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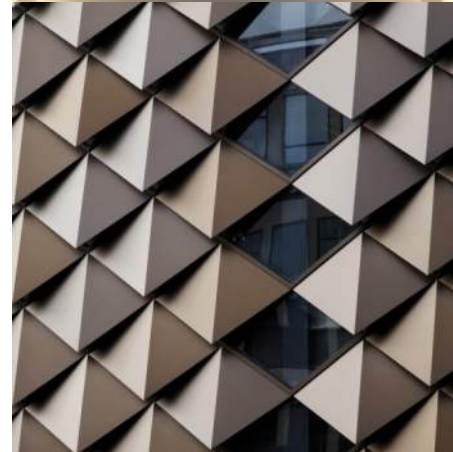
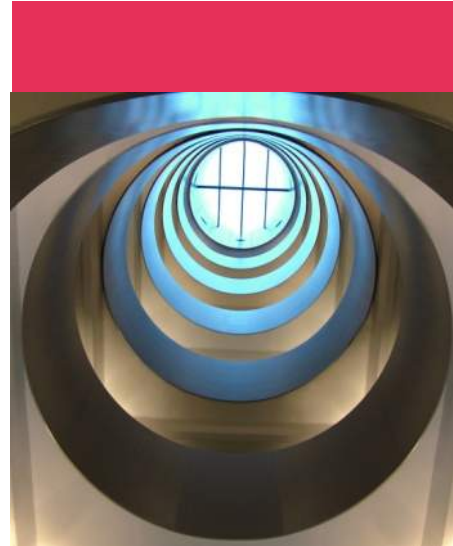
Interim Travel Plan

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1.0 Introduction

1.1 Background

1.1.1 Curtins has been appointed by Maryland Securities to provide transport planning advice in relation to a planning application for a new development on land off Bradford Road to the north of Manchester City Centre.

1.1.2 The proposed development would enable the creation of residential and commercial space across three buildings divided in two areas, as follows:

- Brunswick Mill:
 - Refurbishment of Brunswick Mill (Mill Building), to provide 1,891m² of commercial space at ground and first floors and 153 apartments from first to sixth floors;
 - The creation of a new public realm area within Brunswick Mill;
- Adjoining Sites:
 - Erection of a new six storey building (Mid Building) to the west of the Mill with 100 apartments;
 - Erection of a new four storey building on the eastern area of the site (Corner Building), fronting Beswick Street, providing 143m² of commercial space at ground floor and 24 apartments on the upper floors.
- Sitewide:
 - 81 car parking spaces; and
 - 317 cycle spaces.

1.1.3 The proposed site layout is provided in **Appendix A**.

1.1.4 Curtins visited the site on 10th January 2018 and again on 27th February 2021.

1.2 What is a Travel Plan?

1.2.1 A TP is defined by the Department for Transport (DfT) and by the Department for Communities and Local Government (DCLG) as:

“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.”

Source: *National Planning Policy Framework*, DCLG, 2019.

1.2.2 In essence, a TP is intended to encourage people to choose alternative transport modes over single occupancy car use and, where possible, reduce the need to travel at all. Such a plan should include a range of measures designed to achieve this goal.

1.3 Document Purpose

1.3.1 This Interim Travel Plan (ITP) is intended to be read alongside the accompanying Transport Assessment (TA) (document reference: **78199-CUR-00-XX-RP-TP-001**), prepared to consider the development proposals from a traffic and transportation perspective.

1.3.2 An ITP is the first stage of the Travel Plan process and is often prepared during the planning stage prior to the construction of the development. It includes a list of potential measures that could be implemented to affect modal choice, and a management strategy for producing a Full Travel Plan in the future.

1.3.3 Transport for Greater Manchester (TfGM) strongly endorses the need for TPs in order to reduce the impact of transport on the local environment, to improve accessibility and to encourage 'active travel' which improves peoples' health. According to TfGM's document 'Transport for Sustainable Communities: a Guide for Developers', a TP should achieve:

- *"A reduction in car use (particularly for single occupancy trips) and increase travel by sustainable modes, namely active travel and public transport;*
- *A reduction in the impact of the generated traffic, both in the immediate neighbourhood and on the wider highway network;*
- *Safe access for pedestrians and cyclists; and*
- *A coordinated approach to developing and implementing realistic travel options."*

Source: *Transport for Sustainable Communities: a Guide for Developers, TfGM, 2013*

1.3.4 This document has been written in accordance with the above statement, and the following core guidance documents:

- National Planning Policy Framework, DCLG, 2019;
- National Planning Practice Guidance, DCLG, 2014;
- Greater Manchester Transport Strategy 2040, TfGM, 2017; and

1.3.5 A key part of the ITP will be monitoring, whereby travel surveys will be distributed to residents, staff and visitors at the proposed development, in order to understand travel habits. Recipients will be encouraged to participate, and the surveys would extract key information such as place of residence, usual mode of travel and reason for modal choice, attractiveness of and barriers to active and sustainable modes of travel, and any incentives that could encourage staff and visitors to travel more sustainably. The findings will provide information on reasons for travel patterns and attitudes of site users to identify relevant constraints and opportunities.

1.3.6 The ITP includes Welcome Packs as an initiative to encourage sustainable travel, which would be a site-specific improvement measure in line with the aims, objectives and recommendations of the Travel Plan.

1.4 Document Structure

- 1.4.1 Following this introductory section, **Section 2** of the report provides background information on the benefits which can be derived from a successful Travel Plan. It also sets out key aims and objectives for the Travel Plan process.
- 1.4.2 **Section 3** describes the existing situation and surrounding area, including the local highway layout; and **Section 4** assesses the accessibility of the site by various means of sustainable modes of travel including public transport, walking and cycling.
- 1.4.3 **Section 5** outlines various initiatives that will be considered to encourage maximum uptake in sustainable modes of travel, whereas **Section 6** outlines the Travel Plan Target strategy.
- 1.4.4 **Section 7** provides details on the monitoring and review process, responsibility and management of the document, and the appointment of a Travel Plan Coordinator (TPC) as the Travel Plan process progresses. **Section 8** concludes the report by providing an Action Plan which summarises the document and the next steps.

2.0 Travel Plan Benefits

2.1 Introduction

2.1.1 The benefits from a TP can be loosely categorised under three main headings:

- Environmental Benefits;
- Health Benefits; and
- Financial Benefits.

2.1.2 This section explores just some of the improvements which can be made during a successful Travel Planning process.

2.2 Environmental Benefits

2.2.1 Climate change is a global issue that affects all nations. The British Government has pledged to play its part in reducing emissions which are harmful to the earth by setting carbon reduction targets:

"It is the duty of the Secretary of State to ensure that the net UK carbon account for the year 2050 is at least 80% lower than the 1990 baseline."

Source: *Climate Change Act 2008*, Chapter 27, Part 1, 2008.

