

TRAVEL PLAN

Williams Tarr Construction Limited

Proposed Industrial Extension, Halewood

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Travel Plan

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1 Introduction

Background

- 1.1 Vectos has been instructed by Williams Tarr Construction Limited to provide highways and transportation advice in relation to an extension of an existing industrial development off Renaissance Way in Halewood.
- 1.2 The site is located within an existing industrial park, located south of the built up area of Halewood, and north of the built up area of Speke. It is currently occupied by the company Seqirus, one of the world's largest influenza vaccine companies. It is one of a number of sites operated by Seqirus within the existing industrial park.
- 1.3 The proposed development seeks to provide an extension (approximately 1,060sqm) to one of their existing buildings for new egg incubator capacity which supports manufacturing for Seqirus. The extension will result in a loss of parking on the site but will not generate significant numbers of additional trip movements.

Purpose of the Travel Plan

- 1.4 A Travel Plan can be thought of as a pyramid of measures. The plan is built from the bottom up, with decisions and actions at each level creating the conditions that provide the foundation for success at the next level up. A diagrammatical explanation of this is provided in **Figure 1.1**.

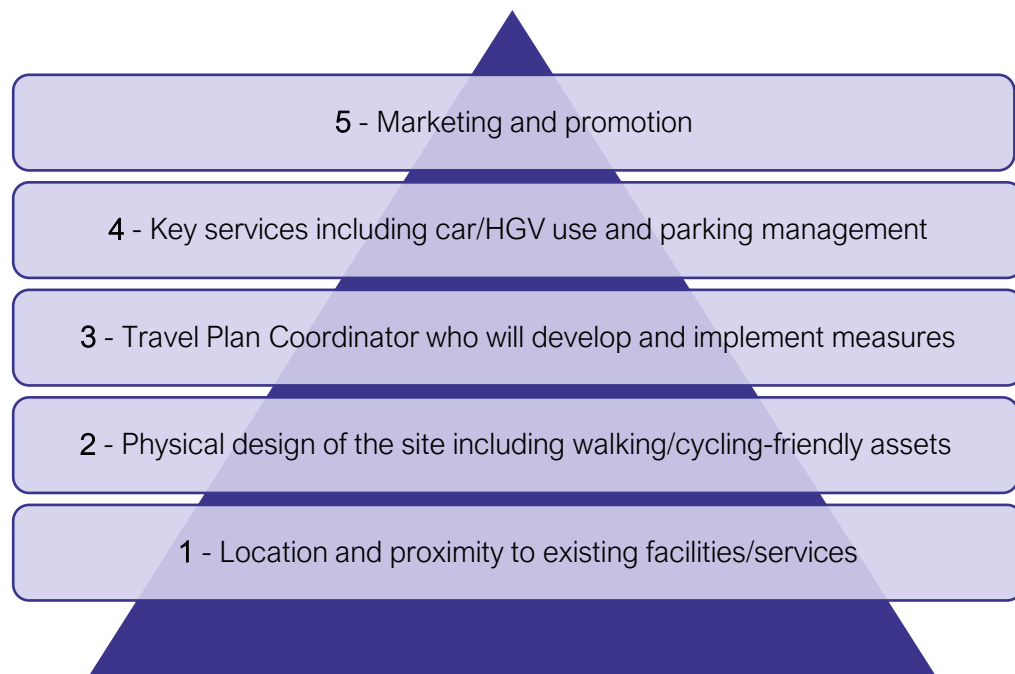


Figure 1.1: Travel Plan Pyramid

- 1.5 A Travel Plan addresses all types of trips to and from the development. It sets out the implementation, marketing, monitoring, and a variety of travel measures to meet pre-agreed travel targets which are then reviewed on a regular basis. They also offer many benefits such as increasing safety and creating healthier working environments.

- 1.6 The travel planning process should be site-specific, taking into account the characteristics of the site such as its location, surrounding transport infrastructure and the nature of its operation. It should also be a flexible document which can and will be adapted to suit changes in the site's characteristics over time.
- 1.7 This Travel Plan document provides a strategy to reduce the potential traffic impacts on the local environment, improve the management of transport to and from the site and promote sustainable travel modes where possible. Specifically, it will include measures focussed on:
- Encouraging the use of more sustainable travel choices amongst staff; and
 - Reducing the overall need for travel to the site amongst staff;
- 1.8 It should be read in conjunction with the Transport Statement which has been prepared to accompany the development proposals on the site.

2 Existing Conditions

Development Site and Location

- 2.1 The site is located within a large industrial estate, located to the south of Halewood and north of Speke. The surrounding area to the north/south includes the residential area of Halewood and to the east/west there are a variety of industrial sites relating to medicine, vehicle, train, and bus manufacturing. An ariel view of the exact site location is shown in **Figure 2.1**.



