





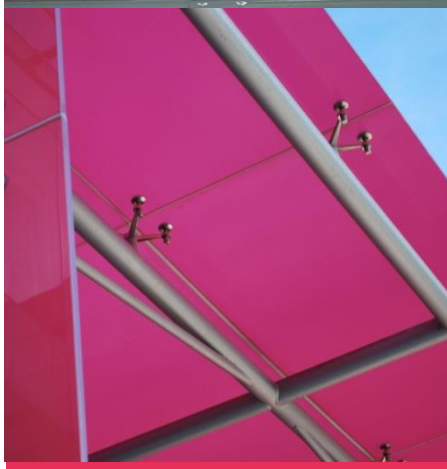

Circle Square, Phase 1C, Plot 9

Framework Travel Plan

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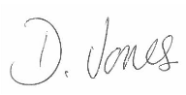
Danny Jones MPlan MRTPI Principal Transport Planner		10 April 2019

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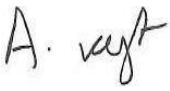
Alex Vogt BSc (Hons) MSc FCIHT Technical Director		10 April 2019

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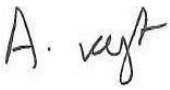
Alex Vogt BSc (Hons) MSc FCIHT Technical Director		10 April 2019

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1.0 Introduction

1.1 Background

1.1.1 Curtins has been appointed on behalf of Bruntwood Ltd, Select Property Group and Oxford Property Trading Ltd to provide all traffic and transport advice in relation to the redevelopment of the former BBC site, Oxford Road, Manchester. The wider masterplan is known as Circle Square.

1.1.2 Redevelopment of the site, and land immediately adjacent to it, represents an opportunity for comprehensive employment led, mixed-use regeneration unparalleled elsewhere on the Corridor.

1.1.3 This report considers the development at Plot 9 by Vita Satellite 2 Ltd, on the northern edge of the masterplan. The Proposed Development is for an 18-storey serviced apartment building (384 units) with ancillary retail (A1, A2, A3, A4) uses, a residents' hub and associated access and landscaping.

1.1.4 On 9th March 2017, a Decision Notice was provided approving the proposed development. The Decision Notice contained a number of planning conditions including Condition 20:

"Before the development hereby approved is first occupied a Travel Plan shall be submitted to and agreed in writing by the City Council as Local Planning Authority. In this condition a Travel Plan means a document which includes:

i) the measures proposed to be taken to reduce dependency on the private car by residents and those [attending or] employed in the development

ii) a commitment to surveying the travel patterns of residents during the first three months of use of the development and thereafter from time to time

iii) mechanisms for the implementation of the measures to reduce dependency on the private car

iv) measures for the delivery of specified travel plan services

v) measures to monitor and review the effectiveness of the Travel Plan in achieving the objective of reducing dependency on the private car

Within six months of the first use of the development, a revised Travel Plan which takes into account the information about travel patterns gathered pursuant to item (ii) above shall be submitted to and approved in writing by the City Council as local planning authority. Any Travel Plan which has been approved by the City Council as local planning authority shall be implemented in full at all times when the development hereby approved is in use."

1.1.5 The development is targeted at international students, and is expected to be occupied by residents from September 2019.

1.2 Document Purpose

1.2.1 As the development approaches completion, this Framework Travel Plan (FTP) has been provided to address the first part of Condition 20. A revised Travel Plan which takes into account the information about travel patterns gathered pursuant to item (ii) in the condition shall be submitted will be provided once the development is occupied.

1.3 Document Structure

1.3.1 Following this introductory section, **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.

1.3.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout.

1.3.3 **Section 4** assesses the accessibility of the site by various means of sustainable modes of travel including public transport, walking and cycling.

1.3.4 **Section 5** outlines various initiatives that will be considered to encourage a modal shift from single occupancy car travel and towards sustainable modes of travel for future residents and visitors of the site.

1.3.5 **Section 6** provides example Travel Plan Targets, outlining the need to present SMART targets following the completion of the baseline Travel Surveys.

1.3.6 **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.

1.3.7 **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:

> *"Physical activity levels are low in the UK: only 40% of men and 28% of women meet the minimum recommendations for physical activity in adults."*

Source: *Health Survey for England: CVD and Risk Factors for Adults, Obesity and Risk Factors for Children*, DoH, 2008.

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 or organisation 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 cost of physical inactivity in England – including direct costs of treatment for the major lifestyle-related diseases, and the indirect costs caused through sickness absence – has been estimated at £8.2 billion a year."*

Source: At Least Five a Week: Evidence on the Impact of Physical Activity, DoH, 2004.

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.

2.5 Mutual Benefits

2.5.1 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.

2.6 Travel Plan Objectives

2.6.1 Considering the above benefits, the travel planning process aims to achieve the following objectives at the proposed development site:

- **Objective 1 –** To increase the attractiveness of sustainable modes;
- **Objective 2 –** To increase awareness of the TP process; and
- **Objective 3 –** To provide a forum by which users can voice travel related opinions and concerns.

3.0 Existing Situation and Development Proposals

3.1 Site Location

3.1.1 The Site comprises Plot 9 of the Circle Square masterplan. It is bounded by Charles Street to the north and the emerging Circle Square masterplan to the east, south and west. The site extends to approximately 0.148 ha. The Site comprises brownfield land that has been fully prepared for development.

3.1.2 **Plan TPMA1356-P9-001** illustrates the location of the site in relation to the surrounding areas, and **Plan TPMA1356-P9-002** shows the site in a more local context relating to the local highway network.

3.2 Existing Use

3.2.1 Historically, the wider site was the location of the BBC's Manchester HQ building before the broadcaster moved to MediaCityUK. Following demolition of the building, the site was used as a pay and display surface car park, operated by Total Car Parks Ltd. This lease was terminated and the site became vacant at the end of July 2015.

