

Framework Travel Plan

**The Whitehouse Club
Middleton Road, Crumpsall**

Prepared For: Dappa Homes Limited

December 2020

Doc Ref: WB/LB/200812/TP/2

Prepared by: LB

Liam Bessell

Checked by: WB

William Booker

Document Revision Control

Revision	Date	Status	Prepared By	Approved By
1	03.12.20	Draft	LB/WB	WB
2	09.12.20	Update	LB	WB

Colwyn Chambers
19 York Street
Manchester
M2 3BA

T: 0161 832 4400



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

CONTENTS

1.0 INTRODUCTION 2

2.0 TRAVEL PLAN BACKGROUND 3

3.0 SITE AUDIT 7

4.0 TRAVEL PLAN ADMINISTRATION 10

6.0 DEVELOPER ACTION PLAN 16

7.0 MONITORING AND REVIEW 17

8.0 CONCLUSION 18

APPENDICES

A SITE LAYOUT PLAN

B WALKING PLAN

C CYCLING PLAN

D PUBLIC TRANSPORT PLAN

1.0 INTRODUCTION

Background

- 1.1 This report has been prepared by SCP on behalf of Dappa Homes Limited to support the redevelopment proposals on land located to the west The Whitehouse Club, Middleton Road, Crumpsall.
- 1.2 The site forms part of the wider application site for the redevelopment of The Whitehouse Club (LPA Ref: 115468/OO/2017). This Travel Plan has been prepared to support the proposals for The Whitehouse Club (reduction in size from 787sqm to 421sqm) and discharge Condition 40 of the Decision Notice.
- 1.3 This report sets out Dappa Homes Limited's commitment to reducing the number of vehicular trips generated by the development and identifies the key principles which will be implemented prior to the occupation of the site.

Travel Plan Approach

- 1.4 A travel plan is an important tool or delivering sustainable access to a development.
- 1.5 Implementing a travel plan can bring a number of benefits to a site, including helping to minimise the potential increase in traffic resulting from a development, helping to manage and reduce carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a travel plan forms a key stage in the forward planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.6 This travel plan focuses on influencing greater use of sustainable transport by staff when travelling to and from the site and will establish and promote the sustainable transport links available for staff. The travel plan will also suggest measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that staff travel.

2.0 TRAVEL PLAN BACKGROUND

- 2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. The plan should then continue to be implemented, for the life of the development.
- 2.2 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

Travel Plan Benefits

- 2.3 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:
- Promote healthy lifestyles and sustainable, vibrant communities;
 - Provide adequately for all users, with a variety of mobility needs;
 - Reduce demand for car parking, thereby enabling more efficient land use;
 - Reduce pressure on highway capacity, particularly at peak times;
 - Improve social inclusion;
 - Cut carbon emissions and their contribution to climate change;
 - Reduce road danger and protecting vulnerable road users; and
 - Improve local air quality, while reducing noise pollution.
- 2.4 A travel plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

Policy Context

- 2.5 Travel plans are currently secured within the planning system within the context of the government's **National Planning Policy Framework** (NPPF), which was produced in 2012 and updated most recently in June 2019.
- 2.6 The NPPF aims to provide a framework within which locally-prepared plans for development can be produced. The framework aims to streamline the planning process, making it more accessible at neighbourhood and community level and simplifying the decision-making process.

- 2.7 The NPPF aims to promote sustainable transport, and ensure that transport issues are considered from the earliest stages of plan making and development proposals so that:
- The potential impacts of development on transport networks can be addressed.
 - Opportunities from existing or proposed transport infrastructure and changing transport technology and usage are realised.
 - Opportunities to promote walking, cycling and public transport use are identified and pursued.
 - The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account.
 - Patterns of movements, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.
- 2.8 Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health.
- 2.9 The document states that all developments which generate significant amounts of movement should be required to provide a travel plan, and that the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.
- 2.10 Planning Practice Guidance (PPG) is in place to support the NPPF. The PPG on “**Travel Plans, Transport Assessments and Statements**” was provided in 2014. The PPG provides advice on when these documents are required, and what they should contain.
- 2.11 The document states that travel plans should where possible be considered in parallel to development proposals, and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.
- 2.12 The primary purpose of a travel plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.
- 2.13 Travel plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements, all of which should be proportionate.
- 2.14 Travel plans should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should fit in with wider strategies for transport in the area.

