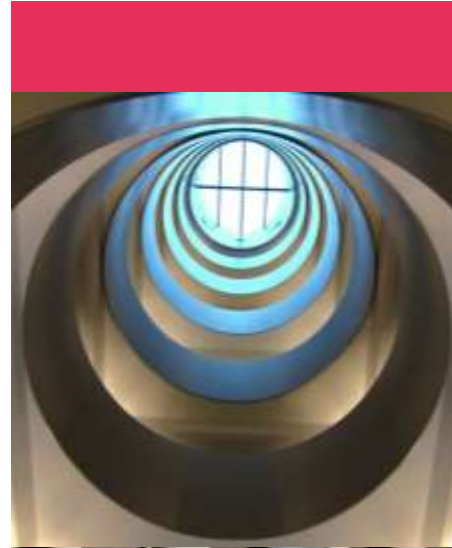


98 Wilmslow Road

Interim Travel Plan

Curtins Ref: 77540-CUR-XX-XX-T-TP-00002
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Appendix A – Proposed Site 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 98 Wilmslow Road, Manchester, for the construction of 42 apartments over four storeys with 6no. ancillary retail/food & beverage units at ground floor level.
- 1.1.2 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: 77540-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’

- *“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.”*

which improves peoples' health. According to TfGM's document 'Transport for Sustainable Communities: a Guide for Developers', a TP should achieve:

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.”

- 2.2.1 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.
- 2.2.2 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.

- 2.2.3 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.
- 2.2.4 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:

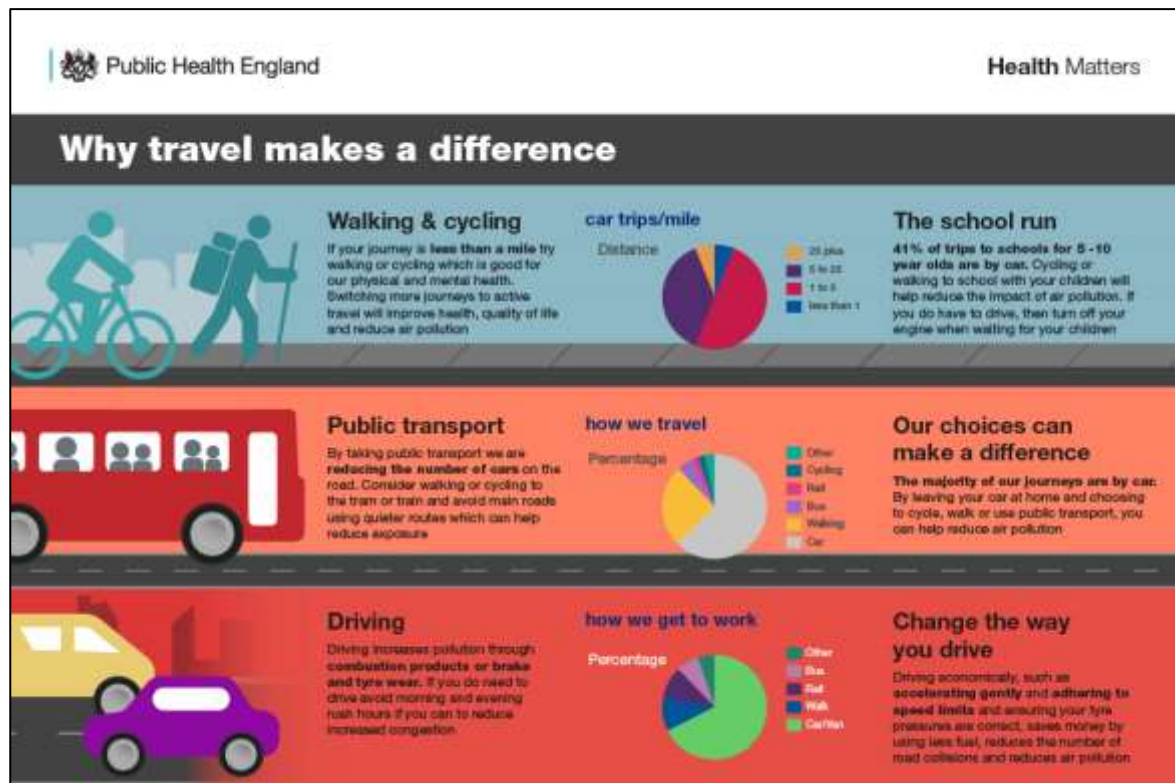


Figure 2.1 – The Impact of Travel Behaviour on Public Health
(Source: PHE)

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 site is located in Rusholme on the 'Curry Mile', being bound by a Jobcentre Plus to the north, Wilmslow Road to the east, Grandale Street to the south and shops and restaurants to the east.

3.1.2 **Figure 3.1** illustrates the location of the site in relation to the surrounding areas, and **Figure 3.2** shows the site in a more local context relating to the local highway network.

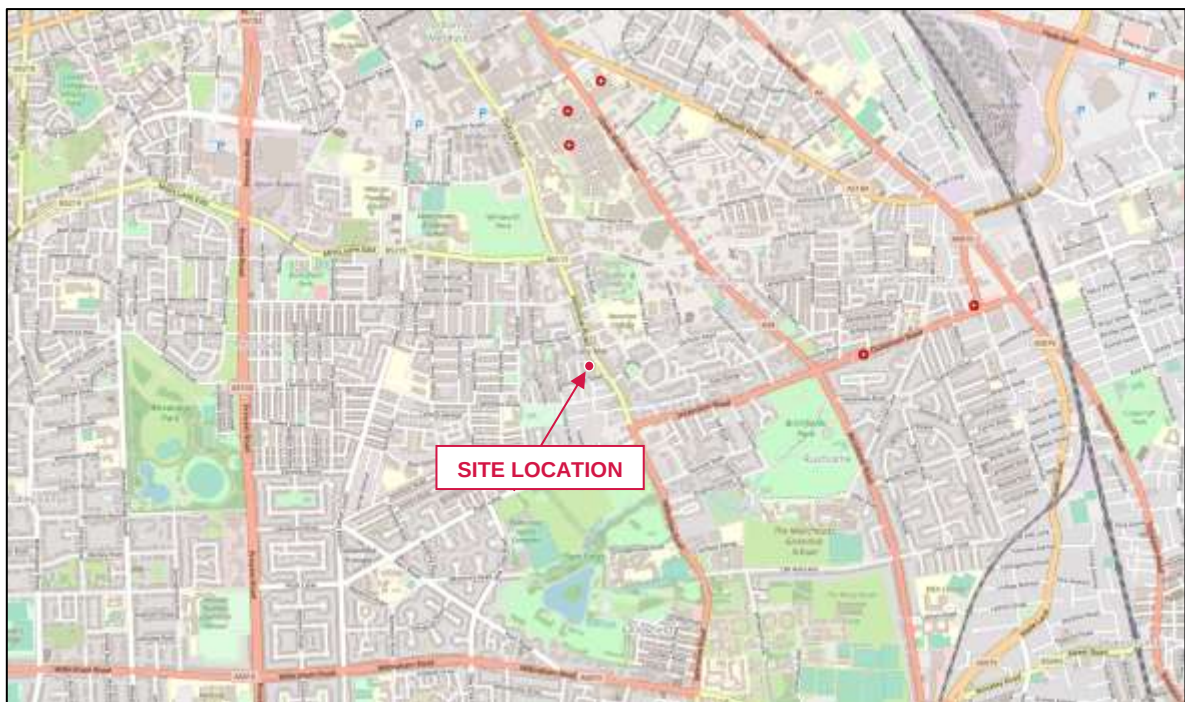


Figure 3.1 – Site Location in Relation to the Surrounding Areas
(Source: OpenStreetMap, 2022)

