



Link Logistics Park,
Ellesmere Port
Framework Travel Plan

For Firethorn Developments Limited

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1. INTRODUCTION

1.1 Introduction

1.1.1 Hydrock have been instructed by Firethorn Developments Limited to prepare a Framework Travel Plan [FTP] in support of a full planning application for a proposed employment development off North Road, Ellesmere Port.

1.1.2 The development proposals comprise 71,663 sqm of B2/B8 land use with ancillary B1 Office space, car and HGV parking facilities, new access arrangements, active travel improvements and associated landscaping within an approximately 45-acre site. A detailed breakdown of land use mix and parking provision is outlined in Section 4.

1.2 Site Location and Background

1.2.1 The development site is situated to the north west of the M35, circa 3.2km from Ellesmere Port Town Centre which is located to the south east. The Pioneer Business Park is located 250m to the south, across the M53 Junction 7 roundabout.

1.2.2 The application site is located on the north-eastern part of North Road, with access taken off North Road. The site is bounded by the River Mersey to the north east, Industrial units to the south, west and east and is accessed via North Road.

1.2.3 The site location is illustrated in **Figure 1.1** below.

Figure 1.1: Site Location



Source: OpenStreetMap©

1.2.4 The site's locality and its proximity to the Strategic Road Network [SRN] has already been demonstrated as being successful for an industrial/distribution development, with the site contiguous with an ever-expanding industrial estate. The plot is currently vacant and not in use, and as such the scheme proposals present an opportunity for a high-quality development and the delivery of new jobs on a brownfield site.

1.3 Travel Plan Status

- 1.3.1 Although the scale and purpose of the development has been confirmed, the end occupier and the travel behaviour of employees, cannot be identified at this stage.
- 1.3.2 A full Travel Plan will be developed following occupation of the site, once an initial travel survey has been undertaken and the travel behaviour of staff has been identified. This framework travel plan will form the basis of the full travel plan for the site. A copy of the full Travel Plan will be provided to Cheshire West and Chester Council [CWCC] following completion.

1.4 Framework Travel Plan Objectives

- 1.4.1 The FTP is a long-term strategy for a site to reduce the dependence of staff on travel by private car. The FTP reflects the following objectives which are intended to achieve current Government and local policies in respect to transport:
- Reduce reliance on single occupancy car journeys;
 - Promote alternative modes of travel to the car;
 - Advocate means of travel that are beneficial to the health of those working on or visiting the site;
 - Minimise car travel in the area surrounding the site, therefore cutting down on associated costs (environmental, financial, health, etc.); and
 - Contain car parking demand.

1.5 Developer Commitment

- 1.5.1 Quartz Project Services recognise the importance of reducing the potential negative transport-related impacts of the proposed development and the need to provide for, and encourage, a range of sustainable travel options as alternatives to single occupancy car use.
- 1.5.2 To this end, the developer, in partnership with the Council, local public transport operators and other relevant stakeholders, are committed to implementing the measures contained within this Travel Plan to provide employees of the development with the facilities and information they require in order for them to make sustainable travel choices.

1.6 Scope

- 1.6.1 Having agreed the scope of assessment with CWCC, this report contains the following sections:
- **Section 2** considers the transport related policy context;
 - **Section 3** assesses the sustainable accessibility of the site;
 - **Section 4** outlines the development proposals
 - **Section 5** describes the package of measures designed to reduce reliance on the private car and encourage the use of alternatives;
 - **Section 6** outlines how the TP will be managed;
 - **Section 7** outlines the aim, objectives and targets of the travel plan; and
 - **Section 8** provides an action plan and marketing strategy for the TP.

2. TRANSPORT POLICY CONTEXT

2.1 Preamble

2.1.1 In order to assess the proposals and develop a transport access strategy for the proposed development, it is necessary to review both local and national transport planning guidance. The following sections outline the relevant policy and guidance documents in respect of the proposed development.

2.2 National Planning Policy Framework

2.2.1 The NPPF sets out the Government's policies for delivering sustainable development through the planning system. Local authorities are required to take these policies into account when formulating local development plans and when determining planning applications.

2.2.2 The most recent NPPF report was published in February 2019 and sets out the Government's planning policies for England and how these are expected to be applied at a local level. The NPPF is a significant material consideration in plan making and decision taking.

2.2.3 Paragraph 102 seeks to encourage opportunities to promote walking, cycling and public transport use. This is supplemented by paragraph 103 which states that development should be focused in sustainable locations and offer a genuine choice of transport modes.

2.2.4 Development proposals should also give priority to pedestrian and cycle movements and facilitate access to high quality public transport. The needs of people with disabilities and reduced mobility should also be addressed (paragraph 110).

2.2.5 Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

2.2.6 Priority should be given to walking, cycling and public transport movements; conflicts between vehicles and vulnerable road users should be minimised through effective layout design.

2.2.7 Having regard to the above objectives, the proposed site access strategy includes measures to connect the site with the adjacent community and sustainable travel network, including existing public transport services. This TA considers the accessibility of the site by all modes and proposes a layout and access strategy that seeks to maximise the use of sustainable modes.

2.3 Planning Practice Guidance: Travel Plans, Transport Assessments and Statements in Decision-Making

2.3.1 In March 2014, the Department for Communities and Local Government [DCLG] in conjunction with the Department for Transport [DfT], released advice on when transport assessments and transport statements are required and what they should contain, which is intended to assist stakeholders in determining whether an assessment may be required. If an assessment is required, the level and scope of that assessment is then outlined within the document.

2.3.2 The advice reflects current Government policy, promoting a shift from the 'predict and provide' approach to transport planning to one more focused on sustainability. The document focuses on encouraging environmental sustainability, managing the existing network and mitigating the residual impacts of traffic from the development proposals.

2.4 Manual for Streets [MfS]

- 2.4.1 Manual for Streets (March 2007 and Sept 2010) supersedes Places Streets & Movement and Design Bulletin 32. Manual for Streets should now be used where 85th percentile monitored traffic speeds are less than 37mph.
- 2.4.2 The Manual deals with first principles in respect of what a street is for. It outlines five principal functions, namely:
- Place;
 - Movement;
 - Access;
 - Parking; and
 - Drainage and utilities.
- 2.4.3 A sense of place encompasses a number of characteristics, namely, local distinctiveness, visual quality and human interaction. Of the five functions, place and movement are the most important in determining the character of streets and should be considered together, as opposed to in isolation.
- 2.4.4 In new developments, Manual for Streets highlights that locations with a relatively high place function would be those where people are likely to gather and interact with each other, such as the town centre.
- 2.4.5 In section 3 of the document, the design process highlights that the design of a scheme should follow the user hierarchy shown in **Table 3.1**:

Table 2.1: User Hierarchy (taken from Table 3.2 of MfS, March 2007)

Consider First	Pedestrians
	Cyclists
	Public transport users
	Specialist service vehicles (e.g. emergency services, waste etc.)
Consider Last	Other motor vehicles

2.5 Guidelines for Providing for Journeys on Foot

- 2.5.1 Various walking distances are quoted in the Chartered Institution of Highways and Transportation’s (CIHT’s) “Guidelines for Providing for Journeys on Foot”. **Table 3.2** (taken from Table 3.2 of the document) sets out the acceptable walking distances in various contexts:

Table 2.2: Acceptable Walking Distances

Criteria	Town Centre (m)	School / Commuters (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

2.6 Cheshire West and Chester Local Plan (Part 1 and Part 2)

- 2.6.1 The Local Plan (Part One) Strategic Policies document was adopted on 29 January 2015 and provides the overall vision, strategic objectives, spatial strategy and strategic policies for the borough to 2030. This includes setting out the level and location of new housing and employment land, as well as the identification of a number of strategic sites.
- 2.6.2 The Local Plan (Part Two) will set out the non-strategic allocations and detailed policies, following on from the strategic framework set out in the Local Plan (Part One). When adopted, both documents will constitute the statutory development plan for Cheshire West and Chester and will replace all of the retained policies from the former district local plans.
- 2.6.3 **Spatial Strategy STRAT1 Sustainable Development** states that the local plan seeks to enable development that improves and meets the economic, social and environmental objectives of the borough in line with the presumption in favour of sustainable development.
- 2.6.4 **Spatial Strategy STRAT 2 Strategic Development** states that the Local Plan will promote strong, prosperous and sustainable communities by delivering ambitious development targets whilst protecting the high- quality environment that contributes to the attractiveness and success of Cheshire West and Chester as a place to live and work. Over the period of 2010 to 2030 the Plan will deliver at least:
- 365 hectares of land for employment development to meet a range of types and sizes of site.
- 2.6.5 **Spatial Strategy STRAT 4 Ellesmere Port** states that development in Ellesmere Port has the potential to deliver substantial economic growth through the availability of significant sites for industrial, manufacturing and distribution purposes. Further housing is planned to complement the town’s role as a key employment location. Ellesmere Port has the potential to deliver a significant amount of economic growth during the Plan period. This policy is intended to guide the level and location of new development in Ellesmere Port to 2030, primarily in relation to new housing and employment development.
- 2.6.6 **Spatial Strategy STRAT 10 Transport and Accessibility** states that in accordance with the key priorities for transport set out in the Local Transport Plan, development and associated transport infrastructure should:
- Provide and develop reliable and efficient transport networks that support sustainable economic growth in the borough and the surrounding area;
 - Reduce carbon emissions from transport and take steps to adapt our transport networks to the effects of climate change;
 - Contribute to safer and secure transport and promote forms of transport that are beneficial to health;
 - Improve accessibility to jobs and key services which help support greater equality of opportunity; and
 - Ensure that transport helps improve quality of life and enhances the local environment.

2.7 Cheshire West and Chester Local Transport Plan 2017-2030

- 2.7.1 Cheshire West and Chester Council’s published its Local Transport Plan (LTP3) in March 2011. This set out the over-arching strategy and objectives for improving local transport in the Borough for the next 15 years.

2.7.2 The key priorities of the Local Transport Plan are as follows:

- Provide and develop reliable and efficient transport networks that support sustainable economic growth in West Cheshire and the surrounding area;
- Reduce carbon emissions from transport and take steps to adapt our transport networks to the effects of climate change;
- Manage a well-maintained transport network;
- Contribute to safer and secure transport in West Cheshire and to promote types of transport which are beneficial to health;
- Improve accessibility to jobs and key services which help support greater equality of opportunity;
- Ensure that transport helps improve quality of life and enhances the local environment in West Cheshire.

2.7.3 The LTP contains a series of proposed short-, medium- and long-term actions that will help us meet goals and objectives. These include:

- An extensive programme of highway and bridge maintenance;
- The continued development of major transport scheme projects to improve our strategic road and rail connections and open up development opportunities;
- Tackling local congestion including the delivery of local pinch point schemes;
- Improving road safety including the further introduction of 20mph speed limits, where appropriate, such as by schools and in certain residential areas;
- Promoting cycling across the Borough and maintaining and improving local cycle networks to help encourage healthy and active lifestyles;
- Improving passenger transport including the introduction of more efficient ticketing technology such as the use of smart cards on local buses and trains;
- Delivering the new car parking strategy for the Borough;
- Dealing with poor air quality associated with transport; and
- A programme of local area-based improvement schemes to meet locally determined priorities.

2.8 Cheshire West and Chester Council Parking Standards

2.8.1 The Cheshire West and Chester Council parking standards are contained within the Parking Standards Supplementary Planning Document 2017. Guidelines have been developed for 4 zones across Chester West and Chester, including the City Centre's of Chester and the Town Centres of Ellesmere Port, Northwich and Winsford and the rest of the borough.

2.8.2 The rationale for the development of zones is to adopt more rigorous parking standards for Chester City Centre and other areas of high demand and public transport accessibility.

2.8.3 The proposed development is not contained within the aforementioned central zones or Town Centres, therefore adheres to the parking standards associated with development in the 'rest of borough' areas.

2.8.4 The provision for servicing, motorcycle parking, parking and pick up and drop off for coach and taxis as part of particular development types will be considered by the Council on individual merit.

2.8.5 **Table 2.3** overleaf illustrates the required parking provision for B8 and B2 land use.

Table 2.3: Cheshire West and Chester Council Parking Standards

Class	Land Use	Rest of Borough (Maximum)	Disabled Bays (up to 200 bays Minimum)	Disabled Bays (over 200 bays) Minimum	Bicycles
B2	General Industry	1 space per 45sqm	Individual bays for each disabled employee plus 2 bays or 5% of total capacity, whichever is greater	6 bays plus 2% of total capacity	1 space per 450sqm (minimum of 2 spaces)
B8	Storage and Distribution	1 space per 100sqm	Individual bays for each disabled employee plus 2 bays or 5% of total capacity, whichever is greater	6 bays plus 2% of total capacity	1 space per 850 sqm (minimum of 2 spaces)

2.8.6 In addition, Policy STRAT 10 of the Local Plan states that proposals should seek to incorporate charging points for electric vehicles where appropriate. The Council will encourage the provision of electric vehicle charging infrastructure in other developments where 10 or more new car parking spaces are to be provided.

