



Outline Masterplan Application Framework Travel Plan

SOUTH SHIELDS 365 VISION

Report

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- Appendix A Transport Infrastructure Information
- Appendix B Draft Travel Survey
- Appendix C Action Plan

1 Introduction

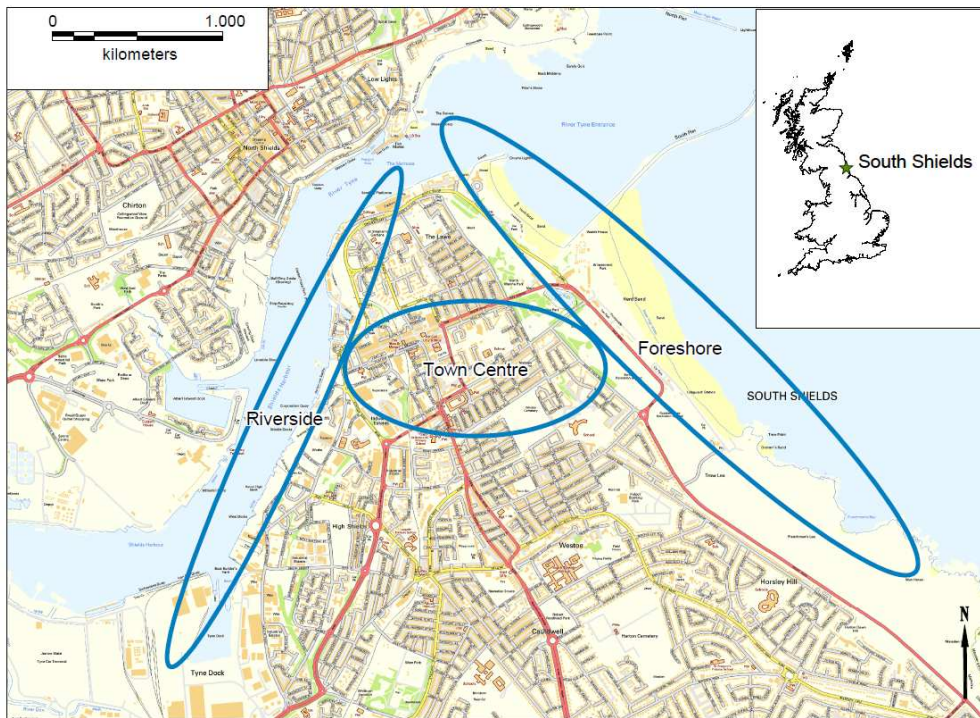
INTRODUCTION

- 1.1 JMP has been appointed by MUSE Developments and South Tyneside Council to prepare a Framework Travel Plan (FTP) for the South Shields 365 Vision Masterplan in South Tyneside. This proposal comprises:
- a cinema;
 - retail units;
 - office space;
 - restaurants/cafes;
 - a foodstore; and
 - Multi-Storey Car Park with 300 spaces.
- 1.2 South Shields 365 Vision Masterplan is an ambitious initiative with the purpose of regenerating and revitalising South Shields town centre. This sets out a sustainable economic vision for South Shields with the purpose of creating new opportunities for residents, businesses and visitors. This includes the creation of an expanded retail and leisure offer which ensures that a greater amount of spend is retained in the borough.
- 1.3 Fundamental to the local economy is the provision of a range of attractions and experiences, adding value, and creating a unique offer which encourages repeat trips to the area. This will aid South Tyneside Council's ambition to create a vibrant town centre which will be a place of all year round cultural, leisure and retail activity for residents, businesses and visitors.
- 1.4 Taking this vision forward is a major step to securing a sustainable future for South Shields. It sets out major interventions which will transform the town and provide lasting improvements to the way the town functions. This will include the shopping and leisure offer and the way people can travel, improvements to both will make it easy for visitors to enjoy the town centre.
- 1.5 This document forms an integral part of the town centre works. It is an important reference document which shows the significance of promoting sustainable access to the new development by enhancing accessibility for non-car owning colleagues and customers.
- 1.6 This FTP is produced to provide an outline and best practice guidance for new businesses to refer to and use when developing within South Shields town centre.
- 1.7 Each new development will be expected to produce individual full travel plans using this document as guidance for ways to reduce the number of vehicular trips and facilitate sustainable alternatives.

SITE DESCRIPTION

- 1.8 South Shields is a coastal town, located on the mouth of the River Tyne in the borough of South Tyneside. According to the Office for National Statistics, the population of South Shields is approximately 82,000 people, making it the largest urban settlement in South Tyneside and the third largest settlement in Tyneside. The town is approximately 12 miles south-east of Newcastle upon Tyne and 8 miles north of Sunderland. The town has close access to the A194, the A19 and the Tyne Tunnel.
- 1.9 The development is located centrally to the town centre and therefore provides connections not only to the employment and retail core but also the leisure and tourism facilities associated with the riverside and foreshore. The development in relation to the surrounding area and the three distinct geographical areas is shown in **Figure 1.1**.

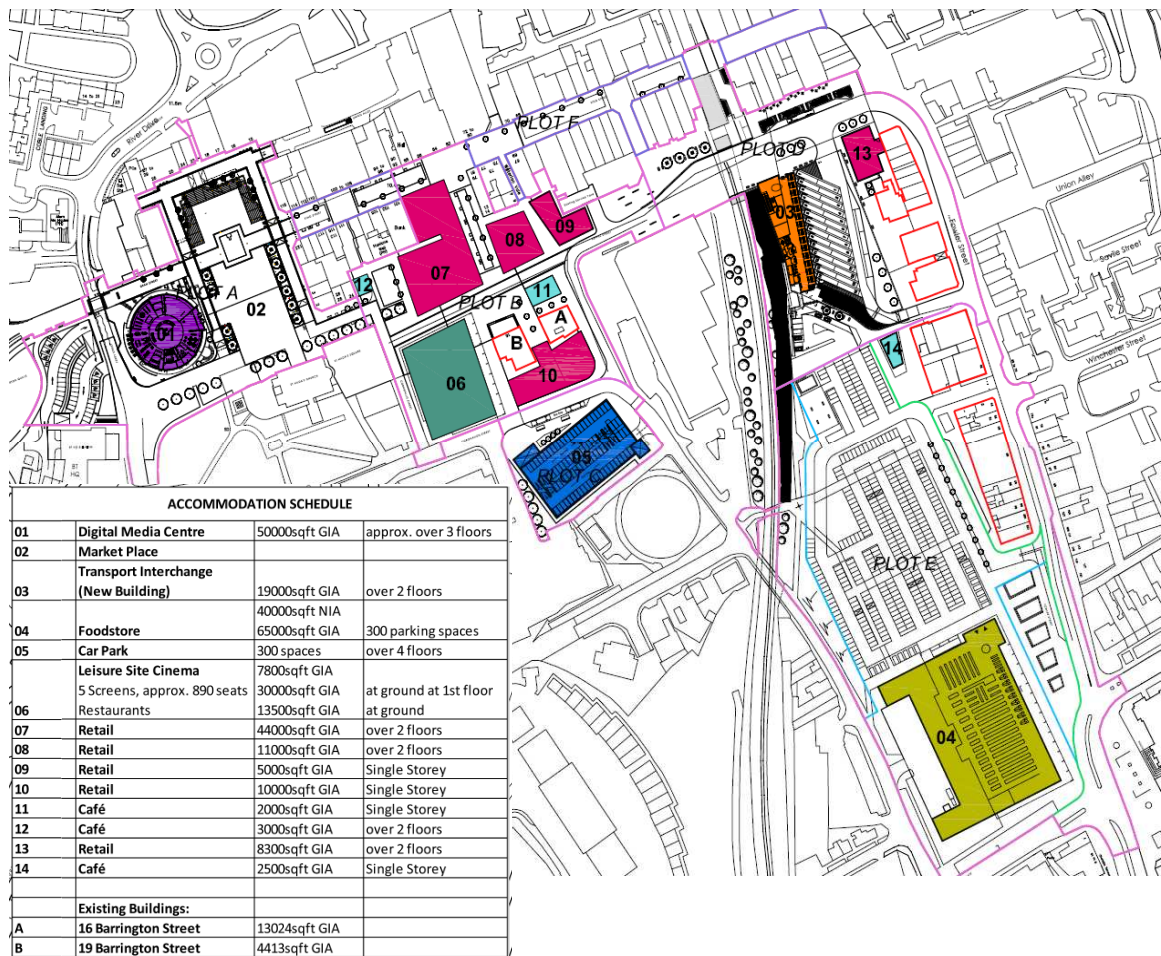
Figure 1.1 The town centre in context of the surrounding geographical area



SOUTH SHIELDS 365 VISION MASTERPLAN

- 1.10 South Tyneside Council and Muse Developments are actively working in partnership to improve the quality of retail and leisure spaces on offer in the town centre. By transforming the current town centre, it is anticipated that the overall visitor experience in South Shields will be enhanced, encouraging more visitors and promoting growth for the local economy. Plans for future development of the town centre are displayed in **Figure 1.2**.

Figure 1.2 South Shields 365 Vision Masterplan



- 1.11 This development will bring new facilities and services to the area including: new retail spaces, office space, restaurants, community facilities, a cinema complex, restaurants, cafes and a food store. These facilities are expected to economically and socially revitalise the town by creating job opportunities and a wider variety of facility attractions. .
- 1.12 Existing facilities and services which can be currently accessed in the town centre include a mix of retail uses (supermarkets, butchers, grocers, hair and beauty salons, jewellers, charity shops, convenience stores, chemists, financial services, betting shops etc), leisure uses (gyms, bingo hall, library, customs house, museum & art gallery), health facilities (health centre, doctors, dentists, chiropracter), food providers (hot takeaways, public houses, restaurants, cafes), residential (hotels, boarding houses, nursing homes, dwellings houses and apartments), places of worship and other employment uses (offices, light industry).

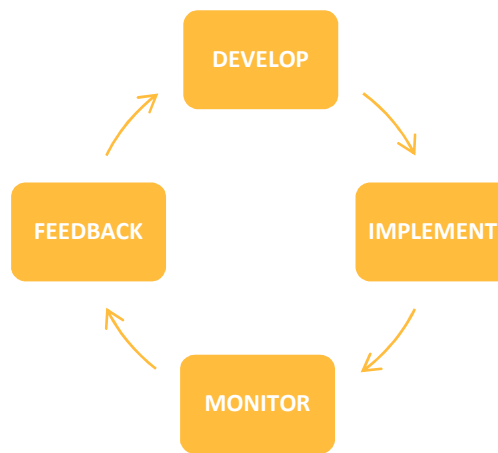
TRAVEL PLANS

- 1.13 Travel plans are long term management tools used for coordinating sustainable transport strategies. A travel plan to support planning applications for new development should set out positive actions to minimise any adverse operational and environmental impacts of transport to and from the proposed area of change. The benefits of implementing a travel plan include: improving health, reducing congestion, reducing energy consumption and reducing pollution.
- 1.14 To achieve these benefits, a travel plan must contain measures which aim to reduce single occupancy vehicle trips by encouraging the use of other travel modes. Each travel plan is different and should be

tailored specifically to the needs of the location under consideration. However, a travel plan should include: an action plan, timescales and targets, responsibilities for implementation, monitoring and review.

- 1.15 This FTP applies to business units in the South Shields 365 Vision Masterplan and was prepared alongside a transport assessment. A transport assessment provides the evidence to support future transport changes and highlights any mitigation measures needed in the travel plan. This travel plan will ensure that staff, visitors and occupiers travelling to the new developments are encouraged to do so by sustainable modes.
- 1.16 Importantly, this FTP is an interim document that is being prepared in association with the planning application. It provides a framework for the delivery of a series of full travel plans as the masterplan is rolled out. Notably, travel plans are dynamic documents that require updates. The reiterating process of a travel plan is shown in **Figure 1.3**. This FTP therefore needs to be flexible and dynamic to take into account of the evolving requirements and circumstances of the masterplan. The travel plan is therefore subject review as development progresses.
- 1.17 This FTP is the foundation for the travel plan process and should be referenced by new occupants prior to activity on the site. This document provides travel planning guidance from the developers and new unit occupants have the responsibility to develop, implement and monitor travel plan tailored to their business.

Figure 1.3 Basic process of a travel plan



- 1.18 Experience shows that the benefits accruing from a travel plan can be extensive and can affect both organisations and individuals.
- 1.19 For the organisation a travel plan can:
 - solve car parking demand and cost problems;
 - enable higher occupancy of existing buildings;
 - solve problems caused by traffic congestion;
 - enable more visitors and customers to access the site;
 - provide a better experience for visitors and customers travelling to the site;
 - ease delays to deliveries and movements of goods;
 - improve visitors and staff health and reduce staff absence;
 - assist with recruitment and retention by making staff journeys to work easier and cheaper; and

- improve staff punctuality by reducing congestion delays and supporting more reliable means of transport.

1.20 For staff a travel plan can:

- assure parking for those who need it most;
- help provide less stressful commuting options;
- give opportunities to build healthy exercise into daily life;
- reduce journey times; and
- reduce the cost of travel to work, or avert the need to buy a car.

MUSE DEVELOPMENTS AND SOUTH TYNESIDE COUNCIL'S COMMITMENT

1.21 South Tyneside Council and its delivery partner Muse Developments are dedicated to minimising any negative transport impacts which could result from the proposed future developments. As such they are committed to ensuring a modal shift towards sustainable travel. The purpose of this FTP is to outline a range of initiatives which can be used to reduce the need to travel, but also to improve travel choices by making journeys by sustainable modes of travel more appealing.

REPORT STRUCTURE

1.22 This FTP looks at current transport access to the site and examines any likely changes to transport infrastructure following the proposed developments. Next it sets out travel objectives with a focus on reducing the need for travel, ensuring acceptable public transport standards, enhancing walking and cycling facilities and investigating car parking provision. The FTP details mitigation measures, which can be used for all units throughout the development, and suggests additional specific measures which can be implemented if appropriate to the business. Lastly, this FTP details monitoring techniques and considers future measures if targets are not achieved.

1.23 Following this introduction, this report includes:

- Policy review;
- site context;
- travel plan aims and objectives;
- existing and proposed transport infrastructure;
- overarching travel plan measures;
- business specific travel plan measures;
- targets and monitoring;
- action plan; and
- summary.

1.24 Supporting information is included in the appendices.

2 Policy Review

INTRODUCTION

2.1 Before developing an appropriate travel plan, the policy context of the site has been investigated. Current policy at national, regional and local level has all been considered to establish how these external factors relate to this development. The following documents have been considered:

- National Planning Policy Framework;
- Government White Paper;
- Local Planning Policy;
- South Shields Town Centre Vision; and
- Tyne and Wear Local Transport Plan 3.

NATIONAL POLICY

NATIONAL PLANNING POLICY FRAMEWORK

2.2 The National Planning Policy Framework (NPPF) set out the government's planning policies for England and how these are to be implemented. It provides a framework which local people, and their respective councils, can produce their distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

2.3 All developments that generate significant amounts of movement should be supported by a transport statement or transport assessment. Plans and decisions should take account of whether:

- the opportunities for sustainable transport modes have been considered in relation to the nature and location of the site, to reduce the need for major transport infrastructure;
- safe and suitable access to the site can be achieved for all people; and
- improvements can be undertaken within the transport network, which cost-effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.

GOVERNMENT WHITE PAPER: CREATING GROWTH, CUTTING CARBON – MAKING SUSTAINABLE LOCAL TRANSPORT HAPPEN

2.4 The current approach to the provision of transportation infrastructure was introduced by the Department for Transport (DfT) in the 2004 White Paper 'The Future of Transport'. The White Paper outlines the vision for a transport system that is supportive of economic growth, but one that is also greener, safer and improves quality of life.

2.5 To achieve this it advocates a wide range of measures, to deal with congestion and emissions, which need to be implemented at both a national and local level. The White Paper identifies the costs of transport caused by congestion (e.g. the issues surrounding delay, pollution, health problems and accidents etc.). As a result, it is stated that access to sustainable travel modes and improving accessibility can improve public health, quality of life and local growth.

LOCAL POLICY

LOCAL PLANNING POLICY (LEPS)

- 2.6 Upon formation, the coalition government removed the regional tier of government in England, with the revocation of Regional Spatial Strategies.
- 2.7 The policy focus has shifted to planning at a local neighbourhood or community scale; a level that can be influenced by local people. This move towards localism serves to strengthen the role of directly elected Local Authorities. They can determine their own priorities and strategies by developing a strong partnership with local businesses and local people. Consequently, as part of this move towards more responsible community led governance, local authorities were invited to come together to submit proposals with business leaders to form LEPs in their area. The north-east LEP consists of Northumberland, North Tyneside, South Tyneside, Sunderland, Newcastle, Gateshead and Durham councils.

