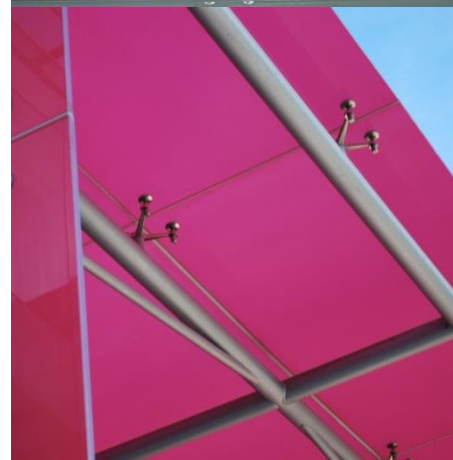
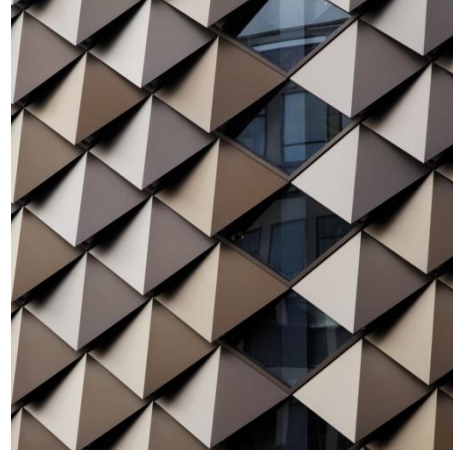


Site 1 Gorton Lane

Interim Travel Plan

Curtins Ref: 083448-CUR-00-XX-RP-TP-001-V01
Revision: V01
Issue Date: 15 March 2023

Client Name: One Manchester



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Drawings

Drawing 067694-CUR-00-XX-DR-TP-06003 – Indicative Walking Catchment

Drawing 067694-CUR-00-XX-DR-TP-06004 – Indicative Cycle Catchment

Drawing 067694-CUR-00-XX-DR-TP-06005 – Indicative Public Transport Catchment

Glossary of Terms and Abbreviations

CIHT	Chartered Institution of Highways and Transportation
ITP	Interim Travel Plan
NCN	National Cycle Network
NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance
PRoW	Public Right of Way
SRN	Strategic Road Network
TS	Transport Statement
TRICS	Industry-standard system which allows its users to establish potential levels of trip generation for their development scenarios using a series of database filtering processes
MCC	Manchester City Council

1.0 Introduction

1.1 Background

- 1.1.1 Curtins has been appointed on behalf of One Manchester to provide traffic and transportation advice in relation to the proposed residential development on land at the junction of Gorton Lane and Pottery Lane, Manchester, M12 5DF. The development proposals comprise a total of 12 houses; with 8no. 3-bedroom properties and 4no. 4-bedroom properties.
- 1.1.2 The site received planning approval in March 2021, Manchester City Council (MCC) planning reference: 129876/FO/2021. **Figure 1.1** below details the approved site layout:



Figure 1.1 – Approved Development Layout (129876/FO/2021)

- 1.1.3 This Interim Travel Plan (ITP) aims to encourage residents and visitors to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. The ITP has been prepared to support the development proposals and should be read in conjunction with the separate Transport Statement produced in respect of the development proposals (Curtins Document Reference: **067694-CUR-00-XX-RP-TP-003-V01**).

1.2 What is a Travel Plan?

- 1.2.1 A Travel Plan ('TP') is defined by the Department for Transport ('DfT') and by the Department for Levelling Up, Housing & Communities ('DLUHC') as:

“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.”

Source: Glossary, *National Planning Policy Framework*, 2021.

1.3 Document Purpose

1.3.1 Condition 12 of the 129876/FO/2021 planning consent states that:

“Before the development hereby approved is first occupied a Travel Plan shall be submitted to and agreed in writing by the City Council as Local Planning Authority. In this condition a Travel Plan means a document which includes: i) the measures proposed to be taken to reduce dependency on the private car by those [attending or] employed in the development ii) a commitment to surveying the travel patterns of residents during the first three months of use of the development and thereafter from time to time iii) mechanisms for the implementation of the measures to reduce dependency on the private car iv) measures for the delivery of specified travel plan services v) measures to monitor and review the effectiveness of the Travel Plan in achieving the objective of reducing dependency on the private car.

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

Reason - To assist promoting the use of sustainable forms of travel to the development, pursuant to policies SP1, T2 and DM1 of the Manchester Core Strategy (2012) and the Guide to Development in Manchester SPD (2007).”

1.3.2 This ITP has been prepared to discharge the pre-occupation element associated with the above planning condition and has been written in accordance with the following core guidance documents:

- National Planning Policy Framework, MHCLG (now DLUHC), 2021;
- National Planning Practice Guidance, DCLG (now DLUHC), 2014;
- Greater Manchester Transport Strategy, 2040, TfGM, 2017; and,
- Places for Everyone Joint Development Plan, 2019 (Draft).

1.4 Document Structure

- 1.4.1 Following this introductory section, **Section 2** of the report provides background information on the benefits which can be derived from a successful Travel Plan. It also sets out key aims and objectives for the Travel Plan process.
- 1.4.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout.
- 1.4.3 **Section 4** assesses the accessibility of the site by various means of sustainable modes of travel including public transport, walking and cycling.
- 1.4.4 **Section 5** outlines various initiatives that will be considered to encourage a modal shift from single occupancy car travel and towards sustainable modes of travel for future residents and visitors.
- 1.4.5 **Section 6** provides example Travel Plan Targets, outlining the need to present SMART targets following the completion of the base Travel Surveys.
- 1.4.6 **Section 7** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator ('TPC') as the Travel Plan process progresses.
- 1.4.7 **Section 8** concludes the report by providing an Action Plan which summarises the document and the next steps.

