

FRAMEWORK TRAVEL PLAN

Aviva Investors

Land adjacent to Atlas Business Park, Wythenshawe

December 2022

Framework Travel Plan

Report control

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1 Introduction

- 1.1 Vectos are advising Aviva Investors in relation to proposals for the development of land adjacent to Atlas Business Park in Wythenshawe, Manchester.
- 1.2 The site is located 1.5 kilometres south-east of Wythenshawe town centre and 12 kilometres south of Manchester City Centre (as the crow flies). The surrounding area is formed by both employment and residential use, with the site currently accommodating vacant land located to the east of the wider Atlas Business Park site.
- 1.3 Aviva are seeking planning permission for a full planning application consisting of the construction of five units of use classes E(g)(iii), B2 and B8 comprising a total gross internal floor area of 38,211 square meters (GIA), with associated car parking. The scheme is also proposing a new vehicle access from Simonsway.
- 1.4 The predominate aim of this FTP is to put in place the management tools deemed necessary to enable employees of the development to make more informed decisions about their travel, which minimises the adverse effects of their travel on the environment. This is achieved by setting out a strategy for eliminating the barriers keeping employees from using sustainable modes which in effect self manages single-occupancy vehicle use.

Scope

- 1.5 This FTP has been written as a standalone document and contains all the relevant information needed to effectively implement and monitor the Travel Plan itself.
- 1.6 The remainder of this document is structured as follows:
 - **Section 2** – Outlines the site location and accessibility by non-car modes;
 - **Section 3** – Outlines the baseline travel patterns for employees at the site;
 - **Section 4** – Sets out the objectives and targets of the Travel Plan;
 - **Section 5** – Outlines the Travel Plan strategy;
 - **Section 6** – Sets out the measures that will be implemented to help achieve the objectives and targets of the Travel Plan;
 - **Section 7** – Outlines the monitoring and review programme which will ensure the Travel Plan continues to develop;
 - **Section 8** – Sets out the Action Plan for the site.

2 Site Location and Accessibility by Non-Car Modes

- 2.1 This section of the FTP provides an overview of the current accessibility of the site in terms of sustainable travel.

Site Location

- 2.2 The location of the site in a local context is shown below in **Figure 2.1**.

Figure 2.1: Site Location



- 2.3 The site is bound by grass verges bordering Simonsway and Styal Road to the north and east respectively. Overlapping part of the site is the Manchester Airport Public Safety Zone. The western portion of the site, approximately half of the overall site, is previously developed ('brownfield') land which is allocated for employment uses within the saved policies of the Manchester Unitary Development Plan. The balance of the site is located within the Greater Manchester Green Belt.
- 2.4 The existing Atlas Park borders the site to the west, with a large car park used to accommodate vehicles generated by Manchester Airport located to the south of the site.

