

Development **Transport Planning**

SVP LEEKBROOK DEVELOPMENT LIMITED

**BROOKLANDS WAY INDUSTRIAL ESTATE
LEEKBROOK**

Framework Travel Plan

**Project No. 63006
August 2015**

**Kingswick House
Kingswick Drive
Ascot
Berkshire
SL5 7BH**

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DOCUMENT CONTROL SHEET

Issue	Date	Description	Author	Checked
1	12/08/2015	Submission	TMS	AKJ

1.0 INTRODUCTION

1.1 This framework Travel Plan has been produced by Development Transport Planning Limited on behalf of SPV Leekbrook Development Limited for use by the future occupiers of the proposed B2 or B8 uses at Brooklands Way Industrial Estate Leekbrook.

1.2 Further details of the development are detailed in the Transport Assessment prepared by DTPL Project No. 63006 and Dated November 2014. Which was submitted as part of Planning Application SMD20140678.

1.3 This Framework Travel Plan will form the basis for a full Travel Plan which is to be reviewed and approved by the directors and senior management of the company or companies occupying the units.

1.4 In order for the Travel Plan document to be successful the directors and senior management of the future occupiers of the units must be fully committed to its preparation and implementation.

1.5 The draft Travel Plan will be implemented provisionally following occupation followed by travel surveys by occupiers to establish initial mode shares and to identify the targets for change. The Travel Plan will be developed over time in order to address changes in the context of the site.

Aim

1.6 The aim of the Travel Plan is to encourage occupiers of the proposed development to travel by the most efficient, sustainable and socially inclusive means possible. In particular, measures are recommended to encourage staff to travel by more sustainable modes including, walking, cycle, public transport and car share and to minimise single occupancy vehicles.

1.7 The most effective way of promoting the use of sustainable transport is to instigate an evolving Travel Plan document that can be used to inform employees of opportunities to avoid travelling to work by car. This document establishes the initial framework for the measures that could be introduced to achieve this aim.

1.8 The Travel Plan is not intended to be static, but should be reviewed and amended at regular intervals. This will include keeping a record of changes in the staff travel profiles and reacting to emerging transport policy, local transport schemes and improved technology that can be incorporated into the plan as soon as possible.

1.9 This Travel plan takes account of both national and local government recommended policy and best practice guidance. Staffordshire County Councils document Guidelines for Transport Assessments and Travel Plans published in 2008 has been referred to in the preparation of this document.

1.10 One of the key constituents of the Travel Plan is the role of the 'Travel Plan Co-ordinator' (TPC). A member of staff will be appointed to this role prior to or at first occupation to ensure the Travel Plan is understood and implemented by employees and visitors. The name and contact details of the TPC will be notified to Staffordshire County Council when appointed. It is anticipated that the TPC role will be carried out by an existing member of staff in addition to other duties. The proportion of time to be spent by the member of staff in the role of TPC will vary with a higher proportion of time spent initially to introduce the TP to staff.

1.11 The TPC will supervise all aspects of the implementation of the Travel Plan and report to senior management on its effectiveness. The Travel Plan Co-ordinator will liaise with the relevant officers at the local highway and planning authorities and engage with other employers to identify opportunities for co-operation.

2.0 SITE LOCATION AND ACCESSIBILITY

2.1 The proposed development site is an extension of the existing Basford Industrial Estate which is located to the east of A520 Cheadle Road in the settlement of Leekbrook which is located about 2.5km south of Leek. A plan showing the site location is attached at Appendix A.

2.2 The A520 is part of the Staffordshire County primary road network and runs southwest from Leek to join the A50 at Meir to the southeast of Stoke on Trent. The entrance to the industrial estate is from Basford Lane which connects to A520 about 60m west of a former railway bridge.

Walking

2.3 Walking is generally considered a suitable mode of travel for journeys of up to 2kms, especially for journeys to work. The area within this walk distance is shown in the plan attached at Appendix B. This area includes the new residential development of Wardle Gardens (Cheddleton Way Development) and the residential area adjacent to Leek Golf Club. In addition properties on Cheddleton Heath Road are also accessible by foot.

2.4 Brooklands Way has footways but there are no footways on Basford lane between Brooklands Way and Cheadle Road. There is a footway on the northern side of Cheadle Road which is continuous to the residential areas served by Cheddleton Way and East Drive.

2.5 In the vicinity of Basford Lane, there is no footway on the southern side although it is apparent from wear on the verge that this is used by pedestrians. A pedestrian refuge is located a short distance to the west of Basford Lane, although this can only be accessed using the verges on either side.

2.6 The footway on the northern side of Cheadle road is also continuous to Leek. The centre of the town is about 2.4km away and this is a little further then the accepted walk distance of 2km, although it may not be too far for some people for a walk to work given that the journey time is a small proportion of the working day.

Cycling

2.7 It is generally accepted that cycling is a realistic choice of travel for journeys of up to 5kms. There are limited cycle facilities in the local area, although the new development at Cheddleton Way has provided a shared cycle/footway for a distance of about 400m along the north side of A520.

Public Transport - Buses

2.8 Local Bus services operate along Cheadle Road including routes numbers 16, which operates between Leek and Hanley, 106, which operates from Leek to Longton and 463 which operates from Leek to Cheddington. Details of the local bus services are attached at Appendix C.

Bus Stops

2.9 The northbound bus stop on Cheadle Road is situated about 125m south of the junction of Basford Lane and Cheadle road. The Southbound Stop is situated about 230m south of Basford Lane

Bus Service

2.10 Route Number 16 towards Leek operates 7 days a week between 06:30 and 23:42 Monday to Friday between 06:30 and 23:42 on Saturdays and between 08:40 and 23:52 on Sundays. The service provides a 6 minute journey time to Leek. The frequency varies on week days with three buses per hour during the day reducing to one bus per hour during early morning and evening. On Saturdays and Sundays an hourly service operates.

2.11 Route Number 16 towards Hanley Bus Station operates 7 days a week between 06:20 and 23:07 Monday to Friday between 07:50 and 23:07 on Saturdays and between 08:01 and 23:07 on Sundays. The service provides a 28 minute journey time to Hanley Bus Station in Stoke on Trent. The frequency varies on week days with three buses per hour during the day reducing to one bus per hour during early morning and evening. On Saturdays and Sundays an hourly service operates.

2.12 Route Number 106 Operates Monday to Friday providing three Bihourly services towards Stoke on Trent and three return services to Leek. Services to Stoke on Trent leave Leek town centre at 09:00, 11:00 and 13:40 while the return services leave Stoke on Trent at 10:00, 12:00 and 14:40. Journey Times from the site to Leek are about 6min and to Stoke on Trent of about 44min.

2.13 Route Number 463. Operates Monday to Friday providing a circular route from Leek Town Centre to Leek Town Centre via Cheddleton Services leave Leek town centre at 09:40, 11:35, 12:50 and 13:50. Providing a journey time to Leek of about 6min and to Cheddleton of about 14min.

Local Facilities

2.14 Brooklands Way industrial estate is about 200m from Leekbrook News and Off-licence which sells hot and cold snacks. A far greater selection of shops and facilities including are located in Leek about 2.4km north.

3.0 PROPOSED MEASURES

Proposed infrastructure

3.1 To facilitate the use of bus services the proposed development includes the provision of sections of new footway along Basford Lane and Cheadle Road. This will link the existing footways along Basford Lane and Cheadle Road to provide a continuous route from Brooklands Way to the south Bound Bus Stop on Cheadle Road. A plan showing the proposed footway improvements is provided at appendix D.

Staff and Visitor Incentives and Measures

3.2 The following staff and visitor incentives and measures are proposed within this Travel Plan:

- Display of walk and cycle maps on notice boards showing recommended routes;
- Display of public transport information on notice boards, including maps of bus stop locations and current timetables;
- Where an employer operates a company website and intranet the above information will be made available on that system with links to public transport information websites.
- Staff will be advised to provide visitors to the offices with advice on travel to the site by public transport.
- Provide at least the minimum number of secure and sheltered cycle parking, as required by the current parking standards, for staff and visitors to the Company.
- Provide showers and lockers for staff use. Showers with changing space are to be installed in each building with a locker for each cycle rack.

