



James Kearns Avenue, Rochdale

Travel Plan

June 2025



JAMES KEARNS AVENUE
ROCHDALE

Travel Plan

CONTROLLED DOCUMENT

<i>Document No:</i>	560.0003/TP/2	
<i>Status:</i>	Original	
	<i>Name</i>	<i>Date</i>
<i>Prepared by:</i>	Izzie Drohan	May 2025
<i>Checked by:</i>	James Rand	May 2025
<i>Approved by:</i>	Tom Peters	May 2025

Revision Record

<i>Rev.</i>	<i>Date</i>	<i>By</i>	<i>Summary of Changes</i>	<i>Aprvd</i>
2	June 25	IDR	Client Comments	JNR

Disclaimer

This document has been prepared in accordance with the scope of Paul Basham Associates Ltd's appointment with its client and is subject to the terms of that appointment. It is addressed to and for the sole use and reliance of Paul Basham Associates clients. Paul Basham Associates accepts no liability for any use of this document other than by its client and only for the purposes, stated in the document, for which it was prepared and provided. No person other than the client may copy (in whole or in part), use or rely on the contents of this document, without the prior written permission of a Director of Paul Basham Associates. Any advice, opinions, or recommendations within this document should be read and relied upon only in the context of the document as a whole. The contents of this document are not to be construed as providing legal, business or tax advice or opinion.

© Paul Basham Associates Limited



Paul Basham Associates Ltd
The Lambourn
Wyndyke Furlong
Abingdon Business Park
OX14 1UJ

JAMES KEARNS AVENUE ROCHDALE

Travel Plan

Contents

1.	INTRODUCTION	2
2.	TRAVEL PLAN POLICY	4
3.	EXISTING SITE CONDITIONS AND LOCAL ACCESSIBILITY	6
4.	INDICATIVE BASELINE AND TARGETS.....	8
5.	MEASURES	10
6.	IMPLEMENTATION AND MONITORING	11

Figures

Figure 1: Site Location

Tables

Table 1: Summary of Bus Services

Table 2: Travel Plan Targets

Table 3: Indicative Baseline Splits and Targets Based on 2011 Census Data

Table 4: Monitoring Strategy

1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Paul Basham Associates to support a discharge of condition application related to an approved planning application (22/01200/FUL) for the development of two industrial units/warehouses (Classes E(g)(iii), B2 and B8) with ancillary office space, new access, car parking, servicing, boundary treatments, hard and soft landscaping and other associated works. The location of that application is demonstrated in **Figure 1**.



Figure 1: Indicative Site Location (22/01200/FUL)

- 1.2 The two buildings have been constructed and are known as Plot J1 & Plot J2. A planning application has been submitted for plot J2 to suit specific , under reference: 25/00369/FUL, for ‘Elevation alterations to include the installation of louvres and installation of ancillary infrastructure for staff welfare, maintenance, security and site operations (including details of sprinkler tank and pump house, amendments to retaining wall and installation of metal grid ramp) and amendments to lighting.’
- 1.3 Condition 10 of the full application requires a Travel Plan prior to occupation. A Framework Travel Plan was submitted as part of the consented application (document reference: 220810). The present report has been written to meet the requirements of the condition as they pertain to Plot J2. Specifically, Condition 10 states:

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

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

Travel Plan Structure and Approach

1.4 This TP will follow the following structure:

- Chapter 2 – Travel Plan Policy
- Chapter 3 – Existing Conditions and Local Accessibility
- Chapter 4 – Proposed Development
- Chapter 5 – Indicative Baseline and Targets
- Chapter 6 – Implementation and Monitoring

2. TRAVEL PLAN POLICY

2.1 This TP has been produced in accordance with relevant national, regional and local policy. For reference this includes:

- National Planning Policy Framework (NPPF);
- Rochdale Borough Council Core Strategy (October 2016); and
- Rochdale Borough Transport Strategy (2014)

National Planning Policy Framework (NPPF)

2.2 The NPPF (December 2024) acts as the central guidance for development planning. As defined in NPPF Annex 2: Glossary, a Travel Plan is '*a long-term management strategy for an organisation or site that details how agreed sustainable transport objectives are to be delivered, and which is monitored and regularly reviewed*' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the Travel Plan:

Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:

- a) making transport considerations an important part of early engagement with local communities;
- b) ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;
- c) understanding and addressing the potential impacts of development on transport networks;
- d) realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;
- e) identifying and pursuing opportunities to promote walking, cycling and public transport use; and
- f) identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.

(NPPF Para.109)

The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

(NPPF Para.110)

All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored.

