FLORAL PAVILION
NEW BRIGHTON

Travel Plan

October 2008
FLORAL PAVILION

comprises

FLORAL PAVILION THEATRE
Capacity 814 seats

FLORAL PAVILION CONFERENCE CENTRE

Tivoli Suite
maximum capacity 50

Tower Room
maximum capacity 100

Palace Room
maximum capacity 210

Winter Gardens Room
maximum capacity 210

Terrace

Floral Pavilion Box Office Entrance

Floral Pavilion Plaza
Maximum capacity - 180

Floral Pavilion Panoramic Lounge
Maximum capacity - 190

External Bandstands

Public Realm
Mission Statement

Floral Pavilion aims to provide the people of Wirral and beyond with access to an affordable, innovative and challenging programme of events and activities throughout the year. Family will be the central focus of the theatre’s future programming policy; building on its existing reputation within the heart of the community it serves.

Floral Pavilion Travel Plan

Travel Plan Neptune Developments

Travel Plan developed by Boreham Consulting Engineers submitted with application for the proposed redevelopment of New Brighton Seafront also incorporates Floral Pavilion site. Provides details of levels of car parking, highways improvements and proposals for a new cycle route

BREAM Assessment

Bus, rail and cycling provision detailed including bus and cycle route maps, distance to bus stops, proximity to amenities for residential element and park and ride locations.

Wirral Council Staff Travel Plan

Staff working at Floral Pavilion will be covered under Wirral Council Staff Travel Plan and benefit from policies and promotions to encourage staff travel by sustainable modes. Measures include tax free cycle and bus ticket purchase schemes, interest free loans for cycle and public transport ticket purchase, loans for motorcycle purchase, cycle mileage the equivalent of car mileage rates. All new staff members are given a Staff Travel plan Benefits Guide and Travel Plan presentation at the corporate induction. They also receive a personal journey plan with their contract of employment.
Why have a Travel Plan?

- The aim of the Floral Pavilion Theatre and Conference Centre is to attract visitors, have an economic and social impact, and assist in the regeneration and promotion of New Brighton as a newly invigorated visitor destination. For the Floral Pavilion to be successful it will require to attract many thousands of visitors annually and consequently will have an impact on transport infrastructure. There is an obvious relationship between a successful activities programme and the transport requirements for tens of thousands of people to access this venue. Although staff will be included in the travel plan, the predominance of visitors to the Floral Pavilion will be Theatre patrons and Conference Centre visitors. It is a responsibility therefore to actively encourage visitors to travel to site by the more sustainable modes of public transport, walking, cycling and car share. An effective plan will help to reduce the amount of car travel generated by visits to the Floral Pavilion, but not reduce the number of visitors. In turn, this will decrease congestion and pollution, as well as improving accessibility and help towards addressing social exclusion.

- The benefits to health, the environment and the economy are detailed below, and combine to improve quality of life and the quality of experience for both residents of, and visitors to New Brighton and, more specifically in this instance, visitors to the Floral Pavilion.

- At peak times about 80% of cars have only one person in them. Road journeys are becoming slow and unreliable. Car dependency is now at such a level that resultant problems, affecting health, the environment and the economy, are being addressed as a matter of urgency. Effects at a local level are poor air quality, noise and busy roads. Global effects include climate change and resultant problems like flooding. The Government White Paper 'A New Deal for Transport' (1998) aimed to alter the future of how we get around. The Transport 10-year plan published in July 2000 set out clear policies on reducing car use. Because cars have been so incorporated into our culture, the systems that we have in place often make it easy to use the car and much more difficult to see the alternatives. Having recognised that we need to halt the growth in road traffic, organisations are adopting new approaches that reduce reliance on the car.

A Travel Plan is not anti-car but aims for less car use to benefit everyone, including those who have to drive. Emphasis is on providing choices to enable a healthy transport diet.

Health

- Traffic fumes increase respiratory problems like asthma - up to 24,000 people die prematurely in Britain every year as a result of traffic related air pollution. Driving, even for short journeys, makes drivers more stressed and less active, increasing
the risk of heart disease and strokes. In Merseyside alone, around 10,000 people are involved in road traffic accidents each year.

Environment

- Over 21 million cars on our roads are making a huge contribution to global warming - greenhouse gas emissions from road transport are rising faster than any other source. Locally, high traffic volumes and congestion affect air quality. Traffic also contributes to the break up of communities and reduction of local services like banks and shops etc.

