

ADVISORY

Wilson Bowden Developments Ltd
Plot Q, Kingsway Business Park
Rochdale
Framework Travel Plan

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Framework Travel Plan

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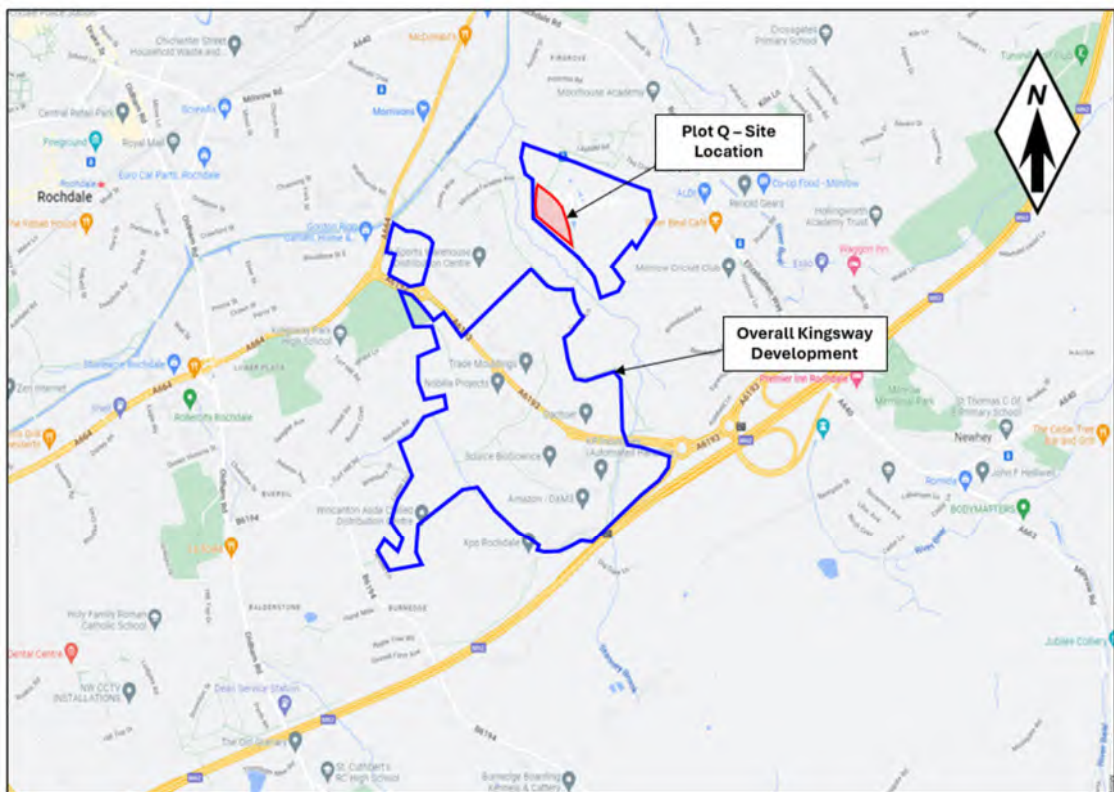
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1. INTRODUCTION

Instruction

- 1.1 BWB Consulting Ltd (BWB) has been appointed by Wilson Bowden Developments Ltd (The Client) to provide highways and transportation advice in support of a full planning application for a “Warehouse distribution/production unit with first floor office and core facilities”, known as Plot Q, located at Kingsway Business Park, Rochdale, Greater Manchester.
- 1.2 This Framework Travel Plan (FTP) has been produced to support the forthcoming full planning application.
- 1.3 At this stage it is not known who the end user of the unit will be and hence, the planning application seeks permission for open B2/B8 use class. It should be noted that outline planning permission exists for development on Plot Q (application reference 14/00542/OUT) and the approved parameters allow for development across the site in accordance with the approved Masterplan Parameters Plan shown at drawing number 2013-233/102 Revision A, a copy of which is included at **Appendix 1**.
- 1.4 Plot Q seeks permission for a gross internal area (GIA) of 10,317sqm, of which includes a 9,773sqm ground floor area (GFA) and a 544sqm office space.
- 1.5 The location of the site is shown in **Figure 1**.

Figure 1. Indicative Site Location Plan



Definition of a Travel Plan

- 1.6 The Department for Transport's (DfT) 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' (April 2009) states that a Travel Plan is:

"a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed".

- 1.7 This document presents an FTP which will be used to inform an occupier Travel Plan that will be produced by the occupier prior to unit occupation.
- 1.8 This FTP will be consistent with the already approved site wide Sustainable Travel Plan (November 2010) which was most recently updated in 2019, prepared to discharge Condition 40 of the outline application.
- 1.9 A Transport Statement has also been prepared to support the planning application and should be read in conjunction with this FTP.

Report Structure

- 1.10 This FTP is structured as follows:
- **Section 2: Site Assessment** - provides details of the existing conditions at the site and its accessibility to sustainable modes of travel, including walking, cycling and public transport;
 - **Section 3: Projected Modal Split** - sets out the initial modal split calculations;
 - **Section 4: Objectives and Targets** - details the objectives of the FTP and the targets in terms of modal shift ambitions;
 - **Section 5: Measures and Incentives** - outlines various measures that could be implemented at the development in order to achieve the targets;
 - **Section 6: Implementation and Monitoring** - details the methodology for obtaining staff travel survey information in order to understand the success of the FTP as well as monitor and review the results against the targets set; and
 - **Section 7: Action Plan** - outlines the tasks (and timescales) that should be implemented to achieve the targets of the FTP.

2. SITE ASSESSMENT

Site Location

- 2.1 **Figure 1** shows the location of Plot Q within the wider Kingsway Business Park. Plot Q comprises an irregular shaped parcel of land with an area of 2.86 hectares and is bound by Michael Faraday Avenue to the north and east, and the JD warehouse to the southwest. Junction 21 of the M62 (M62 J21) is located approximately 2.0 kilometres southeast of the site and can be accessed via the A6193.

Local Highway Network

- 2.2 Access to the proposed development will be taken from Michael Faraday Avenue which currently provides access to Plot R1, P1 and P2 to the north, and Plot X to the east of the proposed development site. Michael Faraday Avenue measures approximately 7.3 metres wide and provides street lighting along both sides of the carriageway. There is a 2 metres wide footway on the eastern side of the carriageway and a 3 metres wide footway/cycleway on the western side (set back from the carriageway by a verge). There are multiple opportunities to cross over Michael Faraday Avenue in the form of dropped kerb crossings with tactile paving along its length.
- 2.3 There are currently double yellow lines on both sides of the Michael Faraday Avenue, which ensures HGVs and employees of Kingsway Business Park do not park on either side of the road. It is subject to a 30mph speed limit throughout, as are all industrial roads within the Kingsway business park.
- 2.4 Pedestrians and cyclists are able to utilise the offroad bridleway on Turbary Walk. This routes south to north from Michael Faraday Avenue to the Kingsway Business Park Tram Stop and Milnrow residential area to the east.

Development Details

- 2.5 The proposed development seeks full planning permission for, "Warehouse distribution/production unit with first floor office and core facilities". The unit would operate with open B2/B8 use and would have a GIA totalling 10,317sqm.
- 2.6 The proposed development would be served via three points of access on Michael Faraday Avenue, the accesses would be in the form of simple T-junctions.
- 2.7 Pedestrian and cycle access is provided at the site from both the existing pedestrian facilities on Michael Faraday Avenue and from the proposed car parking areas.
- 2.8 Appropriate parking will be provided in line with local parking standards set out in Rochdale's Core Strategy document, of which includes 10 electric car charging spaces (circa 10% of total parking provision), and 6 car sharing spaces (circa 5% of total provision).

- 2.9 To meet the requirements of the Disability Discrimination Act, and provide convenient and safe access for disabled and visually impaired users, all crossings within the development would be provided with dropped kerbs and tactile paving. Off-road infrastructure would extend into the site directly to the building entrances and all entrances would be provided with accessibility ramps for wheelchair users.

Sustainable Travel

Introduction

- 2.10 Planning guidance highlights the emphasis being placed on the integration of land uses and sustainable development. The site already has outline planning permission and therefore the principle of sustainability has already been established. However, the following section will set out the future opportunities for staff and visitors to walk, cycle and use public transport to travel to the site. However, employment developments such as Kingsway Business Park are typically located close to the Strategic Road Network (such as the M62 in this instance) where opportunities to access facilities on foot can be more limited.

Local Facilities

- 2.11 Details of the number and type of existing accessible amenities typically expected within 500 metres are shown in **Table 1**.

Table 1: Amenities in Proximity to the Site

Amenities
Appropriate food outlet
Access to cash
Access to an outdoor open space (public or private, suitably sized and accessible to building users)
Access to a recreation or leisure facility for fitness or sports
Public available postal facility
Community facility
Over the counter services associated with a pharmacy
Public sector GP surgery or general medical centre
Childcare facility or school

- 2.12 Of the amenity types listed in Table 1, there are none located within 500 metres walk of the development site. However, a number of the facilities listed would be accessible within 1200 metres of the development. These can be seen listed overleaf;

- ALDI (1000m)
- Cash Machine (1200m)
- Play Area (1200m)
- Moorhouse Academy (650m)
- The Kingsway Practice (1000m)
- Kingsway Pharmacy (1000m)

