

The Hub Leconfield Industrial Estate, Cleator Moor Proposed Development

Travel Plan

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Copeland Borough Council

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Primary Author	A Atkin	Initialled:	AA
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Checked By	E Bunn	Initialled:	EB
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1 INTRODUCTION

- 1.1 Tetra Tech (TT) have been engaged by Copeland Borough Council (CBC) to produce the Framework Travel Plan (TP) for the Hub, a proposed mixed-use building comprising E(b), E(g[ii&iii]), F1 (a,e) land use classes at Leconfield Industrial Estate, Cleator Moor.
- 1.2 The proposals seek to deliver the Hub, an integrated community building with a mix of workspace areas, conference areas, and communal areas totalling a maximum of no more than 4,000sqm. The Hub is intended to form part of Area 1 on the Cleator Moor Innovation Quarter, known as CMIQ, which is the subject of a separate planning application.
- 1.3 This Framework TP accompanies the Outline planning application for the Hub. Tetra Tech have also prepared a Transport Assessment to assess the traffic impacts of the Hub on the local network.
- 1.4 CBC are keen to influence the choices of employees at the proposed development with the implementation of a Full TP. The Framework TP sets out the key principles and range of measures which it is envisaged would form the basis of that document. A Full Travel Plan will be prepared for the Hub when the end occupiers are known.
- 1.5 To best achieve its potential benefits the Full TP should involve:
- The genuine and committed support of Copeland Borough Council and all end occupiers.
 - Combined physical measures of site design, infrastructure, and new facilities with the behavioural measures of marketing, promotion, and awareness-raising among employees.
 - A designated Co-ordinator responsible for the development implementation and day to day running of the TP.
- 1.6 Experience has shown several key elements to the successful implementation of the TP include:
- Commitment to promoting and marketing the TP to all employees.
 - Regular completion of travel surveys and auditing of travel patterns.
 - The involvement of employees.
 - Identifying targets and ongoing monitoring.
- 1.7 In accordance with local and national policies to protect and enhance the environment, and to encourage sustainable development and travel patterns, this Framework TP reviews the current

situation in vicinity of the site and proposes measures to encourage accessibility via a choice of travel modes.

1.8

This TP has been produced having due regard for the advice contained in:

- National Planning Policy Framework (NPPF) published by Department for Communities & Local Government (DCLG).
- DCLG's Transport Assessment and Travel Plan guidelines set out in Planning Practice Guidance.
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process published by Department for Transport (DfT).
- Cumbria County Council's (CCC) Development Design Guide.

2 EXISTING SITUATION AND ACCESSIBILITY

Development Site

- 2.1 The development site is located within Leconfield Industrial Estate in Cleator Moor. The site is in the north of the estate, as shown at Figure 1 at Appendix A. The site is accessed via the existing estate roads.
- 2.2 The site is currently in use by BOC, a global industrial gases and engineering company, which will be relocated to a vacant plot to the west, remaining within the estate.
- 2.3 Leconfield Industrial Estate is located off the B5295 Leconfield Street in Cleator Moor and is accessed via the existing mini-roundabout junction.
- 2.4 Internally, the estate's main road is street lit and has footways on both sides. At the northern end, the main estate road is lit but has intermittent footway. There are speed bumps and advisory 5mph speed limit signs on the main access road.

Local Transportation Networks

- 2.5 Leconfield Street is part of the B5295 which is the main road running through Cleator Moor. The B5295 begins as the minor arm at a T-junction with the A5086, in the east of Cleator Moor. It starts as Ennerdale Road giving access to many residential streets, then becomes High Street which gives access to the town centre and Birks Road, and later becomes Leconfield Street which gives access to the industrial estate and Bowthorn Road (B5294). It then becomes Whitehaven Road and later Keekle Terrace and heads towards Hensingham, the A595(T) and Whitehaven.
- 2.6 Generally, Leconfield Street is some 7m wide with a 1.5m footway on the northern side and 2m footway on the southern side. There is a system of street lighting in place and the road is subject to a 30mph speed limit. There are No Waiting At Any Time restrictions on both sides of Leconfield Street east of the estate access mini roundabout; to the west on-street parking is not controlled.
- 2.7 Little Croft is the fourth arm of the estate access mini roundabout. It is a dead-end road that gives access to the Co-op, Travis Perkins, and 10 residential properties. There are no parking restrictions on Little Croft.

