



Transportation Planning : Infrastructure Design

Framework Travel Plan

**Proposed Residential Development
Land at Stakehill, Rochdale**



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1.0 INTRODUCTION

Background

- 1.1 This report has been prepared by SCP on behalf of Redrow Homes Lancashire in support of a proposed residential development on land at Stakehill, Rochdale.
- 1.2 The development proposals comprise up to 1,380 dwellings and an ancillary local centre to serve the new housing. The application will be hybrid with approximately 400 units from the western section of the site in detail and the remainder in outline.
- 1.3 The primary site access will be via a proposed signalised junction on Rochdale Road. A secondary site access is also proposed via Thornham New Road to the north of the site, serving a limited section of the development expected to comprise approximately 100 units.
- 1.4 This report relates to the residential elements of the site only.
- 1.5 This report sets out Redrow Homes Lancashire's commitment to minimising the number of vehicular trips generated by the residential development and encouraging travel by sustainable transport modes.

Travel Plan Approach

- 1.6 A Travel Plan is an important tool for delivering sustainable access to a development. It provides a long-term strategy that seeks to deliver sustainable transport objectives through positive action. Travel Plans provide a way of assessing and managing access to specific sites.
- 1.7 Implementing a Travel Plan can bring a number of benefits to a site, including helping to minimise the potential increase in traffic resulting from a development, helping to manage and reduce carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a Travel Plan forms a key stage in the forward planning process. A Travel Plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.8 This Travel Plan focuses on influencing greater use of sustainable transport by residents when travelling to and from the site and will establish and promote the sustainable transport links available. The Travel Plan will also suggest measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that site users travel.

2.0 TRAVEL PLAN BACKGROUND

- 2.1 Travel Plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access.
- 2.2 Travel Plans are designed to be flexible to suit an individual site and the local characteristics. Similarly, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

Travel Plan Benefits

- 2.3 Travel Plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:
- Promote healthy lifestyles and sustainable, vibrant communities;
 - Provide adequately for those with mobility difficulties;
 - Reduce demand for car parking, thereby enabling more efficient land use;
 - Reduce pressure on highway capacity, particularly at peak times;
 - Improve social inclusion;
 - Cut carbon emissions and their contribution to climate change;
 - Reduce road danger and protecting vulnerable road users; and
 - Improve local air quality, while reducing noise pollution.
- 2.4 A Travel Plan should provide benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

Policy Context

National Policy

- 2.5 The **National Planning Policy Framework** (July 2021) (NPPF) is published by the Ministry for Communities and Local Government, along with thematic Planning Practice Guidance (PPG) to set the framework under which local transport, parking and accessibility plans and policies are set. The NPPF was revised in July 2018, with the most recent amendment made in July 2021.
- 2.6 The NPPF states that when promoting developments “it should be ensured that:

- *appropriate opportunities to promote sustainable transport modes are taken up, given the type of development and its location;*
 - *safe and suitable access to the site can be achieved for all users; and*
 - *any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree”.*
- 2.7 It goes on to say that “*Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.*”
- 2.8 With regard to promoting sustainable transport the NPPF states at para 113 that ‘All developments *that will generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a Transport Statement or Transport Assessment so that the likely impacts of the proposal can be assessed.*’
- 2.9 Planning Practice Guidance (PPG) is in place to support the NPPF. The PPG on “**Travel Plans, Transport Assessments and Statements**” was provided in 2014. The PPG provides advice on when these documents are required, and what they should contain.
- 2.10 The document states that Travel Plans should where possible be considered in parallel to development proposals, and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.
- 2.11 The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.
- 2.12 Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements, all of which should be proportionate.
- 2.13 Travel Plans should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should to fit in with wider strategies for transport in the area.
- 2.14 A further key national policy document for Travel Plans was published by the Department for Transport in April 2009 and is entitled “**Good Practice Guidelines: Delivering Travel Plans through the Planning Process**”. This document updates previous guidance following significant

changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.

- 2.15 The guidelines identify that Travel Plans are an important tool for delivering sustainable access as part of a new development and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a Travel Plan, including when a Travel Plan is required and what it should contain, as well as how Travel Plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the Travel Plan.

Regional Policy

- 2.16 The Greater Manchester Transport Strategy (2040) sets out ambitions for a radical new approach to planning Manchester's transport system focused on the long-term needs and aspirations of the county. The overarching vision is for Greater Manchester to have *"world class connections that support long-term sustainable economic growth and access to opportunity for all."*
- 2.17 The development will conform to the vision and goals as set out within the 2040 strategy document by ensuring that the site is accessible by a variety of sustainable transport modes which will be promoted to users of the site through the implementation of this Travel Plan.

Local Policy

- 2.18 In terms of local policy, there are various local strategies and guidance, including the Rochdale Adopted Core Strategy (2016-2028) which aims to improve the accessibility and delivery of sustainable transport and Places for Everyone (2021) which contains public transport proposals in the site's direct vicinity.
- 2.19 The Rochdale Adopted Core Strategy (2016-2028) sets out the long-term strategy for the future development of Rochdale Borough and seeks to address the community's key priorities as set out in the Sustainable Community Strategy.
- 2.20 The Core Strategy seeks to deliver sustainable transport and growth in accordance with the objectives of the NPPF. It also aims to increase investment in the borough and create a more prosperous place by 2028. The strategy has a major role in guiding the regeneration of the borough, building on the investment which has already taken place in some areas and identifying where to focus next.

2.21 The main strategic objectives of the Core Strategy are:

- *“To deliver a more prosperous economy;*
- *To create successful and healthy communities;*
- *To improve design, image and quality of place;*
- *To promote a greener environment; and*
- *To improve accessibility and deliver sustainable transport.”*

2.22 Policy SD1, ‘Delivering sustainable development’ states that *“when considering development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. It will always work pro-actively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area. Planning applications that accord with the policies in this Local Plan will be approved without delay unless material considerations indicate otherwise.”*

2.23 Policy C1, ‘Delivering the right amount of housing in the right places’ states that *“providing the right amount of homes in the right places will widen housing choice, attract and retain residents, create attractive, safe and successful neighbourhoods and support regeneration and increase prosperity.”*

2.24 In particular, this Travel Plan will consider the main strategic objectives of the Core Strategy by promoting a greener environment, through improving accessibility and delivering and encouraging sustainable transport solutions.

2.25 Places for Everyone (2021) is a long-term plan developed for nine Greater Manchester districts (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan) for jobs, new homes, and sustainable growth. The document has been published by the Greater Manchester Combined Authority (GMCA) on behalf of the nine districts.

2.26 The document is a joint development plan across the nine boroughs which will determine the kind of development that will take place, maximising the use of brownfield land and urban spaces, whilst protecting Green Belt land from the risk of unplanned development. The document also aims to ensure that all new developments are sustainably integrated into Greater Manchester’s transport network or supported by new infrastructure.

