



Full Travel Plan

Waterhouse Gardens, Manchester

Salboy Limited

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Revision Record

Revision	Date	Prepared By	Checked By	Authorised By
01	10 March 2025	AT	GD	GD

Basis of Report

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Appendices

- Appendix A Framework Travel Plan (January 2018)**
- Appendix B Example Travel Survey**
- Appendix C Enterprise Car Club Hire Scheme at Waterhouse Gardens**



1.0 Introduction

Background

- 1.1 SLR have been instructed by Salboy Limited to prepare a Travel Plan for the Phase 1 of the former Boddingtons' Brewery Site Strategic Regeneration Framework (SRF) area, now formerly known as Waterhouse Gardens.
- 1.2 This Travel Plan (TP) has therefore been prepared to discharge Condition 34 of the Decision Notice (Reference: 118831/FO/2018), which states the following:

"The development hereby approved shall be carried out in accordance with the Travel plan framework stamped as received by the City Council, as Local Planning Authority, on the 19 January 2018. 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 living at the development;*
- II. a commitment to surveying the travel patterns of residents/staff during the first three months of the first use of the building 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*

Within six months of the first occupation of the building within each phase, a Travel Plan which takes into account the information about travel patterns gathered pursuant to item (ii) above shall be submitted for approval 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".

- 1.3 In compliance with Condition 34, this document follows the Transport for Greater Manchester (TfGM) guidance and sets out the actions for implementation of the TP on strategies and measures to manage sustainable travel demand associated with the development for residents and staff.
- 1.4 Additionally, the development has sustainability built into the Travel Strategy with no dedicated car parking and being within walking distance of the adjacent Victoria Railway Station and Manchester City Centre. The report includes detail on the actions needed upon occupation and the monitoring process and implementation schedule to ensure adherence to the approved scheme.
- 1.5 This document should be read in conjunction with the former Framework Travel Plan (FTP) dated January 2018, which can be seen in **Appendix A**.



Purpose of a Travel Plan

- 1.6 A Travel Plan can be thought of as a pyramid of measures. The plan is built from the bottom up, with decisions and actions at each level creating the conditions that provide the foundation for success at the next level up. A diagrammatical explanation of this is provided in **Figure 1.2**.

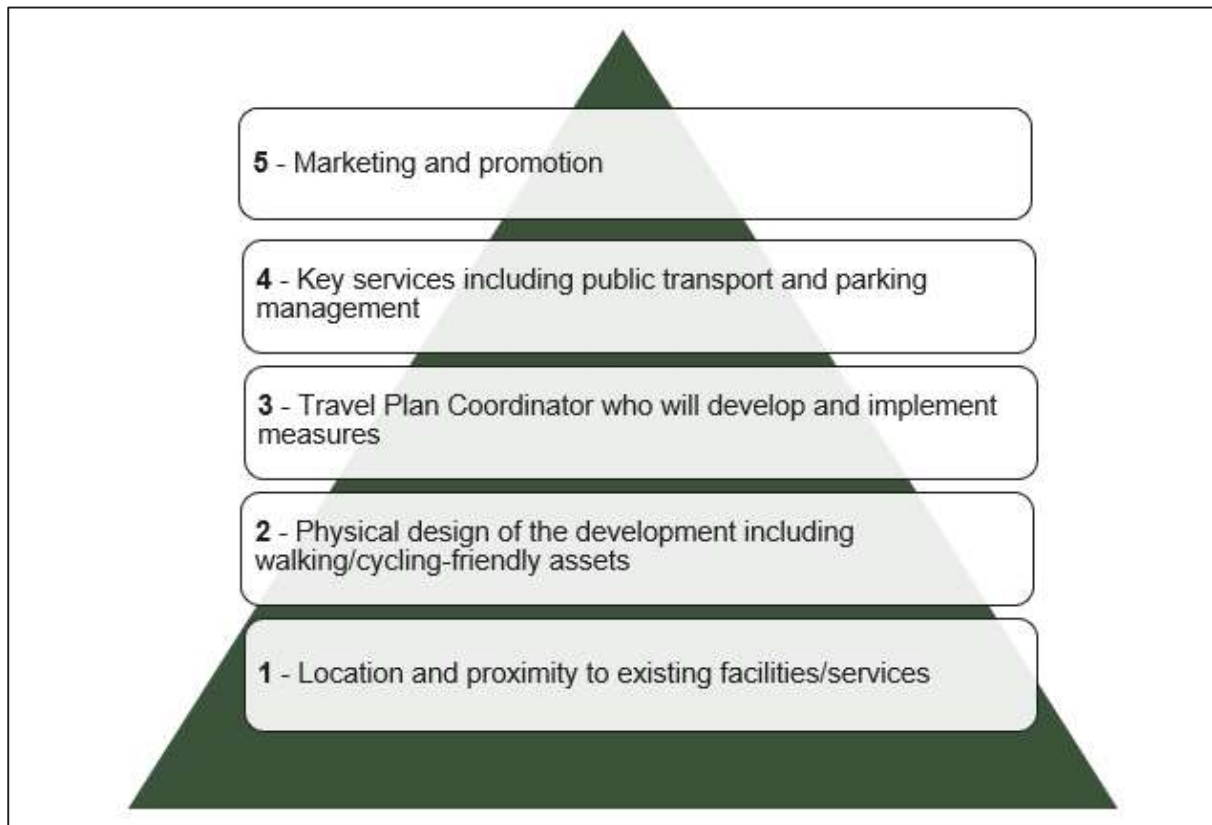


Figure 1.1: Travel Plan Pyramid

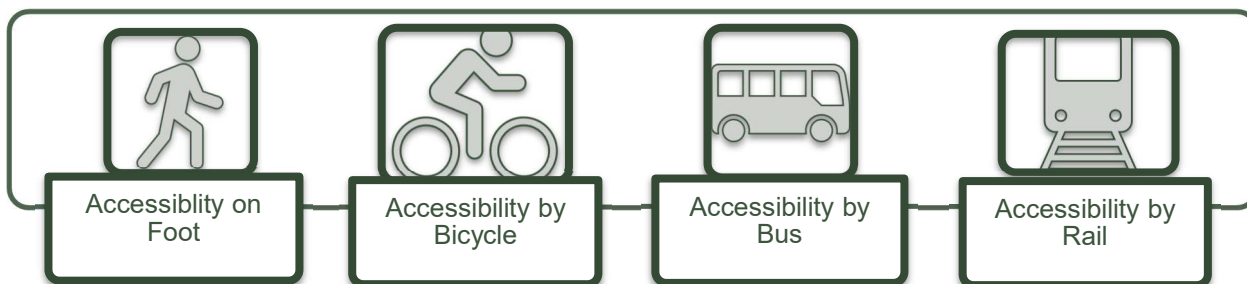
- 1.7 The above ensures that the TP is site-specific and takes into account the characteristics of the development such as its location, surrounding transport infrastructure and proximity to local facilities. It is therefore vital that it is not considered a static document and instead is flexible and should be adapted to suit changes in the site's characteristics and overall operation over time.



2.0 Travel Plan Aim, Objectives and Targets

Introduction

- 2.1 This section of the TP outlines the aims, objectives and targets that the mixed-use development will seek to achieve through implementation.



Travel Plan Aim

- 2.2 The aim of this Travel Plan is summarised as follows:

“To minimise the impact that Waterhouse Gardens has on the environment and the surrounding highway network through the promotion of sustainable travel modes and the promotion of the negative impacts which car travel has”.

Travel Plan Objectives

- 2.3 In addition to the above aim, the following objectives for this TP include:
- Demonstrate the range of sustainable travel options available for residents and staff;
 - Maximise the use of sustainable travel modes amongst residents and staff;
 - Maximise the use of sustainable travel modes amongst residents and staff through the effective use of promotion and engagement tools; and
 - Create and adopt effective mechanisms for the monitoring and reporting of the TP which can be used through the lifespan of the TP.



Travel Plan Targets

- 2.4 For the effectiveness of the TP to be established it is important that specific measurable targets are set and subsequently monitored on a regular basis.
- 2.5 By not offering dedicated parking for residents the level of car use is expected to be very low. The Travel outcomes are therefore expected to be highly sustainable and being in such an accessible location next to Victoria Railway Station and Manchester City Centre.
- 2.6 It is not possible at this stage to set quantifiable targets as there are no residents or staff occupying the site which means there is no way to indicate current car usage. This TP will therefore initially will follow action-based targets that were previously set out in the FTP. These are the following:
- To appoint the Travel Plan Co-ordinator one month prior to occupation;
 - Implement a Car Club Scheme;
 - To produce the welcome travel information pack ready for issue on initial occupation of each unit; and
 - Promote sustainable travel options to occupiers.



3.0 Travel Plan Coordinator

Appointment of the Travel Plan Coordinator

- 3.1 It would be necessary to appoint a Travel Plan Coordinator (TPC) one month prior to occupation, to deliver the TP initiatives and undertake the role as per the associated action plan. The TP will be implemented under the control of a TPC, who will drive the work forward, promote the measures, monitor and review the TP to assist in the overall promotion of sustainable travel modes and be a key contact point for both residents and staff.
- 3.2 The day to day running of the TP will be the responsibility of CBRE who will make arrangements to establish a TPC. One month prior to occupation the contact details of the TPC will be provided to Manchester City Council (MCC).

The Role

- 3.3 As well as ensuring the success in terms of improving modal split, the TPC will liaise with residents to ensure the promotion of sustainable alternatives. The TPC will also liaise with MCC and TfGM to obtain information and share ideas. This would also provide the opportunity to review the TP on a periodic basis to monitor its effectiveness and to agree new measures required to meet the TP aims, objectives and targets.
- 3.4 The following bullet points summarise the role of the TPC:
- To be the key decision maker on day-to-day matters of implementation of the TP;
 - Provide an update on TP progress to both MCC, residents and staff;
 - Liaise with users of the site as well as MCC, TfGM and public transport operators in the local area;
 - To provide a point of contact for residents and staff in relation to travel advice;
 - To promote the use of travel modes other than the car, including the distribution of publicity material and travel information;
 - Ensuring that all relevant information is available to users and that up-to-date information is clearly displayed and distributed;
 - To coordinate the implementation of TP measures; and
 - Data collection, surveys, monitoring, and report production.

Promotion and Communication

- 3.5 The TPC will be responsible for the promotion of the TP and for the communication of its targets and objectives to residents and staff. The following measures could be undertaken to ensure that this is done:
- Provide information in communal areas around the site;
 - Provide residents with available travel options through leaflets and notice boards; and
 - Promote and reinforce the aims of the TP to users on a regular basis.



Annual Reviews

- 3.6 As outlined, the appointed TPC will carry out an annual review of the TP following the analysis of mode share survey results. This will include recognition of successful / unsuccessful travel target measures and the following:
- Check Travel Information in the welcome pack, on leaflets or posters on notice boards have been effectively issued to residents and staff;
 - Check information provided regarding pedestrian, cycle and public transport is up-to-date. In particular check that any timetable information provided is current; and
 - Action any feedback received from residents and staff over the preceding year.



4.0 Travel Survey

Data Collection

- 4.1 A comprehensive survey of both residents and staff travel is fundamental for the TP. When this information is obtained it will provide baseline data from which to derive modal shift and update the overall objectives and targets for the TP.
- 4.2 A Travel Survey will be completed via either hard-copy or electronically using whichever option is most convenient to both residents and staff, 6 months after first occupation of each phase. Once completed, the Travel Survey will then be collected by the appointed TPC.
- 4.3 The survey could be set up via Survey Monkey, which will be provided as a draft to be reviewed by MCC. An example of the type of questions to query within the Travel Survey is included in **Appendix B**.
- 
- 4.4 Collection of the data obtained by the travel surveys will enable the TP to gain a clearer understanding of how residents and staff will travel and if there are any issues in travelling.
- 4.5 The data will be recorded as numbers and percentages so that year-on-year comparisons can be made when undertaking annual TP reviews. While there is no dedicated parking residents can park elsewhere or use car clubs or car share. The survey will also establish the level of car use, and the TP will establish that level of use.
- 4.6 Not only will the travel survey show how residents are travelling, but it will also shed light on how they would prefer to travel. The travel survey will therefore obtain data on the number and percentage of people choosing each preferred travel mode for each key activity, for example, work and local amenities.
- 4.7 When this data is obtained it will show how residents could be encouraged to travel more sustainably to reduce single occupancy car journeys, e.g., more frequent bus services, or a potential car club.
- 4.8 This survey will therefore enable the TP to be tailored in relation to sustainable modes of travel that could be targeted and promoted in light of the survey findings.

