

RESIDENTIAL DEVELOPMENT

Former Bull's Head, Chester Road, Manchester

Travel Plan

Prepared on behalf of:
Generation Ltd



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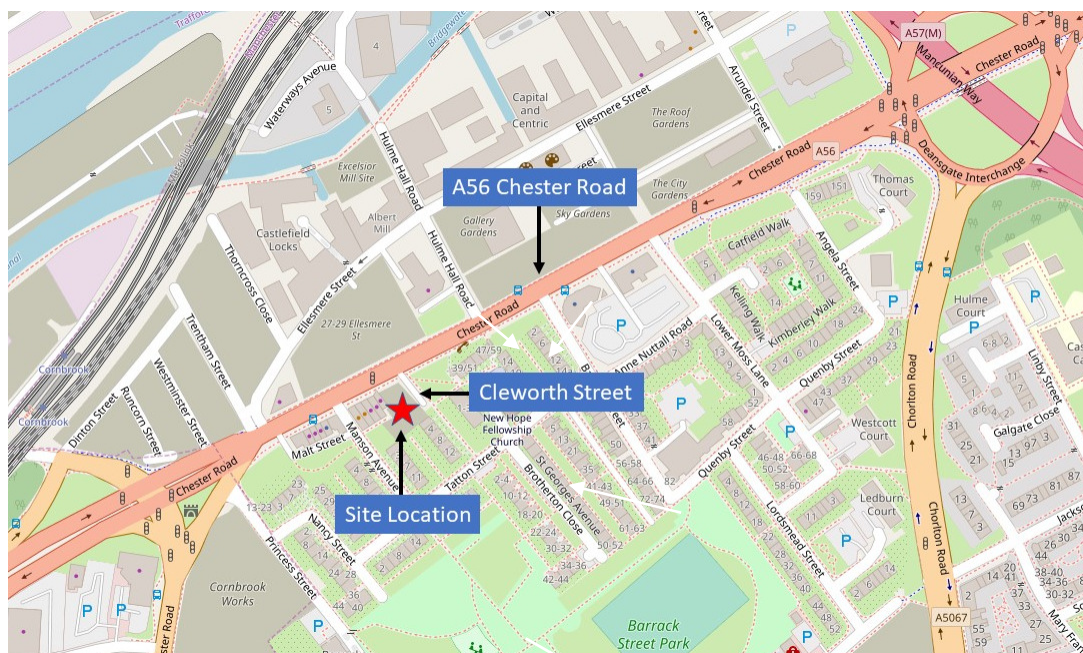
1.0 INTRODUCTION

1.1 Preamble

1.1.1 Axis has been commissioned by Generation Ltd to prepare this Travel Plan (TP) which is required to discharge planning condition 11 in relation to the approved planning permission (ref: 118303/FO/2017) for the development of a resident development of 27 apartments on land south of the A56 Chester Road, in the Cornbrook area of Manchester.

1.1.2 The site location is illustrated in **Figure 1.1** below.

Figure 1.1 – Site Location



1.1.3 The proposals involve the construction of a three, four and six storey building to form 27 self-contained flats with associated car parking and hard and soft landscaping.

1.1.4 The relevant Local Planning Authority (LPA) and Local Highway Authority is Manchester City Council (MCC).

1.1.5 This Travel Plan has been produced to set out how future users of the development will be encouraged to limit the number of single occupancy car trips and maximise the use of sustainable travel, such as walking, cycle, public transport and car sharing.

- 1.1.6 As stated earlier, this TP has been prepared to discharge planning condition 11 of the planning permission dated 29th November 2017 (ref: **118303/FO/2017**) which reads: -

"Before the development hereby approved is first occupied a Travel Plan, based on the Highway Assessment Technical Note (Curtins Ref: TPMA B065879/HATN), stamped as received on 27th November 2017, shall be submitted to and agreed in writing by the City Council as Local Planning Authority. In this condition a Travel Plan means a document which includes:

- i) the measures proposed to be taken to reduce dependency on the private car by those residing at the development,*
- ii) a commitment to surveying the travel patterns of staff during the first three months of use of the development and thereafter from time to time,*
- iii) mechanisms for the implementation of the measures to reduce dependency on the private car,*
- iv) measures for the delivery of specified travel plan services,*
- v) measures to monitor and review the effectiveness of the Travel Plan in achieving the objective of reducing dependency on the private car.*

Within six months of the first use of the development, a revised Travel Plan which takes into account the information about travel patterns gathered pursuant to item (ii) above shall be submitted to and approved in writing by the City Council as local planning authority. Any Travel Plan which has been approved by the City Council as local planning authority shall be implemented in full at all times when the development hereby approved is in use.

