



Vinci Construction UK Ltd

RADCLIFFE CIVIC HUB

Full Travel Plan





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Full Travel Plan

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DRAFT TRAVEL PLAN SURVEY

1 INTRODUCTION

1.1 OVERVIEW

- 1.1.1. WSP have been appointed by Vinci Construction UK Ltd to prepare a Full Travel Plan for the Radcliffe Civic Hub.
- 1.1.2. This is in relation to the development proposals within planning application 69388, described as the *“Demolition of 13-21 Blackburn Street/TSB Bank and erection of three-storey civic hub building containing swimming pools, fitness suites and studios, indoor climbing facility, offices, cafeteria and library; Link block between Radcliffe Market and Market Chambers buildings, plus refurbishment of Market Chambers and Market Hall basement, for use as a multi-use event space, with associated external alterations and works and hard and soft landscaping”*.
- 1.1.3. Condition 23 of this planning permission states:
“Prior to first occupation of the development, a full travel plan, which shall include clear objectives and modal split targets, together with a time-bound programme of implementation, monitoring, regular review and update; and be based on the particulars contained within the Interim Travel Plan (by WSP – Project No. 70092923), shall be submitted to and approved in writing by the local planning authority and thereafter operated in accordance with the agreed details.”

1.2 BACKGROUND

- 1.2.1. The Radcliffe Civic Hub proposals support Bury Council's £40m Levelling Up Fund bid, constituting a key part of the Radcliffe Strategic Regeneration Framework.
- 1.2.2. Upon completion, the development of the Civic Hub is proposed to provide:
- Library and learning facilities;
 - Office units;
 - Wet and dry leisure facilities; and
 - An improved public realm area.
- 1.2.3. In addition to the new Civic Hub, the development proposals also incorporate refurbishment and repurposing of the existing Radcliffe Market Chambers at both ground floor level and basement. The Travel Plan covers these proposals in addition to the Civic Hub.

1.3 SCOPE AND METHODOLOGY

- 1.3.1. The scope of this Travel Plan is to establish the baseline travel conditions of site users of the Civic Hub and to identify the necessary measures to promote sustainable and active modes of travel to and from the site. The Travel Plan concludes with marketing and monitoring strategies to record and encourage the use of sustainable modes of transport.
- 1.3.2. The summary of the scope and methodological process of this Travel Plan is seen below:
- An introductory section highlighting the benefits of a Travel Plan and their requirements;
 - A policy review section that sets out the key national and local transport policies that are relevant to the Radcliffe Civic Hub;
 - A review of existing transport infrastructure and connectivity of active travel and public transport provision within the vicinity of the site;

- A management plan which contains details of the Draft Travel Plan Questionnaire and the analysis of the results following the opening of the Civic Hub;
- A description of the outcomes and objectives of the Travel Plan, including modal share targets and a detailed action plan to reduce dependence on the private car;
- A review of relevant Travel Plan measures to promote sustainable travel to the site; and
- A review of measures to promote sustainable travel from the site and its associated communication, marketing, and monitoring strategy in achieving this.

1.4 PURPOSE OF A TRAVEL PLAN

- 1.4.1. A Travel Plan (TP) is a site-specific strategy and action plan for managing multi-modal access and travel to a site or development which focuses on promoting travel by sustainable and active modes of transport. Travel Plans are concerned with changing the travel behaviours of site users to reduce the number and length of motorised journeys and increase travel by walking, cycling and public transport.
- 1.4.2. This is a site-specific TP for the Civic Hub which outlines the following:
- Timescales for surveying travel patterns following occupation of the site alongside a draft travel questionnaire;
 - Methods proposed to reduce the number of site users travelling to and from the site by car; and
 - The measures that will be used to monitor the TP in its objective to reduce the volume of private car trips to the site.

1.5 TYPE OF TRAVEL PLAN

- 1.5.1. In reference to 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (GPG) by the Department for Transport (DfT) 2009, there are five types of Travel Plans, which include: Full; Interim; Framework; Statement; and Area-wide plans.
- 1.5.2. As stated above, a Full Travel Plan (FTP) is appropriate in order to discharge planning condition 23 which requires the production of a full travel plan prior to first occupation of the site.
- 1.5.3. Appropriate travel measures and targets have been identified in later stages of this FTP which aim to improve the uptake of sustainable transport modes to and from the Civic Hub and to discourage the use of private vehicles.
- 1.5.4. The management and coordination of these measures, in addition to raising awareness to site users of the FTP, will be the responsibility of the designated Travel Plan Coordinator for the Civic Hub.
- 1.5.5. The contents of this FTP follows national guidance outlined in the GPG with a commitment to assist in delivering an effective FTP for the site.

2 POLICY REVIEW

2.1 INTRODUCTION

- 2.1.1. The following section of the TP sets out the key national and local traffic and transport policies that are relevant to the Radcliffe Civic Hub. Later sections of the TP demonstrate how the proposals accord with these policies.

2.2 NATIONAL POLICY

National Planning Policy Framework, 2023

- 2.2.1. The NPPF was first published in March 2012, updated in February 2019, revised in July 2021 and with a further revision in September 2023. It sets out the government's planning policies for England and how these are expected to be applied. The NPPF aims to make the planning system more accessible, and to promote sustainable growth. It replaces all the previous Planning Policy Statements (PPSs) and Planning Policy Guidance (PPGs) including PPG13 (Transport).
- 2.2.2. Section 9 of the NPPF, entitled '*Promoting Sustainable Transport*', outlines the Government's planning policies to ensure that sustainable transport choices are available for promoting sustainable development. Paragraphs 110, 111, 112 and 113 state the following:
- 2.2.3. Paragraph 110.
- "In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*
- a) Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
 - b) Safe and suitable access to the site can be achieved for all users; and*
 - c) 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."*
- 2.2.4. Paragraph 111.
- "Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe"*
- 2.2.5. Paragraph 112.
- "Within this context, applications for 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.

2.2.6. Paragraph 113.

“All developments that will generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a TS or transport assessment (TA) so that the likely impacts of the proposal can be assessed.”

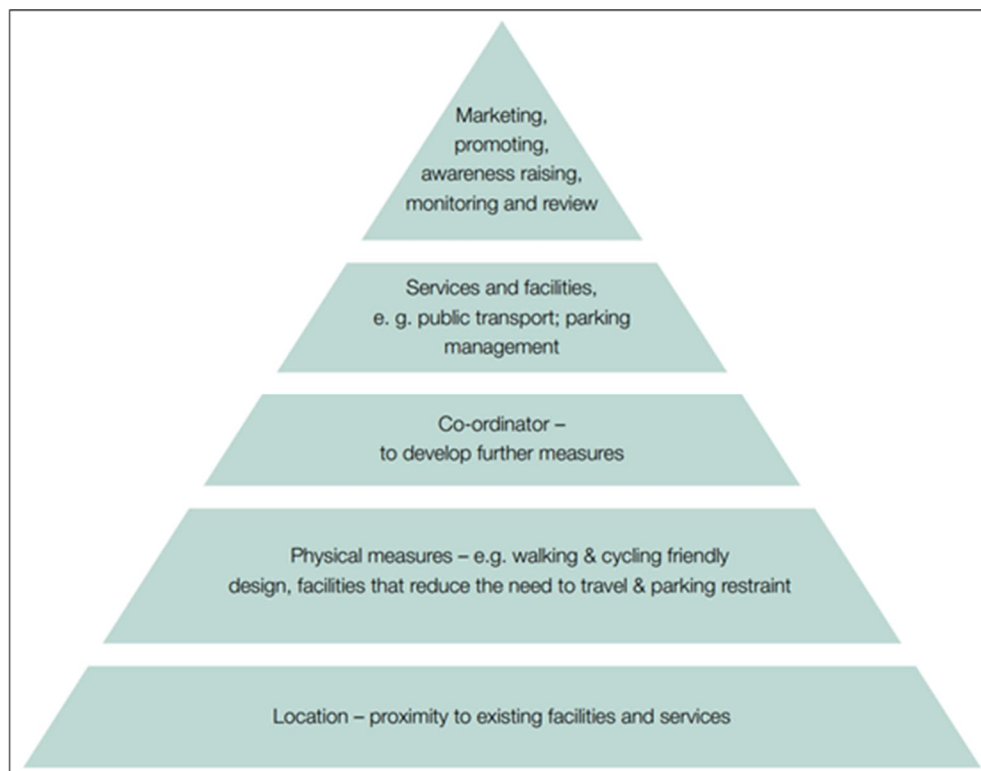
2.2.7. Paragraph 92 details the role of the planning system in creating healthy and inclusive communities, a matter that is underpinned by modes of transport in and near localities.

