



Vinci Construction UK Ltd

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# **RADCLIFFE CIVIC HUB**

## Interim Travel Plan





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## **Interim Travel Plan**

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# 1 INTRODUCTION

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## 1.1 OVERVIEW

- 1.1.1. WSP have been appointed by Vinci Construction UK Ltd to prepare a Travel Plan for the Radcliffe Civic Hub. In support of the planning application, this Interim Travel Plan (ITP) has been prepared.

## 1.2 BACKGROUND

- 1.2.1. The development of the Radcliffe Civic Hub began in late 2021 and supports Bury Council's £40m Levelling Up Fund bid, constituting a key part of the Radcliffe Strategic Regeneration Framework.
- 1.2.2. 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 based on the existing provision.
- 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. Bury Council have been consulted on and have agreed the proposed scope of this document.
- 1.3.2. The scope of this Travel Plan is to establish the baseline conditions of existing transport accessibility and to identify potential 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.
- 1.3.3. 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 review of existing transport infrastructure and connectivity of active travel and public transport provision within the vicinity of the site.
  - A description of the outcomes and objectives of the travel plan, including modal share targets.
  - A description of the management plan including the role of the Travel Plan Coordinator and the conversion of the document into a Full Travel Plan.
  - A review of measures to promote sustainable travel to 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 Radcliffe Civic hub which outlines the following:
- Methods proposed to reduce the number of visitors travelling to and from the site by car;
  - Timescales for surveying travel patterns following occupation of the site; and
  - The measures that will be used to monitor the effectiveness of the Travel Plan 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. Staff and visitors arising from the development proposals cannot be surveyed at this time to determine the baseline accessibility requirements, as all individuals and their potential travel patterns are currently unknown. Consequently, an Interim Travel Plan (ITP) is appropriate for Radcliffe Civic Hub at this stage in the planning process.
- 1.5.3. However, it would be beneficial to capture a comprehensive baseline travel situation which includes all future visitors to ensure an effective Full Travel Plan (FTP) can be implemented once the development has fully opened.
- 1.5.4. It is proposed that this ITP will be extended to a broader FTP for Radcliffe Civic Hub no later than six months post-opening of the Civic Hub.
- 1.5.5. This timescale follows national guidance outlined in the GPG. This ITP outlines the requirements of an FTP and outlines a commitment to assist in delivering an effective FTP for the site.

## 2 BENEFITS OF A TRAVEL PLAN

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### 2.1 BENEFITS OF A TRAVEL PLAN

2.1.1. Whilst this document does not suggest there are specific issues with any of the below topics 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 the following sections.

2.1.2. Benefits for future visitors include further improvements to the following:

#### **Safety, Health and Wellbeing**

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

#### **Accessibility**

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

2.1.3. 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 to the site.

2.1.4. Other benefits include:

- Corporate responsibility;
- Increase in travel choices;
- A more accessible site;
- Financial savings (both corporate and personal); and
- Better time management.

## 3 PROPOSED DEVELOPMENT

### 3.1 PROPOSED DEVELOPMENT

3.1.1. The proposals for the site comprise several elements based on providing a Civic hub for Radcliffe Town Centre. The key development proposals consist of:

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

3.1.2. In addition, the existing Market Chambers building will be refurbished and the basement brought into use as an event space.

3.1.3. The Civic Hub proposals will be alongside significant improvements to pedestrian accessibility in the immediate vicinity around the site as well as providing good quality cycling facilities to discourage the number of site users arriving via private vehicle.

### 3.2 SITE LOCATION

3.2.1. Radcliffe is a market town in the metropolitan borough of Bury, situated 10 km north-northwest of Manchester City Centre and 4 km south-west of Bury.

3.2.2. The site of the Civic Hub is set beside the River Irwell to the south and a mixture of residential properties and retail to the north, east and west. Radcliffe Market Hall is situated to the south and Dale Street and Church Street to the North.

3.2.3. The Civic Hub is located to the east of Radcliffe Bus Station as shown in Figure 3-1 and 3-2. Additionally, Beeway cycle infrastructure is planned to the southwest of the site.

