

Former Mecca Bingo Hall, South Shields

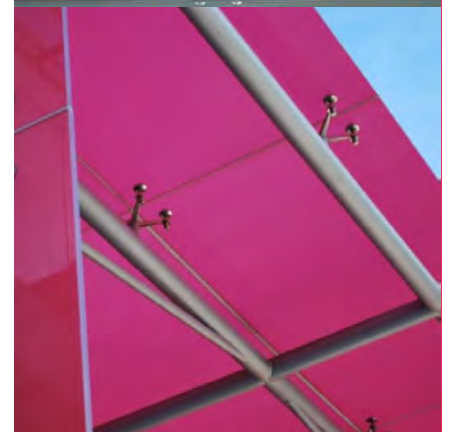
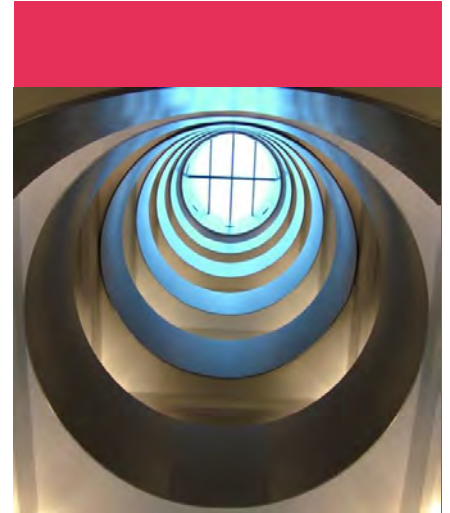
Interim Travel Plan

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Plans

Plan TPLE1273_001 – Regional Sites Location Plan

Plan TPLE1273_002 – Local Sites Location Plan

Plan TPLE1273_003 – Pedestrian Catchment Plan

Plan TPLE1273_004 – Cycle Catchment Plan

Plan TPLE1273_005 – Public Transport Catchment Plan

1.0 Introduction

1.1 Introduction

- 1.1.1 Curtins has been appointed by Harlea Homes to provide traffic and transportation advice as part of a planning application for the redevelopment of the former Mecca Bingo Hall on Dean Road, South Shields, which will be transformed into 56 apartments and 5 commercial units.

1.2 Site Location

- 1.2.1 The site is located on Dean Road, adjacent to the Imeary Street/Sunderland Road roundabout, to the south of South Shields town centre and to the east of the Metro rail network, in South Tyneside.
- 1.2.2 **Plan TPLE1273_001** illustrates the location of both sites in relation to the surrounding areas, and **Plan TPLE1273_002** shows the sites in a more local context relating to the local highway network.

1.3 Background

- 1.3.1 This Interim Travel Plan (TP) has been produced alongside the Transport Statement (TS) as part of the application for the proposed development that has been prepared to provide information to Highways Officers at South Tyneside Council (STC).
- 1.3.2 An ITP forms the basis of a Travel Plan and is intended to set out the overall framework for sustainable travel at the proposed development. This document sets out the potential measures and targets that would be implemented as part of a full Travel Plan.

1.4 Purpose of this Report

- 1.4.1 This ITP has been prepared to demonstrate a commitment to sustainable travel initiatives. It provides an indication of how the residential development will be designed and managed to discourage reliance on the private car and how alternative modes of travel will be promoted at the site.
- 1.4.2 A number of documents have been used in the production of this ITP. These include:
- The Department for Transport, "Guidance on Transport Assessment", (2002);
 - The Department for Transport, "The Essential Guide to Travel Planning", (2008);
 - The Department for Transport, "Good Practice Guidelines: Delivering Travel Plans through the Planning Process", (2009);
 - South Tyneside Local Planning Framework: SPD7 – Travel Plans; and
 - The Department for Transport, "Marking Travel Plans Work", (2002).

2.0 Aims and Objectives

2.1 Background to Travel Plans

2.1.1 A Travel Plan (TP) is a package of practical measures aimed at reducing car use. The TP is intended to encourage residents to choose alternative modes over single occupancy car use and where possible reduce the need to travel at all. A plan should be tailored to an individual site and include a range of measures that are likely to have a positive impact at that site.

2.1.2 The requirement to provide a TP was formalised by the superseded Planning Policy Guidance Note 13 which, in Section 87, states:

“Their (TPs) relevance to planning lies in the delivery of sustainable transport objectives, including:

- *Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling; and*
- *Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists”.*

2.1.3 The National Planning Policy Framework superseded PPG13 and emphasises the need for developments to offer a choice of sustainable modes of transport which “support reductions in greenhouse gas emissions and reduce congestion” and provide “*safe and suitable*” access for all.

2.1.4 Paragraph 35 of the NPPF states that plans for new development should:

“...protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:

- *give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
- *create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones; and*
- *consider the needs of people with disabilities by all modes of transport.”*

2.1.5 An ITP is the initial stage of the TP process and is usually prepared during the planning stage of a scheme prior to the construction and occupation of the development. It includes a list of potential measures that could be implemented to affect modal choice and a management strategy for producing a full TP. It may set out or identify targets but omits travel surveys as the development it

refers to has not usually been constructed and therefore would not have baseline travel data. This is carried out once the site is occupied.

2.2 The Aims of the Travel Plan

2.2.1 In line with Central Government Policies and Guidance, the aims of the TP are to:

- Reduce the need to travel;
- Discourage the use of unsustainable modes of transport and enable residents to make travel choices that benefit themselves and their community;
- Maximise social inclusion by making the development accessible to all members of the community; and
- Raise awareness of alternative modes of transport and thus encourage a modal shift towards more sustainable travel modes.

2.3 Benefits of a Travel Plan

2.3.1 The most easily identifiable benefits are those that are directly related to reductions in vehicle use; namely significantly less congestion, noise, air pollution and accidents. However, there is also a broader range of more intangible benefits that can occur from the implementation of travel plan initiatives. These benefits include:

- Improved health (i.e. increased fitness and reduced stress and obesity);
- Cash savings from not running a car as often, or from participating in a car share scheme;
- Reduced car usage on site resulting in a more pedestrian friendly environment;
- A cleaner local environment;
- Improved accessibility;
- Increased road safety;
- Reduced travel times;
- Improved travel choice;
- Reduced congestion; and
- A reduction in the need to travel.

3.0 Site Appraisal

3.1 Site Location and Existing Use

3.1.1 The site is located on Dean Road, adjacent to the Imeary Street/Sunderland Road roundabout, to the south of South Shields town centre and to the east of the Metro rail network, in South Tyneside.

