

Kingsway Business Park Rochdale

Sustainable Travel Plan

Prepared 2010
Updated 2019



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1 INTRODUCTION

Kingsway Business Park is a large strategic mixed-use development in Rochdale. The Kingsway Partnership wants to ensure that the development is as sustainable as possible, within the constraints upon development. The Business Park development is now well advanced and its traffic and transportation effects are being managed and monitored. Indeed, from the outset the site has benefitted from a site-wide Travel Plan as well as an active Travel Plan coordination function.

The location of the site and its direct access to the M62 motorway at Junction 21 are of great importance to the success of Kingsway and, as a consequence, it is attractive for car-borne travel. The A6193 Sir Isaac Newton Way passes through the site and now forms an important route into central Rochdale. A Build Development Plan for the site is presented in **Appendix 1**.

The original site-wide Travel Plan was first approved in 2005 and then reviewed with Rochdale Council in 2010. The document has since been informally reviewed on a periodic basis. It is now considered that a further review is needed to bring the document up to date and to respond to the developing site. The intent of the original site wide Travel Plan remains:

Statement of intent: *To implement measures within and around Kingsway so that employees and visitors have the option to get to the Business Park by sustainable modes of transport, thereby encouraging a better quality of life for employers, employees and surrounding residents, improving the environment and enhancing the local economy. This will mean providing and improving alternatives to the car and discouraging unnecessary use of the car.*

The aim of this document is to set out the framework to enable the successful implementation of sustainable transport measures. It sets clear targets for the Kingsway site and the indicators that will be used to measure progress. It describes the measures to be implemented to meet the targets and sets out the management framework required for effective implementation. As the Business Park is a long-term development, the Travel Plan will need to adapt to reflect changing circumstances, although the underlying principles and objectives will remain constant.

The remainder of the document is structured as follows

- Section 1.1 describes the way in which the Travel Plan was developed
- Section 1.2 sets the transport context within which the Travel Plan operates
- Section 1.3 summarises site uses and staff numbers
- Section 1.4 describes site access and infrastructure provision
- Section 1.5 sets out the business case for travel plans
- Section 2 sets out the objectives and targets for the Travel Plan and indicators that will be used to measure progress, and provides information on current occupant travel behaviour
- Section 3 discusses the measures being put in place to achieve the objectives and makes recommendations on the appropriate way forward for Kingsway
- Section 4 sets out how the travel plan is managed and marketed to ensure effective implementation.

1.1 THE TRAVEL PLAN PROCESS

The Kingsway Travel Plan was originally developed in 2004, and has been periodically updated since. A steering group was established to oversee the preparation of the Travel Plan, and originally included representatives from the following organisations:

- Sustainability North West (no longer in existence)
- North West Regional Development Agency (responsibilities subsumed by Homes England)
- Rochdale Development Agency
- Rochdale Metropolitan Borough Council
- Wilson Bowden Developments Ltd
- Greater Manchester Passenger Transport Executive (now Transport for Greater Manchester)
- Groundwork Trust Oldham and Rochdale (now Groundwork BBOR)
- Heywood and Rochdale Community Transport
- Oldham Metropolitan Borough Council
- Highways Agency (now Highways England)

Research was carried out on best practice in developing and implementing transport plans. Travel co-ordinators from large multi-occupancy sites were interviewed to gain their perspectives on the reality of putting transport plans into practice and insights into what worked well and what should be avoided. A subsequent sustainable transport workshop was held with findings incorporated into the measures and objectives of the Travel Plan.

The Travel Plan has since been updated and reviewed as part of the monitoring process, to provide an overview of existing Travel Plan activities and travel patterns. Travel Planning and the implementation of measures to improve accessibility to the business park is also a key activity for a Transport Group chaired by Rochdale Development Agency that meets on a quarterly basis. Representatives of the Transport Group include Wilson Bowden Developments, Rochdale Council, Oldham Council, Highways England, and Transport for Greater Manchester (TfGM), along with the appointed Travel Plan Coordinator for the business park.

1.2 TRANSPORT CONTEXT

Since the original development of the site-wide Travel Plan in 2004, there have been a number of changes impacting on the context within which the Travel Plan operates. These include the following:

- Extension of powers for TfGM, giving greater influence over public transport provision and investment, highways and travel demand management
- Extension of Manchester's Metrolink tram network to Rochdale, with a new stop at Kingsway Business Park providing services to Rochdale and Oldham Town Centres, Manchester City Centre and linking to the wider network
- Increased rail service provision from Rochdale station into Manchester, with new direct services to Manchester Airport
- Election of a Mayor of Greater Manchester, and upcoming regulation of Greater Manchester's bus network, allowing the Mayor to better manage the provision of bus services

- Appointment of a Greater Manchester Commissioner for Walking and Cycling
- Provision of Smart Motorway management measures for sections of the M60 and M62, including use of the hard-shoulder between M60 Junction 8 and M62 Junction 20.

The update of the site-wide Travel Plan has been undertaken within this changing context of transportation policy and infrastructure.

1.3 SITE USES AND STAFFING LEVELS

The Kingsway development is a Business Park development providing for the following land uses: general and light industrial use, Classes B1 & B2, Offices in use Class B1, Distribution and storage in use Class B8, Research and Development facilities in use Class B1, Hotels in use Class C3, ancillary retail and leisure in use Classes A1, A2, A3 & D2, housing in use Class C1. Development began in 2007, with first occupation in 2008 and development has continued throughout this period. A built development plan for the 420 acre business park development site is included in **Appendix 1**.

The business park currently provides employment for over 3,000 people, with many more visitors to the site on a daily basis. In the long-run the business park is projected to provide in the region of 7,000 jobs across a range of employment sectors.

Kingsway is currently home to the following businesses:

- JD Sports
- ASDA/Wincanton
- Source BioScience
- Edmund Bell
- E-On
- CR Laurence
- Takeuchi
- Wireless CCTV Ltd
- The Hornet Public House
- Cleland McIver
- Nobilia
- Gemalto
- Trade Mouldings Ltd
- Dachser

A summary of approximate staff numbers by individual business is provided in Table 1.1. Staff numbers at JD Sports in particular vary across the year, with significant numbers of additional temporary personnel recruited in Autumn each year to cater the Christmas for period.

Table 1.1 – Current Staff Numbers at Kingsway

Business	Current staff numbers
JD Sports	2,500 baseline, 4,300 at Christmas
ASDA/Wincanton	Circa 350
Source BioScience	40
Edmund Bell	40
E-On	150
CR Laurence	60
Takeuchi	15

Wireless CCTV	40
The Hornet	20
Cleland Mclver	17
Nobilia	Yet to be surveyed
Gemalto	Yet to be surveyed
Trade Mouldings Ltd	Yet to occupy site
Dachser	Yet to occupy site
Total	circa 3,230

In addition, the business park is home to an expanding housing development of 240 residential dwellings, with additional phases of housing proposed in the future.

Two new building projects at Kingsway were completed in 2016, providing an additional 421,000 sqft of B2 and B8 floorspace across five separate units, taking the total number of completed units on Kingsway to 14, with more than 3.5 million sqft of floorspace. Two of the five units are currently awaiting occupation.

JD Sports have also constructed an extended warehouse unit (58,565 sqm GIA) to expand their current operations from Kingsway, and will take occupation of the new unit in Summer 2019, with an associated increase in workforce. Occupation of the new unit alters access arrangements for the combined JD Sports site, with access to the site for staff and visitors continuing to be taken from Michael Faraday Avenue to the north of the site, but egress from the site now being taken via the new access road to the south (also known as Michael Faraday Avenue).

In April 2018, construction began on 11 new industrial units ranging in size from 3,000 sqft to 15,500 sqft. The speculative development has been branded as 'Logic@Kingsway' and will be completed in March 2019. It will offer occupiers small units to rent next to J21 of the M62. The speculative development of small units will total 60,000 sqft.

A further two units are currently under construction and have agreed occupation. Trade Mouldings will take occupations once its unit is completed in March 2019 and Dachser will take occupation in late 2019.

With imminent or recently completed development units available at Kingsway, it is inevitable that staff numbers employed at the business park will increase in the immediate future, with steady increases also expected over the next 12-24 months..

1.4 SITE ACCESS AND INFRASTRUCTURE

The business park is located alongside Junction 21 of the M62. A spine road (Sir Isaac Newton Way) was completed in 2007 and leads through the business park from Junction 21 to the A664 Kingsway, providing onward access to Rochdale. Various off-site highway improvements were also implemented to facilitate development of the business park.

Individual business premises and estate roads are served from two loop roads accessed from Sir Isaac Newton Way. The southern loop road (John Milne Avenue), is completed, whilst the northern loop road (Michael Faraday Avenue), extends from Sir Isaac Newton Way to the Kingsway Business Park Metrolink stop which was opened in 2012. A second section of Michael Faraday Avenue runs from a roundabout junction with Sir Isaac Newton Way to Stanney Brook, and was completed as part of the JD Sports extension.

No vehicular access to the site is possible through existing residential areas to the west and east. However, access via cycle routes and footpaths has been provided to maximise accessibility of the site. All construction access to and from the site is via Sir Isaac Newton Way.

Metrolink services operate between Rochdale, Oldham and Manchester, and provide access to the wider Metrolink network including Manchester City Centre, Manchester Airport, Media City, the Etihad Campus and settlements such as Bury, Ashton-under-Lyne, and Altrincham. Services stop at the business park every 12 minutes throughout the day, seven days a week.

The business park is also served by a dedicated demand-responsive bus service named the Kingsway Link. The service extends access opportunities to the business park from the wider Rochdale area including Littleborough, Heywood, and Oldham, offering a convenient door-to-door service between the hours of 5am – 11pm. The service is widely used by business park employees, with major occupants contributing to the ongoing service costs. An additional demand-responsive bus service provides a link between Kingsway and Middleton at key shift change-over times for major warehousing operators.

Commercially operated bus services operate along routes parallel to the business park but do not currently operate along Sir Isaac Newton Way. Efforts continue to attract commercial bus services to the business park and will be supported by future increases in employee numbers. It is an aspiration that commercial bus services will in future replace the existing Kingsway Link service, providing a network of regular bus routes providing access to the business park.

