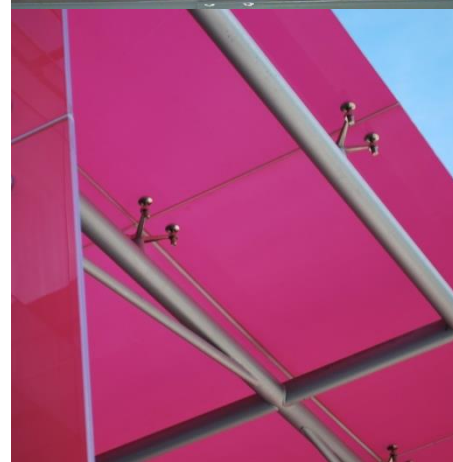
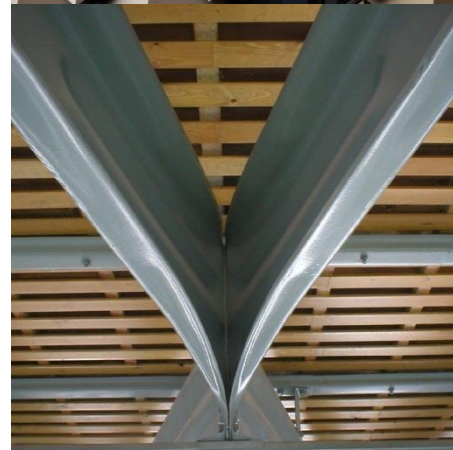


Site D: Land West of Barnston Road, Pensby

Interim Travel Plan

Curtins Ref: 078242-CUR-00-XX-RP-TP-002-V05
Revision: V05
Issue Date: 26 April 2022

Client Name: Leverhulme Estates Limited



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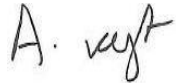
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- Drawing 078242-CUR-00-XX-DR-TP-06002** – Indicative Cycle Catchment
- Drawing 078242-CUR-00-XX-DR-TP-06003** – Indicative Public Transport Catchment

Glossary of Terms and Abbreviations

CIHT	Chartered Institution of Highways and Transportation
FTP	Framework Travel Plan
ITP	Interim Travel Plan
NCN	National Cycle Network
NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance
PRoW	Public Right of Way
SRN	Strategic Road Network
TA	Transport Assessment
TRICS	Industry-standard system which allows its users to establish potential levels of trip generation for their development scenarios using a series of database filtering processes
WBC	Wirral Borough Council

1.0 Introduction

1.1 Background

1.1.1 Curtins has been appointed on behalf of Leverhulme Estates Limited ('Leverhulme') to provide traffic and transportation advice in relation to a proposed residential development of up to 153 dwellings ('the development proposals') on Land West of Barnston Road in Pensby on the Wirral Peninsula ('the site'). The local planning and highways authority is Wirral Borough Council ('WBC').

1.1.2 This Travel Plan has been prepared to support the development proposals and should be read in conjunction with the separate Transport Assessment in respect of the development proposals prepared by Curtins.

1.2 What is a Travel Plan?

1.2.1 A Travel Plan ('TP') is defined by the Department for Transport ('DfT') and by the Department for Levelling Up, Housing & Communities ('DLUHC') as:

"A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed."

Source: Glossary, *National Planning Policy Framework*, 2021.

1.2.2 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

1.3 Document Purpose

1.3.1 This Interim Travel Plan ('ITP') is intended to be read alongside the accompanying Transport Assessment (TA), (**Curtins Document Reference: 078242-CUR-00-XX-RP-TP-001**), prepared to support the development proposals.

1.3.2 This document is also intended to be read alongside a Framework Travel Plan ('FTP') which provides an umbrella for travel planning matters at all eight sites (**Curtins Document Reference: 077829-CUR-00-XX-RP-TP-003**).

1.3.3 An ITP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to the construction of the development. It includes a list of potential measures that could be implemented to affect modal choice, and a management strategy for producing a full Travel Plan in the future.

1.3.4 At a local level, WBC states that:

A Travel Plan will be required to be submitted alongside planning applications which are likely to have significant transport implications. This includes all major developments that meet or exceed a threshold of 80 dwelling houses.

Source: <https://www.wirral.gov.uk/parking-roads-and-travel/public-transport/travel-plan-advice-planning-applications>

1.3.5 This document has been written in accordance with the above statement, and the following core guidance documents:

- National Planning Policy Framework 2021 ('NPPF'); and
- National Planning Practice Guidance (web-based guidance produced by DLUHC).

1.4 Document Structure

1.4.1 Following this introductory section, **Section 2** of the report provides background information on the benefits which can be derived from a successful Travel Plan. It also sets out key aims and objectives for the Travel Plan process.

1.4.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout.

1.4.3 **Section 4** assesses the accessibility of the site by various means of sustainable modes of travel including public transport, walking and cycling.

1.4.4 **Section 5** outlines various initiatives that will be considered to encourage a modal shift from single occupancy car travel and towards sustainable modes of travel for future employees and visitors.

1.4.5 **Section 6** provides example Travel Plan Targets, outlining the need to present SMART targets following the completion of the base Travel Surveys.

1.4.6 **Section 7** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator ('TPC') as the Travel Plan process progresses.

1.4.7 **Section 8** concludes the report by providing an Action Plan which summarises the document and the next steps.

2.0 Travel Plan Benefits

2.1 Introduction

2.1.1 The benefits from a TP can be categorised under three main headings:

- Health;
- Environmental; and
- Financial.

2.1.2 This section explores just some of the improvements which can be achieved following successful implementation of a Travel Plan.

2.2 Health Benefits

2.2.1 A reduction in polluting vehicles on the roads surrounding the site will mean better air quality throughout the area. There are also well documented health benefits associated with active travel, yet activity levels are generally low across the UK:

“Physical activity levels are low in the UK: only 40% of men and 28% of women meet the minimum recommendations for physical activity in adults.”

