







Place Aparthotel – Manchester

Interim Travel Plan

Curtins Ref: 62886
Revision: Final
Issue Date: 14 December 2016

Client Name: Capital & Centric

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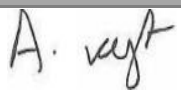
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Appendix A

1.0 Introduction

1.1 Background

1.1.1 Curtins has been appointed on behalf of Capital & Centric to provide all travel planning advice in relation to the refurbishment of The Place Aparthotel, formerly London Warehouse on Ducie Street near Piccadilly Station in Manchester.

1.1.2 The site currently has 102 flats, a bar, reception and conference facilities. The development proposals are to refurbish and reconfigure the existing facility to provide 166 apartments with 208 bedrooms consisting of studios, one bedroom and two bedroom units as well as a Co-Work Lounge.

1.1.3 The 166 apartments can be broken down as follows:

- 55 studios;
- 69 one bedroom; and
- 42 two bedrooms.

1.1.4 The Co-Work Lounge consists of 109sqm of office space with 53sqm on the ground floor and 56sqm on the mezzanine level. It is intended that this facility would provide the following accommodation:

- Seminar 22 seats;
- Hot Desk 16 seats;
- Desking 22 seats;
- Co-working 70 seats;

1.1.5 Overall the above would provide accommodation with capacity for 130 seats. It is anticipated that this facility would be utilised by start-up businesses, transient workers and employees on a working trip to the city.

1.1.6 The main pedestrian entrance to the building is located on Ducie Street. Access to the car park is located off Ducie Street to the east of the building.

1.1.7 There are currently 83 car parking spaces on the site with 67 parking spaces provided at the basement level. 10 car parking spaces are also provided at ground level to the rear of the building and 6 spaces (4 of which are designated for the mobility impaired) at the eastern end of the building. The overall car parking would be retained as part of the refurbishment works.

1.1.8 There are also 16 cycle parking spaces on the site, which will be retained as part of the refurbishment works. To encourage cycling, shower and locker facilities are also provided on the site and would be retained as part of the refurbishment works.

1.1.9 The Place employs 18 full time workers who provide 24 hours cover on a rota basis.

1.2 What is a Travel Plan?

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

> *"A long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed."*

Source: *National Planning Policy Framework*, DCLG, 2012.

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 Document Purpose

1.3.1 An ITP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to the approval of the development application. It includes a list of potential measures that could be implemented to affect modal choice, and a management strategy for producing a full Travel Plan in the future.

1.3.2 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*

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

- National Planning Policy Framework, DCLG, 2012; and
- National Planning Practice Guidance, DCLG, 2014.

1.4 Document Structure

1.4.1 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.

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

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

1.4.4 **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 employees and guests/visitors of the hotel.

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

1.4.6 **Section 7** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of Travel Plan Coordinators (TPCs) as the Travel Plan process progresses.

1.4.7 **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 in the UK:

> *"Physical activity levels in the UK: 67% of men and 55% of women aged 16 and over do the recommended physical activity*

Source: *Health Survey for England: Physical Activity in Adults* DoH, 2012.

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 A TP can help encourage residents, employees 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, employees 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 will continue to aim to achieve the following objectives at the Site:

- **Objective 1 –** To reduce the need to travel;
- **Objective 2** – To increase the attractiveness of sustainable modes;
- **Objective 3** – To reduce single occupancy car trips;
- **Objective 4 –** To increase awareness of the TP process; and
- **Objective 5 –** To provide a forum by which users can voice travel related opinions and concerns.

3.0 Existing Situation

3.1 Site Location

3.1.1 The site is located on the south side of Ducie Street and is the first building reached when heading north from the junction of Ducie Street and the A6. The site is bounded by Navigation House to the east, a surface car park to the south and also to the west.

3.1.2 **Plan 62286-001** illustrates the location of the Site in relation to the surrounding areas, and **Plan 62886-002** shows the Site in a more local context relating to the local highway network.

3.1.3 Due to the close proximity of the site to the city centre and surrounding areas it benefits from many complementary key facilities including employment, retail, healthcare and leisure all within easy walking distance. In addition to the above there are also transport hubs and car parking facilities located within walking distance.

3.2 Surrounding Highway Network

Ducie Street

3.2.1 Ducie Street extends for approximately 530m between the priority controlled T-junction with A665 Great Ancoats Street in the east, and a signalised junction with A6 Piccadilly/London Road in the west.

3.2.2 Ducie Street extends along an east/west alignment to the northern boundary of the proposed development comprising a two-way carriageway with a single lane in each direction up to its junction with Peak Street. From this junction, Ducie Street operates one way in the western direction up to its junction with A665 Great Ancoats Street.

3.2.3 In the vicinity of the Site, Ducie Street is approximately 10m wide including on-street parking present on the northern and southern sides of the road. The highway is subject to a 30mph speed limit, and there is street lighting present along its length. Footways are provided along the northern and southern sides of the carriageway which are approximately 2m – 3m in width.

3.2.4 At the signalised junction with A6 Piccadilly, there are pedestrian crossing facilities complete with tactile paving on all arms. There are also pedestrian guardrails present where appropriate.