3.1.2 **Plan TPLE1273_001** illustrates the location of the site in relation to the surrounding areas, and **Plan TPLE1273_002** shows the site in a more local context relating to the local highway network.

3.2 Proposed Use

3.2.1 This ITP is part of a detailed planning application for 56 residential dwellings and 5 commercial units on a site formerly occupied by a Mecca Bingo Hall that will be heavily renovated. The flats will be private housing and regarding the types, it will be a mix of one, two and three bedroom dwellings. The exact split of houses is:

- 29 One Bed Flats;
- 25 Two Bed Flats; and
- 2 Three Bed Flats.

3.3 Local Highway Network

3.3.1 **Dean Road** forms the southern boundary to the site, linking it with key transport nodes such as Chichester Metro station or the A194, which is one of the strategic roads in the borough, to the west. It also links to Imeary Street-Sunderland Road, Westoe Road and Horsley Hill Road to the east. It is a two-way road with the exception of the section between Imeary Street and Westoe Road (westbound only). Dean Road is shown in **Figure 3.1** below.

3.3.2 Dean Road is subject to a 30mph speed limit and is lit along its length within the vicinity of the site access. There are double yellow lines along the southern side of the road, which preclude parking, while on the northern side they are only placed around junctions, as parking is permitted in most of its remaining length.

3.3.3 Dean Road has footways along on both sides of the carriageway. The footway in front of the site is variable in width and was measured to be around 3m, it is at its widest to the east (at the roundabout) and to the west its width is variable depending if the adjacent properties had retained the front garden and fences or not, although a minimum 1.8m width is always available. On the opposite side of the road, the footways is also around 2m wide. The pedestrian infrastructure was observed to be in good condition with dropped crossings and tactile and colour contrast paving at all junctions.



Figure 3.1 – Dean Road from the Pedestrian Crossing in Front of the Site

- 3.3.4 The carriageway is approximately 6.5m wide (parking bays excluded), although in the vicinity of the site entrance, due to the proximity of the Imeary Street / Sunderland Road roundabout, it is wider as it has two eastbound lanes and a central hatched area with pedestrian refuges, which is shown in **Figure 3.1** above).
- 3.3.5 The aforementioned refuges are located to the east and west of the site and allow a staggered crossing of Dean Road for pedestrians. Guardrails are present in front of the development site.
- 3.3.6 One of the vehicular accesses to the car park on the northern section of the redevelopment site is from Dean Road. It is located between property number 62 and the former Mecca Bingo building (see **Figure 3.2** on the next page). It is 3.35m in width, which allows a vehicle to be able to pass a pedestrian pushing a pram with spare width still available.
- 3.3.7 The above points demonstrate that Dean Road in its current form and layout is suitable to remain as the main development access routing point.



Figure 3.2 – Dean Road Vehicular Access to the Site Car Park

3.3.8 **Imeary Street (Figure 3.3)** links Dean Road with Chichester Road and Westoe Road to the north and is the key link for traffic travelling to South Shields town centre from the site.



Figure 3.3 – Imeary Street

3.3.9 Parking is permitted along its entire length on both sides (except at junctions, which there are pinch points). Street lighting is adequate in the vicinity of the site on Imeary Street.

3.3.10 There is a narrow road that runs in parallel to Imeary Street, shown in **Figure 3.4**, which it is linked to the latter via two links at both ends. This road/link allow access to the development site car park from

Imeary Street and also rear access to some of the properties on Imeary Street. Road markings were not observed and it appears not to be named.

- 3.3.11 The road and the southern link have a width of approximately 5m. The northern link has a 1.7m footpath on one side. These roads have street lighting present.



Figure 3.4 – Narrow Road Parallel to Imeary Street

- 3.3.12 **Wawn Road** forms the western bound of the block where the redevelopment site is placed. It connects Dean Road and the Wawn Road Surgery, finishing in a cul-de-sac. It is a single-carriageway, two-way road, with a speed limit of 30mph.
- 3.3.13 Parking is not permitted on the western side from Dean Road to the surgery access (in the cul-de-sac it is permitted), while on the eastern side there are lay-bys for car parking.
- 3.3.14 Footways are between 1.8m and 2.4m in width and there is a pedestrian link to the south east that links this road with the aforementioned minor road and eventually with Imeary Street. Street lighting is adequate. **Figure 3.5** shows Wawn Road.



Figure 3.5 – Wawn Road

3.4 Accessibility by Sustainable Modes of Travel

3.4.1 A key element of national and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. It is important to ensure that developments are not isolated but located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

3.5 Pedestrian Accessibility

3.5.1 The site is bounded by Dean Road and Imearly Street. They benefit from good quality existing pedestrian facilities as shown and are well lit, which would allow future site residents to reach key destinations in the area safely by this mode.

3.5.2 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution for Highways and Transportation (CIHT) document entitled '*Providing for Journeys on Foot*' suggests walking distances which are relevant to this planning application. These are reproduced in **Table 3.1**.

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

Table 3.1 – Suggested Acceptable Walking Distances

- 3.5.3 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. Plan **TPLE1273_003** shows distances of 500m, 1,000m and 2,000m which are termed ‘*Desirable*’, ‘*Acceptable*’ and the ‘*Preferred Maximum*’ by the CIHT for commuting and school trips.
- 3.5.4 The 500m catchment incorporates the adjacent existing residential streets that are located around the proposed development site, reaching as far as East Stainton Street to the north, the Horsley Hill Road / Redhead Avenue junction to the north east, the South Tyneside College campus to the east, the Grosvenor Road / St Georges Avenue to the south east, the South Shields and Westoe Club to the south and Chichester Metro Station to the west.
- 3.5.5 The 1000m catchment includes many residential areas along Westoe Road, Mowbray Road, Horsley Hill Road, King George Avenue, Mortimer Road, Stanhope Road, Dean Road and Laygate. Black Road, Croft Terrace, York Avenue, Campbell Park Road or Victoria Road East, as well as the majority of the educational and sports facilities that would be available to homeowners at the site (see **Table 3.5**).
- 3.5.6 The 2000m catchment extends to South Shields town centre to the north (including the Metro station), the coastline to the north east, the Jack Clark Park to the east, Harton and Harton Nook to the south east, the A1018 / Nevison Avenue roundabout to the south, Tyne Dock Metro station to the south west and the River Tyne to the west.
- 3.5.7 The pedestrian catchment clearly shows that all required facilities are within walking distance of the proposed development.

