



Manchester Life, Poland Street Zone - Jersey Wharf

Framework Travel Plan

*For Manchester Life Development Company
3 Ltd.*

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1. INTRODUCTION

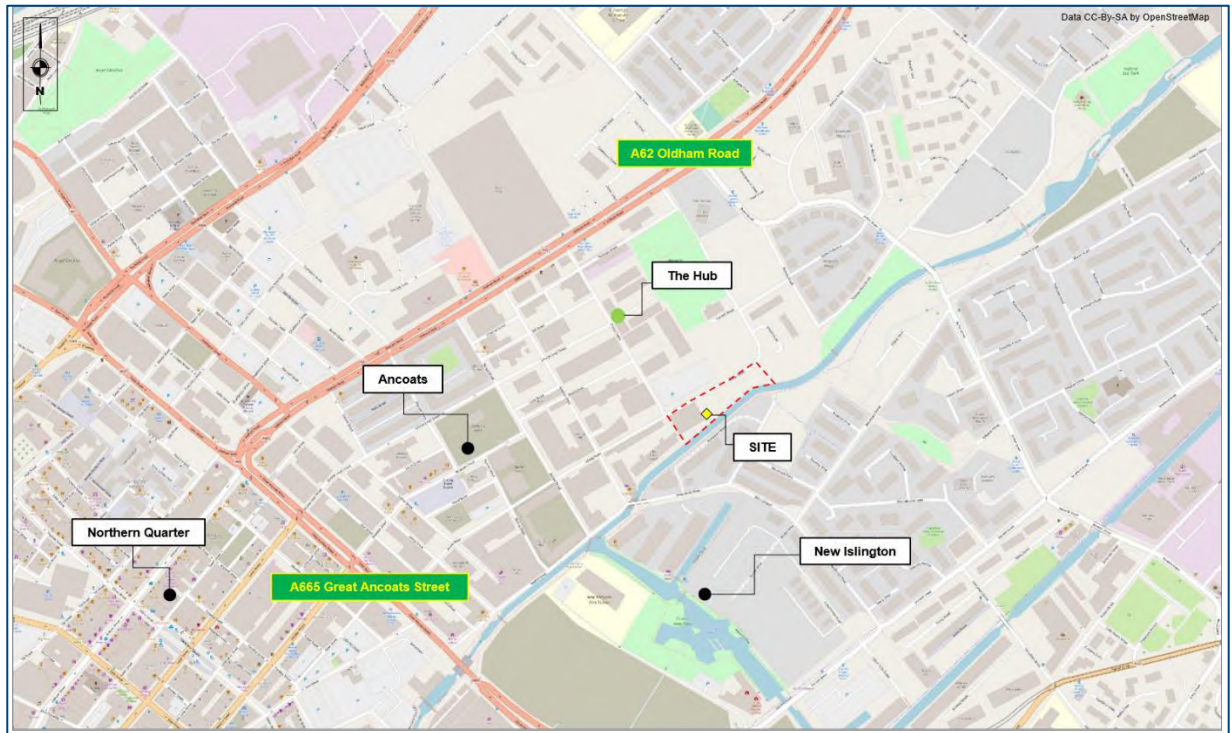
1.1 Background

- 1.1.1 Hydrock has been instructed by Manchester Life Development Company 3 Ltd. to prepare a Framework Travel Plan [FTP] in support of a planning application for Full Planning Permission and Demolition within a Conservation Area.
- 1.1.2 The proposals comprise the development of land bounded by Jersey Street to the north, Rochdale Canal to the south, Flint Glass Wharf/ Works to the east to deliver a residential development, with ground floor commercial floorspace, and ancillary amenity space within an 8-storey building, cycle parking provision, hard and soft landscaping, access and servicing and other associated works.
- 1.1.3 The development will provide 190 apartments and 636m² of commercial space (Use Class E).
- 1.1.4 The site is currently occupied by a low-rise warehouse and associated hard standing providing parking and loading facilities for the unit.
- 1.1.5 Three disabled bays will be provided within the proposed development in addition to two drop-off loading bays. Additional car parking provision of 60 spaces will be facilitated within the recently consented Ancoats Mobility Hub (Planning Reference: 130627/FO/2021). The Hub will be located on Poland Street and is a short walk for the Jersey Wharf site.
- 1.1.6 The Ancoats Mobility Hub development was received planning consent in July 2021 and will include a mix of commercial space, 408 car parking spaces 25% of which being EV spaces rising to 100%, car club facilities, parking spaces and a deliveries hub. Residents of the proposed development will be encouraged to use the sustainable facilities implemented by The Hub development.

1.2 Site Location

- 1.2.1 The site is bounded by Jersey Street to the north, Rochdale Canal to the south, Flint Glass Wharf/Works to the west and grassland to the east.
- 1.2.2 The eastern portion of the Site is grassland area, the middle of the site is currently vacant and comprises hardstanding, the western portion of the site comprises a low-rise warehouse and associated car park. The Site is currently fenced off which restricts access.
- 1.2.3 A historic infilled canal arm, Prussia Arm, is present at the Site on a north south axis which crosses under the original stone bridge on Jersey Street. As such the level on Jersey Street rises by approximately two metres along its length in both directions. It is anticipated that this canal arm bridge will be removed by Manchester City Council's public realm project prior to the start on site regularising the levels along Jersey Street.
- 1.2.4 Adjacent to the west of the Site are Flint Glass Works and Flint Glass Wharf, warehouses converted to offices and residential respectively. Across Jersey Street to the north of the Site is recently approved Eliza Yard, a mid-rise residential development being brought forward by Manchester Life as part of the next phase of regeneration within Ancoats as well as a large underutilised car park. To the east of the Site is a grassland area.
- 1.2.5 The location of the Site is presented in **Figure 1.1**.

Figure 1.1: Site Location



Source: OpenStreetMap

1.3 Travel Plan Status

- 1.3.1 This Travel Plan has been provided as a Framework Travel Plan [FTP]. A full Travel Plan will be prepared at a later stage. Although the scale and purpose of the proposed development is known, the travel behaviour of residents cannot be identified at this stage.
- 1.3.2 A full Travel Plan will be developed for the site following occupation once an initial travel survey has been undertaken and the travel behaviour of residents has been established. This FTP will form the basis of the full Travel Plan for the site. A copy of the full Travel Plan will be provided to Manchester City Council [MCC] following completion.

1.4 Travel Plan Objectives

- 1.4.1 The Travel Plan is a long-term strategy for a site to reduce the dependence of residents on travel by private car. The Travel Plan reflects the following objectives which are intended to achieve current Government and local policies in respect to transport:
 - Reduce reliance on single occupancy car journeys;
 - Promote alternative modes of travel to the car;
 - Advocate means of travel that are beneficial to the health of those working on or visiting the site;
 - Minimise car travel in the area surrounding the site, therefore cutting down on associated costs (environmental, financial, health, etc.); and
 - Contain car parking demand.

1.5 Developer Commitment

- 1.5.1 Manchester Life Development Company recognise the importance of reducing the potential negative transport-related impacts of the proposed development and the need to provide for, and encourage, a range of sustainable travel options as alternatives to single occupancy car use.
- 1.5.2 To this end, the developer, in partnership with the Council, The Ancoats Mobility Hub Operators, local public transport operators and other relevant stakeholders, are committed to implementing the measures contained within this Travel Plan to provide residents of the development with the facilities and information they require in order for them to make sustainable travel choices.

1.6 Scope

- 1.6.1 Following this introductory section:
- **Section 2** considers the transport policy and accessibility context;
 - **Section 3** assesses the sustainability of the site;
 - **Section 4** outlines the development proposals
 - **Section 5** describes the package of measures designed to reduce reliance on the private car and encourage the use of alternatives;
 - **Section 6** outlines how the Travel Plan will be managed;
 - **Section 7** outlines the aim, objectives and targets of the travel plan; and
 - **Section 8** provides an action plan and marketing strategy for the travel plan.

2. TRANSPORT POLICY CONTEXT

2.1 Preamble

- 2.1.1 In order to assess the proposals and develop a transport access strategy for the proposed development, it is necessary to review both local and national transport planning guidance.
- 2.1.2 The following sections outline the relevant policy and guidance documents in respect of the proposed development.

2.2 National Planning Policy Framework

- 2.2.1 The NPPF sets out the Government's policies for delivering sustainable development through the planning system. Local authorities are required to take these policies into account when formulating local development plans and when determining planning applications.
- 2.2.2 The most recent NPPF report was published in July 2021 and sets out the Government's planning policies for England and how these are expected to be applied at a local level. The NPPF is a significant material consideration in plan making and decision taking.
- 2.2.3 Paragraph 104 seeks to encourage opportunities to promote walking, cycling and public transport use. This is supplemented by paragraph 105 which states that development should be focused in sustainable locations and offer a genuine choice of transport modes.
- 2.2.4 Development proposals should also give priority to pedestrian and cycle movements and facilitate access to high quality public transport. The needs of people with disabilities and reduced mobility should also be addressed (paragraph 112).
- 2.2.5 Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.
- 2.2.6 Priority should be given to walking, cycling and public transport movements; conflicts between vehicles and vulnerable road users should be minimised through effective layout design.
- 2.2.7 Having regard to the above objectives, the proposed site access strategy includes measures to connect the site with the adjacent community and sustainable travel network, including existing public transport services. This TA considers the accessibility of the site by all modes and proposes a layout and access strategy that seeks to maximise the use of sustainable modes.
- 2.2.8 The accessibility of the development is discussed in **Section 3**.

2.3 Planning Practice Guidance: Travel Plans, Transport Assessments and Statements in Decision-Making

- 2.3.1 In March 2014, the Department for Communities and Local Government [DCLG] in conjunction with the Department for Transport [DfT], released advice on when transport assessments and transport statements are required and what they should contain, which is intended to assist stakeholders in determining whether an assessment may be required. If an assessment is required, the level and scope of that assessment is then outlined within the document.

2.3.2 The advice reflects current Government policy, promoting a shift from the ‘predict and provide’ approach to transport planning to one more focused on sustainability. The document focuses on encouraging environmental sustainability, managing the existing network and mitigating the residual impacts of traffic from the development proposals.

2.3.3 The proposed development's sustainable accessibility is presented in **Section 3** and **Section 4**.

2.4 Manual for Streets [MfS]

2.4.1 Manual for Streets (March 2007 and Sept 2010) supersedes Places Streets & Movement and Design Bulletin 32. Manual for Streets should now be used where 85th percentile monitored traffic speeds are less than 37mph.

2.4.2 The Manual deals with first principles in respect of what a street is for. It outlines five key functions, namely:

- Place;
- Movement;
- Access;
- Parking; and
- Drainage and utilities.

2.4.3 A sense of place encompasses a number of characteristics, namely, local distinctiveness, visual quality and human interaction. Of the five functions, place and movement are the most important in determining the character of streets and should be considered together, as opposed to in isolation.

2.4.4 In new developments, Manual for Streets highlights that locations with a relatively high place function would be those where people are likely to gather and interact with each other, such as the town centre.

