

BRITISH MUSLIM HERITAGE CENTRE

British Muslim Heritage Centre, Whalley Range

Framework Travel Plan

Report

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Framework Travel Plan

Report

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Job No. NW90714

Report No. 001

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Status Final

Issue No. 001

Date 29 October 2012

British Muslim Heritage Centre, Whalley Range

Framework Travel Plan

Report

Contents Amendments Record

This document has been issued and amended as follows:

Status/Revision	Revision description	Issue Number	Approved By	Date
Draft		001	Rob Tams	22/10/2012
Final		001	Rob Tams	29/10/2012

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1 Introduction

1.1 In 2012, JMP Consultants Ltd [JMP] was commissioned by the British Muslim Heritage Centre, Whalley Range [the Centre] to develop a Transport Statement and Framework Travel Plan in support of a proposed development at the Centre.

Site Location

1.2 The British Muslim Heritage Centre is located in Whalley Range, Manchester. The site is bounded by College Road to the north, Burford Road to the east, Clarendon Road to the south and College Drive to the west. The site location is illustrated in **Figure 1.1**.

1.3 The Centre is located in a mainly residential area and access to the site is provided off College Road, via a priority crossroads with College Road and Wood Road. The main access route into the site was recently subject to a separate planning application in relation to the widening of the access route, formation of a new pedestrian entrance, and erection of a new fence / walls / railings and gates. Permission for this access route was granted in 2011 and the application reference is: 097082/FO/2011/S1.

1.4 The Centre has recently received planning permission to provide a secondary exit route from the site onto Clarendon Road. Planning permission for this additional exit route was submitted in 2012, with the application reference number: 099604/FO/2012/S1, and has recently been approved by planning committee; however, confirmation has yet to be received regarding this application.

Development Proposals

1.5 The proposals outline plans to construct a temporary marquee within the grounds of the existing site. It is anticipated that the marquee will be used for 25-40 large events and 40-60 small events per year; the large events will be attended by up to 600 people.

1.6 The planning application for this proposal (reference: 100277/FO/2012/S1) was submitted in 2012 and is currently pending a decision. The initial feedback received in relation to the highways impact of this scheme states that:

> *"The documentation for this application does not include an overall site plan showing parking numbers within the site boundary. There is concern that regular weddings with approximately 600 guests will generate large volumes of traffic in and around the College Road and Clarendon Road area. If parking is not sufficient, this could have serious impact on residents in terms of on-street parking and traffic movements.*
>
> *As a minimum, we would expect a Transport Statement and Travel Plan which would quantify arrivals / departures for large weddings, typical times of day, number of ceremonies during the year etc. It should also reference parking availability and measures to reduce impacts on the surrounding area. Without such information, it would be difficult to support the marquee application from a highways perspective."*

1.7 This document aims to fulfil the travel plan requirements identified within this above comment. A separate Transport Statement document has been developed to address the other comments identified above.



Ref : NW90714 site location
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Site Location **Figure 1.1**

What is a Travel Plan?

1.8 A travel plan is a management strategy for a site, outlining a package of measures, objectives and targets, to encourage travel by more sustainable modes of transport and reduce reliance on travel by private vehicle. A travel plan can increase the accessibility of a site to all users, whether they have access to a car or not, and therefore helps promote social equality within the local community.

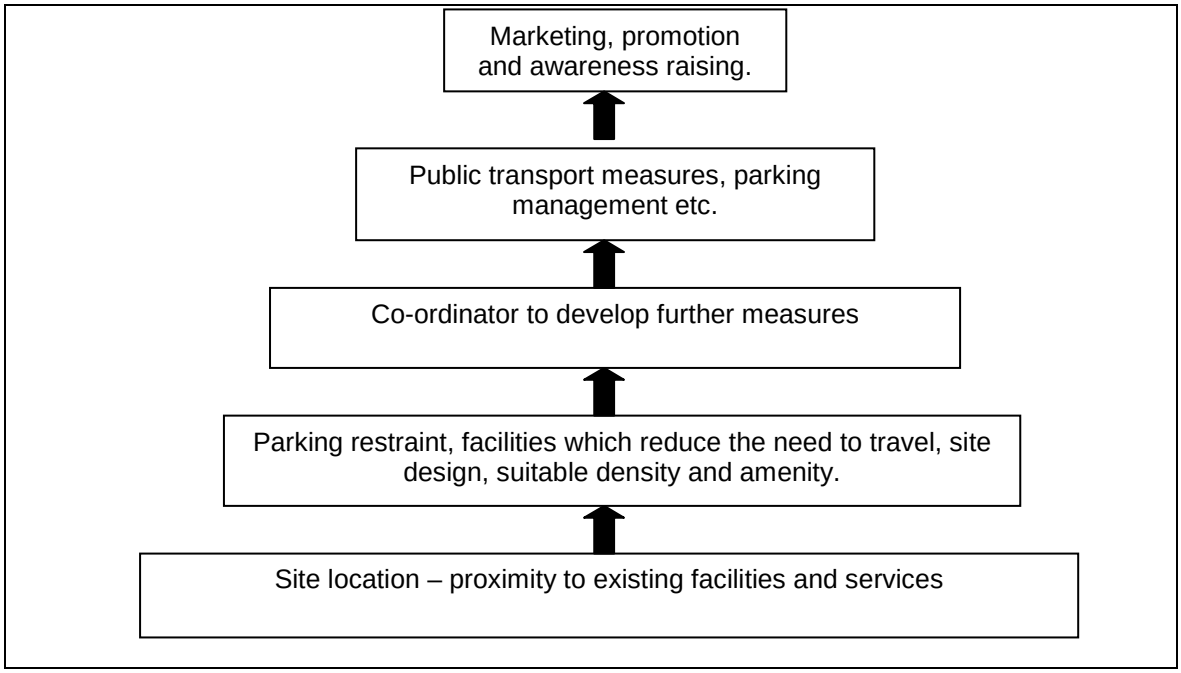
1.9 Travel plans are an important tool to facilitate sustainable development. Together with Transport Assessments, they provide a mechanism for assessing and managing travel to a site. A travel plan is required to reduce car-borne travel, and to encourage travel by more sustainable modes of transport.