3.6 Accessibility by Cycle

- 3.6.1 In order to assist in assessing the accessibility of the site by cycle, **Plan TPLE1273_004** presents a 5km cycle catchment for the site. This distance equates to a journey time of around 25 minutes, while cycling at a speed of 12kph.
- 3.6.2 The 5km catchment encompasses an area that reaches the River Tyne to the north-west and north, the Northern Sea coastline to the east, Cleadon and Whiteleas to the south and Jarrow town centre

and Tyne Dock to the west. Metro stations on the Yellow Line section Bede-South Shields, as well as Brockley Whins on the Green Line are also included.

3.6.3 There are cycling facilities available around the site on all directions:

- To the north, there are cycle lanes on the carriageway on Imeary Street (northbound) and Westoe Road (southbound) that link the site with South Shields town centre and the National Cycle Route 1, which is mainly off-road;
- To the south, there are cycle lanes on both sides of Sunderland Road (at some sections the lanes are on the carriageway and at others are off-road) as far as Cleadon;
- To the east there are two routes that connect the redevelopment site with residential areas, the coast and again the National Cycle Route 1. These routes are Horsley Hill Rd-Wescott Ave-Wentworth-Wardle Ave-Mowbray Rd and Grosvenor Rd; and
- To the west and south west there are a number of minor road advised for cycling, allowing reaching the National Cycle Route 14, the Port of Tyne or the off-road cycle path along Temple Park Road in Harton.

3.6.4 This availability of goods, services, educational facilities and employment opportunities, as well as the surrounding high quality cycling facilities ensures that this mode of transport can be a realistic option for residents of the proposed development.

3.7 Accessibility by Bus

3.7.1 Guidance from the Chartered Institution of Highways and Transportation (CIHT) document 'Guidelines for Planning for Public Transport in Development' indicates that ideally, a bus stop should be located within 400m from a new development.

3.7.2 The site is well served by bus services as there are four bus stops within 150m from the centre of the site and another one within 250m, hence they are in the recommended 400m catchment area. There are additional stops within that area but routes serving them can already be taken at the closest stops.

3.7.3 The majority of the local bus stops have excellent waiting facilities. All of them have an information board with the timetables and other travel information as shown in **Figure 3.6**.

3.7.4 **Table 3.2** summarises the information about the closest stops to the site (location, distance to the site and routes stopping there) and **Table 3.3** includes details about the bus routes (frequencies, destination and operator):



Figure 3.6 – Bus Stops on Dean Road (left) and Imeary Street (right)

Bus Stops	Distance to the Site	Services Available
Dean Rd / Sunderland Rd (Eastbound), located on Dean Rd in front of the site.	30m	5, 18, 27, 960, E2, X20
Dean Rd / Sunderland Rd (Westbound), located in front of the site but on the opposite side of Dean Rd.	60m	5, 18, 27, 960, E2, X20
Imeary St – Dean Rd (Northbound) located in front of 25 Imeary St.	100m	2, 3, 5, 7, 18, 20, 20A, 27, 30, X20
Dean Rd / Ada St (Southbound), located on Dean Rd in front of the work and school clothing shop.	140m	4, 20, 20A, 30, X20
Horsley Hill Road (Eastbound), adjacent to the junction with Westoe Rd.	220m	1,8

Table 3.2 – Information about the closest bus stops to the development site.

Bus Services*	Route	Frequency		
		Monday to Friday	Saturday	Sunday
1 (SC)	South Shields Market » Biddick Hall » South Shields Market (via Westoe, Horsley Hill Square, Harton Nook, The Ridgeway, Stanhope Road, Laygate, and Chichester)	No service	2 services from 5:30 to 6:30am	7 services from 6:15 to 10:45am
2	South Shields Market » Biddick Hall » South Shields Market	No	3 services	8 services

Bus Services*	Route	Frequency		
		Monday to Friday	Saturday	Sunday
(SC)	(via Chichester, Stanhope Road, The Ridgeway, Harton Nook and Westoe)	service	from 5:30 to 7:00am	from 6:30 to 10:30am
3 (SC)	South Shields Market » Biddick Hall » South Shields Market (via Chichester, Laygate, Stanhope Road, The Ridgeway, Harton Nook, Horsley Hill Square and Westoe)	10min	10min	30min
4 (SC)	South Shields Market » Biddick Hall » South Shields Market (via Westoe, Harton Nook, The Ridgeway, Stanhope Road and Chichester)	10min	10min	30min
5 (GNE)	Jarrow » Hedworth » Boldon » Chichester » Westoe » South Shields	30min	30min	1h
7 (SC)	South Shields » Marsden » South Shields (via Chichester, Mortimer Road, Harton Nook, Horsley Hill and Westoe)	30min	30min	1h
8 (SC)	South Shields » Marsden » South Shields (via Westoe, Horsley Hill, Harton Nook, Mortimer Road and Chichester)	10min	10min	30min
18 (SC)	South Shields Market » Brockley Whins » South Shields Market	10min	10min	30min
20 (GNE)	South Shields » Sunderland » Durham (via Hall Lane Estate, East Rainton, West Rainton, Belmont and Gilesgate Moor)	20min	20min	20min
20A (GNE)	South Shields » Sunderland » Durham (via Rainton Bridge Business Park, East Rainton, West Rainton, Belmont and Gilesgate Moor)	20min	20min	No service
X20 (GNE)	South Shields » Sunderland » Durham (via Rainton Bridge Business Park, Belmont and High Grange)	30min	30min	1h
27 (GNE)	South Shields » Jarrow » Hebburn » Heworth » Gateshead » Newcastle	12min	12min	20min
30 (SC)	South Shields Market » Cleadon » The Boldons » Boldon Asda & Cineworld	30min	30min	1h
960 (KC)	South Shields » Jarrow » Waterview Park	1 / day / direction	No service	No service

Bus Services*	Route	Frequency		
		Monday to Friday	Saturday	Sunday
E2 (SC)	Sunderland » Fulwell » Mill Whitburn » Horsley Hill » Laygate » South Shields	20min	20min	30min

*Bus Operators: SC = Stagecoach, GNE = Go North East, KC = Kingsley Coaches

Table 3.3 – Summary of Routes and Frequencies of the Bus Services stopping close to the development site

3.7.5 **Tables 3.2 and 3.3** demonstrate that bus travel is a realistic possibility for residents of the proposed development. There is a bus to Newcastle city centre at least every 15 minutes with the same frequency link to Hebburn or Gateshead, and accessing South Shields town centre is very easy due to large amount of routes that end there. This is therefore an excellent level of service for the development site. **Table 3.2** demonstrates then that bus travel is a realistic possibility for residents of the proposed development.

3.8 Accessibility by Rail

3.8.1 There is a Tyne and Wear Metro station, Chichester (**Figure 3.7**) which is 460m from the site entrance. The station can be easily accessed on foot in around 6 minutes and by some of the bus services shown in **Table 3.3** in less than 5 minutes.



Figure 3.7 – Chichester Metro Station Access with Handrails and Cycle Parking Facilities

- 3.8.2 There are 5 cycle racks available at Chichester station, in front of the eastern entrance.
- 3.8.3 Chichester is on the Yellow Line (South Shields – Monument – The Coast – Monument – St. James). A summary of the service frequency and travel times to key destinations is outlined in **Table 3.4**. As it can be observed in that table, Newcastle Central Station is a short journey from Chichester. From there, a wide range of regional and national services is available.



Destination	Travel Times	Frequencies (Yellow Line)		
		Mon-Fri	Saturday	Sunday
South Shields	2 min			
 Heworth	17 min	Every 12 minutes from 7:00 to 19:00, every 15 the rest of the day.	Every 12 minutes from 9:00 to 19:00, every 15 the rest of the day.	Every 15 minutes from 10:00 to closure, every 30 the rest of the day.
 Central Station	24 min			
Monument	26 min			
Whitley Bay	52 min			

Table 3.4 – Tyne and Wear Metro Yellow Line Frequencies and Travel Times from Chichester to Key Destinations

- 3.8.4 **Plan TPLE1273_005** shows a wide area of accessibility by public transport (Bus and Metro) from the site within relatively short time periods. In less than 30 minutes, Jarrow, Hebburn, Heworth, Whitburn or Sunderland can be reached, while Gateshead, Newcastle or Wallsend are less than 45 min away from the site.

3.9 Local Facilities and Services

- 3.9.1 It is important when siting residential development that it is located with access to good and services. The key services for residential developments are education, health and retail.
- 3.9.2 It is important when siting residential development that it is located with access to good and services. The key services for residential developments are education, health and retail.
- 3.9.3 **Table 3.5** shows the significant amount of educational and sports facilities close to the site, as well as the potential routes available for people to get there. The flat topography makes walking or cycling an attractive means of travel.

School / Sports Facility	Distance from Site	Travel Route
South Shields and Westoe Club	100m	Walk, Cycle
South Tyneside College	400m	Walk, Cycle
Westoe Village Kindergarten	450m	Walk, Cycle, Bus
Robert Redhead Park	550m	Walk, Cycle, Bus
Laygate Community School	650m	Walk, Cycle, Bus
Baby Sensory	800m	Walk, Cycle, Bus
Mortimer Community College	850m	Walk, Cycle, Bus
Mortimer Primary School	950m	Walk, Cycle, Bus
West Park Kindergarten	950m	Walk, Cycle, Bus
St Bedes RC Primary School	1km	Walk, Cycle, Bus
Westoe Crown Primary School	1.3km	Walk, Cycle

Table 3.5 – Routes to Educational Establishment

3.9.4 **Table 3.6** shows the closest local medical centres to the site. They can be travelled main by cycle or on foot, although some of the bus services outlined in **Table 3.3** can be used on some stages of the journey.

Surgery	Distance from Site	Travel Route
Dean Road Dental Practice	150m	Walk, Cycle
Wawn Street Surgery	150m	Walk, Cycle
Imeary Street Surgery	150m	Walk, Cycle
Ravensworth Surgery	250m	Walk, Cycle
Westoe Surgery	550m	Walk, Cycle, Bus
Stenhope Parade Health Centre	600m	Walk, Cycle, Bus
St George Medical Centre	1km	Walk, Cycle, Bus
Trinity Medical	1km	Walk, Cycle, Bus

Table 3.6 – Routes to GP's Surgeries

3.9.5 **Table 3.7** shows other local services that would be available to people living on the site. Additionally, there are all kinds of retail opportunities less than 2km away from site, with supermarkets of all the main brands as well as clothing, furniture, bicycle or cosmetic product shops around South Shields town centre. Therefore, it can be clearly seen that there is a wide variety of services available locally to residents.

Local Service	Distance from Site	Travel Route
St Michaels and All Angels Church	550m	Walk, Cycle
Green Street Post Office	1km	Walk, Cycle, Bus
South Tyneside Council	1.1km	Walk, Cycle, Bus

Table 3.7 – Routes to Other Local Services

3.10 Accessibility Conclusions

- 3.10.1 The National Planning Policy Framework (NPPF) supports a presumption in favour of sustainable development. Within the document, Section 4 – Promoting Sustainable Transport outlines the important role that transport policies have to play in facilitating this.
- 3.10.2 The existing standard of pedestrian infrastructure is high with ample footpaths and staggered crossings. Multiple off-road local and regional cycle routes are accessible from the site. Furthermore, local facilities are numerous with educational, sports, retail and medical facilities all within walking distance of the development site
- 3.10.3 Additionally, it has been demonstrated that the development area is served by existing bus services, with high frequency services available from nearby stops. Excellent light rail connectivity should be also highlighted, as the sites proximity to Tyne and Wear Metro allows the future development residents to reach a significant number of destinations within relatively short time periods. **Plan TPLE1273_005** further demonstrates that the combination of bus and Metro services creates a wide public transport accessibility area from the site.
- 3.10.4 In conclusion the site is accessible by a variety of sustainable modes of transport, and can be considered a suitable location for the proposed development use.

4.0 Initiatives

4.1 Introduction

4.1.1 This Section of the ITP sets out the initiatives that could be introduced to reduce dependency on the private car and encourage sustainable modes of travel.

4.2 Production of Welcome Packs

4.2.1 Welcome Packs can be critical in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all residents. The contents of the Welcome Packs could include:

- Introduction to the TP concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Maps showing local walking / cycling routes and places of interest;
- Details of public transport services, including timetables and routes; and
- Details of the *Travel Plan Co-ordinator* (TPC).

4.3 Measures to Encourage Walking

4.3.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual. In order to encourage walking a number of measures will be considered:

- Raise awareness of the health benefits of walking;
- Clear signing of pedestrian and cycle routes within and adjacent to the site;
- Provision of free personal attack alarms will be considered on an individual basis;
- Promotion of a 'walking buddy' scheme; and
- Information on the local pedestrian routes, including public footpaths.

4.4 Measures to Encourage Cycling

4.4.1 To encourage residents to cycle the following measures will be implemented or considered:

- Providing information on the local cycle network routes;
- Local cycle clubs/forums to be invited to take part in travel plan promotional events to raise awareness of this mode;
- Providing cycle training for residents;

- Provide cycle storage provided at each dwelling;
- Publicise government and other discounted cycle purchase schemes;
- Promotion of events such as “National Bike Week”; and
- Setting up of a Residents Bicycle User Group (BUG).