2.9 Summary

- 2.9.1 The above policy review summaries the transport policies relevant to the proposed development site. As such it sets out the context in which the proposed development needs to be compliant.
- 2.9.2 The proposed development will be designed to satisfy the key objectives within NPPF by being able to promote more sustainable transport choices and reduce reliance on travel by private car.
- 2.9.3 Access on foot, cycle and public transport is discussed in the following section of this report.

3. SUSTAINABLE ACCESSIBILITY

3.1 Choice of Transport modes

- 3.1.1 The accessibility of the proposed development by a range of transport modes has been considered in line with the Local Transport Plan and NPPF. The purpose of this section is to outline the accessibility of the site by sustainable modes of transport, including on foot, by bicycle and using public transport. By identifying the accessibility of the site by sustainable modes of transport, appropriate travel plan measures can be identified to promote these modes.
- 3.1.2 To assist the assessment of accessibility, the 2011 Census: Method of Travel to Work data for Cheshire West and Chester (E02003845) has been used to ascertain the current percentage of travel by each mode, as shown in **Table 3.1**.

Table 3.1: Cheshire West and Chester (007) 2011 Census, Method of Travel to Work

Mode	Percentage
Work mainly from home	5%
Underground/metro/tram	0%
Train	3%
Bus, minibus or Coach	5%
Taxi	1%
Motorcycle	1%
Driving in a car or van	57%
Passenger in a car or van	9%
Bicycle	3%
On foot	15%
Other method of travel	1%
Total	100%

3.2 Access on Foot

- 3.2.1 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km. The guidance on the preferred maximum walking distances to amenities is given in the Chartered Institution of Highways and Transportation [CIHT] document "Providing for Journeys on Foot" (2000).
- 3.2.2 In terms of commuting journeys by foot, the desirable distance is 500m, the acceptable distance is 1km and the preferred maximum is 2km. However, the distance that people are prepared to walk depends upon many factors; there are obvious physical factors such as age, health and disabilities, along with factors concerning the quality of the route and the environment.
- 3.2.3 Paragraph 2.3 of TA91/05 Provision for Non-Motorised Users states that 'Walking is used to access a wide variety of destinations including educational facilities, shops, and places of work, normally within a range of up to 2 miles' (3.2km).
- 3.2.4 Paragraph 2.2 of TA91/05 states that 2 miles is 'a distance that could easily be walked by the majority of people' and (at paragraph 2.3) that 'Walking and rambling can also be undertaken as a leisure activity, often over longer distances'.

- 3.2.5 In relation to shorter trips in particular, the CIHT publication Planning for Walking (section 2.1) states that across Britain about '80% of journeys shorter than 1 mile are made wholly on foot'.
- 3.2.6 Manual for Streets [MfS] emphasises this advice, stating that "walkable neighbourhoods" should have a range of facilities available within 800m. However, this distance is not regarded as the upper limit for walking journeys, and MfS uses the principle that walking offers the greatest potential to replace short car trips, particularly those under 2km in length.
- 3.2.7 The location of development, within reach of the public transport network, is particularly important in terms of encouraging travel by this mode and supporting the viability of public transport services.

3.3 Current Local Environment for Walkers

- 3.3.1 Pedestrian movements along the local highway network are facilitated throughout a 2.5m wide footway on the southern side of North Road. On the southwestern end of North Road, there is also a pedestrian subway which extends under the M53 Motorway and crosses to meet North Road on the opposite side at Pioneer Business Park. Footways along Netherpool Road and further afield to the south of the M53 enable convenient pedestrian movements and a logical progression towards the pedestrian traveller's journey.
- 3.3.2 Street lighting is also provided along the highway network within the vicinity of the site likely to further encourage journeys on foot due to increased personal security benefits.
- 3.3.3 Dropped kerbs and tactile paving are provided at major road junctions while a number of pedestrian islands can be located at all major junctions which further facilitate the safe movement of pedestrians and cyclists.
- 3.3.4 Any visitors accompanied by young children, in strollers, are also aided by the aforementioned accessibility features. These measures lead to a logical progression towards the pedestrian traveller's journey towards local amenities and connectivity from the site.
- 3.3.5 **Figure 3.1** below provides an extract of the indicative 2km walk catchment plan using GIS software - Basemap's Visography (TRACC) program which provides sustainable travel mapping. A copy of the full 2km walking catchment is provided within Figure 1 of **Appendix A**.

Figure 3.1: 2km Walking Catchment



Source: CC-BY-SA by OpenStreetMap

3.3.6 As can be seen from **Figure 3.1** above there are bus stops available within the 2km catchment which is still considered to be within the upper limit of reasonable walking distance (based on CIHT’s “Guidelines for Providing for Journeys on Foot” guidance). The relative proximity to local bus network provides opportunities for pedestrians to travel further afield and gain access to a variety of local destinations.

3.4 Local Amenities

3.4.1 There are a number of local amenities within 2km of the site for employees, the following are some examples:

- Overpool Community Centre - approximately 1.5km from the site;
- Costa Coffee - approximately 1.5km from the site;
- Texaco Garage with ATM - approximately 1.5km from the site;
- Green Oak Farm Pub - approximately 1.7km from the site;
- Rivacre Valley Country Park - approximately 1.7km from the site;

3.5 Disabled Accessibility

3.5.1 Disabled accessibility is facilitated through a footway for wheelchair users on the southern side of North Road. As part of the development proposals 3.0m wide footways will be provided within the internal layout and along the new site access, along with new and improved crossing facilities featuring tactile paving.

- 3.5.2 The surrounding local highway network also provides dropped kerbs, tactile paving and pedestrian signalised crossings to assist staff that are visually impaired, travelling to and from the site. This is along with street lighting along the surrounding local highway network, which provides further safety measures.
- 3.5.3 In summary, the number of pedestrian links in the surrounding area enable employees to travel within 2km of the proposed development. Therefore, this will reduce the requirement to make short distance car journeys to/from the surrounding residential areas.

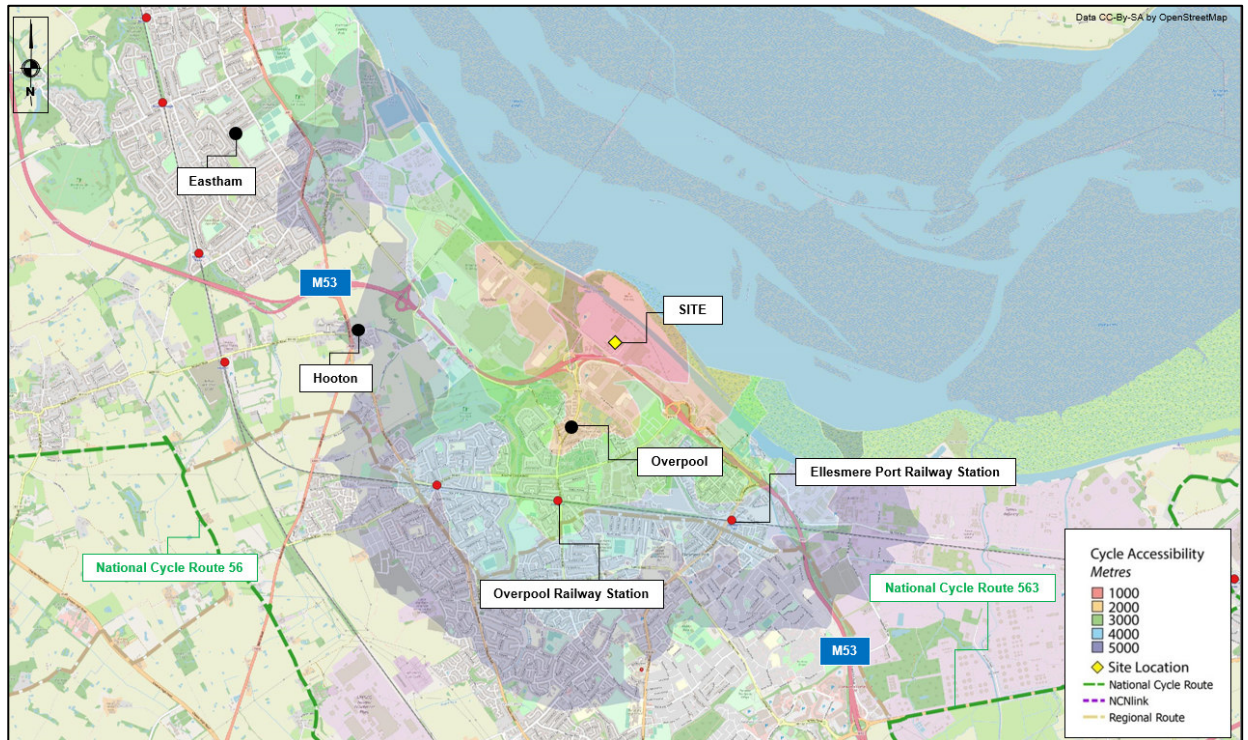
3.6 Access by Bicycle

- 3.6.1 It is widely recognised that cycling can act as a substitute for short car journeys, particularly those up to 5km in length. With regard to cycling, TA91/05 states (paragraph 2.11) that 'Cycling is used for accessing a variety of different destinations, including educational facilities shops and places of work, up to a range of around 5 miles. Cycling is also undertaken as a leisure activity, often over much longer distances.' At paragraph 2.9, TA91/05 states that 5 miles (8km) is a distance 'that could easily be cycled by the majority of people'.
- 3.6.2 This is consistent with the statement in LTN02/08 Cycle Infrastructure Design (paragraph 1.5.1) that 'for commuter journeys, a trip distance of over five miles is not uncommon', and that 'Novice and occasional leisure cyclists will cycle longer distances where the cycle ride is the primary purpose of their journey.'
- 3.6.3 A round trip on a waymarked leisure route could easily involve distances of 20 to 30 miles. Experienced cyclists will often be prepared to cycle longer distances for whatever journey purpose.'

3.7 Current Local Environment for Cyclists

- 3.7.1 Despite not being within the 5km catchment, there is the availability of National Cycle Route 56 which is an open and signed route from Chester to Wallasey and via the Mersey ferry to Liverpool and National Route 62 - the Trans Pennine Trail.
- 3.7.2 The relatively wide carriageways within the local highway network are generally conducive to encouraging cycling. The general topography surrounding the proposed development site is reasonably flat which should assist in encouraging employees of the proposed development to travel by cycle.
- 3.7.3 **Figure 3.2** overleaf provides an extract of the indicative 5km cycling catchment plan, again using GIS software - Basemap's Visography (TRACC) program, and is equivalent to a typical cycle time of 15-20 minutes. A copy of the full walking catchment is provided within Figure 2 of **Appendix A**.

Figure 3.2: 5km Cycling Catchment



Source: CC-BY-SA by OpenStreetMap

- 3.7.4 The figure further illustrates that a number of local areas around Ellesmere Town Centre, Overpool and Great Sutton are accessible within a 5km cycle. Additionally, the availability of a national cycling route outside of the 5km catchment provides opportunities for travel further afield using linked trips.
- 3.7.5 Cycling would therefore be a viable mode of transport for employees and visitors at the site commuting to work from these locations.
- 3.7.6 As part of the development proposals a new cycle link will be provided through the site. This is discussed in the following Section.

3.8 Access by Bus

- 3.8.1 The nearest bus stop to the site is located circa 1.3km on Naylor Road. There are additional bus stops on the B5463 Rossmore Road East, circa 1.5km from the site and also on Rivacre Road, approximately 1.5km to the south.
- 3.8.2 All bus stops within the vicinity of the site serve Bus Service Number 7 which is Stagecoach circular route which travels from Ellesmere Port Bus Station through Overpool and through Ellesmere Industrial areas.
- 3.8.3 The frequency of Bus Service No. 7 is summarised in **Table 3.2**. The AM and PM peak for the Weekday are 08:00-09:00 and 17:00-18:00. On Saturday the peak is 12:00-13:00.

Table 3.2: Bus Timetable Summary

Service Number	Route	Monday to Friday					Saturday	
		First	AM Peak	PM Peak	Last	Per Day	Peak	Per Day
7	Ellesmere Port (Circular)	07:34	2	1	18:09	21	2	21
Total		-	2	1	-	21	2	21

Source: Bus Times.org

- 3.8.4 **Table 3.2** demonstrates that the site is accessible by bus for commuters, with over 20 buses passing the site on weekdays and weekends, providing convenient access across Ellesmere Port. The early start and later finish times are conducive to employees and visitors.
- 3.8.5 It is also evident that this service links the site to a number of residential areas along with Ellesmere Port Bus Station. There is the potential for these residential areas to provide a significant percentage of the development’s workforce and, as such, be a strong factor in encouraging bus to travel to and from work.
- 3.8.6 Based on the above, it is concluded that the site benefits from access by bus, offering an alternative mode of transport to single occupancy car journeys.