Monitoring

- 4.9 The TPC will continue to monitor the TP on a regular basis, including progression of post occupation travel survey and annual progress reviews, with snapshot travel surveys and liaise details with TfGM and MCC TP Officers, to demonstrate condition discharge.



5.0 Travel Plan Measures

Introduction

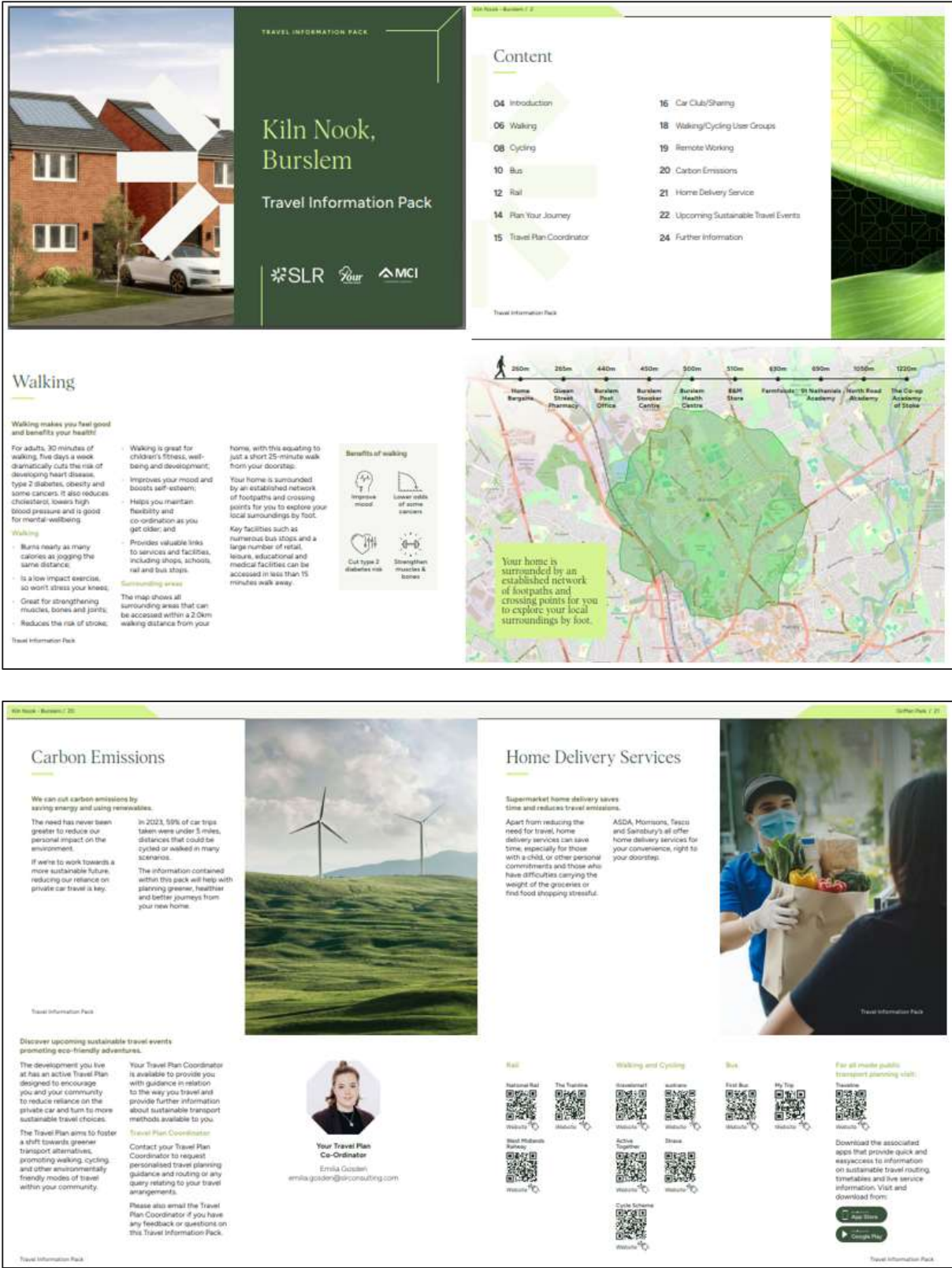
- 5.1 To satisfy the objectives, a range of measures and initiatives are provided within this document. These are targeted towards residents and staff of the site. Visitors are also included where appropriate measures are identified.
- 5.2 A number of measures are discussed in the following section which are intended to encourage travel by sustainable modes. Where it is not possible to make journeys to/from the site either on foot, cycle, or public transport, car sharing will be promoted as the next most sustainable alternative.
- 5.3 As far as possible, the measures set out in this section are designed to be suitable for review and monitoring. The list is not exhaustive, and additional measures will be added to the list as part of the ongoing monitoring process for the TP.
- 5.4 It is important for the TP to be flexible and to respond to changing circumstances and innovations. Once it has been implemented, the TPC will investigate and adopt other potential initiatives to increase the attractiveness of making journeys to the site by non-car modes where appropriate.

Welcome Travel Information Pack

- 5.5 A Welcome Travel Information Pack will be prepared by CBRE in the form of a webpage or a leaflet and provided to residents and staff upon occupation of the development. This will include information on walking and cycling maps, bus timetable information, and other useful websites to encourage sustainable travel. An example of what a Welcome Travel Information Pack could look like is shown below in **Figure 5.1**.



Figure 5.1: Welcome Pack Example



5.6 To provide an idea of what should be included in the Travel Information Pack can be seen in Table 5.1.



Table 5.1: Welcome Pack Information

Welcome Pack	Information and Key Links
Travel Planning Co-ordinator	Information provided by CBRE of name and email of appointed individual and list key responsibilities.
Site Location and Surrounding Amenities	Identified on a Map.
On- Site Cycle Parking Facilities and available Infrastructure	Identified on a Map.
Disabled Occupiers and inclusive mobility links	https://www.manchester.gov.uk/info/274/disabled_parking
Local Lime Scooter Locations	https://www.li.me/en-gb/locations/manchester or via the Lime App using a mobile device.
Manchester Walking Groups and Tours	https://www.madwalkers.org.uk/ https://mwwalkers.org.uk/ https://www.manchesterandsalfordramblers.org.uk/
Public Transport Website Information	https://tfgm.com/plan-a-journey
Car Club Website	https://www.enterprisecarclub.co.uk/
Car Share Website	https://liftshare.com/uk

Active Travel Measures

- 5.7 Promoting the benefits of active travel will include emphasis towards health, reduction in stress, cost and environmental friendliness.

Walking

- 5.8 Maps showing safe walking and cycling routes will be made available in both the Welcome travel information pack and on notice board(s) at the site. These will provide clear details of pedestrian routes around the site, indicating suitable footpaths, pavements and safe road crossings.
- 5.9 Walking offers many health benefits and fits in well with the growing interest in a healthy lifestyle. Any walking facilities surrounding the development site should be encouraged with information on new provision of pedestrian links, the walking / cycling maps will provide information on access to local amenities. Route planning mobile apps and websites will also be promoted.
- 5.10 The TPC will liaise with MCC and TfGM to ensure that potential pedestrian walking routes are appropriately maintained.

Cycling

- 5.11 In regard to cycling, organised cycle rides will be promoted by the TPC if demand warrants this amongst residents and staff. This could be organised during 'Bike Week' which runs in



June each year and promotes cycling as an alternative to driving a car. Combined cycle / train journeys to Victoria Railway Station will be promoted by the TPC.

- 5.12 The TPC will provide information about local cycle routes to and useful web addresses about cycling in Manchester:

- <https://www.sustrans.org.uk/what-you-can-do/use-your-car-less/walking>
- <https://manchester.cyclestreets.net/>

- 5.13 The TPC will seek to establish a partnership with a local cycle shop / retailer, to facilitate good opportunities for residents to purchase bikes and associated equipment from this nearby outlet.

- 5.14 The TPC will promote to residents and staff about the available secure cycle parking facilities for the development.

Personalised Travel Planning

- 5.15 Personal journey planning advice will be provided to residents and staff by the TPC should demand warrant this. This will largely be focussed on the resident's journey to work and will be provided should the resident wish to travel more sustainably and require additional information than is made available through the TP measures.

Public Transport Measures

- 5.16 Information on public transport opportunities such as the local bus services and rail services at Victoria Railway Station will be provided to residents and staff via the Welcome Pack, a leaflet or via a noticeboard. As such information about Metrolink use will also be provided. This will enable residents and staff to become familiar with service times and when the first and last services are available. National Rail, Traveline journey planner websites and other sustainable transport websites and relevant phone numbers will also be promoted.
- 5.17 The frequency of the local bus services in the area and the destinations reachable by using them will also be promoted to residents.
- 5.18 The TPC will also seek to negotiate discounted ticket opportunities from TfGM and other public transport operators.
- 5.19 The TPC will request feedback from residents on public transport services and liaise with TfGM to seek improvements to bus infrastructure / facilities in the vicinity of the site.
- 5.20 Personal travel planning advice may be requested by residents and staff following the results of the first travel survey. If this is required, the TPC will do so on request, or they can direct residents to prepare their own journey plans using the Traveline website www.traveline.info.



Car Sharing and Car Club

Car Sharing

- 5.21 Car sharing offers significant benefits not just for the environment but also financially. Therefore, consideration will be given to organising a car sharing scheme that is specifically aimed at finding matches amongst residents and staff who would be able to car share when travelling to and from their daily commutes.
- 5.22 The TPC will endeavour to promote a car sharing scheme for residents and staff to encourage those driving to work or leisure to offer to share the journey with a neighbour.
- 5.23 Residents and staff will also be provided with details of publicly accessible databases and websites that provide the opportunity for people to car share in the wider area, and this will be promoted by the TPC with information included on the notice board(s). These car sharing platforms may include:
- www.liftshare.com
 - www.blablacar.com

Enterprise Car Club

- 5.24 Car Clubs are an alternative to traditional private car ownership as they offer an easier, cost-effective, and greener alternative to car ownership and traditional car hire, as members only pay for the car or van, they use it. Car Clubs play a key role in supporting sustainable transport, regeneration and tackling climate change because according to Sustrans, one car club car can remove 32 private cars of the roads.
- 5.25 Waterhouse Gardens will have four parking bays located on Dutton Street, which will be available for residents to use all day. Training will be provided to residents to advise them on the use of the Car Club parking bays, and introductory vouchers will be provided to highlight the benefits of using a Car Club.
- 5.26 The on-site Car Club will be operated by Enterprise Car Club, and information about its use and relation to the site can be found in **Appendix C** of this report.
- 5.27 Additionally, Enterprise Car Club operates within Greater Manchester and offers a large number of car parking bays across the city.
- 5.28 The TPC will highlight the availability of the on-site Car Club parking bays and location of local Enterprise Car Clubs to the residents and staff members and facilitate demonstrations as required.



6.0 Action Plan

- 6.1 A schedule of actions for this first edition of the TP is shown in **Table 6.1**. These actions will be designed to maximise the uptake of sustainable transport and represent an effective strategy for the TP in order to achieve the mode share targets.

