



ttp consulting
transport planning specialists

Orchard Street

**UNIT 1A, ALTRINCHAM
RETAIL, GEORGE RICHARDS
WAY, ALTRINCHAM**

Draft Travel Plan

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TTP Consulting Ltd
111-113 Great Portland Street
London W1W 6QQ
Tel: 020 7100 0753

www.ttp-consulting.co.uk

Registered in England: 09931399

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1 INTRODUCTION AND OVERVIEW

Overview

- 1.1 This Travel Plan has been produced by TTP Consulting on behalf of Orchard Street (the Landlord) for Unit 1A (the Store) at Altrincham Retail Park which will be occupied by LIDL (the Occupier).
- 1.2 A Travel Plan is a long term strategy which sets out the principles and a range of measures to ensure that travel made by staff, visitors and customers is carried out in the most sustainable means possible and to minimise the impact of the Store on the transportation network including reducing reliance on the private car.
- 1.3 The primary objective of a Travel Plan is to reduce unnecessary vehicular trips associated and to increase the use of alternative more sustainable modes of transport and in particular walking and cycling. It has been prepared in accordance with Travel Plan best practice and guidance issued by the Department for Transport (March 2008) taking into account prevailing conditions. It will be updated by the Occupier following the completion of the Baseline survey.
- 1.4 The responsibility for developing and progressing the various levels are as follows:
- The Landlord is responsible for the preparation of the draft Travel Plan.
 - The Occupier is responsible for finalising and funding the implementation of the Travel Plan and the provision of infrastructure internal to the Store.
 - The Landlord is responsible for maintaining infrastructure external to the Store.
 - The Travel Plan Co-ordinator is responsible for overseeing the day to day operation of the Travel Plan.
- 1.5 The Travel Plan includes a range of hard and soft measures that will be implemented by the Occupier to promote sustainable travel.
- 1.6 The Store opening hours are as follows;
- Monday – Saturday: tbc
 - Sunday: tbc
- 1.7 The Store is anticipated to employ approximately XX staff.

Policy and Best Practice

- 1.8 The need to manage transport in new developments is enshrined in many policy and guidance documents. Over the past ten years, the need to reduce car dependency, increase travel choices and encourage sustainable distribution has been established through key documents such as the National Planning Policy Framework (March 2012), Core Strategy's and Local Development Frameworks.
- 1.9 The Department for Transport's (DfT's) Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009) outlines the role and benefits of travel plans in the planning process, the way to secure them and their inter-relationship with transport assessments. It also discusses the requirements and elements of an effective travel plan.

Benefits of a Travel Plan

- 1.10 The achievement of the objectives will bring about a range of benefits as follows:
- 1.11 Employee benefits:
- An excellent opportunity for exercise through cycling and walking;
 - The opportunity to save money by using alternative modes of travel to the car;
 - Improved quality and reliability of journeys to and from work;
 - Improved environment for living and working.
- 1.12 Occupier benefits:
- A demonstration of the environmental credentials of the organisation;
 - Reduced infrastructure and maintenance costs associated with parking;
 - An incentive to recruiting and retaining staff through travel benefits; and
 - A healthier and more productive workforce.
- 1.13 Wider community benefits:
- A more measured level of traffic generated by the development and therefore less impact on the highway network;
 - Improvements to congestion levels, delay and queuing;
 - On-going improvements to air quality and noise.

Structure of Report

- 1.14 This report has been prepared as a standalone document and includes all necessary information to enable the Travel Plan to be effectively implemented and monitored.
- 1.15 The remainder of the document is set out as follows:
- Section 2 includes a summary of existing opportunities and facilities within the vicinity of the Store;
 - Section 3 sets out the Objectives and Targets of the Travel Plan;
 - Section 4 summarises the Travel Plan Strategy in terms of administration, funding, management and obligations;
 - Section 5 lists the hard physical measures that will be delivered with the Store along with a range of soft measures that could be used by the Travel Plan Co-ordinator in implementing the Travel Plan;
 - Section 6 sets out how the Travel Plan will be monitored and reviewed following the implementation.