**Figure 3-1 - Site Location**



Figure 3-2 - Civic Hub Site Plan



## 4 TRANSPORT INFRASTRUCTURE AUDIT

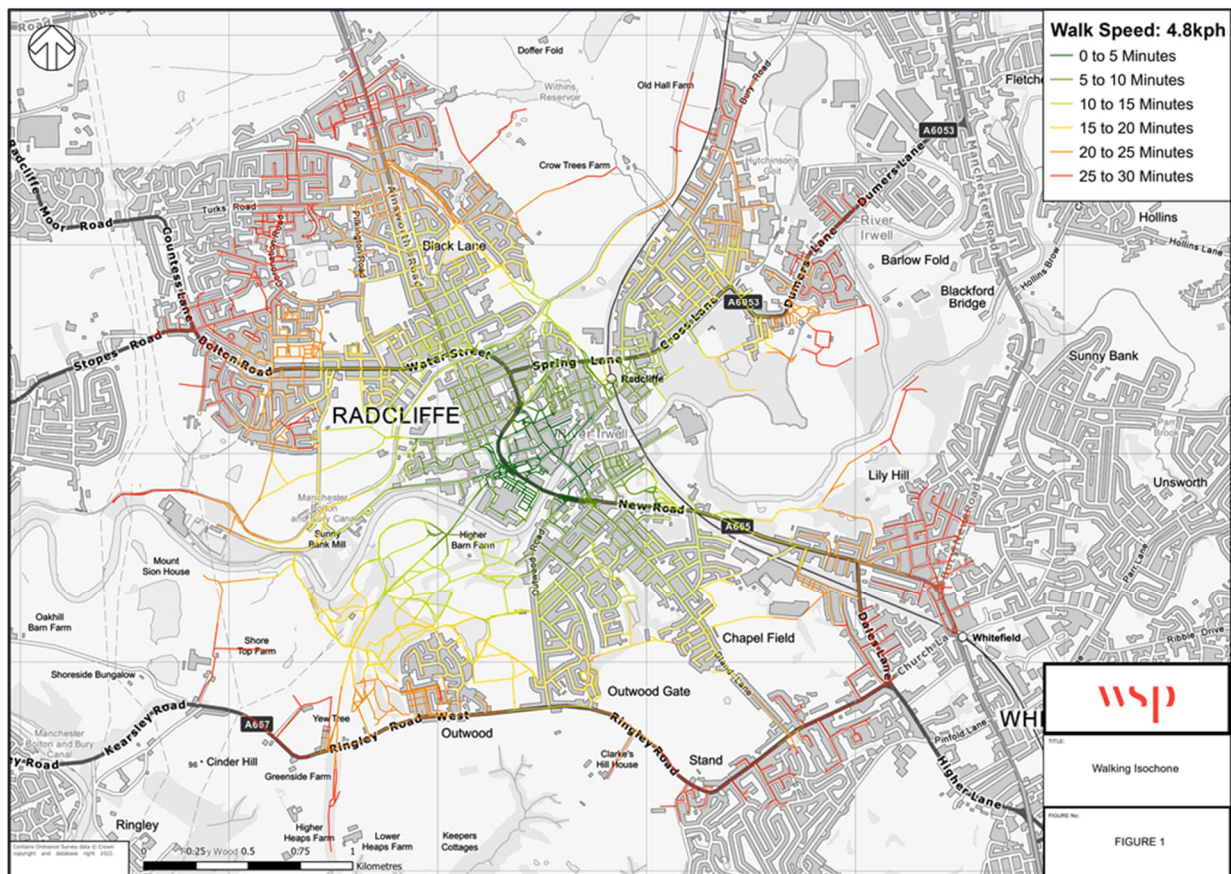
### 4.1 INTRODUCTION

- 4.1.1. This section of the Travel Plan assesses the accessibility of the site by sustainable modes of travel and reviews how the site location lends itself to sustainable travel. Ultimately a central transport objective of the development proposals is to reduce reliance on the private car and encourage the use of sustainable modes.

### 4.2 PEDESTRIAN ACCESSIBILITY

- 4.2.1. 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.
- 4.2.2. The pedestrian accessibility isochrones shown in Figure 4-1 have been modelled using Geographical Information System (GIS) software.

**Figure 4-1 - Walking Accessibility Isochrones**



- 4.2.3. The pedestrian isochrones show that the site provides key connectivity to local and national transport networks, including:

- Radcliffe Tram stop
- Radcliffe Bus Station
- Bus connections to Bury and Bolton along Church Street West.
- Bus connections to Manchester City Centre along Stand Lane.