1.10 A number of benefits can be achieved through the development and implementation of a travel plan, including reducing travel by single occupancy car, increasing the choice of transport mode, reduced journey times, and monetary savings for both employees and guests. The local community and environment can also benefit through improved air quality, less congestion and lower noise.

1.11 The development and implementation of a travel plan should be a dynamic process, subject to a continuous cycle of action – monitoring – review. To help give the travel plan focus, it is important to set out both objectives and targets for the travel plan. The development and implementation of a travel plan will encourage staff to make sustainable transport choices.

1.12 Recent Department for Transport guidance recommends that it may be useful to view a travel plan as a pyramid of measures, some of which will derive from the transport statement, and some of which will be identified during the travel plan's development. **Figure 1.2** below illustrates the pyramid approach.

Figure 1.2 Travel Plan Pyramid



Status of this Travel Plan

1.13 Through discussions with Malcolm Ash, the Highways Officer at Manchester City Council, it was agreed that a framework travel plan would be acceptable at this stage. This is because a marquee is currently not provided at the site, meaning that the development will be new, and staff and guest travel behaviour is, at present, unknown. As such, the travel plan cannot be made into a full travel plan at this stage.

1.14 This framework travel plan targets both staff and guest travel. Staff undertake regular journeys to the site; as such, small changes in staff travel behaviour will result in more significant changes in the number of vehicle trips undertaken to the site. As guests to the marquee will not undertake regular journeys to the site, their travel behaviour may be more difficult to influence; however, due to the number of guests travelling to the site, initiatives will also be outlined to target guest travel and so minimise the impact of the development on the surrounding highway network.

Scope of this Report

1.15 This report has been laid out in eight sections, including this introduction:

- Section two discusses the national and local policy context within which this framework travel plan has been developed.
- Section three summarises the development proposals.
- An overview of the existing traffic and transport conditions at the site is provided in section four.
- Framework travel plan objectives and targets are outlined in section five.
- Section six outlines the travel plan measures, and an implementation and delivery strategy.
- Section seven identifies how the travel plan will be managed and monitored.
- The report concludes in section eight of this report.

2 Policy Background

2.1 The purpose of this chapter is to provide an overview of the policy context in which this travel plan has been developed. It is essential that the travel plan is developed in line with both national and local policies, to ensure the plan complies with and fulfils the requirements of these policies.

National Context

National Planning Policy Framework [NPPF]

2.2 The newly published 'National Planning Policy Framework', published in March 2012, supersedes the previous Planning Policy Guidance documents, specifically PPS1: Sustainability and PPG13: Transport. The framework sets out the planning system for England and provides a framework within which local people and their accountable councils can produce their own local and neighbourhood plans, which reflect the needs and priorities of their local communities.

2.3 The policy identifies that the purpose of the planning system is to contribute towards sustainable development. Sustainable development is defined in terms of economic, environmental and social sustainability, each of which are mutually dependent.

2.4 In relation to transport, the policy outlines that new development should contribute towards the wider sustainability and health objectives by promoting development in sustainable locations. The transport system needs to be balanced in favour of sustainable development modes, giving users a real choice about how they travel. Smarter use of technology can also be used to reduce the need to travel.

2.5 Development will be prioritised in locations which reduce greenhouse gas emissions and reduce congestion by facilitating the use of sustainable modes of transport. Developments should be located in areas where the need for travel can be minimised and the use of sustainable transport modes can be maximised. Locations with easy access to key facilities such as employment, school and local retail facilities will be given priority for development.

2.6 In setting local parking standards for residential and non-residential developments, local planning authorities should take into account the accessibility of the development; the type, mix and use of the development; the availability of and opportunities for public transport use; local car ownership levels; and an overall need to reduce the use of high-emission vehicles.

ODPM/DfT (2002) Using the Planning Process to Secure Travel Plans

2.7 In July 2002, the Office of the Deputy Prime Minister (ODPM) and the Department for Transport (DfT) issued new best practice guidance for local authorities, developers and occupiers on using the planning process to secure travel plans. The guidance sets out much more specific details on the local authority and applicant's role in developing effective travel plans through the planning process. It highlights the need for a consistent but flexible approach to travel plans.

DfT / CLG (2009) Delivering Travel Plans through the Planning Process

2.8 In April 2009, the Department for Transport (DfT) and Communities and Local Government (CLG) issues best practice guidance for developing and successfully implementing travel plans through the planning process. The guidance identifies that travel plans are an important tool for delivering sustainable access as part of a new development and to encourage sustainable travel behaviour from the outset. The document outlines how a travel plan should be secured at all stages of the development, from identifying when a travel plan will be required, design and content, gaining approval from the Local Planning Authority, to successfully implementing and managing travel

initiatives, and monitoring and reviewing the results. The document outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the travel plan.

Local Context

Greater Manchester Local Transport Plan 3

2.9 The third Greater Manchester Local Transport Plan (GMLTP3) sets out a five year programme for investment in local transport. It covers the period 2011/12 to 2015/16, and is developed for the entire Greater Manchester region.

2.10 Smarter choices can help deliver real modal shift, which is beneficial to health and reduces congestion. This will be achieved through improvements in the pedestrian environment, removing barriers to cycling, improving cycling infrastructure, enhancing the coverage and quality of public transport, and managing the highway network.

2.11 The plan identifies that greater focus will be given to the development of travel plans at a range of locations, including workplaces. In relation to new development, the LTP outlines the requirement to:

- Manage congestion and improve bus reliability;
- Increase the capacity of public transport;
- Limit the generation of private traffic from new development;
- Encourage active travel.

