

Travel Plan

Revision 3

Units 1, 3 & 4, 1121 Ashton Old Road, Manchester, M11 1AA

UK Management College – Abarna Campus

March 2025

Prepared by

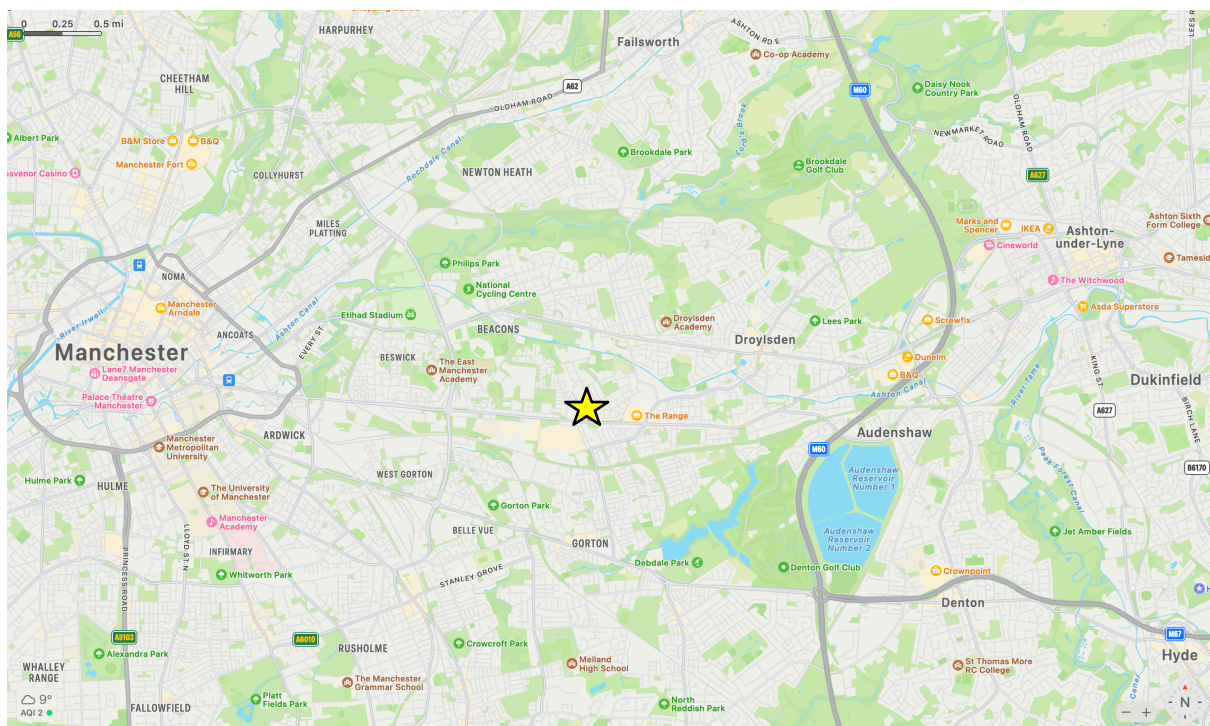


1 Introduction

4D Planning has been commissioned to prepare a Travel Plan in respect of the UK Management College – Abarna Campus, based at Units 1, 3 and 4, 1121 Ashton Old Road, Manchester M11 1AA. The College was opened following grant of consent for the conversion of a former motorcycle sales site to an education facility under Use Class F1(a). This Travel Plan has been prepared in order to discharge Condition 6 of Planning Permission 138709/FO/2023. The application to discharge this condition has been made under reference CDN/25/0107.

The site is located east of Manchester and is located within the City of Manchester. The site location in relation to the main local settlements and transport opportunities is shown in Figure 1-1.

