

# WISE

Delivering the  
Merseyside Local Transport Plan

# MOVES

transportmerseyside.org

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April/May 2010

## INSIDE

- **ALLIANCE PUTS CYCLING ON REGION'S RADAR**
- **NEW TRAVELWISE TEAM**
- **GOVERNMENT SUPPORT FOR MAINTENANCE**



Stakeholders attended an event to launch the consultation in March.

## Transport consultation draws to a close

Forty organisations from across the region have shared their views on the future of transport in Merseyside, as part of preparations for the next Local Transport Plan (LTP3). Members of the public were also encouraged to get involved, with representatives from a number of community groups attending a consultation event in early March.

The responses to the consultation, which came to an end on 12th April, have now been analysed by the Merseyside Transport Partnership (MTP). All respondents recognised the numerous benefits that improved transport can bring to the region's health, environment and economic prosperity.

The consultation confirmed that improving poor perceptions of bus travel and addressing overcrowding on Merseyrail trains are clear priorities, as well as continuing to support initiatives to encourage walking and cycling. There was also strong support for an integrated multi-model ticketing scheme.

More than 90% of respondents supported the vision of a new 'mobility culture'. This would see everybody in Merseyside having equality of access to transport, making the region a healthier and more pleasant place to live and work.

The respondents considered transport links within the UK and beyond as vital, with the need to develop high speed rail connections stressed by many. Planning also needs

to consider the impact of Merseyside's economic growth and regeneration on transport, with the consultation highlighting that new developments and increased freight movements will impact on both the transport network and local communities. The need to focus on maintaining and improving the existing transport infrastructure was also highlighted.

Neil Scales, Chair of MTP, said: "We are delighted with the response to this consultation. The views gathered reflect many of the issues we have already identified as key and, together with the research we have conducted, will give us an invaluable insight into the region's transport needs over the next two decades."

MTP will now look in detail at how elements of the plan can be put into practice in the short term. There will be an opportunity for stakeholders and members of the public to give their views on these proposals in the summer.

For more information, visit  
[www.transportmerseyside.org](http://www.transportmerseyside.org)

## Liverpool City region wins 'air quality' funding

The Liverpool City Region and Merseytravel have joined forces to secure funding from the Low Emissions Partnership (LEP) and DEFRA's Regional Groups Initiative (RGI).

The LEP was established in 2008 to oversee the process of developing the Low Emissions Strategy (LES) - a package of measures for mitigating the effects of air pollution and carbon dioxide emissions caused by road traffic. The primary aim is to increase the use of low emission fuels and technologies.

Gary Mahoney, Principal Environmental Protection Officer at Sefton Council and Regional Groups Initiative Champion for the Low Emissions Partnership, said: "The initial development of the LES was heavily focused on promoting low emissions fuels and technologies through the planning system. The city region's strategy will continue this work by seeking to develop a model planning policy that limits transport-generated emissions resulting from development.

"The intention is that a policy will be developed to set requirements for Electric Vehicle (EV) charging points and investigating carbon and toxic pollutant reduction for different types of development."

Gary continued: "Merseyside has considerable experience with low emissions and alternatively fuelled buses. A part of the project will be to explore how the adoption of the LES can support the further development of low emissions public transport, for example by the use of developer contributions to support the introduction of low emissions buses."

**LOCAL TRANSPORT PLAN**  
M E R S E Y S I D E



Public  
Transport



Goods



Walking



Cycling



Traffic

# A cycling future for Merseyside

Organisations across Merseyside are pooling resources to encourage people to cycle more regularly.

The first meeting of the Liverpool City Region's Cycling Alliance, formed at Merseyside Transport Partnership's (MTP) annual conference last October, has now been held. At the event, organisations were given practical advice to get people on their bikes by, for example, introducing business travel plans or installing cycling facilities on site.

The Cycling Alliance was formed when a formal agreement, setting out a commitment to increasing cycling levels in Liverpool, was signed by Liverpool Primary Care Trust (PCT) and Liverpool City Council.

Working together, the Alliance is looking to secure support from more than 100 organisations during the city's Year of Health and Wellbeing 2010.

The first meeting of the group was also an opportunity to share ideas on how organisations can work together to get cycling on the region's radar. MTP, Liverpool City Council and Liverpool PCT shared their overall vision of a strategic push for cycling and gave advice on how alliance members can use their influence to promote the health and environmental benefits of cycling within their organisation and at a more corporate level.

Cycling specialist Colin Langdon will be working full-time for MTP over the coming months, meeting with organisations across Merseyside to share the benefits of signing up to the commitment and working to prepare a strategy that places cycling at the heart of Merseyside's next Local Transport Plan (LTP3).

An active cycling advocate for over a decade, Colin has worked tirelessly at a local, regional and national level to encourage better and more cycling. For the past eight years Colin has been heavily involved in cycle training programmes, setting up community interest company Cycling Solutions, which now runs the biggest cycle training programme in the country.

He said: "Getting more people cycling is a national priority and we want Merseyside to meet and exceed Government expectations. I will be working hard over the coming months to encourage organisations in Merseyside to join the alliance so that we can all work together to bring renewed commitment to cycling."

Cycling improves quality of life and can help create a healthy, low carbon city for the future. As European comparisons show, investment in facilities such as cycle lanes and signed routes has the potential to have real and tangible benefits for the city region. If we all work together, we can achieve this for Merseyside."

## Cycling summer set for Southport



Thousands of families attended an open weekend recently to raise awareness of cycling initiatives in Southport.

Since being designated a Cycle Town in June 2008, Southport has received more than £2m from the Department for Transport to encourage more residents and visitors to enjoy cycling. Held at the Eco-Centre, Southport's Cycle Hire Centre, the open weekend was a great success with almost 5,000 people attending to learn more about opportunities to cycle and walk more this summer.

Families had the opportunity to try out a virtual bike ride, mix their own 'healthy' smoothie on a static bike and take part in led-rides around Southport. Bike maintenance sessions were available and

members of the Cycle Town team were on hand to give general advice and information on cycling. Adults also had the opportunity to sign-up to cycle training sessions.

Jean Hunt, Principal Travel Awareness and Road Safety Officer at Sefton Council said: "Cycling and walking are fantastic ways for everyone to have fun and get fit, as well as cutting congestion and making Sefton a more pleasant place to live. Cycling is also a great way for visitors to explore Southport's seafront and town centre, and enjoy Sefton's coast.

"The Cycle Town team has been working hard to provide a wide range of cycling activities and facilities over the past couple of years, including our new Cycle Hire Centre at the Eco-Centre, cycle parking and new cycle routes. We are keen to

encourage both residents and visitors to get out on their bikes and make the most of Southport this summer."

There are a number of cycling initiatives planned for Southport this summer, including the opening of a second Cycle Hire centre this month and a number of guided rides. The Tour Series race and a family-friendly Cycling Festival will take place in Southport on 8th June.

For more information on cycle training sessions, events and rides in Southport, contact the Cycling Team on 0151 934 4680/4638 or visit [www.SouthportCycleTown.gov.uk](http://www.SouthportCycleTown.gov.uk).

For cycle maps and more information on TravelWise Bike Time rides taking place across Merseyside this summer, visit [www.LetsTravelWise.org](http://www.LetsTravelWise.org)



## Growing like Wildflower

**The Merseyside Transport Partnership (MTP) has unveiled a new guide for local authorities to encourage the use of wildflowers in transport developments.**

Produced by the Local Transport Plan (LTP) Environment and Sustainability Group, the Wildflower Best Practice Guide aims to improve biodiversity but has many additional benefits as well.

Stephen Littler, Environment Team Leader at Merseytravel, said: "Many transport projects, from highways developments to public transport interchanges, include areas of unused land that may often be hard-surfaced, planted-up with little thought or left to become overgrown. When added up together, these spaces cover a significant area and have the potential to make a significant contribution to supporting biodiversity across Merseyside.

"The visible presence of wildflowers is also proven to have a positive influence on people and the local area – reducing stress and fostering a feeling of well-being. Using available land for wildflower planting can also aid drainage and encourage a wider range of species.

"Likewise, a gateway route into a town is more inviting and provides a more positive feel if the roadside is planted with 'wildflowers. This can provide wider social, environmental and economic benefits.

"The Guide is intended to enable local authorities to include consideration for areas of wildflower planting when planning and designing transport projects."

## Free travel support for West Derby

**Thousands of households in the West Derby area of Liverpool are set to benefit from free personal travel planning (PTP) advice this summer.**

The PTP initiative, run by Merseyside's TravelWise team, will see 10,000 households in West Derby, as well as parts of Tuebrook and Croxeth Park, offered free support to encourage them to consider alternatives to the car, such as walking, cycling or using public transport.

A team of travel advisors will personally visit all households in the area and offer tailored travel information and advice to residents. Current car users will be offered tickets to trial the bus for free for a week and residents will also be invited to take part in a TravelWise challenge to change their travel behaviour, with some great prizes up for grabs.

Now in its third year, the PTP project achieved a 7% reduction in the number of car trips made by residents in Heswall, Pensby, Irby and Thingwall last year. West Derby was chosen as the location for this year's PTP project as it is close to three of the main congestion corridors into Liverpool city centre. The project aims to cut congestion on key routes during the morning rush hour by increasing bus use into the city centre.

Carol Johnson-Eyre, TravelWise Co-ordinator, said: "By joining with Arriva to offer a week's free trial on the bus, we hope to show members of the local community that the bus represents a cheap, green and stress-free alternative to the car.

"We also expect that – as with previous projects – West Derby residents will be keen to swap their cars for walking and cycling, giving them the opportunity to enjoy the fresh air as well as improving their fitness levels."

The PTP project starts this month and runs until September. A well-known local mansion house, 'Lowlands', will be used as the project's base and members of the public are invited to 'drop in' for free travel support on weekdays.

For more information contact Steve Atkinson, TravelWise PTP Project Lead, on 0151 330 1851 or [steve.atkinson@merseytravel.gov.uk](mailto:steve.atkinson@merseytravel.gov.uk)

## Port access study to form core of new freight strategy

**A major study into improving access to and from the Port of Liverpool is now underway.**

Looking at freight movement around the Port over the next twenty years, consultants WSP, MDS Transmodal and Ekosgen have been tasked with developing more sustainable transport links to and from the Port, whilst managing the increased volumes of freight traffic associated with future economic growth in Merseyside.

With freight recognised as a vital part of the transport agenda for the next Local Transport Plan (LTP3), improving access to the Port - a national and international gateway - is a priority for the Merseyside Transport Partnership (MTP).

The new study, commissioned by 4NW with Sefton Council, Liverpool City Council and the Highways Agency, will suggest a series of measures that could be made to improve access to the Port and will be used to help shape the freight strategy for Merseyside's next Local Transport Plan (LTP3).

James Farth, Chair of the Merseyside and Halton Freight Quality Partnership, said: "Improved access to the Port of Liverpool will play a key role in supporting economic growth in the city region, as well as securing a low carbon future. This study will help form the freight strategy for LTP3."

Jim Teasdale, Chief Executive of Mersey Maritime, the body that works to promote the growth of the ports and maritime sector on Merseyside, added: "Port access is certainly one of our priorities and we are delighted to have the opportunity to work with partners on this important study."

## Calendar of events

17th - 21st May  
19th - 27th July

Walk to School Week  
Bike Week

The next breakfast briefing will be held in June. Visit [www.transportmerseyside.org](http://www.transportmerseyside.org) for more details as they are confirmed.

# TravelWise strengthens team

The TravelWise team has received a boost with some key new additions to the team. Carol Johnson-Eyre has been appointed TravelWise Co-ordinator. She joins from CHAMPS (Cheshire & Merseyside Public Health Network), where she was social marketing project manager.

Heading up the TravelWise Team, Carol will be responsible for the smooth delivery of all TravelWise campaigns and events. She will also oversee all communications and marketing for TravelWise and the Merseyside Transport Partnership.

Two new TravelWise Officers have also recently been appointed, Tom Foulkes and Carol Dunn. Tom has joined from Merseytravel's Environment Team and Carol has transferred from the Local Transport Plan Support Unit.

In addition, a new visitor economy post – part funded by ERDF and hosted by Merseytravel - has also been created within the TravelWise team to forge closer links with Merseyside's tourism sector. Andrew Elliot, who previously worked at The Mersey Partnership, has stepped into the role. During the next year, Andrew will be working closely with the region's tourist attractions to help them to encourage visitors to choose more sustainable methods of transport.

TravelWise Co-ordinator, Carol Johnson-Eyre, is delighted to be completing work on the current Local Transport Plan and is looking forward to LTP3. She said: "This is such an exciting time to join the Merseyside Transport Partnership, with preparations for LTP3 well underway.

"I'm looking forward to drawing on my experience in the health sector to help achieve some of the shared goals on the health and transport agenda through collaborative working. I'm confident we have an excellent TravelWise team in place, all of whom bring their own valuable skills, knowledge and experience to the table."



L to R: Maureen Quinn, Dave McNaughton, Roy Goulbourn, Tom Foulkes, Vicky McNamara, Carol Johnson-Eyre, Carol Dunn, Steve Atkinson, Andrew Elliott and Jane Moore

You can now reach the TravelWise team on:

Carol Johnson-Eyre	PR and communications	0151 330 1253
Jane Moore	Cycling and Wise Moves network	0151 330 1290
Roy Goulbourn	Cycling, car club, car share, smarter driving, work travel plans	0151 330 1848
Steve Atkinson	Personal travel planning and public transport, work travel plans	0151 330 1851
Maureen Quinn	Walking and schools, work travel plans	0151 330 1847
Vicky McNamara	Schools, work travel plans	0151 330 1847
Andrew Elliot	Tourism, work travel plans	0151 330 1549
Dave McNaughton	Work travel plans	0151 330 1855
Carol Dunn	Work travel plans	0151 330 1849
Tom Foulkes	Work travel plans	0151 330 1185

## £1.25m for Merseyside road repairs

It has announced that around £1.25m is to be made available to Highway Authorities in Merseyside to assist in repairing the damage caused by the extreme weather conditions over the winter period.

Transport Asset Management Plans (TAMPs) are currently being prepared by all the Merseyside authorities to assist them in prioritising the use of all their funding for maintenance work, including this supplementary allocation.

These plans will catalogue each authority's transport related assets, and the condition that they are in. Collecting and maintaining the information is a huge task because it is

constantly changing and covers everything from carriageways, signs and street lights to drainage and trees.

The intention is to have these plans largely completed before winter 2010 and these will then form the basis for prioritising the use of all maintenance funds. With reduced budgets likely for Merseyside's next Local Transport Plan (LTP3) and the disruptive effects of the extreme weather seen lately, the need to make best use of maintenance funding will be of prime importance.

Jamie Povall, Chair of the Merseyside Transport Partnership Engineering Group, explained: "Maintenance of the highway is a hugely important factor for local transport. A safe and serviceable network

is crucial for every single individual to allow them to travel from place to place – be it for work, leisure or retail purposes.

"Through LTP3, there will be more emphasis on improved co-ordination of maintenance and the need to find the right funding balance between maintaining existing infrastructure and delivering new projects.

"Merseyside has performed well in recent years in terms of maintaining its highway asset but, as the highway structure itself becomes older and the costs of maintaining the asset increase, more needs to be done. Failure to invest adequately in the highways asset will result in a detrimental impact to both the safety and economy of the area."

The Merseyside Transport Partnership



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