- 2.8 To the east of the site, the B5295 becomes Whitehaven Road. It then forms the major arm of a priority junction with Dalzell Street at Keekle Terrace. It later passes through the outskirts of Hensingham.
- 2.9 Bowthorn Road is part of the B5294 which has a broadly south-west to north-east alignment between its junction with the B5295 Leconfield Street and the A5086 Frizington Road at Frizington. The existing Leconfield Industrial Estate does not have a direct frontage to Bowthorn Road owing to the presence of a disused railway.
- 2.10 Birks Road runs in a general north/ south orientation, for approximately 1.5km, from its priority junction with the B5295 High Street in the south to a priority junction with the B5294 to the north. Within the built area of Cleator Moor, the road is a street-lit, single carriageway typically 7.5m wide.
- 2.11 The A5086 runs north and south, to the east of the development site, and provides a route which by-passes Cleator Moor for traffic heading locally between Egremont in the south and Frizington to the north and then to Cockermouth where it joins the A66. The A5086 has a typical carriageway width of 7.5m as it runs east of Cleator Moor and there is footway on either side of the road with a 30mph limit in place along this stretch.

Walking

- 2.12 The site is situated within the industrial estate. The road from the site is lit but has intermittent footway; there are proposed improvements. The main estate road is lit and has good provision of footways on both sides. At the estate access, Leconfield Street has good standard footways on both sides and street lighting. There is a continuous route to the town centre and to many other facilities.
- 2.13 There are multiple pedestrian crossings and refuges along the B5295. There is a pedestrian crossing point located on Leconfield Street immediately east of the estate access in the form of a pedestrian refuge with dropped kerbs and tactile paving. There is an additional crossing point on Leconfield Street west of the estate access which consists of dropped kerbs and tactile paving only.
- 2.14 There is an existing connection to the C2C cycleway, which provides a shorter walking route from the site to the town centre as opposed to using the vehicular route.
- 2.15 For this review 1.95km has been adopted as an acceptable upper threshold walk distance which is a 24-minute walk (at a typical walking speed of 1.3m per second) from the proposed development. Figure 2 at Appendix A shows the local facilities and residential areas within a 1.95km catchment.

- 2.16 The Hub includes on-site facilities such as a café and communal spaces, which workers at the Hub and on Leconfield Industrial Estate will be able to use on their meal breaks.
- 2.17 Situated near the centre of Cleator Moor, the site is in a very accessible location for pedestrians. The majority of Cleator Moor is within a reasonable walking distance, including all the residential areas.
- 2.18 There are a number of facilities available in the immediate area, providing useful destinations for employees on lunch breaks, in addition to those within the Hub. Immediately opposite the estate access is the Nisa convenience store and the Co-op food store. The town centre is within a reasonable walk from the site and includes the civic hub with the library and Local Links office. There are many cafes and takeaways available around the town centre, as well as banks, opticians and chemists. Using the vehicle route through the industrial estate and onto Leconfield Street, it is 1.2km (a 15-min walk) from the site to the town centre; however, via the pedestrian connections onto the C2C cycleway, it is approx. 600m (an 8-min walk).
- 2.19 There is a public right of way (bridleway number 403019) which runs along the northern boundary of Leconfield Industrial Estate, from Bowthorn Road, and links Bowthorn Road via Sanderson Park to the NCN 71 C2C traffic-free cycle path.

