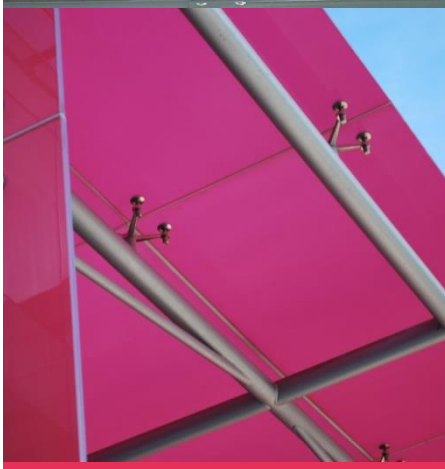

Site F: Land West of Raby Hall, Raby Hall Road, Raby Mere

Interim Travel Plan

Curtins Ref: 078244-CUR-00-XX-RP-TP-002-V05
Revision: V05
Issue Date: 26 April 2022

Client Name: Leverhulme Estates Limited

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Control Sheet

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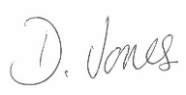
Danny Jones MPlan MRTPI Associate Transport Planner		26 April 2022

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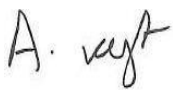
Alex Vogt BSc (Hons) MSc FCIHT TPP Director of Transport Planning		26 April 2022

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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 (herein known as 'Leverhulme Estates') to provide traffic and transportation advice in relation to a proposed residential development of up to 38 dwellings on Land West of Raby Hall in Raby Mere 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: 078244-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 Whilst the development proposals are up to 38 dwellings and therefore fall short of the above statement, in order to demonstrate a commitment towards encouraging sustainable travel and to ensure continuity across the eight sites, an Interim Travel Plan has been provided regardless. This document has been written in accordance with 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 keys 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 development site is located on land to the north of Raby Hall Road in Raby Mere. It extends to approximately 2.77 ha and is currently used for agricultural purposes.

3.1.2 The application site is bounded to the north and east by land used as a residential home by Autism Together, a charity based in the Wirral providing support to people with autism, and offering a wide range of residential services, supported living, day services and community support.

3.1.3 To the west of the site is the M53 motorway (which is in in a cutting at this point) and to the south is Raby Hall Road. **Figure 3.1** shows the site location:

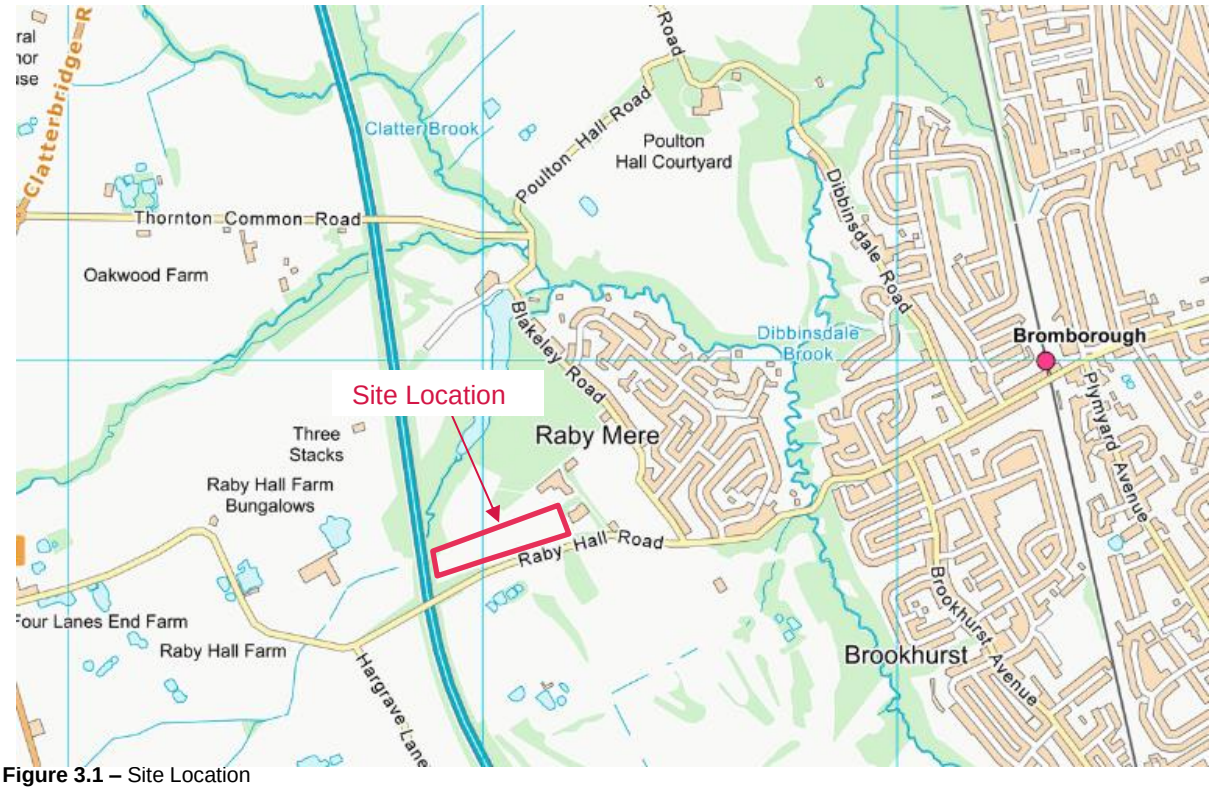

Figure 3.1 – Site Location

3.2 Existing Access Arrangements

3.2.1 Vehicular access to the site is currently provided from Raby Hall Road on the site's southern boundary via a wide farm gate located centrally on the site's southern boundary. **Figure 3.2** details the existing arrangement:

Figure 3.2 – Existing Site Access Point (Raby Hall Road)

3.3 Surrounding Highway Network

Raby Hall Road

3.3.1 The proposed development would be accessed via Raby Hall Road, which extends along an east/west alignment for approximately 2km, linking the site to Raby in the west and Bromborough in the east. To the east the road commences as a continuation of Allport Road and to the west terminates in the vicinity of Wirral Rabbit and Guinea Pig Boarding where it then continues as Raby Mere Road.

3.3.2 Raby Hall Road is a single lane two-way road with a typical carriageway width of approximately 5.5m. For the most part the road is subject to a 30mph speed limit however towards its western section, but where it borders the site, it is subject to the national speed limit.

3.3.3 Whilst in the immediate vicinity of the site there is no footway provision, there are footways provided as Raby Hall Road passes the Blakeley Road junction, approximately 350m to the east. Here the northern side of the carriageway benefits from a wide pedestrian footway, separated from the carriageway by grass verge along much of its length. This road can therefore be safely utilised by pedestrians when walking east towards Bromborough Village, and other surrounding residential areas.

3.3.4 Raby Hall Road also serves Autism Together. The Autism Together access forms a simple priority-controlled T-junction and, consistent with Raby Hall Road in the vicinity of the site, the access does not include pedestrian footway provision.

Allport Road

3.3.5 As already mentioned, Allport Road commences at the priority junction with Barrymore Way, as a continuation of Raby Hall Road. It then continues for approximately 1.5km north-east through the centre of Bromborough, where it terminates at a signalised junction with New Chester Road.

3.3.6 Allport Road provides access to a variety of services that would benefit future residents of the development , such as local shops including a Co-Op, pharmacy and post office, as well as providing access to Bromborough Railway Station. Allport Road operates as a single two-way carriageway with an approximate width of 7m and is subject to a 30mph speed limit for the entirety of its length.

3.3.7 The road is well lit with street lighting and has footways along both sides of the carriageway that are occasionally separated by a grass verge. It also benefits from formal pedestrian infrastructure such as dropped kerbs, tactile paving and signalised pedestrian crossing across key junctions (for example at the junction with Plymyard Avenue).

3.3.8 Allport Road also forms a key route for buses, providing several stops along its length. These stops can be utilised to access key areas of the Wirral such as Woodchurch, West Kirby and Birkenhead. **Section 4** below discusses the local public transport services in greater detail.

