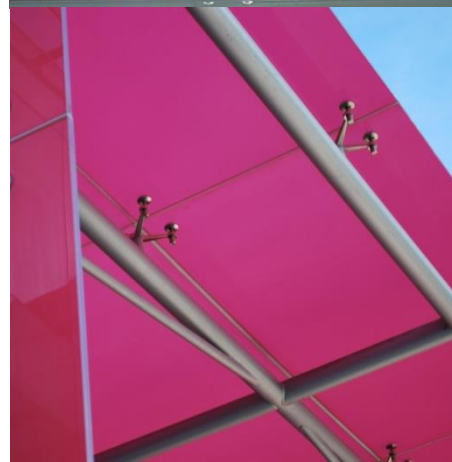


764 – 786 Stockport Road, Levenshulme

Interim Travel Plan

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Appendix A – Proposed Ground Floor Layout

1.0 Introduction

1.1 Background

- 1.1.1 Curtins has been appointed by Views to provide transport and highways advice in relation to a planning application for a site at 764 - 786 Stockport Road in Levenshulme, Greater Manchester.
- 1.1.2 The Proposed Development involves construction of 30 residential apartments over three upper floors and nine ancillary retail units at ground floor level.
- 1.1.3 The proposed site layout is provided in **Appendix A**.

1.2 What is a Travel Plan?

- 1.2.1 A Travel Plan (TP) is defined by the Department for Transport (DfT) and by the Ministry of Housing, Communities and Local Government (MHCLG) as:

“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.”

Source: *National Planning Policy Framework*, MHCLG, 2021.

- 1.2.2 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

1.3 Purpose of the Report

- 1.3.1 This Interim Travel Plan (ITP) is intended to be read alongside the accompanying Transport Statement (TS) (**Ref: 076508-CUR-XX-XX-T-TP-00001**) that has been prepared to assess the potential traffic and transportation impacts of the development proposals.
- 1.3.2 An ITP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to the construction of the development. It includes a list of potential measures that could be implemented to affect modal choice, and a management strategy for producing a full Travel Plan in the future.

- 1.3.3 Transport for Greater Manchester (TfGM) strongly endorses the need for TPs in order to reduce the impact of transport on the local environment, to improve accessibility and to encourage ‘active travel’ which improves peoples’ health. According to TfGM’s document ‘Transport for Sustainable Communities: a Guide for Developers’, a TP should achieve:

- *“A reduction in car use (particularly for single occupancy trips) and increase travel by sustainable modes, namely active travel and public transport;*
- *A reduction in the impact of the generated traffic, both in the immediate neighbourhood and on the wider highway network;*
- *Safe access for pedestrians and cyclists; and*
- *A coordinated approach to developing and implementing realistic travel options.”*

Source: *Transport for Sustainable Communities: a Guide for Developers*, TfGM, 2013

- 1.3.4 This document has been written in accordance with the above statements and with reference to the following key documents:

- National Planning Policy Framework, MHCLG, 2021;
- National Planning Practice Guidance, DCLG, 2014; and
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009.

1.4 Structure of the Report

- 1.4.1 Following this introductory section, **Section 2** of the report provides background information on the benefits which can be derived from a successful Travel Plan. It also sets out key aims and objectives for the Travel Plan process.
- 1.4.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout; and **Section 4** provides a summary of the development proposals.
- 1.4.3 **Section 5** assesses the accessibility of the site by sustainable modes of transport, including walking, cycling and public transport.
- 1.4.4 **Section 6** outlines various initiatives that will be considered to encourage maximum uptake in sustainable modes of travel, whilst **Section 7** outlines the strategy for Travel Plan targets.
- 1.4.5 **Section 8** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator (TPC) as the Travel Plan progresses.
- 1.4.6 **Section 9** concludes the report by providing an Action Plan that summarises the document, how the plan will be funded, and next steps.

2.0 Travel Plan Benefits

2.1 Introduction

2.1.1 The benefits from a TP can be categorised under the following main headings:

- Environmental Benefits;
- Health Benefits;
- Financial Benefits; and
- Social Benefits.

2.1.2 This section explores just some of the improvements that can be made during a successful Travel Planning process.

2.2 Environmental Benefits

2.2.1 Climate change is a global issue that affects all nations. Data on greenhouse gas emissions provided by the Department for Transport also show that carbon emissions from domestic transport account for one third of the UK's net domestic emissions. Over 90% of domestic transport emissions arise from road transport. How people travel will therefore play a key role in the UK's carbon reduction agenda as follows. On a national scale, the UK Government has pledged to play its part in reducing emissions which are harmful to the earth by setting carbon reduction targets:

"It is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 100% lower than the 1990 baseline."

Source: *Climate Change Act 2008*, Chapter 1, Part 1, 2008 (amended in 2019).

2.2.2 In 2021, TfGM published an updated 2040 Vision for Transport to deliver a transport system which enables residents, businesses, and visitors in Greater Manchester to travel to a wide range of different destinations and opportunities, and where sustainable transport can be a viable and attractive alternative to the car. This Transport Strategy outlines that transport is responsible for a third of carbon emissions, and that the annual cost of congestion alone to Greater Manchester is £1.3 billion per year.

2.2.3 The Transport Strategy states an ambition for a well-connected, zero carbon Regional Centre at the heart of the North. The Strategy is therefore aiming for 90% of morning peak trips into the city centre to be made on foot, by bicycle or public transport before 2040. The travel planning process can support this aim by encouraging active and sustainable travel behaviour.

2.2.4 Under Policies 9, 10, 11, and 12 of Environmental Responsibility, the Transport Strategy states that TfGM will:

- “work with partners and key stakeholders to bring nitrogen dioxide (NO₂) levels on local roads within legal limits, and to reduce levels of particulate matter, CO₂ and noise emissions from vehicles;
- work with partners to reduce transport carbon emissions to support Greater Manchester's ambition to be net zero carbon by 2038; and to implement measures to ensure our transport system is resilient to climate change;
- work with partners, including the Canals and Rivers Trust, to enhance blue and green infrastructure to provide a safe and attractive environment for walking and cycling; and
- aim to minimise the impact of transport on the built and natural environment – including townscape, the historic environment, cultural heritage, landscape, habitats and biodiversity, geodiversity, water quality, pollution, flood risk and use of resources) and will seek to deliver environmental enhancements and biodiversity net gain where possible.”

2.2.5 In July 2019, a motion asking Manchester City Council (MCC) to formally declare a ‘climate emergency’ was agreed and a target of 2038 set for becoming a zero-carbon city.

2.2.6 Manchester City Council formally endorsed the Manchester Climate Change Framework 2020-25 in March 2020. This sets out the ambition that “Manchester will play its full part in limiting the impacts of climate change and create a healthy, green, socially just city where everyone can thrive.” Transport is one of the six priority areas for action. The framework details MCC’s commitments to limiting the impacts of climate change through adopting and meeting objectives by 2025 such as:

Objective 1 – Staying within our carbon budgets

Objective 2 – Climate adaptation and resilience

Objective 3 – Health and wellbeing

Objective 4 – Inclusive, zero carbon and climate resilient economy

Source: Manchester Zero Carbon Framework 2020-25, Manchester Climate Change Partnership and Agency, 2020.

2.2.7 This will require far-reaching efforts in all sectors of the economy and society, including transport. There are five headline transport actions required by 2025: increase walking and cycling; increase public transport use; reduce car travel and shift to electric vehicles; improve rail connections to other cities within the UK and Europe (and beyond); and minimise air travel.

2.2.8 Encouraging people to make smarter choices in the way they travel can considerably reduce the impact that a particular development or organisation makes on the environment.

2.3 Health Benefits

- 2.3.1 A reduction in polluting vehicles on the roads surrounding the site will mean better air quality throughout the area. There are also well documented health benefits associated with active travel, and activity levels across the UK could still be improved:

*“66% of men and 58% of women aged 19 and over met the aerobic activity guidelines of at least 150 minutes of moderate activity or 75 minutes of vigorous activity per week or an equivalent combination of both, in bouts of 10 minutes or more.
26% of men and 27% of women were obese. The proportion of adults who were obese has been similar since 2010.”*

Source: Health Survey for England, DoH, 2016.

