

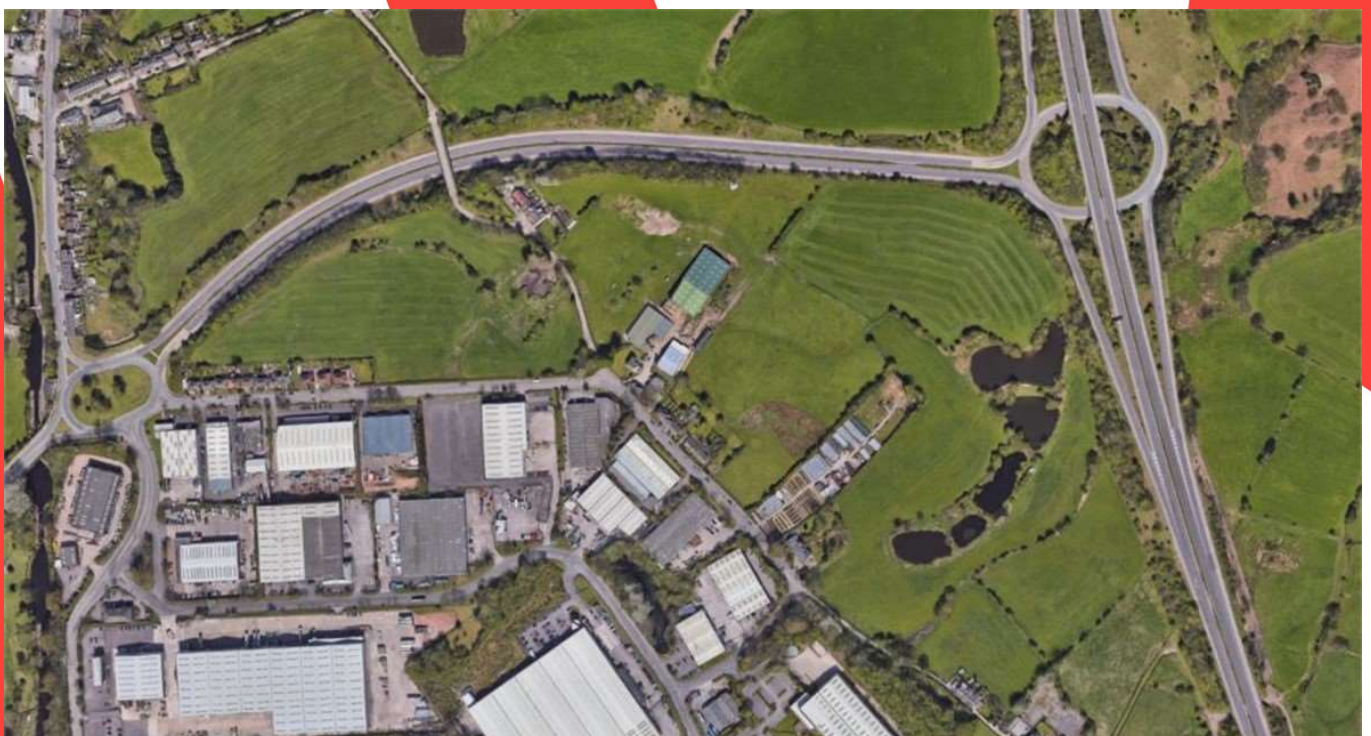


Trustees of J.P. Milne Will Trust **STAKEHILL INDUSTRIAL ESTATE**

Framework Travel Plan

March 2025

PROJECT NO. 62262051





Trustees of J.P. Milne Will Trust

STAKEHILL INDUSTRIAL ESTATE

Framework Travel Plan

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1 INTRODUCTION

1.1 OVERVIEW

1.1.1. WSP have been appointed by Trustees of J.P. Milne Will Trust to provide transport planning support in relation to a planning application for a proposed mixed employment and residential development at the land north and east of Stakehill Industrial Estate in Rochdale, Greater Manchester. In support of the planning application, this Framework Travel Plan has been prepared alongside an associated Transport Assessment.

1.2 BACKGROUND

1.2.1. The site is situated north of the Stakehill Industrial site and borders the A627(M) Slattocks Link to the north, the A627(M) to the east and Bentley Avenue and Stakehill Lane to the south and west. The site is currently occupied by Stakehill Fisheries, Dickinson egg farm and a few residential properties, with the remainder of the site occupied by farmland and shrubbery. The location of the site has been identified in Figure 1-1.

Figure 1-1 - Site Location



1.2.2. This planning application is a continuation of the Greater Manchester Combined Authority Places for Everyone (former Greater Manchester Spatial Framework) and the production of the Locality Assessment for the Northern Gateway (Stakehill) (GM2) site. This was developed to assess the existing transport infrastructure and identify the required multimodal transport interventions to deliver 1900 residential units and 154,219 sqft of Industrial/Warehousing land. In its original form, the southern portion of the GM2 site included 301 residential units and 154,219 sqft of Industrial/Warehousing land. This has now been updated as part of the new planning application to

include B2/B8 land use (industrial, and storage and distribution) at an approximate 25/75% split and approximately 314 residential dwellings (providing a mix of 2, 3 and 4 bed houses).

1.3 SCOPE AND METHODOLOGY

- 1.3.1. The scope of this Travel Plan is to establish the baseline conditions of existing transport accessibility and to identify the necessary measures to promote sustainable and active modes of travel to and from the site. The Travel Plan concludes with marketing and monitoring strategies to record and encourage the use of sustainable modes of transport.
- 1.3.2. The summary of the scope and methodological process of this Travel Plan is seen below:
- An introductory section highlighting the benefits of a travel plan and their requirements;
 - A review of existing transport infrastructure and connectivity of active travel and public transport provision within the vicinity of the site;
 - A description of the outcomes and objectives of the travel plan, including modal share targets;
 - A description of the management plan including the role of the Travel Plan Coordinator and the conversion of the document into a Full Travel Plan;
 - A review of relevant Travel Plan measures to promote sustainable travel to the site; and
 - A review of measures to promote sustainable travel to the site and its associated communication, marketing, and monitoring strategy in achieving this.

1.4 PURPOSE OF A TRAVEL PLAN

- 1.4.1. A Travel Plan (TP) is a site-specific strategy and action plan for managing multi-modal access and travel to a site or development which focuses on promoting travel by sustainable and active modes of transport. Travel Plans are concerned with changing the travel behaviours of site users to reduce the number and length of motorised journeys and increase travel by walking, cycling and public transport.
- 1.4.2. This is a site-specific TP for the Site which outlines the following:
- Methods proposed to reduce the number of site users travelling to and from the site by car;
 - Timescales for surveying travel patterns following occupation of the site; and
 - The measures that will be used to monitor the effectiveness of the Travel Plan in its objective to reduce the volume of private car trips to the site.

1.5 TYPE OF TRAVEL PLAN

- 1.5.1. In reference to 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (GPG) by the Department for Transport (DfT) 2009, there are five types of Travel Plans, which include: Full; Interim; Framework; Statement; and Area-wide plans.
- 1.5.2. Site users arising from the development proposals cannot be surveyed at this time to determine the baseline accessibility requirements, as all individuals and their potential travel patterns are currently unknown. Consequently, a Framework Travel Plan (FrTP) is appropriate for the Site at this stage in the planning process.
- 1.5.3. However, it would be beneficial to capture a comprehensive baseline travel situation which includes all future site users to ensure an effective Full Travel Plan (FTP) can be implemented once the development has fully opened.



- 1.5.4. It is proposed that this FrTP will be extended to a broader FTP for the Site within 6 months of completion.
- 1.5.5. This timescale follows national guidance outlined in the GPG. This FrTP outlines the requirements of an FTP and outlines a commitment to assist in delivering an effective FTP for the site.

