

**69 Crumpsall Lane,
Crumpsall**

TRAVEL PLAN

Report prepared for
Debtal

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ASHLEY HELME
ASSOCIATES



Travel Plan

69 Crumpsall Lane, Crumpsall

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Travel Plan

69 Crumpsall Lane, Crumpsall

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1 Introduction

- 1.1 Ashley Helme Associates Limited (AHA) are appointed Debtal to prepare a Travel Plan (TP) to support the planning application for the conversion of a former care home to a private primary school. The proposed development is located at 69 Crumpsall Lane, Crumpsall (henceforth referred to as the Site). The location of the Site is indicated on Figure 1.1, in the context of the local highway network.

1.2 Proposed Development

- 1.2.1 The existing Belz School is located at 157 Bevendon Square, Salford, circa 1.8km north of the proposed Site. The existing school currently has 95 students enrolled.
- 1.2.2 It is proposed that only the existing primary school will be relocated to the converted premises at 69 Crumpsall Lane. The Site at Crumpsall Lane will become a two-form entry primary school including early years provision for a total of circa 60 students in the initial phase. The total future capacity of the school is envisaged to be a maximum of 120 students.
- 1.2.3 The staffing levels at the school are envisaged to be comparable to the existing school with some staff working between the two sites.

1.3 Overview

- 1.3.1 The Travel Plan (TP) is informed by a separate Transport Statement (TS) prepared and submitted in support of the planning application. There is consistency between the TP and the corresponding TS report.
- 1.3.2 The access strategy for the development is founded on the fundamental principle of encouraging travel by staff and students of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for staff and students of the development.
- 1.3.3 The Site access strategy maintains the existing access points at 67 & 69 Crumpsall Lane and will provide a link between the two for a proposed drop-off facility. A pedestrian entrance will be introduced on Crumpsall Lane with a zebra crossing provided internally, across the drop off facility, on the desire line to building entrances. A vehicular access and a pedestrian access are proposed on Ansleigh Drive. The vehicular access will serve a car park comprising 5no spaces, including 1no accessible bay located to the rear of 69 Crumpsall Lane.



1.4 Travel Plan Objectives

- 1.4.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.
- 1.4.2 The key objectives of the TP are to:
- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
 - Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
 - Widen choice of travel mode for all those travelling to/from the Site.
- 1.4.3 It is imperative that the TP measures are effective and efficient.
- 1.4.4 The 2014 Planning Practice Guidance (PPG) 'Travel Plans, transport assessments and statements in decision taking' provides the most up-to-date national guidance.
- 1.4.5 PPG states that Travel Plans are a way of *"mitigating the negative impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements."* (Reference ID: 42-002-20155306)

1.5 Scope of Travel Plan

- 1.5.1 It is established and acknowledged that there are two broad types of TP:
- 'Destination': designed to increase sustainable travel to a particular location, and
 - 'Origin': residential Travel Plans where journeys are made to varied locations.

The development is for school use, and hence this TP is an 'Destination' TP.

- 1.5.2 The outcomes approach is an established TP approach and is adopted for this TP. In the outcomes approach, the focus is on securing the performance of the TP through ensuring targets are met. To work, the approach needs the school to commit to achieving specific targets/outcomes and agree to a review and monitoring process. The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and individual Site requirements. The approach provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the Site.



- 1.5.3 The underlying purpose of a school TP is to reduce car travel for student and staff trips, and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.

1.6 Comprehensive Strategy

- 1.6.1 It is essential to recognise that, in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the TP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.
- 1.6.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated TP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may be successful, but for others this might not be the case, for a variety of reasons.
- 1.6.3 The role of the Travel Plan Coordinator (TPC refer to Chapters 6 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be employed to achieve the TP target result of people actually choosing to make journeys to/from school by car, but rather to plan their travel needs in a more sustainable way.
- 1.6.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by car (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the TP comprehensive strategy, and is discussed further in Chapter 5. This is wholly consistent with the strategies being pursued nationally for travel behavioural change.
- 1.6.5 The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development TP.