An extensive network of footpaths and cycleways has also been constructed at the business park, and is available for use by employees and local residents. Access to the network of footpaths and cycleways is encouraged by way of promotional material for guided walks / cycle routes.

Further information on existing sustainable travel facilities and services to Kingsway is included in **Appendix 2**.

1.5 WHY PLAN TRAVEL

The importance of travel planning has been acknowledged at the Kingsway site from the outset. Travel planning now forms an important component of the development planning process, is a requirement of local and national planning policy and is a planning condition on the outline approval

The Travel Planning process can offer many benefits not only to the individual (staff member or visitor) and their employer (companies operating from Kingsway), but also to the wider community (residents living close to the business park). A selection of key benefits are summarised in Table 1.2.

Table 1.2 – The Benefits of Travel Planning at Kingsway

The Individual (staff and visitors)	The Employer	The Community
Improve travel options and accessibility to employment, local facilities and services	Lower employee absence levels	Reduced congestion on local roads and potential road safety benefits
Potential financial savings through reduced travel costs	Higher employee retention and recruitment	Improved air quality
Improved health through physical activity associated with walking and cycling	Potentially reduced costs such as car parking provision	Reduced transport related noise
Potential reduction in commuter stress	Contribution towards Corporate Social Responsibility objectives	Enhancement of the area through promotion of walking, cycling and public transport

2 OBJECTIVES, TARGETS AND INDICATORS

Statement of intent: *To implement measures within and around Kingsway so that employees have the opportunity to get to work by sustainable modes of transport, thereby encouraging a better quality of life for employers, employees and surrounding residents, improving the environment and enhancing the local economy. This will mean improving alternatives to the car and discouraging unnecessary use of the car.*

The site-wide Travel Plan has four key objectives: -

1. To reduce the need to use the car;
2. To maximise public transport use;
3. To encourage walking and cycling; and
4. To reduce the need to travel to and for work.

Targets are essential to ensure that everyone involved knows what needs to be done and to enable progress to be assessed. Indicators provide the means for tracking progress against the targets. The Kingsway Partnership and/or the Travel Plan Coordinator will monitor progress against these targets and update the site-wide Travel Plan accordingly.

Overall Target

The review of the site-wide Travel Plan has reconsidered the targets included in the original 2005 Travel Plan and continues to regard them as being appropriate. Therefore, the overall target of the site wide Travel Plan continues to be to achieve a modal split for the main modes of travel to the site of:

- Single occupancy vehicles 45%
- Car share 20%
- Public transport 20%
- Walking & cycling 15%

In addition to the overall mode share target, a number of travel objectives are identified and monitored.

Objective 1: Reducing the need to use the car

Target 1: For 20% of all journeys to be made by car share.

Indicators: Number of companies actively promoting car sharing.
Number of employees actively participating in car sharing arrangements.

Target 2: To provide on-site facilities to reduce the need to travel off-site.

Indicators: Number of on-site ancillary facilities provided at the site.

Target 3: To make appropriate parking provision for car sharers.

Indicators: Percentage of priority car parking spaces for car sharers as part of overall parking provision.

Target 4: To provide on-site facilities for electric vehicles.

Indicators: Number of electric vehicle charging points provided at the business park.

Objective 2: Maximising public transport use

Target 1: For 20% of employees to use public transport (bus, rail, Metrolink) for journeys to and from Kingsway following the future extension of commercial bus services to Kingsway.

Indicators: Number and percentage of trips made using public transport.

Target 2: To promote the use of public transport to all employees.

Indicators: The number of employees that are aware of the Travel Plan.
The number of staff taking advantage of any preferential ticketing arrangements.
The number of businesses providing public transport information to staff members.

Objective 3: Encourage walking and cycling

Target 1: For 15% of employees to walk or cycle for all journeys to and from Kingsway.

Indicators: Number and percentage of trips made on foot or by cycle.

Target 2: For all employees to have access to high quality cycle facilities.

Indicators: Number of on-site cycle parking spaces and cycle lockers at Kingsway.
Number of showers for use by cyclists on Kingsway.
Number of cyclists regularly using the facilities.
Usage of cycle lockers at Kingsway Metrolink stop.

Target 3: To have an active Bicycle User Group and offer guided health walks to Kingsway businesses.

Indicators: Number of active members and frequency of meetings.
Participation in guided health walks.

Objective 4: Reducing the need to travel to work

Target 1: To promote working from home and flexible working practices where appropriate and applicable.

Indicators: Percentage of employees working from home.
Number of working days from home.
Percentage of employees able to work flexible hours.

2.1 CURRENT OCCUPANT TRAVEL BEHAVIOUR

Kingsway occupants have been assisted by the Travel Plan Coordinator in developing their own Travel Plans. As part of the development and update of occupant Travel Plans, staff travel surveys have been undertaken with business park occupants. All surveys have recorded the share of survey respondents travelling by alternative modes.

Table 2.1 shows the results of the latest available travel survey for each business located at Kingsway. No information is currently available for The Hornet Public House, Nobilia, Gemalto, Trade Mouldings Ltd, or Dascher.

Table 2.1 – Surveyed Travel Behaviour

Business	Staff Number	Travel Mode				Total
		Single occupancy vehicle	Car share	Public transport	Walking & cycling	
JD Sports	Circa 3,000	41%	16%	34%	9%	100%
ASDA/Wincanton	350	74%	9%	5%	12%	100%
Source BioScience	40	87%	10%	3%	0%	100%
Edmund Bell	40	82%	3%	0%	16%	100%
E-On	150	86%	0%	0%	14%	100%
CR Laurence*	60	82%	16%	0%	3%	100%
Takeuchi	15	71%	14%	7%	7%	100%
Wireless CCTV	40	72%	8%	12%	8%	100%
Cleland McIver	10	60%	10%	30%	0%	100%

* error due to rounding

Using the surveyed mode share information and approximate staff numbers for each business, an overall mode share has been developed for the business park for comparison against the Travel Plan target. For the purposes of the comparison, a mid-year figure of 3,000 staff has been assumed for JD Sports. A comparison of the calculated current position and the targeted position is presented in Table 2.2 below.

Table 2.2 – Aggregated Business Park Mode Share Position

Overall mode share	Travel Mode				Total
	Single occupancy vehicle	Car share	Public transport	Walking & cycling	
Targeted	45%	20%	20%	15%	100%
Current	49%	14%	28%	9%	100%

The mode share position presented in Table 2.2 indicates that the business park is making excellent progress towards the mode share targets. Progress towards the mode share targets are greatly assisted by current travel behaviour at JD Sports, the major occupier at the business park. Nevertheless, a number of businesses across Kingsway have good levels of staff car sharing and walking and cycling for journeys to work.

Whilst the business park has been successful in securing Metrolink services for Kingsway and ongoing provision of the Kingsway Link service, levels of public transport use amongst non-JD Sports staff remains relatively low. This is to be expected given the current level of development at Kingsway, with long walking distances to the Metrolink stop, and no public bus services operating through the business park. Indeed, the existing level of public transport would be far lower without the significant investment made by the partner authorities and the Kingsway Partnership in securing Metrolink services and a sustained Local Link bus service over the last ten years of development.

As businesses continue to be attracted to Kingsway, more and more staff will work within easy walking distance of the Metrolink stop, and it is intended that new or existing commercial bus services will route via the business park to capitalise on the increased market available. The business park will remain in discussions with

commercial bus operators and TfGM with a view to securing the early diversion of commercial services.

Staff postcode data has been supplied by the majority of occupiers based at Kingsway. The information provides a snap-shot of the travel to work area for the business park. Staff postcode information across the north Manchester area is reproduced in Figure 2-1, whilst the Rochdale and Oldham areas are examined more closely in Figure 2-2.

Figure 2-1 shows that staff travel to work at Kingsway from across the Greater Manchester conurbation and wider Pennine and Lancashire areas. As the major employer at the site, JD Sports staff dominate the spread of postcode information. Figure 2-2 shows that the business park employs significant numbers of staff from across the Rochdale and Oldham areas, providing opportunities to access Kingsway by sustainable travel modes including Metrolink, existing Local Link services, and future commercial bus services, along with walking and cycling for shorter journeys.