2.2.8. Paragraphs 154 and 155 highlight the importance of new developments providing solutions which support reductions in greenhouse gas emissions and levels of traffic congestion.

Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (DfT, 2011)

2.2.9. The GPG outlines that the development of Travel Plans can be viewed as pyramid of activities and actions, which form the foundations of this ITP. The Travel Plan Pyramid is shown in Figure 2-1, which is referred to as the ‘Pyramid’ throughout this report.

Figure 2-1 - GPG Travel Plan Pyramid



Smarter Choices – Changing the way we Travel (DfT, 2004)

- 2.2.10. As part of this strategy, the final report of the research project ‘The influence of Soft Factor Interventions on Travel Demand’ found that soft intervention measures had a significant impact on travel choices across the country following 24 case study interview locations in England and Scotland.
- 2.2.11. The report found with the low intensity application of soft measures such as Travel Plans, traffic levels had been reduced, on average, by 4%. For every £1 spent on soft measures, it was found that this would bring a benefit of £10 on average across the country.

2.3 REGIONAL POLICY

Travel Plan Toolkit (TfGM, 2023)

- 2.3.1. The Transport for Greater Manchester Travel Plan Toolkit¹ provides detailed information regarding the requirements of Travel Plans that are implemented within the Greater Manchester region. This includes:
- The reason for the Travel Plan (if voluntary or as part of a planning condition) accompanied by a description of the travel / transport issues faced by the site;
 - Survey results which will be used to set objectives and targets which are to be clearly defined;
 - A timetable of implementation; and
 - Assigning responsibility to the Travel Plan Coordinator to ensure proper monitoring and reviewing takes place.

Greater Manchester Fourth Local Transport Plan (LTP4) (GMCA, 2017)

- 2.3.1. The Greater Manchester Local Transport Plan comprises two documents; *The Greater Manchester Transport Strategy 2040*, which gives a long-term strategic view of how the transport system will need to evolve, and an accompanying *Five-Year Delivery Plan*, which gives more specific detail of what objectives are planned in the short term.
- 2.3.2. The aim of both documents is to establish a “fully integrated, high-capacity transport system for Greater Manchester, with travelling customers at its heart”.
- 2.3.3. To support the ongoing Travel Planning documents and processes set up by both public and private developers and their Travel Plan coordinators (TPC), TfGM and its partners will look to focus on evolving Travel Planning tools over the coming years to improve accessibility to ‘real time’ information for all travellers.
- 2.3.4. A single portal for travel information is planned to provide multi-modal travel information to help travellers to make informed decisions on their journeys.
- 2.3.5. By allowing travelling customers to make excellent travel choices it is hoped that it will allow them to:

¹ TfGM Travel Plan Toolkit: <https://travelplankit.tfgm.com/>

“move seamlessly between services and modes of transport on a single, high quality, easy-to-use network; maximising choice and supporting low-car lifestyles, made possible by integrated land use and transport planning.”

TfGM Streets for All

- 2.3.6. TfGM's Streets for All (SfA) sets out Greater Manchester's progressive approach to making the streets of Manchester easier for all to get around by putting people and sustainable modes of transport first.
- 2.3.7. The SfA has been produced to support the implementation of Policy 20 of the Greater Manchester Transport Strategy 2040. This policy forms the basis of the SfA vision and is identified below:
- We will ensure that our streets are welcoming, green, and safe spaces for all people, enabling more travel by walking, cycling and using public transport while creating thriving places that support local communities and businesses.*
- 2.3.8. A series of essential considerations have been developed which relate to the challenges and ambitions of Greater Manchester's streets. This includes:
- The provision of a safe and connected cycling experience; and
 - An attractive and inclusive walking environment.
- 2.3.9. Regarding Travel Plans, SfA states that:
- “Employers should also promote alternatives to private car ownership by developing travel plans which support the use of active travel and public transport, and opportunities for car sharing.”*

2.4 SUMMARY

- 2.4.1. From the national and regional policy described above, it is acknowledged that it is crucial to consider accessibility by all modes of transport to the Civic Hub. It is also evident that effective Travel Planning from the outset will have benefits for both existing users of the town centre and future users of the Civic Hub.
- 2.4.2. The site is well located for existing active travel infrastructure and public transport provision. The site also offers the opportunity to enhance and promote the existing provision and increase the potential for sustainable travel to and from the Civic Hub.
- 2.4.3. The location of the Civic Hub meets the national and regional sustainable travel guidance. The following sections will explore in further detail the sustainability of the location. Further detail will be given as to how sustainable travel behaviours can be encouraged from the outset of occupation.

3 BENEFITS OF A TRAVEL PLAN

3.1 BENEFITS OF A TRAVEL PLAN

3.1.1. Whilst this document does not suggest there are specific issues with any of the below topics which need to be addressed for the development proposals to come forward, there are still numerous benefits that can arise from implementation of a Travel Plan at the Civic Hub. The potential benefits are addressed in the following sections.

3.1.2. Benefits for site users and existing users of Radcliffe town centre include further improvements to the following:

Safety, Health and Wellbeing

- Further improvements to road safety in the local area by reducing vehicle traffic from/to the area;
- Contribution to healthier lifestyles of site users by increasing active travel;
- Further improve social inclusion by reducing reliance on car travel for Civic Hub users; and
- Contribute to sustainable and vibrant communities in the local area by reducing car use.

Accessibility

- Provide even greater choice of travel to site users for greater flexibility, improved mobility and meeting access needs;
- Assist with identifying and removing any possible barriers to walking and cycling; and
- Further reduce the pressure on the local highway capacity and parking availability, especially at peak times.

3.1.3. Benefits for the **local environment** include the following:

- Contribute to a reduction in traffic congestion in the local area, particularly at peak times;
- Reduce carbon emissions by lowering vehicle numbers and lowering congestion; and
- Contribute to air quality and noise pollution targets by reducing the volume of car trips to the site and congestion in the vicinity of the site.

3.1.4. Other benefits include:

- Corporate responsibility benefits for the operator of the Civic Hub;
- Increase in travel choices;
- A more accessible site;
- Financial savings (both corporate and personal); and
- Better time management.

4 EXISTING SITE

- 4.1.1. The existing area that the Radcliffe Civic Hub will occupy primarily consists of various small retail and leisure facilities and a public realm area.
- 4.1.2. The site is a key part of the Radcliffe Strategic Regeneration Framework, which identified the potential for a hub from the redevelopment of the existing shopping blocks which front onto the Piazza, Dale Street and Blackburn Street.
- 4.1.3. The previously existing façade and public realm space can be seen in Figure 4-1. This area is currently under redevelopment in preparation for the construction of the Civic Hub.

Figure 4-1 - Existing Public Realm Area



4.1 LOCAL AMENITIES

- 4.1.1. The central location of the site within Radcliffe means that there are various amenities within a 500m radius of the site, including Radcliffe bus station and Metrolink station, and the existing leisure facilities within the town centre.
- 4.1.2. Several retail amenities are also situated in the vicinity of the site including Asda, Lidl and Radcliffe Market. The site is also close by to green spaces such as Coronation Park.