2.4.5 In section 3 of the document, the design process highlights that the design of a scheme should follow the user hierarchy shown in **Table 2.1**:

Table 2.1: User Hierarchy (taken from Table 3.2 of MfS, March 2007)

Consider First	Pedestrians
	Cyclists
	Public transport users
	Specialist service vehicles (e.g. emergency services, waste etc.)
Consider Last	Other motor vehicles

2.4.6 Sustainable access for the development is discussed in **Section 3**.

2.5 Guidelines for Providing Journeys on Foot

2.5.1 Various walking distances are quoted in the Chartered Institution of Highways and Transportation’s (CIHT’s) “Guidelines for Providing for Journeys on Foot”. **Table 2.2** (taken from Table 3.2 of the document) sets out the acceptable walking distances in various contexts:

Table 2.2: Acceptable Walking Distances

Criteria	Town Centre (m)	School / Commuters (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

2.5.2 The accessibility of the development is discussed in **Section 3**.

2.6 Greater Manchester Local Transport Plan

2.6.1 The Greater Manchester Transport Strategy 2040, published in February 2017, sets out TfGM's sustainable mobility plan for the future and forms Greater Manchester's 4th Local Transport Plan (GMLTP4). Building on its own 2040 Vision, the Strategy provides detail on the priority interventions needed to deliver that Vision. The document highlights several key objectives relevant to the application site:

- Reducing the need to travel by car, and the distance travelled.
- Making the best use of existing infrastructure, particularly through increasing the density of development close to public transport nodes.
- Increasing the use of sustainable transport to reduce the negative impacts of car use. The design of new development needs to make it easier for people to use sustainable modes e.g. the availability of safe and direct walk/cycle routes, the provision of secure cycle parking or the availability of EV charging points.
- Establish cycling as a recognised and attractive component of the future integrated transport offer. 'Aim to double and double again' the proportion of trips made by bicycle by 2025, with the aspiration that 10% of all trips should be made by bike.

2.6.2 One of the priority interventions for the Manchester Regional Centre includes improvements to the Manchester and Salford Inner Relief Route Improvements at Great Ancoats Street. The scheme aims to unlock the potential regeneration and growth to the north and east of Great Ancoats Street (A665) by reducing severance and improving the public realm.

2.6.3 The proposed development corresponds with the Greater Manchester Local Transport Plan by providing a high-density residential development within proximity to the city core and associated public transport infrastructure.

2.7 Manchester Core Strategy

2.7.1 Manchester's Core Strategy was adopted in July 2012 is the key Development Plan Document in the Local Development Framework (LDF). It sets out the long term strategic policies for Manchester's future development and forms the framework that planning applications will be assessed against.

2.7.2 Transport forms one of the six spatial objectives within the document. The overriding objective for transport is to 'Improve the physical connectivity of the City, through sustainable and accessible transport networks, to enhance its functioning and competitiveness and provide access to jobs, education, services, retail, leisure and recreation'.

2.7.3 Within the Core Strategy there are three policies that set out how this objective will be achieved. These are now discussed in greater detail below.

Policy T1 - Sustainable Transport

2.7.4 The policy states the council's aim to deliver a sustainable, high quality, integrated transport system to encourage modal shift away from car travel to public transport, cycling and walking, to support the needs of residents and businesses and to prepare for carbon free modes of transport. The Council will support proposals that:

- *"Improve choice by developing alternatives to the car.*
- *Promote regeneration and economic vitality by relieving traffic congestion and improving access to jobs and services, particularly for those most in need and for those without a car.*
- *Improve access to transport services and facilities in order to enable disabled people and people with mobility impairments to participate fully in public life.*
- *Improve pedestrian routes and the pedestrian environment.*
- *Improve and develop further Manchester's cycle network (for example the Manchester Cycleway and the Trans Pennine Trail).*
- *Contribute to improvements to the extent and reliability of the public transport network through safe and attractive waiting and interchange facilities, better priority, improved services and information provision.*
- *Improve and develop appropriate road, rail and water freight transport routes and associated intermodal freight transport facilities in order to assist in the sustainable and efficient movement of goods.*
- *Facilitate modes of transport that reduce carbon emissions e.g. by incorporating charging points for electric vehicles, subject to their appropriate design and location.*
- *Would reduce the negative impacts of road traffic, for example, congestion, air pollution and road accident casualties.*
- *Take account of the needs of road users according to a broad hierarchy consisting of, in order of priority:*
 - 1. Pedestrians and disabled people*
 - 2. Cyclists, public transport*
 - 3. Commercial access*
 - 4. General off peak traffic*
 - 5. General peak time traffic"*

Policy T2 - Accessible Areas of Opportunity and Need

2.7.5 The Council will actively manage the pattern of development to ensure that new development:

- *"Is located to ensure good access to the City's main economic drivers, including the Regional Centre, the Oxford Road Universities and Hospitals and the Airport and to ensure good national and international connections*

- *Is easily accessible by walking, cycling and public transport; connecting residents to jobs, centres, health, leisure, open space and educational opportunities. Particular priority will be given to providing all residents with access to strategic employment sites including:*
 - » *Links between North Manchester residents and key employment locations, including the City Centre, Central Park, Salford Quays and Chadderton Industrial Estate and Trafford Park.*
 - » *Links within East Manchester to employment locations, Central Park and Eastlands in particular.*
 - » *Links within Central Area between residents and employment, the Corridor in particular and east/west connectivity for residents in Central Area to employment areas in Trafford and East Manchester.*
 - » *Maintaining strong links between residential areas in the South and the Regional Centre and improving connectivity with the Airport.*
 - » *Ensuring good links between Wythenshawe residents and the Airport and further employment opportunities in Stockport, Trafford and the Regional Centre.*
- *Within the City Centre, provides a level of car parking which reflects the highly accessible nature of the location, as well as the realistic requirements of the users of the development. Elsewhere, all new development should provide appropriate car parking facilities, taking account of the guidance in Appendix B, which reflects policy in the Regional Strategy (RS). In all parts of the City proposals should have regard to the need for disabled and cycle parking, in line with Appendix B. If the RS is revoked the Council will continue to use these standards when applying this policy. Standards are set for two different area types:*
 - » *District Centres*
 - » *Areas not within the City Centre or District Centres*
- *The car parking standards are maximums and the cycle and disabled car parking standards are minimums. However, the council will take the circumstances of each proposal into account to establish what level of parking is appropriate.*
- *Includes proportionate Traffic Impact Assessments and Travel Plans for all major applications and for any proposals where there are likely to be access or transport issues."*

Policy T3 - Strategic Integration

- 2.7.6 The Council will support proposals that contribute to an economically and environmentally sustainable transport network including the following strategic transport initiatives:
- *"Metrolink extensions to Rochdale, Oldham, Ashton, South Manchester and the Airport.*
 - *The Council also supports future aspirations to extend the network to Trafford Park and Stockport.*
 - *A second Metrolink crossing in the City Centre.*
 - *A Metrolink extension to Marple on the current heavy rail network. Improvements to the heavy rail infrastructure.*
 - *The Cross City Bus Package comprising new connections through the City Centre to Parrs Wood, Middleton and Salford.*
- 2.7.7 *Any proposals which would prejudice the implementation of the strategic integration of projects will be refused."*

2.8 Ancoats and New Islington Neighbourhood Development Framework

2.8.1 The Neighbourhood Development Framework (NDF) was adopted in October 2014 and updated in 2016. The NDF has been prepared to guide future development in Ancoats and New Islington in a form that creates attractive and successful neighbourhoods where increasing numbers of people will choose to live. The document details some of the principles that are required to facilitate and accommodate the predicted increase in the Ancoats and New Islington areas. A summary of the key principles relating to pedestrian, cycling and sustainable modes of transport are provided below:

- *"More generally, new development should contribute towards a walkable, pedestrian and cycle - friendly environment.*
- *New buildings should be designed to support active streets particularly around key public spaces and pedestrian desire lines.*
- *New development proposals should be accompanied by an appropriate car parking strategy which allows the potential demand generated by future residents to be met whilst considering the promotion of alternative sustainable forms of transport.*
- *A sustainable development, both by maximising its locational advantages and proximity to public transport nodes and through building design."*

2.8.2 The proposed development will encourage walking and cycling throughout Ancoats and will provide secure cycle parking, this is presented in **Section 3**.

2.9 Manchester Residential Quality Guidance

2.9.1 Manchester's Residential Quality Guidance outlines the considerations, qualities and opportunities that will help deliver high quality residential development as part of successful and sustainable neighbourhoods across Manchester. The Manchester Residential Quality Guidance provides clear direction on what is required to deliver sustainable neighbourhoods of choice where people will want to live and also raise the quality of life across Manchester.

2.9.2 The document highlights nine 'key ingredients' for developments in Manchester. The ingredients incorporate a number of key actions relating to walking, cycling and sustainable modes which have particular relevance to the application site. A list of these key actions is presented below:

- *"Facilitate and encourage walking and cycling;*
- *Create clear, safe and obvious connections to the public transport network; and*
- *Provide secure cycle parking for residents and visitors, which is safe and convenient and within the envelope of the building."*

2.9.3 The proposed development will encourage walking and cycling throughout Ancoats and will provide secure cycle parking, this is presented in **Section 3**.

2.10 Manchester City Council Draft City Centre Transport Strategy (2020)

2.10.1 The Draft City Centre Transport Strategy 2020 framework developed with TFGM, Salford City Council and GMCA outlines plans for future City Centre Transport. The strategy envisions a well-connected, zero-carbon centre at the heart of the North, offering residents, workers and visitors a great place to live, work and play, and getting the right balance between the different ways of travelling. The strategy is for travel in and around the centre from 2020-2040.

- 2.10.2 One of the main ambitions contained in the Draft City Centre Transport Strategy is **"Walking is the main way of getting around the city centre"** - The city centre is safe and easy to walk around with clear, well-signed routes. Pavements and public spaces will be high quality, green and accessible; catering for everyone, no matter what their age or mobility needs.
- 2.10.3 A further ambition is **"Parking in the city centre is smarter and integrated with other modes"**- Parking is reduced and appropriately located in the city centre but available to those with specific mobility needs. Outside of the city centre, parking is smarter and better integrated with other modes of travel.
- 2.10.4 Finally, another key ambition is **"The city centre benefits from better public transport connections"** - There are better rail connections to other cities and towns (to support commuting, business and leisure trips), more capacity on peak hour Metrolink, bus and rail services, and better integration between modes. Operating hours support travel at evenings and weekends, particularly for leisure and commuting trips. Cross-city services are convenient, reliable, safe and secure, clean, quiet and accessible to all.
- 2.10.5 Manchester City Council, Salford City Council and Transport for Greater Manchester (TfGM) have several committed transport interventions for the city centre, which will be delivered in the next five years and contribute to achieving the vision.
- 2.10.6 One of the key improvements across the City Centre with regards to Ancoats is the 'Ancoats Travel Hub' which states the following:
- » Proposed to meet the parking requirements of residential and commercial development in the next phase of redevelopment in Ancoats, removing parking from individual schemes and promoting a modal shift away from car ownership by providing the infrastructure which offers sustainable alternatives;
 - » Designed to provide access to sustainable modes including cycling and walking, public transport and car clubs;
 - » Integration with enhanced cycling and walking routes, including the canal towpaths and the route towards New Islington Metrolink stop;
 - » Inclusion of secure cycle storage and cycle hub facilities to encourage cycling as a primary mode of transport;
 - » Promotion of EVs where private car use is required, with EV charging infrastructure provided;
 - » Utilising the latest digital technology to help customers plan how they use transport through interactive systems to book car clubs, EV charging and cycle facilities;
 - » Use of the hub for a local car club which encourages flexible car sharing/ rental over car ownership, offering a range of vehicles to suit as many users as possible. Visible to users via digital means such as an app; and
 - » A hub for parcel deliveries including smart parcel lockers, with last mile deliveries to be arranged via electric vehicles or cargo bikes.
- 2.10.7 The proposed development corresponds with the Manchester City Centre Transport Strategy, this is discussed within **Section 4**.