2 Policy Context

2.1 National Policy

- 2.1.1 The Government's sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.

2.2 National Planning Policy Framework (December 2024)

- 2.2.1 The Government's commitment to sustainable transport is emphasised in NPPF. Paragraph 109 advises development promoters to consider transport issues from the earliest stages of plan-making and development proposals using a **vision-led** approach, so that:

- "a) making transport considerations an important part of early engagement with local communities;*
- b) ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;*
- c) understanding and addressing the potential impacts of development on transport networks;*
- d) realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;*
- e) **identifying and pursuing opportunities to promote walking, cycling and public transport use;***
and
- f) identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.' (AHA emphasis).*

- 2.2.2 This is expanded in paragraph 110, which states:

*"The planning system should actively manage patterns of growth in support of these objectives. **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. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas,*



and this should be taken into account in both plan-making and decision-making.” (AHA emphasis).

The proposed development respects and reflects this NPPF transport sustainability related objective.

2.2.3 NPPF states in paragraph 115 that:

“In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- a) sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;***
- b) safe and suitable access to the site can be achieved for all users;*
- c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and*
- d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.’ (AHA emphasis).*

2.2.4 NPPF offers specific transport advice with respect to development proposals. In paragraph 117, NPPF sets out that development should:

- “a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;***
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and*



e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations." (AHA emphasis).

2.3 Planning Practice Guidance, March 2014 (Travel Plans, Transport Assessments and Statements)

2.3.1 PPG sets out that Travel Plans:

"...support national planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable."
(Reference ID: 42-00620140306)



3 Existing Conditions: Key Information from TS

3.1 Site Location

3.1.1 The location of the Site is indicated on Figure 1.1 in the context of the local highway network.

3.2 Accessibility by Walk

3.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres.

3.2.2 National Travel Survey (2024)

3.2.2.1 The National Travel Survey (NTS) provides data on travel by choice of mode. The NTS 2024 is the latest available data. NTS 2024 confirms that 29% of **all** trips are undertaken on foot. However, for trips up to 1 mile (1.6km), 81% of journeys are carried out on foot.

3.2.2.2 The NTS establishes that:

- (i) 25% of all trips were under 1 mile (1.6km) and 70% were under 5 miles (8km);
- (ii) 81% of all trips under 1 mile are made by foot;
- (iii) The average number of walk trips per person 2024 was 267;
- (iv) Walking accounts for 29% of all trips and 4% of distance travelled;
- (v) Education and Shopping trips account for 36% of all walk trips;
- (vi) For children aged 5 to 10, 83% of trips less than a mile to school are made by foot.

3.2.3 Walk Isochrones

3.2.3.1 The CIHT provides guidance about journeys made on foot. It does not provide a definitive view of distances, but does suggest a preferred maximum distance of 2000m for walk commuting and education trips. A 400m distance corresponds to a walk time of five minutes, based upon typical normal walking speed.

3.2.3.2 Figure 3.1 presents the 5, 10, 15, 20 and 25 minute walk time isochrones for the Site, (ie reflecting 400m, 800m, 1200m, 1600m and 2000m distances). Review of Figure 3.1 confirms Crumpsall, Broughton Park, Higher Broughton, and parts of Harpurhey are within a 2km walk of the Site. Staff and students living within these areas have opportunity to walk to/from the Site.



3.2.3.3 As set out in Chapter 2, there is footway on both sides of Crumpsall Lane in the vicinity of the pedestrian/cycle accesses into the Site. Street lighting is also present.