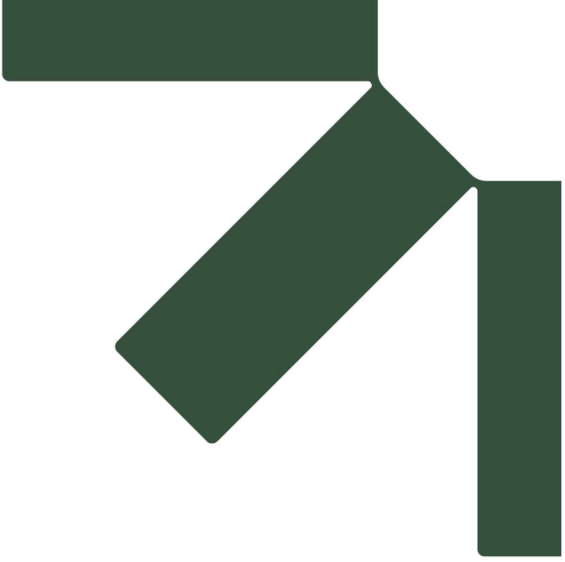
Table 6.1: Action Plan

Travel Plan Actions	Timescale	Responsibility
Action any Travel Plan queries prior to the site becoming fully occupied	Prior to occupation	SLR
Appoint the Travel Plan Coordinator	Prior to occupation	CBRE
Prepare Welcome Information Pack ready for distribution of first occupation	Prior to occupation	CBRE
Establish notice board(s) at the site for the display of travel information for residents and staff	During occupation	TPC
Undertake the site's first post occupation travel survey	6 months after first occupation	TPC
Investigate the feasibility of an organised cycle ride to increase interest in cycling	6 months after the site is fully occupied	TPC
Seek to negotiate discounted ticket opportunities with TfGM and other public transport operators		TPC
Seek to establish a partnership with a local cycle shop / retailer, to facilitate good opportunities for residents to purchase bikes and associated equipment		TPC
Promote sustainable travel events such as 'The Bike Week'		TPC
Undertake the first annual progress reviews which includes a snapshot travel mode share survey	12 months after post occupation	TPC
Prepare the first annual progress review to share with TfGM, MCC and their planning officers		TPC
Update the Travel Plan accordingly based on resident mode share data		TPC



Travel Plan Actions	Timescale	Responsibility
Investigate a site-specific car sharing database for the site. If a national car sharing database is opted for then an organisation such as Liftshare will be contacted at this point	Following completion of the updated Travel Plan	TPC
Meet with MCC and TfGM on an annual basis	Ongoing	TPC
Ensure the following public transport information is up to date, walking and cycling information, lime scooter locations, disabled parking information, promotional material, details of trip planning apps, details of car share and car club services and details of journey planning websites	Ongoing	TPC
Provide personal journey planning advice to residents and staff	Ongoing (to be undertaken if demand warrants it)	TPC
Undertake annual progress reviews which include snapshot travel surveys	After post occupation of the site and annually after that	TPC





Appendix A Framework Travel Plan (January 2018)

Full Travel Plan

Waterhouse Gardens, Manchester

Salboy Limited

SLR Project No.: 432.001756.00001

10 March 2025



ES Appendix **11.2**

Old Brewery Gardens, Manchester

Framework Travel Plan

180108/SK21758/FTP01(-01)
January 2018

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PLANS

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- 2 Cycling Catchments

APPENDICES

- A Proposed Ground Floor Layouts

Project	Document	Rev	Notes	Authorised by	Signed	Date
SK21758	FTP01	00	Draft	L Speers	LGS	06/12/2017
SK21758	FTP01	01	Draft	L Speers	LGS	08/01/2018

1 INTRODUCTION

Background

- 1.1 SK Transport Planning Ltd (SK) has been appointed to prepare a Framework Travel Plan for the redevelopment of Phase 1 of the Former Boddingtons' Brewery Site Strategic Regeneration Framework (SRF) area. The Framework has been prepared as part of the Environmental Statement (ES).
- 1.2 The Site, known as Old Brewery Gardens, will be redeveloped to provide a residential-led mixed use, high quality scheme. The Proposed Development includes 556 units of residential accommodation and 3,490sqm of flexible commercial floor space set in five buildings of varying height between 11 and 26 storeys. The proposed ground floor layouts are attached as Appendix A.
- 1.3 The wider SRF area is bounded by Francis Street and Charter Street to the north, Dutton Street to the east, New Bridge Street (A6042) to the south and Great Ducie Street (A56) to the west. The Site comprises the eastern part of the SRF area, bounded by Charter Street to the north, Dutton Street to the east and New Bridge Street to the south.
- 1.4 The Site currently comprises rough land (hardstanding/hardcore/gravel) and is in active use as a surface car park, accessed from Dutton Street and Great Ducie Street. The car park provides space for 200 cars.
- 1.5 A Transport Assessment (TA) has been undertaken to establish the impacts of the Proposed Development. This document, attached as Appendix 11.1 of the ES, should be referred to for full details of the existing characteristics of the transport network serving the Site and also the impacts of the Proposed Development.

Proposed Development Summary

- 1.6 The Proposed Development will provide 556 units, with a mix of 181 build to rent and 375 private sale. The main entrance to the residential units is provided from Dutton Street (40m datum) and this is how residents will access the buildings.
- 1.7 The Proposed Development includes 3,490sqm of flexible commercial space. The building entrances to the commercial units are provided from the respective frontages. A new boulevard is proposed on the western area of the Site, which will serve as a key pedestrian route through the SRF and service access to the commercial units. This will be delivered as part of the Proposed Development and a route to the existing Great Ducie Street car park entrance secured to allow access to the Boulevard for vehicles serving the commercial units at the lower and mid-datum levels. Goods lifts will be used for the transfer of deliveries.
- 1.8 The Proposed Development is served by a variety of amenity spaces such as roof tops, courtyards and internal space offering an alternative to private balconies. Residents will have the opportunity to use all the internal and external amenity spaces within the buildings.
- 1.9 Due to the Site's topography and level constraints, it is not possible to provide parking on-site to serve the Proposed Development. Other than four spaces that are included for the larger penthouse units which will be provided as individual private garages with dropped kerb/crossover access from Dutton Street.
- 1.10 Reduced parking levels at city centre residential schemes are supported by the principles of NPPF and other local policies throughout the UK. Locally both TfGM and MCC support parking restraint at developments where accessibility levels are high, distances to key services are low and the travel requirements of future users can be adequately met. TfGM data shows that even when residents in the city centre own a car, most do not use these for travel to work. This shows that most residents live and work in the city.
- 1.11 The city centre is a suitable location for residents to live without owning a car and the local area parking controls will also assist in reducing the practicability of owning a car and parking it on-street, and also in reducing impacts on amenity and safety issues. Evidence of this is presented in the Transport Assessment.

- 1.12 Notwithstanding the above, strategies are proposed to enable residents to purchase season tickets at nearby NCP car parks, should a space be required. NCP has already confirmed that it has sufficient capacity for 20% of residents to purchase a season ticket in either the Arena or Printworks car parks. Euro Car Parks has also confirmed that season tickets can be purchased for the surface car park adjacent to site, should these be required.
- 1.13 A scheme has been developed on Dutton Street that will alter the existing TROs and parking bay arrangements to allow the inclusion of two disabled parking bays and four car club bays on the Dutton Street frontage. Enterprise has confirmed that it will move car club vehicles to the bays to serve the Proposed Development, existing area and future developments in the area.
- 1.14 The TRO scheme for Dutton Street includes two disabled parking spaces to serve the development. The disabled spaces have been located to allow direct access to the main entrance to the building. The TRO will ensure that the spaces can be only used by drivers displaying a blue badge permit. In line with MCC city centre parking policy, drivers displaying a blue badge permit in designated disabled parking spaces are not subject to the timed restrictions for an area. The level of designated disabled parking provision has been agreed as appropriate with MCC during scoping discussions.
- 1.15 MCC city centre parking policy also allows disabled visitors and residents displaying a blue badge permit to park in standard parking bays without being subject to the timed restrictions for an area. This means that there are a high number of opportunities for disabled drivers to park their cars outside the site.
- 1.16 The sustainable access strategy for the site has been developed to complement the existing location, travel patterns and resident requirements. The proposal will be supported by a Travel Plan that will promote local routes to ensure that residents can make informed travel decisions.
- 1.17 The Proposed Development includes extensive on-site amenity facilities to reduce the need to travel off-site and also to create a true sense of community. A concierge facility is provided at the residential foyer with substantial back of house space provided to allow the concierge to take delivery of post, parcels, home shopping and large packages. This will allow residents to live without needing to own a car.
- 1.18 The Proposed Development includes 100% cycle parking for residents and visitor cycle parking to support movements by this mode.

Travel Plan Structure

- 1.19 The Framework Travel Plan outlines policy interventions and measures that are commensurate with the scale and impact of the Proposed Development. In summary, the following information is included in the plan:
 - Information on existing transport services to the Site and travel patterns
 - Proposed Development measures included to enhance accessibility and reduce car use
 - Identification of a travel plan co-ordinator
 - Mechanisms for monitoring and reviewing the travel plan

Process

- 1.20 A Travel Plan is a tool for managing access to a development that aims to promote access by sustainable modes. It contains a package of measures designed to meet the objective to reduce the environmental impact of a development by supporting sustainable modes of transport and outlining measures that will build on the good location of the Proposed Development.
- 1.21 The Travel Plan process is not a one-off, static event, but a constantly evolving strategy that should grow and adapt to meet the travel patterns and needs of the end users of the Proposed Development. As such, this Framework sets out the existing accessibility level of the Site, the transport strategy that has been developed to serve the Proposed Development, and promotional measures that will be considered for adoption on occupation.
- 1.22 The measures outlined in the Framework are based UK and local area best practice. Specifically, the measures and initiatives included in the plan acknowledge TfGM adopted residential Travel

Plan checklist as outlined in the 2013 document 'Transport for Sustainable Communities', and Travel Plan measures adopted at other city centre developments.

Benefits

- 1.23 Travel Plans result in a variety of benefits to the occupiers of a development and the wider community, including:

- Promoting active and healthy lifestyles
- Providing sustainable and vibrant communities
- Reducing road safety and congestion issues
- Reducing car ownership levels
- Reducing carbon emissions and improving local air quality issues

Objectives

- 1.24 The main aim of the Framework Travel Plan is to promote alternative means of travel and encourage residents to realise their potential for living without a car. To this end, the following objectives have been set for the Framework:

- To provide an audit of existing access opportunities
- To outline the transport strategy for the Proposed Development
- To detail the measures to be considered for adoption in the full Travel Plan

2 AUDIT

Location

- 2.1 Figure 2.1 shows that the Site, for the purposes of the application, comprises Phase 1 of the SRF, which is located to the eastern part of the SRF area, bounded by Charter Street to the north, Dutton Street to the east and the New Bridge Street to the south.

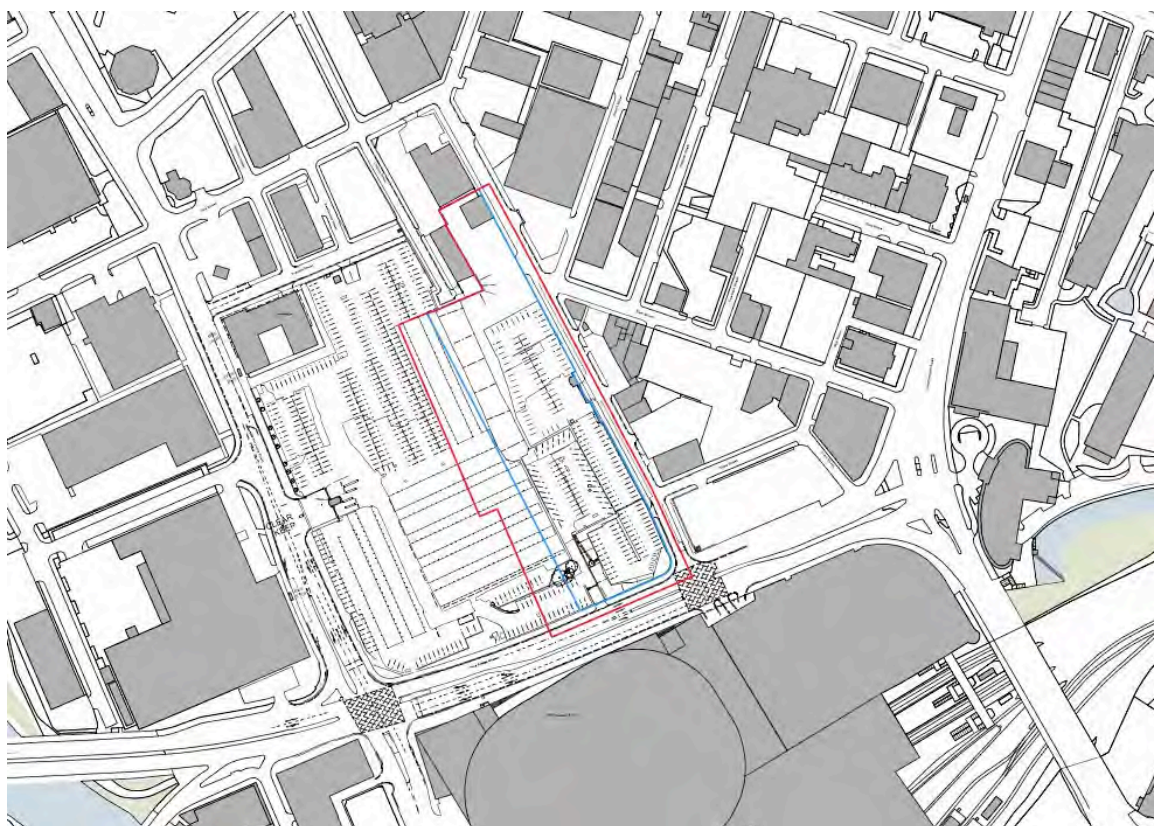


Figure 2.1: Site Location

- 2.2 A brewery was located on the Site from 1778 to 2005. All the buildings associated with the brewery were demolished in 2007. Since this time, the SRF area has been used as a commuter surface car park. The Phase 1 area of the SRF provides 200 parking spaces. The topography of the Site means that the car park is effectively split into two areas with access to each distinct area provided from Dutton Street and Great Ducie Street, respectively.

