



Proposed Mixed Use Development, Vale View, Egremont

Travel Plan

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Comments

Comments

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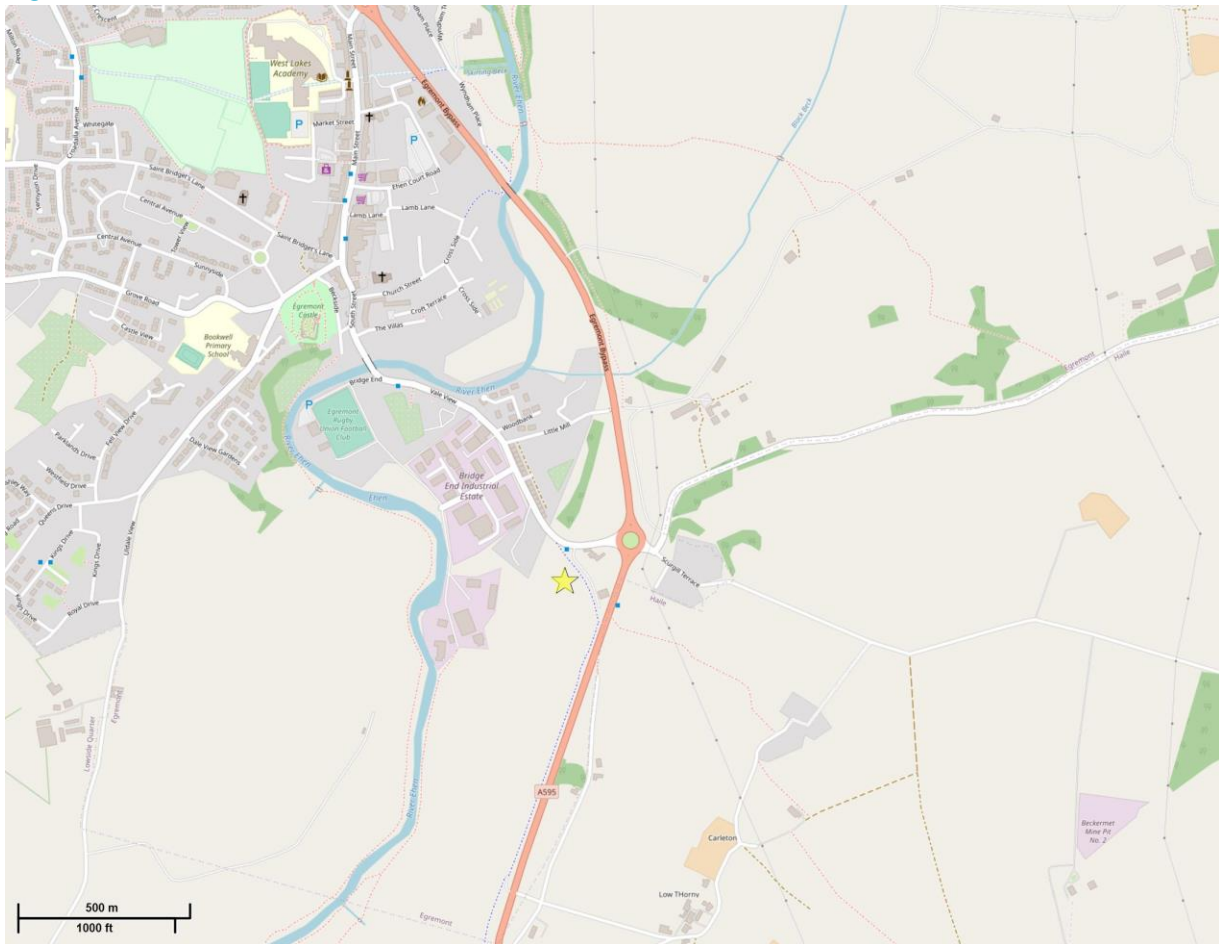
Appendices

A. Sample Staff Questionnaire

1. Introduction

- 1.1. ECS Transport Planning Limited has been appointed by Thomas Graham & Sons Ltd to provide a Travel Plan (TP) in support of a planning application for a mixed use development comprising a builders merchants and industrial 'starter units' on land adjacent to Vale View, Egremont.
- 1.2. The proposed development includes a replacement builders merchants including ancillary office and B2 industrial starter units. The main building, which includes the builders merchants, will be located in the southern area of the site and will be provided over three floors which is a reaction to the site topography. Car parking will be located to the north and east of the building with a lower and upper service yard located to the west and east, respectively.
- 1.3. The location of the development site, in a local context, is indicated by the yellow star within *Figure 1*.

Figure 1: Site Location



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- 1.4. The industrial starter units will be provided in the basement of the main building and standalone units on the northern boundary.
- 1.5. The scale of the proposed development is as follows:

- Builders merchants (including sales, storage and office space) - 3,686sqm; and
 - Industrial units – 2,764sqm.
- 1.6. The site will be accessed from Vale View via an industrial standard priority junction which has been designed to accommodate HGV's. Pedestrian access will be provided via the access junction and will connect to the existing footway on Vale View.
 - 1.7. The Travel Plan is based around two main phases; firstly, to take into consideration the existing transport conditions relevant to the current staff and the surrounding environment. Secondly, the plan evaluates the existing and proposed measures designed to increase travel awareness within the site and to effectively manage and reduce the level of single-occupancy car use by existing staff and future employees associated with the relocation.
 - 1.8. To establish existing modal split / travel patterns for staff travelling to / from the existing site at Bridge End Industrial Estate, a questionnaire was issued to all staff to determine travel behaviour for a typical day. A copy of the staff questionnaire is contained within *Appendix A*.
 - 1.9. The results of the staff surveys has been used to indicate the current levels of sustainable travel to the builders merchants unit, following which, a review was undertaken of the existing and proposed measures which are deemed necessary to improve on the existing situation, if necessary.
 - 1.10. This report has been based on national and local planning policy and considers likely aspirations of future site occupants / tenants.
 - 1.11. The subsequent chapters of this report are structured as follows:-
 - Travel Plan Principles;
 - Existing & Proposed Sustainable Transport Network;
 - Objectives & Ambitions;
 - Current Staff Travel Characteristics;
 - Measures Considered to Achieve Objectives;
 - Deliverables and Targets; and
 - Summary & Conclusions.

2. Travel Plan Principles

Travel Plan Overarching Objectives

- 2.1. The key objectives of the Travel Plan (TP) are to:
 - Reduce the need to travel by ensuring information is available for the range of facilities on offer;
 - Maximise modal shift to sustainable travel;
 - Reduce the level of car trips at the development;
 - Promote healthy lifestyles and sustainable, vibrant local communities;
 - Encourage good design and providing safe pedestrian and cycle access to the site;
 - Ensure development and implementation of a series of site specific smarter modal choice measures that support and promote sustainable travel; and
 - Ensure an ongoing process for the coordination, monitoring and management of the implementation of the measures and to review changes to ensure achievement of modal shift.
- 2.2. This TP is a working document and achievement of the objectives will require participation from the occupier. The TP is a strong indication of the commitment of Thomas Graham & Sons (TGS) to achieving sustainable travel targets.
- 2.3. Thomas Graham & Sons are committed to the promotion of sustainable travel, as a result, the travel plan will be implemented upon construction of the replacement building, will be applicable to all new and existing staff and will be monitored for a five year period after occupation.

Travel Plan Principles

- 2.4. There is an expectation borne out of emerging evidence that travel habits will continue to evolve so that a greater proportion of people will be travelling less, and using more socially inclusive mobility methods, such as walking, cycling, car sharing and public transport. Maintaining a convenient car driver network relies on more people making other choices.
- 2.5. . The approach to sustainable mobility is to adopt a general hierarchy for travel choice in this order:
 - Local Living Employees;
 - Active Travel;
 - Shared Travel; and
 - Single Occupancy Travel.
- 2.6. The approach being adopted for the site follows the modern transport principles of:
 - Design (in terms of designing for local living at a pedestrian scale);
 - Choice (in terms of providing alternatives for travel);
 - Behaviour (influencing travel behaviour); and
 - Management (for instance, managing shift patterns).
- 2.7. The approach of the TP is based upon the principle of identifying appropriate demand management measures that will influence the travel behaviour of both new and existing employees.

Key Benefits

2.8. The benefits of a Travel Plan include:

- A focused approach to influence travel behaviour and manage demand for travel to the site.
- A reduction in the need to travel and, where appropriate, the need for journeys to be single occupancy car journeys.
- The introduction of safe and viable alternatives to single occupancy car travel, improving both the availability and choice of travel mode to the site and reducing the number of vehicle trips.
- Increased awareness of the potential for and advantages of travelling by sustainable modes of travel, including walking, cycling, public transport and car sharing.
- Increased awareness of the social, environmental and economic costs of individual travel choices.
- A positive change in attitudes towards the use of alternative travel modes.
- Provision of practical initiatives based on regular appraisal of staff travel patterns.
- Improved accessibility for all.
- Improved safety and security for people travelling to and from the site.

Key Guidance

2.9. There is an extensive library of documents that illustrates best practice guidance and evidence relating to travel plans. Key guidance documents include:

- Transport for New developments: Transport Assessments and Travel Plans
- Smarter Choices - Changing the way we travel (June 2005).
- Using the planning process to secure travel plans. Best practice guidance for local authorities, developers and occupiers (DfT 2002).
- Making Travel Plans Work (DfT, 2002).

