

Lord Street, Manchester

Interim Travel Plan

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1.0 Introduction

1.1 Background

- 1.1.1 This Interim Travel Plan (ITP) has been prepared by Curtins in support of a full planning application for residential development at Lord Street, Cheetham Hill, Manchester. The site is within the jurisdiction of Manchester City Council (hereafter referred to as 'MCC').
- 1.1.2 The proposals seek to construct a 24-storey tower comprising 251 residential units, including the demolition of existing structures and the erection of a residential apartment development comprising 251no. dwellings (Use Class C3) with landscaping and associated works. The development will be car-free and will include dedicated cycle parking facilities at the basement level.
- 1.1.3 The principle of residential development on the Lord Street site has already been established through previous planning approvals. Planning permission was first granted on 21 November 2016 under application reference 113914/FO/2016 for the following development:
- 1.1.4 In contrast to the previous approvals, the current proposal increases the total number of residential units to 251 and eliminates all on-site car parking, delivering a fully car-free development.
- 1.1.5 The proposed site layout is provided in **Appendix A**.

1.2 What is a Travel Plan?

- 1.2.1 A Travel Plan (TP) is defined¹ as:

"A long-term management strategy for an organisation or site that details how agreed sustainable transport objectives are to be delivered, and which is monitored and regularly reviewed."

- 1.2.2 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

1.3 Purpose of the Report

- 1.3.1 This Interim Travel Plan is intended to be read alongside the accompanying Transport Statement (TS) (**Ref: 088153 Lord Street, Manchester-CUR-XX-XX-T-TP-00001**) that has been prepared to assess the potential traffic and transportation impacts of the development proposals.

¹ Department for Levelling Up, Housing and Communities (2024). National Planning Policy Framework [Online]. Available at <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

- 1.3.2 An ITP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to the construction of the development. It includes a list of potential measures that could be implemented to affect modal choice, and a management strategy for producing a full Travel Plan in the future.
- 1.3.3 Transport for Greater Manchester (TfGM)² strongly endorses the need for TPs in order to reduce the impact of transport on the local environment, to improve accessibility and to encourage 'active travel' which improves peoples' health, stating that a TP should achieve:

- *"A reduction in car use (particularly for single occupancy trips) and increase travel by sustainable modes, namely active travel and public transport;*
- *A reduction in the impact of the generated traffic, both in the immediate neighbourhood and on the wider highway network;*
- *Safe access for pedestrians and cyclists; and*
- *A coordinated approach to developing and implementing realistic travel options."*

- 1.3.4 This document has been written in accordance with the above statements and with reference to the following key documents:

- National Planning Policy Framework, DLUHC, 2024;
- National Planning Practice Guidance, DCLG (now DLUHC), 2014;
- Greater Manchester Transport Strategy 2040;

1.4 Structure of the Report

- 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.
- 1.4.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout; and **Section 4** provides a summary of the development proposals.
- 1.4.3 **Section 5** assesses the accessibility of the site by sustainable modes of transport, including walking, cycling and public transport.
- 1.4.4 **Section 6** sets out key aims and objectives for the Travel Plan process and outlines various initiatives that will be considered to encourage maximum uptake in sustainable modes of travel.
- 1.4.5 **Section 7** outlines the strategy for Travel Plan targets.

² Transport for Greater Manchester (2013). Transport for Sustainable Communities: A Guide for Developers [Online]. Available at: https://assets.ctfassets.net/nv7y93idf4jq/4WYTBsva9O42aqqYISGQ42/0294b2b3811a6907a7d323572a80058e/12-1386_Transport-for-sustainable-communities.pdf

- 1.4.6 **Section 8** 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 progresses.
- 1.4.1 **Section 9** concludes the report by providing an Action Plan that summarises the key actions to be completed as part of the travel planning process.

2.0 Travel Plan Benefits

2.1 Summary

- 2.1.1 Successful implementation of the travel planning process can have various environmental, health, financial and social benefits for individuals and the wider population.
- 2.1.2 Greater uptake of active travel and public transport could combat climate change and poor air quality, improve physical and mental health, relieve pressure on the NHS³, boost local businesses, improve the mobility and independence of those who cannot drive⁴, and encourage greater social cohesion⁵.
- 2.1.3 Poor air quality, of which road transport is a major driver, is the largest environmental risk to public health in the UK⁶.
- 2.1.4 A reduction in private car usage can also reduce local congestion (making for more pleasant journeys for active travellers and those who cannot avoid driving) and release land for more productive uses.

2.2 Primary Benefits

- 2.2.1 Most car journeys are within cycling distance, and many could be walked⁷. If some of these trips shifted to walking/ cycling there would be a significant environmental, health, financial & social benefits. **Figure 2.1** illustrates people's willingness to switch from car to other modes for journeys under 2 miles / 3.2km⁸:

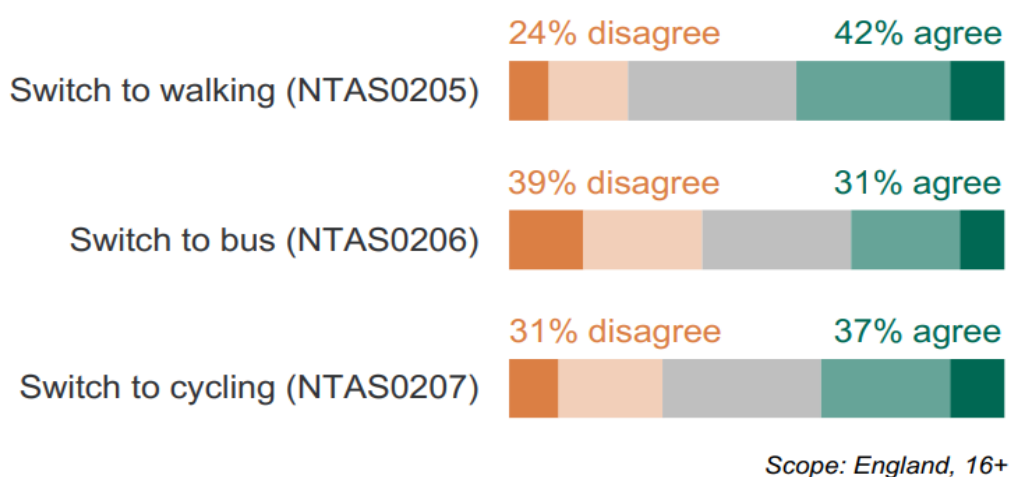


Figure 2-1 – Willingness to Switch Mode of Travel

³ Jarrett J, Woodcock J, Griffiths UK, Chalabi Z, Edwards P, Roberts I, Haines A (2012). Effect of increasing active travel in urban England and Wales on costs to the National Health Service. *Lancet*, 379(9832): 2198-2205

⁴ Aldred R in association with Leigh Day for British Cycling (2014). Benefits of Investing in Cycling [Online]. Available at: https://www.britishcycling.org.uk/zuvvi/media/bc_files/campaigning/BENEFITS_OF_INVESTING_IN_CYCLING_DIGI_FINAL.pdf

⁵ Department for Transport (2009). Good Practice Guidelines: Delivering Travel Plans through the Planning Process

⁶ Public Health England (2018). Health Matters: Air Pollution [Online]. Available at: <https://www.gov.uk/government/publications/health-matters-air-pollution/health-matters-air-pollution>

⁷ Department for Transport. Dataset NTSQ01019 and NTSQ01018 of the National Travel Survey [Online]. Available at: <https://www.gov.uk/government/statistical-data-sets/ad-hoc-national-travel-survey-analysis>

⁸ Department for Transport (2019). National Travel Attitudes Study (NTAS) 2019: Wave 1 Report [Online]. Available at: <https://www.gov.uk/government/statistics/national-travel-attitudes-study-ntas-2019-wave-1>

2.2.2 **Figure 2.2** illustrates some of the benefits of walking, wheeling, and cycling in Sustrans' Index cities, which includes Greater Manchester⁹.