Reason - To assist promoting the use of sustainable forms of travel to the school, pursuant to policies SP1, T2 and DM1 of the Core Strategy and the Guide to Development in Manchester SPD (2007)."

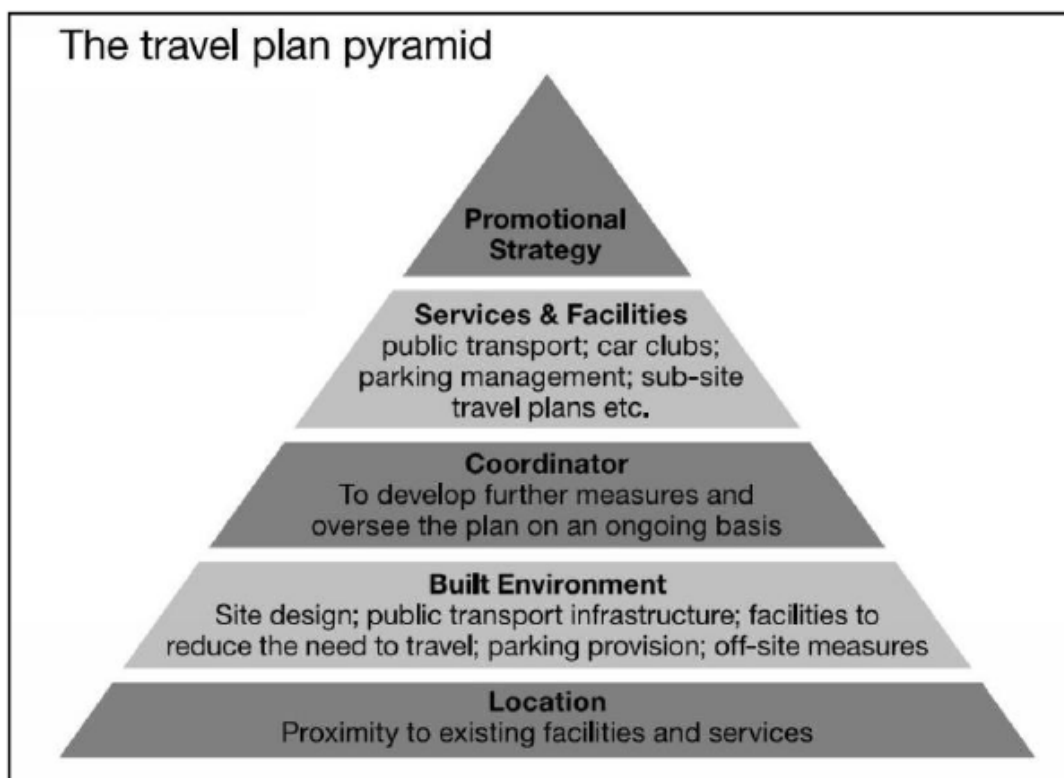
- 1.1.7 The condition requires a two-staged approach to be adopted, whereby an initial Travel Plan is submitted, which is then revised following the completion of resident travel surveys. This Travel Plan forms the first stage of this process.

2.0 TRAVEL PLAN CONTEXT

2.1 Background to Travel Plans

- 2.1.1 A TP is a package of practical measures aimed at reducing the transportation and traffic impact of a development. The main objective of a TP is therefore to reduce single occupancy private car use and encourage travel via more sustainable modes.
- 2.1.2 TPs will comprise a package of measures that can be usefully considered as a pyramid (see **Figure 2.1** below).

Figure 2.1 – TP Pyramid



- 2.1.3 The use of a pyramid structure to illustrate the 5 tier hierarchy of measures demonstrates the concept that each higher layer builds upon the more important foundations of criteria and initiatives below it.
- 2.1.4 The most important layer of the pyramid is considered to be the base, which shows that the key to making TPs work is the location of the development and its proximity to local facilities and services essential to everyday life.