Figure 1-1 Site Location Plan



This Travel Plan has been prepared in order to discharge Condition 6 of planning permission 138709/FO/2023, which reads as follows:

“6) Before the building is first used, for educational purposes, a Travel Plan shall be submitted to and agreed in writing by the City Council as Local Planning Authority. In this condition a Travel Plan means a document which includes:

i) the measures proposed to be taken to reduce dependency on the private car by those [attending or] employed in the development

ii) a commitment to surveying the travel patterns of staff during the first three months of use of the development and thereafter from time to time

iii) mechanisms for the implementation of the measures to reduce dependency on the private car

iv) measures for the delivery of specified travel plan services

v) measures to monitor and review the effectiveness of the Travel Plan in achieving the objective of reducing dependency on the private car

vi) details of how the Travel Plan mechanisms/arrangements would work in conjunction with the college's nearby site at Stanley Street, Openshaw

Within six months of the first use of the development, a revised Travel Plan which takes into account the information about travel patterns gathered pursuant to item (ii) above shall be submitted to and approved in writing by the City Council as local planning authority. Any Travel Plan which has been approved by the City Council as local planning authority shall be implemented in full at all times when the development hereby approved is in use.

Reason - To assist promoting the use of sustainable forms of travel to the college, pursuant to policies SP1, T2 and DM1 of the Manchester Core Strategy”.

It is acknowledged that the change of use has been implemented in advance of the discharge of Condition 6, and therefore this Travel Plan seeks to address the requirements of this Condition on that understanding.

A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design and proximity to facilities and services create the conditions to make sustainable travel choices a natural option, communicating these opportunities to occupiers is also critical to the success of the Travel Plan.

The Travel Plan should demonstrate a holistic approach by incorporating both ‘hard’ physical measures and ‘soft’ marketing and management measures necessary to address the transport impacts arising from development.

The travel plan is essentially a ‘living document’ requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using the site and provides continuous improvements for its duration. These aspirations and actions should be documented in a Travel Plan, the structure and content of which are dependent upon a range of factors including location, nature of development, the occupiers and the end users.

The applicant is fully supportive of the Travel Plan, appreciates the benefit of using and encouraging greater use of sustainable transport by students and staff.

Report Structure

The remainder of this report is structured as follows:

- Section 2 – Policy and Best Practice;
- Section 3 – Site Assessment;
- Section 4 – Travel Behaviour;

- Section 5 – Objectives and Targets;
- Section 6 –Travel Plan Strategy;
- Section 7 – Travel Plan Measures;
- Section 8 – Monitoring and Review; and
- Section 9 – Action Plan.

2 Relevant Policies

National Policy

National Planning Policy Framework

The latest publication of the National Planning Policy Framework (NPPF) was adopted in December 2024. The latest NPPF is a minor revision of national planning policy guidance. The NPPF aims to enable local people and Councils to produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

The NPPF sets out a presumption in favour of sustainable development which should be delivered with three main objectives: economic; social and environmental (Paragraph 11).

Paragraph 116 of NPPF sets out that:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe, taking into account all reasonable future scenarios.”

Paragraph 117 states that: *“Within this context, applications for development should:*

- a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.*

Paragraph 118 states that:

“All developments that generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be addressed and monitored”.

Local Policy

Places for Everyone Joint Development Plan Document for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan (2024)

Aspects of the City of Manchester Core Strategy have been updated by 'Places for Everyone Joint Development Plan Document for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan' which was adopted on 21st March 2024.

Paragraphs 10.71 to 10.81 and Policy JP-C8 sets out the Transport Requirements for New Development.

Manchester Core Strategy (2012)

Policy T2 – Accessible areas of opportunity and need

The most relevant portion of this policy, which is referred to in the justification for Condition 6, is the final bullet point, which seeks to ensure that new development *"Includes proportionate Traffic Impact Assessments and Travel Plans for all major applications and for any proposals where there are likely to be access or transport issues"*.

Greater Manchester Transport Strategy 2040

The Greater Manchester Transport Strategy was developed by Transport for Greater Manchester [TfGM] in partnership with key stakeholders within the Greater Manchester area. The document provides a plan of how local transport develops within the Greater Manchester area over the period to 2040.