## 4.3 CYCLING ACCESSIBILITY

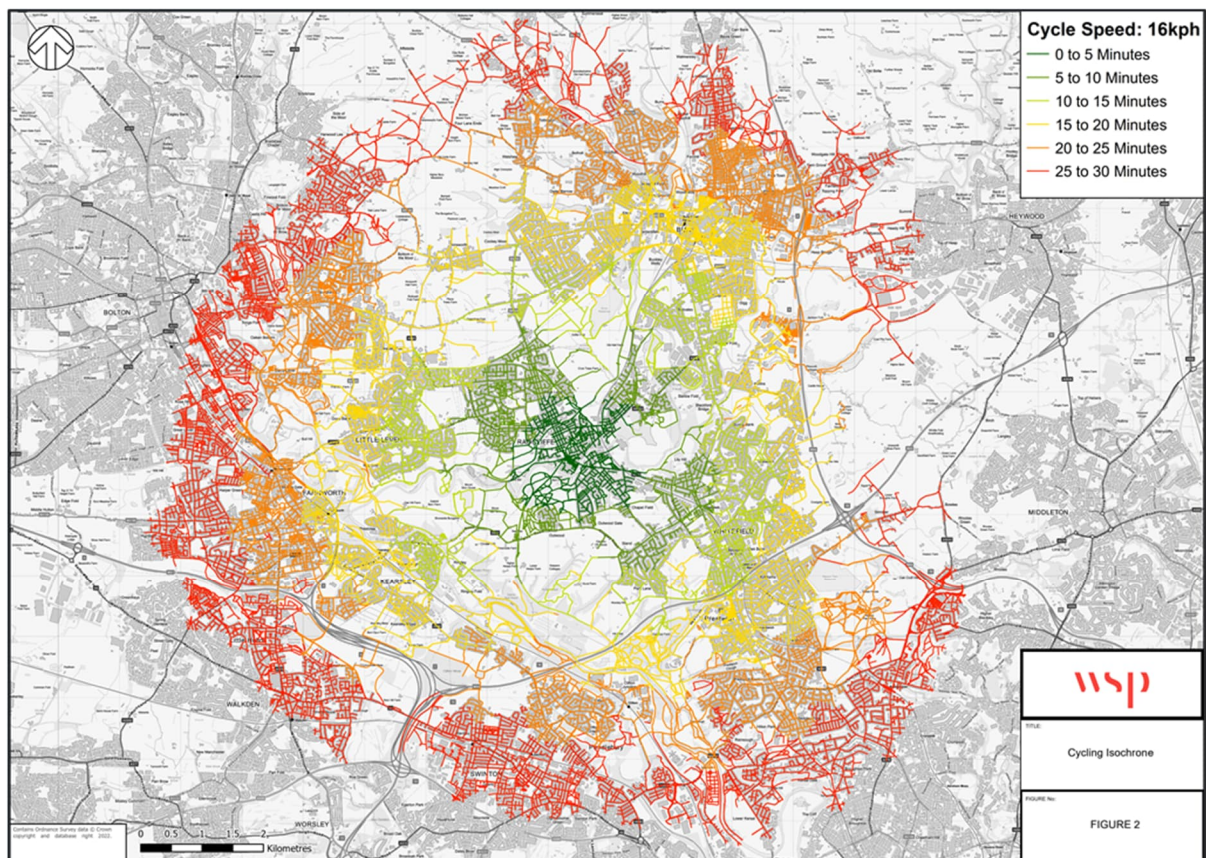
4.3.1. Planning Policy Guidance 13 – Transport (PPG13) states:

*“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.”*

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

4.3.3. The cycling isochrones shown in Figure 4-2 illustrates the area surrounding the site and the existing cycling provision.

**Figure 4-2 - Cycling Accessibility Isochrones**



4.3.4. 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, Redvales and Kearsley.

- The cycling isochrones also show that the site is well connected to the Metrolink and Bus network connecting the site to the rest of Greater Manchester.

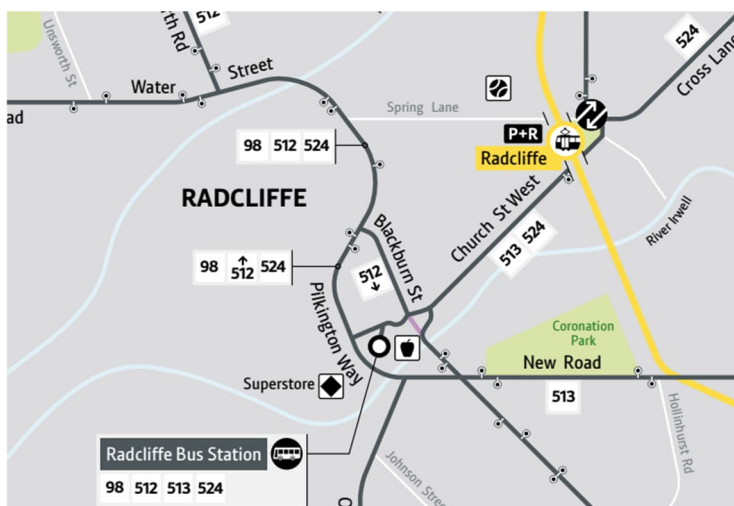
## 4.4 CYCLING INFRASTRUCTURE

- 4.4.1. Cycle parking facilities will be provided at the Civic Hub for both Staff and Visitors. Existing cycling provision in site area consists of six U racks, three situated on Dale Street and three within the existing public realm area.
- 4.4.2. There is a planned beeway cycle path to the south of the site along Milltown Street and crossing over the River Irwell by Radcliffe Waste Recycling centre but this does not create a direct link to the site.
- 4.4.3. 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.
- 4.4.4. 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.

