

**Didsbury Road,  
Heaton Mersey**

**TRAVEL PLAN**

Report prepared for  
Anwyl Partnerships

March 2022

Report Reference 1767/2/A



**ASHLEY HELME**  
ASSOCIATES



# Travel Plan

## Didsbury Road, Heaton Mersey

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Client: Anwyl Partnerships  
Report Ref: 1767/2/A  
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# Travel Plan

## Didsbury Road, Heaton Mersey

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# 1 Introduction

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1.1 Anwyl Partnerships has submitted a planning application for residential development Didsbury Road, Heaton Mersey (henceforth referred to as the Site). This Travel Plan (TP), supports the planning application.

## 1.2 Overview

1.2.1 The Site was formerly occupied by the Focus School but has been subject to a recent planning application for residential development.

1.2.2 A planning application was submitted for 34 dwellings on the same site in February 2020. The highways matters were agreed with Stockport Metropolitan Borough Council (SMBC) and the planning authority were mindful to approve the application subject to the signing of a S106 agreement.

1.2.3 The proposed development comprises 72 apartments for older people (Use Class C3) and 10no homes. The proposed apartments represent the larger of the residential development on site. The proposed 10 houses developed in their own right would not typically warrant the preparation of a Travel Plan. The houses represent a different use class to the apartments and the individual day-to-day operation of the houses and apartments differ greatly. Thus, for the purposes of this document, the TP focuses on the apartments.

1.2.4 Figure 1.1 shows the location of the Site in the context of the local highway network.

1.2.5 The TP is informed by a separate Transport Statement (TS) prepared and submitted in support of the planning application. There is consistency between the TP and the corresponding TS report.

1.2.6 The access strategy for the development is founded on the fundamental principle of encouraging travel by residents, employees and visitors of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for occupants, employees and visitors of the development.

1.2.7 The Site access strategy comprises a priority controlled junction with Didsbury Road. The access accommodates all pedestrian, cycle and vehicular access to the Site.

## 1.3 Travel Plan Objectives

1.3.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.

- 1.3.2 The key objectives of the TP are to:
- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
  - Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
  - Widen choice of travel mode for all those travelling to/from the Site.
- 1.3.3 It is imperative that the TP measures are effective and efficient.
- 1.3.4 The 2014 Planning Practice Guidance (PPG) 'Travel Plans, transport assessments and statements in decision taking' provides the most up-to-date national guidance.
- 1.3.5 PPG states that Travel Plans are a way of *"mitigating the negative impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements."* (Reference ID: 42-002-20155306)

## 1.4 Scope of Travel Plan

- 1.4.1 It is established and acknowledged that there are two broad types of TP:
- 'Destination': designed to increase sustainable travel to a particular location, and
  - 'Origin': residential Travel Plans where journeys are made to varied locations.
- The proposed development comprises 72 apartments for older people and 10 houses. The Site will have both residents and staff and hence there is an origin and destination element to the TP.
- 1.4.2 The underlying purpose of the TP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.

## 2 Existing Conditions: Key Information

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### 2.1 Site Location

2.1.1 The location of the Site is indicated on Figure 1.1 in the context of the local highway network.

### 2.2 Accessibility by Walk

2.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres.

2.2.2 The National Travel Survey (NTS) of 2019 confirms that 26% of **all** trips are undertaken on foot. However, for trips up to 1 mile (1.6km), 80% of journeys are carried out on foot.

2.2.3 The NTS also sets out that, on average, people:

- (i) undertake 250 walk trips per year,
- (ii) walk a total of 205 miles per year,
- (iii) spend 17 minutes walking per trip.

2.2.4 The CIHT provides guidance about journeys made on foot. It does not provide a definitive view of distances, but does suggest a preferred maximum distance of 2000m for walk commuting trips. A 400m distance corresponds to a walk time of five minutes, based upon typical normal walking speed. Figure 2.1 presents the 5, 10, 15, 20 and 25 minute walk time isochrones for the Site, (ie reflecting 400m, 800m, 1200m, 1600m and 2000m distances).

2.2.5 Review of Figure 2.1 shows that there are a number of amenities that are within a 1200m walk of the Site, including:

- (i) Transport: Bus stops,
- (ii) Leisure: Pub/restaurants and food outlets, salons, sports grounds/clubs, leisure centre, playgrounds,
- (iii) Education: Primary schools, nurseries,
- (iv) Health: Dentist, pharmacy, health centres, opticians,
- (v) Community: Places of worship, library, community centre,
- (vi) Shopping: Supermarket, convenience stores, post office, bakery, ATM/bank,
- (vii) Employment: Business parks/industrial estates.

2.2.6 There are clusters of amenities on Moorside Road and Heaton Moor Road in Heaton Moor, to the north of the Site. The amenities are located within or just beyond an 800m walk from the Site. Similarly, there are a cluster of amenities on Didsbury Road in Heaton Mersey, within a circa 1200m to 1600m walk of the Site. Stockport town centre is accessible within a circa 2km walk from the proposed development.