Economy

- A poor environment fails to attract investment, reducing business opportunities. Over-reliance on the car means it is not always the most efficient method of transport. Car journeys are taking up more of our time and congestion is estimated to cost business over £20 billion a year. The recognition of the benefits of Travel Plans to business and the wider community is demonstrated by their increasing use in land use planning and transport management through Section 106 Planning Agreements.
- Part of the solution is a Travel Plan - a package of practical measures developed by employers and employees with the aim of reducing car dependency and encouraging the use of sustainable modes of transport. The plan can include improved bicycle facilities, car sharing schemes, support for public transport or changes in parking provision. Success depends on management support and commitment, good communication, a thorough employee questionnaire, a wide range of initiatives and regular monitoring.

What are the benefits of a Travel Plan?

Travel Plans can provide real benefits to employers, employees, visitors, the community and the environment. These include:

- reducing the amount of car parking provision required, saving money or releasing land for other uses, e.g. cycle racks
- financial benefits from effective travel management, including review of current car travel subsidies;
- enhancing the staff recruitment package
- enhancing the organisations business image and public profile
- reducing congestion in and around sites/ complexes making access easier for everyone and helping reduce accidents
- promoting health within the workforce, whereby expanding travel choices can cut down driver stress and improve the fitness of those who walk and cycle
• improving productivity from a healthier workforce and reducing sickness levels/costs
• contributing towards staff motivation and encouraging team building
• improving pedestrian, cycle and public transport facilities for the whole community
• improving public transport and reducing congestion around the workplace and in the local community
• demonstrating your organisations positive commitment to lessening environmental damage
• satisfying the demands of planning requirements
• employees gaining from financial incentives and deals due to alternative travel choices being provided.

Floral Pavilion and Walking

• walkers will be encouraged by offering a welcoming destination with exterior seating on Marine Promenade and a well maintained area surrounding the Floral Pavilion enhanced with inviting café facilities in the Promenade-level entrance foyer. Information related to walking will be available in the Information Centre at the main entrance such as route maps indicating signposted routes along well-lit and maintained paths.

• Assistance dogs i.e. Guide Dogs for the Blind and Hearing Dogs for the Deaf will be allowed into the building.

• There will be adequate points immediately outside the entrance foyer to tether dogs whilst their owners enter the building for a brief time.

Floral Pavilion and Cycling

• For members of staff wishing to cycle to and from work cycle storage for up to 15 cycles will be available within the building and shower facilities will be made available upon request.

• For private individuals 10 cycle stands will be available outside the entrance foyer for cyclists wishing to secure their bicycles whilst visiting the complex.

Floral Pavilion and Public Transport - Staff

• For members of staff, unless use of a car is required for the individual's job, staff members will be encouraged to walk, cycle, use public transport, or car share to get to and from work. Staff transport - Wirral Council staff travel plan see Appendix 1

Floral Pavilion and Public Transport - Public
**Bus** - bus routes and bus timetable information will be readily available at the Floral Pavilion Information Centre at the main entrance. General information and weblinks to Merseytravel and Travel Wise will be included in promotional materials including the website. Information relating to connections via the public transport network such as those for cross river buses and ferry crossings will be available.

**Train** - train timetables and associated information will be readily available at the Floral Pavilion Information Centre at the main entrance and in promotional materials including the website. Directional information for walkers and cyclists will be available advising that cycles can be taken on Merseyrail and Mersey Ferries.

Discussions will take place with Merseytravel to ensure that public transport services meet the needs of Floral Pavilion visitors with regard to routes, connections, frequency and arrival and departure times.

**Floral Pavilion and Private Vehicles**

- **car users** – staff, visitors and members of the public will be encouraged to be sensitive to the local neighbours when parking their vehicles whilst at work, or visiting the complex.

- **car share** - car sharing between work colleagues will be encouraged as per the Council’s own Travel Plan (see appendix 1) also see [www.MerseyCarShare.org](http://www.MerseyCarShare.org) a free Merseyside network run by TravelWise. Business visitors to the venue will be encouraged to car share wherever possible, as appropriate. Patrons who are private car owners will be encouraged to share their vehicles when visiting the complex, and also encouraged to respect local residents and advised to park on Fort Perch Rock car park or along the promenade.

- **car parking** - 13 designated car parking spaces are allocated to the Floral Pavilion at the rear of the Rococo Square development for use by Floral Pavilion staff and visitors, and these will be pass controlled for authorised users. Staff will also use Fort Perch Rock car park or parking spaces on Marine Promenade as necessary.

- **taxis** - a taxi rank will be identified on Marine Promenade and contact information for Hackney Carriage and Private Hire firms will be readily available in the Information Centre at the main entrance.

- **coaches and minibuses** - will be given information related to drop off points, duration of putting down, and areas for layover until collecting their clients after the event.

