



SEPTEMBER
2025

Travel Plan

Land off Elizabeth Street, Cheetham Hill

Iceni Projects Limited on behalf of
Howdens Joinery Properties Ltd

September 2025

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ON BEHALF OF HOWDENS
JOINERY PROPERTIES LTD

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Travel Plan
LAND OFF ELIZABETH STREET, CHEETHAM HILL

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1. INTRODUCTION

- 1.1 Icen Projects Ltd has been appointed by Howdens Joinery Properties Ltd (Howdens) to provide transportation advice with regard to the occupation of a new unit at Land off Elizabeth Street, Cheetham Hill, Manchester (the site).
- 1.2 A planning application (ref: **133125/FO/2022**) was granted approval in March 2022 for the erection of two storey Industrial and Logistics Warehouse Units (Use Class B2 / B8), including ancillary offices and trade counters, with associated landscaping, car parking and creation of access from Elizabeth Street following demolition of existing buildings and other associated works.
- 1.3 The overall scheme includes 9 units, however, Howdens will only be occupying Unit 5. As such, it is important to note that this Travel Plan is only in relation to the Howdens Unit and not the wider site.
- 1.4 The principal aim of this TP is to reduce the dependence on the private car for staff, and to offer wider travel choices for journeys to the development. This Travel Plan (TP) should be viewed as a long-term strategy, based on the development of sustainable measures intended to achieve this future goal. The TP will be implemented upon occupation of the unit.
- 1.5 The overall target of this TP is to achieve a 10 per cent reduction in single occupancy car journeys to the development within five years of the facility opening. Detailed targets for actions and modal shifts are contained within this document and will be completed within the timescales identified.

What is a Travel Plan?

- 1.6 Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.
- 1.7 TPs are an important element of the Government's integrated transport strategy and are a means of managing the traffic generated by a development and implementing measures to reduce any identified adverse effects of such traffic.
- 1.8 A TP is essentially a series of initiatives that are introduced by an organisation to provide all users of a site with an enhanced range of sustainable transport opportunities. The overriding objectives of TPs are to reduce the level of single occupancy car use for all journeys and to maximise the use of other sustainable forms of travel such as walking, cycling, and public transport.

