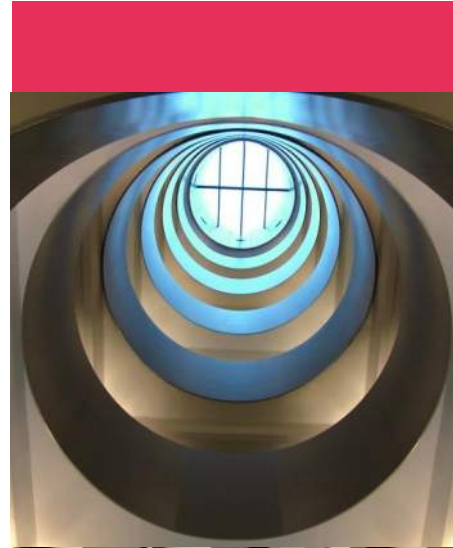


39 Deansgate – Manchester

Interim Travel Plan

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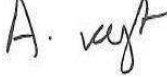
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Plan 70691-CUR-00-XX-DR-TP-06005-P01 – (Accessibility) Indicative Public Transport Catchment

Appendices

Appendix A – Proposed Layout

1.0 Introduction

1.1 Background

- 1.1.1 Curtins has been appointed on behalf of Kames Property Income Fund to provide traffic and transportation advice in relation to the redevelopment of 39 Deansgate, within Manchester's Central Business District. The site is also included within the Ramada Complex Strategic Regeneration Framework (SRF).
- 1.1.2 The proposed refurbishment involves the demolition of the existing 9-storey building and the *"Erection of a 17 storey building comprising office use (Use Class E(g)(i)) and flexible ground floor commercial units (Use Classes E(a),(b),(c) and sui generis 'drinking establishment'), new electricity sub-station, basement cycle parking and rooftop plant enclosure, together with access, servicing and associated works following demolition of the existing building"*.
- 1.1.3 The proposed layout plans are included in **Appendix A**.

1.2 What is a Travel Plan?

- 1.2.1 A TP is defined by the Department for Transport (DfT) and by the Ministry of Housing, Communities & Local Government (MHCLG) (formerly DCLG – the Department for Communities and Local Government) 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 Document Purpose

- 1.3.1 In January 2020, Curtins prepared an Interim Travel Plan (ITP) to accompany the planning application (Manchester City Council planning reference: 126328/FO/2020). In January 2021, the planning application was refused by Members against Officer recommendation for reasons pertaining to loss of amenity and impact on the heritage assets of the surrounding area.
- 1.3.2 The resubmission application has been subject to further discussions with Senior Planning Officers at MCC and additional supporting information to justify the proposed development and further highlight its public benefits has been provided. To this end, this report is an updated version of the 2020 ITP,

capturing any changes to the site context and local context, notably changes to the city centre in light of the COVID-19 pandemic.

- 1.3.3 This ITP is intended to be read alongside the accompanying TS (**Document Reference: 79464-CUR-00-XX-RP-TP-001**).
- 1.3.4 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.
- 1.3.5 Transport for Greater Manchester (TfGM) strongly endorses the need for TPs in order to reduce the impact of transport on the local environment, to improve accessibility and to encourage 'active travel' which improves peoples' health. According to TfGM's document 'Transport for Sustainable Communities: a Guide for Developers', a TP should achieve:

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

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

- 1.3.6 This document has been written in accordance with the above statement, and the following core guidance documents:
- National Planning Policy Framework, MHCLG, 2021;
 - National Planning Practice Guidance, MHCLG, 2014;
 - Greater Manchester Transport Strategy 2040, TfGM, 2021; and
 - Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009.

1.4 Document Structure

- 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** assesses the accessibility of the site by various means of sustainable modes of travel including public transport, walking and cycling.

- 1.4.3 **Section 5** outlines various initiatives that will be considered to encourage maximum uptake in sustainable modes of travel, whereas **Section 6** outlines the Travel Plan Target strategy.
- 1.4.4 **Section 7** 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 process progresses. **Section 8** concludes the report by providing an Action Plan which summarises the document and the next steps.

2.0 Travel Plan Benefits

2.1 Introduction

2.1.1 The benefits from a TP can be loosely categorised under four main headings:

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

2.1.2 This section explores just some of the improvements which 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 (DfT) 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.

2.2.2 The British Government has pledged to play its part in reducing emissions which are harmful to the earth by setting carbon reduction targets:

"A net-zero greenhouse gas emissions (GHG) target for 2050 will deliver on the commitment that the UK made by signing the Paris Agreement. It is achievable with known technologies, alongside improvements in people's lives, and within the expected economic cost that Parliament accepted when it legislated the existing 2050 target for an 80% reduction from 1990."

Source: *Net Zero: The UK's contribution to stopping global warming*, Committee on Climate Change, 2019.

2.2.3 A coordinated Clean Air Plan is being developed by all 10 local authorities in Greater Manchester to tackle air pollution, and in particular, nitrogen dioxide (NO₂) exceedances. Several measures have been proposed to help reduce roadside NO₂ levels as effectively as possible, while also protecting local people, businesses and the economy. These include:

- **A Greater Manchester Clean Air Zone** – a daily penalty applied to non-compliant vehicles (buses, coaches, heavy goods vehicles, taxis, private hire vehicles, vans and minibuses) driving into, inside and through Greater Manchester via local roads (not motorways);

- **A multi-million-pound funding package** – government-funded schemes for people and businesses who own vehicles that would be subject to the Clean Air Zone penalty to upgrade to a cleaner vehicle; and
- Trebling the number of **electric vehicle public charging points**.

2.2.4 In January 2021, TfGM published a 2040 Vision for Transport to develop flexible and customer-focused travel choices, supported by smart information, ticketing and payment systems, across a truly integrated Greater Manchester transport network. This Transport Strategy outlined that road transport is responsible for 80% of NO₂ pollution at the roadside, where it is most damaging to health, and that the cost of congestion in Greater Manchester has been estimated by TfGM to be £1.3 billion per year.

2.2.5 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.

2.2.6 Under Policies 3, 4, and 10, the Transport Strategy states that TfGM will:

- *“maintain a programme of interventions encouraging people to make sustainable journeys. We will support this programme through journey planning tools, and information to encourage travel behaviour change and mode shift, in order to make the most efficient use of available capacity (particularly during peak periods);*
- *work with developers to ensure that new developments are accessible by sustainable modes, and to reduce transport emissions and impacts on the highway network.*
- *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.”*

2.2.7 In July 2019, a motion asking Manchester City Council (MCC) to formally declare a ‘climate emergency’ was agreed, making sure that all key decisions are taken to create a thriving, healthy, zero carbon city in line with the Draft Manchester Zero Carbon Framework (2020 – 2038). The framework details MCC’s commitments to limiting the impacts of climate change by adopting and meeting objectives such as:

1. *“Carbon Reduction and Contributing to the Paris Agreement*
2. *Improving (our) residents’ health, wellbeing and quality of life*
3. *Creating good jobs, supporting successful businesses and attracting investment.”*

Source: Draft Manchester Zero Carbon Framework, MCC, 2019.

2.2.8 Encouraging people to make smarter choices in the way they travel can drastically 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, yet activity levels are generally low across the UK:

"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 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.
- 2.3.3 Further examples of the impact of travel behaviour on public health is shown in **Figure 2.1** below:

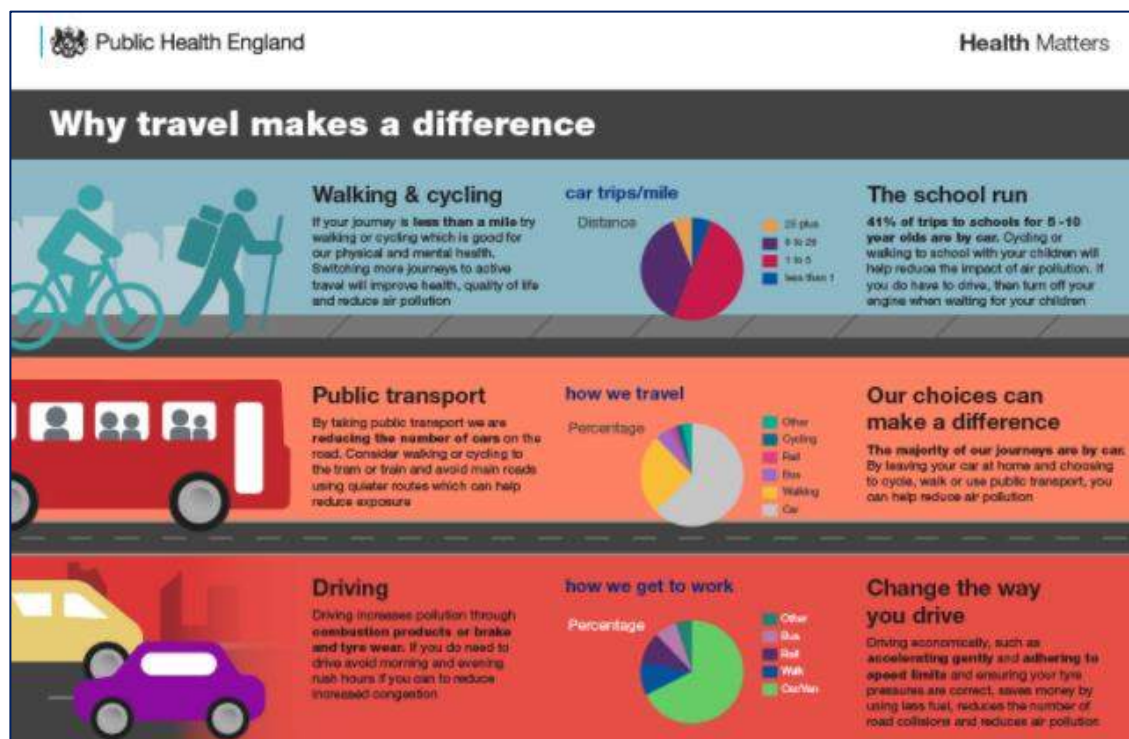


Figure 2.1 – The Impact of Travel Behaviour on Public Health
(Source: Public Health England)

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:

“The estimated direct cost of physical inactivity to the NHS across the UK is £1.06 billion. This is based upon five conditions specifically linked to inactivity, namely coronary heart disease, stroke, diabetes, colorectal cancer and breast cancer.

In England, the costs of lost productivity have been estimated at £5.5 billion per year from sickness absence and £1 billion per year from the premature death of people of working age.”

Source: *Start active, stay active: report on physical inactivity in the UK*, DoH, 2011.

- 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 staff (and visitors) 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*, DfH, 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 TP will have a positive effect on the future staff (and visitors) 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*, DfH, 2009.

2.7 Travel Plan 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 staff and visitors to use sustainable modes of transport.

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

- **Objective TP1** – To increase the level of walking to and from the site;
- **Objective TP2** – To increase the level of cycling to and from the site;
- **Objective TP3** – To increase the level of public transport use to and from the site;
- **Objective TP4** – To reduce reliance on single occupancy car travel; and
- **Objective TP5** – To raise awareness of the TP and the travel options available.

3.0 Existing Situation and Development Proposals

3.1 Site Location

3.1.1 The Site is irregular in shape and comprises an area of around 1,227m² (0.12 ha).

3.1.2 The following **Figure 3.1** shows the location of the site in relation with Manchester City Centre:



Figure 3.1 – Site Location in Relation to Manchester City Centre.

(Source: OpenStreetMap, 2020)

3.1.3 Located within the Ramada Complex SRF within Manchester's Central Business District, the site is bound by Deansgate to the West, St Mary's Gate to the North, the Grade II* listed Barton Arcade to the South and by 12-14 St Mary's Gate to the East. It is also situated within the St Ann's Conservation Area.

3.1.4 The following **Figure 3.2** shows the location of the site in relation to the surrounding highway network:



Figure 3.2 – Site Location in Relation to the surrounding highway network.