Cycling

- 2.20 For this review 7.2km has been adopted as an acceptable upper threshold cycle distance which at a typical cycling speed of 200m per minute a 7.2km ride takes just over 35 minutes. Figure 3 in Appendix A shows the local cycles routes and the towns within a 7.2km distance.
- 2.21 There are a number of identified cycle routes in the local area. (NCN) route 71, which is part of the C2C, passes along the eastern boundary of the site. It is an off-road cycle path, following the dismantled railway line, and locally gives access north to Rowrah and south to Moor Row. It also joins to NCN route 72 to the south-west of Cleator Moor, which provides a mostly off-road link locally from Egremont and through to Mirehouse, Whitehaven town centre, and then north to Parton, Workington and Maryport.
- 2.22 All the places which are accessible within a 25-minute walk can be reached within a 10-minute cycle ride.
- 2.23 The whole of Cleator Moor is accessible in a 10-min cycle ride from the site. There are a number of residential areas where employees may live which are within an accessible cycle ride of the

development site. Frizington is a 20-min cycle, and Moresby Parks is a 25-min cycle. Accessible via the identified cycle routes are: Moor Row (10 mins), Bigrigg (15 mins), Egremont (20 mins), St Bees (25 mins), Whitehaven (30 mins)

Public Transport

- 2.24 The nearest bus stop is the westbound stop located outside the Co-op, some 60m east of the estate access on Leconfield Street, as shown in Photo 1 below. The corresponding eastbound stop is a further 65m east. The stops are a flag and pole arrangement with no shelters or seating; the westbound stop has timetable information.



Photo 1 (Google Streetview): Westbound bus stop on Leconfield Street

- 2.25 The Hub is within a 550m walk distance of a bus stop, utilising the footways along the industrial estate roads and the pedestrian crossing point on Leconfield Street.
- 2.26 Later, should the full CMIQ proposals come forward, there will be footway links provided from the Hub south through Area 2 and onto Leconfield Street near the civic centre. This means additional bus stops will be within a reasonable walk, those located at the Civic Hall, some 300m (a 4-min walk) from Area 2's access near the health centre. The westbound stop has a shelter (no seating) and timetable information. The eastbound stop is a flag and pole arrangement with timetable information.
- 2.27 Table 3.1 below shows the services which call at the stops on Leconfield Street. The stop locations and walking routes are shown at Figure 2 in Appendix A.

Table 3.1: Bus Services, Leconfield Street

Route No.	Route Description	Monday to Saturday		Sunday
		Daytime	Evening	Daytime
Stagecoach 30	Maryport to Frizington via Flimby, Siddick, Workington, Annie Pit, Harrington, Lillyhall, Distington, Whitehaven, Caldbeck Road, Cleator Moor, Frizington, Hensingham Square, West Cumberland Hospital, Bigrigg, Egremont, Thornhill	Every 30 minutes	Every 2 hours	Every 2 hours
Stagecoach 34	West Lakes Academy to Bowthorn Via Cleator Moor	Departs once a day at 15:40	No service	No service

- 2.28 Table 3.1 shows that the Stagecoach 30 service provides connections to a range of surrounding towns and villages where employees at the development site may reside.

Town Deal Proposals

- 2.29 Cleator Moor has been successful in gaining funding as part of the Town Deal initiative. A number of interventions around the town are under consideration in order to improve Cleator Moor for residents and visitors. The Cleator Moor Town Deal has several strands: one of which is Connected Town, aiming to deliver a high-quality integrated and sustainable transport network to link employment, education, amenities and leisure. Proposals are being developed which may improve connectivity to Leconfield Industrial Estate and The Hub, but these are at an early stage of development.

3 PROPOSED DEVELOPMENT

- 3.1 The application is for a 3,000sqm mixed-use building comprising E(b), E(g[ii&iii]), F1 (a,e) land use classes (although the parameter plan allows up to 4,000sqm), which will provide an integrated community building with a mix of workspace areas, conference areas, and communal areas. The Hub is intended to form part of CMIQ, the subject of a separate application. An illustrative plan showing 3,000sqm of development is shown at Norr Consultants Ltd Drawing Number ZZ-DR-A-90002 at Appendix B.

Access

- 3.2 The Hub will be accessed via the existing estate roads. The industrial estate's access from the public highway (Leconfield Street) is via one arm of a 4-arm mini roundabout.
- 3.3 The internal access road has a 7.3m wide carriageway with good standard footways on both sides. It is a private road and does not form part of the public highway network.