5 TRANSPORT INFRASTRUCTURE AUDIT

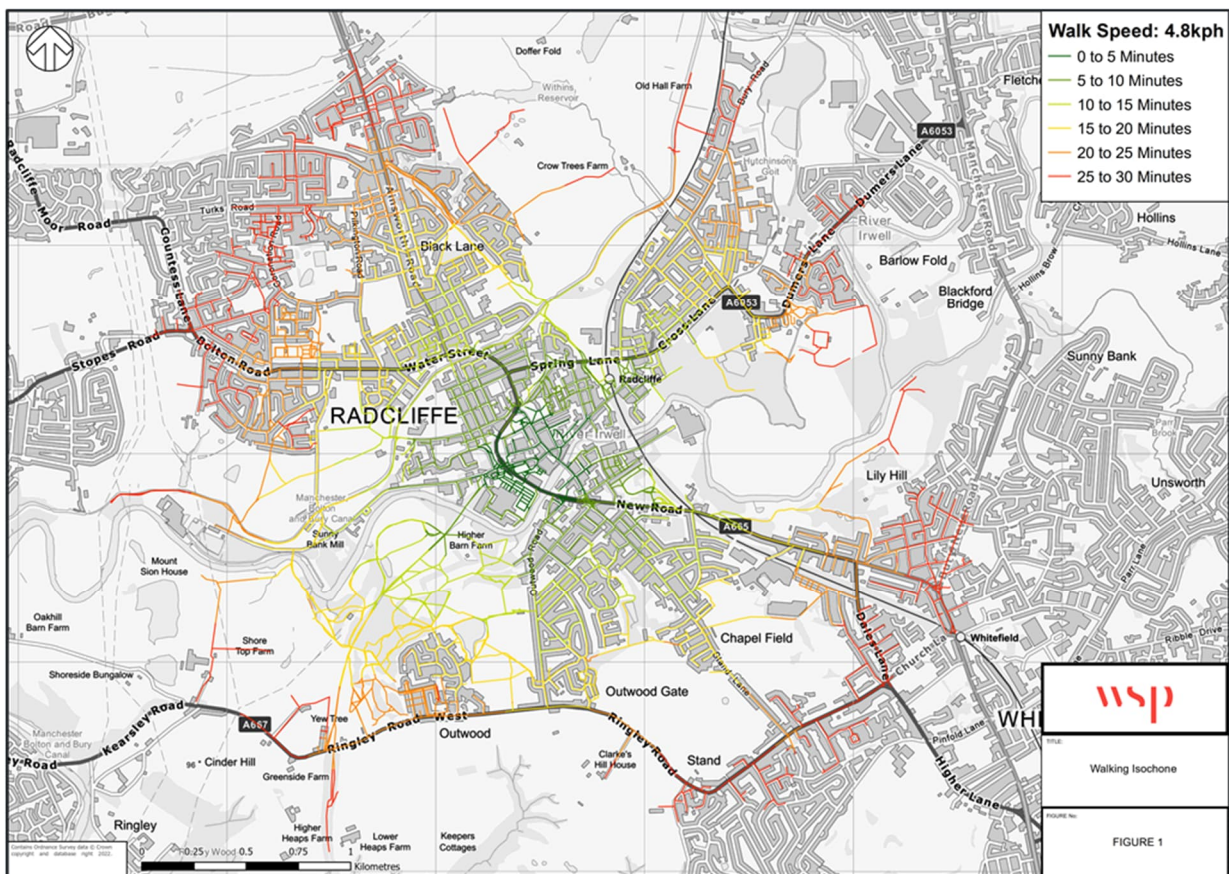
5.1 INTRODUCTION

- 5.1.1. This section of the Travel Plan assesses the accessibility of the Civic Hub by sustainable modes of travel and reviews how the site location lends itself to sustainable travel. A central transport objective of the development proposals is to reduce reliance on the private car and encourage the use of sustainable modes of travel by employees and visitors.

5.2 PEDESTRIAN ACCESSIBILITY

- 5.2.1. The Institution of Highways & Transportation (IHT) publication 'Guidelines for Providing for Journeys on Foot' outlines the preferred maximum walking distance for commuting from an origin point, by persons without a mobility impairment, as 2000m. With an average walking speed of 1.4m/s, 2000m constitutes a 24-minute walk.
- 5.2.2. The pedestrian accessibility isochrones shown in Figure 5-1 have been modelled using Geographical Information System (GIS) software and illustrates the area surrounding the site which is within a 2400m/30-minute walk from the centre of the proposed development.

Figure 5-1 - Walking Accessibility Isochrones



- 5.2.3. The pedestrian isochrones show that a significant majority of Radcliffe is accessible within 10-15 minutes, providing the site with a high level of walking accessibility to a large residential (i.e.

employee or visitor) catchment together with public transport nodes and complementary uses such as town centre retail and employment areas.

5.2.4. Key public transport nodes that can be accessed within a 15-minute walk from the site which provide connectivity to local and regional destinations include:

- Radcliffe Metrolink station;
- Radcliffe bus station;
- Bus connections to Bury and Bolton along Church Street West; and
- Bus connections to Manchester City Centre along Stand Lane.

5.3 CYCLING ACCESSIBILITY

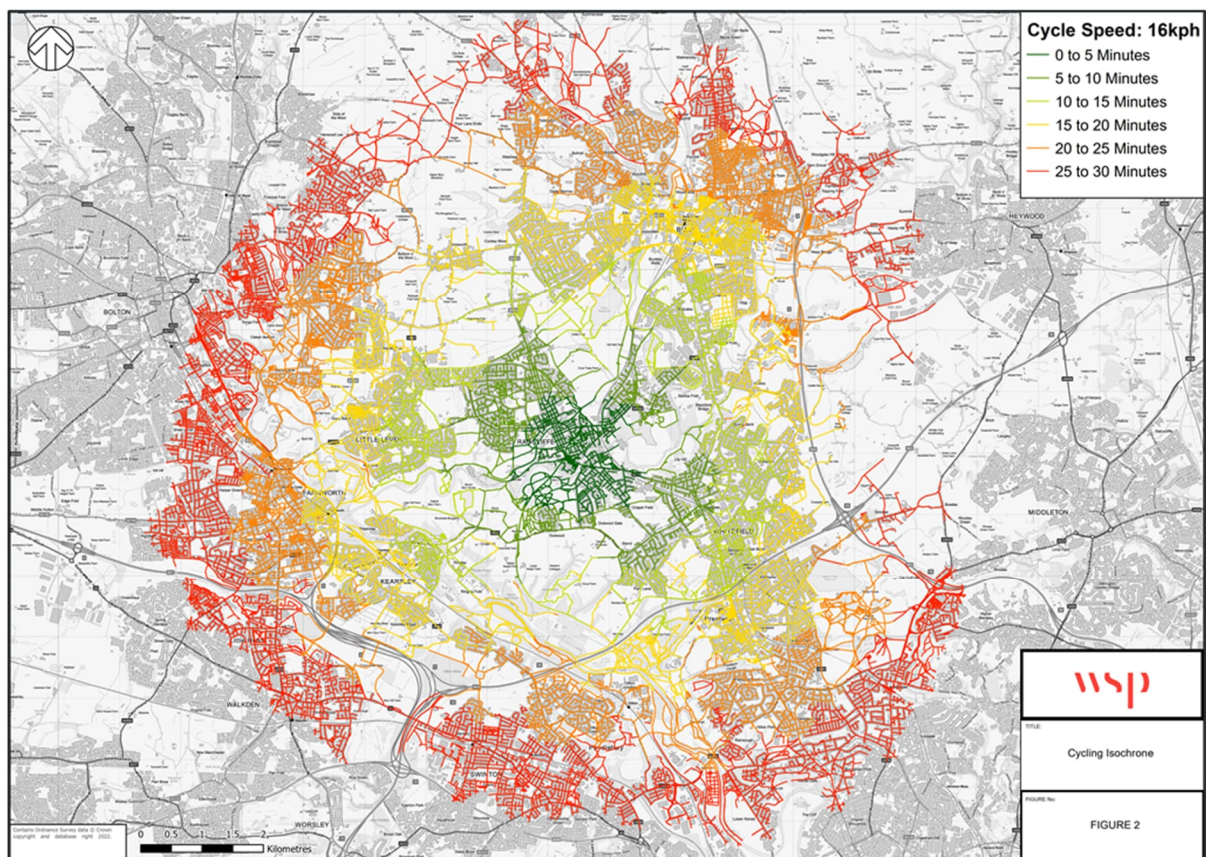
5.3.1. Planning Policy Guidance 13 – Transport (PPG13) states:

“Cycling also has potential to substitute for short car trips, particularly those less than 5km and to form part of a longer journey by public transport.”

5.3.2. Whilst the PPG13 has been superseded by the NPPF, the identified acceptable 5,000m cycling distance is still considered applicable in the absence of any updated guidance.

5.3.3. The cycling isochrones shown in Figure 5-2 illustrates the area surrounding the site and the existing cycling provision.

Figure 5-2 - Cycling Accessibility Isochrones



5.3.4. The cycling isochrones show that the site provides key connectivity to local neighbourhoods within the vicinity of the site including:

- Neighbourhoods less than a 10-minute cycle journey from the site such as Whitefield;
- Neighbourhoods between a 10–15-minute cycle journey including Little Lever and Kearsley; and
- Neighbourhoods between a 20–30-minute cycle journey including Prestwich and Bolton.

5.3.5. The cycling isochrones are indicative that the Civic Hub is accessible by bicycle from various local and regional neighbourhoods in northern Greater Manchester.

