



Alpha Hospital, Bury

Travel Plan

Report



Alpha Hospital, Bury

Travel Plan

Report

JMP Consultants Limited
Blackfriars House
Parsonage
Manchester
M3 2JA

T 0161 831 5600
F 0161 831 5601
E manchester@jmp.co.uk

www.jmp.co.uk

Job No. NW90074

Report No. 002

Prepared by JH

Verified SQ

Approved by SQ

Status Draft Final

Issue No. 001

Date 03 July 2009



Alpha Hospital, Bury

Travel Plan

Report

Contents Amendments Record

This document has been issued and amended as follows:

Status/Revision	Revision description	Issue Number	Approved By	Date
Draft Final		001	SQ	03/07/2009

Contents

1	INTRODUCTION	1
	Background.....	1
	Context	1
	Location	1
	Development Proposal	1
	Content	2
2	BASELINE AUDIT	3
	Background.....	3
	Current Operation.....	3
	Local Accessibility	4
	Summary	5
3	OUTCOME OBJECTIVES.....	6
	Background.....	6
	Policy Context.....	6
	Policy Overview	6
	Summary of Outcome Objectives.....	10
4	TARGETS & INDICATORS	11
	Background.....	11
	Vehicle Activity	11
	Modal Share	12
	Targets & Indicators	13
5	MANAGEMENT STRATEGY	15
	Background.....	15
	Appointment of a Travel Plan Coordinator	15
	Marketing	16
	Resourcing.....	16
	Travel Plan Steering Group.....	17
6	TRAVEL PLAN MEASURES	18
	Background.....	18
	Physical Measures	18
	Procedural Measures	19
7	MONITORING & REVIEW.....	24
	Background.....	24
	Current Targets	24
	Proposed Approach.....	24
	Summary	25
8	IMPLEMENTATION ACTION PLAN.....	26



Background.....	26
Post Consent	26
Year 1	26
Year 2	27
Year 3	28
Year 4	28
Year 5	29
9 SUMMARY & RECOMMENDATION.....	30
Summary	30
Recommendation	30

Tables and Figures

Figure 1.1	1
Figure 2.1	3
Figure 2.2	4
Table 2.1 Bus service summary	5
Table 4.1 First Principles Trip Generation: 120 Beds	11
Table 4.2 First Principles Trip Rates: per bed.....	12
Table 4.3 Total Trip Generation: 200 Beds.....	12
Table 4.4 Existing Daily Modal Share (07.00 – 19.00).....	13
Table 4.5 Travel Plan Targets and indicators	14
Table 6.1 Summary of Car Share Options.....	19

Appendices

APPENDIX A Sample Travel Survey

1 Introduction

Background

- 1.1 JMP Consultants (JMP) has been commissioned by Business Development Associates (BDA) on behalf of Alpha Hospitals (AHL) to produce a Travel Plan in support of an application to extend the accommodation at the Alpha Hospital site, Bury. The hospital is a private psychiatric hospital which currently accommodates 120 residential beds and offers services to both male and female individuals in medium and low security psychiatric facilities.

Context

- 1.2 This document has been produced in accordance with Department for Transport (DfT) Guidance on Transport Assessments (GTA) March 2007, which states that a Travel Plan should be submitted in support of applications that are likely to have significant transport implications (Par 4.81). It also adheres to DfT good practice guidelines: *Delivering Travel Plans through the Planning Process* (April 2009).
- 1.3 This document builds on Alpha's own *Sustainable Transport Plan*, which served to identify potential measures within the context of the site redevelopment. The aspirations of the document are incorporated within this Travel Plan.
- 1.4 This Travel Plan should be read in conjunction with the JMP Transport Assessment (TA) for the Alpha Hospital site.

Location

- Alpha Hospital is located to the south west of Bury town centre in close proximity to the A58 Bolton Road which is a main arterial road connecting Bolton and Bury. The site is situated approximately 2.2 km from Bury transport interchange in the town centre, with a more direct off road walking and cycling track which connects the site to the town centre with a distance of approximately 1.6 km.
- 1.5 Access to the site is via Kitchener Street which has a priority junction with the A58 Bolton Road connecting to the town centre and transport interchange. There is also a walking and cycling path which has off road provision for the majority of the route between the hospital and Bury town centre.

The site location plan is detailed in **Figure 1.1**.

Development Proposal

- 1.6 The proposed development of the site would involve the addition of 80 bed spaces, to provide a total accommodation for 200. This would involve the reconfiguration of the accommodation on-site and the provision of additional buildings and parking. The development proposal would accommodate 183 parking spaces, of which 140 would be located at Basement level. Within this entitlement, 3 spaces would be allocated for disabled users.
- 1.7 It is assumed that the proposed development will not greatly change the function of the site with staff patterns remaining similar if not the same as the current shift patterns. The main effect that the proposed development will have is to increase the numbers of staff on site both during working



Figure: 1.1

Client:
G I Martin Architects

Project Title:
Alpha Hospital, Bury

Drawing Title:
Site Location Plan

File Ref:
NW90047

 Alpha Hospital Site



W: www.jmp.co.uk
E: manchester@jmp.co.uk

hours and through the night. The reason for the increase in the number of onsite staff is the staff intensive nature of the Alpha hospital services.

Content

1.8 This Travel Plan is produced as nine sections including this introduction, and is summarised as follows:

- **Section 2** highlights the baseline position at the site and the surrounding transport network
- **Section 3** identifies appropriate outcome objectives for the promotion of sustainable travel in accordance with policy at national, regional and local levels
- **Section 4** identifies appropriate targets and indicators for this Travel Plan
- **Section 5** summarises the management structure of the Travel Plan up to the redevelopment of the site and beyond through subsequent periods of implementation and monitoring
- **Section 6** details appropriate measures to be implemented through the Travel Plan to meet the identified objectives and targets
- **Section 7** identifies the process of monitoring and review
- **Section 8** provides appropriate timescales for implementation
- **Section 9** concludes the report

2 Baseline Audit

Background

- 2.1 JMP has undertaken a baseline audit of current transport and accessibility considerations both in relation to on-site activity, and with regard to travel to the site from the wider area by all available modes.

Current Operation

- 2.2 Alpha Hospital is a private psychiatric hospital offering medium and low secure accommodation for individuals who require mental health care. The hospital provides facilities for both male and female residents including the following:

- Secure services for Women with Mental Illness,
- Secure services for Men with Mental Illness,
- Personality disorder services
- Secure services for deaf men and women.

Staffing

- 2.3 The shift patterns at the site vary depending on the role of the staff. During the day staff levels peak at 180 individuals.

Weekday Staff

- 58 Ward staff (not including additional staff for special circumstances such as observations and patient escorts). Shifts running from 07:00 – 19:15
- 119 Administration staff, management, therapies staff and doctors. Typical shifts between 09:00 – 17:30.
- 3 gate lodge staff with shifts running from 06:00 – 18:00/ 06:00 – 14:00/ 14:00 – 22:00.

Weekend Staff

- A total of 60 staff working Friday and Saturday between the hours of 07:00 – 19:15

Night Staff

- A total of 50 staff are on site at night between the hours of 19:00 – 07:15.

- 2.4 **Figure 2.1** shows the distribution of all staff employed at the site based on the postcode data provided. The main concentrations of staff are in the Bury, Bolton and Radcliffe areas, as shown in the figure.

Parking

- 2.5 The site currently has 115 car parking spaces of which two spaces are designated for people with disabilities and 12 spaces are designated for visitors.