Pedestrian and Cycle Access

- 3.4 Pedestrian and cycle access is from the mini roundabout on Leconfield Street then via the existing main estate road northeast, which has footways and street lighting provided. The estate road then runs southeast to the site of the proposed Hub and is also lit but currently has only intermittent footways. It is proposed to improve these as part of the Hub application so that continuous footway is provided on the southwestern side of the carriageway.
- 3.5 There is a new foot/cycle connection onto the C2C route at the eastern and southern boundaries of the site. There is also a proposed foot/cycle connection north to join with pedestrian facilities should the site-wide CMIQ masterplan come forward.

Parking and Servicing

- 3.6 Car parking provision is based on 1 space per 25sqm GFA for E(g(ii)&(iii)) uses, as per Cumbria Development Design Guide requirements for B1 uses. The illustrative layout plan shows Hub building will provide around 107 spaces.
- 3.7 Disabled, EV, motorcycle and cycle parking will be provided in accordance with guidance.

4 TRAVEL PLAN ADMINISTRATION

- 4.1 This Framework TP, and the subsequent Full TP to be worked up post planning, seeks to reduce the reliance by employees on single occupancy car use for trips to and from The Hub.
- 4.2 To best achieve its objectives, the TP would involve the following:
- The genuine and committed support of senior management of the end occupiers(s).
 - A named TP Co-ordinator responsible for its management day to day.
 - Co-operation of and communication with employees at all stages of the TP.
- 4.3 The Co-ordinator would have responsibility for the following:
- Overseeing the introduction and development of the TP.
 - Distributing information on travel options and giving transport advice to all employees.
 - Designing and implementing effective marketing and awareness campaigns to promote the TP and sustainable transport.
 - Acting as a single point of contact for employees requiring transport-related information.
 - Co-ordinating the monitoring programme for the TP, including setting targets.
 - Assist the end occupier(s) to deliver the stated TP commitments.
 - Monitoring usage of the car parking and cycle parking facilities on site.

5 MEASURES AND INITIATIVES

- 5.1 The objectives of the TP would be supported by a series of measures. These are to encourage the use of buses, cycling and walking for trips to and from the site, and hence to reduce the numbers of trips to and from work by single occupancy private car. Specific measures can be designed with the Full TP when the end occupiers are known. They can build on the below measures currently known.
- 5.2 The end occupier(s) would promote the TP through the following:
- Making clear a commitment to the TP during leasing discussions with Copeland Borough Council.
 - Welcome Packs with travel information distributed to new recruits as part of their induction.
 - Personalised journey planning available to encourage employees to walk, cycle, use the bus or car share to work.
- 5.3 The Welcome Pack would provide information on local facilities, journey planning and environmental issues. The same information would be displayed on TP notice boards on site.

Walking and Cycling

- 5.4 The site is accessible on foot and by bike.
- 5.5 The end occupier(s) would encourage employees to walk to work through the following:
- Provide footway connections to the site from Cleator Moor via the proposed continuous footpaths which are going to lead directly to The Hub site.
 - Raising awareness of the benefits of walking by making available promotional material supplied by TP Co-ordinator.
 - Distributing a map supplied by the Co-ordinator showing bike facilities in the area along with cycling distances and times to the common destinations.

Public Transport

- 5.6 The proposed development is accessible by public transport. It is served by a range of frequent services which provide access to surrounding residential areas such as Whitehaven, Workington, Maryport and Egremont.

- 5.7 The end occupiers would encourage their employees to take public transport to work through raising their awareness of the options by making available easy to understand timetables and maps supplied by the TP Co-ordinator.

Car Sharing

- 5.8 Car sharing can be a popular means of reducing single-occupancy car use. Employees who live close to one another can potentially share cars for their journey to work.
- 5.9 The TP Co-ordinator would administer a car share scheme by using notice boards, joining an existing car share scheme in the local area or using platforms such as www.liftshare.com.
- 5.10 Car sharing leaflets would be made available to employees by the TP Co-ordinator detailing the scheme and how they can get involved.
- 5.11 The end occupiers would encourage employees to car share to work through the following:
- Raising awareness of the potential savings on fuel for a car sharer by making available promotional material supplied by the TP Co-ordinator.
 - Provide help finding a car share partner using the employee postcodes provided.
 - Guaranteeing a ride home in case of an emergency.