2.27 The plan was informed by feedback received from residents, businesses, and the development industry and the plan:

- Sets out how the nine boroughs should develop up until 2037;
- Identifies the amount of new development that will come forward across the nine districts, in terms of housing, offices, and industry and warehousing, and the main areas in which this will be focuses;
- Supports the delivery of key infrastructure, such as transport and utilities;
- Protects the important environmental assets across the city region;
- Allocates sites for employment and housing outside of the existing urban area; and
- Defines a new Green Belt boundary for Greater Manchester.

2.28 The proposed development site has been allocated under Policy JP Allocation 2 of the Place for Everyone plan. Policy JP Allocation 2 provides the following set of requirements:

- Deliver around 150,000 sqm of high quality, adaptable, employment space;
- Provide around 1,680 high quality homes;
- Achieve excellent design and sustainability through master planning and the use of design codes;
- Support the delivery of improved public transport to and within the area to promote more sustainable travel and improve linkages to the employment opportunities from surrounding residential areas;
- Contribute to the proposed new railway station at Slattocks which is currently being investigated by TfGM and ensure that the new development is designed in a way to maximise the benefits of the new rail station through the creation of high quality walking and cycling routes;
- Provide good quality walking and cycling routes to connect to new and existing residential areas and local transport hubs in order to encourage sustainable short journeys to work and promote healthier lifestyles;
- Provide appropriate access to electric vehicle charging infrastructure and cycle storage;
- Provide financial contributions to mitigate impacts on the highway network identified through a transport assessment;
- Contribute and make provision for additional primary and secondary school places to serve the development. This will include provision of land and financial contributions

to deliver the expansion of Thornham St John's Primary School located within the allocation;

- Given the scale of the new housing provision it will be necessary for the proposal to deliver social infrastructure to ensure that the needs of new and existing communities are properly met; and
- Incorporate appropriate noise and air quality mitigation taking account of the M62 and A627 (M) motorway corridors.

2.29 This Travel Plan forms part of the overall strategy for the proposed development, aiming to improve the sustainability of the site, ensuring that active travel and public transport is promoted and encouraged to all users. This will be facilitated via a mixture of high quality infrastructure on site and promotion and encouragement.

[Rochdale Rail Corridor Strategy \(2022\)](#)

2.30 Rochdale Borough Council also has a strategy specific to improving the rail corridor. Adopted in 2022, the plan is to *'create new homes in sustainable location with existing amenities, so people are close to transport links and businesses'*.

2.31 Two of the major growth projects relate to the development site and include the enhancement of the existing Castleton Station, located 1.7km north of the site's primary access, and the development of a new railway station at Slattocks, which would be less than 500m southwest from the site.

2.32 Castleton Station will benefit from the *'proposed expansion of the Metrolink line to Heywood and Bury, via an innovative new tram/train system.'* This is where trams use existing rail lines and stops, such as those at Castleton. A new *'£11m cycle corridor scheme'* throughout the station area is also part of the borough's plans which will promote sustainable travel and complement the regeneration of the area. Further improvements include:

- *'Extension of the East Lancashire railway to Castleton;*
- *New station entrance directly fronting onto Manchester Road; and*
- *Longer times and additional services at peak times.'*

2.33 Slattocks has also been identified as a potential area for rail corridor developments. This also falls under the Greater Manchester 2040 Transport Strategy. The new railway station will include

a new employment floor space, parking facilities, and new pedestrian/cycle links to residential areas.

- 2.34 With investment into walking and cycling routes, new public realms and community spaces around all five existing Rochdale rail corridor stations, as well as the proposed Slattocks Station, this strategy will heavily enhance the proposed developments accessibility, and encourage residents to travel via sustainable transport modes.

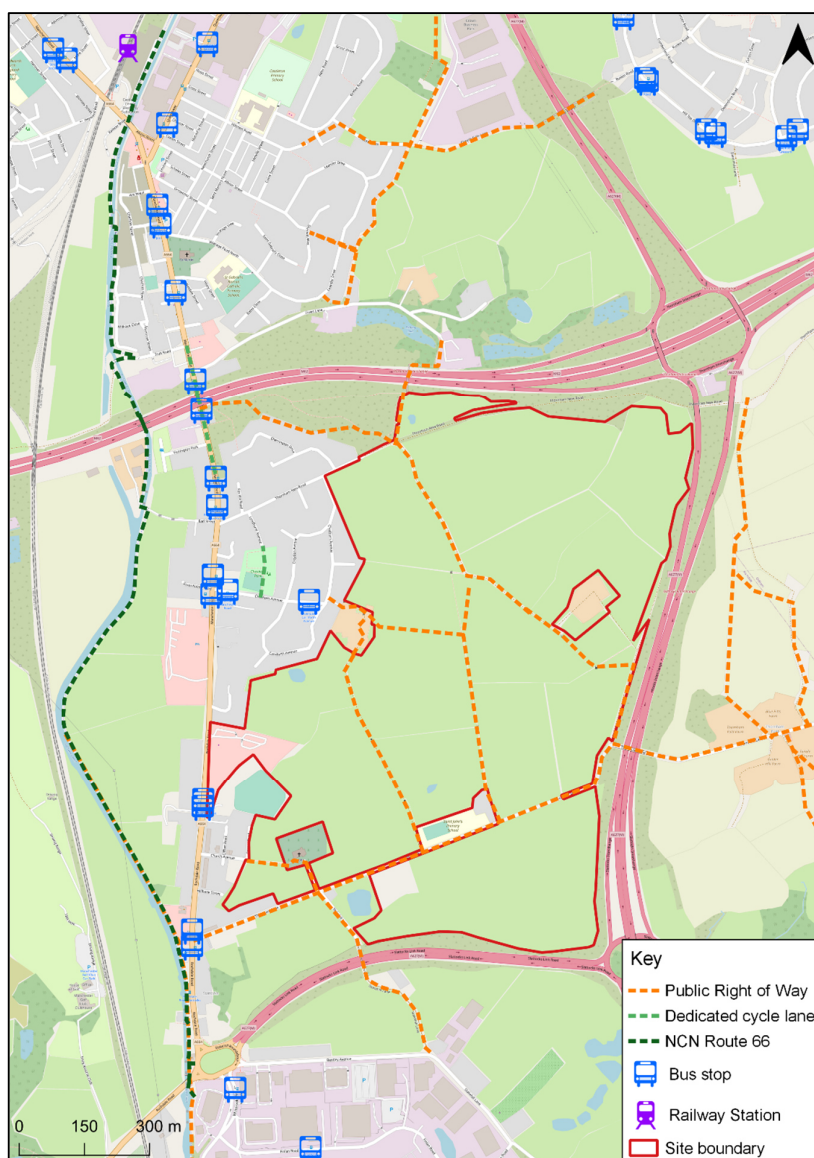
Conclusion

- 2.35 This Travel Plan has been developed in line with local, regional and national transport policy objectives and guidance. This document focuses on reducing the volume of single occupancy car trips whilst encouraging more sustainable alternatives through management, infrastructural and informational active travel and public transport promotional measures.

