



TRAVEL PLAN



PROPOSED OFFICE DEVELOPMENT, HARTON QUAY, SOUTH SHIELDS

TRAVEL PLAN

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1. INTRODUCTION

1.1 Introduction

- 1.1.1 SYSTRA Ltd (SYSTRA) has been appointed by MUSE Developments to prepare this Travel Plan (TP) and accompanying Transport Assessment (TA) to support a planning application for a proposed B1 (a) (office) development within South Shields town centre in South Tyneside (hereafter referred to as the Development).
- 1.1.2 The proposed development consists of a 60,000 sq. ft office space, with four to five floors plus associated parking.
- 1.1.3 The development will complement the ongoing South Shields 365 Vision Masterplan. South Shields 365 Vision 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 employment, retail and leisure offer which ensures that a greater amount of spend is retained in the borough.
- 1.1.4 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 employment, cultural, leisure and retail activity for residents, businesses and visitors.
- 1.1.5 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 employment, shopping and leisure offer and the way people can travel, improvements to both will make it easy for visitors to enjoy the town centre.
- 1.1.6 Development of the 365 Vision has been supported by a Framework Travel Plan (FTP) which forms an integral part of the town centre works. The FTP is an important reference document which shows the significance of promoting sustainable access to all of the new developments by enhancing accessibility for staff and customers choosing to travel by sustainable modes of transport.
- 1.1.7 The FTP was produced to provide an outline and best practice guide for new businesses to refer to when developing within South Shields town centre.
- 1.1.8 Each new development is expected to produce individual full travel plans using the FTP as guidance for ways to reduce the number of vehicular trips and facilitate sustainable alternatives.
- 1.1.9 This document is the specific TP for this development in response to the initial overall FTP.

1.2 Site Description

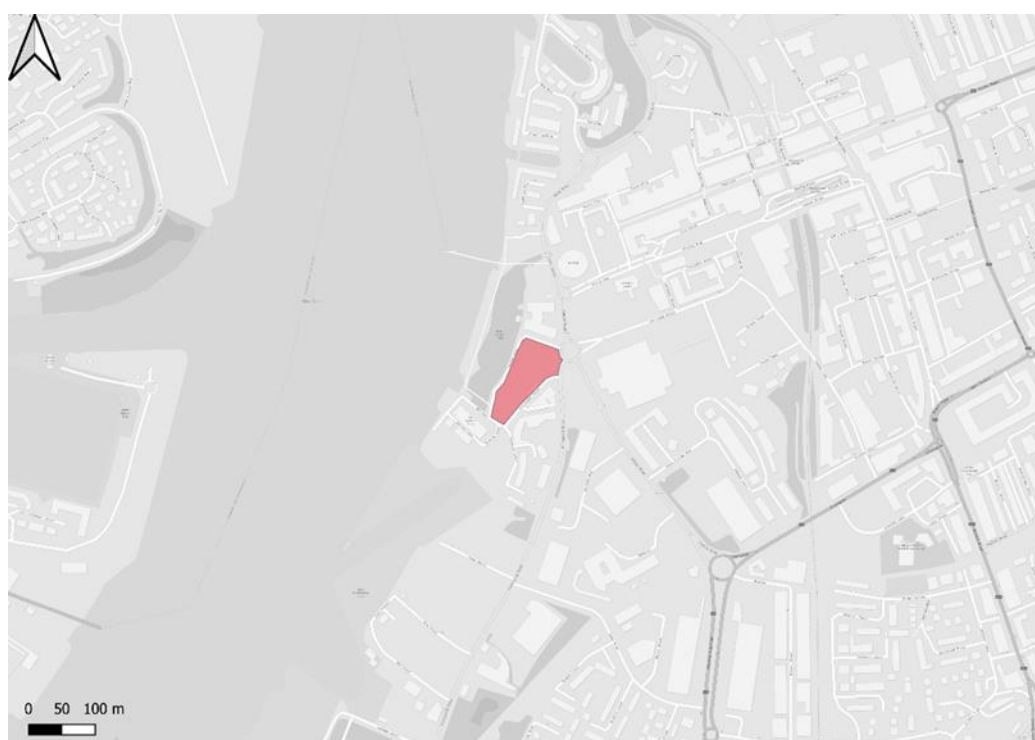
- 1.2.1 South Shields is a coastal town, located on the mouth of the River Tyne in the borough of South Tyneside. According to the Office for National Statistics, the population of South Shields

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 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.

1.2.2 The development is located in the west of 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.

1.2.3 The location of the proposed development is shown below in Figure 1.

Figure 1. Site Extent and Location



1.3 Travel Plans

1.3.1 Travel plans are long term management tools used for coordinating sustainable transport strategies. A TP for new development sets out positive actions to minimise any adverse operational and environmental impacts of transport to and from the site. The benefits of implementing a TP include: improving health, reducing congestion, reducing energy consumption and reducing pollution.

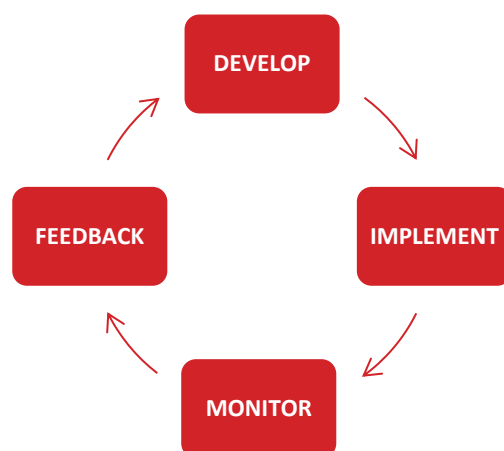
1.3.2 To achieve these benefits, a TP must contain measures which aim to reduce single occupancy vehicle trips by encouraging the use of other travel modes. Each Travel Plan is different and should be tailored specifically to the needs of the location under consideration. However, a TP should include: an action plan, timescales and targets, responsibilities for implementation, monitoring and review.

1.3.3 This TP applies to the proposed Development. A TA was prepared alongside this TP and provides the evidence to support future transport changes and highlights any mitigation

measures needed in the TP. This TP will ensure that staff and visitors travelling to the new development are encouraged to do so by sustainable modes.

- 1.3.4 This TP is an interim document that is being prepared in association with the planning application, however it is a dynamic document that requires ongoing updates. The reiterating process of a TP is shown in Figure 2.
- 1.3.5 The TP needs to be flexible and dynamic to take into account of the evolving requirements and circumstances of the development. The TP is therefore subject to review as development progresses.

Figure 2. Basic Process of a Travel Plan



- 1.3.6 Experience shows that the benefits accruing from a TP can be extensive and can affect both organisations and individuals.

