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BOLTON COLLEGE

DRAFT TRAVEL PLAN

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1. INTRODUCTION

Overview

Bolton College is a further education college located in Bolton, Greater Manchester, England. The college is primarily based in the town itself, but operates a number of Community Learning Centres in the surrounding area. The college provides a range of courses that include vocational education, work-based learning, ESOL courses, Diplomas, apprenticeships and Access courses.

This Travel Plan (TP) has been prepared on behalf of Bolton College and will focus on the Deane Road Campus which opened in 2009. It has been developed to build upon the Framework Travel Plan (FTP) which was produced in 2007 in line the planning application. This Travel Plan also takes into consideration the proposed 'Motor Vehicles Workshop' facility, located off Wellington Street.

This document has been prepared in accordance with travel guidance for Greater Manchester given on the websites: www.traveltoschool.com and www.travelplans.org.uk. Scoping discussions have also taken place with Bolton Metropolitan Borough Council (BMBC). Additional information and supporting material has been provided by Transport for Greater Manchester's (TfGM's) 'Travel Choices' team.

It is intended that this TP will be a live working document which will be monitored by the appointed Travel Plan Coordinator (TPC) at Bolton College, and reviewed in close consultation and inter-working with the appointed Travel Plan Officer (TPO) at BMBC.

The Travel Plan will detail how students and staff at the site will be encouraged to travel using sustainable transport modes, which support the policy objectives and identified transportation measures set out in this document.

The principle of the TP will therefore be to focus on creating more sustainable local journeys by foot, bicycle and by public transport including bus and rail. The overall objective is to reduce the number of journeys by private car. Travel Plan measures across the site will be developed to maintain and enhance the approach to trip management wherever possible.

Requirement for a Travel Plan

In simple terms, a Travel Plan is a strategy for attempting to manage the number and type of trips made to a site. National planning policy states that single occupancy car trips are unsustainable, and should be mitigated in favour of trips by walking, cycling, public transport and car-sharing. A Travel Plan achieves this by raising awareness of available alternative modes, and offering incentives to encourage the switch from car journeys. It is important for schools and colleges to take responsibility for the impact of vehicle trips that they generate, and a Travel Plan additionally provides a robust evaluation tool to ensure that developments are doing enough to enhance the sustainability of these trips. A Travel Plan for Bolton College presents an opportunity to do exactly this, i.e. to encourage the generated trips associated with the college to be made in a sustainable manner.

Development of the Travel Plan

A Travel Plan operates cyclically by implementing a set of measures and then regularly evaluating and checking the effectiveness of these measures through a process of review and amendment. Information on current travel patterns and traveller opinion has been collated and

assessed through two multi-user travel surveys. This process has established the baseline travel situation whilst also outlining a change in trends between 2011/12 and 2013. The Travel Plan objectives will incorporate national, regional and local planning policy, and will outline a number of realistic measures and targets in order to reach such objectives.

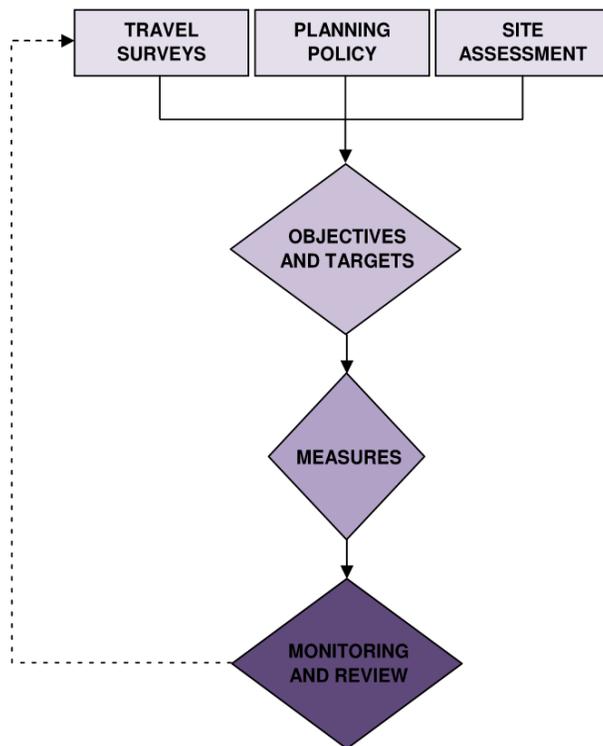
The key to a successful Travel Plan is making it interactive and ensuring it is supported with enthusiasm. It must be a live, evolving plan that is monitored and updated on a regular basis, reflecting the needs and circumstances of the individual site. In order for the college to continually have an effective, live Travel Plan, the document and its processes will be annually reviewed and updated through liaison between:

- Bolton College Travel Plan Co-ordinator;
- Bolton College Steering Group;
- Bolton College Travel Plan User Group;
- BMBC Travel Plan Officer; and
- TfGM 'Travel Choices' team.

Necessary amendments can then be made to the Travel Plan so that the cycle may begin again with a fresh set of targets and measures. Through this process, the Travel Plan will evolve and become tailored to the site.

A typical Travel Plan cycle comprises of the components outlined in the figure below:

Figure 1- Travel Plan Cycle



Travel Plan Management

Travel Plan Coordinator

As outlined as a requirement in the college's Framework Travel Plan, a Travel Plan Coordinator (TPC) has been assigned. The primary role of the TPC is to drive every aspect of the Travel Plan forward. This includes implementing initiatives and measures, in addition to evaluating Travel Plan performance and regularly amending the Travel Plan to reflect changes in circumstance or changes in Travel Plan strategy. The TPC's role is at the centre of the Travel Plan process and the coordinator will continue to maintain enthusiasm for the plan, keep fellow members of staff and pupils on board with the Travel Plan process and update them with progress of the plan.

A summary of TPC responsibilities is as follows:

- Maintain enthusiasm for the plan;
- Promote, publicise and encourage the availability and use of travel modes other than the car, through the school newsletter and website, for example;
- Maintain awareness amongst staff and pupils of Travel Plan initiatives and performance;
- Ensure that all relevant information is provided to all new members of staff, pupils and visitors, and that up-to-date information is clearly displayed on notice-boards and the intranet;
- Arrange and administer the obligatory annual Travel Survey;
- Organise workshops and induction seminars to educate existing and new staff; and
- Maintain relationships with the College's Student Liaison Officer, Sustainability Officer, User Group, Steering Group, BMBC Travel Plan Officer and TfGM 'Travel Choices' team.

Bolton College Travel Plan Steering Group

One of the first key tasks of the TPC will be to finalise the members of a Travel Plan Steering Group. This Steering Group will meet at least twice per year, to examine the performance of the Travel Plan.