- 2.1.5 The development site at Cleworth Street is well located to provide opportunities for future residents and visitors to access the site by alternative means of travel to the private car.
- 2.1.6 The second layer of the pyramid refers to how the layout of the site can assist in reducing the need to travel which, in this instance is again linked to the existing level of provision to facilitate sustainable travel.
- 2.1.7 As indicated in Level 3 of the pyramid, the Travel Plan Co-ordinator (TPC) will be able to develop further measures to maximise the sustainable travel at the development. The TPC for the development is still to be determined at the time of writing, although it is anticipated that the role could be fulfilled by an employee of the property management company. The contact details for the TPC will be provided at the second stage of the
- 2.1.8 Level 4 of the pyramid looks at how parking management and public transport can influence travel choice. Sufficient car and cycle parking provision at the site will be provided to ensure no overspill parking on the surrounding highway network, and this has been considered and approved as part of the planning process.
- 2.1.9 The top layer of the pyramid relates to how the TP will be marketed and how the measures within are to be promoted.
- 2.1.10 Future residents and visitors to the site will be made aware of the aims of the TP and will be provided with relevant information which sets out the travel choices and alternatives to car travel available.

2.2 Objectives and Benefits of the Travel Plan

- 2.2.1 The key objectives of this TP are to:
- Minimise the total travel distances travelled through the reduction of journey lengths and frequency – particularly single occupancy car trips;
 - Reduce the reliance upon the private car and improve awareness and usage of alternative modes of transport;
 - Promote car sharing, walking, cycling and public transport as safe, efficient and affordable alternatives to private car;

- Highlight the health and environmental benefits of using sustainable travel modes; and
- Enable people to make more informed and therefore better choices.

2.2.2 There could be a large number of benefits that will be derived from the successful implementation of the TP, for future residents and visitors of the site as well as the wider community.

- Improved health and fitness through increased levels of walking and cycling;
- Increased flexibility offered through wider travel choices;
- The social aspects of sharing transport with others; and
- Improved environment surrounding the site as vehicular movements are minimised and parking pressures are reduced.

3.0 AIMS, OBJECTIVES AND TARGETS

3.1 Aims and Objectives

- 3.1.1 The headline aim of the TP is to reduce the proportion of single occupancy vehicle trips and to widen travel choices for residents of the development. The TP would also work towards reducing the impact of the proposed development on the local highway network.
- 3.1.2 The specific objectives of the TP set out the motivation and factors that would help achieve the overall aim for the site, and include:
- Prevent congestion on the local highway network and mitigate against overspill onto the surrounding roads;
 - Improve the travel options for future residents and visitors to the development;
 - Minimise incentives for private car use and maximise incentives to use sustainable alternatives;
 - Promote and raise awareness of the benefits of healthier and more environmentally friendly travel; and
 - Ensure all residents are aware of the TP and its purpose.

3.2 Targets

- 3.2.1 Targets are the measurable goals by which the progress of the TP would be assessed. Targets are essential for monitoring the progress and success of the TP, and should be 'SMART' – **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related.
- 3.2.2 Targets come in two forms. 'Action' type targets are non-quantifiable actions that need to be achieved by a certain time, while 'Aim' type targets are quantifiable and generally relate to the degree of modal shift the TP is seeking to achieve.
- 3.2.3 Action targets include actions such as employing a TPC, and launching the TP.
- 3.2.4 The 'aim' targets contained in the TP focus on the minimising the proportion of trips made to and from the site by single occupancy vehicles while encouraging the use of sustainable travel modes.

3.2.5 The TP targets should therefore aim to achieve a realistic and feasible reduction in car driver trips.

3.2.6 The 'aim' targets contained in the TP focus on the minimising the proportion of trips made to and from the site by single occupancy vehicles while encouraging the use of sustainable travel modes. The TP targets should therefore aim to achieve a realistic and feasible reduction in car driver trips over the first 5 years from when the development is in operation, with a full review scheduled after year 5.

3.3 Initial Travel Research

3.3.1 In order to set targets to reduce the reliance on private car travel and increase the use of sustainable modes, an investigation of current travel characteristics will be undertaken once the site is fully operational.

3.3.2 The TPC/s will be responsible for the travel monitoring process (surveys) and updating the TP in order to improve sustainable travel use. The TPC/s would also be responsible for liaising with MCC and the following duties:

- Marketing and advertising new initiatives relating to the TP;
- Establishing and following a timeline for the implementation of the TP measures;
- Providing up to date information on bus timetables, car sharing initiatives, and campaigns (such as Cycle to Work Days);
- Monitoring of the TP as set out in **Chapter 5**; and
- Evaluating progress towards the TP targets.