3.3 In addition to the above measures which will be available for staff and visitors, the following framework will be adopted to promote measures aimed exclusively at staff:

- Prior to occupation a Travel Plan Co-ordinator will be appointed.
- Where a company is relocating to the site the Travel Plan Co-ordinator will consult with staff to ensure that advice is given on the options available for sustainable travel to the Brooklands Way Industrial Estate. Personal travel advice will be available to individual staff members if required.
- On occupation of the site, all staff will be encouraged to re-assess their mode of travel. This initial period provides an important opportunity to influence travel behaviour and staff will be provided with an information pack including Bus

Timetables as well as information on local walking and cycle routes. This information will be provided to staff prior to occupation of the building or employment of new staff.

- Staff will be encouraged to walk, cycle and to use public transport wherever possible and to car share if other modes are impracticable. The company will ensure that staff using these modes of travel have access to an emergency ride home.

3.4 To implement the framework set out above, a range of specific measures will be required. The future occupant will be encouraged to:

- Offer to staff interest free season ticket loans and/or similar financial incentives to encourage regular travel on public transport.
- The Travel Plan Co-ordinator may also enter into discussions with local Bus operators to negotiate lower fares for group staff travel, where this is possible.
- Promote a relevant car sharing scheme to staff such as Staffordshire Share-A-Lift
- Investigate procedures for and provision of an emergency ride home service, to be put in place in the event that difficulties arise for staff using the car sharing scheme;
- Promote a “Cycle to Work” scheme including possible salary sacrifice cycle purchase options for tax savings;

3.5 The above list is not intended to be prescriptive nor exhaustive and the occupier will be able to suggest additional or alternative measures if these better suit their particular business needs.

4.0 TARGETS

4.1 To set targets for reductions in car mode share it is necessary to determine the existing or starting mode share against which those targets would be set. Information regarding the existing modal split of the proposed development will be obtained shortly after occupation and within the first three months. A staff survey will be undertaken to establish the mode share of employees. A copy of a sample questionnaire for the staff survey is attached at Appendix E.

4.2 In the absence of that survey data, and for the purposes of this Framework Travel Plan, Census 2011 Journey to Work (JTW) data for workplace locations in this part of Staffordshire Moorlands district have been used to identify initial travel mode shares and targets. The Census 2011 data is attached at Appendix F and the results excluding persons working from home are summarised in Table 5.1.

Table 5.1	Mode							
	Train	Bus	Taxi	Car Driver	Car Passenger	M/C	Bicycle	Walk
Percentage	0%	1%	0%	95%	2%	0%	1%	1%

4.3 The figures show a high percentage of car driver trips at 95% with 2% car passengers, 1% by public transport and 2% using other non-car modes. There is scope to increase car sharing, cycling and walking and potentially travel by public transport to achieve a reduction in car driver trips.

4.4 On the available JTW mode share information, a reasonable target for car driver mode share for Brooklands Way Industrial Estate would be to reduce the level of car driver mode share by 5% to 90% car driver. The target should be achieved within 5 years of occupation.

4.5 Following occupation and the completion and analysis of the staff travel survey and with consideration to the site context, the above target can be adjusted to reflect the actual car driver percentage.

5.0 TRAVEL PLAN CO-ORDINATOR FUNCTIONS

5.1 A Travel Plan Co-ordinator (TPC) will be appointed to enable implementation of the proposals recommended in this Travel Plan and their integration with evolving local and national transport policy and best practice guidance. The TPC will provide the point of contact for all staff requiring travel information and will devise and implement effective awareness campaigns to promote the Travel Plan. They will inform staff of initiatives such as interest free season ticket loans and a Cycle to Work scheme, if available.

Travel Plan Co-ordinator's Main Tasks

The TPC will have the following functions:

- Ensure implementation of the Travel Plan in line with the Action Plan at Appendix G.
- Display on staff/visitor notice boards up to date and accurate travel information and promotional material.
- To register the company with Staffordshire Share-A-Lift
- To provide information on local car share schemes to staff including Staffordshire Share-A-Lift and to provide details of how to register and use the service. Some information can be found at <http://www.staffordshire.gov.uk/transport/greentravel/travelplans/home.aspx>
- and to liaise with other occupiers of Brooklands Way Industrial Estate with the aim of creating a local car share database for the estate.
- To liaise with the Local Authority representatives to ensure implementation, compliance and continued improvement of this Travel Plan on an annual basis.
- Liaise with other local Travel Plan Co-ordinators and attend local transport groups meetings to understand evolving transport initiatives and services.
- Negotiate discounts and priority service arrangements with local taxi firms for staff and, if possible, visitors.
- To manage the allocated budget to efficiently promote cycling and to investigate measures to encourage employees to take up cycling to and from work.
- To monitor the use of the cycle parking spaces provided and to increase the number to meet demand if necessary.
- To implement an interest free cycle purchase loan scheme or sign up to the government's cycle to work scheme.
- To ensure the provision of an emergency ride home facility for staff that walk, cycle, car share or travel by public transport.

5.2 The TPC will produce and maintain a staff travel database based on responses to a travel questionnaire survey within three months of first occupation. An example questionnaire is attached at Appendix E.

5.3 The TPC will use the information collected in the above employee travel questionnaire survey to produce tailored Travel Plans for employees on request, and to emphasise the benefits of switching mode of travel, for example, that occasional use of sustainable travel is better than no use at all. For example, car sharing 1 day per week equates to a 20% reduction in car use for people who would normally travel alone by car every day.

5.4 The TPC will regularly update the staff travel database, adding relevant details of each new employee from the date of first employment and will actively use the staff travel database to aid willing staff in finding car share partners and to encourage others to join the scheme.

5.5 The TPC will liaise regularly with the relevant transport officers at Staffordshire CC Council to be aware of further development of local public transport, footway and cycleway schemes that may be of use.

6.0 BENEFITS

Public Transport

6.1 The Travel Plan Co-ordinator will prominently display on staff/visitor notice boards up to date and accurate travel information and promotional material to encourage use of non-car travel to/from work.

6.2 Staff requiring assistance identifying more sustainable options for their particular journeys will have the opportunity to ask the TPC for additional advice. This may include providing staff with individual 'tailor-made' Travel Plan options including connection times and overall journey times.

Public Transport Funding

6.3 The TPC will inform employees of initiatives to assist with the cost of public transport travel such as interest free season ticket loans for staff. The Travel Plan Co-ordinator may also enter into discussions with local bus operators to negotiate lower fares for group staff travel.

Encouraging Public Transport

6.4 The Travel Plan Co-ordinator will be responsible for updating public transport timetables once the travel plan goes live and at regular intervals thereafter. This information must be made available to staff and visitors to the site with regular updates.

6.5 The Travel Plan Co-ordinator will carry out an audit of Bus travel within the company to assess the possibility of increasing public transport use in preference to car usage. Encouraging public transport travel can significantly reduce car mileage, reduce stress and provide more working time. Additional flexibility is provided by using taxis for short trips at either end of the journey.

6.6 The benefits of this are:

- Encourages patronage of more sustainable forms of travel for commuting;
- Less parking demand and less demand on the highway network;
- Reduces the need for individuals to take company cars or car allowances;
- Discourages regular use or even ownership of a second/third car.

Car Sharing

6.7 The Travel Plan Co-ordinator will strongly encourage relevant staff members to register with Staffordshire Share A Lift and other relevant local car share schemes.

6.8 The benefits of joining a car share scheme are:

- Reduced parking demand of the development;
- Reduced demand and congestion on the local road network;
- Discourages regular use or even ownership of a second/third car;
- Increases pool of potential sharers, particularly those who work unusual hours which in turn provides more opportunities for other persons to join in the future.

Cycling

6.9 A fundamental part of the Government's aim to achieve more sustainable travel is to encourage significantly more people to cycle. Cycles take up less road space, are cheap, easy to park and regular cyclists are healthier and more productive in the workplace.

