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BRAZENNOSE HOUSE

INTERIM TRAVEL PLAN

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APPENDIX 1

1. INTRODUCTION

Ramboll has been commissioned by Marshall Construction (West Yorkshire) Ltd to produce an Interim Travel Plan for an office redevelopment, Brazennose House, in Manchester M2 5AS.

A previous Transport Statement (WSP, March 2016) and Framework Travel Plan (WSP, March 2016) was produced to support the previous planning application (111805/FO/2016/C1) this interim Travel Plan is required to discharge the following planning condition:

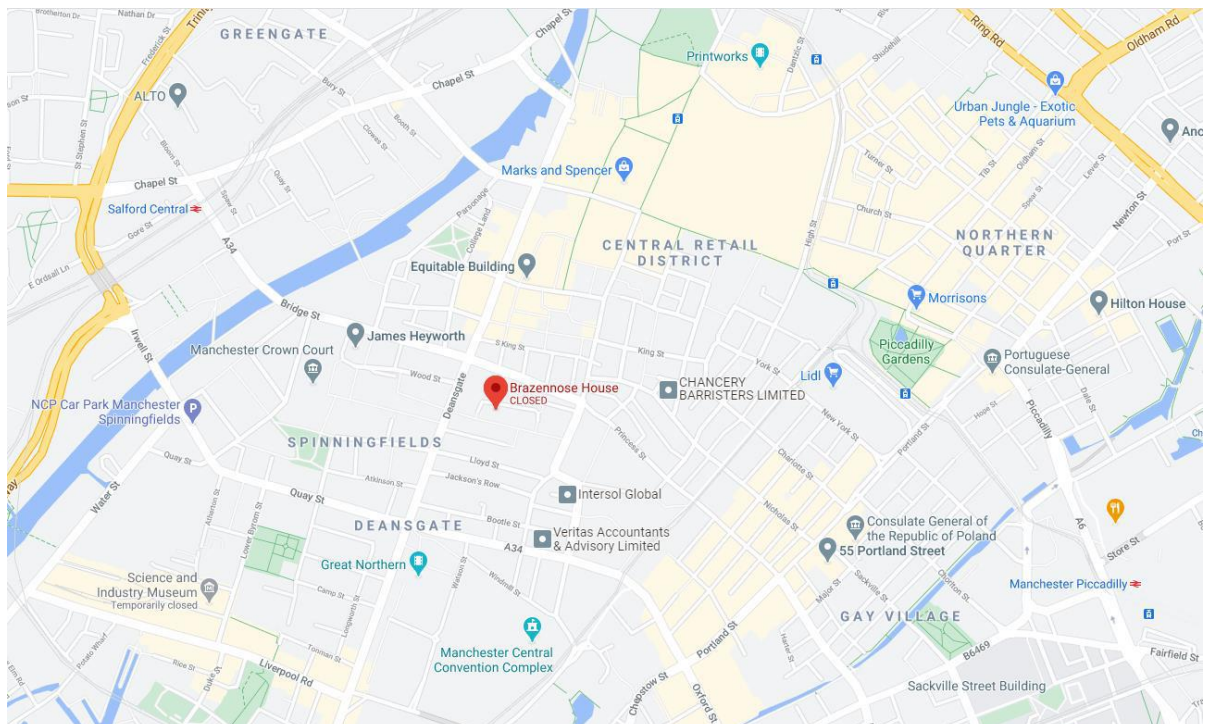
Before first occupation of any part of the development, a Travel Plan including details of how the plan will be funded, implemented and monitored for effectiveness, shall be submitted to and approved in writing by the City Council as local planning authority. The strategy shall outline procedures and policies that the developer and occupants of the site will adopt to secure the objectives of the overall site's Travel Plan Strategy. Additionally, the strategy shall outline the monitoring procedures and review mechanisms that are to be put in place to ensure that the strategy and its implementation remain effective.

The results of the monitoring and review processes shall be submitted in writing to the local planning authority and any measures that are identified that can improve the effectiveness of the Travel Plan Strategy shall be adopted and implemented.

The redevelopment encompasses 9,514sqm (NIA) of office and retail use over ground and six upper floors, with a basement car park which is to provide approximately 37 car parking spaces (including two disabled car parking spaces), 50 cycle parking spaces and 5 showers.

The site is bound by Mulberry Street to the north and by Brazennose Street to the south as can be seen in Figure 1.1.

Figure 1.1 Site Location



1.1 Travel Plan Purpose

The purpose of a Travel Plan is to present sustainable travel choices to and from the proposed development in order to encourage sustainable travel and reduce the single occupancy car journeys to/from work.

A Travel Plan can help reach these goals by setting out a package of measures to encourage site occupants to find alternatives to single occupancy car journeys. An ITP is appropriate where the exact occupants of the proposed development are currently unknown. An Interim Travel Plan, therefore, identifies as far as possible an action plan of measures and includes a commitment to prepare an approved 'full' Travel Plan at an appropriate time.