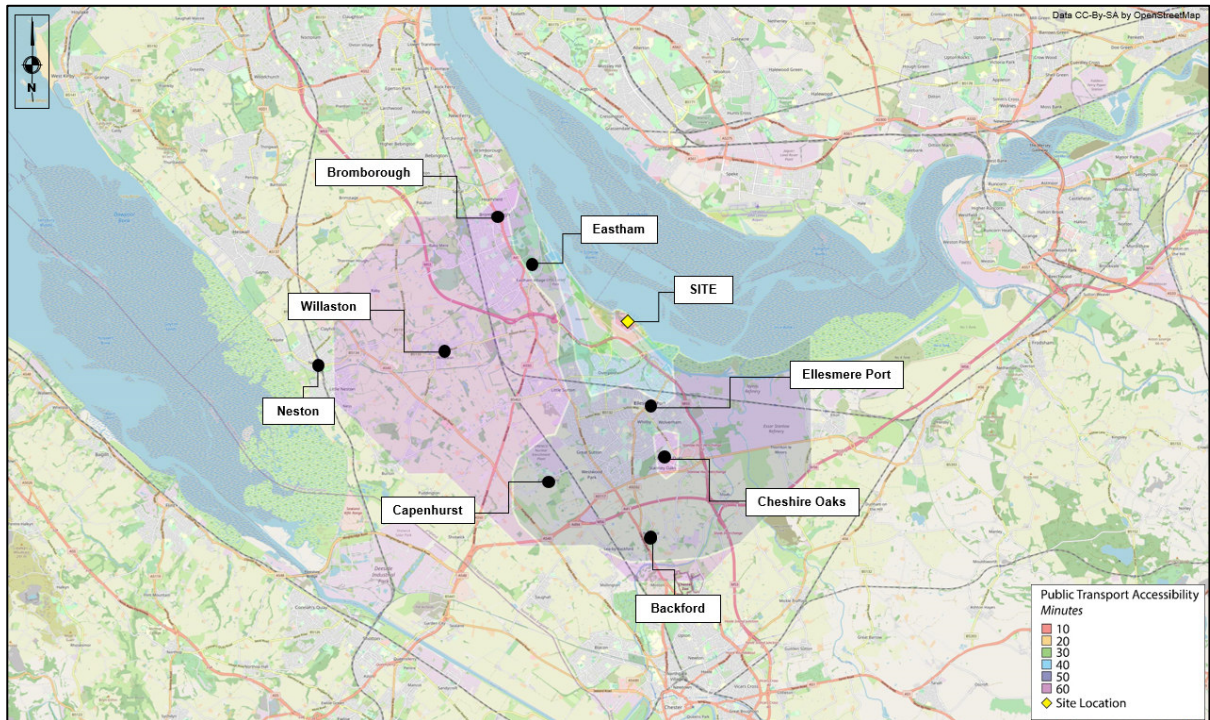
3.9 Access by Rail

- 3.9.1 There are three railway stations within the 5km catchment of the site which offer convenient travel across the north-west and major transport interchanges such as Liverpool Lime Street. The closest station is Overpool Railway Station which is circa 2.1km to the south.
- 3.9.2 Overpool Railway Station has 2 platforms and also situated on the Hooton-Helsby Line. Services operate every 30 minutes between Ellesmere Port and Liverpool and are operated by Mersey Rail.
- 3.9.3 Ellesmere Port Railway Station has 2 platforms and is the terminus station on Wirral Line and an intermediate station on the Hooton-Helsby line. Services operate circa every 30 minutes towards Birkenhead and Liverpool with services increasing during peak hours.

3.10 Journey Times by Public Transport

- 3.10.1 A calculation has been undertaken, using GIS software - Basemap’s Visography (TRACC) program, to illustrate the distance that can be travelled within 60 minutes by public transport to and from the proposed development site. The time includes the walk to the bus stops or railway station and demonstrates that areas such as Eastham, Neston, Cheshire Oaks, Willaston and Ellesmere Port Town Centre are all within a 60minute public transport journey.
- 3.10.2 **Figure 3.3** below provides an extract of the public transport 60-minute catchment area. A copy of the full plan is provided within Figure 3 of **Appendix A**.

Figure 3.3: 60-minute Public Transport Catchment



Source: CC-BY-SA by OpenStreetMap

3.11 BREEAM Assessment TRA 01 Accessibility Calculator

- 3.11.1 Further to the above, the BREEAM UK New Construction 2018 TRA 01 Public Transport Accessibility Index Calculator has been used to measure the accessibility of the site by public transport according to the BREEAM criteria.
- 3.11.2 The aims of this assessment are to recognise where the proximity of good public transport networks has been reviewed, and encourage the implementation of alternative solutions where the proximity to public transport networks is poor; thus, alleviating transport related congestion and pollution.
- 3.11.3 There are currently no compliant transport nodes located within proximity to the development. A compliant node is defined as a bus service within 650m and a railway station within 1000m.
- 3.11.4 Notwithstanding, the assessment has been carried out with the nodes that are within 5km of the proposed development and the site yields and index score of 2.54 and hence would achieve 1 credit for this class of development. The results of the calculation are summarised in **Appendix B**.

3.12 Conclusions

- 3.12.1 In summary, the proposed development site is located in an accessible location in Ellesmere Port and given the industrial nature of the surrounding area, the site is well located to make use of the existing public transport links and pedestrian and cycle routes.

4. DEVELOPMENT PROPOSALS

4.1 Overview

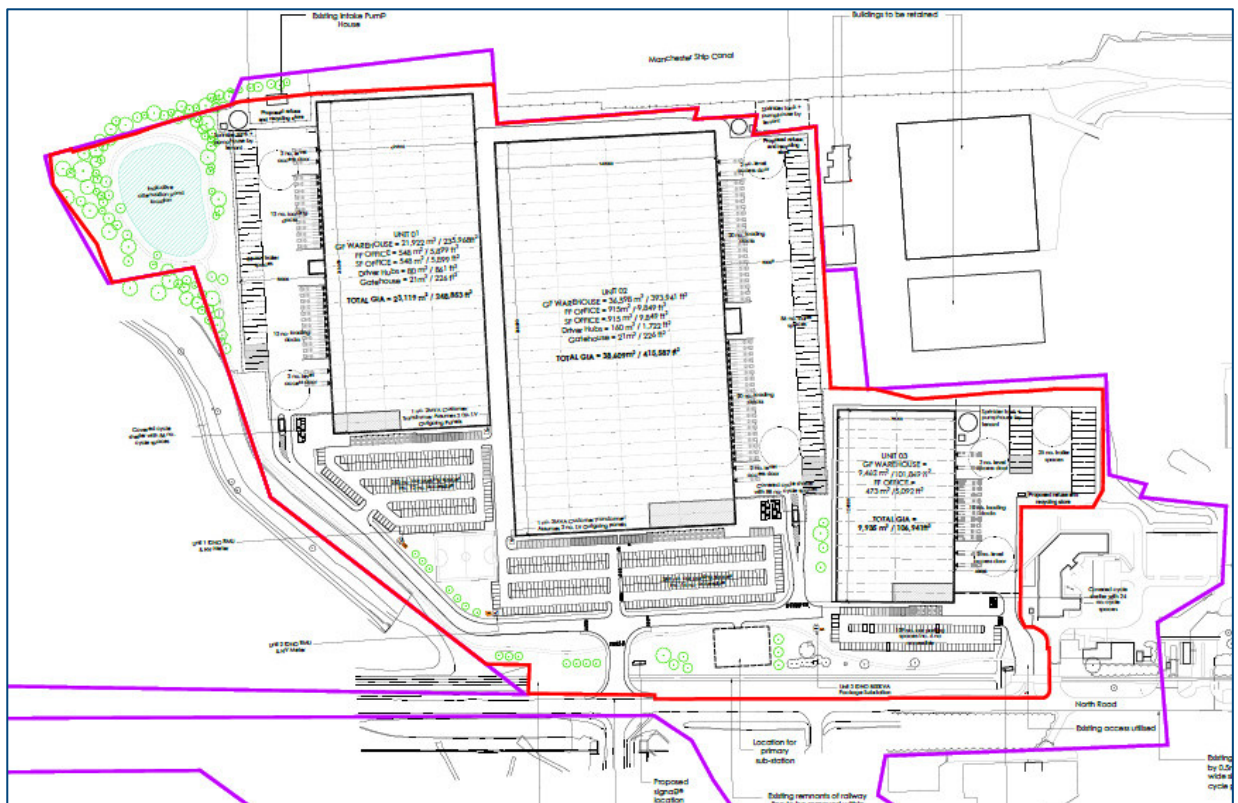
1.1.1 The application proposes the development of the currently derelict 45 acre site along the north-eastern boundary of North Road.

1.1.2 The proposals comprise a full planning permission for 71,663 sqm of floorspace within Class B2 or B8 use of the Town and Country Planning Use Classes Order 1987, with ancillary Class E(g)(i) Offices, specifically featuring the following:

"Erection of 3no. storage and distribution units/general industrial with ancillary offices, associated parking, service yards, landscaping and ancillary structures, and new access from North Road."

4.1.1 The latest site masterplan prepared by scheme architects AEW Architects is illustrated in **Figure 4.1**, with a copy provided in **Appendix C**.

Figure 4.1: Proposed Site Layout Plan



Source: AEW Architects

4.2 Schedule of Accommodation

4.2.1 The following schedule of accommodation in Gross Internal Area [GIA] is proposed at the site:

- Unit 01 - 23,119 sqm
- Unit 02 - 38,609 sqm
- Unit 03 - 9,935 sqm
- Total - 71,663 sqm

4.2.2 As part of the proposals, planning flexibility is sought to include a mixture of B2 and B8 use class for all three units. Given the speculative nature of the development, this commitment can serve to apply the uses to any one of the three proposed units.

4.3 Site Access Arrangement

Vehicular Access

4.3.1 The development site is to be accessed off North Road via the existing 3-arm signalised junction which will be reconfigured to provide a new arm into the site. The junction has been redesigned according to DMRB CD 123 standards, with the site access arm operating as a full green phase in a separate stage. Geometrically, the access features 3.5m lanes for both entry and exit, a 2m wide traffic island, 15m compound corner radii with 100m radius tapers, two primary signal heads on the nearside and offside of the approach lane and a non-signalised pedestrian crossing featuring blister tactile paving.

4.3.2 The new site access arrangements are illustrated in drawing *17876-HYD-XX-XX-DR-TP-0001-P01* within **Appendix D**, detailing the aforementioned geometric features.

4.3.3 The new access junction will serve units 01 and 02. Access to Unit 03, on the other hand, will be provided separately via the existing priority access along North Road to the south, which will be retained in its existing arrangement. The access is approximately 12.0m wide and features a layby for inbound traffic.

Pedestrian and Cycle Access

4.3.4 Pedestrian and cycle access are to be taken off the main new access junction of North Road. Given that high pedestrian flows are not anticipated, it is proposed that redesigned junction retains the informal unsignalised crossings, allowing pedestrians to exploit frequently occurring gaps in the traffic stream without experiencing delay.

4.3.5 A 3.0m footway is proposed on the southern side of the access, while a 2.0m continuous footway is proposed on the northern side to connect with the existing provision along North Road. The internal estate road features 3.0m wide footways which extend to provide direct connectivity with the car parks, cycle storage areas and the front entrances of the three units, along with zebra crossings.

4.3.6 2.0m footpaths extend through the landscaping enabling safe navigation by non-motorised forms of transport. Pedestrian routes through the car parking areas have been arranged to link safely and conveniently with building entrances, with appropriate lighting.

4.3.7 As discussed in Section 4, the addition of a new 4.0m segregated two-way cycle track is proposed to traverse the site along the disused railway on the north-eastern side of North Road. The link extends for approximately 250m parallel to North Road and offers continuity with the internal arrangement and crossing facilities. It has been designed in compliance with LTN 1/20 to satisfy the core design principles and provides road markings and signage according to TSRGD.

4.3.8 To the south, a transition point is proposed adjacent to the existing retained access and the provision transferred to a 3.0m wide shared footway/cycleway which has been upgraded through local widening along the existing 2.5m footway. This is necessitated by the lateral extents of the adopted highway and the carriageway width of North Road. Widening the existing footway achieves a 3m wide shared provision which is compliant with standards (for up to 300 pedestrians and 300 cyclists per hour), does not infringe on 3rd party land and maintains a carriageway widths greater than 7.3m along North Road to ensure the movements of HGVs can be accommodated.

