



Pendragon Estate Developments Ltd

GLOSSOP ROAD, GAMESLEY

Framework Travel Plan





Pendragon Estate **Developments Ltd**

GLOSSOP ROAD, GAMESLEY

Framework Travel Plan

TYPE OF DOCUMENT (VERSION) PUBLIC

PROJECT NO. 70043297

OUR REF. NO. 70043297-FTP

DATE: APRIL 2018

WSP
The Victoria
150-182 The Quays
Salford, Manchester
M50 3SP
Phone: +44 161 886 2400
Fax: +44 161 886 2401
WSP.com



QUALITY CONTROL

Issue/revision	First issue	Final	Revision 2	Revision 3
Remarks	Draft	Final		
Date				
Prepared by	D Skinner	D Skinner		
Signature		<i>D Skinner</i>		
Checked by	A Purrier	A Purrier		
Signature		<i>Alex Purrier</i>		
Authorised by	I Hughes	I Hughes		
Signature		<i>I Hughes</i>		
Project number	70043297			
Report number	1			
File reference	70043297-FTP			

CONTENTS

1	INTRODUCTION	1
1.1	BACKGROUND AND OVERVIEW	1
1.2	SITE LOCATION AND PROPOSED DEVELOPMENT	1
1.3	PURPOSE OF THE TRAVEL PLAN	2
1.4	TYPE OF TRAVEL PLAN	2
1.5	TRAVEL PLAN STRUCTURE	2
2	POLICY FRAMEWORK	3
2.1	OVERVIEW	3
2.2	NATIONAL POLICY	3
	National Planning Policy Framework (DCLG, 2012)	3
	Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen (DfT, 2011)	3
	Smarter Choices – Changing the Way we Travel (DfT, 2004)	3
	Good Practice Guidelines: Delivering Travel Plans Through The Planning Process (DfT, 2009)	3
2.3	LOCAL POLICY	4
	High Peak Local Plan (HPBC, 2016)	4
	Derbyshire Local Transport Plan 2011 – 2026 (DCC, 2011)	4
	Derbyshire INFRASTRUCTURE Plan (DCC, 2013)	4
2.4	SUMMARY	5
3	BENEFITS OF A TRAVEL PLAN	6
	The Developer	6
	Residents and the Local Community	6
	The Environment	6
4	SUSTAINABLE ACCESSIBILITY	7
4.1	INTRODUCTION	7
4.2	WALKING	7

4.3	CYCLING	8
4.4	BUS SERVICES	9
4.5	RAIL SERVICES	9
4.6	SUMMARY	10
5	DEVELOPMENT PROPOSALS: TRIP GENERATION	11
5.1	PROPOSED DEVELOPMENT	11
5.2	MODE SHARE	11
6	OUTCOME OBJECTIVES AND TARGET INDICATORS	12
6.1	AIM OF THE TRAVEL PLAN	12
6.2	OUTCOME OBJECTIVES	12
6.3	TARGET INDICATORS	12
7	TRAVEL PLAN MANAGEMENT	13
7.1	DEVELOPMENT OF A FULL TRAVEL PLAN	13
7.2	TRAVEL PLAN CO-ORDINATOR	13
7.3	MONITORING AND EVALUATION	14
8	TRAVEL PLAN MEASURES	15
8.1	INTRODUCTION	15
8.2	SUSTAINABLE INFRASTRUCTURE	15
8.3	WALKING MEASURES	15
8.4	CYCLING MEASURES	15
8.5	PUBLIC TRANSPORT MEASURES	16
8.6	CAR SHARING MEASURES	16
8.7	ACTION PLAN	16
9	COMMUNICATION AND MARKETING STRATEGY	17
9.1	PURPOSE OF A COMMUNICATION STRATEGY	17
9.2	MARKETING MATERIALS	17
10	MONITORING AND REVIEW STRATEGY	18
10.1	PURPOSE OF A MONITORING STRATEGY	18

10.2	METHOD: EVIDENCE DATABASE	18
10.3	REVIEWS	18
11	SUMMARY	19

FIGURES

Figure 1 – Site Location Plan	1
Figure 2 – GPG Travel Plan Pyramid	4
Figure 3 – Pedestrian Accessibility from Site	7
Figure 4 – Cycling Accessibility from Site	8

