



Travel Plan

Residential Development New Cross, Manchester

Reside Manchester

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1.0 INTRODUCTION

Background

1.1 This report has been prepared by SCP on behalf of Reside Manchester to discharge a condition relating to a Planning Consent for 274 residential apartments on land bound by Oldham Road, Marshall Street, Chadderton Street and Bendix Street. The site was granted full planning permission associated with application reference 112015/FO/2016/NI.

1.2 A travel plan-related planning condition has been attached to the Consent. The Condition states:

29) The development hereby approved shall be carried out in accordance with the Travel plan framework prepared by Curtins stamped as received by the City Council, as Local Planning Authority, on the 28 April 2016.

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 living at the development;*
- ii) a commitment to surveying the travel patterns of residents/staff during the first three months of the first use of the building 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 building, a Travel Plan which takes into account the information about travel patterns gathered pursuant to item (ii) above shall be submitted for approval 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 for residents, pursuant to policies T1, T2 and DM1 of the Manchester Core Strategy (2012).

1.3 This report sets out Reside Manchester's commitment to meeting and thereby discharging the above Condition, and to reducing the number of vehicular trips generated by the development.

Travel Plan Approach

- 1.4 A travel plan is an important tool for delivering sustainable access to a development. Residential travel plans focus on a single origin (home) and aim to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.
- 1.5 Implementing a travel plan can bring a number of benefits to a site, including helping to minimise the potential increase in traffic resulting from a development, helping to manage and reduce carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a travel plan forms a key stage in the forward planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.6 This travel plan focuses on influencing greater use of sustainable transport by residents when travelling to and from the site, and will establish and promote the sustainable transport links available for residents. The travel plan will also suggest measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that residents travel.

2.0 TRAVEL PLAN BACKGROUND

- 2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access.
- 2.2 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

Travel Plan Benefits

- 2.3 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:
- Promote healthy lifestyles and sustainable, vibrant communities;
 - Provide adequately for all users, with a variety of mobility needs;
 - Reduce demand for car parking, thereby enabling more efficient land use;
 - Reduce pressure on highway capacity, particularly at peak times;
 - Improve social inclusion;
 - Cut carbon emissions and their contribution to climate change;
 - Reduce road danger and protect vulnerable road users; and
 - Improve local air quality, while reducing noise pollution.
- 2.4 A travel plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

Policy Context

- 2.5 Travel plans were first secured within the planning system within the context of “Planning Policy Guidance Note 13: Transport” published by the Government in March 2001. The publication of the government’s **National Planning Policy Framework** (NPPF) (last revised February 2019) has replaced PPG13 in its entirety. The NPPF aims to streamline the planning process, making it more accessible at neighbourhood and community level and simplifying the decision making process. The NPPF was revised in July 2018, with a further minor revision to para 177 in February 2019 clarifying matters concerning the presumption in favour of sustainable development when a project is likely to have a significant effect on habitats.

- 2.6 Paragraph 108 of the NPPF states that when promoting developments “*it should be ensured that:*
- *appropriate opportunities to promote sustainable transport modes are taken up, given the type of development and its location;*
 - *safe and suitable access to the site can be achieved for all users; and*
 - *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree”.*
- 2.7 Paragraph 109 goes on to say that “*Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”*
- 2.8 In reference to supporting documentation with planning applications, paragraph 111 of the NPPF states that “All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed”. The trigger levels for the above are set locally but must be in line with the above.
- 2.9 Planning Practice Guidance (PPG) is in place to support the NPPF. The PPG on “**Travel Plans, Transport Assessments and Statements**” was provided in 2014. The PPG provides advice on when these documents are required, and what they should contain.
- 2.10 The document states that travel plans should where possible be considered in parallel to development proposals, and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.
- 2.11 The primary purpose of a travel plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.
- 2.12 Travel plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements, all of which should be proportionate.
- 2.13 Travel plans should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should to fit in with wider strategies for transport in the area.

- 2.14 A further key national policy document for travel plans was published by the Department for Transport in April 2009 and is entitled “**Good Practice Guidelines: Delivering Travel Plans through the Planning Process**”. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.
- 2.15 The guidelines identify that travel plans are an important tool for delivering sustainable access as part of a new development, and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the travel plan.
- 2.16 Whilst older than the above guidance, the DfT’s “**Making Residential Travel Plans Work: Good Practice Guidelines for New Development**” (2007) remains relevant, and highlights the fact that travel planning to date has largely focused on the development of destination travel plans, which are generally designed to reduce car use to a specific destination – such as a workplace, school or visitor attraction. In contrast, the report states that a residential travel plan is concerned with journeys made from a single origin (home) to multiple and changing destinations.
- 2.17 The guidance states the key differences between origin-based residential travel plans and destination travel plans include:
- The pattern of journeys originating at home is more varied, with residents having multiple destinations and different needs and travel choices over time.
 - An ongoing management organisation and structure for the travel plan needs to be put in place, as there is often no single company or institution to provide continuity and a common point of interest for residents.
- 2.18 The guidance states that travel planning for residential development has potential to help achieve more sustainable communities by improving their accessibility. It also notes that new housing development is normally characterised by high car trip generation; however, better choices about the location and density of new housing, combined with the increased use of residential travel plans, should deliver a real impact on travel patterns and aid progress towards sustainable transport and land use objectives.

- 2.19 The government requires **Local Transport Plans** (LTPs) to demonstrate a contribution to delivering “shared priorities” and places emphasis on outcome indicators relating to accessibility, road casualty reduction, public transport patronage, congestion reduction and air quality. Local authorities must show that their LTPs contribute to the achievement of their broader policy aims and service delivery as set out in their community strategies.

[2040 Greater Manchester Transport Strategy](#)

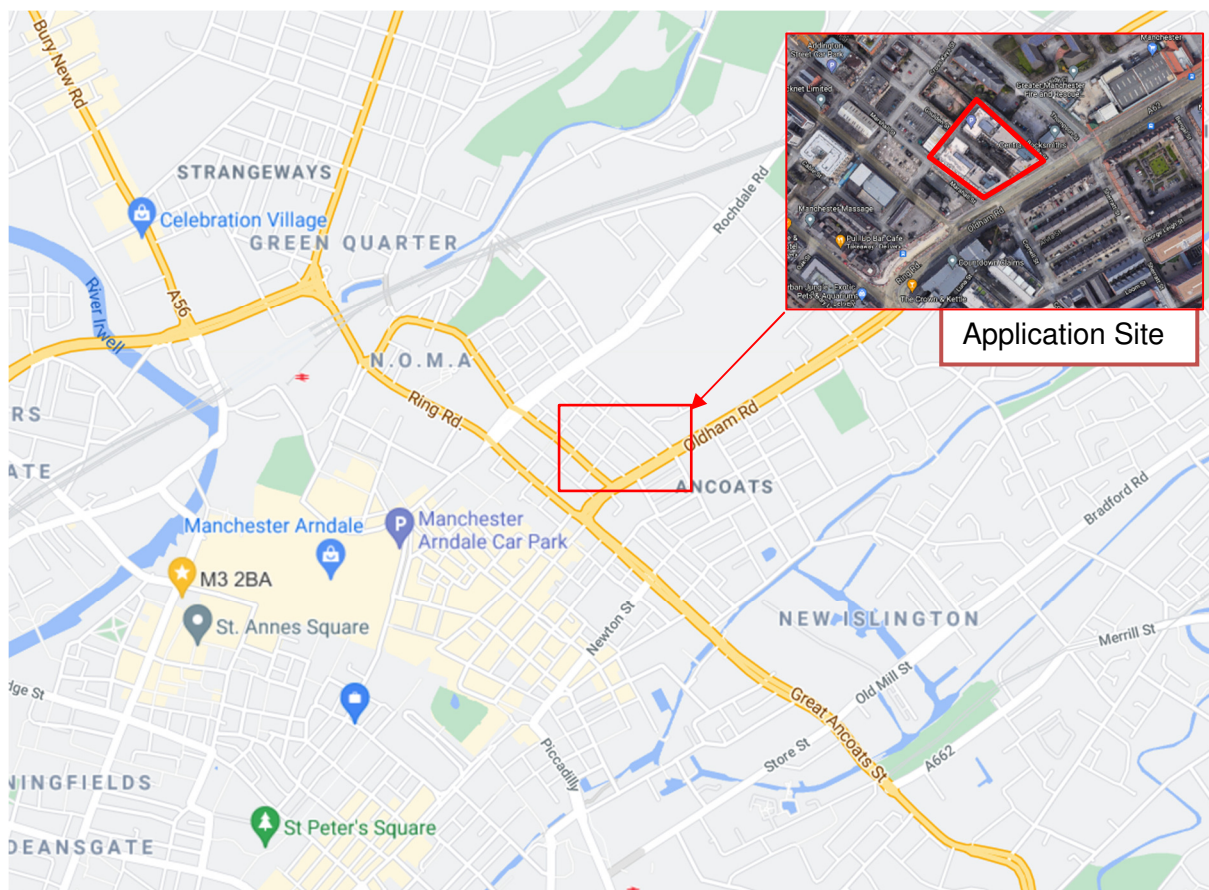
- 2.20 The 2040 Transport Strategy focuses on creating an integrated, sustainable and well-coordinated transport system that supports a wide range of different travel needs. The strategy is based on seven core principles:
- *Integration – to allow customers to move seamlessly between modes and services;*
 - *Inclusion – to provide accessible and afford transport;*
 - *Health – through promotion of walking and cycling for local trips;*
 - *Environmental Responsibility – to deliver lower emissions, and a better quality environment;*
 - *Reliability – to give customers confidence in journey times;*
 - *Safety and security – to reduce accidents and deaths; and*
 - *Well maintained and resilient – to be able to withstand unexpected events and weather conditions.*
- 2.21 The ambition for 2040 is to deliver a transport system which makes it easier for residents, business and visitors of Greater Manchester to travel by sustainable means to a wide range of destinations and opportunities, and where sustainable transport is a viable and attractive alternative to the car.
- 2.22 This travel plan has been developed in line with local and national transport policy and guidance.

3.0 SITE ACCESSIBILITY

Existing Site

- 3.1 The site is located at the northern edge of Manchester city centre. It is bound by Oldham Road to the south and east, Bendix Street to the north and east, Chadderton Street to the north and west and Marshall Street to the south and west.
- 3.2 The site is comprised of two plots of land which comprise the two blocks, one to the west (Plot A) and one to the east (Plot B) of Goulden Street.
- 3.3 The site has received planning permission for 274 residential apartments, associated with application reference 112015/FO/2016/N, which was granted on 29th July 2016.
- 3.4 The wider area and site boundary for this application can be seen in **Figure 3.1** below.

