



KFC Restaurant and Drive-Thru
Altrincham Road, Baguley

Detailed Travel Plan

For

Standard Corporation Ltd

Document Control Sheet

KFC Restaurant and Drive-Thru

Altrincham Road, Baguley

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This document has been issued and amended as follows:

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1.0 Introduction

- 1.1 This Detailed Travel Plan (TP) has been prepared by Motion on behalf of Standard Corporation Ltd to accompany a discharge of condition application for a KFC restaurant and takeaway unit with associated drive-thru on land located within the existing Tesco car park at Altrincham Road, Baguley.
- 1.2 Following planning permission being granted for the construction of the KFC unit at the site during May 2022 (planning reference: 132835/FO/2022), a Section 73 application was approved on 10th July 2024 relating to alternations to the Tesco car park area of the site (planning reference: 140480/JO/2024). As part of the approved Section 73 application, Condition 16 stated the following:

"The development hereby approved shall not be occupied until a detailed Travel Plan has been submitted to and approved by the City Council as local planning authority. The detailed Travel Plan shall be developed in accordance with the Framework Travel Plan (prepared by Mode Transport Planning and stamped as received on 3 February 2022) and implemented in accordance with an agreed timeframe."

- 1.3 Therefore, this Detailed TP has been prepared to discharge Condition 16 of the approved Section 73 application (planning reference: 140480/JO/2024).

Document Purpose

- 1.4 A TP is a bespoke package of measures aimed at promoting sustainable travel choices to reduce the reliance on the private car. TPs involve the development of a set of targets, measures and monitoring mechanisms intended to achieve the Plan objectives, whilst also bringing a number of other benefits to the organisation its employees, the environment and the local community.
- 1.5 The purpose of the TP is to set out both short and long-term strategies for reducing dependence on travel by private car and to encourage sustainable travel choices primarily for staff. The objective is to reduce single-occupancy private car journeys in favour of more sustainable modes of travel through the introduction of a package of measures that will assist and encourage staff to travel by more sustainable modes of transport.
- 1.6 The senior management team at KFC supports the aims and objectives of travel planning established through government and local policy. The company is committed to the success of this TP and will use its best endeavours to achieve the targets set out herein.
- 1.7 This TP is prepared primarily for the benefit of KFC staff, but information sharing can also be used to inform customer travel to the site.

Document Structure

- 1.8 The remainder of this TP is structured as follows:
- ▶ Section 2 describes the site context and that of the surrounding areas;
 - ▶ Section 3 outlines the aims and objectives of the Travel Plan;
 - ▶ Section 4 sets out the targets of the Travel Plan;
 - ▶ Section 5 details the management strategy for the Travel Plan;
 - ▶ Section 6 outlines the physical and management measures to be implemented to encourage and promote sustainable travel;
 - ▶ Section 7 sets out the monitoring and review strategy for the Travel Plan; and
 - ▶ Section 8 provides an Action Plan summarising what needs to be done, by when and who is responsible.

2.0 Existing Context

- 2.1 The application site is located within the car park of Tesco Baguley to the north of the petrol station, replacing standard car parking bays and the hand car wash. The Tesco car park is accessed from the A560 Altrincham Road. The location of the application site in the context of the local highway network is illustrated in Figure 2.1.

