



Redsun Projects Ltd

East Hub, Knowsley Framework Travel Plan

June 2023



Redsun Projects Ltd

East Hub, Knowsley

Framework Travel Plan

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CONTENTS

1.	Introduction	1
1.1	Preamble	1
1.2	Overview of the Travel Planning Process	1
1.3	BREEAM Sustainability Assessment	3
1.4	Report Structure	3
2.	Existing Conditions	4
2.1	Site Location and Existing Conditions	4
2.2	Local Highway Network	5
2.3	Modal Split	11
3.	Development Proposals	12
3.1	Proposed Use	12
3.2	Site Access Arrangement	13
3.3	Parking Provision	14
4.	Sustainable Accessibility	16
4.1	Introduction	16
4.2	Pedestrian Accessibility	16
4.3	Cycle Accessibility	19
4.4	Public Transport Services	21
4.5	LCC's Accessibility Score Calculator	23
4.6	BREEAM 2018 Accessibility Index	23
5.	Overarching Aim, Objectives and Benefits	24
5.1	Overarching Aim	24
5.2	Objectives	24
5.3	Benefits	24
6.	Travel Plan Targets	26
6.1	Purpose of Target Setting	26
6.2	Mode Share Targets	26
7.	Travel Plan Strategy	27
7.1	Overview	27
7.2	Travel Plan Coordinator	27
7.3	Marketing	27
8.	Travel Plan Measures	28

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8.1	Introduction	28
8.2	Promotion and Marketing	28
8.3	Travel Pack	28
8.4	Travel Database	29
8.5	Encouraging Walking	30
8.6	Encouraging Cycling	30
8.7	Promoting Public Transport	31
8.8	Promoting Car Sharing and Car Hire	31
8.9	Car Alternatives	32
8.10	Liaising with Stakeholders	32
9.	BREEAM Travel Plan Measures	33
9.1	Measures	33
10.	Monitoring and Review	35
10.1	Overview	35
10.2	Monitoring Strategy	35
10.3	Reporting	35
11.	Action Plan	36

APPENDICES

APPENDIX A BREEAM Accessibility Calculator 'AI'

APPENDIX B Example Staff Travel Survey

1. Introduction

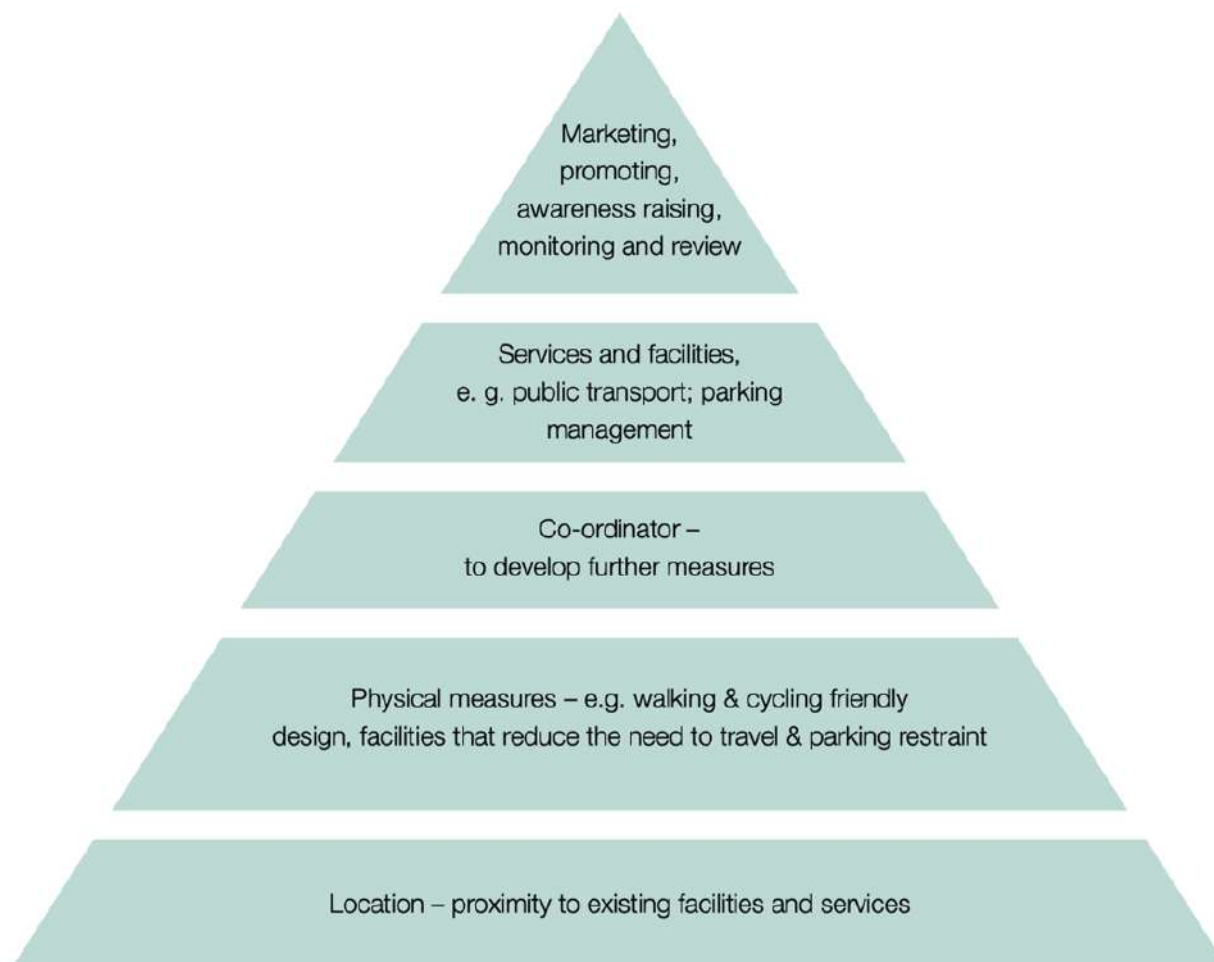
1.1 Preamble

- 1.1.1 Mode Transport Planning ('Mode') has been appointed by Redsun Projects Ltd (the 'Applicant') to provide transport planning and highways advice in relation to a planning application for an industrial development on the East Hub site, located on South Boundary Road on Knowsley Business Park.
- 1.1.2 The proposed development will comprise a single 4,645sqm industrial unit (Use Class B2/ B8), with ancillary office space (Use Class E(g)), on-site car parking provision, cycle parking and a service yard. Vehicular access to the development site is proposed via an upgraded access junction on Gale Road, and the existing access from Admin Road, via South Boundary Way.

1.2 Overview of the Travel Planning Process

- 1.2.1 A Travel Plan (TP) is a long-term management strategy for integrating proposals for sustainable travel into the planning process. The TP provides a strategy for managing travel demand and involves a dynamic process of implementation, monitoring and review to ensure that it is sustainable over the long-term.
- 1.2.2 The underlying aim of any TP is to minimise the number of single occupancy private car trips generated by a development, by encouraging a shift to more sustainable modes of transport, and as a result mitigating the impact of travel. A successful TP can be established by the Travel Plan Pyramid shown in [Figure 1.1](#).

Figure 1.1 : Travel Plan Pyramid (Source: Department of Transport)



1.2.3 This TP forms the starting point in providing the following:

- Details of the provision for cyclists, pedestrians, and public transport users;
- An example toolkit of sustainable travel measures;
- Potential milestone targets that could be developed for on-going implementation; and
- A strategy for ongoing monitoring and review would be developed and this would include the appointment of a designated Travel Plan Co-ordinator (TPC) who would take on specific responsibility for progressing and reviewing the uptake of measures.

1.2.4 The key objectives of the TP will be taken forward by a TPC who will seek to:

- Reduce the need to travel by car to and from the site;
- Promote the health and cost benefits of cycling, walking and using public transport;
- Promote the cost benefits of car sharing;

- Provide clear information to staff on sustainable modes of travel to and from the site; and
- Provide information to staff on the alternative sustainable modes of travel.

1.3 BREEAM Sustainability Assessment

- 1.3.1 The scheme is intended to be a BREEAM rated development that will create a more sustainable environment and will enhance the well-being of the people who work and visit the development site. Accordingly, this Framework Travel Plan (FTP) will assess the site in accordance with BREEAM 2018.

1.4 Report Structure

- 1.4.1 Following this introduction, the FTP has been structured as follows:

- **Chapter 2** reviews the existing conditions;
- **Chapter 3** presents the development proposals;
- **Chapter 4** sets out the sustainable travel connections for the site;
- **Chapter 5** sets out objectives and benefits
- **Chapter 6** identifies the Travel Plan Co-ordinator responsibilities;
- **Chapter 7** considers the measures and promotion of the Travel Plan;
- **Chapter 8** details the BREEAM measures;
- **Chapter 9** details the implementations and targets; and
- **Chapter 10** sets out the monitoring and review process.