- 2.3.2 In 2018, Public Health England (PHE) published an edition of ‘Health Matters’ focusing on air pollution, and noted that poor air quality is the largest environmental risk to public health in the UK. Based on the study, road transport contributes to 33.6% and 12.4% of all nitrogen dioxide (NO₂) and particulate matter (PM) emissions, which are major components of urban air pollution. The short-term effects of air pollution can include exacerbation of asthma, and cough, wheezing, and shortness of breath; whereas long-term effects include stroke, lung cancer, respiratory conditions, and cardiovascular diseases.
- 2.3.3 Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems. Further examples of the impact of travel behaviour on public health is shown in **Figure 2.1** below:

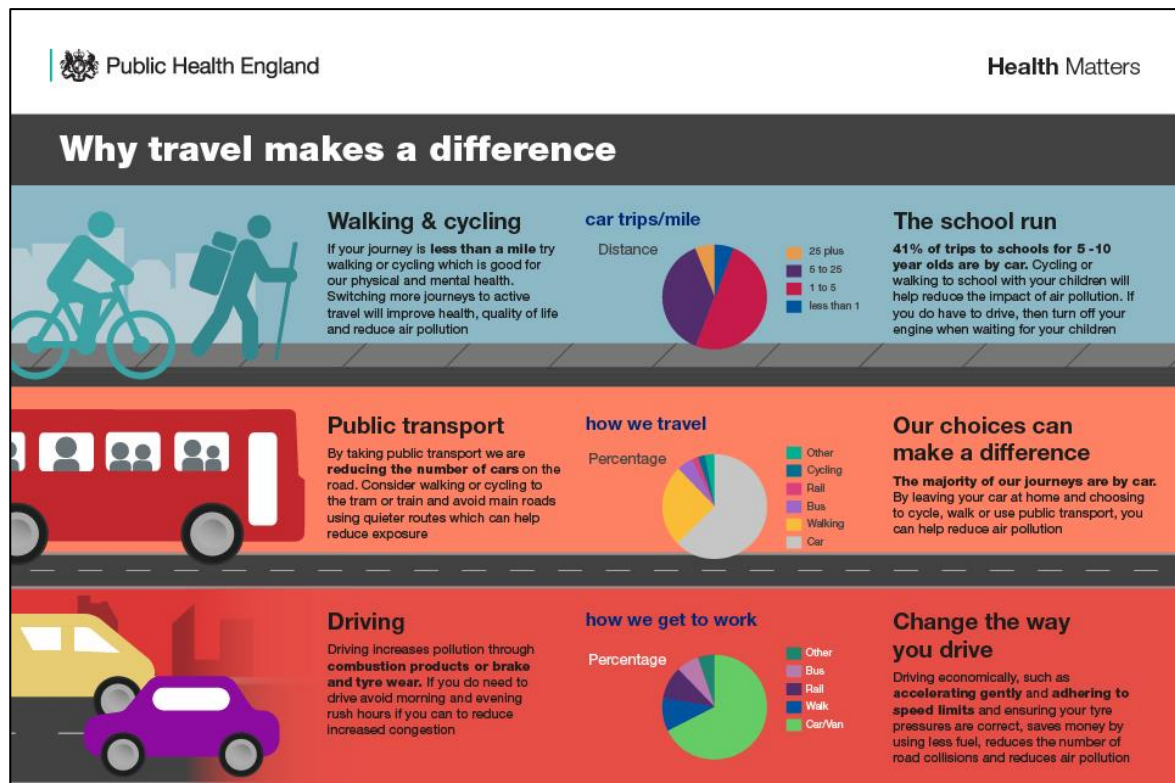


Figure 2.1 – The Impact of Travel Behaviour on Public Health
(Source: PHE)

2.4 Financial Benefits

- 2.4.1 Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing active travel rates as physical inactivity has been found to cost NHS England £455 million in 2013-14 – albeit this had fallen significantly since previous years. (Source: *Physical inactivity: economic costs to NHS clinical commissioning groups, PHE, 2016.*)
- 2.4.2 Individuals can also benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel. In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), removing the capital and on-going cost of car ownership.
- 2.4.3 An effective TP can help encourage residents and staff to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

2.5 Social Benefits

- 2.5.1 The use of active and sustainable modes of transport, including car sharing, can offer social benefits and improved well-being through the interaction with other people:

“Engagement with individuals and communities through the travel planning process can support higher levels of walking and cycling, and this in turn can encourage greater social inclusion and community cohesion as well as healthier communities.”

Source: Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009.

2.6 Mutual Benefits

- 2.6.1 As demonstrated, there are multiple reasons as to why TPs are important to modern society. The initiatives in this ITP will have a positive effect on the future residents and staff of the proposed development. They must be communicated correctly:

“It is important that the outcomes sought from the travel plan can be seen as a benefit to all parties, e.g. the developer, occupiers and site users, the community and the local authority. Such benefits can help in gaining widespread commitment.”

Source: Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009.

- 2.6.2 Greater Manchester published a Bus Service Improvement Plan in October 2021 with plans to bring buses under local control to be run by TfGM, on behalf of the (GMCA). Buses would be part of an integrated public transport network which allows people to change between different modes of transport with price capped tickets. The new system is called franchising, where GMCA will coordinate the bus network and contract bus companies to run the services. GMCA expects to deliver bus franchising in Wigan and Bolton in 2023, with the rest of the city region to follow by 2025.

- 2.6.3 Over time, GMCA claims the benefits of bus franchising to passengers would be:

- **“Customer Experience** - Providing customers with a safe and seamless travel experience
- **Services** – Turn up and go frequencies on major routes
- **Information** – Readily available, easy to use, live, and up-to-date
- **Network Management** – Improvements to journey times and reliability
- **Infrastructure** – Significant increases in bus priority, and improvements to waiting environments
Fares and Ticket More affordable journeys, integrated with other modes
- **Fleet** – Zero emissions, high quality buses.”

- 2.6.4 Bus franchising is also envisaged to boost Greater Manchester’s economy and is the first step in improving transport across Greater Manchester.

2.6.5 Greater Manchester claims it will have the 'country's largest cycling and walking network' at 1,800 miles by 2028, with schemes equating to 420 miles of the Bee Network developed thus far.

2.7 Travel Plan Aims & Objectives

2.7.1 Considering the above benefits and the end users, this ITP aims to minimise the number of car trips generated by the development and encourage residents, staff and visitors to use sustainable modes of transport.

2.7.2 The aims of this ITP will be supported with the following objectives:

- **Objective 1** – To increase the level of walking to and from the site;
- **Objective 2** – To increase the level of cycling to and from the site;
- **Objective 3** – To increase the level of public transport use to and from the site;
- **Objective 4** – To encourage car sharing and shared transport to reduce single occupancy car travel to and from the Site; and
- **Objective 5** – To encourage uptake of Ultra Low and Zero Emission vehicles to reduce the carbon impact of travel.

3.0 Existing Situation

3.1 Site Location

3.1.1 The proposed development site is located in the Levenshulme area of Manchester, approximately 4.5km to the south-east of Manchester city centre. **Figure 2.1** below shows the site in relation to the regional highway network:

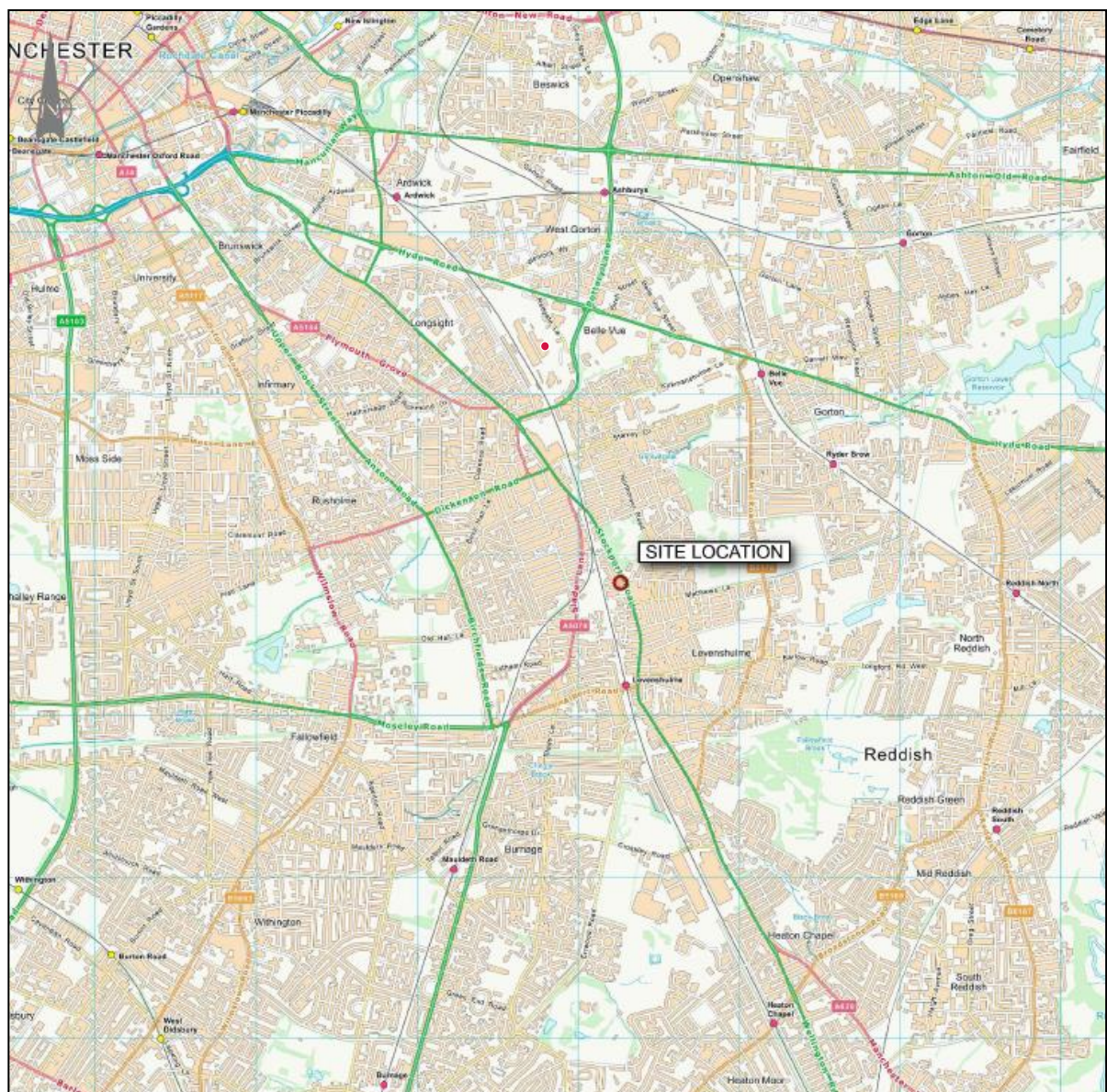


Figure 3.1 – Site location in relation to the Regional Road Network

3.1.2 The site is bound to the north by Swallow Street, to the east by the A6 Stockport Road, by Siddall Street to the west, and by Pennington Street to the south.

3.1.3 The following **Figure 3.2** illustrates the site in relation to the local highway network

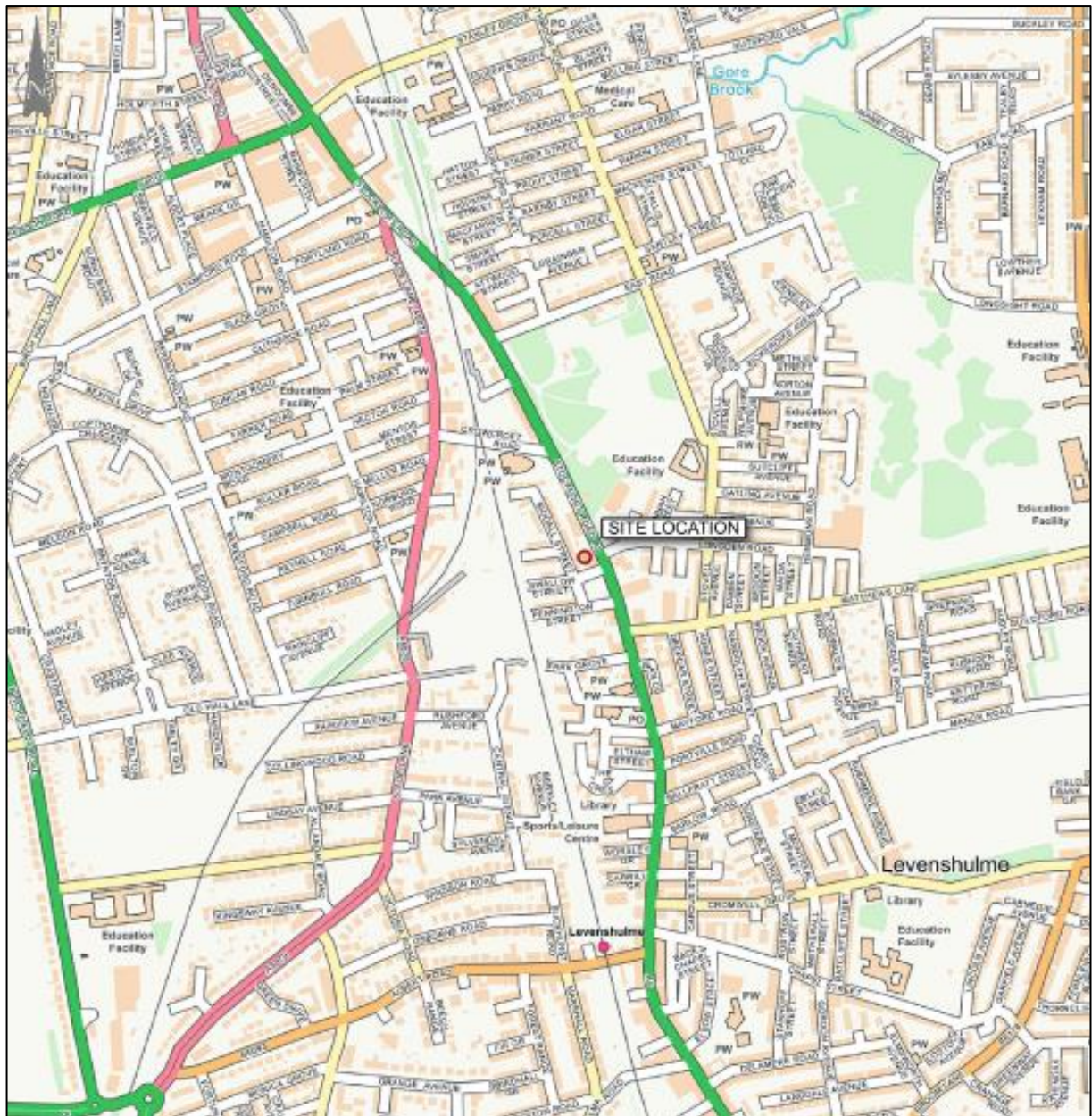


Figure 3.2 – Site location in relation to the Local Road Network

3.2 Existing Use and Access

- 3.2.1 The development site currently comprises vacant commercial buildings. There is no dedicated pedestrian access into the site; the previous uses were accessed directly from the A6.
- 3.2.2 There are historical vehicular access points into the development site to the rear via Swallow Street but these are not currently utilised.

3.3 Surrounding Highway Network

Swallow Street

- 3.3.1 Providing the southern boundary to the site, Swallow Street commences at the priority junction with the A6 Stockport Road and extends for a length of 125m in a westerly direction before terminating as it reaches the railway.
- 3.3.2 Swallow Street is a two-way single carriageway with an average width of 6m and is subject to a speed limit of 20mph. There are no parking restrictions on Swallow Street, and as such there are instances of on-street parking along sections of the carriageway.
- 3.3.3 There is good pedestrian infrastructure along Swallow Street, evidenced by c.2m wide footways on both sides of the carriageway. The road is also well-lit throughout and benefits from dropped kerbs to enable pedestrians to cross the road.

A6 Stockport Road

- 3.3.4 To the east of the site, the A6 Stockport Road runs on a north-west to south-east orientation in proximity of the site boundary. The A6 Stockport Road commences locally in Manchester city centre and runs in a south-easterly alignment towards Stockport; the road travels through local neighbourhoods such as Ardwick, Longsight, Levenshulme, Burnage and Heaton Chapel.
- 3.3.5 Adjacent to the Proposed Development, the A6 Stockport Road is a two-way carriageway with one standard lane in each direction, with the addition of a bus lane in both directions that commences/terminates to the north of the Site. The overall width of the carriageway adjacent to the Site is approximately 13m.
- 3.3.6 The pedestrian infrastructure along Stockport Road is of good quality, with wide footways present on both sides of the carriageway which are well maintained, together with a signalised crossing located approximately 40m to the south of the site, inclusive of a refuge island, dropped kerbs and tactile paving.
- 3.3.7 The A6 Stockport Road is subject to a speed limit of 30mph and has Traffic Regulation Orders (TROs) in the form of single/double yellow parking restrictions along in proximity of the site in both directions. This continues towards the town centre of Levenshulme approximately 100m to the south.
- 3.3.8 In addition, a shared cycle/bus lane is provided to the north of the Site on the northbound carriageway, and there are bus stops located in close proximity to the Proposed Development on the A6, providing access in both a north and south direction.

