The Hut Group Ltd
Voyager House
Chicago Avenue
M90 3DQ

THE HUT GROUP LTD

ICON Plot 1

Official Address: 7&9 Sunbank Lane, Manchester, WA15 0AF

TRAVEL PLAN

CONTENTS

Section		Page
1.	Introduction & scope of the travel pl an	3
2.	Existing Conditions	6
3.	ICON Operations	12
4.	Aims & Targets	13
5.	Measures & Incentives	15
6.	Travel Plan Administration	20
7.	Implementation & Monitoring	22
8.	Summary & Conclusions	25

APPENDIX A

- Drawing 1 - Site location
- Drawing 2 - Site plan

APPENDIX B

- Draft staff travel questionnaire

1. Introduction & scope of the travel plan

1.1 The Hut Group is a rapidly growing E-commerce business that is in the process of consolidating its content creation services into a bespoke development, ICON, being built on plot address 7&9 Sunbank Lane, Manchester, WA15 0AF. This will provide an extra 104,000 sqft. of office space, to become our new Interim Headquarters, over four floors as well as an additional content creation facility totalling 168,000 sqft. ICON Studios will become Europe's largest content studio at 330,000 sq. ft, enabled by an £85m THG investment, to create an immersive and bar raising experience from start to finish for all of our clients and team members. The location has been selected with sustainable transport links in mind for both employees and visitors to the facility. We have therefore developed this Travel Plan to set out how we will develop and actively encourage sustainable travel to and from this facility.

1.2 The ICON development is part of a larger development as a new campus at Airport City Manchester, totalling circa 1m square feet, supporting 10,000 jobs on a 16.8-acre site in development over the next three years. The ICON plot is located by Manchester Airport adjacent to the A538 (Wilslow Road). Access to the site is from the A538, via an access roundabout on Sunbank Lane. See Appendix A.

1.3 The Hut Group's new ICON facility will support approximately 2,000 jobs on the site. The development includes:

- 147,000 sqft industrial space
- 125,000 sqft office space
- 300 space multi storey car park
- 470 surface car parking spaces including 19 disabled spaces
- 8 electric vehicle charging points with provision for expansion
- Space for cycles

1.4 The development is subject to a planning condition required by Manchester City Council which will be satisfied by the approved version of this Travel Plan document. The relevant planning condition is condition reference 16 of 104469/JO/2013/S2 which states:

"No development or phase thereof pursuant to this planning permission shall be occupied until a detailed Travel Plan has been submitted to and approved by the City Council as local planning authority. The detailed Travel Plan shall be developed in accordance with the agreed Travel Plan Framework (August 2012) document and implemented in accordance with an agreed timeframe.

Reason – To encourage the use of transport other than single occupancy of a car in accordance with the principles of sustainable transport, pursuant to the provisions contained policy SP1 in the Core Strategy Development Plan Document."

1.5 The Government's White Paper on the future of transport, entitled 'The Future of Transport – a network for 2030' published in July 2004, sets out the Government's commitment to sustainable transport. In respect of promoting sustainable choices of transport, this Travel Plan should be read in conjunction with 'A Travel plan Resource Pack for Employers' (January 2000) and 'Making Travel plans Work' (Department for Transport, (July 2002).

1.6 Central Government and Local Authorities are therefore placing increasing emphasis on the need to reduce the number and length of motorised journeys and in doing so encourage greater use of alternative means of travel, which will have less environmental impact than the car. The objectives of this sustainable transport policy are summarised as:

- to minimise the environmental impact of the travel demand generated by the development through raising travel awareness amongst employees and informing them of alternative means of travel
- to improve the choice of transport modes available to employees
- to inform staff and visitors to the site of modes of travel other than the car; and
- to manage site deliveries so that conflicts with pedestrians and other vehicles can be minimised

1.7 The Travel Plan forms part of the overall transport strategy for the site. Its success will depend upon the co-operation and enthusiasm of staff as much as on the measures defined herein. The primary aims are thus:

- to increase staff awareness of the potential for travel by more environmentally friendly modes, and
- to introduce a package of measures that will assist and encourage travel by other modes

1.8 The Travel Plan will commence with a review of the existing travel patterns of new staff undertaken at the time of opening of the site, focussing both on staff travel arrangements and on existing available transport options. This information defines a baseline against which the Travel Plan's success will be measured and will be part of an on-going review process in perpetuity. Clearly, local recruitment will influence employee travel behaviour, and this will undoubtedly make a significant contribution towards limiting unnecessary car usage in the future.

1.9 Many members of staff who will be based at the ICON site are existing employees of The Hut Group, mostly based at the 4M and Voyager offices at Chicago Avenue, Manchester Airport a short distance away. Therefore, it is expected that current travel methods will not be significantly impacted for those members of staff.

1.10 ICON is expected to be brought into operation early Q2 of 2021. Core working hours of staff will be 9am to 6pm Monday to Friday, however the site will be accessible outside of those hours.

