

Travel Plan

**Proposed Residential Development
79-85 Hathersage Road
Manchester**

Tatton House Investment 2 Ltd

May 2023

Doc Ref:

Doc Ref: 220714/TP/1/GW

Prepared by: Reuben Cutrtr

Checked by: Gemma Wheatley

Document Revision Control

Revision	Date	Status	Prepared By	Approved By
0	09.02.23	Final	RC	GW
1	18.05.23	Final	WB	GW

Colwyn Chambers
19 York Street
Manchester
M2 3BA

T: 0161 832 4400

E: info@scptransport.co.uk
W: www.scptransport.co.uk



This document has been prepared for the titled project or named part thereof and should not be relied upon or used for any other project without an independent check being carried out as to its suitability and prior written authority of SCP being obtained. SCP accepts no responsibility or liability for the consequence of this document being used for a purpose other than the purposes for which it was commissioned. Any person using or relying on the document for such other purposes agrees and will by such use or reliance be taken to confirm his agreement to indemnify SCP for all loss or damage resulting there from. SCP accepts no responsibility or liability for this document to any party other than the person by whom it was commissioned.

CONTENTS

1.0 INTRODUCTION.....2

2.0 TRAVEL PLAN BACKGROUND 3

3.0 SITE AUDIT 6

4.0 TRAVEL PLAN ADMINISTRATION.....12

5.0 TRAVEL PLAN TARGETS 14

6.0 TRAVEL PLAN MEASURES 16

7.0 PLAN MONITORING AND REVIEW 21

8.0 ACTION PLAN 23

1.0 INTRODUCTION

- 1.1 This Travel Plan has been prepared by SCP to support the redevelopment of 79-85 Hathersage Road, Manchester as part of the planning process for the redevelopment and extension to form 35 apartments.
- 1.2 A travel plan is an important tool for delivering sustainable access to a development. It provides a long-term strategy that seeks to deliver sustainable transport objectives through positive action.
- 1.3 There are a number of challenges that travel plans can significantly contribute towards meeting. Local authorities need to provide residential development in areas that benefit from good levels of sustainable transport, while reducing congestion in urban areas. Travel plans can help to minimise the potential increase in traffic resulting from such development.
- 1.4 Climate change is also becoming an increasingly important aspect of planning policy and the need to reduce carbon emissions, of which transport accounts for a quarter. Travel plans can help reduce use of private transport and assist in meeting stringent targets.
- 1.5 In addition, there is a need to promote more healthy lifestyles and travel plans can help through increased walking and cycling. As a result, a travel plan forms a key stage in the forward planning process and is a 'living document' that needs to be regularly reviewed to ensure its effectiveness.
- 1.6 The travel plan seeks to establish clear outcomes to be achieved in relation to access and sets out all the measures to be implemented in detail, with an action plan, timescales, targets and responsibilities for implementation, monitoring and review. Residential travel plans focus on a single origin (home) where journeys are made to a variety of destinations for a range of purposes.
- 1.7 The development of this travel plan has been prepared based on the following objectives:
 - Address the access needs of site users, by supporting walking, cycling and public transport;
 - Promote healthy lifestyles and sustainable, vibrant communities;
- 1.8 This travel plan has been based on the above objectives and outcomes for which a variety of measures will be considered in order to achieve them over the lifetime of the travel plan. The travel plan will therefore focus primarily on commuter travel, but will also address journeys for other purposes such as health and leisure to make these more sustainable. By successfully promoting these types of travel via sustainable modes the above objectives can be achieved.

2.0 TRAVEL PLAN BACKGROUND

- 2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. This travel plan has been prepared alongside the Transport Assessment, which provides the evidence to support the outcomes sought and the measures needed in a travel plan. The plan then continues for the life of the development, requiring commitment from occupiers.
- 2.2 Travel plans are designed to be flexible to suit an individual site and the local characteristics. Similarly, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures. On this basis, Travel Plans should be evaluated against three tests, set out as the acronym **CAT**. These tests are to ensure that the travel plan:

C overs all key elements	Does the travel plan document contain all the key elements that are expected to be included in a travel plan, with appropriate content in each case?
A ddresses site specific issues	Does the travel plan address all the issues identified in the transport assessment and respond to the specific barriers and opportunities that are presented by the site?
T ips the balance in favour of sustainable transport	Does the travel plan contain measures that can be expected to make a real difference – i.e. does it make access to the site by sustainable transport more attractive when compared to access by car, in terms of cost, journey times and convenience?