3.4 Development Proposals

- 3.4.1 The proposals comprise 30 residential apartments over three upper storeys and nine ancillary retail units at ground floor level.

- 3.4.1 The site would be accessed from Swallow Street, providing direct access into the apartments and the cycle store. Users of the retail uses would access the units directly via Stockport Road.
- 3.4.2 There will be 35no secure, covered cycle parking spaces for residents, equating to 116% cycle parking provision. This well exceeds MCC's recommendation of 50% provision.
- 3.4.3 Due to the constrained nature of the site, no vehicular parking is provided within the curtilage of the site. As such, parking for the development will be undertaken off-site.
- 3.4.4 Views Limited are in negotiations to obtain a maximum of 15 spaces at the adjacent Jain Samaj Religious Centre. This will be secured by a legal agreement.
- 3.4.5 It is considered that the level of the cycle and car parking provision considers the realistic needs of the end users, car availability per household, and the proximity of the site to sustainable modes of transport, and proposals with a reduced parking provision is justified.

4.0 Accessibility by Sustainable Modes of Travel

4.1 Introduction

4.1.1 A key element of national and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

4.1.2 The accessibility of the proposed development is considered in this context for the following modes of travel:

- Pedestrian Accessibility;
- Cycle Accessibility; and
- Public Transport Accessibility.

4.2 Pedestrian Accessibility

4.2.1 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled '*Providing for Journeys on Foot*' suggests walking distances which are relevant to this planning application. These are reproduced in **Table 4.1**:

CIHT Category	Town Centres (m)	Commuting/School/ Sightseeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 4.1 – CIHT Recommended Walking Distances

4.2.2 The Department for Transport's National Travel Survey (from Tables NTS0308a and NTS0601) shows that walking is the most frequent mode used for short trips: 80% of all trips and 74% of walking trips were under 1 mile (1.6km) in 2019 – with the 1.6km distance broadly comparable to the CIHT's 2.0km 'Preferred Maximum'. The average distance for walking trips was 1.5km and 96% of walking trips were under 2 miles (3.2km) in 2019.

4.2.3 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. **Figure 4.1** shows distances of 500m, 1,000m and 2,000m which are termed 'Desirable', 'Acceptable' and the 'Preferred Maximum' by the CIHT for commuting trips; which are considered a good approximation for trips associated with the development.

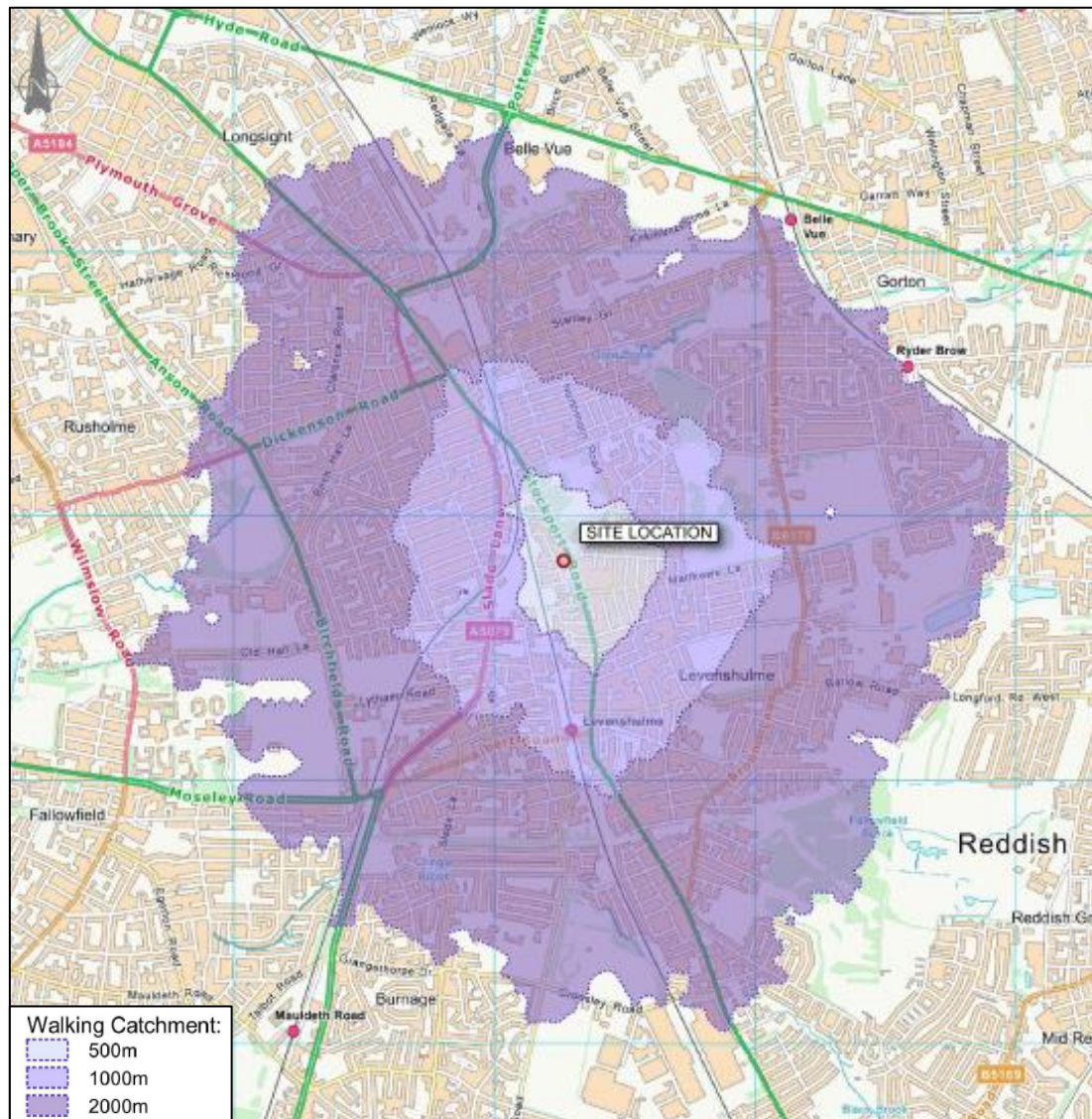


Figure 4.1 – Indicative Pedestrian Catchment

- 4.2.4 The 500m catchment includes residential dwellings, employment facilities and various amenities/services for future residents to use. A large supermarket is situated on the eastern side of Stockport Road adjacent to the site, and educational facilities such as Crowcroft Park Primary School and St Richard's Primary School are located to the north-east of the site. In addition, the proposed ancillary uses as part of the Development will be accessible for future residents and existing residents in the wider area.
- 4.2.5 Within approximately 500m – 1,000m from the centre of the site, future residents can reach more amenities located within Levenshulme, such as additional food superstores, Levenshulme Market, banks, food takeaways and various public houses. In addition, Levenshulme Train Station is located approximately 700m walk south of the Proposed Development.

- 4.2.6 Areas of Longsight, Rusholme, Gorton and Reddish are all accessible within a 2,000m catchment of the Proposed Development. These areas include an abundance of facilities and amenities, including churches, mosques, libraries, and doctors' surgeries, for future residents to utilise.
- 4.2.7 The site is considered highly accessible by foot.

4.3 Cycle Accessibility

- 4.3.1 Cycling is a cheap, efficient, and healthy way to travel. Cycling also provides a predictable arrival time which depending on location, can be quicker than driving or using public transport, and is subject to fewer delays.
- 4.3.2 In order to assist in assessing the accessibility of the site by cycle, **Figure 4.2** presents an 8km cycle catchment for the site. This distance refers to the 2019 National Travel Survey statistics demonstrating that 82% of cycling trips were under 5 miles (8km), along with recommendations by Cycling England (since abolished) in *'Integrating Cycling into Development Proposals'* (2009) and the CIHT in *'Planning for Cycling'* (2014).