Steering Group meetings are intended as a forum for discussion and liaison on Travel Plan objectives, measures, progress and forthcoming Travel Plan amendments. They will drive the monitoring and review process as outlined in **Section 8**. It is also anticipated that Steering Group meetings will be called more regularly where issues arise that need resolving.

In addition to the TPC, the Travel Plan Steering Group currently includes the following persons:

- Bolton College Sustainability Officer; and
- Bolton College Student Liaison Officer.

It should be noted that in line with the launch of this Travel Plan, the Steering Group will be publicised and will welcome additional members.

Travel Plan User Group

The following four user groups will be established following on from the launch of the Travel Plan:

- Bicycle;
- Pedestrian;
- Car share; and
- Public Transport.

It is intended that User Group representatives will have a key voice in the Travel Plan evolution process. They are the users of alternative modes and understand the real issues that exist when using these modes. They will also bring an additional element of imagination to the generation and development of Travel Plan measures / initiatives.

TfGM 'Travel Choices' Network

Bolton College have agreed to sign-up to the TfGM 'Travel Choices for Business' Network, which now offers free advice, resources and promotional materials in order to encourage sustainable commuting, business travel and operations. Such support can also be applied to students as well as College staff.

Further details regarding the support provided by the Travel Choices Network is provided within **Section 7**.

2. ACCESS BY SUSTAINABLE MODES

Overview

Bolton College is located approximately 500m from Bolton town centre which offers a wide variety of public transport facilities and other facilities/services associated with such a central location. Information regarding local public transport and other facilities which promote other sustainable modes of travel are discussed within this chapter of the Travel Plan.

Figure 2 - College Location Map



Location

Within the vicinity of the site, Deane Road provides access to numerous residential dwellings located directly to the west of the College and to the University of Bolton on its southern side. West of College Way, Deane Road provides access to residential development, some industrial units and shops which are located on Deane Road. Deane Road is a bus route and has footways to either side.

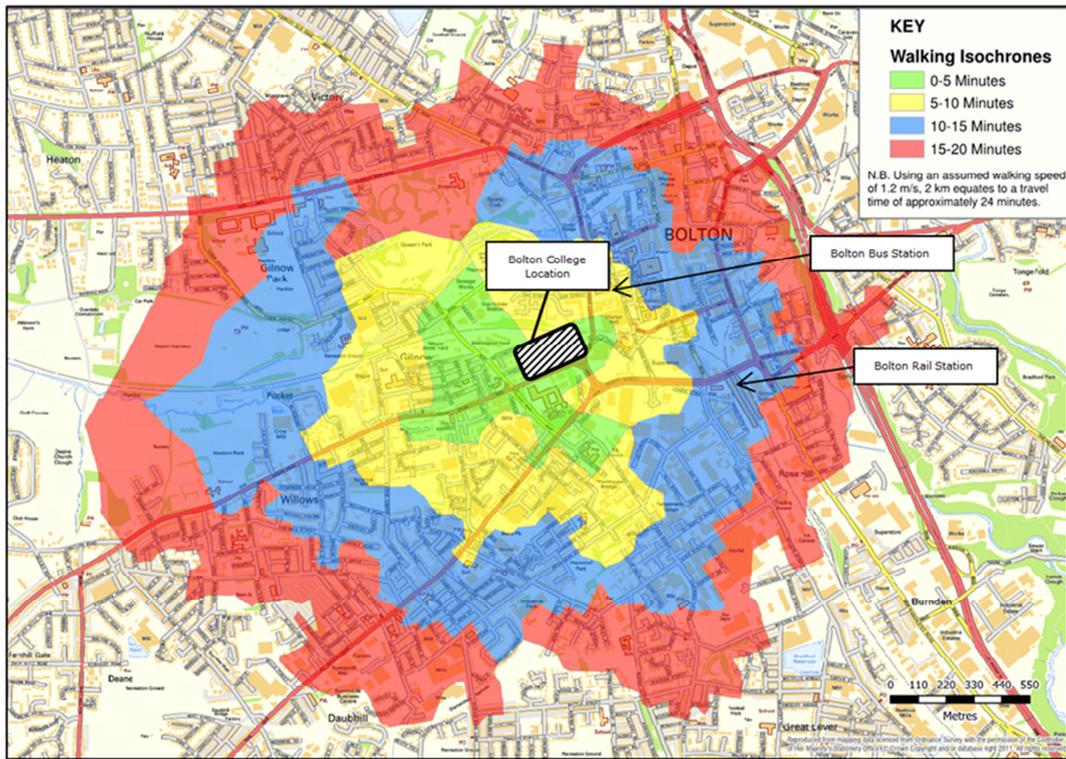
Wellington St. provides access to existing/former residential buildings located directly to the west of the site, and also provides access to the Deane Rd. Campus and the multi-storey car park.

Surrounding Pedestrian Facilities

Signal controlled pedestrian crossings are located at the Deane Road/Moor Lane traffic signal controlled junction across the Deane Road and Moor Lane south arms and at Moor Lane/Ormrod Street junction across Moor Lane and Ormrod Street. Such crossings are also provided on Moor Lane between Hanover Street and Gas Street and between Ashburner Street and Ormrod Street. These facilitate pedestrian movement across Moor Lane to the bus station and town centre.

A number of improvements were developed in order to improve access for nearby residents, and pedestrians accessing the town centre, University and local area in line with the Bolton College development. Access across Deane Road has been recently improved by providing an additional pedestrian/cycle refuge and red surfacing in front of the two college buildings where pedestrians accessing the town centre and rail station may choose to cross rather than walking down to Deane Road/Moor Lane junction. An additional crossing has also been provided on College Way between Deane Road and Wellington St. Other works include the improvement of pedestrian crossing points at College Way/Deane Road and improvement of a pedestrian refuge island on Wellington St. at the College Way junction.

Figure 3 - Walking Isochrones



The walking catchment isochrones shown above are based on a walking speed of 1.4m per second from the college, and demonstrate walking distances from the site over specified time periods. The immediate vicinity including the University buildings on College Way, the adjacent residential area, the shops on Deane Road north of its junction with College Way, part of the residential area to the west of College Way, part of Moor Lane bus station and most of the market are within 5 minutes walking distance from the site.

The rail station, two major food superstores and most of the town centre are within a 10 minute walk from the site. The Market Place shopping centre, non-food retail developments, further residential areas and the proposed bus station redevelopment site lie within a 15 minute walk of the site and Queens Park and the outer town centre residential areas lie within a 20 minute walk.