3.0 ACCESSIBILITY OF THE DEVELOPMENT SITE

- 3.1 The baseline accessibility of the development site for pedestrians, cyclists and via public transport is described in this section. A summary plan of the existing key transportation network is provided in the figure below to highlight the existing facilities for active travel and public transport in the vicinity of the site.

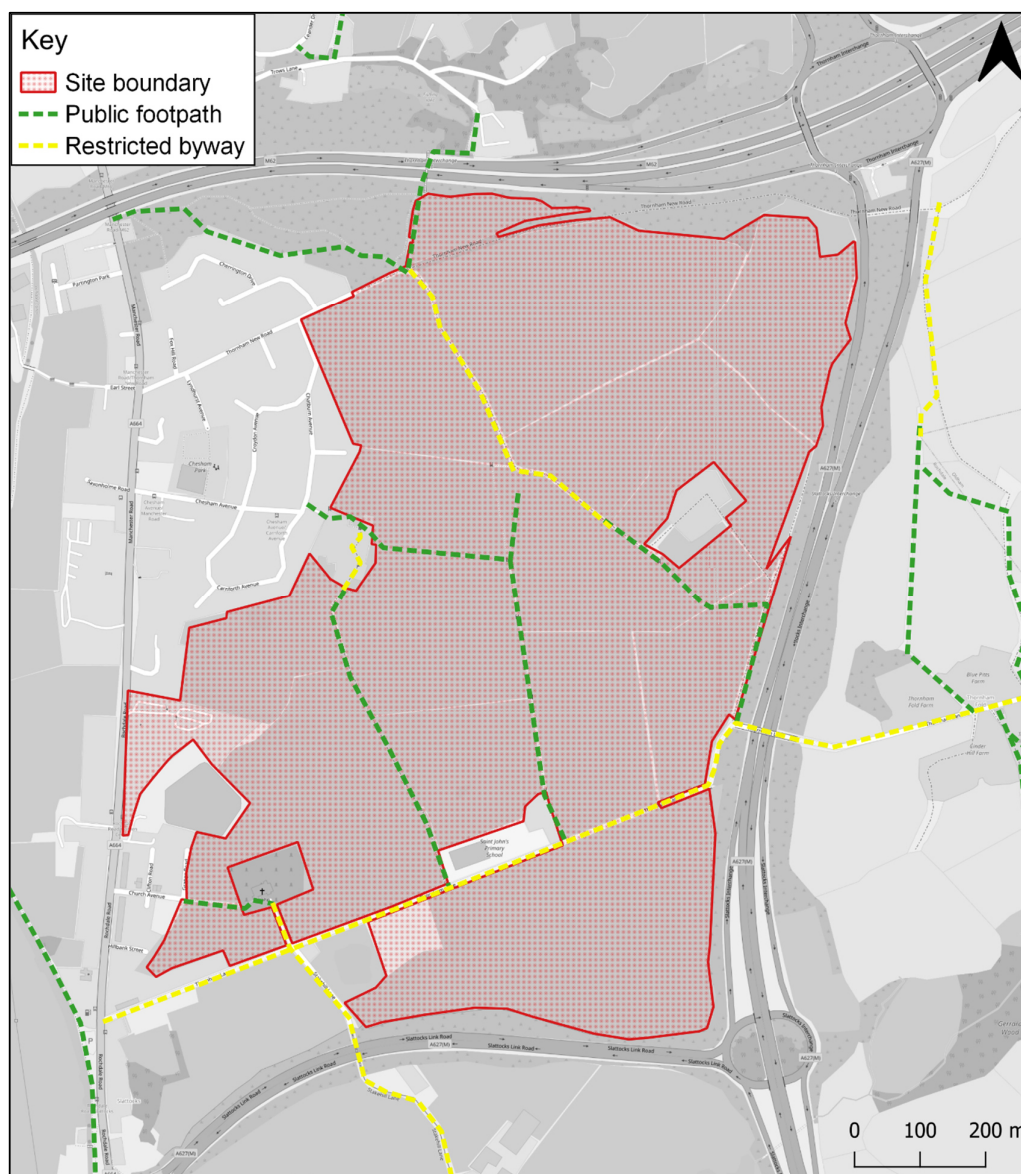
Figure 3.1 Baseline local transportation network summary



Pedestrian Network

- 3.2 As the proposed development site is located on undeveloped land, at present the site is not formally connected to the existing pedestrian network of the surrounding area. Currently, pedestrian provision within the site is restricted to Public Right of Way (PRoW) footpaths and restricted byways. The figure below highlights the existing PRoWs which run through the proposed development site.

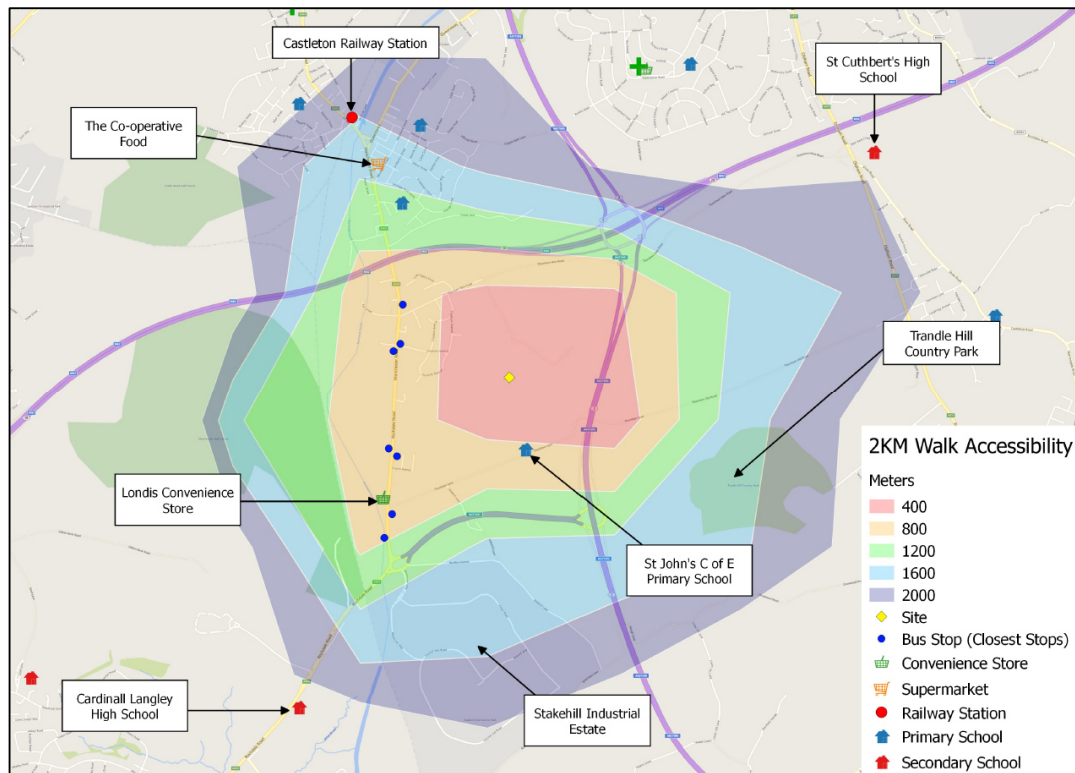
Figure 3.2 Public Right of Way (PRoW) network



3.3

- 3.4 The pedestrian accessibility of the development has been modelled using Geographical Information System (GIS) software to produce isochrones mapping. The purpose of the isochrones is to demonstrate the areas within an acceptable walk distance of the site, as shown on **Figure 3.3**.

