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Heywood Academy Rochdale

Heywood Academy

Travel Plan
January 2026





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Contents

Document Control.....	i
1 Introduction	1
2 Transport Policy Context	4
3 Sustainable Accessibility	10
4 Development.....	16
5 Travel Plan Measures	18
6 Travel Plan Management	21
7 Aims, Objectives and Targets.....	22
8 Travel Action Plan & Marketing Strategy	27

Appendix A – 2026 Travel Survey Results

1 Introduction

Background

- 1.1 Rappor has been instructed by Heywood Academy to prepare a Full Travel Plan [FTP] to support the discharge of planning condition 24b associated with the planning application approval ref: 23/00852/PSID for the recently opened Heywood Academy, Special Education Needs and Disabilities [SEND] school in Rochdale. Going forward, the Full Travel Plan will be referred to as just Travel Plan.
- 1.2 Heywood Academy is a two storey SEND school, and includes car parking, a minibus drop-off zone, refuse and cycle store and outdoor recreation facilities including a sports playing field, a MUGA, a forest school and a habitat area. The Gross Floor Area [GFA] is circa 12,049sqm.
- 1.3 The school is specifically designed to cater for up to 76 students, aged 11- 19 (Key stage 3, years 7, 8 and 9, Key Stage 4, Years 10 and 11 and Key Stage 5, years 12, 13 and 14) who have an Education, Health and Care plan [EHCP] and a diagnosis of Autistic spectrum conditions [ASC] and may also have other needs such as communication and/or sensory processing needs
- 1.4 This Travel Plan accepts that due to the specialised nature of this proposed development, the pupils have specific requirements in terms of travel behaviour. As a consequence, the opportunities to encourage pupils to walk and cycle to school are limited in comparison to mainstream schools.
- 1.5 However, with the above noted, the travel behaviour of staff and visitors can be encouraged to travel by non-car modes.

Site Location

- 1.6 The Academy is situated approximately 5.4km south west of Rochdale Centre, 5km east of Bury Centre and 1.6km north of Heywood Industrial Estate. The site access is located off West Starkey Street. The site is bounded by Cedar Avenue to the west, Claybank Street to the north, and the Heywood Sports Centre / Bamford Road to the east.
- 1.7 The strategic location of the site is illustrated in **Figure 1.1** below.

Figure 1.1: Site Location



Source: OpenStreetMap

Travel Plan Status

- 1.8 This Travel Plan has been prepared to discharge the prior approval of Condition 24 set out by Rochdale Borough Council [RBC] for the planning reference: 23/00852/PSID. The condition is detailed below:
- 1.9 *Within 6 months of first occupation of the school, a full Travel Plan, adhering to the aims, processes, measures and targets of the approved 'Framework Travel Plan' shall be submitted to and approved in writing by the Local Planning Authority.*

The development shall thereafter be occupied in accordance with the approved Travel Plan

Reason: In order to ensure that the development encourages people to travel to the site by sustainable modes of transport, minimise the risk of traffic conflicts, to ensure that the site will be provided with sufficient off-street car parking in accordance with policies T1, T2, G6 and DM1 of the adopted Rochdale Core Strategy and the requirements of the National Planning Policy Framework

Travel Plan Objectives

- 1.10 A Travel Plan is a long-term strategy for a site to reduce the dependence of staff and visitors on travel by private car. The Travel Plan reflects the following objectives which are intended to achieve current Government and local policies in respect to transport:
- Reduce reliance on single occupancy car journeys;

- Promote alternative modes of travel to the car;
- Advocate means of travel that are beneficial to the health of those studying, working on or visiting the site;
- Minimise car travel in the area surrounding the site, therefore cutting down on associated costs and avoid a worsening of air quality (environmental, financial, health, etc.); and
- Contain car parking demand.

Owner Commitment

- 1.11 Heywood Academy recognises the importance of reducing the potential negative transport-related impacts of the Academy and the need to provide for, and encourage, a range of sustainable travel options as alternatives to single occupancy car use.
- 1.12 To this end, Heywood Academy will work in partnership with the Council, local public transport operators and other relevant stakeholders, in committing to, and implementing the measures contained within this Travel Plan to provide employees and visitors to the development with the facilities and information they require to make sustainable travel choices.

Scope

- 1.13 Following this introductory section:
- Section 2 considers the transport policy and accessibility context;
 - Section 3 assesses the sustainability of the site;
 - Section 4 outlines the development proposals;
 - Section 5 describes the package of measures designed to reduce reliance on the private car and encourage the use of alternatives;
 - Section 6 outlines how the Travel Plan will be managed and communicated;
 - Section 7 outlines the aim, objectives and targets of the Travel Plan; and
 - Section 8 outlines the Travel action plan and marketing strategy;

2 Transport Policy Context

Preamble

- 2.1 In order to assess the proposals and develop a transport access strategy for the development, it is necessary to review both local and national transport planning guidance.
- 2.2 The following sections outline the relevant policy and guidance documents in respect of the development.

National Planning Policy Framework

- 2.3 The NPPF sets out the Government's policies for delivering sustainable development through the planning system. Local authorities are required to take these policies into account when formulating local development plans and when determining planning applications.
- 2.4 The most recent NPPF report was published in December 2024 and sets out the Government's planning policies for England and how these are expected to be applied at a local level. The NPPF is a significant material consideration in plan making and decision taking.
- 2.5 It is acknowledged that amendments to the NPPF are currently under consultation. However, as these changes remain in draft form and are not yet adopted, they have not been relied upon for the purposes of this report, which is based on the December 2024 NPPF.
- 2.6 Paragraph 109 seeks to encourage opportunities to promote walking, cycling and public transport use. This is supplemented by paragraph 110 which states that development should be focused in sustainable locations and offer a genuine choice of transport modes.
- 2.7 Development proposals should also give priority to pedestrian and cycle movements and facilitate access to high quality public transport. The needs of people with disabilities and reduced mobility should also be addressed (paragraph 117).
- 2.8 Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.
- 2.9 Priority should be given to walking, cycling and public transport movements; conflicts between vehicles and vulnerable road users should be minimised through effective layout design.
- 2.10 Having regard to the above objectives, the site access strategy includes measures to connect the site with the adjacent community and sustainable travel network, including existing public transport services. This TA considers the accessibility of the site by all modes and proposes a layout and access strategy that seeks to maximise the use of sustainable modes

Planning Practice Guidance: Travel Plans, Transport Assessments and Statements in Decision-Taking

- 2.11 In March 2014, the Department for Communities and Local Government [DCLG] in conjunction with the Department for Transport [DfT], released advice on when transport assessments and transport statements are required, what they should contain (which is intended to assist stakeholders in determining whether an assessment may be required) and, if so, what the level and scope of that assessment should be.
- 2.12 The advice reflects current Government policy promoting a shift from the 'predict and provide' approach to transport planning to one more focused on sustainability. The document focuses on encouraging environmental sustainability, managing the existing network and mitigating the residual impacts of traffic from the development proposals.

Manual for Streets [MfS]

- 2.13 Manual for Streets (March 2007 and Sept 2010) supersedes Places Streets & Movement and Design Bulletin 32. Manual for Streets should now be used where 85th percentile monitored traffic speeds are less than 37mph.
- 2.14 The Manual deals with first principles in respect of what a street is for. It outlines five principal functions, namely:
- Place;
 - Movement;
 - Access;
 - Parking; and
 - Drainage and utilities.
- 2.15 A sense of place encompasses a number of characteristics, namely, local distinctiveness, visual quality and human interaction. Of the five functions, place and movement are the most important in determining the character of streets and should be considered together, as opposed to in isolation.
- 2.16 In new developments, Manual for Streets highlights those locations with a relatively high place function would be those where people are likely to gather and interact with each other, such as the town centre.
- 2.17 In section 3 – the design process highlights that the design of a scheme should follow the user hierarchy shown in **Table 2.1**:

Table 2.1: User Hierarchy (taken from Table 3.2 of MfS, March 2007)

Consider First	Pedestrians
	Cyclists
	Public transport users
	Specialist service vehicles (e.g. emergency services, waste etc.)
Consider Last	Other motor vehicles

Source: MfS (2007)

Guidelines for Providing for Journeys on Foot

- 2.18 Various walking distances are quoted in the Chartered Institution of Highways and Transportation's (CIHT's) "Guidelines for Providing for Journeys on Foot". **Table 2.2** (taken from Table 3.1 of the document) sets out the acceptable walking distances in various contexts:

Table 2.2: Acceptable Walking Distances

Criteria	Town Centre (m)	School / Commuters (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Regional Plan - Greater Manchester Transport Strategy - Places For Everyone Joint Development Plan Document

- 2.19 The Places for Everyone (PfE) plan of nine Greater Manchester local authorities (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan) is a long term plan for jobs, new homes and sustainable growth. It replaces the previous versions of the Transport for Greater Manchester Spatial Framework following Stockport Council's decision to withdraw from this plan.
- 2.20 The nine Councils in Greater Manchester have now adopted PfE and will now form part of the statutory development plan for each of the nine Greater Manchester authorities, including Rochdale. However, the Plan will not cover everything and Rochdale Borough Council has produced a Local Plan.
- 2.21 By producing the PfE plan, it is envisaged that the nine district Councils will be able to continue to;
- Progress the strategic policies in the Greater Manchester Spatial Framework, for example net zero carbon development, affordable housing and space and accessibility standards for new housing;
 - Maximise the use of sustainable urban/brownfield land and limit the need for Green Belt to accommodate the development needs of the nine Boroughs; and,
 - Align with wider Greater Manchester strategies for transport and other infrastructure investment.
- 2.22 The PfE sets out the nine's plan for sustainable growth by setting out how they should develop up to the year 2037; identifies the amount of new development that will come forward for different land uses; identifies the important environmental assets which will be protected and enhanced; allocates sites for employment and housing; supports the delivery of key infrastructure and defines a new Green Belt boundary.
- 2.23 The PfE plan supports the presumption in favour of sustainable development set out within the NPPF which is reflected in the overall strategy of the plan, the scale and location of development and the individual policies and allocations outlined within the strategy. It includes protecting and enhancing key environmental resources, combating and adapting

to climate change, reducing carbon emissions, and delivering sustainable patterns of development which minimise the need to travel and reliance on the car.