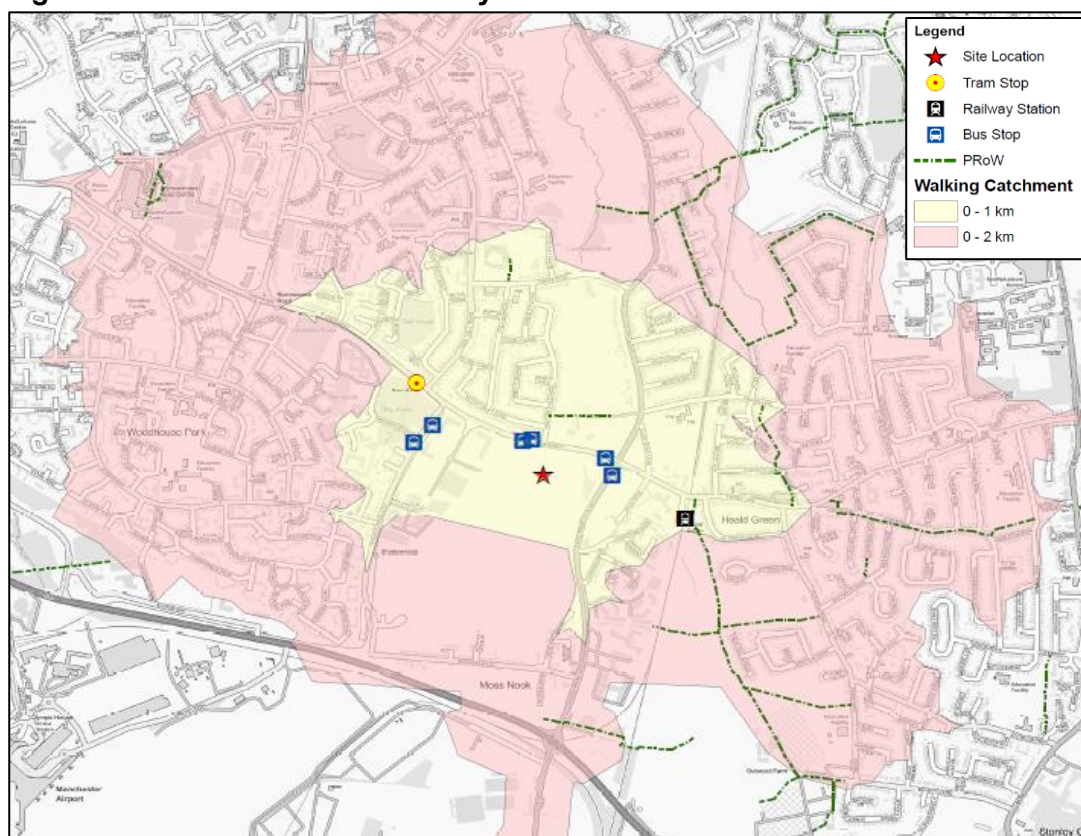
Accessibility

Pedestrian

- 2.5 To support pedestrian trips, street-lit footways are provided along Simonsway and the B5166 Styal Road which border the site to the north and east, respectively. These footways are flat, provide sufficient width and have a good surface condition providing a continuous connection between the site and its surroundings.

- 2.6 Footways in the vicinity of the site provide connections to the local transport network such as bus stops on both Simonsway and the B5166, as well as numerous Metrolink stops such as Peel Hall and Shadowmoss.
- 2.7 In addition, comprehensive controlled pedestrian crossing facilities are provided at the following junctions that includes dropped kerbs and tactile paving:
- B5166 Styal Road/ Finney Lane/ Simonsway signalised junction;
 - Simonsway / Shadowmoss Road signalised junction; and
 - Brownley Road / Simonsway / Ruddpark Road signalised junction.
- 2.8 These facilities assist with pedestrian accessibility to Heald Green, Gatley and Wythenshawe centre.