4.5 Measures to Encourage Public Transport

4.5.1 Increased accessibility to, and use of public transport is considered to be a key element of any TP. As demonstrated in the previous section, the location of the site, in the vicinity of a number of stops ensures that bus and Metro travel is an attractive mode of travel.

4.6 Measures to Reduce Single Occupancy Car Trips

4.6.1 Car sharing is an effective way of reducing single occupant car trips if a number of residents travel to the same location each day. This could be managed through a residents committee who could match interested people. Promotional events could also be introduced to encourage residents to leave their cars at home on certain days.

4.6.2 Promotional events will also be introduced to encourage residents to leave their cars at home on certain days. Again these will be publicised by the TPC. For example, having “Walking Wednesdays” or some similar scheme could be organised.

5.0 Management and Co-ordination

5.1 Introduction

5.1.1 Overall responsibility for the ITP will initially lie with the developer and many of the initiatives outlined above need to be considered in detail and implemented in advance of site occupation.

5.1.2 Following full occupation of the site, the ITP will need to be updated to a full TP. This will involve the completion of travel surveys to identify travel patterns within 6 months of occupation.

5.2 Appointment of a Travel Plan Coordinator

5.2.1 When the full TP is produced the day to day responsibility for the TP, its publicity and operation will lie with an appointed Travel Plan Coordinator (TPC) or group of residents. The TPC will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Promoting individual measures in the TP;
- Liaising with public transport operators;
- Monitoring the TP; and
- Taking a key role in reviewing the TP.

5.2.2 A TPC will be nominated when the full TP is produced and details will be provided to the Local Authority upon appointment.

5.3 Targets

5.3.1 Once initial travel surveys have been undertaken and a TPC appointed it will be necessary to agree suitable targets for the development.

5.3.2 TPs should be designed as evolving documents that need to remain adaptable and change to working practices and local conditions. Therefore, this TP's targets are given over three timescales:

- Short term (within one year of the implementation of the Full Travel Plan);
- Medium term (within three years of the implementation of the Full Travel Plan); and
- Long term (within five years of the implementation of the Full Travel Plan).

5.3.3 It is proposed that as part of the travel planning process, travel surveys will be undertaken six months after full occupation of the new development site to assess the modal split of residents travelling to and from the site. Based on the results the following targets may be adjusted accordingly. **Table 5.1** gives some potential targets based on this data.

Travel Mode	Short Term Target Modal Shift Change	Medium Term Target Modal Shift Change	Long Term Target Modal Shift Change	Total Target Modal Shift Change
Single Car Occupancy	-3%	-6%	-10%	-10%
Public Transport	0%	+1%	+1%	+1%
Car Share	0%	+1%	+3%	+3%
Cycle	+2%	+2%	+4%	+4%
Foot	+1%	+2%	+2%	+2%

Table 5.1 – Potential Residents Modal Shift Targets

5.4 Monitoring

5.4.1 It is proposed that the TPC will undertake annual surveys, which will then be submitted with a brief covering report to STC for approval. These surveys will be either undertaken by the TPC or an outside organisation. The results of these surveys will then be utilised to inform the future strategy of the travel plan and the measures contained within it.

5.5 Action Plan Table

5.5.1 **Table 5.2** below summarises the key actions from the document by providing an Action Plan for the TP process. The proposed timescales are:

- Short Term – Target for the first year after adoption of the TP;
- Medium Term – Target for between 1 – 2 years; and
- Long Term – Target for between 2 – 5 years.

Action	Indicator	Target Date	Responsibility
Appoint TPC	Development nearing completion	Prior to occupation of new dwellings	Harlea Homes
Produce Welcome Pack	TPC appointed	Construction completion	TPC
Undertake Travel Surveys	Construction occupation	Within three months of occupation	TPC
Review Existing TP Measures/Initiatives	Receipt of the initial Travel Survey results	Within one month of receiving the initial survey results	TPC
Present Annual Monitoring Report	Once full TP is approved by South Tyneside Council	Annually for at five three years following the agreement of targets	TPC

Table 5.2 – Action Plan

6.0 Summary

- 6.1.1 This Interim Travel Plan (ITP) has been produced alongside the Transport Statement (TS) as part of the application for the proposed development of 56 flats and 5 retail units in a former Mecca Bingo Hall, on Dean Road South Shields. The package of these two documents has been prepared to inform Highways Officers at South Tyneside Council (STC) about all aspects of the proposals.
- 6.1.2 This ITP has been prepared to demonstrate a commitment to sustainable travel initiatives. It provides an indication of how the residential development will be designed and managed to discourage reliance on the private car and how alternative modes of travel will be promoted at the site.
- 6.1.3 Car sharing is a possible way of saving single vehicle trips and it is desired to increase this kind of trip by 3%. Promotional events can be organised in order to promote this way of travelling.
- 6.1.4 Cycling is actively encouraged by the Council and the development will actively encourage cycling by extolling the virtues of cycling through this ITP. This document aims for a 4% increase in the number of cycle trips in the long term. The site is on local cycle routes and there are impressive cycle parking facilities included as part of the proposals.
- 6.1.5 Bus travel is a feasible option for residents of the proposed development given that there are many existing frequent services operating from stops adjacent to the site, offering a direct link to educational, retail, employment and medical facilities. The Metro is also very easy to reach from site and can be used for longer trips around the Tyne and Wear area. Due to the high-quality public transport available offer, this ITP aims for an increase of people travelling by these modes.
- 6.1.6 In conclusion the development is located in a sustainable location and travel by sustainable means will be enhanced by the measures proposed in this ITP.