Pedestrian Travel

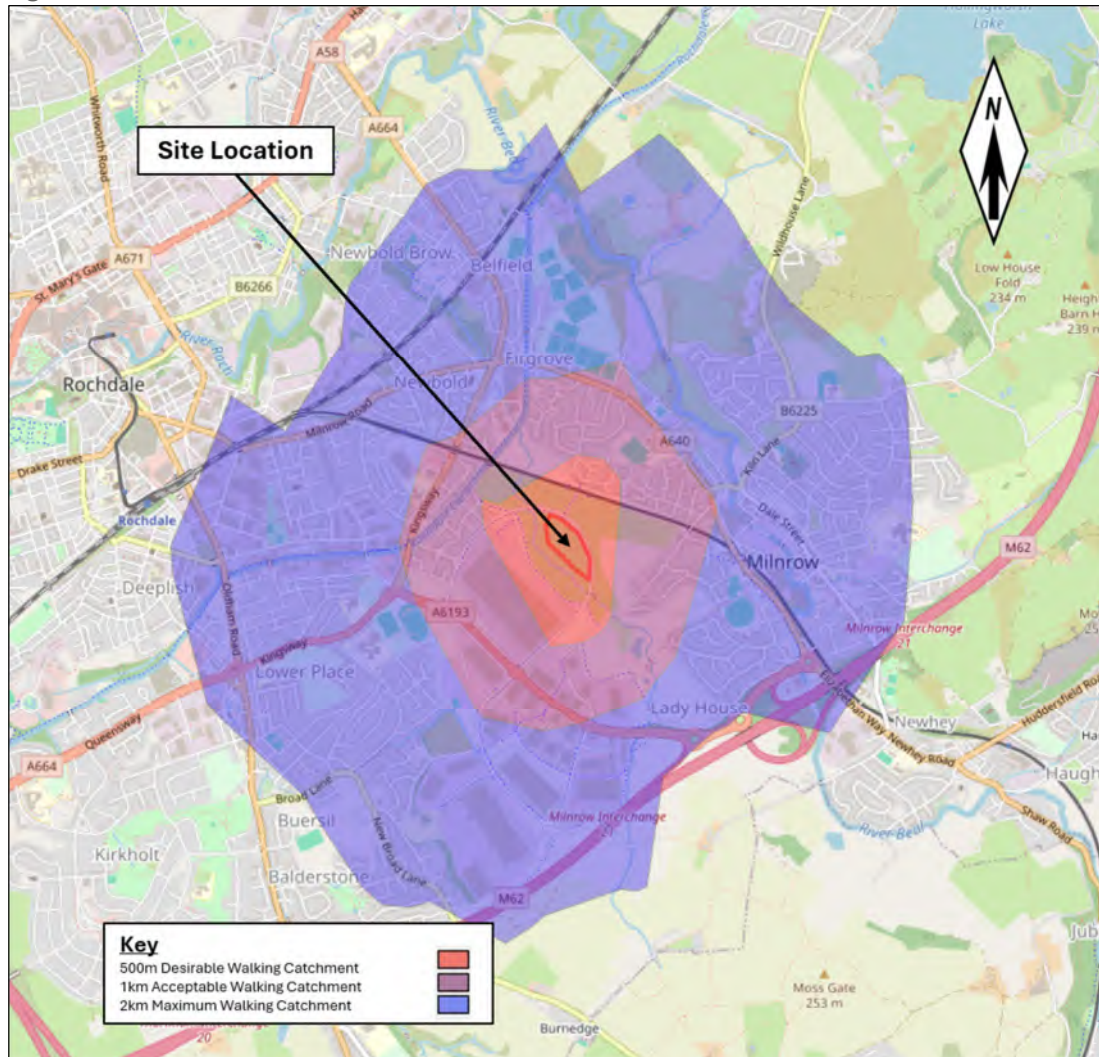
- 2.13 The Guidelines for Providing for Journeys on Foot (GPJF) document describes acceptable walking distances for pedestrians without mobility impairment. GPJF suggests that the maximum walking distance for town centres is approximately 800m, commuting/schools is approximately 2km and for other facilities is approximately 1.2km.
- 2.14 GPJF states that an average walking speed of approximately 1.4m/s (5km's/hr) can be assumed. The walking distance thresholds for commuting and other facilities set out in the GPJF document (within table 3.2) are summarised below in **Table 2**.

Table 2. GPJF Acceptable Walking Distances Guidance Table

Journey Purpose	Suggested Acceptable Walking Distance (Metres)		
	Town Centres	Commuting/ School/ Sight-Seeing	Elsewhere
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

- 2.15 **Figure 2** identifies 0.5, 1 and 2km walking catchments centred on the site, which demonstrates that areas including parts of Rochdale, Milnrow, Firgrove, Lower Place, Belfield and Firgrove are within a convenient walking distance. These areas comprise a vast amount of residential development, which provides a convenient distance for future staff to commute from, as well as other amenities including schools, retail facilities, restaurants, take-aways, Public Houses, sports facilities and public transport stops (including bus and tram stops).

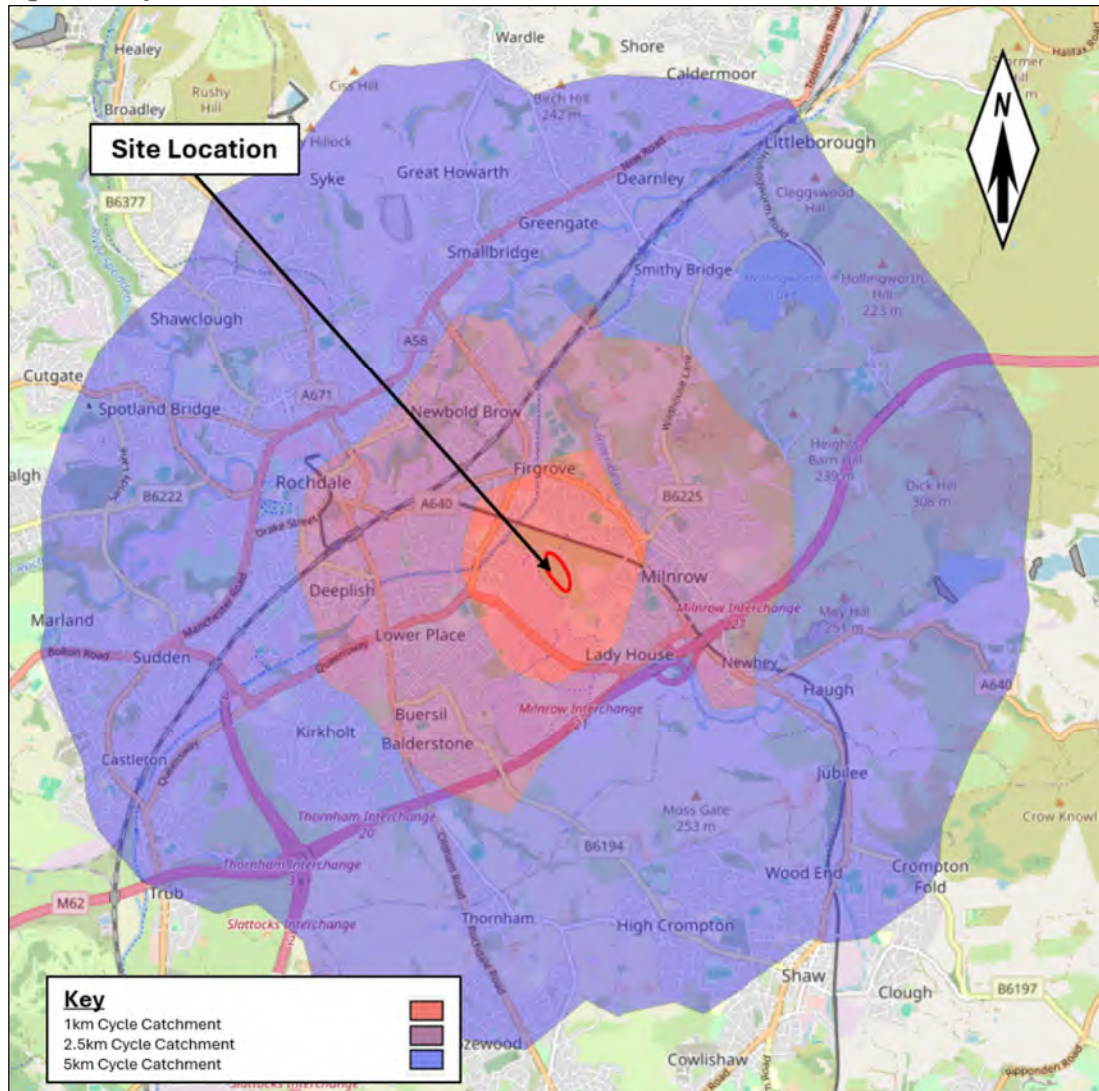
Figure 2: Pedestrian Catchments



Cycle Travel

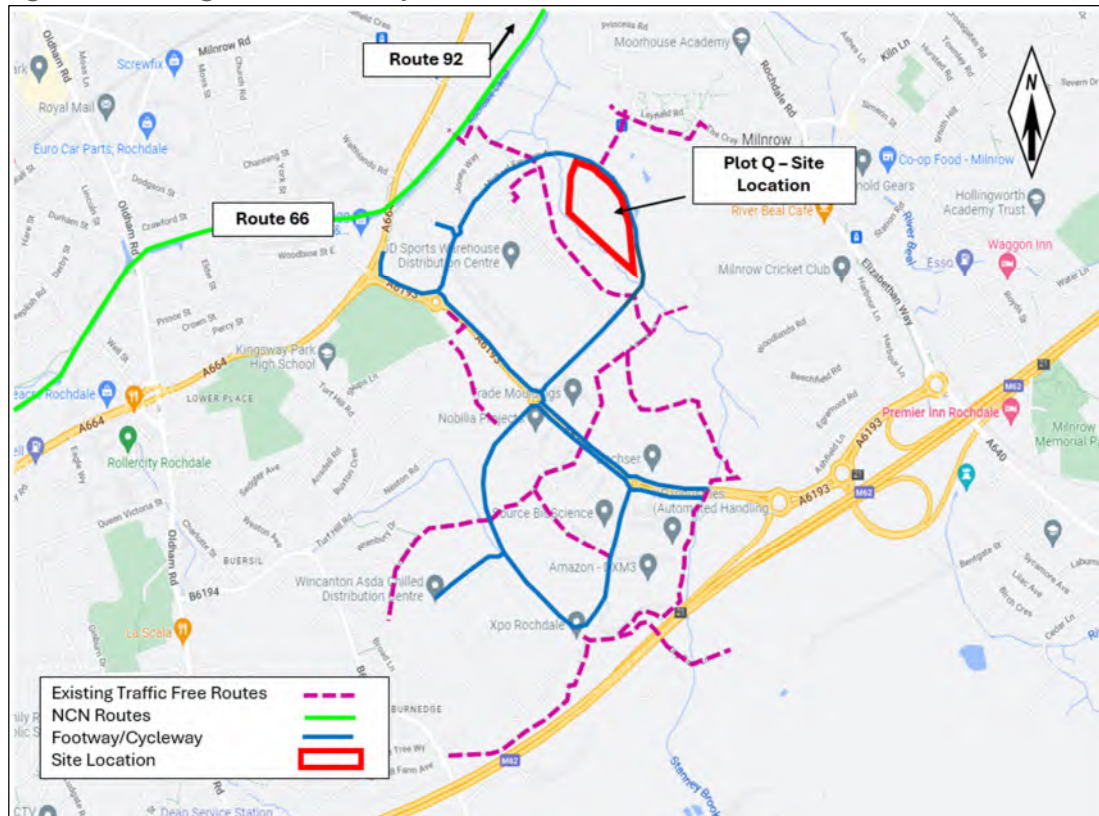
- 2.16 It is widely considered that cycling has the potential to substitute for short car trips, particularly those under 5km, and form part of a longer multi modal journey by public transport. Cycling is therefore an important journey to work mode that has the potential to substitute for short car journeys.