Figure: **XX**

Client:

INSERT CLIENT HERE

Project Title:

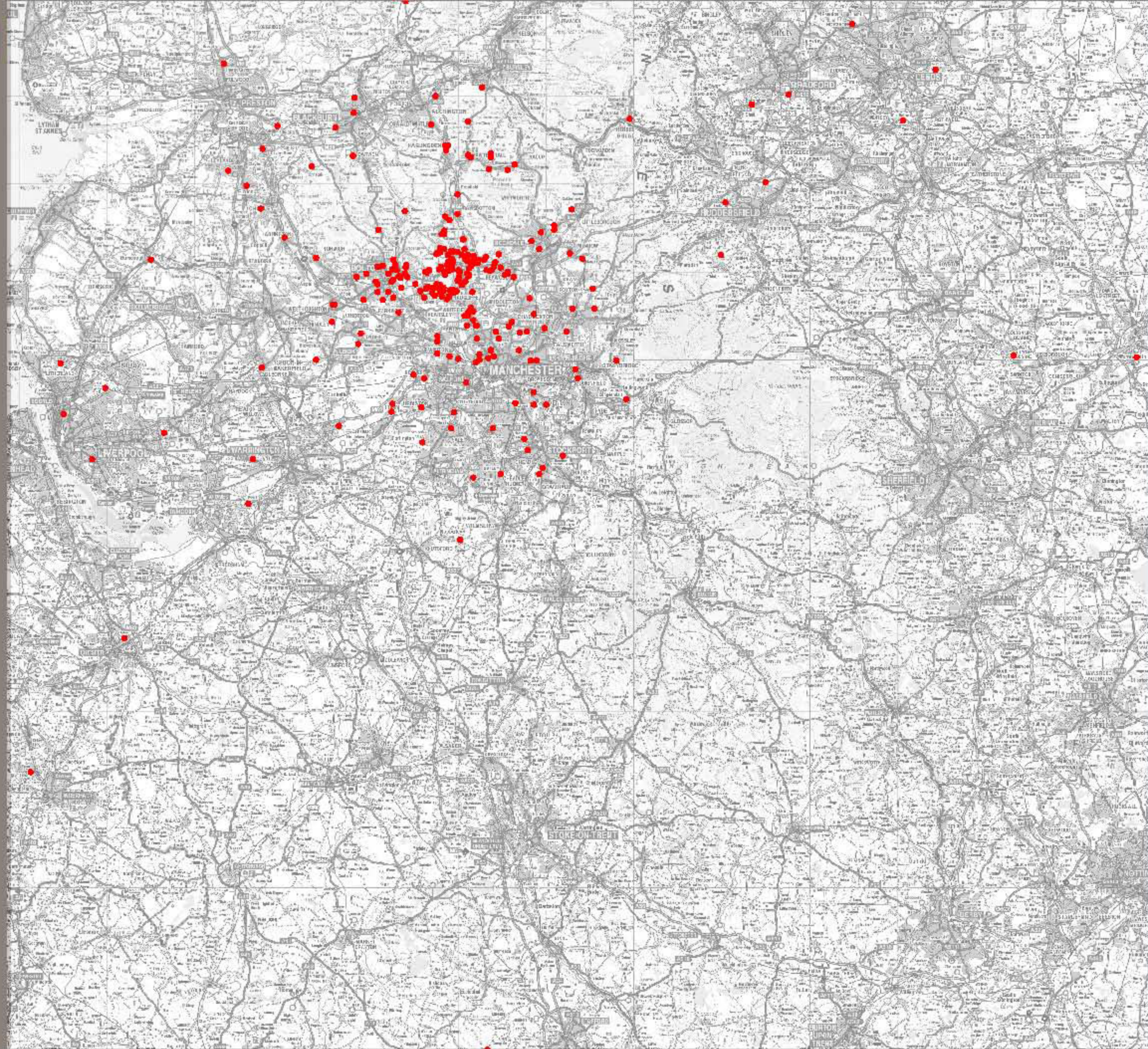
Alpha Hospital, Bury.

Drawing Title:

Staff Postcode Distribution

File Ref:

NW90074



● Staff Postcode Point



W: www.jmp.co.uk
E: manchester@jmp.co.uk

Local Accessibility

- 2.6 JMP undertook an audit of local accessibility for staff movements to the Alpha hospital, in order to understand the potential barriers that may currently deter use of sustainable travel modes.
- 2.7 It is appreciated that other factors such as shift patterns would also be a factor in choice of mode, and this is reflected in the identified measures within **Section 6**.

Walking

- 2.8 The site is connected to Bury town centre by the A58 Bolton Road, this forms the preferred on road walking route to the site starting out in Bury town centre near the transport exchange. The standard of the footway is good throughout the walking route. The crossing facilities on the route are to an acceptable standard however in the town centre underpasses are utilised in order to cross the A58 which have a low perceived level of personal security.
- 2.9 The Daisybank Trail is an off-road footway and cycling route which is a part of the Connect2 project, a collection of 79 individual projects with the aim of connecting communities, the trail links the Alpha Hospital site with Bury Town centre. The trail provides a well lit route with a surface which is suitable for all cycle types, being a tarmac surface with lighting columns at frequent intervals. The trail also offers the most direct route between Bury town centre and the hospital site with the entirety of the route being traffic free which increases the perceived safety of both pedestrians and cyclists.
- 2.10 The Daisybank trail does however have some negative aspects with poor surveillance of the route which lowers individual's feelings of personal safety. Due to the off road nature of the trail with its lack of surveillance it is susceptible to anti-social behaviour, evidence of which was seen during the site audit. Due to the negative points raised the trail is unlikely to be a route taken by individuals who work anti-social shift patterns or for lone female users.

Cycling

- 2.11 As with the pedestrian provision, there are both on road and off road routes which connect the site with the wider area including Bury town centre. The on road provision is via the A58 Bolton road and follows the same route identified in the paragraphs above. The route has specific cycling provision with cycle lanes provided through the underpasses which cross the A58 in close vicinity to Bury town centre and the transport interchange. This provision runs for the busiest sections of the A58 from the transport interchange to where the A58 intersects with Crostons Road in both directions.
- 2.12 The Daisy bank trail, as previously mentioned, is a traffic free route which forms a part of National Cycling Network (NCN) route 6 offering an off road route in both directions between the Alpha Hospital site and Bury town centre and Transport interchange. The route is suitable to both novice and more established cyclists, as it is a traffic free route. The route also offers the most direct link between Bury and the hospital site and as such is a viable option for cyclists. The issues raised in the walking accessibility section of this report, though still applicable to a degree are less relevant in terms of cycling as users are less vulnerable than pedestrians.
- 2.13 **Figure 2.2** shows the 2km walking isochrone and 5km recommended cycling isochrone, based on PPG 13. The figure highlights in yellow the 2km walking distance based on roads and footpaths which link with the site, with the blue shaded area extending to 5km for the cycling isochrone. The figure has been overlaid with staff postcode data to highlight individuals who could potentially travel

