

# Temple Park

Framework Travel Plan

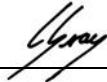
Tolent Living Ltd

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01	26/10/2017	Client Comment	<i>John Redding</i>	John Redding	Associate Director
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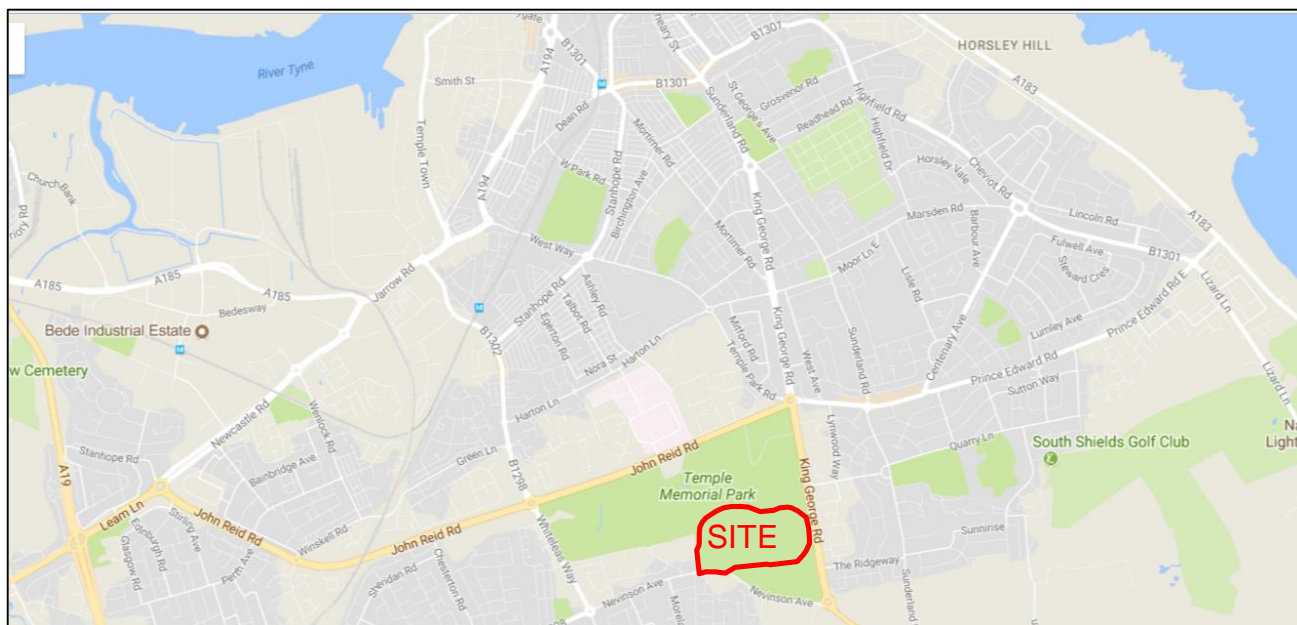
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# 1. Introduction

## 1.1 Background

AECOM has been commissioned by Tolent Living Ltd to undertake a Travel Plan for submission to South Tyneside Council (STC) for a development on behalf of Westoe and South Shields Club Ltd of a new sports facility on land to the rear of Temple Park Leisure Centre in South Shields. The site location is shown in **Figure 1**.

**Figure 1. Site location**



(Source: Google Maps)

## 1.2 Aims and Objectives

Travel Plans in general provide the framework for the delivery of co-ordinated transport strategies, minimising the adverse operational and environmental impacts of transport to/from developments. They typically contain a wide range of measures, and consider walking, cycling, bus, taxi, car sharing and car parking.

A Travel Plan can act as a strategic tool to promote more sustainable travel choices and reduce the reliance on the car resulting in benefits including reduced parking demand and improved accessibility. It can bring about a number of benefits to employees and visitors and the wider local community and is also likely to result in localised environmental and health benefits as a consequence of a reduction in vehicular traffic.

Westoe and South Shields Club Ltd will demonstrate an ongoing commitment to improving accessibility and reducing the environmental impacts of transport for residents and visitors by encouraging alternative means of travel and promoting the health benefits of options such as cycling and walking.

This plan involves the development and monitoring of a set of mechanisms, initiatives and targets that together will enable Westoe and South Shields Club Ltd to reduce the impact on the environment of travel and transport associated with its new sports facility.

With the implementation of the Travel Plan, Westoe and South Shields Club Ltd can:

- Reduce the carbon footprint of the development;
- Reduce wider environmental impacts including pollution and congestion;
- Improve health and wellbeing through alternative travel methods;
- Monitor the performance of the plan against the objectives; and
- Seek continual improvement via the implementation of the Travel Plan.

