



Transportation Planning : Infrastructure Design

Travel Plan

**Proposed Residential Development
Oakenrod, Rochdale**

Hallmark Developments (NW) Ltd

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1.0 INTRODUCTION

General

- 1.1 SCP have been commissioned by Hallmark Developments (NW) Ltd to provide transport planning advice in support of a proposed residential development, comprising 52 private houses, at Oakenrod, Rochdale
- 1.2 This report sets out Hallmark Developments (NW) Ltd commitment to reducing the number of vehicular trips generated by the development and identifies the key principles which will be developed further as part of the full, occupied travel plan.

Travel Plan Approach

- 1.3 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.
- 1.4 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.
- 1.5 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 POLICY CONTEXT

- 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 individual sites and their individual local characteristics. As such, 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 all users, with a variety of mobility needs;
 - 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 provides 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.
- 2.5 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.

Policy Context

National Planning Policy Framework (NPPF)

- 2.6 NPPF is published by the Ministry for Communities and Local Government to set the framework under which local transport, parking and accessibility plans and policies are set. The NPPF has been revised most recently in July 2021.
- 2.7 At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development which for decision-taking means:

- “approving development proposals that accord with an up-to-date development plan without delay; or
- where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.”

2.8 In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
- b) safe and suitable access to the site can be achieved for all users; and
- c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code 46; and
- d) 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.

2.9 Importantly, NPPF states 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’.

‘Within this context, applications for development should:

- a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

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.

Local Policy – Greater Manchester Transport Strategy 2040

2.10 In February 2017, Transport for Greater Manchester (TfGM) published the Greater Manchester Transport Strategy 2040 which sets out the vision for Greater Manchester and provides a plan to “establish a fully integrated, high capacity transport system across Greater Manchester”.

2.11 The Transport Strategy has identified the following key challenges to help protect the environment:

- “Increasing the use of sustainable transport to reduce the negative impacts of car use. Many people do not currently see sustainable modes as realistic alternatives and we must continue to work hard to improve the quality of our walking, cycling and public transport networks and to provide people with the facilities and training to make them natural, easy choices. The design of new development needs to make it easier for people to use sustainable modes.
- Reducing transport emissions is a particular challenge, given that economic and population growth will increase the demand for travel, hence more radical measures will be needed to enable Greater Manchester to meet challenging standards and targets, in terms of air quality and in response to the challenge of climate change.
- Making the best use of existing infrastructure will help to reduce environmental impacts. Locating new development where there is good access to public transport and services will reduce car travel and therefore emissions. Road and rail networks must also be used as efficiently as possible and be well maintained.

2.12 As such, “TfGM will continue to work with planning authorities and developers to better integrate transport and new development in accordance with the principles of:

- Reducing the need to travel by car, and the distance travelled;
- Maximising accessibility by sustainable modes;
- Making the best use of existing infrastructure, particularly through increasing the density of development close to public transport nodes;
- Maximising opportunities to provide additional public transport; and,
- Designing to encourage active travel.”

Local Policy – Places for Everyone

2.13 The PfE is a joint plan for Greater Manchester and was first drafted in October 2016. The publication version was published in August 2021.

2.14 Chapter 11 of the PfE provides the proposed allocations within Greater Manchester and includes the proposed development site under Policy JP - Allocation 25, Trows Farm, Castleton

Local Policy – Rochdale Adopted Core Strategy

2.15 The Rochdale Adopted Core Strategy was adopted in October 2016 and sets out the long-term spatial strategy for future development of Rochdale Borough until 2028.

2.16 In terms of accessibility, the main challenges are highlighted as follow:

- “Ensuring transport improvements are co-ordinated with, and support, future development;
- Solving congestion at peak times across the borough;
- Improving transport links to the city centre for employment and leisure;
- Improving accessibility to jobs in the borough and elsewhere in Greater Manchester; and,
- Improving public transport and other forms sustainable transport to improve air quality along the M62 and A58 road corridors and to reduce emissions.”

2.17 Chapter 11 of the Core Strategy states that “to improve accessibility and enhance sustainable travel, our policies seek to:

- deliver transport improvements at a strategic, borough-wide and local level to support development proposals;
- ensure that development is in the most appropriate and accessible locations;
- minimise trips, especially single occupancy car journeys, and trip length;
- promote wider travel choice and increase trips made by sustainable forms of travel, including public transport, cycling and walking;
- support measures that enhance safety and access for people with impaired mobility, protect traffic-sensitive town centres and residential communities; and,
- reduce emissions from traffic (particularly NOx gases, PM10 particulates and CO2 levels) contributing to Greater Manchester Local Transport Plan (GMLTP) and national targets by encouraging more sustainable travel choices and forms of travel, more active and healthier travel behaviour and take advantage of technological innovations.”

2.18 As a result, Policy T2 advocates that “[RBC] will improve accessibility by locating development where good access to public transport is available or can be provided, backed by measures to reduce the need for travel and effective provision for cyclists, pedestrians and people with impaired mobility. Development will be appropriately located to minimise the need to travel by car and the number and length of car trips made to access local amenities.”

2.19 The push for sustainable transport is backed by other policies within the Core Strategy, such as G1 and P3.

2.20 Finally, Policy C2 also states that RBC will encourage the delivery of new housing at the Castleton corridor / Crown Business Park (Policy E3/2).

Summary

2.21 In general, the national and local transport policies set out above follow similar themes and promote common aims. These are to provide sustainable development with good access to jobs and facilities, to encourage non-car modes of transport, to ensure that the highways impact of new developments is acceptable or mitigated against and to promote good site design with appropriate parking levels.