Benefits of a Travel Plan

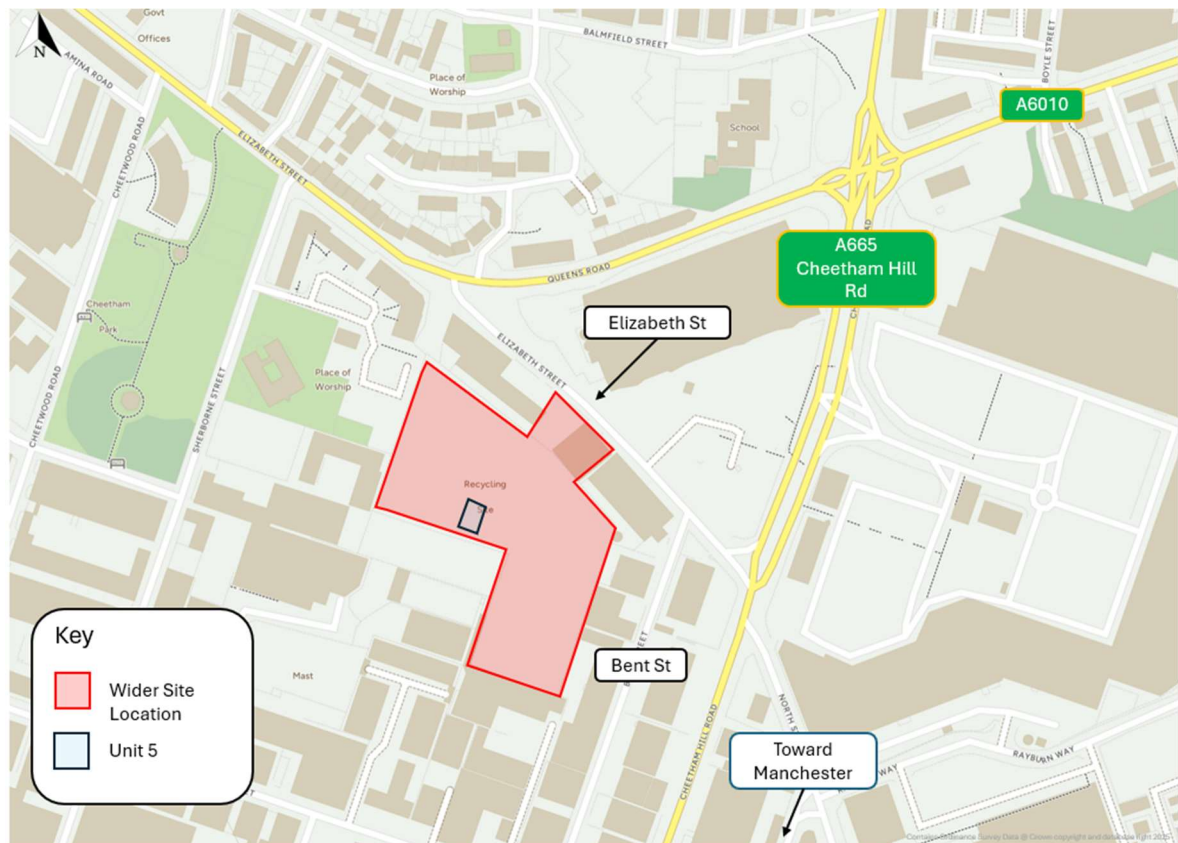
- 1.9 The most easily identifiable benefits of a TP are those that are directly related to reductions in vehicle use; namely proportionally less congestion, noise, air pollution and accidents.
- 1.10 There is, however, also a broader range of more intangible benefits that can accrue from the implementation of TP initiatives. Depending on the characteristics of each development, such benefits can include:
- Healthier employees;
 - Energy savings – through reduced fossil fuel use;
 - Improved use of public transport – through TP initiatives;
 - An improved environment for pedestrians and cyclists;
 - Cost savings – to employees as travel becomes more efficient; and
 - Improved quality of life – through time savings achieved as a result of less congestion and reduced stress
- 1.11 The principal aim of the TP for the site is to help to reduce the number of single-occupancy staff car trips and is intended to achieve the objectives listed in **Section 3** of this plan. Customers will also be encouraged to travel by sustainable modes of travel where practical, although no specific targets will be set for customers due to the nature of goods sold and the difficulty of changing travel habits, particularly tradespeople who visit the site in their work vehicle.

2. SUSTAINABLE TRAVEL MODES

Site Description

- 2.1 This Travel Plan is associated with a single new unit, which are being occupied by Howdens Joinery Limited.
- 2.2 The opening hours of the Howdens unit are as follows:
- 7.30am – 6.00pm Monday to Friday;
 - 7.30am – 1.00pm on Saturdays; and
 - Closed on Sundays and bank holidays.
- 2.3 Howdens have confirmed that there will be 6 employees on site at any one time on an average day.
- 2.4 The site is located to the south of Elizabeth Street in Cheetham Hill, approximately 1.5km north of Manchester City Centre. The majority of the Site is currently derelict brownfield land which includes an existing, vacant commercial unit along the north-east frontage to Elizabeth Street.
- 2.5 An indicative location plan is provided at **Figure 2.1**.

Figure 2.1 Indicative Site Location (Local)



2.6 The location of the site in context of Manchester and its wider surroundings is demonstrated on **Figure 2.2**.

The map shows the location of the proposed new bus station at Cheetham Hill, Greater Manchester. The station is marked with a red pin. The map includes major roads (A576, A665, A56, A6041, A6042, B5225, A6044, A664, A62, A56, A62, A34, A5086), bus routes (A576, A665, A56, A6041, A6042, B5225, A6044, A664, A62, A56, A62, A34, A5086), and landmarks (Kersal Dale, Higher Broughton, The Cliff, Broughton, Strangeways, Exchange Square, City Centre, MANCHESTER, Ancoats, Piccadilly, Holt Town, Miles Platting, Collyhurst, Queens Road, Monsall, Harpurhey, Abraham Moss). A red pin marks the location of the proposed new bus station at Cheetham Hill.

Pedestrian and Cycling

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Elizabeth Street / Queens Road junction, a pedestrian central refuge is provided incorporating dropped kerbs and tactile paving.

