
Job Title

Dakota Hotel, Manchester

Report Type

Full Travel Plan v2.3

Prepared for

Dakota Hotels

Date

26 November 2020

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Appendix A – Staff Travel Survey Results

Full Travel Plan v2.3

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1. Introduction

1.1 Commission

Civic Engineers have been commissioned by Dakota Hotels to prepare a Travel Plan in order to discharge Condition 13 relating to the planning application reference 114818/FO/2016 regarding the production of an updated Travel Plan after occupation which includes findings of a travel survey.

This Travel Plan is based on the version presented at the planning application stage¹, with a review of status to date where relevant.

1.2 Site Details

The development at Ducie Street, Manchester comprises the following:

- 137 bedrooms
- 12 on-site cycle spaces
- 4 car parking spaces

The hotel opened in May 2019. There are 115 team members, with around 60-70 on site at a time.

1.3 Scope and Purpose of Report

A Travel Plan is a strategy for managing the travel generated by a development, aimed at reducing reliance on the private motor vehicle and promoting more sustainable modes of travel. Travel Plans typically combine measures to support walking, cycling, public transport and car sharing, and additionally to reduce the need to travel overall. These are reinforced with promotion and incentives and by the management of parking areas. Travel Plans also include action to reduce the need to travel, such as working from home.

Travel Plans can benefit communities in a number of ways:

- contribute to the reduction of congestion and accidents;
- reduce energy use and harmful vehicle emissions;
- enhance local community safety;
- facilitate improved public transport; and,
- create healthier environments for socially excluded and vulnerable people.

This Travel Plan is aimed at staff working at the development. Guest travel is also important, and some of the measures set out in this Travel Plan will be relevant for them as well, however the transient

¹ Dakota Hotel, Ducie Street, Manchester, Framework Travel Plan, Civic Engineers, November 2016. Available on the planning file for 114818/FO/2016.

nature of guests makes influencing their travel behaviours over time much more difficult than the staff who travel to the hotel on a daily basis.

2. Accessibility Audit

2.1 Introduction

This section provides an overview of the transport links currently serving the site. It helps develop an informed view of the transport alternatives available so that recommendations can be made to staff and guests about the way they travel.

This Accessibility Audit should be reviewed on completion of the development (and annually thereafter) and should be used to identify any future issues and areas for improvement.

Key Action	Update the site Accessibility Audit
To be completed:	Annually for 5 years after opening
Responsibility of:	Travel Plan Coordinator

2.2 Site Location

The site is located at 29 Ducie Street in the east of Manchester city centre, around 500m north of Piccadilly station.

2.3 Walking & Cycling

The site is well connected to surrounding areas by foot. The Rochdale Canal tow path passes the site and can be accessed from Jutland Street around 50m south of the site. The tow path passes under Great Ancoats Street and provides a connection to Ancoats, New Islington and to the east.

The walking route into the main retail core is to the west along Ducie Street. There are signal controlled crossings at the junction of Ducie Street and Piccadilly that have dropped kerbs and tactile paving to assist those with limited mobility, visual impairments, or those with children.

Along the development frontage to Ducie Street the footway has been improved with new materials, at the vehicle entrance to the site there are dropped kerbs and tactile paving.

There are 12 on-site cycle parking spaces for use by staff and guests.

2.4 Public Transport

The Greater Manchester Accessibility Level (GMAL) for the development ranks in the highest category, 8, due to the highly accessible location of the development.

2.4.1 Trams

Manchester Piccadilly Station Metrolink tram stop is 500m (6-minute walk) away from the site and offers services to Manchester Airport, Ashton-under-Lyne, Bury, Eccles, and Altrincham. Connecting services can be caught to Rochdale, East Didsbury, or the Trafford Centre. Services run every 10 minutes during peak times Monday-Saturday and every 15 minutes on Sundays.

2.4.2 Trains

The development is a 5-minute walk or 2-minute cycle from Manchester Piccadilly station which has services to London, Birmingham, Leeds, Glasgow, and Edinburgh, as well as a direct service to Manchester Airport.

As well as Manchester Piccadilly station, Victoria station is 1.5km to the north of the site, from here there are commuter services around Greater Manchester as well as services to Leeds, Liverpool, and Newcastle.

2.4.3 Bus

The site is located 500m away from Piccadilly Station, 700m from Piccadilly Gardens and 1km from the Shudehill Interchange, all of which are major bus interchanges that serve the Greater Manchester Area.

