

Hotel Development
The Brew Dog Hotel | Fountain Street | Manchester

BREWDOG RETAIL LTD

Travel Plan Addendum
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REPORT

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Contents

1	INTRODUCTION	1
1.1	Introduction.....	1
1.2	BREEAM Travel Plan Requirements.....	2
1.3	Structure of the Travel Plan	3
2	BREEAM TRAVEL PLAN REQUIREMENTS.....	4
3	TRAVEL PLANNING POLICY AND GUIDANCE	6
3.1	Travel Planning Policy	6
3.2	Travel Planning Guidance	6
4	TRAVEL PLAN AIMS AND BENEFITS	9
5	EXISTING SITE CHARACTERISTICS.....	11
5.1	Introduction.....	11
5.2	Travel Patterns – Tra 5 (a,b)	12
5.3	Existing Pedestrian and Cycle Facilities – Tra 5 (c,f)	14
5.4	Disabled Access – Tra 5 (d)	18
5.5	Existing Public Transport Services – Tra 5 (e).....	20
5.6	Summary.....	24
6	MANAGEMENT MEASURES	26
6.1	Introduction.....	26
6.2	Plan Administration	26
6.3	Travel Plan Measures.....	27
6.4	Travel Awareness	28
6.5	Travel Survey and Database.....	28
6.6	Travel Information	29
6.7	Employee ‘Travel Pack’.....	30
6.8	Cycle User Group and Cycle Parking	31
7	TRAVEL PLAN TARGETS.....	32



7.1	Introduction.....	32
7.2	Potential Targets	32
7.3	Action Plan	33
8	PLAN MONITORING AND ASSESSMENT	35
9	CONCLUSIONS.....	36

Contents

PLANS

Plan 1	Site Location
Plan 2	Proposed Site Layout
Plan 3	Pedestrian Catchments

APPENDICES

Appendix 1	Travel Plan (Submitted with Application)
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1 INTRODUCTION

1.1 Introduction

1.1.1 Croft have been instructed by Brew Dog Retail Ltd to prepare a Travel Plan relating to the redevelopment of a site off Fountain Street in Manchester city centre. The location of the site is shown in **Plan 1**.

1.1.2 The Brew Dog Hotel development will see the ground floor of the existing Fountain Street building converted into a bar, while the upper floors are to be transformed from office accommodation into hotel rooms, along with a roof terrace.

1.1.3 The building refurbishment is being carried out in accordance with best practice in sustainable building design and specifically the Building Research Establishment's Environmental Assessment Method (BREEAM) measure of a building's environmental performance. The scheme proposals are being assessed under BREEAM 2014 RFO Part 4 only, which relates to Refurbishments and Fit-Outs.

1.1.4 BREEAM addresses a wide-range of environmental and sustainability issues, including transport, and enables developers and designers to prove the environmental credentials of their buildings to planners and clients. The guidance contained in BREEAM 2014 Assessor Manual – Transport (Tra 5 – Travel Plan) states that the aim of a BREEAM compliant travel plan is:

"to recognise the consideration given to accommodating a range of travel options for building users, thereby encouraging the reduction of user reliance on forms of travel that have the highest environmental impact."



- 1.1.5 Travel Plans are dynamic, live documents that will evolve in time and act as a framework from which detailed Plans can be developed to enable a long-term strategy for the promotion of sustainable travel.
- 1.1.6 A Travel Plan for the development was submitted as part of the application package. However in order to comply with the BREEAM criteria, this Travel Plan Addendum has been prepared to provide additional detail to achieve the Tra 05 credit. For information, the submitted site Travel Plan is contained within **Appendix 1**.
- 1.1.7 As such, this Travel Plan sets out how the development is committed to the promotion of sustainable travel choices, for staff but also guests, with the aim of encouraging trips to be made on foot, by cycle or public transport, as an alternative to private car journeys.

1.2 BREEAM Travel Plan Requirements

- 1.2.1 In accordance with BREEAM guidelines, this Travel Plan considers all types of travel relevant to staff and guests to the new development.
- 1.2.2 This Travel Plan has been designed to encourage sustainable travel to and from the development and generate initiatives that will raise awareness of opportunities for reducing car usage.
- 1.2.3 Such initiatives will promote car sharing, walking, cycling and the use of public transport. The Plan is to be promoted to all staff and guests, not only in an attempt to minimise congestion on the surrounding network, but also to promote the benefits of personal exercise.



1.3 Structure of the Travel Plan

- 1.3.1 Following this introduction, Section 3 details Travel Plan Policy and guidance and presents the 'Travel Plan Pyramid', while Section 4 sets out the aims and benefits of Travel Plans.
- 1.3.2 Section 5 provides details of the existing site characteristics including a review of the accessibility of the site by non-car modes including walking, cycling and public transport.
- 1.3.3 Section 6 details the measures that will be put in place to facilitate and encourage sustainable travel as part of the Plan.
- 1.3.4 The Travel Plan targets are detailed in Section 7 and the monitoring of the Travel Plan is discussed in Section 8.
- 1.3.5 Finally, the conclusions are reported in Section 9.

2 BREEAM TRAVEL PLAN REQUIREMENTS

- 2.1.1 In accordance with BREEAM guidelines, this Travel Plan considers all types of travel relevant to staff and guests.
- 2.1.2 BREEAM 2014 (Tra 5) requires a Travel Plan to be structured to meet the particular needs of the site and to take into consideration the findings of a site-specific transport survey and assessment that covers the following:
- a. Where relevant, existing travel patterns and opinions of existing building or site users towards cycling and walking so that constraints and opportunities can be identified;**
 - b. Travel patterns and transport impact of future building users;**
- 2.1.3 As the building is not yet occupied, the existing travel patterns will be based on current national statistics data for the area. The information will then be supplemented with data collected during the travel surveys.
- c. Current local environment for walkers and cyclists (accounting for guests who may be accompanied by young children);**
- 2.1.4 Section 5 of this Travel Plan provides a review of the local environment, existing pedestrian and cyclist infrastructure that will help establish the viability of these modes as well as identifying any existing barriers which may prevent people walking or cycling to and from the site.
- d. Disabled access (accounting for varying levels of disability and visual impairment);**



- 2.1.5 The specific needs of disabled occupants have been considered as part of the proposed refurbishment, with full compliance with Disability Discrimination Act 2005 (DDA). The review of the accessibility of the building and surrounding footways for disabled occupants has been included in the review of existing infrastructure in Section 5.

e. Public transport links serving the site;

- 2.1.6 The existing bus, train and Metrolink services accessible from the site have been reviewed in Section 5, as part of this Travel Plan, including the location of compliant transport nodes and frequency of services.

f. Current facilities for cyclists.

- 2.1.7 Section 5 of this Travel Plan reviews the existing cycle facilities found on the road network in the immediate vicinity of the site and details the provision proposed to facilitate trips by cycle.
- 2.1.8 In addition, BREEAM also requires a Travel Plan to include a package of measures that can be used to steer the design of the development in order to meet the Travel Plan objectives and minimise car-based travel patterns.
- 2.1.9 Section 6 of this Travel Plan therefore details a number of measures and initiatives that the development will implement to ensure the aims of BREEAM are achieved.