3.2.2 Whilst the car park could formally accommodate in the region of 550 vehicles it is understood from traffic surveys undertaken in July 2015 that almost 700 vehicles were on site at certain times of the day. On this basis its removal represents a significant reduction in traffic on the surrounding highway network.

3.2.3 Presently, the Site comprises brownfield land that has been fully prepared for development.

3.3 Access for Mobility and Visually Impaired Users

3.3.1 The site benefits from its city centre location, and as such, there are a number of existing features that ensure safe, convenient and aided access for those site users who have young children, and those who are disabled and/or visually impaired.

3.3.2 Dropped kerbs and tactile paving are present at crossing places in the vicinity of the site, including at signalised pedestrian crossing points.

3.4 Summary of Development Proposals

3.4.1 The Proposed Development comprises the erection of an 18 storey serviced apartment building (384 units) with ancillary retail (A1, A2, A3, A4) uses, a residents' hub and associated access and landscaping.

3.4.2 It is understood the development will be targeted at international students.

3.4.3 There is no general car parking provision provided as part of the Proposed Development; it is envisaged that future users of the site would utilise the parking provision within the Multi Storey Car Park (MSCP).

4.0 Accessibility by Sustainable Modes of Travel

4.1 Introduction

4.1.1 One of the key elements of national and local planning policy is to ensure that new developments are located in areas where alternative modes of travel are available. Developments should not be isolated but should instead be located close to complementary land uses. Encouraging the integration of planning and transport supports the aim of reducing overall travel and use of private car.

4.1.2 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.

4.2 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.

4.2.2 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**:

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

4.2.3 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. **Plan TPMA1356-P9-003** shows distances of 500m, 1,000m and 2,000m which are termed 'Desirable', 'Acceptable' and the 'Preferred Maximum' by the CIHT for commuting and school trips – considered appropriate for a proposed development comprising serviced apartments.

4.2.4 Within the 500m desirable walking distance catchment area there are a number of educational facilities including the following of particular relevance to the target occupiers of the development.

- The University of Manchester – premises to the north east of the site along Sackville Street including science and engineering buildings;
- The University of Manchester – premises to the south of the site along Oxford Road including halls of residence and the Sugden Sports Centre; and
- Manchester Metropolitan University – premises to the south of the site and to the west of Oxford Road including the Business School & Student Hub and various teaching facilities.

4.2.5 Along and adjacent to Oxford Road there are a number of additional facilities and services available including café's, restaurants, bars, take-away's, convenience stores, retail outlets, places of worship, high street banks, All Saints Park, hotels and gym/leisure facilities. It is considered that the majority of everyday facilities and goods can be accessed within a 500m walk of the site.

4.2.6 Additional educational facilities are accessible within 1,000m including the following:

- The Royal Northern College of Music – situated approximately 650m to the south of the site;
- The University of Manchester – the majority of the University is situated within 1,000m to the south of the site along Oxford Road including the majority of teaching facilities, several PC clusters and the visitors centre; and
- Manchester Metropolitan University – the majority of the University is situated within 1,000m to the south of the site and to the west of Oxford Road, including various teaching facilities and the Students' Union.

4.2.7 Further services and facilities are also accessible within the 1,000m catchment. In addition to those already discussed, these include the Manchester Central Library, Manchester Aquatics centre, pharmacies and healthcare centres.

4.2.8 Manchester city centre with its various museums/tourist attractions is accessible within 2,000m walk from the site. Access to larger supermarkets and Manchester Royal Infirmary is also achievable.

4.2.9 There is already a high pedestrian footfall in the area, and so high quality pedestrian facilities exist as a result including those discussed previously in **Section 3** along Oxford Street and the A34 in particular.

4.2.10 It is considered that the proposed development site is situated within a highly accessible area, with a number of complimentary land uses within walking distance.

4.3 Cycle Accessibility

4.3.1 In order to assist in assessing the accessibility of the site by cycle, **Plan TPMA1356-P9-004** presents a 5km cycle catchment for the site. This distance equates to a journey time of around 25 minutes, while cycling at a speed of 12 kmph.

4.3.2 The 5km catchment encompasses all of Manchester city centre including all major transport links, shopping centres, bars, restaurants, leisure centres, tourist attractions and places of worship as well as a number of neighbouring areas such as Cheetham Hill to the north, Salford to the north west, the established student community in Fallowfield to the south, and Gorton to the east.

4.3.3 Existing cycle infrastructure along Oxford Road, Charles Street and Princess Street facilitates cycle access into Manchester city centre. All major train and bus stations within Manchester city centre are within 5km of the site, and are accessible following Sustrans cycle routes.

4.3.4 Following the completion of the Oxford Road BPP improvements, it is envisaged that the local routes in the vicinity of the site will be used even more frequently. Furthermore, the development of the pedestrian/cycle link along Brancaster Avenue will become a key pedestrian/cycle route to a number of facilities in the wider vicinity of the site.

4.3.5 There are two national cycle routes within close proximity of the site. National Cycle Route 6 to the west can be accessed via Hulme Street. Route 6 passes through Watford, Luton, Milton Keynes, Northampton, Market Harborough, Leicester, Derby, Nottingham, Worksop, Sheffield, Manchester, Blackburn, Preston, Lancaster, Kendal and Windermere, and will connect London and Threlkeld in Cumbria when complete. More locally, the route connects the site to areas in the north west of Greater Manchester such as Radcliffe, and to the south west including areas such as Chorlton-cum-Hardy.