- 2.15 A further key national policy document for travel plans was published by the Department for Transport in April 2009 and is entitled “**Good Practice Guidelines: Delivering Travel Plans through the Planning Process**”. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.
- 2.16 The guidelines identify that travel plans are an important tool for delivering sustainable access as part of a new development and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the travel plan.

Local Policy Context

[Greater Manchester's Third Local Transport Plan \(LTP\) \(2011-2026\)](#)

- 2.17 In terms of local planning policy, Greater Manchester's Third Local Transport Plan (LTP) (2011-2026) is in place and outlines the long-term goals for the next 15 years. The government requires LTPs to demonstrate a contribution to delivering “shared priorities” and places emphasis on outcome indicators relating to accessibility, road casualty reduction, public transport patronage, congestion reduction and air quality. Local authorities must show that their LTPs contribute to the achievement of their broader policy aims and service delivery as set out in their community strategies.
- 2.18 Greater Manchester's LTP identifies a set of strategic transport goals; they include:
- To ensure that the transport network supports the Greater Manchester economy to improve the life chances of staff and the success of business;
 - To ensure that carbon emissions from transport are reduced in line with UK Government targets in order to minimise the impact of climate change;
 - To ensure that the transport system facilitates active, healthy lifestyles and a reduction in the number of casualties and that other adverse health impacts are minimised;
 - To ensure that the design and maintenance of the transport network and provision of services supports sustainable neighbourhoods and public spaces and provides equality of transport opportunities;

- To maximise value for money in the provision and maintenance of transport infrastructure and services.

2.19 This travel plan has been developed in line with local and national transport policy and guidance.

[Greater Manchester Transport Strategy 2040](#)

2.20 In February 2017, Transport for Greater Manchester (TfGM) published the Greater Manchester Transport Strategy 2040 which sets out the vision for Greater Manchester and provides a plan to “establish a fully integrated, high capacity transport system across Greater Manchester”.

2.21 The Transport Strategy has identified key challenges to help protect the environment such as increasing the use of sustainable transport, reduce transport emissions and make the best use of existing infrastructure.

2.22 As such, “*TfGM will continue to work with planning authorities and developers to better integrate transport and new development in accordance with the principles of:*

- *Reducing the need to travel by car, and the distance travelled;*
- *Maximising accessibility by sustainable modes;*
- *Making the best use of existing infrastructure, particularly through increasing the density of development close to public transport nodes;*
- *Maximising opportunities to provide additional public transport; and*
- *Designing to encourage active travel.”*

2.23 This travel plan has been developed in line with local and national transport policy and guidance.

3.0 SITE AUDIT

Existing Site

- 3.1 As mentioned previously, the site forms part of the wider application site for the redevelopment of The Whitehouse Club in Crumpsall (LPA Ref: 115468/OO/2017).
- 3.2 The application site is located to the west of the A576, known as Middleton Road which locally links Cheetham Hill to the M60 motorway near to Middleton. The existing land uses derive access onto Middleton Road using a simple priority T style access and is without the benefit of footways, as illustrated at Figure 2 below:

Figure 2 – Existing Site Access



- 3.3 There is a separate pedestrian access located to the south of the site from Middleton Road. Owing to level differences between the site and Middleton Road there are steps at this access which are not suitable for use by the mobility impaired.

Development Proposals

- 3.4 The development proposals for the wider application site (LPA Ref: 115468/OO/2017) are shown in **Appendix A**.