3.2.3.4 There is good existing pedestrian infrastructure in the vicinity of the Site:

- (i) An existing Pelican crossing on Crumpsall Lane located circa 40m west of the Site. The pedestrian crossing provides good connectivity to Crumpsall station and to a large residential area to the south of Crumpsall Lane,
- (ii) Existing dropped kerbs at both existing vehicular access points on Crumpsall Lane;
- (iii) Existing pedestrian refuge with dropped kerbs and tactile paving at the Station Road junction with Crumpsall Lane on the desire line to the westbound bus stop,
- (iv) Existing dropped kerbs and tactile paving at the Ansleigh Avenue and Bank Road junctions with Crumpsall Lane on the desire line to the eastbound bus stop,

3.2.4 Proposed Walk Measures

3.2.4.1 Measures to promote walking as part of the development proposals are outlined in Section 7.1, Chapter 7.

3.3 Accessibility by Cycle

3.3.1 It is recognised that cycling also has potential to substitute for short car trips, particularly those under 5 kilometres and to form part of a longer journey by public transport.

3.3.2 The CIHT guidance 'Cycle Friendly Infrastructure' (2004) states that:

"Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person."(para 2.3)

3.3.3 Figure 3.2 indicates the 2km and 5km cycle isochrones for the Site, reflecting typically 10 minute and 25 minute journeys. Review of Figure 3.2 highlights that Crumpsall, Prestwich, Kersal, Cheetham Hill, Harpurhey, Blackley and parts of Salford and Manchester city centre are within a 5km cycle ride of the Site. There is opportunity for staff and students living within this large residential area to undertake trips by cycle to/from the Site.



3.3.4 Proposed Cycle Measures

- 3.3.4.1 Measures to promote cycling as part of the development proposals are outlined in Section 7.2, Chapter 7.

3.4 Accessibility by Public Transport

- 3.4.1 The proposed development affords opportunity for staff and students to undertake public transport journeys by bus.

3.4.2 Bus

- 3.4.2.1 The closest bus stops to the Site are on Crumpsall Lane as follows:

Eastbound:	within 75m (a 1 minute walk) of the Site,
Westbound:	within 100m (a 1 to 2 minute walk) of the Site.

- 3.4.2.2 The 41 bus service calls on Crumpsall Lane.

- 3.4.2.3 The 41 service provides trips to Middleton, Manchester city centre, Rusholme, Fallowfield, West Didsbury, Northenden and Sale. The service typically operates at a 60 minute frequency Monday to Friday.

- 3.4.2.4 There are additional services that call on the A576 to the west of the Site. The bus stops on the A576 are located within 540m (a 6 to 7 minute walk) of the Site. The 59 and 94 services call on A576 and provide links to Cheetham Hill, Higher Blackley, Middleton, Chadderton, Oldham, Bury and Prestwich.

- 3.4.2.5 The bus services calling in the vicinity of the Site provide extensive coverage of the school/working day. The services provide excellent opportunity for staff and student to travel to the Site by bus.



4 Objectives & Outcomes

4.1 The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Promote accessibility to the development by sustainable modes of transport.

4.2 A key objective is that the TP measures are effective and efficient.

4.3 Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,
- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,
- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).

4.4 As explained in Chapter 1, this TP is a 'destination' TP.

4.5 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of the school opening at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to both students and staff.

4.6 The TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.



5 Targets & Indicators

5.1 The term 'targets' is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with the local authority to be an important indicator to the TP's effectiveness.

5.2 The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria. The SMART criteria adopted for this TP are:

Specific	there must be no ambiguity in the output,
Measurable	the policy target(s) can be set against directly observable output(s),
Achievable	the policy must be feasible,
Realistic	target should be within reasonable bounds and not too optimistic,
Time	bound the output of the policy should be observable over a pre-determined time frame.

The TP provides a mechanism for implementing the above SMART criteria.

5.3 Benchmarking: Existing Modal Split

5.3.1 The client has provided details of existing travel patterns of students at the Site. The client has confirmed that:

- One third of the children walk,
- One third take public transportation/school bus,
- One third car share.

5.3.2 It is understood that only 4 members of staff drive with the remaining trips made by sustainable modes.

5.3.3 The school actively discourages car use through internal policies and cultural expectations and offers practical incentives for car sharing or public transport use.