Greater Manchester Transport Strategy (2040)

2.24 The Greater Manchester Transport Strategy 2040, published in February 2017, sets out TfGM's sustainable mobility plan for the future and forms Greater Manchester's 4th Local Transport Plan (GMLTP4). Building on its own 2040 Vision, the Strategy provides detail on the priority interventions needed to deliver that Vision. The document highlights several key objectives relevant to the application site:

- Reducing the need to travel by car, and the distance travelled.
- Making the best use of existing infrastructure, particularly through increasing the density of development close to public transport nodes.
- Increasing the use of sustainable transport to reduce the negative impacts of car use. The design of new development needs to make it easier for people to use sustainable modes e.g the availability of safe and direct walk/cycle routes, the provision of secure cycle parking or the availability of EV charging points.
- Establish cycling as a recognised and attractive component of the future integrated transport offer. 'Aim to double and double again' the proportion of trips made by bicycle by 2025, with the aspiration that 10% of all trips should be made by bike.

Bee Network

2.25 The *Bee Network* is Greater Manchester's vision for a fully integrated, London-style transport system that connects buses, trams, cycling, walking, and eventually rail under one unified brand. Its aim is to make travel across the region simpler, more affordable, and more sustainable, offering seamless multimodal journeys. Passengers can plan, pay, and travel easily using the Bee Network app or contactless "tap in, tap out" payment, which ensures capped fares and consistent pricing across modes.

Bus

2.26 Following the *Bus Services Act 2017*, which granted mayors of city regions the power to introduce bus franchising, Mayor Andy Burnham announced in 2021 that Greater Manchester would adopt a franchised model to improve reliability, integration, and value for passengers. The phased rollout began in 2023, and by January 2025 all local bus services were brought under Bee Network control — the first time in nearly 40 years that a major English city-region has re-regulated its bus services.

2.27 Under the new system, Transport for Greater Manchester (TfGM) now sets routes, timetables, and fares for all services, while private operators run buses under contract to meet TfGM's performance standards. The fleet features the distinctive yellow Bee Network branding, capped fares, and increasing numbers of electric and low-emission buses, improving both accessibility and environmental performance.

Trains

2.28 While the Bee Network currently includes buses and trams, integration with local rail services is under way. Contactless payment is due to be rolled out to the Stalybridge – Manchester Victoria and Glossop – Manchester Piccadilly routes by December 2026, paving the way for full inclusion of rail within the Bee Network by 2030. Alongside this, cycle

hire and active travel links are being expanded to support connected, sustainable journeys, creating a cohesive, low-carbon transport network across Greater Manchester.

Rochdale Core Strategy

- 2.29 Rochdale's Core Strategy was adopted in October 2016 and is the key Development Plan Document in the Local Plan. It sets out the long-term strategic policies for Manchester's future development and forms the framework that planning applications will be assessed against.
- 2.30 Sustainable transport forms Strategic Objective 5 (SO5) within the document. The overriding objective for transport is to "Direct development to the most accessible locations or those that can be made more accessible by public transport" and "Improving strategic connections including links with Manchester city centre and key destinations in and beyond Greater Manchester".

Policy T1 - Sustainable Transport

- 2.31 Policy T1 states how "Improvements to the Borough's transport infrastructure are necessary to meet the future access and travel choice expectations of local communities and businesses, particularly for areas where growth and development is planned. Improvements also need to promote sustainable travel."
- 2.32 Policy T1 states that RBC will "work with relevant agencies to secure strategic, borough-wide and local transport improvements that support our overall spatial strategy. This programme of sustainable transport proposals will ensure accessibility for all users (prioritising low and non-carbon modes of travel in line with our Accessibility Hierarchy) focusing particularly on town centres, economic growth corridors and regeneration areas. It will also meet borough responsibilities to reduce pollution (NOx and PM10) and climate change (CO2) emissions from traffic to meet GM and national targets.

Policy T2 – Improving accessibility

- 2.33 Policy T2 states how The Council will "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.
- 2.34 Policy T2 also states the following about Transport Assessments and Travel Plans. These are required for the following developments: We will require Transport Assessments (TA) and Travel Plans (TP) for:
- Residential developments of 80 units or more;
 - All schools and Further Education Institutions (including extensions);
 - Developments located in, or having an impact on, Air Quality Management Areas (AQMA);
 - 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;

- Areas where the local transport infrastructure is inadequate e.g. sub-standard roads, poor pedestrian / cycle access or public transport provision; and
- 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.

Summary

- 2.35 The above policy review summaries both local and national transport policies relevant to the development site. As such it sets out the context in which the development needs to be compliant. The development has been designed to satisfy the key objectives within NPPF by being able to promote more sustainable transport choices and reduce reliance on travel by private car.

3 Sustainable Accessibility

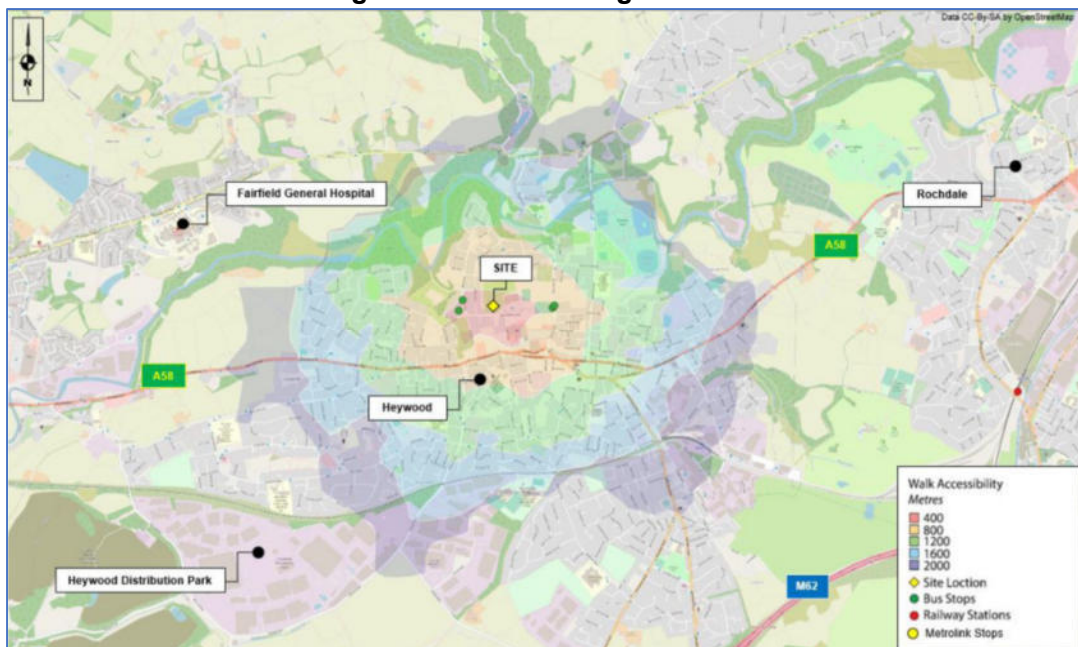
Overview

- 3.1 The accessibility of the development by a range of transport modes has been considered in line with the Local Transport Plan and NPPF. The purpose of this section is to outline the accessibility of the development by sustainable modes of transport, including on foot, by bicycle and using public transport. By identifying the accessibility of the development by sustainable modes of transport, appropriate Travel Plan measures can be identified to promote these modes.

Accessibility on Foot

- 3.2 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km. The guidance on the preferred maximum walking distances to amenities is given in the Chartered Institution of Highways and Transportation [CIHT] document 'Providing for Journeys on Foot' (2000).
- 3.3 In terms of commuting journeys by foot, the desirable distance is 500m, the acceptable distance is 1km and the preferred maximum is 2km. However, the distance that people are prepared to walk depends upon many factors; there are obvious physical factors such as age, health and disabilities, along with factors concerning the quality of the route and the environment.
- 3.4 In relation to shorter trips in particular, the CIHT publication Planning for Walking (section 2.1) states that "across Britain about 80% of journeys shorter than 1 mile are made wholly on foot."
- 3.5 The local highway network provides circa 2m wide footways on both sides of West Starkey Street. The site is also conveniently positioned to make use of dropped kerbs, tactile paving and regularly spaced street lighting within the vicinity of the site.
- 3.6 **Figure 3.1** below shows the 2km catchment from the development, which illustrates the areas which lie within a reasonable walking distance.