(NPPF Para. 118)

Rochdale Borough Council Core Strategy (October 2016)

2.3 Rochdale's Core Strategy sets out a long-term spatial strategy for future development of Rochdale Borough. In respect of Travel Plans, it includes both a definition and policy T1 – Delivering sustainable transport. The definition is *a package of physical and persuasive measures and incentives to manage the transport and travel requirement of a development or organisation. It aims to reduce the impact of vehicular transport on local communities, environment and road congestion promoting the appeal of alternative forms of travel to the car.*

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

Extract from policy T1 – Delivering Sustainable Transport

Rochdale Borough Transport Strategy (2014)

2.4 Within the Transport Strategy document is the following Vision:

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

2.5 In order to support the Borough’s Vision, the Transport Strategy sets out the following underlying principles:

- *Support the Borough’s environment, sustainability and public health agenda, tackling climate change through reducing emissions from transport, influencing travel choice, reducing natural resource use and carbon emissions and improving air quality by offering more opportunities / choice for people to travel actively, and by sustainable means.*
- *Support the Borough’s strategic land use objectives which will better integrate with transport provision and support economic growth, access to employment opportunities, housing and other development in accessible locations where there is network capacity and connectivity is good.*
- *Address concerns from the public who experience increasing delays and congestion, reducing journey reliability into, out of and around the Borough undermining business efficiency, discouraging local economic investment and reducing “Quality of Life” for residents.*
- *Support regeneration. Successful communities and development opportunities are dependent on high quality, reliable and affordable access.*

3. EXISTING SITE CONDITIONS AND LOCAL ACCESSIBILITY

Site Location

- 3.1 The site is located approximately 2km south of the centre of Rochdale. The site can be accessed via Sir Isaac Newton Way (A6193) located approximately 700m north east of the site via John Kearns Avenue and John Milne Avenue. The site is located within Kingsway Business Park and is located adjacent to industrial, distribution and logistics uses to the south and east. To the north west the site is bounded by Lower Lane with the recently constructed industrial unit to the west

Local Road Network

- 3.2 The site is accessed via James Kearns Avenue, which is 7.3m wide with a 2m footway to the northern carriageway edge and a 3m footway/cycleway on the southern carriageway edge. It is subject to double yellow line restrictions along both sides and provides access to the site and the car park associated with the distribution centre to the south.
- 3.3 To the east James Kearns Avenue meets John Milne Avenue via a priority junction which has a pedestrian refuge island in the centre of the access to help facilitate pedestrian movements across the junction. As a result of the large radii, this junction can accommodate movements of large vehicles. John Milne Avenue itself acts as the primary distribution road within the Kingsway Business Park and also measures 7.3m in width with a 3m footway/cycleway to the eastern side of the carriageway and a 2m footway on the western side of the carriageway.
- 3.4 To the north east John Milne Avenue joins the A6193 via a looping internal access road connecting to two roundabouts. The A6193 forms part of Transport for Manchester's Key Route Network, which to the south east provides connections to the M62 at junction 21, and to the north west continues towards the wider Rochdale area.

Pedestrian and Cycle Network

- 3.5 John Milne Avenue benefits from shared footway/cycleways which on the eastern side of the carriageway which measures 3m wide. On the western side of the carriageway there is a footway which measures 2m wide. There are a number of dropped kerb pedestrian crossings with tactile paving along its length and the cycle facilities connect with those that extend towards the site. Approximately 90m north of the junction with James Kearns Avenue and John Milne Avenue access is provided onto an off-road pedestrian bridleway that connects into a series of off-road facilities within the wider Business Park.

- 3.6 Additionally, National Cycle Routes (NCR) 92 and 66 are accessible within the site for future employees to connect into. NCR 66 runs from central Manchester to Spurn Head via Bredford, Leeds, York, Beverley and Kingston upon Hull. NCR 92 connects through Rochdale and heads north through Whitworth.

Site Accessibility

- 3.7 The site has a GMAI (Greater Manchester Accessibility Index) score of Level 3, and has connections to sustainable means of travel including bus stops located on John Milne Avenue which provides connections to a half hourly bus service between Rochdale Interchange and Middleton Bus Station.

Public Transport Provision

Bus Network

- 3.8 The nearest bus stops are located along John Milne Avenue approximately 100m south of James Kearns Avenue and are entitled 'Asda Warehouse'. A summary of the bus services are outlined in **Table 1** below.