Figure 3.1: Development Site



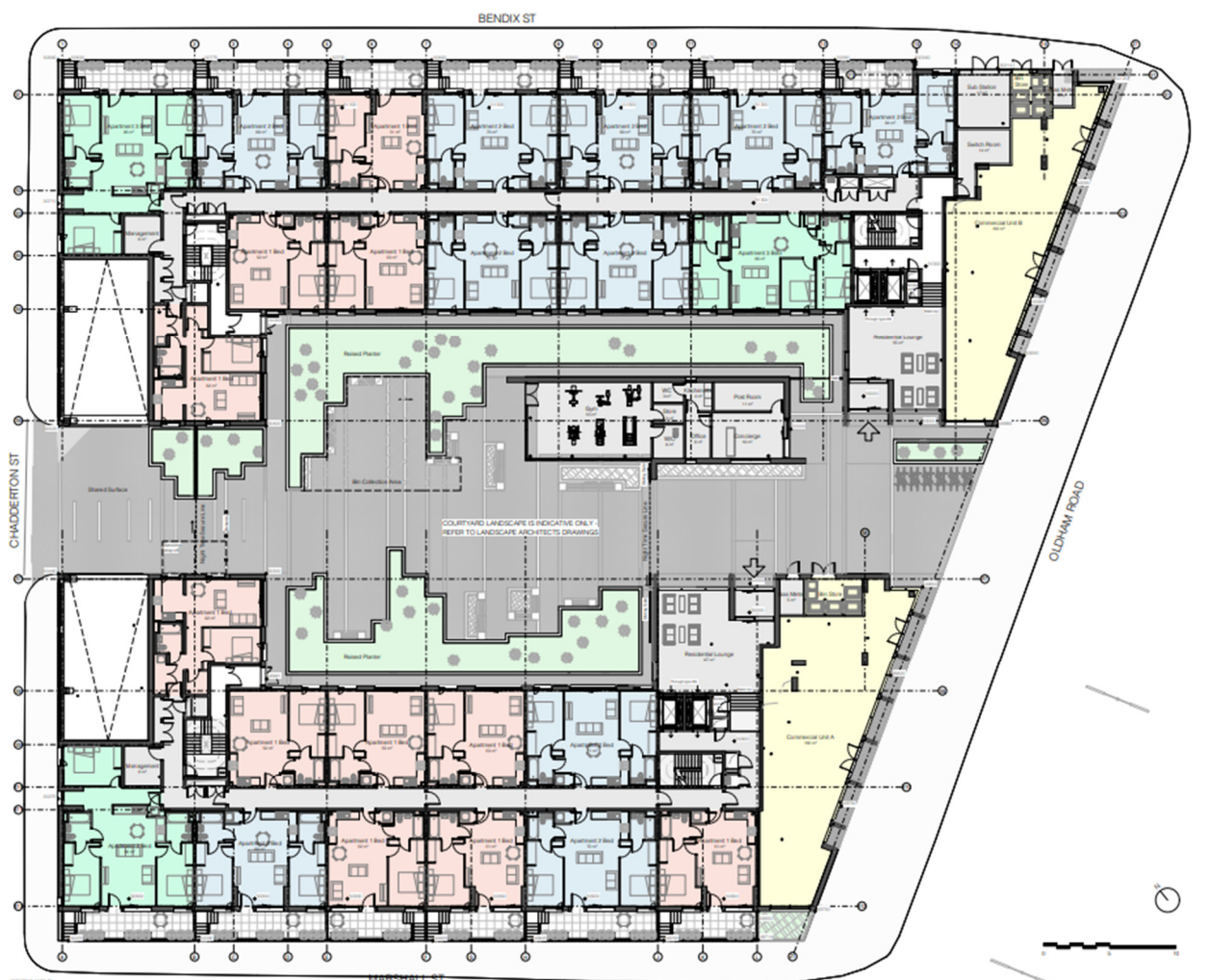
Source: Google

- 3.5 The principal local highway route within the vicinity of the site is Oldham Road which runs in a north east / south west direction. The road provides access to the central ring road to the south west and the M60 Junction 22 to the north east.

Development Proposals

- 3.6 The site provides two buildings comprising Plot A (part 10 and part 8 storeys) and plot B (part 8 and part 6 storeys) providing 274 residential units, retail uses (Classes A1, A2, A3 and B1 – now treated as Class E), ancillary gymnasium, basement car park, rooftop amenity space, plant enclosures and landscaped public realm.
- 3.7 The site plan is provided below in **Figure 3.2**.

Figure 3.2: Site Layout



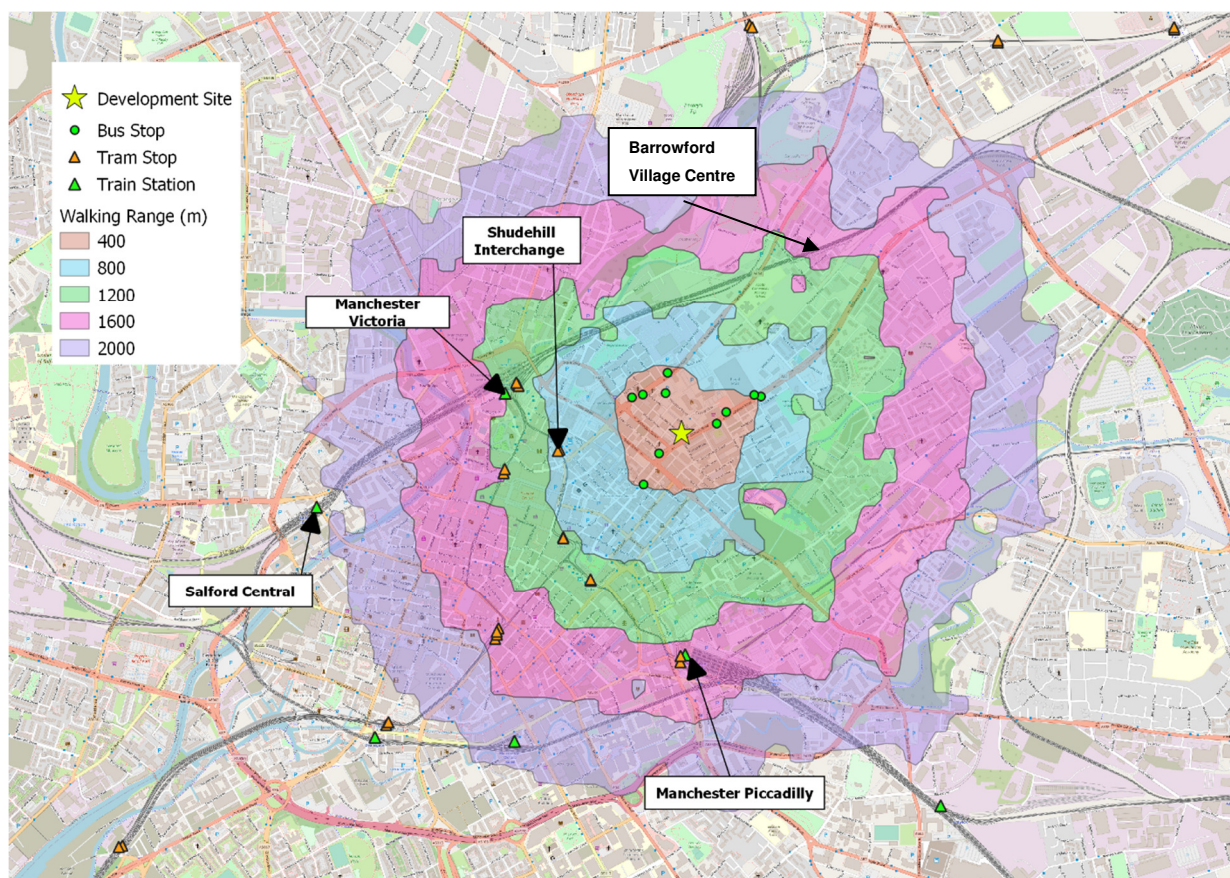
Source: Reside Manchester

- 3.8 Vehicular access to the development is taken from Chadderton Street. Pedestrian and cycle access to the proposed development can be taken from both Oldham Road and Chadderton Street.
- 3.9 Cycle parking is provided within the development, with 225 secure cycle parking spaces available. The cycle parking is a mix of spaces within a secure cycle store within the basement of each building (access by key fob only), and also wall-mounted cycle parking to the rear of each car parking space. Further cycle parking is provided within the external courtyard area for use by staff, customers and visitors to the commercial and residential units. The following breakdown of cycle parking spaces is provided:
- Block A: space for 48 bikes within cycle store; parking for 36 bikes to the rear of parking spaces.
 - Block B: space for 29 bikes within cycle store; parking for 24 bikes to rear of parking spaces.
 - Courtyard parking: 6 Sheffield stands accommodating 12 bicycles.
 - A further 76 cycle parking spaces are wall-mounted within the car parks.
- 3.10 Car parking is also provided, with space for 60 vehicles which includes two bays designed to DDA standards within each block. Car parking spaces are rented to tenants at the property.
- 3.11 Three electric vehicle charging points are provided within the basement car parks.

Existing Access by Non-Car Modes: Walking

- 3.12 The MfS states that walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, it goes on to state that this is not an upper limit and that walking offers the greatest potential to replace short car trips, particularly those under 2km.
- 3.13 TRACC software has been used to assess the accessibility of the development by foot as shown on **Figure 3.3** below. The plan shows the areas within a 2km walk of the site.

Figure 3.3 – Walk Accessibility



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- 3.14 As can be seen from **Figure 3.3**, a large proportion of Manchester city centre can be reached on foot, which includes the various rail stations within the city centre. The site is particularly close to the Northern Quarter which provides a range of retail, bar and restaurant facilities.
- 3.15 Generally, the topography of the area surrounding the application site is conducive to walking. There are wide footways on both sides of Oldham Road and also cycle lanes in close proximity to the site. The road is well lit with signalised crossings close to the site access, to enable pedestrians to easily cross Oldham Road. Oldham Road is subject to a 30mph speed limit.

- 3.16 A number of local services and facilities are located within an approximate 2km walk distance of the development, as summarised in **Table 3.1** below. It should be noted that this list is not exhaustive and merely seeks to highlight a few of the available facilities.