(Source: OpenStreetMap, 2021)

3.2 Development Proposals

3.2.1 The proposed development involves the demolition of the existing 9-storey building and the erection of a new 17-storey building. This will allow the creation of retail units (Use Classes E(a, b, c) (formerly A1 / A2 / A3) and Sui Generis (formerly A4)) on Deansgate at ground floor level, with the remaining upper floors dedicated to office use (Use Class E(g) (formerly B1)).

3.2.2 The proposed area schedule in NIA (m²) for the building can be summarised as follows:

- Offices (mezzanine to fifteenth floor) – 12,604m²; and
- E(a, c) (formerly A1 / A3) and Sui Generis (formerly A4) Retail / Restaurant units (ground floor) – 454m².

3.2.3 The proposed development layout plans are included in **Appendix A**.

Pedestrian Access Facilities and Cycle Access

3.2.4 Pedestrian access to the proposed building's main entrance would be available via a revolving door off Deansgate. This would lead pedestrians through the reception space and to the core of the building.

3.2.5 There are two retail units proposed at ground floor as part of the development. The unit located to the south will be accessed from Deansgate whilst the unit located to the north will be accessed of the corner of Deansgate with St. Mary's Gate.

3.2.6 Cycle access is provided to the rear of the building via the service yard off Exchange Street. Access to the basement cycle store is provided via a dedicated ramp.

Car Parking

3.2.7 It is proposed that the development would not provide any parking spaces.

Cycle Parking

3.2.8 Cycle parking for 96 bicycles would be provided in the basement.

3.2.9 The cycle parking is envisaged to incorporate a bicycle pump and repair station, along with several showers and drying rooms.

3.3 Existing Travel Patterns

3.3.1 Due to the change in travel and working patterns as a result of the COVID-19 pandemic, it has not been possible to accurately survey existing tenants and staff at the site. Notwithstanding, the 2011 Census dataset 'WU03EW – Location of usual residence and place of work by method of travel to work (MSOA level)' has been interrogated to understand pre-COVID-19 travel patterns. The middle super output areas (MSOA) of Manchester 054 where the site is located has been used as the place of work.

3.3.2 The mode of travel to work data extracted from the output areas is summarised in **Table 3.1**:

Method of Travel to Work	Total
Work mainly at or from home	0
Underground, metro, light rail or tram	3,043
Train	7,832
Bus, minibus, or coach	12,868
Taxi	164
Motorcycle, scooter or moped	212
Driving a car or van	17,151
Passenger in a car or van	1,911
Bicycle	1,249
On foot	6,120
Other method of travel to work	100
Total	50,650

Table 3.1 – Method of Travel to Work

3.3.3 The mode of travel has been further refined by combining the travel by tram, train, and bus/coach as public transport. For a robust assessment, the 'taxi' and 'other method of travel to work' categories have been added to the car driver category.

3.3.4 The 'working from home' element of the data has also been excluded in deriving the mode share due to the lack of responses. **Table 3.2** summarises the updated mode share.

Mode	Number of People	Percentage
Public Transport	23,743	47%
Car Driver	17,415	34%
Motorcycle, scooter or moped	212	0%
Passenger in a car or van	1,911	4%
Bicycle	1,249	2%
On foot	6,120	12%
Total	50,650	100%

Table 3.2 – Mode Share for Travel to Work

- 3.3.5 **Table 3.2** shows that the mode share for car drivers working in the area is c. 34%, followed by 47% of staff using public transport, 12% walking, 4% car sharing as a passenger, and 2% cycling.

3.4 Surrounding Highway Network

A56 Deansgate

- 3.4.1 Forming the western boundary of the site, Deansgate is a major route connecting Manchester City Centre to the north and the A56 Chester Road and the A57(M) Mancunian Way to the south. The route also has a large number of active frontages in the vicinity of the site with a selection of commercial uses including retail, restaurants, cafés and real estate agents amongst others.
- 3.4.2 Deansgate commences to the south at the signalised junction with Whitworth Street West as a continuation of A56 Chester Road. Deansgate extends for approximately 1.2km towards the north, where it becomes Victoria Street at a signalised junction with Victoria Bridge Street.
- 3.4.3 Deansgate is approximately 14 metres wide with footways provided along both sides of the carriageway. Loading bays, disabled parking, taxi ranks and some on-street parking reduce the available width of the carriageway.
- 3.4.4 In the vicinity of the site, footways are circa 4.5m wide on both sides of the road, complete with dropped kerbs and tactile paving, along with a signalised crossing at the junction with Blackfriars Street and St. Mary's Gate. Deansgate is also well-lit with street lighting present at regular intervals. There is also cycle provision in the form of advanced cycle stop lanes at signalised junctions.
- 3.4.5 The road is subject to a speed limit of 20mph and has TROs in the form of double yellow lines in the vicinity of the site.
- 3.4.6 In May 2020, during the COVID-19 pandemic, a section of Deansgate between King Street West and Blackfriars Street was pedestrianised / closed to car traffic, under emergency legislation brought in by the Government to allow people more room to social distance. 'Surface guard' barriers were installed

to block access to vehicles whilst providing space for bicycles to pass, and tree planters were also placed in the middle of the carriageway.

- 3.4.7 Road closure signs appear on both ends of the pedestrianised zone to inform vehicles about the restriction, however businesses vehicles would still be able to access the closed sections to load and unload during certain times (06:00 – 08:00 on Mondays to Saturdays). Emergency services would also have full access if necessary.
- 3.4.8 In December 2020, Manchester City Council installed new ‘Rhino’ barriers to allow buses and taxis to travel one-way down the road (southbound, with the northbound carriageway still closed). Pedestrians still have extra room to walk along the carriageway, and the tree planters remain. This remains the arrangement along this section of Deansgate at the time of writing.
- 3.4.9 Manchester City Council then held a public consultation on the permanent pedestrianisation of Deansgate (and additional changes to surrounding roads), shown in **Figure 3.3** below:

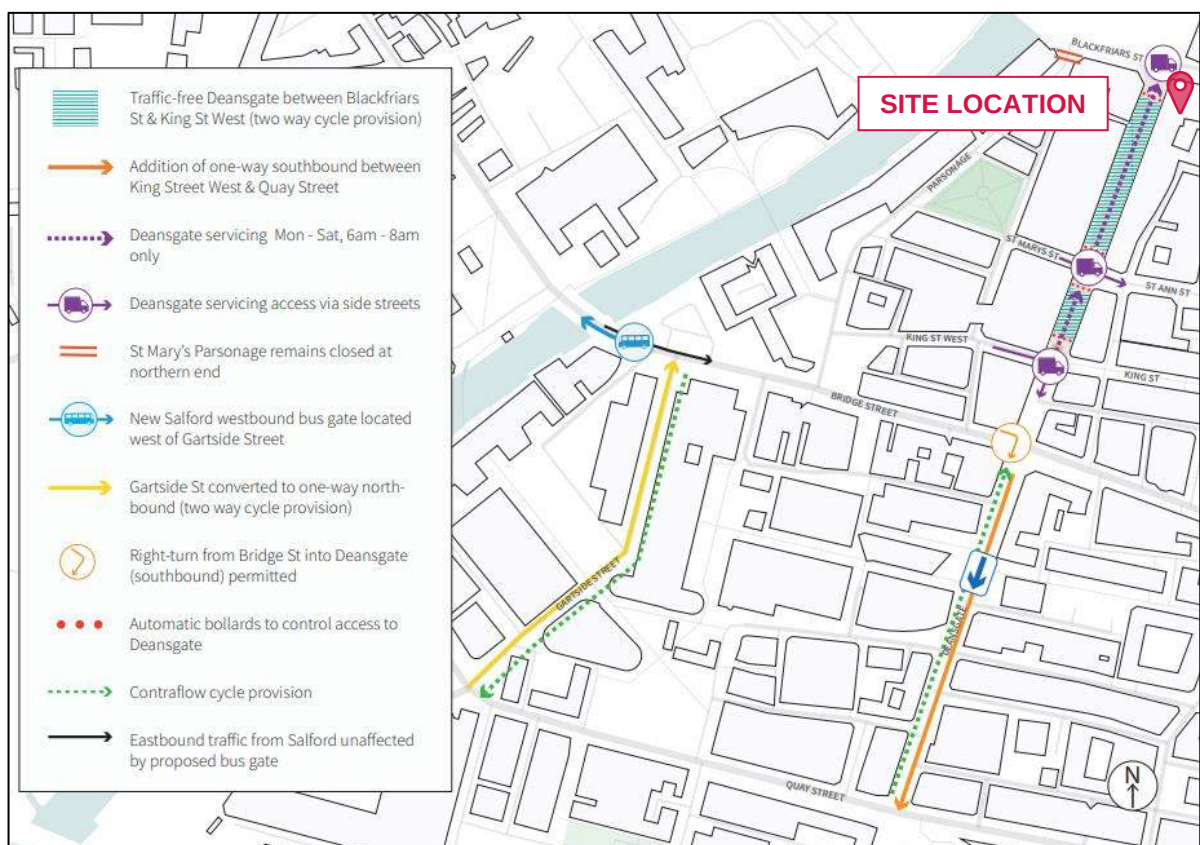


Figure 3.3 – Map of Changes and New Features to Deansgate.

(Source: Manchester City Council, 2020)

- 3.4.10 The consultation period ended in January 2021, where Manchester City Council stated all comments received will be reviewed, and reported to the Executive Member for Environment for consideration and to decide the next steps. The impact of the trial closure will be monitored for a period of at least 12 months, and a decision will be made on whether to make it permanent.

St. Mary's Gate

- 3.4.11 St. Mary's Gate runs along the northern boundary of the proposed development. This road commences to the east at the signalised junction with Cross Street and Corporation Street and continues for a length of circa 160m towards the west, terminating at a signalised junction with Deansgate.
- 3.4.12 In the vicinity of the site, St. Mary's Gate is a two-way street with a carriageway of approximately 12m, including two loading areas at the western end (the bay to the north of approximately 12m long and the one to the south 15m) and a taxi rank along both sides of the road.
- 3.4.13 At the junction with Exchange Street, the road becomes a one-way street with vehicles travelling in a westerly direction. At this location, a turning area of approximately 18m of diameter is provided for vehicles to turn around.
- 3.4.14 There are well-maintained footways on both sides of the carriageway which are approximately 5m in width. The road is well-lit with street lighting.

Exchange Street

- 3.4.15 Towards the east of the site, Exchange Street is a pedestrianised street with droppable bollards limiting the access for vehicles. These bollards are lowered automatically from 7am to 11am to allow service vehicles to access the office buildings and retail units located along St. Ann's Square area, including 39 Deansgate. At any other time of the day, permit holders, including users of the podium car park located at the site can lower the automated bollards with a fob.
- 3.4.16 The average width of Exchange Street is 17m. The footways / pedestrian areas are complete with dropped kerbs and tactile paving at designated pedestrian crossing, and the street is also well lit with street lighting at regular intervals.

3.5 Access for Mobility and Visually Impaired Users

- 3.5.1 The site benefits from its city centre location and the existing infrastructure afforded by its position within the Central Business District. There are a number of existing features which ensure safe, convenient and aided access for those site users who have young children, and those who are disabled and / or visually impaired.
- 3.5.2 Dropped kerbs, tactile paving and colour coded crossings are present at every pedestrian crossing place in the vicinity of the site, including at signalised pedestrian crossing points.

4.0 Accessibility by Sustainable Modes of Travel

4.1 Introduction

4.1.1 A key element of national, regional and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. It is important to ensure that developments are not isolated but are located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

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

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

4.2 Pedestrian Accessibility

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

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

Table 4.1 – CIHT Recommended Walking Distances

4.2.2 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. **Plan 70691-CUR-00-XX-DR-TP-06003** to the rear of the report 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.

4.2.3 Within the 500m catchment area, there are a number of residential properties such as those within the Parsonage Gardens area and apartments fronting River Irwell at approximately 400m west of the site.