3 TRAVEL PLANNING POLICY AND GUIDANCE

3.1 Travel Planning Policy

- 3.1.1 The need to manage transport in new developments is included within national and local policy. The need to reduce car dependency, increase travel choices and encourage sustainable distribution is supported by the National Planning Policy Framework (NPPF) which states that all developments which generate significant amounts of movement should be required to provide a Travel Plan.
- 3.1.2 The NPPF further reinforces the importance of travel plans in the planning context and states *"Travel Plans should be considered in parallel to development proposals and readily integrated into the design and occupation of a new site"*.

3.2 Travel Planning Guidance

- 3.2.1 The preparation and adoption of a Travel Plan is an important element of managing the demand for travel to all modern developments.
- 3.2.2 The document, entitled *'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'* sets out an overview of the process and delivery of Travel Plans and states that *"A Travel Plan is a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed."*
- 3.2.3 The DfT document entitled *"Making Residential Travel Plans Work"* states that *Travel Planning is one of a range of measures known as smarter choices which have been found to be effective on reducing traffic and improving accessibility in residential areas"* and goes on to say:

"Travel Planning is one of a range of measures known as smarter choices which have been found to be effective on reducing traffic and improving accessibility in residential areas".

- 3.2.4 The DfT's 'Making Residential Travel Plans Work' also introduces the concept of a 'Travel Plan Pyramid'. This helps demonstrate how successful plans are built on the firm foundations of a good location and site design. The pyramid is presented in **Figure 3.1** below;

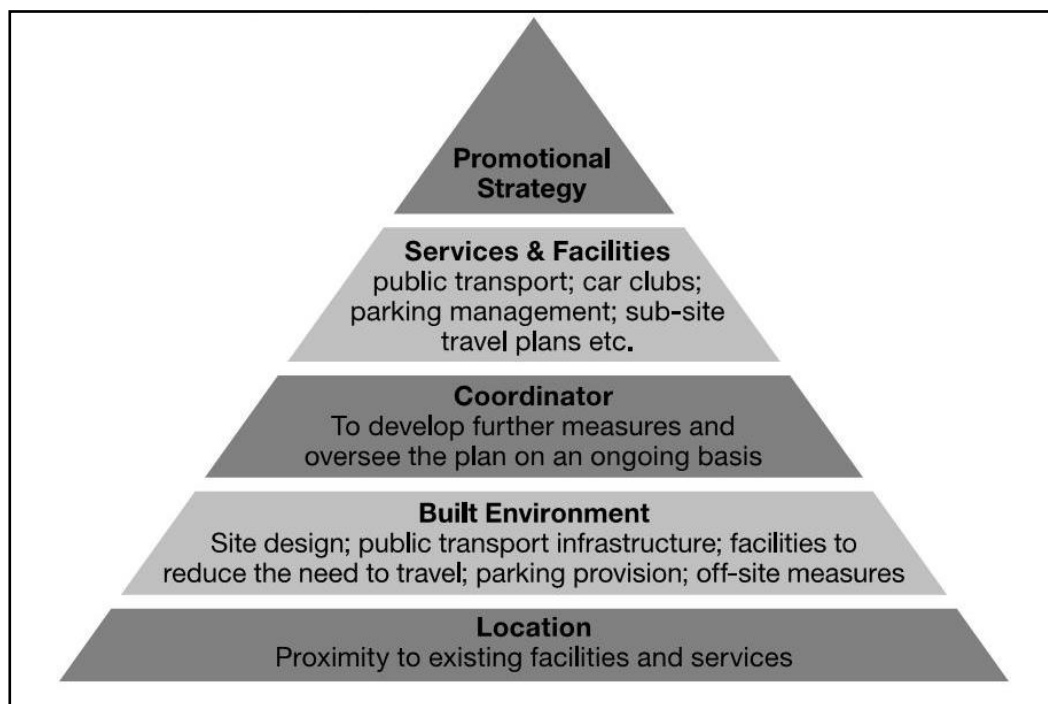


Figure 3.1 – The Travel Plan Pyramid

- 3.2.5 The hierarchy of 5 tiers of measures and criteria are well illustrated in pyramid form since the concept presented within that "good practice" is that each higher layer builds upon the more important foundations of the criteria and initiatives below it.



- 3.2.6 The most important layer of the pyramid is considered to be the base, this shows the key to making Travel Plans work is the actual location of the development and its proximity to local facilities and services essential to everyday life.
- 3.2.7 The second layer of the pyramid refers to how the layout of the site can assist in reducing the need to travel, which in this instance is again linked to the existing level of provision to facilitate sustainable travel.
- 3.2.8 As indicated in level 3 of the pyramid, the Travel Plan co-ordinator will be free to develop further measures to maximise the sustainability of the site.
- 3.2.9 The fourth layer of the pyramid looks at how parking management and public transport can influence travel choice, while the top layer of the pyramid relates to how the Travel Plan will be marketed and how the measures within are to be promoted.

4 TRAVEL PLAN AIMS AND BENEFITS

4.1.1 The overall aim of the Travel Plan is to ensure staff and guests are aware of all their travel choices and encourage them to use sustainable modes, where possible, in order to reduce travel by the private car. The aims include;

- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling.
- Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists.
- More environmentally friendly delivery and freight movements, including home delivery services (where applicable).

4.1.2 The guidance identifies a number of benefits that Travel Plans can bring to new development, not only to the developer, but to the local authority and ultimately the end-users of the site. Some of these include;

- Less congestion and therefore improved safety on local roads by promoting alternatives to the car.
- Reduced highway capacity problems by promoting sustainable travel choices.
- Local environmental improvements from reduced congestion, carbon emissions, pollution and noise.
- Making the site more attractive to potential occupiers/users.
- Increased opportunities for active healthy travel, such as walking and cycling.



- Improved travel choice, quality and affordable access to services for all users.
- Increased opportunities for employers to feed into corporate social responsibility or sustainability initiatives.

5 EXISTING SITE CHARACTERISTICS

5.1 Introduction

- 5.1.1 The site is located adjacent to Lowry House within the heart of Manchester city centre. It lies to the south of Phoenix Street and to the north of Marble Street, while Fountain Street runs along its eastern boundary. The red line boundary of the site is identified in **Figure 5.1** below;



Figure 5.1 – Red Line Boundary

- 5.1.2 In addition to the requirements of BREEAM, the National Planning Policy Framework (NPPF) also states that any new proposals should extend the choice in transport and secure mobility in a way that supports sustainable development.



- 5.1.3 The presumption in favour of sustainable development is a central theme running through the framework and transport planning policies are seen as a key element of delivering sustainable development as well as contributing to wider sustainability and health objectives.

