The Iron Line, Millom Interim Travel Plan

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Verchant Exchange 17 – 19 Whitworth Street West Manchester. M1 5WG. Fel: 0161 236 2394 www.curtins.com

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Author	Signature	Date
Alex Fry BA (Hons) GradCIHT Graduate Transport Planner		22 May 2023

Reviewed	Signature	Date
Alex Vogt BSc (Hons) MSc FCIHT TPP Board Director		22 May 2023

Authorised	Signature	Date
Alex Vogt BSc (Hons) MSc FCIHT TPP Board Director		22 May 2023

Interim Travel Plan



Table of Contents

1.0 Int	roduction	1
1.1	Project Background	1
1.2	Millom Background and Opportunities	3
1.3	What is a Travel Plan?	3
1.4	Purpose of the Report	4
1.5	Structure of the Report	4
2.0 Tra	avel Plan Benefits	6
2.1	Introduction	6
2.2	Environmental Benefits	6
2.3	Health Benefits	7
2.4	Financial Benefits	10
2.5	Social Benefits	11
3.0 Ex	isting Situation	12
3.1	Site Location	12
3.2	Existing Access and Parking Arrangements	12
3.3	Existing Site Usage	14
3.4	Surrounding Highway Network	15
4.0 De	evelopment Proposals	16
4.0 De 4.1	evelopment Proposals Overview of Proposals	
		16
4.1	Overview of Proposals	16 18
4.1 4.2 4.3	Overview of Proposals Proposed Access	16 18 20
4.1 4.2 4.3	Overview of Proposals Proposed Access Proposed Parking	16 18 20 22
4.1 4.2 4.3 5.0 Ac	Overview of Proposals Proposed Access Proposed Parking	16 18 20 22
4.1 4.2 4.3 5.0 Ac 5.1	Overview of Proposals Proposed Access Proposed Parking cessibility by Sustainable Modes of Travel Introduction	16 18 20 22 22 22
4.1 4.2 4.3 5.0 Ac 5.1 5.2	Overview of Proposals Proposed Access Proposed Parking ccessibility by Sustainable Modes of Travel Introduction Pedestrian Accessibility	16 18 20 22 22 22 23
4.1 4.2 4.3 5.0 Ac 5.1 5.2 5.3	Overview of Proposals Proposed Access Proposed Parking ccessibility by Sustainable Modes of Travel Introduction Pedestrian Accessibility Cycle Accessibility	16 18 20 22 22 23 23
4.1 4.2 4.3 5.0 Ac 5.1 5.2 5.3 5.4 5.5	Overview of Proposals Proposed Access Proposed Parking ccessibility by Sustainable Modes of Travel Introduction Pedestrian Accessibility Cycle Accessibility Public Transport Accessibility	16 18 20 22 22 23 23 24
4.1 4.2 4.3 5.0 Ac 5.1 5.2 5.3 5.4 5.5	Overview of Proposals Proposed Access Proposed Parking ccessibility by Sustainable Modes of Travel Introduction Pedestrian Accessibility Cycle Accessibility Public Transport Accessibility Summary	16 18 20 22 22 23 23 24 24
4.1 4.2 4.3 5.0 Ac 5.1 5.2 5.3 5.4 5.5 6.0 Tr a	Overview of Proposals Proposed Access Proposed Parking ccessibility by Sustainable Modes of Travel Introduction Pedestrian Accessibility Cycle Accessibility Public Transport Accessibility Summary	16 18 20 22 22 23 23 24 26
4.1 4.2 4.3 5.0 Ac 5.1 5.2 5.3 5.4 5.5 6.0 Tra 6.1	Overview of Proposals Proposed Access Proposed Parking cessibility by Sustainable Modes of Travel Introduction. Pedestrian Accessibility Cycle Accessibility Public Transport Accessibility Summary avel Plan Initiatives Introduction, Aim and Objectives	16 18 20 22 22 23 23 24 26 26
4.1 4.2 4.3 5.0 Ac 5.1 5.2 5.3 5.4 5.5 6.0 Tra 6.1 6.2	Overview of Proposals Proposed Access Proposed Parking ccessibility by Sustainable Modes of Travel Introduction Pedestrian Accessibility Cycle Accessibility Public Transport Accessibility Summary avel Plan Initiatives Introduction, Aim and Objectives Appointment of Travel Plan Coordinator (TPC)	16 18 20 22 22 22 23 23 24 26 26 26



Interim Travel Plan

6.6	Measures to Encourage Public Transport	
6.7	Measures to Encourage Car Sharing	28
6.8	Measures to Encourage Ultra-Low and Zero Emission Vehicles	29
7.0 Ta	rgets	30
7.1	Introduction	30
7.2	Data Collection and Analysis	
7.3	SMART Targets	31
8.0 Mc	onitoring and Review	33
8.1	Introduction	33
8.2	Responsibility and Management	33
8.3	Travel Plan Coordinator (TPC)	34
8.4	Monitoring and Evaluation	34
9.0 Ac	tion Plan	
9.1	Introduction	

Figures

Figure 2.1 – Willingness to Switch Mode of Travel	6
Figure 2.2 – Activity Levels for Adults	8
Figure 2.3 – The Impact of Travel Behaviour on Public Health	9
Figure 3.1 – Site Location	12
Figure 3.2 – Routes and PROWs to and around The Iron Line	13
Figure 3.3 – Informal Car Parking Area	13
Figure 3.4 – PLACED Survey Frequency of Visits	14
Figure 3.5 – PLACED Mode of Travel	15
Figure 4.1 – Illustrative Masterplan	16
Figure 4.2 – Welcome Building and Surrounding Area	17
Figure 4.3 – Aerial View of Approach from Millom	18
Figure 4.4 – Aerial View of Approach from Haverigg	19
Figure 4.5 – Aerial View of BOAT	20





Tables

Table 5.1 – CIHT Recommended Walking Distances	22
Table 5.2 – Summary of Rail Services calling at Millom	24
Table 7.1 – Modal Splits for The Iron Line (Local), Peak District, and Yorkshire Dales	32
Table 7.2 – Example of Potential Targets	32
Table 10.1 – Action Plan	36

Plans

Plan 080874-CUR-XX-XX-G-TP-06001 – Location Plan – Regional
Plan 080874-CUR-XX-XX-G-TP-06002 – Location Plan – Local
Plan 080874-CUR-XX-XX-G-TP-06003 – Accessibility – Pedestrian Catchment Plan
Plan 080874-CUR-XX-XX-G-TP-06004 – Accessibility – Cycle Catchment Plan
Plan 080874-CUR-XX-XX-G-TP-06005 – Accessibility – Public Transport Plan

Appendices

Appendix A – Proposed Layout, including Site Masterplan, Mainsgate Road Entrance, Sea Wall Typical Arrangement, and Welcome Building (1:500)



1.0 Introduction

1.1 Project Background

- 1.1.1 Curtins has been appointed by Cumberland Council to provide traffic and transport advice in relation to a project known as The Iron Line, Millom, Cumbria.
- 1.1.2 The planning description of the proposed development is as follows:

"Erection of welcome building with café, retail space, staff facilities and cark park, repair and stabilisation works at Hodbarrow Beacon, repair and stabilisation works and installation of 'camera obscura' structure at Towsey Hole Windmill, installation of cladding and new living roof to existing bird hide, erection of new bird hides and viewing platforms, creation of new multi-use pathways with signage, gateway features and street furniture, making good of existing byway (BOAT) along sea wall, enhancement of wildlife habitats, and associated access, landscaping and drainage infrastructure."

- 1.1.3 Cumberland Council replaced Cumbria County Council, Allerdale Borough Council, Carlisle City Council and Copeland Borough Council on 1st April 2023. The Iron Line was formerly within the boundaries of Copeland Borough Council and Cumbria County Council, with the former being the original client and planning authority and the latter being the highway authority.
- 1.1.4 The Iron Line project sits within a wider regeneration programme for Millom and Haverigg following the Town Deal Board and the former Copeland Borough Council securing funding through the government's 'Towns Fund' initiative. Other projects included in the bid involve:
 - Activating Community Health;
 - Reactivating Heritage Buildings; and
 - Connecting Millom & Haverigg.
- 1.1.5 The project area for The Iron Line is not defined by a specific site boundary, however it covers the Royal Society for the Protection of Birds (RSPB) Hodbarrow Nature Reserve and surrounding fringe areas next to Millom and Haverigg.
- 1.1.6 Overlooking the Duddon Estuary, the 105-hectare Hodbarrow Reserve comprises of a freshwater lagoon within the sea wall, with rich flower and insect communities living on the limestone slag. Grassland and scrub stretch inland to provide a haven for insects and breeding songbirds. Currently the reserve attracts circa 40,000 visitors per annum for leisure and recreational purposes.
- 1.1.7 RSPB Hodbarrow is located in close proximity to Millom and Haverigg and accessible on foot from the north via Mainsgate Road and from the east and west using a selection of public rights of way, including the recently established England Coast Path. The Iron Line route is formally designated as a Byway



Open to All Traffc (BOAT) meaning that the route can be accessed by cars, cyclists, horses, and pedestrians. Once on the reserve, a network of paths, of varying width and quality enable visitors to explore Hodbarrow.

- 1.1.8 For all its strengths, Hodbarrow does not announce itself well to new arrivals, nor does it help people navigate around the reserve, or educate visitors about the biodiversity or heritage that is integral to the formation of the place. There are also issues with the upkeep and accessibility of the path network and heritage assets, the lack of formal car parking and damage caused by vehicles, vandalism, and a lack of (appropriately located) signage, furniture, signage, and shelter. There is huge potential to improve the facilities on site in a way that does not compromise the natural beauty of the place.
- 1.1.9 The Iron Line project aims to build on the ecological assets through a number of interventions to increase the engagement, interaction and learning benefits from the reserve as well as improving the ecology of the site. It will provide facilities for local users and visitors that may see an uplift to circa 150,000 visits per annum, increasing visits from locally based audiences and tourists from the wider area, with an aim to be accessible to all.
- 1.1.10 The project will create an ecology, heritage, and art inspired route across the Hodbarrow Reserve to join the sea wall to transform this section of coast into a fully inclusive recreational space, sensitively reiving the landscape and improving existing assets including the Hodbarrow Lighthouse and remnants of the former mining industry.
- 1.1.11 A new visitor centre will also provide an information point for the site with a café/bar, retail space, a volunteers' mess, and a flexible room which can be used by groups and schools for exhibition and art. The visitor centre will be supported by appropriate infrastructure of a car park and visitor facilities including a changing facility.
- 1.1.12 The project will capitalise on the town's proximity to the Lake District National Park and coastline, enhancing the visitor offer and enabling visitors to move between Millom and Haverigg and its attractions, and in so doing support the vitality and economy of the town.
- 1.1.13 As one of four projects subject to government funding for the Millom area, the Iron Line will also:
 - Become an improved recreational asset for the local community.
 - Offer a nationally significant visitor attraction.
 - Provide facilities such as toilets and a cafe that don't exist now.
 - Support the long-term management of habitats and offer biodiversity net gain at Hodbarrow.
 - Encourage people to explore Hodbarrow using an enhanced network of footpaths.
 - Offer opportunities for public art.
 - Educate visitors about the heritage, ecology, landscape, and other features that make the place unique.



