

Rochdale Riverside Phase 2

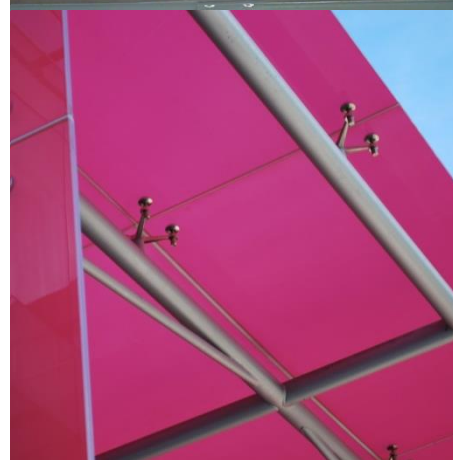
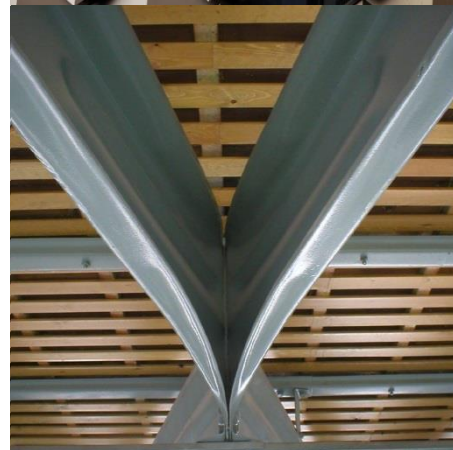
Hotel Detailed Travel Plan

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Appendix A – Site Layout

1.0 Introduction

1.1 Background

1.1.1 Curtins has been appointed on behalf of Willmott Dixon Construction Ltd. to provide traffic and transportation advice in relation to the mixed-use Phase 2 of the Rochdale Riverside development located in Rochdale town centre.

1.1.2 Rochdale Borough Council (RBC) approved, subject to conditions, a planning application (RBC planning ref: 20/01529/FUL) in April 2021 for:

“Detailed planning application for erection of four buildings to provide office/commercial use (Use Class E), hotel use (Use Class C1) and residential use (Use Class C3, 238 apartments) together with associated parking, servicing and common areas, ancillary uses, public space, landscaping and infrastructure | Land Bounded By John Street, New Baillie Street, Penn Street And Rear Of Properties Fronting Yorkshire Street, Rochdale”

1.1.3 There will be 146 bedrooms in the hotel. In addition to the guests, there will be 8 hotel staff, rotating three times a day.

1.1.4 There will be a one-way east-west vehicular access through the site from John Street to Peen Street, along which two disabled car parking bays will be available for office users (located adjacent to the hotel cycle stands). This is the limit of car parking provided as part of Phase 2. The office element is not expected to be built soon, so the disabled bays could be allocated to the hotel until such a time that the office development comes to fruition.

1.1.5 Users of the residential, hotel and (if built) office elements will have access to the 520-space Phase 1 decked car park. It is understood that there is a legal requirement to retain 345 spaces for shoppers, theoretically leaving up to 175 spaces for Phase 2. It is anticipated that a minimum 100 spaces will be marked out and made available on a long-term lease to the tenants of the apartments. No spaces are expected to be specifically allocated to the hotel, but hotel guests will be offered a discounted overnight rate. RBC owns and manages the car park, so any allocation is under the control of the Council.

1.1.6 There are disabled spaces and 6 EV charging points within the decked car park.

1.1.7 In excess of Core Strategy standards, 16 cycle parking spaces will be provided for the hotel.

1.1.8 The hotel is expected to open in Q3 2023 (and the residential blocks in Q4 2023).

1.1.9 The Phase 2 Masterplan (as amended by application 21/01441/ANM) is shown in **Appendix A**.

1.2 What is a Travel Plan?

- 1.2.1 A Travel Plan (TP) is defined by the Department for Transport (DfT) and by the Ministry of Housing, Communities and Local Government (MHCLG, now the Department for Levelling Up, Housing and Communities (DLUHC)) as:

“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.”

Source: National Planning Policy Framework, MHCLG, 2021.

- 1.2.2 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

1.3 Purpose of the Report

- 1.3.1 Condition 25 of the planning consent states:

“No building or unit(s) therein within any phase of development shall first be occupied until a Detailed Travel Plan (DTP) relevant to that building or unit(s) has been submitted to and approved in writing by the Local Planning Authority. The approved DTP shall be submitted in accordance with the principles set out in the hereby approved Framework Travel Plan, (075166-CUR-00-XX-RP-TP-002, Revision V02 dated 3rd December 2020), prepared by Curtins, and shall be implemented not later than 6 months following the first use of the relevant building or unit(s) therein, and shall provide for / include the following:

- (i) relevant information about existing travel habits established 6 months’ post first use of the unit;*
- (ii) details of specific measures to be implemented to promote the use of sustainable modes of transport and details of ways in which these will be implemented;*
- (iii) details of means by which the DTP shall coordinate with the requirements of the hereby approved Travel Plan Framework; and*
- (iv) details of the means by which the DTP shall be reviewed.”*

- 1.3.2 This DTP is intended to discharge Condition 25 in relation to the hotel, while the accompanying Residential Detailed Travel Plan (**Curtins Ref: 075166-CUR-00-XX-RP-TP-003**) has been prepared to discharge Condition 25 for the residential blocks.

- 1.3.3 A DTP includes a list of measures that will be implemented to affect modal choice, and a management strategy for implementation of these measures.

- 1.3.4 The development is not yet occupied, so it has not been possible to undertake surveys of existing travel habits. Travel surveys will be undertaken within 6 months post occupation, in line with Condition 25, and every following year for five years (including the baseline survey) by the occupier/ TPC.

1.3.5 Transport for Greater Manchester (TfGM) strongly endorses the need for TPs in order to reduce the impact of transport on the local environment, to improve accessibility and to encourage 'active travel' which improves peoples' health. According to TfGM's document 'Transport for Sustainable Communities: a Guide for Developers', a TP should achieve:

- *"A reduction in car use (particularly for single occupancy trips) and increase travel by sustainable modes, namely active travel and public transport;*
- *A reduction in the impact of the generated traffic, both in the immediate neighbourhood and on the wider highway network;*
- *Safe access for pedestrians and cyclists; and*
- *A coordinated approach to developing and implementing realistic travel options."*

Source: *Transport for Sustainable Communities: a Guide for Developers, TfGM, 2013*

1.3.6 This document has been written in accordance with the above statements and with reference to the following key documents:

- National Planning Policy Framework, MHCLG (now DLUHC), 2021; and
- National Planning Practice Guidance, DCLG (now DLUHC), 2014.

1.4 Structure of the Report

1.4.1 Following this introductory section, **Section 2** of the report provides background information on the benefits which can be derived from a successful Travel Plan. It also sets out key aims and objectives for the Travel Plan process.

1.4.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout.

1.4.3 **Section 4** assesses the accessibility of the site by sustainable modes of transport, including walking, cycling and public transport.

1.4.4 **Section 5** outlines various initiatives that will be considered to encourage maximum uptake in sustainable modes of travel, whilst **Section 6** outlines the strategy for Travel Plan targets.

1.4.5 **Section 7** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator (TPC) as the Travel Plan progresses. **Section 8** concludes the report by providing an Action Plan that summarises the document and next steps.

2.0 Travel Plan Benefits

2.1 Introduction

2.1.1 The benefits from a TP can be categorised under the following main headings:

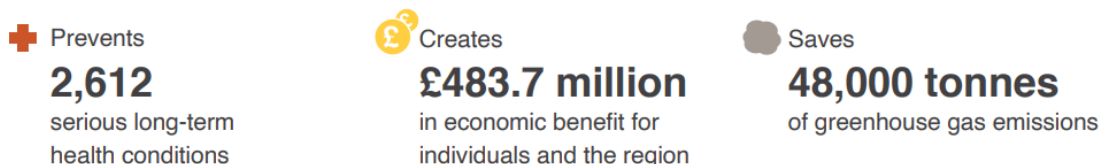
- Environmental Benefits;
- Health Benefits;
- Financial Benefits; and
- Social Benefits.

2.1.2 This section explores just some of the improvements that can be made during a successful Travel Planning process.

2.1.3 **Figure 2.1**, from Sustrans' 'Walking and Cycling Index 2021', illustrates some of the benefits of walking, wheeling, and cycling for Greater Manchester.

Everyone benefits when more people walk, wheel and cycle

Every year, walking and cycling in Greater Manchester:



Walking, wheeling and cycling help to tackle the climate emergency



Figure 2.1 – Benefits of Active Travel
(Source: Sustrans, 2022)

2.1.4 'A Greater Manchester Congestion Deal' (Mayor of Greater Manchester, GMCA, and TfGM; 2018) found that almost a third of all journeys less than 1km are made by car, traffic is responsible for 65% of dangerous emissions linked to the early deaths of thousands in Greater Manchester, and traffic congestion has a £1.3 billion cost to businesses in Greater Manchester every year.

2.2 Environmental Benefits

2.2.1 Climate change is a global issue that affects all nations. Data from the Department for Business, Energy and Industrial Strategy demonstrates that domestic transport is the largest-emitting sector in the UK, accounting for 27% of all territorial greenhouse gas emissions in 2019, almost entirely through carbon dioxide emissions. The main source of emissions from this sector is the use of petrol and diesel in road transport, particularly for passenger cars. Transport has historically failed to reduce emissions as fast as other sectors; emissions from the sector fell by 5% between 1990 and 2019.

2.2.2 How people travel will therefore play a key role in the UK's carbon reduction agenda as follows. On a national scale, the UK Government has pledged to play its part in reducing emissions which are harmful to the earth by setting carbon reduction targets:

"It is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 100% lower than the 1990 baseline."

Source: *Climate Change Act 2008*, Chapter 1, Part 1, 2008 (amended in 2019).

2.2.3 Transport accounted for 55% of the borough of Rochdale's carbon dioxide emissions in 2020.

2.2.4 In July 2019, RBC declared a Climate Emergency.

2.2.5 A coordinated Clean Air Plan is being developed by all 10 local authorities in Greater Manchester to tackle air pollution, and in particular, nitrogen dioxide (NO₂) exceedances. Several measures have been proposed to help reduce roadside NO₂ levels as effectively as possible, while also protecting local people, businesses, and the economy.

2.2.6 A Clean Air Zone (CAZ) with charges applied to non-compliant vehicles driving in or through Greater Manchester was due to be implemented in early 2022, but it was delayed in February 2022 with the government allowing a revised plan to be submitted by 1st July 2022. The government has suggested the charging CAZ be retained but limited to Manchester city centre. Greater Manchester's Mayor and 10 local authorities, however, have proposed to replace the scheme with a non-charging zone with financial incentives for owners to buy emissions compliant vehicles and requested powers to ban taxis licensed outside Greater Manchester. As of the time of writing, a replacement scheme has not been agreed.

2.2.7 In 2021, TfGM published an updated 2040 Vision for Transport to deliver a transport system which enables residents, businesses, and visitors in Greater Manchester to travel to a wide range of different destinations and opportunities, and where sustainable transport can be a viable and attractive alternative to the car. This Transport Strategy outlines that transport is responsible for a third of carbon emissions, and that the annual cost of congestion alone to Greater Manchester is £1.3 billion per year.