Figure 2-1 – Plot of Current Staff Postcodes across north Manchester

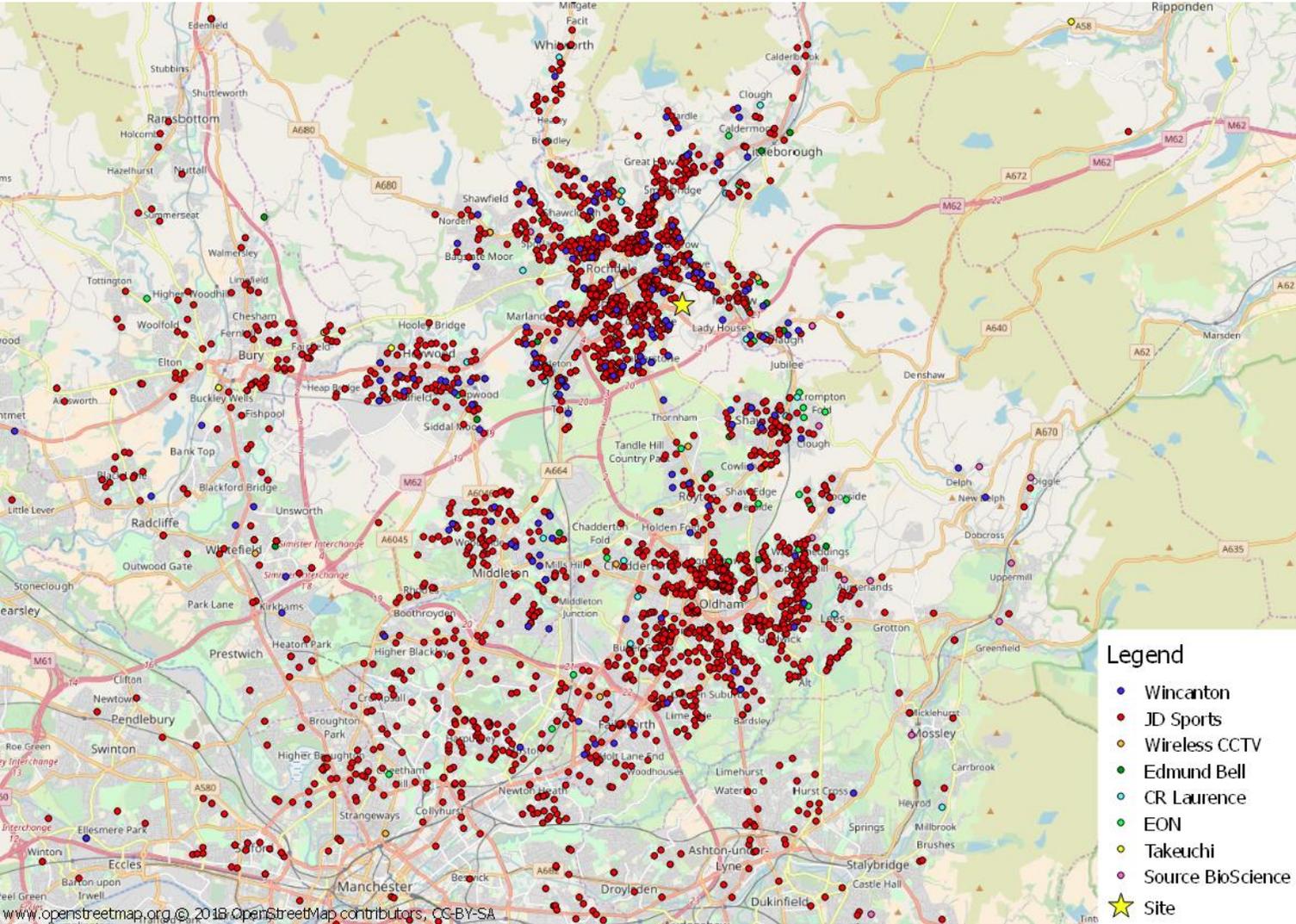
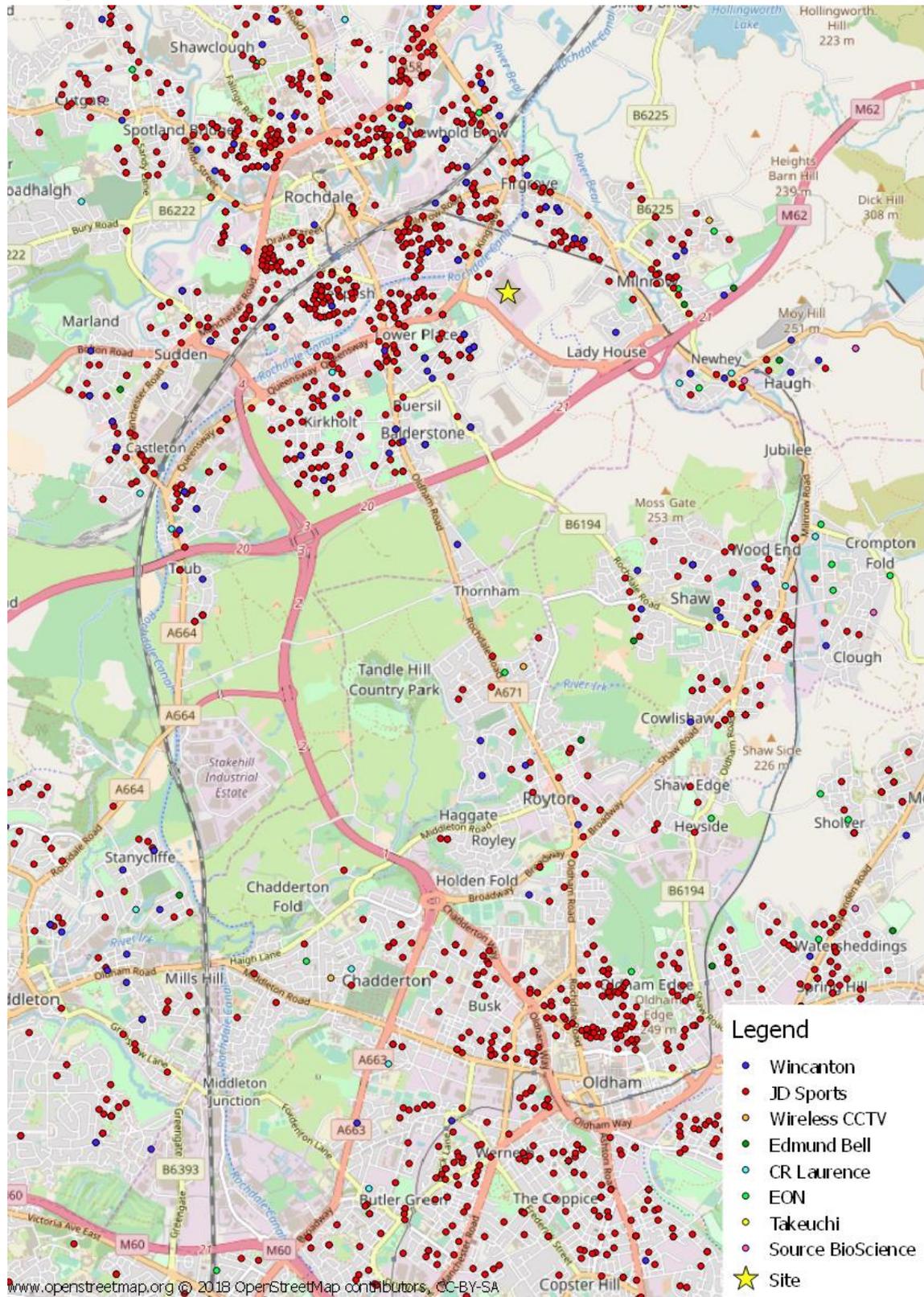


Figure 2-2 – Plot of Current Staff Postcodes across Rochdale and Oldham



3 MEASURES AND RECOMMENDATIONS

This chapter sets out the measures being implemented at the business park in order to achieve the objectives detailed in the previous chapter. **Appendix 3** provides an action plan for the ongoing implementation of Travel Plan measures.

3.1 TRAVEL PLAN CO-ORDINATOR

In 2007 Wilson Bowden Developments appointed a Travel Plan Co-ordinator (TPC) to implement the Travel Plan for Kingsway Business Park. This role is now undertaken on behalf of the Kingsway Management Company. The TPC has been instrumental in liaising with business park occupants and their staff, helping businesses develop and monitor their own Travel Plan documents, and implementing Travel Plan measures.

3.2 MINIMISING CAR USE

Car park management

Businesses relocating to Kingsway will be encouraged to include car park management measures within their development proposals, site operation and business-specific Travel Plan. Car parking management can take a variety of forms:

- Restricting the number of car park spaces to discourage car use.
- Prioritising parking spaces to those who cannot use alternative modes or who are taking measures to reduce their impacts e.g. car sharers. Spaces could be prioritised for any of the following groups: disabled employees/visitors, employees' car sharing, short-term visitor parking, shift workers, essential car users and those who have green fuel systems and electric vehicles.
- All roads on Kingsway will be marked with double yellow lines to ensure no on-street parking. This will be enforced by the Highway Authority / Management Company dependant upon the adoption status of roads and plot accesses.

Car sharing

Car sharing involves two or more people sharing a car for their journey. Promoting and facilitating car sharing is very effective in reducing peak congestion times and eases car-parking shortages. The benefits of car sharing include cost savings for the sharing employees. Car sharers can also be rewarded with dedicated priority parking spaces close to a building entrance.

TfGM has developed a car share database available for use by businesses in Greater Manchester. The CarShareGM scheme is free to use and can be used to either review car sharing opportunities within individual businesses or for wider journeys to a specific area (such as Kingsway, or Rochdale). The CarShareGM scheme is promoted to businesses relocating to Kingsway. As staff numbers based at Kingsway continue to increase in future years, it is anticipated that a critical mass of registered car sharers will be reached to maximise journey opportunities for staff travelling to/from Kingsway. The TPC will liaise with businesses and staff regarding registration opportunities and requirements.

Notwithstanding the availability of the CarShareGM database, it is evident that some businesses and staff are content to facilitate informal car sharing. JD Sports have significant levels of car sharing, without involvement in the CarShareGM scheme. This will continue to be promoted amongst Kingsway businesses, particularly in advance of there being a critical mass of CarShareGM registered members. Information regarding sustainable modes of travel to work including car sharing opportunities will be given to all new occupiers and new members of staff as part of an induction process.

One potential reason why employees may be reluctant to join a car-sharing scheme is the fear of being penalised if the lift to work does not materialise, or being stranded at work if their lift falls through or if there is an emergency at home. Successful car-share schemes should support rather than penalise employees and offer a guaranteed ride home for example by guaranteeing free taxis if lifts fall through. In practice taxis home tend to be rarely required but knowing that they can be utilised increases uptake of such schemes. Kingsway businesses are encouraged to implement a Guaranteed Ride Home service to support staff using the CarShareGM scheme or making their own informal car sharing arrangements.

Pooled company cars and vans

Providing company cars/vans as a perk encourages employees to use their car/van to work. Instead of providing a company car, one option open to employers is to provide on-site 'pool' cars which are available for use by employees (potentially with electric power or similar green fuel systems) as and when necessary.

Facilitating the use of Electric Vehicles

New developments at the business park will consider the installation of electric vehicle charging points, to facilitate future increases in use of electric vehicles.

3.3 MAXIMISING PUBLIC TRANSPORT USE

The presence of a good quality regional/local integrated public transport system is fundamental to the success of the Kingsway Travel Plan. Unless employees have good access to clean, reliable and safe public transport, they will have no alternative but to use their own cars. It is important to encourage employees to use public transport for all, or part of, their journey as an alternative to single occupancy car journeys to work.

Providing new sources of public transport to the site

Prior to the development of the business park there was no public transport provision to the site. It was a condition of the original planning consent for the business park that some form of public transport provision was secured from the opening day. Since opening, the Kingsway Link service has been serving the business park, and over the years the scope of service has been extended to increase coverage of the surrounding commuter hinterland. The service provides a dedicated link to the business park between the hours of 5am-11pm seven days a week. Standalone services also operate to Heywood and Middleton for specific shift change-over times at the business park. A summary of service information is provided in **Appendix 2**.

