



SOUTH HEYWOOD

**New 2.2km Section of Link Road Between M62 J19
and Pilsworth Road**

**1,458,080 sqft B2 / B8 employment development, 1000 residential
units and local retail centre, primary school, open spaces, landscape
and associated works**

FRAMEWORK TRAVEL PLAN



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1.0 INTRODUCTION

1.1 Overview

1.1.1 This Framework Travel Plan has been prepared to support the delivery of a strategic mixed used employment and residential development, including a new circa 2.2km section of link road connecting to M62 J19, on land at South Heywood, Rochdale, Greater Manchester. The planning submission to support the development proposals (hereby referred to as the “South Heywood Strategic Site”) has been prepared as a combined or ‘hybrid’ application and includes for the following main development elements:

- An approximately 2.2km section of new link road route and associated intermediate junctions connecting Pilsworth Road and M62 J19, including incorporation of elements of the existing alignment of Hareshill Road and Pilsworth Road (detailed planning application).
- Mixed use employment (circa 1,458,080sqft B2 / B8 industrial & warehousing development, split as 30% B2 / 70% B8) and residential development scheme (up to 1000 units) including ancillary community facilities, small local retail centre and supporting infrastructure, landscaping and public open space (outline planning application).

1.1.2 A formal planning application for the South Heywood Strategic Site scheme is programmed for submission to the Local Planning & Highway Authority, Rochdale Borough Council (RBC) during November 2016. The Planning Application for the scheme is supported by a detailed Transport Assessment report (Axis Document Reference: 1962-01-TA01) which considers the key travel and transport impacts of the proposed development and a formal Environmental Statement. Para xxi to the Transport Assessment Executive Summary concludes:

“The delivery of the completed Link Road scheme and supporting mixed use development would result in both local

background traffic re-assignment and the generation of additional traffic demand. In practice the combination of these issues would result in highway network related benefits in some locations when compared to the equivalent 'Do-Minimum' forecasts and increases in traffic at other points on the network. Key locations predicted to experience higher traffic volumes would be directly targeted by supporting local traffic management measures, to address matters such as HGV access, vehicle speeds and general traffic conditions and it is considered that any residual effects (severance, local amenity and network delay) would not be severe in nature. The delivery of an effective Travel Plan at the site could also be expected to assist in helping to minimise car trip demand and therefore the extent of any adverse development traffic effects"

- 1.1.3 It is envisaged that the proposed Link Road would be delivered as the first phase of the South Heywood Strategic Site – providing much needed traffic relief to the town of Heywood and acting as key 'enabling works' to serve the employment and residential parcels that make up the mixed use development area. It is anticipated that the Link Road would be completed and opened to traffic by the end of 2020. Delivery of the mixed use development would be phased over a long timeframe, with the full extent of the scheme not anticipated to be completed until circa 2036.
- 1.1.4 As it is anticipated that the mixed use proposals could take many years to be delivered and, as a consequence, could well be subject to update / evolution in response to changing circumstances, the main development masterplan element of the South Heywood Strategic Site is the subject of an outline planning application. This outline submission does not seek to provide full detail of the design and nature of the individual development parcels that make up the masterplan at this time, but rather, sets out the principles of the location, scale and nature of the envisaged supporting development. Further detailed 'reserved matters' planning applications will therefore be required as the development progresses, to establish the final detail of individual development plots / parcels.
- 1.1.5 The main applicant for the South Heywood Strategic Site area is Russell Homes. It is anticipated that as main developer, Russell Homes would work with other organisations / agencies over the lifetime of the development to deliver specific

elements / land parcels across the masterplan area. It is therefore important that a comprehensive approach to Travel Planning is established that will guide and inform all parties as to their roles and responsibilities in delivering sustainable and accessible development at South Heywood.

- 1.1.6 This Framework Travel Plan has been developed in liaison with Transport for Greater Manchester (TfGM) to set out the necessary key steps to secure the delivery of effective Travel Plan initiatives across the full South Heywood Strategic Site area. The document defines the role of the main developer and subsequent development partners in delivering Travel Plan measures / initiatives and provides the guiding principles for the establishment of individual subsidiary Full Travel Plans to be prepared in parallel with further reserved matters planning applications for the individual plots / land parcels that will ultimately make up the South Heywood Strategic Site masterplan area.

1.2 **General Travel Plan Objectives**

- 1.2.1 A Travel Plan is a general term for a package of measures and initiatives aimed at promoting more sustainable travel choices and reducing reliance on the private car. Travel Plans are tailored to the requirements of individual sites and involve the development of a set of mechanisms and targets that together enable organisations to reduce the impact of their travel and transport on the local environment. A Travel Plan is often referred to as being a 'living document' - in that it is designed to be flexible and dynamic, enabling it to change in line with user needs, business circumstances and the local community. This issue of flexibility is particularly important in the case of the South Heywood Strategic Site, with its identified long development delivery timeframe and the current outline nature of the masterplan. Ultimately Travel Plans are about helping to achieve equity, they are not anti-car, but rather seek to ensure access opportunities for all - whether a person is disabled, has no access to the private car, or would prefer to travel on foot or by cycle.

- 1.2.2 Travel Plans can be developed specifically to address issues associated with individual buildings or sites, or can form part of a wider strategy involving Local Authority initiatives and other surrounding developments. This Framework Travel Plan has been prepared to guide the development of the proposed South Heywood Strategic Site, and is also designed to integrate with other employment developments within the immediate locality - with the overarching goal being to encourage greater use of sustainable travel to the wider South Heywood area as a whole. The principal objective of the Travel Plan is therefore:

“To minimise the need to travel to the development site by the private car, particularly single occupancy use and to provide opportunities for travel by alternative and more sustainable travel modes.”

- 1.2.3 The initiatives presented in this Travel Plan are designed to address travel matters associated with the operation of South Heywood Strategic Site, with land-use specific measures and objectives included to provide guidance to future occupants / developers as to the design and implementation of their own individual subsidiary Travel Plans. Such measures and objectives will target opportunities for travel by foot, cycle and public transport that will form part of the design and delivery of the South Heywood Strategic Site masterplan.
- 1.2.4 It is anticipated that through the reduction of the over-dependence on travel by the private car and the encouragement of the use of alternative travel modes, the South Heywood Strategic Site Travel Plan will deliver the following benefits:
- Increased resident, staff and visitor accessibility to the South Heywood Strategic Site area and its immediate surroundings.
 - Manage parking demand at the South Heywood Strategic Site by providing practical and realistic alternatives to the private car for staff and visitor journeys.
 - Ensure that the South Heywood Strategic Site is sustainable over time.
 - Contribute to the health of all those who live, work or visit the site.

1.2.5 Russell Homes is committed to promoting sustainable transport solutions where appropriate and practical. It is within this context that this Travel Plan is produced.

1.3 **Travel Plan Scope and Meeting the Challenge of Multi-Developer Delivery of the Site Masterplan**

1.3.1 Given the outline nature of the South Heywood Strategic Site masterplan and the long timeframe over which the scheme will be delivered, including an initial 2-3 year period mainly associated with new road planning / construction, final end users / developers have yet to be identified for individual proposed employment / residential areas - albeit a number businesses have expressed strong interest in locating to the site. On this basis, at this initial outline planning stage, the South Heywood Strategic Site represents a 'speculative' development project, which is ultimately anticipated to be delivered in more detail over time, through the input of a range of future employment tenants / residential developers.

1.3.2 As noted in section 2 to this report, best practice guidance specifically identifies the challenge of preparing Travel Plans for such 'speculative' sites and sets out a clear two stage methodology for delivering a successful development and supporting Travel Plan initiatives. This approach is designed to ensure that:

1. Base 'physical' site design measures are planned and, where appropriate, delivered prior to the development occupation stage, to ensure immediate opportunities for sustainable travel on opening.
2. Additional supporting 'operational' measures are identified which can come on stream as development is established over the different land parcels. These initiatives should be tailored to meet the site specific requirements of the final land uses / land parcels identified. Each individual tenant / residential developer should produce their own Travel Plan under the guiding principles set out in a general site wide Framework Plan.

- 1.3.3 This Framework Travel Plan has been prepared to outline the core principles to be applied across the development of the South Heywood Strategic Site to support the sustainable development of individual employment units / residential land parcels and to identify a methodology by which further site specific 'operational' measures may be investigated and delivered via individual site occupiers / developers as part of detailed subsidiary Travel Plans. These individual subsidiary Travel Plans will be prepared once employment site occupiers / residential developers have been identified and their travel requirements have been established during the detailed 'reserved matters' planning application process.

Physical Measures

- 1.3.4 The outline masterplan for the South Heywood Strategic Site identifies a number of key 'physical' transport principles designed to encourage travel by alternative modes to the private car that will be provided as part of the evolution and delivery of the site masterplan, such as (see also section 3.4 to this report):
- A network of footpath / cycleway connections including links to new dedicated facilities on the South Heywood Link Road and onward links to surrounding residential and employment areas.
 - Development of a South Heywood Strategic Site Public Transport Strategy in liaison with TfGM and RBC. The final mix of public transport options forming the final Public Transport Strategy will be dependent on a range of factors, including the nature of the commercial service network at the time of programmed delivery of the development and the extent of grant subsidy / other funding sources available.
 - Provision of suitable levels of secure cycle parking and associated signage within the curtilage of the development unit.

- Inclusion of ancillary community and retail development on site to encourage a sense of place and manage the need for regular journeys outside of the development area for 'everyday' needs.
- Encouragement of the development of new employment units to include suitable changing and showering facilities to encourage staff walking and cycling.
- Car parking provision across the site to reflect prevailing local standards for employment and residential development and the individual needs of end users.

Operational Measures

- 1.3.5 In addition to the above basic physical transport facilities, the management of staff / visitor / resident travel at individual development plots will help meet Travel Plan objectives. This management of travel issues will be achieved through the development of a package of 'operational' Travel Plan measures / initiatives, which will be tailored to individual end user demands, be they employment users or new residents. These specific end user initiatives will reflect the general site wide approach promoted by the applicant in this Travel Plan Framework.
- 1.3.6 This Travel Plan Framework therefore sets out the core approach to the establishment of the package of operational measures for mixed use development plots / land parcels at the South Heywood Strategic Site and provides practical guidance as to how such initiatives will be delivered. The purpose of the Framework is to bring together one overall document which acts as the key management / monitoring tool for Travel Plan issues and which can be referenced by future occupiers / developers at the South Heywood Strategic Site. The development of an overarching site-wide reference document should also allow groups of site occupiers / developers to take advantage of any economies of scale and reduce the potential for recurring inefficiencies.

2.0 REVIEW OF RELEVANT TRAVEL PLAN POLICY AND GUIDANCE

2.1 Overview

2.1.1 Travel Plans to support new development are secured through a policy framework that extends from national good practice guidance through to the local planning policy level. The following paragraphs set out those relevant policy requirements and guidance documents that have influenced the structure of this Framework Travel Plan.

2.2 National Planning Policy – National Planning Policy Framework (NPPF)

2.2.1 The National Planning Policy Framework (NPPF) sets out the Government's broad policies and objectives for managing transport issues. Paragraph 29 to NPPF identifies that:

“Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives....The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel.”

2.2.2 Furthermore paragraph 35 of NPPF notes the following in terms of guidance to local authorities when considering the location of new development and the preparation of development plans:

“Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to

- accommodate the efficient delivery of goods and supplies;***
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;***
- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding***

street clutter and where appropriate establishing home zones;

- ***incorporate facilities for charging plug-in and other ultra-low emission vehicles; and***
- ***consider the needs of people with disabilities by all modes of transport.”***

2.2.3 As a reflection of these objectives, paragraph 36 of NPPF notes that all new development which generates a significant level of travel demand should be supported by a Travel Plan. Given the scale and nature of the proposed South Heywood Strategic Site development it is considered appropriate to deliver a Travel Plan Framework that can cover all site elements. The principles set out in this Framework Travel Plan will be applicable to all main development elements and have been designed to maximise accessibility by sustainable modes of transport.

