



Vinci Construction UK Ltd

BURY MARKET AND FLEXI HALL

Interim Travel Plan





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Interim Travel Plan

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1 INTRODUCTION

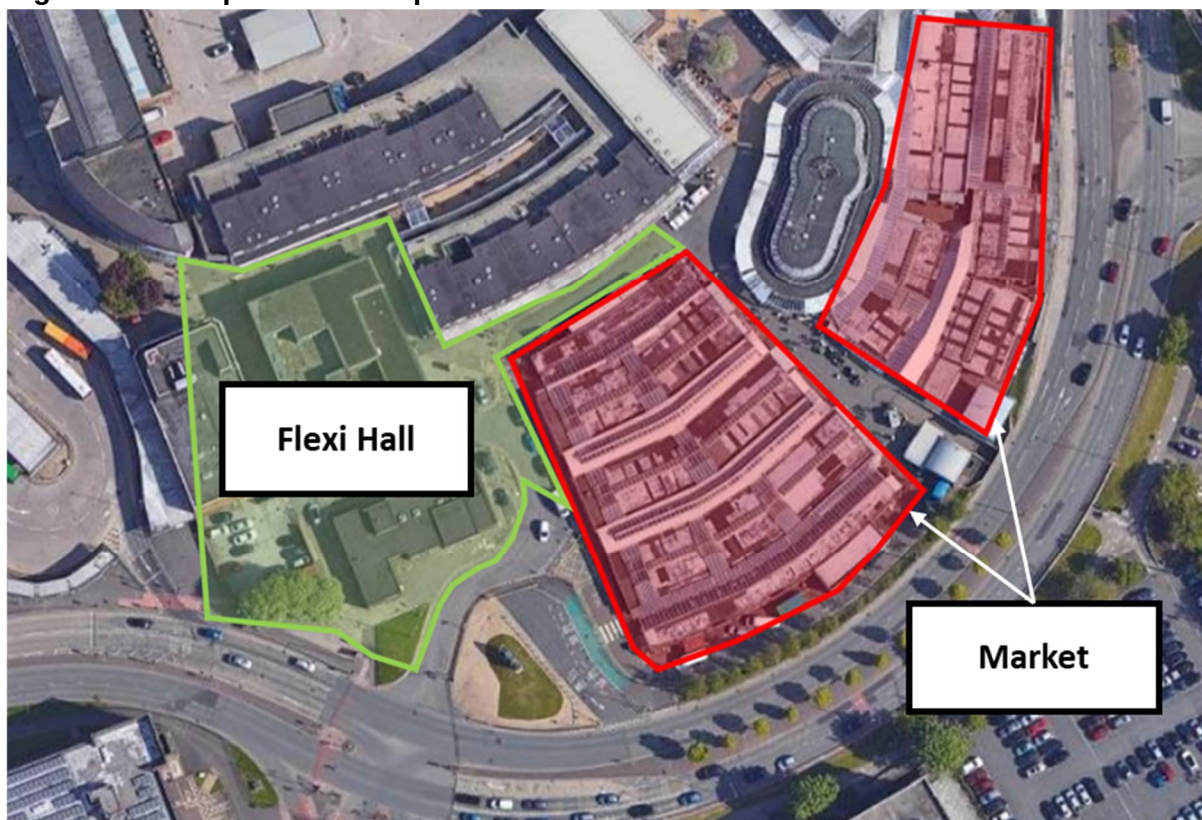
1.1 BACKGROUND

- 1.1.1. WSP have been appointed by Vinci Construction UK Ltd to provide highways and design advice for the Bury Market and Flexi Hall development. In support of the planning application, this Transport Statement has been prepared.

1.2 SITE LOCATION AND PROPOSED DEVELOPMENT

- 1.2.1. The application site is situated off the A58 in the town centre of Bury and consists of the existing market area and area directly to the east as highlighted in Figure 1-1.

Figure 1-1 - Proposed Development Location



- 1.2.2. The site being redeveloped for the Flexi Hall is currently occupied by the Admiral Casino, a number of retail units (some unoccupied) and the management suite for the existing Market.
- 1.2.3. The key elements of the various elements of the development are highlighted below.

MARKET FLEXI HALL

- 1.2.4. As stated by Bury Council, the Market Flexi Hall:

“will comprise a large, state-of-the-art, carbon neutral, multifunctional events space that can support market stalls, ‘pop-up’ trading, live performance, and community events. The development will also include a café bar, an area dedicated to office functions, and space dedicated to the provision of workshops, co-worker space or small business start-ups.”

1.2.5. The Flexi Hall will also be used to support:

- Wellbeing programmes to support independent living, eating and living well programmes;
- Enterprise programmes focusing on digital skills and businesses with links to students of Bury College;
- Provide space to support food and drink festivals; and
- Cultural performance and events space.