2.0 Travel Plan Benefits

2.1 Introduction

2.1.1 The benefits from a TP can be categorised under three main headings:

- Health;
- Environmental; and
- Financial.

2.1.2 This section explores just some of the improvements which can be achieved following successful implementation of a Travel Plan.

2.2 Health Benefits

2.2.1 A reduction in polluting vehicles on the roads surrounding the site will mean better air quality throughout the area. There are also well documented health benefits associated with active travel, yet activity levels are generally low across the UK:

“Physical activity levels are low in the UK: only 40% of men and 28% of women meet the minimum recommendations for physical activity in adults.”

Source: *Health Survey for England: CVD and Risk Factors for Adults, Obesity and Risk Factors for Children*, DoH, 2008.

2.2.2 Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems.

2.3 Environmental Benefits

2.3.1 Climate change is a global issue that affects all nations. The British Government has pledged to play its part in reducing emissions which are harmful to the earth by setting carbon reduction targets:

2.3.2 In June 2019, parliament passed legislation requiring the government to reduce the UK's net emissions of greenhouse gases by 100% relative to 1990 levels by 2050. Doing so would make the UK a 'net zero' emitter. Prior to this, the UK was committed to reducing net greenhouse gas emissions by at least 80% of their 1990 levels, also by 2050. The commitment to reducing the UK's environmental impact was furthered at COP 26.

2.3.3 Encouraging people to make smarter choices in the way they travel can drastically reduce the impact that a particular development makes on the environment.

2.4 Financial Benefits

- 2.4.1 Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing active travel rates:

"The cost of physical inactivity in England – including direct costs of treatment for the major lifestyle-related diseases, and the indirect costs caused through sickness absence – has been estimated at £8.2 billion a year."

Source: At Least Five a Week: Evidence on the Impact of Physical Activity, DoH, 2004.

- 2.4.2 Individuals can also benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car use. In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), removing the capital and on-going maintenance costs of car ownership.
- 2.4.3 An effective TP can help encourage residents and visitors to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

2.5 Mutual Benefits

- 2.5.1 As demonstrated, there are multiple reasons as to why the benefits sought by TPs are important to modern society. The initiatives in this TP are designed to have a positive effect on future residents and visitors of the development proposals. However, they must be communicated correctly:

"It is important that the outcomes sought from the travel plan can be seen as a benefit to all parties, e.g. the developer, occupiers and site users, the community and the local authority. Such benefits can help in gaining widespread commitment."

Source: Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfH, 2009.

2.6 Travel Plan Objectives

- 2.6.1 Considering the above benefits, this TP aims to achieve the following objectives:

- **Objective 1** – To increase the level of cycling to and from the site;
- **Objective 2** – To increase the level of walking to and from the site;
- **Objective 3** – To increase the level of public transport use to and from the site;
- **Objective 4** – To increase the number of people car sharing to and from the site; and in turn
- **Objective 5** – To reduce single occupancy car travel to and from the site.

3.0 Existing Situation

3.1 Site Location

3.1.1 The proposed development site is located approximately 4km to the east of Manchester City Centre, in the West Gorton area. **Figure 2.1** below shows the site in relation to the regional network:

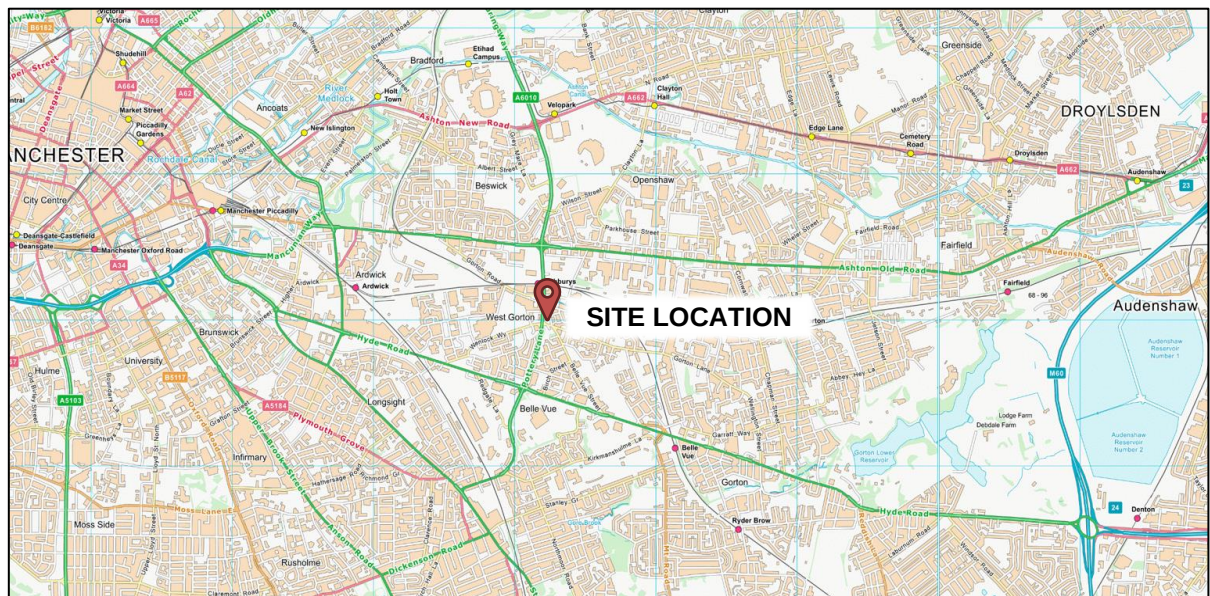


Figure 2.1 – Site location in relation to the regional network

3.1.2 The site is bounded by a shared cycle and pedestrian footway linking the A6010 Pottery Lane to Textile Street to the north, by the A6010 Pottery Lane to the west and by Gorton Lane to the east and south. The following **Figure 2.2** illustrates the site in relation to the local network:

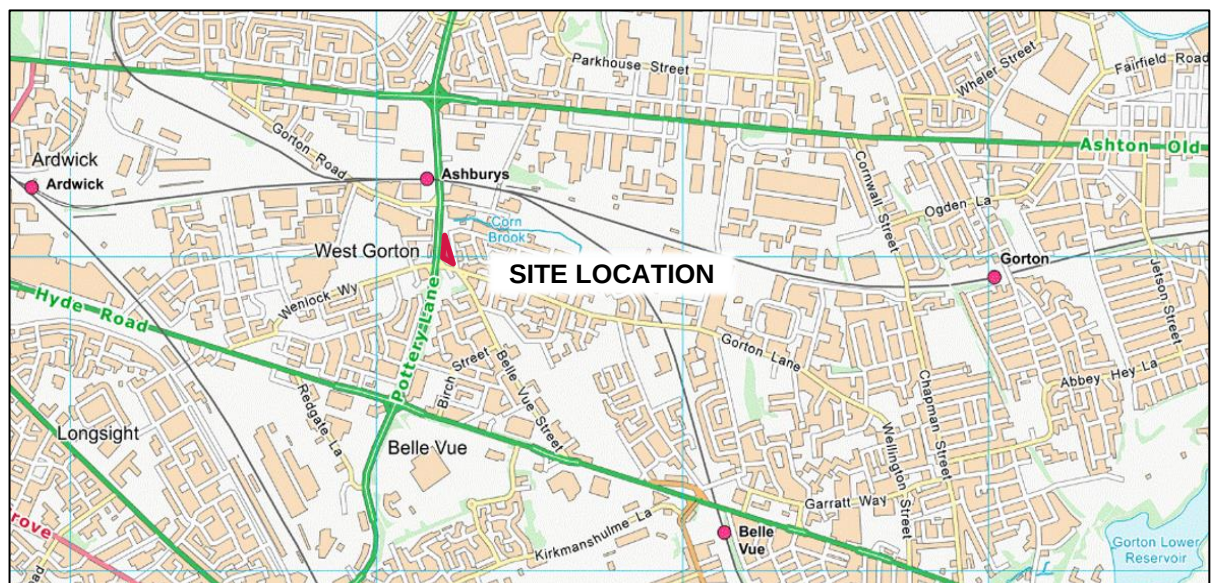


Figure 2.2 – Site location in relation to the local network

3.2 Existing Use

- 3.2.1 The site is currently undeveloped, comprising a grassed area currently boarded off from the surrounding area.

3.3 Existing Access Arrangements

- 3.3.1 There is currently no formal vehicular or pedestrian access to the proposed development site.

3.4 Surrounding Highway Network

A6010 Pottery Lane/Gorton Lane/Wenlock Way Signals

- 3.4.1 Located to the west of the site, the A6010 Pottery Lane/Gorton Lane/Wenlock Way junction forms a four-arm signalised junction. There are pedestrian refuge islands complete with dropped kerbs and tactile paving on each arm. There are no 'green-man' signal facilities.

Gorton Lane/Wenlock Way

- 3.4.2 Bisecting the site, Gorton Lane commences at the junction with Pottery Lane and Wenlock Way and extends for a length of 1.5km in a west/east alignment before continuing as Wellington Street through the centre of Gorton. There is also a 110m stretch of Gorton Lane in a north-south alignment forming the eastern border of the site, which connects to Textile Street.
- 3.4.3 The road is a two-way single carriageway with an average width of approximately 7m and one lane in either direction. Gorton Lane is subject to a speed limit of 20mph. The road also widens at some points to accommodate central hatching and traffic calming measures such as painted road markings, speed humps, and bollards on an island parallel to the footway. The road also narrows at one point where it serves as a bridge over the railway lines.
- 3.4.4 There is good pedestrian infrastructure along Gorton Lane, evidenced by wide footways of varying width on both sides of the entire length of the carriageway. The footways are well maintained. The road is also well-lit throughout and has dropped kerbs, tactile paving, signalised crossing points and dedicated pedestrian islands to enable pedestrians to cross the road. At some points, the footways are also controlled by pedestrian guard railings.
- 3.4.5 Traffic Regulation Orders (TROs) are present in the form of double yellow parking restrictions some parts of the road. However, there is some on-street parking provision implemented along sections of the street in front of residential dwellings.
- 3.4.6 Gorton Lane also hosts 5 pairs of bus stops along its length, with services running to Manchester City Centre and Cheetham Hill. Some of the bus stops are complete with timetable information, seating and a cantilever shelter, whereas some comprise a pole.

-
- 3.4.7 To the west of the site, Wenlock Way continues after the Pottery Lane/Gorton Lane signals for approximately 575m in an east/west orientation before meeting Clowes Street to the west of the site. Wenlock Way shares similar characteristics with Gorton Lane and also hosts the same bus services along its length. Both roads serve as the main links for the residential neighbourhoods branching off smaller perpendicular streets.

A6010 Pottery Lane

- 3.4.8 To the west of the site, the A6010 Pottery Lane runs on a north to south orientation for approximately 2km. The road commences as a continuation of the A6010 Alan Turing Way at the north of the site at the junction with the A635 Ashton Old Road and terminates at the south of the site near Longsight, where it is continued as the A6010 St John's Road.
- 3.4.9 The A6010 Pottery Lane exists as a two-way, dual carriageway with two lanes in either direction and a width of approximately 20m including the central reservation. At certain stretches, the road widens to accommodate various turning lanes. Approaching Longsight to the south, the road narrows to a single carriageway and crosses under railway tracks.
- 3.4.10 The road is well lit. In the vicinity of the site, there are dedicated cycle lanes separated by a refuge island, and advanced cycle stop lanes present at the major junctions. The pedestrian infrastructure along the road is also good, as there are wide footways present on both sides of the carriageway which are well maintained, together with signalised crossing at the junctions, dropped kerbs, and tactile paving.
- 3.4.11 The A6010 Pottery Lane is subject to a speed limit of 30mph and has traffic camera enforcements in the area. There are also Traffic Regulation Orders (TROs) in the form of double yellow parking restrictions along the length of the road.