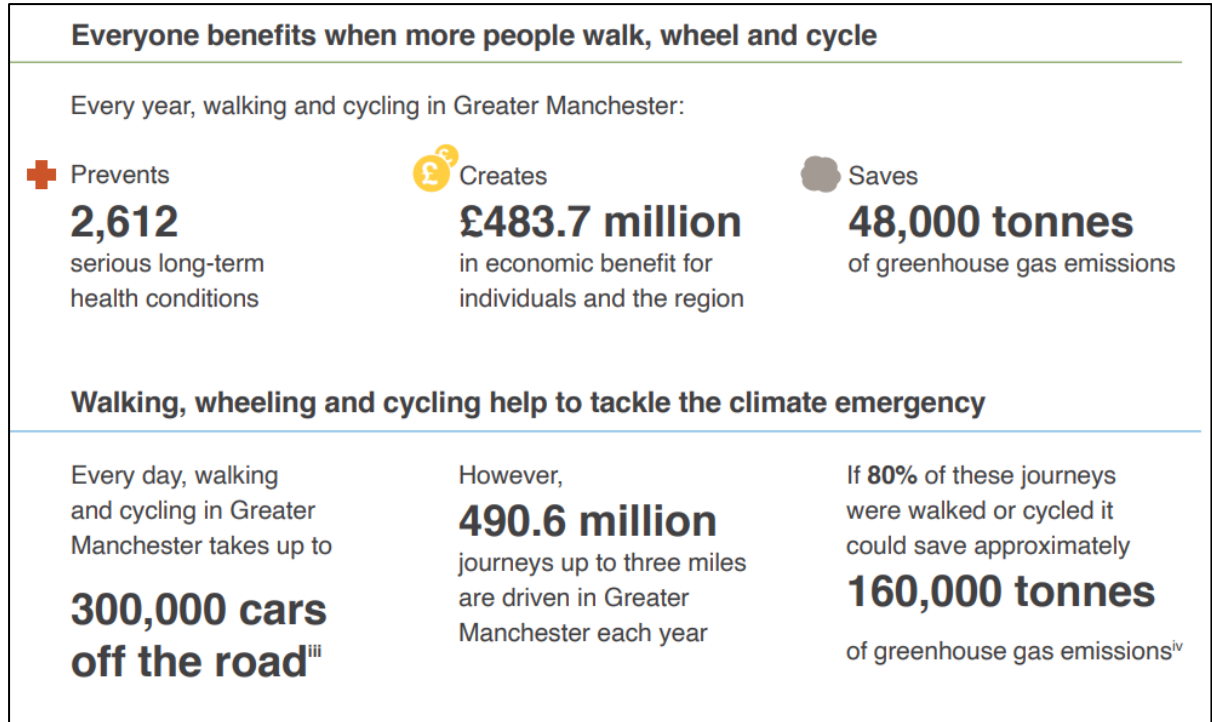


Figure 2-2 – Benefits of Active Travel for Greater Manchester / Index Cities

- 2.2.3 Within Greater Manchester, traffic is responsible for 65% of dangerous emissions linked to the early deaths of thousands and traffic congestion has a £1.3 billion cost to businesses in every year¹⁰.
- 2.2.4 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, and activity levels across the UK could still be improved.
- 2.2.5 Air pollution, principally caused by transport emissions, has been linked to some cancers, stroke, high blood pressure and cardiovascular disease, including heart attacks and furring of the arteries¹¹. Recent studies have also made links to dementia, reduced cognitive function and Type 2 diabetes.
- 2.2.6 Travelling by car is not safer than cycling and walking as vehicles are surrounded by exhaust fumes from traffic, which you can breathe in as air filters don't always remove all pollution from the air circulated, and being a short distance from traffic can make a difference in exposure.

⁹ Sustrans and TfGM (2022). Greater Manchester Walking and Cycling Index 2021 [Online]. Available at: <https://www.sustrans.org.uk/media/10485/greater-manchester-walking-and-cycling-index-2021.pdf>

¹⁰ Mayor of Greater Manchester, Greater Manchester Combined Authority and TfGM (2018). A Greater Manchester Congestion Deal [Online]. Available at: https://assets.ctfassets.net/nv7y93idf4jq/1JkCTKJf3Gg4cCG6SMOQil/4de8eb327adb2c8feccd2a654c6ce24c9/17-1821_GM_Congestion_Deal_2018_Final.pdf

¹¹ Clean Air Greater Manchester (undated). Air pollution and you [Online]. Available at: <https://cleanairgm.com/air-pollution/>

- 2.2.7 People in Greater Manchester can sign up to receive free air pollution alerts for when air quality is forecasted to 'moderate' or above at <https://cleanairgm.com/data-hub/forecast-and-alerts/>.
- 2.2.8 Within Greater Manchester, 1,200 premature deaths are linked to air pollution in the region annually¹⁰.
- 2.2.9 NHS Guidance is for adults to do some type of physical activity every day, for a total of *"at least 150 minutes of moderate intensity activity a week or 75 minutes of vigorous intensity activity a week"*¹². **Figure 2.3** below demonstrates that although most adults (63%) meet this guidance¹³, a significant minority do not – including a quarter (26%) of adults who achieve less than one-fifth of the target. This is similar to pre-pandemic levels.

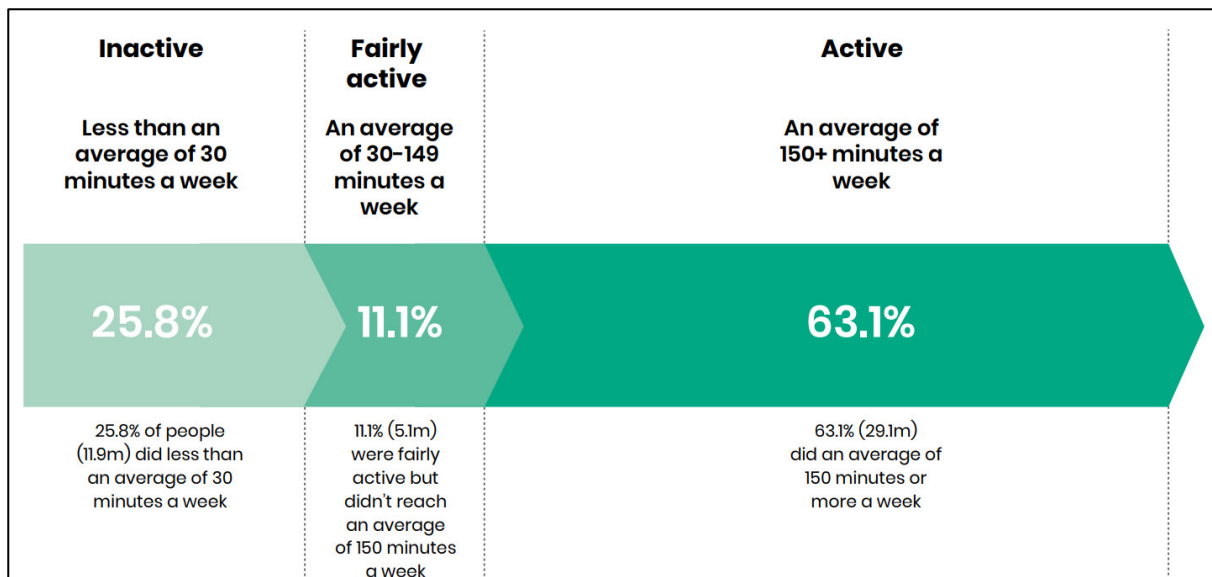


Figure 2-3 – Activity Levels for Adults

- 2.2.10 This has contributed to poor health in much of the adult population¹⁴:

"In 2021, 26% of adults in England were obese. [This is slightly lower than the 28% reported in 2019, although NHS Digital warns that the 2021 data is not directly comparable to prior years.]

The prevalence of ... diabetes increased with BMI group, from 3% of those who were not overweight nor obese, to 5% of overweight and 11% of obese adults.

The prevalence of longstanding illness was similar for those who were not overweight nor obese (36%) and those who were overweight but not obese (35%). It was higher among those classified as obese (51%)."

¹² Department of Health and Social Care (2019). UK Chief Medical Officers' Physical Activity Guidelines [Online]. Available at: <https://www.gov.uk/government/publications/physical-activity-guidelines-uk-chief-medical-officers-report>

¹³ Sport England (2020). Active Lives Adult Survey: November 2021/22 Report [Online]. Available at: https://www.sportengland.org/research-and-data/data/active-lives?section=access_the_reports

¹⁴ NHS Digital (2022). Health Survey for England, 2021 [Online]. Available at: <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2021>

2.2.11 The UK Chief Medical Officers¹¹ further state:

"If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat."

2.2.12 Poor air quality is the largest environmental risk to public health in the UK¹⁵. Road transport contributes to a third of all nitrogen dioxide (NO₂) and an eighth of all particulate matter (PM) emissions, which are major components of urban air pollution. The short-term effects of air pollution can include exacerbation of asthma, and cough, wheezing, and shortness of breath; whereas long-term effects include stroke, lung cancer, respiratory conditions, and cardiovascular diseases.

