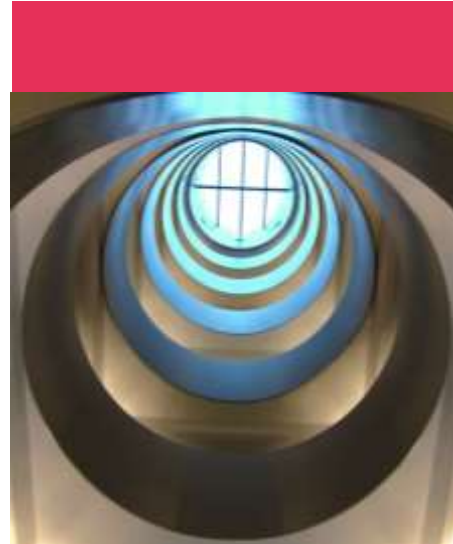


Silk Street/Millwright Street Development Interim Travel Plan

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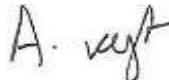
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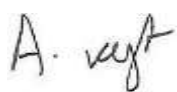
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Plans

- Plan 071580-06001** – (Location Plan) Regional Level
- Plan 071580-06002** – (Location Plan) Local Level
- Plan 071580-06003** – (Accessibility) Indicative Walking Catchment
- Plan 071580-06004** – (Accessibility) Indicative Cycle Catchment
- Plan 071580-06005** – (Accessibility) Indicative Public Transport Catchment

Appendices

- Appendix A** – Proposed Site Layout Plan

1.0 Introduction

1.1 Background

- 1.1.1 Curtins has been appointed on behalf of Manchester City Council to provide traffic and transportation advice in relation to a proposed residential development located to the north and south of Silk Street and to the east of Cowley Street in Newton Heath, Greater Manchester.
- 1.1.2 The Proposed Development involves construction of 21no houses and 54.no residential apartments which would comprise a split of 1-bed and 2-bed units.
- 1.1.3 In addition to the proposed Silk Street residential development, a 75-unit care home is also proposed at a site on Millwright Street. At this stage, the design of the building has not yet been prepared, however this Transport Assessment will look to provide a sensitivity test by assessing the cumulative impact on the local highway network.
- 1.1.4 The indicative Site Layout is included to the rear of this report in **Appendix A**.

1.2 What is a Travel Plan?

- 1.2.1 A Travel Plan (TP) is defined by the Department for Transport (DfT) and by the Department for Communities and Local Government (DCLG) 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, DCLG, 2018.

- 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 This Interim Travel Plan (ITP) is intended to be read alongside the accompanying Transport Assessment (TA), **Ref: 071580/TA**, prepared to consider the development proposals.
- 1.3.2 An ITP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to the construction of the development. It includes a list of potential measures that could be implemented to affect modal choice, and a management strategy for producing a full Travel Plan in the future.
- 1.3.3 Transport for Greater Manchester (TfGM) strongly endorses the need for TPs in order to reduce the impact of transport on the local environment, to improve accessibility and to encourage 'active travel'

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

1.3.4 This document has been written in accordance with the above statement, and the following core guidance documents:

- National Planning Policy Framework, DCLG, 2018; and
- National Planning Practice Guidance, DCLG, 2014.

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 three main headings:

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

2.1.2 This section explores just some of the improvements that can be made to an organisation during a successful Travel Planning process.

2.2 Health Benefits

2.2.1 A reduction in polluting vehicles on the roads surrounding the site will mean better air quality throughout the area. There are also well documented health benefits associated with active travel, and activity levels across the UK could still be improved:

“66% of men and 58% of women aged 19 and over met the aerobic activity guidelines of at least 150 minutes of moderate activity or 75 minutes of vigorous activity per week or an equivalent combination of both, in bouts of 10 minutes or more.

26% of men and 27% of women were obese. The proportion of adults who were obese has been similar since 2010.”

Source: Health Survey for England, DoH, 2016.

2.2.2 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 Environmental Benefits

2.3.1 Climate change is a global issue that affects all nations. The British Government has pledged to play its part in reducing emissions which are harmful to the earth by setting carbon reduction targets:

“It is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 80% lower than the 1990 baseline.”

Source: Climate Change Act 2008, Chapter 27, Part 1, 2008.

2.3.2 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.

2.4 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 residents to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

2.5 Mutual Benefits

- 2.5.1 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 residents of the proposed development. They must be communicated correctly:

"It is important that the outcomes sought from the travel plan can be seen as a benefit to all parties, e.g. the developer, occupiers and site users, the community and the local authority. Such benefits can help in gaining widespread commitment."

