First Street South

Framework Travel Plan

Capabilities on project:
Transportation

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First Street South
Framework Travel Plan

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1 Introduction

1 Introduction

1.1 Introduction

AECOM has been commissioned by Southside Regeneration to prepare a Framework Travel Plan in support of the planning application for the development of the First Street Framework Development site, located on the periphery of Manchester City Centre. **The site's sustainable credentials are discussed in detail within Chapter 4, these illustrate the site is fundamentally highly accessible. Therefore, the commitments identified for delivery through the Travel Planning process will seek to complement the site selection by providing the mechanism to enhance an already very sustainable development.**

This travel plan has been formulated to serve the full First Street Development Framework Area. It has however been drafted specifically for submission with the First Street South (FSS) Planning Application.

1.2 Purpose of the Report

A Framework Travel Plan provides a strategy for managing travel demand and involves a dynamic process of implementation, monitoring and review to ensure that it is sustainable over the long-term. The underlying aim of any Framework Travel Plan is to minimise the number of single occupancy private car trips generated by a development, by encouraging a shift to more sustainable modes of transport and as a result managing/mitigating the impact of travel.

The purpose of this Framework Travel Plan document is to ensure the proposed development is progressed in a manner that ensures:

- A commitment to the promotion of sustainable modes including public transport, walking and cycling;
- A commitment to reducing the need to travel, especially by private car; and,
- A commitment to encouraging healthier lifestyles for all.

1.3 Travel Plan Process

A successful Framework Travel Plan needs to follow a four stage process as indicated in the diagram below. The fourth element of the process, monitoring, must be undertaken on a continual basis to ensure the success of a Framework Travel Plan over the long term.

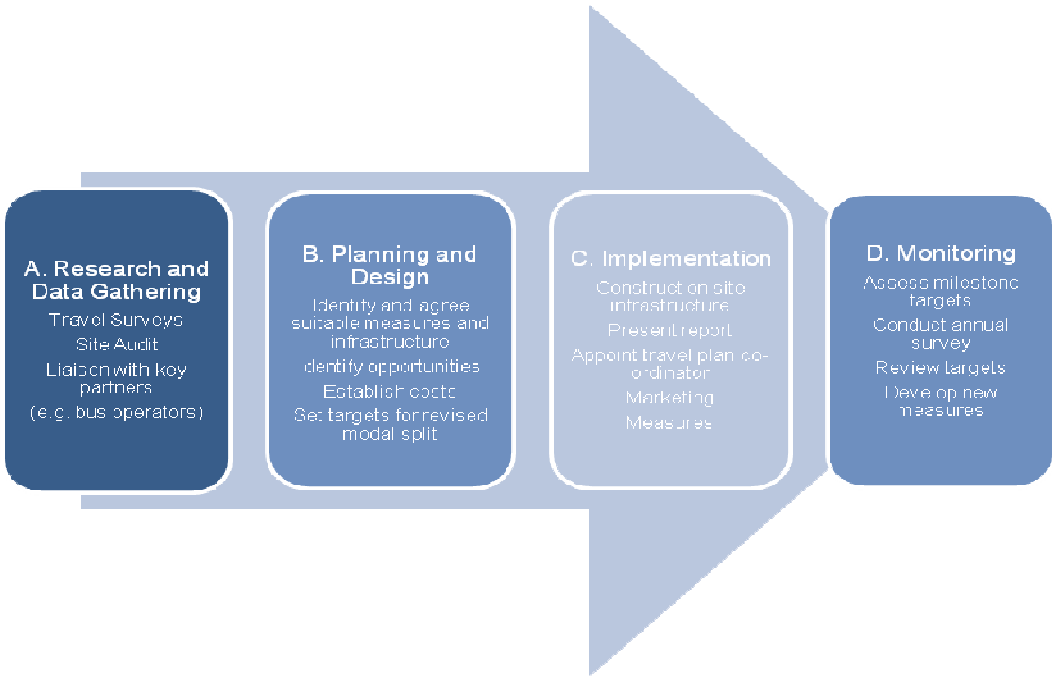

Figure 1.1 – Travel Plan Process Chart

1.4 Travel Plan Co-ordinator

An interim Travel Plan Co-ordinator will be appointed for the FSS site and will be responsible for ensuring the delivery of the initial measures and targets identified in this Framework Travel Plan. Following occupation by individual businesses at the site, these companies will be responsible in appointing their own Travel Plan Co-ordinator to ensure the long-term delivery of the measures and initiatives identified in this Framework Travel Plan.

1.5 Report Structure

There are seven further chapters following this introduction and these are as follows:

- **Chapter 2** describes the policy context of this site;
- **Chapter 3** details the existing site;
- **Chapter 4** describes the accessibility assessment undertaken for the site;
- **Chapter 5** details the development proposals;
- **Chapter 6** details the proposed measures and initiatives;
- **Chapter 7** details the targets, monitoring and timescales; and,
- **Chapter 8** summarises the report.

2 National and Local Policy

2 National and Local Policy

2.1 Introduction

This chapter considers the First Street Framework Travel Plan in the context of relevant national and local policy on sustainable travel.

2.2 National Policy

2.2.1 DfT (2008) Delivering a Sustainable Transport System (DaSTS) 2008

The DaSTS guidance was prepared by the Government for transport in November 2008, it sets out clear goals for the future of transport. The key aims for the transport system are:

- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks;
- To reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change;
- To contribute to better safety, security, health and longer life expectancy by reducing the risk of death, injury or illness arising from transport, by promoting travel modes that are beneficial to health;
- To promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society; and,
- To improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

This document advocates a strong synergy between goals, including measures that encourage modal shift to public transport, cycling and walking. The document states that these are likely to make a positive contribution to economic growth by tackling congestion, reducing greenhouse gas emissions and enhancing the local environment, as well as improving public and personal health.

In its strategy to reduce greenhouse gas emissions from transport the white paper advocates making the most of opportunities for reducing emissions from city, regional and national networks. For example is a package of measures for an urban area may involve public transport investment, demand management, promotion of smarter travel choices and the use of land use planning to reduce the need to travel.

2.2.2 Department for Transport (DfT) – 'Essential Guide to Travel Planning' (March 2008)

This latest guidance on developing and implementing travel plans draws together the experience of travel plans already in operation, offering a lively and informative overview of the information required to prepare a travel plan and get it up and running. This guidance states that:

"We need a transport system that can support the movement of people and goods in a growing economy, whilst ensuring impacts on both the local and global environment are within acceptable bounds. Travel plans, whether to the workplace, schools or for leisure provide a means of addressing both of these challenges."

"Congestion threatens economic growth in key places such as urban areas and inter-urban corridors. Travel plans are effective at exactly these critical congestion spots, particularly during the peak times when the transport network is under most pressure. So, despite their local focus, they have the potential to make a strategically important contribution to achieving better use of the transport system."

The document discusses that companies and their employees can gain a range of benefits and savings from a travel plan. The debate regarding tackling climate change has risen to unprecedented prominence during recent years. The DfT has a range of initiatives, including the promotion of travel planning that aims at reducing the impact of transport on the environment.

The document notes that, "*a well-designed travel plan can typically cut 15% of commuter car use and may amount to over a million less miles for just a single company*. *Combined savings from travel plans across the whole of the UK could amount to millions of tonnes of carbon dioxide. Whether viewed at the level of the individual employee or company, the local or national economy, or even at the level of the global environment, travel plans offer us considerable benefits*".

2.2.3 National Planning Policy Framework

The new NPPF document has created a simplified and unified approach to the planning system. The document provides key policy objectives in relation to each of the common planning areas. Section 4 deals with 'Promoting Sustainable Transport' the key points are listed below:

'Encouragement should be given to solutions which support reductions in greenhouse gases and reduce congestion. In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilities the use of sustainable modes of transport'.

'All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans should take account of whether:

- *The opportunities for sustainable transport modes has been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure'*
- *Safe and sustainable access to the site can be achieved for all people; and*
- *Improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.*

'Plans and decisions should ensure developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.....'

By location the First Street South site benefits from excellent access to a wide range of public transport and sustainable transport infrastructure.

2.3 Local Policy

2.3.1 MCC Core Strategy

The MCC Core Strategy is due to be adopted in early summer, Objective 5 of the strategy relates specifically to transport and reflects much of the national aims to enhance sustainable transport access by locating development in accessible areas. Key highlights are:

Policy T 1 Sustainable Transport
To deliver a sustainable, high quality, integrated transport system, to encourage modal shift away from car travel to public transport, cycling and walking and prepare for carbon free modes of transport,-

Specific to the Central areas around the First Street Development Framework Area: Policy T2 highlights: *The Council will actively manage the pattern of development to ensure that new development: -is located to ensure good access to the City's main economic drivers, including the Regional Centre, the Oxford Road Universities and Hospitals and the Airport and to ensure good national and international connections.*

The policy continues that development *Within the City Centre, provides a level of car parking which reflects the highly accessible nature of the location, as well as the realistic requirements of the users of the development.*

FSS and the wider Framework Development Area strongly support the above policies within the emerging Core Strategy.

2.3.2 Greater Manchester Third Local Transport Plan (LTP3) (2011)

The Third Greater Manchester Local Transport Plan (LTP) sets out the five year programme up to 2016 for investment in local transport within Greater Manchester. The plan provides a strategy for the management, maintenance, development and monitoring of the Greater Manchester transport system.

The LTP has been developed by the ten local authorities in Greater Manchester and Greater Manchester Integrated Transport Authority (GMITA), formerly GMPTA, with the input of local stakeholders. Travel plans are considered to be a useful tool for helping to deliver 'sustainable transport objectives' and:

- Ensure that development comprising jobs, shopping, leisure and services offers a realistic choice of access by public transport, walking and cycling, recognising that this may be less achievable in some rural areas.
- Expansion and improvement of the public transport network including rail, metrolink and bus services;
- Encouraging more short trips to be undertaken by walking and cycling, making it safer, secure and convenient;
- Traffic management improvements to manage the residual increase in car movements at the same time optimising the network, especially for sustainable modes;
- Investment in major highway schemes; and
- Continue development of workplace, residential and school travel plans.

The third Greater Manchester LTP is out for consultation and reinforces similar themes whilst embodying the need for Travel Plans.

2.3.3 Greater Manchester Travel Plans website

In addition to the LTP a Greater Manchester Travel Plans website has been established and is accessible via the web: www.travelplans.org.uk. This website provides details for developers, employers and schools of travel plans and assistance in producing a successful plan.

