5. Travel Plan Measures - Infrastructure

5.1.1 The primary objective of the FTP and development proposals is to influence travel behaviour such that:

- Single occupancy car trips are reduced and minimised as much as possible; and
- Access to the Site by all other modes, particularly walking, scooting, wheeling, running, cycling and public transport is promoted, encouraged and enhanced.

5.1.2 In order to persuade people to change their mode of travel it is necessary to introduce a varied mix of incentives e.g., good quality cycling facilities. For the Site the range of infrastructure improvements and transport related measures are described in this section.

5.2 Sustainable Travel Infrastructure

5.2.1 All of the infrastructure improvements and transport related measures proposed are either shown or delivered by one or more of the following drawings/documents:

- Site Masterplan;
- Transport Assessment; and
- Framework Travel Plan (this document).

5.2.2 To enhance the pedestrian environment surrounding and within the Site, the public realm strategy is proposed to provide a safe and attractive environment for pedestrians and to promote access to the Site by foot. A key objective will be to provide sufficient links to the surrounding pedestrian and cycle networks.

5.2.3 All public realm designs and materials are to be agreed with Manchester City Council's Capital Programmes and Property team and are subject to discussions with Manchester City Council officers.

5.2.4 The masterplan is contained in Appendix A and the key details are summarised as follows:

- A total of 494 secure cycle storage spaces are proposed within the basement;
- Additional visitor cycle spaces will be provided within the public realm areas; and
- Dropped kerbs and tactile paving are currently provided at crossing points to aid and facilitate the movement of pedestrians, especially those less mobile.

5.3 Awareness of the Benefits of the On Site and Local Sustainable Travel Infrastructure

5.3.1 The TPC will raise awareness of and benefits of all on Site infrastructure and local active travel routes through the following:

- Business travel packs;
- On Site events;
- Business and employee social media pages; and
- Development web travel page.

6. Travel Plan Implementation / Communication

6.1.1 This FTP clarifies the role of the TPC and sets out their responsibilities in terms of ensuring that the series of measures and initiatives identified, that will help to reduce the reliance on the private car, are delivered.

6.1.2 This action plan is developed to set out a clear strategy for the implementation of the Travel Plan measures. This section summarises the measures to influence travel behaviour and compliment the infrastructure measures detailed in the previous chapter. This action plan also sets out a clear target schedule for their implementation.

Table 6.1 Overall Co-ordination

Measures	Guideline Timescale	Further Detail
Meet with the Local Authority and establish local priorities for the coming year and provide contact details of TPC	On appointment and thereafter annually on completion of FTP update and annual travel surveys	Understand local strategic priorities, funding opportunities, training and support the TPC can utilise. How do LTPC, MCC and all stakeholders work together? What processes must the LTPC follow?
Establish Travel Plan Network group with key stakeholders	On appointment and meet biannually thereafter	Issue reports, discuss employee barriers to travel, funding opportunities and introduce tenants to other stakeholders.
Provide a point of contact for all stakeholders including developers, council and LTPC	On appointment and ongoing	LTPC to provide contact info on all materials and on the travel web page.
Provide each employer/tenant with the Framework Travel Plan and liaise with their TPC	Prior to first unit opening	LTPC to acquire contacts from landowner.
Produce Travel Pack for LTPC and disseminate	On occupation	Contains all travel information and to be delivered to all LTPC. See Marketing for further details. Update annually.
Annual survey for LTPC	Annually from 30% occupation	LTPC to create survey and deliver via bespoke promotional materials. See Marketing chapter.
Carry out annual traffic count at the site entrances and on cycle parking if deemed relevant	Annually	Deliver results to council and other key stakeholders within annual report.
Establish incentive prize for annual survey and manage prize draw	Ongoing	TPC to utilise disbursements budget and look to augment with prizes from local retailers. Design materials and deliver via main communication channels.
Produce annual report highlighting annual survey results	Annually	TPC to produce report.
Provide report to council and other key stakeholders including developer and council	Within 6 weeks of closure survey	TPC to disseminate report.

Measures	Guideline Timescale	Further Detail
Update FTP and action plan and revise targets in agreement with council and developer	Within 4 weeks of closure of survey	TPC to liaise with council and provide action plan revisions.

