

Oldham College

TRAVEL PLAN

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Oldham College

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1. Introduction

1.1 Introduction

1.1.1 This Travel Plan (TP) has been produced by SKM Colin Buchanan (SKM), on behalf of Oldham College, in support of the campus-wide redevelopment programme proposed over a number of phases. The improvements seek to modernise the College facilities and comprise the provision of a new Learning Hub, currently under construction. Subsequent consented phases also include the Innovation Hub and the University Technical College (UTC). This TP provides a context in which the transport needs of the site can be accommodated, to achieve the operational requirements of the College, whilst aiming to encourage sustainable transport choices for staff, students and visitors.

1.1.2 By producing this TP the College confirms its intention to develop and implement a clear strategy to consider transport issues and travel patterns associated with the College site now and in the future as the phased redevelopment of the site comes forward.

1.1.3 The TP has been produced in line with policy guidance in 'GM Guidance for Developers on Travel Plans' as well as the Third Greater Manchester Local Transport Plan (2011/12 to 2015/16) and aims to reduce the reliance of staff, students and visitors on private cars to access the College. The TP has been developed in co-operation with Oldham Council's (OC) Travel Plan Advisor. It supports the principles of sustainable travel and its objective is to reduce the number of single occupancy vehicle trips, and to encourage walking, cycling and the use of public transport.

1.1.4 This TP updates the Interim Travel Plan prepared in November 2012 which supported Phase 1 of the development using results from the recent 2013 staff and student travel survey and it also takes account of discussions with both the College and OC.

1.1.5 To date, the College has implemented a raft of promotional activities set out within the Travel Action Plan detailed within the Interim Travel Plan (Nov 2012). It is acknowledged however that the effective promotion of pedestrian, cycle and public transport facilities available to staff and students and the use of social media such as carShareGM and walkingBUDi is ongoing and the College aim to continue these activities within the revised Travel Action Plan identified later within this TP.

1.2 Report Structure

1.2.1 Following this introduction, the TP is structured as follows:

- Section 2 provides background information including a site description and consideration of existing site accessibility;
- Section 3 summarises the 2013 travel survey data and compares this to the previous 2008 travel survey results. It goes on to propose a timeline for future travel surveys;
- Section 4 presents the objectives and targets of the TP;

- Section 5 describes the TP measures;
- Section 6 outlines the Action Plan Programme taking account of any changes to mode share since the previous 2008 baseline travel survey; and
- Section 7 states the monitoring and review programme for the TP.

2. Background

2.1 College Background

- 2.1.1 The College is located to the west of Oldham Town Centre. It is bounded by the A671 Rochdale Road to the east, Highfield Street to the west, Alderson Street to the north and the A669 Middleton Road to the south.
- 2.1.2 The College currently accommodates approximately 3,125 full time students, approximately 670 part time students and approximately 595 staff. The majority of students at the College are aged between 16-18 years old, with a smaller proportion of students aged 19 and over.
- 2.1.3 Implementation of both the Learning Hub and the Innovation Hub will not result in an increase in the overall student and staff numbers. However implementation of the consented UTC facilities will see a further 28 full-time-equivalent staff and 600 students accommodated within the campus. As part of the UTC proposals, an additional demographic of students aged between 14 to 16 years old will also be accommodated.
- 2.1.4 The campus is currently undergoing construction activities and as such has some temporary access constraints. There are three main car parks located within the campus. Additionally temporary parking is available to staff during the construction period, on the grounds of the old Oldham Academy located on the opposite side of Alderson Street.
- 2.1.5 The campus currently has 264 car parking spaces, including 11 disabled spaces. Some provision is available for visitor parking however there is no student parking available on campus. Given current construction activities all car parking facilities are accessed via Alderson Street.
- 2.1.6 The College has 20 cycle parking spaces located throughout the campus. Showers, changing facilities and lockers are also currently available to staff and students.
- 2.1.7 A further 6 disabled parking spaces will be made available as part of the consented UTC and the Learning Hub proposals. A further 20 cycle spaces will also be provide as part of the UTC proposals.
- 2.1.8 Home postcode information was obtained during the recent 2013 staff and student travel survey and plotted to determine the catchment area of all staff and students at the College . This was used to ensure the TP measures are realistic and suitable in relation to where staff and students are travelling from.

2.2 Existing Transport Situation

Walking

- 2.2.1 The development site is well connected with the surrounding area with pedestrian facilities available in the vicinity of the site. The footways surrounding the site are generally in good condition and at least 1.8m wide.

- 2.2.2 The junction of the A627 Rochdale Road / A669 Middleton Road / West Street has signalised, dropped kerb crossing facilities with pedestrian refuges on all arms, except West Street, which has a dropped kerb crossing with a pedestrian refuge. A pedestrian refuge and dropped kerbs are also located on Rochdale Road at the junction with New Radcliffe Street. Signalised crossing facilities with dropped kerbs and pedestrian refuges are also located at the junction of Rochdale Road / St Mary's Way.
- 2.2.3 It can be seen that the external pedestrian facilities in the immediate vicinity of the site provide safe connections to the east and south, towards Oldham town centre and the bus station and also to the residential areas to the north and west.
- 2.2.4 The existing main pedestrian access to the College site is gained from the A671 Rochdale Road via a flight of steps. A further pedestrian access is currently provided on the A671 Rochdale Road at the south east corner of the site. This provides both step and ramp access and is therefore suitable for individuals with limited mobility. Level pedestrian access can also be gained from the main vehicular access on Alderson Street and the eastern egress onto the A669 Middleton Road.

Cycling

- 2.2.5 The Oldham cycle map is included as **Appendix A**. It can be seen from **Appendix A** that off-road routes are located to the north and west of the College. Parts of West End Street and Grange Street are also classified as advisory/quiet on-road routes, as are a number of streets through Oldham town centre. Cycle routes in the vicinity of the site are not extensive; however they do provide connections to Greenacres Hill to the east, Chadderton to the west and Fitton Hill to the south.

