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Residential Development

at Swan Street House, Manchester for Ridgeback

Travel Plan

June 2025

Quality Management

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Appendix A Masterplan

1. Introduction

1.1.1 This Travel Plan (TP) has been prepared on behalf of Ridgeback for the 32-storey residential development of Swan Street House, Manchester. The development consists of:

- 373 apartments comprising one, two, and three bedroom units - including affordable housing - along with 12 serviced apartments;
- two ground-floor retail units; and
- 358 cycle spaces

1.1.2 This TP is an update of the previously published Framework Travel Plan by Curtins in July 2018.

1.1.3 As part of the development residents will have access a secure cycle store via the car park gated access along Cable Street. The cycle store is located at the mezzanine level, with direct access from the street via a dedicated lift located at the ground floor. This secure, covered space provides parking for up to 358 bicycles.

1.1.4 This TP contains a package of measures tailored to the needs of the Site and is aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a set of mechanisms and initiatives that together can enable residents to reduce the impact of travel and transport on the environment, whilst also achieving a number of other direct benefits.

1.1.5 This update of the TP provides further details of a range of measures which have been incorporated into the overall design of the entire Site to encourage residents to use sustainable transport. All individual developer Travel Plans will be required to conform to this TP – with implementation being through their tenant Travel Plan Co-Ordinators (TPC)'s.

1.1.6 Following the introduction, this TP contains the following elements:

- Objectives and scope of the plan including preliminary mode split targets;
- An assessment of existing conditions for access to the site by a range of modes;
- Description of roles and responsibilities;
- Measures to encourage, promote and increase the use of public transport, cycling and walking and reduce the level of single occupancy vehicle trips;
- Implementation and communication;
- Suggestions for regular monitoring and review schedules of progress against objectives; and
- A brief conclusion.

1.1.7 This report is intended to detail the obligations on the Management Company (MC) team and the individual tenants of the development to fulfil the principles of the strategy. It is structured to provide a toolkit approach to the development listing those travel management measures that are applicable to the Site as a whole.

1.1.8 This document comprises of a variety of measures i.e. initiatives aimed at residents to use more sustainable means of transport.

1.1.9 Mosodi has been funded by Ridgeback to prepare the Travel Plan. I Live Around (ILA), as the site operator, have been appointed on the role of Travel Plan Coordinator (TPC) and will remain in post for a minimum of five years following full occupation of the development. Following the initial five-year period a decision will be made as to whether targets have been met, or the role continues for a further period through agreement with Manchester City Council.

1.1.10 The lead TPC will ensure that any Tenant TPC's (see below) are fully appraised of their responsibilities and have the information required to manage their own individual travel plans. Details of the lead TPC responsibilities are set out in subsequent chapters of this report.

1.1.11 Transport for Greater Manchester (TfGM) 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. According to TfGM's document 'Transport for Sustainable Communities: a Guide for Developers', 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.

1.1.12 This document has been written in accordance with the above statement and has been prepared in accordance with guidance relating to transport statements prepared and issued by the Department for Communities and Local Government (DCLG).

2. Baseline Conditions

2.1.1 This chapter describes the Site and considers the baseline conditions on the surrounding highway network for a range of transport modes.

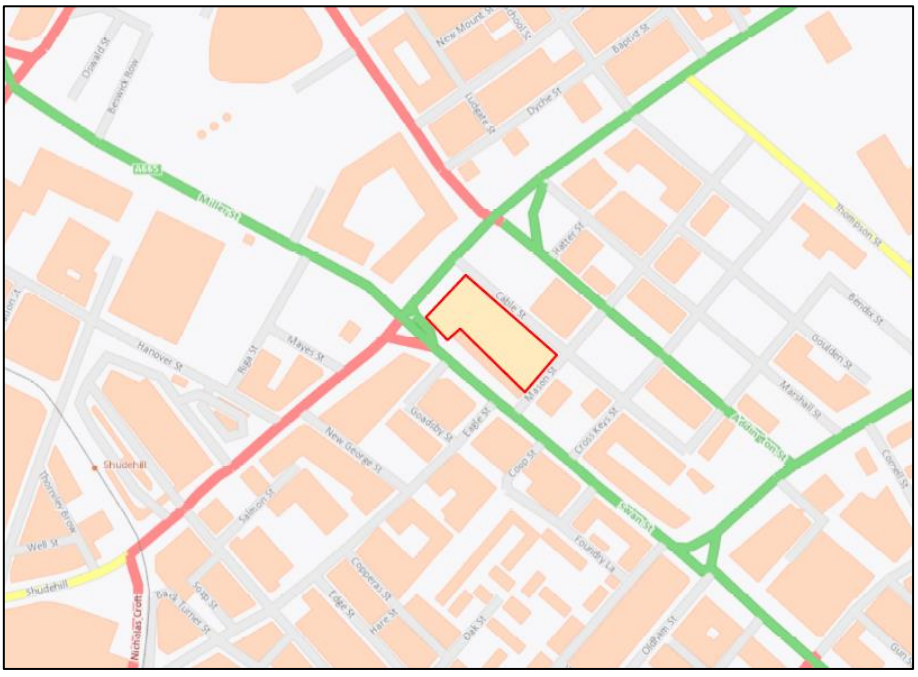
2.2 Existing Site

2.2.1 The Site is located approximately 0.7km to the north of Manchester City Centre, in the area known as New Cross. The Site is bound to the north by Cable Street and to the south by A665 Ring Road / Swan Street and existing mixed residential and commercial use buildings. To the east the site is bound by Mason Street and to the west by Rochdale Road.

2.2.2 Swan Street, which forms part of the A665 inner ring road, is a primary route passing through the site and providing connections to key areas around Manchester city centre, including Great Ancoats Street, Mancunian Way, Rochdale Road, and Oldham Road. Swan Street is a single carriageway with two lanes heading northwest adjacent to the site and is subject to a 30-mph speed limit. Footways are provided continuously on both sides of the carriageway, set back from the highway to ensure pedestrian safety. Additionally, some sections of Swan Street include painted cycle lanes to accommodate cyclists.

2.2.3 The Site in relation to the strategic and local highway network is shown on Figure 1. An extract of Figure 1 is shown in Image 2.1.

Image 2.1 Site Location



2.3 Existing Local Highway Network

Mason Street/Addington Street/Cross Keys Street/Cable Street

2.3.1 The site is bound by the following roads with existing traffic regulations:

- Mason Street: one-way northeast bound (reversed to southwest bound northeast of Addington Street);
- Swan Street: one-way northwest bound;
- Rochdale Road: two-way along a northeast-southwest axis; and
- Cable Street: two-way along a northwest-southeast axis.

2.3.2 All roads near the site have approximately 2m-wide footways (wider on Rochdale Road and Swan Street), street lighting, and a 30mph speed limit. The network forms part of the New Cross Public Realm Strategy.

2.3.3 Addington Street serves as an internal ring road connecting the A664 Rochdale Road to the north with the A62 Oldham Road to the south, with signalised junctions at both ends.

2.3.4 Vehicular access into the Site is currently provided via several roller shutter gates from Cable Street and Mason Street.

A664 Rochdale Road

2.3.5 A664 Rochdale Road is a primary route from the northeast city centre to Middleton and Rochdale and links to the M60 motorway at Junction 20. Near the site, it is a dual carriageway with turning lanes, signalised junctions, pedestrian crossings (with guard rails, dropped kerbs, tactile paving), and cycle provisions. The speed limit is 30mph, and street lighting is present.

A62 Oldham Road

2.3.6 A62 Oldham Road is a primary route to Oldham, connecting to the M60 at Junction 22. Near Addington Street, it features a dual carriageway with turning lanes, a central reservation, signalised junctions, pedestrian crossings, and advisory cycle lanes on both sides. The speed limit is 30mph, with street lighting.

The New Cross Public Realm Strategy

2.3.7 The New Cross Public Realm Strategy, supporting the New Cross Neighbourhood Development Framework, aims to enhance the historic core. Near the site, it prioritises maintaining Swan Street as a one-way internal ring road, improving pedestrian environments, incorporating tree planting, upgrading crossing facilities on Swan Street and Rochdale Road, and integrating Cable Street into the Manchester City Centre cycling network.