4.3.6 National Cycle Route 66 to the east can be accessed via Store Street. It runs from central Manchester to Spurn Head via Bradford, Leeds, York, Beverley and Kingston upon Hull. More locally, the route connects the site to the north east of Greater Manchester, including areas such as Failsworth.

4.4 Public Transport Accessibility

4.4.1 The site is well situated to take advantage of existing public transport infrastructure within Manchester city centre. **Plan TPMA1356-P9-005** demonstrates the areas accessible via public transport within 15, 30, 45 and 60 minutes of the site.

4.4.2 The 30 minute catchment extends as far as Bolton in the north, Stalybridge in the east, Manchester Airport to the south and Birchwood to the west. Accessibility by bus, rail and Metrolink are considered further below.

Bus

4.4.3 Guidance from the Chartered Institution of Highways and Transportation (CIHT) document 'Guidelines for Planning for Public Transport in Development' indicates that ideally, a bus stop should be located within 400m from a new development.

4.4.4 There are a number of bus stops comfortably within 400m walk of the site, including along Princess Street and, specifically, Oxford Road. A summary of buses calling along these roads is provided in **Table 4.2.** Unless specified, the services call along Oxford Road only:

Service	Route	Peak Frequency		
		Weekday	Saturdays	Sun/Hols
15	Flixton - Davyhulme - Urmston -Stretford - Firswood - Moss Side - University of Manchester - Manchester	20 mins	20 mins	Hourly
18	Manchester Royal Infirmary - Manchester Shudehill Interchange - Collyhurst - Middleton - Langley Bowness Road	10 mins	10 mins	15 mins
38	Farnworth - Little Hulton - Walkden - Irlams o' th' Height - Pendleton - Manchester -University of Manchester - Manchester Royal Infirmary	10 mins	10 mins	30 mins
41	Altrincham - Sale - Northern Moor - Northenden - West Didsbury - Withington - Fallowfield - Rusholme - University of Manchester - Manchester University of Salford - Pendleton - Eccles	10 mins	10 mins	20 mins
42/42A	Stockport - Heaton Mersey - East Didsbury - Didsbury - Withington -Fallowfield - Rusholme - University of Manchester - Manchester	20 mins	20 mins	30 mins
43	Manchester Airport - Woodhouse Park -Wythenshawe - Benchill - Northenden - West Didsbury - Withington - Fallowfield - Rusholme -University of Manchester - Manchester	10 mins	10 mins	30 mins
44	Manchester Airport - Moss Nook - Heald Green -Gatley - Cheadle Hulme - Cheadle - East Didsbury - Burnage - Fallowfield - Rusholme - University of Manchester - Manchester	Hourly	Every 2 Hours	-
45	Heald Green - Cheadle - East Didsbury - Fallowfield - Manchester	Hourly	Every 2 Hours	-
50*	East Didsbury - Kingsway - Manchester - Salford Shopping Centre - Salford Quays	10 mins	10 mins	15 mins
56	Manchester - Blackley - North Manchester General Hospital - Bank House circular	30 mins	30 mins	-
85/85A	Chorlton - Alexandra Park - Whalley Range - Brooks's Bar - Hulme - Manchester Metropolitan University - University of Manchester - Manchester	10 mins	10 mins	20 mins
86	Chorlton - Alexandra Park - Whalley Range - Brooks's Bar - Hulme - Manchester Metropolitan University - University of Manchester - Manchester	10 mins	10 mins	20 mins
111	Southern Cemetery - West Didsbury - Withington - Fallowfield - Moss Side - Manchester	10 mins	10 mins	20 mins
130*	Macclesfield - Wilmslow - Cheadle - East Didsbury - Manchester	30 mins	Hourly	Hourly
142	East Didsbury - Didsbury - Withington - Fallowfield - Rusholme - University of Manchester - Manchester	10 mins	10 mins	10 mins
143	West Didsbury - Withington - Fallowfield - Rusholme - University of Manchester - Manchester	10 mins	10 mins	15 mins
145	Cheadle Hulme - Cheadle - East Didsbury - Fallowfield - Manchester	4 AM Services	-	-
147	Manchester Piccadilly Station - University of Manchester - Manchester Royal Infirmary - Royal Eye Hospital - St Mary's Hospital - Royal Manchester Children's Hospital	10 mins	-	-

Service	Route	Peak Frequency		
		Weekday	Saturdays	Sun/Hols
173**	Stepping Hill Hospital — Stockport — Reddish — Longsight — Manchester	Hourly	Hourly	-
191	Hazel Grove - Stepping Hill - Heaviley - Stockport -Heaton Chapel - Levenshulme - Longsight -University of Manchester - Manchester	20 mins	-	-
197	Stockport - Heaton Moor - Green End - Burnage -Levenshulme - Longsight - Manchester	20 mins	20 mins	Hourly
250	intu Trafford Centre - Trafford Park - MediaCityUK - Salford Quays - Old Trafford - Hulme - Manchester	15 mins	15 mins	15 mins
263	Altrincham - Broadheath - Woodheys - Sale -Stretford - Gorse Hill - Old Trafford - Hulme -University of Manchester - Manchester	15 mins	15 mins	30 mins
X57	Woodford - Bramhall - Cheadle Hulme - Cheadle - East Didsbury - Didsbury - Withington - Fallowfield - Rusholme - University of Manchester - Manchester	30 mins	30 mins	Hourly

* Service also calls along Princess Street
** Service calls along Princess Street only
Table 4.2 – A Summary of Bus Services along Oxford Road/Princess Street

4.4.5 In addition to the above services, the Route 2 Free Bus provides direct access to Piccadilly, Oxford Road and Deansgate railway stations. The service can be accessed along Whitworth Street.

