36 BRIDGE STREET LTD

PROPOSED RETAIL UNIT, FREEMASONS HALL, BRIDGE STREET, MANCHESTER

Framework Travel Plan

VN30217

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PLANS

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1 INTRODUCTION

1.1 Introduction

1.1.1 This Framework Travel Plan has been prepared as part of a current planning application to redevelop part of the Freemasons Hall on Bridge Street, Manchester. Whilst this application includes alteration to the function of the building, including the use of the building for conferences and events in addition to Freemasonry, the only element which is new to the building is the introduction of an A1 retail unit, located on the ground floor facing onto Bridge Street.

1.1.2 It is this retail element of the proposed development which is supported by this Framework Travel Plan document.

1.1.3 The preparation and adoption of a Travel Plan is an important element of managing the demand for travel to all modern developments. The Department for Transport issued a guide on the preparation of such travel plans in April 2009 in a document entitled ‘‘Good Practice Guidelines: Delivering Travel Plans through the Planning Process’.

1.1.4 Whilst consideration will be given to promoting sustainable modes to visitors and customers, this Travel Plan primarily sets out a strategy for the staff employed at the store.

1.2 The Framework Travel Plan

1.2.1 The recently published National Planning Policy Framework (NPPF) document (March 2012) highlights the role that Travel Plans can play in facilitating sustainable travel.

1.2.2 This generic Framework Travel Plan provides the first stage in developing a long-term strategy to encourage journeys to the site by sustainable modes of transport. This will be built upon by any future occupier, who will prepare a business specific Travel Plan document within 6 months of occupying the retail unit.

1.2.3 The aims of the strategy are:

- To encourage staff to use alternatives to the private car;

- To increase the awareness of the advantages and potential for travel by more environmentally friendly modes; and
- To introduce a package of management measures that will facilitate travel by modes of transport other than the private car.

1.2.4 The principle strands of the plan are set out as follows:

i) Appointment of a Travel Co-ordinator.

ii) Ensuring travel awareness.

iii) Creation of a travel database.

iv) Ensuring the availability of travel information.

1.2.5 36 Bridge Street Ltd. are committed to ensure that the objectives of the Travel Plan are achieved as best as possible, and will make the occupier of the retail unit aware of their obligations.

1.2.6 The specific objective of the Travel Plan is to encourage the continued use of means of transport other than the private car and reduce single person car trips in the interest of supporting sustainable transport policies.

1.2.7 Whilst aimed at both customers and staff employed at the store, the Framework Travel Plan's primary aim is to shape staff travel patterns. The travel choices of staff are easier to influence and provide more scope for change than those of customers, due to customers' less than daily frequency of trips and level of control that a retailer can influence over their travel behaviour.

1.3 Plan Administration

1.3.1 The occupier of the retail unit will be required to designate a Travel Co-ordinator for the store. Essentially this Co-ordinator will provide a liaison in implementing the plan with the local authority.

1.3.2 Details of the nominated Travel Co-ordinator will be submitted to the Planning and Highway Authority. Similarly, the Co-ordinator will be advised of appropriate contact personnel at the local authorities.

1.3.3 The Travel Co-ordinator will be the first point of contact for staff and other outside organisations in all matters regarding travel. He/she will maintain an up-to-date file containing all correspondence to and from staff and customers relating to the Travel Plan.

2 TRAVEL AUDIT

2.1 Introduction

2.1.1 This section provides a travel audit of the existing travel infrastructure and facilities provided in the vicinity of the store. Being located within Manchester City Centre, the store has excellent levels of accessibility by non-car modes of transport.

2.1.2 A plan showing the site in relation to local public transport infrastructure can be seen at **Plan 1**.

2.2 Bus Provision

2.2.1 Bus stops are located on Bridge Street within 50 metres of the site, providing regular serves to a number of destinations including:

- Bolton
- Leigh
- Salford Quays
- Shudehill Interchange
- Victoria Station
- Burnage
- East Didsbury
- Atherton
- Lowten
- Worsley
- University of Salford
- Farnworth

2.2.2 In addition, two of the free, regular, central Manchester Metroshuttle bus services pass either along or close to Bridge Street. The Orange Line passes along Bridge Street every 6 minutes during peak periods, serving various destinations within the city centre including Piccadilly Station. The Purple Line operates nearby and serves Salford Central Station and Piccadilly Station every 10 minutes.

2.2.3 The site is therefore very well served by buses.

2.3 Train Provision

2.3.1 Salford Station is located approximately 400m from the site. From here a number of destinations are served, including:

- Manchester Victoria
- Clitheroe
- Stalybridge
- Kirkby
- Rochdale
- Blackpool North
- Wigan Wallgate
- Southport
- Salford Crescent

2.3.2 In addition, the local bus services serve the primary railway stations in Manchester, including Piccadilly and Victoria Stations as well as a number of Metrolink tram stations. Therefore, the site is very well served by local and regional trains services.