- 3.5 As indicated earlier, this travel plan focuses on the proposals for The Whitehouse Club which comprises a reduction in size from 787sqm to 421sqm and includes a 60no space car park including 4 spaces for mobility impaired drivers and a beer garden.
- 3.6 The proposed car parking for the clubhouse is designed to ensure there would more than sufficient space available so that on street parking along the proposed site access road would not occur.
- 3.7 Access is proposed using the existing point of access onto Middleton Road. The access is to be improved to provide a 5.5m wide carriageway plus 2m wide footways.
- 3.8 The access is located on the outside of a bend in Middleton Road and the existing footway along the western side of Middleton Road is around 2.5m wide. Hence suitable and safe levels of visibility for the improved access can readily be achieved in both directions.

Existing Access by Non Car Modes: Walking

- 3.9 The pedestrian accessibility of the development has been modelled using Geographical Information System (GIS) TRACC software to produce isochrone mapping areas. The purpose of the isochrones is to demonstrate the areas within an acceptable walk distance of the application site, as illustrated at **Appendix B**.
- 3.10 As can be seen within the 2 km walk distance there is a range of local facilities which staff can access on foot. Additionally, there are bus stops within 300m of the site and Bowker Vale Metrostation (around 400m) from the site.

Existing Access by Non Car Modes: Cycling

- 3.11 **Appendix C** illustrates the 5.0km cycle catchment of the site, which is equivalent to a 25 minute cycle journey.
- 3.12 It can be seen that Prestwich and the northern edge of the City Centre are available within a 5km cycle distance.

Existing Access by Non Car Modes: Public Transport

- 3.13 The site benefits from good links to both buses and the metro service. Bus stops are located around 300m from the centre of the site and Bowker Vale Metrostation is around 400m from the site.

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- 3.14 **Appendix D** illustrates journey times in 10 minutes bands up to 60 minutes induration from the site including walk time to either the bus stop of Metrostation.
- 3.15 From the site it is possible to access all of the City Centre, Bury, Rochdale, Oldham, Ashton under Lyme.
- 3.16 The metrolink service provides access to mainline rail stations within Manchester City Centre where there is access to regional and national destinations. Additionally, access is available to Altrincham, Eccles, Media City, East Didsbury, Rochdale, Oldham, Trafford Centre and Manchester Airport.
- 3.17 It is considered that the application site is located in an accessible position and where there is a realistic choice of mode of travel other than the private car.

Conclusion

- 3.18 As such, it can be seen that the site is in an accessible location and has excellent potential for sustainable travel to and from the development, with public transport links along with a number of local amenities in close proximity.
- 3.19 Based on the above factors the requirement for owning and using a car is likely to be reduced in comparison to sites with less favourable levels of connectivity.

4.0 TRAVEL PLAN ADMINISTRATION

- 4.1 This travel plan forms a framework for future development once the development is occupied.

Travel Plan Coordinator

- 4.2 Implementation and long term management of the travel plan will be achieved through the appointment of a travel plan coordinator (TPC). A suitable person or organisation will be identified who will provide a key role in delivering a successful travel plan. Either an outside organisation or an employee(s) based at the employment site could undertake this role.
- 4.3 The TPC role will be established prior to site occupation and will lead development of the travel plan measures and the day to day operation of the action plan. Once appointed, the TPC will act as the main contact for the travel plan, and will be responsible for implementing measures and monitoring implementation. The TPC will be encouraged to work closely with the local authority's travel planning team.
- 4.4 The TPC will be responsible for the day to day operation of the travel plan and represent the first point of contact for all staff. They will also be responsible for implementing soft measures and carrying out marketing of the travel plan.
- 4.5 The TPC will be responsible for setting up and managing the action plan in accordance with the following schedule, which will be agreed with the Local Planning Authority.

Funding

- 4.6 Appropriate funding will be allocated at the start of the travel plan process to cover the costs involved in administering the travel plan over an agreed time period.
- 4.7 The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the travel plan, annual monitoring and submission of a travel plan review to the Local Planning Authority.

Contacts

- 4.1 Travel plan success is dependent on ownership of the plan being taken, alongside commitment to implement the contained measures. To ensure any difficulties encountered are addressed efficiently, contact details for the travel plan coordinator will be provided to the Local Authority three months prior to the first occupation of the site.

