

Rochdale Corner Plot

Residential Travel Plan

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1 Introduction

Arcadis Consulting (UK) Limited (Arcadis) has been commissioned by Rochdale Borough Council (RBC) to provide a Travel Plan Framework (TPF) for the redevelopment of an existing residential and commercial site, located at the corner of Station Road with Maclure Road, to provide an increased number of dwellings and improved commercial facilities. The site is.

1.1 Background

The Corner Plot Site is part of the wider Rochdale Station Gateway which currently does not promote a high-quality public interface. The prominence of the highway and the layering of infrastructure, particularly the tram on top of the existing highway, has resulted in significant levels of transit infrastructure paraphernalia present with a concentration around the station.

The Council's aspiration for the Gateway area is to enclose a new public square, with taller residential buildings, including a more prominent and visually attractive façade entrance to the station. The regeneration and improvement of Rochdale Railway Station, and the surrounding land and buildings, represent a strategic priority for the Council to attract new residents and businesses to the area; contribute to an improved housing offer; create a new public realm and open space; and capitalise on the development and regeneration within Rochdale Town Centre.

As the first building seen when leaving the railway station towards Rochdale town centre, the redevelopment of the Corner Plot site is pivotal for the success of the Council's vision for the Station Gateway:

*“With the station at its heart, a vibrant and distinctive new **Transit Orientated** neighbourhood will be created that builds upon the character of the existing community and heritage assets.”*

The redevelopment proposals of the Corner Plot, the subject of this application, will help the Council achieve its vision by providing new, sustainable, modern, car-free apartments and ground-floor commercial units.

1.2 Travel Plan Framework Overview

A Travel Plan Framework is an important tool for assisting in delivering sustainable access to and from the development. It provides a long-term strategy that seeks to deliver sustainable transport objectives through positive action.

There are a number of challenges that travel plans can significantly contribute towards meeting. Firstly, local authorities need to provide residential and retail development in areas that benefit from good levels of sustainable transport, while reducing congestion in urban areas. Travel plans can help to minimise the potential increase in traffic resulting from such development.

Climate Change is also becoming an increasingly important aspect of planning policy and the need to reduce carbon emissions, of which transport accounts for a quarter. Travel plans can help reduce the use of private transport and assist in meeting stringent targets.

In addition, there is a need to promote more healthy lifestyles and travel plans can help through increased walking and cycling. As a result, a travel plan forms a key stage in the planning process and is a 'living document' that needs to be regularly reviewed to ensure its effectiveness.

The Good Practice Guidelines defines a Travel Plan as:

“...a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed. It involves the development

of agreed explicit outcomes linked to an appropriate package of measures aimed at encouraging more sustainable travel, with an emphasis on reducing single occupancy car use”.

Travel Plans are therefore 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. This Travel Plan Framework is intended to be a live document which continues for the life of the development, requiring commitment from owners, operators and occupiers.

Travel Plans are designed to be flexible to suit an individual site and its 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.

1.3 Travel Plan Framework Structure of Document

This Travel Plan Framework has been prepared in accordance with the Rochdale Borough Council Travel Plan Statement Advice and Rochdale Borough Council Supplementary Planning Document (SPD) in mind and the structure of this Travel Plan Framework is as follows:

- Chapter 2 - Provides a review of the national, regional and local policy.
- Chapter 3 - This provides a desktop review of current baseline transport conditions surrounding the Site and a description of the application site.
- Chapter 4 - Provides a description of the development proposals and future predicted trip generation.
- Chapter 5 - The visions and objectives of the TPF.
- Chapter 6 - This provides Travel Plan Framework management, demonstrates the developer commitment to the TPF and the allocation of appropriate Roles to uphold the TPF.
- Chapter 7 - This section will identify viable measures and initiatives, comprising both ‘hard’ infrastructure and ‘soft’ measures.
- Chapter 8 - Provides a monitoring and review strategy.
- Chapter 9 - This sets an action plan and timescales for implementation of measures and set responsibilities.
- Chapter 10 – Provides key contact details.

2 Policy Review

Travel Plan Frameworks are secured through a policy framework that extends from the national to the local level when dealing with new development proposals. Relevant local, regional, and national planning policies and guidance have been reviewed to provide context for the assessment of the proposed development.

2.1 National Planning Policy Framework

The revised NPPF 2023 sets out the Government's planning policies for England and how these are expected to be applied. The NPPF provides a framework within which locally prepared plans for housing and other development can be produced.