5.4 CYCLING INFRASTRUCTURE

- 5.4.1. Cycle parking facilities will be provided at the Civic Hub for site users. These will represent an improvement on the existing cycling provision in the site area.
- 5.4.2. A series of uncontrolled crossings across residential streets and signal-controlled crossings across Dale Street and Deansgate form part of the existing cycling network to the north of the site.
- 5.4.3. Route 6 of the Sustrans National Cycle Network is nearby and is situated to the north of the site. The route provides a mostly traffic-free route between Manchester City Centre and Radcliffe before continuing north.
- 5.4.4. Approval has also been granted for a new walking and cycling link across the River Irwell which replaces a previous structure that was destroyed during severe flooding in 2015. This will connect Radcliffe Metrolink station, the town centre and residential areas to the east and south of the town.
- 5.4.5. In addition, Radcliffe has been allocated City Region Sustainable Travel Settlement funding through Bury Council. This will help facilitate active travel enhancements across Radcliffe by providing new and upgrading existing active travel infrastructure. This aligns with the aims of the Strategic Regeneration Framework for Radcliffe that was adopted in September 2020.

5.5 PUBLIC TRANSPORT ACCESSIBILITY: BUS²

- 5.5.1. Guidance published by the IHT 'Planning for Public Transport in Developments' (1999) recommends that the maximum walking distance to a bus stop should be 400 metres, equating to an approximate five-minute walk.
- 5.5.2. A series of bus services run within the vicinity of the site with bus stops situated at Radcliffe Bus Station, Dale Street, Blackburn Street, Stand Lane, Church Street West and Pilkinton Way. These provide accessibility from the site to various locations within Greater Manchester.
- 5.5.3. Table 5-1 identifies the bus services from Radcliffe Bus Station

Table 5-1 – Bus Services

² Bus timetables were retrieved in December 2023. Service routes and frequencies may change in the future.

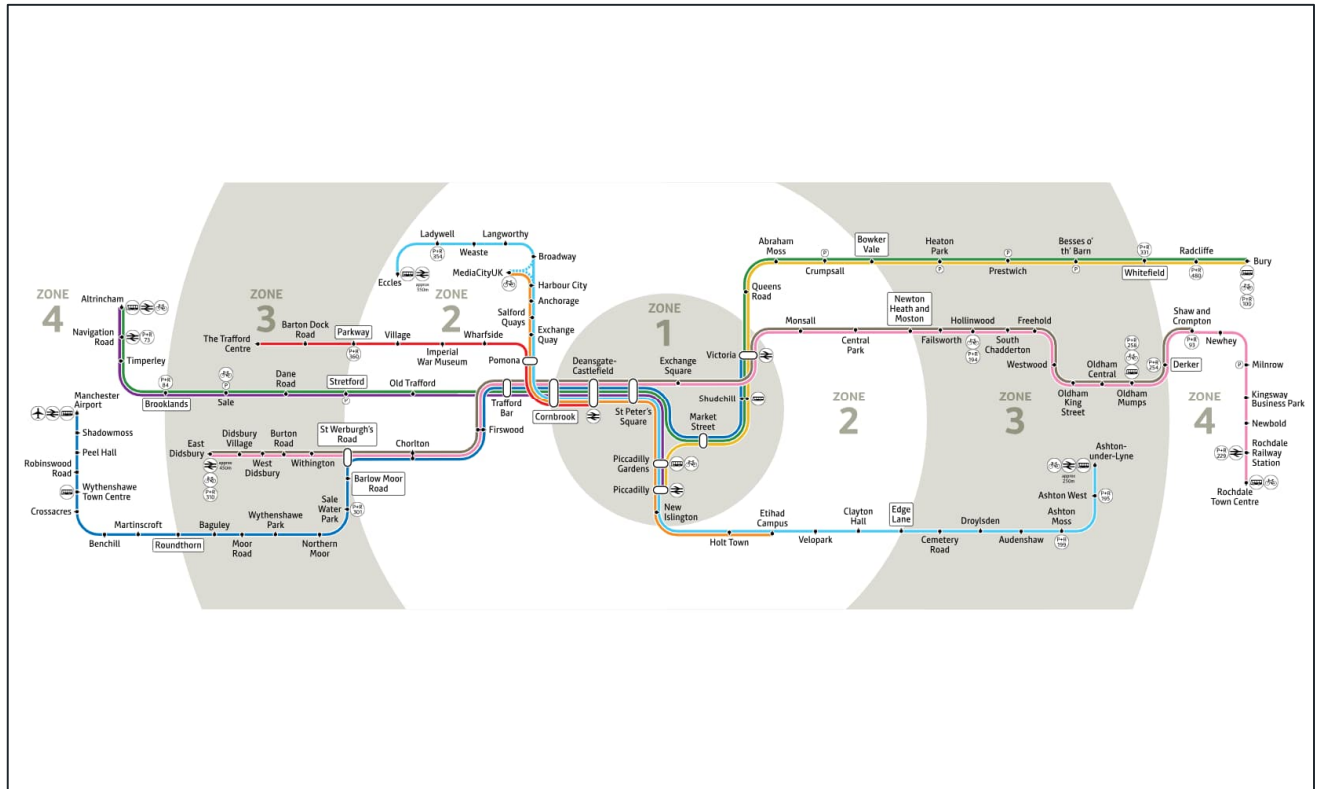
No.	Operator	Route	Frequency (Mon – Fri)	Frequency (Saturday)	Frequency (Sunday)
98	Go North West	Manchester – Bury Interchange	2 per hour	2 per hour	1 per hour
		Bury Interchange – Manchester	2 per hour	2 per hour	1 per hour
512	Diamond Bus North West	Radcliffe – Farnworth	1 per hour	1 per hour	1 every 2 hours
		Farnworth – Radcliffe	1 per hour	1 per hour	1 every 2 hours
513	Diamond Bus North West	Radcliffe – Farnworth	1 per hour	1 per hour	1 every 2 hours
		Farnworth – Radcliffe	1 per hour	1 per hour	1 every 2 hours
524	Go North West	Bury – Bolton	5 per hour	5 per hour	3 per hour
		Bolton – Bury	5 per hour	5 per hour	3 per hour
890	Stagecoach Manchester	Unsworth – Bradley Fold	1 per day	0	0
		Bradley Fold – Unsworth	1 per day	0	0
896	Stagecoach Manchester	Radcliffe – Elton High School	1 per day	0	0
		Elton High School – Radcliffe	1 per day	0	0

- 5.5.4. A total of six bus routes run nearby the site with most services reaching frequencies of at least four per hour during weekdays and Saturdays. Key bus routes with high frequencies provide connections from Radcliffe to Bury and Manchester City Centre (98) and Bolton (524). These services provide the site with an alternative to private car journeys from a range of local destinations.
- 5.5.5. Other services also connect the site to Farnworth (512/513). These services are also likely to provide a good alternative to private car journeys given the various local centres that these services pass through.

5.6 PUBLIC TRANSPORT ACCESSIBILITY: METROLINK³

- 5.6.1. The Civic Hub is located near to Radcliffe Metrolink stop, which is approximately 10 minutes on foot from the Civic Hub.
- 5.6.2. The map of the existing Metrolink network is shown in Figure 5-3 and highlights the extent of locations across Greater Manchester that are accessible via Metrolink.

Figure 5-3 - Metrolink Network Map



- 5.6.3. Frequent services are available at this stop and are identified in Table 5-2 below.

Table 5-2 – Metrolink Services

Route	Route	Frequency (Mon-Sat)	Frequency (Sunday)	First / Last Weekday Service
Green	Altrincham – Bury	5 per hour	4 per hour	05:59/22:47
Green	Bury – Altrincham	5 per hour	4 per hour	05:48/23:12

³ Metrolink timetables were retrieved in December 2023. Service routes and frequencies may change in the future.

Route	Route	Frequency (Mon-Sat)	Frequency (Sunday)	First / Last Weekday Service
Yellow	Manchester Piccadilly Gardens - Bury	5 per hour	4 per hour	05:51/23:27
Yellow	Bury – Manchester Piccadilly Gardens	5 per hour	4 per hour	05:48/23:24

5.7 PUBLIC TRANSPORT ACCESSIBILITY: RAIL⁴

5.7.1. Although no rail stations directly serve the site, the location of nearby stations allows for the potential of multimodal journeys to and from the Civic Hub. These have been identified below:

- **Kearsley** rail station situated 2.7 miles from the site, taking 16 minutes by bicycle;
- **Farnworth** train station situated 3.0 miles from the site, taking 19 minutes by bicycle; and
- **Moses Gate** train situated 3.7 miles from the site, taking 24 minutes by bicycle.