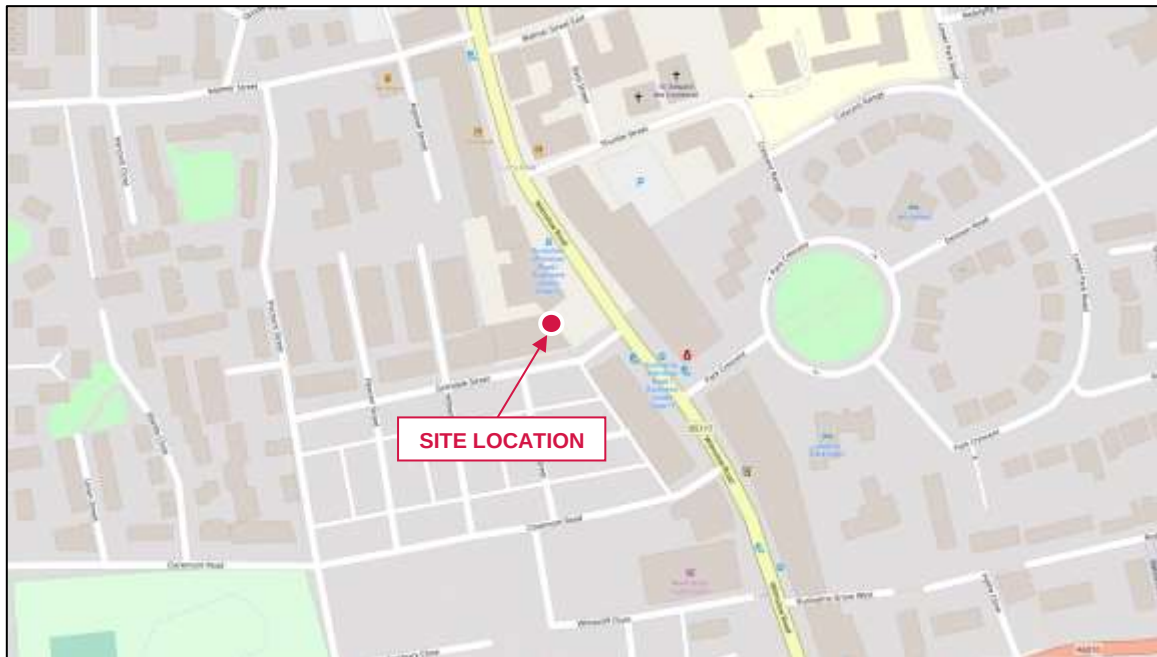


Figure 3.2 – Site Location in relation to the Local Highway Network (Source: OpenStreetMap)
(Source: OpenStreetMap, 2022)

3.2 Existing Use and Access

- 3.2.1 The existing site comprises of a café with 8no. car parking spaces. The site is currently accessed by vehicles, pedestrians, and cyclists from Wilmslow Road with a fire escape onto Grandale Street.

3.3 Surrounding Highway Network

Wilmslow Road

- 3.3.1 The site benefits from direct access to the improved Dutch-style cycle corridor on Wilmslow Road/Oxford Road, which takes cyclists away from vehicular traffic to the side of the carriageway. This improves safety and will promote the uptake of cycling to residents as a safer travel mode.
- 3.3.2 The road is subject to a 30mph speed limit and benefits from street lighting. There are also parking bays along its eastern side. The site is located on the 'Curry Mile' area and so various retail outlets and restaurants flank the road on both sides, as well as other local shops and Shisha lounges.
- 3.3.3 There is a pedestrian crossing across the road along the site's Wilmslow Road frontage complete with dropped kerbs, tactile paving, and push-button operated traffic lights.
- 3.3.4 There are northbound and southbound bus stops with shelters, seating, lay-bys and flagpoles, both within 50m of the site.

Grandale Street

- 3.3.5 Grandale Street extends for c.170m in an east-west alignment from a priority three-arm junction with Wilmslow Road to the priority three-arm junction with Viscount Street.
- 3.3.6 The road is c.7m-wide with c.3m-wide footways and on-street parking available on both sides of the carriageway.
- 3.3.7 There is a signalised pedestrian crossing with dropped kerbs and tactile paving at the junction with Wilmslow Road, and informal crossing facilities at the junction with Viscount Street.

3.4 Access for Mobility and Visually Impaired Users

- 3.4.1 The site benefits from its urban location and the extensive existing infrastructure afforded by its strategic position on the Wilmslow Road/Oxford Road corridor. There are a number of existing features which ensure safe, convenient, and aided access for those site users who are disabled and / or visually impaired. Blue badge holders can also park free of charge without any time limits at any pay and display bay.
- 3.4.2 There are pedestrian crossings along the site frontages across Grandale Street and Wilmslow Road with tactile paving and dropped kerbs, along with push-button traffic lights on the latter.

4.0 Development Proposals

4.1 Summary

- 4.1.1 The proposals are for 42 apartments over four floors, with six ancillary retail/food and beverage units at ground floor level, with associated residential car and cycle parking.
- 4.1.2 The proposed site layout is provided in **Appendix A**.

4.2 Proposed Access

- 4.2.1 The site would be accessed by vehicles from Grandale Street. Residents travelling by foot and cycle would access the site in a similar manner to vehicles, while users of the retail element would access the site from Wilmslow Road.