1.11 A staff travel questionnaire will be undertaken when ICON site has been opened is fully operational. The results of a staff travel questionnaire will be available to Manchester City Council within six months of operation and will be followed by detailed travel questionnaire surveys to relevant staff every year to monitor the success of Travel Plan measures during the monitoring period. A draft staff travel questionnaire is enclosed in Appendix B.

2. Existing Conditions

Introduction

2.1 The ICON site is adjacent to the southeast of the M56 Junction 6, and is adjacent to Manchester International Airport. It is accessed via the A538 Wilmslow Road / Sunbank Lane priority controlled staggered crossroad junction. The general site location is shown in Appendix A.

Local Highway Network

2.2 The site is in close proximity to Junction 6 of the M56, which provides accessibility to the strategic road network through connections with the M6 and M60, as shown in Appendix A.

2.3 The A538 Wilmslow Road is a single carriageway road along the site frontage with a dumbbell junction with the M56 which includes a throughabout and short section of dual carriageway. Wilmslow Road is subject to a 50 mph speed limit.

2.4 The western junction is a four-arm roundabout; whilst the eastern junction is fully signalised. To the north of the southbound off-slip of the M56 is a Highways England maintenance depot. The access to this site is via Wilmslow Road, and the configuration of the junctions described above allow all directions access to the M56.

2.5 There is alternative access to the west of the site via Chapel Lane in Warburton Bridge, crossing the M56 and merging with Sunbank Lane. This link provides a smaller local access road, however the majority of traffic is expected from the A538.

Pedestrian Travel

2.6 The site is within a 45-minute walk from the Ground Transport Interchange at Manchester Airport which is served by rail and tram services. Parts of Hale Barns are within 30 minutes of the site by foot.

2.7 Shared footways/cycleways are available directly from the plot to Wilmslow Road. A shared footway/cycleway is located on the southern side of Wilmslow Road, which connects to additional footways on Runger Lane and provides a route to Manchester Airport and Hale Road, which continues to Hale Barns. The footway also provides access to the bus stops on Wilmslow Road.

Cycle Based Travel

2.8 A 5km cycling catchment from the site covers Ringway, Hale Barns and Moreley Green, as well as Manchester Airport. The closest public cycle route to the site is located on Wilmslow Road links into Morley Green.

2.9 Figure 1 below shows the local cycle network and the form the infrastructure takes in relation to being on or off road. As shown, the route to Morley Green is part of Cycle Route 85, which is an off-road cycle route. It passes the site on the southern side of the A538 Wilmslow Road and provides links to the Manchester Airport Terminal Area and southern Manchester, forming part of the Manchester Airport Orbital Cycleway.

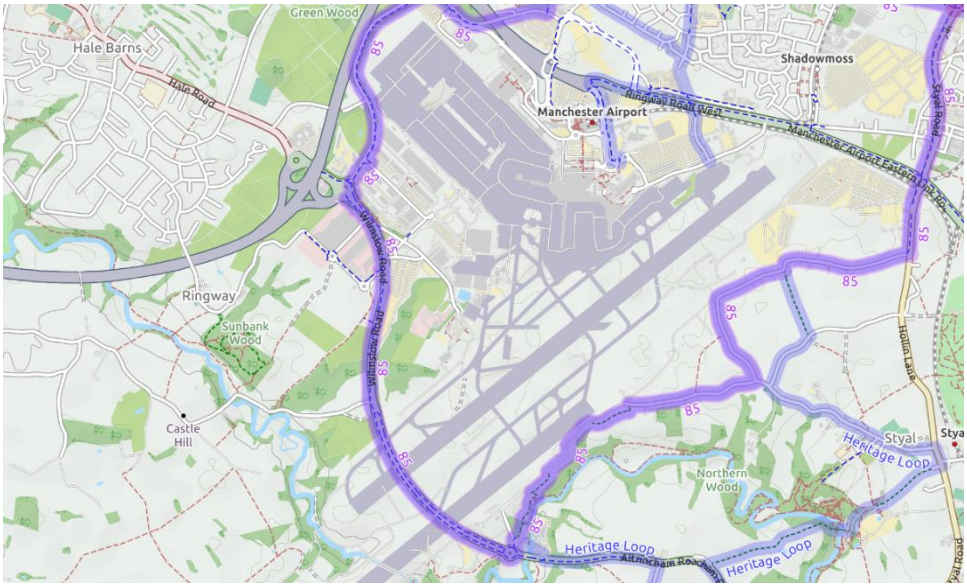

Figure 1 – Local cycle network

2.10 To the southwest, there are a series of shared footway/cycleways. Most of the cycle routes head towards Manchester City Centre to the north of the site.

2.11 The topography of the local area suggests that it would not be a limiting factor in people choosing to cycle. As a result of the above it is concluded that there are opportunities for cycle travel between the site and the surrounding areas.

Public Transport - Bus Services

2.12 The nearest bus stops are located on Wilmslow Road near the junction of Wilmslow Road/Sunbank Lane. There are only two buses serving these stops, which are 88 and 200. The existing airport cargo and logistics Centre is however directly served by three other bus routes, via Avro Way which is located to the northeast of the site.