3.3.3 The modal splits have been established from 2011 Census 'travel to work' data for the local middle super output area (Manchester 059), within which the site is situated, as shown in **Table 3.1**.

Table 3.1 – Travel to Work Modal Split for Local MSOA – 2011 Census

Mode	Census Modal Share
Underground, metro, light rail, tram	5%
Train	4%
Bus, minibus or coach	12%
Taxi	0%
Motorcycle, scooter or moped	0%
Driving a car or van	34%
Passenger in a car or van	2%
Bicycle	5%
On foot	37%
Total	100%

3.3.4 The census data presented in **Table 3.1** gives an initial indication of likely modal split at the site prior to the travel survey being carried out and without the influence of travel plan measures. The census data shows that 34% of trips were undertaken by driving a car or van whilst 2% of people travelled as a passenger in a car or van. Journeys by public transport accounted for 21%, and walking and cycling accounted for 37% and 5% of commuting journeys, respectively.

3.3.5 Using the above figures as a baseline, **Table 3.2** gives an example of the approximate modal shift that could be achieved with an effective TP.

Table 3.2 – Indicative TP Targets

Mode	Baseline Modal Split (census data)	Year 1 Target	Modal Shift
Underground, metro, light rail, tram	5%	6%	+1%
Train	4%	4%	0
Bus, minibus or coach	12%	12%	0
Taxi	0%	0%	0
Motorcycle, scooter or moped	0%	0%	0
Driving a car or van	34%	34%	-3%
Passenger in a car or van	2%	2%	0
Bicycle	5%	6%	+1%
On foot	37%	38%	+1%

3.3.6 The figures in **Table 3.2** are indicative only at this stage and targets will be revised when the site is occupied and travel surveys have been undertaken, as per the second stage requirement of the planning condition.

3.3.7 Once the site is fully operational, residents will be surveyed annually and targets produced to reduce single occupancy vehicle travel. When the development is in

operation, sustainable travel initiatives (such as those described in **Section 4**) will be implemented.

- 3.3.8 It will take time for the effects of the possible initiatives to occur. During the time between the initial survey and second survey, there should be sufficient time for a shift in travel patterns to occur.

4.0 PROPOSED TRAVEL PLAN MEASURES

4.1 Introduction

4.1.1 This TP contains the following measures:

- Appoint Travel Plan Co-ordinator's (TPC/s);
- Encourage and Promote Sustainable Travel through a range of suitable measures; and,
- Monitoring and Review Mechanisms, such as Residents Travel Surveys.

4.2 Travel Plan Co-ordinator

4.2.1 The TPC will be able to develop further measures to maximise the sustainable travel at the development. The TPC for the approved residential development is still to be determined at the time of writing, although it is anticipated that the role could be fulfilled by an employee of the building management company.

4.2.2 The TPC/s will act as a liaison point for any issues relating to the TP. This will include liaising with the local authority and public transport operators.

4.2.3 The TPC/s will be responsible for developing the revised TP in conjunction with Axis, which will be submitted within 6 months of the first use of the development.

4.2.4 In terms of the roles and responsibilities, the TPC/s will be expected to:

- Administer/manage the TP and provide a liaison in implementing the plan with MCC;
- Ensure travel awareness amongst future residents;
- Provide a point of contact and travel information;
- Coordinate the travel surveys;
- Promote and encourage the use of travel modes other than the car and car-sharing, where appropriate;
- Ensure the availability of the most up to date travel information including details of public transport services i.e. timetables and route information as well as advice on walking and cycle routes to the site; and,
- Provide a point of contact with transport operators and Planning and Highway Authority officers at MCC.