Local Highway Network

- 2.3 The TA should be referred to for details of existing network and traffic flows.
- 2.4 Access to the Site is currently provided from Dutton Street and Great Ducie Street. A gated access is also present on to New Bridge Street, though this is not in active use.
- 2.5 Dutton Street is an industrial estate road that routes north-south between Trinity Way and Julia Street. At its southern end between the signals with New Bridge Street and Shaw Street, Dutton Street is one-way northbound. North of Shaw Street Dutton Street becomes two-way.
- 2.6 The Great Ducie Street access provides access to part of the Phase 1 Site and the remainder of the SRF existing car park that forms the Phase 2 boundary. The Great Ducie Street access is a ghost island layout.
- 2.7 The highway network to the east and north of the Site is industrial in character and provides access to surrounding commercial properties. The roads have footways and street lighting is present. These routes connect to the strategic network, including New Bridge Street, Trinity Way, Cheetham Hill Road and Great Ducie Street.

Parking Facilities

- 2.8 The local area is subject to on-street parking controls in the form of double yellow lines, single yellow lines and time restricted parking bays. The parking restrictions are in force between 8am and 6pm (Monday to Friday) and between 8am and 12.30pm on a Saturday. The marked bays are restricted to two hours parking with no return within one hour.

- 2.9 Dutton Street has two long bays marked on the western carriageway edge along the Site frontage and a shorter parking bay on the eastern carriageway edge. The total length of the both western edge bays is 194m. The southern bay is 106m long and is signed as dual use to be used by cars during the previously stated time restrictions, and by coaches for up to four hours between 6.30pm and 6am.
- 2.10 A review of the highway records for Dutton Street shows that there is a Traffic Regulation Order (TRO) in force for the car parking, with no legal record of the coach parking bay. MCC has advised that the coach parking bay is covered by a temporary TRO. The remainder of the area is served by single yellow lines and marked bays. The marked bays are all governed by the same time restrictions as Dutton Street.
- 2.11 Parking surveys have been undertaken of existing coach and car parking demand. These surveys show, though a popular parking area, that there is more than sufficient space on the surrounding streets to meet current demand levels. The surveys recorded a maximum demand level of 42% across the area on Saturday evening when a large event was being held at the Manchester Arena. At all other times surveyed the demand for parking was less.
- 2.12 The surveys showed that there were only coaches parked in the area on Saturday 7th October when the boxing match was on at the Manchester Arena. It was also recorded that none of the four coaches parked in the area were using the signed coach parking bay, as this bay was full of cars.
- 2.13 There are several off-street car parks near the Site providing over 4,000 spaces. All the car parks, except for Marks and Spencer's, offer season ticket arrangements to city centre residents.
- 2.14 Table 2.1 shows the location of the car parks within a 10-minute walk of the Site.

Location	Operator	No. of Spaces	Walk Time (mins)
Manchester Arena	NCP	958	2
Manchester Victoria	APCOA	233	7
Manchester Arndale	NCP	1383	10
Manchester Printworks	NCP	777	9
Marks & Spencer	M&S	162	9
Manchester Blackfriars	NCP	340	10
Manchester Park Street	NCP	87	2
Deansgate North	Q Park	443	8
Total		4383	

Table 2.1: Off-street Parking Facilities

- 2.15 Phase 2 of the SRF will also be delivering a new multi-storey car park, although this facility has not been relied on in the assessments.

Access on Foot

- 2.16 The Site is well connected to key destinations by a comprehensive network of pedestrian routes, typical of its city centre location. Adequate width footways are provided on either side of the Dutton Street which connect to wide footways on New Bridge Street/Trinity Way. New Bridge Street/Trinity Way forms part of the Key Route Network (KRN) and signalised crossings are provided at its junctions with Great Ducie Street and Cheetham Hill Road, a two-minute and three-minute walk from the Site, respectively. These crossings provide safe connections to key pedestrian routes from the Site to city centre destinations. The Great Ducie Street controlled crossing connects to Victoria Street, which provides a very good route to recently pedestrianised

routes west of the Cathedral, Cathedral Gardens and Victoria Station frontage. It also allows a connection to the rear entrance to the Manchester Arena and Victoria Station.

- 2.17 Two-thirds of all journeys in the UK are under-five miles and short distance trips offer the greatest opportunity for changes in travel behaviour. DfT best practice guidance states that walking has the potential to substitute for car trips under 2km, which equates to a 25-minute walk. Further guidance is provided in the Chartered Institute of Highways and Transportation (CHIT) document 'Providing for Journeys on Foot' on acceptable maximum distances to destinations to local service and town centre facilities. These distances are 1.2km (15-minutes) and 800m (10-minutes), respectively.
- 2.18 Plan 1 shows 10, 15 and 25 minute isochrones. The isochrones have been derived using walkit.com, journey planning software supported by TfGM. Plan 1 shows that all the city centre is accessible on foot from the Site. It also shows that central areas of Salford are accessible on foot from the Site, including the University of Salford.
- 2.19 The existing pedestrian infrastructure surrounding the Site provides a good basis for future trips by residents to key destinations. The close proximity of the Site to a key city centre destinations and local area amenities, means that journeys on foot are likely to be a significant mode choice for future residents.

Access by Bike

- 2.20 Figure 2.2 shows that the Site relates well to existing formal and informal cycle routes on the Greater Manchester Cycle Network. The minor roads surrounding the Site provide a suitable environment for cycle trips and can be used to access the Great Ducie Street route that provides connection to areas in north Manchester and, via minor roads, to areas of Salford to the west of the Site (including Irwell River Park Route). A toucan crossing is provided at the junction of Cheetham Hill Road/New Bridge Street allowing connections to city centre routes.

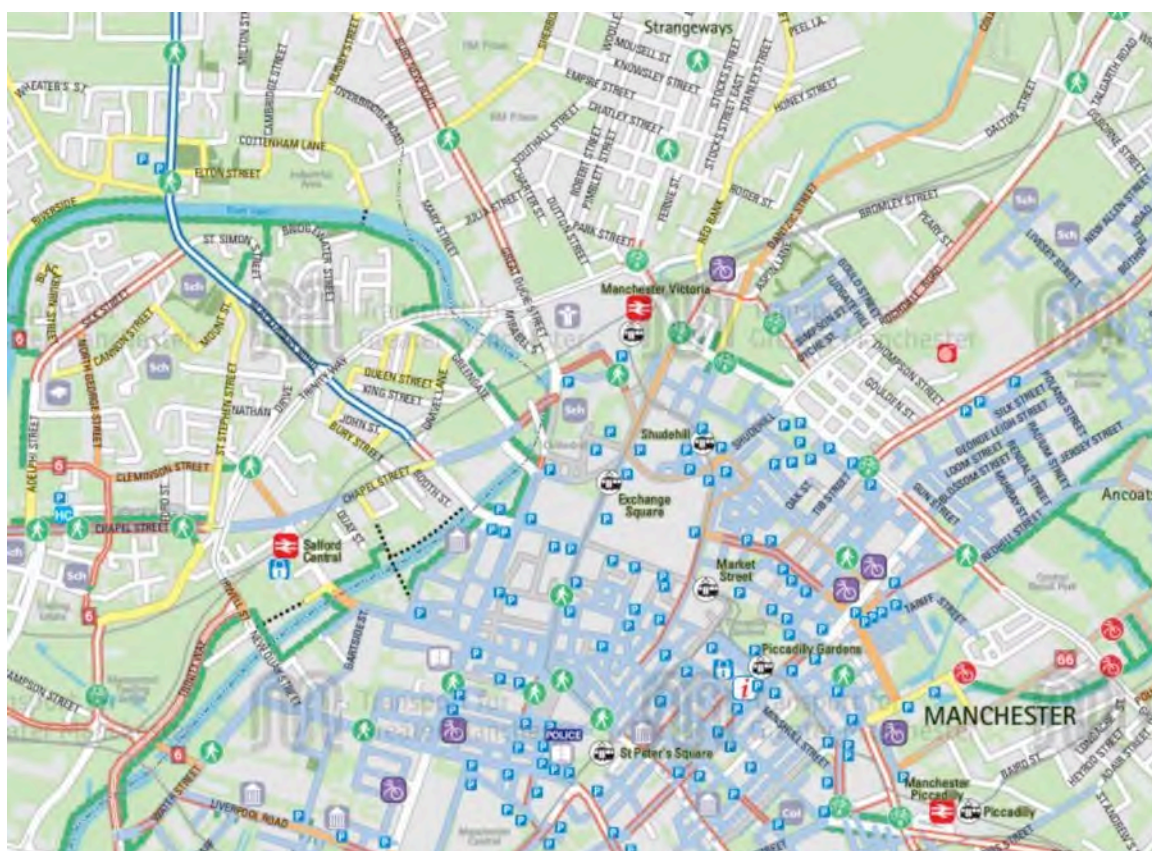


Figure 2.2: Cycle Routes

- 2.21 Cycling has the potential to substitute for car trips up to 5km in length. A 5km cycle catchment from the Site is shown on Plan 2. Plan 2 shows that all the Manchester Authority and central areas of Salford (including Salford Quays and the University of Salford) are within 5km of the Site
- 2.22 It is shown that opportunities exist for access by cycle from the Site to areas of the city and the Regional Centre using existing the Greater Manchester Cycle Network.

Access by Public Transport

- 2.23 Figure 2.3 shows the public transport routes serving roads around the Site.

