

Proposed Residential Development
Former Bull's Head Public House | Chester Road | Manchester

ONE HERITAGE OSCAR HOUSE LTD

Residential Travel Plan

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REPORT

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1 INTRODUCTION

1.1 Introduction

1.1.1 Eddisons have been instructed by One Heritage Oscar House Limited to prepare a Travel Plan relating to proposals to develop a site for residential purposes on land at the former Bull's Head public house at Chester Road in Manchester.

1.1.2 The site has been granted planning consent for 27 self contained flats with associated car parking and hard and soft landscaping via planning application 118303/FO/2017.

1.1.3 Condition 11 of that planning consent refers to the provision of a Travel Plan as follows:

'11) Before the development hereby approved is first occupied a Travel Plan, based on the Highway Assessment Technical Note (Curtins Ref: TPMA 8065879/HATN), stamped as received on 27th November 2017, 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 residing at the development,*
- ii) a commitment to surveying the travel patterns of staff 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.'

1.1.4 This Travel Plan will set out the principal strategies that will be put in place once the development is open and residents are occupying the dwellings, to encourage sustainable travel to the development.

1.1.5 The Department for Transport has issued two separate guides on the preparation of travel plans which are of relevance to this proposed development, these documents are as follows;

- Making Residential Travel Plans Work - Published in September 2005.
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process - Published in April 2009.

1.2 Structure of the Travel Plan

1.2.1 Following this introduction, Section 2 sets out the aims and benefits of Travel Plans. Section 3 details Travel Plan Policy and guidance and presents the 'Travel Plan Pyramid'.

1.2.2 Section 4 sets out a series of management measures that will be implemented as part of the Travel Plan.

- 1.2.3 Section 5 of the Travel Plan considers the accessibility of the site by non-car modes, including walking, cycling and public transport. Section 6 discusses targets for reducing trips by the private car while Section 7 details the monitoring of the Travel Plan.
- 1.2.4 Section 8 draws together the findings and conclusions.

1.3 The Travel Plan

1.3.1 The aims of the Travel Plans are as follows:

- To encourage residents and visitors to use alternatives to the private car;
- To increase the awareness of the advantages and potential for travel by more environmentally friendly modes, and
- To introduce a package of management measures that will facilitate travel by modes of transport other than the private car.

1.4 Residents Travel Pack

1.4.1 The principal Travel Plan measure will consist of a Residents Travel Pack containing relevant material to promote non-car modes of travel and the provision of certain physical measures. This will be discussed further in Section 4.

1.5 Site Location and Development

1.5.1 The proposed development site is located off the A56 Chester Road in the Cornbrook area of Manchester. The site is bounded to the north by Chester Road, to the east by Cleworth Street, to the west by a collection of ground floor shops with apartments above and to the south by residential properties fronting onto Manson Avenue.



1.6 Development Proposals

- 1.6.1 The site has been granted planning consent for 27 self contained flats with associated car parking and hard and soft landscaping via planning application 118303/FO/2017.
- 1.6.2 A sole vehicular site access is proposed to serve the residential units and associated car park, which is to be located on Cleworth Street, 20 metres south of the junction with Chester Road. The existing arrangement will be removed, and the new access will be upgraded to include a formal bellmouth with a shared surface internally for use by pedestrians, cyclists and vehicles.
- 1.6.3 Eight car parking spaces will be provided at the rear of the residential units, which equates to a 30% level of provision, consistent (and indeed exceeding) the level recently approved at other apartment schemes on the opposite side of Chester Road.
- 1.6.4 In addition, there will be a secure, covered cycle parking store for 28 bicycles (over 100% provision) located to the south west of the proposed car park. This will be overlooked by the residential units for additional security.

2 TRAVEL PLAN AIMS AND BENEFITS

2.1.1 The overall aim of the Travel Plan is to ensure residents are aware of all their travel choices and encourage them to use sustainable modes, where possible, in order to reduce travel by the private car. The aims include:

- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling.
- Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists.
- More environmentally friendly delivery and freight movements, including home delivery services (where applicable).

2.1.2 The guidance identifies a number of benefits that Travel Plans can bring to new development, not only to the developer, but to the local authority and ultimately the end-users of the site.

2.1.3 Some of these include;

- Less congestion and therefore improved safety on local roads by promoting alternatives to the car.
- Reduced highway capacity problems by promoting sustainable travel choices.
- Local environmental improvements from reduced congestion, carbon emissions, pollution and noise.