Figure 3: Cycle Catchments



- 2.17 **Figure 3** shows a 1, 2.5 and 5km cycle catchments centred on the site, which shows that all of Rochdale Town Centre, Firgrove, Milnrow, Newbold Brow, Small Bridge, Sudden, Castleton, Balderstone, Great Howarth and Marland are within a convenient cycling distance.
- 2.18 **Figure 4** shows the existing Public Right of Ways (PROWs) and cycle routes which surround the site which could be used by future employees to access the development from local residential areas. This includes an existing shared footway/cycleway which currently routes towards the north of the site, between Michael Faraday Avenue and the Kingsway Tram Stop. **Figure 4** also shows the shared footway/cycleways within the local area.

Figure 4: Existing PROWs and Cycle Facilities



- 2.19 National Cycle Network (NCN) Routes 66 and 99 are attainable from the site utilising the traffic free routes near to the development. Both NCN routes are accessible approximately 420 metres to the west of the site.

Bus Services

- 2.20 The Guidelines for Planning for Public Transport in Developments, states that “generally walking distances to bus stops in urban areas should be a maximum of 400m and preferably no more than 300m”. However, the Buses in Urban Developments guidance advises a more rigorous approach to catchment area planning as displayed in **Table 2**.

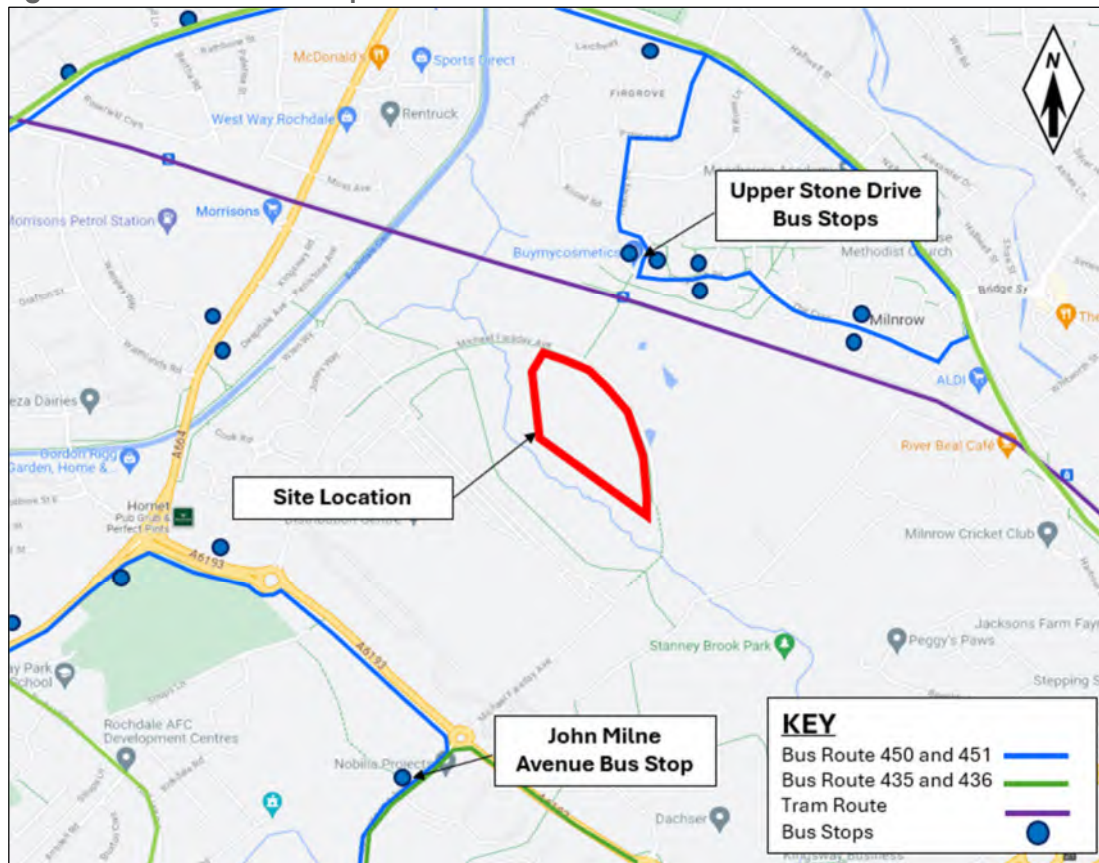
Table 2: Recommended Maximum Walking Distances to Bus Stops

Situation	Maximum Walking Distance
Core bus corridors with two or more high-frequency services	500m
Single high-frequency routes (every 12 minutes or better)	400m
Less frequent routes	300m
Town/city centres	250m

- 2.21 The nearest bus stops to the site are located on Leyfield Road circa 435m from the site pedestrian entrance, where both directions of travel are achievable from these bus stops. The bus stops can be accessed using the existing off road pedestrian infrastructure along Turbary Walk, continuing on Leyfield Road.

- 2.22 Currently there are no physical bus stop indicators on Leyfield Road and it is assumed that the stops are hail and ride or it is known within the community where bus stop locations are. The stops are served by two public bus services 450 and 451, which route between Rochdale and Milnrow, bus stops are also located on John Milne Avenue to the southwest.
- 2.23 There are further stops located on John Milne Avenue to the south and Rochdale Road to the north (both circa 850m from the site pedestrian entrance). These bus stops are provided with physical markers in the form of flag poles (which include timetable information). Bus service 435 / 436 is an additional service which is accessible from these stops.
- 2.24 **Figure 5** shows the local public transport routes.

Figure 5: Local Public Transport Routes



- 2.25 **Table 3, Table 4** and **Table 5** set out a summary of the weekday and weekend bus service frequencies at the local bus stops on Leyfield Road and Rochdale Bypass.

Table 3: Summary of Weekday Bus Services

Service number and route	First Service		Last Service		Daytime Frequency
	'Northbound' Route	'Southbound' Route	'Northbound' Route	'Southbound' Route	
450 Rochdale to Milnrow	X	0657	X	2201	1/hr
451 Rochdale to Milnrow	0659	X	2203	X	1/hr
435 Rochdale to Turf Hill	0642	X	1938	X	1/hr
436 Rochdale to Buckstones	X	0657	X	1927	1/hr

Note: Timetable information obtained (December 2025), First/ last service based on time service arrives/leaves the nearest bus stop to the development site.

Table 4: Summary of Saturday Bus Services

Service number and route	First Service		Last Service		Daytime Frequency
	'Northbound' Route	'Southbound' Route	'Northbound' Route	'Southbound' Route	
450 Rochdale to Milnrow	X	0702	X	2207	1/hr
451 Rochdale to Milnrow	0823	X	1921	X	1/hr
435 Rochdale to Turf Hill	0742	X	1938	X	1/hr
436 Rochdale to Buckstones	X	0650	X	1921	1/hr

Note: Timetable information obtained (December 2025), First/ last service based on time service arrives/leaves the nearest bus stop to the development site.

Table 5: Summary of Sunday Bus Services

Service number and route	First Service		Last Service		Daytime Frequency
	'Northbound' Route	'Southbound' Route	'Northbound' Route	'Southbound' Route	
450 Rochdale to Milnrow	X	0602	X	2202	1/hr
451 Rochdale to Milnrow	0603	X	2203	X	1/hr

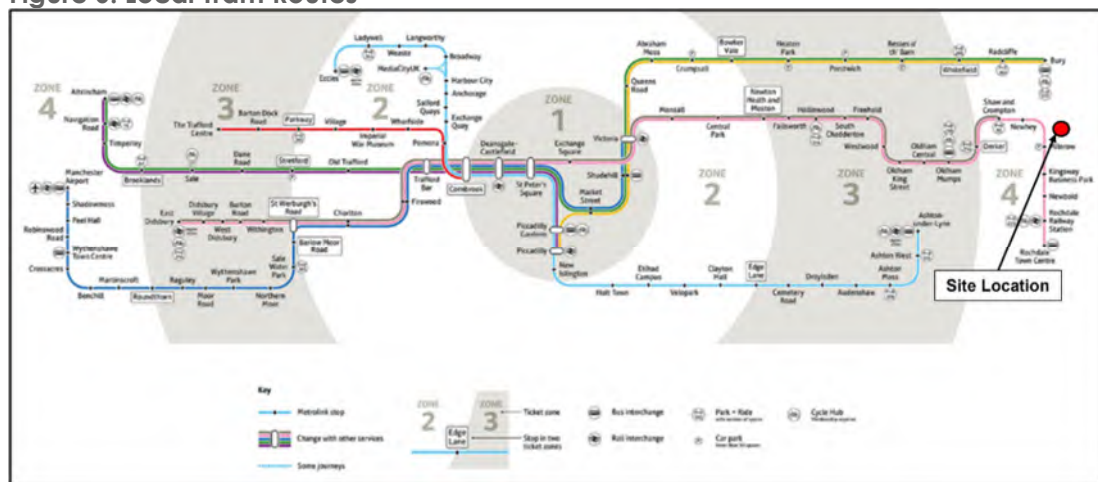
Note: Timetable information obtained (December 2025), First/ last service based on time service arrives/leaves the nearest bus stop to the development site.

- 2.26 **Table 3, Table 4 and Table 5** demonstrate that route numbers 435, 436, 450 and 451 operate at a combined frequency of four services per hour 6 days a week, with two services per hour on a Sunday.