5.4 TP Target

- 5.4.1 The client has confirmed that two-thirds of student journeys to the existing school site are undertaken on foot or by public/school transport. The remaining one-third of trips are undertaken by car share. The school has an existing sustainable modal split of student and staff journeys to school. Thus, it is proposed to adopt the existing modal split target for student and staff journeys to school by car.
- 5.4.2 The TP target is set as **the percentage of students arriving at the Site by car will not exceed 33%. The percentage of staff arriving at the Site as car driver will not exceed 20%.**

5.5 Timescale

- 5.5.1 A specified timescale is required to provide the context for aiming to achieve the TP targets. This is in accordance with the SMART criterion of 'time bound' (refer para 5.2 above). The initial TP target timescales are set out below. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).
- 5.5.2 The TP sets a timescale of 5 years from first occupation, for achievement of the TP target.

5.6 Indicators

- 5.6.1 TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:
- Pedestrian movements to/from the development,
 - Cycle movements to/from the development.



6 Management Strategy

6.1 Travel Plan Co-Ordinator (TPC)

- 6.1.1 A TP must have an appointed Travel Plan Coordinator (TPC). It is the responsibility of the school to ensure that the TPC is appointed and remains in post.

The Travel Plan Coordinator details are:

-
-
-

- 6.1.2 Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:

- Manage the implementation of measures set out in the TP,
- Collect data and other information relevant to the implementation and future monitoring of the TP,
- Prepare and produce information material for staff and parents/guardians of the students,
- Set up appropriate management arrangements, eg contact arrangements with local authority.

- 6.1.3 In general terms, the duties of the TPC include:

- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
- Arranging questionnaire Travel Surveys and statistical analysis of findings,
- Arranging other travel/monitoring surveys,
- Monitoring and review of TP,
- Preparation of annual Monitoring & Review report for submission to the Council,
- Liaison with the staff, students, parents/guardians, local authority and other key stakeholders.

- 6.1.4 More specifically, the TPC responsibilities include inter alia:

- Day to day operation of the TP,
- Maintaining all public transport and database records up-to-date,
- Liaison with local public transport operators,
- Promotion of walking and cycling,
- Promotion of public transport,
- Liaison with the local authority,



- Liaison with staff, students and parents/guardians, including for example promotional activities,
- Undertaking and analysing questionnaire Travel Surveys,
- Monitoring car and cycle usage,
- Preparing and maintaining information for distribution to staff and parents/guardians,
- Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.

6.1.5 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

6.2 Community Interaction

6.2.1 The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.



7 Measures to Encourage Sustainable Travel

7.1 Walk

- 7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.
- 7.1.2 The TPC will issue walk isochrones to staff and parents/guardians of existing/prospective students, to demonstrate to staff and students how long walk trips to/from the Site may take. The TPC will also promote the health and wellbeing benefits of regular walk trips to staff and students.
- 7.1.3 The TPC will issue maps showing safe walking routes to/from the school, identifying key crossing points. The TPC will encourage and collect parent/guardian feedback on any barriers to walking to school, including for example poor infrastructure, absence of a safe crossing, pavement parking blocking routes, etc. This information can be passed on to the local highway authority in order to ensure that any future highway maintenance and improvements take full account of pedestrian journeys to school.
- 7.1.4 The TPC will introduce a 'Park and Stride' initiative at the school. This is where suitable parking places are identified a short walk from the school gates and parents/guardians who would otherwise park close to the school gates will be encouraged to park further away, and to walk with students for the last part of their journey to school, or the first part of their journeys from school. This has the dual benefit of introducing additional active travel to students who are presently escorted by car, and improving the pedestrian environment in the vicinity of the school for students who do walk.
- 7.1.5 The TPC will promote initiatives that encourage walking to school. The Living Streets Walk Once a Week initiative will form part of the future measures to encourage sustainable journeys to the school. Other initiatives and dates, such as Walk to School Week, that encourage walking to school will be reviewed and included as the Travel Plan progresses.
- 7.1.6 The TPC will provide information to parents/guardians to discourage parking on the footway in the vicinity of the school, to aim to ensure that the full footway width is available to those accessing the Site on foot.