Figure 2.1: Site Location

- 2.2 The site is currently occupied by the company Seqirus. They focus on egg-based bulk manufacturing within their Liverpool location, which then leads to seasonal influenza vaccines that are distributed across the northern and southern hemispheres.
- 2.3 Seqirus is made up of a number of different sites in the industrial estate and they all operate 24 hours a day. The main locations within the vicinity of the proposed development site are identified in **Figure 2.2**. The proposed development site is identified as Site 6.



Figure 2.2: Seqirus Site Main Unit Locations

- 2.4 The main access to the development site is from North Road/ Renaissance Way. A separate pedestrian only access is provided.
- 2.5 Within the site, car parking and servicing are separated. The service yard is located to the west of the building with car parking located to the east of the building. There is car parking space for 111 vehicles within the site.

Surrounding Highway Network

- 2.6 To the west of the site approximately 100 metres away is Renaissance Way/ North Road. This is accessed by using a priority-controlled junction. Renaissance Way/ North Road primarily serves as the main connection between the rest of the industrial estate and towards the rest of the strategic highway network using the A561. It is subject to a 20 mph speed limit and has a width of around 7 metres.
- 2.7 For most of the surrounding roads in the vicinity of the site and throughout Renaissance Way/ North Road, includes street lit footways on both sides of the carriageway with zebra crossing infrastructure placed intermittently until leaving the industrial estate. There is also a shared footway when heading southbound along Renaissance Way and this continues along the A561.

- 2.8 Further south of the site, approximately 670 metres down is the A561. This is a dual carriageway road and is the main east to west route, providing connection with Speke, Liverpool, Widnes, Runcorn and Warrington.
- 2.9 To the west to the site, approximately 470 metres away is Woodend Avenue which is connected by a priority-controlled junction from Shaw Road. This road is subject to a 30 mph speed limit and there are chevron markers seen separating traffic. Woodend Avenue provides the main connection for local destinations such as Speke, Hunts Cross, Halewood, Woolton and Belle Vale. There are footways on both sides of the carriageway with street lighting.

3 Accessibility by Sustainable Modes of Travel

Active Travel Accessibility

Walking

- 3.1 The Institution of Highways and Transportation (IHT) document 'Guidelines for Providing for Journeys on Foot' (2000) contains suggested acceptable walking distances for pedestrians without mobility impairment for some common facilities. The guidelines suggest that an acceptable walking distance for commuting/ school purposes is 1 kilometre, with a preferred maximum distance of 2 kilometres. Walking can also be promoted as part of a multi-modal journey, particularly with public transport.
- 3.2 The more recent CIHT document 'Planning for Walking' (2015) affirms this by stating that 80% of journeys shorter than a mile (approximately 1.6 kilometres) are made wholly on foot.
- 3.3 An analysis of the pedestrian routes in the area has been completed to identify areas situated within 1- and 2-kilometre catchments. This highlights a number of residential areas to the north and south of the site being within acceptable walking distances.
- 3.4 The site is well located to encourage journeys to be undertaken on foot. The surrounding area is predominantly industrial in nature but with a 20mph speed limit. Pedestrian movements in the vicinity of the site are supported by a network of street lit footways on both sides of the carriageway.
- 3.5 Pedestrian crossings, both controlled and uncontrolled, are provided at key junctions within the local highway network to facilitate movement.
- 3.6 Heading west of the site there is a public foot/cycle path under the name of Blackburne Drive. This includes a bridge over the railway tracks which will allow users connection with the nearby residential areas and to amenities such as Halewood shopping centre.
- 3.7 The bus is also located only a short walking distance away which is useful for multimodal journeys.

Cycling

- 3.8 Cycling is an increasingly popular mode of transport and is an effective mode for short trips. The Department for Transport's (DfT) Local Transport Note 1/20 identifies that many utility cycle journeys are under 3 miles (5 km) although for commuters a trip distance of over 5 miles (8 km) is not uncommon.
- 3.9 An initial 5km catchment would incorporate additional residential areas around Hunts Cross, Woolton, Garston and Hale.
- 3.10 As previously noted, there is good cycle infrastructure surrounding the building as there is a shared cycle path which leads to A561, providing a connection with Hough Green, Appleton and Runcorn.
- 3.11 The foot/cycle path through Blackburne Drive passes over the railway tracks using a bridge. It connects with residential areas in Halewood and further industrial units to the north and northeast.

Shared Travel Accessibility

Bus

- 3.12 The nearest bus stop is located on Woodend Avenue, which is approximately 500 metres from the site. The northbound stop and the southbound stop provide a flagpole stand with a timetable. There is also a bus stop located on the A561 Speke Boulevard in which includes further variety in services.
- 3.13 **Table 3.1** provides a summary of the key bus services that operate on Woodend Avenue and the A561 Speke Boulevard.

