




Castle Buildings LLP

Proposed Hotel
Castle Buildings, Castle Street, Hull
Travel Plan

March 2019

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March 2019

Client Commission

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LTP PROJECT TEAM

As part of our commitment to quality the following team of transport professionals was assembled specifically for the delivery of this project. Relevant qualifications are shown and CVs are available upon request to demonstrate our experience and credentials.

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PROPOSED HOTEL CASTLE BUILDINGS, CASTLE STREET, HULL TRAVEL PLAN

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I. INTRODUCTION

I.1 Background

- 1.1.1 Local Transport Projects (LTP) has been commissioned to produce a Travel Plan (TP) in support of a planning application for a proposed 150-bed hotel and the redevelopment of the Castle Buildings and Earl de Grey Building at a site located to the north of Castle Street in Hull city centre. This TP provides a strategy for encouraging staff and visitors of the site to travel by sustainable modes of transport, including walking, cycling, public transport and car sharing. A plan of the proposed site layout is attached as Appendix 1.
- 1.1.2 The local planning and highway authority for the site is Hull City Council (HCC), with Highways England (HE) also a key consultee of the scheme given the proximity of the site to the A63 trunk road.
- 1.1.3 A Transport Assessment (TA) (LTP, 2019) that provides a detailed appraisal of all transport aspects associated with the proposed development has been produced alongside this Travel Plan. Reference has been made to the associated TA when preparing this document, with specific information and traffic projections taken directly from the TA.

I.2 Scope

- 1.2.1 The scope of this report has been agreed with HCC Highways Officers (ref: Tim Robinson) and is written in accordance with the Government's '*National Planning Policy Framework*' (MHCLG, 2019) and '*Planning Practice Guidance*' (DCLG, 2014), as summarised below:

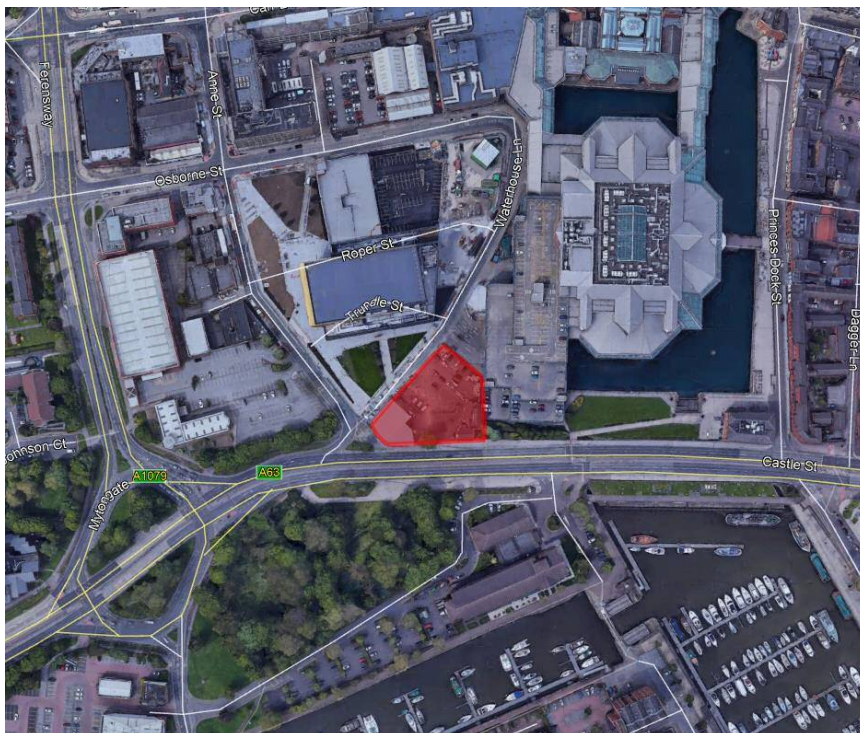
- **Background:**
 - Introduction to the Travel Plan, the proposals and the relevant planning history;
 - Outline of the Travel Plan scope;
 - Determine the benefits that a successful Travel Plan can achieve, relative to staff, visitors, the local community and the developer;
 - Outline the relevant travel planning policy context, including the latest local and national travel planning guidance.
- Definition of the **overall aim and objectives of** the Travel Plan.
- Establish the expected baseline travel situation.
- Set appropriate **targets** to minimise car journeys to/from the site, based on the expected baseline situation.
- Assess **accessibility** of the site by sustainable modes, including:
 - Walking;
 - Cycling;
 - Public transport;
 - Car sharing.
- Establish **roles and responsibilities** for implementing the Travel Plan, including the role of the Travel Plan Coordinator (TPC) and the overall responsibility for funding.

- Outline the Travel Plan strategy and **Action Plan**, which would include a range of measures for achieving the objectives, under the following headings:
 - Walking;
 - Cycling;
 - Public transport;
 - Car share initiatives;
 - Information and marketing.
- The Action Plan would also contain details on the **funding and timescales** for each of the proposed schemes.
- Outline the **monitoring and evaluation strategy** of the Travel Plan, to include annual surveying and other indicators.
- Establish **intervention measures** to be implemented if the review process identifies that the Travel Plan target is not being achieved.

1.3 Site Location & Existing Use

- 1.3.1 The proposed development site is located to the north of Castle Street (A63) in Hull city centre. The site currently accommodates the Castle Buildings and Earl de Grey Building, both of which are currently out of use, along with a surface pay & display car park with approximately 50 car parking spaces which is accessed via Waterhouse Lane.
- 1.3.2 The site is bound by Waterhouse Lane to the north-west, Princes Quay Multi-Storey Car Park (MSCP) to the east and Castle Street to the south. The approximate boundary of the development site is highlighted in Figure 1.

Figure 1: Site Location



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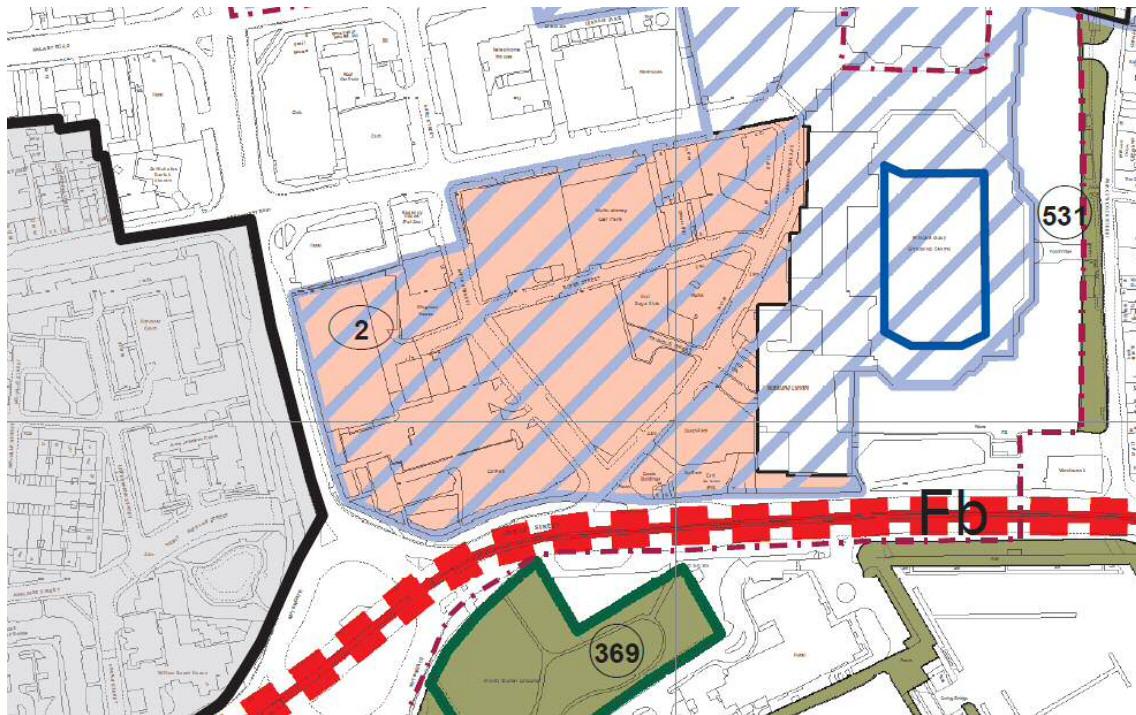
1.4 Development Proposals & Access Arrangements