Table 6.2 Active Travel Measures

Measures	Guideline Timescale	Further Detail
Provision of the council's active travel literature – offer, maps etc	Available upon first occupation	MCC may not have these and TfGM will provide.
Establish discounts with active travel retailers	On first occupation	Identify local walking, cycling and running retailers and approach with proposal of partnership. Promote via flyers and invite to on Site events.
Organise on Site travel events coordination	Minimum 1 per year	Raises awareness of travel options and commercial offers. Look to bring retailers on site. Adjust according to annual budget.
Organise on Site E-bike and bike demonstration event with local shop/provider where employees can try bikes with a view to encourage them to make a purchase	As agreements with local providers are established and from 50% occupation	Could be part of an event or standalone.
Arrange for bike maintenance courses on Site	From 30% occupation	Review results of annual survey and if demand arrange with local provider.
Promote and deliver local cycle training services	Available upon occupation	LTPC to liaise with council and promote local services from their approved providers. LTPC to meet with local training providers to establish potential discounts and on-site events.
Explore options for funding and a suitable area for a cycle repair station(s)	On first occupation	Investigate options for a repair station, costs and location that LTPC can access. Linked to maintenance courses. Empowering LTPC to fix and repair their own bikes and giving the infrastructure to do so. Responsibility of LTPC.
Explore establishing and advertising a Bicycle User Group (BUG) and Run User Group (RUG)	Available upon occupation	Cycling and running champions would need to be identified to establish the groups – requires input and support from on-site sales team, council and interaction. Potential for employee groups.
Liaise with local walking and cycling groups and provide information on their services and contact details to LTPC	On appointment	Found on all promo materials including travel pack and at events. Clubs could be invited to on Site events.
Raise awareness of cycle routes within the area	Within Travel Packs and at on Site	Promote existing cycle maps or create one / led rides

Measures	Guideline Timescale	Further Detail
	events and on web page	
Provide details of the DfT Cycle to Work scheme available at https://assets.publishing.service.gov.uk/media/5dc9475440f0b64251080457/cycle-to-work-guidance.pdf The provision of the cycle to work scheme details will encourage employers to put it in place	On delivery of travel packs / promo materials and at on Site events	Can be delivered to employers directly but also to LTPC to encourage take up by employer. Will help to increase cycle ownership levels. Provide info to TPC and at initial meetings with tenants.
Provision of network aps detailing travel times by walking and cycling	On delivery of travel packs / promo materials and at on Site events	Mailshot Large version on display at events Travel pack.
Promote the health benefits of walking and cycling	On delivery of travel packs / promo materials and at on Site events	As above.
Promote https://www.plotaroute.com/walkingrouteplanner as a walk journey planner in the local area	On delivery of travel packs / promo materials and at on site events	Combine with cycle streets and any other journeys planners.
Provide discounted British Cycling membership	From first occupation	Liaise with British Cycling.
Promote cyclestreets.net as a cycle journey planner	On delivery of travel packs / promo materials and at on site events	Ask Cyclestreets for additional promotional materials.
Promote Bee network website and encourage sign up to Bee Active Newsletter	On delivery of travel packs / promo materials and at on Site events	Source on appointment and during initial meetings with LA
Investigate provision of "pool" cycle/bike library for use by employees	From 50% occupation	Demand to be established post occupancy surveys and submit bid to TfGM to claim grant funding as and when it is available.

Table 6.3 Car Sharing/Car Club Measures

Measures	Guideline Timescale	Further detail
Promote car share service if LA/regional one is in place and work with LTPC or provider	Available upon occupation	Establish demand in the annual survey. LTPC to liaise with TfGM to utilise promotional materials they have for Liftshare scheme. Can they or Liftshare attend on site events?
Conduct feasibility study on demand and deliverability of on-Site/close proximity car club vehicle(s)	As required depending on demand and funding	LTPC to liaise with TfGM and Enterprise to seek interest and opportunities.
If delivered establish discounts and promotional campaign for the car club vehicles	Prior to placement of vehicles on Site	Agree plan and discount/free minutes with Enterprise prior to vehicles being placed.

Table 6.4 Public Transport Measures

Measures	Guideline Timescale	Deliverability and Responsibility
Liaise with council and TfGM re bus service provision and ensure site inclusion within strategic plans, Bus Service Improvement Plan, Nighttime pilots etc	On appointment and ongoing	Aim is to ensure a service is brought to development and preferably into site.
Produce maps with walking routes to local bus stops and deliver to LTPC	Update and deliver annually within Travel Packs	Ideally delivered in conjunction with a ticketing offer.
Provide up to date public transport information, bus route maps. To be provided through updates to the TP and via the development website	Initially on Travel Packs and website and updated as required thereafter	Options for links to travel information sources rather than printed materials to ensure information remains up to date. There may be opportunities for real time displays within the development.
Negotiate directly with public transport operators to seek discounted weekly, monthly and season tickets	TPC to contact operators within 2 weeks of appointment	Via the TfGM Commercial Team
Promote local and national active travel events. Invite local organisers to run events on site	As events take place	A single annual event may be most desirable along with active travel and car sharing. LTPC act as coordinator