1 INTRODUCTION

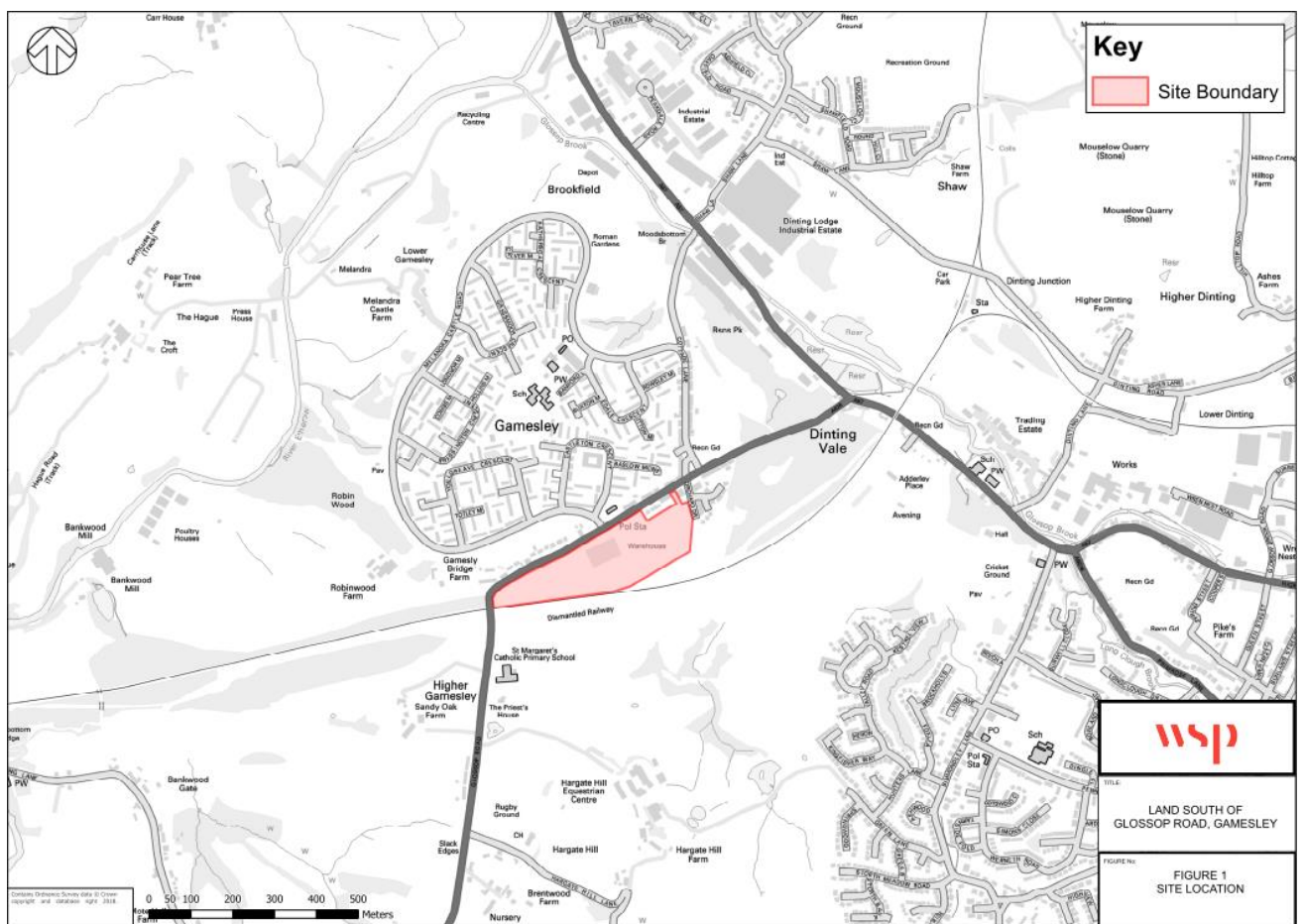
1.1 BACKGROUND AND OVERVIEW

- 1.1.1. WSP have been appointed by Pendragon Estate Developments Ltd to provide highways and transportation planning support with respect to their planning application for residential development at Glossop Road, Gamesley (High Peak, Derbyshire).
- 1.1.2. This Framework Travel Plan (FTP) is submitted in support of the proposed development.

1.2 SITE LOCATION AND PROPOSED DEVELOPMENT

- 1.2.1. The site is located approximately 20km east of Manchester City Centre. As shown by **Figure 1** it is south of Glossop Road, adjacent to the Hadfield – Glossop railway line.

Figure 1 – Site Location Plan



- 1.2.2. The site currently comprises open fields and agricultural land, and industrial units of the former Samas Roneo warehouse vacated in 2002.
- 1.2.3. It is proposed that the plot be developed to comprise approximately 155 dwellings (119 houses and 36 apartments) with vehicular access via a priority junction with Glossop Road, approximately 75m west of Melandra Castle Road.
- 1.2.4. The architectural Masterplan and accommodation schedule prepared by JDA Architects are included at **Appendix A**.

1.3 PURPOSE OF THE TRAVEL PLAN

- 1.3.1. A Travel Plan is a site-specific strategy and action plan for managing multi-modal access and travel to a site of development which focuses on promoting travel by sustainable and active modes of transport. Travel Plans are concerned with changing the travel behaviours of site users to reduce the length and number of motorised journeys and increase travel by walking, cycling, and public transport.
- 1.3.2. This FTP is a site-specific plan for the proposed development south of Glossop Road, Gamesley, which outlines the following:
- Methods proposed to reduce the number of residents travelling to and from the site by car;
 - Timescales for surveying residential travel patterns during the first three months of the development and thereafter; and
 - The measures that will be used to monitor the effectiveness of the Travel Plan in its objective to reduce the volume of private car trips to the site.

1.4 TYPE OF TRAVEL PLAN

- 1.4.1. In reference to ‘Good Practice Guidelines: Delivering Travel Plans Through The Planning Process’ (GPG) by the Department for Transport (DfT, 2009), there are five types of Travel Plans, which include full, interim, framework, statement, and area-wide plans.
- 1.4.2. A Framework Travel Plan (FTP) is appropriate for the proposed development given that it is predominantly a residential development. New residents arising from the development proposals cannot be surveyed at this time to determine the baseline accessibility requirements, as individuals and their potential travel patterns are currently unknown.
- 1.4.3. It is proposed that this FTP will be extended to a Full Travel Plan following site occupation. This FTP outlines the majority of the requirements of a Full Travel Plan and the commitment of Pendragon Estate Developments Ltd to assist in delivering an effective Full Travel Plan for the site.
- 1.4.4. Residential Travel Plans are defined in the GPG as being focused on:
- “Travel by residents in housing developments. They are different from ‘destination’ travel plans in that they are designed to encourage more sustainable travel from the origin of journeys and across the full range of journey purposes. Residential travel plans place a strong emphasis on the choice of location and on the design of the development to reduce the need to travel. This can be achieved through the provision of local facilities and by ensuring high levels of connectivity with good public transport. Residential travel plans may also incorporate personalised travel planning i.e. customised travel advice and incentives to help individual households travel more sustainably, as well as car clubs and improved public transport; Travel awareness is integrated into the marketing and occupation of the site.”*

1.5 TRAVEL PLAN STRUCTURE

- 1.5.1. This FTP presents the policy framework for Travel Plans, the baseline transport and travel conditions on the highway network in the surrounding area and those likely to be generated by the development of the site. It covers the following sections:
- **Chapter 2** – Policy Framework;
 - **Chapter 3** – Benefits of a Travel Plan;
 - **Chapter 4** – Current Site Conditions and Accessibility;
 - **Chapter 5** – Trip Generation;
 - **Chapter 6** – Outcome Objectives and Target Indicators;
 - **Chapter 7** – Travel Plan Management;
 - **Chapter 8** – Travel Plan Measures;
 - **Chapter 9** – Communication and Marketing Strategy;
 - **Chapter 10** – Monitoring and Review Strategy; and
 - **Chapter 11** – Conclusion.

2 POLICY FRAMEWORK

2.1 OVERVIEW

- 2.1.1. As advocated by the GPG, Travel Plans should contain measures that are a combination of 'hard measures' and 'soft measures'. Hard measures include improvements to highway design, infrastructure, and facilities both on and off site, such as the creation of new footways, bus stops, or cycle parking.
- 2.1.2. Soft measures, taken from '*The Influence of Soft Factor Interventions on Travel Demand*' (DfT, 2004) can be defined as residential, workplace, school, and personalised Travel Plans, public transport marketing, and travel awareness campaigns.
- 2.1.3. This section highlights the importance of Travel Plans as a soft measure in the integrated transport and spatial planning policy framework which underpins this FTP for the proposed development at Glossop Road.

2.2 NATIONAL POLICY

NATIONAL PLANNING POLICY FRAMEWORK (DCLG, 2012)

- 2.2.1. The National Planning Policy Framework (NPPF) was published in March 2012 with a core focus on streamlining the overall development planning process. The NPPF outlines that a key tool to promote the use and provision of sustainable transport is through Travel Plans. The sustainable planning objectives concerning Travel Plans in the NPPF follow various DfT White Papers which outline the Governments' approach to sustainable transport over a number of years.

CREATING GROWTH, CUTTING CARBON: MAKING SUSTAINABLE LOCAL TRANSPORT HAPPEN (DFT, 2011)

- 2.2.2. This White Paper outlines the Government's vision for "*the national transport system which is an engine for economic growth, is also greener and safer and improves the quality of life in our communities*". The White Paper identifies that travel planning is included under the 'smarter choices' label to encourage people to make good choices in relation to using sustainable and active travel modes,
- 2.2.3. Smarter choices are further identified as a package of measures tailored to each local area comprising both soft measures, such as marketing and information, and hard measures such as improvements to infrastructure and services.