4.3 Proposed Parking

Car Parking

- 4.3.1 Due to the constrained nature of the Site, only 12no. spaces (including 2no. disabled bays) for the residential element of the scheme can be provided within the curtilage of the Proposed Development.
- 4.3.2 The Manchester Residential Quality Guidance (2017) document recommends that 100% parking provision “as a starting point” outside the city centre, however:

“Reduced on site provision may be justified on the basis of:

- Secure cycle parking in excess of 50% provision relative to apartment numbers (4 cycle spaces per car park space);*
- Identification of sufficient off-site capacity, within 5 minutes’ walk of the development, to accommodate designated spaces associated with the development (via a long-term leasehold to be available for the life of the development);*
- Provision of designated on-street parking, subject to satisfactorily demonstrating the spaces will be properly designed and integrated into the street scene in agreement with the Local Planning and Highways Authority, and in accordance with the wider principles of this document;*
- Demonstrating that provision of full parking provision will unacceptably comprise the development’s active frontages and relationship with the street, and evidence that alternative parking solutions cannot be viably accommodated; and*
- Provision of robust research and market evidence to demonstrate that lower levels of car parking demand will be appropriate for a particular scheme.”*

- 4.3.3 Based on the QS416EW dataset of the 2011 Census, titled ‘Car or Van Availability’, there are the following levels of car ownership in the Manchester 025 Middle Super Output Area (MSOA) where the site is located.

2011 MSOA – Manchester 025	No car/van	1 car/van	2 cars/vans	3 cars/vans	4 or more cars/vans	All categories
Households	2,455	1,327	228	41	8	4,059
Total Number of Cars/Vans	0	1,327	456	123	32	1,938
Cars per Household						0.48

Table 4.1 – Car Ownership

- 4.3.4 It is evident that car ownership levels below 0.5 in 2011 suggests that Manchester City Council's standards are excessive for this location.
- 4.3.5 Limiting the availability of parking would lower this existing level of ownership further in the case of the proposed development site, and, accepting that the proposed development would also include higher density residential development such as flats/apartments, demand may also not meet the figures presented above.
- 4.3.6 Notwithstanding this, as prospective residential occupiers come forward to occupy, they would be aware of the private vehicle ownership restrictions living in the proposed development would bring and would decide on whether to purchase / rent such a property in consideration of this. The levels of parking on site would act as an initiative to encourage alternative modes of transport.
- 4.3.7 Furthermore, as discussed in the following **Section 5**, it is considered the site is highly accessible by sustainable modes of transport. It is likely that site residents and users will utilise the various public transport and cycle options available to access places of work and leisure within Manchester, and a variety of amenities are available are within walking distance. A car may not be necessary for the majority of site users.
- 4.3.8 All parking spaces and disabled bays to conform to MCC's standard minimum requirements of 2.4m x 4.8m (with an added 1.2m wide margin for disabled bays), and there would be 6.0m wide aisles throughout to allow for vehicles to manoeuvre without conflict within the car park.
- 4.3.9 3no. spaces will be equipped with active EV charging points. The remaining spaces will be passive with the potential to install EV charging points if there is sufficient demand.
- 4.3.10 On this basis, the level of 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.

Cycle Parking

- 4.3.11 There will be 44no secure, covered cycle parking spaces for residents, equating to 104% cycle parking provision. This well exceeds MCC's recommendation of 50% provision.

5.0 Accessibility by Sustainable Modes of Travel

5.1 Introduction

5.1.1 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.

5.1.2 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.

5.2 Pedestrian Accessibility

5.2.1 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 5.1**:

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 5.1 – CIHT Recommended Walking Distances

5.2.2 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.

5.2.3 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. **Figure 5.1** 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.

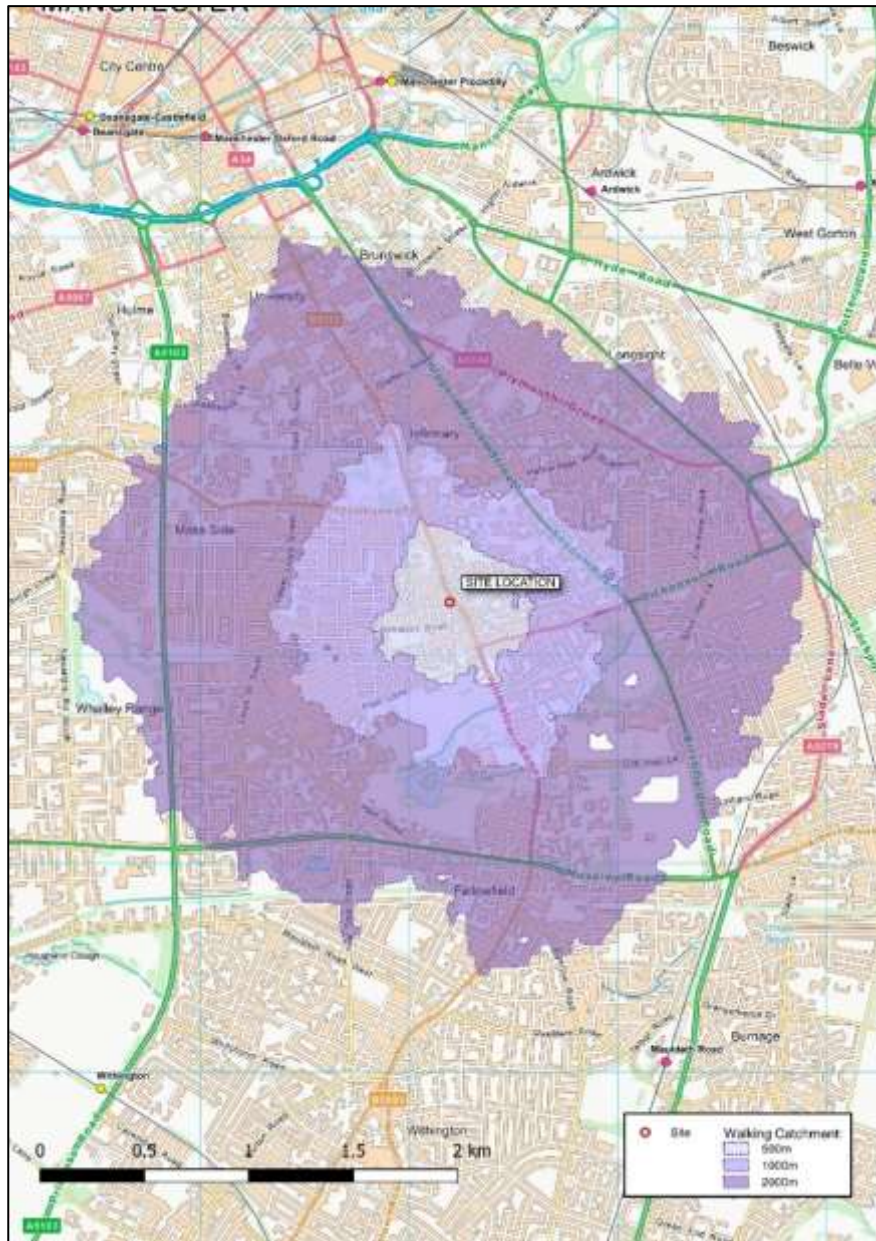


Figure 5.1 – Indicative Pedestrian Catchment

- 5.2.4 The 500m catchment includes all of Rusholme, including employment facilities and various amenities/services for future residents to use. A large supermarket is situated to the south of the site, along with various food outlets and facilities along the extent of Wilmslow Road. Educational facilities such as Heald Place Primary School and Xaverian College are located in desirable walking distance 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.
- 5.2.5 Within approximately 500m – 1,000m from the centre of the site, future residents can reach more amenities located on the Wilmslow Road/Oxford Road corridor, such as additional food superstores, Manchester Royal Infirmary, banks, food takeaways and various public houses. In addition, Platts Field Park and services within Fallowfield are within 1,000m walk of the site.