1.2 Document Structure

The structure of this Interim Travel Plan is as follows:

- **Chapter 2 – Proposed Development** – provides details including physical measures built-in to the site which will facilitate sustainable travel choices;
- **Chapter 3 – Policy and Guidance Review** – reviews documents relevant to Travel Planning;
- **Chapter 4 – Accessibility and Existing Conditions** – provides an audit of current site accessibility;
- **Chapter 5 – Travel Surveys** – sets out an agenda for travel surveys of site occupants;
- **Chapter 6 – Aims, Objectives, Targets and Indicators** – sets out the Interim Travel Plan aims and objectives, and provides details of the targets and indicators against which the effectiveness of the Interim Travel Plan will be measured;
- **Chapter 7 – Management, Monitoring and Review Strategy** – provides details of the management, monitoring and review strategy for ongoing implementation of the Interim Travel Plan, including appointment of a Travel Plan Co-ordinator;
- **Chapter 8 – Measures** – details the specific package of Interim Travel Plan measures proposed, including the marketing strategy which will ensure early and continuous awareness of the measures to staff and visitors; and
- **Chapter 9 – Action Plan and Summary** – summarises the Interim Travel Plan Action Plan, including commitments to continued development of Plan. Actions are timebound, with specific trigger points and/or deadlines as appropriate.

2. PROPOSED DEVELOPMENT

2.1 Description of Development

The proposed redevelopment encompasses 9,514sqm (NIA) of office and retail use over ground and six upper floors, with a basement car park which is to provide approximately 37 car parking spaces (including two disabled car parking spaces), 50 cycle parking spaces and 5 showers. An area schedule for the development can be seen in Appendix 1.

2.1.1 Car Parking Provision

All proposed car park spaces in the basement car park will be designated for use to specific tenants of the building.

2.1.2 Cycle Parking

Cycle parking is located within the basement car park. The following facilities are available:

- 50 cycle spaces
- 56 lockers
- Accessible WC and shower
- 5 self-contained showers and changing cubicles
- Drying area for equipment

2.1.3 Vehicular Access

Access to the proposed basement car park is taken from the same location as the existing car park via Mulberry Street in the vicinity of it's junction with Ridgefield, which is located to the south of John Dalton Street.

Entry to the basement car park will be provided by a secured ramp access. The ramp will be signal controlled and allow for only one direction of traffic to enter/ exit the car park at any one time.

2.1.4 Cycle Access

Cycle Access and facilities will also be accessed via the car park and ramp with a direct connection to the main reception and upper floors via the lifts and stair core.

2.1.5 Pedestrian Access

Pedestrians will gain access to the building via ground floor entrances on Mulberry Street and Brazennose Street.

3. POLICY AND GUIDANCE REVIEW

This section considers the policy context of the proposed development, specifically regarding Travel Plans.

The following documents are reviewed:

- The National Planning Policy Framework (February 2019);
- Greater Manchester Transport Strategy 2040;
- Guide to Development in Manchester Supplementary Planning Document and Planning Guidance adopted April 2007; and
- Manchester Zero Carbon Framework 2020-38 (Draft).

3.1 The National Planning Policy Framework (February 2019)

At national level, the key relevant policy consideration is the National Planning Policy Framework (NPPF), published in February 2019. It sets out the Government's planning policies for England and how these are expected to be applied. The NPPF constitutes guidance for local planning authorities and decision-makers both in drawing up plans and as a material consideration in determining applications.

Paragraph 111 of the NPPF states that all developments which generate significant amounts of movement should be required to provide a Travel Plan, to ensure that developments are designed where practical to:

- Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- Accommodate the efficient delivery of goods and supplies;
- Create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones; and
- Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

3.2 Greater Manchester Transport Strategy 2040

This document sets out Greater Manchester's Transport Strategy for 2016 to 2040 with the Vision to have, *"World class connections that support long-term sustainable economic growth and access to opportunity for all"*.

This document contains details how the Vision will be achieved, including the interventions that will be brought forward in the short, medium and long term.

3.3 Guide to Development in Manchester Supplementary Planning Document and Planning Guidance adopted April 2007

This Supplementary Planning Document (SPD) sets out the requirement for Travel Plans in line with PPG13.

3.4 Manchester Zero Carbon Framework 2020-38 (Draft)

The Manchester Climate Change Board submitted a proposal to Manchester City Council setting out what the city needs to do to make its full contribution to the Paris Agreement.

The Tyndall Centre's analysis recommends that Manchester should adopt the following Science Based targets:

- Only emit a maximum of 15m tonnes CO₂ during the period 2018-2100 (our 'carbon budget');
- Reduce CO₂ emissions by 13%-year-on-year, starting from 2018; and
- Become a zero carbon city by 2038.

3.5 Summary

The policies and guidance reviewed focus on the importance of encouraging the use of sustainable transport modes. This Interim Travel Plan accordingly aspires to meet this aim.