2.2.7 It is evident from Figure 2.1 that there are a range of amenities within a practical walk of the Site including schools, shops, pharmacies, dentists and health centres amongst others. This provides very good opportunity for people to under walk trips for a variety of journey purposes.

### 2.2.8 Proposed Walk Measures

Measures to promote walking as part of the development proposals are outlined in Section 5.1, Chapter 5.

## 2.3 Cycle

2.3.1 It is recognised that cycling also has potential to substitute for short car trips, particularly those under 5 kilometres and to form part of a longer journey by public transport.

2.3.2 The CIHT guidance 'Cycle Friendly Infrastructure' (2004) states that:

*“Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person.”*(para 2.3)

2.3.3 Figure 2.2 indicates the 2km and 5km cycle isochrones for the Site, reflecting typically 10 minute and 25 minute journeys. Review of Figure 2.2 highlights that a large area of south Manchester is within a 5km cycle ride of the Site. This includes Heaton Mersey, Heaton Moor, Heaton Chapel, Stockport, Cheadle, Didsbury, Withington, Levenshulme and Reddish. This provides good opportunity for residents to undertake journeys to/ from the Site by cycle for a variety of purposes.

2.3.4 Figures 2.3 & 2.4 present the national, regional and TfGM cycle route networks in the vicinity of the Site. Review of Figure 2.3 shows that National Cycle Route 55 (NCN 55) is located circa 150m to the east of the Site on Branksome Road. There is an existing Toucan crossing at the point the route crosses Didsbury Road in the vicinity of the junction with Branksome Road. NCN 55 is a long distance route that provides cycle links locally to Didsbury and Stockport. Review of Figure 2.4 shows the TfGM cycle routes provide a means of connecting to the NCN routes by cycling along on-road advisory cycle routes. Didsbury Road, along the frontage of the Site,

is designated on-road cycle route by TfGM. There is a mixture of on-road and shared footway/cycle facilities along Didsbury Road.

### **2.3.5 Proposed Cycle Measures**

Measures to promote cycling as part of the development proposals are outlined in Section 5.2, Chapter 5.

## **2.4 Accessibility by Public Transport**

2.4.1 The proposed development affords opportunity for development generated public transport journeys to be made by bus.

### **2.4.2 Bus**

2.4.2.1 Table 2.1 summarises the scheduled bus services calling at the bus stops within a 400m walk of the Site. The closest bus services call on Didsbury Road within a circa 220m walk from the Site.

2.4.2.2 The bus services provide links to a range of destinations including Didsbury, Stockport, Stretford, Urmston and The Trafford Centre, amongst other locations. The services provide approximately 9 buses per hour in each direction on a typical weekday, representing 17 buses per hour in both directions. The services operate during the typical commuting peak periods. The frequent bus services provide opportunity for residents, employees and visitors to the Site to travel to a range of destinations by bus.

### **2.4.3 Proposed Public Transport Measures**

Measures proposed to improve public transport infrastructure, as part of the development proposals, are outlined in Section 5.3, Chapter 5.

### 3 Objectives & Outcomes

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3.1 The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Promote accessibility to the development by sustainable modes of transport.

3.2 A key objective is that the TP measures are effective and efficient.

3.3 Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,
- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,
- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP.

3.4 As explained in para 1.4.1, this TP is an 'origin' and 'destination' TP.

3.5 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents, staff and visitors.

3.6 The TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.

## 4 Management Strategy

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### 4.1 Pre-Occupation

PPG highlights that:

*"Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new Site rather than retrofitted after occupation."* (Reference ID: 42-003-20140306)

### 4.2 Travel Plan Co-Ordinator (TPC)

4.2.1 It is a good practice requirement that the TPC is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this.

4.2.2 The administration of the Travel Plan will initially be undertaken by Anwyll Partnerships. Subsequently, the management organisation will be responsible for appointing a TPC who will be responsible for the management of the TP for the development.

4.2.3 There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:

- Manage the implementation of measures set out in the TP,
- Collect data and other information relevant to the implementation and future monitoring of the TP,
- Prepare and produce marketing material for residents, staff and for the residential sales and marketing team, eg Travel Packs
- Set up appropriate management arrangements, eg contact arrangements with local authority.

4.2.4 A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents, staff and visitors before their travel habits are set.

4.2.5 In general terms, the duties of the TPC include:

- Day to day operation of the TP,
- Maintaining all public transport and database records up-to-date,
- Promotion of car sharing & ongoing promotion of the car share scheme,
- Liaison with local public transport operators,
- Promotion of bus travel,

- Promotion of walking and cycling to work,
- Liaison with the local authority,
- Liaison with residents and staff of the development, including for example promotional activities,
- Preparing and maintaining information/promotional material for the TP,
- Managing TP social media

4.2.6 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

### **4.3 Community Interaction**

4.3.1 The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.

## **5 Measures to Encourage Sustainable Travel**

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### **5.1 Walk**

- 5.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 2.
- 5.1.2 The existing pedestrian facilities are complemented by the network of pedestrian infrastructure to be provided within the development Site, as part of the development. This is illustrated on the masterplan layout submitted as part of the planning application
- 5.1.3 Promotional literature will be arranged by the TPC and included in the Travel Pack, to encourage walking, and emphasising the health benefits.
- 5.1.4 The TPC will prepare and arrange for distribution of maps showing local amenities and walking routes.