Bus

- 2.2.6 Bus stops are located on both Middleton Road and Rochdale Road immediately adjacent to the College. Oldham bus station is also located approximately 300 metres walking distance to the east of the main pedestrian access on Rochdale Road. As such, the College is provided with excellent accessibility to bus services. The services and frequencies that operate in the vicinity of the site are presented in **Tables 2.1 – 2.3**.

Table 2.1 Bus Services and Frequencies along Rochdale Road

Bus Service	Route	Weekday First Service	Weekday Last Service	Weekday Frequency	Evening Frequency	Weekend Frequency
159	Middleton – Failsworth – Chadderton – Oldham	0840	1640	Every 60 minutes	-	Every 60 minutes (Sat only)
406	Mills Hill – Firwood Park – Fitton Park – Oldham	0939	1439	Every 60 minutes	-	Every 60 minutes
408	Stalybridge – Oldham – Royton – Buckstones (continues to Shaw in the evening only)	0704	2219	Every 60 minutes	Every 60 minutes	Every 60 minutes
409	Rochdale – Oldham – Ashton	0520	2325	At least every 10 minutes	Every 20 minutes	At least every 10 minutes
418	Oldham – Heyside – Lees Circular	1020	1420	Every 60 minutes	-	-
428	Oldham – Royton – Thornham – Shaw – Buckstones Circular	0917	1617	Every 60 minutes	-	-

Table 2.2 Bus Services and Frequencies along Middleton Road

Bus Service	Route	Weekday First Service	Weekday Last Service	Weekday Frequency	Evening Frequency	Weekend Frequency
58	Rochdale – Shaw – Oldham – Middleton	0643	1734	Every 15 minutes	-	Every 15 minutes
59	Rushcroft – Oldham – Middleton – Manchester	0540	2155	Every 15 minutes	Every 30 minutes	Every 15 minutes
415	Holts – Greenacres – Oldham – Alkrington – Middleton	0704	2129	Every 20 minutes	Every 60 minutes	Every 20minutes

Table 2.3 Bus Services and Frequencies operating to Oldham Bus Station

Bus Service	Route	Weekday First Service	Weekday Last Service	Weekday Frequency	Evening Frequency	Weekend Frequency
As above	Services 58, 59, 159, 406, 415 and 418					
64	Oldham – Royton – Middleton – Heaton Park – Dam Head – Manchester	0646	1658	Every 30 minutes	-	Every 30 minutes (reduced service Sunday)
76	Oldham – Limeside – Failsworth – Manchester	0659	2001	Every 10 minutes	Every 20-30 minutes	Every 10 minutes and 60 minutes (Sun)
78	Oldham – Hollinwood – Woodhouse – Failsworth – Manchester	1916	2216	Every 10 minutes	Every 20 minutes	Every 10 minutes and 60 minutes (Sun)
149	Oldham – New Moston – Broughton – Manchester	0621	2200	Every 30 minutes	Every 60 minutes	Every 30 minutes (Sat) and 60 minutes (Sun)
183	Royal Oldham Hospital – Oldham – Limeside	0857	1731	Every 60 minutes	-	Every 60 minutes (Sat)

343	Hyde – Stalybridge – Mossley – Lees – Oldham	0629	2320	Every 60 minutes	Every 60 minutes	Every 60 minutes
344	Oldham – Greenacres – Lees – Mossley – Stalybridge – Hyde	0710	0710	1 service per day	-	-
350	Oldham – Uppermill – Hey Farm – Mossley – Ashton	0722	2250	Every 10minutes	Every 10 minutes	Every 10 minutes (Sat) and 60 minutes (Sun)
402	Oldham – Royal Oldham Hospital – Royton Circular	0751	1734	Every 30 minutes	-	Every 30 minutes (Sat only)
407	Denshaw – Pennine Meadows – Moorside – Oldham	0636	1847	Every 60 minutes	-	Every 60 minutes
410	Oldham – Roxbury – Higginshaw Circular	0742	1712	Every 30 minutes	-	Every 30 minutes (Sat only)
411	Oldham – Higginshaw – Roxbury Circular	0757	1727	Every 30 minutes	-	Every 30 minutes (Sat only)
425	Holts Estate – Glodwick – Oldham – Fitton Hill circular	0547	2251	Every 12 minutes	Every 30 minutes	Every 12 minutes (Sat) and 30 minutes (Sun)

2.2.7 It can be seen from the above that the College has access to extensive bus services operating to a variety of destinations, within 400 metres walking distance of the site. This is within the recommended maximum walking distance to a bus stop as identified in the Institution of Highways and Transportation document ‘Guidelines for Planning for Public Transport in Developments’. It can therefore be concluded that bus represents a practical travel mode option to the College.

Metrolink

2.2.8 Oldham Mumps Metrolink Station is currently located at the previous Oldham Mumps Railway Station, approximately 1.2 km to the east of the College. Metrolink services currently operate from Oldham Mumps to St Werburgh’s Road, via Manchester every 12 minutes between 0600 and 2300 hours Monday to Thursday, between 0600 and 0000 hours Friday and Saturday and between 0700 and 2306 hours on a Sunday.

- 2.2.9 The current Metrolink station is a temporary station. In 2014, the Rochdale Metrolink extension is proposed to be completed, at which time new stations will also open within Oldham, including Westwood, Oldham King Street, Oldham Central and a re-located Oldham Mumps.
- 2.2.10 The current Oldham Mumps Metrolink station is further than the desirable maximum walking distance of 800 metres to a railway station, as identified by the Institution of Highways and Transportation, however the future Oldham King Street station will be located approximately 300 metres walking distance to the south of the site. Therefore from 2014, following the opening of the Rochdale Metrolink extension, the Metrolink will provide frequent connections to Rochdale to the north and Manchester to the south, within easy walking distance of the College.
- 2.2.11 As such it can be concluded that the site has good accessibility to public transport, which will be significantly enhanced following the opening of the Metrolink extension in 2014. Public transport is therefore a realistic mode of travel for staff, students and visitors to the College and is promoted as part of the TP.