2 SITE ASSESSMENT

Introduction

- 2.1 This section provides a summary of the Baseline Conditions in the vicinity including details of current operating frequencies (as of March 2018) for all public transport services which are also provided on the Council's website at: <https://www.trafford.gov.uk/Home.aspx>

Altrincham Retail Park

- 2.2 Altrincham Retail Park is located in a commercial zone within the Broadheath area in north Altrincham, with a mix of industrial and retail uses. The layout of the Park comprises two primary retail terraces in an L-shape arrangement in the western part plus a McDonald's restaurant in the car park, and a standalone unit occupied by Homebase in the eastern part.
- 2.3 Current occupants are Boots, Vets4pets, B&M Home Store, Hobbycraft, Argos, Office, Currys / Pc World, McDonald's and Homebase. The McDonalds is situated adjacent to the car park access. There is parking for up to 790 cars including 48 accessible spaces and 12 for parents with small children. A single access serves the retail park currently which is in the formation of a signal controlled 4-way junction. All of the units other than McDonald's are serviced from the rear.
- 2.4 Unit 1A is located in the eastern part of the Park adjacent to Homebase and has a gross floor area of 1,858sqm.

The Surrounding Area

- 2.5 The surrounding area comprises a mix of commercial uses which includes warehousing, industrial and retail uses. Other retail opportunities in the vicinity include an Aldi discount foodstore immediately to the south of the Park along with an ASDA supermarket a short distance to the west, TK Maxx and the former B&Q site to the south. The closest residential properties are located immediately to the north of the Park.
- 2.6 The Aldi foodstore which is located south of George Richards Way provides parking for an estimated 61 cars with access taken from Davenport Lane. The ASDA supermarket which is located a short distance to the west has a gross floor area of 6,697sqm plus a petrol filling station and parking for up to 386 cars. Access is taken from George Richards Way via a standard roundabout and from Atlantic Street via a priority junction.

Accessibility on Foot

- 2.7 Peoples' willingness to walk is influenced by a number of factors including distance, weather, health and access to a car along with facilities, with distances of up to 2km considered suitable to replace short car journeys. The Park is accessible on foot insofar that there are footways along one or both sides of all local roads.
- 2.8 All the roads in the vicinity have footpaths typically at least 2m wide with crossing facilities over busy roads. These include single crossings on all arms of the George Richards Way and Davenport Lane junction and all arms on George Richards Way and Manchester Road junction.
- 2.9 Within the Park there are pedestrian walkways along the retail frontages of all units, with zebra crossings positioned at key locations to all pedestrians to connect with the local pedestrian footway network.

Access by Bicycle

- 2.10 A persons' willingness to cycle is influenced by similar factors to walking, and considered suitable to replace car journeys of distances up to 8km. The footway along the southern side of George Richards Way is designated as a shared footway / cycleway with advance stop lines included at the George Richards Way / Manchester Road junction.
- 2.11 Within the Park, there is parking for up to 42 bicycles:
- There are 7 stands catering for up to 14 bicycles to the east of Unit 1A.
 - There are 4 stands catering for up to 8 bicycles in the vicinity of the Homebase entrance, and
 - There are 10 stands catering for 20 bicycles outside Curry's / PC World.
- 2.12 The Landlord is responsible for the maintenance of the cycle parking.

Access by Public Transport

Bus Services

- 2.13 The closest bus stop is located adjacent to the Park on Manchester Road to the east of the Homebase. The stop is served by northbound buses on Routes 19, 245, 247, 263, 281, 755, 756, 757, 758, 768 and 789 serving destinations including the town centre, the Trafford Centre and Piccadilly Gardens, with over 10 services an hour during the day. Southbound services are available from the stop on the opposite side of the carriageway and can be reached via the pedestrian crossing facilities at the George Richards Way junction.