2.11 Manchester City Council Parking Standards

- 2.11.1 Appropriate parking standards are also recommended for all new developments to reflect demand and simultaneously encourage alternative travel choices.

- 2.11.2 The council recognises the need to promote sustainable travel and as such the parking standards aims to reflect current demand whilst striving to limit overprovision and discourage out of town developments.
- 2.11.3 Although maximum car parking standards and minimum cycle parking standards are given for different land uses, these do not apply to the city centre where each development will be considered on a case-by-case basis.
- 2.11.4 Consistent with Policy T2 of the Core Strategy, the proposed parking provision should be sufficient to satisfy demand, while simultaneously acting as a mechanism for demand management and encouraging sustainable travel behaviour.
- 2.11.5 The proposed development provides three accessible bays for residents, additional parking for the site will be facilitated by the provision of spaces located within the proposed Ancoats Mobility Hub. The parking provision is discussed in **Section 4**.

2.12 Summary

- 2.12.1 The above policy review summaries the transport policies relevant to the proposed development site. As such it sets out the context in which the proposed development needs to be compliant.
- 2.12.2 Throughout this FTP it will be demonstrated that the proposed development scheme will be designed to satisfy the key objectives within NPPF, GMLTP4, Manchester's Core Strategy, NDF and Manchester's Residential Quality Guidance documents by being able to promote more sustainable transport choices and reduce reliance on travel by private car.
- 2.12.3 Access on foot, cycle and public transport is discussed in the following section of this report.

3. SUSTAINABLE ACCESSIBILITY

3.1 Choice of Transport modes

- 3.1.1 The accessibility of the proposed development by a range of transport modes has been considered in line with the Local Transport Plan and NPPF. The purpose of this section is to outline the accessibility of the site by sustainable modes of transport, including on foot, by bicycle and using public transport. By identifying the accessibility of the site by sustainable modes of transport, appropriate travel plan measures can be identified to promote these modes.
- 3.1.2 To assist the assessment of accessibility, the 2011 Census: Method of Travel to Work data for the Ancoats area of Manchester (E02001187) has been used to ascertain the current percentage of travel by each mode, as shown in **Table 3.1**.

Table 3.1: Manchester 013 (E02001187) 2011 Method of Travel to Work Census Modal Split

Mode	Percentage Split
On foot	30%
Driving a car or van	29%
Bus, minibus or coach	18%
Train	6%
Work mainly at or from home	5%
Bicycle	3%
Passenger in a car or van	3%
Underground, metro, light rail, tram	3%
Taxi	1%
Motorcycle, scooter or moped	0%
Other method of travel to work	0%
Total	100%

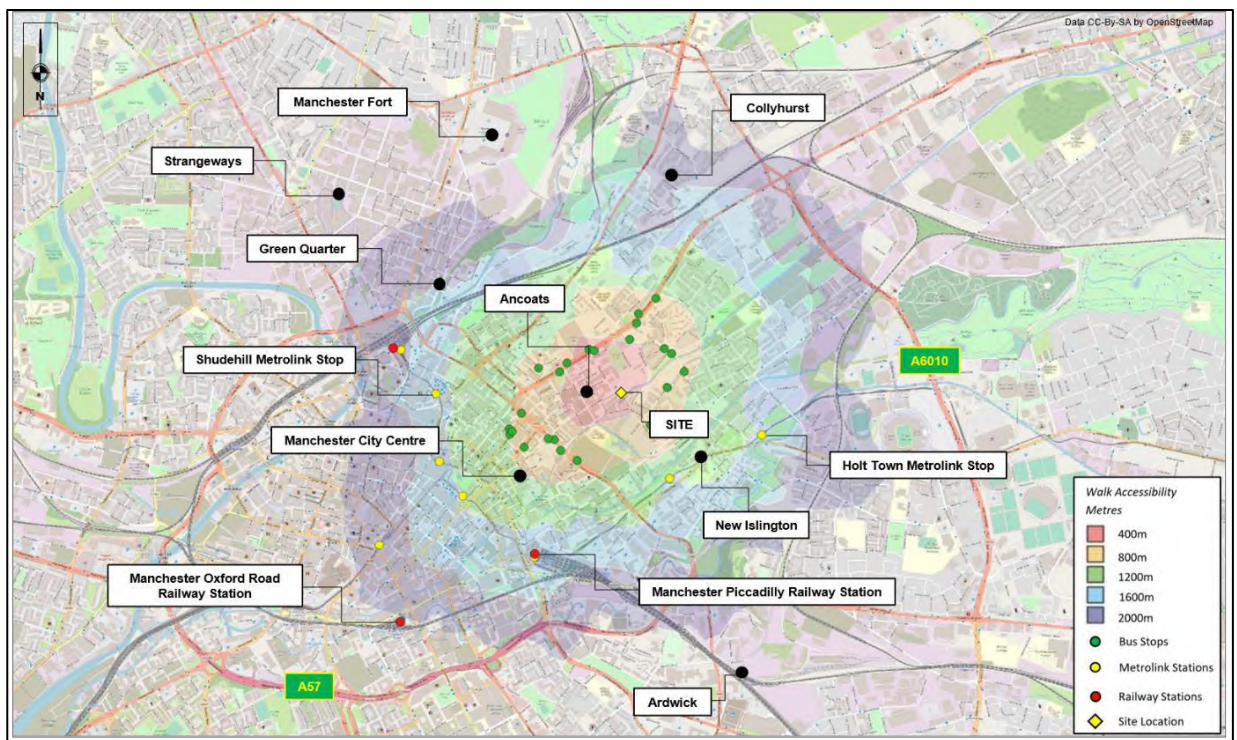
**Note: Results subject to rounding*

3.2 Accessibility on Foot

- 3.2.1 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km. The guidance on the preferred maximum walking distances to amenities is given in the Chartered Institution of Highways and Transportation [CIHT] document 'Providing for Journeys on Foot' (2000).
- 3.2.2 In terms of commuting journeys by foot, the desirable distance is 500m, the acceptable distance is 1km and the preferred maximum is 2km. However, the distance that people are prepared to walk depends upon many factors; there are obvious physical factors such as age, health and disabilities, along with factors concerning the quality of the route and the environment.
- 3.2.3 In relation to shorter trips in particular, the CIHT publication Planning for Walking (section 2.1) states that "across Britain about 80% of journeys shorter than 1 mile are made wholly on foot."
- 3.2.4 Manual for Streets [MfS] emphasises this advice, stating that "walkable neighbourhoods" should have a range of facilities available within 800m. However, this distance is not regarded as the upper limit for walking journeys, and MfS uses the principle that walking The Site is well located to take advantage of the city centre's public transport network.

- 3.2.5 Ancoats by nature of its design is intended to be a low traffic neighbourhood wherein walking and cycling are the primary modes of travel. Jersey Street provides wide continuous footways, dropped kerbs, and tactile paving. The adjacent streets will be subject to a series of public realm improvements by Manchester City Council that will provide high quality footways
- 3.2.6 The Great Ancoats Street Improvement Scheme has recently completed, providing improved pedestrian crossing points and high-quality footways to aid pedestrian movements from Ancoats into the City Centre.
- 3.2.7 The Site is also a short walking distance from the recently consented Ancoats Mobility Hub which will provide access to 60 car parking spaces, car sharing and cycle hire facilities.
- 3.2.8 Canal tow paths are present to the south of the Site, linking into a wider network of tow paths that provide walking and cycling routes into Miles Platting, New Islington and beyond.
- 3.2.9 **Figure 3.1** shows the 2km catchment from the site, which illustrates the areas which lie within a reasonable walking distance. A copy of the walking catchment is provided in Figure 1 of **Appendix A**.

Figure 3.1: 2km Walking Catchment



Source: CC-BY-SA by OpenStreetMap

- 3.2.10 As demonstrated in **Figure 3.1** the site benefits from a high number of bus stops located within 800m, with the closest pair located on the A62 Oldham Street, approximately 250m north of the site, accessed via Poland Street. The proximity of the site to the local bus network provides opportunities to travel further afield using linked trips. Providing opportunities to access a variety of local destinations.
- 3.2.11 The site is located within short walking distance of Manchester City Centre; public transport facilities and numerous local amenities, including a, supermarket, doctors' surgery, public houses, primary schools, cafes, restaurants, shops, leisure centres and places of recreational activity such as Ancoats Green and New Islington Marina.

3.2.12 In summary, the site is highly accessible on foot, which will reduce the requirement for residents to make short car journeys.

3.3 Accessibility by Cycle

3.3.1 It is widely recognised that cycling can act as a substitute for short car journeys, particularly those up to 5km in length. This is consistent with the statement in LTN 1/20 Cycle Infrastructure Design (paragraph 2.2.2) that states:

"two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking."

3.3.2 A round trip on a waymarked leisure route could easily involve distances of 20 to 30 miles. Experienced cyclists will often be prepared to cycle longer distances for whatever journey purpose.'

3.3.3 The general topography of Ancoats and the wider area is reasonably flat which should assist in encouraging residents of the proposed development to travel by cycle.