2.2.13 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. Further examples of the impact of travel behaviour on public health is shown in **Figure 2.4** overleaf.

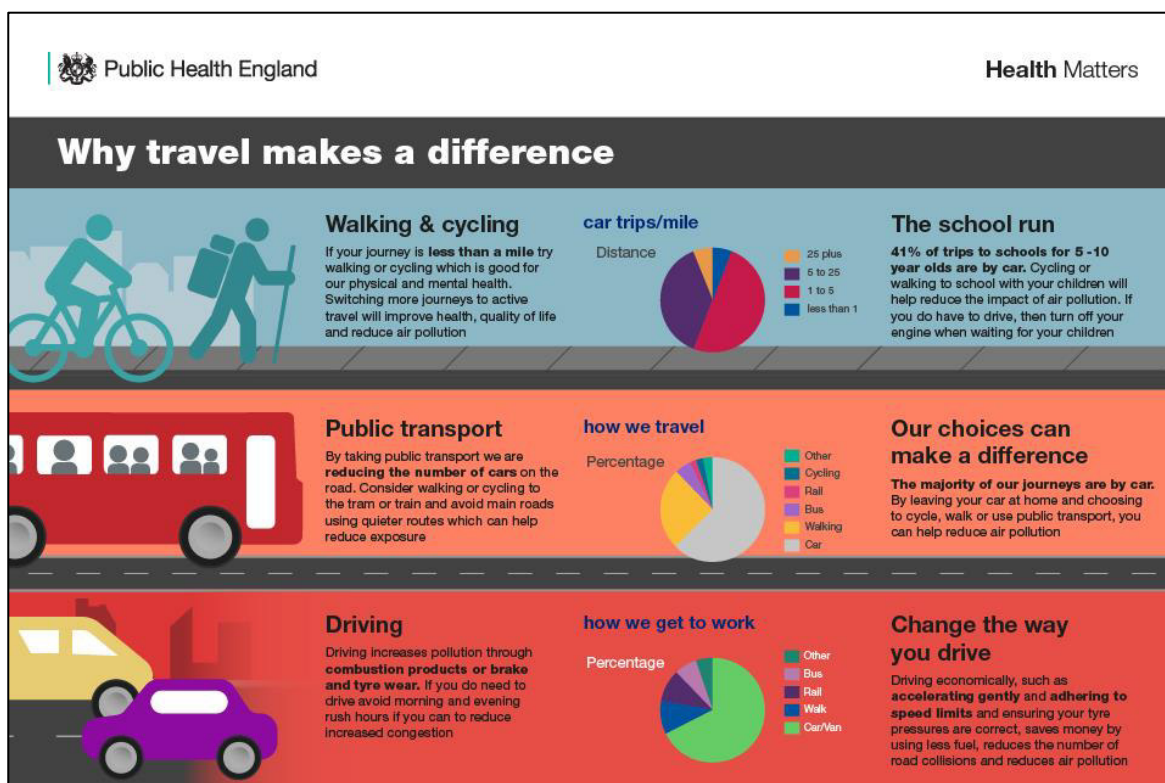


Figure 2-4 – The Impact of Travel Behaviour on Public Health

2.2.14 A major Glasgow University analysis of hundreds of thousands of commuters in the UK revealed significant health benefits of active travel, with those for cycling in particular being “staggering”¹⁶.

¹⁵ Public Health England (2018). Health Matters: Air Pollution [Online]. Available at: <https://www.gov.uk/government/publications/health-matters-air-pollution/health-matters-air-pollution>

¹⁶ The Conversation (2017). Cycling to work: major new study suggests health benefits are staggering [Online]. Available at: <https://theconversation.com/cycling-to-work-major-new-study-suggests-health-benefits-are-staggering-76292>

Cycling to work was associated with a 41% lower risk of dying overall compared to commuting by car or public transport. ... They also had 46% lower risk of developing heart disease and a 45% lower risk of developing cancer at all.

Walking to work was not associated with a lower risk of dying from all causes. Walkers did, however, have a 27% lower risk of heart disease and a 36% lower risk of dying from it.

In addition, those who cycled part of the way to work still saw benefits – this is important as many people live too far from work to cycle the entire distance.

3.0 Existing Situation

3.1 Site Location

- 3.1.1 The proposed development site is located off Lord Street in the Green Quarter to the northern edge of Manchester city centre.
- 3.1.2 The site is bounded by Fernie Street to the east, Lord Street to the north and Cheetham Hill Road to the west. **Figure 3-1** below shows the site in a local context relating to the local highway network:

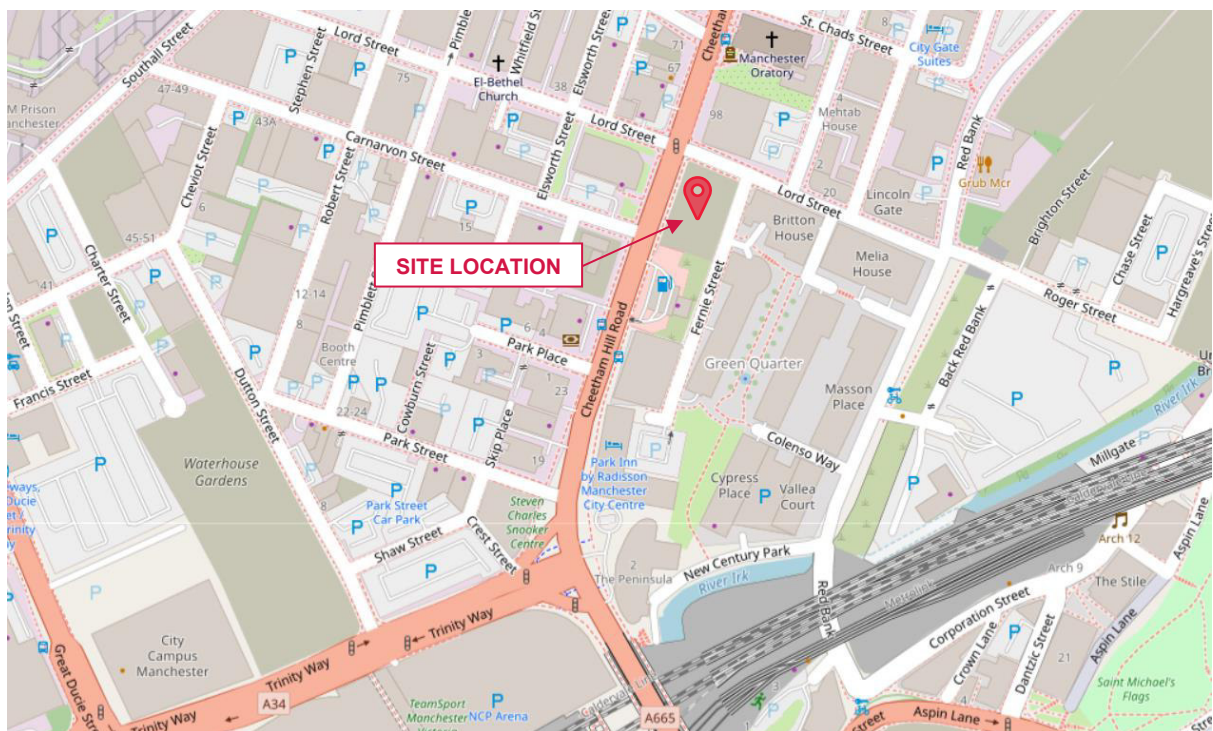


Figure 3-1 – Site Location

(Source: OpenStreetMap, 2025)

3.2 Existing Use and Access

- 3.2.1 The application site is currently a brownfield site, previously occupied by 7 commercial units.

3.3 Surrounding Highway Network

Fernie Street

- 3.3.1 The proposed development would be accessed via Fernie Street, which runs along a north east/south west alignment linking with Lord Street to the north. It provides access to the residential apartments along its length as well as the Park Inn Hotel.
- 3.3.2 Fernie Street is a single lane two way road with footways provided along both sides of the carriageway. Street lighting is provided along the western edge of the carriageway.

- 3.3.3 The road forms a priority junction with Lord Street to the north.
- 3.3.4 In the vicinity of site there are traffic regulation orders in the form of double yellow lines, which cover the immediate eastern frontage of the site.

Lord Street

- 3.3.5 Lord Street is a two-way single carriageway road which links the site to Cheetham Hill Road. It extends between Red Bank to the east and Southall Street to the west.
- 3.3.6 Lord Street forms a signalised junction with Cheetham Hill Road to the north western corner of the site. Pedestrian crossings facilities have been incorporated into this junction and advanced stop lines have also been provided on all arms of the junction.
- 3.3.7 There are well lit footways on both sides of the carriageway. In the vicinity of site there are traffic regulation orders in the form of double yellow lines. It is worth noting that the double yellow lines are intermittent and that on-street parking also occurs to the northern edge of the carriageway in the vicinity of the site.