- 2.9 It is generally considered an acceptable walking distance for commuting purposes is 1 kilometre, with a preferred maximum distance of 2 kilometres. Walking can also be promoted as part of a multi-modal journey, particularly with public transport. The Chartered Institute of Highways and Transportation Document 'Planning for Walking' (2015) states that 80% of journeys shorter than a mile (1.6 kilometres) are made wholly on foot.
- 2.10 An analysis of the pedestrian catchment area within the development site has been undertaken to illustrate the site's 1 and 2-kilometre walking catchment. An extract of the pedestrian accessibility plan has been shown in **Figure 2.2** and can be found in **Appendix A**.

Figure 2.2: Pedestrian Accessibility Catchment



2.11 As illustrated within **Figure 2.2** the plan demonstrates that residential properties around Heald Green, Moss Nook and Woodhouse Park can be accessed within a walking catchment of the site, as well as numerous amenities located within Wythenshawe's Civic Centre. There are therefore opportunities for employees at the site to live locally and to walk to work.

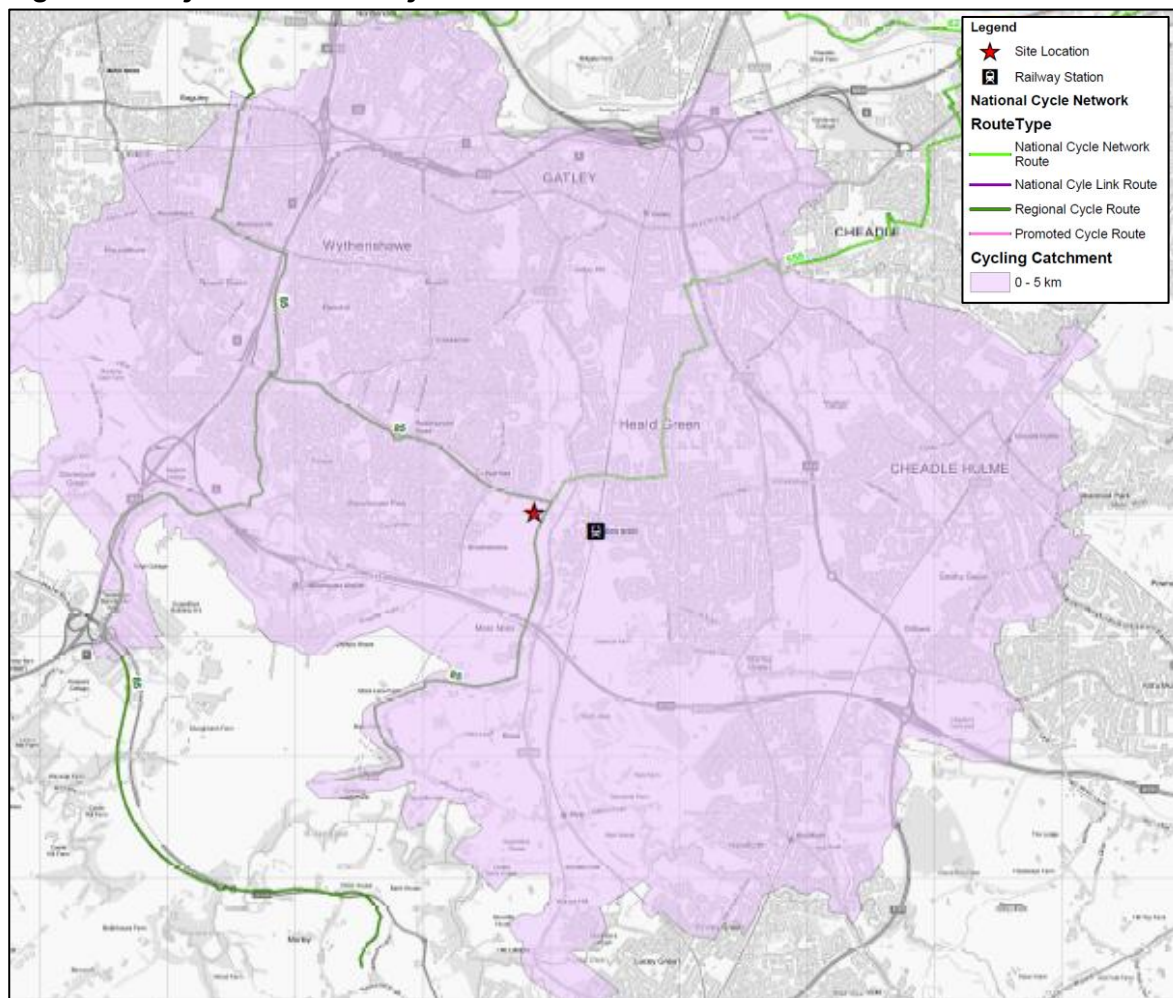
2.12 It is therefore concluded that the site is highly accessible by this mode of travel.

