

MAGNA

FRAMEWORK TRAVEL PLAN
PROPOSED CONVENIENCE STORE
FORMER METHODIST CHURCH, LIVERPOOL ROAD, MAGHULL

On behalf of **Central England Cooperative**
Report Reference: **23/170/23A**
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2 INTRODUCTION

2.1 Purpose Of Report

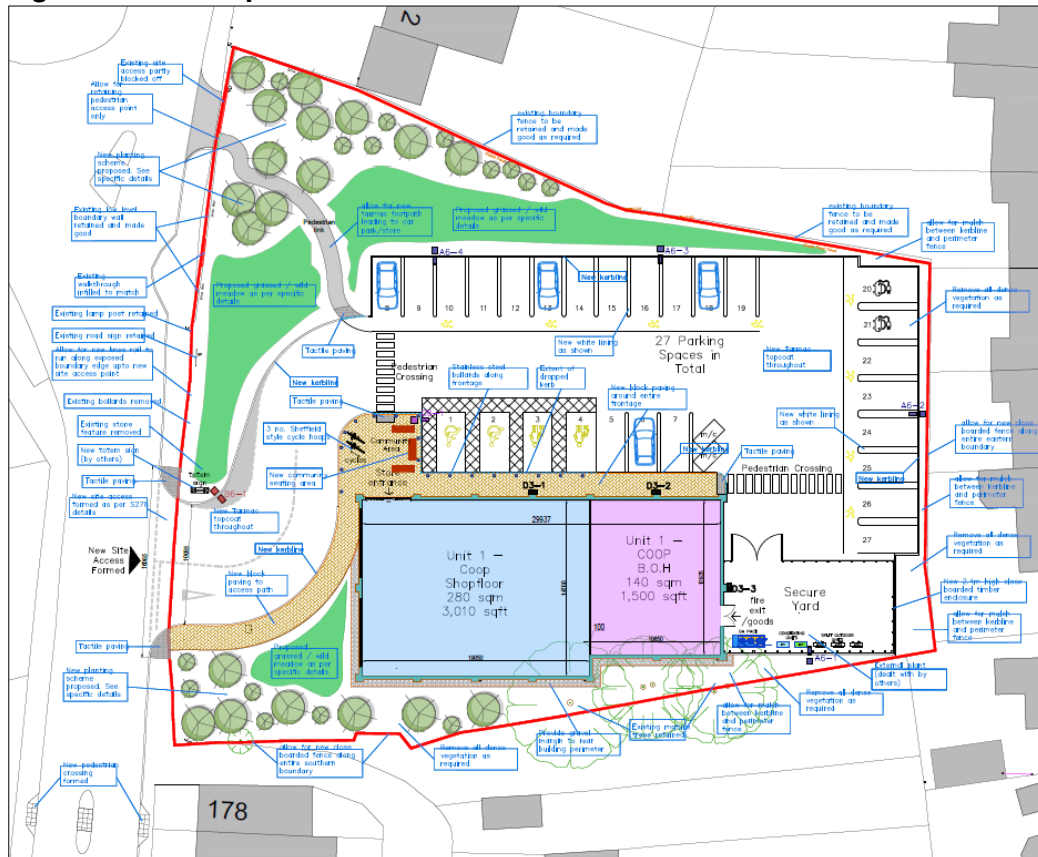
2.1.1 Magna Transport Planning Ltd has been instructed by Central England Cooperative (CEC) to prepare this Framework Travel Plan (FTP) in support of a planning application for the proposed demolition of a former Methodist Church to provide Co-op foodstore, on land at Liverpool Road, Maghull, L31 2HP.

2.1.2 This FTP has been prepared in accordance with the Department for Transport's (DfT) *Overarching principles on Travel Plans, Transport Assessments and Statements*, the National Planning Policy Framework (2019) and Sefton Council Local Plan.

2.2 The Proposal

2.2.1 It is proposed to demolish the existing church building and construct a new build Co-op store with a total GFA of 420 sqm (made up of 280 sqm of retail/sales area and 140 sqm storage/back of house area), along with associated parking and landscaping. The proposed site plan is shown in Figure 1A.

