



Manchester City Council

WYTHENSHAW PARK - CYCLE HUB

Framework Travel Plan





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1 INTRODUCTION

1.1 OVERVIEW

1.1.1. WSP have been appointed by Manchester City Council (MCC) to prepare a Travel Plan for the Wythenshawe Park Cycle Hub. This development has been granted planning permission in October 2021 (application reference 130542/VO/2021 “Creation of outdoor cycling facilities, including perimeter trail, learn-to-ride area, and skills areas”).

1.1.2. Condition 5 of this planning permission states:

“Before the development hereby approved is first used a Travel Plan shall be submitted to and agreed in writing by the City Council as Local Planning Authority. In this condition a Travel Plan means a document which includes:

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

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

1.2 BACKGROUND

1.2.1. The development of the Wythenshawe Park Cycle Hub began in late 2021 and is being delivered as part of the Places to Ride scheme, a partnership between British Cycling, MCR Active, Sport England and the Department of Digital, Culture, Media and Sport (DCMS).

1.2.2. The development of the Cycle Hub follows recent developments to improve the sports facilities at Wythenshawe Park. This includes the improvements to the tennis facilities, with a view to improving the sport pitches, ancillary facilities and athletics track in the medium to long term future.

1.3 SCOPE AND METHODOLOGY

1.3.1. The Local Highway Authority (LHA) at MCC was consulted on 6th May 2022 to present and agree on the proposed scope of this document. This can be found in Appendix A.

1.3.2. The scope of this Travel Plan is to establish the baseline conditions of existing transport accessibility and to identify the necessary measures to promote sustainable and active modes of travel to and

from the site. The Travel Plan concludes with marketing and monitoring strategies to record and encourage the use of sustainable modes of transport.

1.3.3. The summary of the scope and methodological process of this Travel Plan is seen below:

- An introductory section highlighting the benefits of a travel plan and their requirements.
- A review of existing transport infrastructure and connectivity of active travel and public transport provision within the vicinity of the site.
- A description of the outcomes and objectives of the travel plan, including modal share targets.
- A description of the management plan including the role of the Travel Plan Coordinator and the conversion of the document into a Full Travel Plan.
- A review of measures to promote sustainable travel to the site and its associated communication, marketing, and monitoring strategy in achieving this.

1.4 PURPOSE OF A TRAVEL PLAN

1.4.1. A Travel Plan (TP) is a site-specific strategy and action plan for managing multi-modal access and travel to a site or development which focuses on promoting travel by sustainable and active modes of transport. Travel Plans are concerned with changing the travel behaviours of site users to reduce the number and length of motorised journeys and increase travel by walking, cycling and public transport.

1.4.2. This is a site-specific TP for the Wythenshawe Park Cycle Hub which outlines the following:

- Methods proposed to reduce the number of visitors travelling to and from the site by car;
- Timescales for surveying travel patterns following occupation of the site; and
- The measures that will be used to monitor the effectiveness of the Travel Plan in its objective to reduce the volume of private car trips to the site.

1.5 TYPE OF TRAVEL PLAN

1.5.1. In reference to 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (GPG) by the Department for Transport (DfT) 2009, there are five types of Travel Plans, which include: Full; Interim; Framework; Statement; and Area-wide plans.

1.5.2. Staff, volunteers, and visitors arising from the development proposals cannot be surveyed at this time to determine the baseline accessibility requirements, as all individuals and their potential travel patterns are currently unknown. Consequently, a Framework Travel Plan (FrTP) is appropriate for Wythenshawe Park Cycle Hub at this stage in the planning process.

1.5.3. However, it would be beneficial to capture a comprehensive baseline travel situation which includes all future visitors to ensure an effective Full Travel Plan (FTP) can be implemented once the development has fully opened.

1.5.4. It is proposed that this FrTP will be extended to a broader FTP for Wythenshawe Park within 6 months' time.

1.5.5. This timescale follows national guidance outlined in the GPG. This FrTP outlines the requirements of an FTP and outlines a commitment to assist in delivering an effective FTP for the site.

2 BENEFITS OF A TRAVEL PLAN

2.1 BENEFITS OF A TRAVEL PLAN

2.1.1. Whilst this document does not suggest there are specific issues with any of the below topics which need to be addressed, there are still numerous benefits that can arise from implementation of a Travel Plan at the development. The potential benefits are addressed in the following sections.

2.1.2. Benefits for future visitors include further improvements to the following:

Safety, Health and Wellbeing

- Further improvements to road safety in the local area by reducing vehicle traffic from the site;
- Contribution to healthier lifestyles of visitors by increasing active travel;
- Further improve social inclusion by reducing reliance on car travel for visitors; and
- Contribute to sustainable and vibrant communities in the local area by reducing car use.

Accessibility

- Provide even greater choice of travel for staff, volunteers and visitor journeys for greater flexibility, improved mobility and meeting access needs;
- Assist with identifying and removing any possible barriers to walking and cycling;
- Further reduce the pressure on the local highway capacity and parking availability, especially at peak times.

2.1.3. Benefits for the local environment include the following:

- Contribute to a reduction in traffic congestion in the local area, particularly at peak times;
- Reduce carbon emissions by lowering vehicle numbers and lowering congestion; and
- Contribute to air quality and noise pollution targets by reducing the volume of car trips to the site and congestion to the site.

2.1.4. Other benefits include:

- Corporate responsibility;
- Increase in travel choices;
- A more accessible site;
- Financial savings (both corporate and personal); and
- Better time management.

3 PROPOSED DEVELOPMENT

3.1 PROPOSED DEVELOPMENT

- 3.1.1. The proposals comprise several elements based on the improvement of facilities for learning to ride a bicycle and trails for more experienced riders. The key development proposals consist of:
- To provide accessible cycling facilities for all age groups and skill levels which incorporate recreational cycling activities such as family trails and mountain biking skills areas.
 - A Learn to Ride area and Pump Track to improve cycling proficiency which consists of more challenging rides for older children.
 - A skills and trails area comprised of various features such as rollers, berms, rock drops and rock gardens. The trail sections are separated into three grades based on level of difficulty.
 - The creation of a perimeter trail around the entirety of Wythenshawe Park that can be accessed via multiple points and will be open for all users of the park in addition to cyclists. This will be an all-round improved accessibility through wheels or foot. This is aimed at families and less skilled riders to provide an interesting route to explore the perimeter of the park.

3.2 SITE LOCATION

- 3.2.1. Wythenshawe Park is a Grade II listed park occupying 109 hectares of land surrounding Wythenshawe Hall, situated 8km away from Manchester City Centre.
- 3.2.2. Wythenshawe Park is bound by Wythenshawe Road and residential properties to the north, Princes Parkway to the east, Altrincham Road and residential properties to the south, and residential properties to the west.
- 3.2.3. The Cycle Hub is located adjacent to the Athletics Club as shown in Figure 3-1 and 3-2. Additionally, a perimeter trail will also be provided around the edge of the park as part of the development proposals. These plans can be found in Appendix B.

