

Student Residential Development, Queensgate, Huddersfield

Travel Plan Strategy February 2014

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1. INTRODUCTION

Background and Context

- 1.1 Travel Plan Services Ltd (TPS) has been appointed by Jaguar Estates Ltd to produce a Travel Plan (TP) for a new student residential development at Queensgate, Huddersfield.
- 1.2 In consultation with the developer of the site, the travel plan has been prepared by Travel Plan Services Ltd (TPS), a specialist travel plan consultancy with extensive experience of developing and implementing student residential travel plans throughout the UK. The content of the travel plan therefore pays due regard to national and local travel planning guidance (section 2), and the experiences of TPS in delivering travel plans at other similar residential developments.

Development Proposals

- 1.3 The proposals include for the redevelopment of a modest scale retail park and fitness centre to provide 67 bed spaces for student residential accommodation and ancillary retail space on the ground floor. Given the small scale of the proposed retail space, the TP will focus on the residential development. There will still be measures to support sustainable travel made available to staff and customers of the retail floor space, such as cycle storage, but the focus on ongoing engagement and support will focus on the primary users of the site, student residents.
- 1.4 Those living at the accommodation are likely to be studying at the University of Huddersfield (UoH), whose main campus is immediately to the east of the development site.
- 1.5 The development will have very limited parking available (a total of 13 spaces for residents to use), which must be considered within the travel plan for the site. Likewise, in addition to daily term time travel patterns the travel plan will consider how student arrivals/departures will be managed at the start/end of term time.

Developers Commitment to Travel Planning

- 1.6 Jaguar Estates recognises that by submitting and implementing a Travel Plan, sustainable travel patterns can be established and maintained, lowering the impact that the development has upon local infrastructure and the environment and will ensure that, where possible, all students make informed journey choices. Therefore, through the submission of this report the developer shows that they will have a commitment to implement the travel plan at this site prior to and throughout the period of occupations.

- 1.7 Travel plans can deliver a wide range of benefits to developers themselves, as well as to residents and the wider community. At the marketing stage a proactive Travel Plan can assist a student residential developer in promoting a site as an accessible and sustainable location to live, with a range of travel options available to prospective students.
- 1.8 The promotion of sustainable travel options from an early stage provides a cost effective mechanism by which developers can minimise the level of car based trips generated by a development, which in turn reduces the impact a development has on local traffic levels, air quality and road safety.
- 1.9 The individual benefits to be derived through the use of sustainable travel options include financial, health, fitness and avoidance of congestion delays (through greater use of active modes of travel).
- 1.10 The development is therefore fully committed to the process of delivering this Travel Plan in taking forward this scheme. Furthermore, by submitting this Travel Plan the developer will be committed to continuing the strategic implementation of the measures contained within this document, monitoring the progress of the plan, amending it where necessary, and providing the necessary resources for proper implementation of the plan.

The Travel Plan Vision

- 1.11 The vision for this travel plan is:

“To make the development a place where students can make a fully informed travel choice when undertaking regular and one off journeys, and in doing so minimise use of the private car and the subsequent impact upon the local and global environments.”

Travel Plan Aims and Objectives

- 1.12 To achieve this vision, the aims of this document are to:
- Maximise the attractiveness of the development to potential students by highlighting the accessibility of the site by a range of travel options; and
 - Minimise the effect the development has upon the environment and local highway network by promoting the use of these sustainable travel options above less sustainable modes.

- 1.13 As a result, the objectives of this travel plan document are to:
- Confirm the range of travel options available to the site;
 - Maximise the use of sustainable travel modes amongst students through effective promotion and engagement; and
 - Use the suitable monitoring and reporting mechanisms to assess the impact of sustainable travel measures.

Report Format

- 1.14 The TP will firstly explore the specific nature of the transport infrastructure surrounding the development that will be available to students when both travelling to the University and within the local area for leisure and retail purposes.
- 1.15 Effective TPs are those that contain a range of specific measures, targeted at the demographic of a site and backed up by a communications strategy that ensures people are made aware of the range of opportunities available to them. As a result, this report will go on to discuss the way in which travel by each mode of transport will be supported and encouraged through promotion of existing opportunities relevant to the student residents at the site.

