



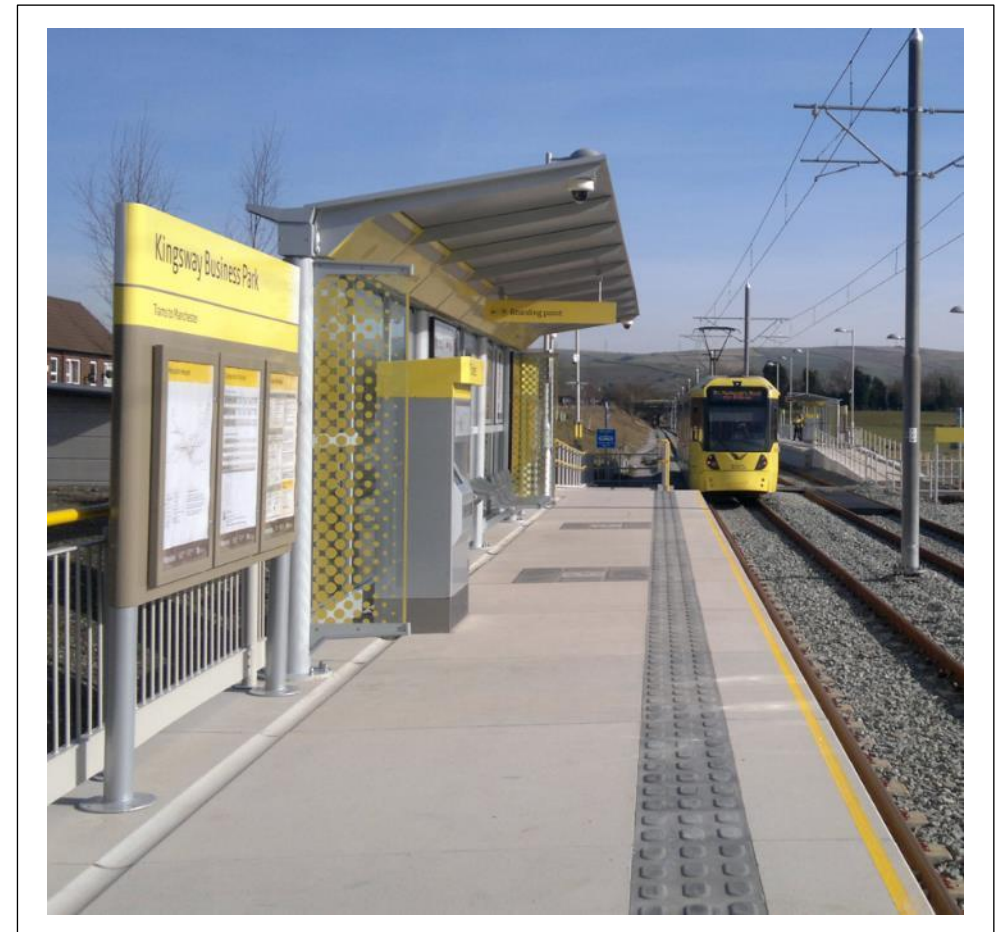
Kingsway Business Park, Plot M Travel Plan

ITM19887-001 / 21 March 2024

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1.0 Introduction

This Travel Plan (TP) has been prepared on behalf of Greater Manchester Pension Fund (GMPF) for their site at Plot M, Kingsway Business Park (KBP). The site comprises three industrial units, located at John Milne Avenue, Rochdale, OL16 4NG.

The three units are not yet occupied. GMPF will lease each unit separately, and each Tenant will be required to implement the TP in relation to their unit and area of the car park, as set out within this document, or otherwise agreed in writing with Rochdale Borough Council (RBC).