5.2 Travel Patterns – Tra 5 (a,b)

- 5.2.1 According to BREEAM Tra 5(a) a Travel Plan should, where relevant, take into consideration the existing travel patterns and opinions of existing building users towards cycling and walking so that constraints and opportunities can be identified. BREEAM Tra 5(b) also states that the travel patterns and transport impact of future building users should be considered.
- 5.2.2 While Travel Surveys will be undertaken once the new building is occupied, for the purpose of this Travel Plan, reference has been made to the Travel to Work Data for the Manchester 054 Middle Super Output Area (location of development) contained in the 2011 Census.
- 5.2.3 A summary of the existing modal split for the Manchester MSOA 054 in the field 'Method of Travel to Work - All Residents (aged 16-74)' is summarised in **Table 5.1** below, shows the existing modes of travel to work:

Local Amenity	Travel Mode
Car or van (as driver)	21%
Car or van (as passenger)	2%
Bus/Train	24%
Bicycle	3%
On Foot	50%
Total	100%

Table 5.1 – Existing Modal Split for the Area

- 5.2.4 The data shows that a total of 23% of people travel to work by car as a driver or a passenger, while trips by public transport accounts for 24% of workplace travel. Cycling equates to a total of 3% of trips, with walking at 50% being the most popular mode of travel within the area.
- 5.2.5 It is considered that the above modal breakdown provides a reasonable estimate of how people will travel to the site particularly, given the close proximity of the building to existing public transport infrastructure and other transport hubs such as Piccadilly Gardens Bus Station, the Metrolink network and Victoria/Piccadilly train stations.
- 5.2.6 On that basis, it is considered reasonable to assume that current and future users of the building will have a choice about how they travel and will have easy access to various sustainable modes of transport.

5.3 Existing Pedestrian and Cycle Facilities – Tra 5 (c,f)

Pedestrian Facilities

- 5.3.1 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car journeys, particularly those under 2 kilometres. In addition, the DFT National Travel Survey of 2015 confirms that 77% of all trips less than a mile (1.6km) are carried out on foot, substantially more in central Manchester.
- 5.3.2 It is likely that the primary pedestrian desire lines will be to the north and south of the site along Fountain Street and Market Street, located directly to the north, which provides a high standard of footways and connect to the wider pedestrian network, with the majority of Market Street being pedestrianised.
- 5.3.3 The existing footways surrounding the site provide excellent access by foot to the many commercial and retail areas located in all directions from the site.
- 5.3.4 The wide footways in the surrounding area and flat gradient mean that the existing infrastructure is also suitable for guests who may be accompanied by small children with push chairs and buggies. Where possible, the building will be step-free and have wide, automatic doors, again this will ensure easy access to cater for the needs of all guests to the site.
- 5.3.5 The surrounding area also caters for pedestrians with numerous pedestrian crossings in the area, such as that shown below in **Figure 5.2** on Fountain Street at the top of Market Street.



Figure 5.2 – Pedestrian Crossing Facilities on Fountain Street

- 5.3.6 Within the Institution of Highways and Transportation (IHT) document, entitled “Guidelines for Providing for Journeys on Foot”, a distance of 800 metres is identified as the preferred maximum distance for town centres, whilst a distance of 2 kilometres is defined as a preferred maximum for commuting.
- 5.3.7 As such, **Plan 3** shows the pedestrian catchments for 800 metres and 2 kilometres from the site and provides an illustrative indication of the areas that can be reached based on a leisurely walk.
- 5.3.8 As can be seen, the catchment includes many areas of Manchester, such as, Piccadilly Gardens, Market Street, Deansgate and St Peters Square.
- 5.3.9 Being located in central Manchester, the site is highly accessible on foot and will facilitate safe and direct pedestrian linkages between the site and local destinations.

Cycle Facilities

- 5.3.10 A distance of 5 kilometres is generally accepted as a distance where cycling has the potential to replace short car journeys.
- 5.3.11 This distance equates to a journey of around 25 minutes based on a leisurely cycle speed of 12 kilometres per hour.
- 5.3.12 This distance equates to a journey of around 25 minutes based on a leisurely cycle speed of 12 kilometres per hour and would encompass large parts of Manchester, Salford and Chorlton-Cum-Hardy.
- 5.3.13 Indeed, Fountain Street, which is one-way in the northbound direction is signed as a cycle route, as shown in **Figure 5.3** below.



Figure 5.3 – Signed Cycle Route along Fountain Street

- 5.3.14 In addition to the above, National cycle route 60 starts just north of Manchester centre. It is both an on and off-road cycle route and runs south, down the east of Manchester city centre, terminating in Longsight. At this point, it joins the traffic free National Cycle Route 6, which runs west through Fallowfield, then extending north towards the centre of Manchester before terminating in Broughton.
- 5.3.15 National cycle route 55 starts in Salford Media City and is an on and off-road route. From here it runs south to Chorlton where it joins route 6. National Cycle route 66 starts in the centre of Manchester, near Piccadilly, from here it runs north east and ends in Failsworth.
- 5.3.16 To cater for cyclists, secure cycle parking for staff and guests, lockers for cycling equipment such as waterproof clothing and helmets and a drying cabinet will be provided within the building, as shown on **Plan 2**.
- 5.3.17 Cycle parking is also provided directly outside the site on Fountain Street, as shown in **Figure 5.4** below.

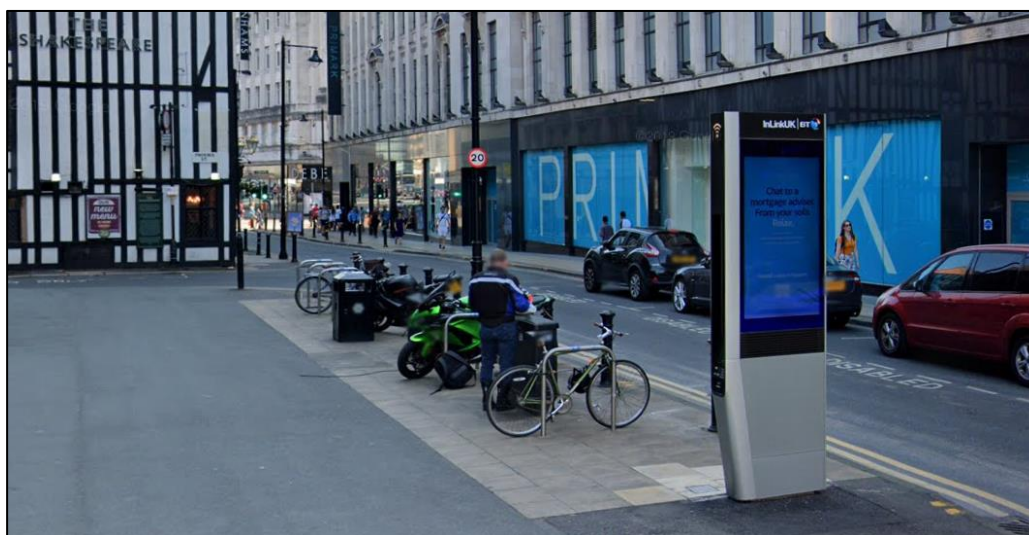


Figure 5.4 – Location of Cycle Parking on Fountain Street



5.3.18 To further encourage sustainable travel, Brompton bikes will also be available for guests to rent, will also be available.

5.3.19 The site can therefore be considered as being accessible by cycle.

5.4 Disabled Access – Tra 5 (d)

5.4.1 In terms of disabled accessibility, the building has been designed to provide access for people with varying degrees of disability, including the visually impaired.

5.4.2 As already stated, the footways in the vicinity are wide and the area surrounding the site has level gradients to assist those with mobility problems.