Figure 1A Proposed Site Plan



Access Arrangements

- 2.2.2 The existing vehicular site access located on B5407 will be closed off and the footway will be reinstated as part of this proposed development.
- 2.2.3 A new site access is proposed on the A5147 Liverpool Road North. This access is approximately 30 metres south of the junction with B5407. The access will be in the form of a bell-mouth.
- 2.2.4 The existing pedestrian refuge island located on the A5147 where the new access is proposed will be relocated to the south of the new access, adjacent to house No. 178, as shown in Appendix 9.
- 2.2.5 The visibility splays of 2.4 metres x 43 metres are achieved at the site access in both directions. This meets the visibility splay standards for streets with the speed limit of 30mph.
- 2.2.6 An overrunable strip is proposed within the internal access road to allow large vehicles such as delivery and refuse trucks to enter the site from the north.
- 2.2.7 The aforementioned amendments to highway will be subject to Section 278 Highways Agreement.

Parking Arrangements

- 2.2.8 The car parking standards as per the Derby City Local Plan are as follows:
- Food retail - maximum of one car parking space per 25 sqm
 - Café - maximum one space per five sqm (for customers) and 1 space per four members of staff (for employees)

Based on these standards, the Car Parking

- 2.2.9 Sefton Council's Sustainable Travel and Development Supplementary Planning Document (June 2018) requires convenience stores to be provided with a maximum of one car parking space per 16 sqm; with 5% of the car parking spaces designated as accessible (disabled) bays.
- 2.2.10 Based on these standards, the proposed Co-op store with a total GFA of 420 sqm would require a maximum of 26 car parking spaces; of which at least one space would be required to be designated as accessible bay.

2.2.11 It is proposed to provide a total of 27 car parking spaces, including two accessible bays and two parent & child bays. The proposed car parking provision is therefore in accordance with the Council's parking standards.

2.2.12 Out of the proposed 37 car parking spaces, two spaces (7%) could be equipped with Electric Vehicle Charging Point (EVCP) accessible bays.

Cycle Parking

2.2.13 Sefton Council's Sustainable Travel and Development SPD (June 2018) requires convenience stores to be provided with a minimum of one cycle parking space per 140 sqm.

2.2.14 Based on these standards, the proposed Co-op store with a total GFA of 420 sqm would require a minimum of three cycle parking spaces.

2.2.15 It is proposed to provide a total of three cycle stands (or six cycle parking spaces). The proposed cycle parking provision therefore exceeds Council's cycle parking standards.

Motorcycle Parking

2.2.16 Sefton Council's Sustainable Travel and Development SPD (June 2018) requires convenience stores to be provided with a one motorcycle parking space per 500 sqm.

2.2.17 Based on these standards, the proposed Co-op store with a total GFA of 420 sqm would require one motorcycle parking space.

2.2.18 It is proposed to provide a two motorcycle bays, which exceeds Council's parking standards.

Servicing Arrangements

2.2.19 The deliveries and refuse collection associated with the proposed development will take place on site. The delivery vehicles would enter the site via the proposed access and turn around at the rear of the site. The swept path assessment shows that the layout is designed to accommodate these vehicles.

2.2.20 The proposed Co-op store is likely to generate up to four delivery and servicing trips on a weekly basis.

2.2.21 The delivery and servicing would be undertaken during the quiet periods of the development and outside the typical commuter and school opening and closing hours; wherever possible. This would be detailed within a Delivery & Servicing Management Plan, which could be conditioned.

2.2.22 Given that emergency vehicles are smaller than 12 metres long delivery truck, the proposed site layout would be able to accommodate these vehicles also.

2.3 Travel Plan Scope

2.3.1 The Travel Plan (TP) sets out a strategy towards the sustainable travel options and measures for the proposed development at the site. This FTP has been produced to provide a structure which can be applied to the overall development. This report should be read in conjunction with the Transport Statement also prepared in support of this planning application.

2.3.2 This FTP is a live document and will be updated once baseline travel surveys have been undertaken. These baseline travel surveys will be undertaken at six months within the first year of meaningful occupation of the proposed development.

2.3.3 This FTP is primarily aimed at the staff, as they will be undertaking regular journeys to and from the development.