- Route 19 operates between Manchester Airport and Altrincham via Baguley, Sale and Woodheys on a 30 minute frequency each-way daytimes weekdays.
- Route 245 operates between Altrincham and the Trafford Centre via Sale, Flixton and Davyhulme on a on a 30 minute frequency each-way daytimes weekdays.
- Route 247 operates between Altrincham and the Trafford Centre via Flixton, Partington and Sinderland on a on a 30 minute frequency each-way daytimes weekdays.
- Route 263 operates between Altrincham and Manchester via Sale, Stretford and Hulme on a 15 minute frequency each-way daytimes weekdays.
- Route 281 operates between Altrincham and Sale via Timperley.

2.14 There is a further bus stop adjacent to ALDI on George Richards Way that is served by westbound buses on Routes 281 and CC5A.

2.15 Transport for Manchester is responsible for bus routes and timetables along with the bus stops, with information available on <https://www.tfgm.com/public-transport/bus/routes>.

Rail Services

2.16 Rail services are available from Navigation Road which is circa 900m to the south-east. The station is served by trains operated by Northern with regular services to Manchester Piccadilly and Chester, and by trams on the Green and Purple Lines.

- Trams on the Green Line operate between Altrincham and Bury on a 12 minute frequency each-way.
- Trams on the Purple Line operate between Altrincham and Piccadilly on a 12 minute frequency each-way.
- Rail services operate between Chester with two services an hour, and Manchester Piccadilly with one service an hour.

2.17 It can be reached on foot or bicycle via Manchester Road and Navigation Road.

Existing Mode of Travel

- 2.18 Census data has been used as a proxy to estimate "Baseline" travel habits and set targets.
- 2.19 Table 2.1 provides a summary of 2011 Census data for Trafford 019 and 024 Super Output Areas in which Altrincham Retail Park sits, with Super Output Area 024 influenced by the Navigation Tram Stop, along with a combined scenario for the daytime population. The Combined Scenario is considered to be most representative for the Park and has been used as a proxy for setting targets.

Table 2.1: Summary of Census Data			
Mode	Daytime Population Travel to Work		
	E02001277 : Trafford 019	E02001282 : Trafford 024	Combined
Walk	6.1%	10.0%	8.4%
Cycle	3.3%	3.1%	3.2%
Bus	7.5%	7.4%	7.4%
Rail / Tram	3.0%	7.5%	5.7%
Car Driver	71.8%	65.2%	67.8%
Car Passenger / Taxi	6.7%	5.5%	6.0%
Other	1.7%	1.4%	1.5%
Total	100%	100%	100%

- 2.20 A survey will be undertaken of staff travel habits within 1 month of the Store opening for trade, the results of which will be used to confirm the Baseline Mode Share and Targets.

3 OBJECTIVES AND TARGETS

Objectives

- 3.1 The primary objective of this Travel Plan is to set out a long term strategy to facilitate and encourage travel to the Store by sustainable modes. This will be done by advising staff and customers of the benefits of using alternative modes and promoting the use thereof.
- 3.2 More specifically the objectives of this Travel Plan are:
- To raise awareness and increase the attractiveness of alternative modes of transport available and, in particular the benefits associated with walking and cycling for short journeys;
 - To introduce a package of physical and management measures that will facilitate travel by sustainable modes; and
 - To reduce unnecessary or unsustainable use of the car for the journey to and from the Store.

Targets

- 3.3 The success of a Travel Plan is measured by whether it achieves its objectives through set targets. The targets, which are related to the objectives, can be 'action' targets or 'aim' targets.
- 3.4 Action targets are non-quantifiable tasks to be undertaken and include specific commitments to implement measures within certain timescales to ensure delivery such as:
- The Baseline Travel Survey will be undertaken within 1 month of the Store opening for trading.
 - Welcome Packs will be issued to all staff at the start of employment with information on the benefits or and opportunities to travel by sustainable means.
 - Noticeboards will be erected prior to the Store opening for trading and updated as and when necessary to ensure that details on local facilities and bus stops are up to date. The noticeboards will include information on car sharing, walking, cycling and public transport opportunities including maps and timetables.