Table 6.5 Marketing

Measures	Guideline Timescale	Deliverability and Responsibility
Provision of a welcome travel pack – update and issue annually	Create on appointment. Update and disseminate annually thereafter	Contains all travel information a new employee will find useful and which will encourage them to use sustainable travel modes.
Provide information for the development website travel page if relevant. Include a link to the Travel Plan.	On appointment	Liaise with developer. Usually in the form of a separate page or a travel information section on the main development site.
Mail shot for annual travel survey.	On appointment and deliver when 30% of offices are occupied.	Simple printed flyer and e-shot to be delivered via TPCs to door with survey link and information on prize. Can use other side for partner offers or travel tips etc.
Mail shot for annual travel survey reminder 4 weeks after initial mail shot.	4 weeks after initial issue of annual survey flyer	As above.
Promote the national and European events, e.g. Bike to Work week.	As and when relevant events are run.	Ideally promoted at on site events or via mail shots if event organiser can provide materials.
Promotional materials for site wide incentive campaign.	On appointment. Deliver from first occupation.	Provide incentive for LTPC and promote via the main channels.
Materials for on Site events.	Prior to events being run.	These can be in the form of flyers, branded materials, Travel Packs and materials from the council/TfGM.
Promote the discounts and links with local walking and cycling retailers and partners e.g. British Cycling as they are established.	Aim to establish partnerships on appointment. Deliver periodically.	Partners can be invited to on Site events. Develop specific promotional flyers promoting discounts and offers.
Advertise where appropriate the implementation of additional and new facilities and routes.	As new facilities or routes are created.	This could be a new cycle route or new bike library for example.

6.2 Promotion and Communication

6.2.1 When delivering measures within the above action plan, consideration should be given to the touch points between the TPC and LTPC. Some of the key questions to answer are what information do LTPC need and want and how do effectively reach them? Some LTPC will respond to messaging on social media whilst others may not be members of the local Facebook group. Therefore, various communication channels need to be considered.

6.2.2 When developing the marketing strategy, it is often useful to identify which touch point would be most effective at different stages of implementation and

identify the timescale and who will be responsible for developing each. Key communication channels to be used by the TPC are:

- Employee Travel Packs;
- Social media accounts of the development and the tenants;
- Travel Plan newsletter;
- On Site events will bring the TPC face to face with LTPC;
- If demand is sufficient, an employee travel plan steering group or similar such as a Bicycle User Group may be established;
- Annual survey results report;
- Tenant events and direct mail shots should be used; and
- Development of a travel web page.

6.2.3 The LTPC should gain membership to any travel plan groups (including Manchester City Council/TfGM Business Network) that become available during their appointment. Liaison with the Business Engagement Team at TfGM will enable the LTPC to consider membership as appropriate organisations are formed.

6.3 Maintaining Interest

6.3.1 It can be difficult to maintain interest in messaging around Travel Plans. There are a few key points to note that will assist in ensuring that people are not discouraged. These are:

- A varied and persistent offer to LTPC including an ongoing site wide campaign;
- Formation of a Travel Plan Steering Group made up of LTPC across the site to encourage interaction;
- Regular communication to keep the Travel Plan and its aims in people's minds;
- Easily contactable assistance should be available to LTPC to solve any problems they have in changing mode;
- Make sure information provided to LTPC is always up to date; and
- Develop a successful feedback mechanism.

7. Monitoring and Review

7.1.1 A successful FTP must have an appropriate monitoring programme that measures success (and failure) and reinvigorates the process where necessary. The development of an appropriate monitoring and review strategy is the responsibility of the TPC.

7.1.2 Employee travel surveys will be carried out on an annual basis (year on year from the baseline surveys being carried out) with monitoring of facilities such as cycle parking and traffic counts.

7.1.3 An annual monitoring/review report will be prepared and submitted by the TPC who will then collate the results for submission to the stakeholders within 4 weeks of completion of the initial surveys. Surveys will be undertaken on an annual basis as a minimum.

7.1.4 The survey will include the following elements:

- How LTPC currently travel to and from the site;
- How LTPC prefer to travel to the site;
- How LTPC and visitors would travel to the site if there were no barriers to their chosen mode;
- Measures that would encourage LTPC and visitors to use sustainable modes;
- Home location of LTPC (for example by postcode location);
- Total number and travel mode type arriving and departing the development in the AM peak hour; and
- Business travel needs.

