



Logistics North, Cutacre
Proposed Commercial Development
Framework Travel Plan
Harworth Estates
Aldi Stores Limited
August 2013 (Revision 1)

QM

Logistics North, Cutacre				
File reference	O:\Cutacre, Bolton\TEXT\REPORTS\130813 TP Final.doc			
Issue/revision	Issue 1	Revision 2	Revision 3	Revision 4
Remarks	Final	Amended to reflect change in application structure		
Date	29 th July 2013	29 th July 2013		
Prepared by	R Murphy	R Murphy		
Signature				
Checked by	S Phillips	S Phillips		
Signature				
Authorised by	P Owen	P Owen		
Signature				

Optima Highways and Transportation Consultancy Ltd
Atlas House
31 King Street
Leeds LS1 2HL

Tel: 0113 245 1679
Fax: 0113 245 9042
www.optimahighways.com

Registered address - Apsley House 78 Wellington Street Leeds LS1 2JT Company Registration Number: 07328946



Contents

1	Introduction	1
2	Objectives and Targets	3
3	Site Accessibility Audit	5
4	Roles and Responsibilities	9
5	Travel Plan Measures	12
6	Travel Plan Implementation / Communication	15
7	Monitoring and Review	19
8	Conclusions	21

Appendices

Appendix A	RPS Masterplan/DSP Phase 1 Aldi Layout
Appendix B	Estelle Warren Country Park Proposals
Appendix C	A6 Committed Pedestrian/Cycle Improvements
Appendix D	Proposed Four Lane Ends Improvements
Appendix E	Committed Improvements to Site Access roundabout and M61 Junction 4
Appendix F	Internal Bus Stop Locations and Proposed Bus Service Diversion

Figures

Figure 1	Site Location Plan Strategic
Figure 2	Site Location Plan - Local
Figure 3	Not Used
Figure 4	Not Used
Figure 5	Not Used
Figure 6	Pedestrian Accessibility
Figure 7	Cycle Accessibility
Figure 8	Existing Public Transport Accessibility
Figure 9	Proposed Public Transport Accessibility



1 Introduction

1.1.1 Optima Highways and Transportation Ltd have been appointed by Harworth Estates and Aldi Stores Limited to provide highways and transportation consultancy services associated with the forthcoming planning applications for the Logistics North Commercial Development in Cutacre near Bolton. The attached Figure 1 shows the site location in relation to the local highway network.

1.1.2 This Framework Travel Plan (FTP) should be read in conjunction with the Transport Assessment (TA) dated July 2013 that has also been prepared in support of the proposed development by Optima Highways and has been devised to support two planning applications that are due to be submitted in July 2013 as follows:

- A hybrid application for the provision of up to 372,500 sqm of commercial floorspace comprised as follows applied for in outline. The detailed element of the hybrid application if for the access and drainage requirements to serve Plot D that is also subject to a detailed application:

■ B8 (with ancillary office space of up to 5%)	340,000 sqm;
■ B2	20,000 sqm;
■ B1 Office	7,000 sqm;
■ Ancillary Food e.g. Coffee Shop	1,000 sqm;
■ Shops/Services e.g. newsagent	1,000 sqm;
■ Budget Hotel	3,500 sqm or 100 rooms
■ <u>Overall Maximum</u>	<u>372,500 sqm</u>

- A detailed application for the first phase of the development set out above for a B8 Regional Distribution Centre (RDC) by Aldi Stores Limited. This development is for 54,240 sqm of B8 and is included in the 340,000sqm set out above. At the time of writing this FTP detailed information pertaining to the travel habits of the proposed Aldi development are not known. Therefore it is appropriate that the Aldi application is supported by this FTP that will be finalised should planning approval be granted. At which point the detailed travel surveys can be undertaken and the FTP finalised. This approach has been agreed with Bolton Council.

1.1.3 It should be noted that within Chapter 5 further detail is provided regarding the Aldi development with respect to the internal provision due to this FTP supporting a detailed application.

1.1.4 The purpose of the Logistics North proposals is to enable the redevelopment of the Cutacre open cast colliery to provide a large scale commercial development. Further details in respect of each planning application are presented later in this report and in the accompanying TA.

1.1.5 The form of the outline element of the hybrid application is intended to retain flexibility such that should market forces dictate the schedule of accommodation set out about does not need to rigidly adhered to. The schedule above is that which market forces are currently indicating as appropriate, however the application will enable this schedule to be amended through the reserved matters applications subject to appropriate scoping with the highway authorities.

1.1.6 This FTP contains a package of measures tailored to the needs of the site and is aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a set of mechanisms and initiatives that together can enable organisations to reduce the impact of



travel and transport on the environment, whilst also achieving a number of other direct business benefits.

1.1.7 This FTP provides further details of a range of measures which will be incorporated into the overall design of the overall Logistics North site to encourage staff and visitors to use sustainable transport. The individual tenant travel plans will be required to conform to this FTP – implementation through their tenant TPC's

1.1.8 Following the introduction this FTP contains the following elements:

- Objectives and scope of the Plan including preliminary mode split targets;
- An assessment of existing conditions for access to the site by a range of modes;
- Description of roles and responsibilities;
- Measures to encourage, promote and increase the use of public transport, cycling and walking and reduce the level of single occupancy vehicle trips;
- Implementation and communication;
- Suggestions for regular monitoring and review schedules of progress against objectives; and
- A brief conclusion.

1.1.9 This report is intended to detail the obligations on the Management Company (MC) team and the individual tenants of Logistics North to fulfil the principles of the strategy. It is structured to provide a generic toolkit approach to the development listing those travel management measures that are appropriate to the site as a whole.