2.2.2 A coordinated Clean Air Plan is being developed by all 10 local authorities in Greater Manchester to tackle air pollution, and in particular, nitrogen dioxide (NO₂) exceedances. Several measures have been proposed to help reduce roadside NO₂ levels as effectively as possible, while also protecting local people, businesses and the economy. These include:

- **A Greater Manchester Clean Air Zone** – a daily penalty applied to non-compliant vehicles (buses, coaches, HGVs, taxis, private hire vehicles, vans and minibuses) driving into, inside and through Greater Manchester via local roads (not motorways);
- **A multi-million-pound funding package** – government-funded schemes for people and businesses who own vehicles that would be subject to the Clean Air Zone penalty to upgrade to a cleaner vehicle; and
- Trebling the number of **electric vehicle public charging points**.

2.2.3 In 2015, TfGM began consulting on a 2040 Vision for Transport to deliver a transport system which enables residents, businesses and visitors in Greater Manchester to travel to a wide range of different destinations and opportunities, and where sustainable transport can be a viable and attractive alternative to the car. This Transport Strategy outlined that transport is responsible for a third of carbon emissions, and that Greater Manchester would incur a £20 billion economic cost if climate change is not tackled.

2.2.4 Under Policies 8, 9, and 10 of Environmental Responsibility, the Transport Strategy states that TfGM will:

- *“work with partners to reduce, as far as possible, the emissions from transport, particularly CO₂, NO₂, particulates and noise;*
- *work with partners, including the Canals and Rivers Trust, to enhance blue and green infrastructure to provide a safe and attractive environment for walking and cycling; and*
- *aim to minimise the impact of transport on the built and natural environment, (including townscape, the historic environment, cultural heritage, landscape, habitats and biodiversity, geodiversity, water quality, pollution, flood risk and use of resources) and will seek to deliver environmental enhancements and biodiversity net gain where possible.”*

2.2.5 ‘Green infrastructure’ refers to parks and roadside trees which would help to create pleasant living spaces and bring important environmental benefits such as reducing surrounding temperatures, noise, pollution, and absorbing run-off; whereas, ‘blue infrastructure’ refers to canals and rivers which contribute to quality of life and provide attractive, traffic-free routes for walking and cycling.

2.2.6 In July 2019, a motion asking Manchester City Council (MCC) to formally declare a ‘climate emergency’ was agreed, making sure that all key decisions are taken to create a thriving, healthy, zero carbon city in line with the Draft Manchester Zero Carbon Framework (2020 – 2038). The framework details MCC’s commitments to limiting the impacts of climate change by adopting and meeting objectives such as:

1. *“Carbon Reduction and Contributing to the Paris Agreement*
2. *Improving (our) residents’ health, wellbeing and quality of life*
3. *Creating good jobs, supporting successful businesses and attracting investment.”*

Source: Draft Manchester Zero Carbon Framework, MCC, 2019.

2.2.7 Encouraging people to make smarter choices in the way they travel by providing more sustainable measures can significantly reduce the impact that a particular development makes on the environment.

2.3 Health Benefits

2.3.1 A reduction in polluting vehicles on the roads surrounding the site will mean better air quality throughout the area. There are also well documented health benefits associated with active travel, yet activity levels are generally low across the UK:

“66% of men and 58% of women aged 19 and over met the aerobic activity guidelines of at least 150 minutes of moderate activity or 75 minutes of vigorous activity per week or an equivalent combination of both, in bouts of 10 minutes or more.

26% of men and 27% of women were obese. The proportion of adults who were obese has been similar since 2010.”

Source: Health Survey for England, DoH, 2016.

- 2.3.2 Regular moderate physical activity (including walking and cycling), can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems.

2.4 Financial Benefits

- 2.4.1 Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing active travel rates:

“The estimated direct cost of physical inactivity to the NHS across the UK is £1.06 billion. This is based upon five conditions specifically linked to inactivity, namely coronary heart disease, stroke, diabetes, colorectal cancer and breast cancer.

In England, the costs of lost productivity have been estimated at £5.5 billion per year from sickness absence and £1 billion per year from the premature death of people of working age.”

Source: *Start active, stay active: report on physical inactivity in the UK*, DoH, 2011.

- 2.4.2 Individuals can also benefit financially from travelling to and from a site with a TP in place due to the improved range of transport options available, some of which may be more cost-effective than car travel. In some circumstances, TP measures can remove an individual’s need for a car (or their household’s need for a second car), removing the capital and on-going cost of car ownership.
- 2.4.3 An effective TP can help encourage staff to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

2.5 Mutual Benefits

- 2.5.1 As demonstrated, there are multiple reasons as to why TPs are important to modern society. The initiatives in this ITP will have a positive effect on the future staff of the proposed development. They must be communicated correctly:

“It is important that the outcomes sought from the travel plan can be seen as a benefit to all parties, e.g. the developer, occupiers and site users, the community and the local authority. Such benefits can help in gaining widespread commitment.”

Source: *Good Practice Guidelines: Delivering Travel Plans through the Planning Process*, DfH, 2009.

2.6 Travel Plan Aims and Objectives

2.6.1 Considering the above benefits and the end users, this ITP aims to minimise the number of car trips generated by the development and encourage residents, staff and visitors to use sustainable modes of transport.

2.6.2 The aims of this ITP will be supported with the following objectives:

- **Objective 1** – To encourage walking to and from the site;
- **Objective 2** – To encourage cycling to and from the site;
- **Objective 3** – To promote public transport use to and from the site; and in turn,
- **Objective 4** – To minimise car travel to and from the site.

3.0 Existing Situation

3.1 Site Location

3.1.1 The application site is located along the northeastern edge of Manchester City Centre, to the north of New Islington.

3.1.2 The site is bound to the north by Bradford Road, existing commercial properties to the east, Ashton canal to the south and Beswick Street to the west.

3.1.3 **Figure 3.1** below shows the site in a local context relating to the local highway network:

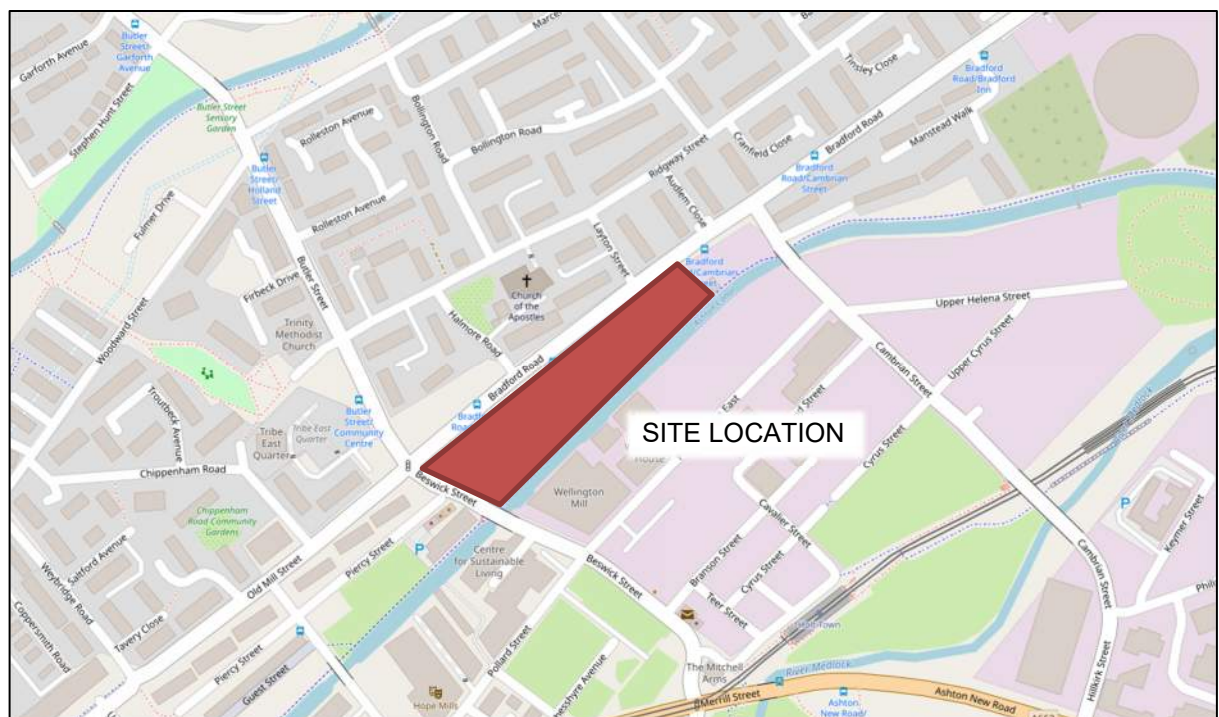


Figure 3.1 – Site Location in Relation to the Local Highway Network (Source: ©OpenStreetMap)

3.2 Existing Use and Access

3.2.1 The site constitutes Brunswick Mill to the east and undeveloped / vacant land to the west. Brunswick Mill is currently used as rehearsal studios, with some extant warehouse uses. The site also includes areas of overgrown shrubbery and vegetation.

3.2.2 Vehicular access to the site is currently provided via a number of access points off Bradford Road, including an arched access to the mill courtyard, accessing a hardstanding surface car park with up to 26 spaces. There is also one access point off Beswick Street, providing access to a hardstanding area which was used up recently as a private car park with space for circa 30 vehicles.

3.3 Surrounding Highway Network

Bradford Road

- 3.3.1 Bradford Road runs along the northern boundary of the site. This road comprises a two-lane carriageway, providing a route from Manchester City Centre to southern areas of Miles Platting. Bradford Road commences at a signalised junction with Beswick Street at the western corner of the site and continues for a length of c. 1.1km towards the north-east of Manchester City Centre, terminating at the signalised junction with A6010 Alan Turing Way. To the west of the site, Bradford Road continues towards the city centre as Old Mill Street.
- 3.3.2 The carriageway along Bradford Road is typically 7.5m wide. There are well-maintained footways on both sides of the carriageway which are approximately 2m wide to the south and circa 4.5m to the north, including a grass verge along some sections of the northern side. The road is well-lit with street lighting.
- 3.3.3 The junction with Beswick Street in the immediate vicinity of the site is complete with signalised pedestrian crossings, dropped kerbs, tactile paving and central refuge islands.
- 3.3.4 In the vicinity of the site, Bradford Road is subject to Traffic Regulation Orders (TROs) in the form of single yellow parking restrictions. There are also traffic calming measures in the form of raised pedestrian crossings along its entire length to enforce the speed limit of 30mph. There are bus stops in the immediate vicinity of the site, with the stop along the northern side of the road offering a shelter.

Beswick Street

- 3.3.5 Beswick Street runs adjacent to the west of the site. The road commences at the signalised junction with Bradford Road to the west of the site and extends in a south-easterly direction for c. 250m, where it continues as Frost Street.
- 3.3.6 The junction with Bradford Road in the immediate vicinity of the site is complete with signalised pedestrian crossings, dropped kerbs, tactile paving and central refuge islands. There are well-maintained footways along both sides of the road of 2m in width and street lighting is provided at regular intervals.
- 3.3.7 Beswick Street is subject to a speed limit of 20mph throughout and has TROs in the form of single yellow parking restrictions in the vicinity of the site.

3.4 Access for Mobility and Visually Impaired Users

- 3.4.1 The site benefits from its location near the city centre. There are a number of existing features which ensure safe, convenient and aided access for those site users who are disabled and/or visually impaired.
- 3.4.2 There are wide footways surrounding the site. Dropped kerbs are present at every crossing in the vicinity of the site, including tactile paving at controlled pedestrian crossing points.

4.0 Accessibility by Sustainable Modes of Travel

4.1 Introduction

4.1.1 A key element of national and local policy is to ensure that new developments are located in areas where alternative modes of travel are available. It is important to ensure that developments are accessible and located close to complementary land uses. This supports the aims of integrating planning and transport, providing more sustainable transport choices, and reducing overall travel and car use.

4.1.2 The accessibility of the site is considered in this context for the following modes of travel:

- Pedestrian Accessibility;
- Cycle Accessibility; and
- Public Transport Accessibility.

4.2 Pedestrian Accessibility

4.2.1 Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled '*Providing for Journeys on Foot*' suggests walking distances which are relevant to this planning application. These are reproduced in **Table 4.1**:

CIHT Category	Town Centers (m)	Commuting/School/Sightseeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Table 4.1 – CIHT Recommended Walking Distances

4.2.2 To assist in summarising the accessibility of the site by foot, distances of 500m, 1,000m and 2,000m which are termed '*Desirable*', '*Acceptable*' and the '*Preferred Maximum*' by the CIHT for commuting trips have been considered. These are a good approximation for staff and visitor trips associated with the development.

4.2.3 Most notably, the Holt Town Metrolink station is located just over 500m from the site centre. There are bus stops on both directions in the immediate vicinity of the site. These public transport stops host services to areas within Greater Manchester (detailed in Section 4.4 below).

4.2.4 Within the wider 1,000m catchment, leisure, food, retail, employment, health clubs, and supermarkets are accessible at Ancoats, New Islington and along Great Ancoats Street.

4.2.5 A large portion of Manchester City Centre is within a 2,000m walk of the site.

4.2.6 As mentioned in **Section 3** earlier, the surrounding roads have footways available for pedestrian use, and the carriageways are well lit by street lighting. There are many controlled crossing points with pedestrian refuge islands, dropped kerbs and tactile paving to aid pedestrians. There is already a notable pedestrian footfall in the area, and so high-quality pedestrian facilities exist. The site is considered highly accessible by foot.