Table 3.1 - Facilities within 2km Walk Distance of the Site

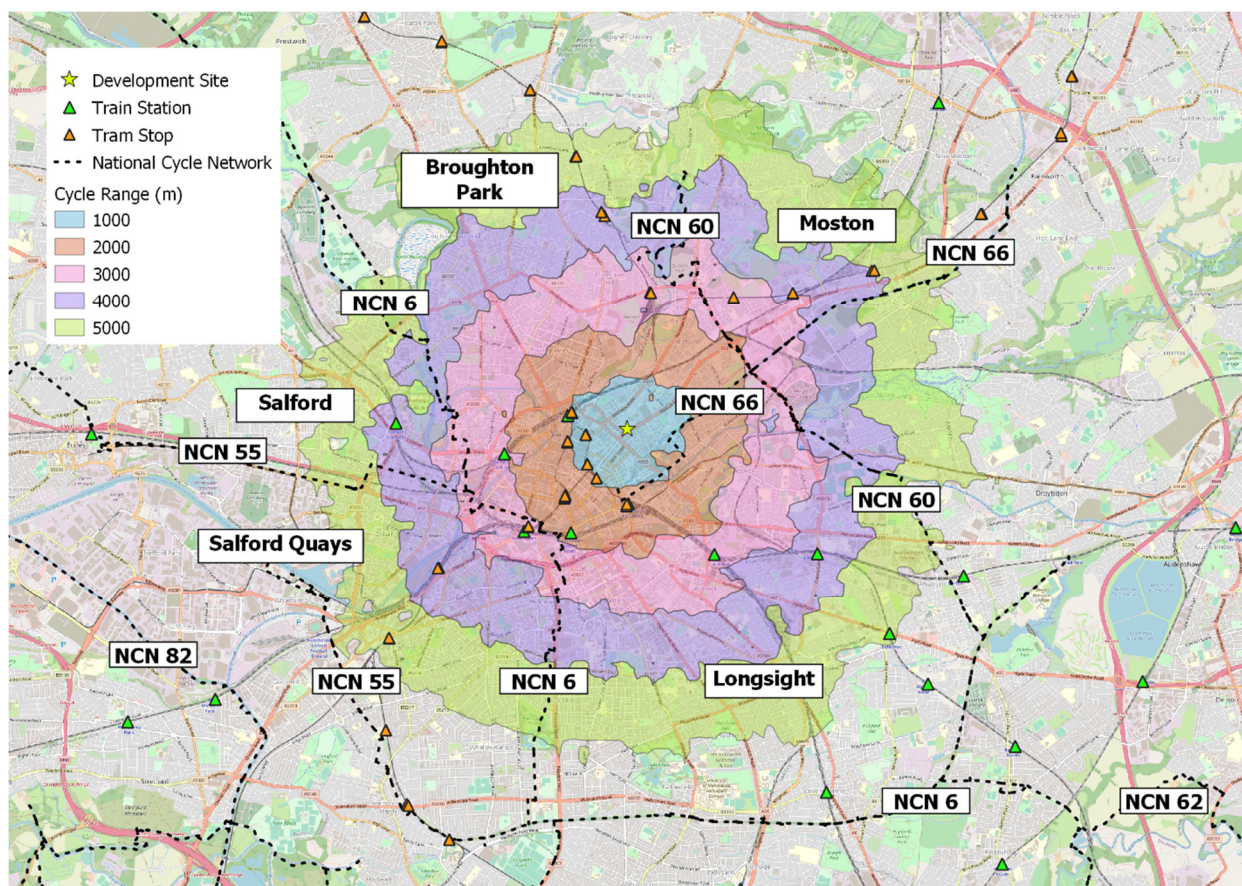
Local Facilities	Location	Walking from entrance of site
Convenience Store	Spar, New George Street	450m
Green Space	Angel Meadows, Naples Street	450m
Primary School	New Islington Free School, High Oldham Drive	500m
Post Office	Shudehill Post Office, Shudehill	550m
Interchange	Shudehill	600m
Retail	Arndale Centre	700m
Bank	Halifax, Piccadilly	700m
Exercise	PureGym, Manchester Urban Exchange, Great Ancoats Street	750m
Primary / Secondary School	King of Kings School, Dantzic Street	750m
Cinema	Vue Cinema, Printworks, Withy Grove	800m
Train Station	Victoria Rail Station	850m
Supermarket	Aldi, Arndale Centre	850m
Concert Venue	AO Manchester Arena	950m
Nursery	Little Learning Ladder, Lampwick Lane	1.1km
Doctor / Pharmacy	Urban Village Medical Practice, Ancoats Primary Care Centre, Old Mill Street	1.1km
Train Station	Manchester Piccadilly Rail Station	1.2km
College	Manchester College of Higher Education, Cheetham Hill Road	1.3km

- 3.17 The range of local facilities in 2km of the site will benefit residents. Residents will be able to access retail, education and leisure facilities within a 2km walk, without having to rely on the private car.

Existing Access by Non-Car Modes: Cycling

- 3.18 Cycling is a cheap, efficient and healthy way to travel. Cycling also provides a predictable arrival time which is often quicker than driving or using public transport and is subject to fewer traffic and congestion delays.
- 3.19 Transport policy identifies that cycling represents a realistic and healthy alternative to the use of the private car for making journeys up to 5km as a whole journey, or as part of a longer journey by public transport.
- 3.20 The cycle accessibility plan in **Figure 3.4** shows a 5-kilometre cycling catchment area from the site.

Figure 3.4 – Cycle Accessibility

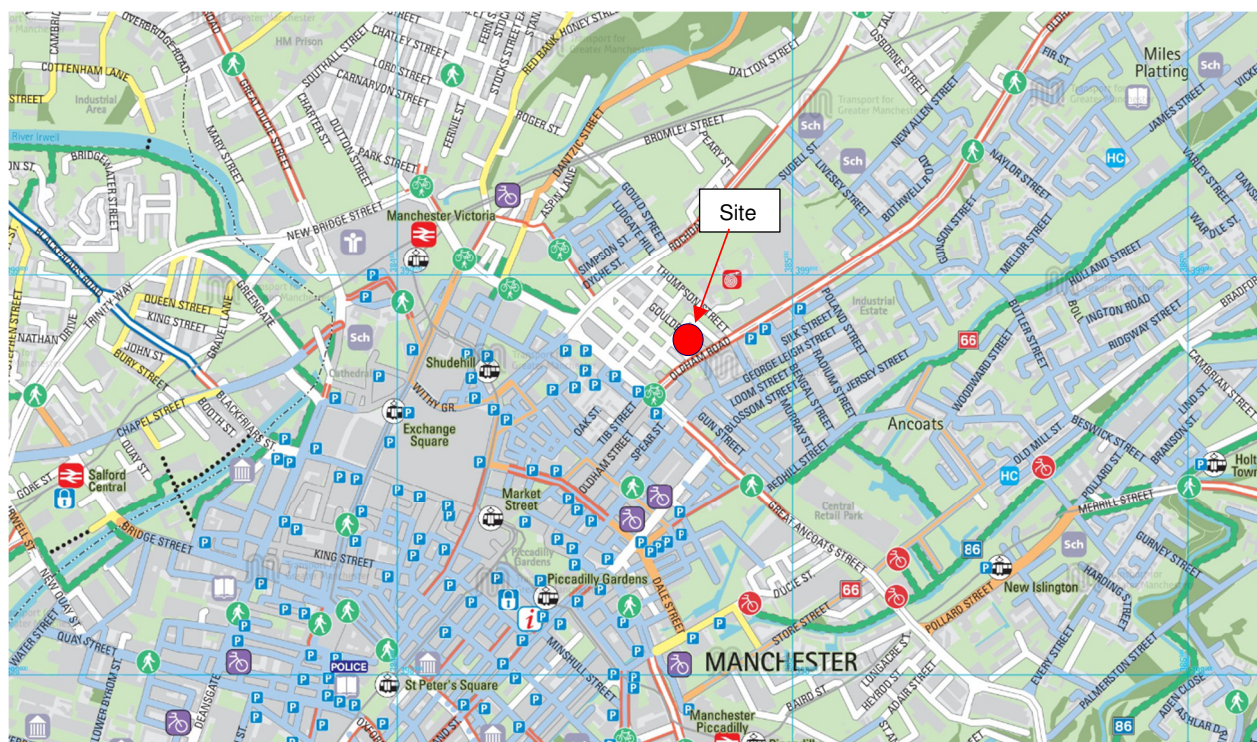


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- 3.21 The plan shows that all of Manchester city centre and a large proportion of Salford are included within a 5km distance of the site.

- 3.22 There are a number of cycle routes close to the site. National Cycle Route (NCR) 66 runs to the south and east of the site and provides access between Piccadilly and Failsworth to the east, as well as providing access to NCR 60 which travels north towards Blackley and south to Reddish; further connections are available from this point providing onward access to the Fallowfield Loop. NCR 6 can also be accessed from Manchester city centre which travels north to Ramsbottom and south to the Fallowfield Loop, again with further connections available from this point.
- 3.23 Additional local cycle routes are also present, as can be seen below in **Figure 3.5**.

Figure 3.5 –Cycle Routes



Source: TfGM Cycle map

- 3.24 The site can therefore be seen to be accessible by bicycle.

Existing Access by Non-Car Modes: Public Transport

Bus

- 3.25 In terms of bus services, the Chartered Institute of Highways & Transportation's (CIHT's) "Guidelines for Planning for Public Transport in Developments" document identifies, at section 6.20, that "Bus stops are located to minimise passengers' walking distance to their final destination. The maximum walking distance to a bus stop should not exceed 400m and preferably be no more than 300m."

- 3.26 The nearest accessible bus stops to the site are located on Oldham Road, with the northbound bus stop 150m from the site access, and the southbound 170m from the site access, as shown on **Figure 3.3**. Existing bus stops consist of a flag and pole, shelter, seating and timetable information. Additional bus services are available from Shudehill Interchange which is 600m from the site.
- 3.27 Details of the bus services and frequencies which use the closest stops are provided in **Table 3.2**.

Table 3.2 – Bus Service Summary

Service No.	Destinations	Average Frequency		
		Weekday	Saturday	Sunday
74	Hollinwood - Woodhouses - Failsworth - Newton Heath - Miles Platting - Ancoats - Manchester	7 services (06:55 - 08:54)	No service	No service
	Manchester – Ancoats - Miles Platting - Newton Heath – Failsworth - Woodhouses	6 services (14:55 – 17:25)	No service	No service
76	Oldham - Limeside - Failsworth – Holt Town - Ancoats – Manchester (Both directions of travel)	12 mins	12 mins	30 mins
76A	Oldham – Limeside – Failsworth – Holt Town – Manchester (Both directions of travel)	60 mins	60 mins	No service
83	Oldham Mumps - Hollinwood -Newton Heath – Manchester (Both directions of travel)	10 mins	10 mins	30 mins
84	Oldham Mumps – Oldham – Hollins – Hollinwood – Newton Heath – Manchester (Both directions of travel)	10 mins	10 mins	15 mins
114	Alkrington – Greengate – Moston – Harpurhey – Manchester (Both directions of travel)	20 mins	30 mins	60 mins
181	Wrens Nest – Heyside - Royton - Chadderton - New Moston - Newton Heath – Manchester (Both directions of travel)	60 mins	60 mins	No service
182	Wrens Nest - Royton – Royal Oldham Hospital - Chadderton – Thatch Leach - New Moston - Newton Heath - Manchester	60 mins	60 mins	60 mins
X84	Carrcote – Delph - Uppermill – Grotton – Lees – Hollins – Hollinwood – Newton Heath - Manchester	1 AM service; 1 PM service	No service	No service

Source: Traveline

- 3.28 **Table 3.2** demonstrates that prospective residents of the site will have easy access to destinations including Failsworth, Newton heath, Harpurhey and Oldham. As noted above, further public transport services can be accessed from Shudehill Interchange, providing access to a range of destinations within Manchester, Salford and beyond.