2.12 The plan states that Greater Manchester has a strong track record of delivering smarter choices initiatives, with more local people seeing the benefits of travel by public transport, cycling and walking. To continue to promote smarter travel choices within Greater Manchester, the plan outlines the objective to promote greater use of partnership working across all sectors to align the wide range of travel promotion activities, as well as providing innovative approaches to the way in which they provide travel information and ticketing.

Summary

2.13 This section provides a review of the current national and local policy context in which this framework travel plan has been developed. The review confirms that the policy context supports the framework travel plan's development.

3 Development Proposals

3.1 This section summarises the development proposals for the Centre, for which this framework travel plan has been provided.

Development Content

3.2 As outlined briefly in **Section One**, the development proposals outline plans to provide a temporary marquee within the grounds of the Centre, Whalley Range. The building is a Grade II listed building, and the site location plan is provided in **Figure 1.1**.

3.3 The planning application associated with this proposed development has already been submitted under planning application reference: 100277/FO/2012/S1. The decision relating to this application is still pending.

3.4 The marquee will be provided on a temporary basis, for a maximum of five years, and it is anticipated that it will be utilised for 25-40 large events and 40-60 small events per year. The large events will be undertaken mainly at weekends and will be attended by 400-600 people; the small events will be undertaken Monday – Friday and will be attended by 200-400 people.

Car Parking

3.5 A total of 190 car parking spaces will be provided within the site. When large events are being undertaken within the marquee, the Centre will be closed to other visitors and so a total of 190 car parking spaces will be available for use by guests and staff.

3.6 All car parking spaces will be provided within the grounds of the Centre. This will minimise the amount of on-street parking undertaken on the surrounding highway network. The neighbouring highways surrounding the site are predominantly residential in nature.

3.7 Given the nature of the development proposals, being a marquee for use as events, guests are anticipated to arrive mostly in groups. A high proportion of car sharing and mini-bus travel is therefore anticipated to be used by guests travelling to the site.

3.8 The trip generation calculations provided in the accompanying Transport Statement (document reference: NW90714.004) identifies that, when the marquee is operating at maximum capacity, the number of private vehicle trips generated by guests and staff to the proposed development will be 166. The proposed 190 car parking spaces are therefore considered sufficient to cater for the travel demands of guests to the marquee.

3.9 As part of the development proposals, a total of 20 cycle parking spaces will be provided within the Centre. These spaces will be made available for both staff and guests, and will be located to the front of the Heritage Centre.

Access

3.10 As outlined in **Section One** of this report, access to the site is currently provided off College Road via a priority crossroads junction with College Road and Wood Road. This access route will be maintained, and will be unaltered by these proposals.

3.11 The main access route into the site was also recently subject to a separate planning application in relation to the widening of the access route, formation of a new pedestrian entrance, and erection of a new fence / walls / railings and gates. Permission for this access route was granted in 2011 and the planning application reference is: 097082/FO/2011/S1.

3.12 The Centre has recently submitted a planning application to provide a secondary exit route from the site onto Clarendon Road. The planning application for this additional exit route was submitted in 2012, with the application reference number: 099604/FO/2012/S1, and has recently been approved by planning committee, although formal confirmation has yet to be received.

Summary

3.13 The purpose of this section was to summarise the development proposals. The following section goes on to provide a review of the existing transport infrastructure at or close to the site.

4 Overview of the Existing Conditions

4.1 This section investigates the existing traffic and transport conditions at and surrounding the site, assessing the accessibility of the Centre by bus, rail, bicycle and on foot. The findings of this section will be used to inform the travel plan measures, to ensure that the initiatives identified are realistic when compared to the existing traffic and transport conditions at the site.

Bus Services

4.2 As illustrated in **Figure 4.1**, there are a number of bus stops located in close proximity of the British Muslim Heritage Centre, along Upper Chorlton Road to the north west of the site, Withington Road and Alexandra Road South to the east of the site, and along Wilbraham Road to the south.

4.3 The figure identifies that a number of bus stops are located close to the site, providing a high frequency and good network of services. This enables staff and visitors from a wide catchment area to travel by bus to the site.

4.4 **Table 4.1** below outlines the frequency of each of the services accessing these stops.

Table 4.1 Bus Services Close to the Centre

Service Details			Frequency					
Service Number	Origin	Destination	AM Peak	PM Peak	Daily Total	Sat Peak	Daily Total	Sun Total
16 / 16A	Altrincham	Manchester	2	2	26	7	23	7
	Manchester	Altrincham	2	2	29	2	26	8
84	Reddish	Manchester	2	1	27	2	24	16
	Manchester	Reddish	1	1	27	2	26	16
85	Chorlton	Manchester	6	4	76	6	67	34
	Manchester	Chorlton	6	6	78	6	72	33
86	Chorlton	Manchester	13	6	121	6	103	74
	Manchester	Chorlton	6	6	120	6	105	77
168	Chorlton	Ashton-under-Lyne	2	2	28	2	24	14
	Ashton-under-Lyne	Chorlton	2	2	29	2	24	13
276	Trafford General Hospital	West Didsbury	1	1	9	1	9	0
	West Didsbury	Trafford General Hospital	1	1	8	1	8	0
Total			**44**	**34**	**578**	**43**	**511**	**292**

4.5 As shown in the table above, regular services stop at the local bus stops. A total of 44 and 34 services stop close to the site during the weekday AM and PM peak hours respectively, with 43 services stopping during the Saturday peak hour. This equates to a daily total of 578, 511 and 292 services for weekdays, Saturdays and Sundays respectively. In particular, the 86 night bus travels between Chorlton and Manchester on Upper Chorlton Road, and provides regular access to the site between the hours of 00:25 and 14:25.



Bus Stops In Vicinity Of Site Figure 4.1

Ref : NW90714 Bus stop locations

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4.6 In addition, there are also a number of regular services situated just outside the 400m catchment area recommended as a reasonable distance to access a bus stop (as recommended by the Department for Transport).