2.2.8 The Transport Strategy states an ambition for a well-connected, zero carbon Regional Centre at the heart of the North. The Strategy is therefore aiming for 90% of morning peak trips into the city centre to be made on foot, by bicycle or public transport before 2040. The travel planning process can support this aim by encouraging active and sustainable travel behaviour.

2.2.9 Under Policies 9, 10, 11, and 12 of Environmental Responsibility, the Transport Strategy states that TfGM will:

- *“work with partners and key stakeholders to bring nitrogen dioxide (NO₂) levels on local roads within legal limits, and to reduce levels of particulate matter, CO₂ and noise emissions from vehicles;*
- *work with partners to reduce transport carbon emissions to support Greater Manchester's ambition to be net zero carbon by 2038; and to implement measures to ensure our transport system is resilient to climate change;*
- *work with partners, including the Canals and Rivers Trust, to enhance blue and green infrastructure to provide a safe and attractive environment for walking and cycling; and*
- *aim to minimise the impact of transport on the built and natural environment – including townscape, the historic environment, cultural heritage, landscape, habitats and biodiversity, geodiversity, water quality, pollution, flood risk and use of resources) and will seek to deliver environmental enhancements and biodiversity net gain where possible.”*

2.3 Health Benefits

2.3.1 A reduction in polluting vehicles on the roads surrounding the site will mean better air quality throughout the area. There are also well documented health benefits associated with active travel, and activity levels across the UK could still be improved:

“In 2019, 28% of adults were obese, and a further 36% were overweight but not obese.”

Taking overweight and obesity together, the highest prevalence was in the West Midlands and South West (both 69%) and North West (68%).

Source: Health Survey for England 2019, NHS Digital.

2.3.2 NHS Guidance is for adults to do some type of physical activity every day, for a total of *“at least 150 minutes of moderate intensity activity a week or 75 minutes of vigorous intensity activity a week”*. **Figure 2.2** below demonstrates that although most adults (63.3%) meet this guidance, a significant minority do not – including a quarter (24.6%) of adults who achieve less than one-fifth of the target.

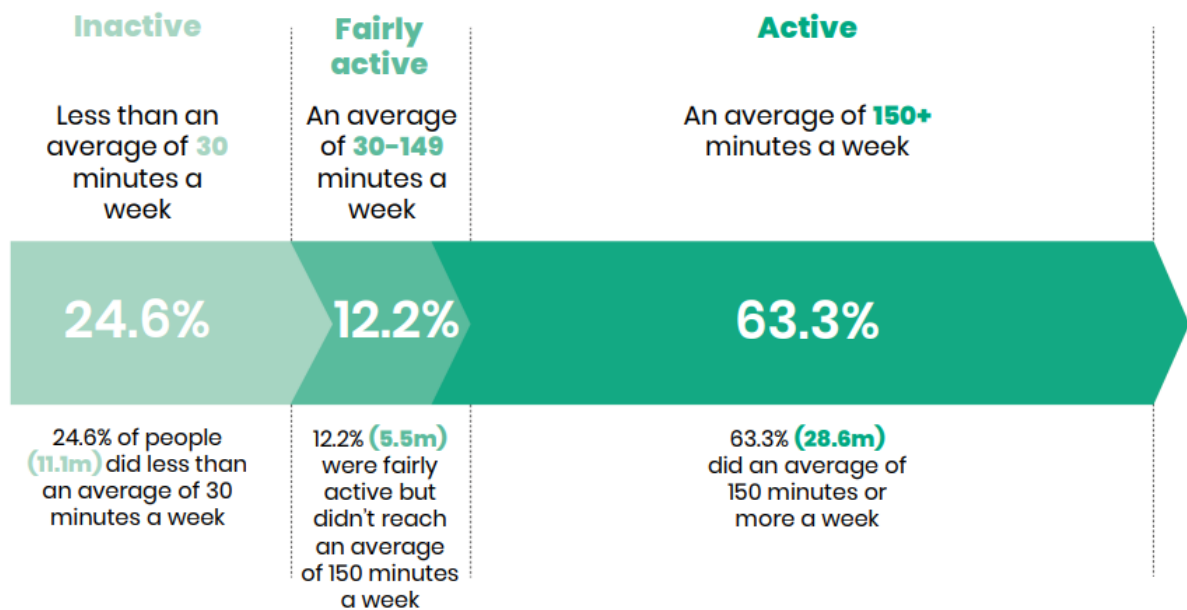


Figure 2.2 – Activity Levels for Adults

(Source: Active Lives Adult Survey: November 2018/19 Report)

2.3.3 The UK Chief Medical Officer's Physical Activity Guidelines (2020) further states:

"If physical activity were a drug, we would refer to it as a miracle cure, due to the great many illnesses it can prevent and help treat."

2.3.4 In 2018, Public Health England (PHE) published an edition of 'Health Matters' focusing on air pollution, and noted that poor air quality is the largest environmental risk to public health in the UK. Based on the study, road transport contributes to 33.6% and 12.4% of all nitrogen dioxide (NO₂) and particulate matter (PM) emissions, which are major components of urban air pollution. The short-term effects of air pollution can include exacerbation of asthma, and cough, wheezing, and shortness of breath; whereas long-term effects include stroke, lung cancer, respiratory conditions, and cardiovascular diseases.

2.3.5 Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems. Further examples of the impact of travel behaviour on public health is shown in **Figure 2.3** below:

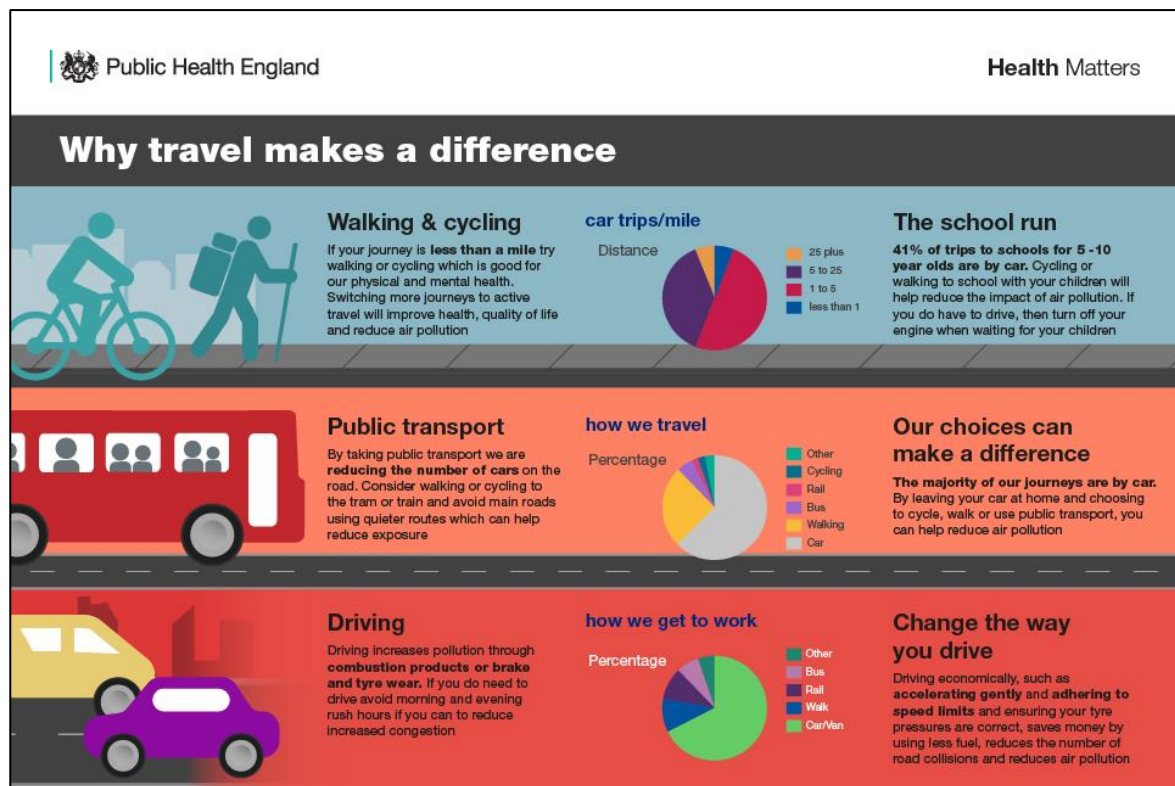


Figure 2.3 – The Impact of Travel Behaviour on Public Health

(Source: PHE, 2018)

2.4 Financial Benefits

- 2.4.1 Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing active travel rates as physical inactivity has been found to cost NHS England £455 million in 2013-14 – albeit this had fallen significantly since previous years. (Source: *Physical inactivity: economic costs to NHS clinical commissioning groups*, PHE, 2016.)
- 2.4.2 Individuals can also benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel. In some circumstances, TP measures can remove an individual's need for a car (or their household's need for a second car), removing the capital and on-going cost of car ownership.
- 2.4.3 An effective TP can help encourage staff and guests to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

2.5 Social Benefits

- 2.5.1 The use of active and sustainable modes of transport, including car sharing, can offer social benefits and improved well-being through the interaction with other people:

“Engagement with individuals and communities through the travel planning process can support higher levels of walking and cycling, and this in turn can encourage greater social inclusion and community cohesion as well as healthier communities.”

Source: Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009.

2.6 Mutual Benefits

- 2.6.1 As demonstrated, there are multiple reasons as to why TPs are important to modern society. The initiatives in this DTP will have a positive effect on the future staff and guests of the development. They must be communicated correctly:

“It is important that the outcomes sought from the travel plan can be seen as a benefit to all parties, e.g. the developer, occupiers and site users, the community and the local authority. Such benefits can help in gaining widespread commitment.”

Source: Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009.

- 2.6.2 Greater Manchester published a Bus Service Improvement Plan in October 2021 with plans to bring buses under local control to be run by TfGM, on behalf of the (GMCA). Buses would be part of an integrated public transport network which allows people to change between different modes of transport with price capped tickets. The new system is called franchising, where GMCA will coordinate the bus network and contract bus companies to run the services. GMCA expects to deliver bus franchising in Wigan and Bolton from September 2023, with the rest of the city region to follow by early 2025.

- 2.6.3 Over time, GMCA claims the benefits of bus franchising to passengers would be:

- **“Customer Experience** - Providing customers with a safe and seamless travel experience
- **Services** – Turn up and go frequencies on major routes
- **Information** – Readily available, easy to use, live, and up-to-date
- **Network Management** – Improvements to journey times and reliability
- **Infrastructure** – Significant increases in bus priority, and improvements to waiting environments
- **Fares and Ticket** More affordable journeys, integrated with other modes
- **Fleet** – Zero emissions, high quality buses.”

- 2.6.4 Bus franchising is also envisaged to boost Greater Manchester’s economy and is the first step in improving transport across Greater Manchester.

- 2.6.5 Since September 2022, all adult bus fares within Greater Manchester have been capped at £2 for a single with a £5 daily cap. The yellow Bee Network branding for the franchised buses and an increase in the TravelSafe Partnership (which combats antisocial behaviour, criminal activity, and fare evasion on public transport) were also revealed in September.
- 2.6.6 Greater Manchester claims it will have the 'country's largest cycling and walking network' at 1,800 miles by 2028, with schemes equating to 420 miles of the Bee Network developed thus far.