5.4.3 The following paragraphs have also detailed the provision on buses for the mobility impaired and users with other disabilities, thus assisting in achieving the aims of BREEAM and ensuring access for all users of the building.

5.4.4 To assist further, there are numerous dedicated disabled parking bays in the vicinity as shown in **Figure 5.5** below.



Figure 5.5 – Location of Disabled Parking on Fountain Street

- 5.4.5 Where possible, the building will provide a step-free environment or provide ramps to allow easy access for wheel chair users and automatic doors. As shown on the site layout, the new entrance doors will benefit from a level threshold and secure parking for a wheelchair will also be provided.
- 5.4.6 As already noted, nearby pedestrian crossing facilities also have dropped kerbs, tactile paving and rotating cones to assist the visually impaired and blind people.

5.5 Existing Public Transport Services – Tra 5 (e)

Bus

- 5.5.1 The Chartered Institute of Highways and Transportation (CIHT) Guidelines for the Planning of Public Transport for Development states that 400 metres is a walking distance is generally considered to be a reasonable distance between development and bus stops.
- 5.5.2 Being located in the City, the site is very well served by bus and this will provide staff and guests with a real choice about how they travel.
- 5.5.3 The nearest bus stops to the site are located approximately 100 metres to the west on York Street. Additional bus stops are located further along Parker Street and Oldham Street. All the nearest bus stops to the site are shown on **Plan 3**.
- 5.5.4 A summary of the services available from the nearest bus stops from the development site is provided in **Table 5.2** below.

Servic No	Route	Monday – Friday (per hour)				Sat	Sun
		AM Peak	Midday	PM Peak	Eve		
111	Chorlton – Piccadilly Gardens	4	4	4	2	3	3
112	Boarshaw – Piccadilly Gardens	5	4	4	2	3	2

117	Greengate – Piccadilly Gardens	2	2	2	0	2	1
118	Higher Crumpsall – Piccadilly Gardens	5	5	4	2	4	2
142	East Didsbury – Piccadilly Gardens	3	3	3	3	4	6
143	West Didsbury – Piccadilly Gardens	3	3	2	0	3	6
163	Bury – Piccadilly Gardens	5	5	5	2	4	3
216	Stalybridge – Piccadilly Gardens	4	3	5	4	4	3
230	Ashton-Under- Lyne – Piccadilly Gardens	2	2	1	1	2	1
42	Stockport – Piccadilly Gardens	2	2	2	2	2	1
43	Manchester Airport – Piccadilly Gardens	4	4	4	2	4	3
42A	North Reddish – East Didsbury	1	2	2	1	2	1
42B	Woodford – Piccadilly Gardens	2	1	1	0	2	1

76	Hollinwood – Piccadilly Gardens	4	4	4	2	4	2
81	Oldham – Piccadilly Gardens	2	2	2	0	2	1
83	Pearly Bank at Shlover Terminus – Piccadilly Gardens	7	7	7	1	3	2
84	Uppermill Turning Circle – Piccadilly Gardens	6	6	6	1	6	2

Table 5.2 - Existing Bus Services from Nearest Bus Stops

- 5.5.5 As can be seen from Table 5.2, the nearest bus stops to the site provides various services throughout the day to destinations such as Oldham, Bury and Ashton-under-Lyne.
- 5.5.6 In order to demonstrate the level of accessibility, some example journey times by bus are presented below **Table 5.3** below.

Destination	Duration
Oldham	43 minutes
Bury	60 minutes
Ashton-under-Lyne	45 minutes

Table 5.3 - Example Bus Journey Times

- 5.5.7 The above table demonstrates that Oldham is an approximate 43-minute bus journey from the site and Ashton-under-Lyne is a 45-minute bus journey.
- 5.5.8 To cater for the needs of disabled users, all buses are low-floor vehicles and have easy access ramps, which means that they can be lowered to pavement level when the bus stops and the doors open.
- 5.5.9 Floor-level buses enable all customers, including wheelchair users, people with buggies, people with assistance dogs and people with other mobility impairments to get on and off easily. Travel is free if you are a wheelchair or mobility scooter user. The buses welcome all assistance dogs, including guide dogs, hearing dogs, fetch and carry dogs, mental health companion dogs and dogs that can sense when their owner is about to have an epileptic fit, thus catering for the needs of people with all levels of disability.
- 5.5.10 The building will also cater for the needs of disabled guests by the provision of lifts and wide automatic doors and where appropriate handrails, grab rails, additional lighting (if required) and clear signing to assist disabled users to move around within the building.
- 5.5.11 It is therefore concluded that the proposed development site is highly accessible by bus.

Rail and Metrolink

- 5.5.12 Manchester Victoria train station is the most accessible station to the site. It can be accessed via a short 11 minute walk as the station is approximately 800 metres from the site. This train station is managed by Northern and has 6 platforms, offering 10 services per hour to destinations such as Leeds and Liverpool.
- 5.5.13 The site is also conveniently located within walking distance of the Piccadilly Gardens Metrolink stop, located at the top of Market Street, as shown in **Figure 5.6** below.



Figure 5.6 – Nearest Metrolink Stop at the top of Market Street

- 5.5.14 Manchester's Metrolink network travels throughout the city and surrounding areas, to destinations such as Altrincham, Eccles, Salford, South Manchester, Bury, Droylsden, Rochdale and Oldham, with trams running on average every 6 minutes during the day, between Mondays and Saturdays, and every 12 minutes on Sundays and in the evenings.
- 5.5.15 The Metrolink services also provide access to all of Manchester's rail stations, offering good opportunities for residents to travel to and from the site by rail/Metrolink for commuting/leisure trips.
- 5.5.16 This provides excellent opportunities for commuting/leisure opportunities from the site via rail/Metrolink.

5.6 Summary

- 5.6.1 The following conclusions can be drawn from this section of the Report:



- The city centre location of the site means that infrastructure for pedestrians is of high standard with good wide footways on all surrounding roads making a walking a realistic choice of travel.
- The site is also ideally placed for trips by cycle being closely located to a local cycle route. To facilitate trips to and from the site, secure cycle parking will be provided on site.
- The site is also highly accessible by public transport, with bus stops around 100 metres away and its' close proximity to various Metrolink stops, and both Victoria and Piccadilly train stations.
- The site is highly accessible for disabled users with a range of on-site DDA compliant measures being put in place, such as step-free accesses and automatic doors, where appropriate.

5.6.2 The site can therefore, the site can be considered as being highly accessible by non-car modes, in accordance with the aspirations of the NPPF.

5.6.3 Furthermore, this section of the report has demonstrated that the design of the building will provide a high standard of access to all building users and achieve the aims of BREEAM by facilitating and encouraging the use of forms of travel that have the lowest environmental impact.

6 MANAGEMENT MEASURES

6.1 Introduction

- 6.1.1 It is intended that the Travel Plan will be implemented at the building and will include all staff and guests.