2.13 Manchester Airport is well served by public transport. A total of nine bus services run to/from the airport daily, some of which continue to the site and Sunbank Lane.

2.14 Bus and tram services including the route number, time of operation and frequency (per hour) are summarised in Table 1. Detailed public transport information can be obtained from TfGM website.

Service	Route	Time of Operation & Frequency		
		Weekdays	Saturdays	Sundays
18/18A	Trafford Centre, Stretford, Sale, Sale Moor, Northern Moor, Baguley, Wythenshawe Hospital, Wythenshawe, Manchester Airport, Halebarns, Hale, Altrincham	05:13-23:45 (2 buses per hour)	07:21-23:45 (2 buses per hour)	08:45-23:45 (1 bus per hour)
19/19A	Manchester Airport, Woodhouse Park, Wythenshawe, Newall Green, Wythenshawe Hospital, Baguley, Northern Moor, Sale Moor, Sale, Ashton upon Mersey, Broadheath, Altrincham	04:57-23:56 (2 bus per hour)	07:02-23:56 (2 bus per hour)	08:38-23:56 (1 bus per hour)
44	Manchester Airport, Moss Nook, Heald Green, Gatley, Cheadle Hulme, Cheadle, East Didsbury, Burnage, Fallowfield, Moss Side, Rusholme, University of Manchester	07:21-18:11 (1 bus per hour)	07:37-18:05 (1 bus per hour)	N/A
43	Manchester Airport, Woodhouse Park, Wythenshawe, Benchill, Northenden, West Didsbury, Withington, Fallowfield, Rusholme, University of Manchester	00:06-23:59 (4 buses per hour)	00:06-23:59 (4 buses per hour)	00:06-23:59 (4 buses per hour)
88	Knutsford Bus Station, Mobberley Town, Wilmslow Rail Station, Wilmslow Bank Square,Altrincham Road, Morley Green, Halebarns, Altrincham Interchange	06:59-19:14 (1 bus per hour)	07:59-19:04 (1 bus per hour)	N/A
105	Manchester Airport, Wythenshawe Hospital,	06:08-23:59	05:56-23:21	06:07-23:05

	Woodhouse Park, Peel Hall, Wythenshawe, Benchill, Sharston, Northenden, Southern Cemetery, Moss Side, Hulme	(2 buses per hour)	(2 buses per hour)	(1 bus per hour)
199	Buxton, Peak Dale, Dove Holes, Chapel-en-le-Frith, Whaley Bridge, Furness Vale, New Mills, Disley, Hazel Grove, Stepping Hill, Stockport, Manchester Airport	04:40-23:15 (2 buses per hour)	04:40-23:15 (2 buses per hour)	04:45-22:45 (2 buses per hour)
200	Wilmslow, Styal, Manchester Airport, Airport Viewing Park	09:26-17:26 (1 bus per hour)	09:26-17:26 (1 bus per hour)	09:26-17:26 (1 bus per hour)
369	Wythenshawe Hospital, Manchester Airport, Woodhouse Park, Wythenshawe, Peel Hall, Heald Green, Cheadle Hulme, Adswood, Edgeley, Stockport	05:10-23:15 (2 buses per hour)	05:10-23:15 (2 buses per hour)	05:43-23:15 (2 buses per hour)

Table 1 – Local bus services, source - Transport for Greater Manchester

2.15 Although the site is not directly served by public transport, services 88 and 200 are available within suitable walking distance to link the site to Manchester Airport Ground Transport Interchange, which provides more services and connections to the wider network and the Greater Manchester area.

Public Transport - Rail Services

2.16 Ground Transport Interchange is also served by Manchester Metrolink. The tram stop at the Airport connects to key destinations around Manchester such as Piccadilly, Victoria and Altrincham. Table 2 below presents typical service times and destinations.

To	Mon-Thurs		Fridays		Saturdays		Sundays & Bank Holidays	
	First	Last	First	Last	First	Last	First	Last
Altrincham	05:25	23:01	05:25	00:01	05:25	00:01	06:18	22:02
Bury	04:47	22:49	04:47	23:49	04:47	23:49	06:03	22:02
Cornbrook	04:47	23:25	04:47	00:25	04:47	00:25	05:48	22:32
East Didsbury	05:37	23:25	05:37	00:25	05:37	00:25	06:33	22:38
Eccles	05:07	22:49	05:07	23:49	05:07	23:49	06:33	21:32
Etihad Campus	05:25	22:49	05:25	23:49	05:25	23:49	06:18	22:02
Firswood	03:47	00:13	03:47	01:13	03:47	01:13	03:48	23:08
MediaCityUK	05:07	22:49	05:07	23:49	05:07	23:49	06:33	21:32
Piccadilly	05:25	23:13	05:25	00:13	05:25	01:13	06:18	22:17
Victoria	04:47	22:49	04:47	00:13	04:47	01:13	06:03	22:02

Table 2 - Tram Services at Manchester Airport, source – Transport for Greater Manchester

2.17 The average tram frequency varies across the above mentioned stations. However the tram runs every 12 minutes at the Manchester Airport station, offering connections throughout the Greater Manchester area seven days a week, 364 days a year.