Greater Manchester is an important driver of economic development within the region, and therefore an extensive, safe, integrated transport network is therefore essential to support and encourage economic development within the region; the document therefore contains both a long-term strategy and short-term implementation plan to ensure this development continues and is undertaken in the most sustainable way.

A key aim for Greater Manchester is to ensure closer integration in both service delivery and in travel choices. In part this is achieved through encouraging travel by more sustainable modes by informing users of the range of options available to access.

Where possible, initiatives will be undertaken to ensure that all new developments make best use of walking, cycling and public transport routes. Cycle and pedestrian infrastructure will be provided at new developments, including leisure facilities, to support this objective. Initiatives to encourage the use of public transport to new developments will also be undertaken.

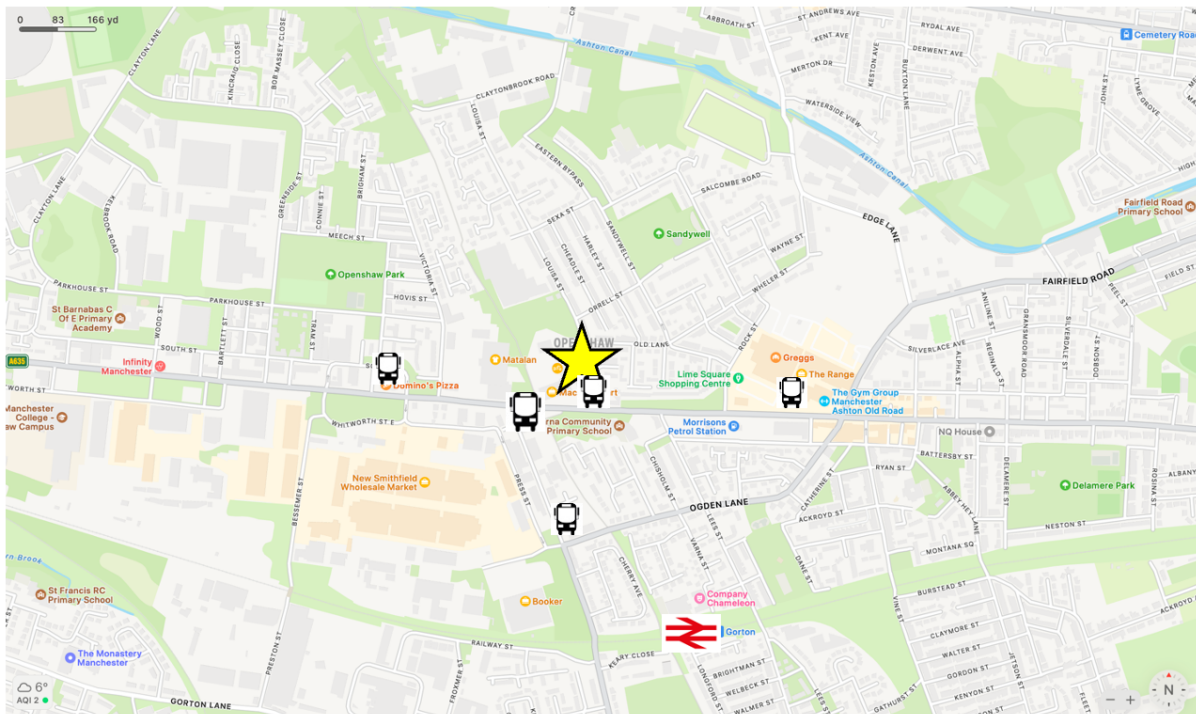
The plan goes on to identify that the main town centres are well placed to benefit from the existing concentration of activity and good accessibility. This should make any development in these locations ideally situated to benefit from these good transport and accessibility links.