- Making the site more attractive to potential occupiers/users.
- Increased opportunities for active healthy travel, such as walking and cycling.
- Improved travel choice, quality and affordable access to services for all users.



3 TRAVEL PLANNING POLICY AND GUIDANCE

3.1 Travel Planning Policy

- 3.1.1 The need to manage transport in new developments is included within national and local policy. The need to reduce car dependency, increase travel choices and encourage sustainable distribution is supported by the National Planning Policy Framework (NPPF) which states that all developments which generate significant amounts of movement should be required to provide a Travel Plan.
- 3.1.2 The NPPF further reinforces the importance of travel plans in the planning context and states *"Travel Plans should be considered in parallel to development proposals and readily integrated into the design and occupation of a new site"*.

3.2 Travel Planning Guidance

- 3.2.1 The preparation and adoption of a Travel Plan is an important element of managing the demand for travel to all modern developments.
- 3.2.2 The document, entitled *'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'* sets out an overview of the process and delivery of Travel Plans and states that *"A Travel Plan is a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed."*
- 3.2.3 The DfT document entitled *"Making Residential Travel Plans Work"* states that *Travel Planning is one of a range of measures known as smarter choices which have been found to be effective on reducing traffic and improving accessibility in residential areas"* and goes on to say:

"Travel Planning is one of a range of measures known as smarter choices which have been found to be effective on reducing traffic and improving accessibility in residential areas".

- 3.2.4 The DfT's 'Making Residential Travel Plans Work' also introduces the concept of a 'Travel Plan Pyramid'. This helps demonstrate how successful plans are built on the firm foundations of a good location and site design. The pyramid is presented in **Figure 3.1** below;

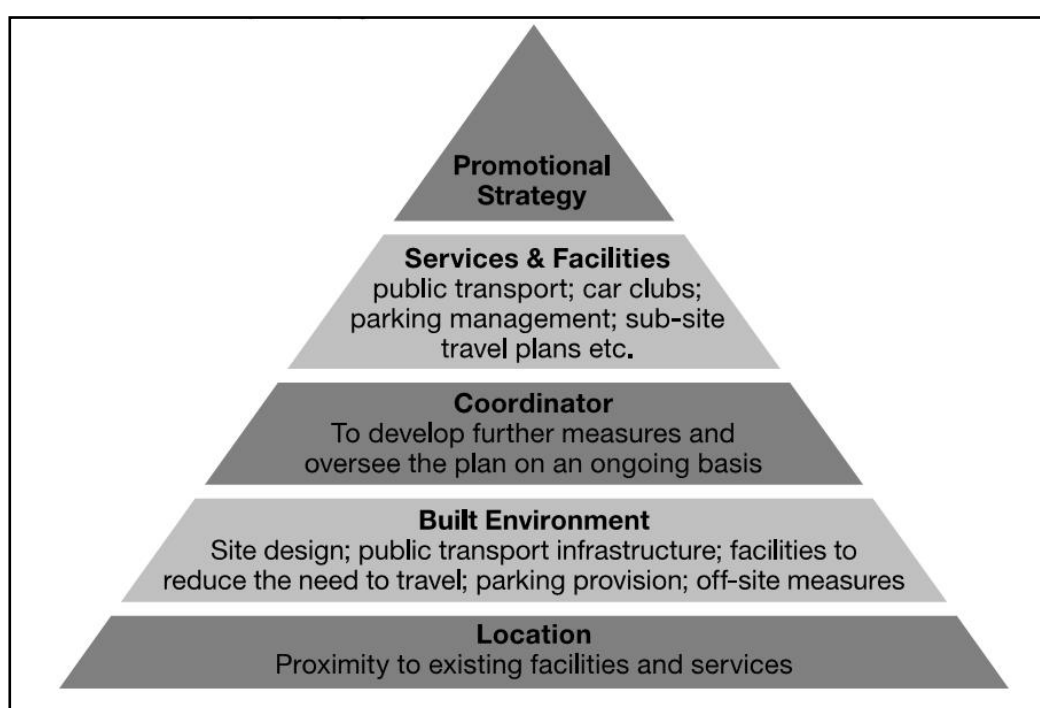


Figure 3.1 – The Travel Plan Pyramid

- 3.2.5 The hierarchy of 5 tiers of measures and criteria are well illustrated in pyramid form since the concept presented within that "good practice" is that each higher layer builds upon the more important foundations of the criteria and initiatives below it.