Figure 3-1 - Site Location

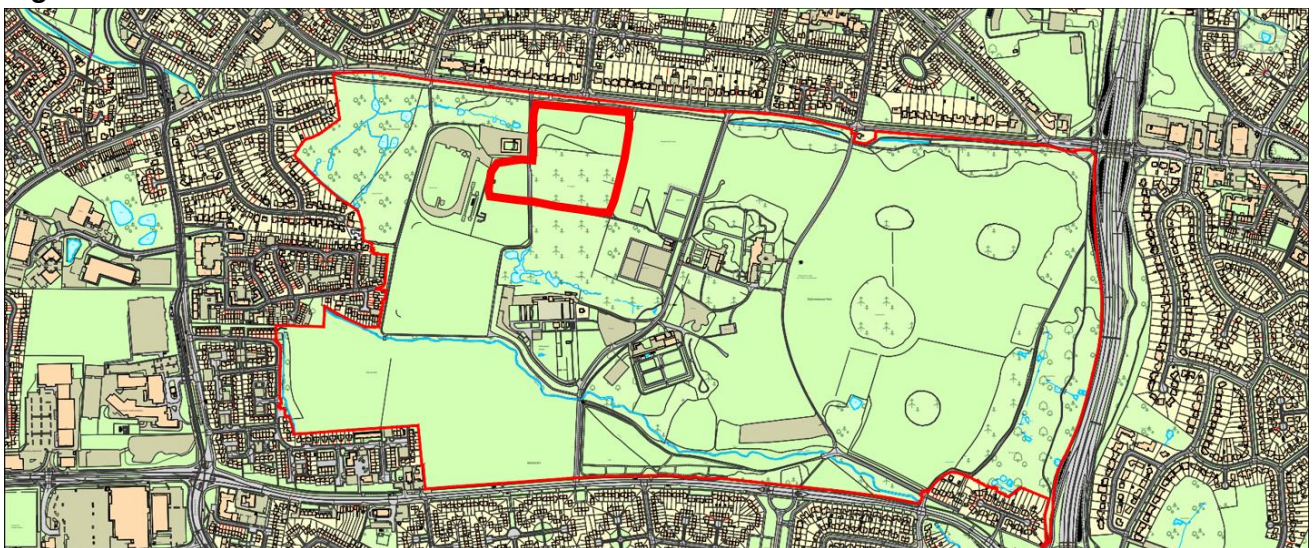
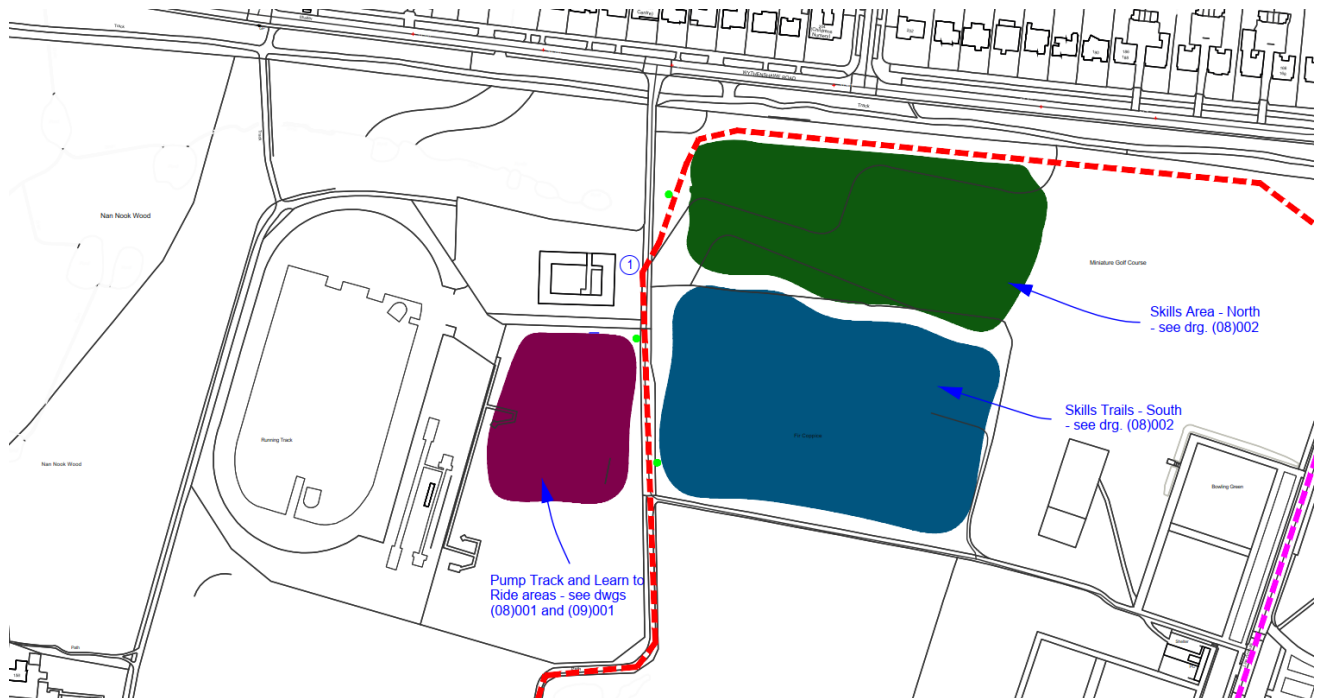


Figure 3-2 - Cycle Hub Site Plan



3.3 CAR PARK MANAGEMENT PLAN

- 3.3.1. A Car Park Management Plan (CPMP) to reduce parking demand and encourage sustainable travel has also been produced for the site.
- 3.3.2. Although the FrTP and the CPMP are two separate documents, there is a close relationship between them as both documents share the same aim of promoting sustainable transport and reduce car trips to Wythenshawe Park.
- 3.3.3. Both documents are live documents that identify a series of mechanisms to promote sustainable travel to the site, and set up a monitoring strategy to regularly review the effectiveness of the various measures identified in both documents.

4 TRANSPORT INFRASTRUCTURE AUDIT

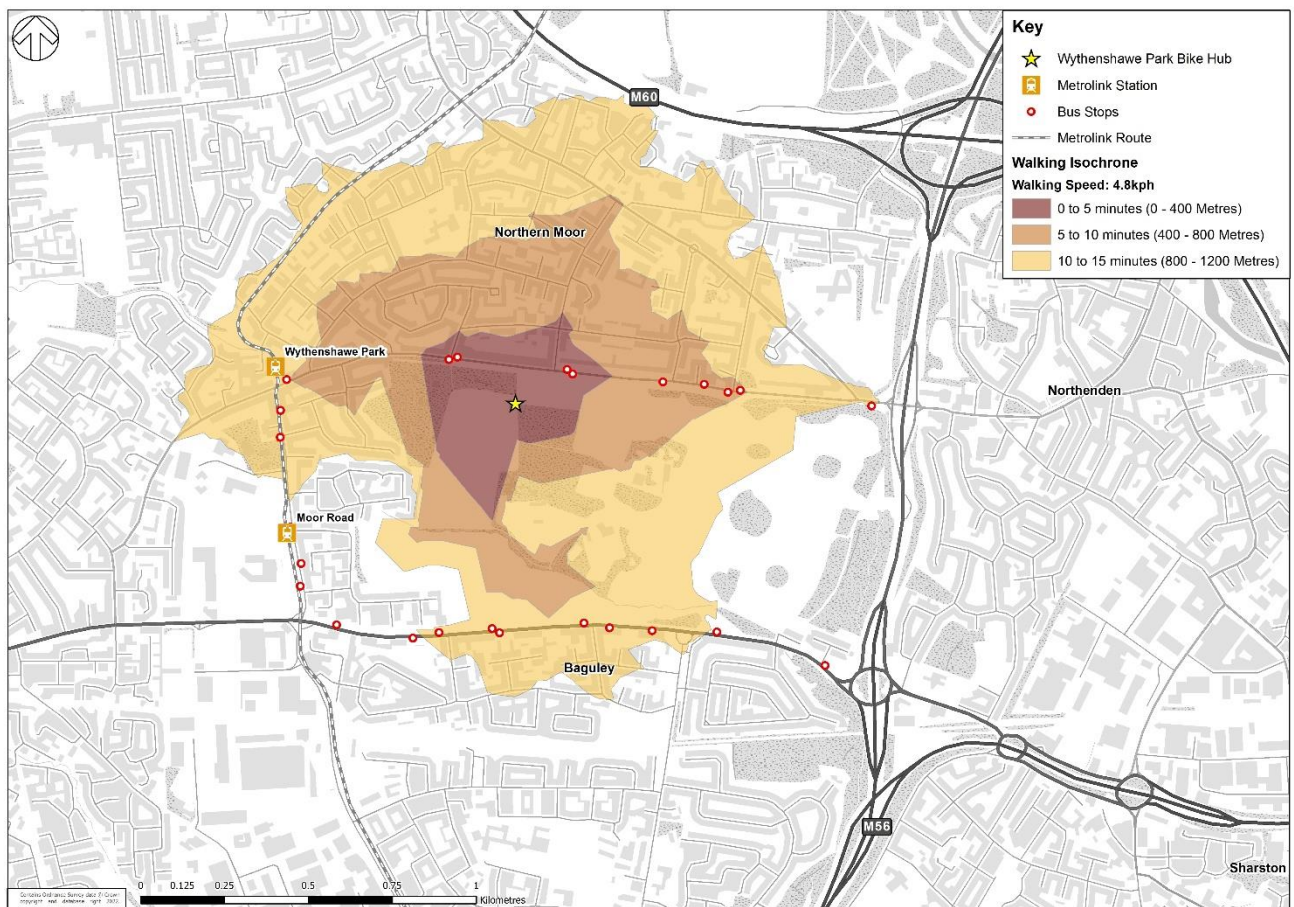
4.1 INTRODUCTION

- 4.1.1. This section of the Travel Plan assesses the accessibility of the site by sustainable modes of travel and reviews how the site location lends itself to sustainable travel. Ultimately a central transport objective of the development proposals is to reduce reliance on the private car and encourage the use of sustainable modes, particularly cycling.