4.3 Cycle Accessibility

4.3.1 In order to assist in assessing the accessibility of the site by cycle, an 8km cycle catchment for the site has been considered. The 8km (5-mile) cycling distance refers to a recommendation by Cycling England in the document *'Integrating Cycling into Development Proposals'* (2009), which states: *"most cycle journeys for non-work purposes and those to rail stations are between 0.5 and 2 miles, but many cyclists are willing to cycle much further (i.e. for work, a distance of 5 miles should be assumed)"*.

4.3.2 The 8km catchment encompasses all of Manchester City Centre including all major transport links, shopping centres, bars, restaurants, leisure centres, tourist attractions and places of worship. The catchment also extends as far as southern parts of Middleton and Chadderton to the north, Ashton-under-Lyne and Dukinfield to the east, Didsbury to the south, and Trafford Park to the west.

4.3.3 Beswick Street provides direct access to existing cycle infrastructure on Pollard Street, allowing cycle access into Manchester City Centre. All major train and bus stations within Manchester City Centre are within 8km of the site. Additionally, low speed limits along the surrounding streets are part of the city's high-quality cycle infrastructure to improve cyclist safety. Furthermore, the Ashton Canal Towpath offers an off-road alternative to access the city centre, located immediately to the rear of the development and with direct access of Beswick Street. The local cycle network in the vicinity of the site is shown in Figure 4.1 below:

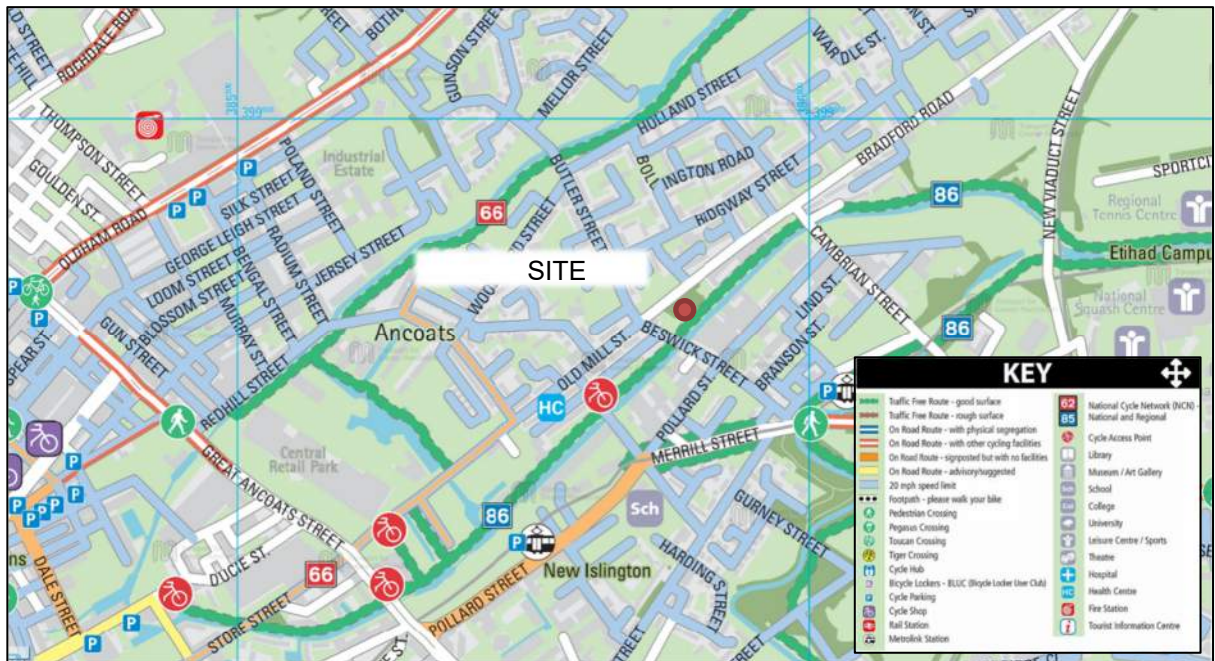


Figure 4.1 – Local Cycle Network (Source: TfGM)

4.3.4 The local cycle network shown above is also a part of Greater Manchester’s cycling and walking infrastructure proposal, named the “Bee Network”. The Bee Network comprises signed routes that mark the most direct and pleasant way to navigate an area on foot or by bike.

4.3.5 The site is located directly south and east of confirmed Bee Network improvements, as illustrated in Figure 4.2, allowing future residents and visitors that cycle to benefit from better safety and quality of commute.

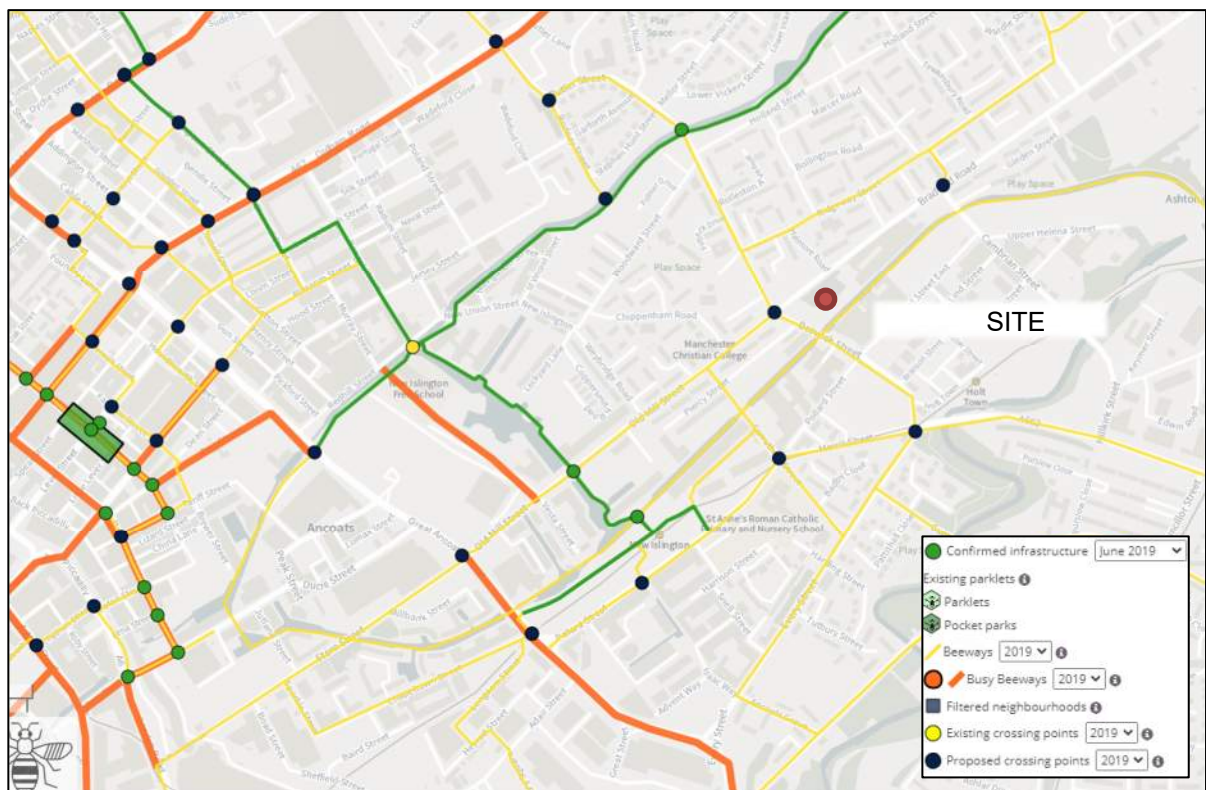


Figure 4.2 – Bee Network Map (Source: MappingGM)

4.3.6 The site is therefore ideally placed to take advantage of the cycle connections in the vicinity of the site and across Manchester city centre and beyond. Furthermore, the development will provide covered and safe cycle parking spaces to further encourage cycling.