2.4 Pedestrian Assessment

2.4.1 The Chartered Institution of Highways and Transportation (CIHT) document, entitled 'Guidelines for Providing for Journeys on Foot', states that a distance of 2 kilometres is defined as a preferred maximum for commuting.

2.4.2 The site is well situated in relation to Manchester City Centre and Salford, with a well connected network of pedestrian routes. In the vicinity of the site, all pedestrian footways are sufficiently wide and lit with dropped kerbs and tactile paving being present where required. Pedestrian crossing facilities existing on Bridge Street at the junction with St. Mary's Parsonage and further facilities exist on Deansgate at the junction with Bridge Street in order to provide links with the wider City Centre.

2.4.3 The site is therefore very accessible for those wishing to walk.

2.5 Cycling Assessment

2.5.1 A number of cycle facilities existing in close proximity of the site.

2.5.2 Cycle parking facilities are provided on the opposite side of Bridge Street within the public space that is surrounded by Bridge Street, St. Mary's Parsonage and King Street West. Here, a number of Sheffield stands can be found to securely fasten a bicycle.

2.5.3 A series of advanced stop lines for cyclists are provided along Bridge Street, giving priority for cyclists over other vehicles at the junctions with St. Mary's Parsonage and Deansgate.

2.6 Travel Audit Conclusions

2.6.1 It can therefore be concluded from this travel audit that the store is accessible by a range of modes of travel, including walking, cycling and public transport.

3 PLAN ADMINISTRATION

3.1 Introduction

3.1.1 Implementation of the Travel Plan is the responsibility of the Travel Co-ordinator. The Travel Plan Co-ordinator will be appointed from within the store management and co-ordination of the Travel Plan will be a specific task within his or her job description.

3.1.2 Administration of the plan involves the maintenance of the necessary systems, data and paperwork, consultation and promotion. The nominated person is responsible for the Plan document.

3.1.3 The Travel Co-ordinator will be responsible for developing a final business specific Travel Plan document, the administration of the Travel Plan, the implementation of the measures it advocates, for its ongoing monitoring and review.

3.1.4 The Travel Plan Co-ordinator will be required upon appointment to be in contact with Manchester City Council's Travel Change team.

3.2 Plan Administration

3.2.1 A filing system will be established and maintained, for recording all correspondence relating to the Travel Plan, the results of the periodic monitoring and the results of each Annual Review.

3.2.2 The Travel Co-ordinator will be responsible for setting up and maintaining a staff travel database, which will comprise Travel Survey results.

3.2.3 In the interests of confidentiality, the Travel Plan Co-ordinator alone will hold the database and be responsible for the release of information.

3.2.4 Information contained in the database will be released to the planning authority on request. In the interests of security, only postcode details will be supplied.

3.2.5 The Travel Plan will be reviewed annually. New members of staff will be entered into the database on the commencement of employment and staff leaving employment will be removed from the database.

3.3 Consultation

3.3.1 The Travel Plan Co-ordinator will liaise with outside bodies such as Manchester City Council, TfGM and public transport providers and provide a list of contacts.

3.3.2 The contact list that is to be produced will contain names, addresses and phone numbers of representatives of the planning and highway authorities and public transport operators. The list will be amended or added to as necessary. It will be the responsibility of the Travel Plan Co-ordinator to keep the contact list updated.

3.4 Promotion

3.4.1 In addition to this external liaison role, the Travel Plan Co-ordinator will be responsible for liaising with staff so that their concerns and proposals can be taken into account in the development of the Travel Plan.

3.4.2 Other primary functions of the Travel Plan Co-ordinator will include: -

- Increasing travel awareness of staff so that they can make informed travel choices through means such as publicity information, staff workshops and other suitable media;
- Responsibility for the display and maintenance of up-to-date public transport travel information in staff areas;
- Promotion of sustainable transport measures to staff, including information of the health benefits of walking and cycling, and ensuring the provision and maintenance of appropriate facilities on the site to encourage these modes;
- Liaison with local bus companies with a view to maintaining and enhancing services to the site;
- Organisation of travel surveys to enable the performance of the Travel Plan to be monitored and to inform the setting of mode share targets.

3.5 Marketing and Communications Strategy

3.5.1 Marketing and communications of the Travel Plan will form a vital role in the success of the plan.

3.5.2 Part of the marketing strategy includes publicising the success of the Travel Plan to staff. Regular updates of what has been achieved are an important part of the strategy and will encourage members of staff to meet targets as well as providing motivation to continue.

3.5.3 There are several methods of communication that will be used to promote the Travel Plan. These may include posters, information provided within pay-slips, team briefings, Travel Plan newsletters and notice boards etc.