- 5.2.6 The University of Manchester and areas of Longsight, Whalley Range and Withington are all accessible within a 2,000m catchment of the Proposed Development. Furthermore, Manchester city centre is just outside of the 2,000m catchment and is likely that future residents may walk further to access the additional opportunities that the City Centre has to offer. These areas include an abundance of facilities and amenities, including employment, churches, mosques, libraries, and doctors' surgeries, for future residents to utilise.
- 5.2.7 The pedestrian infrastructure which connects the site to the above facilities is generally excellent and there are well lit, wide footways with a number of controlled crossing points across key roads.
- 5.2.8 It is considered that the site is situated within a highly accessible area, with a number of complimentary uses within walking distance.

5.3 Cycle Accessibility

- 5.3.1 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.
- 5.3.2 In order to assist in assessing the accessibility of the site by cycle, **Figure 5.2** 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).

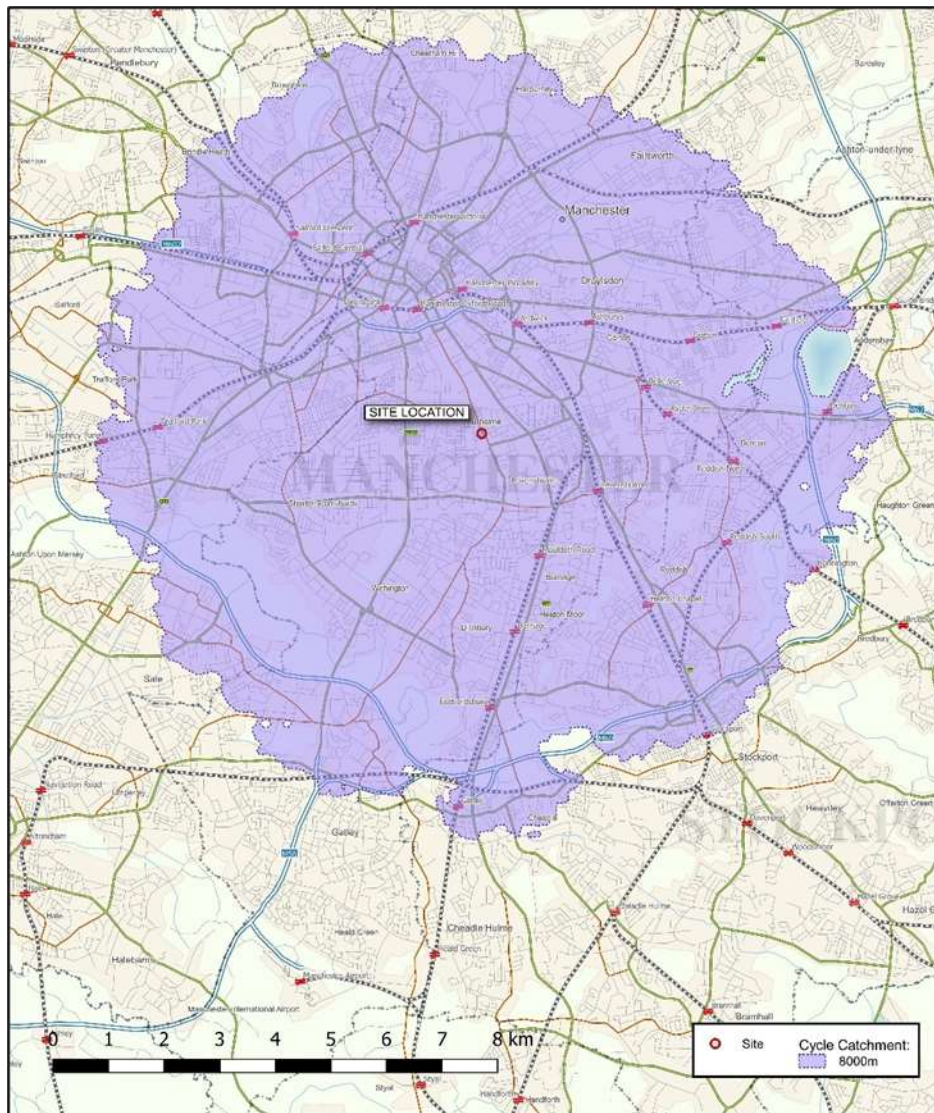


Figure 5.2 – Indicative Cycle Catchment

- 5.3.3 The site will include a minimum of 100% secure cycle parking facilities for all residents.
- 5.3.4 The 8km catchment extends as far as Cheetham Hill in the north, Denton to the east, Stockport in the south and Trafford Park to the west. The catchment also includes Manchester and Salford city centres.
- 5.3.5 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 and Withington.
- 5.3.6 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 Claremont Road, travelling approximately 1.5km in a westerly direction before accessing NCR 6 on Quinney Crescent (adjacent to Alexandra Park).
- 5.3.7 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
- RCR 86 – extends east of the city centre via the Etihad Campus and Medlock Valley out to Oldham.