- 3.5 In addition to the above, the Travel Plan Co-ordinator will;
- Monitor the usage of cycle parking adjacent to the Store on an ongoing basis;
 - Monitor the number of Car Sharers;
 - Hold formal and informal meetings with staff members to understand any issues they may have with travel to and from work.

3.6 The "Aim" targets which are summarised in Table 3.1 are quantifiable and have been based on the 2011 Census data (Travel to work for Daytime population) for the purpose of this document. The Baseline Mode share and subsequent "Aim" Targets will be ratified within 1 month of the Baseline Survey following consultation with the Council's Travel Plan Officers.

Table 3.1: Aim Targets – Staff Travel				
Mode	Baseline	Target	% Change	
			%	Proportional
Walking	8.5%	12.5%	+4.0%	+47%
Cycling	3.0%	5.0%	+2.0%	+66%
Bus	7.5%	10%	+2.5%	+33%
Rail	5.0%	5%	-	-
Car Driver	68.5%	58.5%	-10.0%	-15%
Car Passenger	6.0%	7.5%	+1.5%	+25%
Other	1.5%	1.5%	-	-

- 3.7 In this regard, the primary Aim Targets for Staff Travel are as follows;
- To achieve a 10% reduction in the mode share to car driver alone over the 5 year life of the Travel Plan when compared to the results of the Baseline survey.
 - To achieve a 10% increase in travel by sustainable modes over the 5 year life of the Travel Plan when compared to the results of the Baseline survey, with an emphasis on active modes.

3.8 The targets will then be monitored over the course of the life of the Travel Plan as set out in Section 6 and will be reviewed (up or down) if necessary.

4 TRAVEL PLAN STRATEGY

Travel Plan Co-ordinator

4.1 The contact details of the Travel Plan Co-ordinator are as follows;

Name: _____

Address: Lidl UK

Wellington Parkway

Magna Park

Lutterworth

LE17 4XW

Telephone: 01455 555000

Email: magna.sales@lidl.co.uk

Obligations and Responsibilities

The Occupier

4.2 The Occupier will;

- Finalise and fund the implementation of the Travel Plan;
- Appoint a Travel Plan Co-ordinator prior to the Store opening for trading and provide the Council with the contact details;
- Ensure that the post of the Travel Plan Co-ordinator will be filled and funded for the duration of the life of the Travel Plan, i.e. through to 5 years after the Store opens for trading;
- Advise the Council of any changes in personnel providing new contact details as appropriate;
- Provide the Travel Plan Co-ordinator with an appropriate annual budget to implement the Travel Plan.

Travel Plan Co-ordinator

- 4.3 The Travel Plan Co-ordinator will be responsible for:
- Overseeing the implementation of the Travel Plan;
 - Liaison with their Head Office and, Trafford Council on matters relating to the Travel Plan;
 - Managing the development and implementation of the Travel Plan measures;
 - Promoting the objectives and benefits of the Travel Plans;
 - Monitoring the success of the Travel Plan against the agreed targets and reporting the results of the Travel Plan to the key stakeholders.
- 4.4 The Travel Plan Co-ordinator will give a 'human face' to the Travel Plan, explaining its purpose and the opportunities along with providing personalised journey planning advice if requested.

Marketing Strategy

- 4.5 It is recognised that a marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan and in the surrounding area with information disseminated via;
- the Welcome Packs;
 - by promotional documentation; and
 - by noticeboards in strategic locations.
- 4.6 Welcome Packs provided to all staff at the start of employment. Further details are set out in Section 5.

Funding

- 4.7 The Occupier is fully committed to the implementation of the Travel Plan and will provide all reasonable necessary funding with the aim of achieving the targets.
- 4.8 This will include funding the Travel Plan Co-ordinator, surveys and implementation of all reasonable necessary measures in line with the obligations set out earlier and in the Action Plan.

5 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

5.1 The key to the success of the Plan will be the effectiveness of the measures that are implemented. Measures are set out below separately for staff and customers.