Blakeley Road

3.3.9 Located 350m east of the site, Blakeley Road connects with Raby Hall Road via a simple priority T-junction arrangement. From here, it extends approximately 760m northwards before merging with Poulton Hall Road, which continues towards Thornton Hough and Poulton Hall. Blakeley Road is a single two-way road with a typical carriageway width of approximately 6m. The road is subject to a 30mph speed limit.

3.3.10 Blakeley Road has a footway along the eastern side of the carriageway from its junction with Raby Hall Road up until Raby Drive. This footway is lit and provides pedestrian access to the residential properties on its eastern side.

Plymyard Avenue

3.3.11 Approximately 1.4km east of the site, Plymyard Avenue connects with Allport Road and Greenfields Avenue via a signalised junction arrangement. From here, it extends for approximately 1.6km southbound towards its terminus at a simple priority arrangement with Eastham Rake. Plymyard Avenue forms a useful connection for journeys towards Bromborough and provides a convenient route for trips towards to the local amenities, schools and the M53 Junction 5.

3.3.12 Plymyard Avenue is a single lane two-way road with a typical carriageway width of 7m. For the entirety of its length, it is subject to a 30mph speed limit due to the residential properties bordering both sides of the carriageway for much of its length.

3.3.13 Plymyard Road is well lit with street lighting and has footway along both sides of the carriageway, which is occasionally separated by a grass verge. Pedestrian infrastructure such as tactile paving, dropped kerbs and pedestrian crossing facilities are provided along this road at key desire lines, including at the signalised junction with Allport Road and Greenfields Avenue, located at the northern end of Plymyard Road.

M53

3.3.14 The proposed development is accessible from the M53, either via Junction 4 to the north, which can be accessed by traveling through Clatterbridge; or alternatively continuing south-east through Bromborough towards Junction 5. The M53 forms part of the Strategic Road Network ('SRN') and is a 30km motorway on the Wirral Peninsula in England.

3.3.15 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.

3.3.16 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 078244-06001** 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 On **Figure 4.1** below it can be seen that the site benefits from a footway in the immediate vicinity. The route links to Benty Heath Lane, where there are other PRoW leading towards and throughout Willaston. As well as serving prospective residents, there are opportunities to secure improvements which would benefit existing residents' access to the local countryside.

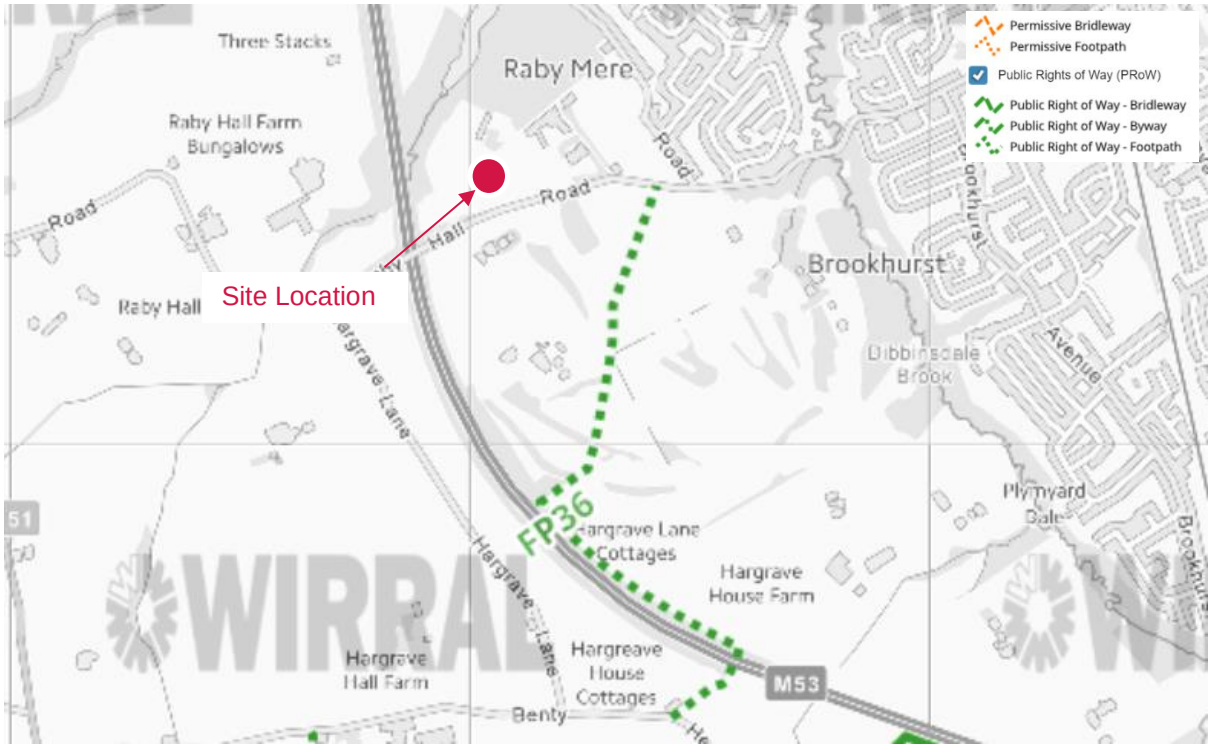

Figure 4.1 – Existing PRoW Network

4.2.4 Given the semi-rural surroundings, there is a limited number of amenities in the immediate vicinity of the site. Notwithstanding this, following the creation of a shared pedestrian/cycle link to Blakeley Road via land owned by Leverhulme which forms part of the development proposals, there would be a pedestrian link through to Raby Mere and Bromborough. This route to the various amenities and facilities in Bromborough would be comparable to existing pedestrian routes from Raby Mere in distance and quality.

4.2.5 Once on the wider street network, pedestrians will be able to access residential areas in Raby Mere and Bromborough where pedestrian facilities already exist and are generally of a high standard. A walk of approximately 1,500m east from the site provides access to Bromborough where there is a collection of shops along Allport Road (shown in **Figure 4.2** below).

Figure 4.2 – Local Facilities (Allport Road) -Google Images

4.2.6 Bromborough includes a wide range of useful facilities within an accessible walk distance such as:

- Co-Operative Food store (1,600m);
- Post Office (1,400m);
- Pharmacy (1,400m);
- Cafés (as close as 1,400m);
- Dry cleaning (1,400m);
- Opticians (1,600m);
- Several public houses (as close as 1,300m);
- Pet grooming services (1,400m);
- Gift shops (1,400m); and,
- Several restaurants/takeaways (as close as 1,300m).

4.2.7 Brookhurst Primary School (1,200m walk on Brookhurst Road) and Raeburn Primary School (1,700m walk on Morland Avenue) are both located to the east of the site, again accessible within the CIHT's walking catchments for school trips. 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.

4.2.8 There are also various leisure facilities located within an accessible walk of the site, such as Bromborough Golf Course, for which prospective residents will be well placed to benefit from.

4.2.9 In summary, in light of the site's semi-rural location it has been demonstrated that the proposed development is accessible for pedestrians, particularly when considering the connections set in **Section 3** of this report.

4.3 Accessibility by Cycle

4.3.1 In order to assist in assessing the site's accessibility by cycle, **Drawing 078244-06002** 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 10-minute cycle journey. The 8km catchment covers the entirety of Bromborough as well as a number of key employment areas across the Wirral, such as Clatterbridge Hospital, Croft Retail Park and Croft Business Park, amongst many others.

4.3.4 The catchment extends as far as Rock Ferry in the north, Bromborough to the east, Willaston in the south and Parkgate and Neston to the west. The large residential areas of Spital, Bebington, Hooton and Heswall can be reached from the site via an accessible cycle ride.

4.3.5 Of the immediate roads surrounding the site, a number are recommended or signed for cycling on carriageway, for example Raby Hall Road, Blakeley Road and Allport 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 immediate vicinity of the site, providing useful connections east towards Bromborough.

4.3.6 Reference should be made to **Figure 4.2** which is an extract of Mersey Travel's Cycle Map for the Wirral, which details a number of the local routes.