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

2.6 Travel Plan Objectives

- 2.6.1 Considering the above benefits and the end users, this TP aims to achieve the following objectives:

- **Objective 1** – To increase the attractiveness of sustainable modes;
- **Objective 2** – To reduce single occupancy car travel to and from the site; and
- **Objective 3** – To provide a forum where future residents can voice travel related opinions/concerns.

3.0 Existing Situation and Development Proposals

3.1 Site Location

- 3.1.1 The proposed development site is located approximately 5km to the north-east of Manchester city centre, in the Newton Heath area. **Figure 1** below shows the site in relation to the regional highway network:



Figure 1 – Site location in relation to the Regional Road Network

- 3.1.2 The development site is bound to the north by the Rochdale Canal, by Smallwood Street to the west, by Great Newton Street to the south and by Droylsden Road to the east.
- 3.1.3 The following **Figure 2** illustrates the site in relation to the local highway network.



Figure 2 – Site location in relation to the local network

3.2 Existing Access Arrangements

Vehicular Access

- 3.2.1 Vehicular access is undertaken via Cowley Street to the larger parcel situated to the south of Silk Street, and access to the parcel to the west of Cowley Street is undertaken via Great Newton Street.
- 3.2.2 It is noted that a knee-high fence currently prohibits vehicular movements into sections of the site.

3.3 Surrounding Highway Network

Silk Street

- 3.3.1 Providing a key route through the Proposed Development, Silk Street commences at the priority junction with Old Church Street in the west and extends for a length of 150m in a north-easterly direction before it terminates at the priority junction with Droylsden Road.

3.3.2 The road is a two-way single carriageway with an average width of 5.5m and is subject to a speed limit of 20mph. The road benefits from traffic calming measures such as speed humps, Traffic Regulation Orders (TROs) prevent on-street parking on the southern side of the carriageway and on both side of the carriageway in proximity to junctions.

3.3.3 The road is well-lit throughout and benefits from footways on both sides of the carriageway. Silk Street benefits from dropped kerbs at key locations to assist with the safe crossing of pedestrians.

Cowley Street

3.3.4 Running between Silk Street and Great Newton Street, Cowley Street runs on a north-south orientation within the site boundary. Cowley Street is a two-way carriageway with one standard lane in each direction; the overall width of the carriageway is approximately 5-5.5m.

3.3.5 It is noted that the carriageway and footway surfaces on Cowley Street are sub-standard, with potholes and uneven surfacing evident. TROs in the form of single/double yellow lines are enforced on Cowley Street.

Great Newton Street

3.3.6 Great Newton Street provides the southern boundary for the development site and commences to the west at the priority junction with Old Church Street. The carriageway extends for a length of 100m in a north-easterly direction before it terminates at a priority junction with Droylsden Road.

3.3.7 The road is a two-way single carriageway with an average width of 6m and is subject to a speed limit of 20mph. The road benefits from traffic calming measures such as speed humps and has double yellow lines to prevent on-street parking on both sides of the carriageway.

3.3.8 The road is also well-lit throughout and benefits from footways on the southern side of the carriageway. Great Newton Street benefits from dropped kerbs and tactile paving at key crossings to assist with the safe crossing of pedestrians.

Smallwood Street

3.3.9 Smallwood Street provides the western boundary for the development site and commences in the south at the priority junction with Great Newton Street and extents in a north-westerly direction before terminating as the carriageway meets the Rochdale Canal.

3.3.10 The road is a two-way single carriageway with an average width of c.8m and is subject to a speed limit of 20mph.

3.3.11 The majority of the western extent of the carriageway is subject to TROs in the form of loading bays, which prevents standard parking between the hours of 7am – 7pm from Monday to Saturday.

- 3.3.12 In addition, the eastern extent of Smallwood Street features 24 perpendicular parking bays. These parking bays are subject to TROs from 8am – 6pm from Monday to Saturday.
- 3.3.13 The road is well let and benefits from footways on the western side of the carriageway, with dropped kerbs and tactile paving at the junction with Silk Street.

Droylsden Road

- 3.3.14 To the east of the site, Droylsden Roads runs on a north-south orientation in proximity of the site boundary. Droylsden Road commences locally at the signalised junction with the A62 Oldham Road in the north and runs for approximately 1.4km as it meets with Hulmes Road/Graver Lane at a priority junction within Newton Heath.
- 3.3.15 Adjacent to the Proposed Development, Droylsden Road is a two-way carriageway with one lane in each direction. The carriageway is approximately 6.5m wide and is subject to a 20mph speed limit in the immediate vicinity.
- 3.3.16 The pedestrian infrastructure along Droylsden Road is of good quality, with wide footways present on both sides of the carriageway which are well maintained, together with a signalised pedestrian crossing located approximately 50m to the south of the Proposed Development of the site, inclusive of dropped kerbs and tactile paving.
- 3.3.17 In addition, bus stops are located approximately 150m to the south of the Proposed Development on Droylsden Road, providing access to key areas in Greater Manchester.