## 4.5 PUBLIC TRANSPORT ACCESSIBILITY: BUS<sup>1</sup>

- 4.5.1. 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.
- 4.5.2. A series of bus services run within the vicinity of the site with various stops across Radcliffe Bus Station, Dale Street, Blackburn Street, Stand Lane, and Church Street West and Pilkington Way. These provide accessibility from the site to various locations within Greater Manchester.

**Figure 4-3 - Bus and Tram services in vicinity of Site**



<sup>1</sup> Bus timetables were retrieved in July 2022. Service routes and frequencies may change in the future.

**Table 4-1 – Bus Services**

| Service | Route                                                                                | Direction                  | Frequency<br>Mon – Fri                                                             | Frequency<br>Sat                                                                   | Frequency<br>Sun                                                                                     |
|---------|--------------------------------------------------------------------------------------|----------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| 98      | Shudehill – Salford -<br><b>Radcliffe</b> –Seddons Farm<br>Estate – Elton – Bury     | Shudehill – Bury           | 2 per hour<br>(05:57 – 21:13)<br>1 per hour<br>(21:13 – 00:10)                     | 2 per hour<br>(07:32 – 21:13)<br>1 per hour<br>(21:13 – 00:10)                     | 2 per hour<br>(10:11 – 00:10)<br>1 per hour<br>(08:39 – 10:11,<br>20:14 – 00:10)                     |
|         |                                                                                      | Bury – Shudehill           | 4.5.0. 2 per<br>hour<br>4.5.1. (05:05<br>– 19:54)<br>1 per hour<br>(19:54 – 22:53) | 4.5.2. 2 per<br>hour<br>4.5.3. (06:13<br>– 19:53)<br>1 per hour<br>(19:54 – 22:53) | 4.5.4. 2 per<br>hour<br>4.5.5. (08:13<br>– 18:52)<br>1 per hour<br>(07:13 – 08:13,<br>18:52 – 22:51) |
| 512     | Farnworth – Prestolee –<br><b>Radcliffe</b> - Seddons Farm<br>Estate – Elton - Bury  | Farnworth - Bury           | 1 per hour<br>(06:29 – 21:29)                                                      | 1 per hour<br>(08:29 – 21:29)                                                      | 1 per 2 hours<br>(09:34 – 19:34)                                                                     |
|         |                                                                                      | Bury - Farnworth           | 1 per hour<br>(06:52 – 21:32)                                                      | 1 per hour<br>(09:02 – 21:32)                                                      | 1 per 2 hours<br>(09:38 – 19:38)                                                                     |
| 513     | Farnworth – Outwood –<br>Stand – Whitefield –<br><b>Radcliffe</b> - Bury             | Farnworth - Bury           | 1 per hour<br>(07:06 – 20:41)                                                      | 1 per hour<br>(08:11 – 20:41)                                                      | 1 per 2 hours<br>(10:47 – 18:47)                                                                     |
|         |                                                                                      | Bury - Farnworth           | 1 per hour<br>(07:20 – 20:22)                                                      | 1 per hour<br>(08:20 – 20:22)                                                      | 1 per 2 hours<br>(10:25 – 18:25)                                                                     |
| 524     | Bolton – Burnden – Little<br>Lever – <b>Radcliffe</b> – Bury                         | Bolton - Bury              | 2-4 per hour<br>(05:22 – 09:02,<br>15:58 – 23:39)<br>5 per hour<br>(09:02 – 15:58) | 4 per hour<br>(06:09 - 23:39)                                                      | 2 per hour<br>(07:39 – 23:39)                                                                        |
|         |                                                                                      | Bury - Bolton              | 4-6 per hour<br>(04:59 – 23:44)                                                    | 2-4 per hour<br>(05:44 – 23:44)                                                    | 2 per hour<br>(07:44 – 23:44)                                                                        |
| 886     | Tottington – Walshaw –<br>Starling – <b>Radcliffe</b> – Warth<br>Fold                | Tottington – Warth<br>Fold | 2 per day                                                                          | -                                                                                  | -                                                                                                    |
|         |                                                                                      | Warth Fold –<br>Tottington | 1 per day                                                                          | -                                                                                  | -                                                                                                    |
| 890     | Bradley Fold – Little Lever –<br>Stand – <b>Radcliffe</b> –<br>Whitefield – Unsworth | Bradley Fold -<br>Unsworth | 1 per day                                                                          | -                                                                                  | -                                                                                                    |
|         |                                                                                      | Unsworth – Bradley<br>Fold | 1 per day                                                                          | -                                                                                  | -                                                                                                    |
| 896     | <b>Radcliffe</b> – Brightmet –<br>Ainsworth – Woodhill -<br>Walshaw                  | Radcliffe - Walshaw        | 1 per day                                                                          | -                                                                                  | -                                                                                                    |
|         |                                                                                      | Walshaw - Radcliffe        | -                                                                                  | -                                                                                  | -                                                                                                    |

