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Project: Rivington Chase; The Former Horwich Loco Works
Proposed Mixed Use Development
Horwich, Bolton

Client: Horwich Vision Limited

Document: Travel Plan Framework



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1 Introduction

Background

- 1.1 CBO Transport has been commissioned by Horwich Vision Limited (HVL) to advise on highway and transportation matters associated with the redevelopment of the Horwich Loco Works site in Horwich, Bolton. The site is now being brought forward under the name of Rivington Chase. The location of the site is shown in **Figure 1.1**.
- 1.2 The site is an allocation in Bolton Metropolitan Borough Council's (BMBC) Core Strategy and there is an SPD covering the site. CBO professionals have been involved with the planning of the site in a highway and transport context throughout this process and were involved in the preparation of the evidence base which supported the site for the Core Strategy and the more detailed work associated with the SPD.
- 1.3 This Travel Plan Framework represents a culmination of this work and is submitted with the planning application for the scheme. A Transport Assessment has also been prepared and submitted with the application.
- 1.4 Given current guidance, it is considered appropriate to incorporate a Travel Plan within the package of documents to be submitted as part of the planning application. However, given that a 'full' detailed Travel Plan cannot be completed until such time as the site is occupied and operational, this Travel Plan is a more high level Travel Plan framework which can be used as the basis for a full Travel Plan at the appropriate time. It is however referred to as a Travel Plan from here on in this Report.
- 1.5 The Travel Plan is aimed at staff working at the employment uses proposed for the site, including the commercial elements that make up the Heritage Core. It considers how these site users travel to the site for work but the inherent accessibility of the site along with the measures being implemented to enhance it will of course benefit residents as well as staff.

Introduction to the Travel Plan

- 1.6 In conjunction with Transport Assessments, Travel Plans produced at the planning application stage can play a key role in shaping travel choice at proposed developments, managing future travel demand and reducing the reliance on the private car. As eluded to above, it is clearly not possible to derive specific and detailed measures and objectives relating to the day to day operation of the site at this early stage of its delivery given the variety of unknowns. However, it is possible to identify overarching objectives and targets to be met to ensure appropriate early action is taken and that both the developer and future occupiers have an understanding of the direction the full and detailed Travel Plan needs to take in the future.
- 1.7 The purpose therefore of this document is to provide the framework for a full Travel Plan to be produced as the development evolves, identifying a package of measures and initiatives tailored to the requirements of the site with the aim of promoting more sustainable travel choice and reducing reliance on the private car. It is intended to be a dynamic document which will be continuously monitored and reviewed throughout the developments life.

Corporate Commitment

- 1.8 Crucial for the success of a Travel plan is the commitment of the site occupiers to the concept of implementing and operating them and their experience in doing so.
- 1.9 As already identified the Rivington Chase proposals being promoted by Horwich Vision. Horwich Vision is a joint venture between Bluemantle and Orbit, with Orbit being part of the Emerson Group which includes Emerson Management Services. Emerson Management Services has been operating travel plans for many years at many of their sites. As a result, it is highly likely that Emerson Management Services would undertake the TPC role at Rivington Chase and, as a result, Horwich Vision will be corporately committed to the process and achieving successful outcomes from it. They appreciate at a corporate level how influencing the way site occupier's travel to the site and encouraging the use of sustainable modes of transport fits with their wider environmental commitment. The co-ordination with Middlebrook would enhance the effectiveness of the Plan.

Structure of the Report

- 1.10 In light of the above, this Travel Plan has been produced in 8 sections including this introduction.
- 1.11 Section 2 considers the policy and guidance background to the Travel Plan and their wider benefits, whilst Section 3 looks at the development proposals and site accessibility.
- 1.12 Section 4 looks at the Travel Plan objectives and targets, whilst Section 5 outlines measures that can be implemented to support the Travel Plan. Section 6 then identifies how the travel behaviour of site occupiers will be measured to monitor the effectiveness of the Travel Plan.
- 1.13 Section 7 sets out a delivery and marketing strategy for the Travel Plan, with Section 8 outlining a potential Action Plan for its implementation.

2 Policy and Wider Benefits of Travel Plans

Transport Policy

- 2.1 The focus of land use planning policy is to deliver sustainable development which supports the need for economic growth. Over the past few years the emphasis has shifted towards the economic driver although this is not at the expense of sustainable development.
- 2.2 In transport terms this translates itself into policy seeking to encourage development in locations which are readily accessible by a range of transport modes and not overly reliant on the private car. This message is repeated through local and national policy and is a continued theme in the Government's National Planning Policy Framework [NPPF].
- 2.3 In this context Travel Plans are a recognised tool to influence the way people travel and increase the use of sustainable transport modes. Their implementation as part of major developments is recognised and encouraged throughout policy.

National Guidance

- 2.4 The Department for Transport [DfT] has produced a number of documents providing guidance on Travel Plans, including "Good Practice Guidelines: Delivering Travel Plans through the Planning Process" (April 2009).
- 2.5 These guidelines include a Travel Plan pyramid, which sets out five key tiers to a successful Travel Plan. This Pyramid is reproduced and discussed below.