The Kingsway Partnership continue to work with TfGM, who procure and manage the Kingsway Link service, to maximise use of the service and review provision. The service has historically been funded through a combination of developer funding from Wilson Bowden Developments and public funding sources via TfGM, the Regional Development Agency, and European funding sources. In recent times, specific contributions from individual developments or occupiers have been secured to support the ongoing funding of the service.

The Kingsway Partnership is committed to securing appropriate public transport services. All businesses will be encouraged to work towards maximising use of the Kingsway Link and any other services. The Kingsway Partnership will also work with TfGM and the Kingsway Link operator to maximise service provision and patronage levels.

In the longer-term, it is an objective to secure commercial operated public bus services through the business park. Currently, public bus services operate along Oldham Road and Rochdale Road to the west and east of the business park. Both corridors provide high frequency services but are not within convenient walking distance for much of the business park.

The Kingsway Partnership have been in discussions with TfGM and commercial bus operators to secure the future operation of public bus services along Sir Isaac Newton Way. The business case for this will be strengthened as additional businesses relocate to Kingsway, and staff travel demands justify the introduction of new or amended services to the business park. Potential changes to the Kingsway Link service in the short-term could also support the business case for future commercial services.

With the future introduction of bus services through the business park, new stop and passenger waiting facilities will be required. New bus shelters, seating, lighting, and CCTV will be required to cater for future public services, and dialogue with TfGM and bus operators will be maintained to agree design and capacity requirements.

The Kingsway Partnership and TPC will maintain discussions with bus service operators regarding the potential introduction / rerouting of public bus services to the business park.

A Metrolink stop on the Manchester – Oldham – Rochdale line was opened at Kingsway Business Park in 2013. The stop is located on the eastern boundary of the site, along which the Metrolink line runs. The Metrolink stop was funded by Wilson Bowden Developments and Rochdale Council, along with contributions from business park occupants. The stop provides a 12-minute frequency service towards Rochdale, Oldham and Manchester Monday-Saturday, and a 15-minute frequency service on Sundays. The service is well used for journeys to and from the Kingsway Business Park stop. Data indicates that the vast majority of journeys from the Kingsway stop are to destinations on the Oldham-Rochdale line, although around 1 in 8 journeys are to Manchester city centre.

Cycle storage facilities have been provided by the business park alongside the Metrolink stop and can be used for secure cycle parking for business park employees. Staff and businesses interested in using the secure cycle parking alongside the Metrolink stop should contact the Travel Plan Coordinator.

Ticketing and Preferential Arrangements for Kingsway Staff

In August 2017, TfGM introduced smart ticketing across Greater Manchester. The 'Get Me There' smart card is used for tickets and travelcards and is currently available for use across bus local link, and tram within Greater Manchester, and can be preloaded with concessionary passes. It is intended that train journeys will also be incorporated into the 'Get Me There' in the future. The TPC will promote the 'Get Me There' card to Kingsway businesses following roll out across all modes of travel. Opportunities to provide discounted or preloaded 'Get Me There' cards will be discussed with businesses relocating to Kingsway as part of their Travel Plan requirements.

Existing public transport corporate season ticket schemes are available for Metrolink services (10% discount on season tickets) and First bus services (20% discount), whilst a season ticket loan via a salary sacrifice scheme is also available with Northern rail. Each scheme is and will continue to be promoted to Kingsway businesses. Alternatively, companies can provide interest-free loans to purchase season travel tickets.

Ticket discounts are very effective as high fares can deter public transport use. Additionally, travel passes are valid over the weekend and offer an additional benefit to employees, whilst encouraging greater use of public transport.

The Travel Plan Coordinator will promote season ticket discount and loan schemes and continue to liaise with TfGM regarding future opportunities for discounted travel for Kingsway businesses.

Providing information and personalised journey planning

The provision of clear, legible, user-friendly and accessible information on available journey opportunities is essential to facilitate increases in sustainable travel. TfGM has produced an Area Travel Guide for Kingsway Business Park which outlines available journey opportunities for travel to Kingsway. The guide is reproduced in **Appendix 2** and will be made available to all relocating businesses and staff, and updated as necessary to reflect improvements in travel opportunities. The guide is also made available through the Kingsway Business Park website and to local employment agencies. More general travel information provision will also be maintained via the TPC and links to Kingsway businesses.

The possibility of providing real time information as part of bus stops and public facilities will also be considered for the future. The Metrolink stop already provides on-platform real-time information, and the possibility of businesses linking to this information could be investigated to minimise waiting times on the platform.

In addition to real time information on site, employees can also access real time information through operator and third-party smartphone apps. These apps can be used to see live arrivals and departures for buses and trains, and to buy travel tickets.

Personalised travel plan information has been provided to Kingsway employees in the past by way of TfGM initiatives, with staff receiving personalised travel packs to identify travel opportunities and raise awareness of sustainable modes. The TPC will continue to investigate opportunities for Kingsway staff to access personalised travel information.

The Travel Plan should be publicised by individual businesses when recruiting and inducting new staff. The TPC will also seek to develop relationships with recruitment agencies to promote travel opportunities and provide personalised advice where possible.

On behalf of the Kingsway Partnership, the Travel Plan Coordinator will make available regularly updated and easily accessible sources of information on public transport provision and timetables through ongoing engagement with occupiers on site.. The Travel Plan will be included as an item in inductions/appraisals, and Personalised Journey Planning will be offered to relocating staff where available through TfGM travel initiatives.

3.4 ENCOURAGING AND FACILITATING CYCLING

Cycling has significant health benefits and proves a viable alternative to the car for many journeys (if the appropriate facilities are in place). The following initiatives and measures will facilitate cycling and encourage people to take up cycling to and from work.

Developing a network of safe cycle routes and provide route maps and signs

A range of cycle routes have been implemented across the site to link into external cycle routes and main areas of population. Cycle routes are well maintained, sign-posted, direct and accessible to the Business Park. Routes are also lit where possible.

Maps of cycle routes within the business park are provided to relocating businesses, whilst the Area Travel Guide for Kingsway Business Park provides information on cycling connections to the business park.

Beyond the site boundary, there are aspirations to improve cycle accessibility across the region. Greater Manchester is proposing to develop the 'Bee network', a city-region-wide cycling and walking network made up of more than 1,000 miles of routes, including 75 miles of Dutch-style segregated bike lanes. Once built, the 'Bee network' will improve cycle accessibility from local communities and make it easier and safer to travel by bicycle. Locally, the 'Bee network' includes proposals for Littleborough, Rochdale, Heywood, Middleton, Royton, Milnrow and Shaw and should help improve cycle accessibility for employees at the Kingsway site.

Wilson Bowden Developments Ltd, in conjunction with Rochdale Council will ensure the delivery and maintenance of a network of safe, signed and lit (where appropriate) cycle routes, through the implementation of planning consents.

Providing secure cycle parking

Secure parking enhances the likelihood of employees cycling to work. Providing cycle parking is considerably cheaper than providing car parking. One car park space can provide space for over 10 bicycles. Parking facilities can be free-standing Sheffield cycle stands, purpose built shelters, lockers or cycle centres.

All new build units at Kingsway have been provided with cycle shelters and Sheffield racks overlooked by the main building. In addition, cycle lockers have been provided alongside the Kingsway Metrolink stop and are available for staff use via requests to the TPC.

Each unit should have its own shelter and/or cycle lockers as a requirement of planning consent. The facilities should be located close to the journey end, i.e. as near or nearer than car parking, be near changing facilities, secure and in adequate lighting.

The Local Authority will ensure the provision and maintenance of secure, long stay covered cycle parking, through planning consents. Any developer constructing buildings on the site will be required to provide these facilities. The Kingsway Partnership will also promote use of secure cycle lockers adjacent to the Metrolink stop, and look to secure additional communal cycle parking as part of any future public facilities at the business park.

Providing shower/change/locker facilities

It is important to provide facilities to store equipment and clothing and to provide shower and changing facilities for those cycling greater distances or over difficult terrain where strenuous cycling is required. Drying facilities are also helpful to dry clothes and equipment. The more facilities that are provided to help employees, the more employees will be encouraged, and not deterred, to cycle to and from work.

Match-funding grants are available from TfGM for additional or improved cycle facilities including shower, changing, and locker facilities. The application process, opportunity and requirements will be promoted to all Kingsway businesses.

Kingsway will promote the match-funding grants to occupiers and support them through the planning approval process for the provision of onsite facilities. The provision of central facilities will also be considered where appropriate. This will be addressed when detailed planning consent is sought. Available funding opportunities for further facilities will also be promoted.

Establish a Bicycle User Group (BUG)

BUGs are groups of people who want to improve facilities for cyclists and encourage others to cycle and provide a means of socialising. BUGs can encourage, and organise routes for people who live in the same direction to cycle to and from work together. A BUG can be supported by the provision of cycle repair kits/training through a partnership with a local cycle hire/sales business or an on-site mechanic.

The Kingsway Partnership and TfGM will encourage and support the development of a Bicycle User Group for Kingsway.

3.5 ENCOURAGING AND FACILITATING WALKING

It is important to encourage walking to work. Walking is a no-cost healthy way to get to work and is accessible to many. The health benefits of walking are immense. The walk to work can either be the whole way, in the case of local employees, or part of the journey to work integrated with other modes of transport.

Develop a good network of safe walking routes on and off site

A network of convenient access routes for pedestrians has been developed at the business park, linking development plots with key access points and the wider rights of way network. Routes will be well-maintained, lit, and well sign posted to facilitate use by employees and local residents. Maps of routes at Kingsway and links to local facilities and public transport stops are made available to business park occupants.

The business park provides on-site security and works with relocating businesses to provide security cameras and surveillance around new buildings and public areas. A CCTV system was installed in 2017. As the business park continues to grow, it is envisaged that the management company will provide publicity for any personal security measures, such as personal alarms and self-defence classes.

The Kingsway Partnership has delivered a signed network of public rights of way within the business park and will ensure that routes are suitably maintained to facilitate journeys on foot to/from and within the business park. Security measures and printed route information will be provided.

Promote available route network and identify walk times

Pedestrians are more likely to walk to a destination if they know how long it will take them to reach that destination. Often an individual will decide not to make a journey on foot due to uncertainty over how long it will take them. Promotional material has been developed to suggest appropriate walking routes for lunch-time or early evening walks, identifying walking times and the health benefits of using these routes.