Tram Services

- 2.27 The 'Pink Line' tram service operated by Transport for Greater Manchester can be accessed via the Kingsway Business Park stop located approximately 335 metres from the unit Q-1 pedestrian entrance. **Figure 6** includes a copy of the Greater Manchester Tram Network Map, which shows the settlements that are served by the Pink Line. This includes but is not limited to; Rochdale Town Centre, Newbold, Milnrow, Newhey, Shaw and Crompton and Oldham.

Figure 6: Local Tram Routes



- 2.28 The Pink Line operates at a frequency of one service every 12 minutes in both directions 7-days a week. There is secure cycle parking provided at the tram stop to encourage employees to undertake a multimodal journey utilising both the tram and cycle. Due to the tram stop being only 335 meters from the site, this would encourage employees to use the service.

BREEAM Accessibility Index

- 2.29 As the site is a BREEAM Version 6.1 scheme, the public transport accessibility index is used to recognise and encourage development in proximity to good public transport provisions, thereby helping to reduce transport-related pollution and congestion. Below is what is needed to calculate the public transport accessibility index:

- Collate the following information to determine the public transport accessibility index (AI):
 - Distance (m) from the main building entrance to each compliant transport node
 - Public transport types serving the compliant node e.g. bus and rail.
 - Average number of services stopping per hour at each compliant node during the operational hours of the building for a typical day.

- 2.30 The Plot Q development is located close to bus stops on Leyfield Road, and the Kingsway Business Park tram stop. The distances from Plot Q Unit to the bus stop node is approximately 435 metres and to the tram stop approximately 335 metres. The walking distance from the plot to the bus stop and tram stop has been calculated using a safe pedestrian walking route as shown in **Figure 7**.

Figure 7: Safe Pedestrian Walking Routes to Nearest Bus/Tram Stop



- 2.31 The Accessibility Index has been calculated following BREEAM methodology and a copy of the BREEAM calculators for each unit are included in the Transport Statement. The calculation shows that Unit Q-1 has an Accessibility Index of 5.04.
- 2.32 The above AI index score will be used to inform the Tra02 BREEAM credits achieved when the BREEAM assessor considers the sustainable and active travel measures and initiatives proposed.

BREEAM Active and Sustainable Travel Considerations

- 2.33 BREEAM guidance requires developments to consider negotiations with local bus, train and tram companies to review the potential for increasing local service provision to the development.

-
- 2.34 BREEAM guidance also requires applications to consult with the local authority on the state of the local cycling network and secure improvements where appropriate.
 - 2.35 The original outline planning permission (application planning reference 14/00542/OUT) secured appropriate bus service provision to / from the site (and wider business park) via the routing of bus services through the wider business park.
 - 2.36 The outline planning permission also secured appropriate pedestrian and cycle facilities as part of the highway infrastructure proposals for the wider business park, including appropriate shared footway / cycleway facilities routing along the Plot Q site frontage.
 - 2.37 Given the above, no additional public transport improvements or off-site active travel infrastructure is deemed required to support this planning application, and therefore no consultation has been undertaken with the local authority or public transport operators on the above matters.

3. PROJECTED MODAL SPLIT

- 3.1 As part of the site wide Travel Plan, travel surveys were undertaken at each of the operational units at the site which determined the existing travel patterns of employees currently employed at the site. The average modal split across all operational units at the time of the survey can be found in **Table 6** and the extracted modal split information from the site wide Travel Plan can be found at **Appendix 2**.

Table 6: Modal Split Extracted from the Site Wide Travel Plan Survey Results

Travel Mode	Modal Share
Driving Car or Van	72.6%
Public Transport	10.1%
Car Share	9.6%
Walking and Cycling	7.7%
TOTAL	100%

- 3.2 The modal split calculated from the results of the travel surveys shows that car travel is forecast to have the highest mode share at 72.6%, with public transport trips having the second highest mode share at 10.1%. Car share trips are estimated to have a mode share of 9.6%, whilst walking and cycling is forecast to comprise 7.7% of the mode share of staff commuting trips. The above modal split will be confirmed as part of baseline surveys undertaken at Plot Q once the unit is occupied, as the end user may have different working patterns/operational requirements that mean the modal split differs to the above. Nevertheless, it provides a useful starting point to work from.
- 3.3 The above modal split will be used to identify initial targets for this FTP. The targets can then be refined as part of the Detailed Travel Plan once the site becomes occupied and baseline surveys have been carried out.

4. OBJECTIVES AND TARGETS

Introduction

- 4.1 Introducing targets provides a way of monitoring the success of the FTP and to maximise its impact. Whilst the targets set out below are indicative and will be confirmed once baseline surveys have been carried out at the unit, this section identifies some indicative targets based on the likely modal split shown at **Table 6**.
- 4.2 The number one objective of this FTP is to achieve a 10% reduction in single occupancy car journeys by displacing them into other modes. It will do this in a variety of ways, which include improving access to sustainable modes of transport and also through softer measures that encourage greater take up of non-car modes. The key objectives of this FTP are summarised in **Table 7**.

Table 7: Travel Plan Objectives

Objective No.	Objective
Objective 1	Achieve a 10% reduction in single occupancy car journeys to/from the site by staff and visitors, by promotion of sustainable transport modes.
Objective 2	Improve access to sustainable modes of transport and encourage staff and visitors to make more considered transport journeys where possible.
Objective 3	Achieve a 5% reduction in the total mileage generated by supply/servicing vehicles.
Objective 4	Achieve a 100% Travel Plan awareness amongst staff at the development.

- 4.3 In order to achieve measurable outputs from the Travel Plan process, it is important to set targets from the outset against which progress can be measured. The following targets will be based upon the initial modal split calculations included at **Table 6**. The targets within this FTP are provisional and will be adjusted as a result of staff and visitor surveys once each unit becomes occupied/operational and confirmed as part of the Detailed Travel Plan.
- 4.4 The targets will conform to SMART requirements, that is Specific, Measurable, Achievable, Realistic and Time-bound. This is important so that the targets maintain their validity and credibility during the course of the Travel Plan process.
- 4.5 The targets outlined below aim to deliver an improvement to the baseline position, which will be obtained through various travel surveys undertaken within three months of occupation of the unit. The details of the travel survey are discussed further within **Section 5**. Targets are intended to cover five years from baseline survey being carried out and aimed at generating a lower number of vehicular trips and percentage of car drivers than would be expected from a development without a Travel Plan (with a 10% reduction in single occupancy car trips being the initial target).

Proposed Targets

Target 1 - Staff

- 4.6 Initial modal split proportions for staff are shown in **Table 6**. The results identify a 72.6% modal share of single occupancy car journeys, however the site assessment details in **Section 2** confirm that there are good opportunities to walk and cycle and use public transport when travelling to/from the site.
- 4.7 Whilst details of the future staff travel behaviours are currently unknown, an initial target of achieving a 10% reduction in single occupancy car journeys has been set. This is considered realistic at this stage prior to baseline surveys being carried out based upon the likely modal split at the site. Nevertheless, this figure can be updated as the Travel Plan progresses. **Table 8** shows how this target could be achieved by displacing a proportion of single occupancy car trips into other modes.

Table 8: Proposed Modal Split Targets

Travel Mode	Existing Mode Share	Proposed Mode Share (% increase)
Driving Car or Van	72.6%	65.3% (-7.3%)
Public Transport	10.1%	12.6% (+2.5%)
Car Share	9.6%	12.1% (+2.5%)
Walking and cycling	7.7%	10% (+2.3%)
Total	100%	100%

- 4.8 **Table 9** shows the targets which were agreed within the previously produced site wide Travel Plan. However, given the travel patterns of existing staff at Kingsway Business Park, the targets shown in **Table 8** are considered more achievable.

Table 9: Site Wide Travel Plan Modal Split Targets

Travel Mode	Target Share
Single Occupancy Vehicles	45%
Car Share	20%
Public Transport	20%
Walking and Cycling	15%

Target 2 – Visitors/Suppliers

- 4.9 The proposed development has the potential to generate some movements by visitors and delivery vehicles.

- 4.10 In general terms, there are no clear guidelines on achieving a reduction of single occupancy car journeys by visitors or suppliers and in most situations, vehicles are required; for example, for the delivery of raw materials or transporting finished products, although there may be scope to reduce the overall mileage made by these vehicles (with Objective 3 of this FTP to reduce overall mileage by 5% - see **Table 7**). Overall, it will be useful to understand how these users are travelling to the site and the modes that they are using, in order to identify whether there are any measures that might encourage them to use more sustainable modes of travel, or to simply reduce the number of trips being generated. Therefore, travel surveys will be undertaken of these users to determine existing modes of travel and hence the potential for modal shift.

Secondary Targets (all modes)

- 4.11 Objective 4 of the FTP (see **Table 7**) will be to achieve a 100% Travel Plan awareness across the development. Hence, every member of staff will be aware of the objectives of the Travel Plan, the opportunities that are available to travel to work and travel options for all types of journeys. This information will be provided to all staff prior to occupation.
- 4.12 By making staff and visitors aware of the Travel Plan, it is anticipated that all users within the development will gain a better understanding of how their travel choices impact society, what they can do to change their travel patterns and what benefits they could gain from using more sustainable modes of transport.

5. MEASURES AND INCENTIVES

Introduction

- 5.1 This section details the measures and incentives that will be implemented at the development in order to achieve the objective of reducing single occupancy car journeys by 10%. This will be achieved by promoting and increasing travel by walking, cycling, public transport and car sharing.
- 5.2 It is expected that the baseline and annual surveys undertaken by staff and visitors will provide a useful indication of travel patterns, such that site specific measures and realistic initiatives can be developed across the site to gain the most success through the Travel Plan process. Measures can be fine-tuned to promote particular modes of sustainable travel for specific users. For example, if the surveys identify that the majority of staff travel in excess of 20 kilometres to the site, then walking and cycling measures may be removed and the focus could be on public transport and car sharing. Through the annual surveys at the site, it will be determined if the initial modal share targets in **Table 8** is appropriate for the site.