- 2.6 Considering the above tiers, the first tier considers site location.
- 2.7 The second tier effectively relates to the physical measures that can be delivered as part of the development to help influence travel behaviour. As set out in the guidance, this can include "designing and laying out of the site to be pedestrian, cycle and public transport friendly" and should ensure that consideration is given "to the way the new development connects with the rest of the local walking, cycling and public transport networks".
- 2.8 The third tier puts in place the Travel Plan Co-ordinator. This involves the identification of a suitable person to lead the Travel Plan process and "co-ordinate the ongoing development and management of the plan".

- 2.9 The fourth tier then goes on to consider *"the services and facilities to be delivered as part of the travel plan to help meet transport needs as appropriate"* and primarily relates to the 'soft' travel planning measures.
- 2.10 The fifth and final tier looks at *"awareness raising, marketing and information"* and is designed to *"ensure that people know about the services and facilities provided through the travel plan and encourage more sustainable travel"*.

Benefits of Travel Plans

- 2.11 Travel Plans provide benefits across a wide community from the individual level through to national commitments to control carbon emissions. For individuals some of the benefits are:
- Improved health - walking and cycling to a destination can bring about a number of health benefits, for instance half an hour of cycling or walking a day can reduce the risk of heart disease;
 - Cost benefits – the cost of fuel is becoming a significant issue for many. The Travel Plan information can highlight this in comparison with walking or cycling. Cost benefits can also be gained by car-sharers;
 - Time Savings - short journeys, particularly at peak times can often be quicker cycling or walking;
 - Convenience - more choice of transport can make travelling to and from work more convenient - for instance a walking buddy scheme may help those travelling home late at night;
 - Social benefits - the increased opportunity to travel with other employees and staff members, for instance by car sharing is likely to improve the social environment of a development such as this;
 - Improved lifestyle - the awareness that travel choice has an impact on the local and global environment can enable people to appreciate their surroundings and contribute to its protection.
- 2.12 Travel Plans can also have benefits for the employment and commercial uses proposed, including:
- Reduced sickness - as staff walk and cycle more, there will be improved health and reduced absenteeism;
 - Community recognition - knowledge that an employer / commercial operator is environmentally and socially aware will spread via staff and customers, and through promotion of a Travel Plan;
 - Reduced traffic - less trips by car and a reduction in the number of single-occupancy trips will lessen traffic levels, particularly at peak times;
 - Improved recruitment and staff retention - making an employment / commercial destination more accessible by non-car modes increases the potential for more people to be able to work at them, regardless of whether or not they have access to a car, and helps promote social inclusion. It also reduces the likelihood that people will leave employment due to experiencing travel difficulties.

3 Site Proposals and Accessibility

Site Description

- 3.1 The site is located between Horwich town centre and Middlebrook. These two areas are currently linked by a line of development along Chorley New Road. The site will effectively fill in the gap behind Chorley New Road and provide will provide a much improved linkage between Horwich and Middlebrook.
- 3.2 The site also extends northwest into Blackrod and again will provide improved linkages between Blackrod and particularly Middlebrook.

Basis of Masterplan and Access Strategy

- 3.3 This site is allocated as a strategic site in BMBC's Core Strategy and is the subject of an adopted SPD. The site is key to delivering the aims and objectives of the Core Strategy including the supply of housing and employment land in Bolton over the plan period. In transport terms policies M1 and M2 of the Core Strategy and the SPD set the context for the planning application.
- 3.4 The site is well located to the strategic primary distributor road network. The A635 Chorley New Road runs immediately to the north of the site. Chorley New Road links Horwich to Bolton to the east and Chorley to the northwest. The A6027 De Havilland Way runs to the south east of the site and links Chorley New Road with the strategic road network at M61 junction 6 and to the A6. The A6 Blackrod Bypass runs close to the south western portion of the site.
- 3.5 The strategic approach to accessing the Loco Works site has been to provide a series of accesses which link to the primary distributor roads in the area and use these roads for the purpose that they currently serve to distribute traffic across the wider area.
- 3.6 Consideration has been given to providing a link through the site for through traffic as a way of reducing traffic flows on the surrounding primary roads. This has been discounted because of the extent of the site which would be sterilised if a road of this nature were provided and the impact it would have on the heritage core. Technical analysis has also shown it would not be possible to provide junctions of sufficient capacity at the site accesses or on key approaches to the primary road network to accommodate significantly higher flows of traffic than that which would be generated internally on the site.
- 3.7 In this context the driving factor to road corridor design within the site is to serve the site itself and not to accommodate through traffic. Manual for Streets (MfS) is therefore the starting point for design considerations not the Design Manual for Roads and Bridges. BMBC's own design guidance is out of date in this context although the Council's adopted SDP document "Accessibility, Transport and Road Safety" acknowledges the importance of the MfS approach in future highway provision within the Borough.
- 3.8 Other strategic access and transport considerations to the design and layout of the site have been:
 - Horwich Parkway and Blackrod Railway stations;
 - Bus provision at Middlebrook and on Chorley New Road;
 - Employment, services, retail and leisure in Horwich town centre;
 - Employment, services, retail and leisure in Middlebrook.
- 3.9 The access strategy to the site was developed from the strategic principles discussed above and follows closely that determined for the more high level work which informed the Core Strategy and SPD. This section of the Travel Plan should be read in conjunction with the Access and Movement Parameters Plan included in **Appendix A**.