### 1.3 Senior Management Support

Securing senior management support is key to the overall success of a Travel Plan. Westoe and South Shields Club Ltd are committed to the objectives, measures and targets set out in this Travel Plan.

## 2. A Travel Plan

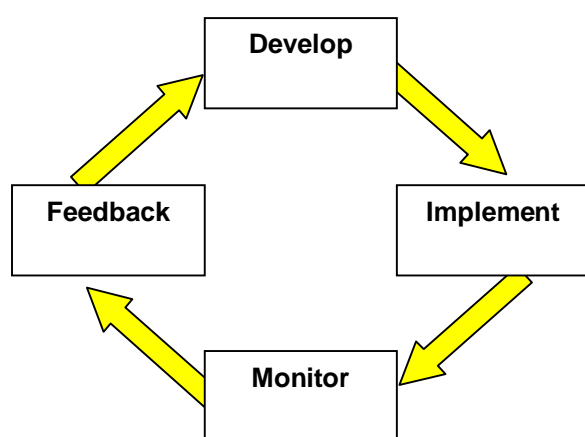
Travel Plans in general provide the framework for the delivery of co-ordinated transport strategies, minimising the adverse operational and environmental impacts of transport to/from developments. They typically contain a wide range of measures, and consider walking, cycling, bus, taxi, car sharing and car parking.

The request for a Travel Plan is in line with National Planning Policy Framework, published in March 2012, which requires the preparation of Travel Plans for developments generating significant amounts of traffic.

A Travel Plan can act as a strategic tool to promote more sustainable travel choices and reduce the reliance on the car resulting in benefits including reduced parking demand and improved accessibility. It can bring about a number of benefits to employees and visitors and the wider local community and is also likely to result in localised environmental and health benefits as a consequence of a reduction in vehicular traffic.

The basic process of a Travel Plan is a circular one, as illustrated below in **Figure 2**.

**Figure 2. Process of a Travel Plan**



The objects of this Travel Plan are;

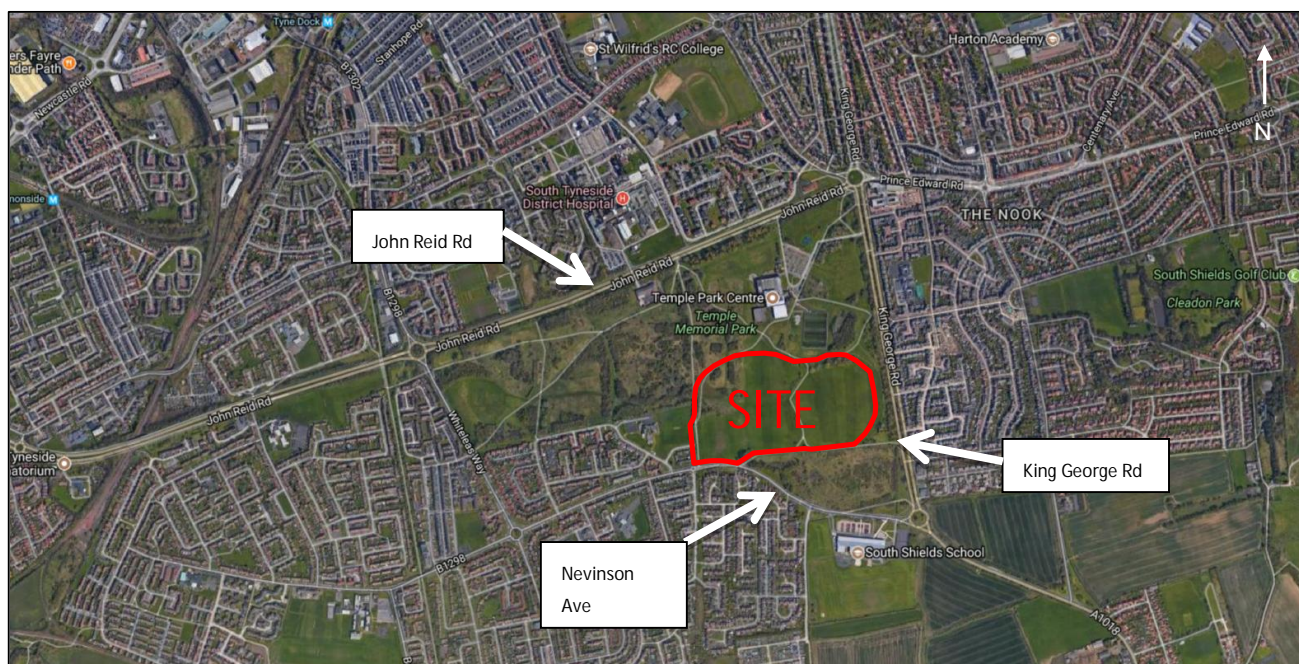
- To maximise public transport accessibility for all journey purposes;
- To minimise single occupancy car use by staff and visitors by providing realistic alternatives;
- To provide a safe cycle and pedestrian friendly environment within the development to link with the existing external networks;
- To provide staff and visitors with up-to-date travel information;
- To maximise the travel awareness of staff and visitors; and
- To ensure the on-going development and implementation of sustainable travel practices.