5.3.8 The local cycle network in the vicinity of the site is shown in **Figure 5.3** below:

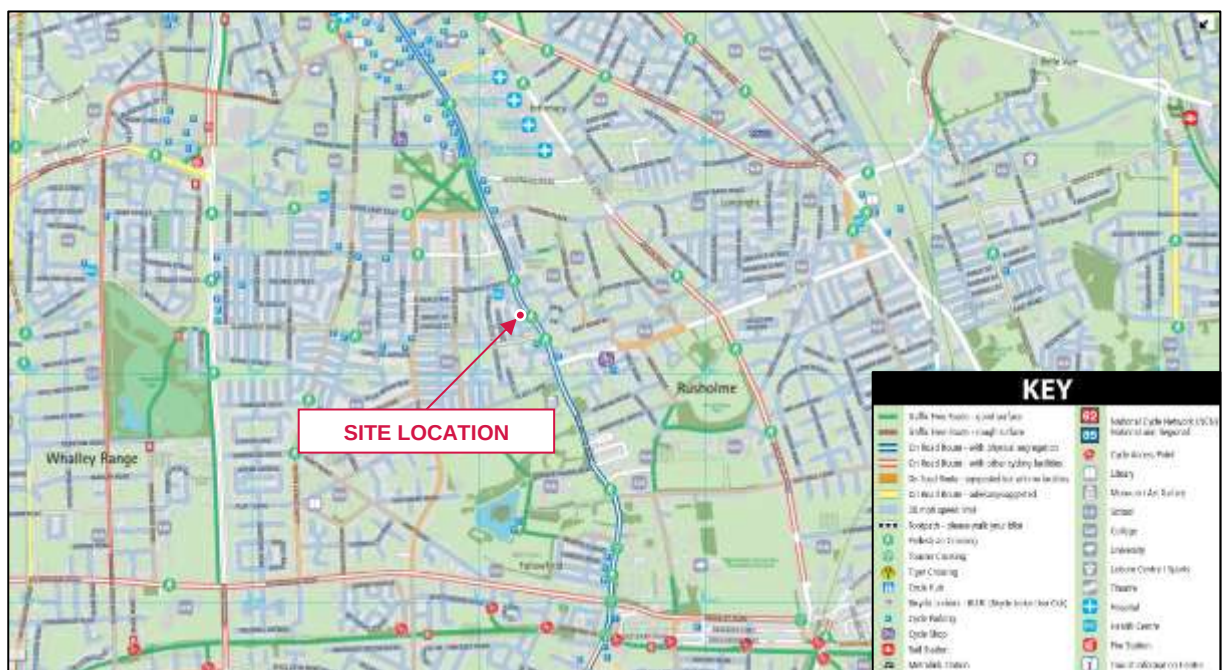


Figure 5.3 – Local Cycle Network
(Source: TfGM)

- 5.3.9 The local cycle network is also a part of Greater Manchester’s cycling and walking infrastructure proposal, named the “Bee Network”. 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.
- 5.3.10 Wilmslow Road/ Oxford Road forms a continuous ‘Busy Beeway’ - fully segregated cycling and walking routes on busy roads – for 2.8km between the junctions with Dickenson Street in Rusholme and Whitworth Street in the city centre. This connects to Oxford Road station and the ‘Busy Beeways’ on Whitworth Street.

5.3.11 The site is therefore ideally placed to take advantage of the cycle connections around south Manchester. Furthermore, the development will provide secure cycle parking spaces to encourage cycling. In summary, it is considered that cycling is a highly realistic mode of travel to and from the site.

5.4 Public Transport Accessibility

5.4.1 **Figure 5.4** below demonstrates the areas accessible via public transport within 20, 40 and 60 minutes of the site.

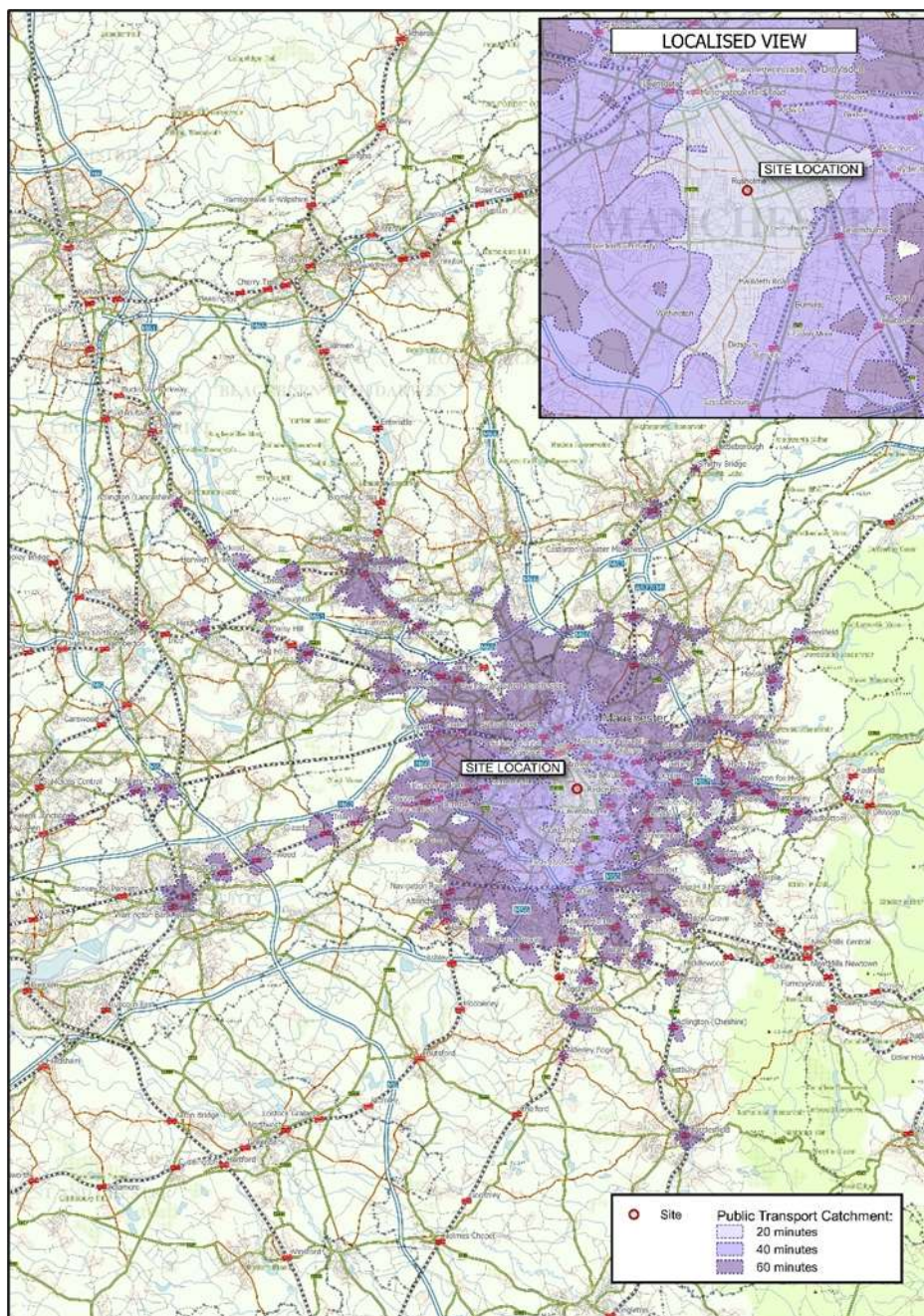


Figure 5.4 – Indicative Public Transport Catchment

- 5.4.2 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. The method is essentially a way of measuring the density of the public transport provision at any location within the Greater Manchester region.
- 5.4.3 The accessibility index score is categorised into eight levels (1 to 8), where level 8 represents a high level of accessibility and level 1 a low level of accessibility.
- 5.4.4 The site is located in an area with an 'excellent' GMAL rating of 8 and is considered appropriately situated to take advantage of existing public transport infrastructure within south Manchester.
- 5.4.5 Additional amenities and Universities are located on Oxford Road to the north and Manchester city centre is located approximately 2.5km walk to the north. Travel time via public transport to the City Centre is c.20 mins utilising the frequent services of the Oxford Road bus corridor.
- 5.4.6 Accessibility by bus and rail are considered further below, with a local public transport network map included in **Figure 5.5** below:

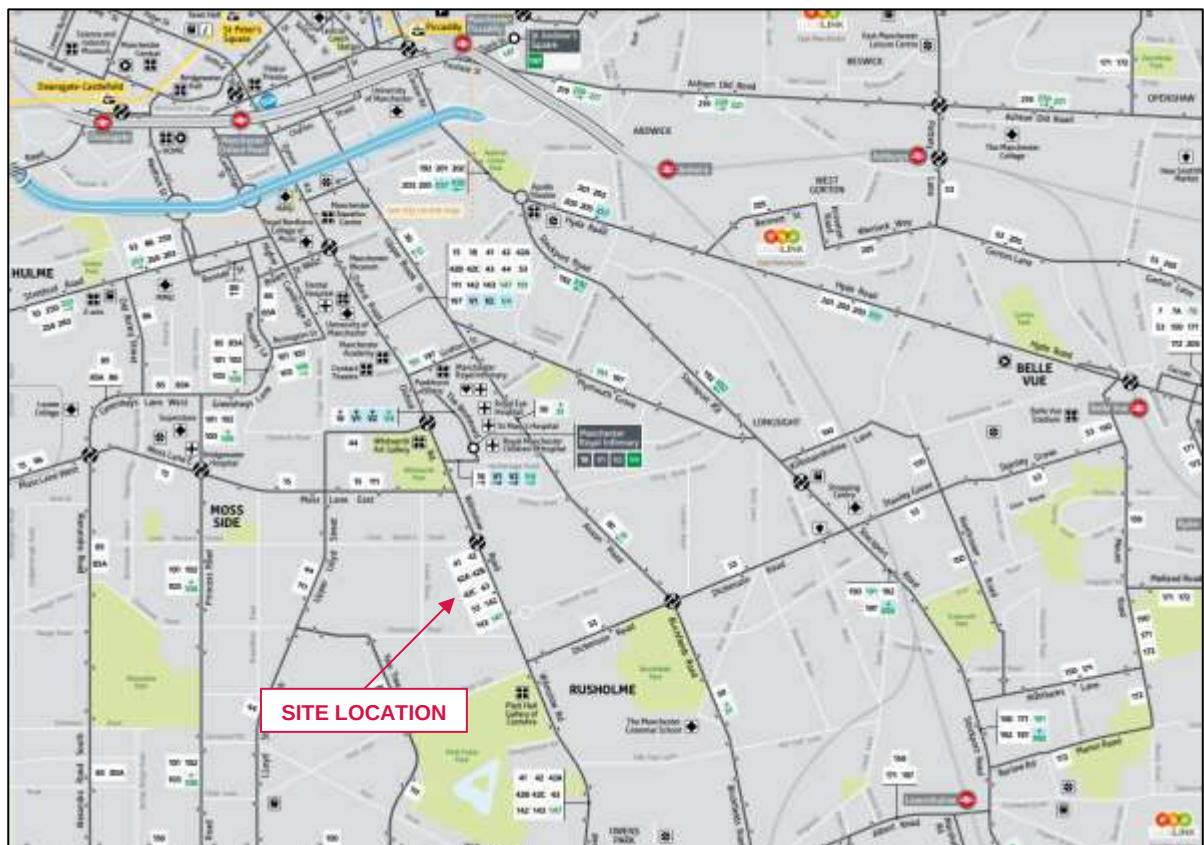


Figure 5.5 – Public Transport Network in the vicinity of the Site
(Source: TfGM)

Bus Accessibility

- 5.4.7 Guidance from the Chartered Institution of Highways and Transportation (CIHT) document '*Buses in Urban Developments*' (2018) indicates that ideally, a bus stop should be located within the following from a new development based on its location and the number of services:

Situation	Maximum Walking Distance (m)
Core bus corridors with two or more high-frequency services	500
Single high-frequency routes (every 12 minutes or better)	400
Less frequent routes	300
Town/city centres	250

Table 5.2 – CIHT Maximum Suggested Walking Distances to Bus Stops

- 5.4.8 The nearest bus stops are located within 50m of the site, on both sides of Wilmslow Road. **Table 5.3** details the services that call at these stops, and their associated frequencies:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
41	Sale - Northenden - Manchester - North Manchester General Hospital - Middleton	4 per hour	3 per hour	2 per hour
42	Manchester - MRI - Withington - Didsbury - Stockport	2 per hour	2 per hour	1 per hour
42A	Manchester - Rusholme - East Didsbury - Reddish	2 per hour	2 per hour	1 per hour
42B/C	Manchester - East Didsbury - Bramhall - Woodford	3 per hour	3 per hour	1 per hour
43	Manchester - Withington - Northenden - Wythenshawe - Manchester Airport	6 per hour	2 per hour	2 per hour
53	Cheetham Hill - Gorton - Rusholme - Old Trafford - Salford Quays - Pendleton	2 per hour	2 per hour	1 per hour
142	Manchester - MRI - Fallowfield - The Christie - East Didsbury	6 per hour	6 per hour	6 per hour
143	Manchester - Rusholme - Fallowfield - West Didsbury	6 per hour	6 per hour	6 per hour
147	Piccadilly Rail Station - West Didsbury	6 per hour	N/A	N/A

Table 5.3 – Bus Service Frequencies in Vicinity of Site

- 5.4.9 These stops provide regular access seven days a week 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.

5.4.10 It is considered that the site is accessible by bus.

Rail Accessibility

5.4.11 There are no rail stations within the 2km 'Preferred Maximum' walking distance; however, Manchester Oxford Road can be accessed by cycle along the 'Busy Beeway' connecting directly to the site and station and is within a 15-minute direct bus journey with services every few minutes.

5.4.12 The station is staffed and has automated ticketing facilities. All the platforms are accessible via a footbridge or with lifts for step-free access. There is also sheltered cycle storage available which is monitored by CCTV cameras.

5.4.13 **Table 5.4** shows the frequencies of regular trains that operate from Manchester Oxford Road. Frequencies listed are for trips in both directions unless otherwise stated with an asterisk (*).