- 3.10 There will be five private vehicular access points into the site as referenced below.
- New access to Aspinall Way at Middlebrook;
 - Armstrong access to Chorley New Road;
 - Mansell Way, which would extend the existing alignment of Mansell Way from Middlebrook into the Loco Works site;
 - Rivington House Access (Existing Loco Works Industrial Estate access to Chorley New Road);
 - New access to Crown Lane – priority junction (referred to in the Design and Access Statement as the North West access.
- 3.11 The first four access locations were directly specified in the Core Strategy and in the SPD. The potential of an access to the B5238 Station Road / Crown Lane corridor was recognised in the Core Strategy and refined in the SPD, although it was as a secondary access and a route for buses.
- 3.12 The technical work undertaken since publication of the Core Strategy has confirmed that an access to the B5238 Station Road / Crown Lane corridor is important for the wider regeneration of the site and this is reflected in the Masterplan and access and movement drawings which will form the basis of the imminent planning application for the development of the whole site.
- 3.13 In contrast however to Chorley New Road and Aspinall Way, while the Station Road / Crown Lane corridor forms an important linkage for local traffic and is a bus route it is of a lower capacity and more sensitive to additional traffic flow. It is only defined as a district distributor road in BMBC's highway network, not part of the primary distributor network. The access is complimentary to the main accesses to Chorley New Road and Aspinall Way.
- 3.14 The primary function of the two accesses to Chorley New Road and the Crown Lane access will be to serve light vehicles associated with residential development and the Heritage Core with some use by buses.
- 3.15 The access to Aspinall Way would also serve the employment land and as such its use by heavy goods vehicles has also been a consideration in its design. This access may be used to serve the existing industrial operations on the Loco Works site during early phases of development and in this context its use by heavy goods vehicles would be significant, although only for a relatively limited period of time. Further information on phasing is provided below.
- 3.16 Access and linkages for pedestrians and cyclists has been equally important in the development of the Masterplan. The site would be made as permeable as possible for movement by walking and cycling. Key destination where it is envisaged these will be import modes of transport are internal destinations such as the heritage core, employment, Red Moss, local schools, Horwich town centre, Middlebrook, Parklands and the two railway stations.
- 3.17 In line with MfS the movement corridors within the site would be designed to accommodate vehicles, cyclists and pedestrians with as little segregation as possible. There will therefore be a hierarchy of streets within the site, further details of which are provided in the Design and Access Statement.
- 3.18 On the main movement corridors there will the traditional segregation between vehicles and pedestrians through the provision of footways but these streets would accommodate cycling within the carriageway. Road widths on these corridors would typically be between 6.0m and 6.4m. As a general principle residential development along these corridors would have frontage access. MfS supports this approach. The exception to this is the Aspinall Way access which will be 7.3m wide as it serves the employment areas and a wider shared footway / cycleway would be provided.
- 3.19 In terms of carriageway width, Figure 7.1 of MfS shows that at a carriageway width of 5.9m can accommodate a two way flow of large vehicles. On the main movement corridors within the site the carriageway widths proposed will therefore clearly accommodate large vehicles, albeit at a reduced width from a typical "road" width of 7.3m.
- 3.20 In term of cycling sections 6.4 of MfS provides guidance and is based on accommodating cyclists on the carriageway rather than on adjacent cycle tracks.

- 3.21 In terms of frontage access section 7.9 of MfS recommends that frontage access is provided on roads that carry at least 10,000 vehicles per day (vpd). This compares with previous thinking where flows of as little as 3,000vpd were thought to be the maximum for frontage access. It is highly unlikely that any of the internal roads in the site would carry flows in excess of 10,000vpd.
- 3.22 There would also be a number of dedicated walking and cycling routes as shown on the Cass Access and Movement Plan. There is the opportunity to provide a traffic free route to the town centre utilising an existing bridge under Chorley New Road although the land required for this is outside the developers control.
- 3.23 These principles of access have been used, along with many other technical considerations, to define the indicative Masterplan which in turn has been used to set the levels of development content used as the basis for this TA. The development content is out below.

Development Content

- 3.24 The proposed development is for a mix of uses but predominately residential and employment. The CASS illustrative land use Masterplan for the site is included in **Appendix A**.
- 3.25 The Masterplan shows areas for residential development which would accommodate up to 1,700 homes. The area zoned for employment development is shown to the south of the site adjacent to Middlebrook. This area of land could accommodate up to 17,520m² of B1, B2 or D1 floorspace. The majority is likely to be B1(a) and B1(b) with around 10% B1(c) and B2 industrial. Any D1 floorspace would be limited to a maximum of 2,700m² and likely uses are private medical / health services and a children's nursery.
- 3.26 The area towards the middle of the site is zoned as the Heritage Core. This is the area of the retained Loco Works buildings. The area of the retained buildings excluding Rivington House is some 17,705m². It is very difficult to identify commercially viable uses for this part of the site but for the purposes of this TA and the Environmental Statement (ES) the following breakdown has been assumed:
- Retail (A1) – 2,500m²;
 - Hotel (C1) – 100 beds;
 - Assembly and leisure (D2) – 2,500m²;
 - Financial and professional services (A2) – 2,500m²;
 - Food and Drink (A3,A4 and A5) – 2,500m²;
 - Higher education (D1) – 1,000m²;
 - Health centre (D1) – 750m²;
 - Community centre (D1) – 500m²;
 - Craft Workshops (Sui generis / B1) – 800m²;
 - Markets (Sui generis) – 1,000m².
- 3.27 It should be noted that these areas represent maximum values and it is unlikely that this level of development within the heritage core is likely to be commercially viable.

Proposed Accesses

- 3.28 The planning application for the site as a whole is in outline but detailed permission is being sought for the five access points. These are summarised in the bullet points below.
- **Aspinall Way Access:** a new traffic signal junction to Aspinall Way in Middlebrook. Detailed planning permission is also being sought for the access road into the site from this access. This would be provided with a 7.3m wide carriageway, 3m shared cycle and footway on the northwest side and a 2m footway on the southeast side.

- **Armstrongs Access:** a priority controlled junction with Chorley New Road effectively in the same location as the existing access serving the Armstrong's site. The access would include a 6.4m wide carriageway and two 2m wide footways.
- **Mansell Way Access:** the existing alignment of Mansell Way would be extended from Middlebrook into the Rivington Chase site. The access would be for pedestrians, cyclists and buses and as such the proposed access includes a new footway on the north eastern side of the existing section of Mansell Way and a potential bus gate.
- **Rivington House Access:** a priority controlled junction with Chorley New Road in the same location as the existing access serving the Loco Works site. The access would include a 6m wide carriageway and two 2m wide footways.
- **Crown Lane Access:** a new priority controlled junction with the B5238 Crown Lane on land immediately to the northeast of the M61. The access would include a 6.4m wide carriageway and two 2m wide footways.

Accessibility Overview

- 3.29 The principles defined in the Core Strategy work emphasised the potential to make Rivington Chase an accessible and well linked site for all modes of transport. While the detail (bus times, train times etc) may have changed the fundamentals remain the same and are summarised below.
- Proximity of Horwich Parkway and Blackrod railways stations at which there are frequent services to Greater Manchester and Lancashire. These services are likely to improve over the development period as the line is electrified;
 - Quality Bus Corridor along Chorley New Road and buses directly serving Middlebrook;
 - Contribution to public transport available due to scale of development;
 - Road network to accommodate local bus services;
 - Network of walking and cycling routes within the site to complement existing external linkages;
 - Local centre within the Heritage Core;
 - Extensive range of employment, retail, education, leisure and health services in Horwich and Middlebrook.
- 3.30 Set out in the remainder of this section of the report are summary descriptions of facilities for pedestrians, cyclists and public transport services.

Pedestrians

- 3.31 Existing facilities for pedestrians are shown in **Figure 3.1**. Rivington Chase is in an urban area and therefore the majority of provision for pedestrians is provided by footways running alongside roads. This provides a dense network of routes for pedestrians linking the site to all the local facilities identified above.
- 3.32 There are a number of signal controlled pedestrian crossings on Chorley New Road including pedestrian facilities at the Winter Heys Lane / Mason Street junction linking to the town centre. There are also pedestrian crossing facilities at the Station Road / Blackrod Bypass junction linking to Blackrod.
- 3.33 There are public footpaths running (approximately) along the south eastern, south western and north western boundaries of the site. Where these footpaths enter the site they will be diverted as necessary to fit with the wider pedestrian network which will be provided on the site. The site will deliver much improved pedestrian linkages to the areas of open space to the northwest of the site such as Red Moss.
- 3.34 Most of the onsite pedestrian provision will be provided on footways provided within the movement corridors on the site. There will be a number of pedestrian (and cycle) specific facilities primarily in the vicinity of the open space to the north west of the site as shown on the Cass Access and Movement Plan in **Appendix A**. The Masterplan will also facilitate a future pedestrian linkage to Horwich town centre which could utilise the disused railway corridor that passes under Chorley New Road.

