



Travel Plan

Wuerdle Street,
Littleborough, Rochdale

Client: PossAbilities CIC



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	Name	Position
Written By	Edward Atherton	Graduate Transport Planner
Checked & Approved By	David Stoddart	Associate Director

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APPENDICES CONTAINED WITHIN TRANSPORT STATEMENT

1 INTRODUCTION

1.1 Purpose of Report

- 1.1.1 This Transport Statement (TP) has been prepared in support of a proposed development comprising a supported housing scheme (Land Use C2 – Sheltered Accommodation) which will include 17 apartments for adults with learning disabilities and 8 car parking spaces on land located at the junction of Wuerdle Street and Halifax Road in Littleborough, Rochdale OL16 2SQ.
- 1.1.2 Prime Transport Planning ('Prime') has been appointed by the applicant, PossAbilities CIC, to produce this TP.
- 1.1.3 Rochdale Borough Council (RBC) is both the Local Highway Authority (LHA) and Local Planning Authority (LPA) for the area.
- 1.1.4 The development proposals are very similar to Cherwell Green, an existing development (RBC planning reference 18/00751/FUL) by the applicant for 17 supported apartments for adults with learning disabilities off Cherwell Avenue in Heywood which is now occupied and managed by PossAbilities CIC.
- 1.1.5 This document has been prepared in accordance with the Government's *Planning Practice Guidance: Transport evidence bases in plan making and decision taking* (2015) and *Travel Plans, Transport Assessments and Statements* (2014).
- 1.1.6 This TP represents a commitment by PossAbilities CIC to ensure that the proposed development is accessible by sustainable modes of transport and every effort will be made to ensure that opportunities to encourage the use of sustainable modes, particularly walking, cycling and public transport, will be promoted.
- 1.1.7 This document has been prepared alongside a Transport Statement (TS) for the development proposal. As many highway and transportation details are pertinent to both documents, there is some repetition between the two and several of the TS Appendices are referenced in this document.
- 1.1.8 The measures and recommendations contained herein have been drawn based on information available and obtained in advance of the outline planning submission to which this report relates.
- 1.1.9 Reasonable checks have been carried out on any third-party information used in the preparation of this report but, nonetheless, Prime accepts no liability for the accuracy or otherwise of this data.
- 1.1.10 Third-party rights are excluded for the use of information contained within this report.

1.2 Scope of Report

- 1.2.1 Following this introduction, the remainder of this report is structured as follows:

- Section 2 describes the relevant local and national transport policy and guidance;
- Section 3 provides a description of the site, local highway network and a summary of the accidents on the surrounding road network;
- Section 4 details the development proposal, including the access strategy, parking arrangements and refuse collection;
- Section 5 details access to the site by sustainable modes of travel, which includes walking, cycling and public transport;
- Section 6 presents the potential trip generation of the proposed development;
- Section 7 discusses the measures of the TP; and
- Section 8 discusses the management of the TP.

2 TRANSPORT POLICY AND GUIDANCE

2.1 Introduction

- 2.1.1 It is important that any new developments conform to and complement national and local planning policy. This section details the policies that are relevant to this development.

2.2 National Planning Policy Framework

- 2.2.1 The current National Planning Policy Framework (NPPF) was published in September 2023 and sets out the Government's current planning policies. At the heart of the NPPF is '*a presumption in favour of sustainable development*' as detailed in paragraphs 10 and 11.

- 2.2.2 Section 9 of the NPPF, promoting sustainable transport, outlines the important role that the planning system has in facilitating sustainable development. It states in paragraph 105 that:

'Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions and improve air quality and public health.'

- 2.2.3 The document offers guidance for planning policies including:

- supporting appropriate mixes of land uses;
- minimising the number and length of journeys;
- actively involving local highway authorities, transport infrastructure providers and operators and neighbouring councils in order to align strategies and investments for supporting sustainable travel; and
- providing high quality walking and cycling networks and associated supporting facilities such as cycle parking.

- 2.2.4 Paragraph 110 of the NPPF provides direction for the assessment of sites for development, stating:

'...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;

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.'

2.2.5 In determining planning applications, 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.'

2.2.6 Paragraph 112 continues:

'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 difficulties 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.'

2.2.7 Section 8 of NPPF Promoting healthy and safe communities closely aligns with several of the principles of Travel Plans.

2.2.8 Paragraph 92 calls for developments to:

'...achieve healthy, inclusive and safe places which:

a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;

b) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of attractive, well-designed, clear and legible pedestrian and cycle routes, and high quality public space, which encourage the active and continual use of public areas; and

c) enable and support healthy lifestyles, especially where this would address identified local health and well-being needs – for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.'

- 2.2.9 Paragraph 113 highlights the need for planning applications for developments that will *'generate significant amounts of movement'* to be accompanied by a Transport Assessment or Transport Statement and a Travel Plan so that the *'likely impacts of the proposal can be assessed'*.

2.3 Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (2011)

- 2.3.1 This Transport White Paper, prepared by the Department for Transport (DfT), states its vision for a *'transport system that is an engine for economic growth, but one that is also greener and safer and improves quality of life in our communities'*.

- 2.3.2 It believes that *'we can build the balanced, dynamic low carbon economy that is essential for our future prosperity'* by improving sustainable transport links and investing in new projects that *'promote green growth'* but importantly states that *'investment on its own is not enough – we also need to help people to make transport choices that are good for society as a whole'*.

- 2.3.3 The paper makes the pertinent point that *'two thirds of journeys are under five miles – many of these could be easily cycled, walked or undertaken by public transport'* but practical alternatives to private car use must be made more attractive. Their research suggests that a *'substantial proportion of car drivers would be willing to drive less, particularly for shorter trips'*.

- 2.3.4 It recognises that sustainable modes of travel are not viable alternatives to private car travel for all journeys, particularly those in rural areas or long distance trips. Greener car technologies will develop over the long term but *'sustainable travel initiatives are available now, and will continue to have benefits for congestion and wealth'*. It states that short, local journeys are where the greatest opportunities for encouraging sustainable travel lie.

- 2.3.5 In terms of how sustainable transport choices can be encouraged, the White Paper believes that *'it is at the local level that most can be done to enable people to make more sustainable transport choices'*. At this level it can be a mix of smaller-scale transport schemes and citizens acting together which can facilitate the effective delivery of local transport solutions that are *'developed for the places they serve, tailored for the specific needs and behaviour patterns of individual communities'*.