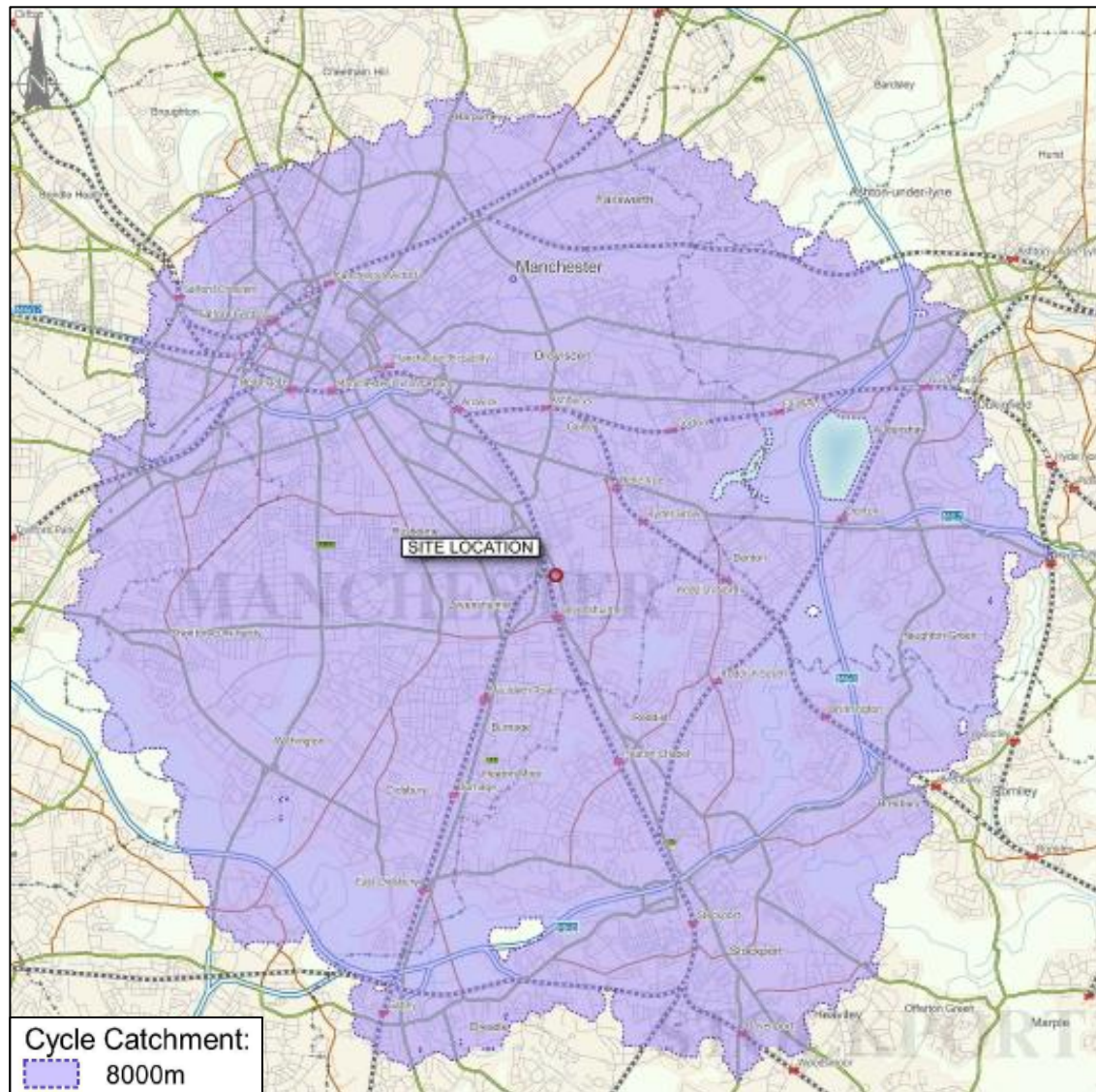


Figure 4.2 – Indicative Cycle Catchment

- 4.3.3 The 8km catchment extends as far as Harpurhey in the north, Hyde to the east, Stockport in the south and Trafford Park to the west. The catchment also includes Manchester and Salford city centres.
- 4.3.4 These routes comprise a combination of traffic-free and on-road routes, linking the site to many destinations including Manchester city centre (including rail stations), Salford Quays as well as numerous other destinations further afield such as Cheetham Hill, Chorlton-cum-hardy, Withington and Rusholme.
- 4.3.5 A network of local cycle routes links to various National Cycle Routes (NCRs) and Regional Cycle Routes (RCRs) including NCR 6, NCR 60, NCR 66 and RCR 86. The closest cycle route to the site is NCR 6, which is accessible via on-road routes along the A6 Stockport Road, travelling approximately 1km in a southerly direction before accessing the Fallowfield Loop.
- 4.3.6 All these routes are accessible within 1 – 5km, and link future residents to the following areas:

- NCR 6 – extends through Manchester along an approximate north/south alignment to link areas such as Bury in the north to Levenshulme in the south;
- NCR 60 – extends between north and east Manchester, forming part of the Fallowfield Loop line at the Manchester City Stadium;
- NCR 66 – extends northeast from central Manchester along the Rochdale Canal towards Failsworth; and

4.3.7 RCR 86 – extends east of the city centre via the Etihad Campus and Medlock Valley out to Oldham.

4.3.8 The site also benefits from direct access to the shared bus/cycle lane located along the A6 Stockport Road to the north of the Site which leads residents towards Manchester city centre. This will further promote sustainable travel for future residents at the Proposed Development.

4.3.9 In addition to this, the local area and highway network will benefit from infrastructure improvements as part of TfGM's Bee Network Proposals. The Bee Network comprises signed routes that mark the most direct and pleasant way to navigate an area on foot or by bike. The proposal is a vision for Greater Manchester to become the very first city-region in the UK to have a fully joined-up cycling and walking network.

4.3.10 The Greenbank Park area, where the Site is situated, is proposed to benefit from new cycle linkages and crossing points. This will further enhance and promote cycle travel as a realistic modal choice to all users of the Proposed Development.

4.4 Public Transport Accessibility

4.4.1 Developed by Transport for Greater Manchester (TfGM), Greater Manchester Accessibility Levels (GMAL) are a measure of the accessibility of a point to both the conventional public transport network (i.e. bus, Metrolink and rail) and Greater Manchester's Local Link (flexible transport service), considering walk access time, service availability, and average waiting time.

4.4.2 The method is essentially a way of measuring the density of the public transport provision at any location within the Greater Manchester region.