A6 Piccadilly/London Road

3.2.5 The A6 Piccadilly/London Road runs approximately 100m to the western boundary of the proposed development. The road extends for approximately 800m between a signalised controlled junction with Portland Street and New Street to the north, and the A6 Downing Street/A57(M) Mancunian Way on-slip to the south.

3.2.6 In the vicinity of the Site, the A6 Piccadilly is approximately 10m wide including designated lay-bys along both the western and eastern sides of the road. The highway is subject to a 30mph speed limit, and there is street lighting present along its length. Footways are provided along the eastern and western sides of the carriageway which are approximately 2m – 3m in width.

3.2.7 There is a cycle lane which runs along the eastern side of the road.

A665 Great Ancoats Street

3.2.8 A665 Great Ancoats Street is located approximately 420m to the eastern boundary of the proposed development site. This road forms part of the Inner Relief Route (IRR) for the city centre. The road is approximately 1.2km long and extends between Swan Street to the north and Pin Mill Brow to the south.

3.2.9 In the vicinity of its junction with Ducie Street, Great Ancoats forms a dual carriageway with a minimum of two lanes of traffic in each direction.

3.2.10 There are wide footways on both sides of the road and street lighting is also available. Signal controlled crossing facilities are also provided at key points along the road to enable pedestrians to cross the road in a safe manner.

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 TRACC Analysis

4.2.1 Accessibility of the proposed site has been undertaken through the use of TRACC Software. TRACC is one of the leading multi-modal transport accessibility tools which was developed in conjunction with the Department for Transport (DfT), local authorities and transport planners.

4.2.2 It is designed to calculate travel time using a range of public transport and road travel modes to give accurate journey times from many origins to many destinations in one calculation. The software covers a full range of transport modes including walking, cycling, driving and public transport.

4.2.3 TRACC analysis has been undertaken to establish the pedestrian, cycle, and public transport accessibility of the site and demonstrate the connectivity of the site to adjacent areas through the use of these modes of transport.

4.3 Pedestrian Accessibility

4.3.1 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.

4.3.2 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

4.3.3 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. **Drawing 62886_003** shows distances of 500m, 1,000m and 2,000m which are termed *'Desirable'*, *'Acceptable'* and the *'Preferred Maximum'* by the CIHT for commuting trips.

4.3.4 The site is located within Manchester city centre and therefore it is well located to take advantage of the numerous complementary facilities available. It can be seen from the Plan that Piccadilly Station and Piccadilly Gardens are located within the 500m walk catchment. There are also numerous shops, car parks, employment opportunities, public transport opportunities, as well as conference facilities within the 500m walk catchment.

4.3.5 There are a number of employment uses within walking distance of the Site throughout the city centre. More specifically, Spinningfields is situated approximately 1,500m walk to the south west of the Site, the Printworks is situated approximately 1,000m to the north west and Castlefield lies approximately 1,000m to the west. These locations include a wide variety of commercial properties with varying professions.

4.3.6 Furthermore, within the 500m – 2,000m desirable walking distance catchment area, there are a number of educational facilities including:

- The University of Manchester;
- Manchester Metropolitan University; and
- The Royal Northern College of Music.

4.3.7 Within the City Centre and along and adjacent to Piccadilly 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. It is considered that the majority of everyday facilities and goods can be accessed within a 500m walk of the Site.

4.3.8 Further services and facilities are also accessible within the 1,000m catchment. In addition to those already discussed, these include the Manchester Central Library and Albert Square. The Manchester Aquatics centre is located approximately 1,500m way from the site.

4.3.9 Manchester city centre, in addition to its existing residential and commercial premises, exhibits various museums/tourist attractions; of which the majority are accessible within 2,000m walk from the Site. Access to larger supermarkets and Manchester Royal Infirmary is also achievable.

4.3.10 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 2** along Ducie Street and the A6 Piccadilly in particular.

4.3.11 It is considered that the Site is situated within a highly accessible area, with a number of complimentary land uses within walking distance.

4.4 Cycle Accessibility

4.4.1 In order to assist in assessing the accessibility of the site by cycle, **Plan 62886_004** presents an 8km cycle catchment for the site. The 8km cycling distance refers to a recommendation by Cycling England in the document 'Integrating Cycling into Development Proposals' (2009).

4.4.2 The 8km 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 Blackley to the north, Salford to the west, Burnage to the south and Fairfield to the east.

4.4.3 Existing cycle infrastructure along A6 Piccadilly, Store Street, Dale Street and Portland Street facilitates cycle access into Manchester city centre and surrounding areas. All major train and bus stations within Manchester city centre are within 8km of the Site, and are accessible following Sustrans cycle routes.

4.4.4 There are two national cycle routes within close proximity of the Site. National Cycle Route 6 to the west can be accessed via Dale Street and High 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.

4.4.5 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.

4.5 Public Transport Accessibility

4.5.1 The Site is well situated to take advantage of existing public transport infrastructure within Manchester city centre. **Plan 62886-005** demonstrates the areas accessible via public transport within 15, 30, 45 and 60 minutes of the Site. The 60-minute catchment extends as far as Todmorden in the north, Glossop in the east, Manchester Airport to the Macclesfield and Prescot to the west. Accessibility by bus, rail and Metrolink are considered further below.

Bus

4.5.2 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.

