



# HULTON PARK

## Updated Golf Resort Travel Plan

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April 2019



HULTON PARK

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## SECTION 1 Introduction

Hulton Park is a proposed mixed-use development located within the Hulton Park Estate in Westhoughton, near Bolton. The proposals focus upon the restoration and regeneration of the historic Registered Park and Garden and the creation of a tournament-standard golf course, and associated resort and village, comprising a clubhouse and hotel with conference and spa facilities, together with an academy which includes a short hole practice course, driving range, adventure golf course and an academy clubhouse.

The proposals will also include three separate high quality residential development areas which together will deliver up to 1,036 homes, providing much needed housing in the area and taking advantage of the landscaped setting of the adjacent golf course.

Travel Plans form an integral part of current transport guidance and both the National Planning Policy Framework (NPPF) and Bolton Council recognise the potential for Travel Plans to assist in the delivery of sustainable developments.

This Travel Plan relates to the golf resort element of the Hulton Park proposals and the plan is designed to encourage sustainable travel patterns associated with the golf resort. A separate Travel Plan has been prepared to support the residential uses. Much of the emphasis of this Plan is upon staff travel movements, as these will represent regular trips to and from the site. However, a number of measures outlined later in this Travel Plan will also promote sustainable travel amongst the visitors and guests of the resort.

It is proposed to submit a bid for the Hulton Park golf facilities to be used to host the Ryder Cup. This is a large sporting event and if the bid is successful, a large area around the edge of the golf course will be required to accommodate spectator, hospitality, media and other facilities for the duration of the event. The phasing of the residential development therefore reflects this and much of the housing will be constructed post hosting of the Ryder Cup. All of the golf resort facilities, including

the golf course, clubhouse, golf academy and hotel uses will be completed by 2022 – 2023.

A separate Event Travel Management Plan will be prepared to set out how travel to the Ryder Cup event will be managed. This Travel Plan considers the travel demands of the golf resort on a day-to-day basis – i.e. not related to tournament events.

This Travel Plan sets out:-

- A description of the Hulton Park proposals and how they relate to the surrounding area.
- The aims and objectives of the Travel Plan.
- Details of the likely travel patterns associated with the new proposed golf resort, including the golf course, clubhouse, academy and hotel uses.
- An overview of the existing and proposed transport choices available for staff and visitors, demonstrating the accessibility of the site by a range of modes.
- The range of Travel Plan measures that will be implemented as part of the development.
- The initial targets set for the Travel Plan.
- The management and monitoring strategies to be implemented for the Travel Plan.

This Travel Plan will be updated as the golf resort facilities are completed, to ensure that the document provides an up-to-date reflection of travel demands and available travel choices.

The obligations and strategies set out within this Travel Plan will be secured by appropriate planning obligations, via a Section 106 legal agreement.

## SECTION 2 The Site In Context

### Site Location

The existing Hulton Park Estate is located between Westhoughton and Over Hulton, approximately four miles south-west of Bolton. The site largely lies to the south of the A6, within the existing Hulton Park Estate, with an additional area of land to the north of the A6 Manchester Road, positioned between its junction with the A58 Snydale Way / A58 Park Road (Chequerbent roundabout) to the west and its junction with the A579 Newbrook Road / A579 St Helen's Road ('Four Lane Ends') to the east.

The site has good access to the M61 motorway – at junctions 5 and 4 – which provides onward connections to the local and strategic road networks and beyond.

### The Hulton Park Proposals

The main focus of the proposals is the restoration of the historic Hulton Park and Garden through the development of a golf-led facility, the delivery of which will be facilitated by a sustainable residential community. A copy of the site masterplan is set out at the end of this section.



The golf resort proposals have been designed to take full advantage of the landscaped and woodland setting of Hulton Park and will comprise the following components:

- An 18-hole championship tournament golf-course, located within the existing Hulton Estate Registered Park and Garden, and capable of hosting the Ryder Cup and subsequent European Tour Golf Events.
- A golf clubhouse, located at the north of the golf-course, with bar/restaurant and changing facilities and associated car parking.

- A 142-bedroom hotel with associated spa and conferencing facilities and car parking, located centrally within the golf course on the site of the former Hulton Hall.
- A golf academy, located north of the A6, including a 6-hole practice course, 24no. bay covered driving range and 8no. external bays, an adventure golf course, an academy clubhouse including retail provision a café and office facilities and associated parking. The golf academy site will be linked to the remainder of the golf resort via a proposed underpass beneath the A6 Manchester Road. This underpass will cater for golf buggies and pedestrian movements between the two areas of the resort.

A number of areas of the Hulton Park Estate will be restored as part of the proposals, including many of the gardens and out-buildings near the hotel and other features around the park.

The residential proposals will annex the golf course, with links to the existing neighbouring residential communities of Westhoughton and Over Hulton. Up to 1,036 homes will be created in three discrete parcels around the site, which will each have its own separate access arrangements.

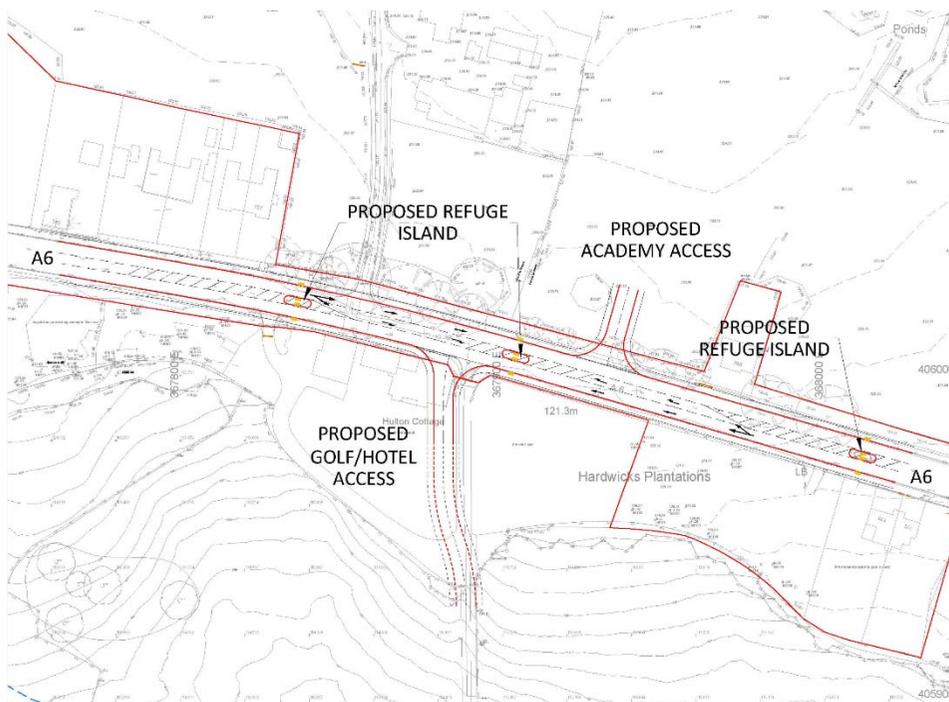
### Access Proposals

The golf resort will principally be accessed from the A6 Manchester Road which bisects the site, with the academy uses lying to the north and the remaining bulk of the facilities located to the south. The accesses will be in the form of two staggered T-junctions, serving the golf-course, clubhouse and hotel to the south of the A6 and the academy to the north. Both junctions will include right-turn ghost island lanes on the A6, separating the golf traffic from through-traffic on the A6.