2.7 Travel Plan Aims & Objectives

- 2.7.1 Considering the above benefits and the end users, this DTP aims to minimise the number of car trips generated by the development and staff and guests to use sustainable modes of transport.
- 2.7.2 The aims of this DTP will be supported with the following objectives:
- **Objective 1** – To increase the level of walking to and from the site;
 - **Objective 2** – To increase the level of cycling to and from the site;
 - **Objective 3** – To increase the level of public transport use to and from the site;
 - **Objective 4** – To encourage car sharing and shared transport to reduce single occupancy car travel to and from the Site; and
 - **Objective 5** – To encourage uptake of Ultra Low and Zero Emission vehicles to reduce the carbon impact of travel.

3.0 Existing Situation

3.1 Site Location

3.1.1 The Site is located in the northern area of Rochdale Town Centre. Rochdale is in a key strategic location with transport links to Manchester and Leeds City Regions via east-west motorway and rail networks.

3.1.2 Phase 2 of Rochdale Riverside is bounded to the north by existing local shops along Yorkshire Street, to the west by Penn Street and the Phase 1 Riverside shopping centre, to the east by the A671 John Street and to the south by the realigned Baillie Street and Phase 1 of the Rochdale Riverside development.

3.1.3 **Figure 3.1** below shows the Site in relation to the Rochdale town centre and the local highway network:

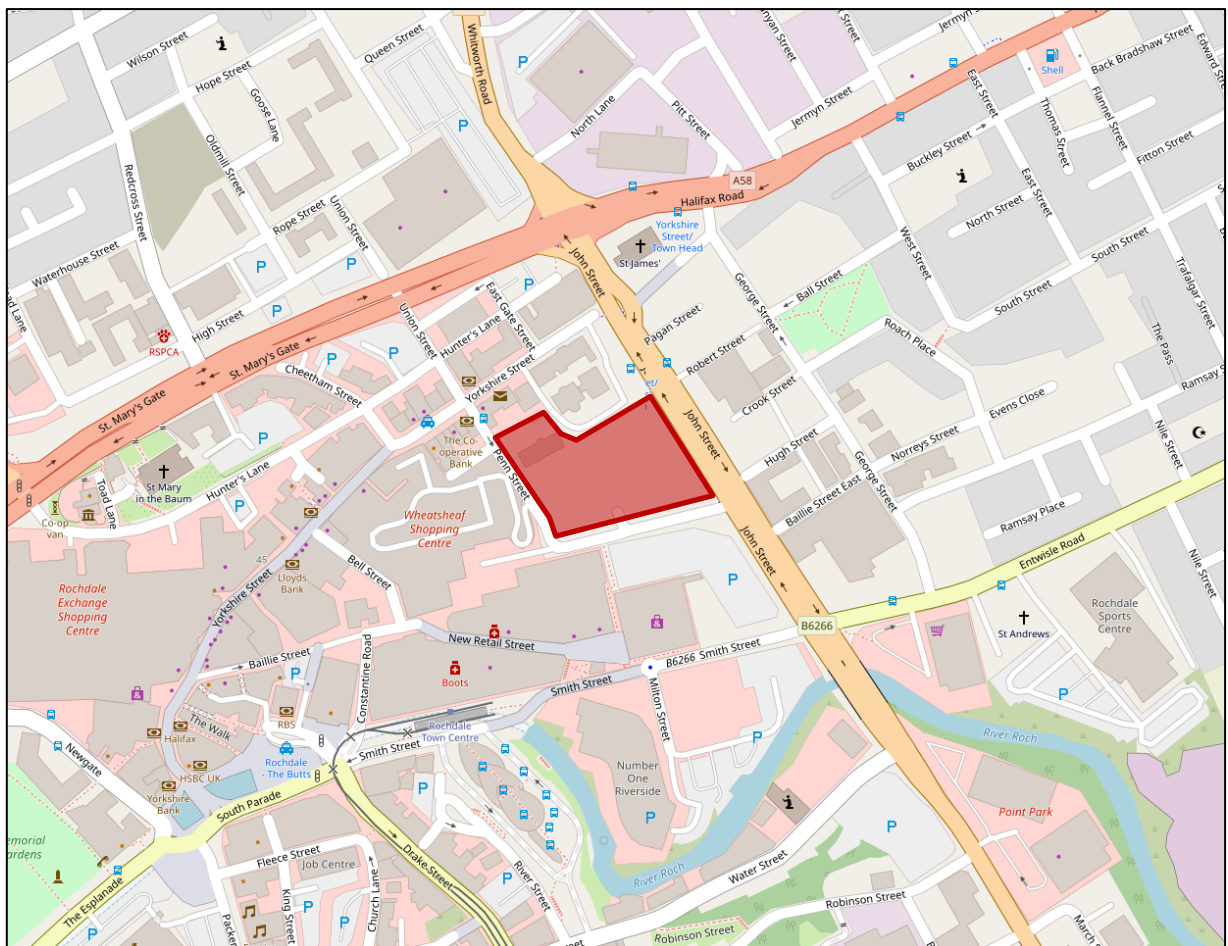


Figure 3.1 – Phase 2 Site Location

(Source: OpenStreetMap, 2022)

3.1.4 **Plan 75166-CUR-00-XX-DR-TP-06001** to the rear of the report illustrates the location of the site in relation to the surrounding areas, and **Plan 75166-CUR-00-XX-DR-TP-06002** to the rear of the report shows the site in a more local context relating to the local highway network.

3.2 Existing Use

- 3.2.1 The wider Site comprises the Rochdale Riverside Retail & Leisure development, of which Phase 1 opened in early 2020. Prior to this, the Site formerly accommodated offices, a bus station, multi-storey car park, and car showrooms.
- 3.2.2 The land where Phase 2 will be located was most recently used for temporary surface car parking accommodating c.170 spaces and site compound for Phase 1 construction. The car park use ceased in April 2020 following opening of Phase 1 decked car park.

3.3 Existing Access

Vehicular Access

- 3.3.1 Historically, the wider Site was accessed from Smith Street, Penn Street and Baillie Street, with Smith Street being the primary access and egress point. These access arrangements are shown in **Figure 3.2** below, from the Transport Assessment produced by Crowd Dynamics in 2016 for the consented hybrid application for Phases 1 and 2.

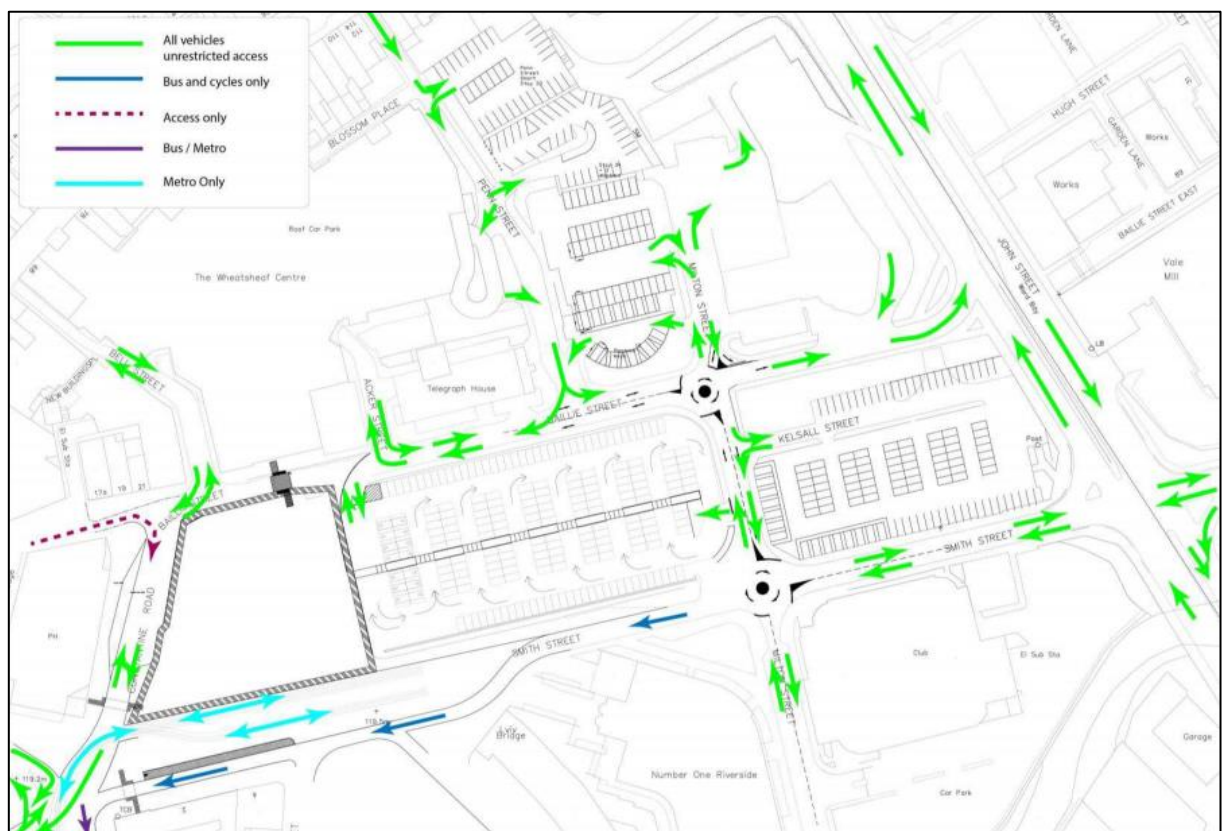


Figure 3.2 – Access Arrangement from 2016 TA

- 3.3.2 As part of the development proposals, Kelsall Street, the section of Milton Street to the north of the Milton Street / Smith Street roundabout, Acker Street and the section of Baillie Street to the east of its junction with Acker Street, and c.30m of the southern terminus of Penn Street have been stopped up.
- 3.3.3 The former Phase 2 surface car park accesses are located on Penn Street to the east of the Site.

3.4 Surrounding Highway Network

Penn Street

- 3.4.1 Forming the western boundary of Phase 2, Penn Street commences off Yorkshire Street, historically as a one-way road in a southerly direction for its entire length of c.115m. At its southern terminus, it meets New Baillie Street which links onto the A671 John Street, although prior to the Rochdale Riverside Phase 1 highway works it extended for a further 30m until it met Baillie Street. This extent of the road has since been stopped up to accommodate the development proposals.
- 3.4.2 A new Traffic Regulation Order has been implemented by RBC which restricts vehicular movement on Penn Street. A Prohibition of Motor Vehicles order has been implemented on Penn Street, from the junction with Yorkshire Street for a distance of 19.5 metres in a southerly direction and to a Revocation Order proposed to revoke the existing one-way traffic order on Penn Street returning the street to two-way working.
- 3.4.3 The majority of Penn Street comprises a narrow carriageway with a width of c.3.5m, however this widens to c.6m approaching its southern terminus. There are footways of c.2m in width on both sides of the road, along with dropped kerbs. The footways are well-maintained and widen as it approaches its southern terminus, and the road is also well-lit.
- 3.4.4 Penn Street is subject to a speed limit of 20mph, and TROs in the form of double yellow parking restrictions along the entirety of the road.