4.4.6 Users can also change to utilise the Route 1 Free Bus which covers additional areas across the City Centre. The frequencies are detailed in **Table 4.3**:

Free Bus Service	Peak Frequency		
	Weekday	Saturdays	Sun/Hols
Free Bus Route 1	Every 10 mins	Every 10 mins	Every 12 mins
Free Bus Route 2	Every 10 mins	Every 10 mins	Every 12 mins

Table 4.3 – Free Bus Services

4.4.7 The site is exceptionally well served by bus. There are a number of frequent services accessible along Oxford Road, and it is envisaged that the quality of the bus corridor will only increase following the completion of the improvement works. Additional services are available along Princess Street, and the site also benefits from Free Bus services.

Rail

4.4.8 The closest Railway Station to the development is Manchester Oxford Road, located approximately 300m walk north west of the proposed development. **Table 4.4** shows the frequencies of regular trains that run from Manchester Oxford Road:

Destination	Service Frequency		
	Peak Weekday	Peak Saturday	Peak Sunday
Preston	3 per hour	2 per hour	2 per hour
Scarborough	1 per hour	1 per hour	1 per hour
Liverpool Lime Street	4 per hour	4 per hour	4 per hour
Hazel Grove	2 per hour	2 per hour	1 per hour
Manchester Airport	5 per hour	5 per hour	4 per hour
Edinburgh	2 per hour	2 per hour	2 per hour
Norwich	2 per hour	2 per hour	2 per hour
Llandudno Junction	1 per hour	1 per hour	1 per hour
Southport	2 per hour	2 per hour	1 per hour
Blackpool North	2 per hour	2 per hour	2 per hour

Table 4.4 – Summary of Rail Services calling at Manchester Oxford Road

4.4.9 In addition, users can also access services running from Manchester Piccadilly within 700m walk to the north east of the site.

4.4.10 It is considered the site is highly accessible via rail.

Metrolink (Light Rail)

4.4.11 There are Metrolink stations located at St Peter's Square and Piccadilly, both of which are approximately 600m - 700m walk from the site.

- Altrincham – Bury;
- Altrincham – Piccadilly;
- Ashton-under-Lyne Eccles;
- Bury – Piccadilly;
- East Didsbury – Rochdale Town Centre;
- East Didsbury – Shaw and Crompton;
- Manchester Airport – Victoria; and
- MediaCityUK – Ashton-under-Lyne.

4.4.12 Typical frequencies are 12 minutes, with services starting around 06:00 and finishing around 00:30. Users can also change to access services to Manchester Airport and Rochdale town centre.

4.4.13 It is considered the site is highly accessible by Metrolink (light rail).

4.5 Accessibility Summary

4.5.1 It is considered the site is highly accessible by sustainable modes of transport. The surrounding area exhibits good levels of pedestrian and cycling infrastructure, and there are a number of public transport opportunities within acceptable walking distance of the site.

5.0 Travel Plan Initiatives

5.1 Introduction

5.1.1 Considering the high levels of accessibility and as there is no regular parking proposed outside of the MSCP, it is considered the vast majority of users of the development will travel to/from the site via sustainable modes of travel.

5.1.2 Not all measures should be committed to at this stage as there are no current occupiers of the site to survey. One of the primary reasons for undertaking a modal split survey is to ensure the Travel Plan budget is spent appropriately/as effectively as possible. For example, if the vast majority of prospective students already travel by public transport, it might be more worthwhile to spend more of the budget on encouraging walking and/or cycling.

5.1.3 Notwithstanding, this section of the TP sets out the initiatives that could be implemented. The initiatives are designed in order to reduce residential and visitor dependency on the private car and encourage sustainable modes of travel. They are in line with the aims and benefits set out in **Section 2** of this document.

5.1.4 Although ancillary to the residential element of the Proposed Development, the proposals include retail provision at the site. As such, measures have also been included to target these users.

5.2 Production of Residential 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 staff at each element of the development upon moving in. The contents of the welcome packs will 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).

5.2.2 As well as providing such information throughout the welcome packs, community notice boards in communal areas will also be provided to detail relevant information as set out above.

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 five or more times per week is likely to enhance the health and fitness of the individual.

5.3.2 It has been demonstrated throughout **Section 4** of this TP that there is an existing high level of pedestrian infrastructure in the surrounding area, to be enhanced through a pedestrian/cycle corridor along Brancaster Road. The following additional measures will be provided in order to encourage students to walk:

- Raise awareness of the health benefits of walking;
- Clear signing of pedestrian routes within and adjacent to the site;
- Broadcast information on the local pedestrian routes, including public footpaths; and
- Promote the www.walkit.com website for journey planning on foot.

5.3.3 Additional measures such as providing a pool of umbrellas for students/visitors will also be considered.

5.4 Measures to Encourage Cycling

5.4.1 It has been demonstrated throughout this FTP that there is an existing good level of cycle infrastructure in the surrounding area. This will be improved as the Oxford Road BPP, which includes significant cycle infrastructure improvements. There will also be cycle parking provided at the development as part of the development proposals.

5.4.2 To encourage residents and visitors to cycle to/from the site, the following measures will be provided:

- 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 from the “Sustrans” website www.sustrans.org.uk;
- Provide an on-site puncture repair kit for employees’ use; and
- Register the employer to the Cycle2Work scheme.

5.4.3 Additional measures such as encouraging local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness, initiating a “cycle buddy scheme”, promotion of events such as “National Bike Week”, and the setting up of a development-wide Bicycle User Group (BUG) will also be considered.

5.5 Measures to Encourage Public Transport

5.5.1 It has been demonstrated throughout this FTP that the site is highly accessible by public transport, and that there are further opportunities for wider public transport travel throughout Manchester city centre. Again, this accessibility will be enhanced by the completion of the BPP.