### **5.2 Cycle**

- 5.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 2.
- 5.2.2 Residents, staff and visitors of the development will have opportunity to park cycles at the Site.
- 5.2.3 Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to staff and residents by the TPC from the outset, and indeed in advance, of their taking up employment and occupation of the new dwellings.
- 5.2.4 Promotional literature will be arranged by the TPC, and included in the Travel Pack, to encourage cycling and emphasise the health benefits.

### **5.3 Public Transport**

- 5.3.1 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 6. The Induction Pack prepared by the TPC, and issued to all new staff and residents will include information on bus services. This will include bus stop locations, routes & destinations, and frequency of services.

## 5.4 Car Share

- 5.4.1 Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic.
- 5.4.2 The TPC will identify a car share scheme to be promoted to residents, staff and visitors. For example, Car Share GM is an established car share platform operated by TfGM. The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car sharers being able to also include existing residents of Heaton Mersey, and indeed residents at other locations that may share a route for journey to work with staff employed at the development.
- 5.4.3 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 6), including for example sales literature, Induction Packs, online resources.
- 5.4.4 In order to maximise this potential, the strategy is that, from initial occupation:
- Car Share GM is to be promoted to residents, staff and visitors;
  - Information about this scheme is to be included in Induction Packs;
  - The benefits of car sharing are to be highlighted in the Induction Pack. This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.

## 5.5 Travel Notice Boards

- 5.5.1 Travel Notice Boards will be provided within the apartments. The notice boards will show the walk/cycle route maps and information set out in the TP Induction Pack.
- 5.5.2 The Travel Notice Boards will help to raise awareness of the sustainable travel options for residents, staff and visitors of the apartments. The Travel Notice Boards will be located in key communal areas and will provide the following information:
- Details of accessibility and facilities both on-site and in the local area,
  - Up-to-date timetable information for local bus journeys and details of inter-linked journeys, including bus-rail;
  - Lists of local taxi services and car club/liftshare schemes;
  - Walking and cycling routes maps and information, including links to Sustrans cycle planner;
  - Promotional materials relating to national events such as National Bike Week, Walk to Work Week etc.

## 5.6 Summary

- 5.6.1 Suitable infrastructure is provided as part of the proposed development, enable trips to be undertaken by sustainable transport modes. This is to be complemented by a comprehensive Travel Pack to be issued to residents with information promoting, walk, cycle and public transport, and more sustainable car use, encouraging and achieving sustainable travel choices for people living and working at the development.

## 6 Marketing Strategy

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- 6.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:
- Raise awareness of sustainable travel options,
  - Promote individual measures and initiatives,
  - Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.
- 6.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:
- At the residential sales marketing suites,
  - Occasional promotional initiatives,
  - Resident and Staff Induction 'Travel Pack',
  - Travel Notice Boards,
  - Website/social media.
- 6.3 It is the responsibility of the TPC to set up and oversee arrangements for every new household to receive an Induction 'Travel Pack' prior to their residency commencing.
- 6.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format. Induction Packs and promotion of travel information will also be made available to staff, residents and visitors of the apartments.
- 6.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction Pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:
- TP objectives,
  - TPC: description of role and contact details,
  - Walk: health benefits of walking,
  - Cycle: health benefits of cycling, sources of cycle route information,
  - Public Transport: information about bus services,
  - Car share/Car club: information about the financial benefits/incentives, and the environmental benefits. Details of registering,
  - Information sources: eg residential sales office, reception, websites, social media, etc.

- 6.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly events/promotional activities will be aimed at promoting public transport and car sharing.
- 6.7 Social media is a key component of the TP marketing & information strategy. Social media is an increasingly important marketing tool, and social media opportunities and techniques are rapidly evolving. The TPC will promote the TP objectives and measures through the use of social media and/or other online marketing techniques. The TP will monitor the evolving use of social media as a tool to assist in achieving the TP aims, and devise an appropriate online marketing strategy.

## 7 Monitoring & Review

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- 7.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.
- 7.2 Key points about the TP monitoring and review regime are that this:
- Is essential to ensure that the TP objectives are being met,
  - Assesses the effectiveness of the TP measures and provides opportunity for review.
- 7.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 7.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.
- 7.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.
- 7.6 The use of travel surveys for the apartments scheme would not seem appropriate given the low level of staffing. Nonetheless, the TPC will monitor existing travel patterns of staff to encourage travel by sustainable modes.
- 7.7 The nature of the development, on-site facilities, the low number of potential staff, very good transport links and sustainable location in terms of amenities are all factors that create an integrated approach to managing travel demand and reducing the need to travel from the outset.
- 7.8 The Transport Statement submitted with the planning application demonstrates that the proposed development would not create significant traffic movements, nor would it have a material traffic impact.