- 2.3 The first test can be assessed on the basis of a checklist approach while the other two tests rely on a judgement about the individual travel plan that needs to be made, particularly in the light of the local context.

Travel Plan Benefits

- 2.4 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:
- Promote healthy lifestyles and sustainable, vibrant communities;
 - Provide adequately for those with mobility difficulties;
 - Reduce demand for car parking, thereby enabling more efficient land use;

- Reduce pressure on highway capacity, particularly at peak times;
- Improve social inclusion;
- Cut carbon emissions and their contribution to climate change;
- Reduce road danger and protecting vulnerable road users;
- Improve local air quality, while reducing noise pollution;

- 2.5 A travel plan should provide benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.
- 2.6 Travel Plans can also play a role in helping residents mitigate their transport contribution towards climate change and help adapt to the impacts of climate change.

Policy Context

- 2.5 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.
- 2.6 The key policy document for travel plans was published by the Department for Transport (DfT) in April 2009 entitled “Good Practice Guidelines: Delivering Travel Plans through the Planning Process”. This document updates previous guidance published in 2002 following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.
- 2.7 These guidelines offer further impetus to the use of travel plans as a means of promoting sustainable transport. They offer assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term.
- 2.8 The DfT’s “Guidance on Transport Assessment” provides an important framework for securing travel plans, identifying them as the principal output of the assessment process. The hierarchy set out in this document puts sustainable modes at the top with road improvements as mitigation measures last.
- 2.9 Travel plans were first secured within the planning system within the context of “Planning Policy Guidance Note 13: Transport” published by the Government in March 2001. The publication of the government’s National Planning Policy Framework (NPPF) has replaced PPG13. The NPPF is aimed at streamlining the planning process, making it more accessible at neighbourhood and community level and simplifying the decision making process where proposals are considered to

be fully in accordance with a current development plan or sustainable subject to no over-riding detriment to any other interest that cannot be mitigated.

2.10 The NPPF advises in relation to transportation issues surrounding new development and in particular to Travel Plans and accessibility that the following be adhered to:-

- All developments which generate significant amounts of movement should be required to provide a Travel Plan.
- Masterplan design should take account of whether the opportunities for sustainable transport modes have been taken up to reduce the need for major transport infrastructure.
- Access should be safe and achievable by all people.
- Developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.
- Design should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people, give priority to pedestrian and cycle movements, and have access to high quality public transport facilities; create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and provision of facilities for charging plug-in and other ultra-low emission vehicles; and consider the needs of people with disabilities by all modes of transport.