Both staff and students will be made aware of website walkit.com/cities/bolton which is a useful tool showing walking routes around Bolton, together with information such as distances, calories burnt and CO₂ savings.

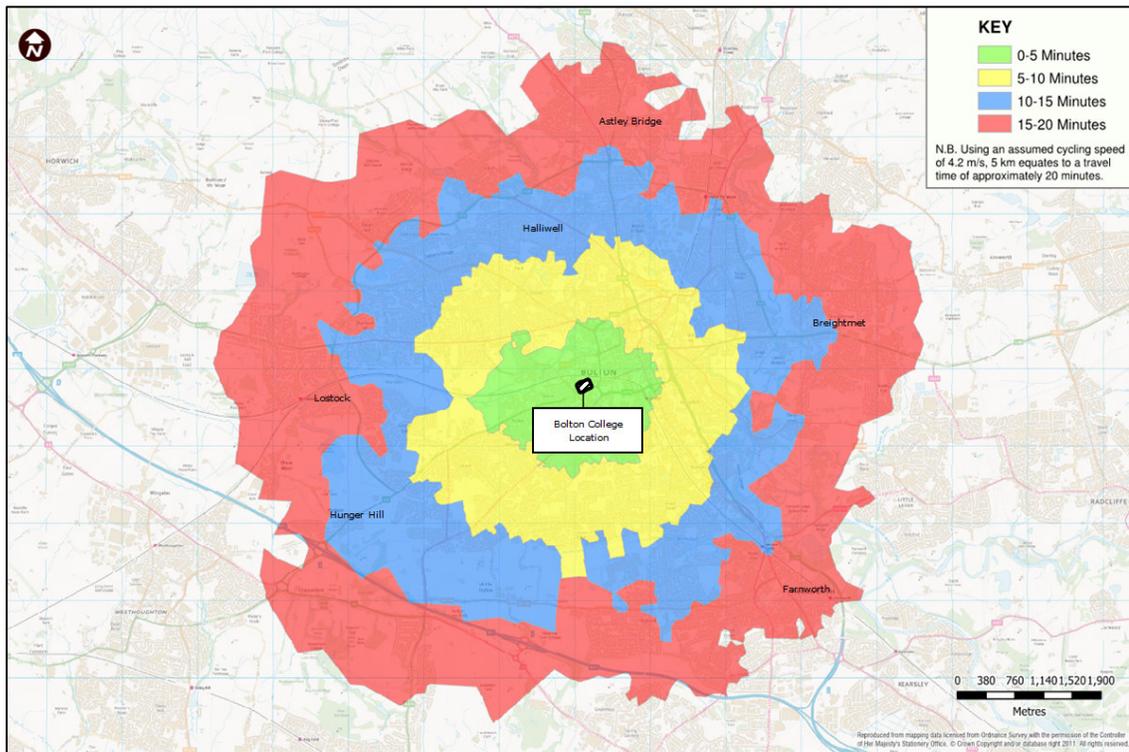
Cycle Facilities

As part of the Bolton Colleges development, improved access to the site for cyclists has been provided by a new cycle route which runs from the south side of Deane Road, across the refuge island on Deane Road, between the two college buildings out onto Wellington Road (an alternative route which could be provided is via the walkway between the college and the proposed Motor Vehicle Workshop). This cycle route supports BMBC’s proposals for a cycle route linking with the Middlebrook Cycle Route. Cycle lanes have also been provided within the improved walkway from Moor Lane to the rear of the site.

Additionally, free cycle parking is currently provided within the Deane Road Campus, **located CH/JL to confirm.**

Cycling catchment isochrones have been produced, based on a cycle speed of 4.2m per second and clearly show that most of Bolton’s town centre, bus and rail stations and adjacent residential areas are within 0-5 minutes cycling distance of the site. Most of the residential areas lying on the edge of the town centre are within 20 minutes cycling distance.

Figure 4 - Cycling Isochrones



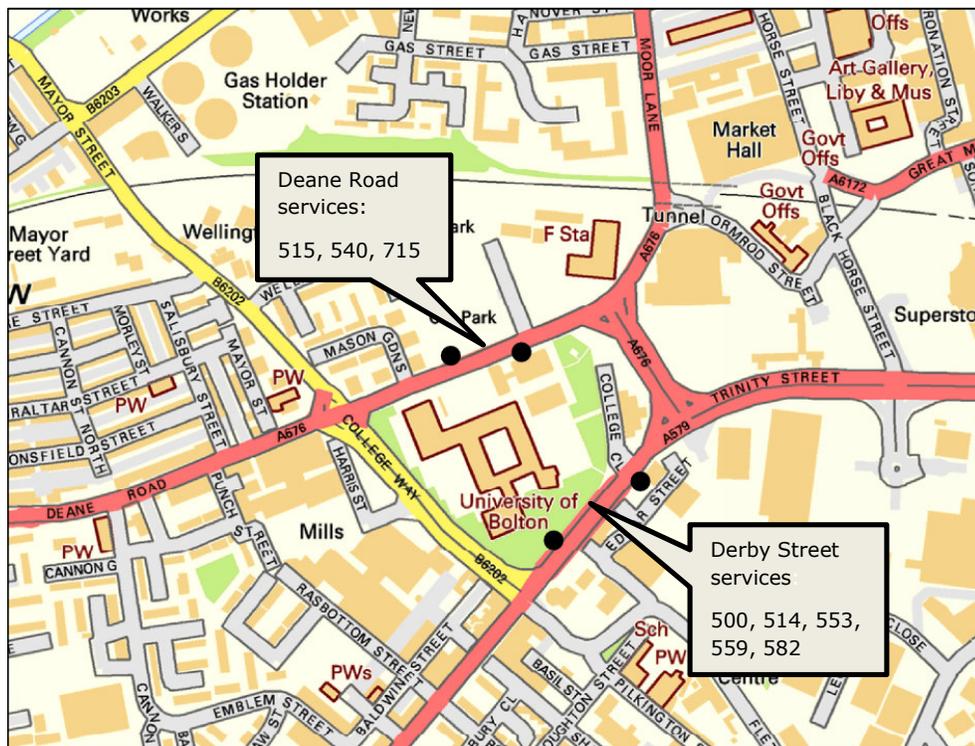
Both staff and students will be made aware of website cycling.tfgm.com which provides information and tools in relation to cycling around Greater Manchester.