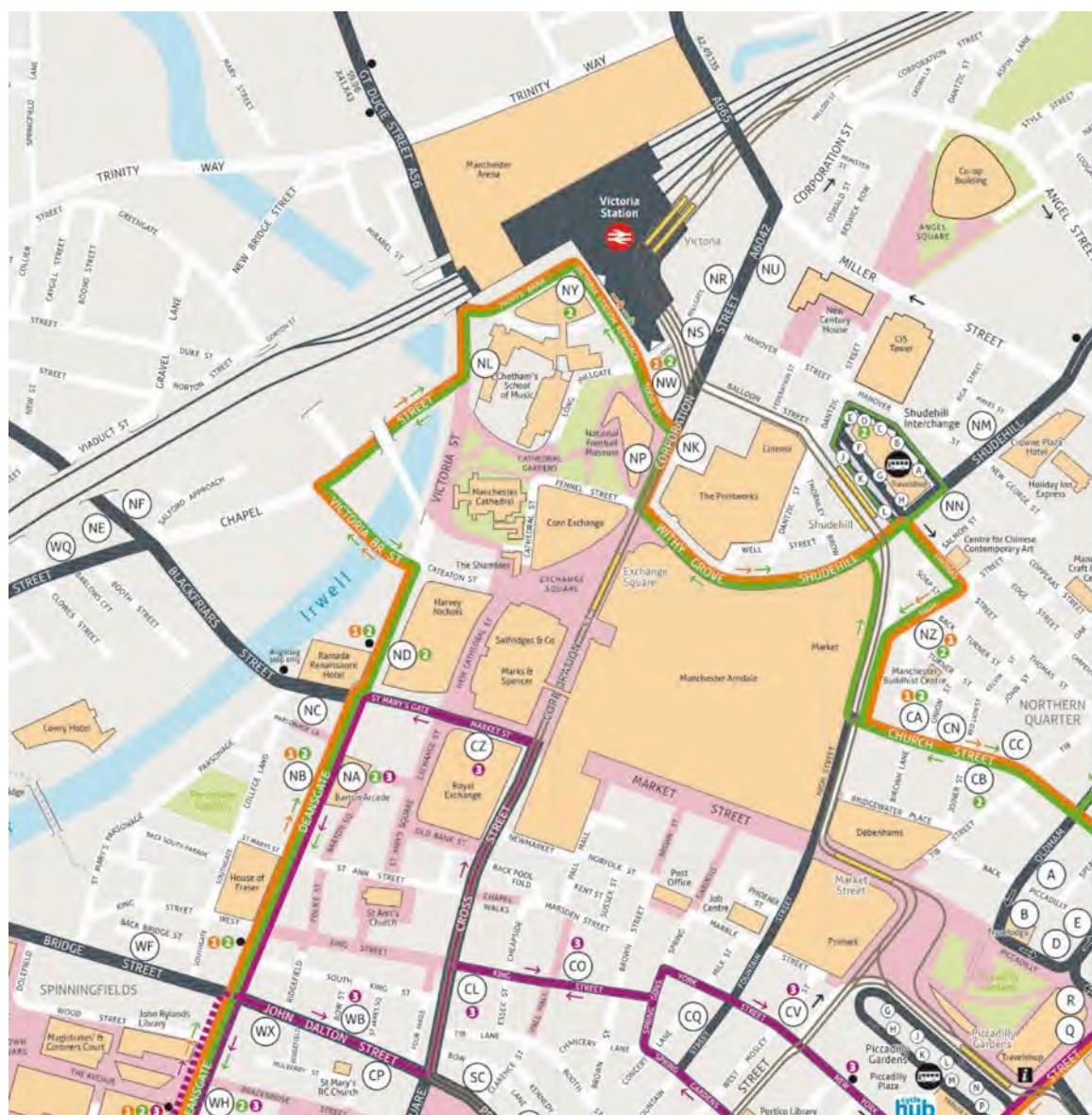


Figure 2.3: Bus Services

- 2.24 The nearest bus stops to the Site are located on Great Ducie Street (5-minute walk) and Cheetham Hill Road (3-minute walk). These bus stops are connected to the Site by the existing controlled pedestrian crossings. Further bus stops can be accessed Victoria Street (6-minute walk) and Corporation Street (6-minute walk).
- 2.25 The Victoria Street bus stop can be used to access the Metroshuttle free bus service. The Metroshuttle bus services provide connections to key destinations across the city, as shown in Figure 2.4.



Figure 2.4: Metroshuttle Bus Services

- 2.26 The Site is located close to Victoria station (2-minute walk using the subway through the Arena), which can be used to access mainline trains offering comprehensive service coverage of Greater Manchester and North West destinations. Figure 2.5 shows Victoria Station in the context of the wider Greater Manchester train network.

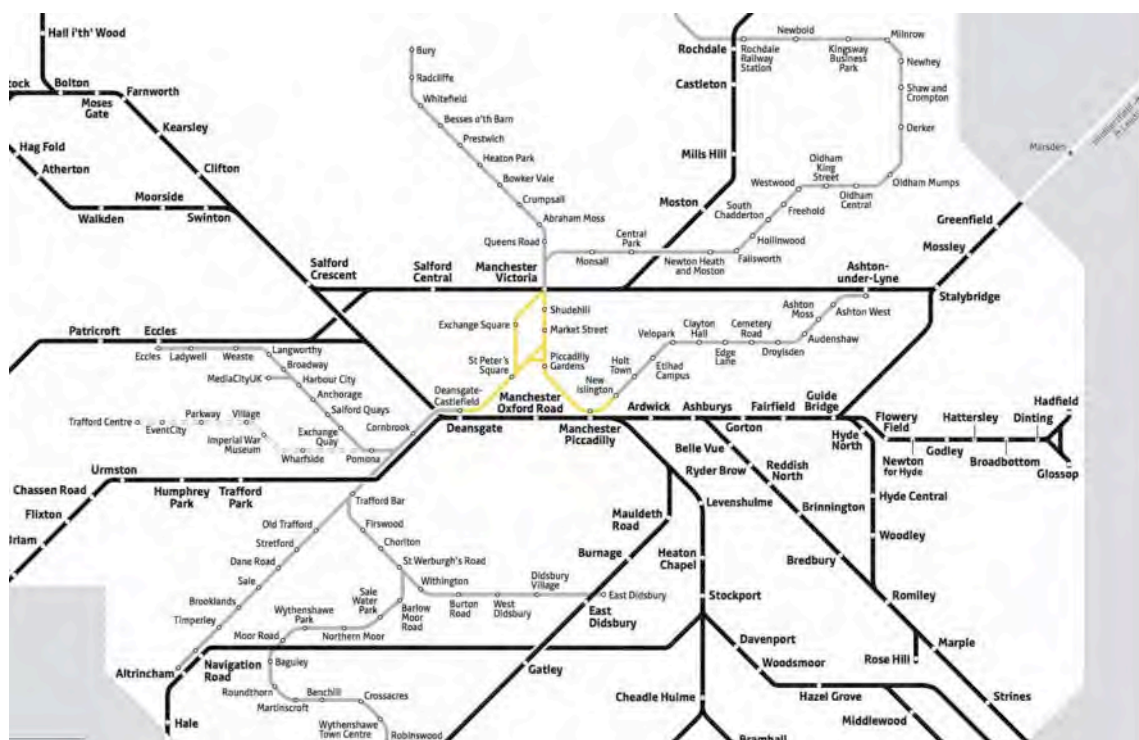


Figure 2.5: Mainline Train Network

- 2.27 Metrolink services can be accessed at Victoria station (2-minute walk) and Shudehill Interchange (9-minute walk). Existing Metrolink services provide high-frequency services to other areas of the city centre, Altrincham, Eccles, East Didsbury, Mediacity, Ashton, the Airport, Rochdale, Bury and Salford Quays.
- 2.28 Figure 2.6 shows the Metrolink network. Consent has recently been granted for the construction of the Trafford Park Line, which will provide connections from the city to Old Trafford, Trafford Park and the Trafford Centre.



Figure 2.6: Metrolink Tram Network

- 2.29 The assessment shows that good opportunities exist for future residents to access key destinations in Greater Manchester by public transport.
- Greater Manchester Accessibility Level
- 2.30 In line with TfGM guidance a Greater Manchester Accessibility Level (GMAL) calculation has been undertaken for the Site.
- 2.31 A GMAL is calculated using the interactive tool managed and maintained by TfGM. This tool measures AM Peak accessibility by public transport of a point of interest and provides a score between 1 and 8, where 1 is a low level of accessibility and 8 is a high level of accessibility.

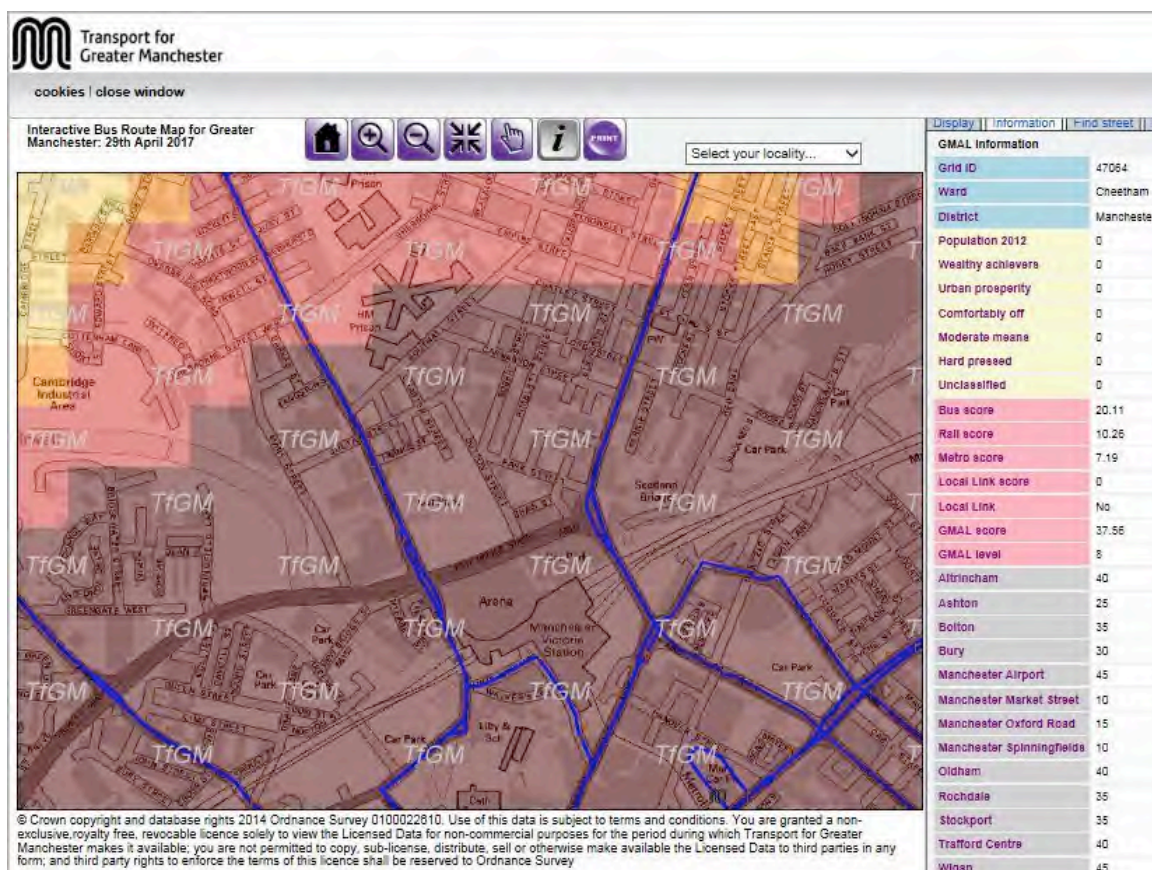


Figure 2.7: Greater Manchester Accessibility Level

- 2.32 Figure 2.7 shows that the Site has a GMAL of 8 indicating that the Site benefits from the highest level of accessibility.

Casual Car Use

- 2.33 Car clubs offer a cost-effective, hassle-free and greener alternative to car ownership in a city centre. The service offers pay by hour car hire, which residents a more convenient and cost effective alternative to car ownership for situations if a vehicle is required for occasional journeys.
- 2.34 Car clubs offer pay as you go motoring, with vehicles available to hire for as little as 30 minutes per trip. The vehicles are available 24/7 and members of the scheme can easily access vehicles on demand by reserving on line. Using a car club can save motorists up to £3,500 a year on costs usually associated with fuel, insurance, servicing, MOT, cleaning and parking.
- 2.35 The car club in Manchester city centre is operated by Enterprise. Figure 2.8 shows the location of existing car club vehicles near the Site.

3 MANAGEMENT

Travel Plan Co-ordinator

- 3.1 An effective Travel Plan needs a clear hierarchy of responsibility. Travel Plan Co-ordinators play an important role in developing the plan.
- 3.2 One month prior to the occupation of the Proposed Development, the applicant will identify the Travel Plan Co-ordinator and issue contact details to MCC. The contact details will also be included in the travel pack for residents.
- 3.3 The Travel Plan Co-ordinator will be responsible for the day-to-day running of the Travel Plan and will also develop, implement and monitor the Travel Plan's effectiveness. The Co-ordinator will form the main point of contact for the local authority, residents and the local community.