4.2 PEDESTRIAN ACCESSIBILITY

- 4.2.1. The Institution of Highways & Transportation (IHT) publication 'Guidelines for Providing for Journeys on Foot' outlines the preferred maximum walking distance for commuting from an origin point, by persons without a mobility impairment, as 2000m. With an average walking speed of 1.4m/s, 2000m constitutes a 24-minute walk.
- 4.2.2. The pedestrian accessibility isochrones shown in Figure 4-1 have been modelled using Geographical Information System (GIS) software and illustrates the area surrounding the site which is within a 2000m/24-minute walk from the centre of the proposed development.

Figure 4-1 - Walking Accessibility Isochrones



4.2.3. The pedestrian isochrones show that the site provides key connectivity to local and national transport networks, including:

- Wythenshawe Park tram stop
- Moor Road tram stop
- Bus connections to Stockport and Altrincham along Wythenshawe Road
- Bus connections to Wythenshawe town centre and Piccadilly Gardens along Princess Parkway and Altrincham Road.

4.3 CYCLING ACCESSIBILITY

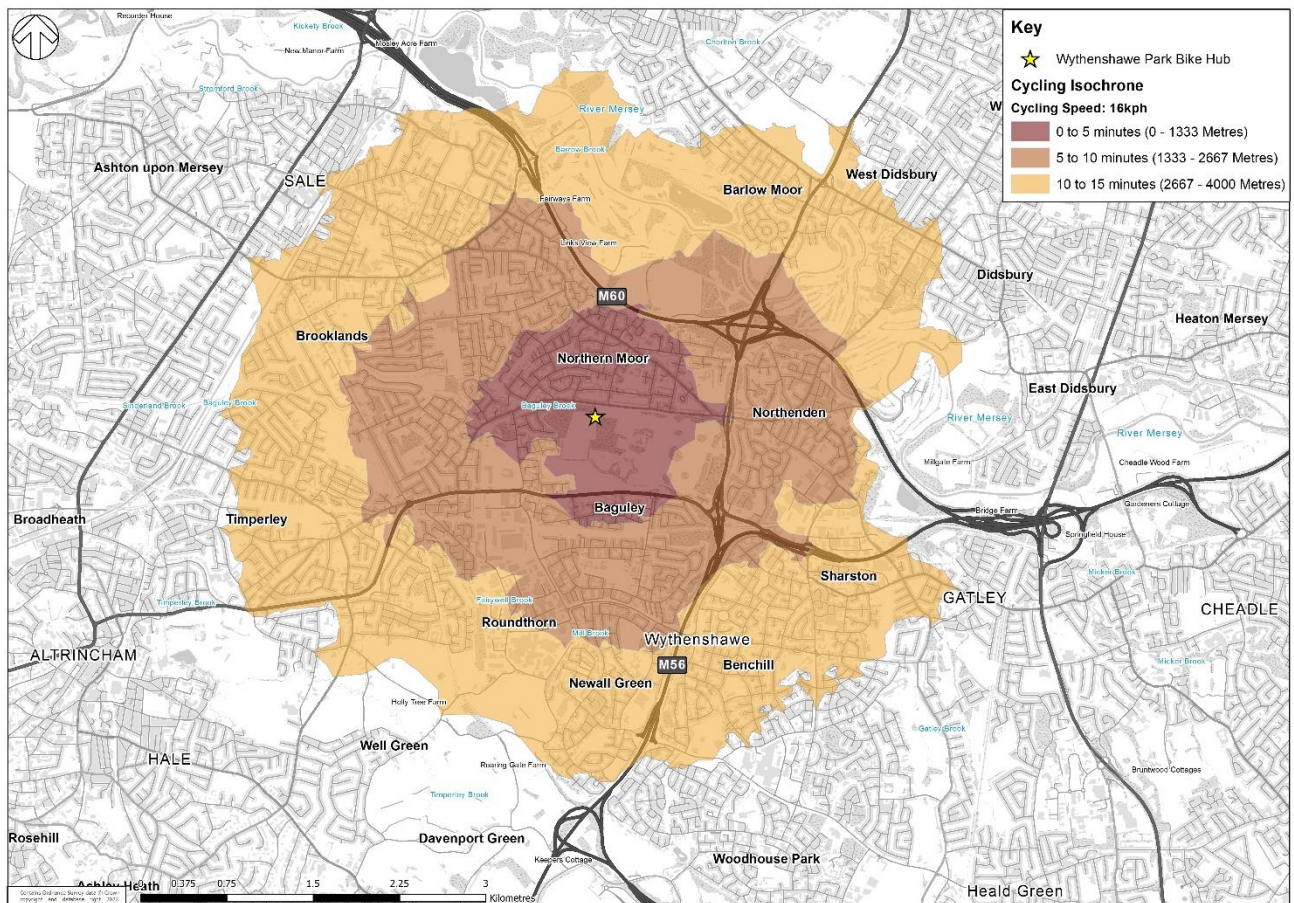
4.3.1. Planning Policy Guidance 13 – Transport (PPG13) states:

“Cycling also has potential to substitute for short car trips, particularly those less than 5km and to form part of a longer journey by public transport.”

4.3.2. Whilst the PPG13 has been superseded by the NPPF, the identified acceptable 5km cycling distance is still considered applicable in the absence of any updated guidance.

4.3.3. The cycling isochrones shown in Figure 4-2 illustrates the area surrounding the site and the existing cycling provision.

Figure 4-2 - Cycling Accessibility Isochrones



- 4.3.4. The cycling isochrones show that the site provides key connectivity to local neighbourhoods within the vicinity of the site including:
- Neighbourhoods less than a 10-minute cycle journey from the site such as Northern Moor, Northenden, Baguley and Roundthorn.
- 4.3.5. Neighbourhoods between a 10-15-minute cycle journey including Newall Green, Benchill, Timperley and West Didsbury. The cycling isochrones also show that the site is well connected to the Metrolink and Bus network connecting the site to all of Greater Manchester.

4.4 CYCLING INFRASTRUCTURE

- 4.4.1. Cycling provision within the park consists of a combination of off-road cycle tracks and on-street facilities with various off-road cycle tracks situated throughout.
- 4.4.2. Cycle parking facilities are provided throughout the park including the main visitor car park and Courtyard Café.
- 4.4.3. The existing cycling provision around the site consists of a segregated shared footway/cycleway along Altrincham Road to the south, the southern section of Moor Road in the east and along Princess Parkway.
- 4.4.4. Wythenshawe Road does have a segregated path that runs parallel to the road from the Wythenshawe Road/B5166 junction to the Wythenshawe Road/Sledmoor Road junction and is part of Greater Manchester's Bee Network.
- 4.4.5. A series of uncontrolled crossings (over residential streets) and signal-controlled crossings form part of the existing cycling network.
- 4.4.6. Route 85 of the Sustrans National Cycle Network is accessible from the site and runs through the park connecting the main north and south entrances. The route provides a mostly traffic-free route between Manchester City Centre and Manchester Airport.

4.5 PUBLIC TRANSPORT ACCESSIBILITY: BUS¹

- 4.5.1. Guidance published by the IHT 'Planning for Public Transport in Developments' (1999) recommends that the maximum walking distance to a bus stop should be 400 metres, equating to an approximate five-minute walk.
- 4.5.2. A series of bus services run within the vicinity of the site with various stops across Wythenshawe Road, Princess Parkway, Moor Road, Altrincham Road and Southmoor Road. These provide accessibility from the site to various locations within Greater Manchester.

¹ Bus timetables were retrieved in May 2022. Service routes and frequencies may change in the future.