### 3. Existing Conditions

#### 3.1 Introduction

The site is currently green field land located north of Nevinson Avenue and immediately west of King George Road. The new sports facility will be built directly south of the Temple Park leisure centre on the existing playing fields. Temple Park Leisure Centre is regularly used by various people taking part in fitness classes, using the sports facilities or the gym. There is a 240 space car park located to the front of the existing Temple Park Leisure Centre with an access off John Reid Road and an exit onto King George Road.

Figure 3 Existing Site



Source: Google maps

#### 3.2 Surrounding Network

The key local roads surrounding the site are:

- Nevinson Avenue;
- King George Road; and
- John Reid Road.

Nevinson Avenue is subject to a 20mph a speed limit due largely to the residential nature of the road and South Shields Community School taking access from the south side of the road. Street lighting and footpaths are present on both sides of the carriageway making it an accessible for pedestrians. There are three uncontrolled pedestrian crossings along Nevinson Road covering the area where the proposed development will be located. There is a shared footway and cycle way on the northern side of the carriageway linking Nevinson Road to King George Road in the east and the playing fields to the north. Pedestrian, cycle and vehicular access to the site will be from Nevinson Road. The paths forming the site boundary are identified as traffic free paths in the South Tyneside Cycle Map and there are signed on road cycle routes and cycle lanes on King George Road.

King George Road is a two way dual carriageway with a speed limit of 30mph. the northbound carriageway has a dedicated bus and cycle lane for the majority of its length, stopping for the traffic merging from Temple Park Leisure Centre approximately 130m south of the four arm roundabout with the John Reid Road. The southbound carriageway has a dedicated cycle lane for the majority of its length until the junction of The Ridgeway. Footpaths and street lighting on present on both sides of the carriageway.



John Reid Road is a dual carriageway with a speed limit of 40mph which runs immediately north of the proposed development the site. Both sides of the carriageway have street lighting and footways for the full road length. The existing access to the Temple Park Centre is off the west bound carriageway of John Reid Road.

## 4. Accessibility by Sustainable Transport

### 4.1 Introduction

The site is accessible on foot, by cycle and by using public transport. Sustainable transport can be a suitable and healthy form of transport for all people. This section summarises the accessibility of the new development site by these sustainable transport modes.

### 4.2 Pedestrians

Two kilometres is regarded as the preferred maximum acceptable walking distance for pedestrians without mobility impairments for some common facilities. The report 'Providing for Journeys on Foot, by IHT dated 2000' includes the preferred walking distances shown in Table 1.

**Table 1 – CIHT Desirable Walking Distances**

CIHT Standard	Town Centres	Commuting/ School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1km	800m
Preferred Maximum	800m	2km	1.2km