Service	Peak Hourly Frequency		
	Mon – Fri	Sat	Sun / Hols
Northern Rail trains:			
Carlisle to Preston and Manchester via Cumbrian Coast and Windermere to Manchester Airport Calling at: Barrow-in-Furness, Roose, Dalton, Ulverston, Cark, Kents Bank, Grange-over-Sands, Arnsdale, Silverdale, Carnforth, Windermere, Staveley, Burneside, Kendal, Oxenholme Lake District, Lancaster, Preston, Manchester Oxford Road, Manchester Piccadilly, and Manchester Airport.	Hourly	Hourly	Hourly
Manchester and Manchester Airport to Southport and Kirkby Calling at: Manchester Airport, Heald Green, Manchester Piccadilly, Manchester Oxford Road, Deansgate, Salford Crescent, Kearsley, Farnworth, Moses Gate, Bolton, Westhoughton, Hindley, Wigan Wallgate, Gathurst, Appleby Bridge, Parbold, Burscough Bridge, Meols Cop, and Southport.	Hourly	Hourly	Hourly
Liverpool to Manchester Airport and Warrington Bank Quay via Earlestown (includes Helsby to Ellesmere Port) Calling at: Liverpool Lime Street, Edge Hill, Wavertree Technology Park, Broad Green, Roby, Huyton, Whiston, Rainhill, Lea Green, St Helens Junction, Earlestown, Newton-le-Willows, Patricroft, Eccles, Manchester Oxford Road, Manchester Piccadilly, Mauldeth Road, Burnage, East Didsbury, Gatley, Heald Green, and Manchester Airport.	Hourly	Hourly	Hourly
Liverpool to Manchester Piccadilly via Warrington Central Calling at: Liverpool Lime Street, Edge Hill, Mossley Hill, West Allerton, Liverpool South Parkway, Hunt's Cross, Halewood, Hough Green, Widnes, Sankey for Penketh, Warrington West, Warrington Central, Padgate, Birchwood, Glazebrook, Irlam, Flixton, Chassen Road, Urmston, Humphrey Park, Trafford Park, Deansgate, Manchester Oxford Road.	Every 30 minutes	Every 30 minutes	Every 30 minutes

Service	Peak Hourly Frequency		
	Mon – Fri	Sat	Sun / Hols
Manchester to Crewe via Stockport and via Manchester Airport Calling at: Manchester Oxford Road, Manchester Piccadilly, Mauldeth Road, Burnage, East Didsbury, Gatley, Heald Green, and Manchester Airport.	Every 30 minutes	Every 30 minutes	Every 30 minutes
East Midlands Railway trains:			
Liverpool to Norwich Calling at: Liverpool Lime Street, Liverpool South Parkway, Widnes, Warrington Central, Manchester Oxford Road, Manchester Piccadilly, Stockport, Dore & Totley, Sheffield, Chesterfield, Alfreton, Ilkeston, Nottingham, Grantham, Peterborough, Ely, Thetford, and Norwich.	Hourly	Hourly	Hourly
Transport for Wales trains:			
Llandudno to Manchester Calling at: Llandudno Junction, Colwyn Bay, Abergele and Pensarn, Rhyl, Prestatyn, Flint, Shotton, Chester, Helsby, Frodsham, Runcorn East, Warrington Bank Quay, Earlestown, Newton-le-Willows, Manchester Oxford Road, Manchester Piccadilly, East Didsbury, and Manchester Airport.	Hourly	Hourly	Hourly
TransPennine Express trains:			
Manchester Airport to Preston, Carlisle, and Glasgow Central / Edinburgh Calling at: Manchester Airport, Manchester Piccadilly, Manchester Oxford Road, Bolton, Preston, Lancaster, Oxenholme, Penrith, Carlisle, Lockerbie, Carstairs, diverge to Motherwell and Glasgow Central OR Haymarket and Edinburgh.	Every 2 hours	Every 2 hours	Every 2 hours
Manchester Airport to Leeds, Hull, York, Scarborough, Middlesbrough, Newcastle and Edinburgh Calling at: Manchester Airport, Gatley, Manchester Piccadilly, Manchester Oxford Road, Manchester Victoria, Huddersfield, Dewsbury, Leeds, York, Thirsk, Northallerton, Yarm, Thornaby, Middlesbrough, and Redcar Central.	Hourly	Hourly	Hourly

Table 5.4 - Rail Service Frequencies at Manchester Oxford Road

5.4.14 It is noted that the provision of rail services will change over time in response to current circumstances. The rail frequencies are accurate at the time of writing, whereas up-to-date rail times can be found on respective train operators' website:

- Northern Rail: www.northernrailway.co.uk/travel/timetables;
- East Midlands Railway: www.eastmidlandsrailway.co.uk/timetables;
- Transport for Wales: www.tfwrail.wales/travel-safer/timetable; and
- TransPennine Express: www.tpexpress.co.uk/travel-updates/timetables.

5.4.15 Alternatively, Manchester Piccadilly station is a major transport interchange, being the main rail hub in the North West. It provides regional and national frequent services with trains departing to London every 20 minutes, with an average journey time of 2 hours and 10 minutes. Many of the buses that call at the Oxford Road bus stops also serve the Manchester Piccadilly station.

5.4.16 In summary, it is considered the site is highly accessible by Metrolink (light rail).

5.5 Summary

5.5.1 It is considered the site is highly accessible by sustainable modes of transport, which are also usable by those with limited mobility and are wheelchair accessible. The surrounding area exhibits excellent levels of pedestrian and cycling infrastructure, and there are a number of public transport opportunities within acceptable walking distance of the site

6.0 Travel Plan Initiatives

6.1 Introduction

- 6.1.1 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.
- 6.1.2 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.

6.2 Appointment of Travel Plan Coordinator (TPC)

- 6.2.1 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.
- 6.2.2 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.
- 6.2.3 Additional responsibilities of a TPC are further detailed in **Section 8** of this report.

6.3 Production of Welcome Packs

- 6.3.1 A vital initiative of the TP is likely to be the distribution of the Travel Plan Welcome Packs for all residents and staff.
- 6.3.1 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:
- 6.3.2 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.

6.3.3 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.

6.4 Marketing and Promotional Measures

6.4.1 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.

6.4.2 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.

6.5 Measures to Encourage Walking

6.5.1 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.

6.5.2 It has been demonstrated throughout **Section 5** of this ITP that there is an existing good level of pedestrian infrastructure in the surrounding area.

6.5.3 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.

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

6.6 Measures to Encourage Cycling

6.6.1 It has been demonstrated throughout **Section 5** 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.

6.6.2 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”.

- 6.6.3 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.

6.7 Measures to Encourage Public Transport

- 6.7.1 It has been demonstrated throughout **Section 5** 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.
- 6.7.2 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.

6.8 Measures to Encourage Car Sharing / Shared Transport

- 6.8.1 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.
- 6.8.2 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.
- 6.8.3 It is envisaged that this would need to be regularly maintained / revised.

- 6.8.4 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.
- 6.8.5 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.
- 6.8.6 The TPC will also raise awareness of car ownership costs and highlight the social and economic benefits of car sharing.