- 4.2.4 Most notably, within 500m north east of the site is the Printworks, Market Street (including Arndale Centre) and the northern section of Deansgate. Deansgate comprises supermarkets, cafes, bars and restaurants along with a vibrant nightlife, the Printworks contains leisure outlets, restaurants / bars, the Vue cinema and a Co-Op establishment, whereas the Arndale centre is one of the largest city-centre shopping malls in Europe and houses over 200 shops as well as several food and drink establishments.
- 4.2.5 There are also hotels, gyms, and fitness centres within the 500m catchment.
- 4.2.6 Located just outside the 500m catchment, the Manchester Victoria rail / tram station and Shudehill tram / bus station are located approximately 600m to the northeast of the site. These locations allow for easy access for future employees of the site which commute to work from Greater Manchester and beyond. The Market Street tram stop is located approximately 520m to the east of the site.
- 4.2.7 Within the wider 1,000m – 2,000m catchments, there are a great number of residential properties in all directions. Additional leisure, food, retail, employment, high street banks, health clubs, and convenience stores are accessible along Deansgate, St Ann's Square, and Piccadilly Gardens. The whole of Manchester City Centre is within a 2,000m walk of the site.
- 4.2.8 In addition to the above, the development could include ancillary retail and food/drink uses at ground floor level, which would be within immediate reach of end users.
- 4.2.9 The surrounding roads have footways available for pedestrian use, and the carriageways are well lit by street lighting. In the immediate vicinity of the site, there are several signalised crossing points, pedestrian refuge islands, dropped kerbs and tactile paving to aid pedestrians. There is already a high pedestrian footfall in the area, and so high-quality pedestrian facilities exist. The site is considered highly accessible by foot.

4.3 Cycle Accessibility

- 4.3.1 In order to assist in assessing the accessibility of the site by cycle, **Plan 70691-CUR-00-XX-DR-TP-06004** to the rear of the report presents an 8km cycle catchment for the site. The 8km (5-mile) cycling distance refers to a recommendation by Cycling England in the document *'Integrating Cycling into Development Proposals'* (2009), which states: *"most cycle journeys for non-work purposes and those to rail stations are between 0.5 and 2 miles, but many cyclists are willing to cycle much further (i.e. for work, a distance of 5 miles should be assumed)"*.
- 4.3.2 The 8km catchment encompasses all of Manchester city centre including all major transport links, shopping centres, bars, restaurants, leisure centres, tourist attractions and places of worship. The catchment also extends as far as Heaton Park to the north, Fairfield to the east, Fallowfield to the south, and Old Trafford to the west.

4.3.3 Existing cycle infrastructure on Corporation Street and Dantzic Street allows cycle access into Manchester City Centre, with direct access to Manchester Victoria Station and the Printworks. All major train and bus stations within Manchester city centre are within 8km of the site and are accessible following Sustrans cycle routes.

4.3.4 The local cycle network within the vicinity of the site is reproduced in **Figure 4.1** below:

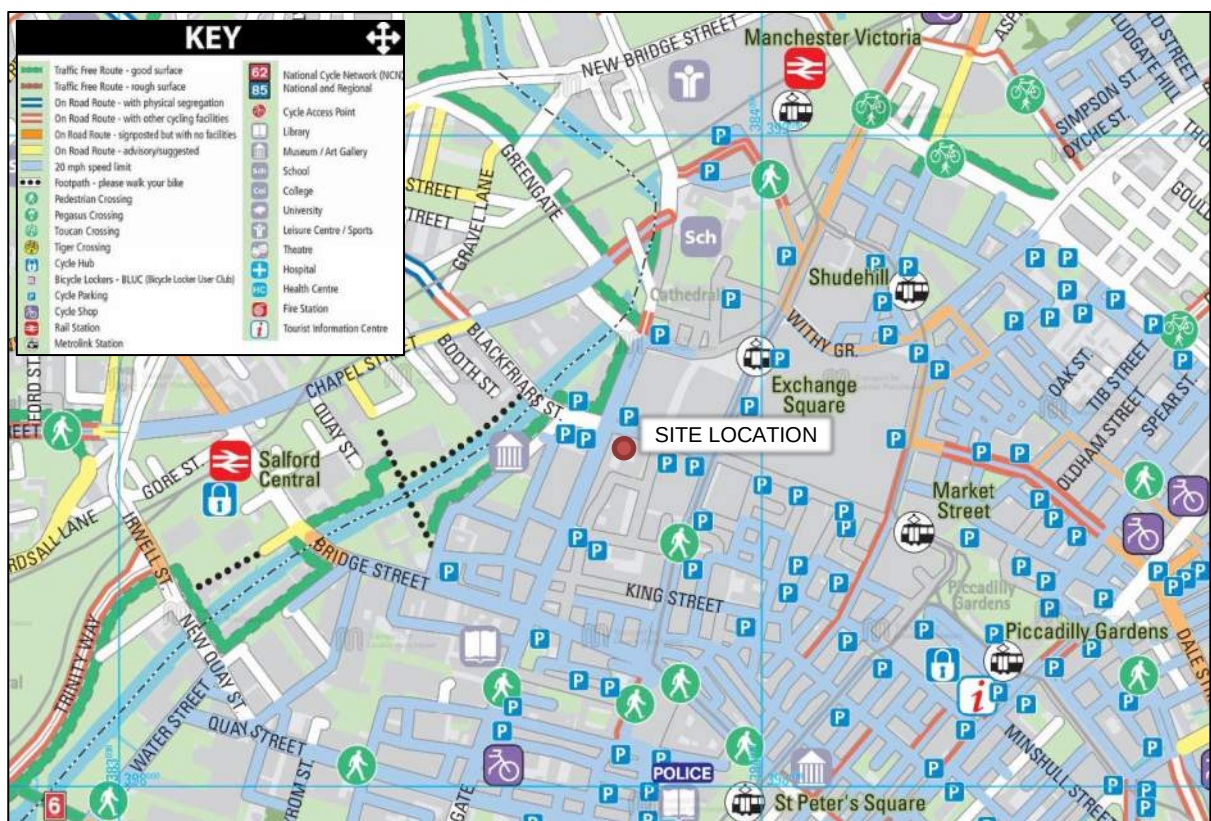


Figure 4.1 – Local Cycle Network

(Source: TfGM, 2019)

4.3.1 The local cycle network shown above is also a part of Greater Manchester's cycling and walking infrastructure proposal, named the "Bee Network". Within the Bee Network are 'Beeways', which are signed routes that mark the most direct and pleasant way to navigate an area on foot or by bike. The site is in close proximity to the confirmed Beeways network in Manchester City Centre, allowing future site users to benefit from the public realm improvements for better safety and quality of commute.

4.3.2 There are two national cycle routes within proximity of the site. Route 6 on the National Cycle Network (NCN) to the south can be accessed from the development via Deansgate. Route 6 passes through Watford, Luton, Milton Keynes, Northampton, Market Harborough, Leicester, Derby, Nottingham, Worksop, Sheffield, Manchester, Blackburn, Preston, Lancaster, Kendal and Windermere, and will connect London and Threlkeld in Cumbria when complete. More locally, Route 6 connects Manchester City Centre to Chorlton and the Fallowfield Loop.

4.3.5 Route 66 to the east can be accessed by on road local cycle routes running through the Northern Quarter. It runs from central Manchester to Spurn Head via Bradford, Leeds, York, Beverley and Kingston upon Hull. More locally, Route 66 connects Manchester City Centre to Miles Platting and Failsworth.

4.3.6 The site is ideally placed to take advantage of the cycle connections around Manchester City Centre. 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.

4.4 Public Transport Accessibility

4.4.1 Developed by Transport for Greater Manchester (TfGM), Greater Manchester Accessibility Levels (GMAL) are a measure of the accessibility of a point to both the conventional public transport network (i.e. bus, Metrolink and rail) and Greater Manchester's Local Link (flexible transport service), considering walk access time, service availability, and average waiting time. The method is essentially a way of measuring the density of the public transport provision at any location within the Greater Manchester region.

4.4.2 The accessibility index score is categorised into eight levels (1 to 8), where level 8 represents a high level of accessibility (described as 'excellent') and level 1 a low level of accessibility (described as 'very poor'). The site is located in an area with a GMAL rating of 8 and is considered appropriately situated to take advantage of existing public transport infrastructure within Manchester city centre.

4.4.3 **Plan 70691-CUR-00-XX-DR-TP-06005** to the rear of the report demonstrates the areas accessible via public transport within 20, 40 and 60 minutes of the site. Accessibility by bus, rail and Metrolink are considered further below, with a local public transport network map included in **Figure 4.2** below:

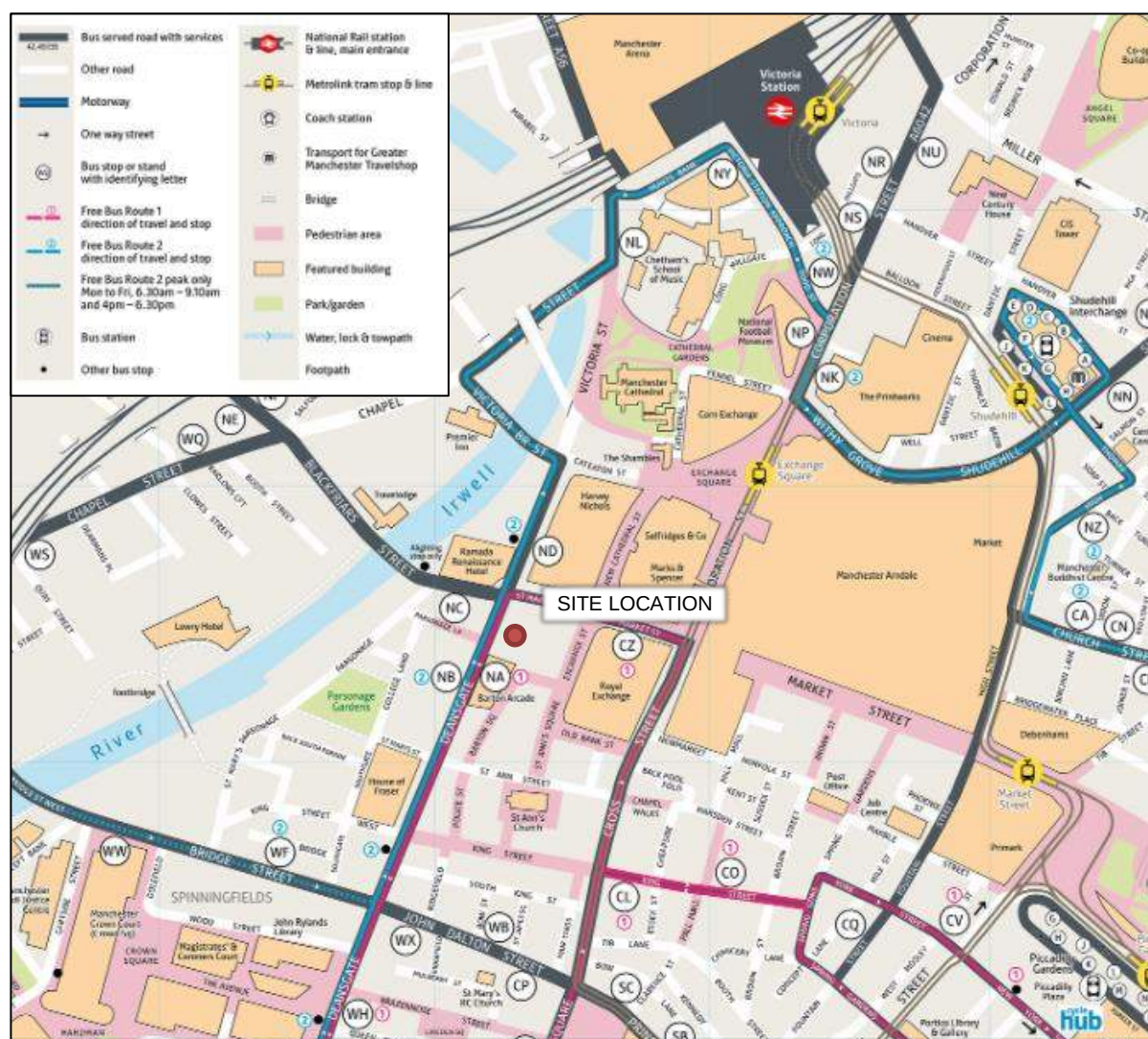


Figure 4.2 – Public Transport Network in the Vicinity of the Site
(Source: TfGM, 2019)

Bus Accessibility

- 4.4.4 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 4.2 – CIHT Maximum Suggested Walking Distances to Bus Stops

4.4.5 A distance of 400m, which equates to an approximate 5-minute walk, is also commonly cited as a benchmark for access to local bus services.