3.5.4 In conjunction with communicating the Travel Plan on a development specific basis there are many national and local campaigns which can be used to raise awareness, as well as providing advice and ideas for marketing and campaign materials.

3.6 Updating

3.6.1 The Travel Plan is a dynamic strategy which is intended to evolve over time. However, the objectives of the Travel Plan, to 'educate' staff and to 'facilitate' travel by sustainable modes, will not change.

3.6.2 An ongoing monitoring programme, and in particular an annual review, outlined in **Section 6**, will provide up-dated information that will allow the targets to be set and the Final Travel Plan document to be revised, refined and improved.

4 TRAVEL PLAN MEASURES

4.1 Introduction

4.1.1 This section covers the measures that may be employed to assist in reducing single occupancy car travel and encourage staff to use modes of travel other than the private car.

4.2 Travel Plan Co-ordinator Role

4.2.1 The role of Travel Plan Co-ordinator will include amongst others:

- Preparing and co-ordinating data gathering exercises;
- Developing staff travel awareness;
- Promoting the use and availability of alternative travel options for both staff and customers;
- Liaising with relevant bodies and organisations such as local authorities and transport providers;
- Developing initiatives to increase customer travel awareness;
- Managing the operational requirements of the Travel Plan; and
- Reviewing the work programme at regular intervals and monitoring the development of the Travel Plan in line with the targets set.

4.3 Increasing Travel Awareness

4.3.1 The Travel Plan Co-ordinator will provide a Travel Pack which will be prepared in consultation with the Council's Travel Plan Officer and will be given to all staff working at, joining, or transferring to the development. This will: -

- Contain a statement explaining the background and purpose of the Travel Plan and will set out the company's commitment to ensuring its success in achieving targets;
- Identify the Travel Plan Co-ordinator and his or her role;
- Set out the store's policy with regard to staff travel by sustainable modes of travel and identify websites which may assist these users;

- Advise locations for the display of travel and transport information and draw colleagues' attention to the on-line web-based travel information available from local transport operators; and

4.4 Car Sharing Scheme

4.4.1 The Travel Plan Co-ordinator will actively promote the use of a car sharing schemes for staff such as the ones operated by the Liftshare organisation (www.liftshare.com).

4.4.2 This offers a car sharing facility for both individuals and private groups/companies to create secure and confidential car sharing database.

4.5 Walking

4.5.1 The Travel Plan Co-ordinator will encourage walking to the site where it is practical to do so.

4.5.2 In addition, www.walkit.com will be promoted. This is an urban walking route planner, and provides a range of information including a route map between any two points, journey time information, calorie burn, step count and carbon saving.

4.5.3 The Travel Plan Co-ordinator will monitor all pedestrian infrastructure within the vicinity of the site to ensure they are maintained to an acceptable standard and will bring to the Council's attention any further improvements to offsite pedestrian routes and linkages that may in his or her opinion encourage more staff to walk.

4.6 WalkBudi

4.6.1 Staff will be provided with information on the WalkBudi scheme through information contained within the Travel Pack. Information on the scheme is available on the website www.walkbudi.com.

4.6.2 The WalkBudi scheme is part of the National Lift Share Network and is simple and free to use. It simply matches individuals with others walking in the same way so they can walk together. The matches are displayed in both tables and map format, allowing the user to easily find the most suitable people.

4.6.3 The WalkBudi scheme aims to help individuals to meet others wanting to travel the same way. It can be used for regular trips such as walking to the office or going to the station as well as making a journey safer.

4.7 Cycling

4.7.1 The site is readily accessible by bicycle and storage facilities will be provided for staff who cycle to store their equipment.

4.7.2 The Travel Plan Co-ordinator will monitor the demand for cycle parking spaces on the opposite side of Bridge Street and will discuss with the Council the provision of additional facilities if the demand so indicates.

4.7.3 The Travel Plan Co-ordinator will monitor all cycle routes close to the site are to an acceptable standard and will bring to the Council's attention any further improvements to cycle routes and linkages that may encourage more staff to cycle to work.

4.8 Cycle Schemes

4.8.1 Staff will be provided with information on the BikeBUDI scheme through information contained within the Travel Pack. Information on the scheme is available on the website www.bikebudi.com.

4.8.2 The BikeBUDI scheme is also part of the National Lift Share Group and in much the same way as the WalkBUDI scheme aims to match individuals with others cycling the same journey so they can ride together.

4.8.3 As with the WalkBUDI scheme, the matches are displayed in both table and map format, allowing the user to easily find the most suitable people.

4.8.4 The idea is not just to help current cyclists to find a "bike buddy" but also to encourage individuals who may be concerned about cycling to take up cycling, by putting experienced cyclists in touch with those willing to give it a try.

4.8.5 Within the Travel Pack staff will also be provided with information for the web links on cycling and cycle routes which are available on Manchester City Council's website.