2. Existing Conditions

2.1 Site Location and Existing Conditions

- 2.1.1 The site is located in a primarily industrial area known as Knowsley Business Park, on a parcel of brownfield land to the north of South Boundary Road, accessible via Gale Road.
- 2.1.2 As shown in [Figure 2.1](#), the development site is located c.2.5km to the southeast of Kirkby Town Centre, c.3.3km northeast of Gillmoss and c.5.7km west of Windle.

Figure 2.1 : Site Location Plan

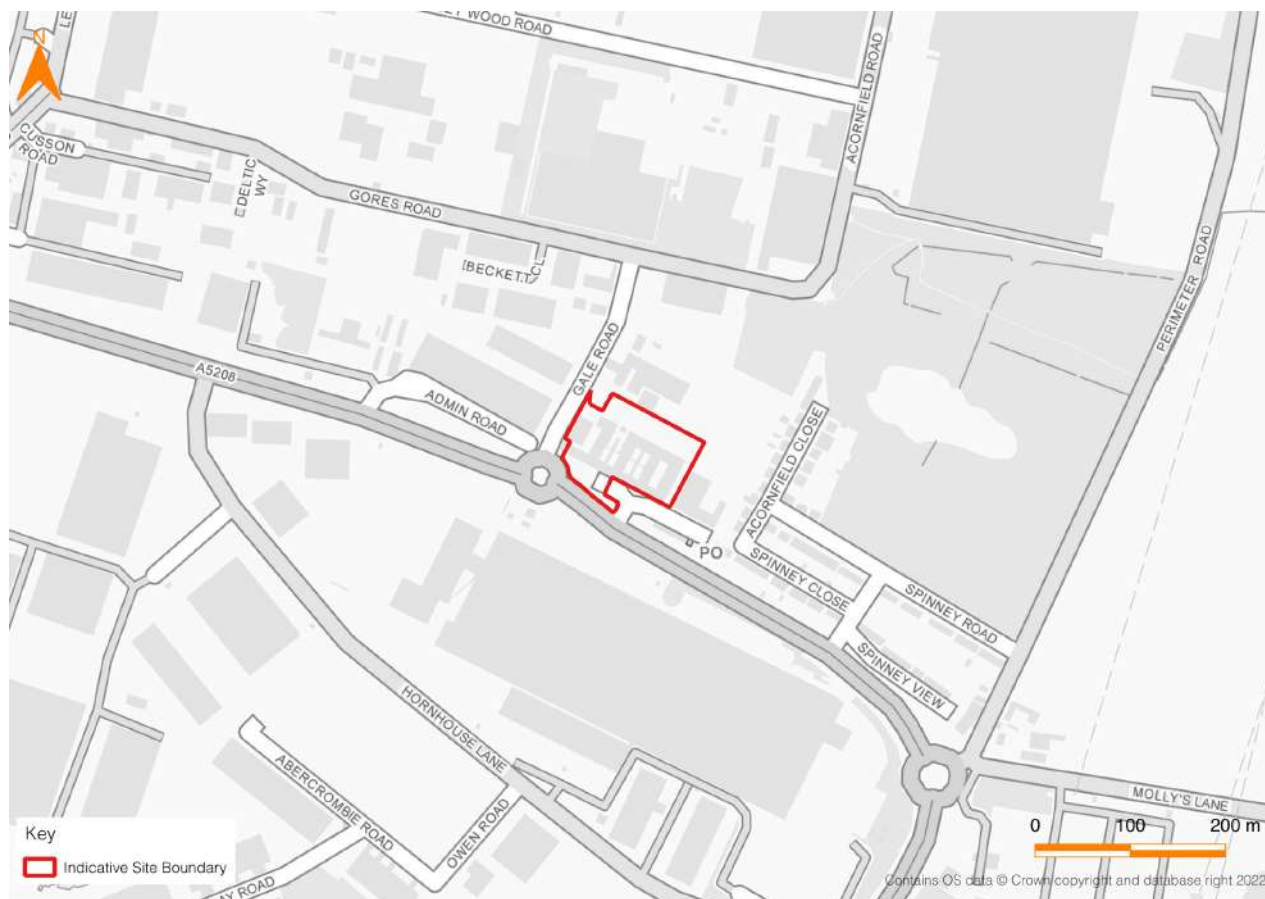


- 2.1.3 The development site is bound to the west by Gale Road, and to the south by the Admin Road and South Boundary Road (A5208). To the north and east, the development site is bounded by an existing industrial area.
- 2.1.4 According to Knowsley Metropolitan Borough Council's (KMBC) Local Plan Policies Map, the site is classed as a 'Primarily Industrial Area' and previously accommodated industrial units and businesses. Relatively recently the existing units have been demolished and the site cleared.

2.2 Local Highway Network

2.2.1 The location of the development site in the context of the local highway network is shown in Figure 2.2.

Figure 2.2 : Local Highway Network



South Boundary Road (A5208)

- 2.2.2 South Boundary Road extends on a broadly east-west alignment, forming a three-arm roundabout with Gale Road to the southwest corner of the site.
- 2.2.3 From the roundabout, South Boundary Road continues for c.500m and forms a roundabout junction with Perimeter Road and Coopers Lane. To the west, South Boundary Road continues for c.700m and forms a roundabout junction with Lees Road and Moorgate Road North.
- 2.2.4 In the vicinity of the site, South Boundary Road has a speed limit of 40mph with a carriageway width of c.18m providing two lanes in each direction. This includes a 3.0m wide kerbed central reservation.
- 2.2.5 A shared pedestrian footway/ cycleway is provided on either side of South Boundary Road with a width of c.2.5 - 3.0m.

- 2.2.6 The site access road benefits from tactile paving with dropped kerbs, while a signalised pedestrian crossing is located across South Boundary Road. The crossing benefits from tactile paving, dropped kerbs, guard railings and a pedestrian refuge island to aid safe pedestrian use.
- 2.2.7 Adjacent to the site, 3no. bus stops are located on a layby on the eastbound carriageway of South Boundary Road, and a bus stop is also located on the westbound carriageway. The bus stops benefit from a seating area, shelter and bus timetable information. A network of street lighting columns is provided along South Boundary Road.
- 2.2.8 **Photograph 2.1** shows the extent of South Boundary Road along with the 3no. bus shelter facilities, while **Photograph 2.2** shows the signalised pedestrian crossing across South Boundary Road.

Photograph 2.1 : South Boundary Road – Westbound



Photograph 2.2 : South Boundary Road - Signalised Pedestrian Crossing



Admin Road

- 2.2.9 An existing vehicular access is available at the site's southern boundary from Admin Road, which serves a small area of existing car parking (Photograph 2.3) and connects with South Boundary Road via a left in/ left out arrangement (Photograph 2.4).

Photograph 2.3: Admin Road – Existing Car Parking



Photograph 2.4 : Admin Road / South Boundary Road



2.2.10 The development site includes the existing area of car parking accessed via Admin Road, which is now under the ownership and control of the Applicant.

Gale Road

2.2.11 Gale Road abuts the development site's western boundary and provides access into wider Knowsley Business Park to the north and to South Boundary Road (A5208) via a three-arm roundabout to the south. An existing access to the site is taken from Gale Road via a simple priority arrangement.

2.2.12 Gale Road has a carriageway width of c.9.5m, providing one lane in each direction and is subject to a 30mph speed limit, as shown in **Photograph 2.5**. On-street parking restrictions are applied through the use of double yellow road markings along Gale Road.

2.2.13 Pedestrian footways of approximately 2m wide are provided on either side of Gale Road, with a network of street lighting columns. An existing southbound bus stop layby is located immediately to the south of the existing site access.

Photograph 2.5: Gale Road (northbound)



South Boundary Road (A5208) / Gale Road Roundabout

- 2.2.14 The South Boundary Road / Gale Road Roundabout is a three-arm roundabout located on the southeast boundary of the site. Gale Road creates the north arm while South Boundary Road creates the east and west arms.
- 2.2.15 Gale Road has one lane plus a flare on the approach to the roundabout, while South Boundary Road has a two-lane on the approach from both directions.
- 2.2.16 A shared pedestrian footway / cycleway is provided on either side of South Boundary Road, with an unsignalised pedestrian crossing across Gale Road. The pedestrian crossing benefits from tactile paving, dropped kerbs and a refuge island.
- 2.2.17 **Photograph 2.6** shows the extent of the South Boundary Road / Gale Road roundabout and pedestrian crossing facilities across Gale Road.

Photograph 2.6: South Boundary Road / Gale Road Roundabout



Gores Road

2.2.18 Gores Road runs in a broadly east-to-west alignment to the north of the site. It features a c.7m single carriage travelling in both directions, with c.3.4m footways on each side. Gale Road is subject to 30mph speed limits.