2. TRAVEL PLAN CONTEXT

What is a Travel Plan?

- 2.1 A travel plan is a general term for a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner travel choices and reducing reliance upon the car. It involves the development of a set of mechanisms, initiatives, and targets that together can enable individuals on a site such as this to reduce the impact their travel has upon the local environment.
- 2.2 Travel planning at any site is a dynamic process that will grow and develop with time and in accordance with the changing circumstances and the environment in which it works. It is not a one-off event to be undertaken and completed, nor is it a document to be produced and put on a shelf.

National Policy

Government White Paper: Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen (DfT, 2011)

- 2.3 The government has recognised the need for a change in transport policy. In its *Integrated Transport White Paper*, a wide range of measures to deal with congestion and pollution are set out. The White Paper highlights the need for action at both a nationwide level, as well as the local context.
- 2.4 On sustainability, the White Paper identifies the wider impacts of road traffic pollution stating:
“Climate change is one of the greatest environmental threats facing the world today”.
- 2.5 Further to this White Paper, the Government has also committed to the reduction in greenhouse gas emission through the *2008 Climate Change Act*. The UK therefore has legally binding targets to reduce greenhouse gas emissions to 50% below 1990 levels by 2020 and to 80% by 2050.
- 2.6 The White Paper identifies the costs of transport upon society, in particular, the issues surrounding delay, pollution, health problems, and accidents, which are all caused by local congestion. As a result, it is stated that access to sustainable travel modes and improving accessibility can:
“Make a significant contribution to public health and quality of life”.

National Planning Policy Framework (NPPF) (DCLG, 2012)

2.7 The NPPF aims to encourage sustainable development through the planning system, with a presumption in favour of sustainable planning development. Positive improvements should include the following five key aims:

- Making it easier for jobs to be created in cities, towns and villages;
- Moving from a net loss of bio-diversity to achieving net gains for nature;
- Replacing poor design with better design;
- Improving the conditions in which people live, work, travel and take leisure; and
- Widening the choice of high quality homes.

2.8 The NPPF sets out the need a Travel Plan for all developments that generate a significant amount of movement. The NPPF is supported in its aims by both the *Guidance on Transport Assessment*, and *Good Practice Guidelines: Delivering Travel Plans through the Planning Process* which are the best practice guides for the production of reports required through the planning system.

2.9 The NPPF defines a travel plan as:

“A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed”

Guidance on Transport Assessment (DfT & DCLG, 2007)

2.10 The *Guidance on Transport Assessment* states that any residential scheme with more than 80 dwelling units will require a full travel plan.

2.11 According to the *Guidance on Transport Assessment*, the travel plan should be used to promote ‘Smarter Choices’ to influence the behaviour of residents, and reducing the need to travel where possible.

Good Practice Guidelines: Delivering Travel Plans through the Planning Process (DfT & DCLG, 2009)

2.12 This document is currently part of a government review of guidance and policy. However, for the moment it is considered that this report still forms the best guidance available on a national level.

2.13 This wide ranging document includes states that a full travel plan should include:

- Clear outcomes;
- Relevant targets and measures;
- Monitoring programmes; and

- Travel plan management structures.