2.4 Cycle Infrastructure

2.4.1 The Site hosts a secure cycle store for residents via the car park gated access along Cable Street. The cycle store is located at the mezzanine level, with direct access from the street via a dedicated lift located at the ground floor. This secure, covered space provides parking for up to 358 bicycles.

2.4.2 The Site location benefits from local cycle connections including existing cycle infrastructure within the Northern Quarter and the surrounding streets facilitates cycle access into Manchester city centre from the Site. There are number of examples of cycle provision in the surrounding area, including designated cycle lanes and advance stop lines.

2.4.3 This network of local cycle routes links to various National Cycle Network Routes (NCN's) including NCN route 55, NCN route 6 and NCN route 66, as shown in image 2.2. National Cycle Network Route 66 is the closest nationally designated route and located approximately 1km to the southeast.

2.4.4 All these routes are accessible within 1-2km, and link future residents to the following areas:

- NCN route 66 – leads northeast away from Manchester City Centre towards Failsworth;
- NCN route 55 – leads northwest away from Manchester City Centre to provide access to Salford and Eccles;
- NCN route 6 – extends through Manchester along an approximate north/south alignment to link areas such as Bury in the north to Chorlton in the south;

Image 2.2 Extract of Manchester National Cycling Route Map



2.4.5 Furthermore, the New Cross Public Realm Strategy produced for MCC, promotes the inclusion of Cable Street into the Manchester City Centre cycling network.

2.5 Existing Bus Services/Facilities

2.5.1 There are a number of bus services operating within the vicinity of the Site, with the nearest stops located southwest of the Site along Shudehill Street. Shudehill Interchange is just 200m walk from the Site

2.5.2 The services available at the nearest stops are summarised in Table 2.1

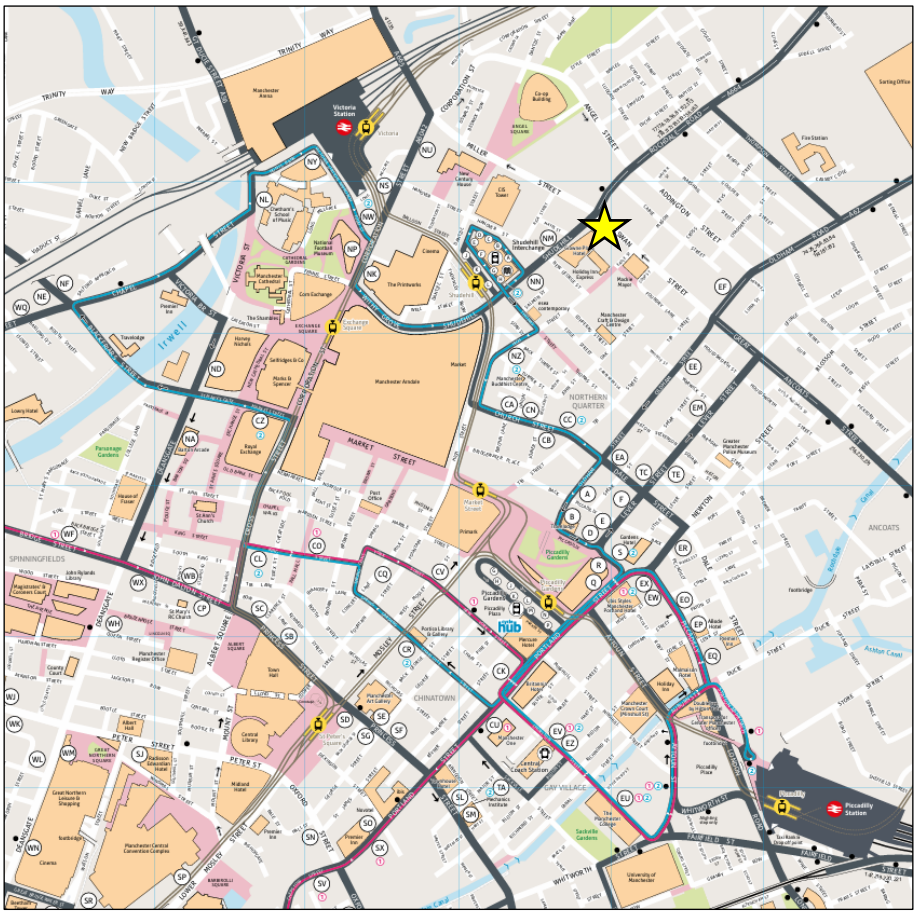
Table 2.1 Local Bus Services

Location	Distance (from centre of site)	Facilities	Regular Destinations	Service Numbers	Approx. Frequency
Shudehill Hanover Street (Stop NM)	220m	Timetable Information, Pole	Langley, Greengate, Bury, Rochdale, Middleton, Alkrington, Higher Crumpsall, Oldham	17, 17A, 18, 56, 81, 112, 114, 117,118,119,156,163	46 per hour
Shudehill Hanover Street (Stop NN)	180m	Timetable Information, Pole, Shelter	Piccadilly Gardens, Manchester Royal Infirmary	18, X41, X43, 81, 112, 113, 117, 118, 119, 163	23 per hour
New Cross (Stop EF)	300m	Timetable Information, Pole, Shelter	Oldham, Grotton, Uppermill, Wres Nest, Royton	76, 76A/B, 83, 84, 181, 182	21 per hour
Rochdale Road, Marshall Street (north-eastbound)	150m	Timetable Information, Pole, Shelter	Langley, Greengate, Bury, Rochdale, Middleton, Alkrington, Higher Crumpsall, Oldham	17, 17A, 18, 56, 81, 112, 114, 117,118,119,156,163	43 per hour
Rochdale Road, Marshall Street (south-westbound)	200m	Timetable Information, Pole, Shelter	Piccadilly Gardens, Manchester Royal Infirmary	17, 17A, 18, 56, 81, 112, 113, 117, 118, 119, 156, 163	40 per hour

2.5.3 The bus services from the stops shown in Table 2.1 provide access to Piccadilly Gardens in Manchester City Centre in 5 minutes at a combined frequency of every 4 minutes.

2.5.4 A plan showing the bus services in close proximity to the Site are shown in image 2.3.

Image 2.3 Extract of First Bus Manchester City Centre Map



2.5.5 Furthermore, Shudehill Interchange, a major transport hub within Manchester, comprising a 12-stand bus and coach station and a tram stop, is situated less than 550m from the site, approximately a 7-minute walk. This station provides access to local and regional bus routes, and intercity coach services.

2.5.6 Piccadilly Gardens Interchange Piccadilly is also conveniently located within a 10-minute walk of the Site; it serves as a central transport hub to south, west, and central Manchester with 20 stands for buses located along Parker Street, adjacent to Piccadilly Gardens.

2.5.7 The existing bus services within a 10-minute walk of the site offer residents frequent and convenient access to destinations across Greater Manchester, as well as connections to the wider region and beyond.

2.6 Existing Rail Services/Facilities

2.6.1 As the crow flies, Victoria Station is approximately 550m northwest of the Site and Piccadilly Station is approximately 1.3km southeast of the Site. Victoria station hosts local and regional services including Blackburn, Rochdale, Southport, Liverpool and Leeds, while Piccadilly station is the largest transport hub in Manchester offering a wide range of services with both local and national connections including Edinburgh, Birmingham, Leeds and London.

2.6.2 Table 2.2 below shows a summary of the available services and facilities at the stations.

Table 2.2 Local Rail Services

Station	Facilities	Regular Destinations	Approx. Combined Frequency
Victoria	38 Cycle storage spaces with CCTV, ticket office and machines, step free access	Stalybridge, Redcar, Blackburn, Chester, Rochdale, Southport, Leeds	17 per hour
Piccadilly	Ticket office and machine, CCTV, 254 sheltered cycle spaces with CCTV, step free access, First Class Lounge, 856 car park spaces (APCOA), 35 accessible spaces	London, Leeds, Liverpool, Birmingham, Blackpool, Edinburgh, Sheffield, Stockport, Manchester Airport, Cardiff,	26 per hour

2.7 Pedestrian Accessibility

2.7.1 The residential design guide "Manual for Streets" (MfS) advises that "walkable neighbourhoods are typically characterised by having a range of facilities within ten minutes (up to about 800m) walking distance of residential areas…" (ref para 4.4.1). However, this is not regarded as an upper limit in MfS and reference is also made to walking offering "the greatest potential to replace short car trips, particularly those under 2km". The acceptability of walking trips up to 2km (an approximate 25 minute walk time) is also supported in the IHT document 'Providing for Journeys on Foot'.