2.3.4 Transport Strategy for Manchester City Centre

Manchester City Council recently launched a new transport strategy for the city centre. One of the key objectives is to ensure that the city's transport system can cope efficiently with the expected additional 50,000 people working in the city by 2020 - by boosting public transport and improving facilities for cyclists and pedestrians.

The strategy supports a number of the key schemes in the Greater Manchester Transport Fund - including the Cross City Bus package and Metrolink Second City Crossing. Significant improvements to the public realm in places such as St Peter's Square and Mosley Street are also part of the plans.

The vision is for a transport network that supports the ongoing sustainable economic growth of the city centre, maintaining Manchester's position as a key location where people choose to work, shop and live. 22. This vision is supported by four key objectives:

- Supporting the competitive advantage of current and future employers, by ensuring access to the city centre;
- Providing improved access to the employment, cultural and leisure opportunities that a growing city centre offers to Manchester's residents, workers and visitors;
- Tackling the issues of climate change and delivering a low-carbon economy in a manner that is both environmentally and economically sustainable; and
- Improving actual and perceived personal safety and security.

2.3.5 Manchester Unitary Development Plan (UDP) (1995)

The Manchester UDP will eventually be superseded by the emerging Local Development Frameworks, but currently the UDP provides guidance on the key transport policies relevant to the proposed site, as outlined below:

- **Transport T2.1:** To reduce the impact of through traffic on Manchester's road network;
- **Transport T3.1:** Ensure that the particular needs of both pedestrians and cyclists are catered for in the design of new developments, highway infrastructure and public transport schemes;
- **Transport T3.5:** The Council will aim to improve conditions for people whose mobility is impaired by providing adequate routes and facilities; and,
- **Transport T3.7:** The Council will provide adequate cycle park facilities.

2.4 Summary

The overriding theme of planning policy at a national and local level is that development must be accessible by sustainable means of transport and reduce the need to travel, in particular by private car. Planning policy identifies the benefits that can be achieved via the delivery and monitoring of a successful travel plan. The latest planning policy guidance has been reviewed to assist in the formulation of this Framework Travel Plan, to ensure the plan conforms to the latest guidance and that the proposed development will be brought forward in a sustainable manner.

3 Existing Site

3 Existing Site

1.1 Introduction

This chapter describes the existing site location and local highway conditions.

1.2 Site Location

First Street South is located within the wider First Street Development Framework Area. First Street is located to the south of Whitworth Street West and north of the A57 Mancunian Way at the southern periphery of Manchester City Centre. The Number One First Street office building, currently occupied by Manchester City Council, is located in the northern half of the wider First Street site. This was refurbished in May 2010 and formed the first stage of masterplan proposals for the First Street area. The proposed development of First Street South, which is subject of the current planning application and this TA is located on land south of the Number One building, between Hulme Street (north), Wilmott Street (east) and Medlock Street (to the west).

Directly to the south of the site, on the opposite side of Chester Street, adjacent to the Mancunian Way, there are large privately run halls of residence. To the east of the proposed development, on the Oxford Road corridor, a number of additional halls of residences are situated including the 'Student Village'.

Oxford Road Railway Station is located 700m to the north east of the First Street South site and Oxford Road, a key bus route in to the City Centre, is within a 5 minute walk. . Deansgate and Castlefield Metrolink Station are also located within approximately 5 minutes walking distance to the north west of the proposed First Street South site.

A Salvation Army building is located to the east of the proposed development; the building currently occupies the land between Wilmott Street and Cambridge Street.

The site location is illustrated within **Figure 3.1** below.

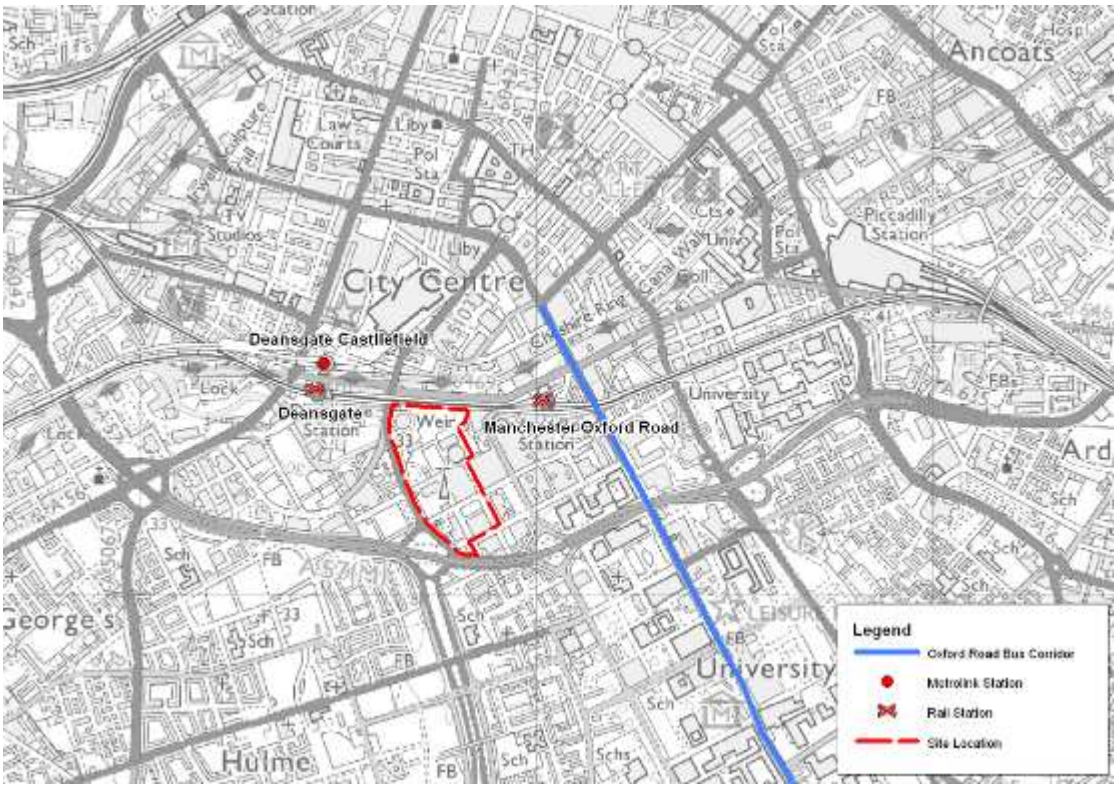

Figure 3.1 – First Street Development Framework Area Site Location

The existing areas of land recently developed within the site are illustrated in **Figure 3.2** below and are presented in the photographs below and overleaf.

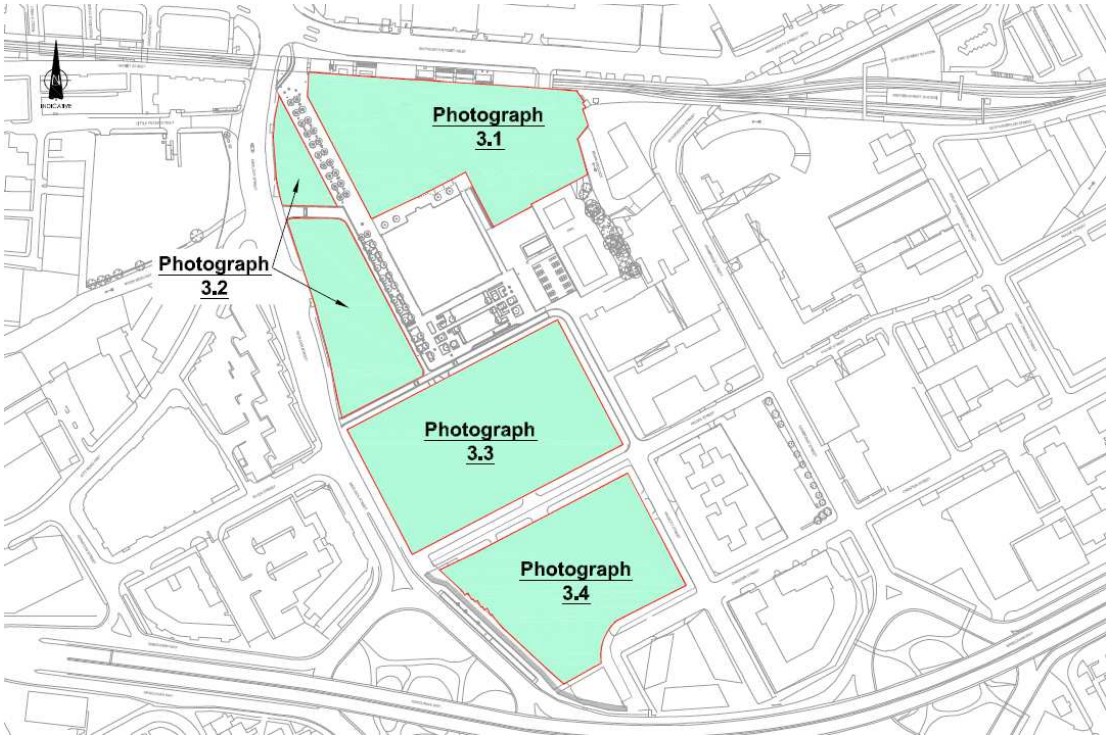

Figure 3.2 First Street Area – Existing Layout



Photograph 3.1: Eastbound



Photograph 3.2: Southbound



Photograph 3.3: Eastbound



Photograph 3.4: South-Westbound

3.1 Existing Local Highway Network

The proposed site is bounded to the north by Whitworth Street West, to the east by Cambridge Street, to the south by the A57 Mancunian Way and to the west by the A5103 Medlock Street

The A5103 Medlock Street, located to the west of the proposed site, is a key strategic route into Manchester City Centre from the south of Manchester. To the south west of the site the A5103 Medlock Street connects with the A57 Mancunian Way gyratory The A57 Mancunian Way forms part of the Manchester and Salford Inner Relief Route (MSIRR), connecting the north and south of the city and providing strategic access to the city centre from different approaches.

Cambridge Street to the east of the site is a lower priority distributor link, between Whitworth Street West and the Mancunian Way gyratory. Traffic levels are lower on this route than comparable routes into the City Centre.

The A34 Oxford Road is located to the east of the proposed development. This road is accessed from the site via Hulme Street or Chester Street and is a key strategic bus corridor into Manchester City Centre from the south of Manchester. Due to its high frequency of services the route is often referred to as the 'busiest bus route in Europe'.

The site is also surrounded by a small network of lower priority distributor links that provide access to the halls of residence, residential units and office developments in the surrounding area.

3.2 Existing Parking Conditions

Five surface car parks are currently located within the First Street area as illustrated in **Figure 3.2** (overleaf), these are all public car parks managed by Q Parks.