The main golf access is broadly located in the position of the current secondary access to the Hulton Park Estate. The adjacent Hulton Park Cottage will be demolished as part of the proposals to create a gateway entrance into the park.

A segregated underpass will be constructed beneath the A6, linking the academy site with the remainder of the golf resort, and will be available for use by pedestrians and golf buggies.

Pedestrian connectivity between two areas of the golf resort will be enhanced through the provision of three pedestrian refuges on the A6, in between and either side of the golf resort/academy accesses, as shown in the figure below.



Within the site, the golf clubhouse will be located to the south of the main entrance, designed to afford views across the 18th-green. Car and golf-buggy parking will be located to the north-west of the building and a coach drop-off layby will be provided close to the access. The main access road will continue southwards into the site, along the route of the historic Hulton Park access road, towards the hotel. The hotel will be located within the central, largely wooded, area of the site with views across the restored gardens and lake, and with car parking to the north of the building.

A second 'ceremonial' access will be provided via the historic main Hulton Park access gates on the A579 Newbrook Road, to the east of the site. This access route, which is straddled by several holes of the golf-course, will be used infrequently for 'ceremonial' access to the hotel and use of this access will be controlled and managed by the hotel.



The academy uses all lie to the north of the A6 and the building and proposed car parking area are located immediately north of the access, with the driving range, practice course and adventure course located further north, between the A6, the A58 Snyderdale Way and the M61 motorway.

As outlined above, the golf course will be designed to be capable of hosting the Ryder Cup. If the planning application is approved, work on the golf facilities will be completed in 2022 – 2023 and will be available for tournament use thereafter.

Initial plans for staging the Ryder Cup have been developed to support the planning application. Prior to and following the Ryder Cup, the golf course will be available for use to stage other tournaments.

The wider access strategy includes the construction of a new link road to the west of the site, linking the existing Chequerbent roundabout with Platt Lane to the south. This new link, which will deliver additional road capacity and congestion relief to the local network, will provide the main access to the Ryder Cup staging area to the west

of the golf resort and thereafter will serve the largest of the three proposed residential areas.

The proposed Hulton Park masterplan and access arrangements are shown overleaf.

#### [Parking Provision](#)

The golf resort will include car parking in four areas, adjacent to the clubhouse, hotel, academy and maintenance area. The proposed provision will be as follows:-

- Clubhouse – 150 car parking spaces
- Hotel – 150 car parking spaces
- Academy – 150 public and staff car parking spaces
- Maintenance Area – 20 staff car parking spaces.

Disabled parking provision will be included within each of the car parks, with 6% of the total provision allocated as disabled bays, in accordance with the Council's standards.

Cycle and motorcycle parking will be provided at the hotel, clubhouse and academy as follows:-

	<b>Cycle Parking No. Spaces</b>	<b>Motorcycle Parking No. Spaces</b>
Hotel	18no.	8no.
Clubhouse	10no.	2no.
Academy	10no.	2no.

The cycle and motorcycle parking at the hotel will be provided within the restored hay barn adjacent to the hotel. The cycle and motorcycle parking at the clubhouse and academy will be conveniently located near the accesses to the buildings. The cycle stands will be within the landscaped areas adjacent to the entrances and the motorcycle spaces will be adjacent to the disabled car parking spaces, again near the entrances. Plans showing the location of the cycle parking at the hotel, clubhouse and academy buildings are contained within Appendix A.

In terms of dedicated staff parking, 50 spaces will be included within the academy car park – these are segregated from the 100 visitor spaces and access will be controlled via a gate/barrier. A further 2no. staff spaces are provided within the hotel service area and 20no. located within the golf maintenance area to the north-west of the hotel.

The proposed parking arrangements comply with local and national policy.

During the Ryder Cup tournament, the resort parking at the hotel, clubhouse and academy will form part of some 3,000 VIP parking spaces to be accommodated on the site. The remaining VIP parking will be accommodated at the south-western corner of the site. Further details of the Ryder Cup event are set out within the Interim Event and Travel Management Plan (IETMP) submitted alongside the application.

### The Hulton Park Access Strategy



**SECTION 3 Aims And Objectives Of The Travel Plan**

The principal aim of this Travel Plan is to improve the awareness of staff and visitors/guests of the Hulton Park golf resort of the opportunities for adopting sustainable travel patterns and, in particular, reducing travel by car.

This Travel Plan forms part of the overall transport strategy developed for Hulton Park. As outlined above, the focus of this Travel Plan is to influence the travel behaviour of staff at the golf resort, including the hotel, clubhouse and academy, and as such the main objectives are consistent with those of a Workplace Travel Plan. However, visitors of the golf facilities will also generate travel demands and additional measures are proposed to encourage sustainable travel patterns for guests/visitors.

This Travel Plan does not address the travel requirements arising during the Ryder Cup. These requirements are set out in a separate IETMP submitted alongside the application.

There are a number of elements which piece together to provide a successful Travel Plan ensuring a sustainable travel strategy is developed for the site, including the site’s location, design aspects and the individual Travel Plan measures.

This Travel Plan has been prepared with the full support of the developer. The proposed actions, measures and obligations contained within this Travel Plan will be passed on to the hotel and golf resort operator to ensure the delivery of the Travel Plan, as and when the site is brought forward.

**Elements of a Successful Travel Plan:**

Physical Measures (hard measures) & awareness and policy measures (soft measures)



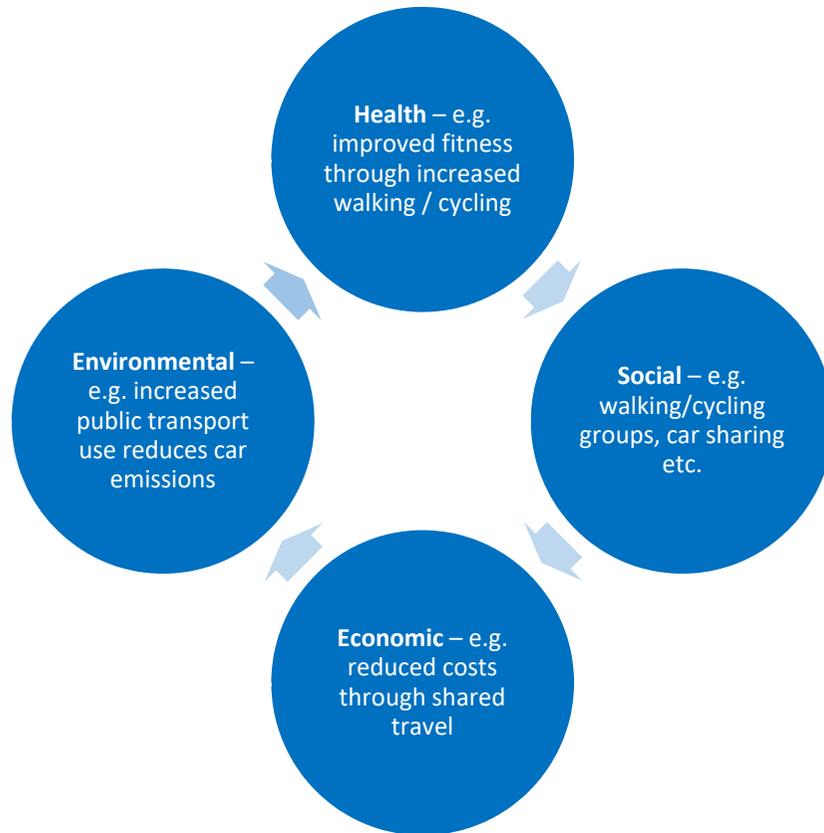
On-site pedestrian/cycle routes; showers, lockers and changing facilities; cycle storage/parking facilities; on-site facilities – e.g. café – to reduce the need to travel off-site.