Figure 3.1 2km Walking Catchment



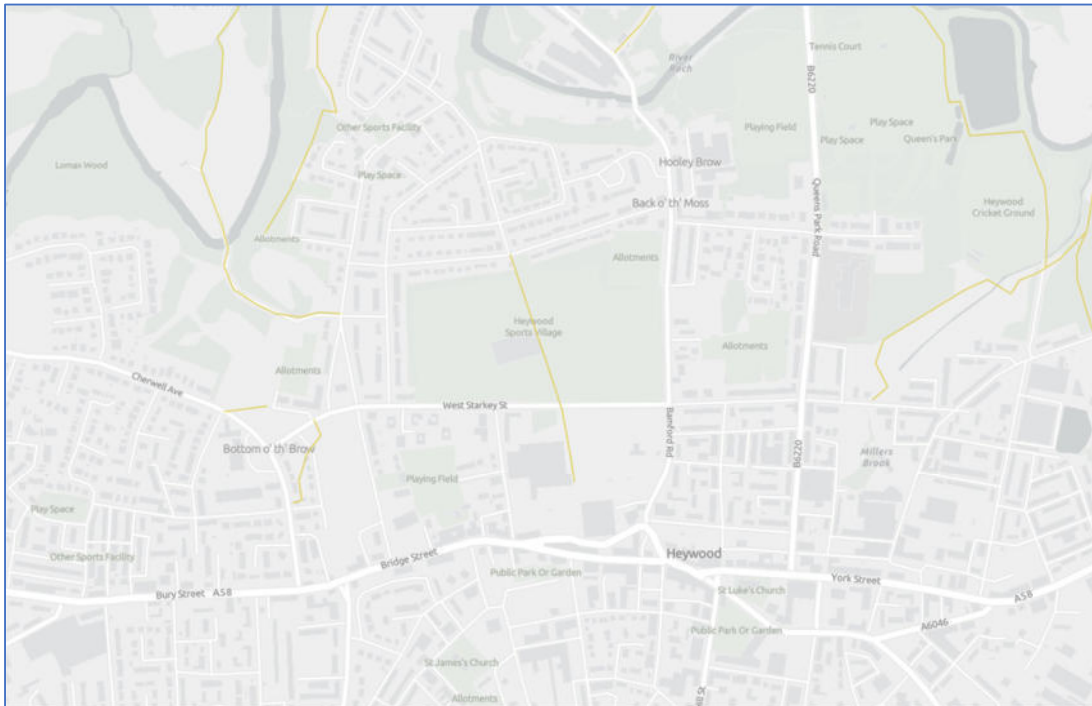
Source: CC-BY-SA by OpenStreetMap

- 3.7 As can be seen from **Figure 3.1** the site benefits from bus stops located within 800m, which is within the preferred maximum distance for commuters. The proximity of the site to the local bus network provides significant opportunities to travel further afield using linked trips. This enables access to be gained to a variety of local destinations.
- 3.8 In summary, the site is accessible on foot, which will reduce the requirement for staff and visitors to make short car journeys.

Accessibility by Cycle

- 3.9 It is widely recognised that cycling can act as a substitute for short car journeys, particularly those up to 5km in length. This is consistent with the statement in LTN 1/20 Cycle Infrastructure Design (paragraph 2.2.2) that states:
- "two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking."
- 3.10 A round trip on a waymarked leisure route could easily involve distances of 20 to 30 miles. Experienced cyclists will often be prepared to cycle longer distances for whatever journey purpose.
- 3.11 The general topography of Heywood is reasonably flat which should assist in encouraging staff and visitors of the proposed development to travel by cycle. The site additionally benefits from covered cycle parking provision.
- 3.12 An extract from the Transport for Greater Manchester interactive "MappingGM" accessibility map shown below in **Figure 3.2**, highlights that there are several traffic-free cycle routes available within close proximity to the site.
- 3.13 Given the relatively wide carriageways, the local highway network is also generally conducive to encouraging cycling. This provides access for cyclists to connect the development site to the wider area.

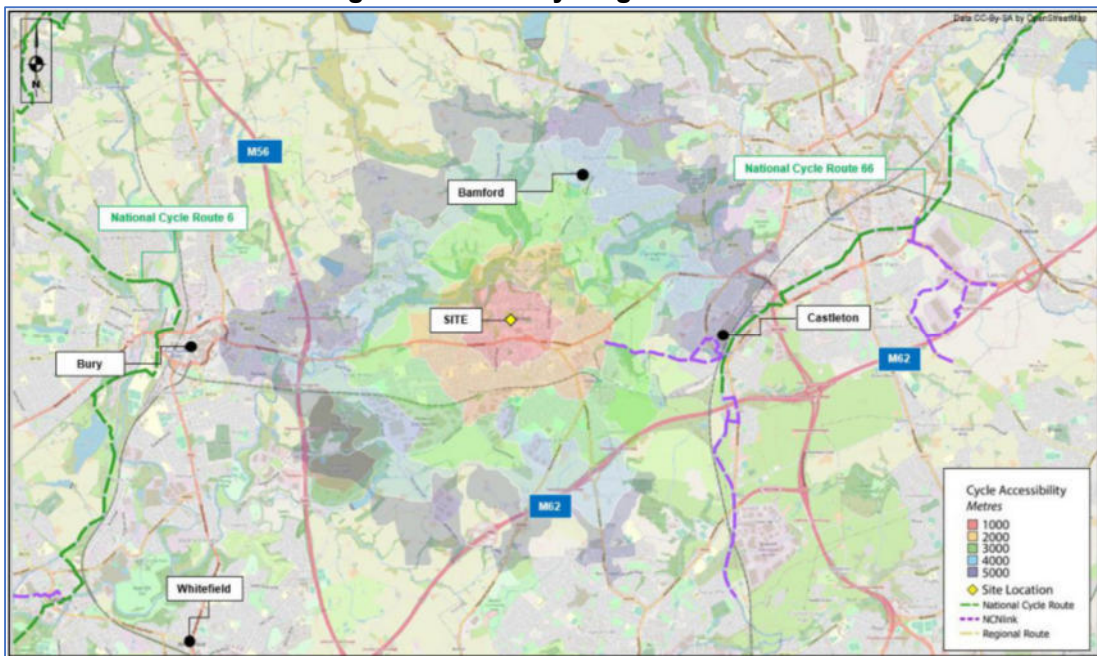
Figure 3.2 TfGM Local Cycle Routes



Source: TfGM

3.14 **Figure 3.3** presents an extract of the 5km cycling catchment from the site. 5km is equivalent to a typical cycle time of 15-20 minutes, making it an achievable distance for most people.

Figure 3.3: 5km Cycling Catchment



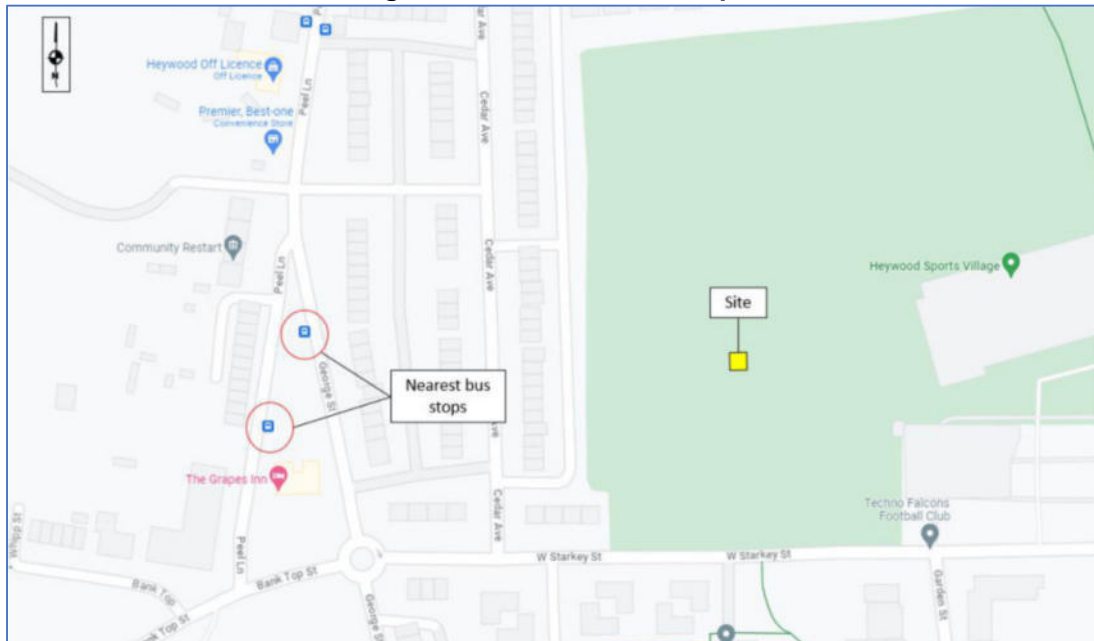
Source: CC-BY-SA by OpenStreetMap

3.15 From the figure it is evident that a number of local residential areas including Heywood, Rochdale and Bamford are accessible within a 5km cycle. Cycle is a viable mode of transport for staff and visitors commuting to the school from these locations.