2.7.2 Using GIS Network Analyst software typical walk times (up to 30 mins) to specific local facilities situated near the proposed Site are shown on Figure 2. This figure demonstrates that:

- Manchester Victoria train station is within a 10 minute walk of the proposed site. A further 4 train stations are within a 30 minute walk of the site including Deansgate, Manchester Oxford Road and Manchester Piccadilly;
- Twelve GP surgeries are within a 30-minute walk of the Site;
- Nine primary schools are located within a 30-minute walking distance in the surrounding areas of Ancoats, Collyhurst and Cheetham Hill.
- Six supermarkets are within a 15-minute walking distance of the Site;
- Shudehill Interchange, a major transport hub within Manchester, comprising a bus station and a tram stop, is situated less than 550m from the site, approximately a 7-minute walk. Piccadilly Gardens Bus Station is also conveniently located within a 10-minute walk of the Site;
- Within a 500m walking catchment, the Northern Quarter offers a mix of residential and employment destinations, alongside numerous bars, restaurants, leisure facilities, and retail outlets. Most venues cluster to the south and west of the site, particularly along Oldham and Thomas Streets. Mackie Mayor, located about 300m southwest, provides access to multiple food vendors.

2.7.3 There are numerous other facilities within a short walk distance due to the central location of the Site. It is therefore concluded that the Site is accessible for residents by foot. It is also considered that the more active residents will choose to walk further than this guideline distance.

2.7.4 Furthermore, the travel planning measures proposed in the travel plan will have a positive influence on the sustainable travel choices made by residents of the Site.

2.8 Cycle Accessibility

2.8.1 An acceptable and comfortable distance for general cycling trips is considered to be up to 5 kilometres as referred to in Local Transport Note 2/08 (published by the DfT). However, the same guidance also refers to commuting cycle trips of up to 8km. Using GIS Network Analyst software typical cycle times from the Site are shown on Figure 3. This figure shows that:

- Manchester Victoria is within a 5-minute cycle to the Site, providing connections to locations further afield including Edinburgh, Leeds and London;
- A further 5 train stations are within a 10 minute cycle distance of the site including Deansgate, Manchester Piccadilly and Manchester Oxford Road;
- The Site is within a 10-minute cycle to Piccadilly Gardens Interchange, providing 20 bus stands with connections across Greater Manchester;
- The Site is within a 10-minute cycle ride of NCN60 and NCN6, providing quick and convenient access to the traffic-free Fallowfield Loop Line.
- The majority of Greater Manchester inside the M60 ring road, including residential areas like Ancoats, Levenshulme, Salford Quays and Chorlton, can be cycled within a 30-minute journey time.
- The 8km catchment encompasses all of Manchester city centre including all major transport links, shopping centres, bars, restaurants, leisure centres, tourist attractions and places of worship as well as a number of neighbouring areas. The catchment extends as far as Prestwich in the north, Failsworth to the east, Withington in the south and Eccles to the west.
- Existing cycle infrastructure within the Northern Quarter and the surrounding streets facilitates cycle access into Manchester city centre. There are a number of examples of cycle provision in the surrounding area, including designated cycle lanes and advance stop lines.

2.8.2 It is also considered that the more active residents and will choose to cycle further than this guideline distance.

2.8.3 It is therefore concluded that the Site will provide excellent cycle accessibility to a range of local services and facilities within a short cycle distance.

2.9 Accessibility by Bus

2.9.1 There are a number of bus services operating in close proximity to the Site, with two bus stops located within 200 metres to the southwest of the Site along Shudehill Street.

2.9.2 The bus services provide access to Piccadilly Gardens in Manchester City Centre in less than 5 minutes at a combined frequency of every 4 minutes.

2.9.3 Furthermore, Shudehill Interchange, approximately 200 metres southwest of the Site, is a major Manchester city centre transport hub offering Greater Manchester bus services, a Metrolink tram stop, national coach routes via Megabus and FlixBus to cities including London, Birmingham, Edinburgh, and Glasgow, as well as direct connections to Liverpool John Lennon Airport.

2.9.4 It is therefore concluded that the proposed Site, will provide excellent bus accessibility to a variety of local services, residential, employment and retail opportunities within and surrounding Manchester.

2.10 Accessibility by Rail

2.10.1 As the crow flies, Victoria Station is approximately 550m northwest of the Site and hosts regional services including Blackburn, Rochdale, Southport, Liverpool and Leeds.

2.10.2 Piccadilly station is approximately 1.3km southeast of the Site and is the largest transport hub in Manchester offering a wide range of services with national connections including Edinburgh, Birmingham, Leeds and London.

2.10.3 It is therefore concluded that the proposed Site will provide an attractive opportunity for residents to travel by rail and assist in reducing the need to travel by car.

3. Objectives and Scope of Travel Plan

3.1 Objectives and Scope of the Plan

3.1.1 This TP shall, by containing appropriate measures, assist in reducing the number of trips made to and from the development by private single occupancy car.

3.1.2 All residents shall be made aware of the measures included in the TP in order that positive benefits can be delivered, and the number of trips undertaken by public transport, wheeling, scooting, walking and cycling are increased.

3.1.3 To ensure that the measures contained within the TP can deliver a sustainable travel demand pattern for the development it is important to identify some key objectives.

3.1.4 The overall objectives of this TP are as follows:

- Reducing the need to travel to and from the development;
- Reducing the impact and frequency of single-occupancy car travel on the local community;
- Improving the health and wellbeing of residents;
- Addressing the access needs of residents and visitors by supporting walking, wheeling, scooting, cycling and the use of public transport through a range of well-balanced measures and initiatives;
- Ensuring through the co-ordinated master-planning approach, use of exemplar urban design principles that encourage the use of sustainable forms of travel as an alternative to the private car;
- Ensuring that residents and visitors have sufficient information readily available to have an informed choice about their travel options; and
- Ensuring that the development is successfully integrated into the surrounding area to allow easy access to nearby facilities and services.

3.2 Travel Plan Targets

3.2.1 This Travel Plan aims to promote travel choice for the residents and visitors to increase the use of sustainable transport means. Overarching objectives and targets for the site are based on the baseline travel surveys which were carried out in Feb/March 2024.

3.2.2 Targets will be 'SMART' i.e., they must be:

- **S**ite-specific
- **M**easurable
- **A**chievable
- **R**ealistic and
- **T**ime related

3.2.3 In order to provide a set of Site specific modal split targets, detailed travel surveys are undertaken annually.

3.2.4 In order to provide a set of Site specific modal split targets, detailed travel surveys will be undertaken when the Site has 50% occupation.

3.2.5 The baseline mode splits set out below have been taken from the Travel to Work 2021 census information for the lower tier authority Manchester area (E080000003).

3.2.6 The travel to work data for all the residents aged 16 and over in employment within the output area has been procured from the Office for National Statistics and is shown in Table 3.1.

Table 3.1 Baseline Mode Split for Manchester

Mode	Work from Home	Tram	Train	Bus	Taxi	M'cycle	Car Driver	Car Passenger	Cycle	Foot	Other
Baseline mode share	32%	3%	1%	10%	2%	0%	35%	3%	3%	10%	1%

3.2.7 In advance of the detailed travel surveys being undertaken it is proposed that an interim target should be set for trips made by residents. The interim mode shift target should be a reduction of car driver trips by 5% from baseline i.e. **33.25%** (35 x 0.95).

3.2.8 Once the targets have been achieved the level of resident car driver journeys must be maintained or reduced further. The Travel Plan Co-ordinator must not omit or change the targets without prior consultation with Manchester City Council.