*(Source: Providing for Journeys on Foot, IHT 2000)*

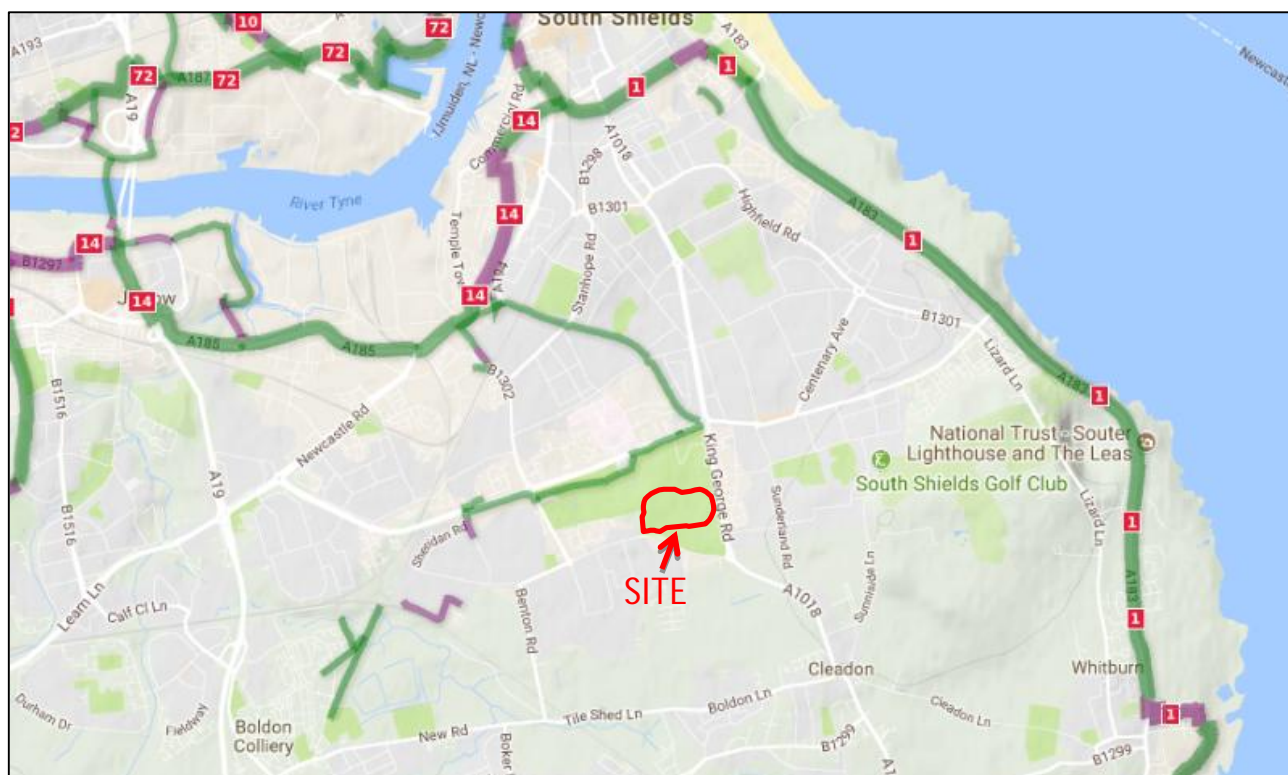
Transport on foot relates to trips such as short shopping trips, journeys to school, access to leisure facilities such as the new development, local visiting and walks to bus stops as part of a longer journey. The local highway infrastructure around the proposed site is accessible for pedestrians to walk their journeys to the facility as the local roads are well lit and there are safety barriers on some of the higher speed roads. The ground around the Temple park site is mostly flat meaning transporting on foot is desirable.

The site has multiple paths leading up to it coming from all housing estates surrounding it. The local public who are residents of the area have safe and simple walking routes to the pedestrian access to the new facility on Nevinson Road. Therefore, walking is a viable option for transport to the new facility. Immediately east of the proposed site is The Nook housing estate with the Ridgeway Primary School. North of the Nook is a shopping area which has a Tesco, subway, Greggs, Superdrug, Sainsbury's and more. This is only a 10 minute walk from the new facility.

### 4.3 Cyclists

Cycling represents around 4% of journeys to work nationally but has the potential to cater for many more trips and is considered a viable mode of travel for journeys less than five kilometres. Cycle use is considered a feasible means of transport over short to medium distances. It is influenced by many of the same factors as walking but will also be influenced by route conditions, traffic levels and secure parking at destination. The availability of traffic-free cycle routes that are direct and safe can have a positive effect on cycling levels.

Figure 4 National and Local Cycle Routes



(Source: Sustrans / Google maps)

There are several formal on road and traffic free cycle routes close to the proposed development with direct access to a traffic free cycle way from the proposed site access. This can encourage people to cycle to the new sports facility as it provides a safe route for cyclists.

The National Cycle Route Number 14 starts in Darlington town centre then passes through Middlesbrough, Billingham, Hartlepool, Durham and Consett until it heads to the River Tyne passing through Hamsterly Mill, Rowlands Gill and Swalwell. From Swalwell it follows the River Tyne until it comes to an end in South Shields roughly 800 meters south of South Shields Metro Station. This cycle route could be used for someone cycling to the facility from a further distance away. Most of the route is traffic free giving the cyclists a safer option of travel than on road cycling. To access this cycle route from the site follow one of the public footpaths north until you reach John Reid Road.

#### 4.4 Public Transport

The bus is generally considered a viable mode of travel over short and medium distances although some routes and services with limited stops can make longer distances viable.

The Institution of Highways and Transportation (IHT) in their document 'Planning for Public Transport in Developments' (1999) advises that bus stops should be located within 400m of a development for ease of accessibility. The development is located in close proximity to existing bus stops on Nevinson Avenue and King George Road.