- 3.2.6 The most important layer of the pyramid is considered to be the base, this shows the key to making Travel Plans work is the actual location of the development and its proximity to local facilities and services essential to everyday life.
- 3.2.7 The second layer of the pyramid refers to how the layout of the site can assist in reducing the need to travel, which in this instance is again linked to the existing level of provision to facilitate sustainable travel.
- 3.2.8 As indicated in level 3 of the pyramid, the Travel Plan co-ordinator will be free to develop further measures to maximise the sustainability of the site.
- 3.2.9 The fourth layer of the pyramid looks at how parking management and public transport can influence travel choice, while the top layer of the pyramid relates to how the Travel Plan will be marketed and how the measures within are to be promoted.

4 MANAGEMENT MEASURES

4.1 Introduction

4.1.1 The following Travel Plan measures will be implemented:

- i) Appointment of Travel Plan Co-ordinator.
- ii) Resident's Travel Pack.
- iii) Travel Awareness and Information.
- iv) Promotion of Lift Share Scheme.
- v) Encouraging Walking/Cycling.
- vi) Encouraging Home Working and Delivery Services.
- vii) Encouraging Travel by Public Transport.
- viii) Marketing and Promotion.

4.2 Appointment of Travel Co-ordinator

4.2.1 A Travel Plan Co-ordinator (TPC) is to be appointed by the housebuilder or developer at least one month before the first properties being occupied.

4.2.2 The TPC will be responsible for all aspects of the Travel Plan.

4.2.3 Their primary functions will be as follows;

- Liaison with the local planning and highways authorities.

- Provision of a Residents Travel Pack containing information for residents.
- Promotion of the sustainable transport options available to residents, including public transport, cycle, walking and car sharing schemes.
- Maintenance of all necessary systems, data and paperwork.

4.2.4 The role of the TPC will also be to develop and manage the Travel Plan for the site.

4.2.5 The duties will include monitoring, reviewing targets and forming action plans to remedy areas where the Travel Plan is not performing. Annual progress reports will be prepared and submitted to Manchester City Council (MCC).

4.2.6 Details of the nominated TPC will be submitted to MCC and the appropriate local bus companies at least one month prior to first occupation at the site. Similarly, the TPC will be advised of appropriate contact personnel at the Council.

4.3 Resident's Travel Pack

4.3.1 It is an important and emerging principle in residential developments that where appropriate, the implementation of travel plan type measures can establish a pattern of travel behaviour favouring sustainable modes from the inception of the development.

4.3.2 The proposed development is very well placed for encouraging access on foot or by cycle to a wide range of facilities. Similarly, the existence of a local bus, rail and Metrolink services will encourage choice of public transport as a primary means of travel for the development.

4.3.3 However, in order to build on these locational advantages, it is recommended that a Residents' Travel Pack is provided for the occupants of each new dwelling.



- 4.3.4 The contents of such a travel pack would include information relating to walking and cycling routes in the area and the provision of up to date bus and rail timetable information, as well as identification of the location of nearby amenity facilities as part of the information supplied to prospective purchasers.
- 4.3.1 The contents of the packs will vary depending upon the information available on sources such as the internet or local bus stops.
- 4.3.2 However, the Travel Packs will include:
- Information about the local area, e.g. location, distance and directions to local shops, schools, Post Offices, Doctor Surgeries, Hospitals, Banks, Libraries, Parks, attractions and other local amenities.
 - Copies of the most recently published public transport information.
 - Details of web sites and other sources of information which can be accessed in the future such as:
 - Public Transport - Links to timetable information e.g. www.traveline.org.uk, www.tfgm.com and www.nationalrail.co.uk
 - Car Sharing - Links to websites that co-ordinate car sharing such as www.carshare.com, www.liftshare.org.uk and www.nationalcarshare.co.uk to encourage car sharing.
 - Cycling - Link to the UK's National Cyclists Organisation website www.ctc.org.uk and Sustrans www.sustrans.org.uk
 - Local Amenities - local supermarkets offering internet shopping would reduce the need for car travel.



- 4.3.3 The adoption of such travel packs is recognised as being an important element in ensuring that access by non-car modes is promoted from the earliest occupation of a residential development. Within the Resident's Welcome Pack, residents will be encouraged to consider ways in which to reduce their need to travel such as home delivery for shopping and working from home.
- 4.3.4 The first issue of the Resident's Travel Pack will be the responsibility of the house builder.
- 4.3.5 The provision of a Resident's Travel Pack will form part of the terms of the sale or occupancy of the dwellings and therefore they are aware in advance of what is required of them within the Travel Plan.