7.1.5 It is imperative that an appropriate number of LTPC are surveyed to ensure that the data collected is representative of overall travel patterns. Therefore, the following target is set as a minimum for responses:

- 30% of total LTPC, including a selection of employee types.
- If the 30% target for responses is not reached, the individual tenant must offer a further incentive to increase the response rate.

7.1.6 If the 30% target for responses is not reached the LTPC will reissue communications around the survey. If this does not engender the required increase in responses then the LTPC will increase the incentive prize further and reissue communications once again. Consideration of more varied communication channels will also be considered e.g. on site events.

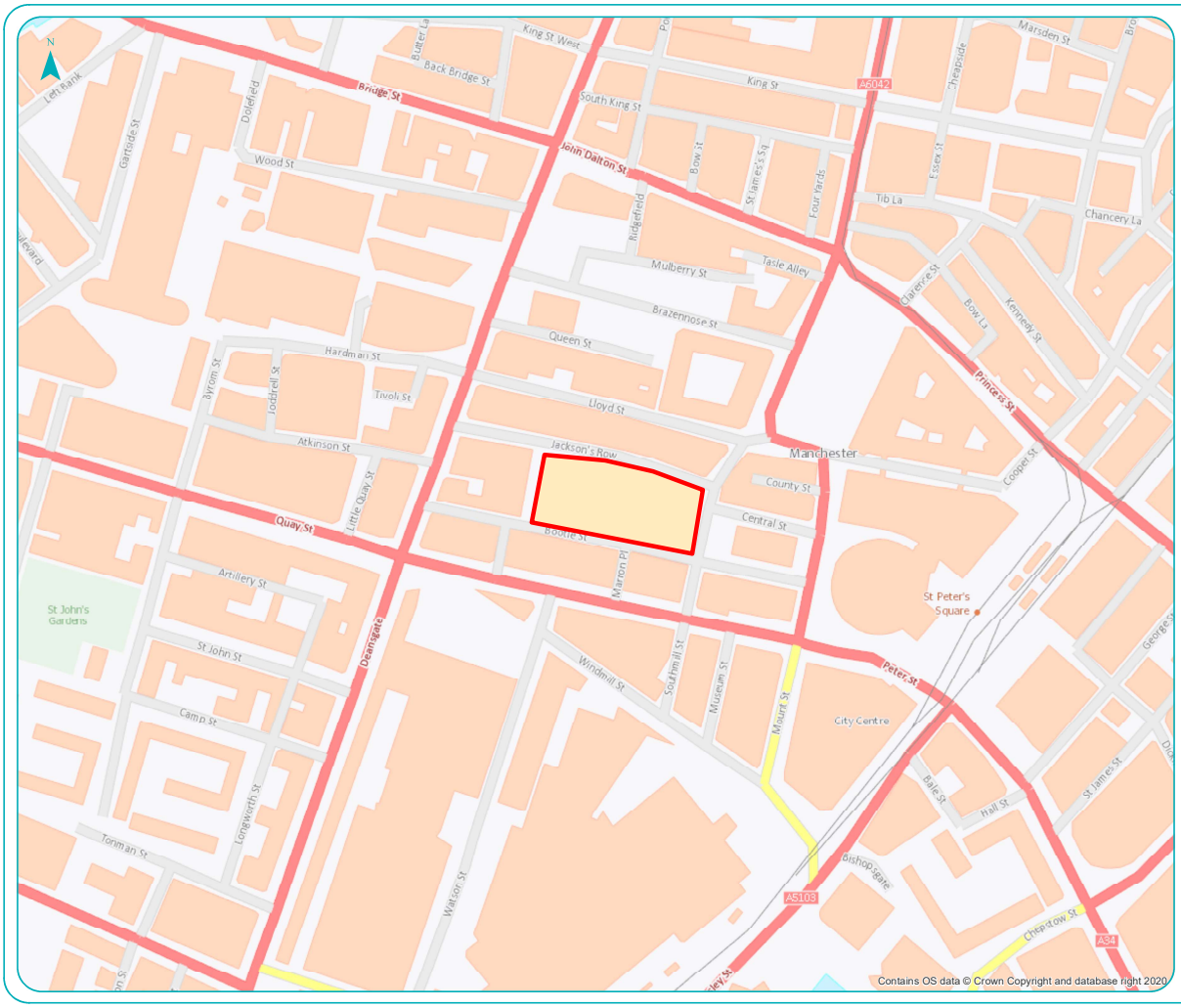
7.1.7 Survey results should be augmented with manual counts of modes and regular counts of the cycle parking and car parking/parking passes. MCC or TfGM may be able to provide local cycle/ped count data if it is local enough to be relevant.