3.4 Development Proposals

- 3.4.1 The proposals comprise a combination of 21.no houses and 54.no residential apartments which would comprise a split of 1-bed and 2-bed units.
- 3.4.2 Vehicular and cycle parking are to be included at ground level, with driveways providing off-street parking for the houses to be located on the southern extent of Silk Street and Cowley Street, and two separate surface car parks to be provided to the north of Silk Street for the apartments.
- 3.4.3 In addition to the proposed Silk Street residential development, a 75-unit care home is also proposed at a site on Millwright Street.
- 3.4.4 The proposed site layout plans for the Silk Street development showing the location of parking provision and the residential arrangement is shown in **Appendix A**.

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

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 for 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**.

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

Table 4.1 – CIHT Suggested Acceptable Walking Distances

4.2.2 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. **Figure 3** shows distances of 500m, 1,000m and 2,000m which are termed '*Desirable*', '*Acceptable*' and the '*Preferred Maximum*' by the CIHT for commuting trips; which are considered a good approximation for trips associated with the development.

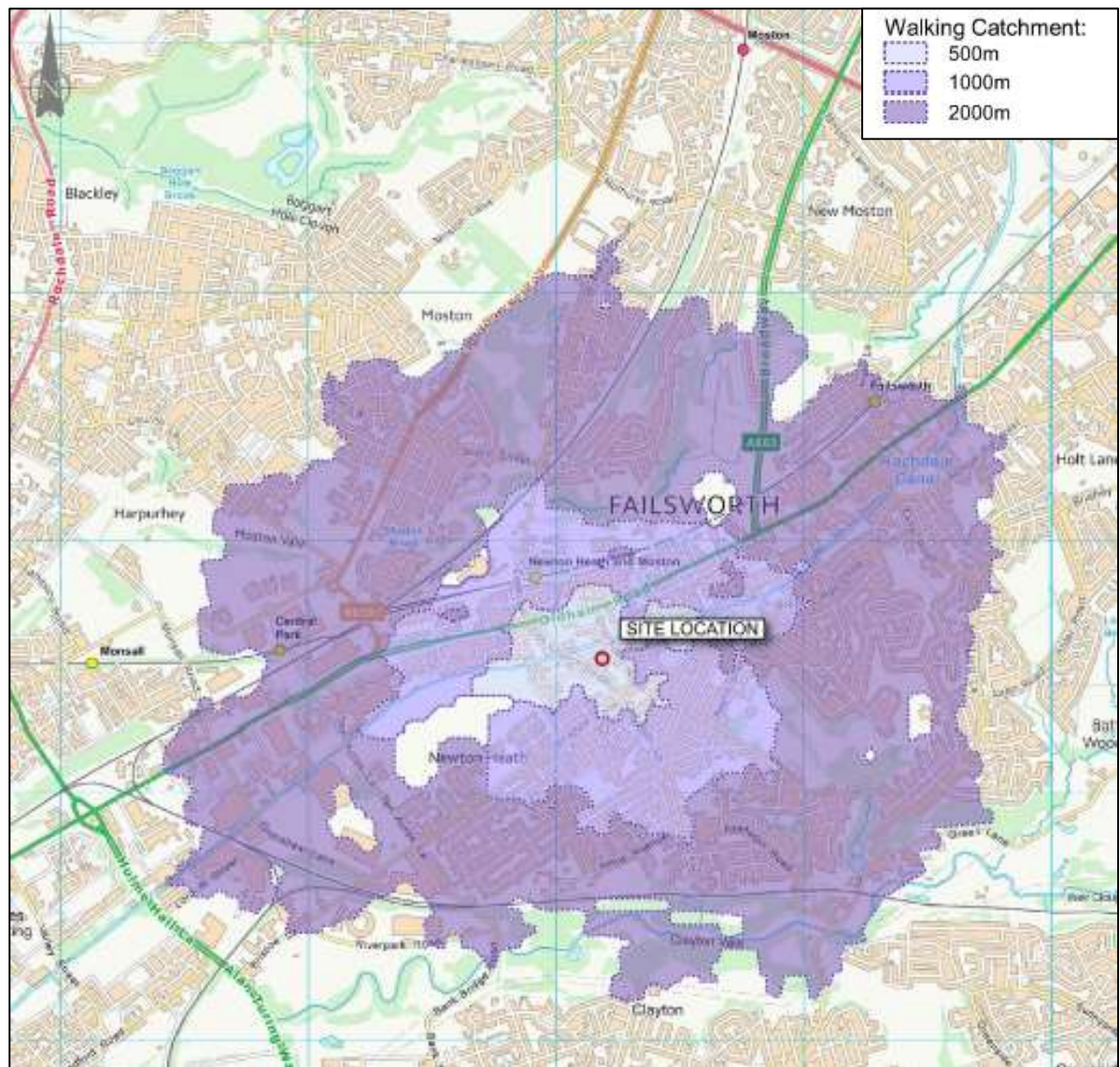


Figure 3 – Pedestrian Catchment Plan

- 4.2.3 The 500m catchment incorporates various amenities within Newton Heath; including to the west of the site on Old Church Road, with various foodstores, public houses, a butcher, a chemist and banks situated in proximity to the site.
- 4.2.4 Within approximately 500m – 1,000m from the centre of the site, future residents can reach more amenities located within Newton Heath such as a All Saints Church, All Saints Primary School, Christ the King Primary School, Droylsden Road GP Surgery and Brookdale Park. In addition, Newton Heath & Moston Metrolink station is located approximately 500m to the north of the Proposed Development provided access to Manchester city centre and further afield.
- 4.2.5 Areas such as Moston, Failsworth, Clayton and Monsall are all accessible within a 2,000m catchment of the Proposed Development. These areas include an abundance of facilities and amenities, including churches, mosques, libraries, doctors' surgeries and hospitals, for future residents to utilise.

4.2.6 The site is considered accessible by foot.

4.3 Accessibility by Cycle

4.3.1 In order to assist in assessing the accessibility of the site by cycle, **Figure 4** presents an 8km cycle catchment for the site. The 8km cycling distance refers to a recommendation by Cycling England in the document 'Integrating Cycling into Development Proposals' (2009).