5.7.2. Table 5-3 identifies the destinations that are accessible from the nearby rail stations.

Table 5-3 – Rail Services

Destination	Frequency	Provider
Kearsley		
Liverpool	2 per hour	Northern Rail / TransPennine
Leeds	1 per hour	Northern Rail / TransPennine
Blackburn	1 per hour	Northern Rail
Manchester	2 per hour	Northern Rail
Farnworth		
Liverpool	2 per hour	Northern Rail / TransPennine
Leeds	1 per hour	Northern Rail / TransPennine
Blackburn	1 per hour	Northern Rail
Manchester	2 per hour	Northern Rail

⁴ Rail timetables were retrieved in December 2023. Service routes and frequencies may change in the future.

Destination	Frequency	Provider
Moses Gate		
Liverpool	2 per hour	Northern Rail / TransPennine
Leeds	1 per hour	Northern Rail / TransPennine
Blackburn	1 per hour	Northern Rail
Manchester	1 per hour	Northern Rail

- 5.7.3. As identified in Table 5-3, regular rail services are provided to key regional locations such as Liverpool and Manchester. These services increase the possibility of multimodal trips to and from the Civic Hub.

6 MANAGEMENT PLAN

6.1 FULL TRAVEL PLAN

- 6.1.1. A Full Travel Plan is the finalised document that facilitates and monitors targeted changes in travel behaviour of the Civic Hub users.
- 6.1.2. An FTP establishes the Civic Hub users travel patterns by carrying out tailored travel surveys. A draft travel survey has been provided in Appendix B, this will be issued to employees and visitors following opening of the Civic Hub.
- 6.1.3. The travel survey will include questions relating to an individual's reasons for choosing their current mode of transport; how they may prefer to travel; what would encourage them to cycle or walk when visiting the Civic Hub; what could be done to change their travel behaviour; and if there are any barriers that exist to the respondent's cycling or walking route.
- 6.1.4. The travel survey will ensure measures are applicable and effective for encouraging walking, cycling, and other modes of sustainable travel to and from the Civic Hub amongst site users.
- 6.1.5. Site users will also be invited to suggest ideas for measures to be added to the FTP to promote and increase active and sustainable travel. The FTP process aims to give site users shared input and ownership of the Plan.
- 6.1.6. Following the occupation of the site, this Full Travel Plan will be updated with the following:
 - Undertake travel surveys within three months of occupation of the development.
 - Analysis of travel surveys, with a further iteration of the FTP after six months occupation of the development, including a revision of the SMART targets where necessary; and
 - Confirm specific dates (month / year) when ongoing travel surveys and reviews of the Full Travel Plans and Action Plans will be undertaken. This is likely to be on an annual basis.

6.2 TRAVEL PLAN CO-ORDINATOR

- 6.2.1. Appointing a Travel Plan Co-ordinator (TPC) is a requirement of a Travel Plan. The TPC implements the travel measures and sustains interest and participation in the FTP.
- 6.2.2. It is proposed that the TPC role will be held by an internal employee within the Civic Hub operator, who is willing to encourage the participation of and implementation of the travel measures established in the FTP.
- 6.2.3. The TPC for the development will be available to employees and visitors and their contact details will be provided when requested. The TPC will be responsible for the day-to-day management of the FTP. Specific responsibilities of the future TPC could potentially include:
 - Produce and distribute Travel Packs to the employees and visitors, and provide details of the FTP;
 - Liaise with employees and visitors to explain the objectives and benefits of the Travel Plan, which includes bringing an awareness of the travel strategy, encouraging participation where possible and advising on sustainable travel access options;
 - Distribute, collect, and analyse travel surveys for employees and visitors, in line with a timetable agreed in the FTP;

- Actively encourage employees and visitors to cycle, or to walk and use public transport when appropriate, and ensure they are aware of all sustainable access options;
- Be the point of contact and on-going liaison with outside bodies including Bury Council and TfGM; and
- Acquire supporting information such as public transport timetables and cycle maps to be distributed to employees and visitors.

7 OUTCOME OBJECTIVES AND TARGETS

7.1 AIM OF THE TRAVEL PLAN

- 7.1.1. The aim of this FTP is to reduce reliance on the private car and achieve a lasting shift towards the use of sustainable travel modes to access the Civic Hub, such as walking, cycling and public transport. The method for achieving this is through the provision of a package of measures to influence the travel behaviour of site users.
- 7.1.2. The aims of this FTP are in line with local, regional, and national policy which are to encourage the use of sustainable transport and to maximise the potential to cycle to and from the Civic Hub.

7.2 NEW TRAVEL PLAN TARGETS

- 7.2.1. Travel plans should include targets in which the success of the plan can be monitored and assessed over time. These targets should be ambitious but also realistically achievable for the site users of the Civic Hub. Although travel surveys have not been conducted at the time of writing this version of the FTP, the following quantifiable targets are typically acceptable for the size and nature of the development and have been set for this initial iteration of the FTP:
- 10% reduction in the number of site users using single occupancy vehicle trips as their main mode of travel to and from the Civic Hub;
 - 5% increase in the number of site users using public transport as their main mode of travel to and from the Civic Hub;
 - 5% increase in the number of site users using active modes of travel (i.e., walking and cycling) as their main mode of travel to and from the Civic Hub.
- 7.2.2. The following non-quantifiable objects have also been set for the FTP:
- Include updated information regarding sustainable modes of transport available to users of the Civic Hub in travel packs that will be distributed to site users. This will include information regarding timetables for public transport and free bus passes available for 16–18-year olds;
 - Prepare and distribute updated travel packs to encourage uptake of sustainable transport modes for travel to and from the Civic Hub;
 - To contact relevant car sharing organisations to provide information to site users on the benefits of car sharing;
 - To highlight the health benefits of active travel to site users; and
 - To investigate incentives which are likely to encourage sustainable alternative modes of travel to and from the Civic Hub.

7.3 FUTURE MONITORING

- 7.3.1. In line with the strategy set out in the Interim Travel Plan submitted for the development, a survey will be conducted every year. Each new survey will require the completion of new Action Plan measures on a two-year cycle and establishment of updated baseline mode shares.
- 7.3.2. This process will ensure that objectives and targets will be continually reviewed and amended accordingly to reflect new baseline mode shares and associated targets and Action Plan measures.

8 TRAVEL PLAN MEASURES

8.1 INTRODUCTION

- 8.1.1. In order for an FTP to be successful in persuading people to use sustainable and active modes of travel in favour of the car, it is necessary to introduce a varied mix of incentives, a combination of hard and soft measures. The measures considered in this FTP are described below.
- 8.1.2. An annual budget will be allocated to develop and bring forward the identified measures within this FTP. Whilst initial measures have been identified for each travel mode, the TPC will oversee all modes of transport.

8.2 WALKING MEASURES

- 8.2.1. The following measures should be considered upon full adoption of this FTP to encourage and promote walking from the Civic Hub:
- Any common areas travelled from by site users to be produced into maps which also highlight the most suitable walking routes and any potential deterrents to walkers along the route;
 - The TPC to liaise with Bury Council highways officers to ensure that the key pedestrian desire lines are identified are appropriately maintained, as well as reporting maintenance requirements;
 - Provide information illustrating the direction and distance or time it takes to walk to the site from key local areas (e.g. neighbourhood centres or key amenities in Radcliffe);
 - To establish an Active Travel User Group; and
 - Actively promote online resources including:
 - <https://www.verywellfit.com/tips-for-walking-to-work-3435887> 10 tips for walking to work.
 - Internal travel newsletter.

8.3 CYCLING MEASURES

- 8.3.1. The following measures should be considered upon full adoption of this FTP to encourage and promote walking from the Civic Hub:
- Any common areas travelled to from site users which are suitable for cycling to be produced into cycling maps which also highlight the most suitable cycling routes and any potential deterrents to cyclists along the route;
 - The TPC to liaise with Bury Council highways officers to ensure that the key cycling desire lines are identified and appropriately maintained, as well as to report maintenance requirements;
 - Provide information illustrating the direction and distance or time it takes to cycle to the site from key local areas (e.g. neighbourhood centres);
 - To establish an Active Travel User Group; and
 - Actively promote online resources including:
 - TfGM website for cycling: <https://beeactive.tfgm.com/cycling/>; and
 - Journey planner for cycling trips in Manchester: <https://manchester.cyclestreets.net/>.
 - Internal travel newsletter.