Figure 4.3 – Wirral Council Local Cycle Mapping

4.3.7 The Wirral Circular Trail (WCT), is located 3km east 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 Birkenhead and Eastham, 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.

4.3.8 Therefore, in summary, it has been demonstrated that the proposed development is accessible for cyclists and it is considered that cycling is a realistic mode of travel for prospective residents.

4.4 Accessibility by Public Transport

4.4.1 **Drawing 078244-06003** 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 **Drawing 078244-06003** 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' (1999) indicates that ideally, a bus stop should be located within 400m from a new development.

4.4.3 Whilst there are no formal stops, prospective residents would be able to access services along Blakeley Road. Bus number 17 operates a hail and ride service here, as shown in **Table 4.2**:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
17	Moreton- Eastham Rake	60 mins	60 mins	-

Table 4.2 – Summary of Bus Service Frequencies from Blakeley Road

4.4.4 The nearest physical bus stops to the proposed development are located as a pair on Brookhurst Avenue 1km to the east of the site. Both northbound and southbound stops are in a simple flag and pole arrangement and include raised kerbs to assist those entering/exiting the vehicle. Both stops include timetable information. The bus stop provisions on are shown at **Figure 4.3** and **4.4** below:

Figure 4.4 – Northbound Bus Stop (Brookhurst Avenue)

Figure 4.5 – Southbound Bus Stop (Brookhurst Avenue) - Google Earth

4.4.5 **Table 4.3** details the service that calls at these stops, and the associated frequency:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
17	Moreton- Eastham Rake	60 mins	60 mins	-
41	Eastham Rake- Woodchurch	30 mins	60 mins	-
358	Eastham Rake- Chester	Peak AM Peak PM	-	-

Table 4.3 – Summary of Bus Service Frequencies from Brookhurst Avenue

4.4.6 In summary, in light of the site's location to existing services on Blakeley Road and Brookhurst Avenue, it has been demonstrated that the site is accessible by bus. This accessibility would be enhanced should the development provide flagpole bus stops complete with DDA compliant kerbs along Blakeley Road.

Rail Accessibility

4.4.7 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 than those travelling by bus, with a preferred distance of 800m. Bromborough Station is located on Allport Road, approximately 1.3km walk/cycle distance from the centre of the site.

4.4.8 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 some prospective residents.

4.4.9 Bromborough Rail Station is managed Merseyrail and provides regular trains towards Liverpool Central, Ellesmere Port and Chester, as well as many of the nearby local stations. At the station itself there are 87 car parking spaces and 76 secure cycle parking spaces available, as well as CCTV coverage, disabled access and customer help points.

Destination	Typical Weekday Frequency (Hourly)
Chester	2
Liverpool Central	4
Ellesmere Port	2

Table 4.4 – Summary of Rail Service Frequencies from Bromborough Rail Station

4.4.10 In view of the availability of a multi-modal journey to access Bromborough 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.

4.5.3 The proposed development is located in the proximity of a variety of services and facilities, as well as the residential areas of Raby Mere, and seeks to enhance the accessibility of the site with several infrastructure improvements set out within this report. The site is therefore considered to be accessible from 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 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 employees 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. Employees 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%	+1%	**+3%**
Foot	5%	+1%	+1%	-	**+2%**

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 related shared pedestrian/cycle provision through to Blakeley Road via Site G**.**

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** (**S**ite-specific – **M**easurable – **A**chievable – **R**ealistic – **T**imed).

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. This has particular relevance to the proposed related shared pedestrian/cycle provision, which would also be available for existing residents, employees and visitors to utilise.