1.3.7 For the organisation a TP 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.

1.3.8 For staff a TP 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.

1.4 Report Structure

1.4.1 This TP looks at current transport access to the site and examines any likely changes to transport infrastructure following the proposed development and the development of the wider masterplan. 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 TP details measures, which will be introduced by the development to promote travel by sustainable modes of transport. Lastly, this TP details monitoring techniques and considers future measures if targets are not achieved.

1.4.2 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.

1.4.3 Supporting information is included in the appendices.

2. POLICY REVIEW

2.1 Introduction

2.1.1 Before developing a TP, the policy context of the site has been investigated.

2.1.2 In line with the FTP, the current policy at national, regional and local level has been considered to establish how these external factors relate to this development. The following national, regional and local planning documents have been reviewed:

- The Transport White Paper;
- The National Planning Policy Framework (NPPF);
- Planning Practice Guidance (NPPG);
- South Shields 365 Town Centre Vision;
- Tyne and Wear Local Transport Plan 3 (LTP3); and
- South Tyneside Vision 2011-31.

2.2 National Planning Policy

The Transport White Paper (2011)

2.2.1 The Government’s vision for a sustainable local transport system is set out in the January 2011 Transport White Paper: “Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen.”

2.2.2 The White Paper acknowledges that transport provision is essential for economic growth if the Government is to improve the economic deficit which it is currently facing. The Paper also recognises however, that the current levels of carbon emissions from transport cannot be sustained if the nation is to meet its national commitments on climate change as well as creating a safer and cleaner environment in which to live. The Government highlights sustainable transport solutions as a means by which the economy can grow which will also see a positive impact on the local environment.

2.2.3 Whilst the Paper outlines the funding options which will be available for sustainable transport schemes, it also recognises that investment alone will not be enough and that help needs to be given to people to ensure that the transport choices they make are good for society. The Paper recognises that it is at the local level where most can be done to encourage sustainable transport modes and implement sustainable transport schemes. Solutions should be developed for the places they serve, tailored for the specific needs and behaviour patterns of individual communities.

2.2.4 Within the Paper, sustainable transport considers more than just public transport, walking and cycling schemes and acknowledges that it is not feasible for some trips to be undertaken by these modes. There is therefore a realisation that the car will continue to be an important mode of transport and a focus should be given to making car travel greener through electric and other low emission vehicles.

National Planning Policy Framework

- 2.2.5 The Government’s National Planning Policy Framework (NPPF) replaced the majority of previous Planning Policy Statements (PPS) and Planning Policy Guidance Notes (PPG) documents on 27 March 2012. It has subsequently been reviewed and updated in July 2018 and again in February 2019.
- 2.2.6 It sets out the Government’s expectations and requirements from the planning system. It provides guidance for local councils to use when defining their own personal local and neighbourhood plans. This approach allows the planning system to be customised to reflect the needs and priorities of individual communities.
- 2.2.7 The NPPF defines the delivery of sustainable development through three roles:
- An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
 - A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; and
 - An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.
- 2.2.8 It notes that to achieve sustainable development, these roles should be sought jointly and simultaneously through the planning system.
- 2.2.9 At the heart of the NPPF is a presumption in favour of sustainable development (paragraph 10).
- 2.2.10 Paragraph 108 states “In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:
- Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
 - Safe and suitable access to the site can be achieved for all users; and
 - Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree”.
- 2.2.11 Paragraph 109 states “development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe”.

2.2.12 Paragraph 110 states “Within this context, applications for development should:

- Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- Create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- Allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations”.

2.2.13 Paragraph 111 states that, “All developments that will generate significant amounts of movement should be supported by a Travel Plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed”.

National Planning Practice Guidance

2.2.14 The Government’s National Planning Practice Guidance (NPPG) was launched on 6th March 2014 by the Department for Communities and Local Government (DCLG) as a web-based resource.

2.2.15 Within the NPPG, the ‘Travel Plans, Transport Assessments and Statements in Decision-Taking’ guidance provides advice on when transport assessments and transport statements are required, what they are and what they should contain.

2.2.16 Paragraph 6 sets out the importance of the Travel Plans (TPs), Transport Assessments (TAs) and Transport Statements (TSs) saying that they can positively contribute to:

- “Encouraging sustainable travel;
- Lessening traffic generation and its detrimental impacts;
- Reducing carbon emissions and climate impacts;
- Creating accessible, connected, inclusive communities;
- Improving health outcomes and quality of life;
- Improving road safety; and
- Reducing the needs for new development to increase existing road capacity or provide new roads.”

2.2.17 The NPPG recommends that the following key principles should be taken into account whilst preparing TA, TP or TS reports, which should be:

- “proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;
- Established at the earliest practicable possible stages of development proposal;

- Tailored to local circumstances (other locally-determined factors and information beyond those which are set out in this guidance may need to be considered in these studies provided there is robust evidence for doing so locally);
- Brought forward through collaborative ongoing working between the local planning authority/ transport authority, transport operators, rail network operators, highways agency where there must be implications for the strategic road network and other relevant bodies. Engaging communities and local business in travel plans, transport assessments and statements can be beneficial in positively supporting higher levels of walking and cycling (which in turn can encourage greater social inclusion, community cohesion and healthier communities).”

2.2.18 In determining whether a TA or TS will be needed for a proposed development, the NPPG states on Paragraph 13 that “Local planning authorities should take into account the following considerations:

- The Transport Assessment and Statement policies (if any) of the Local Plan;
- The scale of the proposed development and its potential for additional trip generation;
- Existing intensity of transport use and availability of public transport;
- Proximity to nearby environmental designations or sensitive areas;
- Impact on other priorities/strategies (such as promoting walking and cycling);
- Cumulative impacts of multiple developments within an area; and
- Whether there are particular types of impacts around which to focus on the Transport Assessment or Statement (e.g. Assessing traffic generated at peak times).”

2.3 Local Planning Policy

2.3.1 South Shields 365 Town Centre Vision

2.3.2 The South Shields 365 Town Centre Vision document sets out a sustainable economic vision for South Shields which will help create new opportunities for residents, businesses and visitors. It identifies the economic core of the headland comprising three distinct geographic ‘character areas’ namely the Riverside, the town centre and the Foreshore with each serving a distinct economic function for South Shields.

2.3.3 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 centre with the new opportunities.

2.3.4 While this development did not form part of the South Shields 365 Town Centre Vision Masterplan it is intended as a complimentary development and therefore it is important to consider the policy as it has an indirect impact on the development.

2.3.5 The South Shields Masterplan

2.3.6 A FTP was prepared as part of the masterplan application. It outlined the overarching strategy for the town centre in terms of infrastructure delivery and for the introduction of sustainable transport measures.