Access by Bus

- 3.16 This site is accessible by bus, with the nearest bus stops to the site located on George Street and Peel Lane, circa 250m from the proposed site. These stops can be seen in **Figure 3.4** and serve the R2 Rochdale Runner which extends from Bury to Rochdale, and the B4 Bury Bolts which provides an additional service to Bury. Both services run on an hourly basis.
- 3.17 Bus stops are located on Bamford Road which are circa 450m to the east of the site and serves the B3 Bury Bolts which provides an additional service to Bury. Along the A58, approximately 350m south from the site via Garden Street, services 163, 471 and 781 are also available.

Figure 3.4: Nearest Bus Stops



- 3.18 **Table 3.1** below lists the services accessible from these stops and provides a summary of their routes and frequencies. For simplicity and to avoid double counting, the frequencies are taken at the nearest available stop for each service. The AM and PM peak for the Weekday are 08:00-09:00 and 15:00-16:00.

Table 3.1: Bus Timetable Summary

Service Number	Route	Monday – Friday				
		First	AM Peak	PM Peak	Last	Per Day
R2	Rochdale Runner - Bury to Rochdale	09:42	-	1	17:48	9
	Rochdale Runner - Cutgate to Bury	07:26	1	1	17:00	10
B4 Bury Bolts	Bury to Heywood	09:20	-	-	15:20	7
	Heywood to Bury	08:44	1	-	15:44	7
163	Manchester City Centre - Bury	05:56	4	3	23:36	65
	Bury - Manchester City Centre	04:50	4	3	23:43	65
471	Bolton - Rochdale	04:59	5	5	23:39	76
	Rochdale - Bolton	00:16	5	5	23:46	76
781	Stanycliffe - Spotland	15:19	-	1	15:19	1
	Heywood - Stanycliffe	07:19	-	-	07:19	1
Totals		-	20	19	-	317

Source: TFGM

- 3.19 **Table 3.1** demonstrates that the site is accessible by bus, with 317 buses passing close to the site on weekdays providing convenient access to Bury, Rochdale and Manchester. The availability of early start and later finish times are conducive to staff and visitors.
- 3.20 It is therefore concluded that the site benefits from good access by bus, offering an attractive mode of transport. Given the frequency of the services available and the proximity of bus stops (within 2km), this has the potential to provide a significant alternative to single occupancy car journeys.

Accessibility by rail

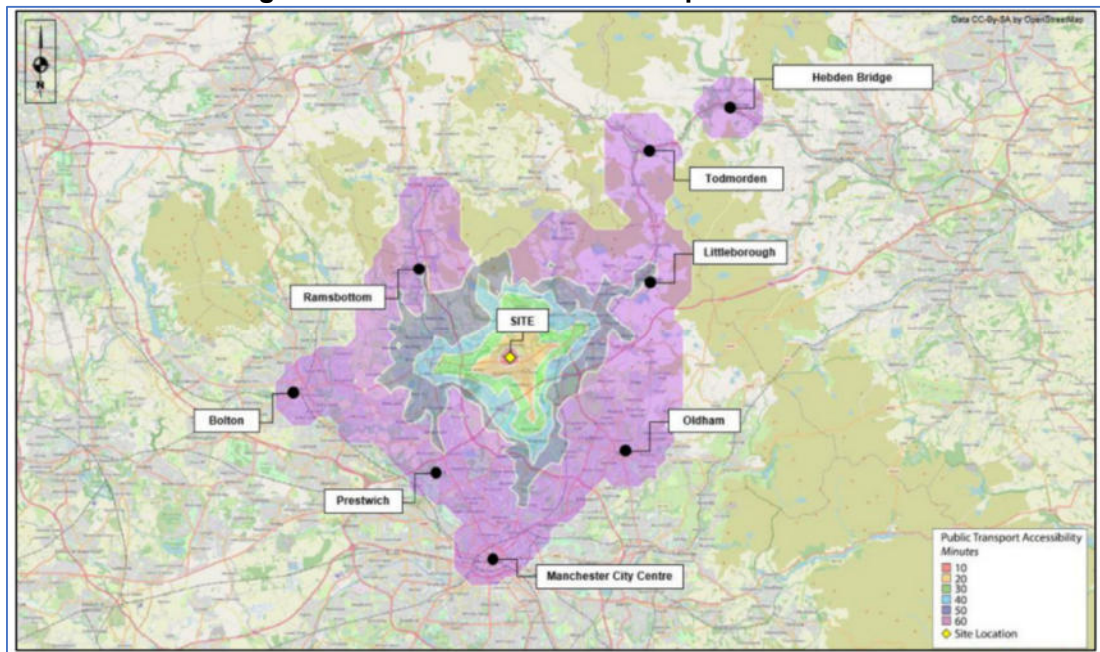
- 3.21 The nearest railway station to the proposed development is Castleton Railway Station located circa 5.3km from the development site. The station is operated by Northern Rail and comprises 2 platforms. Services travel to Rochdale and Manchester Victoria. The service frequency is one train every 30 minutes on weekdays and one train every hour on Sundays.

Accessibility by Public Transport

- 3.22 A calculation has been undertaken, using GIS software – Basemap's Visography (TRACC) program, to illustrate the distance that can be travelled within 60 minutes by public transport to and from the proposed development site. The time includes the walk to the bus stops or railway station and demonstrates that key areas such as Oldham, Bolton, Prestwich, Ramsbottom and Manchester City Centre are all within a 60-minute public transport journey.

3.23 **Figure 3.5** provides an extract of the public transport 60-minute catchment area.

Figure 3.5: 60-minute Public Transport Catchment



Source: CC-BY-SA by OpenStreetMap

Conclusions

- 3.24 In summary, Section 3 has presented that the proposed development site is located in an accessible area of Heywood to make use of the existing public transport links.
- 3.25 There are a number of local amenities within a 5km radius. As such, this proposed development complies with both the local and national policies summarised in Section 2.

4 Development

Introduction

- 4.1 The development comprises of a two storey SEND school, along with the provision of car parking, a minibus drop-off zone, refuse and cycle store and outdoor recreation facilities including a sports playing field, a MUGA, a forest school and a habitat area. The Gross Floor Area [GFA] is circa 12,049sqm.
- 4.2 The school is specifically designed to cater for up to 76 students, aged 11- 19 (Key stage 3, years 7, 8 and 9, Key Stage 4, Years 10 and 11 and Key Stage 5, years 12, 13 and 14) who have an Education, Health and Care plan [EHCP] and a diagnosis of Autistic spectrum conditions [ASC] and may also have other needs such as communication and/or sensory processing needs.
- 4.3 As previously stated, due to the specialised nature of this development, travel behaviour of pupils is distinct in that most pupils arrive to the site via private taxi or minibus which drop pupils collectively to and from the site at hours conducive to the school day.
- 4.4 The approved site masterplan is illustrated in **Figure 4.1**.

Figure 4.1 Site Layout Plan



Source: EllisWilliams

Site Access Arrangement

Vehicular Access

- 4.5 The site access is taken from West Starkey Street. All vehicular access is to be taken through this same route.
- 4.6 Due to the nature of the proposed development, a suitably sized car park is provided, including a mini-bus drop off zone.

Pedestrian and Cycle Access

- 4.7 Pedestrian and cycle access is provided via a segregated pedestrian entrance located approximately 20m from the vehicular access off West Starkey Street. A raised pedestrian table crossing is provided across the car parking area to enable access to the main entrance points of the building.

Parking

- 4.8 The site includes a minibus drop-off zone in close proximity to the school entrance. Disabled parking provision, staff/visitor spaces, and motorcycle spaces are also provided. A breakdown is summarised below:

Vehicle

- Motorcycle Spaces = 2 »
- Total Staff/Visitor Spaces = 32
 - a) Disabled Spaces = 3
 - b) 4 EV charging Spaces
- Minibus Drop-Off Zone;
 - a) 2 Minibus Parking spaces

Cycle

- 4.9 A total of 16 cycle parking spaces are provided on site, which is considered sufficient to serve the needs of the development. These spaces are located within a dedicated covered cycle shelter.

5 Travel Plan Measures

Introduction

- 5.1 An important aspect of a successful Travel Plan is the allocation of sufficient resources to enable initiatives to be implemented and sustainable travel to be promoted at the site.
- 5.2 The aim of Travel Plan measures is to maximise the accessibility of the development site by alternative modes to the private car, although there is substantial evidence to suggest that the location of the site and the current infrastructure in place is conducive to encouraging travel by non-car modes through the adequate provision of attractive walking and cycling routes and the availability of frequent bus services. The initiatives may benefit staff and visitors at the development by facilitating sustainable travel choices, resulting in the following:
- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (when compared with single occupancy car use);
 - Health benefits from increased levels of walking and cycling, and fewer vehicular emissions in the immediate vicinity of the site;
 - Improved site accessibility;
 - Reduction in required car parking provision; and
 - A pedestrian / cycle friendly environment.
- 5.3 A combination of 'carrots' (those initiatives which encourage travel by non-car modes of transport) and 'sticks' (initiatives which discourage travel by car) will be implemented at the site to encourage travel by sustainable modes. 'Carrots' will be implemented before 'sticks' to ensure that support is gained from staff / visitors for the Travel Plan; any 'sticks' will be implemented later.
- 5.4 This section provides a summary of the key initiatives contained in this Travel Plan which the Academy is committed to providing. The initiatives reflect previous experience of Staff Travel Plans along with national and local government guidelines.