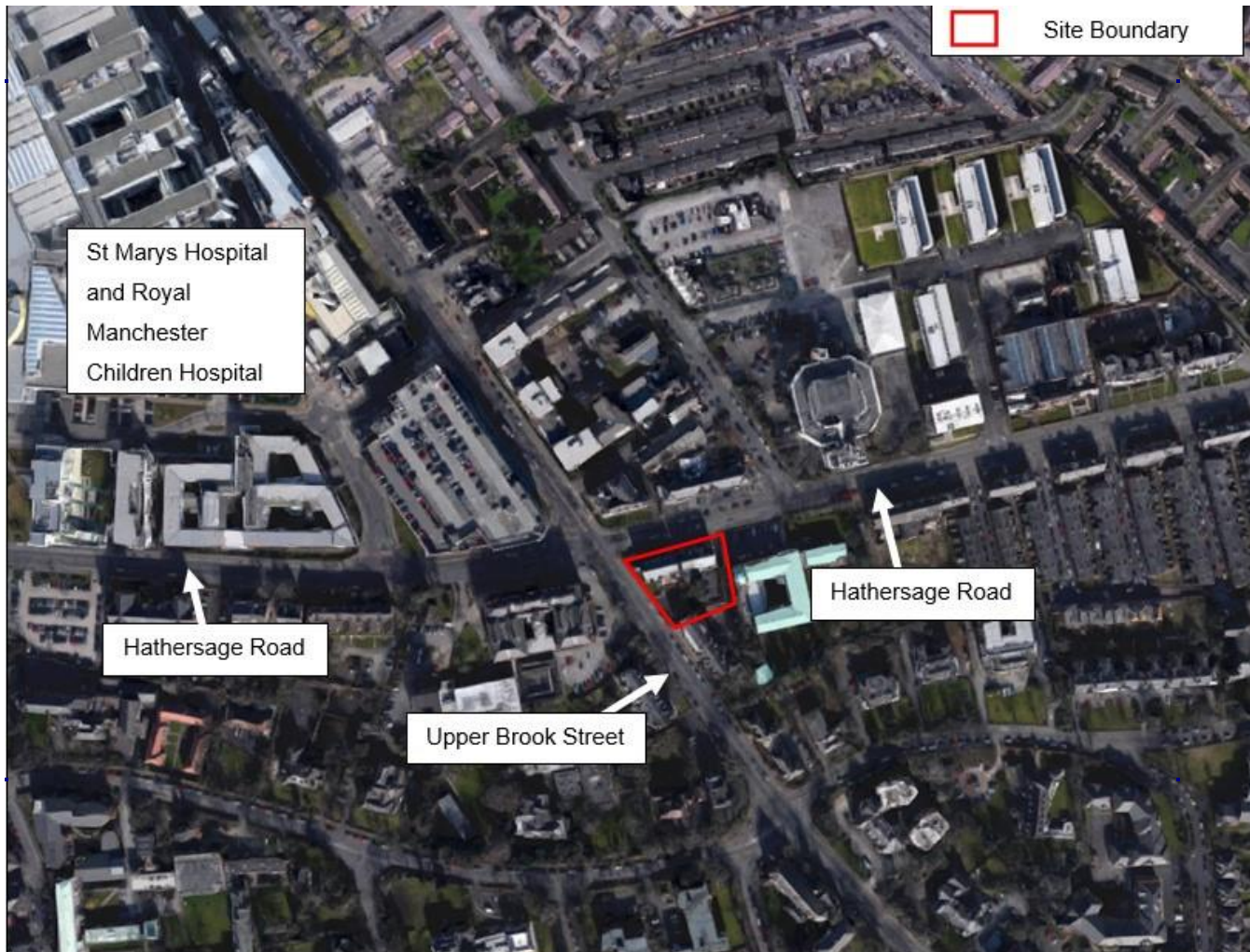
2.11 This Travel Plan has been produced in line with national and local policy and guidance.

3.0 SITE AUDIT

Existing Site

- 3.1 The site is located on Hathersage Road, Manchester to the south-east of Manchester City Centre which is illustrated below in SCP 1.

SCP 1 – Site Location Local View



- 3.2 Hathersage Road is a mix of commercial and residential developments. There are number of local shops together with student accommodation blocks, apartments and private houses.

Development Proposals

- 3.3 The current proposals are to redevelop and extend the existing block to form 35 apartments.

- 3.4 The proposals include re-using the existing access points to provide a total of 15 vehicular spaces (including 1 disabled). Communal cycle parking will also be provided on site, with a total of 37 cycle lockers provided.

Access by Non Car Modes



Walking

- 3.5 The sites location and proximity to the city centre ensures there are a number of facilities within an appropriate walk distance of 2km.
- 3.6 The site is approximately 220m to the east of the city centre boundary and approximately 1900m south of the inner ring road which is the main boundary around the city centre.
- 3.7 Pedestrian routes in the vicinity of the site benefit from street lighting and natural surveillance by virtue of the residential areas surrounding the site. Footways are relatively wide and are in good condition.
- 3.8 The main pedestrian route from the site is along Hathersage Road to the west, which is the route to the row of local shops on the northern side of Hathersage Road (approximately 120m from the site), the bus stops situated on the A34 Upper Brook Street and to Upper Brook Street and Wilmslow Road which provide routes to the University and Hospitals.
- 3.9 The Upper Brook Street/Hathersage Road is a signalised junction with pedestrian crossing facilities on all arms of the junction. These include a dedicated pedestrian phase and dropped kerbs and tactile paving at each crossing point. Easily negotiable pedestrian routes therefore exist between the Universities on Oxford Road (which changes in name to Wilmslow Road at the end of Hathersage Road) and to the Hospitals (St Marys, Manchester Royal Infirmary, Pankhurst Centre and the Royal Eye Hospital) which are located between Upper Brook Street and Oxford Road.
- 3.10 The row of shops on the northern side of Hathersage Road includes takeaways and convenience stores which can provide for the convenient day to day living needs of the prospective residents of the site. The route to these shops involves crossing Hathersage Road, which has good pedestrian visibility along its relatively straight length, and which if necessary, can be negotiated via the crossings at the Upper Brook Street/Hathersage Road junction.
- 3.11 To the east of the proposed development, dropped kerb crossing facilities are available at each of the junction bell mouths on the southern side of Hathersage Road, up until it joins with Plymouth

Grove. At the Plymouth Grove/Hathersage Road junction, pedestrian crossing facilities are available across all arms of the junction, which include a pedestrian phase, dropped kerbs and tactile paving.