2.4 National Climate Change Agenda

- 2.4.1 In 2019 the UK Government made an Order to The Climate Change Act of 2008. Through this Order, the Government committed to make the UK a 'net zero' emitter of greenhouse gases by 2050 relative to 1990 emission levels. One way to help achieve this is to reduce greenhouse emissions caused by road traffic, with the Government announcing the ban of new petrol and diesel engine cars by 2030, outlining a clear shift toward electric vehicles, whilst at the same time continuing to encourage active travel (walking and cycling) as well as public transport use.
- 2.4.2 The proposed development offers the opportunity to closely align with central Government's climate change agenda.

2.5 Greater Manchester Transport Strategy – 2040

- 2.5.1 First published in 2017 by Transport for Greater Manchester (TfGM), the *Greater Manchester Transportation Strategy 2040* is the Local Transport Plan for the region. The strategy links into supporting the wider Greater Manchester Spatial Framework and provides the focus on transport leading towards 2040, therefore focusing on long term transportation challenges for the wider area.
- 2.5.2 The vision is for Greater Manchester to have *'World Class connections that support long-term sustainable economic growth and access to opportunity for all'*. The Critical Transport Challenges for Greater Manchester are identified as:
- *'Supporting Sustainable Economic Growth;*
 - *Improving Quality of Life;*
 - *Protecting our Environment; and*
 - *Developing an Innovative City Region'.*
- 2.5.3 Of importance to this development is Part 3 which deals with 'Travel Across the Wider City-region' and in particular the need to promote journeys by walking, cycling and public transport, stating in paragraph 312:
- 'Travel to work at locations such as Trafford Park is dominated by the car and people who do not have access to one are often unable to consider working there. This contributes to high levels of car use and congestion as well as creating a barrier to opportunity.'*
- 2.5.4 As such, this report will look at the accessibility by sustainable modes including active transport and the positioning of the site within the wider highways network.

2.6 Our Five Year Transport Delivery Plan (2021 – 2026)

- 2.6.1 This document was published in January 2021 and sets out what Greater Manchester wants to achieve between 2021 and 2026 as the first steps towards delivering their vision for transport. It sets out the

practical actions planned to deliver the Greater Manchester Transport Strategy 2040 and achieve the ambitions of the Greater Manchester Combined Authority (GMCA) and the Mayor, providing a coordinated approach to transport investment.

2.6.2 In particular this document focuses on tackling climate change, improving air quality, supporting recovery from the Covid-19 pandemic, tackling social exclusion and helping to deliver expected housing and employment growth.

2.6.3 From a transport perspective the focus will therefore be on investing in walking, cycling and public transport networks, better integrating the existing transport system and developing major sustainable transport schemes for delivery in the medium and long term. In summary, the main programme includes:

- Bus services - expanding network and improving reliability;
- Metrolink - investing in new fleet and new stops to support potential developments;
- Rail Service - improving existing rail infrastructure and developing new station proposals;
- Street network - investment in walking and cycling schemes; and
- Integrated network - integrating the entire transportation network to ensure smooth running and limited environmental impact.

2.7 Rochdale Core Strategy (2016)

2.7.1 The Core Strategy was adopted by RBC in 2016. It outlines the long term spatial strategy for up to 2028 and sets the following Spatial Vision:

‘To become a prosperous borough: to grow our economy and develop our place through cooperation and partnership, improving the lives of local people.’

2.7.2 There are five Strategic Objectives (SO) to help deliver the Spatial Vision, with SO5 related to travel and transportation as follows:

‘1. Directing development to the most accessible locations or those that can be made more accessible by public transport;

2. Improving strategic transport connections including links with Manchester city centre and key destinations in and beyond Greater Manchester;

3. Improving access to the public transport network;

4. Promoting transport improvements that enhance access to town and local centres and employment areas (existing and new) within and outside the borough; and

5. Ensuring new development contributes to transport improvements and the use of public and other sustainable transport.’

2.7.3 There are two policies associated with SO5 as follows:

- T1 – Delivering sustainable transport; and
- T2 – Improving accessibility.

2.7.4 We acknowledge that T2 sets thresholds for Transport Statements, Transport Assessments and Travel Plans with the scale of this development being below the thresholds for a TS and TP however, as RBC Highways has concerns regarding the strategic importance of Halifax Road, these documents have been requested.

Parking Standards

2.7.5 Appendix 5 of the Core Strategy include RBC's parking standards with the following being applicable to Sheltered Accommodation:

Table 2.1: RBC Residential Dwelling Parking Standards

Maximum Standard for Car Parking	Minimum Standard for Cycling Space Provision	Disabled Car Parking (Minimum)
1 per 3 beds	1 space per 40 beds (2 minimum)	10% of Total Capacity (below 12 spaces)

2.7.6 Whilst RBC's parking standards are recognised, it is important to acknowledge the bespoke nature of the development, with the site specific parking provision discussed in Section 4.5.

2.8 Rochdale Borough Transport Strategy (2014)

2.8.1 The Rochdale Borough Transport Strategy sets a framework for the development of transport improvements across the borough up to 2026. It aims to deliver a vision that:

'By 2026, Rochdale Borough will have a safe, affordable, sustainable, reliable, accessible and integrated transport network that offers travel choice for all, serves its communities, tackles air quality and climate change, enhances social inclusion, public health and supports the regeneration and economic growth of the local area.'

2.8.2 The strategy has seven long term objectives with the following four being applicable to this development:

- More & safer cycling;
- Walk in the right direction;
- Smarter travel – tackle congestion; and
- Connecting people & places.

2.9 Manual for Streets

2.9.1 *Manual for Streets* (MfS) was published on behalf of the DfT and Communities and Local Government in March 2007 and provides advice for the design of residential streets in England and Wales. Whilst the document was prepared to focus on residential street design, it is commonly accepted that its principles are applicable to other streets and roads, particularly those that serve a 'place' function where pedestrians, cyclists and public transport users should be given importance over private vehicular traffic.

- The guidance addresses many common design principles and discusses detailed design issues, often presenting recommended design criteria. Some of the key principles of MfS include:
- The need to shift from focusing on designing for motor vehicles to designing streets around the needs of pedestrians, cyclists and public transport users which in turn enhances safety;
- Good design can help to create and strengthen a sense of place and community;
- Creating streets that are permeable and offer good quality connections to main destinations for all road users;
- Inclusive design that recognises the needs of people of all ages and abilities; and
- Cost-effective construction often by avoiding over-designing.