Service No.	Route	Approximate Frequency (services per hour)					
		Mon – Fri				Sat	Sun
		AM Peak	Midday	PM Peak	Evening		
3 / 3A	Huyton Industrial Estate - Halewood/Liverpool John Lennon Airport	1	1	1	1	1	-
80 / 80A	Liverpool - Speke Liverpool - John Lennon Airport	2	2	2	-	2	-
81A	Liverpool John Lennon Airport - Bootle	2	2	2	-	2	-
82	Liverpool - Liverpool South Parkway or Speke	7	6	6	3	4	4
89	St Helens - Liverpool John Lennon Airport	3	3	3	3	2	2

Table 3.1: Bus Service Frequency per Hour

Rail

- 3.14 The nearest railway station is at Hunts Cross. This is approximately 1.9 kilometres away which equates to a 22 minute walk or 7 minute cycle time.
- 3.15 Operated by Merseyrail, there are services every 7 to 15 minutes, providing accessibility to locations such as Southport, Liverpool and Manchester. There are designated areas for cyclists on all trains.

4 Travel Plan Management Strategy

Travel Plan Objectives

- 4.1 This Travel Plan aims to reduce the impacts of transport on the local environment and increase methods of access to the site. It will include measures to increase travel choice and reduce dependency on the car by way of the following:
- Reducing the need for travel;
 - Reducing single-occupancy car travel; and
 - Encouraging the use of more sustainable travel choices, such as walking, cycling, public transport, and car sharing.
- 4.2 For clarity, this relates to the proposed development site only, identified previously as Unit 6.

Travel Plan Coordinator

- 4.3 In order to review and monitor the Travel Plan objectives, Seqirus will appoint a Travel Plan Coordinator (TPC). Details will be provided to the Council in due course.
- 4.4 Day-to-day operation and management of the Travel Plan will be carried out by the TPC who will promote, maintain, monitor, and review it. The TPC will be the focal point and point of contact for all travel-related issues amongst staff at Unit 6.
- 4.5 The role of the TPC will include (but not be limited to):
- Coordination of travel surveys;
 - Preparation and distribution of travel information and marketing material;
 - Engaging with staff on site on travel and transport related issues;
 - Responding to travel issues/questions;
 - Implementation of the Travel Plan Action Plan; and
 - Monitoring of the Travel Plan.
- 4.6 The Travel Plan is fully supported by management at Seqirus with their staff providing the resource for the Travel Plan implementation. Financial measures will be considered at an appropriate time and a suitable budget will be set aside for the Full Site Travel Plan and its initiatives, if these require funding.

Baseline Travel Surveys

- 4.7 Travel surveys will be conducted once the extension has been built as travel surveys will be useful to gain an understanding of site-specific travel patterns amongst staff. This will also help to assist in the Travel Plan targets and objectives.

- 4.8 Upon completion of the baseline travel surveys, and analysis of the data, a Travel Plan update will be prepared with suggested targets to encourage travel by more sustainable modes.

Travel Plan Measures

- 4.9 The objectives of the Travel Plan will be supported by a series of physical and behavioural measures for the site. These are to encourage greater use of public transport, cycling and walking for trips to and from the site, and to minimise the level of single occupancy private car trips.
- 4.10 The measures included in this Travel Plan are intended to encourage and promote travel by sustainable modes amongst staff. As far as possible, the measures set out are designed to be suitable for review and monitoring.
- 4.11 The selection of measures is not exhaustive and additional measures can be added to the list in the future as the Travel Plan develops. A sample is included below:

— General Information Provision

- Information on sustainable travel will be provided to staff in the form of information on flyers and posters in the staff room.
- The production of a simple Travel Plan Information Pack which could be made available as a reference document for staff.
- Internal postings (for example with payslips for staff or site newsletter) could also be used as appropriate to disseminate information such as regarding the National Cycle to Work Week.
- There are many mobile phone apps which are relevant to travel activity, and which can help to influence travel behaviour. Relevant mobile phone travel apps/websites will be investigated by the TPC and circulated to staff and visitors.

— Walking

- Travel Plan Coordinator liaison with the Highway Authority to ensure that potential pedestrian walking routes are appropriately maintained.
- Staff and visitors informed of Active Travel through the use of information sheets which provide evidence of the benefits of walking and cycling for better health. Examples are available via websites such as www.sustrans.org.uk.
- A promotional poster highlighting the benefits of walking to be displayed within reception areas and on staff notice boards.
- Staff at the development could be provided with information on a WalkBUDi scheme (or similar) with details contained within the Travel Plan Information Pack. The key principle of this is to match individuals with others walking the same way so they can walk together.