2.4 Structure of Report

2.4.1 Section 2 outlines the site location and accessibility by non-car modes of transport.

2.4.2 Section 3 outlines the baseline travel patterns for the site.

2.4.3 Section 4 sets out the objectives and targets of the FTP.

2.4.4 Section 5 outlines the FTP strategy.

2.4.5 Section 6 sets out the measures that will be implemented to help achieve the objectives and targets of the FTP.

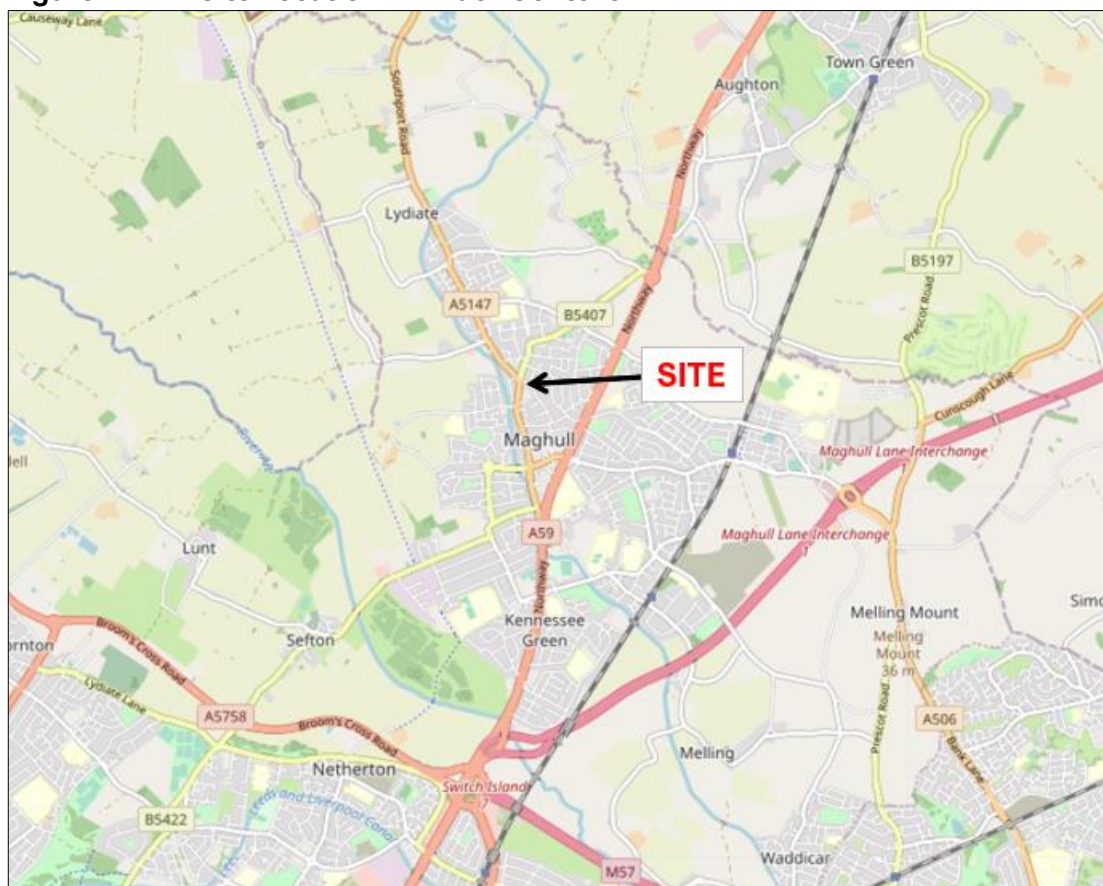
2.4.6 Section 7 sets out the Action Plan for the FTP.

3 SITE AND SURROUNDING AREA

3.1 Site Description

3.1.1 The application site comprises a former Methodist Church adjacent to the junction of the A5147 Liverpool Road North with the B5407 Liverpool Road at Maghull, Sefton, L31 2HP.

Figure 2A Site Location in Wider Context



3.1.2 Given the proximity of the site to Maghull Town centre i.e., 800 metres (or less than 12-minute walk), the site location could be classed as edge of town centre.

3.1.3 The total gross floor area (GFA) of the existing methodist church is approximately 740 sqm. There are approximately 15 to 20 car parking spaces within the application site.

3.1.4 The site is bound by Liverpool Road North and Liverpool Road along its eastern boundary and residential properties to the north, east and south.

