

Town Centre Area Travel Plan

The area-wide travel plan will support the reopening and future development of the town centre, reducing the impact of developments on the surrounding road network. It will support the aim to make the town centre a less car-dominated place with improved air quality, by promoting sustainable travel options such as by bus and train, cycling, walking and electric vehicles.



WARRINGTON
Borough Council

What is the area travel plan?

National planning policy defines a travel plan as “a long-term management strategy that seeks to deliver sustainable transport objectives”, and requires submission of travel plans alongside applications for developments which generate significant amounts of movement.

This area-wide travel plan covers a defined area in the town centre, and incorporates the needs of businesses, residents, retail and leisure users within the area to help reduce the cumulative impact of these developments on the surrounding road network. It will also support and allow new development without the need to provide associated car parking and additional road space by providing alternative ways to get around.

It will clearly focus on the town centre, but will also provide for peripheral developments outlined in the Town Centre Masterplan. The objectives of the Local Transport Plan, the draft Local Plan and the recent declaration of a Climate Emergency will all also be supported by the delivery of the schemes within the plan.

The Travel Plan has two key functions. It will develop and deliver:

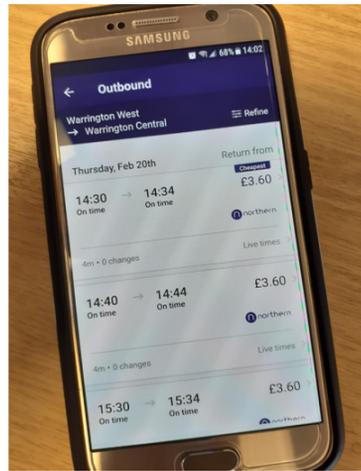
- bespoke schemes and incentives for individual developments to remove the need for developers to provide this role, and
- a range of measures for general public use to enable and support a less car dominated environment in the town centre.

How will the travel plan be funded?

The Area Travel Plan’s further development and implementation will primarily be funded by S106 contributions from developers, but opportunities to add to that through grants and business support will also be sought when available.

New developers in the town centre will be required to contribute towards the Area Travel Plan rather than develop a plethora of individual travel plans, to provide greater coordination and value for money to enable larger-scale initiatives to be implemented.

The amount of contribution will be calculated using the number of car parking spaces requested by the developer.



What schemes will be implemented?

The exact combination of schemes, initiatives and incentives will be based on data from site audits, surveys and consultation feedback. Below are the key schemes that will be delivered to support car free living and working, but others will be added

Schemes to encourage cycling and walking:



- Pool bike scheme within individual sites
- Public bike hire scheme
- Improvements to secure cycle parking including e-bike parking
- Changing priority within the town centre to focus on active travel
- Cycling and walking maps and signage

Schemes to discourage car ownership:



- A Car Club scheme with subsidised membership and rental for town centre residents and businesses
- On street high visibility locations
- Vans available for transporting larger items

Initiatives to encourage bus and rail:

- Subsidised bus and rail cards for town centre residents
- Screens to display timetables and travel information for reception areas



Promotion of the travel plan:

- Dedicated website
- Information screens
- Welcome packs for new residents/employees
- Personalised travel planning
- Travel stand/store front displays
- Residents social media groups



Who will be involved?

- The Travel Plan Coordinator role will be undertaken by the local authority and will have the responsibility for managing the development, implementation and monitoring of the travel plan. This is being led by the Smarter Travel Choices team within Transport for Warrington.
- The Area Travel Plan will be developed and implemented in consultation with the town centre business improvement district (BID), residents associations and ward councillors, alongside council colleagues. Consultations will take place on a regular basis with these organisations to ensure they are involved and informed of the latest developments relating to the travel plan.
- The travel plan co-ordinator will also be supported by a variety of organisations and contributors as and when required, such as scheme and event providers, bus and train operators, the police, etc.



For more information, contact the Smarter Choices Team on 01925 443322 or travelwarrington@warrington.gov.uk



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