3.2.9 Whilst the initial modal shift target may be ambitious it is anticipated that they would be reached within 3 years from occupation. This provides an appropriate timescale against which to measure progress. Further details of monitoring are provided in Section 7 of the report.

4. Roles and Responsibilities

4.1 Introduction

4.1.1 An important aspect of a successful TP is the allocation of sufficient resources. This can in part be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved. From this will lead the appropriate allocation of time and resources to those charged with managing the process.

4.2 Travel Plan Co-ordinator

4.2.1 The Travel Plan Coordinator (TPC) is appointed by the Developer and is responsible for the delivery of the TP. The TPC will be in post for a minimum of 5 years post full occupation.

4.2.2 The TPC is empowered to act on behalf of the Developer and has senior management support. The TPC role is not a full time role but is funded over the 5 years to ensure that sufficient working hours are provided for delivery of the TP.

4.2.3 I Live Around (ILA), as the site operator, have been appointed on the role of Travel Plan Coordinator (TPC) and will remain in post for a minimum of five years following full occupation of the development. Following the initial five-year period a decision will be made by the steering group as to whether targets have been met, or the role continues for a further period through agreement with Manchester City Council.

4.2.4 Details of the TPC are:

- I Live Around (ILA)
- Website: https://www.ilivearound.com/contact
- Tel: 01613839927

4.2.5 The TPC will be responsible for forming and chairing the Travel Plan Steering Group. This Steering Group will include the TPC, representatives from Manchester City Council and the Developer.

4.2.6 If interested residents wish to become more actively involved in supporting the TPC, the TPC will set up and chair a Resident Travel Planning Group.

4.2.7 Various parties will become stakeholders across the duration of the TP. These will include groups such as British Cycling, local cycling shops and clubs, walking groups and local schools. The TPC will liaise with and coordinate key stakeholders as and when required to ensure successful delivery of the TP.

4.2.8 Following implementation of the plan, completion of the initial surveys and agreement of the baseline mode splits the Steering Group will meet on an annual basis as a minimum. The purpose of the Steering Group is to identify successes of the TP and identify any areas of improvement, the results of annual surveys, to agree the effectiveness of measures and alternatively the failures of other measures, identify any secondary measures as required – the group will meet to discuss these issues within a month of collation of the surveys.

4.2.9 These surveys will capture details of individual circumstances, travel patterns, barriers and preferences etc. All residents will be issued with the survey and this will have the dual benefit of raising awareness of the Travel Plan whilst also collecting

the baseline information. The surveys are online and mail shots will be delivered to all residential units.

4.2.10 The lead TPC will provide contact details to Manchester City Council who must be advised of any changes in the lead TPC.

4.2.11 The duties of the lead TPC will include:

- Act as Travel Plan Co-ordinator for the entire Site and provide a central point of contact for the Developers and residents in relation to all travel planning matters as per this TP;
- Create awareness of the TP to the relevant stakeholders and deliver all the associated benefits of its inherent actions to achieve a reduction in single occupancy journeys;
- Work with all stakeholders to ensure that a full range of sustainable travel options are attractive and accessible. This includes resident engagement events and provision of travel planning advice for all residents;
- Liaise with Manchester City Council and the Developer as required and provide updates on the delivery of the Travel Plan;
- Liaison/meetings (as required) with all key stakeholders to ensure continued effective implementation throughout the TP period;
- Produce annual update report for stakeholders;
- Utilise social media to co-ordinate activities, maximise take up and engender community spirit amongst residents e.g., resident Twitter/Facebook page. Flexibility may be required as more analogue tools may eventually serve as the main forum;
- Establish and maintain a Travel Plan website page for the Site;
- Organise on Site sustainable travel events each year for residents and include stakeholders in the delivery. Deliver in conjunction with Manchester City Council, local cycling clubs, local bike shops etc to encourage cycling and create the mode as a social norm;
- Produce a Travel Plan leaflet which summarises travel choices to be distributed to all units across the Site;
- Deliver personalised journey planning to all residents across the development;
- Update webpage regularly with news, public transport service updates and commercial offers;
- Negotiate with local public transport operators and Transport for Greater Manchester to provide free or discounted incentive day tickets for residents – focusing particularly on car drivers;
- Encourage sustainable travel to school amongst families and older children through promotional materials and an incentive competition and prize draw. Promote cycle training in conjunction with Transport for Greater Manchester and Manchester City Council;
- Deliver route planning and ticket advice sessions to all residents;

- Encourage running as a travel mode amongst residents by working in collaboration with local running shops and running clubs;
- Negotiate with key local small businesses to provide discounts for residents who travel to the store by sustainable modes;
- Organise cycling maintenance course on Site for residents run by local professional mechanic. If space is unavailable, the TPC will look for suitable local cycle shops;
- Promote car sharing and car club amongst residents through specific promotional materials and associated promotional campaign. Encourage car sharing and car clubs across the development by working with partners including Enterprise or Hiyacar, Liftshare, Manchester City Council and Transport for Greater Manchester;
- Map resident work locations where possible and assist those residents in finding a car share match; and
- Liaise with Enterprise to explore options of the site hosting a Car Club vehicle for use by residents.

4.2.12 The suggested travel management measures included in this TP are not an exhaustive list and will be subject to on-going review.

5. Travel Plan Measures - Infrastructure

5.1.1 The primary objective of the TP is to influence travel behaviour such that:

- Single occupancy car trips are reduced and minimised as much as possible; and
- Access to the Site by all other modes, particularly walking, scooting, wheeling, running, cycling and public transport is promoted, encouraged and enhanced.

5.1.2 As part of the overall development scheme, a range of infrastructure improvements have been undertaken whilst section 6 contains a complimentary package of transport related measures to ensure that the objectives are achieved. This section looks at the measures that will be implemented.

5.1.3 In order to persuade people to change their mode of travel it is necessary to introduce a varied mix of incentives e.g., good quality cycling facilities. For the Site the range of infrastructure improvements and transport related measures are described in this section.

5.1.4 All of the infrastructure improvements and transport related measures proposed are either shown or delivered by one or more of the following drawings/documents:

- Site Masterplan;
- Transport Assessment; and
- Travel Plan (this document)

5.1.5 The careful design of the internal Site layout in the residential development areas is integral to encouraging and promoting walking and cycling trips to and from the development. The design has therefore focused on the movements of pedestrians and cyclists, such that these modes are afforded priority over vehicular movements wherever possible.

5.2 Awareness of the Benefits of the On Site and Local Sustainable Travel Infrastructure

5.2.1 The TPC will raise awareness of and benefits of all on Site infrastructure and local active travel routes through the following:

- Resident travel packs;
- On Site resident events;
- Resident social media pages; and
- Development web travel page.
- Raise awareness of cycle routes within Manchester at: https://tfgm.com/cycling/maps;
- Provision of network analyst drawings detailing travel times by walking and cycling;
- Promote the health benefits of walking and cycling;
- Promote https://walkit.com/ as a walk journey planner in the local area.

5.3 Public Transport

- Promote the Transport For Greater Manchester website as an excellent source of information for those wishing to travel by bus https://tfgm.com/public-transport/bus;
- Promote the TfGM journey planner at: https://my.tfgm.com/#/planner/
- Promote the national rail website as a source of information for rail travel at http://www.nationalrail.co.uk/; and
- Provision of up-to-date public transport information including hard copies of timetables in communal areas. The TPC will be responsible for ensuring that residents are fully aware of the sources of information that are available.

5.4 Car Club

- A Car Club is an organisation which removes the drawbacks of owning a car, whilst allowing members of the car club to access a vehicle 24 hours a day, 365 days of the year. The car club provides cars which can be booked in advance in convenient locations that can be hired for as little as half an hour. Members will then only pay for the time and mileage that they use in addition to the joining fee. Further information on the scheme is available at https://www.enterprisecarclub.co.uk/.
- Ancoats Mobility Hub, located approximately a 5-minute walking distance from the Site, is an innovative facility offering up to 30 car club spaces as part of its sustainable transport options, which also include 150 secure bike parking spaces, 102 electric vehicle charging points, approximately 220m from the Site.