6.2 Plan Administration

- 6.2.1 A Travel Plan Co-ordinator (TPC) will be appointed (likely to be a representative from the Building Management Company). Details of the nominated TPC will be submitted to the Planning and Highway Authority and the appropriate local bus companies.
- 6.2.2 The TPC will be the first point of contact for staff and other outside organisations in all matters regarding travel. He/she will maintain an up-to-date file containing all correspondence to and from staff relating to the Travel Plan.
- 6.2.3 In terms of the roles and responsibilities, the Travel Plan Co-ordinator will be expected to:
- Administer/manage the Travel Plan and provide a liaison in implementing the plan with the local authority.
 - Ensure travel awareness amongst staff/guests.
 - Provide a point of contact and travel information.
 - Undertake and implement the travel surveys.
 - Ensure the availability of the most up to date travel information.



- Ensure that all new employees receive an Employee Welcome Pack, which will contain details of public transport services i.e. timetables and route information as well as advice on walking and cycle routes to the site.
- Provide a point of contact with transport operators and Planning and Highway Authority officers at the Council.

6.2.4 The TPC will be responsible for conducting a Staff Travel Survey within 3 months of the development becoming operational, as confirmed within the Travel Plan submitted as part of the application package. The surveys will help to establish the model split of staff and provide the baseline data to allow travel plan targets to be set and agreed with the Council.

6.3 Travel Plan Measures

6.3.1 In order to encourage the use of modes other than the private car it is required that a Travel Plan should include at least include the following measures:

- Travel awareness.
- Travel survey and database.
- Travel information.
- Employee 'Travel Pack'.
- Cycle user group and cycle parking.

6.4 Travel Awareness

- 6.4.1 Employees at the Hotel should be made aware of the existence of the Travel Plan. The Travel Plan should confirm how the occupiers should encourage staff to travel by more sustainable means and make staff aware of the overall aims of the Plan.
- 6.4.2 The TPC could provide notice boards in a prominent position within the building, i.e. the main entrance or reception area, to display information on current bus, train/Metrolink services and timetables. In addition, any new services or service improvements will be displayed.

6.5 Travel Survey and Database

- 6.5.1 In order to establish the travel patterns of staff employed at the building, a travel survey will need to be carried out and the results held in a database.
- 6.5.2 The survey will be undertaken within 3 months of the development becoming operational and will play a key role in the sustainability process as it provides a baseline from which to measure changes in travel as a result of the Travel Plan.
- 6.5.3 The travel surveys will continue to be carried out as long as the Travel Plan is in place at the site (for a minimum of 5 years) and they will likely occur at a frequency of once per year. The surveys will give an indication of how people's travel behaviour is changing and this will indicate how successful the Travel Plan is being.

- 6.5.4 The travel survey will be used to show how people travel to the site, what potential there is for change (for example, the numbers of people who would like to walk, cycle or use public transport, but are unable to), what are the most significant deterrents to walking, cycling and using public transport, what would encourage people to reduce car use.
- 6.5.5 The following information can be obtained:
- How site users usually travel to and from the site (walking, cycling, using public transport, arriving by car or car sharing with others),
 - Where site users are generally travelling to/from.
 - Which places are considered to be dangerous for walking or cycling, and why.
 - Any problems there are with bus services and where a new service might be helpful.
 - How site users would like to travel if they had the choice and whether they own a bike or have a bus pass.
- 6.5.6 The results of the surveys will provide a valuable 'baseline' against which the success of the Travel Plan in reducing car journeys and increasing journeys by walking, cycling and public transport will be measured.
- 6.5.7 The availability of this data will assist in more accurately defining travel requirements and the specific measures to be implemented to maximise the success of the plan.

6.6 Travel Information

- 6.6.1 It will be the responsibility of the TPC that all staff are provided with information to allow ease of use of the public transport network including buses, trains and trams.



- 6.6.2 Liaison between the site operator, the Travel Co-ordinator, the local authorities and the local public transport operators will be promoted to assist in the wider transport initiatives promoted by the local authority.
- 6.6.3 Staff will be offered personalised journey planners to assist them in their choice of travel, although many will be able to do this for themselves, providing they have access to the internet.
- 6.6.4 Display boards will also be used to communicate information to staff and make them aware of any initiatives being undertaken.

6.7 Employee 'Travel Pack'

- 6.7.1 All staff, including new employees will be made aware of the existence of the Travel Plan. The details of the Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Travel Plan, will be explained.
- 6.7.2 The 'Employee Travel Pack' will be given to all staff to encourage sustainable travel and explain how this can be achieved. The 'Travel Pack' will also contain details of any initiatives being run to promote alternative travel modes.
- 6.7.3 The 'Employee Travel Pack' will include details on the intentions of the Travel Plan and why the Travel Plan has been produced, as well as contacts for the Travel Plan co-ordinator. The packs will include current information on safe walking and cycling routes in the area and information on current bus services serving the site.
- 6.7.4 In addition, as previously mentioned, staff will be offered personalised journey planners.

6.7.5 As an on-going part of the monitoring process the 'Travel Pack' will be reviewed and updated annually. Information regarding any changes to the bus services in the area will be distributed by notices on the notice board or appropriate website.

6.7.6 Useful website addresses could also be included within the 'Travel Pack' to provide a range of travel information to employees.

6.7.7 Some helpful websites to aid residents which are also included in the Travel Pack in planning their travel are:

www.travelline.org.uk,

www.nationalrail.co.uk,

www.walkit.com,

www.cyclegm.com; and

www.tfgm.com.

6.7.8 The above list is a guideline as to the kind of information available but clearly, the TPC will be able to investigate other useful sources of travel information and this may also be included in the Travel Packs.

6.8 Cycle User Group and Cycle Parking

6.8.1 Any Travel Co-ordinator should establish contacts with the cycling officers of the Local Authority.

6.8.2 In addition to the above, the Travel Plan co-ordinator could set up a 'Cyclist Forum' for regular cyclists to the site.

7 TRAVEL PLAN TARGETS

7.1 Introduction

- 7.1.1 This section of the Travel Plan deals with the post development scenario i.e. once the development is complete, occupied and the Travel Plan has been implemented and relates to targets against which the success of the Plan in achieving its objectives will be measured.
- 7.1.2 The targets are designed to be quantifiable, be relevant to both measures and objectives identified in the Plan and to include timescale.
- 7.1.3 In order to set the targets, further information (e.g. through a travel survey) will have to be obtained in order to establish against which to set the targets. This information will be related to existing patterns of movement (i.e. the proportion of people who travel to their workplace by non-car mode) and may be obtained from sources such as the National Travel Survey and the National Census, as set out in Section 5.
- 7.1.4 More accurate information to establish the baseline targets however, will be obtained from a Staff Travel Survey which will be undertaken within 3 months of the development being open.
- 7.1.5 Following the initial survey, targets for increasing the non-car modal share will be set and agreed with the council, and included in the final Travel Plan for the development.

7.2 Potential Targets

- 7.2.1 The targets are designed to be quantifiable, be relevant to both measures and objectives identified in the Plan and to include timescale.

7.2.2 Targets which according to the DfT may potentially be included in the Travel Plan include the following:

- Car trips per household - targets set on the basis of predicted trip rates for the development.
- Uptake of alternatives - targets for bus patronage, registration and participation in the Liftshare car share scheme, cycle counts and pedestrian counts.
- Car ownership and mode of travel - trip based targets may be supplemented by targets related to car ownership, travel to work by mode and travel to school by mode.
- Travel Plan awareness targets - for example, a target can be established to ensure a significant percentage of staff are aware of the Travel Plan and its purpose.