Cyclists

- 3.35 The area is flat and conducive to cycling. Existing facilities for cyclists are shown in **Figure 3.1**. The majority of cycling takes place on carriageway – there are existing cycle lanes on Chorley New Road. There are however segregated cycle facilities on Aspinall Way, Mansell Way and De Havilland Way. The controlled crossings of De Havilland Way adjacent to the Spirit of Sport roundabout provide for cyclists as well as pedestrians.
- 3.36 National cycle route 80 commences to the south east of Middlebrook and provides a link to Bolton.
- 3.37 Most of the onsite cycle provision will also be provided on carriageway. There will be a number of pedestrian and cycle specific facilities primarily in the vicinity of the open space to the north west of the site as shown on the Cass Access and Movement Plan in **Appendix A**. Cyclists would also be able to use the future link to Horwich town centre.
- 3.38 The network of routes provided for cyclists will make cycling a safe and convenient mode of transport for many local journeys. The proximity of NCR 80 will also encourage some cyclists to undertake longer journeys by bike.

Public Transport - Bus

- 3.39 The primary bus route in the area is Chorley New Road. This carries the very frequent 575 bus services between Horwich and Bolton. A number of the 575 buses continue on from Horwich to Blackrod and Wigan on Crown Lane. Services 516, 517 and 518 run between Horwich and Leigh and stop at Middlebrook. Services 514 and 574 run between Middlebrook and Bolton but are to be discontinued in January 2014 to be replaced by an extend service 515.
- 3.40 Table 3.1 below shows more detail on these services and **Figure 3.1** shows where the local bus stops are located. The information on service 515 is estimated from its current service pattern.

Table 3.1: Local Bus Services (Monday to Saturday and Sunday)

| Service | Route | Frequency | | | | |
|---------|--|-----------|----------|---------|---------|---------|
| | | AM Peak | Off Peak | PM Peak | Evening | Sunday |
| 515 | Middlebrook – Bolton | 30 mins | 30 mins | Hourly | - | - |
| 516 | Horwich – Middlebrook - Leigh | Hourly | - | - | Hourly | Hourly |
| 517 | Blackrod – Horwich – Middlebrook – Leigh | - | Hourly | Hourly | - | - |
| 518 | Horwich – Middlebrook - Leigh | - | Hourly | Hourly | - | - |
| 575 | Horwich – Bolton | 6 mins | 6 mins | 6 mins | Hourly | 15 mins |
| 575 | Horwich – Wigan | 15 mins | 15 mins | 20 mins | - | Hourly |

Public Transport - Rail

- 3.41 There are stations at Horwich Parkway and Blackrod as shown in **Figure 3.1**. Both stations are within walking distance of parts of the site and cycling distance for the whole site.
- 3.42 The stations are located on the Manchester to Preston line. The line is programmed to be electrified with work commencing in 2014. The specifics of the timetabling will no doubt change post electrification but set out below in Table 2.2 is a summary of the existing provision. More trains stop at Parkway than Blackrod but all trains that stop at Blackrod also stop at Parkway.

Table 3.2: Local Rail Services (Monday to Saturday and Sunday)

| Station | Route | Trains an Hour | | | | |
|----------|------------------------------|----------------|----------|---------|---------|--------|
| | | AM Peak | Off Peak | PM Peak | Evening | Sunday |
| Parkway | To Manchester / from Preston | 4 | 3 | 3 | 2 | 2 |
| | From Manchester / to Preston | 4 | 3 | 4 | 2 | 2 |
| Blackrod | To Manchester / from Preston | 2 | 1 | 1 | 1 | 1 |
| | From Manchester / to Preston | 1 | 1 | 3 | 1 | 1 |

Potential Public Transport Proposals

- 3.43 Based on the full development content and the two potential phasing options identified in this section of the Travel Plan, a number of potential public transport proposals have been identified in relation to bus services.

Initial Phases

- 3.44 Under phasing Option A it would be possible to route buses which serve Middlebrook through the site using the three access points. Alternatively some Chorley New Road buses could divert into Middlebrook and Rivington Chase. Under the current service provision possible bus routing is shown in **Figure 3.2**.
- 3.45 Under Option B it would be possible to route buses through the site from Chorley New Road to Station Road. This could be one or two buses an hour of the existing services which run from Wigan to Bolton or the diversion of more local services. Under the current service provision possible bus routing is shown in **Figures 3.3 and 3.4**.

Full Development

- 3.46 Under the full development with all the accesses in place and the routing options between them there is considerable scope to serve the site by bus and the scale of the full development means that there would be a significant new market for bus operators to tap into.
- 3.47 There has been a long held view in BMBC that the development of the Loco Works site would facilitate the provision of a new local bus service which improved bus links between Horwich, Blackrod, Middlebrook and the railway stations, particularly Horwich Parkway. **Figure 3.5** shows a potential "Horwich Hopper" service which the routes through the site and the additional market for public transport would make more likely to be viable.
- 3.48 There would also be the opportunity to extend or divert other services into the site. **Figure 3.6** shows under the current service provision possible bus routing with the development in place. These diversions could work with or without the "Horwich Hopper". The most significant opportunity would probably be through the diversion of some of the Bolton - Horwich and Bolton - Wigan services through the site. We understand that bus operators have always been reluctant to divert these buses which run on Chorley New to Middlebrook but this has been in the context of routing from Beehive Roundabout to Middlebrook and back again which is not an efficient arrangement.
- 3.49 With the link into Rivington Chase the diversion of these services would become more viable. For little extra mileage it would allow the bus operator to access the Middlebrook / Parklands, Rivington Chase Employment and residential and the Heritage Core markets.