2.18 Manchester Airport Train station also forms part of the Ground Transport Interchange. The average frequency at this train station is 10 minutes, with an average journey time to Piccadilly station of 20 minutes. Typical key destinations are included in Table 3.

Destination	Frequency per hour	Journey time
Manchester Piccadilly	10	0h 20m
Leeds	4	1h 30m
Sheffield	4	1h 30m
Liverpool	3	1h 05m/1h 25m

Table 3 – Typical destinations from Manchester Airport train station

2.19 In order to increase the uptake of employees making use of public transport, THG commits to put in place a fully funded bus service between Manchester Airport and the ICON site. The frequency of the service will be increased during peak commuting hours but operate through the day.

3. ICON Operations

3.1 The proposed ICON office complex will comprise 104,000 sqft. of office space over four floors as well as additional content creation facilities totalling 168,000 sqft. It is expected that the site is due to be operational in the latter half of 2020.

Access and parking

3.2 Access to the ICON plot will be gained via 3 points off Sunbank Lane. All 3 points allow entry to the main staff car park and one leads to separate HGV access on the southern boundary.

3.3 As shown within the site layout plan included in Appendix A, a total of 770 car parking spaces will be provided, 470 of which front the office space externally (including 19 disabled parking spaces and 8 charging points) and the remaining 300 spaces are within the adjacent multi-story car park.

3.4 HGV access to the facility will be through the main road, running behind the warehouse on a two way road. A vehicle tracking document for HGVs is attached in Appendix A.

3.5 Provision is made for cyclists, with dedicated, covered and secure storage provided for both bicycles and motorcycles. A total of 50 cycle spaces will be provided within the plot boundary. Changing, shower/washing and locker facilities will be provided within the plot to help promote associates to cycle and possibly jog to the site.

Operation

3.6 The operation routine of the ICON site is as follows:

- Core business hours between 9am and 6pm
- Peak travel time expected to coincide with core business hours
- The site will remain open at evenings and weekends however footfall and traffic is expected to be minimal

4. Aims & Targets

Introduction

4.1 This Travel Plan has the following aims:

- Reduce single occupancy car journeys for trips to and from the site;
- Manage travel to and from the site by ensuring accessibility for all by a choice of
- modes;
- Ensuring accessibility by sustainable modes is safe and attractive for users;
- Promote a healthy workforce and local community; and
- Provide a commitment to improving local air quality and reducing the carbon footprint of the development.

4.2 These aims would be achieved through promoting the following objectives and targets which are considered in further detail in the remaining sections of this Travel Plan:

- Support and encourage active travel (walking and cycling) to employees and visitors through raising awareness and facilitating travel pattern changes;
- Support and encourage the use of public transport by employees and visitors;
- Reducing unnecessary journeys by car but ensuring those that are necessary by
- car can be accommodated;
- Discourage journeys by car alone by associates and visitors;
- Encourage the attractiveness or sustainable alternatives for accessing the site and
- ensuring these alternatives are safe and feasible; and
- Encourage a working partnership between employers, employees, the airport and
- visitors to influence travel behaviour.

Proposed targets

4.3 It is not possible to accurately estimate or establish other modes of transport as this is a new site. Travel questionnaire surveys will be taken at least once every two years to monitor travel methods to the office. The first survey will be undertaken within the first six months of operation. A high proportion of employees who will be based on the ICON site are already employed by the group at nearby locations, therefore the profile of travel is not expected to change significantly for those employees. THG commits to agreeing initial targets with Manchester City Council following the initial survey.

4.4 It is proposed to provide approximately 770 permanent car parking spaces. Based upon an expected figure of up to 2,000 employees, the proposed parking provision would be proportionate with a car driver modal share of approximately up to 38.5%.

4.5 As the number of parking spaces available is less than the capacity of site, it is important to prevent potential pressure and congestion of other areas and local roads. This may occur where employees park elsewhere and walk to the site. Of the 2,000 employees, a significant proportion are expected to travel via public transport and uses the THG bus service. The initial Staff Travel Questionnaire will be used to identify whether employees are parking elsewhere, in addition to conducting local site surveys periodically. Where this is found to be the case THG will agree further actions with Manchester City Council.

4.6 Based on forecast staff numbers, the Travel Plan targets are as follows:

- The number of employees travelling to the site as single car occupants during off peak periods should not exceed 38.5% as an absolute worst-case.
- Assuming that this is easily met without much effort required, a secondary target would then be set to reduce the number of employees travelling as a single car occupant by 10%.

4.7 Once the first travel survey has been completed, subsequent Travel Plan targets and actions will be agreed with Manchester City Council.

5. Measures & Incentives

Introduction

5.1 The measures and incentives proposed in this Travel Plan have been carefully considered to address the needs of employees travelling both inside and outside the peak hour periods.