The TP has been prepared in accordance with Condition 9 of planning permission 22/00373/FUL, which states:

"No part of the development hereby permitted shall be occupied until an updated plot specific Travel Plan, adhering to the aims, processes, measures and targets of the Kingsway Business Park Sustainable Travel Plan, has been submitted to and approved in writing by the Local Planning Authority. The Travel Plan shall contain:

- *firm measures for promoting a choice of transport mode;*
- *a monitoring regime with agreed mode share targets;*
- *specific measures to manage staff car parking during the peak employment period of November and December;*
- *a commitment to increase the provision of cycle parking should the uptake in cycle travel increase; and*
- *monitoring procedures and mechanisms to ensure that the Plan remains effective and is reviewed within a framework approved by the Local Planning Authority."*

Image 1: Site Location



Source: Google Map / i-Transport notes

1.0 Introduction

The site location within KBP is shown in Image 1. It is located north of John Milne Avenue and east of Sir Isaac Newton Way (A6193), which bisects KBP and connects with the M62 J21 and the A662.

There is an overarching site-wide TP for KBP, prepared by the Kingsway Partnership, published in 2010 and updated in 2019. It sets out four key objectives:

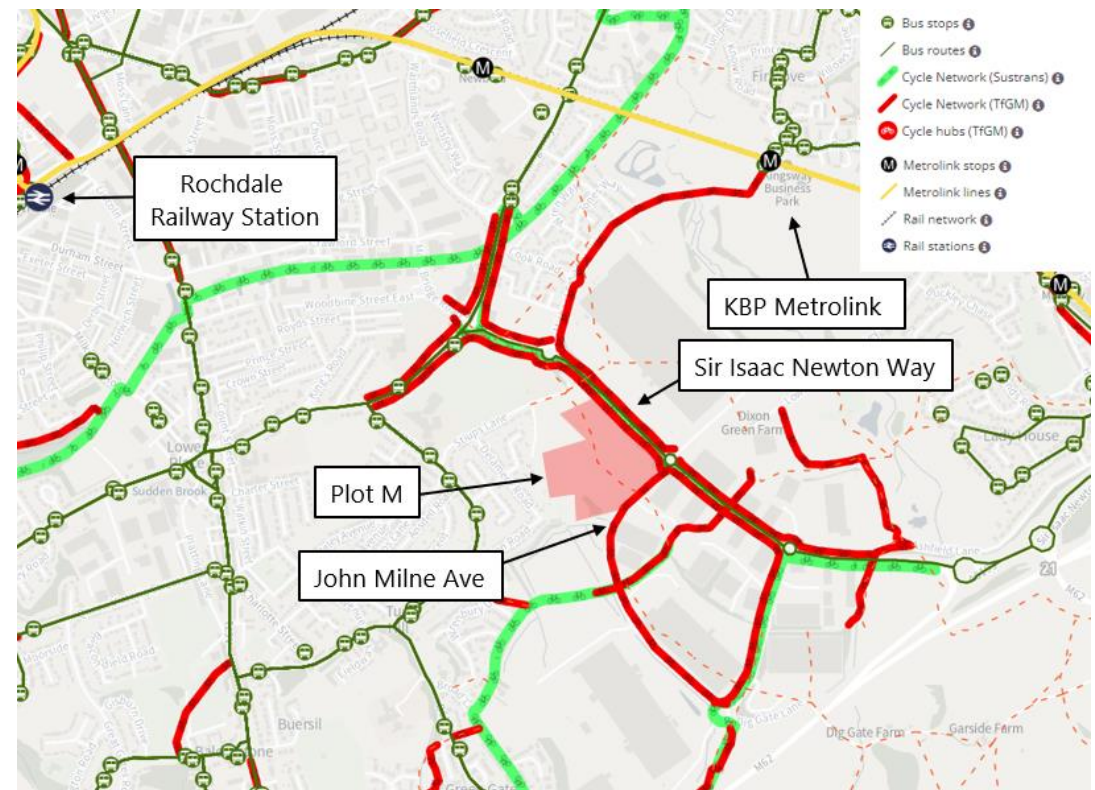
- Reducing the need to use the car
- Maximizing public transport use
- Encouraging walking and cycling
- Reducing the need to travel to work

The site is accessible by a range of non-car modes which will be promoted through the TP. These are shown in Image 2. There is direct connection from the site to the pedestrian and cycle network via John Milne Avenue and Sir Isaac Newton Way, including off-carriageway footway/cycleways.