Baillie Street / New Baillie Street

- 3.4.5 Historically, Baillie Street commenced from a continuation of Constantine Road in the south and continued in a west-to-east alignment for c.270m, terminating at the A671 John Street at a priority junction. The highway between Baillie Street and Constantine Road has since been stopped-up, with a length of Baillie Street retained and renamed to Baillie Place, and transformed into a pedestrianised area (occasionally used for service access).
- 3.4.6 New Baillie Street bisects the Site between Phases 1 and 2, and as part of the wider development proposals, was been created to link Penn Street to the A671 John Street. The new access road has been constructed and comprises a single carriageway with an average width of 6m, although this widens to c.9m approaching the new signalised junction with the A671 John Street to accommodate turning

lanes. There are footways of c.5m wide on both sides of the road, complete with dropped kerbs and tactile paving. When Phase 2 is complete, there would also be a crossing facility for the pedestrian-only link between Smith Street and Penn Street, extending across the new access road. **Figure 3.3** demonstrates the layout of New Baillie Street.

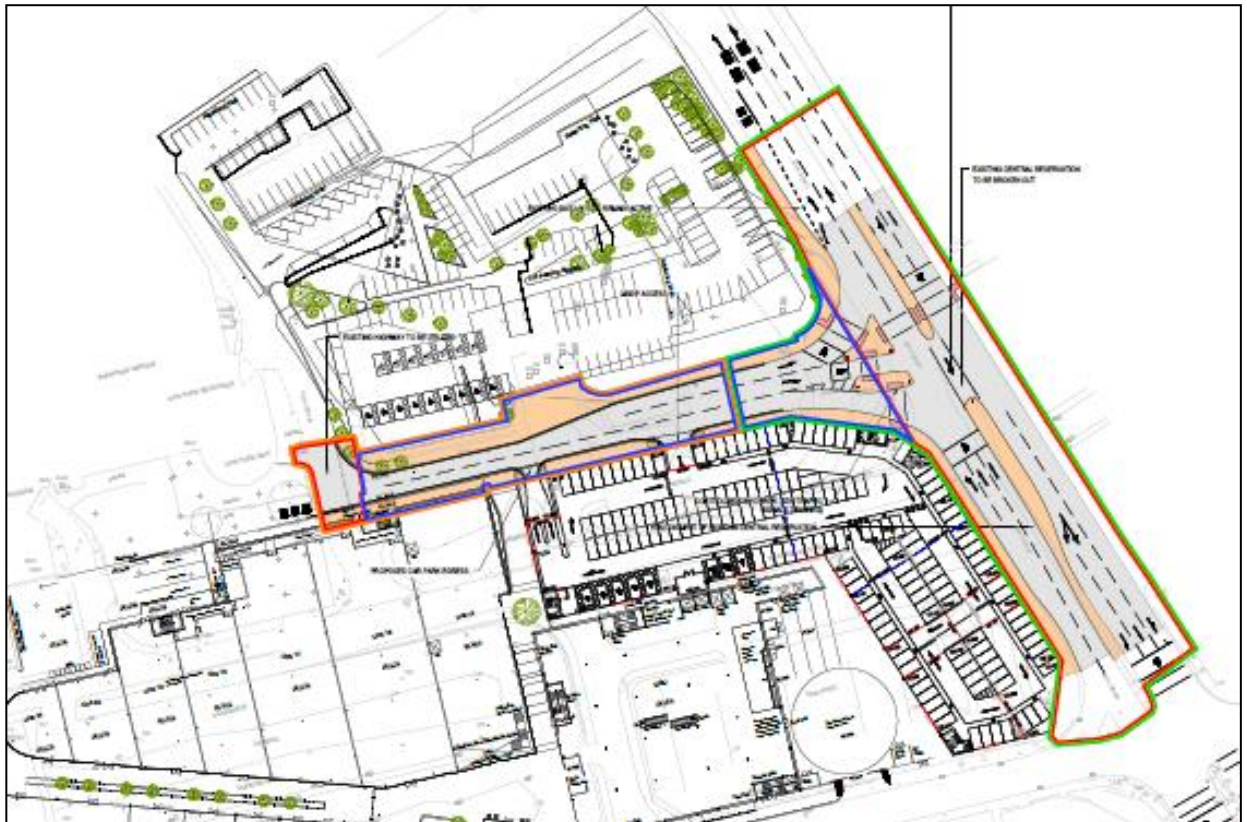


Figure 3.3 – New Baillie Street Layout

- 3.4.7 The new access road would facilitate vehicular traffic in and out of the car parks. The road is subject to a speed limit of 30mph, although at the time of writing, there are no physical measures to enforce this. There are also TROs in the form of double yellow parking restrictions along the entirety of the road.

A671 John Street

- 3.4.8 To the east of the Site, the A671 John Street commences at a four-arm signalised junction with Whitworth Road and the A58 St Mary's Gate in the north. It then extends for c. 335m in a southerly direction where it meets a signalised junction with the B6266 Entwistle Road and Smith Road and continues on as the A671 Molesworth Street beyond.
- 3.4.9 The A671 comprises a single carriageway with an average width of 20m including a large central reserve. There are footways of approximately 2.5m wide on along both sides of the carriageway, along with a length of the northbound lane dedicated as a bus lane. The footways are in good condition and comprise dropped kerbs with tactile paving, and there is also a newly constructed signalised pedestrian crossing with a pedestrian refuge island in the vicinity of the Site as part of the development proposals.

3.4.10 There are advanced cycle stop lanes at all the traffic light junctions along the A671, and there are also several bus stops hosting services in and out of Rochdale (discussed in **Section 4.4**). All of the bus stops comprise a basic pole with contact information, however some have additional infrastructure such as a cantilever shelter with seating. The road is well-lit with streetlight columns at regular intervals on both sides of the road. There are no TROs along the road.

3.5 Access for Mobility and Visually Impaired Users

3.5.1 The site benefits from its town centre location and the existing infrastructure afforded by its position within a core retail area. There are a number of existing features which ensure safe, convenient, and aided access for those site users who have young children, and those who are disabled and / or visually impaired.

3.5.2 Dropped kerbs and tactile paving are present at every signalised pedestrian crossing point in the vicinity of the site.

4.0 Accessibility by Sustainable Modes of Travel

4.1 Introduction

- 4.1.1 A key element of national and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. It is important to ensure that developments are not isolated but are located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.
- 4.1.2 The accessibility of the proposed development is considered in this context for the following modes of travel:
- Pedestrian Accessibility;
 - Accessibility by Cycle; and
 - Accessibility by Public Transport.

4.2 Pedestrian Accessibility

- 4.2.1 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution for Highways and Transportation (CIHT) document entitled '*Providing for Journeys on Foot*' (2000) suggests walking distances which are relevant to this planning application. These are reproduced in **Table 4.1**.

CIHT Classification	Town Centres (m)	Commuting/School/Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 4.1 – CIHT Suggested Acceptable Walking Distances

- 4.2.2 To assist in summarising the accessibility of the Site by foot, distances of 500m, 1,000m and 2,000m which are termed 'Desirable', 'Acceptable' and the 'Preferred Maximum' by the CIHT for commuting trips are considered.
- 4.2.3 The majority of facilities within Rochdale town centre can be accessed within 500m of the Site. This includes The Phase 1 Riverside shopping centre, Rochdale Central Library, Rochdale Borough Council, Yorkshire Street and its associated amenities such as post offices, local shops, restaurants, hot food takeaways, cash machines, cafés and public houses. The 500m catchment also captures the high street, with its associated banking facilities and hotels.

- 4.2.4 The facilities and amenities on offer within a 500m walking distance provide access to food, cash, recreation or leisure facility, outdoor open space, postal facility, community facility, medicine and healthcare, and childcare or education.
- 4.2.5 To the east of the Site, this catchment encompasses residential dwellings, an ALDI store, the Rochdale Leisure Centre, places of worship, a surgery and a pharmacy. Whereas to the south of the Site lies a bingo hall, car dealerships and other major stores. To the west of the Site also lies Rochdale Town Hall, Broadfield Park, schools, a vehicle repair shop, and places of worship.
- 4.2.6 Most notably, the Site is within close proximity of Rochdale Interchange, a large bus interchange providing bus services all across Greater Manchester. Opposite Rochdale Interchange is a Metrolink tram stop which allows easy access for future Site users. More details about public transport service frequencies are discussed in **Section 4.4** below.
- 4.2.7 Within 1,000m of the Site, future Site users can reach additional facilities within Rochdale Town Centre, such as the Rochdale Exchange Shopping Centre, several gyms, high street shopping outlets and drug stores, superstores such as Lidl, Aldi, and Asda, schools and community centres (among the residential areas), pharmacies, Argos, Screwfix and Halfords, the, automotive dealerships, NHS surgeries, and petrol stations.
- 4.2.8 Additionally, the Rochdale rail station is within a 1,000m walk of the Site, and is within an acceptable distance for future Site users who commute from further outside the borough.
- 4.2.9 Many more areas can be accessed within a 2,000m walk from the Site, these include the outskirts of Syke and Shawclough to the north (comprising Falinge Park, learning communities, schools, Rochdale Infirmary, and residential areas), more residential neighbourhoods, a Royal Mail sorting facility. Rochdale Fire Station, pharmacies, and an industrial estate along Chichester Street to the east.
- 4.2.10 To the south of the Site lies the outskirts of Buersil, residential areas and its associated facilities, an Iceland Foods superstore, schools, Mandale Park and a private hospital. Whereas, to the west of the Site lies an industrial estate, residential areas, MOT centres and garages.
- 4.2.11 The surrounding roads have footways available for pedestrian use, and the carriageways are well-lit by street lighting. In the immediate vicinity of the Site, there are several signalised crossing points, pedestrian refuge islands, dropped kerbs and tactile paving to aid pedestrians. There are existing high-quality pedestrian facilities, and the majority of everyday facilities can be accessed by a short walk.
- 4.2.12 The development proposals also include the delivery of additional pedestrian infrastructure to improve safety and attractiveness of journeys made on foot, therefore the Site is considered highly accessible by foot.

