TRANSPORT ASSESSMENT

TRAVEL PLAN

TRANSPORT STATEMENT

ROAD SAFETY AUDIT

HIGHWAY STATEMENT

TRAFFIC SURVEY

PROPOSED INDUSTRIAL DEVELOPMENT,

LAND OFF LOW ROAD, EARLSHEATON, DEWSBURY

12027 / December 2012

HY CONSULTING

PROPOSED INDUSTRIAL DEVELOPMENT,
LAND OFF LOW ROAD, EARLSHEATON, DEWSBURY

TRAVEL PLAN

12027 / December 2012

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EXECUTIVE SUMMARY

HY Consulting has been appointed to prepare a Travel Plan in support of a planning application for a proposed development to expand the operations of the Magma Ceramics site off Low Road in Earlsheaton to the southeast of Dewsbury Town Centre.

The site is in a sustainable location close to frequent bus services, the densely populated areas of Earlsheaton, Chickenley and Dewsbury Town Centre. The proposals will result in the demolition of several existing buildings amounting to 3,811 sqm which have reached the end of their useful life and will not cater for the rapid growth of our client's business. These units will be replaced by up to 6,694 sqm of new industrial buildings and associated research and development and storage space resulting in a net increase in development on site of 2,883 sqm.

A separate Transport Assessment has been prepared to accompany the planning application which considered the traffic impact and transport sustainability provision associated with the proposed development. The Assessment demonstrated that the development proposals were acceptable for planning approval purposes.

Central Government and Local Authorities are placing emphasis on the need to reduce the number and length of motorised journeys and in doing so encourage greater use of alternative means of travel which have less environmental impact than the car. The principle aim of this Travel Plan is to encourage a reduction car usage (particularly single occupancy journeys) and increase the use of public transport, walking and cycling.

The location of the site close to frequent and good quality bus routes and only a short walk from substantial retail and residential areas and Dewsbury Town Centre provides an opportunity to formulate a robust Travel Plan to increase sustainable travel choices and provide a development accessible to all.

1 OBJECTIVES

1.1.1 This Travel Plan has been produced in accordance with both Central and Local Government guidance relating to Travel Plans. The Travel Plan is focused on the occupier of the proposed development. Travel Plan measures will be targeted at each user group, including staff and visitors. The specific measures will help to provide a focused and effective Travel Plan to encourage users to vary, or change, from their reliance on private car travel.

1.1.2 There are a number of objectives, both at national and local level, which the implementation of the Travel Plan is intended to help fulfil. These include:

- To influence travel behaviour of staff and visitors;
- Reduce the number of single-occupancy car trips;
- To reduce the need for unnecessary journeys by employees and visitors;
- Reduction in travel distances;
- To help improve the health of staff and visitors; and
- Accommodating those journeys that need to be made by car.

2 DEVELOPMENT PROPOSALS

2.1 Project Description

2.1.1 The applicant seeks permission for the proposed expansion of the operations of the Magma Ceramics site off Low Road in Earlsheaton to the southeast of Dewsbury Town Centre. Level access for pedestrians and cyclists are as existing linking to the adjacent network.

2.1.2 The proposed development layout can be found in Appendix C. This shows the car parking provision and delivery and servicing arrangements for the proposed use.

2.1.3 Secure (hoops) sheltered cycle parking is also proposed adjacent to the buildings for up to 30 cycles. . The servicing requirements for the proposed development can be adequately catered for.

2.1.4 The company currently employs around 60 full time staff and this is expected to increase to about 165 people on completion of the final phases of the development. As is the case now the location of the site in proximity to densely populated residential areas and the town centre will result in many employees being attracted from the local population so that they will probably walk or cycle to work. However the frequent and varied bus routes which serve the site and Dewsbury town centre will also attract some employees from further afield by public transport.

2.2 Proposed Occupier

2.2.1 The intended occupier of the development is a company called Magma Ceramics who currently use a significant proportion of the site. They presently employ 60 people on site and this is expected to increase to about 165 people on completion of the final phases of the development.

2.2.2 Deliveries are made by 2 to 3 7.5T vehicles per day or light vans. Deliveries by articulated vehicles are more sporadic with a maximum of 5 to 6 articulated delivery vehicle on any one day then none for other days.

3 TRAVEL PLANS

3.1 Introduction to Travel Plans

3.1.1 A Travel Plan (TP) is typically a package of practical measures to encourage staff and visitors to choose an alternative to single-occupancy car-use, and to reduce the need to travel in connection with their work.

3.1.2 The TP should be tailored to a particular site and include a range of measures which will make a positive impact at that site, e.g. setting up a car sharing scheme; providing cycle facilities; restraining car parking or possibly setting up video conferencing facilities to cut business travel. The purpose is to make the more sustainable transport modes safe and practical and therefore attractive to visitors and staff.

3.2 The Benefits of a Travel Plan

3.2.1 The effects of travel choices on our environment, our health and our quality of life are well documented. Sources describe how increases in road traffic have produced unsustainable levels of congestion and pollution. The effects can be felt at a local level through poor air quality, noise and busier roads and at a global level through climate change. Journeys by road are becoming slower and more unreliable causing problems for business and stress to drivers.

3.2.2 It is necessary to look at the way staff and visitors currently travel and consider ways of reducing the impact on the surrounding highway network. This means using more sustainable alternatives such as walking, cycling or bus use in preference to single occupancy car use. The TP should encourage staff and visitors to reconsider how they make regular journeys.