Chapter 9 of the NPPF seeks to ensure that sustainable transport should be considered from the earliest stages of planning so that potential impacts of transport networks can be addressed, opportunities to promote walking, cycling and public transport are identified and pursued and opportunities from existing or proposed transport infrastructure are realised, as outlined in Paragraph 104.

Paragraph 111 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."

With this in mind, applications should prioritise the movements of pedestrians and cyclists and secondly, if possible, facilitate improved access to public transport infrastructure. They should address the needs of people with disabilities or reduced mobility in relation to all transport modes and create safe, secure and attractive places.

Paragraph 113 states that all developments that will generate significant amounts of movement should provide a transport assessment to support any application so that the likely impacts of the proposal can be assessed.

2.2 Regional Policy

The Greater Manchester Transport Strategy 2040

This document highlights some key transport targets for the area associated with the site location, that is Greater Manchester. The strategy highlights one of the key issues with sustainable transport, this being that many people do not currently see sustainable transport as a realistic alternative to the car. Therefore, one of the main aims for the region is to develop a fully inclusive and affordable sustainable transport system for all. It also identifies that promoting sustainable transport to major new developments is necessary for it to be effective and that installing the infrastructure will not be enough. Furthermore, the document outlines that there are plans to support town centre regeneration through new sustainable transport connections. Some of the vision for the greater Manchester area are:

- For 50% of trips to be made by sustainable modes, supporting a reduction in car use to no more than 50% of daily trips.
- World class connections that support long-term, sustainable economic growth and access to opportunity for all
- As well as meeting the requirements of our travelling customers, our transport system needs to help the local economy to flourish and prosper, and our residents to contribute to and benefit from that prosperity,
- local rail services to meet high-quality standards and an aspiration to double the number of rail passengers coming into the Regional Centre by 2040

2.3 Local Policy

Rochdale Station Supplementary Planning Document

The SPD elaborates upon policies within the Rochdale Core Strategy (2016), notably policy SP3/R – The Strategy for Rochdale which provides a vision and strategy for the township. The policy has as one of its priorities the delivery of a high-quality station gateway providing for:

- Improvements to and the modernisation of Rochdale Train Station.
- Delivering Park and ride facilities to maximise the use of this major transport hub.
- Promoting high-quality, high-density development that improves the local townscape and builds on the local character and heritage value of the area; and
- Improving access south of the station to provide better links to the surrounding residential areas and Oldham Road corridor.

3 Baseline Conditions and Accessibility

This chapter provides a review of the existing transport network conditions within the vicinity of the application site.

3.1 Site Location

The application site is located opposite Rochdale Railway Station and a Metrolink stop. Rochdale town centre is located circa 900 metres to the north of the site, approximately an 18-minute walk, to the north of the site. Figure 3-1 shows the site location in relation to the local highway network.

Figure 3-1: Site Location



3.2 Local Amenities

The application site is very well served by amenities. The application site is located approximately 900 metres south of Rochdale town centre and immediately east of the thriving Milkstone and Deeplish communities.

The nearest primary school is located approximately a 4-minute walk from the application site (290 metres). There are pharmacies, a GP surgery, supermarkets, restaurants and a retail park located within a 5-minute walk from the application site. There is a co-work office located above the Greater Manchester Fire Station Museum which is next door to the application site, providing an alternative working area. The nearest hospital is a 19-minute walk from the application site, approximately 1.3 km away north of the town centre.