Travel Plan Co-ordinator;  
travel information packs;  
marketing strategy

Good connections to existing and proposed communities; convenient public transport links; good access to local and strategic road networks.

## Travel Plan Benefits

Staff and visitors will be advised of the benefits of adopting sustainable travel patterns and of the benefits and aspirations of the Travel Plan, including health, environmental, social and economic benefits.



This Travel Plan aims to deliver the following objectives:-

- Minimising the total distance travelled by staff and visitors to the site through a reduction in journey lengths and frequency.
- Improved awareness and use of sustainable travel modes, including walking, cycling, public transport, and car sharing to reduce reliance on the private car.
- Promotion of the benefits of alternative travel modes to allow staff and visitors to make informed travel choices.

Regular liaison with staff and visitors will seek to achieve a long term commitment to changing travel behaviour.

## SECTION 4 Hulton Park – Travel Patterns

As outlined above, the Hulton Park development comprises a tournament-standard golf course and hotel, supported by residential uses. This Travel Plan focuses upon golf and hotel facilities and the following summarises the travel patterns associated these elements of the proposals.

The trip generation associated with the golf and hotel uses have been determined from a variety of sources, based upon the individual components of the golf resort, including the golf course, driving range, adventure golf, retail/café uses and the hotel uses, including allowance for the proposed conference and spa facilities within the hotel.

The appraisal considers the day-to-day uses of the site and does not include travel demands associated with the use of the golf facilities for tournament use (Ryder Cup or otherwise) - these are considered separately within an Event Travel Management Plan.

The resultant peak hour vehicle trip generation associated with the golf/hotel uses is as follows. These figures are consistent with those adopted in the Revised Transport Assessment, and do not make any reductions for cross-linkage between the principal leisure uses on the site – e.g. hotel guests who may also use the golf course – and are considered to present a robust assessment of the likely travel demands associated within the golf resort as a whole.

### Hulton Park Golf/Hotel Trip Generation (Vehicles)

	AM Peak		PM Peak	
	Arrivals	Departures	Arrivals	Departures
Golf Course – 18 hole	17	5	12	17
Hotel (inc. conference/spa)	55	52	46	49
Academy	37	15	21	39
<b>TOTAL</b>	<b>181</b>		<b>184</b>	

The golf resort will therefore generate in the region of 180 two-way trips during the peak hours, spread across the surrounding network. These traffic levels are used to inform the baseline Travel Plan targets which are set out in Section 7.

### Staff Travel Patterns

The purpose of this Travel Plan is to encourage the use of sustainable transport modes, in particular those of staff who will make regular trips to the site.

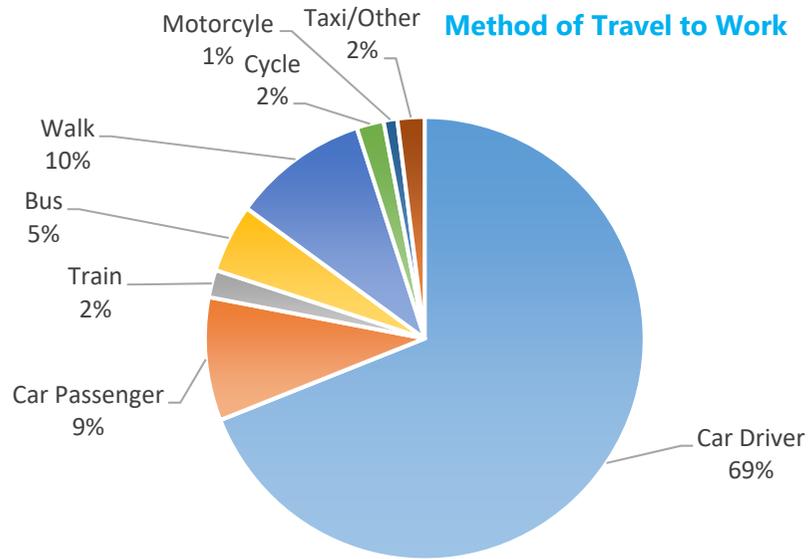
The Hulton Park development will include a number of staff across the site, as follows:-

	<b>No. Employees (Full-Time Employment)</b>
Clubhouse and golf operations	35
Golf course maintenance	12 (up to 50 during tournaments)
Academy	30
Hotel	120
Spa	20
<b>Total</b>	<b>217-255</b>

There will therefore be a total of 217 staff based full-time at the site. Additional staff will be employed for events and tournaments at the site and travel options for these occasional events will be managed by a separate Event Management Plan.

This Travel Plan is focused upon the travel patterns of the above staff, with additional measures available to encourage sustainable visitor travel patterns.

The following chart summarises the mode split of journeys to work, based upon Census data for the local (Westhoughton) area, which are assumed to be generally representative of staff trips. Again, these modal splits are used to inform the Travel Plan targets set out in Section 7.



Source: 2011 Census (Westhoughton: Bolton 028, 031, 035)