Cycle

2.13 Cycling is becoming an increasingly popular mode of transport and is an effective mode for short trips. Consequently, cycling has the potential to replace short car journeys, particularly those under 5 kilometres.

2.14 To illustrate this a cycle accessibility plan has been produced to show a 5-kilometre cycle catchment from the site, that would equate to a journey of around 25 minutes based on a leisurely cycle speed of around 12 kilometres per hour. An extract of the cycle accessibility plan has been shown in **Figure 2.3** and can be found in **Appendix B**.

Figure 2.3: Cycle Accessibility Catchment

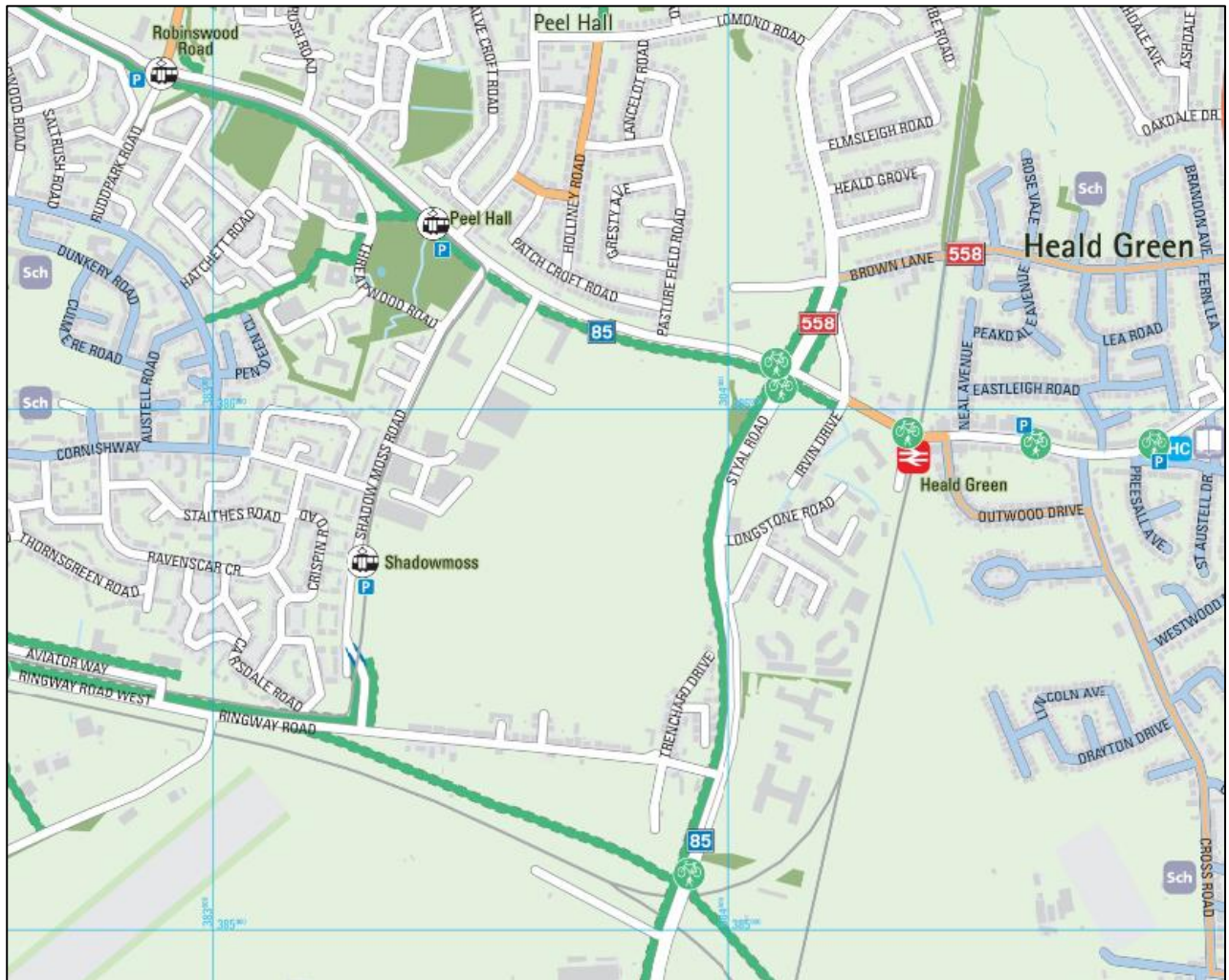


2.15 As shown within **Figure 2.3** the cycle catchment area covers the entirety of Wythenshawe, Heald Green and Gatley, along with parts of Cheadle, Cheadle Hulme, Handforth and Styal, which

demonstrates the potential for trips for employees to be undertaken by bicycle to and from these locations is a viable option.

- 2.16 Also within this 5-Kilometre catchment are a range of railway stations such as Heald Green and Manchester Airport railway stations. This offers a realistic opportunity for employees to undertake linked cycle / rail trips.
- 2.17 Reference to Greater Manchester's MappingGM facility shows that the site is located in close proximity to Transport for Greater Manchester's Cycle Network, as shown in **Figure 2.4**. These provide connections from the site to the aforementioned areas noted in the cycle catchment.

Figure 2.4: Local Cycle Routes and Sustrans Network (Source: Mapping GM)



- 2.18 As shown in **Figure 2.4** cycle route 85 passes the site and runs along Simonsway and Styal Road and facilitates cycle journeys from the west of Wilmslow to beyond Wythenshawe centre. In addition, Route 558 shown on the map runs from the B5166 Styal Road through Gately and Cheadle before connecting to National Cycle Route 62. As it passes the site, route 85 is an off-carriageway route that is shared with pedestrians.
- 2.19 To the east of the site toucan crossing facilities are provided at the Simonsway / Styal Road junction providing a safe route for pedestrians and cyclists.

- 2.20 Further to this, a number of signalised junctions in the vicinity of the site provide Advanced Stopping Lines (ASL). This is of benefit to cyclists as they provide a safe place to stop at busy crossing points and allow a dedicated position for cyclists to wait ahead of vehicles to provide segregation from the traffic.
- 2.21 It is therefore concluded that the site is accessible by bicycle, and that cycling can be promoted as a sustainable travel mode for staff and visitors travelling to / from the site.

Bus

- 2.22 The closest bus stops are located directly outside the existing site access point along Simonsway, providing eastbound and westbound services.
- 2.23 A summary of the bus services that can be accessed from the stops on Simonsway are provided in **Table 2.1**.

Table 2.1: Bus Services (Simonsway)

Service No.	Route	Approximate Frequency (Service per Hour)		
		Weekday	Sat	Sun
368	Wythenshawe Hospital to Stockport via Cheadle Hulme	4	3	2
752	Rosehill to Cheadle Heath via Cheadle	1	1	1
130	Macclesfield to Manchester Airport	1	1	-

- 2.24 As can be seen in **Table 2.1**, all accessible bus routes operate regular services through the week to key local destinations including Stockport, Cheadle and Wythenshawe.
- 2.25 The site is therefore concluded to be highly accessible by bus.

Metrolink Services

- 2.26 The site's nearest Metrolink Station is Peel Hall that is located approximately 450m walk distance along Simonsway. As such, pedestrians are able to use the aforementioned footways and the crossing facilities at the Simonsway / Shadowmoss Road junction when travelling between this transport node and the site. Shadowmoss is also located approximately 1km from the site's existing access point on Shadowmoss Road.
- 2.27 Peel Hall is located on the Airport Line of the Metrolink. Metrolink services operate on a 12-minute frequency Monday to Sunday with a combined frequency of 6 minutes during the day on Monday to Saturday. All lines operate between 06:00 and 00:00, with the Airport line operating from 03:00 from Deansgate Castlefield. Given the high frequency of Metrolink services it is considered that this presents a feasible travel alternative to / from the site as part of a linked trip.