1.2 Millom Background and Opportunities

- 1.2.1 The project will support and complement the other Millom Town Deal projects: Activating Community Health, Connected Millom and Haverigg, and Reactivating Heritage Buildings.
- 1.2.2 Although the reserve is currently a haven for wildlife, it is not widely promoted, limiting its potential use as an attraction and route to Millom Town Centre. The historical landmarks on the site are also not promoted and thus do not currently draw tourists other than as part of the Cumbrian coast, and the route along the sea wall which now forms part of the England Coast Path. The improvements to the site through the Iron Line project thus have an important reputational impact on Millom for visitors.
- 1.2.3 There are significant gaps in Millom's tourism infrastructure that limit visitor numbers and spend and the ability to service the growing staycation market. Despite limitations, the recent 2019 STEAM data showed an increase in day visitors of 1.3% and a 10.4% increase in visitors who stay overnight (compared to 1.7% increase in 2018). Addressing gaps in Millom's tourism infrastructure can help to capitalise on promising signs of growth and help capture greater spend in the local area.
- 1.2.4 Millom benefits from close proximity of the World Heritage sites of the Lake District National Park and Hadrian's Wall, among the UK's most popular tourist destinations. However, evidence suggests that the town and wider borough is not maximising this visitor potential. For example, Copeland Borough has two thirds of the Lake District National Park boundary but only attracts 8% of the visitors. There is a clear opportunity to extend the tourist offer (spatially and throughout the year) to capture a greater proportion of visitors from the Lack District National Park to Millom. This project responds to this opportunity by increasing the interest and visitor experience to a number of appealing natural capital assets, such as the Duddon Estuary, Haverigg Lighthouse, and Hodbarrow Nature Reserve.
- 1.2.5 The project aligns with the Lake District National Park (LDNP) strategy of 'attract and disperse' visitors to manage impact and spread the benefits more widely. It is important to capitalise on the growth in visitors be enhancing promotion access and environmental asserts in the local visitor offer.

1.3 What is a Travel Plan?

1.3.1 A Travel Plan (TP) is defined¹ as:

"A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed."

¹ Ministry of Housing, Communities & Local Government (2021). National Planning Policy Framework [Online]. Available at https://www.gov.uk/government/publications/national-planning-policy-framework--2#full-publication-update-history



1.3.2 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

1.4 Purpose of the Report

- 1.4.1 This Interim Travel Plan is intended to be read alongside the accompanying Transport Assessment (TA) (Ref: 080874-CUR-XX-XX-T-TP-00001) that has been prepared to assess the potential traffic and transportation impacts of the development proposals.
- 1.4.2 An ITP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to the construction of the development. It includes a list of potential measures that could be implemented to affect modal choice, and a management strategy for producing a full Travel Plan in the future.
- 1.4.3 RSPB Hodbarrow is the primary landowner at the Iron Line, Millom along with Cumberland Council. For the purposes of this document, they are assumed to be the custodians of the site and Interim Travel Plan.
- 1.4.4 This document has been written in accordance with the above statements and with reference to the following key documents:
 - National Planning Policy Framework, MHCLG (now DLUHC), 2021;
 - National Planning Practice Guidance, DCLG (now DLUHC), 2014; and

1.5 Structure of the Report

- 1.5.1 Following this introductory section, **Section 2** of the report provides background information on the benefits which can be derived from a successful Travel Plan.
- 1.5.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout; and **Section 4** provides a summary of the development proposals.
- 1.5.3 **Section 5** assesses the accessibility of the site by sustainable modes of transport, including walking, cycling and public transport.
- 1.5.4 **Section 6** sets out key aims and objectives for the Travel Plan process and outlines various initiatives that will be considered to encourage maximum uptake in sustainable modes of travel.
- 1.5.5 **Section 7** outlines the strategy for Travel Plan targets.
- 1.5.6 **Section 8** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator (TPC) as the Travel Plan progresses.

080874 The Iron Line, Millom Interim Travel Plan



1.5.7 **Section 9** concludes the report by providing an Action Plan that summarises the document and next steps.



2.0 Travel Plan Benefits

2.1 Introduction

- 2.1.1 The benefits from a TP can be categorised under the following main headings:
 - Environmental Benefits;
 - Health Benefits;
 - Financial Benefits; and
 - Social Benefits.
- 2.1.2 This section explores just some of the improvements that can be made during a successful Travel Planning process.
- 2.1.3 Nationally, 7% of all car trips are less than 2 miles (1.6km) and more than half (57.0%) are less than 5 miles (8km)². The median car journey in 2019 was 3.8 miles / 6.2km². If some of these trips shifted to walking and cycling there would be a significant environmental, health, financial, social, and mutual benefits. Figure 2.1 illustrates people's willingness to switch from car to other modes for journeys under 2 miles / 3.2km³:



Figure 2.1 – Willingness to Switch Mode of Travel

2.2 Environmental Benefits

- 2.2.1 The climate emergency is a global issue that affects all nations.
- 2.2.2 Transport has been the largest emitting sector since 2016, accounting for 27% of all territorial greenhouse gas emissions within the UK in 2019, almost entirely through carbon dioxide emissions⁴. The main source of emissions from this sector is the use of petrol and diesel in road transport,

² Department for Transport. Dataset NTSQ01019 and NTSQ01018 of the National Travel Survey [Online]. Available at: <u>https://www.gov.uk/government/statistical-data-sets/ad-hoc-national-travel-survey-analysis</u>

³ Department for Transport (2019). National Travel Attitudes Study (NTAS) 2019: Wave 1 Report [Online]. Available at:

https://www.gov.uk/government/statistics/national-travel-attitudes-study-ntas-2019-wave-1 ⁴ Department for Business, Energy & Industrial Strategy (2021). 2019 UK Greenhouse Gas Emissions, Final Figures [Online]. Available

at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/957887/2019_Final_greenhouse_gas_ emissions_statistical_release.pdf



particularly for passenger cars. Transport has historically failed to reduce emissions as fast as other sectors; emissions from the sector fell by 5% between 1990 and 2019. This is due to the increased length of journeys, a shift towards larger vehicles, and the relative cost of motoring falling 15% in 20 years while rail and bus / coach fares have increased by over 20% and 40%, respectively⁵.

- 2.2.3 More than 97% of addresses in the UK exceed World Health Organisation limits for at least one of three key pollutants, while 70% of addresses breach WHO limits for all three⁶.
- 2.2.4 How people travel will therefore play a key role in the UK's carbon reduction agenda as follows. On a national scale, the UK Government⁷ has pledged to play its part in reducing emissions which are harmful to the earth by setting carbon reduction targets:

"It is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 100% lower than the 1990 baseline."

2.2.5 Encouraging people to make smarter choices in the way they travel can considerably reduce the impact that a particular development or organisation makes on the environment.

2.3 Health Benefits

- 2.3.1 A reduction in polluting vehicles on the roads surrounding the site will mean better air quality throughout the area. There are also well documented health benefits associated with active travel, and activity levels across the UK could still be improved.
- 2.3.2 Air pollution, principally caused by transport emissions, has been linked to some cancers, stroke, high blood pressure and cardiovascular disease, including heart attacks and furring of the arteries. Recent studies have also made links to dementia, reduced cognitive function and Type 2 diabetes.
- 2.3.3 The adverse health impacts are not limited to vulnerable people, adults in good general health can also develop health conditions from continued exposure to dirty air. Travelling by car is not safer than cycling and walking as vehicles are surrounded by exhaust fumes from traffic, which you can breathe in as air filters don't always remove all pollution from the air circulated, and being a short distance from traffic can make a difference in exposure.
- 2.3.4 NHS Guidance is for adults to do some type of physical activity every day, for a total of *"at least 150 minutes of moderate intensity activity a week or 75 minutes of vigorous intensity activity a week"*⁸.

⁵ Manchester Climate Change Agency (2022). Manchester Climate Change Framework: 2022 Update [Online]. Available at: <u>https://www.manchesterclimate.com/sites/default/files/2022%20Update%20of%20the%20Manchester%20Climate%20Change%20Frame</u> work%20%282020-25%29%20AA.pdf

⁶ Central Office of Public Information and Imperial College London (2022).

⁷ Climate Change Act 2008, Chapter 1, Part 1, 2008 (amended in 2019).

⁸ Department of Health and Social Care (2019). UK Chief Medical Officers' Physical Activity Guidelines [Online]. Available at: <u>https://www.gov.uk/government/publications/physical-activity-guidelines-uk-chief-medical-officers-report</u>



Figure 2.2 below demonstrates that although most adults (63.3%) meet this guidance⁹, a significant minority do not – including a quarter (24.6%) of adults who achieve less than one-fifth of the target.

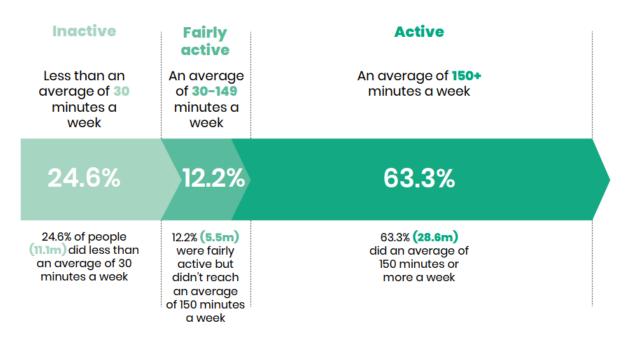


Figure 2.2 – Activity Levels for Adults

2.3.5 This has contributed to poor health in much of the adult population¹⁰:

"In 2021, 26% of adults in England were obese. [This is slightly lower than the 28% reported in 2019, although NHS Digital warns that the 2021 data is not directly comparable to prior years.]