6.10 Cycle parking storage for staff will offer weather protection and security. Adequate spaces, showers and lockers for staff use should be provided.

6.11 There are many simple measures that can improve the attractiveness of cycling to and from work. Those which could be encouraged by the Travel Plan Co-ordinator, are:

- Encouraging the take up of interest free cycle loans, if available;
- Providing cycle stands with integral locks, to negate the need to carry a lock;
- Identifying the location of showers and lockers for use by cyclists;
- Providing cycle training;
- Providing cycle maps and advice on cycle routes;
- Liaison with Staffordshire County Council to improve cycle routes.

6.12 The benefits of this are:

- A healthier and more productive workforce;
- A reduction in parking demand
- A reduction in demand and congestion on the highway network.

Interest Free Loans for Cycles (Cycle to Work Scheme)

6.13 The occupant will be encouraged to offer interest free loans for cycle purchase, possibly under a Cycle to Work Scheme. This measure is aimed at reducing the 'pain' of investing in non-car transport and will help to encourage less use of, and reliance on, the car.

6.14 The benefits of this are:

- Non-car transport made easier
- Greater encouragement of the use of non-car transport;
- Less demand on parking spaces;
- Less demand on the local highway network;
- Lowering of costs relating to regular single occupancy car use.
- Potential for tax savings by employee and employer

Walking

6.15 The Travel Plan Co-ordinator will encourage staff living within 2km to walk to work even if only achievable for 1 or 2 days per week. Details of local walking routes to the site will be advertised on company notice boards.

Emergency Ride Home

6.16 To assist the comfort and confidence of staff switching from the flexibility of their car to, what will most likely be the lesser flexibility of, public transport or car share, it will be important that they understand that in an emergency there is a facility for getting them home, at no cost and quickly. The Travel Plan Co-ordinator will investigate the introduction of this initiative.

6.17 The benefits of this are:

- Boosts confidence in the use of non-car forms of transport;
- Ensures that no employee is materially disadvantaged by use of more sustainable modes of transport.
- Provides potential economic savings to the staff by not needing to run/own a second/third car.

Arrangements with Local Taxi Firms

6.18 The Travel Plan Co-ordinator may also seek to negotiate discounts and priority service arrangements with local taxi firms. Primarily this will relate to visitors but staff will also be advised of such arrangements.

7.0 MONITORING AND REVIEW

7.1 The monitoring process will inform the day to day implementation of the travel plan. The annual review will take into account previous reviews and all the available information relating to the travel plan over the past year. This will enable the proactive consideration of the existing measures and any which may be deemed necessary in light of the available surveyed modal share and the agreed targets.

7.2 The information to be collected will include annual surveys of staff travel to work and comparison of the results with the targets that have been set out in the Travel Plan. The survey day should ideally be at the time each year and should avoid days where other factors may skew the results such as school holidays.

7.3 Monitoring of cycle parking demand should take place on a number of occasions during times of peak demand during the summer months. Where the use of the available cycle parking space is close to capacity or exceeded then consideration should be given to providing additional facilities within a short time scale.

7.4 Staff comments on the travel plan whether written or verbal should be recorded and considered by the TPC both at the time of receipt and also during the annual review. The TPC will consider the travel plan measures in light of all available information and should consider the benefit of modifying existing general measures or the introduction of new focused measures to address any issues which may arise.

7.5 Information gathered for the annual review should be made available to SCC Travel Plan officers as required.

8.0 FUTURE DEVELOPMENT OF THE PLAN

8.1 The initiatives given above are by no means exhaustive. The Local Authority's obligations in respect of sustainable transport provision will mean that district wide initiatives will be progressed in the short to medium term. This Travel Plan will therefore be developed over time to dovetail into these proposals, as and when they are brought forward.

8.2 The introduction of this Travel Plan will, in due course, assist staff members and visitors in making more sustainable travel choices. The measures and incentives contained within this Travel Plan are intended to influence a reduction in car trips as a percentage of modal share.

8.3 The TPC will undertake annual surveys of staff travel patterns to measure progress towards the targets. If progress towards the target is not made in two consecutive annual surveys the TPC will raise the matter with the Board of Directors and recommend the introduction of further measures. Examples of further measures are:

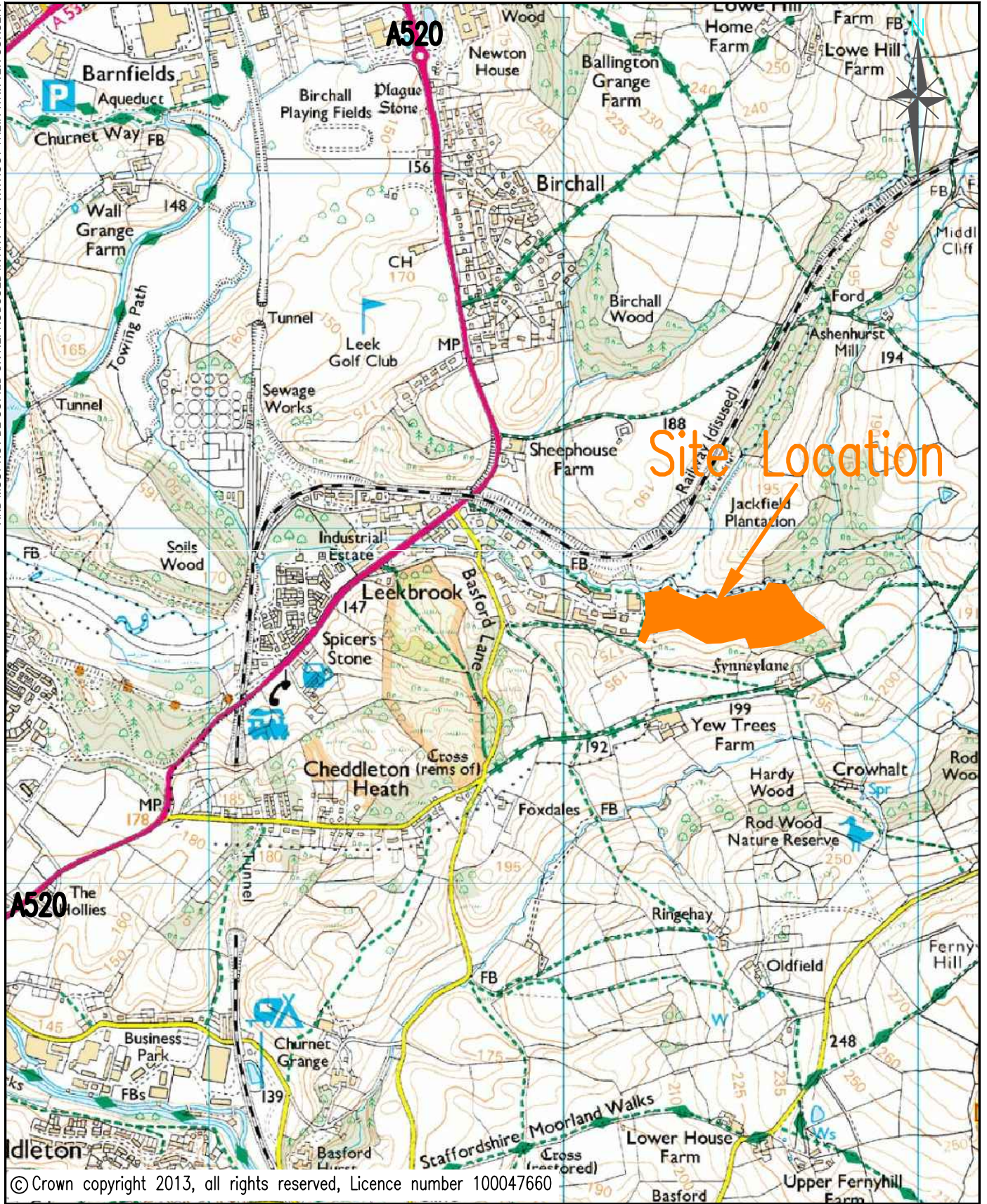
- Increased publicity for the Travel Plan and its objectives
- Introduction of financial incentives to staff to use sustainable modes
- Allocation of a number of convenient car parking spaces for use only by active car sharers
- Introduce staff car parking permit system based on need to use a car
- Introduce charges for staff parking permits
- Provision of pool car(s) for work related travel

APPENDICES

APPENDIX A

CAD FILE NAME : R:\PROJECTS\63006 BASFORD INDUSTRIAL ESTATE\TECH\DRAWINGS\63006-TA-001 SITE LOCATION AND 002 LOCAL HIGHWAY NETWORK.DWG
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JOB TITLE

Brooklands Way Industrial Estate, Leekbrook

CLIENT

SPV Leekbrook Developments Ltd

DRAWING TITLE

Site Location Plan

**Development
Transport Planning**

Kingswick House, Kingswick Drive, Sunninghill, Berkshire, SL5 7BH
Tel: 01344 292366 Email: admin@developmenttp.co.uk

DESIGNED BY

DRAWN BY

CHECKED BY

PASSED BY

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ISSUE STATUS

DRAWING NUMBER

REV.