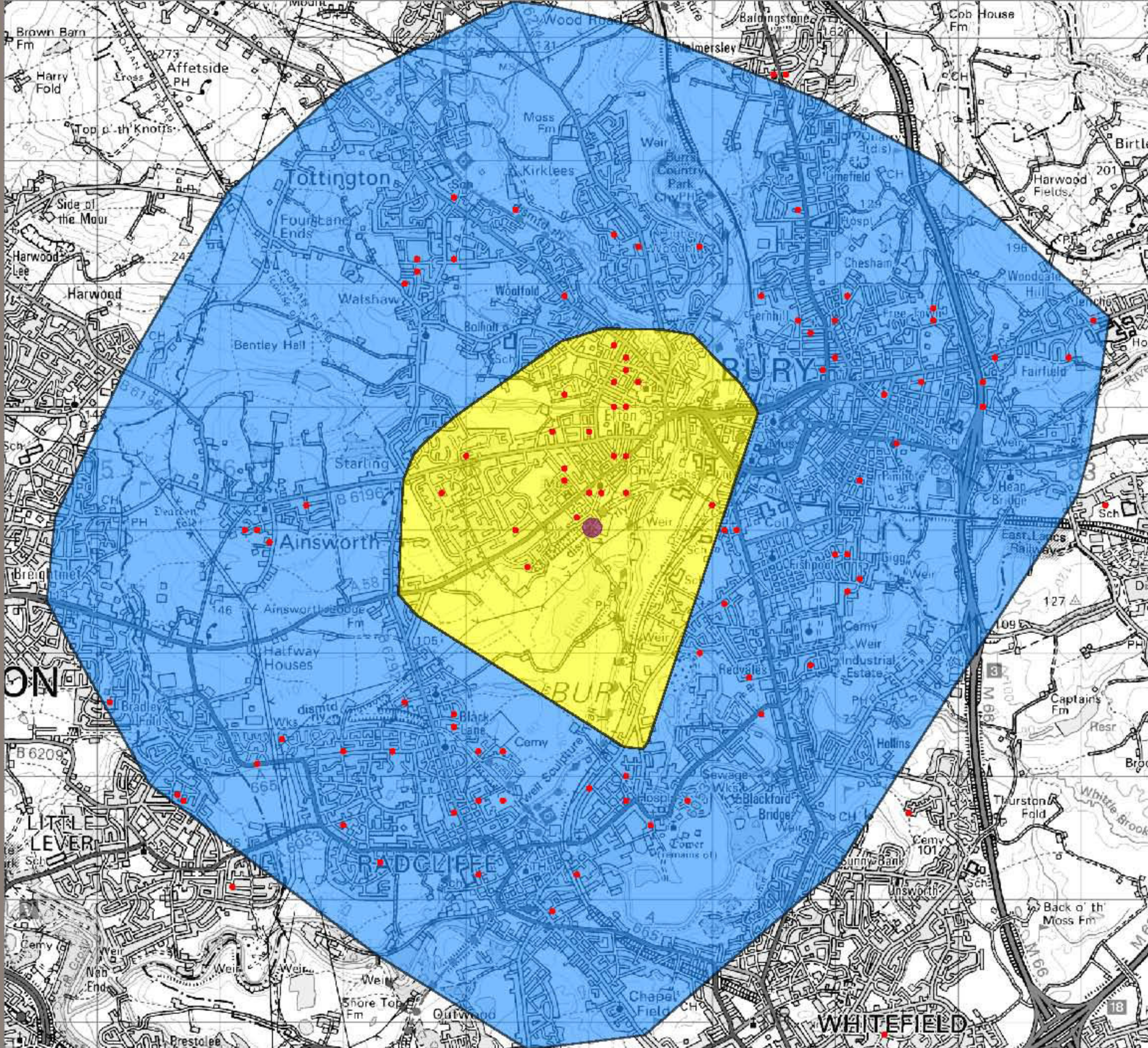


Figure: **XX**

Client:
G | Martin Architects

Project Title:
Alpha Hospital, Bury

Drawing Title:
**2km Walking and
5km Cycling Isochrones**

File Ref:
NW90047

-  Alpha Hospital Site
-  Staff Postcode Point
-  2km Walking Isochrone
-  5km Cycling Isochrone



W: www.jmp.co.uk
E: manchester@jmp.co.uk

to the site by either walking or cycling; the targeted marketing of measures to such individuals is discussed further within Section 6.

Bus

- 2.14 Bury interchange is situated in the centre of Bury next to the Mill Gate Shopping Centre. The interchange offers facilities for travel by both bus and rail (Metrolink). The bus services which have stops within a close vicinity of the site are detailed in Table 2.1. The 98 service runs along Ainsworth Road which has stops within a 1km walking distance of the site.

Table 2.1 Bus service summary

Bus Number	service	First service	Frequency	Last service
471	Bolton - Rochdale	06:20	07:25 (every 10 minutes) 17:25	22:00
	Rochdale - Bolton	06:20	07:10 (every 10 minutes) 17:20	22:00
486	Radcliffe - Bury	09:00	Hourly service	17:00
	Bury - Radcliffe	09:30	Hourly Service	17:30
98	Bury - Manchester	04:55	06:10 (every 15 minutes) 18:25	22:35
	Manchester - Bury	05:55	06:55 (every 15 minutes) 20:35	23:35

- 2.15 The bus timetable show that there is a good provision of buses serving the site area within the network peaks and during the day, with the A58 forming part of a quality bus corridor which has bus services running approximately every 10 minutes. Due to the shift patterns at the site, with many staff working shifts which start and end in unsociable hours the bus services available are less frequent and as such impede the accessibility to the site.

Tram

- 2.16 The Manchester Metrolink has a line from Bury to Altrincham which stops at various stops in Manchester City Centre. The Bury to Altrincham line has an interchange at Manchester Piccadilly Station where it is possible to change onto the Eccles line. The Metrolink has a service which runs approximately every 10-15 minutes on the Altrincham/ Bury line offering a public transport connection between Bury and local areas including; Radcliffe, Whitefield and Manchester City Centre.

Summary

- 2.17 Based upon the information provided it is apparent that there is currently a good basic level of both on road and off road provision for pedestrians and cyclists. In terms of pedestrians the on road route from the town centre has little scope for improvement, however from the walking audit carried out by JMP the conclusion was that the route seemed quite a distance for a daily two way commute, with the use of underpasses detracting from its viability.
- 2.18 The Daisybank trail has a good standard of provision for both pedestrians and cyclists. Due to the safety issues highlighted and the concerns over anti social shift patterns the trail is most suited to cyclists.

3 Outcome Objectives

Background

- 3.1 This Travel Plan identifies a set of Outcome Objectives to be achieved by the developer and site occupant. They are to be agreed with Bury Metropolitan Borough Council at this interim stage, and subsequently finalised following a full review of staff travel habits.
- 3.2 The objectives reflect the over-arching aspirations for sustainable travel to the site, and are based upon local site characteristics, and the relevant planning policy context at Local, Regional and National levels. The Targets identified within Section 4 represent measurable goals that contribute towards ultimately achieving the Outcome Objectives.

Policy Context

- 3.3 This section contains a review of relevant statutory and non-statutory planning documents at national, regional and local levels, in order to identify the levels of compliance that the development will seek to achieve.

Policy Overview

National

- 3.4 Planning Policy Statements [PPS] are issued by government to explain statutory provisions and provide guidance to local authorities and others on planning policy and the operation of the planning system. They are currently replacing Planning Policy Guidance [PPG] Notes as part of the 2004 Planning and Compulsory Purchase Act; however, a number still remain in place.

PPS1

- 3.5 PPS 1 was published in 2005 replacing PPG: General Policy and Principles. PPS 1 emphasises the government objective to “produce the quality of development needed to deliver sustainable development and secure sustainable communities.” (Par.7)
- 3.6 In terms of delivering sustainable development, planning authorities should seek to:

- Provide improved access for all jobs, health, education, shops, leisure and community facilities, open space, sport and recreation, by ensuring that the new development is located where everyone can access services or facilities on foot bicycle or public transport rather than having to rely on access by car.”
- Reduce the need to travel and encourage accessible public transport provision.

PPG13 - Transport

PPG 13 sets out the national planning policy framework for transport issues. The most recent version was published in March 2001 and contains the core aim of increasing coordination between land use planning and transport. It also emphasises the need to reduce the need to travel, especially by car.

PPG 13 contains the following key objectives:

- Promote more sustainable transport choices for both people and for moving freight;

- Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and
- Reduce the need to travel, especially by car.” (Par 4).

When preparing documentation plans and considering planning applications, local authorities are also advised to:

- “...ensure that development comprising jobs, shopping, leisure and services offers a realistic choice of access by public transport, walking and cycling...,
- ...use parking policies, alongside other planning and transport measures to promote sustainable transport choices and reduce the reliance on the car for work and other journeys.”
- (Par 6)

With regard to transport assessments, PPG 13 states the importance of demonstrating that the development is accessible by a range of transport modes, including public transport, walking and cycling. This is to take into account journey times, public transport frequency, quality, safety and access for disabled people.

- “Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km.” (JMP emphasis)
- “Cycling also has potential to substitute for short car trips, particularly those under 5km, and for part of a longer journey by public transport.” (JMP emphasis).

Regional

- 3.7 The North West Regional Spatial Strategy (RSS) was published on September 30th 2008; it forms part of the development plan for the region, and provides the strategic context for the emerging Local Development Framework within Bury.
- 3.8 Section 8 of RSS constitutes the Regional Transport Strategy; the following policies are of relevance to this Travel Plan:

RT2 – Managing Travel Demand

Policy RT2 identifies a number of means to which travel demand will be limited through the development plan process. They are reproduced below as relevant to this Travel Plan:

- Ensure that major new developments are located where there is good access to public transport, backed by effective provision for pedestrians and cyclists to minimise the need to travel by car
- Seek to reduce private car use through the introduction of ‘smarter choices’ and other incentives to change travel behaviour which should be developed alongside public transport, cycling and pedestrian network and service improvements
- The RSS does not contain a specific parking standard for the proposed C2A Use Class in relation to Secure Psychiatric Hospitals.