Figure 3.3 – 2km Walk Accessibility



NB- It should be noted that the above isochrone has been calculated from the centre of the site.

- 3.5 The plan above demonstrated the majority of Castleton can be reached within a 2km walk distance. **Table 3.1** demonstrates the facilities within this radius,, however the list is not exhaustive but demonstrates the closest key local everyday facilities.

Table 3.1 – Accessibility of Facilities

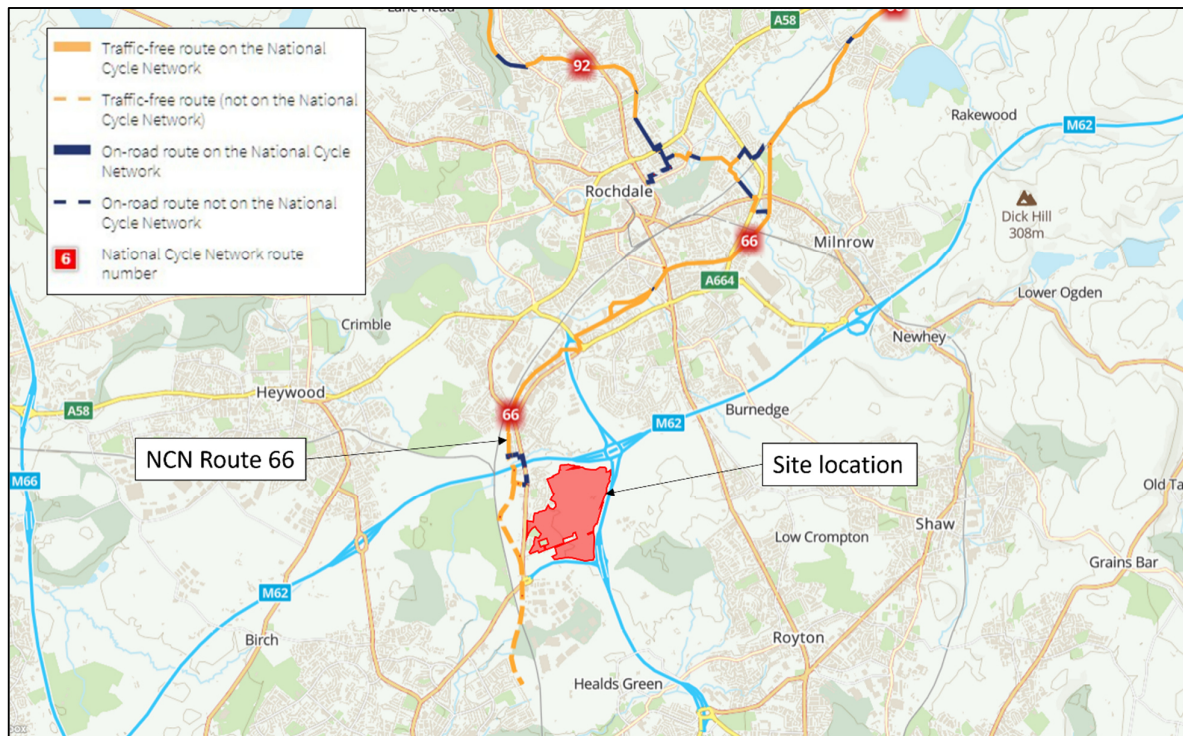
Facility	Detail	Distance from north of site (m)	Distance from south of site (m)
Church	St John Thornham Church	490m	<100m
Primary School	St John's Church of England V A Primary School	490m	0m
Public Open Space	Park on Chesham Avenue	600m	750m
Sporting Facility	Thornham Cricket Club	650m	200m
Primary School	St Gabriel's RC Primary School Castleton	1.4km	1.9km
Employment Area	Stakehill Industrial Estate	1.6km	2km
Country Park	Tandle Hill Country Park	2.1km	1.8km
Secondary School	St Cuthbert's RC High School Rochdale	2.6km	3.2km
Secondary School	Cardinal Langley Roman Catholic High School, Stanycliffe	3km	2.2km
College	Hopwood Hall college Middleton Campus, Middleton	3.3km	2.5km

- 3.6 It should be noted that a local centre with community facilities is proposed within the proposed development.
- 3.7 Beyond the site, surfaced footway provision is provided on both sides of the road on Rochdale Road, from which the primary site access will be taken. Rochdale Road is subject to a 30 mph speed limit and has street lighting from the roundabout located 600m south of the proposed primary access to the settlements of Castleton and Rochdale to the north. There are dropped kerbs where the footways cross access points and there are pedestrian refuge islands approximately every 160 m.
- 3.8 Rochdale Road provides pedestrians with access to the existing local bus stops and is mostly lined with residential properties with occasional commercial uses. There are also a handful of existing services which serve the current residential properties in the area within walking distance, with a cricket club located 100 m south of the proposed primary access, a public house 350 m to the south and a petrol station with a small convenience store 400 m to the south.

