



Princess Street and Whitworth Street Corner

Princess Street and Whitworth Street Corner Full Travel Plan

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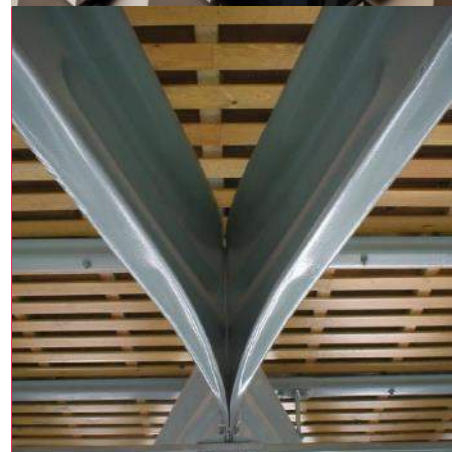
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Full Travel Plan

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- Plan TPMA5078_003 – Pedestrian Catchment Plan
- Plan TPMA5078_004 – 5km Cycle Catchment Plan
- Plan TPMA5078_005 – Public Transport Catchment Plan

1.0 Introduction

1.1 Introduction

- 1.1.1 Curtins has been appointed on behalf of Urban & Civic (Princess Street) Ltd to provide traffic and transportation advice in relation to a proposed mixed use development on the site on the North East corner of the junction of Princess Street and Whitworth Street, entitled “Princess Street and Whitworth Street Corner”, located in Manchester City Centre.

1.2 What is a Travel Plan?

- 1.2.1 A Travel Plan (TP) is defined by the Department for Transport (DfT) and by the Department for Communities and Local Government (DCLG) as:

- *“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed/”*

Source: *National Planning Policy Framework*, DCLG, 2019.

- 1.2.2 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

1.3 Purpose of This Report

- 1.3.1 This TP is intended to discharge Condition 21 of the planning permission (Application Ref: 114585/FO/2016).
- 1.3.2 The production of this TP is a pre-occupation requirement as set out within Condition 21 and the document is to be subjected to a further update 6 months following the occupation of the development. An Interim Travel Plan (ITP) was submitted to the planning authority within the planning application documentation, this Travel Plan is a living document which has evolved from the ITP.
- 1.3.3 The intention of the TP is for a document to exist which indicates a list of potential measures that could be implemented to affect modal choice, and a management strategy for the ongoing evolution of the Travel Plan once the users of the building are in place and their travel habits can be analysed.

- 1.3.4 Transport for Greater Manchester (TfGM) strongly endorses the need for TPs in order to reduce the impact of transport on the local environment, to improve accessibility and to encourage 'active travel' which improves peoples' health. According to TfGM's document 'Transport for Sustainable Communities: a Guide for Developers', a TP should achieve:

- "A reduction in car use (particularly for single occupancy trips) and increase travel by sustainable modes, namely active travel and public transport;
- A reduction in the impact of the generated traffic, both in the immediate neighbourhood and on the wider highway network;
- Safe access for pedestrians and cyclists; and
- A coordinated approach to developing and implementing realistic travel options."

Source: Transport for Sustainable Communities: a Guide for Developers, TfGM, 2013

- 1.3.5 This document has been written in accordance with the above statement, and the following core guidance documents:

- National Planning Policy Framework, DCLG, 2019; and,
- National Planning Practice Guidance, DCLG, 2014.

1.4 Scope of the Report

- 1.4.1 Following this introduction, **Section 2** of the report provides background information on the benefits which can be derived from a successful Travel Plan. It also sets out keys aims and objectives for the Travel Plan process.
- 1.4.2 **Section 3** provides details of the location of the site and summarises the existing situation of the site and the surrounding highway network. **Section 4** goes on to assess the site in terms of levels of accessibility by sustainable modes of travel.
- 1.4.3 **Section 5** outlines various initiatives that will be considered to encourage maximum uptake in sustainable modes of travel, whereas **Section 6** outlines the Travel Plan Target strategy.
- 1.4.4 **Section 7** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator (TPC) as the Travel Plan process progresses. **Section 8** concludes the report by providing an Action Plan which summarises the document and the next steps.

2.0 Travel Plan Benefits

2.1 Introduction

2.1.1 The benefits from a TP can be loosely categorised under three main headings:

- Health Benefits;
- Environmental Benefits; and,
- Financial Benefits.

2.1.2 This section explores just some of the improvements which can be made during a successful Travel Planning process.

2.2 Health Benefits

2.2.1 A reduction in polluting vehicles on the roads surrounding the site will mean better air quality throughout the area. There are also well documented health benefits associated with active travel, yet activity levels are generally low across the UK:

"66% of men and 58% of women aged 19 and over met the aerobic activity guidelines of at least 150 minutes of moderate activity or 75 minutes of vigorous activity per week or an equivalent combination of both, in bouts of 10 minutes or more.

26% of men and 27% of women were obese. The proportion of adults who were obese has been similar since 2010."

Source: *Health Survey for England, DoH, 2016.*

2.2.2 Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems.

2.3 Environmental Benefits

2.3.1 Climate change is a global issue that affects all nations. The British Government has pledged to play its part in reducing emissions which are harmful to the earth by setting carbon reduction targets:

"It is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 80% lower than the 1990 baseline."

Source: *Climate Change Act 2008, Chapter 27, Part 1, 2008.*

- 2.3.2 Encouraging people to make smarter choices in the way they travel can drastically reduce the impact that a particular development makes on the environment.

2.4 Financial Benefits

- 2.4.1 Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing active travel rates:

"The estimated direct cost of physical inactivity to the NHS across the UK is £1.06 billion. This is based upon five conditions specifically linked to inactivity, namely coronary heart disease, stroke, diabetes, colorectal cancer and breast cancer.

In England, the costs of lost productivity have been estimated at £5.5 billion per year from sickness absence and £1 billion per year from the premature death of people of working age."

Source: *Start active, stay active: report on physical inactivity in the UK*, DoH, 2011.

- 2.4.2 Individuals can also benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel. In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), removing the capital and on-going cost of car ownership.
- 2.4.3 An effective TP can help encourage residents (and visitors) to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

2.4.4 Mutual Benefits

- 2.4.5 As demonstrated, there are multiple reasons as to why TPs are important to modern society. The initiatives in this TP will have a positive effect on the future residents (and visitors) of the proposed development. They must be communicated correctly:

"It is important that the outcomes sought from the travel plan can be seen as a benefit to all parties, e.g. the developer, occupiers and site users, the community and the local authority. Such benefits can help in gaining widespread commitment."

Source: *Good Practice Guidelines: Delivering Travel Plans through the Planning Process*, DfH, 2009.