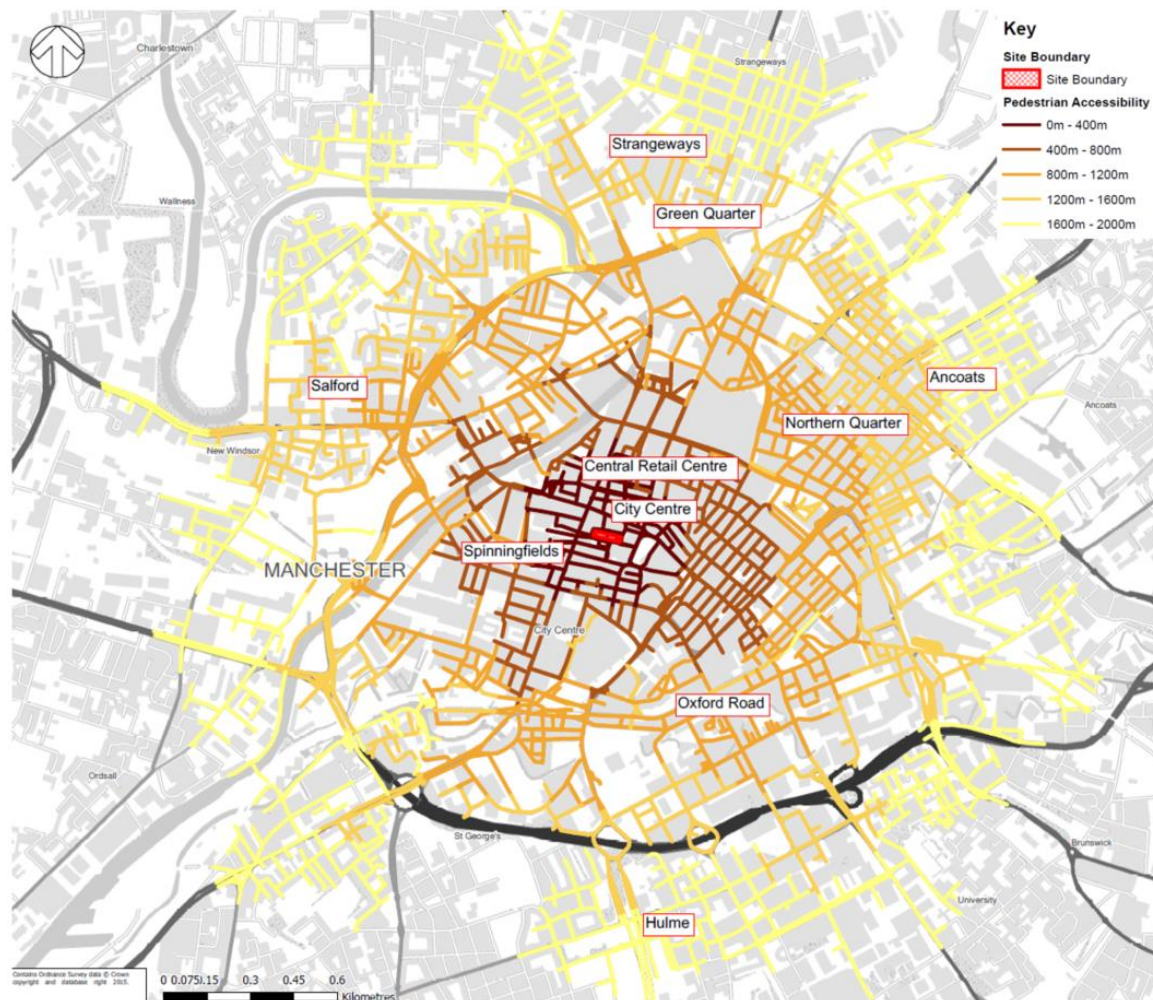
4. ACCESSIBILITY AND EXISTING CONDITIONS

4.1.1 Pedestrian Accessibility

The Institution for Highways & Transportation (IHT) publication 'Guidelines for Providing for Journeys on Foot' outlines that the preferred maximum walking distance for commuting from a origin point by persons without a mobility impairment is 2000m. With an average walking speed of 84m / minute, 2000m constitutes a 24 minute walk. The pedestrian accessibility isochrone shown in Figure 4.1 illustrates the areas surrounding the site which are within a 2000m/ 24 minute walk.

Within the immediate vicinity of Brazennose House there are a range of pedestrian facilities to facilitate safe walking, including pedestrian signage at either end of Brazennose Street, pedestrian crossing facilities on Deansgate and Albert Square and a public realm area on Albert Square in front of the town hall.

Figure 4.1 Pedestrian Accessibility



Source: Brazennose House Transport Statement (WSP, March 2016)

The following key areas are within a 2000m walk of the site:

- Manchester City Centre

- Central Retail Centre
- Spinningfields
- Oxford Road
- Hulme
- Salford
- Northern Quarter
- Ancoats
- Green Quarter
- Strangeways