Train

- 2.2.12 The nearest railway station is Mills Hill, approximately 3.6 km to the west of the College. However, as set out above, Metrolink is currently running to the former Oldham Mumps railway station, which provides connections into the local and national rail network via Manchester Victoria.

3. Travel Survey Summary

3.1 Introduction

3.1.1 A staff and student travel survey was undertaken over a two week period in September 2013 and was completed by 143 staff and 585 students.

3.1.2 The College carried out staff and student travel surveys separately, to provide current data within six months of the Interim Travel Plan being approved. The TP has therefore been updated to reflect the current survey results. This will provide a benchmark to enable the impact of the opening of the new Metrolink stations on travel behaviour to be determined post opening in 2014.

3.2 Staff Travel Survey

3.2.1 A total of 143 staff responses were received representing a response rate of 24%. Out of all the staff respondents, 80 staff completed the online travel survey with 63 staff completing the paper travel survey.

Survey Responses

3.2.2 The travel survey indicates that 82% of respondents work full-time at Oldham College while 18% are employed part-time. The majority of respondents are based at the main campus (70%). The breakdown of response rates by location is presented in Table 3.1

Table 3.1 Staff location by location and work pattern

Location	Staff (%)	
	Full-time	Part-time
Alex House	4%	-
Oldham College – Main Campus	56%	14%
UCO	22%	4%
Other	1%	-

Mode Share

3.2.3 The overall staff mode share in 2013, compared to previous surveyed mode share in 2008 is shown in Table 3.2.

3.2.4 Table 3.2 indicates that single occupancy vehicle mode share remains the highest amongst staff, at 78% in 2013, compared to 77% in 2008. There has been a marginal increase in staff car sharing and cycle trips and a reduction in bus use.

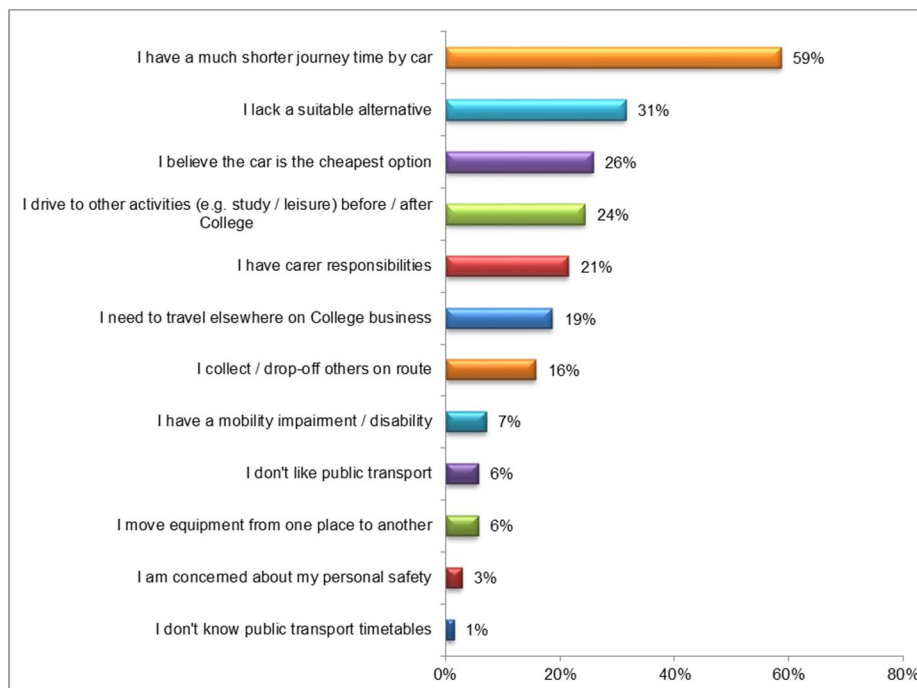
Table 3.2 Staff mode share

Mode of travel	2013 staff mode share	2008 staff mode share
Car driver alone	78%	77%
Car-share	10%	8%
Walk, run or wheelchair	4%	5%
Cycle	2%	1%
Bus	3%	8%
Mobility Scooter	0%	1%
Motorcycle/Moped	0%	0%
Train	1%	0%
Tram	0%	-
Taxi	1%	1%
Other	-	1%

Reasons for driving

3.2.5 Figure 3.1 indicates the various reasons chosen by car drivers for their choice of travel mode. It can be seen in Figure 3.1 that 59% of drivers stated that they choose to drive due to a shorter journey time. The survey indicates that other popular reasons for staff driving to work are lack of a suitable alternative (31% of respondents) and the car is the cheapest option (26% of respondents). Multiple selections were available for each response.