Source: Health Survey for England: CVD and Risk Factors for Adults, Obesity and Risk Factors for Children, DoH, 2008.

2.2.2 Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems.

2.3 Environmental Benefits

2.3.1 Climate change is a global issue that affects all nations. The British Government has pledged to play its part in reducing emissions which are harmful to the earth by setting carbon reduction targets:

2.3.2 In June 2019, parliament passed legislation requiring the government to reduce the UK's net emissions of greenhouse gases by 100% relative to 1990 levels by 2050. Doing so would make the UK a 'net zero' emitter. Prior to this, the UK was committed to reducing net greenhouse gas emissions by at least 80% of their 1990 levels, also by 2050. The commitment to reducing the UK's environmental impact was furthered at COP 26.

2.3.3 Encouraging people to make smarter choices in the way they travel can drastically reduce the impact that a particular development makes on the environment.

2.4 Financial Benefits

2.4.1 Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing active travel rates:

“The cost of physical inactivity in England – including direct costs of treatment for the major lifestyle-related diseases, and the indirect costs caused through sickness absence – has been estimated at £8.2 billion a year.”

Source: At Least Five a Week: Evidence on the Impact of Physical Activity, DoH, 2004.

2.4.2 Individuals can also benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car use. In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), removing the capital and on-going maintenance costs of car ownership.

2.4.3 An effective TP can help encourage employees and visitors to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

2.5 Mutual Benefits

2.5.1 As demonstrated, there are multiple reasons as to why the benefits sought by TPs are important to modern society. The initiatives in this TP are designed to have a positive effect on future residents and visitors of the development proposals. However, they must be communicated correctly:

“It is important that the outcomes sought from the travel plan can be seen as a benefit to all parties, e.g. the developer, occupiers and site users, the community and the local authority. Such benefits can help in gaining widespread commitment.”

Source: Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfH, 2009.

2.6 Travel Plan Objectives

2.6.1 Considering the above benefits, this TP aims to achieve the following objectives:

- **Objective 1** – To increase the level of cycling to and from the site;
- **Objective 2** – To increase the level of walking to and from the site;
- **Objective 3** – To increase the level of public transport use to and from the site;
- **Objective 4** – To increase the number of people car sharing to and from the site; and in turn
- **Objective 5** – To reduce single occupancy car travel to and from the site.

3.0 Existing Situation

3.1 Site Location

3.1.1 The site is located on land to the north of Gills Lane in Pensby. It extends to approximately 7.35ha and is currently used for agricultural purposes.

3.1.2 The application site is bounded to the north by further agricultural land, to the east by Barnston Road, to the south by Gills Lane and to the west by buildings associated with Gills Lane Farm. **Figure 3.1** shows the site location:



Figure 3.1 – Site Location

3.2 Existing Access Arrangements

3.2.1 The site currently lacks a formal vehicular access; however, there are established access points defined by farm gates on its southern and eastern boundaries. These provide access for the current agricultural users.

3.2.2 **Figure 3.2** details the southern boundary access on Gills Lane, and **Figure 3.3** details the eastern access points on Barnston Road.

3.2.3



Figure 3.2 – Existing Southern Site Access Point (Gills Lane)



Figure 3.3 – Existing Eastern Site Access Points (Barnston Road)

3.2.4 The northern and southern sections on the site are divided by a line of trees and hedgerow. **Figure 2.3** demonstrates that there are therefore currently two informal access points, one serving the northern half and the other serving the southern half.

3.3 Surrounding Highway Network

Gills Lane

3.3.1 One of the proposed access points would be via Gills Lane, which runs along an east/west alignment for approximately 800m, linking the site with Pensby to the west and Barnston in the east. The majority of Gills Lane is bordered by agricultural land, with the areas to the north and south of Gills Lane being under ownership of Leverhulme; however, the road does serve some existing residential properties at its western end.

3.3.2 Gills Lane is a single lane two-way road with a varying carriageway width (typically narrower along the eastern sections of the road). In the vicinity of the site the carriageway measures approximately 5.5m along its western extents, reducing to 4.5m to the east upon approach the priority junction with

Barnston Road. The road is subject to a 30mph speed limit and street lighting is provided along both sides of the carriageway.

- 3.3.3 In the immediate vicinity of the site the surrounding land uses are more agricultural in nature, as such no footway is currently provided along this section of Gills Lane. However, approximately 110m west of the site, Gills Lane has a consistent footway on its northern side of the carriageway, which continues westwards towards its signalised junction with Fishers Lane and the B5138, and a row of local shops. Approximately 350m west of the site (in the vicinity of Marlfield Lane) a footway is also provided on the southern side of Gills Lane. For the most part, where the footway along Gills Lane crosses access points and side roads, dropped kerbs and tactile paving is provided.
- 3.3.4 At the signalised junction between Gills Lane, Fishers Lane and the B5138 formal pedestrian crossing facilities are provided. These include signalised pedestrian crossings, complemented with dropped kerbs, tactile paving and guard railing.

Barnston Road

- 3.3.5 On the south-eastern corner of the proposed development site the A551 Barnston Road connects with Gills Lane via a simple priority T-junction arrangement. From here, Barnston Road extends for approximately 4.3km between a roundabout junction with the A540 and Brimstage Road in the south, and a roundabout junction with Thingwall Road East/Torrington Drive and Arrowe Park Road in the north (passing along the eastern frontage of the site).
- 3.3.6 In the vicinity of the site, Barnston Road is a single lane two-way road with a typical carriageway width of 7m. For the majority of its length, Barnston Road is subject to a 40mph speed limit, however as the road runs through residential areas (and passes the proposed development site), the speed limit is reduced to 30mph.
- 3.3.7 Barnston Road is well lit with street lighting and in the vicinity of the site has footway along at least one side of the carriageway. Further north, as Barnston Road leads towards Thingwall, footway is provided on both sides of the carriageway which for the most part is separated from the carriageway by grass verge.
- 3.3.8 Barnston Road forms part of an existing bus route. As such there are several bus stops positioned at regular intervals along Barnston Road. These services could be utilised to reach areas such as Heswall and Barnston. More detailed information on the local bus provision is provided in **Section 4** of this TA.