2.14 It also states that:

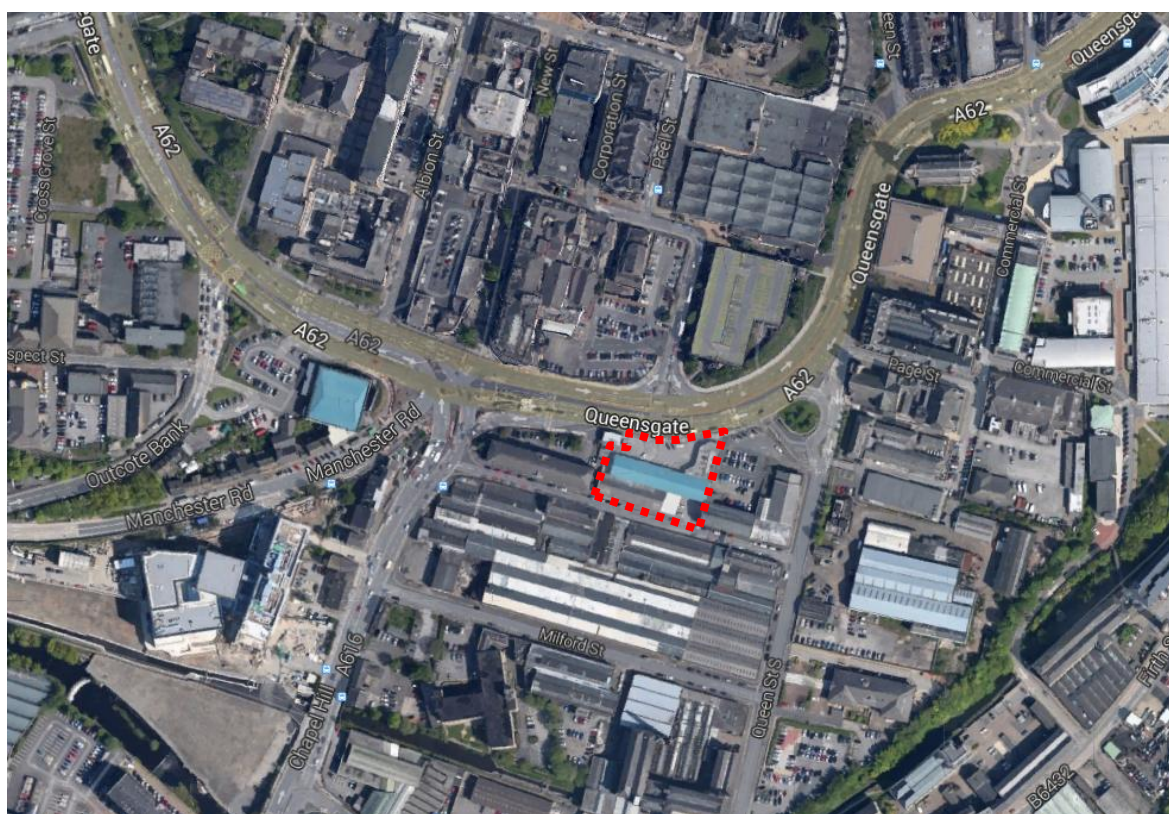
“Successful travel plans require all stakeholders to work in different ways and in partnership. The highway/transport and planning authorities will need to work together and involve other external stakeholders, such as the local transport operators, as well as the developers.”

3. QUEENSGATE STUDENT RESIDENTIAL DEVELOPMENT

Site Location

- 3.1 The Queensgate development is located on the edge of Huddersfield Town Centre within walking distance of the town centre shops, railway station and in immediate proximity to the main Huddersfield University campus.
- 3.2 The site is bounded to the north by the A62 (Queensgate), to the south by Chapel Street, to the east by exiting commercial development including a surface car park and to the west by Huddersfield County Court. A full site location plan, including local transport infrastructure, is included within **Appendix A**. The site location is illustrated in Fig. 3.1 below: -

Fig. 3.1 – Site Location



Site Access

- 3.3 Vehicular access to the site from Queensgate (A62) will continue to be taken from the same place as the existing car park entry and exit points, adjacent to the signal controlled junction of the A62 and Alfred Street. On exiting the site onto the A62, the dual carriageway nature of the highway is such that all traffic turn to the left; and benefit from being immediately after the signal controlled junction.

- 3.4 As will be outlined in the next part of this section of the TS there will be a significant reduction in the parking provision taken from Queensgate and it will be used solely for servicing and deliveries to the retail units and visitor/disabled parking for the residential units.
- 3.5 Each of the shared town houses has a parking space on the ground floor which are accessed from Chapel Street.

Proposed Use of the Site

- 3.6 As previously alluded to the proposals consist primarily of student residential accommodation with some ancillary commercial (retail) space provided on the ground floor. The proposals (as illustrated in **Appendix B**) consist of two separate buildings; an apartment block with 15 x 1 bed studio apartments on the first floor with retail space below and a row of 13 shared town houses (intended for shared use by students) each with 4 bedrooms and shared communal facilities.
- 3.7 In total therefore the site will accommodate some 67 bed spaces for student residential accommodation.
- 3.8 Whilst the primary use of the site is residential, there is a small amount of commercial (retail) space provided on the ground floor of the apartment block, fronting onto Queensgate. The total floorspace of the proposed retail space is approximately 280 sq m; less than 1/5th of the size of the previous use.