3.2.3 An effective TP can benefit the site, the local community and the overall environment. It can significantly reduce the costs of car park provision and maintenance, by potentially reducing the demand for parking spaces.

3.2.4 Table 1 summarises some of the benefits of implementing a TP at the new development and indicates who will benefit.

Benefit	Occupier	Visitors / Staff	Community/ Environment
Cost Savings	√	√	
Healthier workforce	√	√	
Reduced absenteeism	√		
Improved site access	√	√	√
Reduced Congestion	√	√	√
Reduced accidents	√	√	√
Improved staff morale	√	√	
Time savings	√	√	√
Improved quality of life	√	√	√
Reduced stress	√	√	
Improved local air quality	√		√
Reduced noise			√

Table 1 The Benefits of the Travel Plan

3.2.5 TPs can produce indirect but significant benefits, such as improving the punctuality of employees. Staff and visitors who cycle or walk to / from the development will promote a healthier lifestyle. By having a TP, the occupier will demonstrate a more responsible and caring attitude to staff and visitors and the local community.

3.3 Transport Policy

3.3.1 When considering transport policy compliance for planning applications, the main thrust of local, regional and national policy is that new development should be conveniently accessible by a range of sustainable transport modes, including public transport, cycling and walking. This policy therefore sets out the framework for this Travel Plan and the project's compliance with the policy objectives. Further details of the relevant policy documents are set out below.

National Planning Policy Framework – Promoting Sustainable Transport

3.3.2 The National Planning Policy Framework (NPPF) was published on 27th March 2012. This document superseded a number of national Planning Policy Statements and Guidance Notes (PPS's and PPG's). The national transport policy relating to transport and development that was formerly set out in PPG 13 'Transport' is now replaced by Section 4 of the NPPF.

3.3.3 Paragraph 35 of the NPPF states that "developments should be located and designed where practical to:

- accommodate the efficient delivery of goods and supplies;
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
- incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- consider the needs of people with disabilities by all modes of transport.

3.3.4 Paragraph 36 of the NPPF goes on to say that "a key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan."

Local Transport Plan

3.3.1 The current Local Transport Plan is the third West Yorkshire Local Transport Plan (LTP3) which covers the period 2011 to 2016. The key objectives of the LTP3 include:

- *To improve access to jobs, education and other key services for everyone;*
- *To reduce delays to the movement of people and goods;*
- *To improve safety for all highway users;*
- *To limit transport emissions of air pollutants, greenhouse gases and noise;*
- *To improve the condition of the highway infrastructure.*

3.3.2 The LTP sets out the walking and cycling strategy for West Yorkshire to encourage more people to use these modes of travel to help reduce the dependency on private cars. With regards to cycling provision within development proposals, the WYCS seeks to 'ensure that new development proposals are located and designed to be cycle friendly and adopt guidelines for cycle parking standards. With regards to walking, the LTP seeks to improve the local environment to make walking more attractive by enhancing safety, security and environmental quality.

3.3.3 The LTP also sets out a bus strategy West Yorkshire and seeks to increase patronage for all categories of bus passenger and modal shift towards the bus and away from the car.

Kirklees UDP

3.3.4 Local transport policy is set out in the Kirklees Unitary Development Plan (UDP). Chapter 8: Transport specifically relates to transport and new developments. Relevant policy includes:

- Policy T1 states: *"Priority will be given to:*
  - *Satisfying the needs of all sections of the community through an effectively integrated transport system with emphasis on improving public transport and encouraging a modal shift away from travel by private car;*

- *Co-ordinating land use change with transport provision so as to minimise the need to travel and locating new development where it can best be served by public transport and where it minimises the need for expansion of the highway network."*

- Policies T16 and T17 identify the need to consider public transport, pedestrian and cycling access to new developments.

4 ACCESSIBILITY

4.1 Introduction

4.1.1 The following paragraphs provide a summary of the site's current accessibility in terms of walking, cycling and public transport. A location plan of the site is included at Appendix A.

4.1.2 The applicant is highly committed to providing a development that is accessible to all staff. One of the key elements of the proposals is to reduce the reliance on private car use by delivering a number of both 'hard' and 'soft' initiatives to promote sustainable travel choices. Details of the proposed infra-structure improvements to achieve this objective and secure, safe and the convenient links to the existing network are provided in the following paragraphs.

4.2 Site Location / Local Facilities

4.2.1 The site is currently occupied by Magma Ceramics in a mixture of old and modern buildings, the former now reaching the end of their useful life and will not cater for the rapid growth of our client's business. There are two accesses to the site from Low Road and Preston Street but the latter to the south of the site is used as the main entrance for all traffic.

4.2.2 The site is about 480m south of the A638 Wakefield Road and 950m south east of Dewsbury Ring Road and 1200m south east of the main shopping area in the Town Centre. The site is located adjacent to a high density residential areas to the east called Earlsheaton and Chickenley. There is a range of local shops to the east of the site along Town Street providing easy access to other facilities without the need to travel further afield in a motor vehicle.

4.2.3 A layout of the site is included at Appendix C and a location plan can be found in Appendix A.

4.2.4 Dewsbury provides a wide range of services typical of Urban Town Centres including retail centres (shops, supermarkets and a market), banking and post office facilities, schools and industrial estates. The town centre is located approximately 1200m from the centre of the development site. The site is within the acceptable walking distances as given in "Providing for Journeys on Foot" as published by the IHT.