- 2.28 All Metrolink stops provide shelters, seating and real-time journey information. All Metrolink trams and stations also provide disabled access in the form of step-free access, tactile paving and dropped kerbs.

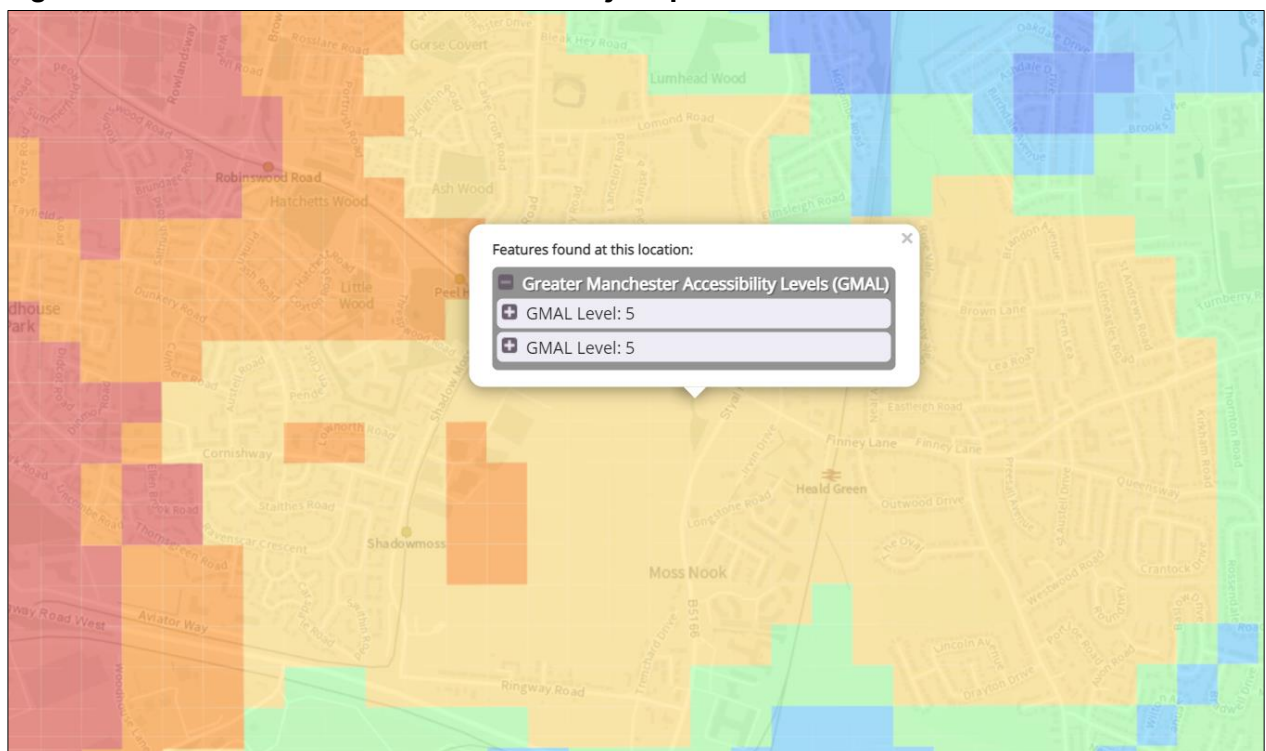
Rail Services

- 2.29 The nearest rail station is Heald Green located approximately 600m from the site, and therefore within a comfortable walking and cycling distance of the development.
- 2.30 Heald Green station is located on the Styal Line and services provide access to numerous destinations including Manchester City Centre (Piccadilly and Oxford Road), Manchester Airport, Salford Crescent, Preston Lancaster, Bolton, Chorley, Windermere, along with more local destinations including East Didsbury and Burgage.

Greater Manchester Accessibility Level (GMAL)

- 2.31 The site's Greater Manchester Accessibility Level (GMAL) has also been investigated. GMAL is a detailed and accurate measure of the site's accessibility using the public transport network. The method is essentially a way of measuring the density of public transport provision at any location within the Greater Manchester region. The site's location is shown in **Figure 2.5**.

Figure 2.5: Greater Manchester Accessibility Map Extract



- 2.32 As shown in **Figure 2.5**, the site is located within Accessibility Level 5 which translates as an area of good public transport accessibility.

3 Baseline Travel Patterns

Summary

- 3.1 This section will set out the baseline mode split information for employees of the proposed development. These will be used as a basis for setting future targets in this FTP.