Thorncroft Drive

- 3.3.9 Thorncroft Drive is located approximately 170m the west of the site. Thorncroft Drive commences at a simple priority junction with Gills Lane and extends north for approximately 120m before terminating at a turning head. The road is a single carriageway with an approximate width of 4m.

3.3.10 There are pedestrian footways on both sides of the road, with street lighting present. The footway provision on Thorncroft Drive connects to the existing footway along the northern side of Gills Lane, therefore providing residents with a continuous pedestrian connection towards Pensby.

M53

3.3.11 The proposed development site is accessible from the M53, via Junction 3 to the north-east or Junction 4 to the east. The M53 forms part of the Strategic Road Network ('SRN') and is a 30km motorway on the Wirral Peninsula in England.

3.3.12 The M53 motorway starts in Wallasey at the exit slip roads from the Kingsway Tunnel from Liverpool. It loops round the north-west of Birkenhead and then runs south as a dual three-lane route between Upton, Woodchurch in the west and Prenton.

3.3.13 From Junctions 1 to 3 it runs parallel to the railway line. From Junction 3 it proceeds south past Bebington through Junction 4, before narrowing to dual two lanes. At Junction 5, traffic for Wales can take the A41, A550 and A494 to join the A55 near Ewloe.

4.0 Accessibility by Sustainable Modes of Travel

4.1 Introduction

4.1.1 A key element of national, regional and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. It is important to ensure that developments are not isolated but are located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

4.1.2 It should be remembered that the site is set in a semi-rural area, and the expectation of levels of accessibility should reflect this. As paragraph 105 of the National Planning Policy Framework (NPPF) states:

“...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..”

4.1.3 The accessibility of the proposed development is considered in this context for the following modes of travel:

- Pedestrian Accessibility;
- Accessibility by Cycle; and
- Accessibility by Public Transport.

4.2 Pedestrian Accessibility

4.2.1 Acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution for Highways and Transportation (‘CIHT’) document entitled *‘Providing for Journeys on Foot’* suggests walking distances which are relevant to this planning application. These are reproduced in **Table 4.1**.

	Town Centres (m)	Commuting/School/Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 4.1 – CIHT Suggested Acceptable Walking Distances

4.2.2 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been prepared. **Drawing 078242-06001** shows distances of 500m, 1,000m and 2,000m which

are termed 'Desirable', 'Acceptable' and the 'Preferred Maximum' by the CIHT for commuting/school trips and are considered representative of a typical residential pedestrian trip.

4.2.3 Given the semi-rural surrounds of the local area, there are a limited number of amenities in the immediate vicinity of the site. As detailed previously in **Section 3**, the site layout has been designed to provide a pedestrian friendly development site, with pedestrian refuge islands on Barnston Road and a continuous footway on the northern side of Gills Lane. Once on the wider street network, pedestrians will be able to access residential areas in Pensby and Thingwall where pedestrian facilities already exist and are generally of a high standard. It is therefore considered from a pedestrian accessibility perspective, that the development location is suitable.

4.2.4 A c.750m walk from the site westwards into Pensby provides access to a wide range of local shops and facilities on the B5138 Pensby Road. These include a Co-Op Food Store, ATM, pharmacy, florist, grocers, bookmakers, hairdressers, dry cleaning, and other general services. Some of these facilities are shown at **Figure 4.1** below.



Figure 4.1 – Local Facilities (Pensby Road)

4.2.5 Additional shops are available as Pensby Road continues south towards Heswall, with the following all accessible within approximately 10-15 minutes' walk from the site:

- Places of worship (as close as 650m from the site);
- Barbers and hairdressers (as close as 750m from the site);
- Several bars, restaurants and takeaways (as close as 750m from the site);
- Texaco-Londis (800m);
- Bargain Booze (800m);
- Tesco Express (1,100m);
- Post Office (1,100m); and,
- Pensby Clinic (1,300m).

- 4.2.6 To the south-east of the site Barnston Village is accessible within an 800m (10-minute) walk. Barnston includes a public house (The Fox & Hounds) and a place of worship (Christ Church). To the northeast, an approximate 10-minute walk provides access to several amenities on Barnston Lane, including the Basset Hound public house (800m walk), McColl's convenience store (850m walk) and Thingwall Garden Centre (1,000m walk). Further north, in the vicinity of Arrowe Park Road, The Warren's Medical Centre can be reached which also includes an adjacent Boots store.
- 4.2.7 Pensby Primary School (1,700m walk on Kentmere Drive), Stanley School (1,700m walk on Greenbank Drive), Ladymount Catholic Primary School (2,000m walk on Portal Road) and Pensby High School (2,000m walk on Irby Road) are all located west of the site in Pensby, again accessible within the CIHTs walking catchments for school trips.
- 4.2.8 Thingwall Primary School is located north of the site (1,900m walk on Pensby Road) and can be access via the footway provisions proposed on Barnston Road. Pedestrian infrastructure linking the site to these school facilities is generally very good as the route utilises many pre-existing residential streets which are generally quieter and lightly trafficked.
- 4.2.9 There are also various leisure facilities located within an accessible walk of the site, these include several picnic areas, Rigdewood Park (1,000m), Pensby Community Centre (1,300m) and Kylemore Community Centre (1,700m).
- 4.2.10 In summary, in light of the site's location close to existing facilities it has been demonstrated that the site is accessible for pedestrians.

4.3 Accessibility by Cycle

- 4.3.1 In order to assist in assessing the site's accessibility by cycle, **Drawing 078242-06002** presents an 8km cycle catchment for the site. This distance has been chosen to reflect the recommendation by Cycling England in its document 'Integrating Cycling into Development Proposals' (2008), which states the following on pg. 4:

"Most cycle journeys for non-work purposes and those to rail stations are between 0.5 and 2 miles, but many cyclists are willing to cycle much further. For work, a distance of 5 miles should be assumed."