4.3 Cycle Accessibility

- 4.3.1 Cycling is a cheap, efficient, and healthy way to travel. Cycling also provides a predictable arrival time which depending on location, can be quicker than driving or using public transport, and is subject to fewer delays.
- 4.3.2 In order to assist in assessing the accessibility of the Site by cycle, an 8km cycle catchment for the Site has been considered. 8km (5-miles) is considered to be the maximum acceptable cycling distance for most people and is based on the 2019 National Travel Survey statistics, which demonstrates that 82% of cycling trips were under 5 miles (8km). The National Model Design Code – Part 2 (DLUHC, 2021) also references this distance, expressing *“the aim that walking and cycling should be the first choice for short local journeys, particularly those of 5 miles or less.”*
- 4.3.3 Furthermore, Sustrans’ Walking and Cycling Index 2021 reveals that the average distance of a cycling trip in the past year in Greater Manchester was 6.9km.
- 4.3.4 The 8km catchment extends as far as Whitworth in the north, Milnrow and Littleborough to the east, Royton in the south and Heywood to the west. This catchment also encompasses Rochdale town centre and Castleton.
- 4.3.5 A combination of on and off-road local cycle routes form an interconnected network across Rochdale Town Centre. Existing cycle facilities such as physical separation at certain points, secure cycle hubs, and low speed limits throughout the residential areas surrounding the Site are part of the town’s high-quality cycle infrastructure to improve cyclist safety. The local cycle network within the vicinity of the Site is reproduced in **Figure 4.1** below:

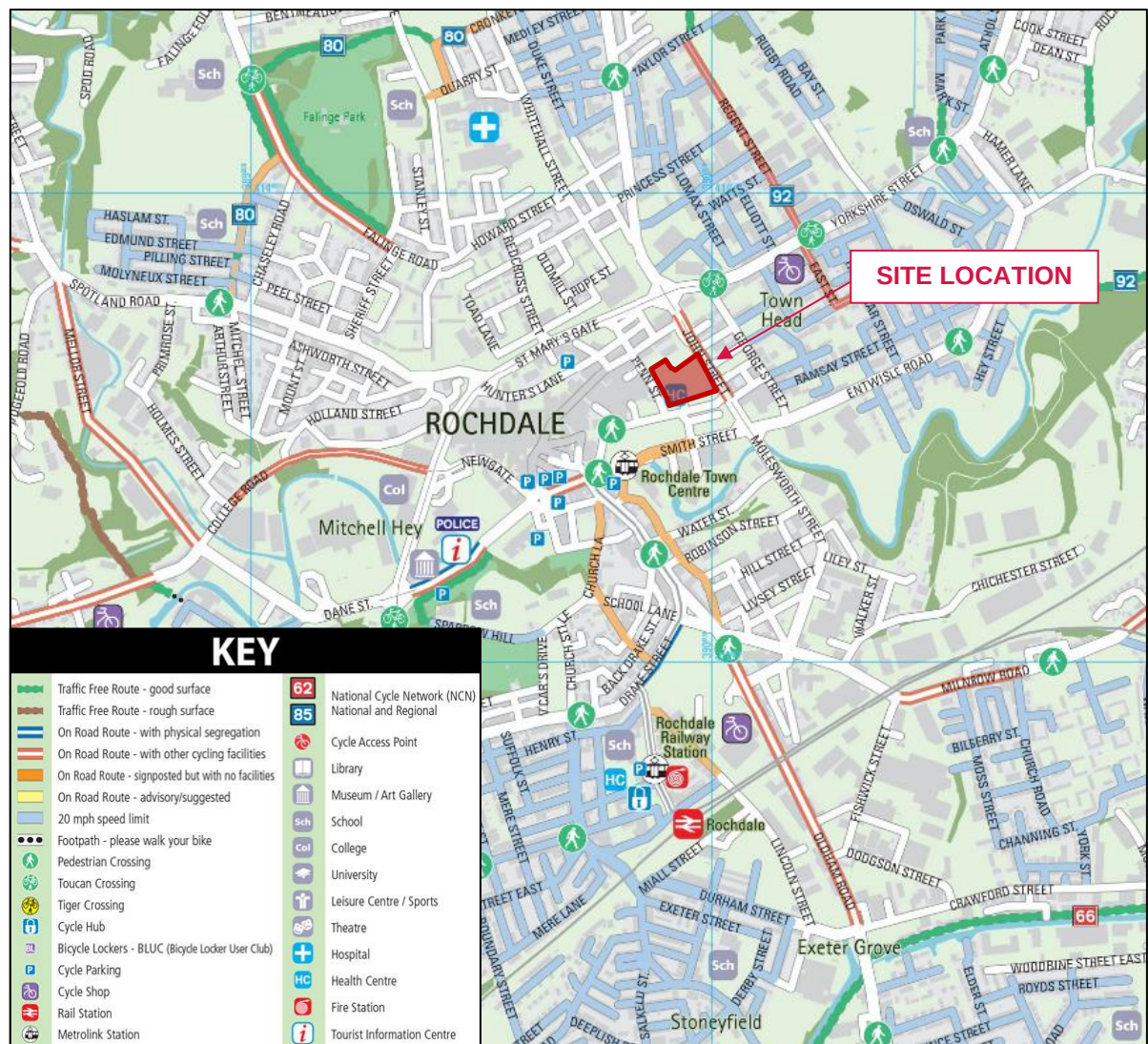


Figure 4.1 – Local Cycle Infrastructure

- 4.3.6 The closest designated route along the National Cycle Network (NCN) is Route 92, which can be accessed to the north-east of the Site via Yorkshire Street. Most of Route 92 in the vicinity of the Site is traffic-free. Within the region, Route 92 connects Reddish Hill in the north and extends across Whitworth, diverges into Syke and Lower Fold, then merges back in Rochdale in an approximate south-easterly direction before terminating at the M62.
- 4.3.7 Additionally, further to the south-east of the Site lies Route 66 along the Rochdale Canal. In the vicinity of Rochdale, this is a traffic-free route. NCR 66 runs from the Old Trafford football stadium in Manchester to the East Riding of Yorkshire via Bradford, Leeds, York, Beverley, and Kingston upon Hull.

- 4.3.8 The local cycle network shown above is also a part of Greater Manchester's cycling and walking infrastructure proposal, named "Bee Network". As part of Bee Network, TfGM have introduced Beeways as signed routes that mark the most direct and pleasant way to navigate an area on foot or by bike. The Site is in close proximity to the confirmed Bee Network as illustrated in **Figure 4.2** below, allowing future Site users to benefit from the public realm improvements for better safety and quality of commute.

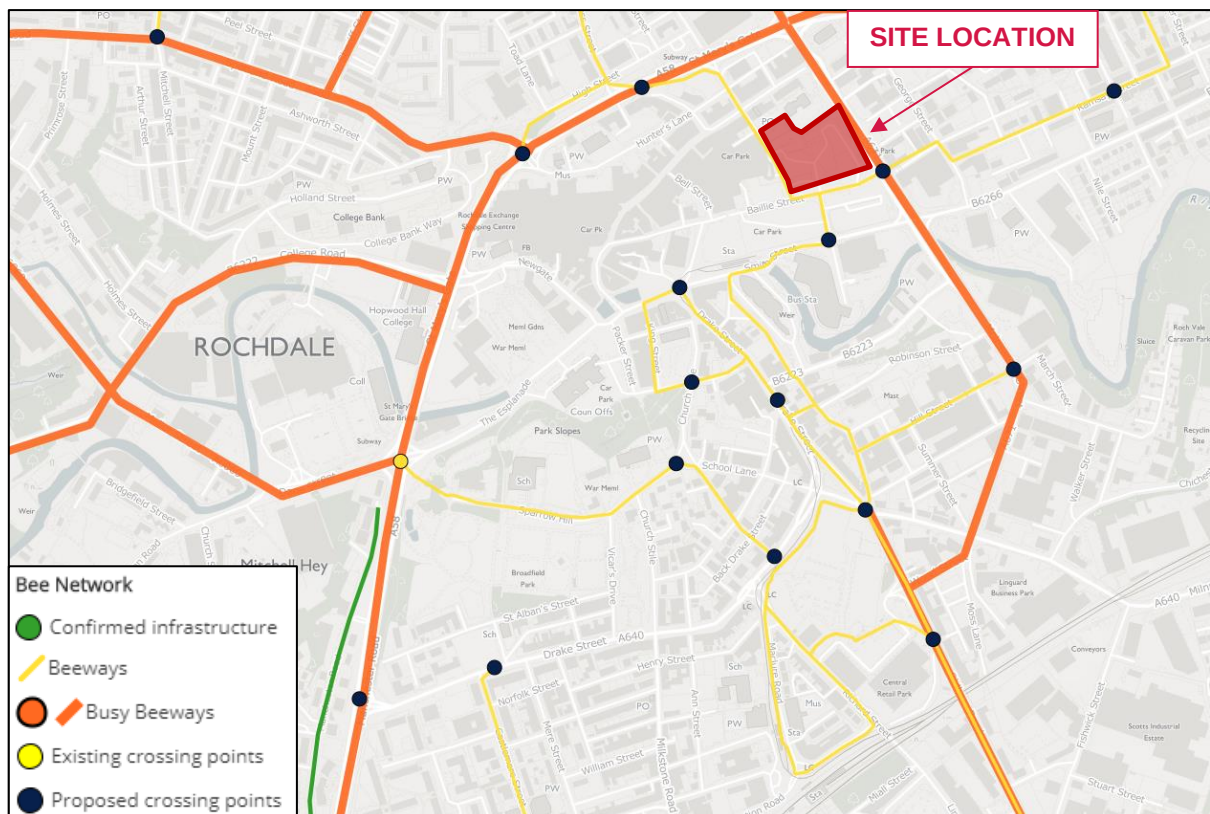


Figure 4.2 – Bee Network Surrounding the Site

- 4.3.9 The Site is considered highly accessible by cycle.

4.4 Public Transport Accessibility

- 4.4.1 Developed by Transport for Greater Manchester (TfGM), Greater Manchester Accessibility Levels (GMAL) are a measure of the accessibility of a point to both the conventional public transport network (i.e. bus, Metrolink and rail) and Greater Manchester's Local Link (flexible transport service), considering walk access time, service availability, and average waiting time. The method is essentially a way of measuring the density of the public transport provision at any location within the Greater Manchester region.
- 4.4.2 The accessibility index score is categorised into eight levels (1 to 8), where level 8 represents a high level of accessibility (described as 'excellent') and level 1 a low level of accessibility (described as 'very poor'). The site is located in an area with an 'excellent' GMAL rating of 8 and is considered appropriately situated to take advantage of existing public transport infrastructure within Rochdale and Greater Manchester.

4.4.3 Accessibility by bus, rail and Metrolink are considered further below, with a local public transport network map included in **Figure 4.3** below:

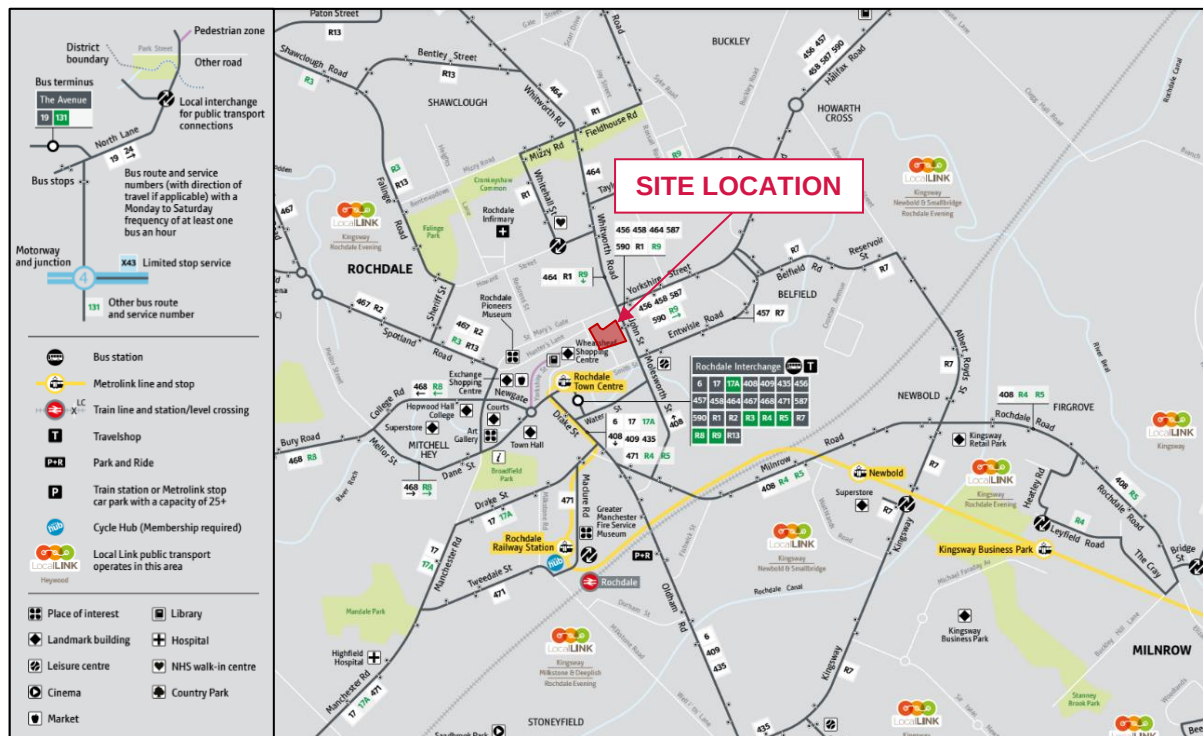


Figure 4.3 – Public Transport Network

(Source: TfGM, 2022)

4.4.4 The National Model Design Code – Part 2 (DLUHC, 2021) states: “Generally, people are prepared to walk further to a railway station or tram stop (10 minutes) [800m walking distance] than to a bus stop (5 minutes) [400m walking distance].” These times and distances are also cited in the CIHT document ‘Planning for Walking’ (2015).