4.5.3 There are a number of bus stops comfortably within 400m walk of the Site, including along A6 Piccadilly Whitworth Street, and Fairfield Street. Piccadilly Gardens where access can be gained to numerous bus services.

4.5.4 The nearest bus stop to the site is located on the A6 Piccadilly/London Road. **Table 4.2** presents the services that can be accessed from these stops and their frequency.

Bus Service		Peak Frequency		
		Weekday	Saturdays	Sun/Hols
192	Hazel Grove — Stockport — Heaton Chapel - Levenshulme — Manchester	Every 3-5 mins	Every 3 - 5 mins	Every 10 mins
X92	Hazel Grove Park and Ride – Wellington Road - Manchester Piccadilly	3AM & 3PM	N/A	N/A
173	Piccadilly – Salford Central Stepping Hill Hospital — Stockport — Reddish — Longsight — Manchester	Hourly	Hourly	Hourly
201	Hattersley — Hyde — Denton — Manchester	Every 10 mins	Every 10 mins	Every 30 mins
204 205 206 207	Gee Cross - Hyde — Haughton Green — -Town Lane – West Gorton - Dane Bank - Denton — Belle Vue — Manchester	10 mins	15 mins	20 mins
219	Stalybridge — Ashton — Openshaw — Manchester	Every 10 mins	Every 10 mins	Every 10 mins
220, 221	Stalybridge - Dukinfield — Audenshaw — Openshaw — Manchester	5 AM services and 3 PM services	N/A	N/A

Table 4.2 – Bus Services from A6 Piccadilly/London Road

4.5.5 In addition to the bus services identified above, staff/guest can also gain access to other bus services operating from stops around Piccadilly Gardens that provide frequent and regular services to the surrounding areas around Manchester. They also provide direct services to other towns and cities within the Greater Manchester including, Salford, Rochdale, Oldham Bolton, Wigan.

4.5.6 The Metroshuttle bus services 1, 2 and 3 operate from Station Approach in front of the Piccadilly rail station. This is located approximately 200m from the site. These services provide access to Oxford Road, Victoria and Salford Central railway stations. The frequencies are detailed in **Table 4.3**:

Metroshuttle Service		Peak Frequency		
		Weekday	Saturdays	Sun/Hols
1	Piccadilly – City Centre Circular	Every 6 mins	Every 6 mins	Every 10 mins
2	Victoria – Oxford Road (via Deansgate)	Every 10 mins	Every 10 mins	Every 10 mins
3	Piccadilly – Salford Central	Every 10 mins	Every 10 mins	-

Table 4.3 – Free Metroshuttle Services

Rail

4.5.7 The closest Railway Station to the development is Manchester Piccadilly located approximately 200m walk of the site. **Table 4.3** 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
London	2 per hour	2 per hour	1 per hour
Birmingham New Street	3 trains per hour	3 trains per hour	3 per hour
Bournemouth	1 per hour	1 per hour	1 per hour
Manchester Airport	5 per hour	5 per hour	4 per hour
Edinburgh /Glasgow Central	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
Cardiff Central;	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 Piccadilly

4.5.8 In addition to the above, users can also access train services running from Oxford Road, Victoria and Salford Central stations by connecting to with the Metroshuttle services.

4.5.9 On the above it is considered that the site is highly accessible via rail.

Metrolink (Light Rail)

4.5.10 There are Metrolink stations located at Piccadilly station and Piccadilly Gardens, which are approximately 200m and 500m walk from the site respectively.

4.5.11 From here, services to Altrincham, Media City UK, Etihad Campus, Ashton-under-Lyne, Bury, St Peters Square, Eccles, Rochdale and Victoria are accessible.

4.6 Accessibility Summary

4.6.1 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 Aparthotels are serviced apartments that operate in a similar style to renting an apartment with no fixed term contracts. Lengths of stays generally vary from a few days to months. The co-work lounge would also be predominantly utilised by transient workers and start-ups.

5.1.2 This type of accommodation is normally used by tourists, conference attendants, students, immigrants relocated employees and leisure travellers. It is considered that due to the impermanent nature of users/guest, it will be more efficient to focus the Travel Plan on staff travel patterns. Information will also be provided to guest/users to encourage sustainable travel.

5.1.3 Considering the high levels of accessibility at the Site it is considered the vast majority of hotel employees will travel to/from the site via sustainable modes of travel. Guest are also likely to travel by sustainable means due to the far reaching availability of public transport.

5.1.4 Notwithstanding the above, this section of the ITP sets out the initiatives that could be implemented in a full Travel Plan. The initiatives are designed in order to reduce employee and guest/visitor dependency on the private car.

5.1.5 The hotel TP initiatives below are in line with the aims and benefits set out in **Section 2** of this document.

5.2 Production of Welcome Packs

5.2.1 Welcome packs can be critical in influencing travel patterns and therefore it is envisaged that specialist 'hotel' welcome packs will be supplied to all employees and users of the co-work lounge. The contents of each 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).

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

5.2.3 A guest specific welcome pack would also be provided in all apartments. The contents of this could include:

- Locations and directions to Public Transport Hubs;
- Key Places of interest and how to get there by public transport;
- Locations of car club sites; and
- Phone Numbers for reputable taxi companies etc.