7.1.8 On completion of the surveys and collation of results the TPC will produce a report detailing the progress that has been achieved in implementing measures against the modal shift targets over the preceding twelve-month period. Any progress made will be reported by the LTPC to the Developer and Manchester City Council and any other key stakeholders.

7.1.9 The monitoring report needs to include reviews of how well the plan is working to meet the objectives of the plan, it should also include targets for discussion and agreement with the steering group. The monitoring report will provide details on timescales for change and where the responsibilities lay for actioning this change.

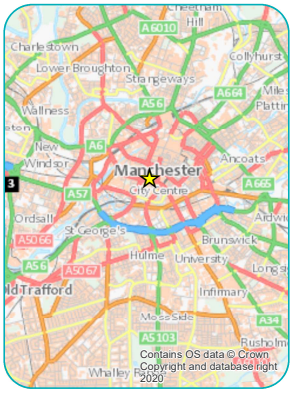
7.1.10 The FTP needs to be active and to be developed in conjunction with the survey results/experiences of the LTPC. For example, if there is little/no cycling occurring amongst the LTPC, it would be appropriate for the LTPC to review and focus on a concerted promotion of cycling.

Figures



Key

- Site Location
- Indicative Site Boundary

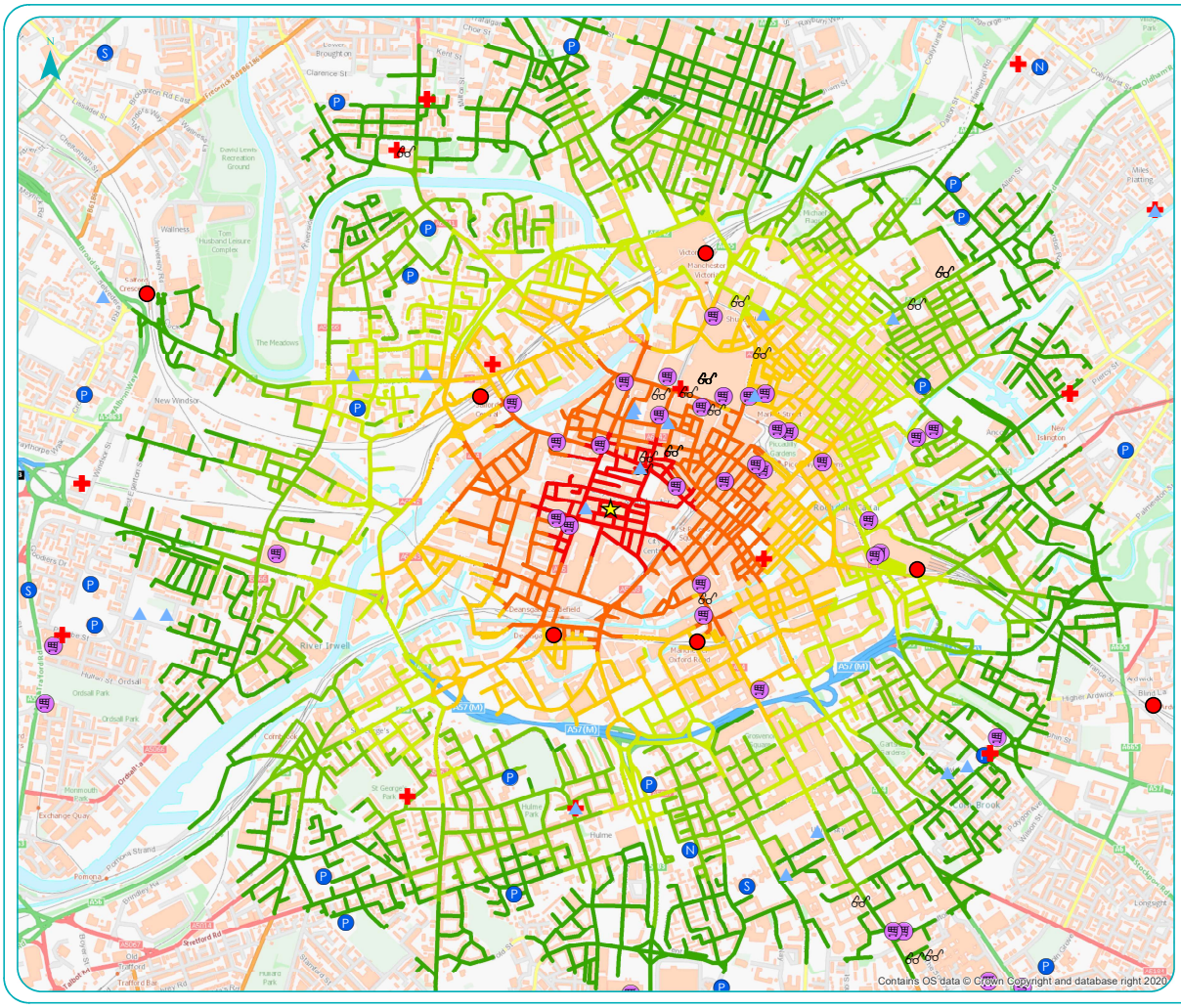


St Michaels, Manchester
Mixed Use Development
Site Location Plan

Figure 1

Scale @ A3 1:2,500

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Key

- Site Location
- Indicative Site Boundary
- Dentists
- Opticians
- GP
- Supermarkets
- Railway Stations

Schools

- Nursery
- Primary
- Secondary
- College

Pedestrian Accessibility (4.8kph)

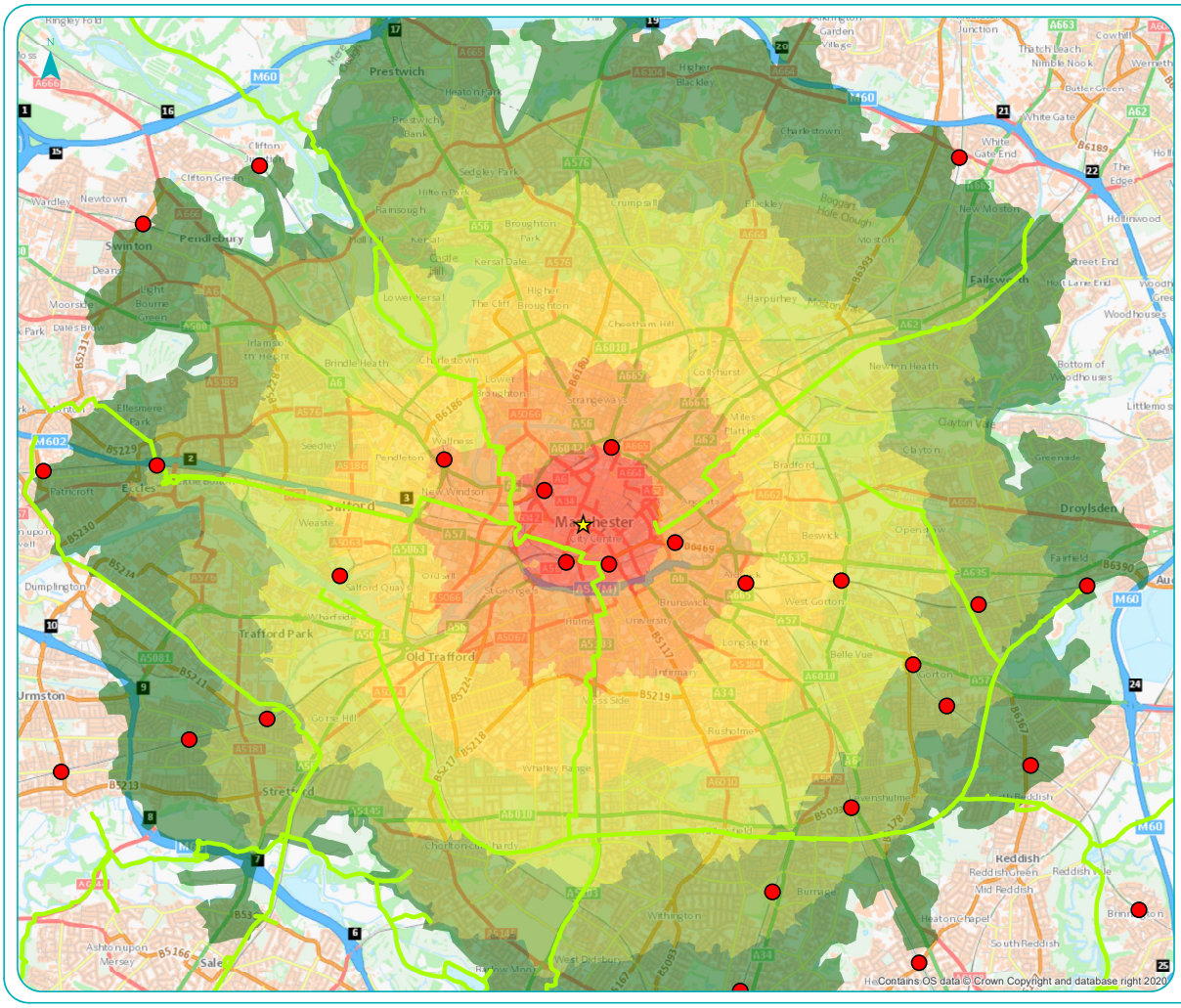
- 0-5 minutes
- 5-10 minutes
- 10-15 minutes
- 15-20 minutes
- 20-25 minutes
- 25-30 minutes