SOUTH SHIELDS 365 TOWN CENTRE VISION

- 2.8 The South Shields 365 Town Centre Vision document sets out a sustainable economic vision which will help create new opportunities for residents, businesses and visitors. It identifies the economic core of the area, consisting of three distinct geographic 'character areas': the riverside, the town centre and the foreshore. Each area has a distinct economic function for South Shields.
- 2.9 Fundamental to the strategy is linking these areas to ensure a broader experience for residents and visitors, and for increasing internal expenditure. This needs to be supported by improving permeability and legibility within the town centre connecting the traditional heart of the town with the new opportunities.

TYNE AND WEAR LOCAL TRANSPORT PLAN 3

- 2.10 The third local transport plan (LTP3) for Tyne and Wear comprises of a ten year strategy (2011 to 2021) encompassing all forms of transport. The strategy is implemented through a series of three-year delivery plans, the first of which will run from 2011 to 2014.
- 2.11 The vision for LTP3 is:

Tyne and Wear will have a fully integrated and sustainable transport network, allowing everyone the opportunity to achieve their full potential and have a high quality of life. Our strategic networks will support the efficient movement of people and goods within and beyond Tyne and Wear, and a comprehensive network of pedestrian, cycle and passenger transport links will ensure that everyone has access to employment, training, community services and facilities.

- 2.12 To achieve this vision, five goals have been set:
- to support the economic development, regeneration and competitiveness of Tyne and Wear by improving the efficiency, reliability and integration of transport networks across all modes;
 - to reduce carbon emissions produced by local transport movements, and to strengthen our networks against the effects of climate change and extreme weather events;
 - to contribute to healthier and safer communities in Tyne and Wear, with higher levels of physical activity and personal security;
 - to create a fairer Tyne and Wear, providing everyone with the opportunity to achieve their full potential and access a wide range of employment, training, facilities and services; and
 - to protect, preserve and enhance our natural and built environments, improving quality of life and creating high quality public places.

SUMMARY

- 2.13 The proposed development is considered to sit within the policy framework and particularly build on the key elements of promoting economic development and prosperity within a safe, sustainable and efficient environment.

3 Aims and Objectives

INTRODUCTION

- 3.1 This section of the FTP sets out the aims and objectives for the area covered in the South Shields 365 Vision Masterplan. Objectives and aims are an important tool for driving the travel planning process forward and monitoring the success of measures implemented.
- 3.2 Importantly, as a travel plan is an evolving document, aims and objectives need to be reflected on and changed to best suit the needs of the user. To ensure that this is achieved, the aims and objectives described in this document must be regularly reviewed so that the potential for influencing travel behaviour can be maximised.

AIMS

- 3.3 The aim of this FTP is to:

Create a more sustainable, community driven environment for all users; and to encourage staff, residents and visitors to adopt healthy, sustainable lifestyle and travel choices to reduce reliance on single occupancy vehicle trips.

OBJECTIVES

- 3.4 Objectives help to give the FTP a clear focus and direction, and over time additional objectives (e.g. improvements to safety and accessibility etc) may be added to address specific travel problems. To start with, the key objectives of this FTP are to:
1. reduce the number of single occupancy car trips to and from the town centre;
 2. increase the number of staff and visitors using sustainable forms of transport to and from the town centre;
 3. increase awareness of the travel plan and the use of sustainable modes, in particular 'active' healthy modes of travel (walking and cycling) to all town centre users; and
 4. encourage good urban design that increases the appeal and accessibility of the town centre and therefore improve the environment for walking and cycling.

4 Existing and Proposed Transport Infrastructure

INTRODUCTION

- 4.1 The existing transport provision in the vicinity of the proposed development is detailed in this section, including the current conditions for walking, cycling, public transport and private car use. In addition, this section will detail the proposed changes to these facilities in accordance with the masterplan.

ACTIVE TRAVEL

- 4.2 In South Shields town centre there is a network of adjoining footways and cycle routes, making active travel a viable form of transport around the proposed development.
- 4.3 The decision to walk or cycle is often dependent on the 'right' conditions and environment. Guidance on the needs of pedestrians and cyclists states that there are five core requirements which encourage carbon neutral transport¹. These requirements are as follows: convenient, accessible, safe, comfortable and attractive. All of these requirements have been considered when analysing the current and future walking and cycling provision in the town centre.

WALKING ACCESSIBILITY

Existing conditions

- 4.4 Walking is the most sustainable form of transport and it offers a range of benefits to everyday living including improvements in: health, safety, access to services and sense of community. Moreover, it is free and predictable, making it an economic and time efficient transport choice.
- 4.5 Walking offers a realistic option for the journey to work or study. It is the most important mode of travel at the local level offering the greatest potential to replace short car trips, particularly under 2km.
- 4.6 Perhaps more practically, walking is generally considered a viable travel choice over shorter distances (approximately 800m² according to Guidelines for Providing Journeys on Foot, CIHT 2000). Almost all journeys include an element of walking therefore pedestrian facilities should not be considered in isolation. Walking offers the connection between cycling, public transport and highway transport to the proposed developments. This means that having safe, visually attractive and well-functioning pedestrian infrastructure is an important foundation to successful use of all new businesses in the proposed masterplan. Introducing an appealing and convenient public space is likely to make people want to visit the town centre, bringing social, environmental and economic renewal to individuals and the community of South Shields.
- 4.7 As the masterplan is centred on the town centre, there is an extensive existing pedestrian network linking local services, shops and restaurants. Footways around the town centre offer easy access to other facilities including the main public transport connections and surrounding residential areas. The town centre has an existing pedestrian only street on King Street, which serves as the main shopping area in the town centre.

¹ IHT 2000 (Connectivity, Conspicuity, Convenience, Comfort, and Conviviality) and Cycle Friendly Infrastructure, IHT 1996 (Coherence, Directness, Comfort, Safety, and Attractiveness)

- 4.8 Generally the existing footway provision is good and is considered to provide suitable widths to accommodate passing push chairs, those with small children, wheelchairs and those with varying levels of disability and visual impairment. A number of formal and informal pedestrian crossings exist across the central area. All crossings are provided with dropped kerbs and appropriately coloured tactile paving.

Proposed improvements

- 4.9 Walking plays a central role in the South Shields 365 Vision Masterplan to promoting social inclusion, community atmosphere and growth in the economy. Although there is an established pedestrian network in the town centre, the aesthetics and functionality of some of the infrastructure can be improved. The proposed masterplan includes the improvement of the existing public realm making areas surrounding the development a more attractive walking environment.
- 4.10 Enhancing pedestrian infrastructure is an important part of the proposed masterplan and as such some of the main changes to the walking conditions in the area involve the reallocation of road space. Areas which are to be reclaimed for pedestrian space include: Church Row, Chapter Row, East Street and Barrington Street. These streets are to be part of the new pedestrian areas and as such will include for restriction on access by vehicular traffic.
- 4.11 The proposals include the realignment of Barrington Street to create a continuous central street that runs east/west through the town centre parallel to King Street. A number of existing and new pedestrian routes will be provided between the two providing improved permeability north/south across the town centre. These routes create a retail circuit allowing shoppers to flow around the town centre in a logical manner.
- 4.12 The reduction in available carriageway space within the town centre will reduce traffic within the central area; provide road safety benefits for users and promote more sustainable forms of transport.
- 4.13 Modifications of the current road network involving re-routing and changes to the bus provision will also have a positive effect on the pedestrian environment. The introduction of the new Transport Interchange and subsequent one-way routing of buses through the town centre will reduce the dominance and severance currently caused on the Chapter Row to Keppel Street section. The centralisation of bus infrastructure in one location allows existing highways space to be handed over to pedestrians as part of an improved public realm.
- 4.14 The use of quality materials and high construction standards will improve pedestrian areas, reducing the demand for regular maintenance in the future. Improvements such as dropped kerbs and wide pedestrian areas will enhance accessibility for all road users, particularly for people with mobility impairments or pushchairs.

CYCLING ACCESSIBILITY

Existing conditions

- 4.15 Cycling is a cheap, reliable and environmentally friendly way to travel. Cycling has the potential to cater for many trips, particularly those less than five kilometres. The availability of designated cycle routes, especially if they are traffic free, can have a positive effect on cycling levels.
- 4.16 Currently there are three National Cycle Network routes in close proximity to the site. These are:
- **National Cycle Network route 1** – Dover to Shetland via the east coast
 - **National Cycle Network route 14** – Three Rivers Cycle Route, Stockton to South Shields via Hartlepool, Durham, Consett and Gateshead
 - **National Cycle Network route 72** – Hadrian's Cycleway, Kendal to South Shields via Whitehaven, Carlisle, Newcastle upon Tyne and Tynemouth.

4.17 In the South Tyneside area, route 14 and 72 are mainly on-road cycle routes with some off-road sections whereas route 1 is almost entirely off-road and traffic free. In addition there are on-road cycle facilities along the length of King George Road.

4.18 All the cycle routes run to within 500metres of the proposed development and the existing sustainable transport facilities within the town centre and therefore cycling to the town centre for recreation, commuting or for interchange is a real possibility.

Proposed improvements

4.19 The availability of designated cycle routes, particularly if they are traffic free, can have a positive effect on cycling levels. Together with the redevelopment of the town centre, it is proposed that some changes are made to the local cycle infrastructure which aims to encourage more visitors and staff to cycle into the town centre.

4.20 Whilst the existing cycle infrastructure is good, it circumnavigates the town centre rather than providing direct routes into the central area. It is therefore proposed to develop a 'wheel and spoke' approach with the NCN routes continuing to circulate round the town centre offering fast and direct routes, with the spokes coming from these routes into the town centre. **Appendix A – Transport Infrastructure Information** shows the proposed cycle infrastructure and how it will tie into the existing cycle network.

4.21 It is proposed to provide a new route from NCN route 1 and from the coastal cycle routes to the town centre from the east. The existing journey from the coast would be along the 'advisory route' on Ocean Road. Instead, it is proposed that 'advisory routes' along east Beach Road, Seaview Terrace and Seafield Terrace are turned into a 'sign posted cycle route'. Signposting encourages cyclists to feel more comfortable sharing the route with cars and will make drivers aware of cyclist's presence. This will improve awareness and safety for all.

4.22 From Seaview Terrace, cyclists can head westbound onto Eleanor Street and then via the pedestrianised route through the Woodbine estate. At that point, cyclists can rejoin the carriageway at Fowler Street central to the town centre.

4.23 Secondly, access to the town centre from the south-west has been considered. The existing route into the town centre from the south-west is via the NCN route number 14 which travels predominately via a traffic free path to the A194 and then runs via a convoluted route via TEDCO Business Park to ASDA.

4.24 To improve this route it is proposed to provide a route from the A194 along Crossgate and then onto Garden lane via St Hilda's Street. It is proposed that this is via a mix of traffic free and signed on road routes. The route continues north on Garden Lane into the town centre at Waterloo Street and provides access to the rear of the foodstore via a new shared use pedestrian and cycle route under the Metro embankment.

4.25 Thirdly, access from the west to access the new facilities around Barrington Street will be afforded via an on road section on Chapter Row. It is proposed this will connect to NCN72 adjacent to the BT building.

4.26 It is proposed to provide a fourth route from the north via the residential area connecting to NCN72. This would again be a signed on road route.

4.27 It is proposed that for safety of pedestrians and cyclists, cycling is restricted on Barrington Street in the same way that it is restricted on King Street and many key shopping streets. Cyclists are required to walk their bike for this section of the journey.

4.28 Although these defined routes will exist, cyclists will not be discouraged from travelling on the carriageway mixing with general traffic, indeed many cyclists prefer this. It is proposed that the town centre will be subject to a 20mph and therefore interaction with general traffic will be safer.

- 4.29 It is thought that by making traffic-free cycle routes available and the town centre accessible for cyclists, then more visitors and staff will find cycling into South Shields an attractive, safe and convenient option of travel.
- 4.30 To complement the masterplan developments and improvements to the cycle routes; new cycle parking facilities are to be constructed across the town centre. **Figure 1.3** shows the five new locations for additional cycle parking facilities.

PUBLIC TRANSPORT

BUS

Existing conditions

- 4.31 There is a comprehensive network of bus services in South Tyneside. The proposed developments are located in close proximity to the existing bus stops which are located along the length of Church Row and Keppel Street. Additional stops exist on Fowler Street and Station Road.
- 4.32 The services that currently serve the South Shields interchange are outlined in **Appendix A – Transport Infrastructure Information**.
- 4.33 The services provide frequent access to the town centre from key residential areas in South Tyneside such as Cleadon, Boldon and Whiteleas as well as services to Newcastle, Gateshead and Sunderland.

Future improvements

- 4.34 There are to be major improvements to current bus services in the town centre. The proposed development includes a new transport interchange, designed to accommodate a variety of public transport modes within one facility. The new interchange will provide 15 bays, one of which will be dedicate for use by coaches. There will be a drop off space in advance of the main bays and also a layover area with capacity for three buses.
- 4.35 The new bus station comprises a concourse or apron set parallel to the Metro line and a series of drive in, reverse out (DIRO) stands. Extensive consultation with the bus operators and Nexus has led to the agreement of the DIRO layout provided a safe design can be achieved. Essential to this requirement is the need to separate passenger / pedestrian and vehicle flows.
- 4.36 The coach bay will allow local and national coach services to gain direct access to the town centre, allowing visitors to easily access other areas of the town thus increasing footfall and economic activity.
- 4.37 Buses and coaches will access the interchange from Fowler Street via the reconfigured Burrow Street. The apron area is designed to be a one way through route which will maximise the efficiency of the layout. Egress will therefore be via Keppel Street.
- 4.38 Rear access to the proposed retail outlet and the existing retail premises on Fowler Street adjacent will also be improved via a revised service area layout.
- 4.39 The Interchange development and implementation of the wider Masterplan will be supported by the re-routing of buses within the town centre. The purpose of this to reduce the dominance and severance caused by buses currently using Keppel Street and Chapter Row effectively as a bus interchange and to provide a critical mass of bus and interchange activity in one location.
- 4.40 Consultation with the bus companies and Nexus has therefore resulted in a revised approach to routing whereby buses pass through the town centre running in an anti-clockwise direction. The routing can be seen in **Appendix A – Transport Infrastructure Information**.
- 4.41 There will be approximately 26 buses per hour to/from the A194 including the No 7, 8, 12A, 17 and E2.

- 4.42 There will be approximately six buses per hour which will access the proposed Interchange via Winchester Street including the No. 10, 11, 516 and E1 services.
- 4.43 The majority of busses will access the interchange via the A1018 and will offer up to 44 buses per hour to the site including the No 3, 4, 5, 18, 27, 30, 35, 35A, 50, 88, 88A, E6 and X20 services.
- 4.44 **Appendix A – Transport Infrastructure Information** shows maps of the existing bus stops within the vicinity of the development. All plotted bus stops are within the 800m preferred walking distance from the centre of the proposed masterplan. The changes to the current bus routes means that bus stand allocation must also be reviewed. A revised bus stop location map can be also seen in **Appendix A – Transport Infrastructure Information**.
- 4.45 Bus stops on Church Way, Chapter Row and northern Fowler Street are all to be removed as it is expected that the majority of bus passengers will use the new Transport Interchange as the core stop when visiting the town centre.
- 4.46 Additionally the northbound stop on Station Road, the northbound stop on Ferry Street near Church Way and westbound stop on Crossgate are also to be removed as the new one direction anti-clockwise bus route means that these stops are no longer needed.
- 4.47 A number of new bus stops are proposed around the masterplan development. Of these, five upgraded bus stops are to be installed on Coronation Street, giving public transport users easy access to the new masterplan facilities. An additional bus stop is proposed for journeys southbound on Station Road and a second stop is provided on Crossgate.

COMMUNITY TRANSPORT

- 4.48 A number of alternative public transport options are available to residents of South Tyneside. Taxicard is a smartcard that contains £125 worth of taxi fares that can be used when using taxis. The passenger pays the first £1.50, and then the next £3.00 is deducted from the card. The remainder of the fare is then made up by the passenger. People automatically qualify for this scheme if they receive high rate mobility component of the disability living allowance, attendance allowance or are registered as severely visually impaired or blind.