7.2 Cycle

- 7.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.



7.2.2 It is proposed to provide 10 cycle parking spaces in a secure shelter. The proposed cycle parking will provide positive encouragement for staff and students to undertake journeys to school by cycle and scooter.

7.2.3 Promotional events and literature will be arranged by the TPC, to encourage cycling, and emphasising the health benefits.

7.3 Public Transport

7.3.1 The closest bus stops to the Site are on Crumpsall Lane as follows:

Eastbound:	within 75m (a 1 minute walk) of the Site,
Westbound:	within 100m (a 1 to 2 minute walk) of the Site.

7.3.2 The 41 bus service calls on Crumpsall Lane.

7.3.3 Crumpsall Metrolink station is located on land opposite the proposed development.

7.3.4 Crumpsall Metrolink station is on the Altrincham to Bury and Piccadilly to Bury lines. The services typically operate during the following time periods:

Monday to Saturday	0520 to 2356,
Sunday	0621 to 2351.

7.3.5 The TPC will provide information staff and parents/guardians regarding the routes and frequencies of services calling at these stops, including highlighting services that are useful for school start and finish times.

7.3.6 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The new staff/student Induction Pack prepared by the TPC, and issued to all new staff, and parents/guardians of students new to the school will include information on bus services. This will include bus stop locations, routes & destinations, and frequency of services.

7.4 School Bus

7.4.1 The existing school operates a dedicated school bus service. The bus is widely used by students and operates on a fixed route. The bus service reduces car dependency and associated



parking in the vicinity of the school. The school bus will be promoted to parents, guardians and students.

7.5 Behavioural Strategies

- 7.5.1 If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.
- 7.5.2 A transformation of some peoples' behaviour may be achieved with simple strategies such as, for example, highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.
- 7.5.3 An example of this is promoting the concept that travel choice for the journey to school/work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.
- 7.5.4 A 'small steps' (nudge) approach is a key part of the TP strategy for changing students/staff attitudes to favour and make sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to by car on their own for some considerable time.
- 7.5.5 Information gathering from staff, students and parents/guardians is important to inform the 'small steps' strategy, and to ensure that staff and feel engaged with the development of the TP. The TPC role in developing and overseeing this is critical.

7.6 Summary

- 7.6.1 A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode choice should not be promoted at the expense of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.



8 Marketing Strategy

- 8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:
- Raise awareness of sustainable travel options,
 - Promote individual measures and initiatives,
 - Disseminate travel information on an ongoing basis.
- 8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:
- New staff/student travel pack,
 - Occasional promotional initiatives,
 - Ad-hoc communications with parents/guardians (eg through school newsletters).
- 8.3 It is the responsibility of the TPC to set up and oversee arrangements for every new staff and student to receive an Induction Travel Pack prior to their first day of school or work.
- 8.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.
- 8.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction Pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:
- TP objectives,
 - TPC: description of role and contact details,
 - Walk: health and wellbeing benefits of walking,
 - Cycle: health and wellbeing benefits of cycling, information about secure cycle parking, sources of cycle route information,
 - Public Transport: information about bus services,
- 8.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, Walk to School Week, as well as arranging development



specific events. Similarly, events/promotional activities will be aimed at promoting public transport and car sharing.