4.4 Travel Awareness and Information

- 4.4.1 Residents will be made aware of the existence of the Travel Plan and its aims.
- 4.4.2 As mentioned previously, Resident's Travel Packs will be issued for new residents moving into the development and prospective buyers will be made aware of the Travel Plan when viewing properties.

4.5 Promotion of Lift Share Scheme

- 4.5.1 The Travel Plan Co-ordinator will promote the use of car sharing via registering on the Liftshare website. It allows users to register their details, where they are travelling to, if they are offering a lift or need a lift to their destination.
- 4.5.2 The website can be found at the following location www.liftshare.com

4.6 Encouraging Walking/Cycling

- 4.6.1 Residents will be provided with information and advice concerning safe pedestrian and cycle routes to the site through the WalkBUDi/BikeBUDi schemes.
- 4.6.2 Information on these schemes is available on the following websites www.walkbudi.com and www.bikebudi.com
- 4.6.3 The WalkBUDi/BikeBUDi schemes are part of the National Lift Share Network and are simple and free to use. They simply match individuals with others walking or cycling the same way so they can walk or cycle together. The matches are displayed in both table and map format, allowing the user to easily find the most suitable people.
- 4.6.4 The WalkBUDi/BikeBUDi schemes aim to help individuals to meet others wanting to travel the same way. They can be used for regular trips such as walking or cycling to the office or going to the station as well as making a journey safer.
- 4.6.5 As part of these schemes the provision of walking/cycling signage will be investigated by the Travel Plan Co-ordinator, this signage could provide details on the routes and distances to and from local services and amenities in the area.

4.7 Encouraging Home Working and Delivery Services

- 4.7.1 All new properties will have the ability to have broadband internet connection points, enabling the residents to obtain the internet.
- 4.7.2 Therefore, encouraging home working and shopping, reducing the need to travel especially during peak times.



4.8 Encouraging Travel by Public Transport

- 4.8.1 The TPC will liaise with TfGM and the local public transport operators to promote the use of bus, rail and Metrolink services and ensure that up to date timetable information is readily available to residents.
- 4.8.2 Travel by public transport will be promoted and residents will be encouraged to access the public transport information provided on relevant websites, as well as utilising the Journey Planning tools available.

4.9 Marketing and Promotion

- 4.9.1 To ensure that potential residents of the site are informed about the Travel Plan and its goals from the earliest stage, the Travel Plan will have a significant presence within the sales suite of the development which will include a display outlining the sustainable travel measures being implemented and details of access by sustainable travel modes.
- 4.9.2 The sales staff will be given training to promote the Travel Plan as an asset and selling point of the development and key concepts relating to accessibility included in marketing/sales particulars.

5 ACCESSIBILITY BY NON-CAR MODES

5.1 Introduction

- 5.1.1 In order to accord with the aspirations of the NPPF, any new proposals should extend the choice in transport and secure mobility in a way that supports sustainable development.
- 5.1.2 New proposals should attempt to influence the mode of travel to the development in terms of gaining a shift in modal split towards non-car modes, thus assisting in meeting the aspirations of current national and local planning policy.
- 5.1.3 The accessibility of the proposed site has been considered by the following modes of transport:
- Accessibility on foot;
 - Accessibility by cycle;
 - Accessibility by bus; and
 - Accessibility by rail/Metrolink.

5.2 Accessibility on Foot

- 5.2.1 It is important to create a choice of direct, safe and attractive routes between where people live and where they need to travel in their day-to-day life.
- 5.2.2 This philosophy clearly encourages the opportunity to walk whatever the journey purpose and helps to create more active streets and a more vibrant neighbourhood.

- 5.2.3 There are several key destinations within the vicinity of the site that prospective residents could travel to and from on foot. The pedestrian and cycle infrastructure on the site would link directly with the existing infrastructure on Cleworth Street and Chester Road.
- 5.2.4 The site is situated adjacent to a priority junction with Chester Road, in the immediate vicinity of the junction there are several small retail facilities including a newsagent, general store/off licence, several takeaways and a hair dressers/barbers.
- 5.2.5 There are two bus stops approximately 100 metres, just over a minute's walk, east of the site. These are the nearest stops to the proposed development and both have shelters, seating and timetable information.
- 5.2.6 Additionally, Cornbrook Metrolink station is located approximately 350 metres west of the site.
- 5.2.7 The Deansgate area of Central Manchester is within an approximate 900 metre walk, just over a 10 minute journey, of the site. As well as Deansgate Railway Station, the surrounding area provides many retail and leisure opportunities including a supermarket, a pharmacy, art galleries and a large selection of bars and restaurants. The office space and local businesses within Deansgate also offer employment opportunities for future residents at the proposed development.
- 5.2.8 Within a 2 kilometre walk from the site there are an additional number of retail and leisure opportunities available within Manchester City Centre, similar to those discussed above, as well as additional public transport services such Manchester Oxford Road Railway Station.
- 5.2.9 The site is therefore located within a short walk of a range of day to day amenities to minimise the need to travel by the private car.