2.3 **National Travel Plan Guidance – DfT Good Practice Guide: Delivering Travel Plans through the Planning Process**

2.3.1 Specific guidance for the preparation of Travel Plans has been prepared by the Department for Transport (DfT) and is set out in the document “Good Practice Guidelines: Delivering Travel Plans through the Planning Process” (April 2009). This document identifies the various types of Travel Plan, and identifies that the preparation of a Framework Travel Plan is most appropriate for mixed-use sites. Indeed, the DfT Good Practice Guidelines provides the following definition of Framework Travel Plans within Appendix A: Definitions (page 123):

“Framework (umbrella) travel plan: An overarching travel plan that embraces a large development which may have mixed uses and multiple occupiers/phases. Specific travel plans, i.e. subsidiary travel plans, would be created for developments within the site which would need to be consistent with the wider targets and requirements of the overall framework travel plan.”

2.3.2 Further description of a Framework Travel Plan is provided in the same document in paragraph 2.13 (page 20), which states:

“In the case of large mixed-use developments with multiple occupants, it will be appropriate to prepare a framework travel plan. The framework travel plan should set overall outcomes, targets and indicators for the entire site. It is best administered centrally. It should set the parameters for the requirement for individual sites (or uses/elements) within the overall development to prepare and implement their own subsidiary travel plans. These should comply with and be consistent with the wider targets and requirements of the framework travel plan. Potential occupiers need to be advised of the travel plan requirements. The framework travel plan should also clarify as far as possible the timeframe for completion of individual travel plans and the implementation of specific measures within them as the development proceeds, including management and review.”

- 2.3.3 DfT guidance also notes that in the case of speculative developments, such as the South Heywood Strategic Site where the final occupiers are not yet known, several different types of Travel Plans may be required at different stages for the different uses.
- 2.3.4 This document represents an initial Framework Travel Plan to define core responsibilities for the development of future Travel Plan initiatives at the South Heywood Strategic Site and to demonstrate to future site occupiers / users the nature of measures that should be considered / investigated when preparing their own individual subsidiary Travel Plan in support of reserved matters applications. These subsidiary Travel Plans should accord with site-wide objectives and build on the opportunities for promoting sustainable travel inherent with the wider site masterplan design.

2.4 National Travel Plan Guidance – DfT Making Residential Travel Plans Work: Guidelines for New Development

2.4.1 With reference to the residential element of the development, specific guidance for the preparation of Travel Plans for new residential sites has been prepared by the Department for Transport (DfT) and is set out in the document “Making Residential Travel Plans Work: Guidelines for New Development”. The DfT document identifies that should a Travel Plan be designed into the residential development from the beginning of the project, and if supported by a strong commitment to the measures and initiatives identified, then the Plan could be expected to deliver a wide range of benefits including:

- Reducing the need for car use, with benefits in terms of reduced traffic, congestion, air pollution and accidents.
- Improving accessibility and travel choice for reaching local facilities.
- Improving public transport provision / usage.
- Complementing other nearby travel plans for local residential, commercial and employment schemes.
- Improving access by the wider community to the residential development by sustainable modes of transport.
- Representing good practice and providing a tool to help change perceptions about the convenience and benefits of not using the car where alternatives exist.
- Achieving more attractive environments that contribute to regeneration and renewal initiatives.
- Increasing marketability of the development as more households seek to change their travel behaviour.

2.4.2 The DfT guidance notes that residential travel plans for large residential development (i.e. over 100 dwellings) are likely to achieve the greatest impact.

2.4.3 The DfT guidance identifies further supporting objectives for a Residential Travel Plan:

- Address residents' need for access to a full range of facilities for work, education, health, leisure, recreation and shopping.
- Promote healthy lifestyles and sustainable, vibrant local communities.
- Encourage good urban design principles that encourage accessibility for walking and cycling linked to the design and access statements.
- Address specific issues identified within the Transport Assessment.

2.5 **Local Planning Policy – Local Plan Core Strategy (October 2016)**

2.5.1 The Rochdale Local Plan Core Strategy was adopted by the Council in October 2016. At present the planning policy framework for Rochdale is made up of a combination of new Core Strategy policies and a limited number of saved policies from the previous Rochdale Council Unitary Development Plan. The Allocations Plan element to the Local Plan is still at an extremely early stage and is expected to be prepared over the next few years alongside the wider Greater Manchester Strategic Framework (GMSF).

2.5.2 Key transport and accessibility policies in the adopted Core Strategy are Policies T1 and T2, which concentrate on ensuring accessibility across the Borough and the promotion of sustainable travel, with key objectives being identified as:

- Deliver transport improvements at strategic, borough-wide and local levels to support development proposals.
- Ensure that development is in the most appropriate and accessible locations.
- Minimise trips, especially single occupancy car journeys, and trip length.
- Promote wider travel choice and increase trips made by sustainable forms of travel, including public transport, cycling and walking.
- Support measures that enhance safety and access for people with impaired mobility.
- Protect traffic-sensitive town centres and residential communities.

- Reduce emissions from traffic (particularly NOx gases, PM10 particulate and CO2 levels) by encouraging more sustainable travel choices and forms of travel, more active and healthier travel behaviour and taking advantage of technological innovations.

2.5.3 Relevant key sections of the Core Strategy transport policies to the development of a Travel Plan for the proposed South Heywood Strategic Site are as follows:

“T1 - Delivering sustainable transport

We will work with relevant agencies to secure strategic, borough-wide and local transport improvements that support our overall spatial strategy.

1. Improving inter and sub-regional links to neighbouring centres including Manchester City Centre and strategic destinations (e.g. Manchester Airport) through:

...b. Strengthened sustainable travel links between Heywood / Castleton and Manchester, including connecting Heywood to the Calder Valley Railway line via East Lancashire Railway to provide all purpose passenger services, while protecting the heritage railway operation;

c. Enhanced Quality Bus Corridors between urban centres and key destinations particularly Middleton and Manchester and key orbital Quality Bus Corridors (QBC's) linking sub-regional centres.

2. Improving access to the public transport network and interchange / hub facilities including:

....e. Enhancing facilities at Heywood Station and provide a new station at Broadfield (to access new and existing development south of Heywood) on East Lancashire Railway;

f. Providing a focal point for bus interchange in Heywood Town Centre and supporting traffic management measures to enhance the area for shoppers and visitors; and

3. Providing access for all to development focus areas and town centres including:

a. Enhanced transport links and access within the M62 corridor to improve sustainable transport access and traffic management, to ease town centre traffic congestion in Heywood and Middleton;

b. Cycle network improvements to establish an attractive continuous network within and through the Borough, linking the township centres, key trip generators (employment areas, education and health facilities) as well as neighbouring centres, beyond the Connect 2 programme;...

...h. Identifying / designating suitable routes for commercial vehicles to access local businesses, minimising conflict with visitors, shoppers, other vulnerable road users and avoiding sensitive communities

4. Reducing the need to travel and make best use of the existing transport infrastructure by:

a. Making best use of the borough's transport assets (roads, footways / cycleways, structures, drainage and verges etc);

...d. Strengthening requirements for travel plans, implemented to deliver agreed outcomes, including "smarter choices" and behavioural change initiatives, to encourage less car travel, enhance sustainable access to local employment, education and NHS facilities and assist in meeting health improvement objectives;

...f. Working with communities, interest groups, logistics and freight operators informally or through freight quality partnerships to minimise impact of commercial traffic on local communities."

"T2 - Improving accessibility

We will improve accessibility by locating development where good access to public transport is available or can be provided, backed by measures to reduce the need for travel and effective provision for cyclists, pedestrians and people with impaired mobility. Development will be appropriately located to minimise the need to travel by car and the number and length of car trips made to access local amenities. Transport improvements will focus access to priority regeneration areas, e.g. town centres, housing regeneration areas and economic growth corridors. We will do this by:

a. Requiring development and infrastructure proposals to satisfy the Council's accessibility hierarchy.

This requires transport user needs to be considered and addressed in the following priority order:

- i. People with impaired mobility and pedestrians;***
- ii. Cyclists;***
- iii. Public transport (Bus, Heavy and Light Rail) and "clean fuelled" vehicles;***
- iv. Taxi, private hire vehicles;***
- v. Powered two wheeled vehicles;***
- vi. Commercial traffic for local access;***
- vii. Shopping, visitors / tourist and off peak traffic; and***
- viii. Long stay and peak time commuter traffic.***

b. We will require Transport Assessments (TA) and Travel Plans (TP) for:

- i. Residential developments of 80 units or more;***
- ii. All schools and Further Education Institutions (including extensions);***
- iii. Developments located in, or having an impact on, Air Quality Management Areas (AQMA);***
- iv. Areas where the Council has defined initiatives or targets to reduce traffic, restrict development growth, promote public transport, walking and cycling or measures to promote low emissions and tackle poor air quality;***
- v. Areas where the local transport infrastructure is inadequate e.g. sub-standard roads, poor pedestrian / cycle access or public transport provision; and***
- vi. Areas where additional development traffic is likely to increase accidents or conflicts between motorised and non-motorised users, particularly children, the elderly or people with impaired mobility.***

c. We will also expect developments to be supported by a Transport Assessment (TA) and Travel Plan (TP) if forecast trips exceed the indicative thresholds set out in DfT Guidance on Transport Assessments or any of the following thresholds:

- i. 100 or more vehicle movements per day (24 hours);***
- ii. 60 or more person trips in any peak hour (between 07-00 & 10-00 and / or 16-00 & 19-00);***
- iii. 30 or more vehicle movements in any hour;***
- iv. More than 20 Heavy Goods Vehicles (over 7.5 tonnes) movements per day;***
- v. Any goods vehicle movement between midnight and 6am;***
- vi. Any significant abnormal loads; and***
- vii. 50 or more car parking spaces are proposed."***

2.5.4 The above outlined key Core Strategy transport policies clearly set out that any new development at South Heywood should be designed to meet key sustainability and accessibility objectives, including the implementation of a Travel Plan, and that any supporting transport infrastructure must be delivered to avoid material detrimental impact on the surrounding highway and transport network.

2.6 **Local Highway Policy – Rochdale Borough Transport Strategy (2014 Refresh)**

2.6.1 The Rochdale Borough Transport Strategy (RBTS) is a framework to guide the development of transport improvements across the Borough for the Core Strategy period up to 2026. It identifies priority schemes and projects that are likely to be deliverable during the Core Strategy time period, subject to the availability of resources. The document is to be used by the Council for the lobbying / promotion of transport improvements and to support bids for transport funding and be developed further through the GMTF and future Greater Manchester LTPs.

2.6.2 The strategy was initially published in June 2010, but due to its success, key short term schemes being sought in the action plan have been constructed and / or have a financial commitment, therefore a refreshed strategy was published in March 2014. This ‘2014 Refresh’ document brings forward an updated action plan and updated transport policies strengthening the emphasis on delivering economic growth.

2.6.3 The document identifies investments that have and will continue to be made in the Borough via the Local Sustainable Travel Fund (LSTF), including strengthening area travel planning by providing support to local businesses.

2.6.4 Additionally, the document identifies the proposed future development of the Heywood Freight Quality Partnership which would seek to address HGV impact on residents, which would likely build on the previous Heywood Freight Quality Partnership that last met in 2007. This Partnership involved the Council, local councillors, representatives of businesses at the Heywood Distribution Park and was open to any residents, and met to discuss HGV issues in the local area. The developer of the South Heywood

Strategic Site is committed to minimising HGV impact on the local community and will adopt the principles of any local Freight Quality Partnership if this is re-established.