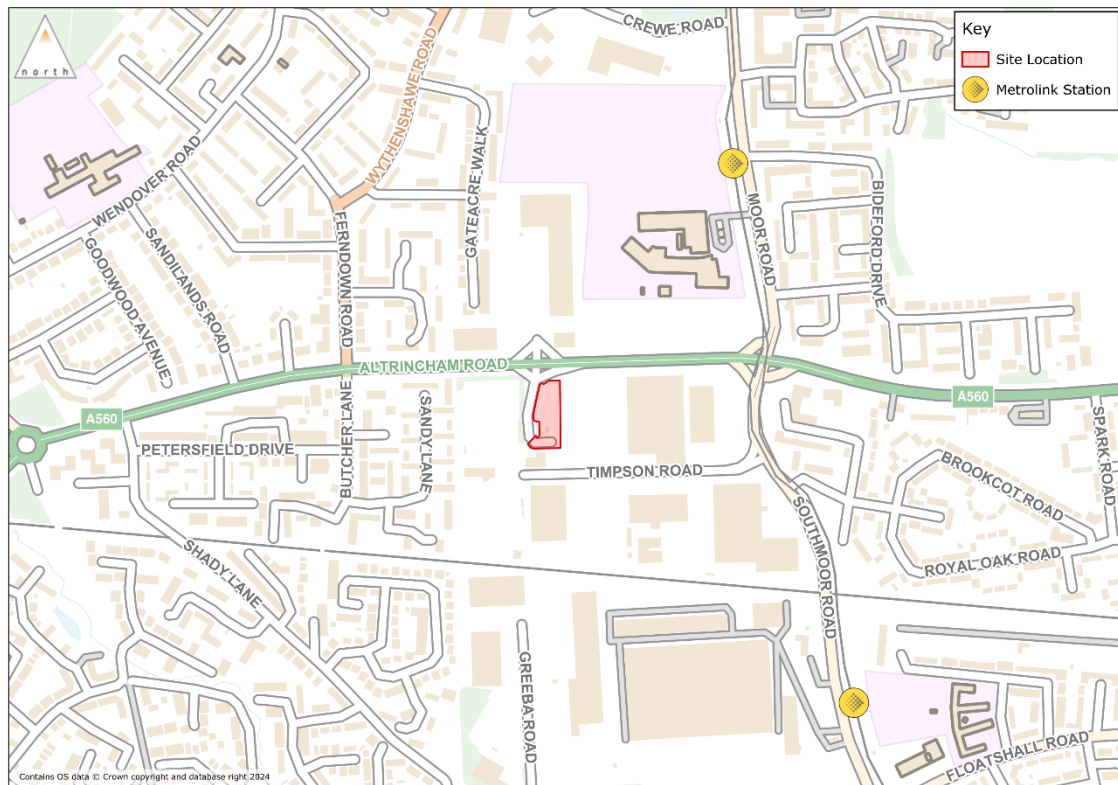


Figure 2.1: Site Location

- 2.2 The KFC unit is accessed internally from the existing car parking area.
- 2.3 Pedestrian access to the application site is taken from within the Tesco car park. Several zebra crossings are provided within the site, both over the drive-thru and other internal routes to facilitate safe pedestrian movement around the site.
- 2.4 A new pedestrian/cyclepath link is also provided between the north-west corner of the Tesco car park and the existing footway on Altrincham Road, facilitating safe pedestrian access between the wider footway network and the KFC restaurant entrance.
- 2.5 An additional designated pedestrian route is implemented within the Tesco car park itself, with zebra crossings across the drive-thru and main internal route, linking the KFC unit to a new marked pedestrian walkway along an aisle of parking bays to guide pedestrians safely between the KFC restaurant entrance and Tesco main entrance.
- 2.6 The drive-thru operates as a single lane one-way system, circulating clockwise around the building with vehicles entering to the north and exiting to the west of the unit.
- 2.7 Car parking for both Tesco customers and customers of the KFC restaurant and takeaway unit is shared across the car park.

- 2.8 The unit is provided with 2x Blue Badge holder spaces and 2 home delivery bays adjacent to the KFC restaurant entrance and 2 large order bays to the west of the drive-thru exit.
- 2.9 Cycle parking is provided for customers and staff, providing a total of 3 stands, equivalent to 6 spaces.
- 2.10 All servicing and delivery arrangements will take place on-site with vehicles entering / exiting in a forward gear. Delivery vehicles will utilise the hatched designated delivery bay to the south of the restaurant and drive-thru.