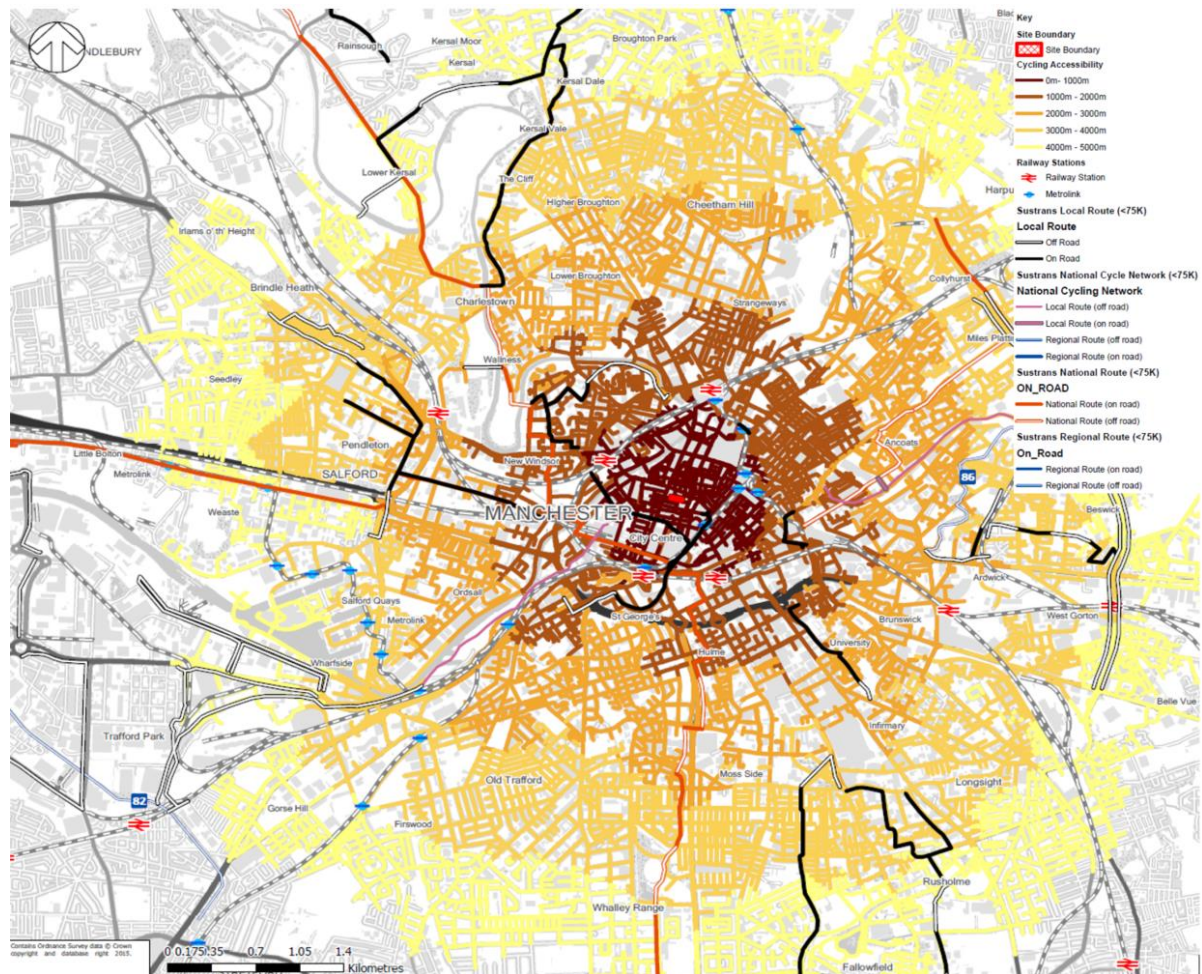
4.1.2 Cycling Access

An acceptable cycling distance is considered to be up to 5km, the PPG13 states that:

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

Whilst the PPG13 has been superseded by the NPPF the identified acceptable 5km cycling distance is still considered applicable in the absence of any updated guidance. With an average cycling speed of 208m per minute, 5000m constitutes a 24 minute cycle. The cycle isochrone shown in Figure 4.2 illustrates the area surrounding the site which is within a 5000m/ 24 minute cycle and also demonstrates the proximity of national, regional and local cycle routes to the site.

Figure 4.2 Cycle Accessibility



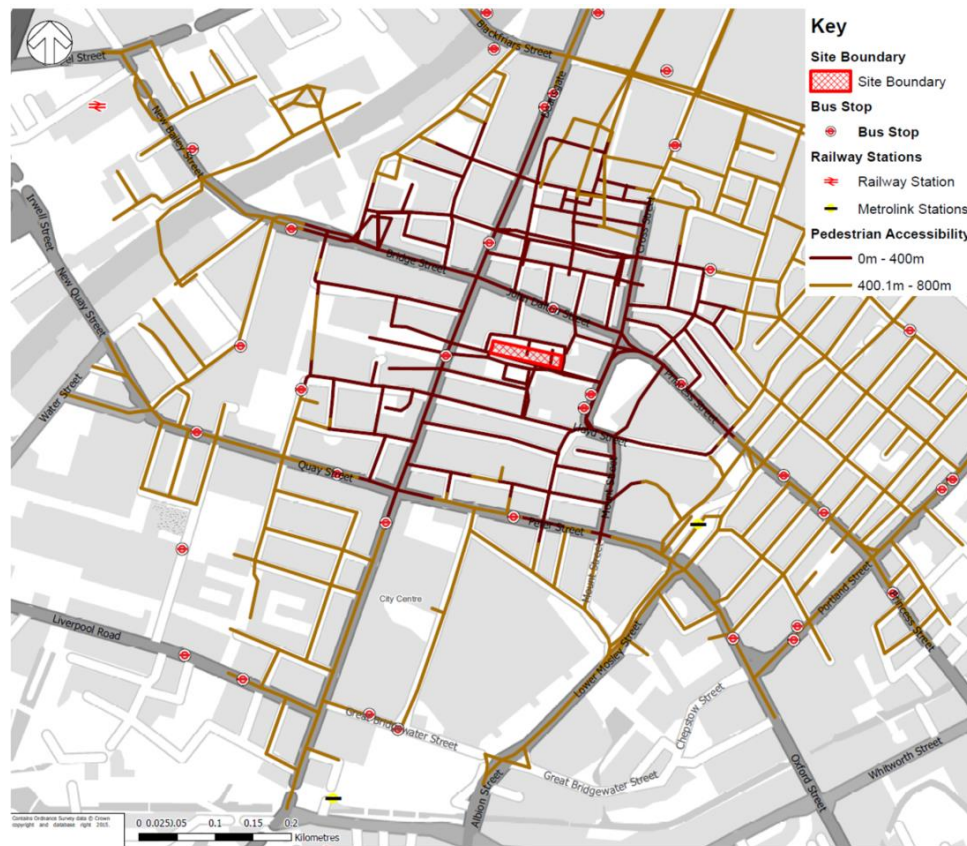
Source: Brazennose House Transport Statement (WSP, March 2016)