Summary and Conclusions

- 3.50 This section of the Travel Plan demonstrates that there are high levels of bus and rail services accessible to future residents and employees on Rivington Chase. Taking this with the opportunity to access a wide range of local facilities by walking and cycling (as well as public transport) means the site has an inherently high level of accessibility. This was the conclusion drawn at the Core Strategy when the site was allocated. It is reflected in Core Strategy policy M2 in that the policy only requires the development of the site to link into these existing networks and is not seeking a fundamental enhancement.
- 3.51 In addition to the above, the Masterplanning of the site has had regard to accessibility by all modes. Access and linkages for pedestrians and cyclists has been equally important in the development of the Masterplan, with the site being made as permeable as possible for movement by walking and cycling. Consideration has also been given to potential bus service diversions and a new local circular service, whilst five accesses are proposed to the site from a number of locations.
- 3.52 In light of the above, it is suggested that the proposed site's location adequately meets tier 1 'Location – proximity to existing facilities and services' of the DfT's Travel Plan Guidance pyramid, whilst the proposed linkages to these existing facilities in combination with the infrastructure to be provided within the site will deliver physical measures to help influence travel behaviour and meet tier 2 'physical measures'.

4 Travel Plan Objectives and Targets

Objectives

- 4.1 Travel Plans offer a package of measures to encourage site users to choose alternatives to single-occupancy car use. They can deliver real benefits to staff, users and the local community and can help improve issues associated with health, accessibility and air quality. The objectives of this travel plan are:
- To encourage sustainable transport and increase the use of walking, cycling, car sharing and bus travel;
 - To encourage fewer single occupancy car journeys to and from the site to assist local air quality and traffic conditions;
 - To improve access to the site by all modes and promote viable alternatives; and
 - To ensure safe access and help improve site user health.

Travel Plan Targets

- 4.2 Travel Plans include targets against which the success of the plan can be monitored over time. Targets should be ambitious yet realistic. There are two main types of targets that are applicable to this Travel Plan Framework: "action type" and "aim type" targets.
- 4.3 Action targets include the commitment to deliver a package of site specific measures to help promote and encourage sustainable travel. These measures are discussed further in section 5 and will be reviewed and agreed following the staff travel survey.
- 4.4 Aim targets are aspirational and set out a target for the changes in travel modes used to access the site. This is typically defined by increases in the proportion of trips by walking, cycling, public transport and car share and a reduction in the number of single occupancy car journeys.
- 4.5 Aim targets are site specific and cannot be set until the employment uses and commercial uses that make up the Heritage Core are operational and open and the travel characteristics of staff are determined through a staff survey and would be subject to agreement with the Council and Transport for Greater Manchester.
- 4.6 Horwich Vision, possibly in conjunction with the future tenants, will set interim targets prior to the staff survey based on experience from other sites, most notably Middlebrook.

5 Measures

Introduction

- 5.1 In order to ensure that the opportunities for modal shift can be realised there are a number of measures that can be implemented during construction or by the site management team post construction.
- 5.2 This chapter sets out general measures for the site and potential measures that could be taken forward to encourage sustainable travel and reduce reliance on the private car.

Appointment of the Travel Plan Co-ordinator

- 5.3 The Travel Plan will be implemented across the site under the control of a Travel Plan Co-ordinator [TPC] who will work in conjunction with the planning authority and Transport for Greater Manchester for the continuing progression of the Travel Plan. The TPC at the site will be identified within 2 months of the first employment building / commercial use in the employment zone or Heritage Core becoming operational.
- 5.4 The TPC will likely be a member of Horwich Vision's / Emerson Management Services senior management team and will be appointed prior to the first employment building / commercial use becoming operational. The TPC will be the key decision maker on day-to-day matters of implementation of the Travel Plan at the site. On appointment the TPC will contact the relevant officer at Bolton Metropolitan Borough Council [BMBC] and Transport for Greater Manchester (TfGM).
- 5.5 The role of the TPC will be as follows:
 - Provision of walking information to and from the site to staff;
 - Provision of cycling information to and from the site, including any cycle plans that are publicly available to staff;
 - Providing advice on appropriate public transport routes to travel to and from the site;
 - Distributing information on any car sharing club for on-site staff, or the site TPC recommended national or local car share database, if more appropriate. In any event, the TPC will inform staff of national resources such as <http://www.liftshare.com>;
 - Distributing information on discounts for public transport season ticketing if available;
 - Promoting and gaining support for events to promote the use of non-car modes, including site wide events which tie in with national initiatives such as cycle to work day;
 - Distribution of discounted travel tickets if available;
 - Ensuring that all relevant information is provided to all new members of staff and that such information is provided on the information boards;
 - Providing information for new staff within standard induction packs to encourage them to commute to the site, where possible, by alternative modes of transport to the private car;
 - Ensuring that information is made available to staff via a staff travel notice boards and updated as necessary, also that directions to the site by non-car modes are provided to visitors;
 - Participation in the annual multi-modal travel surveys of staff;
 - To liaise with BMBC and TfGM who should be able to assist with the development and implementation of the Travel Plan.