Local

3.9 The Local Development Framework (LDF) for the Bury Metropolitan Borough is currently under development; it consists of a number of relevant documents that will constitute the development plan for the area, and subsequently guide the Outcome Objectives at the Alpha Hospital site:

- The Core Strategy – currently at `Preferred Options` stage
- Supplementary Planning Documents

A summary of documents that constitute the LDF is provided below:

Core Strategy

3.10 The Core Strategy is at `Preferred Options` stage, and contains a number of relevant policies that are of relevance to the Alpha Hospital site. Within the Spatial Vision and Strategic Objectives, Objective 7 identifies the aspirations for improving transport and connectivity:

- Taking an integrated approach to land use and development with improved connectivity to services and facilities in order to reduce the reliance on the private car, create walkable neighbourhoods, limit the impact of transport on the environment, regenerate urban areas and support economic and social progress;
- Locating new housing, employment, service and retail development within existing urban areas in particular within locations offering a choice of transport modes such as existing centres or close to public transport interchanges; and
- Make provision for safer routes to schools in order to encourage more travel to school by cycle or on foot.

3.11 The spatial strategy for the borough, identifies a preferred spatial direction that includes the following policies:

3.12 *Spatial Policy Direction SD1 – Sustainable Transport Corridors* identifies the A58 (Bolton Road) as a sustainable transport corridor within the Borough, on the basis that it offers frequent links by public transport, offers a high level of accessibility to areas lying within 400 metres, including the Alpha Hospital site. As such sustainable transport corridors are identified as the main focal points for development within the borough

3.13 *Spatial Policy Direction SD15 – Green Infrastructure* identifies the council's intention to develop a policy that seeks to positively enhance and develop an identifiable network of green infrastructure. The proximity of the Alpha Hospital site to the Daisybank corridor means that it is well placed to benefit from such improvements.

3.14 *Core Policy Direction CD9 – Managing Travel Demand and Improving Accessibility* states the council's intention to develop policies that give priority to development that is situated in accessible locations that encourage a reduction in the need to travel (such as the sustainable transport corridors). It is the intention of the policy to encourage development that enables safe and easy access to employment.

Supplementary Planning Documents

SPD11

- 3.15 The parking standards for the borough are identified within SPD11; this document was adopted in May 2007. It contains four main objectives
- A. To ensure that the level of car parking associated with a development proposal or particular use is appropriate, in order to support a reduction in reliance upon the private car. This encourages use of more environmentally friendly and sustainable modes of transport in line with national, regional, sub-regional and local planning guidance.
 - B. To set specific standards to ensure appropriate levels of car parking for residential developments within defined areas of high accessibility, which offer a choice of sustainable transport modes.
 - C. To encourage an integrated approach to specific land uses and transport networks by improving the physical and social links between them.
 - D. To ensure that parking facilities are inclusive and cater for end users in a safe and non-threatening manner.
- 3.16 With regard to the Secure Hospitals (C2A) Use Class for hospitals, the SPD does not prescribe a specific standard. Instead it states within Table 2 that maximum car parking standards and minimum standards for disabled users, cyclists and powered two wheeled vehicles 'To be determined through a Transport Assessment'

SPD 12

- 3.17 The aspirations for the production of Travel Plans to support development within the borough are identified within SPD12; this document was also adopted in May 2007. It contains two main objectives
- A. To reduce reliance on the private car, particularly of lone car occupancy to sites by promoting the use of more sustainable modes of transport.
 - B. To encourage an integrated approach to land use and development, by improving the accessibility of developments and also the safety of sites.
- 3.18 The SPD identifies the following characteristics as being part of a successful Travel Plan:
- Effective planning and preparation, particularly at pre-application stage;
 - Partnership working with key stakeholders including Bury MBC, Greater Manchester Passenger Transport Executive (GMPTE) and local transport operators;
 - Methodically researched and designed in line with the specific needs and characteristics of the development and its vicinity;
 - Setting of SMART (specific, measurable, achievable, realistic and time related) targets; and

- A recognition that the formulation of a travel plan is a dynamic process, rather than being a one-off document. The plan should be monitored and altered over time to match the changing circumstances of the site.
- Include a good marketing strategy which can help improve the effectiveness of a travel plan, e.g. by setting out how you are going to promote a given activity or project.

Summary of Outcome Objectives

3.19 Using the policy background identified above, a set of six Outcome Objectives have been produced in order to set out what the Implementation of a Travel Plan will seek to achieve at the Alpha Hospital site following redevelopment:

- 1. To ensure effective partnership working with key stakeholders including Bury MBC, GMPTE and local transport operators to ensure that the effectiveness of Travel Plan is maximised throughout the lifetime of the development**
- 2. To achieve an overall reduction in the proportion of single occupancy vehicle trips to the site amongst employees**
- 3. To achieve an increase in the proportion of multi-occupancy vehicle trips to the site amongst employees**
- 4. To achieve an increase in the proportion of employees walking to the site where appropriate and safe to do so**
- 5. To achieve an increase in the proportion of employees cycling to the site where appropriate and safe to do so**
- 6. To achieve an increase in the proportion of employees using public transport to reach the site where appropriate and safe to do so**

4 Targets & Indicators

Background

- 4.1 This section looks to define a set of clear targets and indicators for the Alpha Hospital site, in order to ensure that single occupancy vehicle activity is maintained at an acceptable level following the proposed intensification of operations at the site
- 4.2 The accompanying Transport Assessment identifies the current level of vehicle activity at the site from first principles data collection, namely 12 hour surveys at the site entrance. This survey has enabled vehicle trip generation and modal splits for total person trips to be derived for the existing Alpha Hospital site.
- 4.3 The survey was classified as follows
- Vehicles including total occupancy
 - Pedestrians
 - Cyclists
 - Delivery vehicles and passenger carrying vehicles.
- 4.4 This baseline data has subsequently been used to derive a set of robust targets for future activity at the site, following the increase in capacity from 120 to 200 beds. The process for measuring success against these targets is defined within **Section 8**.

Vehicle Activity

- 4.5 For the purpose of the junction assessment, the morning and evening peaks in vehicle activity to / from the Alpha Hospital site were derived from that of the heaviest hourly flow through the Bolton Road / Kitchener Street junction.
- 4.6 The network peaks can be summarised as follows:
- Morning Peak: 07.45 – 08.45
 - Evening Peak: 16.45 – 17.45
- 4.7 The daily vehicle trip generation has also been recorded over the 12 hour period between 07.00 and 19.00.

Table 4.1 First Principles Trip Generation: 120 Beds

Period	In	Out
Morning	51	7
Evening	8	40
Daily	267	266

- 4.8 The existing level of trip generation to and from the Alpha Hospital site has been used to derive a trip rate per bed. The rates have been factored upwards to provide assumptions regarding future

activity following the commencement of operations with 200 beds. The trip rates are summarised within **Table 4.2**:

Table 4.2 First Principles Trip Rates: per bed

Period	In	Out
Morning	0.43	0.06
Evening	0.07	0.33
Daily	2.23	2.22

- 4.9 The total trip generation assumptions for the 200 bed site (base + development) are summarised within **Table 4.3**.

Table 4.3 Total Trip Generation: 200 Beds

Period	In	Out	Total
Morning	85	12	97
Evening	13	67	80
Daily	445	443	888

- 4.10 The growth to maturity of each building (i.e filling 85% of the new beds) within the extended operation is likely to take up to three years from opening. On this basis, it is unlikely that the site will realise the assumed trip generation patterns until 2014; this allows sufficient time during the interim period to fully establish the Travel Plan within the culture of the site, and seek to achieve modal share targets through the promotion of viable sustainable measures to new and existing staff.