Car and Cycle Parking

- 3.9 Car parking at the development will be provided on a limited basis to encourage sustainable travel and due to the location and fact that student residential development typically generates minimal demand for car parking.
- 3.10 There will be a total of 26 parking spaces at the development; one on the ground floor of each town house and 13 spaces (including disabled spaces) in the forecourt area. The latter will be reserved for use by the commercial units for servicing and deliveries and other ancillary business needs (visitors excluding customers). The studio apartments will have no parking provision on site.
- 3.11 The parking provision for the retail space is in accordance with Kirklees Council parking standards whilst there are currently no parking standards specifically in relation to town centre student residential developments.

- 3.12 Cycle storage is accommodated within the design of the development through the provision of a storage area within each of the town house units and also a sheltered storage facility for residents of the apartment block in the courtyard area. This is illustrated in **Appendix B**.

On Street Parking

- 3.13 Given the limited parking provision on site it is important to assess the local highway network and the parking restrictions that are in place there.
- 3.14 The A62 (Queensgate) forms part of the Ring Road and as such has an Urban Clearway classification preventing parking at any time. Parking on Chapel Street is subject to charge, with 56 spaces provided. The cost to park here is (currently) £2.50 for up to 5 hours and £4.00 all day (Sunday is £1.00 all day). Clearly the charges will ensure residents not provided with a parking space will not park on street and will instead reside on a car free basis.
- 3.15 Chapel Hill to the south west of the site is subject to double yellow line parking restrictions and there is a mixture of single and double yellow line restrictions on Queen Street to the east (as well as a limited amount of pay and display parking).
- 3.16 The on street parking restrictions will ensure regular resident based parking demand does not spill out into the surrounding highway network but also provides a useful facility for one off parking demands such as arrivals weekend when students bring with them more personal belongings and are typically brought by parents or other family members. The means by which this one off demand will be managed are discussed within the Travel Plan Strategy.

Active Travel Options

- 3.17 In order to assess the extent to which residents will be able to make informed travel choices it is important to understand the range of options available to travel by sustainable modes of transport. Given the location of the development close to the town centre, the bus and train stations and critically the main university campus, the majority of students are likely to walk to access key services and facilities.

Pedestrian Routes

- 3.18 Thanks to the urban setting of the development site, there are a number of pedestrian routes within the local area, and all local highways are provided with well maintained and lit footways. Pedestrians benefit from a signal controlled crossing immediately outside the site boundary for

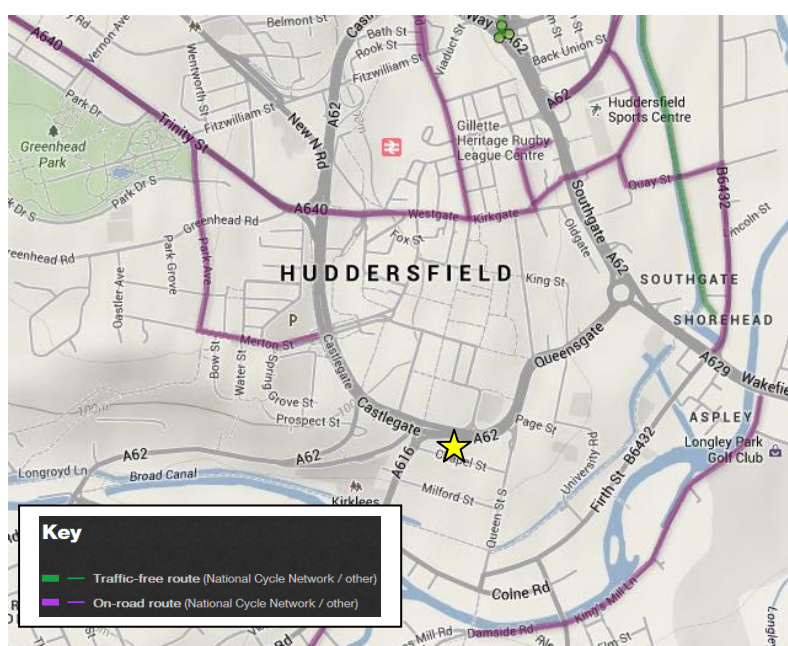
access across Queensgate and onward to the town centre and it is a short walk (less than 3 minutes) to the main university campus.