3.3.4 There are a number of national, regional and local cycling routes in reasonable proximity to the site. The main national cycle routes are briefly described below:

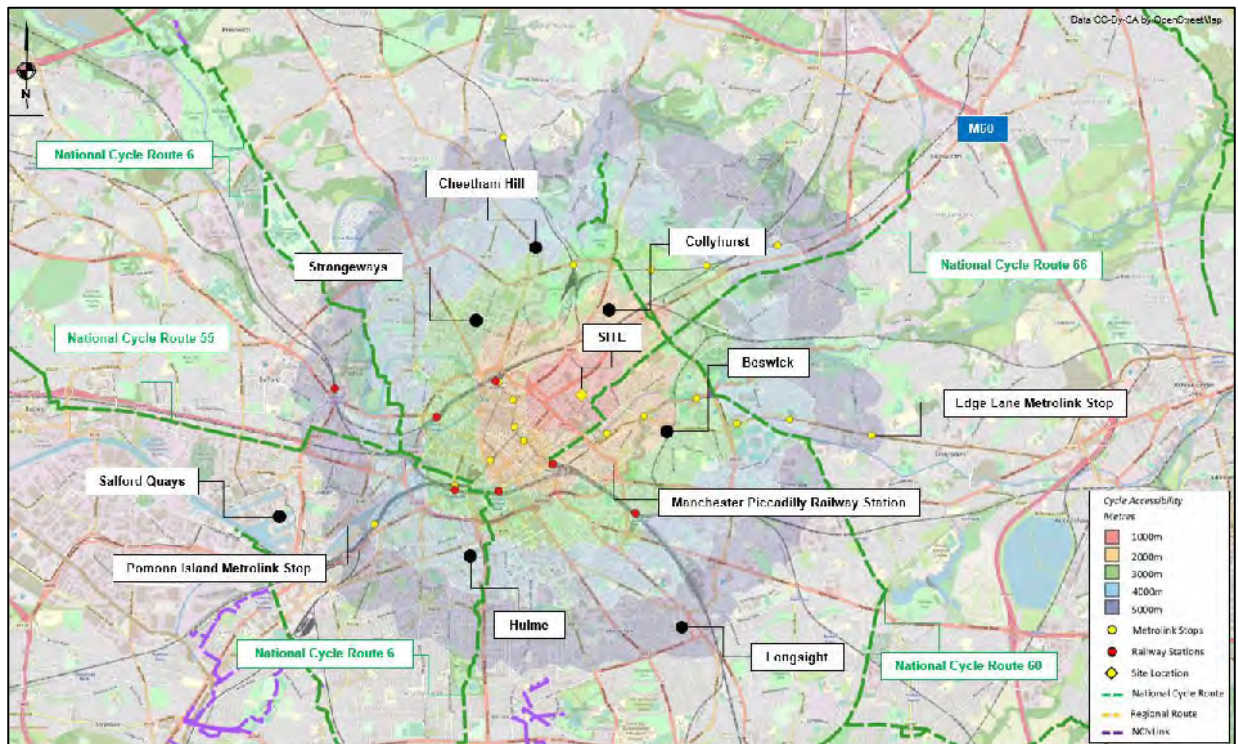
- National Cycle Route 6 is a long-distance route extending from London to the Lake District, alongside historic canals and through some of the UK's most interesting towns and cities.
- National Cycle Route 60 of the National Cycle Network runs between North and East Manchester, with its furthest south stretch forming part of the Fallowfield Loopline.
- National Cycle Network Route 66 is a National Route that runs from Kingston upon Hull to Manchester via Beverley, York and Leeds.

3.3.5 In addition, Greater Manchester will benefit from the Bee Network which is a proposed cycling network currently being delivered through the Mayor's Challenge Fund. The vision for the Bee Network is to make Greater Manchester the very first city region in the UK to have a fully joined up cycling and walking network; the most comprehensive in Britain covering 1,000 miles. New cycling infrastructure has already started to be implemented through a new CYCLOPS junction in Hulme.

3.3.6 There is also an anticipated expansion of the existing Bee Network as proposed in the City Centre Transport Strategy. The availability of the Bee Network extending through Ancoats in the future will provide further connectivity from the site across the Greater Manchester area.

3.3.7 **Figure 3.2** below presents an extract of the 5km cycling catchment for the site. A copy is provided in **Figure 2 Appendix A**.

Figure 3.2: 5km Cycling Catchment



Source: CC-BY-SA by OpenStreetMap

- 3.3.8 The figure demonstrates that a number of local areas including the whole of Manchester City Centre, Hulme, Rusholme, Cheetham Hill and Longsight are accessible within a 5km cycle.
- 3.3.9 Additionally, the availability of a national cycling route and the proposed Bee Network expansion, extending to neighbouring boroughs and outside the city's boundaries provides opportunities for travel further afield using linked trips.
- 3.3.10 Cycling would therefore be a viable mode of transport for residents at the site commuting to work from these locations.

3.4 Accessibility by Bus

- 3.4.1 The site benefits from excellent access to the local bus network, with a high number of bus stops located within 800m walking distance.
- 3.4.2 The closest pair of bus stops is located on the A62 Oldham Street, approximately 250m north of the site, accessed via Poland Street. The bus stops both comprise purpose-built built shelters and timetabling information set back from the carriageway behind the footway as well as a bus layby.
- 3.4.3 Further bus stops are available along the A662 Great Ancoats Street to the west, accessed via Jersey Street.
- 3.4.4 The local buses run at a high frequency (approximately every 5 minutes) to a variety of destinations, including all across Manchester City Centre and Piccadilly Gardens along with areas across Greater Manchester such as Oldham, Uppermill, Alkrington, Failsworth and Shaw. The early start times and the availability of services in the peak hour are conducive to commuters travelling to and from the site.

3.4.5 It is therefore concluded that the site benefits from excellent access by bus, offering an attractive mode of transport and a viable alternative to single occupancy car journeys.

3.5 Accessibility by Metrolink

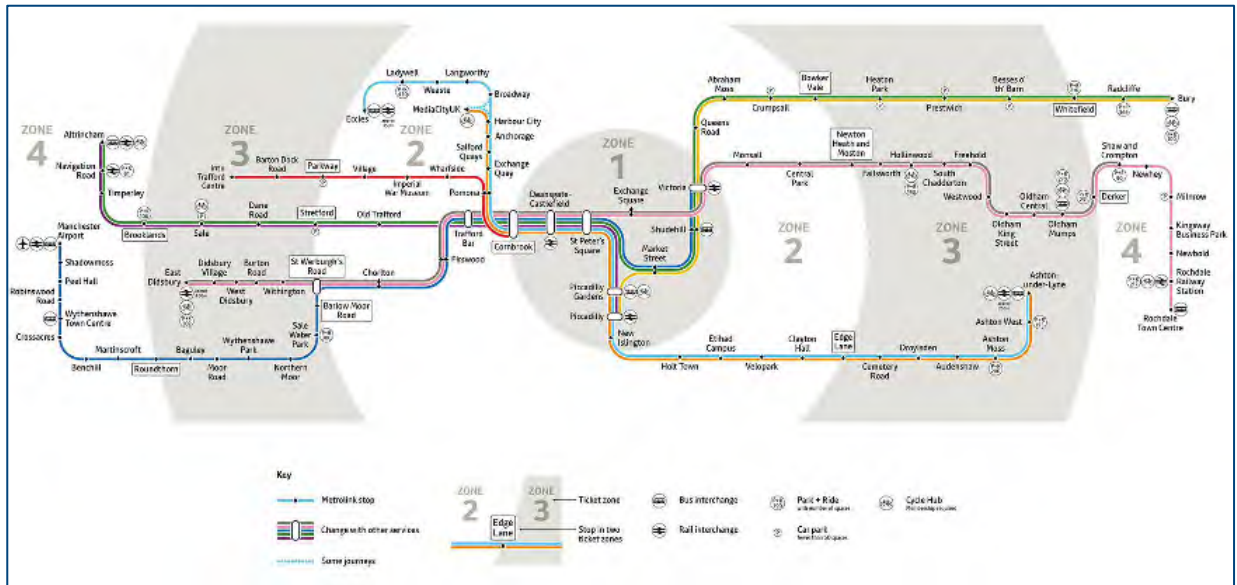
3.5.1 Ancoats benefits from convenient access to the ever-expanding Metrolink network. The nearest tram stop to the site is New Islington, approximately 900m away. This equates to a 12-minute walk along an attractive and safe canal side route and is therefore considered an acceptable walking distance for both commuting and leisure purposes. Piccadilly Gardens Metrolink stop is located 1.2km from the site and provides access to additional services.

3.5.2 Metrolink offers significant benefits for long distance travel using a sustainable mode of transport. The pedestrian and cycle friendly conditions in the vicinity of the site should further encourage its use and make it a viable alternative.

3.5.3 The New Islington Stop was opened in 2013 as part of the network's extension to Ashton-under-Lyne. The stop is located within Zone 1 and is on the Ashton-under-Lyne line (Blue Line), offering frequent services (every 6 minutes) to Ashton-under-Lyne, Media City UK and Eccles in the east and westbound directions respectively. Further interchange opportunities are available from Manchester city centre to a wide range of destinations on all lines of the network as well as other modes of sustainable transport.

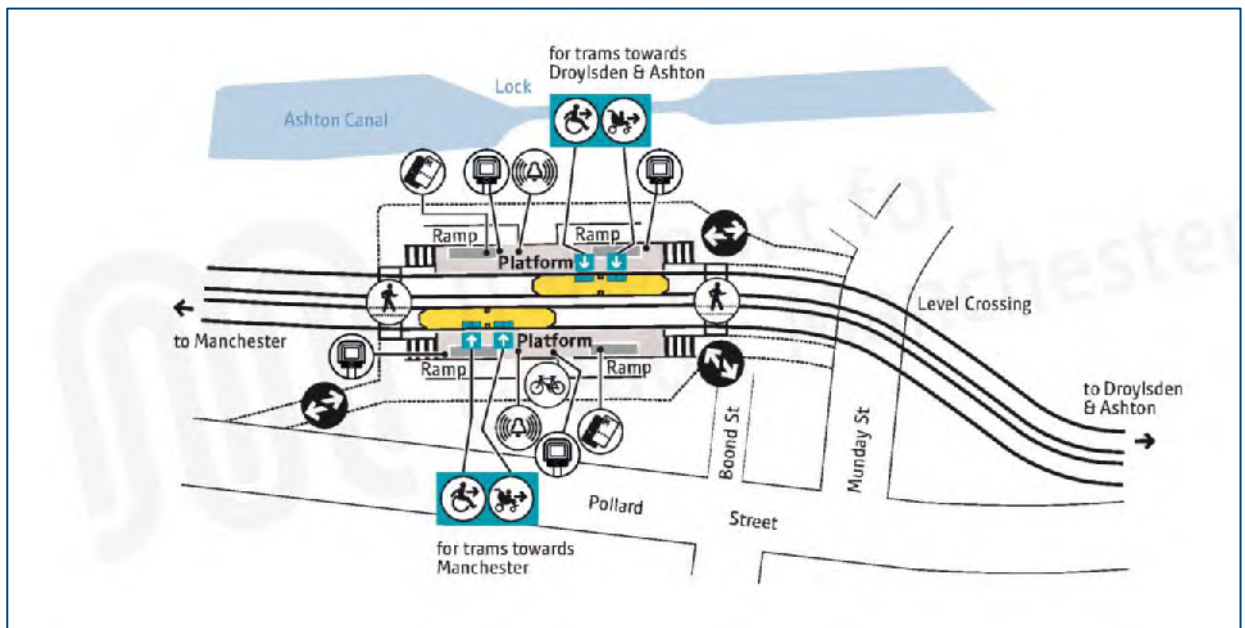
3.5.4 **Figure 3.3** illustrates the Metrolink network map including zoning system, while **Figure 3.4** shows the map of the New Islington tram stop and the available facilities, which include shelters and seating, digital timetabling information, ticket machines, customer information and emergency call point, cycle stands and lockers, and ramps which facilitate access and boarding for mobility impaired users.

Figure 3.3: Metrolink Network Map



Source: TFGM

Figure 3.4: New Islington Tram Stop Map



Source: TFGM

3.6 Accessibility by Rail

- 3.6.1 The site is located approximately 1.2km from Manchester Piccadilly Station which provides regular services to major destinations including; Manchester Airport, London, Birmingham, Liverpool, Glasgow, Leeds, Newcastle, and Cardiff.
- 3.6.2 The station is also the main terminus for a host of regional commuter services across Greater Manchester and the North West and is an important interchange on the Metrolink network.