2.5 Travel Plan Objectives

- 2.5.1 Considering the above benefits, this TP aims to achieve the following objectives:
- **Objective 1** – To increase the level of cycling to and from the site;
 - **Objective 2** – To increase the level of walking to and from the site;

- **Objective 3** – To increase the level of public transport use to and from the site;
- **Objective 4** – To increase the number of people car sharing to and from the site; and in turn,
- **Objective 5** – To reduce single occupancy car travel to and from the site.

3.0 Existing Situation

3.1 Site Location

- 3.1.1 The application site is a proposed mixed use development on the site referred to as “Princess Street and Whitworth Street Corner” which is on the north-eastern corner of the junction of Princess Street and Whitworth Street, located in Manchester City Centre.
- 3.1.2 The site is bordered by the Rochdale Canal to the north, Amazon House and Venice Street to the east, with Sackville Street beyond, Whitworth Street to the south and Princess Street to the west.
- 3.1.3 **Plan TPMA5078_001** shows the location of the site in relation to the surrounding regional urban area and **Plan TPMA5078_002** shows the site in a more local context.

3.2 Former Use

- 3.2.1 The Site was vacant following the previous redevelopment proposals stalling at a point where a 4 storey basement structure had been completed up to ground level with associated access ramps, lift pits and other construction related features. The site however never became operational under its previously intended uses.

3.3 Existing Site Access

- 3.3.1 Currently access to the existing site is gained via two gated site accesses on Whitworth Street to the south boundary, one located near the Princess Street junction and the other at the Venice Street Junction. There is also a further gated access at the intersection of Venice Street and Brazil Street to the east boundary.

3.4 Surrounding Highway Network

Brazil Street

- 3.4.1 Brazil Street is to the east of the site. It is a side road access from Sackville Street, it comprises of a single carriageway with one lane of travel in each direction. The carriageway is approximately 7m wide and runs along a southwest to northeast axis from the site access to Sackville Street.
- 3.4.2 Brazil Street is 42m in length. It is fronted by Brazil House to the north and Regency House to the south. Footways of approximately 2.2m in width are provided on either side and street lighting is present. Brazil Street is subject to a 30mph speed limit.

Venice Street

- 3.4.3 Venice Street is a side road access to Whitworth Street; it comprises of a single carriageway with one lane of travel in a southeast direction only and forms the site's eastern boundary. The carriageway is approximately 6m wide and is currently bisected by the site boundary hoarding, leaving approximately 3m available carriageway width.
- 3.4.4 Venice Street runs along a northwest-southeast axis from Brazil Street to Whitworth Street. It is fronted by Regency House opposite the site hoarding. Venice Street is subject to a 30mph speed limit.
- 3.4.5 Footways of approximately 2m wide are provided on either side of the carriageway; one of which is unavailable being within the site hoarding.

Sackville Street

- 3.4.6 Sackville Street runs to the east of the site beyond Venice Street and Regency House. Sackville Street at the time of writing is two way over two traffic lanes, south of its junction with Brazil Street and one way north from this point. A proposed TfGM "Bus Priority Package" involves reconfiguring Sackville Street to one way south bound running.
- 3.4.7 The carriageway is approximately 8m wide and is fronted by Regency House on the site side and an urban park on the opposite side. A speed limit of 30mph is in place.
- 3.4.8 Footways approximately 2m and 3m wide are provided on the site side and park side respectively with street lighting present.

Whitworth Street

- 3.4.9 Whitworth Street lies northeast-southwest with a signalised junction at Sackville Street, Venice Street is a side road and Whitworth Street intersects Princess Street at a signalised junction. Whitworth Street forms the southern boundary of the site.
- 3.4.10 Whitworth Street comprises a single carriageway with two lanes in each direction of travel. The carriageway is approximately 10.5m wide and a speed limit of 30mph is in place.
- 3.4.11 Footways widths vary between approximately 2.5m and 4.5m and are provided with street lighting, dropped kerbs and tactile paving at signalised junctions.

Princess Street

- 3.4.12 Princess Street runs roughly north-south forming the western boundary of the site, south of this is the signal controlled junction with Whitworth Street. Further south is the signalised junction with Charles Street.

- 3.4.13 Princess Street at the time of writing is one-way south bound, north of its junction with Whitworth Street with three traffic lanes and a cycle lane but is two way flow south of the junction with Whitworth Street. This is a recent change as per the TfGM bus priority package. The layout is shown on **Drawing 209146H-0000-0002 – MCC Bus Priority Package Improvement** at the rear of this TA.
- 3.4.14 The carriageway is approximately 9.5m wide with footways of 2m to 3m width on either side. Street lighting is provided and the speed limit is 30mph.
- 3.4.15 An analysis of the accident data has been undertaken and this is described below, starting with accidents at the junction between Princess Street and Whitworth Street.

Princess Street / Whitworth Street

- 3.4.16 This junction has been reconfigured under the Bus Priority Package works and the data relates to the former layout. The police records indicate that 13 collisions occurred at the junction between Princess Street and Whitworth Street; 78 slight and 5 serious. 7 involved pedestrians being struck by vehicles, 5 involved cyclists being struck by cars and 1 involved a rear end shunt car collision.
- 3.4.17 One accident was caused by a cyclist entering the road from the pavement, another two were caused by pedestrians a hurry, another caused by playing in the road, another 2 from pedestrians not looking properly, the remaining accidents were caused by motor vehicles either speeding, poor judgement, being reckless or failing to judge speed of those around them. 2 serious accidents involved pedestrians and the other three involved cyclists.

Sackville Street / Whitworth Street

- 3.4.18 This junction is to be reconfigured under the Bus Priority Package works and the data relates to the former layout. The PIA records indicate that three collisions occurred all of which were slight. 2 involved cyclists both involved the driver not looking properly with one being under the influence of alcohol. The other incident occurred between 2 vehicles with one failing to stop at the lights.

Princess Street

- 3.4.19 The PIA data shows that 8 incidences occurred along Princess Street with 7 being slight and 1 being serious; 5 involved pedestrians, 1 of which was serious and 3 involved cyclists.
- 3.4.20 The causes for the accidents include all 5 of the pedestrians being under the influence of alcohol late at night (post 23:30) and not looking correctly with the cyclists accidents being caused by drivers not looking on 2 of them and tailgating on the third.

Whitworth Street

- 3.4.21 The PIA records indicate that there were 7 accidents on Whitworth street; 6 being slight and one serious, 3 accidents involved pedestrians, 2 involved cyclists and 3 involved passengers in taxis or car.
- 3.4.22 Four of the accidents were caused by drivers not looking properly, 1 was due to driver aggression, 1 was due to lack of care and attention and another was caused by not using a seatbelt in the back of a taxi.

Sackville Street

- 3.4.23 The PIA data showed that 3 accidents had occurred along Sackville Street all of which were slight in severity. 1 involved a pedestrian who did not look or pay attention to the road. The other two involved drivers; 1 of them did not look due to a distraction in the car and the other incident occurred due to tailgating and poor judgement.