- 3.19 Given the central location of the site there are opportunities to access most facilities and services on foot and it is likely that this will be the primary and dominant mode of travel for every day trips in the local area.

Cycle Routes

- 3.20 Given that close proximity of the development to both the main university campus and the town centre, it is unlikely that cycling will be as popular as walking trips for key regular journeys. As previously outlined cycle storage has been provided on site to accommodate demand which may be linked to recreational trips in the local area. With this in mind Figure 3.2 illustrates the local cycle routes available to residents.

Figure 3.2 – Local Cycle Map



Source: www.sustrans.org.uk Site Location: ★

Public Transport

- 3.21 Given the town centre location of the site there are extensive opportunities to travel by public transport for trips to local, regional and indeed national destinations. Given the close proximity to the town centre and the main university campus it is anticipated that most trips will be undertaken on foot but the one off trips (from family home locations to Huddersfield) or trips to other regional centres are likely to take place on public transport given the limited parking on site and the demographics of the residents themselves.

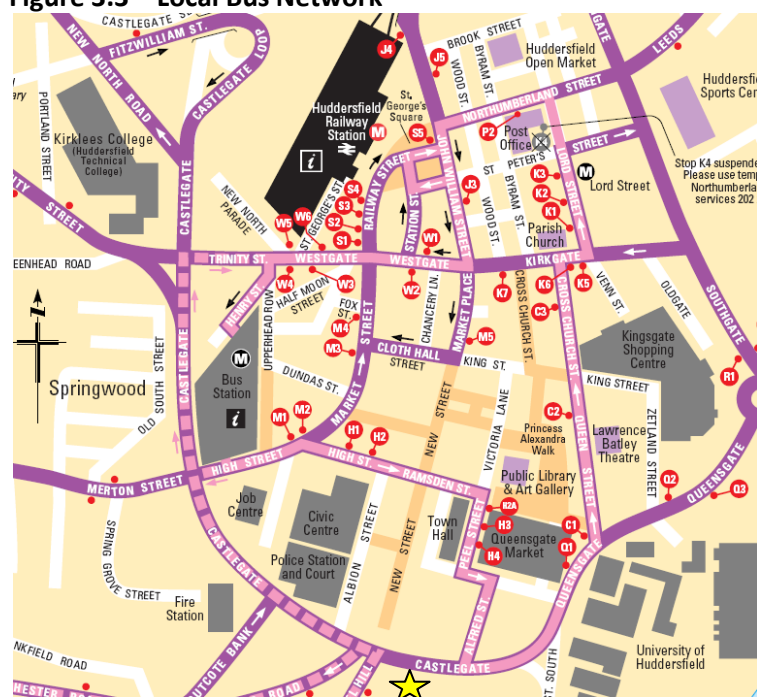
3.22 The site is however fully accessible by public transport as is illustrated in the following section and as outlined within the Travel Plan for the development, the opportunities to access the development by public transport will be promoted to resident students prior to them arriving at the beginning of the academic year.

Bus Services

3.23 The closest bus stop to the development site are located on Chapel Hill to the west of the site, just 50 metres from the site which has a shelter, timetable information, seating and is fully DDA compliant. This stop however provides access to services heading away from the centre of the town and as such is not likely to be of use to students for regular trips.

3.24 Critically the main bus station is located just 500 metres from the site providing access to the full bus network in the Huddersfield area. **Figure 3.3** illustrates the comprehensive local network of bus services. The bus stops are also shown on the site location plan in **Appendix A**.

Figure 3.3 – Local Bus Network



Source: www.wymetro.com Site Location: ★

3.25 Further information on the range of services that are available from Huddersfield Bus Station can be found in **Appendix C** and there is a review of facilities at the station available at <https://www.wymetro.com/BusTravel/BusStationsAndStops/Hud>.