Further facilities that are within an appropriate walking distance from the Site are summarised within **Table 3.1** below.

Table 3.1 – Local Facilities

Facility	Detail	Distance from site (approximately)
Bus Stop	Upper Brook Street	<100m
Convenience Store	Malik's Off License	<100m
Nursery	Lead N Learn Pre School	500m
Petrol Station/Convenience Store	Tesco Express/Esso Filling Station	290m
Hospital	St Marys Hospital/ Manchester Children Hospital/ Manchester Royal Infirmary	450m
Discount Food store	Lidl Rusholme	600m
Convenience Store	Tesco Express	600m
Secondary School	Manchester Academy High School	950m
Supermarket	Morrison's	1km
Secondary School	Ardwick School	1km
Primary School	St Luke's Church of E Primary School	1km
Entertainment/Music Venue	Manchester Academy	1.1km
Medical Centre	Moss Side Health Centre	1.3km
University Buildings	Manchester University Main Campus	1.5km



Cycling

- 3.12 There are a number of cycle routes within close proximity to the site. A snapshot of the cycle routes is provided in SCP 2. This has been taken from the Transport for Greater Manchester cycling webpage.
- 3.13 Areas highlighted in dark orange are on road routes with cycle facilities while those in a paler orange are on road routes without facilities. Green and brown routes indicate off road routes.
- 3.14 It is acknowledged that car journeys of up to 5km are replaceable by cycling. A 5km cycle journey from the site will allow access to surrounding areas including parts of Salford, Trafford, Burnage, Reddish and Gorton and to the far north of the city centre.

SCP 2 – Cycle Facilities



Source: TfGM

- 3.15 Oxford Road runs parallel to Upper Brook Street and provides an on-road cycle route with physical segregation into the city centre.



Public Transport – Bus

3.16 The site is approximately 120m to the nearest bus stop on Upper Brook Street.. Table 3.2 provides a summary of bus services within the vicinity of the site.

Table 3.2 – Bus Services

Service Number	Route	Bus Stop Location	Operator	Average Service Headway (mins) each Direction of Travel		
				Mon-Fri	Sat	Sun
50	East Didsbury – Victoria Park – Manchester – Salford Quays – Media City	Upper Brook Street	Stagecoach	10	12	15

3.17 There are further bus stops located on Oxford Road 600m to the west of the site and Plymouth Grove 600m east of the site. These bus stops are also served by services 15/ 41/ 43/ 53/ 111/ 143/ 147/ 191/ 197/ 797.

3.18 The above shows the buses which run within the vicinity of site. It clearly shows that the site is very accessible by a number of high frequency bus services, providing access to and from a wide range of destinations and other public transport interchanges.

SCP 3 – Bus Stop Location



- 3.19 The site is approximately 1.7km from Ardwick Rail Station. This station is served by the Marple to Manchester line during the AM and PM peaks only with four trains a day in each direction. A number of the local bus services provide access to Piccadilly Station providing a link to the national rail services. Piccadilly also facilitates cycle parking.

4.0 TRAVEL PLAN ADMINISTRATION

- 4.1 This interim travel plan forms a framework for future development of a detailed travel plan once the development is occupied. This framework will be incorporated into any sale / lease agreement drawn up between the developer and future owners / tenants.

Travel Plan Co-ordinator

- 4.2 Management of the travel plan process will be achieved through the identification of a suitable person or organisation as the Travel Plan Co-ordinator (TPC). The TPC will provide a key role in delivering a successful travel plan. This role will be undertaken in the interim by Mr Peter Yim (peteryim@samproperties.co.uk). The TPC role will ultimately fall to the management company of the development with the on-site caretaker being the representative and immediate point of contact for residents.
- 4.3 The TPC role will be established prior to the occupation of the site and will act as the fulcrum for the development of the travel plan measures and the day to day operation of the Plan. Once appointed, the TPC will act as the main contact for the travel plan and will be responsible for implementing measures, maintaining a database and monitoring the effects of implementation.
- 4.4 The TPC will exchange contact details with the Local Planning Authority and Travel Plan officers. The TPC will be the first point of contact in all matters regarding travel to and from the site. The TPC will be responsible for setting up and launching the travel plan in accordance with the following schedule, which will be agreed with the Local Planning Authority.