5.2 The following sections detail the specific measures and incentives that would be implemented by The Hut Group in conjunction with employee engagement, in order to meet the main Travel Plan objective of minimising the number of single car occupancy trips and overall vehicle mileage generated by employees travelling to and from the site. The Travel Plan will promote the use of alternative travel modes to minimise car dependency and achieve the Travel Plan targets.

5.3 The measures relate to the potential for reducing the need to travel, and where travel is necessary, promoting and increasing travel by walking, cycling, public transport and car sharing amongst all employees. The methods for implementing, monitoring, and reviewing the success of these measures are detailed in Section 6.

5.4 To provide accurate and clear timescales for the implementation of the Travel Plan, its associated measures, incentives and targets are linked to the construction and occupation of ICON and are set out as follows:

- Immediate measures refer to those that will be implemented prior to occupation.
- Short term measures refer to those that will be implemented during the first six months of occupation.
- Medium term measures refer to those that will be implemented between six and 12 months of occupation.
- Long term measures are those that will be on-going and implemented throughout the lifetime of the Travel Plan.

5.5 This section details the immediate measures that should be implemented prior to and/or within three months of occupation.

5.6 All measures will be reviewed and monitored on a regular basis. It will be the responsibility of the Travel Plan Co-ordinator (TPC) to monitor the Travel Plan and introduce new

measures, and/or modify existing measures should associates travel habits dictate. This is also detailed further in Section 6.

5.7 It is important to reiterate that this Travel Plan will be a live document, i.e. if the measures included in the Action Plan were ineffective or unsuccessful they can be amended, changed or removed during the lifetime of the Travel Plan.

Immediate Travel Plan Measures

5.8 An interim Travel Plan Co-ordinator (TPC) will be appointed to oversee the development of the Travel Plan. Until then, the interim contact details of the TPCs for this site are:

Richard Nolan – People Director – Richard.nolan@thehutgroup.com
Christopher – Head of Environment & Sustainability – Christopher.duck@thehutgroup.com

5.9 The TPC shall be an employee of The Hut Group Ltd who will report directly to senior management. The Travel Plan Co-ordinator's general role and responsibilities will be to:

i. Oversee the development of the Travel Plan and its operation
ii. Develop and maintain the Travel Plan once approved
iii. Act as a liaison between the Council, management, employees and visitors
iv. Manage and promote the Travel Plan initiatives to employees and visitors
v. Monitor and review the Travel Plan objectives during the monitoring period

5.10 A Travel Welcome Pack typically highlights the sustainable travel options available to employees, including:

- Pedestrian and cycle route map, with key locations (such transport interchanges, local facilities, short-cuts etc.) and the distances and journey times to key destinations.
- Information on the local bus routes, service timetables, stop locations and fares.
- Contact details of the TPC.
- Information on any incentives available to encourage associates to travel sustainably, and how employees can obtain these incentives.
- Public transport information, including bus, train and Metrolink route maps and the latest timetable information. It will also include full details of the range of tickets available.

5.11 The third immediate measure is to increase employee awareness of the Travel Plan. This can be achieved through placing Travel Planning information on noticeboards within the building, which would allow associates to read the information, and where appropriate, visitors and temporary workers. This should be implemented prior to occupation of the plot.

Walking

5.12 The following measures would be implemented as appropriate to encourage employees to walk to and from the site, especially those who live in Hale Barns, which is considered within a suitable walking distance (approximately 30 minutes journey time from Hale Barns Town Centre):

- Promote the health benefits of walking by producing and distributing promotional material.
- The TPC can arrange initiatives such as a 'Walk to Work' week once a year.
- Make use of the walking personal route planner *www.maps.google.com* to plan routes to the site and workout distances and journey times.
- The TPC would make available walking catchment maps and walking websites on notice boards and a Travel Information Pack.

5.13 Although the walking distance from the Ground Transport Interchange to the site is circa 2.4 miles, walking between the site and the interchange should take no longer than 40 minutes, which is still considered as a potential option, especially to those employees who choose to travel by public transport (albeit note the further information provided with regards to public transport below).

Cycling

5.14 The following measures would be implemented as appropriate to promote and encourage associates to cycle to/from the site:

- Secure cycle parking spaces will be provided to accommodate bicycles.
- Consideration of a Cycle2Work scheme, which offers the opportunity to purchase a tax free bicycle to travel to and from work.
- Cycle information with maps showing local cycle routes would be provided in travel information packs / on noticeboards.

- Promote the health benefits of cycling to employees.
- The TPC can arrange initiatives such as a 'Cycle to Work' week once a year.
- Encourage employees to cycle to work as changing, shower/washing and
- locker facilities will be provided within the plot.

Public Transport

5.15 The following measures would be implemented as appropriate to encourage the use of local train and bus services when accessing the site:

- Provide a bespoke private bus service which connects the ICON site with Manchester Airport Ground Interchange and the numerous public transport options available. The frequency and capacity of the bus service is to be determined.
- Provide an updated summary of bus and train services on noticeboards for employees.
- The TPC can arrange 'Public Transport to Work' week once a year to encourage employees to take a bus/tram/train instead of driving to work.
- Provide all employees with sources of up to date public transport services, timetable and ticketing information.