7.3 Action Plan

7.3.1 **Table 7.1** below provides an Action Plan and timescales to assist the Travel Plan Co-ordinator (TPC) to implement the obligations of the Travel Plan;

Action	Target Date	Indicator/Measured by	Responsibility
Appointment of TPC	TPC appointed one month prior to first occupation of site	Appointment of TPC by target date	Developer
Production of Employee Travel Pack	Upon Occupation	Staff travel survey	Developer
Undertake initial travel surveys	Within 3 months of the development becoming operational	Receipt of survey results	TPC
Agree Travel Plan Targets	1 month after initial travel survey undertaken	Receipt of written agreements of targets	TPC
Achieve target car driver travel to work mode split	5 years after initial travel survey	Staff travel surveys conducted in years 1, 3 and 5	TPC

Table 7.1 – Travel Plan Action Plan and Timescales

- 7.3.2 The table above sets out the key tasks that will need to be undertaken by the Travel Plan Co-ordinator as part of the Travel Plan including guidance as to timescales for the tasks to be undertaken.

8 PLAN MONITORING AND ASSESSMENT

8.1.1 DfT best practice guidelines state that monitoring of the Travel Plan should normally take place on the following basis:

- Early on in the occupation period of the site - for example, triggered by 50% occupancy to provide the information base for the review of the plan;
- Annually or at least every two years thereafter to provide on-going information on the impact of the plan;
- Monitoring should take place over a wide range of time periods to reflect the different pattern of journeys that can be generated by commercial development.

8.1.2 The monitoring could include items such as:

- Full staff surveys to be completed in year 1, year 3 and year 5 and snap shot surveys to be completed every 6 to 12 months.
- Feedback from bus operators to establish demand for local bus services.

8.1.3 The monitoring and assessment of the Travel Plan will include the submission of annual progress reports detailing the results of the travel surveys with regards to targets, budgets, general effectiveness and current initiatives.

8.1.4 An annual report is to be submitted to the local authority no later than one month following the anniversary of the approval of the Travel Plan.

8.1.5 This will allow effective measures to be promoted and increased while ineffective measures can be revised and rectified. New initiatives for the coming year will also be contained within the report and submitted to officers at the Council.

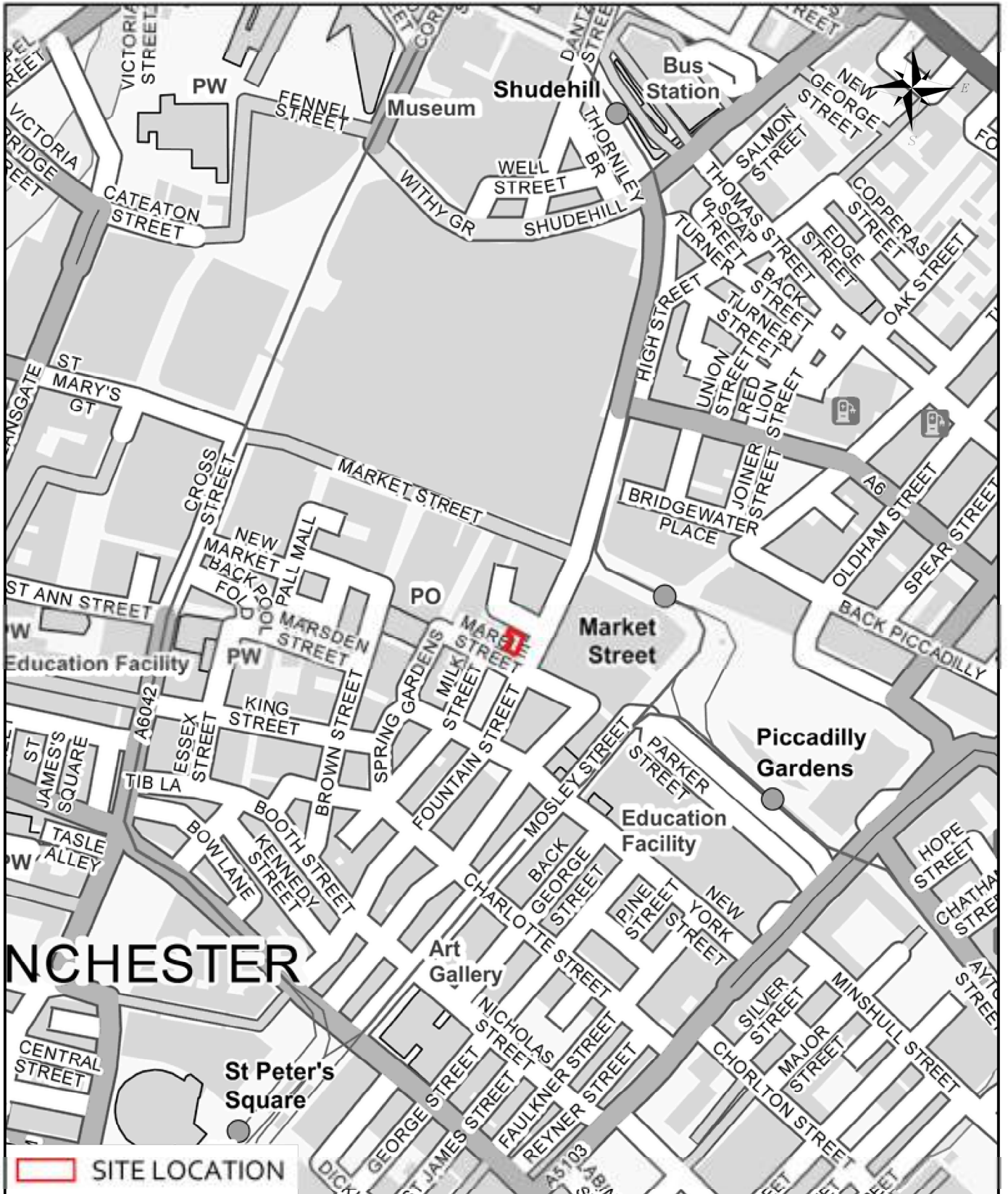
9 CONCLUSIONS

- 9.1.1 This Travel Plan has considered the sites sustainable accessibility credentials in order to promote sustainable modes of travel and reduce the dependency of the private car.
- 9.1.2 The TP aims to minimise the total vehicular travel distance associated with the development by reducing the need to travel and improving travel choice for staff and guests. The site is already located within an accessible and sustainable location, so the measures are intended to encourage the take-up of the travel options which will already be available.
- 9.1.3 The information contained within the Travel Plan and details of sustainable modes of transport in the vicinity of the site will be accessible to staff and guests at the development. The aim of the Travel Plan is:
- to encourage staff and guests to use sustainable modes of transport to access the site;
 - reduce the reliance on single car occupancy journeys; and
 - generally reduce traffic related pollution and noise.
- 9.1.4 A wide range of measures and actions will be used to encourage car sharing, public transport use, cycling and walking.
- 9.1.5 The Travel Plan Co-ordinator will ensure the Travel Plan is implemented and is operating effectively.
- 9.1.6 A detailed Staff Travel Survey will be undertaken to establish travel modes of staff and following this, specific targets will be set and agreed with the Travel Plan team at the Council.