## 4.6 PUBLIC TRANSPORT ACCESSIBILITY: TRAM<sup>2</sup>

- 4.6.1. The Radcliffe Civic Hub is served by one Metrolink stop: Radcliffe Tram Stop. This is situated on the Green and Yellow lines of the Metrolink network which operates from Altrincham to Bury or Piccadilly to Bury.
- 4.6.2. This route contains one Park and Ride site at Radcliffe Tram Stop which contains 480 parking spaces including 22 disabled spaces.

**Table 4-2 – Tram Services**

| Route  | Route                        | Frequency      | First / Last Weekday Service |
|--------|------------------------------|----------------|------------------------------|
| Green  | Altrincham – Bury            | 5/hr (Mon-Sun) | 05:37/23:01                  |
| Green  | Bury – Altrincham            | 5/hr (Mon-Sun) | 05:55/23:01                  |
| Yellow | Manchester Piccadilly - Bury | 5/hr (Mon-Sun) | 05:37/23:37                  |
| Yellow | Bury – Manchester Piccadilly | 5/hr (Mon-Sun) | 05:55/23:25                  |

**Table 4-3 – Facilities Available at Local Tram Stops**

| Station   | Cycle Facilities      | Car Parking                        | Accessibility features                                                                                    | Connections                           | Pedestrian / Cycling Accessibility |
|-----------|-----------------------|------------------------------------|-----------------------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------|
| Radcliffe | 5 stands<br>5 lockers | 369 spaces<br>22 Blue Badge Spaces | Step Free Access (Ramps)<br>Customer information screens.<br>Public address system.<br>Passenger Seating. | Bus: 98, 512, 513, 524, 886, 890, 896 | Walk: 7 mins<br>Cycle: 2 mins      |

## 4.7 PUBLIC TRANSPORT ACCESSIBILITY: RAIL<sup>3</sup>

- 4.7.1. 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.

<sup>2</sup> Tram timetables were retrieved in July 2022. Service routes and frequencies may change in the future.

<sup>3</sup> Rail timetables were retrieved in July 2022. Service routes and frequencies may change in the future.

- 4.7.2. Kearsley train Station is situated 2.7 miles from the site, taking 16 minutes by bicycle and with multiple bus services that serve Radcliffe Town Centre. Kearsley train Station provides local connectivity with direct services from Manchester Victoria, Salford Central and Bolton.
- 4.7.3. Farnworth train station is 3.0 miles from the site, taking 19 minutes by bicycle. Farnworth provides local connectivity with direct services from Manchester Victoria, Salford Central and Bolton.
- 4.7.4. Moses Gate train station is 3.7 miles from the site, taking 24 minutes by bicycle. Moses Gate provides local connectivity with direct services from Manchester Victoria, Salford Central and Bolton.

**Table 4-4 – Rail Services**

| Destination       | Frequency  | Provider |
|-------------------|------------|----------|
| <b>Kearsley</b>   |            |          |
| Stalybridge       | 1 per hour | Northern |
| Southport         | 1 per hour | Northern |
| Wigan             | 1 per hour | Northern |
| <b>Farnworth</b>  |            |          |
| Stalybridge       | 1 per hour | Northern |
| Southport         | 1 per hour | Northern |
| <b>Moses Gate</b> |            |          |
| Stalybridge       | 1 per hour | Northern |
| Southport         | 1 per hour | Northern |

## 5 OUTCOME OBJECTIVES AND TARGETS

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### 5.1 AIM OF THE TRAVEL PLAN

- 5.1.1. The aim of the Travel Plan is to reduce reliance on the private car and achieve a lasting shift towards the use of sustainable travel modes to access the development, 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 the public visiting the development.
- 5.1.2. The aims of this ITP 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 development site.
- 5.1.3. This ITP is a provisional document that covers the substantive element of a FTP. Specifically, this means the ITP will identify outcome objectives, interim targets, and an initial package of measures.
- 5.1.4. The FTP for the development, when produced, will streamline and improve upon the elements in the ITP based on staff travel surveys and consultation.