6. Travel Plan Implementation / Communication

6.1.1 This TP clarifies the role of the TPC and sets out their responsibilities in terms of ensuring that the series of measures and initiatives identified, that will help to reduce the reliance on the private car, are delivered.

6.1.2 This action plan is developed to set out a clear strategy for the implementation of the Travel Plan measures. This section summarises the potential measures to influence travel behaviour and sets out a clear target schedule for their implementation.

Table 6.1 Overall Co-ordination

Measures	Guideline Timescale	Further Detail
Meet with the Local Authority and establish local priorities and provide contact details of TPC	On appointment	Understand local strategic priorities, funding opportunities, training and support the TPC can utilise. How do we work together? What processes must TPC follow?
Establish Travel Plan Steering group with key stakeholders	On appointment and meet thereafter at agreed intervals	Issue reports, discuss and agree action plan updates, funding opportunities and annual targets. Meet at least once per year.
Update Framework Travel Plan	On appointment and annually thereafter	Provide updated FTP to council for sign off.
Provide a point of contact for all stakeholders including developers, council and residents	On appointment and ongoing	TPC to provide contact info on all materials and on the travel web page.
Provide each plot developer with the Framework Travel Plan and liaise with their TPC	Prior to first unit opening	TPC to acquire contacts from landowner.
Produce Travel Pack for residents	On occupation	Contains all travel information and to be delivered to all residents. See Marketing for further details.
Training for Housing Sales and Marketing staff	Introductions on appointment and training when delivering Travel Packs	TPC will meet with staff and run through all main local travel and transport headlines that will be useful and attractive to prospective residents. This will include journey times to local facilities, local services and traffic free/cycling/walking local routes.
Annual survey for residents	Annually from first occupation	TPC to create survey and deliver via bespoke promotional materials. See Marketing chapter.
Carry out annual traffic count at the site entrances and on cycle parking if deemed relevant	Annually	Deliver results to council and other key stakeholders.
Establish incentive prize for annual survey and manage prize draw	From initial occupation/on appointment	TPC to utilise disbursements budget and look to augment with prizes from local retailers. Design materials and

Measures	Guideline Timescale	Further Detail
		deliver via main communication channels.
Produce annual report highlighting annual survey results	Annually	TPC to produce report.
Provide report to council and other key stakeholders including developer and council	Within 6 weeks of closure survey	TPC to disseminate report.
Update action and plan revise targets in agreement with council and developer	Within 6 weeks of closure of survey	TPC to liaise with council and provide action plan revisions.

Table 6.2 Active Travel Measures

Measures	Guideline Timescale	Further Detail
Provision of the council's active travel literature – offer, maps etc	Available upon first occupation	Some LAs may not have these available.
Establish discounts with active travel retailers	On first occupation	Identify local walking and running retailers and approach with proposal of partnership. Promote via flyers and invite to on Site events.
Organise on Site resident travel events coordination	Minimum 1 per year	Raises awareness of travel options and commercial offers. Look to bring retailers on site. Adjust according to annual budget.
Organise on Site E-bike and bike demonstration event with local shop/provider where residents can try bikes with a view to encourage them to make a purchase	As agreements with local providers are established and from 50% occupation	Could be part of an event or standalone.
Arrange for bike maintenance courses on Site	From 30% occupation	Review results of annual survey and if demand arrange with local provider.
Promote and deliver local cycle training services	Available upon occupation	Lead TPC to liaise with council and promote local services from their approved providers. TPC to meet with local training providers to establish potential discounts and on-site events.
Explore options for funding and a suitable area for a cycle repair station for residents	On first occupation	Investigate options for a repair station, costs and location that residents can access. Linked to maintenance courses. Empowering residents to fix and repair their own bikes and giving the infrastructure to do so. Responsibility of TPC.
Explore establishing and advertising a Bicycle User	Available upon occupation	Cycling and running champions would need to be identified to establish the groups – requires input

Measures	Guideline Timescale	Further Detail
Group (BUG) and Run User Group (RUG) for Rossington		and support from on-site sales team, council and interaction. Potential for resident groups.
Liaise with local walking and cycling groups and provide information on their services and contact details to residents	On appointment	Found on all promo materials including travel pack and at events. Clubs could be invited to on Site events.
Raise awareness of cycle routes within the area	On delivery of Travel Packs and at on Site events	Promote existing cycle maps or create one / led rides
Provide details of the DfT Cycle to Work scheme available at https://assets.publishing.service.gov.uk/media/5dc9475440f0b64251080457/cycle-to-work-guidance.pdf The provision of the cycle to work scheme details will enable residents to raise this measure with their employer where appropriate	On delivery of travel packs / promo materials and at on Site events	Can be residents for them to influence their own employers. Will help to increase cycle ownership levels.
Provision of network aps detailing travel times by walking and cycling	On delivery of travel packs / promo materials and at on Site events	Mailshot Large version on display at events Travel pack
Promote the health benefits of walking and cycling	On delivery of travel packs / promo materials and at on Site events	As above
Promote https://www.plotaroute.com/walkingrouteplanner as a walk journey planner in the local area	On delivery of travel packs / promo materials and at on site events	Combine with cycle streets and any other journeys planners
Provide discounted British Cycling membership	From first occupation	Liaise with British Cycling
Promote cyclestreets.net as a cycle journey planner.	On delivery of travel packs / promo materials and at on site events	Ask Cyclestreets for additional promotional materials
If relevant promote LA active travel pages	On delivery of travel	Source on appointment and during initial meetings with LA

Measures	Guideline Timescale	Further Detail
	packs / promo materials and at on Site events	
Investigate provision of "pool" cycle/bike library for use by residents	From 50% occupation	Funding would need to be arranged either for residents individually or centrally by lead TPC. Demand to be established post occupancy surveys and raise demand with council to ensure grant funding is directed towards the site.
Provide 1-1 travel planning function for residents	From first occupation	TPC to provide travel planning contact details on all promotional materials.
Feasibility study for complementary active travel measures and associated bid writing e.g. mobility hubs/bike library	From appointment	Constantly scan funding websites and during update meetings with council. Ensure the council are aware of the Site as a potential host for active travel delivery and bid funding.
Establish Bicycle user group and run user group amongst residents	From 50% occupation	Establish demand and interest via on site Facebook groups and at on Site events.

Table 6.3 Car Sharing/Car Club Measures

Measures	Guideline Timescale	Further detail
Promote car share service if LA/regional one is in place and work with Lead or provider	Available upon occupation	Establish demand in the annual survey. Lead TPC to liaise with council and to either join their local scheme or establish a scheme with a national provider e.g. Liftshare
Conduct feasibility study on demand and deliverability of on-Site car club vehicle	As required	High level of deliverability. Lead TPC to liaise with Enterprise and Hiyacar to seek interest and opportunities.
If delivered establish discounts and promotional campaign for the car club vehicles	Prior to placement of vehicles on Site	Agree plan and discount/free minutes with Enterprise prior to vehicles being placed.
Provide details on the car club offer to residents	Once car club is established	Look to organise an onsite event with the provider and arrange an introductory discount for residents.

Table 6.4 Public Transport Measures

Measures	Guideline Timescale	Deliverability and Responsibility
Liaise with council and transport authority re bus service provision and	On appointment and ongoing	Aim is to ensure a service is brought to development and preferably into site.