Summary

- 3.4.24 In summary, no significant correlations have been identified to suggest that highway condition, layout or design were significant contributory factors in any of the collisions within the study area. It is considered that the proposed development at Princess Street and Whitworth Street Corner would not have a significant effect on highway safety.

4.0 Accessibility by Sustainable Modes of Travel

4.1 Introduction

- 4.1.1 One of the key elements of the national and local planning policy is to ensure that new developments are located in areas where alternative modes of travel are available. The developments must not be isolated but located close to complementary land use. Encouraging the integration of planning and transport supports the aim of reducing overall travel and use of private car.
- 4.1.2 The development at Princess Street and Whitworth Street Corner is located in the heart of Manchester City Centre. It is surrounded by an abundance of transport options and is located a short distance from many commercial, business and leisure sites.
- 4.1.3 Manchester is a very well connected city in terms of sustainable transport options, especially in the city centre where the development at Princess Street and Whitworth Street Corner is ideally located to take advantage of these connections. The development is highly accessible by sustainable modes of travel.
- 4.1.4 Sustainable development is a key test within the National Planning Policy Framework (NPPF) and this section serves to highlight the key advantages of the sites location from the perspective of accessibility by sustainable modes of travel. The site is located near to many facilities and amenities within the city centre including the University of Manchester, Manchester Metropolitan University, leisure facilities, bars and social facilities, the major shopping district immediately north and the business areas around Piccadilly.
- 4.1.5 The accessibility of the proposed development is considered in this context for the following modes of travel:
- Pedestrian Accessibility;
 - Cycle Accessibility; and
 - Public Transport Accessibility.
- 4.1.6 Public transport modes of travel in the immediate vicinity of the proposed development include the following options:
- Bus (including coach for longer distances);
 - Tram (Manchester Metrolink); and
 - Train.

4.2 Pedestrian Accessibility

- 4.2.1 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled 'Providing for Journeys on Foot' suggests walking distances which are relevant to this planning application. These are reproduced in Table 4.1 below.

CIHT Category	Town Centres (m)	Commuting/School/ Sightseeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 4.1 – CIHT Recommended Walking Distances

- 4.2.2 The development at Princess Street and Whitworth Street Corner is located in Manchester City Centre and will fall under the "Town Centres" category in Table 4.1.
- 4.2.3 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. **Plan TPMA5078_003** shows distances of 200m, 400m and 800m which are termed 'Desirable', 'Acceptable' and the 'Preferred Maximum' by the CIHT for town centre trips, which are likely to be the most significant categories of trips generated by the proposed development (A1-Retail, A3-Restaurant and C3-Residential land uses).
- 4.2.4 Within the 200m pedestrian catchment, there are many facilities, amenities, commercial, business, leisure and employment sites. Within 400m walk of the site, and even more so within 800m the number of facilities, amenities and services increases significantly.
- 4.2.5 Overall the site is well located in terms of accessibility on foot with a wealth of facilities, amenities and services including St Peters Square and Piccadilly Gardens tram stops, Oxford Road and Piccadilly train stations, universities, cultural locations, the city centre retail district, the Arndale Shopping Centre and the Manchester Central Convention Centre.
- 4.2.6 All of the surrounding roads provide adequate footways and most offer signal controlled pedestrian crossings. There are segregated pedestrian cycle routes including the Rochdale Canal towpath crossing the area.
- 4.2.7 It has been demonstrated that there are a number of services within reasonable walking distance of the proposed development and walking can therefore be seen to be an attractive option for future residents at the site.

4.3 Cycle Accessibility

- 4.3.1 Manchester has a growing reputation for its quality bicycle provision within the city centre and the development at Princess Street and Whitworth Street Corner is set in a prime location to take advantage of the surrounding cycle and road network. Within close proximity is a wealth of cycle infrastructure including dedicated cycle lanes along Princess Street and Oxford Road.
- 4.3.2 Most of the traffic signal controlled junctions in the area feature advance stop-lines exclusively for use by cyclists.
- 4.3.3 Immediately north of the development site is the Rochdale Canal towpath and nearby are other cycle routes that provide access to and from the universities and the business district.
- 4.3.4 To assist in assessing the accessibility of the site by cycle, a 5km cycle catchment from the site centre has been considered, and is shown on **Plan TPMA5078_004**. The 5km distance equates to a journey time of around 25 minutes, while cycling at a speed of 12km per hour.
- 4.3.5 The 5km cycle catchment includes the whole of Manchester city centre and most of the Greater Manchester area including Salford, Eccles, Trafford, Ashton-Under-Lyne, Prestwich and Stretford.
- 4.3.6 The site is located within 1km of the National Cycling Centre and as such, benefits from a high quality local cycle network.
- 4.3.7 Adjacent the site, National Cycle Route 60 runs along Princess Street. It forms part of the Fallowfield Loop and provides a traffic-free cycle route between Harpurhey and Reddish. Regional Route 86 follows the Medlock and provides an east-west traffic free cycle route between Clayton Vale and Ardwick.
- 4.3.8 Approximately 400m from the site, National Cycle Route 66 from Old Trafford football stadium to Spurn Head in the East Riding of Yorkshire via Bradford, Leeds, York, Beverley, and Kingston upon Hull. A traffic-free cycle route exists between New Islington and Chadderton.
- 4.3.9 Transport for Greater Manchester (TfGM) also identifies a number of canal towpaths (including the Rochdale Canal) as off-road advisory cycle routes.
- 4.3.10 It is demonstrated that the site is well located to benefit from existing cycle facilities.

4.4 Public Transport Accessibility

Bus

- 4.4.1 Manchester has a large number of major roads connecting, running through and circulating the city, well served by buses providing high capacity and easy access to and from other parts of Manchester as well as connecting with regional and national locations.

- 4.4.2 The site is located on Princess Street and Whitworth Street which are both served by many high frequency bus services. Also near to the site lies the Oxford Road bus corridor which is one of the busiest bus routes in Europe offering 128 buses per hour to a multitude of locations.
- 4.4.3 The Bus Priority Package currently being implemented along Princess Street will further enhance the bus offer. These changes include princess Street becoming two way and changes to the parking and loading along Princess Street.
- 4.4.4 Locations readily accessible by bus from the site include the Trafford Centre, Manchester Airport and a large number of towns within the Greater Manchester conurbation.
- 4.4.5 In addition, Manchester Central Coach Station is located within 5 minutes' walk from the development, offering further alternative sustainable travel choices for residents and users of the scheme.
- 4.4.6 The Chartered Institution of Highways and Transportation (CIHT) document, "*Planning for Public Transport in Developments*" recommends that developments should ideally be located within 400m of a bus stop.
- 4.4.7 The closest stops are located on Princess Street at the junction with Hart Street and on Whitworth Street at Sackville Gardens which are within this 400m distance. Services calling at these stops are of high frequency – less than every 15 minutes at peak times.
- 4.4.8 Slightly further afield at just under 600m is the Piccadilly Gardens Transport Interchange which is the main bus hub in Manchester city centre.
- 4.4.9 Employment, amenity and leisure opportunities in the Greater Manchester area are readily accessible by bus, allowing residents sufficient time to commute to employment opportunities at destinations across Manchester and the Greater Manchester area.
- 4.4.10 **Plan TPMA5078_005** illustrates the areas that are accessible by bus within a journey time of 10 minutes, 20 minutes and 30 minutes. The employment, amenity and leisure opportunities found within Manchester city centre are accessible via a 10 minute journey time. The 30 minute journey catchment extends to include outlying areas of Greater Manchester.