3 Site Assessment

Introduction

This section provides a description of the existing highway network surrounding the site, and considers the accessibility of the site by non-car modes of transport, including on foot, bicycle and public transport. The site location and local highway network are shown in Figure 3-1:

Figure 3-1 Site Location and Local Transport Facilities



Previous Use

The site is occupied by an existing building which previously operated as a motorcycle retailer, with areas of open space at the south and west, which provide for car parking and servicing access. The site has a direct egress crossover onto the A635, and takes access via a paved shared access route which is also serves a group of commercial properties known as Tower Mill. To the north of the site there is a car park belonging to an adjacent site, and to the east is Louisa Street, which predominantly serves residential properties.

Local Road Network

The site is accessed from the A635 Ashton Old Road, which is a significant east west route which links to the A57(M) and east Manchester, to Ashton-under-Lyme and the M60. The route, alongside a number of others serves east-west traffic broadly parallel to the A58 route. The carriageway at the A635 in close proximity to the site is some 11.5m in width and includes a hatched central reserve. The road operates with a 30mph speed limit, while Louisa Street is a 20mph route. There are double yellow lines covering the highway network in the vicinity of the site, thus restricting the potential for on street parking.

Pedestrian Network

The footways nearest to the site range from 2m adjacent to Ashton Old Road, and approximately 1.5m wide at Louisa Street. The footways are surfaced with black top and provide good links throughout the local area. Tactile paved crossing points are provided, and the footway network across the local area is consistent and provide a good level of connectivity.

An image of the site as viewed in July 2024, is shown from the crossroad with Louisa Street, includes the adjacent highway network and bus stop, is set out in Figure 3-2.

Figure 3-2 View of Ashton Old Road, with site to the right (July 2024)



Public Transport

Bus

The site is served by an eastbound stop which is located directly opposite the site on Ashton Old Road. The nearest westbound stop is some 150m to the west, and therefore both stops are within a 5 minute walk from the site. The local stops include shelters, seating and route details. The bus services, which are part of the Transport for Greater Manchester network that operate from these stops are detailed as follows:

Table 3-1 Local Bus Services

SERVICE	DETAILS	
	Route	Daytime Frequency
171 and 172	Manchester City Centre and Newton Heath to Ashton under Lyne	Eight services per hour in each direction
219	Manchester City Centre and Newton Heath to Ashton under Lyne	
221	Manchester City Centre and Newton Heath to Ashton under Lyne	
688	Gorton to Monsall	One per day
703	Monsall to Abbey Hey	One per day
719	Manchester City Centre to Beston	One per day
725	Chorlton upon Medlock to Belle View	One per day

National Rail

The nearest railway station to the site is Gorton, which is located some 700m walking distance from the site. A signalised pedestrian crossing is available to the east of the access in order to facilitate journeys across Ashton Old Road between the station and the site.

4 Travel Behaviour

Introduction

This section of the report provides an indication on the travel patterns adopted by students and staff to the UK Management College (UKMC), Abarna Campus. These will provide a basis for setting appropriate Travel Plan targets as detailed in Section 5 of the Travel Plan. The UKMC operates with a maximum of 15 members of staff on site at any one time and a maximum of 120 students at any one time.

Forecast Travel Patterns

The trip generation will be defined by the capacity of the Abarna Campus for students and staff, with maximum figures being 120 and 15 respectively. It is noted that the car parking provision will be provided to a total of 18 spaces, which is consented and strikes a balance between accommodating demand without encouraging staff and student to drive to the college. Six of the 18 spaces will be for staff use only, while the remaining 12 spaces for students. The majority of students and teaching staff based at the site will be expected to arrive by public transport, or on foot or bicycle. This report demonstrates that the site has immediate access to a number of highly frequent bus services and is accessible to rail services.

The exact composition of journeys made to site will be confirmed following the baseline Travel Plan monitoring survey which is due to be undertaken. Further details are provided in Sections 5 and 6 of this Travel Plan.

5 Objectives and Targets

Objectives and Principles

Travel Plans should include targets to reduce single occupancy vehicle trips but should also consider measures to promote specific modes of sustainable travel, such as walking and cycling which have health benefits.