Travel Plan Co-ordinator (TPC) / Travel Plan Manager (TPM)

- 5.3 Kingsway Management Company assume the day-to-day responsibility of the marketing, business support and some estate management services at Kingsway. This includes the promotion, implementation, and operation of the site wide Travel Plan, alongside the site wide TPC. This role also includes liaising with business park occupants.
- 5.4 Each company that moves into / relocates to Kingsway Business Park will be supported by the site wide TPC to implement their individual Travel Plans. Each occupant will be expected to have a named point of contact for transport issues, which will be the Travel Plan Manager (TPM) for the unit.
- 5.5 The role and responsibilities of the TPM is as follows:
- Act as the principal point of contact for staff, visitors and suppliers for all Travel Plan matters.
 - Assist the site wide TPC with the data gathering exercises and monitoring reviews. This includes commissioning baseline surveys and compiling the results into annual Monitoring Reports (further details of which are provided in **Section 6**).
 - Develop and lead initiatives to promote sustainable travel awareness and sustainable modes of travel amongst staff, visitors and suppliers.
 - Research and promote the Travel Plan and introduce suitable, practical and affordable alternatives to single occupancy car-based travel.
 - Implement and promote the Travel Plan at site level.
 - Give advice and information on the Travel Plan to staff and visitors.
- 5.6 The Developer/TPC will be responsible for updating Rochdale Borough Council (RBC) of any changes to the TPC/TPM details over the course of the Travel Plan process., i.e. name and contact details.

Information Provision / Marketing Material

5.7 The TPM will be responsible for promoting the following measures and marketing material to staff and visitors.

- A Travel Plan Welcome Pack will be issued to all staff on the first day of work. This pack will comprise up-to-date sustainable travel information such as bus/train/tram service timetables, walking/cycling routes, as well as several incentives to influence travel habits - some of which are detailed below.
 - A map showing the location of local facilities such as food shops, cash points, post offices and transport interchanges.
 - Information on the financial incentives available to encourage staff to travel sustainably along with how employees can obtain these incentives. For example, staff who use sustainable modes of transport will be offered a free taxi in the event they require urgent car transport for an emergency, free use of pool cars for staff to be used at lunch times for shopping/leisure trips and also discounted vouchers to be used at local cycle shops.
- Travel information will be provided on the occupiers website.
- Travel information will also be displayed on a noticeboard within the main entrance of the unit. This will include similar information to the Welcome Pack but will be available continuously as a reminder. The TPM will be responsible for updating the noticeboards.
- Personalised journey planning will also be considered. This will confirm to staff whether they can viably access the site through more sustainable travel modes.
- Every six months, the TPM will liaise with TPC to ensure that the pedestrian, cycle and public transport information provided in the Welcome Packs is up to date.
- All results and progress will be publicised through emails/newsletter. This helps encourage staff to maintain/take up sustainable travel modes and illustrate how a difference is being made.

Parking Management

5.8 The TPM will prepare a Parking Management Plan to control parking at the unit and help to minimise the disruption caused during shift changeover times. To do this, information/instructions will be provided to all staff that indicates where they should park and how to control movement around the site. Alternatively, parking spaces could be allocated to specific users, for example to those who car share, visitors and for those who fundamentally require a car to travel (i.e. those living in excess of 30 kilometres from the site). This should help to install some control over the car park whilst reducing the number of vehicles travelling to the site. The TPM could help to manage the process by undertaking the following:

- Obtain details of all staff vehicle registration numbers so that these can be logged onto an internal system.
- Monitoring the car parking areas of the Plot Q unit to ensure no vehicles are parked outside of designated parking bays.
- Monitoring the local roads to check whether staff vehicles are being parked off-site in undesignated areas.

Walking Measures

5.9 Where practical to do so (i.e. within 2 km walking radius), the TPM will encourage staff to walk to/from work or combine this as part of a longer journey by public transport. This could be encouraged by implementing the following:

- Promoting the health benefits of walking.
- Use of Google maps (www.maps.google.com) to plan routes and work out distances and journey times.
- Provide plans of walking routes, which would be made available through the Welcome Packs, noticeboards and via emails.
- Establish Walking User Groups.
- Promote the following websites:
- Living Streets: www.livingstreets.org.uk
- Ramblers: <https://www.rambler.org.uk/go-walking/>
- Rochdale Health and Wellbeing: <https://www.rochdale.gov.uk/health-and-wellbeing/be-active/Pages/walking-for-health.aspx>
- Promote details of downloadable smartphone applications, such as:



Map My Walk (<https://www.mapmywalk.com/app/>), which is a GPS walking and step tracking application that can help identify a suitable route, including tracking duration, distance, pace and calories burned.



Walkmeter GPS Pedometer (<https://abvio.com/walkmeter/>) can also be used to help plan walking routes with maps, graphs splits, zones and training plans.

5.10 Pedestrian footways will be provided within the development which connect to the existing shared footway/cycleway on Turbary Walk immediately to the east of the site. The existing facility provides street lighting columns to ensure that the conditions are suitable for night-time hours.

Cycling Measures

5.11 The proposals include the provision of secure, covered cycle parking which ties in with the existing shared footway/cycleways on Michael Faraday Avenue, Turbary Walk and within the wider Kingsway Development. Suitable crossing points are also provided to connect cyclists to settlements in the local area. This infrastructure would provide direct connections to local settlements and amenities as well as public transport stops. There is already suitable signage to inform cyclists of the direction of travel to settlements and amenities and the proposed new infrastructure will tie into the wider facilities.

5.12 The TPM will also promote the following measures to encourage staff to cycle to/from work:

- Health benefits of cycling.
- The availability of cycle parking at the site and in the surrounding area, noting that a cycle storage area is proposed for the unit. This would be monitored to determine whether additional cycle parking is required once the unit is operational.

- Plans of cycling routes would be made available through the Welcome Packs, noticeboards and via emails.
- Establish Cycling User Groups.
- The occupier will sign up to the national 'Cycle2Work' scheme www.cycle2work.info. All staff would be entitled to purchase bicycles or related equipment tax free through monthly instalments.
- Promote the following websites:
- <http://www.cyclestreets.net/> - to plan routes to/from the site and workout distances, best routes, on and off-road routes, health benefits and times for each journey using a bike.
- www.sustrans.org.uk - Cycle Map
- Promote smartphone applications, such as:



Cycle Streets (<http://www.cyclestreets.net/mobile/>) can be used to plan routes from A to B anywhere in the UK, including the option to select routing mode from beginner to regular commuters.

Map My Ride (<http://www.mapmyride.com/app/>) is similar to the Map My Walk application. It also tracks fitness activities, including distance ridden, route planning and duration.

- 5.13 The Kingsway Partnership encourages and supports the development of a Bicycle User Group across Kingsway Business Park, which would be extended to include Plot Q. Bicycle User Groups are groups of people who want to improve facilities for cyclists and encourage others to cycle and provide a means of socialising. Bicycle User Groups can encourage and organise routes for people who live in the same direction to cycle to and from work together. A Bicycle User Group can be supported by the provision of cycle repair kits, training through a partnership with a local cycle hire/sales business or an on-site mechanic.
- 5.14 The unit at Plot Q will be provided with a sufficient amount of cycle parking in line with RBC's adopted standards. The masterplan shows cycle parking in excess of the minimum requirement. In addition, shower and changing room facilities are provided. These facilities should encourage staff to travel by bicycle, however once the unit is operating, staff should be able to request additional facilities where required through the TPM.

Car Sharing Measures

- 5.15 At this stage, the end user has not been identified, and it is unknown what hours the unit will operate between and whether staff would work within set shift times. However, there is likely to be scope for staff to car share where they live near each other, or the journeys are on-route. The TPM will therefore identify which staff have the potential to car share through a simple postcode survey and encourage this by offering incentives such as allocated parking spaces, or ensuring that staff are able to get a free taxi home in the event they require a car or are let down by the driver.
- 5.16 Benefits of car sharing, which include:
- Financial savings on fuel and mileage.



- Reduced carbon footprint, congestion and improved journey times.
- A useful contribution towards reducing parking demand, particularly during shift changeover times.
- Reduces the need for a private car.

5.17 Promote the following websites:

- Business Lift Share: <https://www.mobilityways.com/liftshare-for-work/>
- Car Plus: www.carplus.org.uk/
- Energy Saving Trust: www.energysavingtrust.org.uk/Travel

5.18 Promote smartphone applications, such as:



The Liftshare application, which has to date over 400,000 Liftshare members (<http://blog.liftshare.com/app>)



BlaBlaCar – Trusted Ridesharing (<https://www.blablacar.co.uk/apps-mobile>)

Public Transport Measures

5.19 The site is located within convenient walking distances of regular bus and tram services as well as train services from Rochdale Train Station. Therefore, the TPM will encourage staff to travel using public transport by completing the following:

- Provide staff and visitors with information of public transport services, timetable and ticketing information. This will be included in the Welcome Packs, posted on the noticeboard at the entrance to the unit and circulated via email.
- Consider offering interest free loans to allow employees to purchase bus/train tickets or the TPM can negotiate with local bus operators over the availability of offering staff with discounted tickets.
- The TPC will review the existing bus stops to ensure that the current facilities offer a pleasant waiting area for people catching the bus.
- Promote the following websites:
 - <https://tfgm.com/>
 - <https://www.thetrainline.com/>
 - <https://www.traveline.info/>
 - www.greenerjourneys.com
- Promote smartphone applications, such as:

The official Trainline application, which provide live train journey times, duration, offers, instant ticket purchase and many other services (<https://www.thetrainline.com/information/apps>).

- 5.20 Commercially operated public bus services now re-route through the Kingsway Business Park. This has improved public transport connectivity throughout the development. This ensures better opportunities for future employees at Plot Q.
- 5.21 With the introduction of bus services through the business park, new stop and passenger waiting facilities will be required, including new shelters, seating, lighting and CCTV. The Kingsway Partnership and TPC will therefore maintain discussions with bus service operators regarding the potential for new/re-routing of new public bus services to the business park.
- 5.22 In March 2024, buses in Oldham, Rochdale and parts of Bury, Salford and north Manchester joined the Bee Network. The 'Bee Card' Opportunities to provide discounted or preloaded 'Bee Cards' could be provided by the occupier to staff.