Nationwide coach services can be cause from the National Express coach station at Chorlton Street, around 700m to the west of the site.

2.5 Car Clubs

Enterprise operate a car club in Manchester. The nearest car club location to the site is off China Lane, around 350m to the north. Additional vehicles are located at Tariff Street, 400m to the north, or at Q-Park Piccadilly Place around 550m to the southwest.

2.6 Local Highways

The site has good connectivity to the strategic highways network with Peak Street, Laystall Street and Ducie Street providing connections to Great Ancoats Street (the Manchester ring road) to the east. To the west the A6 also provides a connection to the Manchester ring road. The ring road enables connections to the main radial routes from Manchester and also to the wider strategic highway network.

There is provision at the hotel entrance for visitors to be dropped off and valet parking available to guests who book this service in advance.

3. Aims, Objectives and Targets

3.1 Aims

The purpose of this Travel Plan is to promote sustainable travel. The Travel Plan is targeted primarily at staff of the development, although some elements will also apply to guests and visitors.

As a dynamic document, the objectives and targets provided within Travel Plans should be reviewed and updated to reflect changing circumstances, technological and transportation advances over time.

3.2 Objectives

The overarching objectives of this Travel Plan are:

- Establish sustainable travel practices;
- Ensure clear delivery of information on transport infrastructure and services;
- Support car free lifestyles;
- Increase awareness of the environmental and health implications of different travel choices;
- Minimise congestion and vehicle emissions;
- Encourage the engagement of all concerned parties; and,
- Monitor travel outcomes against mode share targets.

3.3 Targets

Section 4 of the NPPF states that Travel Plans “*should have measurable outputs*” or targets against which the progress of the Plan can be compared.

Targets should be SMART, that is: Specific; Measurable; Assignable; Realistic; and Time-bound. Targets will be agreed with officers at MCC to help monitor the success of the Travel Plan and will be reviewed on an annual basis.

A Staff Travel Survey was carried out in March 2020, the full results can be found in Appendix A. The mode share for travel to work among staff can be seen in Table 1 alongside a target for the Travel Plan.

Table 1: Staff travel survey mode share

Mode of Transport	Staff Survey Mode Share (% of Journeys by Mode)	Target Modal Split (% of Journeys by Mode)
Driving a car or van	23%	20%
Public Transport	50%	50%
Cycling	4%	5%
On Foot	23%	25%
Total	100%	100%

It is suggested that the agreed target is based around the modal split for car drivers and that the exact percentages for other modes are flexible as long as this target is achieved. Staff travelling to work by car are unable to park at the hotel car park because it is reserved for guest use so they must use one of the nearby car parks.

The Travel Plan Target should be reviewed annually, following staff surveys.

Key Action	Agree (and review) Travel Plan targets
To be completed:	Annually for 5 years after opening
Responsibility of:	Travel Plan Coordinator

4. Roles and Responsibilities

4.1 Travel Plan Coordinator

For the Travel Plan to be delivered successfully, a specific person has been appointed as Travel Plan Coordinator (TPC). The TPC will ensure that Travel Plan measures continue to serve the staff based within the site.

The contact details of the TPC are:

Name: Katie Forrest

Email: kf@MCR.dakotahotels.co.uk

Phone: 0161 674 9180

The TPC for the development has overall responsibility for implementing and promoting the travel plan including:

- Informing all staff and prospective staff of their sustainable travel options.
- Carrying out surveys on travel and car and cycle ownership.
- Ongoing liaison with MCC.
- Provision of sustainable travel information in communal areas or on any social media site/website for the development.
- Review the Travel Plan on a regular basis and each year set out a programme of measures.

5. Measures

5.1 Introduction

Initiatives that might best achieve the aims and objectives of the Travel Plan are identified below. The strategy adopted for the Travel Plan focuses on 'carrots' rather than 'sticks', since these measures are usually most effective. Sustainable travel demand can be generated through promotion and active encouragement to use the available facilities. Facilities and infrastructure measures, already in place, are complimented by incentives and information. The suggested Travel Plan measures will directly target staff and guests.

When people start a new job, there is an opportunity for travel behaviour to change. It is therefore vital that measures to support a car-free lifestyle are communicated to staff during the recruitment process.