4.2 Public Transport

4.2.1 Bus Services

Guidance published by the IHT 'Planning for Public Transport in Developments' (1999) recommends that the maximum walking distance to a bus stop should be 400 metres, equating to an approximate five minute walk.

As can be seen in Figure 4.3 a number of bus stops are located within 400m of the site on A56 Deansgate, John Dalton Street and A6042 Albert Square. The services which can be accessed from these stops to key destinations can be seen in Table 4.1, 4.2 and 4.3.

Figure 4.3 Public Transport Accessibility**Table 4.1 Bus Services Accessible on A56 Deansgate**

Service	Route	Frequency (Mon-Fri)
Metroshuttle 1	Piccadilly Station – St Mary Gate- Spinningfields- Salford Central Station- Spinningfields- Piccadilly Station	6 per hour
Metroshuttle 3	Piccadilly Station – Oxford Road Rail Station- Deansgate Castlefield Metrolink Station- Spinningfields- Victoria Station- Shudehill Interchange- Piccadilly Station	3 per hour (evening service)

Metroshuttle 1 and 3 are free bus services that both operate from the A56 Deansgate bus stop.

Table 4.2 Bus Services Accessible on John Dalton Street

Service	Route	Frequency (Mon-Fri)
8	Bolton - Farnworth - Pendlebury - Salford - Shudehill	Every 12 mins during 7am-6pm
34	Bryn - Golborne - Leigh - Salford - Piccadilly Gardens	Approx. 2 every hour
34A	Worsley - Eccles - Pendleton - Salford - Piccadilly Gardens	Approx. 4 per hour during peak hours
36	Bolton - Great Lever - Peel - Salford - Piccadilly Gardens	Every 12 mins during 7am-6pm
37	Bolton - Farnworth - Swinton - Salford - Piccadilly Gardens	Every 12 mins during 5am-5:30pm
38	Logistics North - Swinton - Salford - Piccadilly Gardens	5 per hour
50	East Didsbury - Burnage - Birchfields - Salford - The Lowry	Every 10 mins
51	East Didsbury - Burnage - Birchfields - Salford - The Lowry	5 per day

Table 4.3 Bus Services Accessible on A6042 Albert Square

Service	Route	Frequency (Mon-Fri)
X58	The Trafford Centre - Trafford Park - Piccadilly Gardens	Every 10 mins during 7:30am-9:15pm

4.2.2 Metrolink

St Peter's Square Metrolink Stop is approximately 450m from the site. The routes which can be accessed from this stop to key destinations can be seen in Table 4.4.

Table 4.4 St Pater's Square Metrolink Services

Service	Monday-Friday
Altrincham – Bury	06:00 to 19:00 every 10 minutes 19:00 to 00:00 every 20 minutes
Ashton-under-Lyne – MediaCityUK	
Ashton-under-Lyne – Eccles	
Altrincham – Piccadilly	
Manchester Airport – Victoria	
East Didsbury – Shaw and Crompton	
East Didsbury – Rochdale Town Centre	

4.2.3 Trains

Salford Central Railway Station is located approximately 2000m northwest of the site. The destinations and frequencies of the rail services accessible from this station are detailed in Table 4.5.

Table 4.5 Train Services Accessibility from Salford Central Railway Station

Destination	Frequency
Manchester Victoria	5 per hour
Bolton	4 per hour
Wigan Wallgate	2 per hour
Blackpool North	1 every 2 hours
Southport	Approx. 4 per hour
Leeds	1 per hour

An extensive range of destinations can be reached from Manchester Victoria including direct services to Blackburn, Newcastle, Huddersfield, Leeds, York and Liverpool Lime Street.

5. TRAVEL SURVEYS

5.1 Background

It is proposed that an initial survey of permanent site occupants should be carried out within 3 months of the proposed development beginning operations. The survey will also need to be taken during term time in order to be representative of the usual travel activities of staff to the development. This balances the requirement to acquire survey data as soon as possible with the need for the survey to be carried out during a representative period¹.

5.2 Travel Surveys Specification

The travel surveys are expected to be in the form of questionnaires for staff. The questionnaire will offer multi-choice responses to record information concerning demographics, disabilities (if any), daily travel commitments and mode choices. The questionnaire will be fully accessible in a variety of media, version types and delivery/completion formats to ensure all staff are able to take part. Entry into a prize draw could be offered as an incentive to participate, to help achieve a high response rate. The travel survey should, as a minimum, collect information on each respondent's:

- Origin point/destination point;
- Main mode of travel to/from the site;
- Distance travelled;
- Usual arrival/departure times; and
- Attitudes to travel (e.g. reasons for travel choices, willingness to consider sustainable modes).