Plans

Drg No: **TPLE1273 - 001**

Rev: /

Project: **DEAN ROAD, SOUTH SHIELDS**

Drg Title: **REGIONAL SITE LOCATION PLAN**

Drawn: **SG**

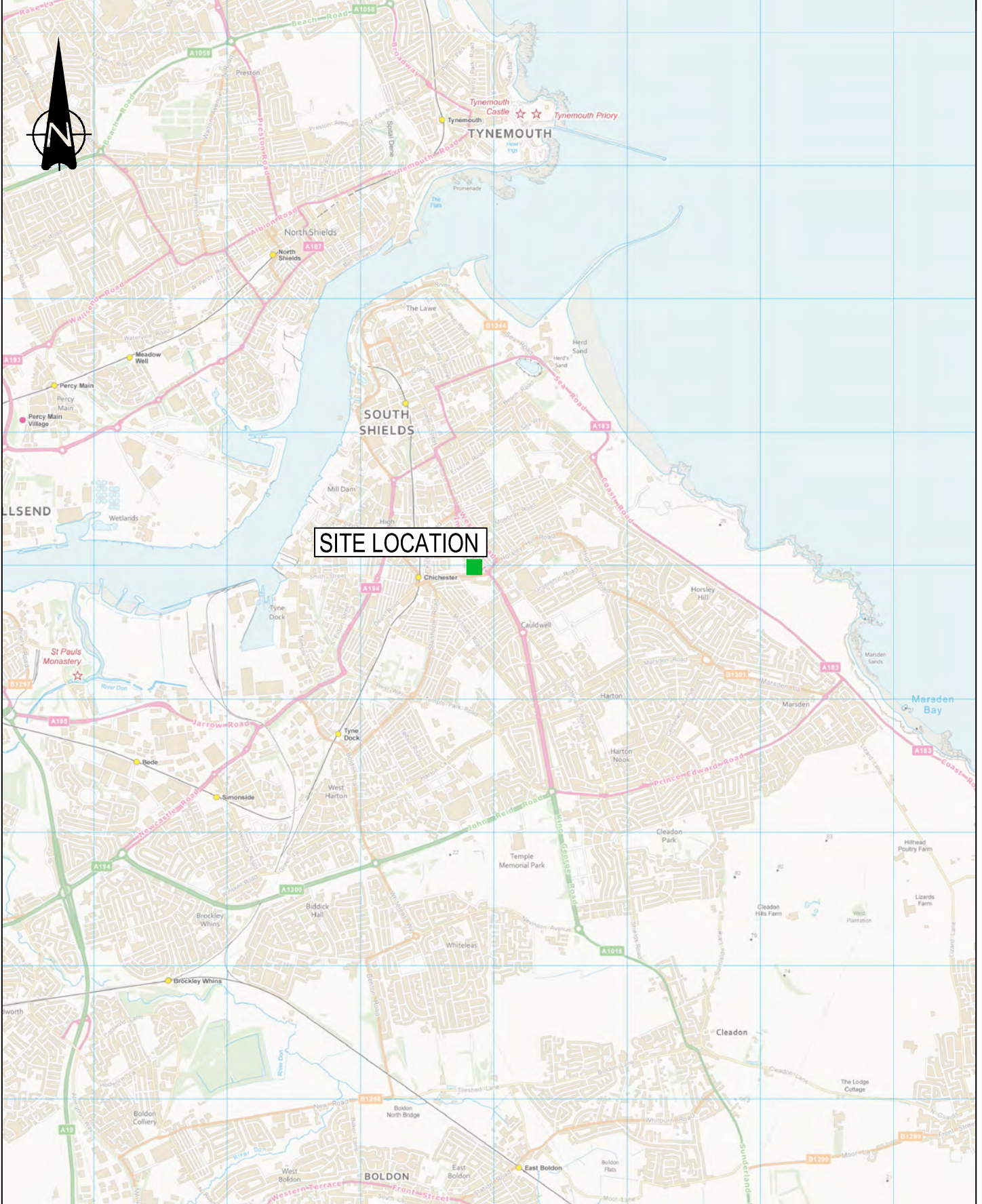
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Drg No: TPLE1273 - 002

Rev: /

Project: DEAN ROAD, SOUTH SHIELDS

Drg Title: LOCAL SITE LOCATION PLAN

Drawn: SG

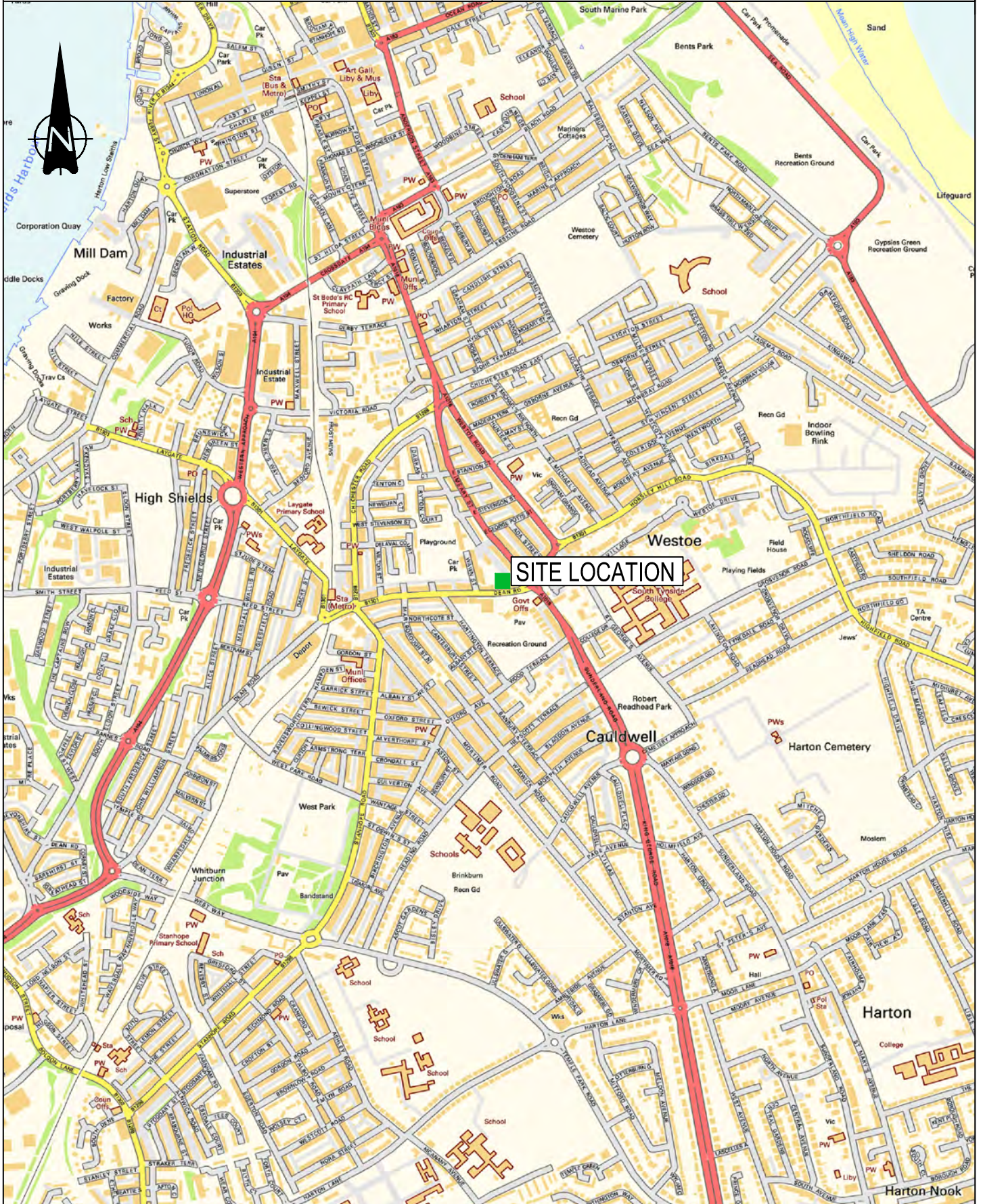
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Drg No: **TPLE1273 - 003**