The prevalence of ... diabetes increased with BMI group, from 3% of those who were not overweight nor obese, to 5% of overweight and 11% of obese adults.

The prevalence of longstanding illness was similar for those who were not overweight nor obese (36%) and those who were overweight but not obese (35%). It was higher among those classified as obese (51%)."

2.3.6 The UK Chief Medical Officers⁷ further state:

"If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat."

2.3.7 Poor air quality is the largest environmental risk to public health in the UK¹¹. Road transport contributes to a third of all nitrogen dioxide (NO2) and an eighth of all particulate matter (PM) emissions, which are major components of urban air pollution. The short-term effects of air pollution can include exacerbation

⁹ Sport England (2020). Active Lives Adult Survey: November 2018/19 Report [Online]. Available at: https://www.sportengland.org/research-and-data/data/active-lives?section=access_the_reports

¹⁰ NHS Digital (2022). Health Survey for England, 2021 [Online]. Available at: <u>https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2021</u>

¹¹ Public Health England (2018). Health Matters: Air Pollution [Online]. Available at: <u>https://www.gov.uk/government/publications/health-matters-air-pollution/health-matters-air-pollution</u>



of asthma, and cough, wheezing, and shortness of breath; whereas long-term effects include stroke, lung cancer, respiratory conditions, and cardiovascular diseases.

2.3.8 Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems. Further examples of the impact of travel behaviour on public health is shown in **Figure 2.1** below:

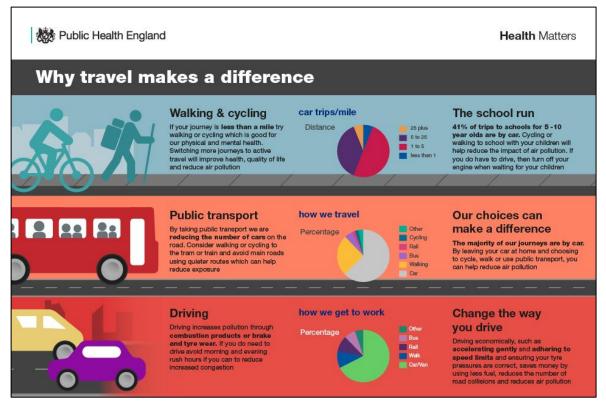


Figure 2.3 – The Impact of Travel Behaviour on Public Health

2.3.9 A major Glasgow University analysis of hundreds of thousands of commuters in the UK revealed significant health benefits of active travel, with those for cycling in particular being "staggering"¹².

Cycling to work was associated with a 41% lower risk of dying overall compared to commuting by car or public transport. ... They also had 46% lower risk of developing heart disease and a 45% lower risk of developing cancer at all. Walking to work was not associated with a lower risk of dying from all causes. Walkers did,

however, have a 27% lower risk of heart disease and a 36% lower risk of dying from it. In addition, those who cycled part of the way to work still saw benefits – this is important as many people live too far from work to cycle the entire distance.

¹² The Conversation (2017). Cycling to work: major new study suggests health benefits are staggering [Online]. Available at: https://theconversation.com/cycling-to-work-major-new-study-suggests-health-benefits-are-staggering-76292



2.4 Financial Benefits

- 2.4.1 Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing active travel rates as physical inactivity has been conservatively calculated to directly cost the NHS up to £1 billion per annum (in 2006-07 prices)¹³, with further indirect costs estimated at £8.2 billion (in 2002 prices)¹⁴.
- 2.4.2 There will be a £5.3 billion health and social care cost of air pollution in England by 2035 if direct action is not taken¹⁵. Whereas, increased walking and cycling in urban areas would lead to savings of roughly £17 billion within 20 years for the NHS (in 2010 prices)¹⁶.
- 2.4.3 Every £1 spent on cycling brings £5.50 of social benefits¹⁷ primarily through improved physical fitness, but also in journey ambience, congestion relief, and other benefits which is higher than the benefits of investment in road and rail projects¹⁸.
- 2.4.4 There is a growing body of evidence to suggest that cycle and pedestrian-friendly streets can boost footfall and retail sales, helping to revive traditional high streets and town centres by creating more pleasant conditions¹⁹. Cycle parking delivers five times higher retail spend than the same area of car parking²⁰. Furthermore, reallocating road space from cars to cycles can boost local economic activity by up to a quarter²¹.
- 2.4.5 Individuals can also benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel. In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), removing the capital and on-going cost of car ownership.
- 2.4.6 Living Streets claims the benefits of walking and exercise for business include²²:

¹⁵ Clean Air Greater Manchester.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/348943/vfm-assessment-of-cycling-grants.pdf

¹⁸ Eddington Transport Study (2006)

¹³ Scarborough, P., Bhatnagar, P., Wickramasinghe, K., Allender, S., Foster, C., Rayner, M. 2011 The economic burden due to diet, physical inactivity, smoking, alcohol and obesity in the UK, Journal of Public Health, 33(4): 527-535.

¹⁴ Department of Culture Media and Sport Strategy Unit, 2002 Game Plan: A strategy for delivery Government's sport and physical activity objectives, London: Cabinet Office.

¹⁶ Jarrett J, Woodcock J, Griffiths UK, Chalabi Z, Edwards P, Roberts I, Haines A (2012). Effect of increasing active travel in urban England and Wales on costs to the National Health Service. Lancet, 379(9832): 2198-2205

¹⁷ Department for Transport (2014). Value for Money Assessment for Cycling Grants [Online]. Available at:

¹⁹ Department for Transport (2020). Cycle Infrastructure Design – Local Transport Note 1/20 [Online]. Available at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/951074/cycle-infrastructure-design-ltn-1-20.pdf

²⁰ Rajé F and Saffrey A (2016). The Value of Cycling [Online]. Phil Jones Associates, Department for Transport, and University of Birmingham. Available at:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/509587/value-of-cycling.pdf ²¹ Aldred R in association with Leigh Day for British Cycling (2014). Benefits of Investing in Cycling [Online]. Available at: https://www.britishcycling.org.uk/zuvvi/media/bc_files/campaigning/BENEFITS_OF_INVESTING_IN_CYCLING_DIGI_FINAL.pdf ²² Living Streets (undated). Walking Works [Online]. Available at: https://www.livingstreets.org.uk/products-and-services/projects/walkingworks

Interim Travel Plan



Boost morale and job satisfaction

Demonstrating that you care about staff health and wellbeing by investing in walking activities will make them feel valued and proud of their workplace.

Improve staff performance

Regular exercise causes an overall work performance boost of about 15%.

Promote physical and mental health

Walking helps prevent diseases such as diabetes, heart disease and depression. Being engaged in meaningful activities at work is an important part of good mental health.

Reduce absenteeism

Walking schemes can reduce the amount of sick days taken by staff, leading to lower absenteeism costs for the business.

Enhance corporate image

Increased walking rates can also help towards ISO 14001 and 2600 targets; reducing the need for cars is better for both the environment and the employees' health.

Return on investment

A highly engaged workforce can improve operating income by 19.2%

2.4.7 An effective TP can help encourage staff and visitors to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

2.5 Social Benefits

2.5.1 The use of active and sustainable modes of transport, including car sharing, can offer social benefits and improved well-being through the interaction with other people²³:

"Engagement with individuals and communities through the travel planning process can support higher levels of walking and cycling, and this in turn can encourage greater social inclusion and community cohesion as well as healthier communities."

2.5.2 Increased cycling can boost the mobility of the poorest by a quarter and promote independence in youth and at older ages¹⁸.

²³ Department for Transport (2009). Good Practice Guidelines: Delivering Travel Plans through the Planning Process



3.0 Existing Situation

3.1 Site Location

- 3.1.1 The project area for The Iron Line is not defined by a specific site boundary, however it covers the Royal RSPB Hodbarrow Nature Reserve and surrounding fringe areas next to Millom and Haverigg.
- 3.1.2 The site generally sits to the south of Millom and east of Haverigg.
- 3.1.3 Figure 3.1 below shows The Iron Line in a local context:



Figure 3.1 – Site Location (Source: Google Earth, 2022)

3.2 Existing Access and Parking Arrangements

3.2.1 **Figure 3.2** illustrates the existing routes around the site and the surrounding Public Right of Way (PROW):





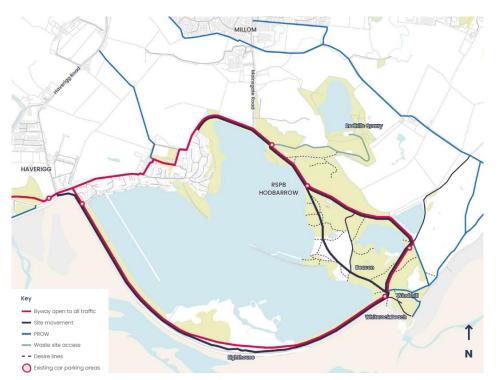


Figure 3.2 – Routes and PROWs to and around The Iron Line (Source: Layer.studio, April 2022)

- 3.2.2 The site is primarily accessible for vehicles from both Millom and Haverigg along Mainsgate Road and The Front respectively.
- 3.2.3 Once vehicles have arrived at the site, there is no formally designated car parking and visitors park in a range of informal places to begin walks or access areas such as the beach. **Figure 3.3** below shows one of the main areas of informal car parking at the intersection of the byway and the road to the Household Recycling Centre (HWRC):



Figure 3.3 – Informal Car Parking Area (Source: Google Street View)

3.2.4 The imagery above shows seven cars, albeit there is space available for more. On site observation in 2022 suggest there is space for circa 12-15 vehicles depending on how efficiently people park.



- 3.2.5 Vehicular access is also permitted to the Redhills Quarry HWRC during the day Thursday Monday. This is accessed via a private road to the south east of Mainsgate Road that is gated when the HWRC is not in use.
- 3.2.6 Vehicles can access the majority of the wider site by utilising the existing Byway Open to All Traffic (BOAT) route through RSPB Hodbarrow and along the sea wall. However, it should be noted that on site observations in 2022 suggested the BOAT was very lightly trafficked.
- 3.2.7 Pedestrians and cyclists can also use the BOAT and in addition to the formal PROW network, footfall has created a wide range of secondary routes and desire lines that cut through the site to reach areas of elevation or bodies of water.
- 3.2.8 Hodbarrow Reserve and the sea wall are relatively flat and there are limited changes in gradient that would impact movement.