MARKET IMPROVEMENTS

1.2.6. As stated by Bury Council, the market improvements will consist of:

- A new oversailing canopy to cover the existing market and be visible from Angouleme Way;
- Addressing existing repair and maintenance issues; and
- Improvement of environmental performance of the market through enhanced recycling infrastructure, energy efficiency improvements and decarbonisation of existing structures. All new-build elements will be carbon neutral and will incorporate a new recycling hub at the south of the market.

PUBLIC REALM

1.2.7. As stated by Bury Council, the public realm changes will consist of:

- An enhancement of the area surrounding the market to support active travel in the local area and improve connections between nearby infrastructure including Bury Interchange, Bury College and the wider town centre;
- New wayfinding signs to help visitors navigate the market; and
- Entrances to the market to become more clearly defined and more welcoming

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.

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 Bury Market and Flexi Hall 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 Bury Market and Flexi Hall 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 Bury Market and Flexi Hall no later than six months post-opening of the Bury Market and Flexi Hall.
- 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

- 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.

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.

LOCAL ENVIRONMENT

- 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.

- 2.1.2. 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 key elements of the Bury Market and Flexi Hall development are identified below:

MARKET FLEXI HALL

3.1.2. As stated by Bury Council, the Market Flexi Hall will consist of:

- Wellbeing programmes to support independent living, eating and living well programs;
- Enterprise programmes focusing on digital skills and businesses with links to students of Bury College;
- Provide space to support food and drink festivals; and
- Cultural performance and events space

MARKET IMPROVEMENTS

3.1.3. As stated by Bury Council, the market improvements will consist of:

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PUBLIC REALM

3.1.4. As stated by Bury Council, the public realm changes will consist of:

- An enhancement of the area surrounding the market to support active travel in the local area and improve connections between nearby infrastructure including Bury Interchange, Bury College and the wider town centre;
- New wayfinding signs to help visitors navigate the market;
- Entrances to the market to become more clearly defined and more welcoming.

3.2 SITE LOCATION

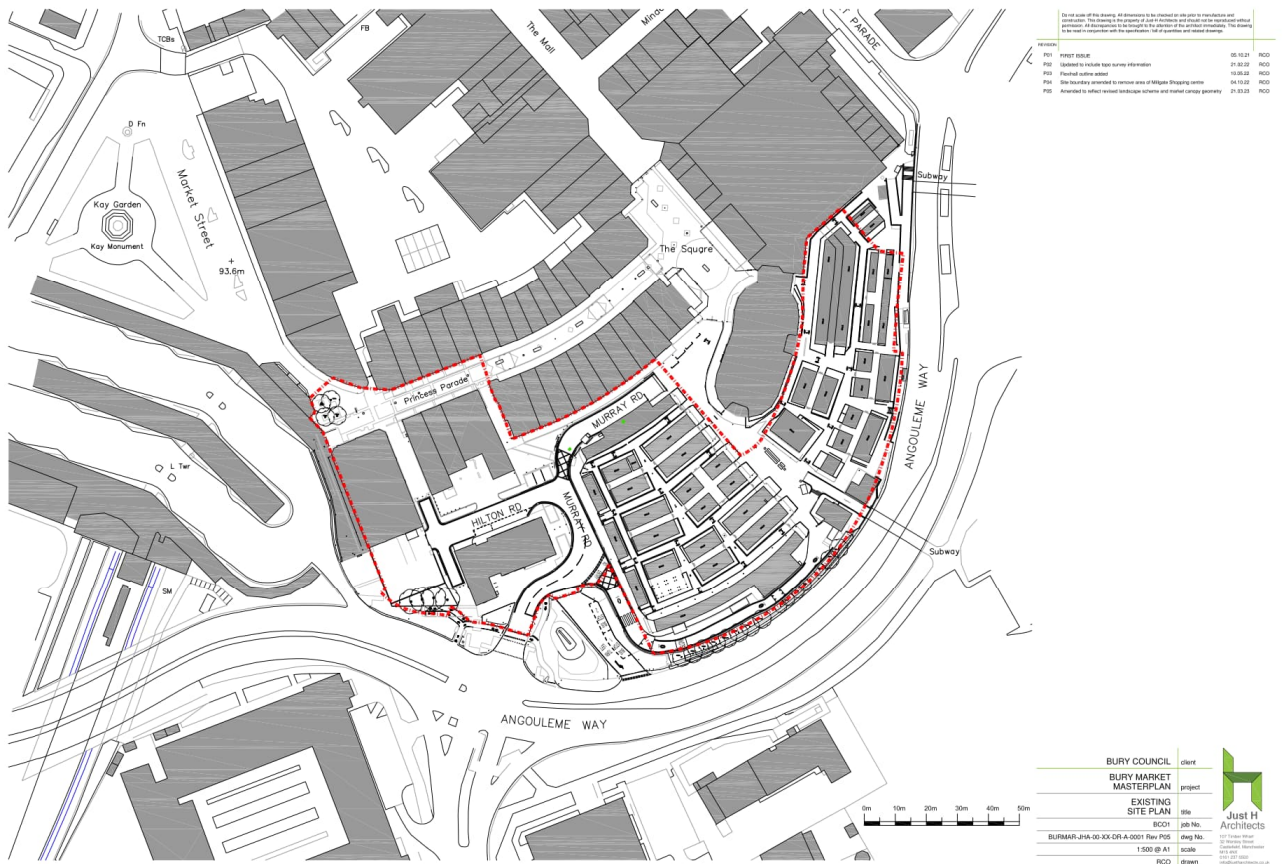
3.2.1. Bury is a market town and is regarded as the cultural and retail core of the metropolitan borough of Bury and situated nine miles from Manchester City Centre.