2.2.19 Gores Road benefits from a network of streetlighting and features double yellow lines to prevent on road parking. To the west, c.640m from the junction with Gale Road, Gores Road joins Lees Road at a priority junction, with Lees Road forming the major arm.

2.2.20 To the east, c.195m from the junction with Gale Road, Gores Road becomes Acornfield Road and continues north.

Wider Highway Network

2.2.21 The M57 motorway is accessible from the site via the A5208 (South Boundary Street) and the A5207 (Moorgate Road North).

2.2.22 The M57, known as the Liverpool Outer Ring Road, provides links between the Liverpool City Region area, as well as the M62 and M58 motorways.

2.3 Modal Split

2.3.1 To provide an accurate representation of the forecast modal split anticipated at the proposed development, the journey to work data for the population working in the site area has been reviewed. The modal split from the 2011 Census for 'Knowsley 005' Middle Super Output Area (MSOA) has been examined and is summarised in [Table 2.1](#).

Table 2.1 : Census Travel to Work Data – Modal Split (Knowsley 005)

Mode of Travel	Percentage
Driving by car or van	71%
Passenger in a car or van	9%
Bus, minibuss or coach	9%
On foot	5%
Bicycle	2%
Taxi	1%
Motorcycle, scooter or moped	1%
Train	1%

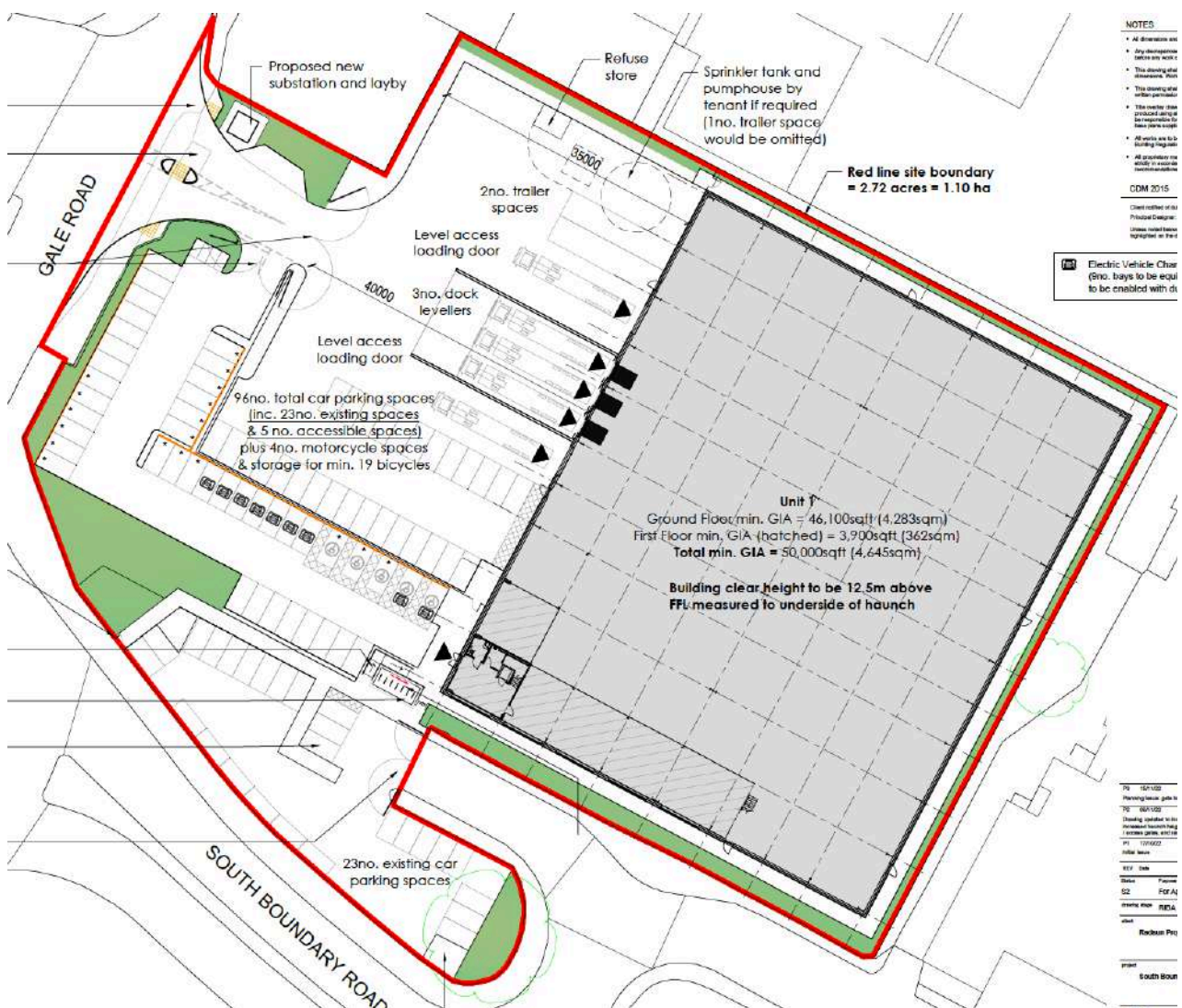
2.3.2 [Table 2.1](#) indicates that currently 80% of people travel to work by car or van, of which 71% are drivers and 9% are passengers. The census data also shows that 20% of people travel to work using more sustainable modes, including 5% on foot, 9% by bus and 2% by bicycle.

3. Development Proposals

3.1 Proposed Use

- 3.1.1 The proposed development will comprise a single 4,645sqm industrial unit (Use Class B2/ B8), with ancillary office space (Use Class E(g)), located at the East Hub site on South Boundary Road in Knowsley Business Park. The proposals include on-site car parking provision, cycle parking and a service yard.
- 3.1.2 The development site, including the existing area of car parking accessed via Admin Road, is under the ownership and control of the Applicant.
- 3.1.3 The proposed site layout is shown in Figure 4.1.

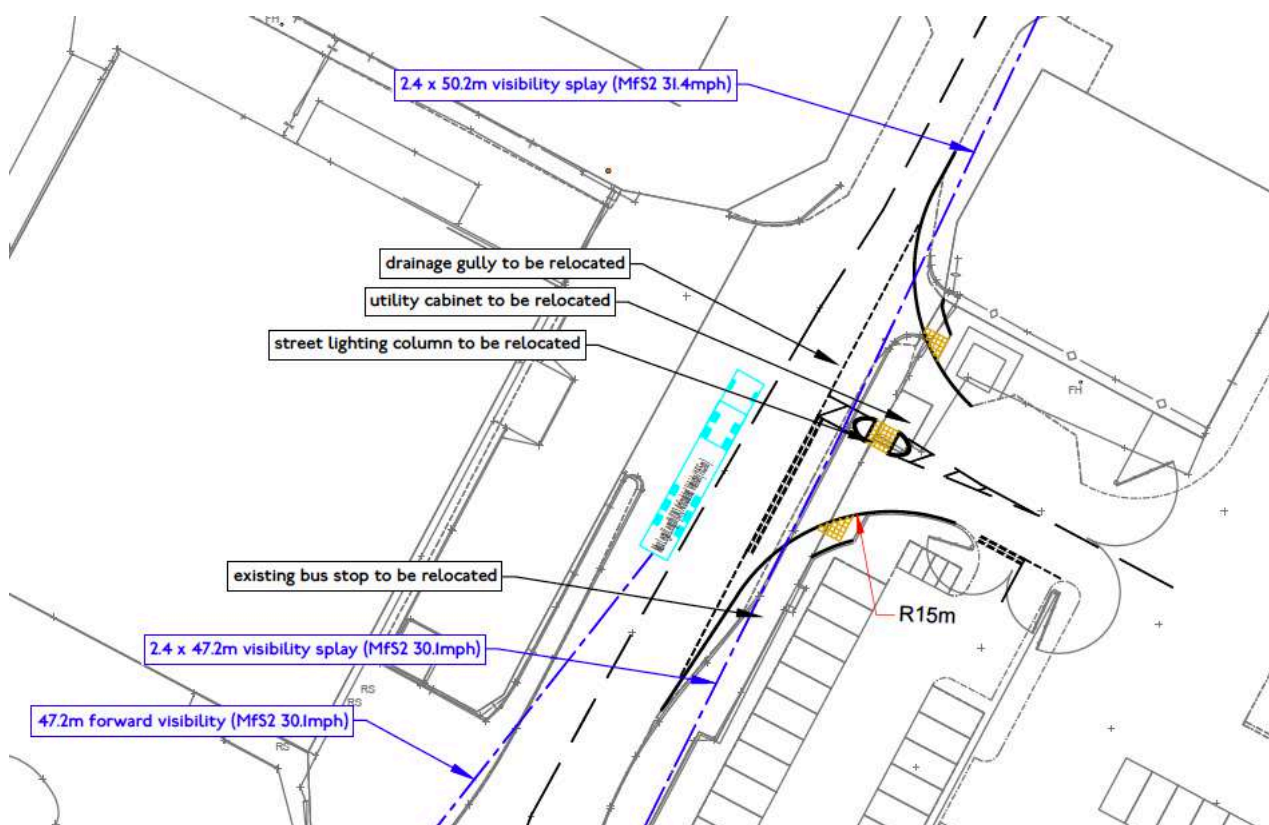
Figure 3.1 : Proposed Site Layout (source : AEW Architects)