5.5.2 The following measures will be considered in order to encourage residents and visitors to travel by public transport:

- Distribute details of the Traveline Journey Planning tool for the North West. Future employees can contact Traveline by phoning 0871 200 2233. They can also explore the Traveline website at www.traveline-northwest.co.uk.
- Provide up to date bus information including timetables and contact information in the Welcome Packs;
- Provide a guaranteed lift home for employees who travel to the site by public transport in the event of an emergency;
- Advertise any promotions/discounts offered by public transport operators; and
- Implement a policy of using public transport for travel in the course of work wherever feasible.

5.5.3 Additional measures such as providing staff discounts and special offers for bus/rail/Metrolink day and season tickets, liaising with bus companies, TfGM and Manchester City Council on any future improvements and/or extensions to local services and offering limited time discount tickets will also be considered.

5.6 Car Sharing

5.6.1 It is envisaged that the absence of parking provision will encourage less to drive to the Site, and more to engage in sustainable modes of travel such as car sharing.

5.6.2 Car sharing is an effective way of reducing single occupancy car trips if a number of residents or employees travel to the same location each day. It is envisaged that the absence of parking provision will encourage less to drive to the site, and more to engage in sustainable modes of travel such as car sharing.

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

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

5.7 Reducing the Need to Travel

5.7.1 The location of the proposed development is in close proximity to facilities at Manchester Metropolitan University, the University of Manchester and the Royal Northern College of Music. This in itself reduces the requirement for travel across the residential element.

5.7.2 Furthermore, the proposed development includes extensive amenities for residents use, including: lounges, games rooms, a fitness studio, private dining rooms, movie rooms, study rooms and a laundry.

5.7.3 In addition, elements of the Proposed Development and the wider site provide complementary land uses; offering employment, retail and leisure opportunities.

6.0 Targets

6.1 Introduction

6.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section sets out targets and provides an overview of the data that should be collected as part of future travel surveys to inform the full Travel Plan once developed.

6.2 Data Collection and Analysis

Travel Surveys

6.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys. Therefore it is not appropriate to provide a definitive set of targets.

6.2.2 In order to understand travel habits, travel surveys will be distributed to all residents/students and employees of the retail elements within three months of achieving 50% occupation at the site. Recipients will be encouraged to participate, and the surveys would extract the following key information:

- Place(s) of education for the residential element, and place of residence for the retail elements;
- Usual mode of travel and reason for modal choice;
- Attractiveness of various sustainable modes;
- Any barriers to sustainable modes; and
- Initiatives that would encourage students/residents and employees to travel more sustainably.

6.2.3 The information obtained will be used to undertake travel performance indicator and modal split analysis.

Travel Plan Performance Indicators

6.2.4 The following Travel Plan performance indicators will be considered upon receipt of the travel survey data. Considering the main users of the development being students, it is considered indicators would focus on this demographic:

- **Uptake of sustainable modes** – targets could be set for bus patronage, railcard purchases, membership and use of car clubs in the area and cycle/pedestrian counts at the site;
- **Attractiveness 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; and

- **Travel Plan awareness targets** – targets could be set in relation to students'/residents' appreciation of the Travel Plan process, and knowledge of the benefits offered by the plan.

Modal Split Analysis

6.2.5 As the development proposes no parking provision, it is not considered appropriate to set modal split targets for a reduction in private car use offset by an increase in sustainable modes. Nevertheless, it is still appropriate to monitor modal splits through the aforementioned travel surveys so that Travel Plan initiatives can be tailored to increase uptake of certain modes of travel.

6.2.6 For example, if uptake for cycling is found to be low through the modal split analysis, a cycle awareness event could be organised including safety and maintenance classes to encourage more residents/students and employees to cycle. Modal split targets could then be set in future Travel Plan updates if deemed appropriate.

6.3 SMART Targets

6.3.1 All performance indicator targets and potential modal split targets will be set through consultation with MCC and TfGM. The official targets will be **SMART** (**S**ite-specific – **M**easurable – **A**chievable – **R**ealistic – **T**imed).

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 FTP. It also sets out the next steps with regards to converting this FTP into a full Travel Plan.

7.2 Responsibility and Management

7.2.1 Overall responsibility for the FTP will lie with the developer. Following construction and 50% occupation, the FTP will need to be updated to a full Travel Plan. This will involve the distribution of travel surveys.

7.2.2 At this point, the day to day responsibility will shift from the developer to the appropriately appointed TPC for each element as appropriate.

7.3 Travel Plan Coordinator

7.3.1 The TPCs 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/initiatives in the TP;
- Liaising with public transport operators;
- Monitoring the TP; and
- Taking a key role in reviewing the TP.

7.3.2 TPCs will be nominated in due course.

7.4 Monitoring and Evaluation

7.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets.

7.4.2 Annual monitoring reports will be provided to officers at MCC/TfGM following the receipt of the first surveys. Monitoring will be carried out for a period of at least three years from the date of the baseline travel surveys.