3.2.2. The Flexi Hall is to be constructed to the east of Bury Interchange and will replace the existing retail facilities between Murray Road, Hilton Road and Hilton Parade.

3.2.3. The Bury Market improvement works are situated in the existing area of the market, with a new recycling hub to the south of the Markets adjacent to Angouleme Way.

3.2.4. The site location plan is shown in **Figure 3-1**.

Figure 3-1 - Site Location Plan



4 TRANSPORT INFRASTRUCTURE AUDIT

4.1 INTRODUCTION

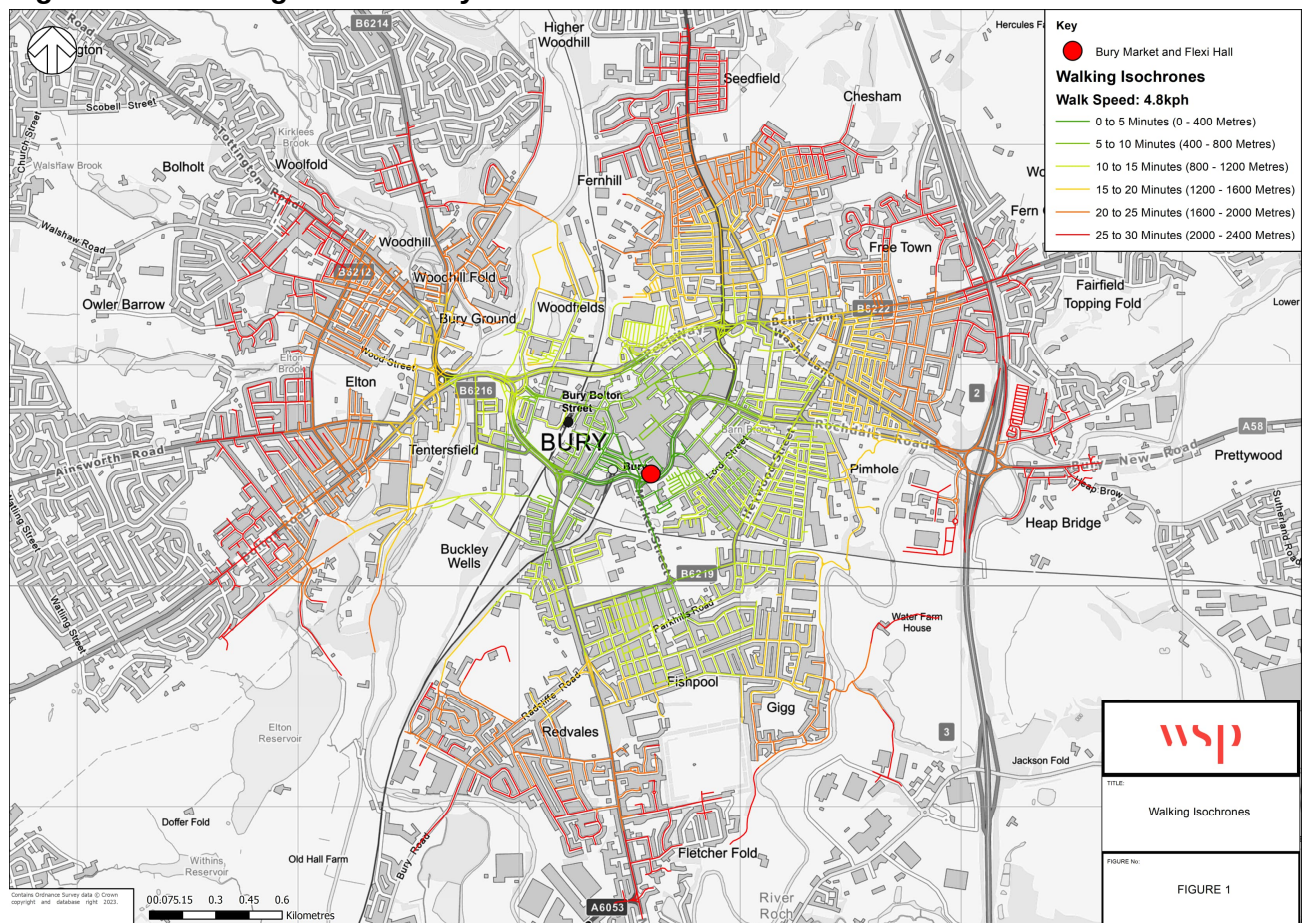
4.1.1. This section of the Travel Plan assesses the accessibility of the site by sustainable modes of travel and reviews how the site location lends itself to sustainable travel. Ultimately a central transport objective of the development proposals is to reduce reliance on the private car and encourage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