### 5.2 OBJECTIVES

- 5.2.1. To achieve the aim of this ITP in line with national, regional, and local transport aspirations, the following objectives have been set:
  - Identify and manage deterrents to walking and cycling that prevent the general public from using active modes;
  - Identify the predominant origin locations of visitors to the site and use the information to complete an accessibility audit;
  - Promote walking and cycling by emphasising the benefits of sustainable and active modes, such as healthier lifestyle choice;
  - Promote existing public bus services and identify any gaps in provision;
  - Seek to ensure that future demand for car parking in Radcliffe does not exceed car parking provision;
  - In the future, create a sustainable employee community at the site by making employees aware of the ITP and inviting their contributions to develop the FTP;
  - Develop the ITP in time for submission to Bury Council following occupation of the respective development uses, amending the above objectives if necessary; and
  - Undertake visitor travel surveys as part of the development of the ITP.

### 5.3 INTERIM TARGET

- 5.3.1. Specific SMART (Specific, Measurable, Agreed, Realistic, Time-based) targets will be developed for each mode of transport. These can be adapted upon receipt of travel survey information as part of the FTP to accommodate the general public's needs.
- 5.3.2. Targets will be set out upon completion of the travel survey. However, these would emphasise the need to travel to the Civic Hub by sustainable modes of travel, in particular cycling and walking. These include:
  - Set percentage increase in trips by active modes of travel, in particular cycling and walking
  - Set percentage increase in public transport trips for those visiting the site from wider Greater Manchester

- Where car trips are made to the site, a set percentage increase in car share

## 6 MANAGEMENT PLAN

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### 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 general public, produced following completion of the proposed development.
- 6.1.2. An FTP establishes the general public's travel patterns by carrying out tailored travel surveys.
- 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. Employees 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 employees shared input and ownership of the Plan.
- 6.1.6. In line with the above, the following actions will be undertaken to convert this Interim Travel Plan to a Full Travel Plan:
  - Undertake travel surveys and produce a survey analysis;
  - Produce the FTP after six months occupation of the development. This includes revising the SMART targets as necessary;
  - Confirm site specific Action Plans of measures that will be informed by the survey results to deliver the targets and objectives. The Action Plans will put forward the set of measures in a responsibility and monitoring mechanisms; and
  - Confirm specific dates (month / year) when ongoing travel surveys and reviews of the Full Travel Plans and Action Plans will be undertaken.

### 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 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 general public and provide details of the FTP;
  - Liaise with employees 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 the general public, in line with a timetable agreed in the FTP;

- Actively encourage the general public 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
- Acquire supporting information such as public transport timetables and cycle maps to be distributed to employees.

## **6.3 TRAVEL PLAN QUESTIONNAIRE**

- 6.3.1. The FTP will also contain a TP Questionnaire. This will be prepared by WSP.
- 6.3.2. The purpose of the Travel Plan Questionnaire is to understand the travel habits of the general public in Radcliffe and deliver a series of tailored measures to their circumstances to improve public transport and active travel options and accessibility.
- 6.3.3. A full assessment of the answers received will support the conversion of this ITP to the FTP as set out throughout this document and in Section 7.8 Action Plan.

## 7 TRAVEL PLAN MEASURES

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### 7.1 INTRODUCTION

- 7.1.1. For an ITP 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 ITP are described below.

### 7.2 PHYSICAL MEASURES

- 7.2.1. Key improvements being brought forward as part of the development proposals include:
- Prioritising good quality cycling facilities and routes to new developments to discourage the numbers of site users arriving via private vehicle.
  - Provisions for cyclists have been made within the development including by providing cycle stands to the south of the site with more cycle stands to be built in the remaining public realm area.
- 7.2.2. It is difficult to be prescriptive about specific FTP measures given that detailed information about the general public's travel characteristics are not known yet.
- 7.2.3. Whilst initial measures have been identified for each travel mode, the TPC will oversee all modes of transport. This will ensure that all staff and visitors are encouraged to be part of the wider group.

### 7.3 WALKING MEASURES

- 7.3.1. The following measures will be considered in the FTP to encourage and promote walking:
- Travel Welcome Packs distributed to the employees and regular visitors (e.g. gym members) that will include information and advice regarding safe pedestrian routes. This can include desire lines being mapped on plans showing safe and comfortable routes to and from various nearby transport drop off points, such as local bus stops and the Radcliffe Metrolink stop;
  - Identifying any common areas travelled to by the public which are suitable for walking and produce walking maps specific to those routes identifying areas along walking routes which are deterrents to potential walkers;
  - The TPC could liaise with the Highways Authority to ensure that the key pedestrian desire lines identified are appropriately maintained, as well as to report maintenance requirements;
  - Put up signs showing the direction and distance or time it takes to walk to the site on key walking routes;
  - Setting up an Active Travel User Group;
  - Guaranteed free public transport ticket to return home for employees who walk, in case of an emergency;
  - Ongoing promotion of walking and promotion of online resources including:
    - Internal newsletter
    - <https://www.verywellfit.com/tips-for-walking-to-work-3435887> 10 tips for walking to work.