Pedestrian & Cycle Accessibility

- 2.11 National and local policy advocate that walking is an important mode at a local level and offers the greatest potential to reduce car trips and cycling also has the potential to substitute short car trips.
- 2.12 The location of the application site is such that there is a well-established network of pedestrian and cycle routes along key highway links providing good connectivity to nearby bus stops and railway station offering staff and customers with a realistic opportunity to travel to the site by sustainable modes of transport.
- 2.13 Pedestrians can access the Tesco car park from the A560 Altrincham Road via a pedestrian-only link located between the Tesco access and Southmoor Road signalised junctions.
- 2.14 The application site is located within the west of the existing Tesco car park and a new pedestrian link to Altrincham Road has been provided opposite the signalised junction serving the Tesco access. This is supplemented by designated pedestrian routes within the car park facilitating safe pedestrian access between the Tesco main entrance, KFC unit and wider pedestrian footway network.
- 2.15 Altrincham Road is provided with lit footways along the westbound carriageway and benefits from a shared footway / cycleway along the eastbound carriageway. Where Altrincham Road forms a junction with the Tesco and Brookway Retail Park access points, staggered signalised pedestrian crossings are provided over each arm to aid safe pedestrian movement around the junction.
- 2.16 Continuing west, lit footways and the shared footway / cycleway along Altrincham Road facilitate safe pedestrian access between the application site, nearby bus stops and residential areas within Baguley and Timperley.
- 2.17 To the east of the junction, lit footways continue along Altrincham Road to provide a pedestrian link between the KFC restaurant and takeaway entrance and the nearest bus stop. Several pedestrian refuge islands with dropped kerbs are provided along Altrincham Road to provide pedestrians with safe crossing opportunities to opposite side of the carriageway.
- 2.18 The lit footway / cycleway on Altrincham Road continues east then north along Moor Road towards the nearest tram stop. Signalised pedestrian crossings are provided on the A560 Altrincham Road / Moor Road / Southmoor Road junction to the east of the application site. Pedestrian crossings with dropped kerbs and tactile paving are also provided over the tram lines, providing connection to residential areas located to the north of the site.
- 2.19 Lit footways and shared footway / cycleway facilities continue south along Southmoor Road offering links between the application site and commercial uses and residential areas located to the south of the site. Where Southmoor Road junctions with Timpson Road, signalised pedestrian crossing facilities are provided and footways continue along Timpson Road offering an alternative pedestrian route to the Tesco car park.
- 2.20 The local cycle connections within the vicinity of the application site are illustrated in Figure 2.2 which identifies the shared footway /cycleway along Altrincham Road. Further afield, the shared footway /cycleway facilities link to other traffic-free and on road cycle routes in the locality of the site, providing connections towards residential areas such as Timperley and Sale. In addition to this, regional cycle network route 85 can be joined approximately 1.5km east of the site from Altrincham Road.