Metrolink

- 4.4.11 The Princess Street development is approximately 350m from the Piccadilly Metrolink station as its nearest connection to the site. This distance is with the maximum distance of walking for public transport of 400m and so provides excellent access to the Metro network.
- 4.4.12 The development at Princess Street and Whitworth Street Corner site is located approximately 600 metres from St. Peters Square Metrolink Station and approximately 600 metres from the Piccadilly

Gardens Metrolink Station. The site is well located to benefit from the Metrolink services at the two Metrolink stations.

4.4.13 Employment, amenity and leisure opportunities found across Greater Manchester, including Ashton, Manchester, Oldham, MediaCityUK, Salford Quays and South Manchester are readily accessible via the local Metrolink services. These Metrolink services provide a 12 minute frequency and operate between 06:00 and 23:30 allowing residents sufficient time to commute to employment opportunities across the region.

4.4.14 **Plan TPMA5078_005** illustrates the areas that are accessible by tram within a journey time of 10 minutes, 20 minutes and 30 minutes. The employment, amenity and leisure opportunities found within Manchester city centre are accessible via a 10 minute total journey time including walking to the Metrolink stops.

Rail

4.4.15 The development at Princess Street and Whitworth Street Corner is ideally situated near to strategic rail stations that provide access to and from wider areas of the city, the Greater Manchester conurbation as well as regional and national travel.

4.4.16 The site is located in between Manchester Oxford Road train station and Manchester Piccadilly train stations which are only some 350 metres away and 650 metres away respectively. These train stations provide frequent services for locations including Salford, Liverpool and Warrington as well as further destinations such as London, Birmingham, Edinburgh, Cardiff and Leeds.

4.4.17 There are extensive secure cycle parking facilities at Manchester Piccadilly and the station has excellent high frequency links to many destinations across the UK.

4.5 Summary

4.5.1 In summary, the site has been assessed in terms of its accessibility to the surrounding area for employees and visitors at the proposed development. It is considered that the site is well located to benefit from existing pedestrian facilities, cycle facilities, bus services and Metrolink services. There are also existing key facilities and services within an acceptable walking distance.

4.5.2 This Travel Plan will build upon the sites sustainable location and formulate a series of measures in order to foster sustainable travel patterns amongst residents at, and users of the site. These measures are described in detail in Section 6 below.

5.0 Travel Plan Initiatives

5.1 Introduction

- 5.1.1 Taking into account the location of the proposed development and the accessibility of the site via walking, cycling and public transport a series of measures and initiatives have been developed to encourage sustainable travel at the site.
- 5.1.2 This section of the TP therefore sets out the initiatives that could be implemented to reduce residents' dependency on the private car and encourage sustainable modes of travel, in line with the aims and benefits set out in Section 2.

5.2 Production of Welcome Packs

- 5.2.1 Welcome packs can be critical in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all residents at the development upon moving in. The contents of the welcome packs could include:
- Introduction to the TP concept detailing objectives and aspirations;
 - Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
 - Personal travel initiatives;
 - Maps showing local walking / cycling routes and places of interest;
 - Details of public transport services, including timetables and routes; and
 - Details of the Travel Plan Co-ordinator (TPC).

5.3 Measures to Encourage Walking

- 5.3.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual. In order to encourage walking a number of measures will be considered:
- Raise awareness of the health benefits of walking;
 - Clear signing of pedestrian routes within and adjacent to the site;
 - Information on the local pedestrian routes, including public footpaths; and
 - Promote the www.walkit.com website for journey planning on foot.

5.4 Measures to Encourage Cycling

- 5.4.1 To encourage residents to cycle, the following measures will be considered:

- Information on the local cycle network routes made available through the previously discussed welcome packs;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk as well as TfGM's cycling website <http://cycling.tfgm.com/>;
- Local cycle clubs/forums to be invited to take part in travel plan promotional events to raise awareness;
- Promotion of events such as "National Bike Week"; and
- Setting up of a Bicycle User Group (BUG).

5.5 Measures to Encourage Public Transport

5.5.1 To encourage the use of public transport, the following measures will be implemented:

- Distribute details of the Traveline Journey Planning tool for the north-west of England. Employees can contact Traveline by phoning 0871 200 2233 (calls cost 10p per minute from BT landlines, charges from other providers or mobiles may vary). Employees can also explore the Traveline website at www.traveline-northwest.co.uk.
- Provide up to date bus, Metrolink and rail information including timetables and contact information in the Induction Packs, and on staff notice boards;
- Advertise any promotions/discounts offered by public transport operators;
- Liaise with bus companies and TfGM on any future improvements and/or extensions to local services; and
- Limited time discount tickets could be provided in the previously discussed Welcome Packs.

5.6 Car Sharing

5.6.1 Car sharing is an effective way of reducing single occupancy car trips if a number of residents travel to the same location each day. This could be simply encouraged on an informal basis, or managed through a residents committee who could match interested people.

5.6.2 There are car sharing organisations which offer a matching service. Employees would be able to use the website; www.carsharegm.com, which has been developed by TfGM, to organise car shares. They would have to register themselves with the site, which then searches for and matches appropriate car sharers. This scheme could be promoted by the Travel Plan Coordinator (TPC).

5.6.3 Alternatively, Enterprise Car Club has a vehicle location at Samuel Ogden Street M1 7AX (less than 100m to the south of the site, within a 2-minute walk); with a number of alternative locations within the city centre. Users would need to register and book the car appropriately through the website: www.enterprisecarclub.co.uk. Again, this scheme could be promoted by the TPC.

- 5.6.4 Alongside promoting such schemes, there could also be advertisement to raise awareness of car ownership costs and highlighting the social and economic benefits of car sharing

5.7 Summary

- 5.7.1 This section has outlined a variety of measures to foster sustainable travel patterns at the site from the outset. These measures have been designed specifically in relation to the sites location and end use, with walking, cycling and public transport considered key modes of transport to access education, retail, employment and employment destinations.