- 4.3.2 To assist further, a 5km catchment has also been provided as this distance is commonly used to consider cycle accessibly.
- 4.3.3 All of the previously described retail, leisure and employment opportunities found within an accessible walk distance, can be reached within a short cycle journey.

4.3.4 The 8km catchment extends as far as Moreton in the north, Port Sunlight to the east, Neston in the south and Heswall to the west. The large residential areas of Irby, Pensby and Moreton, Bebington, Birkenhead can be reached from the site via an accessible cycle ride.

4.3.5 Of the roads immediately surrounding the site, a number are recommended or signed for cycling on the carriageway, for example Gills Lane, Pensby Road and Barnston Road. These advisory routes are designated routes due to the existing low volumes of traffic. There are also several off-road tracks and bridleways in the vicinity of the site, providing useful connections north towards Irby and south towards Neston.

4.3.6 **Figure 4.2** below is an extract of Mersey Travel’s Cycle Map for the Wirral, which details a number of the local routes.



Figure 4.2 – Wirral Council Local Cycle Mapping

4.3.7 National Cycle Network (NCN) Route 56 is located approximately 3.8km east of the proposed development (in the vicinity of Storeton). Locally, NCN Route 56 connects Birkenhead and Parkgate, utilising a mixture of quiet roads and traffic free paths throughout the Wirral. This therefore represents an excellent and highly attractive/convenient facility that prospective residents could utilise. This therefore represents an excellent and highly attractive/convenient facility that prospective residents could utilise, and also serves to secure improvements which would benefit existing residents’ access to the local countryside.

- 4.3.8 The Wirral Circular Trail (WCT) is located 4.1km south-west of the proposed development. The WCT runs alongside the northern, eastern and western coastlines of the Wirral Peninsula and provides traffic free or lightly trafficked connections to West Kirby and Hoylake, amongst others. This therefore represents an excellent and highly attractive/convenient facility that prospective residents could utilise. This therefore represents an excellent and highly attractive/convenient facility that prospective residents could utilise, and also serves to secure improvements which would benefit existing residents' access to the local countryside.
- 4.3.9 Comfortably within the cycle catchment is Arrowe Park Hospital. Arrowe Park Hospital is a flagship hospital located in the heart of the Wirral peninsula. Based here, as well as the full range of acute health services for adults and children, there is an Accident & Emergency (A&E) unit, a Maternity Unit and a Walk-In Centre. The hospital has approximately 900 beds. A modern annexe houses the Fracture & Orthopaedic Clinic, which has its own dedicated X-ray suite with capacity to treat up to 30,000 patients a year. The two upper floors contain staff education centre. Arrowe Park is also home to the Children and Young Persons' Unplanned Care Unit. Youngsters attending the Accident & Emergency Department will be treated here. The facility also includes an assessment unit for GP referrals. Future site users commuting to Arrowe Park Hospital could do so with multi modal travel.
- 4.3.10 Therefore, in summary, it is considered that cycling is a realistic mode of travel for future residents at the site.

4.4 Accessibility by Public Transport

- 4.4.1 **Drawing 078242-06003** demonstrates those areas accessible via public transport within 20, 40 and 60 minutes journey from the site. Accessibility by bus and rail are considered in further detail within the subsections below. As shown on the plan the majority of the Wirral Peninsula and Liverpool city centre can be accessed from the site via public transport.

Bus Accessibility

- 4.4.2 The CIHT document 'Guidelines for Planning for Public Transport in Development' indicates that ideally, a bus stop should be located within 400m from a new development.
- 4.4.3 The nearest bus stops to the site are located directly adjacent to the site along its eastern border, along Barnston Road. Both stops take the form of a simple flag and pole arrangement, with detailed timetable information also provided. The bus stop provisions are shown below on **Figure 4.3** and **Figure 4.4** overleaf.



Figure 4.3 – Southbound Bus Stop along Barnston Road



Figure 4.4 – Northbound Bus Stop along Barnston Road

4.4.4 **Table 4.2** details the service that calls at these stops, and its associated frequency:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
181	Arrowe Park- Heswall	60 mins	60 mins	-

Table 4.2 – Summary of Bus Service Frequencies from Barnston Road

4.4.5 Curtins understands that the no.181 bus shown in **Table 4.2** also calls along Gills Lane and can be flagged down by waiting passengers wishing to utilise this service.

4.4.6 As set out in **Section 3**, it is proposed that new highway connection is provided between the Gills Lane site access and the southern Barnston Road site access. This route would be designed a major residential street and it is proposed the link could accommodate the no. 181 in the future.

4.4.7 In summary, in light of the site's location close to an existing service on Gills Lane and Barnston Road, it has been demonstrated that the site is accessible by bus. Furthermore, the proposed development would bring about the potential for enhancing the no. 181 service.

Rail Accessibility

4.4.8 The CIHT document, 'Planning for Public Transport in Developments' (1999) notes that people travelling to and from a site by rail will typically be prepared to walk further to the site than those travelling by bus, with a preferred distance of 800m. Heswall Station is located on Pullman Close, approximately 2.5km walk/cycle distance from the centre of the site.

4.4.9 Whilst the walking distance from the site to the railway station is above the desired maximum, it may still be viable for some rail users, particularly those who cycle or 'park and ride'. It is therefore considered that a multi-modal journey would be viable for residents of the site.

4.4.10 Heswall Rail Station is managed Transport for Wales and provides regular trains towards Bidston and Wrexham, as well as many of the nearby local stations. The station includes a 16-space car park and ramps for train access.

4.4.11 In view of the availability of a multi-modal journey to access Heswall Railway Station, and the level of service available at the station, it is considered that the site is accessible for travel by rail.

4.5 Summary

4.5.1 It should be remembered that the site is set in a semi-rural area, and the expectation of levels of accessibility should reflect this. As paragraph 105 of the National Planning Policy Framework (NPPF) states:

"...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."