Visitor/Guest Travel Patterns

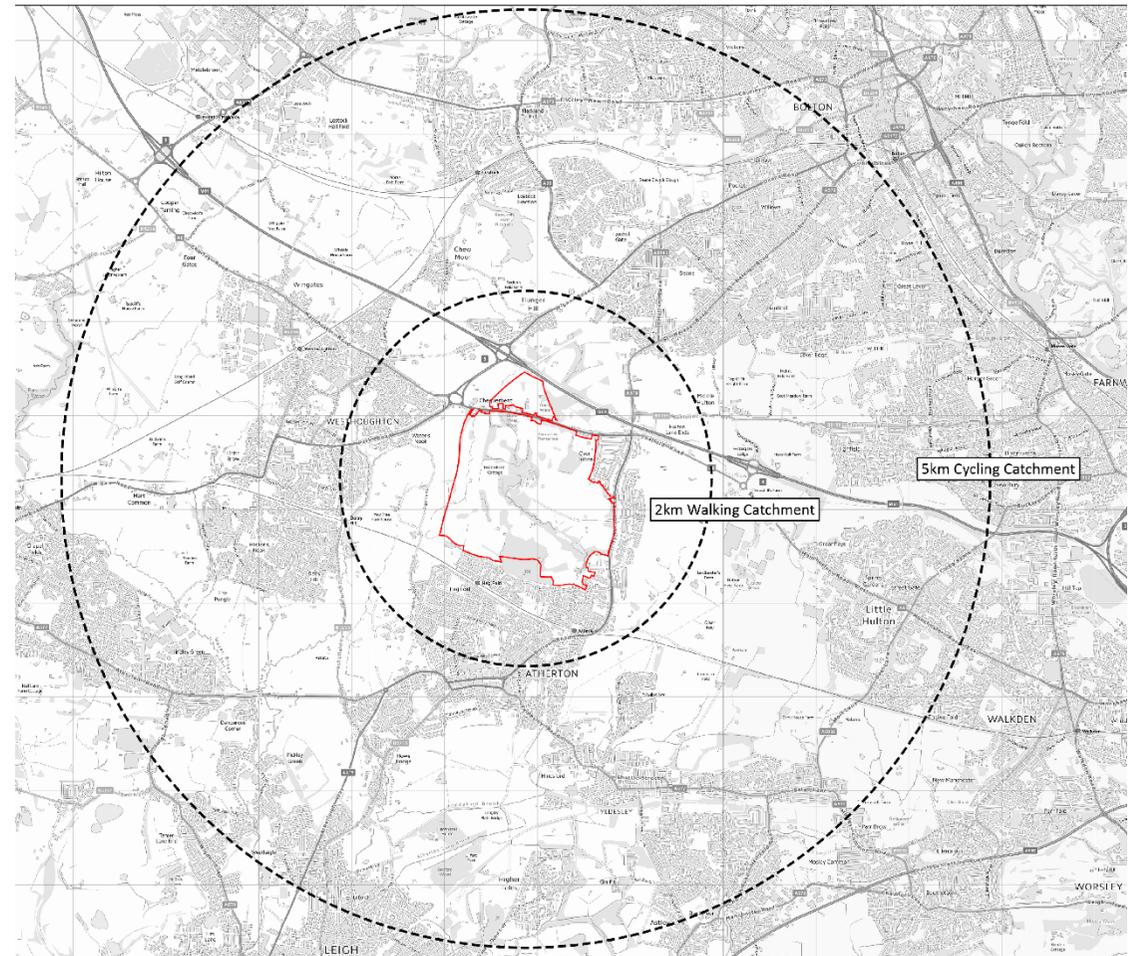
Given the nature of the golf resort, it is likely that the majority of trips associated with visitors/guests would be by car – particularly those arriving to play golf. However, the golf clubhouse and academy sites are located close to the A6 and therefore golf visitors will be able to use the sustainable transport connections outlined in the next section. The hotel will attract guests from further afield and therefore the number of guests walking or cycling to the hotel is assumed to be relatively low. However, as set out in Section 6 below, the hotel will be encouraged to promote sustainable travel links to guests and consideration will be given to promoting sustainable travel connections to nearby public transport hubs including railway stations.

## SECTION 5 Accessibility Of The Site

One of the key objectives of the Travel Plan is to encourage the use of sustainable travel modes and there is a range of transport choices already available.

The Hulton Park site covers an area of 261Ha and extends from Westhoughton to the west of Over Hulton to the east and borders Atherton to the south. The Application site straddles the A6 Manchester Road, with the golf academy uses to the north of the A6 and the remaining golf and hotel uses to the south. The following figure illustrates the site within the local context.

This section considers the pedestrian and cycle provision and public transport provision within the vicinity of the site and considers accessibility of the site for staff and visitors.



## Pedestrian and Cycle Provision

Walking will provide an important mode of travel for staff and visitors to access local facilities, reducing car use and offering health, social and environmental benefits.

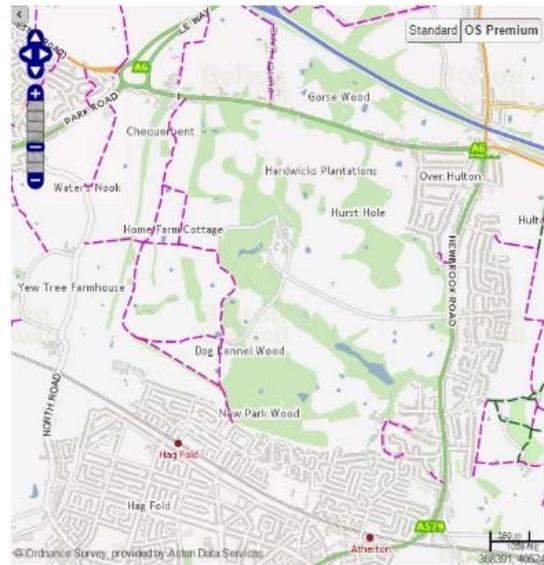
Cycling also offers an alternative mode of travel and offers health and environmental benefits.

A plan of the existing Public Rights of Way (PROW) within the vicinity of Hulton Park is shown in the adjacent figure. The existing PROW will be retained, some of which will be upgraded and realigned and other routes will be diverted where necessary.

A new leisure route – The Hulton Trail – will be provided around the southern and western boundaries of the site. The 'Hulton Trail' will run through the woodland to the west of the site, along the route of the former Westhoughton railway line. This Trail will connect into the A6 to the north of the site and will run along the southern edge of Hulton Park providing a leisure route and access to the residential parcels to the west and south-east of the golf course and Over Hulton beyond.

Transport for Greater Manchester's 'Transport Strategy 2040 – Our Vision' document states that for many people, journeys of up to 2km can easily be made on foot, while 5km is an easy cycling distance. The 2km walk and 5km cycle catchments are illustrated on the figure on the previous page.

The golf clubhouse and academy buildings are located close to the A6 and therefore staff and visitors of both buildings will be able to access the site using the existing



footways along the A6 Manchester Road and then via the internal footways within the site. These two areas of the site will also be connected via the dedicated pedestrian/golf buggy underpass beneath the A6 and additional at-grade pedestrian crossings will be provided adjacent to the main golf and academy accesses.

Based upon the 2km walking catchment outlined above, staff and visitors from parts of Westhoughton and Over Hulton could walk to the clubhouse and academy. As set out in the next section and illustrated in the plan overleaf, there are existing bus stops on the A6 and the A579 which are well within walking distance of these areas of the site.

The hotel is located centrally within the site and is approximately 10-minutes' walk (800m) from the A6 and c.12 minutes' walk from the A579. Staff and visitors could therefore walk to the hotel from the bus stops located close to these entrance points and from the existing residential areas located along these corridors. Again, these catchments are shown in the figure overleaf.

Across the Hulton Park site there will be networks of footpaths available for staff and visitors, connecting into the surrounding footway and footpath networks.

The figure overleaf illustrates the walking catchments from the various areas of the golf resort and highlights the public transport facilities available.



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In terms of cycle access, there are changing facilities provided within the clubhouse and academy areas and within the hotel. Secure cycle parking will also be provided for staff and visitor cycles at the academy site and the clubhouse and at the hotel, where cycle parking will be accommodated within the old hay building next to the hotel.

As outlined above, a 5km cycle catchment – which equates to a c.20-minute cycle ride – would encompass Westhoughton, Over Hulton and south-western areas of Bolton including parts of Daubhill, Great Lever and Farnworth and also the edge of Bolton town centre. Staff and visitors could cycle to Hulton Park from these areas.

There are a number of advisory on-road cycle routes within the vicinity of Hulton Park including: Platt Lane, Molyneaux Road, Captain Lees Road, Bolton Road and around Chequerbent in Westhoughton; sections of on-road cycle lanes along the A6 near Four Lane Ends; and along the A579 Newbrook Road to the east of the site.