6.0 Targets

6.1 Introduction

- 6.1.1 Target setting is an important part of any TP, providing a focus for the overall TP process and a measure against which the TP measures can be judged. This section sets out some example targets and provides an overview of the data that should be collected as part of future travel surveys to monitor the TP.

6.2 Data Collection and Analysis

6.3 Travel Surveys

- 6.3.1 As the development has not yet been occupied, it is not possible to undertake any travel surveys. Therefore, it is not appropriate to provide a definitive set of targets.
- 6.3.2 In order to understand travel habits, a representative sample survey will be undertaken at six months following first occupation. Recipients will be encouraged to participate, and the surveys would extract the following key information:
- Place(s) of work;
 - Usual mode of travel and reason for modal choice;
 - Attractiveness of various sustainable modes;
 - Any barriers to sustainable modes; and
 - Initiatives that would encourage employees to travel more sustainably.
- 6.3.3 Surveys could be distributed in two ways; electronically, and as paper copies.
- 6.3.4 Firstly, questions could be transferred to SurveyMonkey, which is an online survey service widely used by both private and public sector organisations for data collection. Residents could be sent this link and can simply click on it and get directed to an internet-based survey. All results can be recorded on a computer database for analysis by Curtins.
- 6.3.5 Paper surveys could also made available to residents. The surveys could be printed and distributed by the TPC. All the results could be manually transferred to the SurveyMonkey computer database for analysis by Curtins alongside the electronic surveys.
- 6.3.6 The information obtained will be used to undertake travel performance indicator and modal split analysis, whereby an answer rate of 60% could be considered a sufficient representation of residents

within the development. These can be used to set SMART targets for the site, with an example provided in **Table 6.1** below. Site users would then be surveyed every two years from the initial survey.

Travel Plan Performance Indicators

6.3.7 The following Travel Plan performance indicators can be considered upon receipt of the travel survey data:

- **Attractiveness / Uptake of sustainable modes** – targets could be set for perceived safety in the surrounding area, punctuality and condition of public transport, condition of public realm areas and condition of cycle infrastructure/storage;
- **Car ownership and mode of travel** – modal split targets could be supplemented by targets related to car ownership, and travel to work by mode share targets; and
- **Travel Plan awareness targets** – targets could be set in relation to appreciation of the Travel Plan process, and knowledge of the benefits offered by the plan.

Modal Split Analysis

6.3.8 As the development contains car parking provision, it will be appropriate to set modal split targets for a reduction in private car use offset by an increase in sustainable modes.

6.4 SMART Targets

6.4.1 As the development has not yet been occupied, it is not possible to undertake any travel surveys and provide a definitive set of targets. However it is possible to provide an indication of potential targets, and an example is provided in Table 6.1 below:

<i>Example of Potential Targets</i>					
Travel Mode	Existing Modal Split Percentage	AM & PM Short Term Target Modal Shift Change	AM & PM Medium Term Target Modal Shift Change	AM & PM Long Term Target Modal Shift Change	Total AM & PM Target Modal Shift Change
Car Driver	TBC following surveys	-2.5%	-2.5%	-5%	-10%
Car Share		+/-0%	+1%	+1%	+1%
Public Transport		+1%	+2%	+2%	+5%
Cycle		+/-0%	+1%	+1%	+2%
Foot		+/-0%	+1%	+1%	+2%

Table 6.1 – Example of Potential Targets

6.4.2 The above targets are indicative only, and final targets will be decided following the receipt of the travel surveys. As noted, surveys will be commissioned within six months of occupation.

7.0 Monitoring and Review

7.1 Introduction

- 7.1.1 This section of the report sets out the proposed management arrangements associated with the TP. It also sets out the next steps with regards to this evolving TP to account for the future time when travel survey information is available.

7.2 Responsibility and Management

- 7.2.1 Overall responsibility for the TP will lie with site owner.
- 7.2.2 Following and full occupation, the TP will need to be updated for a further time. This will involve the completion of travel surveys, which are usually completed within 6 months of occupation.
- 7.2.3 The travel surveys will be completed by all site users and the survey will be influenced by national travel planning guidance, and approved by MCC. These will extract key travel characteristics such as:
- Post code;
 - Purpose of trip;
 - Mode of travel;
 - Reason for mode of travel; and
 - Barriers to other mode choices.
- 7.2.4 This information will enable analysis to be undertaken to establish final targets associated with each element of the proposals. It will also provide information on the reasons for that modal split and identify any measures that may encourage a modal shift.
- 7.2.5 The results of these initial surveys will be incorporated into the TP which will be provided to the Local Authority for consideration.
- 7.2.6 When the TP is updated, the day to day responsibility for the TP will shift from the developer to the appropriately appointed Travel Plan Coordinator (TPC). The TPC will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:
- Leading on the delivery of the TP;
 - Representing the human face of the TP and explaining its purpose and opportunities on offer;
 - Promoting individual measures in the TP;

- Liaising with public transport operators;
- Monitoring the TP; and
- Taking a key role in reviewing the TP.

7.2.7 A TPC will be nominated directly to MCC rather than being quoted within this document due to current GDPR restrictions on information sharing within publicly accessible documents.

7.3 Monitoring and Evaluation

7.3.1 The monitoring of travel behaviour is vital to measure progress towards the targets. Annual monitoring reports will be provided to officers at MCC following the receipt of the first travel questionnaires. Monitoring will be carried out for a period of three years from the date of the baseline travel surveys.

7.3.2 Following the completion of the aforementioned formal monitoring period, it is anticipated that the Travel Plan will be handed over to a residents group or similar who can continue to promote sustainable travel at the site.

Plans

Drg No:

TPMA5078_001

Rev:

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Project: PRINCESS STREET, MANCHESTER