METRO

Existing conditions

- 4.49 The South Shields Metro Station is located in close proximity to the site. All proposed developments in the town centre are well connected to the wider Tyne and Wear region by the Metro network as can be seen **Appendix A - Transport Infrastructure Information**.
- 4.50 South Shields is positioned on the yellow line, which serves many destinations in North and South Tyneside, including major employment areas such as Gateshead and Newcastle. The green line is also accessible by changing trains at Pelaw. The green line provides further access to Newcastle Airport and South Hylton via Sunderland, stopping at many destinations in South Tyneside including Fellgate, Brockley Whins and East Boldon.
- 4.51 South Shields Metro Station does not have dedicated car parking facilities but does have a taxi rank, cycle parking (eight spaces at the bottom of the station steps) and information points.
- 4.52 Services from the South Shields Metro Station are outlined in **Table 4.1**. The first service on weekdays and Saturdays is at 05:45 and 05:51 respectively, while the first service on a Sunday morning is at 07:03. The Metro operates until approximately midnight seven days a week.
- 4.53 All timetable information for South Shields station can be accessed at <http://www.nexus.org.uk/metro/timetables-stations/south-shields>.

Table 4.1 Frequency of Metro services from South Shields station

Day	Daytime frequency	Evening frequency
Monday to Sunday	every 12 minutes	Every 15 minutes
Saturday	every 12 minutes	Every 15 minutes
Sunday	every 12 minutes	Every 15 minutes

Nexus.org.uk

- 4.54 The table below shows approximate Metro journey times from the South Shields station. The journey time from South Shields to Chichester station is approximately two minutes.

Table 4.2 Journey times from South Shields station

Destination	Approximate journey time (minutes)
Pelaw	17
Heworth	19
Gateshead	24
Newcastle Central Station	27
Newcastle Monument	28
Newcastle Haymarket	29
South Gosforth	36
Sunderland	39
Whitley Bay	54

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Future improvements

- 4.55 The proposed development includes for improvement to South Shields Metro Station with the purpose of attracting more people to use the Metro system.
- 4.56 The new Transport Interchange will therefore provide access to the Metro platforms providing a more welcoming place and improved customer experience. The Interchange building will include a new ticket hall, customer service desk, ticket machines, entry/exit turnstiles and staff accommodation.

FERRY

Existing conditions

- 4.57 The ferry landing at South Shields is located on the River Tyne, to the west of the proposed developments. There is pedestrian access from Ferry Street to the ferry landing stage. The Shields Ferry provides passenger transport (including the accommodation of cycles) across the River Tyne between two floating landing stages at North Shields and South Shields.
- 4.58 The ferry connects with other public transport services in close proximity on the north and south side of the River Tyne, including bus and Metro networks via the existing footpath network. Ferries depart from each landing every 30 minutes and the journey takes approximately seven minutes. **Table 4.3** summaries the ferry timetable.

Table 4.3 Summary timetable for ferry crossing

Service	Day	North Shields to South Shields	South Shields to North Shields
First service	Monday to Wednesday	07:00	06:45
	Thursday to Saturday	07:00	06:45
	Sunday	10:30	10:15
Last service	Monday to Wednesday	20:00	19:45
	Thursday to Saturday	22:50	22:40
	Sunday	18:00	17:45

Future improvements

- 4.59 Improvements to the area around the ferry have already been approved as part of the application associated with The Word. The works include provision of a raised puffin crossing which will connect the west of the town centre to the ferry landing. The new pedestrian crossing width is wide (8m) and includes an extension of the footway material. The purpose of this is to give the impression of pedestrian priority and promote the use of sustainable travel.
- 4.60 Moreover, the raised plateau enforces slower speeds on Ferry Street which helps to achieve pedestrian safety.
- 4.61 It is understood that South Tyneside Council are also pursuing measures to improve the pedestrian and cycle facilities to the Ferry area, the first phase of which was the Harton Quays Riverside park completed in September 2013.

RAIL

Existing conditions

- 4.62 Newcastle Central Station is approximately 17km from South Shields town centre. The train station offers the following regional and nationwide services:
 - **East Coast main line** operates northwards to Scotland and southwards to Yorkshire and London;
 - **Tyne Valley line** operates westwards to Hexham and Carlisle;
 - **TransPennine** rail operates to Leeds and Manchester; and
 - **Cross-Country** line runs to the Midlands and south-west England.
- 4.63 Additionally Sunderland train station is approximately 15 km from South Shields. This station offers more local connections to other areas in Tyne and Wear and some national routes. Services available include:
 - journeys to Metrocentre and Hexham;
 - Durham Coast line running south-east to Middlesbrough; and
 - Grand Central services from Sunderland to Tees Valley, Yorkshire and London.
- 4.64 Both rail stations can be accessed by the Metro, taking 27 minutes to travel from South Shields to Central Station (Newcastle) or 39 minutes to travel from South Shields to Sunderland.

Future improvements

- 4.65 There are no changes to the rail service as a result of the proposed development masterplan. However improvements in other public transport connections may attract more people to commute to the train stations by sustainable modes of travel.

TAXI

Existing conditions

- 4.66 There are currently various taxi pick-up and drop-off locations across the town centre (see **Appendix A - Transport Infrastructure Information**). The locations of the existing taxi ranks are on: East Street, Smithy Street, Mile End Road and Ocean Road.

Future improvements

- 4.67 It is proposed that the East Street and Smithy Street taxi ranks are removed as part of the masterplan to free up space for developable land to provide an improved public realm. Replacement ranks will be provided on Keppel Street outside the proposed Interchange building, and on Church Row outside The Word.
- 4.68 The remaining two existing taxi ranks will be maintained. It is understood that the Council are reviewing the provision at these ranks to see if they can be improved.
- 4.69 Additionally as the foodstore development comes forward, access for taxis into the car park will be considered. A number of pick up/drop off bays will be identified in close proximity to the building entrance to allow customers who have used the stores phone to contact an agreed taxi provider.
- 4.70 The proposed access system allows taxis to permeate the town central area at all times.
- 4.71 The proposed plan of taxi locations (see **Appendix A - Transport Infrastructure Information**) shows that there will be a taxi ranks located strategically across the town centre.

INCLUSIVE ACCESS

- 4.72 Notwithstanding the accessibility improvements and initiatives discussed elsewhere in the travel plan, a number of specific measures will be included to enhance accessibility for disabled people and also for people with young children.
- 4.73 As discussed, the proposed car parks will include for provision of disabled parking bays. As a minimum this will be in line with the required provision outlined within the Councils Parking Standards (6% of provision).
- 4.74 Proposed crossing locations, such as that on Keppel Street at Interchange Square, will be on a raised plateau bringing the carriageway to the same level as the adjacent footways. The crossing will incorporate contrasting tactile paving to make visually impaired pedestrians aware of the crossing.
- 4.75 The signalised crossing located where Fowler Street and Keppel Street meet will include audibles and a revolving cone that accompany the green pedestrian signal to assist the blind and visually impaired to advise them when it is safe to cross.
- 4.76 In addition to the tactile paving associated with the pedestrian crossings, the public realm areas have been designed following extensive consultation with local accessibility groups. Tactile strips will be provided at key locations to direct visually impaired pedestrians to building entrances such as the Transport Interchange. This allows visually impaired users to pick up the tactile strip and follow it to the building entrance.
- 4.77 The public realm includes for the provision of a large number of benches. The design and layout of these benches has been discussed with the local access groups to ensure different heights exist for different users. The number and location of benches also give a number of rest places for disabled users and the elderly.
- 4.78 The Transport Interchange will provide covered waiting areas for all services. The building will be include a number of measures to direct visually impaired users to their stop including audible messages;

large display screens; and tactile guidance strips. There will also be a help point and manned information point if required. The Interchange will be designed for use by low floor buses.

- 4.79 Secondary bus stops locations such as those on Coronation Street, will incorporate raised kerbs, seating and lighting. The bus operators that run routes through South Shields have a number of easy access buses which are able to accommodate wheelchairs. These services include ramps or low floor buses and have dedicated wheelchair spaces on their vehicles. Drivers of vehicles are trained to deal with a wide range of disabilities and information on services is available on the operators websites.
- 4.80 The public realm works will include a renewing of the lighting provision. The lighting scheme has been designed to ensure suitable illumination levels exist across the scheme ensuring a safe provision for all users in particular the visually impaired.
- 4.81 All promotion material that will be discussed in more detail below, will be available in multiple formats as required. This could include in large format, Braille or audio in line.

HIGHWAY NETWORK

- 4.82 To provide a holistic approach to exploring access needs for the town centre, it is necessary consider the surrounding road network. Many businesses and individuals are car dependent therefore the quality of the local road network is important to connecting South Shields to other areas across the region.

TOWN CENTRE

Existing conditions

- 4.83 The road network in South Shields requires access by general traffic, servicing vehicles and public transport.
- 4.84 Permeability of the central area for general traffic is constrained on Fowler Street, north of Winchester Street, through Keppel Street and Chapter Row with these areas given over to buses however observations suggest that this is abused. Access to town centre car parks is afforded by the remaining road network. Service vehicles can access all of the town centre area although timed constraints exist.
- 4.85 The Keppel Street/Chapter Row link through the town is currently dominated by buses, effectively using the highway as a bus interchange. Buses currently use the westbound carriageway route to drop off, undertake a 'U' turn at the roundabout, and then pick up on the eastbound carriageway. This results in a substantial amount of carriageway and associated infrastructure in the central area which results in segregation of pedestrian routes and very poor pedestrian permeability.
- 4.86 Its road network benefits from its geography, as vehicles in South Shields are there to visit South Shields rather than are passing through on the way to somewhere else. As such its road network does not experience substantial congestion even during peak hours.
- 4.87 The A194/A1018 signalised junction in front of the town hall is considered to be the most prone to congestion, however this is very localised to the junction and occurs primarily during peak periods.
- 4.88 Seasonal congestion can occur as a result of the proximity to the Foreshore area during good weather spells and during events such as the Great North Run. These are however intermittent and do not give rise to ongoing operational problems.

Future improvements

- 4.89 Enhancing the local road networks is an important part of the proposed masterplan; it is recognised that even though congestion in the town centre is not substantial, much can be done to improve the town centre environment for all road users.

- 4.90 The main change to the central areas of the town centre road network is the downgrading of Church Row, Chapter Row, East Street and Barrington Street. These streets are to be part of the new pedestrian renaissance and as such will no longer permit general traffic other than service vehicles during allocated times.
- 4.91 Changes are proposed to reduce carriageway space around the town centre i.e. Keppel Street, so that other forms of transport can be encouraged. By routing buses in an anti-clockwise direction via a one way arrangement allows carriageway space to be handed over to public realm works. It is proposed that by reducing carriageway space and changing the feel of the area, extraneous traffic will be discouraged and vehicle speeds controlled.
- 4.92 The development of the foodstore as part of the masterplan also requires the removal of the road network between Fowler Street and Garden Lane. This includes Thomas Street, Charlotte Street, Mount Terrace, Franklin Street and St Hilda Street (eastern end).
- 4.93 The reallocation of available road space is being supported by improvements to key junctions on the network.
- 4.94 At the A194 Western Approach/Crossgate junction it is proposed to provide a new bus lane on the southbound approach to the roundabout running a distance of approximately 100 metres. This bus lane ties into the existing flare and therefore no existing carriageway space allocated to general traffic is lost.
- 4.95 At the Station Road/Coronation Street junction it is proposed to introduce partial signalisation at the roundabout identified for the northern arm and the opposing eastbound circulatory carriageway. The scheme is considered to break up the flow of traffic that will conflict with bus movements from Coronation Street during busier periods. Allowing Coronation Street to operate uncontrolled ensures delay does not occur during quiet periods.
- 4.96 At the A1018/Crossgate/Beach Road junction the proposed scheme includes the maximising of capacity on approach to the junction through localised widening. This is supplemented by pedestrian crossings on the key pedestrian routes.
- 4.97 To complement the downgrading of Church Way, the existing roundabout with Station Road will be removed and a simple priority junction will be provided.
- 4.98 It is proposed to formalise the arrangement on Garden Lane under the existing Metro bridge. This will be done by introducing a shuttle traffic signal arrangement with actuated signals.
- 4.99 Details of future changes to the town centre road network can be seen on **Drawing Ref: NEA1239/MP/GL03** included in the Transport Assessment.

WIDER ROAD NETWORK

Existing conditions

- 4.100 The surrounding wider road network can be seen in **Appendix A - Transport Infrastructure Information**. The nearest strategic road to the site is the A19 dual carriageway which runs approximately 4 kilometres southwest of the site. It runs north to south and links Northumberland and North Tyneside to South Tyneside, Sunderland and Middlesbrough via the Tyne Tunnel.
- 4.101 The key access route from the A19 corridor is via the A194 Western Approach which runs in a north easterly direction to South Shields town centre. The other main access routes to South Shields are via the A183 Coast Road (from the south via the east coast) and the A1018 Westoe Road (from the south towards Sunderland).
- A19 - The A19 trunk road is a dual carriageway which begins north of Newcastle at the junction with the A1 in Seaton Burn. The A19 travels southbound past Middlesbrough and continues

through to Thirsk and, via a short link on the A168. The A19 then continues as a non-trunk road to Doncaster.

The Highways Agency (HA) is responsible for the operations and maintenance of the A19. Recent improvements to the A19 include:

- **A19/A1231 Hylton Grange interchange** – Work is currently being carried out west of Sunderland to widen the A1231 eastbound approach to the roundabout to three lanes. Additionally traffic sign control is being installed on all approach arms of the junction. The purpose of this developed is to reduce queuing on the A1231.
- **A19 Moorfarm roundabout, North Tyneside** – Between July 2013 and February 2014 Moorfarm roundabout was widened to provide additional traffic capacity needed for the opening of a new hospital.
- **A1/A19 Seaton Burn interchange and Fisher Lane junction Improvement** – Work is currently being carried out at the Fisher Lane roundabout where a third lane is being provided for the Fisher Lane and A19 approach as well as on the roundabout itself between A19 and A1 exit arms. Also, a shared pedestrian/cyclist facility is being introduced to facilitate safe road crossing. On the nearby slip roads, the layout is being improved, HA are introducing a second lane on the southbound exit slip road approach to signals and they will extend the third lane of the northbound exit slip road.
- **A19/A1058 Coast Road junction Improvement** - Work to improve the A19/A1058 Coast Road junction by upgrading the existing roundabout to a three level interchange and replacing the existing embankment and adjacent bridges.
- **A194** - The A194 road is a dual carriageway. It runs northeast from its start at junction 65 of the A1(M) near Washington, and the first 3 miles (4.8 km) are motorway standard, designated the A194(M) and subject to a 50 mph speed limit . There are various intermediate junctions with the A182 and the A195 before the motorway section ends at the A184 Whitemare Pool junction.
The A194 continues with a 50mph speed limit until the A19 Lindisfarne junction. North of this junction the A194 is subject to a 30mph speed limit as it passes through the residential areas of South Tyneside.
- **A183** -The A183 road runs from South Shields, through Sunderland and towards Chester-le-Street in County Durham. It is a major route in South Tyneside, Sunderland and Chester-le-Street serving many areas and landmarks along its route.
The A183 is subject to a 30mph speed limit as it passes through the town centre on an easterly approach to the foreshore.
- **A1018** - The A1018 runs between South Shields and the A19 near Seaham, County Durham via Sunderland. The A1018 is subject to a range of speed limits, but is 30mph as it passes through the residential areas of South Tyneside towards the town centre
- **A185** - The A1018 runs between South Shields and the A19 near Seaham, County Durham via Sunderland. The A1018 is subject to a range of speed limits, but is 30mph as it passes through the residential areas of South Tyneside towards the town centre
- **A1300** - The A1300 is located south of South Shields and runs in an east-west direction. At the western end, the A1300 reaches Jarrow and eastbound it reaches the coast at Marsden Bay. The A1300 provides access to South Tyneside District Hospital, as well as connecting to other major roads in the area including the A19 and the A194. The A1300 is a dual carriageway road, which in the centre includes a grass covered median strip which separates opposing lanes of traffic. This road is subject to a 40mph speed limit and has street lighting, footways and railings which create a barrier between pedestrians and the traffic.
- **A184** -The A184 begins south-west of South Shields near Gateshead; it travels east through Dunston, Gateshead, Felling, Wardley, West Boldon and East Boldon. This dual carriageway road

is separated in the centre by a medial split which includes a railing. Derestricted speed limit applies and there are no pathways or street lighting for the majority of its length.

PARKING PROVISION

Existing conditions

- 4.102 There are a number of car parks located in South Shields, some used more frequently than others. Car parks located to the north of King Street (North Street) and the car parks in the central area (Oyston Street and Garden Lane) are well used throughout the day. The car parks located to the rear of Fowler Street are less well used.
- 4.103 **Appendix A - Transport Infrastructure Information** includes a summary of parking locations in South Shields town centre and details periods of operation and parking costs. These are supplemented by a number of private car parks including ASDA and Morrisons.

