

Proposed Residential Development
The Seedfield Centre, Bury

August 2025

INTERIM TRAVEL PLAN

eddisons.com

Eddisons

REPORT

DOCUMENT:	Interim Travel Plan
PROJECT:	Proposed Residential Development, The Seedfield Centre, Bury
CLIENT:	Hive Homes
JOB NUMBER:	4948
FILE ORIGIN:	Z:\projects\4948 Seedfield, Bury (Lovell)\Docs\Reports\4948TP.01.docx

DOCUMENT CHECKING:

Primary Author:	MTC	Initialled:
Contributor	LG	Initialled:
Review By:	MTC	Initialled:

Issue	Date	Status	Checked for Issue
1	26-08-2025	First Draft	
2			
3			
4			

CONTENTS

1	INTRODUCTION	1
1.2	Benefits of a Travel Plan.....	2
1.3	Structure of the Travel Plan	2
1.4	The Travel Plan	3
1.5	Site Location	3
1.6	Development Proposals	3
2	TRAVEL PLANNING POLICY AND GUIDANCE.....	5
2.1	Travel Planning Policy	5
2.2	Travel Planning Guidance	5
3	PLAN ADMINISTRATION	7
4	ACCESSIBILITY BY NON-CAR MODES.....	8
4.1	Introduction.....	8
4.2	Access on Foot.....	8
4.3	Access by Cycle	15
4.4	Access by Bus	17
4.5	Access by Metrolink.....	19
4.6	Non-Car Access Summary	19
5	MANAGEMENT MEASURES.....	21
5.1	Introduction.....	21
5.2	Travel Plan Coordinator.....	21
5.3	Residents Travel Survey.....	22
5.4	Residents Travel Pack	22
5.5	Travel Awareness and Information.....	23
5.6	Promotion of Lift Share Scheme.....	23
5.7	Encouraging Walking/Cycling.....	24
5.8	Encouraging Home Working and Delivery Services.....	24
5.9	Encouraging Travel by Public Transport.....	24
5.10	Marketing and Promotion	25
5.11	Travel Plan Budget.....	25
6	TRAVEL PLAN MONITORING.....	26
6.2	Frequency of Monitoring	26
6.3	Monitoring Reporting and Review	27
7	TRAVEL PLAN TARGETS	28
7.2	Initial Targets	29
8	ACTION PLAN	31
9	CONCLUSION	33

PLANS

Plan 1	Site Location
Plan 2	2km Pedestrian Catchment

APPENDICES

Appendix 1	Travel Plan Coordinator Brief
Appendix 2	Travel Survey Questionnaire

1 INTRODUCTION

1.1.1 Eddisons have been instructed by Hive Homes and Lovell Homes to produce a Travel Plan to formally discharge planning condition (69079) which provides the erection of up to 81 residential dwellings, with associated car parking and landscaping. The proposed housing mix is as follows:

- 3-bedroom dwellings – 62 units; and
- 4-bedroom dwellings – 22 units.

1.1.2 Condition 30 of the planning consent refers to the provision of a Travel Plan and is as follows:

'Within 6 months of the first occupation of the dwellings hereby approved a Residential Travel Plan shall be submitted to and agreed in writing by the Local Planning Authority. A Residential Travel Plan should include:

- 1. A Travel Plan budget and resources for the implementation and day to day management of travel plan measures;*
- 2. Appropriate management structures;*
- 3. Detailed time frames for the delivery;*
- 4. Handover arrangements for the travel plan or its components, when the developers responsibility ceases; and*
- 5. Targets and monitoring arrangement*

The details subsequently approved shall be implemented to an agreed programme.'

1.1.3 This document will set out the principal strategies that will be put in place once residents are occupying the dwellings to encourage sustainable travel.

1.1.4 This Travel Plan has been produced with reference to the policies and strategies contained within national and local Travel Planning Guidance to encourage sustainable travel to and from the development site.

- 1.1.5 The Department for Transport has guidance on the preparation of travel plans which are of relevance to this proposed development in ‘Good Practice Guidelines: Delivering Travel Plans through the Planning Process – Published in April 2009’.

1.2 Benefits of a Travel Plan

- 1.2.1 The benefits of an effective Travel Plan are wide ranging and include improved accessibility, air quality, safety, health and wellbeing; reduced local congestion and climate change mitigation.

- 1.2.2 Reduced vehicle emissions have a positive effect on a range of illnesses; while walking and cycling are linked to healthier lifestyles. Reducing car use cuts congestion and demand for parking spaces, which in return improves local air quality and benefits the local community. CO2 reductions from travel contributes to targets set by local authorities and the Government, and the travel plan will have a positive impact on the Council's environmental performance

1.3 Structure of the Travel Plan

- 1.3.1 Following this introduction, Section 2 details Travel Plan Policy and guidance and presents the ‘Travel Plan Pyramid’.
- 1.3.2 Section 3 sets out a series of management measures that will be implemented as part of the Travel Plan. Section 4 of the Travel Plan considers the accessibility of the site by non-car modes, including walking, cycling and public transport.
- 1.3.3 Section 5 discusses the initial targets for reducing trips by the private car while Section 6 details the monitoring and assessment of the Travel Plan.

1.4 The Travel Plan

1.4.1 The aim of the Travel Plan is as follows:

- To encourage residents and visitors to use alternatives to the private car.
- To increase the awareness of the advantages and potential for travel by more environmentally friendly modes; and
- To introduce a package of management measures that will facilitate travel by modes of transport other than the private car.

1.4.2 A Travel Plan is effectively a combination of information, proposals and incentives designed to use most effectively the different means of travel available to residents and visitors.

1.4.3 In addition, the management of resident travel represents an important element in pursuing the overall aims of the latest national guidance included within the DfT's Best Practice Guide.

1.5 Site Location

1.5.1 The site is located approximately 1.6 kilometres to the north of Bury town centre, around 9 kilometres to the west of Rochdale and approximately 9 kilometres north-east of Bolton.

1.5.2 The site location is shown in **Plan 1**.

1.6 Development Proposals

1.6.1 The applicant is developing the site for approximately 81 residential dwellings, with associated car parking and landscaping. The proposed housing mix is as follows:

- 3-bedroom dwellings - 60 units; and
- 4-bedroom dwellings - 21 units.

- 1.6.2 The proposed internal layout is provided at **Plan 2**.
- 1.6.3 Car parking across the site complies with the Councils' current car parking standards and turning heads are provided, where appropriate.

2 TRAVEL PLANNING POLICY AND GUIDANCE

2.1 Travel Planning Policy

2.1.1 The need to manage transport in new developments is included within national and local policy. The need to reduce car dependency, increase travel choices and encourage sustainable distribution is supported by the National Planning Policy Framework (NPPF) which states that all developments that generate significant amounts of movement should provide a Travel Plan.

2.2 Travel Planning Guidance

2.2.1 The preparation and adoption of a Travel Plan is an important element of managing the demand for travel to all modern developments.

2.2.2 The Department for Transport's (DfT's) 'Making Residential Travel Plans Work', has been superseded by the National Planning Practice Guidance, but still provides relevant guidance on the preparation of Travel Plan. That guidance introduced the concept of a 'Travel Plan Pyramid'. This helps demonstrate how successful plans are built on the firm foundations of a good location and site design. The pyramid is presented in **Figure 2.1** below.

2.2.3 The hierarchy of 5-tiers of measures and criteria are well illustrated in pyramid form since the concept presented within that "good practice" is that each higher layer builds upon the more important foundations of the criteria and initiatives below it.

2.2.4 The most important layer of the pyramid is considered to be the base; this shows the key to making Travel Plans work is the actual location of the development and its proximity to local facilities and services essential to everyday life.



Figure 2.1 – The Travel Plan Pyramid

- 2.2.5** The second layer of the pyramid refers to how the layout of the site can assist in reducing the need to travel, which in this instance is again linked to the existing level of provision to facilitate sustainable travel.
- 2.2.6** As indicated in level 3 of the pyramid, the Travel Plan co-ordinator will be free to develop further measures to maximise the sustainability of the site.
- 2.2.7** The fourth layer of the pyramid looks at how parking management and public transport can influence travel choice, while the top layer of the pyramid relates to how the Travel Plan will be marketed and how the measures within are to be promoted.

3 PLAN ADMINISTRATION

- 3.1.1** The administration of the Travel Plan (once implemented) will be the responsibility of the developer.
- 3.1.2** The developer will be required to designate a Travel Plan Coordinator (TPC) for the residential development. The TPC will be responsible for implementing the Travel Plan and will be point of contact for the residents and the Local Planning Authority (LHA).
- 3.1.3** Eddisons will initially act as the TPC on behalf of the developer. Essentially the coordinator will provide a liaison in implementing the plan with the residents and the local authority.
- 3.1.4** The contact details of the current TPC are as follows: Lucy Gretton at Eddisons: lucy.gretton@eddisons.com
- 3.1.5** The TPC will be the first point of contact for residents, the LHA and other outside organisations in all matters regarding travel.
- 3.1.6** The post of the TPC of the residential development will be overseen by the housing management company or developer (in this case Hive Homes and Lovell Homes).
- 3.1.7** Prospective buyers will be made aware of the Travel Plan and its aims at the earliest opportunity, such as when viewing and enquiring about properties. The Residents Travel Pack, discussed in more detail below, will also form part of a Prospective Buyers Information Pack.
- 3.1.8** The TPC will also develop and manage the Travel Plan for the site as the document evolves over time. The duties will include monitoring, reviewing targets and forming action plans if the Residential Travel Plan is not performing in some areas.

4 ACCESSIBILITY BY NON-CAR MODES

4.1 Introduction

4.1.1 In order to accord with the aspirations of the NPPF, any new proposals should extend the choice in transport and secure mobility in a way that supports sustainable development.

4.1.2 New proposals should therefore seek to influence the mode of travel to the development in terms of gaining a shift in modal split towards non-car modes, thus assisting in meeting the aspirations of current national and local planning policy.

4.1.3 The accessibility of the proposed site has been considered by the following modes of transport:

- Access on foot;
- Access by cycle;
- Access by bus; and
- Access by rail.

4.2 Access on Foot

4.2.1 It is important to create a choice of direct, safe and attractive routes between where people live and where they need to travel in their day-to-day life. This philosophy clearly encourages the opportunity to walk whatever the journey purpose and helps to create more active streets and a more vibrant neighbourhood.

4.2.2 The nearest footways are located along Parkinson Street, in close proximity to the site and have a width of around 2.5 metres. These footways provide links to a comprehensive network of routes within the local area, supplemented by a number of crossing points which facilitate access to the nearby day to day amenities within the area.

- 4.2.3 Dropped kerbs and tactile paving is provided at key junctions between the application site and the day-to-day amenities located in Bury.
- 4.2.4 There are various Public Rights of Way located within close proximity to the site; they are shown in purple in **Figure 4.1** below. These public footpaths provide a continual connection between the site and the surrounding local amenities, which will enhance accessibility and encourage active travel within the local area.
- 4.2.5 Public footpath 153Bury is located to the northwest of the proposed development site, connecting Plumpton Drive with Walmersley Road to the east. This footpath connects the site with nearby residential areas via a wooded area. This creates an active travel route from nearby the site towards Weston which connects with various other footpaths, enhancing accessibility and encouraging active travel within the area
- 4.2.6 Additionally, there are numerous public footpaths located to the north of the proposed site and further into Limefield and Bevis Green creating a clear pedestrian connection into nearby employment, education and retail areas.

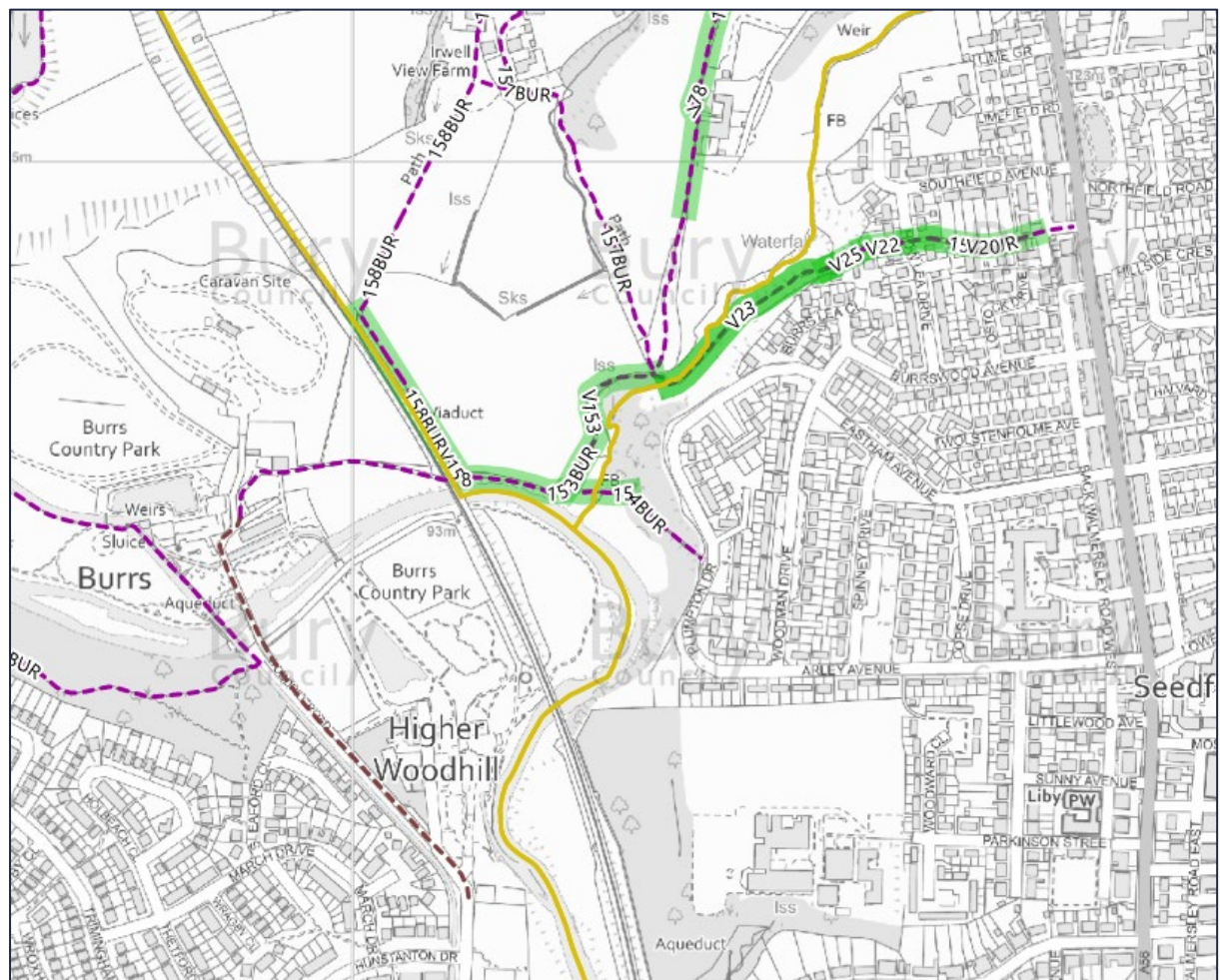


Figure 4.1 - Public Right of Ways in Bury (Bury Council)

- 4.2.7** The DFT National Travel Survey of 2022 confirms that 83% of all trips less than a mile (1.6km) are carried out on foot.
- 4.2.8** The Institute of Highways and Transportation (IHT) document 'Guidelines for Providing for Journeys on Foot', provides information on acceptable walking distances. Table 3.2 suggests distances for desirable, acceptable and preferred maximum walks to 'town centres', 'commuting/schools' and 'elsewhere'. The 'preferred maximum' distances are shown below in **Table 4.1**.

Suggested Preferred Maximum Walk		
Town Centre	Commuting/School	Elsewhere
800m	2,000m	1,200m

Table 4.1 IHT 'Providing for Journeys on Foot' Walk Distances

4.2.9 Manual for Streets (MfS) continues the theme of the acceptability of the 2,000 metre distance in paragraph 4.4.1. This states that '*walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPS13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km*'.

4.2.10 **Table 4.2** below summarises this guidance in tabular form.

'Comfortable' Walk	'Preferred Maximum' Walk
800m	2,000m

Table 4.2 Manual for Streets Walk Distances

4.2.11 Further evidence that people will walk further than the suggested 'preferred maximum' distances in the IHT 'Providing for Journeys on Foot' is contained in a WYG Report entitled 'Accessibility – How Far Do People Walk and Cycle'. This report refers to National Travel Survey (NTS) data for the UK as a whole, excluding London, and confirms the following 85th percentile walk distances:

- All journey purposes – 1,930 metres;
- Commuting – 2,400 metres;
- Shopping – 1,600 metres;
- Education – 3,200 or 4,800 metres;

- Personal business – 1,600 metres.

4.2.12 Overall, in Table 5.1, the document states that 1,950 square metres is the 85th percentile distance for walking as the main mode of travel. **Table 4.3** below summarises the various 85th percentile walk distances suggested as guidelines in the WYG Study.

85 th Percentile Walk Distances				Overall Recommended Preferred Max
All Journeys	Commuting	Shopping	Personal	
1,950m	2,100m	1,600m	1,600m	1,950m

Table 4.3 WYG Report/NTS Data Walk Distances

4.2.13 In summary, the distance of 1,950 metres, or around 2 kilometres, represents an acceptable maximum walking distance for the majority of land uses.

4.2.14 Section 3.1 of the CIHT guidance 'Planning for Walking' mentioned earlier in this report provides a useful reminder of the health benefits of walking. This states that:

'A brisk 20 minute walk each day could be enough to reduce an individual's risk of an early death.'

4.2.15 A 20-minute walk equates to a walking distance of around 1,600 metres.

4.2.16 In light of the above, a pedestrian catchment of 800m and 2 kilometres from the centre of the site, using all usable pedestrian routes, has been provided in **Plan 2**.

4.2.17 The 800-metre pedestrian catchment encompasses the area surrounding the proposed site including the nearest bus stops and a public house and convenience store.

- 4.2.18 The 2,000-metre pedestrian catchment stretches further into Bury, including the industrial estate, a supermarket, post office, GP and a few cafes and public houses. Clearly, this represents a key destination for potential employment, retail and leisure trips.
- 4.2.19 In a recent 2023 YouGov poll, respondents were asked to identify the local amenities they valued the most within a 15-minute walk of their home. The poll results highlight amenities that people consider essential for their day to day lives, such as, grocery stores, healthcare facilities and public transportation. The results of the YouGov Poll are displayed in **Figure 4.2** below:

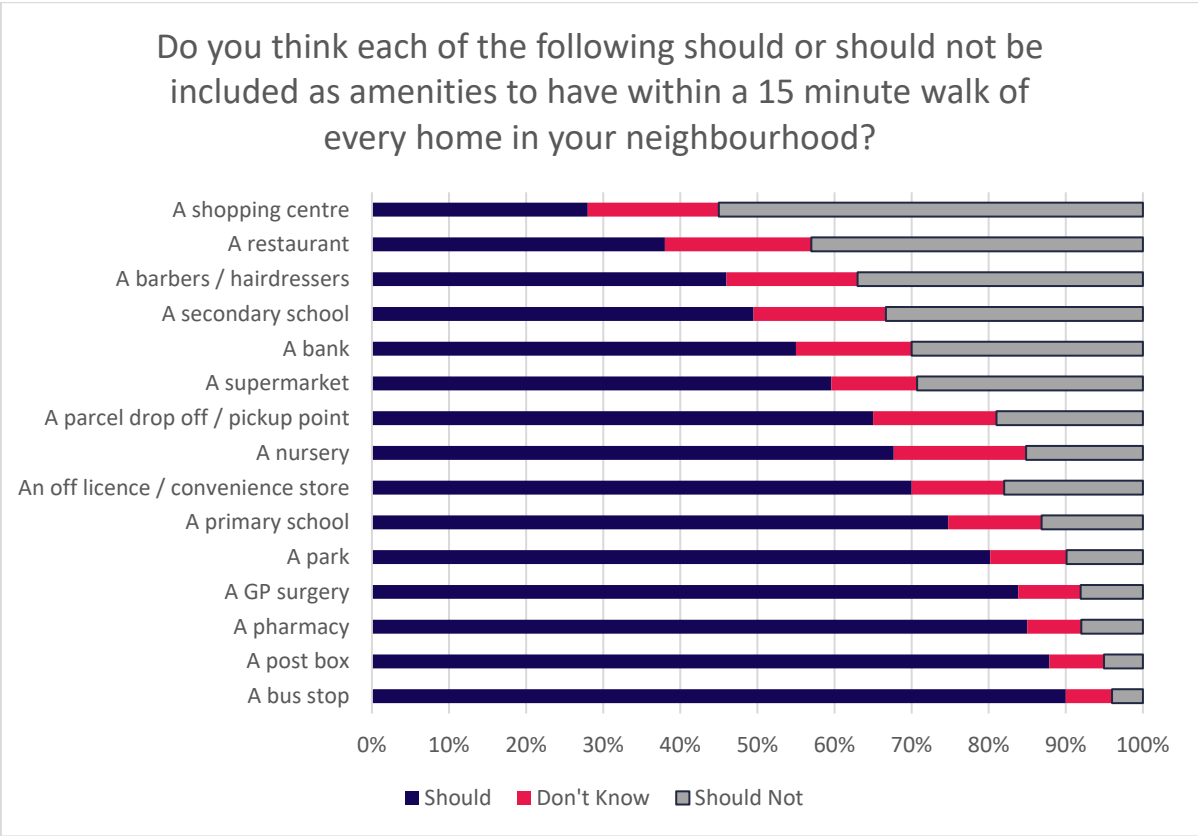


Figure 4.2 YouGov Poll Results (Source YouGov)

- 4.2.20** Figure 4.2 shows that the majority of respondents, approximately nine in ten, believe that having a bus stop (90%) and a post box (87%) within a short walk of their home is most important. Similarly, a significant proportion of Britons think that medical facilities like a pharmacy (85%) and a GP surgery (83%) should be easily accessible. Less than half of the respondents see the need for a shopping centre (28%), restaurant (38%), or hairdressers (46%) to be located nearby.
- 4.2.21** **Plan 2** provides an illustrative indication of the areas that can be reached based on a leisurely walk from the site. The plan also displays nearby local amenities, as per those identified within the findings of the YouGov poll.
- 4.2.22** As can be seen in **Plan 2**, the site is located in close proximity to a number of a local amenities, including a bus stop, a post office, and a local convenience store.
- 4.2.23** **Table 4.4** below, shows the walking distance from the centre point of site 1 and 2 to several of the local key amenities in the immediate vicinity of the site. The table also confirms whether or not the particular amenity is within the 'preferred maximum' walk distances using the above guideline criteria.

Local Amenity	Distance	Guidance Criteria	Meets with Guidance?
Nearest Bus Stop	300m	1,600m	YES
Morrisons Daily	400m	1,600m	YES
Clarence Park	500m	1,600m	YES
Tiddlywinks Nursey	700m	3,200m	YES
St John with St Mark Primary School	730m	3,200m	YES
Chesham Post Office	1,000m	1,600m	YES
Stachan's Chemist	1,030m	1,600m	YES
Walmersley Road Medical Practice	1,100m	1,600m	YES
Bury Pharmacy	1,200m	1,600m	YES

Chesham Primary School	1,590m	3,200m	YES
------------------------	--------	--------	-----

Table 4.4 Distance from Site to Local Facilities

- 4.2.24** Based on the review, it is considered that the existing pedestrian infrastructure will facilitate safe and direct pedestrian linkages between the site and numerous local services and amenities.

4.3 Access by Cycle

- 4.3.1** Cycling represents an alternative mode of travel from the proposed development site.
- 4.3.2** The new advice contained within the Highway Code, which was updated on 29th January 2022, will improve the safety of vulnerable road users including cyclists, pedestrians, and horse-riders. Most of the new advice relates to where cyclists should position themselves within the lane in various traffic conditions and motorists being required to give cyclists priority in slow moving traffic and locations where there is insufficient room for vehicles to overtake cyclists safely, allowing 1.5-metres for cyclists when overtaking them.
- 4.3.3** The Cycling England document 'Integrating Cycling into Development Proposals' advises that *'For short trips, [cycle links] can give cyclists significant advantages over car users in terms of convenience and journey time... Most cycle journeys for non-work purposes and those to rail stations are between 0.5 and 2 miles, but many cyclists are willing to cycle much further. For work, a distance of 5 miles should be assumed.'*
- 4.3.4** A distance of 8-kilometres (5-miles) is generally accepted as a distance where cycling has the potential to replace short car journeys. This distance equates to a journey of around 40-minutes based on a leisurely cycle speed of 12-kph and would encompass areas including Bury, Heywood, Radcliffe, and Ramsbottom.

4.3.5 With regards to the site, National Cycle Route 6 runs from Ramsbottom, to the north of the site, south via Bury and to Manchester City Centre. This cycle route is majority off road and can be accessed from the site via a 7-minute cycle along a traffic-free route.

4.3.6 Additionally, there are numerous local cycle routes within the vicinity of the site. As can be seen from **Figure 4.3** below, there are numerous 'On Road Routes – with other cycling facilities' (red), 'Traffic Free Route – rough surface' (brown) and 'Traffic Free Route – good surface' (green) cycle routes located within the nearby area to the proposed development site.

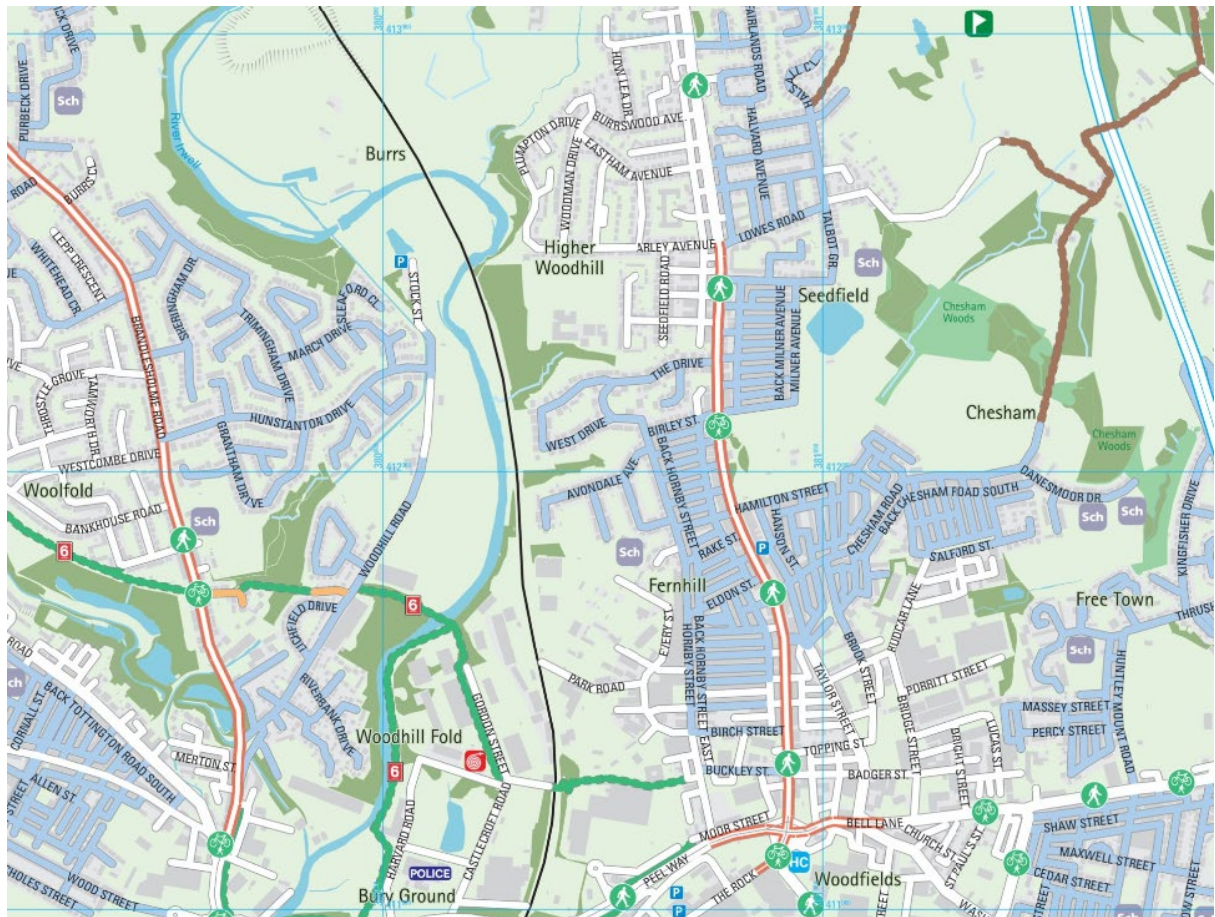


Figure 4.3 – Local Cycle Routes (Bee Network)

4.3.7 The site can, therefore, be considered as being accessible by cycle.

4.4 Access by Bus

4.4.1 An effective public transport system provides accessibility for large parts of the population to opportunities for work, education, shopping, leisure and healthcare in the local area and beyond.

4.4.2 The nearest bus stop to the site is located approximately 350 metres to the east of the site on the A56 Walmersley Road. This stop consists of a bus stop pole, timetable and sheltered seating area. Additional bus stops are located further north and south on the A56 Walmersley Road, and along Arley Avenue. All the nearest bus stops to the site are shown on the attached **Plan 2**.

4.4.3 A summary of the services available from the nearest bus stops from the development site is provided in **Table 4.5** below.

Servic No	Route	Monday - Friday			Saturday			Sun
		Pre 08:00	08:00- 17:00	Post 17:00	Pre 08:00	08:00- 17:00	Post 17:00	
472	Bury - Ramsbottom Circular	9 services	Every 20-mins	2/3 services	5 services	Every 20-mins	11 services	Every 30-mins
481	Bury – Blackburn	2 services	Every 30-mins	4 services	1 service	Every 60-mins	2 services	Every 60-mins
481	Blackburn – Bury	1 service	Every 30-mins	3 services	2 services	Every 60-mins	1 service	Every 60-mins
483	Bury – Burnley	3 services	Every 30-mins	6 services	2 services	Every 60-mins	4 services	Every 60-mins
483	Burnley - Bury	5 services	Every 30-mins	6 services	2 services	Every 60-mins	4 services	Every 60-mins
487	Nangreaves – Bury	2 services	Every 60-mins	6 services	1 service	Every 60-mins	5 services	Every 120-mins
487	Bury - Nangreaves	2 services	Every 60-mins	5 services	1 service	Every 60-mins	4 services	Every 120-mins

Table 4.5 Existing Bus Services Operating in the Vicinity of the Site

- 4.4.4 As can be seen from Table 4.5, the nearest bus stops to the site provides various services throughout the day to destinations such as Burnley, Ramsbottom and Blackburn.
- 4.4.5 It is noted that the above services provide a choice of how people travel with the bus services operating from around 05:00am to around 00:30am, making travel by public transport a real alternative to travelling by car for commuting trips.
- 4.4.6 In order to demonstrate the level of accessibility some example journey times by bus are presented below **Table 4.6** below.

Destination	Duration
Ramsbottom	10 mins
Edenfield	15 mins
Burnley	62 mins
Blackburn	72 mins

Table 4.6 Example Bus Journey Times from the Site

- 4.4.1 The above table demonstrates that Ramsbottom is a 10-minute bus journey from the nearest bus stop to the site, Edenfield is a 15-minute bus journey and Newcastle-under-Lyme is a 48-minute bus journey.
- 4.4.2 It is therefore concluded that the proposed development site is accessible by bus.

4.5 Access by Metrolink

4.5.1 The nearest tram stop located to the site is Bury, located within Bury Interchange. The stop can be accessed by a 30-minute walk, 11-minute bus journey on the 474/481/483 service or a 7-minute cycle. Bury tram stop is located on both the green and yellow line, offering direct services to Manchester Piccadilly, Deansgate and Altrincham. Services run every 12-minutes Monday-Saturday between the hours of 6am and midnight and every 15 minutes on Sundays between 7am to midnight.

4.5.2 There are seated areas in this station, along with a ticket office open daily, cycle parking as well as a Bee Network cycle hub. Bury Interchange also includes a park and ride service for Metrolink users. The car park includes 96 spaces as well as 4 disabled spaces and is open between the hours of 05:00am – 01:00am Monday – Friday. Over the weekend the car park is open 24 hours.

4.5.3 This provides opportunities for commuting / leisure opportunities from the site via rail.

4.6 Non-Car Access Summary

4.6.1 The proposals have been considered in terms of access by non-car modes of transport.

4.6.2 The following conclusions can be drawn from this section of the report:

- the site is well located to cater for trips on foot and provides potential for a high degree of pedestrian trips between the development and the surrounding area;
- it has been demonstrated that the site is accessible by cycle, with a number of national cycle routes being located within close proximity of the site;

- the services from the nearby bus stops, travelling to destinations such as Ramsbottom and Edenfield shows that the proposed development can be considered as accessible by bus; and
- The site is accessible via tram with Bury Interchange located just a short bus or cycle journey away.

4.6.3 In light of the above, it is considered that the site is accessible by non-car modes and would cater for the needs of the development's residents and visitors. As such, this will assist in promoting a choice of travel modes other than the private car, as set out in NPPF.

5 MANAGEMENT MEASURES

5.1 Introduction

5.1.1 The following measures will be incorporated within the Travel Plan:

- Travel Plan Coordinator
- Residents Travel Survey
- Residents Travel Pack
- Travel Awareness and Information
- Promotion of Lift Share Scheme
- Encouraging Walking/Cycling
- Encouraging Home Working and Delivery Services
- Encouraging Travel by Public Transport
- Marketing and Promotion
- Travel Plan Budget

5.2 Travel Plan Coordinator

5.2.1 It is anticipated that Eddisons (Lucy.gretton@eddisons.com) will initially act as the Travel Plan Co-ordinator (TPC) for the development. The TPC will be responsible for all aspects of the Travel Plan.

Her primary functions will be as follows.

- Liaison with the local planning and highways authorities.
- Provision of a Residents Travel Pack containing information for residents.

- Promotion of the sustainable transport options available to residents, including public transport, cycle, walking and car sharing schemes; and
- Maintenance of all necessary systems, data and paperwork. we management company although this will be confirmed in due course.

5.2.2 The brief of the Travel Plan Co-ordinator is shown in **Appendix 1**.

5.3 Residents Travel Survey

5.3.1 In order to establish the travel modes of residents (within 3 months of the development reaching 75% occupancy) a Residents Travel Survey will be undertaken.

5.3.2 The residents' travel survey will be provided to all the residents as part of their 'Welcome Pack' when they purchase a property.

5.3.3 This information will be used to determine which modes of travel will need to be promoted and encouraged the most.

5.3.4 A copy of the draft Residential Travel Survey is presented in **Appendix 2**.

5.3.5 Repeat surveys may be used for the Travel Plan monitoring process in order to establish what may be required to further encourage travel by non-car modes.

5.4 Residents Travel Pack

5.4.1 It is an important principle in residential developments that where appropriate the implementation of travel plan type measures can establish a pattern of travel behaviour favouring sustainable modes from the inception of the development.

5.4.2 The proposed development is well placed for encouraging access on foot or by cycle to a wide range of facilities. Similarly, the existence of local bus services and the close proximity of Bury Interchange will encourage the choice of public transport as a primary means of travel for the development.

5.4.3 However, in order to further encourage sustainable travel, it is recommended that a Residents Travel Pack is provided for the occupants of each new residential dwelling.

5.4.4 The contents of such a travel pack will include information relating to walking and cycling routes in the area and information on where to find up to date bus and rail timetable information, in addition to an identification of the location of nearby facilities.

5.4.5 The adoption of such travel packs is recognised as being an important element in ensuring that access by non-car modes is promoted from the earliest occupation of a residential development.

5.4.6 Some residents may be some time away from moving to the site and, therefore, it is important that the residents' travel pack is updated regularly to ensure it provides up-to-date information. The travel pack will be reviewed annually as part of the monitoring process and updated as necessary to ensure that new residents get the most up to date information possible.

5.5 Travel Awareness and Information

5.5.1 The development marketing staff will be made aware of the Travel Plan and its aims and measures. This will ensure that prospective residents are aware of the available sustainable travel options, such as bus services, walking and cycling routes, at the earliest opportunity.

5.5.2 The TPC will also look to promote any local and national sustainable travel initiatives, such as cycle to work day or car-share day, to encourage the take up of sustainable trip making habits.

5.6 Promotion of Lift Share Scheme

5.6.1 The TPC will promote the use of car sharing, by encouraging residents to register with the Liftshare website. It allows users to register their details, where they are

travelling to in the area and whether they are offering a lift or are in need a lift to their destination.

5.6.2 The website can be found at the following location www.liftshare.com

5.7 Encouraging Walking/Cycling

5.7.1 Residents will be provided with information and advice concerning safe pedestrian and cycle routes via the Residents Welcome Pack and additional information is provided on the following websites.

- www.sustrans.org.uk
- <https://www.cyclescheme.co.uk/>
- <https://www.beeactive.tfgm.com/>
- <https://www.bury.gov.uk/roads-travel-and-parking/public-rights-of-way>

5.7.2 The TPC will also make contact with the cycling officers at the LPA to ensure input in their cycling strategy. Contact will also be made with any local cycle groups and cycle retailers to encourage cycling and assist those in need of bike maintenance or sales advice.

5.8 Encouraging Home Working and Delivery Services

5.8.1 All new properties will have the ability to have broadband internet connection points, enabling the residents to obtain the internet.

5.8.2 Therefore, encouraging home working and shopping, reducing the need to travel especially during peak times.

5.9 Encouraging Travel by Public Transport

5.9.1 The TPC will liaise with the local bus operators to promote the use of bus and rail services and ensure that up to date timetable information is readily available to residents.

- 5.9.2 Public transport information distributed as part of the Residents' Welcome Pack showing links to local bus stops and details of local bus routes.

5.10 Marketing and Promotion

- 5.10.1 To ensure that potential residents of the site are informed about the Travel Plan and its goals from the earliest stage, the Travel Plan will have a significant presence within the sales suite of the development which will include a display outlining the sustainable travel measures being implemented and details of access by sustainable travel modes.
- 5.10.2 The sales staff will be given training to promote the Travel Plan as an asset and selling point of the development and key concepts relating to accessibility included in marketing/sales particulars.

5.11 Travel Plan Budget

- 5.11.1 To show commitment to the aims of the Travel Plan, a budget will be in place to deal with the day to day operation of the TP, including the appointment of a TP Co-ordinator (Estimated total budget: £10,000).
- 5.11.2 The use of the above budget will be at the discretion of the TPC as it may be that the majority of spending is required during the early stages of development, i.e. to get the Travel Plan up and running.
- 5.11.3 It is considered that the funding allocation will initially be spent on the following.
- The appointment of a TPC to cover the site; and
 - On-line Residents Travel Survey.
- 5.11.4 The requirement to implement other incentives could form part of the monitoring process, i.e. if the number of cyclists or walkers has reduced from the initial travel survey, then measures could be put in place to encourage the use of these modes.

6 TRAVEL PLAN MONITORING

6.1.1 The Travel Plan monitoring process will provide the TPC with data on travel patterns at the site and is in line with DfT best practice. The monitoring results will provide an indication of how successful the different Travel Plan components are operating, and it will provide information on key goals, such as minimising single occupancy car journeys and encouraging sustainable travel modes. The following monitoring will be provided as part of the Travel Plan.

6.1.2 A full Residents' travel survey: A travel survey will be distributed to all residents. This will ask questions about how they currently travel to and from the site, how they would prefer to travel to and from the site, any travel or transport issues they are encountering, and their attitudes towards sustainable travel. A copy of the draft Travel Survey form is contained in **Appendix 2**.

6.2 Frequency of Monitoring

6.2.1 It is proposed that Travel Surveys be conducted once every two years for at least 5-years, with the results reported to Bury Council (BC) in the form of a monitoring statement. If the initial targets are not met by the end of the 5 year monitoring period, the monitoring process can be extended for another cycle in an effort to achieve a greater mode shift.

6.2.2 An initial Resident Travel Survey will be undertaken within 3 months of the development reaching 75% occupancy to establish the travel patterns of site residents and visitors. Following this, specific targets will be set and agreed with the Travel Plan team at BC.

6.2.3 The TPC will endeavour to ensure that surveys are undertaken during the same time of year to try and prevent any differences caused by seasonal influences on travel patterns.

6.3 Monitoring Reporting and Review

- 6.3.1** Information gathered as part of the continuous monitoring process will be made available to the LHA to assist the ongoing assessment of site modal split.
- 6.3.2** New or updated strategies may be developed as part of the Travel Plan evolution to try and maximise Travel Plan objectives. These strategies would be considered in partnership with BC.
- 6.3.3** The monitoring and assessment of the Travel Plan will include the submission of annual progress reports detailing the results of the travel surveys and they can also update on details regarding targets, budgets, and the effectiveness of current Travel Plan initiatives.
- 6.3.4** This will allow effective measures to be promoted and increased whilst underperforming measure measures can be reviewed, revised and improved. Any new initiatives for the coming year will also be contained within the report and submitted to officers at BC.
- 6.3.5** The monitoring measures can incorporate the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence following the opening of the development. Monitoring areas could incorporate:
- feedback from bus operators to establish the perceived level of demand for local bus services
 - Monitor the take-up of the lift share scheme, and
 - Record comments received from residents and visitors relating to the operation and implications of the travel plan.
- 6.3.6** Information gathered through the monitoring process will be recorded for the input to the Annual Reviews, outlined below. The information will be sent to the planning authority at regular intervals.

7 TRAVEL PLAN TARGETS

7.1.1 Introduction

7.1.2 This section of the Travel Plan Framework will provide details of the targets against which the success of the Travel Plan in achieving their objectives will be measured.

7.1.3 The targets are designed to be quantifiable, be relevant to both measures and objectives identified in the Plan and to include timescale.

7.1.4 Potential Targets

7.1.5 Targets which according to the DfT may potentially be included in the Travel Plan include the following:

- Car trips per household - targets set on the basis of predicted trip rates for the development.
- Uptake of alternatives - Targets for bus patronage, membership and use of car clubs, registration and participation in car share scheme, cycle counts and pedestrian counts.
- Car ownership and mode of travel - trip based targets may be supplemented by targets related to car ownership, travel to work by mode and travel to school by mode.
- Travel Plan awareness targets - for example, a target can be established to ensure a significant percentage of residents are aware of the travel plan and its purpose.

7.2 Initial Targets

- 7.2.1** The below identifies initial targets, which have been set in advance of obtaining site-specific travel data. These initial targets seek to ensure that there is a commitment at the site, as it is occupied, to achieve a reduction in the number of single-occupancy car driver trips to and from the site. This target will be reviewed once the results of the first travel surveys are available.
- 7.2.2** The below targets have been based on National Census 2011 Journey to Work (JtW) Data for Bury 004 Middle Super output Area, which covers the site location.
- 7.2.3** The below targets cover a five-year period from initial occupancy of the site. Given that the data relates to JtW trips, travel during the AM peak period would be most representative for that journey purpose. AM Trip surveys should therefore be considered when reviewing actual trip activity compared to Travel Plan targets.
- 7.2.4** **Table 7.1** below lists the JtW modal split for the local area and the initial targets for each mode of travel.

Method of travel	2011 Census Modal Split		Initial Target Modal Split
Driving a car or van	2,288	64%	52% (-12%)
On foot	268	7%	10% (+3%)
Work mainly at or from home	318	9%	9%
Passenger in a car or van	225	6%	9% (+3%)
Bicycle	53	1%	5% (+4%)
Public Transport	389	11%	14% (+3%)
Motorcycle, scooter or moped	13	0%	1%
Other method of travel to work	5	0%	0%
Taxi	39	1%	0%

Table 7.1 – Initial Mode Split Targets

- 7.2.5** The above table shows a target reduction of 12% in car / van trips from the proposed development. The aim is to shift those trips to walking, cycling, car sharing and public transport modes.
- 7.2.6** The above modal split target will be updated, in consultation with the LHA, following completion of the initial Resident's Travel Survey. As discussed above, the results of the survey will enable a site-specific baseline to be established, measurable specific targets set accordingly.
- 7.2.7** In recognition that the Travel Plan will be a document that evolves over time, targets cannot always be expected to remain static. An important part of the review process is therefore to ensure that monitoring is conducted and that targets are adjusted when necessary.

8 ACTION PLAN

8.1.1 Action Plan

8.1.2 **Table 8.1** below provides an Action Plan and timescales to assist the Travel Plan Co-ordinator (TPC) to implement the obligations of the Travel Plan;

Action	Target Date	Indicator/Measured by	Responsibility	Progress
Appointment of TPC	TPC appointed one month prior to first occupation of site	Appointment of TPC by target date	Hive Homes / Lovell Homes	Complete
Distribution of Travel Pack & Travel Survey	Upon Occupation	Resident travel survey results	Hive Homes / Lovell Homes / TPC	
Undertake initial travel surveys	Within 3 months of reaching 75% occupation of development	Receipt of survey results	TPC	
Agree Travel Plan Targets	Within 6 months of reaching 75% occupation of development	Receipt of Written agreements of target	TPC	
Year 1 – Annual Monitoring Report, Target Review and annual event promotion	1 year from submission of full Travel Plan – promotion of annual events, such as, Cycle to school/work day, Walk to school/work day.	Results of surveys conducted and submission of monitoring report	TPC	

Year 2 – Annual Monitoring Report, Target Review and annual event promotion	2 years from submission of full Travel Plan – promotion of annual events, such as, Cycle to school/work day, Walk to school/work day.	Submission of monitoring report	TPC
Year 3 – Annual Monitoring Report, Target Review and annual event promotion	3 years from submission of full Travel Plan – promotion of annual events, such as, Cycle to school/work day, Walk to school/work day.	Results of surveys conducted and submission of monitoring report	TPC
Year 4 – Annual Monitoring Report Target Review and annual event promotion	4 years from submission of full Travel Plan – promotion of annual events, such as, Cycle to school/work day, Walk to school/work day.	Submission of monitoring report	TPC
Achieve target car driver travel to work mode split	5 years after initial travel survey	Residential travel surveys conducted in years 1, 3 and 5	TPC / Bury Council

Table 8.1 – Travel Plan Action Plan and Timescales

8.1.3 The table above sets out the key tasks that will be undertaken by the TPC as part of the Travel Plan including guidance as to timescales for the tasks to be undertaken.

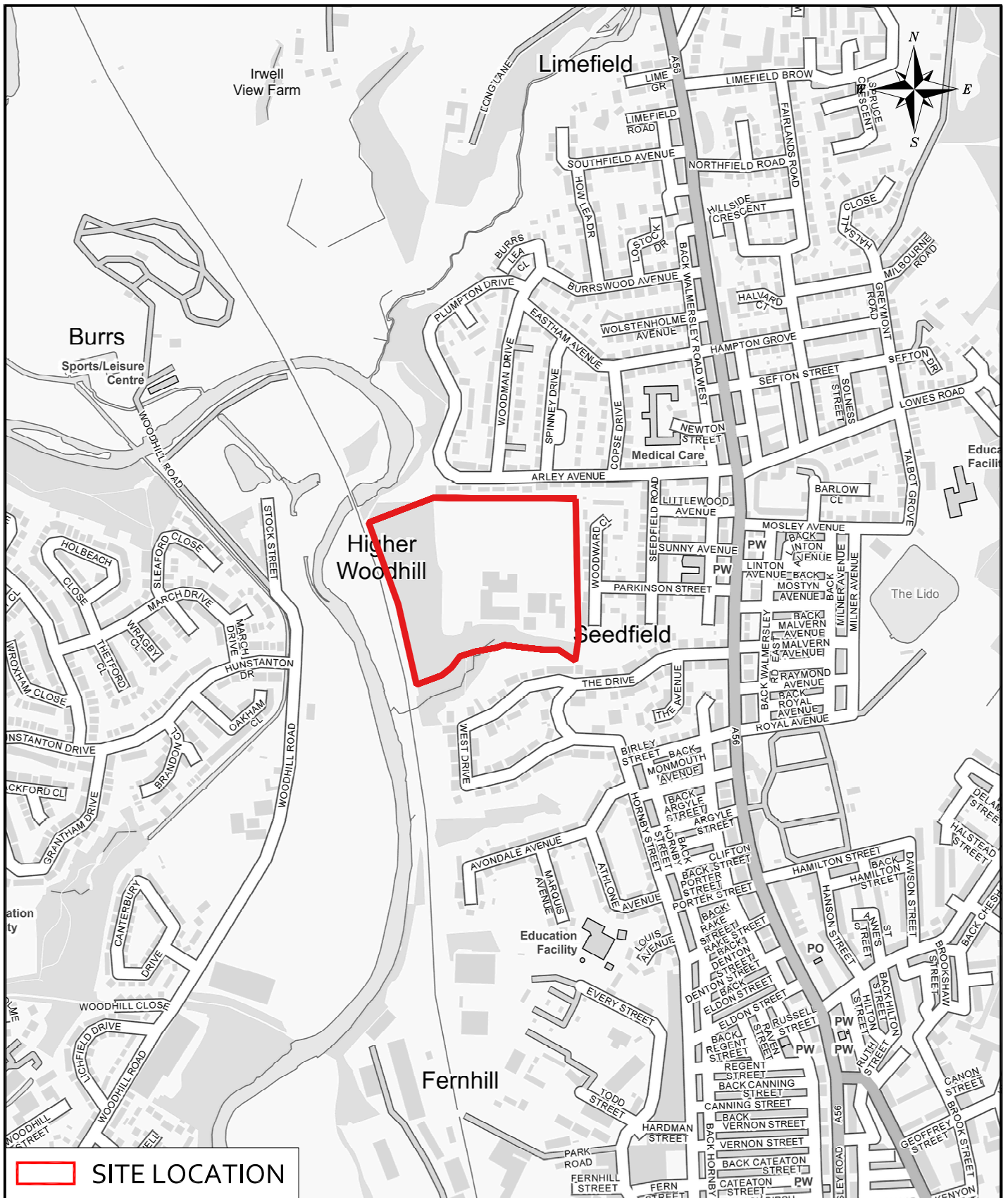
9 CONCLUSION

- 9.1.1** This Travel Plan has provided information on the proposed measures to be implemented at the development to promote sustainable modes of travel and reduce dependency on the private car. The information has identified a series of measures to be implemented to achieve the Travel Plan aims.
- 9.1.2** The information contained within the Travel Plan, including details of the sustainable modes of transport available in the vicinity of the site, will be accessible to all residents, prospective residents and visitors to the development.
- 9.1.3** The aims of the Travel Plan are to:
- Encourage residents to use sustainable modes of transport to access the site;
 - Reduce the reliance on 'single occupancy car journeys'; and
 - Reduce traffic-related pollution and noise.
- 9.1.4** A wide range of measures and actions will be used to encourage walking, cycling, public transport use and car sharing.
- 9.1.5** The Travel Plan Co-ordinator will ensure the Travel Plan is implemented and is operating effectively and will be a point of contact for residents, the Local Authority and Public Transport service providers.
- 9.1.6** A detailed Resident's Travel Survey will be undertaken to establish the initial travel characteristics at the site, following which specific targets will be set and agreed with the Travel Plan team at BC.
- 9.1.7** It has been demonstrated that the site benefits from good non-car accessibility. It is therefore expected that the adoption of a Travel Plan would be particularly effective at this location.

- 9.1.8 It is therefore be concluded that the proposed residential scheme, through the implementation of the Travel Plan, would provide a highly sustainable development.