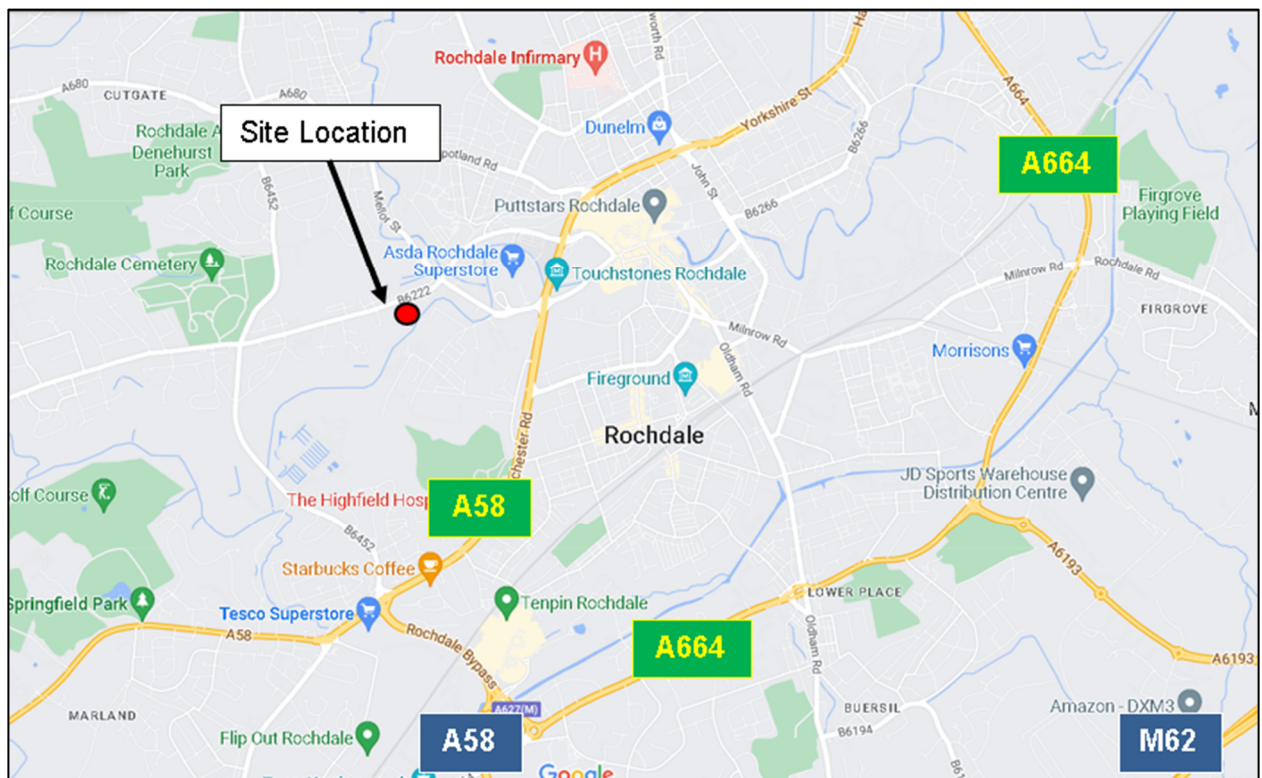
2.22 This travel plan has been developed in line with local and national transport policy and guidance.

3.0 SITE AUDIT

Existing Site

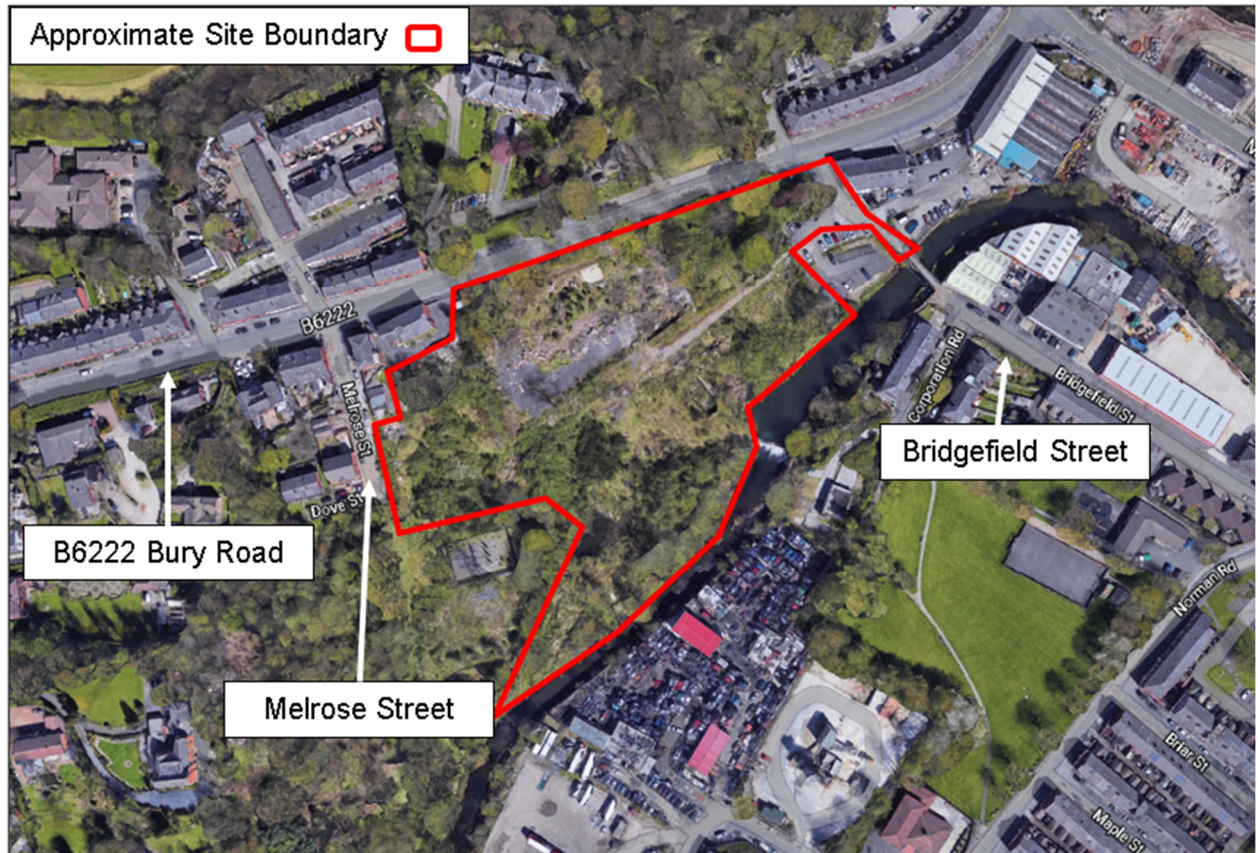
- 3.1 The application site is located to the south of the B6222 Bury Road in a predominantly residential area approximately 1.6m north of Rochdale town centre. The location of the site in relation to the wider highway network is shown on **Figure 2.1** below.

Figure 3.1 – Site in relation to the Wider Highway Network



The site in relation to the local highway network is located in **Figure 3.2**.

Figure 3.2 – Local Highway Network



Local Highway Network

B6222 Bury Road

- 3.2 As detailed earlier, the B6222 Bury Road fronts the northern site boundary. In the vicinity of the site, the B6222 Bury Road is subject to a 30mph speed limit and has a carriageway width of approximately 8m which benefits from regularly spaced street lighting columns and footways on both sides of the road. In addition, Traffic Regulation Orders (TROs) in the form of double yellow line restrictions are present on both sides of the B6222 Bury Road in the vicinity of the site, which prevents on-street parking from taking place.
- 3.3 There is a bus stop located on both sides of the B6222 Bury Road, fronting the northern site boundary. Further details on the bus services which use these stops are provided in Chapter 4.

Development Proposals

- 3.4 The development proposals consist of the construction a residential development, comprising 52 dwellings, on land to the south of the B6222 Bury Road, Rochdale. The proposed dwelling mix is presented in **Appendix A** and summarised below:

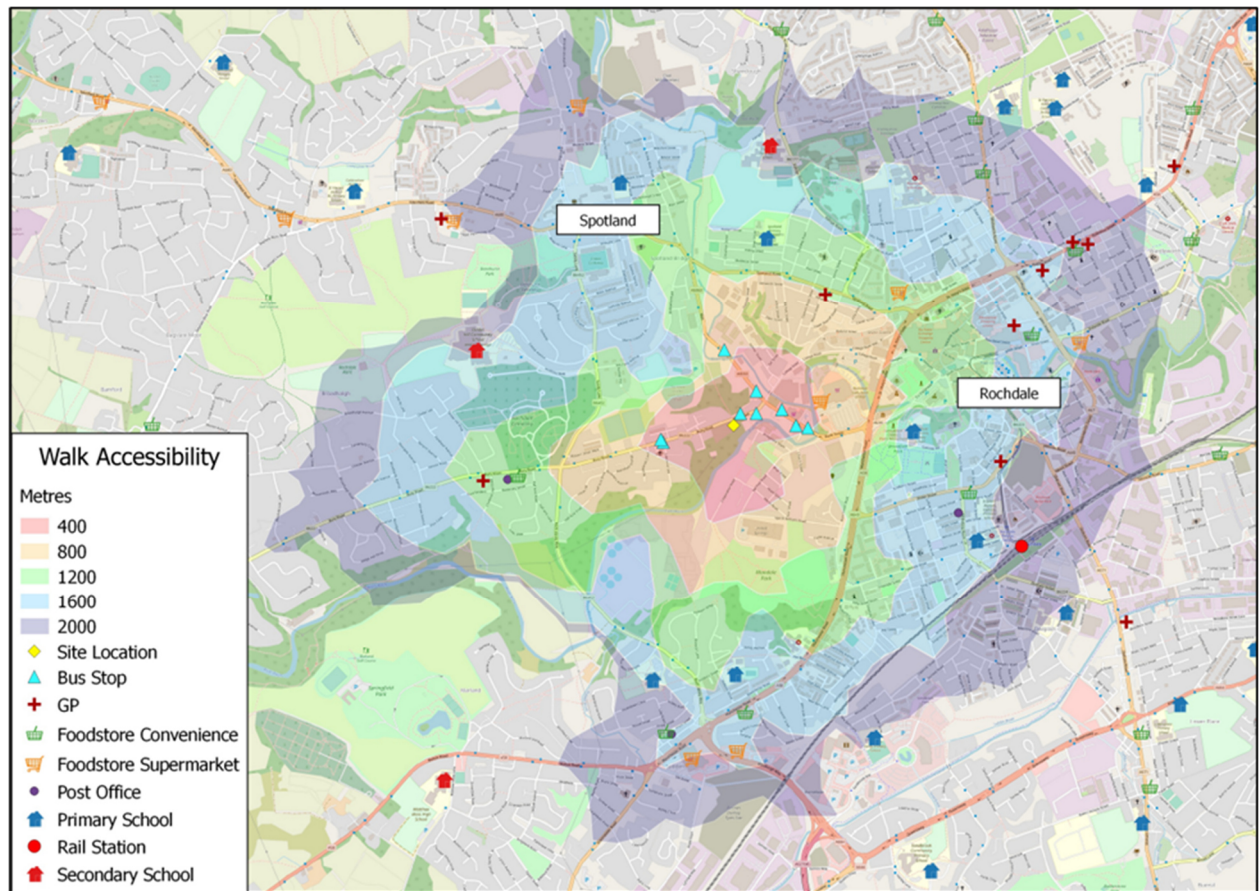
- 1 Bed dwelling: 4no.
- 2 Bed dwelling: 12no.
- 3 Bed dwelling: 28no.
- 4 Bed dwelling: 8no.

- 3.5 Vehicular access will be taken from the existing access B6222 Bury Road. The access provides an 8m wide carriageway width and benefits from 2m wide footways on the western side of the road as well as appropriate radii to allow two cars to access / egress the site simultaneously.
- 3.6 Pedestrian / cycle access to the site will be provided from the same location as the vehicular access, which connects to the existing pedestrian infrastructure on the B6222 Bury Road.
- 3.7 RBC's parking standards are set out in Appendix 5 of their Adopted Core Strategy document which sets out a requirement for 2 car parking spaces per dwelling with 2 or more bedrooms in this location. As shown on the site layout plan, there are approximately 2 spaces per dwelling is provided across the site and therefore, the overall level of parking to be provided is in line with RBC's parking standards.

[Accessibility by Non-Car Modes: Walking](#)

- 3.8 Walking is the most important mode of travel at local level and offers the greatest potential to replace short car trips, particularly those under 2km.
- 3.9 The area surrounding the site benefits from a good level of pedestrian provision with wide footways and street lighting on both sides of the B6222 Bury Road and on route into Rochdale Town centre. There is an uncontrolled crossing and pedestrian refuge island located in the vicinity of the site to aid pedestrians crossing the B6222 Bury Road and improve pedestrian safety.
- 3.10 Pedestrian and cycle access will be provided at the same location as the vehicular access on the B6222 Bury Road.
- 3.11 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 3.4** overleaf.

Figure 3.4 – 2km Walk Accessibility



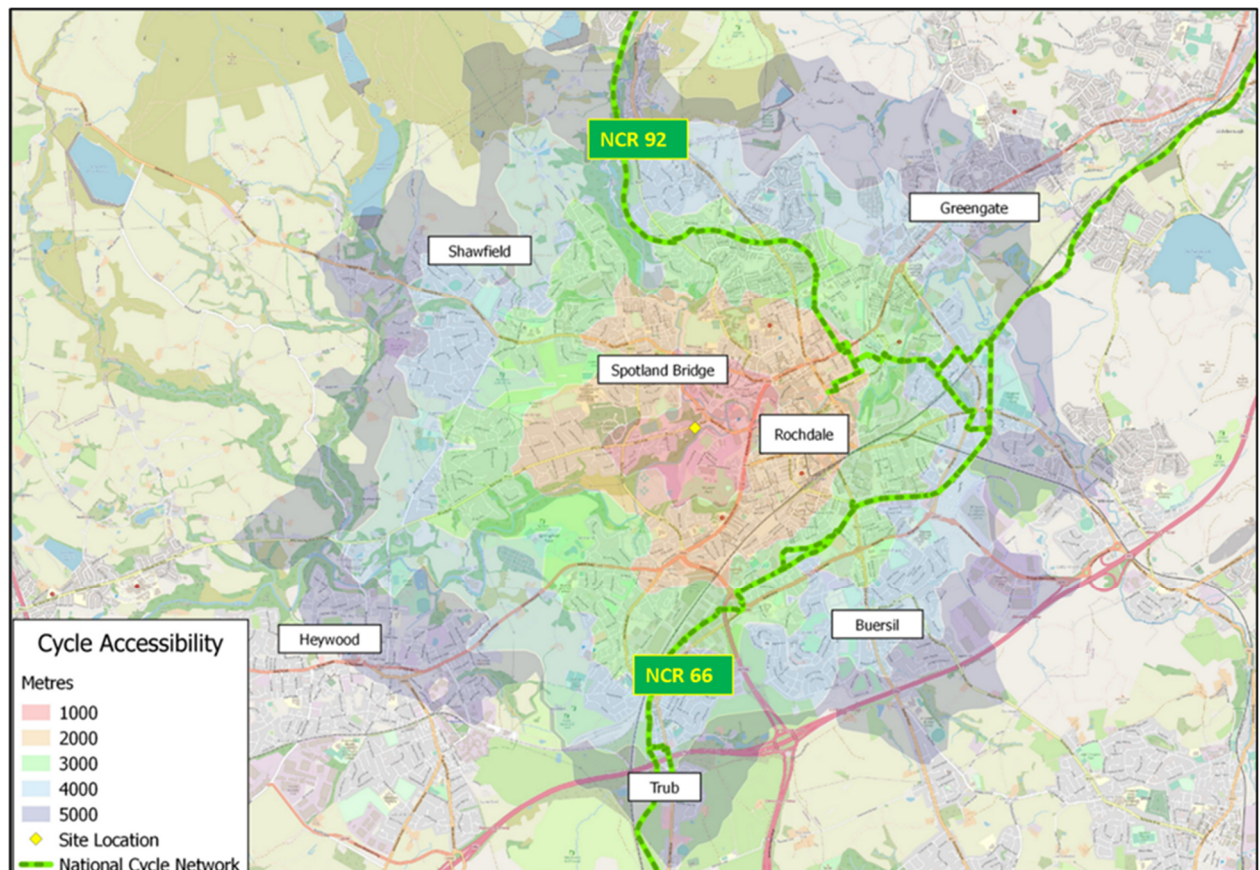
- 3.12 The site is within acceptable walking distance of Rochdale town centre and the vast array of amenities the town of Rochdale has on offer. The site is also within an acceptable walking distance of numerous transport facilities. The nearest bus stops are located on both sides of the B6222 Bury Road, located long the sites northern boundary. In addition, Rochdale Railway Station can be accessed in under a 22-minute walk time (or <1.6km walk distance).
- 3.13 Overall, the site benefits from high levels of accessibility by foot, with Rochdale Town centre only a short walk from the site, providing opportunities for linked shopping, leisure and recreation trips as well as transport connections.

Accessibility by Non-Car Modes: Cycling

- 3.14 Cycling is an inexpensive, efficient, and healthy way to travel. Cycling also provides a predictable arrival time which is often quicker than driving or using public transport and is subject to fewer traffic and congestion delays.

- 3.15 Transport Policy identifies that cycling represents a realistic and healthy alternative to the use of the private car for making journeys up to 5km as a whole journey or as part of a longer journey by public transport.
- 3.16 GIS software has been used to model 5km cycle catchment from the site and is shown on **Figure 3.5**.

Figure 3.5 – 5km Cycle Catchment



- 3.17 The plan demonstrates that Rochdale Town centre, Trub, Heywood, Greengate and Spotland Bridge, amongst others, are located within the 5km catchment area from the development site. Furthermore, **Figure 4.2** demonstrates the sites close proximity to several national cycle routes (NCR). NCR 92 is located to the north-east of the site and provides a connection between Shawforth in the north with NCR 66 to the south. NCR 68 provides a connection between NCR 66 to the east and Middleton to the south.
- 3.18 As the application site is within an acceptable cycle distance of a range of areas and associated facilities, cycling is considered to be a viable alternative to private car use for prospective residents of the site.

Public Transport

- 3.19 The development is well placed to encourage travel by bus. Guidance published by the CIHT 'Planning for Public Transport in Developments' (1999), recommends that *"Bus stops are located to minimise passengers' walking distance to their final destination. The maximum walking distance to a bus stop should not exceed 400m and preferably be no more than 300m."*
- 3.20 As stated earlier, the nearest bus stops are located on both sides of the B6222 Bury Road, located long the sites northern boundary.
- 3.21 **Table 3.2** outlines the bus services in the vicinity of the site.

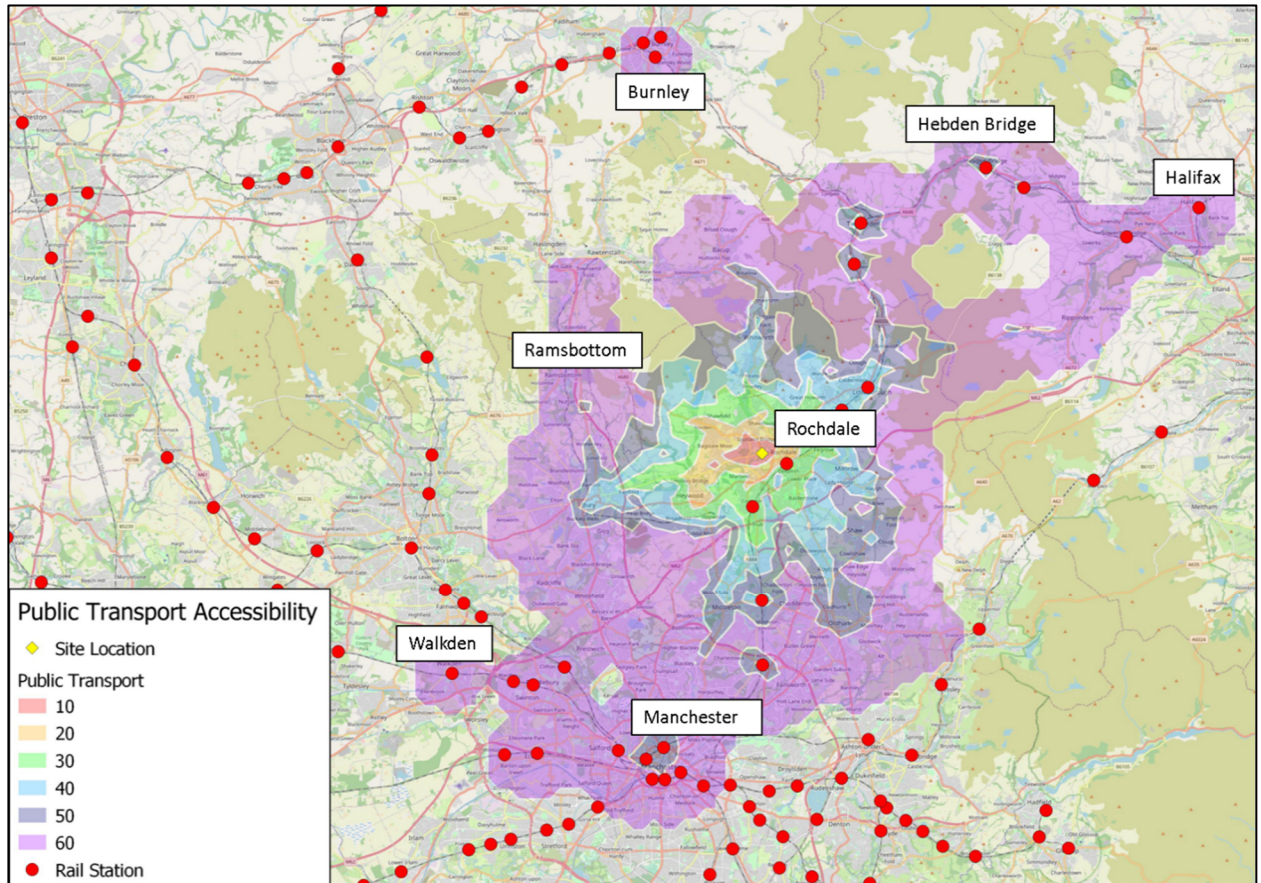
Table 3.2 – Bus Service Summary

Bus Service	Route	Frequency		
		Mon-Fri	Sat	Sun
468	Bury - Rochdale via Cutgate	Approx. every 20 mins	Approx. every 30 mins	Approx. every 60 mins
805	Norden - Blue Coat School via Rochdale	<i>Sch Bus</i>	-	-
880	St Cuthbert's School - Norden via Castleton, Sudden	<i>Sch Bus</i>	-	-
967	Bury Church School - Rochdale via Bamford, Daniel Fold	<i>Sch Bus</i>	-	-
968	Fieldhouse - Bacup Grammar School	<i>Sch Bus</i>	-	-
999	Fieldhouse - Bacup Grammar School	<i>Sch Bus</i>		
R8	Norden - Rochdale via Bamford	Approx. every 60 mins	Approx. every 60 mins	Approx. every 60 mins

- 3.22 Approximately 1.6km east of the site is Rochdale Interchange, which provides further services. This bus station services the 6,17,409,464,458,467,471,587,590,805,862, 881 and Rochdale Runners buses which provide regular services, seven days a week, to numerous locations including Bolton, Ashton-under-Lyne, Shudehill, Bury, Kirkholt, Halifax Town Centre and Middleton, amongst others.
- 3.23 Rochdale Railway Station can be accessed in under a 22-minute walk time (or <1.6km walk distance) from the site and is therefore within an acceptable walking and cycling distance. Rochdale Railway Station provides direct frequent train services throughout the week to destinations including Leeds, Manchester Victoria, Clitheroe, Blackburn and Wigan North-western.

- 3.24 The level of accessibility by public transport has been analysed using GIS TRACC software to assess the accessibility of the site and is shown on **Figure 4.5** below. The figure illustrates the distance that can be travelled within 60 minutes by public transport to and from the site, which includes the time taken to walk to the bus, tram and railway stops.

Figure 3.6 – 60 Minute Public Transport Accessibility



- 3.25 The above demonstrates that the site is within close proximity to a number of bus and railway links, serving both the local area and other destinations further afield. The figure shows that key areas of Manchester, Rochdale, Walkden, Burnley, and Halifax, amongst others, are in an acceptable 60-minute commute time.
- 3.26 Future residents at the site will have access to a good range of shops, health care facilities and other day to day amenities within an easy walk of the site. The site can be easily reached on foot from a densely populated area, there is also flat topography which will encourage residents to cycle to work. For those travelling further afield, there are frequent buses within an easy walk distance of the site, and a railway station a short cycle distance away.
- 3.27 Overall, the site is considered to have a high level of accessibility by non-car modes of transport, which will reduce the reliance on the private car.

4.0 TRAVEL PLAN ADMINISTRATION

Travel Plan Co-ordinator

- 4.1 Management of the travel plan process will be achieved through the identification of a suitable person or organisation as the Travel Plan Coordinator (TPC). The TPC will provide a key role in delivering a successful travel plan.
- 4.2 The TPC role will be undertaken by the site manager, whose name and contact details will be provided to the local authority as soon as the post has been filled.
- 4.3 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.
- 4.4 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

- 4.5 Appropriate funding will be allocated by Hallmark Developments (NW) Ltd, 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.
- 4.6 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.

5.0 TRAVEL SURVEY

Travel Survey

- 5.1 Travel surveys are undertaken at occupation 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.
- 5.2 In order to understand how residents are travelling, along with changes to those journeys over time as a result of the travel plan, regular residents' travel surveys are required. 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.
- 5.3 To capture resident contact information, the TPC will set up a resident database upon first occupation, containing household contact details.
- 5.4 The TPC will issue a travel survey for resident completion within three months of the site reaching 75% of dwellings occupied. Surveys will take place on an annual basis thereafter.
- 5.5 The survey will be disseminated to all occupied households, to collect the following data:
- Household profile, including number of occupants and children;
 - Work postcode;
 - Mode of travel to work and other trip purposes;
 - Measures that would encourage use of active travel modes or public transport;
 - Barriers to use of active travel modes / public transport.
- 5.6 The responses received from the surveys will be entered into the resident database to enable modal shift to be tracked and allow future comparison of travel patterns for each household, as well as providing information on which measures are most likely to encourage modal shift.
- 5.7 All data collected from the travel survey will be subject to the provisions of the Data Protection Act. To ensure confidentiality, the TPC alone will manage the database and be responsible for the release of information, with all data being used solely for travel plan purposes.
- 5.8 Upon completion of the baseline travel survey, a Full Travel Plan will be developed and submitted to RBC for review. The document will be submitted within three months of survey completion.

6.0 OBJECTIVES AND TARGETS

Objectives

- 6.1 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 Timerelated). 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.
- 6.2 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.
- 6.3 This travel plan has been prepared to achieve the following objectives:
- Minimising the total travel distance of residents.
 - Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
 - Promoting walking, cycling, public transport and car sharing; and
 - Promoting healthy lifestyles and sustainable communities which are accessible by all.

Modal Share Targets

- 6.4 The TPC will analyse the initial travel survey questionnaires within 1 month of setting up the travel database to determine the existing travel patterns to the site.
- 6.5 In order to achieve the long-term objective of the TPs of reducing single occupancy vehicle travel over the first 5 years of the TP, the TPC will set realistic short-term annual targets for mode share based on the initial surveyed travel patterns.
- 6.6 Following the results of the travel surveys, the TPC will set realistic short-term annual targets in agreement with the local highway authority to increase the percentage of walk/cycle travel associated with the site. These targets will be based on the surveyed travel patterns and will be examined in light of the existing mode share usage for these types of travel.

- 6.7 The TPC will agree the annual targets with the LPA within 1 month of completion of the survey review reports. The initial travel survey results for the proportion of residents travelling by single occupancy vehicles should be recorded along with the agreed short-term annual targets.
- 6.8 The agreed short-term annual targets will form the basis of the annual review and monitoring process, which alongside the assessment of the implementation of measures will gauge the effectiveness of the TP.
- 6.9 Table 6.1 shows the initial modal share targets which have been drafted based on the existing modal split for residents travelling from the Rochdale 009 (E02001140) area for work, in which the site is located, as recorded in the 2011 census (Source: Office of National Statistics).

Table 6.1 – Travel to Work Modal Split

Mode	Modal Split
Car Driver	64%
Car Passenger	8%
Public Transport	10%
Walk and Cycling	13%
Motorcycle	1%
Taxi	3%
Other	0%

Source: Nomis

- 6.10 The modal split for Rochdale 009 shows that the majority of people travelling from the area in which the site is located do so by private car, with the remainder by sustainable modes such as public transport, walking and cycling.
- 6.11 **Table 6.2** below highlights the initial 5-year targets which cover the development site, these will be reviewed and updated as necessary after initial resident surveys at this site have been completed and returned to the TPC.

Table 6.2 - Proposed Targets

Mode	5 years
Car Driver	55%
Car Passenger	5%
Public Transport	16%
Walk and Cycling	20%
Motorcycle	1%
Taxi	3%
Other	0%

Indicators

- 6.12 Mode share targets will be set once the baseline travel surveys have been undertaken, within 3 months of 75% of the development becoming occupied. The targets will be updated annually for a period of 4 years following on from baseline surveys, to ensure they are representative of SMART targets based on the travel patterns of the eventual residents.
- 6.13 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;
 - Undertaking cycle and car parking surveys; and
 - Uptake of the various measures, including interest in car sharing.
- 6.14 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

7.0 TRAVEL PLAN MEASURES

7.1 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.

7.2 The following sections outline the measures to be promoted by the TPC.

Travel Awareness

7.3 Good accurate information on the range of services and travel initiatives available will be a critical element of a successful travel plan.

7.4 At the outset of the development, the promotional sales material for the site will include reference to the travel plan and list associated benefits. As properties are sold, all residents will be made aware of the travel plan and the key measures to be implemented through their welcome packs.

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

- An introductory leaflet providing a summary of the travel plan and key measures for implementation, as well as 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 and key local facilities within easy walking distance of the site;
- Public transport information, including:
 - A map showing the location of the site, highlighting bus stops and railway stations;
 - Bus timetables of existing local services from nearby bus stops;
- Active travel information, including:
 - A map showing local cycle and walking routes, which would also indicate the locations of cycle parking and cycle shops in the area;
 - Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
 - Health information and details of local walk buddy and bike buddy groups.
- Taxi contact details; and
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.).

7.6 The welcome pack will be made available to residents upon occupation of the dwellings and regularly kept up to date.

- 7.7 The TPC will ensure that any changes to the travel plan or any relevant information such as timetable seasonal changes are passed on residents on a biannual basis in leaflet form or via noticeboards.
- 7.8 The TPC will promote and encourage residents to participate in national and local events, organised by others, aimed at promoting awareness of sustainable transport. The range of events that will be promoted will be agreed and co-ordinated with RBC.

Walking

- 7.9 The TPC will encourage walking as a mode of travel by implementing the following initiatives:
- Raise awareness of the health benefits of walking through promotional material in the welcome pack and on noticeboards;
 - Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
 - Promote existing walking routes (<https://www.rochdale.gov.uk/healthy-weight-exercise/walking-health>) and information (<https://www.visitrochdale.com/things-to-do/walking-and-cycling>);
 - Liaise with local schools in relation to their travel plans and identify any opportunities for implementing a “walking bus”.
 - Promote walking to work, for example, using national events such as Walk to Work Week (May, annually) (www.walktoworkweek.org.uk/); and

Cycling

- 7.10 The TPC will encourage cycling as an alternative mode of travel by implementing the following initiatives:
- Promote the available cycle access points from the site to local roads;
 - Provision of cycle parking and/or storage for residents,
 - 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 RBC’s website (<https://www.rochdale.gov.uk/sports-leisure/cycling>);
 - Promote Bike to Work Week in June (bikeweek.org.uk/);
 - Establish contact with the RBC cycling officer to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site;

Public Transport Information

7.11 The TPC will encourage use of public transport as a mode of travel by implementing the following initiatives:

- Residents will be provided with public transport locations (including bus stops and tram stops), together with route and timetable information in the welcome packs;
- The TPC will provide details of websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the Traveline website (<http://www.traveline.info/>);
- Provide details of routes and destinations served by trains from Rochdale Railway Station; and,
- Details of community transport options and concessionary ticket availability.

Car Sharing Scheme

7.12 The TPC will ensure that residents are provided with information within the travel plan information packs promoting car sharing. The information will highlight the benefits of car sharing and the costs savings which may be had.

7.13 Several websites will be suggested for any residents who may wish to register this interest in car sharing. This would include the national online car sharing scheme 'Liftshare' (www.liftshare.com), which is Britain's largest car sharing network.

Marketing Summary

7.14 The TPC will be responsible for providing residents with an overview of the travel plan in order to promote the use of a range of modes of transport and work towards increasing awareness of the alternative modes of transport available.

7.15 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:

- Development of an introductory leaflet for the travel plan, to be disseminated to residents;
- Welcome packs will be populated with a range of sustainable transport information and distributed to all residents; and
- Regular updates will be sent to the residents, to promote new and ongoing measures.

8.0 ACTION PLAN

8.1 The action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the budget required in order to deliver each action.

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	Developer / RBC	Developer
Appointment of TPC	At least 1 month prior to site completion	Developer	Staff time
Exchange contact details with relevant officers	At least 1 month prior to site completion	TPC	Staff time
Obtain public transport timetables, maps, car sharing information, route plans etc. to provide to residents	At least 1 month prior to site completion	TPC	Staff time
Procure and produce information to populate welcome packs	2 weeks prior to site completion	TPC	Staff time + materials
Upon Occupation			
Issue travel welcome packs to residents	Upon occupation	TPC	Staff time + printing
Ensure residents travel noticeboards are erected and populated in communal areas, and further leaflets/info are available	Upon occupation	TPC	Staff time + noticeboards
Within 3 Months of Occupation			
Prepare resident baseline travel survey	Within 3 Months of 75% occupation	TPC	Staff time
Issue surveys to residents	Within 3 Months of 75% occupation	TPC	Staff time
Collect travel plan surveys and analyse responses	Within 3 weeks of issue	TPC	Staff time
Review travel plan objectives and	Review travel plan objectives and	TPC	Staff time

Produce full travel plan document and submit to RBC	Within 3 months of survey completion	TPC	Staff time
Liaise with RBC to agree final travel strategy, objectives and targets	Within 3 months of survey completion	TPC / RBC	Staff time
Ongoing Tasks			
Update residents with regard to any service or provision changes with regard to local transport on annual basis	Annually	TPC	Staff time
Implement measures in line with residents requirements / interest, including promotion of e.g. Bike Week, Walk to Work Week etc.	Ongoing	TPC	Staff time
Annual Monitoring / Review			
Conduct repeat travel survey one year after the baseline survey, and thereafter, annually, for four years	For four years after baseline survey completed	TPC	Staff time + printing
Analyse responses, produce progress report and submit to RBC	Within 3 months of receipt of responses	TPC	Staff time
Report updates to residents	Within 1 month of analysis taking place	TPC	Staff time + printing
Continue regular monitoring as set out and agreed with RBC	As agreed with RBC	TPC	Staff time

9.0 MONITORING AND REVIEWING

- 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 and of other resources;
 - It maintains support for the travel plan by reporting successes;
 - It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- 9.3 The TPC will monitor travel patterns associated with the site on an annual regular basis over a total of five year, commencing with baseline surveys within 3 months of 75% site occupation and another 4 years of annual surveys. Upon completion of the first baseline travel survey, a Full Travel Plan will be developed and submitted to RBC for review. The document will be submitted within three months of survey completion.
- 9.4 As part of the annual monitoring, surveys will be distributed to all occupied households to monitor travel to and from the site and gain an understanding of travel habits.
- 9.5 The TPC will agree the monitoring programme with RBC to ensure that the monitoring procedures are appropriate.

Reviewing

- 9.6 The TPC will undertake a review of the travel plan annually following monitoring, in conjunction with RBC. 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, with agreement with the local authority, in order to maintain a realistic travel plan goal.
- 9.8 The TPC will also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.
- 9.9 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 the local authority for their review and agreement.

10.0 SUMMARY

- 10.1 This travel plan reviews the existing transport facilities at the development site 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.
- 10.2 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:
- Reduce reliance upon the car and improve awareness and usage of alternative modes by residents
 - Promote walking, cycling, public transport and car sharing;
 - Reduce the transport impact of the development upon the environment;
 - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 10.3 This document therefore ensures that sustainable access to the development is facilitated.

S|C|P

APPENDICES

S|C|P

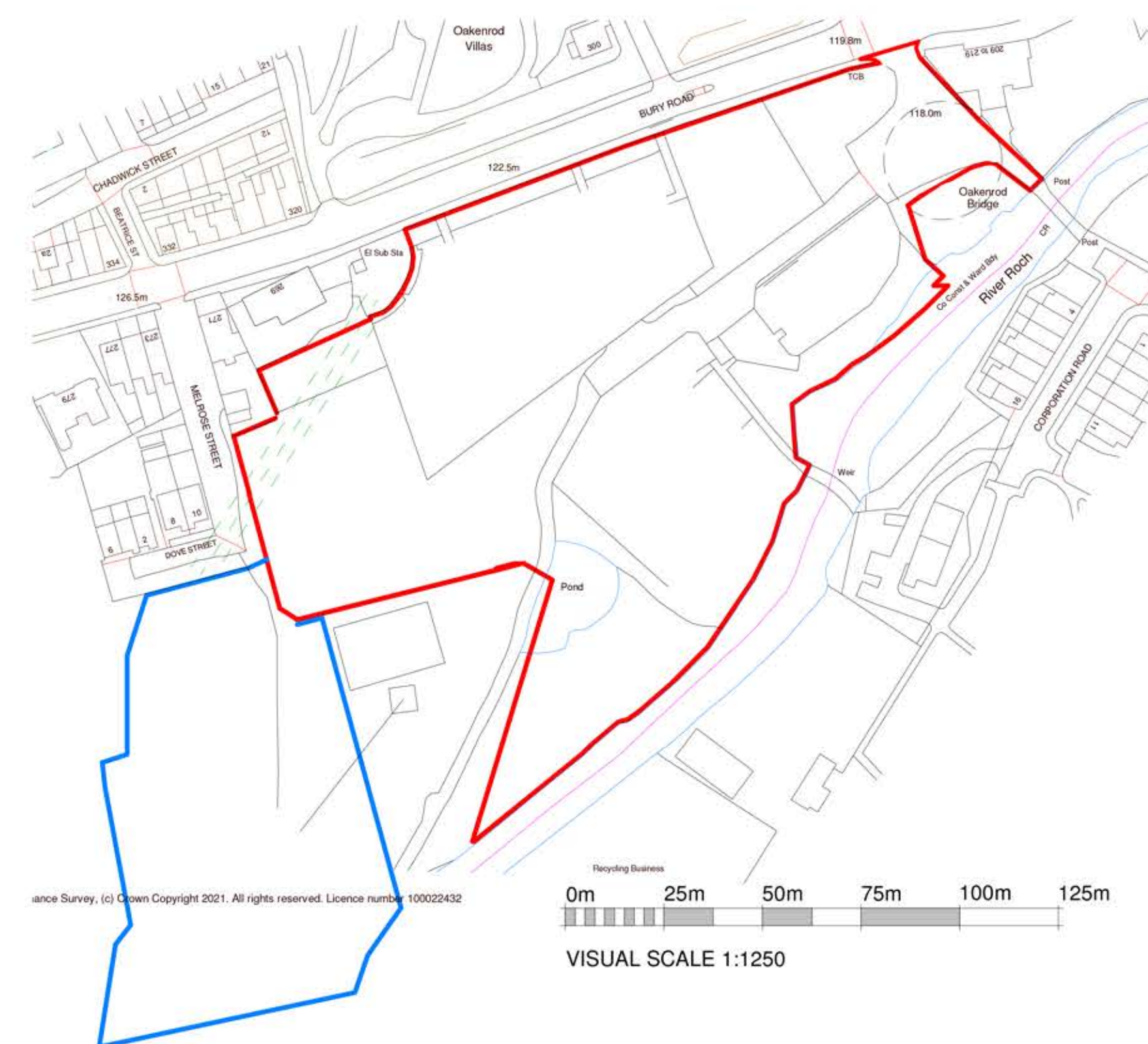
APPENDIX A

Schedule of Accommodation

	No	ft
Type A 1 Bed 2 Person Units	04	515/550
Type B 2 Bed 4 Person House	12	800
Type C 3 Bed 5 Person House	14	950
Type D 4 Bed 6 Person House	08	1200
Type E 3 Bed Split Level House	06	1189
Type F 3 Bed Split Level House	08	1292
Total	52	Units



Site Plan



LOCATION PLAN

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Rev	Date	Description
A	22.04.22	Road Layout Revised
B	05.05.22	Plot Substitutions
C	01.07.22	Plot schedule updated
D	26.07.22	Red line boundary updated around car park

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To Do-
Drive widths and paths to complete
Boundaries to complete
Levels and sections to complete.

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Client	Hallmark Developments
Job	Oakenrod, Rochdale
Drawing title	Site Layout
Project number	M4832 P(20)100
Scale	As indicated @ A1
Date	11/10/21
Drawn by	AS
Checked by	GRF
Rev	D

01.07.22