Car sharing

5.16 The following measures would be adopted where appropriate to encourage a reduction in single occupancy car use:

- Promote a share lift scheme to introduce the benefits of car-sharing including:
  - Financial benefits – i.e. travel costs can be shared.
  - A reduction in the number of vehicles on the roads, resulting in less pollution and congestion.
  - A useful contribution towards reducing the need for parking spaces
  - Provides social benefits.
  - Reduces the need for private car use.
- The TPC can arrange 'Car Sharing' day(s) during the year to encourage employees to car share.

Car parking management

5.17 It is proposed that a proportion of parking spaces are reserved for car sharers and electric vehicles. A small number may be reserved for general visitors. Of the remaining spaces parking permits would be provided to employees who wish to park their car on site

5.18 To ensure that associates do not try and circumvent the permit system and attempt to park on the roads leading up to the site regular surveys will be undertaken to monitor such potential activity.

Remote working-capabilities

5.19 The ICON site is well-equipped to facilitate the use of conference call facilities whenever it is practical to do so, to assist in minimising the need for business travel. Video and audit conference call facilities will be provided in meeting rooms.

5.20 The Hut Group will also continue to monitor and adapt its flexible working policy to allow employees to work remotely (e.g. at their home) to reduce travel.

6. Travel Plan Administration

6.1 A filing system for recording all correspondence will be established and maintained upon implementation of the Travel Plan. In the interests of confidentiality, the Travel Plan Co-ordinator will hold relevant data and be responsible for the release of information to the Council on request. In the interests of security, only partial postcode details will be supplied and no information will be released which is deemed to be protected under the Data Protection Act or the duty of confidentiality which The Hut Group has to its staff.

6.2 Data relating to the travel patterns of new staff shall be collected during the recruitment and induction process and during travel surveys and information relating to staff leaving employment will be removed from the database.

Consultation

6.3 The success of the Travel Plan will rely on feedback from staff which will be overseen by the Travel Plan Co-ordinator. The Travel Plan Co-ordinator shall be responsible for all liaison with staff and with outside bodies, including Manchester City Council. The Travel Plan Coordinator will liaise with the Council as necessary.

Promotion

6.4 All staff will be made aware of the details of the Travel Plan, its objectives in enhancing the environment and the role of individuals in achieving its objectives at its launch. Job applicants will be made aware of the Travel Plan during their selection process and if successful, each new staff member will be provided with a Travel Information Pack upon commencement of employment.

6.5 Other promotional material shall take a variety of forms and shall be issued either to individual staff members, displayed in a prominent location or provided in the form of ‘one off’ marketing initiatives.

6.6 Travel information will be included on The Hut Group’s internal website for all staff.

Updating

6.7 The Travel Plan is a strategy that will evolve over time. The objective to persuade staff to consider travel by sustainable modes will not change, however it may be possible over time to define or re-define specific objectives. A review of Travel Plan targets will provide an important focus for reviewing strategies. The Travel Plan will be reviewed annually and updated where appropriate. Changes will be agreed with Manchester City Council.

7. Implementation & Monitoring

Introduction

7.1 This section details the process, monitoring and review of the Travel Plan. The role of TPC and the commitments of The Hut Group as the occupiers are also expanded upon.

7.2 It is important to highlight that the surrounding plots are also expected to be developed in the coming years. Therefore, The Hut Group will only be responsible for implementing Travel Plan measures which relate to the ICON Plot. However, the TPC will work with any other TPC at neighbouring sites if appropriate, to ensure opportunity for sustainable travel is maximised.

Implementation

7.3 The TPC will be responsible for implementing and monitoring this Travel Plan. It is an important role that will need proper resourcing in terms of time and ability to invest. THG is committed to ensuring that this will be the case.

7.4 Although specific timescales for implementing the suggested measures and monitoring the Travel Plan will be finalised when suitable, as agreeing such measures may take time due to financial and planning permission requirements. Moreover, this Travel Plan should be considered as a live document, to be implemented over an agreed timeframe. As a result, targets, measures and incentives can be revised and changed where required.

7.5 As the plot occupier, The Hut Group will need to commit to certain measures to ensure the success of this Travel Plan. These include:

- Appointment of an on-site TPC, to co-ordinate the implementation and monitoring of the Travel Plan. As detailed within Section 5, to ensure best practice the TPC should be a permanent employee for the site to provide daily support to employees who wish to discuss their travel options. The TPC could alternatively be a transport consultant who would engage directly with the planning authorities and relevant stakeholders to ensure sufficient technical and monitoring support is provided.

- Submission of this Travel Plan to Manchester City Council and/or Transport for Greater Manchester once it has been finalised. The TPC will then start the implementation process when the Travel Plan has been approved.
- Ensure that Travel Plan training and marketing has been provided to each new employee. This would help to ensure that employees are committed to sign up to the Travel Planning process and the sustainable lifestyle, including the regular monitoring processes and travel questionnaires.