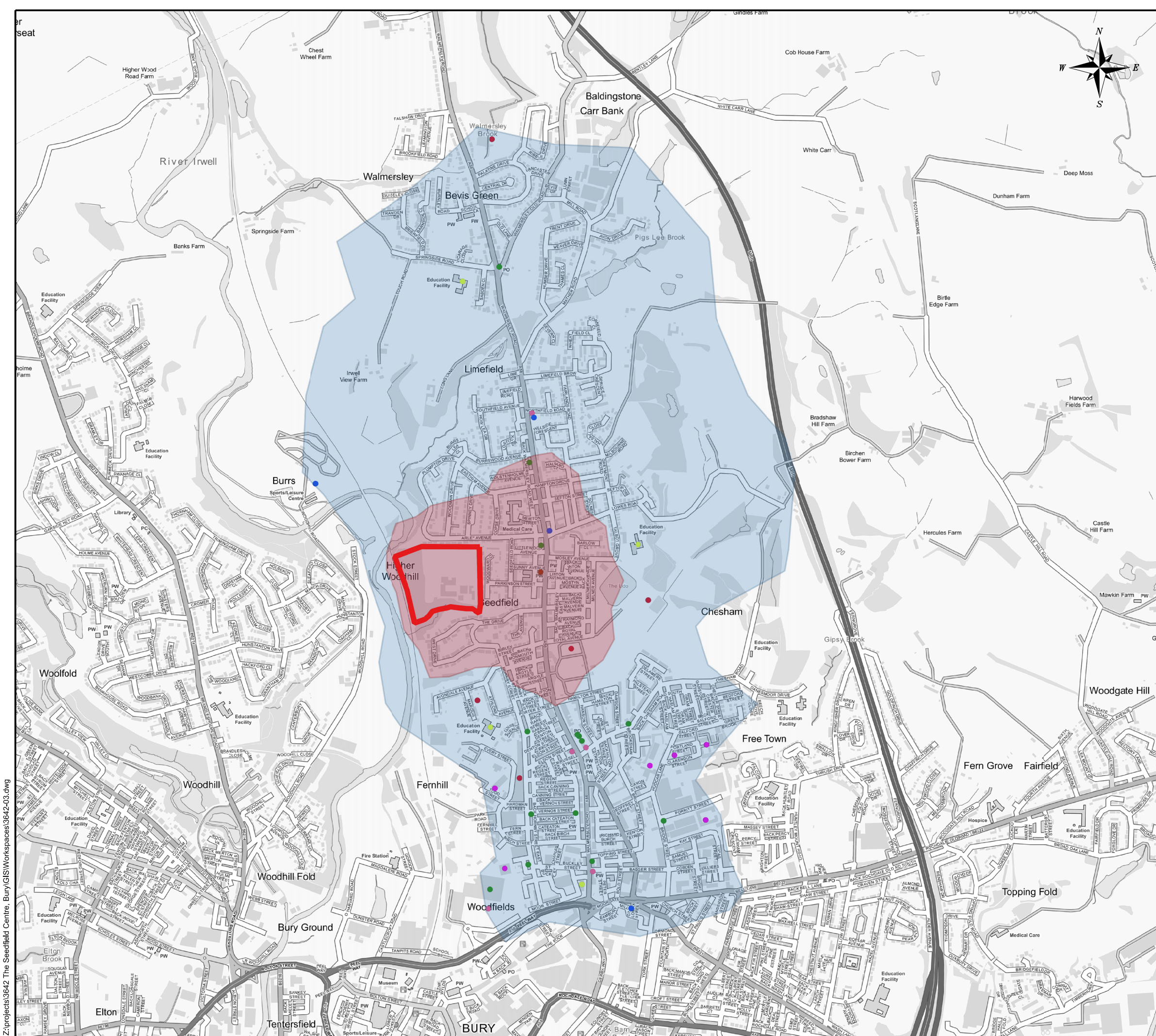
FIGURES

PLANS



SITE LOCATION

CLIENT:					Croft Transport Planning & Design 340 Deansgate Manchester M3 4LY Email: info@crofts.co.uk Tel: 0161 837 7380 Web: www.eddisons.com/services/transport-planning			
DRAWING TITLE:								
THE SEEDFIELD CENTRE, BURY SITE LOCATION PLAN								
					DRAWING NUMBER:	3642-01	REVISION:	-
					Eddisons Incorporating Croft			
DRAWN:	DATE:	CHECKED:	DATE:	SCALES:				
HZ	30.05.22	GM	30.05.22	NTS @ A4				



NOTES

- Site Location
- 800m Pedestrian Catchment
- 2km Pedestrian Catchment
- Nearest Bus Stop
- Business/Employment
- Cafe/Takeaway/Public House
- Education
- Leisure/Sport
- Medical/Healthcare
- Retail

REV	DETAILS	DRAWN	CHECKED	DATE

CLIENT:

HIVE HOMES

PROJECT:

THE SEEDFIELD CENTRE, BURY

DRAWING TITLE:

800M & 2KM PEDESTRIAN CATCHMENT WITH AMENITIES

SCALES:

NTS @ A3

DRAWN:	HZ	CHECKED:	MR	DATE:	MAY 22
--------	----	----------	----	-------	--------

Croft Transport Planning & Design
340 Deansgate
Manchester
M3 4LY

Email: info@crofts.co.uk
Tel: 0161 837 7380
Web: www.eddisons.com/services/transport-planning

DRAWING NUMBER:	3642-03	REVISION:	-
-----------------	---------	-----------	---

APPENDICES

APPENDIX 1

Travel Plan Coordinator Brief

BRIEF OF APPOINTMENT OF TRAVEL CO-ORDINATOR

The appointment for the role of Travel Co-ordinator is proposed to last for the life of the development.

In terms of the roles and responsibilities, the Travel Co-ordinator will be expected to:

- Ensure travel awareness amongst residents.
- Creation of a travel database with information of the current and historic travel patterns of residents.
- Ensure the availability of the most up to date travel information.
- Ensure that all residents receive a Welcome Pack, which will contain details of public transport services i.e. timetables and route information as well as advice on walking and cycle routes to the site.
- Administer the Travel Plan and provide a liaison in implementing the plan with the local authority.
- Provide their details to the Planning and Highway Authority and the appropriate local bus companies.

Any changes in the personnel of the Travel Co-ordinator must be provided to the local planning authority.

APPENDIX 2

Residents Travel Survey



- 1 Home Address/Postcode? []
- 2 How many cars does your household own? []

- 3 For each person in your household (over 17 years of age), please identify the main reason for the journeys they make during a typical week? (Monday-Friday)

Please tick ONE answer for each person in your household.

	Work	Education	Other	Not Applicable
Person 1 (you)	[]	[]	[]	[]
Person 2	[]	[]	[]	[]
Person 3	[]	[]	[]	[]
Person 4	[]	[]	[]	[]
Person 5	[]	[]	[]	[]
Person 6	[]	[]	[]	[]

- 4 For each person in your household, what is their usual mode of travel to make these journeys?

Please tick ONE mode for each person in your household.

	Car Driver (alone)	Car Driver (with family member)	Car Driver (with other)	Car Passenger
Person 1 (you)	[]	[]	[]	[]
Person 2	[]	[]	[]	[]
Person 3	[]	[]	[]	[]
Person 4	[]	[]	[]	[]
Person 5	[]	[]	[]	[]
Person 6	[]	[]	[]	[]

- 5 If you have indicated 'Car driver' in Q4, what are the main reasons for doing so?

- [] Car essential to job
[] Give a lift to others in the area
[] Health reasons
[] More convenient than alternative
[] Cost
[] Reliability
[] Comfort
[] No alternatives available
[] Other (please specify) _____

- 6 Which of the following changes would most encourage you to cycle for journeys in your local area? If you already cycle, which would you most like to see?

- [] Safer, better lit cycle paths
[] Improved cycle paths to town centre or rail station
[] Improved cycle parking at this development
[] Arrangements to buy a bicycle at a discount
[] Improved crossing facilities
[] Improved cycle parking at local facilities
[] More information on available cycle routes
[] None of the above
[] Other (please specify) _____

- 7 If applicable, please confirm your place of work/education postcode? _____

- 8 Which of the following changes would most encourage you to use public transport for your journeys in your local area?

If you already travel by public transport, which would you most like to see?

- [] More direct bus routes
[] More frequent services
[] Improved facilities (lighting and bus shelters)
[] More convenient bus drop off points
[] Better public transport information
[] Better value fares
[] Interest free loans for travel tickets/bus passes
[] Personalised journey plan
[] None of the above
[] Other (please specify) _____

- 9 Which of the following changes would most encourage you to walk for journeys in your local area? If you already walk, which would you most like to see?

- [] Cleaner, better maintained footpaths
[] Better lighting on footpaths
[] More improved pedestrian crossing points
[] Improved personal safety
[] Slower speed limits
[] More information on available walking routes
[] None of the above
[] Other (please specify) _____

- 10 Which of the following changes would most encourage you to car share? If you already car share, which would you most like to see?

- [] More help finding car share partners
[] Free taxi home if let down by car driver
[] More information regarding car sharing
[] None of the above
[] Other (please specify) _____



Eddisons, 340 Deansgate,
Manchester, M3 4LY

T: +44 (0) 161 837 7350

www.eddisons.com

eddisons.com

Eddisons