5.3 Access by Cycle

- 5.3.1 An alternative mode of travel to the site could be achieved by bicycle.
- 5.3.2 A distance of 5 kilometres is generally accepted as a distance where cycling has the potential to replace short car journeys.
- 5.3.3 This distance equates to a journey of around 25 minutes based on a leisurely cycle speed of 12 kilometres per hour and would encompass most of Manchester including Prestwich, Eccles, Sale and Gorton.
- 5.3.4 The A56 Chester Road has on-road cycle provisions with infrastructure such as designated cycle lanes as well segregated cycle paths and signalised crossing facilities.
- 5.3.5 National Cycle Network (NCN) Route 55 is located approximately 1.6 kilometres south-west of site whilst more locally, NCN Route 55 connects Salford Quays and Old Trafford with Chorlton and Stretford.
- 5.3.6 The whole of Manchester City Centre and the key industrial/employment areas of Trafford Park and Salford Quays can be reached from the site via an accessible cycle ride. The outlying areas of Sale, Stretford and Salford are also accessible.
- 5.3.7 In summary, it is considered that cycling is a realistic mode of travel for future residents at the proposed development site.

5.4 Access by Public Transport

- 5.4.1 An effective public transport system is essential in providing good accessibility for large parts of the population to opportunities for work, education, shopping, leisure and healthcare in the area and beyond.

- 5.4.2 A summary of the services available from the nearest bus stops on Chester Road is provided in **Table 5.1** below.

Serv No	Route	Monday – Friday (per hour)				Sat	Sun
		AM Peak	Midday	PM Peak	Eve		
250/ X50	Mcr City Centre – Old Trafford – Trafford Centre	6	6	6	6	6	6
255	Mcr City Centre – Old Trafford – Urmston - Flixton	2	2	2	2	2	2

Table 5.1 - Existing Bus Services

- 5.4.3 As can be seen from Table 5.1, the nearest bus stops to the site provides access to various services throughout the day to destinations such as Manchester City Centre, Old Trafford, Urmston, Flixton and the Trafford Centre.
- 5.4.4 The nearest railway station is Deansgate, which is located approximately 900m to the north-east of the site. Deansgate forms part of the Liverpool to Manchester and Preston to Manchester Lines, locally running between Manchester Oxford Road and Salford Crescent.
- 5.4.5 Trains run from Deansgate to Liverpool Lime Street and Preston, for example, with frequencies of up to 4 trains per hour each day.
- 5.4.6 The closest Metrolink station is Cornbrook located less than a 5 minute walk from the site. The Metrolink network operates a 6 minute frequency on the Altrincham and South Manchester lines and a 12 minute frequency on the Media City and Airport lines.



5.4.7 Metrolink users can change at Piccadilly Gardens or St Peters Square stations to access additional services to Bury, Rochdale and Ashton-under-Lyne.

5.4.8 It is therefore considered the site is highly accessible by public transport.

5.5 Accessibility Summary

5.5.1 The proposals have been considered in terms of accessibility by non-car modes for the proposed residential development.

5.5.2 In light of the above, it is considered the site is highly accessible by non-car modes and will cater for needs of the development's residents and assist in promoting a choice of travel modes other than the private car.

6 TRAVEL PLAN TARGETS

6.1 Introduction

- 6.1.1 This section of the Travel Plan deals with the post development scenario i.e. once the development is complete, occupied and the Travel Plan has been implemented and relates to targets against which the success of the Plan in achieving its objectives will be measured.
- 6.1.2 The targets are designed to be quantifiable, be relevant to both measures and objectives identified in the Plan and to include timescale.
- 6.1.3 In order to set the targets, further information (e.g. through a travel survey) may have to be obtained in order to establish against which to set the targets. This information will be related to existing patterns of movement (i.e. the proportion of residents who travel to their workplace by non-car mode) and may be obtained from sources such as the National Travel Survey and the National Census.
- 6.1.4 More accurate information to establish the baseline targets however, will be obtained from a Residents Travel Survey which will be undertaken within 3 months of first occupation.
- 6.1.5 Following the granting planning consent, suitable targets for reducing the need to travel by private car will be set against the baseline targets and agreed with MCC and included in the final Residential Travel Plan for the whole development.