Marketing and Promotion

- 5.5 From the outset, sustainable travel has been promoted to staff and visitors of the development. The Travel Plan launched at the commencement of occupation of the facility and will be continually marketed through the provision and updating of travel information, leaflets and communication sessions.
- 5.6 The Travel Plan and the reasons for implementing it will be communicated to ensure that staff and visitors in particular are provided with information on the alternatives to car travel before they establish car-based travel habits.
- 5.7 The following describes the marketing tools and initiatives that may be used to convey the commitment of Heywood Academy to providing alternative travel choices.
- 5.8 It is important that there is a central source of information for all queries relating to sustainable travel for staff / visitors at the development. The Travel Plan Coordinator [TPC] is considered the most appropriate person to communicate the aims and objectives of the Travel Plan to everyone travelling to and from the site.

5.9 The designated TPC for the School Travel Plan is as follows:

Name: Rachael Horton

Title: Business Manager, Heywood Academy

Tel: 0161 870 0081

5.10 Travel information will be provided electronically and via the welcome pack, and will include the following:

- Public transport, pedestrian and cycle route maps and information on car sharing;
- Information and contact details for local taxi services;
- List of internet websites on sustainable transport and journey planning; and
- Contact details for the Travel Plan Coordinator.

5.11 All visitors and staff will be issued with travel 'Welcome Packs' promoting alternative transport modes. Further details on the contents of the 'Welcome Packs' are provided throughout this section.

5.12 The Welcome Pack will include details of the public transport, walking and cycling routes between their homes, workplace and surrounding amenities.

5.13 The Bee Active and Transport for Greater Manchester Websites offers a broader range of information for active sustainable travel in and around Manchester. The websites can be found at the following links:

- <https://beeactive.tfgm.com/>
- <https://tfgm.com/>

5.14 The websites can be included and continually marketed through leaflets and communication sessions.

5.15 In order to integrate the Travel Plan with the wider sustainable travel agenda, the Welcome Pack may be used to promote national and international initiatives such as 'Bike Week', 'Catch the Bus Week', 'European Mobility Week' and 'Walk to Work Week'. Details of these events will also be provided electronically and a travel calendar will be developed for inclusion within the welcome packs.

5.16 The Welcome Pack will be used to promote national and local initiatives with respect to sustainable travel.

5.17 The Travel Plan Coordinator will also provide staff and visitors with information regarding the Travel Plan and specific initiatives contained within it and will be the main points of contact for travel-related queries. This will include information on journeys by public transport, cycle and on foot between the development site and local amenities.

Initiatives to Promote Walking

5.18 The Welcome Pack will include a map, identifying pedestrian friendly routes surrounding the site, in order to ensure that staff and visitors are aware of the facilities available to them.

- 5.19 Staff and visitors will be encouraged to participate in national events, such as Walk to Work Week. These events will be promoted electronically and within the Welcome Packs.
- 5.20 Details of local walking shops will also be provided to staff. The Travel Plan Coordinator will enter into discussions with local retailers to investigate the potential to provide discounts for staff at these stores. If secured, these details will be provided to all staff by the Travel Plan Coordinator.
- 5.21 It is important to recognise the potential reduction in car traffic by encouraging commuting journeys on foot. Any school and/or workplace Travel Plan initiatives relevant to the site, such as walking buses, will be promoted and visitors/staff encouraged to participate to encourage the integration of Travel Plan measures with those of nearby school and employment sites, to encourage an increase in walking journeys to and from these destinations.

Initiatives to Promote Cycling

- 5.22 Cycle parking has been provided at the site with 16 covered cycle stands.
- 5.23 The Welcome Pack will include information on cycle routes available between the school and common destinations, including residential areas and local amenities. Copies of local cycling maps will be provided within the Welcome Packs and electronically. Cycle route maps are also available online at www.sustrans.org.uk/ncn/map.
- 5.24 Details of local cycling shops and mobile cycle repairs will be provided to staff/visitors at the school within the Welcome Packs. The Travel Plan Coordinator will also enter into discussions with local cycling retailers to investigate the potential to provide discounts. If secured, details of these discounts will be provided to staff/visitors via the Welcome Pack and electronically.

Initiatives to Promote Travel by Public Transport

- 5.25 Information on the cost, timetables and services available which could be used by staff/visitors will be provided within the Welcome Pack and electronically. This will include details and links to online journey planning websites.
- 5.26 The availability of any public transport discount cards provided by TfGM will be investigated and promoted at the school and staff/visitors will be encouraged to apply.

Initiatives to Promote Car Sharing

- 5.27 It is likely that a proportion of staff may work at locations in close proximity to one another and, as such, would be making trips to and from a common destination in the morning and evening peaks. As such, there is potential for these individuals to share their car journey with a fellow employee.
- 5.28 All staff will be encouraged to sign up and register their journey with national online car sharing services such as BlaBlaCar and Enterprise Car Club. This will enable them to search for individuals making a similar trip to themselves and share their vehicle.

6 Travel Plan Management

Introduction

- 6.1 Key to the success of the Travel Plan is the recognition from the outset of the roles and responsibilities of those who may be involved, particularly the site's Travel Plan Coordinator, the Council's Highway Development Management Team and other sustainable travel groups.

Travel Plan Coordinator

- 6.2 The responsibility for managing and implementing the Travel Plan lies with the Travel Plan Coordinator appointed by the school. Following appointment, the contact details for the Travel Plan Coordinator will be provided to the Local Authority.
- 6.3 The role and responsibilities of the Travel Plan Coordinator include:
- To implement and promote various Travel Plan initiatives at the site to promote sustainable travel.
 - To promote the Travel Plan to staff and visitors.
 - Monitoring the success of the Travel Plan initiatives, including undertaking and analysing travel surveys.
 - Reviewing the Travel Plan's success and preparing action plans.
- 6.4 The Travel Plan Coordinator will be in place six months prior to the occupation and will remain in place for a period of 5 years.
- 6.5 At this stage, the resource requirements for the Travel Plan Coordinator are unknown. As such, in the first instance, the Travel Plan Coordinator role will be incorporated into the responsibilities of Heywood Academy. However, this will be reviewed on an annual basis and any changes to the Travel Plan Coordinator's role will be communicated to the Local Authority.

Stakeholder Engagement

- 6.6 Stakeholders including the Council's Highway Development Management Team and local transport operators also play an important role in the successful implementation of the Travel Plan at the site. The Council's Highway Development Management Team will be kept up-to-date with the progress of the Travel Plan through the annual monitoring reports. The Highway Development Management Team will also be approached to gain advice and support on the implementation of specific Travel Plan initiatives at the site.
- 6.7 The Travel Plan Coordinator will also engage with TfGM to secure timetable information and details of any special offers and discounts available.

7 Aims, Objectives and Targets

Overview

- 7.1 A travel plan is a long-term strategy for a site to reduce the dependence of staff and visitors on travel by private car. The aim, objectives and targets are required to provide a focus for the travel plan and to enable its success to be measured and monitored. The purpose of this section is therefore to outline the aim, objectives and targets for this travel plan.

Travel Plan Aim

- 7.2 The aim provides the overarching focus and end goal for the travel plan. The aim enables the overall success of the travel plan to be assessed and, as such, all travel plan initiatives should contribute towards achieving the travel plan's aim.

- 7.3 The overall aim of this travel plan is:

to achieve a reduction in the number of single occupancy vehicle journeys to the site.

- 7.4 This will be achieved by maximising the accessibility of the school by alternative modes of transport to single-occupancy car and by implementing a range of travel plan initiatives.

Travel Plan Objectives

- 7.5 Objectives provide an overview of what the travel plan is trying to achieve. Each of the objectives outlined should contribute towards the travel plan's aim, whilst travel plan targets should help achieve the objectives of the travel plan.

- 7.6 The following generic objectives have been identified which are intended to achieve current Government and local policies in respect to transport within educational facilities:

- Reduce reliance on single occupancy car journeys;
- Promote alternative modes of transport to the car;
- Advocate means of travel that are beneficial to the health of staff / visitors at the site;
- Minimise car travel in the area surrounding the site, therefore cutting down on associated costs (environmental, financial, health etc.); and
- Contain car parking demand.

- 7.7 Travel plan guidance recognises that one or more of the above objectives may carry more weight than others, based on the individual characteristics of the site. As such, the relative importance of each of these objectives will be reviewed as part of the development of the full travel plan at the site.

Travel Plan Targets

- 7.8 Specific targets will be set for the site using the results of the initial travel survey, which will provide the baseline travel behaviour of staff and visitors. These will allow mode share targets to be established for the site. A summary of the findings of the initial travel survey will be available within three months of completion of the survey.