Metrolink Services

4.7 The Centre lies approximately equal distance between Firswood and Chorlton Metrolink Stations, both of which were recently opened as part of the Phase 3A Metrolink extension to St Werburghs Road. These stops provide regular 12-minute services Monday to Saturday and Sunday daytime, and 15-minute services during Sunday mornings and evenings. Services provide access to Victoria Station, Manchester City Centre and St Werburghs Road.

4.8 The distance to both of these Metrolink stops is 1.2km to 1.6km, which is outside the recommended walking distance to the site. Despite this, these services may still be used by some guests and staff accessing the site, as the stops can be accessed using multi-modal transport.

Rail Services

4.9 Three train stations are situated in the vicinity of the site. Mauldeth train station lies approximately 2.8km from the site, Trafford Park lies approximately 3.5km away, and Levenshulme train station is situated approximately 3.7km away. Whilst each of these stations lie outside the recommended maximum walking distance for multi-modal journeys, the number and frequency of services to the station, together with the availability of bus services between the site and rail stations may make rail travel a viable option for some staff and guests.

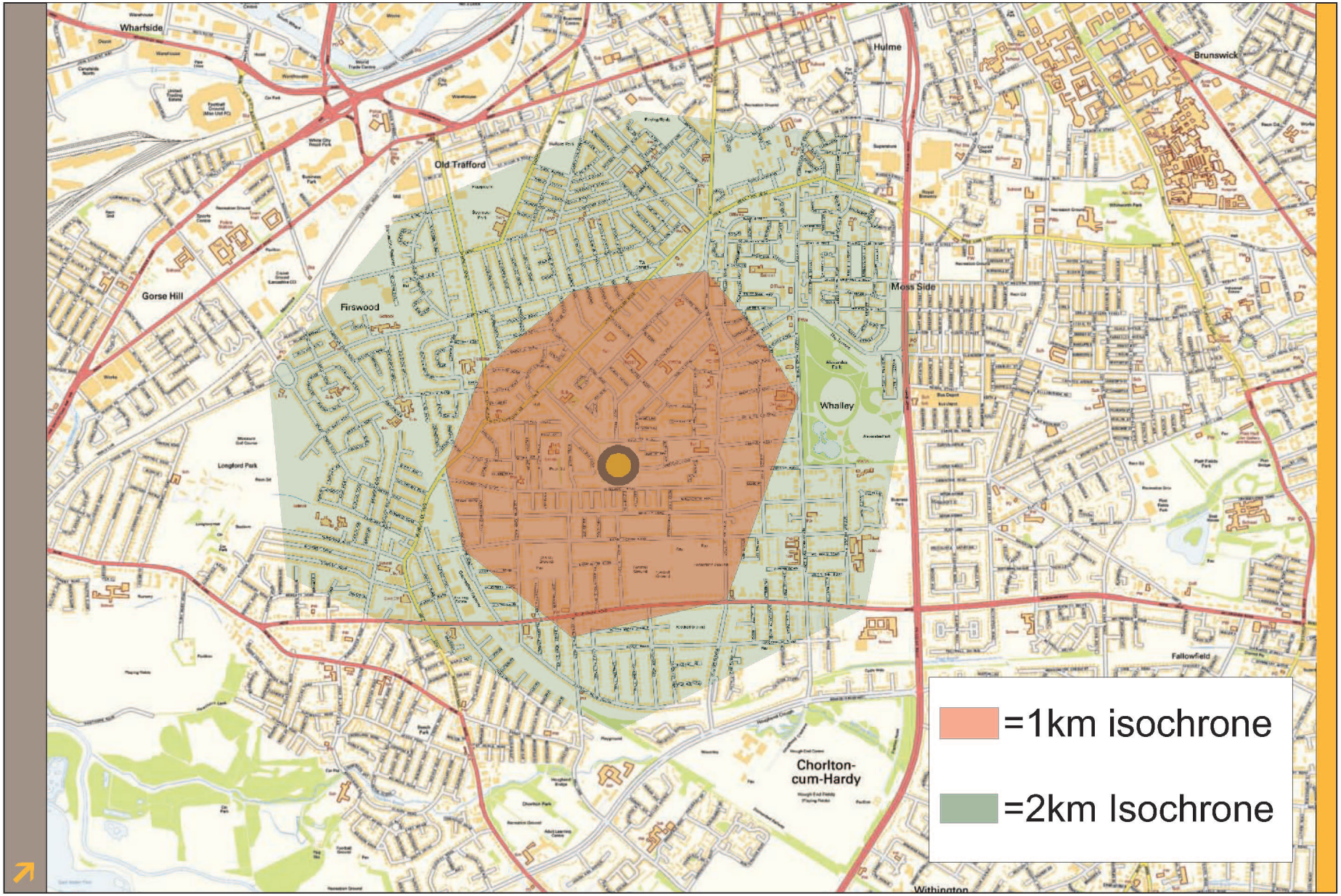
4.10 Mauldeth station lies on the Manchester to Crewe (via Manchester Airport) line providing services to Manchester Airport, Manchester Piccadilly and Crewe and terminating at Wilmslow. Trafford Park station lies on the Manchester to Liverpool line, serving Manchester Piccadilly, Liverpool Lime Street and Warrington Central. Levenshulme station lies on the Crewe to Manchester, Stafford to Manchester, Buxton and Mid-Cheshire lines, providing access to Manchester Piccadilly, Alderley Edge, Crewe, Hazel Grove and Buxton.

4.11 The frequency of services from all of the stations is high, which will encourage travel by train.

Pedestrian Links

4.12 The site benefits from good pedestrian links in the vicinity of the site which makes it very accessible for journeys by foot. **Figure 4.2** illustrates the 2km isochrone from the site, and illustrates that the residential areas of Firswood, Chorlton-cum-Hardy, Whalley Range, Hulme and Old Trafford are accessible on foot from the site.

4.13 Directly outside the entrance to the site on College Road, the footways are suitably wide to enable at least two pedestrians to pass within a safe distance of the kerb, and street lighting is provided along the length of the route.