DATE 11/03/13

DATE 11/03/13

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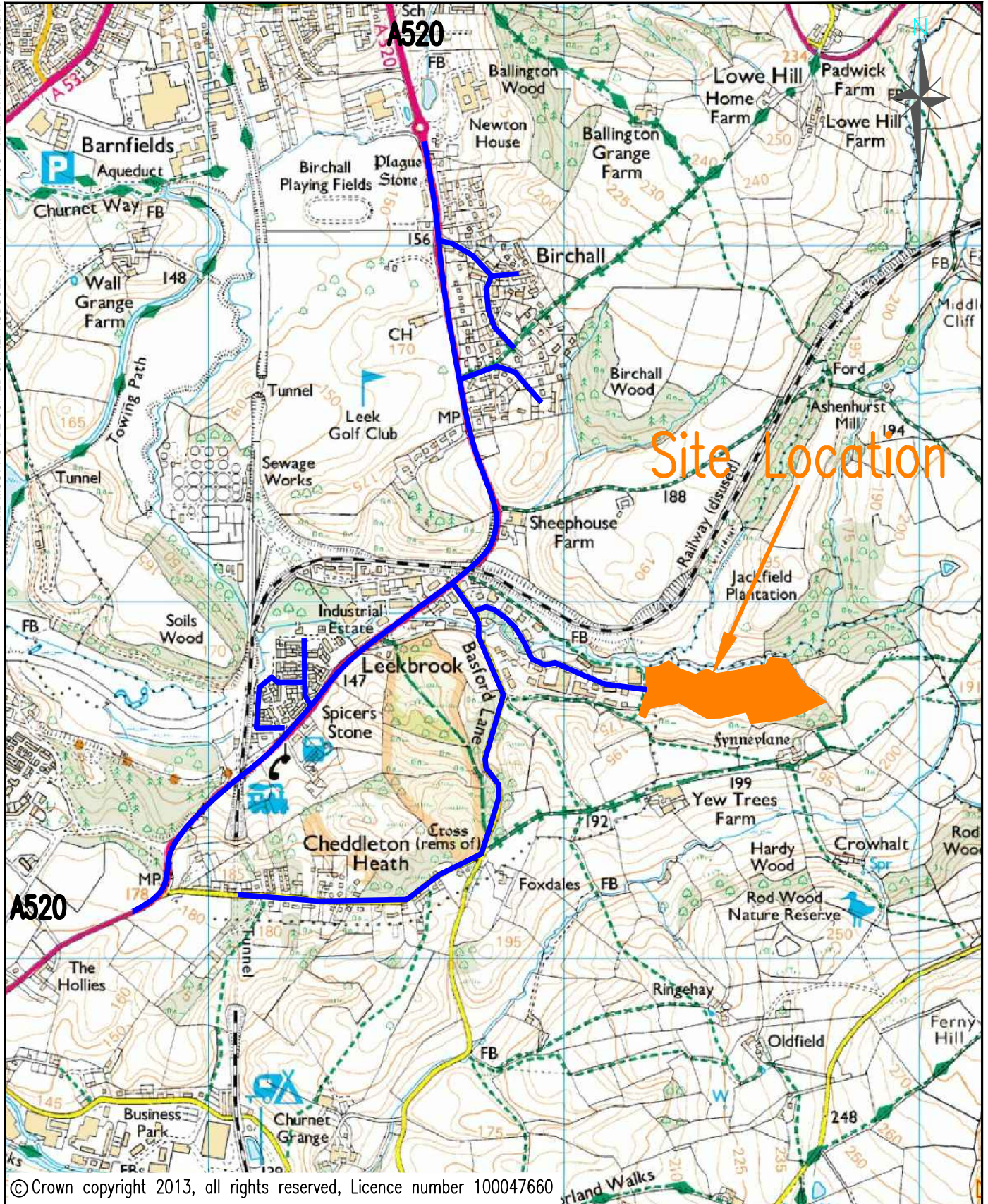
PRELIMINARY

63006-TP-APPENDIX A

APPENDIX B

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JOB TITLE

Brooklands Way Industrial Estate, Leekbrook

CLIENT

SPV Leekbrook Developments Ltd

DRAWING TITLE

2km Walk Distance Route Map

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ISSUE STATUS

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PRELIMINARY

63006-TP-APPENDIX B

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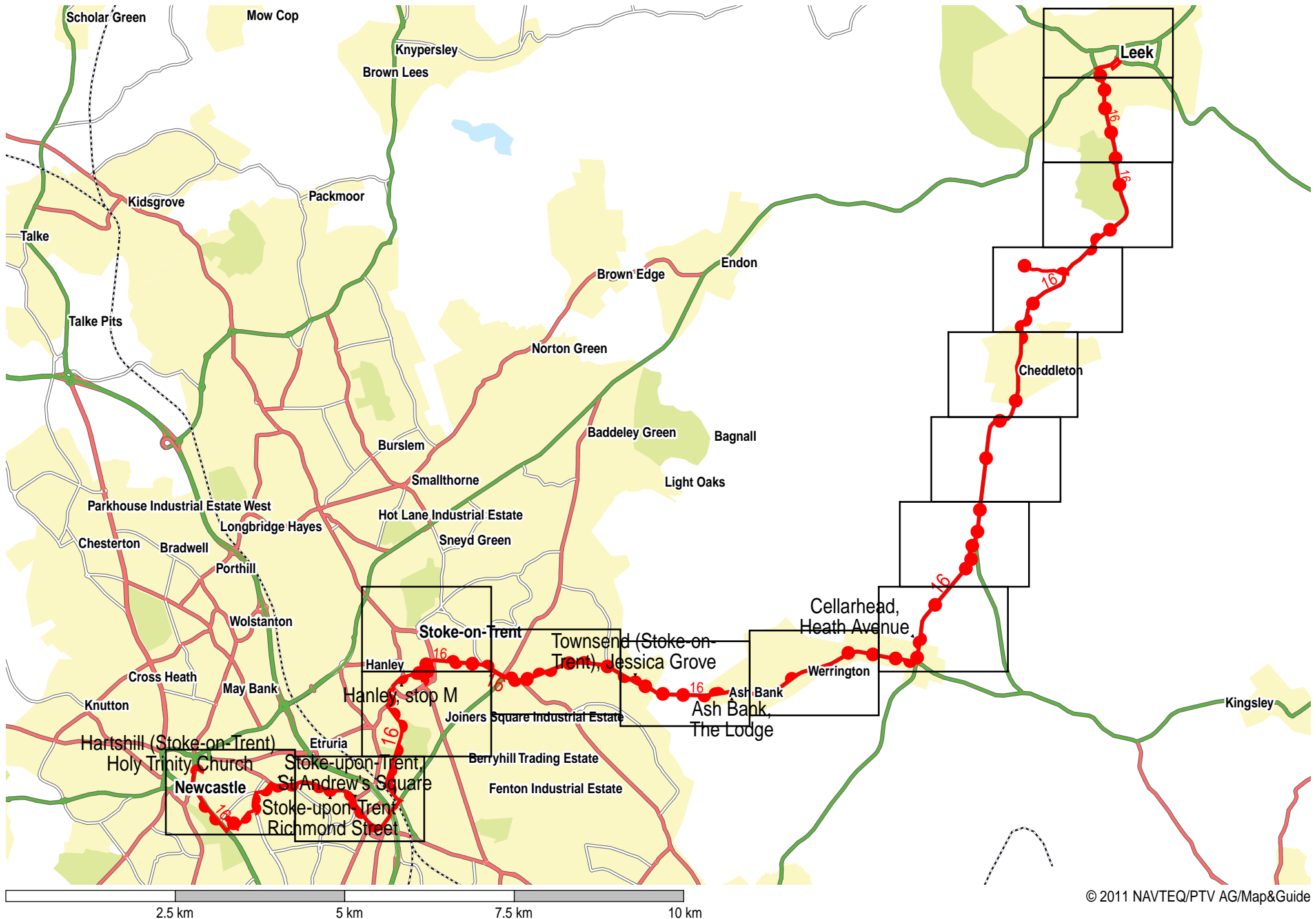
DATE 02/07/13