1 month prior to first occupation

- Exchange contact details with relevant officers;
- Set up travel plan working file; and
- Research travel information.

2 weeks prior to first occupation

- Obtain up-to-date public transport timetables and literature;
- Review walking and cycling routes within the site; and
- Prepare welcome packs for all new residents.

Within 3 months of 50% occupation

- Distribute travel plan survey to all residents;
- Collect travel plan surveys and analyse results;
- Set-up travel database; and
- Submit survey report to LHA.

Annually

- Monitor resident travel patterns through new surveys;
- Undertake travel plan audit and modify where appropriate;
- Liaise with Travel Plan Officer and other groups where appropriate; and
- Update travel plan targets and issue progress update to all residents.

Funding

- 4.5 Initial funding will be allocated for the launch and implementation of the travel plan, while an annual budget will be set for the day to day operation of the travel plan, including monitoring and reviewing. In addition, a separate budget will provide funding for specific measures to be implemented, which will be allocated at the time of the annual review.
- 4.6 The developer will provide the initial funding for the launch and implementation of the travel plan along with the costs for the first 5 years.

5.0 TRAVEL PLAN TARGETS

- 5.1 The setting of targets is essential to ensure that the objectives of the travel plan are met. Targets should therefore be linked to the objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Targets will be measurable through the use of indicators, which represent the results of monitoring. Indicators may also be used to highlight the progress of the travel plan without necessarily having a linked target.
- 5.2 The two types of target are **Aims**, which consider modal share and **Actions** which are nonquantifiable and represent milestones.

Aims – Modal Share Targets

- 5.3 The proposed development is located in the Ardwick electoral ward. The table below indicates the current modal share (from Census 2011) in Ardwick ward as a baseline, while setting out the initial targets for the proposed development along with the relevant indicators and monitoring methods that will be used to establish the progress towards these targets.

Target Type	Baseline	Target	Monitoring Method
% of trips made by single car occupancy	24.6%	20%	Travel surveys
% of trips made by public transport	37%	45%	Travel surveys
% of trips made by walk / cycle	26.9%	35%	Travel surveys

† Source: ONS

- 5.4 Following the initial monitoring period, the TPC will benefit from baseline figures from which an assessment will be made of whether the above targets can realistically be achieved. The targets may then be revised accordingly, in agreement with the local highway authority, to ensure that they remain SMART. In subsequent years, the results of further monitoring will allow the targets to be reviewed and identify where further initiatives could be implemented to increase the effectiveness of the travel plan in order to reach the objectives.

Actions – Milestone Targets

- 5.5 The TPC will be responsible for implementing measures at the development, which will be set out in an action plan and be reviewed annually following the results of monitoring to identify if further

measures could be introduced to promote sustainable travel. Implementation of any new measures would be set out in the action plan with specific timescales as a milestone target.

- 5.6 The initial milestone target will be to ensure that all new residents receive a travel plan information pack. Further milestone targets could include improving pedestrian access or establishing agreed discounts with a local cycle shop.

6.0 TRAVEL PLAN MEASURES

6.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with residents is therefore key to achieving support from those who the measures are targeted at and avoids measures that may prove difficult to implement and those which may be unpopular.

6.2 The following sub-headings in this travel plan outline the measures to be promoted by the TPC. The majority of those listed are those which will be implemented from the outset, while those listed as 'for consideration later' have the potential to be implemented depending on the success of the initial measures.

Travel Awareness

6.3 Good accurate information on the choice of travel modes from the site and the initiatives being promoted will be a critical element of a successful travel plan.

6.4 At the outset of the development, the promotional sales material for the site would include the fact that the site has a travel plan and list the associated benefits. As properties are sold, all households will be made aware of the travel plan and the key measures to be implemented. Measures will be implemented to ensure it is occupiers as well as owners that receive travel plan documentation.

6.5 The TPC will promote the sustainable travel opportunities to access the site through the distribution of travel information packs.