Ref : NW90714 1km & 2km isochrones
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1km & 2km Isochrones Figure 4.2

4.14 Pedestrian safety is enhanced due to the number of speed mitigation measures in place along College Road. The presence of both St Margaret's Church of England Primary School and Manley Park Primary School results in a 20mph speed limit being in place on College Road and many of the adjacent streets. Pedestrians also benefit from a frequent speed ramps along College Road as well as 'slow' markings, some of which are located directly outside the Centre.

4.15 As outlined in **Section One**, the site was granted planning permission in 2011 for improvements to be made to the existing entrance route to the Centre via College Road. These improvements included the provision of a dedicated pedestrian access route into the site to improve the safety of pedestrians.

4.16 Further afield, Withington Road, to the east of College Road, also benefits from a 20mph speed limit. The footways along this route are of a suitable width and reasonably well maintained. Pedestrian safety is enhanced through the existence of a pedestrian island less than 100 metres south of the junction with College Road and a signalised crossing approximately 200 metres to the north, close to the retail units. Many of the adjacent residential roads also benefit from 20mph speed limits.

4.17 To the west of College Road, Upper Chorlton Road features good pedestrian provision. Footways are of a good width and well maintained, whilst pedestrian islands are located approximately 100m north and 200m south of the College Road junction. In addition, the junction with Manchester Road incorporates a signalised crossing.

Cycling Links

4.18 Although College Road does not provide any specific cycling infrastructure, the 20mph speed limit in place, together with other speed reduction measures, ensures that this is a relatively safe cycling route and promotes shared use of the highway.

4.19 To the west of the site, Upper Chorlton Road North benefits from cycle lanes which are present on both sides of the carriageway between the junctions with Egerton Road North and Darnley Street.

4.20 Although Withington Road does not provide any dedicated cycling infrastructure, the presence of a 20mph speed limit increases it's suitably for cycle use and encourages sharing of the road space.

4.21 **Figure 4.3** identifies the 5km isochrone from the site, identifying that a number of the residential areas surrounding the site are within a reasonable cycling catchment area.

4.22 As outlined in **Section Three**, 20 cycle parking spaces will be provided at the site for use by both staff and guests. These cycle parking spaces will be located to the front of the Heritage Centre.

Highway Access

4.23 As previously identified, the Centre lies off College Road in Whalley Range, Manchester. College Road currently acts as the sole access to the site; however, as stated in **Section One**, planning permission has recently been granted to provide a secondary exit route onto Clarendon Road, to the south of the site.

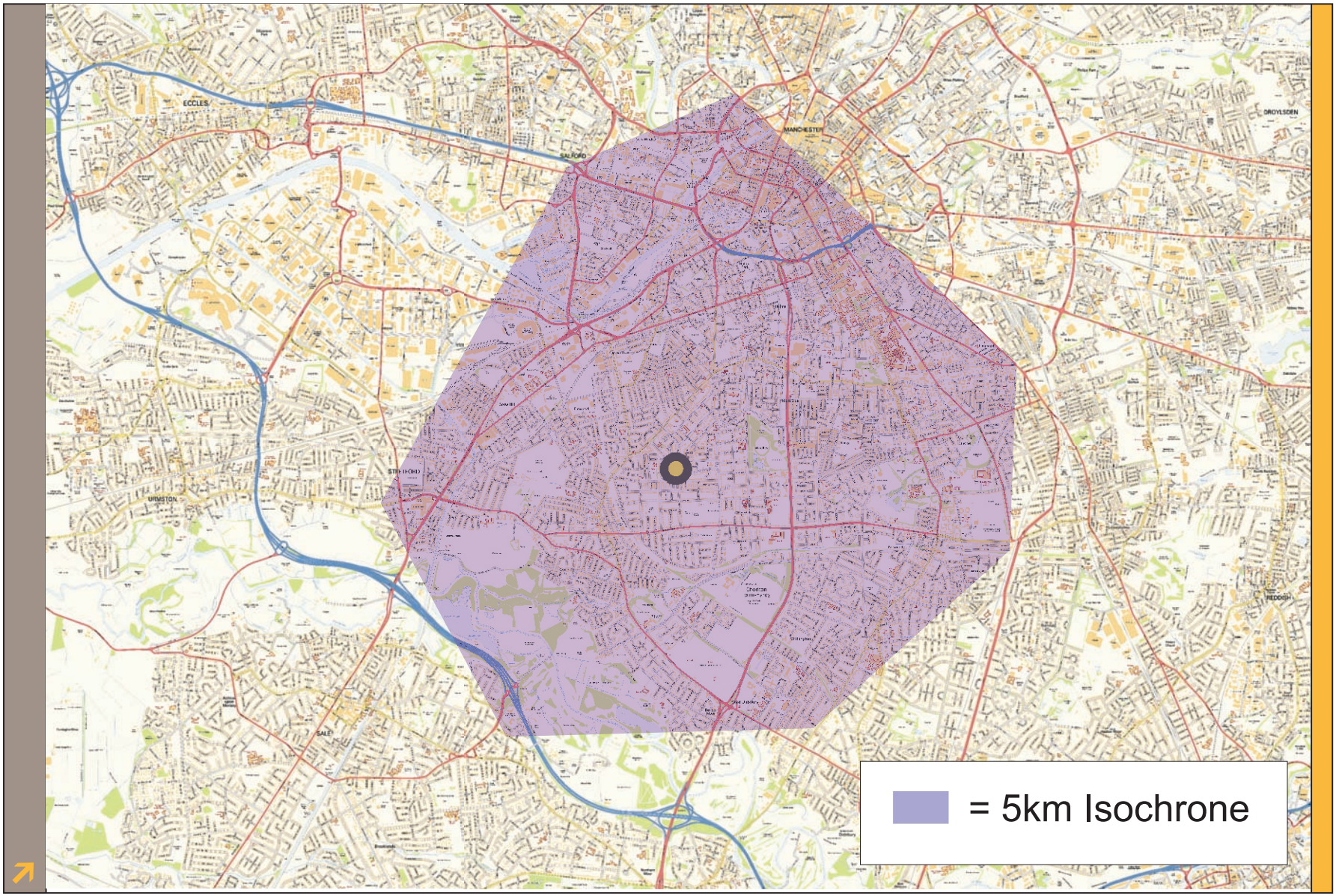
4.24 To the east of the site, College Road joins Withington Road via a priority junction. Withington Road connects to Mauldeth Road West to the south, and becomes Chorlton Road to the north. Chorlton Road connects to the A57(M) Mancunian Way.

