



Barratt & David Wilson Homes North West

Cherryfield Drive, Kirkby

Interim Travel Plan

March 2024



Barratt & David Wilson Homes North West

Cherryfield Drive, Kirkby

Interim Travel Plan

OFFICE ADDRESS:
106 Albert Mill,
10 Hulme Hall Road,
Manchester,
M15 4LY

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1. Introduction

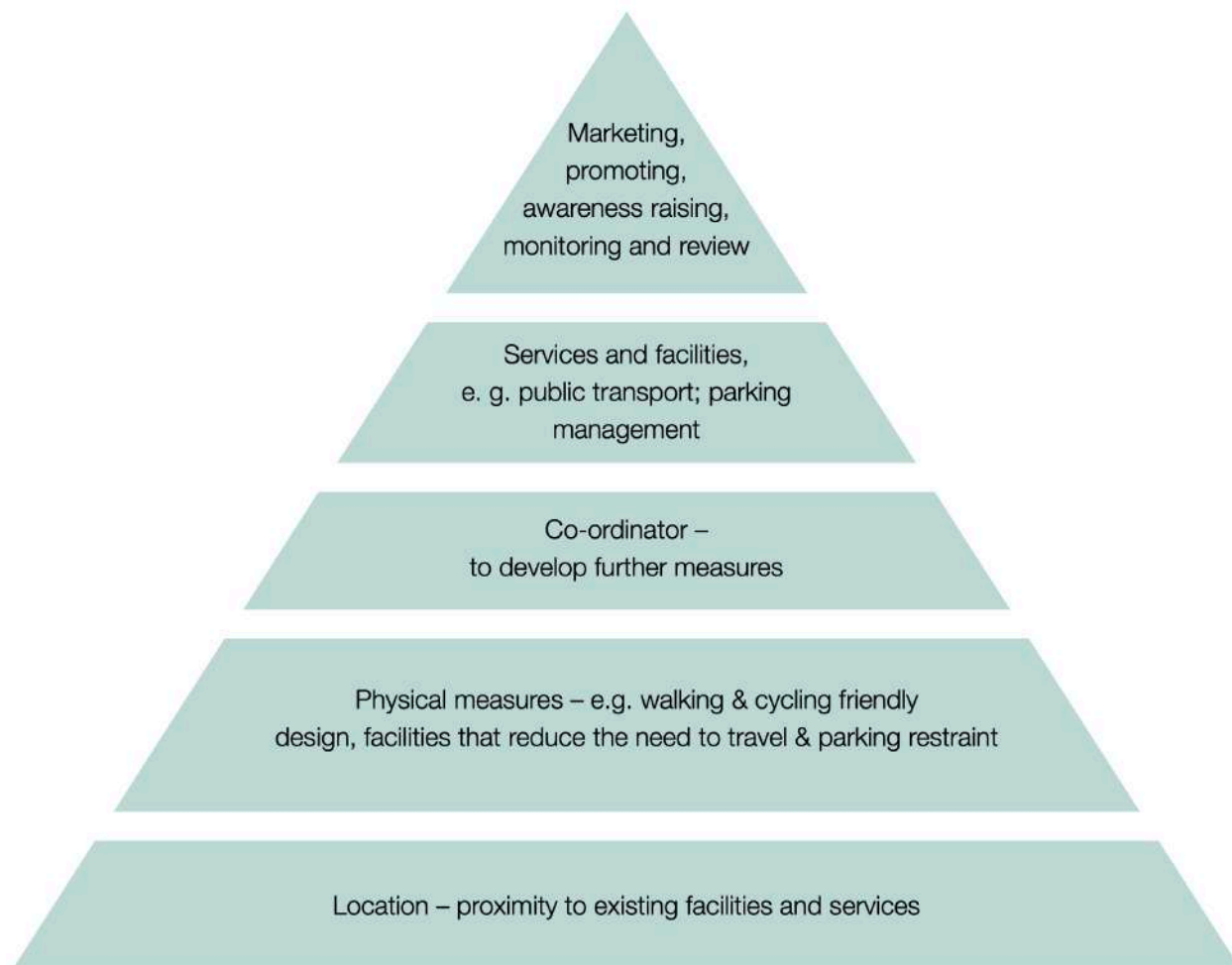
1.1 Preamble

- 1.1.1 Mode Transport Planning ('Mode') has been appointed by Barratt and David Wilson Homes North West (the 'Applicant') to provide transport planning and highways advice in relation to a full planning application for a residential development on Cherryfield Drive in Kirkby, Knowsley.
- 1.1.2 The proposed development includes 807no. residential dwellings, with vehicular access proposed via 2no. new access junctions and 2no. amended existing access junctions on the local highway network. The proposed development also includes changes to the existing Cherryfield Drive Car Park.
- 1.1.1 This Interim Travel Plan (ITP) has been prepared as part of the planning application documentation and should be read in conjunction with the Transport Assessment (TA). The purpose of this ITP is to provide the agreed reference point for a future full Travel Plan (TP) to be prepared once the development is occupied.
- 1.1.2 The overall aim of the ITP is to encourage residents to travel sustainably and reduce Single Occupancy Vehicle (SOV) trips.

1.2 Overview of the Travel Planning Process

- 1.2.1 A 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, 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 for Transport)



1.2.3 This ITP forms the starting point by 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 (TCP) who would take on specific responsibility for progressing and reviewing the uptake of measures.

1.2.4 The key objectives of the ITP 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 residents on sustainable modes of travel to and from the site; and

- Provide information to residents on the alternative sustainable modes of travel.

1.3 Report Structure

1.3.1 Following this introduction, the remainder of this ITP is set out as follows:

- Section 2 reviews the exiting conditions of the site;
- Section 3 outlines the development proposals;
- Section 4 describes the sustainable accessibility of the site;
- Section 5 sets out the sustainable travel connections for the site;
- Section 6 identifies the Travel Plan targets;
- Section 7 describes the travel management plan of the ITP;
- Section 8 identifies the Travel Plan measures;
- Section 9 explains the monitoring and review process; and
- Section 10 presents a timetable and action plan.