Establish a Travel Plan Working Group

- 5.6 To assist the TPC in his or her role it is suggested that a working group be established to help deliver the Travel Plan. This working group will likely include managers or representatives from the employment premises on the site and the commercial uses that are located in the Heritage Core.

Take Part in National Sustainable Travel Events

- 5.7 Throughout the year a wide range of sustainable travel events take place including bike / walk to work week, car free day, national liftshare day and others associated with health such as world health day or obesity awareness week. The TPC and working group should promote these events and get involved with local community schemes where possible.

Measures to Educate Staff to Travel More Sustainably

- 5.8 Travel notice boards and information points should be provided within the employment premises and the commercial use that make up the Heritage core. If possible and appropriate, they should also be provided in communal areas around the site.
- 5.9 Notice boards should be provided in prominent locations and offer a range of information on travel by non-car modes. This may include local walking and cycling maps, travel posters and local bus timetables.

Provide travel information

- 5.10 The TPC should liaise with BMBC, TfGM and public transport providers to identify readily available information such as maps and timetables and for these to be circulated to staff.
- 5.11 To ensure that all staff understand their travel options, a leaflet should be distributed to all staff employed on the site summarising this Travel Plan, showing the local walk, cycle and bus routes and also setting out key web site addresses. The leaflet should clearly state the name and number of the TPC, allowing those who need extra help to plan their journeys to easily contact them.

Promoting the benefits

- 5.12 A range of marketing materials and posters could be displayed highlighting the benefits of active travel, supplemented with maps of the local area to help people identify possible routes.

Providing skills and incentives

- 5.13 The TPC should review the potential for a cycling training scheme, a "try a bike" scheme, maintenance checks and financial incentives and cost savings of purchases.

Measures to Encourage Walking and Cycling

Providing safe routes

- 5.14 As part of the development safe, secure and well-lit pedestrian routes will be provided in and across the site as set out in detail in Section 3. New and enhanced links will also be provided to the surrounding off site network.

Providing appropriate facilities

- 5.15 Cycle parking is to be provided around the site in locations where it will be visible and well lit.

Setting up a 'buddy' scheme

- 5.16 The TPC should investigate the interest in walking and cycling buddy schemes and, if appropriate, set up a scheme that caters for any identified need.

Staff benefits

- 5.17 Some employers and commercial operators offer staff discounts after a certain period of service including products which would assist employees to travel sustainably. If this is available it should be promoted via staff notice boards with particular reference to sustainable travel products.

Measures to Encourage Public Transport Use

Offering loans and discounts

- 5.18 The TPC should liaise with BMBC and TfGM to review ways in which staff can receive discounted travel.

- 5.19 Discussions should also be held with individual operators over discounted ticketing opportunities. The TPC should review the potential for interest free ticket loans and discounted season tickets for staff when travelling by bus.

Measures to Reduce Car Use

Staff Shifts

- 5.20 While it may not be feasible for particular employers or commercial operators to re-arrange the entire shift structure owing to their potential range of functions and need for operational flexibility, they should ensure that where staff submit a reasonable request for minor amendments to their working hours (for example starting half an hour later) so they can use public transport or car share the management endeavour to accommodate this wherever possible. This should be made known to staff via staff notice boards.

Measures to Encourage Car Sharing

Providing information

- 5.21 Posters should be displayed on the benefits associated with car sharing and encouraging the use of appropriate car share and websites. The TPC should review the potential for a car share scheme to be set up specifically for the site. This could initially be offered through notice boards and possibly a site wide email.

6 Monitoring and Review

Introduction

- 6.1 A Travel Plan is a site specific document and remains a live document influenced by continuous improvement. As such, travel plans need to be based on surveys and monitoring. This section therefore sets out a suggested process for monitoring and reviewing the Travel Plan.

Liaison with Local Authority

- 6.2 There will be an on-going improvement process including periodic monitoring, as necessary, by the TPC. This will include monitoring the use of facilities, ascertaining the impact on staff travel behaviour and collecting staff feedback.
- 6.3 The TPC will in any case, as the key point of contact, consult with the local authority on a regular basis as necessary.
- 6.4 Findings of the staff surveys will be made available to BMBC and TfGM and should be submitted with a short report comparing results with targets. This information should be made available within 3 months of the survey.