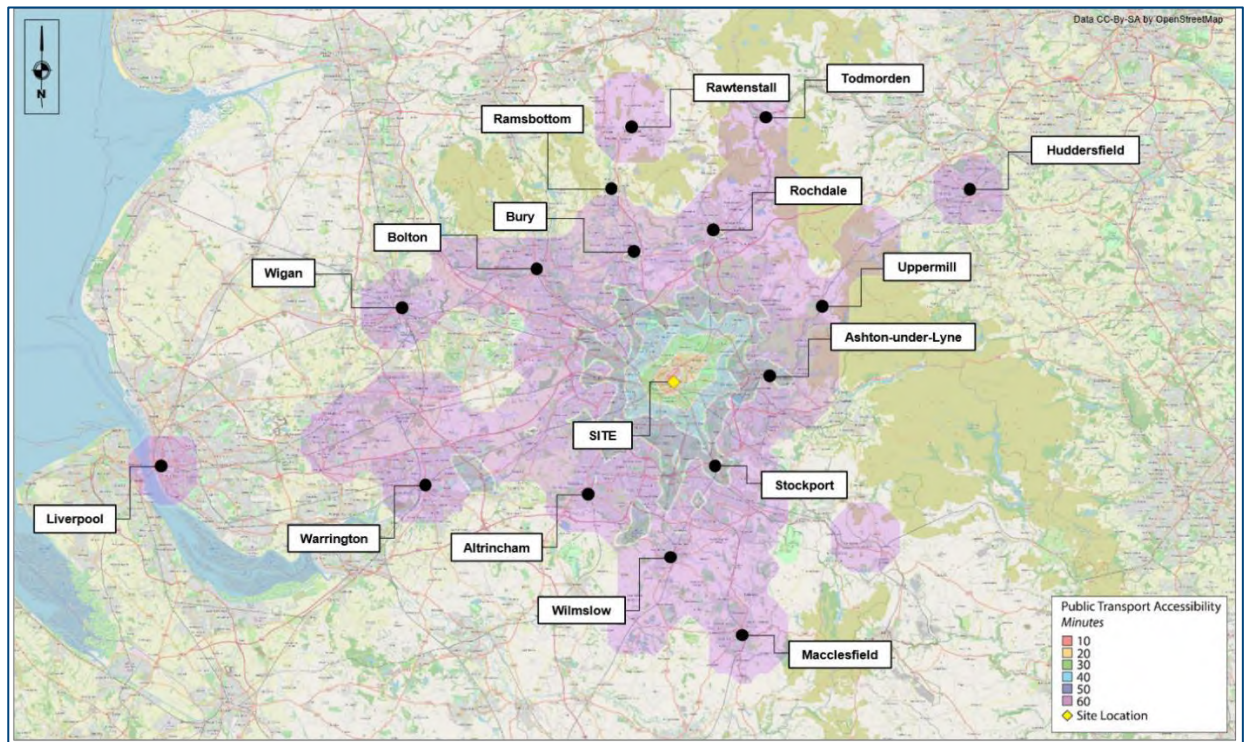
3.6.3 Further afield the development site is within 2km walking distance of Manchester Victoria Railway station, offering greater flexibility and interchange opportunities for short and long-distance travel by train. The stations are easily accessible through pedestrian friendly walking and cycling routes in the city centre and free Metroshuttle buses connecting all parts of the city centre.

3.7 Journey Times by Public Transport

3.7.1 A calculation has been undertaken, using GIS software - Basemap's Visography (TRACC) program, to illustrate the distance that can be travelled within 60 minutes by public transport to and from the proposed development site. The time includes the walk to bus/tram stops and railway stations and demonstrates that key areas such as Liverpool, Bolton, Wigan, Huddersfield, and Macclesfield amongst others, are all within a 60-minute public transport journey.

3.7.2 **Figure 3.5** below provides an extract of the 60-minute public transport catchment area. A copy of the full plan is provided within Figure 3 of **Appendix A**.

Figure 3.5: 60-minute Public Transport Isochrone



Source: CC-BY-SA by OpenStreetMap

3.8 Conclusions

3.8.1 In summary, the proposed development site is located in a highly accessible location in New Islington and is well located to make use of the existing and proposed public transport links and pedestrian / cycle routes.

4. DEVELOPMENT PROPOSALS

4.1 Overview

- 4.1.1 The development proposals comprise the development of land bounded by Jersey Street to the north, Rochdale Canal to the south, Flint Glass Wharf/Works to the west to deliver a residential development, with ground floor commercial floorspace, and ancillary amenity space within an 8-storey building, cycle parking provision, hard and soft landscaping, access and servicing and associated other works.
- 4.1.2 As previously stated, three disabled bays will be provided within the proposed development. Additional car parking will be facilitated within the Ancoats Mobility Hub. Based on the location and lack of on-site car parking, the site is not anticipated to generate any vehicle trips, with the exception of the occasional vehicles utilising the provided disabled bays.
- 4.1.3 The Ground Floor Plan for the Jersey Wharf development is presented in **Figure 4.1**, with a copy provided in **Appendix B**.

Figure 4.1: Proposed Site Layout Plan



4.2 Site Access Arrangement

Vehicular Access

- 4.2.1 Access to the accessible parking bays and loading drop-off bays associated with the development will be taken from Jersey Street. As is consistent with previously consented and delivered schemes within the Ancoats area, a continuous footway will be provided across the vehicle access points and dropped kerbs provided. As there are small numbers of vehicle movements associated with the site it would not be appropriate to create dedicated access points to the detriment of pedestrians and other users.
- 4.2.2 The redundant vehicle access points associated with the extant uses of the site will be reinstated as footway.

Pedestrian and Cycle Access

- 4.2.3 Pedestrian and cycle access to the building are to be taken directly off Jersey Street. Secondary access into the development will be provided from the canal tow path.

- 4.2.4 The Jersey Street bridge forms a gradient that results in a levels difference between the footway and the development plot. In April 2022 a planning application was submitted for the removal of the Jersey Street bridge [Planning Reference: 133406/VO/2022]:

"City Council Development for demolition of a redundant bridge and associated works required to facilitate the creation of a new at-grade pedestrian and cycle route with enhanced public realm."

- 4.2.5 The aforementioned planning application would seek to demolish the redundant Jersey Street bridge in order to allow for this section of Jersey Street to be re-graded. The demolition of the redundant Jersey Street Bridge, and subsequent public realm interventions shall lower the gradient and aid access for pedestrians and ambulant users.

4.3 Parking

Vehicle

- 4.3.1 Three accessible parking bays which include electric vehicle charging points will be provided for the development.
- 4.3.2 In accordance with Manchester City Council's Design for Access 2 Guidance Document (2003), the parking bays will be formally demarcated and the dimensions of the bays will be 2.4m x 4.8m with a 1.2m safety zone to allow for wheelchair access.
- 4.3.3 Parking for Jersey Wharf will be provided within the Mobility Hub. As part of the Poland Street Zone Public Realm Strategy Manchester City Council is developing a neighbourhood transport and movement strategy. This strategy will incorporate a range of traffic regulation orders designed to encourage use of the Mobility Hub and discourage highways issues such as nuisance on street parking in the Ancoats area. It is anticipated that this strategy will be implemented prior to the opening of Jersey Wharf.
- 4.3.4 As stated previously The Hub development will include a mix of commercial space, 408 car parking spaces, car club facilities, cycle parking spaces and a deliveries hub. The Hub was approved in June 2021.
- 4.3.5 It is proposed 60 car parking spaces will be allocated to Jersey Wharf within the Ancoats Mobility Hub; this represents a parking ratio of approximately 33%. Based on other MLDC occupier profiles and anticipated demand for car parking spaces, the proposed allocation of 33% provision is deemed appropriate.
- 4.3.6 There is a clear linkage between the proposed development and The Ancoats Mobility Hub development and residents of the proposed development will be encouraged to use the facilities implemented by The Hub. The sustainable travel opportunities that The Hub presents will be promoted to residents of the development from the outset and will be marketed to direct and encourage residents to use The Hub's facilities.

Cycle

- 4.3.7 Consistent with recommendations from MCC, 190 cycle parking spaces are proposed at the site representing a 1:1 cycle space to apartment ratio. Secure cycle storage for each block is provided on the ground floor of the development and will be controlled by fob or swipe card access.
- 4.3.8 Again, it is Hydrock's view that this level of cycle parking is sufficient for this scale of development, and will encourage sustainable travel to and from the site.

4.4 The Ancoats Mobility Hub

- 4.4.1 As previously stated, there is a clear link between the proposed development and The Ancoats Mobility Hub development and residents of the proposed development will be encouraged to use the facilities implemented by The Hub.
- 4.4.2 Residents of this proposed development will be encouraged to use the facilities implemented by The Hub development, including the use of the following:
- Dedicated Car Club Facility;
 - 60 car parking spaces will be allocated on a first come first serve basis;
 - 25% of spaces within the Ancoats Mobility Hub will provide an EV charger, this will rise to 100% providing infrastructure for residents to choose electric vehicles which has not been present before;
 - Cycle Parking Facilities;
 - Bike Hire (including E-Cargo Bike Hire);
 - Deliveries Hub.
- 4.4.3 The sustainable travel opportunities that The Hub presents will be promoted to residents of the development from the outset and will be marketed to direct and encourage residents to use The Hub's facilities.

5. TRAVEL PLAN MEASURES

5.1 Introduction

- 5.1.1 An important aspect of a successful Travel Plan is the allocation of sufficient resources to enable initiatives to be implemented and sustainable travel to be promoted at the site.
- 5.1.2 The aim of Travel Plan measures is to maximise the accessibility of the proposed development site by alternative modes to the private car, although there is substantial evidence to suggest that the location of the site and the current infrastructure in place is highly conducive to encouraging travel by non-car modes through the adequate provision of attractive walking and cycling routes and the availability of frequent bus, tram and rail services. The initiatives may benefit residents at the development by facilitating sustainable travel choices, resulting in the following:
- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (when compared with single occupancy car use);
 - Health benefits from increased levels of walking and cycling, and fewer vehicular emissions in the immediate vicinity of the site;
 - Improved site accessibility;
 - Reduction in required car parking provision; and
 - A pedestrian / cycle friendly environment.
- 5.1.3 A combination of ‘carrots’ (those initiatives which encourage travel by non-car modes of transport) and ‘sticks’ (initiatives which discourage travel by car) will be implemented at the site to encourage travel by sustainable modes. ‘Carrots’ will be implemented before ‘sticks’ to ensure that support is gained from residents for the Travel Plan; any ‘sticks’ will be implemented later.
- 5.1.4 This section provides a summary of the key initiatives contained in this Travel Plan which the developer is committed to providing. The initiatives reflect previous experience of Residential Travel Plans along with national and local government guidelines.
- 5.1.5 In addition, as previously mentioned in Section 4 above, there is a clear link between the proposed development and The Ancoats Mobility Hub which received planning approval in June 2021. Residents of this proposed development will be encouraged to use the facilities implemented by The Hub development, including the use of the following:
- Dedicated Car Club Facility;
 - The use of 60 Car Parking Spaces - with access to over 100 EV chargers;
 - Cycle Parking Facilities;
 - Bike Hire (including E-Cargo Bike Hire);
 - Deliveries Hub.
- 5.1.6 The sustainable travel opportunities that The Hub presents will be promoted to residents of the development from the outset and will be marketed to direct and encourage residents to use The Hub's facilities. An integrated digital platform is being developed to ensure that alternative mobility options available from the hub will be accessible to residents from their smartphone.