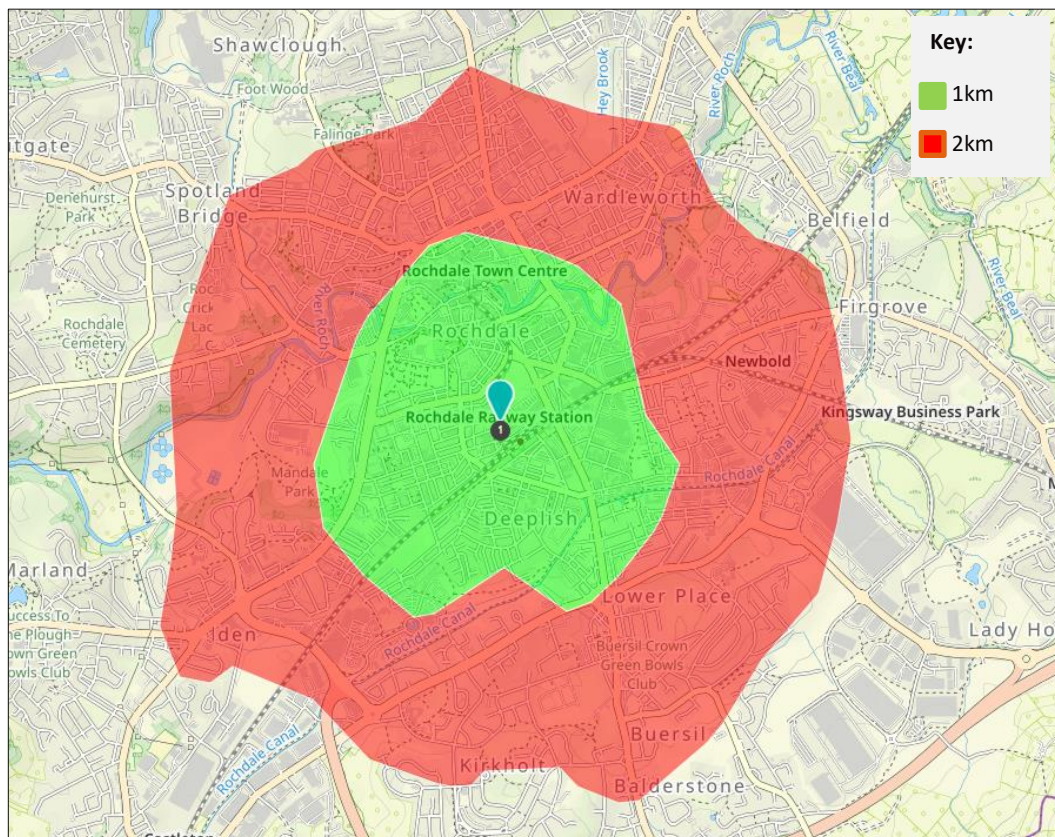
Overall, the application site appears to be very well served in terms of access to amenities, whereby there is a range of services and facilities within walking distance.

3.3 Pedestrian Accessibility

The footways adjacent to the application site are wide and provide tactile paving and dropped kerbs at crossing points, along with signal-controlled crossing points of Maclure Road / Station Road. The footway varies in width as you travel north on Maclure Road increasing from 2.3m to approximately 6m wide. These provisions allow for easy pedestrian access to the nearest bus stops, train station and tram stops that are all located within 100m of the application site.

The Chartered Institute for Highways and Transportation (CIHT) provides guidance on distances considered suitable for a journey on foot. A journey of up to 2km is considered suitable by most people. Based on an average walking speed of 80m per minute, this equates to a 25-minute journey. Figure (3-2) shows the area covered by 2km (25 minutes walking).