Modal Share

- 4.11 The existing modal share at the Alpha Hospital site has been defined over the 12 hour survey period; it provides an average of in / out movements and provide a base upon which to develop future targets through the promotion of sustainable measures within the Travel Plan, allied to a reduction in single occupancy vehicle trips.
- 4.12 It is accepted that fluctuations in modal share may occur over the course of a day, due to the availability of public transport, and / or perceived concerns regarding security outside of 'office hours'. The attractiveness of modes will also vary through the changing seasons. The modal split targets will therefore represent an average to be achieved through appropriate measures aimed at specific groups / shifts.
- 4.13 The survey shows that single-occupancy car use is the most favoured mode; however, it accounts for less than half of all trips to the site. A further 27% of vehicle trips within the survey were defined as 'multi-occupancy', verifying a significant level of informal car-sharing amongst staff and visitors. Walking is the second highest mode, representing 29% of arrivals, either as a whole journey or as a constituent part of a wider journey by public transport. Cycling currently has a limited share of activity (two regular users), verifying the poor level of provision that currently exists on-site.

4.14 The existing daily modal share (person trips) at the Alpha Hospital site is summarised within **Table 4.4**:

Table 4.4 Existing Daily Modal Share (07.00 – 19.00)

Mode	Average
Single occupancy car	40%
Multi-occupancy Car	27%
LGV	3%
HGV	0%
Pedal Cycle	0%
Pedestrian	29%
Total	100%

Targets & Indicators

- 4.15 Five site-specific targets have been identified for agreement with Bury MBC. They have been identified on the basis of the current modal share, and the potential improvements that could be accrued from the promotion of sustainable measures in relation to the Alpha Hospital site. Every effort has been made to ensure that they are SMART (Specific, Measurable, Achievable, Realistic, and Time bound).
- 4.16 These targets will be reviewed through the monitoring process associated with the Travel Plan, as detailed within **Section 8**.

Table 4.5 Travel Plan Targets and indicators

Target	Related Objectives	How Achieved	Measure of Success	Review
1. To maintain vehicle activity at a level that does not exceed a daily total of 888 two-way vehicle movements at the site entrance	1,2,3,4	Full implementation of measures within the Travel Plan, in accordance with the attached timetable for implementation	Daily two-way vehicle movements not exceeding identified levels Modal share in excess of targets 2 - 5	Within six months of operation and annually thereafter
2. To achieve a 30% modal share for lone car users	2 - 6	Implementation of appropriate targeted measures to reduce single occupancy vehicle use, either through car-sharing or the promotion of sustainable alternatives	Single occupancy modal share below 40%, in accordance with advancements in sustainable modes	Within six months of operation and annually thereafter
3. To achieve a 32% modal share for multiple occupancy vehicle trips	3	Set up formalised car-share scheme based on appropriate matching of staff by area, route and shift pattern	Registration with car share scheme. Increased in multi-occupancy modal share above current level	Within six months of operation and annually thereafter
4. To achieve a 5% modal share for cyclists, either as an 'end to end' journey or as a constituent part of a wider journey	2,5	Implementation of physical and soft measures on site to promote cycling and use of greenways	Increase upon the current negligible level of cycling	Within six months of operation and annually thereafter
5. To achieve a 33% modal share for pedestrians, either as a whole journey or as part of a journey by public transport	2,5	Implementation of physical and soft measures on site to promote cycling and use of greenways	Within six months of operation and annually thereafter	Within six months of operation and annually thereafter

5 Management Strategy

Background

- 5.1 In accordance with DfT guidance, this travel plan will have a robust strategy for its implementation that is appropriate to the operational characteristics of the Alpha Hospital site for the development proposal under consideration and consider the long term sustainability of the travel plan. This will include:

Appointment of a Travel Plan Coordinator

- 5.2 Alpha Hospital has begun developing measures aimed at reducing single occupancy vehicle use at their site, well in advance of the development proposal to increase the accommodation. To this end, a staff representative has already been identified to undertake the role of a Travel Plan Coordinator (TPC). This role will be formalised within the context of the development process, and will involve a more extensive list of roles and responsibilities in order to implement appropriate measures, and conduct periods of monitoring and review in association with Bury MBC.

- 5.3 The TPC will be the key decision maker on day-to-day matters of implementation of the Travel Plan, and the role will encompass the following:

- To promote and encourage the use of travel modes other than the car, including the distribution of publicity material.
- Promoting the Travel Plan internally through existing media of the Team Brief, Intranet and Alpha Grapevine;
- To ensure that all relevant information is provided to all new members of staff and that up-to-date information is clearly displayed on notice boards.
- To ensure that relevant information is made available to visitors.
- To co-ordinate soft measures.
- To arrange for travel surveys to be undertaken where necessary.
- To provide a point of contact with transport operators and officers of the council.

- 5.4 The contact details for the on-site Travel Plan Coordinator are as follows:

Yael Eardly,

Head of Facilities,

Alpha Hospital Bury

Telephone – 0161 762 4635

- 5.5 The Co-ordinator would be the first point of contact for all matters relating to the Plan and would maintain an up-to-date file containing all correspondence to and from occupiers and outside organisations relating to the Travel Plan.

- 5.6 The Co-ordinator has been instrumental in the preparation of a Sustainable transport Plan for the hospital.

Marketing

- 5.7 The TPC will have responsibility for all marketing materials associated with the Travel Plan, and will look to engage with relevant officers within Bury MBC in order to disseminate information of initiatives taking place at borough-wide and national levels.
- 5.8 The principle responsibilities associated with the marketing strategy will be as follows:
- Production of a Travel Plan summary document for dissemination through the Team Brief, Intranet, and Alpha Grapevine
 - Preparation of induction material to inform new staff of the Travel Plan and its aspirations, and the Travel Options available
 - Organisation of awareness events to encourage participation in wider national initiatives including the following:
 - In town without my car day: 22nd September
 - Bike Week: 13th – 21st June
 - Provision of up to date travel information on staff and visitor notice boards, as well as information regarding specific initiatives associated with the Travel Plan that are identified within Section 6, such as:
 - Car Share scheme
 - Walking Buddy Groups
 - Cycle Buddy Groups
 - Salary sacrifice initiatives
 - Taxi share schemes
 - Arrangement of social events associated with Travel Plan measures such as car sharing and walking / cycle buddies, to enable interested parties to meet each other and thus encourage participation.
 - Promotion of the Travel Plan during survey periods to raise awareness amongst staff and encourage participation. In order to gain an optimum level of response, it will be appropriate to hold an awareness event in conjunction with the survey at a prominent location (such as the canteen), that enables staff to complete the questionnaire via an online format.

Resourcing

- 5.9 Prior to the introduction of the formal Travel Plan it is difficult to estimate the resource requirement for the TPC and what proportion of their working time will be required for the management of the Travel Plan. As such, the promotion of the Travel Plan to date has been undertaken on an ad-hoc basis; therefore the first step will be to formalise the role of the TPC.

During the first year of the plan's operation it is proposed that the TPC will review and programme necessary Travel Plan work in conjunction with their other responsibilities on a monthly basis. The success of this approach will be evaluated as part of the six month review of the plan.

- 5.10 In order to ensure the ongoing effectiveness of the Travel Plan, and continued momentum beyond the initial development phase, the TPC will remain in post for five years following commencement of operations at the extended site.

Travel Plan Steering Group

- 5.11 In order to develop and implement the Travel Plan beyond this current interim stage, it will be necessary for the TPC to liaise internally with site management and human resources staff in order to secure funding for measures, and address operational issues that may serve to deter use of sustainable modes.
- 5.12 The TPC will also ensure effective partnership working with key stakeholders including Bury MBC, GMPTE and local transport operators to ensure that the effectiveness of Travel Plan is maximised throughout the lifetime of the development.

6 Travel Plan Measures

Background

- 6.1 This section identifies the measures that will be implemented at the Alpha Hospital site in order to promote sustainable travel and limit single occupancy vehicle use within the context of the intensified use.
- 6.2 As the site is currently operational, it already possesses facilities on site that could be used to promote sustainable travel amongst employees and visitors. In addition, the site can be viewed as highly accessible to pedestrians and cyclists from neighbouring residential areas, and possesses excellent public transport links from Bolton Road, and via Bury town centre.
- 6.3 On this basis, the majority of measures will be focussed upon influencing travel behaviour through better information and marketing of initiatives, and making best use of the resources that are already available to staff and visitors.
- 6.4 They measures are disaggregated as follows:
- Physical measures – Infrastructure improvements to facilitate access to the site by sustainable modes
 - Procedural measures – Measures that will serve to influence travel behaviour amongst staff and visitors to the site.