Measures to encourage Staff

5.2 The Travel Plan Co-ordinator will investigate setting up a Car Sharing scheme as well as promoting walking, cycling and public transport use. Notices and information including maps and timetables will be displayed at prominent locations to advise staff on the benefits of alternative modes of travel. Measures will concentrate on encouraging staff by informing them of the benefit of travelling by alternative modes.

5.3 The Travel Plan Co-ordinator will promote national and regional events such as "Walk to Work Week", "Cycle Week" and "Car Share Day" along with any other events deemed appropriate for the Store. In addition, they will hold "Travel Clinic" for staff where advice on sustainable travel can be discussed with staff given the opportunity to voice any concerns.

Walking

5.4 There are a number of inherent advantages that will encourage staff to walk to work. In summary, these are:

- A significant number of people live within walking distance.
- There is a good network of footways in the local area.

5.5 Noticeboards will be erected showing the most direct routes to the Store. Whilst this will benefit existing staff members, it will primarily assist new employees when they start.

5.6 The Travel Plan Co-ordinator will identify, through discussion with staff, problems with external pedestrian routes and will liaise with the local planning and highway authority to encourage maintenance of all pedestrian routes to a high standard and discuss with the local planning authority any further improvements to pedestrian routes and linkages. For example, they will seek to identify any particular safety hazards, poorly lit areas, etc.

Cycling

- 5.7 It is generally accepted that cycling offers the best alternative to the car for distances up to 5km. There is a large catchment within 5km of the Store and as such within acceptable cycling distance.
- 5.8 There is parking for up to 42 bicycles within the car park including 22 in the vicinity of the Unit. The Travel Plan Co-ordinator will monitor use of the stands to ensure that there is sufficient parking to meet demand. The Landlord will be responsible for the provision of additional stands if required along with maintenance or repairs.
- 5.9 Changing facilities will be provided within the Store. The Travel Plan Co-ordinator will monitor the usage and condition of the changing facilities with the aim of ensuring that they are maintained and adequate for the demand.
- 5.10 The Travel Plan Co-ordinator will;
- Provide information to staff on cycle routes in the area and promote the cycling.
 - Identify, through discussion with staff, problems with external cycle routes and discuss possible improvements with the local planning and highway authorities.
 - Hold "Dr Bike" cycle maintenance and advice sessions.
 - Investigate the adoption of the "Cycle2Work" tax incentive.

Public Transport

- 5.11 The Travel Plan Co-ordinator will encourage staff living along bus routes to use the bus. They will liaise with staff that uses public transport to keep abreast of their opinion of the services they use. Any concerns will be discussed with the local authority and the operators in an effort to resolve any issues.
- 5.12 General information on public transport services will be available, located on noticeboards within the Store in staff areas.

Car Sharing

- 5.13 Staff travel from a wide range of home destinations and as such the car is often the only viable option to reach work. However, it is not necessary that each and every one of these employees bring their own car each day.
- 5.14 The Travel Plan Co-ordinator will investigate interest in setting up a car-share database that could include details of staff home postcodes, contact telephone numbers, usual time of travel and any other information deemed appropriate to promote car sharing.

- 5.15 There are a number of software packages available that can be used, including commercial packages and websites which enable users to set up their own scheme or link to existing schemes in the vicinity.
- 5.16 The Travel Plan Co-ordinator will advise staff of the costs associated with running a car and advise them of the various opportunities for car sharing, encouraging them to car share whenever possible given that doing only once week could reduce car travel and demand for parking by up to 20%.

Welcome Packs

- 5.17 All new staff will be provided with a Welcome Pack upon commencing employment. A key role of the Welcome Pack will also be to raise awareness of the sustainable travel initiatives being implemented through the Travel Plan including:
- Contact details for the Travel Plan Co-ordinator including name, telephone number and email address.
 - Details of walking and cycling facilities and routes in the vicinity
 - Details of bus services including a map
 - Details of car sharing websites will be included within the Travel Pack.
- 5.18 The Welcome Pack will also invite those persons wishing to raise specific transport-related matters to discuss them with the Travel Plan Co-ordinator for consideration.