Measures	Guideline Timescale	Deliverability and Responsibility
ensure site inclusion within strategic plans, Bus Service Improvement Plan etc		
Produce maps with walking routes to local bus stops and deliver to residents	Update and deliver annually within Travel Packs	Ideally delivered in conjunction with a ticketing offer.
Provide up to date public transport information, bus route maps. To be provided through updates to the TP and via the development website	Initially on Travel Packs and website and updated as required thereafter	Options for links to travel information sources rather than printed materials to ensure information remains up to date. There may be opportunities for real time displays.
Negotiate directly with public transport operators to seek discounted weekly, monthly and season tickets	TPC to contact operators within 2 weeks of appointment	This may be secured under S106 agreement. If not then liaise with providers and transport authority.
Travel advice household visits	Available upon first occupation	Removes potential barriers created by lack of information. Responsibility of TPC. Gather contact details of interested residents.
Promote local and national active travel events. Invite local organisers to run events on site	As events take place	A single annual event may be most desirable along with active travel and car sharing. TPC act as coordinator

Table 6.5 Marketing

Measure	Timescale	Further Detail
Provision of a welcome travel pack – update and issue annually.	Create on appointment. Update and disseminate annually thereafter	Contains all travel information a new resident will find useful and which will encourage them to use sustainable travel modes.
Provide information for the development website travel page if relevant. Include a link to the Travel Plan.	On appointment	Liaise with developer. Usually in the form of a separate page or a travel information section on the main development site.
Mail shot for annual travel survey.	On appointment and deliver when 30% of homes are occupied.	Simple flyer to be delivered door to door with survey link and information on prize. Can use other side for partner offers or travel tips etc.
Mail shot for annual travel survey reminder 4 weeks after initial mail shot.	4 weeks after initial issue of annual survey flyer	As above.
Promotional materials for site wide incentive campaign.	On appointment. Deliver from first occupation.	Provide incentive for residents and promote via the main channels.
Materials for on Site events.	Prior to events being run.	These can be in the form of flyers, branded materials, Travel Packs and materials from the council.
Promote the discounts and links with local walking and cycling retailers and partners e.g. British Cycling as they are established.	Aim to establish partnerships on appointment. Deliver periodically.	Partners can be invited to on Site events. Develop specific promotional flyers promoting discounts and offers.
Advertise where appropriate the implementation of additional and new facilities and routes.	As new facilities or routes are created.	This could be a new cycle route or new bike library for example.
Join resident or local Facebook accounts to promote survey, offers, events etcdi.	On appointment	The on Site sales teams usually have access these to these and can put TPC in touch with the group organiser. Promote offers, survey etc. Also, an opportunity to gain feedback on ideas etc via this channel.
Provide Travel Packs and any flyers produced to Housing Sales and Marketing staff whilst on site.	On completion of Travel Packs and as and when new promotional flyers are produced.	Sales Teams will liaise with prospective buyers and existing ones on site. A valuable ally to promote the Travel Plan and its aims, local facilities, services etc.

6.2 Promotion and Communication

6.2.1 When delivering measures within the above action plan, consideration should be given to the touch points between the TPC and residents. Some of the key questions to answer are what information do residents need and want and how do effectively reach residents? Some residents will respond to messaging on social media whilst others may not be members of the local Facebook group. Therefore, various communication channels need to be considered.

6.2.2 When developing the marketing strategy it is often useful to identify which touch point would be most effective at different stages of implementation and identify the timescale and who will be responsible for developing each. Key communication channels to be used by the TPC are:

- Resident Travel Packs;
- Residents Facebook groups tend to be set up by active residents or housing developers;
- Travel Plan newsletter;
- On Site events will bring the TPC face to face with residents;
- If demand is sufficient, a resident travel plan steering group or similar such as a Bicycle User Group may be established;
- Annual survey results report;
- Door knocking and mail shots should be used; and
- Development of a travel web page may be effective however, page traffic should be monitored to assess effectiveness.

6.2.3 The lead TPC should consider membership of any travel plan groups (including Manchester City Council) that become available during their appointment. Liaison with the Travel Plan Officer will enable the TPC to consider membership as appropriate organisations are formed.

6.3 Maintaining Interest

6.3.1 It can be difficult to maintain interest in messaging around Travel Plans. There are a few key points to note that will assist in ensuring that people are not discouraged. These are:

- A varied and persistent offer to residents including an ongoing site wide campaign;
- Formation of a Travel Plan Steering Group made up of residents across the site to encourage interaction;
- Regular communication to keep the Travel Plan and its aims in people's minds;
- Easily contactable assistance should be available to residents to solve any problems they have in changing mode;
- Make sure information provided to residents is always up to date; and
- Develop a successful feedback mechanism.

7. Monitoring and Review

7.1.1 A successful TP must have an appropriate monitoring programme that measures success (and failure) and reinvigorates the process where necessary. The development of an appropriate monitoring and review strategy is the responsibility of the TPC.

7.1.2 Resident travel surveys will be carried out on an annual basis (year on year from the baseline surveys being carried out) with monitoring of facilities such as cycle parking and traffic counts.

7.1.3 Initial surveys will be completed by each resident 3 months post occupation of 50%.

7.1.4 An annual monitoring/review report will be prepared and submitted by the TPC who will then collate the results for submission to the stakeholders within 4 weeks of completion of the initial surveys. Surveys will be undertaken on an annual basis as a minimum.

7.1.5 The survey will include the following elements:

- How residents currently travel to and from the site;
- How residents prefer to travel to the site;
- How residents and visitors would travel to the site if there were no barriers to their chosen mode;
- Measures that would encourage residents and visitors to use sustainable modes;
- Total number and travel mode type arriving and departing the development in the AM peak hour;
- Regular local travel destinations and mode;
- Home shopping usage levels;
- Cycle ownership;
- Rates of running, walking and cycling for leisure;
- Likely propensity to use car clubs and walking/cycling bus; and
- Work postcode for residents (for example by postcode area);

7.1.6 It is imperative that an appropriate number of residents are surveyed to ensure that the data collected is representative of overall travel patterns. Therefore, the following target is set as a minimum for responses:

- 30% of total residents.

7.1.7 If the 30% target for responses is not reached the TPC will reissue communications around the survey. If this does not engender the required increase in responses then the TPC will increase the incentive prize further and reissue communications. Consideration of more varied communication channels will also be considered e.g. on site events, door knocking etc.

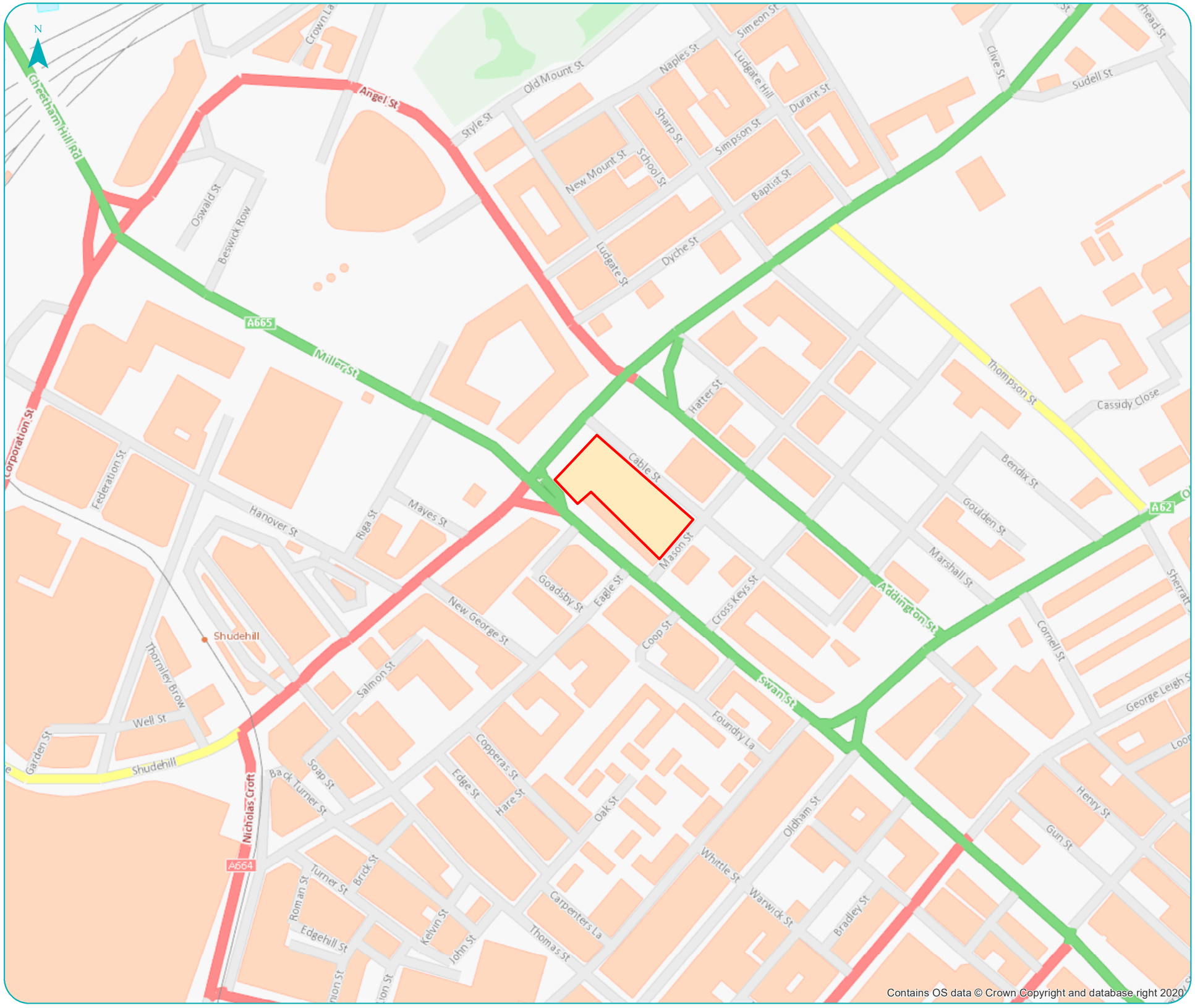
7.1.8 On completion of the surveys and collation of results the TPC will produce a report detailing the progress that has been achieved in implementing measures against the modal shift targets over the preceding twelve-month period. Any