Figure 5 Bus Stop Locations



(Source: Google maps)

Shown in Figure 4 are the existing bus stops on the roads surrounding the site. The closest bus stops to the new sports facility are roughly 10-20 meters from the main access gate at the south west of the site and there is a bus stop on both sides of the road. From these stops buses go directly to South Shields centre and Newcastle upon Tyne or Marsden. At the bus interchange a wider network is available. From the stop next to South Shields School buses 3 and 4 run regularly along Nevinson Avenue with other buses running at less frequent times. Details of local bus services are given in Table 2 overleaf.

Tyne Dock Metro Station is about 1 mile away from the proposed site which would take roughly 20/25 minutes on foot. The Metro line can give access to multiple places in the north east, such as; Newcastle Airport, Newcastle, Whitley Bay, Tynemouth, Gateshead, South Shields and Sunderland. The Metro service runs regularly and is a good form of transport as large distances can be covered quickly and conveniently in a sustainable manner.

**Table 2. Existing Bus Services for the stops at the proposed site access**

Service No.	Stop Name	Route	Mon - Fri	Sat	Sun
3	Whiteleas Nevinson Avenue SE bound	South Shields	5:16, 6:17, 6:56, 7:23, then roughly every 10 minutes until 19:00 when its every half hour until 23:30	7:37, 7:57, 8:13 then roughly every 12 minutes till 18:33 when its every half hour till 23:30	Half hourly from 11:03 to 23:03 and then last bus at 23:30.
4	Whiteleas Nevinson Avenue W bound	South Shields (centre)	6:00, 6:37, 7:17, then every 12 minutes till 18:40 when its roughly every half hour till 23:15	Roughly every 12 minutes from 8:11 to 17:44, 18:02, 18:20 then every half hour till 23:16	Every 20 minutes fro 10:41 to 23:41 till it ends at 23:16
2	Whiteleas Nevinson Avenue SE bound	South Shields (centre)	No Service	5:22, 6:02, 6:42	6:12, 8:12, 8:42, 9:12, 9:42, 10:32
X34	Whiteleas Nevinson Avenue W bound	Newcastle City Centre	07:29, 8:29, 9:04, 9:29, 10:09, then roughly every half an hour till 15:14, 15:59, 16:39, 17:19, 18:04, 18:24, 18:54, 19:41, 20:51	7:24, 7:54, 8:54, 8:24, then every half hour from 9:34 to 16:34, 17:09, 17:49 and last bus 18:40	No Service
1	Whiteleas Nevinson Avenue W bound	South Shields (Centre)	No Service	5:58 and 6:38	6:48, 7:08, 7:28, 7:58, 8:48, then every half hour till 10:18
575	Whiteleas Nevinson Avenue W bound	Horsley Hill - Bede	6:55	No Service	No Service
S542	Whiteleas Nevinson Avenue SE bound	Boldon Colliery	7:46	No Service	No Service
S525	Whiteleas Nevinson Avenue SE bound	Whitburn	15:58	No Service	No Service
S556	Whiteleas Nevinson Avenue SE bound	Hebburn – South Shields	15:27	No Service	No Service
S805	Whiteleas Nevinson Avenue SE bound	Brockley Whins - Whiteleas	07:57	No Service	No Service
S808	Whiteleas Nevinson Avenue SE bound	Whitburn - West Harton	17:01	No Service	No Service
S812	Whiteleas Nevinson Avenue SE bound	Harton (Tyne and wear) - Boldon Colliery	15:25	No Service	No Service
S806	Whiteleas Nevinson Avenue W bound	Brockley Whins	14:55	No Service	No Service

## 5. Travel Plan Measures

### 5.1 Introduction

A Travel Plan is not a static document, rather it is constantly evolving to best suit the needs of the persons it is intended for, whilst reflecting changing local and national policy. Given the variable nature of an individual's needs and the ongoing changes in government policies, the objectives set out in this document should be reviewed on a regular basis and amended where necessary to maximise the potential of the Travel Plan to influence travel behaviour.

The proposed development is well located for trips by walking, cycling and public transport and measures will seek to encourage travel by these modes. In addition, measures will seek to reduce the need to travel.

The status of each measure are categorised as either Implement, where the measures will be implemented by a specified time from opening and Consider where measures will be considered for implementation by the development following initial surveys.

The measures contained herein have been broken down into the following categories;

- Marketing and Promotion of the Plan;
- Management of the Plan;
- Promote Walking and Cycling;
- Promote Public Transport; and
- Monitoring.
- The measures provide a toolkit to further enhance accessibility and are additional to the various underlying design principles that have been incorporated into the design of the site to help reduce the need to travel.

### 5.2 Marketing and Promotion

In order for a TP to be successful, it is important to raise awareness of the alternatives to car travel as well as increasing awareness of the benefits, particularly compared to single occupancy car travel. It is important that from the outset, information (such as relevant bus / train timetables, footpaths and cycle routes available in the vicinity of the site) are well presented and kept up to date in a readily accessible location for staff and visitors.