6.6 The travel information pack will include the following:

- An introductory leaflet to the travel plan, highlighting the purpose and key measures being implemented as well as contact details of the TPC and care taker;
- A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
- Bus timetables of local services from nearby bus stops and advice on web based information and journey planner;
- Details of fares and savings on regular journeys;
- A map showing local cycle routes, which would also indicate the locations of cycle parking and cycle shops in the area;
- Details of local car club scheme – Enterprise Car Rental;

- Details of “Safer Routes to School”, any Yellow Bus scheme and associated “Walking Buses” for access to local education; and
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.).

6.7 The TPC will regularly review the information provided within the travel information pack to ensure that residents are kept up to date with any changes, such as new bus timetables, withdrawn or new services, or new contact details, and will disseminate this information to all households via leaflets.

6.8 The TPC will also regularly review any off-site information, such as route signing for pedestrians and cyclists, or timetable information at bus stops, to check it is up to date. Where deficiencies have occurred, the TPC will inform the relevant authority.

6.9 Throughout the year there are a number of national events, for example Bike Week, that promote sustainable transport. The TPC will promote these and any local events to residents in order to raise awareness and encourage action on travel issues. The range of events that will be promoted will be agreed and co-ordinated with the local authority.

Travel Database

6.10 The TPC will set-up a resident database upon first occupation of the development that contains contact details of all households. When 50% occupation has been achieved at the site, the TPC will carry out an initial monitoring stage, which will include a travel survey of all households. The TPC will prepare and distribute a questionnaire to each household, to collect the following details:

- Household profile, including number of occupants and children;
- Work postcode;
- Mode of travel to work and other regular trip purposes;
- Reasons for chosen mode of travel;
- Information relating to potential areas for sustainable travel improvement, upon which the TPC could act and draw up measures to improve the travel plan.

6.11 The responses received from these surveys will be entered into the resident database to help analyse the data and allow a year on year comparison of travel patterns for each household. This will also provide the opportunity to target certain promotions to specific households based on their answers.

6.12 All data collected from the travel survey in connection with the travel plan will be subject to the

provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will hold the database and be responsible for the release of information, with all data held being used solely for the purposes of the travel plan.

- 6.13 The TPC will ensure that all new residents are entered into the database within one month of residency (if possible) with all residents who move away from the site having their details removed from the database.
- 6.14 Information contained within the database and the travel patterns derived from the data will inform the annual review process. The TPC will submit the results of the annual review along with the survey data to the local authority for their information within 3 months of the monitoring period. However, in the interests of security, names and addresses of residents will not be provided.



Public Transport Information

- 6.15 The TPC will actively promote public transport with the following specific measures to be implemented:
- Residents will be provided with public transport route and timetable information in the travel information packs, which will be updated by leaflet drop, as necessary;
 - Details of local taxi firms will be provided within the travel information pack;
 - Details of Transport for Greater Manchester website will be provided (www.tfgm.com);
 - Liaise regularly with public transport operators to ensure that information remains valid;
 - The TPC will provide details of websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the TfGM and Traveline ;and
 - The TPC will also liaise with the local public transport operators and release survey data to the operators to identify travel demands and allow appropriate services to be provided.



Walking

- 6.16 The TPC will encourage walking as a mode of travel from the site by implementing the following initiatives:
- Raise awareness of the health benefits of walking through promotional material;
 - Provide a map showing walking routes as part of the travel information pack, indicating distances and times to key local facilities near to the site;

- Promote the www.walkit.com website for journey planning on foot;
- Encourage residents to sign up to the 'WalkBUDi' scheme which offers a journey matching service for those who may feel vulnerable travelling alone for journeys to work, or want to join in with regular exercise;
- Liaise with schools in relation to their Travel Plans and identify any opportunities for improving walk routes to schools and / or implementing a "walking bus"; and
- Audit the local footway and footpath network on an annual basis and report any defects and / or maintenance issues to the highway authority.



Cycling

6.17 The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:

- Provide secure and covered cycle parking within the surface car park to the rear;
- Potential to secure discounts on cycles and equipment with local cycle shops in return for advertising their details in the travel information pack;
- Investigate the potential to set up a Bicycle User Group (BUG) or co-operate with an existing local group to encourage residents to cycle to work;
- Promote the availability of cycling information, including route maps and useful tips and guidance;
- Ensure residents are kept up to date on current proposals for improved cycle facilities;
- Promote existing available and dependant on interest arrange for a development specific bikeability training course for residents;
- Provide residents with appropriate literature and information to put forward the business case for their employers introducing cycle to work schemes;
- Encourage residents to sign up to the 'BikeBUDi' scheme which offers a journey matching service for those who may feel vulnerable travelling alone or just prefer some company for both commuting and recreational purposes;
- Audit the local cycleway network on an annual basis and report any defects and / or maintenance issues to the highway authority;
- Liaise regularly with the cycling officer at the local authority to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site.