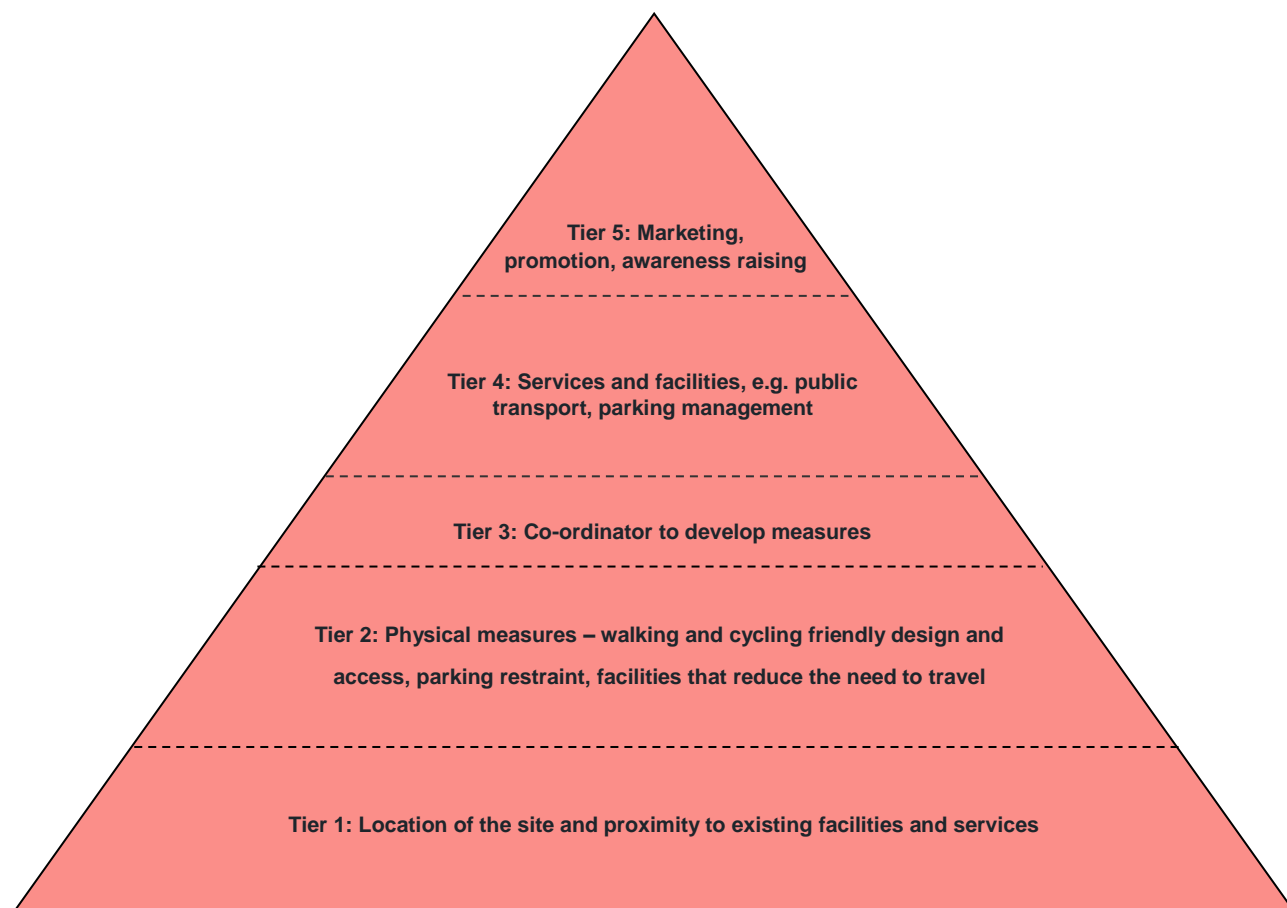
SMARTER CHOICES – CHANGING THE WAY WE TRAVEL (DFT, 2004)

- 2.2.4. As part of this strategy, the final report of the research project '*The Influence of Soft Factor Interventions on Travel Demand*' found that soft intervention measures had a significant impact on travel choices across the country following 24 case study interview locations in England and Scotland.
- 2.2.5. The report found with the low intensity application of soft measures such as Travel Plans, traffic levels had been reduced by 4% with a range around this dependent on local circumstances. For every £1 spent on soft measures, it was found that this would bring a benefit of £10 on average across the country.

GOOD PRACTICE GUIDELINES: DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS (DFT, 2009)

- 2.2.6. The GPG outlines that the construction of Travel Plans can be viewed as a pyramid of activities and actions, which form the foundations of this FTP for Glossop Road. The Travel Plan Pyramid is shown in **Figure 2**, which is referred to as the 'Pyramid' throughout this report.

Figure 2 – GPG Travel Plan Pyramid



2.3 LOCAL POLICY

HIGH PEAK LOCAL PLAN (HPBC, 2016)

2.3.1. The Local Plan states that the development of major sites should be supported by:

- Transport Assessments to determine the full impact of proposals, including on the rail network where appropriate; and
- Travel Plans to improve access to development sites by sustainable means should be prepared and implemented where appropriate.

DERBYSHIRE LOCAL TRANSPORT PLAN 2011 – 2026 (DCC, 2011)

2.3.2. Due to the location of the site being within the borough of High Peak and within Derbyshire, the Derbyshire Local Transport Plan is applicable to development on the site. The Local Transport Plan identifies that the enforcement and monitoring of Travel Plans is part of the Safety, Security and Health challenges facing the county, with the mainstreaming of smarter travel choices applicable to new developments derived from Travel Plans.

2.3.3. By producing Travel Plans, developments can help to support local transport goals, and will help to create a resilient local economy that gives individuals access to employment and training opportunities.

DERBYSHIRE INFRASTRUCTURE PLAN (DCC, 2013)

2.3.4. The Derbyshire Infrastructure Plan focuses on the strategic infrastructure throughout Derbyshire and provides an overview for local planning authorities regarding local infrastructure delivery plans. Regarding Travel Plans, the document states that they are a cost-effective tool for encouraging behaviour change towards low carbon, healthier travel.

2.4 SUMMARY

- 2.4.1. This section of the FTP has explored the national, regional and local planning and transport policies and guidance which highlight the importance of Travel Plans in achieving sustainable growth. This FTP has been informed by such policies.
- 2.4.2. Subsequent sections of this FTP demonstrate where appropriate how the proposed development accords with the above policies. Specifically, **Chapter 4** focuses on the site's sustainable accessibility and **Chapter 8** focuses on Travel Plan measures for the site which aim to improve such accessibility.
- 2.4.3. In relation to the Pyramid that has been used to structure this FTP, the following Sections of this report address the Tiers described:
- **Tier 1: Chapter 4** – Transport Infrastructure Audit ; **Chapter 6** – Outcome Objectives & Target Indicators; and
 - **Tier 2 to 5: Chapter 8** – Travel Plan Measures.

3 BENEFITS OF A TRAVEL PLAN

- 3.1.1. There are a variety of benefits for different stakeholders associated with developing a Travel Plan for the proposed development. The section below illustrates the potential benefits for three different stakeholders.