The Kingsway Partnership has developed promotional material including a map of walking routes within the Business Park identifying approximate walking times between key points. Material is available to all staff working at the business park and also local residents via the Kingsway website. The Partnership will also work with TfGM to promote walking to work and guided walk opportunities.

Provide shower/change/locker facilities

Shower/change/locker facilities are invaluable during wet weather conditions and to those walking strenuously or running to work. These facilities may also encourage exercise to be taken before work or during lunch hours.

Match-funding grants are also available from TfGM for additional or improved cycle facilities including shower, changing, and locker facilities. The application process, opportunity and requirements will be promoted to all Kingsway businesses.

The Kingsway Partnership will ensure the provision of these facilities in each building on the site, via planning approvals. This will be addressed when detailed planning consent is sought.

Provide umbrellas/rainproof clothing

Having umbrellas and rainproof clothing can encourage staff to walk around Kingsway during the day without the risk of being drenched by the rain.

Businesses should consider provision of these facilities for those employees that regularly have to access other parts of Kingsway or public transport facilities during the working day.

Establish and support a Walking Group

Establishing a Walking Group has proved a very effective means of encouraging walking in other organisations. Groups provide a focal point for encouraging people to walk together, organise pleasant routes and provide a means of socialising. Often walking groups organise lunchtime walks, sometimes with a theme, or a nice lunch at the end to encourage people to get involved. They also work to ensure appropriate facilities are provided.

The Kingsway Partnership and TfGM will encourage and support development of a Walking Group.

3.6 REDUCING THE NEED TO TRAVEL

Allowing a change in work practices and utilising improvements in IT reduces the frequency and/or need to travel to and from work, and can equally provide benefits to staff, reduce parking demands and reduce demand for desk-space. Where appropriate to the jobs created at Kingsway, businesses could give consideration to the following measures;

- Working from home
- Flexible working times
- Tele-conferencing and video-conferencing
- Employing local labour

The Kingsway Partnership and Employment Links Partnership will work with relocating businesses to maximise employment opportunities for residents of local wards and the Rochdale borough.

On-site facilities

On-site facilities (such as a convenience store, gym, and crèche), reduce the need for people to travel during their working day. It may also reduce the need to travel to work by car. Both JD Sports and ASDA/Wincanton have on-site canteen facilities to reduce

the need for staff to travel off-site during break periods, whilst The Hornet Public House offers a range of lunch and evening meal options at the northern end of the business park. There is also the intention to develop a retail offer around The Hornet site to benefit employees based at Kingsway and the local residential population.

During the initial stages of development caterers have also been invited to provide approved catering facilities to deliver directly to occupiers. Additionally, the Kingsway Link service is available for journeys to and from the local shops during lunch periods.

Where appropriate, the Kingsway Partnership will seek to secure additional retail, leisure and/or service facilities on site to minimise transport off-site during the working day. Furthermore, the Kingsway Link will continue to provide transport services during peak periods, subject to suitable funding streams being available.

3.7 TRAVEL INCENTIVES

Incentives are often used by businesses to tip the costs in favour of public transport, walking and cycling. A range of incentives can be provided by individual businesses, such as: -

- Interest free loans to allow employees to purchase equipment and/or annual bus/train tickets and bicycles/bicycle equipment
- Access to information about Government tax breaks for bicycles. Employers can lend or hire cycles and cycle safety equipment to employees, without the employee incurring any tax or National Insurance Contributions (NICs). Employers make savings through tax relief and employers' NICs. The Cycle2Work scheme allows employers to offer salary sacrifice hire purchase of cycles at large discounts. The Cycle2Work scheme will be promoted to all relocating businesses
- Reduced transport fares in negotiation with TfGM and local public transport operators
- Cycle mileage rates for business purposes
- High street shopping vouchers to reward sustainable travel behaviour.

The Travel Plan Coordinator will engage with occupants to advise them of incentive systems that may be available to employees, and promote their inclusion within occupant Travel Plans.

TfGM are also able to offer a range of travel support and incentives to businesses. Examples include support in setting up Bicycle and Walking User Groups, cycle and maintenance training, grant funding for new cycle infrastructure or promotional events, bike loans, awareness events, and discounts on public transport. The TPC will continue to work with TfGM to maximise awareness of travel support and incentives available to businesses.

3.8 HEALTHY WORKPLACES

Rochdale Council are able to offer a wide range of services to Kingsway businesses to improve staff health and wellbeing. The Council's Link 4 Life team are involved in promoting healthy lifestyles and improving wellbeing across the borough of Rochdale. Services including smoking cessation support, health MOTs, stress and anxiety workshops, health promotion days, mental health first aid, back car yoga, and Pilates. Services are predominantly free or low cost, and are promoted to Kingsway businesses.

The Kingsway Partnership and TPC will continue to promote access to health and wellbeing services, and encourage Kingsway businesses to develop their own Health Charter and health initiatives as part of Travel Plans and any Corporate Social Responsibility policies.

3.9 DELIVERIES

Deliveries to Kingsway businesses take place on a daily basis, particularly to the larger distribution centres operated by JD Sports and ASDA/Wincanton. It is an objective to reduce the amount of deliveries and/or the distance travelled for Kingsway businesses. Occupants should seek to maximise deliveries and collections during off-peak traffic times and opt for the shared use of haulage vehicles where possible.

Occupants will be supported by the Travel Co-ordinator to develop measures to help reduce numbers of deliveries where possible through co-operation.

4 MANAGING THE TRAVEL PLAN

4.1 TRAVEL PLAN RESPONSIBILITIES

4.1.1 Joint Venture

Wilson Bowden Developments Ltd and the Northwest Regional Development Agency (NWDA) were historically the Joint Venture partners responsible for the delivery of Kingsway, with Wilson Bowden taking the lead in the procurement of physical infrastructure and development of individual plots. Homes England replaced the NWDA following the closure of the NWDA in 2012. Rochdale Development Agency (RDA), Rochdale MBC (RMBC) and Homes England (HoE) lead in respect of support services.

The Joint Venture partners have responsibility for ensuring that suitable infrastructure is in place, such as road networks, bus lay-bys, cycle lanes, footpaths, lighting and, where appropriate, signage and CCTV, as part of the site-wide infrastructure. Individual planning consent requirements deal with the provision of secure parking (cars, motorbikes and bicycles), shower and changing facilities etc and site-specific Travel Plans.

Homes England now hold the title to the land, but a Management Company has been established to manage the land and infrastructure, until individual plots are developed and public realm infrastructure is adopted.

Individual properties will be held freehold or on long leases, and initial legal agreements will include assignable requirements for occupiers to support the Kingsway Travel Plan, to introduce their own linked Travel Plans, to monitor travel impacts and, via participation in the Management Company and an established Occupiers Steering Group, to work towards achieving and exceeding the established targets. Planning consents also require occupiers to submit a Travel Plan as part of the planning conditions.

4.1.2 Kingsway Partnership

The Kingsway Partnership, comprising the Joint Venture partners, RDA and RMBC have responsibility for supporting the Travel Plan, its delivery and implementation and ensuring that all project partners are fully committed to achieving the aims of this Travel Plan, within the constraints of finance and planning consents.

The Kingsway Partnership has established the Kingsway Partnership Delivery Team that will assume the day-to-day responsibility for marketing, business support and some estate management services at Kingsway in collaboration with the management company vehicle. This includes responsibility for the promotion, implementation and operation of the Travel Plan, and alongside the TPC this role extends *inter alia* to liaison with individual occupiers, and control of community transport initiatives.

The Kingsway Partnership/Management Company will be expected to fulfil its own obligations towards achieving the targets set out in this Travel Plan and subsequent revisions. It will also undertake/facilitate monitoring and reporting of transport impacts of its own operations and occupants.

4.1.3 Occupants

Each new business relocating to Kingsway will be required to make a commitment to take actions towards achieving the targets of the Travel Plan, whether that is by implementing the Kingsway Travel Plan or developing and implementing its own

compatible Travel Plan. It is expected that smaller companies will use the Kingsway Travel Plan and larger companies may develop their own Travel Plans to help to achieve the targets of the main Travel Plan. Each company will be supported by the TPC in development and/or implementation of their Travel Plan. Each occupant will be expected to have a named point of contact for transport issues.

TfGM has developed a Travel Plan Toolkit to provide a best practice approach to Travel Plans for new developments across Greater Manchester. A web-based tool (<https://travelplankit.tfgm.com>) provides step-by-step guidance on developing a Travel Plan and allows users to prepare, monitor and review a live Travel Plan. Subject to ongoing review, the Toolkit will be promoted to Kingsway businesses as one way of developing their own Travel Plan.

4.1.4 Travel Co-ordinator

In order to ensure that the Travel Plan is an active document, a dedicated TPC role has been created for the implementation of the site-wide Travel Plan. The position is funded via the service charge levied on all occupiers. The TPC has responsibility for the management and delivery of the Travel Plan and acts as a central resource for occupant companies on transport issues.

4.2 DELIVERY AND FUNDING

It was essential that a Travel Plan was adopted by the Kingsway Partnership and Wilson Bowden Developments Ltd to comply with planning permission conditions, and the Travel Plan should thereafter be fully implemented and monitored with an appointed TPC in place. Appropriate funding for the implementation of the Travel Plan is provided via the Kingsway Partnership.

In addition to the service charge and developer funding, potential funding mechanisms could include additional public sector grant funding alongside private sector funding through the Management Company service charge, and/or in-kind support from the larger companies on the site, providing a 'mentoring' scheme to the smaller organisations.

4.2.1 Links to Other Travel Plans

It must be ensured that any occupant company that has its own Travel Plan complements and links into the Kingsway Travel Plan. Any targets in individual company Travel Plans must contribute towards the associated targets defined in this Travel Plan or any of its subsequent revisions.

The TPC will ensure that all new occupiers on Kingsway receive information on public transport, cycle and walking routes and incentives to use alternatives to the car before they move on to the site. The Kingsway TPC will foster strong links with a representative from each occupying company to ensure the success of individual Travel Plans and of the overarching Kingsway sustainable Travel Plan.

The TPC will work with each occupier to ensure the suitability of each occupiers own Travel Plan and ensure that it fits within the Kingsway framework for reducing transport impacts. The planning consent for the site includes the provision of many facilities that will help individual occupiers and visitors to Kingsway to minimise the dependency upon the car and maximise the use of more sustainable alternatives, such as the planned bus services, Metrolink, safe cycleways, cycle parking and lit footpaths.