4.5.2 Notwithstanding, it is considered that the site is located such as to benefit from existing walking, cycling and public transport opportunities. It is located close to a variety of key services and facilities as well as the existing residential areas of Pensby and seeks to enhance the accessibility of the site with several infrastructure improvements, as set out within this report.

4.5.3 There is also an opportunity to secure improved access to the countryside from a recreational point of view. It is therefore considered that the development proposals will be accessible utilising sustainable modes of travel in line with national and local transport planning policy.

5.0 Residential Travel Plan Initiatives

5.1 Introduction

5.1.1 Taking into account the location of the development proposals and the accessibility of the site via walking, cycling and public transport, a series of measures and initiatives have been developed to encourage sustainable travel as part of the scheme.

5.1.2 This section therefore sets out the initiatives that could be implemented in a full residential Travel Plan in order to reduce residents' dependency on the private car and to encourage sustainable modes of travel. The initiatives below are in line with the aims and benefits set out in **Section 2** of this document.

5.2 Production of Residential Welcome Packs

5.2.1 Welcome packs can be critical in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all residents at the development upon moving in. The contents could include:

- Introduction to the Travel Plan concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Opportunities to make the most of the improved access to the countryside from a recreational point of view;
- Personal travel initiatives;
- Maps showing local walking / cycling routes and places of interest;
- Details of public transport services, including timetables and routes; and
- Details of the Travel Plan Co-ordinator ('TPC').

5.2.2 As well as providing such information throughout the welcome packs, community notice boards in communal areas could also be provided to detail relevant information as set out above.

5.3 Measures to Encourage Walking

5.3.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity five or more times per week is likely to enhance an individual's health and fitness.

5.3.2 As we have seen from **Section 4** above, there is good quality pedestrian infrastructure in the surrounding area, and the opportunity to encourage greater access to the countryside from a recreational point of view. The following measures will be promoted in order to encourage residents to utilise this infrastructure as much as possible:

- Raise awareness of the health benefits of walking;
- Clear signing of pedestrian routes within and adjacent to the site;
- Information on the local pedestrian routes, including public footpaths; and
- Promote the www.walkit.com website for journey planning on foot.

5.4 Measures to Encourage Cycling

5.4.1 **Section 4** also demonstrates the good quality surrounding cycle infrastructure. In addition, the development will incorporate secure residential cycle parking facilities. To encourage residents to cycle, the following measures will be promoted:

- Information on the local cycle network routes made available through the welcome packs;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk. This would include information on the opportunities to benefit from access to the countryside;
- Local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;
- Promotion of events such as “National Bike Week”; and
- The setting up of a residential Bicycle User Group.

5.5 Measures to Encourage Public Transport

5.5.1 **Section 4** also shows that the site is highly accessible by public transport, and that there are wider opportunities to utilise public transport throughout the Wirral. The following measures will be considered in order to encourage residents to travel by public transport:

- Distribute details of the Traveline Journey Planning tool for the North West, including contact details for Traveline and its website www.traveline-northwest.co.uk;
- Provide up to date bus information including timetables and contact information in the welcome packs. This would include information on the opportunities to benefit from access to the countryside;
- Advertise any promotions/discounts offered by public transport operators;
- Liaise with bus companies, WBC and Merseytravel on any future improvements and/or extensions to local services; and
- Providing limited time discount tickets in the welcome packs.

5.6 Car Sharing

- 5.6.1 Car sharing is an effective way of reducing single occupancy car trips if a number of residents travel to the same location each day. It is envisaged that the proposed level of parking provision will encourage less to drive to the site, and more to engage in sustainable modes of travel such as car sharing. This could be simply encouraged on an informal basis, or managed by the TPC who could match interested people.
- 5.6.2 In addition, there are also organisations which offer this same service. Residents would be able to use the website <https://liftshare.com/uk/journeys/from/wirral> in order to organise car shares. They would have to register themselves with the site, which then searches for and matches appropriate car sharers. This scheme could be promoted by the TPC.
- 5.6.3 Alongside promoting such schemes, it would be appropriate to raise awareness of car ownership costs and highlight the social and economic benefits of car sharing through advertising around the site.

5.7 Summary

- 5.7.1 A variety of possible measures are therefore available to foster sustainable travel patterns for residents and visitors from the outset. They have been designed specifically in relation to the site's location and end use, with walking, cycling and public transport considered key modes of transport to access education, retail, employment and employment destinations.

6.0 Targets

6.1 Introduction

6.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section sets out some example targets and provides an overview of the data that should be collected as part of future travel surveys to inform the full Travel Plan once developed.

6.2 Initial Modal Split Targets

6.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys and provide a definitive set of targets. Travel Plans rely on such surveys to provide a base level of modal split.

6.2.2 However, it is possible to utilise 2011 'journey to work' census data to provide an indication of existing travel patterns for the region (based on output area Wirral 034). This is set out in **Table 6.1** below, alongside an example of potential targets. The targets have been grouped into the following approximate timescales:

- **Short Term Target** – to be achieved within 1-2 years from first occupation;
- **Medium Term Target** – to be achieved within 2 – 5 years from first occupation; and
- **Long Term Target** – to be achieved within 10 years from first occupation.

Example of Potential Targets					
Travel Mode	Existing Modal Split Percentage (Census Data)	Short Term Target Modal Shift Change	Medium Term Target Modal Shift Change	Long Term Target Modal Shift Change	Total Target Modal Shift Change
Car Driver	78%	-4%	-4%	-2%	-10%
Car Share	5%	+1%	+1%	-	+2%
Public Transport	10%	+1%	+1%	+1%	+3%
Cycle	2%	+1%	+1%	-	+2%
Foot	5%	+1%	+1%	+1%	+3%

Table 6.1 – Example of Potential Targets

6.2.3 The example modal split targets above aim for a 10% total reduction in single occupancy car trips, and a 10% total increase in trips by more sustainable modes such as public transport, walking and cycling.