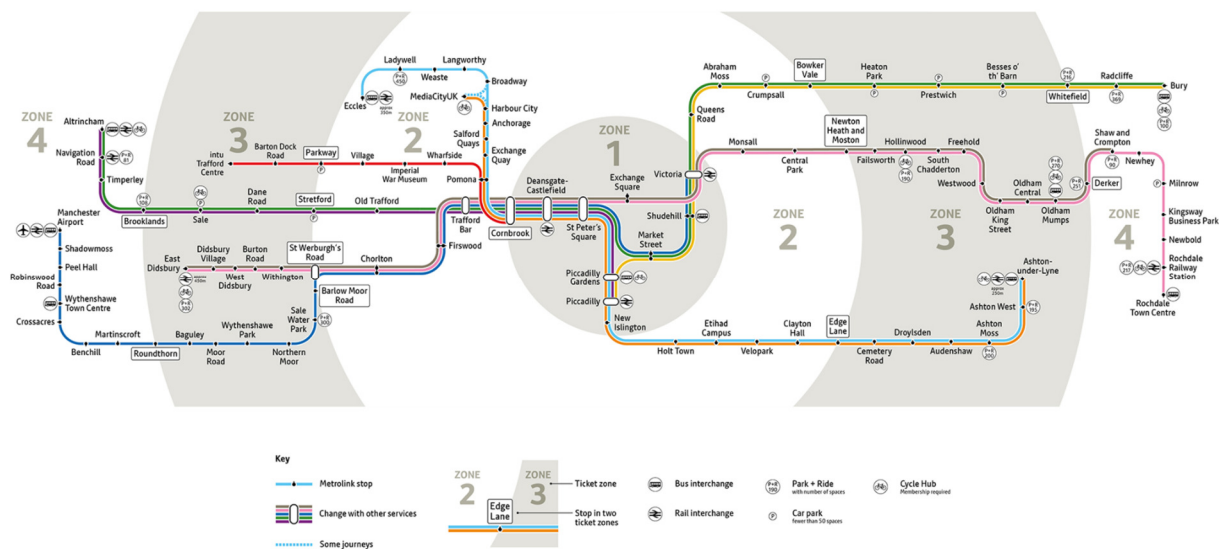
Rail

- 3.29 In terms of rail, the closest railway station to the site is Manchester Victoria, located 850m from the site. Cycle parking is provided at the station for 38 bikes. Ticket machines and a ticket office are provided at the station.
- 3.30 The station is served by regular trains going to destinations including Blackburn, Preston, Chester, Walkden, Redcar Central, Liverpool Lime Street, Leeds, Stalybridge, Clitheroe, Newcastle, Wigan, Rochdale and Manchester Airport.

Light Rail

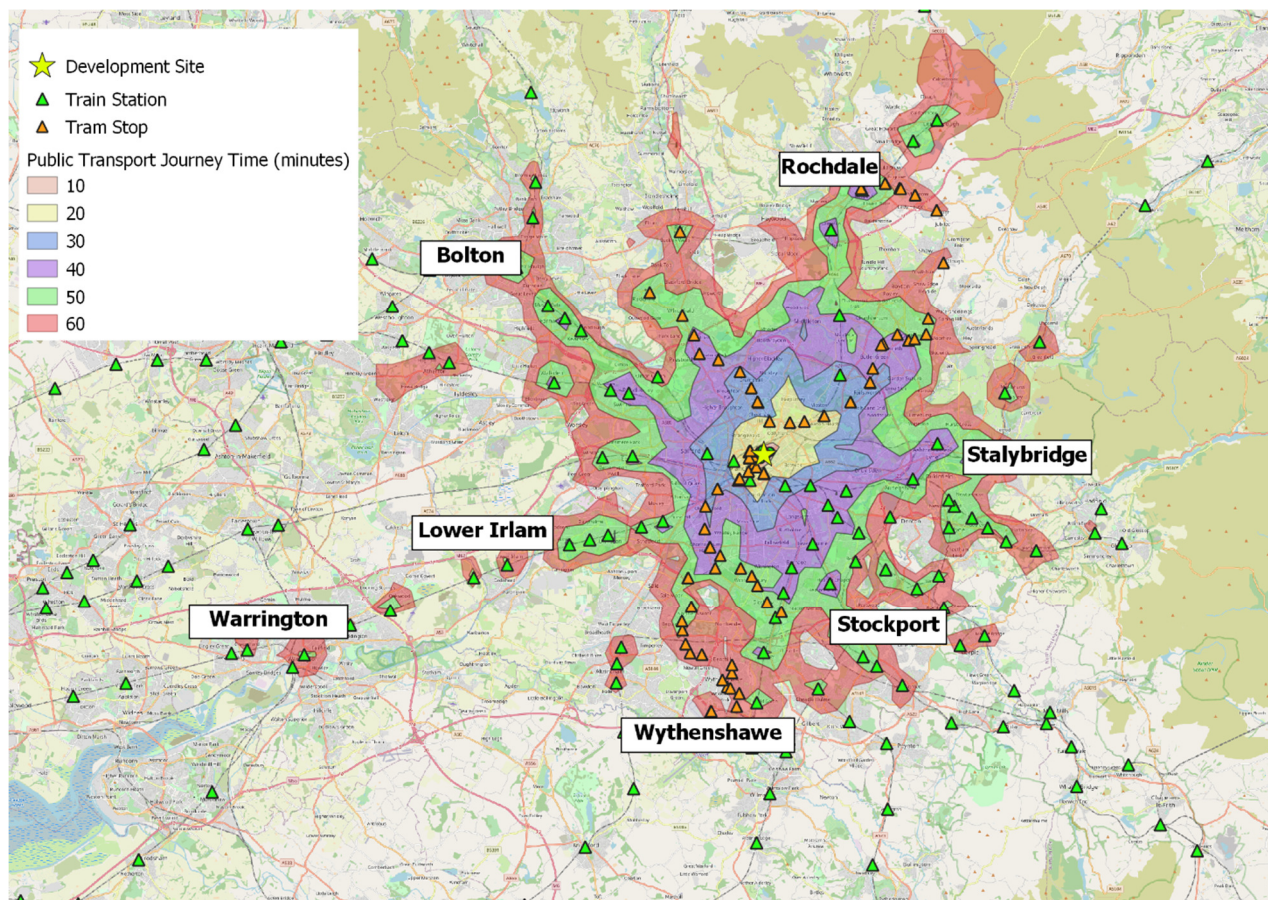
- 3.31 The site is accessible from Manchester on the Metrolink tram service. Tram stops within a 2km walk of the site are shown in **Figure 3.3**. The nearest tram stop is Shudehill located approximately 650m from the site access.
- 3.32 Shudehill is located in Zone 1 and provides services to Eccles, Rochdale, Ashton-under-Lyne, East Didsbury, Manchester Airport and Altrincham amongst others. A map of the Metrolink network is shown in **Figure 3.6**.

Figure 3.6 – Greater Manchester Tram Network



3.33 **Figure 3.7** indicates a 60-minute public transport journey from the site, which includes the time to walk to the bus stop or access the train station.

Figure 3.7 – 60minute Public Transport Accessibility



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- 3.34 The analysis demonstrates that it is possible to reach areas including Rochdale, Warrington, Wythenshawe and Stockport within a 60-minute journey.
- 3.35 Residents of the site will therefore have access to bus, tram and train services which provide travel to a range of destinations, making the site accessible without the use of a private car.

Conclusion

- 3.36 As such, it can be seen that the site is in an accessible location and has potential for sustainable travel to and from the development, with public transport links along with a number of local amenities in close proximity.
- 3.37 Based on the above factors the requirement for owning a car is likely to be reduced in comparison to sites with less favourable levels of connectivity.

4.0 TRAVEL PLAN ADMINISTRATION

4.1 This travel plan forms a framework for future development.

Travel Plan Coordinator

4.2 Management of the travel plan will be achieved through identification of a suitable person to act as Travel Plan Coordinator (TPC). A TPC provides a key role in delivering a successful travel plan, by helping to ensure stakeholder buy-in and ownership of the process is in place. A TPC is not a full time role but requires an individual with time to implement and monitor the travel plan, with the requisite communication skills to deliver information to all residents. The role of TPC can be undertaken by an overall management company for the site, or by a third party.

4.3 The TPC role will be established prior to site occupation and will lead development of the travel plan measures and the day-to-day operation of the action plan. Once appointed, the TPC will act as the main contact for the travel plan and will be responsible for implementing measures, maintaining a database and monitoring implementation. The TPC will be encouraged to work closely with the local authority's travel planning staff.

4.4 The TPC will be responsible for setting up and managing the action plan in accordance with the following schedule, which will be agreed with Manchester City Council (MCC).

Funding

4.5 Appropriate funding will be allocated by Reside Manchester at the start of the travel plan process to cover the costs involved in administering the travel plan over an agreed time period.

4.6 The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the travel plan, annual monitoring and submission of a travel plan review to the MCC.

Contacts

4.7 Travel plan success is dependent on ownership of the plan being taken, alongside commitment to implement the contained measures. Contact details for the TPC are identified below.

4.8 Travel Plan Coordinator:

- Kate Bloor, Operations Director
- Kate@ResideManchester.com
- 0161 837 2840

5.0 BASELINE TRAVEL SURVEY

- 5.1 Travel surveys are undertaken at occupation in order to understand how residents and staff currently travel, how they would like to travel and what would encourage them to make those changes; repeat surveys are used to monitor ongoing travel patterns, over time.
- 5.2 In order to understand how residents and staff are travelling, along with changes to those journeys over time as a result of the travel plan, regular travel surveys are required. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.
- 5.3 A survey was undertaken in April 2021 for both residents of occupied units and staff at the development.

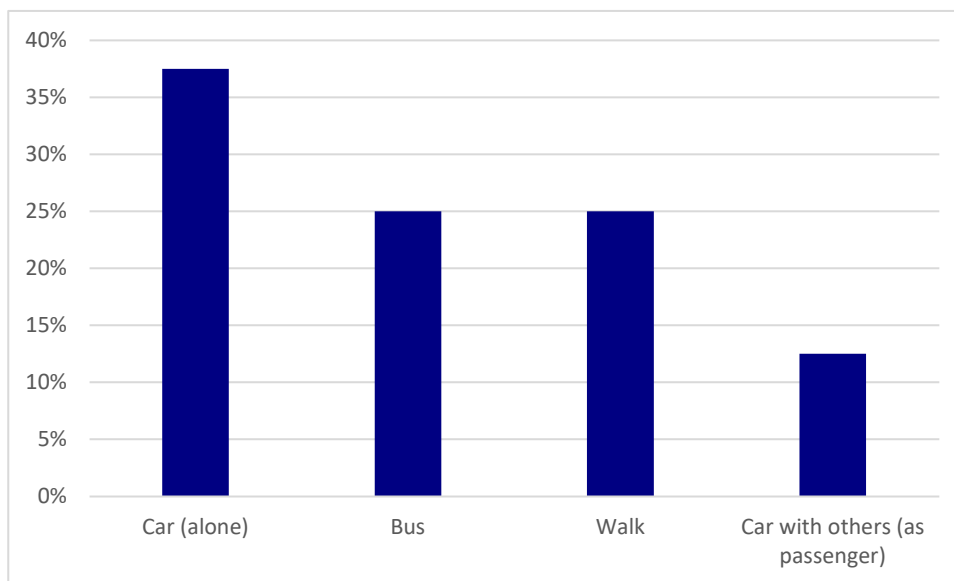
Staff Survey Analysis

- 5.4 A full 100% response rate was received for the staff survey, based on a total of 8 members of staff with the development.
- 5.5 In total, seven members of staff work full time, and one member of staff works part time. Typical working hours vary, although shift patterns of 07:00 – 19:00 / 19:00 – 07:00 and 08:30 – 17:30 / 17:30 – 08:30 are common.
- 5.6 In total, 63% of staff respondents are female and 37% are male. Four respondents are within the 40-49 age bracket (50%), three are within the 20-29 age bracket (37%) and one respondent is within the 50-59 age bracket (13%).
- 5.7 None of the respondents make use of a car as part of their job, which indicates that potential for modal shift is high.