5.2 Review of Ongoing Measures

The status of the measures from the Framework Travel Plan submitted for planning has been reviewed to understand how they are being implemented:

Table 2: Ongoing Measures

Measure	Responsibility	Status
As part of the recruitment process, distribution of travel packs including information on walking and cycling routes, and bus and tram provision and journey planning websites e.g. www.walkit.com ; www.tfgm.com/journey_planning , www.cycling.tfgm.com/ www.nationalrail.co.uk , www.nationalexpress.com , www.megabus.com . The pack will also include information on the health benefits of walking and cycling, advice on personal safety and promotion of on-site facilities (e.g. cycle parking)	Travel Plan Coordinator	Complete: Public transport info for guests is available online ³ Sustainable travel information for staff on the online employee assistance programme ⁴
As part of the marketing for the hotel, public transport information provided on the website and links to a journey planner, such as a google map link	Travel Plan Coordinator	As above
Promotion of the online journey matching & car sharing databases such as www.nationalcarshare.co.uk or Liftshare, www.liftshare.com/uk .	Travel Plan Coordinator	As above

³ Guest arrival information at <https://www.dakotahotels.co.uk/manchester/location/> (accessed 6 November 2020)

⁴ Online employee assistance programme promotes wellbeing and a generally healthy life; including travelling to work using public transport or walking/cycling. There are also benefits such as discounted travel passes and discounts on cycling shops

Measure	Responsibility	Status
Advertisement of nearby car clubs, relevant for staff and guests	Travel Plan Coordinator	As above
Information on local cycle clubs, support groups, retailers and repair shops.	Travel Plan Coordinator	As above
Notice board with travel information and events in staff and visitor areas to including the following: - Information about the Travel Plan: its aims, objectives and targets. - Public transport links, including: bus & tram timetables, bus and tram stop locations, service destinations and details/maps of safe pedestrian routes between the development and the nearest metrolink stops, - Local car club details. - Telephone numbers of local taxi firms. - Contact details of the TPC. - Information about any new Travel Plan measures or initiatives - Details about staff meetings - A message board where staff can place appropriate notices e.g. lift sharing opportunities, cycle equipment for sale etc.	Travel Plan Coordinator	This is achieved online as above

5.3 Travel Plan Budget

The developer committed to providing an optional one-month travel pass allowing access to bus and train travel across Greater Manchester and city zone tram travel to all new employees, at a maximum commitment of £2,500. This was allocated to the opening team when the hotel opened in May 2019 and has been fully expended.

5.4 Review of Measures

The measures have been refined prior to development completion (to check they were still appropriate) and should then be reviewed every year based on the findings of the annual travel surveys.

Key Action	Review Travel Plan Measures
To be completed:	Annually for 5 years from opening
Responsibility of:	Travel Plan Coordinator

Key Action	Implement Travel Plan measures
To be completed:	See tables of individual measures
Responsibility of:	See tables of individual measures

6. Travel Plan Monitoring

Monitoring the Travel Plan performance will be important to understand its effectiveness in meeting the agreed targets.

6.1 Monitoring Surveys

The TPC is responsible for monitoring the travel plan and agreeing how the results will be reported to the Local Authority. This could be done by a variety of survey methods including one or a combination of the following:

- A 'snapshot' modal split survey of staff starting and finishing shifts
- A staff travel survey questionnaire
- Monitoring the uptake of any specific incentive schemes
- Monitoring the use of cycle parking spaces
- Monitoring the use of disabled car parking spaces
- Monitoring vehicle movements associated with servicing and deliveries

Mitigation measures should also be identified to address the sustainable travel requirements of the scheme in the event that the Travel Plan is failing to deliver its anticipated outputs or meet its targets.

Key Action	Carry out travel surveys and other monitoring exercises
To be completed:	Annually for 5 years from opening
Responsibility of:	Travel Plan Coordinator

The first survey was carried out in March 2020, and results are presented at Section 3.3, including the setting of new targets.

6.2 Evaluation and Review

The TPC will liaise with MCC with the results of the annual monitoring surveys. Monitoring will allow the TPC and MCC to identify whether the Travel Plan is successful or not.

Key Action	Review Travel Plan in consultation with MCC and revise measures, if necessary
To be completed:	Annually for 5 years from opening
Responsibility of:	Travel Plan Coordinator

6.3 Mitigation

If Travel Plan targets are not being met, it would be the responsibility of the TPC to identify an action plan for the following twelve months. The action plan would be agreed with MCC and would contain a programme of measures and tasks, alongside the person(s) responsible and the timescale(s) for delivery. Appropriate mitigation measures, could include:

- Implementing any measures set out in this Travel Plan that have not been fully instigated.
- Offering additional incentives to travel by sustainable modes, including funding for involvement in events (e.g. Bike Week),
- Promotion of sustainable travel events such as Bike Week or National Lift Share Week.
- Additional marketing of Travel Plan initiatives to staff and visitors via leaflets, emails, and social media.
- Additional personalised travel planning to seek to overcome individual perceived difficulties in travelling by sustainable modes.