- 7.9 Travel plan guidance recommends that "SMART" targets are set that are:

- Specific;
- Measurable;
- Achievable;
- Realistic; and
- Time-bound.

- 7.10 Once the results of the travel survey are known, accurate targets can be set for the travel plan. These targets will be agreed with the Council as part of the full travel plans development and will be inputted into the Council's database to ensure effective ongoing monitoring.
- 7.11 At this stage, indicative targets have been set to ensure that there is a commitment from the school to achieve a reduction in the number of single occupancy car trips to and from the site. The targets will be revised once the results of the travel surveys are known. For the lifetime of the development, the aim is to achieve a reduction in the number of single occupancy vehicle journeys by implementing a range of initiatives.
- 7.12 **Table 7.1** presents the indicative travel mode targets for the site. These targets are consistent with the Travel Plan objectives and the 2011 travel to work census data and are provided below. This Travel Plan is aware of the specialised travel behaviour of the pupils of this development and therefore **Table 7.1** specifically focuses on the travel behaviour of visitors and staff.

Table 7.1: Travel Plan Targets for Staff/Visitors

Mode	Percentage	Target
Driving a Car	58%	53% (-5)
On Foot	13%	14 (+1)
Bus, minibus or coach	11%	12 (+1)
Passenger in a Car	8%	10 (+2)
Work mainly at or from home	6%	6%
Taxi	2%	2%
Bicycle	2%	3% (+1)
Underground / metro / tram	0%	0%
Train	0%	0%
Motorcycle	0%	0%
Other method of travel to work	0%	0%
Total	100%	100%

*Note: Subject to rounding**

- 7.13 These targets aim to be achieved within the first five years of occupation of the travel plan coming into force. Should the targets be achieved earlier than five years, the level of single occupancy car journeys to the school may be maintained at this level or reduced further by an agreed percentage each year thereafter.
- 7.14 Travel Plan is not a one-off event but it is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will

be reflected in the development and implementation of the Travel Plan. This monitoring process may include repeat surveys after one year of the initial survey being completed, and then every year during the same week each year for a maximum of five years. The surveys may be carried out by an independent survey company to ensure compatible and accurate data is gathered.

- 7.15 Following completion of the initial survey, unrealistic targets will be replaced with ones that are more realistic and encourage (rather than discourage) those responsible for trying to achieve targets.
- 7.16 Staff and visitors will be invited to participate in the annual snapshot travel survey to be undertaken each year to identify progress made and to determine what actions, if any, are necessary to ensure targets are met.

Monitoring

- 7.17 As previously identified, annual travel surveys of all users of the school will be carried out on an annual basis for a maximum of 5 years. These surveys may include observation surveys to establish the usage of the parking and cycle facilities. These surveys may be carried out by an independent survey company. This may ensure compatible and accurate data is gathered relating to travel to and from the site.
- 7.18 All survey data will be submitted to the Local Planning Authority [LPA] within 3 months of the survey being completed for comparison against agreed targets. Following completion and analysis of the monitoring surveys, a monitoring report will be submitted to the LPA identifying whether the agreed targets have been met. If they haven't, the monitoring report will strive to identify what actions and additional Travel Plan initiatives are to be taken to rectify this situation.
- 7.19 The reports may also review the progress that has been achieved in implementing measures against modal shift targets over the preceding twelve-month period. Any progress made will be reported to the Council's Highway Development Management Team and public transport operators where applicable.
- 7.20 The Travel Plans will then be reviewed as appropriate and any further actions identified to progress and, if necessary, improve the action plan to meet objectives.

Travel Surveys

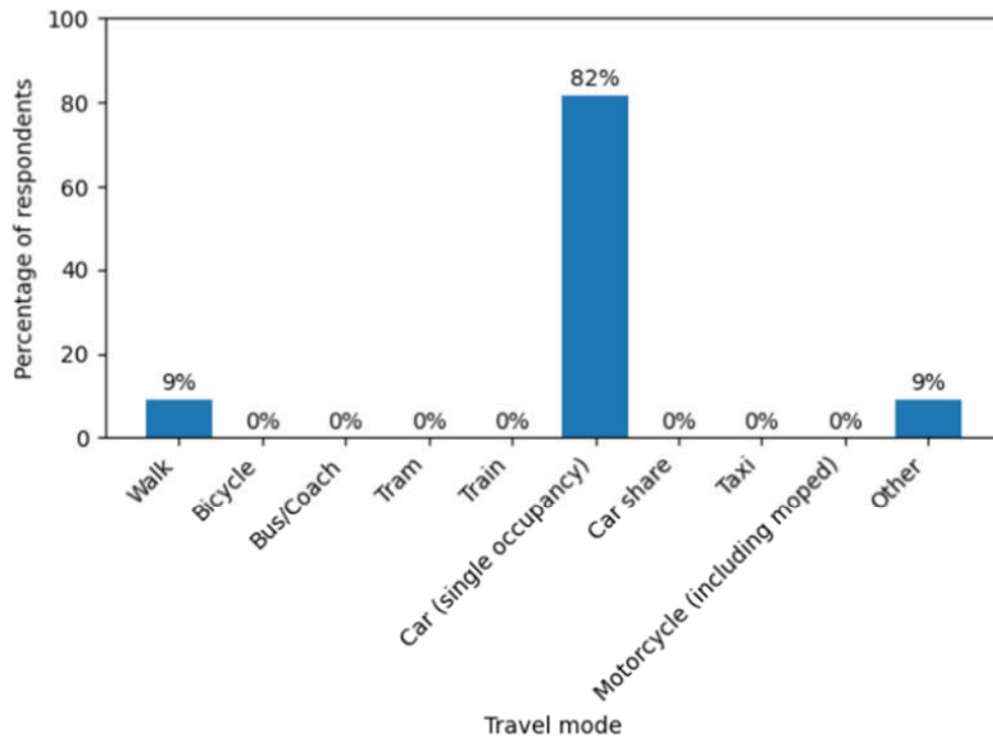
- 7.21 Rappor have undertaken a travel survey. The survey was distributed to staff/visitors through links and QR codes the week commencing 5th January 2026 and the survey period ended on 19th January 2026. The travel survey questionnaire has been used to ascertain the current travel behaviour of at the site, as well as the reasons for modal choices and opinions towards alternative modes of transport.
- 7.22 Rappor received a total of 11 responses for the Travel Survey at Heywood Academy. Any targets, measures and initiatives associated with the results will be tailored based on the overall sample size.
- 7.23 Having completed the initial survey, repeat annual surveys will be carried out at the same time of year as the initial survey. These will aim to gather information on any changes in mode choice since the previous survey was undertaken and the reason(s) for these changes.

7.24 A selection of the results of the Travel Survey are summarised below with a full breakdown of all results provided within **Appendix A**.

7.25 **Figure 7.1** below illustrates a graph to show how staff and visitors usually visit the school. The majority of staff and visitors drive to the school.

7.26 82% of staff / visitors travel by car as their normal mode of transport to the site. The remaining 18% is split equally between walking (9%), and other (9%).

Figure 7.1: Staff / Visitor choice of transport to the site



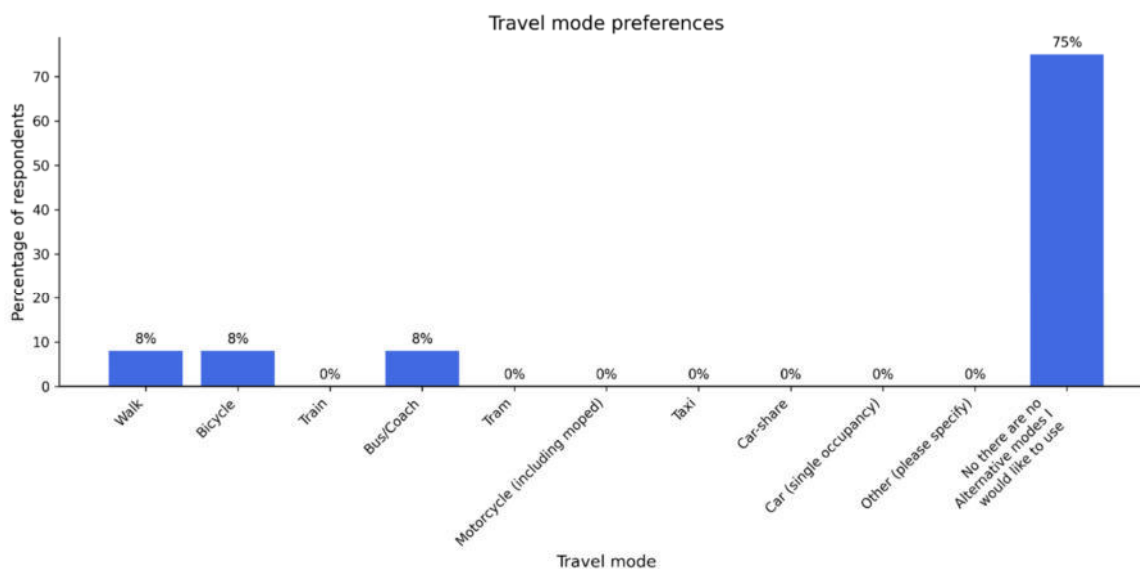
Source: Rappor Travel Survey 2026

7.27 The alternative modes of transport used by staff / visitors instead of their normal mode are as follows:

- Walking – 8%
- Bus/Coach – 8%
- Train – 0%
- Tram - 25%
- Motorcycle - 0%
- Bicycle - 8%
- Car (Single Occupancy)- 0%
- Car share - 0%
- Taxi - 0%
- No - (There are no alternatives I would like to use) – 75%

7.28 **Figure 7.2** below reflects the staff / visitor alternative mode of travel

Figure 7.2: Staff / visitor alternate choice of transport mode



Source: Rappor Travel Survey 2026

7.29 Specific targets will be set for the development using the results of the initial travel survey. **Table 7.1** presents the travel mode targets for the development.