Monitoring

7.6 The performance of this Travel Plan will be monitored and reviewed on a yearly basis through preparing an annual monitoring report, which would highlight the progress of the implementation of the Travel Plan over the past 12 months period and a review of the travel surveys to identify possible trends of travel behaviour.

7.7 The annual monitoring report would also review the measures and targets set in this Travel Plan and identify which have not performed well and which had an influence on travel behaviour, hence additional measures and improvements can be introduced.

7.8 The monitoring report would also include the following data recorded annually, as a minimum, by the TPC:

- Usage of cycle parking (number of occupied stands);
- Demand for car parking (number of spaces occupied);
- The level of inquiry and use of travel incentives and schemes
- Informal comments and formal feedback from the travel survey made by employees regarding the operation of the Travel Plan.

7.9 The Annual Monitoring Report should also contain details of any changes to the name and/or contact details of the TPC, partnership with any other organisations and detail brief plans for the forthcoming year.

7.10 The Annual Monitoring Reports would be made available to Manchester City Council and Transport for Greater Manchester, as well as employees. This would either be as hard copies of as a digital copy online.

Travel to Work Surveys

7.11 Baseline travel surveys will be undertaken within 6 months of occupation and once a year following the initial survey. It is expected that the site will be operational from July 2020 and therefore the initial survey will take place by January 2021. The surveys will be taken of a representative sample of employees.

7.12 An example travel survey template is provided in Appendix D to provide a potential format for such surveys. In summary the survey include single and multiple choice questions, such as:

- Home postcode
- Usual mode of travel to work
- Reasons for using that mode
- Commute time
- What measures and incentives might further encourage the use of sustainable modes of travel to/from work

7.13 The results of the survey would be collated by the TPC who would prepare a short report within one month of the surveys being undertaken. The surveys will identify whether the initial targets are applicable and whether any revised or new targets should be introduced. The setting of any new or altered targets will be discussed with Manchester City Council and Transport for Greater Manchester prior to the inclusion in the Travel Plan.

Remedial Actions

7.14 If required, the TPC would liaise with Manchester City Council and Transport for Greater Manchester to determine if additional actions are required should the targets set within the Travel Plan not be met, in order to determine what else may be required.

7.15 If the targets are not met the TPC can identify which measures are contributing and which are not, to help achieve the overall target. Options would include one or a combination of the following:

- The monitoring and associated reporting period would be extended.
- Further funding and resourcing would be allocated to support the TPC and promotional actions that are inclined towards the promotion of sustainable travel.

8. Summary & Conclusions

8.1 The ICON site is located to the southeast of the M56 Junction 6 and is adjacent to Manchester International Airport. It is accessed via the A538 Wilmslow Road / Sunbank Lane priority controlled staggered crossroad junction which includes ghost island right turn lanes.

8.2 Condition 16 of the planning permission specified that: *"No development or phase thereof pursuant to this planning permission shall be occupied until a detailed Travel Plan has been submitted to and approved by the City Council as local planning authority. The detailed Travel Plan shall be developed in accordance with the agreed Travel Plan Framework (August 2012) document and implemented in accordance with an agreed timeframe."*

8.3 The primary aim of a Travel Plan is to reduce the need to travel to and from the site via single occupancy car travel to ensure that the parking levels proposed are sufficient for the forecast managed travel demand. The reduction in single occupancy car travel will result in an increase on alternative travel options, such as walking, cycling, public transport and car sharing. Therefore, it is important that the surrounding infrastructure can encourage sustainable travel by the provision of footways and crossing facilities, cycleways and public transport services that connect key destinations and urban areas.

8.4 To determine an accurate travel behaviour by the potential ICON employees, a method of travel to work survey will be undertaken within 6 months of occupation, then annually thereafter.

8.5 The TPC will be responsible for implementing and monitoring this Travel Plan. Although specific timescales for implementing the suggested measures and monitoring the process of the Travel Plan will be finalised when suitable, as agreeing such measures may take a long time due to financial and planning permission requirements.

8.6 Moreover, this Travel Plan is considered a live document, and is implemented over an agreed timeframe, therefore targets, measures and incentives are open to be revised and changed where required.

APPENDIX A

Hale Road
Hale Road
Hasty Lane
Hasty Lane
High Elm Road
High Elm Road
Chapel Lane
Longacres Road
Crabtree Avenue
Marlfield Road
Burnside
Greengate
Wey Gates Drive
Tanyard Drive
Ridge Avenue
Chapel Lane
Bankside
Trafford
Manchester
Hale Four Seasons
6
Hale Four Seasons
6
A538
Wilmslow Road
Amazon
Fulfilment
World Logistics
Hub
Sunbank Lane
Avro Way
Gannet Way
Wilmslow Old Road
M56
Ringway
Sunbank Lane
Sunbank
Wood
Greater Manchester
River Bollin
Costain
Wilmslow Road
ICON site

SCALE BAR
c.168,000 sqft Unit GIA
(inc c.21,000 3 storey Offices)
c.147,000 sqft industrial/warehouse
c.21,000 sqft 3 storey offices
c.104,000 sqft net offices
470 surface car parking spaces
Site Area
c. 12.00 Acres
c. 4.86 Hectares
TENDER

APPENDIX B

STAFF TRAVEL QUESTIONNAIRE DRAFT

We are looking at ways of identifying the transport arrangements of staff who work here. We are interested to know how our staff travel to work so please let us know how you normally travel to work by completing this brief questionnaire:

Q1 Gender_____

Q2 What is your home postcode _____

Q3 How do you normally travel to and from the work?