Cheetham Hill Road

- 3.3.8 Cheetham Hill Road runs west of the site on a north/south alignment. In the vicinity of the site the road forms part of the IRR and extends between Bury Old Road to the north and New Bridge Street.
- 3.3.9 It is approximately 2.8km in length and runs from Manchester's Green Quarter to Cheetham Hill and becomes Bury Old Road in the Crumpsall area, north of the site.
- 3.3.10 It connects the site to Middleton and Prestwich to the north and Manchester City Centre to the south of the proposed development.
- 3.3.11 The road has a 30mph speed limit with speed cameras located within close proximity of the site for enforcement. There are footways on each side of the carriageway with street lighting also provided. There are bus stops located on this road which are within desirable walking distance of the site. There are many complementary existing uses along both sides of this road. There are crossing facilities at vantage points on the road to enable safe crossing of the road.

3.4 Existing Access Arrangements

Vehicular Access

- 3.4.1 Vehicular access into the site is currently limited to a gated compound adjacent to the maintenance building. There are no other points of vehicular access into the site.

Pedestrian and Cycle Access

- 3.4.2 There is no public pedestrian and cycle access directly into the site as it is in private ownership and is fenced throughout its perimeters. There is a previously utilised gated access along Fernie Street for pedestrians/ cyclists. This is shown below:



Figure 3-2 – Fernie Street – disused vehicular and pedestrian access gates

(Source: Google Maps Street View, July 2024)

3.5 Key Facilities

- 3.5.1 Due to the close proximity of the site to the City Centre and surrounding areas it benefits from many complementary key facilities including employment, retail, healthcare and leisure all within easy walking distance. In addition to the above there are also transport hubs and car parking facilities located within walking distance.
- 3.5.2 The site is located within 450m of Victoria Station and Manchester Arena to the south. Victoria Station provides access to trains and trams. The AO Arena (formerly Manchester Arena) hosts many live shows predominantly in the evenings and weekends.
- 3.5.3 Shudehill Interchange is located within 700m walk of the site. At this interchange access can be gained to many bus services providing connections to the local area and within the wider Greater Manchester.

- 3.5.4 Access to the tram can also be gained from this interchange. The tram provides access to the other tram stops within the City Centre as well as further afield to destinations including Rochdale, Bury and Ashton-under-Lyne. The National Football Museum is also located within 500m of the site.
- 3.5.1 The Printworks and the Arndale Centre are located approximately 700m to the southwest of the site. The Arndale Centre provides access to many high street retail outlets. The Printworks provides access to a variety of leisure facilities including multiple bars and restaurants, nightclubs and a cinema.
- 3.5.2 Aldi operates a store in the Arndale Centre and future residents could utilise this for their food shopping. Tesco Market Street is also located within 900m of the site and can also be utilised by future tenants for food shopping.
- 3.5.3 The site is located within 1000m of the Northern Quarter. Within the Northern Quarter access can be gained to many employment opportunities, multiple bars and restaurants as well as retail outlets. The application site is located approximately 700m of Manchester Fort Shopping Centre, where access can be gained to employment and retail opportunities.
- 3.5.4 Facilities such as high street banks and convenience stores are accessible along Market Street which is approximately 1000m from the site.
- 3.5.5 Piccadilly Gardens is located approximately 1000m to the south of the site. There are numerous facilities including public transport, banking, retail and employment within this location. Piccadilly Station is also located approximately 1300m to the south east of the site.

Figure 4-1 – Basement Level Layout
(Source: AEW Architects, 2025)

Proposed Cycle Parking

- 4.2.4 The proposals include a total of 251 cycle parking spaces, including 239 standard cycle spaces and 12 non-standard cycle spaces.
- 4.2.5 The cycle parking will be provided at the basement level, as shown in **Figure 4.1**.

Proposed Car Parking Provision

- 4.2.6 The proposed development will be car-free. The site is accessible by sustainable modes of transport. It is likely that site residents and users will utilise the various public transport and cycle options available to access places of work and leisure within Greater Manchester, and the multitude of amenities that are available are within walking distance across the city centre. Therefore, the site is located in an enviable location to make use of existing and future sustainable modes of transportation without relying on car ownership.
- 4.2.7 This is in line with other city centre developments. Planning permission was granted in 2016 (planning reference: 111003/FO/2016/C1) for a residential tower at 10-12 Whitworth Street West which would provide no on-site off-street car parking.
- 4.2.8 As prospective residential occupiers come forward, they would be aware of the parking restrictions living in the proposed development would bring and would decide on whether to move to such development. The absence of any on-site parking would also act as an initiative to encourage alternative modes of transport.

Nearby Car Parking Opportunities

- 4.2.9 Nonetheless, it is recognised that a small minority of residents may choose to own a car. These residents would be able to use several car parks within close proximity which offer long-term parking permits:
- Park Place car park (75 spaces) – c. 190m / 3-minute walk
 - 1 Place car park (17 spaces) – c. 190m / 3-minute walk
 - Skip Place car park (35 spaces) – c. 210m / 3-minute walk
 - Stocks Street car park (32 spaces) - c. 130m / 2-minute walk
 - Shaw Street Parking (87 spaces) - c. 300m / 5-minute walk
 - Car Park Manchester Park Street (95 spaces) - c. 290m / 5-minute walk
 - 32 Dutton Street Parking (41 spaces) - c. 350m / 5-minute walk
 - Manchester AO Arena (970 spaces) - c. 350m / 6-minute walk
 - Red Bank car park (220 spaces) - c. 350m / 6-minute walk

- 4.2.10 It is therefore considered there is adequate opportunity for off-site parking should future residents/visitors chose to commute by car.

Existing On-Street Parking

- 4.2.11 There are opportunities for on-street parking within the immediate vicinity of the site with a number of free parking spaces up to 2hours along Lord Street, Stocks Street, Stocks Street East, St Chads Street or Stanley Street.

4.3 Proposed Parking Provision

- 4.3.1 Given the ideal edge of city centre location of the residential development, the feasibility of travel by sustainable modes, as well as the abundance of surrounding parking facilities - the proposed scheme is anticipated to be a car-free development, with no additional parking provided on site.