- 1.4.1 This TP is based upon the proposals outlined on the site layout plan attached as Appendix 1. The proposed development comprises:
- Demolition and (partial) relocation of Earl de Grey building, subsequent use for A3/A4 and/or B1 uses;
 - Conversion and extension of Castle Buildings, subsequent use for A3/A4 and/or B1 uses;
 - Erection of 9 storey hotel building; and
 - Associated hard/soft landscape works, access and infrastructure.
- 1.4.2 The proposed hotel is expected to have a total of 150 bedrooms and ancillary facilities, including a sky bar, are to be provided within the hotel.
- 1.4.3 The Castle Buildings and Earl de Grey Building are to have a total combined Gross Internal Area (GIA) of 771m², including 410m² on the ground floor and 361m² on the upper floors. The proposals are for flexible A3/A4 and B1 (office) uses within the buildings.
- 1.4.4 Pedestrian access to the site is to be provided via both Waterhouse Lane and Castle Street, with a footpath running in an approximately northwest – southeast direction through the site, connecting the two streets and facilitating pedestrian access to the hotel and proposed courtyard area to the east of the Castle Buildings and the Earl de Grey building.
- 1.4.5 A small on-site car parking area with 8 spaces (including 2 disabled spaces) is to be provided to the north of the proposed hotel and will be accessed via Waterhouse Lane. Servicing for the proposed hotel will also be undertaken from within this area.
- 1.4.6 It is understood that an agreement is in place with Princes Quay Shopping Centre to accommodate parking associated with hotel guests within the existing Multi-Storey Car Park (MSCP). The demand generated by the remainder of the development (A3/A4/B1 uses) will be absorbed by local car parks including Princes Quay MSCP and Osborne Street MSCP.

1.5 Allocation Status & Planning History

1.5.1 The proposed development site is allocated for mixed-use development within the adopted 'Hull Local Plan' (HCC, 2017). The site is referenced as 'Land around Myton Street (west of Princes Quay)' (ref: 2) and is allocated for "a new conference centre and live music venue together with a hotel and retail space". The outline of the allocated development site is shown within Figure 2:

Figure 2: Adopted Employment/Community Land (Site 2)



Ref: HCC, 2017

1.5.2 A planning application for "Listed Building Consent for the remedial works to eastern elevation of Castle Buildings following demolition of 13, 14 Castle Street, comprising making good of brickwork and blocking up of 2no. door openings (at ground and first floor)" was submitted to HCC in January 2018 (18/00029/LBC) and was approved in March 2018.

1.6 A63 Improvement Schemes

- 1.6.1 There are a number of highway improvement schemes planned for the A63 within the vicinity of the site which are pertinent to the development of the site.
- 1.6.2 A scheme to provide a footbridge across the A63 to connect Princes Dock Street and Humber Dock Street (Princes Quay Footbridge) began in November 2018. The proposals include the removal of the existing staggered puffin crossings on the A63 within the vicinity of Princes Dock Street and the Holiday Inn. The scheme is expected to improve pedestrian permeability across the A63 and the removal of the crossings is expected to reduce delay to through traffic.
- 1.6.3 A scheme to improve the A63 Roger Millward Way roundabout approximately 1.3km to the east of the site is also running concurrently to the footbridge scheme. The proposals involve the full signalisation of the roundabout and the construction of two through traffic lanes on the A63 in either direction in a 'hamburger' style layout. The scheme is expected to reduce congestion and improve the road safety record at the existing roundabout.
- 1.6.4 The Roger Millward Way roundabout scheme is expected to be completed in summer 2019, with completion of the footbridge expected in March 2020. Once these schemes have been completed the main A63 Castle Street improvement scheme is expected to begin. The main improvement scheme is expected to reduce delays to mainline traffic flows on the A63 and briefly involves:
- The removal of the existing Mytongate signalised junction, with the lowering of the A63 carriageway and the provision of a signalised grade-separated junction to serve Ferensway/Commercial Road;
 - Improvements to the A63/Queen Street/Market Place junctions to introduce on/off slip roads, including the removal of the existing traffic signals;
 - The stopping-up of a number of minor road accesses along the A63, including St James Street, Waverley Street, Spruce Road and Humber Dock Street; and
 - The construction of a footbridge across the A63 at Porter Street and the removal of the existing staggered puffin crossing.
- 1.6.5 A Development Consent Order (DCO) for the scheme was submitted to the Planning Inspectorate on 20th September 2018 and is expected to be determined during 2019.
- 1.6.6 Within the immediate vicinity of the site, the existing off-slip road from the A63 to Myton Street is to be retained, but will be provided from the proposed eastbound on-slip road rather than the main eastbound carriageway as existing. The kerb line of the new alignment of the A63 is proposed to be in slightly closer proximity to the red line boundary of the site, however this has been factored in to the design of the development proposals, with no adverse impact expected.

2. TRAVEL PLANNING BACKGROUND

2.1 What is a Travel Plan?

2.1.1 Planning Practice Guidance (PPG) entitled *'Travel Plans, Transport Assessments and Statements in Decision-taking'* defines Travel Plans as *"long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling)"* (DCLG, 2014).

2.1.2 As well as the guidance highlighted above, this Travel Plan is situated within the context of the following policy documents:

- National Planning Policy Framework (MHCLG, 2019);
- Hull Local Plan 2016 to 2032 (HCC, 2017);
- Planning Practice Guidance (DCLG, 2014);
- HCC LTP3 (3rd Local Transport Plan) (HCC, 2011a);
- HCC Highway Design Guide for New Developments (HCC, 2011b);
- Manual for Streets 2: Wider Application of the Principles (CIHT, 2010);
- The Essential Guide to Travel Planning (DfT, 2008a);
- Manual for Streets (DfT, 2007a);
- Guidance on Transport Assessment (DfT, 2007b);
- A Guide on Travel Plans for Developers (DfT, 2005a);
- Making Smarter Choices Work (DfT, 2005b); and
- Using the Planning Process to Secure Travel Plans. Best Practice Guide (DfT, 2002a).

2.2 Why Prepare a Travel Plan? – The Benefits

2.2.1 A successful Travel Plan can be expected to realise a number of environmental, economic, health and social benefits. These benefits can be experienced by individuals, the developer, the Local Authority and the wider community. Figure 3 highlights a number of benefits that a successful Travel Plan can bring:

Figure 3: Potential Benefits of a Successful Travel Plan

Benefits to the Individual

- Improved travel choices which can provide travel options that are **cheaper**, **quicker** and **more convenient**.
- There are various health benefits associated with walking and cycling, including improved physical fitness and reduced stress.
- A more attractive and cleaner environment at the site as a result of reduced congestion and lower demand for parking.

Benefits to the local community

- Improved travel links in the area for local people.
- Reducing the number of car journeys on the local roads can help make the streets less congested.
- A reduction in pollutants will improve air quality and help contribute towards wider local, national and global environmental targets.

Benefits to the Developer

- Enhances site accessibility.
- Provides evidence of sustainable credentials against criteria such as BREEAM.
- Producing a Travel Plan could offer positive image enhancement benefits to the site.
- Contributes to good relations with the local community.
- Potentially reduce the need for expenditure on new highway infrastructure.
- Site users are provided with a better experience from the reduced congestion and demand for parking.