5.3 Follow-up Actions and Repeat Surveys

Following the initial survey, the 'full' Travel Plan should be produced within 3 months.

A travel survey of all site users should be carried out every 12 months thereafter, as a means of regularly updating the Travel Plan. The annual surveys will be undertaken at similar times of the year, to ensure comparable data as far as practicable.

¹ In line with UK Department for Transport guidance on surveys 'neutral', or representative, periods are usually Mondays to Thursdays, avoiding holiday periods, school holidays and other abnormal traffic periods. Recommended periods are late March and April (excluding Easter), May (excluding Bank Holiday weekends), June, September (excluding return to school weeks) and October.

6. AIMS, OBJECTIVES AND TARGETS

6.1 Travel Plan Aim

The primary purpose of the Interim Travel Plan is to promote and make available to staff sustainable travel choices to and from the site.

6.2 Travel Plan Objectives

This aim is to be achieved through the following objectives:

1. Ensuring good accessibility to the site by non-car modes;
2. Actively promoting non-car travel choices, through facilities and information provision within the development and incentives for new occupants;
3. Marketing and raising awareness of the Travel Plan and its purpose; and
4. To reduce the number of private car journeys.

6.3 Travel Plan Targets

The targets for this Interim Travel Plan link to the aims and objectives of the Plan and provide a measure of how well they are being achieved.

To enable monitoring of progress against the objectives, SMART targets have been defined. SMART targets are Specific, Measurable, Achievable, Realistic and Time bound.

Targets are put forward prior to occupation of the development and actual travel behaviour information becoming available to inform the target setting process. Targets, proposed measures and actions will, therefore, be reviewed after the initial surveys. As described above, surveys should be undertaken within 3 months of the development beginning operations. A 'full' Travel Plan, including updated targets, measures and actions, should be produced within 3 months of the initial surveys. Further reviews should then be undertaken annually.

The targets presented here should, therefore, be seen as preliminary targets to be aligned more closely with the specific requirements of the site as it becomes occupied. It will be important to check, at the first and subsequent reviews, that the targets are achievable yet stretching.

The following preliminary targets, shown in Table 6.1 and linked to the objectives stated above.

Table 6.1 – Travel Plan Targets

Target Number	Target
1	Decrease in the proportion of staff trips made to/from site by single occupancy car journey compared to, and within one year from, the initial travel survey.
2	Increase in the proportion of staff trips made to/from site by walking and cycling compared to, and within one year from, the initial travel survey.

7. MANAGEMENT, MONITORING AND REVIEW STRATEGY

To remain fit for purpose and ensure its long-term sustainability, the Interim Travel Plan will be managed by a nominated Travel Plan Coordinator (TPC).

A programme of monitoring and review will be implemented to generate information by which the success of the Interim Travel Plan will be evaluated. This will help to establish whether the agreed objectives and targets are being met. Monitoring and review will be the responsibility of the TPC.

7.1 Travel Plan Co-ordinator

To ensure site wide adoption of the Travel Plan, a permanent TPC should be appointed by the site occupier, ideally prior to first occupation of the site. Organisations can employ a person specifically for the role or, more usually, assign an existing employee usually someone with an interest in sustainable transport.

The responsibilities of the TPC should be written into the job description of the appropriate role, to ensure continuation of the role when staff turnover occurs.

The TPC will be responsible for the implementation and monitoring of the schemes defined within this document, in accordance with the stated timescales.

The TPC will become the source of advice on a range of transport issues ranging from local bus routes and times, to local cycle routes as well as personal travel planning for staff wanting to use alternative travel modes. Additionally, the TPC will be able to administer initiatives such as a car share scheme. A primary role, however, will be that of promoting alternative and sustainable travel amongst staff, as well as talking to site users about how transport facilities can be enhanced.

The TPC should work closely with MCC and hold meetings to agree strategies and solutions for ensuring the success of the Travel Plan. The TPC will liaise with staff on a wide range of common travel related issues both on and off-site such as cycle facilities, altered bus routes or cycle path maintenance.

Further specific duties of the role include:

- Liaising with stakeholders;
- Organising travel surveys;
- Organising collective meetings for the purpose of reporting information;
- Producing marketing material for the site users;
- Detailing the Travel Plan processes to site users;
- Establishing the individual measures;
- Monitoring the implementation of the Travel Plan;
- Reviewing the Travel Plan; and
- Answering site users' questions on transport as they arise.

Administration of the Travel Plan will involve the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties are permanent and regular updates of the Travel Plan document are part of the role.

A programme of monitoring and review would be implemented to generate information by which the success of the Travel Plan can be evaluated. Monitoring and review will be the responsibility of the TPC.

7.2 Travel Plan User Group

A Travel Plan User Group will be set up by the TPC. This will be composed of staff and stakeholder representatives who will be invited to attend meetings of the User Group as required. This group will inform and action the continued development and monitoring of the Travel Plan through the regular review process, bring to light concerns, views and issues regarding travel and consider possible improvements to the Travel Plan.