2.3.7 This TP has been prepared in line with the town centre FTP.

2.3.8 Tyne and Wear Local Transport Plan 3 (LTP3)

2.3.9 LTP3 is the thirds Local Transport Plan and covers the time period 2011 to 2021. 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.”

2.3.10 In order to achieve this vision, five goals have been set:

- To support the economic development, regeneration and competitiveness of Tyne and Wear, 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 people’s quality of life and creating high quality public places.

2.3.11 South Tyneside Vision 2011-31

2.3.12 The South Tyneside Vision comprises of 10 strategic outcomes, including the aim to have better transport in the area.

2.3.13 Another key focus is the regeneration of town centres, including South shields, with mention given to the South Shields 365 schemes.

2.3.14 One specific transport related goal that has been set out is to “deliver significant investment in modernising and improving footpaths”, which is likely to encourage walking as a sustainable transport option.

2.4 Summary

2.4.1 This section has highlighted that the proposal is considered to accord with the transport related aspects of the planning policies included in the national and local planning documents.

3. AIMS AND OBJECTIVES

3.1 Introduction

3.1.1 This section establishes the aims and objectives of the TP for the specific development. Objectives and aims are an important tool for driving the travel planning process forward and monitoring the success of measures implemented.

3.1.2 Importantly, as this TP is an evolving document; aims and objectives need to be reflected on and changed over the life time of the development 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.

3.2 Aims

3.2.1 The aim of this TP, in line with the town centre’s FTP, is to:

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

3.3 Objectives

3.3.1 Objectives help to give the TP 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. The initial objectives set are:

- Reduce the number of single occupancy car trips to and from the Development;
- Increase the number of staff and visitors using sustainable forms of transport to and from the Development;
- Increase awareness of the TP and the use of sustainable modes, in particular ‘active’ healthy modes of travel (walking and cycling) to all staff and visitors to the Development; and
- Encourage good urban design that increases the appeal and accessibility of the Development and therefore improve the environment for walking and cycling.

4. EXISTING AND PROPOSED TRANSPORT INFRASTRUCTURE

4.1 Introduction

4.1.1 The existing transport provision in the vicinity of the 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 that will come forward as part of the masterplan development.

4.2 Walking Accessibility

4.2.1 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.

4.2.2 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.

4.2.3 Perhaps more practically, walking is generally considered a viable travel choice over shorter distances (approximately 800m¹ 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.

4.2.4 Currently, 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.

4.2.5 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.

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

- 4.2.6 Specific to the Development, Harton Quay, Commercial Road and Coronation Street have good pedestrian facilities with pavements and dropped kerbs at crossings and tactile paving is present. The area is well lit with street lighting.
- 4.2.7 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.
- 4.2.8 Enhancing pedestrian infrastructure is an important part of the town centre 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 restrictions on access by vehicular traffic.
- 4.2.9 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.
- 4.2.10 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.
- 4.2.11 Modifications of the current road network involving re-routing and changes to the bus provision have recently been implemented and are considered to 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 reduces the dominance and severance on 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.
- 4.2.12 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.
- 4.2.13 These works will be implemented in phases as the Masterplan is rolled out. The Transport Interchange was completed in August 2019 and the accompanying public realm works on Keppel Street were completed in March 2020. Further phases of public realm works will come forward as part of future phases.
- 4.2.14 Specific to the Development, there will be two access points to the site. There will be a staff controlled pedestrian access point from the North west of the site on Harton Quay and a further staff entrance from internally to the car park.

4.3 Cycling Accessibility

- 4.3.1 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.
- 4.3.2 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.
- 4.3.3 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.
- 4.3.4 All the cycle routes run to within 1km 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.
- 4.3.5 Advisory cycle routes exist which connect from these strategic routes into the town centre central area, these are predominantly on quiet roads rather than via dedicated cycle facilities. To support these advisory cycle routes, the town centre masterplan introduced a 20mph speed limit for the central area and therefore interaction with general traffic is safer. Cyclists will therefore be encouraged to travel on the carriageway mixing with general traffic, indeed many cyclists prefer this.
- 4.3.6 It is thought that by making peripheral traffic-free cycle routes more accessible to the town centre and making the town centre more attractive and safe for cyclists, then more visitors and staff will find cycling into South Shields an attractive, safe and convenient option of travel.
- 4.3.7 To complement the masterplan developments; new cycle parking facilities are to be constructed across the town centre.
- 4.3.8 Within the Development, it is proposed to provide short stay cycle parking externally to the building in vicinity of the building entrance. This will be via Sheffield style cycle rack which provides five racks or ten spaces. In addition there will be long stay staff cycle parking provided internally to the car park. This will be supported by staff shower and changing facilities and a drying room.

4.4 Public Transport – Bus

- 4.4.1 Major improvements to the current bus services in the town centre have been implemented with the new Transport Interchange opening in August 2019 replacing the previous spread of bus stops throughout the town centre.

- 4.4.2 Bus stops on Church Way, Chapter Row and northern Fowler Street were all relocated to the new Transport Interchange. Additionally, the northbound stop on Station Road, the northbound stop on Ferry Street near Church Way and westbound stop on Crossgate were removed to facilitate the reconfigured one direction anti-clockwise bus route which meant that those stops were no longer required.
- 4.4.3 A number of new bus stops have been provided around the masterplan development. Of these, three upgraded bus stops have been installed on Coronation Street, giving public transport users easy access to the future and existing facilities at the Market Place and ASDA. An additional bus stop has been provided for journeys southbound on Station Road and two stops have been provided on Crossgate.
- 4.4.4 The interchange provides 15 bays, one of which is dedicated for use by coaches. There is a drop off space in advance of the main bays and also a layover area with capacity for three buses. The layout of the interchange allows for the safe segregation of passenger / pedestrian and vehicle flows while providing a walking route from Fowler Street and the adjacent car parks to Keppel Street and onto King Street.
- 4.4.5 The coach bay allows 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. Regular services run to London via Sunderland, Middlesbrough, York and Leeds.
- 4.4.6 Buses and coaches access the interchange from Fowler Street via the reconfigured Burrow Street. The apron area is designed to be a one way through route which maximises the efficiency of the layout. Egress is via Keppel Street.
- 4.4.7 The buses available in the town centre and their daytime frequency are shown below in Table 1. These timetables were correct as of 2020; however, there may be a reduced number or disruption to the bus services due to the impact of COVID-19. Nonetheless it is anticipated that services will return to the same scale in the post-COVID scenario.

Table 1. Buses Available in South Shields Town Centre

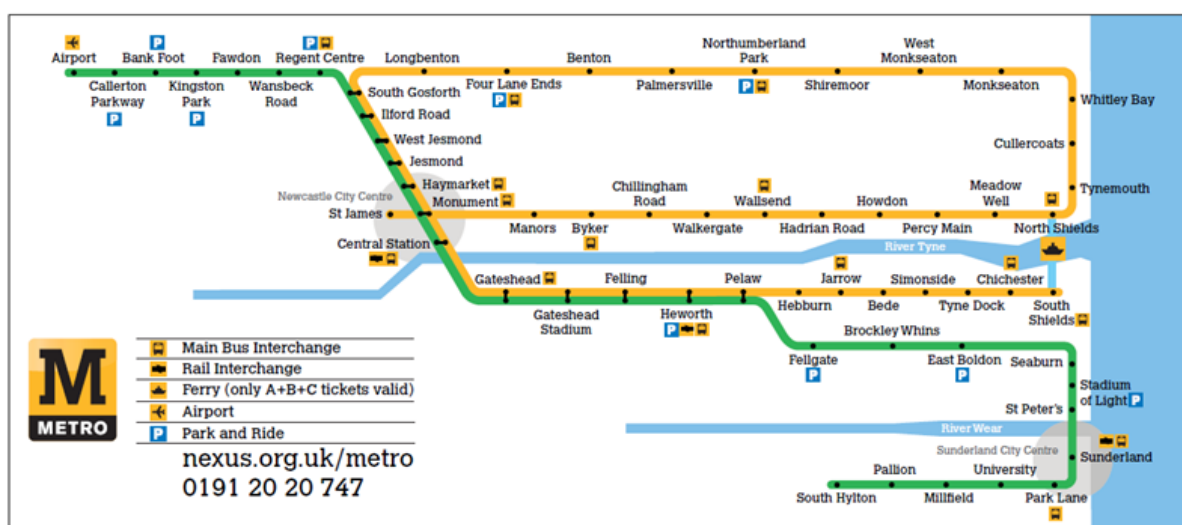
SERVICE	ROUTE	MON – SAT DAYTIME FREQUENCY
1/2	South Shields – Biddick Hall – South Shields	2 (till 10:00)
3	South Shields – Biddick Hall – South Shields	5
4	South Shields – Biddick Hall – South Shields	5
5	South Shields – Boldon - Jarrow	2
7/8	South Shields – Marsden – South Shields	7
10/11	South Shields – ST Hospital – Jarrow – Cobalt	2

SERVICE	ROUTE	MON – SAT DAYTIME FREQUENCY
12	South Shields – ST Hospital – The Lonnen	2
17	South Shields – Whiteleas – South Shields	6
18	South Shields – Brockley Whins – South Shields	6
E1	South Shields – Whitburn – Sunderland	3
E2	South Shields – Whitburn – Sunderland	3
E6	South Shields – Whitburn – South Shields	3
20	Durham – Houghton – Sunderland – South Shields	5
X20	South Shields - Fellgate	1
26	Newcastle – Heworth Metro – Jarrow – South Shields	3
27	Newcastle – Heworth Metro – Jarrow – South Shields	3
30	South Shields – Cleadon – Boldon	1
50/50A	South Shields – Washington – Chester-le-street – Durham	2
T503	South Shields – Simonside – Boldon	1
516	South Shields – South Tyneside Hospital	1
960	South Shields – Hebburn – Waterview Park	2 services all day

4.5 Public Transport – Metro

- 4.5.1 The Metro is also located within the new Transport Interchange with the purpose of attracting more people to use the Metro system.
- 4.5.2 The Interchange building includes a new ticket hall, customer service desk, ticket machines, entry/exit turnstiles and staff accommodation. Retail facilities are also provided.
- 4.5.3 The Tyne and Wear Metro Network Map is shown below in Figure 3.

Figure 3. Tyne and Wear Metro Network



- 4.5.4 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.
- 4.5.5 South Shields Metro Station is located in close proximity to town centre car parks, has a defined dropping off area, has a taxi rank located immediately outside and has defined cycle parking (eight spaces at the bottom of the station steps) and information points.
- 4.5.6 The first service on weekdays and Saturdays is at 05:42 and 05:48 respectively, while the first service on a Sunday morning is at 07:03. The Metro operates until approximately midnight seven days a week. There is a daytime frequency of every 12 minutes and evening frequency of every 15 minutes, 7 days a week.
- 4.5.7 All timetable information for South Shields station can be accessed at <http://www.nexus.org.uk/metro/timetables-stations/south-shields>.
- 4.5.8 Table 2 below shows approximate Metro journey times from the South Shields station. The journey time from South Shields to Chichester station is approximately two minutes. These timetables were correct as of 2020; however, there may be a reduced number or disruption to the bus services due to the impact of COVID-19. Again it is anticipated that services will return to the same scale in the post-COVID scenario.

Table 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

4.6 Public Transport - Ferry

- 4.6.1 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.
- 4.6.2 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 3 summarises the ferry timetable. These timetables were correct as of 2020; however, there may be a reduced number or disruption to the bus services due to the impact of COVID-19.

Table 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

SERVICE	DAY	NORTH SHIELDS TO SOUTH SHIELDS	SOUTH SHIELDS TO NORTH SHIELDS
Last service	Monday to Wednesday	20:00	19:45
	Thursday to Saturday	22:50	22:40
	Sunday	18:00	17:45

4.6.3 Pedestrian improvements to the area around the ferry have already been delivered as part of the application associated with The Word. The works included 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 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.

4.6.4 Moreover, the raised plateau enforces slower speeds on Ferry Street which helps to achieve pedestrian safety.

4.6.5 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.

4.7 Public Transport - Rail

4.7.1 Newcastle Central Station is approximately 17 km 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.

4.7.2 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.

4.7.3 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.

4.8 Taxi

4.8.1 There are currently various taxi pick-up and drop-off locations across the town centre. Taxis can also be accessed via apps to precise locations that are not designated pick-up or drop-off locations.

4.9 Inclusive Access

4.9.1 Notwithstanding the accessibility improvements and initiatives discussed elsewhere in the TP, a number of specific measures will be included to enhance accessibility for disabled people and also for people with young children.

4.9.2 As part of the wider South Shields 365 Vision, 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).

4.9.3 Specifically, to the Development, there will be car parking spaces with disabled parking provisions designed to standard and located close to the building entrance from the car park.

4.9.4 Crossing locations, such as that recently constructed on Keppel Street at Interchange Square, are on a raised plateau bringing the carriageway to the same level as the adjacent footways. The crossing incorporates contrasting tactile paving to make visually impaired pedestrians aware of the crossing.

4.9.5 The signalised crossing constructed where Fowler Street and Keppel Street meet includes 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.

4.9.6 In addition to the tactile paving associated with the pedestrian crossings, the public realm areas have been designed and constructed following extensive consultation with local accessibility groups. Tactile strips have been provided at key locations to direct visually impaired pedestrians to building entrances such as to the Transport Interchange. This allows visually impaired users to pick up the tactile strip and follow it to the building entrance.

4.9.7 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.

4.9.8 The Transport Interchange, which opened in August 2019, provides covered waiting areas for all services and incorporates a number of measures to direct visually impaired users to their stop including audible messages; large display screens; and tactile guidance strips. There is also a help point and manned information point if required. The Interchange is fully accessible by low floor buses.

4.9.9 Secondary bus stops locations such as those on Coronation Street, have been constructed with 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 operator’s websites.

- 4.9.10 The public realm works constructed on Keppel Street included renewal 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.
- 4.9.11 All promotion material discussed in more detail below, will be available in multiple formats as required. This could include in large format, Braille or audio in line.
- 4.9.12 Specific to the development, the site has been designed to rationalise the levels across the site creating gentle terraces and sloped transitions. The pedestrian routes have been designed to ensure the route is accessible for all with gradients greater than 1:20 through the site.

4.10 Highway network

- 4.10.1 To provide a holistic approach to exploring access needs for the town centre, it is necessary to 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.
- 4.10.2 The road network in South Shields is typical of a town centre in that it seeks to find the right balance between access by general traffic, access for servicing and access by public transport.
- 4.10.3 Permeability of the central area for general traffic is restricted on Fowler Street, north of Albemarle Street, through Keppel Street to Waterloo Square with these areas given over to buses. 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.
- 4.10.4 A number of highway improvement schemes have been implemented to coincide with the opening of the Transport Interchange. This includes schemes to improve capacity as well as providing improvements for sustainable transport. 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.
- 4.10.5 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.
- 4.10.6 Direct access to the development is via Hartin Quay. This is served by the Coronation Street roundabout.

Wider road network

- 4.10.7 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.

4.10.8 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).

4.11 Parking provision

4.11.1 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.

4.11.2 The South Shields 365 Vision masterplan will mean that some existing car parks will be removed to make space for development units.

4.11.3 Although some spaces will be lost, development of the South Shields 365 Vision masterplan has also delivered a new car park at Harton Quays which was opened to the public in 2016 and the town centre masterplan also includes for the development of a MSCP at the existing Oyston Street car park.

4.11.4 With regard to this development, the loer ground floor car park will provide 22 car parking spaces, which includes two accessible bays and two electric vehicle charging points. This controlled level of parking is anticipated to act as a demand management tool encouraging travel by sustainable transport.

4.12 Summary

4.12.1 The 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.

4.12.2 The current conditions for walking, cycling and public transport will be enhanced by measures identified in the South Shields 365 Vision masterplan proposed alongside the Development's opportunities. This includes the Transport Interchange, which was opened to the public in August 2019 and a revitalised public realm which is being delivered in phases.

4.12.3 The construction works include for the implementation of a 20mph zone which improves the attractiveness and safety of walking and cycle.

4.12.4 This specific development is well placed to benefit from these measures given its proximity to the town centre. It also benefits from upgraded pedestrian routes which connect to these facilities.

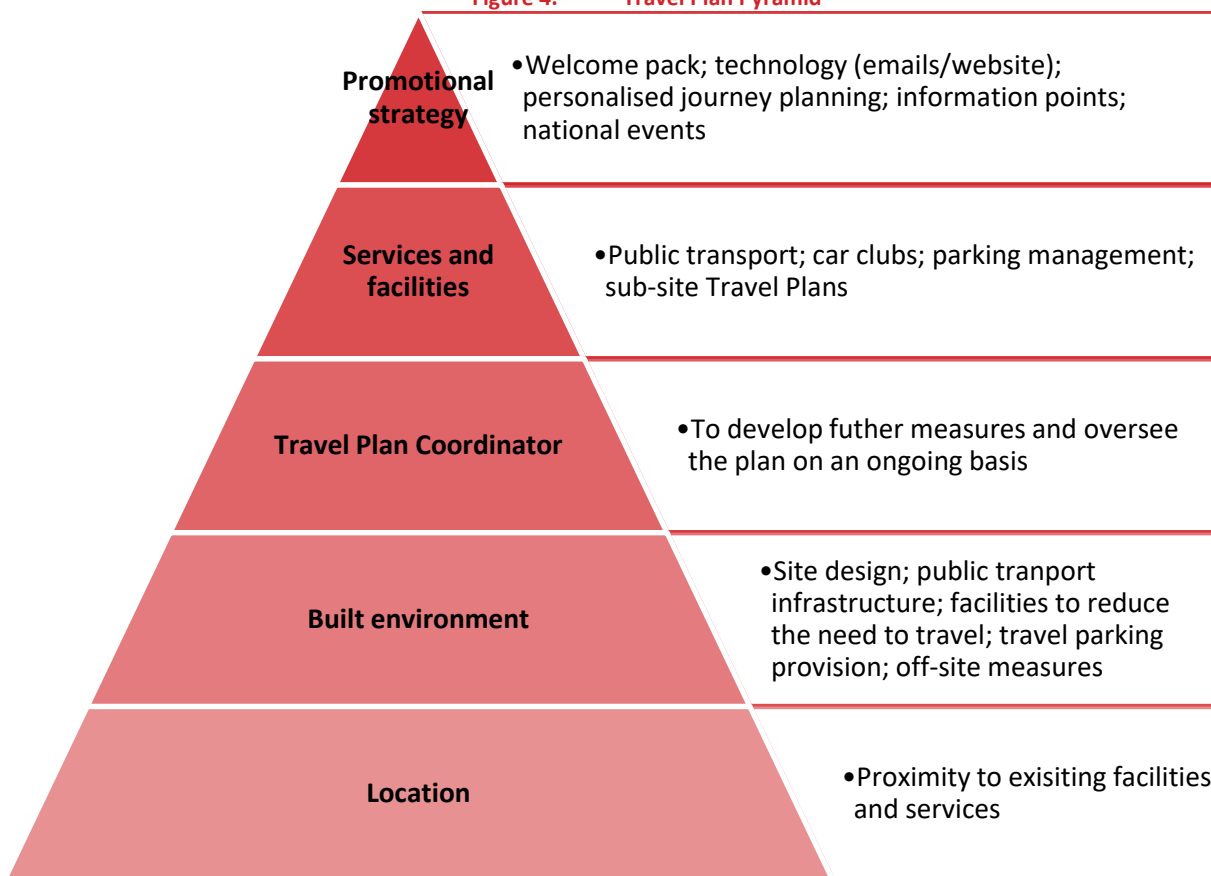
4.12.5 To summarise, the physical features being implemented as part of the wider masterplan, which will be complemented by measures introduced as part of the Development, will provide opportunities to encourage existing and future users to travel to and around the town centre by sustainable modes of transport.