8.4 PUBLIC TRANSPORT MEASURES

- 8.4.1. The following measures should be considered upon full adoption of this FTP to encourage and promote public transport use from the Civic Hub:
- Public transport information updates to be provided to all site users when, for example, there have been changes to public services or new services are being introduced which would benefit them;
 - Educating site users on the importance of using public transport as an alternative to the car for the array of benefits that this can bring, including health and environmental benefits; and
 - Actively promote useful websites or collation of material from such websites that have been provided to site users, such as:
 - TfGM/Bee Network Homepage: <https://tfgm.com/>;
 - TfGM/Bee Network website for Metrolink information: <https://tfgm.com/public-transport/Metrolink/Metrolink-schedule>; and
 - TfGM/Bee Network website for bus information: <https://tfgm.com/public-transport/bus>.

8.5 CAR SHARING MEASURES

- 8.5.1. The following measures should be considered upon full adoption of this FTP to encourage and promote the use of car sharing on journeys made by car from the Civic Hub:
- Provide a car share database for site users, where they can view offers and requests for lifts from nearby locations;
 - Advertising campaign involving regular car sharers in which they mount a small sticker to their vehicle to advertise that they are willing to car share with fellow site users. This will spread awareness throughout the site and the wider town centre area by publicising this scheme;
 - Promoting the benefits of car sharing associated with financial savings, and social benefits associated with getting to know people etc; and
 - Providing incentives for the uptake of car sharing, for example, providing a free car wash at a local garage once a month for site users that are proven to car share often.

8.6 ACTION PLAN

- 8.6.1. As part of the FTP process, the package of measures adopted to increase sustainable and active travel like those considered above have been defined in the Action Plan. The Action Plan will be the mechanism for working towards achieving the target indicators for each mode of transport aligned with delivering the aim of the FTP.
- 8.6.2. The Action Plan created for The Civic Hub illustrates the implementation programme for the proposed measures, including the roles and responsibilities, timescales for delivery (date of completion), and how each action will be evaluated. The communication and marketing tools used to promote each measure are to be provided in the Action Plan.
- 8.6.3. Table 8-1 shows the expected actions, responsibilities, timescales, and indicators of the Action Plan.

Table 8-1 – Action Plan

Action Plan			
Action	Responsibility	Timescale	Indicator / Success
Management, Monitoring and Review			
Travel Plan Co-ordinator (TPC) assumes role	Civic Hub operator	Upon site occupation	Appointment of TPC
Undertake Initial Travel Survey	TPC	3 months after site occupation	Completion of survey
Update FTP to reflect survey results	TPC	Following travel survey, no later than 6 months after site occupation	Updated FTP
Annual Review of FTP	TPC	12 months after previous FTP completion	Update Full Travel Plan accordingly
Measures and Initiatives			
TPC liaison with site users via emails and other relevant contact methods	TPC	On-going after FTP completion	Site users aware of Travel Plan and encouraged to engage
Personalised Travel Planning advice	TPC	On-going as required after FTP completion	Site users provided with personalised Travel Planning advice as required
Programme of sustainable travel events distributed to site users	TPC	On-going after FTP completion	Site users aware of events and encouraged to engage
Negotiation and provision of incentives to support and encourage walking, cycling, public transport and car sharing	TPC	On-going after FTP completion	Incentives made available to all, increase in number of site users walking, cycling, using public transport and car sharing
Liaison with Bury Council and TfGM regarding pedestrian and cycle desire lines and routes	TPC	On-going after FTP completion	Potential improvements identified, increase in number of walking and cycling trips

Action Plan			
Action	Responsibility	Timescale	Indicator / Success
Monitoring of on-site cycling facilities and associated discussions with users	TPC	On-going after FTP completion	Improvement of cycling facilities as required
Employee car sharing user groups set up and promoted	TPC	On-going after FTP completion	Increase in number of individuals car sharing

9 COMMUNICATION, MARKETING AND MONITORING

9.1 FULL TRAVEL PLAN

- 9.1.1. A Full Travel Plan is the finalised document that facilitates and monitors targeted changes in travel behaviour of site users of the Civic Hub, with the implementation programme for the proposed measures outlined in the Action Plan.
- 9.1.2. Site users will also be invited to suggest ideas for measures to be added to the FTP to promote and increase active and sustainable travel. The FTP process aims to give the site users shared input and ownership of the Plan.

9.2 TRAVEL PLAN CO-ORDINATOR

- 9.2.1. Appointing a Travel Plan Co-ordinator (TPC) is a requirement of a FTP. The TPC implements the travel measures and sustains interest and participation in the FTP.
- 9.2.2. It is proposed that the TPC role will be held by an employee of the Civic Hub operator who will operate in liaison with the relevant officers at Bury Council.
- 9.2.3. The details of which the TPC will be provided upon their appointment, immediately following opening of the Civic Hub.
- 9.2.4. The TPC for the development will be available to site users and their contact details will be provided when requested. The TPC will be responsible for the day-to-day management of the FTP. Specific responsibilities of the TPC include:
- Liaise with site users to explain the objectives and benefits of the Travel Plan, which includes bringing an awareness of the travel strategy, encouraging participation where possible and advising on sustainable travel access options;
 - Distribute, collect, and analyse travel surveys for site users in line with an agreed timetable;
 - Actively encourage site users to cycle, walk and use public transport when appropriate, and ensure they are aware of all sustainable transport options;
 - Be the point of contact and on-going liaison with outside bodies including Bury Council and TfGM; and
 - Acquire supporting information such as public transport timetables and cycle maps to be distributed to site users.

9.3 MARKETING STRATEGY

- 9.3.1. A communication and marketing strategy will be developed to support the Full Travel Plan to ensure:
- Awareness of the Travel Plan amongst site users at the site;
 - Promotion of the package of measures contained in the Action Plan; and
 - Provision of travel information from the outset and consistently throughout the lifespan of the FTP and an awareness of the sustainable and active travel options available.
- 9.3.2. The communication and marketing strategy communicates the FTP to all site users to raise awareness of its contents. This publicises its outcome objectives, targets and the package of measures being delivered.

- 9.3.3. The communication and marketing strategy should be effective in keeping the FTP visible and relevant to site users. The strategy will be the responsibility of the Travel Plan Coordinator. Key aspects of the strategy include:
- Maintaining confidence in the FTP among site users. This can be achieved by monitoring the effectiveness of the measures and amending them when problems are encountered;
 - Regularly communicating with site users to remind them of the FTP;
 - Making the TPC easily contactable for site users to resolve issues with changing modes of travel;
 - Ensuring all travel information available is up to date;
 - Developing a successful feedback procedure for the purpose of developing the FTP that will consider the views of all site users; and
 - Regular updates from TPC.

9.4 MARKETING MATERIAL

- 9.4.1. The TPC must identify the most effective way of conveying messages to site users, whether this is for example electronically via social media, email or website, or via physical noticeboards, or a combination of both. Different means could be used for employees and visitors.
- 9.4.2. Further to this, the platform(s) used to promote and communicate the FTP should be accessible to all.

9.5 MONITORING STRATEGY

- 9.5.1. The monitoring strategy will advise on the effectiveness of the FTP measures and inform where any additional actions might be taken. A monitoring strategy that regularly tracks progress of the measures in achieving the SMART targets enables proportionate and appropriate adjustments to the FTP measures.
- 9.5.2. The monitoring strategy would consist of the site user travel survey, a database of evidence, regular progress reports and updates to the FTP document.

10 SUMMARY

10.1.1. In relation to planning application 69388, WSP have been appointed by appointed by Vinci Construction UK Ltd to prepare a Full Travel Plan for the development of Radcliffe Civic Hub and Radcliffe Market Chambers in Radcliffe, Bury, Greater Manchester.

10.1.2. Condition 23 of this planning permission states:

“Prior to first occupation of the development, a full travel plan, which shall include clear objectives and modal split targets, together with a time-bound programme of implementation, monitoring, regular review and update; and be based on the particulars contained within the Interim Travel Plan (by WSP – Project No. 70092923), shall be submitted to and approved in writing by the local planning authority and thereafter operated in accordance with the agreed details.”

10.1.3. The key proposals of the Radcliffe Civic Hub are:

- Library and learning facilities;
- Office units;
- Wet and dry leisure facilities; and
- An improved public realm area based on the existing provision.

10.1.4. In addition to the new Civic Hub, the development proposals also incorporate refurbishment and repurposing of the existing Radcliffe Market Chambers at both ground floor level and basement. The Travel Plan covers these proposals in addition to the Civic Hub.