Mode Share

- 3.2 Within the first six months of occupation of the site, employee travel surveys will be completed which will accurately identify the travel patterns of employees to the site. These will be carried out in the form of travel survey questionnaires and will identify an employee's main mode of travel to work. The exact nature of the survey will need to be discussed and agreed in advance with MCC. The baseline data will be a useful guide in the setting of realistic targets for mode shift over the life of the development. Details of the management of the survey are set out in **Sections 5 and 7**.
- 3.3 In the interim, and for the purpose of setting indicative targets as part of this FTP, the method of travel to work mode split has been derived from 2021 Census data (WU03EW) for employees of Manchester 052 (2021 super output area - middle layer), which encompasses the site. This has been used to give an indication of the expected mode split for employees.
- 3.4 This is summarised in **Table 3.1**. It should be acknowledged that the mode share presented is likely to change to reflect the baseline travel surveys undertaken once the site is operational. These changes will be discussed with MCC.

Table 3.1: Workplace Mode Split (Manchester 052)

Mode	Mode Split
Work mainly at or from home	23%
Underground, metro, light rail, tram	5%
Train	1%
Bus, minibus or coach	5%
Taxi	2%
Motorcycle, scooter or moped	0%
Driving a car or van	46%
Passenger in a car or van	5%
Bicycle	3%
On foot	8%
Total	100%

- 3.5 **Table 3.1** indicates that within this area approximately 22% of employees use sustainable and active modes of transport such as walking, cycling or public transport to travel to work.

- 3.6 The mode share shown above will be used to derive interim FTP targets. If, after the baseline travel surveys have been undertaken, it is found that the expected mode split is not accurate, the targets will be adjusted to reflect the actual mode split.
- 3.7 The undertaking of the baseline surveys represents the start of the FTP for monitoring purposes and will provide a basis for ratifying and adjusting the targets as set out in the FTP.

4 Objectives and Targets

Introduction

4.1 This section of the report sets out the overarching objectives for the FTP, as well as targets for the short and medium term. It includes indicators through which progress towards meeting the targets will be measured. Further information on monitoring and review of the FTP can be found in **Section 7**.

- **Objectives** are the high-level aims of the FTP. They help to give the Travel Plan direction and provide a clear focus.
- **Targets** are the measurable goals by which progress will be assessed. The FTP sets out targets which will be sought to be achieved within the period covered by this Travel Plan.

Objectives

4.2 The FTP's overriding objective is:

To engage with and encourage employees to use more sustainable ways of travelling to/from the site through more effective promotion of active modes. This will minimise the impact of the development on the surrounding highway network.

4.3 The objective will be achieved by introducing a package of physical and management measures that will facilitate employee travel by sustainable modes.

Targets

4.4 Travel Plan targets are measurable goals by which progress can be assessed. These targets should be reviewed through a programme of monitoring (outlined in **Section 7**) to ensure they remain SMART (Specific, Measurable, Achievable, Realistic and Timed).

4.5 There are two types of targets, namely: 'Action' and 'Aim' targets.

- **Action Targets** are non-quantifiable actions that need to be achieved by a certain time.
- **Aim Targets** are quantifiable and in the case of this FTP relate to the degree of modal shift the plan is seeking to achieve.

Action Targets

4.6 The action targets for this Travel Plan in the short term are:

- To appoint a Travel Plan Co-Ordinator (TPC) within first six months of occupation; and
- To coordinate baseline travel surveys (see **Section 7**) within six months of the first occupation of the development.

- 4.7 A further action plan has been completed within **Section 8** of this FTP, this provides the key actions required before and within the first six months of occupation of the development.

Aim Targets

- 4.8 The aim targets of this FTP are focused on employee travel to the site.
- 4.9 The interim baseline travel patterns (as shown in **Table 3.1**) will be used to set targets until baseline travel surveys can be carried out by the future occupier. These will be carried out within six months of occupation of the development.
- 4.10 For this FTP, targets are set over a five-year period from the time of the initial baseline travel survey. The final target for this FTP should be achieved by the fifth anniversary of the first travel survey. There will be an interim review of the progress towards targets on the third anniversary of the initial baseline travel surveys. If the targets are not met by year five, the lifecycle of this FTP may be extended to a date agreeable with MCC and the occupier. **Table 4.1** shows the target mode split for the development once the FTP has been implemented.

Table 4.1: Travel Plan Aim Targets

Target	Indicator	Mode Split		
		Baseline (Year 0)	Interim Review (Year 3)	Final Target (Year 5)
Achieve a 5-percentage point increase in sustainable mode share	Travel Surveys	22%	25%	27%
Achieve a 5-percentage point decrease in single occupancy vehicle movements	Travel Surveys	46%	43%	41%

- 4.11 The targets listed in **Table 4.1** are based on 2021 census data and therefore may need to be adjusted once an accurate baseline mode share has been established from the baseline travel surveys. Any adjustments to the targets will be discussed and agreed with MCC.
- 4.12 Indicators are the elements which will be measured in order to assess progress towards meeting the final target. For the most part this will be the main mode listed by employees of the site in the monitoring surveys conducted annually up to and including year five.
- 4.13 This target will be achieved by introducing a package of physical and management measures that will facilitate employee travel by sustainable modes. A description of these measures is set out in **Section 5**.
- 4.14 Details on the review and monitoring of these targets are set out in **Section 7**.