2.7 Local Travel Plan Guidance

2.7.1 TfGM guidance document 'Transport for sustainable communities: a guide for developers', March 2013, supplements national planning guidance, providing non-statutory guidance on sustainable transport. This guidance lists five transport principles which should be followed in order to maximise sustainable of new developments:

- Maximise accessibility;
- Reduce the need to travel by car;
- Make the best use of existing infrastructure;
- Design for active travel; and,
- Mitigate impacts.

2.7.2 This guidance document also sets out potential measures for different types of development, many of which have been included as potential future initiatives within this Framework Travel Plan document.

2.7.3 The Greater Manchester Travel Plan website (www.travelplans.org.uk), also provides some assistance on how to develop and implement an effective travel plan to support new development. The website focuses on employment Travel Plans, and identifies the following key benefits and advantages of pursuing Travel Plans to support developments:

Organisation

- Support employee travel needs
- Aid staff recruitment and retention
- Promote a healthy and motivated workforce
- Fulfil planning targets

- Enhance company image
- Reduce the land used for car parking space
- Improve site environment
- Reduce on-site congestion
- Increase productivity from a healthy workforce
- Improve access for employees, visitors and deliveries
- Reduce demand for costly car parking

Staff / Visitors

- Money and time savings (e.g. car sharing)
- Improved health, motivation and well being
- Lower levels of stress
- A better quality of life

Local Community

- Less traffic and congestion
- Improved public transport services
- Fewer residential parking problems
- Reduction in local level pollution
- Reduction in CO₂ emissions
- Access to employment / education

- 2.7.4 It is understood that a Supplementary Planning Document (SPD) focussing on 'Travel Planning & New Development' is currently in preparation by RBC, but has yet to be published. The contents of this future SPD document are expected to provide further guidance on developing, monitoring, securing and implementing Travel Plans for new development in the Borough and will likely form an important frame of reference for the development of future individual subsidiary Travel Plans for individual sites / development parcels at the South Heywood Strategic Site.

2.8 Proposed Travel Plan Structure

- 2.8.1 In light of the Travel Plan guidance outlined above, it is proposed that a Travel Plan for South Heywood Strategic Site is developed via a pyramid framework of measures and actions. The core philosophies of the Travel Plan 'pyramid' approach are illustrated in **Figure TP1** to this report, reflecting DfT good practice guidance and identifying the principle that a successful Travel Plan should be built 'from the ground up' - with each new layer building on the last and set within the context of the outcomes sought.

3.0 REVIEW OF BASELINE AVAILABLE SUSTAINABLE TRANSPORT CONNECTIONS AND THE DEVELOPMENT PROPOSALS

3.1 Overview

3.1.1 The location of a development site underpins all aspects of accessibility, in particular its relationship with complementary land uses and the range of practical travel mode options available to site users.

3.1.2 This section of the Travel Plan report effectively examines Tier 1 of the Travel Plan Pyramid (**Figure TP1**) – ‘Site location and proximity to existing facilities and services’ and identifies the extent to which the site can be considered to enjoy a good level of accessibility by sustainable modes of transport. It also reviews, in line with Tier 2 – ‘Sustainable site design – parking restraint, suitable density and amenity’, how the design of a development scheme seeks to promote site accessibility and the use sustainable modes of travel, thereby ultimately reducing reliance on the private car.

3.2 Site Location and Existing Conditions

Site Location

3.2.1 The strategic context of the South Heywood area is illustrated in **Figure TP2** to this report. This plan identifies that the development area represents an urban fringe location, in close proximity to both the M62 and M66 motorways, which themselves link to the M60 Manchester Orbital motorway at nearby Simister Island (M62 J18). These strategic motorway links provide excellent connections across the north of England, with Lancashire, Greater Manchester, Merseyside and West Yorkshire all located within a potential hours drive of the application site. Indeed, M62 Junction 19 (M62 J19) to the immediate south east of South Heywood is estimated to lie within a 90 minute drive of up to 12 million people.

- 3.2.2 **Figure TP3** provides a more local context to the proposed development area and in particular identifies the residential edge of the settlement of Heywood, the extent of surrounding employment zones associated with Heywood Distribution Park, Birch Industrial Estate and Pennine Business Park and the local access road routes of Hareshill Road, A6045 Manchester Road / Heywood Old Road, A6046 Middleton Road and M62 J19.

Existing Conditions

- 3.2.3 The South Heywood Strategic Site comprises predominately grazing and arable land located to the south west of the existing settlement of Heywood. Land proposed for future employment development as part of the proposed development (located to the north and west of the development area) has planning permission and a waste permit for the infilling of inert material and restoration to an equestrian centre (Hareshill Farm Equestrian Centre). Land within the centre of the site proposed for residential development and ancillary retail / community uses (including land either side of Hareshill Road and to the south of A6045 Manchester Road), represents existing agricultural land mainly used for livestock farming.

3.3 **Audit of Available Site Access Connections**

Overview

- 3.3.1 Given the siting of the South Heywood Strategic Site to the edge of an existing settlement and being made up of land generally consisting of previously undeveloped land utilised for agriculture or historic waste uses, it is perhaps unsurprising that the site currently only provides limited connections by alternative travel modes to the private car. The following paragraphs set out the extent of available current non-car mode travel links.

Walking & Cycling

- 3.3.2 Chartered Institution of Highways and Transport (CIHT) guidance document 'Providing for Journeys on Foot' suggests that a 'preferred maximum' walking distance to local shops and services from new residential development is 1.2km with a threshold for regular work related commuter journeys being 2km. **Figure TP4** to this report demonstrates these practical local walking catchments when measured from the centre of the South Heywood Strategic Site. This exercise demonstrates that whilst the site is located within a practical walk distance of parts of adjacent local residential areas, which would allow some opportunity for walking trips to new employment opportunities on the site, in practice, there are few other local facilities within a short walk of the centre of the proposed new residential areas. It is therefore likely that some local community and retail facilities will need to be provided on site, as part of the overall scheme, in order to address immediate local needs and avoid a reliance on the private car for all day-to-day journeys.
- 3.3.3 Cycling is recognised as a sustainable, healthy and environmentally friendly form of transport. National guidance notes that cycling has the potential to substitute for short car trips, particularly those less than 5km and to form part of a longer journey by public transport. **Figure TP5** to this report illustrates an existing 5km cycle catchment when measured from the centre of the South Heywood Strategic Site. This demonstrates that the majority of the built up areas of Heywood and Middleton are accessible within a practical cycle ride of the site, along with eastern parts of Bury and Whitefield.
- 3.3.4 **Figure TP6** illustrates existing available dedicated cycle infrastructure within the immediate vicinity of South Heywood. Review of this plan demonstrates that existing on-street cycle infrastructure is already available on a number of key local route corridors such as A6045 Manchester Road / Heywood Old Road & A6046 Middleton Road to the east and Pilsworth Road to the west. Furthermore, much of the local residential areas to the north and east of the application site operate under 20mph speed limits and so represent good opportunities for encouraging cycle journeys.

- 3.3.5 In addition to these existing local cycling facilities, it is known that funding has been secured to deliver walking / cycling measures at the M62 J19 roundabout (likely to be delivered as part of the South Heywood link road scheme) to provide cycle safety improvements and journey time reliability for users and improved connections between Heywood and Middleton..

Public Transport

- 3.3.6 CIHT guidance document 'Planning for Public Transport in Developments' recommends that the maximum distance to a bus stop from new development should ideally be 400m – roughly equating to a five minute walk. In practice there are few existing local bus stops that lie within such a walk distance of any part of the South Heywood application area.
- 3.3.7 **Figure TP7** to this report illustrates the extent of local bus routes serving the vicinity of the South Heywood Strategic Site, with route service details summarised in **Table TP3.1** below.

Table TP3.1: Local Bus Routes Operating in the Vicinity to South Heywood

Route No.	Route Description	Mon-Sat Day	Mon-Sat Eve	Sunday / Sunday Eve
163	Bury – Heywood – Langley Ln – Middleton - Manchester	Min 10 minutes	Hourly-	30 mins / Hrly-
475	Bury – Heywood – Hopwood (Circular)	Hourly	No service	No Service

- 3.3.8 Service 163 serves stops on Argyle Street / Pilsworth Road to the north east of the South Heywood development area (an approximate 1200m walk from the centre of the site) and A4064 Middleton Road to the south east (to the south eastern edge of the Collogate Farm element of the application site). Service 475 is available from A6045 Manchester Road & Newhouse Road to the east of the site, approximately 700m walk from the junction of Hareshill Road / A6045 Manchester Road.

Summary

- 3.3.9 In summary, it is considered that the South Heywood Strategic Site development area currently only provides limited sustainable transport connections. Whilst some existing opportunities are available for local walking and cycling journeys, it is clear that comprehensive development of the site will need to be supported by a detailed sustainable transport strategy delivering improvements in non-car accessibility. Key proposals for such public transport / walking and cycling measures are set out further in section 3.4 to this report.

3.4 **Review of Proposed Development Masterplan Principles**

- 3.4.1 The South Heywood Strategic Site scheme represents a 2.2km section of new Link Road connecting to M62 J19 and supporting mixed used employment & residential development, on land at South Heywood, Rochdale. An illustrative masterplan of the South Heywood Strategic Site scheme is included as **Figure TP8** to this report, which highlights the following key elements:

- New 2.2km new link road route connecting to M62 J19
- 1.45m sqft of employment development (30% B2 / 70% B8 land use)
- Up to 1000 residential dwellings
- Ancillary community facilities and local retail centre
- Landscaping and public open space.

Sustainable Transport Strategy

- 3.4.2 Delivery of the South Heywood Strategic Site development will be supported by a package of sustainable transport measures to ensure appropriate accessibility to the site via alternative travel modes to the private car (e.g. walking, cycling and public transport). At present, as noted in section 3.3, the immediate South Heywood locality is relatively poorly served by such sustainable travel modes, with few public transport services and limited walk / cycle connections. The new supporting employment and

residential development will therefore be designed to ensure maximum walking / cycling permeability, along with improvements in the local public transport offer.

3.4.3 **Figure TP9** to this report illustrates the core movement and accessibility principles to be adopted as part of the delivery of the South Heywood Strategic Site masterplan, the details of which are considered further in the paragraphs below.

Walking & Cycling

3.4.4 The development of the South Heywood Strategic Site will be supported by a high standard of on-site walking / cycling infrastructure and the improvement of existing local footpaths and rights of way to encourage both good permeability through and the delivery of good connections to surrounding established development. In particular delivery of the scheme will provide the following key infrastructure (see also **Figure TP10**):

- Walking / cycling routes in parallel to the proposed new South Heywood Link Road linking the development to key existing employment and residential areas and providing a direct segregated link to the cycle corridor improvement works between Heywood and Middleton being delivered by RBC as part of the Cycle City Ambition Grant funding process.
- Provision of regular 'island' crossing points of the South Heywood Link Road in the vicinity of proposed residential / local centre areas and full pedestrian / cycle phasing at the major traffic signal controlled junctions along the South Heywood Link Road route to ensure safe crossing opportunities. .
- Improved walking / cycling connections through the proposed new South Heywood Strategic Site residential areas, including the green wedge / linear park / landscape buffers.

- Direct and more convenient walk / cycle connections between the South Heywood Strategic Site residential development and employment areas.
- Retention and enhancement of existing public rights of way through the South Heywood Strategic Site and the improvement of off-site connections from these links.