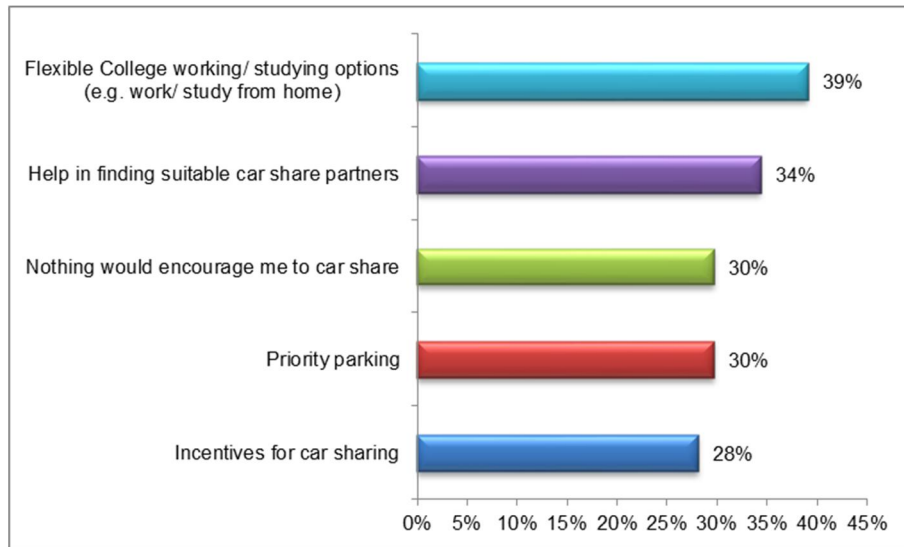
Figure 3.1: Staff reasons for driving



Car sharing

3.2.6 Figure 3.2 show that 39% of single occupancy car drivers specified that flexible working options would encourage them to car share. The other favourable measure is assistance in finding car share partners (34%). Multiple selections were available for each response.

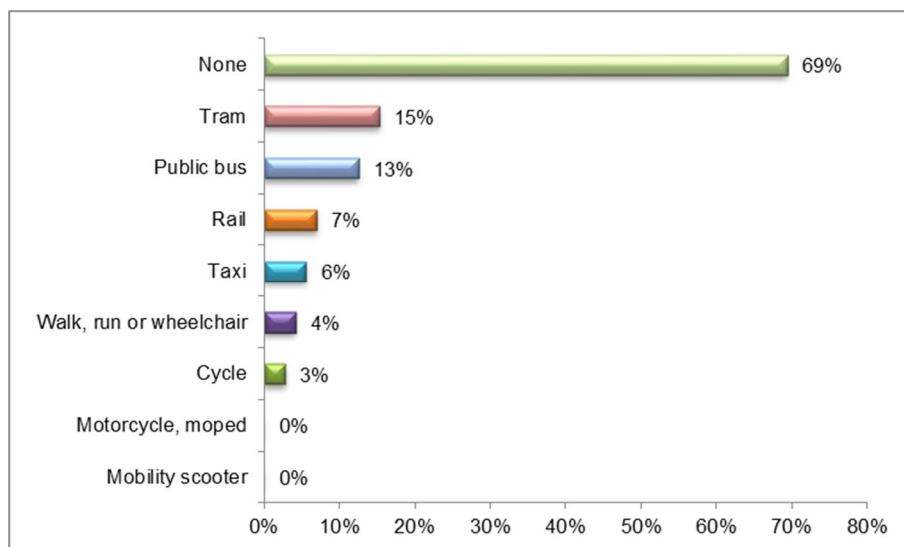
Figure 3.2: Staff car sharing



Future modes of staff travel

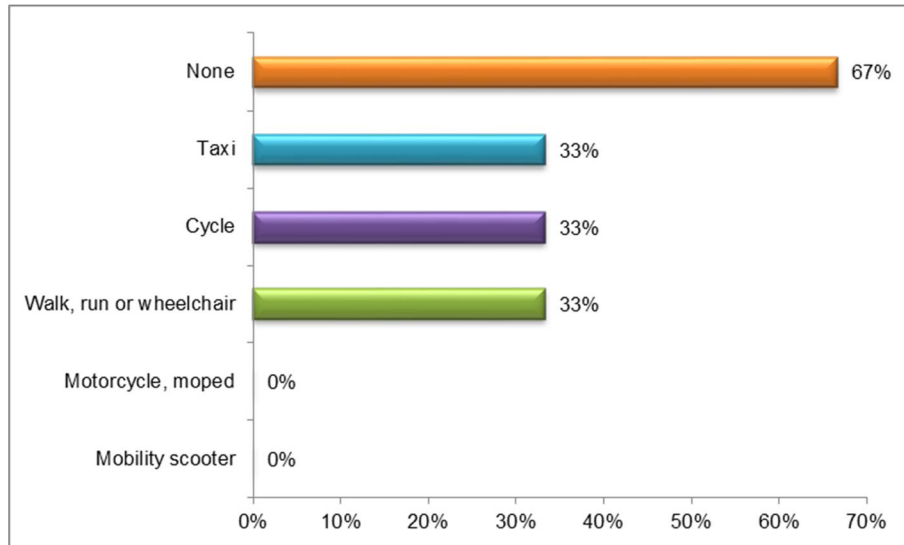
3.2.7 The majority of car users (including single occupancy car driver, car drivers with passengers and car passengers) indicated that they would not change their mode of travel in the future. However, a further 15% stated that they would consider using the tram and 7% would consider travelling by active travel modes. Multiple selections were available for each response.

Figure 3.3: Future model of travel by staff car users



- 3.2.8 The majority of public transport users (including public bus, train and tram) indicated that they would not change their mode of travel in the future. A further 66% indicated that they might choose active travel modes. Please note that staff were able to provide more than one response to this question.

Figure 3.4: Future model of travel by public transport users



Measure to encourage public transport active travel

Public transport

- 3.2.9 The survey results show that the largest proportion of respondents (32%) would use public transport if there were direct service available within an easy walking distance of their home. A further 26% of respondents indicated that discounted travel would encourage them to use public transport and 21% indicated that a more frequent services and extended hours would be preferable.

Active travel

- 3.2.10 A total of 9% and 5% of respondents indicated that the availability of shower and locker facilities, respectively, would encourage them to cycle and walk. A further 5% mentioned that availability of secure, sheltered cycle parking would encourage them to consider cycling in the future.