Measures to encourage Customers

- 5.19 The Occupier does not have any control of how customers travel to the Store. However, it is possible to educate and inform customers of the benefits and opportunities of travelling by sustainable modes.
- 5.20 In this regard, information on opportunities for walking, cycling and public transport will be displayed on noticeboards at appropriate locations. Furthermore, information on initiatives promoted by the Council will also be advertised.

6 MONITORING, REVIEW AND TIMESCALES

Monitoring

- 6.1 The Travel Plan Co-ordinator will arrange for the initial travel surveys to be undertaken within one month of the Store opening for trading. The results of the surveys will be discussed with the Council with the aim of setting / confirming the Aim Targets in Section 3.
- 6.2 The results and subsequently agreed targets will be disseminated to staff within one month of agreeing the targets with the Council. Travel surveys will then be commissioned on the 1st, 3rd and 5th anniversary of the Initial Travel Survey.

Review

- 6.3 The results of the Travel Surveys will be discussed with the Council highways officers within one month of each survey. The highways officers and the Travel Plan Co-ordinator will then review the results and, if appropriate review progress towards the agreed targets.
- 6.4 The Travel Plan Co-ordinator will produce a Monitoring Report for the Council including;
- A summary of the Travel Survey results including commentary on the year on year change;
 - A summary on changes in personnel and staff numbers;
 - A summary of take up of various measures;
 - A summary of events and promotions undertaken in the year; and
 - A summary of the plan for the forthcoming year.
- 6.5 The Travel Plan Co-ordinator will, in consultation with the Council, undertake a full review of the Travel Plan on the 3rd anniversary of the approval of the document. The review will consider measures promoted to date, their success and the targets with the aim of confirming the adopted approach or amending the Travel Plan if necessary.
- 6.6 If at the end of the 5 year monitoring period the specific targets are not met the measures stipulated in this document should be reviewed and re-implemented if it is deemed necessary following consultation with the Council. Specifically it depends on which targets have not been met and by how much that would help decide which mitigation measures to re-implement. Alternatively, it may be necessary to revisit the targets. The Travel Plan Co-ordinator will liaise with the Council to decide what additional measures are the most appropriate.

7 ACTION PLAN

7.1 Table 7.1 sets out the Action Plan for the implementation of the various measures associated with the Travel Plan along with who is responsible and how funding will be secured. The Action Plan will be reviewed by the Travel Plan Co-ordinator adding and amending actions as appropriate and necessary.

Table 7.1: Travel Plan Action Plan 2018/ 2019				
Action	Target	Funding	Measure	Responsibility
Appointment of Travel Plan Co-ordinator	Prior to the Store opening for trading	Occupier	Appointment of Travel Plan Co-ordinator	Occupier
Provision of Changing & Storage Facilities	Prior to the Store opening for trading	Occupier	On completion of the Store	Occupier
Erection of Noticeboards	Prior to the Store opening for trading	Occupier	On completion of the Store	Occupier
Investigate setting up a Car Share database	Within 3 months of opening for trading	Occupier	Receipt of survey results	Travel Plan Co-ordinator
Production of Travel Pack	Prior to the Store opening for trading	Occupier	Completed Travel Pack	Travel Plan Co-ordinator
Baseline Surveys	Within 1 months of opening for trading	Occupier	Receipt of survey results	Travel Plan Co-ordinator
Set Targets	Within 1 month of Baseline Surveys	Occupier	Receipt of survey results	Travel Plan Co-ordinator
Promote Active Modes	On-going with emphasis on summer months	Occupier	On-going	Travel Plan Co-ordinator
Interim Surveys	On the 1 st , 3 rd and 5 th anniversary of the Baseline Survey	Occupier	Receipt of survey results	Travel Plan Co-ordinator
Review of Travel Plan	Within 1 month of the Interim Surveys	Occupier	Receipt of survey results	Travel Plan Co-ordinator
Achieve Targets	5 years after Baseline Survey	Occupier	Receipt of survey results	Travel Plan Co-ordinator

Appendix A

(Bus Map)

Appendix B

(Cycle Map)

Appendix C

(Staff Travel Survey Questionnaire)