4.3.7 This accessibility review demonstrates that key destinations and local amenities are within walking and cycling distance of the site, including employment (with various types of businesses located in Manchester city centre), health (including a pharmacy and GP practice to the west of the site in Ancoats), retail (supermarket located along Great Ancoats Street), leisure (gyms, bakeries, bars within walking distance) and employment facilities and services, together with public transport facilities right at the doorstep of the development.

4.4 Public Transport Accessibility

4.4.1 Developed by Transport for Greater Manchester (TfGM), Greater Manchester Accessibility Levels (GMAL) are a measure of the accessibility of a point to both the conventional public transport network (i.e. bus, Metrolink and rail) and Greater Manchester's Local Link (flexible transport service), considering walk access time, service availability, and average waiting time. The method is essentially a way of measuring the density of the public transport provision at any location within the Greater Manchester region.

4.4.2 The accessibility index score is categorised into eight levels (1 to 8), where level 8 represents a high level of accessibility (described as 'excellent') and level 1 a low level of accessibility (described as 'very

poor'). The site is located in an area with a GMAL rating of 7 and is considered appropriately situated to take advantage of existing public transport infrastructure within Manchester city centre.

4.4.3 Accessibility by bus, rail and Metrolink are considered further below, with a local public transport network map included in **Figure 4.3** below:



Figure 4.3 – Public Transport Network in the Vicinity of the Site (Source: TfGM)

Bus Accessibility

4.4.4 Guidance from the Chartered Institution of Highways and Transportation (CIHT) document ‘Buses in Urban Developments’ (2018) indicates that ideally, a bus stop should be located within the following from a new development based on its location and the number of services:

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

Table 4.2 – CIHT Maximum Suggested Walking Distances to Bus Stops

4.4.5 A distance of 400m, which equates to an approximate 5-minute walk, is also commonly cited as a benchmark for access to local bus services.

4.4.6 There are a number of bus stops comfortably within a 400m walk of the site, with the closest being located along Bradford Road right in front and opposite the proposed development. **Table 4.4** details the services that call at these stops, and their associated frequencies:

Bus Service	Route	Peak Hourly Frequency		
		Mon – Fri	Sat	Sun/Hols
74	Hollinwood – Woodhouses – Failsworth – Manchester	30 mins	-	-
76/76A	Oldham – Limeside – Failsworth – Manchester	15 mins	15 mins	Hourly
217	Ashton – Droylsden – Manchester – Northenden – Wythenshawe Hospital	Hourly	Hourly	Hourly

Table 4.3 – Summary of Bus Service Frequencies in the Vicinity of the Site

4.4.7 Furthermore, these bus services connect the site with Manchester Piccadilly, which is a calling point of Routes 1, 2 and 3 of the Manchester City Centre free bus. The free bus is a service providing direct access to the Deansgate, Oxford Road, Victoria and Salford Central railway stations along with key city centre locations. The free bus frequencies are detailed in **Table 4.5**:

Free Bus Service		Peak Frequency		
		Weekday	Saturdays	Sun/Hols
1	Piccadilly – Piccadilly Gardens – Chinatown – Market Street – Deansgate – Opera House – Albert Square – New York Street – Central Coach Station circular	Every 10 mins from 07:00 – 19:15	See below	Every 12 mins from 11:00 – 18:00
	Additional loop to Salford Central during weekday peak hours	Every 10 mins from 07:00 – 09:00 and 16:00 – 19:15	See below	N/A
	Additional loop to Science and Industry Museum on Liverpool Road	N/A	Every 10 minutes from 08:20 – 19:15	N/A
2	Piccadilly – Northern Quarter – Shudehill – Manchester Victoria – Albert Hall – Oxford Road circular	Every 10 mins from 06:30 – 19:10 Every 20 mins from 19:10 – 23:30	Every 10 mins from 08:30 – 19:30 Every 15 mins from 19:30 – 23:30	Every 12 mins from 10:00 – 19:00

Free Bus Service		Peak Frequency		
		Weekday	Saturdays	Sun/Hols
3 (evenings only)	Piccadilly – Central Coach Station - Oxford Road – Deansgate – Manchester Victoria – Shudehill – Northern Quarter circular	Every 20 mins from 19:30 – 23:30	Every 15 mins from 19:30 – 23:30	N/A

Table 4.4 – City Centre Free Bus Services

4.4.8 It is noted that the provision of bus services will change over time in response to current circumstances. The bus times are accurate at the time of writing, whereas up-to-date bus times can be found on TfGM's website: tfgm.com/public-transport/bus.

4.4.9 Overall, the site is very well served by bus with frequent services linking the site with the city centre across the day.

Rail Accessibility

4.4.10 The Chartered Institution of Highways and Transportation (CIHT) document, 'Planning for Public Transport in Developments' notes that those travelling to a site by rail will typically be prepared to walk further to the site than those travelling by bus, with a preferred distance of 800m.

4.4.11 The closest rail station to the development is Manchester Piccadilly, located c. 1.5km to the west of the site Manchester Piccadilly station is a major transport interchange, being the main rail hub of the northwest of England. It provides regional and national frequent services with trains departing to London every 20 minutes, with an average journey time of 2 hours 10 minutes. A summary of rail services from the station is summarised in **Table 4.4**:

Destination	Service Frequency		
	Peak Weekday	Peak Saturday	Peak Sunday
Birmingham	3	3	3
Bournemouth	3	3	2
Bristol	2	2	1
Buxton	2	2	1
Cardiff	1	1	1
Chester	5	4	1
Crewe	5	5	4
Edinburgh	2	2	1
Glasgow	2	2	1
Hull	1	1	1
Leeds	5	5	4
Liverpool	4	4	3

Destination	Service Frequency		
	Peak Weekday	Peak Saturday	Peak Sunday
London	3	3	3
Manchester Airport	7	6	4
Middlesbrough	2	2	2
Newcastle	4	4	3
Norwich	2	2	1
Nottingham	1	1	1
Preston	4	3	2
Sheffield	3	3	2
Stockport	15	15	8
Stoke-on-Trent	5	5	2
Wigan	2	2	2
York	4	4	3