2.9.2 In September 2010 a companion document *Manual for Streets 2 - wider application of the principles* (MfS2) was published. This document expands on some of the design principles of MfS and provides examples of places where designs based on these principles have been implemented.

2.10 Summary

2.10.1 This section has outlined national and local transport policies and guidance which are applicable to the development site. How the site conforms to and complements these policies and guidance will be discussed in the following sections of this report, where relevant.

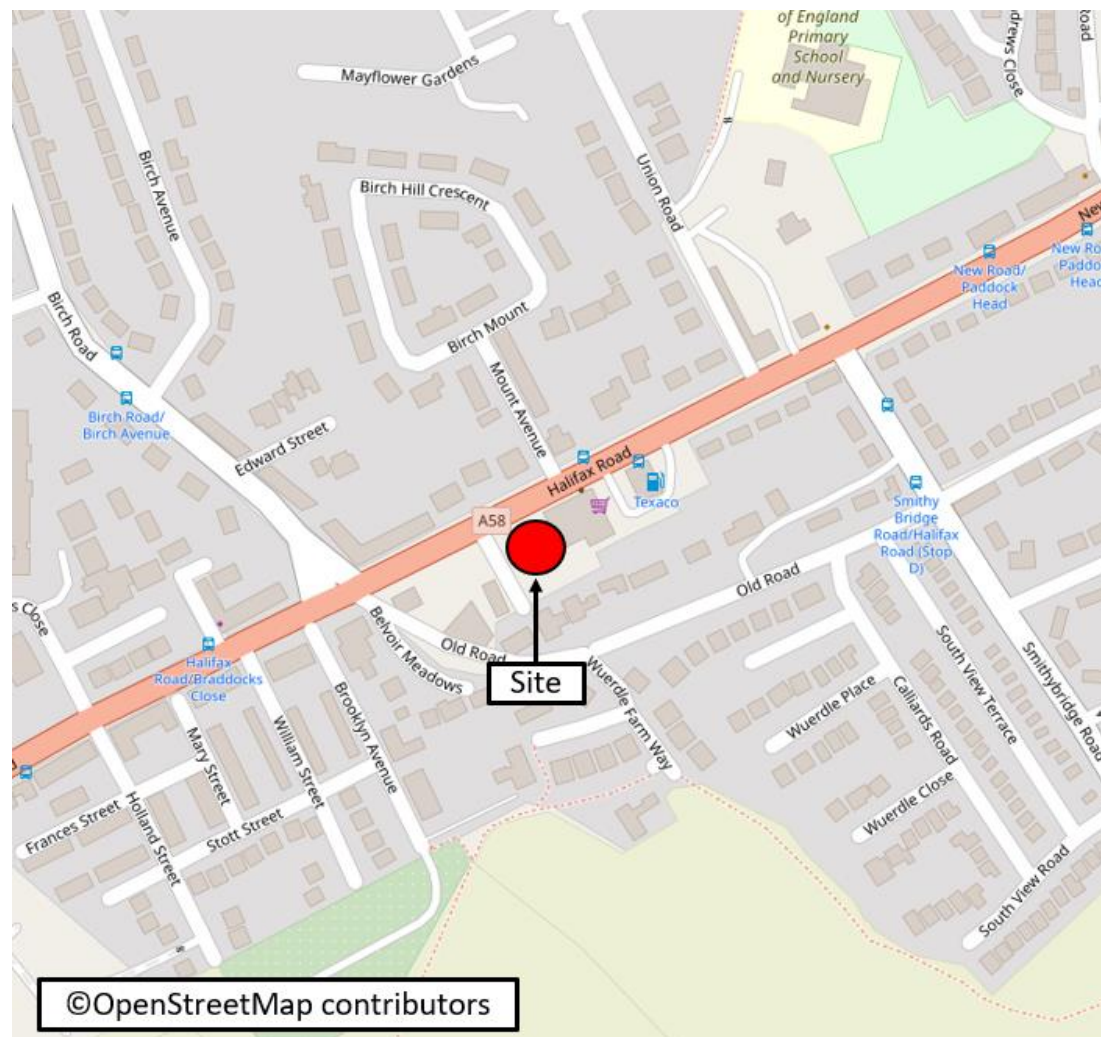
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3 EXISTING SITUATION

3.1 Site Description

- 3.1.1 The proposed development is located on previously developed land located at the junction between Wuerdle Street and Halifax Road near Littleborough, circa 3.5km north-east of Rochdale town centre. The site was previously in use as a petrol filling station (PFS) but has lay vacant for a number of years.
- 3.1.2 The site has a circa 30m long frontage along the A58 Halifax Road which forms the site's northern boundary. To the south the site is bordered by houses, to the west by Wuerdle Street, and to the east by a Spar convenience store and PFS.
- 3.1.3 The location of the site in the context of the local highway network is illustrated in image 3.1 below.

Image 3.1: Site Location and Surrounding Highway Network



3.2 Local Highway Network

A58 Halifax Road

- 3.2.1 Running in a south-west to north-east alignment, the A58 Halifax Road is an 'A' classified distributor road. The road provides the main connection to Rochdale from the districts of Smallbridge and Littleborough and, in the vicinity of the site, features two lanes in each direction and measures circa 11m in width. In the vicinity of the site, the road is characterised by a mix of residential and commercial uses.
- 3.2.2 Circa 60m west of the site frontage, a signalised junction regulates the movement of traffic where Birch Road meets Halifax Road from the north with push-button pedestrian crossings, guard rails and tactile paving also being provided. Within the vicinity of the site, Halifax Road is subject to a 30mph speed limit as indicated by the presence of street lighting.
- 3.2.3 Footways are provided on both sides of the road and are generally circa 2-2.5m wide, although the footway abutting the site frontage measures circa 4m wide. Dropped kerbs are provided at junctions enabling pedestrians with mobility problems to cross safely.
- 3.2.4 Halifax Road is served by numerous bus stops. The nearest of these is circa 30m east of the site frontage and consists of a flag and pole arrangement and timetable information. More details on local bus services are provided in Section 5 of this TS.