The internal Hulton Park Estate road network will be designed to accommodate cyclists on-road, with low vehicle speeds.

The proposed golf resort will therefore be accessible on foot by cycle for staff and visitors.

### Public Transport Provision

Hulton Park will be served by a combination of existing and proposed bus services and by existing rail services as set out below. The development is currently served by a range of bus routes which will connect the proposed golf resort with Westhoughton, Over Hulton, Bolton, Wigan and a range of other destinations as described below. There are several railway stations which are accessible from Hulton Park, as also outlined in this section.

Atherton, Hag Fold and Daisy Hill railway stations lie on the Manchester to Wigan railway line. The journey time to Wigan from Daisy Hill is 12-minutes and the journey time to Manchester from Atherton is 24-minutes, during peak times. Westhoughton

railway station is located to the north-west of the town and provides additional services to Bolton, Wigan and Manchester Victoria.

Daisy Hill, Atherton and Westhoughton railway stations are all served by bus routes which pass adjacent to, or close to, Hulton Park and therefore staff and visitors can access the train by using the onward bus connections. The stations are also within the cycle catchment outlined above, offering the potential for staff in particular to use rail/cycle travel combinations to access the site.

The proposed golf resort will predominantly be served by bus routes which pass along the A6 Manchester Road to the north of the site and the A579 Newbrook Road to the east of the site.

The clubhouse and academy will be served by routes 521 and 559 – the light blue and green routes shown on the above plan. These are both hourly services which connect the site with Little Lever, Westhoughton (including the railway station for route 521), Blackrod, Hindley and Bolton. The closest bus stops are located to the west of the proposed accesses onto the A6, well within a 400 metre (5-minute) walk.

An additional 15-minute frequency service 7 (shown in pink on the above plan) serves Wigan, Ince, Hindley, Westhoughton, Bolton and Daisy Hill railway station. The closest bus stops for this service are located on the A6, west of Chequerbent, and on the northbound carriageway of the A58 Snydale Way, south of M61 J5, which are c.10-15 minutes' walk from the clubhouse and academy. There is scope for additional bus stops to be provided closer to the Chequerbent roundabout which could better serve the golf uses.

Staff and visitors of the hotel will be able to use the A6 services described above – the bus stops will be within a 10-minute walk of the hotel. Alternatively, they will have the opportunity to use the bus routes which pass along the A579 Newbrook Road to the east of the site, accessed via the historic 'ceremonial' access road which runs eastwards from the hotel towards the historic Hulton Park entrance. There are existing bus stops located close to the entrance gates which are within 10-15 minutes' walk of the hotel. The 582 bus route (shown in dark blue) offers a 10-

minute frequency bus service to Leigh, Atherton, including Atherton railway station, Over Hulton and Bolton.

As set out in Section 6 below, consideration will be given to operating a shuttle service within the site, linking the golf and hotel uses for visitors. This service could also be used to collect and pick up staff from the nearby bus stops and/or railway stations at key shift change times.

Many of the surrounding residential areas are accessible by bus and cycle and there are bus connections to Daisy Hill, Atherton and Westhoughton railway stations via services that run close to the site. It is therefore considered that staff and visitors to Hulton Park will have a choice of travel sustainable options available to them.

### **Access to Key Services and Facilities**

Transport for Greater Manchester's document entitled "Transport for Sustainable Communities: A Guide for Developers" identifies the benefits of providing facilities on-site and the proximity of nearby facilities and services in reducing the need to travel.

The figure overleaf illustrates a range of services within the vicinity of Hulton Park that will be available for staff and visitors. These include schools, retail, health and other facilities. In addition to these, there will be café/restaurant facilities on-site – within the academy and hotel – and other catering facilities within the clubhouse. There will also be a local centre provided within the residential parcel to the west of the site which will include facilities available for staff and visitors via the on-site networks of footpaths. Staff and visitors will therefore be able to make use of these facilities, avoiding the need to travel off-site.



**SECTION 6 TRAVEL PLAN MEASURES**

This Travel Plan sets out a range of measures that will be incorporated within the development proposals, to encourage sustainable travel and to achieve the objectives of the Plan. These measures are outlined below and include:



## Overall Management

### TP1 Travel Plan Co-ordinator

A Travel Plan Co-ordinator (TPC) will be appointed to promote the Travel Plan amongst staff and visitors of the golf resort and will play a key role in implementing and delivering the aims and objectives of the Travel Plan.

The TPC role will begin prior to occupation of the golf/hotel uses on site. The TPC will most likely be a member of the golf resort, based on site.

The TPC will have overall responsibility for the development and implementation of the final Travel Plan and for monitoring the success of the Plan on an on-going basis.

The TPC will: manage the Travel Plan budget; implement the Travel Plan initiatives / measures; liaise with staff / visitors regarding their travel needs; arrange travel surveys and analyse the results; and liaise with BMBC and other stakeholders regarding the ongoing action plan and targets.

The TPC's duties will also include liaison with BMBC and monitoring usage of the facilities implemented as part of the Travel Plan.

The TPC will be employed from a period prior to occupation of the golf/hotel uses, for the lifetime of



the Travel Plan. It is assumed that a single TPC would be responsible for all of the golf and hotel uses.

The TPC role will be allocated sufficient time and resource to ensure that the actions set out in this Travel Plan can be implemented successfully. The ongoing TPC resource requirements will be reviewed following the annual surveys such that sufficient resource can be allocated to ensure the subsequent action plans are implemented, objectives achieved and targets met.

## Marketing / Information

### TP2 Personalised Travel Planning

The TPC will answer any travel-related queries that staff and visitors have and assist new staff in their travel planning. Studies for the DfT have indicated that personalised travel planning can reduce car use by c.10%. The TPC will therefore offer personalised travel planning to each new member of staff, with the potential for update/refresher sessions at a later date, if required.

### TP3 Travel Information Packs

Travel Packs will be issued to all permanent members of staff upon commencement of their employment, as part of the induction material supplied to staff. These Travel Packs will contain information on public transport services (timetables, maps etc), cycle maps and walking routes. The packs will also contain details of sustainable transport related events such as Bike Week (normally held in June), which can be promoted throughout the site as an additional tool to encourage people to try new sustainable modes of transport. Copies of the packs will be available as hard copies or electronically – the electronic versions will include links to the relevant public transport, cycle and other travel websites, including Transport for Greater Manchester's website ([www.tfgm.com](http://www.tfgm.com)) which includes advice on travel planning. Travel information can also be provided to potential employees during the interview process, where appropriate.

The health and environmental benefits of walking and cycling will also be included within the Travel Packs and details will be provided of the 'Walk It' website that provides free walking journey planning ([www.walkit.com](http://www.walkit.com)).

#### TP4 Company Website

Details of sustainable travel options for accessing Hulton Park will be included on the golf resort/hotel's websites to ensure all staff, guests and visitors are aware of the travel options. Links to journey planning websites will be included where appropriate.

#### TP5 Staff Travel Notice Board

A staff notice board for travel information will be located within each of the three main buildings of the resort – i.e. the hotel, clubhouse and academy building. This will include details of available travel options, link to journey planning websites and staff will be invited to give feedback to the Travel Plan Co-ordinator.