4.2.5 The site is accessed from the north and south by Low Road and Preston Street respectively although the main vehicle access to the site is from the latter. Footways and street lighting are provided to both sides of Bradford Road. The Council are currently carrying out improvements works on Preston Street to facilitate a new cycle / footpath scheme which crosses the road close to the main entrance to Magma Ceramics. The Dewsbury to Ossett Greenway will provide a convenient walking and cycling route between these two town centres and is due for completion in 2013.

4.2.6 There are bus stops located on Wakefield Road and High Road within 550m of the site and so are not so far away so as not to be used. All these stops have timetable cases and high boarding kerbs.

4.2.7 The roads in the vicinity of the site are subject to a 30 mph speed limit.

4.3 Pedestrians

4.3.1 The National Planning Policy Framework (NPPF) was published on 27th March 2012. This document superseded a number of national Planning Policy Statements and Guidance Notes (PPS's and PPG's). The national transport policy relating to transport and development that was formerly set out in PPG 13 'Transport' is now replaced by Section 4 of the NPPF.

4.3.2 However the guidance within PPG 13 is still useful as a reference and the relevant policies within the Council's UDP still apply.

4.3.3 PPG13 stated that *'walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2km'*. The catchment areas for the preferred maximum walking distances of 2km are shown on the plan at Appendix B. This demonstrates that there is a high density of residential and service centre areas within walking distance of the site.

4.3.4 As such it can be seen that the site is well placed in relation to the public footpath network. This provides staff with the opportunity to access the various local amenities in the surrounding area on foot and similarly the opportunity for potential visitors to make their journey to the site on foot. Furthermore the site is well placed to attract employees who could walk to work from nearby residential areas.

4.3.5 The Council are currently carrying out improvements works on Preston Street to facilitate a new cycle / footpath scheme which crosses the road close to the main entrance to Magma Ceramics. The Dewsbury to Ossett Greenway will provide a convenient walking and cycling route between these two town centres and is due for completion in 2013.

4.3.6 Footways within the vicinity of the site are to a reasonable standard in terms of width, construction and street lighting typical of the urban environment. Other pedestrian routes are along lightly trafficked roads. With the additional on-site pedestrian facilities it is concluded that safe and convenient access to the site is readily available for pedestrians.

4.4 Cycling

4.4.1 With regards to cycling, PPG 13: Transport stated that *"Cycling also has the potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport"*. The plan at Appendix B also shows the 5km cycle catchment area from the site. This plan demonstrates that there are significant levels of residential and service centre areas within this catchment area, providing existing potential for visitors and employees to cycle from their homes to the site.

4.4.2 The Council are currently carrying out improvements works on Preston Street to facilitate a new cycle / footpath scheme which crosses the road close to the main entrance to Magma Ceramics. The Dewsbury to Ossett Greenway will provide a convenient walking and cycling route between these two town centres and is due for completion in 2013.

4.5 Public Transport

4.5.1 There are bus stops located on Wakefield Road and High Road within 550m of the site and so are not so far away so as not to be used. All these stops have timetable cases and high boarding kerbs.

4.5.2 The table below identifies the bus services which use these stops.

Bus Number	Route	Mon – Sat Daytime	Evenings & Sundays
	Wakefield Road Stops		
126 / 7	Dewsbury – Earlsheaton – Ossett – Horbury - Wakefield	10 mins	30 (eves), 20 (Suns)
203	Huddersfield – Mirfield – Dewsbury – Shaw Cross – Tingley – White Rose - Leeds	30 mins	60 mins
253	Wakefield – Flushdyke – Dewsbury – Mirfield – Cleckheaton - Bradford	60 mins	X
254	Wakefield – Dewsbury – Heckmondwike – Cleckheaton – Drighlington - Leeds	60 mins	X
278	Wakefield – Flushdyke – Dewsbury – Mirfield – Brighouse – Elland - Halifax	60 mins	60 mins
	High Road Stops		
126 / 7	Dewsbury – Earlsheaton – Ossett – Horbury - Wakefield	10 mins	30 (eves), 20 (Suns)

Table 2: Bus Services

4.5.3 The bus services mentioned in Table 2 above could be used to access the rail station in Dewsbury Town Centre which is about 1450m from the site and the main bus station which is a similar distance. The buses using the latter travel from far and wide destinations in the West Yorkshire area and beyond. The former is on the Huddersfield Line between Leeds and Huddersfield. It is also located on the main Trans Pennine Rail Line between Newcastle and Liverpool and the Penistone Line to Barnsley and Sheffield.

4.5.4 Leeds City Rail Station lies at the centre of the rail network in West Yorkshire and provides regular links to all the major local conurbations in the area and via the wider network to destinations beyond such as London, Edinburgh, Glasgow, Liverpool and Birmingham.

4.6 Private Car

4.6.1 The nature of the proposed use is such that it is inevitable that some staff and most visitors will make their journey by private car or other larger vehicles due to the size and weight of goods sold.

4.6.2 The site has the capacity to provide for those journeys by private motor vehicles that are necessary and unavoidable. Parking is to be provided in accordance with LPA guidelines to cater for anticipated demands. A total of 110 parking spaces are proposed of which 10 will be reserved for people with mobility difficulties.