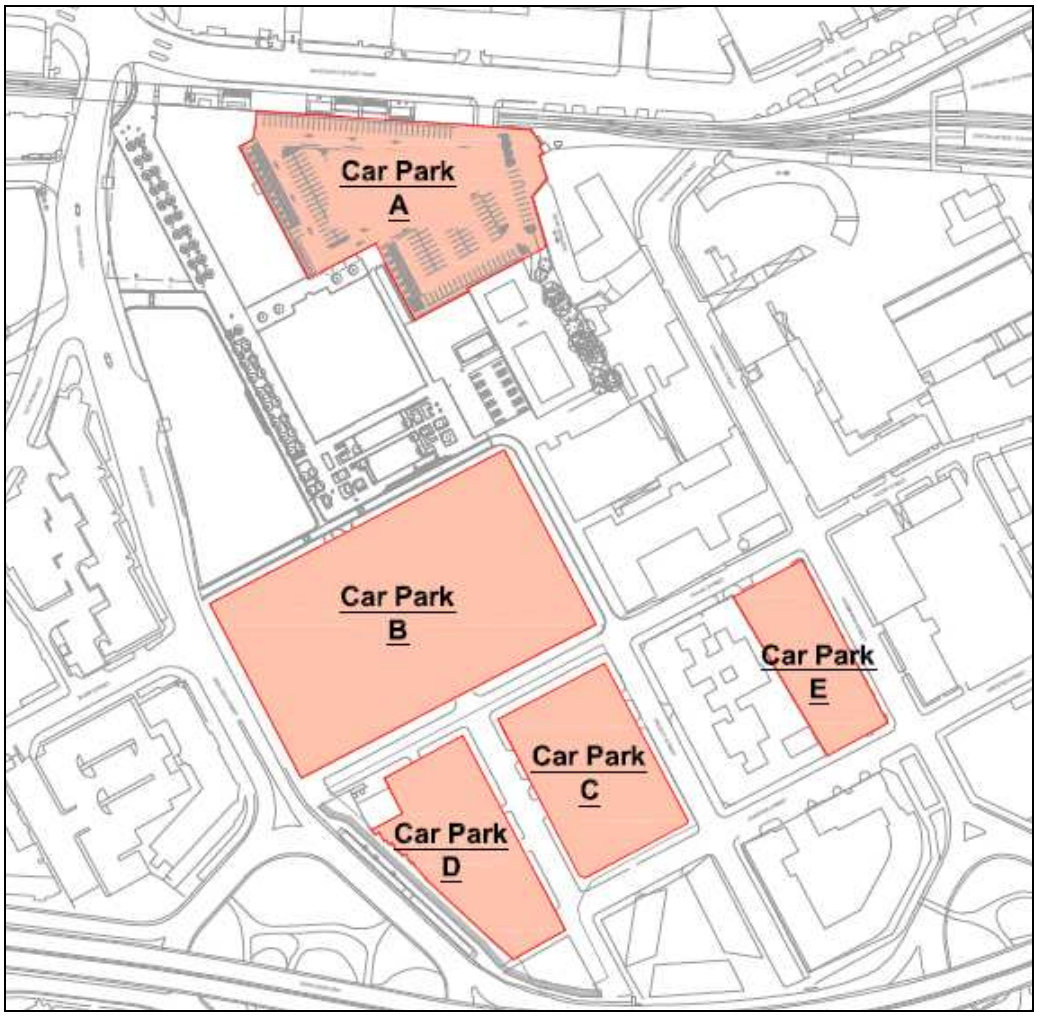

Figure 3.2 – Existing First Street Area Car Parks

The capacity and occupancy levels of these car parks were audited on Thursday 10th February 2011 between 10:00 – 11.00, with the results of this audit detailed in **Table 3.1** (overleaf).

Car Park	Car Park Survey - (10:00-11:00) - Thursday 10th February 2011			
	Standard Car Park Spaces		Motorcycle Spaces	
	Car Park Spaces	Occupied Car Park Spaces	Motorcycle Spaces	Occupied Motor Cycle Spaces
Car Park A - Number One First Street	226	145	13	0
Car Park B	Estimated 370	Estimated 98	0	0
Car Park C	NOT IN USE			
Car Park D	NOT IN USE			
Car Park E – Hulme Street	93	55	0	0

Table 3.1 – Car Park Audit Summary

The results of the car park audit show that of the five existing car parks, three are currently in use. Car parks C and D are currently un-occupied with barriers preventing access for vehicles.

Car park A located to the north of the site, adjacent to Number One First Street, had a recorded capacity of approximately 226 car parking spaces with an occupancy level of 64%. This figure incorporates 18 disabled parking spaces. The car park is currently accessed via Whitworth Street West via a barrier entry / exit system, as illustrated in **Photograph 3.5** below.

Car Park B does not have any allocated parking spaces (as illustrated in **Photograph 3.6** below) and therefore an estimate of the available parking spaces was undertaken. It was estimated that between 360 and 370 spaces were available with a recorded occupancy level of 26%. The car park provides a pedestrian access to the Number One First Street development and further links to the city centre.



Photograph 3.5: Car Park A



Photograph 3.6: Car Park B

Car Park E is accessed via Hulme Street and provides 93 car parking spaces of which 53 (57%) were occupied.

In total there are an estimated 689 car parking spaces located within public surface car parks within the proposed First Street site. Of these available car parking spaces 298 were recorded to be occupied, resulting in an existing car parking occupancy level of 43% within the First Street area.

A number of exisitng car parking bays in the form of Pay and Display, Loading, Halls of Residence and Car Club car parking bays are located on various roads around the First Street site. These are summarised in **Table 3.2** below.

First Street - On Street Car Parking Provision				
Location	Pay & Display Spaces	Loading Only Spaces	Halls of Residence Spaces	Car Club Spaces
Cambridge Street	20	0	n/a	2
Hulme Street	25	1	n/a	n/a
Chester Street	20	0	n/a	n/a
Wilmott Street	9	0	17	n/a
Newcastle Street	0	4	n/a	n/a

Table 3.2 – On Street Car Parking Summary

3.3 Accident Data

Traffic accident data for the most recent five year period of data available between 01/04/2005 and 31/03/2010 was obtained from the Manchester City Council for the surrounding network in the vicinity of the proposed First Street development site as presented in **Figure 3.3** (overleaf). The data is summarised overleaf in **Table 3.3**.

- Whitworth Street West
- Whitworth Street West / Cambridge Street Junction
- Whitworth Street West / Albion Street Junction
- Albion Street / Little Peter Street Junction
- Albion Street / City Road East Junction
- Medlock Street / River Street Junction
- Cambridge Street / Hulme Street Junction
- Cambridge Street / Chester Street Junction
- Chester Street / Wilmott Street Junction



Figure 3.3 Accident Data Output Area

Table 3.3 below summarises the severity and number of accidents at each of the locations. In total 53 accidents have been recorded within the study area. Of these accidents 48 have been recorded as slight, 5 as serious and 0 as fatal.

Location	No. of Incidents	Severity		
		Slight	Serious	Fatal
Whitworth Street West	**6**	5	1	0
Whitworth Street West / Cambridge Street Junction	**7**	6	1	0
Whitworth Street West / Albion Street Junction	**13**	13	0	0
Albion Street / Little Peter Street Junction	**4**	4	0	0
Albion Street / City Road East Junction	**8**	6	2	0
Medlock Street / River Street Junction	**2**	2	0	0
Cambridge Street / Hulme Street Junction	**5**	4	1	0
Cambridge Street / Chester Street Junction	**6**	6	0	0
Chester Street / Wilmott Street Junction	**2**	2	0	0
TOTAL	**53**	**48**	**5**	**0**

Table 3.3 Summary of Accident Data

Full accident data and plans of this study area are contained within **Appendix A** of this report. The following sub-section paragraphs provide a summary description of this full accident report at each of the junctions:

3.3.1 Whitworth Street West

- A slight collision occurred along Whitworth Street West as just off the junction with Albion Street. A pedestrian walked out into the road and was hit, no serious injuries were sustained.
- A further minor collision was recorded as a vehicle turned out of a service road leading to Manchester Central knocking a pedal cyclist off their bike. Again no serious injuries were sustained.
- A serious accident occurred at the junction with Bugle Street, as a vehicle travelling east collided with a pedestrian travelling north crossing over Whitworth Street West.
- An addition minor incident occurred here as a pedestrian was struck running into the road. The pedestrian was knocked to the floor but suffered only very minor injuries.
- At the junction between Whitworth Street and Rowendale Street a slight collision occurred between two vehicles. A vehicle turning right across traffic was hit by an oncoming vehicle.
- A further slight collision was recorded along Whitworth Street as a cyclist attempting a u-turn was dismounted by an oncoming vehicle.

3.3.2 Whitworth Street West / Cambridge Street Junction

- A slight collision was recorded 30m west of the junction as a pedestrian was hit by an unknown vehicle, the driver did not stop following the collision.
- A serious accident occurred 20m west of the junction as a westbound vehicle struck a pedestrian crossing Whitworth Street West in a northbound direction.
- A minor rear shunt incident occurred at the junction as a vehicle waiting at the lights was struck from behind.
- A slight collision occurred as a vehicle misread the lights colliding with an oncoming vehicle.
- A minor incident was also recorded as a vehicle attempted an overtaking manoeuvre and collided with an oncoming car.
- A pedal cyclist was dismounted approximately 15m east of Cambridge Street by a vehicle reversing out of a garage, no serious injuries were sustained.
- A further minor incident occurred involving a pedal cyclist, as the cyclist ran the lights and collided with an oncoming vehicle.

3.3.3 Whitworth Street West / Albion Street Junction

- A minor collision occurred at the junction as a pedestrian stepped out in between stationary vehicles and was knocked to the floor, however sustained only minor injuries.
- Three slight rear shunt incidents were recorded at the junction.
- On seven occasions a slight collision occurred at the junction as two vehicles entered the junction, the former crossing over the path of the second vehicle.
- A pedestrian was hit by a vehicle reversing back at the lights, no serious injuries were sustained.
- A slight collision occurred at the junction a vehicle attempting a u-turn collided with the rear side of an oncoming vehicle.

3.3.4 Albion Street / Little Peter Street

- A minor incident occurred at the junction as a vehicle turning out of Little Peter Street collided with a southbound vehicle.
- A cyclist was clipped by an overtaking vehicle along Medlock Street, the cyclist was dismounted but suffered no serious injuries.
- One minor rear shunt incident was recorded as a vehicle collided with the back of a stationary car.
- A further minor collision occurred at the junction as a vehicle turning left out of Peter Street was struck by a northbound car.