Cycle Network

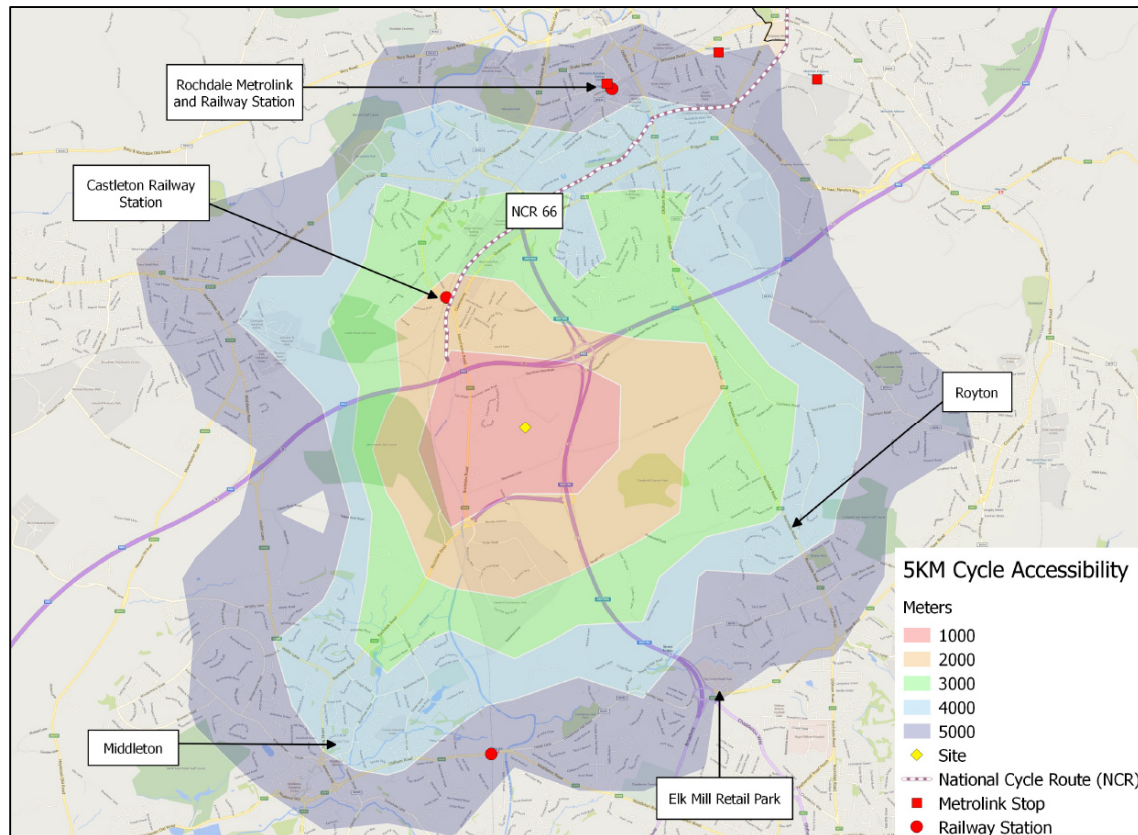
- 3.9 There are currently no dedicated cyclist facilities located within the site boundary. However, there is a restricted byway which can be used by cyclists which runs south-east from Thornham New Road for approximately 475 m through the centre of the site which can be viewed in Figure 4.2 above.
- 3.10 Beyond the site, there are currently no dedicated cycling lanes or facilities on the surrounding highway network in the direct vicinity of the site. However, National Cycle Network (NCN) route 66 runs in a north to south direction following the Rochdale Canal which runs approximately 350 m east of the western site boundary. NCN route 66 can be accessed to the south-west via Rochdale Road approximately 620 metres to the south of the proposed primary site access or to the north-west via Rochdale Road and Earl Street approximately 675 m to the north-west.
- 3.11 NCN route 66 runs in a north to south direction connecting to Rochdale and Littleborough to the north and to Middleton to the south. The route is made up of a mixture of on-road and off-road cycling trails, however, the section between Middleton and Rochdale, which will be most useful to those accessing the route from the site, is almost entirely off-road. The figure below shows NCN route 66 in relation to the development site.

Figure 3.4 National cycle network



3.12 GIS software has been used to model 5km cycle catchment from the site and is shown on **Figure 3.5**

Figure 3.5 – Cycle Accessibility



NB- It should be noted that the above isochrone has been calculated from the centre of the site

- 3.13 The above plan shows that a number of areas can be accessed within a 5km cycle distance of the site including Middleton, Castleton and Rochdale.

Public Transport

Bus services

- 3.14 At present, the closest bus services to the development site operate along Rochdale Road to the west of the site where there are bus stops at regular intervals. The nearest bus stops are the 'Garden Centre' stops, located approximately 115 m south of the proposed primary site access and the 'Chesham Avenue' stops which are 350 m to the north of the proposed primary site access.
- 3.15 The 'Garden Centre' stops are the closest to the proposed primary site access and benefit from bus shelters, seating and timetable information. The northbound 'Garden Centre' bus stop is illustrated in Figure 4.4 below. Meanwhile, the 'Chesham Avenue' stops are located to the north of the site access and also both benefit from bus shelters, seating and timetable information.

- 3.16 Both the 'Garden Centre' and 'Chesham Avenue' bus stops are served by the same bus services, the 17 and the R7, operated by Go North West and Rosso, respectively. More details on the bus services currently from these stops can be found in Table 4.1.

Figure 3.6 Garden Centre bus stops



Table 3.2 Bus services

Service	Operator	Route	First Service	Last Service	Mon to Fri Frequency
17	Go North West	Shudehill – Middleton – Castleton - Rochdale	04:55 05:03	0:15 23:48	Every 10 minutes
R7	Rosso	Rochdale – Kirkholt - Middleton	06:31 05:29	22:44 23:29	Hourly

Rail services

- 3.17 At present, the closest railway station to the site is Castleton Station which is located in Castleton, approximately 1.7 km to the north of the proposed primary site access. From the access point, the station can be accessed via a 21 minute walk, 6 minute cycle, 8 minute bus journey or 4 minute drive.

- 3.18 The station has cycle parking facilities covered by CCTV for up to 10 bicycles and a small station car park for rail users with 22 car parking spaces.
- 3.19 Castleton Station is managed by Northern and lies on the Calder Valley Line which runs between Leeds and Manchester, with an additional line which runs to Blackpool. During Monday through to Saturday daytimes, there is a half-hourly service in each direction from Castleton Station. The table below details some of the key services available from the station.

Table 3.3 Rail services

Destination	Average Weekday Frequency	Approximate Journey Time
Rochdale	30 minutes	3 minutes
Mills Hill	30 minutes	5 minutes
Manchester Victoria	30 minutes	17 minutes
Salford Crescent	30 minutes	25 minutes
Bolton	30 minutes	37 minutes

Tram services

- 3.20 Whilst there are no Metrolink tram stops within Castleton or in the direct vicinity of the site, the closest tram stop is located in Rochdale at the railway station and lies approximately 4.6 km to the north-east of the proposed primary site access.
- 3.21 The Rochdale Railway tram stop lies at the end of the line in zone 4 and offers services from Rochdale to Manchester City Centre and beyond to East Didsbury. From this tram stop there are frequent services between the hours 06:00 AM to 00:00 AM Monday through to Saturday and between 07:00 AM to 00:00 AM on a Sunday. Some of the services and journey times are detailed in the table below.