#### TP6 'Zero Travel' Options and Reducing the Need to Travel

The TPC will explain the benefits of working from home/virtual meetings (conference calls, video conferencing and other technologies), flexible working practices such as compressed working hours or fitting working hours around child care/ public transport timings to reduce car use. The sustainable benefits of using local facilities will also be highlighted. These will also be publicised in the information packs and on the website.

#### Walking / Cycling

#### TP7 On-Site Footways, Footpaths and Cycle Connections

The proposed Hulton Park development will include a comprehensive network of footways, footpaths and cycle routes across the site. These connections will ensure that pedestrians and cyclists can safely and easily access local facilities and the surrounding transport networks.

The principal road networks within the development will include footway provision and a network of footpaths and buggy paths will be provided across the golf course.

#### TP8 Cycle Parking and Changing Facilities

As outlined above, cycle parking and changing facilities will be available at the clubhouse, academy and hotel, encouraging staff and visitors to walk or cycle to the site.

#### TP9 Cycle to Work Scheme

The TPC will encourage the golf resort to participate in the government-approved cycle to work scheme which gives the opportunity for staff to purchase cycles and equipment through a salary-sacrifice loan scheme, offering reduced cycle/equipment costs for staff and offering savings on National Insurance contributions for employers.

#### TP10 Bike User Group



A bicycle user group will be established and run initially by the TPC. The TPC will seek to forge links with local bike shops to arrange discounts on purchase and repairs, if possible, for staff and visitors of the site.

#### TP11 Hulton Trail

The development proposals include the delivery of the Hulton Trail around the southern and western boundaries of the Hulton Park site. The Trail will provide a high quality leisure route around the site including a series of interpretation boards highlighting historical and other locations of interest along the route and including

seating and other recreational facilities. The Trail will also connect into onward pedestrian routes to local railway stations and other nearby areas.

### Public Transport

#### TP12 Shuttle Bus

The TPC will investigate the possibility of offering a shuttle bus service within the site, connecting the various golf and hotel uses. This service could also be extended to staff to connect them to nearby bus stops and/or railway stations, to encourage the use of public transport.

#### TP13 Accessible Bus Stops

As set out in the previous section, the proposed bus strategy will include the use of existing bus services along Manchester Road and Newbrook Road. A contribution will be made towards the upgrading of a total of 6no. bus stops within the vicinity of the site and for the provision of two new bus stops, if required, near Chequerbent.

#### TP14 New Bus Routes

As the full development of the Hulton Park development – including the golf, hotel and residential uses – will take a number of years to complete, there is potential for new bus services to be provided by local bus operators to take advantage of the additional passenger demands at Hulton Park. Any new bus services will be promoted through the Travel Plan by the TPC.



#### TP15 Free Taster Passes and Discounted Tickets

To further encourage the use of public transport, each permanent member of staff will be offered a 'taster pass' which will enable free bus journeys for an introductory period.

Staff will be offered a single one-week pass which will entitle them to unlimited bus travel within Greater Manchester – details will be set out in the Information Packs.

The TPC will liaise with TfGM/local public transport operators to identify the potential for discounted season tickets for bus and rail journeys, for staff of the resort.

### 'Green' Vehicle Use

#### TP16 Car Sharing and Guaranteed Ride Home

The Greater Manchester car share website ([www.carsharegm.com](http://www.carsharegm.com)) and the national website Liftshare ([www.liftshare.com](http://www.liftshare.com)) offer car sharing 'match' services providing opportunities for future staff of Hulton Park to share a car journey with someone else. The benefits of car sharing include cost savings, as vehicle running costs can be shared with passengers, reducing congestion and lowering emissions through fewer cars on the road, as well as the social benefits of sharing a journey.

The TPC will promote car sharing – both informally with staff members within the development and through the formal Liftshare service. Dedicated spaces for car sharers will be allocated within the staff parking areas within the golf resort. Details of the number of spaces and locations will be determined through the discharge of planning conditions and set out within the final Travel Plan.

Any staff who car share and who are not the car driver, will be offered a guaranteed ride home in the event of emergency.

#### TP17 Taxi/Coach Drop-off

Each of the clubhouse, academy and hotel parking areas include provision for taxi/coach drop off close to the entrances to the buildings. These encourage the use of sustainable modes by staff and visitors.

### **TP18 Electric Vehicle Charging**

Electric vehicle charging points will be provided within the golf resort. The final number and location of spaces will be determined through the discharge of planning conditions and the details will be included within the final Travel Plan.

Usage of the spaces will be monitored by the TPC as part of the annual Travel Plan monitoring.

### **TP19 Use of Local Suppliers / Fleet Management**

The TPC will encourage the golf resort to make use of local suppliers, where possible, to reduce overall vehicle mileage.

The TPC will promote cost effective fleet management and good driving practice amongst staff within the golf resort.

### **Summary**

Overall this package of measures has been designed to maximise the awareness of sustainable travel options and to reduce the reliance of residents upon private car use.

The TPC will regularly review the measures implemented to ensure they meet the needs of staff visitors and the objectives of the Travel Plan.

## SECTION 7 Targets And Penalties

### Setting Realistic Targets

Travel Plan targets will be set, against which the success of the Travel Plan can be measured. The targets will relate to the agreed trip generation rates applied to the constituent elements of the proposed development. Thus the initial targets will be as follows:

- The development, when fully occupied, should not generate traffic flows in excess of the target traffic level in the target period.
- The target traffic flows are based upon the traffic flows adopted in the Transport Assessment analysis which equate to 181 and 184 vehicles two-way in the AM and PM period respectively – further details are set out in Section 4 above.
- The target period should exclude the highest three working days in any calendar month.
- Traffic monitoring will commence one year after occupation of the golf/hotel uses.

Modal split targets will also be considered. Initial modal split targets are proposed here for staff trips.

The targets for journeys to work are based upon the current Westhoughton area travel patterns outlined in Section 4 above. This identifies that 69% of work trips to destinations within Westhoughton are made by car drivers and 9% are car passengers. Thus a 'single occupancy vehicle' (SOV) target has been derived by subtracting the car passenger proportion from the car driver proportion i.e. to give 60%. This approach assumes that only one passenger is ever present in a car and therefore the target will be revised following initial monitoring.

The initial target will be to achieve a reduction in the baseline SOV target of up to 5% reduction over the formal monitoring period, with resultant increases in sustainable modes including walking, cycling and public transport.

The initial targets will be reviewed following the completion of the baseline travel surveys to be undertaken at the site. This is described in further detail below. The subsequent monitoring of the Travel Plan after these initial baseline surveys and target setting is also described below.

### What if Targets Are Not Met?

It is expected that the proposed package of measures will deliver significant sustainable travel benefits and will ensure that the Travel Plan targets are achieved. In the event that the trip generation targets are not met then Peel will fund further incentives to encourage reduced travel by car.

It is proposed that, if targets are not met, additional travel planning drop-in sessions will be held for a further three years following the completion of the formal monitoring period, which will extend for a period of six years – i.e. five years after the initial travel surveys. Personalised one-to-one travel planning will also be undertaken with targeted staff, identified from surveys as those with potential to change mode. The additional costs per annum would be £5,000 giving a total of £15,000 funded by the applicant if targets are not met. The use of personalised travel planning and whether this is an appropriate mechanism to encourage the use of sustainable modes will be assessed and discussed with BMBC, TfGM and Highways England. This will consider the best use of the available £15,000 mitigation budget.