6.2.4 Greater modal split shifts are expected towards public transport and cycling trips over car sharing and pedestrian trips in reflection of the proposed development proximity to Pensby as noted within **Section 4 of this ITP.**

6.2.5 The targets have been 'front loaded' to reflect the expectation that the travel habits of prospective residents are likely to be most heavily influenced upon moving in. The targets are indicative only, and final targets will be decided following the receipt of the travel surveys. Surveys will be commissioned within three months of achieving 50% occupancy at the site.

6.3 Travel Plan Performance Indicators

6.3.1 In addition to the modal split targets, the following Travel Plan performance indicators could be considered in the full Travel Plan depending on modal split results:

- Car trips per dwelling – targets could be set on the basis of predicted trip rates for the development as generated by the TRICS assessment carried out in the accompanying Transport Assessment, validated by traffic counts. TRICS is the industry recognised tool for calculating the anticipated future trip demand of a proposed development. The database contains multi-modal surveys of varying land uses in multiple destinations across the UK including residential uses;
- Uptake of alternative modes – targets could be set for bus patronage, membership and use of car clubs, registration and participation in car share schemes, and cycle/pedestrian counts;
- Car ownership and mode of travel – modal split targets could be supplemented by targets related to car ownership, and travel to work by mode targets; and
- Travel Plan awareness targets – a target could be set in relation to employee's appreciation of the Travel Plan process, and knowledge of the benefits offered by the plan.

6.4 SMART Targets

6.4.1 The above example modal split targets and potential Travel Plan performance indicators are considered to be suitable interim measure before travel surveys are undertaken three months after 50% occupation.

6.4.2 At this point official targets will be set through consultation with WBC. The official targets will be **SMART** (Site-specific – Measurable – Achievable – Realistic – Timed).

6.5 Impact on Existing Travel Behaviours

6.5.1 In addition to encouraging uptake in sustainable travel by prospective residents of the proposed development, this ITP will also have the added benefit of encouraging existing residents, employees and visitors within the surrounding area to choose more sustainable modes of travel.

7.0 Monitoring and Review

7.1 Introduction

7.1.1 This section sets out the proposed management arrangements associated with the ITP, as well as the next steps with regards to converting it into a full Travel Plan.

7.2 Responsibility and Management

7.2.1 Overall responsibility for the ITP will lie with the site owner, Leverhulme. Following construction and full occupation, the ITP will need to be updated to a full Travel Plan. This will involve the distribution of travel surveys.

7.2.2 The travel surveys will be completed by all site users and the survey will be influenced by national travel planning guidance and approved by WBC. The surveys will extract key travel characteristics such as:

- Post code (place of work);
- Purpose of trip;
- Mode of travel;
- Reason for mode of travel; and
- Barriers to other mode choices.

7.2.3 This information will enable analysis to be undertaken to establish final targets associated with the proposal. It will also provide information on the reasons for that modal split and identify any measures that may encourage a modal shift.

7.3 Travel Plan Coordinator ('TPC')

7.3.1 When the full Travel Plan is produced, the day-to-day responsibility will shift from the developer to the appropriately appointed TPC for each element of the proposals. The TPCs will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Promoting individual measures/initiatives in the TP;
- Liaising with public transport operators;
- Monitoring the TP; and
- Taking a key role in reviewing the TP.

7.3.2 A TPC will be nominated for the development in due course, and the appointment will be secured as part of an associated s.106 agreement.

7.4 Monitoring and Evaluation

7.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets.

7.4.2 Annual monitoring reports will be provided to officers at WBC following the receipt of the first surveys. Monitoring will be carried out for a period of at least three years from the date of the baseline travel surveys.

8.0 Action Plan

8.1.1 **Table 8.1** below summarises the key actions from the document by providing an Action Plan for the Travel Plan process:

Action	Target Date	Responsibility
Appoint TPCs	One month before occupation	Leverhulme
Produce Welcome Pack	First occupation of each element of the development	TPC
Undertake Initial Travel Surveys	Within three months	TPC
Decide Modal Split Targets	Within one month of undertaking the initial surveys	TPCs in conjunction with WBC
Update ITP to a full Travel Plan	Within two months of agreeing modal splits with WBC	TPC
Present Annual Monitoring Report	Annually for at least three years following the agreement of targets with WBC	TPC