5 TRANSPORT IMPACT

5.1 Travel Questionnaire

5.1.1 To provide a focused Travel Plan with effective measures to promote sustainable travel, an understanding of the transport impact of the development and travel characteristics is required. This is achieved by carrying out a survey of staff travel characteristics before the expansion works take place on site. Such a survey has been carried out in order to prepare this Travel Plan. A copy of a sample travel questionnaire is included at Appendix D.

5.2 Traffic Impact

5.2.1 The site is currently occupied by Magma Ceramics in a mixture of old and modern buildings, the former now reaching the end of their useful life and will not cater for the rapid growth of our client's business.

5.2.2 The table below gives the predicted flows from the Transport Assessment resulting from the net increase in floor area of 2,883 sqm / the overall site of 15,018 sqm.

	B2 Industrial Unit		
	Arrive	Depart	Total
AM Peak	10 / 53	2 / 10	12 / 63
PM Peak	2 / 9	8 / 42	10 / 51

Table 4 – Predicted traffic Flows

5.2.3 The predicted flows in table 4 above show that there will be an increase in traffic of 12 and 10 vehicle movements in the AM and PM peak hours respectively resulting from the net increase in development on the site. There would be a total of 63 and 51 vehicle movements to and from the whole site in the AM and PM peak hours respectively.

5.2.4 The existing balance of flows at each end of Middle Road is about equal so if the above additional flows are split in the same manner then the junctions will each experience an increase of 6 and 5 vehicle movements in the respective peak hours with a total volume of 32 and 26 to and from the site in the AM and PM peak hours respectively.

5.2.5 Thus the same level of increase could be expected to occur at the junction of High Road with the A638. Such small changes in traffic flows would not be discernible from the daily fluctuations in flows that could be expected at these junctions.

6 TRAVEL PLAN INITIATIVES

6.1.1 The following paragraphs detail both 'hard' (physical infrastructure improvements) and 'soft' (management measures) initiatives that will be used to reduce reliance on the private car and promote more sustainable travel choices.

6.1.2 The following paragraphs will first detail the physical infra-structure measures that will be implemented in this development proposal. Details of the management 'soft' measures that will be used are then provided.

6.2 Infrastructure Improvements

Proposed Improvements to Increase Pedestrian Usage

6.2.1 The site layout will provide safe and convenient access for pedestrians to link to the footways adjacent to the public highway. Appropriate levels of lighting will be provided along pedestrian routes within the site.

Proposed Improvements to Increase Cycle Usage

6.2.2 Safe and convenient access through the site for cyclists will be provided.

6.2.3 On-site secure cycle parking facilities for up to 30 cycles will be provided within the site for use by staff and visitors of the building in compliance with the Kirklees UDP.

6.3 'Soft' Measures

6.3.1 'Soft' measures are also required to further encourage the use of sustainable transport modes. These generally include the promotion of the travel choices through marketing initiatives such as poster campaigns, personal travel plans, internet sites and accessible information.

6.3.2 Travel information and initiatives will be promoted in staff room areas and within the reception and waiting areas of premises (to inform visitors). This will be achieved by producing posters and leaflets. Details of the sustainable travel options will also be included within employees' starter packs for new staff. This will also include an offer to provide a Personalised Travel Plan (PTP) which presents the sustainable travel options available for an employee, if requested.

Travel Plan Co-ordinator (TPC)

6.3.3 To deliver the 'soft' measures it will be necessary for a Travel Plan Co-ordinator (TPC) to be appointed to implement the measures. This appointment will be made at least 3 months prior to the completion of the first phase of expansion works on the site. Generally, the role of the TPC is to ensure promotional material for sustainable travel is up to date and that they act as the main point of contact for travel and access information. The promotional material will be developed by the TPC in liaison with the Travel Plan Officer of the Council.

6.3.4 The TPC will coordinate all initiatives for the development site in liaison with the Kirklees Council's Travel Plan Officer including monitoring and reporting (via the annual travel surveys). They will also act as the main point of contact for all organisations outside the development site.

6.3.5 A copy of the Travel Plan will be made available on staff notice boards and a letter will be circulated to all staff following the commencement of the plan. This letter will announce the launch of the Travel Plan, location of the notice board and name of the TPC. Details of the Travel Plan will also be included within subsequent recruitment literature and staff induction packs.

6.3.6 The TPC shall then advise staff on how they might travel to the site and offer to provide a Personalised Travel Plan (PTP) which presents the sustainable travel options available for an employee, if requested.

6.3.7 The TPC for the proposed use will promote each form of sustainable travel in the following ways.

Initiatives to Promote Walking

6.3.8 The health, environmental and financial benefits of walking will be promoted to staff, and visitors. This applies particularly to staff who live within the maximum recommended walking distance.

6.3.9 Personal security is perceived as a significant barrier to walking and it is important to address this as far as possible. The TPC will liaise with the local authority on behalf of staff members to relay any concerns about the local footpath network, accessibility and personal safety issues. The TPC will also promote walk buddying. The provision of free personal attack alarms will be considered for staff that are able to walk to and from work.

6.3.10 Information in respect of walking routes to the site will be made available to staff and visitors. This information will be included on maps to be produced and made available through the Travel Plan notice boards and via the internet. Reference to the walking journey planner will also be provided in promotional material (www.walkit.com).