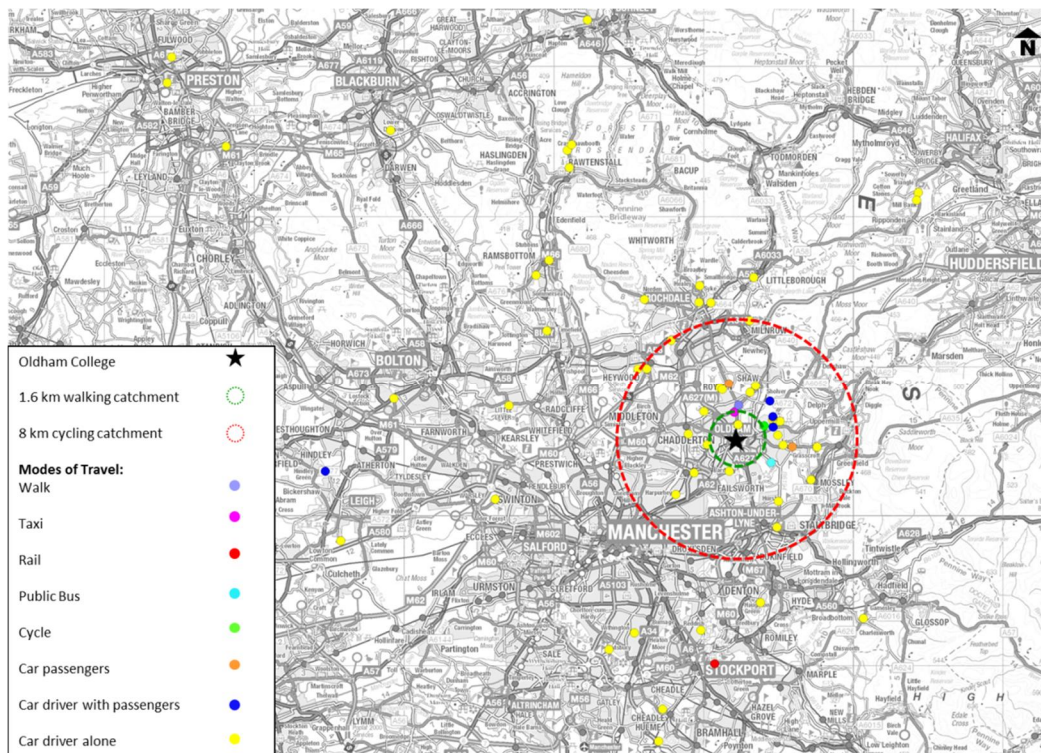
Future tram users

- 3.2.11 Staff were asked if they would consider using the tram when it becomes operational, a total of 5% of staff indicated they would use it and 21% stated that they might use it.

Staff Accessibility

- 3.2.12 As part of the travel survey, anonymous postcode data was collected and has been plotted against walking and cycling catchments, as indicated in Figure 3.5

Figure 3.5 Staff postcodes based on mode of travel



- 3.2.13 It can be seen in Figure 3.5 that there are a number of staff drivers living within a reasonable walk and cycle distance of the College. This illustrates the potential for transference away from the single occupancy vehicle trips.

3.3 Student Travel Survey

- 3.3.1 The student survey was paper based with forms distributed during four different enrolment sessions for the 2013/2014 academic year. A total of 585 student responses were received.
- 3.3.2 The travel mode share for students in both 2013 and 2008 is shown in Table 3.3. It can be seen in the table that the majority of respondents travel by public transport and active travel modes. It also shows that the number of single occupancy car drivers and public bus users have decreased by 4% and increased by 3%, respectively.

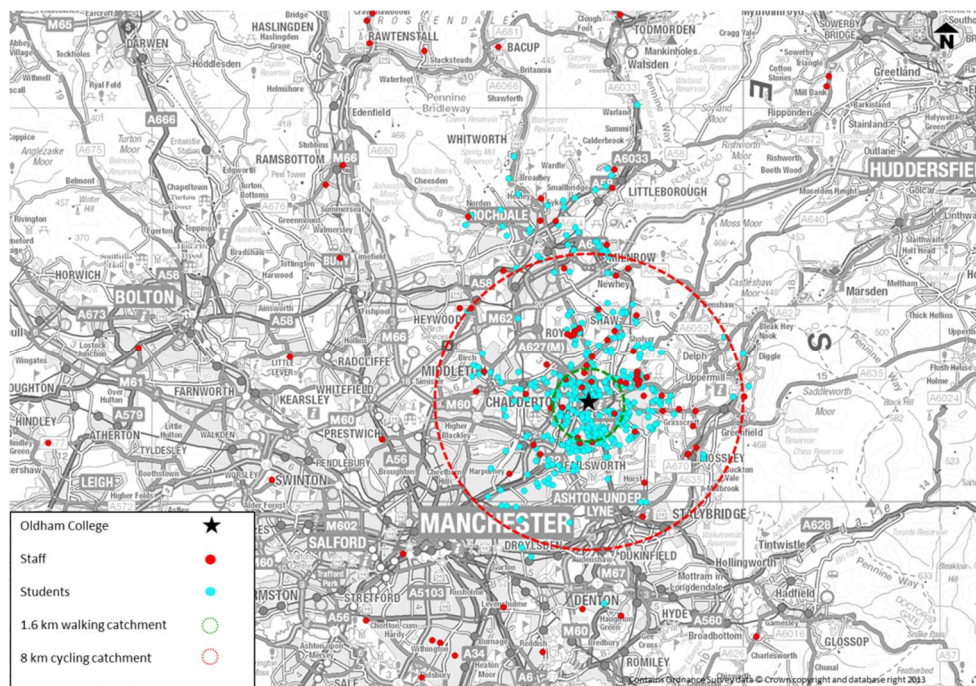
Table 3.3: Mode share

Mode of travel	2013 survey results	2008 survey results
Car driver alone	7%	11%
Car-share	8%	9%
Walk, run or wheelchair	28%	30%
Cycle	3%	1%
Bus	50%	47%
Mobility Scooter	0%	1%
Motorcycle/Moped	0%	0%
Train	1%	0%
Tram	3%	-
Taxi	-	5%
Other	-	0%

Student Accessibility

3.3.3 As part of the travel survey, anonymous student postcode data was collected and has been plotted against walking and cycling catchments, as indicated in Figure 3.6.