Bus Accessibility

4.4.5 Further guidance from the CIHT – from ‘Buses in Urban Developments’ (2018) – indicates that a bus stop should be located within the following walking distances from a new development based on its location and the number and frequency of services:

Situation	Maximum Walking Distance (m)
Core bus corridors with two or more high-frequency services	500
Single high-frequency routes (every 12 minutes or better)	400
Less frequent routes	300
Town/city centres	250

Table 4.2 – CIHT Maximum Suggested Walking Distances to Bus Stops

4.4.6 Rochdale Interchange is a circa 200m to 300m walk to the south of the Phase 2 development. The development is well within the recommended walking distance for ‘core bus corridors...’ and at the

distance for 'town/city centres'. **Table 4.3** details the services that call at Rochdale Interchange, and their associated frequencies:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
6	Rochdale – Queensway – Kirkholt circular	15 mins	15 mins	30 mins
17	Rochdale – Middleton – Blackley - Manchester	10 mins	10 mins	15 mins
17A	Rochdale – Middleton – Blackley – Manchester via Stakehill Industrial Estate	10 mins	-	-
182	Shaw – Chadderton – Manchester via Royal Oldham Hospital (evening journeys from Rochdale from Mon – Sat)	Every 2 hours in the PM	Every 2 hours in the PM	Hourly
409	Rochdale – Royton – Oldham – Ashton	10 mins	30 mins	20 mins
435	Rochdale – Turf Hill – High Crompton – Shaw - Buckstones	Hourly	Hourly	-
456	Rochdale – Wardle – Stubble – Littleborough	Hourly	Hourly	-
457	Rochdale – Belfield – Hurstead - Dearnley – Littleborough	30 mins	30 mins	-
458	Rochdale – Wardle – Hollingworth Lake – Littleborough	Hourly	Hourly	Hourly
464	Rochdale – Whitworth – Bacup – Rawtenstall – Haslingden – Accrington	15 mins	15 mins	30 mins
467	Rochdale – Daniel Fold – Bamford – Bury	20 mins	20 mins	Hourly
468	Rochdale – Greave – Bamford – Jericho – Bury - Tottington	10 mins	20 mins	Hourly
471	Rochdale – Sudden – Heywood – Bury – Brightmet – Bolton	10 mins	10 mins	30 mins
587	Rochdale - Littleborough - Ripponden - Sowerby Bridge - Halifax	Hourly	Hourly	Hourly
588	Rochdale – Smallbridge – Littleborough – Stansfield circular	30 mins	30 mins	-
589	Rochdale – Littleborough – Todmorden – Portsmouth - Burnley	Hourly	Hourly	-
590	Rochdale – Littleborough – Todmorden – Halifax	Hourly	Hourly	Hourly
R1	Rochdale - Rochdale Infirmary - Syke	Hourly	Hourly	Hourly
R2	Rochdale - Norden - Heywood - Bury	Hourly	Hourly	-
R3/R13	Rochdale - Wallbank	Hourly	Hourly	-
R4/R5	Rochdale - Milnrow - Lady House	Hourly	Hourly	-
R7	Rochdale - Kirkholt - Castleton	Hourly	Hourly	-
R8	Rochdale - Bamford - Norden	Hourly	Hourly	Hourly
R9	Rochdale - Foxholes circular	Every 2 hours in AM	-	-

Table 4.3 – Summary of Bus Service Frequencies at Rochdale Interchange

- 4.4.7 These buses run regularly for every day of the week and link future Site users to various destinations across Greater Manchester including Ashton-under-Lyne, Oldham, Bury, and Manchester City Centre. Overall, the Site is well served by bus.

Rail Accessibility

- 4.4.8 The nearest rail station is Rochdale, located approximately 1,000m to the south of the Site. This lies within the 'Acceptable' walking catchment and can be accessed within a 13-minute walk. Additionally, the station is served by the number 471 bus service which calls at Rochdale Interchange, or the Pink Line on the Metrolink (discussed below) which also calls at Rochdale Interchange.
- 4.4.9 There is step-free access to the platforms and ticket machines via ramps, along with 16 sheltered cycle storage spaces with CCTV monitoring. The station is staffed during regular opening hours and has a concourse / ticket office from which all tickets must be purchased. The station is sheltered and there are payphones present for passenger use. All passenger services are operated by Northern Rail.
- 4.4.10 A summary of rail services from the Rochdale rail station is outlined in **Table 4.4:**

Destination	Service Frequency per Hour		
	Peak Weekday	Peak Saturday	Peak Sunday
Blackburn	3	3	1
Chester	2	2	1
Clitheroe	2	2	1
Kirkby	3	2	1
Leeds	6	6	3
Manchester Victoria	6	6	2
Southport	2	2	1
Wigan Wallgate	2	2	2

Table 4.4 – Summary of Rail Services calling at Rochdale

- 4.4.11 The trains that service Rochdale run regularly on weekdays and allow further changes at busier stations such as Manchester Victoria. This allows access to a number of different locations across the whole of Lancashire; and is a viable alternative to private car use.

Metrolink (Light Rail)

- 4.4.12 The near Metrolink station is Rochdale Town Centre, adjacent to the Rochdale Interchange, located between 200m to 300m to the south of the Site. There is step-free access in the form of ramps.
- 4.4.13 All Metrolink lines, including the Rochdale – East Didsbury line which serves this station, run at a frequency of every 12 minutes between 06:00 – 00:00 on Mondays to Saturdays, and 07:00 – 00:00 on Sundays.

4.4.14 The start and end times for specific stations will change over time in response to current circumstances. The Metrolink frequencies are accurate at the time of writing, whereas up-to-date times can be found on the Metrolink website at: <https://tfgm.com/public-transport/tram/tram-schedule>.

4.4.15 Users can change at the tram stations within Manchester city centre to access entire Metrolink network, as shown in the Metrolink map in **Figure 4.4**.

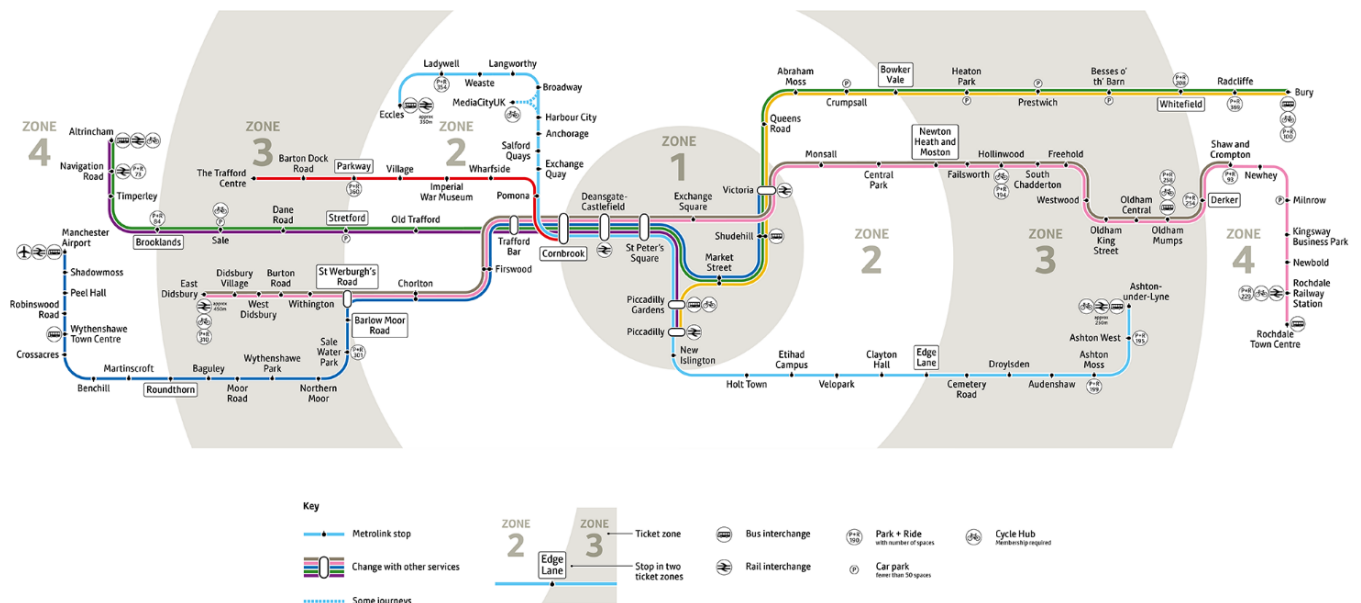


Figure 4.4 – TfGM Metrolink Network Map
(Source: TfGM, 2022)

4.4.16 In summary, it is considered the site is highly accessible by Metrolink (light rail).

4.5 Summary

4.5.1 It is considered the site is highly accessible by sustainable modes of transport, which are also usable by those with limited mobility and are wheelchair accessible. The surrounding area exhibits very good levels of pedestrian and cycling infrastructure, and there are a number of public transport opportunities within acceptable walking distance of the site

5.0 Travel Plan Initiatives

5.1 Introduction

- 5.1.1 Taking into account the location of the proposed development and the accessibility of the site via walking, cycling and public transport, a series of measures and initiatives have been developed to encourage active and sustainable travel and reduce single occupancy car travel to and from the site.
- 5.1.2 This section of the DTP sets out the initiatives that will be implemented for the hotel. The initiatives below are in line with the aims, objectives and benefits set out in **Section 2** of this document.

5.2 Appointment of Travel Plan Coordinator (TPC)

- 5.2.1 At least one month before first occupation of the hotel, a Travel Plan Coordinator (TPC) will be appointed. The duty of the TPC will be to take responsibility for ensuring that the DTP is implemented, monitored, and operates effectively to offer a genuine choice of travel modes.
- 5.2.2 One of the primary responsibilities of the TPC is to work with TfGM to deliver free personalised travel planning for staff and guests incorporating a survey, events and then advice on sustainable travel choices.
- 5.2.3 The TPC will be the General Manager whose details will be provided to RBC and internally 3 months prior to opening.
- 5.2.4 Additional responsibilities of a TPC are further detailed in **Section 7** of this report.