9 Monitoring & Review

- 9.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.
- 9.2 Key points about the TP monitoring and review regime are that this:
- Is essential to ensure that the TP objectives are being met,
 - Assesses the effectiveness of the TP measures and provides opportunity for review,
 - Must be done over time, and hence requires action and resources.
- 9.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 9.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.
- 9.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.
- 9.6 Monitoring of the TP is to employ two types of survey:
- Annual staff and student 'hands up' survey,
 - Staff and parent/guardian questionnaire.
- 9.7 The hands up survey will be undertaken annually during the autumn term, providing opportunity to monitor change in travel patterns over time.
- 9.8 The staff and parent/guardian survey will be undertaken in conjunction with the hands up survey, in order to gain more detailed feedback over how staff and students travel to school, their motivation for mode choice, and any barriers to undertaking trips by sustainable modes.
- Journey distance from home to school,
 - Travel mode choice,



- Time taken for journey,
 - Any linked trips that are undertaken alongside school run,
 - Parking habits at/near to the Site,
 - Any barriers (perceived/real) to particular modes of travel,
 - Factors influencing willingness to consider/change of travel mode choices.
- 9.9 TP indicators will also be recorded through the monitoring process, including, but not necessarily exclusively:
- Pedestrian movements to/from the development,
 - Cycle movements to/from the development.
- 9.10 Data collected from all the surveys will comply with the data protection regulations. Students and staff will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.
- 9.11 The questionnaire travel surveys will not only provide information about staff and student travel choices, but also, and importantly, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy.
- 9.12 The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report (refer para 9.16). TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes to the strategy and measures implemented to address this, in agreement with the local authority.
- 9.13 An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, inter alia:
- A record of key information collected throughout the year, including results of monitoring surveys (refer para 9.6) and analysis (if applicable),
 - A schedule of meetings held throughout the year, and other key contact information,



- A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
- A record of promotional activities,
- Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.



10 Action Plan

- 10.1 It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the students and staff being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of students and staff to achieve the TP target of: **the percentage of students arriving at the Site by car will not exceed 33%. The percentage of staff arriving at the Site as car driver will not exceed 20%.**

10.2 Action Plan

Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is **not** an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

Prior to occupation:

- TPC contact information to be provided to local authority prior to first occupation of the new school site,
- TPC establishes contact with relevant Council officer,
- Induction Travel Pack prepared by TPC and stock readied for distribution to each staff member and student prior to starting at the Site,
- Provisional date for hands up and questionnaire surveys,
- TPC to liaise with bus operators.

Upon occupation and subsequently:

- Each new staff member and student to be provided with an Induction Pack prior to starting at the Site. TPC to ensure suitable arrangements in place,
- Promotional activities, by a variety of means (and ongoing),

Autumn Term:

- Hands up modal split survey,
- Staff and parent/guardian questionnaire survey.
- TPC to prepare and submit Annual Monitoring & Review report to Council,