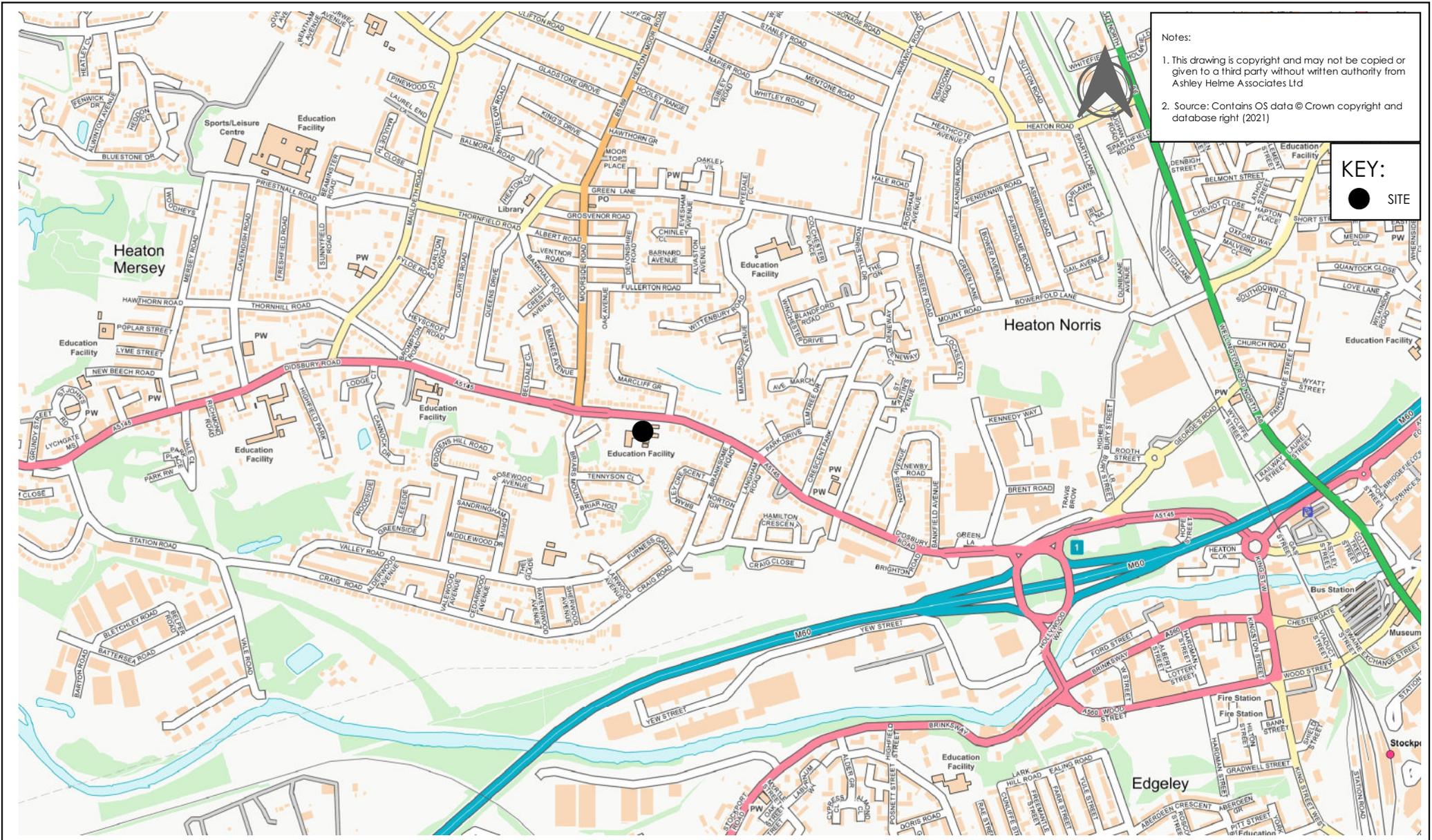
## 8 Conclusions

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- 8.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This TP is prepared taking account of currently available best practice and experience, and the 2014 national guidance (PPG).
- 8.2 A planning application was submitted for 34 dwellings on the same site in February 2020. The highways matters were agreed with Stockport Metropolitan Borough Council (SMBC) and the planning authority were mindful to approve the application subject to the signing of a S106 agreement.
- 8.3 The proposed development comprises 72 apartments for older people (Use Class C3) and 10no homes. The proposed apartments represent the larger of the residential development on site. The proposed 10 houses developed in their own right would not typically warrant the preparation of a Travel Plan. The houses represent a different use class to the apartments and the individual day-to-day operation of the houses and apartments differ greatly. Thus, for the purposes of this document, the TP focuses on the apartments.
- 8.4 The administration of the Travel Plan will initially be undertaken by Anwyl Partnerships. Subsequently, the management organisation will be responsible for appointing a TPC who will be responsible for the management of the TP for the development.