Car Clubs

- 6.18 Car clubs currently operate in numerous cities across the country and enable people to hire a car at very short notice for very long or short journeys with members paying by the day or hour for car hire. A car club scheme offers a low emission vehicle that is able to be hired by any member of the scheme.
- 6.19 The nearest car club is Enterprise car rental who have two cars within easy walk distance; one is located at Harrington Buildings Car park at the Childrens Hospital 300m away and the other at Manchester Hopsital's Q Park on Hathersage Road, 400m away.



Car Parking Management

- 6.20 Car parking for residents will be provided to the rear of the development accessed from Hathersage Road, providing a total of 15 (including 1 disabled) car parking spaces. These spaces will be rented to residents.

7.0 PLAN MONITORING AND REVIEW

- 7.1 To establish the success of the travel plan, an effective monitoring and review process must be in place. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review.

Monitoring

- 7.2 The TPC will monitor travel patterns associated with the site on a regular basis over a five period, commencing at first occupation of the site. Monitoring will take place in years 1, 2, 3 and 5 with the potential for residents to continue monitoring thereafter on a voluntary basis.
- 7.3 The monitoring of the plan is important for the following reasons:
- It will demonstrate to the local authority the effectiveness of the measures implemented and the progress being made towards the aims and objectives of the travel plan;
 - It justifies the commitment of the TPC and of other resources;
 - It maintains support for the travel plan by reporting successes;
 - It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
 - The data can be shared with any other nearby employment travel plans as well as inform the local authority and public transport operators of local travel patterns.
- 7.4 Questionnaires will be distributed to all households to monitor travel to and from the site and gain an understanding of travel habits. These surveys can be used to monitor the number of residents walking, cycling, travelling by public transport and private car to the site. The results can then be compared with the mode share targets identified earlier in this travel plan.
- 7.5 The TPC will agree the monitoring programme with the local authority to ensure that the monitoring procedures are appropriate. The TPC will maintain a monitoring table of progress to key travel plan targets based on the results of the travel surveys. This table will be published and distributed by leaflet to all residents.

Reviewing

- 7.6 The TPC will undertake a review of the travel plan following the results of each monitoring stage. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and

- Comments received from residents.

7.7 When reviewing the effectiveness of the travel plan, the following questions will be asked:

- Which areas offer the greatest potential for change / improvement?
- Was the initiative implemented by the target date?
- How well used is each scheme / initiative?
- How much did it cost to introduce?
- Is the review process itself effective?

7.8 The TPC will compare the mode share statistics obtained from the annual monitoring to the targets set for the development. The TPC may choose to revise these targets, with agreement with the local authority, in order to maintain a realistic goal for the aims and objectives of the travel plan.

7.9 The TPC will also investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards the aims and objectives of the travel plan. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.

7.10 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review, providing input for travel planning at a strategic level.

8.0 ACTION PLAN

8.1 The measures and initiatives summarised earlier will be implemented in order to target specific objectives of the travel plan within particular timescales. These have been included with the action plan, as set out below.

Action	Target Date	Responsibility
Initial Setup		
Exchange contact details with local authority	1 month prior to occupation	TPC
Set up travel plan working file	1 month prior to occupation	TPC
Obtain public transport timetables	2 weeks prior to occupation	TPC
Setup resident database	Upon occupation	TPC
Prepare travel information	2 weeks prior to occupation	TPC
Issue travel information packs	Upon occupation	TPC
Provide secure cycle parking	2 weeks prior to first occupation	TPC
Review adequacy of cycle provision	Upon each anniversary of implementation	TPC
Monitoring & Review		
Distribute travel plan survey to all residents	Upon each anniversary of implementation	TPC
Collect travel plan surveys and count data and analyse results	Within 3 weeks of issue	TPC
Submit progress report to LHA	Within 3 months of anniversary	TPC
Undertake travel plan audit and modify where appropriate	Within 3 months of anniversary	TPC
Issue progress update to all residents	Within 3 months of anniversary	TPC