3.3 Existing Site Usage

- 3.3.1 As part of the Iron Line project, PLACED has undertaken several engagement events with the local community regarding the proposed development. This included a survey which received 71 mostly local responses.
- 3.3.2 Survey respondents indicated that they were using the site mainly to exercise, watch birds and walk their dogs, although there is variety in uses, others of which included picnics and fishing.
- 3.3.3 The charts below show that over half of respondents visit the Reserve at least once a week, and most travel there by foot, followed by driving and cycling.

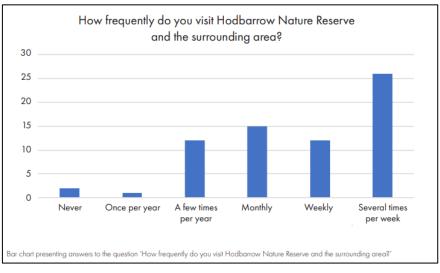


Figure 3.4 – PLACED Survey Frequency of Visits



Interim Travel Plan

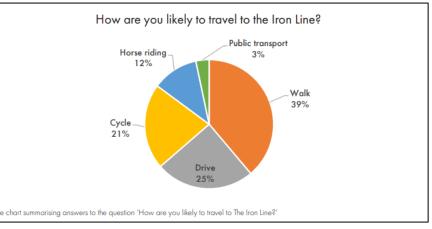


Figure 3.5 – PLACED Mode of Travel

- 3.3.4 Whilst the above survey data is useful, it generally provides insight into the local community and not visitors who travel from further away. It is very likely that travel patterns of people who travelled further would be different to the results presented above.
- 3.3.5 Furthermore, information from RSPB Hodbarrow suggests there are circa 40,000 visitors per annum so a sample of 71 must be treated with some caution.

3.4 Surrounding Highway Network

Mainsgate Road

- 3.4.1 Mainsgate Road extends on a north-south alignment for c. 750m from the priority junction with St George's Road / Lapstone Road / Devonshire Road to the site. The road is c. 5.5m 6.5m wide.
- 3.4.2 Between the main junction and the junction with Bowness Road, there are footways along both sides of the road. Approximately 50m south of Bowness Road the western footway ends, with a footway of up to c. 1.5m-wide continuing south along the eastern side of the road for the rest of its length. The footway ends at the southern end of Mainsgate Road just before the BOAT.
- 3.4.3 The footways are generally flat and well surfaced with intermittent streetlighting. There are relatively few junctions with other roads / paths along Mainsgate Road. Where there are crossings these generally consist of dropped kerbs but no tactile paving, although one crossing does also have tactile paving and some including the junction with St George's Road / Lapstone Road / Devonshire Road have no dropped kerbs or tactile paving.
- 3.4.4 Approximately 140m to the south of Bowness Road, the speed limit changes from 20mph to the north and 30mph to the south.

080874 The Iron Line, Millom Interim Travel Plan



4.0 Development Proposals

4.1 Overview of Proposals

4.1.1 **Figure 4.1** below shows an overview of the key components of the proposed layout of the 58.3-hectare site with the full proposed site layout provided in **Appendix A**. Further information on the proposals can be found in the Design and Access Statement prepared by Layer Studios.



Figure 4.1 – Illustrative Masterplan (Source: Layer.studio, 2023)

- 4.1.2 **Appendix A** also includes drawings of the Mainsgate Road Entrance, Sea Wall Typical Arrangement and Welcome Building (1:500).
- 4.1.3 The Iron Line project aims to create an interesting and inspiring place for all people to visit, at all times of the year. This includes a wide-ranging clientele, from locals who visit on a daily basis through to those who travel longer distances making Hodbarrow the destination for a day visit.
- 4.1.4 The most significant change will be the addition of a Welcome Building at the north-east of the site near the HWRC. The Welcome Building will provide core services and facilities for visitors, including WCs, a changing facility, cafe, retail, educational and/or cultural spaces. It also has the opportunity to provide storage and be a base for volunteering or educational activities.

080874 The Iron Line, Millom Interim Travel Plan



4.1.5 It is envisioned that the accessible Welcome Building will act as a gateway to The Iron Line, perhaps forging the beginning and end of a journey there. **Figure 4.2** below shows the Welcome Building in the context of the surrounding path network, car parks, and waste recycling centre.



Figure 4.2 – Welcome Building and Surrounding Area (Source: Layer.studio, 2023)

- 4.1.6 The new building will be accessed via the existing road that serves the Household Waste Recycling Centre (HWRC) and to minimise conflict of interest between users, the most easterly section of this road will be rerouted (the footpath shown follows the route of the existing road section). In terms of visitor experience, this importantly means that the outlook from the building, towards the reserve is not compromised by passing vehicles.
- 4.1.7 A series of improved gateways will create a more welcoming sense of arrival. Designated car parking will be located on the peripheries of the site to allow pedestrians to walk at ease along The Iron Line and to help keep the majority of the site car free. Wayfinding and information boards will be implemented at strategic locations to help guide users through the site improving footway surfacing as well as the addition of raised boardwalks will help to make the site more accessible.
- 4.1.8 The masterplan proposes to improve the path network so that routes are better defined, solid and level underfoot so that visitors can traverse the site more easily. This will comprise:



- Formalising existing desire lines.
- Creating new routes including boardwalks to minimise impact on ecology.
- Where appropriate, the introduction of fencing to keep visitors "on track" and away from the most sensitive habitats.
- Highlighting of important path nodes
- 4.1.9 It is also proposed that a deck walkway will also be added to the inner sea wall to create a vantage point experience for views across the lagoon and some of the heritage structures located around the site are to be reused and incorporated into the project, including the old windmill.
- 4.1.10 It is expected that the proposed development could be completed in early 2026.

4.2 Proposed Access

Vehicular Access

4.2.1 Visitors arriving by car will approach from Mainsgate Road before turning left onto the BOAT. The main Iron Line gateway is identified at the fork in the road where the existing HWRC gate is located with an aerial plan of this area shown by **Figure 4.3**:



Approaching the Iron Line from Millom

Figure 4.3 – Aerial View of Approach from Millom (Source: Layer.studio, 2023)

Gaps in adjacent vegetation closed to keep pedestrians away from road. Vehicle Gate To be secured when welcome building is closed

Bespoke art and/or signage to announce arrival

Signage

To guide visitors towards welcome building/HWRC

Spaces demarcated. To include pay machine and signage

Gate to Iron Line

Pedestrian crossing

Gateway Feature

Path upgraded

Surface detail and drop kerbs to guide pedestrians to waterside path into reserve.

To mark threshold to byway. Discourages but doesn't prevent vehicles using the BOAT.

- 4.2.2 Most visitors are expected to arrive from Millom.
- 4.2.3 **Figure 4.4** below shows an aerial plan of the approach to The Iron Line from Haverigg:

Interim Travel Plan





Gateway

Bespoke vertical feature visible from a distance to help people navigate from Haverigg. Opportunity for art project and new furniture.

Existing fence retained

Footpath Existing footpath retained

Gateway

Bespoke vertical feature visible from a distance to draw visitors towards Hodbarrow

Threshold detail

Change in surface material to mark transition onto sea wall

Figure 4.4 – Aerial View of Approach from Haverigg (Source: Layer.studio, 2023)

- 4.2.4 To discourage (but not prevent) motorists from using the BOAT and remind drivers it is a pedestrianfirst environment, a vehicle gate will be introduced at either end of RSPB land. This gate will be closed but never locked and easily opened using an equine latch mechanism.
- 4.2.5 The BOAT will remain in its current position, but it will be enhanced to better balance the needs of established user groups. The design principles for the BOAT are:
 - Vehicles permitted but not encouraged;
 - Pedestrians identified as the priority user, followed by cyclists/horse riders and then cars;
 - Uniform width of 3m with passing places (2.5m wide);
 - Signage required to prevent parking in passing places;
 - Natural looking "stone to dust", free draining surface, with steel edgings;
 - Flush, steel edgings as reference to historic railway. Also serves as an opportunity for integrated art; and
 - Leftover land will be given over to ecology.
- 4.2.6 **Figure 4.5** below shows the proposed cross section of the BOAT:

080874 The Iron Line, Millom Interim Travel Plan





Figure 4.5 – Aerial View of BOAT (Source: Layer.studio, 2023)

- 4.2.7 The alignment of the existing access road to the HWRC (and Welcome Building) will be adjusted slightly. To combat the potential conflict of interest between commercial vehicles and an increased quantity of private cars, the road will be enhanced to include passing places.
- 4.2.8 This road is unadopted with the land being owned Cumberland Council and the HWRC operator (Renewi) having a right of access. The proposed development would not compromise the operation of the HWRC.

Pedestrian and Cycle Access

- 4.2.9 It is anticipated that some people will arrive on foot from Mainsgate Road and therefore signposting for this user group at the site gateway is equally important. Pedestrians will be guided onto the byway and along a new footpath link to the Welcome Building. This will be a scenic, car free route that formalises an existing desire line.
- 4.2.10 For those wishing to stay on the byway, the sense of arrival will be enhanced by a new cluster of furniture and signage, which will connect with a viewing point over the lagoon. This feature will be located to avoid sensitive flora which has been identified by ecological surveys.
- 4.2.11 Cyclists would be able to enter the site in a similar manner to other vehicles and pedestrians. While visitors will be able to travel around the site by cycle, cycle parking will also be provided at the Welcome Building and hides should they wish to continue their visit on foot or park temporarily.

4.3 Proposed Parking

Proposed Car Parking

- 4.3.1 Formal car parking areas will be provided near the Mainsgate Road access from Millom and by the Welcome Building, as shown in **Appendix A**.
- 4.3.2 There will be 17 marked car parking spaces in the car park near the access from Mainsgate Road. This is at the location currently used for informal car parking.



- 4.3.3 There will be two car parks near the Welcome Building; the one adjacent to the building will have 23 spaces, including 6 EV charging spaces and 5 disabled bays, while the other car park at an approximately 250m 300m walking distance along the new footpath from the building will have 36 spaces.
- 4.3.4 This totals 76 marked car parking spaces across The Iron Line, including 6 EV charging spaces and 5 disabled bays. There will be payment machines located in each of the three car parks.
- 4.3.5 The accompanying Transport Assessment determines the car parking to be sufficient.

Proposed Cycle Parking

- 4.3.6 There will be the following cycle parking provision at The Iron Line:
 - 3 Sheffield stands at Hodbarrow car park;
 - 5 Sheffield stands in Welcome Building;
 - 4 Sheffield stands at Whiterock junction;
 - 4 Sheffield stands at Haverigg Lighthouse;
 - 4 Sheffield stands at the Quarry Hides; and
 - 2 Sheffield stands at the Annie Lowther Hide.
- 4.3.7 This totals 22 Sheffield stands providing 44 cycle parking spaces.
- 4.3.1 The accompanying Transport Assessment determines the cycle parking to be sufficient.