Table 8.1 – Action Plan

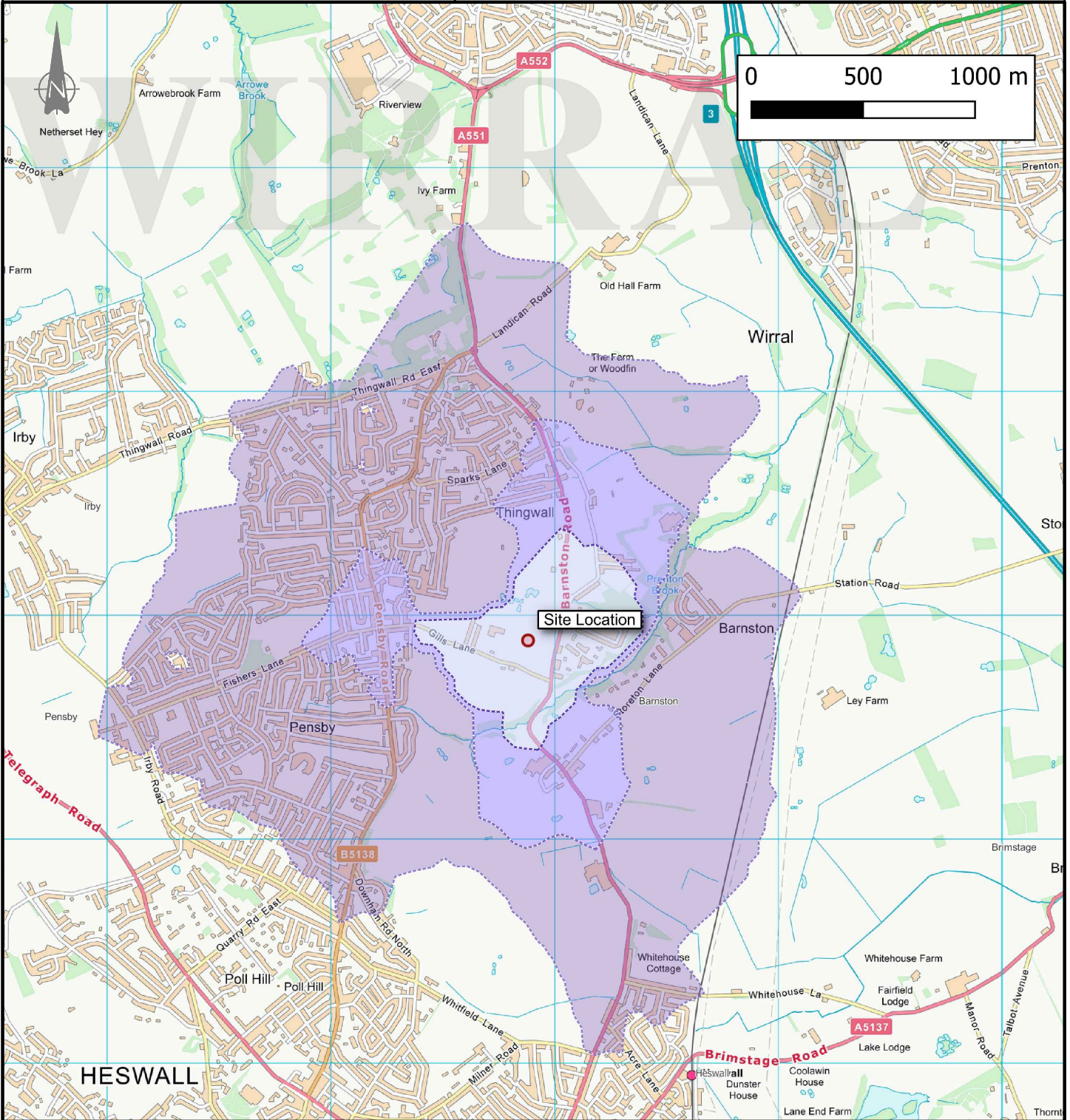
Drawings



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Project: LEVERHULME SITE D		Status: PRELIMINARY	
Drg Title: ACCESSIBILITY INDICATIVE WALKING CATCHMENT		Drawn By: HD	Checked By: DJ
		Designed By: HD	Date: 09/03/21
		Scale: NTS	
Project No:	Originator:	Volume:	Level:
			Type:
			Role:
			Category / Number:
			Rev:
078242- CUR - 00 - XX - DR - TP - 06001 - P02			



KEY:	Site	Walking Catchment
		2000m
		1000m
		500m

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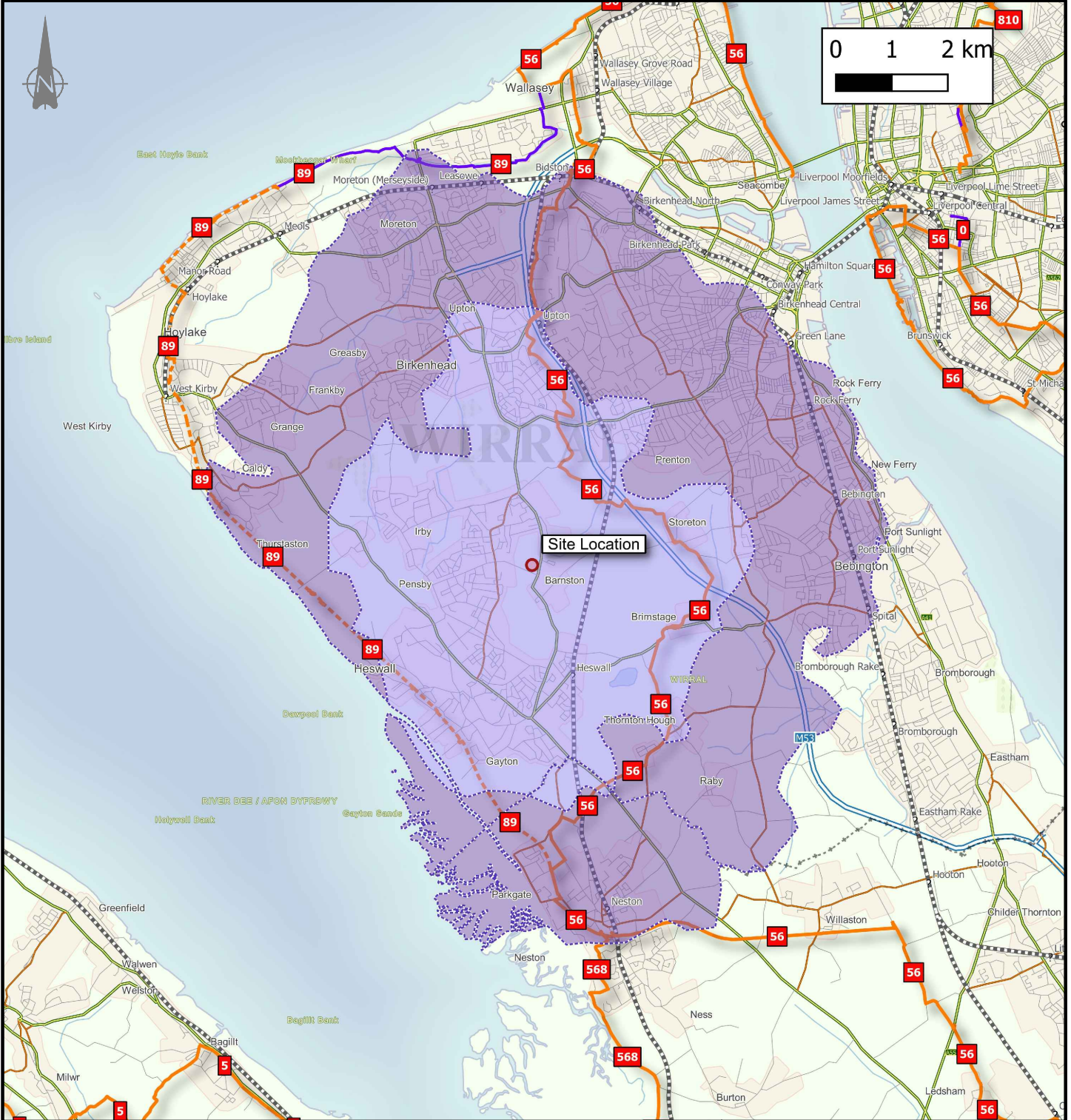
\\ifs03\projects\TP\078242 - Leverhulme - Land north of Gills Lane, Pensby (eastern-most parcel)\Q4-Production\4A-Models-Drawings\TP\CAD\061