4.4.6 There are a number of bus stops comfortably within 400m walk of the site, with the closest being located on Deansgate, approximately 30m to the south of the proposed main access. There are also bus stops along Blackfriars Street and Bridge Street (c. 75m west and 350m south of the site respectively). A summary of the buses that serve all of these stops are provided in **Table 4.3** below:

Service	Route	Peak Frequency		
		Weekday	Saturdays	Sun/Hols
From Deansgate:				
8	Shudehill – Salford – Pendlebury – Farnworth – Bolton	12 mins	12 mins	20 mins
X41	Manchester City Centre – Haslingden – Baxenden - Accrington	Hourly	Hourly	Hourly
X43	Manchester City Centre – Salford – Rawtenstall – Queensgate	20 mins	20 mins	30 mins
From Blackfriars Street:				
10	Shudehill – Salford – Pendleton – Brookhouse Estate	12 mins	12 mins	20 mins
67	Shudehill – Salford – Pendleton – Eccles – Glaze Estate	15 mins	15 mins	30 mins
67A	Shudehill – Salford – Pendleton – Eccles – Glaze Estate	2 in the AM	3 in the AM	30 mins in the AM
92	Shudehill – Salford – Prestwich – Hollins – Redvales – Bury	3 in the late PM	3 in the late PM	Hourly in the PM
93	Shudehill – Salford – Lower Broughton – Prestwich – Bury	15 mins	15 mins	30 mins
97	Shudehill – Higher Broughton – Prestwich – Simister	Hourly	Hourly	Hourly
98	Shudehill – Salford – Lower Broughton – Hollins – Bury	20 mins	20 mins	30 mins
100	Shudehill – Salford – Whitefield – Radcliffe – Elton – Bury	20 mins	20 mins	30 mins
From Bridge Street:				
34	Piccadilly Gardens – Salford – Leigh – Golborne – Bryn	30 mins	30 mins	Hourly
34A	Piccadilly Gardens – Salford – Pendleton – Eccles – Worsley	12 mins	30 mins	Hourly
36	Piccadilly Gardens – Salford – Peel – Great Lever – Bolton	12 mins	12 mins	20 mins
37	Piccadilly Gardens – Salford – Swinton – Farnworth – Bolton	12 mins	12 mins	20 mins
38	Piccadilly Gardens – Salford – Swinton – Logistics North	10 mins	10 mins	30 mins
50	MediaCityUK – Pendleton – Salford – Burnage – East Didsbury	10 mins	10 mins	15 mins
V1	Manchester Royal Infirmary – Salford – Tyldesley – Leigh	10 mins	30 mins	30 mins
V2	Manchester Royal Infirmary – Salford – Tyldesley – Atherton	30 mins	30 mins	30 mins

Service	Route	Peak Frequency		
		Weekday	Saturdays	Sun/Hols
V4	Manchester Royal Infirmary – Salford – Deans – Ellenbrook	4 in the AM 5 in the PM	N/A	N/A

Table 4.3 – Summary of Bus Services

4.4.7 The above services primarily link the site to Greater Manchester. Shudehill Interchange is located c. 800m to the north-east the site also has bus and coach services that run to all areas of Manchester and further afield. For example, services from Shudehill provide access to:

- Accrington;
- Birmingham;
- Burnley;
- Coventry;
- Glasgow;
- Liverpool;
- Preston;
- Prestwich; and
- Skipton.

4.4.8 Furthermore, situated within a 30m walking distance from the proposed development main entrance, the Deansgate bus stop is one of the calling points of numbers 1 and 2 of the Manchester free bus route. The free bus is a service providing direct access across key city centre locations. The free bus routes and frequencies are detailed in **Figure 4.3** below:

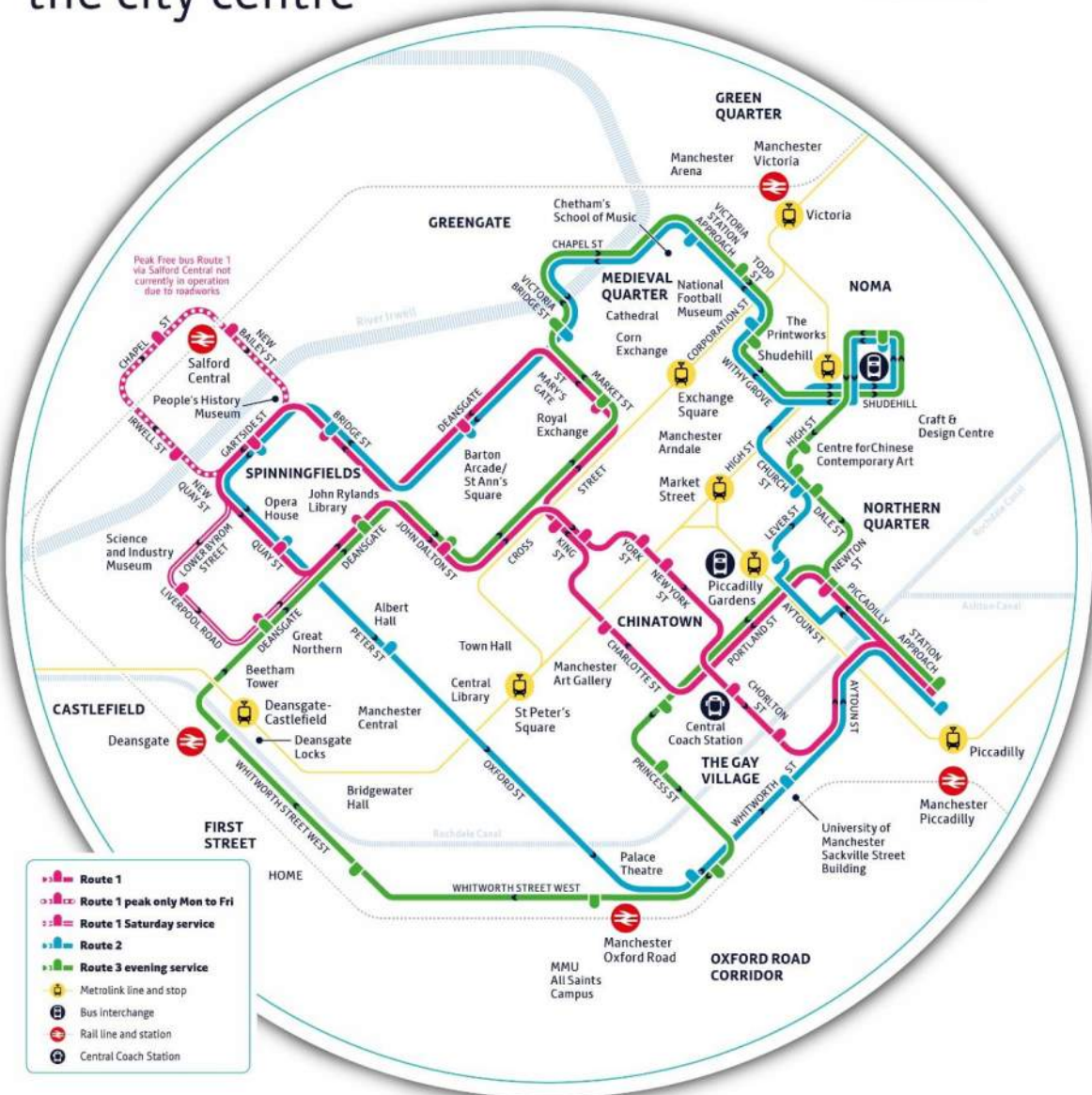
free bus routes around the city centre



Salford City Council



MAYOR OF
GREATER
MANCHESTER



1 **Monday – Friday**
Every 10 minutes:
7am – 7:15pm
Peak route only:
7am – 9am and **4pm – 7:15pm**
Saturday
Every 10 minutes:
8:20am – 7:15pm
Sunday and public holidays
Every 12 minutes:
11am – 6pm

2 **Monday – Friday**
Every 10 minutes:
6:30am – 7:10pm
Every 20 minutes:
7:10pm – 11:30pm
Saturday
Every 10 minutes:
8:30am – 7:30pm
Every 15 minutes:
7:30pm – 11:30pm
Sunday and public holidays
Every 12 minutes:
10am – 7pm

3 **Monday – Friday**
Every 20 minutes:
7:30pm – 11:30pm
Saturday
Every 15 minutes:
7:30pm – 11:30pm

Figure 4.3 – Free Bus Route and Timetable
(Source: TfGM, 2021)

4.4.9 It is noted that the provision of bus services will change during different seasons in the year and over time in response to current circumstances. The bus times are accurate at the time of writing, whereas up-to-date bus times can be found on TfGM's website: tfgm.com/public-transport/bus.

4.4.10 Overall, the site is well served by bus. The site also benefits from the free bus service.

Rail Accessibility

4.4.11 The Chartered Institution of Highways and Transportation (CIHT) document, '*Planning for Public Transport in Developments*' notes that those travelling to a site by rail will typically be prepared to walk further to the site than those travelling by bus, with a preferred distance of 800m.

4.4.12 The closest rail station to the development is Manchester Victoria, located approximately 600m north of the proposed development. **Table 4.4** shows the frequencies of regular trains that run from Manchester Victoria Train Station:

Service	Service Frequency per Hour		
	Peak Weekday	Peak Saturday	Peak Sunday
By Northern Rail			
York, Leeds and Colne to Preston and Blackpool Calling at, but not limited to: Manchester Victoria, Rochdale, Todmorden, Burnley, Rose Grove, Accrington and Blackburn. Change at other stations to access additional stops	Hourly each way	Hourly each way	Hourly each way
Bolton to Manchester and Manchester Airport Calling at: Bolton, Salford Crescent, Salford Central, Manchester Victoria. Change at other stations to access additional stops.	4 per hour each way	4 per hour each way	2 per hour each way
Manchester to Blackburn and Clitheroe Calling at, but not limited to: Manchester Victoria, Salford Central, Bolton, Bromley Cross, Blackburn, Ramsgreave & Wilpshire, Clitheroe	Hourly each way	Hourly each way	Hourly each way
Manchester to Southport and Kirkby Calling at, but not limited to: Rochdale, Manchester Victoria, Salford Crescent, Kearsley, Bolton, Wigan Wallgate, Gathurst, Burscough Bridge, Southport. Change at other stations to access additional stops	3 per hour each way	3 per hour each way	Hourly each way
Liverpool to Manchester Airport and Warrington Bank Quay via Earlestown Calling at, but not limited to: Chester, Warrington Bank Quay, Earlestown, Newton-le-Willows, Eccles, Manchester Victoria. Change at other stations to access additional stops	3 per hour each way	2 per hour each way	Hourly each way