Physical Measures

Staff Amenities

- 6.5 All buildings, both existing and proposed, will include appropriate provision for the following:
- Staff changing facilities
 - Lockers to store equipment
 - Showers
 - Toilets
 - Staff Dining Room
 - Restrooms

Cycle Parking

There are currently five cycle stands located next to the security lodge; however, it is not viewed to encourage significant use, and the existing modal share for cyclists is minimal. Whilst it is appreciated that the attractiveness of cycling as a favoured mode can fluctuate with the changing seasons, usage was still minimal on a warm day during summer when the survey took place. A lack of cycling and general promotion can generally be viewed as a deterrent to use under existing conditions.

- 6.6 The extended site will incorporate the following cycle provision:
- No. 10 within the low-security provision
 - No. 20 within the basement car parking area

- 6.7 The provision will consist of Sheffield stands and will be secure as they fall within the jurisdiction of the site, which by its nature is under constant surveillance.

Car Parking

- 6.8 In order to accommodate the additional staff that will be required as part of the development proposal, and minimise the potential for overspill onto neighbouring streets, 183 parking spaces will be provided as follows:

- 43 surface
- 140 underground, incorporating 3 disabled

Off-site Highway Improvements

- 6.9 In order to mitigate against the perceived detriment to residential amenity that may accrue as a result of this proposal, Alpha will enter into an agreement to provide a local safety scheme within the residential area around the hospital site.
- 6.10 The scope and function of this scheme is identified in further detail within the associated Transport Assessment.

Procedural Measures

Measures to Reduce Car Use

Car Sharing

- 6.11 Car-sharing is a proven method of reducing trips to a site, and can therefore have a positive influence on peak time congestion. It has proved popular on account of the cost-benefits to users and the reduction in stress from shared responsibility. Car sharing can be a particularly effective measure at sites such as Alpha Hospital where there are clear shift patterns, with significant numbers of staff starting and finishing at the same time.
- 6.12 It is also often attractive for shift patterns that start or finish at night, when staff are more likely to have personal security concerns about travelling to work on foot or by public transport, and when public transport services are less comprehensive.
- 6.13 The on-site survey revealed that a significant proportion of site activity is already associated with shared journeys, whether as an informal arrangement between staff, or as drop off / collection arrangements with family.
- 6.14 There are many options available to the Alpha Hospital site with regard to the implementation and administration of a car-share scheme, of which there can be seen to be significant variability in potential cost and effectiveness, ranging from a basic spreadsheet database, to a bespoke software matching package provided by a specialist organisation. The latter option is most effective if staff have access to email at work; if not, it will place additional time upon the TPC to input names into the system, and provide feedback on subsequent journey matches.
- 6.15 A summary of available options is provided in **Table 6.1** below:

Table 6.1 Summary of Car Share Options

Option	Pros	Cons
Simple journey matching using staff noticeboard	Free, available to all, suitable to small groups working on	Very limited scope, not secure, relies on staff to

	the same shift who are already aware of each other	match journeys themselves.
Simple journey matching using a spreadsheet	Free, relatively simple to administer amongst small groups by the TPC, secure	Limited scope, relies on manual methods of journey matching, would require TPC administrator time and expertise, not feasible amongst larger groups
Use of an existing free web-based service such as 'Liftshare' or www.carsharegm.com	Free, minimal on-site administration, capable of matching staff with all users in the area	Insecure, public database, not always conducive to a workplace scheme where social aspects are often to the fore. Requires access to email or administration via the TPC
Use of a bespoke software package with secure access to Alpha Hospital employees	Would provide secure access to all users, suited to a large volume of users, and would be set up to meet the specific needs of staff	Expensive to implement and Maintain, requires targeted marketing to ensure success and value for money, requires access to email or administration via the TPC

6.16 Regardless of which option is chosen at the Alpha Hospital site, there will be a number of supplementary tasks that the TPC will have to conduct in order to maximise its potential, including:

- The provision and monitoring of dedicated parking spaces close to the site entrance to incentivise use;
- Facilitation of social events within work time to allow participants to meet employees within the same or neighbouring postcode;
- Provision of incentives to regular participants such as discount vouchers;
- Arrangements to align shift patterns; and
- A guaranteed ride home to car sharers in the event of a ride cancellation or an emergency.

The TPC will have responsibility for the daily administration of the car-share scheme, including the tasks detailed above.

Measures to Promote Alternatives

Provision of Travel Information

6.17 A summary of the Travel Plan will be made available to all staff during meetings, and subsequently via any internal communications. It will also be provided with induction material to any new staff that following the redevelopment. Progress reviews will be cascaded to all levels during staff meetings.

6.18 Notice boards will hold information about the Travel Plan and the reasons behind it. They will provide details of the car share scheme and also provide feedback from staff travel reviews, and publicise related social events and incentives, as appropriate.

- 6.19 The responsibility for maintaining the notice board and collating appropriate information will lie with the TPC and will be reviewed to ensure that it remains up to date and relevant.
- 6.20 An information pack of the Travel Plan measures will be produced and distributed to all existing employees, and for new starters before employment commences to influence their travel behaviour from the outset. In addition, support for national events such as 'Green Travel Week' or 'In Town without My Car Day' will also allow events to be aimed at staff, which would raise the profile of the Travel Plan.

Measures to Promote Public Transport

- 6.21 Whilst it is acknowledged that a significant proportion of staff currently arrive on foot, of which it is fair to assume that a number will have used public transport as part of their journey, it is not clear the exact proportion of users.
- 6.22 The measures to promote public transport will be targeted appropriately in order to meet the needs of those most able to use it. Informed by the staff travel survey, it will specifically look to target the following groups:
- Those working shifts that correspond with timetabled services
 - Those living alongside direct routes to the site, or within a reasonable travel distance
 - Those on corresponding shifts who may benefit from community transport

Bus to Work Scheme

- 6.23 The hospital is currently considering offering the government 'bus to work' scheme to employees as a salary sacrifice. This will provide a financial incentive to employees if purchased on an annual basis, constituting a saving of up to 41% on Income Tax and National Insurance contributions.

Travel Information

- 6.24 Information relating to available public transport will be publicised on staff noticeboards to raise awareness of its potential convenience to local residents. The TPC will develop joint public transport timetables for the use of the staff and visitors to the hospital. The hospital will highlight those key timings coincident with the hospital shift patterns.

Community Transport

- 6.25 Within Bury, a subsidised Community Transport Scheme is in operation to facilitate pre-booked group travel. Working under the branding of 'Busy Bee', this service has recently obtained funding for a further two years.
- 6.26 Based upon the findings of the Travel Survey and the suitability of the service, it may be possible to obtain a group booking to transport staff residing in the same area to the site for shifts that do not correspond with timetabled public transport services.
- 6.27 The cost could be met by the individual, with further subsidy from Alpha as necessary.

Group Taxi Bookings

- 6.28 Based upon the findings of the Travel Survey, the TPC will negotiate with local taxi firms to secure cheaper rates for group bookings. This will be of particular use for staff working late night shifts who may live in the same area.

- 6.29 This measure would potentially reduce vehicle use at the site, and assist with staff recruitment and retention for those who may not have ready access to a car. The cost of this service could be met by the individual, with further subsidy from Alpha as necessary.

Personalised Travel Planning

- 6.30 New staff will be offered Personalised Travel Planning (PTP) during the induction period at the site, and the provision of relevant journey planning information and advice. This would be especially useful to those who may be unfamiliar with the area, and the travel options available.

Measures to Promote and Facilitate Cycling and Walking

- 6.31 As detailed above, the existing cycling provision on-site can be regarded as poor, and as a consequence cycling is not used to any great extent in commuter trips to the site. The introduction of physical measures to facilitate use will make cycling notionally more attractive; however, the provision of new infrastructure will need to be fully reinforced by non-physical and procedural measures that serve to incentivise its use as a viable modal choice.