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Project: LEVERHULME SITE D		Status: PRELIMINARY
Drg Title: ACCESSIBILITY INDICATIVE CYCLE CATCHMENT		Drawn By: HD Checked By: DJ
		Designed By: HD Date: 09/03/22
		Scale: NTS
Project No:	Originator:	Volume:
Level:	Type:	Role:
Category / Number:	Rev:	
078242- CUR - 00 - XX - DR - TP - 06002 - P02		



KEY:	Site	Cycle Catchment	National Cycle Network_(Public)
		8km	Not on Cycle Network
		5km	National Cycle Network
			Regional Cycle Network

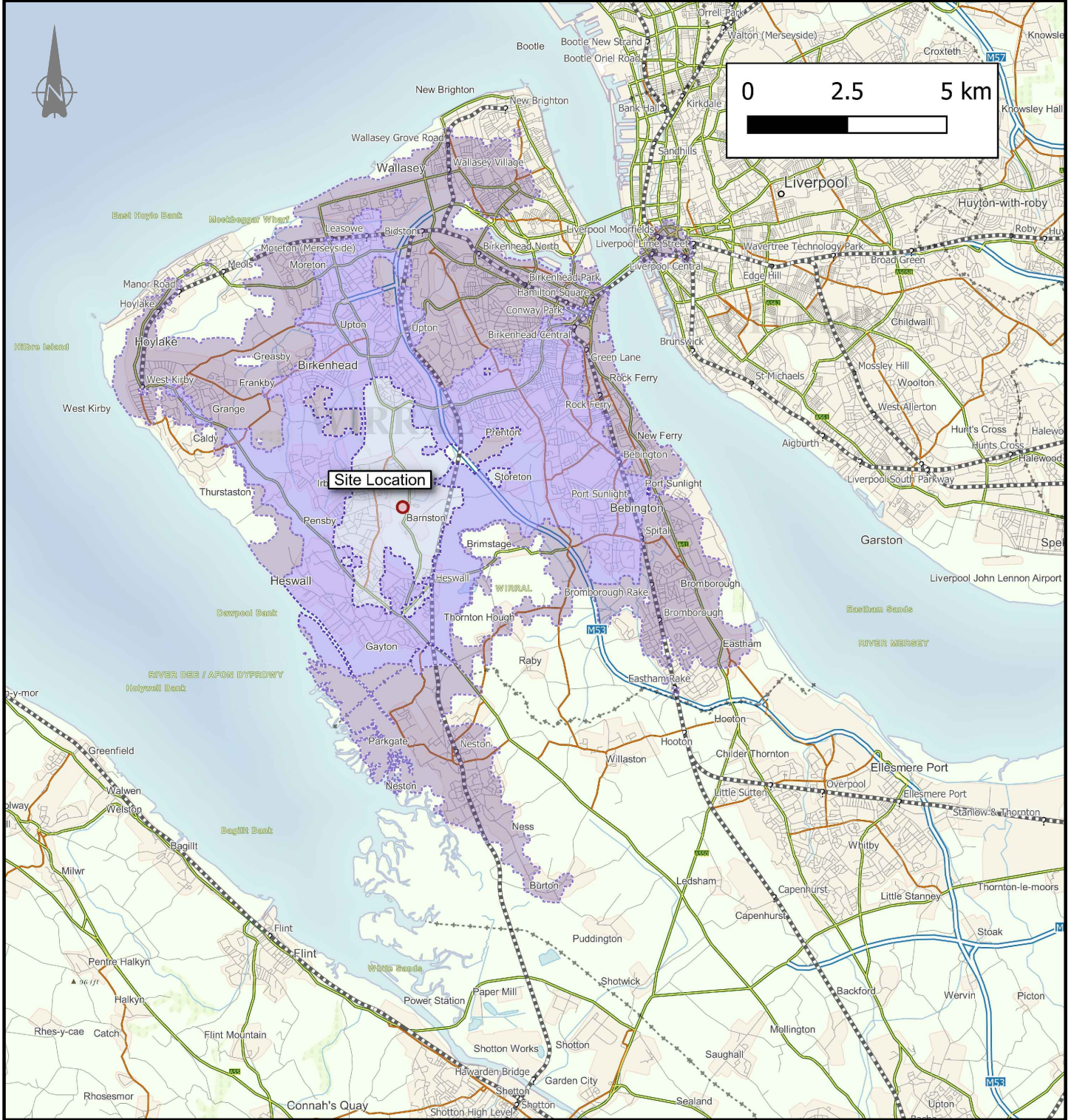
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Project: LEVERHULME SITE D		Status: PRELIMINARY	
Drg Title: ACCESSIBILITY INDICATIVE PUBLIC TRANSPORT CATCHMENT		Drawn By: HD	Checked By: DJ
		Designed By: HD	Date: 09/03/22
		Scale: NTS	
Project No:	Originator:	Volume:	Level:
078242-	CUR - 00 - XX - DR - TP -	06003 -	P02
Type:	Role:	Category / Number:	Rev:



KEY:	Site	Public Transport Catchment
		60 minutes
		40 minutes
		20 minutes

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