The strategy for this travel plan therefore has the following general objectives:

- To establish sustainable travel principles for the site as a whole;
- To minimise single occupancy vehicle trips;
- To support car-free lifestyles;
- To increase the attractiveness and use of cycling for day-to-day journeys;
- To encourage healthy and active travel;
- To raise awareness of sustainable modes of transport available for visitors to and from the site;
- To implement a monitoring process; and to
- Coordinate with the local UKMC premises at College House Campus, Stanley Street, Openshaw.

Targets

In accordance with best practice guidance, all targets identified will be SMART, in that they are: Specific; Measurable; Achievable; Realistic and Time-bound.

Two types of targets have been identified. Action and Aim type targets for the site are set out in turn below.

Action Type Targets

The following action type targets are set for the proposed development:

- Appoint a Travel Plan Coordinator (TPC) to take responsibility for the development and management of the plan, and to ensure its delivery;
- The development encourages sustainable travel behaviour through its design with the development containing restricted car parking which is for essential use only;
- Provide 43 secure cycle parking spaces;
- Provide 18 car parking spaces; and
- TPC to organise initial travel surveys upon 3 months of operation of the approval of this TP and at surveys in Years 1, 3 & 5 for up to five years (if targets are consistently achieved).

Aim Type Targets

The Travel Plan targets aim to measure the progress made towards achieving the Travel Plan objectives. Targets are generally based on achieving modal shift through reductions in car use, in this case through reduced proportion of drop off trips and car parking, and through increases in the use of sustainable modes such as bus patronage, walking and cycling.

The Travel Plan aims for a significant reduction in car trips over the next five years in line with local, regional and national policy. The interim target is to reduce the mode share for car borne journeys by 5% from the baseline survey mode share. The target will be reviewed following review of survey results.

6 Travel Plan Strategy

Management

Travel Plan Co-ordinator (TPC)

The Travel Plan Co-ordinator will be appointed to take responsibility for the development and management of the plan, and ensuring its delivery.

The TPC role for the UKMC at the Abarna Campus (Units 1, 3 & 4 1121 Ashton Old Road) will be a member of staff and the role is envisaged as additional to existing duties. The TPC will both be responsible for implementation of the sustainable travel initiatives. It is envisaged that the role will encompass the both the site at Abarna Campus Ashton Old Road and that at the nearby College House Campus, Stanley Street.

The roles and responsibilities of the TPC is set out below:

- Implementation and management of the Travel Plan;
- Awareness-building and engagement with staff and students;
- Strategic marketing and communication;
- Implementing and managing measures;
- Measuring success and monitoring change;
- Reporting progress to all Travel Plan stakeholders, including staff, students and the planning and highway authorities;
- Obtaining and maintaining commitment and support from staff;
- Giving advice and information on transport-related subjects to staff and visitors; and
- On-site coordination of data collection for the plan. The site location benefits from good accessibility by non-car modes of travel, including on foot, by cycle and public transport.

Marketing Strategy

It is recognised that a marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan and disseminate travel information and notification of events and facilities provided. Full details of the marketing strategy are contained within the individual measures chapters. The marketing activities to be undertaken include:

- Provision of links to relevant journey planning information and timetable for public transport services will be provided within promotional material.
- Notification of sustainable travel events and reminders to staff of incentives.

Securing the Travel Plan and Funding

All measures implemented will be funded by the UKMC, including any cost associated with monitoring.

Monitoring of the UKMC travel patterns will occur on the basis of Years 0, 1, 3 and 5 in accordance with best practice guidance from TfGM.

The TPC will arrange the surveys when they become due.

7 Travel Plan Measures

Introduction

This section outlines the measures which will be implemented on site in order to achieve the objectives identified within Section 5. These measures form the core of the Travel Plan. The measures have been grouped into three types as follows and considered in turn in the following sections:

- 'Hard' physical measures incorporated into the design of the site and development;
- Key services and facilities; and
- 'Soft' marketing and management measures which will be implemented as part of the development proposals to ensure that sustainable travel behaviour is maximised.