4.4.3 The site in relation to the GMAL index mapping is shown in **Figure 4.3** below:

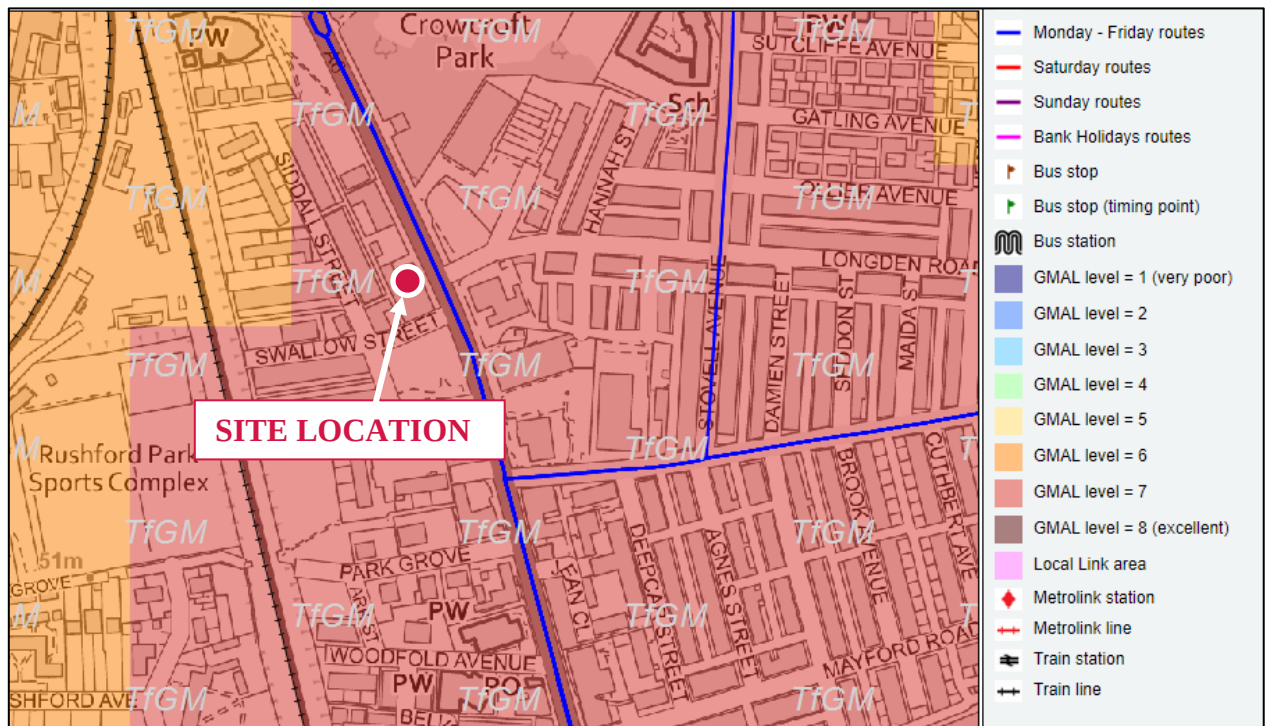


Figure 4.3 – GMAL Accessibility Index

- 4.4.4 The accessibility index score is categorised into eight levels (1 to 8), where level 8 represents a high level of accessibility (described as 'excellent') and level 1 a low level of accessibility (described as 'very poor'). The site is located in an area with a GMAL rating of 7. This demonstrates that the site offers very good levels of multi-modal accessibility to Manchester city centre and across Greater Manchester.
- 4.4.5 Furthermore, **Figure 4.4** demonstrates those areas accessible via public transport within 20, 40 and 60 minutes journey from the site. Accessibility by bus and rail are considered in further detail within the subsections below.

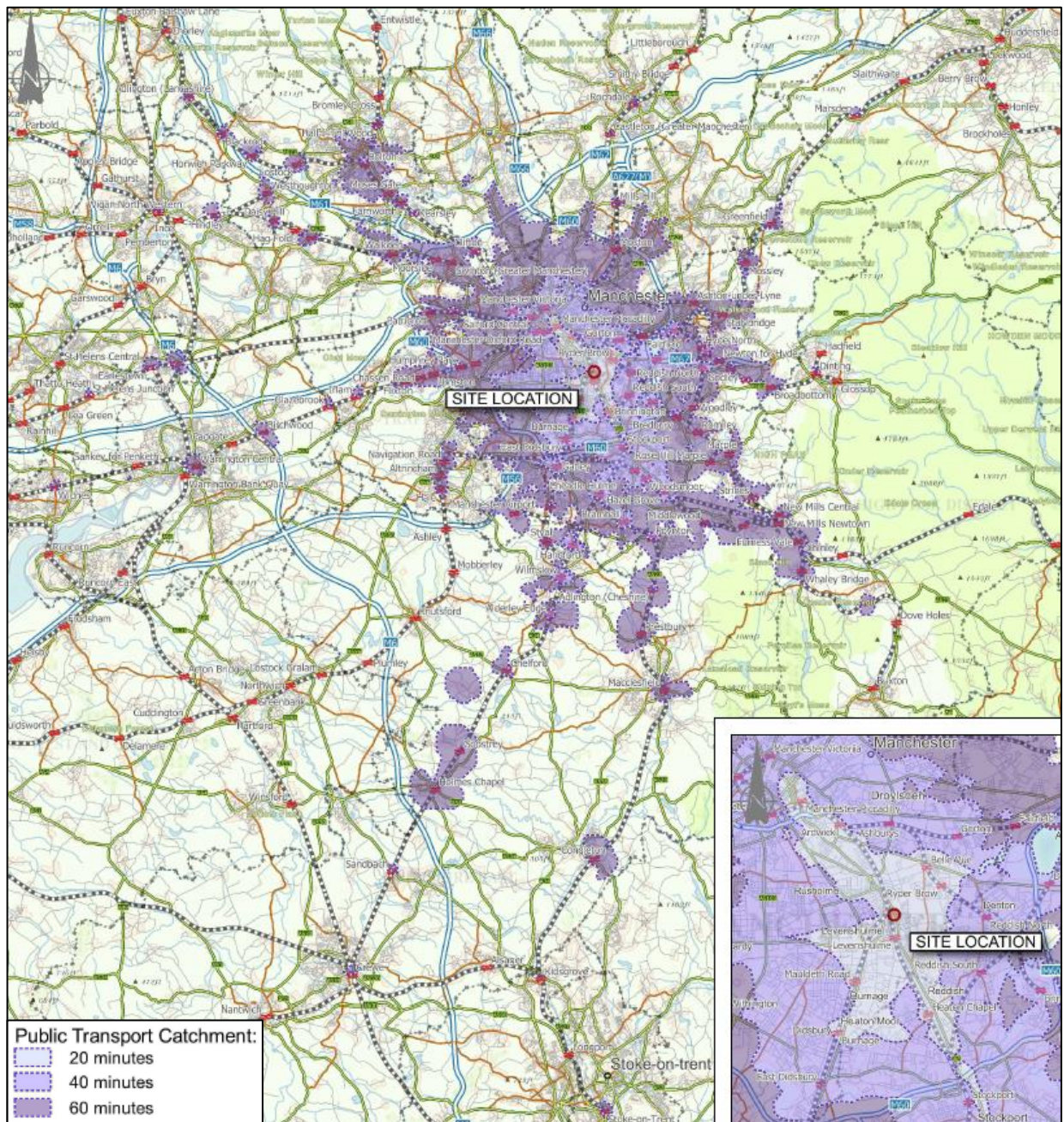


Figure 4.4 – Indicative Public Transport Catchment

Bus Accessibility

- 4.4.6 Guidance from the Chartered Institution of Highways and Transportation (CIHT) document 'Guidelines for Planning for Public Transport in Development' indicates that ideally, a bus stop should be located within 400m from a new development.
- 4.4.7 The nearest bus stops are located adjacent to the Proposed Development, on both sides of the carriageway on the A6 Stockport Road. **Table 4.2** details the services that call at these stops, and their associated frequencies:

4.4.8 The nearest bus stops are located adjacent to the Proposed Development, on both sides of the carriageway on the A6 Stockport Road. **Table 4.2** details the services that call at these stops, and their associated frequencies:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
From A6 Stockport Road				
150	Gorton – Levenshulme – Chorlton – Stretford – Trafford Centre	2 per hour	2 per hour	1 per hour
191	Manchester - Longsight - Levenshulme - Stockport - Stepping Hill - Hazel Grove	2 per hour	-	-
192	Hazel Grove – Stockport – Heaton Chapel – Levenshulme – Longsight – Ardwick - Manchester	6 per hour	6 per hour	6 per hour
197	Manchester - Longsight - Levenshulme – Green End - Stockport	3 per hour	2 per hour	1 per hour

Table 4.2 – Summary of Bus Service Frequencies from A6 Stockport Road

4.4.9 These stops provide access to major employment areas and interchanges such as those in Manchester city centre and Stockport. Additionally, these routes also link future residents to various destinations across Greater Manchester.

Rail Accessibility

4.4.10 Levenshulme railway station is located approximately 750m to the south of the Site and is considered that this would be an attractive commuting option for residents who will be travelling to various locations within Greater Manchester.

4.4.11 On this basis, a summary of rail services from Levenshulme railway station is outlined in **Table 4.3**:

Destination	Service Frequency		
	Peak Weekday	Peak Saturday	Peak Sunday
Manchester Piccadilly	4 per hour	3 per hour	2 per hour
Alderley Edge	2 per hour	2 per hour	1 per hour
Hazel Grove	2 per hour	2 per hour	1 per hour
Crewe	1 per hour	1 per hour	1 per hour
Blackpool North	1 per hour	1 per hour	1 per hour

Table 4.3 – Summary of Rail Services calling at Levenshulme

4.5 Summary

- 4.5.1 It is considered the site is highly accessible by sustainable modes of transport. The surrounding area exhibits good levels of pedestrian and cycling infrastructure, and there are a number of public transport opportunities within acceptable walking distance of the site.

5.0 Travel Plan Initiatives

5.1 Introduction

- 5.1.1 Taking into account the location of the proposed development and the accessibility of the site via walking, cycling and public transport, a series of measures and initiatives have been developed to encourage active and sustainable travel and reduce single occupancy car travel to and from the site.
- 5.1.2 This section of the ITP sets out the initiatives that could be implemented in a full Travel Plan at the site. The initiatives below are in line with the aims, objectives and benefits set out in **Section 2** of this document.