St Michaels, Manchester
Mixed Use Development
Pedestrian Accessibility

Figure 2

Scale @ A3 1:15,000

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Key

- Site Location
- Railway Stations
- NCN Routes

Cycle Accessibility (16kph)

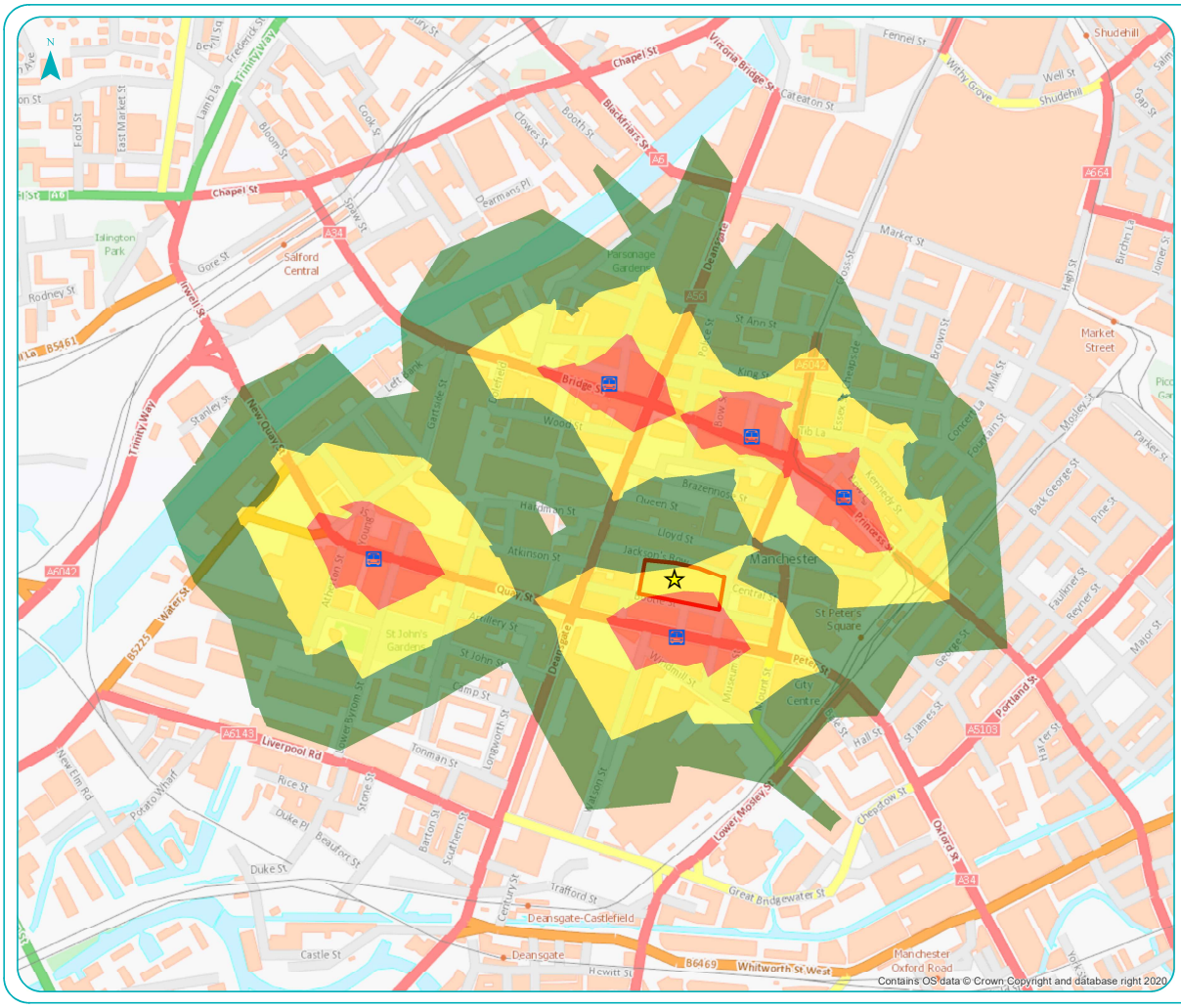
- 0-5 minutes
- 5-10 minutes
- 10-15 minutes
- 15-20 minutes
- 20-25 minutes
- 25-30 minutes