- 2.9 Controlled pedestrian crossings are provided across Cheetham Hill Road at Elizabeth Street, the Manchester Fort access and the A6010 junctions.
- 2.10 In regard to cycling, Cheetham Hill Road provides a predominately north-south connection with the Inner Ring Road, the radial A6010 route and the A576 Bury Old Road, which provides an onward connection to the north. As such, the road forms part of a major arterial link from the city centre.
- 2.11 Advanced cycle stop lines are provided on all approach arms to the three signalised junctions on Cheetham Hill Road and on-road cycle lanes are provided in both directions between Queens Road and Elizabeth Street. A section of cycle lane is set back from the northbound carriageway which offers northbound cyclists additional protection through the Manchester Fort access junction.
- 2.12 It is widely recognised that cycling is a potential substitute for short car trips, particularly those under 5 miles (8 km) and can form part of a longer journey by public transport. With the majority of Greater Manchester being within the recognised cycling catchment it can be concluded the Site is well located to encourage trips by bicycle.

Bus

- 2.13 The closest active bus stops to the site are located on Cheetham Hill Road, approximately 350m walking distance from the centre of the Site. The stops are serviced by bus routes 135 and 41 CrossCity operated by Go North-West.
- 2.14 Additional bus stops are located on Queens Road, to the east of Cheetham Hill Road. The stops are approximately 500 to 600m walking distance from the centre of the site and provide access to the 151-service operated by Little Gem.
- 2.15 Bus stops are also located on Waterloo Road, to the west of the Site. The stops are just inside the 650m walking distance, as recommend by BREEAM, and provide access to the No. 59 service operated by First.
- 2.16 The aforementioned services are detailed further in **Table 2.1**.

Table 2.1 Local Bus Services

Service	Origin / Destination	Frequency (approx.)
135	Manchester Piccadilly – Bury Interchange	Every 10 mins
41	Sale - Middleton	Every 15 mins
151	Crumpsall – Ashton under Lyne	1 per hour
59	Piccadilly Gardens – Oldham Mumps Bridge	Every 10 mins

- 2.17 The bus stops located on Cheetham Hill Road are within a core bus corridor with high frequency services to a range of destinations. The walking distance of 350m from the site is therefore well within the recommended maximum suggested by CIHT and by BREEAM.
- 2.18 The bus stops located on Waterloo Road are outside of the CIHT recommended walking parameters, but just within the BREEAM recommended walking distance.
- 2.19 Two bus stops located on Queens Road offer access to only 1 low frequency service. Therefore, the walking distance of 500-600m, respectively, are outside the recommended maximum 300m noted by CIHT but is still considered a compliant stop within the BREEAM guidance. Given the additional destinations served by this stop, it is considered that future Site occupants would still benefit from this service.

Rail

- 2.20 The closest railway station to the Site is Victoria which is approximately 1.6km walking distance resulting in a 20-minute walk. Whilst it is likely that future employees at the Site may choose to utilise the railway network as the main part of their journey, this is likely to be in combination with a bus journey for the “last mile”.
- 2.21 The closest Metrolink stop is located on Queens Road, approximately 1.1km walking distance from the site resulting in a 15-minute walk. The stop serves the route from Bury, Altrincham and Piccadilly and also serves Shudehill and Victoria interchanges. Whilst this, is just outside the CIHT and BREEAM recommended maximum walking distance to a rail facility, based on the frequency of service and extensive network of stops it is expected that the Metrolink is likely to be an attractive mode of transport for travel to work.

Summary

- 2.22 The site is located in a sustainable location where walking and cycling facilities are good, with dropped kerbs available at the majority of highway junctions in the locality. The site is also within walking distance of regular bus services and onward Metrolink services.

3. OBJECTIVES AND TARGETS

The Focus of the Travel Plan

- 3.1 This TP is focussed on employees of the site and the majority of measures proposed are intended to encourage them to vary, or change, from the likely reliance on private car travel.
- 3.2 This focus has been adopted because the Government's main focus for TPs has been towards residents and employees, and it is considered more feasible to evaluate travel patterns and successfully implement quantifiable initiatives with employees than with the more variable visitor trips, especially given the nature of Howdens customers who often purchase bulkier goods, therefore requiring a private vehicle.

Objectives

- 3.3 There are a number of objectives that the implementation of the TP is intended to fulfil:
- To influence the travel behaviour of employees;
 - To generate fewer single-occupancy car trips than would otherwise be the case by encouraging a modal shift in travel;
 - Reduction in overall mileage;
 - To help improve the health of employees; and
 - Accommodating those journeys that need to be made by car.
- 3.4 In order to achieve these objectives, measures will be implemented as detailed in **Section 5** of this report.

Targets

- 3.5 Targets are measurable goals which are set to assess whether the objectives of the plan have been achieved. They need to be realistic and time-bound and consider the circumstances and location of the Site. At the same time, they should demonstrate significant positive change over what would be seen if no TP were adopted.
- 3.6 To determine suitable targets for the development, it is essential that the baseline conditions are established. However, as this is a new unit, the staff travel patterns are unknown and therefore baseline data is not available. This will be achieved by the Travel Plan Co-ordinator undertaking an informal Baseline Travel Survey within 6 months of the site becoming occupied. This information will guide the production of targets for the development. This will be in the form of a staff questionnaire which will be undertaken to establish the existing travel patterns. The questionnaire will be undertaken at a staff meeting and, as such, a 100% response rate is expected. As part of this TP, the questionnaire will then be undertaken on the 1st, 3rd and 5th anniversary to monitor staff travel habits. A sample questionnaire has been attached at **Appendix A1** of this report.
- 3.7 In lieu of baseline information specific to this development being available for interrogation, initial targets have been set to give an indication of the impact that the Travel Plan will have on multi modal trips.
- 3.8 Based on evaluation of similar sites and using the primary objectives of the TP, the key TP targets are outlined in **Table 3.1**.

Table 3.1 Travel Plan Targets

Objective	Target
Reduction of single occupancy car traffic movements to and from the site.	10% reduction in 5 years
Influence the travel behaviour of employees / help improve the health of employees.	TPC to ensure employees are informed about their choice of travel and provided with updated details on sustainable travel modes. Increase the use of these modes by a total combined 10%

- 3.9 The targets will be monitored over the course of the TP and will be reviewed if necessary. Given that there will be a low number of staff employed at the site, it is likely that staff changes will influence the results, but this can be considered as part of the monitoring process.

4. TRAVEL PLAN MANAGEMENT

4.1 In order to ensure that the TP is as successful as possible it is essential that it is managed in such a way that all parties are aware of the aims and objectives and also the options available to them in terms of travelling to the site using sustainable modes of transport. It is essential that there is a point of contact for employees and the Local Planning Authority (LPA) and also a driving force behind the implementation of the measures contained within the plan.

4.2 To achieve this, a Travel Plan Co-ordinator (TPC) will be appointed. The TPC will be part of the on-site team. The specific TPC for the unit will be the Area Manager, Christina Prior, who will also be responsible for liaising with Manchester City Council (MCC). Contact details for Christina are provided below:

Name:	Christina Prior
Email:	christina.prior@howdens.com
Telephone Number:	07385947677

The Travel Plan Co-ordinator and Associated Support

4.3 The TP will be implemented under the control of a TPC, who will work in conjunction with the LPA, the local community and other interested parties for continuing progression of the TP.

4.4 The role of the TPC will be as follows:

- To provide overall management of the measures proposed as part of this TP;
- To promote and encourage the use of travel modes other than the private car;
- To provide a point of contact and travel information for employees of the site;
- To ensure that all relevant information is provided to all employees and that up-to-date information is clearly displayed on notice boards within the site;
- To promote car-sharing for staff at the site;
- To arrange for travel surveys to be undertaken when necessary; and
- To provide a point of contact with transport operators and officers of the LPA and work with other local businesses to pursue joint plans and initiatives where relevant.

Monitoring and Review Mechanisms

- 4.5 An objective of TPs is that there will be an on-going improvement process including annual monitoring to be conducted at the end of each year for a 5-year period following the opening of the unit. The whole TP will then be reviewed in consultation with the LPA. The TPC will form a contact point for communication with the LPA and will provide monitoring reports annually which will include:
- A summary of the Interim Travel Survey results including commentary on the changes;
 - A summary of changes in personnel and staff numbers;
 - A summary of events and promotions undertaken in the year; and
 - A summary of the plan for the forthcoming year.
- 4.6 The travel habits of employees will act as the baseline data with regular monitoring being undertaken so that an indication of changes over time can be assessed.
- 4.7 If, at the end of the 5th year, the specific targets are not met the measures will be reviewed and re-implemented, with a revised TP being submitted, if it is deemed necessary following consultation with MCC. It should be borne in mind that the low number of staff does limit the number of people who will be able to change mode, which will influence the ability to reach targets.