KBP Metrolink stop is located approximately 1km northeast of Plot M – an approximate 15-minute walk. Metrolink services operate between Rochdale, Oldham, and Manchester, and provide access to the wider Metrolink network including Manchester City Centre, Manchester Airport, Media City, the Etihad Campus, and settlements such as Bury, Ashton-under-Lyne, and Altrincham. Services stop at the business park every 12 minutes throughout the day, seven days a week.

KBP is served by TransDev bus services R4, R6, R7, which provide an hourly service, starting at around 5/6am and finishing 10/11pm, 7-days a week. These routes are illustrated in Image 3 overleaf.

Image 2: Active and Sustainable Travel Options



Source: TfGM (mappinggm.org.uk) / i-Transport notes

2.0 Aims, Objectives and Benefits

The purpose of a TP is to influence behaviour change towards active travel and sustainable modes of transport. In this context, the primary aim is to support the KBP TP in reducing the proportion of employees who travel to/from the site by single occupancy vehicle.

The following objectives are identified, to support the primary aim:

- 1 To inform employees about the travel options available
- 2 To promote and incentivise the use of non-car modes of travel
- 3 To monitor the use of cycle parking and increase this if required
- 4 To increase car sharing and effectively manage the use of the car park
- 5 To monitor the effectiveness of the TP

The travel plan will bring many benefits, including the following:

- For **employees** – improved travel options and potentially reduced personal travel costs; improved health through physical activity associated with walking and cycling; and potential reduction in commuter stress
- For **businesses** – benefits to recruitment and retention; potentially lower levels of employee absence; and contribution to Corporate Social Responsibility objectives
- For the **community** – reduced congestion on local roads and potential road safety benefits; improved air quality; reduced transport related noise; and enhancement of the area through the increased uptake in walking, cycling and use of public transport

Image 3: Bus Routes

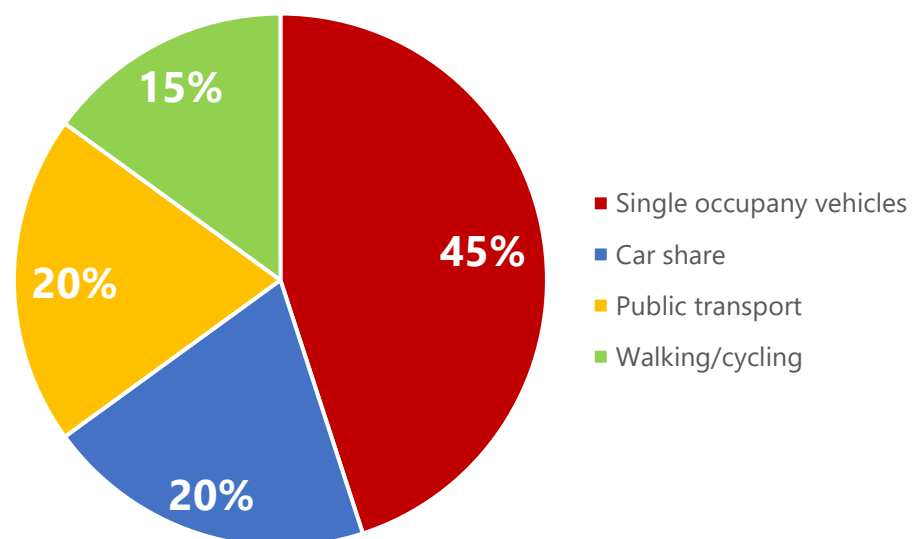


Source: TfGM / i-Transport notes

3.0 Targets

TP targets provide a means to measure the success of the TP. The targets reflect those of the KBP TP and include numerical mode split targets and action-based targets. The mode split targets shown in Image 4 relate to the main mode of travel by employees to/from the site. The targets apply for a five-year period following the initial baseline survey.