Figure 3-2: 1km & 2km Walking Isodistance from the Site

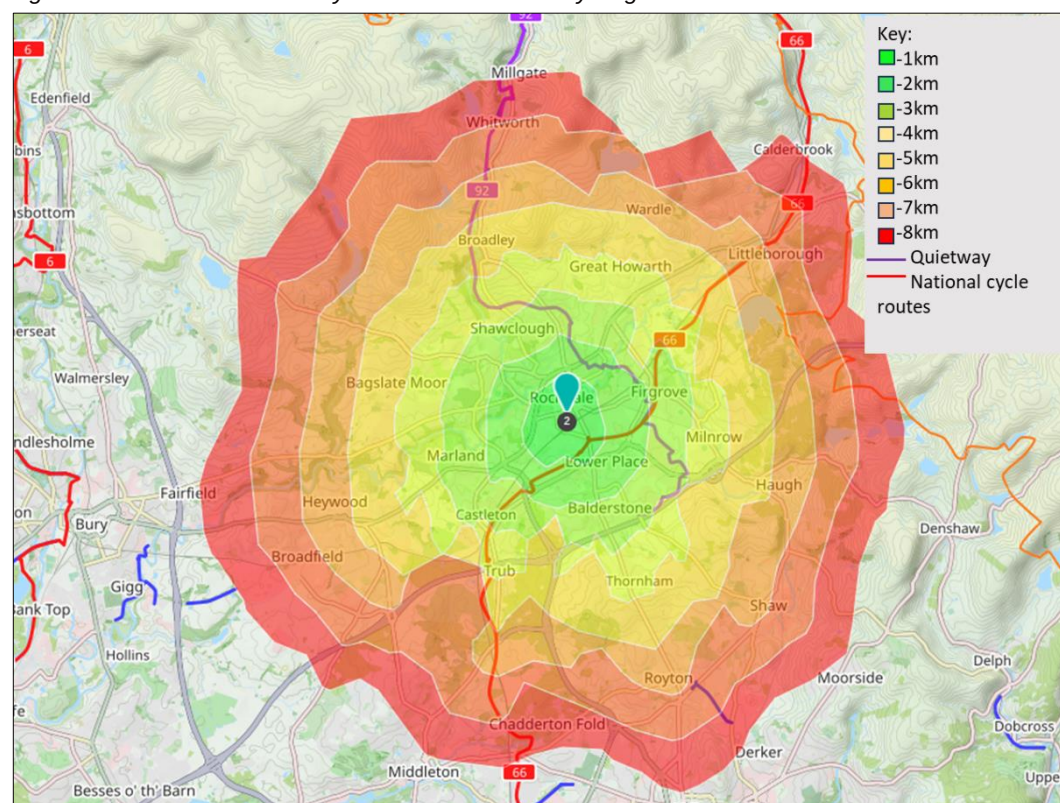


3.4 Cycling Accessibility

The only significant form of cycling infrastructure within the vicinity of the application site is an advisory lane on Richard Street (to the east of the site), however, the traffic lights provide an advanced cyclist's waiting box to allow a safer distance between cyclists and other vehicles on the road.

The Chartered Institute for Highways and Transportation (CIHT), provides statistics on distances for cycling trips. The majority of cycling trips are for short distances, with 80% being less than five miles and 40% being less than two miles. Therefore, a journey of up to 5 miles or 8km is considered acceptable by most people. The figure below shows the area covered by 8km and the cycle routes within that area.

Figure 3-3: The area covered by 8km Isodistance of Cycling from the Site



The map above shows that the NCR 66 runs to the south of the application site and can be reached within a 5-minute bike ride. The map also shows that other communities across the Borough, such as Castleton, Heywood, Littleborough, and Royton are within 8km of the application site and can be reached by cycle. The main town centres of Middleton and Oldham are just beyond the 8km iso distance.

3.5 Public Transport Accessibility

The application site is very well-served in terms of public transport. The nearest bus stops to the application site are approximately 65 metres to the southwest of the application site. The table below shows the departures, destination and frequency from the nearest stop (table 3-1).

Table 3-1: Summarised Bus timetable

Bus number	Destination	Frequency at peak time
471	Rochdale Interchange - Bolton Interchange	Every 12 minutes (peak periods)
R4	Rochdale Interchange (Eastbound)	Every hour
R6	Rochdale Interchange (Westbound)	Every Hour

In addition to the services above, the 881 bus runs once in the morning and once in the afternoon from Trub to Geave.

The Metrolink stop is located directly opposite the application site on the East Didsbury Line, stopping in various locations between the two destinations throughout including the Kingsway Business Park, Oldham Town Centre, Manchester Victoria, and St Peter's Square where passengers can interchange with all other Metrolink lines. The trams operate every 12 minutes in both directions.

Rochdale train station is located approximately 70m to the south of the application site. Trains from this station provide services to Manchester Victoria, Leeds, Blackburn, Wigan Wallgate and other locations in between. Frequency varies between each destination, however, the average frequency for most services is every 30 minutes. On the other hand, some services to areas such as Leeds and Blackburn come at 48 and 52 of every hour.

All public transport options are less than 2 minutes away walk from the location of the application site making it an ideal location for a car-free development.

3.6 Future Baseline

RBC has an aspiration to transform the area surrounding the railway station into a sustainable and desirable place to live. The plan is to create a Station Gateway with improved housing, enhanced public open space and public realm and excellent access to amenities. A summary of the key transformation for the area set out in the masterplan is listed below:

- Introduce new residential uses that provide for a mix of types and densities.
- Creation of a new station square, with events space and public art (Rochdale Station Square) which gained conditional planning permission in July 2023.
- Plan for the phased relocation of vehicle movements away from the main northern entrance around Maclure Road to the south of the station, which includes a new Multi-Storey Car Park.
- Create improved pick-up/drop-off facilities and bus access to the south along Miall Street.
- Improve North/South connectivity.
- Improve walking connections to the town centre, Deeplish and Canalside.
- Support existing and attract new businesses in the area to integrate Milkstone's local centre and community into the Station Quarter.
- Increase the capacity of the Metrolink Park and Ride in order to reduce on-street parking by commuters.