2. Existing Conditions

2.1 Site Location

- 2.1.1 The development site is located c.1km north of Junction 6 of the M57 motorway, c.350m south of Kirkby Town Centre and 5.5km southeast of Maghull, as shown in Figure 2.1.

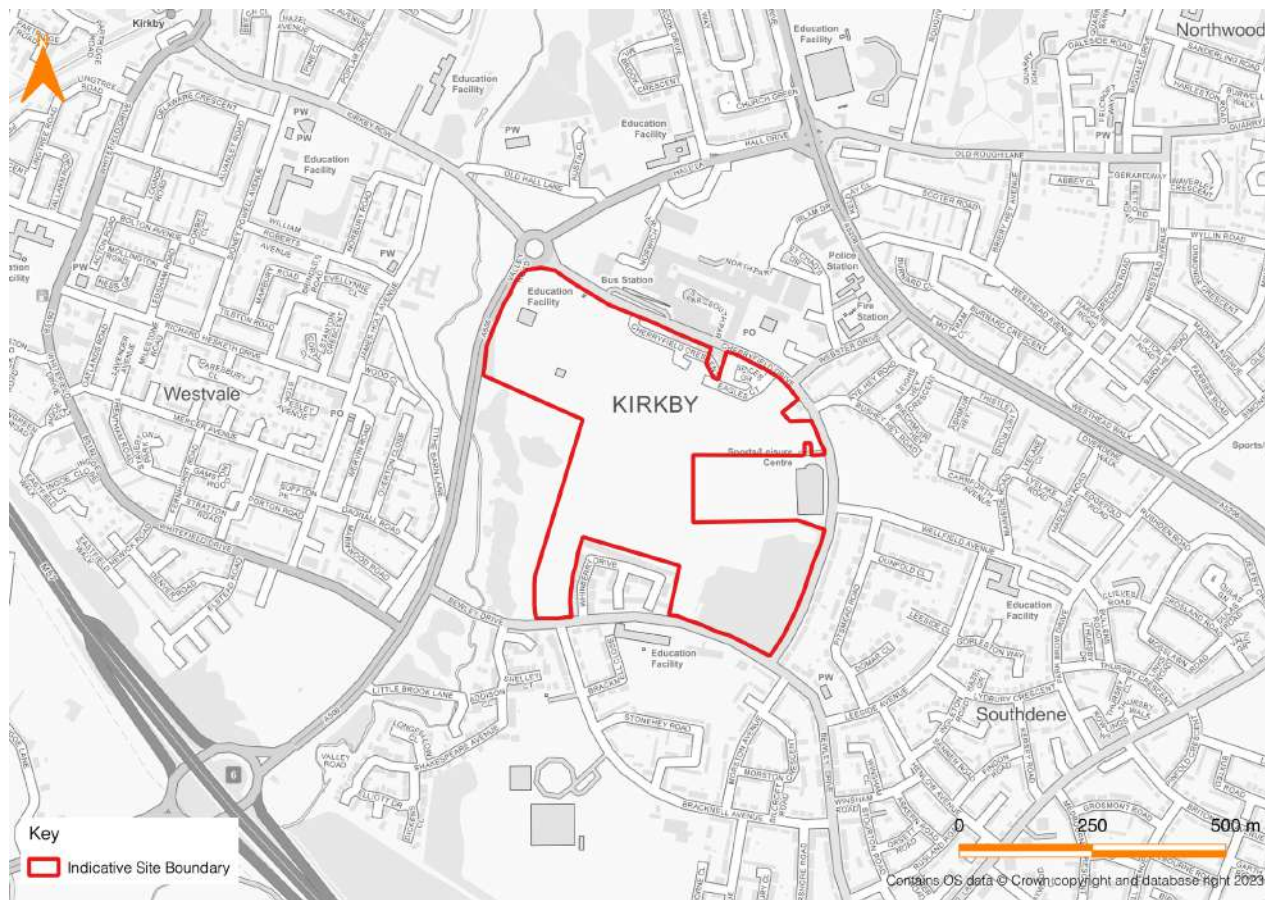
Figure 2.1 : Site Location Plan



2.2 Local Highway Network

- 2.2.1 The development site is bound to the west by the A506 (Valley Road) and a parcel of urban green space. To the north and east, the development site is bound by Cherryfield Drive, with the eastern boundary also including Kirkby Leisure Centre. To the south, the site is bounded by Bewley Drive as well as an existing residential development.
- 2.2.2 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



2.2.3 To the immediate north of the site beyond Cherryfield Drive is Kirkby Bus Station and Kirkby Town Centre. They are shown in [Photograph 2.1](#) and [Photograph 2.2](#).

Photograph 2.1 : Kirkby Bus Station



Photograph 2.2 : Kirkby Town Centre - Newtown Gardens



Cherryfield Drive

2.2.4 Cherryfield Drive is a two-way single carriageway running in a circular alignment around the northern and eastern boundaries of the site. The carriageway is c.6.4m wide, with c.2.2m wide footways on both sides of the carriageway. Cherryfield Drive is c.1.1km long and is subject to 20mph speed limits. Cherryfield Drive is shown in [Photograph 2.3](#) and [Photograph 2.4](#).

Photograph 2.3 : Cherryfield Drive (eastbound)



Photograph 2.4 : Cherryfield Drive (westbound) – Speed Limit



2.2.5 Cherryfield Drive benefits from a network of streetlighting and bus stops, as well as 5no. signalised pedestrian crossing points, mainly within the vicinity of Kirkby Town Centre. Double yellow lines are present on Cherryfield Drive, extending from A506 / Cherryfield Drive / Kirkby Row roundabout junction to c. 90m south of Wellfield Avenue. Loading is also prohibited along the section of Cherryfield Drive closest to Kirkby Town Centre.

2.2.6 On the north-west corner of the development site, Cherryfield Drive forms a roundabout junction with the A506 and Kirkby Row.

Photograph 2.5 : Cherryfield Drive – Toucan Crossing



2.2.7 As shown on Photograph 2.5, the Cherryfield Drive / A506 roundabout junction includes Toucan crossings with tactile paving, dropped kerbs and pedestrian refuge islands.