Taxi

- 5.23 If taxis are required to wait on-site before collection, then they will be entitled to use one of the car parking bays or wait on the access road, which will not have parking restrictions. There are suitable turning facilities on the access road or within the car parks for taxis to manoeuvre safely.

Reducing the Need to Travel

- 5.24 In order to reduce the need to travel to the site the following practices will be encouraged at the development if and when possible:
- Working from home
 - Flexible working times
 - Tele-conferencing and video-conferencing
 - Employing local labour
- 5.25 The Kingsway Business Partnership and Employment Link Partnership will work with relocating businesses at Plot Q to maximise employment opportunities for residents of local wards and within the Rochdale Borough.

Long Term Measures

- 5.26 To ensure the continuation of the Travel Plan in the long term, all of the immediate and short-term measures will be reviewed and updated as required. This will ensure effective measures are promoted, less effective measures are stopped or improved and new measures are implemented.
- 5.27 All staff will be encouraged to promote sustainable transport ideas and share any information or new ideas they may have to improve the Travel Plan with the TPM. By encouraging everyone to take an active role in the implementation of the Travel Plan, people are more likely to make changes to their travel habits and be conscious of the travel choices. This can be done through promotion material. The TPM will report any new ideas to the site wide TPC who will contact RBC's Travel Plan Officer to ask for advice regarding travel measures, discuss any new measures that are being implemented and discuss any changes to the transport facilities in the vicinity of the development.

6. IMPLEMENTATION AND MONITORING

Monitoring

- 6.1 The Travel Plan is a 'live document' and a continuous process for improvement/refinement which requires regular monitoring, review, and revision to ensure that it remains relevant to the site and those using it. This Framework Travel Plan will link and be in accordance with the site wide Travel Plan for Kingsway Business Park.
- 6.2 In line with national travel planning guidance, monitoring will take place over a 5-year cycle from baseline surveys being undertaken (which would commence within three months of initial occupation of the unit – subject to it being a neutral month). Annual surveys would then be undertaken thereafter, again during a neutral month. It will be the responsibility of the TPM with guidance from the site wide TPC to oversee the Travel Plan process and implement the measures and monitoring surveys, however these could be carried out by an independent third-party company/consultant.
- 6.3 The staff travel surveys will be agreed with RBC prior to being distributed. They will contain multiple choice questions asking staff for details on their home postcode, main mode of travel to the site, main reason for using that mode, and what would encourage them to use an alternative mode. **Appendix 3** includes an example template of a staff travel to work survey.
- 6.4 In addition to the travel surveys, other key indicators will be measured such as the success of the Parking Management Plan, uptake of measures such as the car sharing scheme and demand within the cycle parking facilities. Information will also be obtained from staff to monitor the rates of awareness to ensure that the 100% objective of being achieved.
- 6.5 The results of the survey will be collated by the TPC and presented in a short report to RBC for discussion and agreement within one month of the surveys forms being collected. The survey will identify whether the initial targets are likely to be met and whether any revised or new targets should be introduced. The setting of any new or altered targets will be first agreed with RBC prior to their inclusion in the Travel Plan.

Annual Monitoring Report

- 6.6 Monitoring Reports will be produced on an annual basis and issued to RBC's Travel Plan Officer. The report will identify future initiatives/measures and targets that are specific to the unit and the current staff so that the measures and targets are specific and realistic for the occupier. RBC will provide comments on the report, which will be incorporated into the Travel Plan document. As mentioned, the annual monitoring will take place for a period of 5-years following baseline surveys of staff at the unit to tie in with the timescales of achieving the Travel Plan targets.
- 6.7 The Annual Monitoring Report will include the annual survey results, analysis of trends against previous years and brief details of any new measures undertaken throughout the past year. The document will also include any relevant information on changes of personnel and brief details of plans for the coming year. The TPM will be responsible for producing the Annual Monitoring Reports and reporting to the Site Wide TPC.

6.8 The Monitoring Report should comprise the following:

- A survey of staff and visitor travel patterns, (main and preferred travel modes and home postcodes).
- An analysis of the survey data.
- Current travel issues.
- An update of work carried out over the year to promote sustainable travel at the site.
- Up to date information on the current opportunities for sustainable travel, including the latest public transport timetable details.
- An action plan of what is to happen the following year, including a marketing plan of how the initiatives have been/are to be promoted e.g. Welcome Packs, noticeboards, posters, newsletters, emails etc. with examples.
- Modal split targets to indicate how successful the plan has become.
- Up to date contact details for the TPC.
- Appendices to contain any meeting notes, letters to staff, memos, internet information etc.

6.9 The above survey and monitoring practices will help identify what initiatives are 'working', any barriers to using any particular mode and identify whether any further action is required to encourage particular modes of travel. For example, the surveys may identify a need for more cycle parking due to higher demands, which can then be implemented the following year to further increase the rates of cycling.

Remedial Actions

- 6.10 It is important that the targets set within the Travel Plan are met. The TPM would liaise with RBC to outline additional actions should this not prove to be the case and determine what else may be required to ensure the success of the Travel Plan.
- 6.11 The need for any remedial measures will be established following the production of the Annual Monitoring Report. If the targets are not met the TPM will review and identify which measures are contributing and which are not, to help achieve the overall target.
- 6.12 The requirement of any remedial measures will depend on how much effort has been made to ensure the success of this Travel Plan. If, for reasons outside of the occupier's control, the Travel Plan targets have not been achieved, any additional measures proposed should not be overly onerous to implement.

7. ACTION PLAN

7.1 **Table 11** provides a timetabled Action Plan setting out when each element of the Travel Plan should be completed. This will give the Travel Plan the best chance of achieving its targets and to effectively manage/monitor the rates of car travel to and from the site. The Action Plan identifies how the measures set out in this document will be implemented at the timescales anticipated, to meet the targets set.

Table 11. Action Plan

Proposed Measures & Actions		Timetable for Implementation
Initiating the Travel Plan	Preparation of Framework Travel Plan to outline measures to be taken forward	Completed
	Appointment of TPM – occupier to provide adequate funding to support role of the TPM, subsequent monitoring surveys and implementation of any measures for a minimum of five years,	Prior to Occupation
Information Provision	Preparation of Travel Welcome Packs	Prior to Occupation
	Distribution of Travel Welcome Packs	On occupation and ongoing
	Prepare an information pack for the noticeboard at reception of the unit	On occupation and ongoing
	Update Transport Information	Ongoing
	Travel Plan update newsletter	Periodically/annually
	Offer staff with the possibility of obtaining discounted/free bus/tram tickets	Within Welcome Pack on occupation
General Promotion of Sustainable Travel	Provide location/contact details within Travel Welcome Packs of local amenities such as retail shops, public transport stops, restaurants/pubs/takeaways that are likely to be used by staff on a regular basis	On occupation
	TPC to promote and actively encourage participation in national events, such as national Walk to Work week (April); Bike Week (June); Green Transport Week (June/July); and Liftshare Week (October)	Ongoing
Promotion of Walking	Provide maps and information on walking routes, including key destinations and public transport links	On occupation
	Promote the health benefits of walking	On occupation
	Promote the concept of walking groups	On occupation
	Highlight facilities within 2km of the site	On occupation
Promotion of Cycling	Provide maps and information on local cycle routes	On occupation
	Offer staff with the option to sign up to the national cycle2work scheme	On occupation
	Provision of public transport information to staff with a summary of local bus services and bus stop locations	On occupation

Proposed Measures & Actions		Timetable for Implementation
Promotion of Public Transport	Provision of up to date timetable information to all staff	On occupation
Promotion of Car Sharing	Inclusion of car sharing information in Travel Welcome Packs	On occupation
	Promotion of the car share website	On occupation
Monitoring, Evaluation and Marketing	Baseline travel survey agreed with RBC and completed by TPC using industry standard compliant survey methodology.	Within three months of initial occupation
	Detailed Travel Plan to be prepared which includes the results of travel surveys and finalises targets. To be submitted for approval by the planning authority	Within one month of receiving baseline survey results
	Undertake annual surveys for a period of 5 years of initial occupation of each unit following baseline surveys being undertaken to establish changes in travel patterns/modal split and quantify achievements	Within the same month for a period of 5-years
	Review modal split and identify measures/remedial actions to implement where appropriate	Annually
	Produce Monitoring Reports and distribute to RBC	Annually
	Publicise results and progress	Within one month of receiving annual surveys
	Review and update Action Plan	Following survey results

APPENDICES

APPENDIX 1: Masterplan Parameters Plan

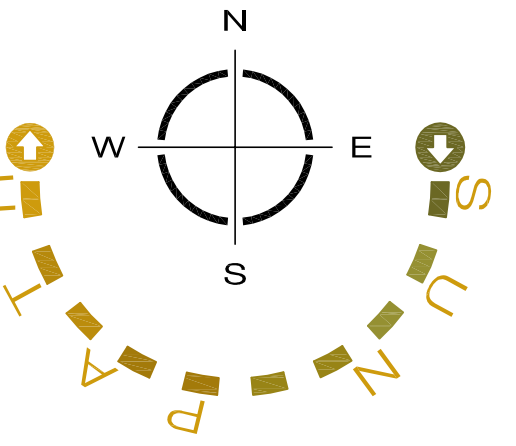
KEY TO LAND USES

BUSINESS USES

- B1(a) Office
- B1/ B2/ B8
- Car Showrooms

ANCILLARY USES

- Residential
- Leisure
- Hotel
- Mixed Development including Retail in Use Classes A1-A5, Leisure, Hotel, Residential & B1 Uses
- Local Services
- Small Scale Uses Appropriate to the Setting of the Listed Building
- New Buffer Landscaping



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PROJECT
KINGSWAY BUSINESS PARK
ROCHDALE

TITLE
MASTERPLAN
PARAMETERS PLAN

SCALE
1:2500 @ A0

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PARAMETERS PLAN

APPENDIX 2: Extracted Modal Split Information From Site Wide Travel Plan

Kingsway Business Park Rochdale

Sustainable Travel Plan

Prepared 2010
Updated 2019



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1 INTRODUCTION

Kingsway Business Park is a large strategic mixed-use development in Rochdale. The Kingsway Partnership wants to ensure that the development is as sustainable as possible, within the constraints upon development. The Business Park development is now well advanced and its traffic and transportation effects are being managed and monitored. Indeed, from the outset the site has benefitted from a site-wide Travel Plan as well as an active Travel Plan coordination function.