This transformation will directly benefit the application site. For more details and the plans for the wider area, please see: the [Rochdale Station Supplementary Planning Document \(SPD\)](#)

3.7 Summary

Overall, the site is well located in terms of amenities and opportunities to use sustainable modes of transport. The site location provides access to and from a number of high-quality and frequent public transport services, which also provide the opportunity for residents living and working within this area with an attractive alternative to travel by private car to this site in particular. While the cycling facilities are currently lacking, but there are plans to improve the Milkstone area as part of the Active Neighbourhood schemes, all other forms of sustainable transport such as trams, trains, buses and walking are all adequately available to residents and those working within the site.

4 Proposed Development

This section will detail the proposed development for this mixed-used development site.

4.1 Development Proposals

The proposals are for a mixed-use development consisting of both residential and commercial units. There will be 38 dwellings spread across 5 floors split between 1 and 2 bedrooms.

The commercial units will be located on the ground floor measuring 342.9 square metres (sqm) and have the potential to be split into approximately 4 commercial units. The proposed development layout can be found in **Appendix A**.

4.2 Access

The proposed development will be car-free, therefore, there will be no vehicle access points to the site. Pedestrian and cyclist access points will continue to be taken from Maclure Road and Station Road, for commercial units and residential units respectively.

As mentioned above the proposals are for car-free development, therefore, there will be no car parking provisions for residents of the flats nor the commercial units on the ground floor.

There are parking restrictions on the roads within the vicinity of the proposed development, these include double yellow lines and no loading and unloading restrictions at any time, which reduces the opportunity for residents to own a car and park on the streets surrounding the development. However, as part of the wider redevelopment of the Rochdale Station Area, there are proposals to provide a Multi-Storey Car Park (MSCP) where residents of the Corner Plot, and other proposed residential schemes in the area, can either rent or purchase a parking space.

4.3 Cycle Parking

This development will provide 19 cycle stands (which can accommodate 38 bikes) located on the ground floor for the residents, easily accessible via Station Road. There are no standards for providing cycle parking for residential developments in Rochdale, these standards came from appendix 5 of the Rochdale Core Strategy (2016). However, cycle stands will be provided for residents to encourage the use of sustainable transport and discourage the use of a car.

No dedicated cycle parking will be provided for the commercial units, although public cycle parking around the site is proposed as part of the wider Rochdale Station Square which has gained conditional planning permission in July 2023. Parking standards taken from Appendix 5 of the Rochdale Core Strategy (2016) state there must be a minimum of 1 cycle space per 200 sqm for a retail unit greater than 900m². In order to comply with this standard, retail staff will be given space within the retail unit to store their bikes.

4.4 Servicing and Deliveries

The refuse storage area will be located on the ground floor with direct access from the front of the building at Station Road. Refuse vehicle crew will have access to the gate's key or code. It is not stated in the plans if refuse storage for the commercial units and residential units will be different.

5 Vision, Objectives and Targets

This section will outline the Travel Plan Framework vision, objectives and targets.

5.1 Vision

This Travel Plan Framework has been constructed around the visions outlined in the Supplementary Planning Document.

“Rochdale Station’s redevelopment and regeneration potential is an important vision which offers residents and businesses an opportunity to develop a sustainable community with a vibrant mixture of living, working and recreational opportunities.”

Therefore, the Travel Plan Framework will promote all the sustainable transport and infrastructure that will be used in order for this to be an effective car-free development and to meet the visions identified in the SPD.

5.2 Objectives

The development of this Travel Plan Framework has been prepared based on the following objectives:

- Address the access needs of site users, by supporting walking, cycling and public transport.
- Promote healthy lifestyles and sustainable, vibrant communities.
- Improve social inclusion.
- Cut carbon emissions and their contribution to climate change.
- Improve local air quality, while reducing noise pollution.
- Promote more environmentally friendly delivery and freight movements, including home delivery services.

This Travel Plan Framework has been based on the above objectives and outcomes for which a variety of measures will be considered in order to achieve them over the lifetime of the document. The Travel Plan Framework will therefore focus primarily on commuter travel (residents and staff) and travel to schools, but will also address journeys for other purposes such as health and leisure to make these more sustainable.

By successfully promoting these types of travel via sustainable modes the above objectives can be achieved.

5.3 Targets

Targets are essential to ensure everyone involved in the Travel Plan Framework process knows what needs to be done and to enable progress to be assessed. Targets should be SMART (see below) and can take the form of ‘aim-type’ targets and ‘action-type’ targets:

Specific.