3.4 In summary, the Travel Plan Co-ordinator's main responsibilities are:

- Encourage the use of sustainable modes of travel
- Liaise with relevant third parties, such as TfGM and MCC
- Promote the Travel Plan to residents and provide updates, as required
- Provide point of contact for residents
- Raise awareness of local and national travel campaigns
- Print and distribute promotional information for residents, including the travel pack
- Monitor the success of the Travel Plan
- Provide MCC and residents with updates on progress

4 TRAVEL TOOLKIT

Travel Plan Promotion

- 4.1 Good communication is a vital component of the Travel Plan to ensure that residents are fully aware of the options available to them.
- 4.2 All new households will be provided with a travel pack on initial occupation. The travel pack will include information on sustainable travel modes, including information on public transport routes and frequencies, and maps of local walking and cycling routes. The travel packs will also provide:
1. Travel Plan Co-ordinator contact details
 2. Details of TfGM's website links to on-line and phone app journey planning software
 3. Details of TfGM's website links to cycle and walking route maps
 4. Details of TfGM's website links to bus maps and timetables
 5. Details of current TfGM local initiatives (such as adult cycle training, maintenance and cycle hire initiatives)
 6. Details of website links to local car sharing schemes
 7. Details of the Enterprise Car Club scheme
 8. Details of inclusive access infrastructure and travel information resources for the mobility impaired
- 4.3 Technology will be used to promote sustainable and fun routes and activities. The travel pack will provide links to allow the download of existing local area and journey planning phone apps, such as [Manchester Walking Tours](#) and [City Mapper](#).
- 4.4 TfGM's personalised travel website, [My TfGM](#), will be promoted to all residents so that they can see how easy it is to travel around the city on foot, cycle or public transport.
- 4.5 The Travel Plan Co-ordinator will also promote local and national travel campaigns, including (but not limited to) the initiatives in table 4.1.

Initiative	Date	Details	Contact
Big Pedal	March	UK's biggest cycle/scoot to school event organised by Sustrans	www.bigpedal.co.uk
National Walking Month	May	Living Streets' initiative to encourage people to take to their feet	www.livingstreets.org.uk
Walk to School/Work Week	May	Raising awareness of benefits for walking to school and work	www.livingstreets.org.uk
Work Wise Week/National Work from Home Day	May	Raising awareness of smarter working amongst employees and employers	www.workwiseuk.org
World Environment Day	June	A global day for positive environmental action	www.unep.org
Bike Week	June	Promoting how cycling can be part of everyday life	www.bikeweek.org.uk
Green Transport Week	June	Raising awareness of the impact of travel to make people think about the way they travel	www.eta.co.uk/trust/green-transport-week
National Ride to Work Day UK	June	Raising awareness of using scooters and motorcycles	www.ridetoworkweek.co.uk
Cycle to Work Day	Sept	Aims to encourage everyone to take two wheels to work for just one day	www.cycletoworkday.org
European Mobility Week	Sept	European festival promoting sustainable transport and raising awareness of issues with the private car	www.mobilityweek.eu
World Car Free Day	Sept	Encourage people to live a day without using their cars	www.worldcarfree.net
National Liftshare Week	Oct	Encourage people to car share	www.liftshare.com
International Walk to School Month	Oct	Month long awareness raising event where schools across the world join forces to promote walking	www.livingstreets.org.uk
National Commute Smart Week	Nov	Raising awareness of smarter working practices	www.workwiseuk.org
Road Safety Week	Nov	Annual community event aimed at inspiring people to promote road safety	www.roadsafetyweek.org.uk

Table 4.1: Local & National Travel Plan Campaigns

Walking & Cycling

- 4.6 The Proposed Development benefits from a good level of accessibility on foot and by bike, and these modes will form a dominant mode of access to the Site. The Proposed Development includes measures to promote pedestrian journeys from the Site, including the reinstatement of footways on Dutton Street, a new boulevard to the west of the Site and a high level of cycle parking.
- 4.7 Information on local walking and cycling routes will be provided to each resident in the travel pack. The travel pack will include details of on-line and phone app journey planning software that is available from [TfGM](#). In addition, website links will be provided to [Walkit](#) and [CycleStreets](#) journey planning software.
- 4.8 The Travel Plan Co-ordinator will also promote [WalkBudi](#) and [BikeBudi](#) as a method of encouraging personal safety for residents travelling after dark.

- 4.9 TfGM also offer free cycle training and maintenance sessions for adults. The cycle training and maintenance will be promoted to residents by the Travel Plan Co-ordinator and information relating to this will also be included in the travel pack.
- 4.10 The city centre also benefits from a number of cycle hire facilities, including [Mobike](#) and [Bike & Go](#) and [Brompton Dock](#) from various train stations across the country. Information on the bike hire schemes will be included in the travel pack.
- 4.11 Residents will also be made aware of tax exempt salary sacrifice cycle to work scheme operated by the Government, so that they can check if this is available with their employers.

Inclusive Mobility

- 4.12 The development includes two disabled parking spaces located outside the main entrance on Dutton Street. The TRO will ensure that the spaces can be only used by drivers displaying a blue badge permit. In line with MCC city centre parking policy, drivers displaying a blue badge permit in designated disabled parking spaces are not subject to the timed restrictions for an area. The level of designated disabled parking provision has been agreed as appropriate with MCC during scoping discussions.
- 4.13 MCC city centre parking policy also allows disabled visitors and residents displaying a blue badge permit to park in standard parking bays without being subject to the timed restrictions for an area. The TRO for Dutton Street increases the number of standard parking bays outside the site. This means that there are a high number of opportunities for disabled drivers to park their cars outside the site.
- 4.14 In addition to the provision of designated disabled parking bays outside the site, information on the following will be included in the travel pack:
 - Details of [MCC's policy](#) on disabled parking and how to apply for a blue badge permit
 - Contact details for [Manchester Disabled People's Access Group](#), which provides information on how to get to venues
 - Contact details for [DisabledGo](#), which provides access information for key destinations across the UK
 - Plans showing disabled parking locations across the city centre
 - Details of accessible bus, tram and train routes/stops across the city centre from [TfGM](#)
 - Information on tram, bus and train policies on travelling with guide dogs from [TfGM](#)
 - Information on the [English National Concessionary Travel Pass](#) for people with disabilities
 - Details of taxi companies in the city centre that have vehicles that can accommodate wheelchairs and will allow guide dogs

Public Transport

- 4.15 The Proposed Development benefits from an exceptional level of accessibility by public transport.
- 4.16 In addition to plans showing public transport routes, the travel packs will include information relating to phone app and on-line journey planning information available on [TfGM](#).
- 4.17 Information will also be provided on season ticketing arrangements that are available for travel around the Northwest.
- 4.18 The Travel Plan Co-ordinator will be responsible for maintaining regular contact with TfGM to ensure that residents are aware of any significant service changes in the area.

Efficient Vehicle Use

- 4.19 Most residents at the Proposed Development will live without owning a car. To meet casual car use needs local car sharing and car club facilities will be promoted, including the [Enterprise Car Club](#) vehicles located outside the Proposed Development. This will also include peer to peer car sharing facilities that allow residents without a car to rent cars from residents nearby that own a car, such as [Hiya Car](#) and [Easy Car Club](#).
- 4.20 [BlaBla Car](#) and [GM Car Share](#) will be promoted to allow residents to hitch a lift with people nearby making the same trips.

- 4.21 Local and reputable taxi companies that provide real-time booking apps will also be promoted (such as [Street Cars](#)).
- 4.22 For residents who own a car, details will be provided of nearby off-street car parks. Including local NCP car parks for which season tickets can be purchased by the resident.
- 4.23 The Proposed Development includes a concierge services that can take delivery of post, parcels and home shopping to allow residents to undertake normal daily activities without needing to use a car. The travel pack will also include information on on-line food retail facilities that serve the area, including [Asda](#), [Tesco](#) and [Ocado](#).

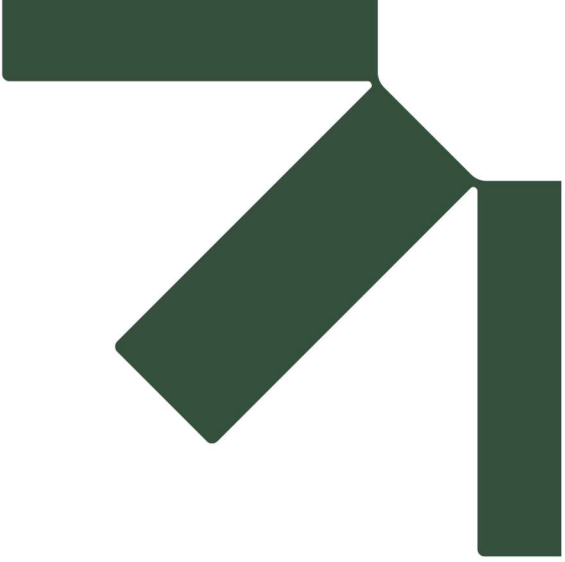
5 MONITORING

Travel Surveys & Monitoring

- 5.1 The best way to establish the effectiveness of a Travel Plan and parking demand is to survey the behaviour of residents when the Proposed Development is occupied. The travel surveys will enable the existing travel choices of residents to be established and against this the success of the measures in the plan can then be assessed. It will also allow parking characteristics to be monitored.
- 5.2 The travel surveys will be undertaken within six months of the Proposed Development being occupied and the results from the survey will be then used to set the targets for the plan and to update the measures, if required. A Progress Report will be produced for issue to MCC.

Target Setting

- 5.3 For the effectiveness of the Travel Plan to be established it is important that specific and measureable targets are set and subsequently monitored on a regular basis. It is not possible to set quantifiable targets at the Framework stage of the Travel Plan.
- 5.4 In the meantime, the following action based targets have been set for the Framework:
 - 1. To appoint the Travel Plan Co-ordinator one month prior to occupation
 - 2. To produce the travel packs ready for issue on initial occupation of each unit



Appendix B Example Travel Survey

Full Travel Plan

Waterhouse Gardens, Manchester

Salboy Limited

SLR Project No.: 432.001756.00001

10 March 2025

Travel Survey

We are currently conducting a Travel Survey as part of the monitoring process for the Travel Plan at Waterhouse Gardens. To do so we'd like to know your travel patterns, needs and how you can be assisted with your travel requirements.

It will take about 5 minutes to complete and all responses will be treated confidentially.

Q1 - Your gender

☐ Male ☐ Female

Q2 – What age range do you fall in?

☐ 16-25 ☐ 26-35 ☐ 36-45 ☐ 46-55 ☐ 56-65 ☐ 65+

Q3 - What is your postcode and house number?

Postcode:..... House number:.....

Q4 – Did you know the development operates a Travel Plan?

☐ Yes ☐ No

Q5 – In a typical week how do you normally travel to the following and how often do you make this journey?

Key: Car on your own (C) Car share (CS) Public Transport (P) Walk (W) Cycle (B)

Other (O)

Journey to	Postcode of/name/area	How	How often per month
Work			
University			
Grocery Shopping			
Other Shopping			
Leisure			
Health			
Other			

Q6 – Does your household have access to the following?

☐ 1 Car ☐ 2+ Cars ☐ Bicycle ☐ Motorbike/Moped

Q7 – Did you find the transport information provided in the Welcome Pack easy to understand?
☐ Yes ☐ No ☐ I did not receive a Welcome Pack

Q8 – Have you changed your main mode of travel since relocating to this address?

☐ Yes ☐ No

If yes, please state how you used to travel and how you now travel below:

.....

.....

Q9 – If using Public Transport, do you buy a pre-paid ticket to travel to work?

☐ Yes ☐ No

Q10 - Which of the following changes would most encourage you to car share? (If you already car share, which would you most like to see?)

- ☐ More help finding car share partners who have similar work patterns
- ☐ Free taxi home if let down by car
- ☐ More information regarding car sharing i.e. benefits and cost savings)

Q11 - Which of the following changes would most encourage you to cycle for journeys in the local area? (If you already cycle, which would you most like to see?)

- ☐ Safer, better lit cycle paths
- ☐ Improve cycle paths on the journey to town centre/ rail station
- ☐ Improve cycle parking at this development
- ☐ Arrangements to buy a bicycle at discount
- ☐ Improved crossing facilities
- ☐ Improved cycle parking at local facilities – where?