1.1.10 This document comprises of a variety of measures i.e. initiatives aimed at the occupying tenant who will be responsible for encouraging their own staff, management and visitors, supply and distribution to use more sustainable means of transport. The requirements to conform to the measures set out in this FTP will be secured by a Section 106 legal agreement.

1.1.11 It should be noted while reading this report that there is reference to two types of Travel Plan Coordinator a brief description is provided below for clarity:

- Lead TPC – the Lead TPC will be appointed by Harworth Estates or the appointed management company to serve as central contact point for the TP and the steering group. The lead TPC will be in position for a minimum of three years and will ensure that the Tenant (see below) TPC's are fully appraised of their responsibilities and have the information required to manage their own individual travel plans. Details of the Lead TPC responsibilities are set out in subsequent chapters of this report;
- Tenant TPC – will be appointed by each individual occupier and will usually be an existing member of staff who will take on this extra role. The tenant TPC is responsible for the day to day running of the TP and acts as the first point of contact for the staff of the occupier and the Lead TPC.

1.1.12 All information included within this FTP is correct at the time of preparation (August 2013).



2 Objectives and Targets

2.1 TRANSPORT POLICY

2.1.1 Travel Plans are management tools that bring about co-ordinated transport strategies to organisations. National, regional and local Governmental policies have been reviewed as these put in place a framework that is believed capable of delivering Government Transport Policies.

2.1.2 The Travel Plan has been prepared in accordance with the following local and national guidance which include:

- National Planning Policy Framework. March 2012 Department for Communities and Local Government
- DETR publication 'Travel Plans - Developing a Transport and Travel Management Strategy for your Organisation' and other appropriate guidance
- The Energy Efficiency Best Practice Programme Travel Plan Resources Pack
- DETR publication 'Green Transport Plans, the Benefits of Green Transport Plans: The Guide'
- DfT publication 'Making Travel Plans Work: Lessons from UK Case Studies'
- DfT publication 'The Essential Guide to Travel Planning'
- DfT publication 'Smarter Choices – Changing the Way we Travel'

2.1.3 The Government's 10 year Transport Plan (Transport 2010) creates the following vision of a transport system that includes: -

- Modern, high quality public transport, both locally and nationally, people will have more choice about how they travel, and more will use public transport;
- Easier access to jobs and services through improved transport links to regeneration areas and better land use planning;
- A modern train fleet, with reliable and more frequent services, and faster trains cutting inter-city journey times;
- A well-maintained road network with real-time driver information for strategic routes and reduced congestion;
- Fully integrated public transport information, booking and ticketing systems, with a single ticket or card covering the whole journey;
- Safer and more secure transport accessible to all; and
- A transport system that makes less impact on the environment.

2.1.4 Key principles which should be applied to a development by means such as Travel Plans are also included in the adopted Greater Manchester Local Transport Plan 3 2011/12 – 2015/2016 and the Bolton Area Implementation Plan.



2.2 OBJECTIVES AND SCOPE OF THE PLAN

2.2.1 This FTP shall, by containing appropriate measures, assist in reducing the number of trips made to and from the development by the private single occupancy car. All visitors and staff shall be made aware of the measures included within the FTP in order that positive benefits can be delivered and the number of trips undertaken by public transport, walking or cycling are increased.

2.2.2 In order to ensure that the measures contained within the FTP are capable of delivering a sustainable travel demand pattern for the development it is important to identify some key objectives.

2.2.3 The overall travel management objectives are:

- Promoting walking, cycling and public transport as the primary modes of travel for staff;
- To deliver agreed targeted mode shift from car journeys to alternative modes including multi-occupancy vehicle trips for staff;
- To encourage the introduction by tenants of incentivised public transport schemes open to all employees;
- To ensure the implementation of the Cycle to Work Scheme for staff;
- To encourage more sustainable deliveries and use of eco-driving techniques by staff if applicable;
- To deliver better informed journey planning through personalised planning system; and
- The provision of staff facilities such as lockers, changing rooms and showers for cyclists and pedestrians to encourage means of sustainable transport usage.

2.3 TRAVEL PLAN TARGETS

2.3.1 This Travel Plan aims to promote travel choice for the employees and visitors and hence to increase the use of sustainable transport means. Overarching objectives and targets for the site for staff are to be set once the baseline travel surveys have been carried out.

2.3.2 Targets will be 'SMART' i.e. they must be:-

- • Site-specific
- • Measurable
- • Achievable
- • Realistic and
- • Time related

2.3.3 In order to provide a set of Site specific modal split targets for each tenant detailed travel surveys will be undertaken. The timings of these surveys will be dependent on whether the tenant in question is a transferring occupant or a new business e.g. a transferring occupant is more likely to be able to undertake detailed surveys to inform the baseline prior to occupation than a new business.

2.3.4 The baseline mode splits set out below have been taken from the journey to work 2001 census information for the following output areas. The output areas chosen cover similar types of development to the proposed located just east of the Site off Manchester Road and as such are considered to be highly representative. The OA references are E00028669, E00028646 (south of Manchester Road) and E00028668 (north of Manchester Road).



2.3.5 The travel from work data for all of the daytime residents working within the three output areas have been procured from the Office for National Statistics.