4.3 MONITORING AND REVIEW

Kingsway must be able to demonstrate progress towards the targets set out in Section 2. In order to do this, monitoring arrangements are in place with occupant companies to provide appropriate monitoring data to the TPC. Occupant companies are expected to assist the TPC in carrying out employee travel surveys. Internal data collection will be provided as in-kind support by each occupant company. This data will be interpreted to indicate the progress made towards achieving the targets set out in this transport plan.

Each new occupier will be introduced to the Travel Plan to ensure that each company knows what is required of them for monitoring purposes and how they can collect the relevant data.

The TPC will collate monitoring data from the occupant companies and interpret it to allow review of the Travel Plan. All data regarding individuals which is provided by occupant companies to the TPC will be treated as confidential and will be reported as the amalgamated impact of the Kingsway site. Any particular successes may be reported, as case studies subject to agreement for release from the relevant occupant company.

Automatic Traffic Counters have been installed on John Milne Avenue (the southern loop road) and Michael Faraday Avenue (the northern loop road) to provide an understanding of traffic levels generated by the business park. Traffic count data is monitored on a six monthly basis and the findings reported to Highways England and the Local Planning Authority. In addition, cycle counters have been installed on selected routes across the business park to enable monitoring of cycling levels within and through the business park.

Following initial development of the business park there has been a steady increase in traffic flows generated by the business park. Increases have predominantly occurred as and when new development opens, but are also apparent during construction phases for new units, and also in the pre-Christmas period as the major distribution centres (JD Sports and Wincanton) increase staffing numbers and delivery activities.

To date, development at Kingsway has been mainly industrial/warehousing with implications for shift-working and associated concentrations of travel demands outside of traditional commuter periods (both JD Sports and Wincanton operate shift change-overs at 6am and 10pm). As a result, traffic demand profiles at Kingsway exhibit multiple peaks across the day, with the peak in arrivals occurring between 5am and 6am, and the peak in departures occurring between 6pm and 7pm. No office development has yet taken place at Kingsway, minimising travel movements in the traditional commuter peak periods, and limited ancillary services have been secured to date.

Opportunities to date to secure commercial bus service penetration of the business park have therefore been limited, yet the Kingsway Local Link service provides an important role in providing access to employment at Kingsway during the early morning and evening periods. As has previously been noted, the TPC and Kingsway Partnership continue to support access to the business park and work with TfGM and commercial bus operators to review business opportunities for new/amended bus service provision.

The Kingsway Local Link service has been successful and the Kingsway Partnership and Local Link operator are exploring ways to continue this momentum. Discussions

are taking place to modify the operation of the Local Link service, so that it calls at fixed stopping points. This would provide shorter journey times and reduce the number of passenger refusals, allowing a greater number of passengers to be served.

An Action Plan for the ongoing implementation of Travel Plan measures has been prepared as part of the review of the Travel Plan, identifying responsibilities for implementation. The updated Action Plan is attached in **Appendix 3**.

Travel Plan guidance encourages active engagement between local authorities, developers and occupants in the monitoring and review of Travel Plans. A positive partnership has been established at Kingsway between Rochdale Council, Oldham Council, Wilson Bowden Developments, Rochdale Development Agency, Highways England, and TfGM. Each party is represented on a Transport Steering Group that is responsible for the future direction and review of the Kingsway Travel Plan.

A TPC is in place and is responsible for implementing Travel Plan measures and monitoring the effectiveness of individual business Travel Plans and the overall Kingsway site-wide Travel Plan. The TPC reports to the Steering Group of partners on a regular basis, and feedback from the Steering Group informs the direction of the TPC's ongoing work.

The partnership has taken active steps to secure the delivery of a Metrolink stop for the business park, tailor bus service provision to the needs of current occupants, and promote the Travel Plan through discussions with potential new occupants. In addition, through active negotiations between Steering Group partners, parking provision for current development at the business park has been limited to levels below those originally identified in the Outline planning permission.

The ongoing installation of permanent traffic counters at Kingsway will enable the site developer to continuously monitor traffic levels generated by the development. Highways England and the developer have agreed a ceiling level for the amount of traffic that can be generated by the business park as part of the Outline planning permission. Consequently, the developer has a clear interest to maximise sustainable travel and minimise car use through effective Travel Planning.

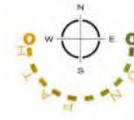
Rochdale Council strongly supports the objectives of the Kingsway Travel Plan and is committed to working with the Kingsway Partnership and the Travel Plan steering group to maximise the effectiveness of the Travel Plan. The reader is encouraged to visit the Council's website for up-to-date information in respect of Travel Plan policy, and directed towards available website material provided by TfGM and the Department for Transport.

4.4 MARKETING

It is imperative that all occupants of Kingsway know the benefits of Travel Plans and are aware of the options that are available to them. This will be achieved through: -

- Internal communication with senior management to obtain their support and endorsement.
- Promoting the benefits and cost savings of travel planning, publicising any successes and targeting different groups.
- Producing publicity material, in various forms such as written media (leaflets, staff induction packs, newsletter, posters), internet and Travel Plan website, bulletin boards, spoken media (groups, meetings, employee inductions) and special events (car-free days, bicycle doctor).

Appendix 1 – Built Development Plan



For Information

DLA ARCHITECTURE
 www.dla-architecture.co.uk
 20 St Pauls Street
 Glasgow G1 1JF
 T: 0141 206 1100

PROJECT: KINGSWAY BUSINESS PARK, ROCHE DALE

TITLE: ILLUSTRATIVE MASTERPLAN

SCALE: 1:2500 @ A0 DATE: 20/04/18

DRAWN: ELC REVIEWED:

DATE: 2010-06/1826 REVISION:

FILE PATH:



Appendix 2 – Sustainable Travel Maps and Information

Handy tip

Why not visit our online journey planner www.tfgm.com/route-explorer where you can view full bus timetables and route maps, as well as up-to-date information on any planned changes to services.

Local Link offers mini-buses which are booked in advance and shared with other passengers, offering low-cost, flexible and accessible available in areas where other services are limited. Visit www.tfgm.com/localink to find out more.

Several services stop within easy walking distance of Kingsway Business Park including services from Manchester city centre, Rochdale and Oldham. Kingsway Business Park is a short MetroLink ride away from Rochdale railway station, which is served by frequent trains from Manchester Victoria, Bradford and Leeds. Journey times from Manchester to Rochdale are as short as 15 minutes.

If you work at Kingsway Business Park, taking the train could be a quick and easy option.

Walking is a cost-free way to travel, requires no equipment and just a moderate level of fitness. Even if it's not possible to do the whole journey on foot, why not think about walking part of it?

Just 30 minutes walking each day can have a significant improvement on your health by reducing the risk of heart disease, stroke and many serious illnesses.

With Rochdale station just 30 minutes' on foot, why not walk to Kingsway Business Park?

Travel by bus

Travel by train or on foot

Travel by bike

Travel by MetroLink



A Cycle Hub at the rail station has space for 41 bikes under full cover, while a new Hub in the bus interchange will open in spring 2017. Cycle Hubs are protected by CCTV and smart card entry, with lockers for storing accessories. For £10 a year, members also get access to other Cycle Hubs across Greater Manchester. Join at www.tfgm.com/cycling

Cycling can save you time and money, improves health and reduces stress levels. Free cycle training and maintenance courses are available throughout Greater Manchester. There's also parking available at Rochdale train station and our network of secure Cycle Hubs across Greater Manchester.

Rochdale's canal towpath connections will take you to the centre of Rochdale, Littleborough, Heywood and Middleton. This safe route is also part of National Cycle Network Route 66, which extends into Manchester and beyond.

MetroLink provides a fast and easy alternative to travelling by car, with no need to worry about where to park at the end of your journey.

Kingsway Business Park has its own MetroLink stop. A tram service runs every 12 minutes linking the Business Park to Manchester city centre, Rochdale, Oldham and neighbouring areas along the line.

Making your whole journey by MetroLink could be cheaper and faster than by car. Even if you need to use your car to access the MetroLink network, there are park and ride facilities at 23 MetroLink stops across Greater Manchester.

Information on changes and service updates for MetroLink are available at www.metrolink.co.uk

More information to help make your journey smoother

For local public transport information call 0161 244 1000 7am-8pm Mon-Fri, 8am-8pm Saturday, Sunday and public holidays.

For more information on travel across Greater Manchester, from timetables, routes and concessionary passes, to tips and information on bus, rail. Or MetroLink, walking and cycling facilities, visit www.tfgm.com

get me there

Travelling around Greater Manchester is getting smarter with **get me there**, Greater Manchester's new smart ticketing system. Printed tickets will be a thing of the past, with **get me there** providing a smart card that will allow seamless travel across different modes of transport, making public transport easier to use, more flexible and better value too. Find out more at www.getmethere.com

Planning your journey

To get the most from your commute, it's worth planning ahead. There's plenty of information available about your transport options from the online journey planner, which creates journey routes and gives access to timetable information. Visit www.tfgm.com/journeyplanner and start planning today!

Choosing the right ticket

A weekly, four-weekly or annual public transport ticket could make your regular journey cheaper. If your journey involves more than one operator, a System One Travelcard could be the best option, giving you unlimited travel on any bus, or various combinations of bus, train and MetroLink.

Travelshops

Information about a range of travel choices can also be found at Travelshops, located in bus stations across Greater Manchester.

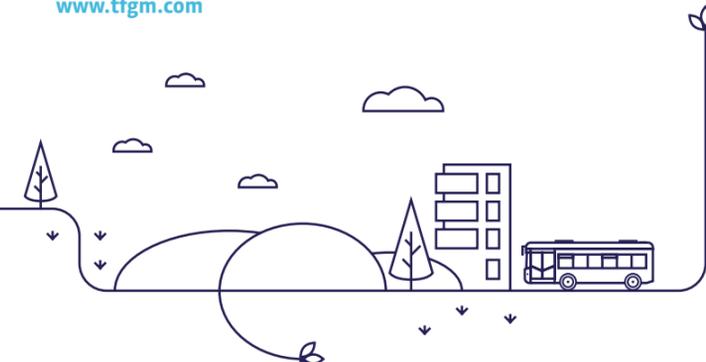
Public transport around Kingsway Business Park is changing

With new improved cycle routes, better bus links and more MetroLink services, exploring your travel choices for work is easier than ever before.