Figure 4-3 - Bus and Tram services in vicinity of Site



Table 4-1 – Bus Services

No.	Route	Frequency	First / Last Weekday Service
11	Altrincham – Stockport	3/hr (Mon-Sat) 2/hr (Sun)	05:42/23:44
	Stockport – Altrincham	3/hr (Mon-Sat) 2/hr (Sun)	04:56/23:25
11A	Stockport – Altrincham	1/hr (Mon-Sun)	05:58/22:58
	Altrincham – Stockport	1/hr (Mon-Sun)	06:28/22:34
18	Middleton – Manchester Royal Infirmary/Shudehill Interchange	6/hr (Mon-Fri) 5/hr (Sat) 4/hr (Sun)	04:38/23:55
	Manchester Royal Infirmary/Shudehill Interchange – Middleton	6/hr (Mon-Fri) 5/hr (Sat) 4/hr (Sun)	04:27/23:08
19	Wythenshawe Interchange – Altrincham	2/hr (Mon-Sat) 1/hr (Sun)	06:05/23:20
	Altrincham – Wythenshawe Interchange	2/hr (Mon-Sat) 1/hr (Sun)	05:45/23:20
41	Sale – Middleton	3/hr (Mon-Sat) 2/hr (Sun)	05:13/23:36
	Middleton – Sale	3/hr (Mon-Sat) 2/hr (Sun)	04:33/23:05
44	Altrincham – Manchester	1/hr (Mon-Sat)	06:52/17:55
	Manchester – Altrincham	1/hr (Mon-Sat)	06:21/18:21
101	Wythenshawe Interchange – Piccadilly Gardens	4/hr until (Mon-Sat) 3/hr (Sun)	05:34/23:20
	Piccadilly Gardens – Wythenshawe Interchange	4/hr until (Mon-Sat) 3/hr (Sun)	05:08/00:20
288	Manchester Airport – Altrincham	1/hr (Mon-Sat) 1/2hr (Sun)	06:46/21:32
	Altrincham – Manchester Airport	1/hr (Mon-Sat) 1/2hr (Sun)	06:15/22:00

4.6 PUBLIC TRANSPORT ACCESSIBILITY: TRAM²

- 4.6.1. The Wythenshawe Park Cycle Hub is served by two Metrolink stops: Wythenshawe Park and Moor Road. These are situated on the blue line of the Metrolink network which operates from Manchester Airport to Manchester Victoria.
- 4.6.2. This route contains one Park and Ride site at Sale Water Park which contains 301 parking spaces.

Table 4-2 – Tram Services

Route	Route	Frequency	First / Last Weekday Service
Blue	Manchester Airport – Manchester Victoria	5/hr (Mon-Sun)	05:57/23:09
Blue	Manchester Victoria – Manchester Airport	5/hr (Mon-Sun)	05:50/23:14

4.7 PUBLIC TRANSPORT ACCESSIBILITY: RAIL³

- 4.7.1. Although no rail stations directly serve the site, the location of nearby stations allows for the potential of multimodal journeys to and from the Cycle Hub.
- 4.7.2. Altrincham Interchange is situated 3.8 miles from the site, taking 20 minutes by bicycle and with multiple bus services that serve Wythenshawe Park. Altrincham Interchange provides local connectivity with direct services from Manchester Piccadilly and Stockport.
- 4.7.3. Gatley train station is 3.0 miles from the site, taking 16 minutes by bicycle. Gatley provides local connectivity with direct services from East Didsbury and Manchester Airport.

² Tram timetables were retrieved in May 2022. Service routes and frequencies may change in the future.

³ Rail timetables were retrieved in May 2022. Service routes and frequencies may change in the future.

Table 4-3 – Rail Services

Route	Frequency
Manchester Piccadilly – Altrincham – Chester	1/hr (Mon-Sat) 1/2hr (Sun)
Chester – Altrincham – Manchester Piccadilly	1/hr (Mon-Sat) 1/2hr (Sun)
Manchester Piccadilly – Gatley – Manchester Airport	2/hr (Mon-Fri) 1/hr (Sat-Sun)
Manchester Airport – Gatley – Manchester Piccadilly	2/hr (Mon-Fri) 1/hr (Sat-Sun)

5 OUTCOME OBJECTIVES AND TARGETS

5.1 AIM OF THE TRAVEL PLAN

- 5.1.1. The aim of the Travel Plan is to reduce reliance on the private car and achieve a lasting shift towards the use of sustainable travel modes to access the development, such as walking, cycling and public transport. The method for achieving this is through the provision of a package of measures to influence the travel behaviour of staff, volunteers, and visitors of the development.
- 5.1.2. The aims of this FrTP are in line with local, regional, and national policy which are to encourage the use of sustainable transport and to maximise the potential to cycle to and from development site.
- 5.1.3. This FrTP is a provisional document that covers the substantive element of a FTP. Specifically, this means the FrTP will identify outcome objectives, interim targets, and an initial package of measures.
- 5.1.4. The FTP for the development, when produced, will streamline and improve upon the elements in the FrTP based on staff travel surveys and consultation.

5.2 OBJECTIVES

- 5.2.1. To achieve the aim of this FrTP in line with national, regional, and local transport aspirations, the following objectives have been set:
 - Identify and manage deterrents to walking and cycling that prevent staff, volunteers and visitors using active modes;
 - Identify the predominant origin locations of staff, volunteers and visitors and use the information to complete an accessibility audit;
 - Promote walking and cycling by emphasising the benefits of sustainable and active modes, such as healthier lifestyle choice;
 - Promote existing public bus services and identify any gaps in provision;
 - Seek to ensure that future demand for car parking within the development does not exceed car parking provision;
 - Create a sustainable employee community at the site by making employees aware of the FrTP and inviting their contributions to develop the FTP;
 - Develop the FrTP in time for submission to MCC following occupation of the respective development uses, amending the above objectives if necessary; and
 - Undertake staff, volunteers, and visitor travel surveys as part of the development of the FrTP.

5.3 INTERIM TARGET

- 5.3.1. The proposed development creates a series of cycling facilities for all skill levels, and therefore, it can be expected that a large proportion of users of the Cycle Hub will be travelling by bicycle to the site. However, some users, and those learning to cycle in particular, are likely to use alternative methods of travel to the Cycle Hub until they have reached a certain riding level.
- 5.3.2. Specific SMART (Specific, Measurable, Agreed, Realistic, Time-based) targets will be developed for each mode of transport. These can be adapted upon receipt of travel survey information as part of the FTP to accommodate staff and visitor needs.
- 5.3.3. Targets will be set out upon completion of the travel survey. However, these would emphasise the need to travel to the Cycle Hub by sustainable modes of travel, in particular cycling. These include:

- Set percentage increase in trips by active modes of travel, in particular cycling
- Set percentage increase in public transport trips for those visiting the site from wider Greater Manchester
- Where car trips are made to the site, a set percentage increase in car share

6 MANAGEMENT PLAN

6.1 FULL TRAVEL PLAN

- 6.1.1. A Full Travel Plan is the finalised document that facilitates and monitors targeted changes in travel behaviour of staff, volunteers, and visitors, produced following completion of the proposed development.
- 6.1.2. A FTP establishes staff, volunteers, and visitor travel patterns by carrying out tailored travel surveys.
- 6.1.3. The travel survey will include questions relating to an individual's reasons for choosing their current mode of transport; how they may prefer to travel; what would encourage them cycle when visiting the Cycle Hub; what could be done to change their travel behaviour; and if there are any barriers that exist to the respondent's cycling route.
- 6.1.4. The travel survey will ensure measures are applicable and effective for encouraging cycling, and sustainable travel, to and from the Cycle Hub amongst site users.
- 6.1.5. Staff, volunteers, and visitors will also be invited to suggest ideas for measures to be added to the FTP to promote and increase active and sustainable travel. The FTP process aims to give the staff, volunteers and visitors shared input and ownership of the Plan.
- 6.1.6. In line with the above, the following actions will be undertaken to convert this Framework Travel Plan to a Full Travel Plan:
 - Undertake travel surveys and produce a survey analysis;
 - Produce the FTP after occupation of the development. This includes revising the SMART targets as necessary.
 - Confirm site specific Action Plans of measures that will be informed by the survey results to deliver the targets and objectives. The Action Plans will put forward the set of measures in a responsibility and monitoring mechanisms; and
 - Confirm specific dates (month / year) when ongoing travel surveys and reviews of the Full Travel Plans and Action Plans will be undertaken.

6.2 TRAVEL PLAN CO-ORDINATOR

- 6.2.1. Appointing a Travel Plan Co-ordinator (TPC) is a requirement of a FrTP. The TPC implements the travel measures and sustains interest and participation in the FTP.
- 6.2.2. It is proposed that the TPC role will be held by the Wythenshawe Park Manager as part of their job duties, in liaison with the relevant officers at MCC.
- 6.2.3. The TPC for the development will be available to staff, volunteers and visitors and their contact details will be provided when requested. The TPC will be responsible for the day-to-day management of the FTP. Specific responsibilities of the future TPC could potentially include:
 - Produce and distribute Travel Packs to staff, volunteers and visitors and provide details of the FTP;
 - Liaise with employees to explain the objectives and benefits of the Travel Plan, which includes bringing an awareness of the travel strategy, encouraging participation where possible and advising on sustainable travel access options;

- Distribute, collect, and analyse travel surveys for staff, volunteers, and visitors, in line with a timetable agreed in the FTP;
- Actively encourage staff, volunteers, and visitors to cycle, or to walk and use public transport when appropriate, and ensure they are aware of all sustainable access options;
- Be the point of contact and on-going liaison with outside bodies including MCC; and
- Acquire supporting information such as public transport timetables and cycle maps to be distributed to employees.

