure	Timescale	Responsibility
Appoint TPC	Prior to Store Opening	Store Operator
Issue travel information to staff	Prior to Store Opening	Store/Public House Operator
Issue TP to all staff	At start of employment	Store/Public House Operator
TP Notice Board	On occupation	Store/Public House Operator
Initial Travel Survey	3 months after the opening of the store	Store/Public House Operator
Annual Travel Survey	12 months after the initial survey and annual thereafter	Store/Public House Operator
Annual Monitoring Report (entailing the updated action plan)	Following the annual surveys	Store/Public House Operator

- 5.3 The Action Plan will be reviewed annually by the TPC and updated as required to reflect ongoing or new initiatives and measures that are identified following each review.

Monitoring

- 5.4 Regular monitoring of the TP will be important to enable an understanding of whether its objectives and targets have been met. Monitoring will also help inform the review process and the need for subsequent changes.
- 5.5 Monitoring will be carried out at the following stages during the occupation of the development:

- An initial survey will be carried out 3 months after the opening of the store; and
- Every year for five years.

5.6 The survey will be take the form of a questionnaire such as that provided in **Appendix A** and distributed to all staff of the convenience store and public house. The surveys will aim to identify the following information:

- Where staff work;
- Their mode of travel to work;
- The duration of travel;
- Any barriers to particular types of travel;
- Those staff who are most willing to change their travel habits; and
- The popularity of the various incentives and measures to change modes of transport.

5.7 The surveys will comply with the Data Protection Act. Personal data will not be used or disclosed in any manner incompatible with the purpose for which it is collected and the respondents will be informed of the uses of the data. It is likely that staff will be identified as numbers in any databases.

5.8 As mentioned above, the annual surveys will be conducted every year for five years. The monitoring report will identify the percentage of individual travel modes used by the staff.

5.9 Should the targets set in the TP not be met by year five, it is likely that the potential for mode change will have been exhausted and no further changes to staff modes of travel will be sought.

APPENDIX A

INTRODUCTION

This travel survey is being undertaken of all employees to determine existing travel patterns.

It is important to answer all questions honestly and in full for us to assess whether improvements can be made to your transport to and from work.

Please complete the questionnaire based on your typical travel to work journeys during a normal working day. The information provided will be treated confidentially, at no stage will individuals be identified.

A – General Information

1. What is your normal work pattern?

Full time day shifts ☐
 Part time day shifts (i.e. mornings / afternoons) ☐
 Other, please specify ☐

2. What is your full home postcode?

3. Do you work

Fixed shift patterns ☐ Flexible hours ☐

4. Are you?

Male ☐ Female ☐ Prefer not to say ☐

B – Your Travel

6. Please indicate the **main way** in which you travel **TO AND FROM** work on a normal weekday and weekend? (Tick box or boxes that apply ☒)

	Weekday
Bus / Coach	
Pedal Cycle	
Walked	
Motorcycle / Moped	
Taxi	
Car (Driver)	
Car (Passenger)	
Train	
Other Please Specify.....	

7. How long does your typical journey to work take? (Approximately)

Time (mins)

8. **If you car share**, how many times per week do you share the journey to work?

Days per Week

9. **If you drive to work** what are your main reasons for doing so? (Tick box or boxes that apply ☒)

Essential to perform Job	Safety Reasons	
Drop / Collect Children	Lack of Alternatives	
Health Reasons	Others (please State)	
Time of Shift		

10. If you drive to work, what are the main barriers that prevent you from using alternative modes of transport?

.....

C – Parking

11. If you drive to work where do you park?

On site ☐
Off site ☐

Reason for parking off site

.....

12. If you park away from the site, what car park or street do you park in/at?

.....

D – Alternatives

13. **If you had to use an alternative** which would you prefer to use to travel to/from work? (Please number from 1 to 6, 1 being most preferred and 6 being the least preferred)

Bus	Motorbike / Moped	
Walk	Car Driver Solo	
Pedal Cycle	Car Share	

14. Would you consider **taking part in a car share scheme**? (Tick box that applies ☒)

Yes ☐ No ☐

15. Please **rank** the following **options** that would **encourage you to use public transport, cycling and walking**? (Please number from 1 to 7, 1 being most popular and 7 being the least popular)

More direct bus routes	Discount on cycling equipment	
More frequent bus services	Off-highway cycle links	
Discount travel tickets	Staff parking charge	
Better lighting at bus shelters and footpaths	Others	