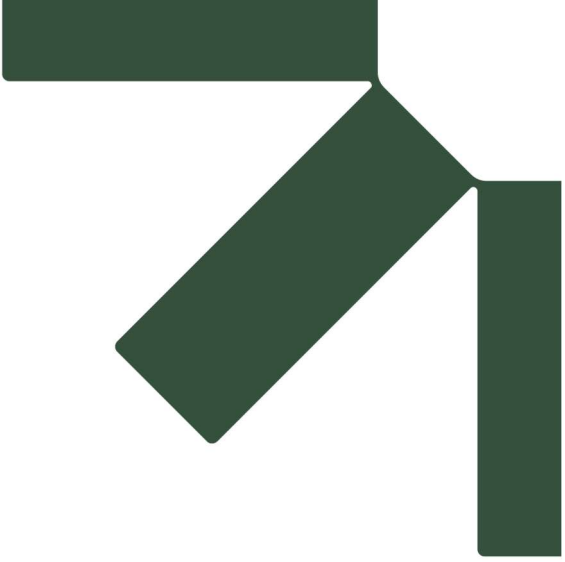
Q12 - Which of the following changes would most encourage you to use public transport? (If you already travel to by public transport, which would you most like to see).

- ☐ More direct bus routes
- ☐ More frequent bus services
- ☐ More frequent train services
- ☐ More frequent tram services
- ☐ Better lighting at bus shelters and on footpaths
- ☐ More convenient bus drop-off points
- ☐ Better bus links to work from station
- ☐ Public transport information

Q13 - Which of the following changes would most encourage you to walk for journeys in the local area? (If you already walk, which would you most like to see?)

- ☐ Cleaner, better maintained workplace footpaths
- ☐ Better lighting on workplace footpaths
- ☐ More improved pedestrian crossing points
- ☐ Higher presence of security around the site
- ☐ Slower speed limits
- ☐ Better street lighting in the local area

Thank you for completing the survey!



Appendix C Enterprise Car Club Hire Scheme at Waterhouse Gardens

Full Travel Plan

Waterhouse Gardens, Manchester

Salboy Limited

SLR Project No.: 432.001756.00001

10 March 2025



Enterprise Car Hire Scheme at Waterhouse Gardens

Waterhouse Gardens

Salboy Limited

Prepared by:

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5th Floor, 35 Dale Street, Manchester, M1 2HF

SLR Project No.: 432.001756.00001

10 March 2025

Revision: 01

Revision Record

Revision	Date	Prepared By	Checked By	Authorised By
01	10 March 2025	AT	GD	GD

Basis of Report

This document has been prepared by SLR Consulting Limited (SLR) with reasonable skill, care and diligence, and taking account of the timescales and resources devoted to it by agreement with Salboy Limited (the Client) as part or all of the services it has been appointed by the Client to carry out. It is subject to the terms and conditions of that appointment.

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1.0 Introduction

Background

- 1.1 This document has been prepared by SLR on behalf of Salboy Limited in support of the development of Waterhouse Gardens located on Dutton Street, on the site of the former Boddingtons' Brewery Site in Manchester.
- 1.2 The aim of this document is to set out the implementation of a Car Hire Scheme at Waterhouse Gardens with the aim of discharging Condition 40 of the Decision Notice (Reference: 118831/FO/2018). Condition 40 states the following:

"Prior to the first occupation of each phase of the residential element of the development hereby approved, details of the provision to promote car hire scheme shall be submitted for approval in writing by the City Council, as Local Planning Authority.

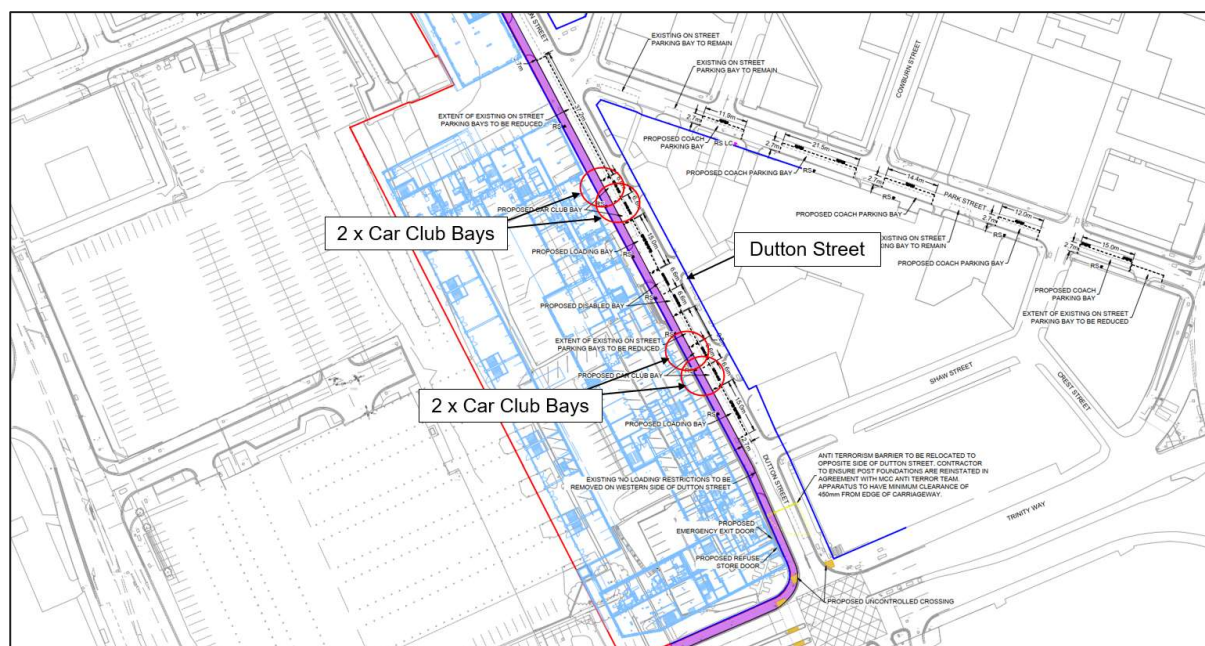
The approved details shall be implemented prior to the first occupation of each phase of the residential element of the scheme and thereafter retained and maintained in situ".

- 1.3 This document should be read in conjunction with a Travel Plan (TP) which has also been written by SLR.

Waterhouse Gardens Car Club Spaces

- 1.4 A Car Club is a pay as you go Car Hire scheme for residents using fuel efficient cars which are available from dedicated on-street bays.
- 1.5 Waterhouse Gardens is proposing to provide 4 car club spaces located on Dutton Street as shown in **Figure 1.1**.

Figure 1.1: Waterhouse Gardens Car Club Parking Spaces



- 1.6 It is expected that these car clubs will be introduced in phases as the development comes forward. These car club spaces will increase to match the demand. It is expected that two vehicles will be provided on first occupation of the site.
- 1.7 Residents of Waterhouse Gardens will have access to an on-site car club, operated by Enterprise Car Club. Available 24/7, the service allows users to book vehicles via an app, with a range of hybrid, electric, and fuel-efficient options that contribute to reducing CO2 emissions.
- 1.8 Waterhouse Gardens is currently arranging with Enterprise Car Club to provide introductory use vouchers, allowing residents to trial the scheme. On-site promotional events will also be organised to encourage participation and raise awareness of the benefits of car clubs.



2.0 Car Club Benefits

2.1 Car clubs provide a practical alternative to private car ownership, offering users access to a vehicle without the financial and maintenance burdens of owning one.

2.2 Enterprise Car Club indicates the key benefits of using a Car Club is the following:



Reserve a vehicle at any time in the day via the app, online or by phone;



Access to over 1300 cars and vans to across the UK;



Save money by only paying for time and distance rather than physically owning a vehicle; and



Go Green using a Car Club. Each Car Club has removed up to 32 private cars on the road, leading to creating space for urban realm improvements and healthier streets.

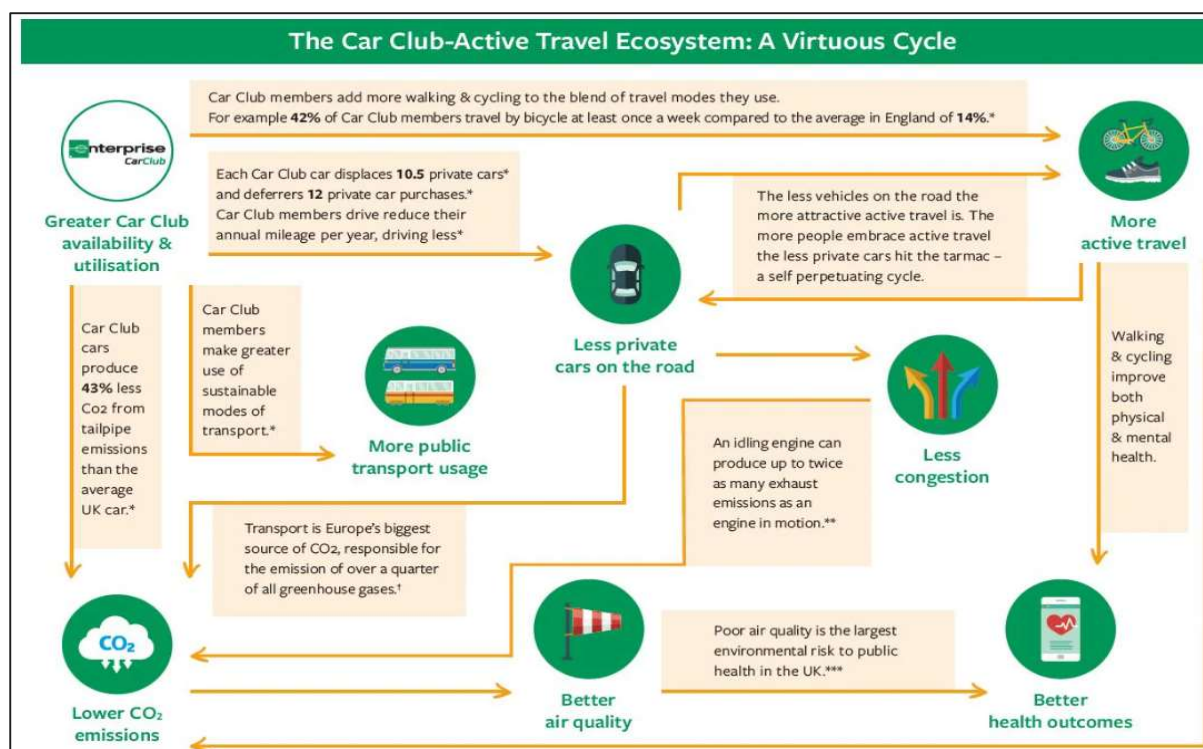
2.3 Research from Enterprise Car Club states that 35% of publicly accessible Car Club vehicles in the UK are electric, helping to reduce emissions and improve air quality beyond simply reducing traffic levels.

2.4 Another key benefit, as noted by Enterprise Car Club, is that having access to a Car Club can help free up road capacity for active travel, making streets safer and more attractive to the wider community. Car Club members, after joining, are more likely to walk and cycle than they did before obtaining membership.

2.5 Research has shown that up to 35% of Car Club members cycle regularly, compared to just 14% of the general population who cycle more than once a week. This is because Car Club members are more likely to choose active travel modes for shorter, local journeys, using a car only when necessary. **Figure 2.1** shows the active travel Car Club ecosystem.