**Car parking**
• On-street parking is available 24 hours per day along Marine Promenade and along King’s Parade and Harrison Drive, where there is unrestricted car parking available for many hundreds of vehicles.

• Floral Pavilion visitors will be encouraged to park away from Virginia Road to avoid obstructing residents’ parking and causing obstruction to the venue neighbours.

• Fort Perch Rock (300 spaces) has unrestricted parking and this will be the general public car park associated with the Floral Pavilion and patrons will be advised accordingly in promotional materials, ticket wallets and via the website.

• Additional controlled/chargeable parking will become available during Phase 2 of the New Brighton regeneration programme associated with the supermarket development.

Disable Persons’ car parking

• A number of dedicated car parking spaces for disabled people will be identified on Marine Promenade as close to the entrance foyer as the laws governing the highway will allow.

Goods and Deliveries

• Postal and smaller deliveries and collections will generally be made via the main entrance during the working day.

• Larger deliveries and collections will be made to the rear of the building on Virginia Road via the two designated service entrances. These will take place primarily during the working day and will be dealt with as efficiently as possible.

Get-in/get out

• Production get in and get out will take place primarily through the designated scenery dock access on Virginia Road at the rear of the complex. Vehicles will use the designated lay-by for delivery and removal of production equipment, and, depending upon numbers and size, will be allowed to stay in the lay by, or parked up in a nearby car park or on the promenade, and instructed to return at a designated time for the get out.

Floral Pavilion Information Centre

• Located in the main entrance and accessed from Marine Promenade, the Information Centre will promote the programme of activities in the Floral Pavilion and local area. The Information Centre will also offer up-to-date information related to walking and cycling routes, public transport networks and timetables, taxi
information, car parking advice, and links to wider events, including health and travel initiatives.

- **Car parking information** will be collated and published in printed and audio formats plus a dedicated travel section on the Floral Pavilion website.

- **Bus routes and timetables** will be made available at the Information Centre at the main entrance and a link will be available on the Floral Pavilion website.

- **Train timetables** will be made available at the Information Centre at the main entrance and a link will be available on the Floral Pavilion website.

- **Mersey Ferries** information will be available for visitors wishing to make a connection whilst walking, cycling or using other modes of public transport.

- **Taxi** contact numbers will be available in the Information Centre at the main entrance.

**Travel information dissemination**

In addition to the Information Centre, travel advice and information will be contained in many marketing materials associated with promoting the programme and activities of the Floral Pavilion.

These will include:

- Floral Pavilion ticket wallets containing basic travel information, and web links.

- Floral Pavilion Theatre and Conference Centre promotional packs containing detailed local information, plus travel related web links.

- Venue programme and associated activities promotional materials, as appropriate.

- Coach Tour and Theatre Club information packs containing detailed travel information and travel related web links.

- Coach companies and operators’ general information packs containing detailed travel information, and travel related web links.

- Floral Pavilion website including detailed local information and travel related web links.

- Newspaper, magazine and media advertising including travel related web links, as appropriate.
Monitoring, analysis and review

The Floral Pavilion Travel Plan will be coordinated on site by the Audience Development Manager and the audience development team.

An initial Visitor Travel Survey will be undertaken approximately three months after the Floral Pavilion opens. As a result of the detailed analysis of this survey, targets will be set for visitor travel.

The Travel Plan will be reviewed on an annual basis, covering impact and implementation. Staff travel plan surveys will be undertaken annually and reviewed against the Wirral Council Travel Plan, in order to monitor progress, and identify any major issues to be modified. Within the Floral Pavilion quality monitoring systems, questions relating to travel will be included in our visitor surveys and event monitoring and evaluation procedures.

If the plan is failing to meet its objectives, new measures will be bought forward as part of the review process.

An annual progress report, and action plan for the following year, will be submitted to Wirral Council and TravelWise Merseyside.

Action Plan

This action plan is specifically aimed at visitors to the Floral Pavilion. Floral Pavilion staff members are covered by the Wirral Council Staff Travel Plan which is already in place.