5 Travel Plan Strategy

Management

- 5.1 A TPC will be appointed whose role will be to encourage and foster a sustainable approach to the development where possible. A TPC will be named within the first six month of the occupation of the development.
- 5.2 The role of the TPC will be part-time and will vary throughout the year in response to campaigns/sustainable transport events/monitoring surveys taking place. The TPC will be allocated enough time to effectively manage and implement the FTP as agreed. It should be noted that the TPC role can be filled by an employee of the site, who takes on the responsibilities in addition to their day-to-day role.

Funding

- 5.3 The FTP, its accompanying measures and initiatives, and the TPC role will be funded by the occupier, throughout the five-year period. The occupier will ensure that the TPC has sufficient funding to effectively implement the FTP.

TPC Responsibilities

- 5.4 The TPC will be responsible for the administration of the FTP, the implementation of measures, and for the on-going monitoring and review of the FTP. They will have overall responsibility for ensuring that the measures are successfully delivered on time and to budget.
- 5.5 The TPC will report to the site occupier, MCC and other involved stakeholders regarding the implementation and progression of the FTP.
- 5.6 The duties of the TPC will therefore include:
- Providing guidance to, and be the main point of contact, for staff and issue travel information to staff;
 - Liaising with staff to inform them of upcoming promotions and to gather feedback on the day-to-day operations of the FTP;
 - Communicating information to staff regarding relevant national and local initiatives related to the promotion of sustainable travel;
 - Undertaking the travel surveys over the five-year period and supply evidence of this to MCC;
 - Taking responsibility for data collection and review of the FTP;
 - Designing and implementing effective marketing and awareness-raising campaigns to promote the FTP;

- Liaising with external organisations, e.g., local authorities and other businesses within the estate;
- Co-ordinating the monitoring programme for the FTP, including target setting (in agreement with MCC) and make necessary changes if the targets are not being met; and
- Establishing and maintaining a filing system for recording all correspondence relating to the FTP.

Marketing Strategy

- 5.7 An essential element of the strategy identified in this FTP, and one which largely determines its success, is the promotion of the FTP. In order to promote and increase awareness of the FTP, the following measures will be adopted:
- Display of key FTP information within employee travel packs;
 - Arrange Q&A sessions and offer a personalised travel planning service if demand is identified;
 - Promote national travel initiatives and organise events such as organised cycle rides; and
 - The provision of Information Packs.
- 5.8 The Information Packs will be distributed to all staff at the commencement of their employment or upon recruitment.

6 Measures and Initiatives

Introduction

- 6.1 This section of the FTP outlines the specific physical and management measures to be implemented as part of the FTP. The implementation of these measures includes both 'hard' and 'soft' measures and is considered to be the core of the FTP.
- 6.2 The measures outlined below will be agreed with MCC as being suitable for the situation at the site. However, this list is not exhaustive and the TPC will be free to investigate other potential initiatives.
- 6.3 An Action Plan is also included in this report, at **Section 8**, which shows the measures/initiatives and a possible timescale for implementation.

Measures

Management and Promotion

- 6.4 A TPC will be appointed to manage the FTP. The future occupier will be responsible for appointing a member of staff to fulfil this role and will ensure that they have sufficient time and resources to undertake their responsibilities.
- 6.5 The TPC will be responsible for overseeing the implementation of the FTP. The TPC will provide personalised travel planning advice to staff should demand be identified, as well as providing Information Packs to all new staff.
- 6.6 This Information Pack will contain information regarding:
- Walking and cycling routes;
 - Bus and train station locations and timetable information;
 - Journey Planner tools;
 - Car sharing opportunities;
 - Contact details for the TPC; and
 - Brief overview of the FTP.
- 6.7 The TPC will continuously promote the FTP and its initiatives and will be responsible for investigating new ways for staff to become involved. The TPC will also publicise the on-going progress and successes of the FTP in order to encourage staff to start to travel or continue to travel sustainably.

Walking

- 6.8 The TPC will report the results of the travel survey to the relevant MCC officers and will liaise with them to establish the potential for improvements to existing off-site facilities.

- 6.9 The TPC will be responsible for promoting the benefits of walking to staff of the site. As well as providing information regarding local walking routes within the Information Packs, the TPC will promote public health campaigns such as Change 4 Life (NHS programme) and walking challenges such as the 10,000 steps a day campaign. These highlight the health benefits associated with active travel.