3.3.5 Albion Street / City Road East Junction

- Two slight collisions were recorded at the junction as a vehicle emerging from City Road East collided with a vehicle heading north along Albion Street.
- On two occasions an overtaking incident resulted in a slight collision as a vehicle attempted to turn off City Road east.
- A serious incident was recorded as a cyclist, collided with the side of a vehicle having failed to see it turning left.
- A motorcyclist was clipped and dismounted whist waiting to turn across two lanes of traffic. The rider suffered no serious injuries as a result of the accident.

- A further serious incident was recorded involving a vehicle pulling in front of a bus, heading south along Albion Way.
- A vehicle entering Albion Street heading north was recorded sliding into the junction on a slippy road surface colliding with a vehicle heading in the same direction.

3.3.6 Medlock Street / River Street Junction

- Approximately 10m north of River Street, a slight accident occurred with two northbound vehicles. The second vehicle failed to indicate after pulling out to the right.
- A further minor incident was recorded as a cyclist travelling on the pavement was struck by a vehicle exiting a building site. The cyclist was dismounted but sustained no serious injuries.

3.3.7 Cambridge Street / Hulme Street Junction

- A slight collision occurred at the junction as a pedestrian was hit by a vehicle reversing from Hulme Street onto Cambridge Street.
- An additional accident occurred here as a pedestrian was clipped whist crossing the junction by an unknown vehicle. No serious injuries were sustained.
- Two minor incidents were recorded involving vehicles. In both cases vehicles travelling west collided with southbound vehicles at the give way junction.

3.3.8 Cambridge Street / Chester Street Junction

- A minor collision occurred at the junction as a stationary vehicle pulled out to do a u-turn colliding with an oncoming vehicle.
- On four occasions vehicles failed to give way at the junction resulting in minor collisions.
- Approximately 10m south of the junction a pedestrian was hit by a southbound vehicle.

3.3.9 Chester Street / Wilmott Street Junction

- A slight collision was recorded at the junction as a vehicle heading south along Wilmott Street failed to give way at the junction and collided with a vehicle travelling along Chester Street.
- A slight collision occurred approximately 40m east of the junction as a pedestrian was knocked to the floor. No serious injuries were sustained.

3.3.10 Accident Summary

The appraisal of the accident data illustrates that there is not a history or pattern of traffic collisions which would show that there are concerns with regard to the local road network. The data does not show any abnormal grouping of accidents or a statistically high occurrence of incidents near to the proposed First Street site. The local road infrastructure would therefore be considered appropriate to the proposed development.

4 Sustainable Access

4 Sustainable Access

4.1 Introduction

Current Government policy guidance places significant emphasis on the need for sustainable transport modes for all new developments. This forms part of a long-term strategy to reduce reliance on private car trips. The proposed First Street Development Framework site located on the peripheral of Manchester City Centre would concur with this strategy. The following chapter therefore considers access via sustainable modes of transport to the development site, including access by rail, metrolink, bus, cycle and on foot.

4.2 Bus

The First Street South development area benefits from access to a range of excellent bus services, being close to a number of key bus routes into and out of Manchester City Centre including Oxford Road, which is located 500m to the east of the site. **Figure 4.1** below illustrates the location of the site in relation to other bus stops and services within close proximity of the proposed development.

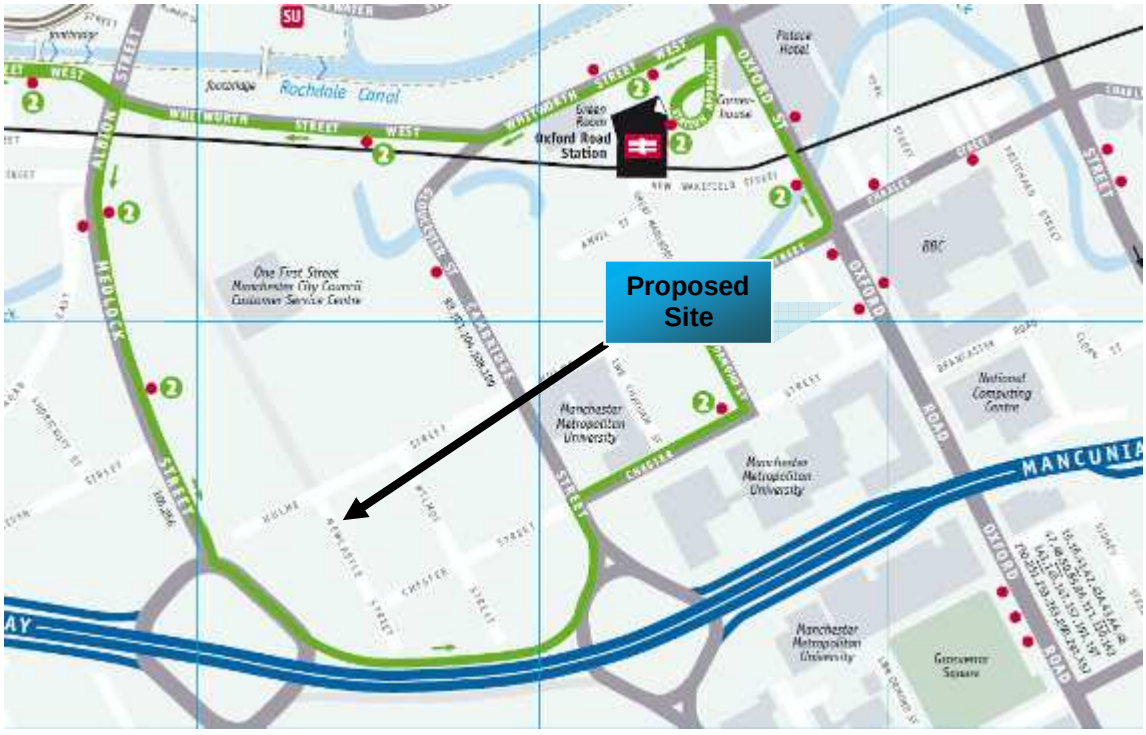

Figure 4.1 – Bus Service Map – Source: GMPTE

The bus service routes that are available from Cambridge Street and Medlock Street are shown overleaf in **Tables 4.1** and **4.2**. The tables illustrate that the road is in close proximity to a large number of local bus routes operating at high frequencies. It is also important to note the vast majority of these services run during the evening and weekend, therefore the development site will still be highly accessible outside of core working hours.

4.2.1 Cambridge Street

Cambridge Street is situated to the east of the proposed site. A total of five different services run during the day along Cambridge Street, which are presented in **Table 4.1** below. The inbound (**Photograph 4.1**) and outbound (**Photograph 4.2**) bus stops located on Cambridge Street are illustrated below.

Service Number	Route / Destination	Frequency (Mon-Fri)
Cambridge Street		
99	Manchester – Sale	60 mins (until 18.00)
101	Manchester – Wythenshawe	10 mins
104	Manchester – Wythenshawe – Wythenshawe Hospital	30 mins
108 /109	Manchester – Wythenshawe Hospital	30 mins

Table 4.1 Bus Services (Cambridge Street)



Photograph 4.1: Bus Stop Cambridge Street Northbound



Photograph 4.2: Bus Stop Cambridge Street Southbound

4.2.2 Medlock Street

Medlock Street is a key route into and out of Manchester City Centre and is situated to the west of the proposed site. Two different services operate during the day along Medlock Street, as identified in **Table 4.2** below. The inbound (**Photograph 4.3** overleaf) and outbound (**Photograph 4.4** overleaf) bus stops located on Medlock Street are illustrated overleaf.

Service Number	Route / Destination	Frequency (Mon-Fri)
Medlock Street		
105	Manchester – Wythenshawe – Manchester Airport	30 mins
256	Manchester – Flixton	10 mins

Table 4.2 Bus Services (Medlock Street)



Photograph 4.3: Bus Stop Medlock Street Northbound



Photograph 4.4: Bus Stop Medlock Street Southbound

4.2.3 Oxford Road

There are a total of 29 bus services operating along the Oxford Road (A34) corridor located approximately 5 minutes walk to the east of the site via Hulme Street or Chester Street. The Oxford Road bus corridor route is often referred to as the 'busiest bus route in Europe'. Timetables are so frequent that services operate to and from the city centre every few minutes.

4.2.4 Metroshuttle

The free Metroshuttle Bus 2 runs along Whitworth Street West, Medlock Street, Chester Street and then back on to Whitworth Street West via Oxford Street and Oxford Road Railway Station as illustrated in **Figure 4.2** overleaf. The Metroshuttle Bus 2 has two outbound bus stops located on Medlock Street, one is located close to Number One First Street and a further stop is located near to the A57 Mancunian Way / A5103 Medlock Street gyratory. This bus route runs between the north and south points of the City Centre. As part of the proposals this service may be re-routed from Medlock Street to Chester Street via Wilmot Street and Cambridge Street, to provide a free and regular shuttle bus service directly to the site.

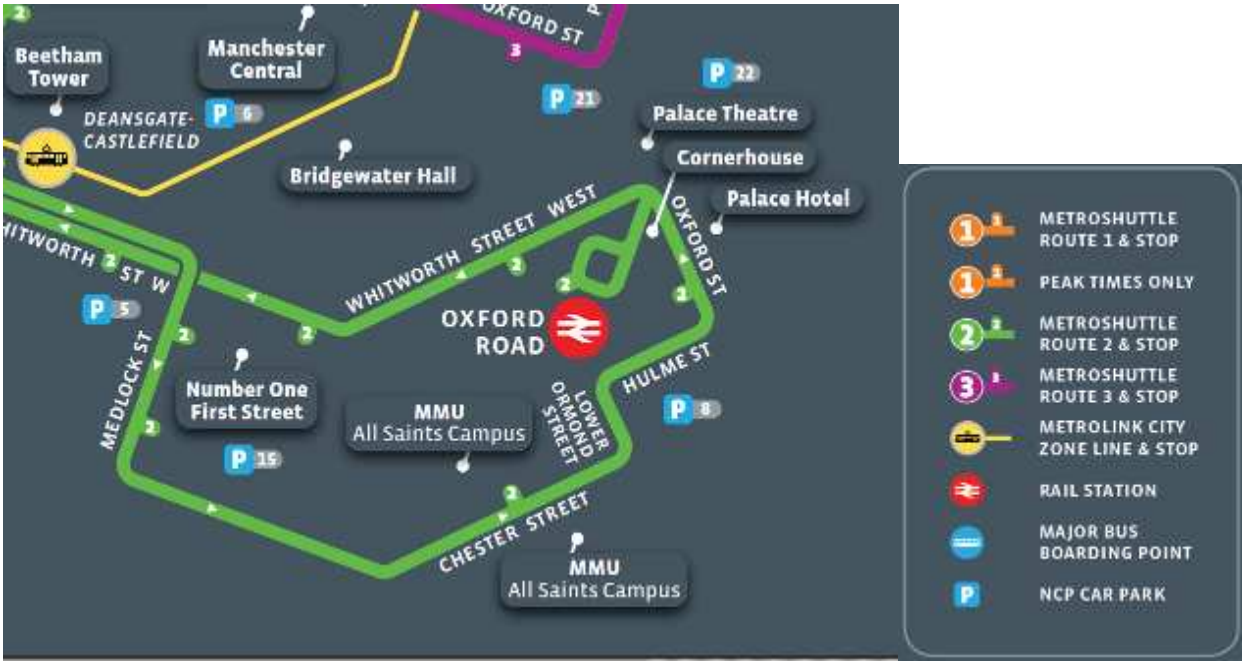

Figure 4.2 Existing Metroshuttle Bus 2 Route

4.3 Rail

4.3.1 Heavy Rail

Oxford Road Railway Station is located within approximately 10 minutes walk to the north east of the proposed site. A number of service routes are available from this station, which are predominantly located to the north and north east, these destinations are summarised in detail in **Table 4.3** below.