Wuerdle Street

- 3.2.5 Wuerdle Street is a short, unadopted road which provides vehicular access to four terrace dwellings situated along the western side of the road where a circa 1.5m wide footway is present. The road runs in a north-south alignment and measures circa 40m in length and circa 6m in width, although it widens to circa 13m at its southern end to provide a turning head for vehicles. Wuerdle Street connects to Halifax Road at the site's north-western corner via a priority controlled junction.
- 3.2.6 Wuerdle Street forms a stub at its south-eastern end which previously facilitated access to the rear of the site when it was in use. Wuerdle Street falls down a gradual gradient from Halifax Road to its southern extent.
- 3.2.7 Immediately north of the houses, situated on the corner of Wuerdle Street and Halifax Road, there exists a small brownfield parcel of land within the ownership of the applicant, measuring circa 14m x 10m. It takes access from Wuerdle Street however, on the day of Prime's site visit, it was unoccupied.

4 DEVELOPMENT PROPOSALS

4.1 Development Description

- 4.1.1 The planning application which this TS supports will be for full planning permission for the development of 17 x 1-bed apartments for adults with learning disabilities and associated infrastructure. It is proposed that the site will have 8 car parking spaces two of which will be accessible spaces.
- 4.1.2 A Proposed Site Plan (PSP) has been produced by Ryder Architecture and forms part of the supporting documentation for the planning application. It is not included within this document as it has the potential to be revised up to the point of submission and therefore, to avoid conflicting and superseded layouts being submitted within the various planning documents, it has been omitted from this report. The supporting documents should be available via the RBC online planning portal.
- 4.1.3 The PSP shows that the apartment building, its courtyard and car park will be located on the eastern side of Wuerdle Street. The brownfield land to the west of Wuerdle Street will form the construction compound and has the potential for future development which will be subject to a separate planning application.

4.2 Recent Planning History

- 4.2.1 The site benefits from planning permission for 6 dwellings as part of the planning permission for the Spar and PFS (RBC planning ref. 06/D47004), however the houses were never built.

4.3 Proposed Vehicular Access

- 4.3.1 The existing vehicular access from Wuerdle Street will be continued into the proposed car park, ramping down a slight gradient. Access to the existing row of terraced houses on the western side, will be retained.
- 4.3.2 During the initial pre-application discussions (TS Appendix A), RBC Highways requested improvement to Wuerdle Street, particularly the provision of a footway on the eastern side. The road has therefore been narrowed to the standard access width of 5.5m which facilitates a 1.3m wide footway on the eastern side with no changes required to the 1.5m footway on the western side. 3m corner radii will be provided at the junction with Halifax Road.
- 4.3.3 Visibility splays of 2.4m x 43m in accordance with MfS guidance for speeds of 30mph, the speed limit of Halifax Road, easily achievable. The visibility splays and proposed access dimensions are shown in Drawing P23071-001 in TS Appendix B.

- 4.3.4 The caravan and motorhome that are regularly parked on Wuerdle Street are technically parked on private land without permission and will need to be parked elsewhere when construction commences. The applicant will contact the owners of the vehicles to request this.

4.4 Proposed Pedestrian/Cycle Access

- 4.4.1 Pedestrians and cyclists to and from the site will also be able to utilise the aforementioned Wuerdle Street access via the existing and proposed footway, accessing centrally through the courtyard. A second pedestrian access will be provided from Halifax Road via a gated passageway at the eastern edge of the site.

4.5 Parking Provision

- 4.5.1 The abovementioned PSP shows the site will have provision for 8 x car parking spaces, two of which will be reserved for blue badge holders. An electric vehicle (EV) charger will be located where it will be accessible for at least one standard space and at least one disabled space. The applicant proposes that six of the spaces will be for staff and visitors, with the other two offered to the existing residents of Wuerdle Street to provide them with the opportunity to park off-street.

- 4.5.2 The applicant's parking requirements are somewhat bespoke and informed by their Cherwell Green development in Heywood which also consists of 17 x 1-bed apartments for adults with learning disabilities. To help better understand the parking requirements of the development, the applicant has provided the following further details of the nature of the level of support that will be available:

- Tenants will have good levels of independence. Low levels support will be provided depending on individual needs;
- Tenants will likely have mild learning disabilities which may include Down's Syndrome and autism spectrum disorders; and
- Residents will very unlikely drive/own a car.

- 4.5.3 The applicant's proposed parking requirements are therefore for staff and visitors only. The proposed staffing arrangements, again based on Cherwell Green, are as follows:

- Maximum number of staff at any one time: 6;
- Minimum number of staff at any one time: 1;
- Shift start times are staggered, usually 8, 9, 10 and 11am;
- After 5pm staff numbers reduce, eventually down to 1; and
- Not all staff drive.

- 4.5.4 The final point is particularly pertinent given the good range of sustainable transport options local to the site as detailed in Section 5. The applicant is committed to promoting an encouraging sustainable travel as outlined in the TP that supports this application. Such sustainable travel options will be

particularly applicable to staff and visitors, though residents may also be able to utilise them, with or without a chaperone, depending on the nature of their conditions.

- 4.5.5 On the basis of all of the above, the 8 parking spaces will be sufficient to accommodate the parking demand generated by the site. Even if, in a worst case scenario, every staff member chooses to drive to work there will still be enough parking spaces for all 6 employees. If as expected, at least one or two staff members travel to work by sustainable means there will be ample spare capacity in the proposed car park.
- 4.5.6 There is ample space for at least four cars to park outside of the four terraced properties on Wuerdle Street as per the current arrangement. The two parking spaces offered for these residents within the site means that there should be space for at least six cars in total for these residents, equivalent to a parking ratio of 1.5 spaces per property, which we assume to be 2-bed dwellings; the 1.5 ratio is a common parking standard for other authorities in the country.
- 4.5.7 At least two cycle parking spaces will be provided in a secure location.
- 4.5.8 We consider the car and cycle parking to be in line with RBC's standards as shown in Table 2.1.

4.6 Summary

- 4.6.1 The existing vehicular access from Wuerdle Street will be enhanced to provide a footway on the eastern side at the request of RBC Highways and utilised to serve the proposed development in an arrangement similar to the previous use on the site.
- 4.6.2 Pedestrians and cyclists will also be able to make use of the Wuerdle Street access which leads to the main building entrance via the courtyard along with a separate access via the proposed passageway off Halifax Road.
- 4.6.3 8 parking spaces will be provided in total with 6 parking spaces to be provided for staff and visitors. Given that the future residents will not drive due to their medical conditions, coupled with the low number of staff, the proposed 6 parking spaces will provide ample parking capacity. 2 spaces will be offered to the existing residents of Wuerdle Street who will still be able to park outside of their properties.
- 4.6.4 The principles of the proposals also help the site to conform with the MfS principle of not overdesigning for occasional vehicle movements and NPPF guidance including paragraph 110 in terms of providing opportunity to promote sustainable modes of transport and providing safe and suitable access to the site for all users, as well as paragraph 112 in terms of giving priority to pedestrian movements, addressing the needs of people with disabilities and creating a safe, secure and attractive place that minimises scope for conflict between pedestrians, cyclists and vehicles.