New Recruits

- 5.12 When people move jobs they often reconsider their travel behaviour. Consequently, when taking on new recruits, there is an opportunity to encourage them to consider travelling by more environmentally friendly modes than they usually do.
- 5.13 The TP Co-ordinator would arrange personalised journey planning, if requested, and provide Welcome Packs to the end occupiers for them to distribute among new recruits prior to their first day. Details of pedestrian, cycle links and bus routes, including their associated timetables, would be made available to employees as part of the packs.

6 TARGETS AND MONITORING

- 6.1 The prime objective of the TP is to reduce the numbers of single occupancy car trips by employees to and from the site. As assessed in the TA the busiest periods for traffic flows generated by the proposed development are a weekday morning and weekday early evening.
- 6.2 Targets are measurable goals which are set in order to assess whether the prime objective of the TP has been achieved. They need to be realistic and take into account the particular circumstances and location of the proposed development.
- 6.3 Several of the TP measures are implemented before, or as, the first employees move to the site. Therefore it is important to note that the influence those measures have on travel behavior is incorporated in the first travel survey.
- 6.4 A 5% reduction in the mode share for Car Driver recorded in the Baseline Survey is proposed as an Initial Target. It is not unreasonable to seek to achieve that over the first 5-year period of the TP. Table 6.1 below presents the Initial Target.

Table 6.1: Initial Mode Share Targets

Mode of Travel	% Change
Car Driver	-5%
Car Passenger	+5%
Public Transport	
Walk/Cycle	
Other	

- 6.5 The most effective way of monitoring the progress of TP is to regularly survey employees to identify their travel behaviours. The following survey pattern is envisaged.
- Baseline Survey, undertaken during a neutral month on a date agreed with Copeland Borough Council to determine travel patterns among those on site and set the baseline mode splits. After this a Stated Target can be set.
 - Follow Up Surveys, undertaken during the same neutral month 12 months after the Baseline Survey and thereafter annually.