## Figures

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Project:  
DIDSBURY ROAD, HEATON MERSEY

Title:  
LOCATION PLAN

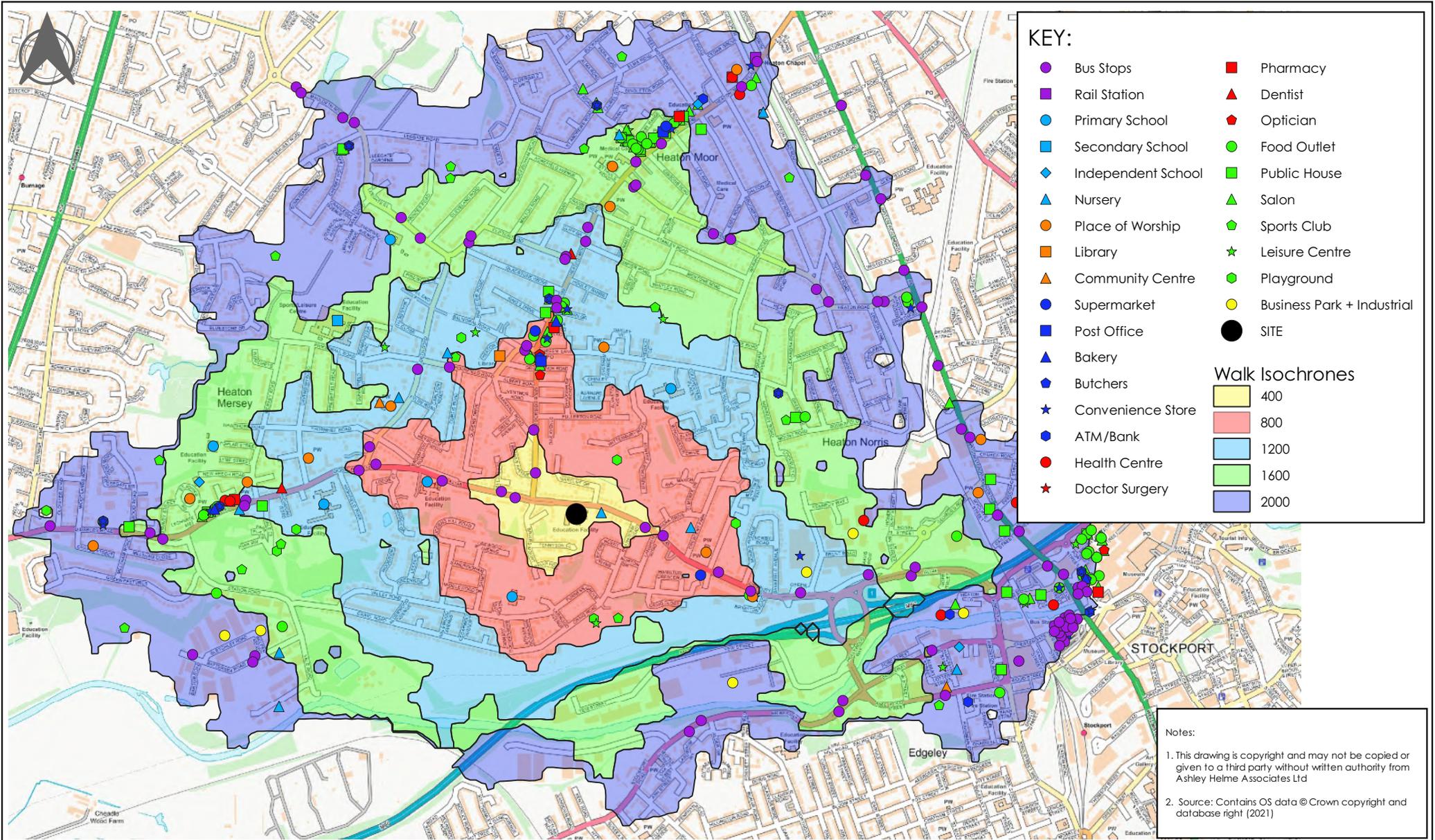
FIGURE 1.1

Client:  
ANWYL PARTNERSHIPS

Date:  
SEPTEMBER 2021

Scale:  
NTS





**KEY:**

● Bus Stops	■ Pharmacy
■ Rail Station	▲ Dentist
● Primary School	◆ Optician
■ Secondary School	● Food Outlet
◆ Independent School	■ Public House
▲ Nursery	▲ Salon
● Place of Worship	◆ Sports Club
■ Library	★ Leisure Centre
▲ Community Centre	● Playground
● Supermarket	● Business Park + Industrial
■ Post Office	● SITE
▲ Bakery	
◆ Butchers	
★ Convenience Store	
● ATM/Bank	
● Health Centre	
★ Doctor Surgery	