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsibility</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designate Travel Plan Coordinator</td>
<td>Head of Arts &amp; Museums</td>
<td>Audience Development Manager (when appointed)</td>
</tr>
<tr>
<td>Undertake first Travel survey</td>
<td>Audience Development Manager</td>
<td>Mar/Apr 2009</td>
</tr>
<tr>
<td><strong>Walking</strong></td>
<td>Floral Pavilion Management</td>
<td>Targets will be set within 3 months of visitor survey results</td>
</tr>
<tr>
<td>---</td>
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<tr>
<td>Set targets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potential collaborations with Wirral PCT</td>
<td>Audience Development Manager and Theatre and Programme Manager</td>
<td>Involvement with healthy living promotions</td>
</tr>
<tr>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Cycling</strong></td>
<td>Head of Arts &amp; Museums</td>
<td>For staff by 5th December 2008.</td>
</tr>
<tr>
<td>Cycle facilities available</td>
<td></td>
<td>For visitors by 13th December 2008</td>
</tr>
<tr>
<td>Promote cycle routes to the site</td>
<td>Audience Development Manager</td>
<td>From 1st December 2008</td>
</tr>
<tr>
<td>Make Wirral cycle maps available</td>
<td>Audience Development Manager</td>
<td>From 13th December 2008</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Public Transport</strong></td>
<td>Audience Development Manager</td>
<td>Targets will be set within 3 months of visitor survey results</td>
</tr>
<tr>
<td>Set targets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liaise with local operators</td>
<td>Audience Development Manager</td>
<td>Improve local services</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Car share</strong></td>
<td>Audience Development Manager</td>
<td>Promotion of schemes and networks</td>
</tr>
<tr>
<td>Set targets</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Travel Information</strong></td>
<td>Audience Development Manager</td>
<td>Website live on 5th</td>
</tr>
<tr>
<td>Incorporate links and</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Task</td>
<td>Responsible</td>
<td>Date</td>
</tr>
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<td>----------------------------------------------------------------------</td>
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</tr>
<tr>
<td>Information into Floral Pavilion website</td>
<td></td>
<td>November 2008</td>
</tr>
<tr>
<td>Make travel information leaflets available at site</td>
<td>Audience Development Manager</td>
<td>13th November 2008 Gala opening</td>
</tr>
<tr>
<td>Incorporate travel information into venue promotional materials</td>
<td>Audience Development Manager</td>
<td>13th November 2008 to give directions to the site starting with walking, cycling, public transport and lastly travel by car</td>
</tr>
<tr>
<td>Website links to TravelWise and Merseytravel</td>
<td>Audience Development Manager</td>
<td>To increase awareness and encourage use of sustainable transport starting with walking, cycling, public transport and lastly travel by car</td>
</tr>
<tr>
<td>Incorporate travel information with ‘Friends’ membership scheme</td>
<td>Audience Development Manager</td>
<td>To increase awareness and encourage use of sustainable transport starting with walking, cycling, public transport and lastly travel by car</td>
</tr>
<tr>
<td>Ensure comprehensive travel information is available in the site Information Point</td>
<td>Audience Development Manager</td>
<td>Available 13th December 2008</td>
</tr>
<tr>
<td>Task</td>
<td>Responsible</td>
<td>Date</td>
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<td>---------------------------------------------------------------------</td>
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<tr>
<td>Investigate with TravelWise the production of the ‘How to Get To’ guide as pdf and hard copy as required</td>
<td>Audience Development Manager</td>
<td>End of January 2009</td>
</tr>
<tr>
<td>Participate in TravelWise promotions</td>
<td>Audience Development Manager</td>
<td>Commence discussions by end of January 2009</td>
</tr>
<tr>
<td>Link all venues to TravelWise website and vice versa</td>
<td>Audience Development Manager</td>
<td>Commence discussions by end of January 2009</td>
</tr>
<tr>
<td>Promote ‘Car Free Day’</td>
<td>Audience Development Manager</td>
<td>September 2009</td>
</tr>
<tr>
<td>Attend TravelWise quarterly forum meetings</td>
<td>Audience Development Manager or delegate</td>
<td>Timetable tbc</td>
</tr>
<tr>
<td>Join ‘Wise Moves’ membership scheme</td>
<td>Head of Arts &amp; Museums</td>
<td>November 2008</td>
</tr>
<tr>
<td><strong>Monitoring and Review</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repeat annual visitor survey</td>
<td>Audience Development Manager</td>
<td>March 2010</td>
</tr>
<tr>
<td>Review Targets</td>
<td>Audience Development Manager</td>
<td>March 2010</td>
</tr>
<tr>
<td>Produce Progress report</td>
<td>Audience Development Manager</td>
<td>April 2010</td>
</tr>
<tr>
<td>Update Action Plan</td>
<td>Audience Development Manager</td>
<td>April 2010</td>
</tr>
</tbody>
</table>
Appendix 1
Wirral Council Travel Plan

Appendix 2
Merseytravel bus routes

Appendix 3
Merseytravel bus timetables

Appendix 4
Mersey rail timetables

Appendix 5
Mersey Ferry timetables

Appendix 6
Travel organisations and information links