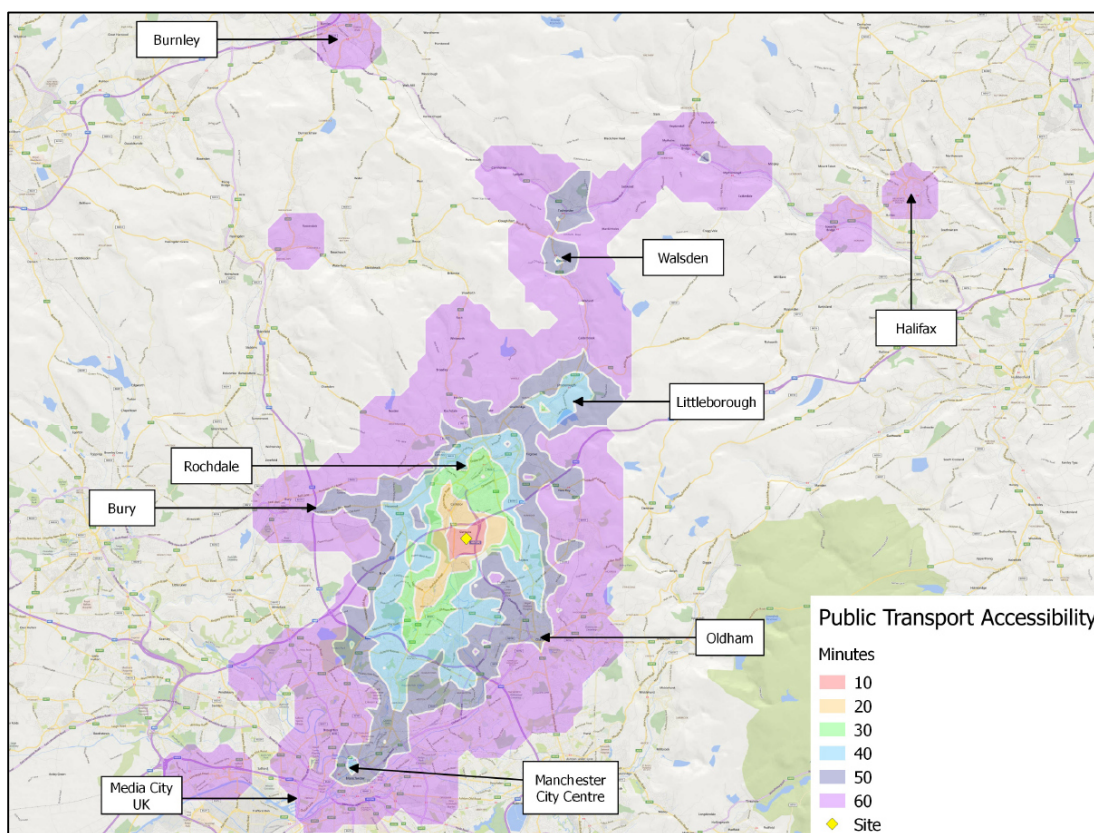
Table 3.4 Tram services

Destination	Approximate Journey Time	Destination	Approximate Journey Time
Rochdale Town Centre	3 minutes	Oldham Central	21 minutes
Kingsway Business Park	5 minutes	Manchester Victoria	45 minutes

Shaw and Crompton	13 minutes	Deansgate	56 minutes
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- 3.1 TRACC software has been used to map a 60-minute journey time using public transport, including the walk to the nearby bus stops, tram and railway stations, and are presented in **Figure 3.6**. The analysis demonstrates that it is possible to reach areas such as Manchester, Oldham, Halifax, Burnley and Media City UK amongst others, within an acceptable 60 minute commute time.

Figure 3.6 – Public Transport Accessibility



- 3.2 Therefore, future residents of the site will have access to bus, tram and train services which provide travel to a range of destinations with a good frequency, making the site accessible without the use of a private car.

4.0 DEVELOPMENT PROPOSALS

Overview

- 4.1 The development proposals comprise up to 1,380 dwellings and an ancillary local centre to serve the new housing. The application will be hybrid with approximately 400 units from the western section of the site in detail and the remainder in outline.

Access Arrangements

- 4.2 The primary site access is proposed to be a signalised junction with Rochdale Road. This is situated on the existing garden centre frontage and would replace the existing access shown in **Figure 4.1** below.

Figure 4.1 Primary vehicular access point on Rochdale Road



Google Maps Data 2023

- 4.3 A secondary access is also proposed via Thornham New Road to the north of the site, serving a limited section of the development expected to comprise approximately 100 units.

Parking

- 4.4 RBC's maximum parking standards for C3 residential use are as follows:-

- Single bedroom houses – 1.25 spaces per dwelling
- 2+ bedroom houses – 2 spaces per dwelling (excluding garages)

4.5 These standards will be applied to the proposed development in the context of the location of the site and development proposals.

Servicing

4.6 The site layout will be designed to accommodate the movements of the Council's refuse vehicle without this being allowed to dominate the layout design.

5.0 TRAVEL PLAN ADMINISTRATION

Travel Plan Co-ordinator

- 5.1 Management of the Travel Plan process will be achieved through the identification of a suitable person or organisation as the Travel Plan Co-ordinator (TPC). The TPC will provide a key role in delivering a successful Travel Plan.
- 5.2 The TPC role will be appointed with the name and contact details provided to the local authority as soon as the post has been filled.
- 5.3 The TPC role will be established prior to the occupation of the site and will act as the fulcrum for the development of the Travel Plan measures and the day-to-day operation of the plan. The TPC will act as the main contact for the Travel Plan and will be responsible for undertaking surveys, implementing measures and monitoring the Travel Plan.
- 5.4 The TPC will exchange contact details with Rochdale Borough Council (RBC) officers. The TPC will be responsible for setting up and launching the Travel Plan. The TPC will get involved in any area-wide travel initiatives, to be advised by RBC.

Funding

- 5.5 Appropriate funding will be allocated by Redrow Homes, as the developer of the site, at the start of the Travel Plan process to cover the costs involved in administering the Travel Plan over an agreed time period.
- 5.6 The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the Travel Plan and annual monitoring. The funding stream will allow the Travel Plan to operate for a minimum of five years.

6.0 TRAVEL SURVEY

- 6.1 Travel surveys are undertaken in order to understand how residents currently travel, how they would like to travel and what would encourage them to make those changes. Repeat surveys are used to monitor ongoing travel patterns over time. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.
- 6.2 The surveys will be produced by the Travel Plan Coordinator (TPC) and disseminated to all residents within three months of the site reaching 100 occupations, to collect the following data:

Residents
Regular destination postcode(s)
Typical travel patterns
Mode of travel to destination(s)
Measures that would encourage use of active travel modes or public transport
Barriers to use of active modes / public transport

- 6.3 The TPC will strive to achieve a minimum 30% return rate for the residents' survey, to ensure the findings are representative of resident travel patterns.
- 6.4 The responses received from the surveys will be entered into a spreadsheet to enable modal shift to be tracked over time, as well as providing information on which measures are most likely to encourage modal shift. The findings will be used to update the Travel Plan and as a basis for confirmation or modification of the identified targets and measures. All data collected from the travel survey will be subject to the provisions of the Data Protection Act, therefore no personal data will be collected, stored or passed on to a third party.

Future Surveys

- 6.5 The TPC will be responsible for the surveys and will undertake a residents' survey every two years (at the same time of year) until the site has reached full occupation.