**Initiative 1 – The developer will display Travel Plan information on a strategically placed Notice Board within the new sports facility which both staff and visitors will be able to see.**

**Timing of implementation: Prior to opening**

It is important that there is a central source of information for all queries relating to sustainable travel for staff of the site. A dedicated Travel Plan section of the club website (if and when it is set up) could be used as a primary method of communicating the aims and objectives of the Travel Plan to staff and visitors. This will ensure that all staff are aware of where information is available, whilst also ensuring visitors are fully aware of the travel options available to them prior to travelling. It could provide individuals with information relating to Travel Plan initiatives and points of contact for travel planning queries.

In addition, it could also include links to public transport operator websites as well as local cycle and pedestrian maps and links to car share databases. The website could be regularly updated by the Travel Plan Coordinator who would be appointed either by the developer or continue the role from the existing Temple Park Centre.

**Initiative 2 – A sustainable travel webpage could be provided by the new facility prior to opening, providing a range of information on travel plan initiatives, useful contact information and links to external sources of information for staff and visitors regarding travel options to the site.**

**Timing of implementation: Prior to opening and ongoing**

### 5.3 Promotion of Walking and Cycling

DfT research indicates that 80% of journeys less than one mile in length are made on foot. Almost all journeys involve an element of walking and the aim of the Travel Plan is to ensure that all journeys that staff and visitors of the Leisure Centre wish to make to the site can be achieved safely and conveniently. The measures adopted within this Travel Plan will therefore aim to engender pedestrian confidence by providing safe, secure and convenient access for all.

The site layout will provide a single pedestrian access from Nevinson Road. Existing pedestrian routes through the site will be diverted onto existing pedestrian routes around the site which are lit and maintained as part of the highway. Pedestrian routes within the site will provide dedicated pedestrian footways that provide continuous links with the external pedestrian network and local transport infrastructure.

**Initiative 3 – The development will be designed to be permeable to pedestrians and improve pedestrian infrastructure within the sports facility to encourage access by foot.**

**Timing of implementation: Prior to opening**

The Sustainable Travel Notice Board and or website will include a map identifying local pedestrian routes in order to ensure that staff members and visitors are aware of the facilities available to them and information is effectively distributed.

**Initiative 4 – A pedestrian route map will be provided and disseminated via the most appropriate media.**

**Timing of implementation: Prior to opening and ongoing**

To facilitate pedestrian access via the most appropriate routes the developer will seek to provide a suitable number of directional 'Wayfinder' signs from key residential areas and local facilities to the site.

**Initiative 5 – The developer will seek to provide 'Wayfinder' and directional signage along well lit and safe pedestrian routes between key facilities and the site.**

**Timing of implementation: Prior to opening and ongoing**

In addition to information relating to pedestrian facilities and walking routes, visitors and staff will be kept informed of the benefits of walking to the new Centre including health and cost benefits. The Travel Plan Co-ordinator will promote the online service [www.plotaroute.com](http://www.plotaroute.com). The website offers walking routes within urban areas accompanied by maps and directions whilst also giving information on the more novel aspects of walking such as the number of calories burnt and the mass of CO<sub>2</sub> saved. The website also provides general information pages relating to the wider benefits of walking.

**Initiative 6 – Awareness amongst visitors and staff of the health, environmental and cost benefits of walking could be promoted with the aid of promotional materials.**

**Timing of implementation: Prior to opening and ongoing**

Cycling is considered a viable mode of transport for journeys less than five kilometres. Most of South Tyneside is located within 5km of the site and therefore the potential for cycling to the Centre is considerable, particularly given the wealth of designated cycle routes available locally, highlighted in Section 3.

Information on cycle provision in the area will be provided to staff and visitors by the most appropriate media (Notice Board / webpage / Quarterly Newsletters) in order to increase awareness of the facilities available. This will include a local cycle highlighting available routes as well as a range of useful advice on road safety and cycling to encourage users to take up cycling.

**Initiative 7 – All staff and visitors will be provided with information regarding cycle facilities available in the local area and advice will be provided to promote cycle safety issues.**

**Timing of implementation: Prior to opening and ongoing**

The developer will provide sufficient secure and easily accessible cycle parking as part of the development to cater for the demand. Cycle parking will be provided in accordance with South Tyneside Council cycle parking standards.

**Initiative 8 – The developer will provide cycle parking spaces to cater for cycle demand and encourage the uptake of cycling. The provision will be in accordance with South Tyneside Council cycle parking guidance.**

**Timing of implementation: Prior to opening**

There are various measures that can be adopted to increase the uptake of cycling, such as attempting to secure discounts for staff with local cycle shops and suppliers and providing staff with information regarding incentives available to assist in cycle purchase. The Travel Plan Coordinator will promote such material on behalf of Centre staff.