- 4.3.9 Given the reasonably low volumes of pedestrians and cyclists expected to use this route, a shared arrangement is considered appropriate to serve the needs of both types of users, with any conflicts negotiated informally. LTN 1/20 states that shared routes without marked separation are appropriate in "situations where a length of shared use may be acceptable to achieve continuity of a cycle route".
- 4.3.10 With the above in mind, the shared arrangement is circa 130m long and serves to connect the proposed cycle track with the existing underpass, thus offering improved connectivity and a safer and more attractive environment for pedestrians and cyclists.
- 4.3.11 The proposed arrangement, as described above, is illustrated in drawing 17876-HYD-XX-XX-DR-TP-0001-PO1 within **Appendix E**.

4.4 Inclusive Access

- 4.4.1 Consistent with the surroundings, all proposed pedestrian crossing locations and transition points with cycle tracks will have dropped kerbs and incorporate contrasting blister and tramline tactile paving to make visually impaired pedestrians aware of the crossing. Additionally, it is proposed that blister tactile paving is introduced at the existing dropped kerb crossings at the North Road signalised junction to ensure consistency of provision.
- 4.4.2 The internal road network will include street lighting to adoptable standards. The lighting scheme will be designed to ensure suitable illumination levels exist across the scheme ensuring a safe provision for all users in particular the visually impaired.
- 4.4.3 Accessible Disability Discrimination Act [DDA] compliant parking has been illustrated adjacent to all building entrances as seen in **Figure 4.1**. The levels provided are considered appropriate to allow safe and convenient access to all.

4.5 Parking

- 4.5.1 All parking areas are proposed to be accessed off the main estate road, with separate access points serving the staff car parks and service yards. All parking is to be provided at ground level. A detailed breakdown of the parking schedule is summarised below for all three units.

Vehicle

- 4.5.2 A total of 751 car and 206 HGV parking spaces (inclusive of loading bays and level access doors) will be provided on site. **Table 4.1** summarises the detailed provision for each unit.

Table 4.1: Parking Provision Summary

Unit	Car Parking	Accessible Parking	EV Charging Spaces	HGV Parking
Unit 01	253	12	13	67
Unit 02	389	14	20	100
Unit 03	109	6	6	39
Total	751	32	39	206

- 4.5.3 Additionally, provision will be made for 39 future EV charging spaces and ducting for 12 HGV parking spaces across the site.
- 4.5.4 The proposed car parking provision has been reviewed against the CWCC parking standards for B2 and B8 land use, as summarised in Section 2.

4.5.5 Review of the standards has yielded the following calculated levels of provision in line with the maximum car and minimum disabled standards contained in **Table 2.3**. **Table 4.2** illustrates this based on the proposed site area of 71,663 sqm and 15%/85% B2/B8 land use mix. Consistent with general best practice, the standards have been applied to main land uses without accounting for the ancillary proportion.

Table 4.2: Calculated Parking Provision based on Standards

	Proposed Parking Provision			Increase / Decrease			
	Unit 01	Unit 02	Unit 03	Unit 01	Unit 02	Unit 03	Total
Car Parking	274	457	118	-21	-68	-9	-98
Disabled Parking	11	14	5	1	0	1	2

4.5.6 From the above table it is evident that for a 15/85 B2/B8 land use mix the parking requirements result in a total shortfall of 98 spaces against the maximum parking standards.

4.5.7 During pre-application scoping discussions with CWCC it was agreed that a shortfall in excess of 150 spaces will not be considered acceptable. The proposed levels of provision are, therefore, consistent with the recommended guidance and offer a degree of flexibility to suit the requirements of any speculative occupier and reflect the institutional requirements demanded by them.

4.5.8 With regards to disabled parking, the proposed 32 spaces result in an excess of 2 spaces against the minimum standards across the whole site and are hence considered compliant.

4.5.9 As per the recommendations in the guidance, electric car charging points will be installed in accordance with building specifications as shown in **Figure 4.1**. The proposed electric charging points account for 5% of the total provision and are hence considered appropriate in number and location to be easily accessible and encourage the use of electric vehicles.

4.5.10 It is therefore Hydrock's view that this level of vehicle parking is sufficient for this scale of development, taking into consideration its location, intended use and local factors.

4.5.11 The HGV loading bays and parking spaces for both units are considered to be specific to the operational requirements of the units and are therefore not included in the assessment.

Cycle

4.5.12 168 cycle parking spaces are proposed and are presented on the site layout plan in **Figure 4.1**. These are split between the individual units as follows:

- Unit 01 - 56 spaces;
- Unit 02 - 88 spaces; and
- Unit 03 - 24 spaces.

4.5.13 This level of provision presents an excess of 60 spaces against the minimum requirements of 108 and it is Hydrock's view that this level of cycle parking is more than sufficient for this scale of development, and will encourage sustainable travel to and from the site.

4.5.14 The cycle stands are covered facilities which are conveniently located close to the entrance of each of the buildings in highly visible locations to provide cyclists with a safe, secure, convenient and well-lit facility.

5. TRAVEL PLAN MEASURES

5.1 Introduction

5.1.1 An important aspect of a successful Travel Plan is the allocation of sufficient resources to enable initiatives to be implemented and sustainable travel to be promoted at the site.

5.1.2 The aim of Travel Plan measures is to maximise the accessibility of the proposed development site by alternative modes to the private car, although there is reasonable evidence to suggest that the location of the site and the current infrastructure in place is conducive to encouraging travel by non-car modes through the adequate provision of walking and cycling routes and the availability of regular bus services. The initiatives may benefit employees of the development by facilitating sustainable travel choices, resulting in the following:

- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (when compared with single occupancy car use);
- Health benefits from increased levels of walking and cycling, and fewer vehicular emissions in the immediate vicinity of the site; and
- Improved site accessibility
- Reduction in required car parking provision
- A pedestrian / cycle friendly environment.

5.1.3 A combination of ‘carrots’ (those initiatives which encourage travel by non-car modes of transport) and ‘sticks’ (initiatives which discourage travel by car) will be implemented at the site to encourage travel by sustainable modes. ‘Carrots’ will be implemented before ‘sticks’ to ensure that support is gained from employees for the Travel Plan; any ‘sticks’ will be implemented later.

5.2 Marketing and Promotion

5.2.1 From the outset, sustainable travel will be promoted to employees of the development. The Travel Plan will be launched as soon as possible at the commencement of occupation and operation of the facility and will be continually marketed through the provision and updating of travel information, leaflets and communication sessions.

5.2.2 The Travel Plan and the reasons for implementing it will be communicated to ensure that employees in particular are provided with information on the alternatives to car travel before they establish car-based travel habits.

5.2.3 The following describes the marketing tools and initiatives that may be used to convey the commitment of the developer to providing alternative travel choices. It is important that there is a central source of information for all queries relating to sustainable travel for employees and customers of the development. The Travel Plan Coordinator [TPC] is considered the most appropriate person to communicate the aims and objectives of the Travel Plan to everyone travelling to and from the site.

- 5.2.4 The person responsible for appointing the TPC contact details is as follows:
- Contact: Sam Denby
 - Address: Hydrock Consultants Limited, 9-21 Princess Street, Albert Square, Manchester, M2 4DN
 - Telephone: 0161 804 5550
- 5.2.5 An annual budget will be allocated to assist the TPC and will be paid for jointly by the freehold owners. The budget will be used to promote the Travel Plan and to organise events to coincide with national initiatives.
- 5.2.6 A resource allocation, to include travel plan coordinator and allocated budget, will be confirmed with the council following the results of the travel surveys once the appropriate measures and their associated costs have been confirmed.
- 5.2.7 The introduction of a steering group comprising the TPC from the occupier and local authority officers. The steering group to meet every 6 months during the first 2 years and annually thereafter.
- 5.2.8 Travel notice boards will be set up in the sites' communal areas by the TPC, which will include:
- Public transport, pedestrian and cycle route maps and information on car sharing;
 - Information and contact details for local taxi services;
 - List of internet websites on sustainable transport and journey planning; and
 - Contact details for the TPC.
- 5.2.9 All employees will also be issued with travel 'Welcome Packs' promoting alternative transport modes. Further details on the contents of the 'Welcome Packs' are provided throughout this section.
- 5.2.10 All employees will be provided with a 'sustainable travel information pack' (Welcome Pack) as part of their employment, which will include details of the public transport, walking and cycling routes between their homes, workplace and surrounding amenities.
- 5.2.11 In order to integrate the Travel Plan with the wider sustainable travel agenda, the Welcome Pack may be used to promote national and international initiatives such as 'Bike Week', 'Catch the Bus Week', 'European Mobility Week' and 'Walk to Work Week'. Details of these events will be provided on the notice boards and a travel calendar will be developed for inclusion within the welcome packs. The TPC will also be encouraged to organise social events which incorporate such initiatives, for example an organised cycle ride.
- 5.2.12 The Welcome Pack will be used to promote national and local initiatives with respect to sustainable travel.
- 5.2.13 The TPC will also provide employees with information regarding the Travel Plan and specific initiatives contained within it and will be the main points of contact for travel-related queries. This will include information on journeys by public transport, cycle and on foot between the development site and local amenities, including schools, off-site retail outlets, health care and leisure facilities.

5.3 Initiatives to Promote Walking

- 5.3.1 The Welcome Pack will include a map, identifying pedestrian friendly routes surrounding the site, in order to ensure that employees are aware of the facilities available to them.
- 5.3.2 A pedestrian / cycle route map will be provided within the Welcome Pack.

- 5.3.3 Employees will be encouraged to participate in national events, such as Walk to Work Week. These events will be promoted on the notice board and within the Welcome Packs.
- 5.3.4 Details of local walking shops will also be provided to employees. The TPC will enter into discussions with these retailers to investigate the potential to provide discounts for employees at these stores. If secured, these details will be provided to all employees by the TPC.
- 5.3.5 It is important to recognise the potential reduction in car traffic by encouraging commuting journeys on foot. Any school and residential Travel Plan initiatives relevant to the site, such as walking buses, will be promoted and employees encouraged to participate.
- 5.3.6 To encourage the integration of Travel Plan measures with those of nearby school and residential sites, to encourage an increase in walking journeys to and from these destinations.

5.4 Initiatives to Promote Cycling

- 5.4.1 Cycle parking will be provided at the site in line with the Council's guidance. The Welcome Pack will include information on cycle routes available between the development site and common destinations, including surrounding residential areas and local amenities.
- 5.4.2 Copies of local cycling maps will be provided within the Welcome Packs and notice board. Cycle route maps are also available online at www.sustrans.org.uk/ncn/map.
- 5.4.3 Details of local cycling shops and mobile cycle repairs will be provided to employees at the site using the travel board and within the Welcome Packs. The TPC will also enter into discussions with local cycling retailers to investigate the potential to provide discounts. If secured, details of these discounts will be provided for employees via the Welcome Pack.

5.5 Initiatives to Promote Travel by Public Transport

- 5.5.1 Information on the cost, timetables and services available which could be used by employees will be provided within the Welcome Pack and on the notice board. This will include details and links to online journey planning websites.
- 5.5.2 The availability of any public transport discount cards provided by the various local operators will be investigated and promoted at the site and employees will be encouraged to apply.
- 5.5.3 Following full operation of the site, the travel pattern and behaviour of employees will be identified.

5.6 Initiatives to Reduce the Need to Travel

- 5.6.1 Details of journey planning websites, such as Traveline, will be promoted at the site to make employees aware of alternative travel options and encourage them to use sustainable modes of transport to reduce single occupancy car use.
- 5.6.2 The employer will be encouraged to implement a local recruitment strategy, sourcing employees from local areas and serving as an incentive for other potential employees to relocate closer to work.
- 5.6.3 To further reduce the need to travel, visitors to the site must be more closely looked at. In particular, deliveries and supplies can account for a significant proportion of trip to and from the site. As such, a policy of using local suppliers will be promoted from the earliest stages of the development, with the aim of reducing travel times for LGVs and HGVs, resulting in lower emissions.

5.7 Initiatives to Promote Car Sharing

- 5.7.1 It is likely that a proportion of employees may reside at locations in close proximity to one another and, as such, would be making trips to and from a common destination in the morning and evening peaks. As such, there is potential for these individuals to share their car journey with a fellow employee.
- 5.7.2 Additionally, the TPC will devise and maintain a marketing campaign for car sharing which all employees will be encouraged to sign up to. This will enable them to search for individuals making a similar trip to themselves and share their vehicle.