3.1.5 The site location in its local context is shown in Figure 2B.

Figure 2B Site Location in Local Context



3.2 Local Highway Network

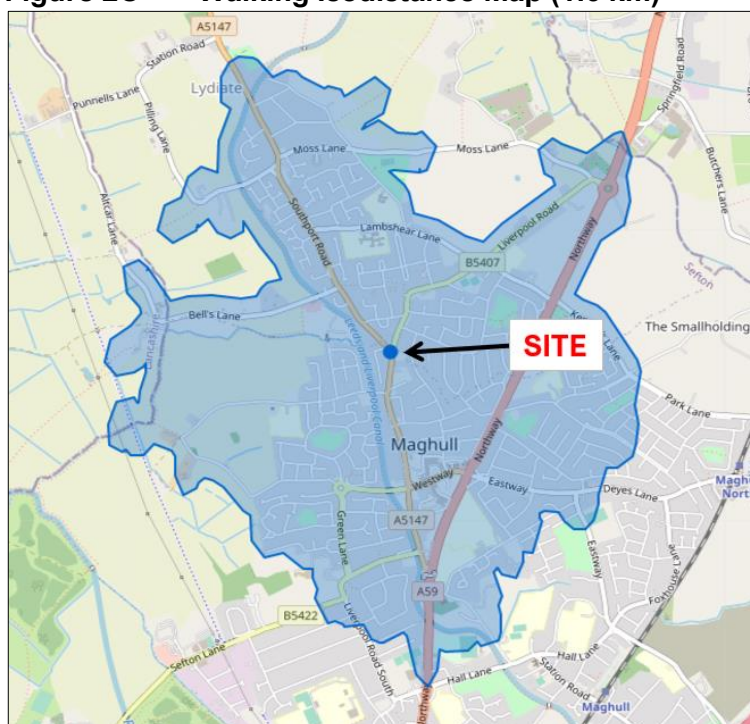
- 3.2.1 The existing site access is located on the B5407 Liverpool Road, at a distance of 9.5 metres north of the junction with the A5147 Liverpool Road North.
- 3.2.2 There are double yellow line restrictions on both these roads in the vicinity of the site, which restrict vehicles from stopping/waiting at all times.
- 3.2.3 The A5147 is a primary route through Maghull, connecting the site to the A59 Northway, located within one kilometre southwest of the site. The B5407 runs in the northeasterly direction and connects to the A59 at a distance of 1.5 kilometres from the site.
- 3.2.4 The site is therefore located in a prominent location with good links to local and strategic road network.

3.3 Non-car Mode Infrastructure

Pedestrians

- 3.3.1 The A5147 and B5407 benefit from footways and street lighting on both sides. These footways provide direct access to a number of residential and commercial properties that it fronts.
- 3.3.2 The junction with the A5147 with B5407 has pedestrian crossings on all three arms. These crossings are equipped with dropped kerbs with pedestrian refuge islands.
- 3.3.3 The Chartered Institute of Highways and Transportation's (CIHT) "Planning for Walking" document (2015) states that majority of the trips shorter than one mile (or 1.6 kilometres) are wholly on foot. A walking isodistance map showing streets within 1.6 kilometres walking distance from the site is provided in Figure 2C.

Figure 2C Walking Isodistance Map (1.6 km)



- 3.3.4 The map demonstrates that majority of streets within Maghull are within the 1.6 kilometres walking distance (or 22-minute walk) from the site. It is therefore very likely that the proposed development would attract local customers and staff who are likely to walk to the development.

Cycling

3.3.5 CIHT's "Planning for Cycling" (2014) document states that majority of the cycling trips are for short distances with 80% being less than five miles (or eight kilometres). A plan displaying eight-kilometre cycle isochrone is shown in Figure 2D.

Figure 2D Cycling Isochrone Map (8 km)



3.3.6 As can be seen in Figure 2D, the cycle isochrone of eight kilometres covers the entirety of Maghull and wider areas including Kirkby, Ormskirk, Aintree and Litherland.

3.3.7 In the vicinity of the site, National Cycle Network Route 62 (NCN 62) runs along western side of Maghull, and it is a traffic free path. This route is located at a distance of approximately 1.5 kilometres west of the site and can be accessed via Green Lane.

3.3.8 NCN 62 provides a traffic free cycle access into areas to the south of the site such as Aintree and Litherland (via NCN 81).

3.3.9 In addition to the above, Leeds & Liverpool Canal towpath which can also be accessed via Green Lane, provides a traffic free route to Aintree and other areas to the south of Maghull.

3.3.10 The existing cycle infrastructure is shown in Figure 2E.

Figure 2E Existing Cycle Infrastructure



3.3.11 The site is therefore located in a highly sustainable location with good pedestrian and cycle links.

3.4 Public Transport

3.4.1 There are bus stops located on the A5147 within 200 metres south of the site.

3.4.2 The northbound bus stops in the vicinity of the site are characterised by bus shelter with seating arrangements, timetable information, and bus cage. The northbound bus stops are characterised by bus flag, timetable information and bus cage.

3.4.3 These bus stops are served by a regular bus routes 31, 31A and 300. These services are summarised in Table 2A.

Table 2A Bus Services

Route No.	Route Description	Frequency		
		Mon-Fri	Sat	Sun
31	Southport Road Adjacent Pilling Lane - Kennessee Green	1 per hr	1 per hr	1 per hr
31A	Kennessee Green - Kennessee Green	1 per hr	1 per hr	-
300	Southport – Liverpool	2 per hr	2 per hr	1 per hr

3.4.4 Table 2A shows that there are three regular bus services that serve the bus stops with close proximity to the site and provide access to locations such as Southport, Liverpool and other areas of Maghull.

3.4.5 The existing bus facilities in the vicinity of the site are considered to be adequate.

4 BASELINE TRAVEL PATTERNS

4.1 Baseline Modal Split

4.1.1 In order to estimate how the staff are likely to travel to and from the site, the 2011 Census has been used to calculate the potential mode split for the Super Output Area in which the site is located in, i.e., Sefton 018 (E02001446).

4.1.2 The 2021 Census was undertaken during COVID pandemic which resulted in a higher proportion of population working from home compared the pre-COVID times and hence travel to work mode results obtained from 2021 Census could be skewed and may not be entirely appropriate for use, especially for retail development such as this. Hence, 2011 Census has been used instead.

Table 3A Travel to Work Mode Split

Mode	Staff
Driving a car or van	78.0%
Passenger in a car or van	5.0%
On foot	8.0%
Bicycle	2.0%
Public transport	7.0%
Total	100.0%

4.1.3 The mode split in Table 3A should be used only as a starting point to set indicative TP targets for Year 1 (year within full occupation of the development).

4.2 Baseline Travel Surveys

4.2.1 The baseline travel surveys will be undertaken to represent the start of the TP for monitoring purposes and will provide a basis for ratifying the adjusting the targets as set out in the FTP.

4.2.2 Within six months of occupation, staff travel surveys will be undertaken which will accurately identify the travel patterns of the users of the site. These will be carried out in the form of travel survey questionnaires. A sample questionnaire is provided as Appendix 1.

5 OBJECTIVES AND TARGETS

5.1 Objectives

5.1.1 The main objectives of the Travel Plan are to:

- Address staff travel needs;
- Reduce the traffic generated by the development to a lower level of car trips than would be predicted for the proposed site without the implementation of the TP;
- Promote healthy lifestyle and sustainable, vibrant communities;
- Encourage good urban design principles that open up the permeability of the development for walking and cycling.

5.2 Targets

5.2.1 TP targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring to ensure they remain SMART (Specific, Measurable, Achievable, Realistic and Timed).

5.2.2 The results of the baseline travel survey will be used to set targets for the reduction of single occupancy car travel by staff. These targets will be used to evaluate future reviews.

5.2.3 The following are the indicative targets for the FTP are set over five-year period i.e., Year 1, 3 and 5 based upon mode split in Section 3.0 and are subject to initial survey findings and Council's suggestions:

- Increase in use of cycling by 2%, 3% and 4% in Year 1, 3 and 5;
- Increase car sharing by 3%, 5% and 7% in Year 1, 3 and 5;
- Reduction in single occupancy vehicle trips made by those who do not essentially require car to commute by 5%, 8% and 11% in Year 1, 3 and 5.

5.2.4 Before setting the targets, the TPC will liaise with Sefton Council (SC) for their suggestions/approval. If the targets are met by Year 5, the requirement to monitor the TP will become voluntary.

6 TRAVEL PLAN STRATEGY

6.1 Travel Plan Co-Ordinator

6.1.1 The management of the TP will be the responsibility of the Travel Plan Coordinator (TPC); who will be appointed by the Applicant prior to the occupation. The TPC will oversee the implementation of the plan and be the primary contact with SC during all consultation and review phases.

6.1.2 Magna Transport Planning Ltd will act as the TPC in the interim. The key role of the TPC will be to:

- Develop and implement the plan
- Promote the TP
- Monitor the TP

6.1.3 The TPC will be responsible for:

- Issuing Travel Information Packs to staff
- Acting as a point of contact for giving advice and information on transport related subjects to staff or will direct them to sources of further information such as the SC website.
- Co-ordinating the necessary data collection required to develop the plan.
- Co-ordinating the preparation of the required review reports.

6.2 Upkeep of the Travel Plan

6.2.1 The Travel Plan stages are as follows:

Stage 1: First Year TP

- Provide the staff with a travel information pack which includes:
 - Cycling maps
 - Public transport maps and information
 - Information about the location and provision of cycle parking
 - Information cycle training and maintenance providers
 - Information about access to other services and facilities, such as car share websites

- Distribute the travel questionnaires to the staff.
- Collect the answered questionnaires and analyse the results.
- Set the targets for mode shifts by liaising with SC.
- Update the TP to provide a full Travel Plan and issue to SC.

6.2.3 In addition to these specific tasks the TPC has to act as a point of contact for the staff with regards to any transport related issues and initiate appropriate travel initiatives organised by local and national transport groups. Other duties include co-ordinating and promoting car-sharing schemes.

Stage 2.0: Subsequent TP Year 3 and Year 5 Updates

6.2.4 This process will need to be repeated once every two years for the five-year plan period and involve:

- Updating the travel survey database by re-distributing questionnaires.
- Re-analysis of the results of the survey.
- Review of transport initiatives.
- Compare actual and predicted travel modes.
- Hold meetings with staff to acknowledge their ideas and views.
- Update the travel pack provided to the staff.
- Develop fresh initiatives.
- Update the TP with new targets set for the coming two years and issue it to SC.

6.3 Monitoring of Travel Plan

6.3.1 Ongoing monitoring and reporting are necessary for ensuring the continued effectiveness of the Travel Plan. Following the First Review of the TP, the monitoring of the TP will be undertaken in years 1, 3 and 5.

Monitoring Schedule

- 6-months of first occupation (baseline travel surveys);
- First and third anniversary of the initial baseline travel survey – Year 1 and 3 (travel survey);
- Fifth anniversary of the initial baseline travel survey – Year 5 (travel surveys).

6.3.2 The monitoring of the TP will be undertaken on a mandatory five-year cycle.

6.4 Review

- 6.4.1 A review shall be a report prepared by the TPC or on behalf of the management company; the scope of which will be to provide the results of the travel surveys and comprehensively assesses the effectiveness of the Travel Plan in:
- Implementing its terms or recommendations;
 - Achieving its targets.
- 6.4.2 It should also (if necessary) propose further reasonable measures for incorporation which would improve the effectiveness of the Travel Plan.
- 6.4.3 The review should validate and suggest adjustments, if necessary, to the targets in the TP. The timetable for submission of reviews is as follows:
- First Review 3-months after the initial baseline survey
 - Second Review 3-months after the Year 1 travel survey
 - Third Review 3-months after the Year 3 travel survey
 - Final Review 3-months after the Year 5 travel survey
- 6.4.4 The reviews shall be submitted in writing by the TPC (or on behalf of the TPC) to the SC by the due date as defined in the Action Plan.
- 6.4.5 The TPC (or acting consultant) shall consult the SC on the content of every Travel Plan submission.
- 6.4.6 In the event of a refusal the TPC (or acting consultant) shall address as appropriate the deficiencies highlighted and resubmit within one month of receipt.
- 6.4.7 The recommendations of the review shall be implemented immediately or as soon as possible (as appropriate dependent upon the type of measures) upon completion of an approved review.
- 6.4.8 Should any meetings between the parties be necessary to discuss the contents of the submissions then this shall be arranged in accordance with the above highlighted timescales.

7 MEASURES AND INITIATIVES

7.1 Marketing of Travel Plan

7.1.1 In order to promote and increase awareness of the TP, the following measures will be adopted:

- Display of key TP information within travel packs;
- Arrange Q&A sessions and offer a personalised travel planning service if demand is identified;
- Promote national travel initiatives and organise events such as national walk to work day and organised cycle rides;
- The provision of Information Packs; and,
- The provision of travel related information on staff noticeboards.

7.2 Single Occupancy Car Travel

7.2.1 Given the location of the site, it is believed that the proposed number of car parking to be an appropriate number of spaces.

7.2.2 Details of local taxi firms will be provided on the staff information board.

7.2.3 Staff who wish to car share can use several web-based, fully automated journey matching services, which, once registered, provide details of other members making similar journeys to your own. It then provides one with the ability to contact them to arrange an opportunity to share a journey, and any costs.

7.2.4 These schemes are available to everyone and are free to all voluntary organisations and individuals. The organisation which provides matching in the local area is:

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

7.2.5 The TPC will regularly monitor the number of staff that car share and general parking demand, with a view to potentially designating some of the car parking spaces for staff car sharers, thus giving staff that car share a priority parking.

7.2.6 In an event of emergency, a guaranteed taxi ride home will be provided to staff who car share to work.

7.3 Promotion of Walking

- 7.3.1 The site will provide well-maintained and lit accesses that link to the external network.
- 7.3.2 Safe pedestrian routes in the direct vicinity of the development site will be maintained. This includes street lighting.
- 7.3.3 The provision of generic information, such as directions to the bus stops, railway station, etc. which is available to staff, will be provided on staff noticeboard.
- 7.3.4 The staff noticeboard will also include posters displaying health and environmental benefits of walking.
- 7.3.5 National Walk to Work Day will be promoted to the staff. The next Walk to Work Day is 5th April 2023.

7.4 Promotion of Cycling

- 7.4.1 There would be four cycle stands (eight spaces) provided on site. The cycle parking demand will be regularly monitored as part of Travel Planning.
- 7.4.2 Information for cycling will be promoted, including route planning websites/apps. This will be in the Travel Pack and noticeboards. The TPC could also look into providing cycle repair kit in communal area.
- 7.4.3 The information on cycle routes can be obtained from the following websites:
- <https://www.sefton.gov.uk/around-sefton/cycling-and-walking/cycling-in-sefton/cycling-routes/>
 - <http://activetravelsefton.co.uk/contact-us/>
 - <https://www.sustrans.org.uk/national-cycle-network/>
- 7.4.4 Lockers will be provided for staff.
- 7.4.5 A Bicycle User Group (BUG) could be considered to enable cyclists to discuss issues and identify areas for enhancement of facilities on site and to identify any off-site facilities that require improvement that could be brought to the attention of SC.

7.4.6 Bikeright! (Liverpool) offers free cycle training to Merseyside residents and have a number of places available on cycle skills courses for adults across Merseyside. Beginner, intermediate and advanced courses are available to suit any rider and individually tailored are also offered. More information is available at:

- <https://www.bikeright.co.uk/>

7.4.7 The Applicant would register to Cyclescheme. Cyclescheme allows staff to purchase any bike through their monthly salary sacrifice. The payments are taken from their gross salary (before tax) which means that the staff pay less Income Tax and National Insurance.

7.4.8 TPC will promote Cycle to Work Day which is typically held annually in summer.

7.4.9 In an event of emergency, a guaranteed taxi ride home will be provided to those who cycle to work.

7.4.10 The Applicant would also investigate providing cycle vouchers to staff from local cycle shops (such as Sefton Cycles Ltd in Maghull). The cycle vouchers could be used to repair the existing bikes and/or to purchase a new bike at a small discount.

7.5 Promotion of Public Transport

7.5.1 The staff noticeboard will provide details of the public transport website, which provides up to information on the local bus timetables. The site can be found at:

- <https://www.merseytravel.gov.uk/timetables/#bus>

7.5.2 The TPC will promote these services through staff noticeboard.

8 ACTION PLAN

8.1 Summary

8.1.1 Action Plan is a key part of the document for the TPC and it's a programme for delivering the measures and a means of communicating this to the staff. A tabulated Action Plan is provided in Table 7A.

Table 7A Action plan

Steps	Measures	Timescales	Responsibility
1	Submit Travel Plan to SC for approval	Prior to occupation	Magna Transport Planning (MTP)
2	Appointment of TPC	Prior to occupation	Applicant
3	Information Packs	Upon occupation	TPC/MTP
4	Provision of safe walking routes within site	As part of construction	Applicant
5	Provision of cycle parking	As part of construction	Applicant
6	Provided bus route maps and other information relating to public transport	Ongoing	TPC/MTP
7	Provided cycle route maps and other information relating to cycling	Ongoing	TPC/MTP
8	Investigate the provision of cycle to work scheme	Ongoing	TPC/MTP
9	Promote available cycle training	Ongoing	TPC/MTP
10	Health benefits of walking and walking cycling to be promoted	Annually	TPC/MTP
11	Car sharing website to be promoted	Ongoing	TPC/MTP
12	Journey planner information to be provided	Ongoing	TPC/MTP
13	Promote initiatives to encourage sustainable travel such as commute challenges and car-free days	Ongoing	TPC/MTP
14	Undertake 1 st travel survey	Within 6 months of first occupation	TPC/MTP
15	Submit the results to SC	Within 1 month of survey	TPC/MTP
16	Analyse the results and set targets in liaison with SC	Within 2 months of survey	TPC/MTP
17	Revise the results and set targets in liaison with SC	Within 3 months of survey	TPC/MTP
18	Repeat steps 14 to 18	Annually for minimum of 5 years	TPC/MTP
19	Be a point of contact for all staff with regards to travel matters	On-going	TPC/MTP

Appendix 1. STAFF QUESTIONNAIRE

Staff Travel Survey Template

We would appreciate it if you would take the time to fill this travel survey in. It is to fulfil the needs of the Travel Plan which will look to improve the health and wellbeing of the staff. The results of this travel survey will be confidential and will only be used for the purpose of the travel plan – they will not be passed onto a third party. The survey should take no more than 5 minutes to complete. Thank you in advance for completing the survey.

What is your home postcode?

How far do you travel to work? (Mark with an X)

Distance (Miles)	Answer
0-2	
2-5	
5-10	
10-15	
15-20	
20+	

Do you have a disability that would effect your travel to and from work? (Mark with an X)

Yes No

Which mode of transport do you use to travel to work, for the majority of your journey? (Mark with an X)

Travel Mode	Answer
Walk	
Cycle	
Bus	
Train	
Taxi	
Car	
Car Share	
Other (Please State)	

Would you consider travelling to work using a different mode of transport? (Mark with an X)

Yes No

If yes, what mode of transport would you like to use? (Mark with an X)

Travel Mode	Answer
Walk	
Cycle	
Bus	
Train	
Taxi	
Car	
Car Share	
Other (Please State)	

Why do you use the mode of transport you use at the moment? (Mark one answer with an X)

Reason	Answer
Convenience	
Cost	
Time Savings	
Poor Accessibility	
Safety	
Health Reasons	
Other (Please State)	

What would make **walking** a more attractive travel option for you? (Mark with an X)

Option	Answer
Improved Pavements	
Improved Street Lighting	
Safer Road Crossings	
Others to Walk With	
Better Changing Facilities	
Other (Please State)	
Nothing (Please State Why)	

What would make **cycling** a more attractive travel option for you? (Mark with an X)

Option	Answer
More Cycle Lanes	
Improved Street Lighting	
Safer Cycle Routes	
Improve Cycle Storage	
Better Changing Facilities	
Other (Please State)	
Nothing (Please State Why)	

What would make **bus/train** travel a more attractive travel option for you? (Mark with an X)

Option	Answer
Improved Reliability	
Improved Access to Stations/Stops	
Subsidised Tickets	
Others to Travel With	
Personal Travel Route Planning	
Other (Please State)	
Nothing (Please State Why)	

What would make **car sharing** a more attractive travel option for you? Mark with an X)

Option	Answer
A Reward Scheme	
Sharing with someone who lives near you	
Sharing with a friend	
Guaranteed lift home scheme	
Other (Please State)	
Nothing (Please State Why)	

Thank you for taking the time to fill in this travel survey.