3.2 Site Access Arrangement

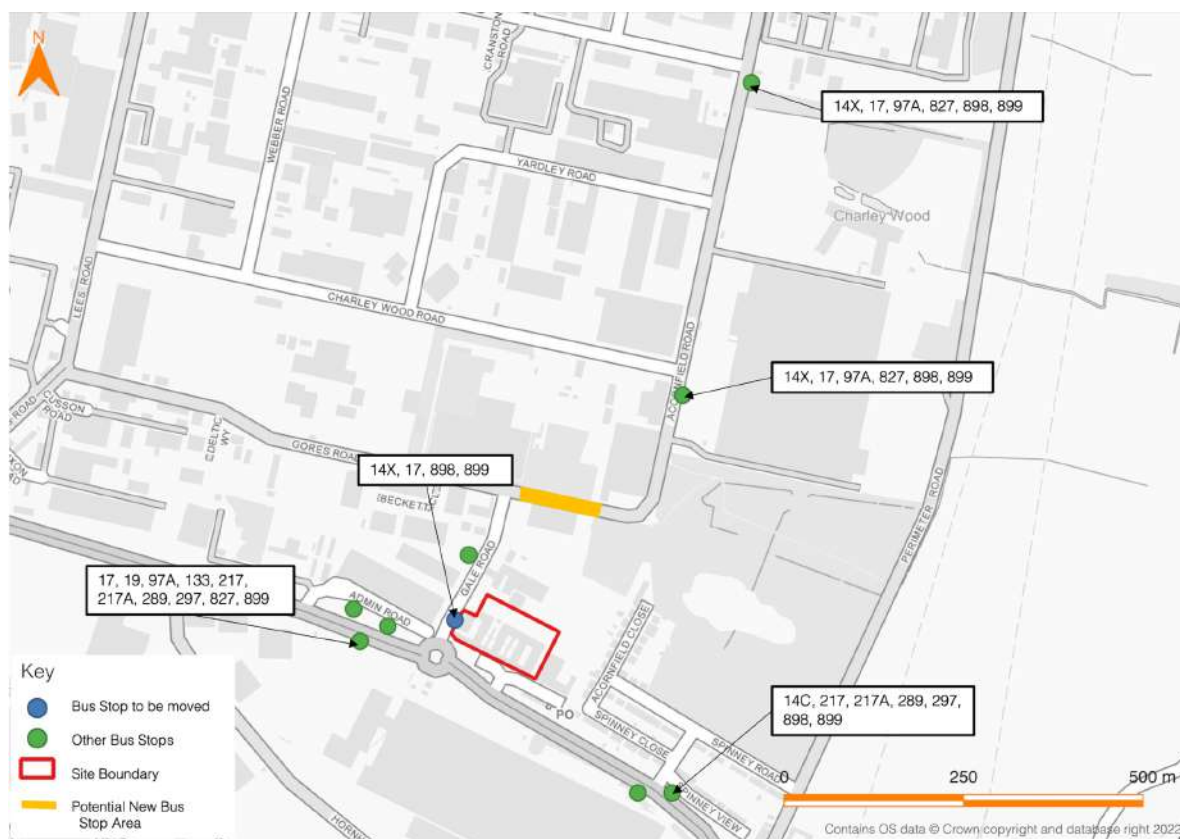
- 3.2.1 Vehicular access to the development site is proposed via an upgraded access junction on Gale Road, and the existing access from Admin Road, via South Boundary Way. This is shown in [Figure 3.2](#).
- 3.2.2 A separate 2m wide pedestrian access is proposed close at the south-east corner of the site, providing convenient traffic-free access through the site.

Figure 3.2 : Proposed Site Access Junction – Gale Road



- 3.2.3 There is an existing bus stop layby on Gale Road at the location of the proposed access junction. To facilitate the upgraded access junction, it is proposed that the bus stop is relocated to Gores Road, as indicatively shown in [Figure 3.3](#).

Figure 3.3 : Bus Stop Relocation



3.2.4 The area of parking to the south of the site will be served via Admin Road. The access arrangement from Admin Road will remain largely as existing, but with the inclusion of **inward opening** gates at the boundary of the site. As described previously, there is a section of Admin Road within the development site that still forms part of the adopted highway boundary.

3.3 Parking Provision

3.3.1 Local parking standards are specified in KMBC's Supplementary Planning Document '*Ensuring a Choice of Travel (2010)*' and have been summarised in [Table 3.1](#).

Table 3.1 : KMBC's Local Parking Standards

Development Type	Car Parking (Max)	Disabled Parking (Min)	Motorcycle (Min)	Cycle Parking (Min)
B2 'General Industry'	1 space per 45 sqm	Individual bays for each disabled employee plus 2 bays or 5% of total capacity	1 space per 1,000m (minimum 2 spaces)	1 space per 450 sqm (minimum of 2 spaces)
B8 'Storage and Distribution'	1 space per 100 sqm	Individual bays for each disabled employee plus 2 bays or 5% of total capacity	1 space per 2,000m (minimum 2 spaces)	1 space per 850 sqm (minimum of 2 spaces)

- 3.3.2 In total, the development proposals will provide 96no. car parking spaces. The site will provide 5no. disables spaces close to the entrance, as well as 9no. full EVCP spaces and a further 18 'cable-enabled' spaces and 4no. motorcycle parking spaces. 7no. Sheffield cycle stands are proposed, providing a total of 14no. secure cycle parking spaces, with 3no. existing cycle parking stands within the existing car park to be retained.
- 3.3.3 Parking provision complies closely with KMBC's local parking standards.

4. Sustainable Accessibility

4.1 Introduction

- 4.1.1 Current Government policy and guidance places significant emphasis on the promotion of sustainable transport modes for all new developments. This forms part of a long-term strategy to reduce the reliance on private car trips.
- 4.1.2 This chapter considers accessibility via sustainable modes of transport to the proposed development site, including access by public transport, cycle and on foot.

4.2 Pedestrian Accessibility

- 4.2.1 Guideline walking distances provided in the Chartered Institution of Highways and Transportation (CIHT) document '*Guidelines for Providing for Journeys on Foot (2000)*', are shown in [Table 4.1](#).

Table 4.1 : CIHT Guideline Acceptable Walking Distances

Criteria	Town Centre	Commuting	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1,000m	800m
Preferred Maximum	800m	2,000m	1,200m

- 4.2.2 The CIHT guidelines shown in [Table 4.1](#) suggest that for commuting purposes up to 500m is a desirable walking distance, up to 1,000m is considered an acceptable walking distance and 2,000m is the preferred maximum walking distance.
- 4.2.3 Appropriate walking distances are dependent upon the location of the specific development. Similarly, appropriate walking distances are also dependent upon the standard of existing pedestrian infrastructure provision, with further walking distances achievable in locations with extensive and high-quality pedestrian footways, crossings and pedestrianised areas.
- 4.2.4 As described previously, a network of existing footways is provided on the local highway network surrounding the site. The network of footways provide access for all users, accounting for age-related requirements and varying levels and types of disability, including visual impairment.
- 4.2.5 [Photograph 4.1](#) and [Photograph 4.2](#) shows the pedestrian infrastructure surrounding the development site.