3.4.5 In addition to the walking / cycling infrastructure to be provided on site as part of the site masterplan and in conjunction with the delivery of the South Heywood Link Road corridor, it is proposed development of the South Heywood Strategic Site will be supported by the delivery of the following 'off-site' walking and cycling improvements:

- New segregated cycle facility connecting Pilsworth Road and the frontage of the South Heywood Strategic Site employment area to deliver part of the 'missing link' for cycle journeys to / from the west of the existing South Heywood employment areas towards Bury and Heap Bridge.
- New direct footpath / cycle path connection to Gloucester Avenue & A6046 Middleton from the South Heywood Strategic Site area and enhancements (surfacing / lighting / security) to existing walking routes linking towards surrounding established local residential areas and Heywood Town Centre. Such links will provide easy walk connections to a range of local schools and community facilities including St Joseph's RC Primary, Holy Family RC College and Siddal Moor Sports College.

Public Transport

3.4.6 Russell Homes, as main site developer, are progressing discussions with TfGM and RBC to develop an agreed South Heywood Strategic Site Public Transport Strategy to support the future development of the proposed residential and employment areas. The evolution of this Public Transport Strategy is currently still at a relatively early stage as, in practice, substantive development will not be occupied prior to the delivery of the link road, which makes the planning of new services / service diversions difficult

at the current initial planning application phase. It is anticipated that final public transport strategy elements will be identified and agreed with relevant stakeholders closer to the time of first occupation of key development elements.

- 3.4.7 Notwithstanding the above, a range of local public transport options have been identified by TfGM and the site developer for initial investigation (the broad principles of which are illustrated in **Figure TP11**), with the intention to improve local bus provision to serve new employment and residential areas.
- 3.4.8 The final mix of public transport options forming the final South Heywood Strategic Site Public Transport Strategy will be dependent on a range of factors, including the nature of the commercial service network at the time of programmed delivery of the development and the extent of grant subsidy / other funding sources available. Ultimately a suitable agreed funding contribution / commitment would be secured from the developer of the South Heywood Strategic Site via legal obligations and tied to any planning consent to ensure delivery of improved public transport provision in parallel with the delivery of new development across the site.

4.0 ADMINISTRATION AND DELIVERY OF THE TRAVEL PLAN

4.1 The Role of the Main Site Developer

- 4.1.1 The promotion and administration of the Framework Travel Plan for the South Heywood Strategic Site will be the responsibility of the main site developer Russell Homes. The Framework Travel Plan sets out the core principles to be applied across the South Heywood Strategic Site to maximise accessibility via sustainable (non-car) modes and to provide guidance as to suitable operational measures to be pursued in subsidiary Travel Plans prepared by subsequent occupiers / developers of individual development plots / land parcels.
- 4.1.2 The management of Travel Plan matters for the proposed employment development at the South Heywood Strategic Site will be achieved through the identification of a suitable person within the main development company (or subsequent Site Management Company, if relevant) to undertake the South Heywood Employment Travel Plan Manager (SHETPM) role as part of their duties. Alternatively the SHETPM role could be undertaken by a specialist Transportation Consultancy or an appropriate Council / TfGM travel plan officer, as part of wider area Travel Plan Coordinator duties.
- 4.1.3 Once appointed, the SHETPM will act as the primary contact for site travel issues and will be responsible for promoting Travel Plan objectives, involving new tenants / organisations in the Travel Plan, maintaining a travel database and monitoring site-wide travel trends.
- 4.1.4 The key duties and responsibilities of the SHETPM are set out below.
- Liaise with individual tenant / residential developer representatives and, where appropriate, provide support / advice to assist individual site Travel Plan Coordinators (TPCs) to implement individual Travel Plans for their sites.

- Develop a 'Travel Plan Pack' for issue to individual site TPCs to promote walking, cycling, public transport and initiatives such as car sharing. This Travel Plan Pack will contain the following:
 1. A copy of the approved Framework Travel Plan;
 2. Information on car sharing schemes;
 3. Public transport information;
 4. Information on local public transport ticket initiatives;
 5. Walking / cycling plan;
 6. Promotional materials;
 7. Details of DfT cycle purchase scheme.
- In partnership with TfGM / RBC attend any relevant meetings associated with the Heywood Freight Quality Partnership or Travel Plan Forum events involving other major local developments, such as the Kingsway Business Park & Heywood Distribution Park.
- Undertake a regular (every three years) site-wide travel survey in partnership with tenants / occupiers in order to monitor development travel trends with respect to agreed targets.

4.2 Responsibilities of Employment Development Occupiers / Tenants

- 4.2.1 Occupiers / tenants of small employment units below 5,000sqm GFA will not be required to produce their own individual Travel Plan to support site occupation, but will be encouraged to promote the general sustainable transport principles of set out in this Framework Travel Plan.
- 4.2.2 All occupiers / tenants of employment units in excess of 5,000sqm GFA will be required to prepare their own individual subsidiary Travel Plan prior to occupation. Subsidiary Travel Plans will be required to accord with the guidance set out in this Framework Travel Plan, and identify user-specific / site-specific initiatives and targets.

Subsidiary Travel Plans will be developed and managed by a suitable occupier / tenant staff member who will be assigned the role of Travel Plan Coordinator (TPC).

4.2.3 The TPC role will be key to the delivery of a successful individual Travel Plan and therefore a suitable person at each employment unit, such as a member of the occupier / tenant management team, should be appointed to undertake the role and be given direct support from their employer..

4.2.4 Key roles and responsibilities of the individual site TPCs will be as follows:

- Prepare and implement a subsidiary Travel Plan for the occupier / tenant;
- Obtain a copy of the Travel Plan Pack from the SHETPM. The Pack will include information promoting local walking and cycling infrastructure, public transport services and initiatives such as car sharing, events, etc.
- Maintain sustainable travel infrastructure within the curtilage of the individual site (walking / cycling routes / shower & changing areas where relevant, etc.) and ensuring that such facilities remain fit for purpose
- Submit regular feedback to the SHETPM and RBC / TfGM as necessary.
- Ensure that new occupier / tenant employees are aware of the existence of the Travel Plan.
- Maintain a Travel Plan noticeboard.
- Undertake regular monitoring / data collection exercises in accordance with the agreed site-wide monitoring survey schedule.
- Display Travel Plan progress results on an on-site Travel Plan Noticeboard.

4.3 Responsibilities of the Developers of Residential Land Parcels

4.3.1 A full residential Travel Plan will be required to be prepared for each identified residential development land parcel in excess of 100 dwellings and be submitted to RBC as part of relevant subsequent detailed reserved matters planning applications. The preparation of this document will be the responsibility of each developer.

4.3.2 A suitable member of the residential development company / appointed Transport Consultancy must be responsible for taking on the role of the Residential Travel Plan Coordinator (RTPC) for each land parcel.

4.3.3 The key roles and responsibilities of the RTPC will be as follows:

- Prepare a Full Residential Travel Plan for submission.
- Prepare a Residential Travel Plan Pack for delivery to each new unit on occupation. The Pack will include information promoting local walking and cycling infrastructure, public transport services and other travel initiatives.
- Maintain sustainable travel infrastructure within the curtilage of the residential development site (walking / cycling routes / Travel Plan Noticeboards, etc.) and ensuring that such facilities remain fit for purpose;
- Ensure that new residents are aware of the existence of the Travel Plan (via the circulation of the Travel Plan Pack to residents – preferably at the point of occupation of a dwelling).
- Maintain a Travel Plan noticeboard within a communal area on site to include up-to-date travel information, details of travel initiatives and campaigns such as Walking the Way to Health, Walk to Work Week, National Bike Week, World Car Free Day, Liftshare Week, etc.

- Undertake regular monitoring / data collection exercises as agreed with RBC / TfGM.

5.0 TRAVEL PLAN OPERATIONAL MEASURES

5.1 Introduction

5.1.1 The aims of Tiers 4 & 5 of the Travel Plan Pyramid are to establish operational measures and initiatives to be implemented at a site in order to reduce the level of dependency on the private car and to determine how their effectiveness can be promoted and monitored. These ‘operational’ measures will build upon the core ‘physical’ walk / cycle and public transport strategy measures to be delivered as part of the South Heywood Strategic Site masterplan (see section 3.4 to this report).

5.1.2 Ensuring the delivery of effective Travel Plan measures at the South Heywood Strategic Site will be achieved as follows:

- Firstly, site-wide travel initiatives will be promoted to all site tenants and residential developers (as appropriate) by Russell Homes. Implementation of common site-wide measures will ensure a consistent and co-ordinated approach to promoting sustainable travel and will be supported by the delivery of new development in line with the principles of the overall South Heywood Strategic Site masterplan, which has been designed to maximise site accessibility by all travel modes.
- Secondly, subsidiary individual employment and residential travel plans will be developed by individual occupiers / residential developers via reference to the schedule of appropriate example Travel Plan measures outlined within sections 5.2 – 5.4 of this document. Not all listed measures will be relevant to each occupier / developer and therefore each subsidiary Travel Plan should set out a bespoke list of measures to be implemented.

5.1.3 It is anticipated that the requirement for the development of such individual subsidiary Travel Plans and TPC roles would be set out in a general planning condition for the

wider South Heywood Strategic Site masterplan and secured as part of detailed reserved matters planning procedures for individual development plots.

5.2 **‘Operational’ Travel Plan Measures to be Promoted by the SHETPM**

5.2.1 Operational Travel Plan measures to be promoted & encouraged by the SHETPM are set out below under the following key sub-headings:

- Provision of information;
- Encouraging increased use of walking;
- Encouraging increased use of cycling;
- Encouraging increased use of public transport;
- Encouraging efficient car use; and
- Reducing the need to travel.

5.2.2 These Operational Measures should be promoted by the SHETPM to ensure a consistent and co-ordinated approach to Travel Planning over the South Heywood Strategic Site and will assist both TPCs and RTPCs in the development and implementation of subsidiary Travel Plans.

Provision of Information

5.2.3 The SHETPM will prepare a Travel Plan Pack to be supplied to all individual developer TPCs / RTPCs for circulation amongst all site employees, visitors and residents as applicable. TPCs / RTPCs should refine / update the information provided to complement their own Travel Plan requirements. A copy of the Travel Plan Pack should also be provided to those smaller employee businesses which may not be required to produce their own subsidiary Travel Plan under the terms set out in section 4.2.

5.2.4 It is anticipated that the Travel Plan pack would comprise:

- Short introductory note to accompany the Travel Plan Pack to explain why the Travel Plan has been produced and details of key contacts, including the SHETPM.
- Information on the objectives of the Travel Plan at the South Heywood Strategic Site;
- Promotion of journey planning tools including:
 - WalkIt (<https://walkit.com/cities/rochdale/>);
 - TfGM Journey Planner (<https://my.tfgm.com/#/planner/>)
 - National Rail (www.nationalrail.co.uk/), etc.;
- Relevant local public transport route maps and timetable information, including promotion of live travel information sources such as Traveline and Nextbuses;
- A copy of the Rochdale Cycle Map;
- Details of the Site Wide car share scheme.

Encouraging Increased Use of Walking

5.2.5 Provide information / maps about the local footpath network and local shops and services within a suitable walking catchment of the South Heywood Strategic Site.

5.2.6 Provide information regarding the health benefits of walking, such as details of the 'Walking the Way to Health' scheme.

Encouraging Increased Use of Cycling

5.2.7 Provide information regarding the health benefits of cycling, cycle safety advice and direction to key information sources such as www.bike2work.info, www.sustrans.org.uk, etc.

- 5.2.8 Promote events such as National Bike Week where families, students and commuters are encouraged to leave their cars at home and try cycling.
- 5.2.9 Provide information to TPCs promoting DfT assisted staff cycle purchase initiatives, where employees can take out an interest free cycle loan via Payroll.

Encouraging Increased Use of Public Transport

- 5.2.10 Investigate and provide details on prevailing relevant public transport ticketing initiatives. E.g. TfGM's 'System One' purchasing opportunity, which offers multi-operator, multi-mode transport ticketing options (<http://www.systemonetravelcards.co.uk/>).

Encouraging Efficient Car Use

- 5.2.11 Organise and promote site wide car share schemes. It is considered that all site users will benefit from an employment area wide database of potential car share partners organised by the SHETPM. The scheme could be set up by registering the South Heywood Site on the CarShareGM website (<http://www.carsharegm.com/login.aspx?ReturnUrl=%2f>).
- 5.2.12 Encourage employers to consider providing priority car share spaces for car sharers. Spaces should be provided close to building entrances.

Reducing the Need to Travel

- 5.2.13 The SHETPM will encourage employers at the site to consider key target areas such as those set out below:
- Reducing the overall need to travel for business purposes;
 - Reducing overall business mileage required per person;

- Encouraging more sustainable business travel by providing options to use alternative travel modes to the private car.

5.3 Suggested Travel Plan Initiatives as part of Individual Subsidiary Employment Travel Plans

5.3.1 Individual site TPCs should develop their individual site Travel Plans based on a selection of measures chosen from the following examples considered potentially appropriate at the South Heywood Strategic Site.

	Initiative
Provision of Information	Circulate Travel Plan objectives to all employees
	Obtain a copy of the Travel Plan Pack from the SHETPM and display promotional material on a Travel Plan noticeboard within the unit foyer / staff room
	Promote travel information on the unit website
Encouraging Increased Use of Walking	Provide changing / locker / shower facilities
	Provide on-site food preparation facilities to reduce the need for employees to travel off-site at break times
	Promote travel information / maps about the local footpath network local shops / services within a suitable walk catchment of the site, potentially extracting information from the Travel Plan Pack
	Promote information regarding the health benefits of walking, potentially extracting information from the Travel Plan Pack
	Provide umbrellas / rainproof clothing to regular walkers
Encouraging Increased Use of Cycling	Provide appropriate levels of covered cycle parking
	Provide a puncture repair kit
	Promote information regarding the health benefits of cycling, cycle safety advice, etc., extracting information from the Travel Plan Pack
	Promote events such as National Bike Week
	Consider introducing a bike pool available to staff for short work based journeys
	Introduce an assisted staff cycle purchase system

	Provide incentives to cycle to work, such as providing a free breakfast for those who cycle during National Bike Week, sponsored equipment (such as fluorescent bibs), and a mileage rate for employees cycling on business
Encouraging Increased Use of Public Transport	Promote public transport ticketing initiatives, information provided by the SHETPM
	Investigate the potential to offer an interest free public transport ticket loan via Payroll
Encouraging Efficient Car Use	Promote the site-wide car share scheme organised by the SHETPM
	Provide priority car share spaces for car sharers
Other Incentives to Use Sustainable Modes of Travel	Provide a guaranteed 'ride home'. TPCs should consider implementing a scheme to ensure that any staff involved with the Travel Plan (and therefore having utilised an alternative travel mode to a single occupancy private car in order to travel to work), have a guaranteed ride home in the case of family emergencies during the daytime or when required to work late at night at short notice. In these circumstances the costs of any reasonable taxi fare home will be reimbursed from the Travel Plan budget if appropriate receipts are provided by staff. It has been identified that the running of such an emergency system is critical in increasing staff confidence in taking part in Travel Plan initiatives such as car sharing / walk to work, etc.
Reducing the Need to Travel	Introduce flexible working (for example flexitime with core hours / staggered hours, as appropriate)
	Introduce home working
	Car/vanpooling for business operations
	Use of technology to reduce the need to travel to meetings via introduction / promotion of conference call / video facilities

5.3.2 It is acknowledged that not all listed measures will be relevant to each organisation, and therefore subsidiary Travel Plans should provide a bespoke list of appropriate measures within their subsidiary Travel Plans. The final chosen measures should reflect the individual circumstances of the organisation and also reflect the results of employee travel survey results.

5.4 **Operational Travel Plan Measures to Manage the Impact of Site Related HGV Traffic Movements**

5.4.1 The development of the South Heywood Strategic Site and South Heywood Link Road will be supported by an HGV routing strategy to deter HGV movements over inappropriate local sensitive routes. The nature of this local HGV management strategy is illustrated in **Figure TP12** to this report.

5.4.2 Given that the HGV routing strategy will be supported by formal traffic orders and signed restrictions, it is anticipated that it will be largely self-enforcing and mean that formal routing agreements will not be required for individual occupiers / land parcels. Notwithstanding the above, employment operators will be encouraged to follow HGV management good practices such as:

- Driver information / training and provision of a copy of the appropriate local HGV routing plans to each driver before undertaking journeys to / from the South Heywood Strategic Site.
- Encouragement of the local community to identify incorrectly driven vehicles / vehicles in breach of the routing restrictions and to adopt appropriate disciplinary procedures.

5.5 Suggested Travel Plan Initiatives to Support Subsidiary Residential Travel Plans

5.5.1 The following outlines a 'menu' of examples of travel plan measures appropriate for implementation by developers of individual residential land parcels at the South Heywood Strategic Site.

	Initiative
Provision of Information	Distribute a Residential Travel Plan pack to the owners of every new private residential dwelling on occupation. The pack should be updated at regular intervals to ensure that the information provided is relevant each time it is issued. The pack could be based on the Travel Plan information supplied by the SHETPM, and should include Travel Plan objectives and demonstration of site accessibility, key walk, cycle and public transport maps, public transport timetables, links to journey planning tools, car share scheme information and other key information
	Promote travel information on the development website
Encouraging Increased Use of Walking	Provide information / maps about the local footpath network and local shops and services within a suitable walking catchment of the South Heywood Strategic Site
	Provide information regarding the health benefits of walking, such as details of the 'Walking the Way to Health' scheme
Encouraging Increased Use of Cycling	Promote cycle training events
	Provide information regarding the health benefits of cycling, cycle safety advice and direction to key information sources such as www.bike2work.info , www.sustrans.org.uk , etc.
	Promote events such as National Bike Week where families, students and commuters are encouraged to leave their cars at home and try cycling
	Provide a cycle voucher to the first occupier of each of the private residential units to be redeemed at a local cycle outlet for use against the purchase of a new bike or supporting cycle equipment such as helmet, lights etc.
Encouraging Increased Use of Public Transport	Provide a public transport 'taster' ticket initiative (such as free 1 month public transport pass) to the first occupier of each new residential dwelling - via a redeemable voucher, details of which are to be agreed following discussions with RBC / TfGM / relevant public transport operators at the time of development occupation. The potential to offer discounted bus tickets to all site users should also be investigated
Encouraging Efficient Car Use	Promote the site-wide car share scheme organised by the SHETPM

It is acknowledged that not all listed measures will be relevant to each land parcel, and therefore residential developers should identify a bespoke list of appropriate measures within their final Travel Plans.

6.0 IDENTIFYING TARGETS AND MONITORING PROGRESS

6.1 Introduction

- 6.1.1 In order to gain an understanding of the effectiveness of Travel Plan initiatives and to measure the Plan's progress in encouraging sustainable travel patterns, monitoring of travel trends at the South Heywood Strategic Site will be undertaken at regular intervals.
- 6.1.2 It is proposed that the first Travel Plan Survey exercise for each occupier / land parcel is undertaken within either 3 months of occupation of each major employment unit or following occupation of the first 50 units in the case of the residential land parcels.
- 6.1.3 Further ongoing Travel Surveys will be undertaken thereafter in line with an agreed programme of monitoring. All employment site occupiers will be expected to assist in the delivery of the employment site-wide related monitoring survey exercises by undertaking appropriate data collection / survey analysis as requested by the SHETPM.

6.2 Travel Plan Targets

- 6.2.1 It is anticipated that subsidiary Travel Plans should set their own appropriate Specific, Measureable, Achievable, Realistic and Time Bound (SMART) targets based on the results of the initial Travel Survey exercise undertaken at their site.
- 6.2.2 RBC have previously prepared a report on Travel Plan issues at South Heywood as part of Draft Core Strategy submissions. This report ("South Heywood Economic Corridor: Transport Assessment – Travel Planning Report", prepared in November 2010 by Mouchel for RBC) set out the potential for sustainable transport interventions to minimise the impact of proposed development and identified potential mode shift targets. In the absence of any more contemporary data to assist the development of 'SMART' targets and being mindful that any substantive development at the South

Heywood Strategic Site is unlikely to come forward until post 2020, the mode shift targets contained within the 2010 Travel Planning Report are highlighted below as an initial reference point as to the extent of modal shift that could be reasonably achieved through the implementation of effective Travel Plan measures. These targets are also likely to form a useful starting point in the preparation of future SMART targets which will be informed by subsequent Travel Survey exercises.

Table TP6.1: Potential Mode Shift from Single Occupancy Car for New Developments*

	Origin Type Trips			Destination Type Trips		
	AM	Inter-Peak	PM	AM	Inter-Peak	PM
Residential	8-10%	6-7%	2%	1%	3-5%	6-8%
SME Business	-	2%	7-10%	10%	2%	7-10%
Low Intensity Employment	2%	3-4%	4-6%	4-6%	3-4%	2%
Retail	-	2-3%	3-5%	3-5%	2-3%	3-5%

**reproduced from Table 4-2, pg 32 of the "South Heywood Economic Corridor: Transport Assessment – Travel Planning Report", prepared in November 2010 by Mouchel for RBC*

- 6.2.3 Once final SMART targets have been set, progress will be monitored via further regular update surveys (see section 6.1). Should it become clear that targets will not be achievable, or indeed have already been reached, then they should be reviewed in conjunction with the RBC / TfGM and new objectives set.

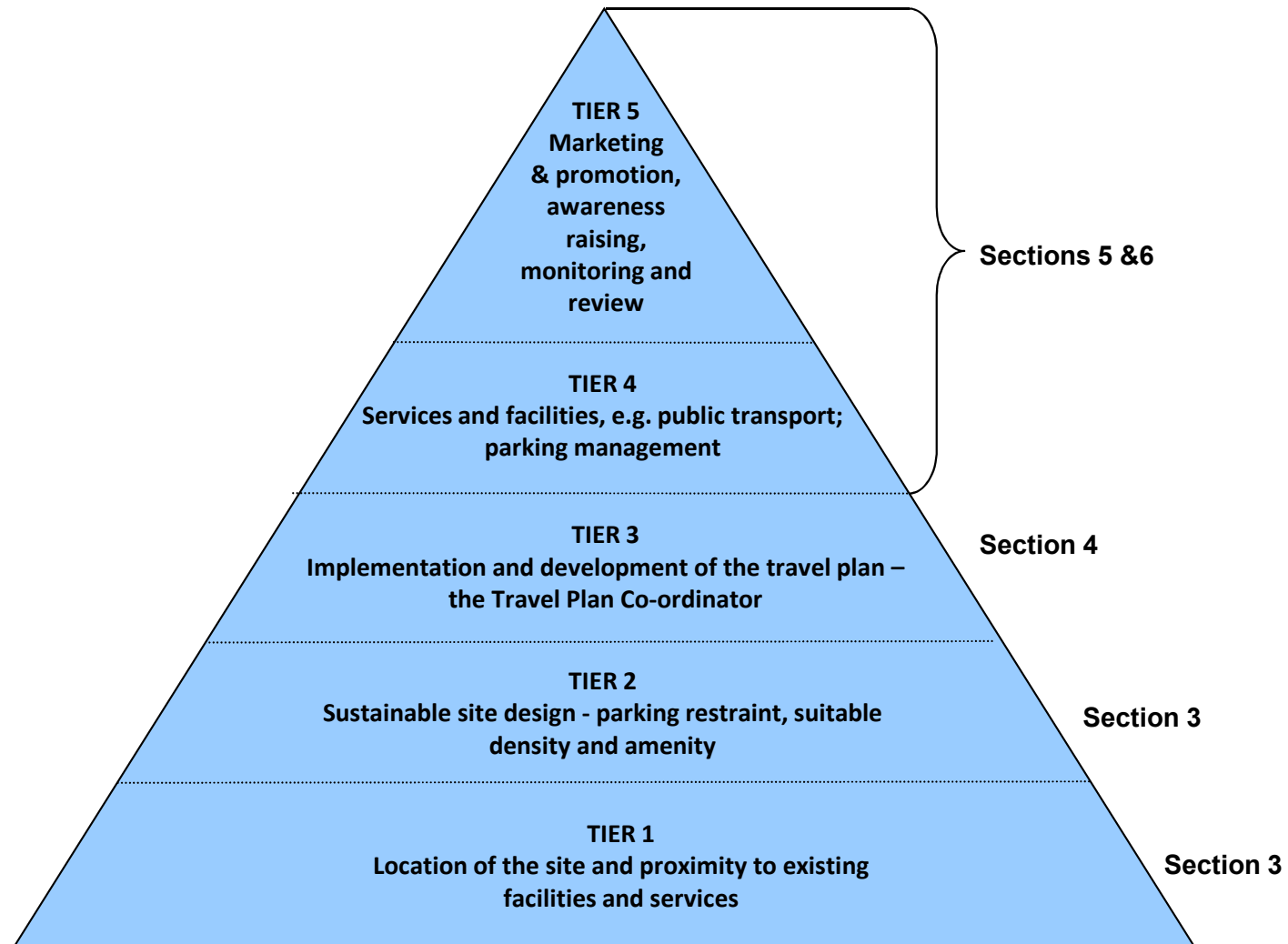
6.3 Review Procedure

- 6.3.1 To assist in the review Travel Plan effectiveness, individual TPCs / RTPCs will prepare regular performance reports as part of the ongoing operation of their Travel Plan. It is envisaged that the Annual Performance Reports would comprise the following:

- The results of the most recent travel surveys with respect to targets;
- The general effectiveness of current initiatives within the Travel Plans;
- Those measures within the Travel Plans which are proposed to be continued into the next year / those measures to be dropped; and,
- Details of any new travel initiatives to be pursued at the site.



FIGURES



Travel Plan Pyramid (Adapted from DfT 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process', April 2009)