6.3.11 Consideration will be given to setting up a user group for walking, cycling and public transport should there be a demand for it. This would act as a forum to discuss issues related to these matters and develop measures to address them. These will also aid "ownership" of the travel plan by staff.

6.3.12 A guaranteed lift home will be provided for staff who walk to work should an emergency arise.

Measures to Promote and Facilitate Cycling

6.3.13 The TPC will promote cycling to work, particularly for those staff living within a 5km radius of the site. The health, environmental and other benefits of cycling will be promoted by the TPC to staff. Initiatives such as bike buddy service will be promoted and the TPC will liaise with Kirklees Council's cycling officer about such schemes and other area wide initiatives. Consideration shall also be given to the provision of a 'spares and tools' box to assist with on-site repairs if necessary.

6.3.14 Consideration will be given to setting up a user group for walking, cycling and public transport should there be a demand for it. This would act as a forum to discuss issues related to these matters and develop measures to address them. These will also aid "ownership" of the travel plan by staff. Information regarding local bicycle users groups (e.g Kirklees Bicycle User Group – http://www.kirklees.gov.uk/transport/kbug/kbug.asp) will also be provided.

6.3.15 Information on local cycle network routes will be made available to employees and visitors. This information will be included on maps to be produced and made available through the Travel Plan notice boards and via the internet. Details of DfT/KMC cycling promotion and assistance initiatives will also be disseminated via these methods.

6.3.16 The employer will be encouraged to consider the introduction of financial incentives for cycle use (for instance mileage allowance for work use; tax free cycles for cycle to work initiative). Further details of this scheme are provided at http://www.cyclescheme.co.uk/.

6.3.17 A guaranteed lift home will be provided for staff who cycle to work should an emergency arise.

Measures to Promote Public Transport

6.3.18 The TPC will liaise with Metro and local bus operators to provide up to date details of bus services, including route information and service frequencies. The TPC will be responsible for the dissemination of this information and to promote the use of these services. The information will be permanently on display for the information of staff and visitors.

6.3.19 The occupier will join the West Yorkshire Travel Plan Network, which assists with distributing local and national information on sustainable travel. By joining the WYTPN, employees will be offered a 15% discount on annual Metrocards.

6.3.20 The TPC will make arrangements to demonstrate to staff and visitors (if requested) how to access online real-time bus information and Journey Planner on Metro's website and also the "your next bus" service from Metro, by mobile phone. Visitors will also be made aware of all relevant on-line websites administered by public transport operators, and will include the following:

- Journey planner: www.metrojourneyplanner.info/
- Real time bus information: http://wypte.acislive.com/
- Timetables and ticket information: www.wymetro.com

6.3.21 A guaranteed lift home will be provided for staff who use public transport to travel to work should an emergency arise.

Measures to Reduce Car Use

6.3.22 Car sharing is a good means of reducing single-occupancy car use especially for staff. It represents a relatively convenient alternative form of travel and significant potential exist to reduce the total private mileage of employees by implementing and publicising a formal 'scheme'. This can be established by setting up a database for users, available over the internet or within communal staff areas.

6.3.23 Given the potential levels of staff on the site, it is likely that the most effective method of promoting car sharing schemes is via the district wide scheme available to the public. Reference will be made to this via the promotional material with specific reference to operating companies (such as Carshare Kirklees operated by the Council). Consideration towards providing a guarantee for a ride home in emergencies and priority will be given for the allocation of parking spaces for car sharers to encourage take-up (if deemed practical and effective).

6.3.24 Where practicable, deliveries that are within the control of the occupier shall be optimised so as to reduce avoidable movements of heavy goods and service vehicle movements.

7 TARGETS

7.1.1 Targets measure the outcome of what the Travel Plan has achieved. They quantify the difference a Travel Plan has made to travel habits and should be SMART (Specific, Measurable, Achievable, Realistic and Timed).

7.1.2 Whilst a travel to work survey has been carried out at the present site and this can be used as a guide for the setting of targets, it is not considered possible to identify a true base level of travel behaviour until the initial travel surveys have been undertaken within three months of the occupation of the first phase of the expansion works.

7.1.3 The table in Appendix E shows the results of the travel to work survey at the existing site. A total of 40 responses were received which equates to about 67% of the workforce on the present site. The table below summarises the results:

Mode of transport	No of responses	Percentage
Cycle	1	2
Bus	6	15
Car (alone)	20	50
Car (with others)	5	13
Motorcycle	1	2
Walk	7	18
Total	40	100

Table 5: - Summary of Travel to Work Survey at Existing Site

7.1.4 From the above table it can be seen that 63% of respondents travel to work in a car, (of which 13% car share), 2% use a motorcycle and 18%, 2% and 15% walk, cycle or use public transport respectively.

7.1.5 The traffic flow generations given in the table in paragraph 5.2.2 can be used to derive a target based on the maximum number of vehicle movements during peak hours. The multi modal information from the travel to work survey at the existing site can then be used to obtain initial targets for modal split of people movements for the site.

7.1.6 The main objective of this Travel plan is to maintain and improve on the present modal splits and reduce the level of single occupancy car usage for journeys to work by 2.0% per annum over the first five years of occupation. This objective will be reviewed after the initial staff survey has been carried out 3 months after occupation of the first phase of the expansion works on site.