- 9.1.7 The site has been demonstrated to benefit from excellent non-car accessibility and it should, therefore, be expected that the adoption of a Travel Plan would be particularly effective.

PLANS



CLIENT: BREWDOG					Croft Transport Planning & Design 340 Deansgate Manchester M3 4LY Email: info@crofts.co.uk Tel: 0161 837 7380 Web: www.eddisons.com/services/transport-planning	
DRAWING TITLE: BREW DOG HOTEL, MANCHESTER SITE LOCATION					DRAWING NUMBER: 3313-01	REVISION: -
DRAWN LG	DATE 24.02.21	CHECKED MR	DATE 24.02.21	SCALE NTS @ A4	Eddisons Incorporating Croft	

OCCUPANCY

BAR STANDING AREA = 22M² @ 0.3 = 73

BAR SEATING AREAS = MAX. 138 PERSONS SEATED

HOTEL GUESTS = STANDING - 3M² @ 0.7 = 4

TOTAL CUSTOMER OCCUPANCY = 215

TOTAL STAFF - 5 PERSONS

TOTAL MAX. OCCUPANCY - 220 PERSONS

SHADING INDICATES NEW WORKS

REFER TO M&E DRAWINGS FOR EMERGENCY LIGHTING AND FIRE ALARM LAYOUTS

KEY TO SYMBOLS

EX EXISTING DOOR

SC SELF-CLOSING

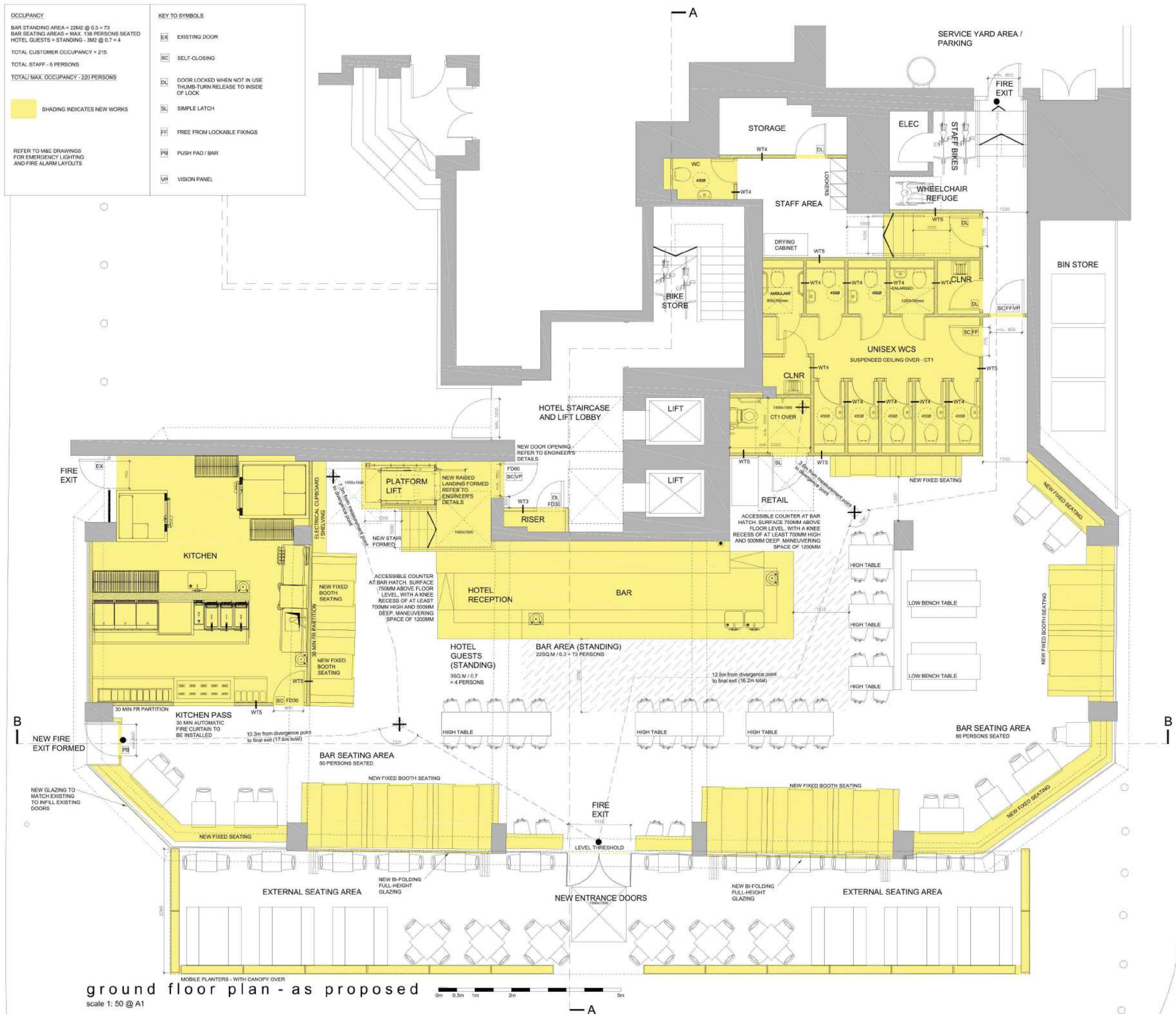
DL DOOR LOCKED WHEN NOT IN USE THUMB-TURN RELEASE TO INSIDE OF LOCK

SL SIMPLE LATCH

FF FREE FROM LOCKABLE FIXINGS

PS PUSH PAD / BAR

VP VISION PANEL



DO NOT SCALE FROM DRAWINGS. USE GIVEN DIMENSIONS ONLY. ALL DIMENSIONS TO BE VERIFIED AND AGREED WITH ARCHITECT IN ACCORDANCE WITH SITE CONDITIONS PRIOR TO THE COMMENCEMENT OF ANY WORKS.

ALL SURFACE DRAWINGS ARE TO BE READ IN CONJUNCTION WITH MECHANICAL AND ELECTRICAL ENGINEERS AND STRUCTURAL ENGINEERS DRAWINGS, DETAILS AND SPECIFICATIONS WHERE RELEVANT.

ALL WORKS TO BE TO THE RELEVANT BRITISH STANDARD CODE OF PRACTICE AND MANUFACTURERS WRITTEN RECOMMENDATIONS.

ALL WORKS INCLUDING DEMOLITIONS TO BE EXECUTED SO AS NOT TO IMPAIR THE STABILITY OR ENDANGER THE BUILDING, ADJACENT WORKS, PERSONNEL OR THIRD PARTIES. ALL IN ACCORDANCE WITH ALL HSE AND STATUTORY AUTHORITIES RECOMMENDATIONS.

ELECTRICAL INSTALLATION TO COMPLY WITH CURRENT IET WIRING REGULATIONS AND WITH BS 5761 - 2016 INCLUDING ANY AMENDMENTS. HEATING AND VENTILATION TO SPECIALIST CONTRACTORS DESIGN TO COMPLY TO LATEST CIBSE GUIDELINES.

ALL NEW DRAINAGE TO BE CARRIED OUT STRICTLY IN ACCORDANCE WITH BS EN 12056-2: 2000 (SANITARY PIPEWORK), BS EN 152-3: 1997, BS EN 752-4: 1998, BS EN 1610: 1998 (DRAINAGE SYSTEM OUTWITH A BUILDING).

ALL GLAZING, GLASS, WINDOWS DOORS AND SCREENS TO COMPLY FULLY WITH BS 6262 AND BS 6206.

ALL MATERIALS AND COMPONENTS TO BE "FIT FOR PURPOSE" AND IN FULL COMPLIANCE WITH THE CURRENT TECHNICAL STANDARDS.

PHOENIX STREET

Rev H - Feb 2021 - Bar Layout/seating updated; opening to lift lobby altered; staff area layout altered

Rev G - Jan 2021 - Layout updated

Rev F - Nov 2020 - Lounge altered, door added at toilet corridor.

Rev E - Nov 2020 - Ceiling and Partition Notes added.

Rev D - Nov 2020 - Connection to hotel lift-lobby added, External Seating area revised

Rev C - Aug 2020 - Doors added to rear corridor

Rev B - Aug 2020 - Connection to lift-lobby omitted

Rev A - June 2020 - Fire exit strategy altered, general revisions

client: BREWDOG

project: Brewdog, Manchester Lowry

location: Lowry House
20 Fountain Street
Manchester

drg title: Ground Floor Plan
As Proposed

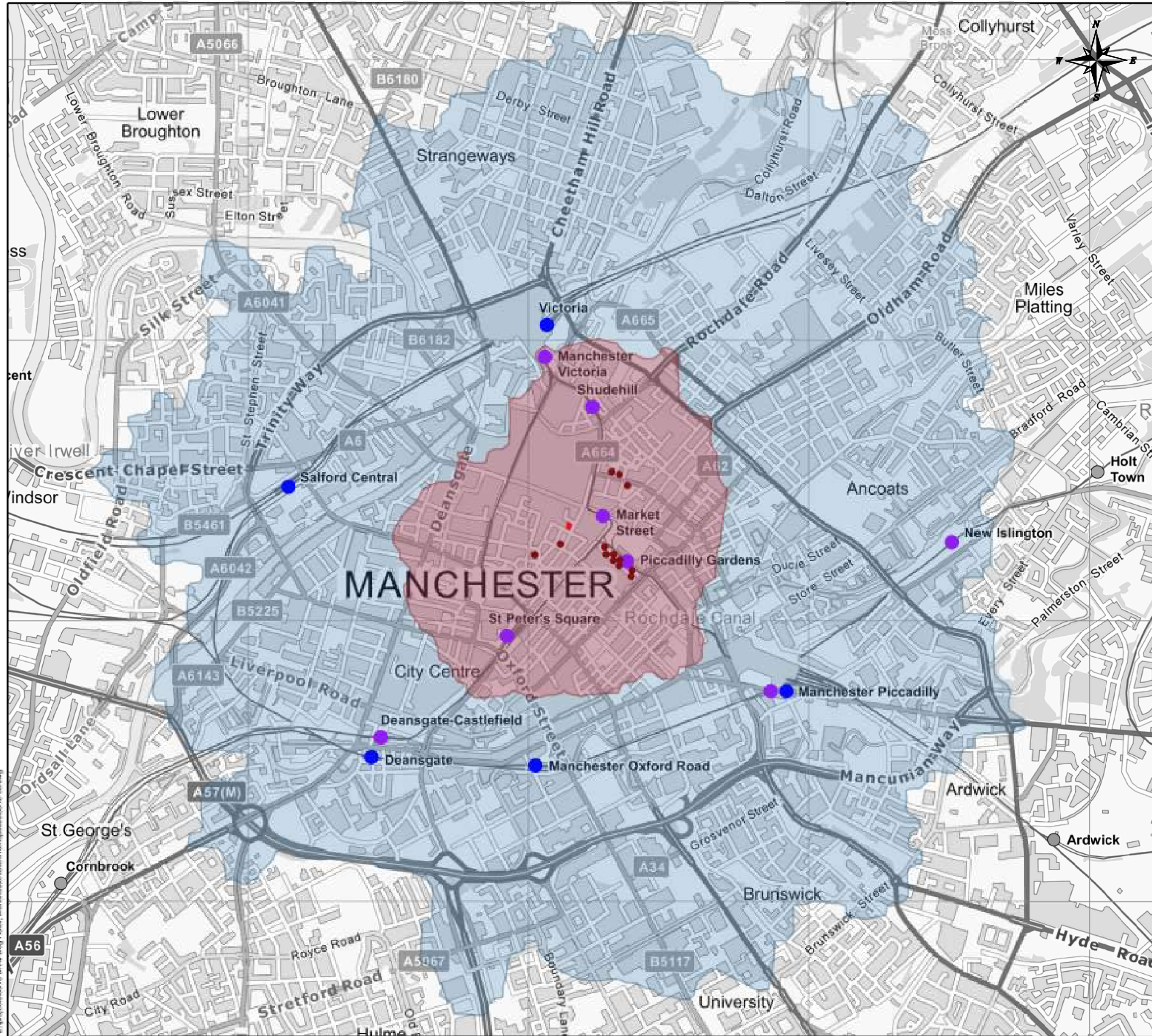
scale: 1:50 @ A1 date: February 2020

drg no: 2731 BW 02H

status: BUILDING WARRANT

surface

Surface - ID Ltd The Mews 12 Fortrose Street GLASGOW G11 5LP
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mail@surface-id.com www.surface-id.com
Registered in Scotland No. SC293305



NOTES				
Site Location 800m Pedestrian Catchment 2km Pedestrian Catchment Train Station Metro Link Nearest Bus Stops				

APPENDICES

APPENDIX 1

Submitted Travel Plan



Brewdog, 20 Fountain Street, Manchester M2 2AA

TRAVEL PLAN – MAY 2020

This Travel Plan has been prepared in relation to the Brewdog Hotel proposed to operate from the upper floors of the above building.

Operation and Hours

The proposed hotel will be open 24/7, with staff on duty throughout the entire day, including a single night porter during core night time hours.

Staff

Combined with the Class A4 bar at ground floor, the site will employ 20 full time and 15 part time staff

Cycle Provision

This is provided internally within the building.

Cycle Facilities

A staff changing area is provided within the proposed layout

Travel Plan Management

A Travel Plan Co-Ordinator (TCP) will be appointed to act as the primary point of contact for enquiries relating to progress of the Travel Plan. These details will be provided once the TCP is appointed.

Travel Plan Survey

The TPC will manage all aspects of the Travel Plan, including the co-ordination and any joint working practices between the applicant and any other relevant local businesses. A formal Staff Travel Survey will be undertaken within 3 months of the development coming into operation. This will be by questionnaire to establish the travel choices of staff and to establish the potential for staff to shift modes

Objectives/Targets

The Plan's aim is to promote more sustainable travel choices which in turn will reduce reliance on the car in Manchester.

The objectives of the strategy area are:

- Promote more sustainable transport choices for staff, customers and visitors;
- Reduce the need to travel especially by car;



- Make no significant addition to congestion or air and noise pollution.

By meeting these objectives Brewdog will:

- Not add significantly to congestion on the local highway network; and
- benefit public transport provision in the area by increased use, particularly off-peak.



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