— Cycling

- Monitoring of cycle parking facilities with additional cycle parking provided should demand warrant it.
- Consideration of a Cycle to Work scheme for staff.
- Promotional material on bicycle maintenance to be available to staff via notice boards or email as appropriate (available via www.sustrans.org.uk).
- Promotion of a local bicycle user group and health benefits to staff and visitors.
- Special travel events could be promoted at the site, which could include a Dr Bike style event for the site.
- Staff at the development could be provided with information on a CycleBUDi scheme (or similar) with details contained within the Travel Plan Information Pack. The key principle of this is to match individuals with others cycling the same way so they can cycle together

— Public Transport

- Up to date information provided on bus and train services, including route information and service frequencies, available to staff and visitors via notice boards or leaflets as appropriate.
- The Travel Plan Co-ordinator to liaise with the Local Authority and the public transport operators to ensure that information remains valid.
- The Travel Plan Co-ordinator to bring to the bus and rail operators attention any issues raised by staff/visitors to ensure that the potential for the use of these services to the site is maximised.
- Potential guarantee of a lift home for public transport users in the case of an emergency.

— Taxi and Car Sharing

- A list of suitably regulated local taxi and private hire operator contact details will be available at the site.
- The benefits of car sharing will be promoted to staff. This will outline the environmental and cost saving benefits of travelling with other people, and will include information on details of websites such as www.liftshare.com or www.blablacar.com which provides a database of people wishing to car share on certain journeys.
- Potential to investigate the provision of car share only parking spaces within the site.

— Reducing Travel Demand

- There are several ways employees can assist in reducing travel demands at a site in particular car travel. This could be through conference calling and flexible working patterns (including working from home). This will be specific to each shift and can be investigated further by the Travel Plan Coordinator.

Monitoring and Review

- 4.12 A programme of monitoring and review will be designed to generate information by which the success of the Plan can be evaluated. Monitoring and review will be the responsibility of the Travel Plan Coordinator and is envisaged to cover the following elements (as a minimum):
- Monitoring the use of cycle parking;
 - Monitoring the demand for additional cycle parking;
 - Monitoring the take up of a potential car share scheme; and
 - Recording of comments/observations received on transport and travel to the site.
- 4.13 Monitoring will be conducted by annual travel surveys and counts to determine the effectiveness of the Travel Plan in achieving its targets and overall objectives.
- 4.14 A Travel Plan Review should be completed every 12 months and will include the production of a short review note. The review of the Plan might include:
- Analysis of the latest travel survey responses;
 - The latest bus, cycle, and walking route information;
 - Consideration of any subsequent development or new transport provision in the local area and its implications for the Plan;
 - Review of targets for the future year;
 - Any additional measures, any changes/refinements to existing measures; and
 - Evaluation of the success of the various measures implemented to date.

5 Action Plan

5.1 In terms of operation of the Travel Plan, a schedule of suggested actions is shown in **Table 5.1**. These actions will be designed to maximise the uptake of sustainable transport and represent an effective strategy for the first iteration of the Travel Plan in order to achieve the mode share targets.

Action	Timescale	Owner
Assign a Travel Plan Coordinator	Short term	Seqirus
Conduct initial baseline travel surveys		Travel Plan Coordinator
Provide details of TPC to Knowsley Council		Travel Plan Coordinator
Provide copy of travel information brochure to all staff members		Travel Plan Coordinator
Establish travel notice boards for providing cycle / walk / car sharing / public transport information		Travel Plan Coordinator
Provision of information and implementation of measures aimed at promoting walking, cycling, public transport and car sharing.		Travel Plan Coordinator
Provide car sharing scheme information to staff		Travel Plan Coordinator
Provide travel awareness mobile phone application details to help plan journeys on foot, cycle and public transport		Travel Plan Coordinator
Provide links to Merseytravel and Traveline website through information flyers or poster in staff room		Travel Plan Coordinator
TPC to consider a Cycle to Work scheme for all staff	Medium term	Travel Plan Coordinator
The provision of guaranteed parking spaces for car sharers within specific areas of the site.		Travel Plan Coordinator
Establishing a Bicycle Users Group.		Travel Plan Coordinator
Provide links to Merseytravel and Traveline website through information flyers or poster in staff room		Travel Plan Coordinator
Consider the provision of a parking permit system. This will be looked into as a result of the Travel Plan Coordinator's annual review.		Travel Plan Coordinator
Ongoing monitoring and review	Long term	Travel Plan Coordinator

Table 5.1: Draft Action Plan

Contact

London

Network Building,
97 Tottenham Court Road,
London W1T 4TP.
Tel: 020 7580 7373

Bristol

5th Floor, 4 Colston Avenue,
Bristol BS1 4ST
Tel: 0117 203 5240

Cardiff

Helmont House, Churchill Way,
Cardiff CF10 2HE
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Exeter

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