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.

5.3.2 It has been demonstrated throughout this ITP that there is an existing high level of pedestrian infrastructure in the surrounding area, and the prosed refurbishment will ensure good linkages to the existing infrastructure.

5.3.3 The following measures will be considered in order to encourage employees and visitors to walk:

- Raise awareness of the health benefits of walking;
- Clear signing of pedestrian routes within and adjacent to the Site;
- Provide a pool of umbrellas for guest/visitor and employee use;
- Provide storage for employees;
- Broadcast 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 It has been demonstrated throughout this ITP that there is a good existing level of cycle infrastructure in the surrounding area. There will also be cycle parking and lockers provided at the development to make cycling more attractive.

5.4.2 To encourage employees to cycle to/from the Site, 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;
- Provide access to on-site shower and changing facilities for employees. It is envisaged guests/visitors would use the hotel facilities;

- Provide an on-site puncture repair kit for hotel employees;
- Arrange cycle training and maintenance lessons through TfGM for those hotel employees not confident about cycling or simply wish to find out more;
- Register the hotel to the Cycle2Work scheme and encourage residents to ask about the scheme in their place of work; and
- The setting up of a Bicycle User Group (BUG).

5.5 Measures to Encourage Public Transport

5.5.1 It has been demonstrated throughout this ITP that the Site is highly accessible by public transport, and that there are further opportunities for wider public transport travel throughout Manchester city centre.

5.5.2 The following measures will be considered in order to encourage employees/guests to travel by public transport:

- Distribute details of the Traveline Journey Planning tool for the North West to employees. They can phone 0871 200 2233 or utilise the Traveline website at www.traveline-northwest.co.uk;
- Provide up-to-date bus details including timetables/contact information in the welcome packs;
- Advertise any promotions/discounts offered by public transport operators;
- Liaise with bus companies, TfGM and Manchester City Council 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 It is envisaged that the limited number of on-site parking provision will encourage less guest/staff to drive to the Site as a single occupant, and more to engage in sustainable modes of travel such as car sharing.

5.6.2 There are organisations which offer a matching service. Site users 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).

5.6.3 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, particularly to members of staff.

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 approved, 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 will be undertaken for both staff and guests within three months of operation.

6.2.3 Recipients will be encouraged to participate, and the surveys would extract the following key information:

- Place of residence (staff);
- Reason of trip (hotel guests/visitors only);
- Usual mode of travel and reason for modal choice;
- Attractiveness of various sustainable modes;
- Duration of Stay for guest;
- Any barriers to sustainable modes; and
- Initiatives that would encourage uptake in more sustainable travel.

6.2.4 The information obtained will be used to undertake travel performance indicator and modal split analysis. An example travel survey questionnaire is provided in **Appendix A.**

Travel Plan Performance Indicators

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

- **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 Site users' appreciation of the Travel Plan process and knowledge of the benefits offered by the plan.

Modal Split Analysis

6.2.6 Modal split targets could be set for a reduction in private car use offset by an increase in sustainable modes. **Table 6.1** is an example of such targets:

Example of Potential Modal Shift Targets					
Travel Mode	Existing Modal Split Percentage	Short Term Target Modal Shift Change	Medium Term Target Modal Shift Change	Long Term Target Modal Shift Change	Total Target Modal Shift Change
Car Driver	TBC following surveys	- 2%	- 2%	- 4%	**- 8%**
Car Share		+ 0.5%	+ 0.5%	+ 1%	**+ 2%**
Public Transport		+ 0.5%	+ 0.5%	+ 1%	**+ 2%**
Cycle		+ 0.5%	+ 0.5%	+ 1%	**+ 2%**
Foot		+ 0.5%	+ 0.5%	+ 1%	**+ 2%**

Table 6.1 – Example of Potential Hotel Modal Shift Targets

6.2.7 It may also be 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.

6.2.8 For example, if uptake for cycling is found to be low through the modal split analysis, a cycle awareness event could be organised for employees including safety and maintenance classes to encourage more to cycle.

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

7.2 Responsibility and Management

7.2.1 Overall responsibility for the ITP will lie with Capital & Centric. Following completion and initial operation, the ITP 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 Capital & Centric to the appropriately appointed Travel Plan Coordinator (TPC).

7.3 Travel Plan Coordinators

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;
- Liaising with Guest and Employees;
- 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 A TPC will be nominated for one month prior to the completion of the refurbishment works.

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 one year 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 for the Site

Action	Indicator	Target Date	Responsibility
Appoint TPC	Refurbishment works nearing completion	One month before completion	Capital & Centric
Produce Welcome Pack	TPC appointed	First occupation of the hotel	TPC
Undertake Initial Travel Surveys	First hotel guests	Within three months of the first hotel guests	TPC
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 ITP to a full Travel Plan	Once Modal Split Targets are agreed with MCC/TfGM	Within two months of agreeing modal splits with MCC/TfGM	TPC
Present Annual Monitoring Report	Once full Travel Plan is approved by MCC/TfGM	One year from date of initial survey following the agreement of targets with MCC/TfGM	TPC

Table 8.1 – Action Plan

Plans

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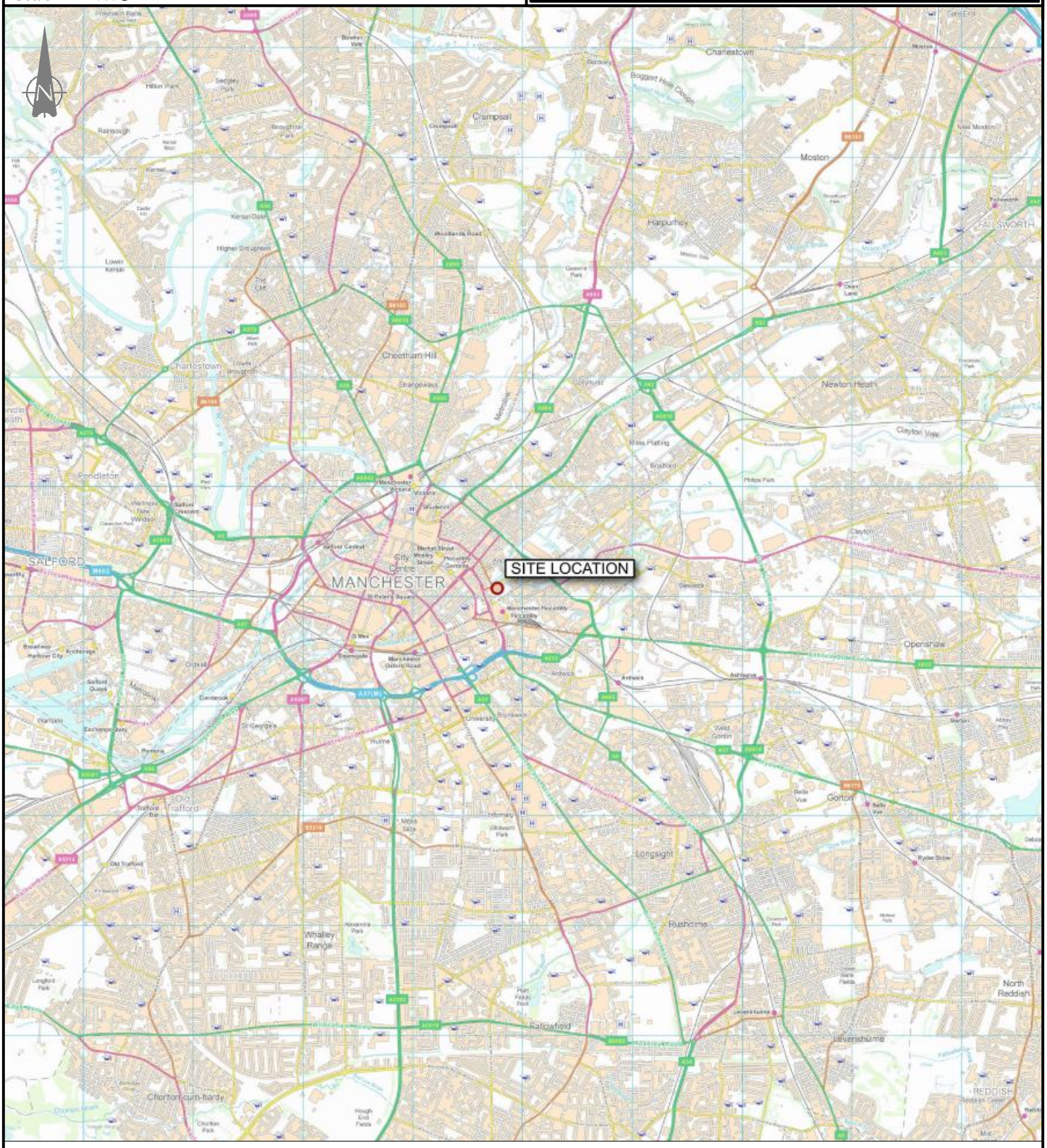
Drg No:	Rev:
62886-001	/

Project:	THE PLACE APARTHOTEL - MANCHESTER
Drg Title:	REGIONAL LOCATION PLAN
Drawn:	DD
Checked:	FF
First issue:	03/11/16
Scale:	NTS

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KEY:

Site

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Drg No:	Rev:
62886-002	/

Project:	THE PLACE APARTHOTEL - MANCHESTER
Drg Title:	LOCAL LOCATION PLAN
Drawn:	DD
Checked:	FF
First issue:	03/11/16
Scale:	NTS