The purpose of meetings of this group, to be held at least biannually (including prior to any reviews), will be to:

- Discuss the effectiveness of the Travel Plan and possible ways of improving its deliverability as required;
- Consider progress towards achieving targets;
- Generate discussion about new or extended measures and initiatives, to help achieve the agreed targets; and
- Provide an opportunity to discuss transport related issues that might be addressed through the Travel Plan.

7.3 Monitoring

The TPC will be responsible for monitoring the Travel Plan and travel survey results on an annual basis.

Analysis of travel survey results will indicate whether the measures and incentives introduced are achieving the required targets or if sustainability objectives are not being met.

Where targets are not being achieved, new research will be introduced to identify why the targets are not being met and what further action is required to reach the targets. The measures and incentives can be reviewed and adjusted accordingly as well as the potential introduction of new initiatives managed through the Travel Plan.

The Monitoring Reports will, in effect, inform the updated Action Plan to the Travel Plan.

Key points arising from travel surveys and Travel Plan review will be communicated to site occupants via information boards in foyers/communal areas and the Travel Plan User Group.

7.4 Review

The Travel Plan will be reviewed every year by the TPC or sooner should significant changes occur to the site, occupation or travel mode options.

8. MEASURES

This section outlines measures which will be implemented throughout the site in order to achieve the Travel Plan objectives identified.

8.1 'Hard' Measures

Physical aspects of the scheme design will influence the travel patterns of staff and visitors from the outset. Measures incorporated into the design of the proposed development include:

- Safe, secure and convenient staff cycle parking and shower and locker facilities; and
- Notice boards for travel information in foyers or other communal areas where practicable.

It should be noted that the 'hard' measures listed above will be implemented during construction, ie prior to occupation and prior to commencement of site operations, funded by the developer.

8.2 'Soft' Measures

Further 'non-physical' measures to be put into operation could include:

- Promotion of sustainable access modes in event literature/marketing;
- Provision of puncture repair kits/cycle maintenance training;
- Provision of up-to-date travel information on notice boards and intranet sites;
- Look into establishing an overall travel carbon emissions baseline;
- Promote videoconferencing as a sustainable and viable alternative option to travel;
- Work with local and regional transport bodies and operators to improve public transport access and viability for staff and visitors;
- Provide an in-house personalised travel planning assistance service;
- Explore options to offer financial incentives or interest free loans towards bicycle purchase or bus and rail tickets;
- Set up a Bike User Group, arrange adult cycling courses and cycle repair workshops; and
- Promote national and local travel schemes and events such as Walk to Work Day, World Car Free day, etc.

Implementation of each of these 'soft' measures is based on specific trigger points and/or deadlines as appropriate, as detailed in the Travel Plan Action Plan (see Section 9).

8.3 Marketing Strategy

For the Travel Plan to work effectively, it is important that all the incentives are well promoted across the site.

Staff and visitors should be made aware of the existence of the Travel Plan measures as soon as feasible, to help them with their travel choices at the earliest opportunity. For example, travel information should be made available to potential jobseekers during the recruitment process. This will give them confidence in their ability to get to the site and avoid unsustainable habits becoming ingrained from the start. This will also enhance the attraction of the site for staff recruitment and retention.

New staff should be made aware of the Travel Plan measures. This will be the responsibility of the TPC and will include:

- Introduction to the measures of the Travel Plan and what it means to staff;
- Information on current travel choices to the site and personalised travel planning assistance available;
- Promotional information of forthcoming initiatives, events and surveys as required; and
- Contact details for the TPC.

Travel information to be provided to staff and visitors should include:

- Advertising of the benefits of sustainable travel choices;
- Customised local facilities map with bus, walking and cycling routes available to access these and other key areas;
- Details of bus and rail services including available ticket offers;
- Information on motorcycling facilities;
- Information on car sharing;
- Advertising of national and local travel events, whether run by the TPC or others;
- Information on personalised travel planning assistance available;
- Contact details for TPC, Travel Plan User Group and other relevant parties and organisations; and
- Health benefits of walking, cycling and active travel, perhaps via a 'competitive' app.

Travel information should be updated and distributed on an ongoing basis. Awareness of Travel Plan measures and travel information should be raised through various channels including notice boards, reception and dining areas and online via the company intranet.

The TPC will be responsible for hosting promotions throughout the year and reporting of the annual surveys will be made available to all employees to give a sense of ownership and to maintain Travel Plan momentum.