- 4.6.5 In line with NPPF paragraph 111, the site will not cause an unacceptable impact on highway safety, therefore the development should not be refused on highway safety grounds.
- 4.6.6 Additionally, the development proposals are commensurate with local planning policy, with the parking provision being in line with the requirements set out in the Rochdale Core Strategy under Policy T2 – Improving Accessibility. The development proposals are also compliant with the accessibility hierarchy set out in Policy T2 which requires new developments to prioritise the safety and accessibility of people with mobility issues, pedestrians and cyclists.

5 ACCESS BY SUSTAINABLE MODES

5.1 Introduction to Sustainable Modes of Transport

- 5.1.1 National and local transport planning policy centres on the importance of sustainable development, meaning that new developments should be located in areas where there is access to sustainable modes of travel, or where sustainable modes of travel can be introduced. The *National Design Guide* (2021) defines sustainable transport modes as:

‘Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, low and ultra low emission vehicles, car sharing and public transport.’

- 5.1.2 Walking, cycling and public transport are commonly regarded to be the most sustainable modes of transportation. This section of the report will describe how the site can be accessed by these modes.
- 5.1.3 As mentioned previously, it is unlikely that any of the future residents of the site will be car owners. Furthermore, based on the client’s existing Heywood site, it is likely that some of the staff will be relying on means of transport other than the private car. It is therefore crucial that the site is accessible by sustainable modes that will be more suitable for the needs of the site’s future residents and staff.

5.2 Access on Foot

- 5.2.1 The streets in the vicinity of the site feature good quality pedestrian infrastructure in the form of footways, street lighting and road crossing points, some of which being traffic signal controlled. Furthermore, these facilities link up to the broader pedestrian infrastructure network, enabling pedestrians from the site to walk to nearby amenities, district centres and residential areas. Hence, it is reasonable to conclude that walking to and from the site will be both convenient and safe.
- 5.2.2 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled *Providing for Journeys on Foot* (2000) suggests walking distances which are relevant to this application. These distances are shown below in Table 5.1.

Table 5.1: Suggested Acceptable Walking Distances

Criteria	Town Centres (m)	Commuting/School/ Sightseeing (m)	Elsewhere/Local Services (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Source: CIHT Document ‘Providing for Journeys on Foot’ (2000)

- 5.2.3 The site's location on the Halifax Road means that it is within the CIHT's recommended 1200m walking distance of a range of amenities and local services. These include, but are not limited to, two convenience stores, several pubs and restaurants, Smallbridge library, two churches, Birch Hill Hospital and Smithy Bridge railway station. Therefore the site location is accessible on foot for day-to-day services from a resident and staff perspective.
- 5.2.4 Furthermore, most of the Littleborough, Wuerdle, Smithy Bridge, and Buckley areas are within the CIHT's recommended 2000m walking distance for commutes to work. Given that these areas are largely residential, the site will be accessible for any staff based locally and indeed visitors living in the local area.

5.3 Access by Cycle

- 5.3.1 It is widely recognised that cycling can offer an attractive alternative to short car trips, particularly those under 5km, but also as part of longer journeys by public transport.

- 5.3.2 The CIHT document Cycle Friendly Infrastructure (2004) states in paragraph 2.3 that:

'Three quarters of journeys by all modes of travel are less than five miles (8km) and half under two miles (3.2km) (DoT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person.'

- 5.3.3 Given this observation, it is reasonable to conclude that a significant range of local services and residential area will be within cycling range of the site. An 8km catchment covers all of Rochdale which not only opens up a wide range of local amenities to cyclists to/from the site, but also means that a potential future employees and visitors will be able to access the site by bicycle.
- 5.3.4 The site benefits from being located circa 900m from National Cycle Network Route (NCNR) 66 which connects Sowery Bridge in West Yorkshire to Manchester. The route runs along a broadly south-west to north-east alignment and facilitates convenient cycle connections between the site and Rochdale. The route also connects to NCNR 92 which runs in a north-south alignment through the villages of Whitworth and Shawforth. From the site, cyclists will be able to access NCNR 66 via the Smithy Bridge Road, a largely residential road featuring a cycle lane along most of its length.
- 5.3.5 The cycling infrastructure within the vicinity of the site is of reasonable quality and provides convenient connections to nearby urban areas, including Rochdale. Having good quality cycle infrastructure so close to the site will ensure that cycling is an attractive option for everyone, including less experienced cyclists. As mentioned in Section 4.6, secure cycle parking will be provided within the development. The proposed development is therefore considered to be accessible via bicycle for future residents, staff and visitors to the site.

5.4 Access by Bus

- 5.4.1 The CIHT document '*Planning for Public Transport in Developments*' (1999) recommends a walking distance of up to 400m to bus waiting facilities from new developments, which is equivalent to a five-minute walk based on approximately a 1.4m/s walking speed.
- 5.4.2 As mentioned in Section 3.2, Halifax Road is well served by bus stops. The nearest of these, referred to as '*Mount Avenue, Halifax Road, Wuerdle*', is circa 30m from the site frontage. A summary of the services that can be accessed from this stop is provided in Table 5.2.

Table 5.2: Summary of Local Bus Services

Service	Route	Weekday Frequency	Weekend Frequency	
		Monday - Friday	Saturday	Sunday
456	Littleborough - Rochdale	30 minute freq.	1 hr. freq.	1 hr. freq.
457	Stansfield - Rochdale	1 hr freq.	1 hr freq.	1 hr freq.
458	Littleborough - Rochdale	1 hr freq.	1 hr freq.	No service
587	Rochdale - Waterhouse Street	1 hr freq.	1 hr freq.	2 – 3 hr freq.
590	Rochdale - Crown Street	30 minute freq.	30 minute freq.	1 hr freq.

Source: [Plan Your Journey | Traveline](#)

- 5.4.3 The above table demonstrates that the bus services which run in proximity to the site provide convenient, high frequency connections to Rochdale and surrounding towns. This is particularly convenient given that the bus stop at *Mount Avenue, Halifax Road, Wuerdle* is located so close to the site, ensuing that passengers will not have to combine their bus journey with a lengthy walk to/from the site.
- 5.4.4 Given the above, bus travel is considered to be a viable mode of transport and provides a convenient choice for future residents as well as staff and visitors to the site.