Journey to Work Baseline Mode Splits

- Car Driver 65.3%
- Car Passenger 12.1%
- Public Transport 4.9%
- Taxi 1.6%
- Pedestrians 12.1%
- Cycle 2.3%
- Motor Cycle 1.7%

2.4 OVERARCHING GOALS AND TARGETS FOR THE TRAVEL PLAN

Table 2.1 – Baseline Visitor Trips

BASELINE TWO WAY PERSON TRIPS BY MODE							
Mode	Car Driver	Car Passenger	Public Transport	Pedestrian	Cycle	Motorcycle	Total
Baseline mode share	65.3%	12.1%	4.9%	12.1%	2.3%	1.7%	100.0%

2.4.1 In advance of the detailed travel surveys being undertaken for each tenant it is proposed that an interim target should be set for staff trips to the proposed development. For staff the interim mode shift target should be a reduction of single occupancy car trips by 5% from baseline.

2.4.2 Once the targets have been achieved the level of single occupancy visitor and staff car journeys to the park must be maintained or reduced further. The Travel Plan Co-ordinator for each individual tenant must not omit or change the targets without prior consultation with the Travel Plan Steering Group.

2.4.3 Whilst the initial modal shift may be ambitious it is anticipated that the targets would be reached within 3 years from occupation. This provides an appropriate timescale against which to measure progress. Further details of monitoring are provided in Section 7 of the report. It should be recognised that traffic flows modelled in the highway capacity assessments completed in the TA have not been amended to reflect the mode shift targets resulting in a very robust assessment of the local highway network in the TA.



3 Site Accessibility Audit

3.1 PEDESTRIAN AND CYCLE FACILITIES

3.1.1 The A6 Salford Road provides footways on either side of the carriageway along the entire Site frontage as well as extending both east and west of the development site. They are well lit and range between 1.2m and 2.0m in width. A number of central refuge islands are provided along the A6 Salford Road with the nearest located some 200m east of the A6/Watergate Lane/Back Lane roundabout providing convenient and safer crossing opportunities.

3.1.2 Just west of the Site, as well as good quality footways leading to and from the crossroads, Four Lane Ends provides pedestrians with uncontrolled crossing facilities on the majority of its arms, in the form of pedestrian refuge islands aiding the movement across the junction.

3.1.3 Newbrook Road which runs parallel to the eastern fringe of the site benefits from a number of controlled and uncontrolled pedestrian crossing facilities. These take the form of pelican crossings along with a number of central refuge islands positioned along its length.

3.1.4 The Site benefits from being within close proximity to a number of on road and off road cycle facilities which are located on the surrounding highway network. Most notably the A6 Salford Road provides dedicated 1.8m cycle lanes and shared pedestrian/cycle footways within the vicinity of the site. The on road and off road facilities are provided interchangeably on both sides of the carriageway and combine to provide continuous cycle facilities along its length. East of the site this local route provided on the A6 connects with the National Route 55 which routes south to Wigan and north to Bolton. Further cycle routes are provided along the A579 which routes north to Bolton and south to the town of Atherton where the cycle route runs directly past Atherton Train Station.

3.1.5 Furthermore many of the junctions provide advanced cycle stop lines which all combine to provide attractive and convenient opportunities to cycle to and from the development site.

3.1.6 In addition to the existing facilities described above it is proposed to enhance the accessibility for pedestrians and cyclists by providing the following links internal to the site:

- A link to Umberton Road to the west via Footpaths 418, 419 and 420. This link will be 2.0m in width and paved with red shale – to be provided from first occupation;
- A link to Breeze Hill via Spout Fold Farm, RUPP 439 and 438. This link will be 2.0m in width and paved with red shale to be provided from first occupation;
- A pedestrian/cycle link along Wharton Lane between the site and its junction with Manchester Road West is proposed to be provided. This link will be tarmacked and be provided with a width of at least 3.0m. This provision will be implemented in the latter stages of the development to be confirmed through reserved matters applications; and
- Further links will be provided throughout the Site and in particular along the routes of former PROW which were suspended during the mining operation. The exact details of these links are shown on the Estell Warren drawing in Appendix B timeframes for implementation will be agreed through reserved matters applications.

3.1.7 In addition to the internal provision the development proposals also include the following external provision:

- Upgrading of the off carriageway provision along the southern edge of the A6 between the site access and the Four Lane Ends junction. The proposed will provide an upgraded width of 3.0m along the entire length



- As part of the junction improvements at Four Lane Ends it is proposed to provide an improvement to the pedestrian and cycle provision. The improvements to this junction are shown on the drawing in Appendix D and include a staggered pedestrian facility across the A6 Salford Road and the A579 St Helens Road to replace the existing refuge islands. The cycle provision at this junction will be improved through the provision of advanced cycle stop lines at the A6 Manchester Road approach and improved provision on the A6 Salford Road approach;
- Pedestrian and cycle connectivity is to be upgraded as part of the improvements to Junction 4 of the M61 and the site access;
- 5 No. cycle lockers are proposed to be provided at Walkden Station in order that cyclists are able to arrive to the Walkden via rail and then bike.

3.2 SITE ACCESSIBILITY

Pedestrian Accessibility

3.2.1 It is generally considered that an acceptable walking distance from home to a place of work is 2km. The IHT document Guideline for Providing for Journeys on Foot recommends various thresholds for desired, acceptable and preferred maximum distances to various services as shown in Table 4.1.

Table 4.1 – Accessibility by Foot

	Town Centre's (m)	School/Work (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Notes - Source Table 3.2 in 'Guidelines for Providing for Journeys on Foot' published by IHT

3.2.2 Using GIS Network Analyst software typical walk times (up to 25 mins) from the proposed Site centre are shown on Figure 2. This figure demonstrates that:

- The Site is within the preferred maximum walk distance to the residential areas of Over Hulton and parts of Greenheys and Atherton. Several amenities which staff could use are located in these settlements; and
- A Toby Carvery is located on Watergate Drive within a 10 minute walk;

3.2.3 It is therefore concluded that the Site is accessible from the local residential areas of Over Hulton and parts of Greenheys and Atherton on foot.