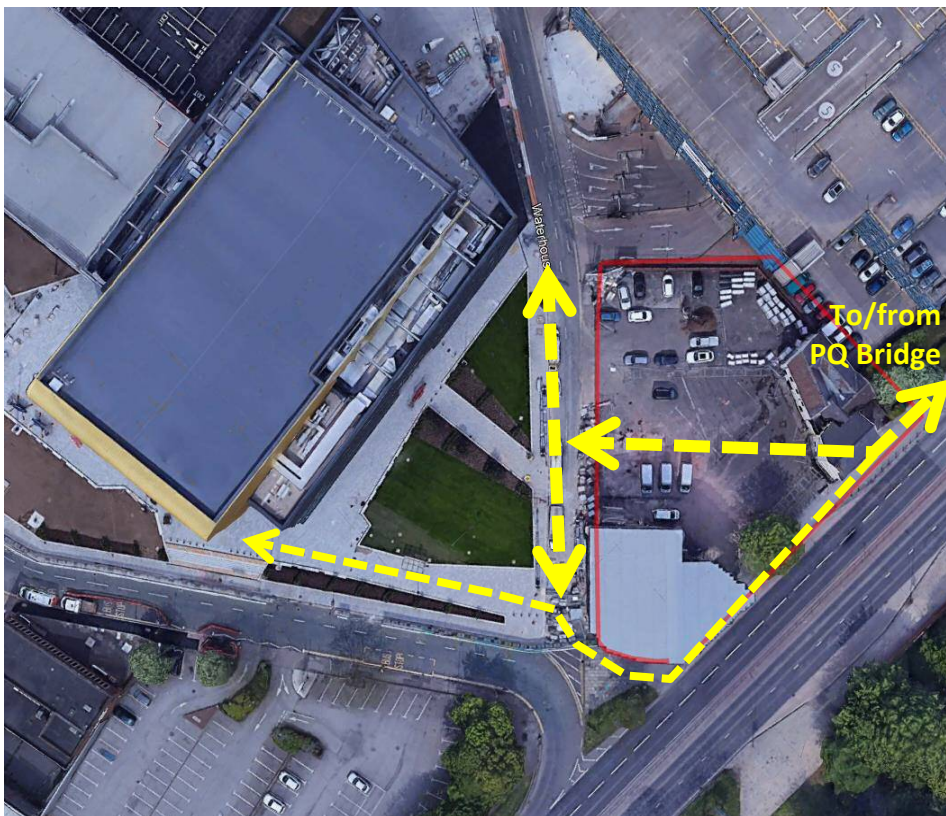
2.2.2 This Travel Plan sets out the proposals for promoting sustainable travel choices by staff and visitors of the proposed development.

3. OPTIONS FOR SUSTAINABLE MODES OF TRAVEL

3.1 Pedestrian Provision

- 3.1.1 Guidance from the Chartered Institution of Highways & Transportation (CIHT) suggests a preferred maximum walking distance of 2km for a number of trips, including commuting and sightseeing trips (IHT, 2000). The proposed development site is located within a 2km walk of the entire built up area of Hull city centre, which includes numerous shopping and leisure facilities. The site is also located within an up to 1km of the Hull Marina and Fruit Market areas, which also include shopping and leisure facilities along with attractions such as The Deep.
- 3.1.2 The pedestrian infrastructure within the vicinity of the site is well developed and the development proposals will enhance permeability by providing a pedestrian link through the site, connecting Waterhouse Lane with Castle Street which will facilitate a more direct pedestrian link to/from the Princes Quay Footbridge. It is intended that this route through the site will form the main route for pedestrians between Bonus Arena and the Princes Quay Footbridge, replacing the existing route via Myton Street/Castle Street around the front of Castle Buildings. The proposed primary pedestrian routes within the vicinity of the site are shown within Figure 4.

Figure 4: Primary Pedestrian Routes



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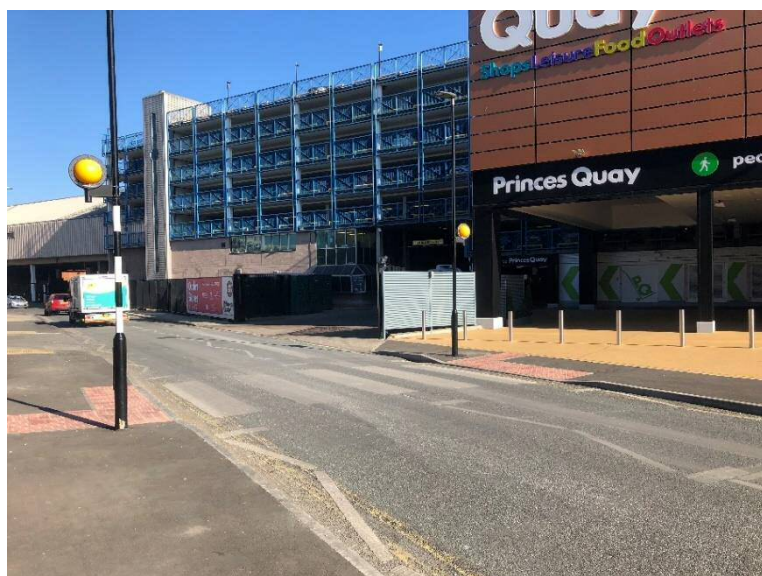
- 3.1.3 There are direct pedestrian routes to/from parts of Hull city centre, including Hull Interchange, to the north-west of the site via the pedestrianised area within the frontage of Bonus Arena. The pedestrianised area connects the site with the Myton Street/Osborne Street/Anne Street signalised junction, at which there are puffin crossing facilities on all arms.

Photo 1: Pedestrian Links Across Bonus Arena Frontage



- 3.1.4 A direct pedestrian link to Princes Quay Shopping Centre, which includes shopping and leisure facilities is provided from Waterhouse Lane approximately 60m north of the proposed site.
- 3.1.5 There are footways on both sides of the carriageway on most roads within the vicinity of the site, including Myton Street, Waterhouse Lane, Osborne Street and Castle Street (A63). These footways are complemented by crossing facilities, including zebra crossings on both Myton Street and Waterhouse Lane.