5.0 Accessibility by Sustainable Modes of Travel

5.1 Introduction

- 5.1.1 A key element of national and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.
- 5.1.2 Walking, cycling, and public transport should be prioritised over car use, according to the National Design Guide (Department for Levelling Up, Housing and Community (DLUHC), 2021).
- 5.1.3 The accessibility of the proposed development is considered in this context for the following modes of travel:
 - Pedestrian Accessibility;
 - Cycle Accessibility; and
 - Public Transport Accessibility.

5.2 Pedestrian Accessibility

5.2.1 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled *'Providing for Journeys on Foot'* (2000) suggests walking distances which are relevant to this planning application. These are reproduced in **Table 5.1**:

CIHT Category	Town Centres (m)	Commuting/School/ Sightseeing (m)	Elsewhere (m)	
Desirable	200	500	400	
Acceptable	400	1,000	800	
Preferred Maximum	800	2,000	1,200	

 Table 5.1 – CIHT Recommended Walking Distances

- 5.2.2 The Department for Transport's National Travel Survey (from Tables NTS0308a and NTS0601) shows that walking is the most frequent mode used for short trips: 80% of all trips and 74% of walking trips were under 1 mile (1.6km) in 2019 with the 1.6km distance broadly comparable with the CIHT's 2.0km 'Preferred Maximum'. The average distance for walking trips was 1.5km and 96% of walking trips were under 2 miles (3.2km) in 2019. This indicates that walking is the natural first choice for most local trips.
- 5.2.3 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. **Plan 080874-CUR-XX-XX-G-TP-06003** shows distances of 500m, 1,000m and 2,000m which are termed 'Desirable', 'Acceptable' and the 'Preferred Maximum' by the CIHT for sightseeing trips; which are considered a good approximation for trips associated with the development.



- 5.2.4 The average pedestrian travels at approximately 80m per minute, based on walking distances and times in the CIHT document 'Planning for Walking' (2015), so they could travel 500m, 1,000m and 2,000m in approximately 6 minutes, 12.5 minutes, and 25 minutes, respectively.
- 5.2.5 Within the 2km walking catchment from the proposed Welcome Building, visitors can reach Millom town centre, including residential areas and the train station, the edge of Haverigg, and walk around much of the BOAT.
- 5.2.6 Overall, the site is considered accessible by foot.

5.3 Cycle Accessibility

- 5.3.1 Cycling is a cheap, efficient, and healthy way to travel. Cycling also provides a predictable arrival time which, depending on location, can be quicker than driving or using public transport, and is subject to fewer delays.
- 5.3.2 In order to assist in assessing the accessibility of the site by cycle, Plan 080874-CUR-XX-XX-G-TP-06004 presents 5.5km and 8km cycle catchments for the site, along with the National Cycle Network Routes available within these ranges.
- 5.3.3 The average cycling trip length in England was 3.29 miles / 5.30km in 2019, which is rounded to a 5.5km catchment (see National Travel Survey dataset NTS9910).
- 5.3.4 The maximum acceptable cycling distance for most people is considered to be 8km (5 miles), based on the National Travel Survey statistics which demonstrates that 82% and 78% of cycling trips were under 5 miles (8km) in 2019 and 2021. The National Model Design Code Part 2 (DLUHC, 2021) also references this distance, expressing *"the aim that walking and cycling should be the first choice for short local journeys, particularly those of 5 miles or less."* Even in the Netherlands, which has the highest cycling levels in Europe, 88% of cycling trips were 7.4km or less in 2019.
- 5.3.5 The average cyclist travels at approximately 12mph, according to CD195 of the Design Manual for Roads and Bridges, so they could travel 5 miles in approximately 25 minutes.
- 5.3.6 The 5.5km catchment encompasses The Iron Line, Millom, Haverigg and some further settlements including Kirksanton and The Hill, while the 8km catchment extends to further small settlements.
- 5.3.7 Furthermore, the development will provide secure cycle parking spaces to encourage cycling.
- 5.3.8 It is considered that cycling is a realistic mode of travel to, form and around the site.

5.4 Public Transport Accessibility

5.4.1 **Plan 080874-CUR-XX-XX-G-TP-06005** demonstrates the areas accessible via public transport within 20, 40 and 60 minutes of the site. The accessible locations include:



- 20 minutes Millom;
- 40 minutes Silecroft, Green Road, Bootle, Foxfield; and
- 60 minutes Seelafield, Seascale, Drigg, Ravenglass, Kirkby-in-Furness, Askam, Barrow-in-Furness.
- 5.4.2 The National Model Design Code Part 2 (DLUHC, 2021) states: "Generally, people are prepared to walk further to a railway station or tram stop (10 minutes) [800m walking distance] than to a bus stop (5 minutes) [400m walking distance]." These distances are also cited in the CIHT document 'Planning for Walking' (2015). This equates to a walking speed of 80m per minute (1.34m/s) equivalent to the average walking speed of 79m per minute (1.31m/s) in 2019 that can be calculated from the National Travel Survey statistics (Table NTS0303).
- 5.4.3 Millom railway station is located at a c. 1,300m walking distance from the southern end of Mainsgate Road and c. 1,800m from the proposed Welcome Building. The station has a car park and 10 cycle parking spaces.
- 5.4.4 A summary of rail services from the rail station for the winter 2022 timetable is outlined in **Table 5.2**:

Service	Peak Service Frequency		
Service	Mon – Sat	Sun	
Carlisle to Preston and Manchester via Cumbrian Coast			
(some services terminate / start at Barrow in Furness, not Manchester)	Hourly	Hourly	

 Table 5.2 – Summary of Rail Services calling at Millom

5.4.5 It is noted that the provision of rail services will change over time in response to current circumstances. The rail frequencies are accurate at the time of writing, whereas up-to-date rail times can be found on northern's website: <u>https://www.northernrailway.co.uk/travel/timetables</u>.

5.5 Summary

5.5.1 It should be remembered that the site is set in a rural location, and the expectation of levels of accessibility should reflect this. As paragraph 85 under the section "Supporting a Prosperous Rural Economy" of the National Planning Policy Framework (NPPF) (2021) states:

"Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport)."



5.5.2 Overall and considering this, the site can be seen to be accessible by multiple modes of sustainable transport such as walking, cycling and public transport, especially through multi-modal trips. The surrounding area especially exhibits good levels of pedestrian infrastructure and train connection.



6.0 Travel Plan Initiatives

6.1 Introduction, Aim and Objectives

- 6.1.1 Taking into account the location of the proposed development and the accessibility of the site via walking, cycling and public transport, a series of measures and initiatives have been developed to encourage active and sustainable travel and reduce single occupancy car travel to and from the site.
- 6.1.2 This section of the ITP sets out the initiatives that could be implemented in a full Travel Plan at the site. The initiatives below are in line with the aims, objectives and benefits set out in Section 2 of this document.
- 6.1.3 Considering the benefits in **Section 2** and the end users, this ITP aims to minimise the number of car trips generated by the development and encourage staff and visitors to use sustainable modes of transport.
- 6.1.4 The aims of this ITP will be supported with the following objectives, all within an overarching aim to reduce car trips to and from the site:
 - Objective 1 To increase the level of walking to and from the site;
 - Objective 2 To increase the level of cycling to and from the site;
 - Objective 3 To increase the level of public transport use to and from the site;
 - **Objective 4** To encourage car sharing and shared transport to reduce single occupancy car travel to and from the Site; and
 - **Objective 5** To encourage uptake of Ultra Low and Zero Emission vehicles to reduce the carbon impact of travel.

6.2 Appointment of Travel Plan Coordinator (TPC)

- 6.2.1 At least one month before first occupation of the proposed development, a Travel Plan Coordinator (TPC) will be appointed. The duty of the TPC will be to take responsibility for ensuring that the various elements of the Plan are monitored and operate effectively to offer a genuine choice of travel modes.
- 6.2.2 Additional responsibilities of a TPC are further detailed in **Section 8** of this report.

6.3 **Production of Welcome Packs**

- 6.3.1 Welcome Packs can be important in influencing travel patterns and therefore it is envisaged that welcome Packs will be supplied to all staff at the development in the early stages of operation. The contents of the Welcome Packs will include:
 - Introduction to the Travel Plan concept detailing the aims, objectives and aspirations;



- The health and environmental benefits of travelling by walking, cycling, and public transport;
- Details of train services, including ticketing options, timetables, and routes;
- Details of the Travel Plan Co-ordinator (TPC).
- 6.3.2 The information contained with the Welcome Packs would be periodically updated by the TPC. The information above could also be emailed to staff, or on notice boards to be placed in the Welcome Building.

6.4 Measures to Encourage Walking

- 6.4.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual.
- 6.4.2 It has been demonstrated throughout **Section 5** of this ITP that there is an existing good level of pedestrian infrastructure in the surrounding area.
- 6.4.3 The following measures will be provided in order to encourage staff and visitors to walk:
 - Raise awareness of the health benefits of walking;
 - Promotions within the site on national events such as "National Walking Month";
 - Clear signing of pedestrian routes within and adjacent to the site;
 - Providing new pedestrian signage from the site to the main destinations;
 - Adequate lighting, landscaping, and shelter to create pleasant pedestrian waiting areas; and
 - Regularly review and update information (if necessary) provided within the Welcome Packs / notice boards, such as:
 - o Local pedestrian routes, including public footpaths and walking times to key destinations; and
 - The <u>www.plotaroute.com</u> website for journey planning on foot.