- 6.32 The promotion of cycling and walking will be targeted through staff surveys in order to identify those most able / willing to do so. It will specifically look to target the following groups:

- Those working shifts that correspond with day light hours
- Those living within the recommended distances of 2km (walking) and 5km (cycling) from the site
- Those on corresponding shifts who have expressed an interest

Travel Information

- 6.33 The Co-ordinator will liaise with Cycle Bury, as appropriate, and ensure that copies of all relevant Cycling Maps are available to staff and ensure that they are monitored and regularly replenished. The promotion of this mode will specifically identify the Daisybank Trail as an option on the basis that it provides a direct off-road link to Bury town centre, as this potentially represents a significant untapped resource.

Cycle to Work Scheme

- 6.34 In order to further encourage access to the site by sustainable modes, the government's 'Cycle to Work' scheme will be offered to staff by each occupant on commencement of operations at the site. The scheme is based on purchase at discounted rates through salary sacrifice, with benefits related to tax and national insurance.

Bicycle User Group / Walking Buddy Scheme

- 6.35 A bicycle users group will be set up at the site by the TPC to promote cycling amongst interested employees residing in the same area. Arrangements will be made for free transport home for cyclists (and for walkers) in the event of emergency. A similar pedestrian group would be set up to facilitate a 'walking buddy' scheme for staff, along the lines of the car sharing scheme.

Bike Doctor

- 6.36 As part of the marketing initiative related to cycling, the TPC will arrange for a 'Bike Doctor' to visit the site to provide information to users and assist them with all aspects of use.

Visitor Travel

- 6.37 Whilst the Travel Plan is primarily aimed towards employees at the Alpha Hospital site, as these represent the majority of trips and can be best influenced by procedures on-site, it is recognised that visitors also use the site to visit residents.
- 6.38 In view of the fact that visitors may have a wider travelling catchment than that of staff, a full range of travel information will be available on arrival, to enable them to make informed decisions about the best way to travel in future. It is appreciated that in the majority of cases, the nature of operations will provide little opportunity to provide advance notification to visitors of travelling arrangements
- 6.39 Through dialogue with GMPTE, bus and community transport operators, the TPC will provide information regarding the following to visitors:
- Brief details of the Travel Plan, advising visitors that the site has a Travel Plan and seeks to reduce car-based travel where possible
 - Site location maps
 - Details of available local bus, tram and train (via Manchester) services
 - Taxi numbers to facilitate travel from to the site
 - Details of cycling and walking links

7 Monitoring & Review

Background

- 7.1 This section highlights the tasks that will be required at Alpha Hospital Bury in order to review the progress of the prescribed physical and procedural initiatives (**Sections 5 to 7**) in meeting the Outcome Objectives and associated Targets within **Section's 3 & 4** of this Travel Plan.
- 7.2 JMP has already undertaken a 12 hour survey of activity at the Alpha Hospital site, in order to derive trip rates and associated modal splits. Allied to this we have undertaken a survey of vehicle activity at the Bolton Road / Kitchener Street junction in order to assess any potential traffic impact associated with the scheme to extend the Alpha Hospital site.
- 7.3 Whilst the survey of activity allows us to review volume of movement, it does not provide an insight into the reasons behind transport choices, and the level of receptiveness to potential alternatives implemented through the Travel Plan. To this end, we have identified a programme of future monitoring and review to capture all requisite information in accordance with Bury MBC.

Current Targets

- 7.4 We propose that the targets identified within **Section 4** be finalised and agreed with Bury MBC as part of the planning process associated with this application. As the targets are based upon observed movements to and from the site, we are confident that they are representative and achievable within the context of appropriate physical and procedural improvements prescribed through this Travel Plan.

Proposed Approach

Staff Survey

- 7.5 A survey of all staff and visitors will be undertaken within three months of a subsequent planning consent in order to gauge current views of available travel options, and attitudes towards the measures detailed within **Section 6** of this document.
- 7.6 The survey will look to elicit the following:
- Postcode
 - Distance / time taken to travel
 - Shift patterns
 - 1st choice of mode
 - 2nd choice of mode
 - Reasons for choice
 - Attitudes towards public transport
 - Attitudes towards walking / cycling
 - Attitudes towards car sharing
- 7.7 The Bury SPD contains a sample staff questionnaire (**Appendix A**); this will be used as a basis for the survey, however, it is noted that the exceptional nature of the site operation will necessitate

changes to the survey in order to make it fit for purpose. The survey will be submitted to Bury MBC for approval prior to distribution.

- 7.8 This survey will be repeated annually throughout the redevelopment phase, and for a period of five years following completion. It will be used in conjunction with the modal surveys to review the success of targets, and the identification of amendments to measures to improve their effectiveness.

Modal Survey

- 7.9 In accordance with future monitoring of staff attitudes to travel, a corresponding survey of site activity will be undertaken on an annual basis, and for five years following completion of development, to measure progress against the baseline data collected in June 2009, and inform the revision of measures as appropriate.

- 7.10 As identified in **Section 4**, the survey would be classified as follows:

- Cars (including occupancy)
- Light Goods Vehicles
- Heavy Goods Vehicles
- Pedal Cycles
- Motorcycles
- Pedestrians

Summary

- 7.11 Alpha Hospital is very keen to promote the use of sustainable travel in accordance with a reduction in single occupancy car use; it is therefore committed to a monitoring regime that incorporates the current site operation, subsequent construction periods, and for the five years following the commencement of operations at the extended site.
- 7.12 An annual monitoring report shall be submitted by the TPC to Bury MBC in each of these years which sets out progress against targets and actions to be taken to ensure targets are met.

8 Implementation Action Plan

Background

- 8.1 This section identifies the means to which the Travel Plan will be implemented on-site, with appropriate timescales for delivery and roles and responsibilities. It draws together the information provided within the preceding sections of this report.
- 8.2 This framework is based upon the phased commencement of operations at the fully re-developed site up to 2014 following consent, and assumes that all procedural and physical measures detailed above will be implemented during this period.
- 8.3 The process of implementation is identified over a five year period to align with the commitments regarding monitoring and the TPC; however, it should be noted that the process is cyclic and should ideally continue for the full lifetime of the site beyond the stipulated monitoring period.

Post Consent

- 8.4 This accounts for the intervening period between consent and the first occupation of the site. During this period, Alpha Hospital will provide the physical infrastructure that will facilitate the proposed use, and encourage sustainable travel habits.
- 8.5 Alpha will formally appoint a Travel Plan Coordinator (TPC) to engage with Bury MBC following consent, and the TPC will take responsibility for the implementation of associated procedural measures to promote sustainable travel behaviour as follows:
- Full staff and visitor survey within three months of consent
 - Initiate dialogue with management via Steering Group regarding the scope for salary sacrifice in relation to the cost of cycle purchase and public transport
 - Initiate dialogue with local taxi firms regarding group discounts
 - Production of marketing information
 - Preparation of induction material and information for new employees
 - Investigate the scope and nature of an on-site car-share scheme, based on the staff survey
 - Facilitation of cycling and walking buddy groups
 - Initial reporting to Bury MBC

Year 1

- 8.6 This period is assumed to run between January 2010 and December 2010, and will account for the implementation of physical measures in association with the re-developed site.
- 8.7 Based on the measures proposed within **Section 6** of this travel plan, the developer will commit to undertake the following within the first year of operation:
- Implementation of a car-share scheme
 - Measures to promote and facilitate walking and cycling
 - Facilitation of an internal steering group meeting with occupants

- 8.8 The TPC will liaise with Bury MBC on a regular basis. Such meetings would allow the Steering Group to report on the current status of the travel plan for the site i.e. recent staff surveys, car-parking levels and new campaigns.
- 8.9 In order to review progress against the five identified targets, a data collection exercise will be undertaken within six months of first occupation at the site, to encompass the following:
- Full modal survey recording all arrivals and departures at the site entrance over the course of full working day to identify the relative proportion of the following modes:
 - Cars (including occupancy)
 - Deliveries
 - Walking (either as a whole journey or a constituent part of a public transport trip)
 - Cycling (either as a whole journey or a constituent part of a public transport trip)
 - Monitoring of the success of measures within the travel plan, including:
 - Uptake of car-share initiatives
 - Uptake of taxi / community transport schemes
 - Use of cycle parking and associated facilities
 - Use of priority parking spaces within the car park
- 8.10 The results of the annual monitoring exercise will be fed back to the Travel Plan Officer at Bury MBC within a month of the review, and the effectiveness of interim measures will be reviewed. This process will also define the suitability of the draft targets in the context of actual travel behaviour.