6.3 TRAVEL PLAN QUESTIONNAIRE

- 6.3.1. In order to accelerate the production of the FTP, a draft TP Questionnaire has been prepared by WSP
- 6.3.2. The purpose of the Travel Plan Questionnaire is to understand Wythenshawe Park Cycle Hub staff, volunteers and visitor travel habits and deliver a series of tailored measures to staff, volunteers and visitor circumstances to improve public transport and active travel options and accessibility.
- 6.3.3. The draft Travel Plan Questionnaire is included in Appendix C.
- 6.3.4. A full assessment of the answers received will support the conversion of this FrTP to the FTP as set out throughout this document and in Section 7.8 Action Plan.

7 TRAVEL PLAN MEASURES

7.1 INTRODUCTION

- 7.1.1. In order for a FrTP to be successful in persuading people to use sustainable and active modes of travel in favour of the car, it is necessary to introduce a varied mix of incentives, a combination of hard and soft measures. The measures considered in this FrTP are described below.

7.2 PHYSICAL MEASURES

- 7.2.1. Key improvements being brought forward as part of the development proposals include:
- New shared cycling/walking path across the perimeter of the park aimed to provide a cycle route for families and less skilled riders.
 - A Learn to Ride and skills and trails area separated into three grades based on level of difficulty that will encourage cycling by improving proficiency and providing more challenging rides for the most experienced users.
- 7.2.2. It is difficult to be prescriptive about specific FTP measures given that detailed information about staff, volunteers and visitor travel characteristics are not known yet.
- 7.2.3. Notwithstanding this, an annual budget will be allocated to develop and bring forward the identified measures within the FTP.
- 7.2.4. Whilst initial measures have been identified for each travel mode, the TPC will oversee all modes of transport. Ensuring that all staff and visitors are encouraged to be part of the wider group.

7.3 WALKING MEASURES

- 7.3.1. The following measures will be considered in the FTP to encourage and promote walking:
- Travel Welcome Packs distributed to staff, volunteers and visitors that will include information and advice regarding safe pedestrian routes. This can include desire lines being mapped on plans showing safe and comfortable routes to and from various nearby transport drop off points, such as bus stops and Metrolink stops.
 - Identifying any common areas travelled to by employees and visitors which are suitable for walking and produce walking maps specific to those routes and identify areas along walking routes which are deterrents to potential walkers;
 - The TPC could liaise with the Highways Authority to ensure that the key pedestrian desire lines identified are appropriately maintained, as well as to report maintenance requirements;
 - Put up signs showing the direction and distance or time it takes to walk to the site on key walking routes (e.g. transport hubs);
 - Setting up an Active Travel User Group;
 - Guaranteed free public transport ticket to return home for walkers in case of an emergency;
 - Ongoing promotion of walking and promotion of online resources including:
 - Internal newsletter
 - <https://www.verywellfit.com/tips-for-walking-to-work-3435887> 10 tips for walking to work.

7.4 CYCLING MEASURES

7.4.1. The following measures will be considered in the FTP to encourage and promote cycling:

- Travel Welcome Packs distributed to staff, volunteers and visitors that will include information and advice regarding safe cycling routes. This can include desire lines being mapped on plans showing safe and comfortable routes to and from various transport drop off points such as railway stations and nearby cycle parking facilities;
- Identifying any common areas travelled to by employees and visitors which are suitable for cycling and produce cycling maps specific to those routes and identify areas along cycling routes which are deterrents to potential cyclists;
- The TPC could liaise with the Highways Authority to ensure that the key cycling desire lines identified are appropriately maintained, as well as to report maintenance requirements;
- Put up signs showing the direction and distance or time it takes to cycle to the site from key local areas (e.g. transport hubs or neighbourhood centres);
- Setting up an Active Travel User Group;
- Joining a *Cycle to Work* scheme that provides tax-free bicycles and gear to cyclists;
- Guaranteed free public transport ticket to return home for cyclists in case of an emergency;
- Ongoing promotion of cycling and promotion of online resources including:
 - Internal newsletter
 - TfGM website for cycling: <https://beeactive.tfgm.com/cycling/>

7.5 PUBLIC TRANSPORT MEASURES

7.5.1. The following measures will be considered in the FTP to encourage and promote public transport:

- Travel Welcome Packs distributed to staff, volunteers and visitors will include information on public transport accessibility, including bus and Metrolink stop locations, timetables and route maps;
- Providing public transport information updates to all staff, volunteers and visitors when, for example, there are changes to public services or new services are being introduced which would benefit them; and
- Educating staff, volunteers and visitors on the importance of using public transport as an alternative to the car for the array of benefits that this can bring, including health and environmental benefits.
- Interest free loans for season tickets;
- Investigate subsidies for bus / tram tickets;
- Encourage staff to use public transport for business travel;
- Promotion of useful websites or collation of material from such websites that will be provided to staff, volunteers and visitors, such as:
 - TfGM website for Tram information: <https://tfgm.com/public-transport/tram/tram-schedule>

7.6 CAR SHARING MEASURES

- 7.6.1. Car sharing scheme target would be journeys to work amongst employees and volunteers from similar locations. The following measures will be considered in the FTP to encourage and promote the use of car sharing on those journeys made by car:
- Measures to raise the profile of car sharing such as providing promotional literature in the Travel Welcome Packs;
 - Provide a car share database for staff and volunteers, where they can view offers and requests for lifts from their colleagues.
 - Advertising campaign involving regular car sharers in which they mount a small sticker to their vehicle to advertise that they are willing to car share with fellow employees/visitors. This will spread awareness throughout the site by publicising this scheme;
 - Promoting the benefits of car sharing associated with financial savings, social benefits associated with getting to know people etc; and
 - Providing incentives for the uptake of car sharing, for example, providing a free car wash at a local garage once a month for employees that are proven to car share often.
 - Guaranteed free public transport ticket to return home for car shares in case of an emergency.

7.7 MEASURES FOR SUSTAINABLE MODES OF TRANSPORT

- 7.7.1. The following are measures that will be considered in the FTP to encourage the use of sustainable and active transport amongst employees:
- Travel Welcome Packs will be distributed to all staff, volunteers and visitors which will promote all modes of sustainable transport; and
 - Investigating other financial / reward-based incentives that may encourage staff, volunteers, and visitors to use sustainable and active travel following completion of travel surveys.

7.8 ACTION PLAN

- 7.8.1. As part of the FTP process, the package of measures adopted to increase sustainable and active travel like those considered above will be defined in an Action Plan. The Action Plan will be the mechanism for working towards achieving the target indicators for each mode of transport aligned with delivering the aim of the FTP.
- 7.8.2. The Action Plan created for Wythenshawe Park Cycle Hub will illustrate the implementation programme for the proposed measures, including the roles and responsibilities, timescales for delivery (date of completion), and how each action will be evaluated. The communication and marketing tools used to promote each measure will also be provided in the Action Plan.
- 7.8.3. Table 7-1 shows the expected actions, responsibilities, timescales, and indicators of the Action Plan.

Table 7-1 – Action Plan

Action Plan			
Action	Responsibility	Timescale	Indicator / Success
Management, Monitoring and Review			
Travel Plan Co-ordinator (TPC) assumes role	TBC	Already appointed	TPC already appointed
Undertake baseline travel surveys	TPC	3 months from completion	Surveys undertaken within timescales
Produce Full Travel Plan	TPC	6 months from completion	Full Travel Plan produced and approved by LHA
Annual Review	TPC	12 months after FTP completion	Update Full Travel Plan accordingly
Measures and Initiatives			
Production and distribution of Travel Welcome Packs (TWP)	TPC	6 months from completion	TWP produced and distributed to all
TPC liaison with staff, volunteers and visitors via emails, staff inductions, etc	TPC	On-going after FTP completion	Employees aware of Travel Plan and encouraged to engage
Personalised travel planning advice	TPC	On-going as required after FTP completion	Cycle Hub users provided with personalised travel planning advice as required
Employee/visitor walking, cycling and car sharing user groups set up and promoted	TPC	In line with FTP completion	Database in place, increase in number of employees walking, cycling and car sharing
Programme of sustainable travel events distributed to staff/visitors	TPC	On-going after FTP completion	Cycle Hub users aware of events and encouraged to engage
Negotiation and provision of incentives to support and encourage walking, cycling, public transport and car sharing	TPC	On-going after FTP completion	Incentives made available to all, increase in number of employees walking, cycling, using public transport and car sharing
Liaison with MCC and TfGM regarding pedestrian and cycle desire lines and routes	TPC	On-going after FTP completion	Potential improvements identified, increase in