7. Summary Action Plan

Several Key Actions have been identified throughout this document. To assist the progression of the Travel Plan, these are compiled below in the order in which they need to take place.

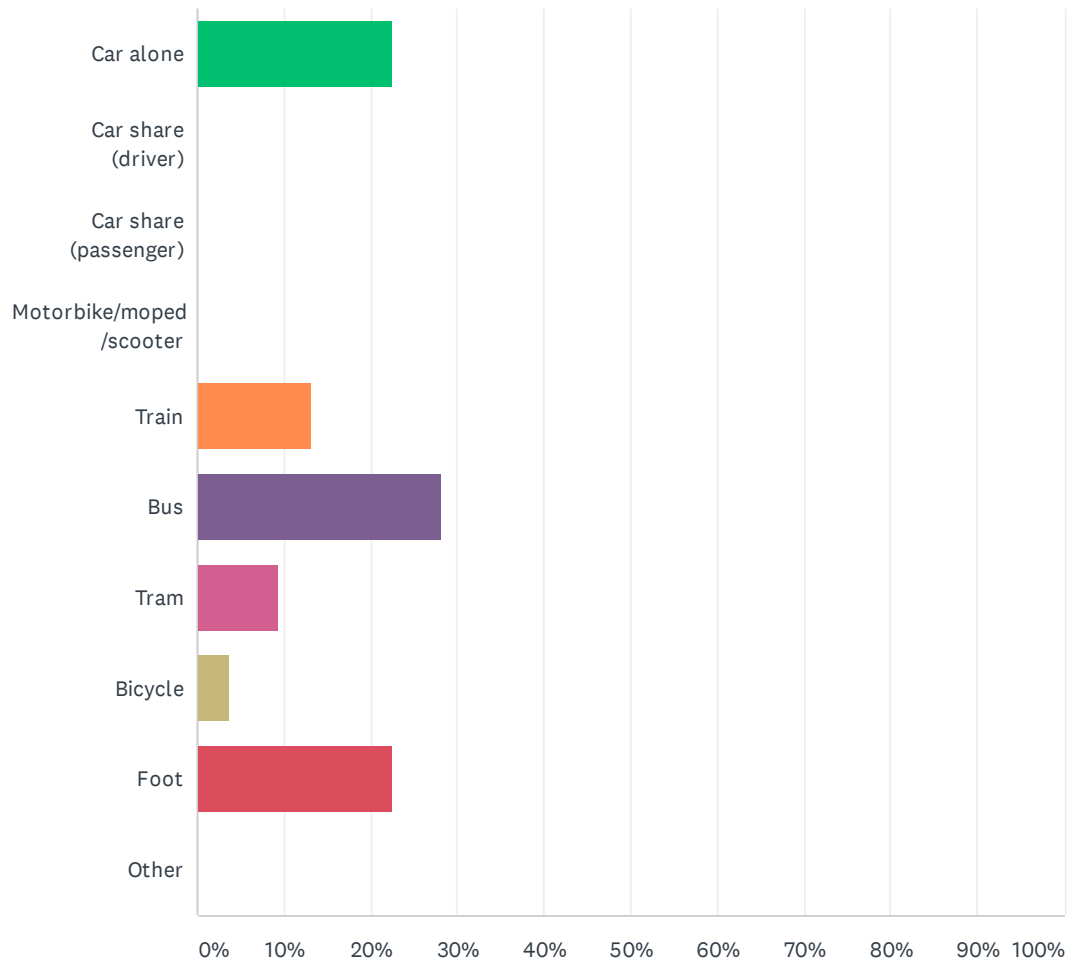
Key Action	Responsibility	Actioned
Appoint On-Site Travel Plan Coordinator	Developer	TPC Appointed
Review Travel Plan Measures	Travel Plan Coordinator	Annually for 5 years from opening
Update the site Accessibility Audit	Travel Plan Coordinator	Annually for 5 years from opening
Agree (and review) Travel Plan targets	Travel Plan Coordinator	Annually for 5 years from opening
Implement Travel Plan Measures	See tables of individual measures	
Carry out travel surveys and other monitoring exercises	Travel Plan Coordinator	Annually for 5 years from opening
Review Travel Plan in consultation with MCC and revise measures, if necessary	Travel Plan Coordinator	Annually for 5 years from opening