5.0 Accessibility by Sustainable Modes of Travel

5.1 Introduction

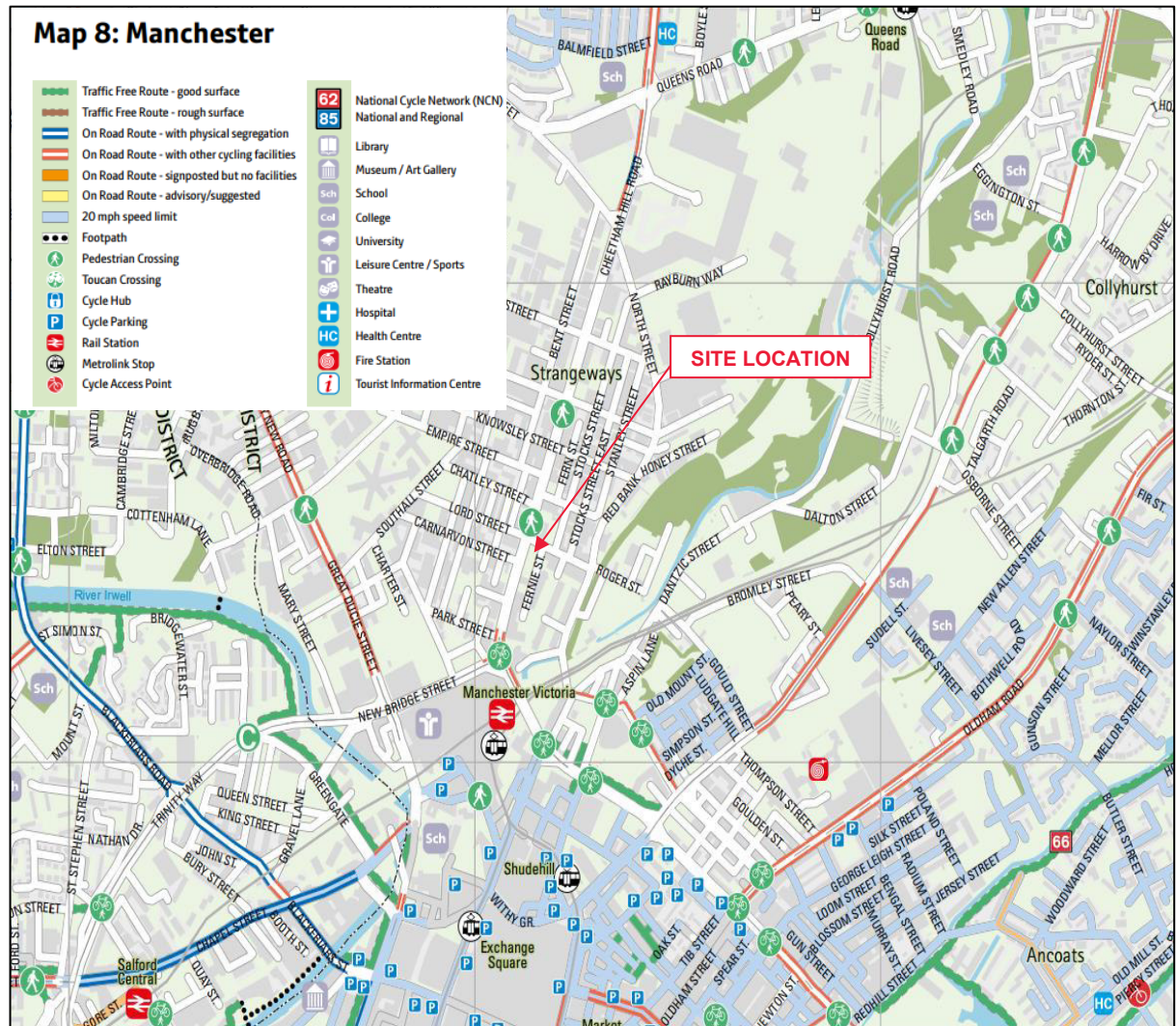
- 5.1.1 A key element of national and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.
- 5.1.2 The accessibility of the proposed development is considered in this context for the following modes of travel:
- Pedestrian Accessibility;
 - Cycle Accessibility; and
 - Public Transport Accessibility.

5.2 Pedestrian Accessibility

- 5.2.1 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 National Design Guide (DLUHC, 2021) states that well designed places are walkable, which is defined *“Local facilities are within walking distance, generally considered to be no more than a 10-minute walk (800m radius).”*
- 5.2.2 Within the 500 metres walking distance, there are multiple food retail outlets located along Cheetham Hill Road as well as public houses and restaurants.
- 5.2.3 There is the Manchester Arena and food outlets located south of the site which provides leisure facilities for users of the development. There are excellent pedestrian facilities in the vicinity of the site which would link future residents by foot to these uses.
- 5.2.4 Slightly further afield, within a 1,000m walking distances there are multiple opportunities for employment such as NOMA and other office buildings within close proximity to the site. In addition there are retail, leisure and food outlets located within the Printworks and Arndale Centre to the south and south east of the site, which could also provide employment opportunities for future residents.
- 5.2.5 There is also Manchester Fort shopping arcade located approximately 750m north of the site off Cheetham Hill Road.
- 5.2.6 Within 1000m of the site, access can be gained to parts of the City Centre which provides more opportunities for employment and leisure.
- 5.2.7 It is clear from the above that the site is highly accessible on foot and that there are abundance of complementary uses within walking distance of the site, with good pedestrian facilities available.

5.3 Cycle Accessibility

- 5.3.1 Cycling is a cheap, efficient, and healthy way to travel. Cycling also provides a predictable arrival time which depending on location, can be quicker than driving or using public transport, and is subject to fewer delays.
- 5.3.2 The average person in England cycled 16 times for a total distance of 54 miles in 2019, according to the Department for Transport's walking and cycling statistics. This equates to an average of 3.38 miles / 5.43km per trip, which is rounded to a 5.5km catchment. In 2020, the average cycling trip rose to 7.1km, significantly higher than previous years likely primarily due to the COVID-19 pandemic and associated restrictions on public transport. Whilst it is possible that in future years, the average may stay above 5.5km, the distance of 5.5km has been retained as the average cycling distance.
- 5.3.3 8km (5 miles) is considered to be the maximum acceptable cycling distance for most people and is based on the 2019 National Travel Survey statistics, which demonstrates that 82% of cycling trips were under 5 miles (8km). The National Model Design Code – Part 2 (DLUHC, 2021) also references this distance, expressing *"the aim that walking and cycling should be the first choice for short local journeys, particularly those of 5 miles or less."*
- 5.3.4 To further understand the site location in relation to surrounding cycle infrastructure, **Figure 5.1** has been extracted from <https://tfgm.com/maps/cycling-district-maps>. This figure highlights the availability of both cycling and pedestrian infrastructure surrounding the site, connecting the site to the nearby community and their facilities.



- 5.3.5 Whilst provision in the immediate vicinity of the site is limited, many of the roads are residential in nature and may be suitable for cycling. There are also off-road routes further afield.
- 5.3.6 The site is therefore well placed to take advantage of the existing and upcoming cycle connections around Manchester and Greater Manchester, and it is considered that cycling is a realistic mode of travel to and from the site; especially given the significant cycle parking facilities proposed as part of the scheme.

5.4 Public Transport Accessibility

- 5.4.1 The site benefits from its highly accessible location for public transport with train, tram and bus services available within a short walking distance. Accessibility by these modes is considered in further detail within the subsections below.

Bus Accessibility

- 5.4.2 CIHT guidance – from ‘*Buses in Urban Developments*’ (2018) – indicates that a bus stop should be located within the following walking distances from a new development based on its location and the number and frequency of services:

Situation	Maximum Walking Distance
Core bus corridors with two or more high-frequency services	500m
Single high-frequency routes (every 12 minutes or better)	400m
Less frequent routes	300m
Town/city centres	250m

Table 5.1 – CIHT Maximum Suggested Walking Distances to Bus Stops

- 5.4.3 The nearest bus stop to the site is located approximately 75m to the south of the site along the A665 Cheetham Hill Road, which provide services to Manchester city centre and Sale. **Table 5.2** details the services that call at this stop, and their associated frequencies:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
41	Middleton - Bowker Vale - Manchester City Centre - Sale	20 mins	20 mins	30 mins
135	Bury - Whitefield - Cheetham Hill - Piccadilly Gardens	10 mins	10 mins	10 mins

Table 5.2 – Summary of Bus Service Frequencies in the vicinity of the Site

- 5.4.4 These stops provide frequent access to range of areas in around Manchester, including Bury, Sale and Manchester city centre. Additionally, the site is within walking distance of both the Shudehill Interchange and Victoria Station, offering convenient access to a wider range of frequent bus services connecting to surrounding areas across Manchester and the wider Greater Manchester area.

Rail Accessibility

- 5.4.5 The nearest train station is Victoria located approximately 700m to the southwest of the site. The station provides frequent services to a number of key destinations including Burnley, Huddersfield, Blackpool, Newcastle, Wigan, Leeds, Chester, Hull, and Manchester Airport.

Metrolink (Light Rail) Accessibility

- 5.4.6 The nearest Metrolink station is located within Victoria Train Station, located approximately 700m southwest of the site. This stop provides frequent services to areas along the route to Bury, Altrincham, Manchester Piccadilly, Rochdale, East Didsbury, and Shaw and Crompton, directly.
- 5.4.7 Users can change at the Deansgate-Castlefield Metrolink stop to access the entire Metrolink network, including Eccles, Trafford Centre and Asthon-under-Lyne.

- 5.4.8 A summary of the public transport opportunities surrounding the site can be found in the image below, which has been extracted from <https://tfgm.com/public-transport/network-maps-region>



Figure 5-2 – Local Public Transport Context
(Source: TfGM, 2025)

5.5 Summary

- 5.5.1 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.
- 5.5.2 Overall, the site is accessible via rail as part of a multi-modal journey.