6. TRAVEL PLAN MANAGEMENT

6.1 Introduction

6.1.1 Key to the success of the Travel Plan is the recognition from the outset of the roles and responsibilities of those who may be involved, particularly the site's TPC, the Council's Highway Development Management Team, the Council's Travel Plan Officer, and other sustainable travel groups.

6.2 Travel Plan Coordinator [TPC]

6.2.1 The responsibility for managing and implementing the Travel Plan lies with the TPC. Following appointment, the contact details for the TPC will be provided to the Local Authority.

6.2.2 The role and responsibilities of the TPC include:

- To implement and promote various Travel Plan initiatives at the site to promote sustainable travel.
- To promote the Travel Plan to employees and customers.
- Monitoring the success of the Travel Plan initiatives, including undertaking and analysing travel surveys.
- Reviewing the Travel Plan's success and preparing action plans; and
- Implement a steering group and liaise with group every 6 months during the first 2 years, and annually thereafter.

6.2.3 TPC will be in place within 3 months of occupation of the site and will remain in place following full occupation of the site for a minimum of 5 years. After this time, the responsibility for the Travel Plan will be passed over to the employees' sustainable travel steering group.

6.2.4 The TPC role will be reviewed on an annual basis and, if considered necessary, the role will be developed into a full-time role. Any changes to the TPC's role will be communicated to the Local Authority.

6.3 Stakeholder Engagement

6.3.1 Stakeholders including the Council's Highway Development Management Team, the Council's Travel Plan Officer, and local transport operators also play an important role in the successful implementation of the Travel Plan at the site. The Council's Highway Development Management Team will be kept up-to-date with the progress of the Travel Plan through the annual monitoring reports. The Highway Development Management Team will also be approached to gain advice and support on the implementation of specific Travel Plan initiatives at the site.

6.3.2 The TPC will also engage with local transport operators to secure timetable information and details of any special offers and discounts available.

7. AIM, OBJECTIVES AND TARGETS

7.1 Overview

7.1.1 A travel plan is a long-term strategy for a site to reduce the dependence of employees on travel by private car. The aim, objectives and targets are required to provide a focus for the travel plan and to enable its success to be measured and monitored. The purpose of this section is therefore to outline the aim, objectives and targets for this travel plan.

7.2 Travel Plan Aim

7.2.1 The aim provides the overarching focus and end goal for the travel plan. The aim enables the overall success of the travel plan to be assessed and, as such, all travel plan initiatives should contribute towards achieving the travel plan's aim.

7.2.2 The overall aim of this travel plan is:

- to achieve a reduction in the number of single occupancy vehicle journeys to the site.

7.2.3 This will be achieved by maximizing the accessibility of the proposed development site by alternative modes of transport to single-occupancy car and by implementing a range of travel plan initiatives.

7.3 Travel Plan Objectives

7.3.1 Objectives provide an overview of what the travel plan is trying to achieve. Each of the objectives outlined should contribute towards the travel plan's aim, whilst travel plan targets should help achieve the objectives of the travel plan.

7.3.2 As this stage, it is not possible to derive specific objectives for employees of the site which relate to its day-to-day operation, given the number of unknowns. Notwithstanding, the following generic objectives have been identified which are intended to achieve current Government and local policies in respect to transport in industrial and employment developments:

- Reduce reliance on single occupancy car journeys;
- Promote alternative modes of transport to the car;
- Advocate means of travel that are beneficial to the health of those working on or visiting the site;
- Minimise car travel in the area surrounding the site, therefore cutting down on associated costs (environmental, financial, health etc.); and
- Contain car parking demand.

7.3.3 Travel plan guidance recognizes that one or more of the above objectives may carry more weight than others, based on the individual characteristics of the site. As such, the relative importance of each of these objectives will be reviewed upon full occupation of the site.

7.4 Travel Plan Targets

7.4.1 Specific targets will be set for the site using the results of the initial travel survey, which will provide the baseline travel behaviour of employees. These will allow mode share targets to be established for the site. A summary of the findings of the initial travel survey will be available within three months of completion of the survey.

- 7.4.2 Targets should reflect the size and nature of the development, along with the existing sustainable transport infrastructure available close to the site. This information is provided earlier within this report, in sections 2 and 4.
- 7.4.3 Travel plan guidance recommends that ‘SMART’ targets are set that are:
- Specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time-bound.
- 7.4.4 Once the results of the travel survey are known, accurate targets can be set for the travel plan. These targets will be agreed with the Council as part of the full travel plan’s development and will be inputted into the Council's database to ensure effective ongoing monitoring.
- 7.4.5 At this stage, indicative targets have been set to ensure that there is a commitment from the developer to achieve a reduction in the number of single occupancy car trips to and from the site. The targets will be revised once the results of the travel surveys are known. For the lifetime of the development, the aim is to achieve a reduction in the number of single occupancy vehicle journeys by implementing a range of initiatives.
- 7.4.6 **Table 7.1** presents the indicative travel mode targets for the site. These targets are consistent with the Travel Plan objectives and the 2011 travel to work census data and are provided below.

Table 7.1: Travel Plan Targets

Mode	Percentage	Target
Work mainly from home	5%	6%
Underground/metro/light rail	0%	0%
Train	3%	4%
Bus, minibus or coach	5%	7%
Taxi	1%	1%
Motorcycle	1%	1%
Driving in a car or van	57%	50%
Passenger in a car or van	9%	9%
Bicycle	3%	5%
On foot	15%	17%
Other method of travel	1%	0%
Total	100%	100%

- 7.4.7 These targets aim to be achieved within the first five years of occupation of the site. Should the targets be achieved earlier than five years, the level of single occupancy car journeys to work may be maintained at this level or reduced further by an agreed percentage each year thereafter.

7.4.8 A Travel Plan is not a one-off event but it is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will be reflected in the development and implementation of the Travel Plan. This monitoring process may include repeat surveys after one year of the initial survey being completed, and then every year during the same week each year for a maximum of five years. The surveys may be carried out by an independent survey company to ensure compatible and accurate data is gathered.

7.4.9 Following completion of the initial survey, unrealistic targets will be replaced with ones that are more realistic and encourage (rather than discourage) those responsible for trying to achieve targets.

7.4.10 Employees will be invited to participate in the annual snapshot travel survey to be undertaken each year to identify progress made and to determine what actions, if any, are necessary to ensure targets are met.

7.5 Monitoring

7.5.1 As previously identified, annual travel surveys of all users of the development will be carried out on an annual basis for at least 5 years. These surveys may include observation surveys to establish the usage of the parking and cycle facilities. These surveys may be carried out by an independent survey company. This may ensure compatible and accurate data is gathered relating to travel to and from the site.

7.5.2 All survey data will be submitted to the LPA within 3 months of the survey being completed for comparison against agreed targets. Following completion and analysis of the monitoring surveys, a monitoring report will be submitted to the LPA identifying whether the agreed targets have been met. If they haven't, the monitoring report will strive to identify what actions and additional Travel Plan initiatives are to be taken to rectify this situation.

7.5.3 The reports may also review the progress that has been achieved in implementing measures against modal shift targets over the preceding twelve-month period. Any progress made will be reported to the Council's Highway Development Management Team and public transport operators where applicable.

7.5.4 The Travel Plans will then be reviewed as appropriate and any further actions identified to progress and, if necessary, improve the action plan to meet objectives.

7.6 Funding

7.7 The developer of the site will fund the following items either through an appropriate legal agreement or they will be secured by condition:

- The TPC role for a minimum of 5 years after full occupation of the site;
- The site measures contained in Section 5;
- The monitoring surveys as outlined above; and
- Cherwell District Council travel plan monitoring and evaluation fee.

7.8 Travel Surveys

- 7.8.1 An initial travel survey questionnaire will be undertaken with employees, following full occupation to allow for a sufficiently large sample size. This survey will be used to ascertain the current travel behaviour of at the site, as well as the reasons for modal choices and opinions towards alternative modes of transport.
- 7.8.2 To maximise the response rate, the travel survey will be made available both in electronic and paper format. Paper copies of the survey will be sent to all employees, with a link provided to the electronic copy of the survey.
- 7.8.3 Having completed the initial survey, repeat annual surveys will be carried out at the same time of year as the initial survey. These will aim to gather information on any changes in mode choice since the previous survey was undertaken and the reason(s) for these changes.
- 7.8.4 To encourage participation in future year's surveys, it may be necessary to offer an incentive such as a prize draw to win shopping vouchers. Details of the prize draw will be provided to all employees to encourage participation in the survey.
- 7.8.5 Prior to undertaking the initial survey, a copy of the survey will be sent to the Council's Highway Development Management Team to gain agreement on the format and structure of the survey. Once agreed, this travel survey will provide a standardised approach to travel surveys at the site. The use of a standard travel survey will enable a like-for-like comparison to be made between consecutive years travel surveys.
- 7.8.6 The results of the workplace travel survey will be passed to the Council's Highway Development Management Team within 3 months of completion of the survey. This data could also be used to convert the green transport policies into an action plan, with set targets to achieve each year.
- 7.8.7 An example of the Travel Survey to be distributed to employees is illustrated in **Appendix F**.

8. TRAVEL ACTION PLAN AND MARKETING STRATEGY

8.1 Workplace Action Plans

- 8.1.1 The purpose of this document is to develop and deliver a Workplace Travel Plan (RTP) for submission to the Local Planning Authority. Thereafter, at every annual anniversary following completion of the initial survey, the Travel Plan will be reviewed in co-operation with the Council's Highway Development Management Team and an Annual Action Plan prepared and agreed.
- 8.1.2 The action plan will be developed based on the results of the travel survey. The most popular initiatives, as identified through the travel survey, will be implemented first at the site. This will ensure that maximum benefits are achieved through the implementation of the most popular initiatives at the site.
- 8.1.3 The Action Plan will contain an annual programme of measures designed to help achieve the Travel Plan targets on travel modal share. It sets out the tasks involved, the people responsible and dates by which the measures may be achieved over the next 12 months.

8.2 Marketing Strategy

- 8.2.1 Council's Travel Plan Teams are typically able to provide posters, leaflets and timetables for display on notice boards in communal areas. The TPC will contact Cherwell District Council and their Travel Plan Teams in the first instance to investigate the opportunities to secure this information for use at the site. Should this information not be available, posters and other promotional materials will be developed in-house to promote the travel plan.
- 8.2.2 Employees to the development will be provided with information on how to access the site by public transport. Promotion of all modes of transport will initially be provided through the Welcome Pack and notice board for the site. Where possible, written materials (e.g., timetables and maps) will be gained from the Council.

8.3 Evaluation and Review

- 8.3.1 This Travel Plan has been prepared in accordance with current guidance and transport policy. The objective of the Travel Plan is to identify and introduce a package of measures to promote sustainable travel choices and reduce reliance on the car.
- 8.3.2 The monitoring of the Travel Plan will be used to provide information on people's travel patterns and to identify the measures that would be the most effective in facilitating a reduction in car usage and an increase in the use of public transport, walking and cycling.
- 8.3.3 The Travel Plan is an active document which may be reviewed on a regular basis to ensure it reflects current opportunities and local circumstances. The review of the Travel Plan will take place annually following completion of the travel survey, in conjunction with the Council's Highway Development Management Team. A copy of the agreed, revised Travel Plan will be submitted to the Council.
- 8.3.4 An outline action plan for the production and ongoing monitoring and review of the Travel Plan has been produced, which details the key elements of the process and the approximate timescales which is shown in **Table 8.1**.