Table 4.5 – Summary of Rail Services from Manchester Piccadilly

- 4.4.12 Manchester Piccadilly rail station has step-free access to the platforms and ticket machines via moving walkways and lifts, along with cycle storage spaces outside the station. The station is staffed during regular opening hours and has a concourse / ticket machines from which all tickets must be purchased. The station is sheltered and there are payphones present for passenger use, along with toilets and baby change facilities, shops, left luggage, wi-fi services and ATMs.
- 4.4.13 Train running information is offered via Customer Information Services (CIS) screens, and there are spaces for 43 bicycles outside the entrances to the station along Fairfield Street, Ducie Street, and the front entrance. There are also 903 parking spaces spin a mixture of long-stay, short-stay, or pick-up / drop-off points for commuters who wish to “Park and Ride”.
- 4.4.14 The trains that serve Manchester Piccadilly run regularly all 7 days of the week. This allows access to a number of different locations across the whole of the UK; and is a viable alternative to private car use.
- 4.4.15 Journey times have also been reduced and improved following the Ordsall Chord bridge which was completed in 2017 and links Manchester’s three main railway stations (Victoria, Oxford Road and Piccadilly) to allow more trains to run across the whole of the north. There are also direct links to Manchester Airport from across the north of England.
- 4.4.16 The High Speed Rail 2 (HS2) is a high-speed rail network which will allow enhanced connections to London and Birmingham, halving the current travel time, and Europe via the successful HS1. The delivery of a HS2 Station alongside the existing Manchester Piccadilly will have a substantial positive impact on driving forward a wider commercial and regeneration plan for the Oxford Road Corridor.

4.4.17 The Northern Hub is a Network Rail plan to stimulate economic growth in the north of England through better connections between key towns and cities. The Northern Programme is a series of targeted upgrades to the railway in the north of England. It will allow hundreds more trains to run each day and provide space for millions more passengers a year. The Hub will bring service improvements and economic benefits across the whole north of England which could be hugely beneficial for residents of the site. These include:

- Over £4bn worth of wider economic benefits to the region and potentially 20,000 to 30,000 jobs;
- The ability to double into the Trafford Park freight terminals;
- Two new fast trains per hour between Manchester Victoria and Liverpool;
- More frequent services between Manchester and Leeds (six per hour);
- Faster passenger services across the TransPennine route – improving journey times of up to 15 minutes between Manchester Victoria to York via Leeds;
- Journey times between Liverpool and Manchester could be reduced by 10-15 minutes;
- New direct services from across the north to Manchester Airport; and
- Faster journey times to Sheffield and the East Midlands, Bradford, Halifax, Hull, Newcastle and the North-East.

4.4.18 It is noted that the provision of rail services will change over time in response to current circumstances. The rail frequencies are accurate at the time of writing, whereas up-to-date rail times can be found on Northern Rail's website: northernrailway.co.uk/travel/timetables.

4.4.19 Overall, the site is highly accessible via rail.

Metrolink (Light Rail) Accessibility

4.4.20 Future staff and visitors can also board the Metrolink at Holt Town or New Islington, which are c. 550m south and 750m west of the site respectively. The Blue Line service calls at these stops, running from Eccles to Ashton-under-Lyne.

4.4.21 The Blue Line links the site with the city centre and other important employment areas such as Salford Quays. Furthermore, this service links the site with St. Peter Square, where users can transfer to any of the other Metrolink services operating in Manchester.

4.4.22 All lines run at a frequency as follows:

- **Monday to Friday** – Every 10 minutes between 06:00 – 19:00, every 20 minutes between 19:00 to 00:00;
- **Saturday** – Every 20 minutes between 06:00 – 08:00 and 20:00 – 00:00, every 10 minutes between 08:00 – 20:00; and
- **Sunday** – Every 15 minutes between 07:00 – 23:00.

4.4.23 The start and end times for the specific station that residents, staff and visitors wish to call at will change over time in response to current circumstances. The Metrolink frequencies are accurate at the time of writing, whereas up-to-date times can be found on the Metrolink website at: [tfgm.com/public-transport/tram/tram-times](https://www.tfgm.com/public-transport/tram/tram-times).

4.4.24 Metrolink services provide access to the site seven days a week with trams running from a variety of locations across Greater Manchester, including key interchanges at St Peter's Square as mentioned above.

4.4.25 Overall, the site is highly accessible via tram.

4.5 Summary

4.5.1 This section has demonstrated that the site is highly accessible by sustainable modes of transport, which are also usable by those with limited mobility and are wheelchair accessible. The surrounding area exhibits good levels of pedestrian and cycling infrastructure, and there are a large number of public transport opportunities within walking distance of the site.

5.0 Travel Plan Initiatives

5.1 Introduction

5.1.1 Considering the high levels of accessibility, it is considered the vast majority of residents, staff and visitors will travel to/from the site via sustainable modes of transport.

5.1.2 Notwithstanding, this section of the ITP sets out the initiatives that will be implemented to encourage active and sustainable travel to and from the site.

5.2 Production of Welcome Packs

5.2.1 Welcome Packs can be important in influencing travel patterns from the outset and therefore it is envisaged that Welcome Packs will be supplied to all residents and staff associated with the development. The contents of the Welcome Packs will include:

- Introduction to the TP concept detailing objectives and aspirations;
- Literature on the health benefits of walking, cycling and environmental benefits of sustainable modes of transport;
- Personal travel initiatives;
- Details of TfGM's online journey planning resources: tfgm.com/plan-a-journey;
- Maps showing local walking / cycling routes and places of interest;
- Details of public transport services, including timetables and routes; and
- Details of the Travel Plan Co-ordinator (TPC).

5.2.2 The information contained with the Welcome Packs would be periodically updated by the TPC.

5.3 Measures to Encourage Walking

5.3.1 Walking is the most sustainable and accessible mode of travel. Any individual in relatively fair health can incorporate walking into part of their journey. Furthermore, 30 minutes of moderate activity 5 or more times per week is likely to enhance the health and fitness of the individual.

5.3.2 It has been demonstrated within **Section 4** of this ITP that there is a good level of pedestrian infrastructure in the surrounding area, with access to local services on foot. The development proposals also account for improved pedestrian infrastructure such as a neighbouring public realm to increase the permeability of the site from the surrounding streets. The following measures will be provided in order to encourage residents, staff and visitors to walk:

- Promote / raise awareness of the health benefits of walking;
- Clear signing of pedestrian routes within and adjacent to the site;

- Adequate lighting, landscaping and shelter to create pleasant pedestrian waiting areas;
- Information provided within the Welcome Packs on the local pedestrian routes, including public footpaths;
- Promote the Greater Manchester Walking website at gmwalking.co.uk/ which provides resources on routes, tips, local walking groups, or the www.walkit.com website for journey planning on foot; and
- Promotion of events such as 'National Walking Month'.