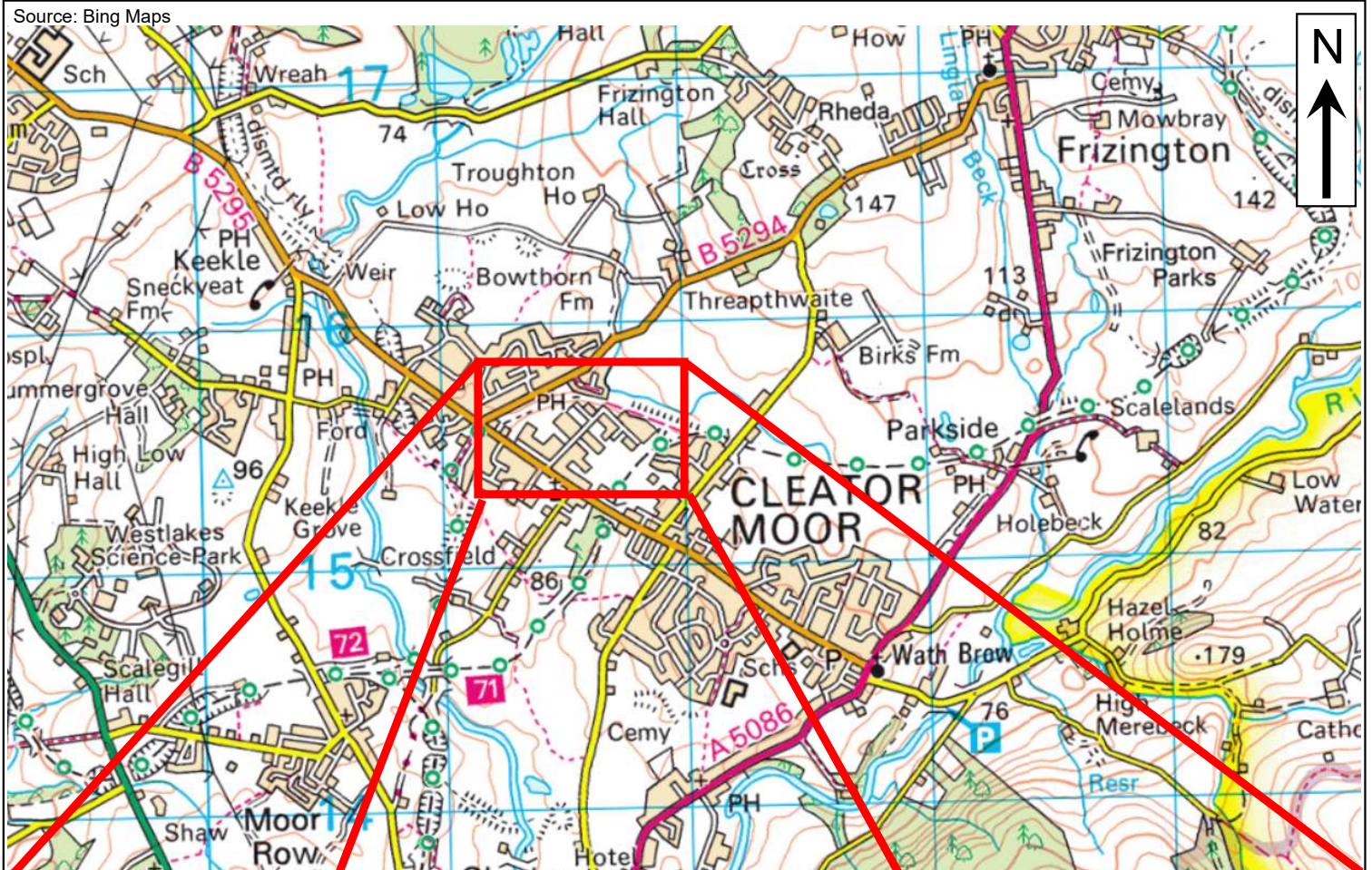
- 6.6 These surveys would seek to identify any change in travel behaviours and would also be a means of identifying areas in which the efforts of the TP Co-ordinator should be best directed. The survey results and TP outcomes would be shared with Copeland Borough Council within 1 month.
- 6.7 The TP would run for a period of 5 years after which a final thorough assessment would be made on its success against the Stated Target established after the Baseline Survey.

7 ACTION PLAN

Measure	Objective	Responsibility	Deadline
Produce Full TP to be agree with Copeland Borough Council	Refine TP to site conditions	CBC to commission Full TP	If planning permission granted
Provide walk and cycle facilities on site	Promotion of walking and cycling by improving existing provision	CBC	During Construction
Appoint TP Co-ordinator	Provide person responsible for TP	End Occupier	Prior to first occupation
Display Welcome Pack information on TP notice boards	Promotion of sustainable travel which highlight local services to and from The Hub including Bus routes and access to walk and cycle routes	End Occupier	Ongoing after first occupation
Introduce car sharing	Promotion of car sharing	TP Co-ordinator	Prior to first occupation
Issue all new recruits with Welcome Pack	Promotion of sustainable travel which highlight local services to and from The Hub including Bus routes and access to walk and cycle routes	End Occupier	Ongoing
Carry out Baseline Survey	Determine travel patterns and set Stated Target	TP Co-ordinator	Date agreed with CBC
Carry out Follow Up Survey	Monitor TP progress towards target	TP Co-ordinator	12 months after Baseline Survey and thereafter annually
Produce TP Progress Report for CBC	Tailor TP to site conditions and progress for target	TP Co-ordinator	1 month after each Follow Up Survey