3.2.4 As part of the development several ancillary uses are proposed on Site including small scale shops, coffee shops and a budget hotel. These uses will help reduce trips out of the Site and encourage walking trips.

3.2.5 Furthermore the travel planning measures proposed in the travel plan will have a positive influence on the sustainable travel choices made by employees of the development Site.



Accessibility by Cycle

3.2.6 An acceptable and comfortable distance for general cycling trips is considered to be up to 5 kilometres as referred to in Local Transport Note 2/08 (published by the DfT). However, the same guidance also refers to commuting cycle trips up to 8km. Using GIS Network Analyst software typical cycle times (with 20 mins approximating to just over a 5km distance) from the Site are shown on Figure 3. This figure shows that:

- The Site is accessible from the residential areas of Over Hulton and Greenheys are within a 10 minute cycle ride;
- The residential areas of Atherton, Tyldesley, Little Hulton, Walkden, Farnworth and Daubhill are within a 20 minute cycle ride;
- The further residential areas of Leigh, Worsley, Kearsley and northern Bolton are within a commutable 30 minute cycle ride of the Site;
- Bolton Town Centre with numerous facilities is accessible within a 20 minute cycle of the Site;
- The nearest rail station at Atherton is accessible within a 10 minute cycle ride of the Site, and
- A further 3 rail stations (Walkden, Hag Fold and Moses Gate) are within a 20 minute cycle ride of the Site and a further 6 are within a 30 minute cycle of the Site.

3.2.7 As part of the development proposals several cycle routes and crossing points as detailed in Chapter 3 have been proposed which will help encourage trips by cycle.

3.2.8 Several cycle measures will be provided internally within the Site and these are discussed in the Framework Travel Plan.

Accessibility by Bus

3.2.9 Bus service 551/553 operates along the Sites frontage on the A6 Salford Road. The nearest bus stops are provided on the A6 approximately 150m to the west of the Site access and provide the access to the Site from the following destinations;

- Little Hulton – four minute journey time;
- Over Hulton – three minute journey time on average;
- Deane – eight minute journey time on average;
- Bolton – 17 minute journey time on average. The 551/553 service connects directly with Bolton Station; and
- Walkden – nine minute journey time on average. The 551/553 service connects within 350m of Walkden Station on Bridgewater Road.

3.2.10 The existing bus services on the A6 will provide users of the Site with access from Deane, Little Hulton and Walkden within a short journey time, whilst the bus services connect with the public transport interchanges in Bolton and Walkden.

3.2.11 It is therefore concluded that the proposed Site is accessible by bus from the local and surrounding residential areas.

3.2.12 Notwithstanding the above, due to the extent of the Site it is proposed to further improve public transport accessibility into the Site by enhancing the existing 551/553 service.



3.2.13 This proposed route diversion, which is shown on the drawing attached at Appendix F along with proposed internal bus stops combine to improve the services provision within the Site.

3.2.14 Accession modelling has firstly been undertaken for the existing Site i.e. based on the current public transport provision. The existing Accession output is shown on Figure 8.

3.2.15 The results show that, even without the proposed public transport improvements the Site can be accessed in the morning peak from the following areas;

- Atherton 20-30 minutes;
- Bolton Town Centre – 30 minute total journey time (including walking and waiting time between linked journeys);
- Manchester City Centre – 60 minute journey time;
- Wigan Town Centre – 50 minute journey time; and
- Walkden – 30 minute journey time.

3.2.16 The Accession model has then been re-run to include for the proposed improvements and diversion to the 553 service (increased services and route diversion into Site). The proposed Accession model output is shown on Figure 9.

3.2.17 The results show that with the proposed public transport improvements the Site can be accessed in the morning peak from the following areas;

- Atherton 10-20 minutes;
- Bolton Town Centre – 20 minute total journey time (including walking and waiting time between linked journeys);
- Manchester City Centre – 50 minute journey time;
- Wigan Town Centre – 50 minute journey time; and
- Walkden – 20 minute journey time.

3.2.18 Comparing Figure 8 to Figure 9 demonstrates that there will be a reduction of 10 minutes in the public transport journey time between the areas served directly/indirectly by the 553 service. Furthermore the total area served within a 60 minute journey time increases by 28% with the diversion of the bus service to a total area of approx. 38,240 Hectares.

3.2.19 To give an indication of the number of extra people that would be covered by the increase in catchment a simple calculation can be undertaken. The estimated population density within the jurisdiction of Bolton is 1,984 people per square kilometre. The total increase in catchment is 382 sqkm therefore the total catchment increase could be up to 757,124. It is acknowledged that not all of the people within this calculation will be working age but this does give a clear indication of the benefit that the improved bus service will deliver.

3.2.20 Overall it is clear that employees and visitors alike will have an opportunity to access the Site by public transport and this will reduce the reliance on the private car.

3.2.21 Furthermore the travel planning measures will have a positive influence on the sustainable travel choices made by users of the development Site.



4 Roles and Responsibilities

4.1.1 An important aspect of a successful FTP is the allocation of sufficient resources to enable it to happen. This can in part be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved. From this will lead the appropriate allocation of time and resources to those charged with managing the process.

4.2 TRAVEL PLAN CO-ORDINATORS

4.2.1 Following the granting of planning permission for individual B2/B8 employment units and three months prior to occupation of any of the new floor space, the prospective tenant will be required to provide details of their TPC to the steering group/lead TPC. The co-ordinator for each individual tenant will be empowered to act on behalf of the company, and should have senior management support. The TPC role is permanent but does not need to be full time, and will be carried out alongside an employee's existing job.