Rev: /

Project: **DEAN ROAD, SOUTH SHIELDS**

Drg Title: **PEDESTRIAN CATCHMENT AREA**

Drawn: **SG**

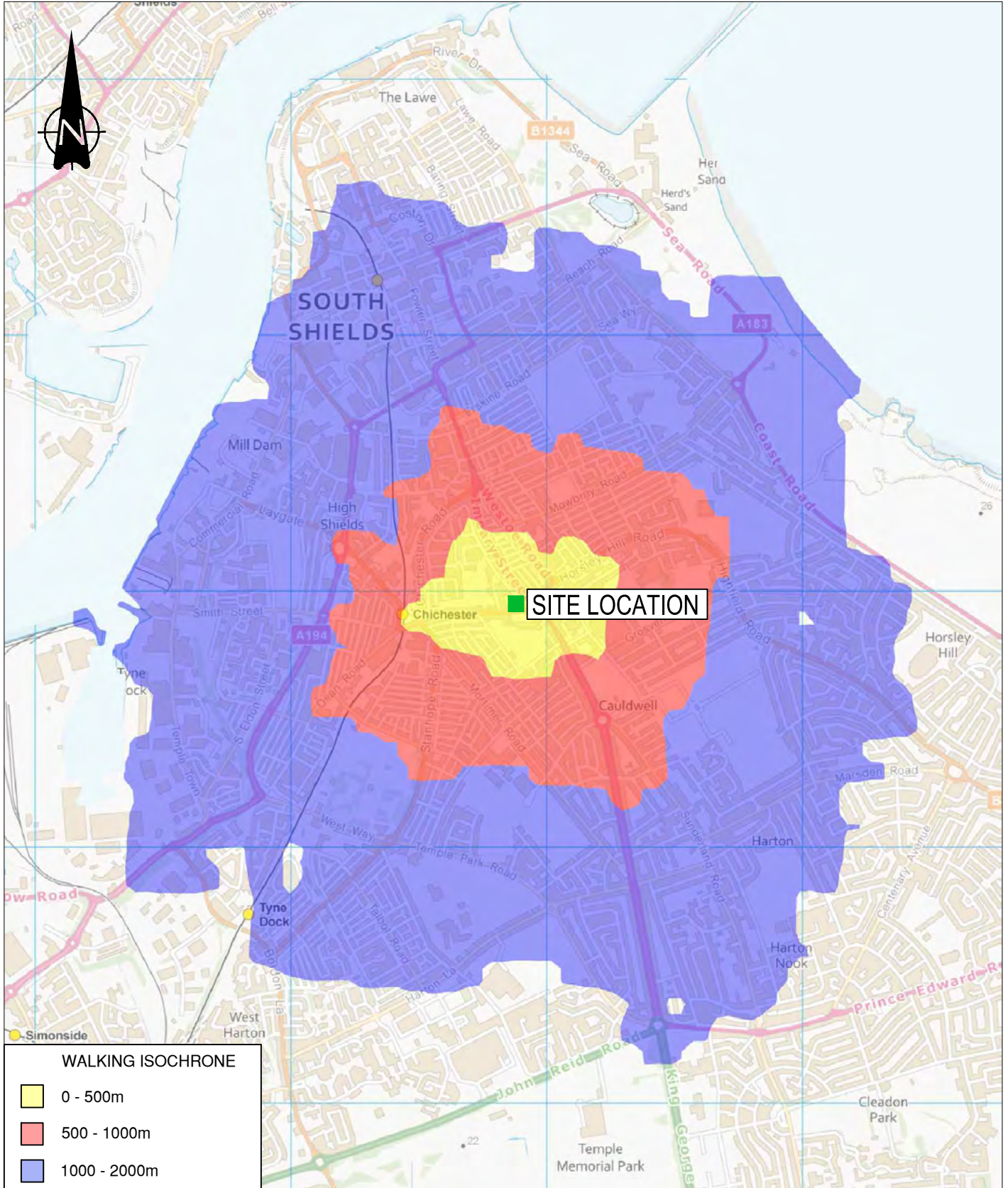
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Drg No: **TPLE1273 - 004**