2 BENEFITS OF A TRAVEL PLAN

2.1 BENEFITS OF A TRAVEL PLAN

2.1.1. Whilst this document does not suggest there are specific issues with any of the below topics which need to be addressed, there are still numerous benefits that can arise from the implementation of a Travel Plan at the development. The potential benefits are addressed in the following sections.

2.1.2. Benefits for future site users include further improvements to the following:

Safety, Health and Wellbeing

- Further improvements to road safety in the local area by reducing vehicle traffic from the site;
- Contribution to healthier lifestyles of site users by increasing active travel;
- Further improve social inclusion by reducing reliance on car travel for site users; and
- Contribute to sustainable and vibrant communities in the local area by reducing car use.

Accessibility

- Provide even greater choice of travel for site user journeys for greater flexibility, improved mobility and meeting access needs;
- Assist with identifying and removing any possible barriers to walking and cycling;
- Further reduce the pressure on the local highway capacity and parking availability, especially at peak times.

Local Environment

- Contribute to a reduction in traffic congestion in the local area, particularly at peak times;
- Reduce carbon emissions by lowering vehicle numbers and lowering congestion; and
- Contribute to air quality and noise pollution targets by reducing the volume of car trips to the site and congestion in the vicinity.

Other Benefits

- Corporate responsibility;
- Increase in travel choices;
- A more accessible site;
- Financial savings (both corporate and personal); and
- Better time management.

3 PROPOSED DEVELOPMENT

3.1 PROPOSED DEVELOPMENT

3.1.1. The overall Site area extends to approximately 25.29 ha. The Proposed Development includes the development of B2/B8 land use (industrial, and storage and distribution) at an approximate 25/75% split and approximately 314 residential dwellings (providing a mix of 2, 3 and 4 bed houses). The development will include the following features:

- Significant employment floorspace including approximately 140,000sqft;
- New POS facilities and recreational areas;
- Internal distribution roads; and
- Associated engineering and landscaping.

3.1.2. The Proposed Development will have a maximum height of 25m, with building heights not exceeding 25m across all five units.

Figure 3-1 - Proposed Development



3.2 SITE LOCATION

3.2.1. The site extends to approximately 25.29ha and forms part of the draft Greater Manchester Places for Everyone (PfE) Policy JP Allocation 2 Stakehill (Policy JPA2).

3.2.2. The site is strategically well located to deliver employment-led mixed-use development. The site comprises a large wedge of land located immediately north and east of Stakehill Industrial Estate, bound to the north by the A627(M) spur and to the west by the A627(M).

- 3.2.3. Accessed via Slattocks Roundabout immediately east of the site, the A627(M) leads northbound into the centre of Rochdale and to the M62. The M62 provides direct links to key towns and cities in the north of England, including eastbound to Huddersfield, Leeds and Hull, and westbound to Warrington, St. Helens and Liverpool (via a short section on the M60 Manchester Ring Road).
- 3.2.4. On a more local level, the site is sustainably located, with the services and facilities in Slattocks within easy reach of the site by walking and cycling and also a range of public transport options, including Bus Route 17 which provides direct connections between Rochdale – Castleton – Middleton – Blackley – Collyhurst – Manchester.
- 3.2.5. The public road within the site will be accessible with the provision of dropped kerbs and tactile paving at the pedestrian crossing, subject to the adopted masterplan.

4 TRANSPORT INFRASTRUCTURE AUDIT

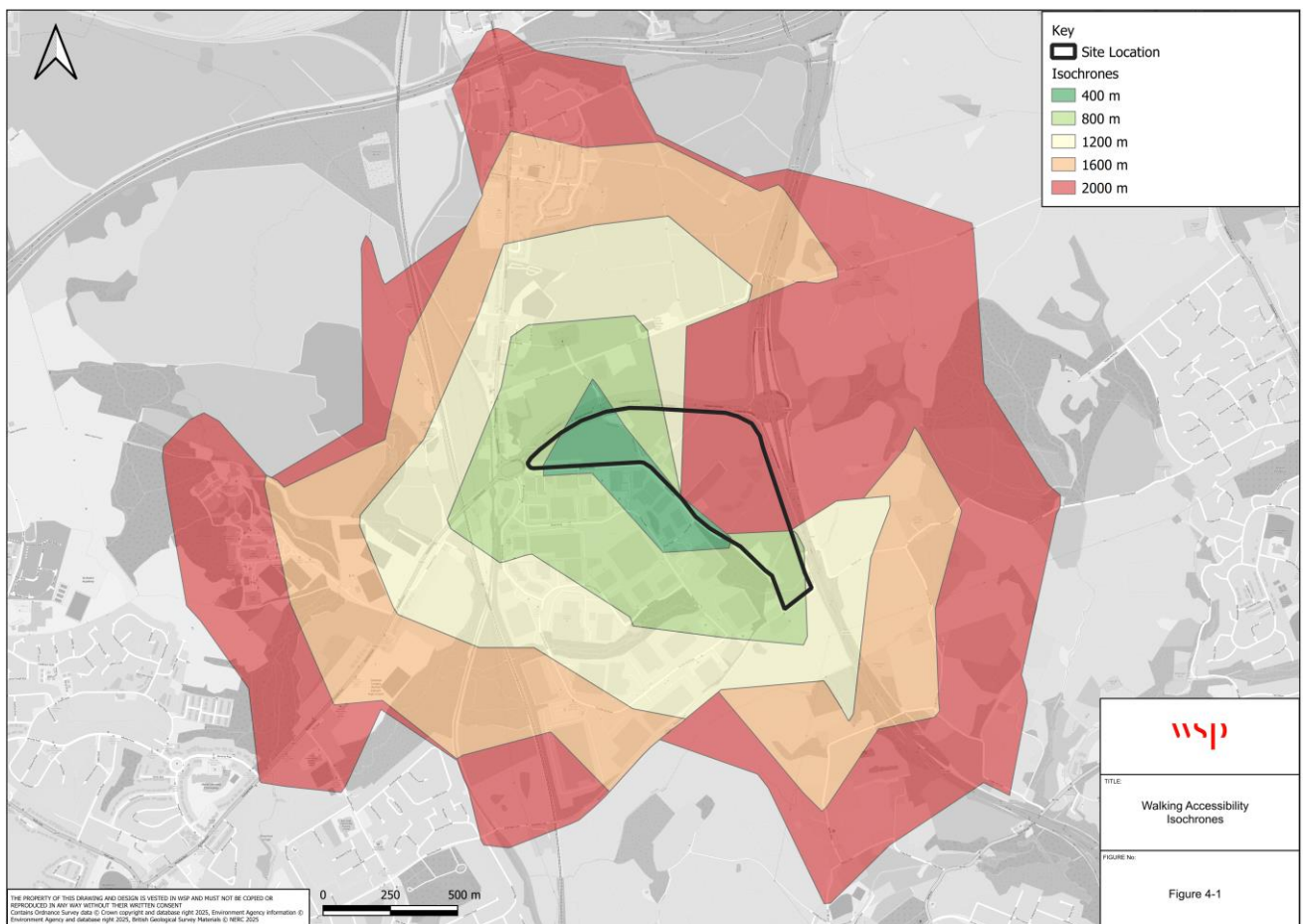
4.1 INTRODUCTION

- 4.1.1. This section of the Travel Plan assesses the accessibility of the site by sustainable modes of travel and reviews how the site location lends itself to sustainable travel. Ultimately a central transport objective of the development proposals is to reduce reliance on the private car and encourage the use of sustainable modes, particularly cycling.

4.2 PEDESTRIAN ACCESSIBILITY

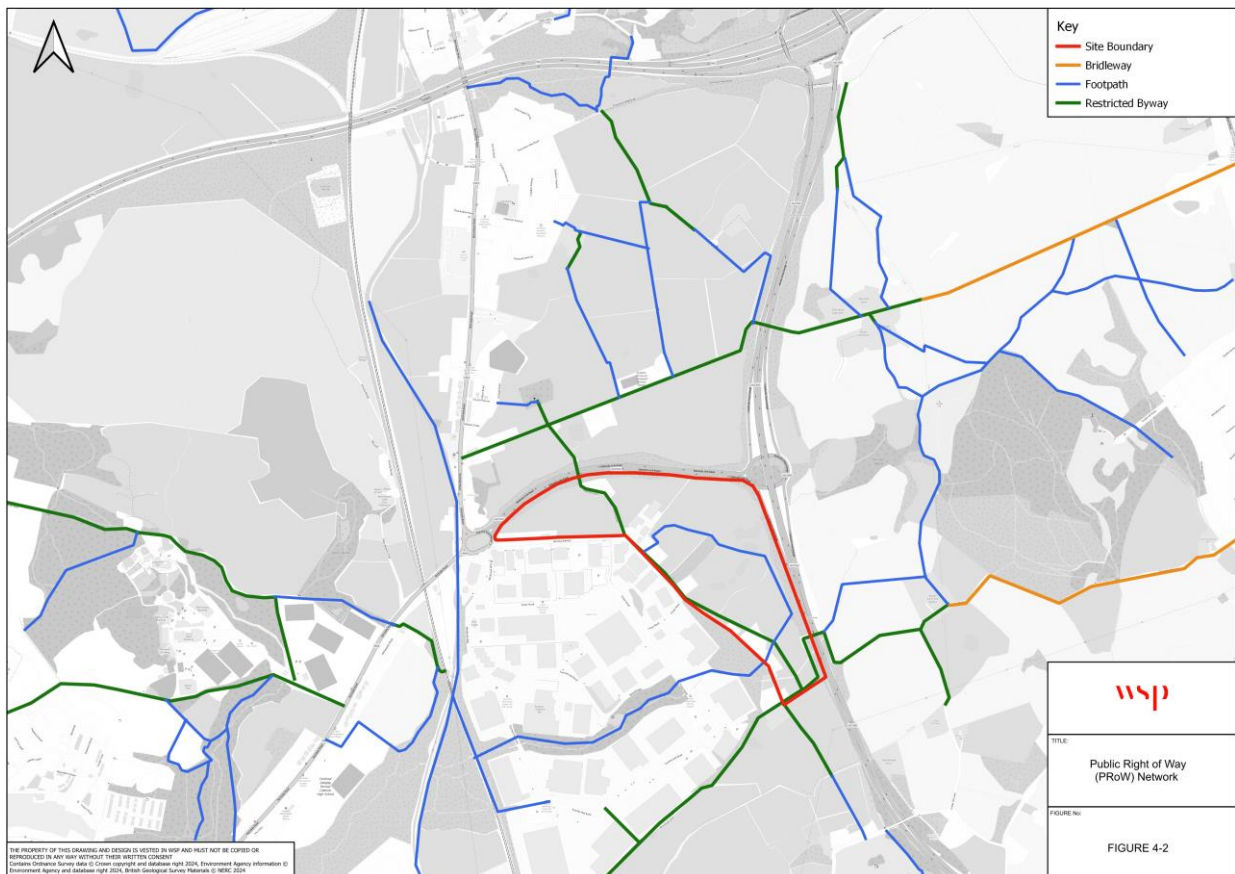
- 4.2.1. The Institution of Highways & Transportation (IHT) publication 'Guidelines for Providing for Journeys on Foot' outlines the preferred maximum walking distance for commuting from an origin point, by persons without a mobility impairment, as 2000m. With an average walking speed of 1.4m/s, 2000m constitutes a 24-minute walk.
- 4.2.2. The pedestrian accessibility isochrones shown in Figure 4-1 have been modelled using Geographical Information System (GIS) software and illustrate the area surrounding the site which is within a 2000m/24-minute walk from the centre of the proposed development.

Figure 4-1 - Walking Accessibility Isochrones



- 4.2.3. The extent of the walking distance isochrones shown in Figure 4-1 show that the Site is in a highly accessible location with locations within a 2000m of the Site including the Castleton, Royton, Middleton and Balderstone.
- 4.2.4. Key sustainable transport facilities within a short walking distance of the Site that are likely to facilitate travel to the site by sustainable modes of travel include:
- Bus stops on Manchester road;
 - Other bus stops across Castleton town centre, such as along the A664; and
 - National Cycle Network Route 62 to the west of the Site.
- 4.2.5. As an undeveloped site pedestrian provision is currently provided by Public Right of Way (PRoW) footpaths and restricted byways. Figure 4-2 below highlights the existing PRoWs which run through the proposed development site, which are to be enhanced as part of the proposed development.

Figure 4-2 - Public Right of Way (PRoW) Network



4.3 CYCLING ACCESSIBILITY

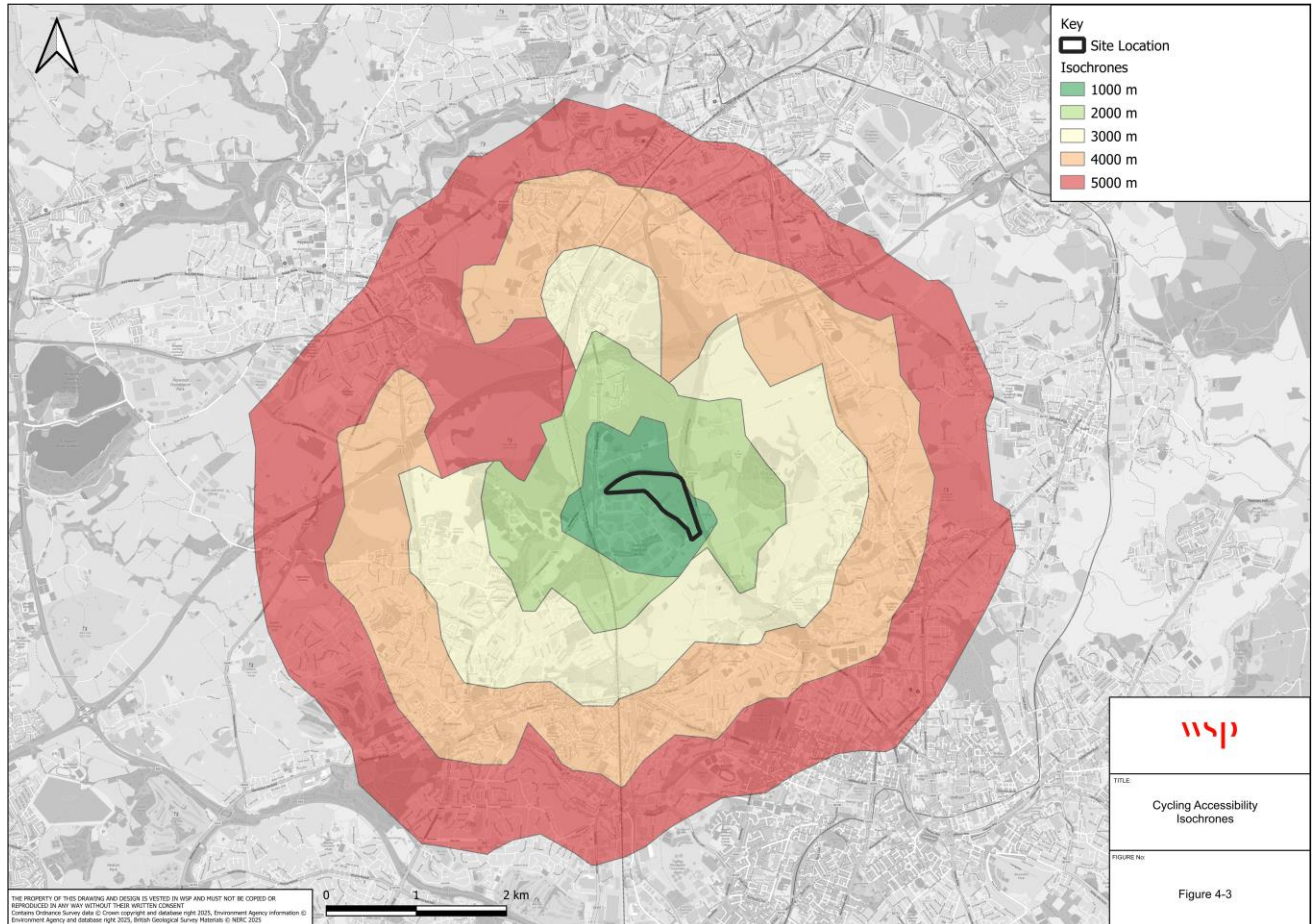
- 4.3.1. Planning Policy Guidance 13 – Transport (PPG13) states:

“Cycling also has potential to substitute for short car trips, particularly those less than 5km and to form part of a longer journey by public transport.”

- 4.3.2. Whilst the PPG13 has been superseded by the NPPF, the identified acceptable 5km cycling distance is still considered applicable in the absence of any updated guidance.

- 4.3.3. The cycling isochrones shown in Figure 4-3 illustrates the area surrounding the site and the existing cycling provision.

Figure 4-3 - Cycling Accessibility Isochrones



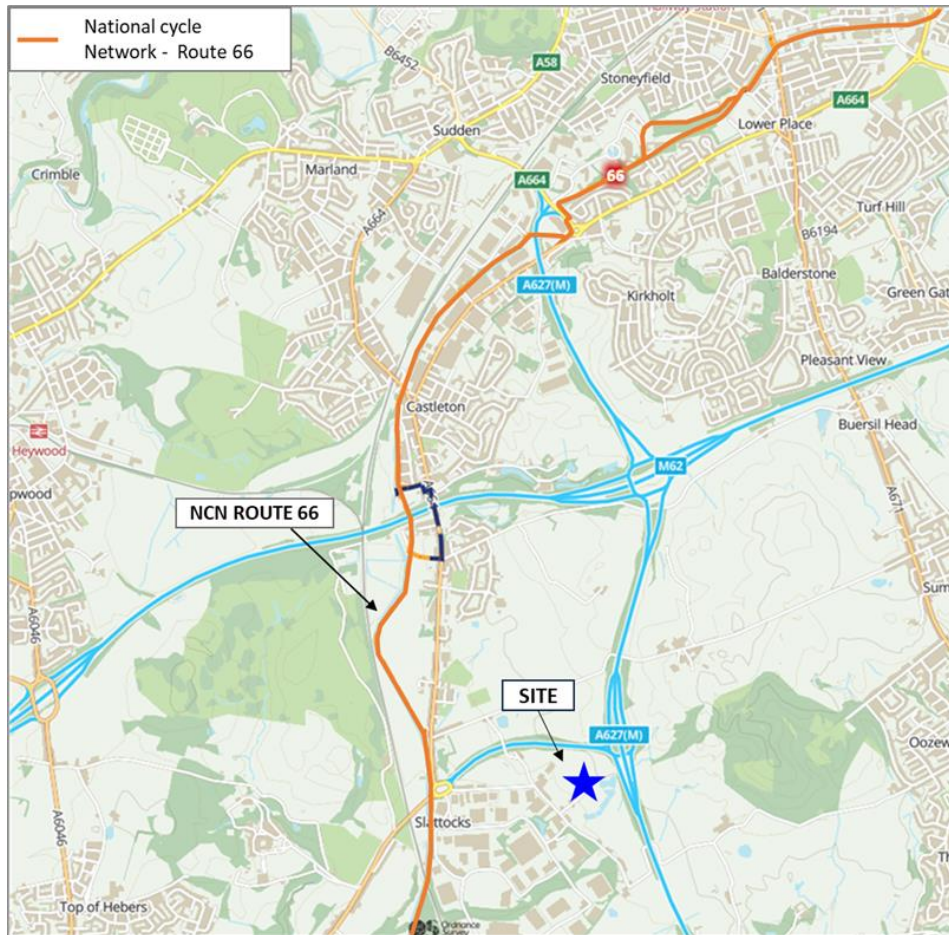
- 4.3.4. The cycling isochrones show that the site provides key connectivity to local neighbourhoods within the vicinity of the site including:
- Neighbourhoods less than a 10-minute cycle journey from the site such as Stanycliff and Royton;
 - Neighbourhoods between a 10-15-minute cycle journey including Rochdale, Hopwood, Castleton, Chadderton and Middleton; and
 - Transport networks in the vicinity of the site including Castleton Railway station, Mills Hill Railway station and bus stops on Manchester Road and the A664.

4.4 CYCLING INFRASTRUCTURE

- 4.4.1. National Cycle Network (NCN) route 66 runs in a north to south direction following the Rochdale Canal which runs approximately 250m east of the western site boundary. NCN route 66 can be accessed to the northwest via Rochdale Road.
- 4.4.2. NCN route 66 runs from Greater Manchester to Yorkshire in a north to south direction and runs through Rochdale and Littleborough to the north and Middleton to the south. The route is made up of a mixture of on-road and off-road cycling trails, with the section between Middleton and Rochdale,

the most useful to those accessing the route from the site, is almost entirely off-road. Figure 4-4 below shows NCN route 66 in relation to the development site.

Figure 4-4 - National Cycle Network



4.5 PUBLIC TRANSPORT ACCESSIBILITY: BUS¹

- 4.5.1. Guidance published by the IHT 'Planning for Public Transport in Developments' (1999) recommends that the maximum walking distance to a bus stop should be 400 metres, equating to an approximate five-minute walk.
- 4.5.2. A series of bus services run within the vicinity of the site with bus stops on A664 Manchester Road to the west of the site at regular intervals. The nearest bus stops are the Slattocks and Thornham Lane stop, both of which are located to the west of the proposed primary site access.

¹ Bus timetables were retrieved in December 2024. Service routes and frequencies may change in the future.

- 4.5.3. Both the Slattocks and Thornham Lane bus stops are served by the 17 and 17A, while the 434 operates through Rochdale Road and serves the Stakehill Industrial Park via Finlan Road. More details on the bus services currently from these stops can be found in Table 4-1.

Table 4-1 – Bus Services

Route No.	Operator	Route	Weekday	Saturday	Sunday
17/17A	Bee Network	Rochdale - Manchester	6 per hour	6 per hour	4 per hour
		Manchester - Rochdale	6 per hour	6 per hour	4 per hour
434	Bee Network	Middleton - Rochdale	1 per hour	1 per hour	1 per hour
		Rochdale - Middleton	1 per hour	1 per hour	1 per hour

- 4.5.4. As can be seen, services are relatively frequent with six buses per hour between Rochdale and Manchester and one bus per hour between Middleton and Rochdale. In addition, there are regular services on Saturday and a Sunday service to Manchester and Middleton. The bus services provide a sustainable transport and reasonable choice for people travelling to and from work at the proposed site.

4.6 PUBLIC TRANSPORT ACCESSIBILITY: RAIL²

- 4.6.1. Although no rail stations directly serve the site, the location of nearby stations allows for the potential of multimodal journeys to and from the site.
- 4.6.2. Castleton Station is the closest railway station to the site, which is located in Castleton, approximately 2.5 km to the north of the proposed site. From the proposed development, the station can be accessed via an approximate 40-minute walk, 10-minute cycle, or 6-minute drive.
- 4.6.3. The rail services at Castleton Rail Station have been identified in Table 4-2 below.

Table 4-2 – Castleton Rail Station Destinations

Destination	Frequency	Provider
Leeds	1 per day	Northern
Clitheroe via Manchester Victoria	1 per hour	Northern
Rochdale	2 per hour	Northern
Blackburn via Manchester Victoria	1 per hour	Northern

² Rail timetables were retrieved in December 2024. Service routes and frequencies may change in the future.

- 4.6.4. As seen in Table 4-2 there are regular rail services local destinations such as Clitheroe, Rochdale, Blackburn, and Manchester Victoria. It therefore provides a reasonable choice for people travelling to and from work and for leisure purposes.
- 4.6.5. Therefore, future site users will have access to bus and train services with good frequency which provide travel to a range of destinations, making the site accessible without the use of a private car.

4.7 SUMMARY

- 4.7.1. It is evident that the site is well connected by sustainable modes of transport given its proximity to Rochdale town centre and Castleton Rail Station by walking and cycling. This ensures the Proposed Development is accessible from a significant extent of the borough of Rochdale, Oldham and Greater Manchester by sustainable modes of travel.

5 OUTCOME OBJECTIVES AND TARGETS

5.1 AIM OF THE TRAVEL PLAN

- 5.1.1. The aim of the Travel Plan is to reduce reliance on the private car and achieve a lasting shift towards the use of sustainable travel modes to access the development, such as walking, cycling and public transport. The method for achieving this is through the provision of a package of measures to influence the travel behaviour of site users of the development.
- 5.1.2. The aims of this FrTP are in line with local, regional, and national policy which are to encourage the use of sustainable transport and to maximise the potential to travel sustainably to and from development site.
- 5.1.3. This FrTP is a provisional document that covers the substantive element of a FTP. Specifically, this means the FrTP will identify outcome objectives, interim targets, and an initial package of measures.
- 5.1.4. The FTP for the development, when produced, will streamline and improve upon the elements in the FrTP based on site user travel surveys and consultation.

5.2 OBJECTIVES

- 5.2.1. To achieve the aim of this FrTP in line with national, regional, and local transport aspirations, the following objectives have been set:
 - Identify and manage deterrents to walking and cycling that prevent site users from using active modes;
 - Identify the predominant origin locations of site users and use the information to complete an accessibility audit;
 - Promote walking and cycling by emphasising the benefits of sustainable and active modes, such as healthier lifestyle choice;
 - Promote existing public bus services and identify any gaps in provision;
 - Seek to ensure that future demand for car parking within the development does not exceed car parking provision;
 - Create a sustainable site user community at the site by making site users aware of the FrTP and inviting their contributions to develop the FTP; and
 - Undertake site user travel surveys as part of the development of the FTP.

5.3 INTERIM TARGET

- 5.3.1. Specific SMART (Specific, Measurable, Agreed, Realistic, Time-based) targets will be developed for each mode of transport. These can be adapted upon receipt of travel survey information as part of the FTP to accommodate site user needs.
- 5.3.2. Targets will be set out upon completion of the travel survey. However, these would emphasise the need to travel to the Site by sustainable modes of travel, in particular cycling. These include:
 - Set percentage increase in trips by active modes of travel, in particular cycling;
 - Set percentage increase in public transport trips for those visiting the site from wider Greater Manchester; and
 - Where car trips are made to the site, a set percentage increase in car share.

6 MANAGEMENT PLAN

6.1 FULL TRAVEL PLAN

- 6.1.1. A Full Travel Plan is the finalised document that facilitates and monitors targeted changes in travel behaviour of site users, produced following completion of the proposed development.
- 6.1.2. An FTP establishes site user travel patterns by carrying out tailored travel surveys.
- 6.1.3. The travel survey will include questions relating to an individual's reasons for choosing their current mode of transport; how they may prefer to travel; what would encourage them to cycle when visiting the Site; what could be done to change their travel behaviour; and if there are any barriers that exist to the respondent's walking and/or cycling route.
- 6.1.4. The travel survey will ensure measures are applicable and effective for sustainable travel to and from the Site amongst site users.
- 6.1.5. Site users will also be invited to suggest ideas for measures to be added to the FTP to promote and increase active and sustainable travel. The FTP process aims to give the site users shared input and ownership of the Plan.
- 6.1.6. In line with the above, the following actions will be undertaken to convert this Framework Travel Plan to a Full Travel Plan:
 - Undertake travel surveys and produce a survey analysis;
 - Produce the FTP after occupation of the development. This includes revising the SMART targets as necessary;
 - Confirm site specific Action Plans of measures that will be informed by the survey results to deliver the targets and objectives. The Action Plans will put forward the set of measures in a series of responsibility and monitoring mechanisms; and
 - Confirm specific dates (month / year) when ongoing travel surveys and reviews of the Full Travel Plans and Action Plans will be undertaken.

6.2 TRAVEL PLAN CO-ORDINATOR

- 6.2.1. Appointing a Travel Plan Co-ordinator (TPC) is a requirement of a FrTP. The TPC implements the travel measures and sustains interest and participation in the FTP.
- 6.2.2. The FTP will determine the mechanism to appoint the TPC, who usually is:
 - A Travel Plan Officer from the Council funded by a developer contribution; or
 - A Representative from the developer.
- 6.2.3. The TPC for the development will be available to site users and their contact details will be provided when requested. The TPC will be responsible for the day-to-day management of the FTP. Specific responsibilities of the future TPC could potentially include:
 - Produce and distribute Travel Packs to site users and provide details of the FTP;
 - Liaise with site users to explain the objectives and benefits of the Travel Plan, which includes bringing an awareness of the travel strategy, encouraging participation where possible and advising on sustainable travel access options;
 - Distribute, collect, and analyse travel surveys for site users, in line with a timetable agreed in the FTP;

- Actively encourage site users to travel to the site by sustainable modes of transport when appropriate, and ensure they are aware of all sustainable access options;
- Be the point of contact and on-going liaison with outside bodies including Rochdale Borough Council and Oldham Council; and
- Acquire supporting information such as public transport timetables and cycle maps to be distributed to site users.

7 TRAVEL PLAN MEASURES

7.1 INTRODUCTION

- 7.1.1. For a FrTP to be successful in persuading people to use sustainable and active modes of travel in favour of the car, it is necessary to introduce a varied mix of incentives, a combination of hard and soft measures. The measures considered in this FrTP are described below.
- 7.1.2. It is difficult to be prescriptive about specific FTP measures given that detailed information about site user travel characteristics are not known yet.
- 7.1.3. Notwithstanding this, an annual budget will be allocated to develop and bring forward the identified measures within the FTP.
- 7.1.4. Whilst initial measures have been identified for each travel mode, the TPC will oversee all modes of transport, ensuring that all site users are encouraged to be part of the wider group.

7.2 WALKING MEASURES

- 7.2.1. The following measures will be considered in the FTP to encourage and promote walking:
 - Travel Welcome Packs distributed to site users that will include information and advice regarding safe pedestrian routes. This can include desire lines being mapped on plans showing safe and comfortable routes to and from various nearby transport hubs, such as bus stops and rail stations;
 - Identifying any common areas travelled to by site users which are suitable for walking and produce walking maps specific to those routes and identify areas along walking routes which are deterrents to potential walkers;
 - The TPC could liaise with the Highways Authority to ensure that the key pedestrian desire lines identified are appropriately maintained, as well as to report maintenance requirements;
 - Put up signs showing the direction and distance or time it takes to walk to the site on key walking routes (e.g. transport hubs);
 - Setting up an Active Travel User Group;
 - Consideration of pedestrian friendly route, including safe crossing points, appropriate tactile surfaces, good lighting and signposting to other amenities, public transport nodes and adjoining off-site pedestrian routes; and
 - Guaranteed free public transport ticket to return home for walkers in case of an emergency; and
 - Ongoing promotion of walking and promotion of online resources including:
 - Internal newsletter; and
 - <https://www.verywellfit.com/tips-for-walking-to-work-3435887> 10 tips for walking to work.

7.3 CYCLING MEASURES

- 7.3.1. The following measures will be considered in the FTP to encourage and promote cycling:
 - Travel Welcome Packs distributed to site users that will include information and advice regarding safe cycling routes. This can include desire lines being mapped on plans showing safe and comfortable routes to and from various transport hubs such as railway stations and nearby cycle parking facilities;

- Identifying any common areas travelled to by site users which are suitable for cycling and produce cycling maps specific to those routes and identify areas along cycling routes which are deterrents to potential cyclists;
- The TPC could liaise with the Highways Authority to ensure that the key cycling desire lines identified are appropriately maintained, as well as to report maintenance requirements;
- Put up signs showing the direction and distance or time it takes to cycle to the site from key local areas (e.g. transport hubs or neighbourhood centres);
- Provision of cyclists' facilities, for example, appropriate signages and dedicated and convenient cycle storage area;
- Consultation with Rochdale Borough Council and TfGM on the state of the local cycling network and on improvements;
- Setting up an Active Travel User Group;
- Joining a *Cycle to Work* scheme that provides tax-free bicycles and gear to cyclists;
- Consideration of cyclist friendly route, including the provision of cycle lanes, safe crossing points, good lighting and signposting to other amenities, public transport nodes and adjoining off-site cycle routes;
- Guaranteed free public transport ticket to return home for cyclists in case of an emergency; and
- Ongoing promotion of cycling and promotion of online resources including:
 - Internal newsletter
 - TfGM website for cycling: <https://beeactive.tfgm.com/cycling/>; and
 - Journey planner for cycling trips in Manchester and Rochdale: <https://manchester.cyclestreets.net/>.

7.4 PUBLIC TRANSPORT MEASURES

7.4.1. The following measures will be considered in the FTP to encourage and promote public transport:

- Travel Welcome Packs distributed to site users will include information on public transport accessibility, including bus stop locations, timetables and route maps;
- Negotiation with TfGM and train companies on the increase in local service provision;
- Inclusion of lighting, landscaping, and shelter to create pleasant pedestrian and public transport waiting areas;
- Providing taxi drop-off or waiting areas;
- Providing public transport information updates to all site users when, for example, there are changes to public services or new services are being introduced which would benefit them;
- Educating site users on the importance of using public transport as an alternative to the car for the array of benefits that this can bring, including health and environmental benefits;
- Interest free loans for season tickets;
- Investigate subsidies for bus / tram tickets;
- Encourage site users to use public transport for business travel; and
- Promotion of useful websites or collation of material from such websites that will be provided to site users, such as:
 - TfGM/Bee Network Homepage: [**Bee Network | Powered by TfGM**](#);
 - TfGM/Bee Network website for Rail information: [**Train | Bee Network | Powered by TfGM**](#); and
 - TfGM/Bee Network website for Bus information: [**Bus | Bee Network | Powered by TfGM**](#).

7.5 CAR SHARING MEASURES

- 7.5.1. The following measures will be considered in the FTP to encourage and promote the use of car sharing on those journeys made by car:
- Measures to raise the profile of car sharing such as providing promotional literature in the Travel Welcome Packs;
 - Provide a car share database for site users, where they can view offers and requests for lifts;
 - Advertising campaign involving regular car sharers in which they mount a small sticker to their vehicle to advertise that they are willing to car share with fellow site users. This will spread awareness throughout the site by publicising this scheme;
 - Promoting the benefits of car sharing associated with financial savings, social benefits associated with getting to know people etc;
 - Providing incentives for the uptake of car sharing, for example, providing a free car wash at a local garage once a month for site users that are proven to car share often; and
 - Guaranteed free public transport ticket to return home for car shares in case of an emergency.

7.6 MEASURES FOR SUSTAINABLE MODES OF TRANSPORT

- 7.6.1. The following are measures that will be considered in the FTP to encourage the use of sustainable and active transport amongst site users:
- Travel Welcome Packs will be distributed to all site users which will promote all modes of sustainable transport;
 - Provision of electric vehicle charging points for associated parking spaces; and
 - Investigating other financial / reward-based incentives that may encourage site users to use sustainable and active travel following completion of travel surveys.

7.7 ACTION PLAN

- 7.7.1. As part of the FTP process, the package of measures adopted to increase sustainable and active travel like those considered above will be defined in an Action Plan. The Action Plan will be the mechanism for working towards achieving the target indicators for each mode of transport aligned with delivering the aim of the FTP.
- 7.7.2. The Action Plan created for the Site will illustrate the implementation programme for the proposed measures, including the roles and responsibilities, timescales for delivery (date of completion), and how each action will be evaluated. The communication and marketing tools used to promote each measure will also be provided in the Action Plan.
- 7.7.3. Table 7-1 shows the expected actions, responsibilities, timescales, and indicators of the Action Plan.

Table 7-1 – Action Plan

Action Plan			
Action	Responsibility	Timescale	Indicator / Success
Management, Monitoring and Review			

Action Plan			
Travel Plan Co-ordinator (TPC) assumes role	TBC	Part of Full Travel Plan	Travel Plan Co-ordinator (TPC) assumes role
Undertake baseline travel surveys	TPC	3 months post-opening	Undertake baseline travel surveys
Produce Full Travel Plan	TPC	6 months post-opening	Produce Full Travel Plan
Annual Review	TPC	12 months after FTP completion	Annual Review
Measures and Initiatives			
TPC liaison with site users via emails and other relevant contact methods	TPC	On-going after FTP completion	Site users aware of Travel Plan and encouraged to engage
Personalised Travel Planning advice	TPC	On-going as required after FTP completion	Site users provided with personalised Travel Planning advice as required
Programme of sustainable travel events distributed to site users	TPC	On-going after FTP completion	Site users aware of events and encouraged to engage
Negotiation and provision of incentives to support and encourage walking, cycling, public transport and car sharing	TPC	On-going after FTP completion	Incentives made available to all, increase in number of site users walking, cycling, using public transport and car sharing
Liaison with Rochdale Borough Council and TfGM regarding pedestrian and cycle desire lines and routes	TPC	On-going after FTP completion	Potential improvements identified, increase in number of walking and cycling trips
Negotiation with TfGM and train companies on the increase in local service provision	TPC	On-going after FTP completion	Potential improvements on the frequency of bus and train service

Action Plan			
Monitoring of on-site cycling facilities and associated discussions with users	TPC	On-going after FTP completion	Improvement of cycling facilities as required
Site User car sharing user groups set up and promoted	TPC	In line with FTP completion	Increase in number of individuals car sharing

8 COMMUNICATION, MARKETING AND MONITORING

8.1 MARKETING STRATEGY

- 8.1.1. A communication and marketing strategy will be developed to support the Full Travel Plan to ensure:
- Awareness of the Travel Plan amongst site users at the Site;
 - Promotion of the package of measures contained in the Action Plan; and
 - Provision of travel information from the outset and consistently throughout the lifespan of the FTP and an awareness of the sustainable and active travel options available.
- 8.1.2. The communication and marketing strategy communicates the FTP to all site users to raise awareness of its contents. This publicises its outcome objectives, targets and the package of measures being delivered.
- 8.1.3. The communication and marketing strategy should be effective in keeping the FTP visible and relevant to site users. The strategy will be the responsibility of the Travel Plan Coordinator and will be fully developed on completion of the FTP. Key aspects of the strategy include:
- Maintaining confidence in the FTP among site users. This can be achieved by monitoring the effectiveness of the measures and amending them when problems are encountered;
 - Regularly communicating with site users to remind them of the FTP;
 - Making the TPC easily contactable for site users to resolve issues with changing modes of travel;
 - Ensuring all travel information available is up to date;
 - Developing a successful feedback procedure for the purpose of developing the FTP that will consider the views of all site users; and
 - Regular updates from TPC.

8.2 MARKETING MATERIAL

- 8.2.1. Publicity material within the Travel Packs and made available by the TPC could include:
- Contact details of the TPC;
 - Sustainable and active travel advice and information;
 - A list of further travel resources, online or offline;
 - Questionnaires, letters, and leaflets relevant to the objectives of the Travel Plan; and
 - Quarterly site user newsletters and bulletins providing updates on the FTP, updated travel information, and success stories, etc.
- 8.2.2. The TPC must identify the most effective way of conveying messages to site users, whether this is for example electronically via email or website, or via noticeboards.
- 8.2.3. Further to this, the platform used to promote and communicate the FTP should be accessible to all.

8.3 MONITORING STRATEGY

- 8.3.1. A monitoring strategy will advise on the effectiveness of the FTP measures and inform where any additional actions might be taken. A monitoring strategy that regularly tracks progress of the measures in achieving the SMART targets enables proportionate and appropriate adjustments to the FTP.

- 8.3.2. The monitoring strategy might consist of a site user travel survey, a database of evidence, regular progress reports and updates to the FTP.

9 SUMMARY

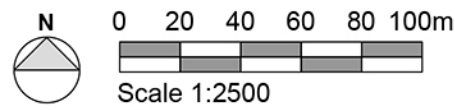
- 9.1.1. WSP have been appointed by Trustees of J.P. Milne Will Trust to provide transport planning support in relation to a planning application for a proposed mixed employment and residential development at the land north and east of Stakehill Industrial Estate in Rochdale, Greater Manchester. In support of the planning application, this Framework Travel Plan has been prepared alongside an associated Transport Assessment.
- 9.1.2. This planning application is a continuation of the Greater Manchester Combined Authority Places for Everyone (former Greater Manchester Spatial Framework) and the production of the Locality Assessment for the Northern Gateway (Stakehill) (GM2) site.
- 9.1.3. The overall Site area extends to approximately 25.29 ha. The Proposed Development includes the development of B2/B8 land use (industrial, and storage and distribution) at an approximate 25/75% split and approximately 314 residential dwellings (providing a mix of 2, 3 and 4 bed houses). The development will include the following features:
- Significant employment floorspace including approximately 140,000sqft;
 - New POS facilities and recreational areas;
 - Internal distribution roads; and
 - Associated engineering, and landscaping.
- 9.1.4. This is a site-specific FrTP for the proposed development which outlines the following:
- Methods proposed to increase the proportion of site users travelling to and from the site by active and sustainable modes of travel;
 - A draft survey that will be distributed to site users of the proposed development which will identify travel patterns to and from the proposed development; and
 - The measures that will be used to monitor the effectiveness of the Travel Plan in its objective to decrease the proportion of private car trips from the site.
- 9.1.5. Whilst this document does not suggest there are specific issues with the development proposals which need to be addressed, there are still numerous benefits that can arise from implementation of a Travel Plan at the development. The potential benefits are addressed in Chapter 2.
- 9.1.6. A thorough review and assessment of the accessibility of the site by sustainable modes of travel and how the site location lends itself to sustainable travel has been undertaken. Ultimately a central transport objective of the FrTP is to reduce reliance on the private car and encourage the use of sustainable modes such as walking, cycling and public transport from site users. This has found that the site is highly accessible by active travel and public transport.
- 9.1.7. The aim of the Travel Plan is to increase the use of sustainable travel modes to access the development, such as walking and public transport. The method for achieving this is throughout the provision of a package of measures to influence the travel behaviour of site users of the proposed development.
- 9.1.8. The aims of this FrTP are in line with local, regional, and national policy which are to encourage the use of sustainable transport and to maximise the potential to walk or cycle to and from the development site. Details of this policy have been provided in the associated Transport Assessment.

- 9.1.9. This FrTP is a provisional document that covers the substantive element of an FTP. Specifically, this means the FTP will identify outcome objectives, interim targets, and an initial package of measures.
- 9.1.10. The FTP for the development, when produced, will streamline, and improve upon the elements in the FrTP based on site user travel surveys and consultation.
- 9.1.11. As part of the FTP process, the package of measures adopted to increase sustainable and active travel like those considered above will be defined in an Action Plan. The Action Plan will be the mechanism for working towards achieving the target indicators for each mode of transport aligned with delivering the aim of the FTP.
- 9.1.12. The Action Plan created for the proposed development will illustrate the implementation programme for the proposed measures, including the roles and responsibilities, timescales for delivery (date of completion), and how each action will be evaluated. The communication and marketing tools used to promote each measure will also be provided in the Action Plan.
- 9.1.13. A communication and marketing strategy will be developed to support the Full Travel Plan to ensure:
- Awareness of the Travel Plan amongst site users;
 - Promotion of the package of measures contained in the Action Plan; and
 - Provision of travel information from the outset and consistently throughout the lifespan of the FTP and an awareness of the sustainable and active travel options available.
- 9.1.14. A monitoring strategy will advise on the effectiveness of the FTP measures and inform where any additional actions might be taken.

Appendix A

PROPOSED SITE LAYOUT





Schedule of Accommodation	
POS	Area
POS 1	0.42 acres / 0.17ha
POS 2	0.72 acres / 0.29ha
POS 3	0.60 acres / 0.24ha
POS 4	1.26 acres / 0.51ha
POS 5	1.23 acres / 0.50ha
Total	4.23 acres / 1.71ha

Schedule of Accommodation						
POS	Net Developable Area (Red)	3 Bed 5 Person (Gangs)	4 Bed 6 Person (Gangs)	5 Bed 7 Person (Gangs)	2 Bed 4 Person (Yellow)	TOTAL
R1	1.90 acres / 0.77 ha	8	3	10	6	27
R2	3.19 acres / 1.27 ha	4	3	12	24	43
R3	1.44 acres / 0.58 ha	11	0	10	0	21
R4	1.61 acres / 0.65 ha	8	0	20	0	28
R5	1.22 acres / 0.49 ha	14	0	2	2	18
R6	2.02 acres / 0.81 ha	6	7	14	0	27
R7	1.61 acres / 0.65 ha	0	2	14	8	24
R8	1.72 acres / 0.70 ha	8	5	8	5	27
R9	2.08 acres / 1.16 ha	12	5	14	15	47
R10	3.24 acres / 1.31 ha	10	4	20	15	52
TOTAL	28.83 acres / 11.62 ha	81	29	124	80	314

Schedule of Accommodation					
Unit	Ground Floor GFA	First Floor GFA	Total GFA	Total GFA	Parking (standard provision)
E1	7,840 m ² / 84,360 ft ²	332 m ² / 3,570 ft ²	8,172 m ² / 87,930 ft ²	8,172 m ² / 87,930 ft ²	96 (5)
E2	1,885 m ² / 20,300 ft ²	158 m ² / 1,710 ft ²	2,043 m ² / 22,010 ft ²	2,160 m ² / 23,250 ft ²	35 (2)
E3A	1,092 m ² / 11,750 ft ²	162 m ² / 1,750 ft ²	1,254 m ² / 13,500 ft ²	1,351 m ² / 14,550 ft ²	18 (1)
E3B	896 m ² / 9,640 ft ²	89 m ² / 960 ft ²	985 m ² / 10,600 ft ²	1,065 m ² / 11,470 ft ²	15 (1)
Total			12,815 m² / 138,750 ft²	13,647 m² / 147,460 ft²	164 (8)

NOTES AEWTP027C

- All dimensions and levels are to be checked on site.
- Any discrepancies are to be reported to the architect before any work commences.
- This drawing shall not be scaled to ascertain any dimensions. Work to figured dimensions only.
- This drawing shall not be reproduced without express written permission from AEW.
- Title overlay drawings and ownership boundaries are produced using all reasonable endeavors. AEW cannot be responsible for the accuracy or scale discrepancy of base plans supplied to them.
- All works are to be undertaken in accordance with Building Regulations and the latest British Standards.
- All proprietary materials and products are to be used strictly in accordance with the manufacturers recommendations.