8 RESPONSIBILITY/OWNERSHIP

8.1.1 The applicant will be responsible for implementing the initial infrastructure measures detailed in the paragraph in liaison with the Local Planning and Highways Authority. The applicant will be charged with appointing the TPC whilst the unit is being fitted out.

8.1.2 The Travel Plan will be implemented under the control of the TPC, who will work in conjunction with Kirklees Council's Travel Plan Officer, the local community and other interested parties for the continuing progression of the Travel Plan. The TPC will be appointed at least three months before occupation of the first phase of the expansion works. On appointment, the TPC will provide contact details to Kirklees Council's Travel Plan Officer.

8.1.3 Once the development commences and specific dates for occupation are set, the TPC will inform the Council's Travel Plan Officer and set out preliminary dates for delivery and monitoring of this Travel Plan. The TPC will liaise with the Travel Plan Officer on a regular basis to ensure up to date area wide initiatives are delivered and the monitoring procedure is to the approval of the local authority

8.1.4 The TPC will be provided with an adequate budget to fund the provision of travel information, marketing and promotional activities etc. The TPC will be responsible for the annual monitoring of the Travel Plan, including carrying out travel questionnaires, presenting the results and discussing targets with the local authority and relaying this information to all staff involved. The TPC will agree at the onset with the council how the outcomes will be reviewed.

9 IMPLEMENTATION

9.1.1 The infrastructure provision outlined above will be carried out as part of the construction of the site, being incorporated into the site layout and design. These works will be complete prior to occupation of the unit.

9.1.2 The TPC will have the responsibility of implementing the remainder of the Travel Plan and the Action Plan therein. This individual will be appointed at least three months before the occupation of the first phase of the expansion works so that they can advise and have input in to the recruitment of new staff and any publicity literature / media. The TPC can then inform new and existing staff of the site's aims and objectives regarding the Travel Plan and sustainable travel. It will also provide an opportunity to reinforce the role of the TPC, provide contacts details and raise awareness of the Travel Plan and initiatives amongst the employees. The TPC shall then advise staff on how they might travel to the site and offer to provide a Personalised Travel Plan (PTP) which presents the sustainable travel options available for an employee, if requested.

9.1.3 Within 3 months of occupation of the unit(s), the TPC will carry out an initial staff survey to ascertain travel patterns at the site to then compare to the survey undertaken in the preparation of this report. Results of the surveys will be presented in promotional material to advise on the success (or otherwise) of the Travel Plan. Targets can also be assessed and adjusted as necessary and agreed with the Council's Travel Plan Officer.

9.1.4 In order to be able to determine the potential effect of new staff, personnel will be asked to complete the staff travel questionnaire as part of their induction. In this way, the travel patterns of new staff can be considered in the same light as those for existing staff.

9.1.5 The Travel Plan will be continually marketed through the provision and updating of travel information, leaflets, internet and communication sessions. This will be the responsibility of the TPC.

9.1.6 As part of the marketing and communication campaign, the TPC will consider activities to coincide with national events such as Bike Week, TravelWise Week, National Lift Share Day, In Town without My Car, World Health Day, etc.

9.1.7 Further details and commitment towards future actions will be defined once the management team for the development has been established. A suggested framework for the Actions is however provided in Table 6 and will be monitored and updated as the Travel Plan progresses.

ACTION	DELIVERY PERIOD
Initial Travel Plan	At planning application stage
Infrastructure Provision (cycle, pedestrian, highway improvements)	Post planning permission, prior to first occupation
Appointment of TPC	At least 3 months prior to first occupation
Travel Questionnaire Survey	Within 3 months of occupation (yearly thereafter)
'Soft' Measures / Promotional Material	Prior to first occupation
Monitor and Review	Annually

Table 6: Action Plan Framework

10 MONITORING AND REVIEW

10.1 Monitoring

10.1.1 An objective of this Travel Plan is that there will be an on-going improvement process including periodic monitoring, where necessary. The whole Travel Plan will then be reviewed in consultation with the Council's Travel Plan Officer.

10.1.2 The TPC will form a contact point for communication with the Local Authority. Findings from authority discussions and reviews will be communicated to staff and visitors via notice boards, internet and staff meetings. The TPC will liaise with the Travel Plan Officer to agree the surveys to be undertaken, the monitoring procedure and reporting.

10.1.3 Following the initial staff travel surveys, repeat travel surveys will be undertaken annually. The survey will be based upon the sample questionnaire contained within Appendix D. A written analysis of the results of the survey will be provided to the Local Authority within one month of completion. Use will be made of the i-TRACE travel monitoring software to upload the data and reports. The survey results will be used to identify the targets mentioned in section 7. The results of the monitoring will be fed back to the Travel Plan Officer via an annual report on the anniversary of the site opening.

10.1.4 The TPC will then identify any necessary changes to the Travel Plan, should specific issues be raised or targets not met. This will be done in liaison with the Travel Plan Officer and will identify measures to improve on the targets.

10.1.5 A revised full travel plan shall be submitted after the initial staff survey has been carried out taking in to account the results of the above surveys in setting of targets.