Modal Choice

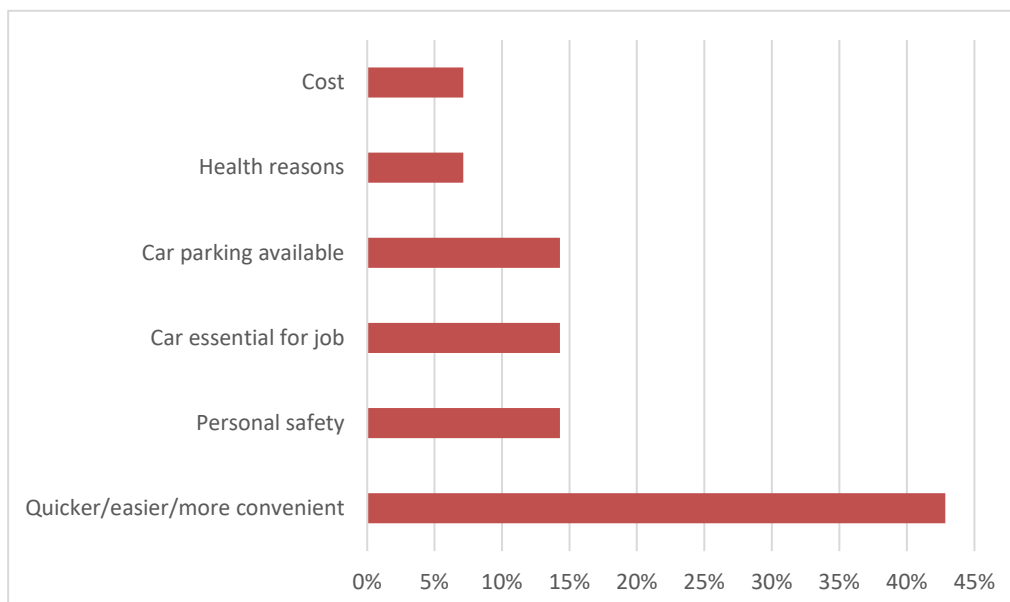
- 5.8 Staff were asked how they typically travel to work. Most respondents (38%, 3 respondents) stated that they drive themselves in a vehicle, with the remaining respondents stating they use the bus (25%, 2 respondents), walk (25%, 2 respondents) or travel as a passenger in a vehicle (13%, 1 respondent). The responses can be found below in **Figure 5.1**.

Figure 5.1 – How do you normally travel? (Staff survey)



5.9 When asked why they travel this way, most staff (43%, 6) stated that their modal choice was due to it being ‘quicker/easier/more convenient’. Following this, popular reasons were that the car is considered to be essential for their job, personal safety, and the availability of car parking. Cost and health reasons were indicated to be of importance to fewer respondents.

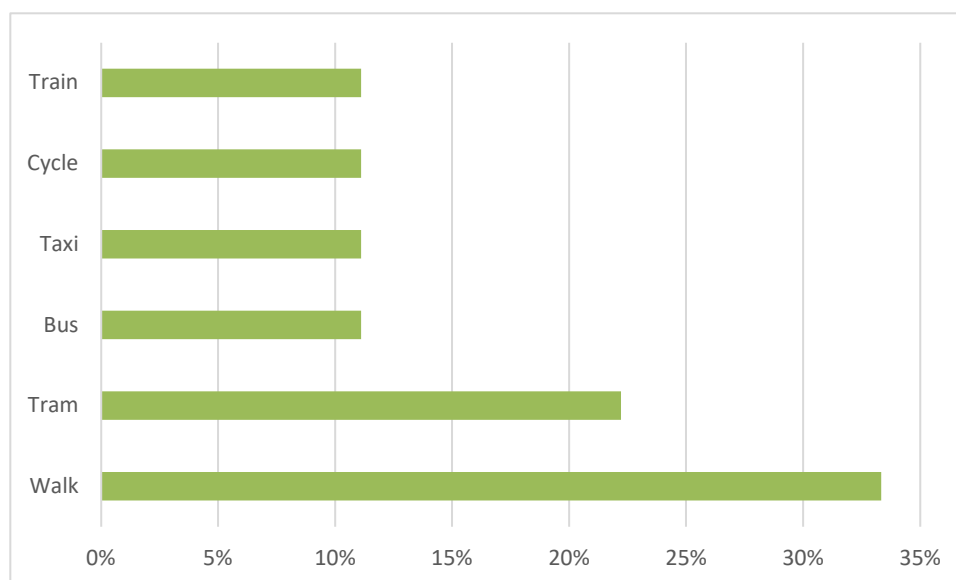
Figure 5.2 – Why do you travel in this way? (Staff survey)



5.10 All members of staff stated that they do not have any disabilities that may affect the way they travel.

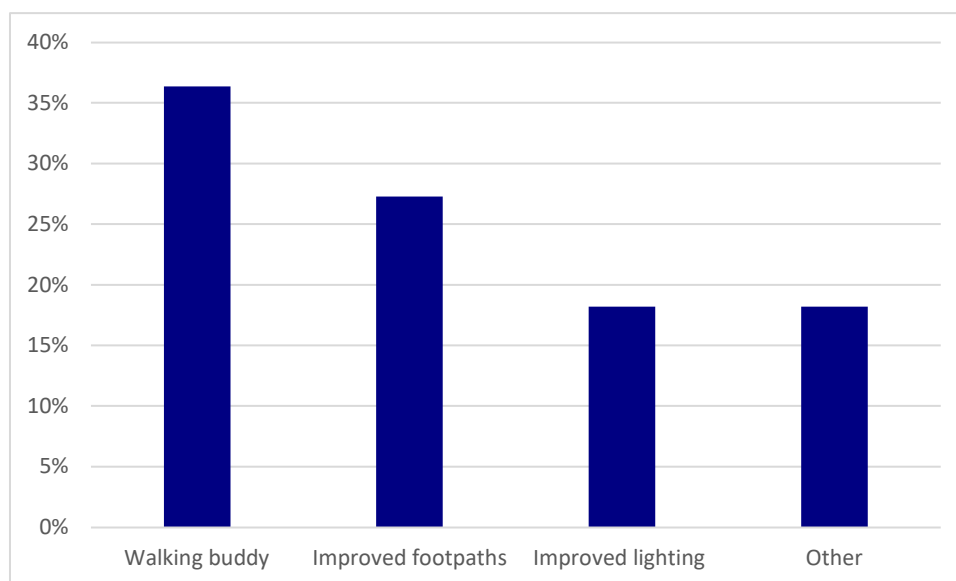
- 5.11 When questioned about how they would travel if a car was unavailable, the majority of staff respondents indicated that they would walk (33%, 3). The remainder of respondents stated that they would use the tram (22%, 2), with cycle, taxi, bus or train all receiving a smaller proportion of responses (11% each, 1). **Figure 5.3** below highlights these responses.

Figure 5.3 – How would you travel if a car was not available? (Staff survey)



- 5.12 The above figure demonstrates that greater potential for use of sustainable travel modes is possible, and this will therefore be encouraged as part of the travel plan process.
- 5.13 One member of staff stated that they are a non-driver.
- 5.14 **Figure 5.4** below highlights the staff responses when asked what would encourage them to walk to the site.

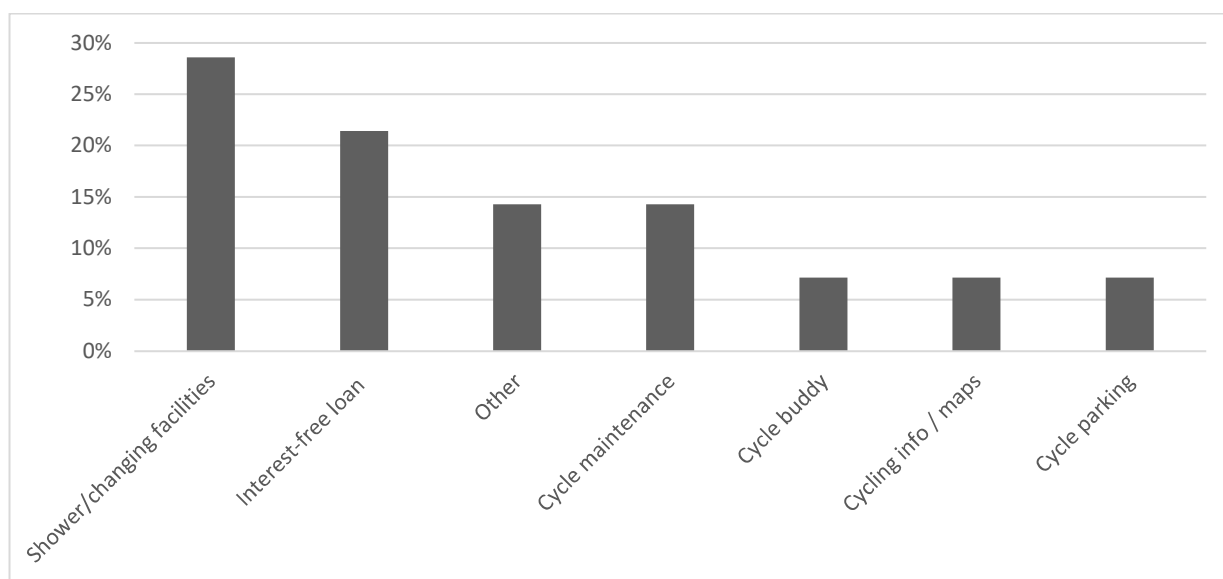
Figure 5.4 – What would encourage you to walk/continue walking to the site? (Staff survey)



5.15 It can be seen from **Figure 5.4** above that most respondents (36%, 4) would be encouraged to walk if they had company on their journey. Following this, improved footpaths on the journey to work (27%, 3) is the second most common response, with improved lighting (18%, 2) and 'Other' (18%, 2) being the third most common response. The 'Other' responses stated that nothing would encourage them to walk, as the distance is too far.

5.16 **Figure 5.5** below highlights the staff responses when asked what would encourage them to cycle to the site.

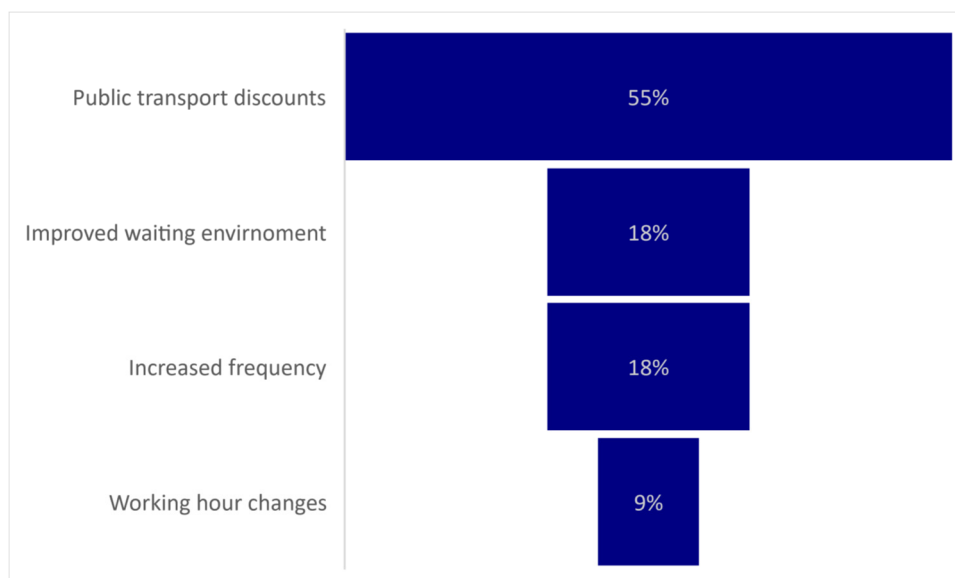
Figure 5.5 – What would encourage you to cycle/continue cycling to the site? (Staff survey)



5.17 It can be seen from **Figure 5.5** above that most staff (29%, 4) would be encouraged to cycle if shower/changing facilities were provided at work. Following this, an interest free bike loan (21%, 3) would be of most interest. These options will be explored further as part of the Measures section of this report. Cycle maintenance assistance (14%, 2) and 'Other' (14%, 2) were the third most popular responses. The comments associated with the 'Other' response, state that cycle lane infrastructure and overall safer cycle journeys would encourage cycling as a mode of transport. Having a someone to cycle with, better cycling information/maps and better cycle parking facilities were of less interest to respondents.