Types of Travel Plan and Role of this Document

- 2.10. Travel Plans prepared in advance of the occupation of a site, whether for residential, employment or school use, can only offer an overall strategy for the adoption of sustainable transport measures. Once a site has achieved a sufficient level of occupancy, then the users must have the opportunity to influence and amend the Travel Plan to reflect their specific needs, while meeting the plan's original objectives and associated planning commitments.
- 2.11. This Travel Plan is therefore, a first issue of a working document that establishes a basis for the production of the subsequent travel plans, as it requires participation from staff and visitors. The document however, provides a strong indication of the objectives, priorities and commitment of the developer to achieve high levels of sustainable transport use.
- 2.12. A Travel Plan is a package of practical measures aimed at changing and influencing travel behaviour at a development. This report reflects the ethos of encouraging sustainable modes of travel, which is set out within both national and local planning policy and guidance.

Travel Planning Policy

- 2.13. The need to manage transport in new developments is embedded within national, regional and local policy, with the need to reduce car dependency, increase travel choices and encourage sustainable travel supported by the National Planning Policy Framework (NPPF) which states that all developments which will generate significant amounts of movement should be required to provide a Travel Plan (Paragraph 111). Whilst this proposal does not generate 'significant' amounts of movement, this Travel Plan has been prepared nevertheless to reduce the impact of the development on the surrounding area.
- 2.14. Furthermore, Paragraph 104 of the NPPF recommends that planning policies support an appropriate mix of uses across an area, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities.

Summary

- 2.15. Both Local and National Government policy highlight the need to consider sustainable transport modes when considering the likely impacts of the development proposal.
- 2.16. The promotion of alternative travel options to the private car is seen as key to providing an access strategy for new development, with walking and cycling taking an important role. The policies all highlight transport sustainability under the banners of Social Inclusion, Environmental Impact and Successful Integration.

3. Existing and Proposed Sustainable Transport Network

- 3.1. This chapter examines the existing sustainable transport network and considers if the development will have a genuine choice of transport mode; facilitate a reduction in car use and support greater use of walking, cycling and public transport. This achievement would lead to social inclusion whilst supporting the local economy and promoting better health and fitness.

Walking

Existing

- 3.2. Given the agricultural nature of the current use the site is bounded by a hedge and fence which controls general access. The field access to the site, located on Vale View adjacent to St Thomas Cross Garage, provides direct access to the existing footway which links the A595 and the main carriageway of Vale View which accesses the town.
- 3.3. The footway adjacent to the site is generally 2m in width and is shared with cyclists given it is designated as part of National Cycle Route (NCR) 72. The route benefits from street lighting and is shown within *Figure 1*.
- 3.4. To the north, the footway connects to the main Vale View carriageway which provides direct access to the town in the west and the A595 in the east. To the west, the footway on the south side of Vale View is generally 2m in width and provides a continuous link to the town centre. Near to the site, the footway on the north side of Vale View varies in width with a short section of narrower footway opposite the junction leading to the site.
- 3.5. A short distance to the west of the site, Vale View provides direct access to residential properties with residents parking on-street. The parking results reduced vehicle speeds given the narrower section of carriageway which makes it easier for pedestrians to cross.
- 3.6. Continuing toward the town centre, the footways are typical of an historic town centre with buildings and property boundaries extending to the back of the footway that ensures the route is overlooked, providing natural surveillance which is welcomed by pedestrians.
- 3.7. To the east of the site, the footways on both sides of Vale View connect to the A595 at the St Thomas Cross Roundabout. The footways provide access to the development on the east side of the carriageway and the bus stop to the south of the roundabout. The splitter islands on all approaches of the roundabout benefit from dropped kerbs which aids pedestrians when crossing all routes.
- 3.8. The footway adjacent to the A595 provides a continuous and segregated link to the settlement of Thornhill in the south.
- 3.9. *Figures 2 & 3*, overleaf, present the current footway infrastructure adjacent to the site. *Figure 4* displays a view of the footway adjacent to the eastern boundary of the site, with *Figure 5* showing a view of Vale View footway adjacent to the junction leading to the site.
- 3.10. Existing footway facilities in the vicinity of the site are of good standard, typically a minimum of 2m in width and benefit from street lighting, providing links to bus stops and residential settlements.

Figure 2: Existing Footway Adjacent to Site



Figure 3: Vale View Footway



Proposed

- 3.11. The site will be accessed direct from Vale View with footways provided as part of the proposed vehicle access junction. The footways will provide a continuous link from the proposed buildings to the existing adopted footway infrastructure on Vale View.
- 3.12. Given the nature of the land uses proposed, walking trips to the site are likely to be predominantly by staff rather than customers and this is reflected in the generation figures. Nevertheless, the site benefits from good links to the wider settlement as detailed previously.
- 3.13. *Figure 4*, overleaf, presents a 25 minute (2,000m) walking isochrone in relation to the proposed development indicating that the majority of Egremont and Thornhill are within an acceptable walking distance of the site.
- 3.14. Given the location of the site, it is considered that the majority of walk-in trips will likely originate from the wider settlement to the north, with trips also generated from the adjacent industrial estate.
- 3.15. Based on the above, the proposed development is considered to be accessible on foot, via a network of well-maintained pedestrian links and facilities, from several locations within the surrounding catchment.

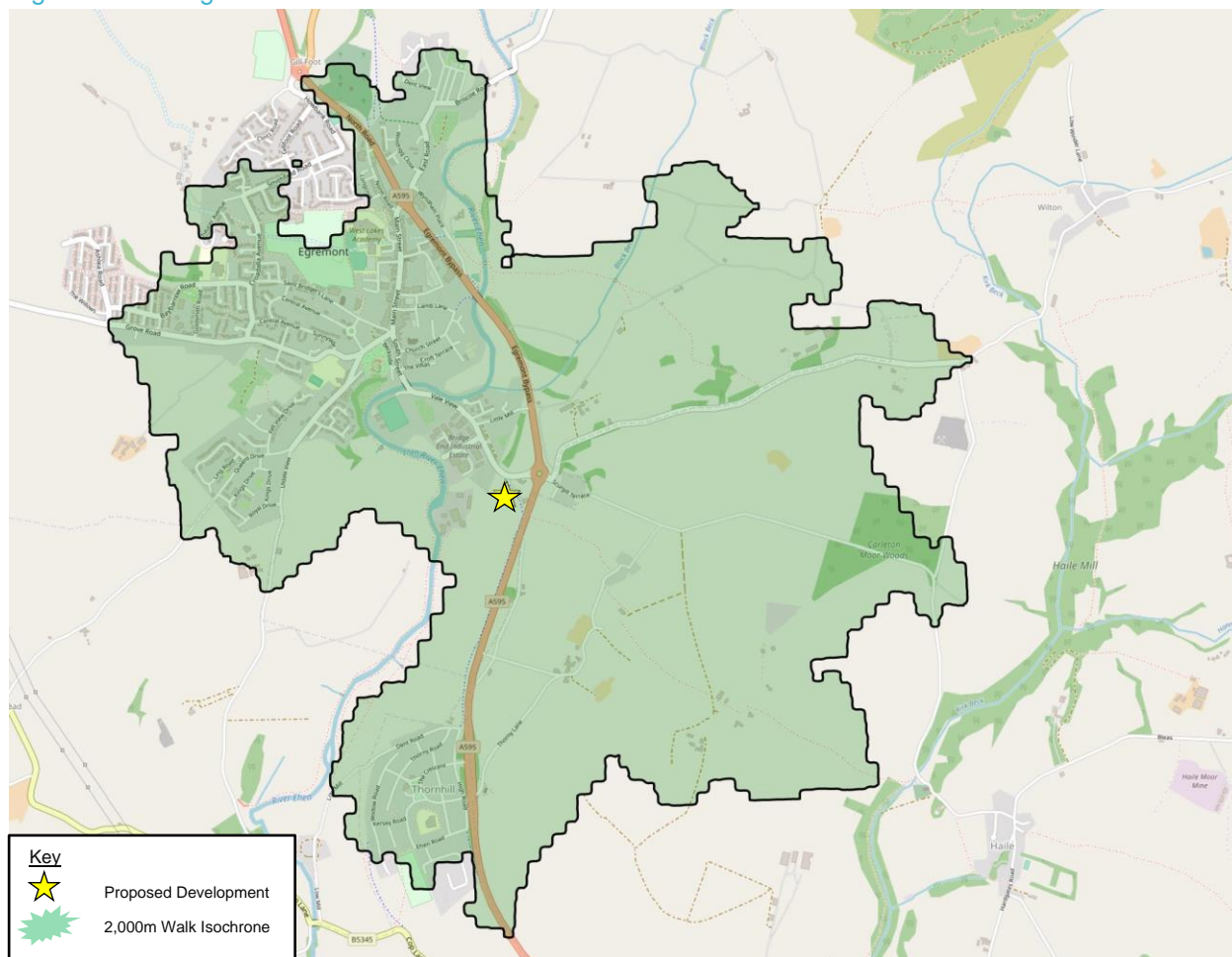
Cycle (Bicycle) Provision

Existing

- 3.16. There is limited designated cycle infrastructure in the vicinity of the site, however, the residential nature of the surrounding road network, within the settlement, is conducive to cycling with low vehicle speeds and volumes. Although there are no formal cycle facilities on the adjacent road network, the roads and surrounding area are well used by cyclists given presence of NCR 72.
- 3.17. NCR 72, known as Hadrian's Cycleway, takes cyclists on a ride through some of England's most wild and dramatic countryside. Follow the line of the Roman frontier for 170 miles (274 kilometres) from Ravenglass in Cumbria to South Shields in Tyne & Wear.

- 3.18. Locally, the route follows the segregated footpath on the A595 then diverts past the site on to Vale View, through the town before continuing north to Whitehaven. The route is shown on *Figure 7* with the site marked by a yellow star.