5.2 Marketing and Promotion

- 5.2.1 From the outset, sustainable travel will be promoted to residents of the development. The Travel Plan will be launched as soon as possible up to occupation of the development and will be continually marketed through the provision and updating of travel information, leaflets and communication sessions including the promotion of The Hub development.
- 5.2.2 The Travel Plan and the reasons for implementing it will be communicated to ensure that residents are provided with information on the alternatives to car travel before they establish car-based travel habits.
- 5.2.3 The following describes the marketing tools and initiatives that may be used to convey the commitment of the developer to providing alternative travel choices.
- 5.2.4 It is important that there is a central source of information for all queries relating to sustainable travel for residents the development. The Travel Plan Coordinator [TPC] is considered the most appropriate person to communicate the aims and objectives of the Travel Plan to everyone travelling to and from the site.
- 5.2.5 The person responsible for appointing the TPC contact details is as follows:
- Contact: Jennifer Bendik
 - Address: Unit 5, Sawmill Court, Bengal Street, Ancoats, Manchester, M4 6LN
 - Telephone: 0161 503 2011
- 5.2.6 The TPC will work closely with the Mobility Hub Operator and make full use of the Mobility Hub's digital platform to ensure that the visibility of all sustainable transport choices available from the Mobility Hub are maximised.
- 5.2.7 An annual budget will be allocated to assist the TPC and will be paid for by the developer. The budget will be used to promote the Travel Plan, complete travel surveys and circulate travel welcome packs, coinciding with national initiatives.
- 5.2.8 Travel information will be provided electronically and via the welcome pack, and will include the following:
- Access details for the Mobility Hub's digital platform;
 - Public transport, pedestrian and cycle route maps and information on car sharing;
 - Information and contact details for local taxi services;
 - List of internet websites on sustainable transport and journey planning;
 - Details of The Hub development; and
 - Contact details for the Travel Plan Coordinator.
- 5.2.9 All residents will also be issued with travel 'Welcome Packs' promoting alternative transport modes available from the Mobility Hub and within the local area. Further details on the contents of the 'Welcome Packs' are provided throughout this section.
- 5.2.10 The Welcome Pack will include details of the public transport, walking and cycling routes between their homes, workplace and surrounding amenities, including The Hub development.

- 5.2.11 In order to integrate the Travel Plan with the wider sustainable travel agenda, the Welcome Pack may be used to promote national and international initiatives such as 'Bike Week', 'Catch the Bus Week', 'European Mobility Week' and 'Walk to Work Week'. Details of these events will also be provided electronically and a travel calendar will be developed for inclusion within the welcome packs.
- 5.2.12 The Welcome Pack will be used to promote national and local initiatives with respect to sustainable travel.
- 5.2.13 The Travel Plan Coordinator will also provide residents with information regarding the Travel Plan and specific initiatives contained within it and will be the main points of contact for travel-related queries. This will include information on journeys by public transport, cycle and on foot between the development site and local amenities, including schools, off-site retail outlets, health care and leisure facilities.

5.3 Initiatives to Promote Walking

- 5.3.1 The Welcome Pack will include a map, identifying pedestrian friendly routes surrounding the site, in order to ensure that residents are aware of the facilities available to them.
- 5.3.2 Residents will be encouraged to participate in national events, such as Walk to Work Week. These events will be promoted electronically and within the Welcome Packs.
- 5.3.3 Details of local walking shops will also be provided to residents. The Travel Plan Coordinator will enter into discussions with these retailers to investigate the potential to provide discounts for residents at these stores. If secured, these details will be provided to all residents by the Travel Plan Coordinator.
- 5.3.4 It is important to recognise the potential reduction in car traffic by encouraging commuting journeys on foot. Any school and/or workplace Travel Plan initiatives relevant to the site, such as walking buses, will be promoted and residents encouraged to participate to encourage the integration of Travel Plan measures with those of nearby school and employment sites, to encourage an increase in walking journeys to and from these destinations.

5.4 Initiatives to Promote Cycling

- 5.4.1 Cycle parking will be provided at the site in line with the council's recommendations on a 1 to 1 basis. A total of 190 covered cycle parking spaces will be provided as part of the development proposals. This is considered sufficient to satisfy the current cycling demand and encourage it as a sustainable mode of access to the site.
- 5.4.2 The Welcome Pack will include information on cycle routes available between the development site and common destinations, including surrounding employment areas and local amenities. Copies of local cycling maps will be provided within the Welcome Packs and electronically. Cycle route maps are also available online at www.sustrans.org.uk/ncn/map.
- 5.4.3 Details of local cycling shops and mobile cycle repairs will be provided to residents at the site within the Welcome Packs. The Travel Plan Coordinator will also enter into discussions with local cycling retailers to investigate the potential to provide discounts. If secured, details of these discounts will be provided to residents via the Welcome Pack and electronically.
- 5.4.4 Residents will also have access to the TfGM bike and e-bike hire scheme with a stand located within the Mobility Hub development which will be promoted to residents from the outset.

5.5 Initiatives to Promote Travel by Public Transport

- 5.5.1 In the fullness of time, the intention will be for public transport information and booking facilities to be embedded within the digital platform for the Mobility Hub. In the meantime, information on the cost, timetables and services available which could be used by residents will be provided within the Welcome Pack and electronically. This will include details and links to online journey planning websites.
- 5.5.2 The availability of any public transport discount cards provided by the various local operators will be investigated and promoted at the site and residents will be encouraged to apply.

5.6 Initiatives to Promote Car Sharing

- 5.6.1 It is likely that a proportion of residents may work at locations in close proximity to one another and, as such, would be making trips to and from a common destination in the morning and evening peaks. As such, there is potential for these individuals to share their car journey with a fellow resident of the development.
- 5.6.2 All residents will be encouraged to sign up and register their journey with national online car sharing services. Enterprise Car Club and Zip Car have been engaged and these car clubs will be promoted to new residents via the digital platform and incentivised offers. It should be noted that in the England & Wales Car Club Annual Survey 2017/18 that 1 car club space = an average reduction of 6 private cars.
- 5.6.3 Residents will also have access to the dedicated Car Sharing scheme associated with The Mobility Hub development which will be promoted to residents from the outset. Turo has been approached to facilitate this offer.

5.7 Initiatives to Reduce the Need to Travel

- 5.7.1 Details of journey planning websites, such as Traveline, will be promoted at the site to make residents aware of alternative travel options and encourage them to use sustainable modes of transport to reduce single occupancy car use. To further reduce the need to travel, visitors to the site must be more closely looked at. In particular, deliveries and supplies associated with the ground floor commercial units can account for a significant proportion of trips to and from the site. As such, a policy of using local suppliers will be promoted from the earliest stages of the development, with the aim of reducing travel times for LGVs and HGVs, resulting in lower emissions.

5.8 Electric Vehicle Charging

- 5.8.1 Whilst it is acknowledged that the aim of the Framework Travel Plan is to reduce car journeys, Jersey Wharf will provide three electric vehicle charging points for the accessible bays within the development. Additional EV charging points will also be available within the Mobility Hub.

6. TRAVEL PLAN MANAGEMENT

6.1 Introduction

- 6.1.1 Key to the success of the Travel Plan is the recognition from the outset of the roles and responsibilities of those who may be involved, particularly the site's Travel Plan Coordinator, the Council's Highway Development Management Team and other sustainable travel groups.

6.2 Travel Plan Coordinator

- 6.2.1 The responsibility for managing and implementing the Travel Plan lies with the Travel Plan Coordinator. Following appointment, the contact details for the Travel Plan Coordinator will be provided to the Local Authority.

- 6.2.2 The role and responsibilities of the Travel Plan Coordinator include:

- Liaise with the Mobility Hub operator to ensure that the visibility of all alternative mobility options from the Mobility Hub are maximised.
- To implement and promote various Travel Plan initiatives at the site to promote sustainable travel.
- To promote the Travel Plan to residents.
- Monitoring the success of the Travel Plan initiatives, including undertaking and analysing travel surveys.
- Reviewing the Travel Plan's success and preparing action plans.

- 6.2.3 The Travel Plan Coordinator will be in place six months prior to the occupation and will remain in place for a period of 5 years.

- 6.2.4 At this stage, the resource requirements for the Travel Plan Coordinator are unknown. As such, in the first instance, the Travel Plan Coordinator role will be incorporated into the responsibilities of the developer, who will then be responsible for appointing the Travel Plan Coordinator, as described in the previous section. However, this will be reviewed on an annual basis and any changes to the Travel Plan Coordinator's role will be communicated to the Local Authority.

6.3 Stakeholder Engagement

- 6.3.1 Stakeholders including the Council's Highway Development Management Team and local transport operators also play an important role in the successful implementation of the Travel Plan at the site. The Council's Highway Development Management Team will be kept up-to-date with the progress of the Travel Plan through the annual monitoring reports. The Highway Development Management Team will also be approached to gain advice and support on the implementation of specific Travel Plan initiatives at the site.

- 6.3.2 The Travel Plan Coordinator will also engage with local transport operators to secure timetable information and details of any special offers and discounts available.

7. AIM, OBJECTIVES AND TARGETS

7.1 Overview

- 7.1.1 A travel plan is a long-term strategy for a site to reduce the dependence of residents on travel by private car. The aim, objectives and targets are required to provide a focus for the travel plan and to enable its success to be measured and monitored. The purpose of this section is therefore to outline the aim, objectives and targets for this travel plan.

7.2 Travel Plan Aim

- 7.2.1 The aim provides the overarching focus and end goal for the travel plan. The aim enables the overall success of the travel plan to be assessed and, as such, all travel plan initiatives should contribute towards achieving the travel plan's aim.
- 7.2.2 The overall aim of this travel plan is:
- to achieve a reduction in the number of single occupancy vehicle journeys to the site.
- 7.2.3 This will be achieved by maximizing the accessibility of the proposed development site by alternatives modes of transport to single-occupancy car and by implementing a range of travel plan initiatives.
- 7.2.4 In many respects this will also be assisted by the development's use of the Mobility Hub. In particular the delivery hub which is proposed to aggregate parcel deliveries to the hub for last mile deliver via electric vehicle.

7.3 Travel Plan Objectives

- 7.3.1 Objectives provide an overview of what the travel plan is trying to achieve. Each of the objectives outlined should contribute towards the travel plan's aim, whilst travel plan targets should help achieve the objectives of the travel plan.
- 7.3.2 As this stage, it is not possible to derive specific objectives for residents of the site which relate to daily travel patterns, given the number of unknowns. Notwithstanding, the following generic objectives have been identified which are intended to achieve current Government and local policies in respect to transport in residential developments:
- Reduce reliance on single occupancy car journeys;
 - Promote alternative modes of transport to the car;
 - Advocate means of travel that are beneficial to the health of residents at the site;
 - Minimise car travel in the area surrounding the site, therefore cutting down on associated costs (environmental, financial, health etc.); and
 - Contain car parking demand.
- 7.3.3 Travel plan guidance recognises that one or more of the above objectives may carry more weight than others, based on the individual characteristics of the site. As such, the relative importance of each of these objectives will be reviewed as part of the development of the full travel plan at the site.