Drg Title: SITE LOCATION - REGIONAL CONTEXT

Drawn: TL

Checked: KY

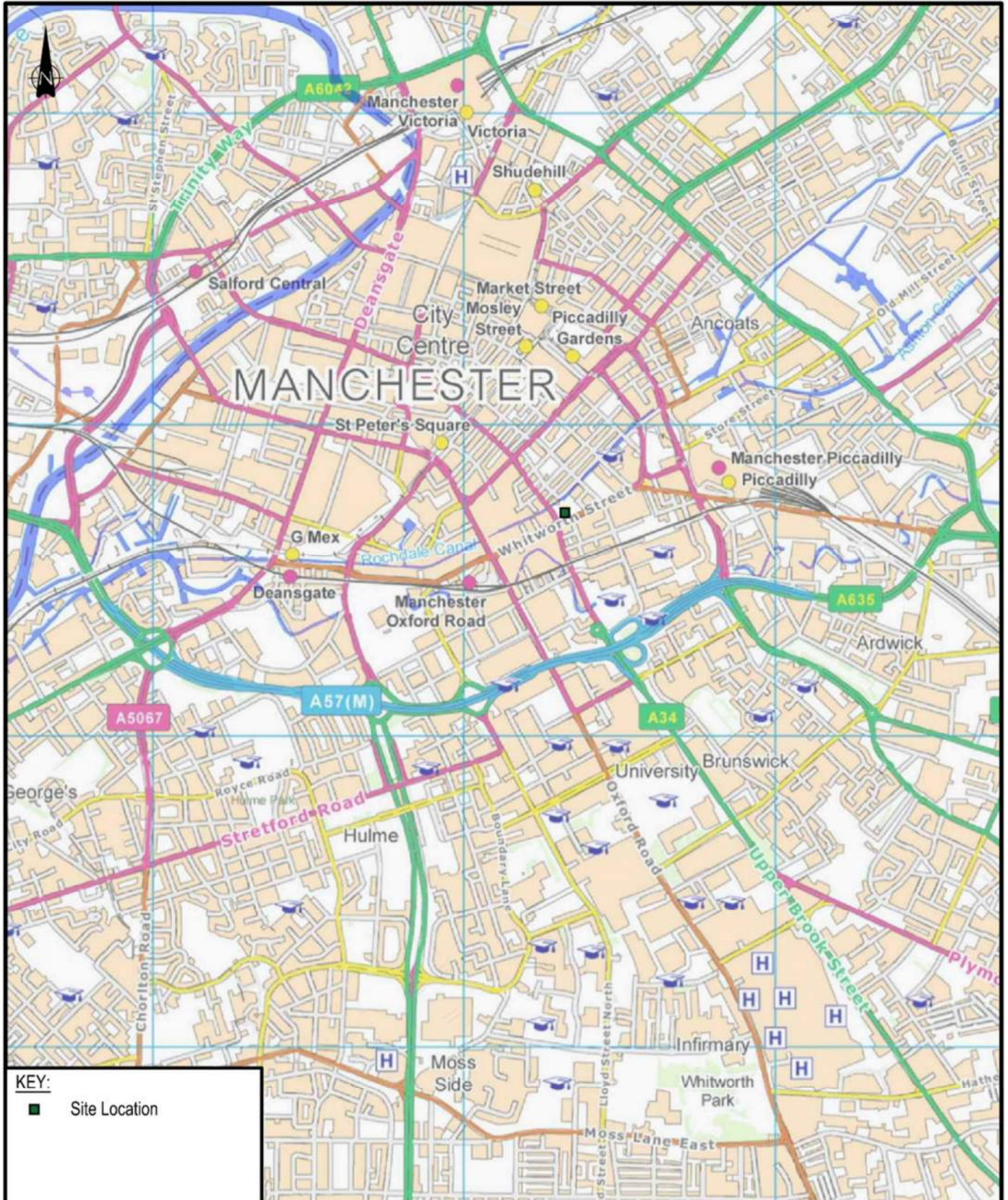
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Drg No:

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Project: PRINCESS STREET, MANCHESTER

Drg Title: SITE LOCATION - LOCAL CONTEXT

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KEY:

■ Site Location

Drg No:

TPMA5078_003

Rev:

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Project: PRINCESS STREET, MANCHESTER

Drg Title: SITE LOCATION - WALKING CATCHMENT

Drawn: TL

Checked: KY

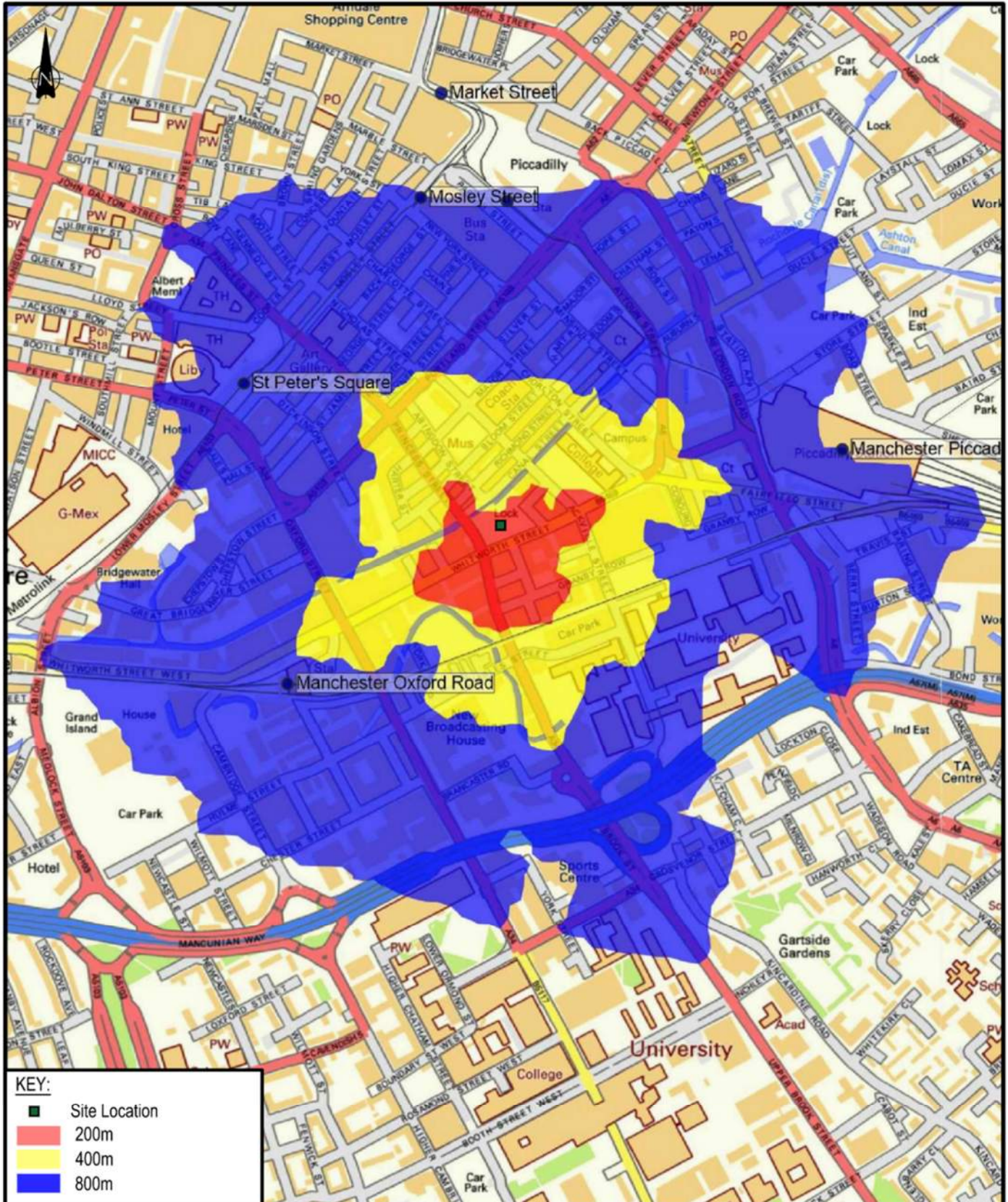
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Dwg No:

TPMA5078_004

Rev:

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Project:

PRINCESS STREET, MANCHESTER

Dwg Title:

5KM CYCLE CATCHMENT PLAN

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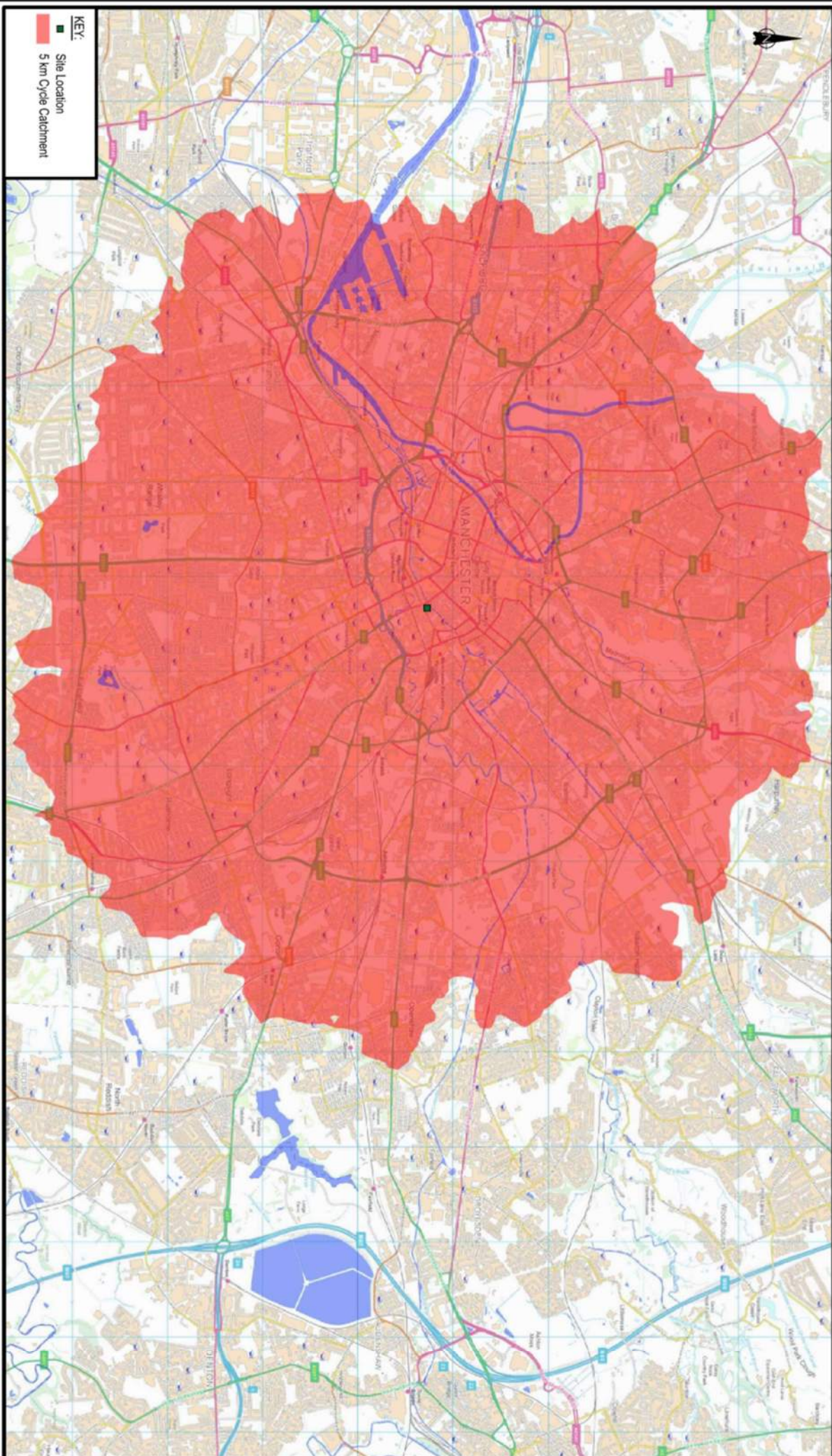
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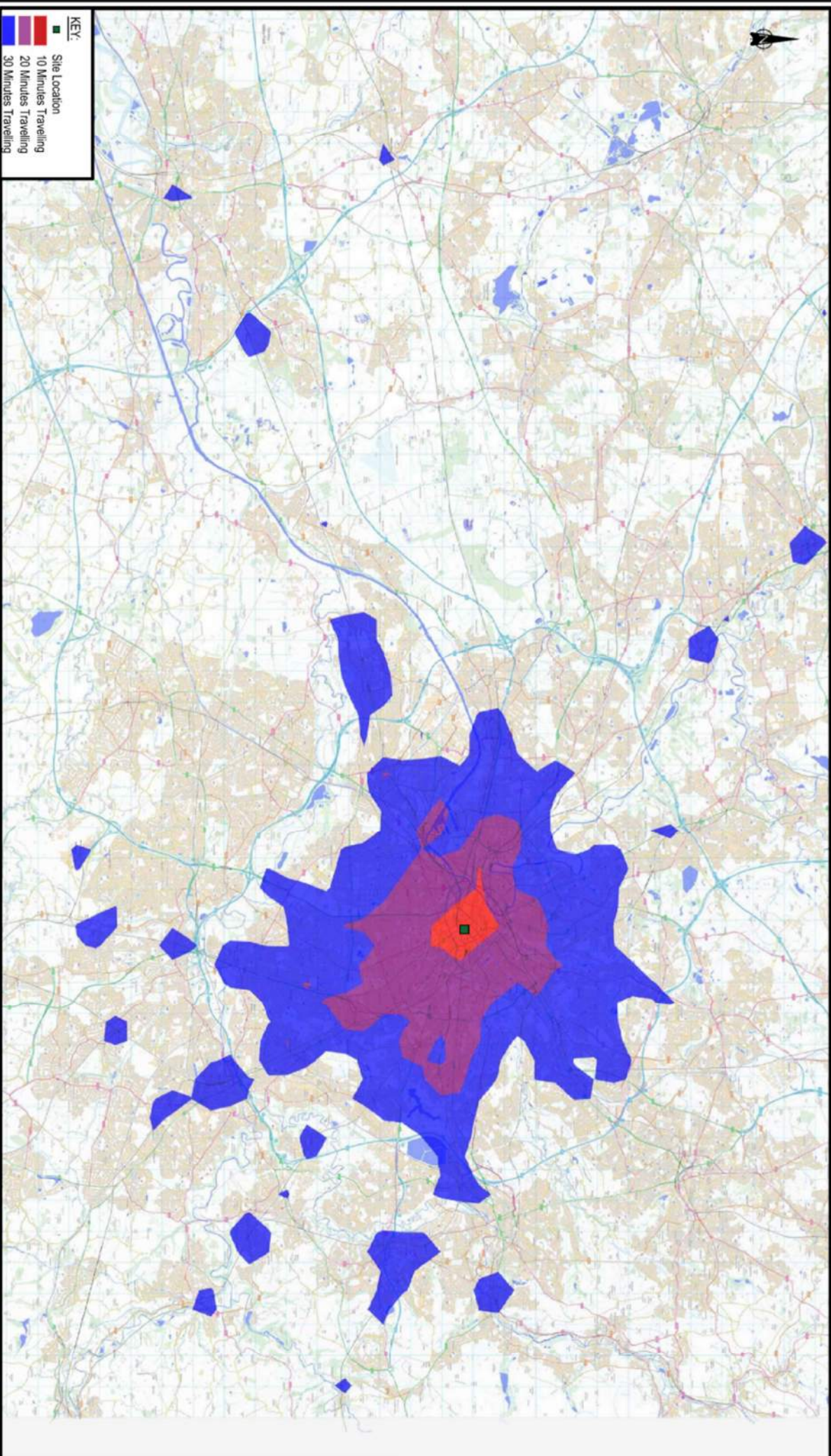
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Dwg Title: PUBLIC TRANSPORT CATCHMENT PLAN
Drawn: TL
Checked: KY
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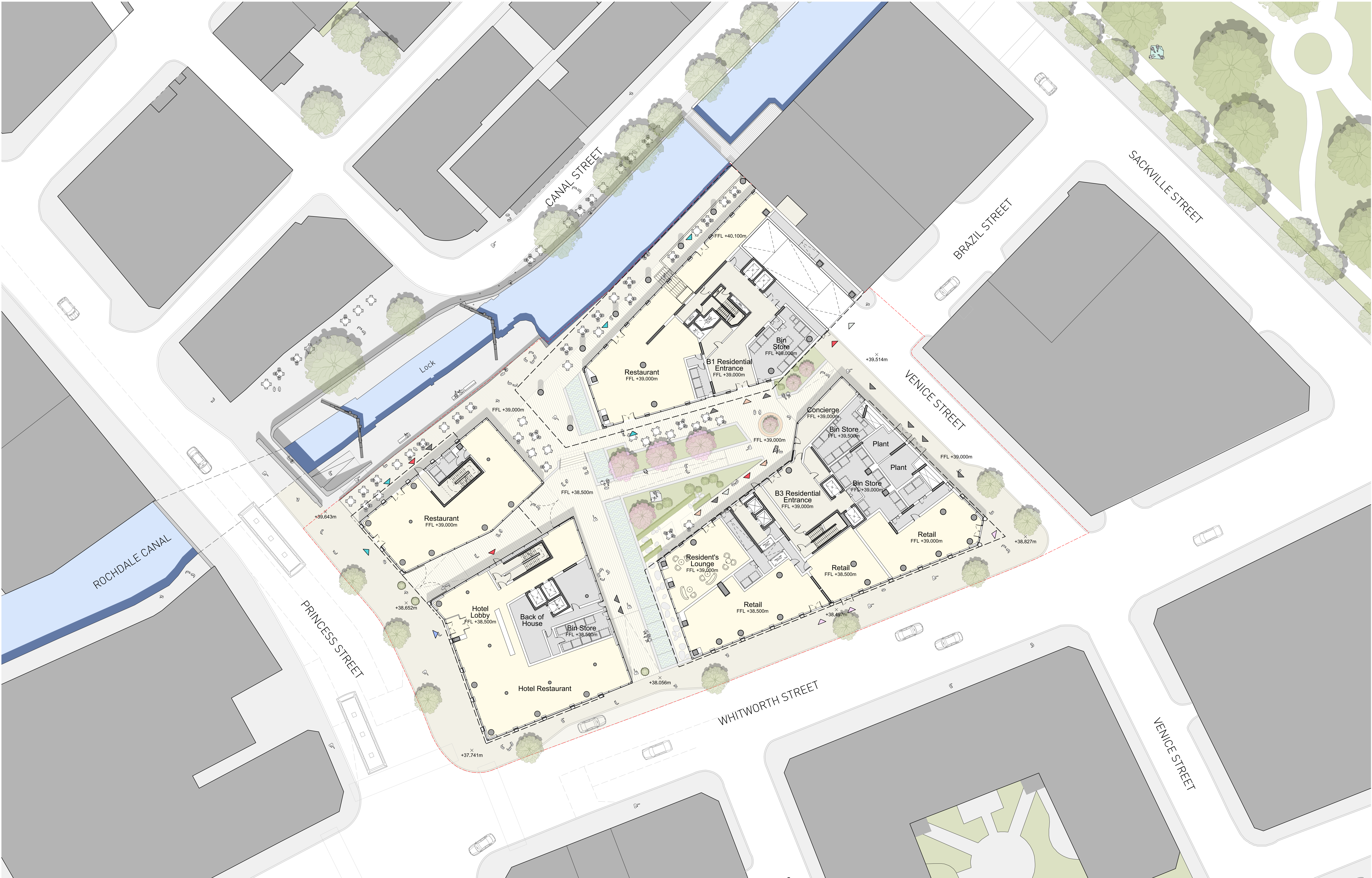
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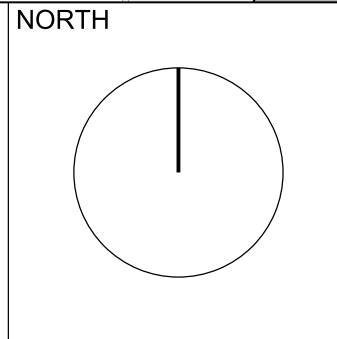


Appendix A – Indicative Masterplan



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Do not scale off dimensions.
All dimensions to be checked on site by contractor.
Contractor to report any dimensional discrepancies,
errors or omissions prior to commencing on site.

NOTE:
Please note that all layouts and areas are indicative and may be subject to change in line with the coordination
of structure and services, together with design development and building tolerances, or events outside the
architect's control.
The architect accepts no responsibility for any resulting implications or decisions, commercial or otherwise,
made on the basis of this information.



Rev	Date	Description
00	16-10-15	First Issue

Entrance Key	
	Residential
	Restaurant
	Retail
	Hotel
	Fire Escape
	Car Park
	Utility

Project Title	
PRINCESS STREET MANCHESTER	
Status	
PLANNING	

Drawing Title		
SITE PLAN GROUND FLOOR LEVEL		
Job No	Scale	Date
10011	1:250 @ A1	16 Oct 2015
Drawing No	Revision	
10011-B0-A-B5:D9-P-00-001	00	

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