4.2 PEDESTRIAN ACCESSIBILITY

4.2.1. The walking isochrones have been plotted for a maximum of 30 minutes on foot with five-minute intervals, with the walking speed based on guidance given in Paragraph 3.30 in the IHT's publication Guidelines for Providing Journeys on Foot, which states "an average walking speed of 1.4m/s can be assumed". The proposed site access point at Bury Market and Flexi Hall has been used as a starting point for the isochrones.

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. It is seen that a significant extent of Bury town centre can be accessed within a 15-minute walk from the centre of the development.

- 4.2.4. It can also be seen that a significant extent of Bury town centre is accessible within a 30-minute walk from the centre of the proposed development, with accessibility provided as far as Fletcher Fold, Higher Woodhill and Chesham.

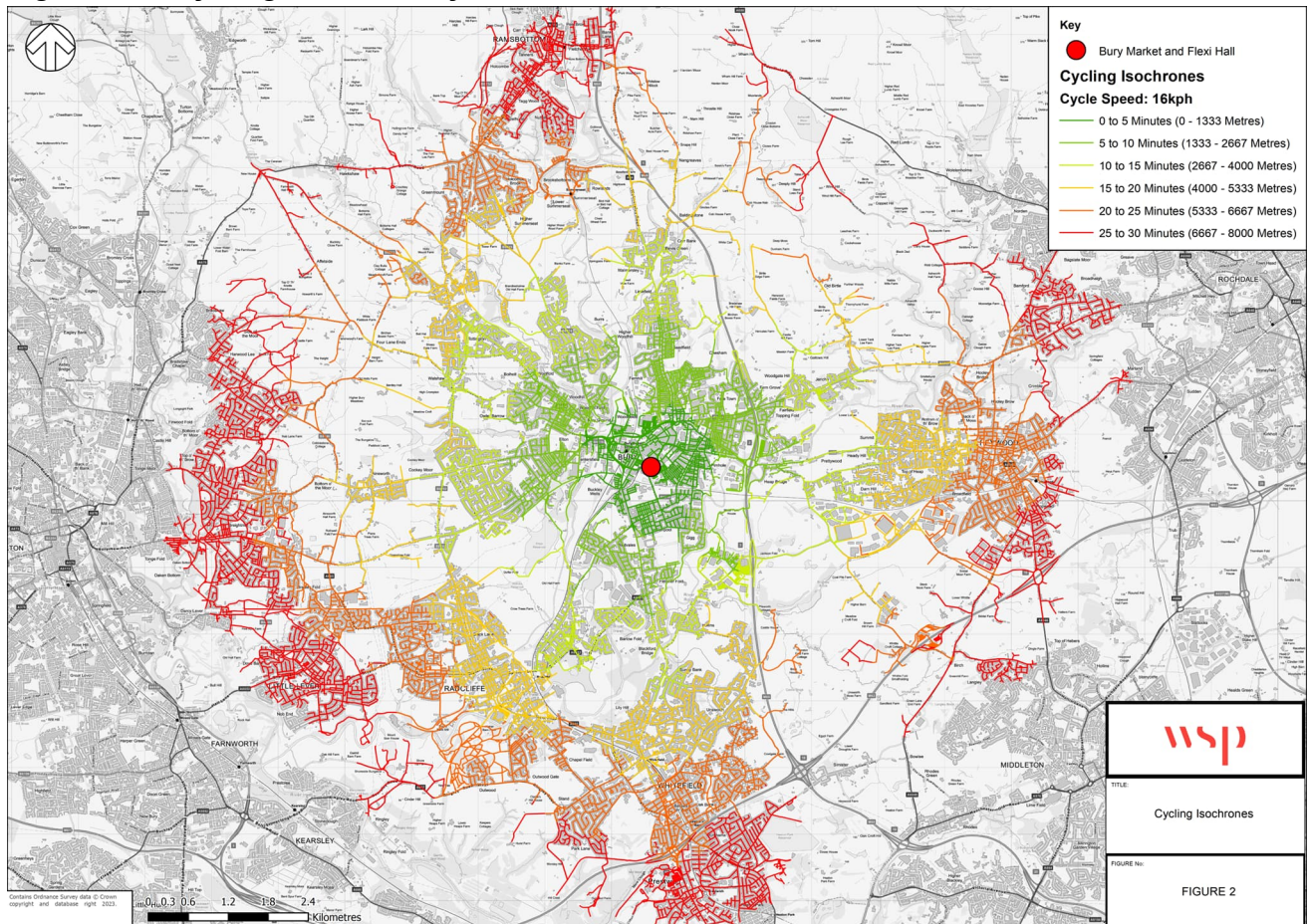
4.3 CYCLING ACCESSIBILITY

- 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. To demonstrate cyclist connectivity through the surrounding area, cycling isochrones have been plotted for a maximum of 30 minutes by bicycle with five-minute intervals using a cycling speed of 4.4m/s. This is shown in **Figure 4-2**.