4.2.2 In addition to having TPC's for each individual tenant there will be a lead TPC for the whole site who will be an employee of the managing agent. The lead TPC is to be appointed by the management company and will remain in place for three years from first occupation. After three years a decision will be made by the steering group as to whether the lead TPC role remains with the management company or is elected from one of the tenant TPC's.

4.2.3 The lead TPC will be responsible for forming and chairing the Travel Plan Steering Group. This Steering Group will include the TPC, representatives from the Highways Agency (as they deem appropriate), Transport for Greater Manchester, Bolton Council, Wigan Council and Salford Council and representatives of the individual tenants.

4.2.4 Following implementation of the plan and the completion of the initial surveys and agreement of the baseline mode splits the Steering Group will meet on an annual basis. The purpose of the Steering Group is to identify successes of the FTP and identify any areas of improvement, the content of on-going surveys, to agree the effectiveness of particular measures and alternatively the failures of other measures, identify any secondary measures as required – the group will meet to discuss these issues within a calendar month of collation of the surveys.

4.2.5 These surveys will capture details of individual circumstances, travel patterns and preferences etc. For new employees completion of the survey would be part of the induction process – this will have the dual benefit of raising awareness of the Travel Plan whilst also collecting the baseline information. The surveys can be carried out either on line (enabling efficient collation of data) or can be paper based.

4.2.6 Within the lead-in period for an individual tenant, and prior to occupation, the lead TPC shall update and/or acquire all of the supporting information such as public transport timetables and cycle maps and review the overall contents of the document to ensure its currency and relevance. This will then be provided to the tenant TPC who will be advised of the locations of this information for future reference.

4.2.7 The tenant TPC will also provide contact details to the relevant highway authorities. As the TPC is yet to be appointed the contact at this stage who will be responsible for appointing a lead TPC is Stuart Ashton of Harworth Estates. The lead TPC must be in place 2 weeks prior to first occupation.

4.2.8 The duties of the lead TPC will include:

- Oversee the gathering of information, e.g. the travel questionnaire;



-
- Liaison with the individual tenant TPC's to explain the objectives and benefits of the FTP to ensure awareness of the Plan and to encourage participation;
 - Acting as a focal point for all transport, access and travel related issues;
 - Actively encouraging and promoting staff to walk, cycle or use public transport to travel to and from the Site. Hence staff will be encouraged to be fully aware of different travel options which are available from the Site;
 - Obtaining up to date details of the information required in the Travel Plan;
 - Implementing, monitoring and reviewing the Travel Plan, this will be done in close consultation with the tenants TPC's through the steering group;
 - Liaison with all stakeholders with respect to initiatives, the development of the plan, evaluation of monitoring and the setting of targets for modal shift etc; and
 - Liaison with stakeholders with respect to initiatives, the development of the plan, evaluation of monitoring and the setting of targets for modal shift etc.

4.2.9 Suggested travel management measures included in this FTP is not an exhaustive list and should be subject to on-going review.

4.3 FUNDING

4.3.1 The detailed Travel Plan will include information on how the Travel Plan will be funded – for example by the commitment of a time based resource such as the plan Co-ordinator and a specific budget.



5 Travel Plan Measures

5.1.1 The primary objective of the transport strategy and development proposals is to influence travel behaviour such that:

- Single occupancy car trips are reduced and minimised as much as possible; and
- Access to the Site by all other modes, particularly walking, cycling and public transport is promoted, encouraged and enhanced.

5.1.2 As part of the overall development scheme it is therefore proposed to undertake a range of infrastructure improvements and implement a package of transport related measures to ensure that the objectives are achieved. This section looks at the measure that will be considered by each individual tenant/development.

5.1.3 In order to persuade people to change their mode of travel it is necessary to introduce a varied mix of incentives e.g. good quality cycling facilities. For the development Site the proposed range of infrastructure improvements and transport related measures are described in this section.

5.1.4 All of the infrastructure improvements and transport related measures proposed are either shown or delivered by one or more of the following drawings/documents:

- Proposed Masterplan Drawing attached at Appendix A;
- Aldi layout at Appendix A;
- Four Lane Ends Proposed Improvements Drawing at Appendix D;
- Proposed Site Access Arrangements Drawing at Appendix E;
- Proposed A6 Pedestrian/Cycle Route Improvement Drawing at Appendix C; and
- Framework Travel Plan (this document).

5.2 Walking and Cycling

Internal Site Layout – Illustrative Masterplan (Outline Element of Hybrid Planning Application)

5.2.1 The careful design of the internal Site layout is integral to encouraging and promoting walking and cycling trips to and from the development. The design therefore focuses on the movements of pedestrians and cyclists, such that these modes are afforded priority over vehicular movements wherever possible.

5.2.2 The proposed masterplan is contained in Appendix A of the TP and the key details are summarised as follows:

- Direct pedestrian/cycle links will be provided through the Site and to cycle parking locations;
- Off-carriageway pedestrian/cycle route provided along the entire length of the spine road;
- High quality cycle parking provided at convenient locations. Cycle parking will be provided at a level agreed through the planning process for each individual plot. Numbers will never be capped therefore as occupants complete their travel surveys there will be a requirement to reassess the level of cycle parking.
- Provision of staff shower facilities – number to be confirmed through each reserved matters of full application and dependant on staff numbers; and



- The internal links also connect with the existing and proposed external pedestrian/cycling routes at key points around the Site.