5.0 MEASURES AND MARKETING

- 5.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development.

Travel Information and Marketing

- 5.2 Good accurate information on the variety of travel options which can be used and the initiatives being promoted is a critical element of a successful travel plan.
- 5.3 At the outset of the development, the promotional sales material for the site will include reference to the travel plan and list associated benefits.
- 5.4 The TPC will promote the sustainable travel opportunities through the distribution of travel information packs to staff. The travel welcome packs for staff will include the following:
- An introductory leaflet to the travel plan providing a summary of the contents and key measures for implementation, as well as the contact details of the TPC;
 - A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
 - Public transport information, including:
 - Bus timetables covering services from nearby bus stops;
 - Current bus fare information;
 - Information on how to obtain concessionary bus travel passes;
 - Contact details for bus and rail service providers.

- Active travel information, including:
 - Map indicating potential walk and cycle routes to the local facilities, along with details of cycle parking in the local area;
 - Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
 - Health information and details of local walk buddy and bike buddy groups.
- Details of local taxi firms;
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.); and
- Summary of options and delivery costs for home shopping
- Details of personalised travel planning websites

5.5 The TPC will review the information provided within the travel information pack on a 6-monthly basis to align with public transport seasonal timetable changes, to ensure that staff are kept up to date with any changes, such as new bus timetables, withdrawn or new services, or new contact details, and will disseminate this information to all households via leaflets.

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

Walking

5.7 The proposed development includes provision of footways along the entrance to site, connecting to the footways provided. In addition to the design improvements, the TPC will encourage walking as a mode of travel from the site by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material in the welcome pack;
- Provide a map showing walking routes as part of the welcome pack, indicating distances and times to key local facilities near to the site;
- Audit the local footway and footpath network on an annual basis and report any defects and / or maintenance issues to the highway authority.

Cycling

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

- Provision of cycle storage for staff in accordance with local authority guidelines;
- Negotiate discounts on cycles and equipment with local cycle shops in return for advertising their details in the welcome pack;
- Provide information on any local cycle proficiency 'Bikeability' courses;
- Liaise with local schools to ensure provision of safe and secure parking for bicycles;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website; and
- Audit the local cycleway network on an annual basis and report any defects and / or maintenance issues to the highway authority.

Public Transport Information

5.9 The TPC will actively promote public transport with the following specific measures to be implemented:

- Staff will be provided with public transport locations (including bus stops), together with route and timetable information in the welcome packs; this will be updated by leaflet drop, as necessary to align with seasonal timetable changes;
- Details of community transport options and concessionary ticket availability;
- Liaise regularly with public transport operators to ensure that information remains valid;
- The TPC will provide details of websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including the Travelline website;
- Liaise with a local taxi firm to provide competitive rates for staff in case of emergency to replace the regular/work bus/train journey.

Car Sharing Scheme

5.10 The TPC will set up an informal car sharing register within 3 months of site occupation. Information about the scheme will be placed in the welcome pack; an application form will also be provided within the welcome pack for staff to complete and return to the TPC, if a car share is wanted.

5.11 The TPC will then identify any suitable matches for staff for journeys to and from work, shopping trips and/or school run.

5.12 Should sufficient demand be present, the TPC will set up a 'formal' car share scheme for staff using online software. This will be assessed as part of the first annual review of the travel plan.

Personalised Journey Planning

- 5.13 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.
- 5.14 The TPC will assist staff in the development of a personalised journey plan for regular journeys. The journey plan could include (dependent on which modes of transport are identified as being of most interest):
- Maps showing the location of the bus stops to use at either end of the journey, along with the accompanying walk route to their origin and destination;
 - Details of how and where to buy tickets, including the current cost for travel;
 - Suggestions of how to incorporate elements of the journey to sustainable modes; and
 - Timetable information for public transport services used on their journey.
- 5.15 Journey plans will initially be generated using the Travelline journey planning service.