Photo 2: Zebra Crossing on Waterhouse Lane

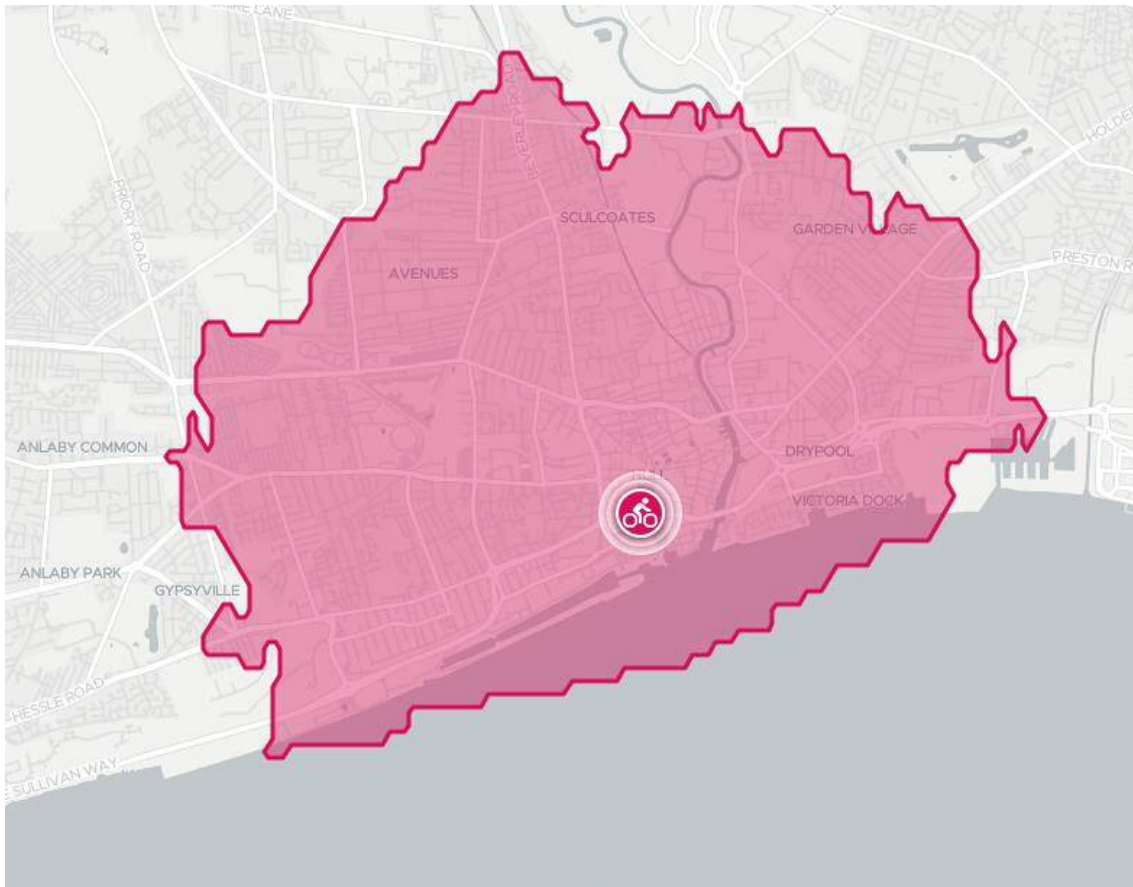


- 3.1.6 There are currently staggered puffin crossing facilities on Castle Street (A63) to the east of the site which facilitate access between the site and Hull Marina/Fruit Market. These crossing facilities will be removed and replaced with the Princes Quay Footbridge, which is to be located approximately 120m to the east of the site and is currently expected to be open in March 2020.
- 3.1.7 There are also toucan crossing facilities across the A63 at the Mytongate junction to the west of the site. These crossing facilities are to be replaced as part of the wider A63 Castle Street Improvement Scheme.
- 3.1.8 There are no existing Public Rights of Way (PRoW) within the immediate vicinity of the site.
- 3.1.9 The pedestrian infrastructure within the vicinity of the site appears to generally be sufficient to facilitate the movements of mobility and visually impaired people, with provision of dropped kerbs and tactile paving at most local junctions and crossing points within the local area. The footways are generally of sufficient width and surface quality to accommodate the passage of wheelchairs (DfT, 2002b).
- 3.1.10 The proposed internal pedestrian routes are expected to be of adequate width, with step-free access between the site and the local footway network. It is therefore considered that the site can be suitably accessed on foot by all users, including those accompanied by young children and the mobility impaired.
- 3.1.11 Measures to promote and encourage walking trips to the site are outlined within Section 7.3 and will be implemented at varying stages by the Travel Plan Coordinator.

3.2 Cycling Provision

- 3.2.1 Cycling is a low cost and healthy alternative to car use, which can substitute for short car trips, or can form part of a longer journey by public transport. The DfT state that *“in common with other modes, many utility cycle journeys are under three miles (5km), although, for commuter journeys, a trip distance of over five miles (8km) is not uncommon”* (DfT, 2008b).
- 3.2.2 The proposed development site is located within a reasonable cycle ride, up to 5km (approximately 15 minutes at the average cycling speed of 12mph), of much of the built-up area of Hull. The Avenues, Sculcoates, Victoria Dock and Garden Village areas of the city are all within a 5km cycle ride of the site, as illustrated within Figure 5:

Figure 5: 15 Minute Cycle Isochrone



Source: TTM, 2019

- 3.2.3 An extract from the Hull cycle map is provided as Figure 6 and shows the cycle facilities available within the local area. The proposed site is indicated by a blue star, with on-road cycle facilities shown in blue and off-road facilities in red.

Figure 6: Extract of Hull Cycle Map



Source: HCC, 2014

3.2.4 The existing cycling infrastructure within the vicinity of the site includes:

- On-road cycle lanes on both sides of Anlaby Road;
- Shared-use foot/cycleways around Mytongate junction, including toucan crossings and the continuation of the shared-use facility on the northern side of the A63 to the west of Mytongate; and
- The designation of Osborne Street/Anne Street/Carr Lane as a recommended on-road cycle route, which forms part of National Cycle Network (NCN) Route 65 and the Trans Pennine Trail.

3.2.5 It is understood that pedestrian and cycle infrastructure improvements will be provided as part of the A63 Castle Street Improvement Scheme, including shared-use foot/cycleways on both sides of the A63 and crossing facilities at the Ferensway/Commercial Road junctions. It should also be noted that the bridge deck on the proposed Princes Quay Footbridge is proposed to measure 5.0m in width and will be designed to accommodate cyclists, providing a cycle link between the site and the Marina/Fruit Market areas, as well as between cycling facilities on each side of the A63.

3.2.6 Measures to promote and encourage cycling trips to the site are outlined within Section 7.4 and will be implemented at varying stages by the Travel Plan Coordinator.

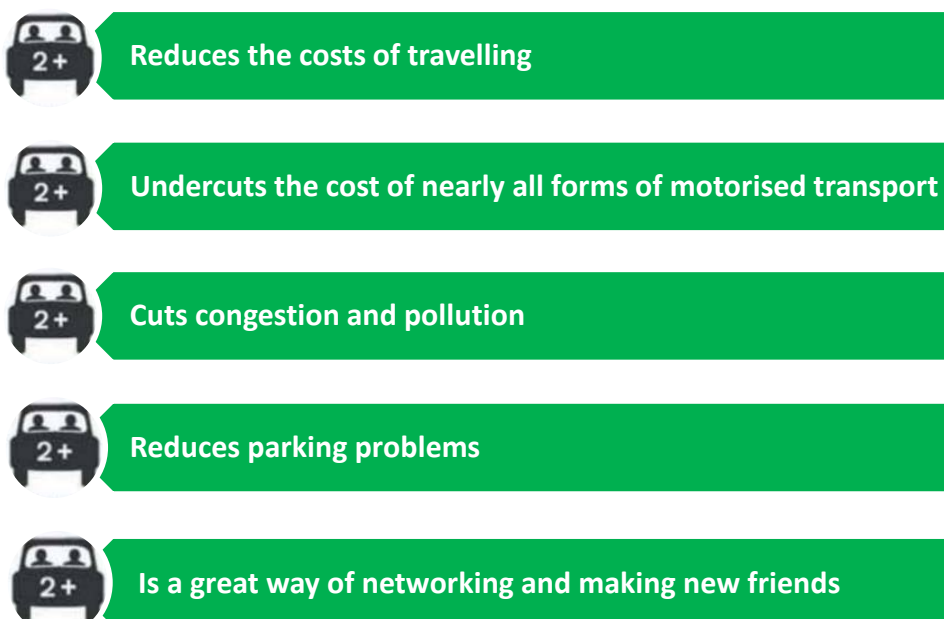
3.3 Public Transport Provision

- 3.3.1 Advice within 'Guidelines for Public Transport in Development' (IHT, 1999) states that the generally acceptable maximum distance that a bus stop should be located from a development site is 400m, although it is acknowledged that actual walking distances can be notably longer.
- 3.3.2 The nearest bus stops to the proposed development site are the westbound stops on Carr Lane adjacent to Telephone House, which are within a 320m walk of the site. There are additional stops further to the east on Carr Lane which are within a 450m walk of the site. Hull Paragon Interchange is located approximately 550m walk to the north-west of the site.
- 3.3.3 The stops on Carr Lane accommodate services on the city loop, including arrivals from the north of the city and both arrivals and departures to/from the west. All bus services that operate within Hull and to the wider areas of the East Riding of Yorkshire and North Lincolnshire are accessible from the stops on Carr Lane or the Interchange, therefore it is considered that the site benefits from excellent public transport access.
- 3.3.4 Measures to promote and encourage trips by public transport to the site are outlined within Section 7.5 and will be implemented at varying stages by the Travel Plan Coordinator.

3.4 Car Sharing

- 3.4.1 Car sharing is a sustainable mode of travel that can reduce the number of single occupant vehicle trips generated by a site. www.liftshare.com enables organised car sharing by connecting people travelling in the same direction so they can arrange to travel together. Liftshare suggests that there are several benefits to car sharing, as outlined within Figure 7.

Figure 7: Benefits of Car Sharing



- 3.4.2 Another car sharing website which may be useful to staff and visitors of the proposed development site is www.gocarshare.com.
- 3.4.3 Measures to promote and encourage car sharing trips to the site are outlined within Section 7.6 and will be implemented at varying stages by the Travel Plan Coordinator.

4. AIM & OBJECTIVES

4.1 Overall Aim

- 4.1.1 In order to minimise the environmental impact of traffic generated by the proposed development, the overall aim of producing and implementing this Travel Plan is:

To minimise the number of vehicle trips generated by the site, particularly single occupant trips, in favour of more sustainable travel.

4.2 Objectives

- 4.2.1 In order to achieve the overall aim, there are a number of objectives of producing and implementing this Travel Plan, detailed in Figure 8:

Figure 8: Travel Plan Objectives

1. To encourage staff and visitors of the development to evaluate their travel patterns and consider options for more sustainable travel

2. To increase awareness and actively promote travel by sustainable modes of transport, including the health and environmental benefits

3. To set and agree appropriate targets that are regularly reviewed and amended if necessary to reflect changing circumstances

4. To monitor the travel patterns and performance against the Travel Plan targets

5. To provide a long term commitment to meeting the overall aim of this Travel Plan

- 4.2.2 This Travel Plan sets out the strategy for meeting these objectives through a variety of mechanisms and measures. This is a 'live' document that is to be reviewed and updated at key milestones in the development's planning, construction and occupation phases, as discussed in Section 8.

5. BASELINE TRAVEL SCENARIO & TARGET

5.1 Trip Generation Projections

- 5.1.1 For a Travel Plan being developed for an existing, operational site, the baseline transport position would ideally be developed through detailed surveys of existing travel patterns. However, this Travel Plan has been produced for a proposed future development. As such, no assessment of baseline travel patterns at the development could be established through surveys at this stage. Nonetheless, a transport base position is necessary to inform the development of this plan and in particular the initial targets.
- 5.1.2 This Travel Plan is concerned with managing staff and visitor trips to/from the site. Operational vehicle trips are not specifically targeted as the mode of travel associated with these trips is often limited by the purpose (e.g. deliveries).
- 5.1.3 As previously outlined, a TA (LTP, 2019) appraising the likely transport impact of the proposals was prepared in conjunction with this TP. The TA included projections of the person and vehicle trip generation of the proposed hotel and A3/A4/B1 uses, based on interrogation of comparable sites from the industry-standard TRICS database. Table 1 provides a summary of the TA’s projected modal split and daily person trip generation for each element of the development.

Table 1: Projected Modal Split & Person Trip Generation

Mode	Hotel		A3/A4 Use (Restaurant)		B1 Use (Offices)	
	Modal Split	Daily (07:00-22:00) Two-Way Trips	Modal Split	Daily (11:00-00:00) Two-Way Trips	Modal Split	Daily (07:00-19:00) Two-Way Trips
Vehicle Drivers	25.9%	248	41.4%	177	36.2%	108
Vehicle Passengers	9.8%	93	41.7%	178	5.9%	18
Pedestrians	55.7%	531	12.7%	54	10.0%	30
Public Transport Users	8.2%	78	4.2%	18	45.3%	135
Cyclists	0.3%	2	0.0%	0	2.5%	8
TOTAL	100%	953	100%	425	100%	298

* The total may not represent the sum of its parts due to rounding

- 5.1.4 It is noted that ‘vehicles’ includes all vehicle trip generating modes, including car drivers, taxi trips and Powered Two-Wheelers (PTW). Given that limited on-site car parking is to be provided as part of the proposals, the majority of vehicle trips generated by the site will likely be accommodated by car parks in the local area, including Princes Quay Multi-Storey and Osborne Street Multi-Storey.
- 5.1.5 It should be noted that the above trip projections assume the use of Castle Buildings/Earl de Grey Building as entirely for A3/A4 use or entirely for B1 use respectively. In reality, a mix of these uses is likely to be provided, therefore the above person trip projections should be revised post-occupation to reflect the specific end users.

- 5.1.6 For the purposes of this Travel Plan, it is assumed that the above modal split projections reflect the baseline travel scenario at the proposed development upon occupation of the site. Therefore, the baseline travel situation for the development relative to the overall aim of this Travel Plan (see Section 4.1) is predicted to be:

25.9% of hotel trips are made by vehicle trip generating modes
41.4% of A3/A4 (Restaurant) trips are made by vehicle trip generating modes
36.2% of B1 (Office) trips are made by vehicle trip generating modes

- 5.1.7 In order to provide an accurate baseline, site specific travel data will be collected within 12 months of the first occupation of the site, as discussed in Section 8.

5.2 Targets

- 5.2.1 The key emphasis of Travel Plans is to minimise the number of vehicle trips generated by a development, particularly those made by single occupants. This is most commonly done by setting appropriate targets. In setting Travel Plan targets it is important to highlight that targets need to be responsive as situations change. It is recognised that the targets of this Travel Plan should be SMART:

Figure 9: SMART Travel Plan Components



- 5.2.2 Travel Plan targets have been set for a five-year period and are a means of monitoring progress and aim to be challenging, but achievable. The targets are based on the assumed baseline situation (see Section 5.1) and are to be achieved within the timeframes set out below:

Table 2: Target Modal Split

Year	Hotel Modal Split	A3/A4 Modal Split	Office Modal Split
Baseline	25.9%	41.4%	36.2%
1	25%	41%	36%
2	24%	40%	35%
3	23%	39%	34%
4	22%	38%	33%
5	21%	37%	32%
Year 5 Reduction	-4.9%	-4.4%	-4.2%

5.2.3 The performance of the proposed development against the Travel Plan targets are to be monitored via annual travel surveys as detailed within Section 8. The first travel survey should be undertaken within 12 months of occupation of the proposed development and should the results reveal a vastly different modal split from that assumed within Section 5.1, then the above targets should be revised as appropriate.

6. ROLES & RESPONSIBILITIES

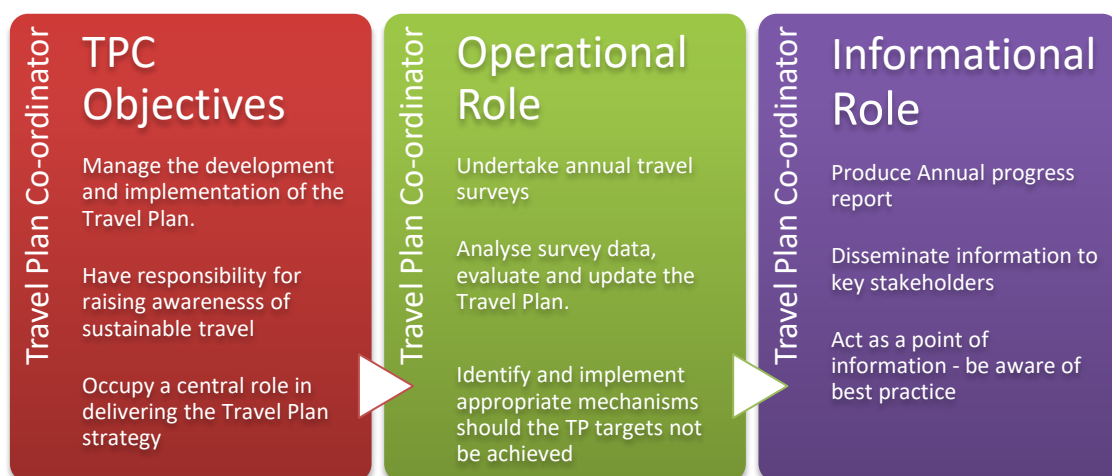
6.1 Ownership & Funding

- 6.1.1 It is recognised that the ownership and management of the site may change across the various planning, construction and operational stages of the development. The responsibility for implementing this Travel Plan lies with the owner of the overall development, therefore the responsibility for this Travel Plan may change hands with the ownership of the site.
- 6.1.2 At this stage, the Applicant acts as the owner of the development and is therefore responsible for the implementation of this Travel Plan, until such time as the ownership of the development is passed on.
- 6.1.3 The site owner will be responsible for ensuring the provision of adequate resources to develop and implement the Travel Plan, including the appointment of an appropriately experienced and qualified Travel Plan Coordinator (TPC). It will be the role of the TPC to utilise the funding provided by the site owner to deliver the Travel Plan measures, as detailed in Section 7. The funding stream associated with each of the Travel Plan measures is outlined within Section 7.2.

6.2 Travel Plan Co-ordinator (TPC)

- 6.2.1 A fundamental part of a successful Travel Plan is the appointment of a TPC and the clear delineation of their roles and responsibilities.
- 6.2.2 The Applicant will appoint a suitably qualified person/organisation to act as a TPC at the site at least 3 months prior to first occupation of the development. The role of the TPC is wide ranging, incorporating key actions which will provide a focus for Travel Plan development over the duration of the appointment. The TPC will also be responsible for the monitoring and evaluation of the Travel Plan. The suggested objectives and roles of the TPC are illustrated within Figure 10:

Figure 10: TPC Objectives & Roles



6.3 Key Stakeholders

- 6.3.1 For the Travel Plan to be successful it is essential that partnership working between key stakeholders takes place. As well as staff, the developer and the TPC, other key stakeholders include the local planning and highway authorities (HCC/HE) and local public transport providers.
- 6.3.2 It is essential that all stakeholders work together to help make sure that the greatest Travel Plan benefits possible are achieved. An example of this is providing TPC support for the production of the 'Welcome Travel Pack' (WTP) which is to be issued to all staff upon occupation of the site (see Section 7.8 for further details on the WTP).
- 6.3.3 Rather than the developer providing a WTP on their own, any WTP is likely to be more effective if it has input from knowledgeable key stakeholders. Given the wider health and environmental agendas, HCC are likely to be able to assist in the production of the pack by providing/producing walking/cycling maps. Similarly, bus operators are likely to see benefits in ensuring that all staff are aware of the availability of local public transport services.
- 6.3.4 To ensure that key stakeholders buy-in and provide continued support to the Travel Plan, it is recommended that stakeholders provide details of the relevant contacts in relation to the Travel Plan. Once all contact details are provided, the Travel Plan (and subsequent WTP information) can be updated accordingly with all points of contact clearly outlined. The provision of contact details will also ensure that all monitoring and evaluation data is sent to the correct officers in a timely manner.

7. ACTION PLAN

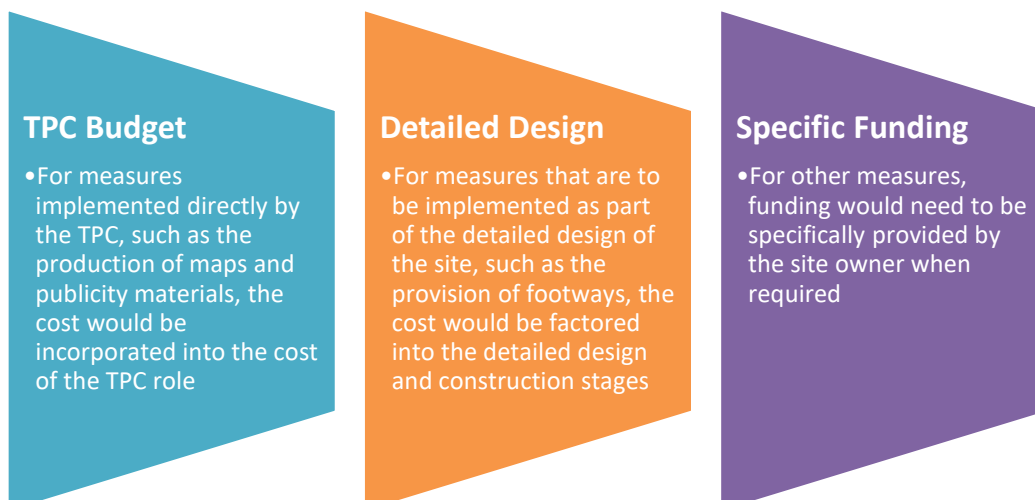
7.1 Introduction

- 7.1.1 This section outlines the Travel Plan measures that are to be implemented with respect to each mode of transport. An audit of existing transport infrastructure in the vicinity of the site was carried out to help inform the development of sustainable travel initiatives. The Travel Plan contains measures to increase travel choices and reduce reliance on single occupancy car travel.
- 7.1.2 The monitoring of the Travel Plan will allow travel patterns to be determined and the actual modal split to be identified. This will enable measures to be determined and specifically targeted at all staff and visitors to facilitate the production of a more efficient and relevant Travel Plan.
- 7.1.3 The key measures as currently identified will be implemented and then following monitoring will be refined and developed to meet the specific needs of the users of the site.
- 7.1.4 The early stages of the Travel Plan development and implementation covers the detailed design process, construction period, initial occupation of the site, and the first monitoring and review periods of the plan. This period is crucial in terms of ensuring that the outlined measures are actively implemented. As a result, the majority of measures detailed herein in this Travel Plan are to be implemented prior to, or within the first year of plan implementation.

7.2 Funding Streams

- 7.2.1 As outlined in Section 6, the measures outlined in this Travel Plan are to be funded by the Applicant, with the TPC responsible for implementing the measures. However, not all of the Travel Plan measures would require separate funding; the fees associated with implementing a number of the measures would be absorbed into other funded activities. The potential ways in which the Travel Plan measures can be funded are outlined below:

Figure 11: Funding Streams for Measures



7.3 Measures to Promote Walking

7.3.1 Practically all journeys, regardless of the main mode used, start and end by walking, which is the most sustainable mode of all. There is potential for travel to be made to and from the proposed development site on foot, particularly for journeys to/from local amenities or as part of journeys using other modes. Table 3 outlines the measures to be employed to actively promote travel to and from the site on foot.

Table 3: Measures to Encourage Walking

Measures	Timescale	Funding
Ensure that the pedestrian routes within the development are safe, convenient, accessible and well lit, providing good internal permeability and access to all buildings and open spaces.	During detailed site design	Detailed Design
Produce and distribute a map showing key pedestrian features within the local network, such as local amenities and public transport, and giving directions to the site by foot. This will form part of a WTP for staff. The information should also be provided on the hotel website for guests.	Upon occupation and ongoing	TPC Budget
Publicity materials regarding the health and financial benefits of walking to be made available to site staff as part of the WTP.	Upon occupation and ongoing	TPC Budget

7.4 Measures to Promote Cycling

7.4.1 Cycling is a sustainable mode of travel and is an excellent way of introducing physical activity into the everyday lives of people. Table 4 outlines the measures that will be implemented to help promote cycling to/from the site.

Table 4: Measures to Encourage Cycling

Measures	Timescale	Funding
Provide adequate and secure cycle parking facilities at the site in a convenient and well-lit location.	During detailed site design	Detailed Design
Promote the benefits of, and provide information on the 'Cycle to Work' salary sacrifice scheme that staff may be able to access.	Upon occupation and ongoing	TPC Budget
Publicity materials regarding the health and financial benefits of cycling to be made available to staff as part of the WTP.	Upon occupation and ongoing	TPC Budget
Distribute copies of relevant cycle maps. Related information with regard to local cycle shops and local cycle groups should also be distributed. This will form part of a WTP.	Upon occupation and ongoing	TPC Budget
Inform staff of local HCC and national initiatives aimed at increasing cycling levels.	Upon occupation and ongoing	TPC Budget

7.5 Measures to Promote Public Transport Use

7.5.1 Measures that will be implemented to encourage public transport use at the site are summarised in Table 5.

Table 5: Measures to Encourage Public Transport Use

Measures	Timescale	Funding
Disseminate public transport information to all staff. To encourage public transport use it is essential that information is readily available. Bus/train maps, timetable information, fare information, taxi firm numbers and wider publicity will all be provided to staff. Information on resources such as journey planner sites which can help plan trips using buses and trains should also be disseminated. This information should be reviewed and updated when required and be provided on the hotel website for guests.	Upon occupation and ongoing	TPC Budget

7.6 Measures to Promote Car Sharing

7.6.1 The TPC should encourage staff to consider car sharing as an alternative to travelling as a single car occupant. Information on local and national car sharing schemes should be distributed. The national 'Liftshare' website (www.liftshare.com) estimates that a typical car sharer will save themselves around £1,000 and 1 tonne of CO₂ per year by sharing their daily journey. There is the facility to calculate tailored potential CO₂ and cost savings. Measures that will be implemented to encourage car sharing among staff are summarised within Table 6.

Table 6: Measures to Encourage Car Sharing

Measures	Timescale	Funding
Promote the use of on-line car share databases such as www.liftshare.com & www.gocarshare.com aimed at assisting people in finding car share partners for commuting journeys.	Upon occupation and ongoing	TPC Budget
Make staff aware of the environmental (and financial) benefits of car sharing.	Upon occupation and ongoing	TPC Budget
Develop 'Emergency Lift Home' procedures for staff at the site who car share.	0-12 months following first occupation	TPC Budget

7.7 Information & Marketing

7.7.1 Having an effective information and marketing strategy helps to improve awareness of the Travel Plan and increase progress towards achieving the objectives and targets, thus contributing to its success. The following information and marketing measures are to be implemented at the site:

Table 7: Information & Marketing Measures

Measures	Timescale	Funding
Display information contained within the WTP (see Section 7.8) in communal areas and on any staff intranet/server and update as and when appropriate.	Upon site occupation and ongoing	TPC Budget
Ensure that the hotel website prioritises promoting travel by sustainable modes.	Upon site occupation and ongoing	TPC Budget
Ensure a copy of the Travel Plan, its aim, objectives and targets is available from the TPC and on any staff intranet/server.	0-6 months following occupation	TPC Budget
Include sustainable travel information and any updates to the Travel Plan activities in staff briefings.	0-12 months following occupation	TPC Budget

7.8 Welcome Travel Pack

- 7.8.1 Raising awareness of the existing sustainable transport options available to staff at the proposed site would allow them to make informed travel choices. The provision of information on a variety of transport options for travelling to and from the site will ensure all staff are fully aware of the choices available to them.
- 7.8.2 An effective time to change an individual’s travel behaviour is at a transition point in their lives, such as when moving job or workplace. Therefore, it is proposed that all staff would receive a WTP upon commencement of employment at the site. The WTP should also be displayed in communal areas and be available on any staff intranet/server.
- 7.8.3 The pack is to be prepared and disseminated by the TPC with assistance from HCC and local public transport operators (in terms of producing walking, cycling maps and public transport information). The proposed WTP contents are outlined within Figure 12:

Figure 12: Proposed Welcome Travel Pack Contents

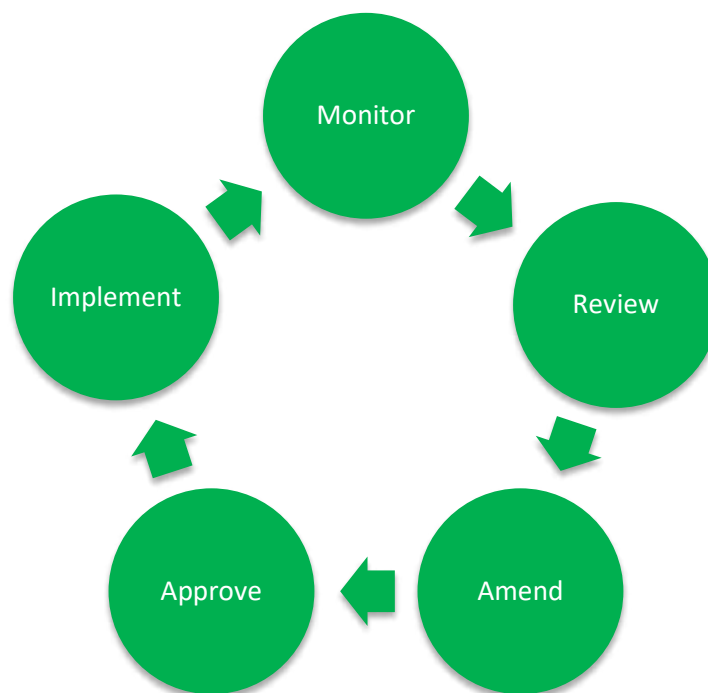


8. MONITORING & EVALUATION STRATEGY

8.1 Introduction

8.1.1 In order to measure the effectiveness of any Travel Plan it is important that an appropriate monitoring and evaluation strategy is employed. This Travel Plan is intended to provide a flexible working strategy that will be regularly reviewed and updated based upon experience of staff and visitors to the site. It is anticipated that as part of an annual evaluation certain aspects, such as the Travel Plan targets, will be reviewed, and modified if required. The Travel Plan monitoring and evaluation process is shown graphically in Figure 13.

Figure 13: Monitoring & Evaluation Process



8.1.2 The review process provides the opportunity for key stakeholders to consider the performance of the Travel Plan and determine whether the target has been achieved. All stakeholders should come together to consider the outcomes of the review process and decide, if any amendments are required to the Travel Plan. Any intervention measures (see Section 8.7) should be approved by all key stakeholders and implemented as appropriate.

8.2 Monitoring & Evaluation Strategy

8.2.1 The proposed monitoring and evaluation strategy is illustrated in Figure 14 followed by the relevant explanatory text.

Figure 14: Monitoring & Evaluation Strategy



8.3 Stage 0 – First Site Occupation

8.3.1 A number of the measures and actions of the Travel Plan are to be implemented prior to occupation of the site. However Stage 0 provides a starting point for the formal monitoring and evaluating process. This Travel Plan is to be monitored from the first occupation of the site.

8.4 Stage I – Formal Monitoring

8.4.1 Implementation of the Travel Plan must be monitored and reviewed if the intended benefits are to be secured. Formal monitoring of the Travel Plan and its targets is to start within 12 months after the site's first occupation. This will involve undertaking questionnaire based surveys.

8.4.2 This would ascertain details of site-specific circumstances, behaviours, existing and preferred travel patterns. The survey can also enhance the support of members of staff and visitors for the Travel Plan and increases their awareness of sustainable travel issues. The TPC will organise the survey and prior to undertaking the surveys it may be beneficial to seek agreement with HCC/HE on a standardised travel survey questionnaire for the site.

8.4.3 As a minimum, a travel survey questionnaire should look to establish the mode of transport usually used by staff. As the survey could be used to justify alterations to the Travel Plan targets, it is essential that the reasoning behind mode choice (particularly car drivers) is established. This can be done by a series of 'why' questions which assess why occupants are using their chosen mode and may outline likely barriers in achieving modal shift. There are a number of things that a travel questionnaire could look to establish, such as:

- Usual mode of transport used and reasons for current mode choice;
- Other modes of transport that are used occasionally;
- Average number of times per week staff travel to/from the site and distance travelled;
- Perceived barriers and incentives to a modal switch towards sustainable travel and receptiveness to potential Travel Plan measures;
- Awareness of Travel Plan, initiatives, measures and travel options;
- General opinions and views on site travel issues; and
- Any special travel circumstances (e.g. mobility issues).

8.4.4 If necessary, 12-hour (07:00-19:00) daily person trip generation surveys could also be undertaken at the site to supplement the questionnaire data.

8.4.5 It is recommended that visitor travel choice be monitored by including a 'How Did You Travel Here Today?' question at reception. Information provided on the website or via correspondence should support journeys to the site by sustainable travel wherever possible.

8.5 Stage 2 – Travel Plan Annual Review (TPAR)

8.5.1 The results of the formal monitoring surveys will culminate in the production of a Travel Plan Annual Review (TPAR) report that can be used to assess the performance of the Travel Plan. The report could also identify possible future Travel Plan actions at the site. The report will be prepared by the TPC on behalf of the Applicant and would be provided to the relevant HCC/HE officer(s). The TPAR is to be provided to key stakeholders within 4 weeks of completion of the annual monitoring surveys.

8.6 Stage 3 – Stakeholder Review

8.6.1 As part of the stakeholder review stage, HCC/HE are to provide the TPC with any comments on the submitted monitoring report. Revisions to the Travel Plan may follow once the development is constructed and occupied, the travel patterns are understood from data collected through the formal monitoring stage and the Travel Plan Annual Review is undertaken. Any amendments (if required) to the Travel Plan and the targets within it will be discussed at this stage.

8.7 Stage 4 – Intervention Strategy

8.7.1 If the annual review process identifies that the Travel Plan targets are being missed by a significant margin, then potential additional measures/initiatives may be required at the site. Discussions should take place between the TPC, the Applicant, HCC/HE and any other relevant parties to determine which, if any, additional Travel Plan measures need to be implemented. For example, if the targets require a 5% reduction in single-occupant car travel, then a reduction of only 1% or less could be considered to have missed the targets by a significant margin, although this definition would need to be discussed and agreed with HCC/HE in light of the site-specific circumstances and feedback from the annual monitoring exercise. Potential additional measures include:

- Area-wide (potentially local authority-wide) initiatives, working with neighbouring developments and the local authority;
- More active marketing of the Travel Plan, incorporating a shift of focus; and
- Offer of personalised journey planning services to members of staff.

8.7.2 Any intervention measures would need to be funded either through the TPC role or implemented with specific funding from the site owner. The impact of the intervention measures will be monitored as part of future annual reviews.

8.7.3 Should the identified intervention measures still not result in the Travel Plan targets being met, the TPC should work with the Applicant/HCC and any other relevant parties to identify and implement appropriate additional intervention measures to meet the identified targets.