5.3 Internal Site Layout – Phase 1 (Aldi RDC)

- 20 covered cycle parking spaces to be provided at day one subject to the travel survey results. The number of cycle spaces will be constantly reviewed. Should demand exceed 90% of provision further spaces will be provided;
- 2 No. shower facilities will be provided from day one. On-going observations will ensure that if staff demand requires it the number of showers can be increased. The architect has confirmed that additional showers can be accommodated if needed;
- An off carriageway cycle route will be provided around the internal office and visitor car park that will connect with the facility on the spine road.

5.4 Awareness of Benefits of the Existing Pedestrian/Cycle Infrastructure

- Provide plans and up to date information to staff/ visitors indicating pedestrian/ cycle routes in the surrounding area;
- Raise awareness of the forthcoming cycle hub to be provided in Bolton;
- Provision of network analyst drawings on the Logistics North website detailing travel times;
- Promote the Greater Manchester Cycling Campaign. Promotional literature and information can be found at <http://www.gmcc.org.uk/>
- Promote the TfGM website as an excellent source of information for those wishing to cycle <http://cycling.tfgm.com/index.htm>;
- Raise awareness of the adult cycle training that is provided by TfGM and available for free. More details at <https://www.eventbrite.co.uk/org/3612440303>
- The tenant TPC's are to investigate the possibility of have on-site cycle training courses for their staff. If staff numbers are not sufficient tenant TPC's must speak to the lead TPC over the opportunity of having combined training sessions with other tenants;
- Promote <https://walkbudi.liftshare.com/> as a database link for individuals to walk to work together in the local area; and
- Promote <https://bikebudi.liftshare.com/> as a means to encourage individuals to cycle to work together.

5.5 Cycle Parking/Facilities

- Shower/changing areas and lockers for staff;
- Convenient sheltered and secure cycle parking;
- All tenants to offer the cycle to work scheme;
- Consider providing pool cycles for use by staff;
- Explore establishing a Bicycle User Group (BUG) with any other local interested FTP holders; and
- Provide local cycle maps for use by employees such as <http://cycling.tfgm.com/maps/districts/Bolton-may2012.pdf>



5.6 Public Transport

- As part of the development proposals the existing 551/553 bus service will be diverted into the site from the A6, this will be in place from first occupation. i.e. as soon as the development is operational;
- Provision of up-to-date public transport information including hard copies of timetables in communal areas. The lead TPC will be responsible for ensuring that individual tenant TPC's are fully aware of the sources of information that are available;
- Web links to public transport information are to be provided on the Logistics North website;
- Provision of internal bus stops for the proposed diverted bus service. It is intended that there will be three bus shelters provided each with shelters and DDA compliant kerbing along the main development spine road;
- The Lead TPC is to liaise directly will public transport operators to seek to negotiated discounted public transport tickets.

5.7 Car Sharing

- Promote a car share scheme for staff. It is intended that the car share will be set up through carsharegm. This is the Greater Manchester car share database with whom discussions have already taken place. The car share database will be run centrally through the lead TPC with carsharegm who will invite the tenant TPC's to become involved;
- Induction session giving information regarding car sharing will be provided through either carsharegm or lead TPC. The purpose of this is to allay fears regarding safety, emergency travel and highlight cost savings;
- Tenant TPC responsible for ensuring that car share information is visible in communal areas. The lead TPC to ensure this information is available on the Logistic North website;
- Pool cars will be available for staff who use public transport and require a car for company business appointments and or meetings.
- Tenant TPCs to explore the implementation of a guaranteed ride home scheme for use in emergencies for car sharers.

5.8 Reducing the Need to Travel/ Other Measures

5.8.1 Consider provision of the following measures that reduce the need to travel:-

- Pool bikes which can be used by staff to access ancillary and local facilities;
- Provision of an area within the car park specifically for provision of motorcycle parking;
- If applicable change company car policy to more fuel efficient vehicles. This vehicle should double as a pool vehicle by staff during the day;
- Seek to minimise number of servicing maintenance trips; and
- Advise drivers about eco driving techniques.



6 Travel Plan Implementation / Communication

6.1.1 This FTP clarifies the role of the co-ordinator and sets out their responsibilities in terms of ensuring that the series of measures and initiatives identified, that will help to reduce the reliance on the private car, are delivered.

6.1.2 An action plan should be developed to set out a clear strategy for the implementation of the Travel Plan measures. This section summarises the potential measures to influence travel behaviour, and sets out a target schedule for their implementation.

Table 6.1 - Pedestrian/Cycle Measures

Measures	Guideline Timescale	Priority	Reasoning/Comments	Deliverability and Responsibility
Provision of improved cycle/ped route between A6 and Four Lane Ends	First Occupation	High	To encourage pedestrians/cyclists	Deliver through first occupancy planning condition
Provision of cycle and walk catchment information on the Logistics North website	Available upon first occupation	High	To encourage pedestrians/cyclists	Removes potential barriers created by lack of information. Responsibility of lead TPC
Provision of Local Cycle Maps. These can be ordered from the TFGM website	Available upon first occupation	High	To encourage pedestrians/cyclists	Removes potential barriers created by lack of information. Tenant TPC's to ensure that these are displayed in communal areas.
Promote WalkBUDi and BikeBUDi	On first occupation	High	To encourage pedestrians/cyclists	High level of deliverability. Promotion by lead TPC, possibly with any other local Travel Plan holders
Provision of on-site sheltered/secure cycle spaces and changing/locker facilities within the building	Available upon occupation of each tenant	High	To ensure that cycle parking and pedestrian routes are clearly marked/ identifiable to both encourage use and generally raise awareness of facilities amongst staff, and for use by visitors	High level of deliverability. Individual reserved matters of full applications in the future will specify the level of provision
Explore establishing and advertising a Bicycle User Group (BUG) for all businesses at Logistics North	Available upon occupation	Med	To ensure that those cycling or wishing to cycle to/ from the site can provide feedback directly to the travel plan	Medium level of deliverability. A 'cycling champion' would need to be identified to establish BUG – requires input and support from steering group. A cycling champion could be appointed from the representatives of each of the tenants
Advice on safe cycling/ cycle training.	Available upon occupation	Med	To promote safer cycling amongst existing cyclists and encourage potential cyclists wanting to improve their confidence	Medium level of deliverability.
Investigate provision of "pool" cycle for use by staff	3 months	Med	To encourage pedestrians/cyclists and reduce number of car trips by staff	Medium level of deliverability. Funding would need to be arranged either for tenants individually or centrally by lead TPC. Demand to be established post occupancy surveys.
Investigate provision of cycle lockers at Walkden	3 months	Med	To encourage pedestrians/cyclists and reduce	Medium level of deliverability. Funding would need to be arranged