**Walk Isochrones**

■ 400
■ 800
■ 1200
■ 1600
■ 2000

**Notes:**

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Project:  
DIDSBURY ROAD, HEATON MERSEY

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Client:  
ANWYL PARTNERSHIPS

Title:  
WALK ISOCHRONES AND AMENITIES

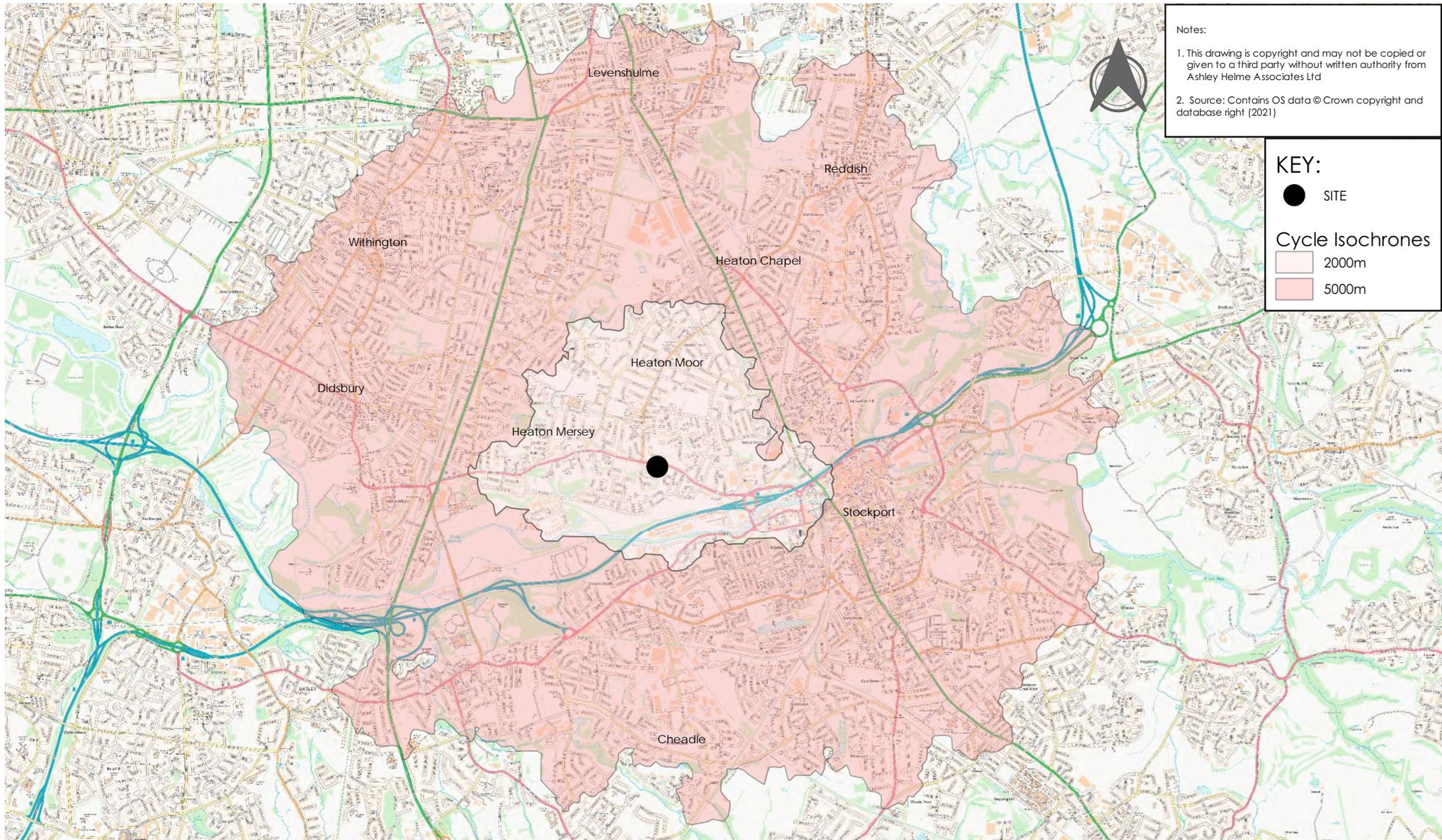
FIGURE 2.1

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Date:  
SEPTEMBER 2021