APPENDIX A – FIGURES

Source: Bing Maps



Source: Google Maps



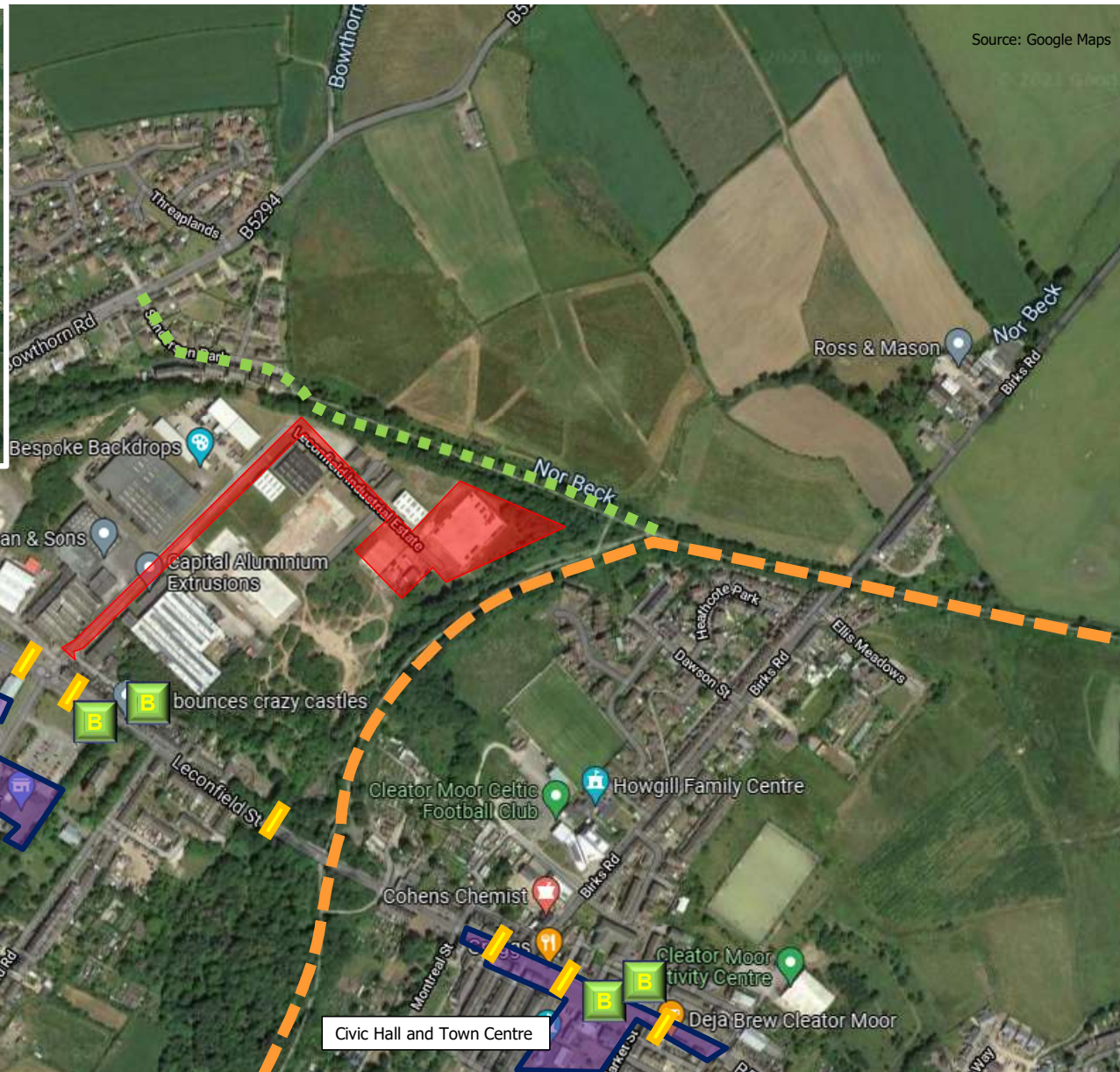
The Hub, Leconfield Industrial Estate

Site Location Plan

Figure 1



TETRA TECH



Source: Google Maps



Key



Site Location



Bus Stop

Public Bridleway

NCN71



Pedestrian Crossing Point