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DATE 02/07/13

APPENDIX C

Route map for service 16



Route map for service 16



Monday to Friday

Operator:	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO
Hanley, Bus Station (Stand D)	0630	0730	0800	0910	0955	1040	1125	1210	1255	1340	1425	1515	1605	1705		
Werrington, opp Clough Lane	0641	0741	0811	0922	1006	1051	1136	1222	1306	1351	1436	1526	1616	1716		
Werrington, adj Post Office	0643	0743	0813	0924	1008	1053	1138	1224	1308	1353	1438	1528	1618	1718		
Cellarhead, opp The Bowling Green	0647	0747	0817	0927	1012	1057	1142	1227	1312	1357	1442	1532	1622	1722		
Wetley Rocks, opp Plough Bank	0651	0751	0821	0931	1016	1101	1146	1231	1316	1401	1446	1536	1626	1726		
Cheddleton, opp The Avenue	0657	0757	0827	0937	1022	1107	1152	1237	1322	1407	1452	1542	1632	1732		
Cheddleton, adj St Edwards Hospital	0700	0800	0830	0940	1025	1110	1155	1240	1325	1410	1455	1545	1635	1735		
Leek Town Centre, adj Bus Station	0710	0810	0840	0950	1035	1120	1205	1250	1335	1420	1505	1555	1645	1745		

Saturday

Operator:	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO
Hanley, Bus Station (Stand D)	0800	0900	0935		35	1635										
Werrington, opp Clough Lane	0813	0909	0948		48	1648										
Werrington, adj Post Office	0815	0911	0950		50	1650										
Cellarhead, opp The Bowling Green	0819	0914	0954		54	1654										
Wetley Rocks, opp Plough Bank	0823	0918	0958		58	1658										
Cheddleton, opp The Avenue	0829	0922	1004		04	1704										
Cheddleton, adj St Edwards Hospital	0831	0925	1007		07	1707										
Leek Town Centre, adj Bus Station	0842	0932	1017		17	1717										

City of Stoke on Trent21/01/2013 1409
Route 16 is operated by F.Procter & Sons

Monday to Friday

Operator:	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO
Leek Town Centre, adj Bus Station	0620	0715	0745	0810	0900	0955	1040	1125	1210	1255	1340	1425	1510	1605	1705	1750
Cheddleton, adj St Edwards Hospital	0630	0725	0752	0820	0910	1005	1050	1135	1220	1305	1350	1435	1520	1615	1715	1800
Cheddleton, adj The Avenue	0633	0728	0755	0823	0913	1008	1053	1138	1223	1308	1353	1438	1523	1618	1718	1803
Wetley Rocks, adj Plough Bank	0639	0734	0759	0829	0919	1014	1059	1144	1229	1314	1359	1444	1529	1624	1724	1809
Cellarhead, nr Crossroads	0643	0738	0802	0833	0923	1018	1103	1148	1233	1318	1403	1448	1533	1628	1728	1813
Werrington, opp Post Office	0646	0741	0806	0836	0926	1021	1106	1151	1236	1321	1406	1451	1536	1631	1731	1816
Werrington, adj Clough Lane	0648	0743	0808	0839	0928	1023	1108	1153	1238	1323	1408	1453	1538	1633	1733	1818
Hanley, Bus Station	0659	0755	0819	0850	0940	1035	1120	1205	1250	1335	1420	1505	1550	1645	1745	1830
Hanley, Bus Station (Stand G)	0700	—	0820	—	—	—	—	—	—	—	—	—	—	—	—	—
Stoke-upon-Trent, opp Stoke-on-Trent Railway Station	0710	—	0832	—	—	—	—	—	—	—	—	—	—	—	—	—
Stoke-upon-Trent, adj stop O	—	—	0835	—	—	—	—	—	—	—	—	—	—	—	—	—
City General Hospital, adj Maternity Unit	—	—	0845	—	—	—	—	—	—	—	—	—	—	—	—	—
Newcastle Town Centre, adj Bus Station	—	—	0850	—	—	—	—	—	—	—	—	—	—	—	—	—

Saturday

Operator:	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO	PRO
Leek Town Centre, adj Bus Station	0750	0848	0950	1048	1150	1248	1350	1448	1550	1648	1720					
Cheddleton, adj St Edwards Hospital	0758	0857	0959	1057	1159	1257	1359	1457	1559	1657	1726					
Cheddleton, adj The Avenue	0801	0900	1002	1100	1202	1300	1402	1500	1602	1700	1729					
Wetley Rocks, adj Plough Bank	0807	0906	1008	1106	1208	1306	1408	1506	1608	1706	1735					
Cellarhead, nr Crossroads	0809	0910	1012	1110	1212	1310	1412	1510	1612	1710	1737					
Werrington, opp Post Office	0812	0913	1015	1113	1215	1313	1415	1513	1615	1713	1740					
Werrington, adj Clough Lane	0814	0916	1018	1116	1218	1316	1418	1516	1618	1716	1742					
Hanley, Bus Station	0824	0930	1030	1130	1230	1330	1430	1530	1630	1730	1752					

City of Stoke on Trent21/01/2013 1409
Route 16 is operated by F.Procter & Sons

Monday to Friday

	Operator:	WDL	WDL	WDL	WDL	WDL
Newcastle Town Centre, Bus Station (Stand 14)		1725	—	—	—	—
City General Hospital, opp Maternity Unit		1730	—	—	—	—
Stoke-upon-Trent, adj stop P		1737	—	—	—	—
Stoke-upon-Trent, adj Stoke-on-Trent Railway Station		1745	—	—	—	—
Hanley, Bus Station (Stand D)		1800	1910	2020	2200	2310
Werrington, opp Clough Lane		1809	1919	2029	2209	2319
Werrington, adj Post Office		1811	1921	2031	2211	2321
Cellarhead, opp The Bowling Green		1815	1924	2034	2214	2324
Wetley Rocks, opp Plough Bank		1818	1928	2038	2218	2328
Cheddleton, opp The Avenue		1822	1932	2042	2222	2332
Cheddleton, adj St Edwards Hospital		1825	1935	2045	2225	2335
Leek Town Centre, adj Bus Station		1832	1942	2052	2232	2342

Saturday

	Operator:	WDL	WDL	WDL	WDL	WDL
Hanley, Bus Station (Stand D)		1800	1910	2020	2200	2310
Werrington, opp Clough Lane		1809	1919	2029	2209	2319
Werrington, adj Post Office		1811	1921	2031	2211	2321
Cellarhead, opp The Bowling Green		1815	1924	2034	2214	2324
Wetley Rocks, opp Plough Bank		1818	1928	2038	2218	2328
Cheddleton, opp The Avenue		1822	1932	2042	2222	2332
Cheddleton, adj St Edwards Hospital		1825	1935	2045	2225	2335
Leek Town Centre, adj Bus Station		1832	1942	2052	2232	2342