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KEY: Site

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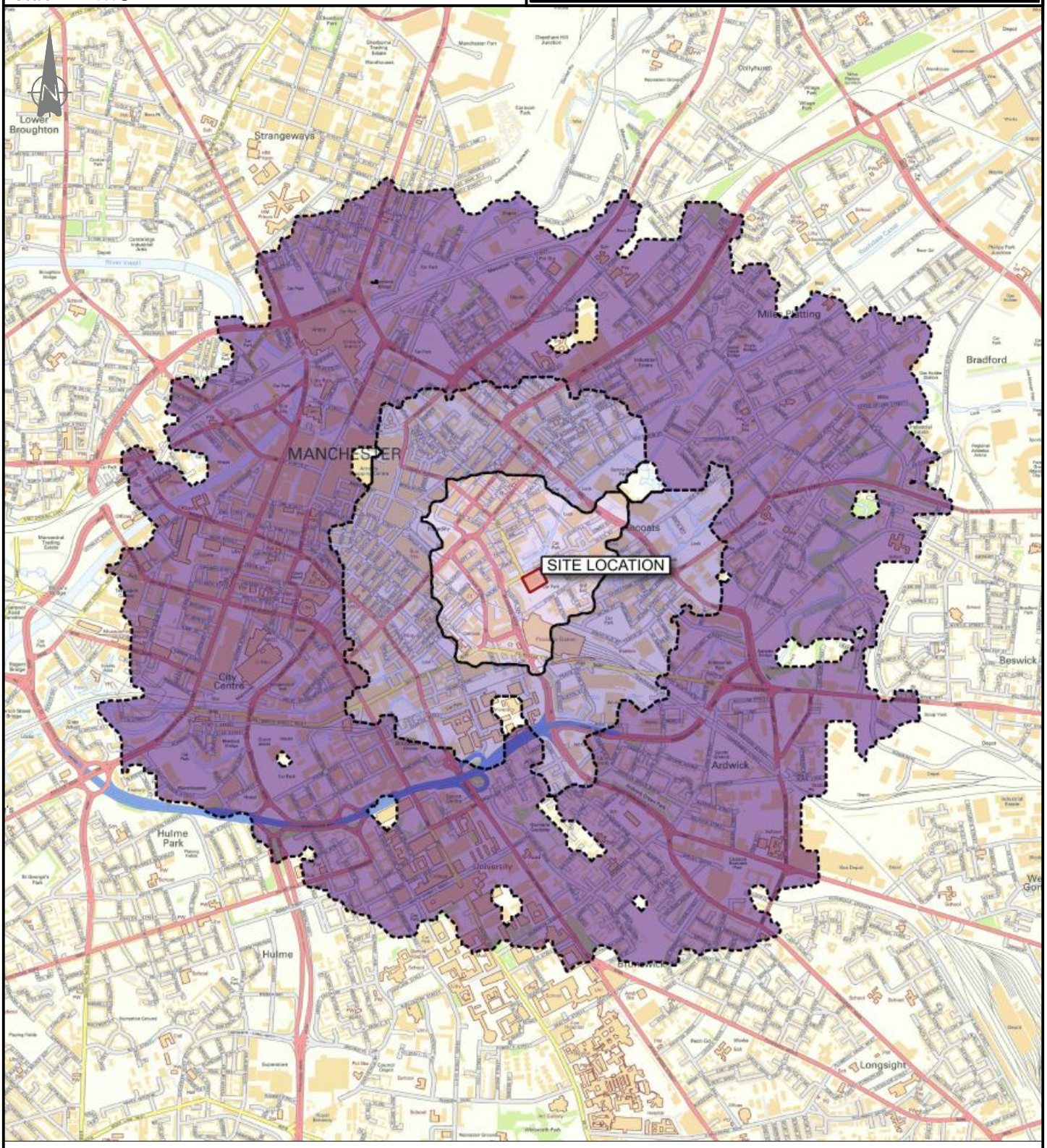
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Project:	THE PLACE APARTHOTEL - MANCHESTER
Drg Title:	INDICATIVE PEDESTRIAN CATCHMENT
Drawn:	DD
Checked:	FF
First issue:	03/11/16
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KEY:

Site

Walking Catchment:

- 500m
- 1000m
- 2000m

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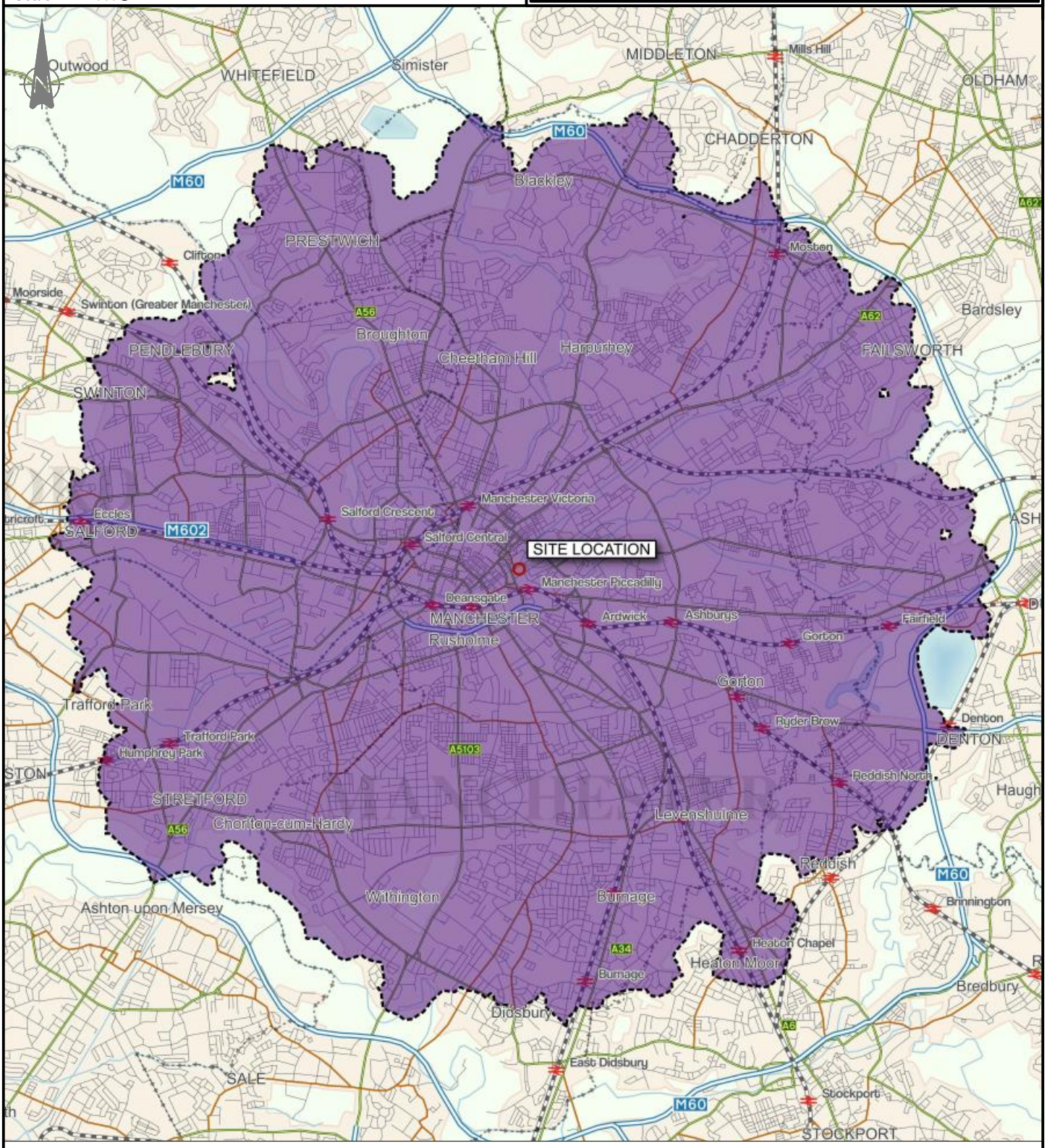
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Project:	THE PLACE APARTHOTEL - MANCHESTER
Drg Title:	INDICATIVE CYCLING CATCHMENT
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KEY:

Site

Cycle Catchment:

8000m

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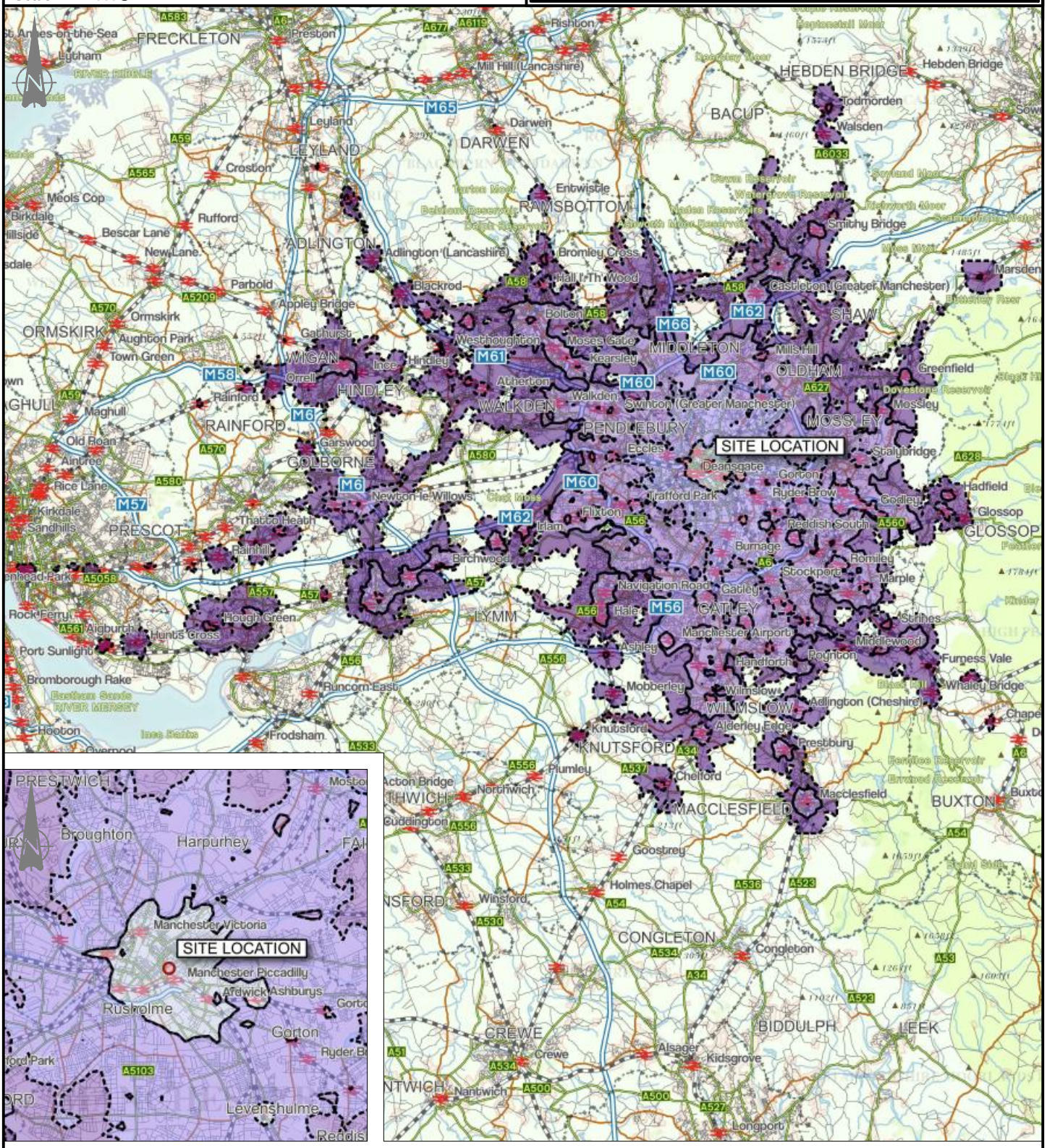
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Project:	THE PLACE APARTHOTEL - MANCHESTER
Drg Title:	INDICATIVE PUBLIC TRANSPORT CATCHMENT
Drawn:	DD
Checked:	FF
First issue:	03/11/16
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KEY:

Site

Public Transport Catchment:

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

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Appendix A

Example Travel Survey

Curtins, a specialist Travel Planning company has been appointed by Capital & Centric to review travel opportunities, and to identify suitable modes of travel for all employees /users.

To assist with the process, Curtins has prepared this travel survey in order to help identify your travel needs and to address any concerns you may have or suggestions you may like to make.

The information provided will be treated as confidential and processed in accordance with Data Protection Act 1998.

Section A: Information About You

1. **What is your home postcode? (Full postcode required e.g. WA15 2UA)**

   ……..

2. **Do you normally work:**

   ○ Full time ○ Part time

   ○ Other (please specify)

   ……..

3. **What shift do you usually work?**

   ○ Morning ○ Afternoon

   ○ Evening

   ○ Other (please specify)

   ……

4. **Do you have other commitments which affect your travel arrangements (e.g. a child to take to school)? If so, please specify:**

   ……..……
   ……..……

Section B: Your Current Journey to Work

5. How do you currently travel to work?

- ○ Car - as driver, single occupant
- ○ Car - as passenger
- ○ Car - as driver, with passenger/s
- ○ Bus
- ○ Bicycle
- ○ Other (please specify)

  ……

- ○ Train
- ○ Taxi
- ○ On foot
- ○ Motorbike or powered two-wheeler

6. How far do you travel?

- ○ Up to 1 mile
- ○ 1 - 2 miles
- ○ 2 - 5 miles
- ○ 5 - 10 miles
- ○ 10 - 20 miles
- ○ Over 20 miles

7. How long does your journey to work usually take?

- ○ 0 - 15 minutes
- ○ 16 - 30 minutes
- ○ 31 - 35 minutes
- ○ 46 - 60 minutes
- ○ Over 60 minutes

8. If your normal mode of travel is unavailable, how would you travel to work?

- ○ Car - as driver, single occupant
- ○ Car - as passenger
- ○ Car - as driver, with passenger/s
- ○ Bus
- ○ Bicycle
- ○ Other (please specify)

  ……

- ○ Train
- ○ Taxi
- ○ On foot
- ○ Motorbike or powered two-wheeler

9. Do you regularly car share?

- ○ Yes
- ○ No

10. If you regularly car share, do you share:

- ○ With a colleague
- ○ With a friend or family member

11. If you drive to work, where do you usually park?

- ○ On-site car park
- ○ Private car park (please specify)
  ……
  ……
  ……
- ○ Other (please specify)

12. If you drive to work on a regular basis, what are your reasons for travelling by car? (Please tick no more than three.)

- ○ To save time
- ○ Security concerns
- ○ To carry things
- ○ Work commitment
- ○ Bad weather
- ○ Too far away from home
- ○ Disability prevents other use
- ○ Convenience
- ○ To save money
- ○ Only option
- ○ Personal commitment/childcare
- ○ Other (please specify)

  ……

13. Which of the following would most encourage you to cycle to work? (Please tick no more than three.)

- ○ Cycle training
- ○ Showers and changing rooms at work
- ○ Secure cycle parking
- ○ Interest free loans for bicycles (cycle to work scheme)
- ○ Other (please specify)

  ……

- ○ Improved cycle paths
- ○ Cycle maintenance classes
- ○ Pool bikes
- ○ Cycle journey planning/maps
- ○ Nothing

14. Which of the following changes would most encourage you to use public transport to work? (Please tick no more than three.)

- ○ A direct service from your areas to the sit
- ○ Discounted bus fares
- ○ Personalised journey planning
- ○ Other (please specify)

  ……..

- ○ Existing bus services re-timed to better fit your work hours - please specify
- ○ Nothing

15. Which of the following changes would most encourage you to car share to work? (Please tick no more than three.)

- ○ Reserved car parking space
- ○ A car share database to help you find a partner with similar work patterns
- ○ Free taxi home if let down by the car driver
- ○ Other (please specify)

  .....

16. Do you have any other comments about your current travel to work patterns?

……
……
……
……
……

Thank you for taking your time to complete the survey.

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