5.3.3 Additional measures such as providing a pool of umbrellas for residents or staff could be considered.

5.4 Measures to Encourage Cycling

5.4.1 It has been demonstrated throughout **Section 4** of this ITP that the site is conducive to cycling. There will also be secure and sheltered cycle parking provided at the development as part of the development proposals, with space for a total 317 bicycles, 277 of which will be dedicated to residential uses (100% provision) and 40 spaces to the commercial uses (c. 1 space per 50m²). The following measures will be provided in order to encourage residents, staff and visitors to cycle:

- Information on the local cycle network routes made available through the Welcome Packs;
- Promoting the Cycle2Work scheme;
- Encouraging local cycle clubs/forums to be invited to take part in Travel Plan promotional events to raise awareness;
- Provision of signage to the cycle shelters;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website www.sustrans.org.uk; and
- Promotion of events such as 'National Bike Week'.

5.4.2 Additional measures such as providing bicycle/puncture repair kits onsite could be considered.

5.5 Measures to Encourage Public Transport

5.5.1 It has been demonstrated throughout **Section 4** of this ITP that the site is highly accessible by public transport, and that there are further opportunities for wider public transport travel throughout Manchester city centre. The following measures will be provided in order to encourage residents, staff and visitors to travel by public transport:

- Distribute details of TfGM's online journey planning resources: tfgm.com/plan-a-journey;
- Distribute details of the Traveline Journey Planning tool for the North West. Future users can contact Traveline by phoning 0871 200 2233. They can also utilise the Traveline website at www.traveline-northwest.co.uk;
- Implement a policy of using public transport for travel in the course of work wherever feasible;

- Provide up to date bus details including timetables/contact information in the Welcome Packs; and
- Display public transport information via a live screen in the residential foyers as a public transport information system.

5.5.2 Additional measures such as the TPC assisting residents, staff and visitors with their journey planning to the site could be considered.

5.6 Car Sharing and Car Clubs

5.6.1 Car sharing is an effective way of reducing single occupancy car trips if a number of people travel to the same location each day. There are car sharing organisations which offer a matching service. Staff would be able to use the website; www.carsharegm.com, which has been developed by TfGM, to organise car shares. CarshareGM is an employer-based car sharing scheme and each of the commercial unit occupiers or employers of the residents would need to sign up to the scheme benefit from this. It is considered that car sharing would be an attractive facility for people who do not own a car but require occasional use. This scheme would be promoted by the TPC.

5.6.2 Alternatively, Enterprise Car Club has a vehicle location at Lampwick Lane, M4 6BU (500m south-east of the site, within a 6-minute walk); with a number of alternative locations within the city centre. Users would need to register and book the car appropriately through the website: www.enterprisecarclub.co.uk. The availability of the Car Club would be promoted by the TPC.

5.6.3 Alongside promoting such schemes, it would be appropriate to raise awareness of car ownership costs and highlight the social and economic benefits of car sharing through the Welcome Packs.

6.0 Targets

6.1 Introduction

6.1.1 Target setting is an important part of any Travel Plan, providing a focus for the overall process and a measure against which the Travel Plan initiatives can be judged. This section sets out the target strategy and provides an overview of the data that should be collected as part of future travel surveys.

6.2 Data Collection and Analysis

6.2.1 As the development has not yet been constructed, it is not possible to undertake any travel surveys. Therefore, it is not appropriate to provide a definitive set of targets.

6.2.2 In order to understand travel habits, a sample survey will be undertaken at three months following first occupation. Recipients will be encouraged to participate, and the surveys would extract the following key information:

- Place(s) of work / residence (resident / staff);
- Usual mode of travel and reason for modal choice;
- Attractiveness of various sustainable modes;
- Any barriers to sustainable modes; and
- Initiatives that would encourage to travel more sustainably.

6.2.3 The surveys would be undertaken for residents, staff and visitors to the proposed development.

6.2.4 The information obtained will be used to undertake a modal split analysis. This can be used to set SMART targets for the site, with an example provided in **Table 6.1** below. Site users would then be surveyed every two years from the initial survey.

Modal Split Analysis

6.2.5 Modal split targets could be set for a reduction in single occupancy car use offset by an increase in sustainable modes. **Table 6.1** is an example of such targets:

Example of Potential Modal Shift Targets					
Travel Mode	Existing Modal Split Percentage	Short Term Target Modal Shift Change	Medium Term Target Modal Shift Change	Long Term Target Modal Shift Change	Total Target Modal Shift Change
Car Driver	TBC following surveys	- 2%	- 2%	- 4%	- 8%
Car Share		+ 0.5%	+ 0.5%	+ 1%	+ 2%
Active & Sustainable Travel		+ 1.5%	+ 1.5%	+ 3%	+ 6%

Table 6.1 – Example of Potential Modal Shift Targets

6.2.6 It may also be appropriate to monitor modal splits through the aforementioned travel surveys so that TP initiatives can be tailored to increase uptake of certain modes of travel. For example, if uptake of walking or cycling is found to be low through the modal split analysis, an awareness event could be organised to encourage greater levels of walking and cycling.

6.3 SMART Targets

6.3.1 All performance indicator targets and potential modal split targets will be set through consultation with MCC and TfGM. The official targets will be **SMART** (**S**ite-specific – **M**easurable – **A**chievable – **R**ealistic – **T**imed).

7.0 Monitoring and Review

7.1 Introduction

7.1.1 DfT Good Practice Guidelines outlines six key messages regarding implementation and management, as follows:

- *“Travel plans are living documents that need to be updated in the light of experience and sustained throughout the life of a development.*
- *At all times a named individual needs to be responsible for leading the delivery of the travel plan.*
- *The developer/occupier should take the lead in respect of delivering the site-specific elements of the travel plan.*
- *Local authorities need to establish robust databases of all travel plans in their areas.*
- *Post-implementation management arrangements must be identified and included in the travel plan.*
- *Transport Management Associations may be an appropriate mechanism for assisting with the implementation and on-going management of travel plans within a wider area.”*

Source: Good Practice Guidelines: *Delivering Travel Plans through the Planning Process*. DfT, 2009.

7.1.2 It is clear from the above that a TP document should be considered as the starting point of the process. The implementation of a TP is an ongoing requirement and will require support and leadership in achieving its objectives.

7.2 Responsibility and Management

7.2.1 The ITP will be implemented and managed by the TPC. The ITP will need to be updated to a Full Travel Plan post-occupation. This will involve the distribution of travel surveys.

7.2.2 The TPC will take responsibility for ensuring that the various elements of the plan are monitored and operate effectively to offer a genuine choice of travel modes. Typical duties include:

- Leading on the delivery of the TP;
- Representing the human face of the TP and explaining its purpose and opportunities on offer;
- Promoting the TP and the individual initiatives contained within the TP;
- Monitoring the effectiveness of the TP and liaising with relevant parties (i.e. MCC); and
- Taking a key role in periodically reviewing and updating the TP according to the achievement of the SMART targets.

7.2.3 A TPC will be nominated for the development in due course. It is likely that the TPC role will be fulfilled by a member of the management company.