'Hard' Measures – Site Design

It should be recognised that many attributes of the UKMC Abarna Campus location will influence travel patterns, and will have a significant impact upon reducing dependence upon the car. The hard measures that are incorporated into the design of the development are set out below. It should be noted that appropriate hard measures will be provided during the construction and refurbishment of the building prior to occupation and will be funded by the operator.

Accessibility

The pedestrian connections to the wider surrounding network provide links to the adjacent bus stops and further opportunities across the local area, as outlined within Section 2 of this Travel Plan.

Car Parking Provision

The Abarna Campus will be provided with car parking to a total of 18 spaces, comprising six spaces for staff and 12 spaces for students.

Cycle Parking Provision

Cycle parking would be provided within the site to comply with the planning consent. This is a total of 43 secure cycle parking spaces, using a Broxap system as set out in the accompanying details to discharge Condition 7 of planning consent 138709/FO/2023.

'Soft' Measures – Marketing and Promotion

The location of the premises, its design and proximity to bus services should create all of the conditions to make sustainable travel choices an attractive option. However, it is also recognised that a communication strategy is key to the success of the Travel Plan. Details of the communication strategy for the UKMC are set out below.

UKMC Website

Links to relevant public transport travel information will be provided on the webpage for the UKMC including the TfGM journey planner.

The website will also include the following:

- Promotion of key services and facilities: Full details of the key services and facilities provided by the Travel Plan will be included on the website.
- Promotion of health benefits associated with active modes of transport: The website will provide details of the health benefits associated with walking and cycling regularly;
- Providing pre-prepared information on the UN Sustainable Development Goals in order to raise awareness of the environmental and cost saving benefits associated with sustainable travel and reducing car usage.

Notice Boards

Notice boards providing travel and community information to staff and students will be used.

Maps of the immediate local area will be displayed within the UKMC Abarna Campus identifying locations of cycle routes and parking and public transport service access points. Notices will also be used to inform staff and students of any new travel initiatives or events organised by the TPC.

Feedback and Personalised Travel Planning

Persons wishing to raise specific transport-related matters will be encouraged to discuss them with the TPC for consideration. The TPC will also be able to provide personalised travel planning advice to staff and students as may be required.

9 Action Plan

Introduction

The programme for the implementation of the Travel Plan measures is set out in Table 9-1 and sets out tasks, intended implementation dates and funding sources. The action plan is intending to be a live document and will therefore be updated by the TPC to reflect the outcome of consultation with the local planning authority, once the first full multi-modal travel survey has been completed.

Figure 9-1 Action Plan

Action	Target (values)	Target Date	Funding	Indicator / Measured by	Responsibility
Appointment of TPC	N/A	TPC to be appointed upon occupation	UKMC	Appointment of role by target date	UKMC
Provision of 'hard' measures (Cycle parking & 18 car parking spaces)	Provide cycle parking spaces, and providing limited car parking spaces	Due for completion	UKMC	Delivery of cycle and car parking	UKMC
Provision of 'soft' measures (encouraging lift sharing, use of cycle spaces)	Provide all the relevant information for staff, students and visitors	Upon occupation	UKMC	Scheme up and running	UKMC / TPC
Preparation of travel information on website	Website information promoted to every member of staff and students upon opening	Upon occupation	UKMC	Travel survey	UKMC / TPC
Undertake initial travel surveys	N/A	Within 3 months of approval of Travel Plan	UKMC	Receipt of survey results	TPC
Consider opening a dialogue with Council regarding car driver or drop off modal split	Target subject to dialogue with Council	1 month after initial travel survey undertaken	UKMC	Receipt of written agreement of targets.	TPC
Undertake monitoring in Years 1, 3 and 5	N/A	Monitoring in accordance with terms of Travel Plan	UKMC	Receipt of survey results	TPC