THE DEVELOPER

- 3.1.2. Benefits for the developer include:

- Enhanced relationships with the local community;
- Enhancement of the community orientated image and public profile of the development owner, contributing to positive corporate social responsibility;
- Can be used in support of environmental and management initiatives and accreditations; and
- The development can take advantage of the existing transport infrastructure in the surrounding local area.

RESIDENTS AND THE LOCAL COMMUNITY

- 3.1.3. Benefits for future residents and the local community include:

Accessibility

- Providing improvements for access to public transport;
- Contributing to reducing or preventing social exclusion. Over-reliance on car travel means it is not the most efficient method of transport as this can alienate residents who do not have regular access to a car;
- Assisting with removing walking and cycling deterrents such as uncomfortable pedestrian facilities and danger from vehicle traffic intimidation;
- Promotion of non-car modes of transport to the site will contribute to providing more sustainable communities being developed;
- Providing greater choice of travel options for resident journeys, which will give residents greater flexibility and improve their mobility; and
- Assisting in the reduction of residential parking problems.

Safety

- Contribute to improved road safety in the area; and
- Contribute to tackling congestion on local roads.

Lifestyles

- Contribute to healthier lifestyles of residents by promoting and increasing cycling and walking to and from the site; and
- Contribute to developing community life, such as providing walking environments for those residents who for example, may walk their children to school prior to travelling to their place of work.

THE ENVIRONMENT

- 3.1.4. The Travel Plan is a soft measure which is more discreet and less imposing than hard engineering measures on the quality and visual amenity of the residential environment. Benefits for the local environment include:

- Positively contributing to climate change, air quality and noise pollution targets by encouraging residents to use more sustainable modes of transport and reduce the volume of car trips from the proposed development;
- Contributing to a reduction in traffic congestion in the local area, and on local travel desire lines surrounding the site; and
- Objectives and measures adopted in the Travel Plan will reduce the threat of environmental degradation surrounding the site.

4 SUSTAINABLE ACCESSIBILITY

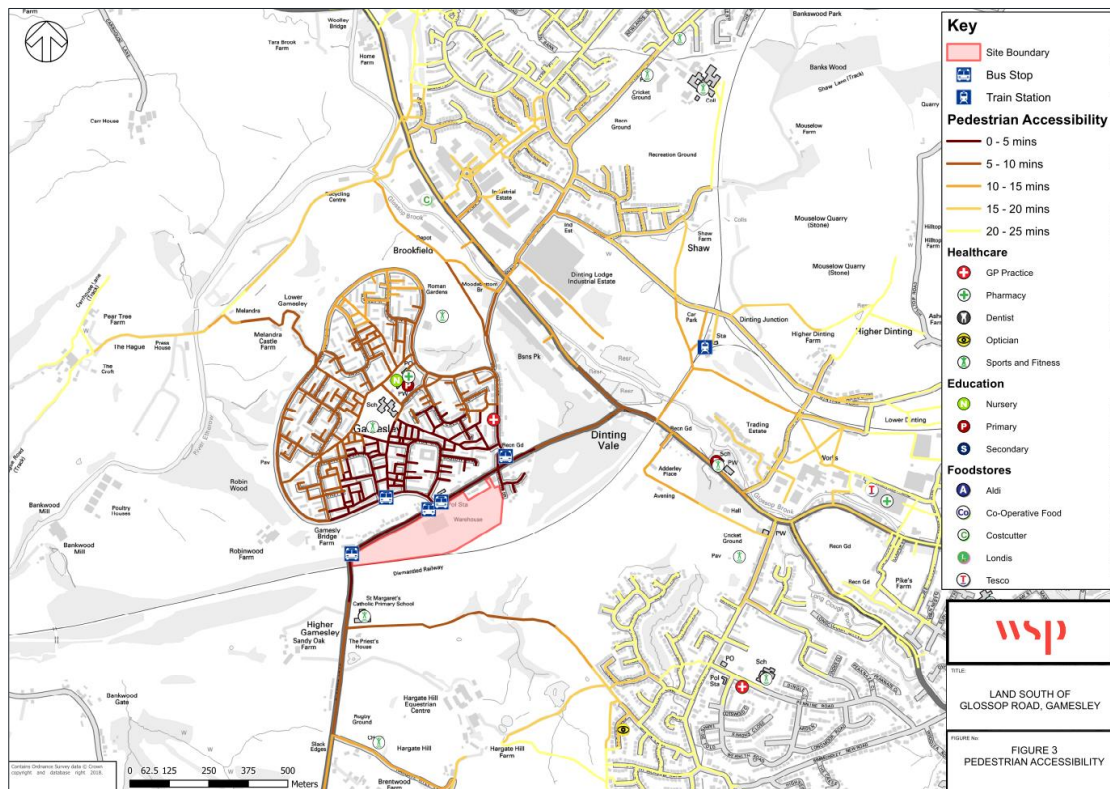
4.1 INTRODUCTION

- 4.1.1. The provision of safe and convenient access from the proposed development for pedestrians, cyclists and public transport users is important in providing a choice of transport for all residents to improve opportunities for travel using sustainable and active modes, and reducing travel by private vehicle.
- 4.1.2. In addressing **Tier 1** and **Tier 2** of the Pyramid, the proposed development is located adjacent to Glossop Road and is accessible with respect to local pedestrian, cycling and public transport infrastructure and facilities.

4.2 WALKING

- 4.2.1. Glossop Road has a lit footway on the north side of the carriageway providing access to Gamesley, Dinting Vale and Glossop. Approximately 350m to the east of the site, at the junction of Glossop Road and Cottage Lane, there is a central pedestrian refuge. There is also a controlled pedestrian crossing approximately 500m east of the site.
- 4.2.2. There are several Public Right of Way (PRoW) footpaths that allow access to the local area whilst avoiding public highway routes. Footpath HP12/8/1 provides access from the western edge of the site at the railway bridge to the town of Broadbottom, whilst Footpath HP12/65/2 provides access from the signalised A57 / A626 junction to Dinting station to the east of the site.
- 4.2.3. In order to demonstrate pedestrian connectivity through the surrounding area and to existing local amenities, walking isochrones have been plotted illustrating the actual distance walked as opposed to as the crow flies. These are shown by **Figure 3**, below and at **Appendix B**.
- 4.2.4. The walking isochrones have been plotted for five, 10, 15, 20 and 25 minute journey times on foot with the walking speed based on guidance given in Paragraph 3.30 in the IHT's publication Guidelines for Providing for Journeys on Foot, which states "*an average walking speed of 1.4m/s can be assumed*". The proposed site access point on Glossop Road has been used as the starting point for the isochrones.