5. MANAGEMENT STRATEGY

5.1 Introduction

- 5.1.1 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 total new development and this specific development, it is necessary to have a management strategy which will be used to build, communicate, execute and monitor TP measures.
- 5.1.2 The implementation and development of the FTP will be overseen by Muse Developments. The 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.
- 5.1.3 Each new development is expected to produce individual full TPs using the FTP as guidance for ways to reduce the number of vehicular trips and facilitate sustainable alternatives.
- 5.1.4 This is one such document for a proposed B1 (a) (office) development at Harton Quays.
- 5.1.5 This TP therefore includes a number of the measures included in the FTP which remain relevant. It also includes site specific measures to encourage travel by sustainable modes.
- 5.1.6 To ensure this is delivered successfully, a robust management strategy must be in place to drive the travel planning process forward. It is also imperative that this complements the management strategy outlined in the FTP.
- 5.1.7 The TP 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 TP pyramid is replicated in Figure 4.
- 5.1.8 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 4. Travel Plan Pyramid



5.2 Management structure

Principal Travel Plan Co-ordinator

5.2.1 A Principal Travel Plan Co-ordinator (PTPC) is required for a large development such as the South Shields 365 Vision in order to co-ordinate measures that can be applied to all sub-elements of the development. At present, MUSE Development acts as the PTPC for the full development.

5.2.2 As PTPC, the main aims are:

- Support business units with creating individual TPS;
- Increase business awareness of the FTP;
- Liaise with businesses to ensure that appropriate TP measures are implemented and promoted;
- Ensure that the TPS have a detailed monitoring process; and
- Formulate and feedback updates to South Tyneside Council.

Travel Plan Co-Ordinator

5.2.3 This development will appoint an individual Travel Plan Co-Ordinator (TPC) who will represent the development and their individual business needs. The TPC will be identified six months prior to the opening of the Development.

Measure: Appoint the TPC who will manage the Travel Plan process for the Development.

5.2.4 The main aims of the TPC will be:

- Identify and implement measures, funding and timescales for delivery;
- Implement the measures outlined in this document;
- Promote sustainable travel to employees and visitors to the site;
- Monitor and review the TP;
- Prepare and report the monitoring results and ongoing Action Plan of TP measures to the PTPC for inclusion within their report to the Steering Group;
- Work with stakeholders to improve and promote sustainable travel options to the site; and
- Review and revise the TP as part of an ongoing basis.

Steering Group

5.2.5 TPCs from all businesses within the South Shields 365 Vision will be invited to form the Steering Group initially overseen by the PTPC. It is expected that TPCs will join the Steering Groups within 6 months of their business opening. A representative of the Council will also be asked to join the Steering Group.

5.2.6 The invite will also be extended to Nexus, the public transport operators, taxi and cycle organisations, and a representative of the local traders.

5.2.7 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 TP process. The Steering Group should continue for the life of the development.

Measure: Aid in the development of a Steering Group that will promote the TP process.

5.3 Financial support

5.3.1 Provision of the physical infrastructure included within the masterplan, outlined in Section 4; the appointment of a suitably skilled PTPC, as outlined in Paragraph 5.2.1; and the introduction of site wide measures, as included Section 6; are the responsibility of MUSE and South Tyneside Council.

5.3.2 Provision of the development specific measures, as included in Section 7; is the responsibility of the Development. Ongoing funding for the lifetime of the development is the responsibility of the Development.

6. SOUTH SHIELDS 365 VISION FULL DEVELOPMENT MEASURES

6.1 Introduction

- 6.1.1 This section of the TP includes the range of measures outlined in the FTP which will be implemented to achieve the objectives set out in **Section 3**.
- 6.1.2 Whilst it is envisaged that the full development wide measures are the responsibility of MUSE and South Tyneside Council; there is an expectation that the individual businesses, including this development, will be required to support, promote and pass on measures and incentives detailed in this section to support sustainable travel to and from the town centre.
- 6.1.3 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.

6.2 Promotional Methods

- 6.2.1 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 TP and are exposed to the measures being implemented to encourage positive and sustainable travel choices.
- 6.2.2 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 TP.
- 6.2.3 To increase awareness of the TP and initiatives, the following promotional opportunities will be utilised:
- Staff welcome pack;
 - Technology (e.g. websites, emails, video conferencing etc);
 - Sustainable travel information points;
 - National events; and
 - Individual TPCs.

Welcome pack

- 6.2.4 The Development's TPC will be responsible for ensuring 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 TP measures;
 - A summary of the local services and facilities available to reduce the need to travel further afield;

- 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: New 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

- 6.2.5 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.
- 6.2.6 The website will provide central reference points which can be used across the development to access information relating to TPs, 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.
- 6.2.7 The PTPC will be responsible for regularly updating the information on the site and disseminating this information.
- 6.2.8 The TPC will be responsible for making staff aware of the available information on the website.

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

National events

- 6.2.9 The PTPC will increase awareness of sustainable travel events and encourage local businesses such as the development to engage with national and local events. These could be tied in with events being undertaken by others. Table 4 shows potential events, the months they occur and links to more information.
- 6.2.10 The TPC will be responsible for undertaking at least one sustainable travel event per year.

Measure: Increase awareness of sustainable travel events.

Table 4. Potential sustainable travel events

MONTH	EVENT	DESCRIPTION	WEBSITE
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 communities	www.climateweek.com
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

MONTH	EVENT	DESCRIPTION	WEBSITE
	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 travel safely	www.roadsafetyweek.org.uk

6.3 Encouraging walking

- 6.3.1 As stated in **Section 4**, there is 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.
- 6.3.2 To encourage more people to walk around the site, the masterplan includes the development of a public realm which will make areas surrounding the whole development and this specific development a more pleasant walking environment.
- 6.3.3 Some of these measures are currently being implemented with future measures to be rolled out as part of further phases of the masterplan.

6.3.4 This Development also includes measures to improve the pedestrian environment in close proximity to the Development.

6.3.5 All pedestrian routes will be 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.

6.3.6 The TPC will support the PTPC in achieving this through the Steering Group.

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

6.3.7 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.

6.3.8 The TPC will support the PTPC in achieving this through the Steering Group.

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

6.3.9 Public realm works including provision of formalised crossing points have been constructed with others to be delivered as part of future phases of the masterplan.

6.3.10 The TPC will support the PTPC in delivering this through the Steering Group and will monitor their performance.

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

6.3.11 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.

6.3.12 The TPC will support the PTPC in achieving this through the Steering Group.

Measure: Introduce wayfinding into the town centre

6.3.13 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.

- 6.3.14 The TPC will support the PTPC in achieving this through the Steering Group and promote use within their own organisation.