Table 8.1: Travel Plan Action Plan

Action	Timescale
Implement travel notice boards in communal areas of the site	Prior to occupation
Develop a travel Welcome Pack	Within 3 months of occupation. Updated on a regular basis.
Undertake travel survey	Upon full occupation and operation of whole facility.
Produce baseline travel information	3 months after initial travel survey
Develop full Travel Plan in consultation with the Council	4 months after initial travel survey
Finalise and adopt Travel Plan	6 months after initial travel survey
Implement Travel Plan initiatives	On-going, following adoption of the Travel Plan
Monitor success of Travel Plan actions and progress towards targets. Amend Travel Plan, if necessary	On-going, following adoption of the Travel Plan
Undertake travel survey to measure the success of Travel Plan and discuss findings with the Council. Review Travel Plan and amend, if necessary	On-going, every 12 months following adoption of the Travel Plan after full occupation (up to a period of 5 years)

Appendix A - Accessibility Figures



Project Title
 Link Logistics Park, Ellesmere Port

Drawing Title
 Accessibility: 2km Walking Catchment

Job Number
 C17876

Date
 25.01.2020

Scale
 NTS

By
 SG

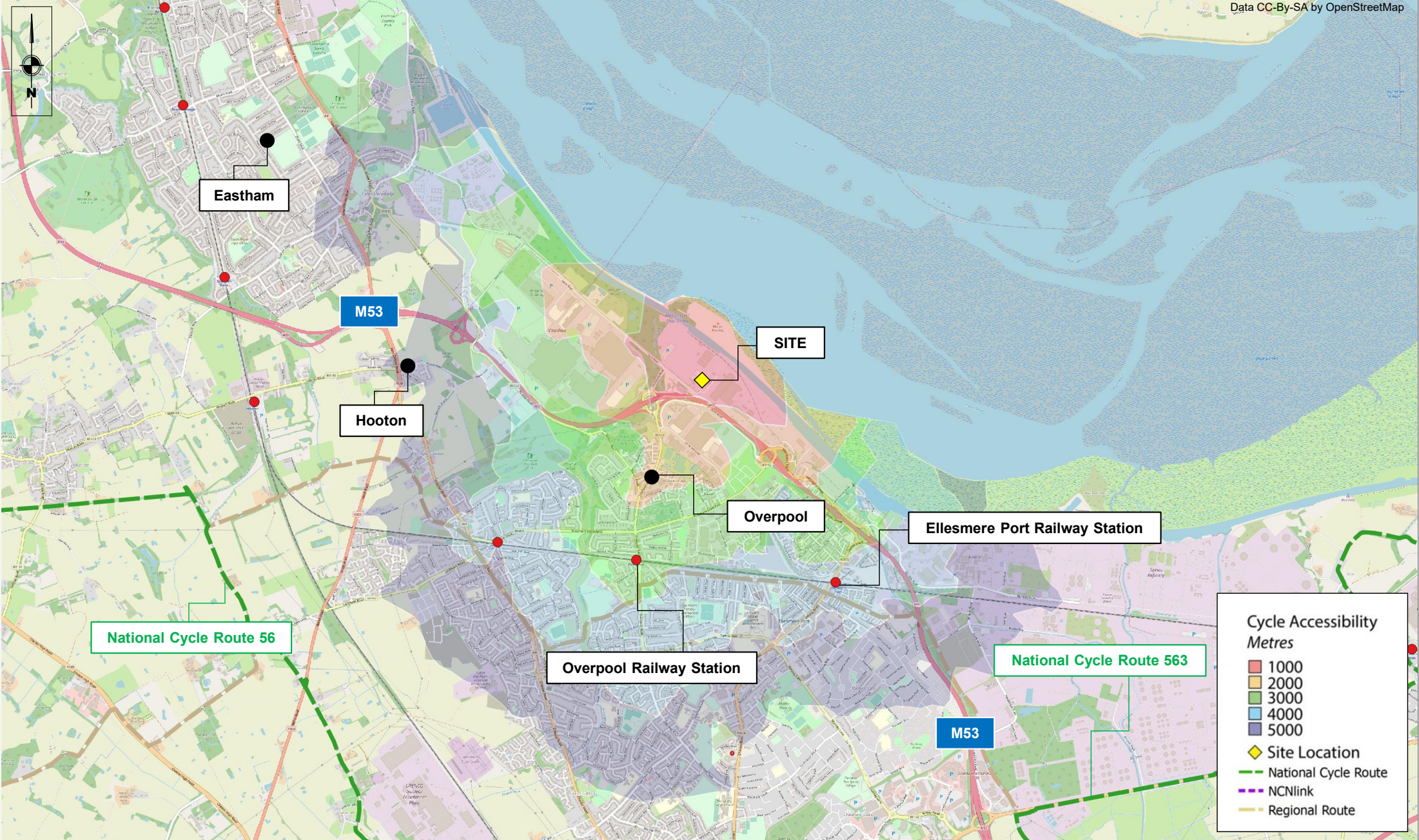
Checked
 VP

Status
 -

Rev	Description	Date	By
-	-	-	-
-	-	-	-
-	-	-	-

Drawing No.
 APPENDIX A

Figure
 1



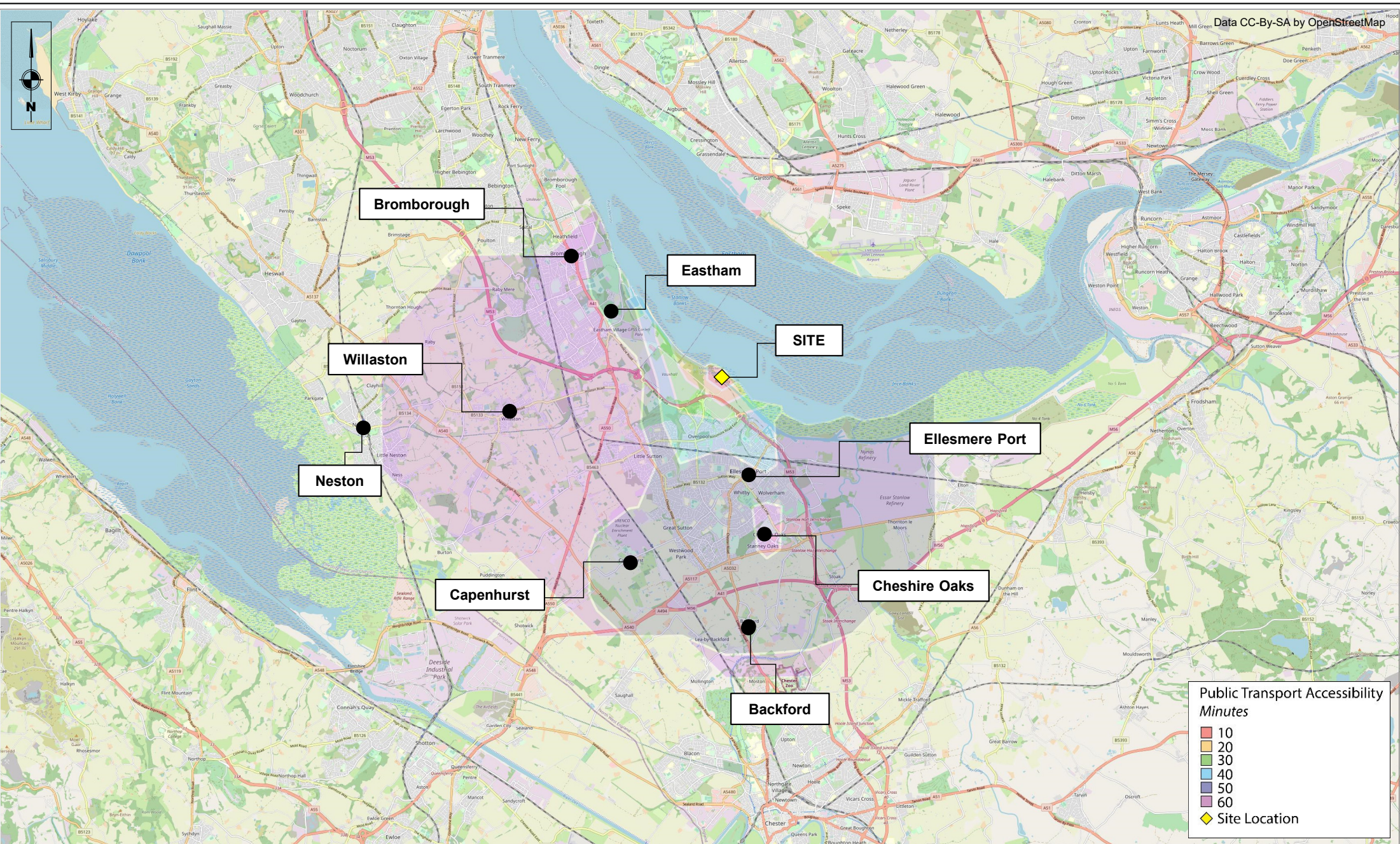
Project Title
 Link Logistics Park, Ellesmere Port

Drawing Title
 Accessibility: 5km Cycling Catchment

Job Number	C17876	By	SG
Date	25.01.2020	Checked	VP
Scale	NTS	Status	-

Rev	Description	Date	By
-	-	-	-
-	-	-	-
-	-	-	-

Drawing No.
 APPENDIX A
 Figure
 2



Public Transport Accessibility Minutes

- 10
- 20
- 30
- 40
- 60
- Site Location



Project Title
Link Logistics Park, Ellesmere Port

Drawing Title
Accessibility: 60minute Public Transport Catchment

Job Number
C17876

Date
25.01.2020

Scale
NTS

By	Rev	Description	Date	By
SG	-		-	-
VP	-		-	-
-	-		-	-
-	-		-	-

Drawing No.
APPENDIX A

Figure
3

Appendix B - BREEAM Assessment

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

Building type ▼
 No. nodes required ▼

Select

NODE 1

Public transport type	Bus									
Distance to node (m)	1300									
Average frequency per hour	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10
	1.9									

NODE 2

Public transport type	Rail									
Distance to node (m)	2100									
Average frequency per hour	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10
	1	1								

NODE 3

Public transport type	Rail									
Distance to node (m)	3000									
Average frequency per hour	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10
	1	1								

NODE 4

Public transport type	Rail									
Distance to node (m)	3100									
Average frequency per hour	Service 1	Service 2	Service 3	Service 4	Service 5	Service 6	Service 7	Service 8	Service 9	Service 10
	1	1								

Accessibility Index	2.54
---------------------	------

Appendix C - Proposed Site Layout

- All dimensions and levels are to be checked on site.
- Any discrepancies are to be reported to the architect before any work commences.
- This drawing shall not be scaled to ascertain any dimensions. Work to figured dimensions only.
- This drawing shall not be reproduced without express written permission from AEW.
- Title overlay drawings and ownership boundaries are produced using all reasonable endeavors. AEW cannot be responsible for the accuracy or scale discrepancy of base plans supplied to them.
- All works are to be undertaken in accordance with Building Regulations and the latest British Standards.
- All proprietary materials and products are to be used strictly in accordance with the manufacturers recommendations.

CDM 2015

Client notified of duties:
Principal Designer:
Unless noted below, all known hazards have been highlighted on the drawing:

Note

- Exact boundaries to be confirmed with reference to land registry plans and topographical survey.
- HGV circulation subject to tracking analysis.

— Planning Application Boundary
43.01 acres / 17.40 ha

— LDO Boundary taken from Cheshire West and Chester
Drawing: North Road Industrial Area - LDO Area (DWG required for accuracy)

MP Gas Kiosk

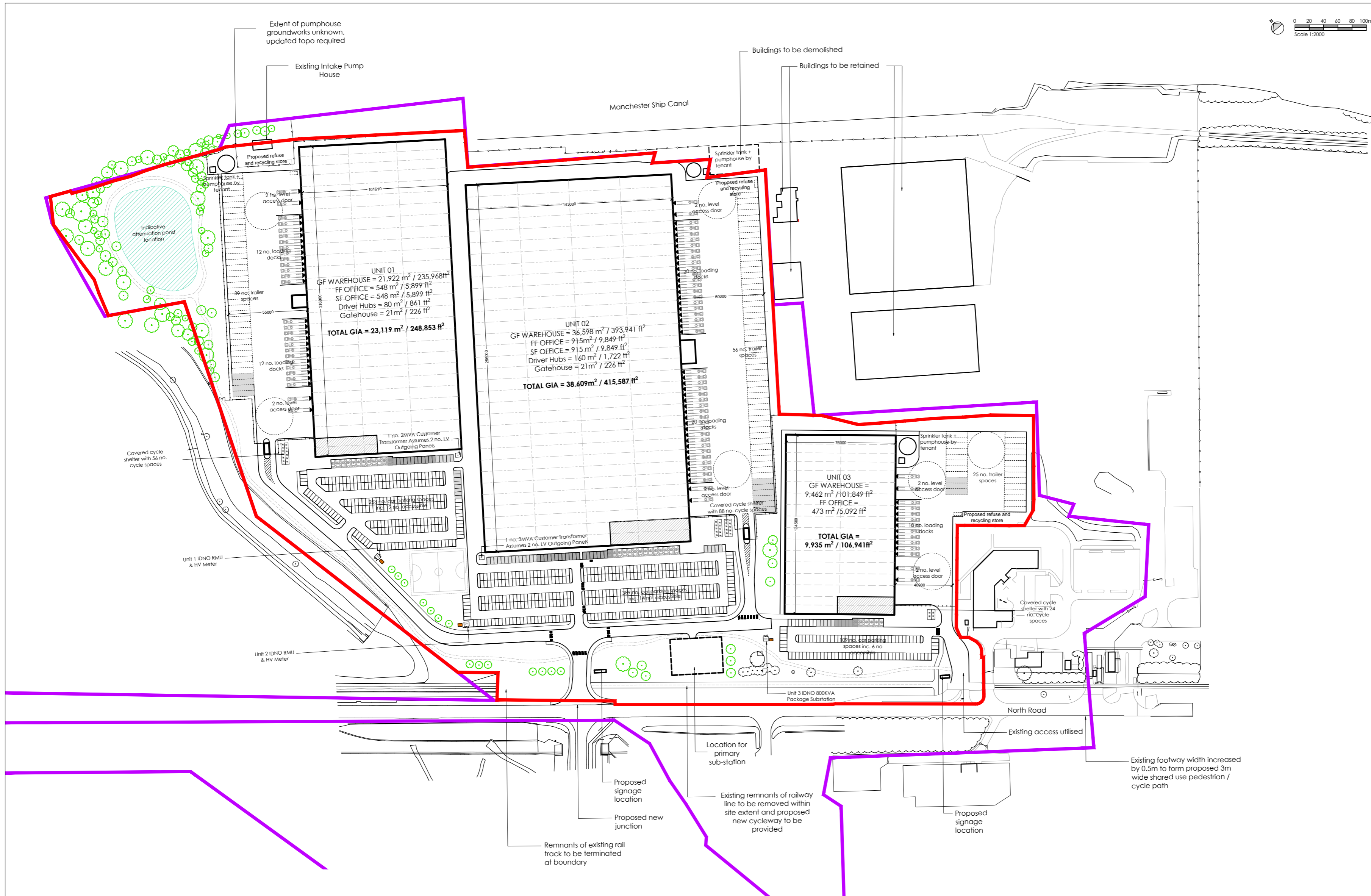
P6	03/03/21	KS	AS
Carriageway width on the bend of the internal road leading to Unit 1 amended.			
P5	02/03/21	KS	AS
Cycle path amended to proposed site access			
P4	25/02/21	KS	AS
Title block updated. Red line boundary updated to the existing site entrance.			
P3	18/02/21	KS	AS
Unit 1 and 2 shared fire track increased to 12.3m and site layout amended to suit. Primary sub-station footprint updated. Proposed site access updated and cycleway added.			
P2	15/02/21	KS	AS
Unit 1 footprint amended to suit updated topo survey. Unit 3 footprint increased to ensure site total GIA remains the same. Parking amended to suit proposed landscape plan			
P1	20/01/21	KS	AS
Initial Issue			
REV	Date	Drawn by:	Checked by:
S2			
drawing stage Planning			
client			