5.18 **Figure 5.6** below highlights the staff responses when asked what would encourage them to use public transport to the site.

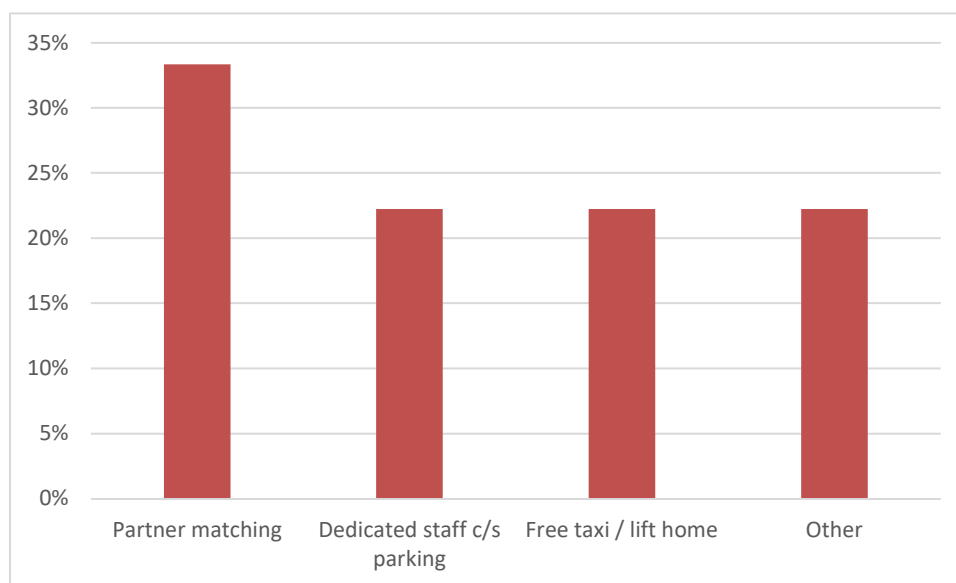
Figure 5.6 – What would encourage you to use/continue using public transport? (Staff survey)



5.19 It can be seen from **Figure 5.6** above that most staff (55%, 6) would be encouraged to use public transport if discounts on passes/tickets were available. Following this, improved waiting environments at bus stops and increased bus service frequencies were the second most popular responses. Working hours that fit better with bus timetables was indicated as being of interest to 9% (1) respondents.

5.20 Staff were finally asked what would encourage them to car share / continue car sharing to work. **Figure 5.7** below highlights the responses.

Figure 5.7 – What would encourage you to car share? (Staff survey)



- 5.21 The most popular response received from 33% (3) respondents was help finding a car share partner. The remaining choices of taxi should a car share partner let them down, dedicated staff car share and 'Other' were all equally proportioned in terms of response (22% each, 2). Of the 'Other' responses, staff stated that they either did not drive, or that they had no requirement for car sharing.

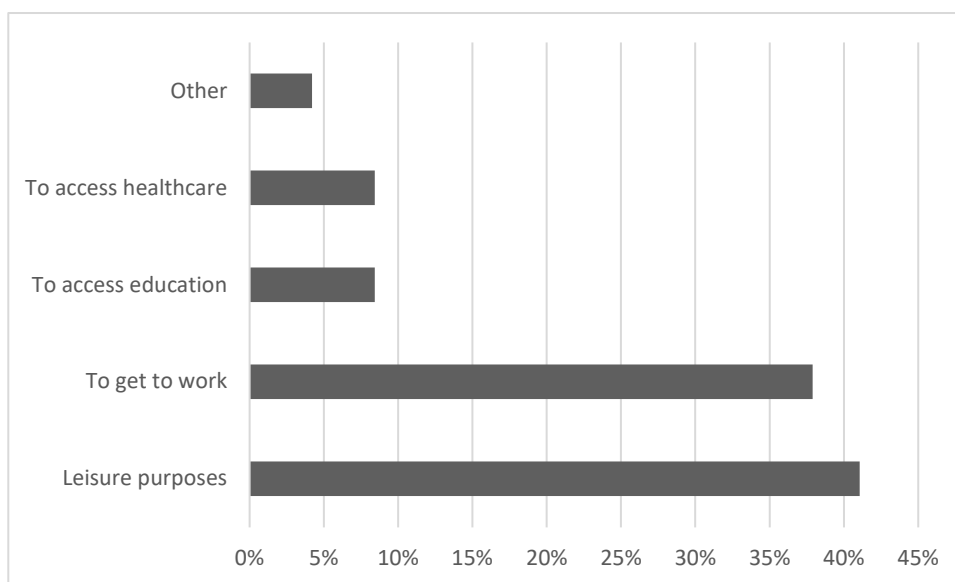
Residents' Survey Analysis

- 5.22 A total of 54 residents completed the survey. This equates to a return rate of 37% based on a total of 145 occupied apartments, which is considered to be representative of current residents' travel patterns.
- 5.23 The surveys indicated that 20% households (11) had one occupier; 69% (37) had two occupiers, and 11% (6) had three occupiers.
- 5.24 The surveys showed that 12% (3) of households do not own a car, 81% (21) own one car and 8% (2) own two cars.
- 5.25 All respondents were able to travel in a manner they wished, without restrictions due to a disability.

Modal Choice

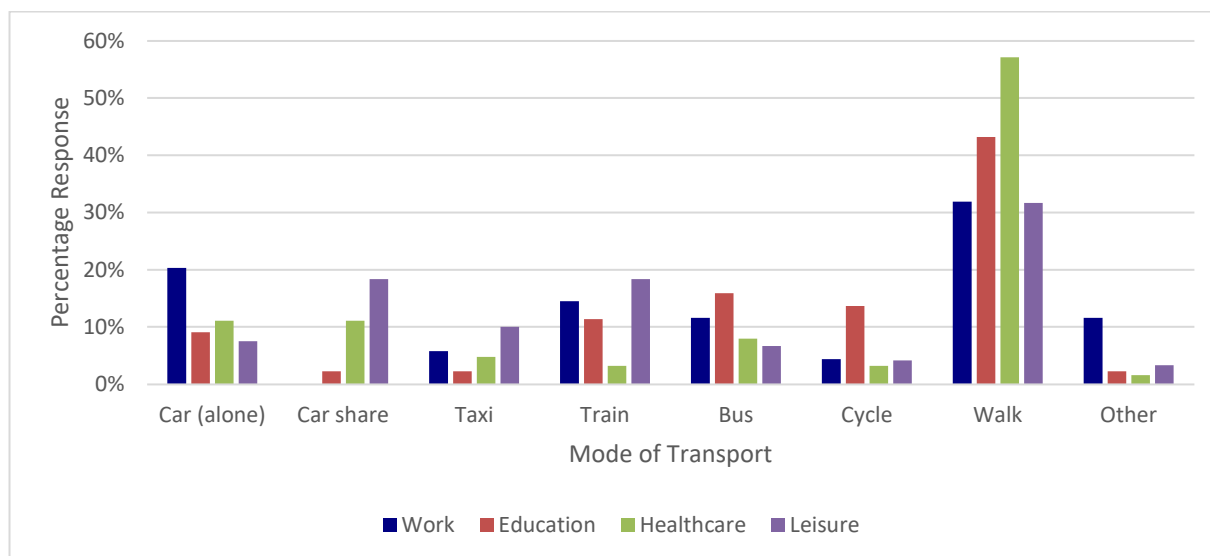
- 5.26 In terms of the main reasons for journeys, a range of answers were provided, with most respondents making journeys for leisure purposes (41%, 39) and to get to work (38%, 36). The responses can be found below in **Figure 5.8**.

Figure 5.8 – Reasons for Making a Journey (Residents' survey)



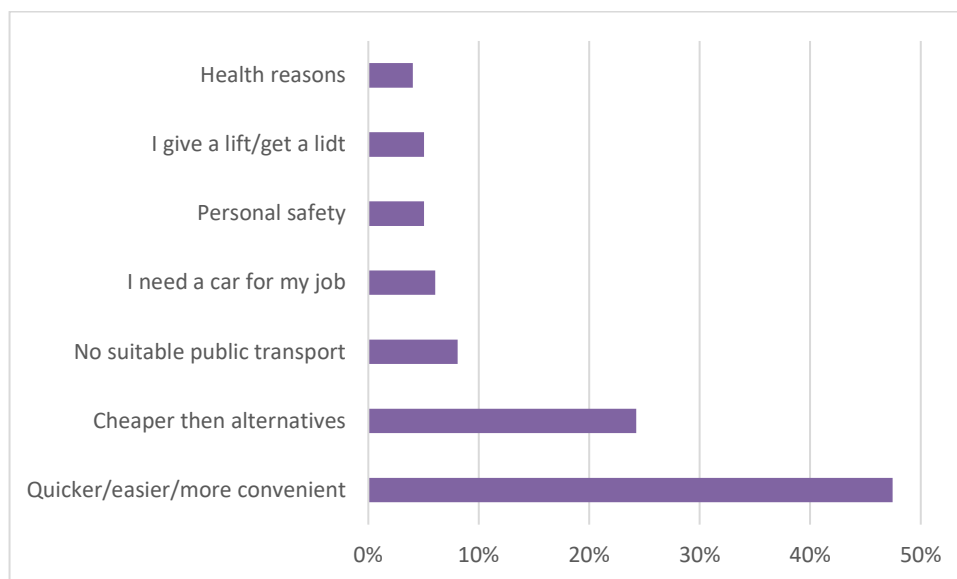
- 5.27 The responses given by those who answered 'other' included to go shopping and to go to the vet.
- 5.28 **Figure 5.9** indicates the mode of transport used by respondents on journeys to the key different locations they visit.

Figure 5.9 – Mode choice on typical journeys (Residents’ survey)



- 5.29 It can be seen that the overall trend is to travel on foot for the majority of journeys, which is typical of a city centre residential development.
- 5.30 On work journeys, respondents choose to travel mostly on foot and by car, with train and bus also being key modes of transport. The ‘other’ field captured information identifying that some respondents also work from home, with a few also travelling by tram.
- 5.31 On journeys to education, respondents mostly travel on foot, with others choosing to use the bus, train and to cycle, as well as to use the tram (captured within the ‘other’ field).
- 5.32 On journeys to access healthcare, as above, most respondents choose to walk, with car alone, car share and bus use being the other most popular modal choices.
- 5.33 On journeys to access leisure facilities, the majority of respondents choose to walk, with train and car share also being popular choices.
- 5.34 Residents were asked why they chose to travel by these modes of transport with **Figure 5.10** below showing the responses to this question.