St Michaels, Manchester
Mixed Use Development
Cycle Accessibility

Figure 3

Scale @ A3 1:50,000

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Key

- Site Location
- Bus Stops

Bus Accessibility (m)

- 0-100m
- 100-200m
- 200-300m

St Michaels, Manchester
Mixed Use Development
Bus Accessibility

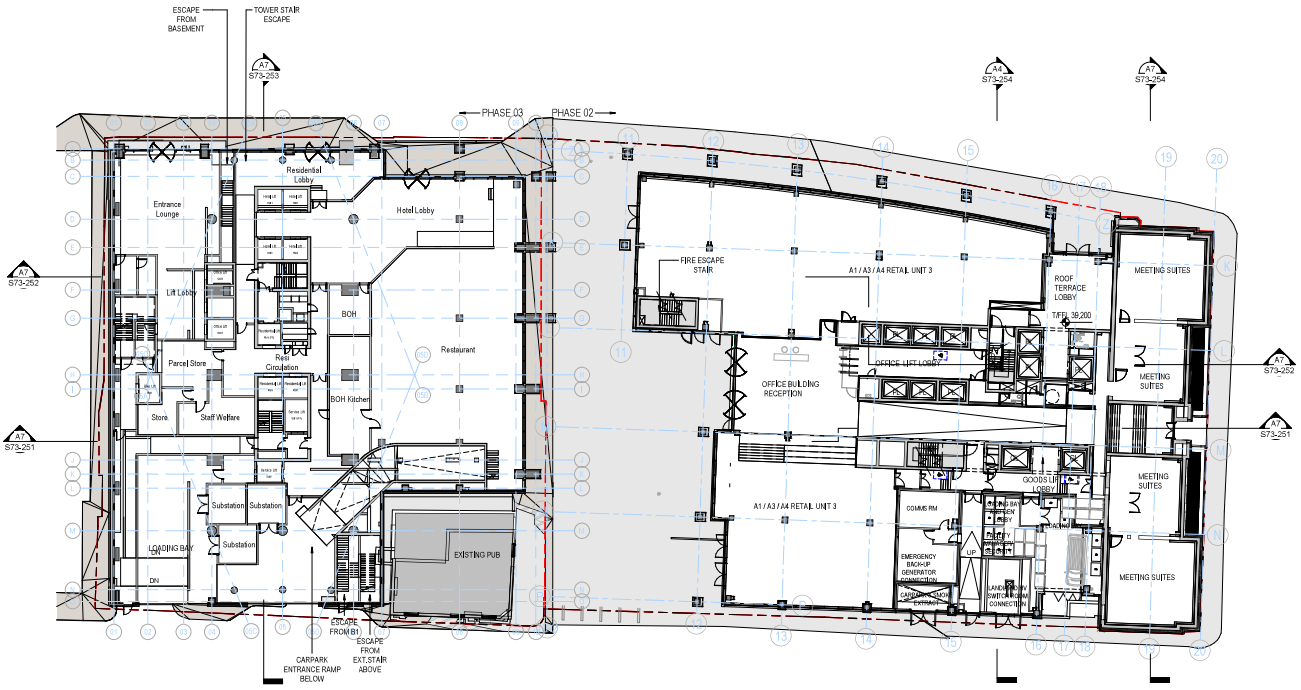
Figure 4

Scale @ A3 1:5,000

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Appendices

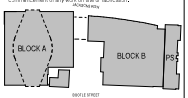
Appendix A Masterplan



A7 GROUND LEVEL PLAN

1 : 200

DO NOT SCALE
Work to annotated dimensions only. Read drawings in conjunction with relevant specification, Structural Engineers' and Services Engineers' drawings. Confirm all dimensions before commencement of any work or site or fabrication.



Rev Details Date

client
SIM

project
ST. MICHAELS

job number
0643

status
PLANNING

title
GROUND LEVEL GA PLAN

scale
As indicated @ A1

drawn by
Author

drawing number
S73-103

current revision date revision

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