Cycling

- 6.10 Cycle parking will be provided in accordance with standards in the form of cycle stands. Uptake of cycle parking will be monitored, with additional spaces provided if there is a demand.
- 6.11 The TPC will investigate the opportunity for a cycle to work scheme which allows employees to obtain a bike and cycle accessories through a salary sacrifice scheme. This scheme is provided through employers and also allows employees to spread the cost over 12 months.
- 6.12 As described previously, information regarding local cycle routes will be provided within Information Packs provided to staff upon commencement of their employment. Employees will be provided with information and advice concerning safe cycle routes to the site.
- 6.13 The TPC will also liaise with MCC to discuss ideas for awareness raising events and initiatives. Participation in national and local events for specific campaigns will also form a central role in raising awareness of travel options such as National Bike Week.
- 6.14 The TPC will investigate cycle training for staff, on either an individual or group basis, depending on the number and ability of participants and availability of trainers. The aim is to make cyclists more confident and comfortable cycling on the road, therefore encouraging them to cycle to/from the site on a regular basis.

Public Transport

- 6.15 Up-to-date timetables and journey planning tools, including route information and service frequencies, will be provided within the staff Information Packs.
- 6.16 In addition, links to the National Rail and Traveline websites as well as enquiry phone numbers will be advertised through all relevant means. Contact details for local taxi operators will be available on within the staff Information Packs.

Car Sharing

- 6.17 Employees will be given details of car sharing databases including Fxvi, Liftshare and Blabla Car. In addition, car sharing will be promoted within the site through the provision of priority spaces for car sharers.

Other Measures

- 6.18 Travel awareness measures should play a key part of the FTP, for example:
- Car-free days to be promoted;

- Personalised travel information if the demand is identified;
- Promote participation in National Bike Week events; and
- Promoting the health and cost benefits of using sustainable transport.

7 Monitoring and Review

Introduction

- 7.1 The FTP is part of a continuous process for improvement, requiring monitoring review and revision to ensure it remains relevant. This section sets out the proposals for monitoring and review of the FTP.

Monitoring

- 7.2 The monitoring programme will begin with the initial baseline travel survey, to be undertaken within six months of occupation of the development.
- 7.3 The FTP will be monitored on a five-year cycle. Monitoring surveys will be undertaken in years 0, 1, 3 and 5 on the anniversary of the initial baseline travel survey. The baseline survey represents the start of the travel plan for monitoring purposes.
- 7.4 The interim (Year 3) targets set out in this FTP may be revised on the results of the initial baseline travel survey if the modal split is found to be considerably different from the census data modal split. The targets will be discussed with MCC before being finalised.
- 7.5 If sustainable travel targets have not been met by the end of the FTP's five-year lifespan, monitoring could be extended.
- 7.6 Additional monitoring of the following is also useful to judge whether the implementation or proportion of certain measures needs to be modified. The following factors should be monitored on a constant basis:
- Comments received from employees relating to the operation and implications of the FTP; and
 - Information gathered through the monitoring process will be recorded for input to the annual review (outlined below). The information will be made available to MCC.

Reporting

- 7.7 An FTP review will be undertaken by the TPC in years 1, 3 and 5 to assess the progress of the FTP. This will outline the results of the survey, measures that have been implemented and any changes to targets and measures as a result of the survey data. The report will also incorporate the results of monitoring throughout the preceding period. The report will be issued to MCC within three months of completion of the survey. Any revisions to targets or measures will be agreed with MCC.

8 Action Plan

- 8.1 The Action Plan outlined in **Table 8.1** sets out the measures included within the FTP that are directed at influencing employee travel.

Table 8.1: Action Plan for Travel Plan Measures

Measures	Notes	Timescale	Monitoring Method	Responsibility
General				
Appointment of TPC	Part time role	Upon recruitment	N/A	Occupier
Information Packs for all Employees	Staff to be provided with relevant information	Upon recruitment	N/A	TPC
Cycling				
Provision of cycle parking	Provision to be in accordance with standards	As part of construction	N/A	Developer
Provide cycle route maps and other information relating to cycle facilities	Staff to be provided with relevant information	Ongoing	Monitor uptake through travel surveys	TPC
Investigate the provision of cycle to work schemes	Making cycling cheaper and more convenient	Ongoing	TPC to monitor uptake through travel surveys	TPC
Promote available cycle training	Making cycling more accessible	Ongoing	TPC to monitor uptake through travel surveys	TPC
Walking				
Health benefits of walking to be promoted (10,000 Steps a Day)	Promoted in conjunction with the organisation of social walks and walk to workdays	Ongoing	Monitor uptake through travel surveys	TPC
Employees provided with information related to safe walking routes	Staff to be provided with relevant information	Upon recruitment	Monitor uptake through travel surveys	TPC

Measures	Notes	Timescale	Monitoring Method	Responsibility
Public Transport				
Journey planner information to be provided	Staff to be provided with relevant information	Ongoing	N/A	TPC
Other				
Provide details of car sharing databases	Staff to be provided with relevant information	Ongoing	N/A	TPC
Other				
Promote initiatives to encourage sustainable travel such as commuter challenges and car-free days	Investigate local/national and regional options	Ongoing	TPC to monitor	TPC

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