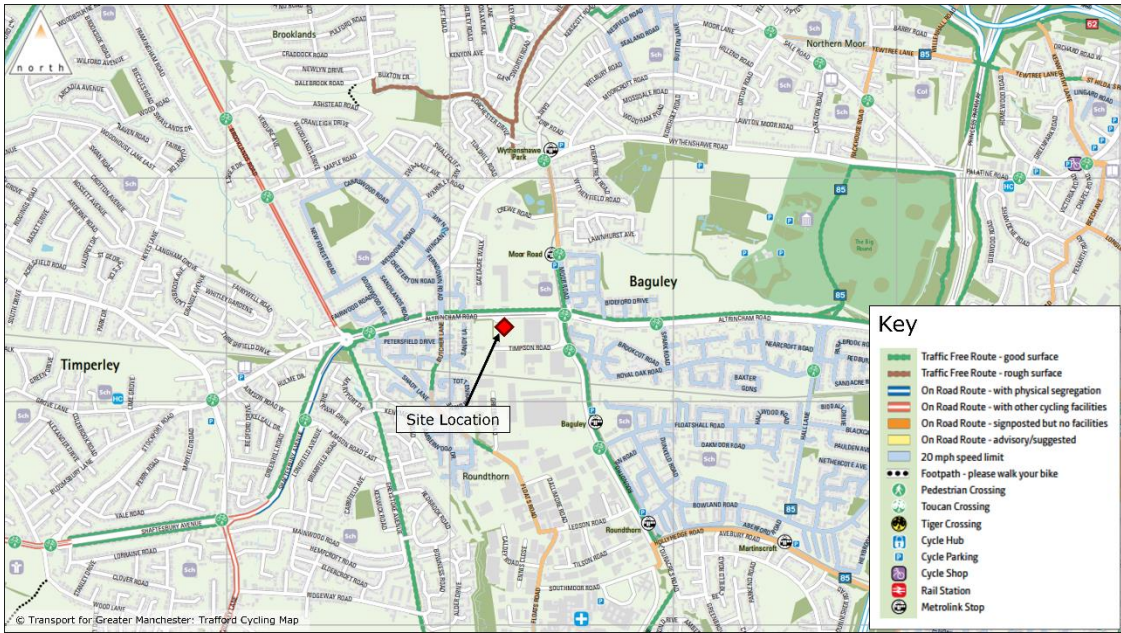


Figure 2.2: Local Cycle Connections

Accessibility by Public Transport

- 2.21 The nearest bus stops are located approximately 240m to the east of the application site on Altrincham Road, accessible in an average walk time of 3 minutes. The bus services operating from these stops are summarised in Table 2.1.

Service No.	Route	Frequency (no. buses per hour)		
		Mon-Fri	Saturday	Sunday
11	Stockport – Cheadle – Wythenshawe – Baguley – Altrincham	3	3	2
18	Eccles Interchange – Trafford Centre – Sale – Baguley – Wythenshawe – Manchester Airport	1	1	1 every 2 hours
19	Altrincham – Sale – Wythenshawe – Baguley	2	2	1
370/371	Stockport – Cheadle – Gatley – Baguley – Altrincham	2	2	0

Table 2.1: Local Bus Routes

- 2.22 Moor Road tram stop is located approximately 550m north-east of the site adjacent to Moor Road, accessible in an average 7-minute walk or 2-minute cycle. The stop is served by the Navy Line, operating between Manchester Victoria railway station and Manchester Airport, with trams timetabled to depart in each direction approximately once every 12 minutes.
- 2.23 The location of the application site facilitates the opportunity for staff and customers to travel by sustainable modes e.g., on foot, by cycle or public transport, thereby reducing reliance on the private car.

Summary

- 2.24 The location of the site reflects requirements of the NPPF and local policy in ensure that patterns of growth make the fullest possible use of walking, cycling and public transport, and focus significant

development in locations which are sustainable. The location of the site provides a realistic choice in sustainable travel modes which would act to reduce customers' and staff reliance on the private car.

3.0 Objectives and Benefits

Overview

- 3.1 The overarching aim of this Travel Plan is to put in place the management tools deemed necessary to enable employees to make informed decisions about their choice of travel to the site, which at the same time minimises the adverse impacts of travel on the environment. This is achieved by setting out a strategy for eliminating barriers that keep employees from making use of sustainable modes.
- 3.2 Improving the transport choices available to people, rather than focusing on providing for the private car, will lead to a more equitable and sustainable development that provides travel options for all employees regardless of whether they own a car.

Objectives

- 3.3 The overarching objective of the TP is to minimise the reliance upon single-occupancy car borne travel, where practically possible, to achieve fewer trips to and from the development than would otherwise be the case, in favour of sustainable modes.
- 3.4 The transport principles for the site reflect sustainable objectives which can be summarised under the following headings:
- ▶ Promote sustainable transport choices for employees and customers travelling to and from the site;
 - ▶ To encourage car sharing, particularly amongst staff that reside in proximity to each other and work compatible hours, as a means of minimising travel by private car;
 - ▶ Promote accessibility to the restaurant by walking and cycling as a means of transport or as part of a journey in conjunction with other modes of transport along with the health benefits;
 - ▶ Promote and encourage the use of public transport as a suitable and feasible alternative method of travel to the private car; and
 - ▶ Increase the awareness of the environmental and social benefits of using alternative modes of transport.
- 3.5 These objectives accord with the aims of national and local government. The objectives will provide focus and direction to the TP, leading to appropriate measures and targets being set.

Benefits

- 3.6 By meeting the objectives, the TP will bring about the following benefits :

Employee Benefits

- ▶ Health benefits associated with walking and cycling, including reduced levels of stress;
- ▶ The opportunity to save money by using alternative modes of travel to the car; and
- ▶ Improved quality and reliability of employee journeys to and from work.

Operator Benefits

- ▶ An improved compliance within the planning context;
- ▶ A demonstration of any environmental credentials;
- ▶ An incentive to recruiting and retaining employees; and
- ▶ A healthier and more productive workforce.

Wider Community Benefits

- ▶ On-going reductions in vehicular generated traffic on the local highway network;
- ▶ Increasing patronage on existing public transport modes;
- ▶ Health benefits associated with walking and cycling; and
- ▶ A contribution towards an overall reduction in travel emissions.

- 3.7 It is intended that these objectives will be met by identifying and implementing initiatives that provide employees and customers with a variety of travel choices and reduce the need to travel by private car. By meeting the objectives set above, the future occupier will fulfil its desire to achieve consistency with national and local planning policy and facilitates accessibility by all available modes of travel to the site.

4.0 Targets

Overview

- 4.1 Targets are measurable goals by which progress will be assessed. This TP sets out targets that the prospective occupier will seek to reach within the TP monitoring period. All targets should be SMART; that is Specific, Measurable, Achievable, Realistic and Time related.
- 4.2 There are two types of targets, namely: 'Action' and 'Aim' targets. Action targets set out specific commitments and implementation to ensure delivery. Aim targets provide numerical goals for modal shift.

Action Targets

- 4.3 The key action targets are set out below. These targets are included within the action plan in Section 8:
- ▶ A Travel Plan Co-ordinator (TPC) will be appointed prior to the restaurant opening;
 - ▶ The first travel plan survey will be undertaken within 3 months of the unit opening for trading; and
 - ▶ The finalised Travel Plan will be agreed once staff origins and travel patterns are identified through the staff travel survey.

Aim Targets

- 4.4 As this TP has been prepared in advance of occupation, it is not possible at this stage to derive site-specific mode share targets. As such, indicative travel plan targets have been based on mode share data obtained from the 2011 Census dataset 'location of usual residence and place of work by method of travel to work' for the Manchester 047 Middle Super Output Area (MSOA).
- 4.5 Table 4.1 outlines the preliminary targets for the restaurant and takeaway unit. Due to the limited control over modes of travel used by the restaurant's customers, targets will not be set specifically for customers. However, TP measures will include benefits for customers as well as employees.
- 4.6 The baseline modal split figures for employment should be taken from the results of the first travel plan survey. It is recognised that it is not possible to set out accurate targets far into the future, even when based on actual modal share data. Targets will change and be updated over time as the result of ongoing monitoring becoming available.

Target	Indicator	Modal Split			
		Baseline Year	Year 1	Year 3	Year 5
Achieve a 10% decrease in single occupancy vehicle (SOV) trips	Modal split monitoring survey for SOV use	80%	-3%	-6%	-10%
Achieve an increase in use of alternative modes to offset reduction in SOV use	Modal split monitoring survey for public transport	9%	+1%	+2%	+4%
	Modal split monitoring survey for walking	8%	+1%	+2%	+3%
	Modal split monitoring survey for cycling	3%	+1%	+2%	+3%

Table 4.1: Targets

- 4.7 All data to be collected will be in accordance with local authority standards, to ensure the TP is being accurately monitored and that targets are being met.

5.0 Travel Plan Strategy

Overview

- 5.1 A Travel Plan Coordinator (TPC) will be appointed prior to the opening of the KFC unit. The TPC will be responsible for overseeing the management, development, implementation, monitoring and review of the TP.

Travel Plan Co-ordinator

- 5.2 The TPC will be a part-time role whose responsibility will include:
- ▶ Acting as a point of contact for all employees;
 - ▶ Managing the development and implementation of the TP measures;
 - ▶ Promoting the objectives and benefits of the plan;
 - ▶ Monitoring the success of the TP against the agreed targets;
 - ▶ Acting as point of liaison with neighbouring business and external organisations e.g. transport operators; and
 - ▶ Organising and distributing any necessary surveys and other data collection required to develop and monitor the TP.
- 5.3 The TPC will be a role undertaken by the restaurant general manager and the main point of contact for any queries relating to the Travel Plan. The contact details for the restaurant general manager are as follows:

John Catterall

721 Altrincham Road

Manchester

M23 9TJ

Email: Baguley@soulfoodsgroup.com

Marketing

- 5.4 Employees will be made aware of the existence of the TP upon commencement of their employment. The following method could be used as a means of disseminating information to employees and promote events/campaigns/promotions:
- ▶ Employee noticeboard;
 - ▶ Employee Newsletters (where possible);
 - ▶ Employee Travel Pack; and/or
 - ▶ Web groups and forums.

6.0 Measures and Initiatives

Overview

- 6.1 This section of the TP outlines the specific physical and management measures to be implemented. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the TP. However, the list is not exhaustive and the TPC is free to investigate other potential initiatives.

Travel Information

- 6.2 A Travel Information Pack will be distributed to staff and will provide information on public transport services available, location of bus stops, tram stops, bus routes, timetables and fare information as well as a list of useful public transport and journey planning websites. The packs will also include information about the health benefits of active travel in addition to comprehensive details of safe walking and cycling routes to and from the site.
- 6.3 A travel noticeboard will be placed in staff areas which will display information relevant to all modes of travel that are available to and from the site. Information will include details of car sharing, public transport timetables, local walking / cycling routes, in addition to upcoming local or national travel events.

Promoting Walking

- 6.4 The following measures are proposed in order to promote walking to and from the site:
- ▶ The TPC will provide employees and customers with information about available walking routes to the restaurant;
 - ▶ The TPC will raise awareness of the health benefits of walking;
 - ▶ Employees will have access to lockers where they can store clothes; and
 - ▶ The TPC will encourage participation in 'walk to work week' and/or other relevant events to encourage walking.

Promote Cycling

- 6.5 The benefits of cycling as an alternative form of travel will be promoted to all employees, but cycling is only a realistic option for those living close to the site. The merits of cycling to work can be actively promote to those employees living within 5.0km of the site. In addition, the following measures are proposed to promote cycling:
- ▶ Provision of cycle parking, the use of which will be monitored on a regular basis. Should demand generated by the restaurant exceed the provision of facilities, the TPC will liaise with the occupier to provide additional facilities to meet demand;
 - ▶ Changing facilities will be provided within the restaurant available to all members of staff;
 - ▶ Employees will be made aware of cycle maintenance sessions which offer the opportunity for staff to ensure their bicycles are road safe along with local BikeRight cycle training courses, offered by Manchester City Council (MCC);
 - ▶ The TPC will raise awareness of the health benefits of cycling;
 - ▶ All employees will be provided with a Travel Pack which will include maps of local cycle routes and journey planning information; and
 - ▶ The TPC will encourage participation in national cycle events such as 'bike week'.

Promoting Public Transport

- 6.6 The publicity, marketing and promotion of public transport services will inform employees as to the benefits of traveling by bus. Bus and tram timetable information and locations of bus stops should also be provided in the publicity material. Journey planner websites, smartphone application ("apps") and enquiry phone numbers will also be promoted through relevant means.
- 6.7 The TPC will ensure that employees are aware of bus routes and tram timetables for public transport services operating in the vicinity of the site. Bus and tram timetables could be displayed on a noticeboard located in the employee welfare area.
- 6.8 The TPC will encourage participation in national events such as 'Catch the Bus Week'.

Taxis

- 6.9 To promote the use of taxis, local taxi operator numbers will be made available within the restaurant for customers and staff, who can arrange for taxi services to collect them immediately outside the restaurant.

Other Initiatives

- 6.10 Other initiatives that could be promoted by the prospective occupier could include advertising job vacancies locally to encourage people living within walking and cycling distances of the restaurant to apply for positions at the restaurant.

7.0 Implementation, Monitoring and Review

Overview

- 7.1 Monitoring of the TP has two key roles:
- ▶ To provide feedback to allow the TP to be developed; and
 - ▶ To measure the level of success in meeting identified targets using key performance indicators.
- 7.2 A framework for undertaking the monitoring and review is outlined in this section.

Monitoring Strategy

- 7.3 In order to determine the success of the TP in achieving the desired aims a defined regular program of monitoring will be required. The objective of the monitoring process is to regularly assess employees' travel patterns to work, and identify when/if the plan, or elements of the plan strategy, are not working and may need to be changed.
- 7.4 The monitoring program will begin with the initial travel survey, to be undertaken within 3 months of the restaurant opening for trading. Surveys will be repeated biennially up to year 5 to monitor progress towards the interim and final targets.
- 7.5 Monitoring of the following is also useful to judge whether the implementation or proportion of certain measures needs to be modified. The following factors should be monitored as part of the programme:
- ▶ The level of use of cycle stands;
 - ▶ Demand for additional cycle parking facilities; and
 - ▶ Comments received from employees relating to the operation and implications of the TP.

Reporting

- 7.6 A biennial review of the Travel Plan will be undertaken for a period of 5 years from the restaurant opening for trading, by the TPC, to assess the progress of the plan. This will outline the results of the monitoring in the preceding period, measures that have been implemented and any suggested changes to targets and measures as a result of the survey data. This report will be submitted to Travel Plan Officers at MCC as necessary.

8.0 Action Plan

- 8.1 The Action Plan outlined below in Table 8.1 sets out the suggested measures included with this TP that are directed at influencing travel patterns. The Action Plan will be reviewed by the TPC prior to any review to check performance and identify the need for any corrective actions that may need to be put in place for the following period.

Measures		Target	Monitoring Method	Responsibility
General	Appointment of the TPC	Prior to the restaurant opening for trade	N/A	Occupier
Information Provision	Provide a travel board	Prior to the restaurant opening for trade	N/A	TPC
Information Provision	Provide travel information packs to staff	Prior to the restaurant opening for trade	N/A	TPC
Walking	Provision of information related to walking routes in the area	On-going through recruitment and travel packs	N/A	TPC
Cycling	Provision of cycle parking stands	Provided as part of the development process	Spot checks as part of maintenance rounds	Occupier
Cycling	Provision of cycling route maps, local training and other information	On-going through recruitment and travel packs	N/A	TPC
Cycling	Promote local and national cycle initiatives	Annually	TPC to monitor uptake	TPC
Cycling	Promote local and national cycle initiatives	Annually	TPC to monitor uptake	TPC
Cycling	Monitor cycle parking usage	On-going	Regular counts	TPC
Public Transport	Provide sustainable travel information with timetable and bus stop & rail information for employees	On-going through recruitment and travel packs	N/A	TPC
Taxi	Provide details of local taxi services	Prior to the restaurant opening for trade	TPC to ensure details are kept up to date	TPC
Monitoring	Undertake baseline travel surveys	Within 3 months of trading	Distribute travel surveys to staff	TPC
Monitoring	Repeat travel surveys	Year 3 and 5	Distribute travel surveys to staff	TPC

Table 8.1: Action Plan