Destination	Frequency	Journey Time
Manchester Piccadilly	8 trains per hour	5 mins
Liverpool	5 trains per hour	1hr
Warrington	4 trains per hour	30 mins
Bolton	4 trains per hour	20 mins
Preston	4 trains per hour	55 mins
Manchester Airport	4 trains per hour	25 mins
Salford Crescent	3 trains per hour	10 mins
Stockport	2 trains per hour	20 mins
Chester	1 train per hour	1 hr
Southport	1 train per hour	1hr 10 mins
Wigan	1 train per hour	35 mins
Blackpool	1 train per hour	1hr 15 mins
Sheffield	1 train per hour	1 hr

Table 4.3 Oxford Road Rail Services

There are a total of 8 rail services per hour available to Manchester Piccadilly where further National Rail services are available to destinations further afield including London, Bristol, Newcastle, Leeds, Glasgow and Nottingham.

4.3.2 Light Rail (Metrolink)

The nearest Metrolink services are available from the Deansgate / Castlefield Metrolink Station which is located approximately 5 minutes walk from the site. Services are available from Altrincham to Bury and to Eccles and Manchester Piccadilly Railway Station. The existing Metrolink services route map is presented in **Figure 4.3** below:

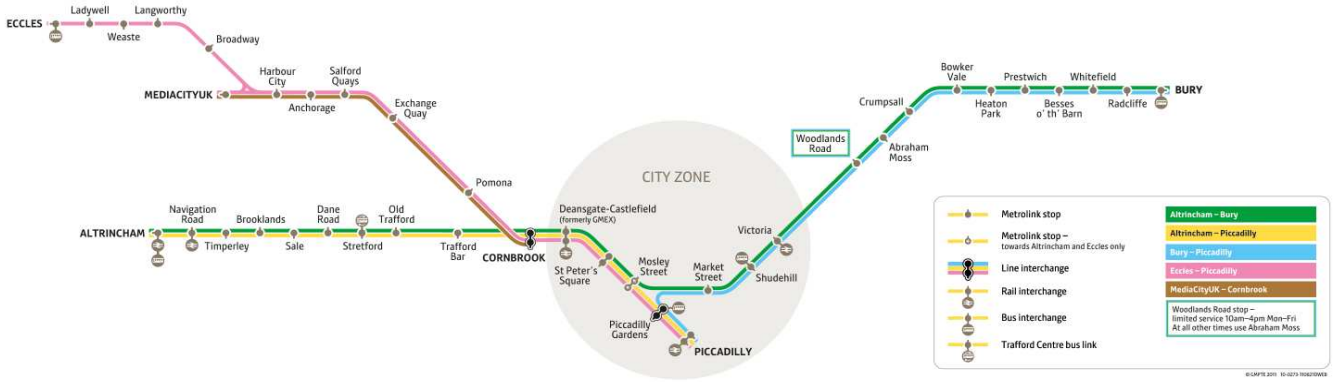

Figure 4.3 Metrolink Route Map

Metrolink service frequencies and journey times are summarised in **Table 4.4** below:

Tram Line	Tram Frequency			
	Mon – Fri (07:15 – 18:30)	**Saturday (09:30 – 18.00)**	**Sunday Peak**	**Journey Times**
Bury – Altrincham	Between 0715 and 1830 - Every 6 Minutes Every 12 minutes at all other times Every other tram goes via Piccadilly	Between 0930 and 1800 – Every 6 Minutes Every 12 Minutes at all other times Every other tram goes via Piccadilly	Between 1000 and 1700 every 12 minutes. Every 15 minutes at all other times all trams go via Piccadilly	60 mins
Piccadilly - Altrincham				30 mins

Table 4.4 Metrolink Service Frequency

Phase 3a of the Metrolink proposals will take over the existing heavy rail Oldham Loop Line to Oldham and Rochdale, with extensions being constructed to Droylsden. A line to St Werburgh's Road in Chorlton-cum-Hardy is already operational. Construction commenced in 2009 of 3a and it is hoped that the remaining lines will become operational later in 2012.

Phase 3b will divert the Phase 3a Rochdale line into Oldham and Rochdale town centres, and extend the Droylsden line to Ashton-under-Lyne and the St Werburgh's Road line to East Didsbury and Manchester Airport.

4.4 Car Clubs

Manchester City Centre is served by City Car Club, which has dedicated parking bays located across the City for vehicles that are available for hire. There are two City Car Club facilities located around the First Street area both of which provide two City Car club vehicles. Two bays are located to the east of the First Street site on Cambridge Street as shown in **Photograph 4.5** (overleaf) and a further two bays are located to the north of the site on Whitworth Street West. This will provide an important resource and will help reduce the number of journeys travelling between home and place of work. **Figure 4.4** (overleaf) illustrates

the location of the City Car Club only bays on Cambridge Street and Whitworth Street West and the proximity to the proposed development site.



Photograph 4.5: Car Club Only Bays on Cambridge Street



Figure 4.4: Location plan of Car Club Only bays

4.5 Cycling

Cycling is today seen as a serious part of both national and local transport policy. An increased perception of cycling as a real alternative mode of transport to the car and a growth in cycling as a leisure activity has increased the demand for cycling .An acceptable cycle distance is considered to be up to 5km. PPG13 states:

"Cycling also has the potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport"

The First Street site is very accessible via bike with a number of key cycle routes close to the site and on-road cycle facilities located within the surrounding area.

On a local scale, routes around the site including Whitworth Street West and Medlock Street provide on road cycling facilities such as cycle lanes and advanced cycle stop lanes, as illustrated in **Photographs 4.6** and **4.7** below.



Photograph 4.6: Whitworth Street West – Cycle Lane



Photograph 4.7: Medlock Street – Cycle Lane

As presented below in **Figure 4.5** and **Photograph 4.8**, National Cycle Route 6 (NCR 6) runs through the proposed site. NCR6 is a major route on the National Cycle Network running from London up to the Lake District. On a local scale the route connects Fallowfield, Whalley Range, Manchester City Centre and Bury.

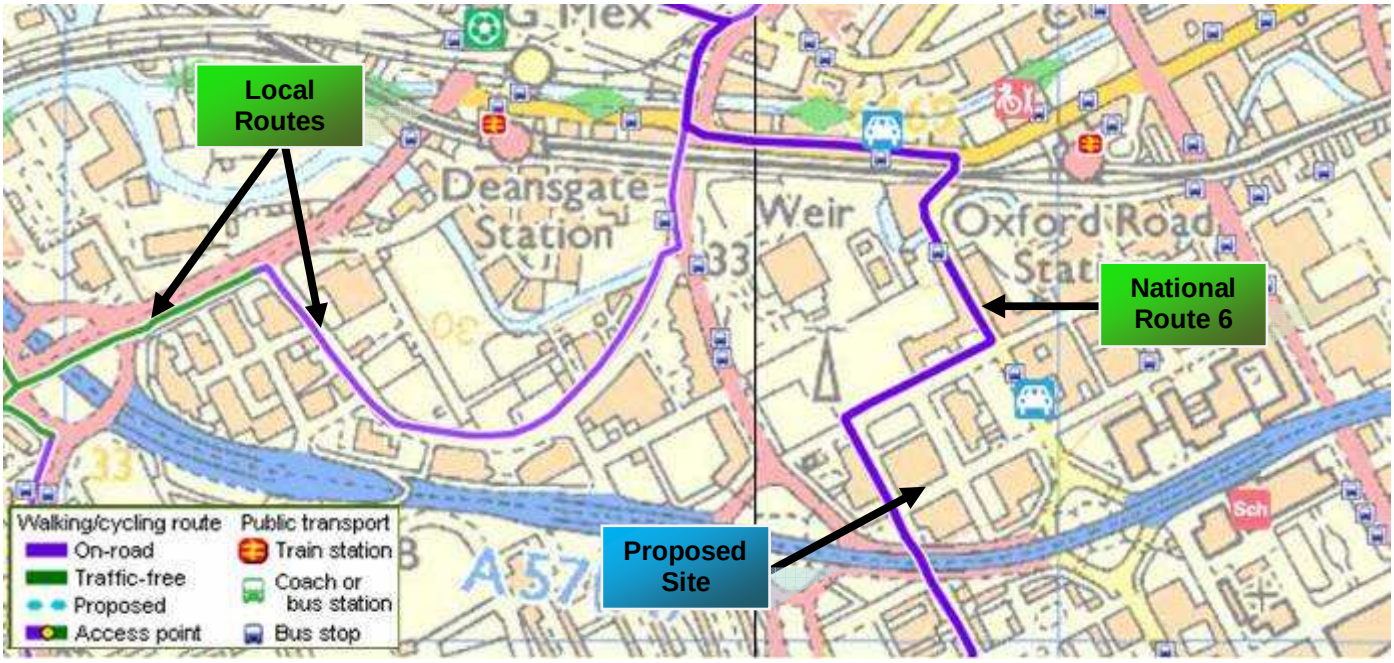

Figure 4.5 Cycle Routes within the vicinity of First Street – Source: Sustrans



Photograph 4.8: National Route 6 Signage



Photograph 4.9: Shared Cycle and Pedestrian Route / Subway Route

As part of the FSS development proposals the existing signalised pedestrian crossing located on the underpass of the Mancunian Way, to the south of the site, will be replaced with a toucan crossing. The crossing will also be re-located to the east to align with the proposed pedestrian access into the development via Wilmott Street. The relocation will create a more desirable walking and cycling route when accessing the site from the south. The toucan crossing will also be accompanied by a new cycle and pedestrian route along Boundary Lane located on the south side of the Mancunian Way underpass. This route will link Hulme and the new Manchester Metropolitan University Birley Fields Campus to the City Centre via the proposed First Street development.