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

6.4 Encouraging cycling

Cycle routes

- 6.4.1 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.
- 6.4.2 Together with the redevelopment of the town centre, changes are being made to the local cycle infrastructure which aims to encourage more visitors and staff to cycle into the town centre. This includes the introduction of a 20mph zone across the town centre.
- 6.4.3 The TPC will support the PTPC in achieving this through the Steering Group.

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

Facilities

- 6.4.4 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. A number of new public cycle parking facilities are proposed in South Shields town centre.
- 6.4.5 This Development will include short and long stay cycle parking. It will also include showers, lockers and a drying room.
- 6.4.6 The TPC will support the PTPC in achieving this through the Steering Group and promote use within their own organisation.

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

Promotion

- 6.4.7 One of the main barriers to cycling is that people, some of which have not ridden a bike for a long time, lack confidence, 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. The TPC will support the PTPC in achieving this through the Steering Group.

Measure: Organise bike training sessions in South Shields

- 6.4.8 Another barrier is that as 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. The TPC will support the PTPC in achieving this through the Steering Group.

Measure: Organise Dr Bike sessions in South Shields

- 6.4.9 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. The TPC will support the PTPC in achieving this through the Steering Group.

Measure: Organise social cycling rides in the town centre.

6.5 Encouraging Other Sustainable Transport

Electric charging points

- 6.5.1 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.
- 6.5.2 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 have been installed in Harton Quay's car park and will be investigated as part of other car park developments as part of the 365 Masterplan.
- 6.5.3 The development includes for the provision of EV charging points within the site car park.

Measure: Electric vehicle charging points will be installed within the developments car park.

Car clubs

- 6.5.4 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.
- 6.5.5 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.

- 6.5.6 The TPC will support the PTPC in achieving this through the Steering Group and promote use within their own organisation.

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

Car share

- 6.5.7 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.
- 6.5.8 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.
- 6.5.9 The PTPC will hold discussions with large employers in the area, including South Tyneside Council, with a view to creating a potential pool of car share matches.
- 6.5.10 The TPC will support the PTPC in achieving this through the Steering Group

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

7. SITE SPECIFIC MEASURES

7.1 Introduction

7.1.1 The previous section outlined measures which will be implemented across the entire South Shields 365 Vision development. This section of the TP identifies measures which are specific to the Development, where the principle responsibility will be that of the TPC.

7.2 Travel plan coordinator

7.2.1 As previously stated, a TPC will be appointed prior to the opening of the Development, and they will be responsible for overseeing the progress of the TP. The TPC will be identified a minimum of six months prior to opening.

Measure: Appoint a TPC to drive the travel planning process forward.

7.2.2 The TPC will join the TP 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 Development in annual steering group meetings.

7.3 Reducing the need to travel

7.3.1 To reduce the need for staff to travel, the development will consider the option to work from home on a case-by-case basis; with regards to the current climate this may be easier than previously thought. It is recognised that businesses which are service dependent may find that this is not possible, however staff associated with office developments who 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)

7.3.2 Where this is appropriate and in line with needs, the development will investigate 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

7.3.3 Similarly, where possible, the development will investigate sourcing their products locally or use local freight providers.

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

7.4 Encouraging more walking

- 7.4.1 The TPC will investigate a reward or challenge incentive scheme 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

7.5 Encouraging more cycling

Facilities

- 7.5.1 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).
- 7.5.2 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. Communal cycle parking will be provided across the town centre.
- 7.5.3 In addition, short and long stay cycle parking will be provided at the development. The TPC will be responsible for identifying and promoting use of these cycle racks.

Measure: Identify and promote use of cycling parking for staff travelling to work by bike.

- 7.5.4 The Development will include dedicated facilities which enable an easy transition from cycling to work (e.g. showers and lockers).

Measure: Provide and maintain shower and locker facilities.

Incentives

- 7.5.5 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. The TPC will establish 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 or car share will be provided with a guaranteed ride home.

- 7.5.6 Buying a bike can be a financial barrier to cycling; therefore, the TPC will investigate a Cycle to Work scheme which would allow employers to purchase tax-free cycles and associated equipment for use by their employees.

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

- 7.5.7 The TPC will investigate further incentives including mileage allowances, pool bikes, and cycle skills training.

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

7.6 Encouraging other sustainable travel

Public transport

- 7.6.1 The TPCs will investigate securing incentives from Nexus to promote public transport travel to employees of the site. For example, the TPC will look into the provision of discounts for period travel passes on both bus and metro.

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

- 7.6.2 To encourage public transport use, the TPC 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.

Sustainable travel information point

- 7.6.3 The TPC will be responsible for providing a travel information point in appropriate area to give people regular exposure and information regarding sustainable travel. The travel information point will 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.

- 7.6.4 This information point should be accessible to visitors to the site as well as staff to encourage visitors to use more sustainable modes.

Personalised Travel planning

- 7.6.5 A focused 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 development first opens 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 an existing site prior to their transfer, and with new employees within the first three months of their start date.

Measure: Undertake personalised travel planning

Car club

- 7.6.6 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, the TPC will register to become a member of this car club and consider use of the service for business trips.

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

Car share

- 7.6.7 As well as the site-wide car sharing scheme, the development will investigate 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'.
- 7.6.8 The TPC will also liaise with other employees in the area to investigate joint promotion of the scheme in the wider area, thereby increasing the potential pool of matches. 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.
- 7.6.9 The TPC 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: TPC will ensure all new employees are given a demonstration of the car share scheme

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: TPC will work with adjacent employers to widen the car share pool.

Communication & video Conferencing

7.6.10 The TPC will ensure the Development’s intranet service will contain a section outlining information regarding the site TP, current site accessibility and what measures have been taken to promote sustainable modes. The website will also be used to promote the following:

- Smart Choices – gosmarter.co.uk
- Share Smarter – sharesmarter.co.uk
- Walk It – walkit.com
- Sustrans – sustrans.org.uk
- Nexus – nexus.org.uk
- Transport Direct – transportdirect.info
- Traveline North East – travelinenortheast.info

Measure: Ensure website or intranet contains site specific travel information

7.6.11 In addition, the use of video conferencing and conference calls will be promoted to all employees.

Measure: Promote use of video conferencing and conference calls

8. TARGETS AND MONITORING

8.1 Introduction

8.1.1 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 TP. As previously stated, the aim of a TP 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.

8.2 Background Data

8.2.1 Start-point targets have been set for staff. These are informed by the modal splits taken from the Transport Assessment.

8.2.2 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 TP 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 & Visitors to the Development

8.2.3 A modal split for staff journeys into South Shields has been derived using the 2011 journey to work census data. It is considered appropriate to use this modal split for visitors to the development for work purposes. The results from this is shown in Table 5.