Rev: /

Project: **DEAN ROAD, SOUTH SHIELDS**

Drg Title: **CYCLE CATCHMENT PLAN**

Drawn: **SG**

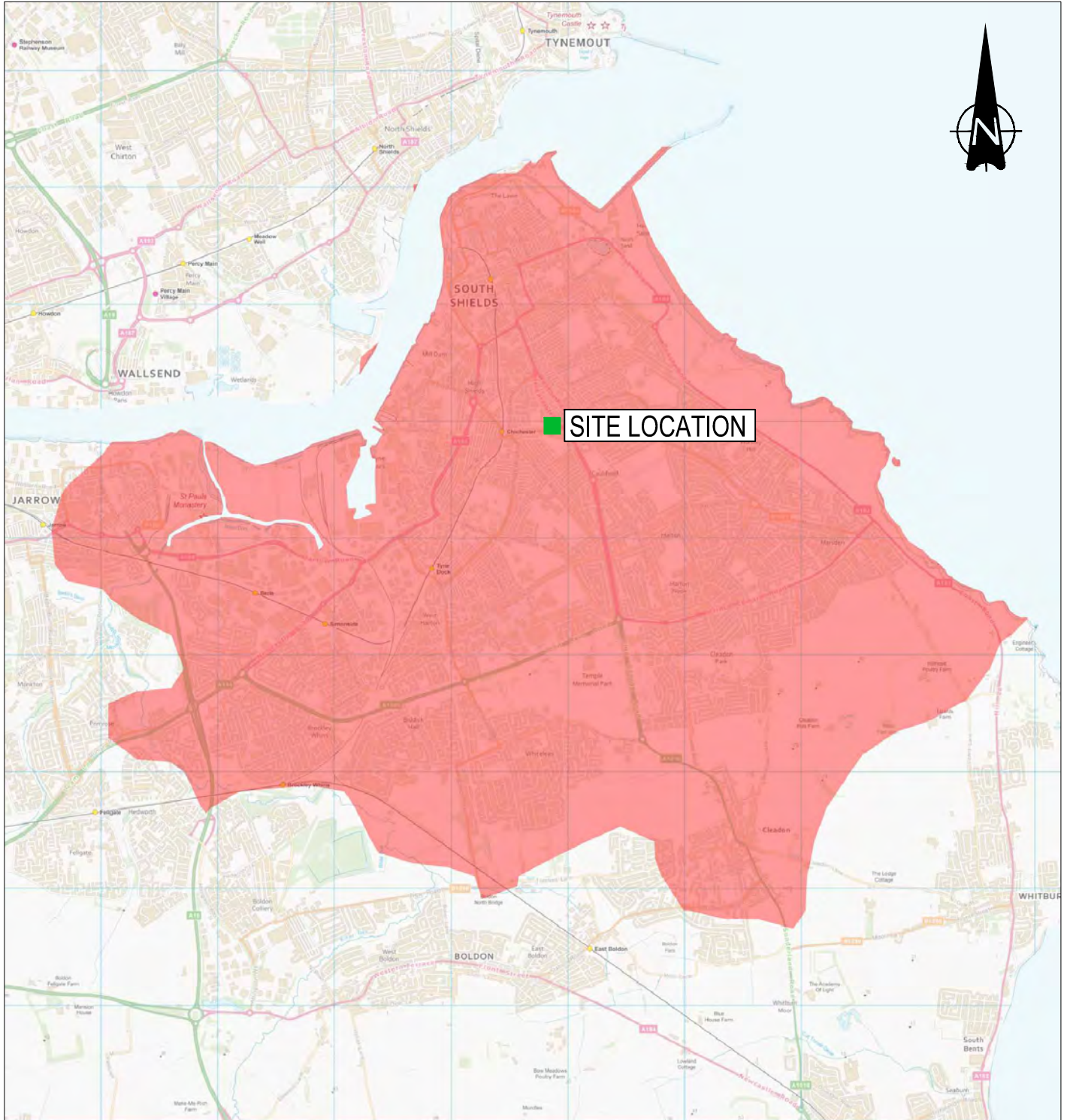
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
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 **5km CYCLE ISOCHRONE**

Drg No: TPLE1273 - 005

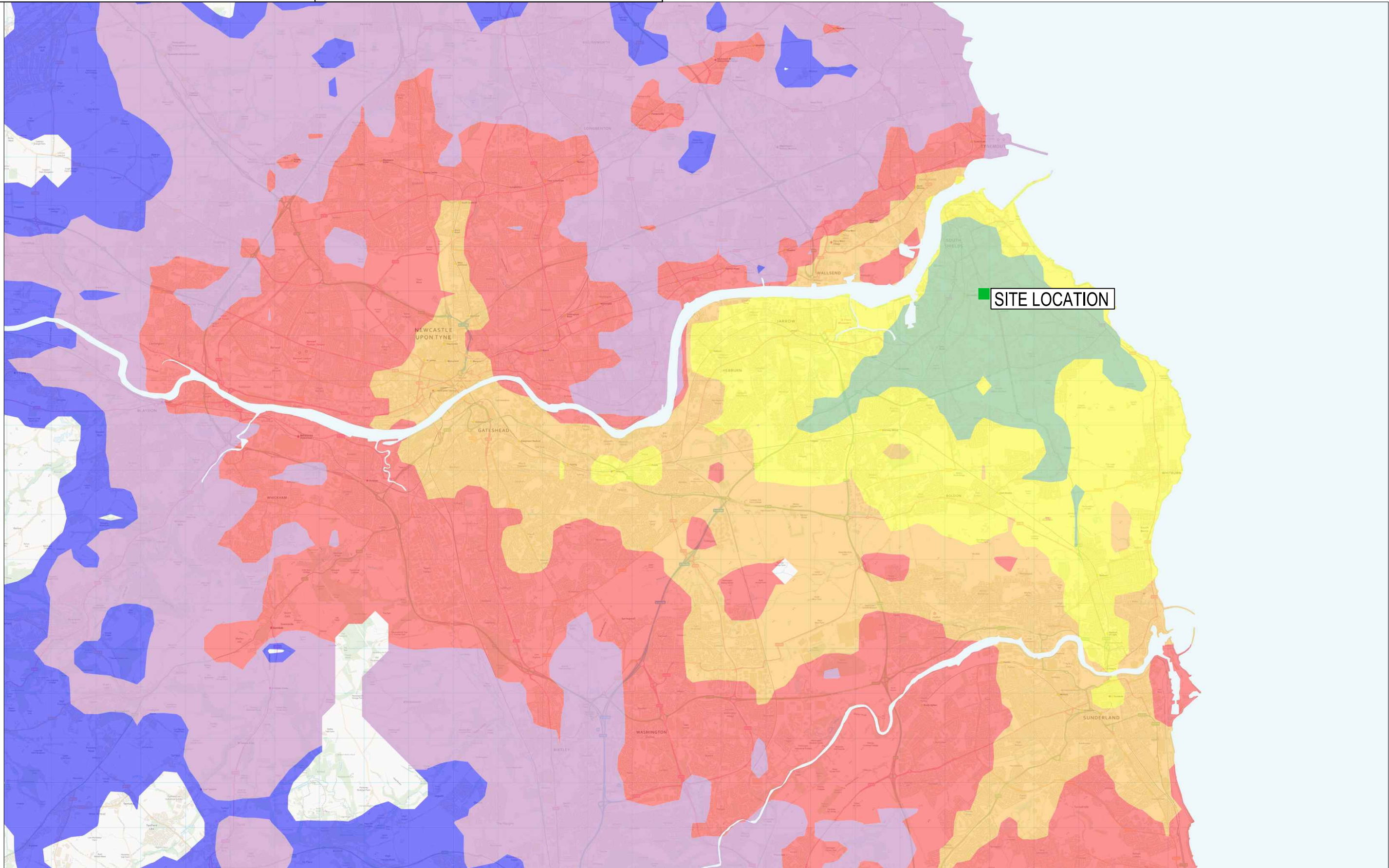
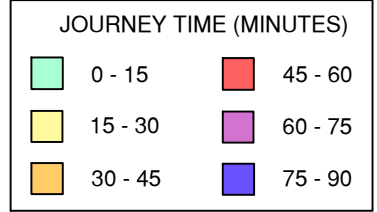
Rev: /

Project: DEAN ROAD, SOUTH SHIELDS
Drg Title: PUBLIC TRANSPORT ACCESSIBILITY
Drawn: SG
Checked: DR
Scale: NTS



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