progress made will be reported by the TPC to the Developer and Manchester City Council and any other key stakeholders.

7.1.9 The monitoring report needs to include reviews of how well the plan is working to meet the objectives of the plan, it should also include targets for discussion and agreement with the steering group. The monitoring report will provide details on timescales for change and where the responsibilities lay for actioning this change.

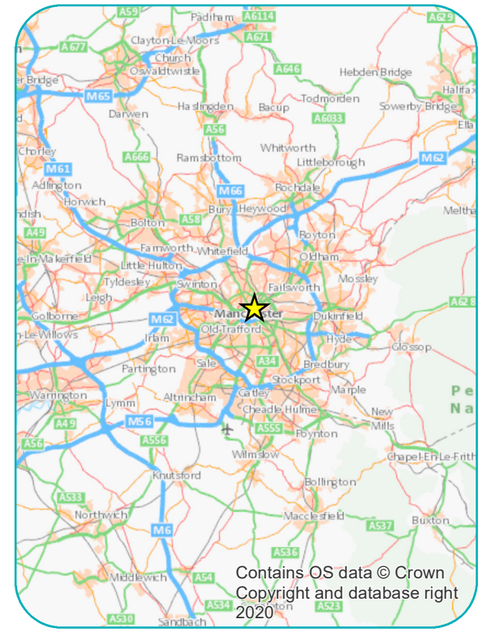
7.1.10 The TP needs to be active and to be developed in conjunction with the survey results/experiences of the TPC. For example, if there is little/no cycling occurring amongst the residents, it would be appropriate for the TPC to review and focus on a concerted promotion of cycling.

Figures



Key

- Site Location
- Indicative Site Boundary

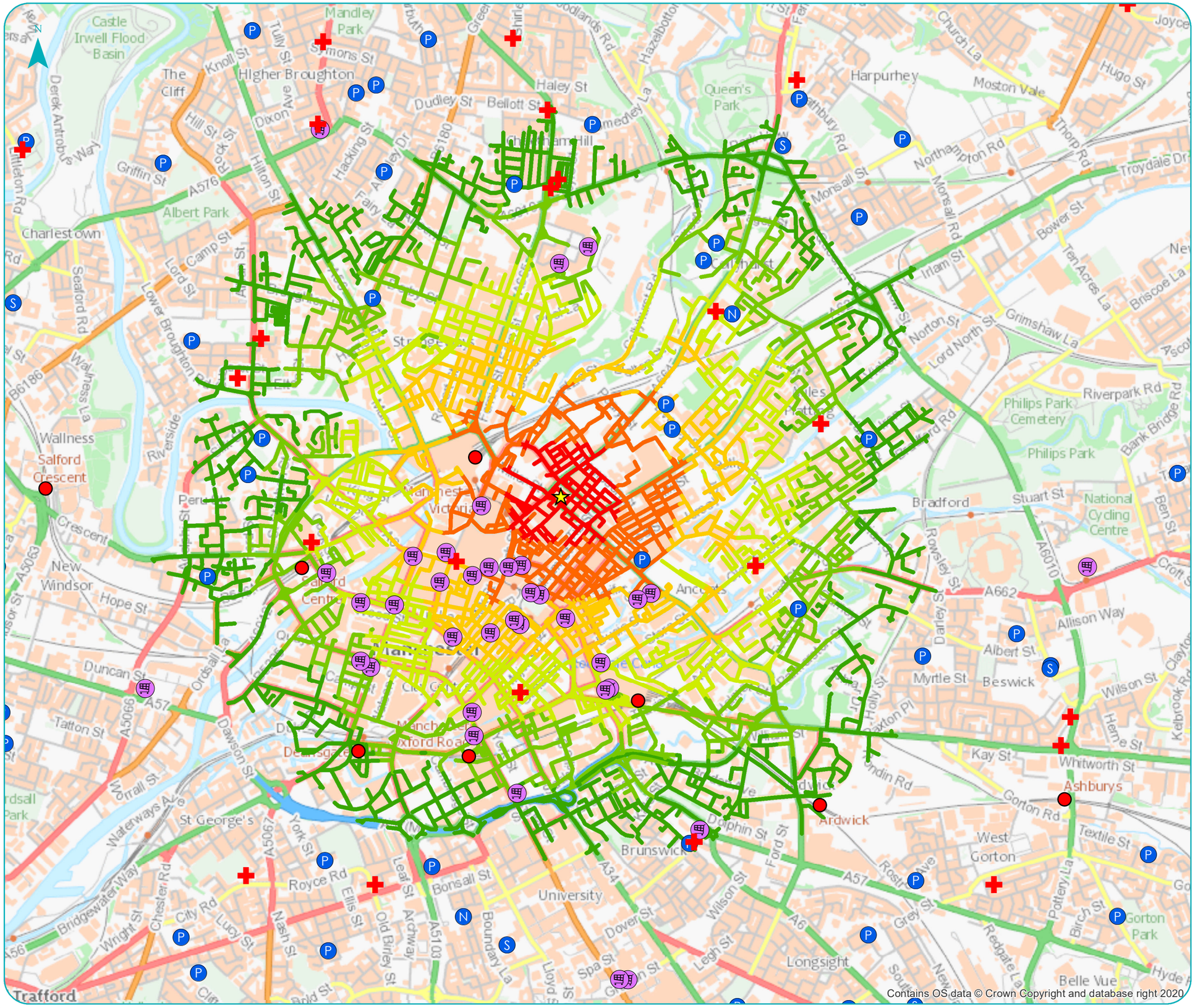


Swan Street House,
Manchester
Residential Development
Site Location Plan

Figure 1

Scale @ A3 1:2,500

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Key

- Site Location
- Railway Stations
- GP
- Supermarkets

Schools

- Nursery
- Primary
- Secondary
- College

Pedestrian Accessibility (4.8kph)