7.3 Monitoring and Evaluation

7.3.1 Monitoring and review is of central importance to the progression of the Travel Plan. Good Practice Guidelines from the DfT state that:

“Monitoring and review are essential to ensure Travel Plan objectives are being achieved.”

Source: Good Practice Guidelines: Delivering Travel Plans through the Planning Process. DfT, 2009.

7.3.2 The monitoring of travel behaviour is vital to measure progress towards the targets and would be the responsibility of the appointed TPC. The main monitoring process will involve travel surveys as described in **Section 6** above.

7.3.3 Monitoring reports will be provided to officers at MCC every two years following the receipt of the first surveys. The reports would include a comparison of achievements against targets and remedial proposals for improvement where required.

7.3.4 Monitoring will be carried out for a period of at least five years from the date of the baseline travel surveys.

8.0 Action Plan

8.1 Introduction

8.1.1 **Table 8.1** below summarises the key actions from the document by providing an Action Plan for the ITP process:

Action	Indicator	Target Date	Responsibility
Appoint TPC	Development build nearing completion	Three months before first occupation	Maryland Securities
Produce Welcome Pack	TPC appointed	First occupation	TPC
Implement Initiatives	TPC appointed	Within three months of first occupation	TPC
Undertake Baseline Travel Surveys	First occupation	Within three months of first occupation	TPC
Decide Targets	Receipt of the baseline Travel Surveys	Within one month of undertaking the initial surveys	TPC in conjunction with MCC
Update ITP to a Full TP	Receipt of the baseline Travel Surveys	Within six months of first occupation	TPC
Prepare Monitoring Report	Once Full TP is approved by MCC	Every two years following baseline travel surveys	TPC

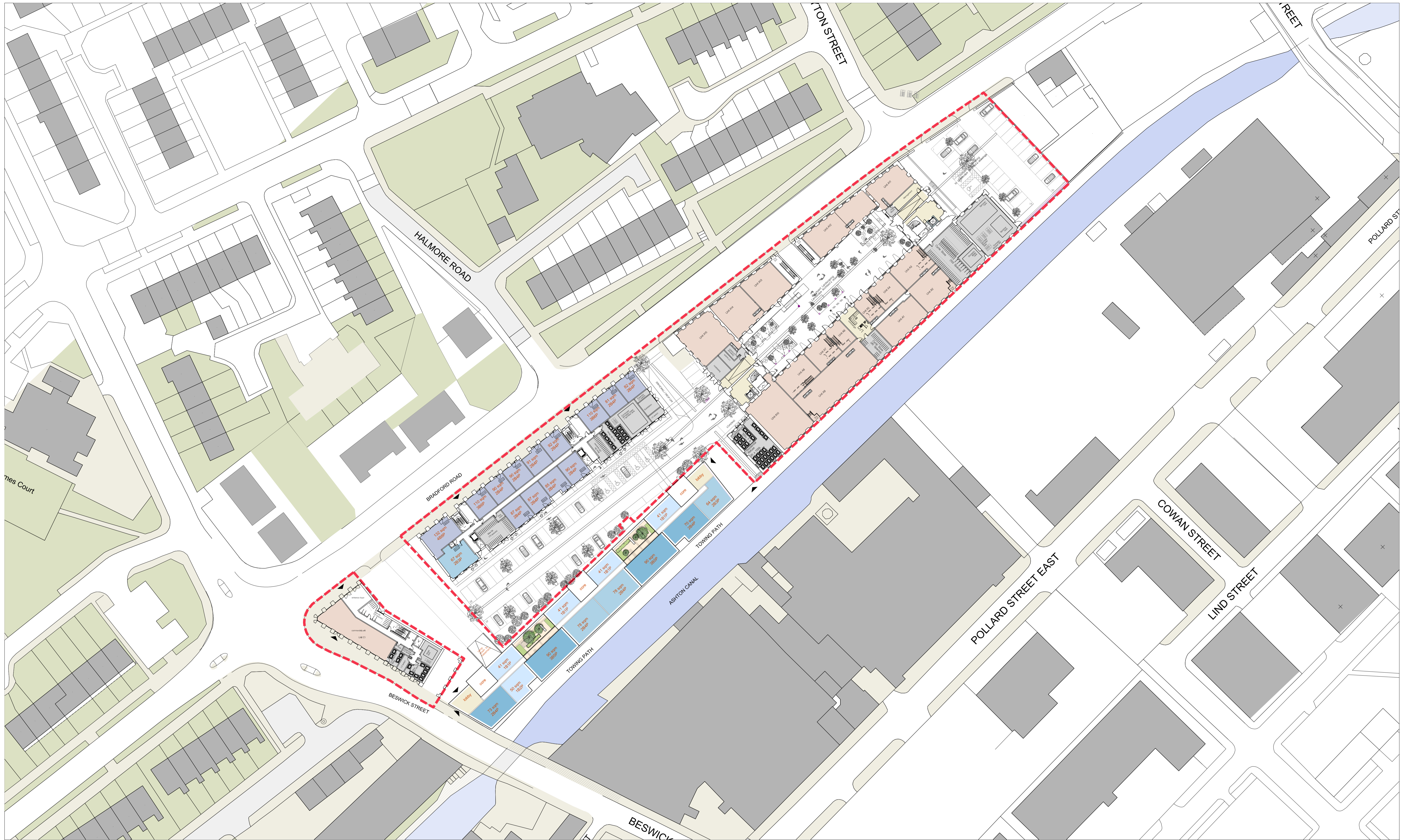
Table 8.1 – Action Plan

78199 Brunswick Place, Manchester

Interim Travel Plan



Appendix A – Proposed Site Layout

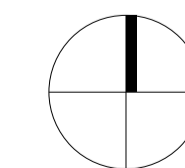


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revisions + notes:
 REV. P3 02/03/2021 Boundary adjusted. Extent of outbuilding demolition in NE car park amended
 REV. P4 10/03/2021 Plant rooms updated in line with Clancy layouts issued 09/03/2021
 REV. P5 22/03/2021 Mill bin store entrances re-orientated. Red line planning boundary extended to include footpaths outside site.
 REV. P6 01/04/2021 PLANNING ISSUE

DO NOT SCALE
 Work to annotated dimensions only.
 Read drawing in conjunction with relevant specification, Structural Engineers' and Services Engineers' drawings.
 Confirm all dimensions before commencement of any work on site or fabrication.

NOTE:
 PROPOSALS OUTSIDE THE SITE BOUNDARY
 ARE INDICATIVE AND NOT PART OF THIS
 PLANNING APPLICATION



client: MARYLAND SECURITIES	date: FEBRUARY 2021
project: BRUNSWICK MILL DEVELOPMENT	scale: 1:500 @A1 1:1000 @A3
title: INDICATIVE SITE WIDE MASTERPLAN GROUND LEVEL	drawing number: L(-)000
status: PLANNING	job number: 0586
	revision: P6

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