Image 4: Mode Share Travel Plan Targets



Source: KBP TP / i-Transport

Objective 1: Inform employees about the travel options available

Target 1	Ensure that all employees are aware of the range of travel options available
Indicators	- All new employees to receive a TP information leaflet - Update travel information to be made available on-site (e.g. through an employee noticeboard)

Objective 2: To promote and incentivise the use of non-car modes of travel

Target 2	45% of employees to walk, cycle or use public transport as the main mode for their journeys to/from the site
Indicators	Number and percentage employee trips by mode

Objective 3: To monitor the use of cycle parking and increase this if required

Target 3	For all employees to have access to cycle parking
Indicators	Monitor the usage of on-site cycle parking

Objective 4: To increase car sharing and manage the use of the car park

Target 4	20% of employees to use car share as the main mode for their journeys to/from the site
Indicators	Number and percentage employee trips by mode
Target 5	Effective management of the car park
Indicators	- Implement a car park management strategy - Monitor the usage of the on-site car park during the peak employment period of November and December

Objective 5: To monitor the effectiveness of the TP

Target 6	Undertake regular monitoring and review
Indicators	- Annual travel employees travel surveys - Routine monitoring of the use of the cycle parking and car park - Feedback from employees on TP matters

4.0 Implementation and Measures

4.1 Travel Plan Coordinator

The **Tenant** of each unit must appoint a Travel Plan Coordinator (TPC) and provide the contract details to GMPF, RBC and the KBP sitewide TPC. The TPC will oversee the implementation of the TP for that specific unit.

The **TPC** will be responsible for the following:

- Liaising with the KBP TPC and RBC
- Being the main point of contact in queries relating to the TP
- Preparing and distributing TP information leaflets to all employees
- Maintaining an up-to-date source of travel information (e.g. through an employee noticeboard)
- Managing the day-to-day delivery of the measures contained in the TP
- Promoting the TP to encourage interest and involvement of all employees
- Providing monitoring feedback to employees as necessary
- Monitoring the use of the cycle parking and car park
- Arranging employee travel surveys
- Collating feedback from employees on TP matters
- Preparing annual TP review reports



4.2 TP Information

The TPC will maintain an up-to-date source of travel information (e.g. through an employee noticeboard) and will prepare and distribute a TP information leaflet to all new employees upon their induction (or earlier). An electronic copy will also be saved where it is accessible to employees and kept up to date.

The TP information leaflet will include information on the following:

- Local walking and cycling routes, the nearby bus stops, Metrolink stations and timetables
- Useful links, including:
 - [KBP travel information](#)
 - [Bee Network journey Planner](#)
 - [TfGM live transport timetables](#)
 - [Walk Ride GM](#)
 - [Living Streets](#) (for walking)
 - [Sustrans](#) (for cycling)
 - [Liftshare](#) (for car sharing)
- A summary of the benefits of walking cycling and public transport
- Details on cycle parking and changing facilities
- Details of the 'Cycle to work scheme'
- Details of public transport season ticket discount and loan schemes
- Practical advice and tips
- Information on KBP walking and cycling groups
- Contact details for TP enquiries

4.0 Implementation and Measures

4.2 Car Parking Management

Upon commencement of their lease, each **Tenant** will be required to prepare a Parking Management Plan (PMP) specific to that unit, to manage peak demand. This will most likely be in November and December where a higher level of staff will be required to fulfill demand in the lead up to Christmas. Strategies could include:

- Car Share only bays – guaranteed parking for those who car share
- Managing spaces by employee's residence – with priority for those who live in areas with fewer options for active and sustainable travel; dispensation can be made for those with mobility issues
- Compulsory car free days – employees could be required to have one car free day every five days; this would effectively reduce the car park demand by 20%
- Tenants could consider charging for workplace car parking

The **TPC** will undertake the following:

- Set up a working group with employees to review the PMP and identify options for amendment to ensure that it is equitable.
- Obtain details of all staff vehicle registration numbers so that these can be logged onto an internal system
- Monitor the use of the car parking and log and conflicts/contraventions
- Monitor the use of the EV charging spaces and whether more EV chargers should be provided

4.3 Car Sharing

Car sharing involves two or more people sharing a car for their journey. Promoting and facilitating car sharing is effective at reducing peak congestion times and managing car parking demand. The benefits of car sharing also include cost savings for the sharing employees. Car sharers can be rewarded with dedicated priority parking spaces close to a building entrance. Employees will be encouraged to sign up with [Liftshare](#) to identify car share partners within KBP.

- **Tenants** should offer their employees who travel by car share a 'Guaranteed Ride Home', such as a free taxi ride, if their car share falls through.
- The **TPC** should promote Liftshare and keep a record of which employees travel by car share.



4.0 Implementation and Measures

4.4 Maximizing Public Transport Use

Employees will be provided with information (through the TP information leaflet and noticeboard) about the walking routes to the nearby bus stops and Metrolink stations (including time and distance); the destinations served by bus and tram; the timetables and ticket prices.

- **Tenants** should offer season ticket loans to all employees who travel to work by public transport.
- The **TPC** should liaise with the KBP TPC regarding any public transport ticket discounts negotiated with operators for employees of KBP.



4.5 Promoting and Facilitating Cycling

Cycling is comparatively cheap, offers reliable journey times and is environmentally friendly. Each unit has dedicated cycle parking and changing facilities for employees. Cycling will be encouraged, supported and facilitated through the provision of cycle route maps covering the local area information (through the TP information leaflet and noticeboard). In addition:

- **Tenants** must offer employees the opportunity to purchase bicycles and cycling equipment through the Governments 'Cycle to work' scheme, which provides a tax discount and payment in monthly installments
- **Tenants** must commit to increase the provision of cycle parking should the uptake in cycle travel increase
- The **TPC** should promote the health, fitness and time saving benefits of cycling, through specific events such as [National Bike Week](#), and awareness of cycling campaigns such as [Walk Ride GM](#) and [Sustrans](#)
- The **TPC** should liaise with the KBP TPC regarding any Bicycle User Groups for KBP
- The **TPC** should monitor the use of the on-site cycle parking and whether more stands are needed

4.0 Implementation and Measures

4.5 Promoting and Facilitating Walking

Walking is the most sustainable method of travel, has a number of proven health benefits, and is an important source of personal freedom. Walking is important for the vast majority of people, including those who use public transport or those without access to a car. It potentially has an important role to play in journeys to work, particularly for those living within two kilometres of their workplace. Walking is free and offers a predictable journey time. Furthermore, it does not cause negative impacts in the same manner as vehicular travel (e.g. emissions, pollutants, severance etc.). Walking is a form of active travel, which can offer a range of physical and psychological benefits to the individual.

Walking be encouraged, supported and facilitated through the provision of route maps covering the local area information (through the TP information leaflet and noticeboard). In addition:

- The **TPC** should promote the health and fitness benefits and cost saving benefits of walking, and awareness of walking campaigns such as [Walk Ride GM](#) and [Living Streets](#)
- The **TPC** should liaise with the KBP TPC regarding any walking groups for KBP
- The **TPC** should introduce a 'step challenge' for employees



5.0 Monitoring and Review

Monitoring of the TP will take place over a 5-year period, commencing with baseline surveys (to be undertaken within three months of initial occupation of each unit).