4.9 Public Transport

4.9.1 The Travel Plan Co-ordinator will ensure that up-to-date public transport timetables and route information covering at least the greater part of the staff catchment area is permanently and prominently displayed in staff quarters as well as in general notice board areas.

4.9.2 Using public transport will be encouraged through using public transport planning sites such as www.transportdirect.com or www.traveline.info or www.tfgm.com.

4.10 Emergency Ride Home

4.10.1 The Travel Plan Co-ordinator will provide a facility for an emergency ride home for staff that arrive at the store by means other than single occupancy car travel and have a genuine need to return home quickly.

5 TARGET SETTING

5.1 Introduction

5.1.1 As this is a Framework Travel Plan document without an end occupier it is unwise to set Travel Plan targets. Rather, it is proposed that the end occupier undertakes a travel survey, sets targets and produces a final Travel Plan document within 6 months of occupying the retail unit.

5.2 Potential Targets

5.2.1 Targets which may potentially be included in the Travel Plan include the following:

- Certain %age of staff to travel to work by non-car modes. This is to be achieved within a 5 year timeframe of the extension commencing operation and continue at the same level thereafter.
- Certain %age model shift of staff away from the private car to non-car modes. To be achieved within 5 years.
- Certain %age decrease in the number of single occupancy journeys to and from the site by staff.

6 MONITORING AND REVIEW

6.1 Introduction

6.1.1 A program of monitoring and review will be included in the final Travel Plan document to generate information by which the success of the future plan can be evaluated.

6.1.2 The Travel Plan Co-ordinator will be responsible for implementing the monitoring and review program.

6.2 Monitoring

6.2.1 The effectiveness of the Travel Plan in achieving the previously detailed targets will be measured by:

Staff Travel Surveys

6.2.2 Staff travel surveys will be undertaken on a yearly basis approximately 12 calendar months after the final Travel Plan document has been published, with the results provided to the City Council as part of the Annual Review Report.

6.2.3 Staff travel surveys will be undertaken and analysed 'in house'. The results of the initial round of monitoring will then be reviewed in order to refine the Travel Plan prior to their formal submission to the City Council.

Additional Monitoring Methods

6.2.4 In addition to the above the following methods of data collection will be also used to monitor the success of and guide the development of the Travel Plan. It will be the responsibility of the Travel Plan Co-ordinator to organise the collection and dissemination of this information.

- Monitoring of cycle parking occupancy;
- Monitor demand for additional cycle and motorcycle parking for staff;
- Spot checks of numbers of people alighting at the bus stops closest to the site;
- Record comments received from staff and customers relating to the operation and implications of the plan; and

6.2.5 Information gathered through the monitoring process will be recorded for input in the Annual Review, details of which are provided below.

6.3 Annual Review

6.3.1 It is recognised that Travel Plans are active documents which should be reviewed on a regular basis to ensure that they reflect current opportunities and local circumstances. As such the Travel Plan will be reviewed on an annual basis, with an Annual Review Report provided to Manchester City Council.

6.3.2 On or about the anniversary of the first review of the Travel Plan, the Travel Co-ordinator will undertake a comprehensive review of the plan, with the objectives of the review being to assess the success of the Travel Plan and to identify the potential for future refinement of the details of the document.

6.3.3 The Annual Review of the Travel Plan will be undertaken for a 5 year period. Thereafter the strategy for its continuation will be discussed between the occupier and Manchester City Council.

6.4 Mitigation Measures

6.4.1 Should the Annual Review Report conclude that the Travel Plan targets are not being met then mitigation measures will be introduced.

6.4.2 At this time the Travel Plan Co-ordinator will liaise with the City Council's Travel Plan Officer to derive an appropriate package of mitigation measures which are mutually agreed between the occupier and Manchester City Council.

6.4.3 Should a package of mutually agreed mitigation measures be introduced a revised set of travel targets will then be established during the Annual Review of the Travel Plan and implemented for the following calendar year.

PLANS

PLAN 1

Scale 1 : 3 700

0 100 200 yards

0 100 200 metres

N

Key

- Bus served roads
- Other road
- Motorway
- One way street
- Metroshuttle route 1 and bus stops
- Metroshuttle route 1 peak time only
- Metroshuttle route 2 and bus stops
- Metroshuttle route 3 and bus stops
- Train line, station & main entrance
- Metrolink tram line & stop
- Bus stop on street with identifying letter
- Other bus stops
- Information centre
- Bridge
- Pedestrian roads and areas
- Featured building
- Parks and gardens
- Water, lock & towpath
- Footpath

Site Location

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Mapping based on aerial photography. Information regarding bus routes contained on this map is provided by the bus operators and could be subject to change at short notice. At time of going to print the information shown includes all changes up to 11 February 2013.

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