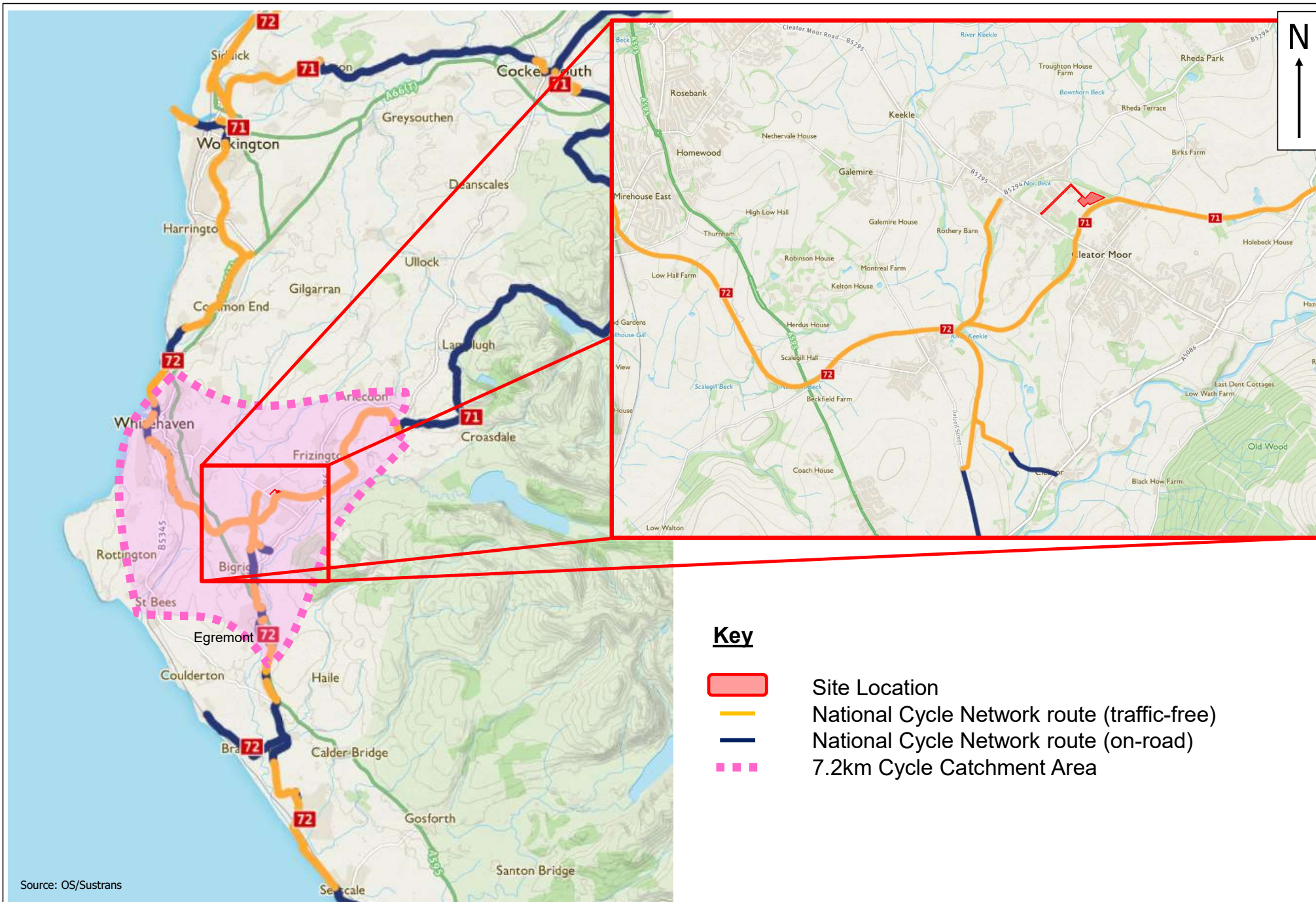
Retail and Facilities

1.95km Walk Catchment Area

The Hub, Leconfield Industrial Estate
Local Pedestrian Facilities and Bus Stops

Figure 2





The Hub, Leconfield Industrial Estate
Local Cycle Routes & 7.2km Catchment Area

Figure 3

APPENDIX B – DRAWINGS