APPENDICES

APPENDIX A
SITE LOCATION PLAN



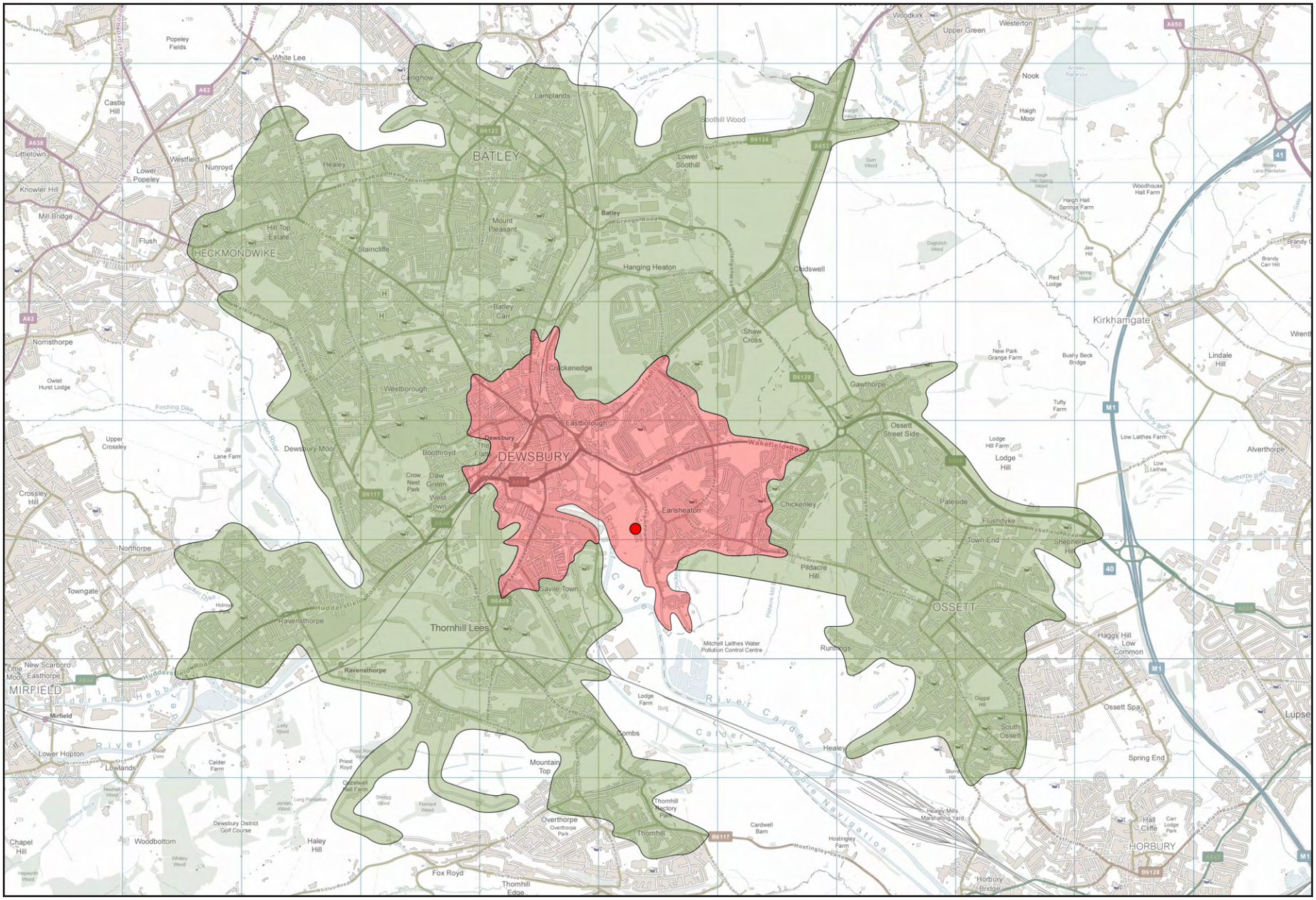
SITE LOCATION

BUS STOP

FIGURE 1

SITE LOCATION PLAN

APPENDIX B
PEDESTRIAN AND CYCLE CATCHMENT PLAN



SITE LOCATION

2KM WALK CATCHMENT

5KM CYCLE CATCHMENT

FIGURE 2

CYCLE / PEDESTRIAN CATCHMENT AREA

APPENDIX C
PROPOSED LAYOUT PLAN



Schedule of Areas

Phase 1	1000sqm (completed under GPDO)
Phase 2	2038sqm
Phase 3	
Building 1	892sqm
Building 2	3764sqm
110 carparking spaces	
Total Area	7694sqm (6694sqm in this application)

North

A1

KLD Architectural Design

2 Grange Avenue ,Fencehouses
tel 07845710601
kld_design@btinternet.com

No.	Description	Date
A	Phase 3 redrawn	23/05/12
B	7.5 tonne truck vehicle tracking added	17/07/12
C	Site redrawn following topo	29/08/12
D	Phase 2 and 3 buildings revised	25/10/12
E	Phase 3 parking revised	21/11/12

Magma Ceramics

Site developement

Low Road
Dewsbury
WF12 8BU

Site Phase 3

Project number	DBS 2012/12
Date	April 2012
Drawn by	Author
Revision	E
Scale	1 : 500

A103

23/11/2012 07:21:42

APPENDIX D
TRAVEL QUESTIONNAIRE

TRAVEL TO WORK SURVEY

Could you please spare a few minutes to complete this survey.

This survey has been carried out to assist with the Travel Plan. The Travel Plan will be designed to promote sustainable travel by providing measures and incentives for staff to use public transport, walk or cycle to work. The results of this survey will help us to establish a focused Travel Plan by understanding current staff travel patterns and needs.