City of Stoke on Trent21/01/2013 1409
Route 16 is operated by Wardle Transport

Monday to Friday

	Operator:	WDL	WDL	WDL	WDL
Leek Town Centre, adj Bus Station		1833	1945	2125	2235
Cheddleton, adj St Edwards Hospital		1840	1952	2132	2242
Cheddleton, adj The Avenue		1842	1954	2134	2244
Wetley Rocks, adj Plough Bank		1848	2000	2140	2250
Cellarhead, nr Crossroads		1850	2002	2142	2252
Werrington, opp Post Office		1853	2005	2145	2255
Werrington, adj Clough Lane		1855	2007	2147	2257
Hanley, Bus Station		1905	2017	2157	2307

Saturday

	Operator:	WDL	WDL	WDL	WDL
Leek Town Centre, adj Bus Station		1833	1945	2125	2235
Cheddleton, adj St Edwards Hospital		1840	1952	2132	2242
Cheddleton, adj The Avenue		1842	1954	2134	2244
Wetley Rocks, adj Plough Bank		1848	2000	2140	2250
Cellarhead, nr Crossroads		1850	2002	2142	2252
Werrington, opp Post Office		1853	2005	2145	2255
Werrington, adj Clough Lane		1855	2007	2147	2257
Hanley, Bus Station		1905	2017	2157	2307

City of Stoke on Trent21/01/2013 1409
Route 16 is operated by Wardle Transport

Sunday

	Operator:	SCR	SCR	SCR	SCR	SCR	SCR	SCR	SCR	SCR
Hanley, Bus Station (Stand D)		0840	1000	1200	1400	1600	1800	2000	2200	2315
Werrington, opp Clough Lane		0849	1009	1209	1409	1609	1809	2009	2209	2324
Werrington, adj Post Office		0851	1011	1211	1411	1611	1811	2011	2211	2326
Cellarhead, opp The Bowling Green		0854	1014	1214	1414	1614	1814	2014	2214	2329
Wetley Rocks, opp Plough Bank		0858	1018	1218	1418	1618	1818	2018	2218	2333
Cheddleton, opp The Avenue		0902	1022	1222	1422	1622	1822	2022	2222	2337
Cheddleton, adj St Edwards Hospital		0904	1024	1224	1424	1624	1824	2024	2224	2339
Leek Town Centre, adj Bus Station		0912	1032	1232	1432	1632	1832	2032	2232	2347
Haregate, adj Horsecroft Crescent		0917	—	—	—	—	—	—	—	2352

City of Stoke on Trent21/01/2013 1409
Route 16 is operated by Scragg's Taxis and Coaches

Monday to Friday

	Operator:	SCR
	Day Restrictions:	aB
	Service Information:	Sch
Leek Town Centre, adj Bus Station		0915
Cheddleton, adj St Edwards Hospital		0925
Cheddleton, adj The Avenue		0928
Wetley Rocks, adj Plough Bank		0934
Cellarhead, nr Crossroads		0938
Werrington, opp Post Office		0941
Werrington, adj Clough Lane		0943
Hanley, Bus Station		0955

Sunday

	Operator:	SCR	SCR	SCR	SCR	SCR	SCR	SCR	SCR
Haregate, adj Horsecroft Crescent		0801	0917	—	—	—	—	—	—
Leek Town Centre, adj Bus Station		0806	0926	1035	1235	1435	1635	1835	2035
Cheddleton, adj St Edwards Hospital		0813	0933	1042	1242	1442	1642	1842	2042
Cheddleton, adj The Avenue		0815	0935	1044	1244	1444	1644	1844	2044
Wetley Rocks, adj Plough Bank		0821	0941	1050	1250	1450	1650	1850	2050
Cellarhead, nr Crossroads		0823	0943	1052	1252	1452	1652	1852	2052
Werrington, opp Post Office		0826	0946	1055	1255	1455	1655	1855	2055
Werrington, adj Clough Lane		0828	0948	1057	1257	1457	1657	1857	2057
Hanley, Bus Station		0838	0958	1107	1307	1507	1707	1907	2107

aB not 18.2.13 to 22.2., 2.4. to 10.4. Sch Operates only on school days
City of Stoke on Trent21/01/2013 1409
Route 16 is operated by Scragg's Taxis and Coaches

106 Longton - Meir - Werrington - Cheddleton - Leek

Monday to Friday

	Operator:	WDL	WDL	WDL
Longton, Transport Interchange (Stand 3)		1000	1200	1440
Meir, adj Broadway		1006	1206	1446
Weston Coyney, adj Weston Road		1011	1211	1451
Caverswall, adj The Hollow		1016	1216	1456
Hulme, opp Malthouse Lane		1025	1225	1505
Werrington, opp Clough Lane		1027	1227	1507
Werrington, adj Post Office		1028	1228	1508
Cellarhead, opp The Bowling Green		1031	1231	1511
Wetley Rocks, opp Plough Bank		1034	1234	1514
Cheddleton, opp The Avenue		1038	1238	1518
Cheddleton, adj St Edwards Hospital		1041	1241	1521
Leek Town Centre, adj Bus Station		1051	1251	1531

City of Stoke on Trent21/01/2013 1409
Route 106 is operated by Wardle Transport

106 Leek - Cheddleton - Werrington - Meir - Longton

Monday to Friday

	Operator:	WDL	WDL	WDL
Leek Town Centre, adj Bus Station		0900	1100	1340
Cheddleton, adj St Edwards Hospital		0910	1110	1350
Cheddleton, adj The Avenue		0913	1113	1353
Wetley Rocks, adj Plough Bank		0917	1117	1357
Cellarhead, nr Crossroads		0920	1120	1400
Werrington, opp Post Office		0923	1123	1403
Werrington, adj Clough Lane		0924	1124	1404
Hulme, adj Malthouse Lane		0926	1126	1406
Weston Coyney, adj Weston Road		0930	1130	1410
Caverswall, adj The Hollow		0935	1135	1415
Weston Coyney, adj St Andrew's Church		0940	1140	1420
Meir, opp Broadway		0945	1145	1425
Longton, Transport Interchange		0953	1153	1433