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 15-minute cycle journey from the site such as Brandlesholme Blackbridge and Chesham; and

- Neighbourhoods that are a more than a 15-minute cycle journey including Tottington, Heywood and Ainsworth.

4.3.5. The cycling isochrones also show that the site is well connected to the train 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 Bury Market and Flexi Hall for both Staff and Visitors in the form of Sheffield stands for 12 bicycles. This represents a significant improvement on the existing facilities. Additional cycle parking is provided across the town centre including the cycle hub at Bury Interchange within easy walking distance of the site.

4.4.2. There is existing cycling infrastructure in the immediate vicinity of the site including the cyclops junctions of Angouleme Way and Market Street.

4.4.3. Sustrans National Cycle Route 6 is situated half a mile to the west of the site which connects Bury to Radcliffe in the south and Ramsbottom in the north. This cycle route consists mostly of off-road paths and trails.

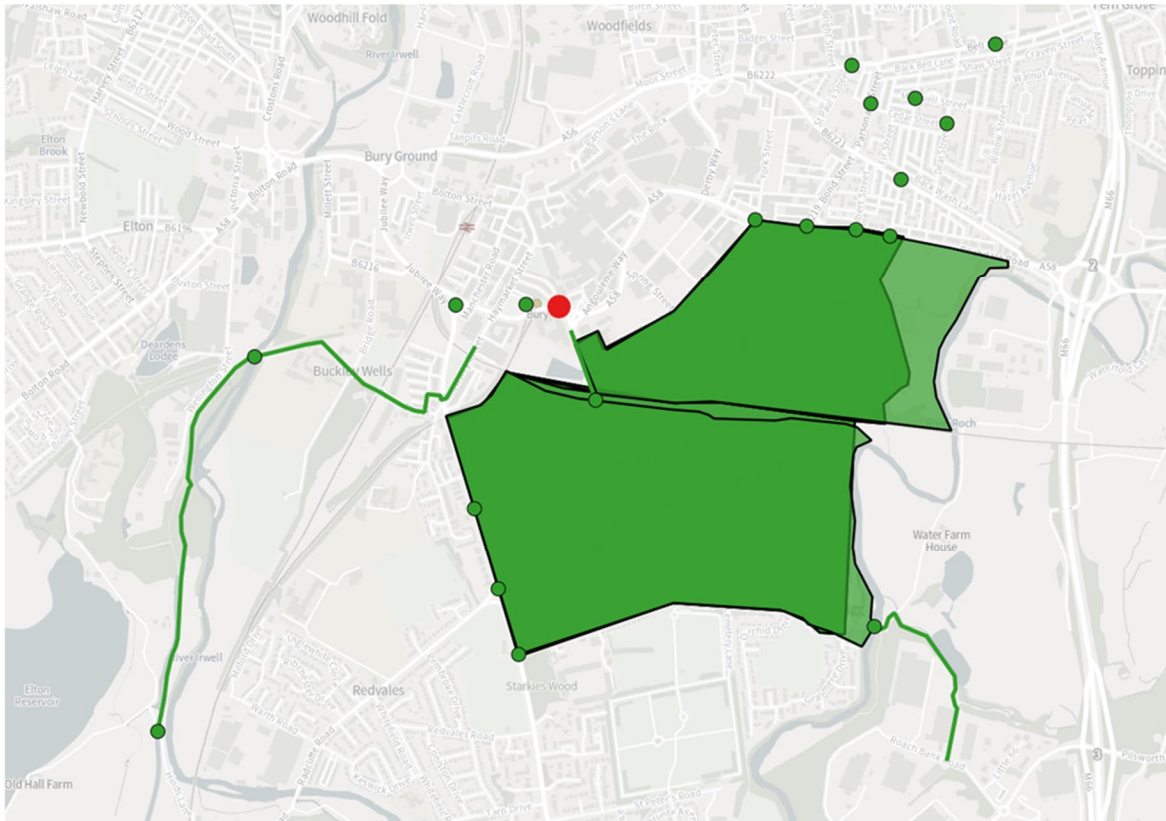
BEE NETWORK

4.4.4. As part of a programme of works to improve cycling access to the Greater Manchester region, the Bee Network of cycling and walking routes is planned, with 1,800 miles of routes and upgrades in the region. These will give priority to cyclists and pedestrians along primary routes (Busy Beeways), as well as a series of quiet ways through the local suburban areas. Additionally, 2,400 crossings will be upgraded to provide better connectivity across major streets to reduce severance. The routes to be upgraded surrounding the site are shown in the following figure.