8.0 Action Plan

8.1 Introduction

8.1.1 **Table 8.1** below summarises the key actions from the document by providing an Action Plan for the Travel Plan process:

Action	Indicator	Target Date	Responsibility
Appoint TPCs	Development build nearing completion	One month before occupation	Developer
Produce Welcome Packs	TPCs appointed	First occupation of the development	TPCs
Undertake Initial Travel Surveys	50% occupancy of development	Within three months of 50% occupation of each element	TPCs
Decide Modal Split Targets	Receipt of the initial Travel Surveys	Within one month of receiving the initial surveys	TPC in conjunction with MCC/TfGM
Update FTP to a full Travel Plan	Once Modal Split Targets are agreed with MCC/TfGM	Within two months of agreeing modal splits with MCC/TfGM	TPCs
Present Annual Monitoring Report	Once full Travel Plan is approved by MCC/TfGM	Annually for at least three years following the agreement of targets with MCC/TfGM	TPCs

Table 8.1 – Action Plan

Plans

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Drg No:	Rev:
TPMA1356-P9-001	/

Project:	CIRCLE SQUARE - PLOT 9 - MANCHESTER
Drg Title:	REGIONAL LOCATION PLAN
Drawn:	DD
Checked:	DJ
First issue:	25/11/16
Scale:	NTS

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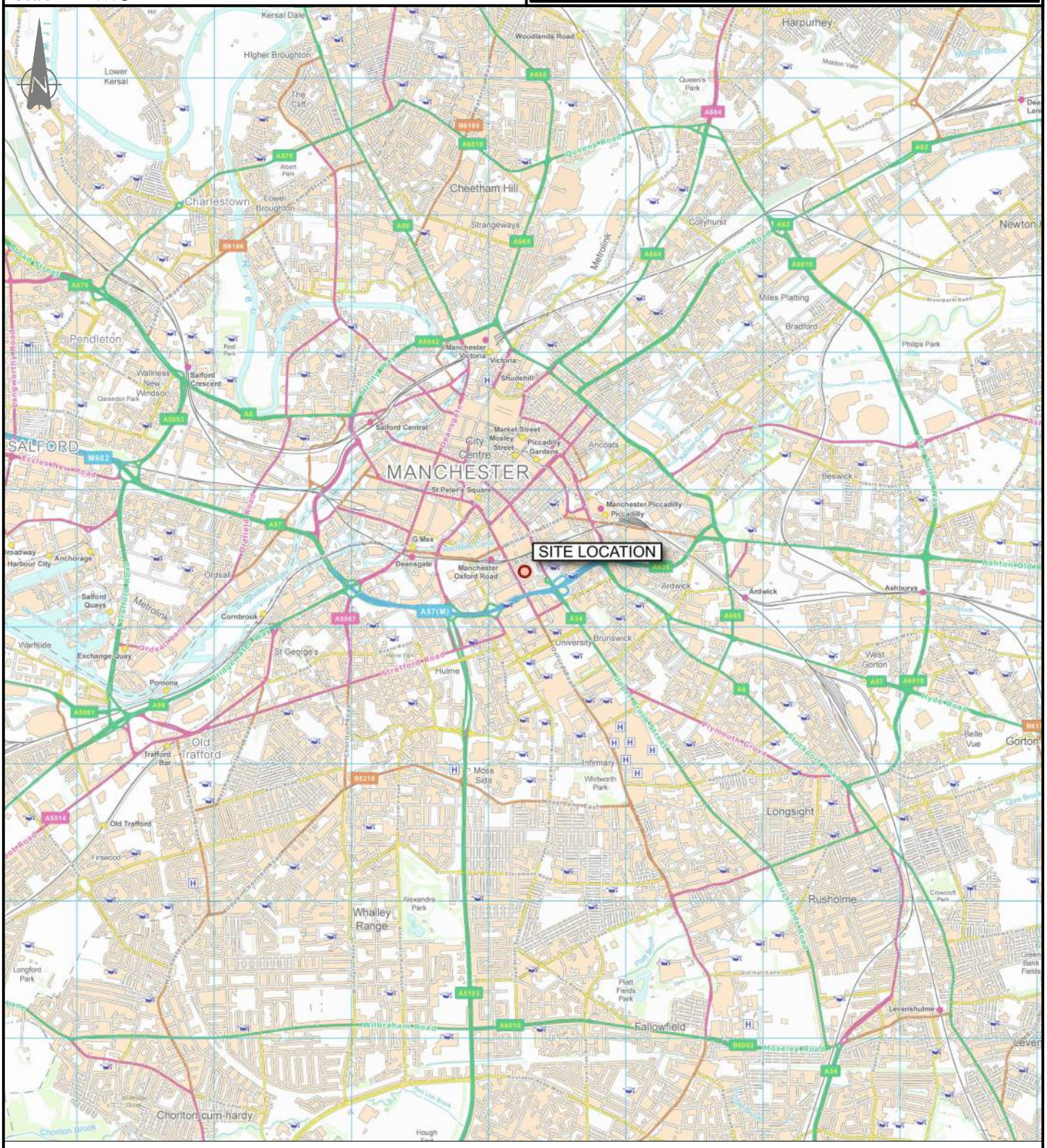

KEY:

Site

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Drg No:	Rev:
TPMA1356-P9-002	/

Project:	CIRCLE SQUARE - PLOT 9 - MANCHESTER
Drg Title:	LOCAL LOCATION PLAN
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First issue:	25/11/16
Scale:	NTS