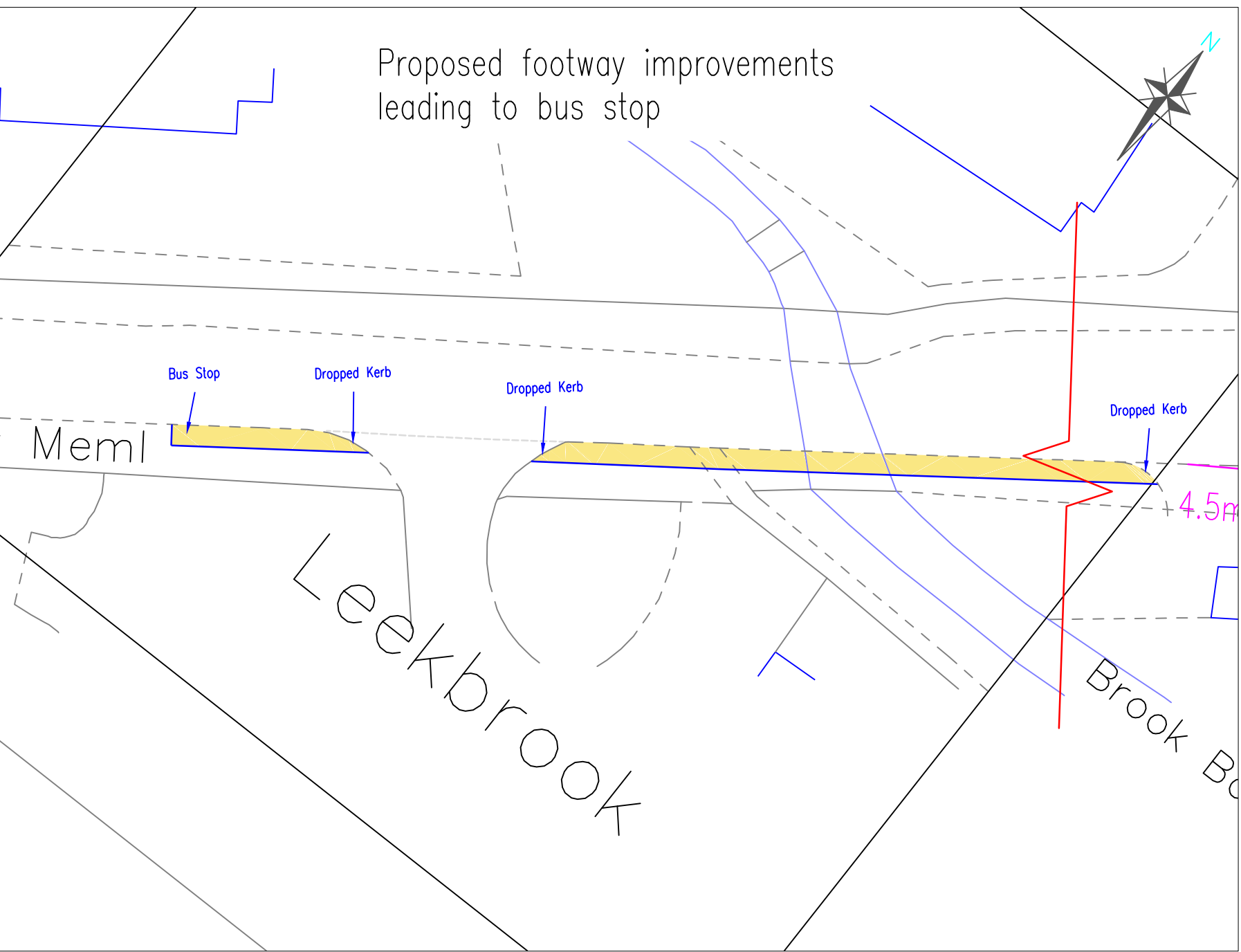
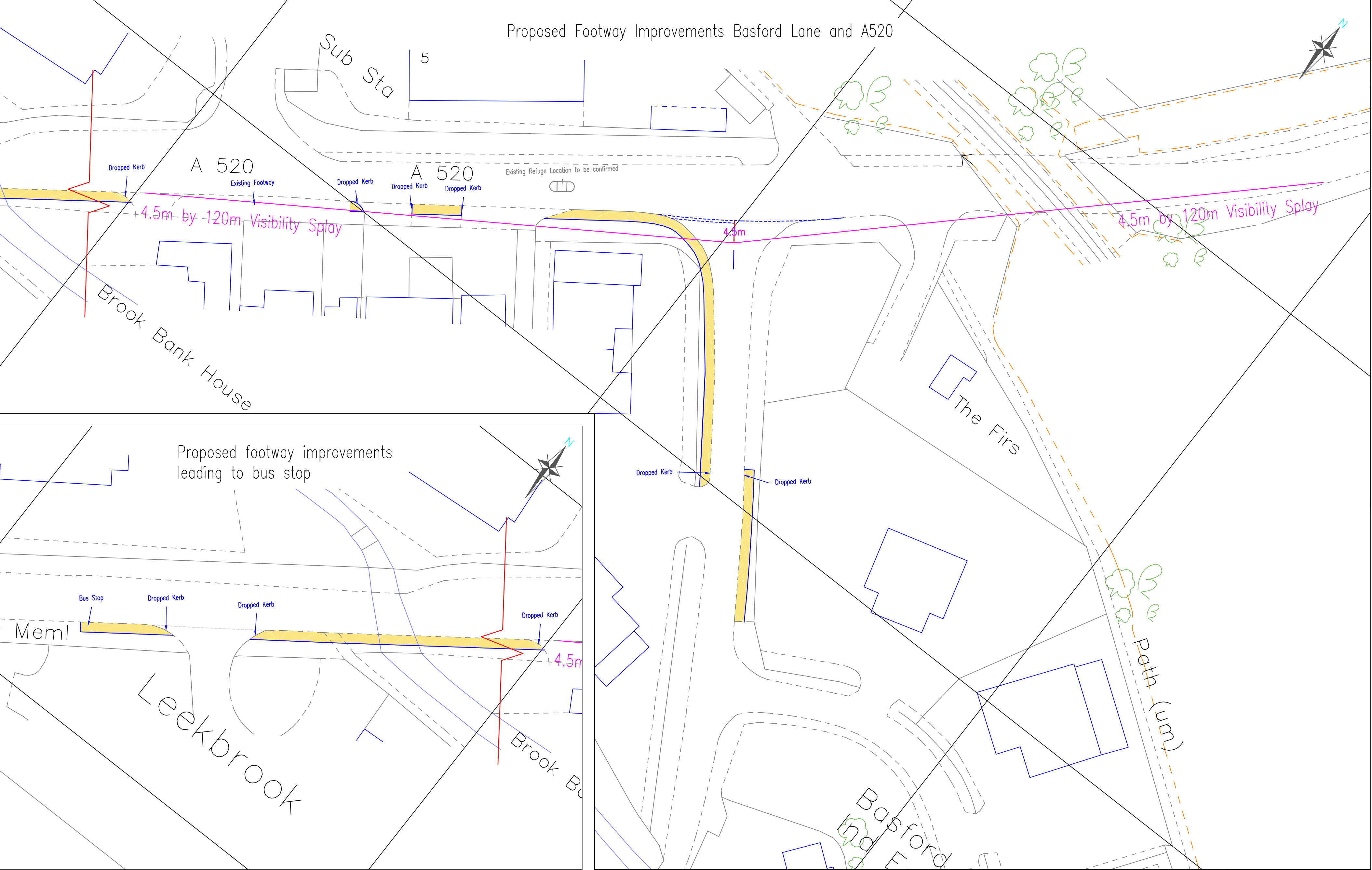
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APPENDIX D

NOTE THE PROPERTY OF THIS DRAWING AND DESIGNS IS VESTED IN DEVELOPMENT TRANSPORT PLANNING AND MUST NOT BE COPIED OR REPRODUCED IN ANY WAY WITHOUT THEIR WRITTEN CONSENT

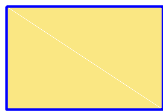
CAD FILE NAME : R:\PROJECTS\63006 BASFORD INDUSTRIAL ESTATE\TECHNICAL\DRAWINGS\63006-TA-002 REV A PROPOSED ACCESS ARRANGEMENTS FOOTWAY PROVISION.DWG

CTB FILE NAME : read.ctb
PLOTTED DATE : 07-Aug-2015



Key

Proposed 2m Footway



A New footway leading to Bus Stop TMS AKJ 2015-08-07

REV	DE	DR	CH	PA	DATE
-----	----	----	----	----	------

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JOB TITLE Basford Industrial Estate					CLIENT SPV Leekbrook Development Ltd	
DRAWING TITLE Proposed Footway Improvements					Development Transport Planning <small>Kingswick House, Kingswick Drive, Sunninghill, Berkshire, SL5 7BH Tel: 01344 292366 Email: admin@developmenttp.co.uk</small>	
DESIGNED BY TMS	DRAWN BY TMS	CHECKED BY AKJ	PASSED BY AKJ	SCALES @ A2 SIZE 1:500		
DATE 17/07/13	DATE 17/07/13	DATE 17/07/13	DATE 17/07/13	ISSUE STATUS PRELIMINARY	DRAWING NUMBER 63006-TA-002	REV. A

APPENDIX E

Example Survey Questions

1. What is your home postcode?
2. Which company site do you work at?
3. How do you most frequently travel to and from [*Basford Industrial Estate*]
(Choose the mode that covers the greatest distance for your typical journey)
 - Bus
 - Cycle
 - Train
 - Walk
 - Car Driver single occupancy vehicle
 - Car Share as Driver
 - Car Share as Passenger
 - Motorbike/scooter
4. How did you travel to work over the past week (Tick only the mode which covered the greatest distance and only fill in the days that you worked)?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Public Bus							
Private Bus							
Cycle							
Car / Van – Single Occupancy Vehicle							
Car Share – as Driver							
Car share - as passenger							
Motorcycle or Scooter							
Taxi							
Train							
Walk							
Did not work on this day							
Worked from home							
Worked at another site							

5. How far is your journey to work?

- Less than 1 mile
- 1-2 miles
- 3-5 miles
- 6-10 miles
- 11 miles and over

6. Do you work from home instead of travelling to work?

- Never
- Occasionally – less than once a month
- Quite often – more than once a month
- Very often – more than once a week

7. Which, if any of the following would enable you to work from home more often than you currently do? (tick as many as apply)

- Access to files and emails from home
- Provision of laptops
- Internet access
- Managerial support
- Flexi time working

Please only complete questions 9 –12 if you ticked “car on own” in Question 3.