4.4.5. As can be seen below, extensive works bee network on-street improvements are expected to be carried out to the south, southeast and east of the location of the development.

4.4.6. Nearby improvements include the Cycle Hub at Bury Interchange and the cyclops junction of Angouleme Way and Market Street. The junction of Angouleme Way and Manchester Road is also under construction to become a cyclops junction. The area south and east of the site shaded green is undergoing active travel enhancements to promote the area as an active travel neighbourhood.

Figure 4-3 - Local Cycling Facilities



4.5 PUBLIC TRANSPORT ACCESSIBILITY: BUS¹

- 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 Bury town centre which provide accessibility from the site to various locations within Greater Manchester and can be seen in **Table 4-1**. The extent of the local transport network can be seen in **Figure 4-4**.
- 4.5.3. Bus stops in locations that are accessible to the site include:
 - Angouleme Way
 - Market Street
 - Bury Interchange
 - Jubilee Way
 - Bolton Street

¹ Bus timetables were retrieved in March 2023. Service routes and frequencies may change in the future.

135	Piccadilly Gardens – Cheetham Hill – Whitefield - Bury	Bury – Piccadilly Gardens	6 per hour (04:25 – 23:25)	6 per hour (11:56 – 23:25)	6 per hour (06:05 – 11:35)
		Piccadilly Gardens - Bury	6 per hour (05:50 – 00:56)	6 per hour (06:00 – 00:57)	6 per hour (06:00 – 00:57)
163	Piccadilly Gardens - Middleton - Langley - Heywood - Bury	Bury – Piccadilly Gardens	5 per hour (04:35 – 23:28)	5 per hour (05:06 – 23:28)	2-4 per hour (07:05 – 23:23)
		Piccadilly Gardens - Bury	5 per hour (06:15 – 00:51)	5 per hour (07:08 – 00:53)	2-4 per hour (08:50 – 00:18)
467	Rochdale - Spotland - Caldershaw - Bamford - Jericho - Bury	Bury - Rochdale	2 per hour (06:10 – 23:15)	2 per hour (09:25 – 23:15)	1 per hour (09:15 – 22:15)
		Rochdale - Bury	2 per hour (07:57 – 23:41)	2 per hour (09:17 – 23:41)	1 per hour (09:37 – 22:41)
468	Rochdale - Bamford - Fairfield General Hospital - Bury	Bury - Rochdale	2 per hour (06:25 – 23:45)	2 per hour (06:35 – 23:45)	1 per hour (07:45 – 23:45)
		Rochdale - Bury	2 per hour (05:59 – 23:11)	2 per hour (06:32 – 23:11)	1 per hour (07:37 – 23:41)
469	Tottington – Woolfold – Woodhill – Elton - Bury	Bury - Tottington	4 per hour (06:16 – 23:16)	4 per hour (07:01 – 23:16)	2 per hour (07:46 – 23:16)
		Tottington - Bury	4 per hour (06:11 – 23:39)	4 per hour (07:24 – 23:39)	2 per hour (08:11 – 23:39)
471	Bolton – Brightmet – Elton – Bury – Heywood - Rochdale	Bolton – Rochdale	5-6 per hour (04:49 – 23:54)	5 per hour (05:44 – 23:28)	2 per hour (07:55 – 23:28)
		Rochdale - Bury	5-6 per hour (05:20 – 00:32)	5 per hour (06:11 – 00:32)	2 per hour (08:15 – 00:32)
472	Bury – Walmersley – Ramsbottom – Holcombe Brook Circular	Bury – Holcombe Brook Circular	3 per hour (05:00 – 00:16)	3 per hour (06:30 – 23:40)	2 per hour (08:00 – 23:40)
474	Bury – Holcombe Brook – Ramsbottom – Walmersley circular	Bury – Walmersley Circular	3 per hour (05:30 – 22:55)	3 per hour (06:50 – 22:55)	2 per hour (08:45 – 22:55)
480	Bolton – Bradshaw – Walves – Ramsbottom – Tottington - Bury	Bury - Bolton	1 per hour (07:20 – 23:23)	1 per hour (08:25 – 23:23)	1 per 2 hours (09:23 – 19:23)
		Bolton - Bury	1 per hour (07:21 – 23:12)	1 per hour (08:21 – 23:12)	1 per 2 hours (09:15 – 19:15)
481 Irwell Line	Bury – Rawtenstall – Haslingden – Blackburn Town Centre	Bury – Blackburn Town Centre	1 per hour (07:09 – 19:44)	1 per hour (07:19 – 16:19)	1 per hour (09:18 – 18:18)
		Blackburn Town Centre - Bury	1 per hour (08:44 – 18:29)	1 per hour (08:41 – 19:07)	1 per hour (10:05 – 18:05)
483	Bury – Edenfield – Rawtenstall – Whitewell Bottom - Burnley	Bury - Burnley	1 per hour (07:29 – 17:19)	1 per hour (07:49 – 16:49)	1 per hour (10:35 – 17:35)
		Burnley - Bury	1 per hour (07:14 – 19:40)	1 per hour (08:11 – 19:37)	1 per hour (11:00 – 18:00)
511	Bolton – Darcy Lever – Brightmet – Ainsworth - Bury	Bury - Bolton	1 per hour (07:48 – 23:37)	1 per hour (09:05 – 23:37)	1 per hour (08:42 – 21:37)
		Bolton - Bury	1 per hour (07:34 – 23:31)	1 per hour (08:52 – 23:31)	1 per hour (09:25 – 21:31)
512	Farnworth – Prestolee – Radcliffe - Seddons Farm Estate – Elton - Bury	Bury - Farnworth	1 per hour (06:52 – 21:32)	1 per hour (09:02 – 21:32)	1 per 2 hours (09:38 – 19:38)
		Farnworth - Bury	1 per hour (06:29 – 21:29)	1 per hour (08:29 – 21:29)	1 per 2 hours (09:34 – 19:34)
513	Farnworth – Outwood – Stand – Whitefield – Radcliffe - Bury	Bury - Farnworth	1 per hour (07:20 – 20:22)	1 per hour (08:20 – 20:22)	1 per 2 hours (10:25 – 18:25)
		Farnworth - Bury	1 per hour (07:06 – 20:41)	1 per hour (08:11 – 20:41)	1 per 2 hours (10:47 – 18:47)