Further to this, MCC have secured funding for a cycling infrastructure improvement scheme at the Medlock Street / Mancunian Way gyratory subway system. This will improve cycling links to the First Street area from the south, improving cycle links with the neighbourhood of Hulme and cycle routes from the south of Manchester.

As part of the development proposals a number of cycle parking spaces are also to be provided, which will be dispersed around the site where appropriate. The proposed and existing cycle facilities will help to encourage pedestrians to cycle to the site; these proposals are discussed in more detail in Chapter 5 of this report.

4.6 Accessibility on Foot

The First Street South site is extremely accessible on foot as a result of its City Centre location and surrounding neighbourhood areas.

There are a number of signalised pedestrian crossing facilities in operation in the area surrounding the site. Crossings are currently in operation on all junctions of Whitworth Street West to the north of the development area, including the junction of Whitworth Street West / Albion Street as illustrated in **Photograph 4.10** (overleaf).

Pedestrians can access the area via existing subways located at the Medlock Street / Mancunian Way gyratory and the Cambridge Street / Mancunian Way gyratory. MCC's policy has been to where possible promote pedestrian routes other than subways within the city as they are viewed by the public as unsafe areas associated with anti-social behaviour.

A new toucan crossing will replace the existing signalised pedestrian crossing located on the underpass of the Mancunian Way to the south of the site as part of the First Street South application. The new crossing will be re-located to the east to align with the proposed pedestrian access into the development via Wilmott Street. The relocation of this crossing will create a more desirable walking route for pedestrians accessing the site from the south via Boundary Lane and will form the main pedestrian access to the development from the south.

Additional pedestrian safety facilities in the form of pedestrian refuge islands are located on Albion Street (illustrated in **Photograph 4.11** overleaf) and Medlock Street near to their junctions with City Road East.



Photograph 4.10: Albion Street / Whitworth Street West



Photograph 4.11: Pedestrian Refuge Island – Albion Street

Internal walking routes have already been established in the area surrounding the Number One First Street development. **Photographs 4.12** and **4.13** below illustrate that these routes provide clear, accessible and well lit pedestrian routes into and out of the First Street area from Whitworth Street West to the north and Medlock Street to the west of the site which will extend to the First Street South Development.



Photograph 4.12: Internal Pedestrian Routes – Whitworth Street West Pedestrian Access



Photograph 4.13: Medlock Street Pedestrian Access

- The development proposals will significantly enhance the existing 'at-grade' pedestrian crossing facilities across Mancunian Way to the south of the site.
- The development of the First Street site will significantly improve the public realm within the area to both the north and south of the site tying into the existing pedestrian routes surrounding the Number One First Street development.
- The proposed improved public realm, most notably in the First Street South area will make the site much more appealing to pedestrians to encourage walking to and from the site.

4.6.1 Cambridge Street Traffic Calming Measures

Traffic Calming measures, in the form of two sets of triple speed cushions, are located on Cambridge Street either side of its junction with Hulme Street, as illustrated in **Photograph 4.14** below. These vertical features together with SLOW and transverse bar markings were installed in 2010 to reduce vehicle speeds on the approaches to the Hulme Street / Cambridge Street junction and improve safety for pedestrians crossing at this point. Buff tactile paving is also located on all arms of the junction, as shown in **Photograph 4.15** below.



Photograph 4.14: Traffic Calming Measures – Cambridge Street



Photograph 4.15: Buff Tactile Paving – Cambridge Street / Hulme Street Junction

4.7 Accessibility Review

Accession is a DfT (Department for Transport) standard software package which enables accessibility assessments to be conducted for different locations, amenities and population groups by a number of different transport modes. Accession assists in identifying potential solutions to accessibility issues such as improvements to public transport services and key improvements to pedestrian routes. The Accession plots presented at the end of this chapter identify both walk and public transport accessibility to and from the development. **Table 4.6** below presents the Chartered Institution of Highways and Transportations (CIHTs) acceptable walking distances.

Criteria	Town Centre	Commuting / Sight Seeing	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1,000m	800m
Preferred Maximum	800m	2,000m	1,200m

Table 4.6 CIHT Suggested Acceptable Walking Distances

4.7.1 Walk Accessibility

Figure 4.6 illustrates the accessibility of the site within a 30 minute walk.

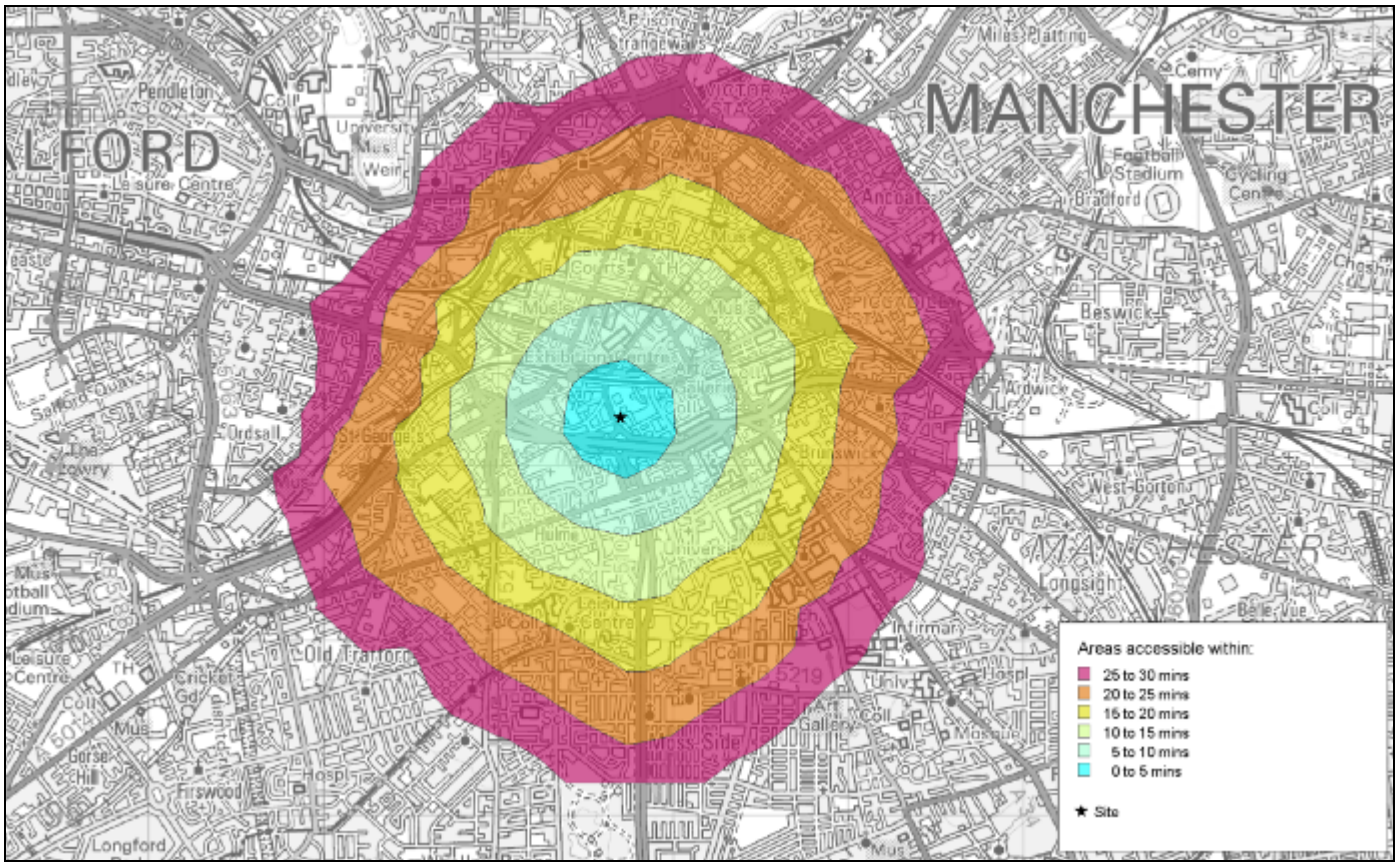

Figure 4.6 Walk Accessibility

Journey time from site	Location
0 – 5 minutes	Manchester Metropolitan University
5-10 minutes	Oxford Road Rail Station, Deansgate and Castlefield Metrolink Station
10-15 minutes	Hulme, Central Business District and Chinatown
15-20 minutes	Arndale Centre, Retail core, Piccadilly Bus Station and Piccadilly Rail Station
20-25 minutes	The University of Manchester, Salford Central Rail Station and Shudehill Transport Interchange
25- 30 mins	Victoria Rail Station, Moss Side and Ancoats

4.7.2 Public Transport Accessibility

Figure 4.7 illustrates the areas that are accessible within one hour of the First Street area via public transport.