If you work at Kingsway Business Park, this guide will give you the information you need to decide the best way to travel.

By considering the way you travel, you may be able to get around quicker, save money, or become more active.

For details about journey planning and travel choices visit www.tfgm.com

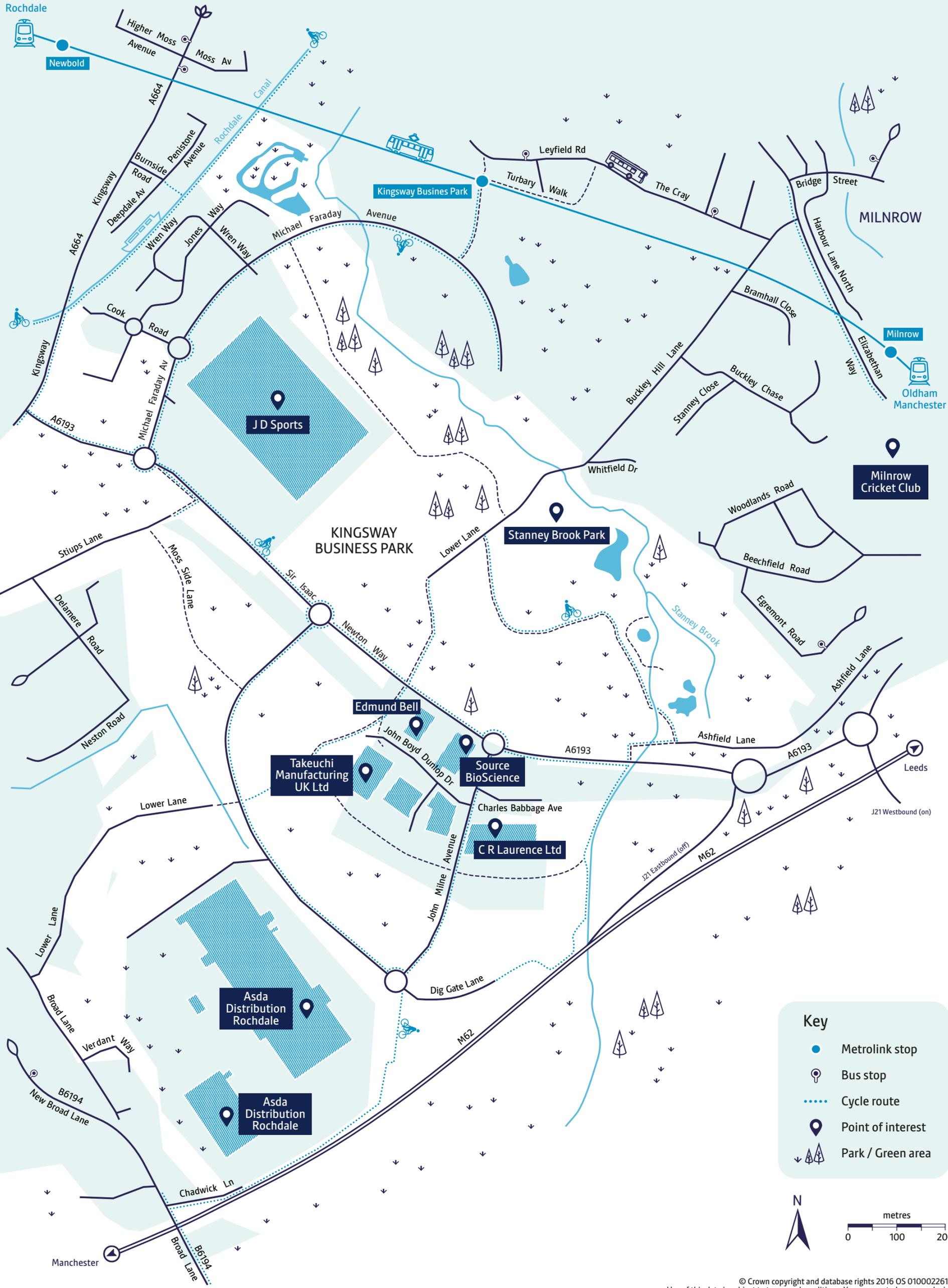


Your pocket guide to transport in Kingsway Business Park

Making the most of your transport choices

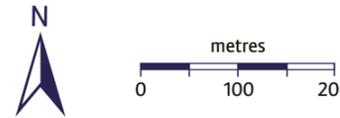
www.tfgm.com





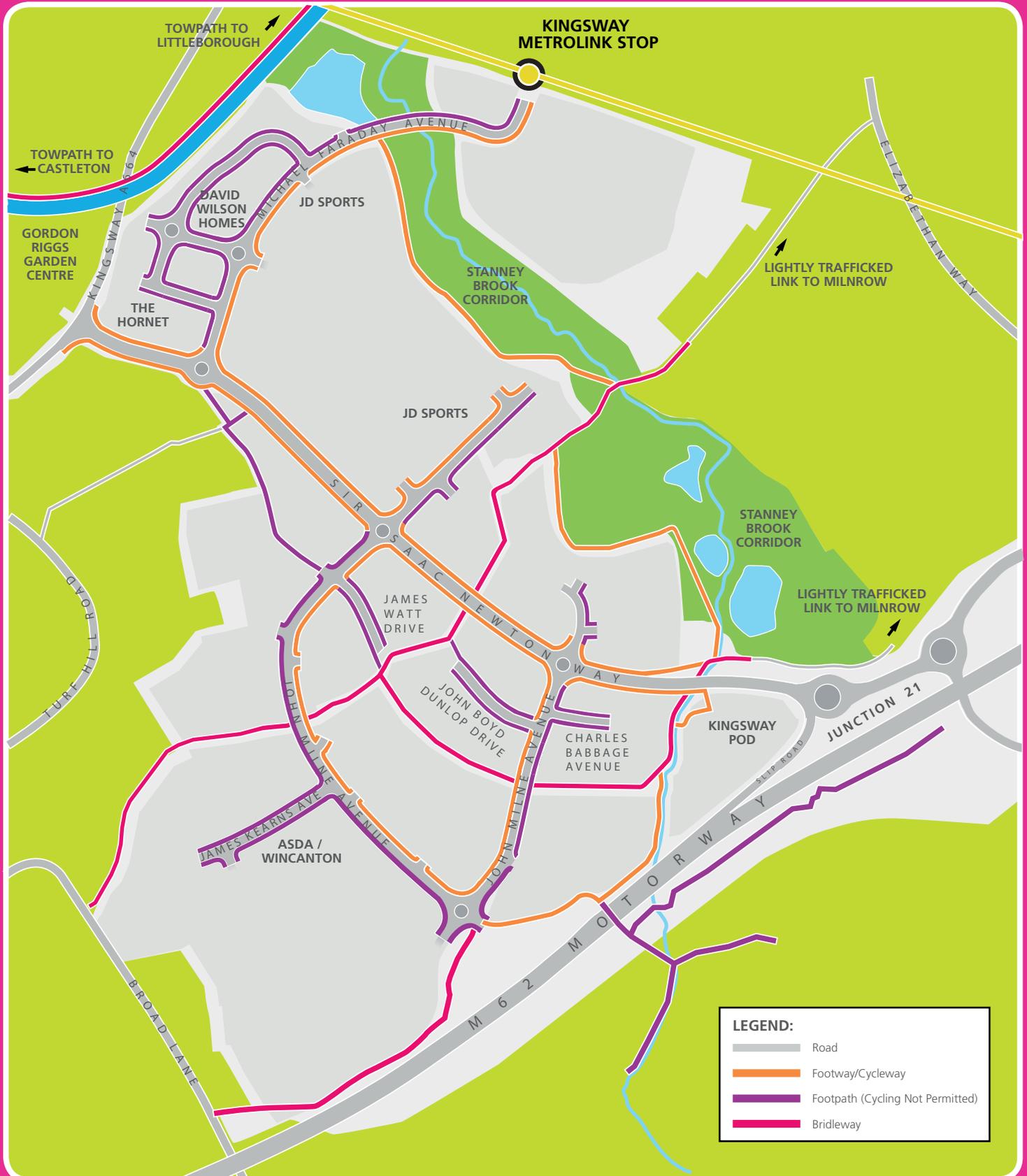
Key

- Metrolink stop
- Bus stop
- Cycle route
- Point of interest
- Park / Green area