Figure 3.6 Student postcodes based on mode of travel and in relation to staff home postcodes



- 3.3.4 It can be seen in Figure 3.6 that a high proportion of students live in close proximity to the College, which is reflected in the high public transport and active travel student mode share.

4. Objectives and Targets

4.1 Objectives

4.1.1 In order to formulate a Travel Action Plan for the College, consideration has been given to the travel survey information collected in September 2013. In defining the mode split targets consideration has been given to how the Action Plan can help achieve the key aims and objectives. These are summarised as:

- To reduce the number of staff and students travelling by car to the site (particularly single occupancy vehicle [SOV] trips);
- To encourage staff, students and visitors to walk and cycle to and from the College;
- To maximise and promote the use of public transport for all trips to and from the College; and
- To improve the health and fitness of students and staff at the College.

4.2 Targets

4.2.1 Using the mode share data from 2013 in comparison to 2008, specific targets have been redefined. These redefined targets for the site are Specific, Measurable, Achievable, Realistic and Timed (SMART).

4.2.2 The College has determined the following areas to target:

- Reduce the number of single occupancy private car trips undertaken by staff and students to and from the College by 5% over 2 years and 10% over 5 years;
- Increase the level of staff car sharing by 2% over 5 years;
- Increase the level of staff and students using public transport to travel to and from the College by 5% over 2 years; and
- Increase cycling and walking for travel to and from the College by 3% over 2 years.

5. Proposed Measures

5.1 Introduction

- 5.1.1 The immediate, short and long term measures outlined have been designed to influence modal shift from SOV trips to more sustainable forms of transport taking into account the operational requirements of the College and the access factors relevant to the site.
- 5.1.2 The travel measures outlined have been based on the results of the staff and student travel survey undertaken in 2013.
- 5.1.3 Travel Plan Co-ordination at the College will be undertaken by Alan Kay, Head of Estates. The role involves ensuring information is readily available to all staff, students and visitors; ensuring that any feedback regarding travel issues is taken on board, implementing and overseeing sustainable travel schemes and monitoring and reporting to OC on the TP progress.
- 5.1.4 A Working Group will be established which will consist of teaching staff, operational staff and student union members. The Working Group will meet quarterly and will help to promote the initiatives of the TP and report on travel issues to senior management.
- 5.1.5 The TP has full support from all levels of management at the College.

5.2 Improving Awareness of the TP and Sustainable Travel Options

- 5.2.1 Accurate and up to date information on the range of sustainable travel initiatives available at the site will be provided. Ensuring information is easily accessible is a fundamental principle of the TP and will reinforce awareness of the opportunities for the use of alternative modes and encourage the continued support of individual travel measures.
- 5.2.2 The local timetables for bus routes, the Metrolink service and information on cycling and walking routes will be provided on notice boards around the campus. Information on car sharing, public transport, walking and cycling routes will also be provided within induction packs for all new staff members. Visitors to the site will be provided with information on how to travel to the site using alternative modes of transport to the car through the provision of leaflets and information on the website.
- 5.2.3 The TP will develop and implement travel awareness campaigns through on-site activities and promotions. The travel promotions will support campaigns such as 'National Cycle Week', 'National Car Free Day' and local cycling and walking activities and competitions.

5.3 Supporting Public Transport

- 5.3.1 As the site has good public transport accessibility, the use of buses and the Metrolink will be promoted on an on-going basis around the site.
- 5.3.2 Bus and Metrolink timetables, as well as route maps will be available at the College reception area as well as being displayed on notice boards around the campus and on the College's website.

- 5.3.3 Discount bus tickets are available from local operator, First Manchester. These tickets will be promoted at the College.
- 5.3.4 The 2013 staff travel survey asked a question to gauge whether there is interest in discounted travel by public transport. The survey indicates that there is a demand for these discounts (26% of responses). The College will investigate the potential for discounts with the public transport operator.
- 5.3.5 The College will work with the operator to promote the new Metrolink station in advance of its opening and investigate the potential to offer taster tickets for staff and students.
- 5.4 *Supporting Walking and Cycle Access*
- 5.4.1 Walking and cycling are healthy, cheap and convenient methods of transport and are particularly useful for short trips.
- 5.4.2 Walking routes and information will be displayed on notice-boards around the campus and all information will also be available at the College reception for staff, students and visitors. Staff and students will be encouraged to walk to the College with colleagues and fellow students that live in their area through promotional events and www.walkbudi.liftshare.com and www.bikebudi.liftshare.com will be promoted for willing participants to register to find someone to walk or cycle with.
- 5.4.3 Cycling routes and information will also be displayed on notice-boards around the campus and all information will be available at reception for staff, students and visitors as well as on the College website.
- 5.4.4 The websites www.walkit.com , a walking route planner, and www.cyclegm.org will also be promoted at the site.
- 5.4.5 The College currently has a Cycle 2 Work scheme available to staff. This will be actively promoted to existing staff as well as new recruits at the interview stage. The College will investigate introducing cycle training / guided cycle rides for staff.
- 5.5 *Reducing the Need to Travel*
- 5.5.1 Tele-conferencing and video-conferencing will be used for meetings where practical. This will eliminate the need for visitors to come to the College for meetings, reducing the total trips to the site. The College will consider the development of a tele / video conferencing policy to assist in the promotion of this initiative.
- 5.6 *Encouraging More Efficient Car Use*
- 5.6.1 Car sharing will be encouraged as an alternative for staff who currently drive alone and for those for whom cycling, walking and using public transport are not realistic options. Car sharing has the benefits of saving travel expenses, reduces the number of cars on the road and is a sociable way to travel to and from work.