Public Transport Network

Bus

The college is well served by bus services. Deane Road, Moor Lane and Derby Street are bus routes and existing bus stops are located on either side of Deane Road directly adjacent to the college buildings. A bus stop is located on the north side of Deane Road between Deane Walk and Stanley St. South, and a bus stop is located on its southern side directly opposite Stanley St. South. These bus stops are of good standard with raised platform areas. The bus stop on the southern side of Deane Road also has a shelter. There are also additional bus stops located next to the University on Derby Street which offer access to additional bus services. The locations of these bus stops and corresponding bus services are shown in the following figure:

Figure 5 – Local Bus Stops



Moor Lane Bus Station located on the east side of Moor Lane between Ashburner Street and Cheadle Street and is an approximate 5 to 10 minute walk away. This is Bolton’s main bus station and offers both local and regional bus services, with the majority of services operating within Bolton are accessible from here.

In addition, many of the bus services running from the bus station also run from the existing bus/rail interchange located outside Bolton Rail Station. Taxi facilities and secure cycle lockers are also provided at the interchange. A new high quality bus and rail interchange in Bolton

town centre on the railway triangle site, just north of the existing station will soon open, which will include the re-location of Moor Lane Bus Station. This will provide improved interchange between rail and bus, as the existing bus station is located remotely from the railway station.

Bus service and frequency information for the local area has been obtained. The services running from the nearby bus stops on Deane Road station are summarised in the following table.

Table 1- Bus Service Frequency Information

Service No.	Route	AM Peak 08.00 - 09.00	PM Peak 15.00 - 16.00	Evening 18.00 - 20.00
500	Bolton Town Shuttle bus	N/A	15 mins	N/A
514	Bolton – Daubhill – Ladybridge - Middlebrook	60 mins	60 mins	60 mins
515	Bolton – Ladybridge (Circular)	30 mins	30 mins	N/A
540	Bolton – Westhoughton – Hindley - Wigan	10 - 15 mins	10 - 15 mins	15-20 mins
553	Bolton – Walkden - Boothstown	60 mins	N/A	N/A
559	Bolton – Westhoughton - Hindley	60 mins	60 mins	60 mins
582	Bolton – Atherton - Leigh	20 mins	20 mins	30 mins
715	Bolton – Lostock - Westhoughton - Aspull	30 mins	30 mins	60 mins

The above table demonstrates a good level of service to local areas such as Westhoughton and Horwich along with areas further afield such as Wigan. The level of provision offered at the Deane Road bus stops together with those offered at other nearby bus stops and Moor Lane Bus Station combine to give an extremely good level of access to and from the site by bus.

Rail

In terms of rail provision, Bolton Rail Station lies within a 10 minute walk from the site. Pedestrian access to the rail station is provided off Newport Street and Trinity Street. The rail services running from Bolton Rail Station provide access to many local towns and cities including Liverpool, Preston, Wigan, Blackpool, Manchester and Manchester Airport, Clitheroe, Blackburn, Chorley, Southport, Rochdale and Oldham. Many local areas within Bolton are also served by these services and provide an approximate average frequency of 10 to 15 services per hour in the AM and PM peak hour periods.

Table 2- Train Service Frequency Information

Route	AM Peak 08.00 - 09.00	PM Peak 15.00 - 16.00	Evening 18.00 - 20.00
Wigan Wallgate - Bolton	30 mins	20 mins	60 mins
Manchester Airport - Bolton	30 mins	20 mins	15 mins
Preston - Bolton	15 mins	15 mins	20 mins
Rochdale - Bolton	15 mins	15 mins	20 mins
Blackburn - Bolton	60 mins	30 mins	30 mins
Blackpool North - Bolton	20 mins	30 mins	30 mins
Southport - Bolton	60 mins	30 mins	60 mins
Hazel Grove - Bolton	30 mins	30 mins	45 mins

The current level of provision from Bolton Rail Station is considered to be very good and provides adequate access between Bolton town centre and most nearby towns and local areas.

Local Facilities

Bolton town centre is within easy walking and cycling distance of the college, and provides access to a range of retail, leisure and services. Bolton market is located adjacent to Moor Lane Bus Station and Bolton Town Hall and library is within walking distance within the town centre. Major food stores, pubs, bars and restaurants are also located within the centre within easy walking distance.

Bolton University lies adjacent to the site within easy walking distance and offers the potential for the sharing of resources.

Shops are also located on both sides of Deane Road north of College way and are within easy walking distance of the site offering a range of goods.

3. EXISTING ISSUES AND OVERARCHING OBJECTIVES

Travel Surveys

A travel survey for students and staff was undertaken at the College during May and June 2013, with a total of 165 respondents. Approximately 55% of respondents were staff and 45% were students. The content of the survey was agreed in advance with Bolton Council's Travel Plan team. A previous survey was undertaken in the 2011/12 academic year, which had a total of 277 respondents. The surveys revealed existing travel habits, concerns and limitations and also helped to identify a number of issues which could be alleviated with the development of a successful Travel Plan.

Identification of Existing Issues

The following existing issues have therefore been identified through the survey results and discussions with both Bolton College and BMBC:

- Vehicles stopping on double yellow lines to undertake pupil drop-offs / pick-ups;
- 2013 survey results show 58% of staff and students drive to the college by car. The 2013 survey shows that the number of staff/students that walk, cycle or use public transport to access the College has fallen since the 2011/12 survey, with an increase in the number of people travelling by car;
- The car remains the most appealing travel option for a number of staff and students, for reasons such as the ability to undertake linked trips e.g. shopping, a lack of public transport and services not fitting in with study times and the high cost of public transport;
- The main incentives that would encourage people to change their method of travel are cheaper public transport, better transport services, the opportunity to share petrol costs, bicycle purchase loans and showers to use at the College; and
- People are discouraged from a potential car sharing scheme due to not owning a car, not wanting to share with strangers, it being too restrictive, it not fitting in with study hours.

This Travel Plan will therefore identify a number of measures and associated targets in order to alleviate the above issues to some degree. It can be seen that promoting and encouraging access by sustainable modes (other than the private motor-car) will be a key element of this Travel Plan. The survey results will be analysed in further detail in the following section, with opportunities identified for promoting access by sustainable modes.

Summary of Objectives

This Travel Plan has the following overarching objectives:

- Reduce single car occupancy;
- Increase awareness amongst students and staff of the alternative travel options;
- Enhance the environmental sustainability and efficiency of business operations on site;
- Educate and raise awareness of current travel issues amongst site users regarding transport and the environment; and
- Encourage the use of public transport in conjunction with local transport providers.

A detailed review of targets, aimed at changing the nature of travel demand in line with the above overarching objectives, is located in **Section 6**.

The following chapter outlines the existing sustainable travel options which both staff and students could realistically choose when accessing the college.

4. STUDENT AND STAFF TRAVEL SURVEY ANALYSIS

Overview

This Travel Plan has been developed using data on how students and staff currently travel, why they travel that way, and how they would like to travel. This information has been obtained through the travel surveys, with key information summarised below.