1 *What is your home postcode?* _____ *(optional)*

2 *What are your regular shifts (e.g. 9am - 5pm)?* _____

3 *What shift are you working today?* _____

4 *Do you travel by other modes when working different shifts? If so, which modes do you use?*

_____

5 *On average, how many days a week do you work?*

Everyday	☐	Two days	☐
Four days	☐	One day	☐
Three days	☐	Other	☐

6 *How did you travel to work today?*

Car (alone)	☐
Car (with others)	☐
Bus	☐
Train	☐
Cycle	☐
Motorcycle	☐
Walk	☐

7 *If you travelled by car, what are your main reasons for using a car to get to work/home? (tick up to three boxes)*

Time savings	☐	Personal safety	☐
Cost savings	☐	Health reasons	☐
Car needed during day	☐	Convenience/flexibility	☐
Public transport not available	☐	No alternative	☐
Other uses to/from work	☐		
Other (please specify)	☐	_____	

`

_____

APPENDIX E
TRAVEL TO WORK SURVEY RESULTS
EXISTING SITE

Post Code	What are your regular shifts?	What shift are you working today?	Do you travel by other modes when working different shifts?	On average, how many days a week do you work?						How did you travel to work today?							If you travelled by car, what are your main reasons for using a car to get to work/home? (tick up to three boxes)									
				Everyday	Four days	Three days	Two days	One day	Other	Bus	Car (alone)	Car (w/ others)	Cycle	Motorcycle	Train	Walk	Time Savings	Cost Savings	Car needed during day	Public transport not available	Other uses to/from work	Personal safety	Health reasons	Convenience / flexibility	No alternative	Other
WF13 3PP	07:30 - 16:30	07:30 - 16:30		1						1															
-	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00		1						1															
WF12 8BW	06:00 - 18:00	06:00 - 14:00							1							1									
WF17 8JG	06:00 - 18:00	06:00 - 14:00		1												1									
WF12 8AL	16:00 - 20:00	16:00 - 20:00	Walk every other week	1								1					1			1				1		
BD2 4SA	07:00 - 12:00	07:00 - 12:00		1							1						1							1		
-	07:30 - 16:30	07:30 - 16:30	Walk	1						1																
WF13 2LF	06:00 - 14:00	06:00 - 14:00		1												1									
WF12 8RZ	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00		1							1						1			1		1				
WF12 0AS	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00	Bike	1						1																
-	07:30 - 16:30	07:30 - 16:30		1								1					1									
WF17 9BS	14:00 - 22:00 / 06:00 - 14:00	06:00 - 14:00							1		1						1	1								
WF12 8LY	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00			1											1										
-	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00	Walk	1												1										
WF12 8HS	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00							1							1										
WF1 4TQ	07:30 - 16:30	07:30 - 16:30		1							1						1							1		Distance
-	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00		1								1								1						
WF12 8RZ	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00		1							1						1			1		1				
WF12 8BL	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00		1							1									1		1		1		
-	06:00 - 14:00 / 14:00 - 22:00	14:00 - 22:00		1								1												1		
WF12 8BU	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00							1							1										
WF1 4LW	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00		1						1																
WF14 9BW	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00		1						1																
HX2 8BJ	06:00 - 14:00 / 14:00 - 22:00	06:00 - 14:00		1								1					1							1		Distance
WF5 8QS	08:30 - 17:00	08:30 - 17:00							1		1										1					
WF17 5DA	07:30 - 16:30	07:30 - 16:30		1							1						1	1								
WF13 3QR	07:30 - 16:30	06:00 - 16:30							1				1													
S75 5AF	07:30 - 16:30	07:30 - 16:30							1					1												
HD5 0LE	08:30 - 17:00 / 08:30 - 12:30	08:30 - 17:00		1							1						1				1					
-	08:00 - 17:00	07:00 - 16:00		1							1						1	1						1		
S66 8RF	08:00 - 17:30	08:00 - 17:30		1							1						1							1	1	
S12 4UY	08:00 - 16:30	08:00 - 16:30		1							1								1					1	1	
S11 7JB	07:30 - 18:00	07:30 - 18:00		1							1														1	
S10 3BN	07:30 - 16:00	07:30 - 16:00		1							1								1						1	
WF12 8JL	08:30 - 17:00	08:30 - 17:00		1							1						1		1					1		
S21 1FP	07:00 - 16:00	07:00 - 16:00		1							1															Distance
WF12 8NA	09:30 - 15:00	09:30 - 15:30		1							1						1				1			1		
SK12 2BG	09:00 - 17:00	09:00 - 17:00	Train	1							1													1		
WF12 0EU	09:30 - 17:00	09:30 - 17:00		1							1						1	1						1		
BD2 3HG	08:15 - 16:00	08:15 - 16:00		1							1						1							1		Distance
Total	-	-	-	**32**	**1**	**0**	**0**	**0**	**7**	**6**	**20**	**5**	**1**	**1**	**0**	**7**	**16**	**4**	**1**	**6**	**4**	**3**	**0**	**14**	**4**	**0**
Percentage	-	-	-	**80%**	**3%**	**0%**	**0%**	**0%**	**18%**	**15%**	**50%**	**13%**	**2%**	**2%**	**0%**	**18%**	**31%**	**8%**	**2%**	**12%**	**8%**	**6%**	**0%**	**27%**	**8%**	**0%**