**Initiative 9 – The Travel Plan Co-ordinator will liaise with local cycle shops and suppliers to seek to secure discounts for cycles and cycle accessories for staff of the sports facility. In addition, the Co-ordinator will liaise with local cycle shops to seek to establish bike repair services.**

**Timing of implementation: Prior to opening and ongoing**

**Initiative 10 – The Travel Plan Co-ordinator will ensure that all staff are aware of incentives that may be available through their employer's to assist in the purchase of cycle equipment such as [cyclescheme.co.uk](http://cyclescheme.co.uk).**

**Timing of implementation: Prior to opening and ongoing**

## 5.4 Promotion of Public Transport

A potential barrier to the frequent and consistent use of public transport can be a lack of available information relating to timing, routes and costs. To encourage the uptake of public transport, information on public transport provision in the area will be provided to staff and visitors in order to increase awareness of the facilities and services available to them. This will take the form of maps, leaflets and timetable information to be included on the Sustainable Travel Notice Board.

**Initiative 11 – All staff and visitors will be provided with information regarding the facilities available to encourage public transport use to and from the site. This information will be kept regularly up to date by the Travel Plan Coordinator.**

**Timing of implementation: Prior to opening and ongoing**

In order to address issues of personal safety with respect to public transport, which may act as a deterrent for particular vulnerable groups, it is important that bus stops in the vicinity of the site are lit and in good condition



with timetable information legible and free from graffiti. This will serve to demonstrate the commitment to encouraging travel by modes other than the car. It is the role of the Travel Plan Co-ordinator to liaise with local operators and the Highway Authority to ensure a continuing programme of maintenance. In addition, the Travel Plan Co-ordinator will adopt a proactive relationship with the Local Highway Authority and local bus operators to ensure that staff are provided with information on any new investment provided.

**Initiative 12 – The Travel Plan Co-ordinator will liaise with local public transport operators and the Local Highway Authority to ensure all local public transport facilities in the vicinity of the development are in good condition and are well maintained.**

**Timing of implementation: Prior to opening and ongoing**

## 5.5 Promotion of Car Sharing

It is possible that a proportion of staff and visitors will live in locations in close proximity to one another and as such would be making trips to/from common destination. In such an instance, there would be potential for these individuals to share their car journey with a fellow member of staff.

The following provides an overview of the measures that will be introduced to assist those in wishing to car share and ways in which car sharing for all types of journeys will be promoted.

Several companies provide a national car share database, to which anyone can subscribe free of charge. These enable individuals to state their desired origin and destination (along with a number of other variables) to find other individuals undertaking the same journey. This service will be promoted to staff.

A key element in the marketing strategy for the car share database will be the cost savings that can be achieved, as compared with single occupancy car use. Where two or more people are sharing, it is recommended that fuel costs are split equally between the driver and passenger/s.

This means that a driver sharing with one other will halve their fuel costs, a driver with two passengers will reduce their fuel costs by two thirds and so on. As a single passenger with a driver, paying 5 pence per mile will allow you to travel 100 miles for £5 (based on average fuel cost of 10 pence per mile).

**Initiative 13 – The cost savings associated with car sharing, compared with single occupancy car use will be promoted. Information will include a car cost calculator, provided to residents as part of the sustainable travel information pack.**

**Timing of implementation: Prior to opening and ongoing**

## 5.6 Management of the Plan

A programme for managing the implementation of the Plan will be in place from the outset.

The implementation and development of the Travel Plan will be overseen by the Sports Clubs and information could primarily be conveyed to staff and visitors via notice boards.

In order to be successful, the Travel Plan requires the support of the Centre management, whereby staff and funding can be allocated to ensure the Travel Plan Coordinator can fulfil his/her duties.

It should be the responsibility of the Centre management to lead by example and travel by sustainable modes wherever possible. They should also be proactive in promoting the Travel Plan and its benefits to staff and visitors.

The key tool in analysing the on-going effectiveness of the Travel Plan will be a biennial survey which analyses the travel habits of staff and visitors and the their changes in travel behaviour that have occurred since the

baseline data was gathered. To this end, in order to collect an accurate baseline dataset, an initial travel survey questionnaire will be provided to all club members and each member of staff upon appointment within 6 months of the sports facility opening. This will identify current travel patterns amongst visitors as well as determining prosperity for modal shift. The survey will also assist in the collection of postcode data – enabling particular initiatives to be targeted at particular groups (i.e. those residing on a key bus route for example).