The 2013 survey results show that 87% of respondents work/study at the Deane Road campus site. Therefore, this Travel Plan will work to encourage sustainable access for the vast majority of the Bolton College staff and students.

The survey data also shows that 51% of the 2013 surveyed staff/students reside in the Bolton area postcodes BL2, BL2, BL3, BL6 and BL7, the majority of which are located with a 5km cycle-distance of the college. 19% of respondents also reside within the BL1 postcode area, the majority of which is within a 2km walk from the college.

The following table shows usual mode of travel for both staff and students, presenting the 2011/12 and 2013 data:

Table 3: Student & Staff Usual Mode of Travel to College

Mode	2011/12	2013
Car Driver	35%	58%
Car Share/Lift	8%	4%
Bus	30%	21%
Train	6%	4%
Bicycle	0%	1%
Walk	16%	9%
Other	5%	3%

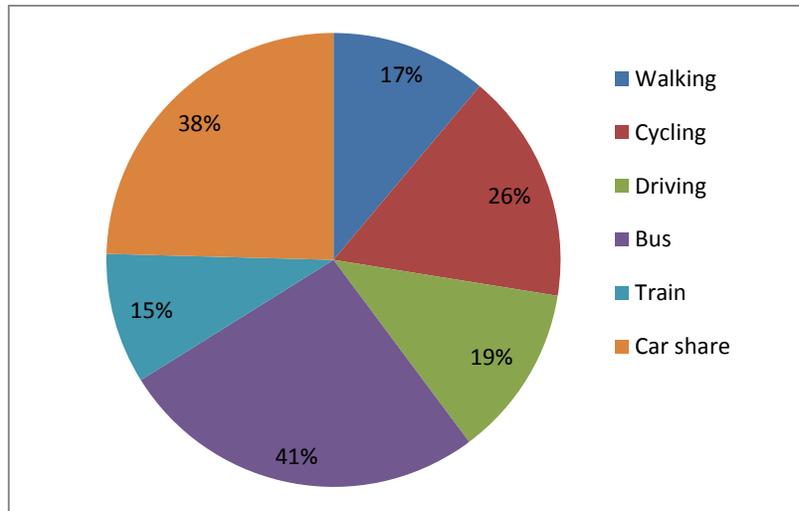
The above table shows that the proportion of staff/students travelling to the college by private car increased by 23% between 2011/12 and 2013. This has coincided with a 47% increase of car drivers parking at the nearby NCP multi-storey car park. In turn, access by foot, rail, bus and car-sharing all fell.

In line with this increase in travel by car, it should be noted that 41% of respondents believe that car-use is cheaper than public transport. Additionally, 22%/27% of respondents stated that a car is required due to a number of 'linked-trips' which may include a number of car trips during the college/working day.

Based on the above, it can be seen that there is an opportunity for this Travel Plan to discourage single-occupancy car trips, whilst promoting alternative sustainable modes.

The following pie-chart presents data from the 2013 survey, it shows that accessing the college by bus or car-share would be the most preferred alternative modes of travel:

Figure 6: Alternative Preferred Mode of Travel to College

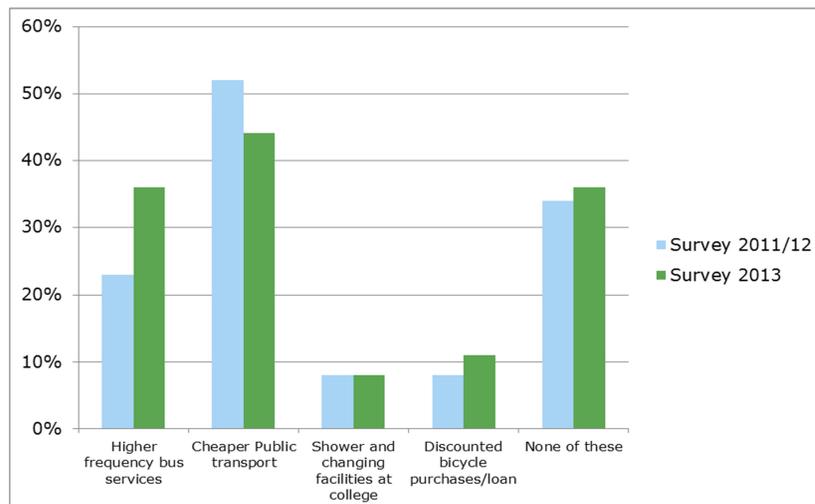


The 2013 travel survey data shows that 21% of students and staff would consider car-sharing, whilst 39% stated that they may consider car-sharing. This indicates that a large proportion (up to 60%) of students and staff may switch to car-sharing with the appropriate marketing and promotion, together with the availability of a dedicated car-share website database. As for the 25% who stated that they are likely to be discouraged from car-sharing due to it being 'too restrictive', the use of the car-share database will be able to match users who are likely to arrive and depart at over similar days, time periods and home locations.

In relation to public transport use, 54%/42% of the 2011/12 and 2013 survey respondents stated that cheaper public transport would encourage the use of alternative modes. However, the recent introduction of the 'Metro-shuttle' which provides free transport throughout the town centre and its facilities and interchange points may work to encourage the uptake of bus use. Similarly, marketing of bus and rail weekly/seasonal passes (including student discount tickets) available to both students and staff will be taken forward.

As shown in the following graph, a number of additional incentives would also encourage alternative modes such as car-sharing and access by bicycle:

Figure 7: Incentives to Encourage Access by Sustainable Modes



In relation to '*higher frequency bus service*', **Section 2** has demonstrated that the college is well served by bus throughout the morning, evening and afternoon periods. Such provision has also been strengthened by the recent introduction of the free 'Metro-shuttle'. It is clear that the advertising and display of bus service routes and frequencies would work to alleviate the majority of concerns regarding bus service provision.

Almost 10% of staff and students stated that shower and changing facilities would encourage cycling. All staff currently have access to changing and showering facilities on-site, and so further promotion of such facilities should be taken forward.

Also in relation to cycling, it can be seen that a discounted bicycle scheme is likely to encourage access by bicycle for some students and staff.

In support of the above, it has been revealed that a large proportion of staff and students reside within a 5km cycle distance of the college, based on the stated postcode areas.

Section 2 has shown that there are numerous cycle-routes and cycle infrastructure in the vicinity of the college which make cycling a realistic modal choice for all users of the site.