Alternatives to Travel

- 5.16 Alternatives to regular trips present the potential to reduce single occupancy trips greatly. Staff should be encouraged to consider all journeys they make and identify whether an alternative is present.
- 5.17 Working from home even just one day per week can reduce traffic by as much as 20%; this is made possible by high speed internet connections, multiple points within the homes for telephone and internet, and home office space.
- 5.18 Similar provisions enable a vast majority of shopping goods to be ordered from the home and delivered. Home shopping represents significant opportunities for reducing the need to travel.

Marketing Summary

- 5.19 The TPC will be responsible for providing staff with an overview of the travel plan in order to promote the use of a range of modes of transport and work towards increasing awareness of the alternative modes of transport available.
- 5.20 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:

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- Development of an introductory leaflet for the travel plan, providing a summary of the travel plan contents and key measures for implementation, to be disseminated to staff;
 - Welcome packs will be populated with a range of sustainable transport information and distributed to all staff upon occupation;
 - Leaflet drops will take place, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.
 - Regular leaflets and flyers will also be developed and posted to staff, to promote new and ongoing measures along with events at the site, for example, Walk to School Week and European Mobility Week.

6.0 DEVELOPER ACTION PLAN

6.1 The developer action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the budget required in order to deliver each action.

Action	Target Date	Responsibility	Frequency	Time
Initial Setup				
Appointment of TPC	At least 1 month prior to occupation	Developer	One-off	N/A
Exchange contact details with the Travel Planning Team	1 month prior to 1 st occupation	TPC	One-off	30 mins
Set up travel plan working file	1 month prior to 1 st occupation	TPC	One-off	½ day
Obtain public transport timetables	2 weeks prior to 1 st occupation	TPC	Every two months	½ day
Prepare travel information packs	2 weeks prior to 1 st occupation	TPC	Annually	5 days
Following Occupation				
Issue travel packs to staff	Upon occupation	TPC	Annually	½ day
Monitoring & Review				
Monitor and review cycle storage usage	Upon occupation	TPC	Annually for 5 years	½ day
Review accuracy of information/ Travel Packs	Upon occupation	TPC	Annually for 5 years	1 day

7.0 MONITORING AND REVIEW

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

Monitoring

- 7.2 Monitoring of the plan is important for the following reasons:
- It demonstrates to the local authority the effectiveness of measures implemented and the progress being made towards travel plan objectives;
 - It justifies the commitment of the TPC and of other resources;
 - It maintains support for the travel plan by reporting successes; and
 - It helps to identify any deficiencies within the travel plan, including any measures that are not effective.
- 7.3 The TPC will agree the monitoring programme with the local authority to ensure that the monitoring procedures are appropriate.

Reviewing

- 7.4 The TPC will undertake an annual review of the travel plan following monitoring. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
 - Comments received from staff.
- 7.5 The TPC will also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.
- 7.6 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review following each monitoring period, no later than 1 month of the anniversary of the approval of the travel plan.

8.0 CONCLUSION

- 8.1 This travel plan reviews the existing transport facilities at the site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 8.2 Through the delivery of the measures discussed within this travel plan, the objectives identified should be fulfilled. These include:
- Minimising the total travel distance of staff;
 - Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
 - Promoting walking, cycling, public transport and car sharing; and
 - Promoting healthy lifestyles and sustainable communities which are accessible by all.
- 8.3 Discharge of Condition 40 of the planning permission (LPA Ref: 115468/OO/2017) is now sought.