## SECTION 8 Management And Monitoring

### Responsibility and Implementation – Delivering the Plan

The applicant will assume overall responsibility for ensuring that the Travel Plan is implemented. The responsibility for the proposed actions, measures and objectives contained in this document will be passed on to the proposed hotel/golf resort operator as required and BMBC will be notified at this time. The implementation of the Travel Plan measures will be delegated to the TPC who will carry out the day-to-day management of the plan and whose role will be key to the success of the plan.

The TPC will liaise with staff, visitors, users of the site and relevant officers at BMBC. BMBC will be notified of the TPC's contact details upon their appointment and BMBC will be informed when building work commences on the site.

The TPC will establish a working group/steering group with key individuals from within the golf resort (management, staff representatives) and key stakeholders from BMBC, TfGM and others to discuss the implementation of the Travel Plan and its ongoing monitoring.

### Timescales for Management and Implementation

The monitoring of the Travel Plan will be based upon staff travel surveys which will be arranged by the TPC. These will be compatible with TRICS standard assessment methods. The initial baseline survey will be conducted as identified above and the TPC will agree the format of the travel questionnaire with BMBC/TfGM prior to the initial survey being conducted. An example travel survey is included at Appendix B.

Additional travel surveys will then be undertaken by the TPC annually thereafter to assess the success of the Travel Plan Measures. A final survey will also be undertaken at the end of the formal monitoring period which will extend for a duration of five years from the date of the initial survey.

Following completion of the travel surveys and analysis of the results, the TPC will be responsible for the preparation of a monitoring report for issue to BMBC. The

report will be issued to the Council within three months of completion of the surveys. The monitoring report will set out a comparison of the site's traffic generation against the agreed target traffic flows and will provide a summary of the travel plan measures that have been implemented.

The following table summarises the proposed monitoring process.

**Table 8.1: Monitoring Information**

Steps to be Taken	
WHAT will be measured	Traffic flows; modal split; journey purpose; and update of travel 'taster tickets' and car sharing
WHEN will monitoring take place	Initial survey 3-months after occupation of the golf resort, then annually for five years.
WHO will carry out the survey	TPC in conjunction with BMBC
FUNDING – how survey/monitoring will be funded	Developer will fund the TPC's input into monitoring & BMBC's Travel Plan Review Fee
REVIEW – Agree how outcomes will be reviewed	Outcomes of survey will be discussed with BMBC and members of the steering group and targets updated where required.

## Marketing

For the Travel Plan to be effective, staff and visitors need to be aware of the aims and objectives of the Travel Plan and of all the measures contained therein. It is vital that alternative travel options are effectively promoted and marketed to staff and visitors of the site, as a lack of information can be a major barrier to the use of more sustainable modes of travel.

The Travel Plan will be communicated using a variety of methods, including:

- Details on the company website;
- Information on the travel noticeboard within the development;
- Information presented within the Staff Travel Packs as outlined above;
- Travel Plan drop-in sessions and personalised travel planning; and
- Additional promotional leaflets/information produced by the TPC as necessary through the lifetime of the Travel Plan.

## SECTION 9 Summary And Conclusions

Hulton Park has been designed to provide tournament-standard golf and hotel facilities flanked by a sustainable residential community.

The applicant is committed to the promotion of sustainable travel and, to this end, endorse the contents of this Golf Resort Travel Plan which will aim to minimise the usage of single occupancy vehicles by staff and visitors of the proposed development site.

The following table summarises the measures that will be implemented as part of the Travel Plan and sets out the timescales for their implementation.

The proposed measures and strategies set out within this Travel Plan will be secured through appropriate planning obligations via a Section 106 legal agreement.

**Table 9.1 Action Plan**

Action	Timescale	Responsibility for Action
Prepare Final Travel Plan	Prior to occupation of golf resort	Developer
Appoint Travel Plan Coordinator (TPC) (TP1)	Prior to occupation of golf resort	Developer
Provide TPC details to BMBC	Following TPC appointment	Developer
Offer personalised travel planning sessions (TP2) and discuss travel choices with staff.	From commencement of employment.	TPC
Issue Travel Information Pack and Guide to permanent members of staff of the site (TP3)	From commencement of employment.	TPC
Set up company website (TP4) and notice board (TP5)	Prior to occupation of golf resort.	TPC/Developer
Promote benefits of 'Zero Travel/Reduced Travel options (TP6)	From occupation of golf resort	TPC
Construct pedestrian/cycle accesses and routes (TP7)	During construction phase.	Developer
Cycle Parking and changing facilities (TP8)	During construction phase.	Developer
Cycle to work scheme (TP9)	From commencement of employment.	TPC
Set up Bicycle User Group (TP10)	Subject to demand.	TPC
Deliver Hulton Trail (TP11)	Timescale to be confirmed.	Developer
Shuttle Bus (TP12)	Subject to demand.	TPC/Developer
Upgrade bus stops near site(s) (TP13)	Prior to occupation of golf resort.	Developer
Develop new bus strategy (TP14)	Reserved Matters applications for later residential phases.	TPC/Developer
Offer bus 'taster' tickets (TP15)	From commencement of employment.	TPC
Negotiate discounted season tickets (TP15)	From occupation.	TPC
Promote car share scheme with Guaranteed Ride Home (TP16)	From commencement of employment.	TPC
Taxi/Coach Drop off facilities (TP17)	During construction phase.	Developer
Install Electric Vehicle Charge Points within golf resort (TP18)	During construction phase.	Developer/TPC
Use of Local Suppliers (TP19)	From occupation.	TPC
Fleet Management (TP19)	From occupation.	
Conduct baseline travel surveys	3-months after occupation of golf resort.	TPC
Conduct subsequent travel surveys	Annually thereafter for 5 years.	TPC
Prepare annual monitoring report and issue to BMBC	Within 3 months of completion of surveys.	TPC
Prepare actions plan setting out future travel plan initiatives/measures	If annual targets are not met. Action Plan set out in monitoring report.	TPC

## **APPENDIX A – Cycle Parking Locations (Extracts from Design & Access Statement)**



Extract of landscape masterplan showing the proposals around the Hotel

### Landscape - The Hotel Surrounds

Design proposals have been developed that provide an appropriate setting, that respects the original design intent, to the Hotel complex whilst carefully integrating the functional requirements of facility of this size.

To the rear (west) of the Hotel two formal terraces have been provided to allow for outdoor eating and spill out space from the restaurant. Allowing users to enjoy the views of the restored lake and Pleasure Grounds to the south. The terrace are separated with ornamental planting and formal hedgerows to accommodate the change in level and integrate them into the Pleasure Grounds.

The front (eastern) elevation of the Hotel is treated simply allowing the building elevation to visually connect with the wider park, as per the original design intent. Planting will be limited to a number of small planters and formal hedges that sit either side of the main entrance steps. Paving around the Hotel will be natural stone with the drive and drop off being surfaced in resin bound gravel to maintain the high quality parkland character.

An important element of the original design is that the principal building should visually read as the primary building on site, with the Stable Block/Conference Centre being secondary and screened by vegetation. This intent is reflected within the current scheme proposals with extensive planting being provided to the south of the Conference Centre, which visually separates it from the wider park, ensuring that the new Hotel is the primary building when viewed from the Park and historic approach.