To work	Please tick **one** only	From work	Please tick **one** only
Car (driver)	_____	Car (driver)	_____
Car (driver with passenger)	_____	Car (driver with passenger)	_____
Car (as passenger)	_____	Car (as passenger)	_____
Motorcycle	_____	Motorcycle	_____
Bus	_____	Bus	_____
Train	_____	Train	_____
Park and Ride	_____	Park and Ride	_____
Cycle	_____	Cycle	_____
Walk	_____	Walk	_____
Taxi	_____	Taxi	_____
Other, please state		Other, please state	
……		……	
……		……	
……		……	

Q4 If you travel to work by car, please indicate where you usually park your car:

- ☐ Office/company car park
- ☐ Public road nearby and walk to my place of work
- ☐ Public car park nearby and walk to my place of work

Please tick **one** only

If you park on a public road, please tell us why

……..
……..

Q5 If you travel to work by car, please indicate your alternative travel mode and journey time if the car is not available :

My alternative travel mode to work if a car is not available is:

- ☐ Walk — Please tick **one** only
- ☐ Cycle
- ☐ Bus
- ☐ Train

Q6 What is your journey time using this alternative travel mode if the car is not available would be:

- ☐ Under 15 minutes — Please tick **one** only
- ☐ 15 mins to 30 mins
- ☐ 30 mins to 1 hour
- ☐ 1 hour to 2 hours
- ☐ Over 2 hours

Q7 If you drive to work by car, do you car share ?

- ☐ Yes — Please tick one only
- ☐ No

Q8 As the car driver, if you car share, who else do you take in the car ?

- ☐ Friends — Please tick **one** only
- ☐ Family
- ☐ Colleagues

Usual number of passengers (excluding driver)

- ☐ 1 Passenger — Please tick **one** only
- ☐ 2 Passengers
- ☐ 3 Passengers
- ☐ 4 Passengers

Q9 As a driver, if you do not car share, please tick <u>two</u> main reasons why you don't:

- ☐ I don't have time — Please tick **two** only
- ☐ There is no room in my car
- ☐ I do not want the responsibility
- ☐ I do not feel comfortable transporting others
- ☐ Other – Please explain

……
……
……
……

Q10 If you drive to work would you be interested in joining a car share club?

- ☐ Yes
- ☐ No

Please tick one only

Q11 If you are not interested in joining a car share club, please tell us why ?

……..
……..

Q12 How long does your normal journey take to work door to door using transport identified in question 3

- ☐ Under 15 minutes
- ☐ 15 to 30 minutes
- ☐ 30 minutes to 1 hour
- ☐ 1 to 2 hours
- ☐ Over two hours

Please tick **one** only

Q13 Travelling on your normal route, how far is it to travel to work from your home?

- ☐ Less than one mile
- ☐ Between 1 and 2 miles
- ☐ Between 2 and 5 miles
- ☐ Between 5 and 10 miles
- ☐ Over 10 miles

Please tick **one** only

Q14 If you drive would you consider walking to work?

- ☐ Yes
- ☐ No

Please tick **one** only

Q15 If not, please tell us why ?

……..
……..

Q16 If you drive would you consider cycling to work?

- ☐ Yes
- ☐ No

Please tick **one** only

Q17 If not, please tell us why ?

……..
……..

Q18 If you drive would you consider taking the bus to work?

- ☐ Yes
- ☐ No

Please tick **one** only

Q19 If not, please tell us why ?

……..
……..

Q20 If you drive would you consider taking the train to work?

- ☐ Yes
- ☐ No

Please tick one only

Q21 If not, please tell us why ?

……..
……..

Q22 Do you work:

- ☐ Full time
- ☐ Part Time

Please tick **one** only

Q23 What are your normal working hours:

(Please specify)
……

Q24 How would you like to travel to work if you had the choice ?

To work	Please tick **one** only	From work	Please tick **one** only
☐ Walk ☐ Car ☐ Bus ☐ Train ☐ Cycle Other, please state …… …… ……		☐ Walk ☐ Car ☐ Bus ☐ Train ☐ Cycle Other, please state …… …… ……	

Q25 Are you satisfied with the amount of travel information that is provided?

- ☐ Yes
- ☐ No

Please tick **one** only

If you have any comments concerning travel to work please include them in the box below:

THANK YOU FOR YOUR TIME
PLEASE RETURN FORM TO THE HR ROOM