Rail Services

- 3.26 The nearest railway station is Huddersfield Rail Station, 850 metres from the development site which has regular connections to a wide range of local, regional and national destinations. The station is one of the principle regional stations and benefits from a 24 hour taxi rank and staffing presence, cycle storage, CCTV coverage and the full range of facilities associated with a station of this scale.
- 3.27 There are regular connections to a wide range of destinations including Manchester (inc. airport), Newcastle, Sheffield, Hull, Leeds, Liverpool and York.
- 3.28 Whilst students are likely to walk for more day to day trips, the extensive public transport network servicing the site ensures that staff and customers for the retail units will have the opportunity to access the development by sustainable modes of transport. Furthermore students are likely to make use of the excellent train links for occasional trips to the family home during and at the end of semesters.

Summary of Accessibility

- 3.29 The Queensgate development is located in an area with an extensive public transport network. Furthermore being close to the University campus, town centre and train station will limit the need for and therein demand for car trips. This coupled with the fact that the development is intended for students who typically travel by active modes of travel, means that the demand for car parking is likely to be very low with any vehicle trips associated with the development being to service the development and for deliveries to the commercial floor space on the ground floor of the apartment building.
- 3.30 The travel plan will therefore focus on the means by which the existing opportunities can be promoted to residents and will address specific journey needs they have.

4. TRAVEL PLAN MEASURES

Introduction

- 4.1 Given the location of the development and the strong sustainable links it has to both the University Campus and the Town Centre it is expected that a high proportion of trips will naturally be made by sustainable travel modes. This is reinforced by there being very limited parking available onsite, which will actively discourage students from bringing a car with them to the University (unless they find alternative parking arrangements within the town, which is unlikely due to both restrictions and cost).
- 4.2 The travel plan measures proposed below will therefore reflect this, and will be focused upon supporting students in their use of sustainable travel modes as appose to targeting a reduction in car use. There will be a particular focus upon the need to educate students about not only the travel options available, but also the location of key local services and facilities. When moving to a new town to study many will not be familiar with their surroundings and it is important to try and provide a spatial awareness, which in itself can maximise use of active travel modes (i.e. walking and cycling).

Travel Plan Management

- 4.3 The developers recognise that one key to the success of a travel plan is to appoint somebody who is responsible for its delivery and management (known as the Travel Plan Coordinator). This is not a full time role, and in this instance will be delivered by the building manager as part of their wider role to manage the facility.
- 4.4 At this stage the name of the building manager is not yet known, however once they are appointed they will make themselves known to both the Travel Plan Officer at Kirklees Council and the UoH Travel Plan Coordinator. On an ongoing basis the Travel Plan Coordinator (TPC) will be responsible for engaging with these two key stakeholders.
- 4.5 The role of TPC will be maintained throughout the period for which the development is operational.

Travel Plan Marketing and Information Provision

- 4.6 The principle task of the TPC will be to ensure that the available travel options are effectively promoted to all residents at the development. In the context of a student residential development it is important to ensure that this process commences prior to occupation, at the point at which a student is awarded a place at the site. At this stage it is important to make clear the sustainable location of the site, the strong access links it has to key local destinations and subsequently the lack of a need to consider bringing a car to the site.
- 4.7 If this can be achieved then sustainable travel patterns will be established from the outset, meeting both the objectives of this TP and contributing to the objectives of the UoH travel plan.
- 4.8 Providing students with travel information prior to first arrival also provides an opportunity to influence the way people travel to the site on arrivals weekend. As well as maximising the number of trips made by sustainable travel modes when undertaking this journey, this can also assist with traffic management by informing students (and their parents) of the drop off and parking options available.