B1 Bury Bolts	Bury – Woodhill – Summerseat – Holcombe Brook - Ramsbottom	Bury - Ramsbottom	1 per hour (07:13 – 18:20)	1 per hour (08:20 – 18:20)	-
		Ramsbottom - Bury	1 per hour (08:10 – 18:45)	1 per hour (08:10 – 18:45)	-
B2 Bury Bolts	Bury – Fernhill – Chesham – Walmersley - Nangreaves	Bury - Nangreaves	1 per hour (07:29 – 21:10)	1 per hour (08:30 – 21:10)	1 per 2 hours (11:10 – 17:10)
		Nangreaves - Bury	1 per hour (07:25 – 21:58)	1 per hour (08:19 – 21:58)	1 per 2 hours (11:58 – 17:58)
B4 Bury Bolts	Bury – Fern Grove – Fairfield General Hospital – Heywood	Bury - Heywood	1 per hour (08:51 – 22:03)	1 per hour (08:51 – 22:03)	1 per 2 hours (10:03 – 20:03)
		Heywood - Bury	1 per hour (07:45 – 23:05)	1 per hour (08:45 – 23:05)	1 per 2 hours (11:05 – 19:05)
R2 Rochdale Runners	Bury – Heywood – Bagslate – Shawfield – Spotland - Rochdale	Bury - Rochdale	1 per hour (07:28 – 17:30)	1 per hour (08:28 – 17:30)	-
		Rochdale - Bury	1 per hour (07:18 – 18:26)	1 per hour (08:22 – 18:26)	-

4.6 PUBLIC TRANSPORT ACCESSIBILITY: TRAM²

4.6.1. The Bury Market and Flexi Hall is served by Bury tram stop in Bury Interchange. This is situated on the green and yellow lines of the Metrolink network which operates from Altrincham to Bury and Piccadilly to Bury respectively.

4.6.2. This route contains seven Park and Ride sites as listed below:

- Besses o' th' Barn: 9 spaces, 2 disabled spaces
- Brooklands: 84 spaces
- Crumpsall: 43 spaces, 3 disabled spaces
- Heaton Park: 8 spaces, 1 disabled space
- Navigation Road: 81 spaces, 6 disabled spaces
- Radcliffe: 480 spaces, 22 disabled spaces
- Whitefield: 331 spaces, 13 disabled spaces

Table 4-2 – Tram Services

Line	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

² Tram timetables were retrieved in March 2023. Service routes and frequencies may change in the future.

Table 4-3 – Facilities Available at Bury Tram Stop

Station	Cycle Facilities	Car Parking	Accessibility features	Connections	Pedestrian / Cycling Accessibility
Bury	8 stands 5 lockers	100 spaces 4 Blue Badge Spaces	Step Free Access Customer information screens. Public address system. Passenger Seating.	Bus: 94, 95, 98, 135, 163, 467, 468, 469, 471, 472, 474, 480, 481, 483, 511, 512, 513, 524, B1, B2 B4 R2.	Walk: 3 mins Cycle: 1 mins

4.7 PUBLIC TRANSPORT ACCESSIBILITY: RAIL³

- 4.7.1. Bury does not have a national rail railway station although the location of nearby stations allows for the potential of multimodal journeys to and from the Bury Market and Flexi Hall.
- 4.7.2. Bolton train station is a 32-minute cycle from the site and 29-minute bus journey from development site. Bolton Railway Station offers a range of regional routes that connects north Manchester and Bury to Manchester City Centre and locations such as Stalybridge, Southport and Manchester Airport.
- 4.7.3. Rochdale train station is a 40-minute cycle from the site and 29-minute bus journey from the development and offers services to Manchester City Centre, Clitheroe and Blackburn.