8. What are the main reasons you make this choice
(Only tick one)

- Car required for business trips
- Personal responsibilities
- Parking provided
- Public transport not available/unrealistic
- Lack of cycling infrastructure
- Mobility difficulties
- Other, please state.....

9. Which, if any of the following, would encourage you to car share?

- Help in finding car share partners
- Reserved car parking spaces
- Guaranteed lift home in emergency
- Pool cars for site visits/meetings etc
- Financial incentives for car sharers
- Other, please state.....
- None of the above

10. Which, if any of the following, would encourage you to use public transport?

- Subsidised/discounted tickets
- Increased service frequency on route to work
- Easy to use timetable information
- Installation of real time information
- Pool cars for site visits/meetings etc
- Quicker routes
- Guaranteed lift home in emergency
- Better quality waiting facilities
- Regular shuttle bus
- Other, please state
- None of the above

11. Which, if any of the following, would encourage you to walk to work?

- Walking buddies
- Better street lighting
- Improved changing facilities
- Pool cars
- Improved pavements and paths
- More relaxed dress code
- Other.....
- None of the above

12. Which, if any of the following, would encourage you to walk to work?

- Provision of cycle paths
- Improved signage
- Improved changing facilities/showers
- Pool cars for site meetings/visits
- Provision of cycle maps
- Improved cycle parking at work
- 1:1 cycle training
- More relaxed dress code
- Discounts /loans for purchase of bikes
- Cycle buddy
- Other.....
- None of the above

13. Please make any other suggestions or comments regarding travel below and overleaf.

APPENDIX F

WU03EW - Location of usual residence and place of work by method of travel to work (MSOA level)

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population All usual residents aged 16 and over in employment the week before the census
 units Persons
 date 2011
 place of work Staffordshire Moorlands 005 & 006 (2011 super output area - middle layer)

usual residence : 2011 census merged local authority district	Work mainly at or from home	Underground, metro, light rail or tram	Train	Bus, minibus or coach	Taxi	Motorcycle, scooter or moped	Driving a car or van	Passenger in a car or van	Bicycle	On foot
Allerdale	0	0	0	0	0	0	0	0	0	1
Barrow-in-Furness	0	0	0	0	0	0	0	0	0	0
Blackburn with Darwen	0	0	0	0	0	0	0	0	0	0
Blackpool	0	0	0	0	0	0	0	0	0	0
Bolton	0	0	0	0	0	0	0	0	0	0
Burnley	0	0	0	0	0	0	0	0	0	0
Bury	0	0	0	0	0	0	1	0	0	0
Carlisle	0	0	0	0	0	0	0	0	0	0
Cheshire East	0	0	0	2	0	0	258	7	0	0
Cheshire West and Chester	0	0	0	0	0	0	12	0	0	0
Chorley	0	0	0	0	0	0	0	0	0	0
Copeland	0	0	0	0	0	0	0	0	0	0
Eden	0	0	0	0	0	0	0	0	0	0
Fylde	0	0	0	0	0	0	0	0	0	0
Halton	0	0	0	0	0	0	1	0	0	0
Hyndburn	0	0	0	0	0	0	0	0	0	0
Knowsley	0	0	0	0	0	0	0	0	0	0
Lancaster	0	0	0	0	0	0	1	0	0	0
Liverpool	0	0	0	0	0	0	1	0	0	2
Manchester	0	0	1	0	0	1	11	0	0	0
Oldham	0	0	0	0	0	0	0	0	0	0
Pendle	0	0	0	0	0	0	0	0	0	0
Preston	0	0	0	0	0	0	0	0	0	0
Ribble Valley	0	0	0	0	0	0	0	0	0	0
Rochdale	0	0	0	0	0	0	0	0	0	0
Rossendale	0	0	0	0	0	0	0	0	0	0
Salford	0	0	0	0	0	0	3	0	0	0
Sefton	0	0	0	0	0	0	0	0	0	0
South Lakeland	0	0	0	0	0	0	1	0	0	0
South Ribble	0	0	0	0	0	0	2	0	0	0
St. Helens	0	0	0	0	0	0	0	0	0	0
Stockport	0	0	0	0	0	0	22	1	1	0
Tameside	0	0	0	0	0	0	8	0	0	0
Trafford	0	0	0	0	0	0	10	0	1	0
Warrington	0	0	0	0	0	0	5	0	1	0
West Lancashire	0	0	0	0	0	0	1	0	0	0
Wigan	0	0	0	0	0	0	0	0	0	0
Wirral	0	0	0	0	0	0	0	0	0	0
Wyre	0	0	0	0	0	0	0	0	0	0

	Work mainly at or from home	Underground, metro, light rail or tram	Train	Bus, minibus or coach	Taxi	Motorcycle, scooter or moped	Driving a car or van	Passenger in a car or van	Bicycle	On foot	Total
	0	0	1	2	0	1	337	8	3	3	355
	0%	0%	0%	1%	0%	0%	95%	2%	1%	1%	100.0%

APPENDIX G

ACTION PLAN				
Objective	To encourage staff to travel more sustainably and to reduce the number of single occupancy vehicles entering the site			
Target	Reduce the mode share of car driver journeys made by staff by about 5% to 90% (target to be confirmed following staff survey)			
Action/Measure	Timescale (dates to be substituted when known)	Responsibility (Name to be substituted when known)	Monitoring	
Appoint Travel Plan Co-ordinator (TPC)	Prior to occupation	Board of Directors	N/A	
Install secure cycle parking	Pre-occupation	Building works manager	Travel Plan Co-ordinator to check installation prior to occupation	
Install Showers and changing facilities	Pre-occupation	Building works manager	Travel Plan Co-ordinator to check installation prior to occupation	
Update public transport information bus timetables	Pre-occupation	Travel Plan Co-ordinator	Travel Plan Co-ordinator to check prior to occupation	
Introduce Cycle purchase/hire scheme	Within 1 month of occupation	TPC	TPC to record take up and include figures in annual report	

Provide staff lockers in suitable locations in each building	Within 1 month of occupation	TPC/Tenants	TPC to liaise with Tenants to ensure installation of the appropriate number
Provide walk and cycle maps on staff notice boards and on company intranet/website	Within 1 month of occupation	TPC	TPC to ensure this is kept up to date with 3 monthly checks
Provide links to public transport information websites on company intranet or website	Within 1 month of occupation	TPC	TPC to ensure links are valid with 3 monthly checks
Include advice to staff to provide travel information to visitors in staff handbook	Within 1 month of occupation	TPC	TPC to ensure new employees are aware of this advice
Staff to consider how they travel to the new office location	Prior to occupation and within 1 month of occupation	TPC	TPC to request employees to provide results of their travel options assessment
Put in place arrangements for emergency lift home and provide details to employees	Prior to occupation	TPC	

Provide details to staff of interest free season ticket loans	Prior to occupation or with induction pack if new employee	TPC	
Discuss potential discounts with local bus and train operators	Ongoing	TPC	
Provide details of car sharing scheme to staff	Prior to occupation and continuing promotion	TPC	
Organise staff travel surveys	Within 3 months of occupation	TPC	Provide details of results to Board
Update Travel Plan Targets	On receipt of staff travel survey results	TPC	Issue updated TP to board and staff
Undertake annual survey of staff travel habits to confirm progress towards target	At or about anniversary of first occupation	TPC	Issue updated TP to board and staff with update of progress.