### 7.4 CYCLING MEASURES

- 7.4.1. The following measures will be considered in the FTP to encourage and promote cycling:

- Travel Welcome Packs distributed to the general public and employees that will include information and advice regarding safe cycling routes. This can include desire lines being mapped on plans showing safe and comfortable routes to and from various transport drop off points such as railway stations and nearby cycle parking facilities;
- Identifying any common areas travelled to by the general public which are suitable for cycling and produce cycling maps specific to those routes and identify areas along cycling routes which are deterrents to potential cyclists;
- The TPC could liaise with the Highways Authority to ensure that the key cycling desire lines identified are appropriately maintained, as well as to report maintenance requirements;
- Put up signs showing the direction and distance or time it takes to cycle to the site from key local areas (e.g. neighbourhood centres);
- Setting up an Active Travel User Group;
- Joining a *Cycle to Work* scheme that provides tax-free bicycles and gear to cyclists;
- Guaranteed free public transport ticket to return home for employees who cycle, in case of an emergency;
- Ongoing promotion of cycling and promotion of online resources including:
  - Internal newsletter
  - TfGM website for cycling: <https://beeactive.tfgm.com/cycling/>

## 7.5 PUBLIC TRANSPORT MEASURES

7.5.1. The following measures will be considered in the FTP to encourage and promote public transport:

- Travel Welcome Packs distributed to the general public will include information on public transport accessibility, including bus and Metrolink stop locations, timetables and route maps;
- Providing public transport information updates to all visitors and employees when, for example, there are changes to public services or new services are being introduced which would benefit them;
- Educating visitors and employees 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.
- Investigate subsidies for bus / tram tickets;
- Promotion of useful websites or collation of material from such websites that will be provided to staff, volunteers and visitors, such as:
  - TfGM website for Tram information: <https://tfgm.com/public-transport/tram/tram-schedule>

## 7.6 CAR SHARING MEASURES

7.6.1. A car sharing scheme could target journeys to work amongst employees and visitors from similar locations. The following measures will be considered in the FTP to encourage and promote the use of car sharing on those journeys made by car:

- Measures to raise the profile of car sharing such as providing promotional literature in the Travel Welcome Packs;
- Provide a car share database for employees, where they can view offers and requests for lifts from their colleagues.

- Promoting the benefits of car sharing associated with financial savings, 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 employees that are proven to car share often.
- Guaranteed free public transport ticket to return home for car shares in case of an emergency.

## 7.7 MEASURES FOR SUSTAINABLE MODES OF TRANSPORT

7.7.1. The following are measures that will be considered in the FTP to encourage the use of sustainable and active transport amongst employees:

- Travel Welcome Packs will be distributed to all regular visitors and employees which will promote all modes of sustainable transport; and
- Investigating other financial / reward-based incentives that may encourage visitors and employees to use sustainable and active travel following completion of travel surveys.

## 7.8 ACTION PLAN

- 7.8.1. As part of the FTP process, the package of measures adopted to increase sustainable and active travel like those considered above will be defined in an 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.
- 7.8.2. The Action Plan created for Radcliffe Civic Hub will illustrate 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 will also be provided in the Action Plan.
- 7.8.3. Table 7-1 shows the expected actions, responsibilities, timescales, and indicators of the Action Plan.

**Table 7-1 – Action Plan**

| Action                                                    | Timescale                      | Indicator / Success                                                  |
|-----------------------------------------------------------|--------------------------------|----------------------------------------------------------------------|
| Travel Plan Co-ordinator (TPC) assumes role               | Part of Full Travel Plan       | Appointment made                                                     |
| Undertake baseline travel surveys                         | 3 months post-opening          | Surveys undertaken within timescales                                 |
| Produce Full Travel Plan                                  | 6 months post-opening          | Full Travel Plan produced and approved                               |
| Annual Review                                             | 12 months after FTP completion | Update Full Travel Plan accordingly                                  |
| Production and distribution of Travel Welcome Packs (TWP) | 6 months post-opening          | TWP produced and distributed to all                                  |
| TPC liaison with the general public via emails, etc       | On-going after FTP completion  | Employees and visitors aware of Travel Plan and encouraged to engage |

| Action                                                                                                              | Timescale                                 | Indicator / Success                                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| Personalised travel planning advice                                                                                 | On-going as required after FTP completion | Visitors and employees receiving personalised travel planning advice as required                                                        |
| Employee and visitor walking, cycling and car sharing user groups set up and promoted                               | In line with FTP completion               | Database in place, increase in number of employees/visitors walking, cycling and car sharing                                            |
| Programme of sustainable travel events distributed to employees and visitors                                        | On-going after FTP completion             | Employees and visitors aware of events and encouraged to engage                                                                         |
| Negotiation and provision of incentives to support and encourage walking, cycling, public transport and car sharing | On-going after FTP completion             | Incentives made available to all, increase in number of employees and visitors walking, cycling, using public transport and car sharing |
| Liaison with Bury Council and TfGM regarding pedestrian and cycle desire lines and routes                           | On-going after FTP completion             | Potential improvements identified, increase in number of walking and cycling trips                                                      |
| Monitoring of on-site cycling facilities and associated discussions with users                                      | On-going after FTP completion             | Improvement of cycling facilities as required                                                                                           |