Legend

- Potential new native woodland/ Orchard planting
- Existing Trees / Woodland Screening
- Potential denser native woodland
- Stakehill Fisheries Ponds
- Potential Attenuation Ponds
- Required easements (width to be confirmed)
- Potential LEAP
- Site Boundary
- Industrial Site Boundaries
- Restricted Byway
- Parking Barn
- Swales

P2	03/12/24	LL	AL
Initial Issue			
P1	09/10/24	LL	AL
Initial Issue			
REV	Date	Drawn by: -	Checked by: -
Status	Purpose of Issue		
S2	For Information		
drawing stage	Feasibility		
client	Trustees of J.P. Milne Will Trust		
project	Stakehill Industrial Estate Stakehill, Middleton		
drawing title	Illustrative Masterplan		
date	09/10/24	drawn	LL
scale@A2	1:2500	checked	AL

Appendix B

DRAFT TRAVEL PLAN QUESTIONNAIRE



Stakehill Travel Plan Questionnaire

The purpose of this Travel Plan Questionnaire is to understand travel habits of the site users of the Stakehill development and to deliver a series of tailored measures to improve public transport and active travel options.

The survey will take approximately 7 minutes to complete.

* Required

1. Name and Email Address *

2. Which of the following forms of transport do you routinely have access to at home? (please tick all that apply) *

- ☐ Bicycle
- ☐ E-Scooter
- ☐ Car/Van
- ☐ Motorcycle
- ☐ None of the above
- ☐ Other

3. Do you consider yourself to have any form of mobility impairment which affects your choice of travel? *

- ☐ Yes
- ☐ No

4. What is your most frequently used method of travel to work? *

- ☐ Walk
- ☐ E-Scooter
- ☐ Cycle
- ☐ Tram (Metrolink)
- ☐ Bus
- ☐ Rail
- ☐ Private vehicle (Car/Van/Motorbike)
- ☐ Other

5. What is your most frequently used method of travel for leisure? *

- ☐ Walk
- ☐ E-Scooter
- ☐ Cycle
- ☐ Tram (Metrolink)
- ☐ Bus
- ☐ Rail
- ☐ Private vehicle (Car/Van/Motorbike)
- ☐ Other

6. In addition to your primary mode of travel, which of the following do you sometimes use but use less than once per week to travel to work? (Please tick all that apply). *

- ☐ Walk
- ☐ E-Scooter
- ☐ Cycle
- ☐ Tram (Metrolink)
- ☐ Bus
- ☐ Rail
- ☐ Private vehicle (Car/Van/Motorbike)
- ☐ Other

7. In addition to your primary mode of travel, which of the following do you sometimes use but use less than once per week to travel for leisure? (Please tick all that apply). *

- ☐ Walk
- ☐ E-Scooter
- ☐ Cycle
- ☐ Tram (Metrolink)
- ☐ Bus
- ☐ Rail
- ☐ Private vehicle (Car/Van/Motorbike)
- ☐ Other

8. We are looking to understand more about your reasons for using sustainable modes of travel and how these might be improved. Please indicate **any** of the following which you feel may improve travel to and from Stakehill via **Foot**. *

- ☐ More information on local walking routes
- ☐ Improved and/or more road crossing facilities
- ☐ Better maintained/cleaner footpaths
- ☐ Better security/CCTV cameras
- ☐ Improved footpaths in the local area (please state where in 'Other')
- ☐ I would never choose to walk (please state why in 'Other')
- ☐ Other

9. Do you have access to a bicycle? *

- ☐ Yes
- ☐ No
- ☐ Yes, an electric bicycle

10. Please indicate **any** of the following which you feel may improve your travel to and from Stakehill via **Cycle**. *

- ☐ More information on local cycling routes
- ☐ Better signed cycle routes
- ☐ Improved/additional covered and lockable cycle parking
- ☐ Improved or new lockers and showers/changing facilities at work
- ☐ Cycle purchase scheme through salary sacrifice at work
- ☐ Bicycle User Group
- ☐ Cycle training
- ☐ More dedicated cycle routes, infrastructure and crossings (please state where in 'Other')
- ☐ I would never choose to Cycle (please state why in 'Other')
- ☐ Other

11. Are you aware of the '**Our Pass**' scheme which provides free bus travel across Greater Manchester for 16 -18 year olds? *

- ☐ I am over 18 and ineligible to use it
- ☐ I am between 16 and 18 and use it
- ☐ I am between 16 and 18 and do not use it

12. What is the main barrier to travel when using the bus ? (Please tick all that apply). *

- ☐ None
- ☐ Lack of information on nearby bus routes
- ☐ Journey time
- ☐ Cost of bus fares
- ☐ Have to change buses
- ☐ Lack of buses from nearby stops
- ☐ Unable to put bicycle on bus
- ☐ Other

13. Please indicate **any** of the following which you feel may improve your travel to and from Stakehill via **Bus**. *

- ☐ More frequent/reliable services
- ☐ More convenient drop off points
- ☐ Better waiting facilities (shelters/seating)
- ☐ Better timetable / services information
- ☐ Cheaper/discounted fares
- ☐ Better security/CCTV
- ☐ Interest free loans **from work** for travel passes
- ☐ I would never choose to use the bus (please state why in 'Other')
- ☐ Other

14. What is the main barrier to travel of using the train? (Please tick all that apply). *

- ☐ None
- ☐ Lack of accessible information for train timetables / destinations
- ☐ Journey time
- ☐ Cost of train fares
- ☐ Have to change trains
- ☐ Lack of trains from nearby stations to required destinations
- ☐ Difficulty of putting bicycle on train
- ☐ Other

15. Please indicate **any** of the following which you feel may improve your travel to and from Stakehill via **Train**. *

- ☐ More frequent/reliable services
- ☐ More convenient station locations
- ☐ Better waiting facilities (shelters/seating)
- ☐ Better timetable / services information
- ☐ Cheaper/discounted fares
- ☐ Better security/CCTV
- ☐ Interest free loans **from work** for travel passes
- ☐ I would never choose to use the train (please state why in 'Other')
- ☐ Other

16. Please indicate **any** of the following which you feel may improve your travel to and from Stakehill via **Car Sharing**. *

- ☐ Membership of an online car sharing database for residents and site users
- ☐ Informal meetings to link up with potential car sharers
- ☐ More information on the benefits of car sharing
- ☐ I would never use car sharing schemes (please state why in 'Other')
- ☐ Other

17. If you travel to work or leisure by car/van, why do you travel to work by car/van?

- ☐ I have to carry bulky/heavy items with me
- ☐ I need to use the car/van for work reasons during the day
- ☐ Cheaper than the alternatives
- ☐ Quicker than the alternatives
- ☐ Personal security
- ☐ More convenient than the alternatives
- ☐ No alternative transport available
- ☐ I do not like travelling by public transport
- ☐ I have health/mobility problems and need to travel by car/van
- ☐ I need it to undertake tasks at lunchtime/on journey to and from work
- ☐ I am given a lift by someone else
- ☐ Other

18. Do you have any other suggestions about how journeys to and from Stakehill could be improved?

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