Service	Service Frequency per Hour		
	Peak Weekday	Peak Saturday	Peak Sunday
Manchester to Stalybridge and Huddersfield Calling at: Manchester Victoria, Ashton-under-Lyne, Stalybridge	Hourly each way	Hourly each way	No service
Blackpool North to Manchester Victoria, Preston to Hazel Grove Calling at, but not limited to: Preston, Leyland, Chorley, Horwich Parkway, Bolton, Salford Crescent, Salford Central, Manchester Victoria. Change at other stations to access additional stops	Every 2 hours each way	Every 2 hours each way	1 in the AM 1 in the PM
Leeds to Manchester Victoria via Bradford Interchange / Brighouse and Manchester to Blackburn Calling at, but not limited to: Leeds, Bradford Interchange, Halifax, Hebden Bridge, Todmorden, Rochdale, Manchester Victoria. Change at other stations to access additional stops	4 per hour each way	4 per hour each way	2 per hour each way
Chester to Leeds Calling at, but not limited to: Chester, Runcorn East, Warrington Bank Quay, Newton-le-Willows, Manchester Victoria, Rochdale, Halifax, Bradford Interchange, Leeds	Hourly each way	Hourly each way	No service
By TransPennine Express			
Liverpool and Manchester to Leeds, Hull, York, Scarborough, Middlesbrough, Newcastle and Edinburgh Calling at, but not limited to: Liverpool Lime Street OR from Manchester Airport, Manchester Victoria, Huddersfield, Leeds, York, Scarborough,	2 per hour each way	2 per hour each way	Hourly each way

Table 4.4 – Summary of Rail Services calling at Victoria

- 4.4.13 The trains that service Victoria Rail Station regularly run 7 days a week from a number of different locations within the North West; this provides frequent access for users of the site. More locally the above services provide access to residential areas such as Ashton-under-Lyne, Salford, Eccles and Rochdale.
- 4.4.14 Journey times have also been reduced and improved following the Ordsall Chord bridge which was completed in 2017 and links Manchester's three main railway stations (Victoria, Oxford Road and Piccadilly) to allow more trains to run across the whole of the north. There are also new direct links to Manchester Airport from across the north of England.
- 4.4.15 It is noted that the provision of rail services will change during different seasons in the year and 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 Northern Rail and TransPennine Express' websites: northernrailway.co.uk/travel/timetables and <https://www.tpexpress.co.uk/travel-updates/timetables>.

4.4.16 It is considered the site is highly accessible via rail.

Metrolink (Light Rail) Accessibility

4.4.17 The nearest Metrolink station is located approximately 350m walk from the site, along Exchange Square. There are alternative Metrolink stations located along Market Street, Victoria Station and Shudehill, located respectively at an approximate 550m, 600m and 650m walk from the site. The following lines call at these stops:

- **Navy Line** – Manchester Airport to Manchester Victoria (Market Street, Victoria, and Shudehill only);
- **Yellow Line** – Piccadilly to Bury (Market Street, Victoria, and Shudehill only);
- **Green Line** – Altrincham to Bury (Market Street, Victoria, and Shudehill only); and
- **Brown and Pink Line** – Shaw and Crompton / Rochdale Town Centre to East Didsbury (Victoria and Exchange Square only).

4.4.18 All lines run at a frequency of every 12 minutes between 06:00 – 00:00 on Mondays to Thursdays, 06:00 – 01:00 on Fridays and Saturdays, and 07:00 – 00:00 on Sundays. Some lines only operate during peak hours, for example:

- **Green Line** (Altrincham to Bury) – 07:00 – 20:00 on Mondays to Fridays and 09:00 – 18:30 on Saturdays. Outside these hours, use the Purple (Altrincham to Piccadilly) and Yellow (Piccadilly to Bury) Lines; and
- **Brown Line** (Shaw and Crompton to East Didsbury) – 07:00 – 20:00 on Mondays to Fridays and 09:00 – 18:30 on Saturdays. Outside these hours, use the Pink (Rochdale Town Centre to East Didsbury) Line.

4.4.19 The start and end times for specific stations will change during different seasons in the year and over time in response to current circumstances. The Metrolink frequencies are accurate at the time of writing, whereas up-to-date times can be found on the Metrolink website at: tfgm.com/public-transport/tram/tram-times.

4.4.20 Users can change at Piccadilly Gardens, St Peter's Square or Cornbrook stations to access additional services to Ashton-under-Lyne, Eccles, and Media City UK, as shown in the Metrolink map in **Figure 4.4** overleaf. It is considered the site is highly accessible by Metrolink (light rail).

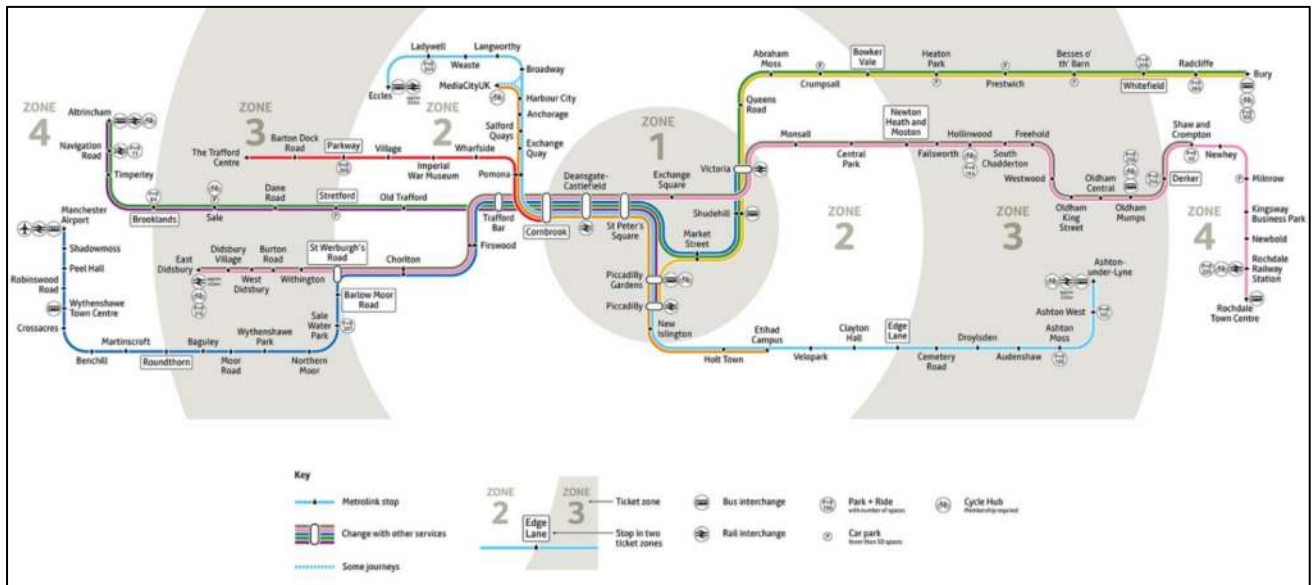


Figure 4.4 – TfGM Metrolink Network Map

(Source: TfGM, 2021)

4.5 Summary

- 4.5.1 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 good levels of pedestrian and cycling infrastructure, and there are a number of public transport opportunities within acceptable walking distance of the site.

5.0 Travel Plan Initiatives

5.1 Introduction

- 5.1.1 Considering the high levels of accessibility and as there is no parking provision, it is considered the vast majority of users will travel to / from the site via sustainable modes of travel. The absence of car parking at the proposed development is, in itself, a powerful initiative to encourage sustainable travel.
- 5.1.2 Not all measures should be committed to at this stage as there are no current occupiers of the site to survey. One of the primary reasons for undertaking a modal split survey is to ensure the Travel Plan budget is spent appropriately / as effectively as possible. For example, if the vast majority of prospective employees already travel by public transport, it might be more worthwhile to spend more of the budget on encouraging walking and/or cycling.
- 5.1.3 Notwithstanding, this section of the ITP sets out the initiatives that could be implemented in a full Travel Plan for the commercial and ancillary elements of the proposals.
- 5.1.4 The initiatives are designed to reduce employee and visitor dependency on the private car and encourage sustainable modes of travel. They are in line with the aims and benefits set out in **Section 2** of this document.

5.2 Appointment of Travel Plan Coordinator (TPC)

- 5.2.1 At least one month before operation 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. The responsibilities of a TPC are further detailed in **Section 7** of this report.

5.3 Production of Welcome Packs

- 5.3.1 Welcome packs can be critical in influencing travel patterns from the outset and therefore it is envisaged that welcome packs will be supplied to all employees associated with the development. The contents of the welcome packs will include:
- Introduction to the TP concept detailing objectives and aspirations;
 - Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
 - Details of TfGM's online journey planning resources: tfgm.com/plan-a-journey;
 - Maps showing local walking / cycling routes and places of interest;
 - Details of public transport services, including links to timetables and current routes; and,
 - Details of the Travel Plan Co-ordinator (TPC).

- 5.3.2 As well as providing such information throughout the welcome packs, notice boards in communal areas could also be provided to detail relevant information as set out above.

5.4 Measures to Encourage Walking

- 5.4.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual.
- 5.4.2 It has been demonstrated within **Section 4** of this ITP that there is an excellent level of pedestrian infrastructure in the surrounding area, with access to local services on foot. The following measures will be provided in order to encourage employees to walk:
- Promote / raise awareness of the health benefits of walking;
 - Clear signing of pedestrian routes within and adjacent to the site;
 - Information provided within the Welcome Packs on the local pedestrian routes and main destinations such as nearby bus stops and rail / Metrolink stations; and
 - Promote the Greater Manchester Walking website at gmwalking.co.uk/ which provides resources on routes and tips, or the www.plotaroute.com website for journey planning on foot.

5.5 Measures to Encourage Cycling

- 5.5.1 It has been demonstrated throughout **Section 4** of this ITP that the site is conducive to cycling. There will also be cycle parking provided at the development as part of the proposals, with secure spaces for a total of 96 bicycles in the basement area for staff. Visitors to 39 Deansgate would benefit from cycle parking in the surrounding public realm, as for instance six Sheffield stands along Deansgate, opposite the development.
- 5.5.2 To encourage employees to cycle, the following measures will be provided:
- Shower and changing room facilities to be provided in the basement;
 - Bicycle pump and repair area to be provided adjacent to the secure cycle spaces;
 - Information on the local cycle network routes made available through the previously discussed welcome packs;
 - Promoting the Cycle2Work scheme;
 - 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; and
 - Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk.

- 5.5.3 Additional measures such as initiating a “cycle buddy scheme”, promotion of events such as “National Bike Week”, and the setting up of a development-wide Bicycle User Group (BUG) will also be considered.

5.6 Measures to Encourage Use of Public Transport

- 5.6.1 It has been demonstrated throughout **Section 4** of this ITP that the site is highly accessible by public transport, and that there are further opportunities for wider public transport travel throughout Manchester City Centre.

- 5.6.2 The following measures will be provided in order to encourage users to travel by public transport:

- Details of TfGM’s online journey planning resources: tfgm.com/plan-a-journey;
- Distribute details of the Traveline Journey Planning tool for the North West. Future users can contact Traveline by phoning 0871 200 2233. They can also utilise the Traveline website at www.traveline-northwest.co.uk;
- Provide links to up-to-date bus details including timetables / contact information in the Welcome Packs; and
- Advertise any promotions / discounts offered by public transport operators.

- 5.6.3 Additional measures such as providing staff discounts and special offers for bus / rail / Metrolink day and season tickets (i.e. an interest-free season ticket loan initiative) could be considered.

5.7 Measures to Encourage Use of Car Sharing, Car Clubs, and Electric Vehicles (EV)

Car Sharing

- 5.7.1 Car sharing is an effective way of reducing single occupancy car trips if a number of people travel to the same location each day. It is envisaged that the lack of parking provision will encourage less to drive to the site, and more to engage in sustainable modes of travel such as car sharing.
- 5.7.2 This could be simply encouraged further on an informal basis or managed by administrative staff who could match interested people.
- 5.7.3 There are car sharing organisations which offer a matching service. Staff 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, therefore staff would need to work for an employer that has signed up to the scheme to benefit from this.

- 5.7.4 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, for example. This scheme could be promoted by the Travel Plan Coordinator (TPC).