Summary

To summarise, the above section has outlined existing travel habits of both staff and students and identified the following existing issues and opportunities:

- Access by private car is the dominant mode of travel and such use has increased from the 2011/12 survey;
- Perception that private car-use is cheaper than public transport;
- Genuine opportunity for the uptake of car-sharing;
- Public transport facilities, services and frequencies require further promotion and publication;
- Promotion of existing showering/changing facilities for staff;
- Consideration of new showering/changing facilities for students;
- Discounted bicycle scheme likely to encourage cycling; and
- Large proportion of staff/students reside within the acceptable walking and cycling distances from the Deane Road campus.

In turn, this section has helped to identify the aims and objectives of the Travel Plan, as discussed in the following section.

5. AIMS AND OBJECTIVES

Overview

The overarching aims and objectives of this Travel Plan are described within **Section 3**. The fundamental aim of the document is:

"Encouraging a switch in modal choice away from the private motor-car, with the promotion of alternative sustainable modes when travelling to/from the site for both students and staff."

However, based on a number of identified issues and analysis of the Travel Plan survey data, more specific aims and objectives have been established and are presented below:

1. Educate and raise awareness of the alternative travel options to/from the site through marketing, promotion and initiatives;
2. Reduce the proportion of single-occupancy car trips year-on-year for the next five-year period;
3. Discourage on-street drop-off on double-yellow markings at Deane Road;
4. Increase the proportion of car-sharing, walking, cycling and use of public transport year-on-year for the next five-year period; and
5. Reduce the average cost of travel to/from the site for both staff and students through the promotion and uptake of access by sustainable modes.

Following discussions between Bolton College, BMBC and the TfGM 'Travel Choices' team, a package of anticipated measures and targets has been put together in order to provide a methodology for reaching the identified aims and objectives. Such measures and targets are discussed within the following sections of this Travel Plan.

Wider Benefits

Although the Travel Plan will work to meet the above aims and objectives, the associated benefits to individuals, organisations, local environment and community should be recognised, including:

- Cost savings, with individuals choosing the cheapest and most efficient travel mode for their journey;
- Proven health benefits to individuals who regularly choose to cycle or walk;
- Increased productivity generated by a healthier and more motivated student population and workforce;
- Cost savings via reduced congestion on and around the site;
- Enhancing environmental performance of the college by building reputations for commitment to sustainable green solutions;
- Improved air quality, less noise and pollutants; and
- Reducing the development's local transport impact in the community.

6. TRAVEL PLAN TARGETS

SMART Target Setting

The principle of Target Setting in this Travel Plan is to achieve the effect of 'no-net detriment' to trips to and from the site – this being defined as no net increase in travel time or risk of accident or environmental impact as a result of implementing the Travel Plan targets and measures. For example, walking to the college, instead of a short car journey may well increase commuting time to work, but would have quality benefits in improving the health and wellbeing of the people who make the trip and the local environment. The personal benefit would be the reduction in travel costs and some health benefits.

For Bolton College, this will mean facilitating access to and from the site by publicising and promoting a range of alternative transport modes, which will reduce the level of single-occupancy car trips, and create an environment where travel to the college will be easier, safer and more accessible to all users.

Modal Share Targets (MSTs) are built around the premise that an overall reduction in the number of single occupancy car trips is a key target, alongside ensuring that the site is accessible by alternative modes to the private car. To achieve this shift in single-car occupancy, the Travel Plan includes a series of initiatives related to:

- Car sharing;
- Promoting public transport use;
- Encouraging and providing for walking and cycling; and
- Marketing, promotion and publicity of the Travel plan and related initiatives.

The targets outlined in this Travel Plan are based on existing travel patterns ascertained from the 2011/12 and 2013 travel surveys, together with analysing local census information. It is important that the MSTs put forward are **Specific, Measurable, Achievable, Realistic and Timed (SMART)**.

Changing the Nature of Demand

Achieving a reduction in car use is a fundamental objective for the Bolton College Travel Plan. DfT reviews such as '*Smarter Choices – Changing the Way We Travel*' (2004), conclude that a range of potential and demonstrable reductions in car use exists, however, caution is urged in producing fixed targets regarding potential for reduction. The DfT concludes that with intensive application of both soft and hard measures, potential for a 15% to 20% reduction exists in the short term but the DfT also accepts that figures higher than this are not possible without support via national policy such as congestion charging, toll roads and car park charges. It must be noted that this information and research relates mainly to employment sites.

The key target will be to achieve a specific percentage reduction in single car occupancy over a defined period. There will therefore be linked targets relating to increased walking, cycling and public transport.

Modal Share Targets

The following table presents ONS Census 'Travel to Work' data, together with a summary of the college survey travel to college data:

Table 4 – Census & Travel Survey Modal Share

Method of Travel to Work (ONS Census 2011)	Bolton	North West	England	2011/12 BC Survey	2013 BC Survey
Bicycle	1%	2%	2%	0%	1%
On Foot	10%	11%	11%	16%	9%
Train/Metro	4%	4%	9%	6%	4%
Bus, Minibus or Coach	7%	8%	7%	30%	21%
Driving a Car or Van	66%	63%	57%	35%	58%
Passenger in a Car or Van	7%	6%	5%	8%	4%
Other Method of Travel to Work/ Work from home	5%	6%	9%	5%	3%

It should be noted that the presented Census data only relates to work trips, and not travel to school/college. However, the data can be used as a basis of comparison.

As previously discussed, the 2011/12 and 2013 college travel surveys showed a general increase in access to the site by car, together with an associated decrease in access by alternative sustainable modes between the two survey periods. The 2011/12 survey data compares favourably against the local, regional and national Census data, particularly in relation to access by bus.

It can be seen that access to the college by car (single-occupancy) is lower than the Bolton and North West averages, and is broadly in-line with the national average. However, when focusing on the 2011/12 survey data, there is a realistic opportunity to discourage single-occupancy car trips, with the possibility of bringing down this modal share to the 2011/12 31% level, whilst encouraging car-sharing, walking, cycling and public transport.

The following aspirational MSTs have been generated based on a review of the above data, and are to be applied to both staff and student travel to the site:

Table 5 – Bolton College Modal Share Targets

Mode	Existing (2013)	1 year after	2 years after	3 years after	4 years after	After 5 years
Bicycle	1%	2%	3%	4%	5%	5%
On Foot	9%	11%	13%	15%	16%	16%
Train/Metro	4%	4%	5%	5%	6%	6%
Bus, Minibus or Coach	21%	23%	25%	27%	29%	30%
Driving (single occupancy)	58%	53%	48%	43%	38%	35%
Passenger/car-share	4%	5%	6%	7%	8%	8%

The majority of the above targets are in line with the 2011/12 survey modal share statistics which were shown to be of a favourable level. However, due to the central location of the college, surrounding cycle infrastructure and nearby residential areas, the bicycle modal share has been derived in excess of 2011/12 survey and census data.