6.0 Travel Plan Initiatives

6.1 Introduction, Aim and Objectives

- 6.1.1 Taking into account the location of the proposed development and the accessibility of the site via walking, cycling and public transport, a series of measures and initiatives have been developed to encourage active and sustainable travel and reduce single occupancy car travel to and from the site.
- 6.1.2 This section of the ITP sets out the initiatives that could be implemented in a full Travel Plan at the site.
- 6.1.3 Considering the benefits in **Section 2** and the end users, this ITP aims to minimise the number of car trips generated by the development – particularly single occupancy ones and those undertaken in internal combustion engine vehicles.
- 6.1.4 The ITP will be guided by with the following objectives, all within the above overarching aim:
- **Objective 1** – To increase the level of walking to and from the site;
 - **Objective 2** – To increase the level of cycling to and from the site;
 - **Objective 3** – To increase the level of public transport use to and from the site;

6.2 Appointment of Travel Plan Coordinator (TPC)

- 6.2.1 At least one month before first occupation of the proposed development, a Travel Plan Coordinator (TPC) will be appointed. The duty of the TPC will be to take responsibility for ensuring that the various elements of the Plan are monitored and operate effectively to offer a genuine choice of travel modes.
- 6.2.2 One of the primary responsibilities of the TPC is to engage with Trafford Council / TfGM, to implement and manage the TP, and to be the main point of contact for residents.
- 6.2.3 Additional responsibilities of a TPC are further detailed in **Section 7** of this report.

6.3 Provision of Sustainable Travel Information

- 6.3.1 Welcome Packs can be important in influencing travel patterns and therefore it is envisaged that they will be supplied to all residents at the development in the early stages of operation and be made available in a communal area for the apartment blocks, for example on a noticeboard.
- 6.3.2 The Welcome Packs will introduce the Travel Plan concept detailing the aims, objectives, and aspirations, provide contact details for the TPC, and include the following information

Objectives	Contents
1 – To increase the level of walking to and from the site	• A summary of the health, environmental, and social benefits of active travel and public transport, similar to that provided in Section 2; • The TfGM website at https://beeactive.tfgm.com/where-you-live/ which comprises details of walking routes and facilities accessible within a 15-minute walk; • The Greater Manchester Walking website at https://gmwalking.co.uk/ which provides resources on walking routes and tips on getting started with walking as a form of commute; • The https://www.plotaroute.com/ website for journey planning on foot; and • Calendar of events such as “National Walking Month”.
2 – To increase the level of cycling to and from the site	• A summary of the health, environmental, and social benefits of active travel and public transport, similar to that provided in Section 2; • Maps showing local cycling routes (for example https://tfgm.pindarcreative.co.uk/tfgm_interactive_mapping_county_map) • The TfGM website at https://beeactive.tfgm.com/ which comprises details on cycle training, parking, paths, maps, hire, or bringing bicycles on public transport; • Promote TfGM’s cycle hire scheme (https://beeactive.tfgm.com/cycle-hire/) which users can access using the Beryl app • Cycle information, including route maps and useful tips and guidance, on the Sustrans website https://www.sustrans.org.uk/; • Details of local cycle shops; • Calendar of events such as ‘National Bike Week’; and • The https://www.cyclestreets.net/ website for journey planning by bike.
3 – To increase the level of public transport use to and from the site	• A summary of the health, environmental, and social benefits of active travel and public transport, similar to that provided in Section 2 • A map showing local bus and rail stations in the vicinity of the site • Links to up-to-date public transport services, timetables, and routes (for example https://tfgm.com/public-transport); and • Details of TfGM’s online journey planning resources: https://tfgm.com/plan-a-journey. • Linking information systems regarding bus and rail travel timetables to the residents intra-web service / website to form a “One-Stop-Shop” for all public transport queries; • Advertise any promotions / discounts offered by public transport operators.

Table 6.1 – Sustainable Travel Information

6.3.3 This information will be periodically updated by the Travel Plan Coordinator (TPC).

6.4 Marketing and Promotional Measures

6.4.1 Providing easily accessible information on travel options can be important in influencing travel patterns. Relevant elements of the Travel Plan will be supplied to all residents at the site electronically (via a

Travel Page on the development's website if there is one) and/or physically on notice boards in communal areas. This will include:

- Providing a summary of the TP in the Welcome Pack;
- Publicising the TP with posters and notice boards in communal areas; and
- Organising a monthly promotional event in a communal area.

6.4.2 A version of the latest TP document should be made readily accessible to all future residents of the site.

6.5 Measures to Encourage Walking

6.5.1 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 5 or more times per week is likely to enhance the health and fitness of the individual.

6.5.2 It has been demonstrated throughout **Section 4** of this ITP that there is an existing good level of pedestrian infrastructure in the surrounding area.

6.5.3 The following measures will be provided in order to encourage residents to walk:

- Raise awareness of the health benefits of walking;
- Promote national events such as "National Walking Month";
- Provide clear signing of pedestrian routes within and adjacent to the site;
- Provide adequate lighting, landscaping, and shelter to create pleasant pedestrian areas; and
- Regularly review and update information (if necessary) provided within the Welcome Packs / notice boards / Travel Page on the development's website, such as:
 - Local pedestrian routes, including public footpaths and walking times to key destinations;
 - The www.plotaroute.com website for journey planning on foot; and
 - The Greater Manchester Walking website at gmwalking.co.uk/ which provides resources on routes, tips, local walking groups.

6.5.4 Additional measures such as the implementation of a 'walking buddy' scheme, issuing personal alarms, and a pool of umbrellas could also be considered.

6.6 Measures to Encourage Cycling

6.6.1 It has been demonstrated throughout **Section 4** of this ITP that there is currently a good level of cycle infrastructure in the area surrounding the development.

6.6.2 As part of the development proposals, there will also be a 251-space secure and covered cycle parking facility within the site, across three separate cycle stores. The provision of sufficient cycle parking of suitable quality has a key synergy with the successful implementation of travel plans.

6.6.3 Future residents will be able to access this area from a proposed cycle store access onto Fernie Street, or via the numerous lifts provided within the building.

6.6.4 To encourage residents to cycle, the following measures will be provided:

- Raise awareness of the health benefits of cycling;
- Encouraging local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;
- Ensure that there is sufficient cycling infrastructure and facilities on-site, such as:
 - Provision of signage in and around the site;
 - Sufficient security at proposed cycle parking facilities; and
 - Potential to provide an on-site cycle repair stand;
- Regularly review and update information (if necessary) provided within the Welcome Packs/ notice boards / Travel Page on the development's website, such as:
 - Local cycle network routes;
 - Cycle information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk;
 - Local information on cycle training, parking, paths, maps, hire, or bringing bicycles on public transport on the TfGM website <https://beeactive.tfgm.com/>;
 - TfGM's cycle hire scheme (<https://beeactive.tfgm.com/cycle-hire/>) which users can access using the Beryl app;
 - Local cycle shops; and
 - Marketing campaigns such as "National Bike Week".

6.6.5 Additional measures such as encouraging a "cycle buddy" scheme via a development-wide Bicycle User Group (BUG), making a 'bike doctor' available at BUG meetings to check bicycles and ensure they are road worthy (any recommended repairs will be identified but it will be the responsibility of the individual to fund the repairs), and having the TPC negotiate discounts with local cycle retailers could also be considered.

6.7 Measures to Encourage Public Transport Use

6.7.1 It has been demonstrated throughout **Section 4** of this ITP that the site is accessible by public transport, and that there are further opportunities for wider public transport travel throughout Greater Manchester. The following measures will be provided in order to encourage residents to travel by public transport:

- Advertise details of the 'My TfGM' mobile app and online Journey Planner <http://my.tfgm.com/>;
- Advertise details of the Traveline Journey Planning tool for the North West. Future residents travelling out of Greater Manchester can contact Traveline by phoning 0871 200 2233. They can also utilise the Traveline website at www.traveline-northwest.co.uk;
- Regularly review and update information (if necessary) provided within the Welcome Packs / notice boards / Travel Page on the development's website, such as:
 - Details of Traveline's online journey planning resources: <https://www.traveline.info/>;
 - Details of TfGM's community transport options for residents who may have difficulty accessing regular public transport: <https://tfgm.com/>

- Promotions/discounts offered by public transport operators;
- A map showing local bus and rail stations in the vicinity of the site; and
- Links to up-to-date bus, rail and Metrolink details including timetables / route maps.

6.7.2 Additional measures could include personalised travel planning by the TPC.

6.8 Reducing the Need to Travel

6.8.1 An effective way of lessening the travel impact of a development is to reduce the need to travel in the first instance. Therefore, the following measures will be considered:

- Promoting nearby services (i.e. facilities necessary for everyday functionality that would otherwise require travel away from the site (e.g. during lunchtimes);
- Equipping communal areas with high-speed broadband and free Wi-Fi hotspots to enable easy connection.

6.9 Summary

6.9.1 In summary, the ITP initiatives contained in this section can be implemented by the TPC to encourage residents to travel by sustainable modes of transport and contribute to the achievement of the aims and objectives set out earlier within this TP.

6.9.2 The list of measures above is by no means exhaustive, but form the basis of those to be explored by the TPC and to be agreed with TP officers at Manchester City Council.