Photograph 4.1: Existing Footway Provision – South Boundary Road / Gale Road

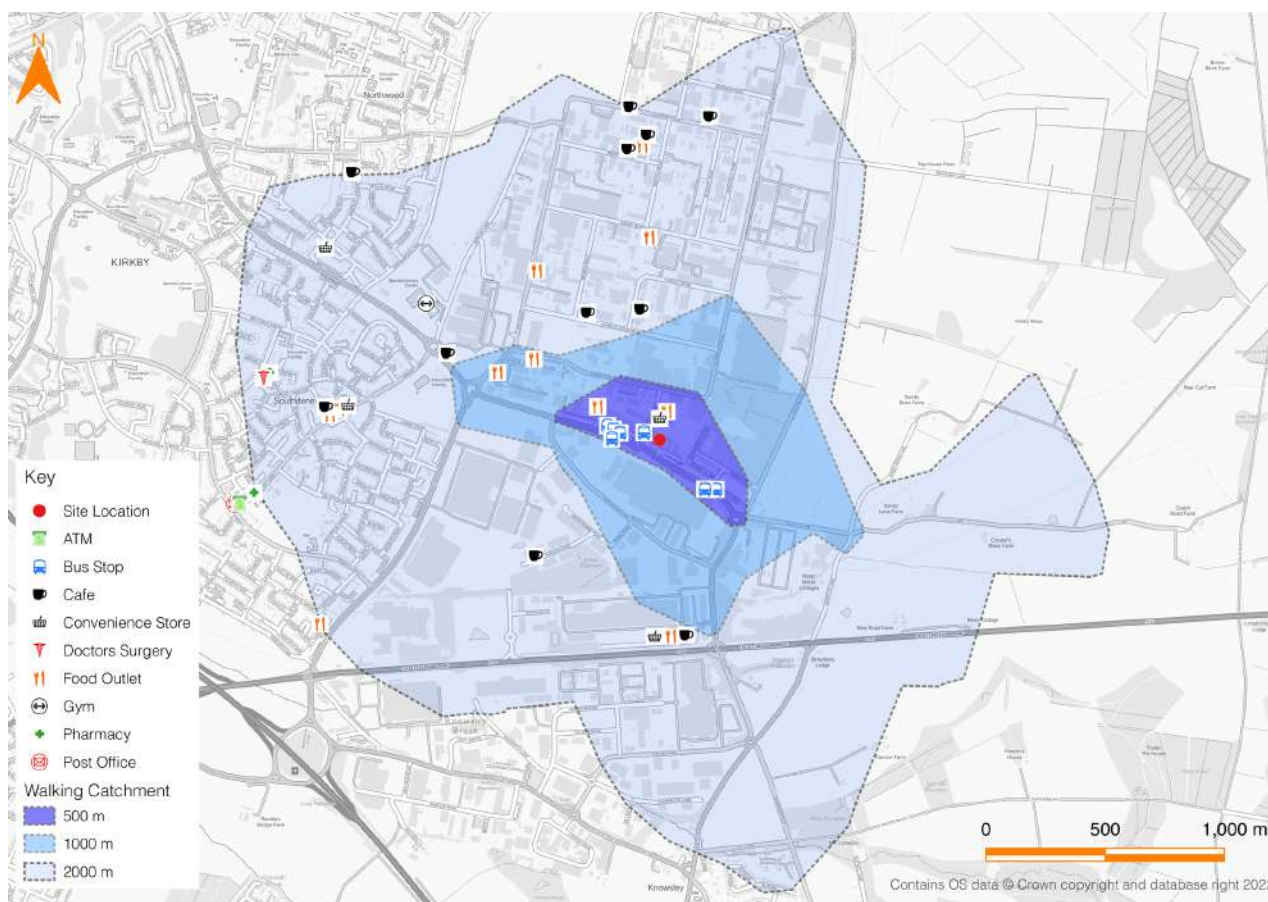


Photograph 4.2: Existing Footway Provision – South Boundary Road



4.2.6 Figure 4.1 presents the local amenities and 500m, 1,000m and 2,000m walking catchments from the site, as specified in CIHT guidance.

Figure 4.1 : Walking Catchment Area and Local Amenities



4.2.7 As shown in Figure 4.1, several bus stops are located within a 500m walking catchment, as well as food outlets and a convenience store. Additional food outlets are available within a 1,000m walking catchment from the site, with a 2,000m walking catchment providing cafes, a gym and a doctor's surgery.

4.2.8 Table 4.2 provides an indication of the distances and approximate walking times to a selection of local amenities. The distances have been measured from the access to the site; the times are based on an average walking speed of 1.4 metres per second and do not allow for waiting time to cross junctions. All distances were measured from the centre of the site.

Table 4.2 : Local Amenities – Distance and Walking Times

Amenity	Approximate Distance	Average Walking Time
Bus stop on Gale Road (s/b)*	30m	<1 minute
Bus stop on Gale Road (n/b)	100m	1 minute
Bus stop on South Boundary Road w/b	100m	1 minute
SPAR Convenience Shop**	110m	1 minute
Post Office at SPAR Convenience Shop**	110m	1 minute

Amenity	Approximate Distance	Average Walking Time
ATM at SPAR Convenience Shop**	110m	1 minute
The Healthy Kitchen Takeaway**	160m	2 minutes
Bus stop on South Boundary Road e/b	240m	3 minutes
Subway Sandwich Shop	850m	10 minutes
Costa Coffee Shop	900m	11 minutes
David Lloyd Gym Knowsley	1.1km	13 minutes
<i>*Bus stop to be relocated to Gores Road</i> <i>**Key amenity identified within BREEAM 2018 standards</i>		

4.2.9 As shown in Table 4.2, a range of amenities are accessible within a 500m walking catchment from the site. These including the northbound bus stop on Gale Road within c.100m (1-minute walk), a convenience store and Post Office within c.110m (1-minute walks) and several bus stops on South Boundary Road within c.240m (3-minute walk).

4.2.10 Several food outlets and cafes are accessible within a reasonable walking catchment, including the Healthy Kitchen Takeaway within c.160m (2-minute walk), Subway sandwich shop within c.850m (10-minute walk) and a Costa coffee shop within c.900m (11-minutes).

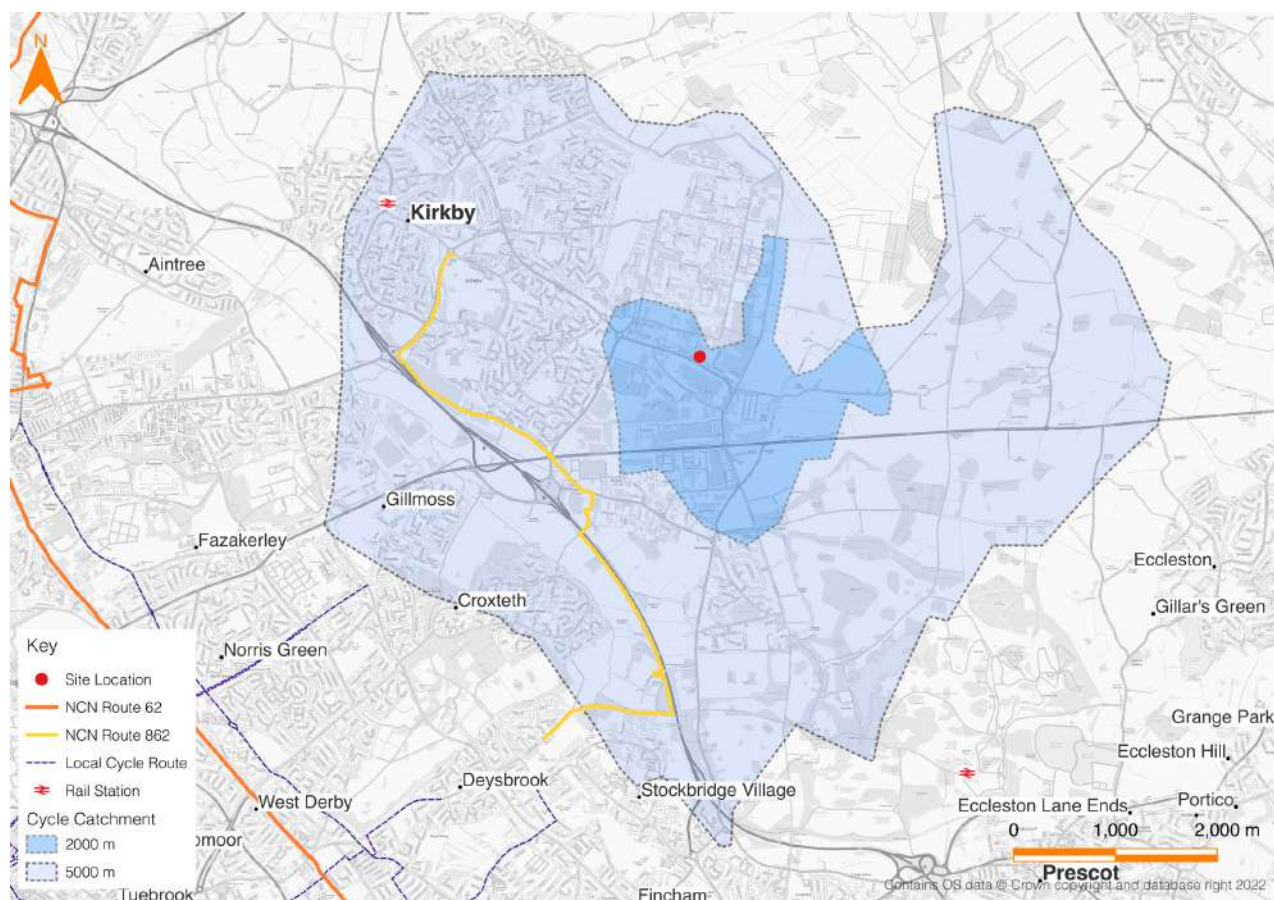
4.3 Cycle Accessibility

4.3.1 As with pedestrian accessibility, the level of a site's cycle accessibility depends upon a combination of the distance from local amenities and the standard of existing cycle infrastructure. It should, however, be noted that that cycle infrastructure can include facilities shared with vehicles and pedestrians as well as dedicated cycle infrastructure.