6.5 Measures to Encourage Cycling

- 6.5.1 It has been demonstrated throughout **Section 5** of this ITP that there is an existing good level of cycle infrastructure in the surrounding area.
- 6.5.2 There will also be cycle parking provided as part of the development proposals. The provision of sufficient cycle parking of suitable quality has a key synergy with the successful implementation of travel plans.
- 6.5.3 To encourage staff and visitors to cycle, the following measures will be provided:
 - Raise awareness of the health benefits of cycling;
 - Register staff to the cycle to work scheme, which can save employees up to 42% on a new cycle and safety accessories;



- Interim Travel Plan
 - Ensure that there is sufficient cycling infrastructure and facilities on-site, such as:
 - Provision of signage in and around the site;
 - \circ $\;$ Engage with the Council to ensure appropriate standards of cycleways adjacent to the Site;
 - o Sufficient security at proposed cycle parking facilities;
 - \circ Changing room facilities to be provided in the Welcome Building; and
 - Provide an on-site cycle repair stand;
 - Regularly review and update information (if necessary) provided within the Welcome Packs/ Travel Page / notice boards, such as:
 - Local cycle network routes;
 - Cycle information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk;
 - Details of local cycle shops; and
 - Marketing campaigns such as "National Bike Week".
- 6.5.4 Additional measures such as encouraging a "cycle buddy" scheme via a Bicycle User Group (BUG), making a 'bike doctor' available at BUG meetings to check bicycles and ensure they are road worthy (any recommended repairs will be identified but it will be the responsibility of the individual to fund the repairs), and having the TPC negotiate discounts with local cycle retailers could also be considered.

6.6 Measures to Encourage Public Transport

- 6.6.1 The following measures will be provided in order to encourage staff and visitors to travel by public transport:
 - Implement a staff business policy of using public transport for travel in the course of work wherever feasible.
 - Regularly review and update information (if necessary) provided within the Welcome Packs/ Travel Page / notice boards, such as:
 - o Details of Traveline's online journey planning resources: <u>https://www.traveline.info/;</u>
 - o Advertise any promotions/discounts offered by Northern; and
 - Links to up-to-date rail details including timetables / route maps.

6.7 Measures to Encourage Car Sharing

- 6.7.1 Car sharing is an effective way of reducing single occupancy car trips if a number of people travel to the same location each day. This could be simply encouraged on an informal basis.
- 6.7.2 To aid the coordination of car sharing, it is suggested that staff who are willing to car share should submit their name to the Travel Plan Coordinator (TPC). People could then be matched with those undertaking similar journeys on a more informal basis through informal events such as 'car share coffee



mornings'. Staff will also be encouraged to separately discuss with colleagues and peers the option to car share to and from the site, with common needs, timetables, or destinations.

- 6.7.3 It is envisaged that this would need to be regularly maintained / revised.
- 6.7.4 Alternatively, <u>www.liftshare.com/uk</u> is a public website where prospective car sharers can search for matches on their own by filtering via location and time of departure etc. It is considered that car sharing would be an attractive facility for staff who do not own a car but require occasional use.
- 6.7.5 The TPC will also raise awareness of car ownership costs and highlight the social and economic benefits of car sharing.

6.8 Measures to Encourage Ultra-Low and Zero Emission Vehicles

- 6.8.1 Ultra-Low (ULEV) and Zero Emission Vehicles (ZEV) contribute substantially to reduce the carbon footprint of private transportation. Analysis by Carbon Brief demonstrates that the lifecycle greenhouse gas emissions of a US-made Tesla Model 3 and Nissan Leaf the first and fifth best-selling ULEVs in the UK were about three times lower than for the average new conventional car in the UK in 2019. The decarbonisation of electricity generation will further lower the emissions of EVs.
- 6.8.2 Ownership of ULEVs and ZEVs is rapidly increasing 14% of all new car registrations in 2021 were ULEVs, up from 8% in 2020, and 9% were ZEVs (a subset of ULEVs)²⁴. The Office for Budget Responsibility has forecasted that the share of EVs in new car sales will reach 59% in 2026-27, although they note sales thus far have consistently exceeded projections²⁵. Therefore, there is an urgent need to rapidly increase provision of electric vehicle chargers (EVC).
- 6.8.3 To support the wider aims of the Council, the Proposed Development includes a 7% Electric Vehicle Charge (EVC) provision (6 spaces), with active charge points installed, upon occupation of the development.
- 6.8.4 Demand for EVC will be monitored as part of the FTP with additional charge points installed, as necessary, to meet demand.
- 6.8.5 Further to this, the TPC will promote the benefits of purchasing electric vehicles: the cost per mile of running an electric car is generally half that of a similar diesel vehicle while electric cars are more reliable which can save users up to a quarter on maintenance costs²⁶ and most EVs are zero-rated for Vehicle Excise Duty.

²⁴ Department for Transport and Driver and Vehicle Licensing Agency (2022). Vehicle Licensing Statistics: 2021 [Online]. Available at: https://www.gov.uk/government/statistics/vehicle-licensing-statistics-2021

²⁵ Office for Budget Responsibility (2022). What does faster take-up of electric cars mean for tax receipts? [Online] Available at: <u>https://obr.uk/box/what-does-faster-take-up-of-electric-cars-mean-for-tax-receipts/</u>

²⁶ Transport for Greater Manchester (undated). Is EV for me? Cars [Online]. Available at: https://electrictravel.tfgm.com/is-ev-for-me-cars/



7.0 Targets

7.1 Introduction

7.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section sets out the strategy for the Travel Plan targets and provides an overview of the data that should be collected as part of future travel surveys to inform the full Travel Plan once developed.

7.2 Data Collection and Analysis

- 7.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys of future staff and visitors. Therefore, it is not appropriate to provide a definitive set of targets at this stage.
- 7.2.2 In order to understand travel habits, a representative sample survey will be undertaken within 3 months of first occupancy, usually as a discharge of planning condition. Recipients will be encouraged to participate, and the surveys would extract the following key information:
 - Place(s) of residence;
 - Usual mode of travel and reason for modal choice;
 - Attractiveness of various active and sustainable modes;
 - Any barriers to walking, cycling and public transport; and
 - Initiatives that would encourage staff and visitors to travel more sustainably.
- 7.2.3 This information will enable analysis to be undertaken to establish final targets. It will also provide information on reasons for that modal split and identify any measures that may encourage a modal shift.
- 7.2.4 Staff and visitors would be sent a link to an online survey in the early stages of operation and can click on it to be directed to an internet-based survey.
- 7.2.5 Visitors could be notified of the survey through signage with QR codes, particularly within the Welcome Building, and paper copies will be available in the Welcome Building.
- 7.2.6 Paper surveys will also made available across communal areas of the site. These results can be manually transferred to the SurveyMonkey computer database for analysis alongside the electronic surveys.
- 7.2.7 The information obtained will be used to undertake modal split analysis, whereby an answer rate of 60% of staff and at least 200 visitors could be considered a sufficient representation. The local / non local split of visitors will be reviewed against those provided below for the Yorkshire Dales National Park and the modal split adjusted if necessary. Staff and visitors would then be surveyed annually from the



initial survey to review progress against current and targeted modal splits, as well as means of testing the effectiveness of new measures where appropriate.

7.3 SMART Targets

- 7.3.1 All performance indicator targets and potential modal split targets are considered to be suitable interim measures before travel surveys are undertaken.
- 7.3.2 At this point, official targets will be set through consultation with the Council. The official targets will be SMART (Site-specific – Measurable – Achievable – Realistic – Timed).
- 7.3.3 Once the travel surveys have been undertaken, it is possible to monitor modal splits so that Travel Plan initiatives can be tailored to increase uptake of certain modes of travel. Modal split targets are set for a reduction in private car use offset by an increase in sustainable modes.
- 7.3.4 The following phrases have been used to give a general indication of timescales for the '**SMART**' targets following the adoption of the Travel Plan:
 - Short-Term Target within one year;
 - Medium-Term Target for between 1 3 years; and
 - Long-Term Target more than 3 years.
- 7.3.1 As outlined in **Section 3.3**, PLACED has undertaken several engagement events with the local community regarding the proposed development, including surveying how respondents are likely to travel to the Iron Line. It has been assumed that this is relatively representative of local visitors noting the low response rate relative to annual visitor numbers whereas all non-local visitors are expected to travel by car.
- 7.3.2 The Yorkshire Dales National Park Visitor Survey 2017 found that 37% of visitors were from Yorkshire and the Humber and the remaining 63% of visitors do not live locally; it is assumed that there would be a similar split for The Iron Line.
- 7.3.3 The local, non-local and adjusted modal split for the Iron Line, Millom are provided in **Table 7.1** below, along with the modal splits for the Peak District and Yorkshire Dales National Parks for comparison.

		Iron Line, Millom				
Travel Mode	Percent of (Local) Survey Respondents	Percent of Non-Local Visitors	Adjusted Percentage	Peak District*	Yorkshire Dales**	
Walk	39%	0%	14%	8%	4%	
Drive	25%	100%	72%	83%	87%	
Cycle	21%	0%	8%	3%	1%	

080874 The Iron Line, Millom



Interim Travel Plan

		Iron Line, Millom				
Travel Mode	Percent of (Local) Survey Respondents	Percent of Non-Local Visitors	Adjusted Percentage	Peak District*	Yorkshire Dales**	
Horse Riding	12%	0%	4%	_	0%	
Public Transport	3%	0%	1%	4%	F 0/	
Coach	_	-	-	1%	5%	
Motorbike	_	-	-	-	3%	
Total	100%	100%	100%	100%	100%	
Proportion of All Visitors	37%	63%	_	-	-	

 Table 7.1 – Modal Splits for The Iron Line (Local), Peak District, and Yorkshire Dales

 *From: https://reports.peakdistrict.gov.uk/sotpr/docs/adventure-&-exploration/transport-trends.html

 **From: Yorkshire Dales National Park Visitor Survey: 2017

7.3.4 To provide an indication of potential targets, an example is provided in **Table 7.2** below:

Example of Potential Modal Shift Targets						
Travel Mode	Existing (2011 Census)	Short Term	Medium Term	Long Term	Total Target	
Car Driver	700/	-2%	-4%	-4%	-10%	
Car Share	- 72% -	+1%	+1%	+1%	+3%	
Public Transport	1%	+1%	+1%	+1%	+3%	
Cycle	8%	-	+1%	+1%	+2%	
Foot	14%	-	+1%	+1%	+2%	
Other	4%	-	-	-	-	

 Table 7.2 – Example of Potential Targets

- 7.3.5 The example modal split targets above aim for a 10% reduction in single occupancy car trips, whilst aiming for a 10% increase in trips by more sustainable modes such as public transport, walking and cycling.
- 7.3.6 The targets are considered to be realistic when considering the Travel Plan Initiatives as detailed throughout **Section 6** of this TP.
- 7.3.7 However, the above targets are indicative only, and final targets will be decided following the receipt of the travel surveys, which be arranged within 3 months of first occupancy or when 50% occupancy has been reached, whichever is sooner.