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 Estates. 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	Site Developer (currently lies with Leverhulme Estates)
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 and Merseytravel
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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Birmingham • Bristol • Cambridge • Cardiff • Douglas • Dublin • Edinburgh • Glasgow • Kendal • Leeds • Liverpool • London • Manchester • Nottingham

Project: LEVERHULME SITE F

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:
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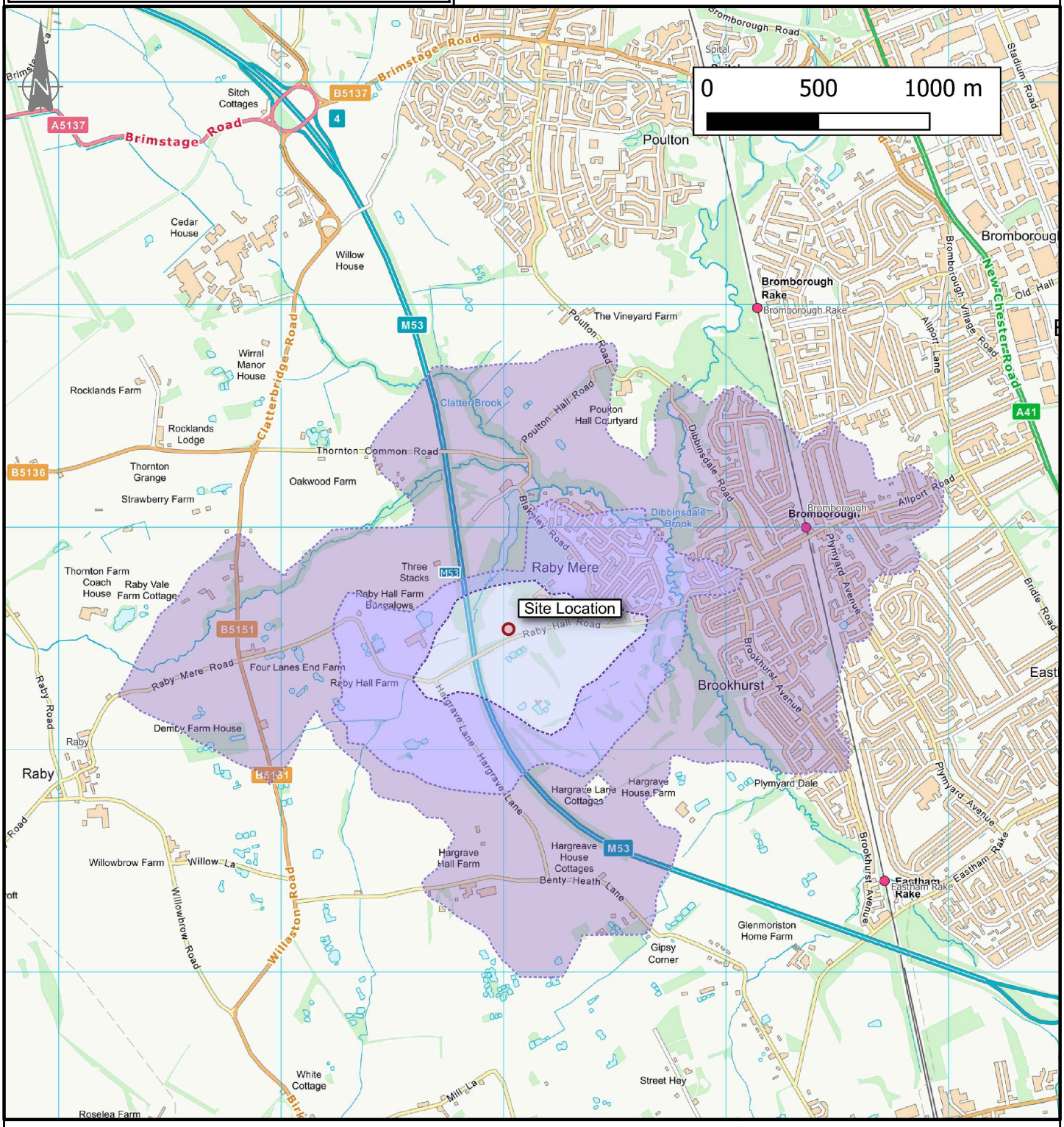

KEY:

Site

Walking Catchment
- 2000m
- 1000m
- 500m

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Project:
LEVERHULME SITE F

Drg Title:
ACCESSIBILITY
INDICATIVE CYCLE CATCHMENT

Status:
PRELIMINARY

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:
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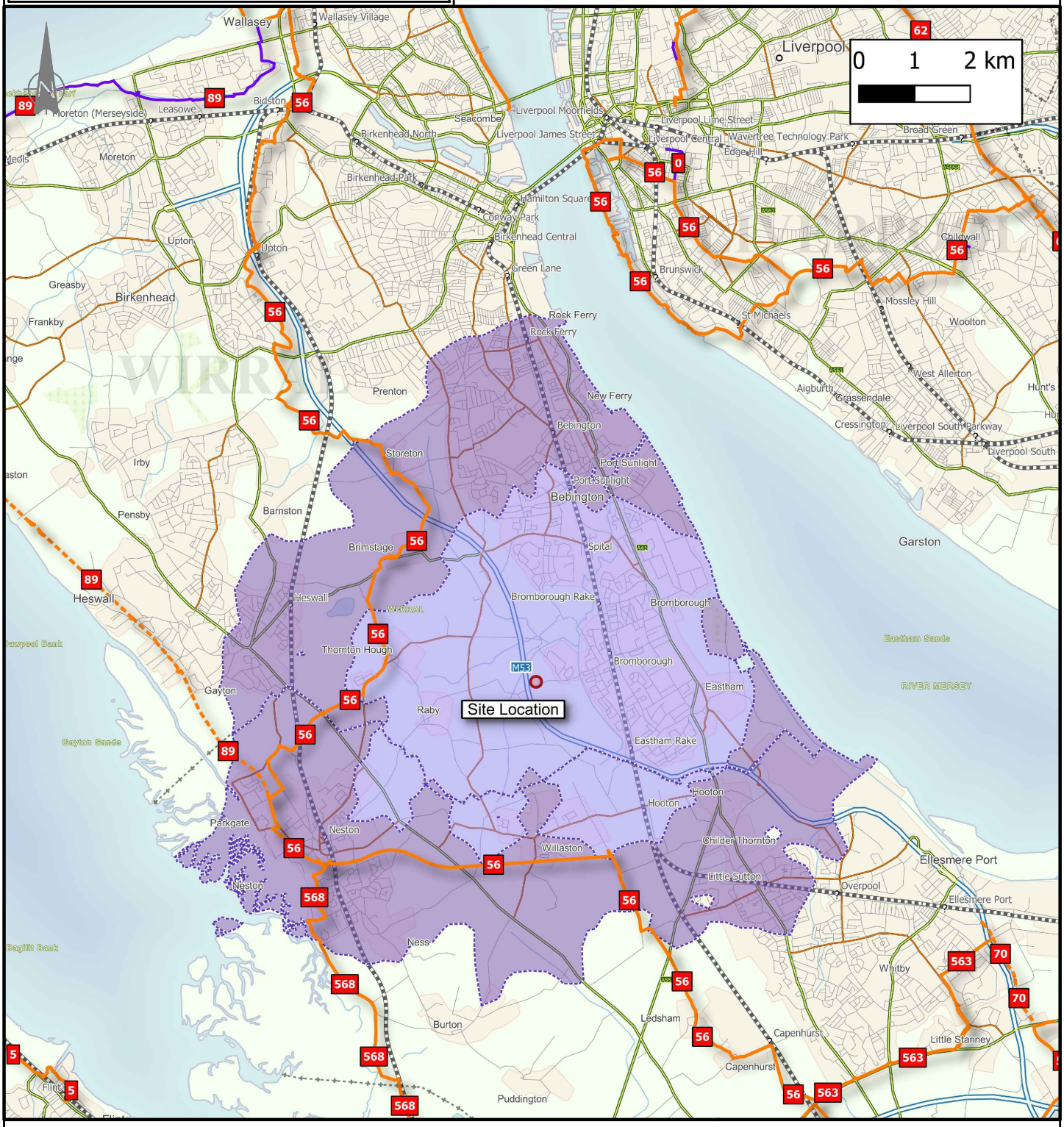

KEY:

Site

Cycle Catchment
- 8km
- 5km

National Cycle Network_(Public)
- Not on Cycle Network
- National Cycle Network
- Regional Cycle Network