Car Club

- 5.7.5 The Enterprise Car Club offers a cost-effective, hassle-free and greener alternative to car ownership and traditional vehicle hire in Manchester. The car club allows users to view the availability of cars at designated parking bays throughout the city via a mobile application, where they can unlock and start driving their selected car on the spot. Cars can be reserved by the hour, day or even longer. The price of the journey depends upon the vehicle type, the duration of the reservation and the miles driven, but starts at around £5 an hour.
- 5.7.6 The nearest Car Club bay is located at 20 St. Mary's Parsonage, M3 2LG, which is an approximate 300m walking distance (5 minutes' walk) towards the south-east of the site. **Figure 5.1** below shows additional locations across Manchester City Centre that Enterprise Car Club currently operate in.

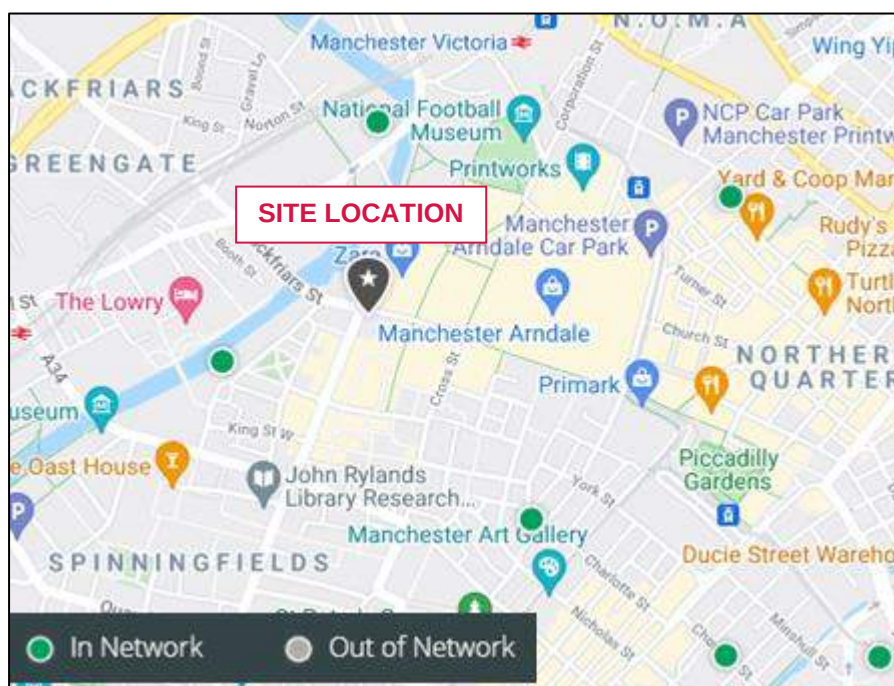


Figure 5.1 – Enterprise Car Club Locations in Manchester City Centre
(Source: Enterprise Car Club, 2021)

- 5.7.7 **Figure 5.1** is accurate at the time of writing, however additional real-time information on the availability of certain car club bays can be found on Enterprise Car Club's mobile application or website: <https://www.enterpriseclub.co.uk/gb/en/programs/regions/north-west-england/manchester.html>.
- 5.7.8 It is considered that the Car Club could therefore be a highly attractive facility for employees who require occasional private car use, therefore minimising the highway impact.

- 5.7.9 Businesses at the site could be encouraged by the TPC to set up sustainable travel policies such as encouraging car clubs to be used for business travel, and not progress mileage claims if there was a viable sustainable option.

Electric Vehicle (EV) Charging Provision

- 5.7.10 Additionally, there are many EV charging points in Manchester City Centre, some of which are within an acceptable walking distance of the site. There is an EV charging point located c. 550m to the west of the site along Browncross Street / Quay Street, M3 5FU, which comprises two 7kW sockets with two connectors each (total charging provision for 4 cars) and is subject to a maximum stay of 4 hours.
- 5.7.11 This charging point is one of the many charging points located on the Be.EV network (formerly Greater Manchester Electric Vehicle (GMEV)), which is managed by TfGM. EV owners who wish to join the Be.EV network can sign up for an account online, after which they can operate charging points using a card or a smartphone application.
- 5.7.12 All Be.EV charge points are free to use, however there is an annual cost associated with the access card. Charging points outside the Be.EV network and across the rest of the UK can be operated via the access card or via a direct debit set up jointly with the user's account to "pay as you go".
- 5.7.13 **Figure 5.2** below illustrates the location of the nearest Be.EV charge points in the vicinity of the site:

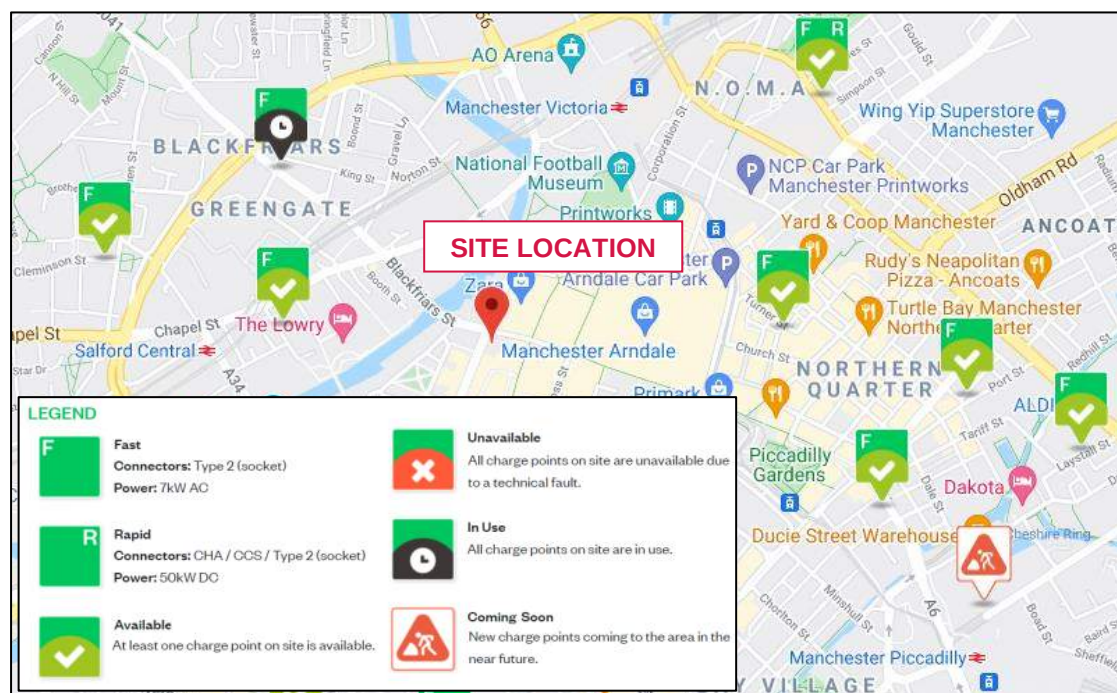


Figure 5.2 – Electric Vehicle (EV) Charge Points in the vicinity of the site
(Source: Be.EV and Google Maps, 2021)

5.7.14 **Figure 5.2** is accurate at the time of writing, however additional real-time information on the availability of certain electric vehicle charging points can be found on Be.EV's mobile application or website: <https://be-ev.co.uk/locations/#map>.

5.7.15 Businesses at the site could be encouraged by the TPC to set up sustainable travel policies as mentioned earlier, such as giving preferential mileage claim rates for business trips that were necessary to be made by private car, but made via an EV instead to minimise the environmental impact of the journey.

5.7.16 Alongside promoting such schemes, it would be appropriate to raise awareness of car ownership costs and highlight the benefits of car sharing, car clubs, and EVs through advertising around the site.

5.8 Reducing the Need to Travel

5.8.1 An effective way of lessening the travel impact of a commercial development is to reduce the need to travel in the first instance. Therefore, the following measures could be considered:

- Providing the option for staff to work from home where possible;
- Provide video and audio teleconferencing facilities;
- Promoting nearby or on-site services for day-to-day needs; and
- Implement a policy of using local suppliers.

6.0 Targets

6.1 Introduction

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

6.2 Data Collection

- 6.2.1 Due to the change in travel and working patterns as a result of the COVID-19 pandemic, it has not been possible to accurately survey existing tenants and staff at the site.
- 6.2.2 In order to understand travel habits, a representative sample survey will be undertaken at three months following operation, usually as a discharge of planning condition. Recipients will be encouraged to participate, and the surveys would extract the following key information:
- Place(s) of residence;
 - Usual mode of travel and reason for modal choice;
 - Attractiveness of various sustainable modes;
 - Any barriers to sustainable modes; and
 - Initiatives that would encourage employees to travel more sustainably.
- 6.2.3 This information will enable analysis to be undertaken to establish final targets. It will also provide information on reasons for that modal split and identify any measures that may encourage a modal shift.
- 6.2.4 Questions will be transferred to SurveyMonkey, which is an online survey service widely used by both private and public sector organisations for data collection. 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.
- 6.2.5 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 employees at the building. Staff would then be surveyed every 2 years from the initial survey to review progress against current and targeted modal splits, as well as means of testing the effectiveness of new measures where appropriate.

6.3 Data Analysis and Modal Split Targets

6.3.1 A series of targets can be established in order to encourage sustainable travel in a way which is still practical and helpful to employees. They should be '**SMART**' Targets – **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound.

6.3.2 The following phrases have been used to give a general indication of timescales for the '**SMART**' targets following the adoption of the Travel Plan:

- Short-Term Target – within one year;
- Medium-Term Target – for between 1 – 3 years; and
- Long-Term Target – more than 3 years.

6.3.3 The following **Table 6.1** summarises the current modal split (based on the 2011 Census data) and preliminary targets:

Travel Mode	2016 Modal Split	Modal Shift Targets			
		Short Term Target	Medium Term Target	Long Term Target	Overall Modal Shift Target
By Car, as a Single Occupant	34%	- 2.0 %	- 2.0 %	- 2.0 %	- 6.0 %
By Car, Lift Sharing	4%	+/- 0 %	+/- 0 %	+/- 0 %	+/- 0 %
Walk	12%	+ 0.5 %	+ 0.5 %	+ 1.0 %	+ 2.0 %
Cycle	2%	+ 0 %	+ 0.25 %	+ 0.25 %	+ 0.5 %
Bus	25%	+ 0.5 %	+ 0.5 %	+ 1.0 %	+ 2.0 %
Train	15%	+/- 0 %	+ 0.25 %	+ 0.25 %	+ 0.5 %
Tram	6%	+ 0.25 %	+ 0.25 %	+ 0.5 %	+ 1.0 %

Table 6.1 – Modal Shift Targets

6.3.4 As can be seen from the targets, there will be an overall aim to reduce the number of those travelling to the site by car as a single car occupant, whilst increasing the proportion who travel by more sustainable modes, notably walking and bus, but also car sharing and other public transport modes. This will also inform Travel Plan initiatives which can be tailored to increase uptake of certain modes of travel.

6.3.5 For example, if uptake for cycling is found to be low through the modal split analysis, a cycle awareness event could be organised including safety and maintenance classes. Additionally, targets could be set for reducing single-person car journeys for staff who park off-site if the number of staff travelling by private car is found to be high.

6.3.6 The above targets are indicative only, and final targets will be decided following the receipt of the travel surveys, which will be arranged within three months of occupation at the site, usually as a discharge of

planning condition. New modal split targets for different modes of travel could then be set in future Travel Plan updates to review progress against current and targeted modal splits, as well as means of testing the effectiveness of new measures where appropriate.

- 6.3.7 The targets are considered to be realistic when considering the Travel Plan initiatives as detailed throughout **Section 5** of this ITP.

7.0 Monitoring and Review

7.1 Introduction

7.1.1 This section of the report sets out the proposed management arrangements associated with the ITP. It also sets out the next steps with regards to converting this ITP into a full Travel Plan.