Future conditions

- 4.104 The proposed masterplan will mean that some existing car parks will be removed to make space for development units. Areas which will no longer provide parking provision include East Street, Thomas Street, Charlotte Street, Fowler Street, St Hilda Street and Broughton Road.
- 4.105 Although some spaces will be lost, the development will also bring two new car parking areas:
- Harton Quays car park; and
 - Oyston Street multi-storey car park.
- 4.106 Harton Quay car park will be accessed from the rear of the BT building from the Coronation Street/ Station Road roundabout. The car park will have 40 bays including eight designated as disabled spaces and two motorcycle spaces. The car park will also facilitate sustainable transport choices by including two as electric vehicle charging spaces and 40 spaces (20 racks) for bicycles. These will be Sheffield style and will be covered.
- 4.107 Oyston Street multi-storey car park will be built on the existing council operated ground level car park at Oyston Street. The new car park will hold 300 spaces. In accordance with 'South Tyneside Local Development Framework SPD 6 Parking Standards 2010', disabled and access provision will be achieved by installing disabled spaces at a minimum of 6% of the total capacity; therefore it is anticipated that a minimum of 18 disabled spaces are to be included in the new multi-storey car park. These spaces will be located as close as possible to the entrance of the car park.
- 4.108 Oyston Street car park will also facilitate sustainable transport modes by including electric vehicle charging points and cycle parking. Numbers of spaces are yet to be confirmed but it is expected that two charging points are installed and 20 spaces (10 racks) for bikes. Cycle parking will use Sheffield style racks and will be accompanied with surveillance and lighting to increase confidence in the security of the facility. Additionally it is recommended that the cycle parking will be located as close as possible to the entrance and will be signposted clearly.
- 4.109 Both car parks will be under Council ownership and the charging mechanism will be agreed by the Council. An appropriate charging mechanism should be established to ensure a good turnover of users and prohibit protracted stays associated with the adjacent office building. The mechanism outlined below is used by a number of car parks in the town centre.
- Operational 09:00 to 18:00;
 - Monday to Saturday - 1p per minute for first hour, 80p per hour thereafter with a maximum stay of two hours;
 - Sunday – 1p per minute or £1 all day;

SUMMARY

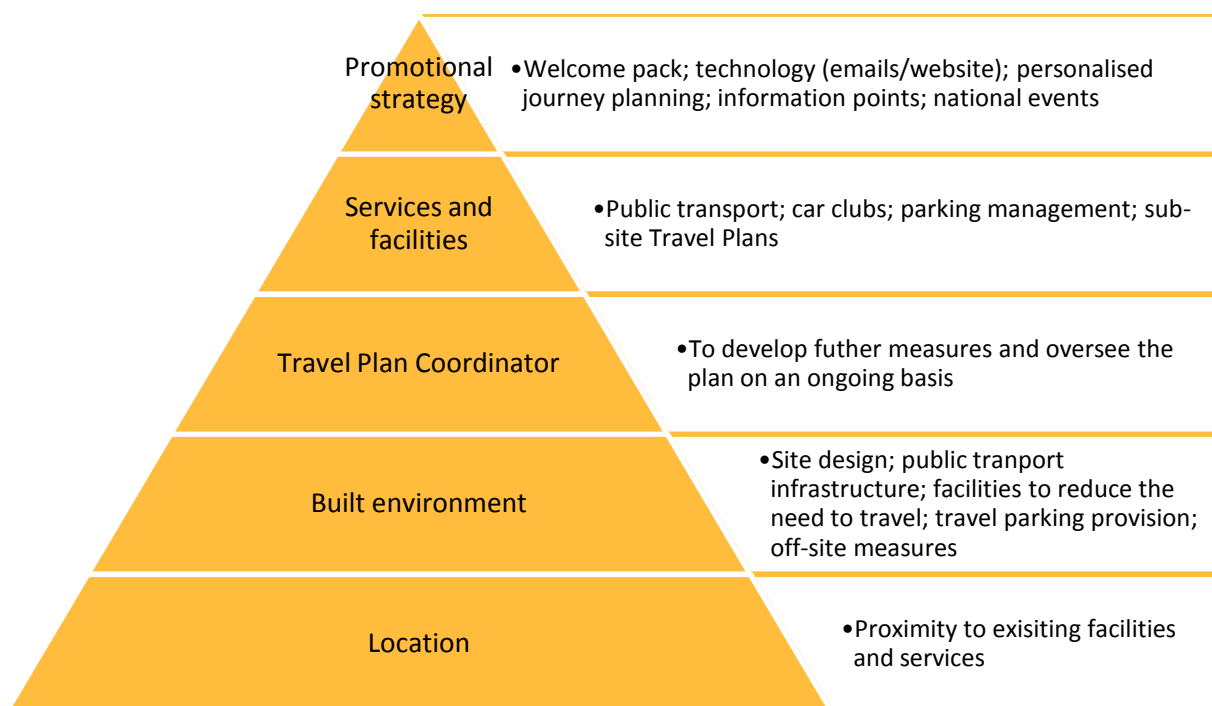
- 4.110 The proposed development is located in an existing urban area and as such is already highly accessible by sustainable forms of transport including walking, cycling and public transport.
- 4.111 The current conditions for walking, cycling and public transport will be enhanced by measures identified in the masterplan proposed alongside the developments opportunities. This will include a new transport interchange, a revitalised public realm, reduced traffic in the town centre and improved pedestrian and cycle infrastructure.
- 4.112 To summarise, the physical features of the masterplan development will provide opportunities to encourage existing and future users to travel to and around the town centre by sustainable modes of transport.

5 Management Strategy

INTRODUCTION

- 5.1 As previously detailed, the South Shields 365 Vision Masterplan proposes the introduction of multiple occupants in the town centre. For the successful operation of sustainable travel for the new development, it is necessary to have a management strategy which will be used to build, communicate, execute and monitor travel plan measures.
- 5.2 The implementation and development of the FTP will be overseen by Muse Developments and the information regarding travel in the area will be primarily conveyed to businesses and staff using sustainable travel packs and regular meetings to discuss travel plan progress.
- 5.3 This FTP is the starting point for the individual and more detailed travel plans which will be produced for each unit. This FTP advises overarching measures, applicable to all units in the development, and unit specific measures which vary depending on the use and size of each unit.
- 5.4 Each new development will then incorporate site specific measures to encourage travel by sustainable modes so that users are aware of the services available and their benefits. To ensure this is delivered successful, a robust management strategy must be in place to drive the travel planning process forward.
- 5.5 The travel plan pyramid presented in the Department for Transport’s publication, “Making Travel Plans Work: Good Practice Guidelines for New Development” has been used to devise suitable measures for the development. The travel plan pyramid is replicated in **Figure 5.1**.
- 5.6 The first two layers of the pyramid encourage the need to lay the foundations of sustainable travel through selection of an appropriate site and through site design features. These have been addressed within sections one to four of this report. The remaining three layers of the report are addressed below.

Figure 5.1 Travel plan pyramid



MANAGEMENT STRUCTURE

- 5.7 A Principal Travel Plan Coordinator (PTPC) will be appointed six months prior to beginning of the development, and will be in post until the development is rolled out fully. It is anticipated that initially a member of staff or a representative from Muse Developments will take on the role of PTPC, demonstrating their commitment to achieving sustainable travel. The name and details of the PTPC will be provided upon appointment.

Measure: Appoint the PTPC who will manage the travel plan process across the whole development.

- 5.8 The main aims of the PTPC will be:
- support business units with creating individual travel plans;
 - increase business awareness of the FTP;
 - liaise with businesses to ensure that appropriate travel plan measures are implemented and promoted;
 - ensure that the travel plans have a detailed monitoring process; and
 - formulate and feedback updates to South Tyneside Council.
- 5.9 To achieve these aims, the PTPC will be liaising with a Travel Plan Officer (TPO) from South Tyneside Council and will assist the travel plan coordinators (TPCs) selected in all new business units. All new businesses must appoint a TPC who will represent their individual business needs and overview the travel planning process in that business. TPCs must be appointed six months prior to the opening of their specific development.
- 5.10 TPCs from all businesses will form the travel plan Steering Group initially overseen by the PTPC. It is expected that TPCs will join the Steering Groups within 6 months of their business opening.
- 5.11 The PTPC will initially lead the Steering Group. After the Steering Group has been established for three years, the PTPC will transfer responsibility to the individual TPCs who will appoint a lead contact to continue with the travel plan process. The Steering Group should continue for the life of the development.

FINANCIAL SUPPORT

- 5.12 Initially financial support for the travel plan is the responsibility of Muse Developments and South Tyneside Council. This is certainly the case with the physical infrastructure included within this FTP but also the initial phases associated with the appointment of a suitably skilled PTPC, marketing and promotion materials, a website and monitoring of the travel plan progress.
- 5.13 Individual workplaces will be responsible for their own travel plan measures.

6 Site Wide Measures

INTRODUCTION

- 6.1 This section of the FTP outlines a range of measures which will be implemented to achieve the objectives set out in **Section 3**.
- 6.2 Due to the variety of unit occupations, it is acknowledged that different users require different measures. However, it is useful to include a range of overarching travel plan measures which can be used across the whole development. There is an expectation that the combined efforts of Muse Developments, South Tyneside Council and the new individual businesses can use measures detailed in this section to support sustainable travel to and from the proposed masterplan development.
- 6.3 The initiatives detailed in this section are designed to correspond with existing transport facilities in the town centre, and be compatible with any future changes to travel as a result of the development. Measures detailed are based on a transport assessment of the development, ongoing Travel Planning best practice in the region and JMP's previous experience.
- 6.4 The main aim of the measures included in this FTP is to ensure that visitors and staff who want to travel to the site, can do so using non-car modes. Encouraging this involves a range of measures which support walking, cycling and public transport.

PROMOTIONAL METHODS

- 6.5 Marketing is fundamental to ensuring a sufficient response from businesses and individuals. A marketing strategy is needed to make certain that people are aware of the details of the travel plan and are exposed to the measures being implemented to encourage positive and sustainable travel choices.
- 6.6 The first step towards behavioural change is for an individual to understand the benefits of sustainable travel options which are realistic and feasible to them. The key barrier to behavioural change is a lack of knowledge and/or misperceptions about the availability of sustainable travel options. Complete travel information that is easy to understand is essential to influence travel behaviour and therefore imperative for the success of the travel plan.
- 6.7 To increase awareness of the travel plan and initiatives, the following promotional opportunities will be utilised:
- welcome pack;
 - technology (e.g. websites, emails, video conferencing etc);
 - sustainable travel information points;
 - national events; and
 - individual travel plan coordinators.

Welcome pack

- 6.8 All new employees will receive an information travel pack which will provide customised materials and incentives to encourage travel by sustainable modes. The information travel pack will consist of:
- the existing sustainable transport options;
 - a summary of travel plan measures;
 - a summary of the local services and facilities available to reduce the need to travel further a field;
 - a map showing the links between transport and available services;
 - any local initiatives (e.g. cycle training, health walks and cycling rides etc); and

➤ sources of further information and internet links.

Measure: Staff will be provided with an information pack which will include information about local sustainable transport including public transport, walking and cycling between their workplace and the local area.

Website

6.9 Along with the information pack, it is important to have a source of information which is accessible at any time and can be updated regularly. The Council’s existing 365 Vision masterplan website will continue to be developed to include information about sustainable transport, including links to external sources of information. This will be supplemented by a website developed by MUSE which will be used to market the development sites.

6.10 The websites will provide central reference points which can be used across the development to access information relating to travel plans, notices for any travel activities or events in the town centre and will be points of contact for any queries regarding travel to or from the proposed development masterplan.

6.11 The PTPC will be responsible for regularly updating the information on the site and disseminating this information.

Measure: A website will be set up which will provide staff and visitors information about local sustainable transport.

SUSTAINABLE TRAVEL INFORMATION POINT

6.12 A travel information point will be established in an appropriate reception area in each unit to give people regular exposure and information regarding sustainable travel. The travel information point is likely to be in the form of notice boards and will contain walking, cycling and public transport information and maps, for example bus route plans, bus timetables and walking and cycle route maps. Additionally it should provide reference to car sharing initiatives and incentives available for choosing sustainable travel.

Measure: Set up a sustainable travel information point in communal locations which experiences regular footfall. Information should be regularly updated.

NATIONAL EVENTS

6.13 The PTPC will increase awareness of sustainable travel events and encourage local businesses to engage with national and local events. These could be tied in with events being undertaken by others. **Table 6.1** states potential events, the months they occur and links to more information.

Measure: Increase awareness of sustainable travel events.

Table 6.1 Sustainable travel events

Month	Event		
March	The Bid Pedal	Nationwide event run by Sustrans to encourage children to cycle	www.bigpedal.org.uk
	Climate Week	Highlighting positive steps to combat climate change in workplaces and	www.climateweek.com

		communities	
May	National Walking Month	Living Streets encourage feel the benefits of walking	www.livingstreets.org.uk/walk-with-us
	Work Wise Week	Raising awareness about smarter working	www.workwiseuk.org/workwiseweek/
	Green Office Week	Helping the environment in practical ways (e.g. transport, energy, waste etc.)	www.greenofficeweek.eu
	Walk to Work Week	Encouraging people to walk to work by using distance and calories burnt as an incentive	www.walktoworkweek.org.uk/
	National Work from Home Day	Promoting the benefits of home working to individuals, businesses and the environment	www.workwiseuk.org.workwiseweek/
	Walk to School Week	Awareness raising week aimed at promoting the benefits of walking to school	www.livingstreets.org.uk/walk-with-us
June	Environment Day	Day of environmental action to encourage support for sustainable development.	www.unep.org/wed/
	Green Transport Week	To raise awareness of the impact that travel has on the environment	www.etatrust.org.uk/campaign
	Bike week	Promote cycling and showing how cycling can easily be part of everyday life.	www.bikeweek.org.uk
	National Ride to Work Day UK	Raising awareness about the benefits of using motorcycles or scooters to commute.	www.ridetowork.org.uk
	Feel Good Friday	Raising awareness about the stress in the workplace and ways to encourage emotional well-being	www.feelgoodfriday.org
September	European Mobility Week	European festival promoting environmentally sensitive transport	www.mobilityweek.eu/
	In Town without My Car	Annual event which sees cities across Europe highlight the positive effects of car free travel	www.etatrust.org.uk/campaign/car-free-day/
October	National Lift share Week	Encouraging people to join lift share network to save money and cut carbon footprint	www.lifeshare.com/business
	International Walk to School Month	Month long awareness raising event where schools across the world join forces to promote walking to school	www.livingstreets.org.uk/walk-with-use/walk-to-school
November	Commute Smart Week	Raising awareness of smart working practices to avoid commuting in winter months	www.workwiseuk.org/commutesmartweek/
	UK Road Safety Week	Annual event aimed at inspiring people to	www.roadsafetyweek.org.uk

ENCOURAGING WALKING

- 6.14 As stated in **Section 4**, there will be an extensive pedestrian network linking local services, shops, restaurants and housing. All users, no matter how they have travelled to the town centre, will use parts of the pedestrian infrastructure to move within the town centre.

6.15 To encourage more people to walk around the site, the proposed masterplan includes the development of a public realm which will make areas surrounding the development a more pleasant walking environment.

6.16 When redesigning the town centre, it will be ensured that all pedestrian routes are convenient, accessible, safe, comfortable and attractive for potential pedestrians. Efforts will be made to ensure routes are as direct as possible, as well as being clear and well lit to assist those with varying levels of disability and visual impairment.

Measure: Design and construct a people friendly walking environment which takes into account accessibility, safety, functionality and attractiveness.

6.17 General pavement maintenance should also be a priority. Existing and new pavements should be checked regularly for general deterioration and maintenance. Small scale issues such as sign posting, litter, lighting and obstructions will be addressed. More hazardous problems resulting from pavement deterioration such as flagstone dislodgement will also be repaired.

Measure: Provide regular inspections and maintenance of pavements used for accessing the proposed masterplan developments

6.18 It is proposed that the public realm works will be supplemented by a number of engineering improvements at junctions and provision of formalised crossing points. This includes at the Town Hall junction, Coronation Street roundabout and formalised crossings on Keppel Street and Coronation Street.

Measure: Create safe road crossing for all including varying levels of disability and visual impairment.

6.19 To make it easy for pedestrians to travel to a desired location, wayfinding will be used throughout the town centre. Wayfinding will inform people of the surrounding built environment using signage. This will make navigating the town centre simple which is conducive to active travel.

Measure: Introduce wayfinding into the town centre

6.20 The welcome pack and website will include a map identifying local pedestrian routes to ensure that everyone is aware of the facilities available to them and information is effectively distributed. The website will also include a means for providing feedback by say a forum, whereby walkers can report any areas which need repairs.

Measure: Benefits of walking will be promoted through the website, welcome pack and staff notice board.