Figure 2.1: Car Club Ecosystem



(Source: <https://www.enterpriseclub.co.uk/qb/en/about/car-club-and-active-travel.html>)

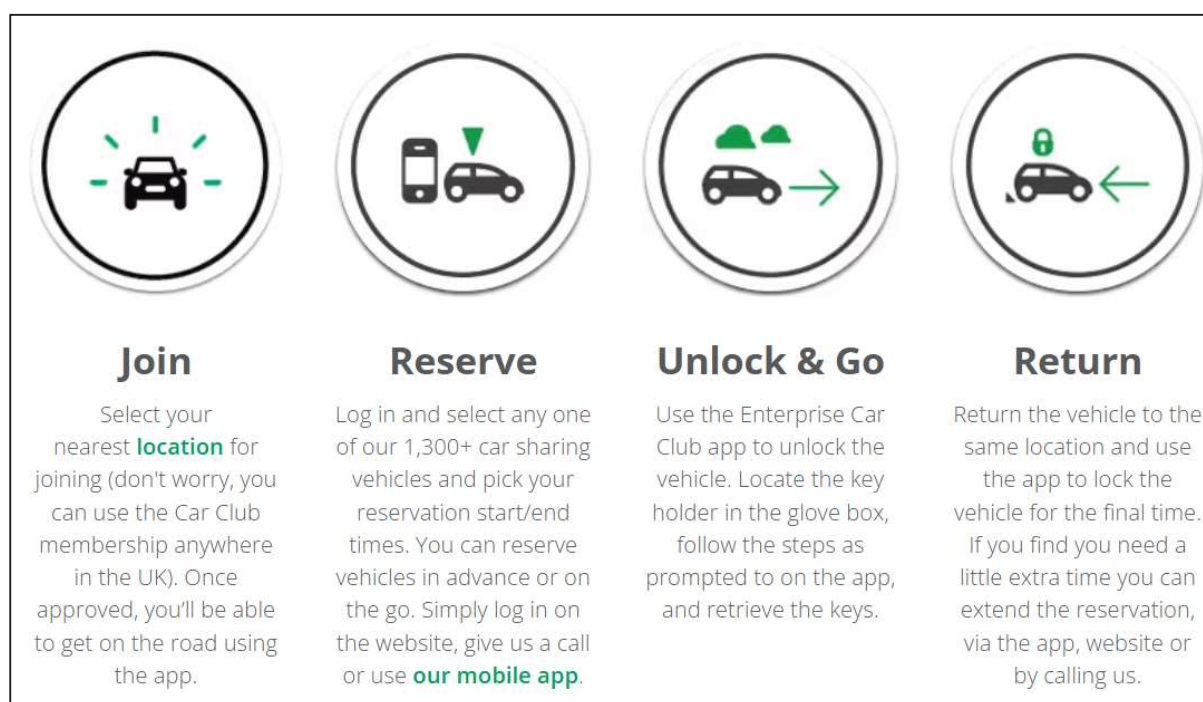


3.0 Enterprise Car Club Operation

Operation

- 3.1 Enterprise Car Club provides a flexible and cost-effective alternative to private car ownership, offering members access to vehicles on an hourly or daily basis. The service operates across multiple locations in the UK and is designed to provide a convenient and sustainable mobility solution.
- 3.2 Enterprise Car Club is an accredited member of CoMoUK, a not-for-profit organisation that supports the development of shared transport solutions across the UK. Through initiatives such as car sharing, bike sharing, and on-demand transport services, CoMoUK plays a key role in promoting sustainable mobility options.
- 3.3 Enterprise has invested in a MaaS platform and is working with a number of Councils around the country to ensure travellers have access to a shared vehicle within a hierarchy of travel options. This means that members can easily hire a car by the hour or day at a convenient location for those journeys that are not possible by public transport alone.
- 3.4 The process of how to use Enterprise Car Club is shown below in **Figure 3.1**.

Figure 3.1: How Enterprise Car Club Works

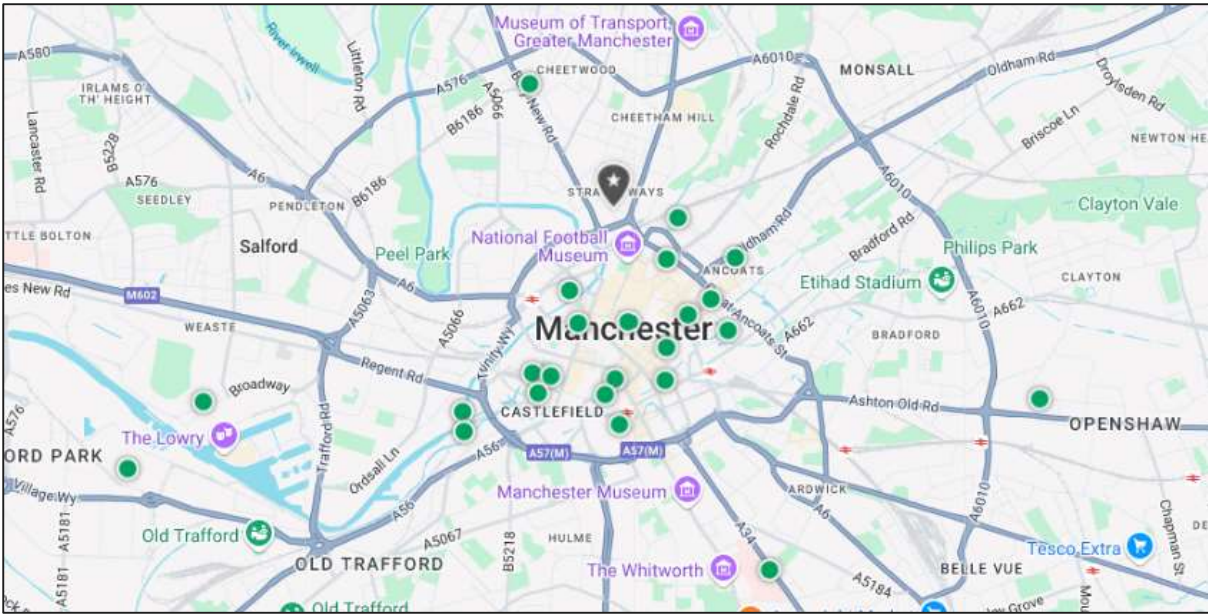


(Source: <https://www.enterpriseclub.co.uk/gb/en/about/how-car-club-works.html>)

- 3.5 Aside from the four Enterprise Car Club locations that will be dedicated to the Waterhouse Gardens, members additionally get access to a range of other locations in Manchester. The locations are shown below in **Figure 3.2**.



Figure 3.2: Enterprise Car Club Locations



(Source: <https://www.enterpriseclub.co.uk/gb/en/home.html>)

Pricing and Plans

3.6 The hourly rate for an individual using Enterprise Car Club in Manchester is shown below in Figure 3.3.

Figure 3.3: Enterprise Car Club Cost

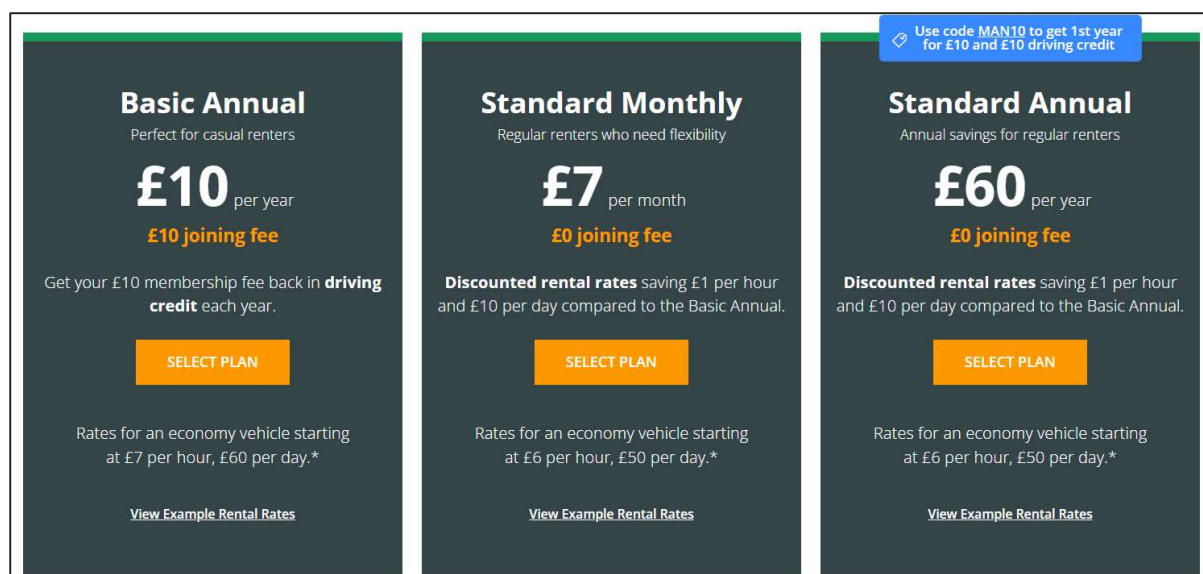


(Source: <https://www.enterpriseclub.co.uk/gb/en/home.html>)

3.7 The three main pricing plans for those who sign up in Manchester are shown below in Figure 3.4.



Figure 3.4: Enterprise Car Club Membership Options in Manchester



(Source: <https://www.enterpriseclub.co.uk/gb/en/programs/regions/north-west-england/manchester.html#why>)

- 3.8 As seen in **Figure 3.4**, the Standard Annual includes a discount code for residents who are aged 22 to get their first year's membership for £10 and get £10 free driving credit using the promo code, 'MAN10'. **Figure 3.5** highlights what the basic and standard membership entails.

Figure 3.5: Basic and Standard Membership Information



(Source: <https://www.enterpriseclub.co.uk/gb/en/programs/regions/north-west-england/manchester.html#why>)

- 3.9 Other key information to be aware of when joining Enterprise Car Club are of the following:

- **Fuel** - This will be covered during time of rental, using a fuel card located within the vehicle's glove compartment, or to the right of the steering wheel;
- **Physical Damage/Liability Protection** - This is included with an excess of £1,000 for cars and £1,250 for vans, per incident, as standard across all plans. If you are aged 22+ you can reduce your excess to £250 per incident by paying £15/month or £150 per year, when you join or by entering your member ID on this form. Alternatively, you can reduce



your excess for a specific reservation to £250 per incident by paying an hourly fee of £2.00/hr (up to £16.00/day). You can select this option at the time of making your reservation;

- **Parking** – When parking outside the vehicle’s dedicated location, users are liable for any parking costs. Free parking is available in Edinburgh and Kensington & Chelsea in London; and
- **Tolls & fines** – Car Club members will have to cover the costs should any parking ticket or traffic offences incur. These also may attract an administration fee.

3.10 A cost calculator for both personal and business use can be found using the website link below:

- <https://www.enterprisecarclub.co.uk/gb/en/about/calculator.html>

3.11 Enterprise Car Club rates for the Northwest are shown in **Table 2.1**.

Table 3.1: Vehicle Class and Northwest Rental Rates

Vehicle Class	Hourly		Daily	
	Rates from	Mileage	Rates from	Mileage
Small e.g. Toyota Aygo or similar	£7.33	27p per mile	£58.94	27p per mile
Economy e.g. Ford Fiesta or similar	£8.63	27p per mile	£71.59	27p per mile
Standard e.g. Ford Focus or similar	£9.18	27p per mile	£76.19	27p per mile
Large e.g. Vauxhall Insignia or similar	£10.18	27p per mile	£87.34	27p per mile
Estate e.g. Toyota Auris Estate or similar	£9.68	27p per mile	£82.09	27p per mile
SUV - Standard e.g. Vauxhall Mokka or similar	£9.68	27p per mile	£82.09	27p per mile
Economy Van e.g. Ford Caddy or similar	£9.68	35p per mile	£82.09	35p per mile



Vehicle Class	Hourly		Daily	
	Rates from	Mileage	Rates from	Mileage
Standard Van e.g. Ford Expert or similar	£11.53	35p per mile	£92.49	35p per mile
Large Van e.g. Ford Transit or similar	£12.83	35p per mile	£106.74	35p per mile
EV - Economy e.g. Renault Zoe or similar	£8.43	14p per mile	£72.09	14p per mile
EV - Standard e.g. Nissan Leaf or similar	£8.63	14p per mile	£71.59	14p per mile

Offers and Incentives

3.12 Other offers and incentives that Enterprise Car Club provides when joining are the following:



Service Discounts, for those who work in Emergency services get a discounted rate. For the first year the Standard Annual Membership will be £10 and also £20 free driving credit will be provided (saving users up to £70);



Free personal membership for corporate customers;



Referring a friend will provide £20 free driving credits for both the user and friend;



If already a member of a Car Club, Enterprise Car Club allows for £1 joining fee, saving up to £59 for the first year;



Half price membership is offered if the user is a member of a bike, e-bike or e-scooter shared scheme, saving the user up to £30 in their first year;



Car Club users can add an additional driver for £30, and



Enterprise Car Club also offers those who have disabilities to add free surrogate drivers to their account of up to 3 people.





Making Sustainability Happen



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