5.5 Access by Rail

- 5.5.1 Smithy Bridge train station is located off Smithy Bridge Road around 900m to the south-east of the site which can be walking in around 13-minutes or cycled in around 4-minutes. The station is on the direct line to Manchester Victoria which can be reached in circa 18 minutes via Rochdale which can be accessed in circa 4 minutes. At peak times the service runs every 30 minutes. Given the station's proximity to the site and the frequency of services, it is reasonable to conclude that travel to and from the site by rail will be a viable option for both future staff and residents.

5.6 Summary

- 5.6.1 This section of the report has demonstrated that the site is in a sustainable location where a range of local amenities and services, as well as neighbouring local settlements, are within nationally recognised acceptable walking and cycling distances.
- 5.6.2 The local bus and rail services provide frequent connections to the main urban centres in the area. The site benefits from being located close to these well-serviced bus stops and the local train station. This ensures that people travelling to and from the site will not have to combine their bus/rail journeys with lengthy walks. All of this means that public transport should be a viable option for residents, staff and visitors to the site.
- 5.6.3 Given that all of the site's future residents and some of its staff will not be car owners, the excellent accessibility of the site via sustainable modes of transport will ensure that the site is ideally located to meet the transportation needs of future residents and staff.
- 5.6.4 A key theme of national and local transport planning policy is that development should be located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. As detailed in Section 2 of this report, the NPPF states that *'significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes'*, as well as providing *'safe and suitable'* access for all.
- 5.6.5 Policy T1 of the Rochdale Core Strategy sets out the borough's *commitment to prioritising low and non-carbon modes of travel* and emphasises the importance of *making best use of existing transport infrastructure*. Furthermore, the accessibility hierarchy detailed in Policy T2 requires new developments to prioritise the movements of people with mobility impairments, pedestrians and cyclists. Section 4.5 of the Rochdale Borough Transport Strategy explains that *'developers will be encouraged to link to or enhance existing pedestrian in their proposals.'* The proposals therefore align with local policy.

6 TRIP GENERATION

6.1 Introduction

- 6.1.1 This section of the report details the methodology used to forecast the vehicular demand associated with the development proposals. It then provides an assessment of the impact that the scheme is likely to have on the local highway network.
- 6.1.2 The assessment undertaken follows an industry standard methodology and represents a robust assessment. Additionally, following detailed input from the client, Prime are able to compare the trip generation exercise presented below to the operational practices of the client's existing Cherwell Green site in Heywood. The Heywood scheme is also a 17 apartment supported housing scheme and, therefore, represents a fair comparison for these new proposals.

6.2 Vehicular Trip Generation

- 6.2.1 The TRICS database has been used to forecast the two-way trips the proposed development will generate. The detailed TRICS output is provided in Appendix C of this TS however, in sum, Land Use '03' (Residential) and Category 'F' (Sheltered Accommodation) were selected and sites in Greater London and Ireland were filtered out of the survey selection given their either end of the spectrum levels of public transport provision.
- 6.2.2 Table 6.1 presents the forecast 12-hour trip rates and trip generations associated with a typical sheltered accommodation development. The tradition highway network peak hours are presented in bold.

Table 6.1: Forecast Trip Generation for Development Proposals

Time	Trip Rates			Trip Generation		
	Arrivals	Departures	Totals	Arrivals	Departures	Totals
07:00-08:00	0.053	0.062	0.115	1	1	2
08:00-09:00	0.077	0.074	0.151	1	1	2
09:00-10:00	0.116	0.151	0.267	2	3	5
10:00-11:00	0.154	0.151	0.305	3	3	6
11:00-12:00	0.172	0.142	0.314	3	2	5
12:00-13:00	0.107	0.122	0.229	2	2	4
13:00-14:00	0.125	0.166	0.291	2	3	5
14:00-15:00	0.113	0.110	0.223	2	2	4
15:00-16:00	0.119	0.095	0.214	2	2	4
16:00-17:00	0.163	0.125	0.288	3	2	5
17:00-18:00	0.083	0.089	0.172	1	2	3
18:00-19:00	0.068	0.071	0.139	1	1	2

- 6.2.3 The above demonstrates that similar developments for the same quantum will typically generate around 2 to 3 two-way trips during the network AM and PM peak hours respectively. Numbers this low will have a negligible impact on the local highway network. There is some minor fluctuation in the number of two-way trips generated by the site over the course of the day. However, the numbers are consistently low and never exceed 6 two-way trips in an hour.
- 6.2.4 The methodology presented above is essentially the same as that which was employed as part of the TS produced in support of the application (18/00751/FUL) for the Cherwell Green site, apart from time-sensitive elements. Indeed, the two-way trip generation during network peak hours presented above is identical to that of the Cherwell Green scheme (2 and 3 two-way trips during network AM and PM peak hours respectively). This is unsurprising given the similarity of the two schemes and suggests that the above ought to be acceptable to RBC.
- 6.2.5 It should also be noted that the trip generation exercise presented above does not take into consideration the fact that none of the site's future residents will be drivers and therefore represents a highly robust assessment. In reality, the majority of two-way trips likely to be associated with the development will be generated by members of staff.
- 6.2.6 Prime have been informed by the client that no more than 6 staff members are on-site at any one time at the Cherwell Green site, with a minimum of 1 staff member on-site. Additionally, staff at Cherwell Green operate on a staggered shift pattern with future staff at the proposed development likely to operate on the same basis. The effect of this will be to disperse staff arrivals over a period of several hours, usually between 08:00 and 11:00, thus reducing the impact on the highway network during the AM peak. In the evening staff departure times are also staggered, with the staff numbers reducing after 5pm which, again, will reduce the impact on the highway network during peak hours.
- 6.2.7 It is important to noted that not all staff will drive. It is understood that some of the staff at Cherwell Green travel to work by alternative means. Given the high quality nature of the local pedestrian, cycling and public transport infrastructure detailed in Section 5 of this TP, and promoted through this TP, it is likely that the true number of two-way trips generated by the site will be lower still than what has been presented above.

6.3 Targets

- 6.3.1 Given the modest scale of the scheme and relatively low trip generation detailed above, there is limited benefit to setting targets and committing to regular monitoring through travel surveys. However the applicant will ensure that sustainable travel is promoted and encouraged through the measures detailed in the following section.

7 MEASURES

7.1 Introduction

- 7.1.1 It is important that TP measures are appropriate for the development and have realistic potential to influence the increased uptake of sustainable modes of transportation. It is also important that appropriate measures are implemented that influence travel behaviour in the short, medium and long term.
- 7.1.2 Not only should measures be realistic, but it is critical that resources are made available to allow their effective implementation. Therefore, the roles and responsibilities of all parties involved, particularly the LHA and the eventual Travel Plan Coordinator (TPC) for the site, should be presented, discussed and agreed at the earliest opportunity.
- 7.1.3 Specific targets to reduce single occupancy car use will not be set given that the development quantum falls below the traditional 80 dwellings threshold for target setting and as the forecast levels of private car use are limited, coupled with the site's highly accessible location and TP measures offered.
- 7.1.4 This section will present potential measures to help promote sustainable travel modes for all site users. Some of these measures will be collective and apply to all modes of sustainable transport and user groups while others will be specific to a mode or user group.

7.2 Reducing the Need to Travel by Private Car

- 7.2.1 Section 5 of this TP has described how the site is well located in terms of being within nationally recognised walking and cycling distance to local amenities. It also demonstrated how public transport may provide viable and convenient modes of travel for a range of journey types. In addition, Sections 3 and 5 have stated that the local highway network is conducive to walking and cycling trips, with established and well-lit footways provided.
- 7.2.2 It has also been stated that due to the nature of their medical conditions, it is anticipated that no residents will drive, though they may be able to make use of sustainable modes of travel, potentially with or without escorts (staff, relatives etc.).
- 7.2.3 In addition, the emergence of home deliveries from large supermarkets and online retailers has the potential to further reduce the need for travel for residents. There is an opportunity for the developer to promote these alternatives and raise awareness of the potential time, cost and environmental savings of home deliveries, both in relation to the large supermarket chains including Sainsbury's, Asda, Tesco and Morrisons, as well as online retailers such as Ocado and Amazon. Many of these retailers allow purchases to be delivered on a specific day and some between a specific time window

to ensure that someone is home to accept the delivery. It is anticipated that appropriate arrangements for deliveries will be provided.

7.3 Welcome Packs and Travel Packs

7.3.1 Each new resident will be provided with a Welcome Pack which will be produced by the developer, potentially with input from RBC. Such packs will be essential to educating and informing the future residents of the scheme, of the sustainable transport modes available to them and the benefits they can have for them including time and cost savings, supporting a healthy lifestyle and minimising their carbon footprint. They are therefore essential to the promotion of what this TP aims to achieve.

7.3.2 Typically, the content of a Welcome Pack would include:

- Introduction to the TP concept dealing with objectives and benefits;
- Educational literature on the health benefits of walking and cycling and the environmental benefits of sustainable modes of transport;
- Walking and cycling routes, maps and information, including walking on RBC's website and links to localised cycling routes/information and maps on the network ([Walking and cycling - Visit Rochdale](#));
- Promotion of the Walk It route planner for the wider area ([Walking route planner - United Kingdom | RouteYou](#));
- Public transport route maps and timetables;
- Weblinks to travel planning and public transport websites;
- Contact details for local taxi companies; and
- Details of the appropriate TP co-ordinator.

7.3.3 In addition, staff will be provided with travel packs which will contain much of the same information as the welcome packs including walking, cycling and public transport routes to neighbouring residential areas.

7.4 Travel Notice Boards

7.4.1 Travel notice boards will be positioned in key communal areas, particularly the lobby or the area outside of the staff office, and will reproduce some of the information contained in the welcome packs, particularly walking, cycling and public transport routes and public transport timetables or links to the timetables.

7.4.2 This information will be updated periodically by the TPC and the location of the boards will be communicated to all residents, employers and visitors.

7.5 Measures to Encourage Walking

7.5.1 Walking is considered to be the most sustainable and accessible mode of travel. It also has the benefit of zero carbon emissions and significant health benefits, with doctors recommending 150 minutes of activity per week to keep your body healthy and prevent illness including heart disease, cancer and diabetes (<https://www.nhs.uk/live-well/exercise/>). The 150 minutes could be achieved by walking leisurely for 30 minutes per day, five days a week, or briskly for 10 minutes per day ([Walking for health - NHS \(www.nhs.uk\)](#)). Furthermore, recent research from the University of Cambridge has discovered that just a brisk 20-minute walk each day, burning between 90 and 110 calories, could reduce the risk of premature death by between 16-30% for inactive individuals ([Lack of exercise responsible for twice as many deaths as obesity | University of Cambridge](#)).

7.5.2 Potential measures to encourage walking include the following:

- Raise awareness of the health benefits of walking for all site users, emphasising how it is a low-impact and cost-effective alternative to other exercise methods such as gym membership, and does not involve a considerable change to people's day-to-day lifestyles;
- Promote the local walking routes available (through welcome packs and travel notice boards) including routes to the bus stops for multi-modal travel;
- Provision of personal safety alarms to enhance safety, particularly for shift workers;
- Promotion of a 'walking buddy' scheme (through welcome packs and travel notice boards and social media);
- Promotion of the Walk It App; and
- Regular led walks to local facilities, retail/leisure facilities or local places of interest; and themed walks at certain times of year, organised by the TPC.

7.6 Measures to Promote Cycling

7.6.1 Like walking, cycling is sustainable and accessible. It has the benefits of zero carbon emissions and has significant health benefits.

7.6.2 The NHS website ([Cycling UK | The UK's cycling charity](#)) outlines the health benefits of cycling stating that:

'For health benefits, adults and older adults should do at least 2 hours and 30 minutes (150 minutes) of moderate-intensity activity each week...A 30-minute ride will count towards your recommended weekly activity target'.

7.6.3 The website also makes the pertinent point that cycling has broad appeal with young and old, the able-bodied and people with disabilities who can all enjoy cycling with the right equipment. Depending on individual medical conditions, some residents may be able to cycle unaccompanied and on the road while others may require escorts and off-road cycle routes.