4.25 To the west of the Centre, College Road connects to Upper Chorlton Road. Upper Chorlton Road provides access to the A57(M) Mancunian Way to the north via its junction with Chorlton Road / Moss Lane West, and to M60 Junction 5 to the south.

4.26 The site lies in a predominantly residential area, with the surrounding highways largely serving residential dwellings as well as clusters of small retail units.

Summary

4.27 The Centre benefits from access by a number of modes of transport, including by bus, rail, and bicycle and on foot. A number of local neighbourhoods are accessible by these modes of transport, which should encourage both staff and guests to travel to the site by sustainable modes.



Ref : NW90714 5km isochrone
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5km Isochrone Figure 4.3

5 Framework Travel Plan Objectives and Targets

5.1 The purpose of this section is to identify the overall direction and focus for the travel plan, outlining a number of objectives and targets to be achieved. This framework travel plan has been developed to target both staff and guests who travel to the site; as such, the travel plan objectives and targets relate to both staff and guest travel.

Objectives and Targets Overview

5.2 The travel plan objectives and targets should be determined by considering the individual circumstances of the site. The specific details of the site, including its location, access by various transport modes and available parking facilities, form the basis on which the travel plan objectives and targets are developed.

5.3 Details of the existing transport conditions and infrastructure at the site are provided in **Section Four** of this report. This section concluded that:

- The site is located close to a number of public transport services. In particular, a number of bus services access the site, providing regular and frequent access to a number of neighbouring areas.
- Although the Metrolink and rail stations are located outside the recommended walking distance for multi-modal trips, the frequency of services and range of destinations accessed may them attractive for staff and guests travelling to the site.
- A number of residential areas are accessible within 2km and 5km of the site. This offers significant potential for staff to travel to the site on foot and by bicycle.
- The pedestrian and cycling environment accessible close to the site encourages travel by bicycle and on foot. College Road is subject to a 20mph speed limit and regular lighting, which should promote shared use of the road space.

5.4 It is therefore vital that this framework travel plan, and the full travel plan, maximise the potential of the site by encouraging a high percentage of travel by sustainable modes of transport. This will be done by encouraging travel on foot, by bicycle and by public transport.

Travel Plan Objectives

5.5 Objectives are required to give the travel plan focus and direction. The overarching objective of this travel plan is:

> *'To encourage the use of alternative forms of transport to the site, other than private car'*

5.6 This will help to reduce the traffic generated by the development to a significantly lower level than would otherwise be predicted for the marquee without the implementation of the travel plan.

5.7 As the proposals are for the provision of a temporary marquee within the grounds of the Centre, the developer's role will be limited in terms of the development and implementation of the travel plan. As such, the focus for the travel plan will be on the occupiers of the site (the Centre).

The Centre's Objectives

5.8 The role of the Centre (the occupant) focuses on the implementation and promotion of the travel plan initiatives to staff and guests on an ongoing basis. Although the Centre has very limited control over the external infrastructure available, it has greater potential to influence staff and guest travel behaviour through ongoing promotion and information provision.

5.9 The travel plan objectives for the Centre are therefore:

- To maximise the number of staff / guests walking, cycling and travelling by sustainable modes of transport to access the site;
- To provide information to staff / guests regarding all modes of transport accessing the site;
- To raise awareness of the environmental and health benefits of travelling by more sustainable modes of transport; and
- To manage demand for parking.

Travel Plan Targets

5.10 Targets are measurable goals which are set in order to assess whether the objectives have been met. Travel plan targets should be 'SMART' - Specific, Measurable, Achievable, Realistic and Time-bound. A timescale for the delivery of these targets should be identified from the outset, with monitoring undertaken on a regular basis to ensure these targets will be met.

5.11 Manchester City Council's [MCC] guidance on travel plans for business and employment sites identifies that, for new developments, targets should include maximum end levels of car use. Examples of these targets include the percentage of staff driving to work not exceeding a set percentage and a maximum allowable number of car commuter trips to be generated by the development each day.

5.12 A target relating to car trips undertaken both by staff and guests will be set at the full travel plan stage. This target will be informed by the transport statement, results of the travel survey and subsequent post-application dialogue between the Centre and MCC.

5.13 To achieve the best possible results, separate staff and guest targets must be identified so as to set targets that are both applicable to the specific group as well as to ensure that they are achievable.

5.14 Examples of the types of targets which could be set for staff and guests are as follows:

- Staff uptake of alternative modes of transport for the journey to work;
- Car ownership and travel mode amongst staff - targets could be set to increase the modal split by non-car modes;
- Average vehicle occupancy for both staff and guests vehicles;
- Percentage reduction in the number of private car trips accessing the site; and
- Modal split for all journeys.

Summary

5.15 The purpose of this section was to outline the objectives of the travel plan for the Centre, and to set out a framework for developing travel plan targets following the completion of the proposed marquee. The following section goes on to identify a range of complimentary measures which can be implemented at the site to meet the travel plan objectives outlined above.

6 Delivery and Implementation of the Travel Plan

6.1 The purpose of this chapter is to outline a range of travel plan initiatives which could be implemented at the site to encourage travel by more sustainable modes of transport. Each of these initiatives will be investigated further during the development of a full travel plan at the site.

Travel Plan Framework

6.2 As the marquee site has not yet been occupied, and the travel behaviour of staff and guests is not yet known, it has not been possible to provide a full travel plan at this stage. A framework travel plan has therefore been developed, the details of which can be developed following occupation, in consultation between the Centre and Manchester City Council.