Action Plan			
Action	Responsibility	Timescale	Indicator / Success
			number of walking and cycling trips
Monitoring of on-site cycling facilities and associated discussions with users	TPC	On-going after FTP completion	Improvement of cycling facilities as required

8 COMMUNICATION, MARKETING AND MONITORING

8.1 MARKETING STRATEGY

- 8.1.1. A communication and marketing strategy will be developed to support the Full Travel Plan to ensure:
- Awareness of the Travel Plan amongst staff, volunteers, and visitors at the site;
 - Promotion of the package of measures contained in the Action Plan; and
 - Provision of travel information from the outset and consistently throughout the lifespan of the FTP and an awareness of the sustainable and active travel options available.
- 8.1.2. The communication and marketing strategy communicates the FTP to all staff, volunteers, and visitors to raise awareness of its contents. This publicises its outcome objectives, targets and the package of measures being delivered.
- 8.1.3. The communication and marketing strategy should be effective in keeping the FTP visible and relevant to staff, volunteers, and visitors. The strategy will be the responsibility of the Travel Plan Coordinator and will be fully developed on completion of the FTP. Key aspects of the strategy include:
- Maintaining confidence in the FTP among staff, volunteers, and visitors. This can be achieved by monitoring the effectiveness of the measures and amending them when problems are encountered;
 - Regularly communicating with employees/visitors to remind them of the FTP;
 - Making the TPC easily contactable for staff, volunteers, and visitors to resolve issues with changing modes of travel;
 - Ensuring all travel information available is up to date;
 - Developing a successful feedback procedure for the purpose of developing the FTP that will consider the views of all staff, volunteers, and visitors; and
 - Regular updates from TPC and MCC.

8.2 MARKETING MATERIAL

- 8.2.1. Publicity material within the Travel Packs and made available by the TPC could include:
- Contact details of the TPC;
 - Sustainable and active travel advice and information;
 - A list of further travel resources, online or offline;
 - Questionnaires, letters, and leaflets relevant to the objectives of the Travel Plan; and
 - Quarterly staff, volunteers and visitor newsletters and bulletins providing updates on the FTP, updated travel information, and success stories, etc.
- 8.2.2. The TPC must identify the most effective way of conveying messages to staff, volunteers, and visitors, whether this is for example electronically via email or website, or via noticeboards.
- 8.2.3. Further to this, the platform used to promote and communicate the FTP should be accessible to all.

8.3 MONITORING STRATEGY

- 8.3.1. A monitoring strategy will advise on the effectiveness of the FTP measures and inform where any additional actions might be taken. A monitoring strategy that regularly tracks progress of the

measures in achieving the SMART targets enables proportionate and appropriate adjustments to the FTP.

- 8.3.2. The monitoring strategy might consist of a visitor travel survey, a database of evidence, regular progress reports and updates to the FTP.

9 SUMMARY

- 9.1.1. WSP have been appointed by appointed by Manchester City Council (MCC) to prepare a Travel Plan for the development of Wythenshawe Park Cycle Hub in Wythenshawe, Manchester.
- 9.1.2. The key proposals of the Wythenshawe Park Cycle Hub are:
- To provide accessible cycling facilities for all age groups and skill levels which incorporate recreational cycling activities such as family trails and mountain biking skills areas.
 - A Learn to Ride area and Pump Track to improve cycling proficiency which consists of more challenging rides for older children.
 - A skills and trails area comprised of various features such as rollers, berms, rock drops and rock gardens. The trail sections are separated into three grades based on level of difficulty.
 - The creation of a perimeter trail around the entirety of Wythenshawe Park that can be accessed via multiple points and will be open for all users of the park in addition to cyclists. This is aimed at families and less skilled riders to provide an interesting route to explore the perimeter of the park.
- 9.1.3. Stakeholder engagement has been undertaken with Manchester City Council (MCC) where the Parks Development Programme Team have been actively engaged and have contributed to the production of this Travel Plan
- 9.1.4. This is a site-specific TP for the Wythenshawe Park Cycle Hub which outlines the following:
- Methods proposed to increase the number of employees travelling to and from the site by bicycle;
 - Timescales for surveying employees travel patterns following occupation of the site; and
 - The measures that will be used to monitor the effectiveness of the Travel Plan in its objective to increase the volume of private car trips to the site.
- 9.1.5. It is proposed that this FrTP will be extended to a FTP within six months of full occupation.
- 9.1.6. Whilst this document does not suggest there are specific issues with any of the topics which need to be addressed, there are still numerous benefits that can arise from implementation of a Travel Plan at the development. The potential benefits are addressed in Section 2.
- 9.1.7. A thorough review and assessment of the accessibility of the site by sustainable modes of travel and how the site location lends itself to sustainable travel has been undertaken. Ultimately a central transport objective of the development proposals is to reduce reliance on the private car and encourage the use of sustainable modes such as walking, cycling and public transport. This has found that the site is highly accessible by active travel and public transport.
- 9.1.8. The aim of the Travel Plan is to increase cycling as a mode share of travel to and from the development and achieve a lasting shift towards the use of sustainable travel modes to access the development, such as walking and public transport. The method for achieving this is throughout the provision of a package of measures to influence the travel behaviour of staff, volunteers, and visitors of the development.
- 9.1.9. The aims of this FrTP are in line with local, regional, and national policy which are to encourage the use of sustainable transport and to maximise the potential to walk or cycle to and from development site.
- 9.1.10. This FrTP is a provisional document that covers the substantive element of a FTP. Specifically, this means the FrTP will identify outcome objectives, interim targets, and an initial package of measures.

- 9.1.11. The FTP for the development, when produced, will streamline, and improve upon the elements in the FrTP based on staff travel surveys and consultation.
- 9.1.12. The Park Manager will be fulfilling this role on a full-time basis.
- 9.1.13. In order to accelerate the production of the FTP, a draft TP Questionnaire has been prepared by WSP in liaison with WCC Safe and Active Travel officers to ensure local aspirations and knowledge was captured as part of the survey process.
- 9.1.14. The purpose of the Travel Plan Questionnaire is to understand the Wythenshawe Park Cycle Hub staff, volunteers and visitor travel habits and deliver a series of tailored measures to improve public transport and active travel options and accessibility.
- 9.1.15. A full assessment of the answers received will support the conversion of this FrTP to the FTP as set out throughout this document and in Section 7.8 Action Plan.
- 9.1.16. In order for an FrTP to be successful in persuading people to use sustainable and active modes of travel in favour of the car, it is necessary to introduce a varied mix of incentives, a combination of hard and soft measures. A series of initial soft measures have been identified. The following key physical measures and improvements are being brought forward as part of the development proposals:
- New shared cycling/walking path across the perimeter of the park aimed to provide a cycle route for families and less skilled riders.
 - A Learn to Ride and skills and trails area separated into three difficulty categories that will encourage cycling by improving proficiency among younger age groups and providing challenging rides for older children.
- 9.1.17. As part of the FTP process, the package of measures adopted to increase sustainable and active travel like those considered above will be defined in an Action Plan. The Action Plan will be the mechanism for working towards achieving the target indicators for each mode of transport aligned with delivering the aim of the FTP.
- 9.1.18. The Action Plan created for Wythenshawe Park will illustrate the implementation programme for the proposed measures, including the roles and responsibilities, timescales for delivery (date of completion), and how each action will be evaluated. The communication and marketing tools used to promote each measure will also be provided in the Action Plan.
- 9.1.19. A communication and marketing strategy (e.g. part of the existing weekly newsletter) will be developed to support the Full Travel Plan to ensure:
- Awareness of the Travel Plan amongst staff, volunteers, and visitors at the site;
 - Promotion of the package of measures contained in the Action Plan; and
 - Provision of travel information from the outset and consistently throughout the lifespan of the FTP and an awareness of the sustainable and active travel options available.
- 9.1.20. The communication and marketing strategy communicates the FTP to all staff, volunteers, and visitors to raise awareness of its contents. This publicises its outcome objectives, targets and the package of measures being delivered.
- 9.1.21. A monitoring strategy will advise on the effectiveness of the FTP measures and inform where any additional actions might be taken. A monitoring strategy that regularly tracks progress of the

measures in achieving the SMART targets enables proportionate and appropriate adjustments to the FTP.

Appendix A

SCOPE



WYTHENSHAW PARK – BIKE HUB (130542/VO/2021)

Introduction

This Technical Note presents the proposed scope to discharge Condition 5 and 6 of the planning application 130542/VO/2021 “*Creation of outdoor cycling facilities, including perimeter trail, learn-to-ride area, and skills areas*”.