6.9 Measures to Encourage Ultra-Low and Zero Emission Vehicles

- 6.9.1 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.
- 6.9.2 To support the wider aims of the Council, the Proposed Development includes a 25% Electric Vehicle Charge (EVC) provision, with active charge points installed, upon occupation of the development. There will be the passive infrastructure necessary to increase this to 100% provision in the future.
- 6.9.3 Demand for EVC will be monitored as part of the ITP with additional charge points installed, as necessary, to meet demand.

6.10 Summary

- 6.10.1 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.
- 6.10.2 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.

7.0 Targets

7.1 Introduction

- 7.1.1 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.

7.2 Data Collection and Analysis

Travel Surveys

- 7.2.1 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.
- 7.2.2 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.
- 7.2.3 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.
- 7.2.4 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.
- 7.2.5 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.

- 7.2.6 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.

7.3 SMART Targets

- 7.3.1 All performance indicator targets and potential modal split targets are considered to be suitable interim measures before travel surveys are undertaken.
- 7.3.2 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).
- 7.3.3 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.
- 7.3.4 To provide an indication of potential targets, an example is provided in **Table 7.1** below, which uses journey to work data from Manchester 025, where the proposed development is located:

Example of Potential Targets		
Travel Mode	Initial Modal Split (2011 Census)	Target Modal Shift Change
Car Driver	28%	-10%
Car Share	4%	0%
Public Transport	41%	+2.5%
Cycle	8%	+5%
Foot	18%	+2.5%
Other	1%	0%
Total	100%	--

Table 7.1 – Example of Potential Targets (Manchester 025 Modal Split)

- 7.3.5 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.
- 7.3.6 The above targets are indicative only, and final targets will be decided following the receipt of the baseline travel surveys.

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

8.0 Monitoring and Review

8.1 Introduction

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

8.1.2 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.

8.1.3 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.

8.2 Responsibility and Management

8.2.1 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.

8.2.2 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.

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

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

8.3 Travel Plan Coordinator (TPC)

8.3.1 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.

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

8.4 Monitoring and Evaluation

8.4.1 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 7** above.

8.4.2 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.

8.4.3 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.

8.4.4 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.

- 8.4.5 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.

9.0 Action Plan

9.1 Introduction

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

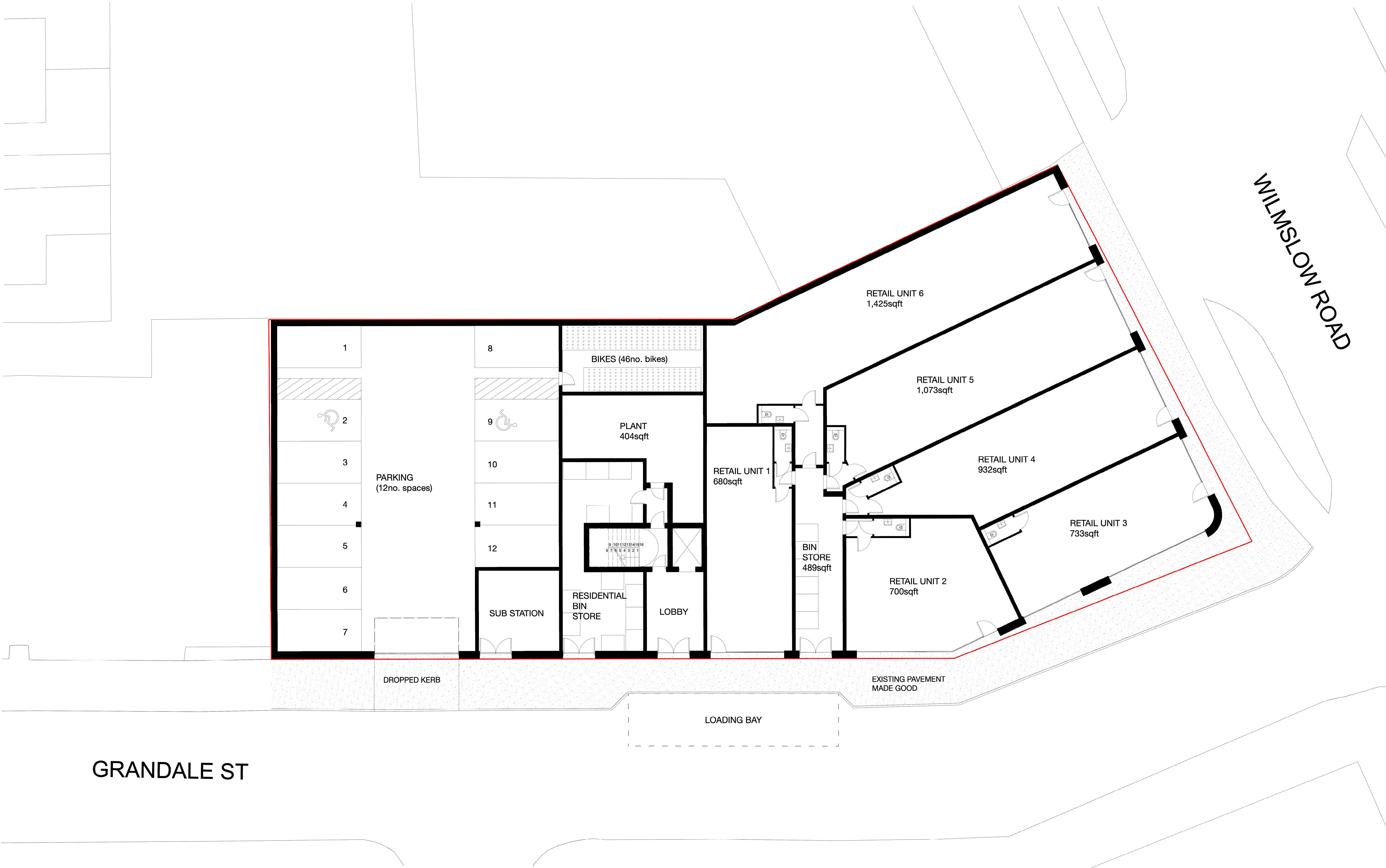
Action	Target Date	Responsibility
Appoint TPC	One month before first occupation	Views or any future owner of the buildings if transacted prior to completion
Produce Welcome Pack	Upon occupation of the development	TPC
Implement TP Initiatives	During occupation of the development	TPC
Undertake Initial 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 9.1 – Action Plan

9.1.2 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.

9.1.3 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



PROPOSED GROUND FLOOR PLAN
1:100 @ A1

IMPORTANT NOTES:					CLIENT:			
					PROJECT: NEW RESIDENTIAL DEVELOPMENT			
					ADDRESS: 98 WILMSLOW ROAD, RUSHOLME			
					DRAWING TITLE: PROPOSED GROUND FLOOR PLAN			
					SCALE: 1:100 @ A1		DATE: APRIL 2021	
					DRAWING NO: A454_P_100C			

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