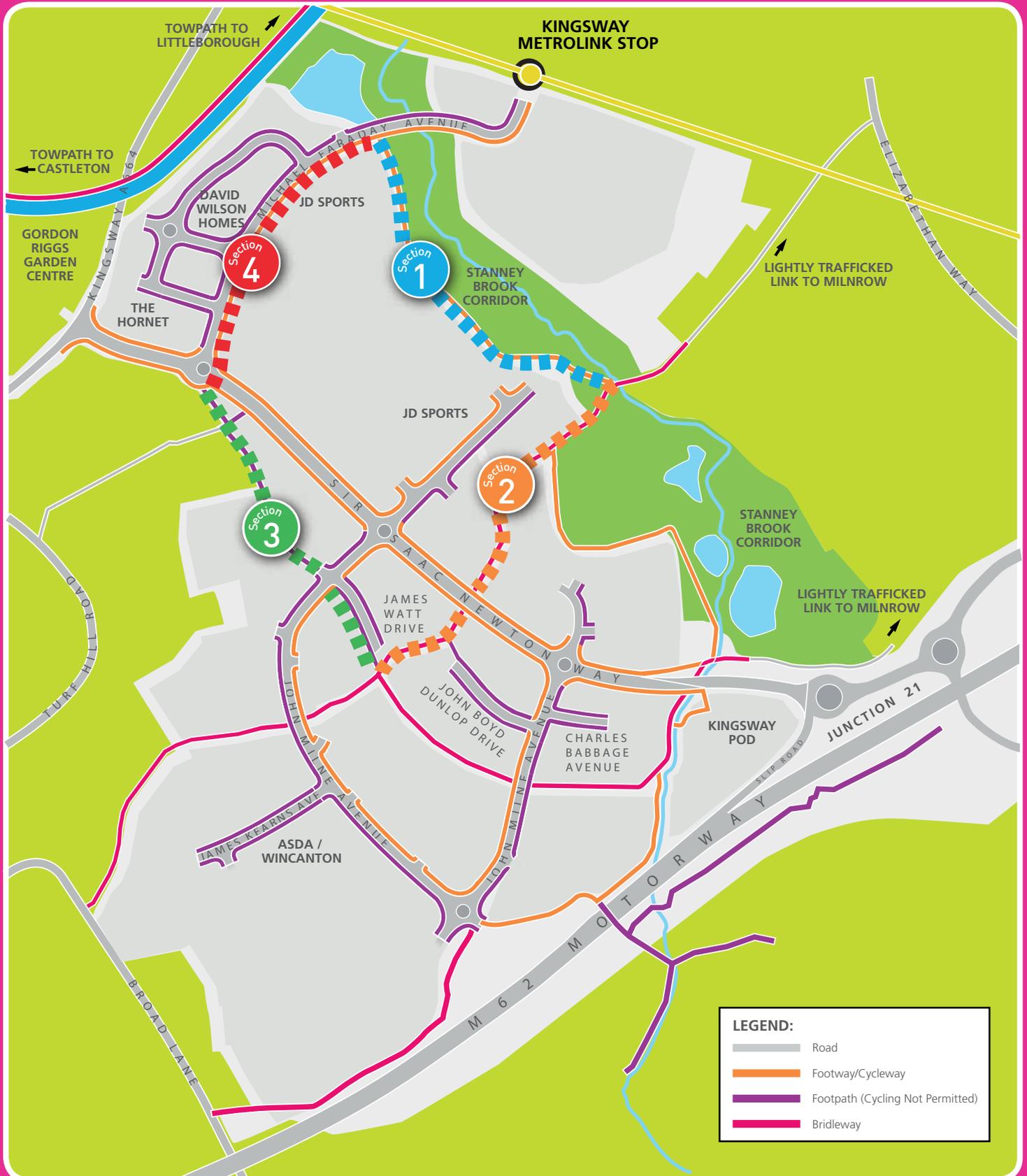


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Walking and Cycling Routes Around Kingsway Business Park

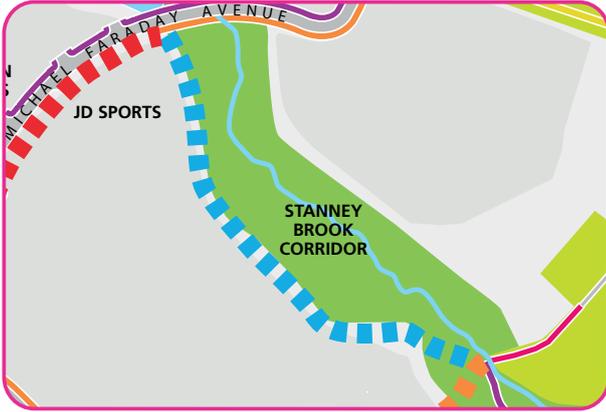


Guided Walking Route 1 - Northern Loop



Section 1

Stanney Brook Corridor



The route passes through the Stanney Brook Corridor, a 70 acre area of ponds, woodlands, and natural beauty. The corridor provides a relaxing retreat for Kingsway employees as well as an important environmental feature for the park and surrounding areas. This section of the route provides wonderful views to the Pennine hills and be sure to look out for the rare water voles that live within the Stanney Brook.

The route is not lit and is not recommended during hours of darkness or icy conditions.

Distance: 700m Time: 10mins Steps: 1000

Section 2

Lower Lane



Lower Lane provides an important east-west bridlway route through the business park, linking Broad Lane to the west with Buckley Hill Lane to the east. A dedicated crossing point is provided on Sir Isaac Newton Way.

With over 11,000 trees planted at the business park, Lower Lane provides a pleasant landscaped route for lunch-time walks or journeys to work from surrounding residential areas.

The route is lit but is not recommended during icy conditions.

Distance: 625m Time: 9mins Steps: 900

Section 3

Western Footpath



This section of the route follows footpaths through open grassland and development on James Watt Drive. James Watt Drive links to the Lower Lane bridlway route. Footpaths are popular with residents of nearby areas, joggers and dog-walkers, and provide a link to Turf Hill Road to the west of the business park. In summer months the grassland provides habitat to various birds, butterflies and insects, and provides a pleasant area for business park employees and local residents to exercise and explore. Due to the absence of lighting, use of the footpath is not recommended during hours of darkness.

Distance: 600m Time: 8mins Steps: 870

Section 4

Michael Faraday Avenue



Michael Faraday Avenue connects Sir Isaac Newton Way with Kingsway's Metrolink stop and neighbouring residential areas. The road is lit and benefits from wide footways.

The route provides access to The Hornet Public House, named after Rochdale's Rugby League side, which provides lunch-time and evening refreshment for business park employees and nearby residents alike.

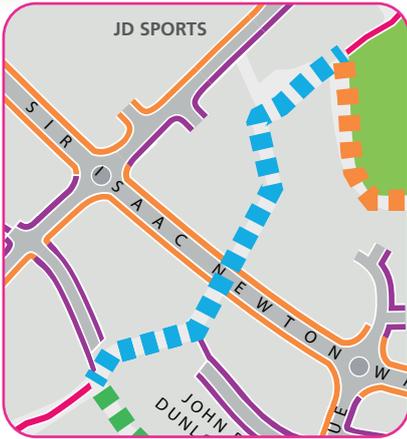
Distance: 450m Time: 6mins Steps: 650

Guided Walking Route 2 - Southern Loop



Section
1

Lower Lane



Lower Lane provides an important east-west bridleway route through the business park, linking Broad Lane to the west with Buckley Hill Lane to the east. A dedicated crossing point is provided on Sir Isaac Newton Way.

With over 11,000 trees planted at the business park, Lower Lane provides a pleasant landscaped route for lunch-time walks or journeys to work from surrounding residential areas.

The route is lit but is not recommended during icy conditions.



Distance: 500m Time: 8mins Steps: 800

Section
2

Stanney Brook Corridor



The route passes through the Stanney Brook Corridor, a 70 acre area of ponds, woodlands, and natural beauty. The corridor provides a relaxing retreat for Kingsway employees as well as an important environmental feature for the park.

This section of the route provides wonderful views to the Pennine hills and be sure to look out for the rare water voles that live within the Stanney Brook.

The route is not lit and is not recommended during hours of darkness or icy conditions.



Distance: 950m Time: 13mins Steps: 1375

Section
3

Historic Bridleway



This historic cobbled bridleway dating back to Victorian times has been incorporated into the network of new routes at Kingsway.

The route provides a pleasant distraction from the stresses and strains of working life, with ancient hedgerows providing an important habitat for birds and other wildlife, but care and appropriate footwear should be taken in wet or wintery conditions.

The route is not lit and is not recommended during hours of darkness or icy conditions.



Distance: 600m Time: 8mins Steps: 870

Appendix 3 – Travel Plan Action Plan

	ACTION POINT	LEAD PERSON / ORGANISATION	DATE
1.	TRAVEL PLAN CO-ORDINATOR		
1.1	Continue to fund and secure Travel Plan Coordinator role in the short term and identify funding opportunities / delivery mechanism for role in medium to long term.	WBD, Kingsway Partnership	Ongoing
2.	OCCUPIER TRAVEL PLANS		
2.1	Engage with new businesses to highlight the required commitment to the Travel Plan process and identify opportunities for sustainable travel and, if required, changes to existing transport services.	TPC	Prior to occupation
2.2	Foster strong links with a representative from each company.	TPC	Prior to and following occupation
2.3	Work with each occupier to develop their individual Travel Plan.	TPC	Prior to occupation
2.4	Seek the provision of personalised travel information to all relocating staff as part of TfGM business support initiatives.	TPC	Prior to occupation
3.	PUBLIC TRANSPORT		
3.1	Monitor the need for changes to the scope of the existing Kingsway Link service presented by future business relocations.	TPC, TfGM	Ongoing and prior to business relocations
3.2	Liaise with commercial bus service operators and TfGM regarding provision of new or rerouted bus services and associated bus stop infrastructure through Kingsway.	TPC, TfGM	Ongoing

3.3	Liase with businesses, operators and TfGM to promote discounted or subsidised ticketing arrangements for Kingsway employees.	TPC, Kingsway Partnership	Ongoing
4.	WALKING AND CYCLING		
4.1	Continue to promote walking and cycling to relocating businesses, and continue to identify opportunities available from TfGM to enhance facilities and promote these modes of travel.	TPC, Link 4 Life, TfGM	Ongoing and prior to business relocations
4.2	Subject to a critical mass of participants, work with TfGM to establish a Walking Group within Kingsway, developing appropriate marketing, events, and support initiatives.	TPC, TfGM	Subject to demand
4.3	Subject to a critical mass of participants, work with TfGM to establish a Bicycle User Group at Kingsway, developing appropriate marketing, events, and support initiatives.	TPC, TfGM	Subject to demand
5.	REDUCING CAR USE		
5.1	Encourage car sharing activities and promote use of the CarShareGM Greater Manchester car sharing database.	TPC, TfGM	Ongoing
5.2	Develop priority parking arrangements, flexible working policies, and incentives to encourage car sharing with individual occupants.	TPC	Ongoing
5.3	Seek to provide on-site food, shopping and leisure facilities along with conferencing facilities as appropriate	WBD / Kingsway Partnership	Ongoing

6.	MONITORING AND REVIEW		
6.1	Carry out employee travel surveys to monitor progress against Travel Plan targets. Occupiers will be expected to collect the internal data as in-kind support.	TPC / occupiers	Every two years
6.2	Provide an induction process to all new occupiers to discuss monitoring and data collection requirements.	TPC	Prior to occupation and ongoing
6.3	Collate travel survey and monitoring data to review the Travel Plan and Action Plan.	TPC	Every two years
6.4	Monitor traffic levels generated by the business park on a six monthly basis using Automatic Traffic Counters installed on loop roads, and report to RMBC and Highways England.	TPC	Every six months
7.	MARKETING		
7.1	Promote and publicise the benefits and savings of Travel Plans, Travel Plan initiatives and successes, and future activities.	TPC, Marketing Group, Occupiers	Ongoing