7.0 Targets

7.1 Introduction

- 7.1.1 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 the strategy for the Travel Plan 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.

7.2 Data Collection and Analysis

- 7.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys of future residents and visitors. Therefore, it is not appropriate to provide a definitive set of targets at this stage.
- 7.2.2 In order to understand travel habits, a survey will be undertaken within 3 months of first occupation or when 50% occupancy has been reached, whichever is sooner. Recipients will be encouraged to participate, and the surveys would seek the following key information:
- Place(s) of work / residence;
 - Usual mode of travel and reason for modal choice;
 - Attractiveness of various active and sustainable modes;
 - Any barriers to walking, cycling and public transport; and
 - Initiatives that would encourage residents and visitors to travel more sustainably.
- 7.2.3 This information will enable analysis to be undertaken to establish final targets. It will also provide information on reasons for that modal split and identify any measures that may encourage a modal shift.
- 7.2.4 Questions will be transferred to an online survey service, such as SurveyMonkey or Microsoft Forms. Residents and visitors would be sent this link in the early stages of operation and can click on it to be directed to an internet-based survey.
- 7.2.5 Paper surveys will also be made available across communal areas of the site. These results will be manually input for analysis alongside the electronic surveys.
- 7.2.6 The information obtained will be used to undertake modal split analysis. Residents and visitors will then be surveyed annually from the initial survey to review progress against current and targeted modal splits, as well as means of testing the effectiveness of the Travel Plan measures.

7.3 SMART Targets

- 7.3.1 All performance indicator targets and potential modal split targets are considered to be suitable interim measures before travel surveys are undertaken.
- 7.3.2 At this point, official targets will be set through consultation with Manchester City Council. The official targets will be **SMART** (**S**ite-specific – **M**easurable – **A**chievable – **R**ealistic – **T**imed).
- 7.3.3 Once the travel surveys have been undertaken, it is possible to monitor modal splits so that Travel Plan initiatives can be tailored to increase uptake of certain modes of travel. Modal split targets are set for a reduction in private car use offset by an increase in sustainable modes.
- 7.3.4 The following phrases have been used to give a general indication of timescales for the '**SMART**' targets following the adoption of the Travel Plan:
- Short-Term Target – within one year;
 - Medium-Term Target – for between 1 – 3 years; and
 - Long-Term Target – more than 3 years.
- 7.3.5 To provide an indication of potential targets, an example is provided in **Table 7.1** below:

Example of Potential Modal Shift Targets					
Travel Mode	Existing	Short Term	Medium Term	Long Term	Total Target
Car Driver	TBC following baseline survey	-2%	-4%	-4%	-10%
Car Share		+1%	+1%	+1%	+3%
Public Transport		+1%	+1%	+1%	+3%
Cycle		-	+1%	+1%	+2%
Foot		-	+1%	+1%	+2%
Other		-	-	-	-

Table 7.1 – Example of Potential Targets

- 7.3.6 The example modal split targets above aim for a 10% reduction in single occupancy car trips, whilst aiming for a 10% increase in trips by more sustainable modes such as public transport, walking, cycling, and car sharing.
- 7.3.7 The 10-percentage point reduction in car drivers has been informed by a major synthesis report¹⁷ which found that workplace travel planning can induce a 3-18% drop in car use by commuters, while personalised (residential) travel planning can induce a 6-12% drop in car use share among residents.

¹⁷ Kuss, P. and Nicholas, K. (2022). A dozen effective interventions to reduce car use in European cities: Lessons learned from a meta-analysis and transition management. *Case Studies on Transport Policy*, 10(3), 1494-1513.

- 7.3.8 The targets are considered to be realistic when considering the Travel Plan Initiatives as detailed throughout **Section 7** and follow the principles and goals of the Greater Manchester Transport Strategy 2040.
- 7.3.9 However, the above targets are indicative only, and final targets will be decided following the receipt of the travel surveys

8.0 Monitoring and Review

8.1 Introduction

- 8.1.1 This section of the report sets out the proposed management arrangements associated with the ITP.
- 8.1.2 DfT Good Practice Guidelines outlines six key messages regarding implementation and management, as follows:

- *“Travel plans are living documents that need to be updated in the light of experience and sustained throughout the life of a development.*
- *At all times a named individual needs to be responsible for leading the delivery of the travel plan.*
- *The developer/occupier should take the lead in respect of delivering the site-specific elements of the travel plan.*
- *Local authorities need to establish robust databases of all travel plans in their areas.*
- *Post-implementation management arrangements must be identified and included in the travel plan.*
- *Transport Management Associations may be an appropriate mechanism for assisting with the implementation and on-going management of travel plans within a wider area.”*

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

- 8.1.3 It is clear from the above that a TP document should be considered as merely the starting point of the process. The implementation of a TP is an on-going requirement and will require support and leadership in achieving its objectives.

8.2 Responsibility and Management

- 8.2.1 Overall responsibility for the TP will lie with Story Homes. Following initial occupation, the ITP will need to be updated to a full Travel Plan. This will involve the distribution of travel surveys.
- 8.2.2 The survey information will enable analysis to be undertaken to establish final targets. It will also provide information on the reasons for modal splits and identify measures that may encourage a modal shift.
- 8.2.3 At this point, the day-to-day responsibility will shift to the appropriately appointed Travel Plan Co-ordinator (TPC).
- 8.2.4 Notwithstanding, adequate consultation and support from Story Homes is required to ensure the smooth implementation of the TP. A number of measures to be undertaken comprise:
- Active management of the car and cycle parking;
 - Provision of security measures within the site, such as CCTV, where appropriate;
 - Maintenance of on-site walking and cycling facilities, lighting, and any CCTV installations;

- Support for a TPC in ways including, but not limited to, funding to enable them to fulfil their duties and deliver the TP as intended; and
- A commitment to actively promoting sustainable transport options at the site.

8.3 Travel Plan Coordinator (TPC)

- 8.3.1 The primary support and leadership for implementing a Travel Plan should come from an individual appointed as the Travel Plan Coordinator (TPC). The duty of the TPC will be to take responsibility for ensuring that the various elements of the Plan are monitored and operate effectively to offer a genuine choice of travel modes.
- 8.3.2 At least one month before occupation, a Travel Plan Coordinator (TPC) will be appointed.
- 8.3.3 One of the primary responsibilities of the TPC is to work with TfGM to deliver free personalised travel planning for residents incorporating a survey, events and then advice to residents on sustainable travel choices.
- 8.3.4 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;
 - Implementing and promoting sustainable travel initiatives to ensure a coordinated approach across the site as a whole;
 - Promoting individual measures / initiatives in the TP and instigate a marketing campaign upon first occupancy of the site;
 - Liaising with public transport operators;
 - Monitoring the TP and identifying trends in relation to the targets and reporting the findings to relevant parties (i.e. Manchester City Council); and
 - Taking a key role in reviewing the TP according to the achievement of the modal shift targets specified therein.
- 8.3.5 The TPC will remain in-post for the duration of the monitoring period and the Council will be notified if the holder of the TPC role changes during this time.
- 8.3.6 As well as this document, the TPC should consult TfGM's interactive dedicated travel planning website for employers – <https://tfgmbusinessstravel.exhibition.app/> – which aims to act as a 'one stop shop' providing guidance for businesses looking to make affordable and sustainable travel choices and support the wider regional economy. Visitors to the TfGM business portal will find resources for both employers and employees, ranging from travel planning tools such as travel survey templates through to information on new flexible tickets and active travel provision such as Greater Manchester's cycle hire scheme.

- 8.3.7 The TPC will remain in-post for the duration of the monitoring period and the Council will be notified if the holder of the TPC role changes during this time.

8.4 Monitoring and Evaluation

- 8.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets and would be the responsibility of the appointed TPC. Apart from receiving regular updates from residents and liaising with Manchester City Council on transport-related matters, the main monitoring process will involve travel surveys as described in **Section 7** above.
- 8.4.2 Monitoring will be carried out for a period of at least five years from the date of the baseline travel surveys (or until a date to be agreed with Manchester City Council) to ensure that the TP reflects current opportunities and local circumstances. The five-year monitoring schedule will include five surveys: the initial monitoring survey and four follow-up surveys.
- 8.4.3 The results of each survey would be used to review progress against target modal splits, where the TPC will calculate the percentage share of all travel modes to and from the site. Where targets are not met, remedial actions will be proposed, agreed, and then monitored for effect. A summary of the survey results will be made available to residents by the TPC.
- 8.4.4 The modal split figures calculated will be compared with other data sources to ensure the robustness of the information provided.
- 8.4.5 In order to record and communicate the progression of the Travel Plan, the TPC will produce monitoring reports as and when requested by Manchester City Council. This report will include, but may not be limited to the following:
- Reporting of progress against the targets set once the travel survey is completed;
 - Provision of information relating to new initiatives introduced (if applicable);
 - Provision of information on proposed initiatives due for implementation (if applicable); and
 - Details of relevant external transport-related news (e.g. new local bus services, new local cycle infrastructure) (if applicable).
- 8.4.6 Upon request, the monitoring reports will be provided to officers at Manchester City Council annually following the receipt of the surveys and a summary of the survey results made available to residents and visitors by the TPC.