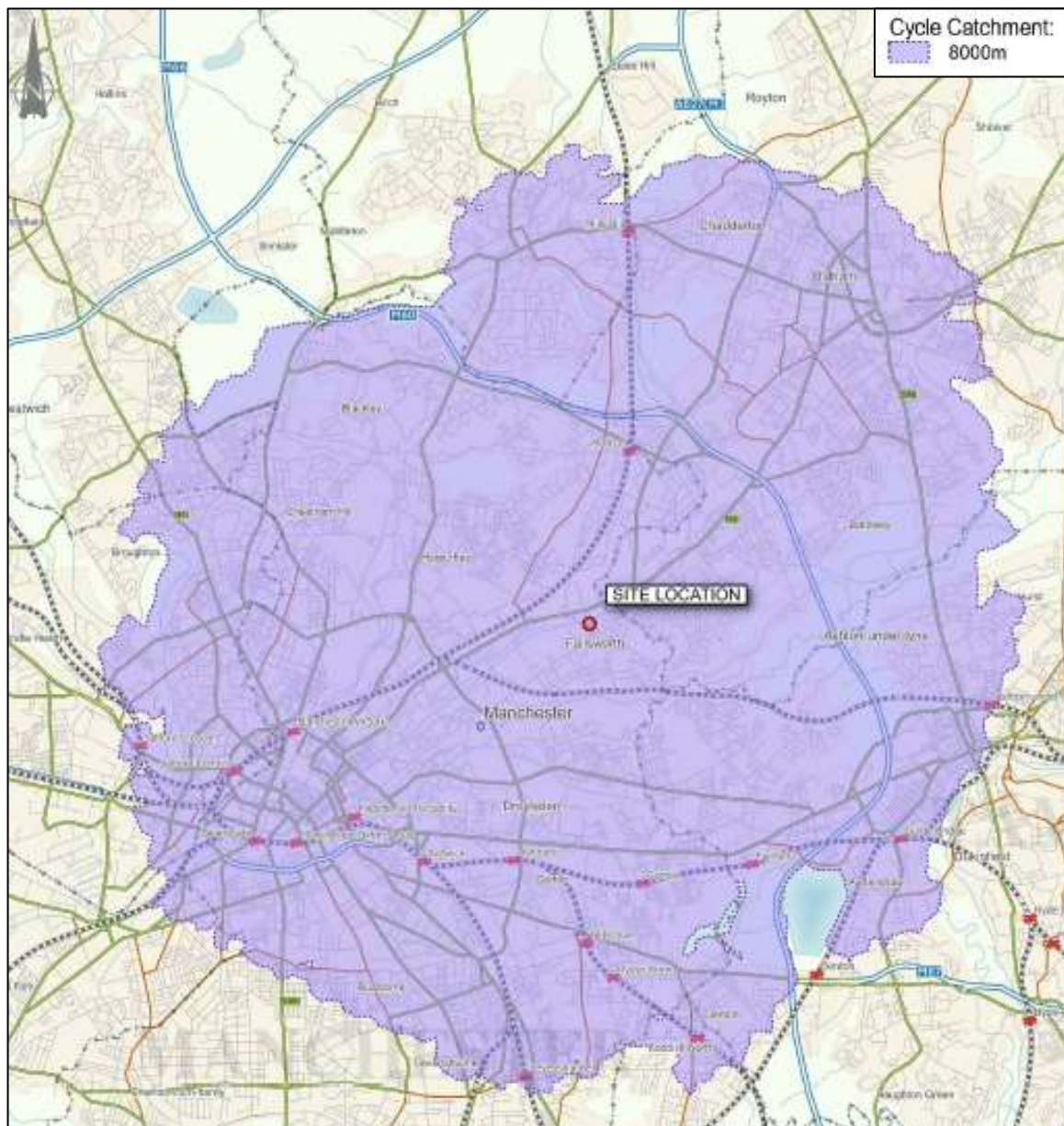


Figure 4 – Cycle Catchment Plan

4.3.2 The 8km catchment extends as far as Middleton in the north, Ashton-under-Lyne to the east, East Levenshulme in the south and Salford to the west. The catchment also includes Manchester and Salford city centres.

- 4.3.3 The catchment comprises a combination of traffic-free and on-road routes, linking the site to many destinations including Manchester city centre (including rail stations), Salford Quays as well as numerous other destinations further afield such as Droylsden, Collyhurst, Didsbury and Chorlton-cum-Hardy.
- 4.3.4 A network of local cycle routes links to various National Cycle Routes (NCRs) and Regional Cycle Routes (RCRs) including NCR 6, NCR 66, NCR 60 and RCR 86.
- 4.3.5 The closest cycle route to the site is NCR 66, which is accessible via the Rochdale Canal tow-path to the immediate north of the site. This traffic-free route commences at Failsworth to the north-east of the site and continues off-road towards New Islington. This route then continues on-road as it travels towards Manchester city centre and the various facilities and amenities on offer.
- 4.3.6 In addition, the below routes are accessible within 8km of the site, and link future residents to the following areas:
- NCR 6 – extends through Manchester along an approximate north/south alignment to link areas such as Bury in the north to Levenshulme in the south;
 - NCR 60 – extends between north and east Manchester, forming part of the Fallowfield Loop line at the Manchester City Stadium; and
 - RCR 86 – extends east of the city centre via the Etihad Campus and Medlock Valley out to Oldham.
- 4.3.7 The site benefits from direct access to NCR 66 on the Rochdale Canal tow-path which leads residents towards Manchester city centre. This will further promote sustainable travel for future residents at the Proposed Development.

4.4 Accessibility by Public Transport

- 4.4.1 **Figure 5** demonstrates those areas accessible via public transport within 20, 40 and 60 minutes journey from the site. Accessibility by bus and rail are considered in further detail within the subsections below.