6.2 Potential Targets

- 6.2.1 The targets are designed to be quantifiable, be relevant to both measures and objectives identified in the Plan and to include timescale.

6.2.2 Targets which according to the DfT may potentially be included in the Travel Plan include the following:

- Car trips per household - targets set on the basis of predicted trip rates for the development.
- Uptake of alternatives - targets for bus patronage, registration and participation in the Liftshare car share scheme, cycle counts and pedestrian counts.
- Car ownership and mode of travel - trip based targets may be supplemented by targets related to car ownership, travel to work by mode and travel to school by mode.
- Travel Plan awareness targets - for example, a target can be established to ensure a significant percentage of residents are aware of the Travel Plan and its purpose.

6.3 Action Plan

6.3.1 **Table 6.1** below provides an Action Plan and timescales to assist the Travel Plan Co-ordinator (TPC) to implement the obligations of the Travel Plan;

Action	Target Date	Indicator/Measured by	Responsibility
Appointment of TPC	TPC appointed one month prior to first occupation of site	Appointment of TPC by target date	Developer
Production of Residents Travel Pack	Upon Occupation	Resident travel survey	Developer
Undertake initial travel surveys	Within 3 months of first occupation of development	Receipt of survey results	TPC
Agree Travel Plan Targets	1 month after initial travel survey undertaken	Receipt of written agreements of targets	TPC
Achieve target car driver travel to work mode split	5 years after initial travel survey	Residents travel surveys conducted in years 1, 3 and 5	TPC

Table 6.1 – Travel Plan Action Plan and Timescales

- 6.3.2 The table above sets out the key tasks that will need to be undertaken by the Travel Plan Co-ordinator as part of the Travel Plan including guidance as to timescales for the tasks to be undertaken.

7 PLAN MONITORING AND ASSESSMENT

7.1.1 DfT best practice guidelines state that monitoring of the Travel Plan should normally take place on the following basis:

- Early on in the occupation period of the site - for example, triggered by 50% occupancy to provide the information base for the review of the plan;
- Annually or at least every two years thereafter to provide on-going information on the impact of the plan;
- Monitoring should take place over a wide range of time periods to reflect the different pattern of journeys that can be generated by residential development.

7.1.2 The monitoring could include items such as:

- Full residential surveys to be completed in year 1, year 3 and year 5 and snap shot surveys to be completed every 6 to 12 months.
- Feedback from bus operators to establish demand for local bus services.

7.1.3 Once planning consent is granted, consideration will be given on how best to monitor and measure the success of the Travel Plan measures when preparing the final Travel Plan for the development. Appropriate monitoring arrangements will be discussed and agreed with MCC.

7.1.4 The monitoring and assessment of the Travel Plan will include the submission of annual progress reports detailing the results of the travel surveys with regards to targets, budgets, general effectiveness and current initiatives.



- 7.1.5 An annual report is to be submitted to the local authority no later than one month following the anniversary of the approval of the Travel Plan.
- 7.1.6 This will allow effective measures to be promoted and increased while ineffective measures can be revised and rectified. New initiatives for the coming year will also be contained within the report and submitted to officers at MCC.

8 CONCLUSIONS

- 8.1.1 This Travel Plan has considered the site's sustainable accessibility credentials in order to promote sustainable modes of travel and reduce the dependency of the private car.
- 8.1.2 The information contained within the Travel Plan and details of sustainable modes of transport in the vicinity of the site will be accessible to residents and visitors to the development.
- 8.1.3 The aim of the Residential Travel Plan is:
- to encourage residents to use sustainable modes of transport to access the site;
 - reduce the reliance on single car occupancy journeys; and
 - generally reduce traffic related pollution and noise.
- 8.1.4 A wide range of measures and actions will be used to encourage car sharing, public transport use, cycling and walking.
- 8.1.5 The Travel Plan Co-ordinator will ensure the Travel Plan is implemented and is operating effectively.
- 8.1.6 A detailed Resident Travel Survey will be undertaken to establish travel modes of residents and following this, specific targets will be set and agreed with the Travel Plan team at MCC.
- 8.1.7 The site has been demonstrated to benefit from excellent non-car accessibility and it should, therefore, be expected that the adoption of a Travel Plan would be particularly effective.



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