## 8 COMMUNICATION, MARKETING AND MONITORING

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### 8.1 MARKETING STRATEGY

- 8.1.1. A communication and marketing strategy will be developed to support the Full Travel Plan to ensure:
- Awareness of the Travel Plan amongst the general public;
  - 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.
- 8.1.2. The communication and marketing strategy communicates the FTP to the general public to raise awareness of its contents. This publicises its outcome objectives, targets and the package of measures being delivered.
- 8.1.3. The communication and marketing strategy should be effective in keeping the FTP visible and relevant to the general public. The strategy will be the responsibility of the Travel Plan Coordinator and will be fully developed on completion of the FTP. Key aspects of the strategy include:
- Maintaining confidence in the FTP among the general public. This can be achieved by monitoring the effectiveness of the measures and amending them when problems are encountered;
  - Regularly communicating with employees and visitors to remind them of the FTP;
  - Making the TPC easily contactable for staff and visitors 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 employees and visitors; and
  - Regular updates from TPC and MCC.

### 8.2 MARKETING MATERIAL

- 8.2.1. Publicity material within the Travel Packs and made available by the TPC could include:
- Contact details of the TPC;
  - Sustainable and active travel advice and information;
  - A list of further travel resources, online or offline;
  - Questionnaires, letters, and leaflets relevant to the objectives of the Travel Plan; and
  - Quarterly staff and visitor newsletters and bulletins providing updates on the FTP, updated travel information, and success stories, etc.
- 8.2.2. The TPC must identify the most effective way of conveying messages to the general public, whether this is for example electronically via email or website, or via noticeboards.
- 8.2.3. Further to this, the platform used to promote and communicate the FTP should be accessible to all.

### 8.3 MONITORING STRATEGY

- 8.3.1. 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.

- 8.3.2. The monitoring strategy might consist of a visitor travel survey, a database of evidence, regular progress reports and updates to the FTP.

## 9 SUMMARY

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- 9.1.1. WSP have been appointed by appointed by Vinci Construction UK Ltd to prepare an Interim Travel Plan for the development of Radcliffe Civic Hub and Radcliffe Market Chambers in Radcliffe, Bury, Greater Manchester.
- 9.1.2. 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.
- 9.1.3. 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.
- 9.1.4. This is a site-specific TP for the these proposals which outlines the following:
- Methods proposed to increase the number of employees travelling to and from the site by bicycle;
  - Timescales for surveying employees travel patterns following occupation of the site; and
  - The measures that will be used to monitor the effectiveness of the Travel Plan in its objective to reduce the volume of private car trips to the site.
- 9.1.5. It is proposed that this ITP will be extended to a FTP within six months post-opening of the Civic Hub.
- 9.1.6. Whilst this document does not suggest there are specific issues with any of the topics 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 2.
- 9.1.7. 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 development proposals is to reduce reliance on the private car and encourage the use of sustainable modes such as walking, cycling and public transport. This has found that the site is highly accessible by active travel and public transport.
- 9.1.8. The aim of the Travel Plan is to increase cycling as a mode share of travel to and from the development and achieve a lasting shift towards 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 the public visiting the development and the employees that work there.
- 9.1.9. The aims of this ITP are in line with local, regional, and national policy which are to encourage the use of sustainable transport and to maximise the potential to walk or cycle to and from development site.
- 9.1.10. This ITP is a provisional document that covers the substantive element of a FTP. Specifically, this means the ITP will identify outcome objectives, interim targets, and an initial package of measures.
- 9.1.11. The FTP for the development, when produced, will streamline, and improve upon the elements in the ITP based on staff travel surveys and consultation.

- 9.1.12. The role of TPC will be identified upon the opening of the Civic Hub.
- 9.1.13. For an ITP 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.
- 9.1.14. As part of the FTP process, the package of measures adopted to increase sustainable and active travel like those considered above will be defined in an 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.
- 9.1.15. The Action Plan created for Radcliffe Civic Hub will illustrate 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 will also be provided in the Action Plan.
- 9.1.16. A communication and marketing strategy will be developed to support the Full Travel Plan to ensure:
- Awareness of the Travel Plan amongst the general public 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.
- 9.1.17. The communication and marketing strategy will communicate the FTP to all employees and visitors to raise awareness of its contents. This publicises its outcome objectives, targets and the package of measures being delivered.
- 9.1.18. 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.



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