Table 7.1: Travel Plan Target

Mode of Transport	Current Percentage %	Target %
Tram (Metrolink)	0%	0%
Car (Single Occupancy)	82%	77% (-5%)
Car (sharing)	0%	5% (+5%)
Rail	0%	0%
Walk	9%	14% (+5%)
Bicycle	0%	2% (+2%)
Bus/Coach	0%	2% (+2%)
Taxi	0%	0%
Motorcycle	0%	0%
Other	9%	0% (-9%)
Total	100%	100%

Note: Subject to rounding*

8 Travel Action Plan & Marketing Strategy

Action Plans

- 8.1 The purpose of this document is to develop and deliver a Framework Travel Plan for submission to the Local Planning Authority. Thereafter, at every annual anniversary following completion of the initial survey, the Travel Plan will be reviewed in co-operation with the Council's Highway Development Management Team and an Annual Action Plan prepared and agreed.
- 8.2 The action plan will be developed based on the results of the travel survey. The most popular initiatives, as identified through the travel survey, will be implemented first at the site. This will ensure that maximum benefits are achieved through the implementation of the most popular initiatives at the site.
- 8.3 The Action Plan will contain an annual programme of measures designed to help achieve the Travel Plan targets on travel modal share. It sets out the tasks involved, the people responsible and dates by which the measures may be achieved over the next 12 months.

Marketing Strategy

- 8.4 Council's Travel Plan Teams and TfGM are typically able to provide posters, leaflets and timetables which can be distributed to all staff/visitors electronically. The Travel Plan Coordinator will contact Rochdale Borough Council and their Travel Plan Teams in the first instance to investigate the opportunities to secure this information for use at the site. Should this information not be available, posters and other promotional materials will be developed in-house to promote the travel plan.
- 8.5 Staff/visitors to the school will be provided with information on how to access the site by public transport. Promotion of all modes of transport will initially be provided through the Welcome Pack and electronically. Where possible, written materials (e.g. timetables and maps) will be gained from the Council and/or TfGM

Evaluation and Review

- 8.6 This Travel Plan has been prepared in accordance with current guidance and transport policy. The objective of the Travel Plan is to identify and introduce a package of measures to promote sustainable travel choices and reduce reliance on the car.
- 8.7 The monitoring of the Travel Plan will be used to provide information on people's travel patterns and to identify the measures that would be the most effective in facilitating a reduction in car usage and an increase in the use of public transport, walking and cycling.
- 8.8 The Travel Plan is an active document which may be reviewed on a regular basis to ensure it reflects current opportunities and local circumstances. The review of the Travel Plan will take place annually following completion of the travel survey, in conjunction with the Council's Highway Development Management Team. A copy of the agreed, revised Travel Plan will be submitted to the Council.
- 8.9 An outline action plan for the production and ongoing monitoring and review of the Travel Plan has been produced, which details the key elements of the process and the approximate timescales which is shown in **Table 8.1**.

Table 8.1: Travel Plan Action Plan

Action	Timescale
Develop a travel Welcome Pack	Completed – updated on regular basis
Undertake travel survey	Initial survey completed
Produce baseline travel information	Initial baseline data completed
Develop full Travel Plan in consultation with the Council	In progress
Finalise and adopt Travel Plan	6 months after initial travel survey
Implement Travel Plan initiatives	On-going, following adoption of the Travel Plan
Monitor success of Travel Plan actions and progress towards targets. Amend Travel Plan, if necessary	On-going, following adoption of the Travel Plan
Undertake travel survey to measure the success of Travel Plan and discuss findings with the Council. Review Travel Plan and amend, if necessary	On-going, every 12 months following adoption of the Travel Plan after full occupation (up to a period of 5 years)

Appendix A – 2026 Travel Survey Results

Heywood Academy is committed to helping staff / visitors with their journey to the school, and make it easier for you to car share, walk, cycle and travel by public transport. We are keen to help reduce the stress caused by your daily journeys, save you money and help to get fitter by promoting more "active travel".

To help achieve this aim, Heywood Academy has developed a travel plan. To inform this travel plan, we need to collect up-to-date information on your daily journeys, travel patterns and thoughts on alternative modes of transport, as well as journeys by car.

The survey does not take long to complete. The higher the response rate to the survey, the more tailored the travel measures we will be able to provide, so please show your support by completing the survey.

If you could please return this survey by accessing the following web link:

<https://forms.office.com/e/qZUrf1qrqx>

or scanning the following QR code:



If you have any queries regarding the survey, please do not hesitate to contact reception or
Email: sam.denby@rappor.co.uk

Thank you for your time and assistance.



TRAVEL SURVEY

Q1 HOW DO YOU NORMALLY TRAVEL TO THE SCHOOL?

- | | | | |
|-----------|--------------------------|------------------------|--------------------------|
| WALK | ☐ | CAR (SINGLE OCCUPANCY) | ☐ |
| BICYCLE | ☐ | CAR SHARE | ☐ |
| BUS/COACH | ☐ | TAXI | ☐ |
| TRAM | ☐ | MOTORCYCLE | ☐ |
| TRAIN | ☐ | OTHER | ☐ |

Please specify*

Q2 HOW OFTEN DO YOU TAKE THE JOURNEY TO THE SCHOOL?

- | | | | | |
|-------------|--------------------------|-------------|--------------------------|-----------|
| 1 DAY/WEEK | ☐ | 5 DAYS/WEEK | ☐ | LESS THAN |
| 2 DAYS/WEEK | ☐ | 6 DAYS/WEEK | ☐ | ONCE PER |
| 3 DAYS/WEEK | ☐ | 7 DAYS/WEEK | ☐ | MONTH |
| 4 DAYS/WEEK | ☐ | 2-3 | ☐ | |
| | | TIMES/MONTH | ☐ | |

Q3 ARE THERE ANY ALTERNATIVE MODES OF TRANSPORT THAT YOU WOULD LIKE TO USE?

Please select at most 2 options.

- | | | | |
|---------------------------|--------------------------|---------------------------------|--------------------------|
| WALK | ☐ | BICYCLE | ☐ |
| TRAIN | ☐ | BUS/COACH | ☐ |
| TRAM | ☐ | MOTORCYCLE
(INCLUDING MOPED) | ☐ |
| TAXI | ☐ | CAR SHARE | ☐ |
| CAR
(SINGLE OCCUPANCY) | ☐ | OTHER | ☐ |

Please specify*

NO - THERE ARE NO ALTERNATIVE MODES I WOULD LIKE TO USE

☐

Q4 IF YOU USUALLY TRAVEL BY CAR WHAT IS THE MAIN REASON FOR THIS?

Please select at most 2 options.

- CONVENIENCE
- RELIABILITY
- QUICKER THAN ALTERNATIVES
- CHEAPER THAN ALTERNATIVES
- FLEXIBILITY
- DROPPING OFF CHILD/PARTNER
- HEALTH REASONS
- PERSONAL SECURITY
- I GIVE SOMEBODY A LIFT
- LACK OF ALTERNATIVES
- CAR IS ESSENTIAL FOR JOB
- OTHER

Please specify*

Q5 WHICH OF THE FOLLOWING WOULD ENCOURAGE YOU TO WALK MORE?

- IMPROVED FOOTPATHS
- IMPROVED ROAD CROSSING FACILITES
- HELP WITH ROUTE PLANNING
- LUNCHTIME WALKING GROUP
- HOME TO WORK WALKING GROUP
- BETTER LIGHTING
- NOTHING
- OTHER

Please specify*

DO YOU HAVE ANY OTHER COMMENTS OR QUESTIONS ABOUT THIS SURVEY AND/OR TRAVEL TO AND FROM HEYWOOD ACADEMY?

.....

Optional Details:

NAME

.....

CONTACT NUMBER OR EMAIL

.....

Q6 WHICH OF THE FOLLOWING WOULD ENCOURAGE YOU TO CYCLE MORE?

- IMPROVED CYCLE PATHS
- SECURE CYCLE PARKING
- CHANGING FACILITIES AT WORK
- CYCLE TRAINING/ SAFETY COURSES
- HELP WITH ROUTE PLANNING
- CYCLE TO WORK SCHEME
- CYCLE SHARE SCHEME
- SHORT-TERM CYCLE HIRE
- DISCOUNTS AT LOCAL CYCLE SHOPS
- NOTHING
- OTHER

Please specify*

Q7 WHICH OF THE FOLLOWING WOULD ENCOURAGE YOU TO TRAVEL BY PUBLIC TRANSPORT?