4.3.2 In respect of acceptable cycle distances, 'Local Transport Note 1/20: Cycle Infrastructure Design', published by DfT, states that *'two out of every three personal trips are less than five miles in length - which is an achievable distance to cycle for most people'*.

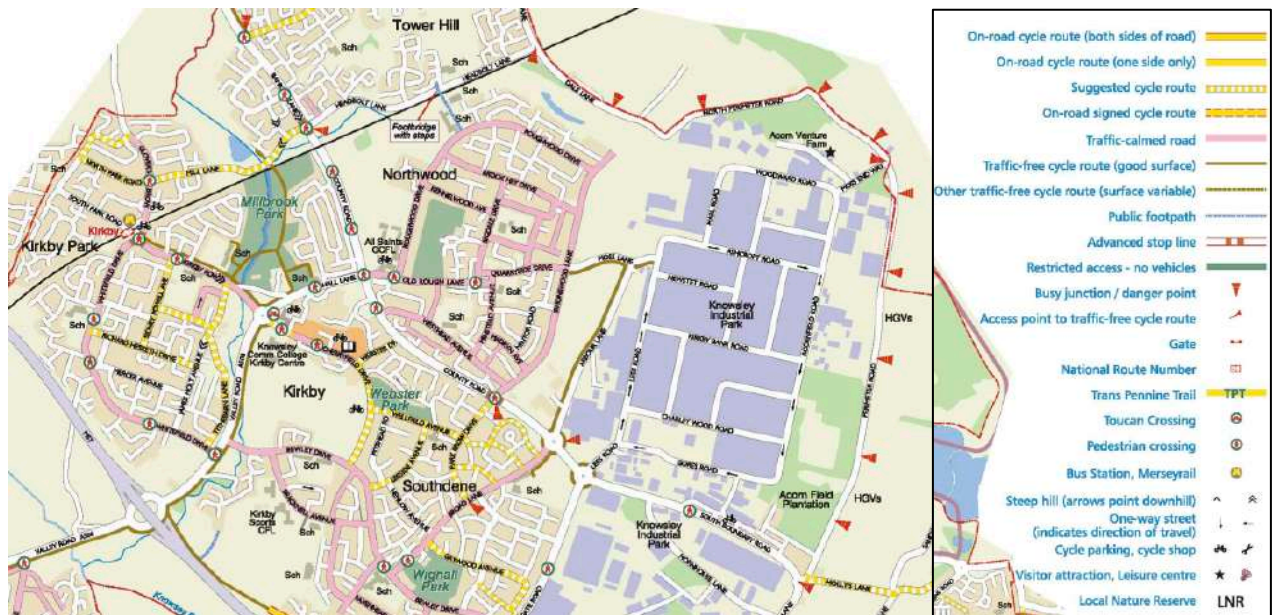
4.3.3 Figure 4.2 presents the cycling catchment area around the proposed development site for 2km and 5km.

Figure 4.2 : Cycle Catchment Plan



- 4.3.4 As shown in Figure 4.2, Kirkby Town Centre and Gillmoss are located within the 5km cycling catchment. Kirkby Rail Station is also within a 5km cycling catchment, c.3.4km northwest of the development site.
- 4.3.5 NCN Route 862 is accessible within a 5km cycling catchment, providing a cycle route between Kirkby and Deysbrook to the west of the site.
- 4.3.6 In addition to NCN cycle routes, there are also local cycle routes available in the area, as shown in Figure 4.3.

Figure 4.3 : Local Cycle Routes (source : KMBC)



- 4.3.7 As discussed previously, a shared pedestrian footway/ cycleway is available along South Boundary Road which can be easily utilised by staff and visitors at the development site.
- 4.3.8 In addition, as described previously, 20 secure cycle parking spaces are proposed at the site which will be available to staff and visitors.

4.4 Public Transport Services

Local Bus Services

- 4.4.1 The CIHT document *'Buses in Urban Developments'* (2018) recommends a maximum walking distance of up to 300m to bus stops on 'less frequent routes' (< 12-minute frequency), which is equivalent to a 4-minute walk based on 1.4m/s walking speed.
- 4.4.2 The existing bus stops on South Boundary Road are located within 300m from the development site. As described previously, the closest existing bus stop to the site on Gale Road will be relocated to Gores Road to facilitate the upgraded access junction.
- 4.4.3 Table 4.3 provides a summary of routes and times of local bus services accessible from South Boundary Road.

Table 4.3 : Local Bus Services - South Boundary Road

Service No.	Route	Approx. Frequency (buses / hour)				
		AM	Off-Peak	PM	Sat	Sun
17	Liverpool City Centre – Knowsley Industrial Park	2	1	2	1	1
19	Knowsley Industrial Park - Kirkby - Liverpool City Centre	<1	No services	No services	<1	<1
97A	Kirkby – Knowsley Industrial Park (circular)	<1	No services	<1	No services	No services
133	Kirkby - Waterloo	<1	0	1	<1	No services
217/217A	Kirkby - Halewood	3	3	2	2	1
289	St. Helens - Kirkby	No services	No services	No services	1	No services
297	Kirkby - St. Helens	<1	<1	<1	No services	No services
827	Old Swan – Gale Road	<1	No services	No services	No services	No services
897	Huyton Industrial Estate – Knowsley Industrial Estate	<1	No services	No services	No services	No services
899	Page Moss – Kirkby (circular)	1	1	1	No services	No services

4.4.4 As shown in [Table 4.3](#), regular bus services are available from South Boundary Road, providing access to Liverpool City Centre, Halewood, St. Helens and Kirkby.

Rail Services

4.4.5 The closest rail station to the site is Kirkby Station c.3.4km northwest of the site, and within the 5km cycle catchment.

4.4.6 Kirkby Rail Station is also accessible via the local bus route network, including the 97/97A, 133 and 217 all from South Boundary Road. The bus journey takes approximately 20 minutes.

4.4.7 A summary of the direct rail services from Kirkby Station are highlighted in [Table 4.4](#).

Table 4.4 : Direct Rail Services – Kirkby Station

Destination	Approx. Frequency	Approx. Journey Time
Liverpool Central	4 services / hour	20 minutes
Blackburn (via Manchester Victoria)	1 service / hour	2 hours 30 minutes

4.4.8 As shown in [Table 4.4](#), up to 4 services per hour (a train every 15 minutes) are available from Kirkby Station to Liverpool City Centre, Blackburn and Manchester Victoria. More local stations are also accessible via these routes, including Fazakerley, Kirkdale and Orrell stations.

4.5 LCC's Accessibility Score Calculator

4.5.1 In accordance with KMBC's '*Ensuring a Choice of Travel*' SPD, a Minimum Accessibility Standard Assessment (MASA) has been undertaken for the site.

4.5.2 A summary of the MASA results is shown in [Table 4.5](#).

Table 4.5 : MASA Assessment

Mode	Minimum Score Required	Score Achieved
Access on Foot	2	2
Access by Cycle	2	4
Access by Public Transport	4	3
Vehicle Access and Parking	1	3
Total	9	12

4.6 BREEAM 2018 Accessibility Index

4.6.1 The BREEAM 2018 Accessibility Index (AI) calculator tool has been utilised to calculate a 'AI' score for the bus and rail services accessible within a short walking distance of the site. The 'AI' calculator tool has awarded local bus services with an 'AI' score of **3.49**.

4.6.2 The BREEAM 'AI' calculations can be found in [Appendix A](#).

5. Overarching Aim, Objectives and Benefits

5.1 Overarching Aim

- 5.1.1 The overarching aim of this TP is to put in the place the management tools deemed necessary to enable employees to make informed decisions about how they travel to the site, which at the same time minimises the adverse impacts of travel on the environment. This aim is achieved by setting out a strategy for eliminating barriers that keep staff from making use of sustainable modes.
- 5.1.2 Improving transport choices available to people, rather than focusing on providing for the private car, will lead to a more equitable and sustainable development. It will also provide travel options for all the site users, regardless of whether they own a car or not.

5.2 Objectives

- 5.2.1 The transport principles for the site reflect sustainable objectives which can be summarised under the following headings:
- Individual occupiers working together to promote sustainable and active travel to the site for all staff members working on the site;
 - Promoting accessibility to the site by walking, cycling, public transport and car sharing; and
 - Increasing the awareness of the environmental and social benefits of using alternative modes of transport.
- 5.2.2 It is intended that the objectives of this TP will be met by identifying and implementing initiatives that provide future employees and visitors a variety of travel choices and, in doing so, reduce the need to travel by private car.

5.3 Benefits

- 5.3.1 By meeting the objectives, the TP will bring about the following benefits:

Employee Benefits

- Health benefits associated with walking and cycling, including reduced levels of stress;
- The opportunity to save money using alternative modes of travel to the car; and
- Improved quality and reliability of employee journeys to and from work.

Operator Benefits

- An improved compliance with the planning context;
- A demonstration of any environmental credentials;
- An incentive to recruiting and retaining employees; and
- A healthier and more productive work force.

Wider Community Benefits

- On-going reductions in vehicular generated traffic on the local highway network;
- Increasing patronage on existing public transport modes;
- Health benefits associated with walking and cycling;
- A contribution to reduced traffic, congestion, air pollution and accidents; and
- Improving accessibility and travel choice for reaching local facilities.

6. Travel Plan Targets

6.1 Purpose of Target Setting

6.1.1 Targets are the measurable goals by which progress will be assessed. The TP sets out the mode share targets that the occupier will seek to achieve via liaising with KMBC. These mode share targets are **SMART**; that is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime related.

6.2 Mode Share Targets

6.2.1 Individual modal share targets are outlined in **Table 6.1**. Due to the limited control over modes of travel adopted by visitors, targets are not set specifically for these site users. However, measures outlined in this TP may also benefit visitors as well as employees.

Table 6.1 : Provisional Mode Share Targets

Mode of Travel	Baseline	Mode Share Targets by Timescales				
		Year 1	Year 2	Year 3	Year 4	Year 5
Single Occupancy Vehicle (SOV)	80%	78%	76%	74%	72%	70%
Sustainable Travel Modes	20%	22%	24%	26%	28%	30%

6.2.2 The targets outlined in **Table 6.1** aim to achieve a 10% mode shift from SOV trips to sustainable travel modes (and corresponding 10% uplift in sustainable modes). The actual baseline mode share will be confirmed as part of initial baseline employee travel questionnaire survey for each unit. At this stage, these are interim percentages based upon the multimodal trip calculations from Census 2011 data. The mode share targets are subject to change on this basis.

6.2.3 It is recognised that it is not possible to set accurate targets far into the future, even when based on actual mode share data. Given this, it should be acknowledged that the targets for individual occupiers may change over time as the results of ongoing monitoring become available.

6.2.4 All data collected will be in accordance with Local Authority standards, to ensure the Travel Plans are being accurately monitored and that targets are being met as per the ambitions of this TP.

7. Travel Plan Strategy

7.1 Overview

7.1.1 A Travel Plan Co-ordinator (TPC) will be appointed by the occupier prior to occupation when marketing of the TP commences. The TPC will be responsible for overseeing the management, development, implementation, monitoring and review of their Travel Plan on behalf of the occupier. The TPC position will be in place for a minimum of 5-years post occupation.

7.2 Travel Plan Coordinator

7.2.1 The TPC will be a part-time role (likely to be part of a day-to-day admin role of the business) whose responsibilities will include:

- Acting as a point of contact for all employees;
- Managing the development and implementation of the TP measures;
- Promoting the objectives and benefits of the TP;
- Monitoring the success of the targets outlined within this TP; and
- Reporting the results of the monitoring to Officers at KMBC as necessary.

7.3 Marketing

7.3.1 Employees will be made aware of the existence of the TP upon commencement of their employment. The following methods could be used as a means of disseminating information to employees as well as promoting events / campaigns / promotions:

- Employee notice boards;
- Employee newsletters (where possible);
- Employee Travel Pack; and/or
- E-groups and forums.

8. Travel Plan Measures

8.1 Introduction

8.1.1 This section of the report will outline the specific physical and management measures which should be undertaken as part of the Travel Plan.

8.2 Promotion and Marketing

8.2.1 Employees will be made aware of the existence of the TP upon commencement of their employment. The following methods could be used as a means of disseminating information to employees as well as promoting events / campaigns / promotions:

- TPC will utilise notice boards to promote the TP;
- Employee newsletters (where possible);
- The TP will be presented and promoted to staff members as an opportunity and possibly a challenge rather than as a chore;
- All staff members employed by the site will be provided with a Travel Pack upon starting employment at the site. This pack will inform staff of the information that they need to make an informed choice with regards to their travel options;
- E-groups and forums; and
- Other means of promoting the TP will also be investigated.

8.3 Travel Pack

8.3.1 From when new employees start their employment at the site, the TCP would prepare a Travel Pack to be provided to each new staff member.

8.3.2 The Travel Pack will inform staff of the TP and would contain some or all of the following information:

- Location of nearest bus stops and train station(s);
- Up to date local bus timetables;
- Maps showing safe walking routes to the nearest key facilities including bus stops and train stations;
- Maps showing safe cycling routes to the site;

- Promotional material highlighting the health and financial benefits of walking and cycling;
- Promotion events, where applicable;
- Details of trip planning apps;
- Details of the community website for the proposed development;
- Details of national websites such as <https://www.enterprise.co.uk/en/home.html>;
- Details of car share services such as <https://liftshare.com/uk>;
- Details of websites such as <https://www.routeyou.com/en-gb/route/planner/2/walking-route-planner> which provides a free online walking journey planner;
- Details of journey planning websites such as <https://www.traveline.info/>; and
- Details of websites and apps where you can get the next departures from any bus stop sent to your mobile phone.

8.3.3 Incentives to staff members to travel by sustainable modes of transport could also be implemented to encourage a shift from single occupancy car travel to sustainable modes of travel.

8.4 Travel Database

8.4.1 The TPC will produce and maintain a travel database of the travel characteristics of the staff. The TCP will obtain travel data by asking staff to complete a travel questionnaire within 3 months of first occupation and then annually for a period of 5 years.

8.4.2 The survey would request details of the following (this is not an exhaustive list):

- Normal working hours;
- Mode of travel to work;
- Car ownership;
- Reason for driving;
- Reasons for not using public transport and other modes;
- Measures that would encourage car sharing, use of public transport or other non-car modes of travel to work;
- Estimates of public transport journey times and cost; and

- Staff profile, including age, gender etc.

8.4.3 All data collected in connection with the TP will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TCP alone will hold the database and be responsible for the release of information.

8.4.4 The Travel Survey should be undertaken within 3 months of first occupation. The Travel Survey results also provide a valuable 'baseline' against which the success of the TP in reducing car journeys and increasing journeys by walking, cycling and public transport will be measured.

8.4.5 A sample Travel Survey that may be used as a starting point by the TCP is attached in **Appendix B**.

8.5 Encouraging Walking

8.5.1 In order to encourage walking at the site, the TPC will ensure that staff and visitors have received information and advice concerning safe pedestrian routes to and from the site. Staff and visitors will also be encouraged to walk by promoting the benefits which include health, reduction in stress, cost and environmental friendliness.

8.5.2 The following websites can be used to plan walking routes:

- <https://www.google.co.uk/maps/>
- <https://www.routeyou.com/en-gb/route/planner/2/walking-route-planner>

8.6 Encouraging Cycling

8.6.1 In terms of proposed operational measures, the TPC role will include the promotion of cycling to staff and visitors. This may be through the provision of details on local cycle routes/ facilities accessible from the development and other relevant information such as bicycle purchase/repair.

8.6.2 Further information regarding the benefits of regular exercise, cycling events within the local area and cycle club will also be promoted through similar measures.

8.6.3 The following websites can be used to plan cycle routes, view local and national cycling campaigns and view local facilities:

- <https://www.cyclinguk.org/current-campaigns>
- <https://www.britishcycling.org.uk/ChooseCycling>
- <https://www.letsride.co.uk/>
- <https://www.knowsley.gov.uk/things-to-do/knowsley-cycling>

- <https://www.cyclinguk.org/bikeweek>

8.6.4 The 'Smart Green Journey App', created by Merseytravel, *'aims to encourage more people across the Liverpool City Region ditch the car for short journeys by showing you just how much money and carbon you could save by walking and cycling instead.'* The app allows users to plan fast journeys via a range of sustainable transport methods, as well as finding cycle storage. It is available via the following link:

- <https://www.merseytravel.gov.uk/active-travel/smart-green-journey-app/>

8.7 Promoting Public Transport

8.7.1 The promotion of walking and cycling will encourage staff to adopt these modes, but for those travelling further from the development site, public transport provides a more suitable alternative to the private car. A lack of awareness of the facilities available is often cited as a reason for not using public transport facilities.

8.7.2 The TPC will therefore also ensure that up-to-date public transport frequency information is available to staff and visitors at the development to maximise the potential use of this mode.

8.7.3 The following websites can be used to access information regarding public transport across Knowsley and the wider region:

Bus

- <https://www.merseytravel.gov.uk/bus/>
- <https://www.merseytravel.gov.uk/tickets-and-pricing/>

Rail

- <https://www.northernrailway.co.uk/>
- <https://www.merseytravel.gov.uk/tickets-and-pricing/ticket-types/railpass-ticket/>
- <https://www.thetrainline.com/>

8.8 Promoting Car Sharing and Car Hire

8.8.1 Car sharing represents a convenient and alternative form of travel with significant potential to reduce the total private mileage and car parking demand.