ENCOURAGING CYCLING

CYCLE ROUTES

6.21 Increasing the number of people who ride a bike would be an effective way of reducing congestion in the town centre, and improving local air quality and healthy living. To encourage cycling, local routes must

link key origins and destinations and the infrastructure should be high quality and well-structured. Preferably cycle routes should follow quiet roads or direct cycle routes away from motor traffic.

- 6.22 Together with the redevelopment of the town centre, it is proposed that some changes are made to the local cycle infrastructure which aims to encourage more visitors and staff to cycle into the town centre.

Measure: Improve existing cycle infrastructure and consider accessibility, safety, functionality and attractiveness of routes into the town centre

FACILITIES

- 6.23 The availability of convenient and secure parking facilities is an important factor which can encourage people to ride a bike to a destination. It is recognised that at the very least, cycle parking should be as easy to access as regular car parking. It is recommended that all units provide cycling facilities for regular users. This will be supplemented by public cycle parking facilities proposed at a number of new locations in South Shields town centre as identified on **Appendix A – Transport Infrastructure Information**.

Measure: Increase the amount of cycle parking spaces within the town centre

ENCOURAGING OTHER SUSTAINABLE TRANSPORT

ELECTRIC CHARGING POINTS

- 6.24 South Tyneside, along with its partnering authorities has been declared a Low Carbon Economic Area by Government. The Council is seeking to use this status to move to the forefront of the low carbon economy and become a major business growth sector in the borough.
- 6.25 It is acknowledged that electric vehicles offer a preferable alternative to the combustion engine as they are more carbon efficient. To promote and facilitate the use of electric vehicles, Installation of electric charge points will be installed in the town centre. Charging points will be installed in Harton Quays car park and Oyston Street multi-Storey car park.

Measure: Electric vehicle charging points to be installed in the town centre which can be used by both residents and visitors.

CAR CLUBS

- 6.26 Car clubs are a way of accessing a vehicle without having to own a car. People become members of a car clubs, and book the use the vehicles at their own convenience. The benefit of having a local car club is that people who occasionally need a car do not have to own the vehicle. This helps to promote more balanced decision making about whether a car is the most suitable form of travel for each journey.
- 6.27 Typically a car club will operate in a wider geographical area than just in a town centre. The PTPC will investigate the potential for car club pick-up points to be located in South Shields.

Measure: Investigate the possibility of having a car club in South Shields town centre.

CAR SHARE

- 6.28 Some people travelling to South Shields town centre will live in close proximity to one another and as such would be making similar trips. In this case, there would be potential for these individuals to share their car journey with a fellow member of staff.
- 6.29 Car sharing would mean that fewer cars are on the road, particularly during peak times. This would reduce congestion and emissions making the town centre a more pedestrian friendly urban area. There is also the added personal economic benefit for travellers as journey costs can be halved.
- 6.30 The following provides an overview of measures that will be introduced to assist those in wishing to car share and ways in which car sharing for all types of journeys will be promoted.
- 6.31 The PTPC will register the development to the official Tyne and Wear car sharing scheme and will discuss this service with each units TPC.

Measure: PTPC will register the development to the official Tyne and Wear car sharing scheme (www.sharesmarter.co.uk) and will discuss this service with the unit TPCs.

- 6.32 Discussions will be held with other existing employees in the area, including South Tyneside Council and BT, with a view to increasing the potential pool of matches.

Measure: PTPC will approach existing organisations within the town centre to discuss the potential for a town centre car sharing scheme.

- 6.33 The unit specific TPCs will ensure all new employees will be given a demonstration of the car share scheme and asked to register so that they are able to utilise the service in future.

Measure: TPCs will ensure all new employees are given a demonstration of the car share scheme

7 Workplace Measures

INTRODUCTION

- 7.1 In the previous section, measures which can be implemented across the entire development were detailed. This section of FTP identifies measures which can be used specifically in workplaces to help encourage staff to make positive changes to their travel.

TRAVEL PLAN COORDINATOR

- 7.2 As previously stated, a PTPC will be appointed prior to the opening of the development, and they will be responsible for overseeing the progress of the travel plan until the Steering Group is well established and take on responsibility.
- 7.3 Individual TPCs will be appointed by their organisation and will drive the travel plan process in their workplace. TPCs will be appointed a minimum of six months prior to opening.

Measure: Appoint a TPC who will represent the business and drive the travel planning process forward.

- 7.4 A representative from each unit will join the travel plan steering group which will initially be overseen by the PTPC. The steering group will meet annually to discuss progress.

Measure: The TPC will represent the business in annual steering group meetings.

REDUCING THE NEED TO TRAVEL

- 7.5 To reduce the need for staff to travel, workplaces will consider the option to work from home on a case-by-case basis. It is recognised that businesses which are service dependent may find that this is not possible, however staff which are do not need to work in the building could benefit from home working.

Measure: Where possible, promote and facilitate flexible working initiatives (e.g. home working, a condensed week etc)

- 7.6 Where this is appropriate and in line with business needs, workplaces will consider recruiting staff locally to minimise their impact on the road network and increase the likelihood of staff commuting by walking, cycling or public transport.

Measure: Where appropriate, recruit local staff to minimise travel impact

- 7.7 Similarly, where possible, businesses will be encouraged to source their products locally or use local freight providers.

Measure: Where appropriate, use products sourced locally and local freight providers

ENCOURAGING MORE WALKING

- 7.8 A reward or challenge incentive schemes are to be considered for staff. These challenges can link to more organised events or can be internal competitions to encourage sustainable commuting travel.

Measure: Investigate the potential for introducing a sustainable challenge and reward staff for making sustainable choices

- 7.9 It is recommended that facilities be provided which enable an easy transition from walking to work (e.g. showers and lockers).

- 7.10 It is recognised that for some small size businesses, this measure may not be feasible or practical depending on space and the number of staff. Smaller businesses are encouraged to work with adjacent businesses to investigate use of shared facilities.

Measure: Showers and lockers will be provided for staff members who walk or cycle to work.

ENCOURING MORE CYCLING

FACILITIES

- 7.11 Cycling is an effective way of reducing congestion in the town centre, improving local air quality and promoting healthy living. In the workplace, commute cycling can be an opportunity for staff to save money and be healthier (and therefore more productive).

- 7.12 The availability of convenient and secure parking facilities are an important factor which can encourage people to opt to cycle to a destination. It is recognised that at the very least, cycle parking should be as easy to access as regular car parking. Workplaces should provide free, secure, sheltered and accessible cycle parking.

Measure: Provide free and secure cycling parking in convenient locations for staff travelling to work by bike.

- 7.13 It is recommended that facilities be provided which enable an easy transition from cycling to work (e.g. showers, lockers, a suitable drying area etc).

- 7.14 It is recognised that for some small size businesses, this measure may not be feasible or practical depending on space and the number of staff. Smaller businesses are encouraged to work with adjacent businesses to investigate use of shared facilities.

Measure: Showers and changing rooms with locker facilities will be provided for staff members who walk or cycle to work.

INCENTIVES

- 7.15 Cycling incentives for the workplaces have the potential to deliver modal shift. One barrier to cycling to work is the concern of getting home under unexpected circumstances i.e. bike is stolen or illness. A possible incentive which would alleviate this problem is a guaranteed ride home service which the employer will supply should an emergency occur.

Measure: In the case of an emergency, staff that walk, cycle, use public transport or car share will be provided with a guaranteed ride home.

- 7.16 Buying a bike can be a financial barrier to cycling, therefore employers should investigate and consider implementing a Cycle to Work scheme which would allow employers to purchase tax-free cycles and associated equipment for use by their employees. Usually employees buy the equipment from their employer at a discounted price on a monthly basis.

Measure: Investigate the possibility of signing up to a tax free cycle scheme which will allow staff to buy a bike at a reduced rate over a period of months.

- 7.17 Further incentives will also be considered including: mileage allowances, pool bikes, cycle skills training.

Measure: Investigate further bike incentives including mileage allowances, pool bikes and cycle skills training.

ENCOURAGING OTHER SUSTAINABLE TRAVEL

PUBLIC TRANSPORT

- 7.18 Following the TPCs appointment and in the six months prior to occupation, they will seek to secure incentives from Nexus to promote public transport travel to employees of the site. For example, the TPC will look into the provision of a free one month public transport ticket (bus, ferry, Metro) to all new employees of the proposed development. Alternatively discounts could be attained for period travel passes on both bus and metro.

Measure: Seek to secure discounts which might encourage staff to travel on public transport.

- 7.19 To encourage public transport use, TPCs will also investigate the possibility of offering staff interest free loans for annual public transport tickets.

Measure: Investigate offering staff interest free travel loans for annual public transport tickets.

- 7.20 It is important to take into account travel to and from work when allocating working hours. Employers should ensure that all staff members are able to get home easily and safely, particularly if they are using sustainable transport modes. To facilitate this, where possible employees should have a proactive and flexible approach to the travel needs of their staff.

- 7.21 This is particularly significant for businesses which operate outside of normal 9-5 working hours i.e. the new foodstore, restaurants and the cinema.

Measure: Consider public transport and sustainable travel home when allocating working hours.

PERSONALISED TRAVEL PLANNING

- 7.22 A focussed personalised travel planning (PTP) project will be undertaken with new employees. As people are most susceptible to routine changes when they change jobs or work bases, undertaking PTP when the businesses first open is an ideal opportunity to influence future travel behaviour and contribute

to the development sustainability in the long term. This exercise will be undertaken with employees transferring from existing sites prior to their transfer, and with new employees within the first three months of their start date.

Measure: Undertake personalised travel planning for new staff employed in units which form part of the South Shields 365 Masterplan

CAR CLUB

- 7.23 As stated, car clubs are a way of accessing a vehicle without having to own a car. If a car club is made available in South Shields, workplace TPC should become members of this car club and utilise this service for business trips. This will benefit businesses by reducing car parking demand, as well as giving staff the potential to travel in a vehicle if they require it.

Measure: TPC sign business up to a local car club if applicable to business needs

CAR SHARE

- 7.24 As well as the site-wide car sharing scheme, businesses will look to operate an internal car share system for their staff only. Through the initial baseline survey and following travel surveys, employees will be asked if they would be willing to car share, and the details of those who do express a willingness provided to the TPC to set up potential car sharing 'buddies'.

- 7.25 The TPC will also liaise with other employees in the area to promote the scheme in the wider area, thereby increasing the potential pool of matches. All new employees will be given a demonstration of the car share scheme and asked to register so that they are able to use the service.

Measure: Match up employees who live in similar areas and are willing to car share to work, emphasising the cost benefits associated with shared journeys.

Measure: If established, provide dedicated parking facility for car club vehicles

8 Visitor Measures

INTRODUCTION

- 8.1 As well as the people working in South Shields, there will also be opportunities to target visitors travel patterns to consider. In addition to the site wide travel measures (Section 6), this section of FTP suggests other optional measures which can be used specifically to encourage visitors to make positive changes to their travel by using sustainable travel modes.

ENCOURAGING MORE WALKING

- 8.2 The site wide measures detailed in **Section 6** will ensure an attractive walking environment for visitors.

ENCOURAGING MORE CYCLING

- 8.3 One of the main barriers to cycling is that people sometimes lack confidence when riding a bike, particularly if traffic is involved. To counteract this, the PTPC will investigate the potential for Bike Training sessions; ideally these will be available in a number of ability levels and marketed to the public of South Shields.

Measure: Organise bike training sessions in South Shields

- 8.4 Another barrier is that people have not used their bikes for a long time, and are unsure of its maintenance. To counteract this, the PTPC will investigate the potential for Dr Bike sessions. These sessions will provide free maintenance and safety checks on bikes.

Measure: Organise Dr Bike sessions in South Shields

- 8.5 In addition, the PTPC will collaborate with local social cycling groups to organise a social ride which is focused on South Shields. This will bring more bikes into the town centre and familiarise visitors with the retail and leisure offer as well as the cycling accessibility.

Measure: Organise social cycling rides in the town centre.

ENCOURAGING MORE SUSTAINABLE TRAVEL

PERSONALISED TRAVEL PLANNING

- 8.6 A focussed personalised travel planning (PTP) project will be undertaken with visitors to the proposed masterplan site. PTP is an opportunity to influence future travel behaviour and contribute to the overall sustainability of the development in the long term.
- 8.7 It is envisaged that PTP projects will be carried out at six month intervals targeting visitors. This will include the TPC or a selected representative being located within the foyer and meeting visitors as they arrive. Visitors will be given the opportunity to discuss their travel arrangements and will be provided with information as appropriate.

Measure: Undertake personalised travel planning every six months targeting visitors.

FREE TAXI PHONE

- 8.8 To reduce the number of visitors using their own vehicles to travel to South Shields, it is recommended that some businesses include a free phone which can contact local taxi firms. This measure would be particularly beneficial for the foodstore, as visitors will be carrying shopping so an easily accessible alternative to the car is needed to encourage alternatives to single car occupancy.

Measure: Provide a free telephone to contact local taxi company.

SUBSIDISED PUBLIC TRANSPORT

- 8.9 Collaborate with Nexus and other public transport operators to secure incentives for visitors to travel on bus or Metro in South Shields. It is recommended to integrate visitor receipts with some public transport travel subsidy. This has the potential to be implemented in restaurants, the foodstore and the cinema. For example, purchasing cinema tickets could qualify the visitor for cheaper or free public transport travel.

Measure: Discuss opportunities with transport operators about providing discounted fares for visitors who spend money in the town centre.

CAR CLUB

- 8.10 As stated, car clubs are a way of accessing a vehicle without having to own a car. If a car club is made available in South Shields, workplace TPC should become members of this car club and utilise this service for business trips. This will benefit businesses by reducing car parking demand, as well as giving staff the potential to travel in a vehicle if they require it.

Measure: TPC sign business up to a local car club if applicable to business needs

CAR SHARE

- 8.11 As well as the site-wide car sharing scheme, it is also possible that businesses operate an internal car share system for their staff only. Through the initial baseline survey and following travel surveys, employees will be asked if they would be willing to car share, and the details of those who do express a willingness provided to the TPC to set up potential car sharing 'buddies'.

- 8.12 The TPC will also liaise with other employees in the area to promote the scheme in the wider area, thereby increasing the potential pool of matches. All new employees will be given a demonstration of the car share scheme and asked to register so that they are able to use the service.

Measure: Match up employees who live in similar areas and are willing to car share to work, emphasising the cost benefits associated with shared journeys.

Measure: If established, provide dedicated parking facility for car club vehicles

9 Targets and Monitoring

INTRODUCTION

9.1 Targets provide the basis against which the effectiveness of travel planning measures can be determined; they are measurable goals used to assess and monitor the progress of the FTP. As previously stated, the aim of a travel plan is to reduce car journeys to the site and increase use of sustainable modes of travel. To check that this is being achieved, a start point for modal split should be detailed so that change can be calculated.

BACKGROUND DATA

9.2 Start-point targets have been set for staff and visitors. These are informed by the modal splits taken from the Transport Assessment for the proposed South Shields 365 Vision Masterplan. The expected trip rates have been prepared through analysis of the TRICS database and targets have subsequently been set utilising this information.

9.3 These targets will be revised and agreed with South Tyneside Council following baseline travel surveys, which are to be conducted within three months of site occupation. Targets to be included in this FTP include:

- modal split targets (percentage of staff and visitors travelling by each mode);
- travel survey response rate targets; and
- awareness of the travel plan.

STAFF TRAVEL

9.4 A modal split for journeys into South Shields has been derived using TRICS. The results from this investigation are shown in **Table 9.1**.

Table 9.1 Staff modal split for journeys to work into South Shields

Mode	Modal split (%)
Work from home	8
Walk	16.3
Cycle	1.5
Bus, minibus or coach	8.5
Underground, metro or light rail	10
Train	2.3
Taxi	0.7
Car / van (passenger)	3.8
Motorcycle, scooter or moped	0.5
Car / van (driver)	45.9
Other	2.6
Total	100

- 9.5 The data in Table 9.1 shows that almost half of journeys to work into South Shields are undertaken using a car or van. Active modes (walking or cycling) account for 17.8% of commuting travel. Public transport (i.e. bus, minibus, coach, metro, rail and taxi) account for 21.5%.

VISITOR TRAVEL

- 9.6 A South Shields regeneration survey was conducted to better understand travel behaviour in the town centre. The survey was undertaken by Nexus in 2014 and 708 people were asked which mode of transport they used when travelling to the town centre. The results from this survey are displayed in **Table 9.2**.