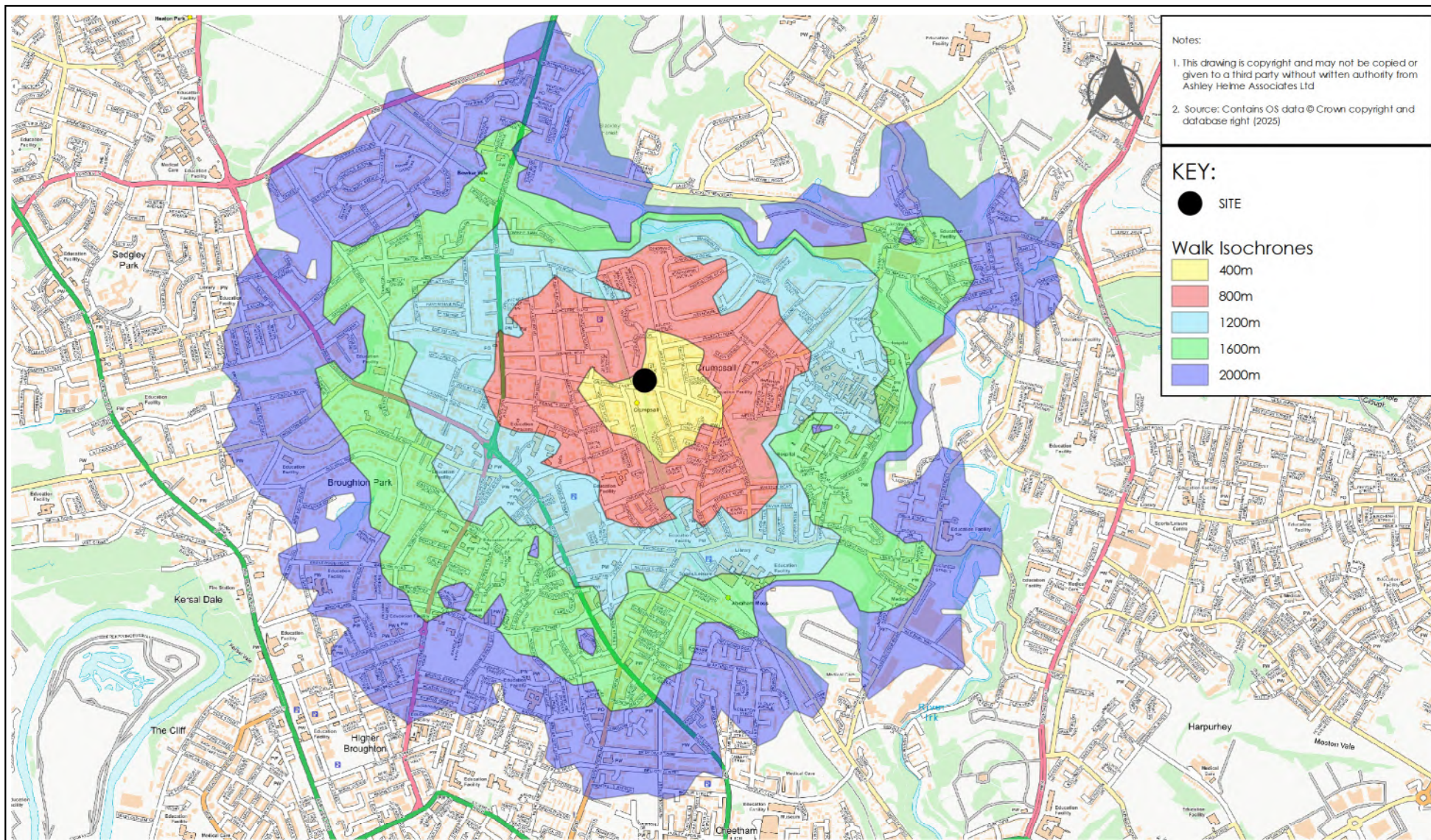
Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An Annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.