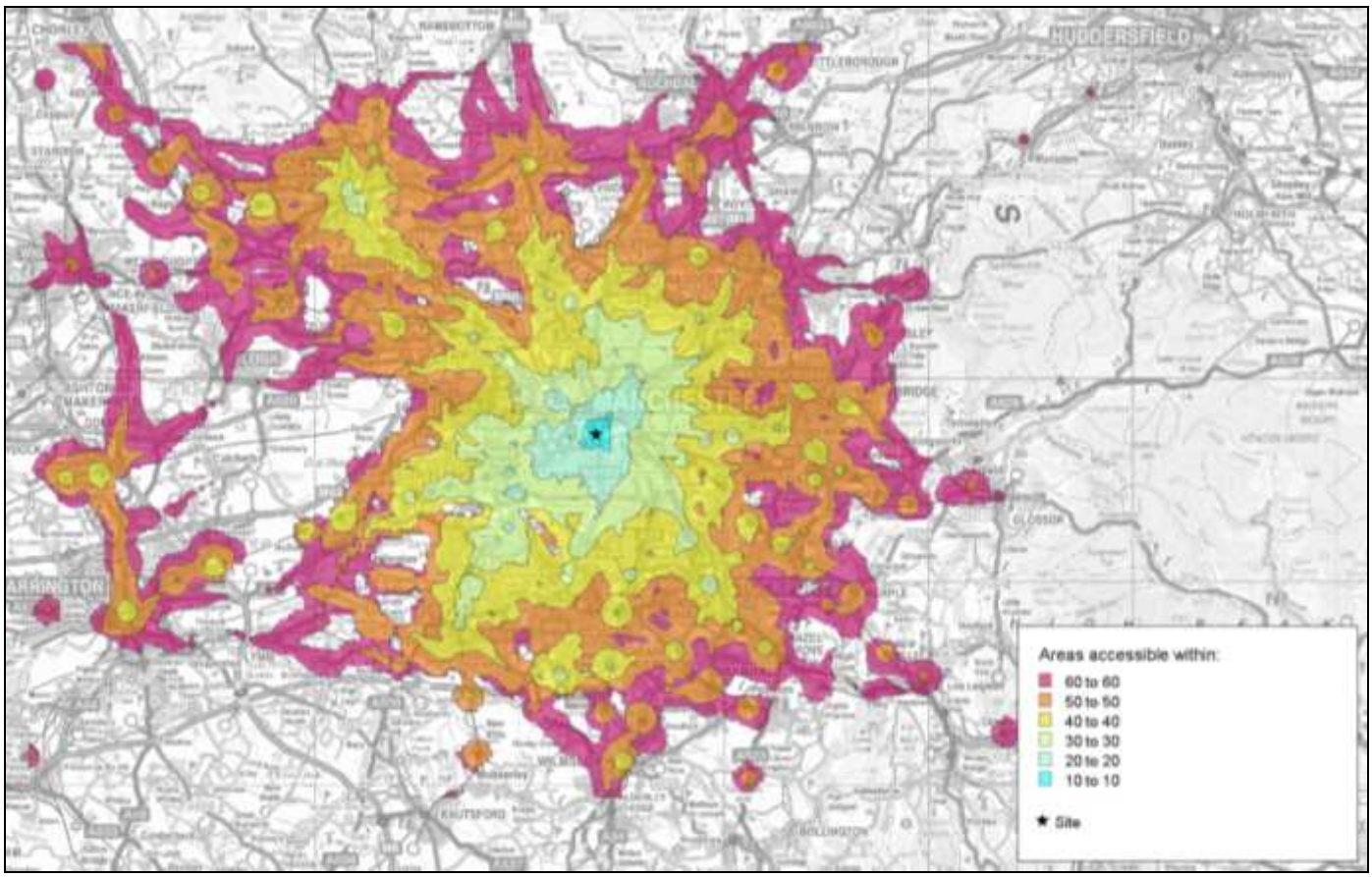

Figure 4.7 Public Transport Accessibility

Journey time from site	Location
0 – 10 minutes	Manchester City Centre
10 – 20 minutes	Hulme and Universities
20 – 30 minutes	Stretford, Salford, Cheetham Hill, Harpurhey and Chorlton-cum-hardy
30 – 40 minutes	Swinton, Whitefield, Broughton, Droylesden, Didsbury and Wythenshawe
40 – 50 minutes	Cheadle Hulme, Stockport, Gatley, Altrincham, Ashton-under-lyme, Oldham and Wigan
50 – 60 minutes	Rochdale, Stalybridge, Glossop, Hazel Grove, Mossley and Warrington

4.8 Summary

The site is situated in an ideal location to benefit from excellent accessibility by public transport modes of travel. It is anticipated that the large majority of users of the site will arrive via non-car modes, in line with city centre arrival patterns identified within TfGM reports on modal choice. The majority of the city centre is accessible on foot within 20 minutes of the site, whilst connectivity to the University precincts and residential areas such as Hulme are also excellent.

Design of infrastructure around the site has pedestrians and cyclists as the main priority, whilst car access has been conceived to minimise impact as much as possible on the surrounding network

5 Proposed Development

5 Proposed Development

5.1 Proposed Site Location

The new development will comprise of a mixed use development and will be split into two development areas. These areas will consist of First Street North and First Street South, which will be constructed in a number of phases.

It is important to highlight the phased approach to the development. This report covers the entire masterplan area in order to predict likely future demand from all development based buildings. However this report is submitted primarily as part of the First Street South planning application (FSS). First Street South comprises two distinct planning applications driven by the cultural hub and by the commercial land uses. Below is a breakdown of the key elements of FSS:

First Street South

- 6,383 square metres of retail foodstore (Gross);
- 359 beds of purpose built student accommodation;
- 487 space car park;
- 128 bed hotel;
- 579 square meters of retail floor space (A1,A2,A3 and / or A4); and
- 563 square metres of office floorspace

A 487 space car park will be built at the site to cater for the food retail traffic and also replace the displaced car parks that currently exist at the site. The car park will be accessed via an internal road from either Cambridge Street or Medlock Street.

5.2 Pedestrian and Vehicular Access to the Site

5.2.1 Vehicular Access

Two main vehicular accesses will provide access to First Street South. These accesses will be provided via Hulme Street/Cambridge Street junction and a new access proposed off Medlock Street, at River Street. These junctions will allow for all turning movements.

The access strategy has evolved to incorporate the needs of the wider site. This includes the cultural facilities and offices at First Street North. Given the volume of traffic likely to be generated by a mid-to-large supermarket it was necessary to consider a balanced level of access. This also allows for a more efficient site layout to the North with Whitworth Street West arches dedicated to pedestrian access and occasional servicing only. The removal of traffic from the archway facilitates the improved sustainable connections to Oxford Road Station, a key aim for the Development Framework.

The access from Medlock Street will alleviate pressure on the Albion Street / Whitworth Street West signal junction by taking traffic into the site quickly from Mancunian Way. A clear signage strategy is also likely to be very important to highlight efficient circulation routes through the sites.

5.2.2 First Street South Car Park Access

Wilmott Street will provide access to the new First Street South car park entrance. Vehicles will be routed into and out of the car park via Wilmott Street, with the choice of access/egress routes via Medlock Street or Hulme Street/Cambridge Street. This provides a balance of access/egress to avoid excessive pressure on one junction.

The internal roads will be suitably treated to ensure that pedestrian priority is given at its interface with First Street. It is proposed that this route will be a dedicated 20mph zone.

Where River Street meets Wilmott Street a priority controlled junction is proposed for vehicles heading towards the MSCP (FSN), the link road will be bitmac and is not proposed to be adopted. This is primarily due to plot constraints on either side of the proposed route preventing footway provision.

5.3 Pedestrian Access to the Site

The site utilises its city centre location and excellent public transport links to encourage sustainable trips to and from the development. The re-development of this site should strengthen the links between the city centre and surrounding neighbourhood areas such as Hulme. This will be achieved by improving existing access routes such as on road signalised crossings by providing new pedestrian access routes into the site.

Pedestrian access to the site is a clear priority. Access from the City Centre is currently facilitated by the existing pedestrian crossing at Albion Street / Whitworth Street West. To enhance linkages through from Oxford Road Station, proposals are being drawn up by MCC to provide a pedestrian link through the adjacent Hotspur Press site to connect with the North East corner of the masterplan area. Connection to the south is facilitated by the crossing on Mancunian Way as mentioned previously. This will connect to Wilmott Street with it's proposed enhanced public realm and pedestrian/cycle route.

5.4 Servicing

5.4.1 First Street South

Servicing and deliveries for the First Street South Food Retail will be via Chester Street with direct access to the rear service yard. This removes conflict with general traffic entering the site from Cambridge Street which will be directed to the car park via Hulme Street. Typically it is expected that 2-3 HGVs per day could service via this route, which is unlikely to cause over-intensification of use. The carriageway is very wide and currently serves as access for the student residential blocks to the south of the development plot, on-street parking bays will be unaffected.

Servicing for budget Hotel is to via a layby on Hulme Street/First Street loop. This will allow a 10m standard rigid vehicle to pull off the carriageway as close to the hotel lobby entrance as possible. The refuse will be stored in a specific waste storage room allocated on the ground floor – this will include recycling. The building manager will be responsible for wheeling the euro bins to the kerbside for collection by the bin wagon off Hulme Street 4 times per week. The bins will then be wheeled back inside. See Townsend landscape drawings for layout details.

The ancillary retail and student residential uses will have provision for servicing off Wilmott Street to the eastern elevation of the plot. Access for this area will be via the two way routes from River Street and Hulme Street and will be sympathetically designed to fit with the improved public realm on Wilmott Street. Refuse collection areas will be internal and as per the hotel, the building manager will be responsible for arranging the kerbside collections estimated at four lifts per week.

Servicing will typically be limited to Monday-Saturday 7am-9pm for all buildings and limited to light commercial vehicles only for Sunday AM.

It should be noted that all service and further vehicular movement up the First Street egress loop will be controlled by the on-site management company.

5.5 Parking Provision

5.5.1 First Street South – Retail car park

It is proposed that any retail development would include a total of **487** car parking spaces, approximately 5% of which will be disabled spaces. These spaces would be provided on the first two floors within a new MSCP accessed via Wilmott Street to the south of the development site. The parking provision is for the food retail unit only.

6 Measures & Initiatives

6 Measures & Initiatives

6.1 Introduction

This chapter discusses and details the specific measures and initiatives for this Framework Travel Plan. A 'Toolkit' of initiatives that are relevant to this development is presented in **Table 6.1**.

6.2 Administration of the Travel Plan

To ensure that the Framework Travel Plan is sustainable over the long-term a Travel Plan Co-ordinator will be responsible for the administration, development and implementation of the plan and its measures. As discussed in the introductory section, any businesses that occupy the available units within the development will be required to appoint their own Travel Plan Co-ordinator to ensure the delivery of the measures and targets identified.

The identified Travel Plan Co-ordinators will be required to liaise between employees and third parties on all relevant matters of sustainable travel including surveys, publicity, funding and implementation of the agreed measures. A Travel Plan Co-ordinator will also be responsible for the development and implementation of the Travel Plan and for:

- Seeking approval from Manchester City Council (MCC), to implement the measures identified within the Toolkit presented;
- Ensuring appropriate monitoring and data gathering procedures to be discussed with MCC;
- Seeking firm commitment from all staff;
- Undertaking personalised Travel Plan's; and
- Establishing co-ordination and attending meetings with MCC.

The Travel Plan Co-ordinator will also be responsible for the promotion of the Travel Plan to ensure that:

- All sustainable proposals within the Travel Plan are promoted, particularly making information available on sustainable alternatives to the private car;
- The health benefits of walking and cycling are publicised;
- The information provided is up-to-date and made available for all users; and,
- Successes from the Travel Plan are publicised.

To ensure that the Framework Travel Plan is sustainable in the long-term, monitoring is essential to maintain the integrity of the Travel Plan. The Travel Plan Co-ordinator will liaise with MCC on an annual basis, to report performance of the Travel Plan against defined indicators and targets to encourage a reduction in single vehicle trips. This process is discussed in greater detail in the following chapter.