- 5.6.2 The Travel Plan Co-ordinator will publicise car sharing and its benefits through promotional events and information on notice boards. Greater Manchester's www.carsharegm.com will also be advertised to enable willing staff to sign up to the already established organisation that is sponsored by the ten Greater Manchester Councils.
- 5.6.3 If a good response is seen with regards to car sharing, the College will set up their own internal car sharing database.
- 5.7 *Improving Health and Fitness of Staff and Students*
- 5.7.1 Through the promotion of walking and cycling to the College, staff and student health and fitness should in turn improve. Information on health and fitness and the benefits of walking and cycling will be available to staff and students upon request.
- 5.7.2 The College will investigate involving health promotion officers through an event or providing existing leaflets to staff and students.

6. Travel Action Plan

6.1 Travel Action Plan

6.1.1 In accordance with OC guidance, a Travel Action Plan has been developed. The Action Plan lists the objectives, the proposed targets and the measures to be implemented. The Action Plan also details the persons responsible for implementation of the measures and the timescales by which the agreed targets are to be achieved. The College Action Plan is included as **Appendix B**. The objectives will continue to evolve through the monitoring process.

6.2 Objectives

To reduce the number of staff and students travelling by car to the site (particularly single occupancy vehicle (SOV) trips)

6.2.1 As discussed earlier, the College will implement the measures outlined in Section 5 to reduce car use, particularly single occupancy trips to/from the site.

6.2.2 The recent 2013 travel survey results indicate that overall there hasn't been a change in staff SOV trips and student SOV trips have reduced by 4% since 2008.

6.2.3 Based upon these results, the College will continue to aim to reduce the number of staff and students travelling in a single occupancy vehicles by 5% over 2 years and 10% over 5 years.

6.2.4 Overall car sharing has remained the same since 2008, with a marginal increase in staff car sharing and a minor reduction in student car sharing.

6.2.5 On this basis, the College aims to increase car sharing by 2% over 5 years.

6.2.6 The measures set out in Section 5 are to be implemented as outlined in the Action Plan, with the aim that the targets will be met 5 years after each has been implemented.

To encourage staff, students and visitors to walk and cycle to and from the College.

6.2.7 With regards to the number of staff and students walking and cycling, the College has set a target to increase the number of staff and students walking and cycling to the site by 3% over 5 years.

6.2.8 The travel survey results show that the combined proportion of staff and students who cycle and/or walk to the College has remained the same since 2008.

To maximise and promote the use of public transport for all trips to and from the College

6.2.9 The College has set a target of increasing the number of staff and students travelling by public transport by 5% over 2 years, with results expected following the opening of Metrolink in 2014.

- 6.2.10 Presently, 54% of students travel to the College by public transport (public bus, train, tram) compared to 47% in the year 2008. There has been a reduction in staff public transport users since 2008.

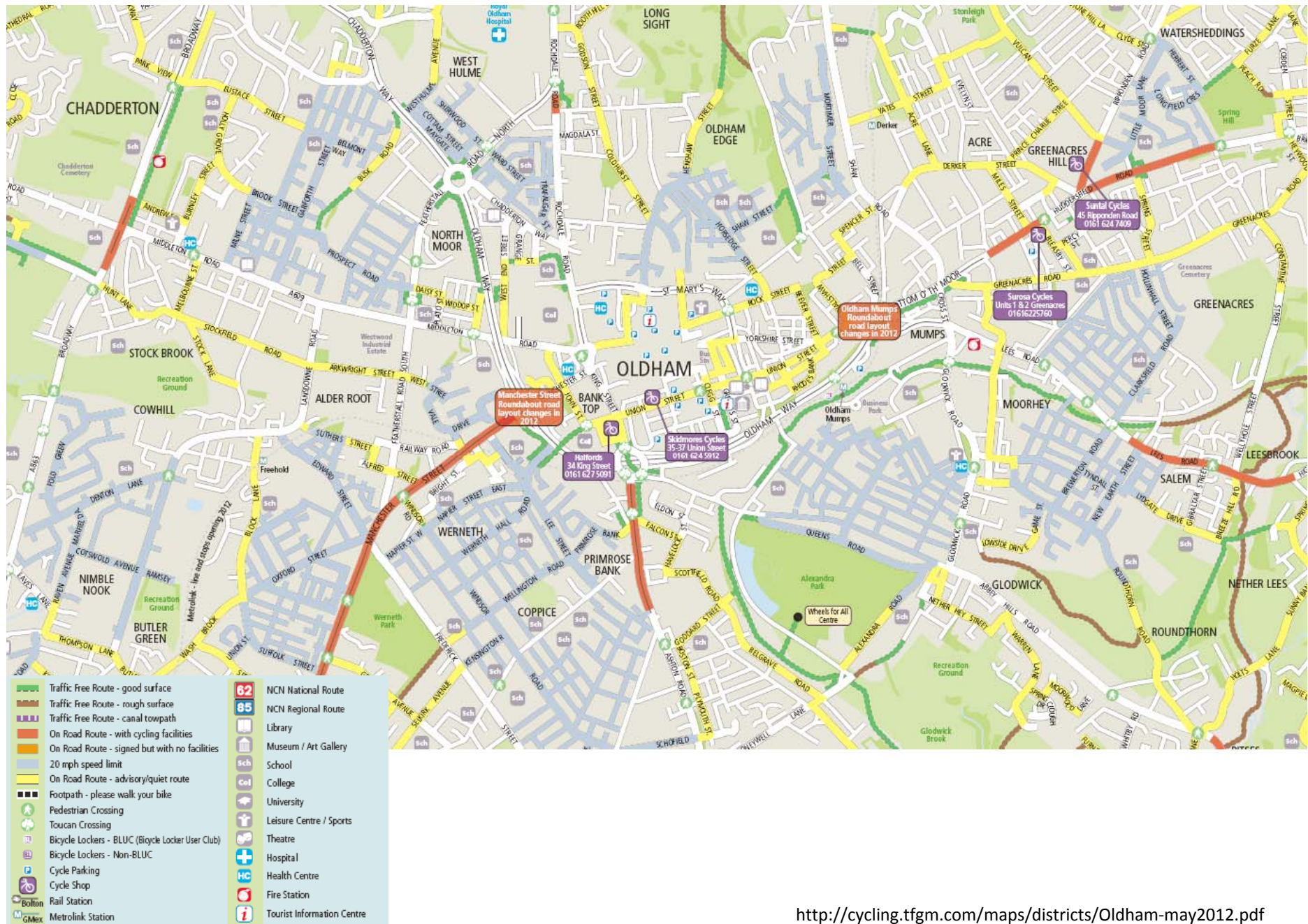
To improve the health and fitness of students and staff at the College.