The targets presented have been based on a year-by-year basis and are transparent and are easy to understand by the Travel Plan Co-ordinator and all other persons/teams involved with the continuous progression and monitoring of the College Travel Plan.

It should be noted that the above MSTs will be reviewed and adjusted on an annual basis in line with the monitoring process, whereby focus may be made towards specific areas of sustainable travel which are found to be most effective.

7. TRAVEL PLAN MEASURES

Overview

The Travel Plan measures and initiatives put forward have been developed specifically for the Bolton College Deane Road campus, focusing on the overarching and specific objectives as identified. Such measures have been identified by the college, and are felt to be realistic mechanisms for promoting and encouraging access to the site by sustainable modes.

Annual Travel Survey

As demonstrated within this report, two staff and student travel surveys have been undertaken since the opening of the Deane Road campus. Bolton College will ensure that such surveys continue over the next five-year period in order to identify existing issues and opportunities in line with the five-year Travel Plan process.

The surveys will be broadly based on the content of previous surveys, however, it should be noted that the survey pro-forma will be reviewed annually in order to identify any 'gaps' or focus on specific areas in more details. The content will be agreed by all parties involved in the college's Travel Plan process, including BMBC Travel Plan Officer.

Measures to promote and facilitate walking

Walking is an excellent way to keep fit and is free, and is best suited to journeys of less than two kilometres. The staff travel survey revealed that a large proportion of staff/students reside within a 2km walk of the college, and the opportunity to increase walking modal share is reflected in the 2011/12 survey data.

Walking will be encouraged as part of a longer journey such as to/from public transport connections. To encourage staff and students to make walking their mode choice for their journey to work, the following measures will be taken forward:

- Dissemination of Travel Information Packs (TIPs) to all staff/students, giving details of walking routes, routes to local public transport facilities and links to travel information websites such as walkit.com;
- Raising awareness of the health and benefits of walking through promotional material;
- Organisation of 'Walk to College' days aimed towards both staff and students; and
- Promoting the use of existing changing/showering facilities.

Measures to promote and facilitate cycling

Cycling is an increasingly important element in transportation strategies. The benefits of cycling are recognised in terms of flexibility, low cost, health improvement, environmental benefits and more specifically a reduction in car borne journeys.

The staff travel survey revealed that a large proportion of staff/students reside within a 5km cycle distance of the college, and the existing bicycle infrastructure surrounding the site should also work to increase cycling from the 2013 low modal share of 1%. To encourage staff and students to make cycling their mode choice for their journey to work, the following measures will be taken forward:

- Dissemination of Travel Information Packs (TIPs) to all staff/students, giving details of cycling routes, on-site cycle parking facilities and links to travel information websites such as cycleGM.org;

- Raising awareness of the health and benefits of walking through promotional material;
- Organisation of 'Cycle to College' days aimed towards both staff and students;
- Promoting the use of existing changing/showering facilities; and
- Events promoting cycling with attendance from local cycle bodies/shops/organisations.

Measures to promote and facilitate public transport use

Opportunities to access to the college by bus and train are present due to the proximity of local bus stops, bus station and rail station which has been reflected in the 2011/12 survey data. To encourage staff and students to make access by bus or train their mode choice for their journey to work, the following measures will be taken forward:

- Dissemination of Travel Information Packs (TIPs) to all staff/students, giving details of surrounding public transport provision and concessionary ticketing/season tickets;
- Links to the TfGM 'Journey Planning' tool and local transport operators directly from the College website and intranet;
- Promote use of public transport as a linked trip within forthcoming 'Walk to College' and 'Cycle to College' days; and
- Events whereby local transport operators attend to promote use of bus/rail.

Managing and reducing car use

It is likely that measures put forward to promote access by foot, bicycle and public transport will work to reduce the number of car trips associated with the college. However, car sharing, although not a wholly sustainable mode of travel, is certainly an improvement over single occupancy car travel. Based on the review of survey data, it is clear that there is a realistic opportunity to encourage the uptake of car sharing, which would be achieved with the right level of tools, promotion and support.

The primary barrier to car sharing is in the initial search for someone suitable to share with (in terms of number of potential sharers and then trip synchronisation). These factors are likely to be a daunting thought for people who are heavily reliant on the car, and have been so for a long period of time.

As stated, Bolton College have recently signed-up to the TfGM 'Travel Choices' Network, which will offer staff and students will have access to 'CarShareGM'- a local car sharing database facility. Access to the facility is free and is easy to use, and matches up users based on location and time preferences amongst other preferences and requirements. The 'CarShareGM' facility will be one of the many resources offered by the TfGM 'Travel Choices for Business' Network, which will also work to promote access by sustainable modes.

Both students and staff will be made aware of local safety and congestion issues associated with dropping-off taking place on double-yellow road markings in the vicinity of the site. Information in relation to the designated drop-off area currently located along Stanley Street will be provided, with the promotion of the use of this facility.

TfGM – Travel Choices

The TfGM 'Travel Choices for Business' Network, offers free advice, resources and promotional materials in order to encourage sustainable commuting, business travel and operations. Such support can also be applied to students as well as staff, examples of which are summarised below:

- Personal travel planning;

- Access to sustainable travel grants (for solutions such as public transport 'taster tickets', bus service funding and staff pool-cars);
- Free bicycle maintenance workshops and training;
- Access to bike loans and equipment; and
- Sustainable travel guides and promotional material.

Following on from the implementation of this Travel Plan, liaison will take place between Bolton College and the Travel Choices expert travel advisors to discuss possible techniques and events which can be taken forward to meet the aims and objectives outlined in this Travel Plan.

Marketing strategy

Dissemination of Travel Information

The first step is to ensure that good quality information is readily available and well disseminated and this will be administered by the Travel Plan Co-ordinator. Information will be provided by a variety of means, including;

- Notice boards;
- Promotional initiatives;
- Staff/student induction packs (incorporating TIPs). This will include new students/staff, and existing students/staff transferring from other campus sites to Deane Road; and
- College intranet.

Awareness Campaign

Awareness will be a key part of the Travel plan and will principally be aimed at staff travelling to the site. Staff and students will be made aware of:

- Launch of the college travel Plan, together with associated issues and overview of targets;
- Performance/achievements of the Travel Plan;
- Available incentives;
- Benefits of sustainable travel;
- Contact details of the Travel Plan Co-ordinator, Steering Group and User Groups; and
- Where they can voice their opinion about the Travel Plan – good or bad.