10.1.5. This document is a site-specific FTP for the Civic Hub which outlines the following:

- Methods proposed to increase the proportion of site users travelling to and from the site by active and sustainable modes of travel;
- A draft survey that will be distributed to site users of the Civic Hub which identifies travel patterns to and from the Civic Hub; and
- The measures that will be used to monitor the effectiveness of the Travel Plan in its objective to decrease the proportion of private car trips from the site.

10.1.6. Whilst this document does not suggest there are specific issues with the development proposals which need to be addressed, there are still numerous benefits that can arise from implementation of a Travel Plan at the development. The potential benefits are addressed in Section 3.

10.1.7. A thorough review and assessment of the accessibility of the site by sustainable modes of travel and how the site location lends itself to sustainable travel has been undertaken. Ultimately a central transport objective of the FTP is to reduce reliance on the private car and encourage the use of sustainable modes such as walking, cycling and public transport from site users. This has found that the site is highly accessible by active travel and public transport.

10.1.8. The aim of the Travel Plan is to increase the use of sustainable travel modes to access the development, such as walking and public transport. The method for achieving this is throughout the provision of a package of measures to influence the travel behaviour of site users of the Civic Hub.

10.1.9. The aims of this FTP are in line with national and regional policy which are to encourage the use of sustainable transport and to maximise the potential to walk or cycle to and from development site.

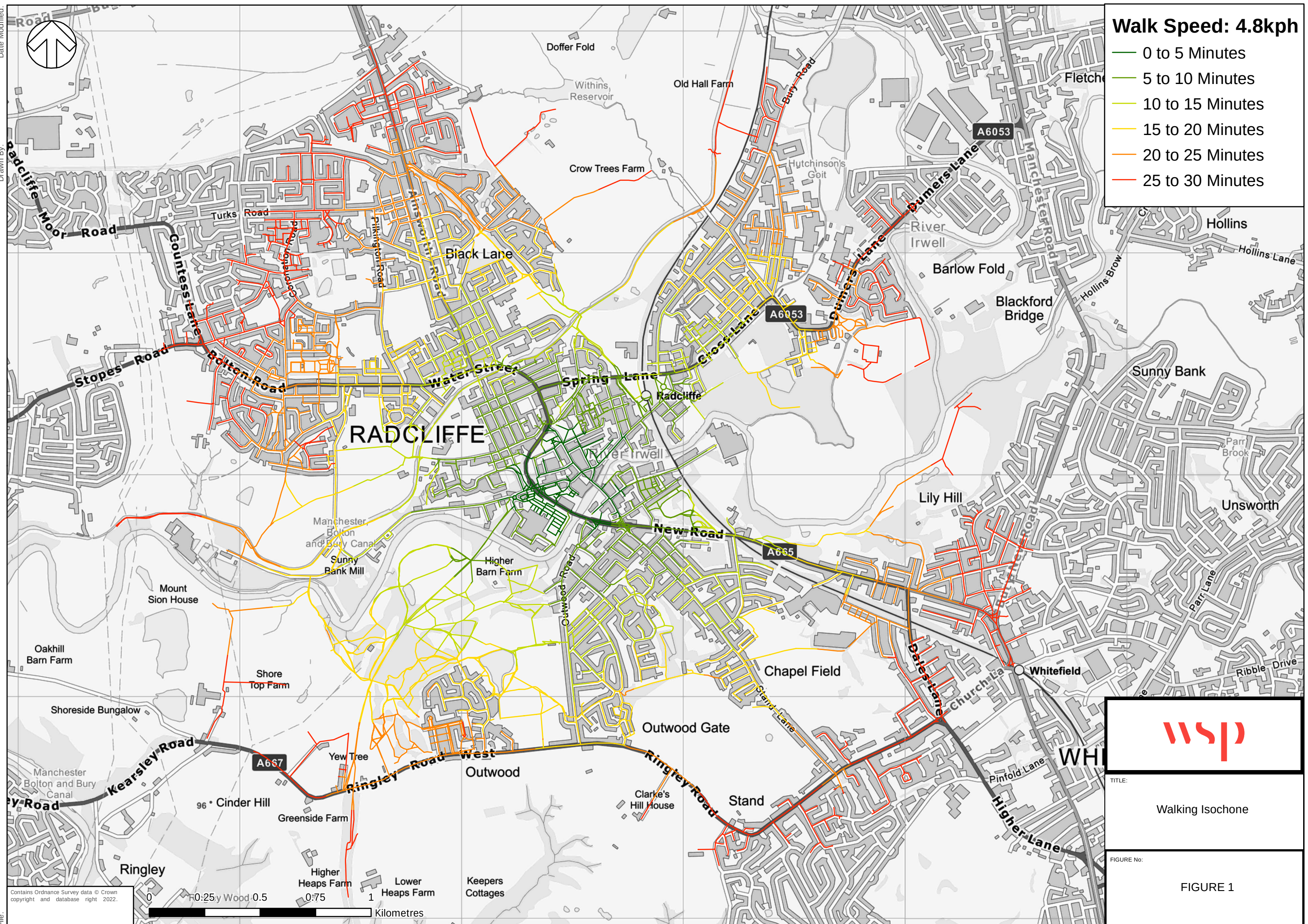
- 10.1.10. This FTP has identified a series of objectives, interim targets and an initial package of measures that can be adopted to encourage site users to use sustainable modes of transport. These will be implemented following the distribution and analysis of the travel surveys to site users upon the opening of the site and will be implemented by a designated Travel Plan Coordinator.
- 10.1.11. Upon its distribution the Travel Plan Survey is intended to understand future site users' travel habits of the Civic Hub and inform a series of tailored measures to improve public transport and active travel options and accessibility. A full assessment of the answers will be supplied following collation of the Travel Surveys.
- 10.1.12. In order to encourage active and sustainable travel to and from the site, a series of draft travel plan targets have been set which will complement the results of the Travel Plan Survey. These targets include:
- Include updated information regarding sustainable modes of transport available in travel packs that will be distributed to site users, including information such as timetables for public transport;
 - To contact relevant car sharing organisations to provide information to site users on the benefits of car sharing;
 - To highlight the health benefits of active travel to site users; and
 - To investigate incentives which are likely to encourage sustainable alternative modes of travel to and from the Civic Hub.
- 10.1.13. The following quantifiable targets have also been set for this initial iteration of the FTP:
- 10% reduction in the number of site users using single occupancy vehicle trips as their main mode of travel to and from the Civic Hub;
 - 5% increase in the number of site users using public transport as their main mode of travel to and from the Civic Hub; and
 - 5% increase in the number of site users using active modes of travel (i.e., walking and cycling) as their main mode of travel to and from the Civic Hub.
- 10.1.14. As part of the FTP process, the package of measures adopted to increase sustainable and active travel like those considered above have been defined in an Action Plan. The Action Plan is the mechanism for working towards achieving the target indicators for each mode of transport.
- 10.1.15. The Action Plan created for the Civic Hub illustrates the implementation programme for the proposed measures, including the roles and responsibilities, timescales for delivery (date of completion), and how each action will be evaluated. The communication and marketing tools used to promote each measure have also been provided in the Action Plan.
- 10.1.16. A communication and marketing strategy will support the Full Travel Plan to ensure:
- Awareness of the Travel Plan amongst site users of the Civic Hub;
 - Promotion of the package of measures contained in the Action Plan; and
 - Provision of travel information from the outset and consistently throughout the lifespan of the FTP and an awareness of the sustainable and active travel options available.
- 10.1.17. The communication and marketing strategy communicates the FTP to all site users to raise awareness of its contents. This publicises its outcome objectives, targets and the package of measures being delivered.

10.1.18. A monitoring strategy will advise on the effectiveness of the FTP measures and inform where any additional actions might be taken. A monitoring strategy that regularly tracks progress of the measures in achieving the SMART targets enables proportionate and appropriate adjustments to the FTP.