Table 5. Staff and visitor modal split for journeys to work into South Shields

MODE	MODAL SPLIT (%)
Work from home	8
Walk	16
Cycle	2
Bus, minibus or coach	9
Underground, metro or light rail	10
Train	2
Taxi	1
Car / van (passenger)	4
Motorcycle, scooter or moped	1

MODE	MODAL SPLIT (%)
Car / van (driver)	46
Other	3
Total	100

8.2.4 The data in **Table 5** shows that less than 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%. This demonstrates that sustainable travel options are very good.

8.3 Targets

Modal split

8.3.1 The modal split targets for the development are as follows:

Target: Staff/visitor travel – single occupancy travel is already very low, but an ambitious target to reduce single car occupancy by 3% in the first year has been set. After a 3% reduction has been achieved a further target of a 1% per year is recommended.

Response rate

8.3.2 For the baseline travel survey distributed by TPCs:

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

Travel plan awareness

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

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

8.4 Monitoring methods

8.4.1 There is a need to monitor the TP so that the success or otherwise can be determined depending on whether the aims and objectives are being achieved.

8.4.2 Monitoring is implemented to give quantitative results, which can be compared against baseline trip data to see if the targets set out in the TP are being attained.

- 8.4.3 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.
- 8.4.4 Monitoring the progress of this site specific TP is the responsibility of the TPC. It is also their responsibility to feedback findings to the PTPC.
- 8.4.5 Consideration will be given to monitoring of the Travel Plan through the use of the Gosmarter Travel Planning website.
- 8.4.6 The following section details the monitoring methods used for this development including:
 - Travel questionnaire;
 - Progress report; and
 - Progress meeting.

Travel questionnaire

- 8.4.7 A travel survey 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.
- 8.4.8 The survey will analyse the travel habits of staff. It is the responsibility of the TPC to organise the surveys and undertake analysis of the results to ascertain changes in travel behaviour since the previous travel habits were collected.
- 8.4.9 The TPC will work with the PTPC and the Steering Group to endeavour that all developments will undertake surveys concurrently. This way a snapshot of the travel for the whole development can be captured simultaneously. This arrangement should be repeated annually.
- 8.4.10 Through the information gathered it will be possible to measure success of the TP against all the stated objectives.
- 8.4.11 Travel survey results will be compiled by the TPC in a progress report. This will analyse progress towards the targets stated in the TP and will relate to the objectives. The TPC will provide the progress report to the PTPC and work with them and the Steering Group to analyse the compiled results.
- 8.4.12 An indicative travel questionnaire to be used in the survey is included in **Appendix A**.
- 8.4.13 Monitoring measures are as follows:

Measure: Undertake a workplace travel survey within the first 6 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 site specific targets.

Measure: Work with the PTPC and Steering Group to undertake a synchronised workplace travel survey annually. This is anticipated to be on an annual basis from the date of the initial survey.

Report

- 8.4.14 The TPC is responsible for producing a progress report (including results from the travel surveys) and sharing these results with the PTPC and the Steering Group. This report will be submitted within two months of the aforementioned survey beings undertaken.
- 8.4.15 The report will contain the methodology for data collection; results from the surveys; analysis of whether or not targets are being achieved; and actions to take the TP forward in the next 12 months. Consideration will be given to using resources available on the Gosmarter Travel Planning website.

Measure: Within two months of survey collection, the TPC will prepare a progress report.

- 8.4.16 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.

Meetings

- 8.4.17 The TPC will join the Steering Group supporting the FTP for the wider masterplan. These will be chaired by the PTPC. The first meeting will be held within three months of the first unit occupation. The initial meeting will act as an induction to the travel planning process and will detail the expectations that each unit engage with and understand the purpose of the FTP.

Measure: Join the travel plan Steering Group

- 8.4.18 After the initial meeting, progress meetings will occur on a six month basis. The progress meeting will be a chance to discuss travel survey results and reflect on modal target achievement. The TPC will to provide input during the meeting and have influence on future key strategic decisions.
- 8.4.19 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 TP 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

8.5 Action Plan

- 8.5.1 A number of actions are required to ensure that the measures detailed in this TP are fulfilled. **Appendix B** details the action plan for this development including: the expected timeframe, outcome and responsibility.

9. CONCLUSION

9.1 Summary

- 9.1.1 The TP 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.
- 9.1.2 It has identified how the document is compliant and complementary with national and local policy in **Section 2**. The aims and objectives of the TP have been outlined in **Section 3**.
- 9.1.3 **Section 4** has outlined the existing facilities and substantial physical works included with the masterplan which will promote travel by sustainable modes of transport.
- 9.1.4 Details of the proposed TP measures including services, facilities, promotional measures and incentives have described in **Sections 5, 6 and 7**, including both overarching and unit specific measures.
- 9.1.5 The TP includes for the appointment of a TPC whose responsibility is to implement and oversee the plan and monitor progress.
- 9.1.6 All measures have been set out to meet the aims, objectives and targets of this document, as stated in **Section 8**.
- 9.1.7 The Action Plan summarising the TP including all stated measures, along with expected timeframe, outcome and responsibility are outlined in **Appendix B**.

APPENDIX A – DRAFT TRAVEL SURVEY

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

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

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

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

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

Tick	
<input type="checkbox"/>	Staff car park
<input type="checkbox"/>	Public car park
<input type="checkbox"/>	On-street parking
<input type="checkbox"/>	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	
<input type="checkbox"/>	Personalised travel plans
<input type="checkbox"/>	Season ticket loans
<input type="checkbox"/>	Car share groups
<input type="checkbox"/>	Information pack
<input type="checkbox"/>	Free bike loan
<input type="checkbox"/>	Other (please specify).....
<input type="checkbox"/>	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	
<input type="checkbox"/>	Subsidised / discounted fares
<input type="checkbox"/>	More travel information on routes, times and fares at work
<input type="checkbox"/>	More secure / better quality waiting areas
<input type="checkbox"/>	Better pedestrian links to bus stops
<input type="checkbox"/>	More frequent services
<input type="checkbox"/>	Other (please specify).....
<input type="checkbox"/>	Nothing would encourage me to use public transport because
<input type="checkbox"/>

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

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

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 B – ACTION PLAN

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
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
Approach existing organisations to discuss the potential for a town centre car sharing scheme.	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 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
Electric vehicle charging points to be installed in the development car park	TPC / workplace management	During construction
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

Monitoring

Undertake a baseline workplace travel survey and report findings. Consideration will be given to using resources available on the Gosmarter Travel Planning website.	TPC	Within the first six months of unit occupancy
Distribute a synchronised travel survey across all workplaces in the development	TPC	Every year
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. Consideration will be given to using resources available on the Gosmarter Travel Planning website.	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

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