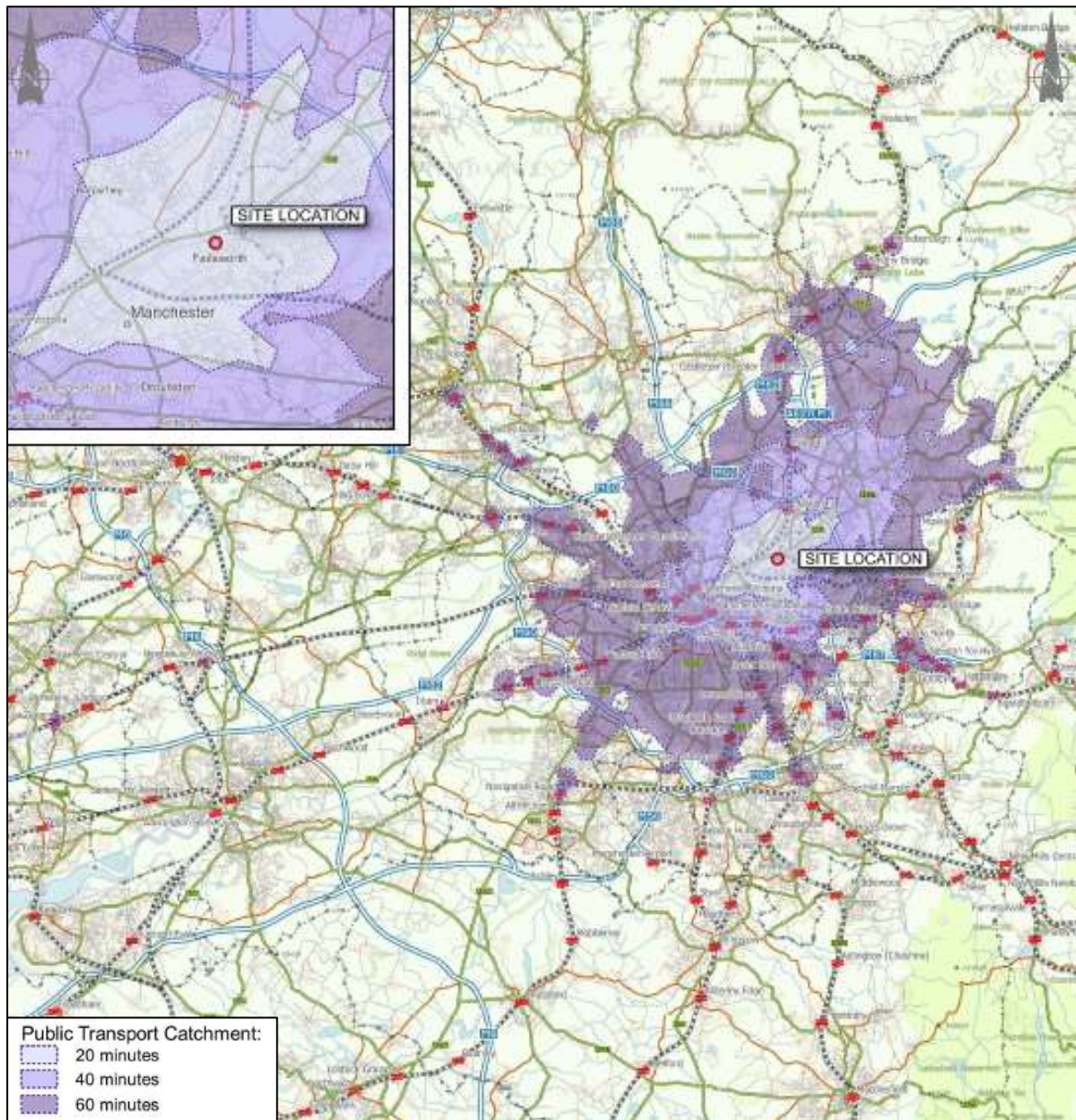


Figure 5 – Public Transport Catchment Plan

Bus Accessibility

- 4.4.2 Guidance from the Chartered Institution of Highways and Transportation (CIHT) document 'Guidelines for Planning for Public Transport in Development' indicates that ideally, a bus stop should be located within 400m from a new development.
- 4.4.3 The nearest bus stops are located on Old Church Street, approximately 100m to the west of the Proposed Development. In addition, bus stops on All Saints' Street/Droylsden Road provide additional services to areas within Greater Manchester.
- 4.4.4 **Table 4.2** details the services that call at Old Church Street, and their associated frequencies:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
From Old Church Street				
52	Failsworth - Moston - NMGH - Pendleton - Eccles - intu Trafford Centre	5 per hour	4 per hour	1 per hour
151	Hollinwood - Failsworth - Collyhurst - NMGH - Cheetham Hill - Mandley Park	1 per hour	1 per hour	N/A
171/172	Newton Heath - Gorton - Levenshulme - West Didsbury - Withington Hospital	1 per hour	1 per hour	N/A
396	Ashton - Waterloo - Fitton Hill - Hollinwood - Newton Heath	1 per hour	1 per hour	N/A

Table 4.2 – Summary of Bus Service Frequencies from Old Church Street

- 4.4.5 These stops provide access to major employment areas and interchanges such as those in Manchester city centre and Salford. Additionally, these routes also link future residents to various destinations across Greater Manchester, including major hospitals and large retail areas such as the Trafford Centre.