Manchester City Council has granted permission subject to a series of conditions, including:

Condition 5: Before the development hereby approved is first used a Travel Plan shall be submitted to and agreed in writing by the City Council as Local Planning Authority.

Condition 6: Prior to the first use of the development hereby approved a car park management plan shall be submitted to and approved in writing by the City Council as local planning authority.

Framework Travel Plan

It is proposed that a Framework Travel Plan will be produced. This will include:

- 1) **Introduction** – An overview to the background and methodology of the Travel Plan.
- 2) **Benefits of a Travel Plan** – A summary of potential benefits for future users.
- 3) **Proposed Development** – A brief description of the proposed development already approved.
- 4) **Transport Infrastructure Audit** – A review of the active travel and public transport provision within the vicinity of the site.
- 5) **Outcome, Objectives, and Targets** – A description of the aim of the Travel Plan, its objectives, and a series of interim modal share targets based on census data.
- 6) **Management Plan** – A description of the mechanism to convert the document into a Full Travel Plan, the role of the Travel Plan Co-ordinator, and the proposed draft Travel Plan Questionnaire.
- 7) **Travel Plan Measures** – A review of potential measures to promote sustainable travel to the site accompanied by a detailed action plan.
- 8) **Communication, Marketing, and Monitoring** – A description of the proposed communication, marketing and monitoring strategy.
- 9) **Summary**

Car Park Management Plan

The proposed reconfigured car park will provide a total of 64 parking bays, including eight accessible bays. These will be shared by all users, including general visitors and nearby athletics club.

An additional 125 parking spaces are located at the heart of the Park, where the main car park is located.

- 1) **Introduction** – An overview to the background and methodology of the Car Park Management Plan.

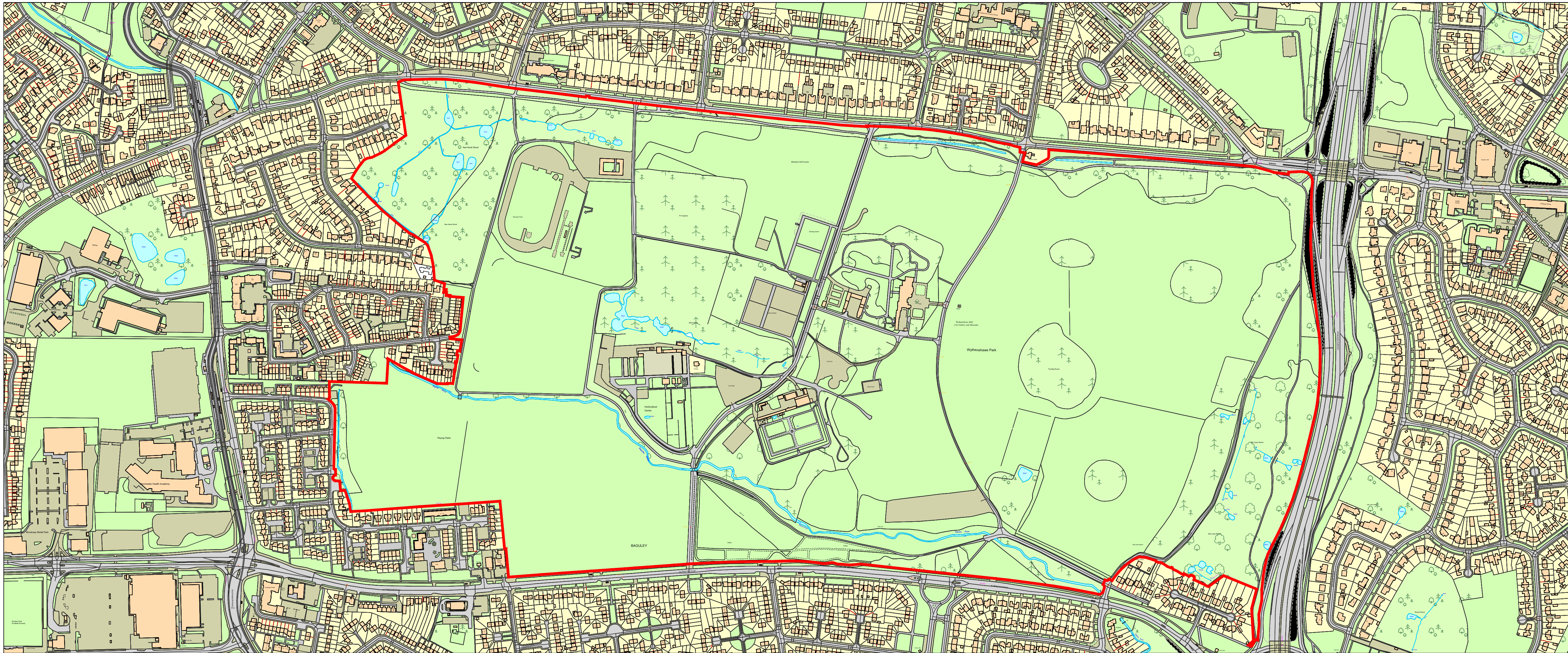


- 2) **Benefits of a Car Park Management Plan** – A summary of potential benefits for future users.
- 3) **Proposed Development** – A brief description of the proposed development already approved.
- 4) **Management Plan** – A description of how the parking demand arising from the use of the Bike Hub throughout the year will be managed, including events and co-ordination with the wider Park parking provision and aspirations.
- 5) **Communication, Marketing, and Monitoring** – A description of the proposed communication, marketing, and monitoring strategy.

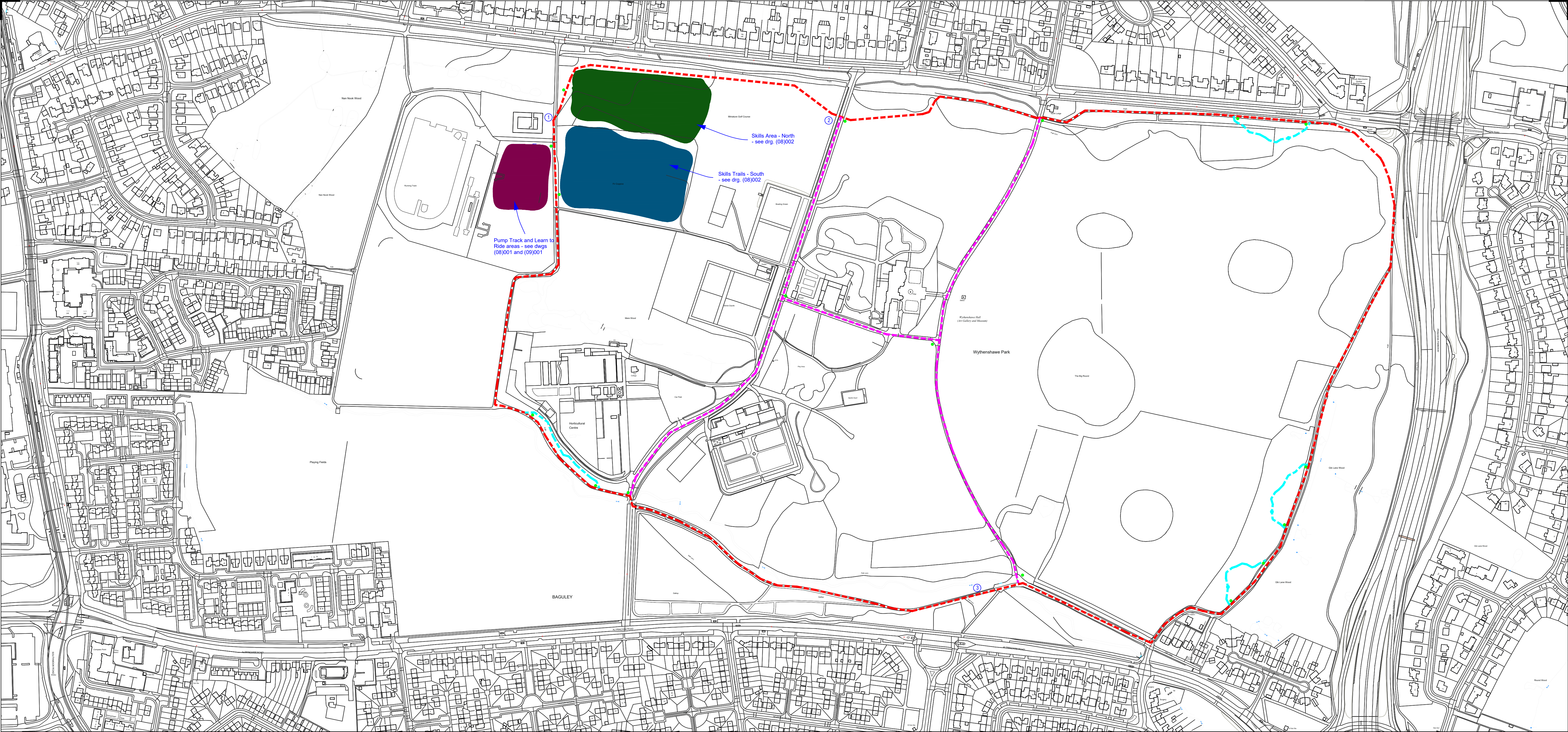
Appendix B

SITE PLANS





- NOTES
- 1. All dimensions are in millimetres unless otherwise stated
 - 2. This drawing is to be read with all other relevant documentation
 - 3. Do not scale from this drawing, all measurement data should be taken directly from the model