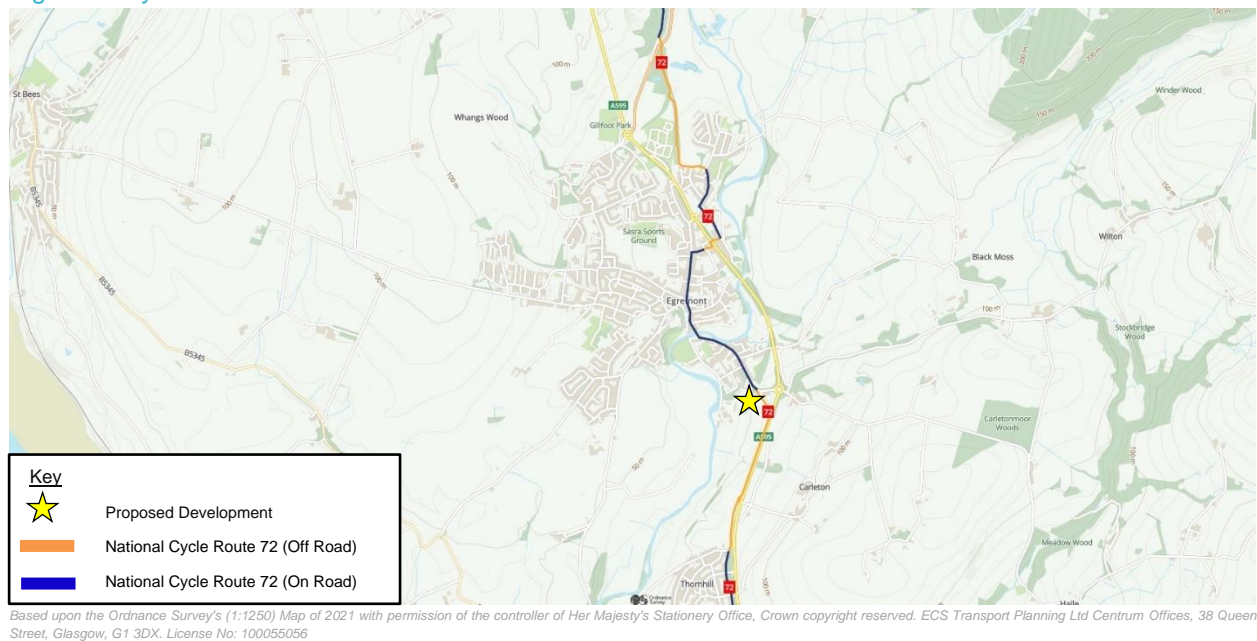
Figure 4: Walking Isochrone & Catchment



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- 3.19. All of Egremont and Thornhill are within an 2,000m catchment of the development site, which equates to a cycle time of between 7 – 10 minutes. This indicates that cycling would be an attractive mode of travel for staff accessing the site.

Figure 5: Cycle Routes



Proposed

- 3.20. Cycle parking facilities will be provided on site for both the builders merchants and industrial units. Sheffield Cycle Stands will be provided to accommodate customer and staff demand.
- 3.21. Given the location of the site and the infrastructure proposed, it is considered that the site will make a positive contribution toward encouraging cycling trips.
- 3.22. Based on the existing cycle opportunities, connections to cycle routes in the area and nature of the local highway network, it is considered that the anticipated demand for cycling can be adequately accommodated.

Public Transport Provision

Existing

- 3.23. This site is accessible by bus with the nearest stops to the developable area being located on Vale View and the A595 circa 150m to the north and east, respectively. Both stops benefit from flag poles, shelters and timetable information. The stop on the A595 also benefits from a lay-by given the strategic nature of the route. The main service provider is Stagecoach, with additional services available from Hobans 1923.
- 3.24. Table 1 indicates that a frequent bus service is accessible from the site which provides access to the wider Egremonst settlement area as well as Maryport, Workington, Thornhill and Whitehaven. Additional services are available from stops in the larger settlements previously detailed.
- 3.25. Figure 6, overleaf, indicates the location of public transport infrastructure and bus routes in the vicinity of the site.

Table 1: Existing Bus Services

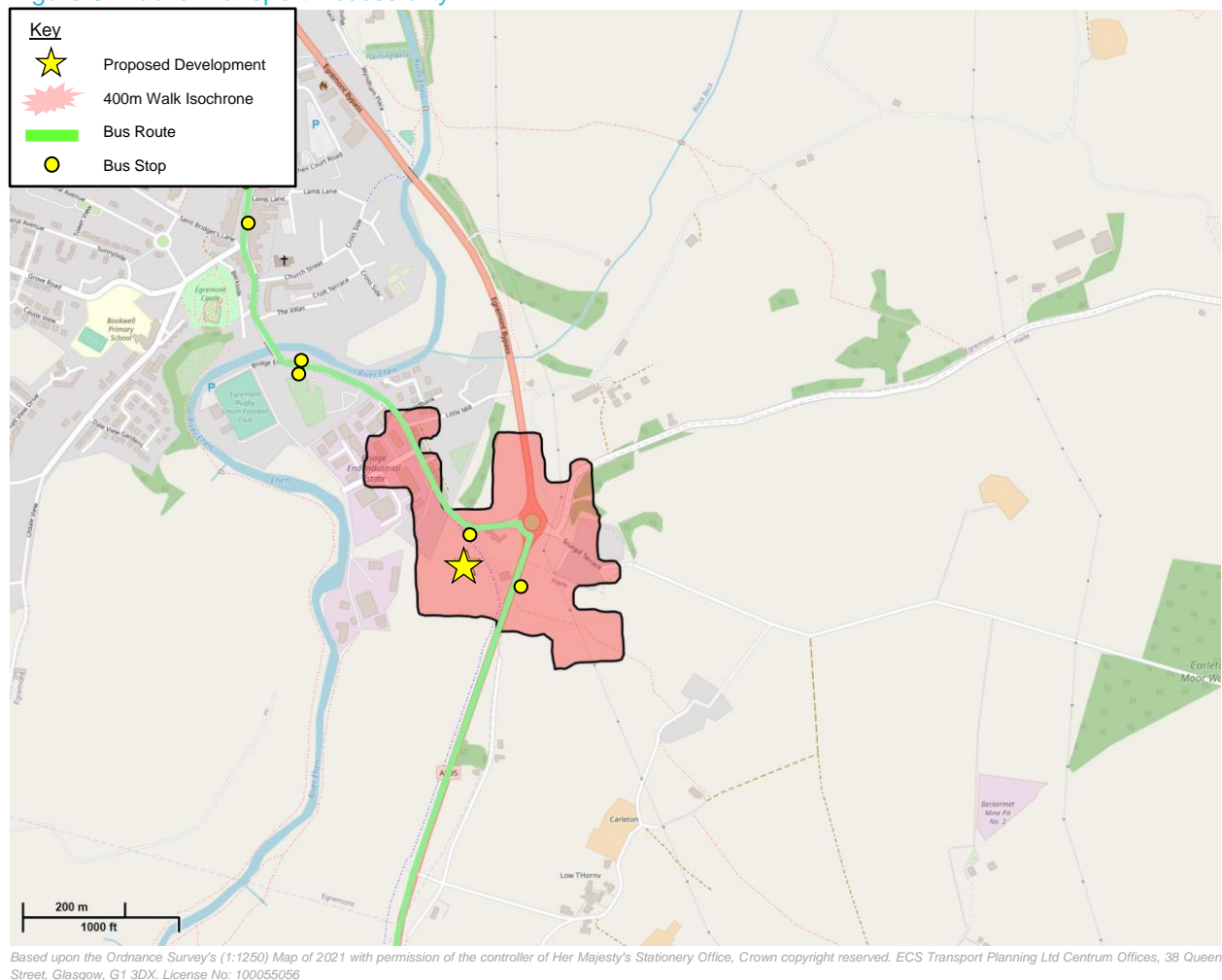
Operator	Service	Route	Frequency (mins)					
			Monday-Friday		Saturday		Sunday	
			Day	Night	Day	Night	Day	Night
Stagecoach	30	Thornhill / Frizington - Maryport	30	-	30	-	60	-
Hobans 1923	HB01	Whitehaven - Seascale	1 service	-	-	-	-	-

- 3.26. The site is located within a short walk of the available public transport services within the settlement which ensures that it is located in an appropriate location when considering accessibility.

Proposed

- 3.27. The proposed site layout and footway provision will connect the proposed development to the adopted footways on Vale View which will provide a direct connection to the existing bus stops on the route and the A595. Bus stops are located within 400m of the development site as per the recommended walking distances detailed within NPPF.
- 3.28. The bus services start before 6am and continue to 7pm which covers the opening times (8am – 5pm) of the proposed builders merchants which ensures that public transport will be a viable alternative for staff.

Figure 6: Public Transport Accessibility



Sustainable Transport Summary

- 3.29. Walking and cycling facilities in the vicinity of the site are considered good and provide links to existing transport interchanges and residential areas. There is a good level of bus service operating adjacent to the site providing connections to the wider settlement and towns further afield.
- 3.30. The applicant has chosen to introduce sustainable measures prior to the new site becoming operational to ensure customer and staff trips are influenced at the earliest possible time. As such, this travel plan is focused on ensuring the available sustainable transport network is promoted effectively to reduce single occupancy car travel.

4. Objectives & Ambitions

The Focus of the Travel Plan

- 4.1. This Travel Plan is focussed on staff and therefore the majority of measures highlighted within the Plan are intended to encourage staff to vary or change, from current reliance on private car travel.
- 4.2. This focus on staff has been adopted due to the Government's main focus for Travel Plans has been towards employers and, as such, it is considered realistically more feasible to evaluate travel patterns and successfully implement quantifiable initiatives with staff rather than with the more variable customer / visitor base.
- 4.3. It is recognised that there is the potential to influence the travel behaviour of customers to a certain degree and therefore, the majority of measures aimed at customers / visitors are more dedicated towards increasing awareness of alternatives to private car use through the display and promotion of information on notice boards and website.

Objectives

- 4.4. There are a number of objectives, both at national and local level, that the implementation of the Travel Plan is intended to help fulfil:
 - To influence travel behaviour of employees;
 - Improve health through regular exercise;
 - To generate fewer staff single-occupancy car trips than would otherwise be the case;
 - Encouraging a modal shift in travel to the site;
 - To reduce the need for unnecessary journeys by site employees;
 - Reduction in overall mileage and reduction in CO2 emissions;
 - To help improve the health of staff and visitors; and
 - Accommodating those journeys that need to be made by car.

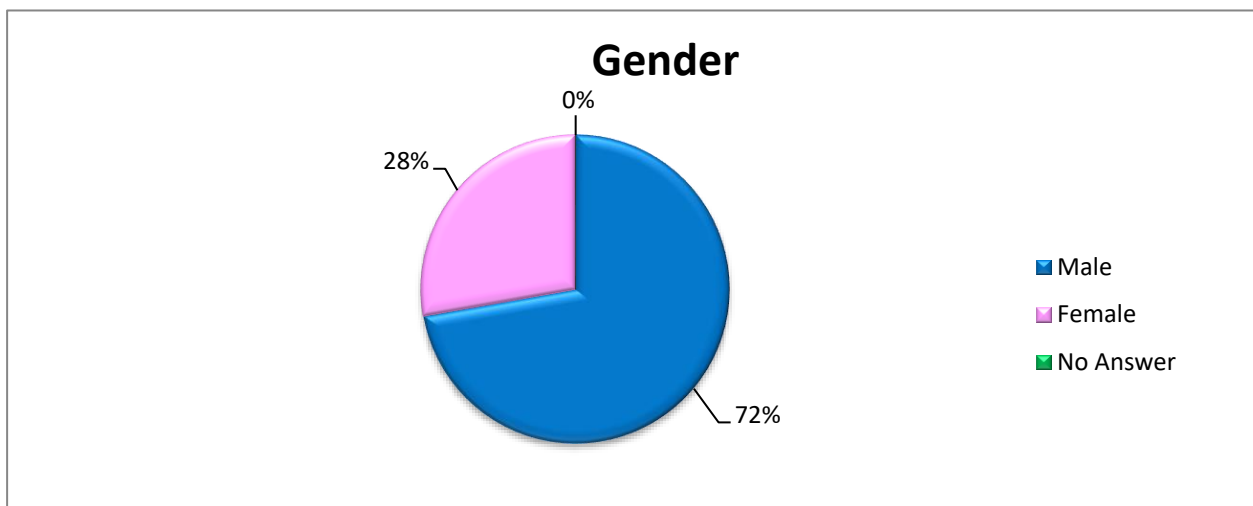
Measures

- 4.5. The objectives above provide the basis for the travel plan measures. Targets are included in the travel plan to help achieve the objectives.
- 4.6. The most easily demonstrated target is the commitment to deliver the package of measures. These measures are set out in the next chapter and include initiatives to promote increases in the use of cycling, walking, car-sharing and public transport use.

5. Current Staff Travel Characteristics

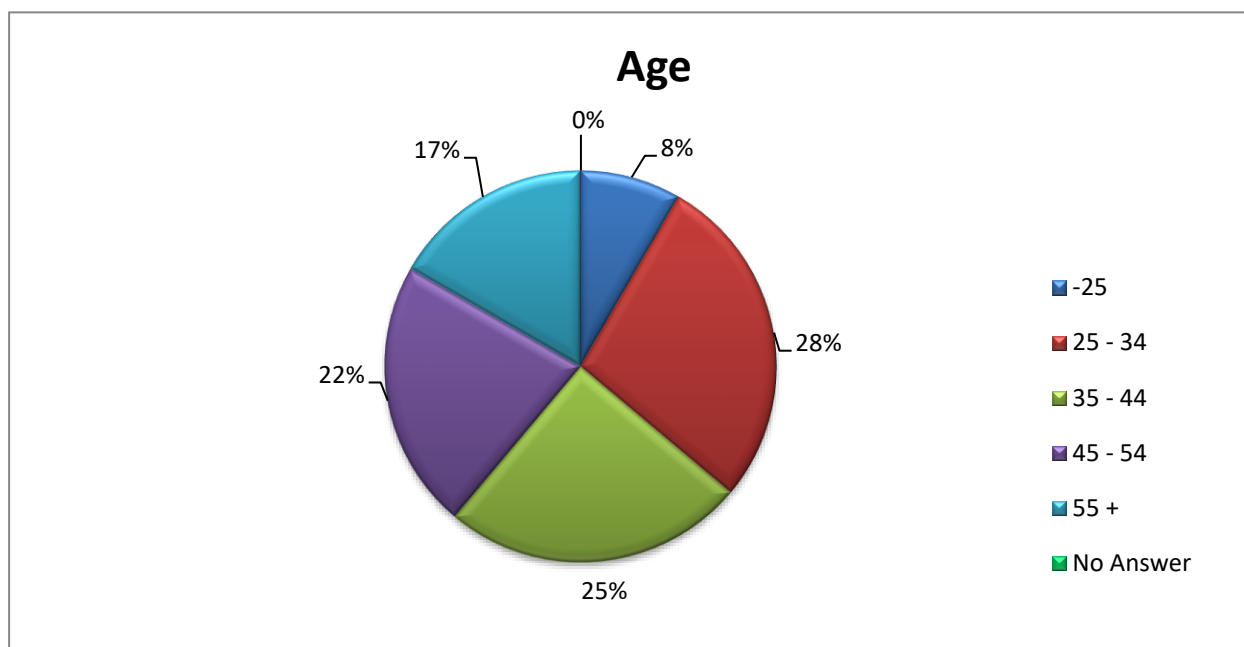
- 5.1. The existing staff travel patterns to and from the site were established through the travel survey questionnaires. Questions were devised to establish current travel habits / opinions and were completed in January 2023.
- 5.2. The following section analyses the responses received from questionnaires submitted to staff. Of the 36 full time staff questionnaires issued, 36 were returned completed representing 100% response rate.
- 5.3. The travel survey questionnaire obtained the following information from each member of staff who completed the survey:
- Gender;
 - Age;
 - Address;
 - Current shift times;
 - Usual mode and duration of travel to work;
 - Whether they would consider travelling by an alternative mode, and if so, which;
 - What would encourage them to car share;
 - What would encourage them to use public transport;
 - What would encourage them to walk to work; and
 - What would encourage them to cycle to work.
- 5.4. The following sections summarise the results of the travel questions posed.
- 5.5. *Chart 1* below presents the gender split of staff interviewed. As indicated, the split is 72% male and 28% female. All staff surveyed answered the question.

Chart 1: Gender



- 5.6. *Chart 2*, below, presents the age range of staff interviewed indicating a broad spectrum of age ranges. The largest age group of staff falls within the '25 – 34 category with 28%.

Chart 2: Age



- 5.7. *Chart 3*, overleaf, presents the length of time staff spend travelling to work. The results indicate that 19% of staff travel less than 10 minutes, 47% between 10 and 20 minutes, 14% between 21 and 30 minutes, 17% between 31 and 60 minutes and 3% greater than 60 minutes.
- 5.8. The results of the surveys indicate that nearly half of the workforce that completed the questionnaire (47%) lives within 20 minutes travelling distance of the site, confirming that the majority of staff are able to access the site via sustainable modes of travel.
- 5.9. *Chart 4*, overleaf, presents the main method of travel to work for staff. The results indicate that 80% of staff travel by car, 68% of which are drivers and 12% are passengers. The remaining 30% are made up of pedestrians (8%), bikers (7%) public transport users (5%). Currently, there are no members of staff that cycle to the site.
- 5.10. The results of the staff surveys indicate that (66%) of staff take between 1 and 20 minutes to travel to the site with 80% of staff members travelling by car. Of the staff within the 20minute catchment only 3 opt to travel to work by sustainable modes with all others choosing to travel by car which presents a good opportunity to influence these motorists to choose a different, more sustainable mode.
- 5.11. With few of the staff that live within the surrounding areas choosing to travel to work by on foot or by bicycle, raising awareness of the walking / cycling routes and facilities on offer to staff in the form of cycle parking and secure changing rooms / storage areas has to form one of the key measures of this plan.

Chart 3: Travel Time

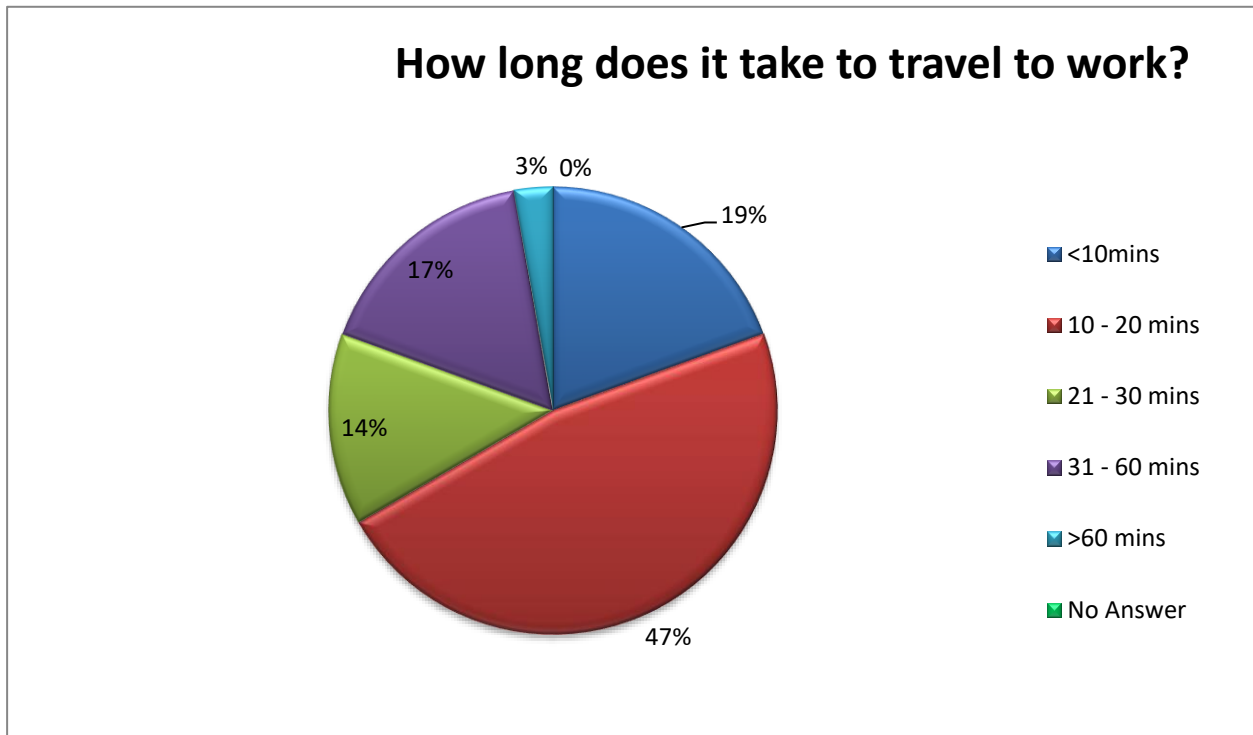
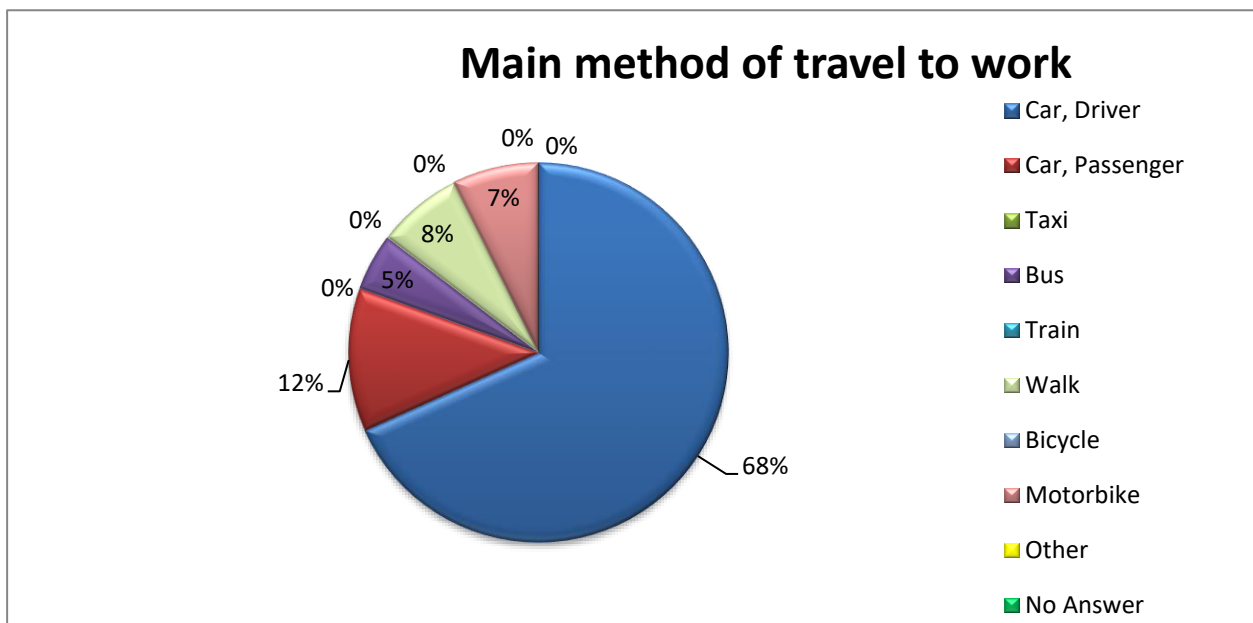


Chart 4: Travel Mode



5.12. The results of the staff survey indicate an encouraging base level of sustainable travel with 12% of staff travelling to the site as a car passenger, which indicates that car sharing is currently in operation and vehicle

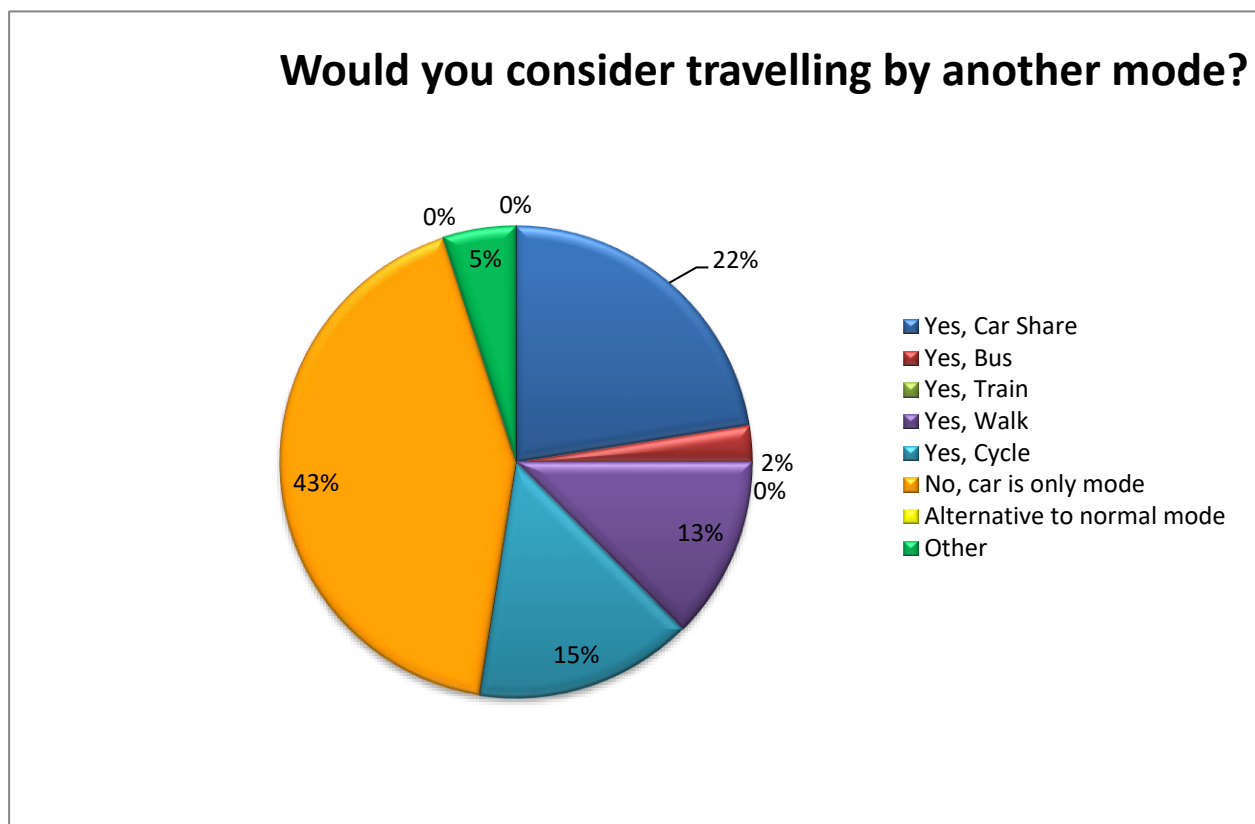
trips are not all single occupancy. Nonetheless, the results indicate a poor return in the cycling category with 0% of staff travelling by this mode. However, 8% walk and 5% travel by public transport.

- 5.13. In response to these results, the Travel Plan will aim to promote the availability of sustainable transport facilities to those who currently travel by car, in particular, the promotion of further car sharing as this is the mode that staff have detailed as their preferable alternative to private car use. Measures shall also be put in place to promote walking, cycling and public transport use, and these measures are discussed further in *Chapter 7*.

6. Measures Considered to Achieve Objectives

- 6.1. In order to fulfil the objectives of this Travel Plan a series of measures have been considered to encourage those travelling by car to use more sustainable forms of transport. This has been established by further questioning staff in order to establish attitudes toward their mode of transport and to ascertain their propensity for change. The corresponding results are presented in Charts 5 to 9.
- 6.2. Referring to Chart 5 it can be seen that 43% of the respondents indicated that the car was the only method by which they would travel to / from work, 22% of respondents would consider car sharing, 15% would consider cycling to work, 13% would consider walking, 2% would consider travelling by bus, 5% stated they would only chose another mode if their normal mode was unavailable.

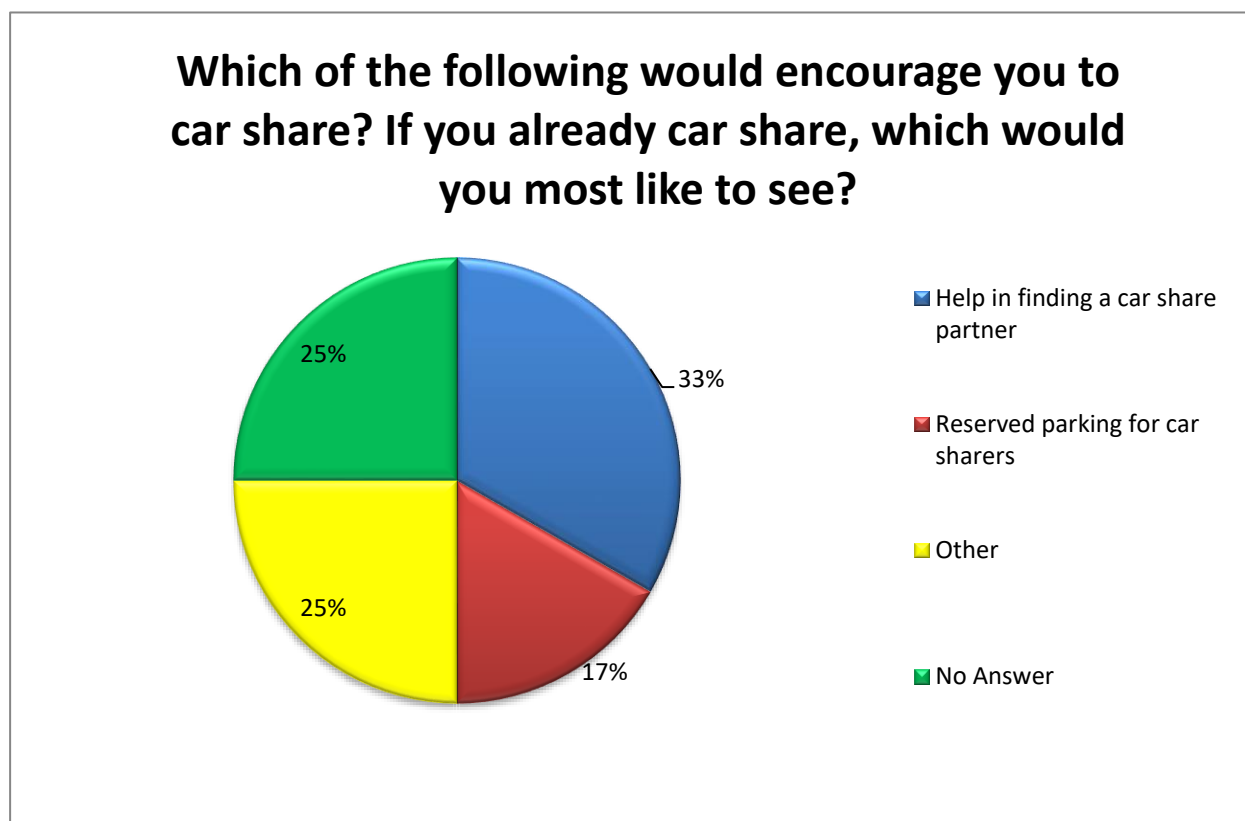
Chart 5: Travel Option Opinion



- 6.3. The results show that 57% of respondents would consider using an alternative to the private car, presenting an encouraging baseline for the Travel Plan. Car share was the most attractive option at 22%, followed by walking & cycle which at 13% & 15%, respectively, and is therefore considered to be representative of the needs of employees; as such, these measures are viewed as the key method by which staff can be encouraged to reduce reliance on single occupancy car trips.
- 6.4. The results have demonstrated that 2% of staff would consider travelling to the site via public transport and 15% by bicycle; this is discussed in greater detail in the following sections.

- 6.5. Staff were then questioned on their attitudes towards car sharing with 33% of staff that responded indicating they would be encouraged to participate in a car sharing scheme if a system was in place that helped find a suitable person with whom to share, 17% indicated dedicated car parking spaces for members of the car share scheme would be an incentive to join, and a further 25% cited “other”, with the majority of these responders indicating that they already car share. 25% didn’t answer which would suggest they were not open to car sharing. *Chart 6* below presents the results.

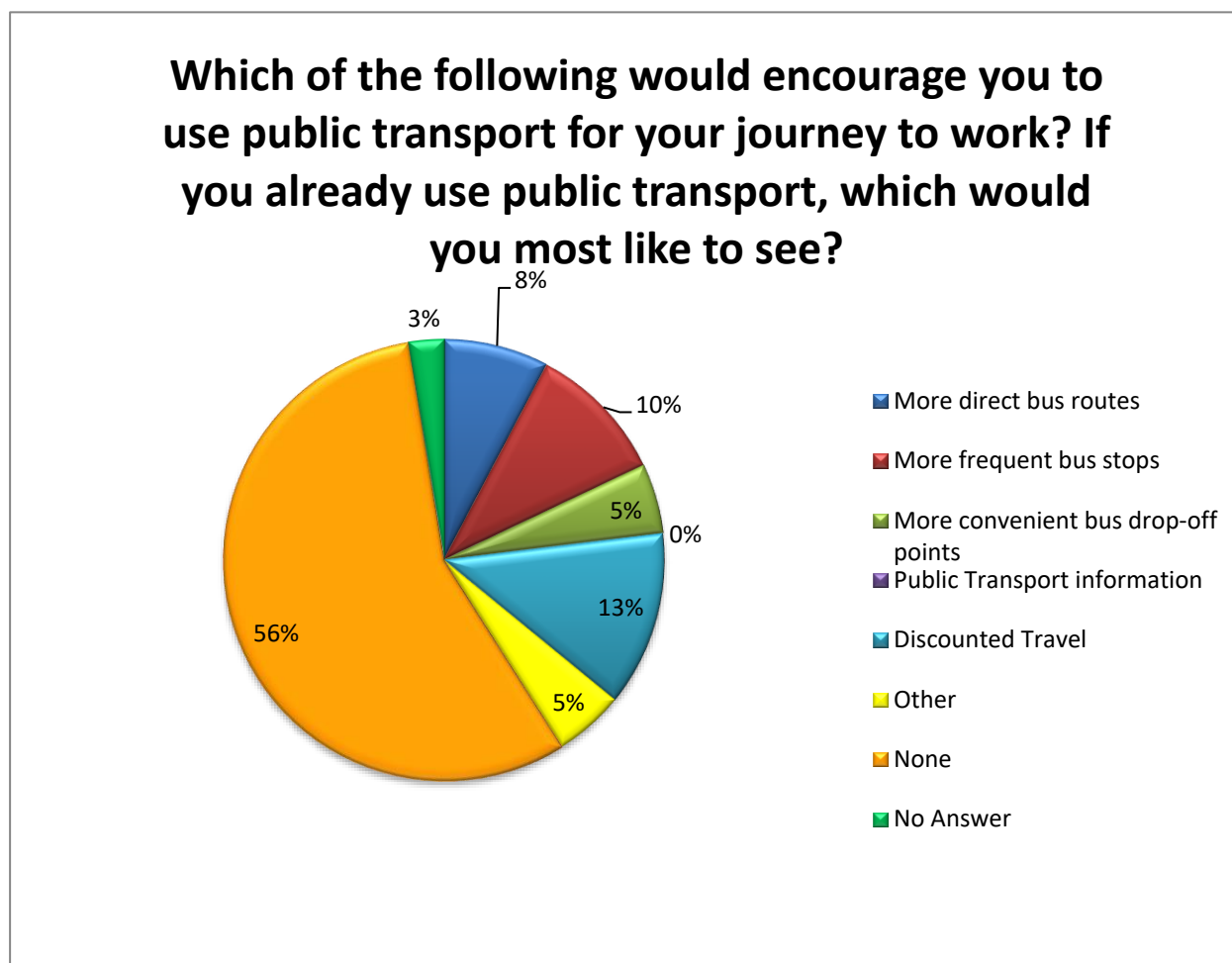
Chart 6: Car Share Option



- 6.6. When asked what measures could be introduced to encourage staff to switch to public transport, 56% of respondents declared that no incentives would make them change, 8% would consider using the bus if more direct bus routes were available and 10% indicating more frequent stops would be welcomed. 13% cited discounted travel as an incentive to use the bus and 35 indicated more information on bus travel could encourage public transport. 5% indicated ‘other’ but did not offer a suggestion of what the other incentive could be, with 3% not responding.
- 6.7. The results indicate that 23% of the respondents have cited improvements to public transport services including more frequent bus stops and routes, would be required to make the bus a more attractive travel option.
- 6.8. *Chart 7* highlights that the current level of public transport information requires to be improved so staff are better informed of the services available.

- 6.9. One of the main factors that would encourage staff to travel by public transport was the potential for discounted travel which can be investigated further by the company.

Chart 7: Public Transport Options

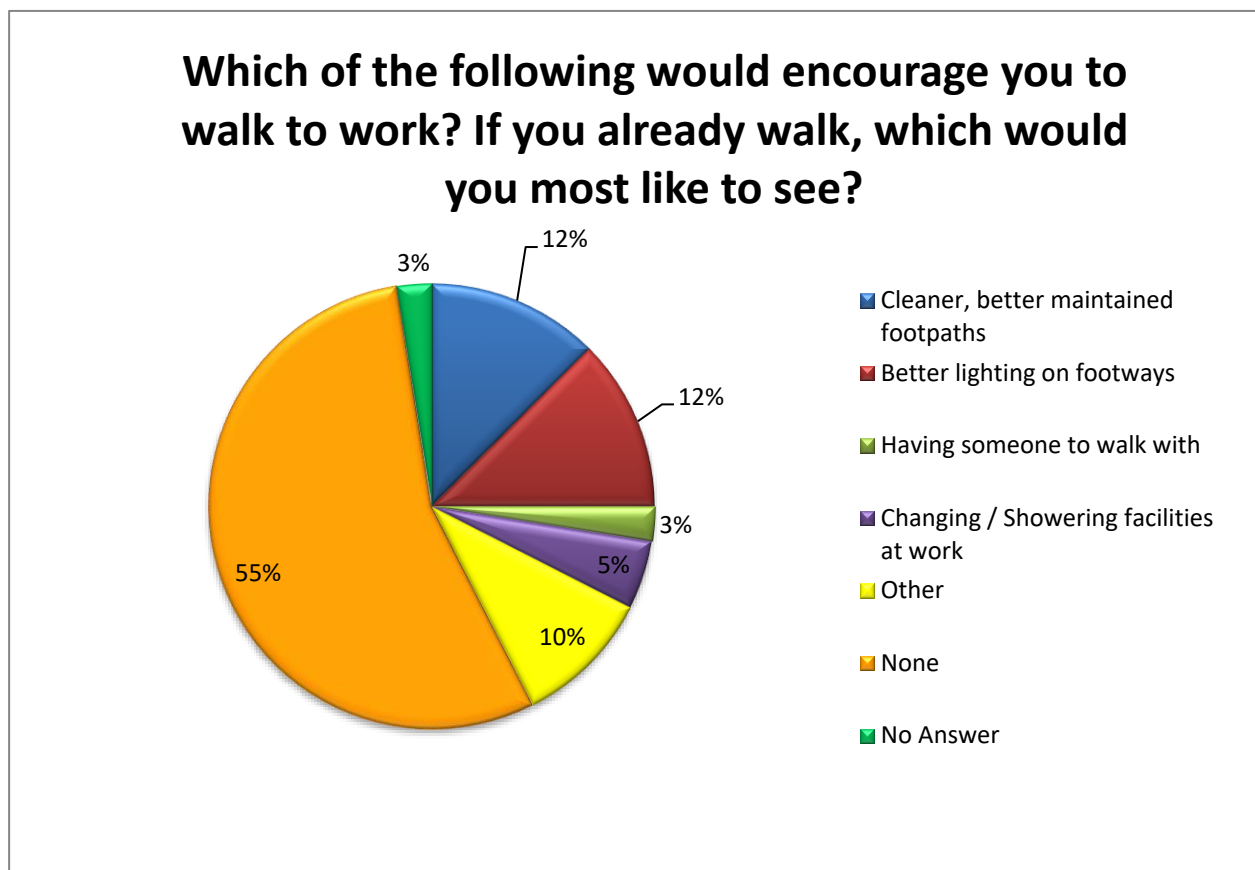


- 6.10. *Chart 8* reflects the attitudes of staff to the idea of walking to / from work. Of the respondents, 55% stated that no incentive could be introduced that would encourage them to walk to work, 12% and 10% indicated improved maintenance and lighting on footpaths, respectively, 3% indicated having someone to walk with would encourage them to walk, 5% indicated having changing and shower facilities, 3% not providing an answer.
- 6.11. The staff notice board shall be available for any staff member who wishes to advertise for a “walking buddy” to walk to and from the site with.
- 6.12. Staff were then asked what facilities, if any, would encourage them to cycle to / from work. Referring to *Chart 9* it can be seen that 58% of respondents would not consider cycling to work no matter what measures were introduced. However, 7% confirmed that changing / showering facilities could persuade a modal shift, with 14% indicating dedicated cycle routes would encourage cycling and 9% of staff indicated cycle parking

facilities would encourage them to cycle. 5% of staff said a cycle to work scheme would assist with change in attitude towards cycling and 7% said being able to buy a bike at a discounted rate would encourage a modal shift.

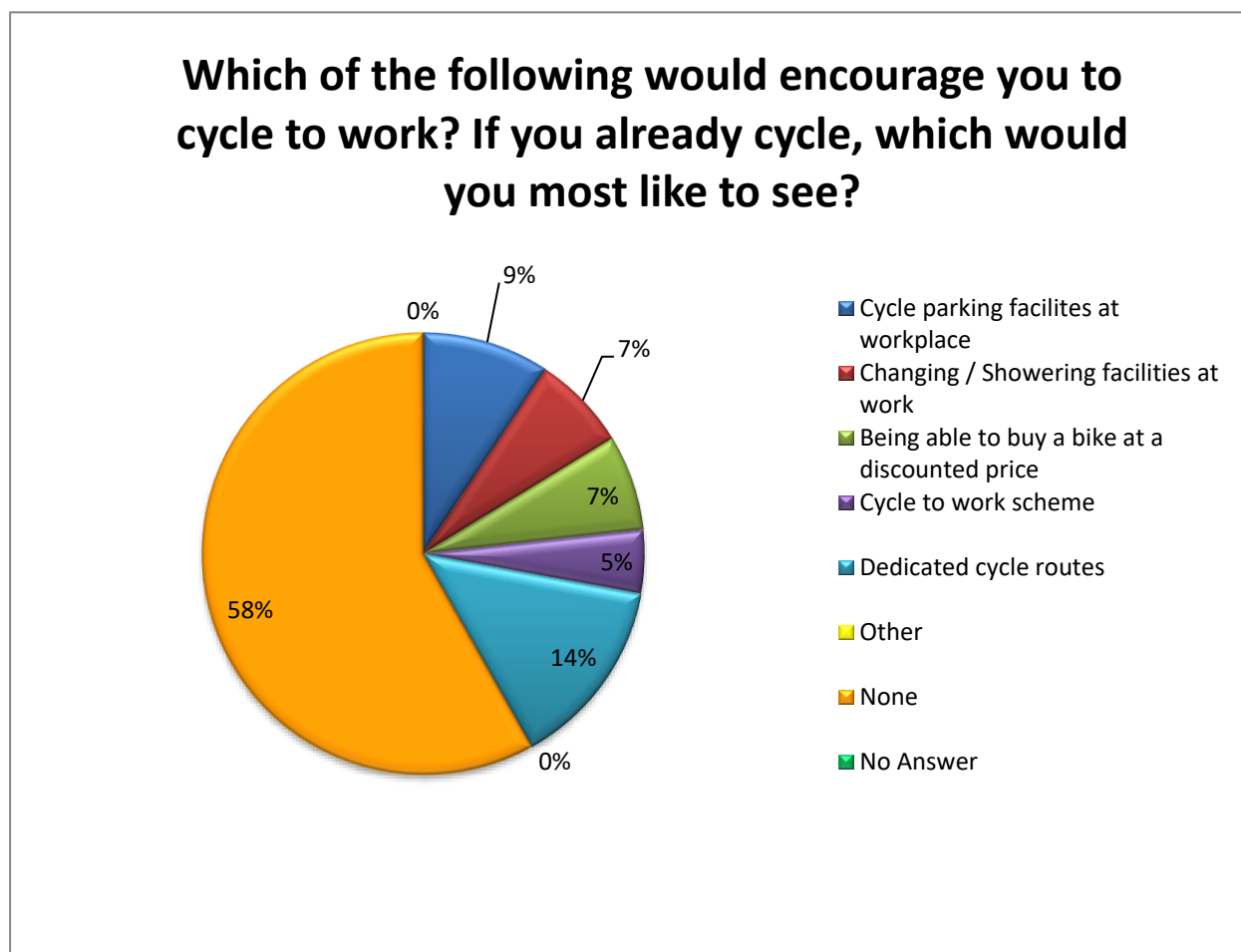
- 6.13. Dedicated cycle parking will be provided and the availability of these facilities communicated to staff.

Chart 8: Walk Options



- 6.14. Furthermore, Thomas Graham are part of the cycle to work scheme where a bicycle can be purchased tax free. Again, this benefit will be highlighted to all staff via communications on the staff notice board.
- 6.15. Based on the above information, and in response to the reasons provided as to why staff do not walk / cycle, consideration has been given to implementing measures to help encourage walking, cycling and public transport use. These measures are detailed within the following sections of this report.

Chart 9: Cycle Options



Conclusions

- 6.16. The results of the staff surveys were evaluated to determine the distances travelled by staff to the site. The results of this have indicated that the majority of staff residing within close proximity to the site opt to drive to work. It is recognised however, that due to the shift patterns, some members of staff may not be able to travel via any other mode other than private car. It is recognised that there exists a potential to further reduce the number of car trips to the site by raising awareness of the availability of car sharing schemes, walking routes, cyclist facilities and the existing provision of bus services.
- 6.17. The Travel Plan Co-ordinator will be required to promote the opportunities and services available for car sharing such as www.liftshare.com, as well as encouraging staff members to take advantage of the staff notice board to place personal adverts relating to car sharing and/or walking buddies.

- 6.18. The Travel Plan Co-ordinator will also be required to raise awareness of the cycle parking located within the site to encourage staff to cycle to work as well as the changing facilities. Staff will also be reminded that they can use the Cycle to Work scheme to purchase a bike.

7. Deliverables & Targets

The Travel Plan Co-ordinator and Associated Support

- 7.1. Thomas Graham will appoint a Travel Plan Coordinator and who will be responsible for implementing the proposals as well as working in conjunction with the Local Authority, the local community and other interested parties for the continuing progression of the Travel Plan.
- 7.2. The role of the Travel Plan Co-ordinator will be as follows:-
- To promote and encourage the use of travel modes other than the car, including publicity;
 - To provide a point of contact and travel information for staff;
 - To ensure that all relevant information is provided to all new members of staff and that up-to-date information is clearly displayed on notice boards;
 - To promote the car-sharing schemes available to staff;
 - To arrange for travel surveys to be undertaken where necessary;
 - To provide a point of contact with transport operators and officers of the Council and work with other local businesses to pursue joint plans and initiatives where relevant; and
 - To implement all Travel Plan measures indicated previously in this report.