- 6.2.11 By increasing the number of staff and students walking and cycling to work and using public transport the level of health and fitness should improve.

7. Monitoring and Review

- 7.1.1 It is important that the success of the measures implemented is assessed on a regular basis to ensure that they meet the needs of staff and students and are contributing to the achievement of targets.
- 7.1.2 Using the results from the 2013 and 2008 travel surveys as a basis, further travel surveys will be undertaken biannually. A Monitoring Statement will be produced and annual review meetings with OC will be arranged to ensure the TP has progressed. The Monitoring Statement will include travel survey results, monitoring information, a summary of the objectives and mode shift versus targets, whether these are being met and if not what changes are required to achieve the targets.
- 7.1.3 The overall control of the TP will be undertaken by the College. The nominated Travel Plan Coordinator (Alan Kay) will oversee the day to day management and he has the full support of all levels of management.

Appendix A – Oldham Cycle Map



Appendix B – Action Plan

Oldham College Travel Action Plan 2014

Objective: To encourage staff, students and visitors to walk and cycle to and from the college									
Target: Increase the number of staff and students cycling and walking to the college by 3% over 2 years.									
Action		Implementation		Success Criteria	Monitoring and Evaluation			Resource Required	
No.	Description	Responsible Person (s)	Timescale		Method	Timescale	Responsible Person	Requirement	Funding
1	Inform and raise awareness of current site facilities including cycle racks, showers, changing facilities and lockers by advertising on noticeboards and on the website.	TPC	Ongoing	Use of existing site facilities	Note usage of cycle racks and facilities	Annually	TPC	Posters, website updates	Oldham College
2	Promote the Cycle to Work scheme	TPC	Ongoing	Uptake of the scheme	Monitoring of the number of staff signed up	Annually	HR	Posters, website updates	Oldham College
3	Promote cycle route maps at the central information point and on the website	TPC	Within 6 months of the TP being adopted	Staff and student aware of local cycle routes and advised paths	Annual travel survey	Annually	TPC	Maps	Oldham College
4	Co-ordination of promotion of cycle campaigns	TPC	Within 6 months of the TP being adopted, promotion as required	Campaigns run	Annual travel survey	Annually	TPC/HR	Promotional material	Oldham College
5	Advertising and promoting on notice boards and via email to raise awareness of health benefits associated with walking.	TPC	Within 6 months of the TP being adopted, promotion as required	Staff and students aware of latest local, regional and national walking campaigns	Annual travel survey	Annually	TPC/HR	Promotional material	Oldham College

6	Display information on local walking routes	TPC	Within 6 months of the TP being adopted	Staff and student aware of local walking routes and advised paths	Annual travel survey	Annually	TPC	Maps	Oldham College
7	Co-ordination of promotion of walking campaigns	TPC	Within 6 months of the TP being adopted, promotion as required	Staff and students aware of latest local, regional and national walking campaigns	Annual travel survey	Annually	TPC	Promotional material	Oldham College
8	Encourage staff and students to organise walking buddies amongst themselves through advertising and advertise WalkBUDi	TPC	Within 6 months of the TP being adopted, promotion as required	Increase in the number of staff and students walking to the college	Annual travel survey	Annually	TPC	WalkBUDi information, posters	Oldham College

Objective: To maximise and promote the use of public transport for all trips to and from the college									
Target: Increase the level of staff and students using public transport to travel to and from the college by 5% over 2 years									
Action		Implementation		Success Criteria	Monitoring and Evaluation			Resource Required	
No.	Description	Responsible Person (s)	Timescale		Method	Timescale	Responsible Person	Requirement	Funding
10	Provision of public transport information at central information point onsite and on website	TPC	Ongoing	Staff and students aware of public transport options available	Annual travel survey	Annually	TPC	Information, posters, website updates	Oldham College
11	Provide new staff with travel information packs containing information on buses and the future Metrolink	TPC	All new staff starting post proposed redevelopment	All new staff aware of public transport options available to them	Annual travel survey	Annually	HR	Travel information packs	Oldham College
12	Co-ordination of promotional events such as 'National Car Free Day', etc	TPC	As required	Staff and students aware of latest sustainable travel campaigns	Annual travel survey	Annually	TPC/HR	Promotional material	Oldham College

Objective: To reduce the number of staff and students travelling by car to the site (particularly SOV trips)									
Target: Reduce the number of single occupancy private car trips undertaken by staff and students to and from the college by 5% over 2 years and 10% over 5 years									
Action		Implementation		Success Criteria	Monitoring and Evaluation			Resource Required	
No.	Description	Responsible Person (s)	Timescale		Method	Timescale	Responsible Person	Requirement	Funding
13	Encouraging employees to car share with colleagues, promote the concept	TPC	Within 6 months of the TP being adopted, promotion as required	Increased number of staff car sharing	Annual travel survey	Annually	TPC	Promotional material, emails and posters	Oldham College
14	Advertising and promoting www.carsharegm.com	TPC	Ongoing	Staff awareness of Car Share GM	Annual travel survey	Annually	TPC	Promotional material	Oldham College