Figure TP1

Travel Plan Pyramid

1962-01

South Heywood Strategic Site

October 2016



Camellia House
76 Water Lane,
Wilmslow
Cheshire, SK9 5BB

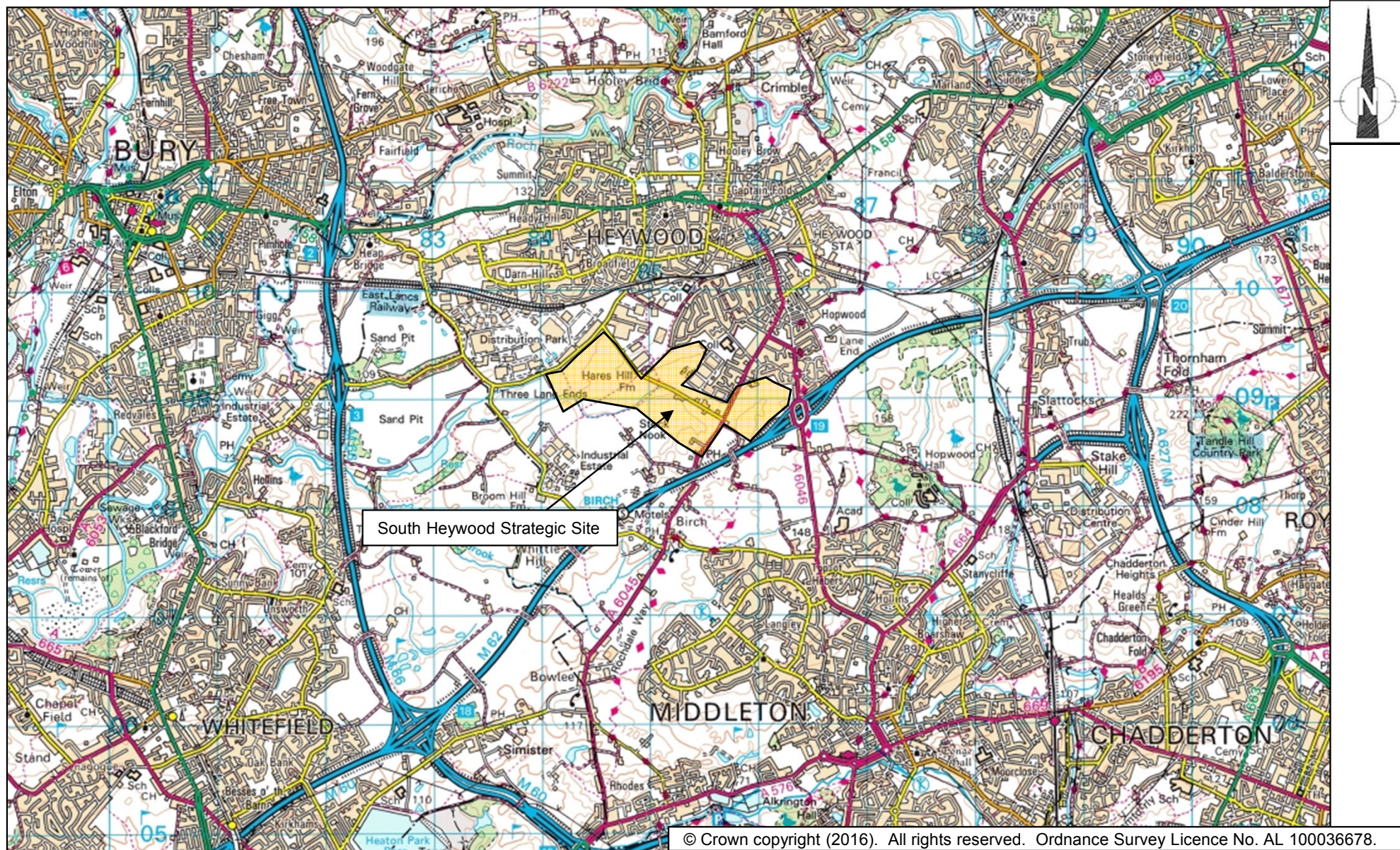


Figure TP2

Site Location: Strategic Location

1962-01

South Heywood Strategic Site

October 2016



Camellia House
76 Water Lane,
Wilmslow
Cheshire, SK9 5BB

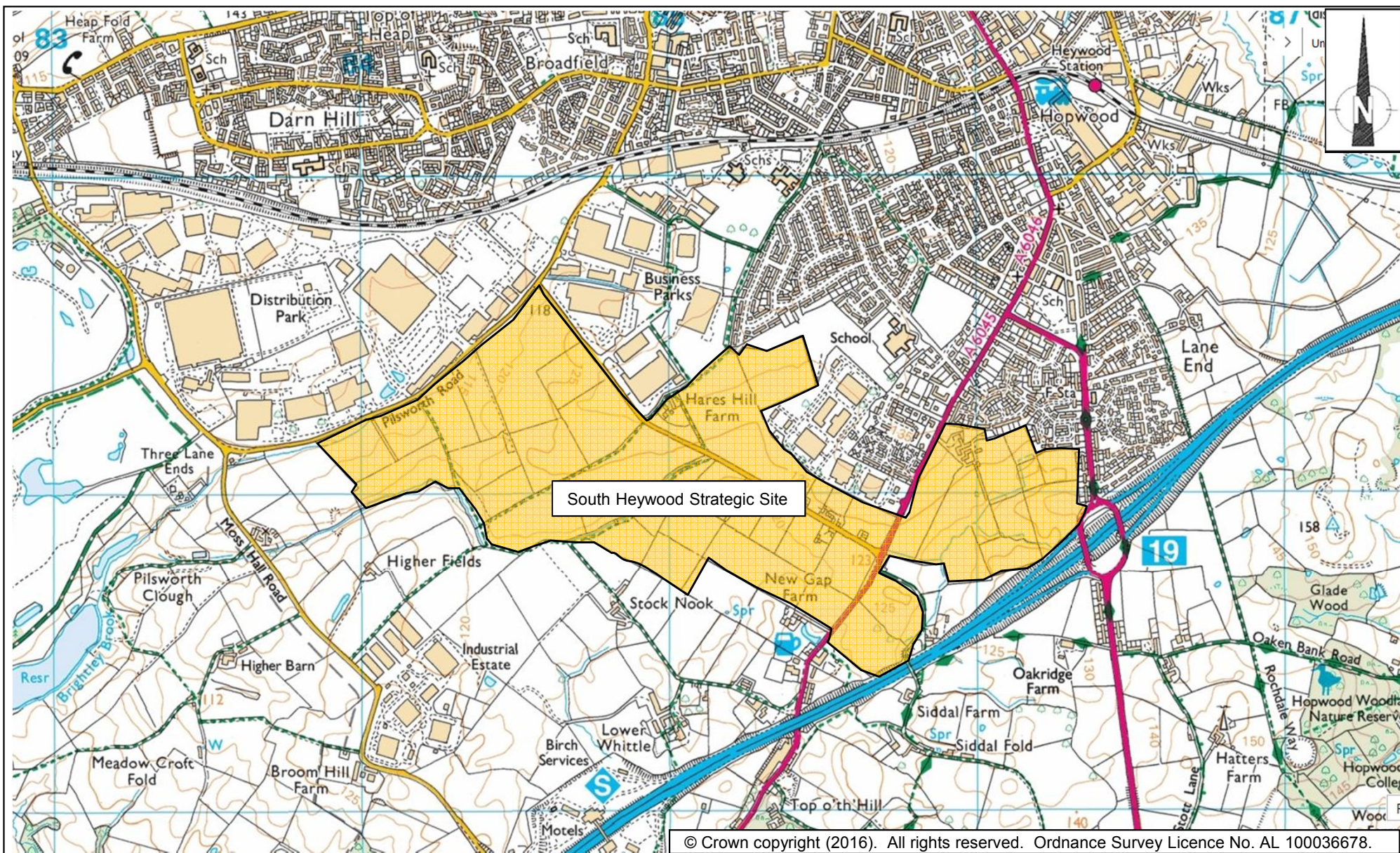


Figure TP3

Site Location: Local Context

1962-01

South Heywood Strategic Site

October 2016



Camellia House
76 Water Lane,
Wilmslow
Cheshire, SK9 5BB

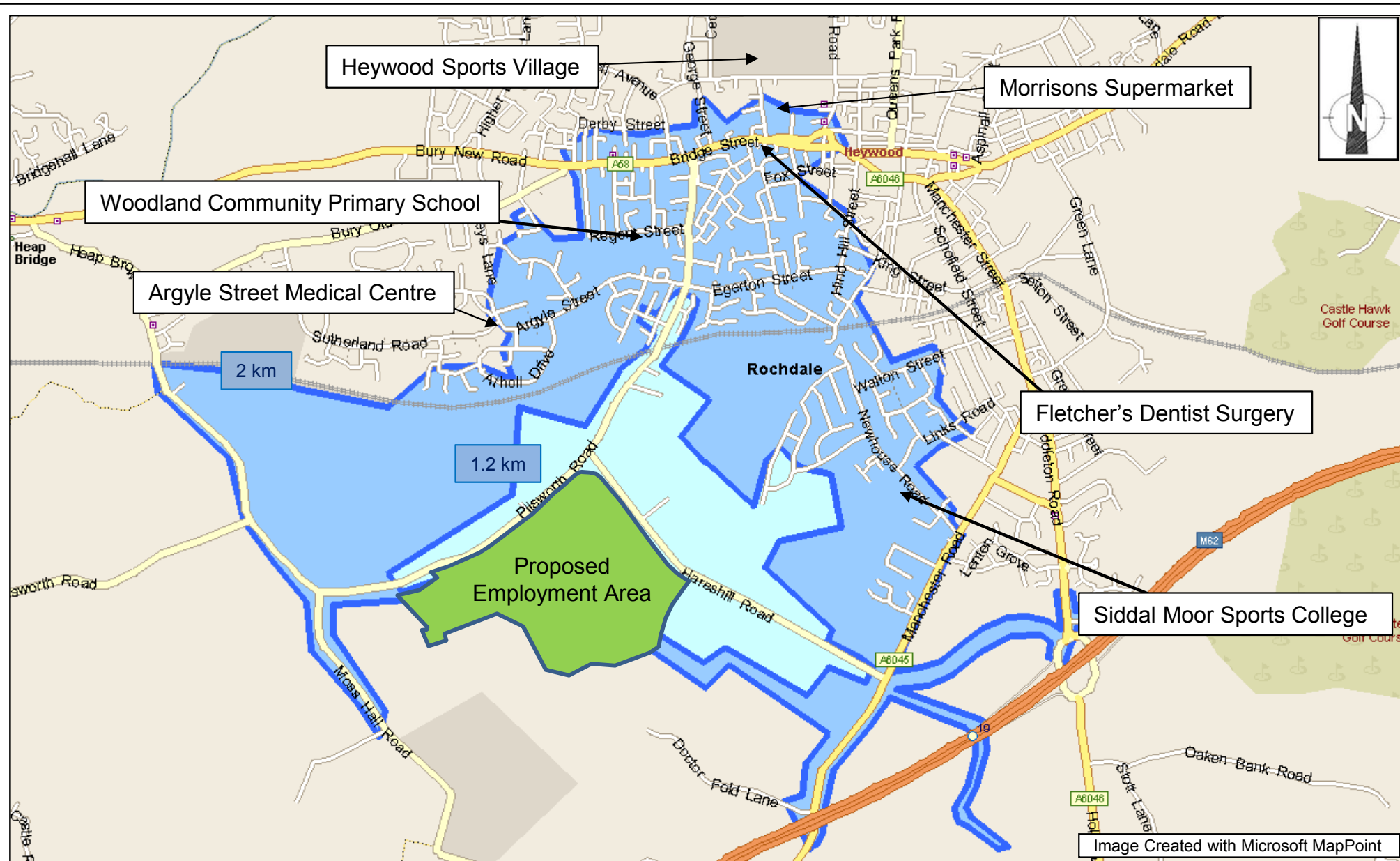


Figure TP4a

Practical 1.2km and 2.0km Walking Catchments from Centre of Proposed Employment Area at South Heywood Strategic Site

1962-01

South Heywood Strategic Site

October 2016



Camellia House
76 Water Lane,
Wilmslow
Cheshire, SK9 5BB

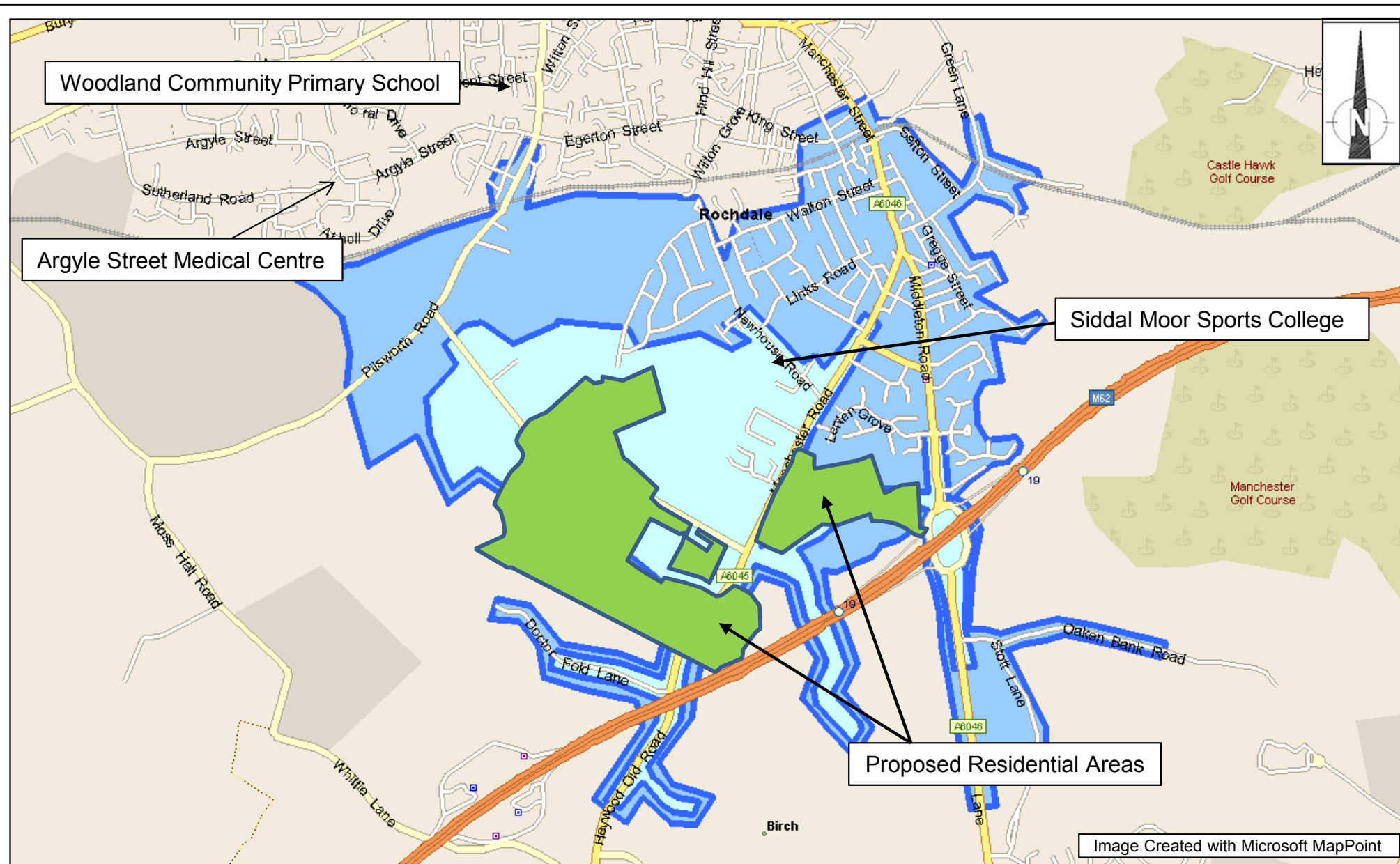


Figure TP4b

Practical 1.2km and 2.0km Walking Catchments from Centre of Proposed Residential Areas at South Heywood Strategic Site

1962-01

South Heywood Strategic Site

October 2016



Camellia House
76 Water Lane,
Wilmslow
Cheshire, SK9 5BB

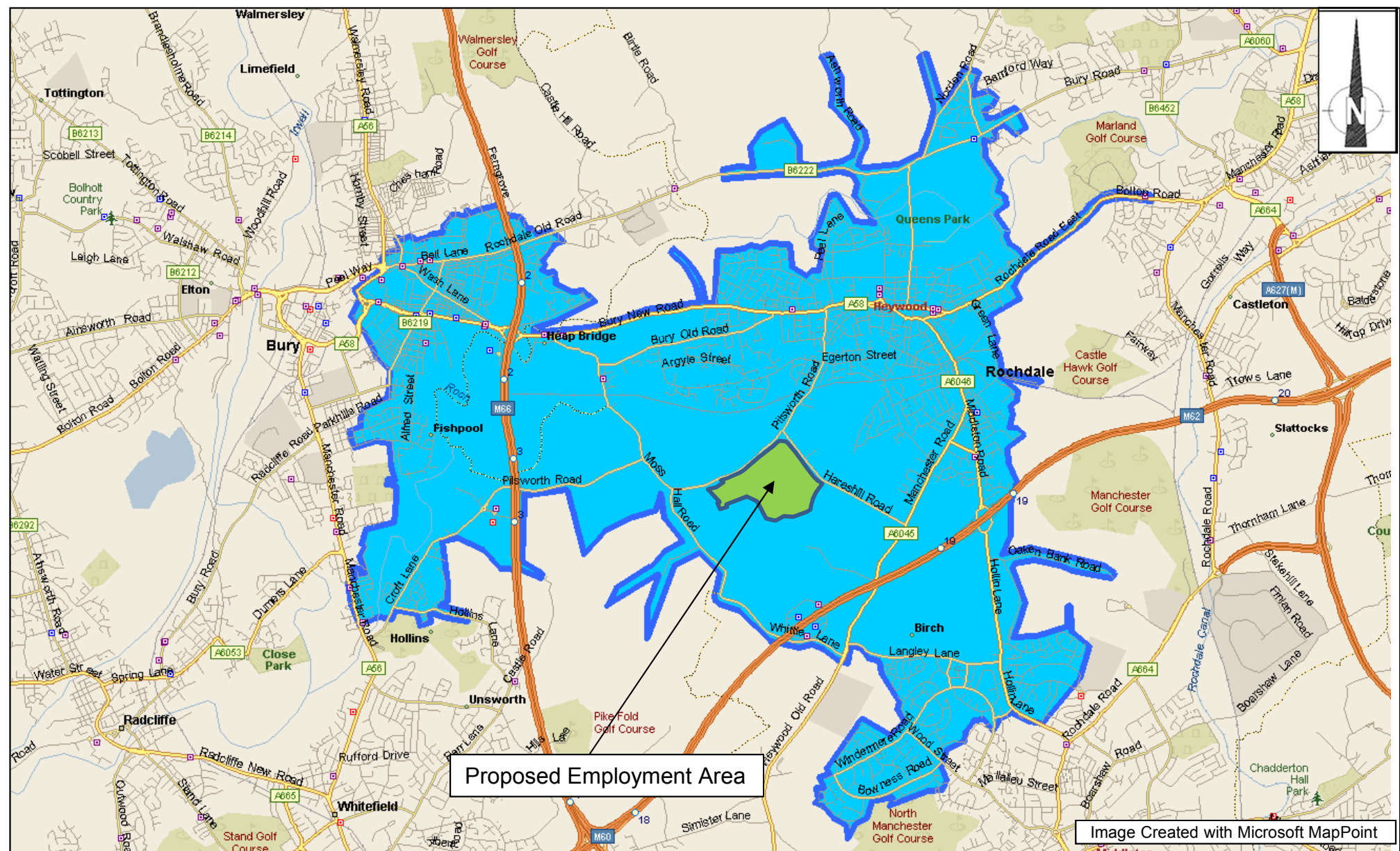


Figure TP5a

Practical 5km Cycling Catchment from Centre of Proposed
Employment Area at South Heywood Strategic Site