5.3 Production of Welcome Packs

- 5.3.1 Welcome packs can be important in influencing travel patterns and therefore it is envisaged that welcome packs will be supplied to all staff and guests. The contents of the welcome packs will include:
- Introduction to the TP concept detailing objectives and aspirations;
 - Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
 - Personal travel initiatives;
 - Maps showing local walking/cycling routes and places of interest;
 - Details of public transport services, including timetables and routes; and
 - Details of the Travel Plan Co-ordinator (TPC).
- 5.3.2 The information contained within the Welcome Packs will be periodically updated by the TPC. The Welcome Packs will be emailed to all staff and a summarised version will be available on notice boards for staff (possibly in the break room) and on the hotel's website for staff and guests.

5.4 Measures to Encourage Walking

- 5.4.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual.
- 5.4.2 It has been demonstrated throughout **Section 4** of this DTP that there is an existing good level of pedestrian infrastructure in the surrounding area, with access to local services on foot. Additionally, the development will include a large internal area of public realm to ensure that the site offers a high degree of permeability for pedestrians and cyclists. Reduced traffic speeds on the internal access road will also be enforced through physical design such as the careful implementation of paving materials to ensure that it has the look and feel of a shared space use.
- 5.4.3 The following measures will be provided to encourage staff and guests to walk:
- Promote / raise awareness of the health benefits of walking;
 - Promotions within the site on national events such as “National Walking Month”;
 - Provide storage lockers for staff;
 - Adequate lighting, landscaping, and shelter to create pleasant pedestrian waiting areas; and
 - Regularly review and update information (if necessary) provided within the Welcome Packs / Travel Page / notice boards, such as:
 - Local pedestrian routes, including public footpaths and walking times to key destinations; and
 - Promote the Greater Manchester Walking website at gmwalking.co.uk/ which provides resources on routes, tips, local walking groups.
- 5.4.4 Additional measures such as marketing campaigns in line with “Walk to Work Week” and the implementation of a “walking buddy” scheme could also be considered.

5.5 Measures to Encourage Cycling

- 5.5.1 It has been demonstrated throughout **Section 4** of this DTP that there is an existing good level of cycle infrastructure in the surrounding area.
- 5.5.2 Secure, sheltered parking for 16 cycles will be provided. Demand for cycle parking will be measured by the TPC, primarily through the travel surveys, and provision will be increased if necessary.
- 5.5.3 To encourage staff and guests to cycle the following measures will be provided:
- Raise awareness of the health benefits of cycling;
 - Encouraging local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;

- Register staff to the Cycle2Work scheme, which Halfords' website claims can save employees up to 42% on a new cycle and safety accessories;
- Promoting the Cycle2Work scheme and a "cycle buddy" scheme via a development-wide Bicycle User Group (BUG);
- Offering bicycle loans or bicycle rental schemes where staff who give up their parking permits could use any of the bikes available to rent free of charge;
- Provide discounted D-locks for staff;
- Ensure that there is sufficient cycling infrastructure and facilities on-site, such as:
 - Pedestrian and cyclist friendly (for all types of user regardless of the level of mobility or visual impairment) infrastructure with the provision of direct routes, appropriate tactile surfaces, good lighting and signposting to other amenities, public transport nodes and adjoining off-site routes;
 - Suitable security at cycle parking facilities;
 - Shower and changing room facilities to be provided in the building; and
 - Provide an on-site puncture repair kit;
- Regularly review and update information (if necessary) provided within the Welcome Packs/ Travel Page / notice boards, such as:
 - Local cycle network routes;
 - Cycle information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk;
 - Promote the availability of local information on cycle training, parking, paths, maps, hire, or bringing bicycles on public transport on the TfGM website tfgm.com/cycling-and-walking;
 - Details of local cycle shops; and
 - Marketing campaigns such as "National Bike Week".

5.5.4 Additional measures such as making a 'bike doctor' available at BUG meetings to check bicycles and ensure they are road worthy (any recommended repairs will be identified but it will be the responsibility of the individual to fund the repairs) and having the TPC negotiate discounts with local cycle retailers could be considered.

5.6 Measures to Encourage Public Transport

5.6.1 It has been demonstrated throughout **Section 4** of this DTP that the site is highly accessible by public transport, and that there are further opportunities for wider public transport travel throughout Rochdale and Greater Manchester.

5.6.2 The following measures will be provided in order to encourage staff and guests to travel by public transport:

- Implement a staff business policy of using public transport for travel in the course of work wherever feasible.

- Provide a guaranteed lift home for staff who travel by public transport in the event of an emergency;
- Arrange for season ticket loans for staff where a monthly deduction is made from their pay;
- Provision of new and improved inter-connecting footways and cycle links crossings to surrounding public transport infrastructure as part of the development;
- Linking information systems regarding bus and rail travel timetables to the staff intra-web service / website linked to the wider hotel website to form a “One-Stop-Shop” for all public transport queries; and
- Regularly review and update information (if necessary) provided within the Welcome Packs/ Travel Page / notice boards, such as:
 - Details of Traveline’s online journey planning resources: <https://www.traveline.info/>;
 - Advertise any promotions/discounts offered by public transport operators;
 - A map showing local bus and rail stations in the vicinity of the site; and
 - Links to up-to-date bus and rail details including timetables / route maps.

5.6.3 Additional measures such as offering limited time discount tickets, liaising with bus companies and TfGM on any future improvements and/or extensions to local services, and linking public transport usage to parking permits (for example, if car commuters travel by train/Metrolink 2-3 days a week as opposed to the private car, then the driver could be issued with a parking permit for the remainder of the week as a ‘perk’) could also be considered.

5.7 Measures to Encourage Car Sharing / Shared Transport

5.7.1 Car sharing is an effective way of reducing single occupancy car trips if a number of people travel to the same location each day. This could be simply encouraged on an informal basis.

5.7.2 To aid the coordination of car sharing, it is suggested that staff who are willing to car share should submit their name to the Travel Plan Coordinator (TPC). People could then be matched with those undertaking similar journeys on a more informal basis through informal events such as ‘car share coffee mornings’. Staff will also be encouraged to separately discuss with colleagues and peers the option to car share to and from the site, with common needs, timetables or destinations.

5.7.3 It is envisaged that this would need to be regularly maintained / revised by the TPC.

5.7.4 Alternatively, www.liftshare.com/uk is a public website where prospective car sharers can search for matches on their own by filtering via location and time of departure etc. It is considered that car sharing would be an attractive facility for staff who do not own a car but require occasional use.

5.7.5 The TPC will also raise awareness of car ownership costs and highlight the social and economic benefits of car sharing.

5.7.6 Additional measures which will be implemented comprise:

- Introduction of a “Guaranteed Ride Home” for passengers who travel to work with drivers who subsequently have to leave during the day in an emergency or for other reasons, to request for a free taxi ride home;
- Provision of “Carwise” booklet to include tips on reducing impact on the environment; and

5.8 Measures to Encourage Ultra-Low and Zero Emission Vehicles

5.8.1 Ultra-Low (ULEV) and Zero Emission Vehicles (ZEV) contribute substantially to reduce the carbon footprint of private transportation. Analysis by Carbon Brief demonstrates that the lifecycle greenhouse gas emissions of a US-made Tesla Model 3 and Nissan Leaf – the first and fifth best-selling ULEVs in the UK – were about three times lower than for the average new conventional car in the UK in 2019. The decarbonisation of electricity generation will further lower the emissions of EVs.

5.8.2 As the UK moves towards a net carbon society, Greater Manchester is at the forefront of tackling Climate Change, including schemes such as the Bee Network.

5.8.3 Ownership of ULEVs and ZEVs is rapidly increasing – 14% of all new car registrations in 2021 were ULEVs, up from 8% in 2020, and 9% were ZEVs (a subset of ULEVs) according to the DfT’s 2021 Vehicle Licensing Statistics. According to a survey by the ONS, 18% and 44% of internal combustion engine car owners expect to switch to electric cars by 2026 and 2031, respectively. Therefore, there is an urgent need to rapidly increase provision of electric vehicle chargers (EVC). TfGM further states that:

“Demand for EV charging is growing. But the number of public EV charging points isn’t keeping up with demand. Today, there are around 360 publicly available EV chargers in Greater Manchester with approximately 700 connectors. By 2025, we think this needs to grow to 2,700 fast and 300 rapid chargers”

5.8.4 Rochdale Riverside Phase 2 is well-located to support the promotion of EV ownership. The decked car park adjacent to the site in the Rochdale Riverside Phase 1 development, which staff and guests are entitled to use, contains 6 EV charging points.

5.8.5 There are further EV charging points available within Rochdale.

5.8.6 It is envisaged that this would encourage future staff and guests to consider switching to EVs should they still require to rely on the private car but wish to reduce their carbon footprint.

5.8.7 Further to this, the TPC will promote the benefits of purchasing electric vehicles which are provided on the TfGM website <https://electrictravel.tfgm.com/>. According to TfGM, the cost per mile of running an electric car is generally half that of a similar diesel vehicle while electric cars are more reliable which can save users up to 25% on maintenance costs. Furthermore, most EVs are zero-rated for Vehicle Excise Duty.

5.9 Reducing the Need to Travel

5.9.1 An effective way of lessening the travel impact of a development is to reduce the need to travel in the first instance. Therefore, the following measures will be considered:

- Provide video and audio teleconferencing facilities;
- Promoting nearby services (i.e. facilities necessary for everyday functionality that would otherwise require travel away from the site (e.g. during lunchtimes));
- Provision of equipment and virtual additions (such as high-speed fibre optic broadband connections) to allow staff to work from home; and
- Equipping all communal areas with high-speed fibre optic broadband and free Wi-Fi hotspots to enable easy connection.

6.0 Targets

6.1 Introduction

- 6.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section sets out the strategy for the Travel Plan targets and provides an overview of the data that should be collected as part of future travel surveys.

6.2 Data Collection and Analysis

Travel Surveys

- 6.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys of future staff and guests. Therefore, it is not appropriate to provide a definitive set of targets at this stage.
- 6.2.2 In order to understand travel habits, travel surveys will be distributed to all staff and guests within 6 months of first occupancy. Recipients will be encouraged to participate, and the surveys would extract the following key information:
- Place(s) of work / residence;
 - Usual mode of travel and reason for modal choice;
 - Attractiveness of various active and sustainable modes;
 - Any barriers to walking, cycling and public transport; and
 - Initiatives that would encourage more sustainable travel.
- 6.2.3 This information will enable analysis to be undertaken to establish final targets. It will also provide information on reasons for that modal split and identify any measures that may encourage a modal shift.
- 6.2.4 Firstly, questions will be transferred to SurveyMonkey, which is an online survey service widely used by both private and public sector organisations for data collection. Staff and guests would be sent this link in the early stages of operation and can click on it and get directed to an internet-based survey. Staff and guests can also be sent this link when they log into the sitewide Wi-Fi service or as part of guests' booking confirmation. All results can be recorded on a computer database for analysis.
- 6.2.5 Paper surveys will also be made available across communal areas of the site. These results can be manually transferred to the Momentive computer database for analysis alongside the electronic surveys.
- 6.2.6 The information obtained will be used to undertake travel performance indicator and modal split analysis, whereby an answer rate of 60% could be considered a sufficient representation of staff and

guests. Staff and guests would then be surveyed annually from the initial survey to review progress against current and targeted modal splits, as well as means of testing the effectiveness of new measures where appropriate.