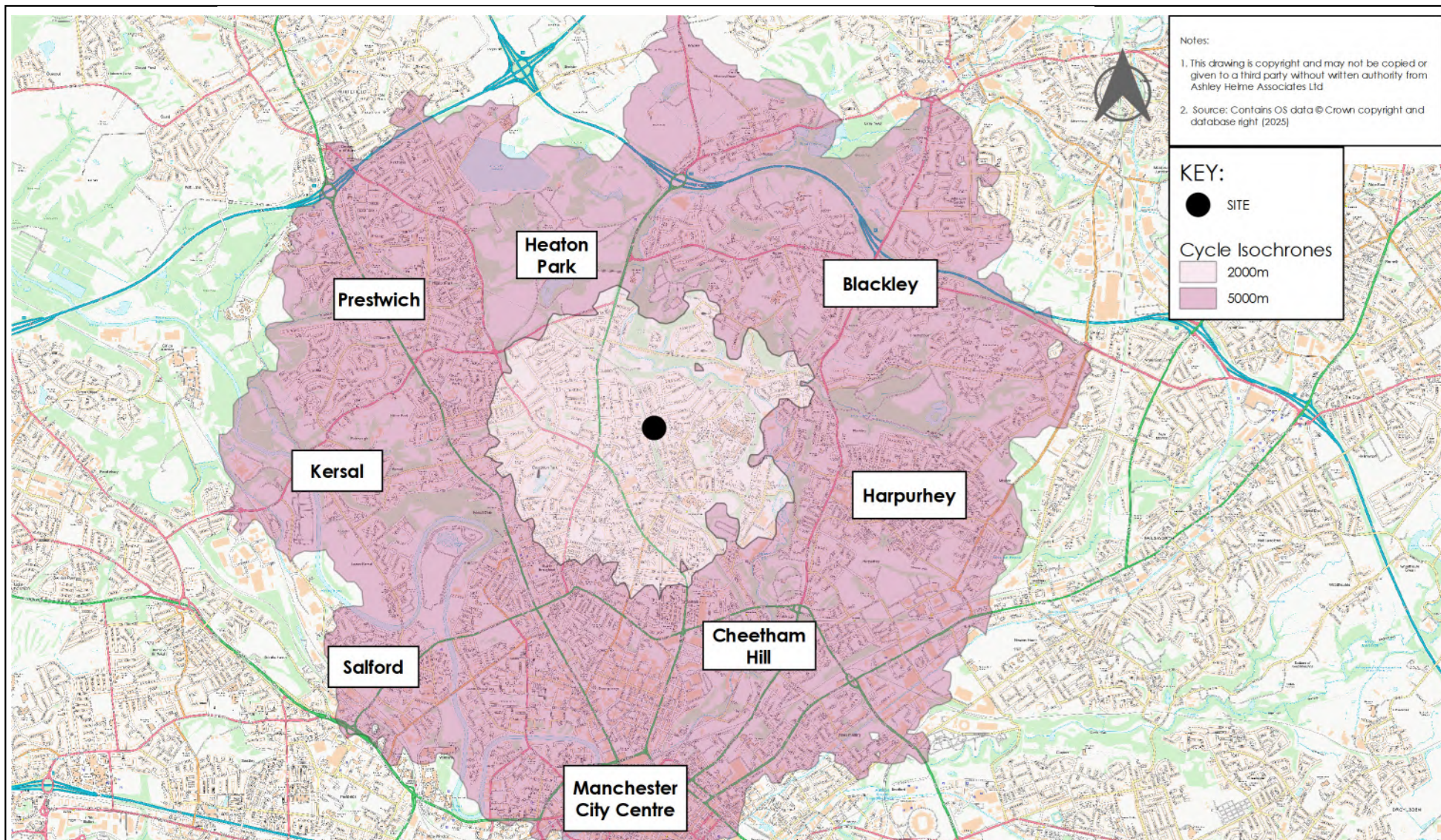
11 Conclusions

- 11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This TP is prepared taking account of currently available best practice and experience, and the 2014 national guidance (PPG).
- 11.2 The proposed development comprises the conversion of a former care home to a private primary school. The proposed development is located at 69 Crumpsall Lane, Crumpsall. It is proposed to relocate the existing primary school education currently provided at 157 Bevendon Square, Salford to the converted premises at 69 Crumpsall Lane. The proposed development comprises a two-form entry primary school and early years education for a total of circa 60 students in the initial phase. The total future capacity of the school is envisaged to be a maximum of 120 students.
- 11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) to be appointed by the school.
- 11.4 The outcomes approach is adopted for the TP.
- 11.5 A TP target is set of: **the percentage of students arriving at the Site by car will not exceed 33%. The percentage of staff arriving at the Site as car driver will not exceed 20%.**
- 11.6 Chapter 10 sets out the Action Plan for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development. The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.

Figures



Project: 69 CRUMPSALL LANE	Title: WALK ISOCHRONES	FIGURE 3.1		 ASHLEY HELME ASSOCIATES
Client: DEBTAL		Date: OCTOBER 2025	Scale: NTS	



Project: 69 CRUMPSALL LANE	Title: CYCLE ISOCHRONES	FIGURE 3.2		 ASHLEY HELME ASSOCIATES
Client: DEBTAL		Date: OCTOBER 2025	Scale: NTS	