8.8 Subsequent Years

- 8.8.1 Stages 1 to 4 of the above monitoring and evaluation strategy would be repeated for subsequent years. It is suggested that a monitoring and evaluation period of five years after site occupation should be suitable.
- 8.8.2 It is considered that the monitoring and evaluation strategy outlined above will allow the Travel Plan to be appropriately reviewed and modified to ensure the achievement and maintenance of the Travel Plan targets.

9. REFERENCES

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Appendix I – Site Layout Plan

BONUS
ARENA

1
0015

2
0015

DLA DESIGN



REVISIONS

No.	DESCRIPTION	DATE
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1
0031

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FUTURE A63 ROADWORKS (EDGE OF KERB)

WATERHOUSE LANE

NORTH



ARCHITECTURE

No. 55 | St Paul's Street | Leeds | LS1 2TE
0113 887 3100 www.dla-design.co.uk

PROJECT
PRINCES QUAY, HULL

TITLE
PROPOSED SITE PLAN

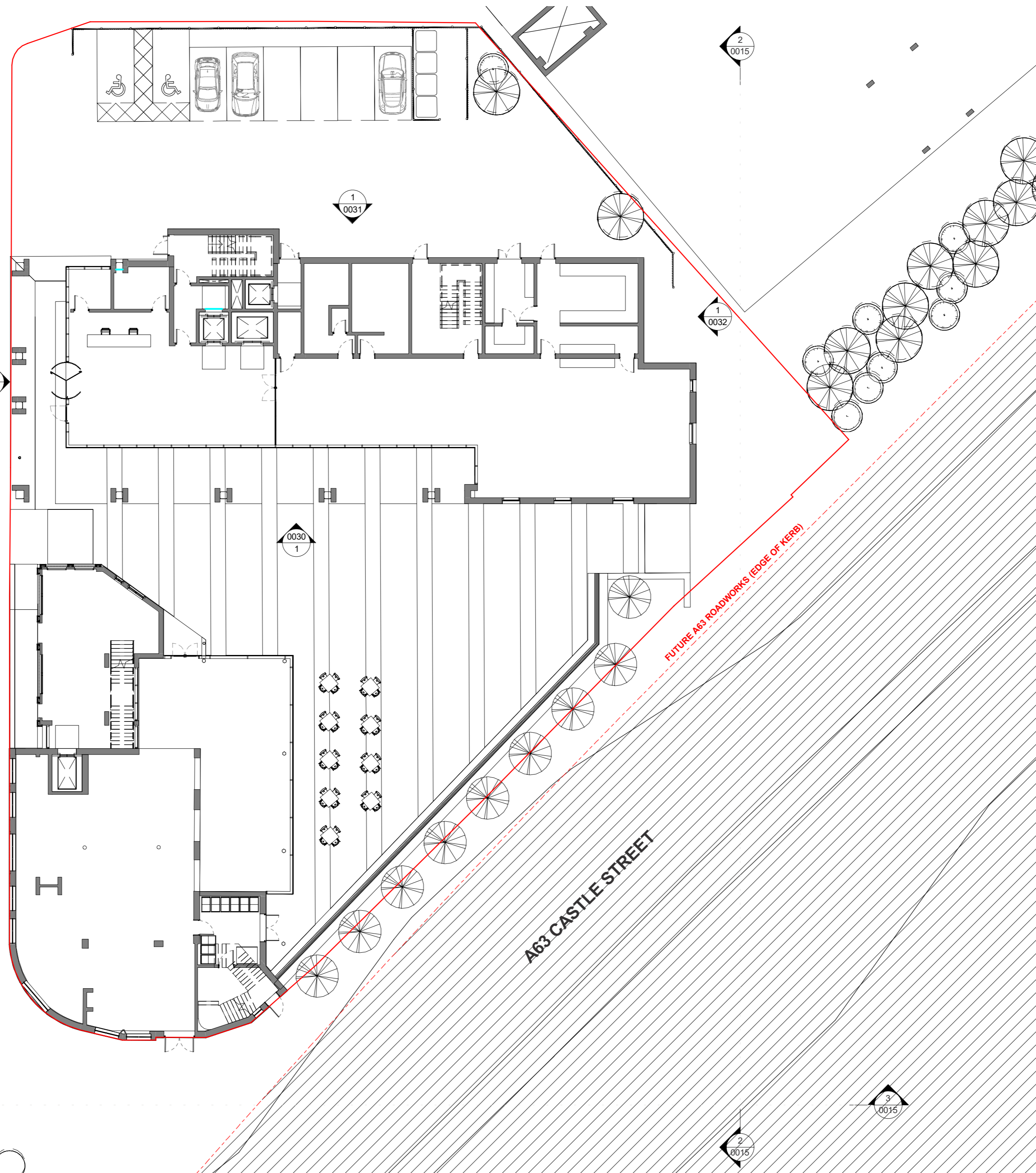
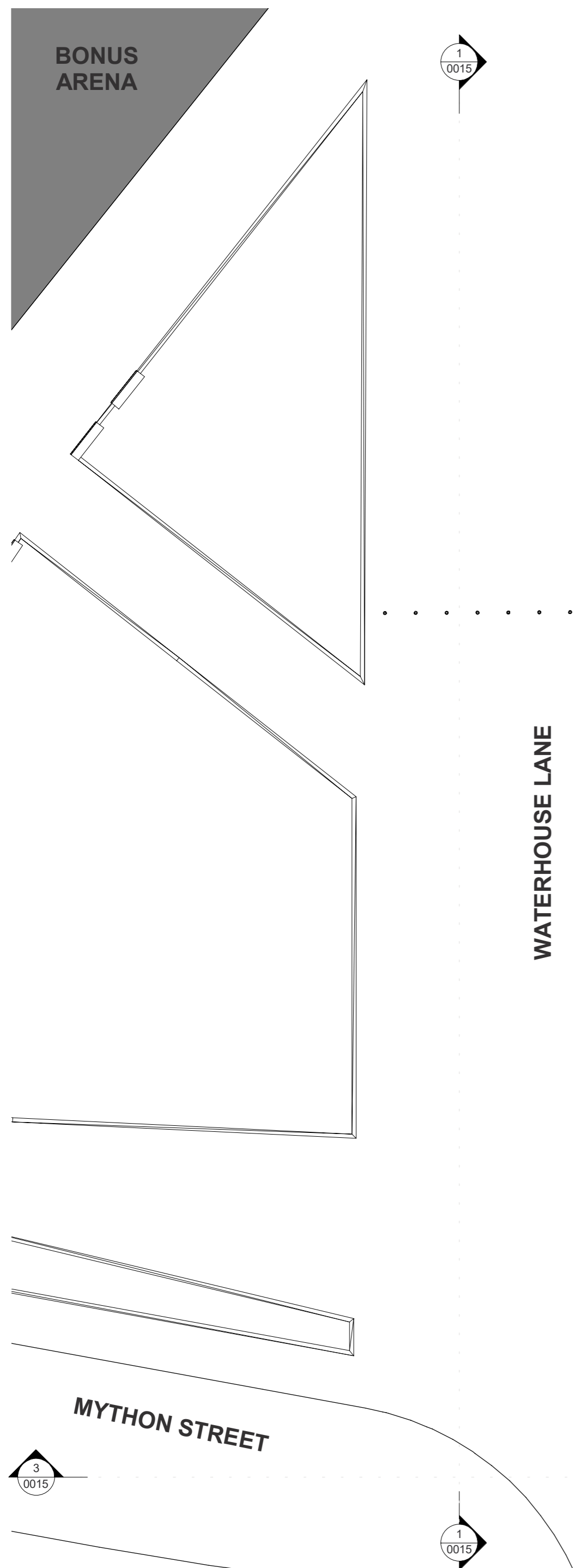
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DLA REF
2016-223 DRAWN REVIEWED
VP JO

DRAWING NAME	PROJECT	ORIGINATOR	ZONE	LEVEL	TYPE	ROLE	NUMBER
	DLA						0012

STATUS
FOR PLANNING

REVISION
REVISION DESCRIPTION



A63 CASTLE STREET

MYTHON STREET

1
0015

2
0015

3
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