7.4 Travel Plan Targets

- 7.4.1 Specific targets will be set for the site using the results of the initial travel survey, which will provide the baseline travel behaviour of residents. These will allow mode share targets to be established for the site. A summary of the findings of the initial travel survey will be available within three months of completion of the survey.
- 7.4.2 Targets should reflect the size and nature of the development, along with the existing sustainable transport infrastructure available close to the site. This information is provided earlier within this report, in sections 2 and 4.
- 7.4.3 Travel plan guidance recommends that 'SMART' targets are set, which are:
- Specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time-bound.
- 7.4.4 Once the results of the travel survey are known, accurate targets can be set for the travel plan. These targets will be agreed with the council as part of the full travel plan's development and will be inputted into the Council's database to ensure effective ongoing monitoring.
- 7.4.5 At this stage, indicative targets have been set to ensure that there is a commitment from the developer to achieve a reduction in the number of single occupancy car trips to and from the site. The targets will be revised once the results of the travel surveys are known. For the lifetime of the development, the aim is to achieve a reduction in the number of single occupancy vehicle journeys by implementing a range of initiatives.
- 7.4.6 **Table 7.1** presents the indicative travel mode targets for the site. These targets are consistent with the Travel Plan objectives and the 2011 travel to work census data and are provided below.

Table 7.1: Travel Plan Targets

Mode	Percentage	Target
On foot	30%	32%
Driving a car or van	29%	27%
Bus, minibus or coach	18%	19%
Train	6%	6%
Work mainly at or from home	5%	5%
Bicycle	3%	4%
Passenger in a car or van	3%	2%
Underground, metro, light rail, tram	3%	5%
Taxi	1%	0%
Motorcycle, scooter or moped	0%	0%
Other method of travel to work	0%	0%
Total	100%	100%

- 7.4.7 These targets aim to be achieved within the first five years of occupation of the site. Should the targets be achieved earlier than five years, the level of single occupancy car journeys may be maintained at this level or reduced further by an agreed percentage each year thereafter.
- 7.4.8 A Travel Plan is not a one-off event but it is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will be reflected in the development and implementation of the Travel Plan. This monitoring process may include repeat surveys after one year of the initial survey being completed, and then every year during the same week each year for a maximum of five years.
- 7.4.9 Following completion of the initial survey, unrealistic targets will be replaced with ones that are more realistic and encourage (rather than discourage) those responsible for trying to achieve targets.
- 7.4.10 Residents will be invited to participate in the annual snapshot travel survey to be undertaken each year to identify progress made and to determine what actions, if any, are necessary to ensure targets are met.
- 7.4.11 The Mobility Hub operator will be fully appraised on the results of the travel plan in order to ensure they are able to target their offer as well as possible to meet the needs of the neighbourhood.

7.5 Monitoring

- 7.5.1 As previously identified, annual travel surveys of all users of the development will be carried out on an annual basis for a maximum of 5 years. These surveys may include observation surveys to establish the usage of the parking and cycle facilities.
- 7.5.2 All survey data will be submitted to the LPA within 3 months of the survey being completed for comparison against agreed targets. Following completion and analysis of the monitoring surveys, a monitoring report will be submitted to the LPA identifying whether the agreed targets have been met. If they haven't, the monitoring report will strive to identify what actions and additional Travel Plan initiatives are to be taken to rectify this situation.
- 7.5.3 The reports may also review the progress that has been achieved in implementing measures against modal shift targets over the preceding twelve-month period. Any progress made will be reported to the Council's Highway Development Management Team and public transport operators where applicable.
- 7.5.4 The Travel Plans will then be reviewed as appropriate and any further actions identified to progress and, if necessary, improve the action plan to meet objectives.

7.6 Travel Surveys

- 7.6.1 An initial travel survey questionnaire will be undertaken with residents, following 40% occupation to allow for a sufficiently large sample size. This survey will be used to ascertain the current travel behaviour of at the site, as well as the reasons for modal choices and opinions towards alternative modes of transport, including those available at the Mobility Hub.
- 7.6.2 To maximise the response rate, the travel survey will be made available both in electronic and paper format. Paper copies of the survey will be sent to all residents, with a link provided to the electronic copy of the survey.
- 7.6.3 Having completed the initial survey, repeat annual surveys will be carried out at the same time of year as the initial survey. These will aim to gather information on any changes in mode choice since the previous survey was undertaken and the reason(s) for these changes.
- 7.6.4 To encourage participation in future year's surveys, it may be necessary to offer an incentive such as a prize draw to win shopping vouchers. Details of the prize draw will be provided to all residents to encourage participation in the survey.
- 7.6.5 Prior to undertaking the initial survey, a copy of the survey will be sent to the Council's Highway Development Management Team to gain agreement on the format and structure of the survey. Once agreed, this travel survey will provide a standardised approach to travel surveys at the site. The use of a standard travel survey will enable a like-for-like comparison to be made between consecutive years travel surveys.
- 7.6.6 The results of the residential travel survey will be passed to the Council's Highway Development Management Team within 3 months of completion of the survey. This data could also be used to convert the green transport policies into an action plan, with set targets to achieve each year.

8. TRAVEL ACTION PLAN AND MARKETING STRATEGY

8.1 Residential Action Plans

- 8.1.1 The purpose of this document is to develop and deliver a Residential Travel Plan (RTP) for submission to the Local Planning Authority. Thereafter, at every annual anniversary following completion of the initial survey, the Travel Plan will be reviewed in co-operation with the Council's Highway Development Management Team and an Annual Action Plan prepared and agreed.
- 8.1.2 The action plan will be developed based on the results of the travel survey. The most popular initiatives, as identified through the travel survey, will be implemented first at the site. This will ensure that maximum benefits are achieved through the implementation of the most popular initiatives at the site.
- 8.1.3 The Action Plan will contain an annual programme of measures designed to help achieve the Travel Plan targets on travel modal share. It sets out the tasks involved, the people responsible and dates by which the measures may be achieved over the next 12 months.

8.2 Marketing Strategy

- 8.2.1 Council's Travel Plan Teams are typically able to provide posters, leaflets and timetables which can be distributed to all residents electronically. The Travel Plan Coordinator will contact Manchester City Council and their Travel Plan Team in the first instance to investigate the opportunities to secure this information for use at the site. Should this information not be available, posters and other promotional materials will be developed in-house to promote the travel plan.
- 8.2.2 Residents of the development will be provided with information on how to access the site by public transport. Promotion of all modes of transport will initially be provided through the Welcome Pack and electronically including via the digital platform associated with the Mobility Hub. Where possible, written materials (e.g. timetables and maps) will be gained from the Council.

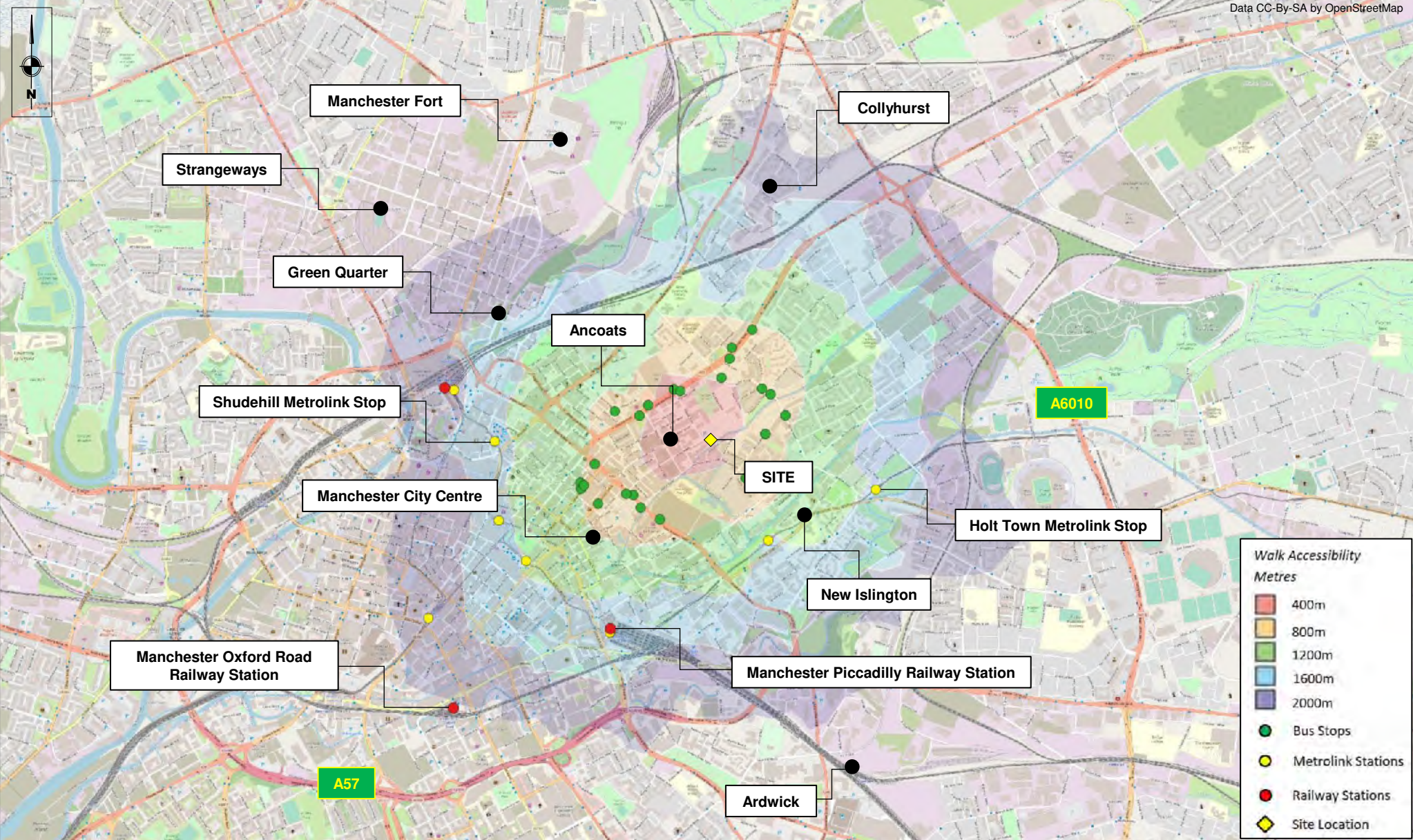
8.3 Evaluation and Review

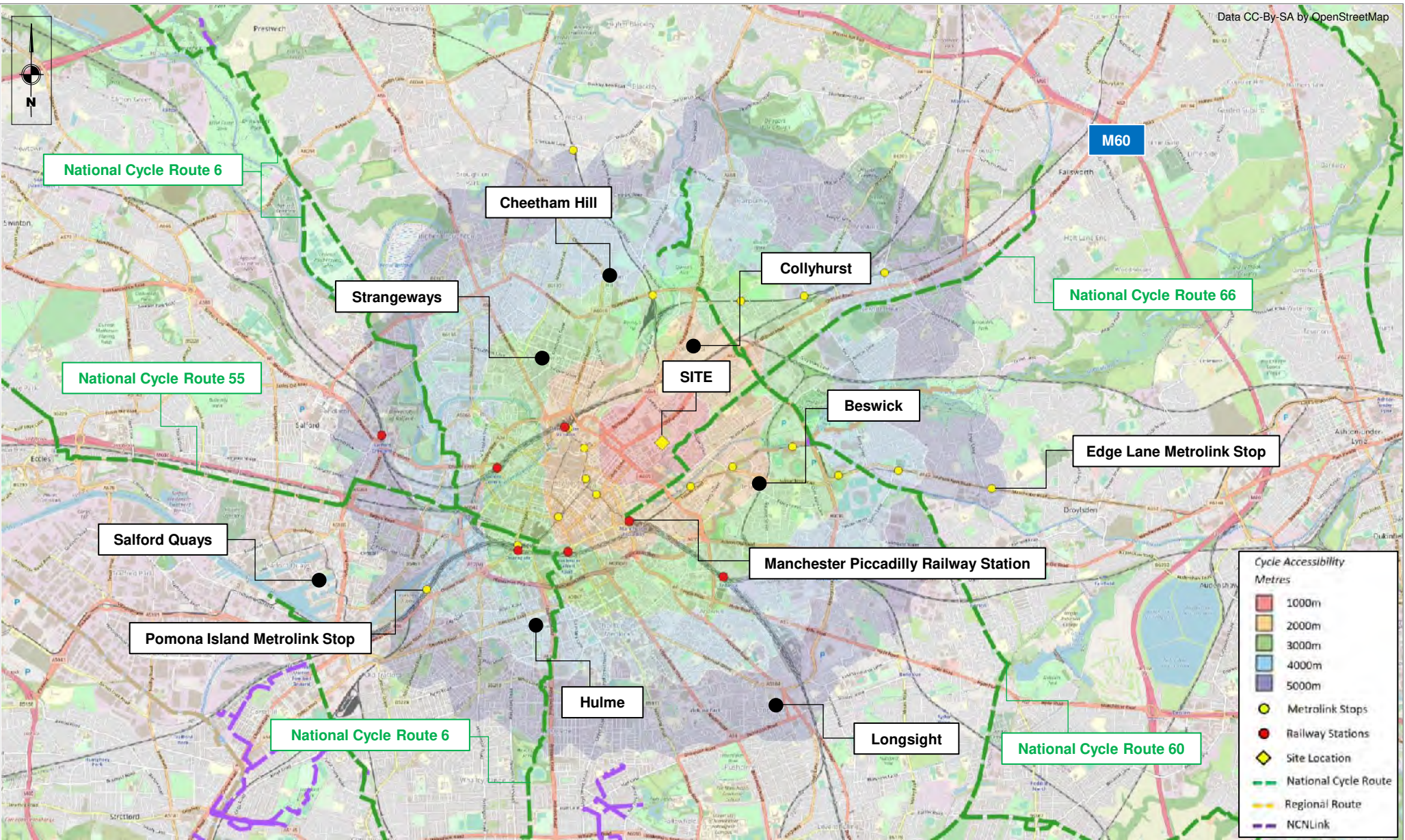
- 8.3.1 This Travel Plan has been prepared in accordance with current guidance and transport policy. The objective of the Travel Plan is to identify and introduce a package of measures to promote sustainable travel choices and reduce reliance on the car.
- 8.3.2 The monitoring of the Travel Plan will be used to provide information on people's travel patterns and to identify the measures that would be the most effective in facilitating a reduction in car usage and an increase in the use of public transport, walking and cycling.
- 8.3.3 The Travel Plan is an active document which may be reviewed on a regular basis to ensure it reflects current opportunities and local circumstances. The review of the Travel Plan will take place annually following completion of the travel survey, in conjunction with the Council's Highway Development Management Team. A copy of the agreed, revised Travel Plan will be submitted to the Council.
- 8.3.4 An outline action plan for the production and ongoing monitoring and review of the Travel Plan has been produced, which details the key elements of the process and the approximate timescales which is shown in **Table 8.1**.

Table 8.1: Travel Plan Action Plan

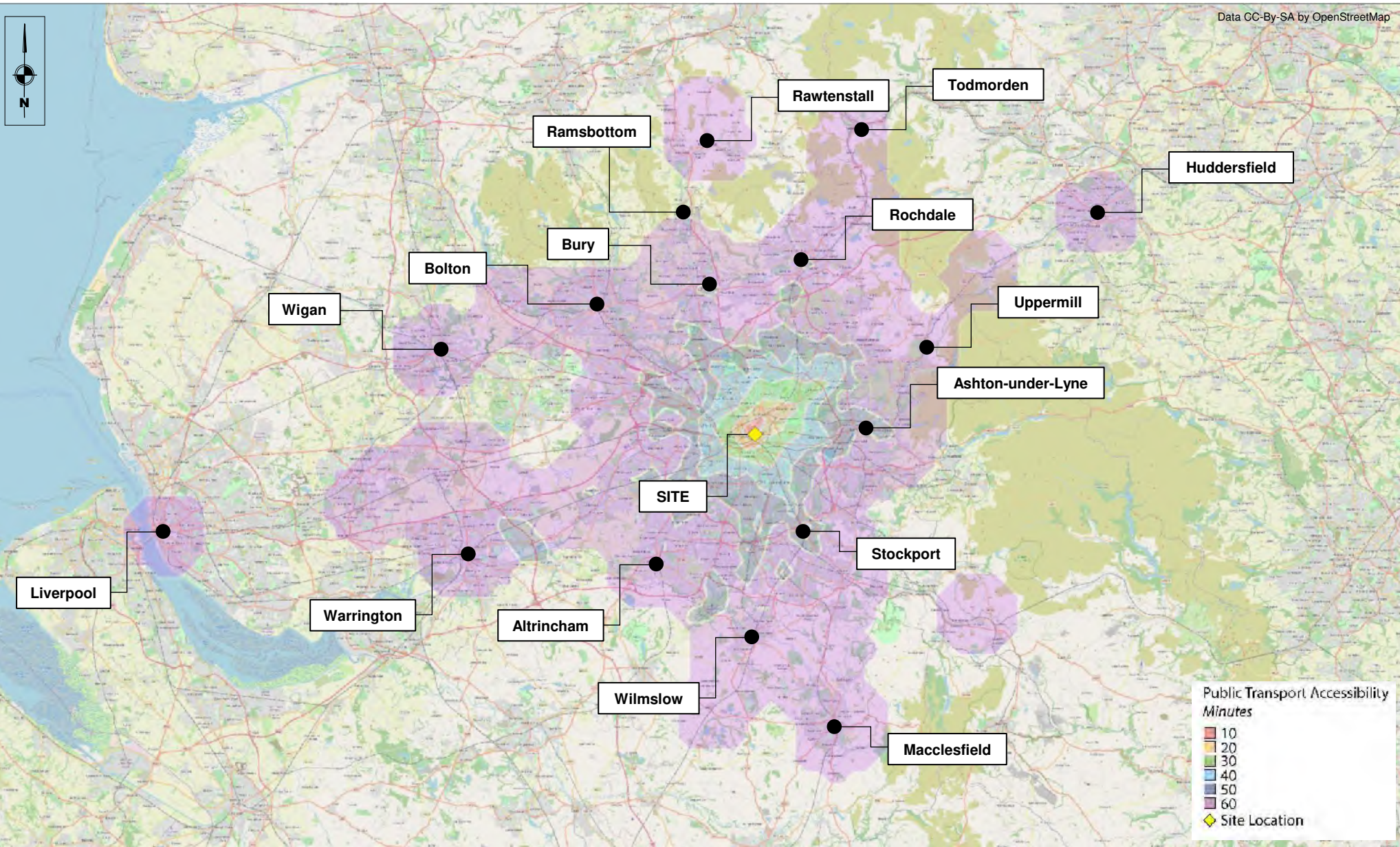
Action	Timescale
Develop a travel Welcome Pack	Within 3 months of occupation. Updated on a regular basis.
Undertake travel survey	Upon occupation of the site.
Produce baseline travel information	3 months after initial travel survey
Develop full Travel Plan in consultation with the Council	4 months after initial travel survey
Finalise and adopt Travel Plan	6 months after initial travel survey
Implement Travel Plan initiatives	On-going, following adoption of the Travel Plan
Monitor success of Travel Plan actions and progress towards targets. Amend Travel Plan, if necessary	On-going, following adoption of the Travel Plan
Undertake travel survey to measure the success of Travel Plan and discuss findings with the Council. Review Travel Plan and amend, if necessary	On-going, every 12 months following adoption of the Travel Plan after full occupation (up to a period of 5 years)

Appendix A Accessibility Figures





	Project Title	Drawing Title	Job Number	By	Rev	Description	Date	By	Drawing No.
	Manchester Life, Plot B	Accessibility: 5km Cycling Catchment	C16481	SG	-	-	-	-	APPENDIX B
			Date	Checked	-	-	-	-	
			30.09.2020	SG	-	-	-	-	
			Scale	Status	-	-	-	-	Figure
			NTS	-	-	-	-	-	2



Project Title

Manchester Life, Plot B

Drawing Title

Accessibility: 60minute Public
Transport Catchment

Job Number

C16481

By

SG

Rev

Description

Date

By

Drawing No.

APPENDIX B

Date

30.09.2020

Checked

SD

Scale

NTS

Status

-

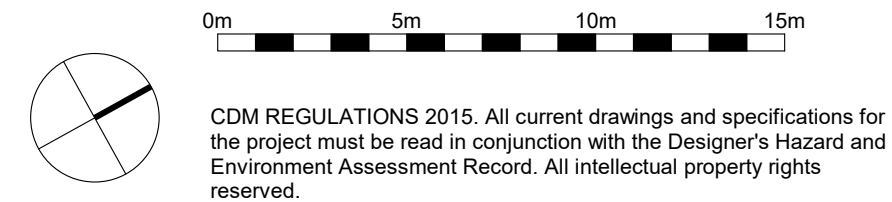
Figure

3

Appendix B Proposed Site Layout Plan



- SITE BOUNDARY
- ELECTRIC CABLE
- SEWER LINE



CDM REGULATIONS 2015. All current drawings and specifications for the project must be read in conjunction with the Designer's Hazard and Environment Assessment Record. All intellectual property rights reserved.

Rev	Date	Description
A	29.04.2022	Issued for planning

Dwn	Ckd	Drawn	SK
SK	AH	Checked	AH
		Date	11/15/21
		Scale @ A1	1 : 200

Jersey Wharf - Ancoats
(BA9225)
Proposed Ground Floor Plan

Project	Origin	Volume	Level	Type	Role	Number
JWA - PRP - A1 -	GR - DR - A -	002100				
Revision	Status					
A -	PLANNING ISSUE -					