Assistance in relation to marketing of the Travel Plan will be provided by the TfGM 'Travel Choices' team, whereby additional activities, tools and materials may be provided in line with the college requirements.

8. MONITORING AND REVIEW

The key tool for monitoring the Travel Plan will be a regular travel survey programme, which has, to this date, included two travel user surveys aimed at both students and staff. The Travel Plan will be monitored and reviewed annually for the first three years, and after this time, will be reviewed every two years.

The Travel Plan Co-ordinator and Travel Plan Steering Group will review the content of the travel survey each time before being conducted. However, it is important to keep the basic structure and content of the survey so that continuity in results can be achieved to allow effective year-on-year review of progress towards targets.

The Travel Plan will require an annual programme of monitoring and review, to ensure that:

- Measures are actioned;
- The Travel Plan is making progress;
- Problems regarding the implementation of measures are resolved; and
- Targets and measures are amended to reflect the progress of the Travel Plan.

Figure 8: Monitor and Review Process



Provision should be made in the Travel Plan for future changes to be implemented in light of:

- Changing good practice in the development and application of Travel Plan measures;
- Policy requirements of the BMBC Travel Plan Officer and agreed Travel Plan targets; and
- Changing site operation influencing the pattern, mode and trip frequency of modal share to/from the college.

Updates made to the Travel Plan, together with alterations to any objectives, measures and targets will be agreed with BMBC Travel Plan Officer prior to being taken forward.

9. THE ACTION PLAN

Priority 1: Travel Plan Co-ordinator

KEY AREA	SCOPE OF ACTIVITY	PROPOSED ACTIONS	TIMESCALES/COMPLETED	OWNER/RESPONSIBILITY
Travel Plan Co-ordinator	The appointment of a Travel Plan Co-ordinator	To oversee the development and implementation of the Travel Plan.	√	DoE
	Setting up a Travel Plan Steering Group	To support the Travel Plan Co-ordinator. To encourage students and staff to take forward the measures identified in the Travel Plan.	Jan 14	TPC
	Setting up a Travel Plan User Group	Bicycle/pedestrian/car share/public transport user group representatives to have a key voice in the travel plan evolution process.	Feb 14	TPC/TPSG
	Join TfGM Travel Choices Network	Sign up to Travel Choices network to plan and promote sustainable access options, and gain access to free support/resources.	Dec 14	TPC/TPSG

Priority 2: Travel Survey

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KEY AREA	SCOPE OF ACTIVITY	PROPOSED ACTIONS	TIMESCALES	OWNER/RESPONSIBILITY
Travel Survey	<p>A full site annual Travel Survey of staff students and visitors within six-months of full occupation of the development.</p> <p>The survey identifies the travel patterns to and from the site for staff, and students. The Travel Survey will review and reassess the travel patterns for the site on an annual basis</p>	<p>Review the content of the Travel Survey</p> <p>Staff and students encouraged to complete Bolton College Travel Survey which is available to all via Moodle to enable a year-on-year review of progress towards targets.</p> <p>Appropriate strategies and initiatives can be reviewed and further developed, and taken forward in the subsequent (updated) Travel Plan.</p>	<p>Annually</p> <p>June/July</p>	<p>TPC/TPSG/TPUG/TfGM/TPO</p>

¹ TPC - Travel Plan Co-ordinator; TPSG - Travel Plan Steering Group; TPUG - Travel Plan User Group; TfGM – Transport for Greater Manchester (Travel Choices Network); TPO - Travel Plan Officer (BCC)

Priority 3: Promoting Sustainable Transport

KEY AREA	SCOPE OF ACTIVITY	PROPOSED ACTIONS	TIMESCALES	OWNER/ RESPONSIBILITY
Car Share Club Scheme	Encourage car sharing	Promote a Bolton College Car Sharing Scheme via Travel Choices Network online dedicated facility	Jan/Feb 14	TPC/TPSG/TPUG/TfGM
Promoting use of public transport travel	Encourage the use of public transport	Travel Plan Launch Day		
		Provision of service and timetable information via intranet, website, notice boards & Travel Information Packs.		
		Further promotional support/incentives from TfGM Travel Choices Network		
Promoting walking and cycling	Encourage access to the college by foot/bicycle	Travel Plan Launch Day		
		Provision of cycle route information via intranet, website, notice boards & Travel Information Packs		
		Organise 'Cycle to College' and 'Walk to College' promotional events		
		Further promotional support/incentives from TfGM Travel Choices Network		

Priority 4: Travel Plan Marketing and Promotion

KEY AREA	SCOPE OF ACTIVITY	PROPOSED ACTIONS	TIMESCALES	OWNER/ RESPONSIBILITY
Marketing and Promotion	Travel Plan Launch Day/Week	Development and launch all Travel Plan alongside promotional events as detailed below.	Jan/Feb 14	TPC/TPSG/TPUG/ TfGM
	Organise activities and promotional events with TfGM Travel Choices Network	<ul style="list-style-type: none"> • Car sharing database facility • Cycle to College Day/Week • Walk to College Day/Week 		
	Increase awareness amongst students and staff of the alternative travel options	Advertising the Travel Plan using a slogan and logo on publicity and correspondence displayed on notice boards/intranet/website		
	Publicise the Travel Plan and provide Public Transport, walking and cycling information	Use of college intranet, screens, College Website to publicise and provide information		
		Regular Travel Plan newsletters (potentially via email and college publications)		

Priority 5: Reduced Congestion On and Around the Site

KEY AREA	SCOPE OF ACTIVITY	PROPOSED ACTIONS	TIMESCALES	OWNER
Reduce congestion on and around the site the Deane Road Site	Discourage car/taxi/mini buses from dropping off at the front of the building (on-highway)	Publicise and promote specific drop off area to the rear of the College	Jan/Feb 14	TPC/TPSG/TPUG/TfGM
	Improved air quality, less noise and pollutants	Reduce single-occupancy car trips by encouraging and promoting access by sustainable modes		
	Reducing the development's local transport impact in the community			

Priority 6: Conducting, Monitoring and Reviewing the Travel Plan

KEY AREA	SCOPE OF ACTIVITY	PROPOSED ACTIONS	TIMESCALES	OWNER/ RESPONSIBILITY
Travel Plan Review	The Full Site Travel Plan will be monitored and reviewed annually for the first three years. After the first 3 years, the Travel Plan will be reviewed every two years.	<p>Ensure the Travel Plan is making progress and measures are implemented</p> <p>Targets and measures are amended to reflect the progress of the Travel Plan.</p> <p>Problems regarding the implementation of measures are resolved</p>	Annually Sept/Oct	TPC/TPSG/TPO