**Initiative 14 – The club management will ensure a baseline survey is undertaken to understand the levels of traffic using the site, daily and on a match days.**

**Timing of implementation: Prior to opening and ongoing**

## 5.7 Summary

The measures outlined above provide a range of options with the aim of influencing staff and visitor travel patterns. It is acknowledged that staff travel behaviour will be easier to influence due to their regular journeys to/from the site.

The measures outlined above clearly identify tasks which are the responsibility of the Travel Plan Co-ordinator to implement. The implementation of these measures by the Travel Plan Co-ordinator will ensure the satisfactory delivery of the Travel Plan and should be continually reviewed and updated.

## 6. Targets

### 6.1 Introduction

Given that we do not yet know the needs of those the Travel Plan will be addressing it is very difficult at this stage to set binding mode share targets and timescales for the implementation of measures, as a number of variables exist which may significantly influence the uptake of sustainable modes at the site. These factors include:

- The implementation of Travel Plan measures;
- The known travel behaviour and travel patterns of staff and visitors; and
- Any planned improvements to sustainable transport infrastructure provision.

However, it is important to ensure that the Travel Plan provides some initial mode share targets that are both realistic and achievable based on the measures outlined.

Targets will enable the success of the Travel Plan and allow it to be continually monitored. Any targets set will be Specific, Measurable, Achievable, Realistic and Time-constrained (SMART).

Should the targets not be achieved, additional measures over and above those outlined in this Travel Plan can be considered to get the Travel Plan back on track.

### 6.2 Target Setting

Usually Travel Plan targets are set following initial travel surveys and understanding current modal share. By examining trip generation section described in the associated Transport Assessment for the site, an estimate can be made of the likely baseline position.

The trip rates in the Transport Assessment were determined by observing person trips to the existing sports facility that the new Centre will replace. Whilst no survey of the mode share of these trips was undertaken, this could be completed after planning permission is granted, but before the new Centre comes into use.

Based on DFT guidance, a 5% shift in travel mode away from car driver represents a challenging and worthwhile starting target which will assist the development in becoming more sustainable. Therefore this will be applied to the surveyed mode share prior to the new Centre being opened. It is important to note that this target is subject to change once the site is operational and surveys can be undertaken. Targets are shown in **Table 5**.

**Table 3 Travel Plan Target**

Method of Travel to Work	% Change (5 year Target)
Car Driver	-5%
Bus	
Car Passenger	+5%
Bike	
Walk	
Other	0%

**Table 3** suggests challenging targets for the Travel Plan to achieve a 5% reduction in vehicle trips, with subsequent increases in public transport, walking and cycling trips.

Further surveys will be undertaken as the site develops after 2 and 5 years. This will form a robust baseline position from which to take the Travel Plan forward and assess progress against the initial targets identified in this report.

If after the first travel survey, these targets are not achieved then the TPC will provide additional measures in order to get the travel plan back on track. This will be done by analysing the travel surveys and the targets

together and if necessary increasing effort around the Travel Plan measures to encourage a reduction in single occupancy vehicle trips and increased trips by sustainable modes.

It is difficult to say what will be most effective at this stage. It is anticipated that the results of the survey will indicate a preference for a particular mode of sustainable travel. Once this has been identified then targeted measures can be put in to effect to further encourage modal shift away from car driver.

### 6.3 Funding

The developer is committed to providing financial support, towards the cost of the marketing and management of the Travel Plan, with funding made available for any specific measure's identified by the co-ordinator. Westoe and South Shields Club Ltd are committed to providing a sustainable development.

## 7. Monitoring the Travel Plan

The overall success of the Travel Plan in reducing its overall travel impact will be monitored by undertaking regular travel surveys. The surveys will cover travel habits to and from the Centre.

It is essential that the impacts of the Travel Plan and the benefits achieved are continuously monitored to identify whether:

- Individual aspects of the Travel Plan are particularly successful;
- The targets are being met; and
- Changes need to be implemented to achieve the Travel Plan targets.

A monitoring report will be produced to assist in the implementation of the Travel Plan, to set new targets and identify potential barriers. The findings will be disseminated to residents and Durham County Council to inform and help encourage ownership and participation.

A residents travel survey will be undertaken 2 and 5 years after opening to monitor travel habits and target future travel plan efforts.

## 8. Summary

AECOM were commissioned by Tolent Living Ltd to prepare this Travel Plan to support the planning application by Westoe and South Shields Club Ltd for the relocation of Westoe Rugby and Cricket club to the land to the north of Nevison Avenue in South Tyneside.

The report sets out the aims and objectives of the Travel Plan, the measures which will be adopted and the commitment from Westoe and South Shields Club Ltd to support the travel plan ensuring its success.