5.2 Appointment of Travel Plan Coordinator (TPC)

- 5.2.1 At least one month before first occupation of the proposed development, a Travel Plan Coordinator (TPC) will be appointed. The duty of the TPC will be to take responsibility for ensuring that the various elements of the Plan are monitored and operate effectively to offer a genuine choice of travel modes.
- 5.2.2 One of the primary responsibilities of the TPC is to work with TfGM to deliver free personalised travel planning for staff and residents incorporating a survey, events and then advice to staff and residents on sustainable travel choices.
- 5.2.3 Additional responsibilities of a TPC are further detailed in **Section 7** of this report.

5.3 Production of Welcome Packs

- 5.3.1 A vital initiative of the TP is likely to be the distribution of the Travel Plan Welcome Packs for all residents and staff.
- 5.3.1 Welcome packs can be important in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all staff at the development. The contents of the welcome packs will include:
- 5.3.2 Residents and staff could receive the Welcome Pack in the early stages of operation. Visitors to the site could be sent the Welcome Pack upon registering to attend an event or directed towards a website. The contents of the Welcome Packs will include:
- Introduction to the Travel Plan concept detailing the aims, objectives and aspirations;
 - The health benefits of walking and cycling, and the environmental benefits of sustainable modes of transport;
 - Maps showing local walking / cycling routes and places of interest;
 - Details of the “My TfGM” mobile app and online Journey Planner <http://my.tfgm.com/>;

- Details of public transport services, including ticketing options, timetables, and routes;
- Details of the Travel Plan Co-ordinator (TPC).
- Details and links to Car Sharer database registration;
- Car Club scheme;
- Electric Cycle scheme;
- Contact information for community transport options where necessary;
- Location of Electric Vehicle (EV) charging points;
- Calendar of annual events (Bike Week etc); and
- Information on rail cards and other incentive schemes available to rail travellers.

5.3.3 The information contained with the Welcome Packs would be periodically updated by the TPC. The information above could also be emailed to residents and staff, or on notice boards to be placed in communal areas.

5.4 Marketing and Promotional Measures

5.4.1 Providing easily accessible information on travel options can be important in influencing travel patterns. Relevant elements of the Travel Plan will be supplied to all residents and staff at the site electronically (via a Travel Page on the website or on the staff intranet) or physically on notice boards in communal areas. This will include:

- Provide a summary of the TP in the Welcome Pack;
- Publicise the TP with posters and notice boards in communal areas; and
- Organise a monthly promotional event in a communal area.

5.4.2 A version of this TP document and any subsequent TP review documents should be made readily accessible to all future residents and staff of the site. In order to ensure this, the following strategy will be undertaken:

- Provide an electronic copy to all staff and residents;
- Make a hard copy available at the reception areas; and
- An electronic version made available to download on the staff intra-web / Facebook page.

5.5 Measures to Encourage Walking

5.5.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual.

5.5.2 It has been demonstrated throughout **Section 4** of this ITP that there is an existing good level of pedestrian infrastructure in the surrounding area.

5.5.3 The following measures will be considered in order to encourage residents and staff to walk: (remove and amend as necessary)

- Raise awareness of the health benefits of walking;
- Promotions within the site on national events such as “National Walking Month”;
- Clear signing of pedestrian routes within and adjacent to the site;
- Providing new pedestrian signage from the site to the main destinations and bus stops;
- Regularly review and update information (if necessary) provided within the Welcome Packs / Travel Page / notice boards, such as:
 - Local pedestrian routes, including public footpaths and walking times to key destinations; and
 - Promote the Greater Manchester Walking website at gmwalking.co.uk/ which provides resources on routes, tips, local walking groups, or the www.walkit.com website for journey planning on foot.

5.5.4 Additional measures such as marketing campaigns incorporating free issue pedometers and alarms, and the implementation of a “walking buddy” scheme could also be considered.

5.6 Measures to Encourage Cycling

5.6.1 It has been demonstrated throughout **Section 4** of this ITP that there is an existing very good level of cycle infrastructure in the surrounding area. There will also be cycle parking provided for residents as part of the development proposals.

5.6.2 To encourage residents and staff to cycle, the following measures will be considered:

- Raise awareness of the health benefits of cycling;
- Encouraging local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;
- Register staff to the Cycle2Work scheme, which Halfords’ website notes can save employees up to 42% on a new cycle and safety accessories;
- Regularly review and update information (if necessary) provided within the Welcome Packs/ Travel Page / notice boards, such as:
 - Local cycle network routes;
 - Cycle information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk;
 - Promote the availability of local information on cycle training, parking, paths, maps, hire, or bringing bicycles on public transport on the TfGM website tfgm.com/cycling-and-walking;
 - Details of local cycle shops; and
 - Marketing campaigns such as “National Bike Week”.

- 5.6.3 Additional measures such as encouraging a “cycle buddy” scheme via a development-wide Bicycle User Group (BUG), making a ‘bike doctor’ available at BUG meetings to check bicycles and ensure they are road worthy (any recommended repairs will be identified but it will be the responsibility of the individual to fund the repairs), promoting TfGM’s cycle training sessions (family confidence training, learn to ride, road rider ready, one-to-one, basic / intermediate maintenance), and having the TPC negotiate discounts with local cycle retailers could also be considered.

5.7 Measures to Encourage Public Transport

- 5.7.1 It has been demonstrated throughout **Section 4** of this ITP that the site is highly accessible by public transport, and that there are further opportunities for wider public transport travel throughout Manchester.
- 5.7.2 The following measures will be considered in order to encourage residents and staff to travel by public transport:
- Implement a staff business policy of using public transport for travel in the course of work wherever feasible.
 - Provide a guaranteed lift home for staff who travel by public transport in the event of an emergency;
 - Negotiation with local bus companies for discounted/ free travel passes for residents and staff;
 - Arrange for season ticket loans for staff where a monthly deduction is made from their pay;
 - Regularly review and update information (if necessary) provided within the Welcome Packs/ Travel Page / notice boards, such as:
 - Details of Traveline’s online journey planning resources: <https://www.traveline.info/>;
 - Advertise any promotions/discounts offered by public transport operators;
 - A map showing local bus and rail stations in the vicinity of the site; and
 - Links to up-to-date bus and rail details including timetables / route maps.

5.8 Measures to Encourage Car Sharing / Shared Transport

- 5.8.1 Car sharing is an effective way of reducing single occupancy car trips if a number of people travel to the same location each day. This could be simply encouraged on an informal basis.
- 5.8.2 To aid the coordination of car sharing, it is suggested that residents and staff who are willing to car share should submit their name to the Travel Plan Coordinator (TPC). People could then be matched with those undertaking similar journeys on a more informal basis through informal events such as ‘car share coffee mornings’. Residents and staff will also be encouraged to separately discuss with colleagues and peers the option to car share to and from the site, with common needs, timetables or destinations.
- 5.8.3 It is envisaged that this would need to be regularly maintained / revised.

- 5.8.4 There are car sharing organisations which offer a matching service. Staff and visitors would be able to use the website; www.carsharegm.com, which has been developed by TfGM, to organise car shares. Notwithstanding this, CarshareGM is an employer-based car sharing scheme and residents and staff would need to work for a firm who is registered with the database to benefit from this.
- 5.8.5 Alternatively, www.liftshare.com/uk is a public website where prospective car sharers can search for matches on their own by filtering via location and time of departure etc. It is considered that car sharing would be an attractive facility for residents and staff who do not own a car but require occasional use.
- 5.8.6 The TPC will also raise awareness of car ownership costs and highlight the social and economic benefits of car sharing.

5.9 Measures to Encourage Ultra-Low and Zero Emission Vehicles

- 5.9.1 Ultra-Low and Zero Emission Vehicles contribute substantially to reduce the carbon footprint of private transportation. As the UK moves towards a net carbon society, Manchester is at the forefront of tackling Climate Change, including schemes such as the Bee Network, Climate Change Framework and commissioning the UK's first fleet of electric refuse vehicles.
- 5.9.2 To support the wider aims of the Council, Views will consider installation of Electric Vehicle (EV) charge points at the Jain Samaj Centre.

5.10 Summary

- 5.10.1 In summary, the TP initiatives contained in this section can be implemented by the TPC to encourage residents and staff to travel by sustainable modes of transport and contribute to the achievement of objectives set out earlier within this TP.
- 5.10.2 The list of measures above is by no means exhaustive but form the basis of those to be explored by the TPC and to be agreed with Travel Plan Officers at MCC.