NOTES

1. All dimensions are in millimetres unless otherwise stated
2. This drawing is to be read with all other relevant documentation
3. Do not scale from this drawing, all measurement data should be taken directly from the model

- Legend**
- Perimeter Cycle Path
 - Existing Paths (Short Cuts)
 - New 'Opt-in' Path Sections
 - Waymarker Signs
 - 1 Construction Notes

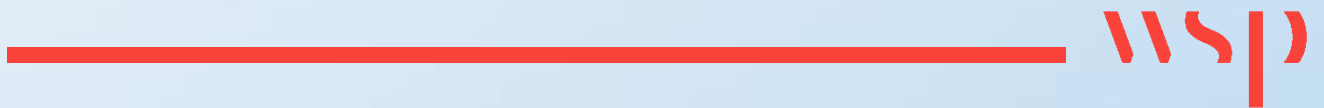
- Construction Notes:**
1. Remove section of fencing; make good disturbed surfaces.
 2. Remove section of knee rail fencing; make good disturbed surfaces.
 3. Potholes in existing macadam paths to be cut out and made good.

This drawing should be read in conjuncton with the following tender documents: -

- WYP-MCC-XX-XX-DR-B-0010 - Site Location Plan and Proposed Compound Siting
- WYP-MCC-XX-XX-DR-B-0012 - Proposed Car Park Works
- LP44968 - Bike Track Facility Proposal
- 20-011 (07)001 D3 - Site Plan
- 20-011 (08)001 D3 - Pump Track and LTR Area
- 20-011 (08)002 D3 - Skills Area and Skills Trails
- 20-011 (09)001 D3 - Pump Track and Trail Sections
- LP44699 - Schedule of Works
- LP44968 - NBS Specification - Wythenshawe Park Cycle Facilities
- LP44968 - Authority's Requirements - Information Required - Wythenshawe Park - 29.06.2021
- LP44968 - Designers Risk Assessment - Wythenshawe Park Cycling
- LP44968 - PEP - General Information - 28.06.2021
- LP44968 - PEP Low Value NWCH LV 2015 Ver 1.3 21.11.18
- LP44968 - Arboriculture Statement - Wythenshawe Park Cycle Facilities
- LP44968 - Heritage Statement - Wythenshawe Park Cycle Facilities
- Manchester City Council Design for Access 2 dated December 2003
- LP44968 - Wythenshawe Park Utility Search - Cadent Gas
- LP44968 - Wythenshawe Park Utility Search - ENW

Appendix C

DRAFT QUESTIONNAIRE



WYTHENSHAW PARK CYCLE HUB, TRAVEL PLAN QUESTIONNAIRE

The purpose of this Travel Plan Questionnaire is to understand the travel habits of staff, volunteers and visitors of the Wythenshawe Park Cycle Hub and to deliver a series of tailored measures to your circumstances to improve public transport and active travel options, in particular cycling, for accessing the Cycle Hub.

This Questionnaire should take no more than 7 minutes to complete.

ABOUT YOU AND YOUR TRAVEL HABITS

1 What is your reason for visiting the Cycle Hub today?

- ☐ Employee
- ☐ Volunteer
- ☐ Visitor

2 On average, how many days a week do you visit the Cycle Hub?

- | | | | |
|----------------------------|----------------------------|----------------------------|----------------------------|
| ☐ 1 | ☐ 3 | ☐ 5 | ☐ 7 |
| ☐ 2 | ☐ 4 | ☐ 6 | |

3 What time do you usually visit the Cycle Hub?

- | | |
|------------------------------------|-------------------------------------|
| ☐ Morning | ☐ Lunch time |
| ☐ Afternoon | ☐ Evening |

4 What is your postcode? (First part only e.g. M22)

5 What is the main form of transport you usually use when travelling to the Cycle Hub?

- | | | |
|--|--|--|
| ☐ Walk | ☐ Cycle | ☐ Bus |
| ☐ Tram | ☐ Motorbike | ☐ Car driver |
| ☐ Car passenger | ☐ Scooter | ☐ Electric bike / scooter |
| ☐ Train | ☐ Other : _____ | |

6 How long does your journey to the Cycle Hub take?

- | | | |
|---|---|---|
| ☐ Under 15 minutes | ☐ 16 to 30 minutes | ☐ 31 to 45 minutes |
| ☐ 46 to 60 minutes | ☐ More than 1 hour | |

WALKING

This section looks to understand your view towards walking to the Cycle Hub.

7 What would you describe as the main reason you currently do not walk to the Cycle Hub? (Please select all that apply)

- | | |
|--|-----------------------------------|
| ☐ None | ☐ Distance |
| ☐ State of walking routes | ☐ Safety |

☐ Other : _____

CYCLING

This section looks to understand your view towards cycling to the Cycle Hub.

8 Do you have access to a bicycle?

☐ Yes ☐ No ☐ Yes, an electric bicycle

9 What facilities at the Cycle Hub do you use? (Please select all that apply)

- ☐ Skills Area
- ☐ Pump Track and
- ☐ Learn to Ride Area
- ☐ Perimeter Trail

10 What is the main barrier to cycle to the Cycle Hub? (Please select all that apply)

☐ None ☐ Distance ☐ Safety
☐ State of cycling routes ☐ Other : _____

PUBLIC TRANSPORT

This sections looks to understand your view towards using public transport to travel to the Cycle Hub.

11 Is there a bus within a 10 minute walk from your home address to the Cycle Hub?

☐ Yes ☐ No

12 What is the main barrier to travel to the Cycle Hub by bus? (Please select all that apply)

- ☐ None
- ☐ Lack of buses from my home to the Cycle Hub
- ☐ Cost of bus fares
- ☐ Journey time
- ☐ Have to change buses
- ☐ Unable to put a bicycle on bus
- ☐ Other : _____

13 Is there a tram within a 15 minute walk from your home address to the Cycle Hub?

☐ Yes ☐ No

14 What is the main barrier to travel to tram? (Please select all that apply)

- ☐ None
- ☐ Lack of trams from my home to the Cycle Hub (Do not live near a tram stop)
- ☐ Cost of tram fares
- ☐ Journey time
- ☐ Have to change trams
- ☐ Unable to put bicycle on tram
- ☐ Other : _____

15 Is there a train within a 15 minute walk from your home address to either Altrincham or Gatley train station to access the Cycle Hub?

- ☐ Yes ☐ No

16 What is the main barrier to travel to train? (Please select all that apply)

- ☐ None
☐ Lack of trains from my home to either Altrincham or Gatley train station
☐ Cost of train fares
☐ Journey time
☐ Have to change trains
☐ Other : _____

CAR

This sections looks to understand your view towards travelling to the Cycle Hub by car.

17 Do you hold a full driving licence?

- ☐ Yes ☐ No

18 Do you have access to a car?

- ☐ Yes ☐ No ☐ Yes, and it is an electric car

19 Are you a registered blue badge holder?

- ☐ Yes ☐ No

20 What is the main reason for you to travel to the Cycle Hub by car? (Please select all that apply)

- ☐ None ☐ Convenience
☐ Cost of driving ☐ Journey time
☐ I car share ☐ Other : _____

21 If you drive to the Cycle Hub, what measure or incentive would make you consider travelling to Cycle Hub by an alternative transport method?

- ☐ Reduced public transport fares ☐ Better public transport routes
☐ Understanding walking options ☐ Free / discounted cycle training and gear
☐ Understanding cycling options ☐ Other : _____
☐ Better cycling facilities in vicinity of site
☐ More information on car sharing

END

Many thanks for your time and answers. Please contact the Park Manager if you would like to find out more about the Travel Plan for the Wythenshawe Park Cycle Hub.

22 Please add here any further comments you would like to make



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Manchester
M15 4RP

wsp.com

PUBLIC