6.3 **Section One** of this report identifies the Travel Plan Pyramid, which provides the overarching structure for the production of appropriate measures. The two base layers of this pyramid have been discussed in previous sections of this report, identifying that the site is located in a sustainable location, in close proximity to facilities and services, with a good site design and cycling and walking infrastructure provided. The measures outlined below refer predominantly to measures indicated within the upper tiers of this pyramid.

6.4 There is no single solution to deal with all of the travel plan objectives and targets. A combination of measures are therefore required to allow staff and guests to 'pick and mix' initiatives according to what complements their everyday requirements and lifestyle. A range of sustainable travel initiatives have therefore been identified for the site within this framework travel plan.

6.5 It is important that the travel plan incorporates a combination of 'carrots' (to encourage travel by more sustainable modes) and 'sticks' (to discourage single occupancy vehicle use). The focus for the travel plan should be on incentives to encourage the use of more sustainable modes of transport, rather than lots of disincentives to travel by car.

Measures to Promote Public Transport

Staff Travel Information Provision

6.6 Travel information notice boards could be provided at the site, to publicise the sustainable travel information to staff and to raise awareness of its potential convenience. The notice boards will provide information on:

- Timetables and promotional literature from regular transport operators;
- Special promotions offered to staff by the Centre;
- Details of the TfGM telephone number and other contact details; and
- Telephone numbers of taxi companies operating in the area.

Visitor Travel Information Provision

6.7 In order to help achieve the objectives relating to guest travel, it is important that guests to the site are well informed of the sustainable transport options available to them prior to their visit. This will increase the chances of them using at least one of these modes on the day of the event.

6.8 Such information could include the following:

- Public transport timetables and bus route maps;

- Contact details for local coach and mini bus services;
- Telephone numbers of taxi companies operating in the area, including those offering mini bus hire.

6.9 A 'how to get to' guide could also be developed by the Centre, for distribution to guests along with event invitations. The 'how to get to' guide could provide a brief description of each of the modes of transport available to them, as well as contact details for relevant organisations which would either be able to provide further information about each of these modes or journey planning services.

Measures to Promote Walking and Cycling

Infrastructure

6.10 As described in **Section One**, planning permission has recently been granted for improvements to the access route to the site. These improvements include the provision of a dedicated pedestrian route into the Centre, which should encourage travel on foot.

Cycle Parking

6.11 Appropriate cycle parking facilities will be provided as part of the development proposals to enable staff and guests who cycle to the site to store their bicycle securely. These spaces will be provided in a convenient location within the site, and their location will be signposted to encourage greater use of these facilities.

Shower and Changing Facilities

6.12 Shower and changing facilities could be made available for use by all staff at the site. Lockers will also be made available to staff and guests in which they can store personal belongings when travelling on foot and by bicycle.

Walking and Cycling Information Provision

6.13 The notice boards and other promotional materials will include details of the safe walking and cycling routes in the vicinity of the site.

Bicycle User Group / Walking Buddie Scheme

6.14 A bicycle user group will be set up by the Travel Plan Co-ordinator (TPC), using the notice board as a forum for information and to promote the group. A similar pedestrian group will be set up to facilitate a 'walking buddie' scheme. Both of these schemes will operate in a similar way to the car sharing scheme.

6.15 These groups will be made available to staff at the site only. Due to the infrequent nature of trips by guests to the site, buddie schemes and user groups are unlikely to influence the travel behaviour of guests.

Participation in Bike Week and Other Events

6.16 Staff will be encouraged to participate in travel-related events such as 'Bike Week' and 'In Town Without My Car Day'. The TPC will be responsible for promoting these events to staff via the notice boards and will encourage staff to participate.

Measures to Reduce Single Occupancy Vehicle Use

Car Sharing

6.17 Car sharing is a proven method of reducing trips to a site, and can therefore have a positive impact on congestion. It has proved popular on account of the cost-benefit it provides to users, including the reduction in stress from shared driving responsibility.

6.18 Due to the nature of the proposed development, being a marquee for use in family events (e.g. weddings), it is anticipated that a number of guests will travel to the site by multi-occupancy vehicle.

6.19 Whilst the nature of the development and benefits of car sharing may be sufficient to incentivise some users, it may be necessary to provide further incentives to some users to encourage participation in the car share initiative. Therefore, the following measures will be implemented to increase the attractiveness of car sharing:

- A formal car sharing database; and
- Provision of a guaranteed / emergency ride home service, for use in an emergency.

6.20 To encourage guests to car share, promotional materials could be provided to guests to encourage car sharing to be undertaken on an information basis in the first instance. Should a more formal approach be required in the future, a formal car sharing database could be set up, to allow guests to identify others travelling to an event at the site.

6.21 To target staff, a basic car share scheme, using the travel notice board and distribution of leaflets, will be adopted in the first instance. The success of this methodology will be undertaken as part of the annual staff travel surveys. If successful, a formal car sharing database could be set up at the site.

Mini Buses

6.22 Due to the nature of the development, it is anticipated that a number of guests will travel by mini bus to the site. When organising events, staff will encourage the event organisers to organise mini-buses to transport guests to and from the site. The availability of these mini buses can then be promoted to guests to encourage greater uptake of these services.

6.23 The contact details for taxi companies which supply mini buses will also be provided to guests and event organisers to encourage travel by this mode.

Marketing the Travel Plan

6.24 It is essential that the travel plan is supported by an efficient marketing campaign, to maximise the likely success of the travel plan and promote the use of more sustainable modes of transport. The TPC will be responsible for marketing the travel plan to all employees and guests, including via the event organisers.

Marketing to Staff

6.25 The TPC will ensure the following information is on display within the site for use by staff:

- Public transport timetable information;
- TfGM Traveline telephone number;

- Local cycle route information;
- Local walking route information;
- Details of upcoming travel events (e.g. 'In Town Without My Car' Day);
- Details of the car share scheme; and
- TPC contact details.