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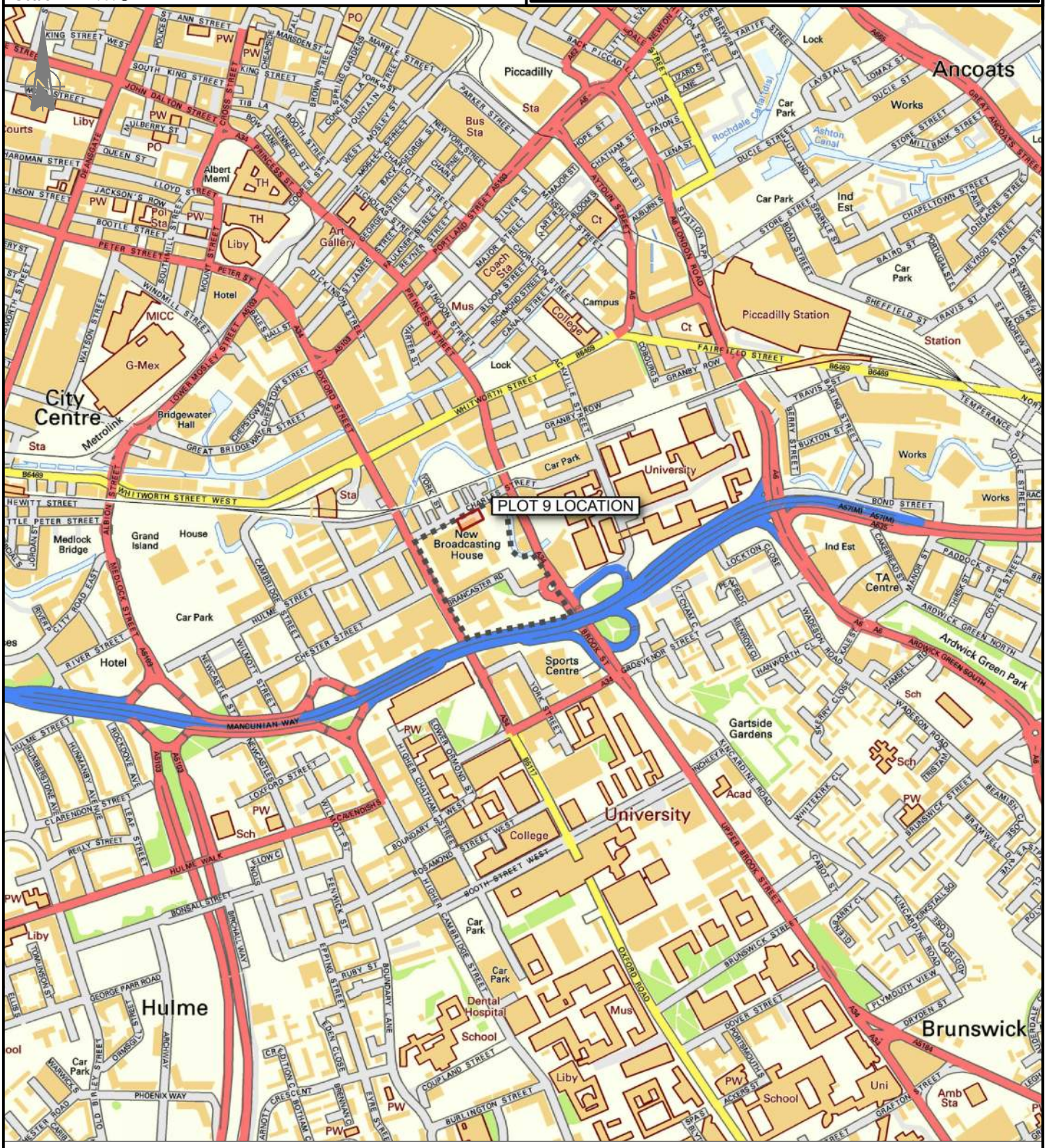

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MPlan

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Project:	CIRCLE SQUARE - PLOT 9 - MANCHESTER
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KEY:

Site

Walking Catchment:

- 500m
- 1000m
- 2000m

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Drg No:	Rev:
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Project:	CIRCLE SQUARE - PLOT 9 - MANCHESTER
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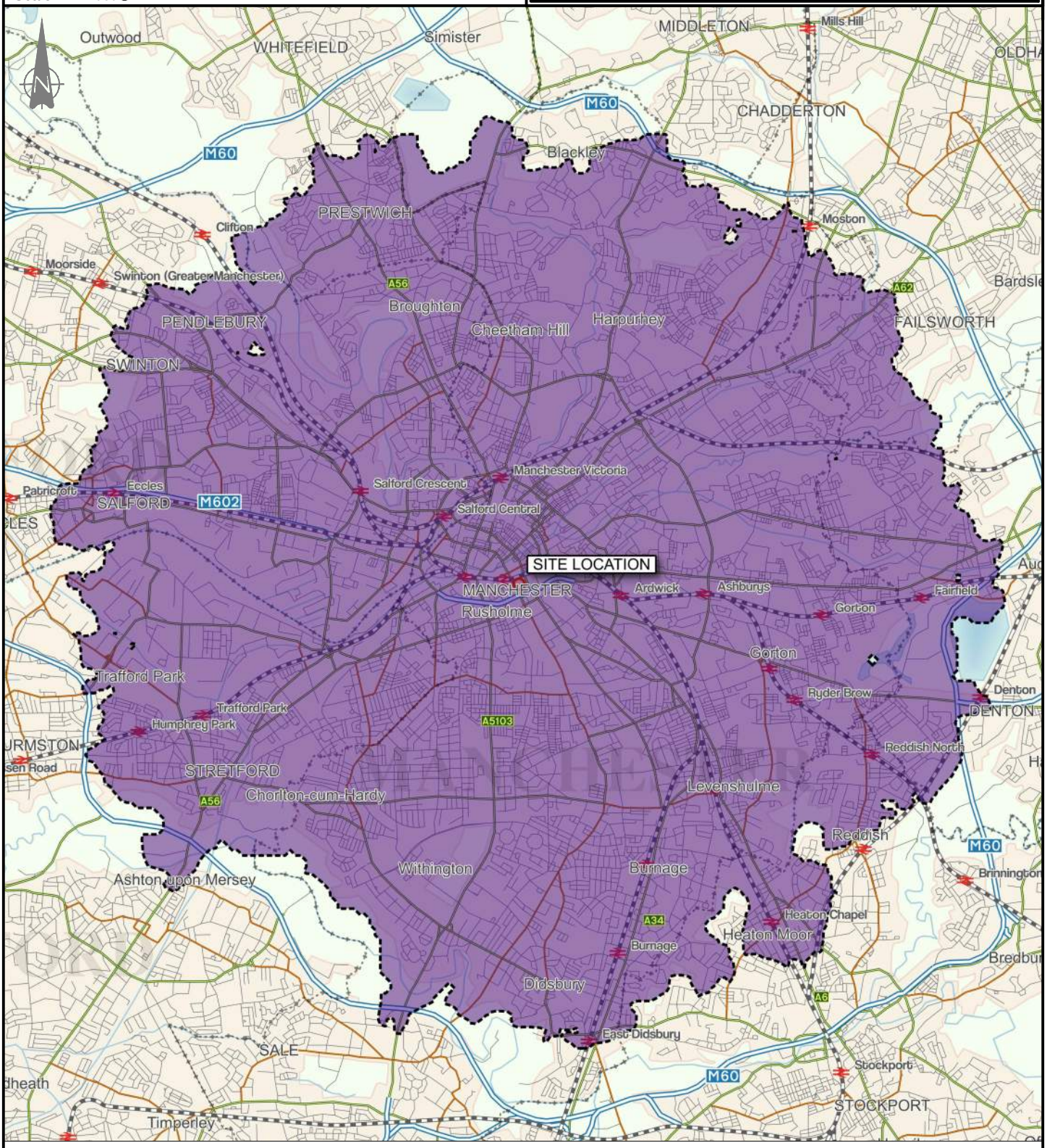