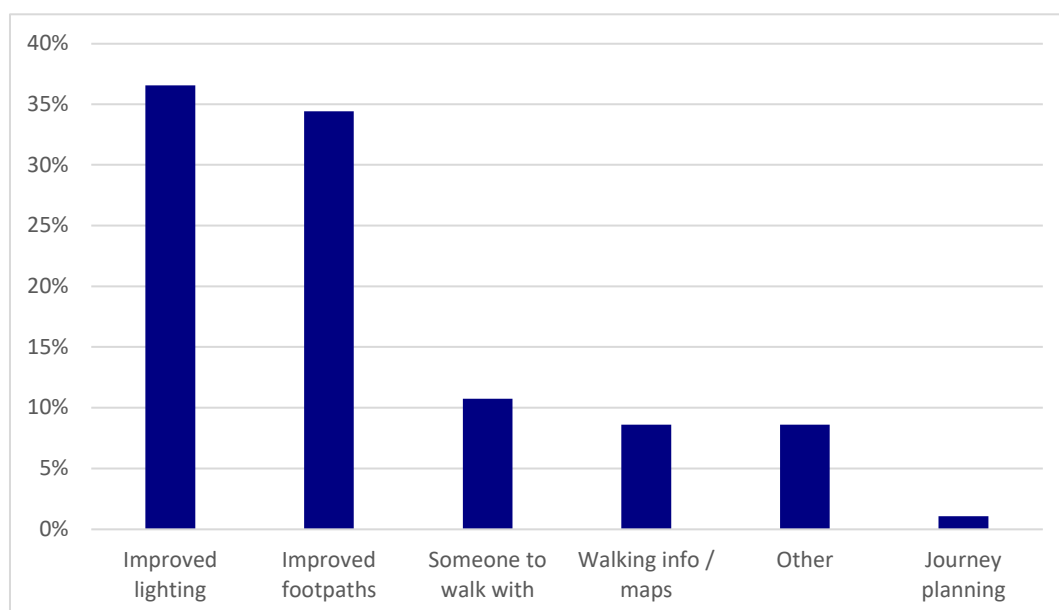
Figure 5.10 – Why do travel in this way? (Residents' survey)



5.35 It can be seen that 47% (47) stated that their mode choice is based on it being quick/easier/more convenient, with 24% (24) also stating that their choice is based on cost. The remaining reasons all had a less than 10% response, with the reasons seen to include personal safety, no suitable public transport, they need a car for their job, health reasons and they give/get a lift.

5.36 **Figure 5.11** shows the responses provided when asked what would encourage residents to walk on future journeys.

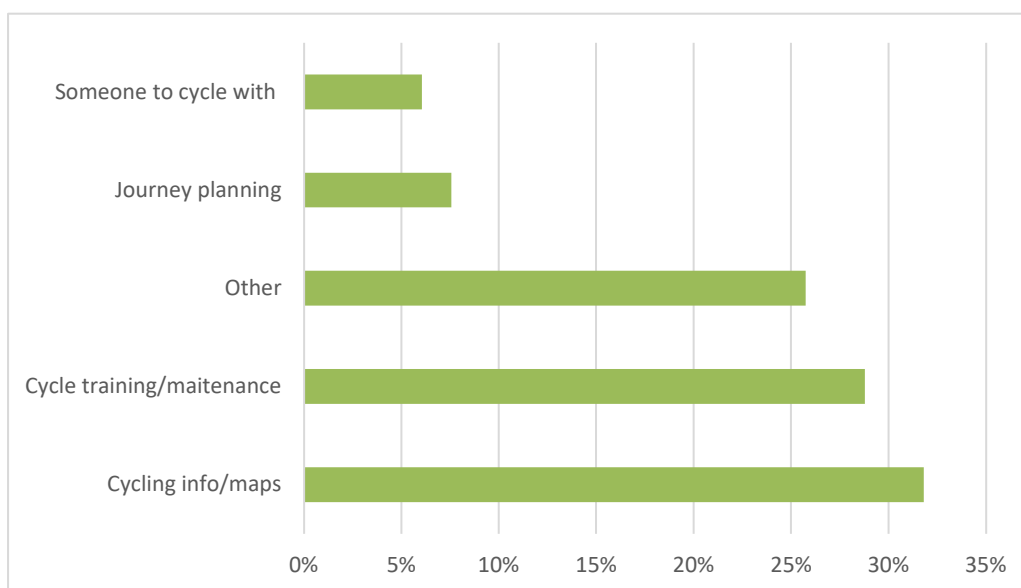
Figure 5.11 – What would encourage you to walk/continue walking? (Residents' survey)



5.37 Of received responses, 37% (34) respondents stated improved lighting on local routes would encourage them, 34% (32) indicated improved footpaths on local routes, 11% (10) said a walking partner, 9% (8) said both walking information/maps as well as stating 'Other'. The 9% of respondents who said 'Other', stated better safety, their workplace being closer or that they already walk.

5.38 **Figure 5.12** shows the responses provided when asked what would encourage residents to cycle on future journeys.

Figure 5.12 – What would encourage you to cycle/continue cycling? (Residents' survey)

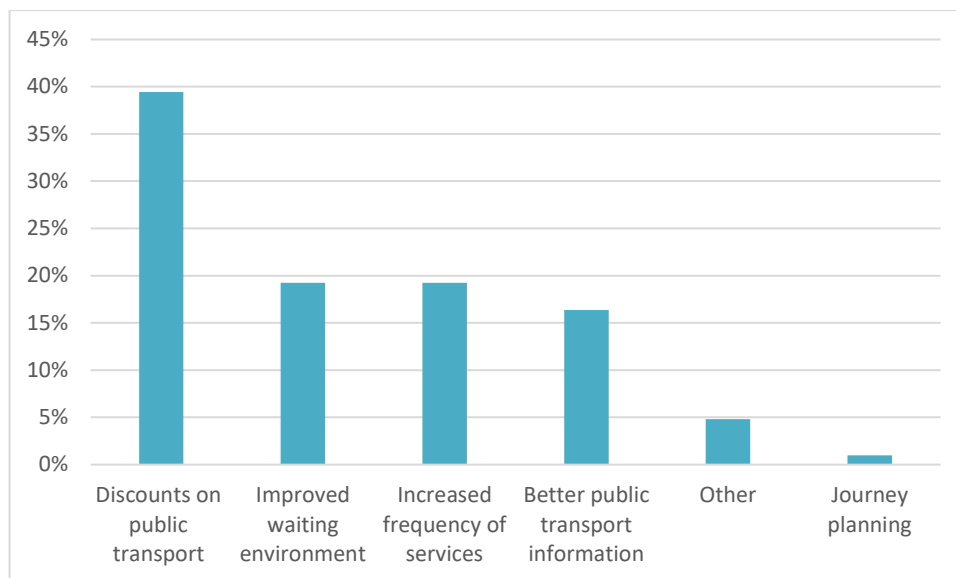


5.39 In terms of received responses, 32% (21) stated cycling information/maps would encourage them, 29% (19) said cycle training/maintenance, 26% (17) stated 'Other' with further detail indicating that that better safety, more cycle paths/routes, segregated cycle lanes, and having confidence in the security of their bicycle would be of interest. Smaller proportions of respondents indicating that journey planning assistance and company on their cycling journeys would encourage them.

5.40 In terms of bicycle ownership, 30% (16) stated they had access to one bicycle, and 15% (8) stated they had access to two bicycles; the remaining 55% (34) have no bicycle.

5.41 **Figure 5.13** shows the responses provided when asked what would encourage residents to use / continue using public transport on future journeys.

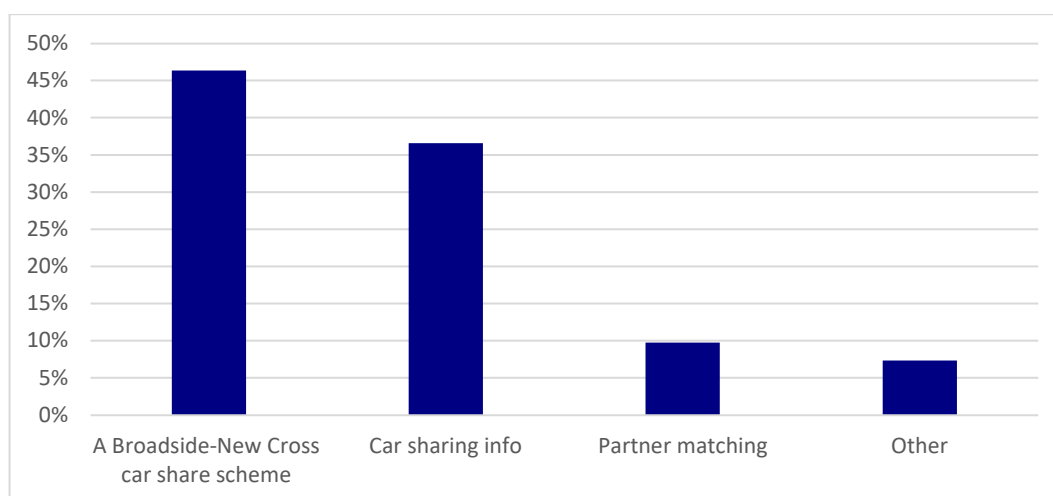
Figure 5.13 – What would encourage you to use/continue using public transport? (Residents' survey)



5.42 Of the responses received, 39% (41) stated discounts on tickets/passes would encourage them, 19% (20) said improved waiting areas, 19% (20) said increased frequency of services, 16% (17) said better transport information, and 5% (5) stated 'Other', which incorporated improved cleanliness, safety and the reduction in Covid19 infection rates.

5.43 **Figure 5.14** shows the responses provided when asked what would encourage residents to car share on future journeys.

Figure 5.14 – What would encourage you to car share/continue car sharing? (Residents' survey)



- 5.44 Of the responses received, 46% (19) respondents stated a Broadside-New Cross car share scheme would encourage them, 37% (15) said more information on car sharing, 10% (4) said help finding a partner and 7% (3) stated 'Other'. The 7% of respondents who said 'Other', stated safety and that car sharing does not appeal to them.

Conclusion

- 5.45 It can therefore be seen that whilst residents and staff are already making use of sustainable modes of transport for their commute and other journeys, potential exists for greater take-up of walking, cycling and use of public transport. Measures will therefore be put in place to help encourage this modal shift to take place, and can be found in the Measures section of this report.

Annual Surveys

- 5.1 The TPC will be responsible for surveys and will undertake a resident survey for the first five years of opening on a biennial basis (year 3 and 5). The TPC will strive to achieve a minimum of 30% return rate for the surveys.
- 5.2 A review will be undertaken in the May following each survey, to identify progress towards delivery of measures and achievement of targets. The review will summarise the data collected, and propose revised initiatives and measures where targets have not been met, including a revised action plan.
- 5.3 The results of the review along with the survey data will be submitted to the local authority for review and discussion, within one month of each monitoring period (approximately May / June).

6.0 OBJECTIVES AND TARGETS

Objectives

- 6.1 Objectives are required to give a travel plan direction and focus. Targets are measurable and help to indicate whether the high-level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the travel plan.
- 6.2 The travel plan recognises that there is not one specific mode of transport suitable for all residents and that there need to be a number of alternatives in place. The travel plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.
- 6.3 This travel plan has been prepared to achieve the following objectives:
- Minimising the total travel distance of residents;
 - Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
 - Promoting walking, cycling, public transport and car sharing; and
 - Promoting healthy lifestyles and sustainable communities which are accessible by all.

Modal Share Targets

- 6.4 Five-year targets have been identified, based on the baseline data collected during the recent travel survey period.