Staff Travel Survey

- 6.5 A staff travel survey will be undertaken across the site as part of the preparation of the Travel Plan to provide information on the existing travel patterns of staff and identify changes to the measures if required to assist in meeting targets. Surveys will be repeated as part of the review process every 12 months. The survey will be used to determine any changes in mode split and uptake of Travel Plan initiatives. The staff travel survey will be shared with BMBC and TfGM prior to the first survey and any subsequent changes agreed.
- 6.6 The first survey will be undertaken within 3 months of the first employment building / commercial use becoming operational.
- 6.7 Following on from the initial staff survey, all new staff employed on the site will be required to fill out a staff travel survey form as part of their induction. This information will be collated by the TPC so they can give advice on the travel options available to them.
- 6.8 The survey will aim to ascertain how staff currently travel and why, investigate awareness and opinions of measures to encourage sustainable travel and which factors might encourage greater sustainable travel. There are various challenges which may be encountered when developing and implementing a travel plan. Staff engagement and levels of response are key factors.
- 6.9 Achieving a good response rate in the staff travel survey is important in gaining a representative understanding of travel behaviour and the underlying reasons behind travel choices. Best Practice guidance in the PAS 500 (2008), 'National Specification for Workplace Travel Plans' specifies that for an organisation to obtain the Silver accreditation a target 30% response rate should be obtained.

Timescales

- 6.10 The suggested timescales for implementing the Travel Plan and monitoring are set out below.

| Action | Timescale |
|--|---|
| Appointment of TPC | At least 2 months prior to first occupation |
| First employment building / commercial use becoming operational | Month 0 |
| Implementation of initial measures | Months 0 to 3 |
| First Staff Travel Survey | Month 3 |
| Review of travel plan and measures and set site specific targets | Month 4 – 5 |
| Implementation of measures | Month 5 onwards |
| Annual staff survey | Annual, starting month 12 – 15 |

Improvements

- 6.11 Should targets not be met, discussions should be held with the local authority on ways that non-car travel can be further encouraged.

Transport Consultants

- 6.12 Where necessary, transport consultants could be appointed to review the findings of the staff travel surveys and advise on the need for any modifications to the Travel Plan.

7 Delivery and Marketing

Travel Plan Co-ordinator & Travel Plan Working Group

- 7.1 Prior to the first employment building / commercial use becoming operational the Travel Plan Co-ordinator and Travel Plan Working Group should be identified and their outline roles agreed. In summary they will be responsible for co-ordinating the travel surveys across the site as well as launching, promoting and monitoring the Travel Plan.

Staff Engagement

- 7.2 Information on the Travel Plan, for example new initiatives, should be disseminated to staff via the appropriate mechanism. Larger employers tend to have appropriate communication mechanisms to engage with all staff. Engagement on the Travel Plan would be included in this process and co-ordinated with the TPC.

Promotion of Travel Plan

- 7.3 The Travel Plan should be promoted to all staff employed on the site with a focus on the objectives of travel planning and the benefits for individuals, the site and the local community. All staff should be able to access this Travel Plan via the TPC.
- 7.4 Findings of the travel surveys and on-going monitoring and review should be communicated to staff via notice boards, a summary sheet or leaflet and possibly a site wide email. Information on the Travel Plan should also be made available to local residents via in store / site information boards.
- 7.5 Following the staff surveys, the approach to marketing may be reviewed to respond to local issues.
- 7.6 The TPC will liaise with BMBC and TfGM to obtain leaflets, posters and other marketing information that may help with promoting non-car modes.

8 Action Plan

8.1 A summary of the key actions is set out in the Table below. This is a guide only and may be subject to change as the plan is implemented, operated and reviewed.

| Action | Purpose | Timescale | Responsibility |
|---|--------------------------------------|--|--|
| Staff changing and locker facilities where proposed | Encourage walking and cycling | Associated employment building / commercial use becoming operational | Design team and contractor |
| Cycle parking | Encourage cycling | Associated employment building / commercial use becoming operational | Design team and contractor |
| Appointment of TPC | Effective Travel Plan Implementation | 2 months before first employment building / commercial use becomes operational | Horwich Vision |
| Erection of notice boards | Disseminate information to staff | Site opening | TPC & employer / commercial use managers |
| Design travel leaflet | Disseminate information to staff | Site opening | TPC |
| Staff briefing on travel plan | Disseminate information to staff | Employment building / commercial use becoming operational and on going | TPC & employer / commercial use managers |
| Liaison with BMBC, TfGM etc. | Information sharing / approvals | Site occupation and on going | TPC |
| Staff Survey | Monitoring | 3 months after first occupation and annually thereafter | TPC |
| Setting and review targets | Monitoring | 3 months after Staff Survey and annually thereafter | TPC / BMBC / TfGM |



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Figures

Figure 1.1: Site Location

Figure 3.1: Local Pedestrian, Cycle and Public Transport Facilities

Figure 3.2: Possible Bus Routing Option A (Service 515 & 575)

Figure 3.3: Possible Bus Routing Option B (Services 517 & 518)

Figure 3.4: Possible Bus Routing Option B (Service 575)

Figure 3.5: Potential New Local Circular Bus Service Route

Figure 3.6: Possible Bus Routing Full Development (Service 575)