Travel Plan Performance Indicators

6.2.7 The following Travel Plan performance indicators can be considered upon receipt of the travel survey data to guide the future development of the Travel Plan:

- **Attractiveness of Sustainable Modes** – e.g. perceived safety in the surrounding area, punctuality and condition of public transport, condition of public realm areas and condition of cycle infrastructure;
- **Uptake of Alternative Modes** – e.g. uptake of public transport, registration and participation in car share schemes and levels of pedestrian and cyclist activity; and
- **Travel Plan Awareness** – e.g. appreciation of the Travel Plan process and knowledge of the benefits offered by the Plan.

6.3 SMART Targets

6.3.1 All performance indicator targets and potential modal split targets are considered to be suitable interim measures before travel surveys are undertaken.

6.3.2 At this point, official targets will be set through consultation with Rochdale Borough Council. The official targets will be **SMART** (**S**ite-specific – **M**easurable – **A**chievable – **R**ealistic – **T**imed).

6.3.3 Once the travel surveys have been undertaken, it is possible to monitor modal splits so that Travel Plan initiatives can be tailored to increase uptake of certain modes of travel. Modal split targets are set for a reduction in private car use offset by an increase in sustainable modes.

6.3.4 To provide an indication of potential targets, an example with indicate short-term (1-2 years), medium term (3-4 years) and long term (4-5 years) targets is provided in **Table 6.1** below using the existing travel patterns to work in Rochdale 010 MSOA (where the proposed development is located) obtained via 2011 Census data:

Example of Potential Modal Shift Targets					
Travel Mode	Existing Split (2011 Census)	Short Term Shift Target	Medium Term Shift Target	Long Term Shift Target	Total Target Modal Shift
Car Driver	67.0%	-2%	-4%	-4%	-10%
Car Share	7.0%	+1%	+1%	+1%	+3%
Public Transport	12.4%	+1%	+1%	+1%	+3%
Cycle	1.1%	-	+1%	+1%	+2%
Foot	10.0%	-	+1%	+1%	+2%
Other	2.4%	-	-	-	-

Table 6.1 – Example of Potential Targets

- 6.3.5 Rochdale Interchange and Rochdale Town Centre tram station opened in 2013 and 2014, respectively, after the Census, which greatly improved the site's accessibility by public transport, so it is considered there is significant potential for a shift towards public transport.
- 6.3.6 As can be seen from the targets, there will be an overall aim to reduce the number of staff and guests travelling to the site by car as a single occupant, whilst increasing the proportion who travel by more sustainable modes including car sharing, cycling, walking, and using the train, tram, and bus.
- 6.3.7 The targets are considered to be realistic when considering the Travel Plan Initiatives as detailed throughout **Section 6** of this TP and the prior Umbrella Travel Plan. The targets are also considered to follow the principles and goals of the Greater Manchester Transport Strategy 2040.
- 6.3.8 However, the above targets are indicative only and final targets will be decided by the TPC in consultation with the Council following the receipt of the travel surveys, which will be undertaken within 6 months of first occupation/ use.
- 6.3.9 For example, if uptake for cycling is found to be low through the modal split analysis, a cycle awareness event could be organised including safety and maintenance classes.

7.0 Monitoring and Review

7.1 Introduction

7.1.1 This section of the report sets out the proposed management arrangements associated with the DTP.

7.1.2 DfT Good Practice Guidelines outlines six key messages regarding implementation and management, as follows:

- *“Travel plans are living documents that need to be updated in the light of experience and sustained throughout the life of a development.*
- *At all times a named individual needs to be responsible for leading the delivery of the travel plan.*
- *The developer/occupier should take the lead in respect of delivering the site-specific elements of the travel plan.*
- *Local authorities need to establish robust databases of all travel plans in their areas.*
- *Post-implementation management arrangements must be identified and included in the travel plan.*
- *Transport Management Associations may be an appropriate mechanism for assisting with the implementation and on-going management of travel plans within a wider area.”*

Source: Good Practice Guidelines: *Delivering Travel Plans through the Planning Process*. DfT, 2009.

7.1.3 It is clear from the above that a TP document should be considered as merely the starting point of the process. The implementation of a TP is an on-going requirement and will require support and leadership in achieving its objectives.

7.2 Responsibility and Management

7.2.1 Overall responsibility for the DTP will lie with the developer. Following construction and handover of the hotel to its operator, the responsibility for the Travel Plan and undertaking the travel surveys will transfer to the operator. Because Rochdale Borough Council is the freeholder and will retain leasehold interest(s) or management role (joint venture) it can ensure the responsibility is cascaded to the relevant operators.

7.2.2 The survey information will enable analysis to be undertaken to establish mode share targets subject to consultation with Rochdale Borough Council. It will also provide information on the reasons for modal splits and identify measures that may encourage a modal shift.

7.2.3 To ensure the smooth implementation of the TP a number of measures should be undertaken, supported by the developer prior to handover, comprising:

- Businesses locating within the development will be required to sign up to the TP and appoint a Travel Plan representative, such as the business manager or owner;
- Support for a TPC in ways including, but not limited to, funding to enable them to fulfil their duties and deliver the TP as intended; and
- A commitment to actively promoting car-sharing and sustainable transport options at the site.

7.3 Travel Plan Coordinator (TPC)

7.3.1 The TPC will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Organising and distributing Travel Surveys;
- Keeping all relevant databases, information, and administration up to date;
- Implementing and promoting sustainable travel initiatives to ensure a coordinated approach across the site as a whole;
- Promoting individual measures/initiatives in the TP and instigate a marketing campaign upon first occupancy of the site and when appropriate;
- Monitoring the TP and identifying trends in relation to the targets and reporting the findings to relevant parties (i.e. Rochdale Borough Council); and
- Taking a key role in reviewing the TP according to the achievement of the modal shift targets specified therein.

7.3.2 As well as this document, the TPC should consult TfGM's interactive dedicated travel planning website for employers (much of which is also relevant to guests) – <https://tfgmbusinessstravel.exhibition.app/> – which aims to act as a 'one stop shop' providing guidance for businesses looking to make affordable and sustainable travel choices and support the wider regional economy. Visitors to the TfGM business portal will find resources for both employers and employees, ranging from travel planning tools such as travel survey templates through to information on new flexible tickets and active travel provision such as Greater Manchester's cycle hire scheme.

7.3.3 The TPC will the General Manager whose details will be provided to RBC and internally 3 months prior to opening.

7.3.4 It will be necessary for each operator to liaise with Rochdale Borough Council and the management of Rochdale Riverside Phase 1 in connection with the provision of car parking in the Phase 1 decked car park structure. Separate agreement to lease / permit parking to uses will need to be entered into prior to first occupation / use and the agreement reflected in the relevant full Travel Plan by each operator.

7.4 Monitoring and Evaluation

- 7.4.1 The monitoring of travel behaviour is vital to measure progress towards the targets and would be the responsibility of the appointed TPC. Apart from receiving regular updates from staff and liaising with Rochdale Borough Council on transport-related matters, the main monitoring process will involve travel surveys as described in **Section 6** above.
- 7.4.2 The results of each survey would be used to review progress against target modal splits, where the TPC will be required to calculate the percentage share of all travel modes to and from the site. Where targets are not met, remedial actions will be proposed, agreed, and then monitored for effect.
- 7.4.3 Monitoring reports will be provided to officers at Rochdale Borough Council annually following the receipt of the first surveys, within one month of each travel survey. The reports would include a comparison of achievements against targets and remedial proposals for improvement where required. It would also include a summary of changes to any personnel, any new or changed partnerships and outline plans and proposals for the coming year. In addition, survey results would be circulated to all staff upon the completion of surveys.
- 7.4.4 Monitoring will be carried out for a period of at least five years from the date of the baseline travel surveys (or until a date to be agreed with Rochdale Borough Council) to ensure that the TP reflects current opportunities and local circumstances. The monitoring schedule will include six surveys: the initial baseline survey undertaken within 6 months of occupation and five follow-up surveys.

8.0 Action Plan

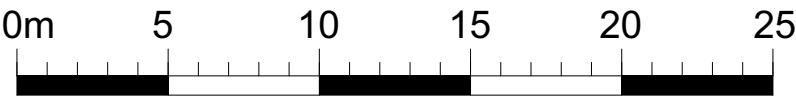
8.1 Introduction

8.1.1 **Table 9.1** below summarises the key actions from the document by providing an Action Plan for the Travel Plan process:

Action	Target Date	Responsibility
Appoint TPC	One month before first occupation	Operator, coordinated with the developer
Agree relevant parking arrangement in Phase 1 decked car park	Before first use / occupation of hotel	Operator, supported by developer and in conjunction with Rochdale Borough Council / Rochdale Riverside Phase 1 Management
Produce Welcome Pack	Within three months of discharge of Condition 25 or one month prior to occupation of development, whichever is sooner	TPC
Implement TP Initiatives	To be started once TPC is appointed, ongoing throughout development lifespan	TPC
Undertake Initial Travel Surveys	Within 6 months of first occupation/ use	TPC
Decide Targets	Within one month of undertaking the initial surveys	TPC in conjunction with Rochdale Borough Council/ TfGM
Undertake Follow-Up Travel Surveys and Present Monitoring Report	Annually for at least five years from the date of the baseline travel surveys (or until a date to be agreed with Rochdale Borough Council/ TfGM)	TPC

Table 8.1 – Action Plan

Appendix A – Site Layout



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- NOTES:**
- 1. Do not scale from this drawing.
 - 2. Always work to noted dimensions.
 - 3. All dimensions are in millimetres unless otherwise stated.
 - 4. All setting out, levels and dimensions to be agreed on site.
 - 5. The dimensions of all materials must be checked on site before being laid out.
 - 6. This drawing must be read with the relevant specification clauses and detail drawings.
 - 7. Order of construction and setting out to be agreed on site.

KEY

Planning Application Boundary

S3-P14	30-09-21	Planning Update	AS	KR
S3-P13	26-07-21	Updated following comments	AS	KR
S3-P12	18-06-21	Revised stage 4	AS	KR
S3-P11	25-05-21	Minor amendments	AS	KR
S3-P10	07-05-21	Stage 4 issue	AS	KR
S2-P09	04-05-21	Site updates	AS	KR
S2-P08	19-03-21	Site wide updates (see above)	AS	KR
S2-P07	05-02-21	Stage 4 information	AS	KR
S1-P06	20-11-20	Issue	CS	KR
S1-P05	11-11-20	Access road includes footway	TF	KR
S1-P04	09-10-20	VE changes across scheme	TF	KR
S1-P03	23-10-20	changes along John St elevation	JV	KR
S1-P02	24-09-20	Stage 3 Draft	JV	KR
S1-P01	03-07-20	Comment	JV	KR

Revision	Date	Description	Drawn	Apprvd.
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Client Willmott Dixon LTD

Project Rochdale Riverside
Phase 2

Drg Title Landscape Masterplan

Created on	Created by	Approved by
23.03.20	JV	KR

Scale	Size	Workstage
1:250	A1	RIBA 04

Drg No.	Suitability	Revision
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