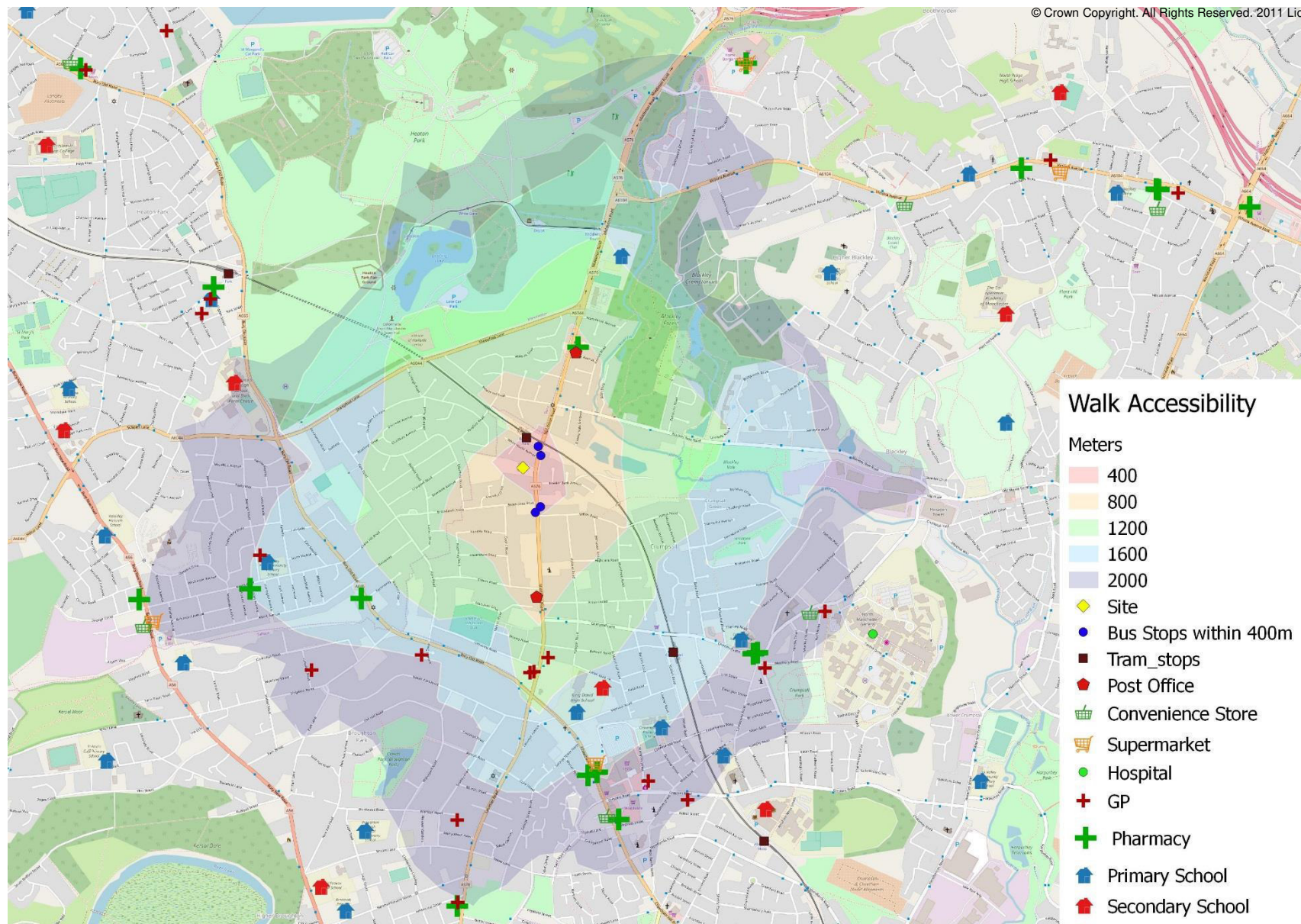
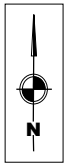
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APPENDIX A



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APPENDIX B



Walk Accessibility

Meters

- 400
- 800
- 1200
- 1600
- 2000
- Site
- Bus Stops within 400m
- Tram stops
- Post Office
- Convenience Store
- Supermarket
- Hospital
- GP
- Pharmacy
- Primary School
- Secondary School

Project Title

Middleton Road, Crumpsall

Drawing Title

Walking Accessibility

Scale

NTS

Date

00.00.0000

Approved/Unapproved
UNAPPROVED

By

VAL

Checked

Status

PLANNING

Rev

Description

Date

By

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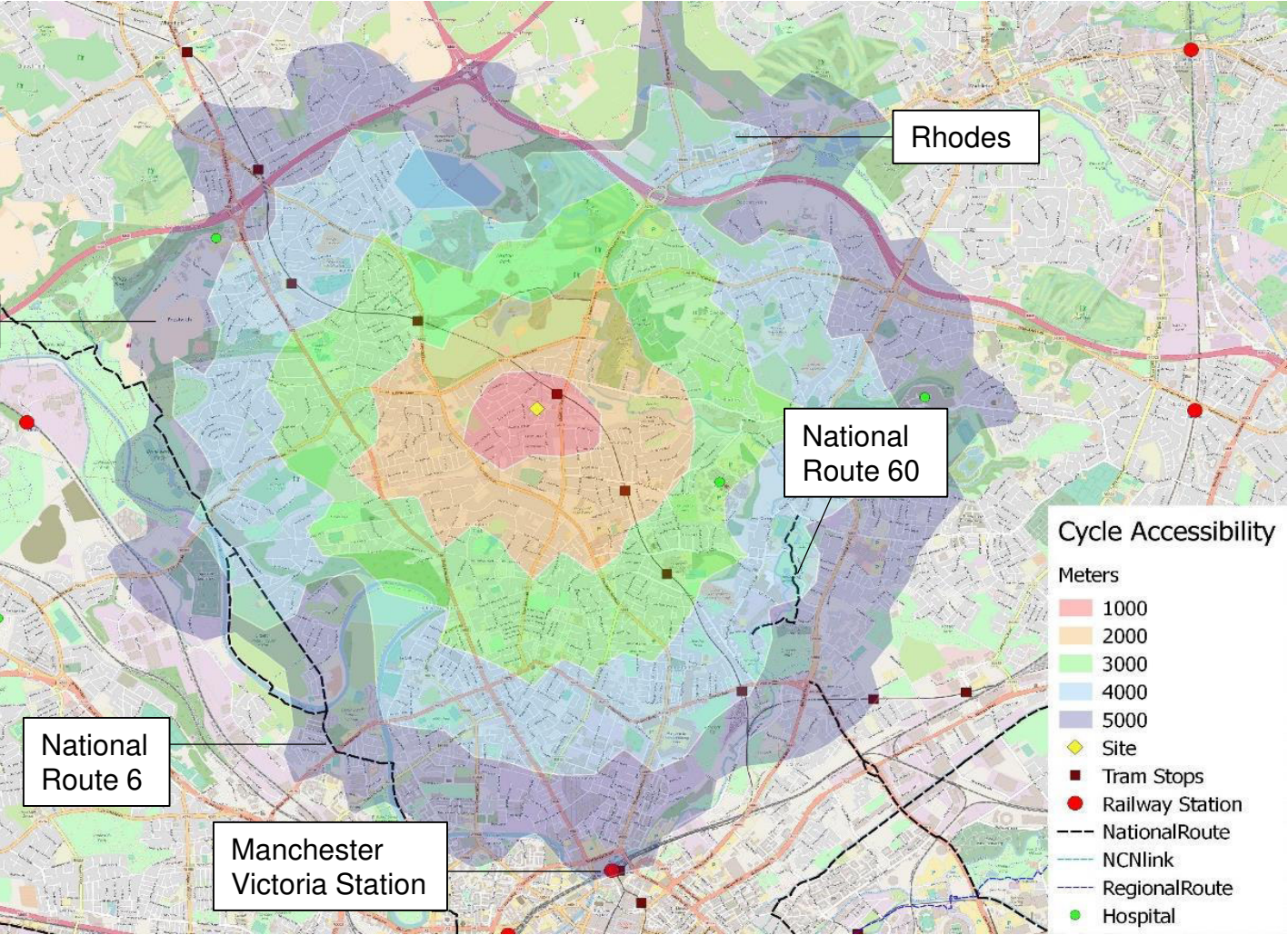
Appendix B

Revision

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APPENDIX C



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APPENDIX D