Belle Vue Street

- 3.4.12 Belle Vue Street is located to the south of the site and extends along a northwest/southeast alignment for approximately 700m, linking Gorton Lane in the north to the A57 Hyde Road in the south. Belle Vue Street leads directly into the centre of the Belle Vue area, comprising Gorton Park, BCA Manchester, and the Belle Vue Sports Village.
- 3.4.13 Belle Vue Street comprises a two-way, single carriageway of approximately 7m wide. The road is well-lit and is signed as a school zone in the vicinity of the All Saints Primary School. There are traffic calming measures such as painted "Slow" markings and pedestrian crossing signs.
- 3.4.14 There is wide footway provision on both sides of the road, which is well maintained, and the road is also complete with dropped kerbs and tactile paving to facilitate crossing in a safe manner. Some parts of the footway are also bordered by fencing. At the junction with the A57 Hyde Road, there are also advanced cycle stop lanes present.

-
- 3.4.15 The road is subject to a speed limit of 20mph, and there are Traffic Regulation Orders (TROs) present on both sides of the road, along with “School – Keep Clear” markings in the vicinity of the school. Some parking has been observed on the footways in front of the residential dwellings along the road.

Textile Street

- 3.4.16 Textile Street is perpendicular to Gorton Lane and also extends along a west/east alignment for approximately 315m. The road is a two-way single carriageway of approximately 9m wide, and links residents in the surrounding residential neighbourhood to several industrial facilities and garages. It also serves as a direct link to the St Francis RC Primary School to the east of the site.
- 3.4.17 The road is well-lit with streetlights on both sides of the road and is bordered on one side by residential dwellings. There is a footway on both sides of the road, which is well maintained, and there are dropped kerbs and tactile paving in the vicinity of the school.
- 3.4.18 Textile Street forms part of a school zone and as such is subject to a speed limit of 20mph. There are traffic calming measures such as painted “slow” road markings and road signs, and there are also Traffic Regulation Orders (TROs) in the form of double yellow parking restrictions and “School – Keep Clear” markings. In some permitted areas, many on-street parking is observed.

4.0 Accessibility by Sustainable Modes of Travel

4.1 Introduction

4.1.1 A key element of national, regional and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. It is important to ensure that developments are not isolated but are located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

4.1.2 The accessibility of the proposed development is considered in this context for the following modes of travel:

- Pedestrian Accessibility;
- Accessibility by Cycle; and
- Accessibility by Public Transport.

4.2 Pedestrian Accessibility

4.2.1 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution for Highways and Transportation (CIHT) document entitled '*Providing for Journeys on Foot*' suggests walking distances which are relevant to this planning application. These are reproduced in **Table 4.1**.

	Town Centres (m)	Commuting/School/ Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 4.1 – CIHT Suggested Acceptable Walking Distances

4.2.2 To assist in summarising the accessibility of the site by foot, an indicative pedestrian catchment plan has been produced. **Drawing 06003** shows distances of 500m, 1,000m and 2,000m which are termed '*Desirable*', '*Acceptable*' and the '*Preferred Maximum*' by the CIHT for commuting trips; which are considered a good approximation for trips associated with the development.

4.2.3 The 500m catchment incorporates mostly residential dwellings and employment facilities. There is a number of industrial units either side of the A6010 Pottery Lane, and there are also educational facilities such as Bridge College and the All Saints Primary School. The Gorton Fire Station is also in the vicinity of the site.

- 4.2.4 The Ashburys train station is also within this 500m catchment, which provides opportunities for future residents to commute to/from work. In addition to this, the various bus stops on Wenlock Way and the A6010 Pottery Lane are also accessible.
- 4.2.5 Within approximately 500m – 1,000m from the centre of the site, future residents can reach more amenities such as a B&M Home Store and Garden Centre on Hyde Road, a bingo hall with on-site food/drink facilities, a skate park, a climbing centre, a medical centre, Gorton Park, a cinema, and another primary school.
- 4.2.6 Areas of the Etihad Campus (comprising the Etihad Stadium, Manchester City Football Academy, an Asda Supercentre, several Metrolink stations), Beswick, Ardwick (comprising Ardwick Park, the Apollo Theatre), Longsight (comprising an Asda, Lidl, fresh food markets, a library, and a business park), Openshaw (comprising Openshaw Park and a wholesale market), and Belle Vue/Gorton (comprising BCA Manchester, the Belle Vue Sports Village, post offices, petrol stations, ALDI and Tesco stores, markets, and the Belle Vue train station) are also within the 2,000m walking catchment.
- 4.2.7 More educational facilities such as the Manchester College, The East Manchester Academy, and Connell Sixth Form College are accessible, therefore satisfying the needs of future residents of the proposed development of all ages.
- 4.2.8 The site is considered accessible by foot.