Marketing to Guests

6.26 To make guests aware of the sustainable travel options available prior to their visit, a combination of the following approaches should be taken by the occupiers to ensure the sustainable travel information is effectively publicised:

- Present the organisers of potential future events who are attending viewings of the facilities with material copies of the information;
- Develop a 'how to get to' guide, providing a summary of each of the travel options available for accessing the site;
- Upload the information (including maps, timetables and the contact details for local public transport, minibus and taxi firms) onto the Centre's website; and
- Attaching the information to email correspondence during the booking process of events.

Implementation of the Travel Plan

6.27 Having provided a framework for the travel plan, it is important to provide details on how the travel plan strategy will be developed and implemented once the site becomes occupied. A travel plan action plan has therefore been developed, as shown in **Table 6.1** below.

Summary

6.28 This chapter provides details of a range of travel plan initiatives which will be investigated to encourage travel by more sustainable modes of transport. The following section outlines how the travel plan will be managed and monitored.

Table 6.1 Travel Plan Action Plan

Initiative	Timescale	Responsibility
Management / Administration		
Appoint a Travel Plan Co-ordinator	On completion of the marquee	The Centre
Undertake baseline data collection (e.g. staff travel surveys, car park occupancy surveys)	Within 3 months of occupation	TPC
Develop a full travel plan and submit MCC	Within 6 months of occupation	TPC
Monitor the travel plan – undertake travel surveys; car and cycle parking surveys	Annually for 5 years; bi-annually thereafter, if agreed with the Local Authority.	TPC
Walking / Cycling		
Install appropriate cycle parking	Prior to occupation	The Centre
Install shower and changing facilities (if required)	Within 3 months of occupation	The Centre
Provide information on walking / cycling routes surrounding site	Ongoing	TPC
Participation in Bike Week and other events	Annually	TPC
Car Share		
Promote car sharing	Within 6 months of occupation	TPC
Provide details of mini bus companies to guests. Promote use of service.	Ongoing	TPC
Public Transport		
Provide details of services to staff and guests	Ongoing	TPC
Develop a 'how to get to guide'. Distribute to staff and guests / event organisers	Within 6 months of occupation	TPC
Promotion		
Launch the travel plan	Within 6 months of occupation	TPC
Develop and distribute travel and parking related promotional material	Within 6 months of occupation	TPC
Develop and update travel notice boards	Within 3 months. Update as required	TPC
Add travel information to the Centre's website	Within 6 months of occupation	TPC

7 Travel Plan Management and Monitoring

7.1 The purpose of this section is to outline the role of the Travel Plan Co-ordinator [TPC] in the development and implementation of the full travel plan at the site. Information is also provided on how the travel plan will be monitored to ensure ongoing progress is made towards the travel plan objectives and targets identified earlier in this report.

Travel Plan Management and Travel Plan Co-ordinator

7.2 It is important to establish a clear structure for the ongoing management of the travel plan. The travel plan should be implemented at the site under the control of a Travel Plan Co-ordinator [TPC], who will work in conjunction with the Local Authority (Manchester City Council) for the continued progression of the travel plan.

7.3 The responsibilities of the Travel Plan Co-ordinator will include:

- To promote and encourage the use of sustainable travel modes, as opposed to single occupancy vehicle.
- To provide a point of contact for any travel-related queries.
- To ensure that travel information is distributed and displayed to all staff and guests at the site using a range of media (including notice boards, websites and newsletters).
- To develop and distribute publicity material.
- To review the transport infrastructure and facilities provided and arrange maintenance as appropriate.
- To provide a point of contact for transpoP24t operators, council officers and related partners.

7.4 The TPC will become responsible for the travel plan once it has formally been agreed by the Local Authority, and will be the key decision maker on day-to-day matters relating to the implementation of the travel plan at the site.

7.5 Contact details for the TPC will be provided to the Local Authority on appointment.

Travel Plan Monitoring

7.6 In order to ensure the travel plan's ongoing success, it will be necessary for the TPC to monitor the success and outcomes of each of the implemented measures. To monitor mode use of staff and guests, car and cycle parking occupancy surveys will be undertaken at events of similar sizes and on a year-by-year basis. This will enable a like-for-like comparison to be made between events.

7.7 The monitoring procedure will be discussed and agreed with the Local Authority on a regular basis. This will enable the survey methodology and timing to be re-assessed on a regular basis to suit current best practice and any site-specific issues.

7.8 As previously described, the results of the monitoring processes will be summarised in a monitoring report and provided to the Local Authority on an annual basis. Where the travel plan does not fulfil the travel plan objectives and targets, remedial action will be taken to overcome these issues. This remedial action will include the implementation of additional travel plan initiatives.

Summary

7.9 The purpose of this chapter was to provide an overview of how the travel plan will be managed and monitored at the site. It outlines the role and responsibilities of the TPC, and outlines how the travel plan will be monitored.

8 Conclusions

8.1 This framework travel plan identifies a range of measures which will be implemented at the British Muslim Heritage Centre, Whalley Range to reduce overall car use and promote greater use of sustainable modes of transport. Through the delivery of each of the initiatives outlined within this report, the framework travel plan objectives and targets can be met.

8.2 The framework travel plan has been developed in line with both national and local policy guidance, and considers the local transport conditions which exist at the site. A range of initiatives have therefore been identified, which will be considered in greater detail following the construction of the marquee.

8.3 Following construction, a full travel plan will be developed for the site. This will provide further details of the travel plan initiatives which will be implemented at the site to discourage travel by single-occupancy car. This framework travel plan will form the basis of all future sustainable travel work undertaken at the site.

8.4 Information is provided within this document relating to the role and responsibilities of the TPC. An outline implementation plan is also identified to support the development of the travel plan on an ongoing basis.

8.5 It is concluded that this framework travel plan provides a firm basis for ensuring that the objectives, targets and delivery mechanisms are taken on board within the full travel plan, once the marquee has been constructed and events begin.