Sustaining Interest

- 4.8 It is important to sustain interest and commitment to the TP to ensure its success. The TPC should be proactive in ensuring information is available and up-to-date and ensure that employees are aware of the TP and the travel options available to them. The provision of employee welcome packs and involvement in national and regional events will assist in sustaining interest in sustainable travel, with members taking an active role in promoting and encouraging active travel.

On-going Marketing

- 4.9 The TP will be launched on the opening of the site and will be continually marketed through the provision and updating of travel information and leaflets, which will be provided to the employees at their induction stage and copies provided within staff areas. The information contained within the welcome packs will be periodically reviewed and updated and reissued as appropriate.

Funding

- 4.10 The implementation of the TP is to be funded by Howdens, who is fully committed to the implementation of the TP and will provide all reasonable necessary funding to work towards the agreed targets / measures. This will also include all costs associated with the implementation, surveys, management, marketing and monitoring of the TP.
- 4.11 The on-going monitoring of the TP measures will illustrate their effectiveness in meeting the objectives of the Plan. In the event that the Travel Plan is not on track to meet its targets the annual review will outline any additional or remedial measures that may be used to get back on track. Remedial measures could include:
- Allocation of resources for further promotional activities; and
 - Funding further improvements to infrastructure for non-car modes, such as additional cycle parking spaces for employees.
- 4.12 It is important to consider budget and, whilst baseline data is not available until the unit is occupied and a survey is undertaken, an estimated allowance has been allocated next to each action within **Table 5.1** in the following section.

5. TRAVEL PLAN INITIATIVES

- 5.1 To ensure that the opportunities for modal shift can be realised, there are a number of measures that will be implemented and encouraged by the occupiers. However, it must be recognised that given the small employment area, which will facilitate a low number of employees, the effectiveness to influence change is limited.

General Measures

M1 All employees will be provided with a 'Welcome Pack' when they join the company. This pack will contain information to raise awareness of the sustainable travel initiatives that will be implemented through this travel plan, as detailed below. The welcome pack will also contain contact details for the TPC should employees have any questions.

M2 The TPC will promote national and regional events including 'Walk to Work Week', 'Cycle Week' and 'Car Share Day' along with any other events deemed appropriate.

Measures to Reduce Car Use for Employees

M3 It is accepted that modal changes are more easily achieved for short journeys. As such, where possible, recruitment of staff will be concentrated on those living locally. Job vacancies will therefore be advertised in the local press and at the local job centre. Notwithstanding, for some roles, particularly more senior ones, it may not always be possible to recruit locally.

M4 For those colleagues who do live further out from the site and must drive, the TPC will encourage car sharing to reduce the number of trips. The TPC will ensure that employees are aware of Manchester's lift share's policy (<https://liftshare.com/uk/community/tfgm>)

M5 The TPC will advise employees of the costs, both in an economic and environmental sense associated with running a car.

Measures to Promote Public Transport

M6 Disseminate up-to-date public transport information on site including routes, timetables and fares for local services.

M7 Encourage staff living along bus routes / near train stations to use these modes of transport. This is will by publishing up-to-date public transport information within staff areas, in addition to the Welcome Park (Measure 1), which will also contain information to raise awareness of the sustainable travel initiatives. The TPC will be responsible for keeping this information up-to-date and raising awareness of any changes to public transport via posters, leaflets and / or events.

Measures to Promote Walking

5.2 To overcome the common concerns that discourage people from walking, it is important that a more positive attitude to walking to work is adopted and facilities provided to make walking to work easier.

5.3 The TPC will encourage those employees living within a 2km catchment of the site to walk to / from the unit. The TPC will undertake the following measures to promote walking:

M8 Produce a map illustrating safe walking routes to common destinations, crossing points and public transport facilities.

M9 Raise awareness of health benefits of walking via posters, leaflets and / or events.

M10 Identify any problems with external pedestrian routes and liaise with the local authority and highway authority to encourage maintenance of all pedestrian routes to a high standard.

M11 Keep a store of pool umbrellas on site for use by staff who walk to / from work.

Measures to Promote Cycling

5.4 In order to overcome the common concerns that discourage people from cycling, it is important that a more positive attitude to cycling is adopted, backed by the provision of secure parking facilities on site.

5.5 The TPC will encourage those employees living within 5km of the site to cycle. The TPC will undertake the following measures to promote cycling:

M12 Maintain the secure and covered cycle parking provided at the site.