6.0 Targets

6.1 Introduction

- 6.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section sets out the strategy for the Travel Plan targets and provides an overview of the data that should be collected as part of future travel surveys to inform the full Travel Plan once developed.

6.2 Data Collection and Analysis

Travel Surveys

- 6.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys of future staff and residents. Therefore, it is not appropriate to provide a definitive set of targets at this stage.
- 6.2.2 In order to understand travel habits, travel surveys will be distributed to all residents and staff within three months of first occupancy or when 50% occupancy has been reached, whichever is sooner. Recipients will be encouraged to participate, and the surveys would extract the following key information:
- Place(s) of work / residence;
 - Usual mode of travel and reason for modal choice;
 - Attractiveness of various active and sustainable modes;
 - Any barriers to walking, cycling and public transport; and
 - Initiatives that would encourage residents and staff to travel more sustainably.
- 6.2.3 This information will enable analysis to be undertaken to establish final targets. It will also provide information on reasons for that modal split and identify any measures that may encourage a modal shift.
- 6.2.4 Firstly, questions will be transferred to Momentive (formally known as SurveyMonkey), which is an online survey service widely used by both private and public sector organisations for data collection. Residents and staff would be sent this link in the early stages of operation and can click on it and get directed to an internet-based survey. Residents and staff can also be sent this link when they log into the sitewide Wi-Fi service. All results can be recorded on a computer database for analysis.
- 6.2.5 Paper surveys will also be made available across communal areas of the site. These results can be manually transferred to the Momentive computer database for analysis alongside the electronic surveys.

- 6.2.6 The information obtained will be used to undertake travel performance indicator and modal split analysis, whereby an answer rate of 60% could be considered a sufficient representation of residents and staff. Residents and staff would then be surveyed annually from the initial survey to review progress against current and targeted modal splits, as well as means of testing the effectiveness of new measures where appropriate.

6.3 SMART Targets

- 6.3.1 All performance indicator targets and potential modal split targets are considered to be suitable interim measures before travel surveys are undertaken.
- 6.3.2 At this point, official targets will be set through consultation with MCC. The official targets will be **SMART** (**S**ite-specific – **M**easurable – **A**chievable – **R**ealistic – **T**imed).
- 6.3.3 Once the travel surveys have been undertaken, it is possible to monitor modal splits so that Travel Plan initiatives can be tailored to increase uptake of certain modes of travel. Modal split targets are set for a reduction in private car use offset by an increase in sustainable modes.
- 6.3.4 To provide an indication of potential targets, an example is provided in **Table 7.1** below, which uses journey to work data from Manchester 027, where the proposed development is located:

Example of Potential Targets		
Travel Mode	Initial Modal Split (2011 Census)	Target Modal Shift Change
Car Driver	43%	-10%
Car Share	6%	0%
Public Transport	35%	+2.5%
Cycle	4%	+5%
Foot	11%	+2.5%
Other	1%	0%
Total	100%	--

Table 6.1 – Example of Potential Targets (Manchester 027 Modal Split)

- 6.3.5 The example modal split targets above aim for a 10% reduction in single occupancy car trips, whilst aiming for a 5% increase in cycling trips and 2.5% each by public transport and walking. These indicative targets are based on a sustainable baseline mode share, hence the modest suggested modal shift overall.
- 6.3.6 The above targets are indicative only, and final targets will be decided following the receipt of the baseline travel surveys.

- 6.3.7 These targets are considered to follow the principles and goals of the Greater Manchester Transport Strategy 2040.

7.0 Monitoring and Review

7.1 Introduction

7.1.1 This section of the report sets out the proposed management arrangements associated with the ITP.

7.1.2 DfT Good Practice Guidelines outlines six key messages regarding implementation and management, as follows:

- *“Travel plans are living documents that need to be updated in the light of experience and sustained throughout the life of a development.*
- *At all times a named individual needs to be responsible for leading the delivery of the travel plan.*
- *The developer/occupier should take the lead in respect of delivering the site-specific elements of the travel plan.*
- *Local authorities need to establish robust databases of all travel plans in their areas.*
- *Post-implementation management arrangements must be identified and included in the travel plan.*
- *Transport Management Associations may be an appropriate mechanism for assisting with the implementation and on-going management of travel plans within a wider area.”*

Source: Good Practice Guidelines: *Delivering Travel Plans through the Planning Process*. DfT, 2009.

7.1.3 It is clear from the above that a TP document should be considered as merely the starting point of the process. The implementation of a TP is an on-going requirement and will require support and leadership in achieving its objectives.

7.2 Responsibility and Management

7.2.1 Overall responsibility for the TP will lie with the Views or any future owner of the buildings if transacted prior to completion. Following full operation, the ITP will need to be updated to a full Travel Plan. This will involve the distribution of travel surveys.

7.2.2 The survey information will enable analysis to be undertaken to establish final targets. It will also provide information on the reasons for modal splits and identify measures that may encourage a modal shift.

7.2.3 At this point, the day to day responsibility will shift from the occupier to the appropriately appointed TPC.

7.2.4 Notwithstanding, adequate consultation and support from the scheme developer / management is required to ensure the smooth implementation of the TP.

7.3 Travel Plan Coordinator (TPC)

7.3.1 The TPC will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Implementing and promoting sustainable travel initiatives to ensure a coordinated approach across the site as a whole;
- Promoting individual measures/initiatives in the TP and instigate a marketing campaign upon first occupancy of the site;
- Liaising with public transport operators and represent the operator at relevant forums;
- Monitoring the TP and identifying trends in relation to the targets and reporting the findings to relevant parties (i.e. MCC); and
- Taking a key role in reviewing the TP according to the achievement of the modal shift targets specified therein.

7.3.2 A TPC will be nominated in due course, at least one month before operation.

7.4 Monitoring and Evaluation

7.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets and would be the responsibility of the appointed TPC. Apart from receiving regular updates from residents and staff and liaising with MCC on transport-related matters, the main monitoring process will involve travel surveys as described in **Section 6** above.

7.4.2 The results of each survey would be used to review progress against target modal splits, where the TPC will be required to calculate the percentage share of all travel modes to and from the site. Where targets are not met, remedial actions will be proposed, agreed and then monitored for effect.

7.4.3 The figures calculated will additionally take account of known parameters (such as car parking / ownership) which will be calculable independently to ensure the robustness of the information provided.

7.4.4 Monitoring reports will be provided to officers at MCC annually following the receipt of the first surveys, within 3 months of each travel survey phase. The reports would include a comparison of achievements against targets and remedial proposals for improvement where required. It would also include a summary of changes to any personnel, any new or changed partnerships and outline plans and proposals for the coming year. In addition, survey results would be circulated to all residents and staff upon the completion of surveys.

- 7.4.5 Monitoring will be carried out for a period of at least three years from the date of the baseline travel surveys (or until a date to be agreed with MCC) to ensure that the TP reflects current opportunities and local circumstances. The five-year monitoring schedule will include three surveys: the initial monitoring survey and two follow-up surveys.

8.0 Action Plan

8.1 Introduction

8.1.1 **Table 9.1** below summarises the key actions from the document by providing an Action Plan for the Travel Plan process:

Action	Target Date	Responsibility
Appoint TPC	One month before first occupation	Views or any future owner of the buildings if transacted prior to completion
Produce Welcome Pack	Upon occupation of the development	TPC
Implement TP Initiatives	During occupation of the development	TPC
Undertake Initial Travel Surveys	Within three months	TPC
Decide Targets	Within one month of undertaking the initial surveys	TPC in conjunction with MCC
Update ITP to a full Travel Plan	Within two months of agreeing modal splits with MCC	TPC
Distribute Travel Survey Results to MCC	Within three months of each travel survey phase	TPC
Carry Out Annual Travel Surveys and Other Monitoring Exercises	Annually for at least three years from the date of the baseline travel surveys (or until a date to be agreed with MCC)	TPC

Table 8.1 – Action Plan

8.1.2 As a TP is a living document which should be adapted and updated as and when required, the TPC should aim to progress these actions within the allocated timeframe, with support as required from the scheme developer / management.

8.1.3 Progress against measures can be directly recorded into a working version of an Action Plan, which could be updated on an annual basis as part of the monitoring and review process.

Appendix A – Proposed Site Layout

Our Locations

Birmingham

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