SCP

Transportation Planning : Infrastructure Design

TRAVEL PLAN

MIXED USE DEVELOPMENT
WILMSLOW ROAD, WITHINGTON

ELEMENT SUSTAINABILITY

SEPTEMBER 2018

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1.0 INTRODUCTION

Background

1.1 This report has been prepared by SCP on behalf of Element Sustainability, to support the approved mixed use development comprised of two Class A1/A2 units totalling 250sqm, and three upper levels comprising 25 key-worker residential units (Class C3) at 494 Wilmslow Road, Manchester, M20 3BG.

1.2 This travel plan aims to address the following condition, received as part of Appeal Decision reference APP/B4215/W/15/3136755, dated 22nd March 2016. The Condition states:

Condition 18: A Travel Plan with the object of reducing travel to and from the development by private car shall be submitted to and approved in writing by the local planning authority prior to the first occupation of any of the dwelling units hereby approved, and shall include details of public transport accessibility and the development cycle scheme. The approved Travel Plan shall be brought into operation not later than six months following occupation of 25% of the residential units.

1.3 This report sets out Element Sustainability's commitment to reducing the number of vehicular trips generated by the development and identifies the key principles which will be developed further as part of the occupied travel plan.

Travel Plan Approach

1.4 A travel plan is an important tool for delivering sustainable access to a development. Residential and commercial travel plans focus on a single location and aim to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.

1.5 Implementing a travel plan can bring a number of benefits to a site, including helping to minimise the potential increase in traffic resulting from a development, helping to manage and reduce carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a travel plan forms a key stage in the forward planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.

1.6 This travel plan focuses on influencing greater use of sustainable transport by residents and staff of the retail units when travelling to and from the site and will establish and promote the sustainable transport links available. The travel plan will also suggest measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that residents and staff travel.

2.0 TRAVEL PLAN BACKGROUND

2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. The plan should then continue to be implemented, for the life of the development.

2.2 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

Travel Plan Benefits

2.3 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:

- Promote healthy lifestyles and sustainable, vibrant communities;
- Provide adequately for all users, with a variety of mobility needs;
- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Improve social inclusion;
- Cut carbon emissions and their contribution to climate change;
- Reduce road danger and protecting vulnerable road users; and
- Improve local air quality, while reducing noise pollution.

2.4 A travel plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

Policy Context

2.5 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.

2.6 Travel plans are currently secured within the planning system within the context of the government's **National Planning Policy Framework** (NPPF), which was produced in 2012 and recently updated, on 24th July 2018.

2.7 The NPPF aims to provide a framework within which locally-prepared plans for housing and other development can be produced. The framework aims to streamline the planning process,

making it more accessible at neighbourhood and community level and simplifying the decision making process.

2.8 The NPPF aims to promote sustainable transport, and ensure that transport issues are considered from the earliest stages of plan making and development proposals so that:

- The potential impacts of development on transport networks can be addressed.
- Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage are realised.
- Opportunities to promote walking, cycling and public transport use are identified and pursued.
- The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account.
- Patterns of movements, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.

2.9 Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health.

2.10 The document states that all developments which generate significant amounts of movement should be required to provide a travel plan, and that the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.

2.11 Planning Practice Guidance (PPG) is in place to support the NPPF. The PPG on "**Travel Plans, Transport Assessments and Statements**" was provided in 2014. The PPG provides advice on when these documents are required, and what they should contain.

2.12 The document states that travel plans should where possible be considered in parallel to development proposals, and readily integrated into the design and occupation of the new site, rather than retrofitted after occupation.

2.13 The primary purpose of a travel plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.

2.14 Travel plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements, all of which should be proportionate.

2.15 Travel plans should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should to fit in with wider strategies for transport in the area.

2.16 A further key national policy document for travel plans was published by the Department for Transport in April 2009 and is entitled **"Good Practice Guidelines: Delivering Travel Plans through the Planning Process"**. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.

2.17 The guidelines identify that travel plans are an important tool for delivering sustainable access as part of a new development, and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the travel plan.

2.18 Whilst slightly older than the above guidance, the DfT's **"Making Residential Travel Plans Work: Good Practice Guidelines for New Development"** (2007) remains relevant, and highlights the fact that travel planning to date has largely focused on the development of destination travel plans, which are generally designed to reduce car use to a specific destination – such as a workplace, school or visitor attraction. In contrast, the report states that a residential travel plan is concerned with journeys made from a single origin (home) to multiple and changing destinations.

2.19 The guidance states the key differences between origin-based residential travel plans and destination travel plans include:

- The pattern of journeys originating at home is more varied, with residents having multiple destinations and different needs and travel choices over time.
- An ongoing management organisation and structure for the travel plan needs to be put in place, as there is often no single company or institution to provide continuity and a common point of interest for residents.

2.20 The guidance states that travel planning for residential development has potential to help achieve more sustainable communities by improving their accessibility. It also notes that new

housing development is normally characterised by high car trip generation; however, better choices about the location and density of new housing, combined with the increased use of residential travel plans, should deliver a real impact on travel patterns and aid progress towards sustainable transport and land use objectives.

2.21 In terms of local planning policy, **Greater Manchester's Third Local Transport Plan** (LTP) is in place which encompasses a long term strategy up to 2026. The government requires LTPs to demonstrate a contribution to delivering "shared priorities" and places emphasis on outcome indicators relating to accessibility, road casualty reduction, public transport patronage, congestion reduction and air quality. Local authorities must show that their LTPs contribute to the achievement of their broader policy aims and service delivery as set out in their community strategies.

2.22 This travel plan has been developed in line with local and national transport policy and guidance.

3.0 SITE ACCESSIBILITY

Existing Site

3.1 The site is located on Wilmslow Road in Withington. The site was previously a cinema which was closed in 2001 and demolished in 2008. The site is within the Withington Conservation Area.

3.2 The site is bound by Copson Street to the north, Wilmslow Road to the east, a Sainsbury's Local with flats above to the south and a road to the west providing access to a number of small industrial units.

3.3 The application site boundary is provided in **Figure 3.1** below.

Figure 3.1 – Site Location



Source: Google Maps

3.4 Copson Street to the north is one-way from Wilmslow Road to its junction with Patten Street. All other local roads are two-way. All local roads are subject to 30mph speed limits. Pedestrian footways and street lighting are provided along both sides of Copson Street and Wilmslow Road, with dropped kerbs and tactile paving also provided at the majority of crossings.

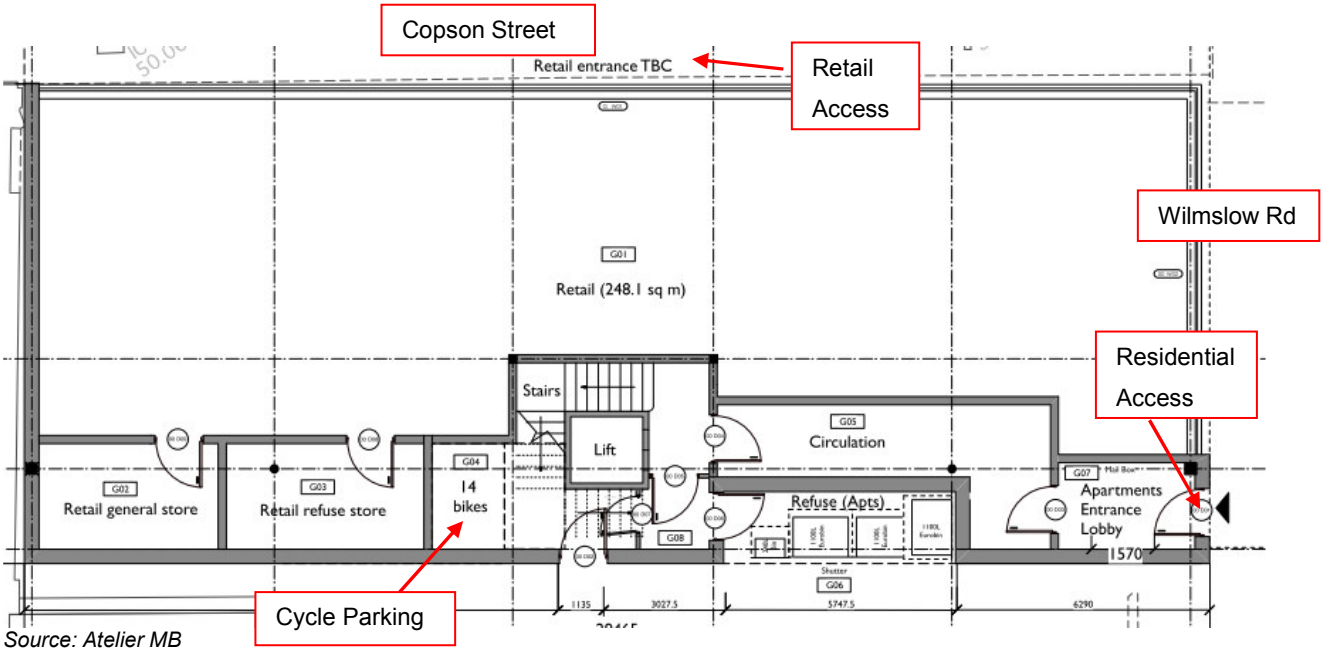
Development Proposals

3.5 The permitted application site comprises 250sqm ground floor retail space (Class A1/A2) which will be split into two separate units. One unit will be occupied by Costa. An occupier has not yet been identified for the second unit. The upper three levels will provide 25 key-worker residential units (Class C3), which will provide 20 x 1 bedroom units, 2 x 2 bedroom units and 3 studio apartments. It is understood that the residential accommodation will be offered in the first instance to employees of and/or visiting staff to the Christie Hospital.

3.6 The residential units are close to completion with initial occupation to take place from October 2018. It is anticipated that the fit-out for the retail units will be completed in Spring 2019, with occupation to take place shortly after.

3.7 The lower ground floor site layout showing the retail space, access to the residential units and the residents' cycle storage is shown in **Figure 3.2** below.

Figure 3.2 - Site Layout



Source: Atelier MB

3.8 The plan shows the residential entrance on Wilmslow Road, with the retail accesses on Copson Street. Cycle parking for 14 bicycles will also be provided on the lower ground floor, which will be dedicated to bicycles provided by the developer and made available to residents. It is understood that 14 hybrid bikes, comprised of a mix of frame sizes to suit both males and females have been delivered to the site and are in place, ready for first occupation.

3.9 The lower ground floor layout, as **Figure 3.2** indicates, will be designed to ensure the site is accessible by sustainable means of travel, including walking, cycling and public transport.

Existing Access by Non Car Modes: Walking

3.10 The highway network in close proximity to the site consists of Copson Street to the north and Wilmslow Road to the east.

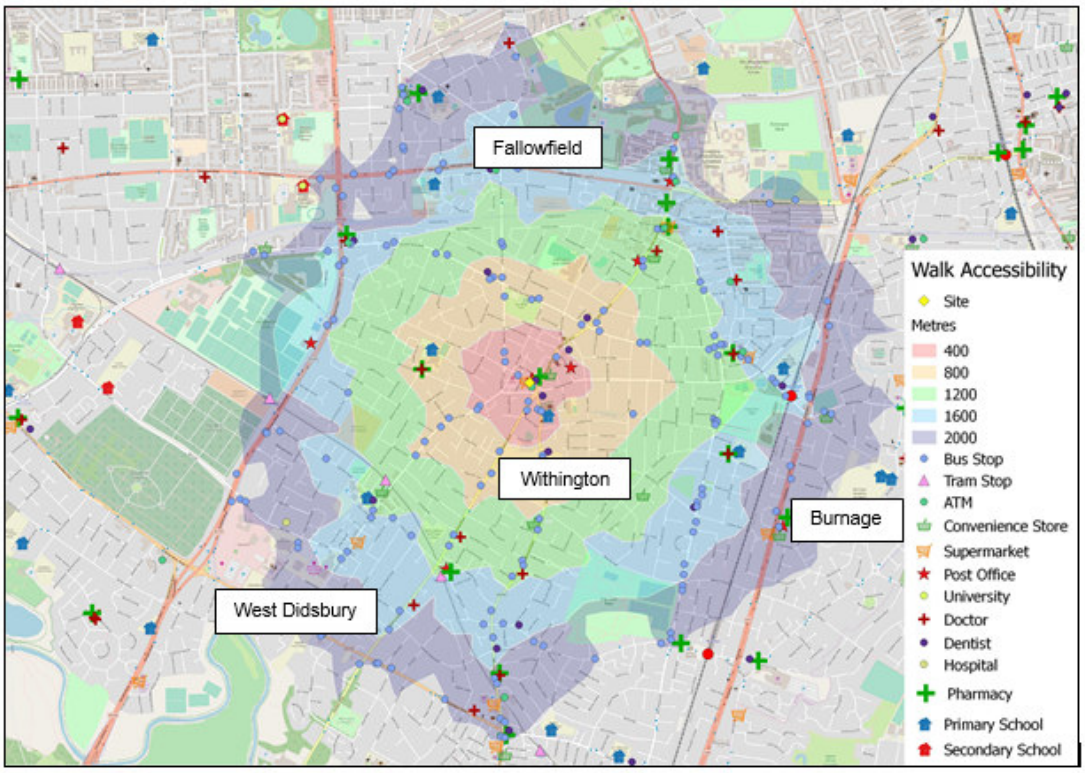
3.11 Copson Street to the north is one-way from Wilmslow Road to its junction with Patten Street. All other local roads are two-way. Both roads are subject to 30mph speed limits and provide good quality pedestrian provision including footways along both sides of the roads, and street lighting. Dropped kerbs and tactile paving are also provided at the majority of crossings.

3.12 Signalised pedestrian crossings are provided on Wilmslow Road north of the junction with Copson Street and at the Burton Road junction with Wilmslow Road.

3.13 Wilmslow Road provides access to the University of Manchester Fallowfield Campus and Platt Field Park 1600m north of the site, along with Manchester city centre approximately 5.5km from the site. West Didsbury is located approximately 2km to the south of the site.

3.14 An ideal maximum of 2km walk distance is considered appropriate to replace short car journeys. Based on this, **Figure 3.3** indicates the area surrounding the site which is accessible on foot.

Figure 3.3 – Walk Accessibility from the Development Site



Source: Tracc 2018

3.15 As can be seen from **Figure 3.3**, Withington, West Didsbury, the west of Burnage and Fallowfield are within an acceptable walking distance, including a range of facilities and public transport facilities. As a result, opportunities are present for non-motorised access to retail, healthcare, and other facilities.

3.16 A summary of facilities surrounding the development site is presented in **Table 3.1**.

Table 3.1 – Accessibility to Local Facilities from the Development Site

Facility	Name	Distance from the Application Site
Medical Centre	Al-Shifa Medical Centre	20m
Supermarket	Sainsburys, Wilmslow Road	20m
ATM	Sainsburys, Wilmslow Road	20m
Bus Stops	Wilmslow Road / Patten Street	90m
Dentist	Dental Surgery, Copson Street	160m
Public House	Orion	160m
Post Office	Withington Post Office	160m
Primary School	Saint Paul's Church of England Primary School	320m
Pre-school / Nursery	Early Years Nursery School	480m
Specialist Hospital	Christie Hospital NHS Trust	550m
Pharmacy	Lloyds Pharmacy	640m
Secondary School	Whalley Range 11-18 High School	1900m

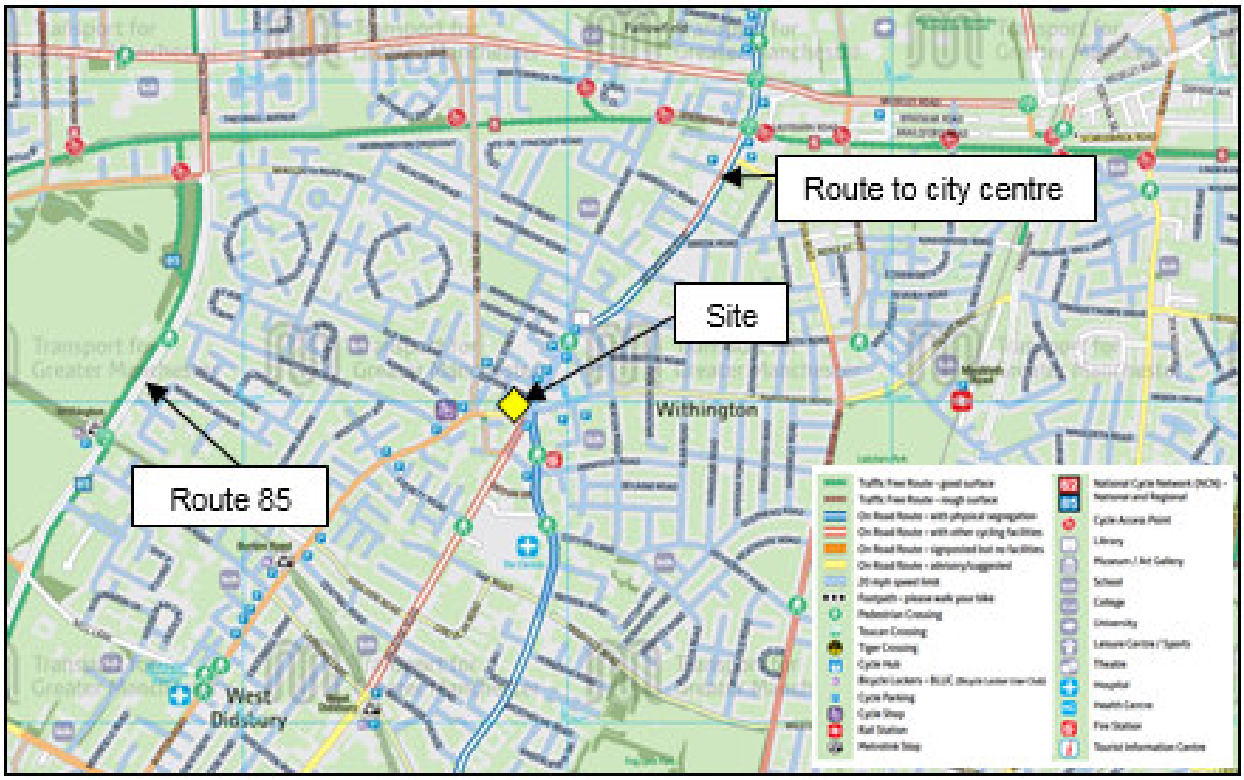
3.17 The topography of the area is considered to be conducive to walking.

3.18 As such, the development is considered to be well located for access on foot.

Existing Access by Non Car Modes: Cycling

3.19 Car journeys of up to 5km are considered to be replaceable by cycle journeys. Cycle routes are available within close proximity to the site, as can be seen in **Figure 3.4**.

Figure 3.4 Local Cycle Routes



Source: TfGM Cycle Map (Manchester)

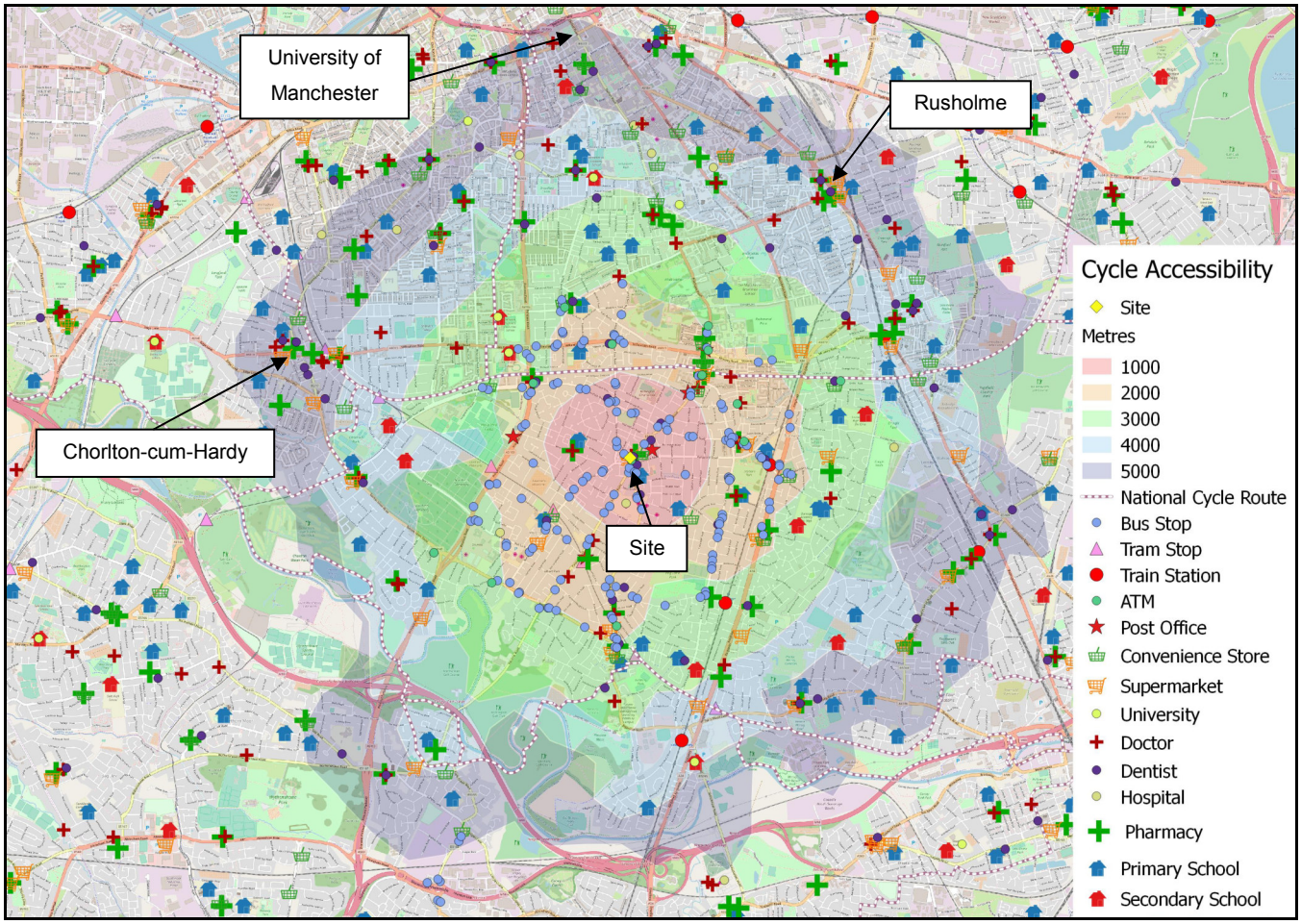
3.20 A continuous on-road route with physical separation from the carriageway is provided into Manchester city centre from the site.

3.21 In addition to a number of local on and off-road routes, National Route 85 is a traffic-free route which runs close to the west of the site in a north-south direction. It connects the site to areas including Baguley, Morley Green and Manchester Airport to the south, and Baguley and Fallowfield to the north.

3.22 As such, the site provides access to an extensive network of cycle routes.

3.23 A 5km cycle distance isochrone is presented in **Figure 3.5**.

Figure 3.5 – Cycle Accessibility for the Development Site



Source: Tracc 2018

3.24 **Figure 3.5** demonstrates that a number of locations such as The University of Manchester and the Manchester University NHS Foundation Trust, Rusholme and Chorlton-cum-Hardy are within 5km of the development. Accessible facilities include fresh food, post office services and healthcare facilities.

3.25 The site can therefore be seen to be accessible by bicycle.

Existing Access by Non Car Modes: Public Transport

3.26 As the site is located within Greater Manchester and close to Manchester city centre and the universities, a large number of bus services are available within a short walk of the site access. The closest bus stops are less than 100m from the site on Wilmslow Road and Copson Street, with further stops on Burton Road and Palatine Road.

3.27 **Table 3.2** demonstrates the bus services available from the site.

Table 3.2 – Bus Service Summary

Service Number	Bus Stop Location	Route	Operator	Average Service Headway (mins) each Direction of Travel		
				Mon-Fri	Sat	Sun
41	Wilmslow Road	Manchester – Rusholme – West Didsbury – Northenden – Sale – Altrincham	First Manchester	10 - 15	15	20
42	Withington Library / Withington St Paul's	Manchester – Manchester Royal Infirmary – Withington – Didsbury - Stockport	Stagecoach	20 - 30	30 - 45	60
42A	Withington Library / Withington St Paul's	Reddish – Heaton Chapel – Didsbury – Rusholme – Manchester	Stagecoach	30	30	60
42B	Withington Library / Withington St Paul's	Manchester – East Didsbury – Cheadle – Bramhall – Woodford	Stagecoach	30	30	60
43	Wilmslow Road	Manchester – Withington – Northenden – Wythenshawe – Manchester Airport	Stagecoach	10	10	15
44	Withington Library / Withington St Paul's	Manchester – Fallowfield – Burnage – Heaton Mersey - Stockport	Manchester Community Transport	60	60	120
111	Copson Street	Southern Cemetery – Withington Community Hospital – Moss Side – Manchester Royal Infirmary - Manchester	Stagecoach	10	10	20
142	Withington Library / Withington St Paul's	Manchester – Manchester Royal Infirmary – Fallowfield – The Christie – East Didsbury	Magic Bus (Stagecoach)	10	10	10
143	Wilmslow Road	Manchester – University of Manchester - West Didsbury - Sale	Stagecoach	10	10	10

147	Wilmslow Road	Ancoats – Manchester Piccadilly – Manchester Royal Infirmary – Rusholme – West Didsbury	Stagecoach	10	-	-
179	Patten Street	Wythenshawe Hospital – Baguley – Southern Cemetery – West Didsbury - Withington	Manchester Community Transport	60	60	-
278	Wilmslow Road	Manchester – Stretford – Sale – Wythenshawe – Withington - Reddish	Diamond	60	60	120

Source: TfGM bus routes. Obtained 11.09.2018

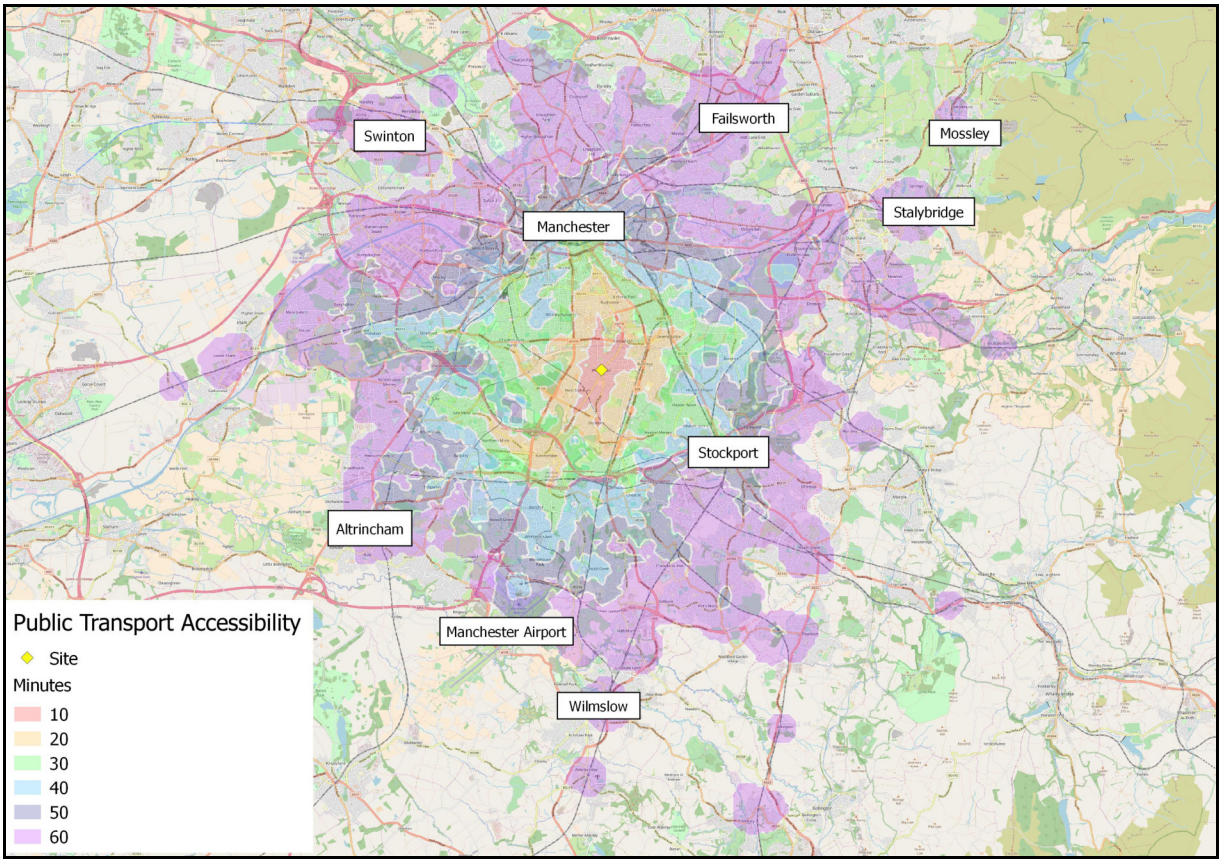
3.28 Metrolink (tram) services are also available within Greater Manchester, with the nearest tram stops present on Burton Road (1000m south-west of the site), West Didsbury (1200m south of the site), and Withington (1600m south-west of the site). Tram services run at a frequency of approximately every 12 minutes.

3.29 Trams run from approximately 06:00 in the morning to 00:00 at night from Monday to Thursday and on Sundays, with extended late night services to 01:00 on Fridays and Saturdays. A range of destinations are covered by the tram network including Bury, Oldham, Rochdale, Ashton-under-Lyne, Altrincham, Didsbury, Manchester Airport and Eccles.

3.30 In terms of rail, Manchester Piccadilly and Manchester Oxford Road Railway Stations are both within 6km and less than 60 minutes by public transport from the site. Manchester Oxford Road Station provides access to a range of stations in the North of England including Liverpool, Crewe and Sheffield; Manchester Piccadilly provides access to national services. Services run on a frequent basis. Both stations are staffed and provide cycle parking facilities, ticket offices and ticket machines.

3.31 **Figure 3.6** indicates a number of locations which are within a 60 minute public transport (bus, tram and rail) commute from the site. The time includes the walk to the bus stops, train and tram stations and demonstrates that locations such as Manchester Airport, Stockport, Altrincham, Stalybridge, Wilmslow, Mossley and Failsworth are within an acceptable 60 minute public transport commute.

Figure 3.6 – 60 Minute Public Transport Accessibility from the Development Site



Source: Tracc 2018

Conclusion

3.32 As such, it can be seen that the site is in an accessible location and has excellent potential for sustainable travel to and from the development, with public transport links along with a number of local amenities in close proximity.

3.33 Based on the above factors the requirement for owning and using a car to access the site is likely to be reduced in comparison to sites with less favourable levels of connectivity.

4.0 TRAVEL PLAN ADMINISTRATION

4.1 This travel plan forms a framework for future development once the development is occupied.

Travel Plan Coordinator

4.2 Management of the travel plan will be achieved through identification of a suitable person to act as Travel Plan Coordinator (TPC). A TPC provides a key role in delivering a successful travel plan, by helping to ensure stakeholder buy-in and ownership of the process is in place. A TPC is not a full time role but requires an individual with time to implement and monitor the TP, with the requisite communication skills to deliver information to all residents and employees. The role of TPC can be undertaken by an overall management company for the site, or by a third party.

4.3 The TPC role will be established prior to site occupation and will lead development of the travel plan measures and the day to day operation of the action plan for both the residential and retail elements of the site. Once appointed, the TPC will act as the main contact for the travel plan and will be responsible for implementing measures, maintaining a database and monitoring implementation. The TPC will be encouraged to work closely with the local authority's travel planning staff.

4.4 The TPC will be the first point of contact in all matters relating to travel to and from the site.

4.5 The TPC will be responsible for setting up and managing the action plan in accordance with the following schedule, which will be agreed with the Local Planning Authority.

Contacts

4.6 Travel plan success is dependent on ownership of the plan being taken, alongside commitment to implement the contained measures. To ensure any difficulties encountered are addressed efficiently, contact details for the site TPC are identified below.

Britannia Group
160-164 Wellington Rd
Withington
Manchester
M20 3FU
info@britanniagroup.com / 0161 448 2800

5.0 TRAVEL SURVEYS

5.1 Travel surveys are undertaken at occupation in order to understand how residents currently travel, how they would like to travel and what would encourage them to make those changes; repeat surveys are used to monitor ongoing travel patterns, over time.

5.2 In order to understand how residents are travelling, along with changes to those journeys over time as a result of the travel plan, regular residents' travel surveys are required. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.

Baseline Surveys

5.3 To capture resident contact information, the TPC will set up a resident database upon first occupation, containing household contact details.

5.4 The TPC will issue a travel survey for resident completion within three months of 25% occupation of the site.

5.5 The survey will be disseminated to all occupied households, to collect the following data:

- Household profile, including number of occupants and children, if applicable;
- Work postcode;
- Mode of travel to work and other trip purposes;
- Measures that would encourage use of active travel modes or public transport;
- Barriers to use of active travel modes / public transport.

5.6 The responses received from the survey will be entered into the resident database to enable modal shift to be tracked and allow future comparison of travel patterns for each unit, as well as providing information on which measures are most likely to encourage modal shift.

5.7 The findings will be used to update the travel plan and to confirm or modify the identified targets and measures. The travel plan will be resubmitted to Manchester City Council (MCC) within three months of the survey closing, and within six months of 25% occupation of the residential element of the development.

5.8 The TPC will undertake a survey annually (at the same time of year), and submit the results of the annual review to MCC for review and discussion. Surveys will be undertaken for the first five years of the development, following occupation. The TPC will be responsible for the surveys, together with delivery of the travel plan.

5.9 All data collected from the travel will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will manage the database and be responsible for the release of information; all data held will be used solely for the purposes of the travel plan.

6.0 OBJECTIVES AND TARGETS

Objectives

6.1 Objectives are required to give a travel plan direction and focus. Targets are measurable and help to indicate whether the high level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the travel plan.

6.2 The travel plan recognises that there is not one specific mode of transport suitable for all residents and that there need to be a number of alternatives in place. The travel plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.

6.3 This travel plan has been prepared to achieve the following objectives:

- Minimising the total travel distance of residents;
- Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
- Promoting walking, cycling, public transport and car sharing; and
- Promoting healthy lifestyles and sustainable communities which are accessible by all.

Modal Share Targets

6.4 Baseline travel surveys will be carried out and analysed by the TPC and will establish the existing travel patterns of residents. However, as this data is not currently available, initial targets have been drafted based on the existing modal split for residents travelling to work within the South Withington area (E02001082: Manchester 038), as noted in the 2011 Census (Source: Office of National Statistics):

Table 6.1: Mode Share for Residents of South Withington (E02001082: Manchester 038)

Mode	Modal Split Percentage
Single Occupancy Car	49%
Walk / Cycle	15%
Public Transport	33%
Car Share	3%

6.5 **Table 6.1** highlights the fact that approximately half of local residents travel in a sustainable manner.

6.6 **Table 6.2** outlines the five-year targets for the development.

Table 6.2: Targets

Mode	Percentage	Absolute Number
Single Occupancy Car	10%	2
Walk/Cycle	50%	13
Public Transport	40%	10

6.7 Assessment of the viability of the targets will take place as part of the baseline travel survey. The targets may be changed at that time to ensure they are achievable.

7.0 MEASURES AND MARKETING

7.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development.

Travel Information and Marketing

7.2 Good accurate information on the variety of travel options which can be used, and the initiatives being promoted is a critical element of a successful travel plan.

7.3 At the outset of the development, the promotional sales material for the site will include reference to the travel plan and list associated benefits. As properties are sold, all new residents will be made aware of the travel plan and the key measures to be implemented through travel information packs. Packs will also be provided to the retail units to ensure that staff travel sustainably where viable.

7.4 The travel information packs for residents and the retail element of the development will include the following:

- An introduction to the travel plan providing a summary of the contents as well as the contact details for the TPC;
- A map showing the location of the development in relation to the local area, highlighting the nearby bus stops, train and tram stations, and key local facilities within easy walking distance of the site;
- Public transport information, including:
  - Bus timetables covering services from nearby bus stops along with Burton Road, Withington, and West Didsbury tram stops;
  - Information on how to obtain concessionary travel passes;
  - Contact details for public transport service providers.
- Active travel information, including:
  - Map indicating local walk and cycle routes;
  - Details of local bike repair shops/retailers, along with available training and maintenance sessions;
  - Health information and details of local walk and cycle schemes.
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.);
- Information about the car club and cycle schemes (for residents' only); and

- Details of local taxi firms.

7.5 Noticeboards will be installed in the residential entrance area and in the retail staffrooms, with travel information provided to encourage new and continued travel via sustainable modes.

7.6 Marketing materials will include introductory travel planning information, explaining the purpose of the work, along with details of the various ways to access the site. This will include up-to-date travel information, cycling and walking maps, promotion of sustainable travel events, and contact details for the TPC.

7.7 The TPC will ensure that any changes to the travel plan or any relevant information such as timetable seasonal changes are passed on to residents and employees on a biannual basis via noticeboards.

Walking

7.8 The TPC will encourage walking as a mode of travel from the site by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material in the travel information pack;
- Provide a map showing walking routes as part of the travel information pack, indicating distances and times to key local facilities near to the site;
- Promote the https://walkit.com/cities/manchester/ website for journey planning on foot.

Cycling

7.9 The TPC will encourage cycling by implementing the following initiatives:

- Provision of 14 bicycles for residents of the development. The bikes will be stored on the ground floor of the building within a dedicated bike store, with authorised residents provided with a code for access. Maintenance of the bikes will take place on a regular basis. Further information about the scheme will be provided to residents upon occupation of the building;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website and on TfGM cycling pages (https://www.tfgm.com/cycling);
- Negotiate discounts on cycles and equipment with local cycle shops in return for advertising their details in the travel information pack materials;

- Promote Bike to Work Week in June (http://bikeweek.org.uk/) in conjunction with MCC and TfGM;
- Promote the available cycle hubs present within Greater Manchester town and city centres;
- Provide information on any local cycle training and maintenance courses (https://www.tfgm.com/cycling/training).

Public Transport Information

7.10 The TPC will actively promote public transport with the following specific measures to be implemented:

- Provision of public transport locations, together with route and timetable information in the travel information pack materials;
- Details of community transport options and concessionary ticket availability;
- Provide details of routes and destinations served by trains from Manchester Piccadilly and Manchester Oxford Road Railway Stations;
- Provide details of routes and destinations served by trams from local Metrolink stops;
- The TPC will provide details of websites and telephone advice services to enable residents and staff to obtain details on their individual journey requirements, including the Traveline website (http://www.traveline-northwest.co.uk/) and TfGM journey planning tools (https://my.tfgm.com/#/planner/).

Car Sharing

7.11 The TPC will promote car sharing to residents, to encourage this activity to take place when viable. It is however considered that minimal car use will take place as a result of the lack of on-site car parking spaces.

Car Club

7.12 The developer has put in place an agreement with Enterprise Car Club for one vehicle to be located in a dedicated space on the building's forecourt. In addition, membership will be provided to all 25 residential units for a period of three years, to enable residents to make use of the car club vehicle and to deter residents from bringing a personal vehicle to the site, if only required for ad hoc journeys.

7.13 A further vehicle is located 1100m from the site on Egerton Road. Both residents and staff based at the site, along with other local Enterprise members, are able to make use of the vehicles.

7.14 More information on how to sign up and use the scheme is available at https://www.enterprisecarclub.co.uk/gb/en/home.html. Further information will also be provided within the travel information pack.

Alternatives to Travel

7.15 Alternatives to regular trips, such as the commute to work and supermarket visits, present the potential to reduce single occupancy trips greatly. Residents should be encouraged to consider all journeys they make and identify whether an alternative is present.

7.16 Working from home even just one day per week and utilising internet shopping facilities can reduce traffic by a significant amount. The TPC will encourage residents to make use of these options when viable.

Marketing Summary

7.17 The TPC will be responsible for providing residents and staff with an overview of the travel plan in order to promote the use of a range of modes of transport and work towards increasing awareness of the alternative modes of transport available.

7.18 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:

- Development of an introduction to the travel plan, providing a summary of the travel plan contents;
- Travel information packs will be populated with a range of sustainable transport information and provided to all residents and staff upon occupation;
- Noticeboards will be installed in the entrance vestibule and the retail staffrooms to encourage new and continued travel by sustainable modes, and will also provide updates to promote new and ongoing measures such as Bike Week and European Mobility Week.

8.0 ACTION PLAN

8.1 The action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the resource required in order to deliver each action.

Action	Target Date	Responsibility	Resource Indication
Initial Setup – Prior to Occupation			
Provide all highway and transport measures as agreed with MCC	As per planning agreements with MCC	Element Sustainability / MCC	Element Sustainability
Appointment of TPC	At least 1 month prior to Sales / Marketing	Element Sustainability	Element Sustainability
Exchange contact details with relevant officers	At least 1 month prior to Sales / Marketing	TPC	Staff time
Procure and produce information to populate travel information packs	1 month prior to Sales / Marketing	TPC	Staff time + materials
Upon Occupation			
Issue travel information packs to residents and staff	Upon occupation / Prior to occupation if possible	TPC	Staff time + printing
Populate noticeboards with travel information	Upon occupation / Prior to occupation if possible	TPC	Staff time
Set up travel plan working file	Upon occupation	TPC	Staff time
Set up residents' database	As units occupied	TPC	Staff time
Within 6 Months of 25% Occupation			
Negotiate discounts at local cycle shops for residents	Within 3 months of 25% occupation	TPC	Staff time
Prepare resident baseline travel survey	Within 3 months of 25% occupation	TPC / MCC	Staff time + printing
Issue surveys to residents	Within 3 months of 25% occupation	TPC	Staff time + printing
Collect travel plan surveys and analyse responses	Within 3 weeks of issue	TPC	Staff time
Review travel plan objectives and confirm mode share targets on the basis of survey data	Within 3 months of survey completion	TPC	Staff time
Produce full travel plan document	Within 6 months of 25%	TPC	Staff time

and submit to MCC	occupation		
Liaise with MCC to agree final travel strategy, objectives and targets	Within 6 months of 25% occupation	TPC / MCC	Staff time
Ongoing Tasks			
Promote any local area cycle training and maintenance courses	3-monthly	TPC	Staff time
Promote use of the local car club and cycle scheme	3-monthly	TPC	Staff time
Promote national events e.g. Bike Week, European Mobility Week etc.	As required	TPC	Staff time
Update residents with any service changes with regard to local transport on an annual basis	Annually	TPC	Staff time
Annual Monitoring / Review			
Monitor usage of cycle scheme	Annually	TPC	Staff time
Conduct repeat travel survey one year after the baseline survey, annually for 5 years	For five years after baseline surveys	TPC	Staff time + printing
Analyse responses, produce progress report and submit to MCC	Within 3 months of receipt of responses	TPC	Staff time
Continue regular monitoring as set out and agreed with MCC	As agreed with MCC	TPC	Staff time

9.0 MONITORING AND REVIEW

9.1 To establish the success of the travel plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review of targets.

Monitoring

9.2 Monitoring of the plan is important for the following reasons:

- It demonstrates to the local authority the effectiveness of measures implemented and the progress being made towards travel plan objectives;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the travel plan by reporting successes;
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- The data can be shared with any other nearby employment travel planning sites, as well as inform the local authority and public transport operators of local travel patterns.

9.3 The TPC will monitor travel patterns associated with the site on a regular basis over a five year period, commencing within three months of 25% residential site occupation. Surveys will take place on an annual basis for the first five years of site occupation.

9.4 As part of the annual monitoring, surveys will be distributed to all occupied units to monitor travel to and from the site, and gain an understanding of travel habits.

9.5 The TPC will agree the monitoring programme with the local authority to ensure that the monitoring procedures are appropriate.

Reviewing

9.6 The TPC will undertake an annual review of the travel plan following monitoring. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:

- The level of car / non-car usage at the site; and
- Comments received from residents.

9.7 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, in agreement with the local authority, in order to maintain a realistic travel plan goal.

9.8 The TPC will also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.

9.9 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review following each monitoring period.

10.0 CONCLUSION

10.1 This travel plan reviews the existing transport facilities at the site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.

10.2 Through the delivery of the measures discussed within this travel plan, the objectives identified should be fulfilled. These include:

- Minimising the total travel distance of residents;
- Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
- Promoting walking, cycling, public transport and car sharing; and
- Promoting healthy lifestyles and sustainable communities which are accessible by all.

10.3 This document therefore ensures that sustainable access to the development is facilitated, and subsequently seeks to address the travel plan-related condition received as part of Appeal Decision reference APP/B4215/W/15/3136755.