Appendix A

2020 Staff Travel Survey Results

Q1 What is your main mode of transport you use to commute for work? (please select ONE option only, the mode that you use to travel the longest distance)

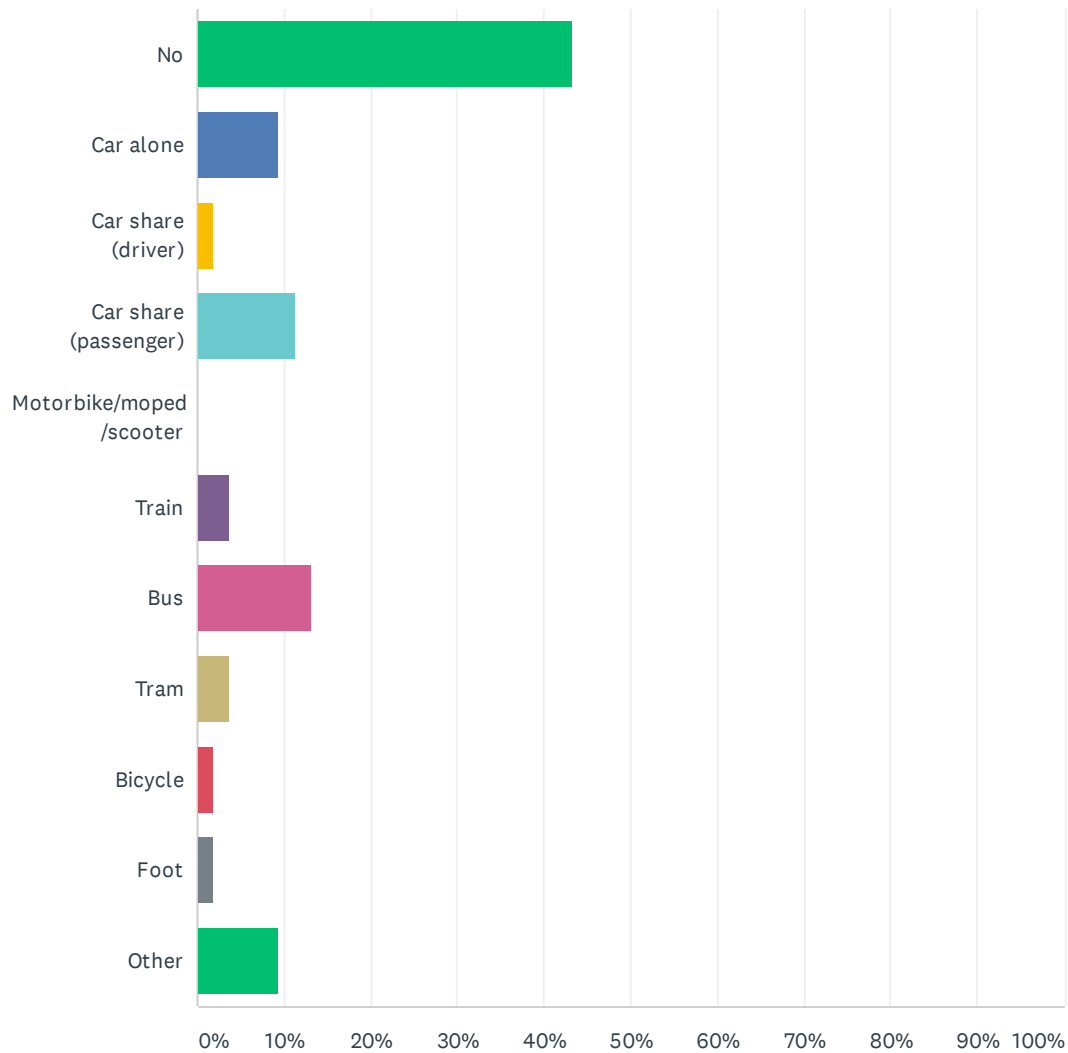
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Car alone	22.64%	12
Car share (driver)	0.00%	0
Car share (passenger)	0.00%	0
Motorbike/moped/scooter	0.00%	0
Train	13.21%	7
Bus	28.30%	15
Tram	9.43%	5
Bicycle	3.77%	2
Foot	22.64%	12
Other	0.00%	0
TOTAL		53

Q2 Do you ever travel to work in a different way than above?