4.3 Encourage and Promote Sustainable Travel

- 4.3.1 All residents would be made aware of the existence of the TP and its aims.
- 4.3.2 Lack of awareness of available travel options is a frequently used reason for not using sustainable travel modes and so the TPC will be fundamental to the implementation and success of the TP. It is vital that the TPC is involved with some aspects of the development so that they can promote and achieve sustainable transport solutions.
- 4.3.3 The following 'operational' plan measures to be implemented by the TPC to coincide with the first day of operation of the site will include:
- Liaison with MCC public transport officers and local public transport operators to ensure up to date public transport information is available for display on the Travel Plan Noticeboards.
 - Promotion of suitable travel campaigns to encourage the use of sustainable transport options - via the promotion of literature and events. Example information includes details on walking initiatives e.g.: "walk your way to health" (www.whi.org.uk), cycling and national cycle week (www.sustrans.org.uk, www.bikeweek.org.uk) and national lift share day (www.liftshare.org/nlsd.asp). A table of events to be pursued at the application site will be defined.
 - Free fluorescent clothing to be made available on request to all residents.
 - Encouraging involvement in a car sharing scheme. Residents will be encouraged to car share with other residents via a matching scheme operated by the site TPC. Alternatively residents will be encouraged to investigate other car sharing options including national car share websites such as www.liftshare.com or www.nationalcarshare.co.uk.
 - Liaison with the MCC officers and other travel plan operators within the local area to investigate joint ventures economies of scale and the potential to provide personalised travel plans.
- 4.3.4 The proposed site layout identifies a number of key 'physical' transport measures that will be provided as part of the delivery of the development proposals. These measures will be demonstrated as being available prior to the initial day of opening of the scheme and relate to general transport facilities that will be delivered across

the site. Details of the key 'physical' measures to be secured on site are summarised below.

- Provision of appropriate levels of cycle parking;
- Provision of a suitable amount of car parking; and
- Provision of a Travel Plan Noticeboard at the site.

4.4 Residents Travel Survey

- 4.4.1 The first step to developing the operational TP is to establish how the site users make journeys to and from the site. A travel survey will be conducted within 3 months of the first use of the site and then every year thereafter as part of the monitoring and review process.
- 4.4.2 The survey will be performed in order to ascertain existing travel patterns and will play a key role in setting targets as it provides a baseline from which to measure changes in travel as a result of the TP. By conducting the survey once every year this will give an indication of how travel behaviour is changing at the site and provide an important indication as to the success of the TP.
- 4.4.3 The questionnaire can be distributed / conducted via email, an online browser or by hand copy (or a combination of all three), to be determined by the TPC/s.
- 4.4.4 The travel survey will be used to show how people travel to/from the site, what potential there is for change (for example, the numbers of people who would like to walk, cycle or use public transport, but are unable to do so), what are the most significant deterrents to walking, cycling and using public transport and what would encourage people to reduce car use, amongst other things.
- 4.4.5 The results of the surveys will provide a valuable 'baseline' against which the targets for reducing car journeys and increasing journeys by walking, cycling and public transport will be set. The revised TP will be submitted to MCC within 3 months of the first use of the development.

5.0 PLAN MONITORING AND REVIEW

5.1 Preamble

- 5.1.1 The monitoring and review programme will be designed to generate information against which the TP can be evaluated, revised, developed and improved, over an initial 5-year period.
- 5.1.2 The major objective of the plan is to effect a reduction in the use of single occupancy car trips. In the first instance, the plan will seek to review existing resident travel movements by way of a travel survey.
- 5.1.3 On completion of the first travel survey, it will be appropriate to set mode share targets and actions which seek to achieve an increased proportion of residents travelling by more sustainable forms of transport. Notwithstanding this, a number of preliminary actions are set out in the following section.

5.2 Travel Plan Targets

- 5.2.1 The preliminary actions for the development are set out in **Table 6.1**.

Table 6.1 – Preliminary Actions

Action	Target Date
Appoint TP co-ordinator/s and inform MCC of contact details	1 month before first use of scheme
Ensure that all new residents at the development are fully appraised of the Travel Plan	When residents occupy the development.
Undertake travel survey and report results to MCC	Within 3 months of first use of development
Submit revised TP to MCC	Within 6 months of first use of development
Set preliminary modal split targets with MCC	Within 6 months of first use of development

5.3 Monitoring

5.3.1 The monitoring would include items such as:

- Travel habits / modal split; and
- General feedback from residents.

5.3.2 Information gathered as part of the continuous monitoring process will be made available to the MCC. In this way, future strategies for further delivering TP objectives can be considered in partnership between the residents, MCC and transport providers.

5.4 Plan Review

5.4.1 The TPC will arrange for an annual review of the TP to assess the success of the plan to date and to identify measures which could potentially be included in the future.

5.4.2 Although the database will be kept up to date throughout each year, the re-issue of the travel questionnaire (every year) will provide the opportunity to gather new information regarding resident attitudes to travel and on the modal split compared to previous years.

5.4.3 A periodic review report will be produced summarising the results since the previous review. The report will also incorporate the results of the ongoing monitoring throughout the preceding period.