4.3 Accessibility by Cycle

- 4.3.1 In order to assist in assessing the accessibility of the site by cycle, **Drawing 06004** presents an 8km cycle catchment for the site. The 8km cycling distance refers to a recommendation by Cycling England in the document 'Integrating Cycling into Development Proposals' (2009).
- 4.3.2 The 8km catchment extends as far as Blackley in the north, Dukinfield to the east, Didsbury in the south and Deansgate to the west. The catchment also includes Manchester and Salford city centres.
- 4.3.3 These routes comprise a combination of traffic-free and on-road routes, linking the site to many destinations including Manchester City Centre (including rail stations), Salford Quays as well as numerous other destinations further afield such as Cheetham Hill, Chorlton-cum-hardy, Withington, Rusholme and Ashton-under-Lyne.
- 4.3.4 A network of local cycle routes links to various National Cycle Routes (NCRs) and Regional Cycle Routes (RCRs) including NCR 6, NCR 60, NCR 66 and RCR 86. The closest cycle route to the site is NCR 60, which is accessible along Ashton Old Road approximately 2km to the east of the site.
- 4.3.5 All these routes are accessible within 1 – 4km, and link future residents to the following areas:
- NCR 6 – extends through Manchester along an approximate north/south alignment to link areas such as Bury in the north to Levenshulme in the south;

- NCR 60 – extends between north and east Manchester, forming part of the Fallowfield Loop line at the Manchester City Stadium;
- NCR 66 – extends northeast from central Manchester along the Rochdale Canal towards Failsworth; and
- RCR 86 – extends east of the city centre via the Etihad Campus and Medlock Valley out to Oldham.

4.3.6 The site benefits from direct access to cycle lanes that are separated from the main road by a verge. These lanes are present on both sides of the road along the A6010 Pottery Lane west of the site.

4.4 Accessibility by Public Transport

4.4.1 **Drawing 06005** demonstrates those areas accessible via public transport within 20, 40 and 60 minutes journey from the site. Accessibility by bus and rail are considered in further detail within the subsections below.

Bus Accessibility

4.4.2 Guidance from the Chartered Institution of Highways and Transportation (CIHT) document 'Guidelines for Planning for Public Transport in Development' indicates that ideally, a bus stop should be located within 400m from a new development.

4.4.3 The nearest bus stops are located along Pottery Lane and Gorton Lane, both of which are accessible within c.200m of the site. **Table 4.2** details the services that call at these stops, and their associated frequencies:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
53	Cheetham Hill – Gorton – Rusholme – Old Trafford – Pendelton	30 mins	30 mins	Hourly
205	Manchester – West Gorton – Dane Bank	20 mins	20 mins	30 mins

Table 4.2 – Summary of Bus Service Frequencies from the A6010 Pottery Lane and Gorton Lane

4.4.4 These services (the 205 in particular) provide regular access to major employment areas and interchanges such as those in Manchester City Centre. Additionally, these routes also link future residents to various destinations across Greater Manchester.

Rail Accessibility

4.4.5 Ashburys railway station is located approximately 300m to the north of the site. A summary of rail services from the Ashburys railway station is outlined in **Table 4.3** (frequencies are pre-covid):

Destination	Service Frequency		
	Peak Weekday	Peak Saturday	Peak Sunday
Hadfield	3 per hour	2 per hour	2 per hour
Manchester Piccadilly	6 per hour	5 per hour	2 per hour
Glossop	2 per hour	3 per hour	1 per hour
Rose Hill Marple	2 per hour	2 per hour	-

Table 4.3 – Summary of Rail Services calling at Ashburys

Metrolink (Light Rail)

- 4.4.6 The Velopark Metrolink station be accessed approximately 1,500m from the site to the north. Whilst this distance is outside of typical public transport catchments, Metrolink services provide regular access to a variety of destinations across Manchester City Centre and Greater Manchester. Prospective residents may therefore be willing to utilise these light rail opportunities.
- 4.4.7 Metrolink services are typically available every 10-12 minutes, and provide access to the site seven days a week, running from a variety of locations across Manchester and Greater Manchester, including a direct service to Manchester Airport.

4.5 Summary

- 4.5.1 It is considered the site is highly accessible by sustainable modes of transport. The surrounding area exhibits good levels of pedestrian and cycling infrastructure, and there are a number of public transport opportunities within acceptable walking distance of the site.

5.0 Residential Travel Plan Initiatives

5.1 Introduction

5.1.1 Taking into account the location of the development proposals and the accessibility of the site via walking, cycling and public transport, a series of measures and initiatives have been developed to encourage sustainable travel as part of the scheme.

5.1.2 This section therefore sets out the initiatives that could be implemented in a full residential Travel Plan in order to reduce residents' dependency on the private car and to encourage sustainable modes of travel. The initiatives below are in line with the aims and benefits set out in **Section 2** of this document.

5.2 Production of Residential Welcome Packs

5.2.1 Welcome packs can be critical in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all residents at the development upon moving in. The contents could include:

- Introduction to the Travel Plan concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Opportunities to make the most of the improved access to the countryside from a recreational point of view;
- Personal travel initiatives;
- Maps showing local walking / cycling routes and places of interest;
- Details of public transport services, including timetables and routes; and
- Details of the Travel Plan Co-ordinator ('TPC').

5.3 Measures to Encourage Walking

5.3.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity five or more times per week is likely to enhance an individual's health and fitness.

5.3.2 As we have seen from **Section 4** above, there is good quality pedestrian infrastructure in the surrounding area. The following measures will be promoted in order to encourage residents to utilise this infrastructure as much as possible:

- Raise awareness of the health benefits of walking;
- Clear signing of pedestrian routes within and adjacent to the site;
- Information on the local pedestrian routes, including public footpaths;
- Promote the www.walkit.com website for journey planning on foot;

- Promote the <https://tfgm.com/cycling-and-walking> website for links to walking groups and the benefits of walking; and,
- Provide details of walking organisations/events such as the Greater Manchester Walking Festival <https://gmwalking.co.uk/>.

5.3.3 Additional measures such as marketing campaigns in line with “Walk to Work Week” and the implementation of a “walking buddy” scheme will also be considered.

5.4 Measures to Encourage Cycling

5.4.1 **Section 4** also demonstrates the good quality surrounding cycle infrastructure. To encourage residents to cycle, the following measures will be promoted:

- Information on the local cycle network routes made available through the previously discussed welcome packs;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk;
- Local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;
- Promotion of events such as “National Bike Week”;
- Provide an on-site puncture repair kit for residents to use;
- Consider the potential to include bicycles for hire by residents;
- Setting up a residential Bicycle User Group (BUG); and,
- Promote details of cycle training, cycle hire and free local cycle maps through the website <https://tfgm.com/cycling-and-walking>.