M13 Monitor demand of facilities to ensure that there is a sufficient provision.

-
- M14** Raise awareness of health benefits of cycling through continual publicity.
 - M15** Provide cycle route maps.
 - M16** Keep a supply of basic cycle maintenance equipment on site e.g. pump, puncture repair kit etc.
 - M17** Identify any problems with external cycle routes and liaise with the local authority and highway authority to encourage maintenance of all cycle routes to a high standard.
 - M18** Publicise the Howdens Ride to Work Scheme and assist staff wishing to purchase a bike through the scheme.

5.6 **Table 5.1** below shows the action plan for implementation of the measures identified above, including timescales and responsibilities.

Table 5.1 Action Plan

Measure	Measures Proposed	Timescale	Responsibility	Estimated Budget		
				Year 1	Year 3	Year 5
M1	Provision of a 'Welcome Pack' to all new employees	On-opening and on-going	TPC	£1,250	£50	£50
M2	Promotion of national and regional events	On-going	TPC	£50	£50	£50
M3	Concentrate recruitment within local areas	On-opening and on-going	Howdens	-	-	-
M4	Provide information to staff about car sharing schemes in Manchester	On-going	TPC	Funding included as part of TPC salary		
M5	Provide information regarding negative benefits of driving	On-going	TPC			
M6 & M7	Disseminate up-to-date public transport information including routes, timetables and fares	On-going	TPC			
M8 & M15	Produce a map illustrating safe walking and cycling routes to common destinations, crossing points and public transport facilities	On-opening	TPC	Part of welcome pack		
M9 & M14	Raise awareness of health benefits of sustainable travel via posters, leaflets and/or events	On-going	TPC	£50	£50	£50
M10 & M17	Identify problems with external pedestrian and cycle routes and liaise with LA to encourage necessary maintenance	On-going	TPC	Funding included as part of TPC salary		
M11	Keep a store of pool umbrellas on site for use by staff	On-opening	Howdens	£50	£50	£50
M12	Maintain the cycle parking provided at the site	On-going	TPC / Howdens	£100	£100	£100
M13	Monitor use of cycle parking to ensure there is sufficient provision	On-going	TPC	Funding included as part of TPC salary		
M16	Keep a supply of basic cycle maintenance equipment on site	On-opening	Howdens	£50	£50	£50
M18	Publicise the Howdens Ride to Work Scheme	On-opening	Howdens	Funding included as part of TPC salary		
Total				£3,250	£350	£350

6. SUMMARY AND CONCLUSIONS

- 6.1 The objective of this TP is to encourage staff to travel to the development by alternative means of transport to the private car. The plan sets out initiatives to provide information to employees to encourage alternate means of transport to the site.
- 6.2 The monitoring and review process will ensure the Plan remains a live document and will sustain the necessary efforts for it to reach its objectives.
- 6.3 The TP will be managed by the TPC who will maintain a consistent presence on the site and ensure that employees are on track to achieve the objectives, and they have the latest information regarding sustainable travel.

A1. EXAMPLE TRAVEL QUESTIONNAIRE

Staff Travel Questionnaire

We are undertaking this survey in order to understand the travel behaviour to and from the site. We would be grateful if you could complete the following questionnaire in order that we can ascertain how people travel to the site. Your answers will be treated in confidence and will not be disclosed to third parties. The purpose of this survey is to assist in future planning and as such, your answers are very important to us.

1. Your home postcode.....
2. Your Employer/Company name.....
3. Do you work full or part time? ☐ Full-time ☐ Part-time
4. Which days do you travel to your place of employment? (Tick all that apply)
☐ Monday ☐ Tuesday ☐ Wednesday ☐ Thursday
☐ Friday ☐ Saturday ☐ Sunday
5. How do you normally travel to the site? (Tick one box only)
☐ Car driver (where do you park?.....)
☐ Car passenger (where do they park?.....)
☐ Dropped off by car driver ☐ Bus (which route(s).....)
☐ Walk ☐ Bicycle
☐ Train ☐ Underground
☐ Motorcycle ☐ Other (.....)
6. Do you use different modes on different days?
☐ Yes ☐ No

Thank you for completing this questionnaire.

Please return the completed form to [insert name of relevant person]

Please note: Icen Projects Limited take no responsibility for any actions arising from the use, or implementation, of this travel questionnaire