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- 6.6 A bi-annual review will be undertaken following each survey, to identify progress towards delivery of measures and achievement of targets. The review will summarise the data collected and propose revised initiatives and measures where targets have not been met, including a revised action plan.
- 6.7 The TPC will submit the results of the annual review along with the survey data to RBC for their review and discussion.

7.0 TRAVEL PLAN TARGETS

Objectives

- 7.1 Objectives are required to give a Travel Plan direction and focus. Targets are measurable and help to indicate whether the high-level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the Travel Plan.
- 7.2 The Travel Plan recognises that there is not one specific mode of transport suitable for all residents and that there need to be a number of alternatives in place. The Travel Plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.
- 7.3 This Travel Plan has been prepared to achieve the following objectives:
- Achieve the minimum number of single occupancy car movements to and from the development;
 - Reduce reliance upon the car and improving awareness and usage of alternative modes;
 - Promote walking, cycling, public transport and car sharing;
 - Minimise the total travel distance of residents;
 - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.

Modal Share Targets

- 7.4 Baseline travel surveys will be carried out and analysed by the Travel Plan Coordinator which will establish the existing travel patterns of residents at the site. As this data is not currently available, initial targets have been drafted with reference to the existing modal split for people travelling to work within the Rochdale 017C (E01005478) and Rochdale 017D (E01005479) middle super output areas (MSOA), as noted in the 2011 Census (both areas have been reviewed as the site is situated within both areas). This can be seen in

7.5 **Table 7.1: Mode Share for Residents of Rochdale 017C and Rochdale 017D MSOAs**

Mode	Rochdale 017C MSOA	Rochdale 017D MSOA
Single Occupancy Car	65.6%	64.0%
Car Share	8.7%	8.9%
Public Transport	11.7%	11.7%
Walk / Cycle	8.4%	8.4%
Motorcycle	1.3%	1.3%
Work from Home	3.1%	3.6%
Other	2.3%	2.0%

*Modal split equates to 99% / 101% due to rounding
Source: ONS (2011 data)*

7.6 The existing residents within the Rochdale 017C and 017D MSOA areas are in a similar location to the proposed site; therefore, the modal split can be considered representative for residents of the proposed site. The Rochdale 017D MSOA data has been used as the baseline for the purpose of target setting as this is marginally more sustainable in terms of travel patterns.

7.7 Modal split targets for residents have been identified and are shown in **Table 7.2** below. The targets will be updated following the travel survey analysis to ensure that they are representative of SMART targets based on the actual population.

7.8 below:

Table 7.1: Mode Share for Residents of Rochdale 017C and Rochdale 017D MSOAs

Mode	Rochdale 017C MSOA	Rochdale 017D MSOA
Single Occupancy Car	65.6%	64.0%
Car Share	8.7%	8.9%
Public Transport	11.7%	11.7%
Walk / Cycle	8.4%	8.4%
Motorcycle	1.3%	1.3%
Work from Home	3.1%	3.6%
Other	2.3%	2.0%

*Modal split equates to 99% / 101% due to rounding
Source: ONS (2011 data)*

- 7.9 The existing residents within the Rochdale 017C and 017D MSOA areas are in a similar location to the proposed site; therefore, the modal split can be considered representative for residents of the proposed site. The Rochdale 017D MSOA data has been used as the baseline for the purpose of target setting as this is marginally more sustainable in terms of travel patterns.
- 7.10 Modal split targets for residents have been identified and are shown in **Table 7.2** below. The targets will be updated following the travel survey analysis to ensure that they are representative of SMART targets based on the actual population.

Table 7.2 - Resident Targets

Mode	Rochdale 017D MSOA	% Change	5 Year Target
Single Occupancy Car	64.0%	- 10.0%	57.6%
Car Share	8.9%	+ 10.0%	9.8%
Public Transport	11.7%	+ 25.0%	14.7%
Walk / Cycle	8.4%	+ 10.0%	9.2%
Motorcycle	1.3%	0.0%	1.3%
Work from Home	3.6%	+ 50.0%	5.5%
Other	2.0%	0.0%	2.0%

- 7.11 The measures outlined in this Travel Plan alongside the planned public transport infrastructure improvements and active travel routes planned as part of the development should reduce the proportion of journeys made by car in place of public transport and active travel trips. Additionally, the standard and design of the residential properties will enable residents to work from home through the provision of high-speed internet connections.
- 7.12 Following the distribution and completion of the baseline travel surveys, the above targets will be adjusted to ensure that they remain SMART.

Indicators

- 7.13 The TPC will be responsible for implementing measures at the site, which are set out in an action plan later in this report. The measures will be reviewed annually following monitoring, to identify whether the programmed measures are the most appropriate, and if not, what replacement measures need to be identified. Any new measures will be set out in a revised action plan, alongside timescales for implementation.
- 7.14 Milestones to assess progress against the Travel Plan objectives and targets include:
- Issue of a Travel Plan information pack to all residents within one week of site occupation;
 - Negotiations with local public transport operators to identify any potential for provision of discounted travel for residents within 6 months of occupation; and
 - Uptake of the various measures.
- 7.15 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

8.0 TRAVEL PLAN MEASURES

8.1 A Travel Plan is the management tool for implementing measures that promote sustainable transport. A successful and cost-effective Travel Plan is one that implements measures that are relevant and realistic to the development. Consultation with residents, for example, through travel surveys, is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular.

8.2 The below measures have been agreed to be useful at this time; changes may be made over the course of the Travel Plan in conjunction with the local authority, to ensure that appropriate measures are in place.

Travel Awareness

8.3 Good accurate information on the range of services and travel options available at the site will be a critical element of a successful Travel Plan.

8.4 The TPC will issue a welcome pack to all residents when they move to the site, or prior to occupation, where possible.

8.5 The welcome pack will include, though not exclusively, the following:

- An introduction to the Travel Plan, listing any key measures along with the contact details of the TPC;
- A map showing the location of the development in relation to the local area, highlighting the nearby bus stops, rail stations and key local facilities within easy walking distance of the site;
- Public transport information, including:
 - A map showing the location of the site in relation to the local area, highlighting nearby bus stops and rail stations;
 - Bus frequencies and destinations, pertaining to existing local services from nearby bus stops;
- Active travel information, including:
 - A map showing local cycle and walking routes;
 - Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
 - Health information;
- Information about car sharing;

- Information about journey planning support; and
- Details of local taxi firms.

8.6 The residents' travel information pack is included in **Appendix A**.

Walking

8.7 The TPC will encourage walking as a mode of travel to and from the site by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material in the welcome pack;
- Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site in the welcome pack;
- Promote existing walking routes and information to residents on the Visit Rochdale website (<https://www.visitrochdale.com/things-to-do/walking-and-cycling>);
- Promote walking to work, for example, using national events such as Walk to Work Week and Clean Air Day. Further information can be found at: <https://www.livingstreets.org.uk/> and (<https://www.cleanairday.org.uk/>).