Table 9.2 Visitor modal split for journeys to South Shields

Mode	Modal split (%)
Metro	6
Bus	53
Walk	17
Cycle	1
Ferry	1
Car (driver)	15
Car (passenger)	6
Total	99

- 9.7 The data in **Table 9.2** shows that the most used mode of transport for visiting South Shields town centre is the bus, with 53%. The remaining public transport modes (metro and ferry) account for 7% of journeys. Active modes (walking or cycling) account for 18% visitor's travelling. Existing car use for visitors is low, with 21% of people entering or leaving the town centre in a personal vehicle.

Foodstore modal split

- 9.8 In addition to general visits to South Shields, visitor journeys to the proposed foodstore have been analysed separately using TRICS database. The reason for this is that the modal split for foodstores is unique to other retail units because of the large volumes of shopping and the times when these journeys are likely to occur. A modal split for journeys to a foodstore has been derived using TRICS. The results from this investigation are shown in **Table 9.3**.

Table 9.3 Visitor modal split for journeys to foodstore

Mode	Modal split (%)
Public transport	0.15
Walk	11.15
Cycle	0.39
Other goods vehicle	0.25
Taxis	0.29
Car	67.81
Car share	20.49
Total	100

- 9.9 **Table 9.3** shows that 88.3% of journeys to the foodstore are made by car. This high percentage is likely due to the convenience of putting shopping in the car, as opposed to carrying it. Of these, 20.49% are car shares and the remaining is single occupancy vehicular trips. The third most common mode for travelling to the foodstore is walking, which accounts for 11.15% of journeys. Public transport is a very low percentage (0.15%), as is cycling (0.39%).

TARGETS

MODAL SPLIT

- 9.10 The modal split targets are as follows:

Target: Staff travel – reduce single car occupancy by 5% in the first year. After a 5% reduction has been achieved a further target of a 1% per year is recommended.

Target: General visitor travel – General visitor travel already has a low single car occupancy modal percentage. As the purpose of the development is to encourage a wider demographic of visitors into the town centre, it is recommended that the established target is to maintain the modal split.

Target: Foodstore visitor travel – reduce single car occupancy by 5% in the first year. After a 5% reduction has been achieved a further target of a 1% per year is recommended.

RESPONSE RATE

- 9.11 For the baseline travel survey distributed by TPCs:

Target: To receive a completed survey from at least 50% of staff and at least 100 visitors. The aim should be to improve upon this response rate each year.

TRAVEL PLAN AWARENESS

- 9.12 For the baseline travel survey distributed by TPCs a question will be included in the travel survey to find out whether employees and visitors are aware of the travel plan.

Target: In the first instance the target will be for 50% of staff and 25% of visitors to be aware of the travel plan.

MONITORING METHODS

- 9.13 This section of the report states the process for monitoring and reviewing to progress of the travel plan by comparing quantitative data about modal splits of travel to and from the development as well as qualitative feedback from key stakeholders of the plan regarding whether overall aims and objectives have been realised. There is a need to monitor so that the success of a travel plan can be determined depending on whether the aims and objectives are being achieved.
- 9.14 Monitoring is implemented to give quantitative results, which can be compared against baseline trip data, to see if the targets set in the travel plans are being attained.
- 9.15 A comprehensive monitoring strategy helps identify strengths, weaknesses and potential areas for improvement in future travel planning. Additionally the collection of measurable data means that the impacts and outcomes of travel plans are clearly evidenced for local authorities and other stakeholders involved with the development.

- 9.16 Monitoring the progress of the travel plan is initially the responsibility of the PTPC who should arrange monitoring processes and communicate all efforts with unit TPCs.
- 9.17 The following section details the monitoring methods used for this development including:
- travel questionnaire;
 - iTRACE;
 - progress report; and
 - progress meeting.
- 9.18 The success of the FTP will depend on whether it succeeds in meeting its stated targets.

TRAVEL QUESTIONNAIRE

- 9.19 A travel survey of all employees will be undertaken within six months of first occupation of the building and will be used to establish base line travel patterns for the development.
- 9.20 The survey will be carried out six months after occupation and will analyse the travel habits of tenants and staff. It is the responsibility of the TPCs to organise a regular annual update of the travel survey which can be used to assess changes in travel behaviour since the previous travel habits were collected. It is expected that all units within the development distribute the survey in the same timeframe. This way a snapshot of the travel for the whole development can be capture every year.
- 9.21 Through the information gathered it will be possible to measure success of the travel plan against all the stated objectives. In addition, the survey response rate will provide a measure of respondents' awareness of the travel plan, with an increase in the response rate illustrating an increase in awareness of the plan and therefore an awareness of its objectives.
- 9.22 Travel survey results will be compiled by the TPC in a progress report. This will analyse progress towards the targets stated in the travel plan and will relate to the objectives.
- 9.23 An example of the travel questionnaire is in **Appendix B**.
- 9.24 Monitoring measures are as follows:

Measure: TPCs will undertake a workplace travel survey within the first 3 months of unit occupancy and report findings to the PTPC. This initial survey will identify the baseline modal split which can be used to develop appropriate targets.

Measure: TPCs will undertake a visitor travel survey within the first 3 months of unit occupancy and report findings to the PTPC. This initial survey will identify the baseline modal split which can be used to develop appropriate targets.

Measure: TPCs will distribute a synchronised workplace travel survey across all workplaces in the development every year. This is anticipated to be on an annual basis from the date of the initial survey.

Measure: TPCs will distribute a synchronised visitor travel survey across all workplaces in the development every year. This is anticipated to be on an annual basis from the date of the initial survey.

ITRACE TYNE AND WEAR

9.25 It is proposed that investigation and discussion with the Council into the use of iTRACE for monitoring purposes is undertaken. iTRACE is a centralised software suite designed to monitor and report on the performance of Workplace TPs, offering quicker, easier Travel Planning, Assessment, Auditing and Forecasting. The use of iTRACE is supported by the Tyne and Wear Local Authorities and by the Highways Agency. iTRACE offers the following:

- sophisticated mapping and database technology;
- fast and simple access to information including adding and editing details;
- geo-location of organisations on a map;
- easy attachment of documents and related data to sites;
- predefined reports;
- analysis of individual travel plans against targets, planning conditions and obligation;
- online site audits;
- online or paper based staff surveys;
- a standard methodology; and
- draft travel plan reports automatically.

9.26 By ensuring that a robust, standardised approach is applied to the whole travel plan process, iTRACE allows for easy comparisons of travel data from year to year, and from one organisation to the next.

Measure: Investigate and discuss the use of iTRACE to monitor travel to and from the proposed masterplan

REPORT

9.27 An update of the unit travel plans (including results from the travel surveys) will be produced annually by each unit TPC and will be shared with South Tyneside Council and Muse Developments. This report will be submitted by all units within two months of the aforementioned surveys being undertaken.

9.28 The report will contain the methodology for data collection, results from the surveys and an analysis of whether or not targets are being achieved.

Measure: Within two months of survey collection, each TPC will write a report including a review of whether targets have been achieved and an action plan for the coming year. The report will be made available to staff and revised targets and measures will be identified if appropriate.

9.29 Initially the PTPC, followed latterly by the Steering Group, will prepare a composite report drawing together the findings of the individual surveys and will undertake analysis on the findings. The outcomes will be discussed with the Steering Group and will be considered in the ongoing revisions of the Travel Plans.

MEETING

- 9.30 Unit appointed TPCs, along with the PTPC will meet in a travel plan steering group which will oversee the travel plan implementation. The purpose of these meetings is to ensure that appropriate travel plan measures are being pursued and it gives the opportunity for business representatives to report any issues or seek advice if necessary.

Measure: Establish a travel plan steering group

- 9.31 The first meeting will be held within three months of the first unit occupation and will thereafter be held annually. The initial meeting will act as an induction to the travel plan progress and will detail the expectations that each unit engage with and understand the purpose of the travel plan, and will ensure that TPC know what responsibilities they have in achieving desired targets for sustainable transport provision in and around the site.

Measure: Undertake an initial steering meeting within six months of first unit occupation. The PTPC will lead the initial meeting and will discuss the FTP including objectives and suggestive measures. Additionally they will detail the role of the TPCs and will state their responsibilities.

- 9.32 After the initial meeting, progress meetings will occur on an annual basis. The progress meeting will be a chance to discuss travel survey results and reflect on modal target achievement. All unit TPCs will be able to provide input during the meeting and have influence on future key strategic decisions. It is expected that the PTPC will have received unit progress reports in advance and the PTPC will have summarised results into a report.

- 9.33 The main aims of the steering group will be to:

- oversee the development and monitoring of the travel plan;
- ensure buy in from all businesses who are part of the development;
- investigate mutual benefits such as combined servicing;
- liaise with stakeholders to ensure that travel plan measures are implemented and promoted to employees;
- review survey data; and
- discuss and agree new measures if the plan is not achieved the required modal shift.

Measure: Undertake progress meetings (assumed to be three months before and after survey collection) to discuss travel survey distribution and then the results. These meetings will provide a chance to review initiatives and targets

ACTION PLAN

- 9.34 A number of actions are required to ensure that the measures detailed in this FTP are fulfilled. **Appendix C** details the action plan for this development including: the expected timeframe, outcome and responsibility.
- 9.35 All action plans are subject to consultation and agreement from all stakeholders prior to the first occupation.

10 Conclusion

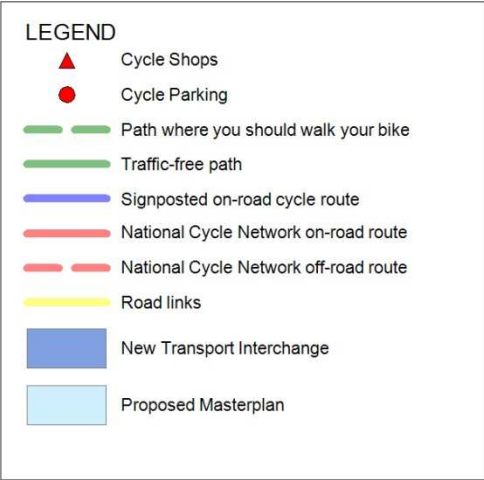
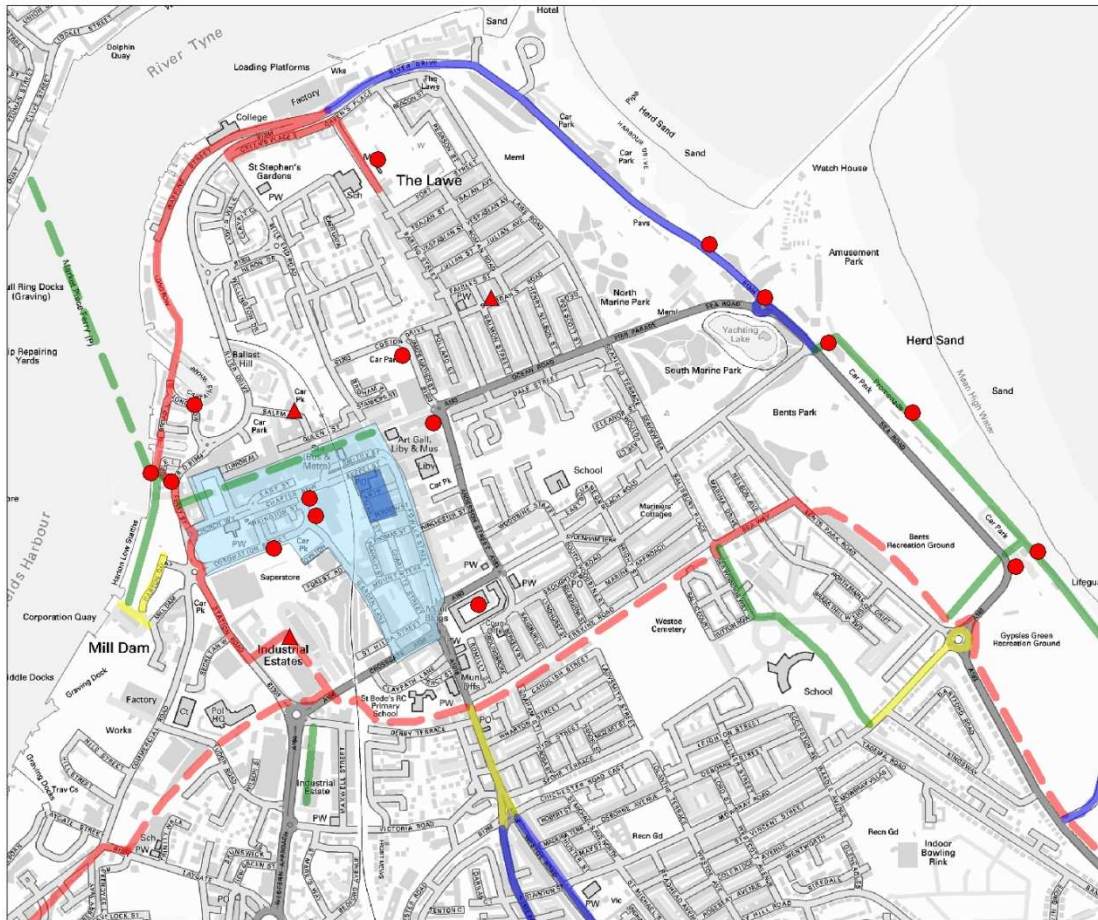
SUMMARY

- 10.1 The FTP has outlined the proposed development within the context of the local areas with **Section 1**. It has set out the background to the development of travel plans and provided an overview of services and facilities.
- 10.2 It has identified how the document is compliant and complementary with national and local policy in **Section 2**. The aims and objectives of the FTP have been outlined in **Section 3**.
- 10.3 **Section 4** has outlined the existing facilities and substantial physical works included with the masterplan which will promote travel by sustainable modes of transport.
- 10.4 Details of the proposed travel plan measures including services, facilities, promotional measures and incentives have described in **Sections 5, 6, 7 and 8**, including both overarching and unit specific measures.
- 10.5 The travel plan includes for the appointment of a PTPC whose responsibility is to implement and oversee the plan and monitor progress. Importantly this FTP enables the individual units and other future developments on adjacent land to enrol on this overarching travel plan and work together as part of a Steering Group to promote the sustainable travel ethos.
- 10.6 All measures have been set out to meet the aims, objectives and targets of this document, as stated in **Section 9**.
- 10.7 The Action Plan summarising the FTP including all stated measures, along with expected timeframe, outcome and responsibility are outlined in **Appendix C**.
- 10.8 There is of course a considerable amount of work to do in order for the travel plan measures to be implemented and the objectives to be met. MUSE is fully committed to promote the travel plan and make it a success. This level of commitment will be required from the individual developers as they come forward.
- 10.9 It must be remembered that flexibility will be key to successful implementation, as will accurate monitoring. Through working in close partnership with South Tyneside Council and other key stakeholders, this will ensure that the overall accessibility of the development will be maximised, minimising the impacts on the surrounding environment.