6.3 Travel Plan Handover and Questionnaire

The tenant of the respective units will be issued with a copy of the Framework Travel Plan upon occupation. Questionnaire templates have been provided in **Appendix B** that will allow for base survey data to be collated and analysed informing a detailed Travel Plan.

6.4 Travel Plan Toolkit of Initiatives

Table 6.1 provides the toolkit of measures to be imposed on the design of the development and measures that will promote sustainable travel to and from the development.

Initiative	Responsibility / Ownership	Timescale
Public Transport provides a sustainable alternative to the private car. Access is available to and from the development via a number of sustainable transport modes including buses, trains and Metrolink.		
Ensure information on traveling by bus is kept up to date via a notice-board of information.	The Travel Plan Co-ordinator will be responsible for publicising bus travel information for staff ensuring that information on travelling by bus is kept up to date.	This will be established within 3 months occupation of the site.
Personal journey plans for traveling by bus will be available on request for staff as not everyone will be familiar or comfortable in using the services.	The Travel Plan co-ordinator will be responsible for organising personal journey plans for staff.	This will be established within 3 month occupation of the site.
Provision discounted ticketing on bus season tickets for employees.	The Travel Plan co-ordinator will investigate the potential for discounted ticketing for bus season tickets.	Potential initiative for consideration.
Walking (best suited to journeys under 2 miles)		
Promote walking for staff that live or work within 2 miles of the site.	The Travel Plan co-ordinator will promote walking for staff that live or work within 2 miles of the site.	The promotion of walking for staff within 2 miles of the site will be undertaken within 3 months occupation of the site.
Provide cloakroom, shower facilities, storage lockers and drying facilities for staff to use within the site buildings.	Facilities have been incorporated into the design of the development.	Already incorporated into the design of the development.
Safe walking routes will be identified through an accessibility audit.	The Travel Plan co-ordinator to undertake the accessibility audit.	To be completed within 3 month occupation of the site.
Development of a walk-share scheme, to establish walking partners and provide added security, particularly during darkness.	The Travel Plan co-ordinator will establish walking partners	To be completed within 3 months occupation of the site.
Cycling offers a more environmentally friendly alternative to travel by private car and is more space efficient with respect to parking and congestion.		
Promote cycling, in particular for journeys of between 2 and 6 miles in length.	The Travel Plan Co-ordinator will be responsible for promoting cycling for journeys between 2 and 6 miles in length.	This will be up and running within 3 months occupation of the development.
Provide secure, covered and accessible cycle parking	Secure and accessible cycle parking has been incorporated into the design of the development.	Already incorporated into the design of the development.
Provide lockers, changing and shower facilities within the site buildings.	Lockers, changing and showering facilities has been incorporated into the design of the site buildings.	Already incorporated into the design of the development.
Safe cycle routes to and from the development will be established for staff.	The Travel Plan co-ordinator will be responsible for establishing safe cycle routes for staff.	This will be completed within 3 months occupation of the site.

Regular promotional events to encourage cycling	The Travel Plan Co-ordinator will establish regular promotional events to encourage cycling.	Regular cycling promotional events will be encouraged within 3 months occupation of the development.
The provision of cycle lanes, direct routes, appropriate tactile surfaces, well lit and signposted to other amenities, public transport nodes and adjoining offsite cycle routes.	Travel Plan Co-ordinator to liaise with MCC given existing network	Potential initiative for consideration but responsibility of MCC to promote.
Offering financial incentives such as discounted purchase prices and/or preferential insurance rates for cyclists.	The Travel Plan Co-ordinator will investigate the potential for introducing incentives such as discounted purchase prices and preferential insurance rates for cyclists.	Potential initiative for consideration.
Private car usage, where there are no suitable alternatives, private vehicular travel will be controlled to reduce congestion and ease pressures on the surrounding highway network and parking.		
Encourage as many staff to share their journeys to the site.	The Travel Plan co-ordinator will establish staff car sharing by using survey information to identify potential car share partners.	Staff car sharing links will be established within 3 months occupation of the development.
Limit the number of car parking spaces at the proposed site.	There are a limited number of parking spaces proposed at the site.	Already incorporated into the design of the development.
Emergency Lift Home.	The Travel Plan Co-ordinator will establish an emergency lift home for members of staff who are car sharing.	This will be established within 3 months occupation of the development.
Encourage use of the new Greater Manchester Car Share website: www.carsharegm.com or develop a unique group for staff within the car share website.	The Travel Plan Co-ordinator will ensure that the Greater Manchester Car Share Website is utilised amongst staff members located at the development.	This will be established within 3 months occupation of the site.
A private website could be bought to establish a private car share database.	The Travel Plan co-ordinator will establish the potential for this initiative	Potential initiative for consideration.
Car Club	Existing car club spaces already on Cambridge Street. Travel Plan Co-ordinator to promote usage	Potential initiative for consideration
Other Initiatives. *Informative measures and the provision of additional physical measures can assist in the reduction and the reliance for travel by private cars.*		
Establish a Working Group or Travel Plan Group. Staff will be encouraged to assist with implementing the Travel Plan including: • Implementing and promoting measures outlined in this table - based on the results of the staff survey, • Setting targets based on the results of the staff survey, and • Re-setting targets.	A travel plan working group will be established by the Travel Plan co-ordinator.	A working group will be established within 3 months occupation of the site.
Inform staff of the health and fitness	The Travel Plan co-ordinator will post	This will be established within 3 months

benefits of cycling and walking through posters and notice boards situated in prominent locations.	notice boards and posters in prominent locations to inform staff of the health and fitness benefits of cycling and walking.	occupation of the site.
Provide space in prominent locations for notice boards and information points on travel by non-car modes of transport.	The Travel Plan co-ordinator will provide space in prominent locations for notice boards and information points on travel by non-car modes of transport.	This will be put in place within 3 months occupation of the site.
National events such as 'Green Travel Week' and 'In Town without My Car Day' will be held in order to raise the profile of the Travel Plan with staff.	The Travel Plan co-ordinator will establish these national events, in order to raise the profile of the Travel Plan with staff.	This will be established within 3 months occupation of the site.
Partnership Working		
Work with neighbouring Travel Plan Co-ordinator to deliver benefits by sharing resources etc.	Travel Plan Co-ordinator in partnership with Travel Change Team at MCC and Number One First Street.	This will be established within 6 months occupation of the site.
Delivery and Servicing Strategy	Travel Plan Co-ordinator to investigate opportunity to share servicing delivery movements	This will be established within 3 months occupation of the site.

Table 6.1 - Toolkit of Measures and Initiatives for sustainable travel to and from First Street site.

6.5 Manchester City Council Travel Change Team

Manchester City Council employs a dedicated Workplace Travel Coordinator. This service is free and provides assistance with developing detailed Workplace Travel Plans including:

- On-site consultation and advice;
- Advice on detailed travel survey reports and action plans;
- Step-by-step guides to setting up travel initiatives;
- Liaison with public transport operators; and,
- Up to date transport and travel information.

It is anticipated that the end users of the First Street site will involve the City Council to enhance the sustainable credentials of the site and deliver the key targets and objectives of the Framework Travel Plan. The Framework which has been prepared will be delivered through a Detailed Travel Plan with further information and assistance available from:

Manchester City Council, Travel Change Team- James McInerney

Telephone: 0161 234 3369

Email: Travelchange@manchester.gov.uk

Capabilities on project:
Transportation

7 Target Monitoring and Review

7 Targets, Monitoring and Review

7.1 Introduction

Targets for this Framework Travel Plan are detailed below along with a proposed monitoring process to ensure the relevant measures have been put in place. These have been produced in conjunction with travel planning guidance for Greater Manchester, which is available in the following website www.travelplans.org.uk.

7.2 Targets

Interim targets have been included within this Framework Travel Plan Report until such time as the development is occupied and travel surveys can be undertaken amongst the staff. Following completion and analysis of travel surveys, more formal targets can be agreed and set for future analysis.

7.2.1 Interim Targets

The following core targets have been identified below:

- To increase the number of staff and guests travelling by public transport;
- To increase the number of staff and guests travelling on foot;
- To increase the number of staff travelling by cycle; and,
- To reduce the number of staff and guests travelling by car, in particular for single occupancy travel.

7.3 Monitoring Process

Regular monitoring will be required as soon as the development is occupied, the staff questionnaire surveys have been undertaken, final targets are established and the Travel Plan measures are in place, this in order to assess whether the above targets for a reduction in travel are met. The Travel Plan Co-ordinator will play an important role in reviewing and re-setting staff targets.

7.3.1 Frequency

The Travel Plan Co-ordinator will review and monitor the success of the Travel Plan by observation on an on-going basis; however targets will be formally re-set on an annual basis (via a modal split survey).

7.3.2 Process

The bullet points below form an initial process for monitoring the success of the Travel Plan by observation.

- Monitor how many staff use public transport;
- Monitor how many staff walk;
- Monitor how many staff cycle;
- Monitor the extent of travel information provided;
- Monitor the level of marketing material that goes out in relation to the Travel Plan;
- Monitor any changes in levels of use of cycle parking; and
- Review how many members of staff car share.

Modal split surveys will be undertaken on an annual basis to establish how the travel plan is performing in terms of a shift in modal split towards previous targets set.

7.4 Timescales

Timescales for the implementation of measures, monitoring of targets, modal split surveys and full surveys are presented within the table below:

Action	Timescale
Undertake staff questionnaire travel surveys	On occupation of the development
Setting of firm targets	Following receipt and analysis of surveys
Implementation of all measures	Within 3 months occupation of the development
Monitoring of staff targets (observation)	Ongoing from 3 months occupation of the site. Weekly diary of reports to be kept on cycle parking usage etc.
Modal Split Survey (half survey)	Annually
Full Survey (to include demographics and revised measures) to ensure samples are representative	Every 3 years

Table 7.1 –Travel Plan Timescales

8 Summary

8 Summary

Summary
This Travel Plan has been submitted in support of the planning application for the proposed First Street South site located on the peripheral of Manchester City Centre.

Following a detailed site audit, the Travel Plan has been prepared through discussions with representatives of MCC, the client and with reference to current best practice guidance on the preparation of Travel Plans.

This document provides a toolkit of sustainable travel measures, with particular emphasis on access for pedestrians. It provides targets and includes guidance on administration and monitoring of the Travel Plan. It will be necessary for this detailed Travel Plan to be monitored annually.

Commitment to Establishing Initiatives
This final paragraph forms the First Street South commitment to establishing the Travel Plan measures contained within this report and to taking each of the proposed actions forward.

The proposed initiatives discussed in this travel plan will be established by The Travel Plan Co-ordinator and every effort will be made to achieve the targets set.

Signed:…….. The Travel Plan Co-ordinator

Capabilities on project:
Transportation