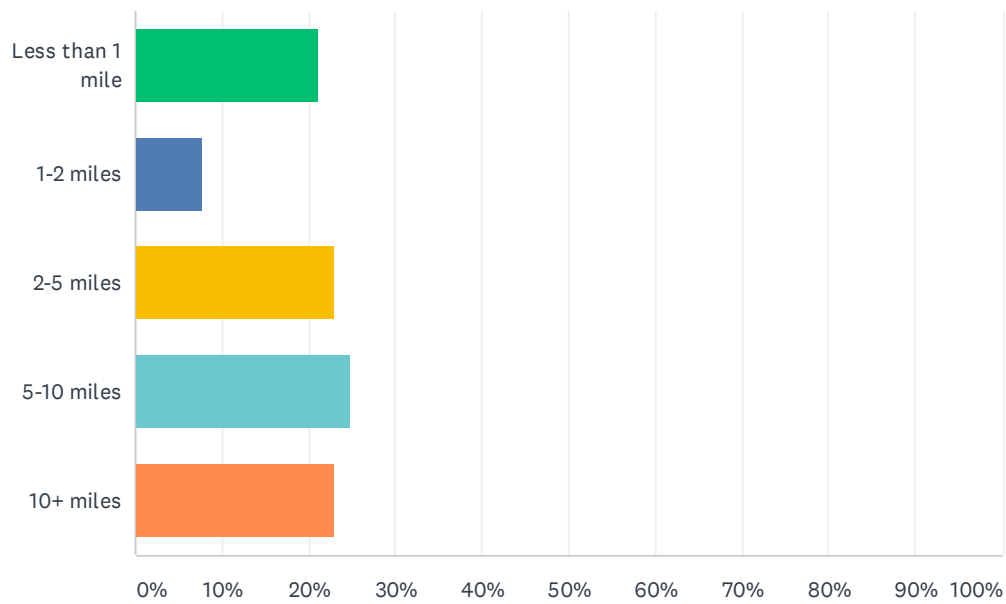
Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
No	43.40%	23
Car alone	9.43%	5
Car share (driver)	1.89%	1
Car share (passenger)	11.32%	6
Motorbike/moped/scooter	0.00%	0
Train	3.77%	2
Bus	13.21%	7
Tram	3.77%	2
Bicycle	1.89%	1
Foot	1.89%	1
Other	9.43%	5
TOTAL		53

Q3 Roughly what distance is your commute?

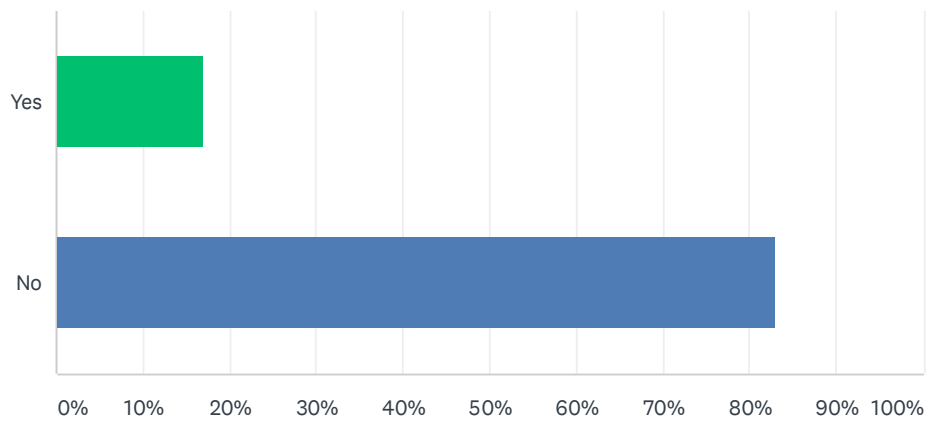
Answered: 52 Skipped: 1



ANSWER CHOICES	RESPONSES	
Less than 1 mile	21.15%	11
1-2 miles	7.69%	4
2-5 miles	23.08%	12
5-10 miles	25.00%	13
10+ miles	23.08%	12
TOTAL		52

Q4 Do you own a bicycle?

Answered: 53 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	16.98%	9
No	83.02%	44
TOTAL		53

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