Future Measures

- 7.3. The Travel Plan Monitoring Report is recognised as being a review of the travel habits and changing travel opportunities. Future staff travel surveys will serve to identify further measures which can feasibly be introduced to encourage more sustainable forms of travel, if the proposed measures do not have a positive shift.
- 7.4. The measures to be adopted, under the guidance of the Travel Plan Coordinator, are as follows:

Walking / Cycling

- Review the existing cycling facilities;
- Provide greater awareness of the proposed secure cycle parking facilities at the site;
- Advertise www.walkbudi.liftshare.com on staff notice boards to provide advice on walk buddy schemes;
- Staff discounts can be used to purchase bicycles and equipment;
- Details of the Cycle to Work Scheme detailed on the staff notice board; and
- Provide up to date information on cycle routes within the local area.

Public Transport

- Improve awareness of existing public transport facilities and location of timetable information via notices and travel information leaflets on the staff notice boards within the building; and
- Promote the facility of the Freephone taxi service.

Car Sharing

- Improve awareness of the existing car sharing schemes in operation, such as www.liftshare.com, via the staff notice board. The notice boards will also allow staff members to place individual adverts requesting a car share.

- 7.5. The aforementioned measures are considered to be realistic as they take account of the results of the travel surveys and the planned measures will help to influence the travel behaviour of staff.

Monitoring and Review Mechanisms

- 7.6. An objective of Travel Plans is that there will be an on-going improvement process including periodic monitoring, where necessary. The whole Travel Plan will then be reviewed in consultation with the Council.
- 7.7. The Travel Plan Coordinator will form a contact point for communication with the Local Authority. Findings from discussions and reviews with the Local Authority will be communicated to staff via the notice board and communication sessions.
- 7.8. Another Travel Plan Monitoring Report will be produced after future staff surveys on an annual basis for the first 5 years from construction of the extension. The findings of this review process will be communicated to staff travel plan coordinators, and will be discussed with the council to allow future evolutions of the Travel Plan document.

Dissemination and Feedback

- 7.9. Information on the Travel Plan, for example new initiatives, will be disseminated to staff via the existing communications system and also by the Travel Plan Co-ordinator. Staff feedback on the Travel Plan will be possible via the periodic 'Staff Forum Meetings'.

New Staff

- 7.10. The Travel Plan Coordinator will explain to new members of staff the various options of travelling to the site by sustainable modes of transport as well as providing a pack of information to include route maps and timetable information as part of the staff induction process. As discussed previously, information will also be available on the staff notice board relating to the various means of non-car access to the Thomas Graham building.

8. Summary & Conclusions

- 8.1. ECS Transport Planning Limited has been appointed by Thomas Graham & Sons Ltd to provide a Travel Plan (TP) in support of a planning application for a mixed use development comprising a builders merchants and industrial 'starter units' on land adjacent to Vale View, Egremont.
- 8.2. The proposed development includes a replacement builders merchants including ancillary office and B2 industrial starter units. The main building, which includes the builders merchants, will be located in the southern area of the site and will be provided over three floors which is a reaction to the site topography. Car parking will be located to the north and east of the building with a lower and upper service yard located to the west and east, respectively.
- 8.3. The industrial starter units will be provided in the basement of the main building and standalone units on the northern boundary.
- 8.4. The scale of the proposed development is as follows:
 - Builders merchants (including sales, storage and office space) - 3,686sqm; and
 - Industrial units – 2,764sqm.
- 8.5. The site will be accessed from Vale View via an industrial standard priority junction which has been designed to accommodate HGV's. Pedestrian access will be provided via the access junction and will connect to the existing footway on Vale View.
- 8.6. The Plan is based around two main phases; firstly, to take into consideration the existing transport conditions relevant to the current staff and the surrounding environment. Secondly, the plan evaluates the existing and proposed measures designed to increase travel awareness within the site and to effectively manage and reduce the level of single-occupancy car use by existing staff and future employees associated with the relocation.
- 8.7. This Travel Plan is a statement that Thomas Graham is committed to encouraging their staff to travel to work by sustainable modes. The Travel Plan Monitoring Review is an on-going process with updates provided regular intervals (annually) and revised as necessary.
- 8.8. The results of the staff surveys indicate that 80% of staff travel by private car (68% driver / 12% passenger), 8% walk, 7% bike and 5% travel by bus. There are currently no members of staff who travel to work by bicycle.
- 8.9. The results also show that 57% of respondents would consider using an alternative to the private car, presenting an encouraging base line for the Travel Plan. Car share and cycle were the most attractive option at 22% and 15%, respectively, followed by walking, bus and other at 13%, 2% and 5%, respectively, and is therefore considered to be representative of the needs of employees; as such, these measures are viewed as the key method by which staff can be encouraged to reduce reliance on single occupancy car trips.
- 8.10. The promotion of further car sharing by informing staff of websites such as www.liftshare.com and greater awareness of existing public transport, walking (www.walkbudi.liftshare.com) and cycling facilities are seen as key initiatives. Discussions will be undertaken with the manager and a car sharing scheme considered within the staff room with details presented on the notice board. Staff will be provided with changing / washing facilities within the building to accommodate those who wish to transfer to bicycle for their travel mode.

- 8.11. It is essential to the successful operation of the Travel Plan process that Thomas Graham appoints an appropriate person who will be involved in the co-ordination, monitoring and alteration of the Travel Plan initiatives in the future.
- 8.12. Thomas Graham, in conjunction with Cumbria County Council, should be pro-active and constantly monitoring and reviewing the situation to ensure that the Travel Plan process is successful as the Travel Plan document is an evolving process responding to identified changes in travel behaviour.
- 8.13. It is considered that the current modal split represents a good baseline against which to evaluate future revisions of the Plan. Following agreement with Cumbria County Council, the measures detailed within this report will be implemented and reviewed again one year from introduction.

APPENDICES

A. Sample Staff Questionnaire

STAFF TRAVEL SURVEY

ECS Transport Planning

1. Gender (Please tick box)

- ☐ Male _____ 1
☐ Female _____ 2

2. Age (Please tick box)

- ☐ Under 25 _____ 1
☐ 25 - 34 _____ 2
☐ 35 - 44 _____ 3
☐ 45 - 54 _____ 4
☐ 55 or over _____ 5

3. What is your full postcode?
(Please answer in box below)

If you have answered question 3 please go to question 6,
if not please answer questions 4 and 5.

4. What street do you live in?
(Please answer in box below)

5. What area is this in?
(Please answer in box below)

6. What time did you arrive at work today?
(Please answer in box below - please state AM or PM)

7. What time did you leave work yesterday?
(Please answer in box below - please state AM or PM)

8. How long does it take you to travel to work?

- ☐ <10 minutes
☐ 10-20 minutes
☐ 21-30 minutes
☐ 31-60 minutes
☐ >60 minutes

9. What are your official start and finish times today?
(Please answer in box below - example 09:00hrs to 17:00hrs)

10. What is your usual **main** method of travel to work?
(Please tick one box only)

- ☐ Car, driver _____ 1
☐ Car, passenger _____ 2
☐ Taxi _____ 3
☐ Bus _____ 4
☐ Train _____ 5
☐ Walk _____ 6
☐ Bicycle _____ 7
☐ Motorbike _____ 8
☐ Other (Please specify below) _____ 9

11. Would you consider travelling to work by another mode?
(Please tick box)

- ☐ Yes, car share _____ 1
☐ Yes, travel by bus _____ 2
☐ Yes, travel by train _____ 3
☐ Yes, walk _____ 4
☐ Yes, cycle _____ 5
☐ No, car is the only mode _____ 6
☐ If your usual choice of mode was not available how would you travel? _____ 7
☐ Other (please specify below) _____ 8

12. Which of the following would most encourage you to car share?
(If you already car share, which would you most like to see?)
(Please tick box)

- ☐ Help in finding a car share partner with similar work patterns _____ 1
☐ Reserved parking for car sharers _____ 2
☐ Other (please specify below) _____ 3

13. Which of the following would encourage you to use public transport for your journey to work? If you already use public transport, which would you most like to see?
(Please tick no more than 2)

- ☐ More direct bus routes _____ 1
☐ More frequent bus services _____ 2
☐ More convenient bus drop-off points _____ 3
☐ Public Transport Information _____ 4
☐ Discounted travel _____ 5
☐ Other (please specify below) _____ 6
☐ None _____ 7

14. Which of the following would encourage you to walk to work? (If you already walk to work, which would you most like to see?) (Please tick no more than 2)

- ☐ Cleaner, better maintained footways _____ 1
☐ Better lighting on footways _____ 2
☐ Having someone to walk with _____ 3
☐ Changing/Showering facilities at work _____ 4
☐ Other (please specify below) _____ 5
☐ None _____ 6

15. Which of the following would encourage you to cycle to work? (If you already cycle to work, which would you most like to see?) (Please tick no more than 2)

- ☐ Cycle parking facilities at workplace _____ 1
☐ Changing/Showering facilities at work _____ 2
☐ Being able to buy bike at a discount price _____ 3
☐ Cycle to work scheme _____ 4
☐ Dedicated Cycle Routes _____ 5
☐ Other (please specify below) _____ 6
☐ None _____ 7

16. What type of employment contract do you have?

- ☐ Full Time
☐ Part Time
☐ Shift Work (if shift work please advise typical hours below)