1962-01

South Heywood Strategic Site

October 2016

axis

Camellia House
76 Water Lane,
Wilmslow
Cheshire, SK9 5BB

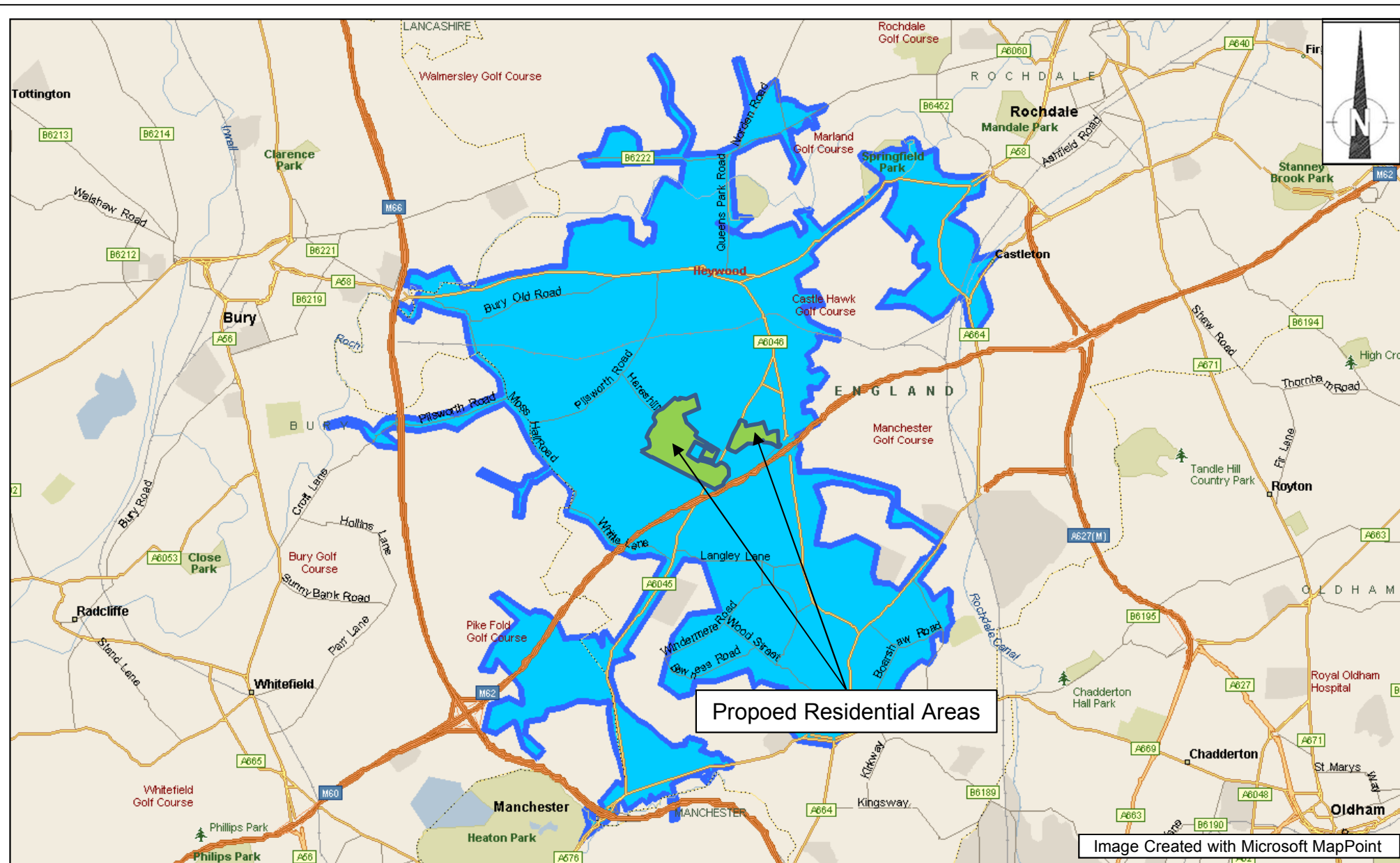


Figure TP5b

Practical 5km Cycling Catchment from Centre of Proposed Residential Areas at South Heywood Strategic Site

1962-01

South Heywood Strategic Site

October 2016



Camellia House
76 Water Lane,
Wilmslow
Cheshire, SK9 5BB

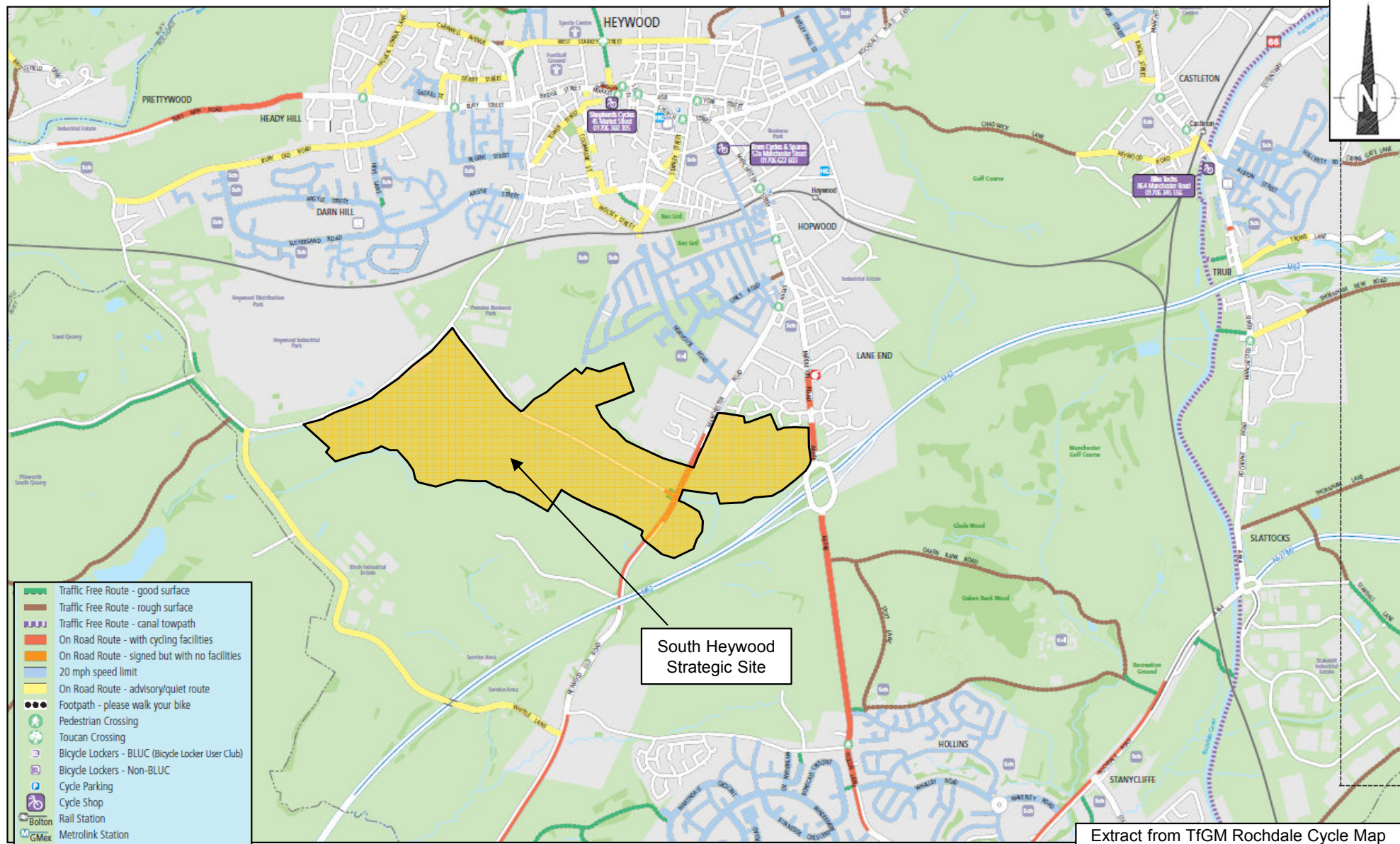


Figure TP6

Available Local Cycle Infrastructure to the South Heywood Strategic Site

1962-01

South Heywood Strategic Site

October 2016



Camellia House
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Wilmslow
Cheshire, SK9 5BB

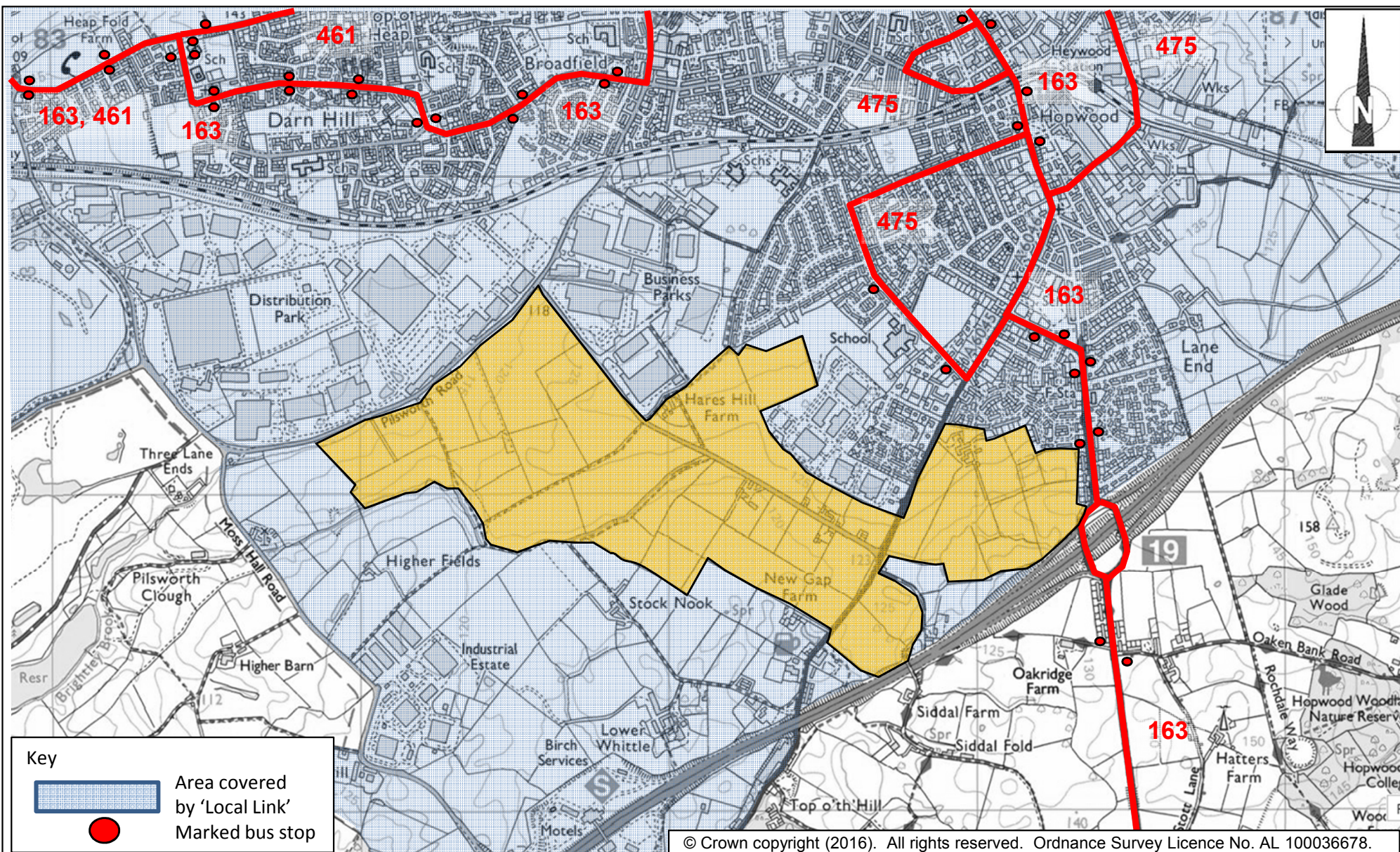


Figure TP7

Local Available Bus Services to the South Heywood Strategic Site

1962-01

South Heywood Strategic Site

October 2016



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Cheshire, SK9 5BB



Figure TP8

South Heywood Strategic Site – Illustrative Masterplan

1962-01

South Heywood Strategic Site

October 2016



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