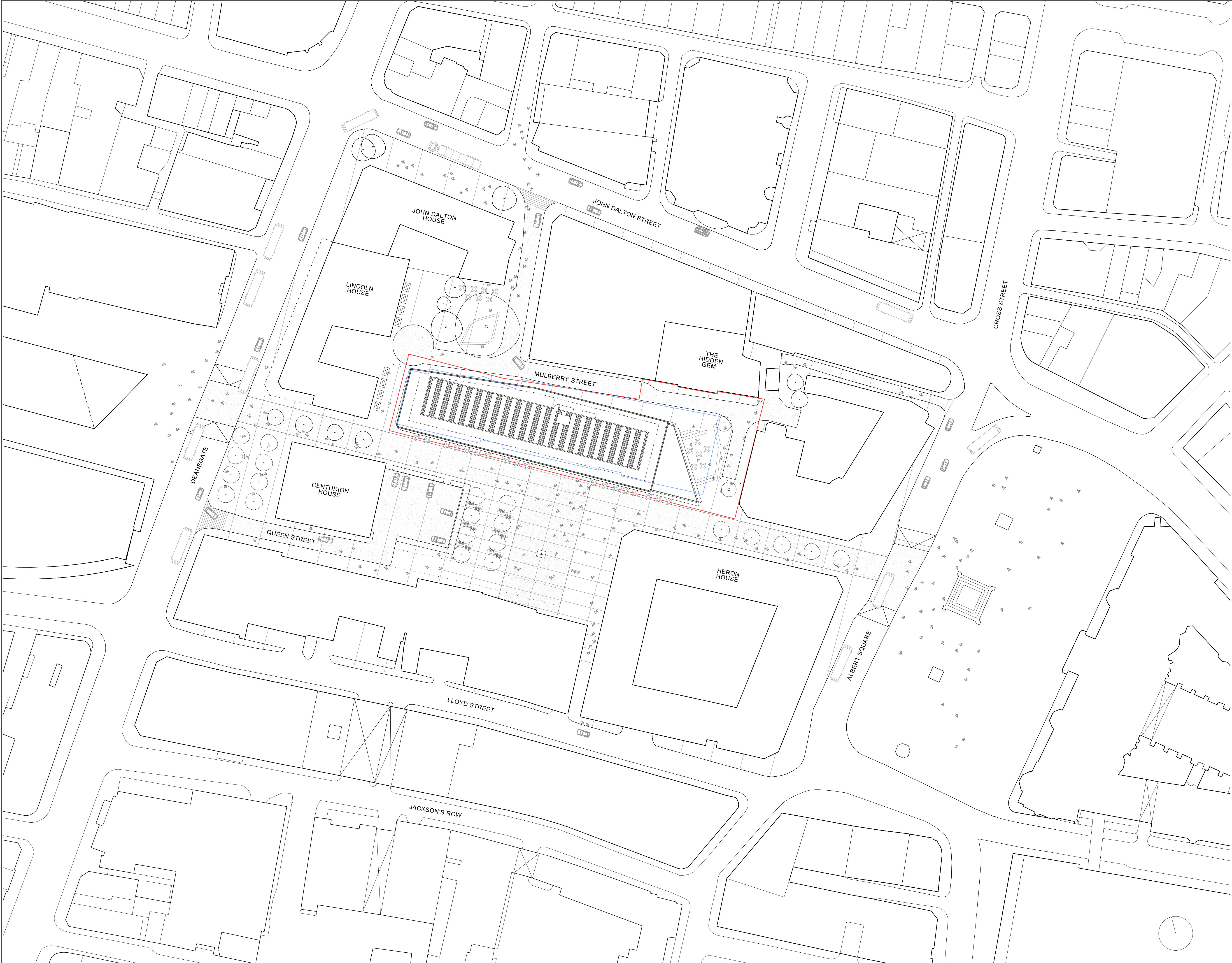
9. ACTION PLAN

Table 9.1 provides an Action Plan for the implementation of the major tasks of this Travel Plan, including the ownership of responsibility and required timescales.

Table 9.1 –Travel Plan Action Plan

Action No.	Measure	Timescale	Responsibility
1	Appoint Travel Plan Co-ordinator	Pre-occupation	Site occupier
2	Prepare travel information for welcome pack. Distribute prior to occupancy, wherever possible.	Pre-occupation	Travel Plan Co-ordinator
3	Populate notice boards in foyers / communal areas / intranet sites	By first occupation	Travel Plan Co-ordinator
4	Set up Travel Plan User Group	Within 3 months of new development becoming operational	Travel Plan Co-ordinator
5	First initial baseline travel survey and finalisation of first full Travel Plan	Within 3 months of new development becoming operational	Travel Plan Co-ordinator
6	Prepare draft of first full Travel Plan including revised targets	Within 3 months of first baseline travel survey	Travel Plan Co-ordinator
7	Provide first full Travel Plan update to occupants	Post finalisation of full Travel Plan	Travel Plan Co-ordinator and Travel Plan User Group
8	Carry out annual surveys and update modal shift targets	Annually after completion of first full Travel Plan	Travel Plan Co-ordinator and Travel Plan User Group
9	Review of Travel Plan	At 5 years after completion of first full Travel Plan	Travel Plan Co-ordinator and Travel Plan User Group

APPENDIX 1

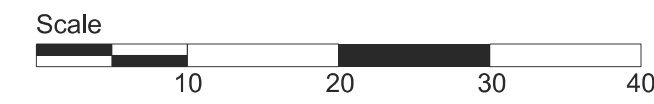


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— Site Boundary
— Site Ownership

C 03/03/16 Planning Submission
B 17/02/16 Planning Submission
A 22/12/15 Draft Planning

REV: DATE: DETAILS:



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PROJECT:
Brazennose House

TITLE:
Proposed Site Plan

SCALE: 1:500 A1 ORIGIN DATE: 21.12.15 DRAWN: ATB CHECKED: AP

STATUS:
PLANNING

PROJECT: 05219 DRAWING NO: _B1_00_0200 REV: C

Architecture | Masterplanning | Interiors | Graphics | Branding