8.0 Monitoring and Review

8.1 Introduction

- 8.1.1 This section of the report sets out the proposed management arrangements associated with the ITP.
- 8.1.2 DfT Good Practice Guidelines outlines six key messages regarding implementation and management, as follows:
 - "Travel plans are living documents that need to be updated in the light of experience and sustained throughout the life of a development.
 - At all times a named individual needs to be responsible for leading the delivery of the travel plan.
 - The developer/occupier should take the lead in respect of delivering the site-specific elements of the travel plan.
 - Local authorities need to establish robust databases of all travel plans in their areas.
 - Post-implementation management arrangements must be identified and included in the travel plan.
 - Transport Management Associations may be an appropriate mechanism for assisting with the implementation and on-going management of travel plans within a wider area."

Source: Good Practice Guidelines: Delivering Travel Plans though the Planning Process. DfT, 2009.

8.1.3 It is clear from the above that a TP document should be considered as merely the starting point of the process. The implementation of a TP is an on-going requirement and will require support and leadership in achieving its objectives.

8.2 **Responsibility and Management**

- 8.2.1 Overall responsibility for the TP will lie with the RSPB and Council or any future owner of the buildings if transacted prior to completion. Following full operation, the ITP will need to be updated to a full Travel Plan. This will involve the distribution of travel surveys.
- 8.2.2 The survey information will enable analysis to be undertaken to establish final targets. It will also provide information on the reasons for modal splits and identify measures that may encourage a modal shift.
- 8.2.3 At this point, the day-to-day responsibility will shift from the occupier to the appropriately appointed TPC.
- 8.2.4 Notwithstanding, adequate consultation and support from the scheme developer / management is required to ensure the smooth implementation of the TP. A number of measures to be undertaken comprise:



- Active management of the car parking supply;
- A commitment to actively pursue any future partnerships with bus operators;
- Provision of security for walkways to and from the site and between the main residential areas and the development, including CCTV monitoring where appropriate;
- Maintenance of cycling and walking facilities, lighting and any CCTV installations in collaboration with the Highways and Planning Authorities;
- Support for a TPC in ways including, but not limited to, funding to enable them to fulfil their duties and deliver the TP as intended; and
- A commitment to actively promoting car-sharing and sustainable transport options at the site.

8.3 Travel Plan Coordinator (TPC)

- 8.3.1 The TPC will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:
 - Leading on the delivery of the TP;
 - Representing the human face of the TP and explaining its purpose and opportunities on offer;
 - Implementing and promoting sustainable travel initiatives to ensure a coordinated approach across the site as a whole;
 - Promoting individual measures/initiatives in the TP and instigate a marketing campaign upon first occupancy of the site;
 - Liaising with public transport operators and represent the operator at relevant forums;
 - Monitoring the TP and identifying trends in relation to the targets and reporting the findings to relevant parties (i.e. the Council); and
 - Taking a key role in reviewing the TP according to the achievement of the modal shift targets specified therein.
- 8.3.2 A TPC will be nominated in due course, at least one month before operation. The TPC will remain inpost for the duration of the monitoring period.

8.4 Monitoring and Evaluation

- 8.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets and would be the responsibility of the appointed TPC. Apart from receiving regular updates from staff and visitors and liaising with the Council on transport-related matters, the main monitoring process will involve travel surveys as described in **Section 7** above.
- 8.4.2 The results of each survey would be used to review progress against target modal splits, where the TPC will be required to calculate the percentage share of all travel modes to and from the site. Where targets are not met, remedial actions will be proposed, agreed, and then monitored for effect.

080874 The Iron Line, Millom Interim Travel Plan



- 8.4.3 Monitoring reports will be provided to officers at the Council annually following the receipt of the first surveys, within 3 months of each travel survey phase. The reports would include a comparison of achievements against targets and remedial proposals for improvement where required. It would also include a summary of changes to any personnel, any new or changed partnerships and outline plans and proposals for the coming year. In addition, survey results would be circulated to all staff upon the completion of surveys.
- 8.4.4 It is recommended that a follow up meeting be held with the Council to review the results of the monitoring survey and discuss any remedial measures required. The meeting should be arranged and chaired by the TPC.
- 8.4.5 Monitoring will be carried out for a period of at least five years from the date of the baseline travel surveys (or until a date to be agreed with the Council) to ensure that the TP reflects current opportunities and local circumstances. The five-year monitoring schedule will include six surveys: the initial monitoring survey and five follow-up surveys.



9.0 Action Plan

9.1 Introduction

9.1.1 **Table 10.1** below summarises the key actions from the document by providing an Action Plan for the Travel Plan process:

Action	Target Date	Responsibility
Appoint TPC	One month before first occupation	RSPB / the Council or any future owner of the site if transacted prior to completion
Produce Welcome Pack	Upon occupation of the development	ТРС
Implement TP Initiatives	During occupation of the development	ТРС
Undertake Initial Travel Surveys	Within three months of first occupation	TPC
Decide Targets	Within one month of undertaking the initial surveys	TPC in conjunction with the Council
Update ITP to a full Travel Plan	Within two months of agreeing modal splits with the Council	ТРС
Distribute Travel Survey Results to the Council	Within three months of each travel survey phase	ТРС
Carry Out Annual Travel Surveys and Other Monitoring Exercises	Annually for at least five years from the date of the baseline travel surveys (or until a date to be agreed with the Council)	ТРС

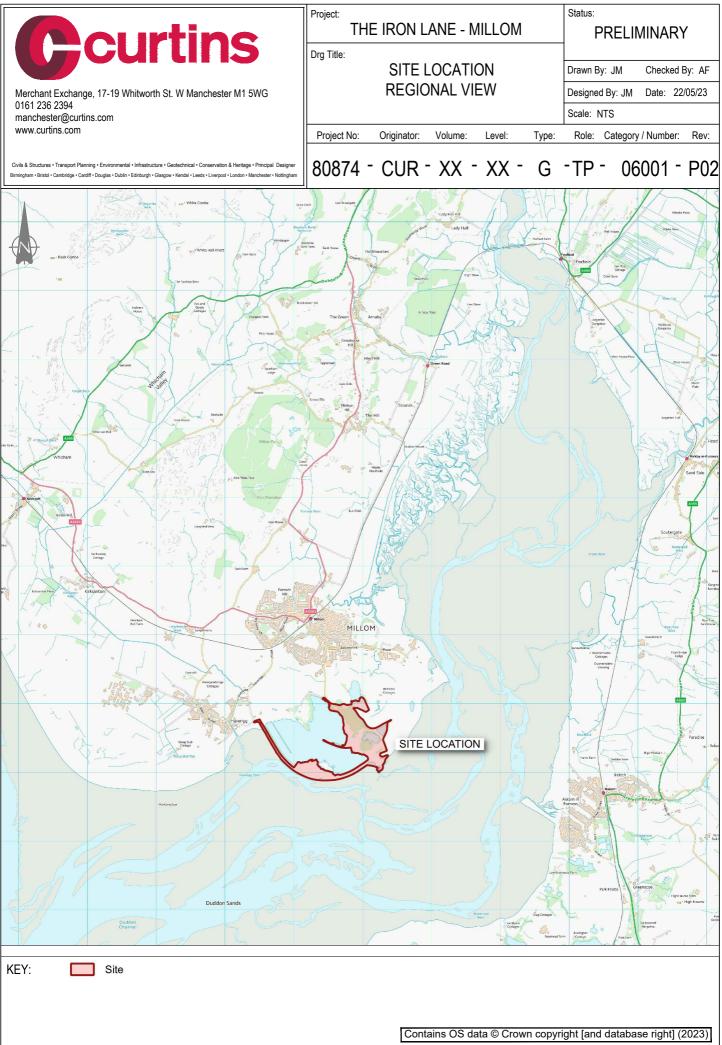
Table 9.1 – Action Plan

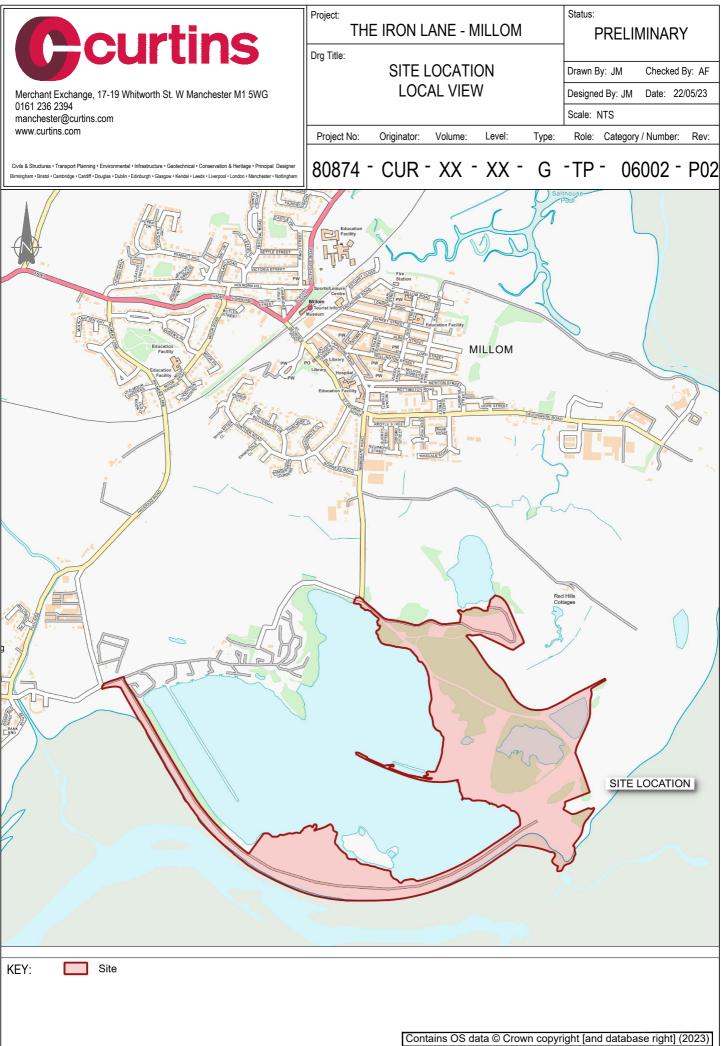
- 9.1.2 As a TP is a living document which should be adapted and updated as and when required, the TPC should aim to progress these actions within the allocated timeframe, with support as required from the scheme developer / management.
- 9.1.3 Progress against measures can be directly recorded into a working version of an Action Plan, which could be updated on an annual basis as part of the monitoring and review process.