9.0 Action Plan

9.1 Introduction

9.1.1 **Table 9.1** below summarises the key actions from the document by providing an Action Plan for the Travel Plan process:

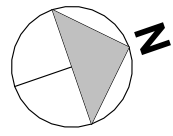
Action	Target Date	Responsibility
Appoint TPC	One month before first occupation	The occupier
Produce Welcome Pack	Upon first occupation of the development	TPC
Implement TP Initiatives	During occupation of the development	TPC
Undertake Initial Travel Surveys	Within six months of occupation	TPC
Decide Targets	Within one month of undertaking the initial surveys	TPC in conjunction with Manchester City Council
Update ITP to a full Travel Plan	Within two months of agreeing modal splits with Manchester City Council	TPC
Distribute Travel Survey Results to Manchester City Council	Within three months of each travel survey phase	TPC
Carry Out Annual Travel Surveys and Monitoring	Annually for at least five years from the date of the baseline travel surveys (or until a date to be agreed with Manchester City Council)	TPC

Table 9.1 – Action Plan

9.1.2 As a TP is a living document which should be adapted and updated as and when required, the TPC should aim to progress these actions within the allocated timeframe, with support as required from the scheme developer / management.

9.1.3 Progress against measures can be directly recorded into a working version of an Action Plan, which could be updated on an annual basis as part of the monitoring and review process

Appendix A – Proposed Site Layout



CHEETHAM HILL ROAD



FERNIE STREET

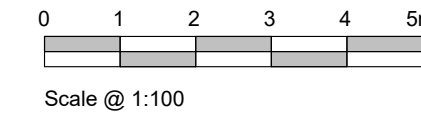
LORD STREET

NOTES

- All dimensions and levels are to be checked on site.
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This drawing contains the following model files: -

NO1LOR-AEW-B1-ZZ-M3-A-00100
NO1LOR-CIV-XX-XX-M3-S-00001



Planning Application Boundary
Area: 1,946m² / 0.48 acre / 0.19 hec
Red boundary lines based on topographical survey by ND Oliver & Co dated 13/18/2017 dated 31/01/2025.

Apartment Type Key

- 1b2p M4(3)
- 2b3p
- 2b3p M4(3)
- 2b4p
- Residential Amenity

P04	19/12/25	Red line boundary updated to include footpath	RC	BS
P03	18/12/25	Core updated	RC	PBH
P02	14/11/25	Draft Planning Issue	KS	PBH
P01	21/08/25	Initial Issue	KS	BS
Rev	Date	Description	Drawn By	Checked By

Status Purpose of Issue
S2 For Information

drawing stage **Stage 3**

client

Linear UK

project

Manchester, Lord Street

drawing title

Proposed GA Plan - Ground Floor

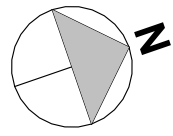
date 26/06/25 drawn KS
scale @ A1 As indicated checked BS

Rev P04

Dwg No NO1LOR-AEW-XX-00-DR-A-05201

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NO1LOR-AEW-B1-ZZ-M3-A-00100
NO1LOR-CIV-XX-XX-M3-S-00001

0 1 2 3 4 5m

Scale @ 1:100

Planning Application Boundary
Area: 1,946m² / 0.48 acre / 0.19 hec

Red boundary lines based on
topographical survey by ND Oliver &
Co titled '13189 / 001' dated
31/01/2025.

P04	19/12/25	Red line boundary updated to include footpath	RC	BS
P03	18/12/25	Core updated	RC	PBH
P02	14/11/25	Draft Planning Issue	KS	PBH
P01	21/08/25	Initial issue	KS	BS
Rev	Date	Description	Drawn by	Checked By

Status Purpose of Issue
S2 For Information

drawing stage **Stage 3**

client

Linear UK

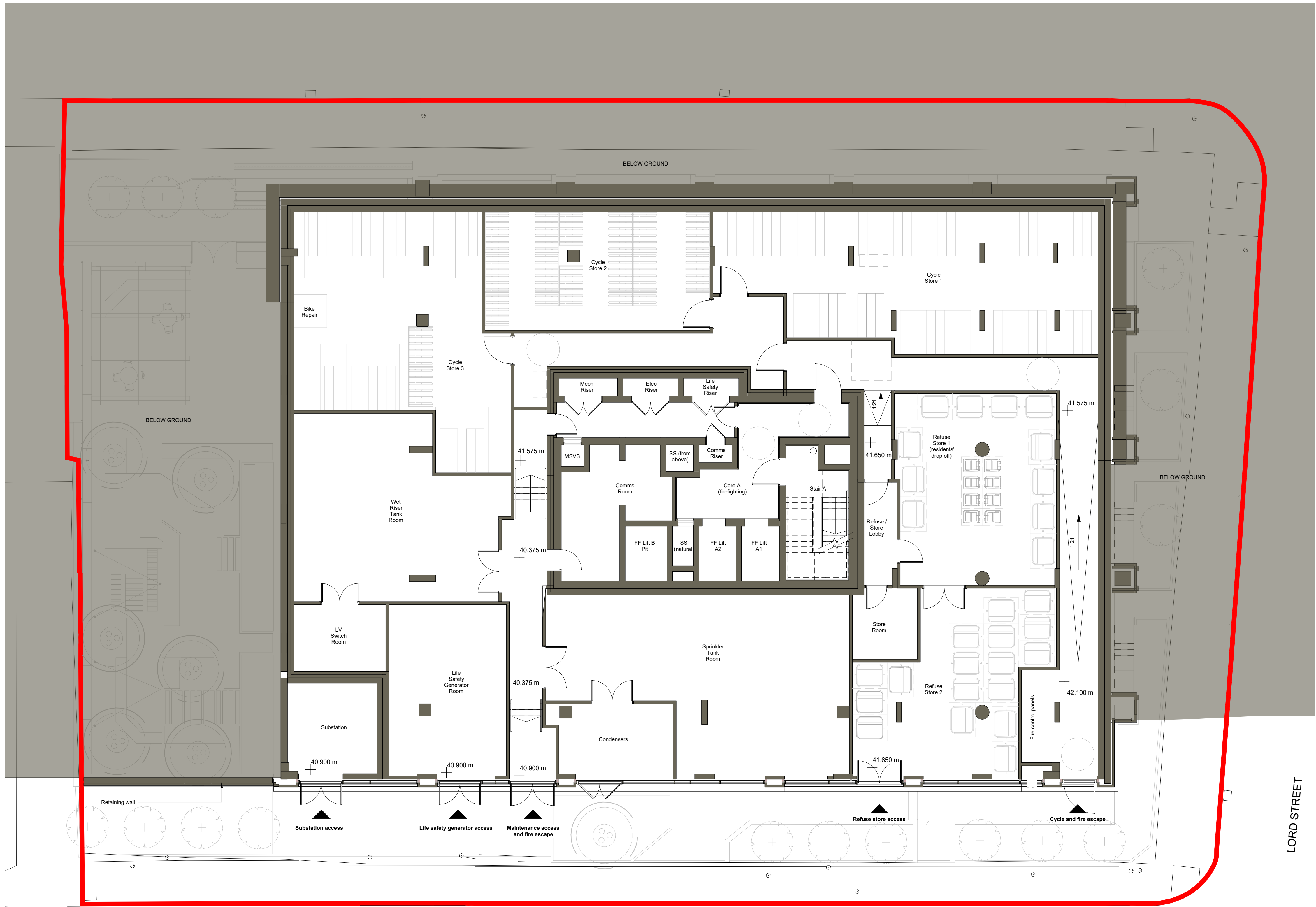
project

Manchester, Lord Street

drawing title

Proposed GA Plan - Basement

date 18/08/25 drawn KS
scale @ A1 As indicated checked BS



FERNIE STREET

LORD STREET

Rev P04

Draw No NO1LOR-AEW-XX-B1-DR-A-05200

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