Table 6.1: Five Year Residents' Targets

Mode	Baseline Modal Split	Target by Year 5
% of trips made by single car occupancy	12%	6%
% of trips made by car sharing	8%	10%
% of trips made by foot/bicycle	47%	52%
% of trips made by PT	27%	28%
% of trips made by taxi	6%	4

- 6.5 The above baseline modal split has been identified by averaging the modal splits across journeys made for education, leisure, to access healthcare and to access employment.

Table 6.1: Five Year Staff Targets

Mode	Baseline Modal Split	Target by Year 5
% of trips made by single car occupancy	37%	27%
% of trips made by car sharing	13%	15%
% of trips made by foot/bicycle	25%	30%
% of trips made by PT	25%	28%

- 6.6 The above tables demonstrate that the development already experiences a relatively high level of sustainable mode use, which the travel plan will aim to sustain and build upon.

7.0 MEASURES AND MARKETING

- 7.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost-effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with residents and staff, for example, through travel surveys, is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular.

Travel Information and Marketing

- 7.2 Good accurate information on the variety of travel options which can be used and the initiatives being promoted is a critical element of a successful travel plan.

- 7.3 All residents will be made aware of the travel plan and the key measures to be implemented through travel information packs. The travel information packs for residents will include the following:

- An introduction to the travel plan listing any key measures, as well as the contact details of the TPC;
- A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
- Public transport information, including:
 - Bus, tram and rail timetables covering services from nearby stops, Shudehull Interchange and Victoria and Piccadilly Rail Stations;
 - Information on how to obtain concessionary bus travel passes;
 - Contact details for bus, tram and rail service providers.
- Active travel information, including:
 - Map indicating potential walk and cycle routes to the local facilities, along with details of cycle parking in the local area;
 - Details of local bike repair shops/retailers, along with available training and maintenance sessions;
 - Health information.
- Information on how to obtain a personalised travel plan;
- Details on local car sharing schemes; and
- Details of local taxi firms.

Mediaboards

- 7.4 Mediaboards will be installed in communal areas such as within the entrance areas of the buildings. The boards will highlight the travel plan, TPC details and provide details of measures. The mediaboards will be regularly updated.

Newsletter

- 7.5 A newsletter will be started to promote local and New Cross travel planning and other initiatives. This will be disseminated to staff and residents and will include details of the travel plan and measures to encourage sustainable travel. The newsletter will be issued and updated on a regular basis.

Walking

- 7.6 The TPC will encourage walking as a mode of travel from the site by implementing the following initiatives:
- Raise awareness of the health benefits of walking through promotional material in the travel information pack;
 - Provide a map showing walking routes as part of the travel information pack and on mediaboards, showing walking access from the site, and indicating distances and times to key local facilities such as local schools and retail facilities near to the site;
 - Identify whether any staff live close to each other, and if so, promote potential for walking buddy matching;
 - Promote local events, such as National Walking Month; and
 - Liaise with a local taxi firm to provide competitive rates for residents and staff, in case of emergency to replace the regular walking journey.

Cycling

- 7.7 The TPC will encourage cycling as an alternative mode of travel from the site by implementing the following initiatives:
- Promote cycling access and cycle parking at the site;
 - Promote use of staff change facilities;
 - Investigate potential to offer an interest-free loan for bicycle purchase for staff;
 - Identify whether any staff live close to each other, and if so, promote potential for cycling buddy matching;

- Negotiate discounts on cycles and equipment with local cycle shops in return for advertising their details in the travel information pack;
- Provide information to staff and residents on any local cycle proficiency 'Bikeability' courses such as through <https://activetravel.tfgm.com/cycling/courses-and-bike-maintenance/>;
- Promote Bike to Work Week in June (<http://bikeweek.org.uk/>) in conjunction with TfGM / MCC;
- Promote the availability of cycling information, including route maps and useful tips and guidance on the TfGM website (<https://tfgm.pindarcreative.co.uk/> / <https://activetravel.tfgm.com/cycling/>)
- Identify interest in a Bicycle User Group (BUG) and if present, set up a side-wide group;
- Promote any local or national cycle-related campaigns and events; and
- Liaise with a local taxi firm to provide competitive rates in case of emergency to replace the regular cycle journey.

Public Transport Information

7.8 The TPC will actively promote public transport with the following specific measures to be implemented:

- Residents will be provided with public transport locations (including bus stops, tram and rail stations), together with route and timetable information in the travel information packs;
- Details of community transport options and concessionary ticket availability;
- Provide details of public transport passes and available discounts for staff and residents;
- Provide details of routes and destinations served by trains from Victoria and Piccadilly Rail Stations; and
- The TPC will provide details of websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the Traveline website (<http://www.traveline.info/>) and TfGM's journey planner (<https://tfgm.com/plan-a-journey>).

Car Sharing Scheme

7.9 The TPC will ensure that residents are provided with information within the travel plan information packs promoting car sharing. The information will highlight the benefits of car sharing and the costs savings which may be had.

- 7.10 Several websites will be suggested for any residents and staff who may wish to car share. This would include sites such as Car Share GM which is a car share scheme set up for the Greater Manchester area (<https://carsharegm.com/index.html>) which provides a matching service for those travelling on similar journeys. This will be promoted on mediaboards.

Car Club

- 7.11 Car clubs provide an alternative to private car ownership and significant use can tackle congestion and air pollution levels.
- 7.12 Two car clubs operate in Manchester: Enterprise Car Club and Co Wheels. Enterprise has vehicles available on High Street which is c.500m from the site access. Further vehicles are available across the city centre and will be promoted as part of the travel plan process.

Personalised Travel Planning

- 7.13 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.
- 7.14 The TPC will assist residents in the development of a personalised journey plan for regular journeys. The journey plan could include (dependent on which modes of transport are identified as being of most interest):
- Maps showing the location of the bus stops to use at either end of the journey, along with the accompanying walk route to their origin and destination;
 - Details of how and where to buy tickets, including the current cost for travel;
 - Suggestions of how to incorporate elements of the journey to sustainable modes; and
 - Timetable information for public transport services used on their journey.
- 7.15 Details of how to produce a personalised journey plan will be included within the travel information pack.

Alternatives to Travel

- 7.16 Alternatives to regular trips, such as the commute to work and supermarket visits, present the potential to reduce single occupancy trips greatly. Residents should be encouraged to consider all journeys they make and identify whether an alternative is present.
- 7.17 Working from home even just one day per week can reduce traffic by a significant amount; this is made possible by high speed internet connections, multiple points within the homes for telephone and internet, and home office space.
- 7.18 Similar provisions enable a vast majority of shopping goods to be ordered from the home and delivered. Home shopping also provides significant opportunities for reducing the need to travel.
- 7.19 The TPC will encourage residents to make use of these options when viable.

Marketing Summary

- 7.20 The TPC will be responsible for providing residents with an overview of the travel plan in order to promote the use of a range of modes of transport and work towards increasing awareness of the alternative modes of transport available.
- 7.21 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:
- Development of an introduction to the travel plan as part of the travel information pack, which will be distributed to residents;
 - Mediaboards will be erected within the communal areas of the building to promote the travel plan, initiatives and local events; and
 - Regular updates will be sent to the residents to promote new and ongoing measures via a newsletter.

8.0 MONITORING AND REVIEW

- 8.1 To establish the success of the travel plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review of targets.

Monitoring

- 8.2 Monitoring of the plan is important for the following reasons:
- It demonstrates to MCC the effectiveness of measures implemented and the progress being made towards travel plan objectives;
 - It justifies the commitment of the TPC and of other resources;
 - It maintains support for the travel plan by reporting successes; and
 - It helps to identify any deficiencies within the travel plan, including any measures that are not effective.
- 8.3 The TPC will monitor travel patterns associated with the site on a regular basis over a five-year period, commencing within three months of site occupation. Surveys will take place on a biennial basis for the first five years of site occupation.
- 8.4 As part of the annual monitoring, surveys will be distributed to all occupied units to monitor travel to and from the site, and gain an understanding of travel habits.
- 8.5 The TPC will agree the monitoring programme with MCC to ensure that the monitoring procedures are appropriate.

Reviewing

- 8.6 The TPC will undertake a biennial review of the travel plan following monitoring. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
 - Comments received from residents.
- 8.7 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets in order to maintain a realistic travel plan goal.

-
- 8.8 The TPC may also choose to remove ineffective measures and/or initiatives and implement new measures, in order to meet the targets.
- 8.9 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority upon request.

9.0 ACTION PLAN

9.1 The action plan follows, and includes measures and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the resources required in order to deliver each action.

Action	Target Date	Responsibility	Budget Indication
Initial Setup – Prior to Occupation			
Provide all highway and transport measures as agreed with MCC	As per planning agreements with MCC	Reside	Reside
Appointment of TPC	In place	Reside	Reside
Exchange contact details with MCC	As part of this travel plan submission	Reside	Staff time
Prepare baseline survey	Completed	TPC	Staff time
Upon Occupation			
Set up travel plan working file	Ongoing - as units are occupied	TPC	Staff time
Set up residents' database	Ongoing - as units are occupied	TPC	Staff time
Within 6 Months of Occupation			
Issue travel surveys to residents and staff	Completed	TPC	Staff time + printing
Collect completed travel plan surveys	Completed	TPC	Staff time
Analyse survey results, update travel plan and issue to MCC	Completed – issued to MCC as part of this travel plan	TPC	Staff time
Install mediaboards in communal areas	In progress	TPC	Staff time + materials
Procure and produce information to populate travel information packs	Pack in production	TPC	Staff time + materials
Negotiate discounts and deals with local cycle shops, public transport operators etc.	As part of pack production - underway	TPC	Staff time
Liaise with a local taxi firm to secure favourable rates	As part of pack production - underway	TPC	Staff time
Identify whether interest is present in a walking and cycling buddy scheme for staff	Via mediaboards	TPC	Staff time

Promote use of cycle parking	Via mediaboards	TPC	Staff time
Investigate interest in a cycle loan for staff	Via mediaboards	TPC	Staff time
Promote any local area cycle training and maintenance courses	Within 6 months of initial occupation	TPC	Staff time
Promote car share schemes and car club hire cars	Within 6 months of initial occupation	TPC	Staff time
Provide personalised journey plans to interested residents and staff	Within 6 months of occupation	TPC	Staff time
Ongoing Tasks			
Update residents with any service changes with regard to local transport on an annual basis	Six-monthly	TPC	Staff time
Promote national events e.g. Bike to Work Week, Walk to Work etc.	Annual promotion of various events	TPC	Staff time
Monitoring / Review			
Conduct repeat travel survey one year after the baseline survey, biennially for a 5-year period	Biennially, for a five-year period	TPC	Staff time + printing
Analyse responses, produce progress report	Within 3 months of receipt of responses	TPC	Staff time
Report updates to residents	Within 1 month of analysis taking place	TPC	Staff time + printing
Continue regular monitoring as set out in this travel plan	As set out in document	TPC	Staff time

10.0 CONCLUSION

- 10.1 This travel plan has reviewed the existing transport facilities at the site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 10.2 Through the delivery of the measures discussed within this travel plan, the objectives identified should be fulfilled. These include:
- Minimising the total travel distance of residents;
 - Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
 - Promoting walking, cycling, public transport and car sharing; and
 - Promoting healthy lifestyles and sustainable communities which are accessible by all.
- 10.3 This document ensures that sustainable access to the development is facilitated.