Measures	Guideline Timescale	Priority	Reasoning/Comments	Deliverability and Responsibility
Rail Station			number of car trips by staff	by lead TPC. Demand to be established post occupancy surveys.

Table 6.2 - Parking Measures

Measures	Post Occupation Guideline Timescale	Priority	Reasoning/Comments	Deliverability and Responsibility
Provide bespoke carshare site	Available upon occupation	High	To increase use of the car sharing database	To be initially run by lead TPC
Provide car share presentations at inductions – appropriate when new businesses moving in.	1 month	High	To promote the use of car sharing	Arranged by lead TPC at request of tenant TPC
Employee surveys	3 months	High	To establish the staff with highest parking need	High level of deliverability. Implementation FTPC and individual businesses. Lead TPC to agree framework survey with TfGM and Highways Agency. Tenant TPC to implement within individual plots
Determine answers to staff about safety in relation to car sharers	As required	High	To increase use of the car sharing database	High level of deliverability and implementation work. FTPC and Liftshare representative to implement. It is suggested that other business are contacted and encouraged to join the localised car share network.



Table 6.3 - Bus Measures

Measures	Post Occupation Guideline Timescale	Priority	Reasoning/Comments	Deliverability and Responsibility
Provide new diverted bus service into the site	Provide upon first occupation of first unit	High	To ensure that bus travel is a viable option from first occupation.	Delivery secured via Section 106 agreement between the planning authority and Harworth Estates. The bus penetration will extend as the spine road is delivered to correspond with increase occupation levels at the park.
Provide up to date public transport information, bus route maps. To be provided through updates to the FTP and via the Logistics North website	Available upon occupation	High	Lack of information can be a barrier to trying public transport.	High level of deliverability.
Provision of hard copies of bus timetables to be provided in communal areas	Available upon occupation	High	Strong incentive to encourage bus use	Tenant TPC's
Lead TPC to negotiate directly with public transport operators to seek discounted season tickets	TPC to contact operators within 2 weeks of appointment	High	Strong incentive to encourage bus use	High level of deliverability FTPC to investigate and provide.

Table 6.4 - Marketing

Measure	Timescale, Priority, Delivery and Responsibility
Ask the senior staff to cycle to work and publicise.	To be determined by the TPC, with liaison with other local FTP holders if applicable
Provide a copy of the Travel Plan on the Logistics North website to encourage both visitors and employees.	
Provide web links for the carsharegm group and public transport sites on the Logistics North website.	
Consider introducing a bike lending system for use by staff.	
Change for Life Posters promoting cycling to work can be downloaded from the NHS	
Use the national and European events, e.g. Bike to Work week.	
Focus on promoting a specific initiative, e.g. leaving the car at home once a week/ once every two weeks or even just once a month.	
Free quarterly car wash or valet to car sharers.	
Advertise where appropriate the implementation of additional facilities	
Introduce a Walkers' Award.	



6.2 COMMUNICATION AWARENESS RAISING

6.2.1 When raising awareness of the Travel Plan, consideration should be given to different groups that should be targeted i.e. fliers could be provided on buses for bus users or on car windscreens for car drivers.

6.2.2 Publicity material to include the following:

- Leaflets on aspects of the travel plan;
- Information regarding carsharegm;
- Information and briefing notes for senior managers;
- Information in staff induction packages;
- Staff induction provides a focused session on green travel;
- Poster campaigns – Change for Life etc;
- Exhibition stands and notice boards in communal staff areas;
- A travel plan email/newsletter – for example a mass email detailing the launch of a new measure, the advantages of this and who to contact to find out more;
- Stories/ regular updates in existing staff newsletters/ bulletins;
- Local newspapers;
- Intranet/ bulletin board updates;
- Intranet to promote sustainable travel as a mode of access;
- Mouse mats, pens etc. carrying green messages; and
- Green messages on e.g, visitor receipts, emails, compliment slips, headed paper, staff passes, screensavers etc.

6.2.3 When developing the marketing strategy it is often useful to identify which of the above media would be most effective at different stages of implementation and identify the timescale and who will be responsible for developing each.

- The lead TPC should consider membership of any travel plan group that become available during their appointment. Liaison with the Travel Plan Officer will enable the TPC to consider membership as appropriate organisations are formed.