Measurable.

Achievable.

Realistic.

Time-bound.

As the development proposes no parking provisions, it is not possible to set modal split targets for a reduction in private car use and an increase in the use of sustainable modes. Nevertheless, it is still appropriate to monitor modal splits so that Travel Plan Framework initiatives can be tailored to increase the uptake of certain modes of transport.

Modal split targets could be set after the baseline survey if deemed necessary.

5.3.1 Aim Type Targets

Aim-type targets are quantifiable targets against which the effectiveness of the TPF is in achieving its stated aims and objectives and how they can be measured. The Travel Plan Framework targets will apply to residents and staff, and they will be encouraged to promote the Travel Plan Framework to their visitors.

On this basis, to establish the actual travel patterns of the mixed-use development, an initial baseline travel survey questionnaire will be issued within 6 months of first occupation or upon 75% of occupation, whichever comes first. The aim is to identify residents' and employee's main mode of travel upon first occupation of the site to be able to compare modal travel patterns following the implementation of the Travel Plan Framework. The results of the survey would be issued to the Local Highway Authority (LHA) for their records.

5.3.2 Action Type Targets

Action-type targets are non-quantifiable targets and take the form of actions that need to be undertaken.

The action-type targets specific to this Travel Plan Framework have been outlined in the Action Plan contained in Chapter 9 below, this will identify key delivery timeframes and responsibilities.

The measures set out in the Action Plan will be reviewed bi-annually following the results of monitoring travel surveys and further measures will be identified that could be introduced to further promote sustainable travel. Implementation of any new measures would be agreed upon with the Local Highways Authority and set out in an updated Action Plan with specific timescales.

6 Travel Plan Management

It is recognised that an important element of the success of a Travel Plan Framework is the identification of a Travel Plan Framework Coordinator (TPFC) by the developer/building operator.

6.1 Travel Plan Framework Co-ordinator

It is recommended at least 3 months before the first occupation of the proposed development, a person who would perform the role of the Travel Plan Framework Coordinator (TPFC) will be appointed. The duty of the TPFC will be to take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of sustainable travel modes. The TPFC will be responsible for the residential and commercial elements of the TPF.

6.2 Updating the Travel Plan Framework

The Travel Plan Framework is a strategy for a minimum 5-year period and, as such, will evolve over time. Although the objectives of the TPF, to educate residents and employees of the commercial units and to facilitate travel by sustainable modes, will not change, it may be possible over time to redefine/refine specific targets/measures. The ongoing monitoring and review programme will provide updated information that will allow the Travel Plan to be revised, refined and improved as appropriate. It is part of the TPFC to review and update the TPF.

6.3 Funding

Initial funding will be allocated for the launch and implementation of the TPF, while an annual budget will be set for the day-to-day operation of the travel plan framework, including monitoring and reviewing. The budget will include provisions for a person to assume the role of TPFC, supplying and implementing measures. In addition, a separate budget will provide funding for specific measures to be implemented.

The developer will provide the initial funding for the launch and implementation of the Travel Plan Framework along with the costs for the first 5 years. This funding stream will allow the TPF to operate for a minimum of five years with the option to continue in perpetuity, subject to the local authority's requirements, which will be allocated at the time of the annual review.

7 Travel Plan Measures

The key to successful travel planning is to identify and promote the most suitable modes of transport that are realistic and practical for users of a site. There is no single solution to any one person's transport needs. Different people will respond to different measures, whilst some may not react to any. A range of Travel Plan Framework measures are therefore proposed which will be implemented for the benefit of the residents and of the Corner Plot as well as the commercial units.

7.1 Hard Measures

7.1.1 Car-Free

As a car-free development, no car park will be provided on-site, coupled with limited unrestricted on-street parking availability and the excellent provision of public transport and active travel facilities, which will encourage future residents and employees to negate the use of cars.

7.1.2 Cycle Parking

The proposal includes 19 cycle stands for residents located in an easily accessible, and secure, storage area within the development. They will be located on the ground floor with a direct and secure access point from Station Road. Staff members of the commercial units will not have designated cycle stands, however, there will be room within the units for bikes to be stored safely.

7.1.3 Walking Facilities

It has been demonstrated earlier in this TPF that there is a high level of amenities and services available within walking distance of this site. Furthermore, the pedestrian infrastructure is also of a high level with footways of an appropriate width on both sides of the surrounding carriageways (excluding the western side of Maclure Road that acts as a central reservation between the tram line and the carriageway).

7.2 Soft Measures

The location of the residential development and proximity to public transport services and active travel facilities create all of the conditions to make sustainable travel choices a natural option. However, it is also recognised that a communication strategy is key to the success of the TPF.

A successful and cost-effective Travel Plan Framework is one that implements measures that are relevant and realistic to the development. Consultation with residents and occupiers of the commercial units is therefore key to achieving support from those for whom the measures are targeted and avoiding measures that may prove difficult to implement and those which may be unpopular.

7.2.1 Promotion

One of the key measures in invoking a change in travel patterns is to raise awareness of existing alternatives and potential health and environmental benefits. This can be achieved by advertising and promoting existing and proposed infrastructure, facilities and services.

The DfT's *'Delivering Sustainable, low carbon, travel: An Essential Guide for Local Authorities'* (2009) states, on page 35, that "marketing and communication are absolutely key to making any sustainable travel package a success – both in terms of winning support for the initial proposals and for maximising take up once implemented".

The following promotion measures are proposed:

Developer Website

At the outset of the development, the promotional sales material for the site would include the fact that the site has a Travel Plan and list the associated benefits.

It is also recognised that not all new residents will have access to the internet. Therefore, the information should also be provided via the Travel Information Notice Boards at the selling venue to ensure that those without internet access can receive travel information.

Travel Information Notice Boards

Travel information notice boards will be located in the hall area of the block of flats and within the commercial units, providing up-to-date and clear information on sustainable travel opportunities in the local area. These will include details on public transport, promotional material on the benefits of sustainable travel and, where appropriate, information on upcoming events and activities. It will also provide the contact details of TPFC. The TPFC will be responsible for keeping the information on the notice board up to date.

7.2.2 Welcome Travel Pack

Good accurate information on the choice of travel modes from the site and the initiatives being promoted will be a critical element of a successful travel plan framework.

As flats and commercial units are sold/ rented, all households and staff will be made aware of the travel plan framework and the key measures to be implemented. The TPFC will promote sustainable travel opportunities to access the site through the distribution of travel information packs.

The travel information pack would include the following:

- An introductory leaflet to the travel plan framework, highlighting the purpose and key measures being implemented as well as contact details of the TPFC.
- A map showing the location of the development in relation to the local area, highlighting the nearby bus and tram stops and railway station and key local facilities within easy walking distance of the site.
- Bus, tram and train timetables of local services including routes and destinations.
- A map showing local cycle routes, which would also indicate the locations of cycle parking and cycle shops in the area.
- Details of local car club schemes.
- Details of “Safer Routes to School”, any Yellow Bus scheme and associated “Walking Buses” for access to local education.
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.)

The TPFC will regularly review the information provided within the travel information pack to ensure that residents are kept up to date with any changes, such as new bus, train and tram timetables, withdrawn or new services, or new contact details, and will disseminate this information to all households and commercial units via leaflets.

The TPFC will also regularly review any off-site information, such as route signing for pedestrians and cyclists, or timetable information at bus stops, to check it is up to date. Where deficiencies have occurred, the TPFC will inform the relevant authority.

Throughout the year there are a number of national events, for example, Bike Week, that promote sustainable transport. The TPFC will promote these and any local events to residents in order to raise awareness and encourage action on travel issues. The range of events that will be promoted will be agreed upon and co-ordinated with the local authority.

7.2.3 Walking

The TPFC will encourage walking as a mode of travel from the site by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material.
- Provide a map showing walking routes as part of the welcome travel pack, indicating distances and times to key local facilities near the site.
- Promote the www.walkit.com website for journey planning on foot.
- Liaise with schools in relation to their Travel Plans and identify any opportunities for improving walk routes to schools and/or implementing a “walking bus”; and
- Audit the local footway and footpath network on an annual basis and report any defects and/or maintenance issues to the highway authority.

7.2.4 Cycling

The TPFC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:

- Agree on discounts on cycles and equipment with local cycle shops in return for advertising their details in the travel information pack.
- Investigate the potential to set up a Bicycle User Group (BUG) or co-operate with an existing local group to encourage residents to cycle to work.
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website as well as Cycle GM (www.cyclegm.org);
- Audit the local cycleway network on an annual basis and report any defects and/or maintenance issues to the highway authority.
- Liaise regularly with the cycling officer at the local authority to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site.

7.2.5 Public Transport

The TPFC will actively promote public transport with the following specific measures to be implemented:

- Residents will be provided with public transport route and timetable information in the travel information packs, which will be updated by leaflet drop, as necessary.
- Details of local taxi firms will be provided within the travel information pack.
- Liaise regularly with public transport operators to ensure that information remains valid.
- The TPFC will provide details of websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the Traveline website; and
- The TPFC will also liaise with the local public transport operators and release survey data to the operators to identify travel demands and allow appropriate services to be provided.

8 Monitoring and Review

To establish the success of the Travel Plan Framework, an effective monitoring and review process must be in place. A programme of monitoring and review will be implemented to generate information by which the success of the Travel Plan Framework will be evaluated. Monitoring and review will be the responsibility of the Travel Plan Framework Coordinator.

8.1 Monitoring Strategy

The TPFC will monitor travel patterns associated with the site on a regular basis over five years, commencing within 6 months of the first occupation or upon approximately 75% of occupation, whichever comes first. Monitoring will take place in years 1, 2, 3 and 5 with the potential for residents to continue monitoring thereafter on a voluntary basis.

The monitoring of the plan is important for the following reasons:

- It will demonstrate to the local authority the effectiveness of the measures implemented and the progress being made towards the aims and objectives of the travel plan framework.
- It justifies the commitment of the TPFC and other resources.
- It maintains support for the travel plan framework by reporting successes.
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective.

Questionnaires will be distributed to all households and employees of the commercial units to monitor travel to and from the site and gain an understanding of travel habits. In addition, traffic surveys will be undertaken to monitor all movements in and out of the site via all modes of travel. These surveys can be used to monitor the number of residents and staff walking, cycling, and travelling by car and public transport to the site. The results can then be compared with the mode share targets identified earlier in this travel plan framework.

The TPFC will agree on the monitoring programme with the local authority to ensure that the monitoring procedures are appropriate. The TPFC will maintain a monitoring table of progress to key travel plan targets based on the results of the travel surveys. This table will be published and distributed by leaflet to all residents and commercial units.

8.2 Review and Remedial Measures

The TPFC will undertake a review of the travel plan following the results of each monitoring stage. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the following will be assessed:

- The level of public transport usage
- Comments received from residents and employees.

When reviewing the effectiveness of the travel plan, the following questions will be asked:

- Which areas offer the greatest potential for change/improvement?
- Was the initiative implemented by the target date?
- How well used is each scheme/initiative?
- How much did it cost to introduce?
- Is the review process itself effective?

The TPFC will compare the mode share statistics obtained from the annual monitoring to the targets set for the development. The TPFC may revise these targets, with an agreement with the local authority, in order to maintain a realistic goal for the aims and objectives of the travel plan.

The TPFC will also investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards the aims and objectives of the travel plan framework. The TPFC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.

The TPFC 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, providing input for travel planning at a strategic level.

9 Action Plan

The programme for the implementation of the Travel Plan Framework measures is set out in the table below and sets out tasks, intended implementation dates and funding sources. The action plan is intended to be a 'living' document and will therefore be updated by the Travel Plan Framework Coordinator to reflect the outcome of consultation with the local planning authority, once the first full multi-modal travel survey has been completed.

Table 9-1: Action Plan

Measures	Responsibility	Timescale
Development		
Secured Cycle parking	Developer	As part of Development
Prior Opening		
Appointment of TPF co-ordinator	Developer	At least 3 months prior occupation
Exchange contact details with LHA	TPFC	At least 1-month prior occupation
Obtain Current public transport timetables	TPFC	At least 1-month prior occupation
Prepare leaflets containing travel information	TPFC	At least 1-month prior occupation
Following Occupation		
Prepare and Arrange Travel Information Board (TIB)	TPFC	Upon Occupation
Distribute leaflets	TPFC	Upon Occupation
Sustainable travel promotion	TPFC	upon Occupation
Promotion of sustainable travel events	TPFC	As it happens
Baseline Staff travel survey	TPFC	within 6 months of opening or 75% occupied
Prepare and submit Full Travel Plan Framework	TPFC	Within 2 months of baseline survey
Monitoring & Review		
Monitoring residents' travel survey	TPFC	1 st , 2 nd and 3 rd year
Report updates to LHA and residents	TPFC	1 st , 2 nd and 3 rd year
Review targets	TPFC	1 st , 2 nd and 3 rd year

10Key list of Contacts

Travel Plan Framework Coordinator

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Appendix A

Proposed Development Layout

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