5.5 Measures to Encourage Public Transport

5.5.1 **Section 4** also shows that the site is highly accessible by public transport, and that there are wider opportunities to utilise public transport throughout Manchester. The following measures will be considered in order to encourage residents to travel by public transport:

- Distribute details of the TfGM Journey Planning tool. Future residents can contact TfGM by phoning 0161 244 1000. They can also utilise the TfGM’s website at <https://tfgm.com/>;
- Provide up to date bus information including timetables and contact information in the welcome packs;
- Advertise any promotions/discounts offered by public transport operators;
- Liaise with bus companies, MCC and TfGM on any future improvements and/or extensions to local services;
- Limited time discount tickets could be provided in the previously discussed welcome packs; and,

-
- Taster bus passes will be provided to future users on occupation, in conjunction with TfGM.

5.6 Car Sharing

- 5.6.1 Car sharing is an effective way of reducing single occupancy car trips if a number of residents travel to the same location each day. It is envisaged that the proposed level of parking provision will encourage less to drive to the site, and more to engage in sustainable modes of travel. Car sharing could be simply encouraged on an informal basis, or managed by the TPC who could match interested people.
- 5.6.2 In addition, there are also organisations which offer this same service. Residents would be able to use the website <https://liftshare.com/uk/search/to/manchester-uk> in order to organise car shares. They would have to register themselves with the site, which then searches for and matches appropriate car sharers. This scheme could be promoted by the TPC.
- 5.6.3 Alongside promoting such schemes, it would be appropriate to raise awareness of car ownership costs and highlight the social and economic benefits of car sharing through advertising around the site.

5.7 Summary

- 5.7.1 A variety of possible measures are therefore available to foster sustainable travel patterns for residents and visitors from the outset. They have been designed specifically in relation to the site's location and end use, with walking, cycling and public transport considered key modes of transport to access education, retail, employment and employment destinations.

6.0 Targets

6.1 Introduction

6.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section sets out some example targets and provides an overview of the data that should be collected as part of future travel surveys to inform the full Travel Plan once developed.

6.2 Initial Modal Split Targets

6.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys and provide a definitive set of targets. Travel Plans rely on such surveys to provide a base level of modal split.

6.2.2 However, it is possible to utilise 2011 'journey to work' census data to provide an indication of existing travel patterns for the region (based on MSOA Manchester 020). This is set out in **Table 6.1** below, alongside an example of potential targets. The targets have been grouped into the following approximate timescales:

- **Short Term Target** – to be achieved within 1-2 years from first occupation;
- **Medium Term Target** – to be achieved within 2 – 5 years from first occupation; and,
- **Long Term Target** – to be achieved within 10 years from first occupation.

Example of Potential Targets					
Travel Mode	Existing Modal Split Percentage (Census Data)	Short Term Target Modal Shift Change	Medium Term Target Modal Shift Change	Long Term Target Modal Shift Change	Total Target Modal Shift Change
Car Driver	43%	-4%	-4%	-2%	-10%
Car Share	5%	+1%	+1%	-	+2%
Public Transport	37%	+1%	+1%	+1%	+3%
Cycle	3%	+1%	+1%	-	+2%
Foot	12%	+1%	+1%	+1%	+3%

Table 6.1 – Example of Potential Targets

6.2.3 The example modal split targets above aim for a 10% total reduction in single occupancy car trips, and a 10% total increase in trips by more sustainable modes such as public transport, walking and cycling.

6.2.4 Greater modal split shifts are expected towards public transport and walking trips over car sharing and cycling trips in reflection of the level of amenities within walking distance as noted within **Section 4** of this ITP.

6.2.5 The targets have been 'front loaded' to reflect the expectation that the travel habits of prospective residents are likely to be most heavily influenced upon moving in. The targets are indicative only, and final targets will be decided following the receipt of the travel surveys. Surveys will be commissioned within three months following occupancy at the site.

6.3 Travel Plan Performance Indicators

6.3.1 In addition to the modal split targets, the following Travel Plan performance indicators could be considered in the full Travel Plan depending on modal split results:

- Car trips per dwelling – targets could be set on the basis of predicted trip rates for the development as generated by the TRICS assessment carried out in the accompanying Transport Assessment, validated by traffic counts. TRICS is the industry recognised tool for calculating the anticipated future trip demand of a proposed development. The database contains multi-modal surveys of varying land uses in multiple destinations across the UK including residential uses;
- Uptake of alternative modes – targets could be set for bus patronage, membership and use of car clubs, registration and participation in car share schemes, and cycle/pedestrian counts;
- Car ownership and mode of travel – modal split targets could be supplemented by targets related to car ownership, and travel to work by mode targets; and
- Travel Plan awareness targets – a target could be set in relation to employee's appreciation of the Travel Plan process, and knowledge of the benefits offered by the plan.

6.4 SMART Targets

6.4.1 The above example modal split targets and potential Travel Plan performance indicators are considered to be suitable interim measure before travel surveys are undertaken three months after occupation.

6.4.2 At this point official targets will be set through consultation with MCC. The official targets will be **SMART** (**S**ite-specific – **M**easurable – **A**chievable – **R**ealistic – **T**imed).

7.0 Monitoring and Review

7.1 Introduction

- 7.1.1 This section sets out the proposed management arrangements associated with the ITP, as well as the next steps with regards to converting it into a full Travel Plan.

7.2 Responsibility and Management

- 7.2.1 Overall responsibility for the ITP will lie with the site owner, One Manchester. Following construction and full occupation, the ITP will need to be updated to a full Travel Plan. This will involve the distribution of travel surveys.