The location of the site and its direct access to the M62 motorway at Junction 21 are of great importance to the success of Kingsway and, as a consequence, it is attractive for car-borne travel. The A6193 Sir Isaac Newton Way passes through the site and now forms an important route into central Rochdale. A Build Development Plan for the site is presented in **Appendix 1**.

The original site-wide Travel Plan was first approved in 2005 and then reviewed with Rochdale Council in 2010. The document has since been informally reviewed on a periodic basis. It is now considered that a further review is needed to bring the document up to date and to respond to the developing site. The intent of the original site wide Travel Plan remains:

Statement of intent: *To implement measures within and around Kingsway so that employees and visitors have the option to get to the Business Park by sustainable modes of transport, thereby encouraging a better quality of life for employers, employees and surrounding residents, improving the environment and enhancing the local economy. This will mean providing and improving alternatives to the car and discouraging unnecessary use of the car.*

The aim of this document is to set out the framework to enable the successful implementation of sustainable transport measures. It sets clear targets for the Kingsway site and the indicators that will be used to measure progress. It describes the measures to be implemented to meet the targets and sets out the management framework required for effective implementation. As the Business Park is a long-term development, the Travel Plan will need to adapt to reflect changing circumstances, although the underlying principles and objectives will remain constant.

The remainder of the document is structured as follows

- Section 1.1 describes the way in which the Travel Plan was developed
- Section 1.2 sets the transport context within which the Travel Plan operates
- Section 1.3 summarises site uses and staff numbers
- Section 1.4 describes site access and infrastructure provision
- Section 1.5 sets out the business case for travel plans
- Section 2 sets out the objectives and targets for the Travel Plan and indicators that will be used to measure progress, and provides information on current occupant travel behaviour
- Section 3 discusses the measures being put in place to achieve the objectives and makes recommendations on the appropriate way forward for Kingsway
- Section 4 sets out how the travel plan is managed and marketed to ensure effective implementation.

1.1 THE TRAVEL PLAN PROCESS

The Kingsway Travel Plan was originally developed in 2004, and has been periodically updated since. A steering group was established to oversee the preparation of the Travel Plan, and originally included representatives from the following organisations:

- Sustainability North West (no longer in existence)
- North West Regional Development Agency (responsibilities subsumed by Homes England)
- Rochdale Development Agency
- Rochdale Metropolitan Borough Council
- Wilson Bowden Developments Ltd
- Greater Manchester Passenger Transport Executive (now Transport for Greater Manchester)
- Groundwork Trust Oldham and Rochdale (now Groundwork BBOR)
- Heywood and Rochdale Community Transport
- Oldham Metropolitan Borough Council
- Highways Agency (now Highways England)

Research was carried out on best practice in developing and implementing transport plans. Travel co-ordinators from large multi-occupancy sites were interviewed to gain their perspectives on the reality of putting transport plans into practice and insights into what worked well and what should be avoided. A subsequent sustainable transport workshop was held with findings incorporated into the measures and objectives of the Travel Plan.

The Travel Plan has since been updated and reviewed as part of the monitoring process, to provide an overview of existing Travel Plan activities and travel patterns. Travel Planning and the implementation of measures to improve accessibility to the business park is also a key activity for a Transport Group chaired by Rochdale Development Agency that meets on a quarterly basis. Representatives of the Transport Group include Wilson Bowden Developments, Rochdale Council, Oldham Council, Highways England, and Transport for Greater Manchester (TfGM), along with the appointed Travel Plan Coordinator for the business park.

1.2 TRANSPORT CONTEXT

Since the original development of the site-wide Travel Plan in 2004, there have been a number of changes impacting on the context within which the Travel Plan operates. These include the following:

- Extension of powers for TfGM, giving greater influence over public transport provision and investment, highways and travel demand management
- Extension of Manchester's Metrolink tram network to Rochdale, with a new stop at Kingsway Business Park providing services to Rochdale and Oldham Town Centres, Manchester City Centre and linking to the wider network
- Increased rail service provision from Rochdale station into Manchester, with new direct services to Manchester Airport
- Election of a Mayor of Greater Manchester, and upcoming regulation of Greater Manchester's bus network, allowing the Mayor to better manage the provision of bus services

- Appointment of a Greater Manchester Commissioner for Walking and Cycling
- Provision of Smart Motorway management measures for sections of the M60 and M62, including use of the hard-shoulder between M60 Junction 8 and M62 Junction 20.

The update of the site-wide Travel Plan has been undertaken within this changing context of transportation policy and infrastructure.

1.3 SITE USES AND STAFFING LEVELS

The Kingsway development is a Business Park development providing for the following land uses: general and light industrial use, Classes B1 & B2, Offices in use Class B1, Distribution and storage in use Class B8, Research and Development facilities in use Class B1, Hotels in use Class C3, ancillary retail and leisure in use Classes A1, A2, A3 & D2, housing in use Class C1. Development began in 2007, with first occupation in 2008 and development has continued throughout this period. A built development plan for the 420 acre business park development site is included in **Appendix 1**.

The business park currently provides employment for over 3,000 people, with many more visitors to the site on a daily basis. In the long-run the business park is projected to provide in the region of 7,000 jobs across a range of employment sectors.

Kingsway is currently home to the following businesses:

- JD Sports
- ASDA/Wincanton
- Source BioScience
- Edmund Bell
- E-On
- CR Laurence
- Takeuchi
- Wireless CCTV Ltd
- The Hornet Public House
- Cleland McIver
- Nobilia
- Gemalto
- Trade Mouldings Ltd
- Dachser

A summary of approximate staff numbers by individual business is provided in Table 1.1. Staff numbers at JD Sports in particular vary across the year, with significant numbers of additional temporary personnel recruited in Autumn each year to cater the Christmas for period.

Table 1.1 – Current Staff Numbers at Kingsway

Business	Current staff numbers
JD Sports	2,500 baseline, 4,300 at Christmas
ASDA/Wincanton	Circa 350
Source BioScience	40
Edmund Bell	40
E-On	150
CR Laurence	60
Takeuchi	15

Wireless CCTV	40
The Hornet	20
Cleland McIver	17
Nobilia	Yet to be surveyed
Gemalto	Yet to be surveyed
Trade Mouldings Ltd	Yet to occupy site
Dachser	Yet to occupy site
Total	circa 3,230

In addition, the business park is home to an expanding housing development of 240 residential dwellings, with additional phases of housing proposed in the future.

Two new building projects at Kingsway were completed in 2016, providing an additional 421,000 sqft of B2 and B8 floorspace across five separate units, taking the total number of completed units on Kingsway to 14, with more than 3.5 million sqft of floorspace. Two of the five units are currently awaiting occupation.

JD Sports have also constructed an extended warehouse unit (58,565 sqm GIA) to expand their current operations from Kingsway, and will take occupation of the new unit in Summer 2019, with an associated increase in workforce. Occupation of the new unit alters access arrangements for the combined JD Sports site, with access to the site for staff and visitors continuing to be taken from Michael Faraday Avenue to the north of the site, but egress from the site now being taken via the new access road to the south (also known as Michael Faraday Avenue).

In April 2018, construction began on 11 new industrial units ranging in size from 3,000 sqft to 15,500 sqft. The speculative development has been branded as 'Logic@Kingsway' and will be completed in March 2019. It will offer occupiers small units to rent next to J21 of the M62. The speculative development of small units will total 60,000 sqft.

A further two units are currently under construction and have agreed occupation. Trade Mouldings will take occupations once its unit is completed in March 2019 and Dachser will take occupation in late 2019.

With imminent or recently completed development units available at Kingsway, it is inevitable that staff numbers employed at the business park will increase in the immediate future, with steady increases also expected over the next 12-24 months..

1.4 SITE ACCESS AND INFRASTRUCTURE

The business park is located alongside Junction 21 of the M62. A spine road (Sir Isaac Newton Way) was completed in 2007 and leads through the business park from Junction 21 to the A664 Kingsway, providing onward access to Rochdale. Various off-site highway improvements were also implemented to facilitate development of the business park.

Individual business premises and estate roads are served from two loop roads accessed from Sir Isaac Newton Way. The southern loop road (John Milne Avenue), is completed, whilst the northern loop road (Michael Faraday Avenue), extends from Sir Isaac Newton Way to the Kingsway Business Park Metrolink stop which was opened in 2012. A second section of Michael Faraday Avenue runs from a roundabout junction with Sir Isaac Newton Way to Stanney Brook, and was completed as part of the JD Sports extension.

No vehicular access to the site is possible through existing residential areas to the west and east. However, access via cycle routes and footpaths has been provided to maximise accessibility of the site. All construction access to and from the site is via Sir Isaac Newton Way.

Metrolink services operate between Rochdale, Oldham and Manchester, and provide access to the wider Metrolink network including Manchester City Centre, Manchester Airport, Media City, the Etihad Campus and settlements such as Bury, Ashton-under-Lyne, and Altrincham. Services stop at the business park every 12 minutes throughout the day, seven days a week.

The business park is also served by a dedicated demand-responsive bus service named the Kingsway Link. The service extends access opportunities to the business park from the wider Rochdale area including Littleborough, Heywood, and Oldham, offering a convenient door-to-door service between the hours of 5am – 11pm. The service is widely used by business park employees, with major occupants contributing to the ongoing service costs. An additional demand-responsive bus service provides a link between Kingsway and Middleton at key shift change-over times for major warehousing operators.

Commercially operated bus services operate along routes parallel to the business park but do not currently operate along Sir Isaac Newton Way. Efforts continue to attract commercial bus services to the business park and will be supported by future increases in employee numbers. It is an aspiration that commercial bus services will in future replace the existing Kingsway Link service, providing a network of regular bus routes providing access to the business park.

An extensive network of footpaths and cycleways has also been constructed at the business park, and is available for use by employees and local residents. Access to the network of footpaths and cycleways is encouraged by way of promotional material for guided walks / cycle routes.

Further information on existing sustainable travel facilities and services to Kingsway is included in **Appendix 2**.