7.6.4 PossAbilities CIC will include provision for on-site cycle storage in accordance with local standards.

7.6.5 Potential measures to encourage cycling include the following:

- Raise awareness of the health benefits of cycling for all ages of people with fair health, again emphasising how it is a cost-effective alternative to other exercise methods and promoting the ‘fun’ element of cycling;
- Promotion of the local cycling routes available and cycle storage facilities at key destinations such as in district centres (through Travel Notice Boards);
- Promotion of events such as National Bike Week ([Bike Week | Cycling UK](#));
- Promotion of a Bicycle User Group (BUG) (through Travel Notice Boards and social media) and explore the potential for organised led rides and cycle buddies for rides to local amenities and the wider area;
- Organise, as per demand/interest, group adult cycle training ([Cycle Training for Everyone - Deliver Safer Training | Bikeability](#)), on-road cycle courses and maintenance courses,
- Information on local cycle routes ([Cycling | Rochdale Borough Council](#)); and
- Negotiate discounts on cycles and cycle accessories with local cycle shops

7.7 Measures to Encourage Use of Public Transport

7.7.1 Public transport use and accessibility is an important element of TPs. Section 5 of this report has demonstrated that travel by bus will be a suitable and convenient mode of transport for residents of the site as well as for staff and visitors.

7.7.2 In addition, the proximity of the railway station allows for the promotion of both commuting options for site staff as well as long distance leisure options for residents.

7.7.3 The key measures to promote bus and rail use will be through the provision of route and timetable information on the travel notice boards, in welcome packs and at the stops and the station where viable.

7.7.4 During the early stages of occupation, the TPC could also negotiate with the local bus operators to ascertain discounted tickets or other fare incentives that may be negotiated. This will be of particular benefit to future staff.

7.8 Measures to Promote Taxi Use

7.8.1 Taxi use is considered to be a sustainable mode of travel, particularly in terms of the provision of infrastructure as it reduces the need for car parking. The local area is currently well-served by taxi, including app and phone based private hire and Hackney cabs.

7.8.2 Details of local taxi operators could be included in welcome packs and on travel notice boards to encourage travel by taxi.

7.9 Measures to Reduce Single Occupancy Car Trips

7.9.1 As covered by this TP and the TS, residents of the site are very unlikely to be drivers/car owners and there will only be a maximum of 6 staff members on site at any one time. That said, where possible, car sharing will be promoted for those who are able to utilise this mode. Car/lift sharing can be an effective way to reduce single occupancy car trips. Car sharing can take place between staff or people who work in the locality of the site. These trips can often be arranged informally between friends, colleagues and neighbours or by using lift sharing websites including the following:

- BlaBlaCar (www.blablacar.com); and
- Liftshare (<https://liftshare.com/uk>).

7.9.2 The Liftshare websites enable users to register and search for lifts in their area. Users typically have to be over 18 years of age but do not always have to have driving licences (as passengers). The Liftshare website can be easily negotiated to find local journeys matches within the wider area ([Car share from near Rochdale, UK - Liftshare.com, share your ride!](https://liftshare.com/uk)). Websites such as these are free to join and can be promoted through Travel Notice Boards and social media.

7.10 Measures to Encourage Low Emission Vehicle Use

7.10.1 It has been well publicised in the national media in recent years that car manufacturers are actively investing low emission technologies such as electric hybrid engines and fully electric engines. The purchase prices of such low emission technologies are becoming more in line with standard petrol and diesel engine vehicles, with some manufacturers setting targets to fully switch to electric vehicle or hybrid production only, and the Government setting a 2030 deadline for ending the sale of vehicles running solely on petrol or diesel.

7.10.2 As mentioned in Section 4, to encourage the use of electric vehicles, the applicant is providing an electric vehicle (EV) charger which will be located where it will be accessible for at least one standard space and at least one disabled space.

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8 MANAGEMENT, MONITORING AND REVIEW

8.1 Management

- 8.1.1 As mentioned above, the overall responsibility for TP implementation will lie with the applicant who will be expected to appoint a Travel Plan Co-ordinator (TPC) prior to occupation.

8.2 Role of Travel Plan Co-ordinator

- 8.2.1 The roles and responsibilities of the TPC will include:
- Support, oversee and implement the requirements of the TP upon early stages of occupation of the development and through the life of the plan;
 - Provide travel advice and guidance to residents, staff and visitors in the early stages of occupation and throughout the development process;
 - Liaise with RBC on the production and management of the welcome pack, staff travel packs and travel notice board information;
 - Distribute the welcome packs to all residents in the early stages of occupation;
 - Assess the potential journeys that residents may make and identify what modes of transport are available from the site, promoting sustainable options;
 - Continuously monitor the impact that development generated journeys may have on the surrounding areas and existing transport infrastructure;
 - Undertake personal journey planning for residents where appropriate;
 - Ensure the travel information made available is always current and up to date;
 - Design and implement effective marketing and awareness-raising campaigns to promote the initiatives and sustainable transport infrastructure within the TP;
 - Ensure cycle storage facilities are functional and maintained throughout the life of the TP;
 - Investigate new ideas, modes of transport and future plans, for example, additional electric car charging points and promote or implement as appropriate; and
 - The contact details of the TPC will be provided to RBC at the earliest opportunity.

8.3 Monitoring and Review

- 8.3.1 It is noted that the Government recommendations state the guidelines for surveying staff is per 100 employees. This figure is the recommended number of employers to survey which typically produces a sufficient baseline against which travel plans would normally set their targets. The maximum number of staff employed at this development at any one time is 6 and falls well below the guideline. Similarly, TP surveys are normally only required for developments of 80 dwellings or more.

8.3.2 Nonetheless, the TPC will implement measures to internally monitor the travel patterns of residents, staff and visitors, encouraging them to travel sustainably and provide information on alternative ways to the private car to travel to the site from the outset.

8.3.3 The nature of the development, on-site facilities, the low number of potential staff, restricted car parking, excellent transport links and sustainable location in terms of amenities are all factors that create an integrated approach to managing travel demand and reducing the need to travel from the outset. In addition, the assessment undertaken within the TS has confirmed that the development will not create significant traffic movements, nor will it have a material traffic impact.

8.4 Interim Action Plan

8.4.1 An interim action plan is proposed as shown in Table 8.1, to detail the actions likely to be undertaken prior to occupation and during the early stages of occupation. It should however be noted that this action plan may be updated as the development progresses.

Table 8.1 Interim Action Plan

Stage	Action	Responsibility
Prior to occupation	Install EV charging facilities	Applicant
	Install cycle parking	Applicant
	Appoint Travel Plan Coordinator (TPC) and inform RBC of contact details	Applicant
	Contact and negotiate with local retailers and TfGM to arrange discount for outdoor clothing, cycling equipment and discounted public transport tickets	TPC
Early stages of occupation	Prepare welcome packs and staff travel packs and arrange printing	TPC
	Arrange for welcome packs to be presented to new residents with keys to apartments	TPC
	Consider the provision of sustainable travel vouchers on request	TPC