- 7.2.2 The travel surveys will be completed by all site users and the survey will be influenced by national travel planning guidance and approved by MCC. The surveys will extract key travel characteristics such as:

- Post code (place of work);
- Purpose of trip;
- Mode of travel;
- Reason for mode of travel; and,
- Barriers to other mode choices.

- 7.2.3 This information will enable analysis to be undertaken to establish final targets associated with the proposal. It will also provide information on the reasons for that modal split and identify any measures that may encourage a modal shift.

7.3 Travel Plan Coordinator ('TPC')

- 7.3.1 When the full Travel Plan is produced, the day-to-day responsibility will shift from the developer to the appropriately appointed TPC. The TPC will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Promoting individual measures/initiatives in the TP;
- Liaising with public transport operators;
- Monitoring the TP; and
- Taking a key role in reviewing the TP.

7.4 Monitoring and Evaluation

- 7.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets.
- 7.4.2 Annual monitoring reports will be provided to officers at MCC following the receipt of the first surveys. Monitoring will be carried out for a period of at least three years from the date of the baseline travel surveys.

8.0 Action Plan

8.1.1 **Table 8.1** below summarises the key actions from the document by providing an Action Plan for the Travel Plan process:

Action	Target Date	Responsibility
Appoint TPCs	One month before occupation	One Manchester
Produce Welcome Pack	First occupation of each element of the development	TPC
Undertake Initial Travel Surveys	Within three months	TPC
Decide Modal Split Targets	Within one month of undertaking the initial surveys	TPC in conjunction with MCC and TFGM
Update ITP to a full Travel Plan	Within two months of agreeing modal splits with MCC	TPC
Present Annual Monitoring Report	Annually for at least three years following the agreement of targets with MCC	TPC

Table 8.1 – Action Plan

083448 Site 1 Gorton Lane

Interim Travel Plan



Drawings



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Leeds • Liverpool • London • Manchester • Nottingham

Project:
GORTON LANE - WEST GORTON

Drg Title:
ACCESSIBILITY
INDICATIVE WALKING CATCHMENT

Status:
PRELIMINARY

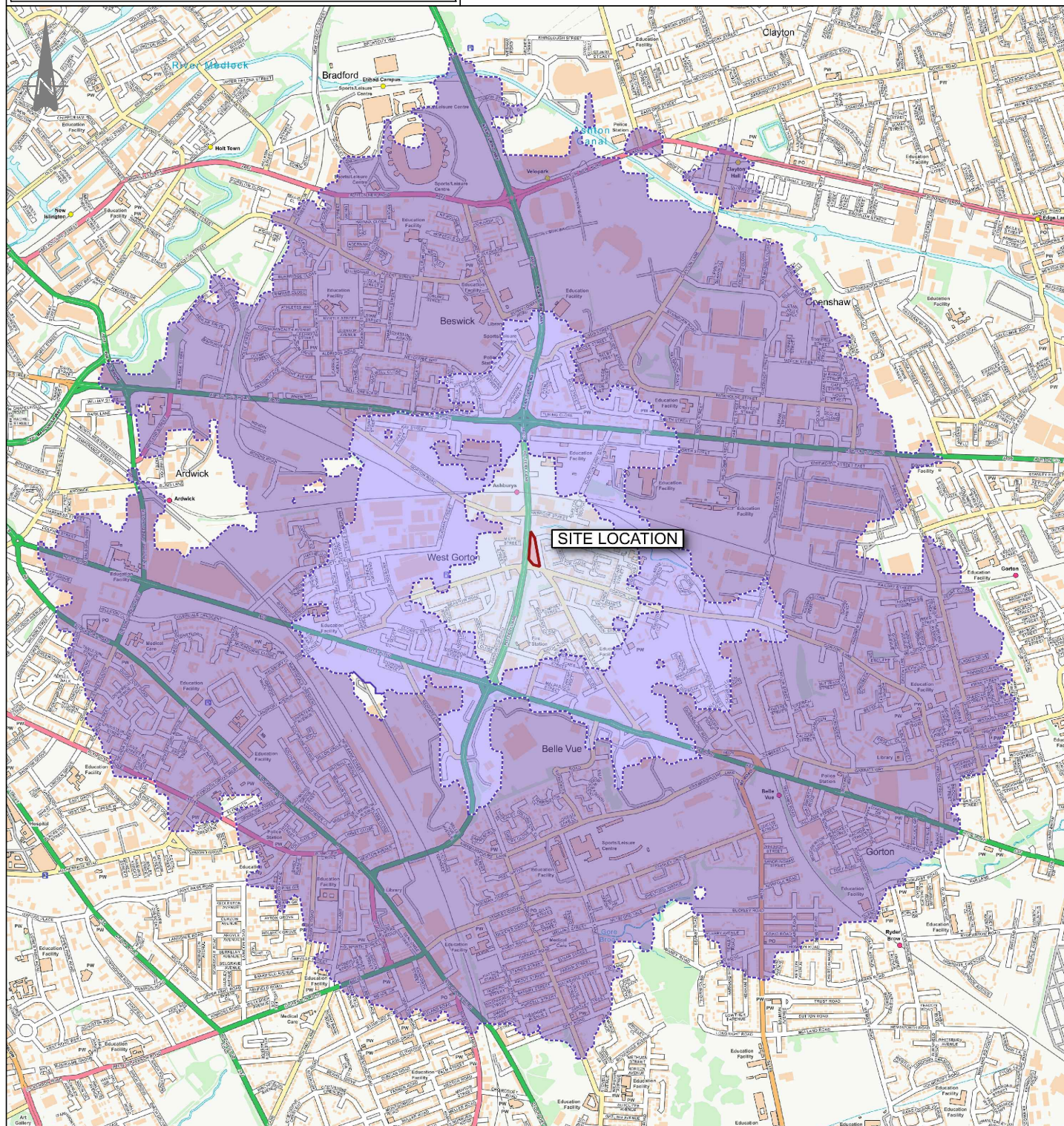
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Designed By: JM Date: 28/01/21

Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

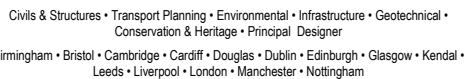
67694 - CUR - 00 - XX - DR - TP - 06003 - P02



KEY:  Site

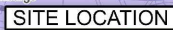
Walking Catchment
 500m
 1000m
 2000m

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GORTON LANE - WEST GORTON

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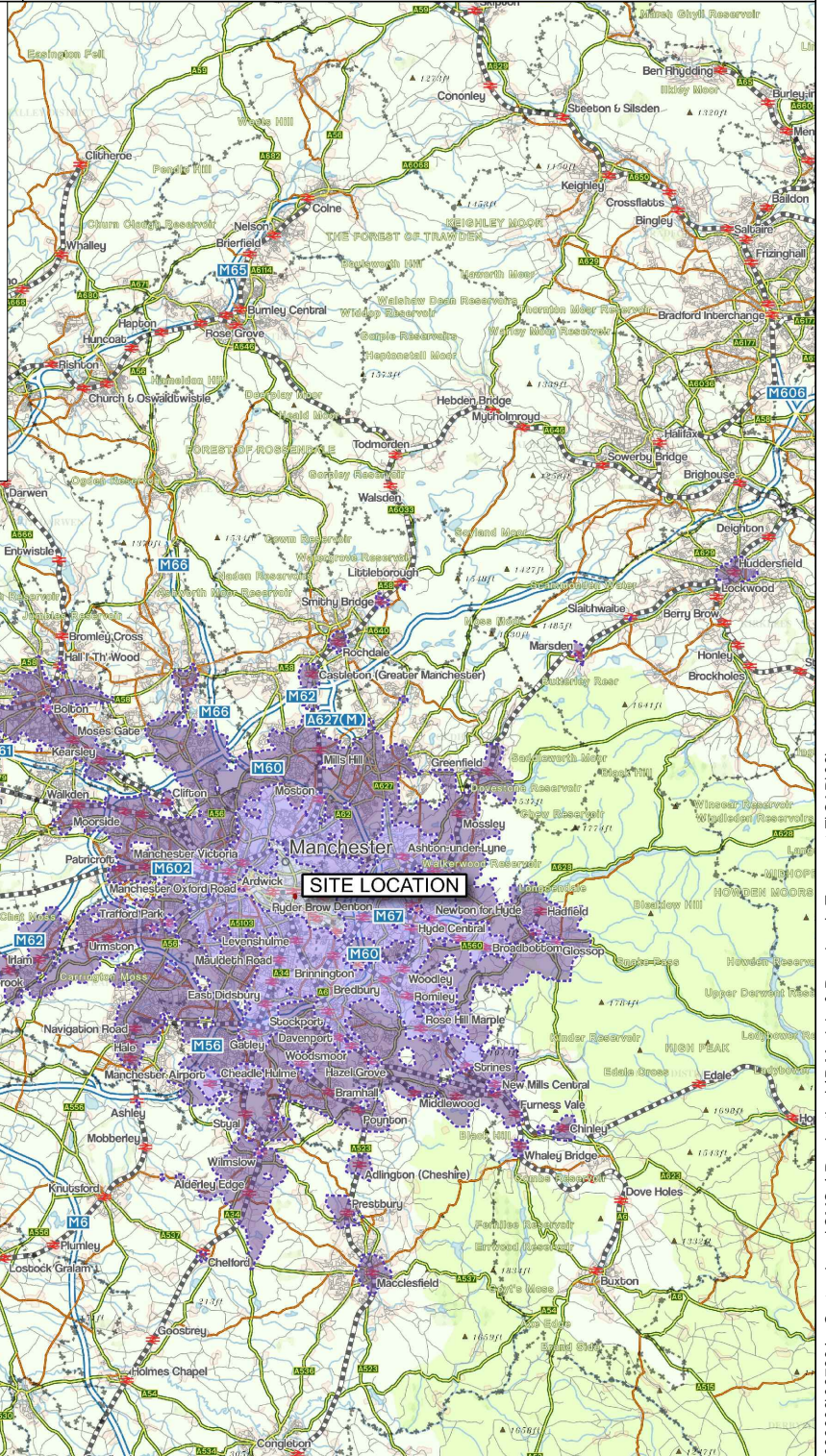
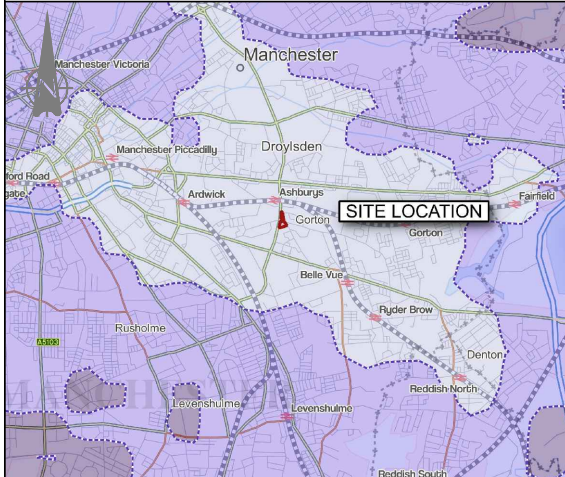
Drawn By: LL Checked By: DJ

Designed By: LL Date: 30/07/18

Scale: NTS

Project No: Originator: Zone: Level: Type: Discipline: Category / Number: Rev:

67694 - CUR - 00 - XX - DR - TP - 06005 - P01



KEY:  Site

Public Transport Catchment:

-  60 minutes
-  40 minutes
-  20 minutes

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