6.3 MAINTAINING INTEREST

6.3.1 It can be difficult to maintain interest in Travel Plans. There are a few key points to note that will assist in ensuring that people are not discouraged. These are:

- Make sure that measures implemented work, this will maintain confidence in the Travel Plan;
- Regular communication to keep the Travel Plan issues in people's minds;
- Easily contactable assistance should be available to staff to solve any problems they have in changing mode;
- Make sure information provided to staff is always up to date; and
- Develop a successful feedback mechanism.



7 Monitoring and Review

7.1.1 A successful Travel Plan must have an appropriate monitoring programme that measures success (and failure) and reinvigorates the process where necessary. The development of an appropriate monitoring and review strategy will be the responsibility of each tenant TPC and the lead TPC.

7.1.2 Staff travel surveys will be carried out on an annual basis (year on year from the of the baseline surveys being carried out) with monitoring of facilities such as cycle parking, motorcycle parking, lockers and travel information. Initial surveys will be completed by each tenant either prior to occupation (if a relocation) or four weeks post occupation if a completely new operation. Following the initial surveys it is the intention that each tenant will seek to synchronise the timing of their annual surveys with the other tenants.

7.1.3 An annual monitoring/review report will be prepared and submitted to the lead TPC by each tenant who will then collate the results for submission to the highway stakeholders, via the TPC, within 4 weeks of completion of the initial surveys.

7.1.4 The survey will include the following elements:-

- How staff and visitors currently travel to the site;
- How staff and visitors prefer to travel to the site;
- How staff and visitors would travel to the site if there were no barriers to their chosen mode;
- Measures that would encourage staff and visitors to use sustainable modes;
- Total number of Vehicles Arriving and Departing the Logistics North development in the AM peak hour;
- Home location of staff (for example by postcode area); and
- Business travel needs.

7.1.5 It is imperative that an appropriate number of visitors and staff are surveyed to ensure that the data collected is representative of overall travel patterns. Therefore the following targets are set as a minimum for responses:

- 50% of total staff employed including a selection of all employee types i.e. shop floor, managers and centre management;
- If the 50% target for responses is not reached the individual tenant must offer an incentive to increase the response rate to the 50%.

7.1.6 The monitoring reports will also review the progress that has been achieved in implementing measures against the modal shift targets over the preceding twelve month period. Any progress made will be reported by the TPC to senior management, staff and external organisations including other employers with Travel Plans within the Logistics North Business Community and the highways stakeholders.

7.1.7 The lead TPC will ensure that the results of the travel survey can be viewed on the Logistics North website to encourage a sense of ownership.

7.1.8 The monitoring needs to include reviews of how well the plan is working to meet the objectives of the plan, and any targets for discussion and agreement with CYC. The FTP needs to be active and to be developed in conjunction with the survey results/experiences of the Travel Plan Co-



ordinator. For example if there is little/no car sharing occurring amongst the staff, it would be appropriate for the TPC to review and focus on the promotion of car sharing.

7.1.9 As discussed in previous sections the TPC will monitor provision of cycle parking, showers etc to ensure that provision is appropriate. Where additional facilities are required these will be provided and advertised.

7.1.10 The monitoring report should highlight any second wave measures to strengthen the plan should it fail to meet the targets set out in the FTP.

7.1.11 Second wave measures may include, for example,

- Introduction of a staff parking policy where only those without sustainable alternatives and longer travel distances are able to park on site;
- Measures for public transport users may include negotiating with local bus operators to offer discounted ticket deals to staff;
- The provision of personalised travel plans could also be considered if staff can be identified from surveys that have a lesser need to travel by car – for example work during daytime hours and live on a bus route.

7.1.12 At this stage it is not appropriate to confirm the exact nature of the secondary measure as the appropriateness of each will be informed by the travel plan surveys and monitoring report – furthermore they may not be required. This will enable any failing areas to be specifically focused on. Additionally specific second wave measures, if appropriate, will be devised through the steering group to ensure that the measures are focused and offer synergy with other developments where appropriate.



8 Conclusions

8.1.1 This document sets out a Framework Travel Plan in compliance with National and Local guidance and is recommended to Logistics North and their tenants as a basis for individual Travel Plans.

8.1.2 This FTP is a package of measures tailored to the needs of the site which aims to promote greener, cleaner travel choices and reduce reliance on the car. It involves the development of a set of mechanisms, initiatives and targets that together can enable an organisation to reduce the impact of travel and transport on the environment, whilst also achieving a number of other direct business benefits.

8.1.3 This FTP shall, by containing appropriate measures, assist in reducing the number of trips made to and from the development by the private car. All visitors and staff shall be made aware of the measures included within the FTP. This is to ensure that positive benefits can be delivered and the number of trips undertaken by public transport, walking or cycling are increased.

8.1.4 A list of measures to be implemented is included in this plan, however this is not exhaustive. A range of additional measures should be investigated through the life of this Travel Plan.

8.1.5 The Lead Travel Plan Co-ordinator will liaise with the tenant Travel Plan Co-ordinator(s) acting on behalf of tenants at Logistics North. The benefits of the Travel Plan to each company will be maximised if information is shared and action co-ordinated within the immediate area. There will be more opportunities to share cars for example.

8.1.6 A Lead Co-ordinator should be nominated on an annual basis to oversee and co-ordinate the work of fellow co-ordinators. In the first three years post first occupation the lead TPC will be appointed by the management company.



Figures & Appendices

Appendix A RPS Masterplan/DSP Phase 1 Aldi Layout



Appendix B Estelle Warren Country Park Proposals



Appendix C A6 Committed Pedestrian/Cycle Improvements



Appendix D Proposed Four Lane Ends Improvements



Appendix E Committed Imprvoements to Site Access roundabout and M61 Junction 4



Appendix F Internal Bus Stop Locations and Proposed Bus Service Diversion