8.8.2 The principal benefits associated with the introduction of a car sharing scheme are considerable and include:

- Reduced travel costs – drivers and passengers can split the costs of travel;
- Improved access – to areas which aren't accessible through public transport;
- Meet new people – sharing a car is a great way to meet colleagues, friends and neighbours;
- Reduced congestion – by sharing cars you can do your bit to help reduce congestion in the area;
- Reduced pollution – cutting congestion will also help to reduce pollution; and
- Reduced Carbon Dioxide emissions – which in turn will help to reduce the development of global warming.

8.8.3 Staff and visitors will be provided with details of publicly accessible databases and websites that provide the opportunity for people to car share in the wider area. These may include:

- <https://gocarshare.com/>
- <https://liftshare.com/uk>

8.9 Car Alternatives

8.9.1 It is understood that sometimes access by car is necessary. Staff and visitors will also be provided the details of local minicab/ taxi firms they require as necessary.

8.10 Liaising with Stakeholders

8.10.1 Once appointed, contact details of the TCP will be shared with KMBC and local transport operators.

8.10.2 It will be necessary for the TPC to liaise with each other, KMBC and local public transport operators on a regular basis to obtain information and share ideas, review the existing TP, to monitor the effectiveness and to agree new measures required to meet the TP aims, objective and targets.

8.10.3 The TCP will seek to negotiate with local transport operators to receive a discounted travel card for employees traveling to and from work via public transport.

8.10.4 As part of the TCP role, they would need to liaise with other interested parties which can include sharing ideas with other adjacent businesses or developments, working with a transport authority to obtain information to pass onto users and liaising with other groups, such as cycle user groups.

9. BREEAM Travel Plan Measures

9.1 Measures

9.1.1 In accordance with BREEAM 2018, the sustainable transport measures identified within *Tra 01* and *Tra 02* have been considered when developing the travel plan. Additional BREEAM credits are achievable through the implementation of these sustainable transport measures.

9.1.2 **Table 8.1** demonstrates that all relevant sustainable transport measures have been considered and shows which measures/ credits will and will not be implemented/ achieved within the site.

Table 9.1 : BREEAM Measures

Measure	Action / Consideration
Negotiation with local bus and rail companies to increase the local service provision for the development	The TPC will liaise with local transport providers and will seek to negotiate improved services.
Provision of a public transport information system in a publicly accessible area	The TPC will ensure up to date transport information is provided within communal areas via notice boards.
Provision of electric recharging stations	The site will provide a total of 9no. full EVCP spaces and 18no. cable-enabled spaces.
Provision of parking priority spaces for car sharers	Parking for car sharers will be provided, however the occupier could consider the provision at a later date.
Consultation with the local authority on the state of the local cycling network and on improvements	The TPC will liaise with KMBC to discuss and identify inefficiencies and potential future improvements to the cycle infrastructure surrounding the site.
Provision of dedicated and convenient cycle storage	The development will include a total of 14no. secure cycle parking spaces, plus 6 existing stands.
Provision of cyclists' facilities	Cyclist facilities could be provided, however the occupier could consider this provision at a later date.
Restrictions or charging for car parking	It is not necessary for the site to include parking restrictions or charging.

Measure	Action / Consideration
Pedestrian and cyclist friendly (for all type of user regardless of the level of mobility or visual impairment) with the provision of cycle lanes, safe crossing points, direct routes, appropriate tactile surfaces, good lighting, landscaping, sheltering and signposting to other amenities, public transport nodes and adjoining off-site pedestrian and cycle routes	Gale Road is abutted on both sides by c.3.4m wide kerbed footways. The footway provision on Gale Road connects with the footway along the South Boundary Road which allows access for all users, accounting for age-related requirements and varying levels and types of disability, including visual impairment.
Provision of suitable taxi drop-off or waiting areas	It is not considered necessary for the development to provide a taxi-drop off area.

10. Monitoring and Review

10.1 Overview

10.1.1 Monitoring of each Travel Plan has the following key roles led by the TPC:

- To provide feedback to allow the Travel Plan to be developed; and
- To measure the level of success in meeting identified targets of this TP using key performance indicators

10.1.2 A strategy for undertaking the monitoring and review is outlined in this section.

10.2 Monitoring Strategy

10.2.1 The monitoring programme will begin with the initial baseline employee travel questionnaire survey, to be undertaken within 3 months of first occupation. Further surveys will be completed annually for 5 years which will be carried out to monitor progress towards the final targets of the TP.

10.2.2 The surveys undertaken will also confirm the number of employees surveyed, the number of respondents, the date of survey, the type of survey used and how the modal split has been calculated.

10.2.3 Monitoring of the following will also be useful to judge whether the implementation or proportion of certain measures would benefit from modification. The following will also be monitored as part of the programme:

- A record of employee registration numbers and inclusion of a count of car parking utilisation when undertaking the travel questionnaires to monitor general uptake by employees and visitors; and
- Usage of internal cycle parking, in order to inform views on its ongoing ability to satisfy demand.

10.3 Reporting

10.3.1 Respective TP reviews will be undertaken annually for a period of 5 years. These will provide an opportunity for the TPC to assess the progress of their TP. This will outline the results of the monitoring in the preceding period, measures that have been implemented and any suggested changes to targets and measures as a result of the survey data.

10.3.2 If the targets and measures outlined in the annual monitoring reports are not being achieved, the potential for introducing remedial actions will be considered.

11. Action Plan

11.1.1 An example 'Action Plan' is outlined in [Table 11.1](#). This provides a schedule of the key actions detailed within this TP in terms of who is responsible and their timescale. All actions are directed at influencing travel patterns to achieve the stated targets in-line with the objectives.

Table 11.1 : Travel Plan Action Plan

Measure	Responsibility	Timescale
Appointment of TPC	Occupier	Prior to first occupation
Provision of sustainable travel information	TPC	Upon occupation
Undertake baseline staff travel survey	TPC	Within 3 months of first occupation
Preparation of detailed Travel Plan and issue to KMBC	TPC	Within 6 months of first occupation
General promotion of sustainable travel opportunities and measures	TPC	Ongoing
Keep up-to-date record of employee car registration details and spot checks of car parks	Occupier / TPC	Ongoing
Monitor usage of internal cycle parking	Occupier / TPC	Ongoing
Undertake Year 1 employee travel questionnaire surveys	TPC	Year 1 anniversary of occupation
Undertake Year 2 employee travel questionnaire surveys	TPC	Year 2 anniversary of occupation
Undertake Year 3 employee travel questionnaire surveys	TPC	Year 3 anniversary of occupation
Undertake Year 4 employee travel questionnaire surveys	TPC	Year 4 anniversary of occupation
Undertake Year 5 employee travel questionnaire surveys	TPC	Year 5 anniversary of occupation
Update Travel Plan with survey and monitoring findings for the preceding period and issue to KMBC	TPC	Within 3 months of survey

APPENDICES

APPENDIX A

BREEAM Accessibility Calculator 'AI'

Using the drop down boxes make the relevant selections and press the 'Select' button

Building type

Offices/Industrial

No. nodes required

2

Select

NODE 1

Public transport type	Bus									
Distance to node (m)	240									
	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10
Average frequency per hour	1	0.2	0.2	0.2	2	0.1	0.2	0.1	0.1	0.5

NODE 2

Public transport type	Rail									
Distance to node (m)	3400									
	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10
Average frequency per hour	4	1								

Accessibility Index

3.49

APPENDIX B

Example Staff Travel Survey

Travel Survey Questionnaire

Please return the survey once you have completed it. (Be assured that any personal data will be kept confidential)

Please select an answer to the questions below with a tick:

1. Your postcode:

2. Are you: Male ☐ Female ☐

3. Your age: 16- 25 ☐ 26-40 ☐ 41-55 ☐ 56+ ☐

4. How often are you typically required to travel to work?

- ☐ Most days
- ☐ Up to three times a week
- ☐ Once a week
- ☐ Less than once a week

5. How do you usually travel off site?

Please tick your usual mode of travel for the longest part of your journey:

Walk	Cycle	Bus	Train	Light Rail	Car Driver	Car Passenger
☐	☐	☐	☐	☐	☐	☐

6. Would you be interested in receiving more information on the following?

- ☐ Local public transport options
- ☐ Car sharing opportunities
- ☐ Walking maps for the area
- ☐ Cycle maps for the area
- ☐ Other (Please specify).....

Do you have any further comments or suggestions about how we can improve your journey to work options?

.....

.....

.....

.....

Thank you taking the time to complete this questionnaire



keep up with mode:



Birmingham

☎ 0121 794 8390

London

☎ 020 7293 0217

Manchester

☎ 0161 464 9495

Reading

☎ 0118 206 2945

✉ info@modetransport.co.uk 📍 modetransport.co.uk 🐦 [@mode_transport](https://twitter.com/mode_transport)