Firethorn Developments Ltd

Link Logistics Park
Ellesmere Port

Proposed Site Plan

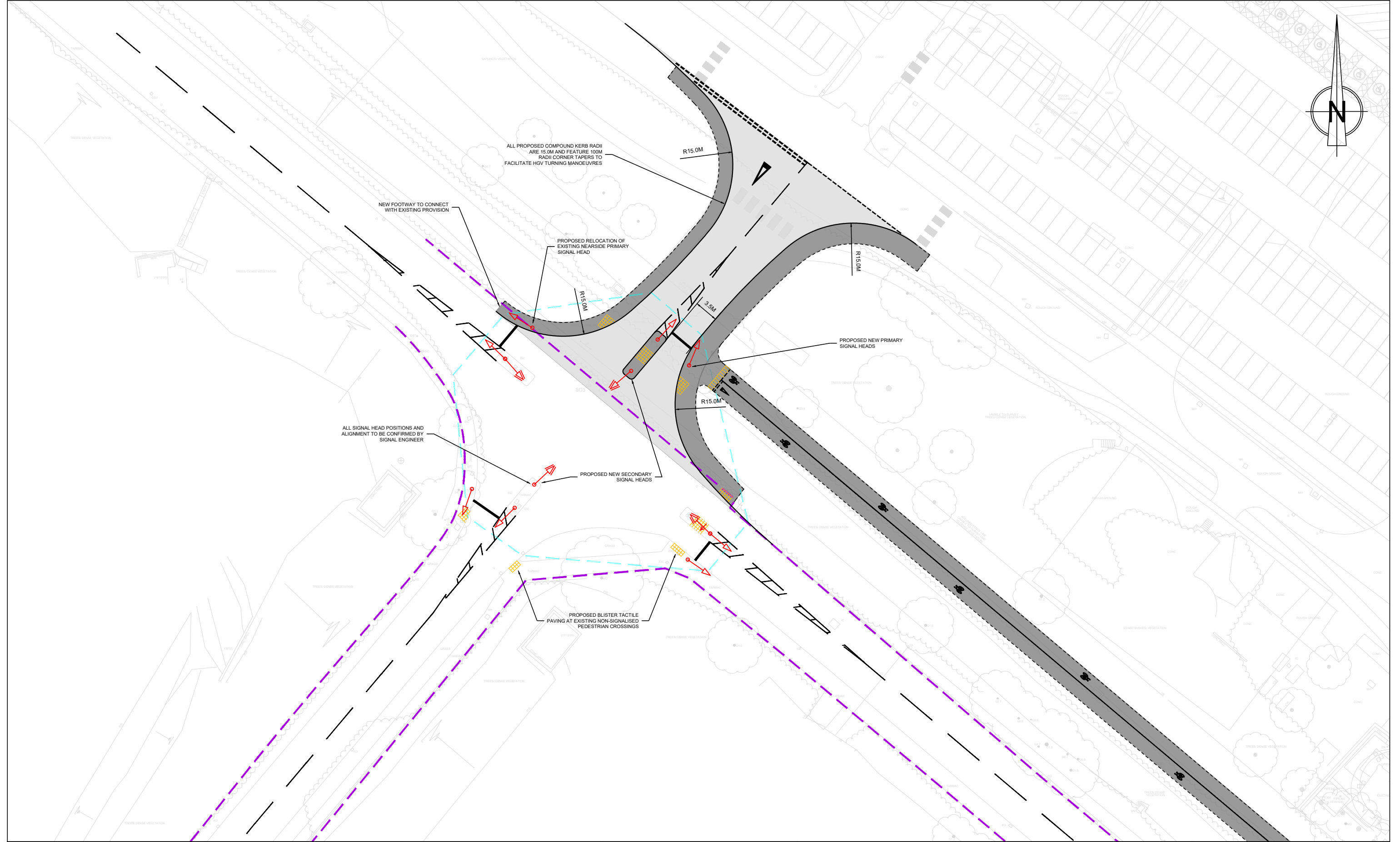
date Nov 2020 drawn DJS
scale@A2 1:2000 checked AS



Schedule of Accommodation

Unit	Ground Floor GIA	Office GIA	Gatehouse	Driver Hubs	TOTAL UNIT GIA	Car Parking (Accessible)	Parking Ratio (/m²)	EV Charging Spaces (Hatched Dark Grey)	Future EV Charging Spaces (Hatched Light Grey)	Ducting for HGV EV Charging (Hatched Light Grey)
Unit 1	21,922m² / 235,968ft²	1,096m² / 11,798ft²	21m² / 226ft²	80m² / 861ft²	23,119m² / 248,853ft²	253 (12)	1:91	13	13	4
Unit 2	36,598m² / 393,941ft²	1,830m² / 19,698ft²	21m² / 226ft²	160m² / 1,722ft²	38,609m² / 402,779ft²	389 (14)	1:99	20	20	6
Unit 3	9,462m² / 101,849ft²	473m² / 5,092ft²	-	-	9,935m² / 106,941ft²	109 (6)	1:92	6	6	3
TOTAL SITE GIA					71,663m² / 771,381ft²	751 (32)		39	39	12

Appendix D - Proposed Site Access Arrangement



KEY PLAN

- PROPOSED NEW KERBLINES
- PROPOSED ROAD MARKINGS
- TACTILE PAVING
- PROPOSED NEW CARRIAGEWAY
- PROPOSED NEW FOOTWAY
- LATERAL EXTENTS OF PUBLIC HIGHWAY
- TRAFFIC SIGNAL HEADS

KEY PLAN (CONTINUED)

- PROPOSED EDGING
- JUNCTION INTERVISIBILITY ZONE

NOTES

- 1) THIS DRAWING IS FOR DISCUSSION PURPOSES ONLY AND NOT FOR CONSTRUCTION
- 2) THE CONTENT OF THIS DRAWING WILL REQUIRE FURTHER WORK SUCH AS A ROAD SAFETY AUDIT AND DETAILED DESIGN
- 3) THIS DRAWING IS BASED ON 3RD PARTY SURVEY INFORMATION

REVISIONS (CONTINUED)

REV	DATE-D	CHKBY	DATE-C	APPBY	DATE-A

REVISIONS

REV	DATE-D	CHKBY	DATE-C	APPBY	DATE-A
P02					
VP	23/03/2021	SD	23/03/2021	SD	23/03/2021
P01					
VP	18/02/2021	SD	18/02/2021	SD	18/02/2021
REVNOTES					

Hydrock

CLIENT
FIRETHORN DEVELOPMENTS LIMITED

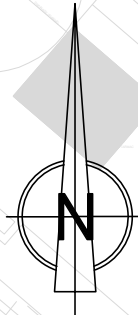
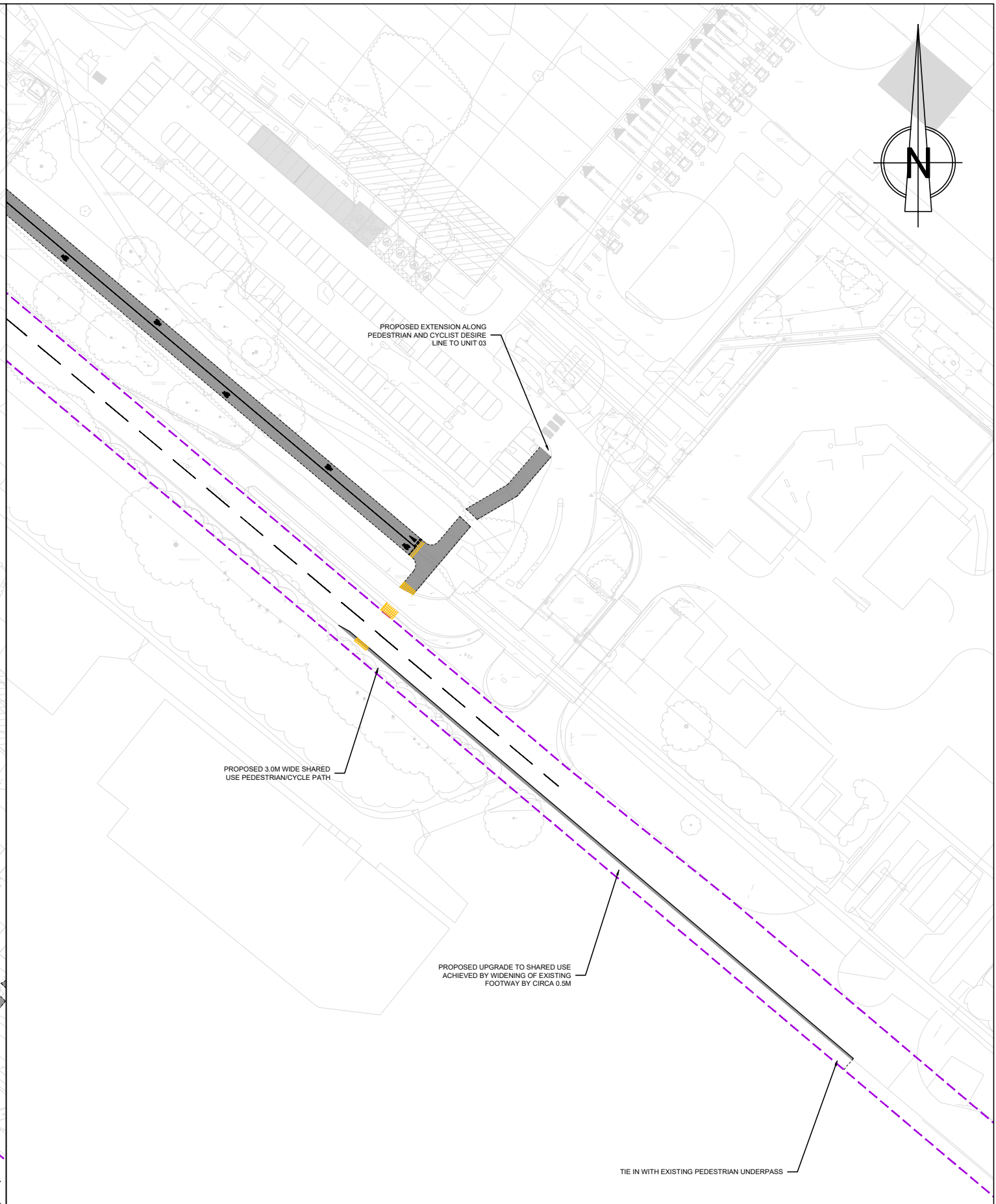
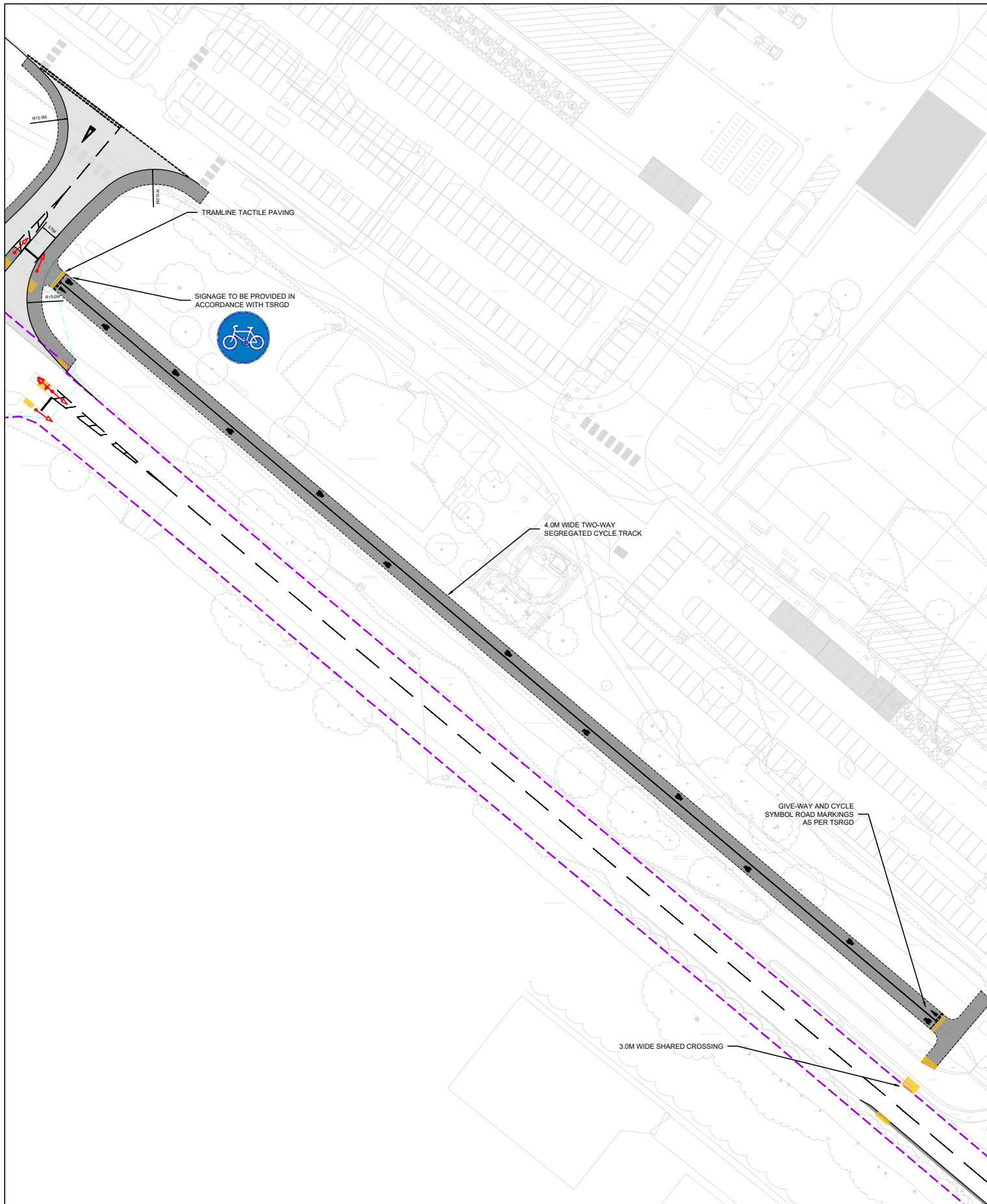
PROJECT
LINKS DISTRIBUTION PARK, ELLESMERE PORT