Figure 3 – Pedestrian Accessibility from Site

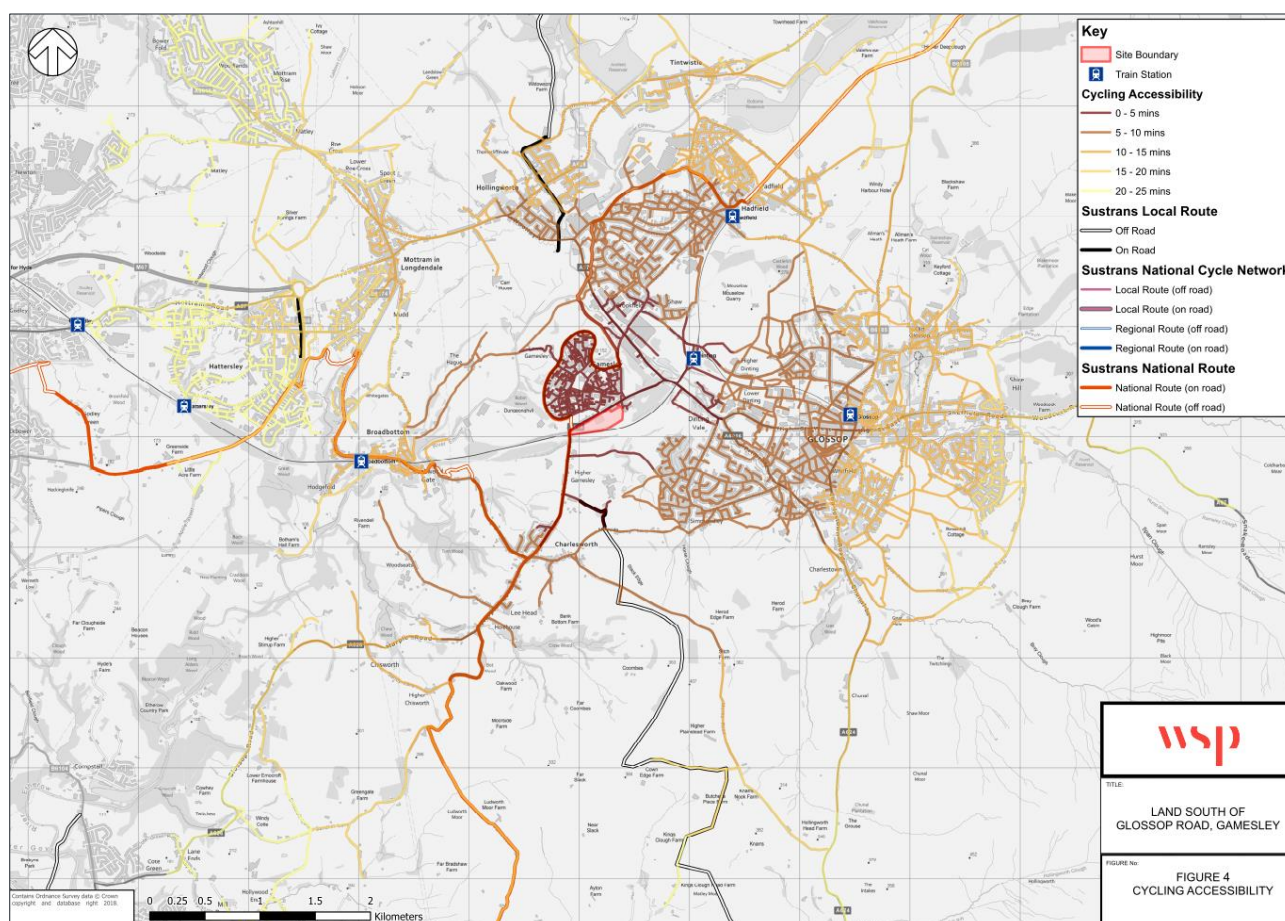


- 4.2.5. As shown in **Figure 3**, bus stops are accessible within a five minute walk of the site, while all of Gamesley and residential areas to the east are accessible within a five to 25 minute walk. Amenities in Gamesley include a doctor surgery, nurse and community centre, post office, a selection of small convenience shops, and a youth centre with sports facilities. Additionally, Dinting Station is within a 15 to 20 minute walk.

4.3 CYCLING

- 4.3.1. To the west of the site Glossop Road at the railway bridge is designated as part of NCN Route 62 and Route 68 towards Mottram and Hadfield as part of the Trans Pennine Trail. The routes are shown on the TfGM Tameside and Derbyshire Council's cycle maps, both of which are included in **Appendix C**.
- 4.3.2. The Trans Pennine Trail is a 595km (approx.) route that allows cyclists to travel from Hornsea and York on the East Coast to Southport on the West coast via Manchester, Leeds, Sheffield and Chesterfield. The journey is mainly traffic free with gentle gradients and well surfaced paths along its length.
- 4.3.3. In order to demonstrate cyclist connectivity through the surrounding area cycling isochrones have been plotted for five, 10, 15, 20 and 25 minute journey times by bicycle using a cycling speed of 4.4m/s. These are shown by **Figure 4**, below and at **Appendix B**.

Figure 4 – Cycling Accessibility from Site



- 4.3.4. As shown by **Figure 4**, multiple transport access points are accessible within the 25 minute cycle of the site, including six stations on the Manchester to Glossop railway line as outlined in **Section 4.5**. The entire residential area of Gamesley and associated amenities are accessible within a five minute journey of the site. The towns of Hadfield, Glossop, Dinting, and Broadbottom are all accessible within a five to 15 minute cycle of the site.

4.4 BUS SERVICES

- 4.4.1. To demonstrate the site's accessibility by public transport, an audit has been undertaken of the existing bus services and facilities in the local area. TfGM's Tameside Public Transport Network plan is included at **Appendix C**.
- 4.4.2. As identified above, bus stops are accessible within a five minute walk of the site, with local services identified in **Table 1**.

Table 1 – Bus Services from Site

No.	Route	Frequency
69a	Chapel en le Frith (<i>High School Service</i>)	1 AM and PM service (Monday – Friday)
341	Hyde – Blackbower – Hattersley – Mottram – Broadbottom – Charlesworth – Gamesley – Simmondley – Glossop	1 service each way every hour (Monday – Saturday)
394	Stepping Hill – Hazel Grove – Windlehurst – Marple – Lane Ends – Ernocroft – Charlesworth – Gamesley – Dinting Vale – Glossop	1 service each way every 2 hours (Monday – Friday)
842	Longdendale (<i>High School Service</i>)	1 AM and PM service (Monday – Friday)

- 4.4.3. The bus services to and from the site include an hourly service to Hyde and Glossop (341), a service to Stepping Hill Hospital, Stockport (394) and two services to local educational establishments (69a and 842). These services provide the site with a material alternative to journeys by private car to a range of local destinations.

4.5 RAIL SERVICES

- 4.5.1. In addition to bus services in proximity to the site, there are also a number of railways stations that can be reached on foot, by bicycle or bus. **Table 2** identifies stations within a 25 minute cycle of the site, their available sustainable transport facilities, including cycle parking, and additional bus services to the east of Manchester and the Peak District.

Table 2 – Facilities Available at Local Stations

Station	Cycle Facilities	Car Parking	Connections	Pedestrian / Cycling Accessibility
Dinting	-	25 spaces	Bus: 69B, 393	Pedestrian – 15 mins Cycle – 5 mins
Glossop	12 stands, CCTV	26 spaces	Bus: 61, 68, 69a, 237, 237N, 341, 351, 390, 393, 394, DCB	Cycle – 10 mins
Hadfield	8 stands	15 spaces	Bus: 69b, 237, 237N	Cycle – 10 mins
Broadbottom	6 stands, CCTV.	53 spaces	Bus: 341, 842	Cycle – 15 mins

- 4.5.2. The stations listed are managed by Northern, with regular commuter services towards Manchester Piccadilly, from which services across the UK are available. There are two services per hour provided in each direction from Dinting.

- 4.5.3. As shown in the Longdendale Integrated Transport Study, there is provision for a railway station at Gamesley, which would be situated adjacent to the site, providing frequent and easy access for future residents to Glossop and Manchester Piccadilly.

4.6 SUMMARY

- 4.6.1. The site is situated in an accessible location and offers good opportunities for sustainable travel between the site and the wider High Peak and Greater Manchester regions.
- 4.6.2. As such, the proposed development is considered to be sustainably accessible, in line with current national and local transport policies.

5 DEVELOPMENT PROPOSALS: TRIP GENERATION

5.1 PROPOSED DEVELOPMENT

5.1.1. The development is proposed to provide 119 two, three and 4 bed houses, and 36 one and two bed apartments. The architectural Masterplan prepared by JDA Architects are included at **Appendix A**.

5.2 MODE SHARE

5.2.1. As this FTP is concerned with increasing the choice of travel through sustainable modes of transport and reducing the need to travel by car for future residents, an understanding of the expected mode share is required.

5.2.2. Initial travel surveys as part of the Full Travel Plan process will inform the volume of journeys undertaken by all modes of transport; this will provide a baseline mode share from which future SMART (**S**pecific, **M**easurable, **A**chievable, **R**elevant, **T**ime Related) target indicators can be formed.

5.2.3. An indication of the baseline mode share characteristics of residents of the proposed development is provided by the 2011 Census data. The indicative mode share of residents of the proposed development is set out in **Table 3**.

Table 3 – Indicative Mode Share (Proposed Development)

Method of Travel to Work	Mode Share
Train	4.72%
Bus, minibuss, coach	9.79%
Taxi	1.18%
M'cycle, scooter, moped	0.94%
Driving a Car or Van	53.18%
Passenger in Car or Van	8.37%
Bicycle	2.59%
On Foot	19.22%
<i>Total</i>	100%

6 OUTCOME OBJECTIVES AND TARGET INDICATORS

6.1 AIM OF THE TRAVEL PLAN

- 6.1.1. This FTP recognises that there is not one mode of transport which is suitable for everyone who will travel to / from the site and that a flexible number of accessible options are needed. With this taken into consideration and in order to maximise the potential for achieving the benefits the Travel Plan endeavours to:

“Maximise the potential of achieving and maintaining the lowest level of single occupancy car trips made by residents to the site, while encouraging the highest level of sustainable and active travel on as many journeys as possible, and facilitating this wherever possible.”

- 6.1.2. Addressing **Tier 1** of the Pyramid, the site is in a suitable location for encouraging sustainable and active travel by residents given the following:

- The local highway infrastructure provides safe and comfortable access to and around the surrounding areas for pedestrians and cyclists;
- Local bus stops are easily accessible from the site within a five minute walk and give access to various destinations; and
- Rail services are accessible by foot, cycle or bus.

- 6.1.3. The FTP does not aim to prevent car based trips altogether as some people may have mobility restrictions where some of their journeys have to be made by car. The FTP seeks to ensure that the Full Travel Plan developed following site occupation will provide a realistic choice for people traveling to/from the site. The Travel Plan seeks to change people's travel behaviours to generate a sustained mode shift away from car travel by influencing and enhancing available travel choices.

6.2 OUTCOME OBJECTIVES

- 6.2.1. To achieve the aim of the FTP and in accordance with national and regional aspirations for enhancing sustainable and active transport choice, the following are objectives of this FTP:

- Identification of common destinations travelled to by each resident, and grouping their travel by destination or area to complete and accessibility audit based on user demand;
- Identifying and managing walking and cycling deterrents which prevent residents from using active modes;
- Promotion of walking and cycling and the benefits of travelling using sustainable modes of transport, including promotion of healthier lifestyles;
- Promotion of existing public bus services and identification of any gaps in provision which are in demand for providing access to other destinations;
- Creation of a sustainable community within the site by involving residents in the Travel Plan and securing their input when developing a Full Travel Plan; and
- Developing the Full Travel following occupation of the site and amending the outcome objectives as necessary.

6.3 TARGET INDICATORS

- 6.3.1. To provide a demonstrable measure of the achievement of the outcome objectives of the Travel Plan, specific SMART targets will be developed for each mode of transport based on the identified mode splits from initial travel surveys undertaken as part of the Full Travel Plan process.

7 TRAVEL PLAN MANAGEMENT

7.1 DEVELOPMENT OF A FULL TRAVEL PLAN

- 7.1.1. The establishment of residential travel patterns to and from the site following occupation represents the difference between a 'Framework' and 'Full' Travel Plan. This FTP will be developed into a Full Travel Plan through the undertaking of baseline travel surveys from residents. The Full Travel Plan will be submitted to the local highway authority for approval no later than six months following occupation of the 75th dwelling, approximately 50% occupation of the site.
- 7.1.2. To inform the baseline travel characteristics residents of the site will be asked questions regarding their key destinations, current transport mode usages, what would incentivise them to use more sustainable modes, what could be done to change their travel behaviour and what barriers they view to being able to use sustainable modes as opposed to the private car. Surveys will be distributed within three months of occupation of the 75th dwelling.
- 7.1.3. Residents will also have the chance to provide ideas on measures they wish to see included in the Full Travel Plan. By involving residents in the creation of the Travel Plan it is considered this will provide a sense of community ownership and incentivise engagement with the measures within.
- 7.1.4. The following actions are necessary to convert this FTP into a Full Travel Plan:
- Undertaking resident travel surveys and updating **Chapter 5** with the indicated baseline travel characteristics;
 - Confirming a site specific Action Plan and measures that will be informed by the survey results and will deliver the targets and objectives, through liaison with the local highway authority. The Action Plan will be produced in tabular format and for each measure will identify specific objectives, targets, actions, timescales, responsibility and monitoring mechanisms;
 - Confirming specific dates when future travel surveys and reviews of the Travel Plan will be undertaken, through liaison with the local highway authority; and
 - Producing a Full Travel Plan document.

7.2 TRAVEL PLAN CO-ORDINATOR

- 7.2.1. A Travel Plan Co-Ordinator (TPC) will be nominated within the Full Travel Plan in line with Tier 3 of the Pyramid.
- 7.2.2. The TPC will have their contact details provided to residents and be responsible for the daily management of the Travel Plan. The key responsibilities encompassed by the TPC role are:
- Produce and distribute Travel Welcome Packs to all residents and provide details and copies of the Travel Plan;
 - Liaise with residents, explaining both the objectives and benefits of the Travel Plan, ensuring awareness of the travel strategy and encouraging the participation of sustainable travel options to the site, with additional advice where required;
 - Distribution, collection, and analysis of paper-based and online travel surveys for residents, carried out every two years using a format agreed upon with Derbyshire County Council;
 - Completion of new Action Plan measures on a two-yearly cycle in regards to the site specific residential travel behaviours, allowing the achievement of SMART targets;
 - Establishment of baseline mode shares every two years, including a review of framework target indicators and including amendments accordingly, with discussions on revised SMART targets with Derbyshire County Council;
 - Actively encouraging site residents to utilise non-motorised journeys to and from the site, ensuring that residents are fully aware of the range of transport options available to them;
 - The point of contact and on-going liaison with outside bodies such as the local highway authority;
 - Acquiring supporting information for alternative transport modes such as physical copies of public transport timetables, walking and cycling maps of the High Peak, Peak District and Tameside areas, and distributing these to each resident;
 - Acting as a focal point for all transport, access, and travel related issues with regards to the site; and
 - Implementing, monitoring, and reviewing the Full Travel Plan and consulting with the local highway authority on the review results.

7.3 MONITORING AND EVALUATION

- 7.3.1. The monitoring of residential travel behaviour is vital to ensure measurable progress towards travel plan targets. Monitoring reports will be provided to local highway authority officers every two years informed by travel survey results and subsequent Action Plans for a period of at least 5 years from the date of Full Travel Plan.

8 TRAVEL PLAN MEASURES

8.1 INTRODUCTION

- 8.1.1. The accessibility of the development can be considered in the context of the following methods of sustainable travel:
- Pedestrian Accessibility;
 - Cycling Accessibility; and
 - Public Transport Accessibility.
- 8.1.2. These methods of travel are considered sustainable in terms of being alternative to private car usage, through a combination of hard, soft, promotional, and incentivising measures. However, also considered is the usage of the private vehicle as a method of sustainable travel, which is outlined in the sections below.

8.2 SUSTAINABLE INFRASTRUCTURE

- 8.2.1. Sustainable transport measures will be implemented and promoted to encourage people to walk, cycle or use public transport. The development has been designed in line with the principals of Manual for Streets which promotes layouts following a user hierarchy where the needs of pedestrians and cyclists are considered before vehicle modes.
- 8.2.2. As detailed in the Transport Assessment it is proposed that the development will comprise a network of footways linking dwellings with key spaces and greenways throughout the site, and will then link to the wider existing sustainable infrastructure adjacent to the site summarised in **Chapter 3**. A level of cycle parking will be provided to facilitate and encourage cycling as a sustainable transport option to users of the site. As identified on the architectural Masterplan this will comprise provision within garages and rear-garden cycle sheds.
- 8.2.3. Furthermore, this FTP identifies potential measures to promote the available sustainable transport options to users of the site and minimise car trips associated with the development.

8.3 WALKING MEASURES

- 8.3.1. The following measures will be considered in development of the Full Travel Plan to encourage and promote walking to residents of the proposed development:
- Travel Welcome Packs given to residents giving details of walking routes and events in the area, as well as information to raise awareness of the important health benefits associated with walking;
 - Improvement of key pedestrian routes in proximity to the development;
 - Promotion of development specific walking 'buddy' groups and events, allowing residents with similar local travel characteristics to group together into walking groups with associated contact lists;
 - The promotion of online resources, including:
 - <http://www.walkit.com> – Urban walking route planner; and
 - <http://www.walkingforhealth.org.uk/> – Local walking group finder;
 - Provision of equipment to support walking (such as pedometers) and / or vouchers for outdoor equipment shops to residents in the 'buddy' walking group.

8.4 CYCLING MEASURES

- 8.4.1. The following measures will be considered in development of the Full Travel Plan to encourage and promote cycling to residents of the proposed development:
- Travel Welcome Packs distributed to residents will include information and advice regarding safe cycling routes in the vicinity of the development, as well as information to raise awareness of the important health benefits associated with cycling;
 - Provision of secure and attractive cycle and motorcycle parking, located for ease of access with high visibility, potentially with basic maintenance essentials provided;
 - Promotion of development specific cycling 'buddy' groups and events, allowing residents with similar local travel characteristics to group together into cycling groups with associated contact lists;
 - Promotion of online cycling resources, including:
 - <http://www.peakdistrict.gov.uk/visiting/cycle/cycle-routes> - Peak District cycle website;

- <https://www.activederbyshire.org.uk/where-to-cycle> - Active Derbyshire's cycling route website;
- <http://cycling.tfgm.com/> - TfGM's website for cycling;
- <http://tfgm.pindarcreative.co.uk/> - Interactive local mapping of preferred cycle routes;
- <http://www.sustrans.org.uk/> - National cycling charity with interactive cycle route mapping; and
- <http://www.bikehub.co.uk/> - Cycle information and route mapping, with articles on cycling across the UK.
- Provision of equipment to support cycling (such as lights) and / or vouchers for cycling equipment from local cycling shops for residents who partake in the cycling 'buddy' group.

8.5 PUBLIC TRANSPORT MEASURES

The following measures will be considered in development of the Full Travel Plan to encourage and promote the use of public transport by residents of the proposed development:

- Travel Welcome Packs distributed to residents will include information and advice regarding bus stop locations, bus timetables, route maps to local railway stations, train timetables and fare information;
- Educating residents on the importance of using public transport as an alternative to the private car for local and regional journeys, and the benefits in health, wellbeing and the environment that this can bring;
- Promotion of online public transport resources, including:
 - <https://beta.tfgm.com/> - TfGM's home page which allows users to plan multimodal trips from / to anywhere in the Greater Manchester region, including bus, rail, and tram routes; and
 - <http://ojp.nationalrail.co.uk/service/ldbboard/dep/DTG> - National Rail live departure board from Dinting.
- Provision of public transport discounts, such as taster tickets and / or monthly / annual discounts, potentially with a public transport season ticket.

8.6 CAR SHARING MEASURES

- 8.6.1. To encourage the sharing of private cars, information on local car sharing schemes in Derbyshire will be included within the Travel Welcome Packs, including a link to the Derbyshire Car Sharing site: <https://liftshare.com/uk/community/derbyshire>.
- 8.6.2. A development-specific car-share group could also be created, grouping residents with similar (mid-long distance) travel characteristics into car-share groups with associated contact lists.

8.7 ACTION PLAN

- 8.7.1. As part of the Full Travel Plan process, the package of measures adopted to increase sustainable and active travel like those considered above will be defined in an Action Plan. This Action Plan will be the mechanism for working towards achieving the target indicators for each mode of transport aligned with delivering the overall aim of the Travel Plan.
- 8.7.2. As advised in the GPG, the Action Plan created for the Full Travel Plan will illustrate the implementation programme for the proposed measures, including the roles and responsibilities, timescales for delivery (date of final completion), and how each action will be evaluated. The communication and marketing tools used to promote each measure will also be provided within the Action Plan.
- 8.7.3. The Travel Plan is an active document and, as such, the Action Plan within will be updated regularly to ensure that it reflects the best information available to residents, particularly if there is a change in local circumstances, and includes the most appropriate measures.

9 COMMUNICATION AND MARKETING STRATEGY

9.1 PURPOSE OF A COMMUNICATION STRATEGY

- 9.1.1. The purpose of the communication and marketing strategy is for this FTP to be developed into the Full Travel Plan by ensuring the following steps are undertaken by the TPC:
- Raising awareness of the active and sustainable travel options that are available to site residents;
 - Promotion of the Action Plan package of measures; and
 - Dissemination of travel information from the outset to residents from the TPC throughout the lifespan of the Travel Plan.
- 9.1.2. The marketing and communication strategy will aim to communicate the Travel Plan and associated measures to all site residents, raising awareness of sustainable and active travel methods through the targets and objective outlines, resulting in the package of measures delivered through the Action Plan from the outset, with regular bulletins to residents to include updates of the progress of the Travel Plan.
- 9.1.3. The communication and marketing proposals will be effective in maintaining the momentum of the Travel Plan. The adopted strategy by the TPC of the proposed development following the completion of the Full Travel Plan will include the following:
- Making sure implemented measures outlined previously in this document will work and are also flexible enough that they can be adjusted and / or amended as needed if issues are experienced, allowing confidence in the Full Travel Plan to be maintained by residents;
 - Regular communication with residents in regards to updates to the Full Travel Plan to keep it in people's minds as an on-going and changing document;
 - Provision of easily contactable assistance, with the TPC available to all residents to ensure issues involving the Travel Plan and problems with active and public transport can be quickly resolved;
 - Ensuring all information that is available to residents and external parties (where necessary) remains up to date; and
 - Developing a successful feedback mechanism between resident and the TPC so that potential improvements to the Full Travel Plan process can be beneficial to all.

9.2 MARKETING MATERIALS

- 9.2.1. The Travel Welcome Packs provided to residents will be included with publicity material, providing relevant information on sustainable and active travel to the site. This material will provide information regarding online and offline resources, as well as contact details for the TPC.
- 9.2.2. Publicity material will be used in the Travel Welcome Packs and throughout the course of the Travel Plan lifetime. It will include the following:
- Questionnaires, letters, and leaflets;
 - Quarterly residents' newsletters and bulletins, providing up-dates on the FTP, travel information, and success stories;
 - Presentation and workshops with residents and the TPC, where necessary; and
 - Promotional campaigns tailored to specific residents' needs.
- 9.2.3. The TPC for the proposed development will identify which of the above media will be the most effective for conveying Travel Plan related information to residents.

10 MONITORING AND REVIEW STRATEGY

10.1 PURPOSE OF A MONITORING STRATEGY

- 10.1.1. The inclusion of a monitoring strategy for the Full Travel Plan is vital to ensure measureable results towards the targets set out, but also track what progress is made towards achieving the SMART target identified. By doing this, appropriate adjustments can be made to the Travel Plan as and when needed.

10.2 METHOD: EVIDENCE DATABASE

- 10.2.1. As stated, this FTP will be developed into a Full Travel Plan through the undertaking of baseline travel surveys from residents. The Full Travel Plan will be submitted to the local highway authority for approval no later than six months following occupation of the 75th dwelling, approximately 50% occupation of the site.
- 10.2.2. The Full Travel Plan for the proposed development will be a dynamic document. A continuing process of improvements, monitoring, and adjustments to the Travel Plan will be undertaken to reflect the changing circumstances of residents and will be reflective of the '*living document*' concept.
- 10.2.3. The TPC will be responsible for devising an appropriate monitoring programme, involving the compilation of a database of evidence and monitoring to allow for progress tracking towards goals and targets. The database will allow for adjustments to be made where appropriate, allowing the Full Travel Plan document to be updated in a seamless manner based on transparent evidence from residential and official sources.
- 10.2.4. The monitoring databases produced by the TPC will be used for observing the progress towards the targets over the period between Full Travel Plan reviews. This will enable the TPC to monitor all issues, successes, problems and adjustments that will be required, ensuring that the target indicators being worked towards and measures are aligned and will support the progress that has been made.

10.3 REVIEWS

- 10.3.1. Monitoring reports will be provided to local highway authority officers every two years informed by travel survey results and subsequent Action Plans for a period of at least three years from the date of Full Travel Plan.
- 10.3.2. The TPC will be responsible for the undertaking of Full Travel Plan reviews using information collected over the course of the previous two years through the monitoring database to inform the review.
- 10.3.3. Every review will include a summary of the following:
- Progress made towards achieving the SMART target indicators outlined in the Full Travel Plan;
 - The impact and usefulness of the Action Plan and measures within;
 - Identification of elements of the Full Travel Plan which have been successful and which have failed to be as successful as expected; and
 - Changes in travel behaviours taking into account any changing circumstances.
- 10.3.4. Prior to the initial review the TPC will agree with the local highway authority as to what data collection methodologies will be used. These may include the following collection methods:
- Qualitative information including traffic/parking/cycle counts, photographs and visual recordings; and
 - Resident surveys.

11 SUMMARY

- 11.1.1. This FTP, produced to support the proposed development south of Glossop Road, Gamesley, is a site specific framework strategy for managing multi-modal access to the site which focuses on promoting sustainable and active travel, and providing greater travel choices for all residents.
- 11.1.2. It has reviewed the importance of Travel Plans as soft measures in the integrated transport and spatial planning policy framework, and demonstrated that the proposed development site is well placed for the encouragement of sustainable and active travel by residents travelling to and from the site.
- 11.1.3. The FTP recognises the travel characteristics of the local population which have been considered in the creation of objectives and targets. Outcome objectives have been devised to achieve the aim of the Travel Plan and to maximise the benefits that can be gained by the proposed development, its residents and the local environment. Specific targets will be developed for each mode of transport based on the identified mode splits from initial travel surveys undertaken as part of the Full Travel Plan process.
- 11.1.4. To promote and raise awareness of the use of sustainable and active travel modes, Travel Plan measures including hard measures, soft promotional measures and incentives have been suggested within this FTP. This considered package of measures complements the site location and support walking, cycling, and public transport.
- 11.1.5. Indicative Communication and Marketing and Monitoring and Review strategies have been devised.
- 11.1.6. This FTP will be developed into a Full Travel Plan through the undertaking of baseline travel surveys from residents. The Full Travel Plan will be submitted to the local highway authority for approval no later than six months following occupation of the 75th dwelling, approximately 50% occupation of the site. An Action Plan will be confirmed as well as the Travel Plan targets and objectives, actions, timescales, responsibilities and monitoring mechanisms.
- 11.1.7. The Travel Plan will be managed by the Travel Plan Co-ordinator who will follow the plans laid out in the Full Travel Plan.
- 11.1.8. Monitoring reports will be provided to local highway authority officers every two years informed by travel survey results and subsequent Action Plans for a period of at least three years from the date of Full Travel Plan.



The Victoria
150-182 The Quays
Salford, Manchester
M50 3SP

wsp.com