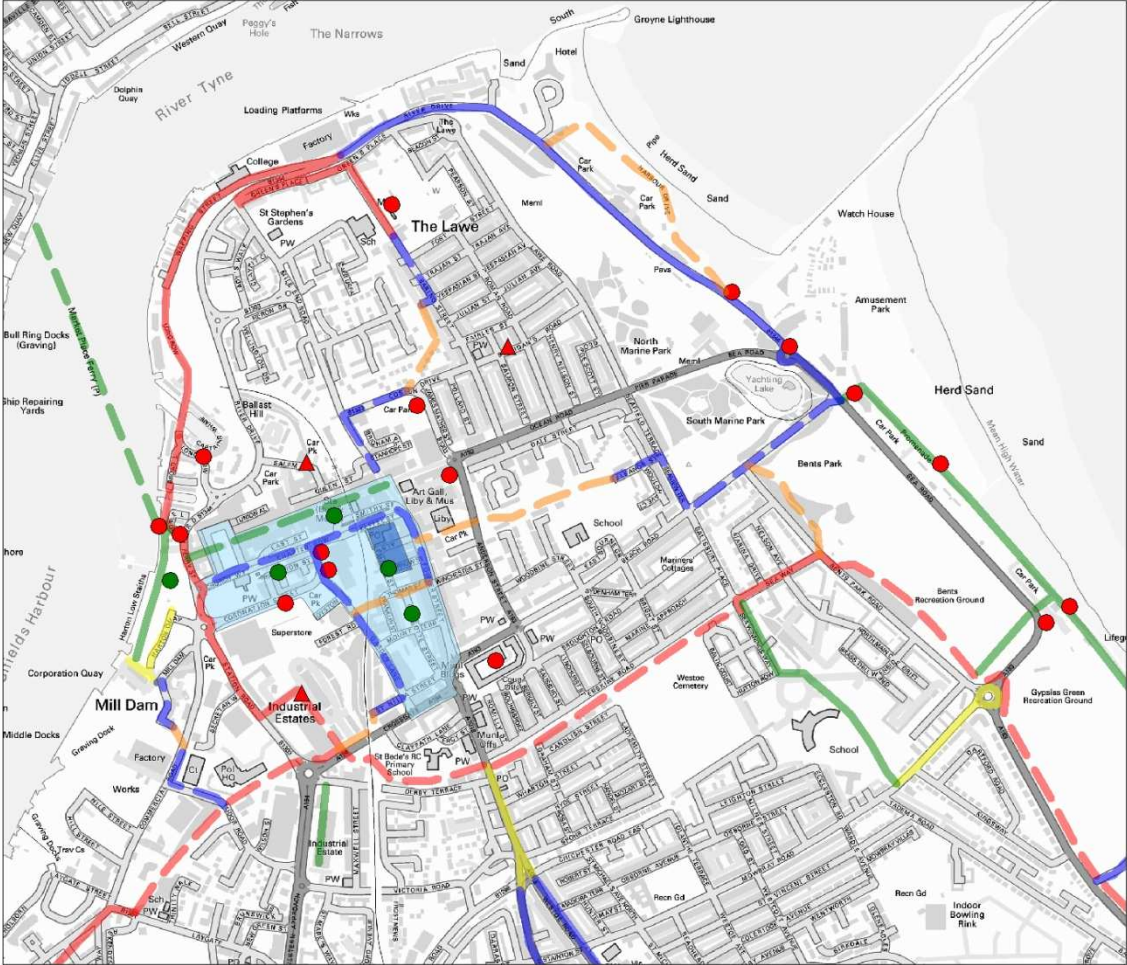
Appendix A

TRANSPORT INFRASTRUCTURE INFORMATION

Existing Cycle Infrastructure



Proposed Cycling Infrastructure



LEGEND

- ▲ Cycle Shops
- New Cycle Parking
- Existing Cycle Parking

Proposed Routes

- Proposed on-road route
- Proposed off-road route

Existing Routes

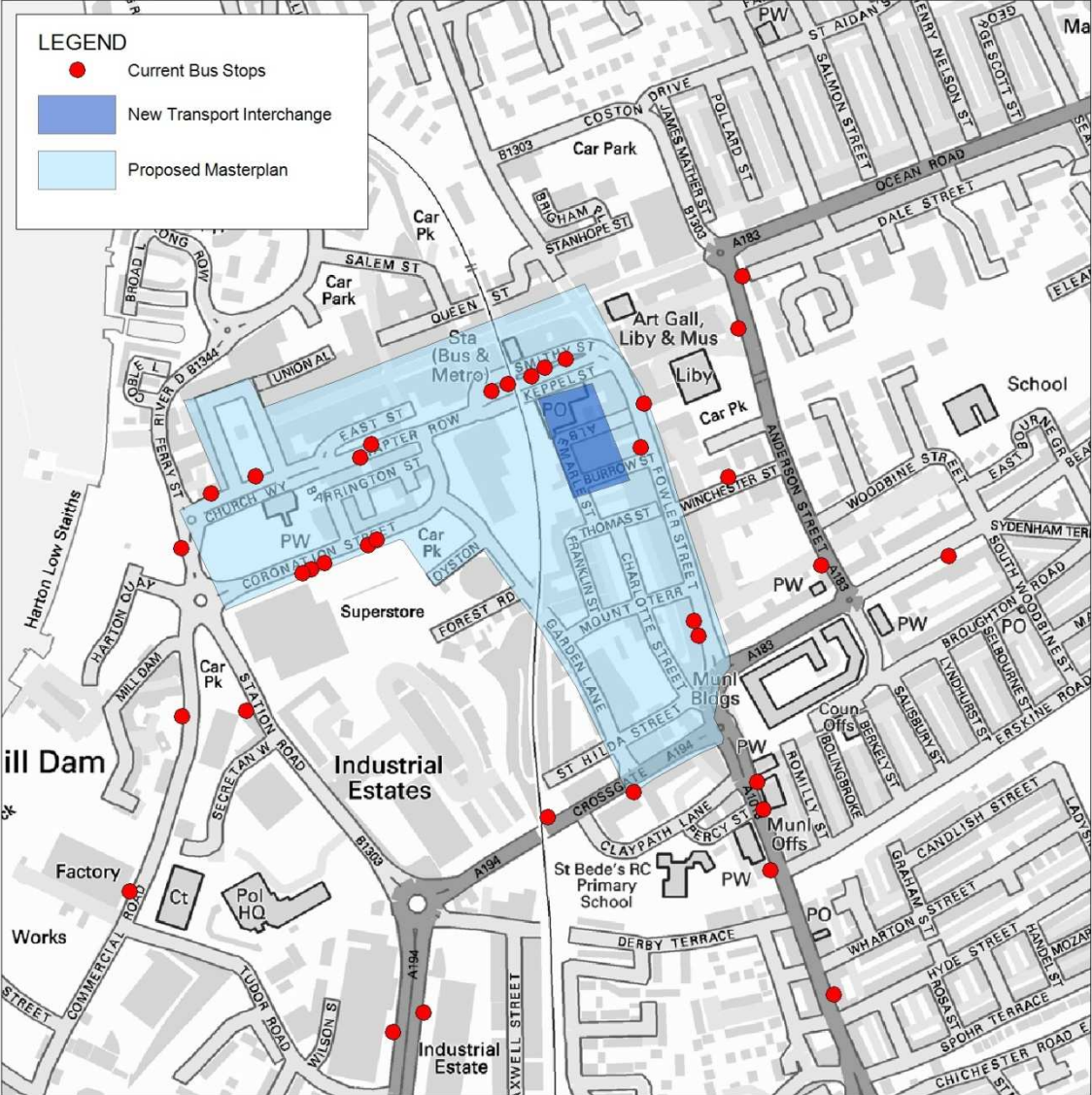
- Path where you should walk your bike
- Traffic-free path
- Signposted on-road route
- National Cycle Network on-road route
- National Cycle Network off-road route
- Road Links

- New Transport Interchange
- Proposed Masterplan

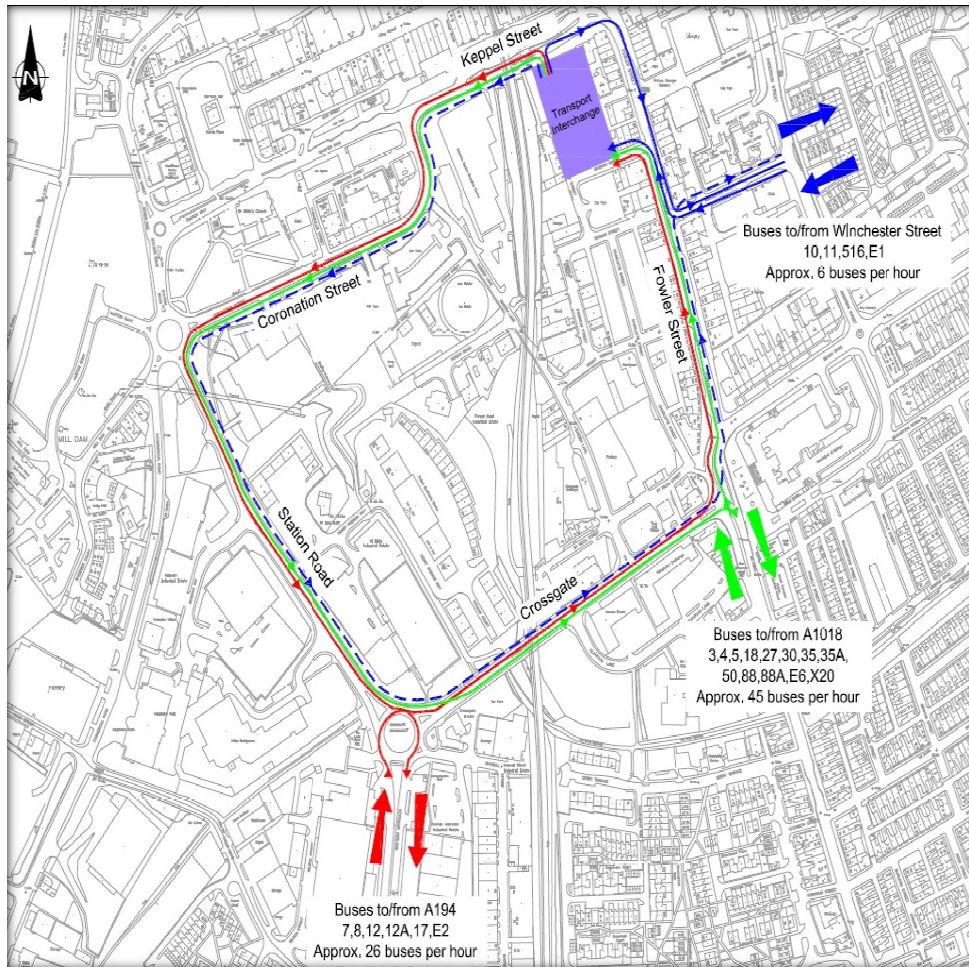
Existing Bus timetable Information for South Shields

Service	Route	Mon – Sat	Mon – Sat	Sunday	Sunday
		Daytime	Evening	Daytime	Evening
		Frequency (number of services per hour)			
Stagecoach					
3/4	South Shields – Biddick Hall – South Shields	6	2	2	2
7/8	South Shields – Marsden – South Shields	6	2	2	2
10/11	South Shields – Harton Nook – Biddick Hall – Low Simonside – South Shields	2	2	2	2
12	The Lonnen – South Shields	2	2	2	2
13/14	South Shields – Horsley Hill – Biddick Hall – Low Simonside – Jarrow	2	-	-	-
16	South Shields –Whitleas – South Shields	4	-	4	-
17	South Shields – Whitleas – South Shields	4	2	2	2
18	South Shields – Brockley Whins – South Shields	6	2	2	2
E1	South Shields – Whitburn – Sunderland	3	2	2	2
E2	South Shields – Whitburn – Sunderland	3	2	2	2
E6	South Shields – Whitburn – South Shields	3	2	2	2
X20	South Shields – Simonside – Fellgate – Simonside – South Shields	2	-	-	-
Go North East					
27	Newcastle – Heworth Metro – Jarrow – South Shields	2	2	2	2
27A	Newcastle – Heworth Metro – Jarrow – South Shields	2	-	4 per day	-
30	South Shields – Cleadon – Boldon	2	1	1	1
35	South Shields – Sunderland – Houghton-le-Spring – Hetton Le Hole	4	2	4	2
50	South Shields – Washington – Chester-le-street – Durham	2	1	1	1
57	Newcastle – Gateshead – Leam Lane – Heworth – Fellgate – South Shields	2	2	2	2
57A	Newcastle – Gateshead – Leam Lane – Heworth – Fellgate – South Shields	2	1	1	1
88	South Shields – Jarrow – Monkton Lane Estate	2	2	2	2
Budget Buses					
500	South Shields – The Lawe – South Shields	1	-	-	-
501	South Shields – Pier Head – South Shields	1	-	-	-
TB502	South Shields – Simonside – South Tyneside General Hospital	1	-	-	-