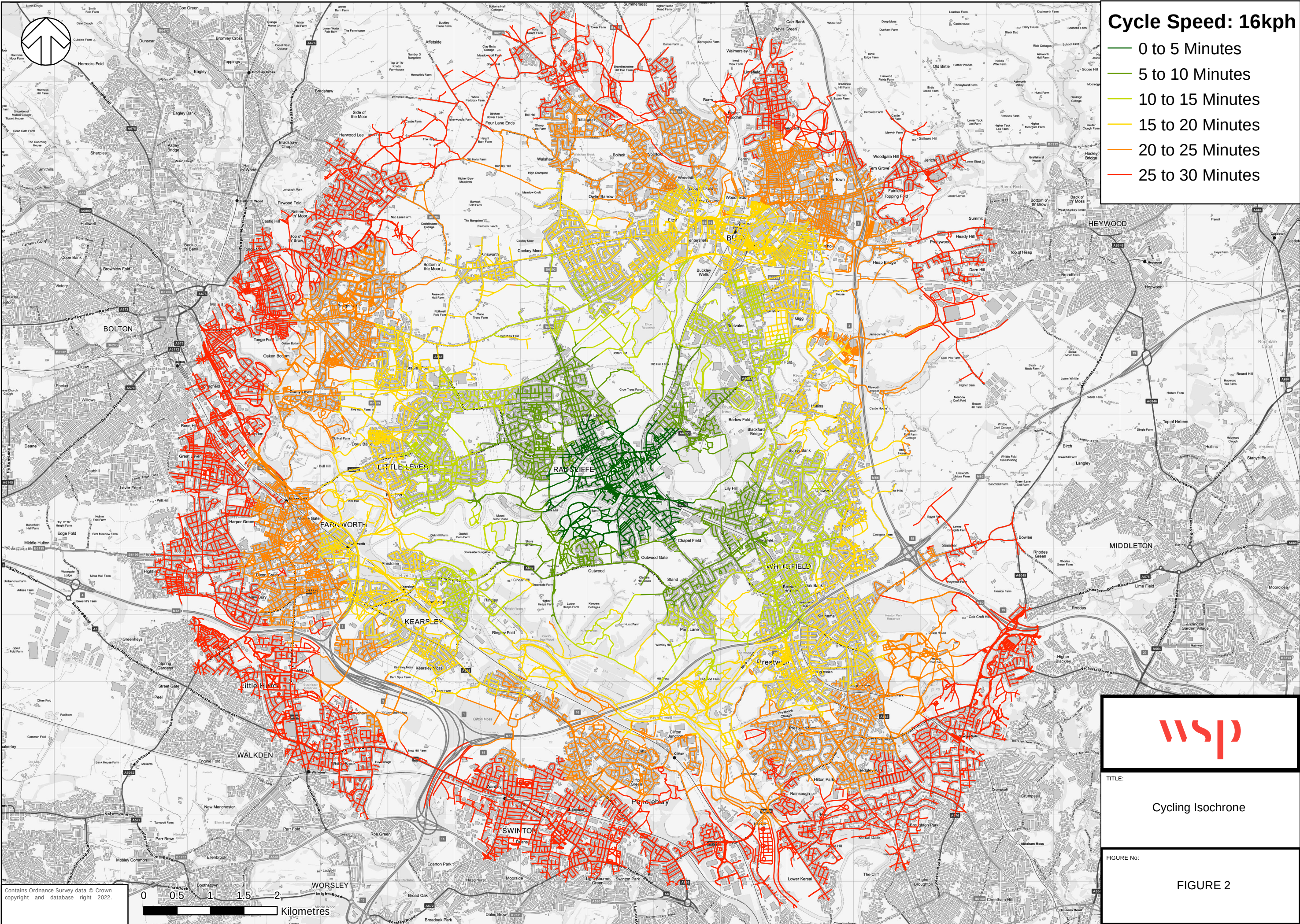
Appendix A

ACCESSIBILITY ISOCHRONES





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Appendix B

DRAFT TRAVEL PLAN SURVEY



Draft Travel Plan Survey - Radcliffe Civic Hub

The purpose of this Travel Plan Questionnaire is to understand travel habits of existing site users of the Civic Hub and to deliver a series of tailored measures to improve public transport and active travel options.

* Required

1. Name and Email Address (please provide to be included in the prize draw). *

2. Are you an employee or general user of the Civic Hub? *

- ☐ Employee
- ☐ General user

3. Age *

- ☐ Under 25
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55 and over

4. Gender *

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Prefer not to say

5. Do you consider yourself to have any form of mobility impairment which affects your choice of travel to the Civic Hub? *

- ☐ Yes
- ☐ No

6. Do you usually work: *

- ☐ Full Time
- ☐ Part Time or Reduced Hours

7. Which of the following forms of transport do you routinely have access to at home? (please tick all that apply) *

- ☐ Car/Van
- ☐ Motorcycle
- ☐ Bicycle
- ☐ None of the above

8. What is your most frequently used method of travel to the Civic Hub?
Please indicate the one method that you use for the longest distance.

*

- ☐ Car/Van (driving)
- ☐ Car/Van (as a passenger)
- ☐ Tram
- ☐ Bus
- ☐ Motorcycle/Scooter
- ☐ Cycle
- ☐ Walk
- ☐ Run
- ☐ Taxi
- ☐ Other

9. In addition to your primary mode of travel, which of the following do you use more than once per week to travel to the Civic Hub? (Please tick all that apply). *

- ☐ Car/Van - Driving
- ☐ Car/Van - Passenger
- ☐ Tram
- ☐ Bus
- ☐ Motorcycle/Scooter
- ☐ Cycle
- ☐ Walk
- ☐ Run
- ☐ Taxi
- ☐ Other

10. In addition to your primary mode of travel, which of the following do you use only once a week to travel to the Civic Hub? (Please tick all that apply). *

- ☐ Car/Van - Driving
- ☐ Car/Van - Passenger
- ☐ Tram
- ☐ Bus
- ☐ Motorcycle/Scooter
- ☐ Cycle
- ☐ Walk
- ☐ Run
- ☐ Taxi
- ☐ Other

11. In addition to your primary mode of travel, which of the following do you sometimes use to travel to work but use less than once per week to travel to the Civic Hub? (Please tick all that apply). *

- ☐ Car/Van - Driving
- ☐ Car/Van - Passenger
- ☐ Tram
- ☐ Bus
- ☐ Motorcycle/Scooter
- ☐ Cycle
- ☐ Walk
- ☐ Run
- ☐ Taxi
- ☐ Other

12. If you travel to the Civic Hub by car/van, why do you do so? *

- ☐ I have to carry bulky/heavy items with me
- ☐ I need to use the car/van for work reasons during the day
- ☐ Cheaper than the alternatives
- ☐ Quicker than the alternatives
- ☐ Personal security
- ☐ More convenient than the alternatives
- ☐ No alternative transport available
- ☐ I do not like travelling by public transport
- ☐ I have health/mobility problems and need to travel by car/van
- ☐ I need it to undertake tasks at lunchtime/on journey to and from work
- ☐ I am given a lift by someone else
- ☐ I am **not** a car/van driver
- ☐ Other

13. We are looking at how different types of transport might be improved to make it easier to get to the site. Please indicate **any** of the following which you feel may improve travel to the Civic Hub via **Foot.** *

- ☐ More information on local walking routes
- ☐ Improved and/or more road crossing facilities
- ☐ Better maintained/cleaner footpaths
- ☐ Better security/CCTV cameras
- ☐ Improved footpaths in the local area (please state where in 'Other')
- ☐ I would never walk to the Civic Hub (please state why in 'Other')
- ☐ Other

14. Please indicate **any** of the following which you feel may improve your travel to the Civic Hub via **Cycle**. *

- ☐ More information on local cycling routes
- ☐ Better signed cycle routes
- ☐ Improved/additional covered and lockable cycle parking
- ☐ Improved or new lockers and showers/changing facilities
- ☐ Cycle purchase scheme through salary sacrifice
- ☐ Bicycle User Group
- ☐ Cycle training
- ☐ Dedicated cycle routes and crossings (please state where in 'Other')
- ☐ I would never cycle to the Civic Hub (please state why in 'Other')
- ☐ Other

15. Please indicate **any** of the following which you feel may improve your travel to the Civic Hub via **Public Transport**. *

- ☐ More frequent/reliable services
- ☐ More convenient drop off points
- ☐ Better waiting facilities (shelters/seating)
- ☐ Better public transport information
- ☐ Cheaper/discounted fares
- ☐ Better security/CCTV on public transport
- ☐ Interest free loans for travel passes
- ☐ I would never use public transport for travel to the Civic Hub (please state why in 'Other')
- ☐ Other

16. Please indicate **any** of the following which you feel may improve your travel to the site via **Car Sharing**. *

- ☐ Membership of an online car sharing database for site users
- ☐ Informal meetings to link up with potential car sharers
- ☐ More information on the benefits of car sharing
- ☐ Priority car parking for car sharers
- ☐ I would never use car sharing for travel to the Civic Hub (please state why in 'Other')
- ☐ Other

17. Do you have any other suggestions about how your journey to the Civic Hub could be improved?



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