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Project: LEVERHULME SITE F

Drg Title: ACCESSIBILITY INDICATIVE PUBLIC TRANSPORT CATCHMENT

Status: PRELIMINARY

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:
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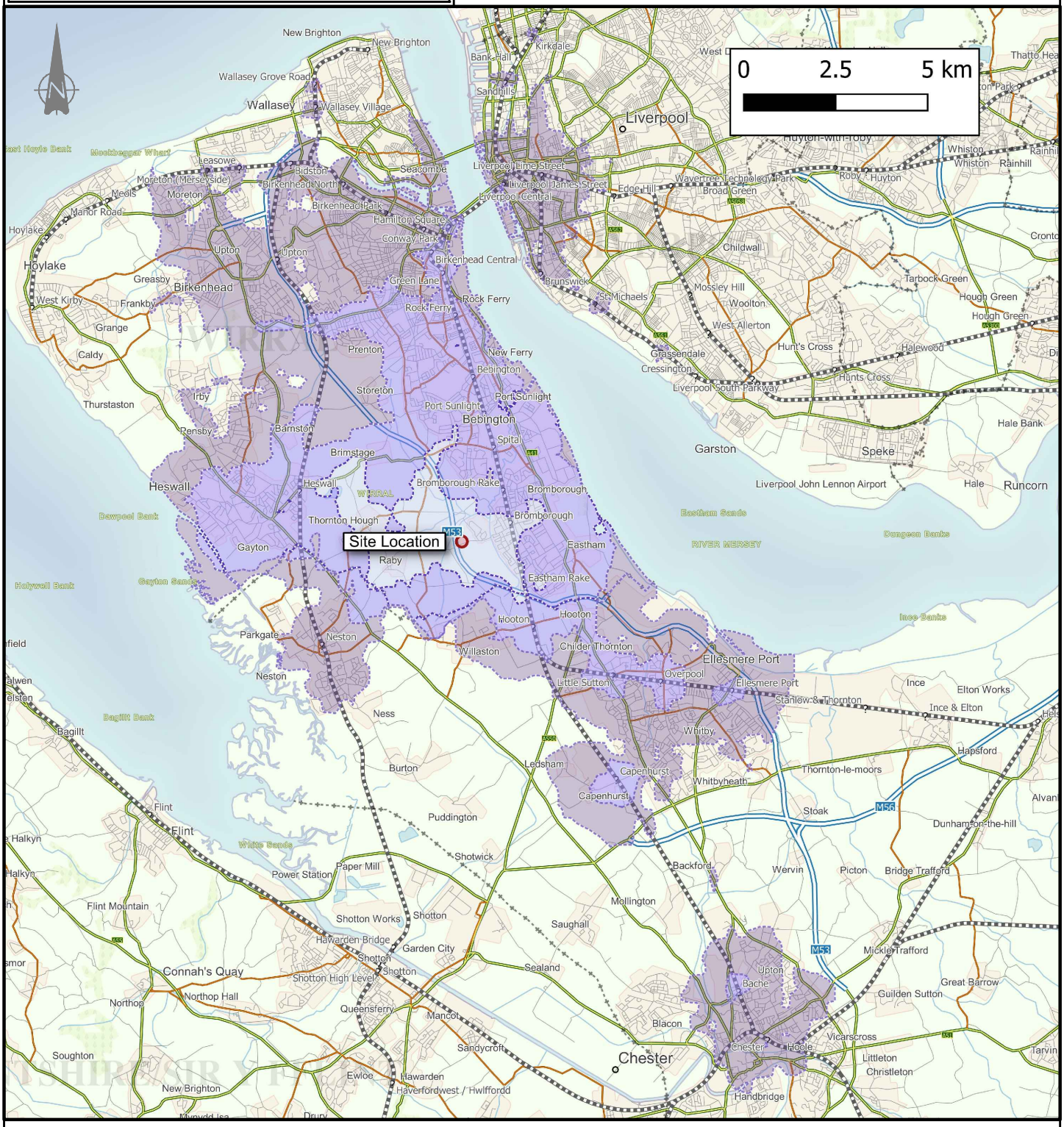

KEY:

Site

Public Transport Catchment
- 60 minutes
- 40 minutes
- 20 minutes

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