Table 4-4 – Destinations Available from Local Rail Stations

Destination	Frequency	Provider
Bolton		
Rochdale (via Manchester Victoria)	1 per hour	Northern
Stalybridge (via Manchester Victoria)	1 per hour	Northern
Manchester Piccadilly	3 per hour	Northern
Rochdale		
Bolton (via Manchester Victoria)	1 per hour	Northern
Manchester Victoria	5 per hour	Northern

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

5 OUTCOME OBJECTIVES AND TARGETS

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;
 - Assist in ensuring that future demand for car parking in Bury does not exceed 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 Bury Market and Flexi Hall 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

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 visitors of the development, 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 Bury Market and Flexi Hall; 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 Bury Market and Flexi Hall 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 within six months of occupation of the development. This includes revising the SMART targets as necessary;
 - Confirm a site specific Action Plan of measures that will be informed by the survey results to deliver the targets and objectives. The Action Plan 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 individual within the Bury Market and Flexi Hall operational team 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 TfGM; 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. The purpose of the Travel Plan Questionnaire is to understand the travel habits of visitors of the development and deliver a series of tailored measures to their circumstances to improve public transport and active travel options and accessibility.
- 6.3.2. 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 the Action Plan.

7 TRAVEL PLAN MEASURES

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:
- High quality public realm in the vicinity of the site, connecting to wider walking and cycling routes within the town centre.
 - No parking being provided other than accessible parking, to encourage use of active travel and public transport in preference to the private car
 - Cycle infrastructure on-site comprising of conveniently located cycle parking.
- 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 AND CYCLING 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 that will include information and advice regarding safe active travel 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 Bury Interchange;
 - Identifying any common areas travelled to by the public which are suitable for active travel and produce walking and cycling maps specific to those routes;
 - The TPC could liaise with the Highways Authority to ensure that the key pedestrian and cyclist 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 or cycle to the site on key routes;
 - Setting up an Active Travel User Group;
 - Guaranteed free public transport ticket to return home for employees who walk or cycle, 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-343588710> tips for walking to work.
 - TfGM website for cycling: <https://beeactive.tfgm.com/cycling/>

7.4 PUBLIC TRANSPORT MEASURES

- 7.4.1. 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>
 - TfGM website for Bus information: <https://tfgm.com/public-transport/bus>

7.5 CAR SHARING MEASURES

- 7.5.1. 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.

7.6 ACTION PLAN

- 7.6.1. 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.
- 7.6.2. The Action Plan created for Bury Market and Flexi Hall 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.
- 7.6.3. **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
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

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 visitors and employees;
 - 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 the TPC.

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

9.1.1. WSP have been appointed by Vinci Construction UK Ltd to prepare an Interim Travel Plan for the Bury Market and Flexi Hall development. In support of the planning application, this Interim Travel Plan (ITP) has been prepared.

9.1.2. The key proposals of this development include

- A new Market Flexi Hall providing a space for cultural and enterprise programmes, as well as live events;
- Market improvements including a new oversailing canopy, maintenance repairs and an improvement of the environmental performance of the market; and
- Public realm improvements that enhance the surrounding area of the markets and new wayfinding signs to improve the visitor experience of the market.

This is a site-specific Travel Plan for the Bury Market and Flexi Hall which outlines the following:

- Methods proposed to increase the number of employees and visitors travelling to and from the site by sustainable modes of transport;
- Timescales for surveying employees and visitor 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.

9.1.3. It is proposed that this ITP will be extended to a FTP within six months post-opening of the Bury Market and Flexi Hall.

9.1.4. 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.

9.1.5. 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. This has found that the site is highly accessible by active travel and public transport.

9.1.6. The aim of the Travel Plan is to increase non-car modes as a share of travel to and from the development and achieve a lasting shift towards the use of sustainable travel modes to access the development. 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.

9.1.7. 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. This policy background can be viewed in the associated Transport Statement.

9.1.8. 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.

9.1.9. The FTP for the development, when produced, will streamline, and improve upon the elements in the ITP based on staff travel surveys and consultation.

- 9.1.10. The role of Travel Plan Co-Ordinator (TPC) will be identified upon the opening of the Bury Market and Flexi Hall.
- 9.1.11. 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.
- 9.1.12. 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.
- 9.1.13. The Action Plan created for Bury Market and Flexi Hall 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.
- 9.1.14. 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.
- 9.1.15. 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.
- 9.1.16. 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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