Light Rail Accessibility

- 4.4.6 The Newton Heath and Moston Metrolink station is located approximately 500m to the north of the site; **Table 4.3** shows the frequencies of all services; trams run every 12 minutes with the exception of the Deansgate-Castlefield to Manchester Airport line early morning services, which run every 20 mins):

Route		Mon - Thurs	Fri	Sat	Sun/Hols
1	Altrincham – Bury	06:00 – 23:00	06:00 – 00:00	06:00 – 00:00	07:00 – 23:00
2	Altrincham – Piccadilly	06:00 – 23:30	06:00 – 00:30	06:00 – 00:30	07:00 – 23:30
3	Ashton under Lyne – Eccles	06:00 – 23:00	06:00 – 00:00	06:00 – 00:00	07:00 – 23:00
4	Bury – Piccadilly	06:00 – 23:30	06:00 – 00:30	06:00 – 00:30	07:00 – 23:30
5	East Didsbury – Rochdale Town Centre	06:00 – 23:15	06:00 – 00:00	06:00 – 00:00	07:00 – 22:45
6	Manchester Airport – Victoria (Requires change at Deansgate-Castlefield before 7am)	04:45 – 23:00	04:45 – 23:00	04:45 – 00:00	05:45 – 23:15
7	MediaCityUK – Etihad Campus	06:00 – 23:30	06:00 – 00:30	06:00 – 00:30	07:00 – 23:30

Table 4.3 – Summary of Metrolink Services

4.4.7 Metrolink services provide access to the site seven days a week with trams running from a variety of locations across Manchester and Greater Manchester.

4.4.8 It is considered the site is accessible by Metrolink (light rail).

4.5 Summary

4.5.1 It is considered the site is highly accessible by sustainable modes of transport. 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 Taking into account the location of the Proposed Development and the accessibility of the site via walking, cycling and public transport, a series of measures and initiatives have been developed to encourage sustainable travel at the site.
- 5.1.2 This section of the ITP sets out the initiatives that could be implemented in a full residential Travel Plan in order to reduce residents' dependency on the private car and encourage sustainable modes of travel. The initiatives below are in line with the aims and benefits set out in **Section 2** of this document.

5.2 Production of Welcome Packs

- 5.2.1 Welcome Packs can be critical in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all residents at the development upon moving in. The contents of the welcome packs could 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;
 - Personal travel initiatives;
 - Maps showing local walking/cycling routes and places of interest;
 - Details of public transport services, including timetables and routes; and
 - Details of the Travel Plan Co-ordinator (TPC).
- 5.2.2 As well as providing such information throughout the Welcome Packs, community notice boards in any communal areas could also be provided to detail relevant information as set out above.

5.3 Measures to Encourage Walking

- 5.3.1 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.
- 5.3.2 It has been demonstrated throughout **Section 4** of this ITP that there is an existing good level of pedestrian infrastructure in the surrounding area. The following measures will be considered in order to encourage residents to walk:
- Raise awareness of the health benefits of walking;
 - Provide a pool of umbrellas for visitors;

- Clear signing of pedestrian routes adjacent to the site in the surrounding areas towards Newton Heath Failsforth on Droylsden Road, Old Church Street and Oldham Road;
- Information on the local pedestrian routes, including public footpaths; and
- Promote the www.walkit.com website for journey planning on foot.

5.4 Measures to Encourage Cycling

5.4.1 It has been demonstrated throughout **Section 4** of this ITP that there is an existing good level of cycle infrastructure in the surrounding area. There will also be dedicated cycle parking provided within the apartment buildings of the wider residential development, with space for a total of 54 bicycles at 100 provision%.

5.4.2 To encourage residents to cycle, the following measures will be considered:

- Information on the local cycle network routes made available through the previously discussed Welcome Packs;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk;
- Local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;
- Promotion of events such as “National Bike Week”; and
- The setting up of a residential Bicycle User Group (BUG).

5.5 Measures to Encourage Public Transport

5.5.1 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 and Greater Manchester

5.5.2 The following measures will be considered in order to encourage residents to travel by public transport:

- Distribute details of the Traveline Journey Planning tool for the North West. Future residents can contact Traveline by phoning 0871 200 2233. They can also utilise the Traveline website at www.traveline-northwest.co.uk;
- Distribute details of the TfGM website and real-time mobile app;
- Provide up to date bus details including timetables/contact information in the Welcome Packs;
- Advertise any promotions/discounts offered by public transport operators;
- Liaise with bus companies, TfGM and Manchester City Council on any future improvements and/or extensions to local services; and
- Limited time discount tickets could be provided in the previously discussed Welcome Packs.

5.6 Car Sharing

- 5.6.1 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.
- 5.6.2 There are car sharing organisations which offer a matching service. Residents would be able to use the website; www.carsharegm.com, which has been developed by TfGM, to organise car shares. They would have to register themselves with the site, which then searches for and matches appropriate car sharers. This scheme could be promoted by the Travel Plan Coordinator (TPC).
- 5.6.3 Alongside promoting such schemes, it would be appropriate to raise awareness of car ownership costs and highlight the social and economic benefits of car sharing through advertising around the development site.