- 2.2.8 On the southeast corner of the site, Cherryfield Drive joins Bewley Drive at a priority junction, with Cherryfield Drive forming the minor arm and Bewley Drive forming the major.
- 2.2.9 To the north of the site, a 248no. space car park is available, with 156no. spaces for long stay parking, and 92no. spaces for short stay parking. Vehicular and pedestrian access to the car park is taken from Cherryfield Drive, with the footways at the junction featuring dropped kerbs to allow for pedestrian mobility, as shown in [Photograph 2.6](#).

Photograph 2.6 : Cherryfield Drive Long and Short Stay Car Park – Access



Bewley Drive

- 2.2.10 Bewley Drive is a two-way single carriageway, running in a broadly east-to-west alignment along the southern boundary of the site. Bewley Drive is subject to 30mph speed limits.
- 2.2.11 Bewley Drive consists of a c.6.4m carriageway, with c.2.5m footways available on both sides, separated from the carriageway by grass verges along most of the section fronting the development site. Bewley Drive includes several traffic calming features, a network of streetlighting columns and bus stops. The road also includes a pedestrian crossing, comprising a raised table, dropped kerbs and tactile paving, as shown in [Photograph 2.7](#).

Photograph 2.7 : Bewley Drive – Pedestrian Crossing



2.2.12 At the south-west corner of the development site, Bewley Drive joins the A506 (Valley Road) at a signalised junction, with Bewley Drive forming the minor arm and the A506 forming the major arm. Cherryfield Drive joins Bewley Drive at a priority junction, as shown in [Photograph 2.8](#).

Photograph 2.8 : Bewley Drive / Cherryfield Drive



2.2.13 Bewley Drive extends in a south-easterly direction through existing residential developments, where it joins the A5207 (Moorgate Road North) at a signalised junction. The A5207 forms the major arm and Bewley Drive forms the minor arm.

A506 (Valley Road)

2.2.14 Valley Road is a four-lane dual-carriageway, travelling in both directions, running in a broadly north-to-south alignment along the western boundary of the site.

2.2.15 Valley Road has a total carriageway width of c.21.1m, with a c.5m grass verge separating the carriageway in each direction. A shared pedestrian/ cycle way is provided on the eastern side of Valley Road travelling north at c.4.2m wide, as shown on [Photograph 2.9](#) and [Photograph 2.10](#).

Photograph 2.9 : Valley Road – Shared Pedestrian/ Cycle Route



Photograph 2.10 : Valley Road – Shared Pedestrian/ Cycle Route



2.2.16 To the south, the A506 forms the minor arm of a roundabout junction with the M57 Motorway at Junction 6.

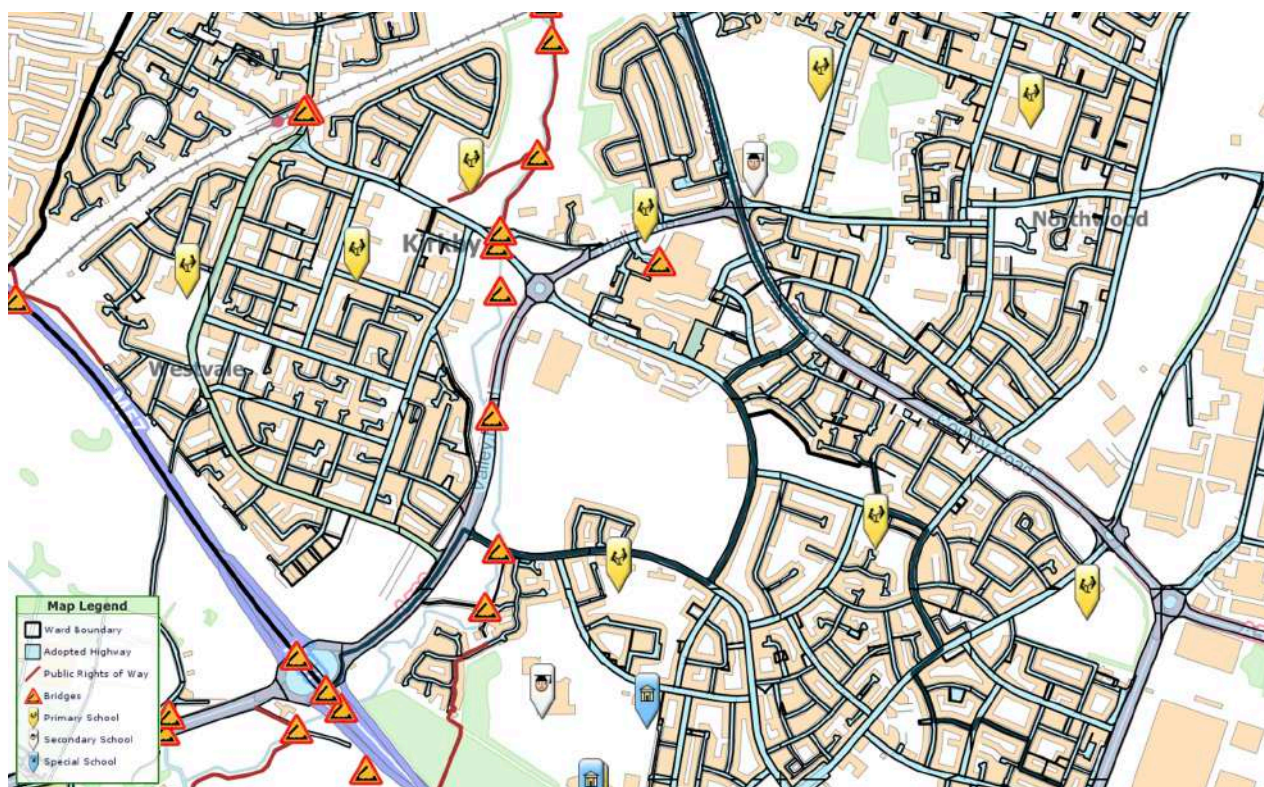
Wider Highway Network

2.2.17 The M57 motorway is accessible from the site via Bewley Drive and the A506 (Valley Road). The M57 runs in a broadly northwest-to-southeast alignment and is considered as the Liverpool Outer Ring Road. It is c.16km long and provides access between Tarbock and Aintree.

2.3 Public Rights of Way

2.3.1 The Public Rights of Way (PRoW) within the vicinity of the development are site are shown in [Figure 2.3](#).

Figure 2.3 : Existing Public Rights of Way (source: KMBC)



2.3.2 As shown in [Figure 2.3](#), there are no PRoWs within the development site. Several PRoWs are present within the vicinity of the site, including routes KB/7/3, KB/8/1 and KB/8/2 to the south of the site, KB/4/1 is to the west, and KB/2/1, KB/2/2 and KB/2a/2 to the north of the site.

2.4 Modal Split

2.4.1 To provide an accurate representation of the forecast modal split anticipated at the proposed development, the journey to work data from the 2011 Census has been reviewed for the population living in the site area.

2.4.2 The modal split for people living in the 'Knowsley 003' Middle Super Output Area (MSOA) has been examined and is summarised in [Table 2.1](#).

Table 2.1 : 2011 Census Travel to Work Data – Modal Split (MSOA: Knowsley 003)

Mode of Travel	Knowsley 003 – Modal Share
Driving a car or van	49%
On foot	15%
Bus, minibus or coach	12%
Passenger in a car or van	9%
Train	7%
Taxi	4%
Bicycle	2%
Work mainly at or from home	2%
Total	100%

2.4.3 As shown in [Table 2.1](#), the modal split data for 'Knowsley 003' MSOA shows that 63% of people use a car to get to work, including 49% who drive. The Census data also shows that 36% of work trips are made using sustainable modes, including 15% who commute on foot.

3. Development Proposals

3.1 Proposed Use

- 3.1.1 The proposed development comprises 807no. residential dwellings, including two-bed, three-bed and four-bed houses and bungalows. The proposed plans include 10% affordable housing. Vehicular access proposed via 2no. new access junctions and 2no. amended existing access junctions on the local highway network.
- 3.1.2 The proposed development also includes changes to the existing 248no. space Cherryfield Drive Car Park, resulting in a loss of 9no. spaces, leaving a total of 239no. spaces.
- 3.1.3 The proposed site layout is shown in [Figure 3.1](#).

Figure 3.1 : Proposed Site Layout (source : DWH)



3.2 Development Quantum

3.2.1 The development comprises 807no. residential dwellings. The type and mix of properties are set out in [Table 3.1](#).

Table 3.1 : Type and Mix of Residential Dwellings

House Type	Private	Affordable	Total
2 Bedroom	71	43	114
3 Bedroom	379	36	415
4 Bedroom	276	2	278
Total	726	84	807

3.3 Vehicular Access Arrangements

3.3.1 The development site will be accessed via 2no. new access junctions and 2no. amended existing access junctions on the local highway network. 3no. are from Cherryfield Drive and 1no. is from Bewley Drive.

3.4 Pedestrian Access Arrangements

3.4.1 Pedestrian access to the proposed development will be provided at each of the four access junctions onto the local highway network, providing via 2m wide footway provision on each side of the carriageway.

3.4.2 In addition, the proposed site layout includes separate pedestrian access points on Cherryfield Drive and Bewley Drive, providing good levels of connectivity with the surrounding area and permeability through the site for pedestrians.

4. Sustainable Accessibility and Active Travel

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 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and outlines the important role that transport policies have to play in facilitating sustainable development.
- 4.1.3 Paragraph 109 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. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making"*.
- 4.1.4 The 'Ensuring a Choice of Travel' SPD for Knowsley aims to encourage major developments to be located in areas that are accessible via sustainable transport methods including walking, cycling, and public transport.
- 4.1.5 Similarly, Policy CS7 in the 'Knowsley Local Plan Core Strategy' states that new developments should be: *'located and designed to prioritise accessibility and sustainable modes of travel through a choice of walking, cycling, public transport'*.
- 4.1.6 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

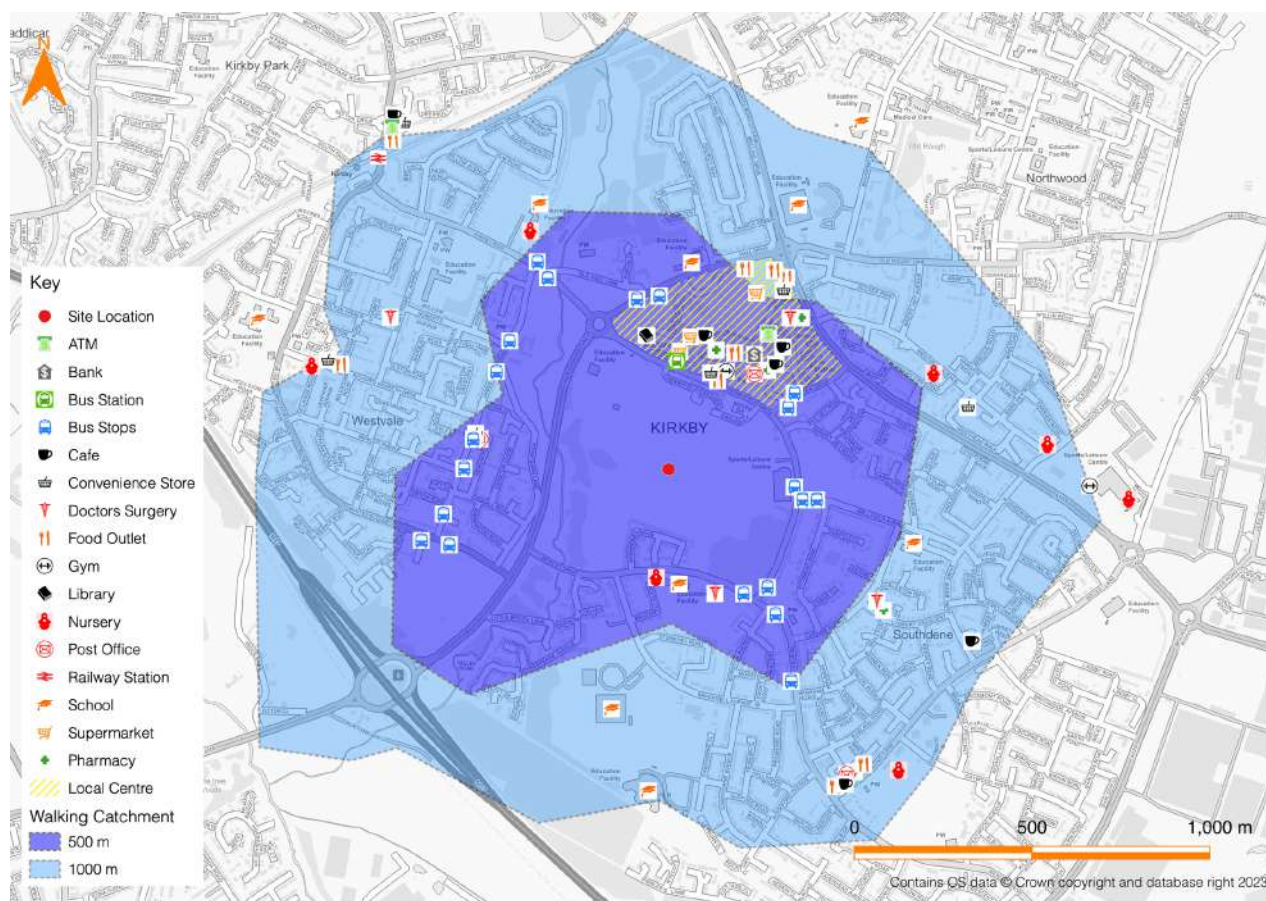
Criteria	Town Centre	Commuting/Sight Seeing	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1,000m	800m
Preferred Maximum	800m	2,000m	1,200m

4.2.2 The CIHT guidelines shown in Table 5.1 suggest that, for commuting purposes, up to 500m is a desirable walking distance, up to 1,000m is considered an acceptable walking distance and 1,000m is the preferred maximum walking distance.

4.2.3 Appropriate walking distances are dependent upon the location of the specific development; in more remote locations, people will be more likely to be prepared to walk further to their end destination. 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 Figure 4.1 presents the local amenities accessible within 500m and 1,000m walking catchments from the site, as specified in CIHT guidance for commuting purposes.

Figure 4.1 : Walking Catchment Area



4.2.5 As shown in Figure 4.1, Kirkby Town Centre is located within a 500m walking catchment from the site, as well as Kirkby Bus Station and numerous bus stops.

4.2.6 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 – Distances and Walking Times

Amenity	Distance	Average Walking Time
St. Joseph the Worker Primary School	260m	3 minutes
Kirkby Bus Station	340m	3 minutes
Kirkby Town Centre	350m	4 minutes
Bus Stop on Cherryfield Drive s/b	350m	4 minutes
Bus Stop on Cherryfield Drive s/b	375m	4 minutes
Morrisons Supermarket	490m	6 minutes
Kirkby Retail Park	600m	7 minutes
Kirkby High School	625m	7 minutes
Kirkby Rail Station	1.0km	12 minutes

4.2.7 As shown in Table 4.2, an extensive range of facilities are accessible within a 500m walking catchment from the site. Multiple bus stops are accessible with a 500m walk, including bus stops on Cherryfield Drive providing services in both directions. Kirkby Bus Station is also c.340m (3-minute walk) from the site, providing a wide range of services.

4.2.8 Kirkby Town Centre is located adjacent to the site's northern boundary, and provides various amenities including Rowland's Pharmacy, a Costa Coffee and a Santander Bank.

4.2.9 Kirkby Retail Park, that includes a McDonald's, KFC and Taco Bell, is within c.600m (7-minute walk). A Morrison's supermarket is also accessible within c.490m (6-minute walk).

4.2.10 The site is also located within walking distance from several schools, including St. Joseph the Worker Primary School within c.260m (3-minute walk) and Kirkby High School within c.625m (7-minutes).

4.2.11 Kirkby Rail Station also lies within the 1,000m walking catchment from the site, an approximate 12-minute walk from the site.

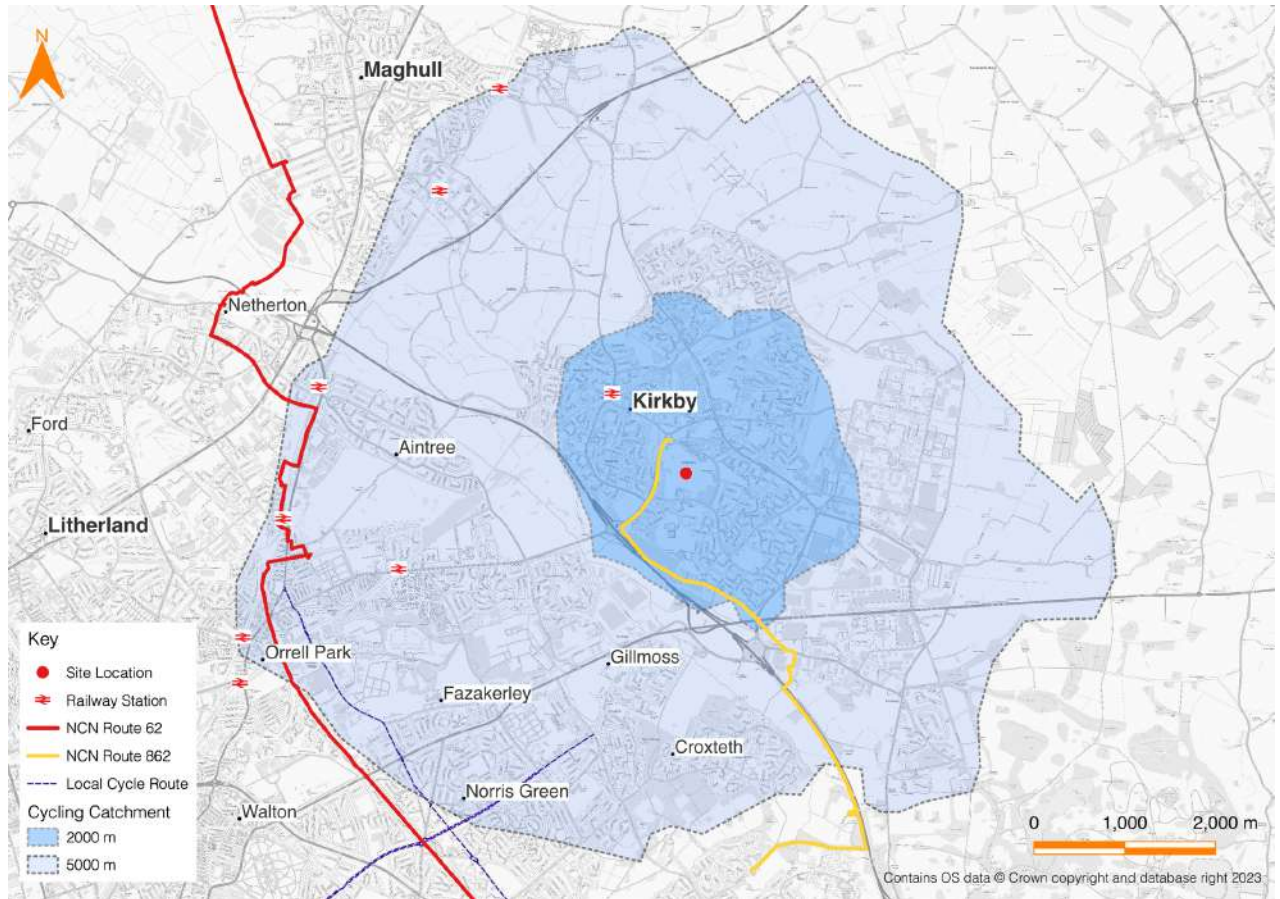
4.3 Cycle Accessibility

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 5.2 presents the cycling catchment area around the proposed development site for 2km and 5km.

Figure 4.2 : Cycling Catchment Area



4.3.4 As shown in Figure 4.2, Kirkby Town Centre is located within a 2km cycle catchment. Aintree, Orrell Park and Croxteth are all located within the 5km cycle catchment area.

4.3.5 Kirkby Rail Station also lies within the 2km cycle catchment, c.1km north of the development site.

4.3.6 As shown in Figure 4.2, the site has direct access to NCN Route 862 which runs along the A508 (Valley Road) on the western boundary of the development site. It provides access between Kirkby and the Deysbrook / Stockbridge area.

4.3.7 NCN Route 62 is accessible within the 5km cycle catchment to the west of the site, providing a cycle route between Fleetwood and Selby via Warrington and Doncaster. A local cycle route is also shown in Figure 4.2 to enter the 5km cycle catchment to the south of the site.

4.3.8 The local area also benefits from a network of local cycle routes, as shown in Figure 4.3.

Figure 4.3 : Local Cycle Routes Map (source : KMBC)



4.3.9 As shown in Figure 4.3, Cherryfield Drive benefits from a suggested cycle route, with the A508 (Valley Road) benefitting from a traffic-free cycle route with a good surface, as discussed previously.

4.4 Public Transport

Local Bus Services

4.4.1 Bus stops are available on Cherryfield Drive on the eastern boundary of the development site, providing services in both directions. The site also benefits from Kirkby Bus Station on Cherryfield Drive on the northern boundary of the site, which provides a wide range of bus services.

4.4.2 Table 4.3 provides a summary of routes / times of local bus services accessible from these stops.

Table 4.3 : Local Bus Services – Kirkby Bus Station and Cherryfield Drive

Service No.	Route	Approx. Frequency (buses / hour)				
		AM	Off-Peak	PM	Sat	Sun
3	Huyton Bus Station – Halewood Shopping Centre	<1	No service	No service	<1	No service
3A	Fazakerley / Huyton – Liverpool John Lennon Airport	<1	No service	No service	<1	No service
14/14A /14C	Kirkby - Liverpool	<1	No service	No service	<1	No service
17A/17X	Liverpool City Centre – Kirkby	1	1	1	1	1
19	Liverpool City Centre - Kirkby	5	5	2	4	3
20/20X	Liverpool City Centre - Kirkby	4	4	4	3	2
21	Liverpool City Centre - Northwood	4	4	4	3	2
97/97A	Kirkby Circular	2	2	1	2	No service
133	Kirkby – Sefton - Crosby	1	1	1	1	No service
217/217A	Kirkby - Huyton	3	2	2	2	1
289	St Helens - Kirkby	No service	No service	No service	1	No service
297	St Helens – Kirkby	1	1	1	No service	No service
319 Trainlink	Kirkby - Skelmersdale	2	2	1	2	1
720/739/X725	Maghull High School Service	<1	No service	<1	No service	No service
732	Maricourt High School Service	<1	No service	<1	No service	No service
X722	Deyes High School Service	<1	No service	<1	No service	No service

4.4.3 As shown in Table 4.3, regular bus services are available from Kirkby Bus Station and Cherryfield Drive, providing access to Liverpool City Centre, Crosby, Huyton, amongst others, as well as around Kirkby, including services to and from the rail station.

4.4.4 Multiple school-only services are also available to schools across Liverpool.

Rail Services

- 4.4.5 The closest rail station to the site is Kirkby Station c.1km northwest of the site, and within both the 1,000m walking catchment and 2km cycle catchment.
- 4.4.6 Kirkby Rail Station is also accessible via the local bus route network, including the 20, 21, 97, 217 and 319 Trainlink services from Kirkby Bus Station. This bus journey takes approximately 10 minutes.
- 4.4.7 A summary of the direct rail services from Kirkby Station is highlighted in [Table 4.4](#).

Table 4.4 : Direct Rail Services – Kirkby Station

Destination	Approx. Frequency	Approx. Journey Time
Headbolt Lane	3 services / hour	2 minutes
Liverpool Central <i>via Fazakerley, Rice Lane, Kirkdale, Sandhills and Moorfields</i>	3 services / hour	20 minutes

- 4.4.8 As shown in [Table 4.4](#), 3no. services per hour (a train every 20 minutes) are available from Kirkby Station to Liverpool City Centre. Local stations are also accessible via this route, including Fazakerley and Kirkdale.
- 4.4.9 3no. services per hour (a train every 20 minutes) are available also from Kirkby Station to Headbolt Lane.

4.5 Minimum Accessibility Standard Assessment (MASA)

- 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 The SPG includes a questionnaire to be completed by the Applicant. Based on a review of the SPG the application site is considered to fall under the 'Major' scale category as it comprises over 50no. units.
- 4.5.3 A summary of the MASA results is shown in [Table 4.5](#) and the full questionnaire is attached in [Appendix A](#).

Table 4.5 : MASA Assessment

Mode	Minimum Score Required	Score Achieved
Access on Foot	4	4
Access by Cycle	5	5
Access by Public Transport	5	5

Mode	Minimum Score Required	Score Achieved
Vehicle Access and Parking	1	3
Total	15	17

5. Overarching Aim, Objectives and Benefits

5.1 Objectives

5.1.1 This TP is targeted at combating over-dependency on cars by boosting and encouraging alternatives to private car use. In order to do this, the TP has the following broad objectives:

- To instil a culture of sustainable travel behaviour amongst residents on the site;
- To deliver ease of access to key facilities by enabling walking, cycling, public transport and car sharing to employment, education, health, shopping and leisure facilities;
- To promote healthy lifestyles and raise awareness about the benefits of utilising sustainable travel opportunities; and
- To encourage walking and cycling as the first choice for local trips.

5.2 Benefits

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

Resident 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 journeys to and from work.

Housebuilder Benefits

- An improved compliance with the planning context;
- A demonstration of any environmental credentials; and
- An incentive to retaining residents.

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; and
- A contribution towards overall reduction in travel emissions.

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 mode share targets for residents of the site. 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 The overarching goal of the TP is to reduce single occupancy car use and, as a result, the number of car trips in and out of the site.

6.2.2 Based on the review of modal share data and the potential to influence travel behaviour, key modal shift targets will focus on:

- Maximising the number of local trips made by walking and cycling;
- Promoting home working, where possible, to reduce the need to travel; and
- Promoting the use of local bus and rail services for full or part of journeys, particularly for those to and from the place of work.

6.2.3 The pre-survey modal share targets based on 2011 census data are shown in **Table 6.1**.

Table 6.1 : Indicative Mode Share Targets

Mode of Travel	Mode Share Targets by Timescales					
	Base Year	Year 1	Year 2	Year 3	Year 4	Year 5
Single Occupancy Vehicle (SOV)	49%	47%	45%	43%	41%	39%
Sustainable Travel Modes	51%	53%	55%	57%	59%	61%

6.2.4 More detailed modal shift targets will be identified following the initial travel survey of residents; to be undertaken once 50% of the residential dwellings are occupied or within 12 months of first occupation, whichever is sooner.

6.2.5 The interim 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 residents travel questionnaire survey. 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.

- 6.2.6 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 will be reviewed once the initial surveys have been completed and existing travel behaviour is known.
- 6.2.7 All future data collection will be undertaken in accordance with local authority standards, to ensure the TP is being accurately monitored and that targets are being met.

7. Travel Plan Management

7.1 Overview

7.1.1 In order to meet the objectives and targets, it will be necessary to implement a number of measures and initiatives both prior to and during the occupation of the site. A summary of the potential TP measures is set out below:

- Appointing a Travel Plan Co-ordinator;
- Undertaking Travel Surveys;
- Encouraging walking;
- Encouraging cycling;
- Promoting public transport; and
- Promoting car sharing.

7.2 Travel Plan Co-ordinator

7.2.1 A TPC is needed to implement the measures and to sustain participation. The TPC will be appointed prior to the first occupation to implement the TP measures and encourage residents to travel by sustainable modes.

7.2.2 The anticipated roles and responsibilities of the TPC include:

- Administer/ manage/ implement the TP in liaison with KBMC;
- To ensure travel awareness amongst residents;
- To provide a point of contact to discuss travel information and options;
- Promote and encourage the use of travel modes other than the car and car-sharing, where appropriate;
- To monitor the success of the TP measures and targets;
- Ensure the availability of the most up to date travel information; and
- To liaise with KBMC and local public transport operators to identify inefficiencies and share ideas for improvements for public transport.

7.2.3 The applicant will be responsible for implementing the TP and will submit full contact details to KBMC once available.

8. Travel Plan Measures

8.1 Introduction

8.1.1 There will be a sustained and long-term commitment to encourage sustainable travel and implementing a range of promotional measures to deliver tangible modal shift amongst the residents of the Cherryfield Drive development. The main responsibility for promoting measures will lie with the TPC, who will seek to implement TP measures and promotional strategy as set out below.

8.2 Residents' Travel Survey

8.2.1 An initial Travel Survey will be undertaken once 50% of the units are occupied or within 12 months of first occupation, whichever is sooner. The Travel Survey results will provide a valuable 'baseline' against which the success of the TP, in reducing car journey and increasing journey by walking, cycling and public transport, will be measured.

8.2.2 An example of the Travel Survey Questionnaire is attached in **Appendix B**.

8.3 Residents' Travel Information Pack

8.3.1 All site occupants should be made aware of the existence of the TP and its aims through a Residents' Travel Information Pack. A Residents' Travel Information Pack should include the following information:

- The role and contact details for the TPC;
- Location of nearest bus stops / station(s);
- Up to date local bus timetables;
- Maps showing safe walking routes to the nearest key facilities including bus stops;
- Maps showing safe cycling routes to the site;
- Promotional material highlighting the health and financial benefits of walking and cycling;
- Details of trip planning apps;
- Details of car share services such as <https://liftshare.com/uk> ;
- 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.

8.3.2 Residents' Travel Information Packs should be provided to new residents within the welcome packs on first occupation.

8.4 Encouraging Walking

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

8.4.2 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>

8.5 Encouraging Cycling

8.5.1 In terms of proposed operational measures, the TPC's role will include the promotion of cycling, including providing details of the local cycle routes/ facilities accessible from the development and other relevant information such as bicycle purchase/repair.

8.5.2 The following websites are useful for planning cycle routes, finding facilities and encouraging cycling:

- <https://www.britishcycling.org.uk/ChooseCycling>
- <https://www.merseyrail.org/media/wv0jm3od/knowsley-cycle.pdf>
- <https://www.routeyou.com/en-gb/location/bike/47412121/cycling-in-knowsley-overview-of-all-cycle-routes>

8.6 Promoting Public Transport

8.6.1 The promotion of walking and cycling will encourage many residents to adopt these modes, but for those travelling further from the 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.

8.6.2 The TPC will therefore ensure that up-to-date public transport frequency information is available to residents to maximise the potential use of this mode.

8.6.3 The following websites can be used to find and view bus routes/ timetables for the Knowsley area:

- <https://www.arrivabus.co.uk/>
- <https://www.cumfybus.co.uk/liverpool.html>

- <https://www.stagecoachbus.com/>
- <https://www.traveline.info/>
- <https://www.merseytravel.gov.uk/>

8.7 Promoting Car Sharing and Car Hire

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

8.7.2 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.

8.7.3 The following websites can be used to find information about car sharing and car hire:

Car Sharing

- <https://liftshare.com/uk>
- <https://www.blablacar.co.uk>

Car Hire

- <https://www.enterprise.co.uk/en/home.html>
- <https://www.rentalcars.com/en/city/gb/knowsley/>

8.8 Liaising with Stakeholders

8.8.1 Once appointed, contact details of the TPC will be shared with local planning authorities and local transport operators.

- 8.8.2 It will be necessary for the TPC to liaise with the local planning/ highways authority 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.

9. Monitoring and Review

9.1 Overview

9.1.1 Monitoring of the TP includes the following key roles led by the TPC:

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

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

9.2 Monitoring Strategy

9.2.1 A Monitoring Report will be submitted to the Local Planning Authority to illustrate to what extent the agreed 'outputs' and 'outcomes' in the TP have been achieved. Once submitted, the Local Planning Authority will provide written comments on the report, which may lead to modifications to the original measures if required.

9.2.2 The success of a TP should be assessed in terms of the effect the implemented measures have had on the achievement of the TP targets.

9.2.3 The monitoring programme will begin with the initial baseline travel survey. Further surveys will be undertaken on an annual basis for a minimum of 5-years.

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

10. Timetable and Action Plan

10.1.1 A Timetable and Action Plan is outlined in [Table 10.1](#). 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 10.1 : Travel Plan Timetable and Action Plan

Activity	Description	Frequency of Review	Deadline for Completion After Occupation	Lead
Appoint Travel Plan Co-ordinator	Lead person identified to co-ordinate the development and implementation of the Travel Plan	Annual	At least 1 month prior to first occupation	Developer
Baseline assessment of modes of travel and preferences and questionnaires	Engagement with residents through questionnaires in order to provide a baseline assessment.	Annual	Within 12 months of first occupation or 50% occupation of development (whichever is sooner)	TPC
Analysis of Baseline Information	Analysis of survey information in order to identify trends, make recommendations and develop action plan.	Annual	Within 12 months	TPC
Development Action Plan	Information used to identify initiatives which are set out in a detailed action plan	Annual	Within 12 months	TPC
Sign Off Plan	Formal approval of Travel Plan and its activities by KMBC	One-off sign off	Within 12 months	TPC
Review, Update and Report	Review Travel Plan, including results of surveys and questionnaires. Update action plan as required and submit progress report to KBMC	Annual	Period to be agreed	TPC

APPENDICES

APPENDIX A

MASA Assessment Form

Minimum Accessibility Standards Assessment (MASA)

Address: Cherryfield Drive, Kirkby

Completed by: Mode Transport Planning

Based on the proposed number of dwellings and location, the development is classified in the MASA standards as a 'major & Large' development, located in an 'Other Urban'.

Criteria	Description	Score
Access Diagram		
Access Diagram	Has a diagram been submitted which shows how people move to and through the place and how this links to surrounding roads, footpaths and sight lines?	Yes
Access on Foot		
Location	Is the development within 500m of a district or local centre?	Yes (2 points)
Internal Layout	Does 'circulation' and access inside the site reflect direct, safe and easy to use pedestrian routes for all, with priority given to pedestrians when they have to cross roads or cycle routes?	Yes (1 point)
External Layout	Are there barriers between the site and local facilities or housing, which restrict pedestrian access?	No (1 point)
Other	The development links to identified recreational walking network	Yes
Section Summary	Minimum Score Required	4 points
	Actual Score	4 points
Access by Cycle		
Location	Is the development within 1 mile of a district or local centre?	Yes (2 Points)
Internal Layout	Does the 'circulation' and access inside the site reflect direct and safe cycle routes, with priority given to cyclists where they meet motor vehicles?	Yes (1 point)
External Layout	The development is within 400m of an existing or proposed cycle route?	Yes (1 point)
Other	Development include shower facilities and lockers for cyclists?	Yes (1 Point)
Section Summary	Minimum Score Required	5 points
	Actual Score	5 points

Criteria	Description	Score
Access by Public Transport		
Location and access to public transport	Is the site within a 200m walk of a bus stop and/ or 400m of a rail station?	Yes (2 points)
	Are there barriers on direct and safe pedestrian routes to bus stops or rail stations?	No (1 point)
Frequency	High (4 or more buses an hour)	Yes (2 points)
Other	N/A	0 points
Section Summary	Minimum Score Required	6 points
	Actual Score	5 points
Vehicle Access and Parking		
Parking	Off-street parking provided is advised in Section 4 for that development type	Yes (1 point)
	The off-street parking less than 75% of recommended	Yes (2 points)
Section Summary	Minimum Score Required	1 point
	Actual Score	3 points

APPENDIX B

Example 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