Service Number	Operator	Route	Frequency		
			M – F	Sat	Sun
434	Bee Network	Rochdale – Belfield – Kirkholt – Boarshaw – Middleton	Every 60 minutes		
450/451	Bee Network	Rochdale – Kingsway – Newhey - Peppermint Bridge – Milnrow Circular	Every 60 minutes		

Table 1: Summary of Bus Services

Tram Network

- 3.9 The closest tram stop to the site is Milnrow which is located approximately 2km north east of the site (26-minute walk or 7-minute cycle). Trams at Milnrow operate to Rochdale Town Centre and East Didsbury with services every 15 minutes to both destinations along the pink line. While this stop does fall outside of the typical walking distance to a bus/tram stop, there are adequate footway and cycleways to connect to the station which will encourage future employees to utilise the tram provision.

Summary

- 3.10 The site is located approximately 2km south of the centre of Rochdale and is well connected to the existing pedestrian and cycle infrastructure with shared footway/cycleways located on both sides of John Milne Avenue, as well as being well connected to the existing public transport services including bus and tram services.

4. INDICATIVE BASELINE AND TARGETS

Travel Plan Objectives

4.1 Specific to this TP, the objectives are:

- Reduce single occupancy vehicle trips and their subsequent impact on the local road network;
- Maximise the opportunities for travel by alternative means;
- Promote pedestrian and cycle routes both on and off-site;
- Promote local public transport; and
- Ensure safe and easy access for all site users

Travel Plan Targets

4.2 To enable the progression and assessment of the success of the travel plan, it is key that SMART targets (Specific, Measurable, Achievable, Realistic and Time-bound) are implemented.

4.3 This Travel Plan proposes two targets which should be met over the lifetime of the TP as per the Framework Travel Plan (FTP). These aims are set out in **Table 2** and represent the overarching goals of this TP.

Target	Timescale
Decrease the proportion of staff journeys made by single occupancy vehicle by 10%	End of Year 5
Increase the proportion of staff trips made by sustainable modes by 10%	End of Year 5

Table 2: Travel Plan Targets

4.4 The wider Kingsway Business Park travel plan has a broader remit and wider targets, but given the nature of the use as van storage, the above targets are considered appropriate for plot J2.

Baseline Travel Patterns

4.5 Using 2011 'Method of Travel to Work' Census data utilised as part of the Framework Travel Plan submitted under the consented application (ref: 22/01200/FUL) for the Rochdale 013 Middle Super Output Area, the modal split data has been further utilised here in **Table 3**.

Mode of Travel	Indicative Baseline	Year 5 Target
Car Alone	73%	65.6%
Car Share	6%	34.3%
Public Transport	5%	
Motorcycle, Scooter, moped	1%	
Cycle	1%	
Walk	13%	
Taxi	1%	
Total	100%	-

Table 3: Indicative Baseline Splits and Targets Based on 2011 Census Data

- 4.6 The data demonstrates that 79% of people travel to work by car with 73% driving and 6% travelling as a passenger. Walking accounts for 13% of journeys to work followed by public transport which accounts for 5%, with cycling accounting for 1% along with motorcycles and taxis.
- 4.7 Considering that the site and surrounding areas are conducive to walking and cycling with a nearby bus stop to the site, it is anticipated that these targets are realistic. However, it is proposed to determine the 'actual' travel patterns, staff travel to work surveys will be undertaken within 3 months of first occupation of the building to then agree the targets with the LPA.

5. MEASURES

5.1 The following measures will be undertaken to promote sustainable travel:

- A Travel Plan Welcome Pack, including details of public transport & walking/cycling routes
- Travel information provided on a noticeboard
- EV charging infrastructure provided on site
- Cycle parking provided on site and usage monitored so it can be increased if needed

5.2 The condition asks for specific measures to manage staff car parking during the peak employment period of November and December. However, this is not relevant to the proposed use, as the occupier intends to use the site for van storage. Any drivers arriving at the site in their own vehicle will leave their vehicle in a vacant van storage bay.

6. IMPLEMENTATION AND MONITORING

Implementation

- 6.1 The Travel Plan has been prepared to discharge condition 10 on the consented application (reference: 22/01200/FUL). The condition requires the occupier complies with the travel plan and therefore no further controls are considered necessary.

Travel Plan Coordinator

- 6.2 The site will also nominate a TPC. Contact details will be shared directly with the Council.

Monitoring

- 6.3 This TP's approach to monitoring acknowledges the above requirements and the strategy set out within the FTP.
- 6.4 The resultant monitoring structure for the TP is therefore set out within **Table 4**.

Preliminary Period	End of Year 1	End of Year 2	End of Year 3	End of Year 4	End of Year 5
Staff Questionnaire	Staff Questionnaire	Staff Questionnaire	Staff Questionnaire	Staff Questionnaire	Staff Questionnaire

Table 4: Monitoring Strategy

- 6.5 A staff questionnaire is proposed to be undertaken within 3 months of the 1st use of the site, and at the end of Years 1-5.