TITLE

PROPOSED SITE ACCESS JUNCTION
GENERAL ARRANGEMENT DESIGN

HYDROCK PROJECT NO. C-17876	SCALE @ A3 1:500
STATUS DESCRIPTION SUITABLE FOR REVIEW AND COMMENT	STATUS S3
DRAWING NO. 17876-HYD-XX-XX-DR-TP-0001	REVISION P02

Appendix E - Pedestrian/Cycle Arrangement



KEY PLAN

	PROPOSED NEW KERBLINES
	PROPOSED EDGING
	PROPOSED ROAD MARKINGS
	TACTILE PAVING
	PROPOSED NEW FOOTWAY
	LATERAL EXTENTS OF PUBLIC HIGHWAY

NOTES

- THIS DRAWING IS FOR DISCUSSION PURPOSES ONLY AND NOT FOR CONSTRUCTION
- THE CONTENT OF THIS DRAWING WILL REQUIRE FURTHER WORK SUCH AS A ROAD SAFETY AUDIT AND DETAILED DESIGN
- THIS DRAWING IS BASED ON 3RD PARTY SURVEY INFORMATION

NOTES (CONTINUED)

REVISIONS (CONTINUED)

REVISIONS

SECOND ISSUE					
P02	VP	23/03/2021	SD	23/03/2021	SD
FIRST ISSUE					
P01	VP	18/02/2021	SD	18/02/2021	SD
REVNOTES					
REV	DRAWNBY	DATE-D	CHKBY	DATE-C	APPBY
					DATE-A

CLIENT
FIRETHORN DEVELOPMENTS LIMITED

PROJECT
LINKS DISTRIBUTION PARK, ELLESMERE PORT

TITLE PROPOSED CYCLE LINK GENERAL ARRANGEMENT DESIGN	
HYDROCK PROJECT NO. C-17876	SCALE @ A3 1:1000
STATUS DESCRIPTION SUITABLE FOR REVIEW AND COMMENT	STATUS S3
DRAWING NO. 17876-HYD-XX-XX-DR-TP-0002	REVISION P02

Appendix F - Travel Survey

XXX* committed to helping employees with their commute to work, and make it easier for you to car share, walk, cycle and travel by public transport. We are keen to help reduce the stress caused by your daily journeys, save you money and help to get fitter by promoting more "active travel".

To help achieve this aim, XXX* has developed a travel plan. To inform this travel plan, we need to collect up-to-date information on your daily journeys, travel patterns and thoughts on alternative modes of transport, as well as journeys by car.

The survey does not take very long to complete and all completed surveys will be placed into a prize draw to win XXX. The higher the response rate to the survey, the more tailored the travel measures we will be able to provide, so please show your support by completing the survey. If you could please return this survey by scanning or taking a picture of the completed form on your smart phone and emailing it to XXX

If you have any queries regarding the survey, please do not hesitate to contact XXX at XXX:
Email) XXX@XXX.com

Thank you for your time and assistance.



TRAVEL SURVEY

Q1 YOUR PLACE OF WORK

a)

YOUR HOME NUMBER/ POSTCODE

b) c)

YOUR AGE GROUP

- | | | | |
|----------|--------------------------|-------|--------------------------|
| UNDER 18 | <input type="checkbox"/> | 45-60 | <input type="checkbox"/> |
| 18-34 | <input type="checkbox"/> | 60+ | <input type="checkbox"/> |
| 35-44 | <input type="checkbox"/> | | |

Q2 WHAT ARE YOUR WORKING HOURS?

FULL TIME (30+HOURS PER WEEK)

PART TIME

Q3 HOW FAR DO YOU TRAVEL TO WORK?

- | | | | |
|--------------|--------------------------|---------------|--------------------------|
| UP TO 1 MILE | <input type="checkbox"/> | 11-20 MILES | <input type="checkbox"/> |
| 1-2 MILES | <input type="checkbox"/> | 21-30 MILES | <input type="checkbox"/> |
| 3-5 MILES | <input type="checkbox"/> | 31-40 MILES | <input type="checkbox"/> |
| 6-10 MILES | <input type="checkbox"/> | OVER 40 MILES | <input type="checkbox"/> |

Q4 HOW LONG DOES IT NORMALLY TAKE YOU TO TRAVEL TO WORK?

- | | | | |
|---------------|--------------------------|--------------|--------------------------|
| UP TO 15 MINS | <input type="checkbox"/> | 46-60 MINS | <input type="checkbox"/> |
| 16-30 MINS | <input type="checkbox"/> | 61-90 MINS | <input type="checkbox"/> |
| 31-45 MINS | <input type="checkbox"/> | OVER 90 MINS | <input type="checkbox"/> |

Q5 DO YOU HAVE A DISABILITY THAT AFFECTS YOUR TRAVEL ARRANGEMENTS?

- YES NO

Q6 HOW DO YOU NORMALLY TRAVEL?
 IF YOU USE MORE THAN ONE MODE OF TRANSPORT, PLEASE SELECT THE MODE USED FOR THE LONGEST DISTANCE

WALK	<input type="checkbox"/>	CAR SHARE	<input type="checkbox"/>
BICYCLE	<input type="checkbox"/>	TAXI	<input type="checkbox"/>
TRAIN	<input type="checkbox"/>	TRAM	<input type="checkbox"/>
BUS/COACH	<input type="checkbox"/>	MOTORCYCLE	<input type="checkbox"/>
CAR	<input type="checkbox"/>	(INCLUDING MOPED)	

(SINGLE OCCUPANCY)

Q7 WHICH OF THE FOLLOWING MODES DO YOU OCCASIONALLY USE INSTEAD OF YOUR NORMAL MODE OF TRANSPORT?

WALK	<input type="checkbox"/>	CAR SHARE	<input type="checkbox"/>
BICYCLE	<input type="checkbox"/>	TAXI	<input type="checkbox"/>
TRAIN	<input type="checkbox"/>	TRAM	<input type="checkbox"/>
BUS/COACH	<input type="checkbox"/>	MOTORCYCLE	<input type="checkbox"/>
CAR	<input type="checkbox"/>	(INCLUDING MOPED)	

(SINGLE OCCUPANCY)

Q8 IF YOU USUALLY TRAVEL BY CAR WHAT IS THE MAIN REASON FOR THIS?

CAR IS ESSENTIAL FOR JOB

CONVENIENCE

RELIABILITY

QUICKER THAN ALTERNATIVES

CHEAPER THAN ALTERNATIVES

FLEXIBILITY

DROPPING OFF CHILD/PARTNER

HEALTH REASONS

PERSONAL SECURITY

I GIVE SOMEBODY A LIFT

LACK OF ALTERNATIVES

OTHER

Q9 WHICH OF THE FOLLOWING WOULD ENCOURAGE YOU TO CAR SHARE?

HELP FINDING A CAR SHARE PARTNER

CAR SHARING BAYS

WORKING REGULAR HOURS

BEING ABLE TO WORK SIMILAR HOURS AS THOSE WHO LIVE CLOSE TO ME

OTHER

IF YOU WOULD LIKE TO ENTER IN THE PRIZE DRAW PLEASE ENTER YOUR DETAILS BELOW

NAME

CONTACT NUMBER OR EMAIL

Q10 WHICH OF THE FOLLOWING WOULD ENCOURAGE YOU TO WALK MORE?

IMPROVED FOOTPATHS

IMPROVED ROAD CROSSING FACILITIES

CHANGING FACILITIES AT WORK

DISCOUNTS AT LOCAL WALKING SHOPS

HELP WITH ROUTE PLANNING

LUNCHTIME WALKING GROUP

HOME TO WORK WALKING GROUP

NOTHING

OTHER

Q11 WHICH OF THE FOLLOWING WOULD ENCOURAGE YOU TO CYCLE MORE?

IMPROVED CYCLE PATHS

SECURE CYCLE PARKING

CHANGING FACILITIES AT WORK

DISCOUNTS AT LOCAL CYCLE SHOPS

CYCLE TRAINING/ SAFETY COURSES

HELP WITH ROUTE PLANNING

CYCLE PURCHASE SCHEME (REDUCED PRICE BIKE)

SHORT-TERM CYCLE HIRE

OTHER

NOTHING

Q12 WHICH OF THE FOLLOWING WOULD ENCOURAGE YOU TO TRAVEL BY PUBLIC TRANSPORT?

MORE DIRECT ROUTES

MORE FREQUENT ROUTES

MORE RELIABLE SERVICE

INCREASED CAPACITY

CHEAPER TICKETS

IMPROVED INTERCHANGES

DISCOUNTED TICKETS

IMPROVED LINK TO STATION

BETTER FACILITIES AT STATION

HAVING MY JOURNEY PLANNED

INTERGRADING TICKETING

ANNUAL TICKET LOAN

NOTHING/OTHER

DO YOU HAVE ANY OTHER COMMENTS OR OPINIONS ON TRAVEL PLANNING?

.....

.....

.....