### Landscape - Car park

Car parking is accommodated on the current Home Farm site and benefits from being well screened from the surrounding park by the extensive woodlands around it. Given the extensive areas of hardstanding at Home Farm only limited tree clearance is required for access roads to the car park. Existing hardstand areas not required for parking and access are proposed to be returned to woodland or woodland glades. The extent of hard surfacing for the car park is further broken up through the use of soft landscaped strips that are to be planted with native trees allowing it to integrate within its woodland context. The car park will be surfaced in resin bound gravel to match that of the primary access drives ensuring continuity with the rest of the parkland.

The Hay Barn and listed Dovecote have both have been incorporated into the scheme layout and will be retained and restored in accordance with best conservation practice. The listed Dovecote will be repaired, restored and given a new and more appropriate setting within a new walled garden. The walled garden proposals consists of new 2.5m high walls containing formal paths, flower beds, espaliered fruit trees and fine lawns. The space will be primarily be used as external breakout space for the Conference Centre. The Hay Barn will be repaired, restored and given a new function by providing shelter to the cycle and motor cycle parking requirements of the scheme.

The existing woodlands around the Hotel, Conference Centre and car park will be retained and enhanced by bringing them into active management.

Further details on the Pleasure Grounds and hotel complex setting can be found in Section 5.11 ('Parkland Restoration').



### Clubhouse integration within the immediate landscape context

As was identified earlier, many of the precedent study clubhouses do not sit within a densely populated landscape area. This approach has been adopted here. Including extensive landscape around the building would be against the principles set within the masterplan and would also eliminate the building's visual relationship to the course. Locally, directly around the building's perimeter there are low level planting proposals, the introduction of the climbers to the northern elevation and the elements of green roof.

The landscape design intent for the Clubhouse is to ensure that it sympathetically integrates into its landscape context in a similar fashion to the original design intent of Hulton Hall. The key principles being:

- A wooded backdrop with a foreground of lawn and meadows to the principle elevation.
- Ancillary building functions and structures (such as parking/buggy stores) should be screened from the wider park and key views.
- Parkland trees should frame views and integrate buildings into the landscape setting.
- Access and circulation should patterns that reflect the historic intent.
- Limited ornamental planting to the primary elevation, allowing the picturesque landscape to 'roll' up front door.

The detailed landscape proposals further integrate the building into its context in the following ways:

- New woodland planting to the north of the Clubhouse along the A6 Manchester Road reinforces Webb's design intent and strengthens the northern boundary.
- A new generation of parkland trees are proposed to replace lost historic specimens and ensure that there will be a succession of mature vegetation. The locations have been informed following a review of the historic survey plans to ensure the original design intent and character set out by Emes and Webb is restored. 41 no parkland trees are proposed adjacent to the Clubhouse to integrate it into the parkland setting.
- The car park layout has been arranged to reflect and respect the surrounding existing woodland belts. The extent of hard surfacing is broken up with landscape strips planted with appropriate parkland trees to filter views and reinforce the wooded backdrop to the Clubhouse.
- Soft landscape elements have been introduced to all the facades of the Clubhouse (evergreen climbers on intricate lattice framing; similar in design to that found on the hotel) to soften the elevations and further break up its mass. A small amount of ornamental planting is proposed to the southern elevation of the Clubhouse to provide an appropriate transition to the rolling parkland and integrate the level change to the terrace.
- The golf buggy store located to the west of the Clubhouse is partially buried into the existing topography and has a wildflower green roof to further minimise its visual impact and allow the landscape to flow up to the Clubhouse.
- Lighting will be limited to low level bollards within the car park and footpaths to minimise the impact on the landscape at night.
- The integration and impact of the Clubhouse on its local setting has been assessed within the HIA, and is visualised in VP08. It is acknowledged that the major change will be the Clubhouse, which will provide a dominant focus of the view, replacing Hulton Cottage. However the essential parkland character of the area will remain with grassland the dominant ground cover, albeit managed as a golf course. The existing clumps and trees will be maintained and replanted in the spirit of Emes/ Webb's design. It concludes that overall the adverse and beneficial impacts of the Clubhouse and golf course in the Northern Meadows will balance each other out resulting in a neutral impact.



Academy building and car park layout

## **APPENDIX B – Example Travel Survey**

**Hulton Park – Example Staff Travel Survey**

As part of the Travel Plan at Hulton Park we are carrying out a survey of staff travel patterns. Please can you help us by answering the following questions?

Q1. What is your home postcode? \_\_\_\_\_

Q2. Please indicate which days of the week you typically work. (Please '✓' all boxes that apply to you).

Monday  Tuesday  Wednesday  Thursday  Friday  Saturday  Sunday

If other please specify: \_\_\_\_\_

Q3. Do you work full time or part time?

Full Time  Part Time

Q4. Do you work daytimes or evenings?

Daytime  Evening

Q5. Which area of the golf resort do you currently work in?

Hotel  Clubhouse  Academy  Maintenance

Q6. Please indicate your main mode of travel to work, placing a '✓' in the relevant box. *Main mode in this case means the mode that covers the longest distance in your journey.*

Car (Alone)  Car Share (Driver)  Car Share (Passenger)  Bus  Train  Walk   
 Cycle  Motorcycle  Taxi  Other

If other please specify: \_\_\_\_\_

Q7. Why do you use this mode of travel? (Please place a '✓' in up to four boxes)

Convenience <input type="checkbox"/>	Cost <input type="checkbox"/>	Satisfy work need/commitments <input type="checkbox"/>
Environmental Reasons <input type="checkbox"/>	Caring/ other commitments <input type="checkbox"/>	Health – Disability Reasons <input type="checkbox"/>
Availability <input type="checkbox"/>	Personal Safety <input type="checkbox"/>	Health – Fitness Reasons <input type="checkbox"/>

Q8. Car Drivers – Would you be interested in car sharing? Q9. Do you use your car during the day for business purposes?

Yes  No  Yes  No

Q10. If you currently drive to work and your car was not available, what would be your second choice of transport? (Please place a '✓' in the relevant box(es)).

Car (Share)  Bus  Train  Walk  Cycle  Motorcycle  Taxi  Other

If other please specify: \_\_\_\_\_

Q11. Would you be interested in receiving more information on any of the following? (Please place a '✓' in the relevant box(es)).

Bicycle User Group <input type="checkbox"/>	Cycle Parking & Changing Facilities <input type="checkbox"/>	Cycle to Work Scheme <input type="checkbox"/>	On Site Shuttle Bus <input type="checkbox"/>
Car Sharing Scheme with Guaranteed Ride Home <input type="checkbox"/>	Electric Vehicle Charging Points <input type="checkbox"/>	Free Public Transport Taster Passes <input type="checkbox"/>	Personalised Travel Planning <input type="checkbox"/>
Travel Information Packs <input type="checkbox"/>	Staff Travel Notice Board <input type="checkbox"/>		

Please provide your contact phone number/email address to allow us to contact you to discuss your personalised travel planning requirements: \_\_\_\_\_

Thank you for taking the time to complete the survey.

Please pass your completed survey to the Travel Plan Co-ordinator (Name) by (Date).