Scale:  
NTS





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**KEY:**

- SITE

**Cycle Isochrones**

- 2000m
- 5000m

Project:  
DIDSBURY ROAD, HEATON MERSEY

Title:  
CYCLE ISOCHRONES

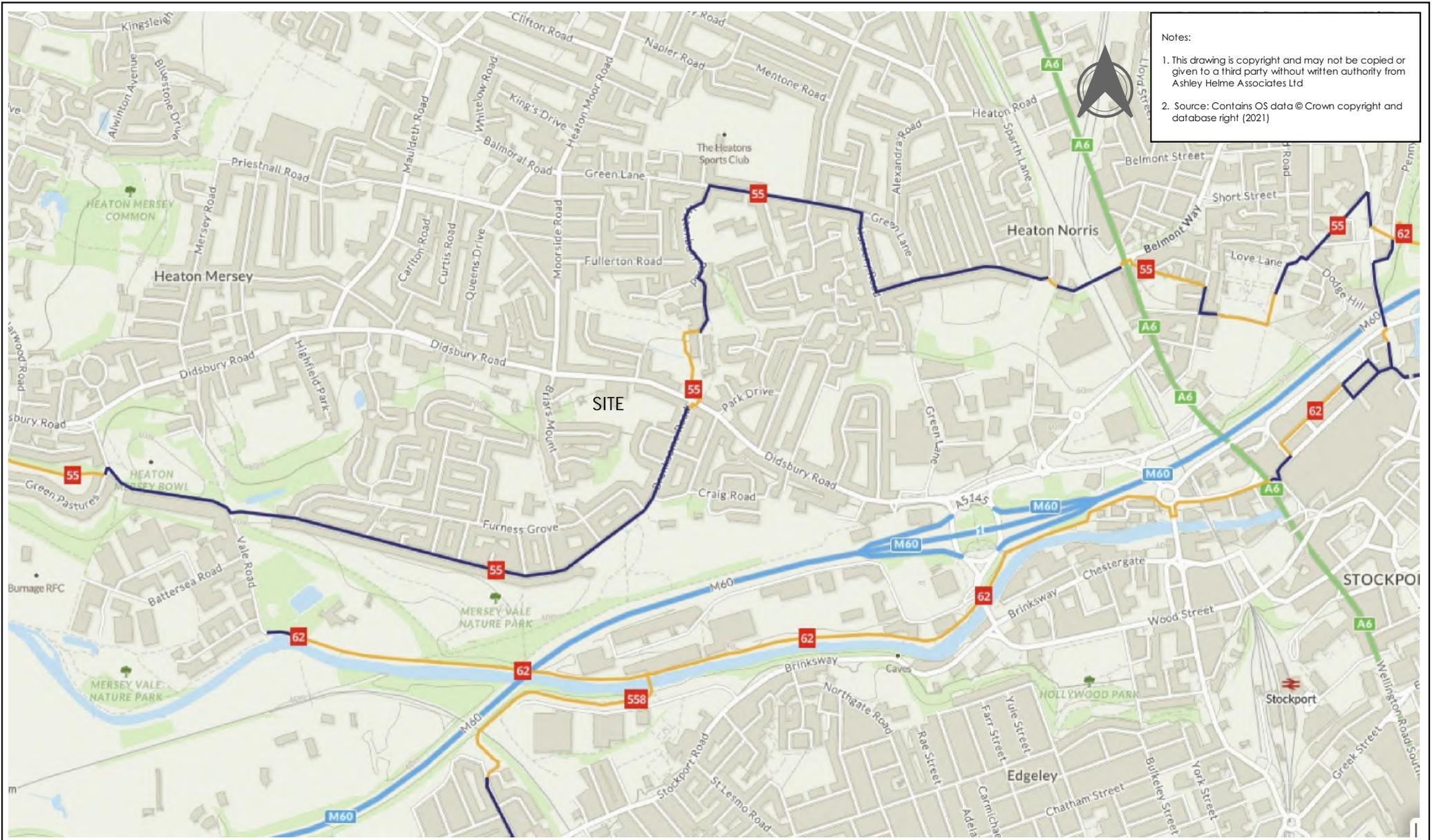
FIGURE 2.2

Client:  
ANWYL PARTNERSHIPS

Date:  
SEPTEMBER 2021

Scale:  
NTS





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Project:  
DIDSBURY ROAD, HEATON MERSEY