1.5 WHY PLAN TRAVEL

The importance of travel planning has been acknowledged at the Kingsway site from the outset. Travel planning now forms an important component of the development planning process, is a requirement of local and national planning policy and is a planning condition on the outline approval

The Travel Planning process can offer many benefits not only to the individual (staff member or visitor) and their employer (companies operating from Kingsway), but also to the wider community (residents living close to the business park). A selection of key benefits are summarised in Table 1.2.

Table 1.2 – The Benefits of Travel Planning at Kingsway

The Individual (staff and visitors)	The Employer	The Community
Improve travel options and accessibility to employment, local facilities and services	Lower employee absence levels	Reduced congestion on local roads and potential road safety benefits
Potential financial savings through reduced travel costs	Higher employee retention and recruitment	Improved air quality
Improved health through physical activity associated with walking and cycling	Potentially reduced costs such as car parking provision	Reduced transport related noise
Potential reduction in commuter stress	Contribution towards Corporate Social Responsibility objectives	Enhancement of the area through promotion of walking, cycling and public transport

2 OBJECTIVES, TARGETS AND INDICATORS

Statement of intent: *To implement measures within and around Kingsway so that employees have the opportunity to get to work by sustainable modes of transport, thereby encouraging a better quality of life for employers, employees and surrounding residents, improving the environment and enhancing the local economy. This will mean improving alternatives to the car and discouraging unnecessary use of the car.*

The site-wide Travel Plan has four key objectives: -

1. To reduce the need to use the car;
2. To maximise public transport use;
3. To encourage walking and cycling; and
4. To reduce the need to travel to and for work.

Targets are essential to ensure that everyone involved knows what needs to be done and to enable progress to be assessed. Indicators provide the means for tracking progress against the targets. The Kingsway Partnership and/or the Travel Plan Coordinator will monitor progress against these targets and update the site-wide Travel Plan accordingly.

Overall Target

The review of the site-wide Travel Plan has reconsidered the targets included in the original 2005 Travel Plan and continues to regard them as being appropriate. Therefore, the overall target of the site wide Travel Plan continues to be to achieve a modal split for the main modes of travel to the site of:

- | | |
|-----------------------------|-----|
| • Single occupancy vehicles | 45% |
| • Car share | 20% |
| • Public transport | 20% |
| • Walking & cycling | 15% |

In addition to the overall mode share target, a number of travel objectives are identified and monitored.

Objective 1: Reducing the need to use the car

Target 1: For 20% of all journeys to be made by car share.

Indicators: Number of companies actively promoting car sharing.
Number of employees actively participating in car sharing arrangements.

Target 2: To provide on-site facilities to reduce the need to travel off-site.

Indicators: Number of on-site ancillary facilities provided at the site.

Target 3: To make appropriate parking provision for car sharers.

Indicators: Percentage of priority car parking spaces for car sharers as part of overall parking provision.

Target 4: To provide on-site facilities for electric vehicles.

Indicators: Number of electric vehicle charging points provided at the business park.

Objective 2: Maximising public transport use

Target 1: For 20% of employees to use public transport (bus, rail, Metrolink) for journeys to and from Kingsway following the future extension of commercial bus services to Kingsway.

Indicators: Number and percentage of trips made using public transport.

Target 2: To promote the use of public transport to all employees.

Indicators: The number of employees that are aware of the Travel Plan.

The number of staff taking advantage of any preferential ticketing arrangements.

The number of businesses providing public transport information to staff members.

Objective 3: Encourage walking and cycling

Target 1: For 15% of employees to walk or cycle for all journeys to and from Kingsway.

Indicators: Number and percentage of trips made on foot or by cycle.

Target 2: For all employees to have access to high quality cycle facilities.

Indicators: Number of on-site cycle parking spaces and cycle lockers at Kingsway.

Number of showers for use by cyclists on Kingsway.

Number of cyclists regularly using the facilities.

Usage of cycle lockers at Kingsway Metrolink stop.

Target 3: To have an active Bicycle User Group and offer guided health walks to Kingsway businesses.

Indicators: Number of active members and frequency of meetings.

Participation in guided health walks.

Objective 4: Reducing the need to travel to work

Target 1: To promote working from home and flexible working practices where appropriate and applicable.

Indicators: Percentage of employees working from home.

Number of working days from home.

Percentage of employees able to work flexible hours.

2.1 CURRENT OCCUPANT TRAVEL BEHAVIOUR

Kingsway occupants have been assisted by the Travel Plan Coordinator in developing their own Travel Plans. As part of the development and update of occupant Travel Plans, staff travel surveys have been undertaken with business park occupants. All surveys have recorded the share of survey respondents travelling by alternative modes.

Table 2.1 shows the results of the latest available travel survey for each business located at Kingsway. No information is currently available for The Hornet Public House, Nobilia, Gemalto, Trade Mouldings Ltd, or Dascher.

Table 2.1 – Surveyed Travel Behaviour

Business	Staff Number	Travel Mode				
		Single occupancy vehicle	Car share	Public transport	Walking & cycling	Total
JD Sports	Circa 3,000	41%	16%	34%	9%	100%
ASDA/Wincanton	350	74%	9%	5%	12%	100%
Source BioScience	40	87%	10%	3%	0%	100%
Edmund Bell	40	82%	3%	0%	16%	100%
E-On	150	86%	0%	0%	14%	100%
CR Laurence*	60	82%	16%	0%	3%	100%
Takeuchi	15	71%	14%	7%	7%	100%
Wireless CCTV	40	72%	8%	12%	8%	100%
Cleland McIver	10	60%	10%	30%	0%	100%

* error due to rounding

Using the surveyed mode share information and approximate staff numbers for each business, an overall mode share has been developed for the business park for comparison against the Travel Plan target. For the purposes of the comparison, a mid-year figure of 3,000 staff has been assumed for JD Sports. A comparison of the calculated current position and the targeted position is presented in Table 2.2 below.

Table 2.2 – Aggregated Business Park Mode Share Position

Overall mode share	Travel Mode				
	Single occupancy vehicle	Car share	Public transport	Walking & cycling	Total
Targeted	45%	20%	20%	15%	100%
Current	49%	14%	28%	9%	100%

The mode share position presented in Table 2.2 indicates that the business park is making excellent progress towards the mode share targets. Progress towards the mode share targets are greatly assisted by current travel behaviour at JD Sports, the major occupier at the business park. Nevertheless, a number of businesses across Kingsway have good levels of staff car sharing and walking and cycling for journeys to work.

Whilst the business park has been successful in securing Metrolink services for Kingsway and ongoing provision of the Kingsway Link service, levels of public transport use amongst non-JD Sports staff remains relatively low. This is to be expected given the current level of development at Kingsway, with long walking distances to the Metrolink stop, and no public bus services operating through the business park. Indeed, the existing level of public transport would be far lower without the significant investment made by the partner authorities and the Kingsway Partnership in securing Metrolink services and a sustained Local Link bus service over the last ten years of development.

As businesses continue to be attracted to Kingsway, more and more staff will work within easy walking distance of the Metrolink stop, and it is intended that new or existing commercial bus services will route via the business park to capitalise on the increased market available. The business park will remain in discussions with

APPENDIX 3: Example of Staff Travel to Work Survey

Workplace Travel Survey

The purpose of this survey is to identify existing and future travel patterns, to allow identification of possible targets and measures to increase sustainable travel. All information you provide will be strictly confidential, and will be used to develop the Travel Plan.

The questionnaire will only take two to three minutes to fill out, and we would be grateful if you could answer the questions and return it to **XXXXX**. If you have any queries about this questionnaire or the proposed development please contact **XXX**.

1. How did you travel to work today?

- ☐ Bus
 - ☐ Train
 - ☐ Bicycle
 - ☐ On foot
 - ☐ Car (drive alone)
 - ☐ Car (drive with others)
 - ☐ Car passenger with friend/family
 - ☐ Car passenger with colleague
 - ☐ Motorbike/moped
 - ☐ Taxi
 - ☐ Other (please specify)
-

2. Which of the following would you occasionally use instead of your usual mode of travel?

- ☐ Bus
 - ☐ Train
 - ☐ Bicycle
 - ☐ On foot
 - ☐ Car (drive alone)
 - ☐ Car (drive with others)
 - ☐ Car passenger with friend/family
 - ☐ Car passenger with colleague
 - ☐ Motorbike/moped
 - ☐ Taxi
 - ☐ Other (please specify)
-

3. If you intend to use a car, what is the main reason for using a car to travel to work?

- ☐ Car essential to perform job e.g. travel to meetings/between sites
- ☐ Car is the cheapest means of travel
- ☐ Car is the fastest means of travel
- ☐ Need car for activities before and after work e.g. dropping off/collecting children
- ☐ I get a lift
- ☐ Health reasons
- ☐ Lack of an alternative
- ☐ Other (please specify)

4. What would make you shift to another method of travel to get to and from work?

- ☐ Worsening traffic conditions
- ☐ Discounts on bus travel cards
- ☐ Improvements to existing alternatives
- ☐ Lack of parking spaces
- ☐ Parking charges
- ☐ Other (please specify)

5. Would you be prepared to car share to travel to and from work provided that it is convenient to you to do so?

- ☐ Yes
- ☐ No

If your answer is no, please state why:

6. Which of the following would most encourage you to car share?

- ☐ Help in finding car share partners with similar work patterns
- ☐ Free taxi home if let down by car driver
- ☐ Reserved parking for car sharers
- ☐ Reduced car parking charges for car sharers
- ☐ Other (please specify)?.....
- ☐ None of these

7. For those of you who currently use a car to travel to work, do you think you could realistically use an alternative mode of transport to the retail park?

- ☐ Yes
- ☐ No

If **Yes** which mode could you use

- ☐ Car share
- ☐ Bus
- ☐ Train
- ☐ Bicycle
- ☐ On foot
- ☐ Car passenger with friend/family
- ☐ Car passenger with colleague
- ☐ Motorbike/moped
- ☐ Taxi
- ☐ Other (please specify) _____

If **No** please state why _____

8. Are you:

- ☐ Male
- ☐ Female

9. Your age?

- ☐ Under 25
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55 or over

10. What is your home postcode? (this information is used to determine walking/cycling distances to work and not to identify individuals)

Thank you for taking the time to fill in this questionnaire. If you have any further comments to add on your travel to work, please write them below.