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 and Analysis

Travel Surveys

6.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys. Therefore, it is not appropriate to provide a definitive set of targets.

6.2.2 In order to understand travel habits, travel surveys will be distributed to all residents within three months of occupation at the site. Recipients will be encouraged to participate, and the surveys would extract the following key information:

- Place(s) of work;
- Usual mode of travel and reason for modal choice;
- Attractiveness of various sustainable modes;
- Any barriers to sustainable modes; and
- Initiatives that would encourage residents 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.

Travel Plan Performance Indicators

6.2.4 The following Travel Plan performance indicators can be considered upon receipt of the travel survey data:

- **Attractiveness of sustainable modes** – targets could be set for perceived safety in the surrounding area, punctuality and condition of public transport, condition of public realm areas and condition of cycle infrastructure/storage;
- **Uptake of alternative modes** – targets could be set for bus patronage, registration and participation in car share schemes, and cycle/pedestrian counts;
- **Car ownership and mode of travel** – modal split targets could be supplemented by targets related to car ownership, and travel to work by mode targets; and

- **Travel Plan awareness targets** – targets could be set in relation to appreciation of the Travel Plan process, and knowledge of the benefits offered by the plan.

Modal Split Analysis

6.2.5 Once the travel surveys have been launched, it is possible to monitor modal splits so that Travel Plan initiatives can be tailored to increase uptake of certain modes of travel. Modal split targets are set for a reduction in private car use offset by an increase in sustainable modes.

6.2.6 To provide an indication of potential targets, an example is provided in **Table 6.1** below:

Example of Potential Targets					
Travel Mode	Existing Modal Split Percentage	Short Term Target Modal Shift Change	Medium Term Target Modal Shift Change	Long Term Target Modal Shift Change	Total Target Modal Shift Change
Car Driver	TBC following surveys	-2%	-4%	-4%	-10%
Car Share		+1%	+1%	+1%	+3%
Public Transport		+1%	+1%	+1%	+3%
Cycle		-	+1%	+1%	+2%
Foot		-	+1%	+1%	+2%

Table 6.1 – Example of Potential Targets

- 6.2.7 The example modal split targets above aim for a 10% reduction in single occupancy car trips, whilst aiming for a 10% increase in trips by more sustainable modes such as public transport, walking and cycling.
- 6.2.8 The above targets are indicative only, and final targets will be decided following the receipt of the travel surveys, which be commissioned within three months of achieving 50% occupancy at the site.
- 6.2.9 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. Modal split targets could then be set in future Travel Plan updates if deemed appropriate.

6.3 SMART Targets

- 6.3.1 All performance indicator targets and potential modal split targets are considered to be suitable interim measure before travel surveys are undertaken three months after 50% occupation.
- 6.3.2 At this point, official targets will be set through consultation with MCC and TfGM. The official targets will be **SMART** (Site-specific – Measurable – Achievable – Realistic – Timed).

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.

7.2 Responsibility and Management

- 7.2.1 Overall responsibility for the ITP will lie with Manchester City Council. 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 At this point, the day to day responsibility will shift from Manchester City Council to the appropriately appointed TPC.

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;
 - Promoting individual measures/initiatives in the TP;
 - Liaising with public transport operators;
 - Monitoring the TP; and
 - Taking a key role in reviewing the TP.
- 7.3.2 A TPC will be nominated in due course.

7.4 Monitoring and Evaluation

- 7.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets.
- 7.4.2 Annual monitoring reports will be provided to officers at MCC/TfGM following the receipt of the first surveys. Monitoring will be carried out for a period of at least three years from the date of the baseline travel 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 Travel Plan process:

Action	Indicator	Target Date	Responsibility
Appoint TPC	Development build nearing completion	One month before operation	Manchester City Council
Produce Welcome Pack	TPC appointed	First operation of each element of the development	TPC
Undertake Initial Travel Surveys	Full operation of development	Within three months	TPC
Decide Targets	Receipt of the initial Travel Surveys	Within one month of undertaking the initial surveys	TPC in conjunction with MCC/TfGM
Update ITP to a full Travel Plan	Once Modal Split Targets are agreed with MCC Highways/TfGM	Within two months of agreeing modal splits with MCC Highways/TfGM	TPC
Present Annual Monitoring Report	Once full Travel Plan is approved by MCC Highways/TfGM	Annually for at least three years following the agreement of targets with MCC Highways/TfGM	TPC

Table 8.1 – Action Plan

Plans

Appendix A – Proposed Site Layout Plan

Our Locations

Birmingham

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Bridge Street
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