Monitoring will be undertaken by the TPC and will comprise:

- Regular monitoring of the use of the on-site cycle parking – to be reported quarterly
- Regular monitoring of the use of the on-site car – to be reported quarterly
- Annual employee travel surveys
- Feedback from employees on TP matters – to be collated as issues arise

The format of the employee travel survey will be agreed with RBC prior to being distributed. It will contain multiple choice questions asking staff for details on their home postcode, main mode of travel to the site, main reason for using that mode, and what would encourage them to use an alternative mode.

The TPC will prepare an annual monitoring report for submission to RBC. The report will collate the travel survey results, observations regarding on-site cycle parking and car parking, and employee feedback. The report will include an analysis of trends against previous years and brief details of any new measures undertaken throughout the past year. It will also include any relevant information on changes of personnel and brief details of plans for the coming year.

The report will identify progress against the targets and will provide an opportunity to review the TP measures.

The annual monitoring reports should comprise the following:

1. A survey of employee travel patterns, (main and preferred travel modes and home postcodes)
2. An analysis of the survey data
3. A summary of the current travel issues
4. An update of work carried out over the year pursuant to the TP
5. A summary of actions for the following year
6. A review of progress against the targets
7. Up to date contact details for the TPC
8. Appendices to contain any meeting notes, letters to employees etc

The monitoring and review will help identify what initiatives are 'working', any barriers to using any particular mode, and identify whether any further action is required to facilitate this. For example, the surveys may identify a need for more cycle parking due to higher demands, which can then be implemented the following year to further increase the rates of cycling.



6.0 Action Plan

Measures	Summary of Measures	Responsibility	Timescale
Management	Appointment of TPC	Tenant	Within 3 months of occupation
TP Information	Prepare and distribute TP information leaflet	TPC	Within 3 months of occupation and on-going
	Maintain an up-to-date source of travel information	TPC	Within 3 months of occupation and on-going
Car Parking Management	Prepare a Parking Management Plan specific to that unit	Tenant	Within 3 months of occupation
	Set up a working group with employees to review the PMP	TPC	Within 6 months of occupation
	Obtain details of all staff vehicle registration numbers	TPC	Within 6 months of occupation
Car Sharing	Implement a Guaranteed Ride Home scheme	Tenant	Within 3 months of occupation
	Promote Liftshare	TPC	Within 3 months of occupation and on-going
	Keep a record of which employees travel by carshare	TPC	Within 3 months of occupation and on-going
Maximising Public Transport	Offer season ticket loans	Tenant	Within 3 months of employment
	Liaise with the KBP TPC regarding any public transport ticket discounts	TPC	Within 6 months of occupation and on-going
Promoting and Facilitating Cycling	Register with the Governments 'Cycle to work' scheme	Tenant	Within 3 months of employment
	Promote cycling including events/campaigns	TPC	Within 3 months of occupation and on-going
	Liaise with the KBP TPC regarding any Bicycle User Groups	TPC	Within 6 months of occupation and on-going
Promoting and Facilitating Walking	Promote walking including events/campaigns	TPC	Within 3 months of occupation and on-going
	Liaise with the KBP TPC regarding any walking groups	TPC	Within 6 months of occupation and on-going
	Introduce a 'step challenge' for employees	TPC	Within 6 months of occupation and on-going

Measures	Summary of Measures	Responsibility	Timescale
Monitoring and review	Monitor the use of the car parking and log and conflicts/contraventions	TPC	Within 6 months of occupation and on-going
	Monitor the use of the EV charging spaces	TPC	Within 6 months of occupation
	monitor the use of the on-site cycle parking	TPC	Within 3 months of occupation and on-going (quarterly)
	Arrange a baseline employee travel survey	TPC	Within 3 months of occupation
	Arrange follow up annual employee travel surveys	TPC	On each anniversary of the baseline survey, for 5 years
	Prepare an annual monitoring report	TPC	Within 1 month of the annual travel survey (for 5 years)