Year 2

- 8.11 This period would represent the second year of monitoring and review, within the context of phased redevelopment taking place on-site. The strategy for the implementation of measures within Year 2 will be dictated by the level of success in meeting the five targets, and the identification of areas upon which to best focus the Travel Plan over the course of the year.
- 8.12 The following surveys will also be undertaken within this period:
- An annual survey of all staff and visitors within the context of the redeveloped site.
 - Full modal survey recording all arrivals and departures at the site entrance over the course of full working day (as defined within Year 1)
 - Monitoring of the success of measures within the travel plan, including:
 - Review of the Car Share scheme
 - Review of walking and cycling measures
 - Review of parking policy
 - Promotion of public transport information and initiatives

- 8.13 Within a month of the data collection exercise, a monitoring report will be submitted to Bury MBC authority for review, and a strategy agreed for Year 3. Where improvements have been made upon the targets for modal share, it will be appropriate to develop revised targets from which to further promote sustainable travel within Year 3.

Year 3

- 8.14 This period would represent the third year of monitoring and review, within the context of a fully established site. As with previous years, the strategy for the implementation of measures within Year 3 will be dictated by the level of success in meeting the five targets, and the identification of areas upon which to best focus the Travel Plan over the course of the year.
- 8.15 In order to review progress against the five identified targets, the TPC will conduct a data collection exercise to encompass the following:
- Full modal survey recording all arrivals and departures at the site entrance over the course of full working day (as defined within Year 1)
 - Monitoring of the success of measures within the travel plan, including:
 - Review of the Car Share scheme
 - Review of walking and cycling measures
 - Review of parking policy
 - Promotion of public transport information and initiatives

- 8.16 Within a month of the data collection exercise, a monitoring report will be submitted to Bury MBC authority for review, and a strategy agreed for Year 4. Where improvements have been made upon the targets for modal share, it will be appropriate to develop revised targets from which to further promote sustainable travel within Year 4.

Year 4

- 8.17 This period would represent the fourth year of monitoring and review, within the context of a fully established site. The strategy for the implementation of measures within Year 4 will be dictated by the level of success in meeting the five targets, and the identification of areas upon which to best focus the Travel Plan over the course of the year.
- 8.18 The following surveys will also be undertaken within this period:
- An annual survey of all staff and visitors within the context of the redeveloped site.
 - Full modal survey recording all arrivals and departures at the site entrance over the course of full working day (as defined within Year 1)
 - Monitoring of the success of measures within the travel plan, including:
 - Review of the Car Share scheme
 - Review of walking and cycling measures
 - Review of parking policy
 - Promotion of public transport information and initiatives

- 8.19 Within a month of the data collection exercise, a monitoring report will be submitted to Bury MBC for review, and a strategy agreed for Year 5. Where improvements have been made upon the targets for modal share, it will be appropriate to develop revised targets from which to further promote sustainable travel within Year 5.

Year 5

- 8.20 This period would represent the fifth year of monitoring and review, within the context of a fully established site. As this would represent the final year of implementation stipulated within the Travel Plan, it is recommended that a full review be undertaken as per years 2 & 4 in coordination with Bury MBC.
- 8.21 Where improvements have been made upon Year 5 targets for modal share, it will be appropriate to develop targets from which to further promote sustainable travel within Year 5 and beyond. Whilst the formal monitoring period will end at this point, it is recommended that the Travel Plan will be continuously implemented for the full life of the site, in order to maintain levels of sustainable travel behaviour that have been established over the formal monitoring period

9 Summary & Recommendation

Summary

9.1 In summary, we believe that this Travel Plan is of sufficient detail to be implemented within the context of the Alpha Hospital Bury redevelopment. We would expect the document to be amended and finalised in cooperation with Bury MBC at appropriate intervals following completion of the site, in order to review targets and associated measures.

We believe the document provides the following:

- Compliance with appropriate policy at national regional and local levels
- Adequately identifies the existing accessibility of the site in terms of walking, cycling and public transport, and the potential catchments of incoming and outgoing commuter trips
- Identifies appropriate physical improvements that will facilitate accessibility to the site by sustainable modes
- Identifies appropriate procedural measures within which the Travel Plan to limit single occupancy vehicle use within the context of the additional bedspaces
- Identifies the framework by which the Travel Plan will be implemented, including timescales and periods of monitoring

Recommendation

9.2 JMP recommends that planning permission should not be withheld for the proposed development on transport and access grounds, and that this Travel Plan contains the necessary detail from which to minimise single occupancy vehicle use in line with the identified targets and outcomes, through the promotion of appropriate sustainable measures.

Appendix A

Sample Travel Survey

APPENDIX 5 – Example of a Staff Travel Plan Survey

The following questions provide examples of questions that can be asked in staff travel plan surveys. However, each development will be unique so the example questions would need to cater for the proposal. It is recommended that proposed questionnaires be submitted to the Council's Travel Plan Co-ordinator, for approval prior to the survey being carried out. Other examples of questions can be found at: www.travelplans.org.uk

"All staff are being surveyed on their commuting methods and travel at work. The data will be used to develop and promote measures to improve work-related travel for all employees. Individual information will not be highlighted. By completing this questionnaire you will be entered into our prize draw ofYour time is appreciated".

1. Home Postcode:

.....

2a. How do you mostly travel to work?

- Bus
- Cycle
- Train
- Walk
- Motorbike
- Other

- Car (please answer questions 2b/2c below)

2b. For car users only:

How many people do you travel with?

- Alone
- Car with other – If so, with how many?
.....people

2c. Where do you normally park?

- Nearby street
- Commercial car park
- Park and Ride
- At workplace

3. How far do you travel to work?

.....miles/km

6. Which of the following would encourage you to participate in organised car sharing scheme? List in order:

- Confidential database of potential sharers
- Free taxi home in emergencies
- Reserved car parking space
- If I have to pay for parking
- If transport provided for travel needs during work
- If I find another way of doing activities such as shopping/dropping off children on the way to work
- Nothing
- Other

7. Given the right equipment would you work from home?

- Yes – regularly
- No – not at all

8. How often do you use a vehicle in the course of work?

- Never
- More than once a day
- One/two days a week
- Once or twice a month

4. Which of the following would encourage you to cycle to work? List in order:

- Improved cycle paths
- Improved cycle parking at work
- Improved changing / showering facilities
- If I find another way of doing activities such as shopping / dropping children off on the way to work
- If transport provided for travel needs during work
- When I have to pay for parking
- Interest free loan
- Nothing
- Other

5. Which of the following would encourage you to use public Transport? List in order

- More direct bus routes
- More frequent bus service
- More reliable bus service
- Better connection from home to work
- Better facilities at bus shelters
- If links to the bus/station are better
- More reliable trains
- Discount tickets available at work
- Better connections from home to the rail station
- Better connections from rail station to work
- More frequent trains
- Clear public transport information at work
- If transport provided for travel needs during work
- If I find another way of doing activities such as shopping/dropping children off on the way to work
- Nothing
- Other

9. Do you use public transport for work purposes?

- Yes
- No

10. If pool cars/bikes were available for work trips would you use one?

- Yes
- No

11. Please write any comments here and improvements which you think may ease congestion

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

12. Data protection:

Data gathered from this survey will be used to help develop the Travel Plan. Summary data that does not contain personal details may also be shared with Public Transport providers solely for the purposes of enhancing services.

I consent to data being used as outlined above

- Yes
- No

Thank you for your time.

If you wish to be included in the prize draw, please write your name and department here. This slip will be used for the purposes of the prize draw only.

Name:

Department: