

SATELLITE INDUSTRIAL PARK, NEACHELLS LANE, WOLVERHAMPTON

TRAVEL PLAN

APRIL 2024

REPORT NO 21391-002



SATELLITE INDUSTRIAL PARK, NEACHELLS LANE, WOLVERHAMPTON

TRAVEL PLAN

Mileway

Final Issue

Project no: 21391

Date: April 2024

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QUALITY MANAGEMENT

ISSUE/REVISION	FIRST ISSUE	REVISION 1	REVISION 2	REVISION 3
Remarks	-	Revised Layout	Revised Layout	
Date	22/03/24	27/03/24	12/04/24	
Prepared by	JF	JF	JF	
Checked by	SK	SK	SK	
Authorised by	SK	SK	SK	

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1 INTRODUCTION

1.1 OVERVIEW

- 1.1.1 Andrew Moseley Associates (AMA) has been commissioned by Mileway to prepare a Travel Plan (TP) in support of a planning application for the redevelopment of an existing employment warehouse to provide a builder's merchant facility at Unit 9, Satellite Industrial Park, Wolverhampton.
- 1.1.2 The Local Planning Authority (LPA) and Local Highway Authority (LHA) is the City of Wolverhampton Council (CWC).
- 1.1.3 The site is located on land to the west of Neachells Lane, Wolverhampton, and is currently occupied by a dilapidated 50,000sqft employment unit. The site forms part of the Satellite Industrial Park and is surrounded on all sides by existing industrial and employment uses. The site location is included at **Figure 1**.
- 1.1.4 The proposed development will comprise a builder's merchant facility which is a Sui Generis use. The scheme will comprise storage, distribution, trade counter, offices, tool hire and ancillary retail, with associated external storage, fencing, lighting and parking. The gross internal area (GIA) of the building will be 1,973sqm (21,239sqft), therefore presenting a reduction in floor area when compared with the existing use.
- 1.1.5 This TP summarises the accessibility of the site and outlines a range of Travel Plan measures that could be promoted to employees to encourage sustainable travel patterns at the site. This document provides the proposed targets, measures and monitoring strategy that could be implemented at this site.
- 1.1.6 This report sets out the following:
 - **Section 2** The aims and objectives of the Travel Plan;
 - Section 3 Details of the development proposals, including site location, proposed vehicle and pedestrian access and parking provision;
 - Section 4 The accessibility of the site;
 - **Section 5** Roles and responsibilities, including the role of the Travel Plan Coordinator;
 - **Section 6** The proposed measures to encourage walking, cycling and public transport use;
 - Section 7 How the TP will be implemented and communicated;
 - Section 8 Details of the proposed monitoring process and timescales; and
 - **Section 9** Summary and conclusion.



2 TRAVEL PLAN OBJECTIVES, TARGETS AND BENEFITS

2.1 INTRODUCTION

2.1.1 This section sets out the vision and objectives that will guide the TP development and implementation. This TP seeks to outline a range of potential measures which would encourage sustainable travel patterns at the site and achieves the objectives and subsequent benefits outlined below.

2.2 OBJECTIVES

- 2.2.1 This TP is based upon the achievement of the following key objectives:
 - ▶ To reduce the impact and frequency of car travel, especially single occupancy vehicle use;
 - To reduce the impact of the development on the local road network;
 - > To enable future employees to be informed about their travel options;
 - To improve the health and well-being of employees; and
 - To ensure transport arrangements have minimum environmental impact.
- 2.2.2 The TP will therefore broadly seek to:
 - > Develop an awareness of locally available non-car modes of transport among employees;
 - Promote sustainable travel and engage directly with employees on sustainable travel choices to achieve a long-term commitment to changing travel habits; and
 - > Promote the health and environmental benefits of adopting sustainable travel patterns.

2.3 TRAVEL PLAN TARGETS

- 2.3.1 This TP aims to promote travel choice for employees and increase the use of sustainable transport modes. Overarching targets for the site are to be set once baseline travel surveys have been carried out. However, any targets will need to be 'SMART' (Site-specific, Measurable, Achievable, Realistic and Time-related.
- 2.3.2 The future multi-modal targets will need to be set with respect to the surveys to be completed by staff post-occupation of the site. However, until such a time, outline targets have been developed based on the TRICS data submitted within the Transport Statement (TS) and the 2011 Census Journey to Work data.
- 2.3.3 The proposed trip generation of the site is set out in Section 5 of the TS, and for ease, is replicated below in **Table 2-1**. This proposed trip generation is inclusive of all vehicle trips to the site i.e. cars, bicycles, LGVs and HGVs.



Table 2-1 Proposed Trip Generation

_	АМ РЕАК		ΡΜ ΡΕΑΚ	
	Arrivals	Departures	Arrivals	Departures
Trip Rate	0.302	0.266	0	0.08
Trip Generation	6	5	0	2

At this stage, a target for a <u>10% reduction in the number of vehicle trips generated by the proposed development within five years</u> is considered appropriate. The resulting trips are summarised in **Table 2-2**. Should the baseline surveys indicate that car travel is significantly different to that set out in **Table 2-1**, then this target may be adjusted.

Table 2-2 Proposed Trip Generation with a 10% Trip Reduction

	ΑΜΡΕΑΚ		PM	РЕАК
	Arrivals	Departures	Arrivals	Departures
Trip Generation	5	5	0	1

2.3.5 A secondary target for the Travel Plan is based on mode share data. In the absence of site-specific surveys, this will be based on 2011 Census Journey to Work data for MSOA Wolverhampton 012, in which the site is located.

Mode	Proportion
Work mainly at or from home	0.00%
Underground, metro, light rail, tram	0.23%
Train	0.51%
Bus, minibus or coach	8.79%
Тахі	0.63%
Motorcycle, scooter or moped	0.98%
Driving a car or van	69.34%
Passenger in a car or van	6.85%
Bicycle	3.82%
On foot	8.57%
Other method of travel to work	0.27%

Table 2-3 Census Journey to Work Data

2.3.6 At this stage, a target of a 10% reduction in the proportion of people driving to the proposed development within five years is considered appropriate, bringing the mode share of those driving a car or van down to 62.41%. As above, should the baseline surveys indicate that car travel is significantly different to that set out in **Table 2-3** then this target may be adjusted.



2.3.7 As set out above, following completion of the baseline surveys, the Travel Plan measures will be reviewed and revised as required.

2.4 TRAVEL PLAN BENEFITS

- 2.4.1 There are a large number of benefits that will be derived from the successful implementation of a Travel Plan at the development, for employees as well as the wider community.
- 2.4.2 The employees of the proposed development could expect to enjoy:
 - Improved health and fitness through increased levels of walking and cycling;
 - Increased flexibility offered through wider travel choices;
 - The social aspects of sharing transport with others; and
 - A better environment within the site and its immediate environs as vehicular movements are minimised.
- 2.4.3 In terms of the wider community, the successful implementation of a Travel Plan will lead to reduced traffic impact as a result of the reduction in car use as well as improved environmental conditions.
- 2.4.4 The overall Travel Plan strategy includes physical measures designed to enhance the sustainable transport linkages at the site, travel awareness initiatives and other measures to assist in the achievement of the objectives of the Plan.
- 2.4.5 The proposed monitoring strategy that will be adopted for the site to determine how the Travel Plan is performing against these objectives is set out later in this report.



3 DEVELOPMENT PROPOSALS

3.1 DEVELOPMENT PROPOSAL AND SITE LAYOUT

- 3.1.1 The proposed development will comprise a builder's merchant facility which is a Sui Generis use. The scheme will comprise storage, distribution, trade counter, offices, tool hire and ancillary retail, with associated external storage, fencing, lighting and parking. The proposed site layout is included at **Appendix A**.
- 3.1.2 The gross internal area (GIA) of the building will be 1,973sqm (21,239sqft), therefore presenting a reduction in floor area when compared with the existing use.

3.2 ACCESS AND SERVICING ARRANGEMENTS

- 3.2.1 The site will continue to take access from the private service road to the south, which connects with Neachells Lane to the east of the site via an existing vehicle crossover. This access has been shown to operate safely and effectively, and the proposals have the propensity to reduce the number of vehicles making use of this access.
- 3.2.2 Where possible, level access will be provided from the site entrance to the main building entrances to facilitate those with disabilities.
- 3.2.3 A service yard is proposed to the west of the building, accessed from the private service road. Sufficient space is provided to allow HGVs to turn within the site so that they can enter and exit in a forward gear.

3.3 PARKING PROVISION

- 3.3.1 29 parking spaces are proposed to serve the development, including two accessible bays. Three spaces will be provided with active charging infrastructure, and a further four spaces with passive infrastructure which can be brough online when demand dictates. Two spaces close to the site entrance have been dedicated for use by car sharers.
- 3.3.2 In addition, eight cycle parking spaces are proposed within a secure, under-cover facility.
- 3.3.3 The proposals are therefore considered to provide a suitable level of parking to accommodate the anticipated level of demand on site, resulting in no overspill onto the surrounding industrial estate.



4 EXISTING SUSTAINABLE TRANSPORT PROVISION

4.1 INTRODUCTION

- 4.1.1 The Government's objectives set out in the NPPF are to ensure that new developments are provided in sustainable locations, where the need to travel is minimised and the use of sustainable modes can be maximised.
- 4.1.2 This section outlines the existing walking, cycling and public transport facilities within the vicinity of the development site and describes the accessibility of the site in terms of its proximity to key services and destinations.

4.2 WALKING ACCESSIBILITY

4.2.1 Whilst superseded by the NPPF, the transport policies set out in the former PPG13 set out specific guidance related to walking:

"Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres" (Para 74)

- 4.2.2 This walking catchment has been used in the consideration of the accessibility of the site. A plan showing the 2km walking catchment from the centre of the site is attached in **Figure 2**.
- 4.2.3 Within a 2km catchment of the site many of the surrounding suburbs can be accessed, meaning the site, as an employment use, is within a reasonable walk distance of a high number of potential employees. A number of services and amenities can also be accessed, providing opportunities for staff to run errands / purchase meals during their breaks.
- 4.2.4 Footways are provided on both sides of Neachells Lane, providing continuous pedestrian infrastructure throughout the industrial park and into the surrounding residential areas. Many of the individual site access are provided as dropped kerb crossovers, meaning pedestrians retain priority.
- 4.2.5 A controlled pedestrian crossing is provided on Neachells Lane at the north eastern edge of the site. Controlled crossings are provided on all other arms of the Neachells Lane / Wednesfield Way roundabout.
- 4.2.6 The local pedestrian infrastructure is considered suitable for those with disabilities. Pedestrian priority is retained over most site accesses and the controlled pedestrian crossings are all provided with dropped kerbs and tactile paving.

4.3 CYCLING ACCESSIBILITY

4.3.1 Whilst superseded by the NPPF, the transport policies set out in the former PPG13 set out specific guidance related to cycling:

"Cycling also has potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport" (Para 77)

4.3.2 The plan attached at **Figure 3** shows the 5km cycling catchment from the site. The plan identifies that Wolverhampton city centre can be accessed within a reasonable cycle from the site, as well as the



eastern suburbs of the city, including Bilston, Willenhall, Shortheath and Ashmore Park. It is therefore considered that many future employees will have the opportunity to cycle to the site.

- 4.3.3 There is a good level of cycle infrastructure provided close to the site. Shared pedestrian / cycle infrastructure is provided along Wednesfield Way towards Wolverhampton city centre. A cycle path is also present along the Wyrely and Essington Canal which runs north of the site.
- 4.3.4 National Cycle Route (NCR) 81 routes through Wolverhampton to the west of the site. This is a longdistance cycle route which runs between Wolverhampton and Aberystwyth.
- 4.3.5 The site does not currently provide any dedicated cycle parking infrastructure; however, this will be provided as part of the proposed development.

4.4 PUBLIC TRANSPORT

- 4.4.1 The nearest bus stops to the site are located on Neachells Lane, just north of its roundabout with Wednesfield Way, approximately 180m north of the site. From here, Service 53 can be accessed, which operates hourly Monday to Saturday between Bilston and Wolverhampton.
- 4.4.2 Additional services can be accessed from Well Lane, which is approximately a 600m, or eight-minute walk from the site. Service 9 provides a route between Walsall and Wolverhampton via Rushall, Pelsall, Boxwich and Wednesfield. Services depart every 30 minutes Monday to Saturday, and hourly on Sundays. Service 65 operates between Fordhouses and Wolverhampton, offering an hourly service Monday to Saturday.
- 4.4.3 The closest railway station to the site is Wolverhampton, which can be accessed via a 13-minute cycle, 26-minute bus ride or a 8-minute drive. This station is managed by West Midlands Railways and provides regular services to destinations including Birmingham, Manchester, Shrewsbury, Walsall, Liverpool, Crewe, Edinburgh and London.
- 4.4.4 Based on the public transport nodes available within proximity of the site, the Accessibility Index of the site has been calculated to be 4.22.

4.5 PROXIMITY TO FACILITIES AND AMMENITIES

4.5.1 The surrounding area has a range of services and facilities which can be accessed by employees of the site. BREEAM considers those amenities within a 500m catchment of the site. Some of these amenities are summarised in **Table 4-1** below.

Amenity	Distance	Walk Time	Cycle Time
Greggs	190m	2 mins	1 min
Premier Express Convenience Store	400m	4 mins	1 min
Cash Machine	400m	4 mins	1 min
Paragon Gym	400m	5 mins	2 mins
Post Box	400m	5 mins	2 mins

Table 4-1 Amenities within 500m of the Site

4.5.2 There are additional amenities available within a slightly longer walk distance, including a gym, coffee shop, restaurant, supermarket and discount food store.



4.6 SUMMARY

4.6.1 It has been demonstrated that the site is highly accessible by sustainable transport modes. There is a high level of residential development within a short walk or cycle from the site, meaning future employees will not be reliant on the private car for their commute. Public transport is available for those travelling slightly longer distances.



5 ROLES AND RESPONSIBILITIES

5.1 INTRODUCTION

5.1.1 This section of the TP sets out the roles of those people who will be responsible for implementing the Travel Plan and its measures.

5.2 TRAVEL PLAN COORDINATOR

- 5.2.1 The branch director will act as the Travel Plan Coordinator (TPC) for the site.
- 5.2.2 A critical part of the information gathering associated with the preparation of the TP is to carry out a questionnaire survey of all employees, to provide details of individual circumstances, travel patterns and preferences etc. For new employees, completion of the survey will be undertaken upon joining to raise awareness of the Travel Plan.
- 5.2.3 Prior to opening, the TPC will acquire all the supporting information such as public transport timetables and cycle maps an. The timetables and cycle route information will be provided to employees as part of their induction welcome pack.
- 5.2.4 The duties of the TPC will include:
 - Overseeing the gathering of information, including the travel questionnaire;
 - Communicating the objectives and benefits of the Travel Plan to ensure awareness of the Plan and encourage participation;
 - Acting as a focal point for transport, access and travel related issues;
 - Actively encouraging and promoting employees to walk, cycle, use public transport or car share to travel to and from the site, where possible;
 - Ensuring the Travel Plan and accompanying information remains up-to-date;
 - Implementing, monitoring, and reviewing the Travel Plan and its measures; and
 - Liaising with the highway authority with respect to initiatives, the development of the plan, monitoring, and the setting of targets for modal shift.



6 TRAVEL PLAN MEASURES

6.1 INTRODUCTION

6.1.1 This section outlines the Travel Plan measures that could be implemented at the site to achieve the objectives and benefits outlined in **Section 2**. This is not an exhaustive list and should be subject to on-going review as part of the monitoring process set out later in the report.

6.2 MEASURES TO REDUCE THE NEED TO TRAVEL

6.2.1 The TPC will encourage employees to examine their travel patterns in order to reduce the need to travel where possible. The company can also contribute to this through effective fleet management.

Fleet Management

- 6.2.2 Fleet management can be an effective way to reduce travel. Measures can include:
 - Provision of electric vehicle charging facilities to ensure those trips undertaken by car are as sustainable as possible (apart from the journey to work, staff, other than delivery drivers, do not need to travel);
 - Enable customers to order via the internet or telephone to avoid unnecessary visits to the site; and
 - Offer free delivery, further reducing the requirement for customers to visit the site.

<u>Lift Share</u>

- 6.2.3 It is recognised that travelling by car is often the only realistic option for those who live in remote locations. Lift sharing provides these employees with an alternative method of travel, which brings about a number of benefits including reduced demand for parking, reduced fuel costs and reduced congestion. To make lift sharing an attractive option, incentives and marketing must be in place. The following initiatives could be employed at the site:
 - Promote the Wolverhampton Car Share website, which provides details on local car sharing;
 - Provide practical advice on lift sharing on notice boards;
 - Generate an internal database, which could be used to identify where car sharing may be a feasible option;
 - Allocate the most convenient spaces in the car park for use by those lift sharing; and
 - Provide a guaranteed lift home for members of a car share scheme in the event of their lift falling through. This could be done through the reimbursement of a taxi fare following prior approval of a line manager.



6.3 ACTIVE TRAVEL MEASURES

- 6.3.1 A number of initiatives could be implemented to encourage walking and cycling to the site, including:
 - Provide plans and information to employees indicating walking and cycling routes in the surrounding area;
 - Provide a safe walking and cycling environment within the site through provision of lighting, security measures, landscaping etc.;
 - Eight cycle parking spaces will be provided within the site. These spaces will be covered, secure, lit and regularly maintained;
 - Local and national cycle initiatives will be promoted via notice boards, for example the national Cycle to Work scheme;
 - Development of walking and cycling user groups; and
 - Consideration of the provision of cycle training.

6.4 PUBLIC TRANSPORT

- 6.4.1 As set out in previous sections of this TP, travel to the site by bus is feasible, with a number of routes operating within a short walk from the site. Travel by rail is less likely but will be promoted as part of a multi-modal journey. The following measures could be implemented to promote travel by public transport:
 - Provision of information and advice about route options and ticketing in publicly accessible areas within the site;
 - Provision of personalised travel planning;
 - Negotiation with local public transport operators to obtain taster tickets to promote public transport to staff, to be provided on a redemption basis;
 - Negotiation with local public transport operators to provide increased services and or additional routes; and
 - Consideration of a salary sacrifice scheme for the purchase of bus season tickets.

6.5 SUMMARY

- 6.5.1 The package of measures described above has been designed to meet the travel plan objectives described in **Section 2**.
- 6.5.2 The objectives relating to reducing the impact of car travel (particularly single occupancy car trips) on the wider network have been addressed through the provision of measures designed to promote travel by sustainable modes. The potential for use of public transport and for car sharing at the site will reduce the level of single occupancy car use.
- 6.5.3 The provision of Travel Packs enables employees to have informed choices about their travel options and subsequently will help to achieve the health and well-being benefits outlined in the objectives through increased levels of cycling and walking. The information provided in the Travel Packs will ensure that employees are aware of their travel options for accessing key facilities and services.



7 IMPLEMENTATION / COMMUNICATION

7.1 IMPLEMENTATION

- 7.1.1 This section of the report provides further details of the proposed implementation strategy for the TP and its associated measures and the communication of the Travel Plan objectives, targets and measures to employees.
- 7.1.2 An action plan has been developed in order to ensure that the Travel Plan is adhered to and that deadlines are met. A programme for implementing the Travel Plan, complete with details for each action and the associated timescales is included below in **Table 7-1**.

Measures	Timescale	Outcome	Responsibility
Provision of electric vehicle charging facilities	On occupation	Greener travel	Developer
Coordination of deliveries and route planning	On occupation	Reduce business mileage	End user
Promotion of Wolverhampton Car Share website	On occupation	Reduce private car miles	TPC
Develop internal car share database	On occupation	Reduce private car miles	TPC
Provision of Welcome Pack including information on walking, cycling and public transport	On occupation	More trips by sustainable modes – employees aware of travel options	TPC
Provision of cycle parking	On occupation	Increased cycling	Developer
Provision of personalised travel planning	On occupation	More trips by sustainable modes – employees aware of travel options	ТРС
Negotiation with public transport operators	On occupation	Employees incentivised to use public transport	TPC

Table 7-1 – Action Plan

7.2 MARKETING AND PROMOTION

- 7.2.1 The success of the Travel Plan is dependent upon the way in which it is marketed. A principal marketing task within the first few months of occupation will be the distribution of information to all staff, ensuring that they are aware of the Plan and the targets contained therein.
- 7.2.2 A Welcome Pack could be produced for each new member of staff, which will outline the travel options available to them, along with initiatives outlined within the Travel Plan. The pack will also



contain contact details for the TPC. Additional and/or updated information will be provided on staff notice boards and via email.

7.3 MAINTAINING INTEREST

7.3.1 In order to maintain interest in the Travel Plan, employees will need confidence in its benefits. As such the TPC will be responsible for:

- Making sure that measures implemented are successful, in order to maintain confidence in the TP;
- Regular communication to keep the Travel Plan issues in people's minds;
- Assist employees to resolve any problems they have in changing mode;
- Making sure information provided is always up to date; and
- Developing a successful feedback mechanism.



8 TRAVEL PLAN MONITORING AND REVIEW

8.1 INTRODUCTION

8.1.1 The TPC, whose role has been outlined in earlier sections, is critical to the monitoring process and they will oversee the implementation of the Travel Plan and its subsequent monitoring. Further details are set out below, along with details on timescales for the implementation of the Plan.

8.2 MONITORING

- 8.2.1 A successful Travel Plan must have an appropriate monitoring programme that measures success (and areas for improvement) and reinvigorates the process where necessary. The development of an appropriate monitoring and review strategy will be the responsibility of the TPC; however, the following sets out a process for monitoring the Travel Plan over a five-year period.
- 8.2.2 Travel surveys will be carried out on an annual basis (year on year from the month of the baseline surveys being carried out). The surveys will be used to monitor the uptake of Travel Plan measures, such as use of public transport.
- 8.2.3 The survey questionnaire should include the following elements:
 - How employees currently travel to / from the site;
 - How employees would prefer to travel to / from the site;
 - Measures that would encourage use of sustainable modes and barriers to changing mode; and
 - Home location of employees if applicable (for example by postcode area).
- 8.2.4 The annual surveys will be undertaken by the TPC, who will also be responsible for producing the relevant survey monitoring report. The monitoring reports will review the progress that has been achieved in implementing measures against the modal shift targets over the preceding 12-month period.
- 8.2.5 The monitoring report should include reviews of how well the Plan is working to meet the objectives, with any revised targets. The Travel Plan needs to be active and to be developed in conjunction with the survey results / experiences of the TPC.
- 8.2.6 Following the annual monitoring report, the Travel Plan will be reviewed by the TPC to produce an Action Plan. The Action Plan will identify the measures and actions to be implemented in the following 12-month period, including a timetable for implementation.
- 8.2.7 In the event travel plan targets are not met, the Travel Plan will be extended for a further year.



8.3 SUMMARY

8.3.1 **Table 8-1** below summarises the proposed timescales for the implementation and monitoring of the travel plan.

Table 8-1 - Travel Plan Action Plan and Timescales

Measures / Action	Target Date	Responsibility
Prepare / Agree Travel Plan	Planning Application	AMA
Appoint TPC	3 months prior to occupation	End user
Conduct Baseline Travel Survey (Questionnaire)	Within 6 months of occupation	TPC
Implement Final Travel Plan with Set Targets	Within 6 months of occupation	TPC
Annual Travel Surveys (Questionnaire)	Annually from Baseline survey until the end of the five-year period	ТРС



9 SUMMARY AND CONCLUSION

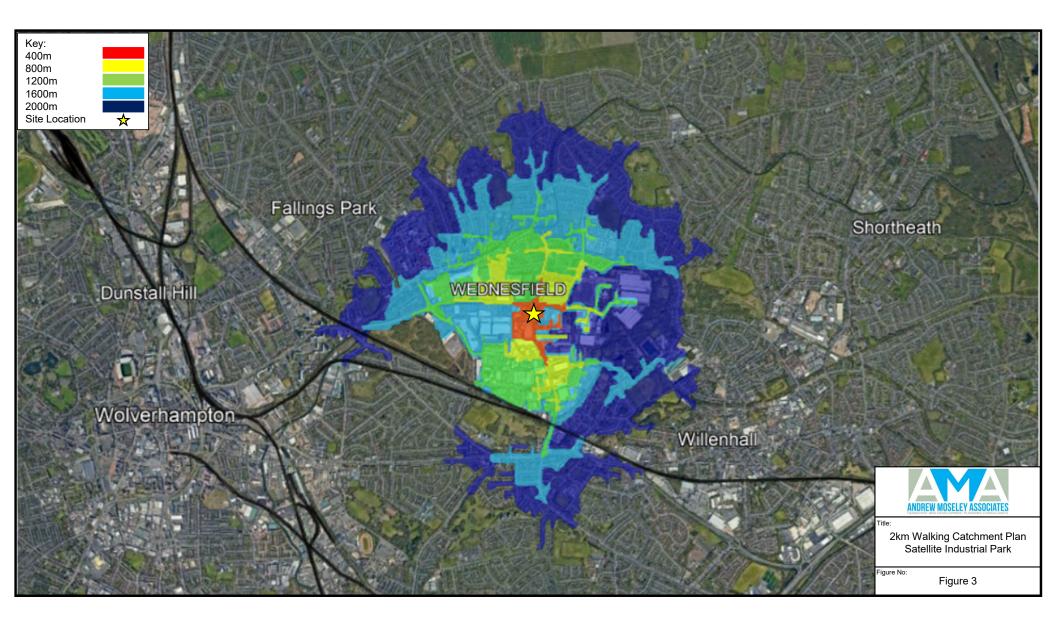
- 9.1.1 This Travel Plan has been prepared to accompany an application for the redevelopment of an existing employment warehouse to provide a builder's merchant facility at Satellite Industrial Park, Wolverhampton.
- 9.1.2 The Travel Plan appraises the current accessibility of the development site, describing the opportunities for sustainable travel for future staff and visitors. Consideration is then given to how these options can be best promoted to staff, in order to encourage and facilitate sustainable travel behaviour, thereby reducing any potential detrimental impact from the development on the local transport network in terms of congestion, air pollution or road safety.
- 9.1.3 Clear targets and a monitoring regime are proposed that enable those responsible to measure, report upon and maximise the effectiveness of the Travel Plan in achieving its aims and objectives. A programme of impactful, yet realistic measures and deliverables are set out, that link back to the Travel Plans objectives and targets. This Travel Plan is set out so that the future occupiers and staff ultimately responsible for delivering it have a clear Action Plan.

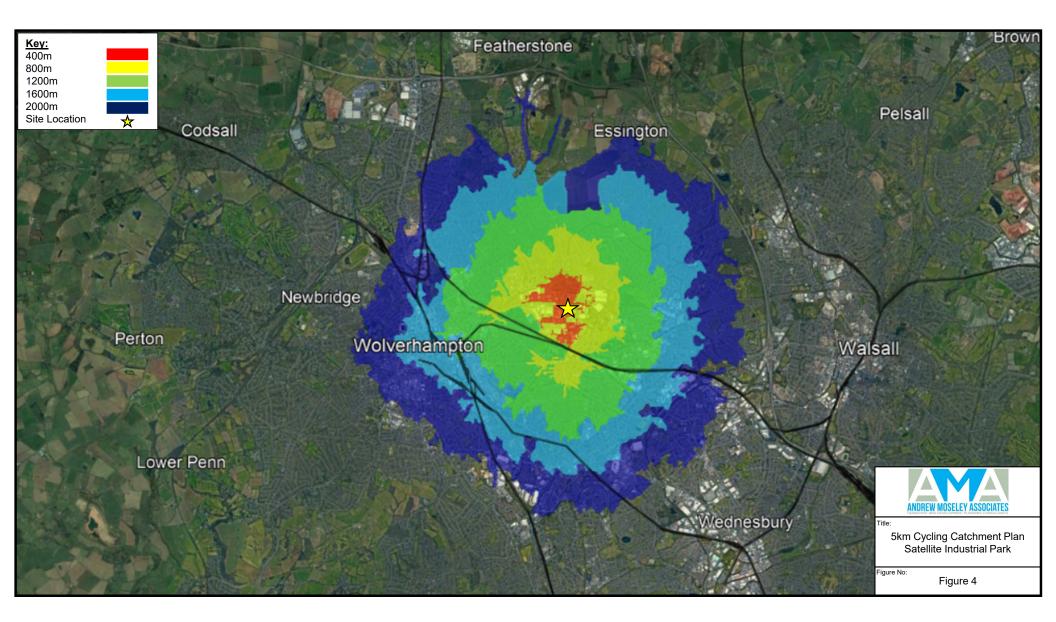


FIGURES

- Figure 1 Site Location Plan
- Figure 2 2km Walking Isochrone
- Figure 3 5km Cycling Isochrone







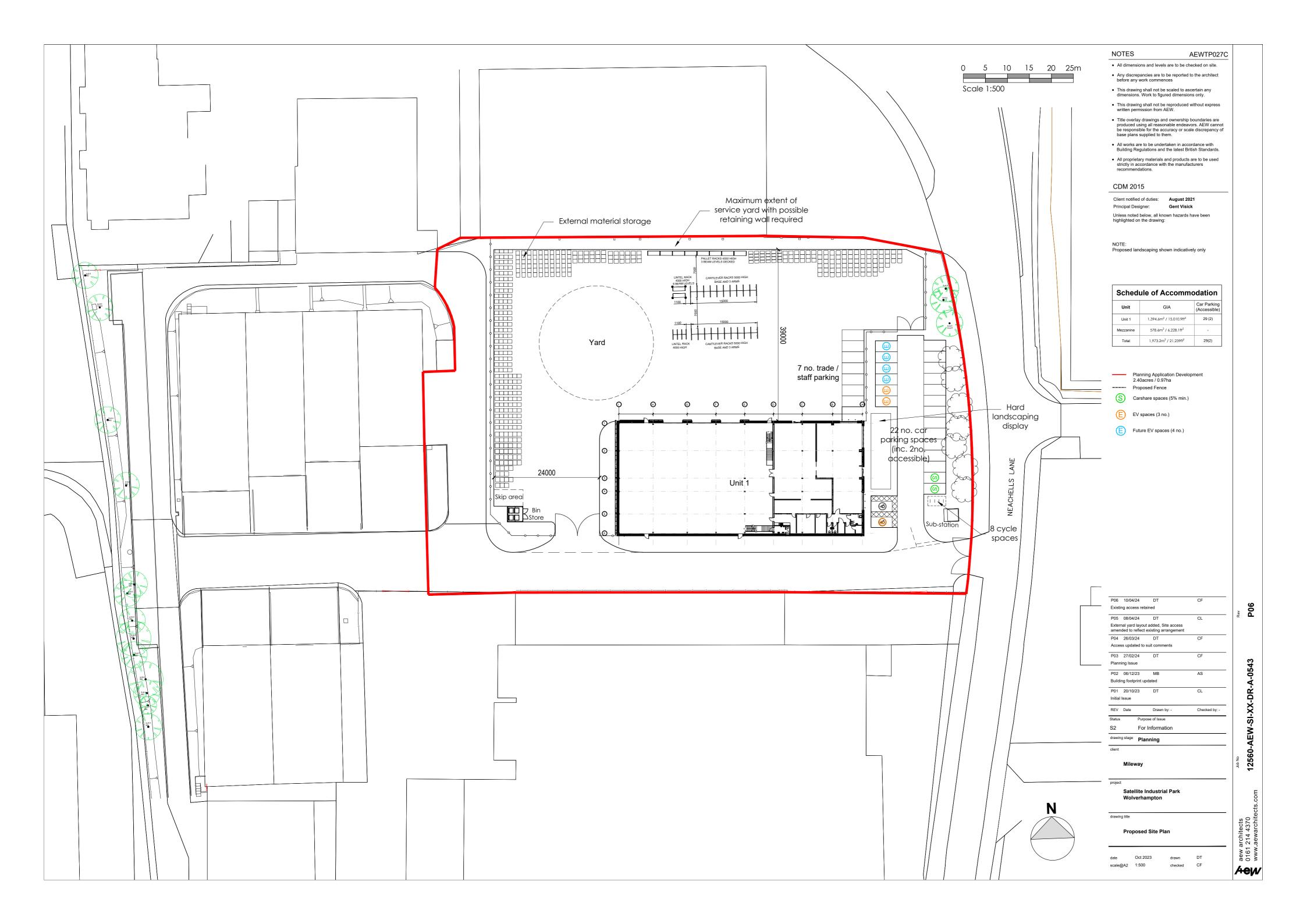


APPENDICES

Appendix A – Indicative Site Layout Plan

Appendix A

INDICATIVE SITE LAYOUT PLAN





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