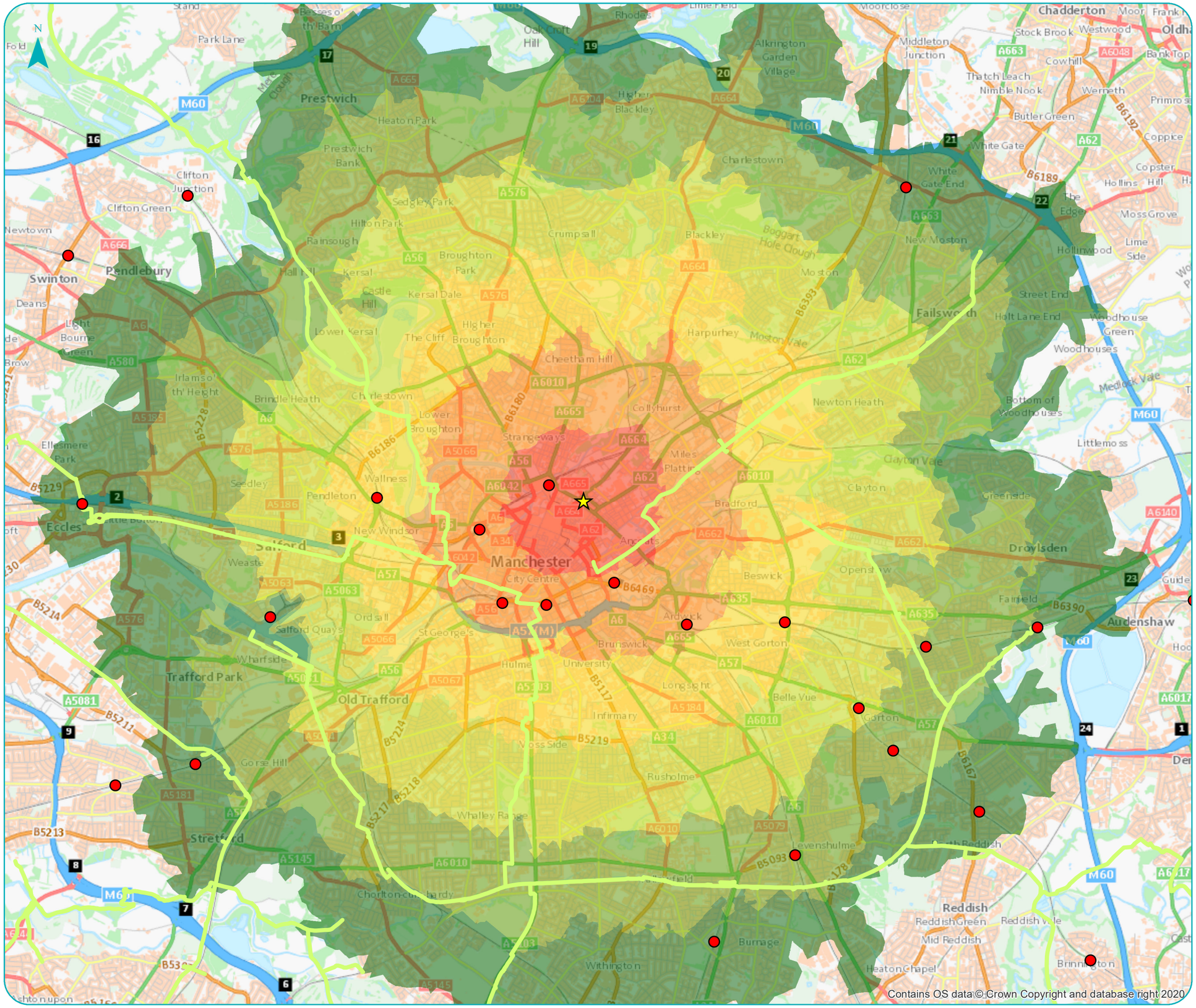
- 0-5 minutes
- 5-10 minutes
- 10-15 minutes
- 15-20 minutes
- 20-25 minutes
- 25-30 minutes

Swan Street House,
Manchester
Residential Development
Pedestrian Acessibility

Figure 2

Scale @ A3 1:20,000

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Swan Street House,
Manchester
Residential Development
Cycle Acessibility

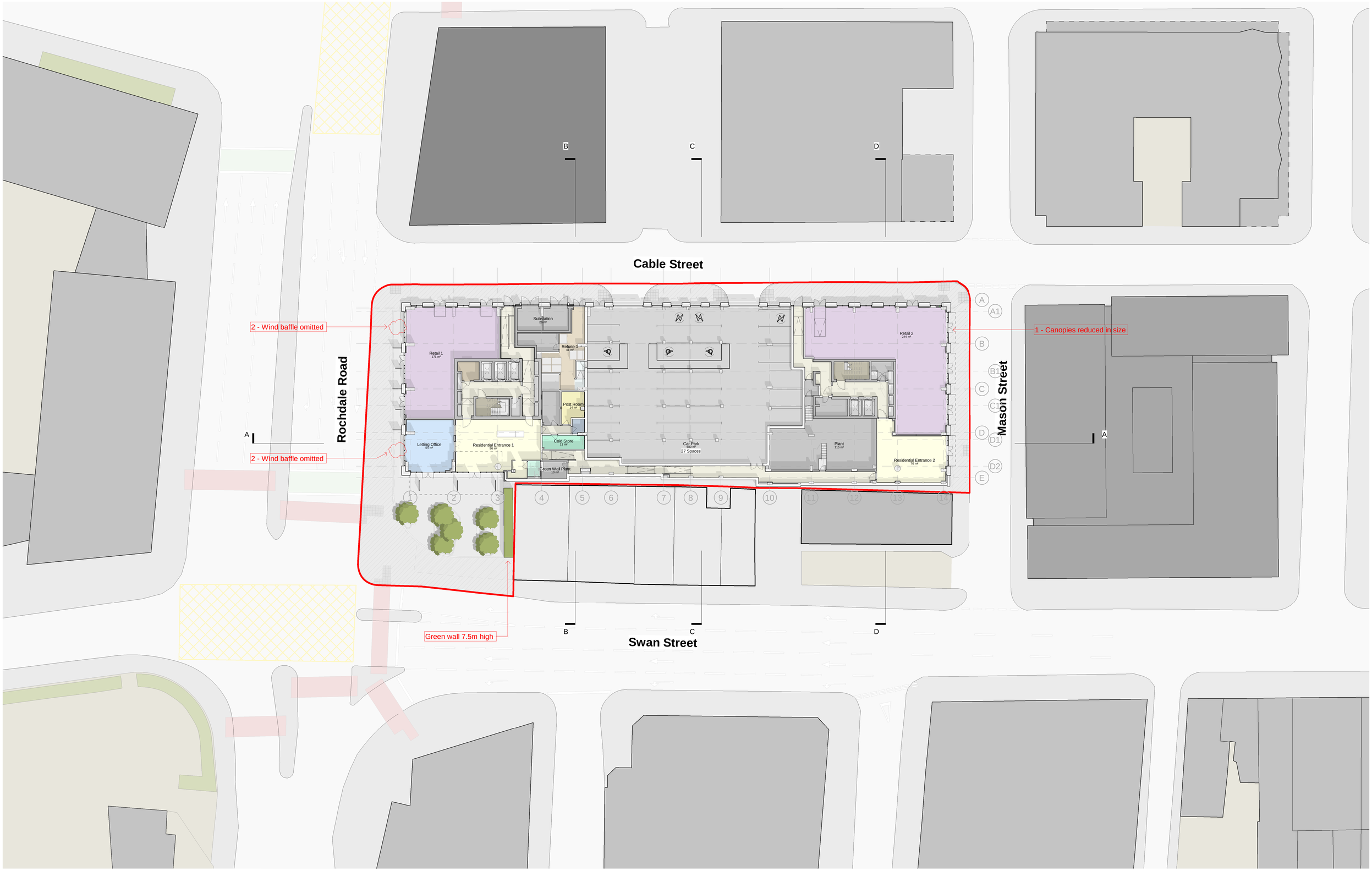
Figure 3

Scale @ A3 1:50,000

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Appendices

Appendix A Masterplan



This drawing is copyright
Do not scale off dimensions.

All dimensions to be checked on site by contractor.

Contractor to report any dimensional discrepancies, errors or omissions prior to commencing on site.

Scale Bar 1:250 @ A1

0 1 2 5 10m

NORTH

Rev	Date	Description
00	2018-07-06	Issued for planning
01	2018-07-25	Updated landscaping proposals
02	2019-07-09	Updated Internal Arrangement - 00 & M0
03	2022-08-22	Non-material amendment
04	2023-06-19	Minor material amendment
05	2023-08-16	Wind mitigation baffle locations updated
06	2023-10-25	Revision notes added

Project Title
Swan House
2 Rochdale Road
Manchester

Status
Planning Issue

Drawing Title
General Arrangement Plan
Ground Level 00

Project No
10133

Scale
1:500 @ A3
1 : 250@ A1

Date
Jun 2018

SHP Drawing Code
32073-Z1-00-PL-A-B5D8-G200-0001

Revision
06

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