KEY:

Site

Cycle Catchment:

8000m

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Project:	CIRCLE SQUARE - PLOT 9 - MANCHESTER
Drg Title:	INDICATIVE PUBLIC TRANSPORT CATCHMENT
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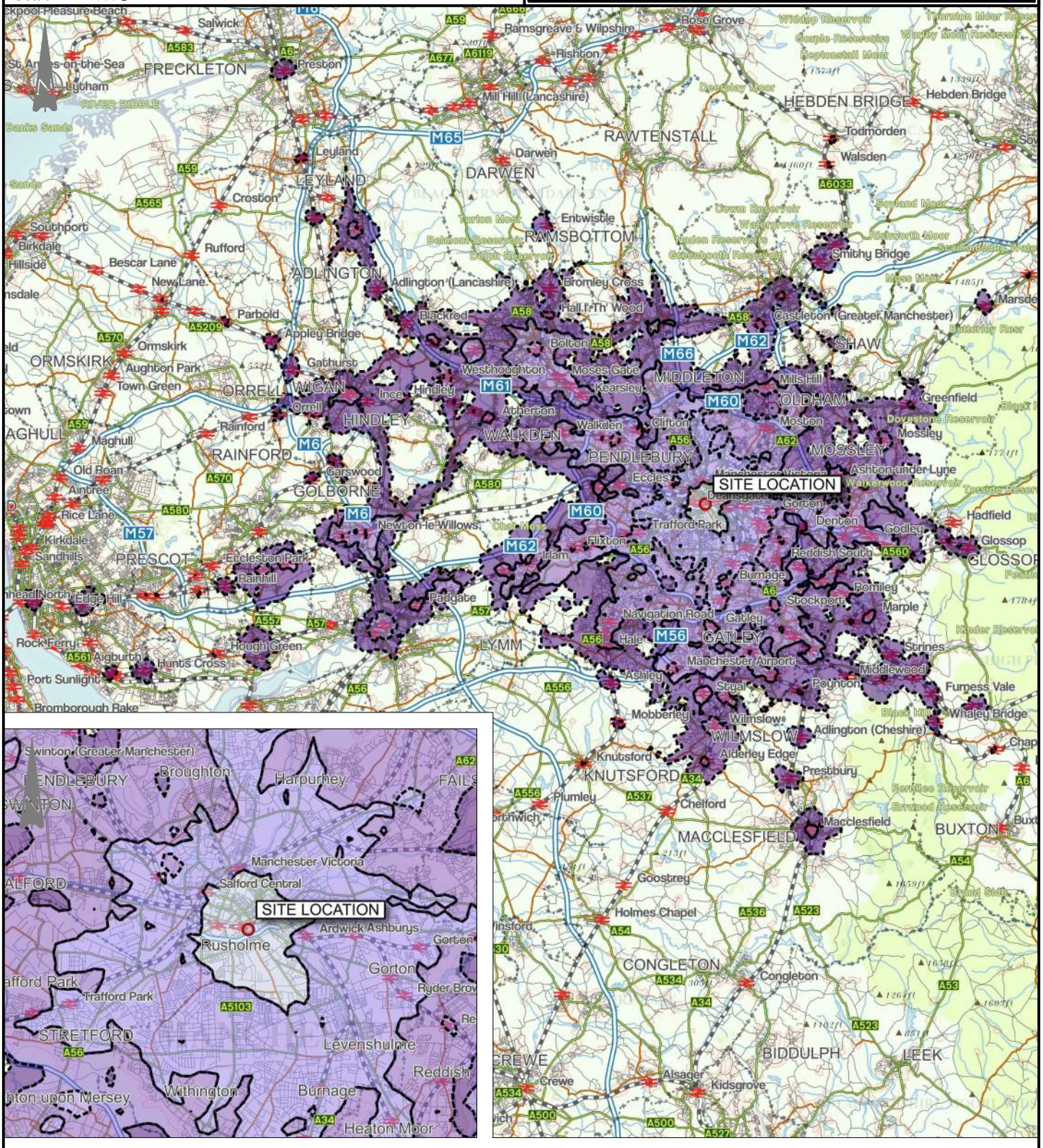

KEY:

Site

Public Transport Catchment:

- 15 minutes
- 30 minutes
- 45 minutes
- 60 minutes

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