080874 The Iron Line, Millom Interim Travel Plan

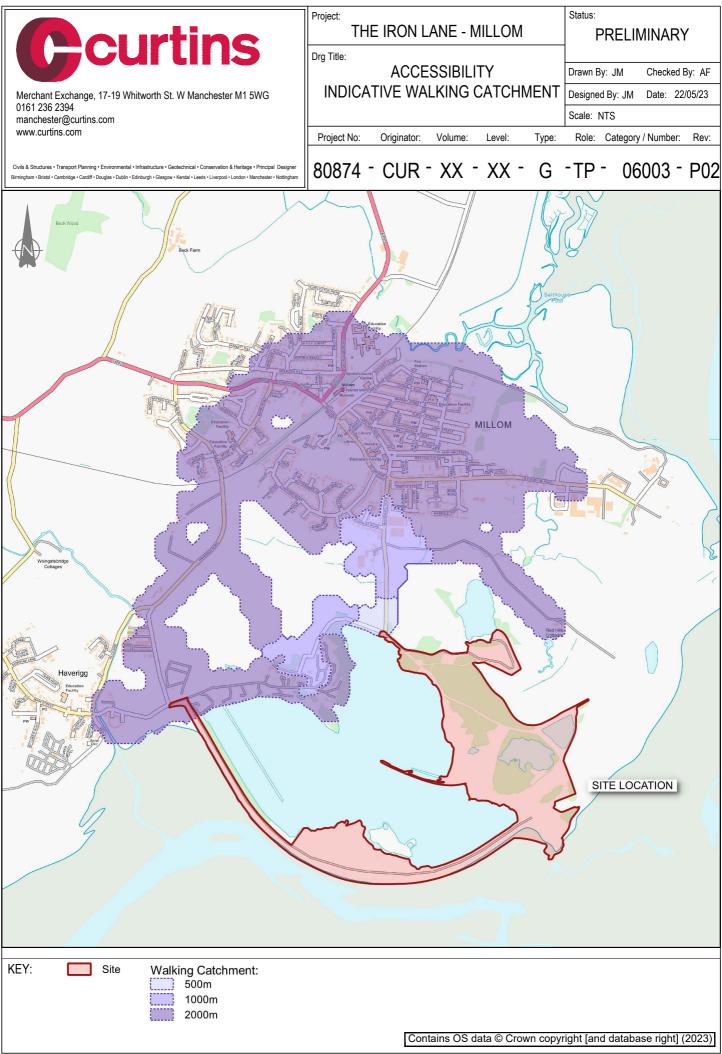


Plans



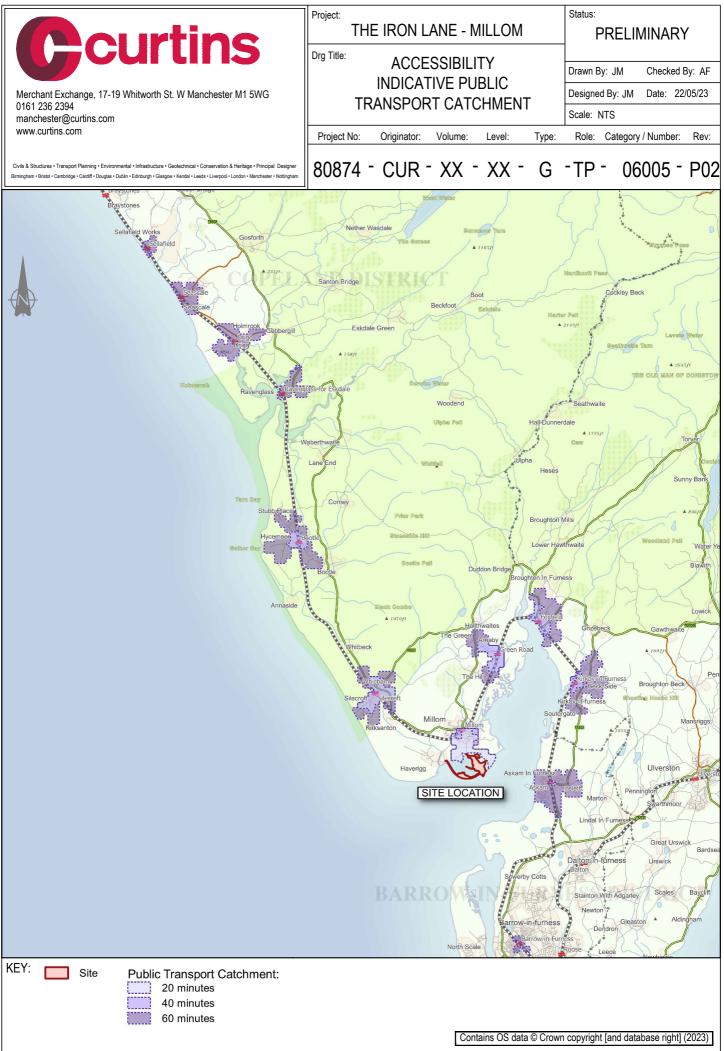


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080874 The Iron Line, Millom Interim Travel Plan



Appendix A – Proposed Layout, including Site Masterplan, Mainsgate Road Entrance, Sea Wall Typical Arrangement, and Welcome Building (1:500)









7	8	1
F8.1 - SINGLE LEAF GATE Location: To RSPB BOAT boundary Material: Subject to future detail F9.0 - FEATURE FENCE Location: To NJT pond & Mainsgate Road entrance Material: Timber F10.0 - FEATURE ARTWORK Location: Site wide Refer to Design & Access Statement Chapter 7 F11.0 - CAR PARK PAY MACHINE Location: To car parks Material: - F12.0 - LOW MARKER POST Location: To new sea wall habitat creation Material: Timber	NOTES: 1. DO NOT SCALE FROM THIS DRAWING. ALWAYS WORK TO NOTED DIMENSIONS. 2. ALL SETTING OUT, LEVELS AND DIMENSIONS TO BE CHECKED ON SITE PRIOR TO THE INSTALLATION OF MATERIALS AND ANY DISCREPANCIES ARE TO BE BROUGHT TO THE ATTENTION OF THE CONTRACT ADMINISTRATOR IMMEDIATELY. 3. THIS DRAWING MUST BE READ WITH THE RELEVANT SPECIFICATION DOCUMENTS AND DETAIL DRAWINGS. ANY DISCREPANCIES MUST BROUGHT TO THE ATTENTION OF THE CONTRACT ADMINISTRATOR IMMEDIATELY. 4. THIS DRAWING IS COPYRIGHT PROTECTED AND MAY NOT BE REPRODUCED IN WHOLE OR PART WITHOUT WRITTEN AUTHORITY. 5. ALL DIMENSIONS ARE IN MILLIMETRES UNLESS OTHERWISE STATED. THIS DRAWING WAS PLOTTED ON: 16/05/2023 REVISION HISTORY DATE REV ZONE DESCRIPTION CHK 31/03/23 CHK 1 OTAGE for information MDM	A
 F13.0 - FEATURE MARKER POST Location: Site wide Material: Corten F14.0 - FEATURE CONC BENCH w/ TIMBER TOP Location: To welcome building / beacon / windmill Material: Concrete / Timber F14.1 - FEATURE CONC BENCH Location: To Haverigg Lighthouse Material: Concrete F15.0 - CYCLE PARKING Location: To Haverigg Lighthouse Material: Concrete F16.0 - TIMBER LOGS Location: To car parking spaces Material: Concrete F17.0 - EV CHARGING LOCATIONS Location: To welcome building car park Material: - 	KEY GENERAL INFORMATION APPLICATION BOUNDARY APPLICATION BOUNDARY HARDWORKS S1.0 S1.0 - SELF BINDING GRAVEL WITHOUT EDGINGS EXCEPT ON STEEP GRADIENTS (P) Location: To primary pedestrian routes Dims: 1.5m wide S2.0 S2.0 - SELF BINDING GRAVEL WITHOUT FORMAL EDGINGS (V) Location: To B.O.A.T. Dims: 3m wide w/ passing places S3.0 TIMBER BOARDWALK (P) Location: To scrub raised walkway	В
	 Dims: 18m wide w/ low upstand S4.0 S5.0 S5.0	C
	ORIGINATOR Vi layer.studio T 01625 523 157 E manchester or newcastle@layer.studio Styal MANCHESTER Finitab One Hollin Lane Styal NEWCASTLE Finitab One Hollin Lane Styal	E
	SK9 4JH NE3 1DH Client Cumberland Council Project The Iron Line Millom, Cumbria Drawing Title GA Welcome Building 1:500 Created By Checked By Scale Sheet Size MDM CL 1:500 A1 Project Number Originator Volume Level File Type Discipline Number 289 LYR XX - ZZ - DWG - L - 1202 Work Stage Status Revision Planning Draft 2	F

Our Locations

Birmingham 2 The Wharf Bridge Street Birmingham B1 2JS T. 0121 643 4694 birmingham@curtins.com

Bristol Quayside 40-58 Hotwell Road Bristol BS8 4UQ T. 0117 302 7560 bristol@curtins.com

Cambridge 50 Cambridge Place Cambridge CB2 1NS T. 01223 631 799 cambridge@curtins.com

Cardiff 3 Cwrt-y-Parc Earlswood Road Cardiff CF14 5GH T. 029 2068 0900 cardiff@curtins.com

Douglas Varley House 29-31 Duke Street Douglas Isle of Man IM1 2AZ T. 01624 624 585 douglas@curtins.com

Dublin 11 Pembroke Lane Dublin 2 D02 CX82 Ireland T. +353 1 507 9447 dublin@curtins.com

Edinburgh 1a Belford Road Edinburgh EH4 3BL T. 0131 225 2175 edinburgh@curtins.com Glasgow Queens House 29 St Vincent Place Glasgow G1 2DT T. 0141 319 8777 glasgow@curtins.com

Kendal Units 24 & 25 Riverside Place K Village Lound Road Kendal LA9 7FH T. 01539 724 823 kendal@curtins.com

Leeds Ground Floor Rose Wharf 78-80 East Street Leeds LS9 8EE T. 0113 274 8509 leeds@curtins.com

Liverpool 51-55 Tithebarn Street Liverpool L2 2SB T. 0151 726 2000 liverpool@curtins.com

London 40 Compton Street London EC1V 0BD T. 020 7324 2240 london@curtins.com

Manchester Merchant Exchange 17-19 Whitworth Street West Manchester M1 5WG T. 0161 236 2394 manchester@curtins.com

Nottingham 32-34 Stoney Street Nottingham NG1 1LL T. 0115 941 5551 nottingham@curtins.com