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

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

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

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

7.2 Responsibility and Management

7.2.1 Overall responsibility for the ITP will lie with the operator (or any future owner of the site if transacted prior to completion), whereas each of the elements will be split between the operator (or any future owner of the site if transacted prior to completion) and any other parties occupying the ancillary uses. Following construction and full operation, the ITP will need to be updated to a full Travel Plan. This will involve the distribution of travel surveys.

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

7.2.3 At this point, the day to day responsibility will shift from the operator (or any future owner of the site if transacted prior to completion) to the appropriately appointed TPC.

7.2.4 Notwithstanding, adequate consultation and support from the management and the respective occupiers within the development is required to ensure the smooth implementation of the TP. A number of measures to be undertaken by all parties comprise:

- Business occupiers locating within the development will be required to sign up to the TP and appoint a Travel Plan representative, such as the business manager or owner;
- Management to actively pursue any future partnerships with bus operators and the identification of opportunities to future stages of the development;
- Provision of security for walkways to and from the site, including CCTV monitoring where appropriate;
- Maintenance of cycling and walking facilities, lighting and CCTV installations in collaboration with the Highways and Planning Authorities; and
- Support for a Travel Plan Coordinator in ways including but not limited to funding to enable them to fulfil their duties and deliver the TP as intended.

7.3 Travel Plan Coordinator (TPC)

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

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Assist Travel Plan representatives in implementing and promoting sustainable travel initiatives to ensure a coordinated approach across the development 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 detect trends in change against targets and report to the relevant parties (i.e. MCC and TfGM); and
- Taking a key role in reviewing the TP according to the achievement of the modal shift targets specified therein.

7.3.2 A TPC will be nominated for the development approximately a month before operation of the development.

7.4 Monitoring and Evaluation

7.4.1 Monitoring and review is of central importance to the progression of the Travel Plan. Good Practice Guidelines from the DfT state that:

“Monitoring and review are essential to ensure Travel Plan objectives are being achieved.”

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

- 7.4.2 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 occupiers and liaising with MCC on transport related matters, the main monitoring process will involve travel surveys as described in **Section 6** above.
- 7.4.3 The results of each survey would be used to review progress against targeted modal splits, where the TPC will be required to calculate the percentage share of all travel modes to and from the Site. Where targets are not met, remedial actions will be proposed, agreed and then monitored for effect.
- 7.4.4 Monitoring reports will be provided to officers at Trafford Council every two years following the receipt of the baseline surveys. 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 monitoring period. In addition, survey results would be circulated to all employees upon the completion of surveys.
- 7.4.5 After initial review, further reviews will be carried out at two-yearly intervals and continue for a total monitoring period of five years. The five-year monitoring schedule will include three surveys: the initial monitoring survey and two follow-up surveys.

8.0 Action Plan

8.1 Introduction

8.1.1 **Table 8.1** below summarises the key actions from the document by providing an Action Plan for the TP process:

Action	Target Date	Responsibility
Implementation of Site Infrastructure	During construction phase.	Kames Property Income Fund or any future owner of the site if transacted prior to completion
Appoint TPC	One month before operation.	Kames Property Income Fund or any future owner of the site if transacted prior to completion
Implement TP Initiatives	To be started once TPC is appointed, ongoing throughout development lifespan (see Table 8.2 below for specific timescales).	TPC
Produce Welcome Pack	First operation of each element of the development.	TPC
Undertake Initial Travel Surveys	Within three months.	TPC
Decide Modal Split Targets	Within one month of undertaking the initial surveys.	TPC in conjunction with MCC/TfGM
Update ITP to a full Travel Plan	Within two months of agreeing modal splits with MCC/TfGM.	TPC
Undertake Follow-Up Travel Surveys and Present Monitoring Report	Every two years following first surveys, with monitoring to be carried out for a period of at least five years.	TPC

Table 8.1 – General Action Plan

8.2 Budget, Funding and Detailed Timescales

Budget

8.2.1 The anticipated relative cost of each TP measure has been set out on in **Table 8.2**. Those categorised as “No Cost” only involve small amounts of time for organisation and encouragement. “Low” costs primarily involve small costs in organising external meetings and liaison, and the cost of time to organise the initiatives. Low cost initiatives are expected to cost up to £250.

8.2.2 Those categorised as “Medium” are small facilities improvements and larger events, which will take more time to organise and carry out and need more funding to implement. Medium cost initiatives are anticipated to cost up to £2,000.

8.2.3 Costs categorised as “High” are long term higher value costs. High cost initiatives are expected to cost over £2,000.

Funding

8.2.4 Funding will continue to be made available not only for the implementation of the measures proposed in this ITP, but also for their management and communication. As identified in **Section 7** of this TP, the communication and management of a TP is best undertaken by a TPC.

8.2.5 Funding will be provided for contributions to the guaranteed ride home service, involvement in bicycle week activities and additional required marketing and promotion. Funding will continue to be made available for the provision of this role, whether this be an allowance of additional time for the TPC to complete elements of their responsibility, or allowance of additional funding.

8.2.6 Funding for the Travel Plan initiatives, management and communication will come from Kames Property Income Fund (or any future owner of the site if transacted prior to completion).

Timescales

8.2.7 The following phrases have been used in **Table 8.2** below to give a general indication of timescales for each element of the action plan:

- **Year 0** – to be completed before finalising the development;
- **Year 1** – to be completed within one year; and
- **On-going** – an on-going element which spans the TP.

8.2.8 These timescales are intended as a guide only and have been included in order to help the monitoring and review process. Measures categorised as ‘On-Going’ need to be undertaken throughout the year and then the same for the following years, for example the maintenance of the shower and changing room facilities provided, and maintaining the signage within and adjacent to the site by replacing them if they are in bad condition.

8.2.9 Measures categorised as ‘Year 1’ are initiatives that take place once a year and that may be repeated the following year or not, depending if it is needed or not. For example, promoting the Cycle2Work scheme is a single action that will only take place in Year 1, while updating the Welcome Pack will first be done prior to the occupation, but could be revised annually to provide the most up-to-date information for new joiners throughout the year.

8.2.10 A code of colours has been used on the cost (green, yellow, amber and red depending on the budget for each proposal) and timescales (green for Year 0, yellow for Year 1 and brown for On-Going measures) columns to make the table more navigable.

Initiative	Measure	Cost	Timescale
Welcome Pack	Collect relevant information for the Welcome Pack.	No Cost	Year 0
	Update the Welcome Pack.	No Cost	Year 1 and On-Going
	Produce and distribute packs to employees upon first operation, and to new joiners on a rolling basis.	Medium	Year 0 and On-Going
Encouraging Walking	Draft promotional material (comprising health benefits, information on maps, routes, and the gmwalking.co.uk and www.plotaroute.com websites for journey planning) for distribution online and across the site.	Low	Year 0 and On-Going
	Clear signage of pedestrian routes within and adjacent to the site, including public footpaths and directions to nearby bus stops / rail stations / Metrolink stations.	Medium	Year 0, On-Going maintenance
Encouraging Cycling	Draft promotional material (comprising information on routes, and the tfgm.com/cycling-and-walking and www.sustrans.org.uk websites for guidance) for distribution online and across the site.	Low	Year 0 and On-Going
	Promote the Cycle2Work scheme (on the Welcome Pack and on posters / leaflets in common areas).	Low	Year 1 and On-Going
	Promote the available cycle storage, shower, changing room facilities, and the bicycle pump and repair area.	No Cost	On-Going
	Maintaining the quality of cycle storage / repair area / shower and changing room facilities in the basement.	Medium	On-Going maintenance
Encouraging Public Transport Use	Draft promotional material (comprising links to bus details, timetables, contact information, and the tfgm.com/plan-a-journey and www.traveline-northwest.co.uk websites for journey planning) for distribution online and across the site in communal / high traffic areas.	Low	Year 0 and On-Going
	Advertise any promotions / discounts offered by public transport operators.	No Cost	On-Going
Encouraging Use of Car Sharing, Car Club, and EVs	Advertise the availability of the TfGM car share scheme (and the website www.carsharegm.com) and other informal lift share schemes (www.liftshare.com/uk) online and across the site via notice boards in common areas.	No Cost	Year 1 and On-Going
	Advertise the availability of the car club vehicle location (and the website www.enterprisecarclub.co.uk) online and across the site via notice boards in common areas.	No Cost	Year 1 and On-Going
	Advertise the Be.EV charging network (https://be-ev.co.uk/locations/#map) and other information on the benefits of going electric online and across the site via notice boards in common areas.	No Cost	Year 1 and On-Going
	Businesses at the site to set up sustainable travel policies (i.e. encouraging use of car clubs, not progress mileage claims if there was a viable sustainable option, preferential mileage rates for EVs).	Low	Year 1 and On-Going
Reducing the Need to Travel	Providing the option for staff to work from home where possible.	No Cost	Year 1
	Provide video and audio teleconferencing facilities.	Medium	Year 1
	Promoting nearby or on-site services for day-to-day needs.	No Cost	On-Going
	Implement a policy of using local suppliers.	No Cost	Year 1

Table 8.2 – Action Plan for Specific Initiatives

Plans

Plan 70691-CUR-00-XX-DR-TP-06003-P01 – (Accessibility) Indicative Walking Catchment

Plan 70691-CUR-00-XX-DR-TP-06004-P01 – (Accessibility) Indicative Cycle Catchment

Plan 70691-CUR-00-XX-DR-TP-06005-P01 – (Accessibility) Indicative Public Transport Catchment



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Project:
39 DEANS_GATE - MANCHESTER

Drg Title:
ACCESSIBILITY
INDICATIVE WALKING CATCHMENT

Status:
PRELIMINARY

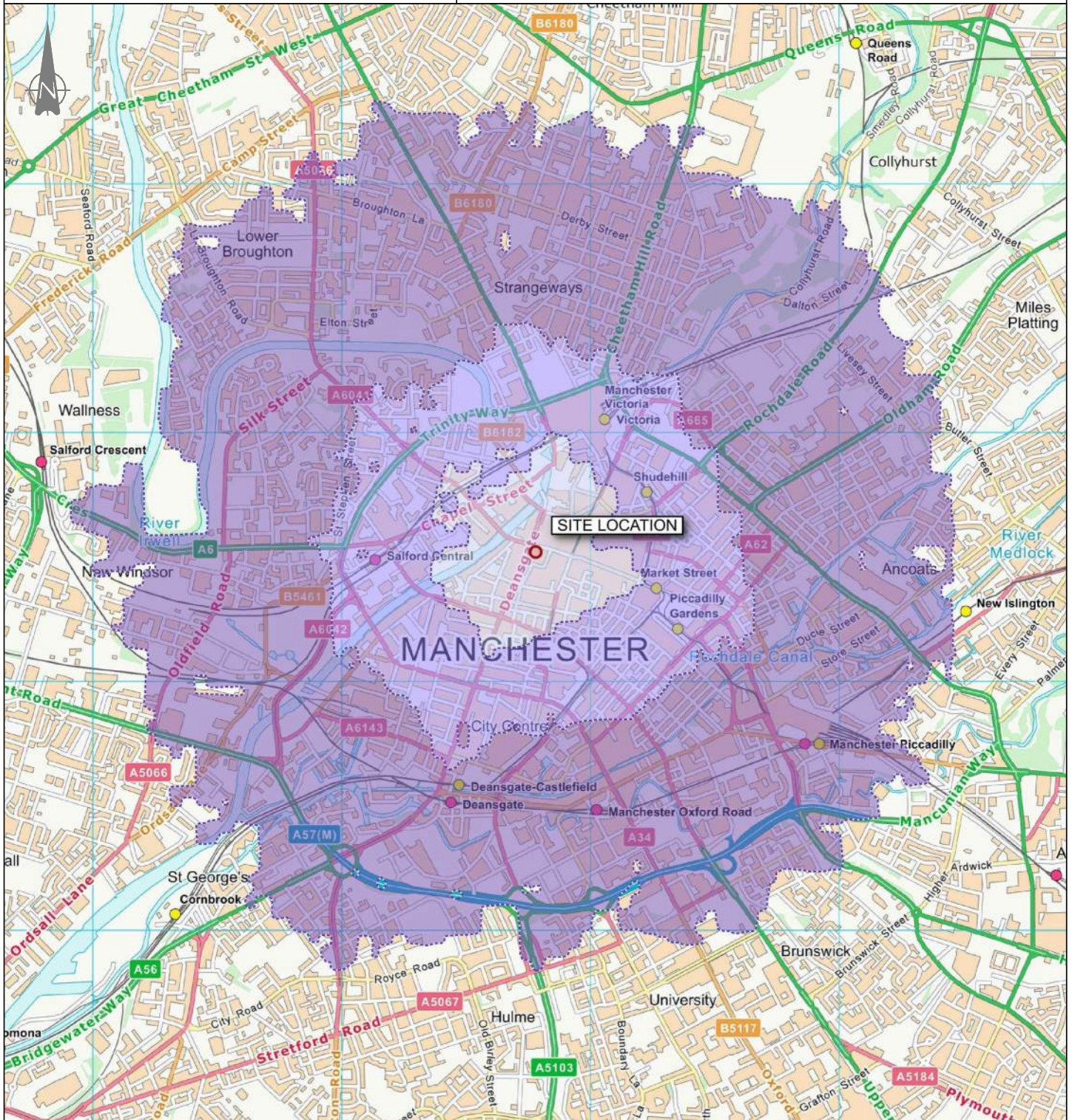
Drawn By: JM Checked By: DD

Designed By: JM Date: 22/11/19

Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

70691 - CUR - 00 - XX - DR - TP - 06003 - P01

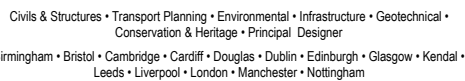


KEY: Site

Walking Catchment:

- 500m
- 1000m
- 2000m

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Scale: NTS



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Project:
39 DEANS_GATE - MANCHESTER

Drg Title:
ACCESSIBILITY
INDICATIVE PUBLIC
TRANSPORT CATCHMENT

Status:
PRELIMINARY

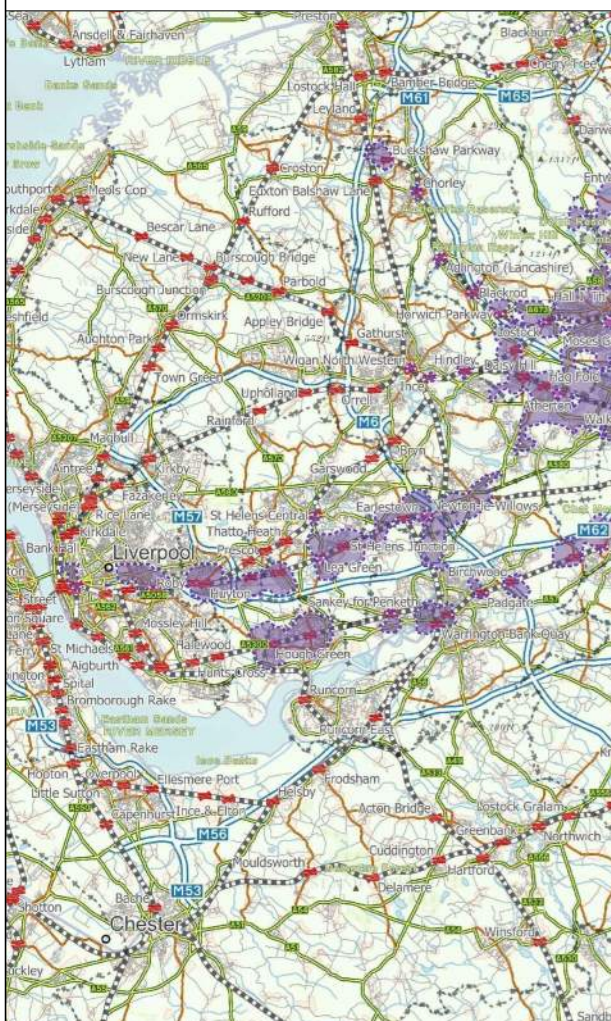
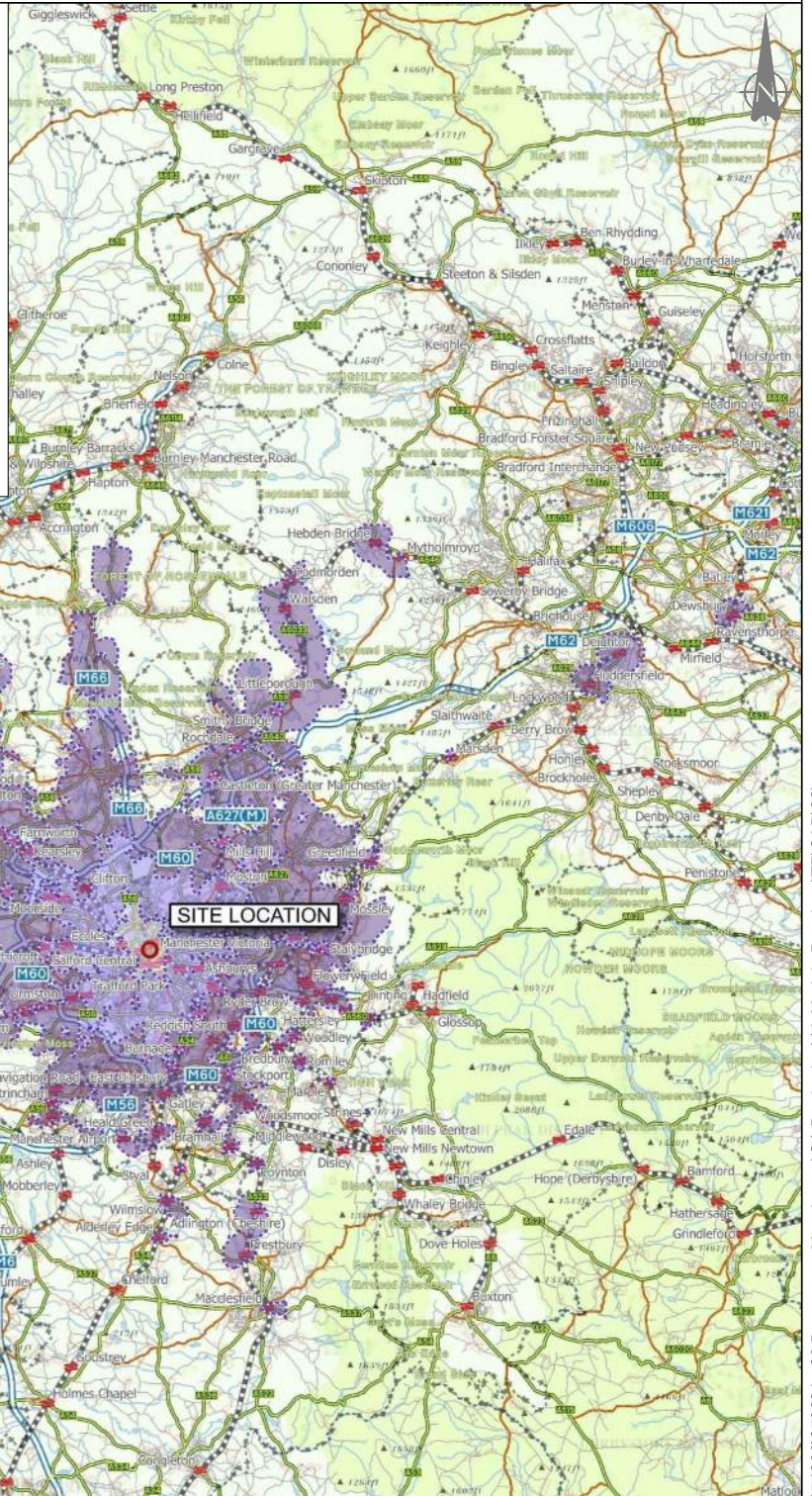
Drawn By: JM Checked By: DD

Designed By: JM Date: 22/11/19

Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

70691 - CUR - 00 - XX - DR - TP - 06005 - P01



KEY: Site
 Public Transport Catchment:
 20 minutes
 40 minutes
 60 minutes

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Appendix A – Proposed Layout



Proposed Ground Floor Plan
1 : 100

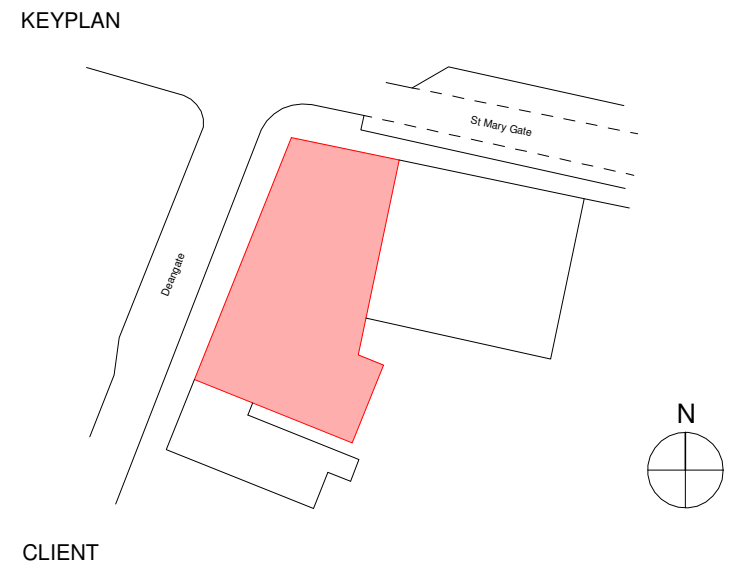
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REV.	DATE	AMENDMENT
P01	20/12/19	Planning Issue
P02	July 2021	Planning Issue



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PROJECT
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SCALE@A1	DATE	ORIGINATOR	CHECKED	AUTHORISED
1 : 100	DEC.19	MM	MM	TO'B

Proposed Ground Floor Plan

STATUS	PURPOSE FOR ISSUE	SR NO.
S2	PLANNING	6145
DRAWING NO.	REV.	
6145 - SRA-XX-00-DR-A-02110	P02	



Proposed Basement Plan
1 : 100

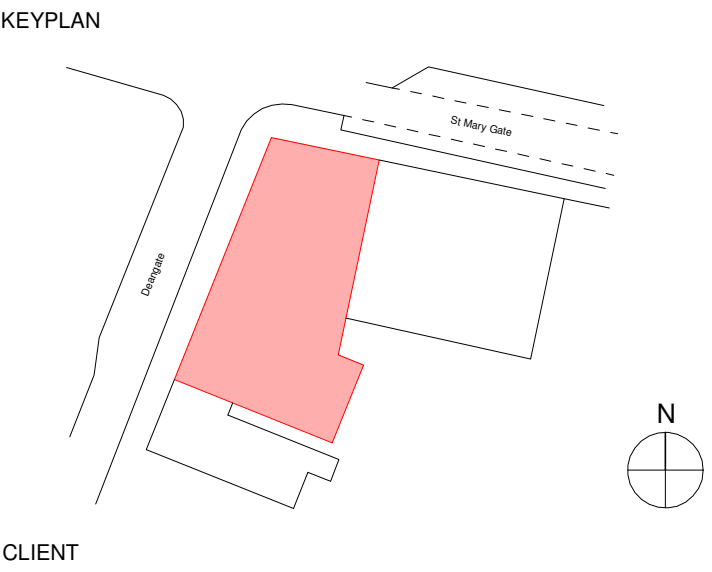
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P01	20/12/19	Planning Issue
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SCALE@A1	DATE	ORIGINATOR	CHECKED	AUTHORISED
1 : 100	DEC.19	MM	MM	TO'B

Proposed Basement Plan

Stage 3			
STATUS	PURPOSE FOR ISSUE	SR NO.	
S2	PLANNING	6145	
DRAWING NO.	REV.		
6145 - SRA-XX-B1-DR - A - 02199	P02		

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