Cycling

8.8 The TPC will encourage cycling as a mode of travel to and from the site by implementing the following initiatives:

- Promote the provided cycle parking to residents;
- Provide a cycling map showing local routes, along with local bike shops, and highlight any which offer discounts to residents within the welcome pack;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website (www.sustrans.org.uk/) as well as on Visit Rochdale website (<https://www.visitrochdale.com/things-to-do/walking-and-cycling>);
- Provide information to residents on any local cycle proficiency courses for children at schools, (<https://www.bikeright.co.uk/sponsors/rochdale/>), as well as courses available for adults (<https://www.yourtrustrochdale.co.uk/community/adult-cycling-training/>); and
- Promote Bike to Work Week in June (bikeweek.org.uk/)

Public Transport Information

- 8.9 The TPC will encourage use of public transport by implementing the following initiatives:
- Provide up-to-date public transport information including frequencies within welcome packs;
 - Provide public transport information within welcome packs;
 - Provide details of any discounts that can be secured for residents;
 - Promote the Traveline journey planner (<https://www.traveline.info/>) to residents; and
 - Provide details of local taxi companies.

Personalised Journey Planners

- 8.10 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes.
- 8.11 Residents will be signposted to local journey planning websites such as the one available on the Traveline website (<https://www.traveline.info/>).
- 8.12 The personalised journey plans could include:
- Maps showing the location of bus stops to use at either end of the journey along with the accompanying walk and public transport route to their destination;
 - Details of how and where to buy tickets, including the current cost for travel; and
 - Timetable information for public transport services used on their journey.

Car Sharing Scheme

- 8.13 The TPC will promote car sharing to residents using any locally or nationally available schemes within three months of occupation of the site. Information about schemes such as the national Liftshare database (<https://liftshare.com/uk>) will be placed in the welcome pack.

Marketing Summary

- 8.14 The TPC will be responsible for providing residents with an overview of the Travel Plan in order to promote a range of modes of transport and increase awareness of the alternative modes. The following marketing tasks will be undertaken as part of the Travel Plan implementation:
- Development of a travel welcome pack for residents, providing a summary of the contents and key measures for implementation;

- Welcome packs will be distributed to all residents upon occupation (or before occupation, where possible);
- The TPC will ensure the promotion and participation in national and local events that encourage further use of sustainable modes of transport; and,
- Updated information will be communicated to residents on a regular basis, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.

9.0 MONITORING AND REVIEW

- 9.1 To establish the success of the Travel Plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the Travel Plan, assess the effectiveness of the measures and provide the opportunity for review of targets.

Monitoring

- 9.2 Monitoring of the plan is important for the following reasons:
- It demonstrates to the local authority the effectiveness of measures implemented and the progress being made towards Travel Plan objectives;
 - It justifies the commitment of the TPC(s) and of other resources; and
 - It helps to identify any deficiencies within the Travel Plan, including any measures that are not effective.
- 9.3 The TPC will monitor travel patterns associated with the site on a regular basis over a five-year period, with baseline surveys commencing within 3 months of the site reaching 100 occupancies.
- 9.4 Following the baseline period, surveys will take place on an annual basis until the construction of the site has been completed in its entirety, with surveys undertaken at the same time of year upon each anniversary.
- 9.5 The TPC(s) will agree the monitoring programme with the local authority to ensure that the monitoring procedures are appropriate.

Reviewing

- 9.6 The TPC will undertake an annual review of the Travel Plan annually following monitoring. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
 - Comments received from residents.
- 9.7 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, in agreement with the local authority, in order to maintain a realistic Travel Plan goal.

- 9.8 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to RBC for their review following each monitoring period.

10.0 ACTION PLAN

10.1 The measures and initiatives summarised earlier will be implemented in order to target specific objectives of the Travel Plan within particular timescales. These have been included with the action plan, as set out below.

Action	Target Date	Responsibility	Budget Indication
Initial Setup – Prior to Occupation			
Provide all highway and transport measures as agreed with RBC	As per planning agreements with RBC	Redrow Homes / RBC	Redrow Homes
Appointment of TPC	At least 1 month prior to occupation	Redrow Homes	Salary
Exchange contact details with relevant officers	At least 1 month prior to occupation	TPC	Staff time
Procure and produce information to populate welcome packs	2 weeks prior to occupation	TPC	Staff time + materials
Prepare baseline travel surveys and agree with RBC	2 weeks prior to occupation	TPC / RBC	Staff time + printing
Upon Occupation			
Issue travel welcome packs to residents	Upon occupation	TPC	Staff time + printing
Set up Travel Plan working files	1 month prior to occupation	TPC	Staff time
Set up residents' database	As units occupied	TPC	Staff time
Within 3 Months of 100 Units Being Occupied			
Issue travel surveys when the site reaches 50% occupancy	Within 3 months of 50% occupancy	TPC	Staff time
Collect Travel Plan surveys	Within 3 weeks of issue	TPC	Staff time
Review Travel Plan objectives and set mode share targets on the basis of survey data	Within 2 months of receipt of survey returns	TPC	Staff time
Produce full Travel Plan document and submit to local authority	Within 3 months of receipt of responses	TPC	Staff time
Liaise with RBC to agree final travel strategy, objectives and targets	Within 3 months of receipt of responses	TPC / RBC	Staff time

Within 3 Months of Occupation			
Negotiate discounts and deals with local cycle shops, public transport operators etc.	Within 3 months of occupation	TPC	Staff time
Promote any local area cycle training and maintenance courses	Within 3 months of occupation	TPC	Staff time
Promote local car share schemes	Within 3 months of occupation	TPC	Staff time
Set up Bicycle User Group (BUG) if demand is present	Within 3 months of occupation	TPC	Staff time
Provide personalised journey information to residents	Within 3 months of occupation	TPC	Staff time
Ongoing Tasks			
Update residents with any service changes with regard to local transport on six-monthly basis	6 monthly	TPC	Staff time
Promote national events e.g. Bike to Work Week, Walk to Work etc.	Annual promotion of various events	TPC	Staff time
Annual Monitoring / Review			
Conduct repeat travel survey one year after the baseline survey, annually for 5 years	For five years after baseline surveys	TPC	Staff time + printing
Analyse responses, produce progress report and submit to RBC	Within 3 months of receipt of responses	TPC	Staff time
Continue regular monitoring as set out and agreed with RBC	As agreed with RBC	TPC	Staff time

11.0 SUMMARY

- 11.1 This Travel Plan reviews the transport facilities at the proposed residential development and identifies a range of measures for implementation by the Travel Plan Coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 11.2 Through the delivery of the measures discussed within this Travel Plan, the objectives identified will be fulfilled. These include:
- Achieve the minimum number of single occupancy car movements to and from the development;
 - Reduce reliance upon the car and improving awareness and usage of alternative modes;
 - Promote walking, cycling, public transport and car sharing;
 - Minimise the total travel distance of residents;
 - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 11.3 This document therefore ensures that sustainable access to the proposed development is facilitated.