- MORE DIRECT ROUTES
- MORE FREQUENT ROUTES
- MORE RELIABLE SERVICE
- INCREASED CAPACITY
- CHEAPER TICKETS
- DISCOUNTED TICKETS
- IMPROVED LINK TO STATION
- BETTER FACILITIES AT STATION
- HAVING MY JOURNEY PLANNED
- BETTER LIGHTING TO PUBLIC TRANSPORT HUBS (TRAM/BUS STOP)
- ANNUAL TICKET LOAN
- NOTHING
- OTHER

Please specify*

Responses Overview Active

Responses

11



Average Time

02:25



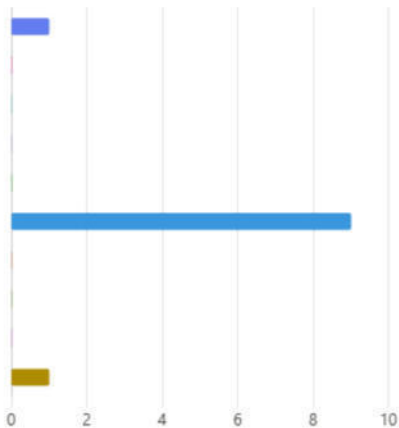
Duration

43 Days



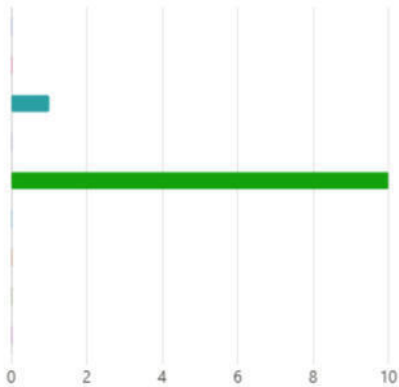
1. How do you normally travel to the School?

Walk	1
Bicycle	0
Bus/Coach	0
Tram	0
Train	0
Car (single occupancy)	9
Car share	0
Taxi	0
Motorcycle (including moped)	0
Other	1

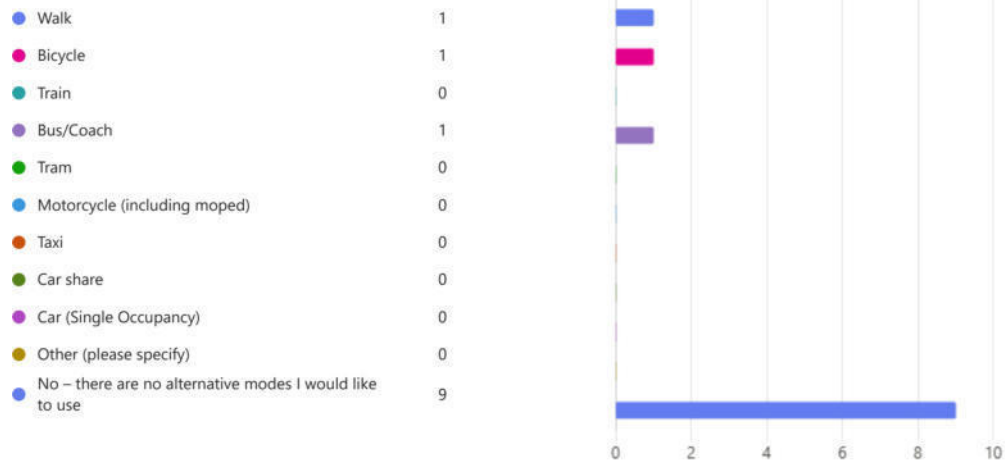


2. How often do you take the journey to the School?

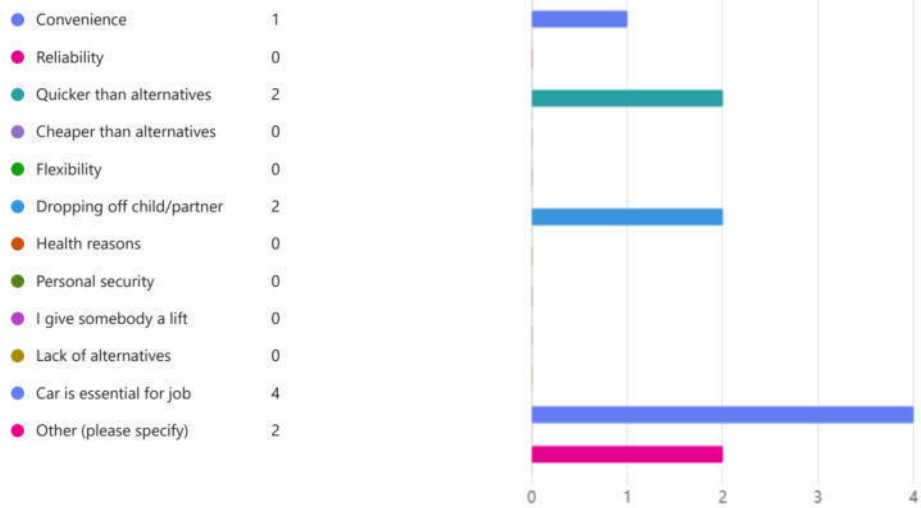
1 day/week	0
2 days/week	0
3 days/week	1
4 days/week	0
5 days/week	10
6 days/week	0
7 days/week	0
2-3 times/month	0
Less than once per month	0



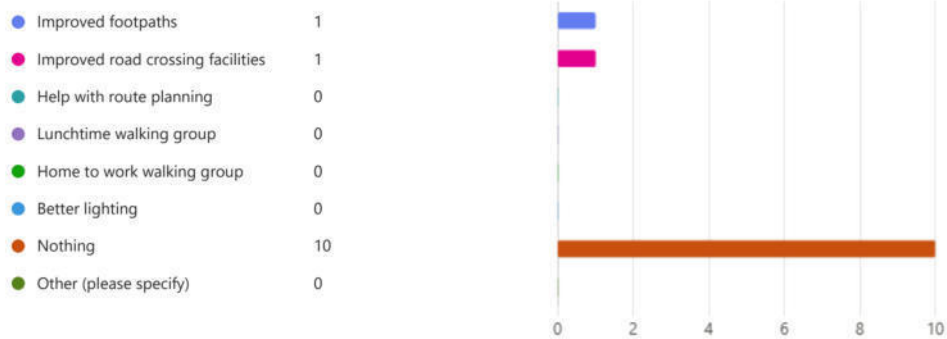
3. Are there any alternative modes of transport that you would like to use? (Select at most 2)



4. If you usually travel by car, what is the main reason for this?

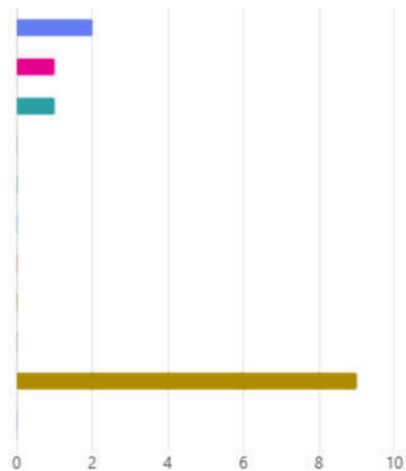


5. Which of the following would encourage you to walk more?



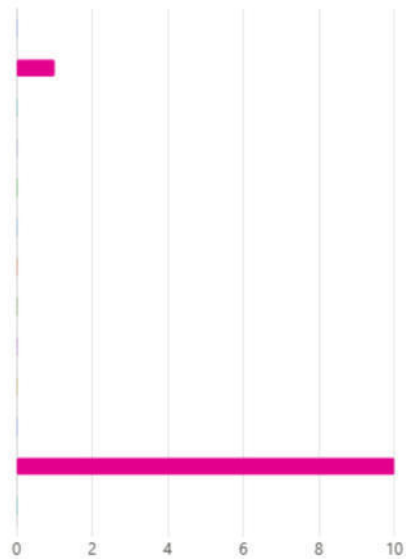
6. Which of the following would encourage you to cycle more?

- Improved cycle paths 2
- Secure cycle parking 1
- Changing facilities at work 1
- Cycle training/safety courses 0
- Help with route planning 0
- Cycle to Work scheme 0
- Cycle share scheme 0
- Short-term cycle hire 0
- Discounts at local cycle shops 0
- Nothing 9
- Other (please specify) 0



7. Which of the following would encourage you to travel by public transport? (Select at most 2)

- More direct routes 0
- More frequent routes 1
- More reliable service 0
- Increased capacity 0
- Cheaper tickets 0
- Discounted tickets 0
- Improved link to station 0
- Better facilities at station 0
- Having my journey planned 0
- Better lighting to public transport hubs (tram/bus stop) 0
- Annual ticket loan 0
- Nothing 10
- Other (please specify) 0



8. Do you have any other comments or questions about travel to/from Heywood Academy?

3
Responses

Latest Responses
"There is no zebra crossing near the school. No shelter for parents/ children waitin..."
...

9. Name (optional)

4
Responses

Latest Responses
"Shomaila Younas"
"Nina Depasois"
"Przemysław Bezdziecki"
...

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