Title:  
CYCLE ROUTES

FIGURE 2.3

Client:  
ANWYL PARTNERSHIPS

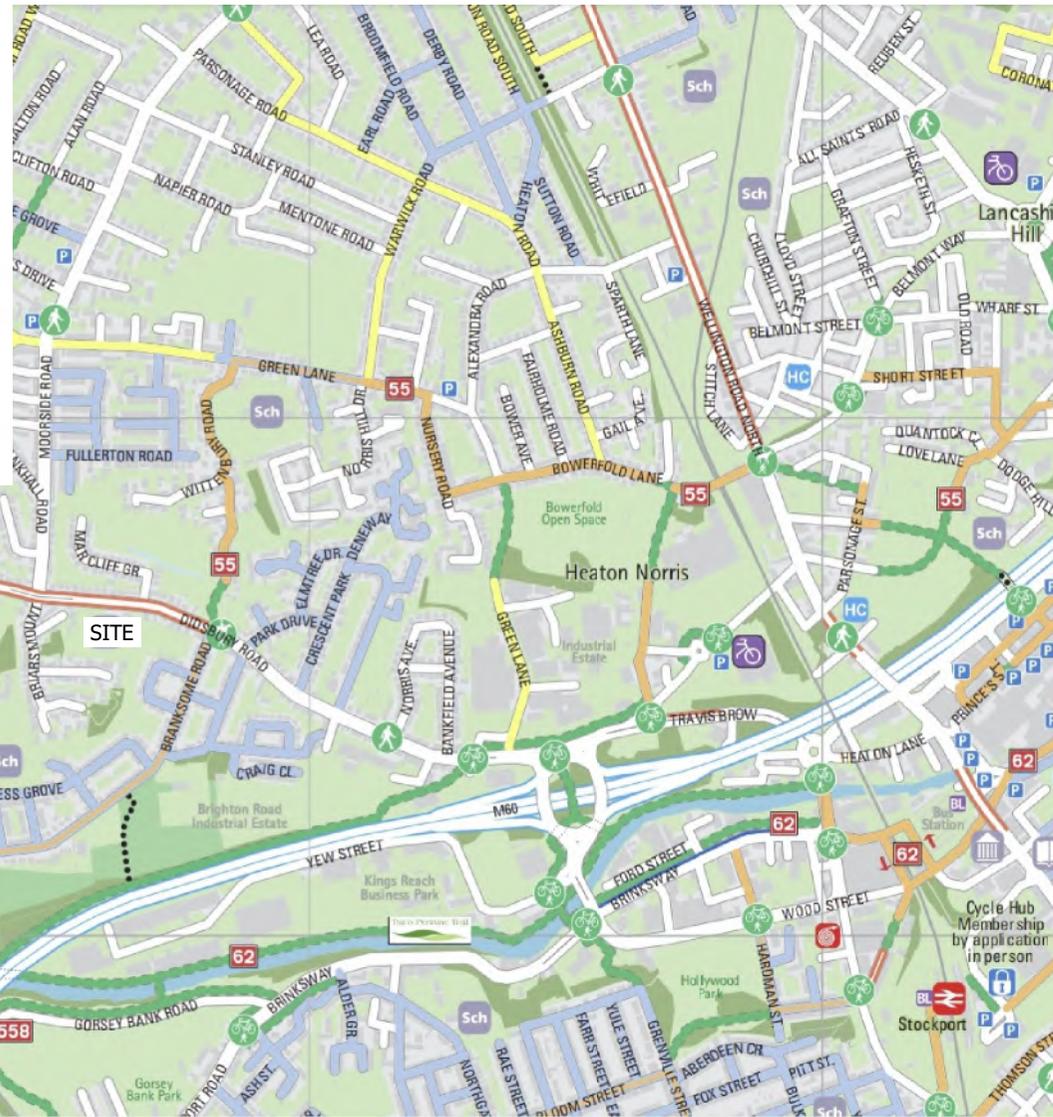
Date:  
SEPTEMBER 2021

Scale:  
NTS



- Traffic Free Route - good surface
- Traffic Free Route - rough surface
- On Road Route - with physical segregation
- On Road Route - with other cycling facilities
- On Road Route - signposted but no facilities
- On Road Route - advisory/suggested
- 20 mph speed limit
- Footpath - please walk your bike
- Pedestrian Crossing
- Toucan Crossing
- Tiger Crossing
- Cycle Hub
- Bicycle Lockers - BLUC (Bicycle Locker User Club)
- Cycle Parking
- Cycle Shop
- Rail Station
- Metrolink Stop

- National Cycle Network (NCN) - National and Regional
- National and Regional
- Cycle Access Point
- Library
- Museum / Art Gallery
- School
- College
- University
- Leisure Centre / Sports
- Theatre
- Hospital
- Health Centre
- Fire Station
- Tourist Information Centre



Project:  
DIDSBURY ROAD, HEATON MERSEY

Title:  
TfGM CYCLE ROUTES

FIGURE 2.4

Client:  
ANWYL PARTNERSHIPS

Date:  
SEPTEMBER 2021

Scale:  
NTS



## Tables

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BUS NUMBER	ROUTE	FREQUENCY			OPERATOR
		MONDAY-SATURDAY		SUN	
		DAY	EVE		

Services calling within 400m of Site (a 5 minute walk)					
23	Stockport – Stretford – Urmston – The Trafford Centre	15 - 20 mins	60 mins	30 mins	SC
42	Stockport – Heaton Mersey – Didsbury – Piccadilly Gardens	30 mins	30 mins	60 mins	SC
197	Stockport – Heaton Mersey – Heaton Moor – Albert Square	20 mins	60mins	60 mins	SC
323	Stockport - Edgeley – Heaton Mersey circular	60 mins	-	-	SC

Notes:

1. Source [www.tfgm.com](http://www.tfgm.com)

Key:

SC Stagecoach

**Table 2.1 Bus Services & Frequencies**