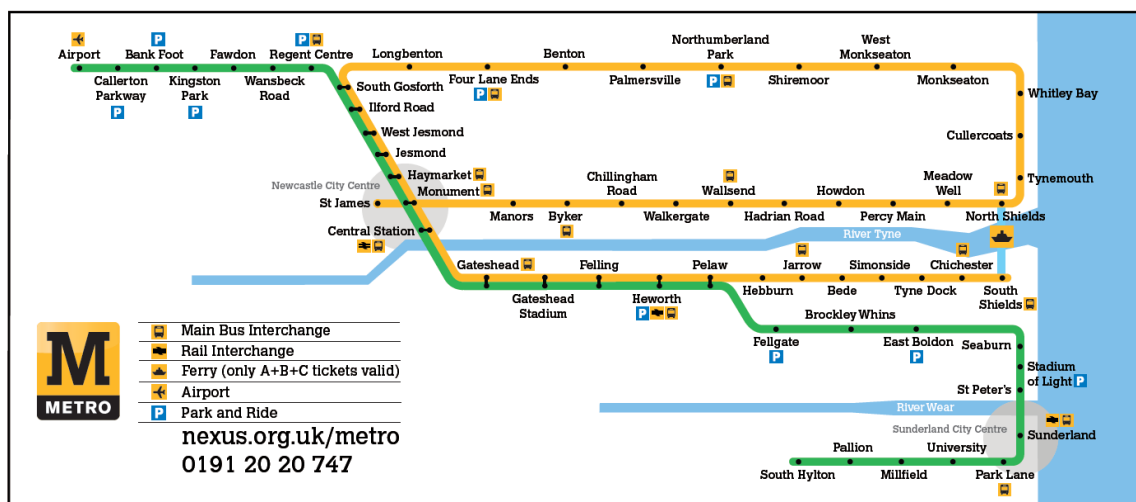
Existing Bus Stop Locations



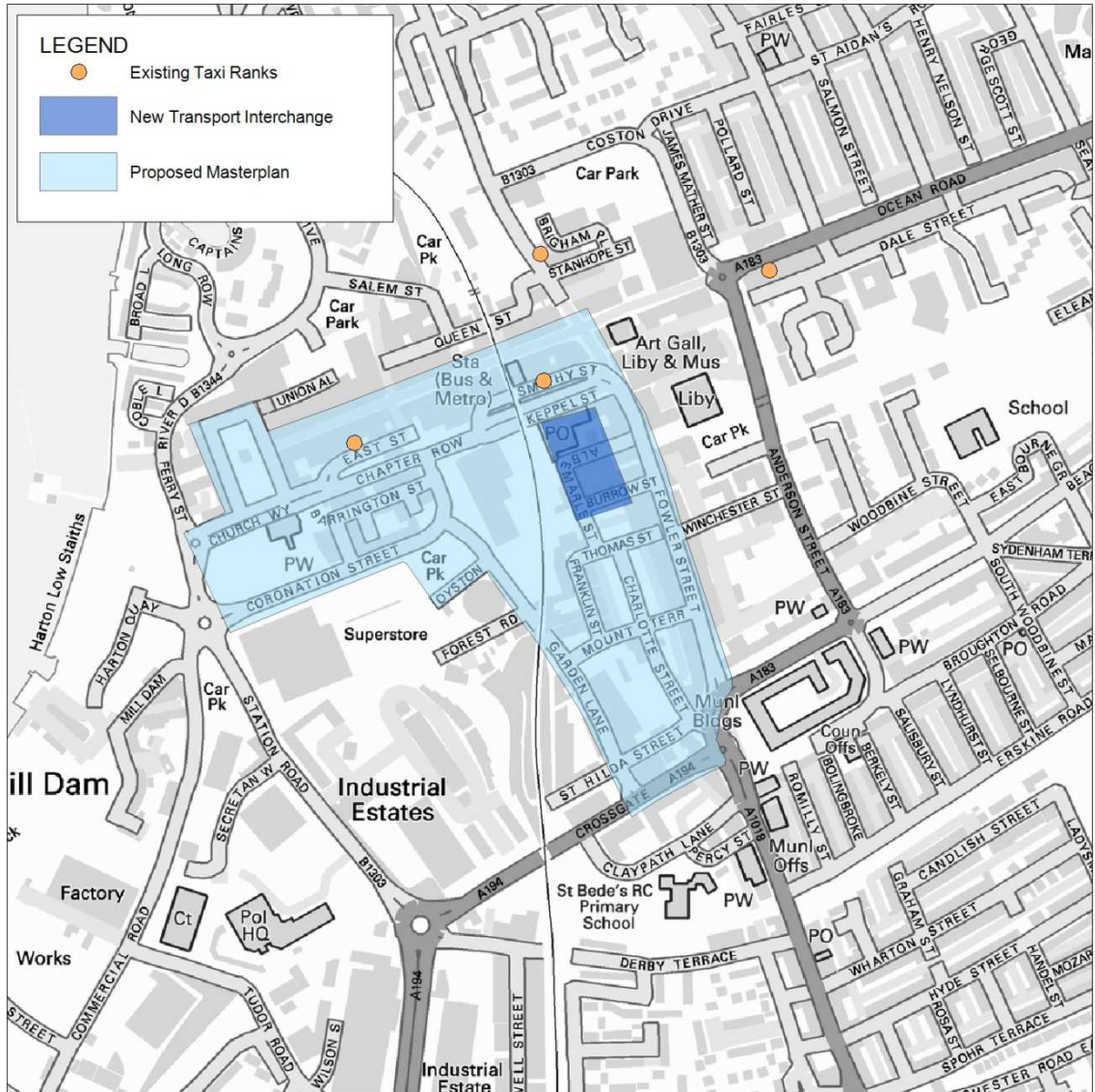
Proposed Bus Re-Routing



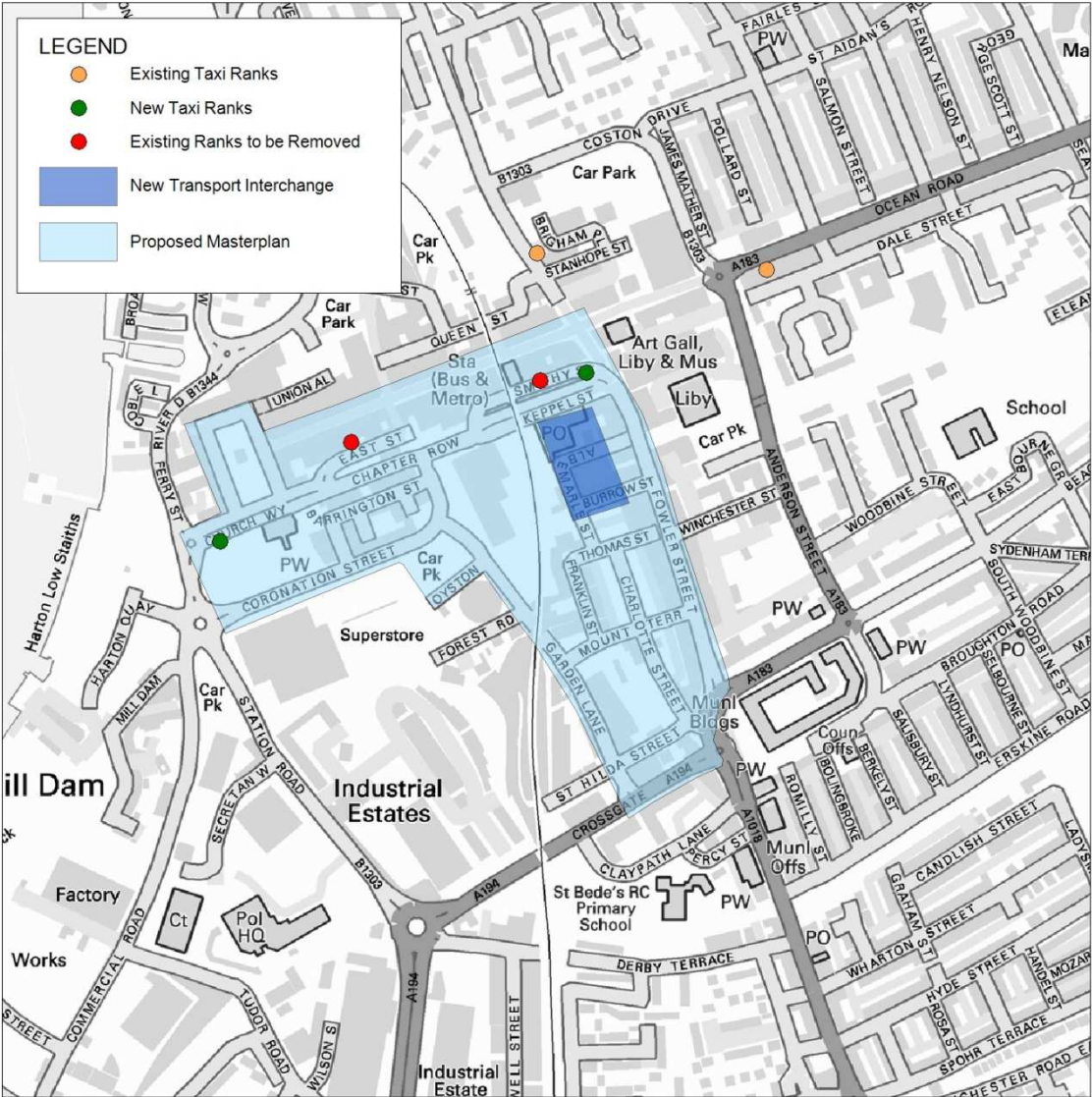
Existing and Proposed Tyne and Wear Metro Network



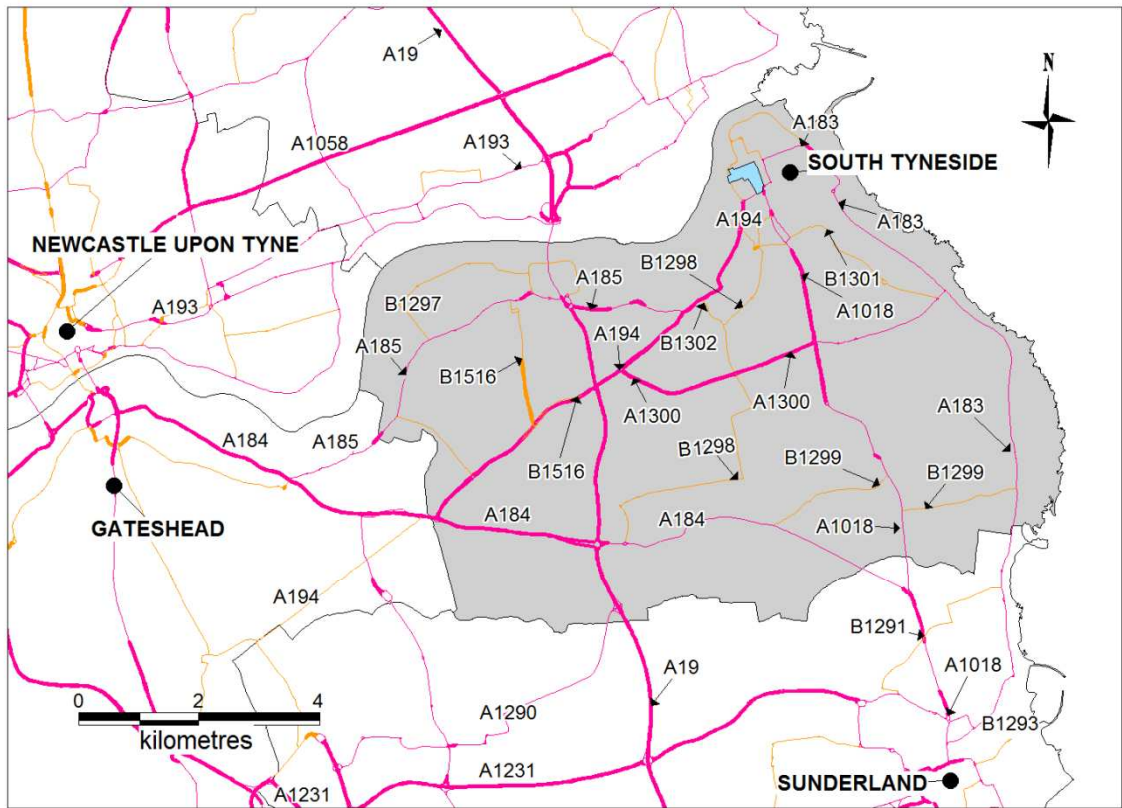
Current Taxi Rank Locations







Proposed Taxi Rank Locations



Existing and Proposed Wider Highway Network



LEGEND

-  A Road Single Carriageway
-  B Road Single Carriageway
-  A Road Dual Carriageway
-  B Road Dual Carriageway
-  Boundary Line
-  South Tyneside
-  Proposed Masterplan

Existing Public Parking Provision in South Shields Town Centre

Parking Area	Spaces	Charging Period	Charge
SHORT STAY CAR PARKS			
Salem Street	34	09:00 – 18:00	Mon – Sat - 1p/min for the first hour, 80p/hr thereafter (max. stay 2hrs) Sun – 1p/min, £1/day
North Street	115	09:00 – 18:00	
Denmark Centre	120	09:00 – 17:00	70p/hr
Garden Lane North	75	09:00 – 18:00	70p/hr
Library		09:00 – 18:00	Sat – 1p/min for the first hour, 80p/hr thereafter (max. stay 2hrs) Sun – 1p/min, £1/day
Broughton Road, Anderson Street, Beach Road West			1p/min for the first hour, 80p/hr thereafter (max. stay 2hrs)
East Street	16		Mon – Sat 1p/min for the first hour, 80p/hr thereafter (max. stay 2hrs) Sun - 1p/min, £1/day
LONG STAY CAR PARKS			
Thomas Street	50	09:00 – 18:00	Mon – Sat - 1p/min for the first hour, 80p/hr thereafter (max. stay 2hrs), £3/day Sun - £1/day
Charlotte Street	153	09:00 – 18:00	
Oyston Street	95	09:00 – 18:00	
Mile End Road		09:00 – 18:00	
Mill Dam	172	09:00 – 17:00	Mon – Sat – 70p/hr Sun – £1/day
Winchester Street	155	09:00 – 18:00	Sat – 1p/min for the first hour, 80p/hr thereafter (max. stay 2hrs), £3/day Sun – 1p/min, £1/day
FREE PARKING AREAS			
Fowler Street	7		Max. stay 20 min
Garden Lane	26		Max. stay 20 hrs
Claypath Lane	40		Weekends only

Source: www.southtyneside.info

The car parks marked red will be removed as part of the masterplan and will be supplemented by the new public car parking facilities as outlined below.

- Harton Quays – 40 spaces;
- Oyston Street – 300 spaces.

Timing and pricing schedules are to be agreed with STC.

Appendix B

DRAFT TRAVEL SURVEY

1. How did you travel to South Shields today? Please tick your main mode of travel only

Tick one only	
	Walk (does not include to and from bus stop or car)
	Cycle
	Bus
	Metro
	Train
	Motorbike/ moped
	Car (as driver)
	Car (as passenger)
	Ferry
	Taxi
	Other (please specify).....

2. Why do you use this mode of travel? Please tick up to four boxes only

Tick	
	Convenience
	Cost
	Environmental reasons
	Health reasons (disability)
	Health reasons (fitness)
	Dropping off/ collecting/ other commitments to friends or family
	Time savings
	Availability
	Personal safety
	Other (please specify).....

3. If you arrived by car, where did you park?

Tick	
	Staff car park
	Public car park
	On-street parking
	Other (please specify).....

4. Are you aware of the site travel plan?

YES / NO

5. Have you taken advantage of any of the travel plan measures?

Tick	
	Personalised travel plans
	Season ticket loans
	Car share groups
	Information pack
	Free bike loan
	Other (please specify).....
	No, I haven't used any of the measures because

6. Which of the following measures would encourage you to use public transport to travel to South Shields?

Tick	
	Subsidised / discounted fares
	More travel information on routes, times and fares at work
	More secure / better quality waiting areas
	Better pedestrian links to bus stops
	More frequent services
	Other (please specify).....
	Nothing would encourage me to use public transport because

7. Which of the following measures would encourage you to walk to South Shields?

Tick	
	Safer crossing facilities
	Improved lighting / security
	More locker facilities at work
	Improved shower / changing facilities for staff
	Other (please specify).....
	Nothing would encourage me to walk to work because

8. Which of the following measures would encourage you to cycle to South Shields?

Tick	
	Information on cycle routes and location of facilities
	More local cycle routes
	More cycle parking facilities
	More secure cycle parking facilities
	Learning how to maintain my own bike
	Lessons on how to ride a bike (various levels from beginner or advanced road users)
	Discount vouchers for cycle shops
	Other (please specify).....
	Nothing would encourage me to walk to work because

9. Have you visited South Shields 365 Vision Masterplan travel planning website? YES / NO

10. If you answered 'yes' to Q9, did you find the information on the website useful? YES / NO

11. What is your full home postcode?

12. Please indicate your age:

Under 25 25-34 35-44 45-54 55-64 65+

THANK YOU FOR TAKING PART IN THIS SURVEY

If you would like more information on the Travel Plan and the benefits it could offer you, contact the Travel Plan Co-ordinator:

Name:

Email:

Telephone:

Appendix C

ACTION PLAN

Framework Travel Plan Action Report

Action	Responsibility	Proposed timescale
Prior to the site opening		
Appoint a principal travel plan coordinator who will oversee the travel plan process across the whole development.	Muse Developments	Six months before occupation
Infrastructure measures		
Design and construct a people friendly walking environment which takes into account accessibility, safety, functionality and attractiveness	Muse Developments and South Tyneside Council	During planning and construction
Introduce wayfinding into the town centre	Muse Developments	During planning and construction
Provide regular inspections and maintenance of pavements used for accessing the proposed masterplan developments	South Tyneside Council	During planning and construction and ongoing
Create safe road crossing for all including varying levels of disability and visual impairment	Muse Developments	During planning and construction
Improve existing cycle infrastructure and consider accessibility, safety, functionality and attractiveness of routes into the town centre	Muse Developments	During planning and construction
Increase the amount of cycle parking spaces around the proposed masterplan	Muse Developments	During planning and construction
Electric vehicle charging points to be installed in the town	Muse Developments	During planning and construction
Enhance the facilities on offer in the town centre to reduce the need for existing residents to travel	Muse Developments	During planning and construction
Site-wide measures		
Staff (including visiting staff) will be provided with an information pack.	PTPC / TPC	Prior to opening
A website will be set up which will provide staff and visitors information about local sustainable transport	PTPC	Prior to occupation
Set up a sustainable travel information point in communal locations which experiences regular footfall. Information should be regularly updated.	TPC / PTPC	Within six months of first occupation
Increase awareness of sustainable travel events.	PTPC	Ongoing at key event times in the year
Benefits of walking and cycling will be promoted through the website and welcome packs.	PTPC/TPC/STC	Ongoing
Undertake personalised travel planning targeting visitors	PTPC/TPC	Every three months
Investigate the possibility of having a car club in South Shields town centre	PTPC	Prior to development occupation
Register the development to the official Tyne and Wear car sharing scheme (www.sharesmarter.co.uk) and will discuss this service with the unit TPCs	PTPC	Within six months of first occupation

Workplace specific measures		
Appoint a TPC who will represent the business in annual review meetings and drive the travel planning process forward.	Workplace management	Prior to unit opening
Where possible, promote and facilitate flexible working initiatives (e.g. home working, a condensed week etc)	TPC / workplace management	Ongoing
Where appropriate, recruit local staff to minimise travel impact	Workplace management	On going
Investigate the potential for introducing a sustainable challenge and reward staff for making sustainable choices	TPC	Within the first 3 months
Provide staff with free and secure cycling parking	TPC / workplace management	Within the first six months
Provide staff with showers and changing rooms with locker facilities	TPC / workplace management	Within the first six months
In the case of an emergency, staff that walk, cycle, use public transport or car share will be provided with a guaranteed ride home.	TPC / workplace management	Ongoing
Investigate the possibility of signing up to a tax free cycle scheme	TPC	Within the first three months
Investigate further bike incentives including mileage allowances, pool bikes and cycle skills training	TPC	Within the first three months
Seek to secure discounts which might encourage staff to travel on public transport	PTPC / TPC	Prior to occupation and within the first three months
Investigate offering staff interest free travel loans for annual public transport tickets	TPC	Within the first three months
Consider public transport and sustainable travel home when allocating working hours	TPC / workplace management	Ongoing
Undertake personalised travel planning for new staff employed in units which form part of the South Shields 365 Masterplan	PTPC /TPC	Prior to occupation and within the first three months
Sign business up to a local car club if applicable to business needs	TPC	Within the first three months
Match up employees who live in similar areas and are willing to car share to work, emphasising the cost benefits associated with shared journeys	TPC	Within the first six months
Visitor specific measures		
Organise bike training sessions in South Shields	PTPC	Within six months of site occupation
Organise Dr Bike sessions in South Shields	PTPC	Within six months of site occupation
Organise social cycling rides in the town centre.	PTPC	Within six months of site occupation
Undertake personalised travel planning every targeting visitors	PTPC	Every three months
Provide a free telephone to contact local taxi company.	TPCs for appropriate businesses	Within three months of business operate
Discuss opportunities with transport operators about providing discounted fares for visitors who spend money in	PTPC	Prior to new occupation of the

the town centre.		site
Monitoring		
Undertake a baseline workplace travel survey and report findings.	TPC	Within the first three months of unit occupancy
Distribute a synchronised travel survey across all workplaces in the development	TPC	Every year
Investigate the use of iTRACE to monitor travel to and from the proposed masterplan	PTPC	Prior to occupation
Within two months of survey collection, each TPC will write a report including a review of whether targets have been achieved and an action plan for the coming year. The report will be made available to staff and revised targets and measures will be identified if appropriate.	TPC	Every year within two months of survey collection
Organise a travel plan steering group	PTPC / TPCs	Within the first six months
Undertake an initial steering meeting. The PTPC will lead the meeting and will discuss the FTP including objectives and suggestive measures. Additionally they will detail the role of the TPCs and will state their responsibilities.	PTPC / TPCs	Within six months of first unit occupation
Undertake a progress meeting two a year (three month before and after survey collection) to discuss travel survey distribution and then the results. These meetings will provide a chance to review initiatives and targets	PTPC / TPCs	Twice a year