Marketing Strategy 1: Initial travel information provided prior to arrival

- 4.9 Prior to arriving at the site for the first time, residents will be provided with a travel guide informing them of the travel options available, both in terms of their initial trip to Huddersfield, and subsequent travel around the local area.
- 4.10 This information will be issued with the confirmation of a room at the development, ensuring that the resident has enough time to plan their first journey to the site, and is aware of their travel options around Huddersfield upon moving in. It will also inform them that there is minimal car parking available at the site, and that car usage by students is discouraged given the proximity of UoH facilities and the town centre.
- 4.11 The guide will also include information on a range of local travel information websites including, but not limited to, the following: -
- West Yorkshire Metro – www.wymetro.com
 - Northern Rail – www.northernrail.org
 - Trans Pennine Express – www.tpexpress.co.uk
 - National Rail enquiries – www.nationalrail.co.uk
 - Go cycling – www.wygocycling.com

4.12 Within the guide a map will be provided which outlines the location of the site in relation to local facilities, transport interchange points and the UoH campus.

4.13 An example travel guide for a different site can be seen in **Appendix D**.

Marketing Strategy 2: Onsite support and information

4.14 Further to the guide, staff members at the site will be able to assist residents with enquiries about local transport facilities, and will have a small amount of hard copy travel information that can be distributed. The onsite staff will also be given the responsibility of displaying information about travel plan related events being run onsite, or by the UoH.

4.15 This hard copy information will include (where possible):

- Hard copy bus timetables for local services;
- Local cycle maps;
- General advice on walking, cycling and catching public transport in the local area;
- Contact details for the TPC; and
- Details of internet addresses for public transport timetables and maps for download, journey planning tools, transport direct.

Marketing Strategy 3: Coordinate with wider UoH Travel Marketing

4.16 In order to ensure that a consistent message is provided to students about the benefits of sustainable travel, and that they are aware of any marketing events being held by the UoH, the TPC and site management will reinforce messages that are being delivered to the students elsewhere. This could include adopting activities that are being held centrally by the University such as bike week or walking campaigns, or those organised by the local authority.

4.17 The TPC should therefore engage with the UoH Travel Plan Coordinator to ensure that they can be kept informed of any measures which it would be beneficial to promote.

Marketing Strategy 4: Use of social media and email

4.18 The way that individuals access information is changing, with the internet and electronic media now offering the primary means of accessing travel information and tools for most people. Websites provide an ideal source of up to date information, and direct links to external information and tools, such as journey planning websites, car share schemes, timetables and maps.

- 4.19 A common means of providing people with up to date news and information is to make use of social media and email. All residents will be encouraged to sign up to a sustainable email group upon first occupation and a twitter feed will be established where the latest news, offers and information will be promoted to students.

Walking Specific Measures

- 4.20 Walking contributes towards maintaining fitness levels and research indicates that 30 minutes brisk walking per day could halve the risk of heart disease. It is also the most sustainable form of transport as it is 'zero carbon', and does not use any capacity on public transport. As a result, the TPC will promote walking wherever possible through the TP as a primary mode of travel for all local journey purposes.

Walking Strategy 1: Promote and encourage walking through the distribution or displaying of promotional material which outlines its benefits

- 4.21 Walking will be marketed through the communication channels outlined earlier. In particular this marketing material should include:
- Promotion of benefits in terms of health, finances, social interaction etc;
 - Raising spatial awareness, to ensure students are aware of the distance/time of local journeys on foot;
 - Raising awareness of local destinations such as shops, health care, leisure and (of course) education.
 - Promotion of the most appropriate local walking routes.

Cycling Specific Measures

- 4.22 Cycling also has many benefits in terms of health, fitness, mental well-being and reliability. In periods of traffic congestion and over short distances cycling offers competitive journey times with motorised transport, and also has a low impact upon highway capacity and the environment. With a good network of low vehicle speed roads and dedicated cycle paths in the area, cycling should be an attractive mode of travel for residents at this site.

Cycle Strategy 1: Promote and encourage cycling by distributing or displaying promotional material which outlines its benefits

- 4.23 Cycling and its various benefits will be marketed through the communication channels outlined earlier. In particular the marketing should include:
- The benefits of cycling (health, financial, environmental etc);
 - Copies of the local cycle map and details of online maps;
 - Location of cycle facilities across the University campus, including parking, showers, lockers and changing facilities;
 - Promotion of onsite cycle parking facilities. It is vital to ensure this is achieved prior to first arrival so that students are aware of the opportunity to bring their own bike.

Cycle Strategy 2: Provision of cycle storage

- 4.24 As previously outlined the development benefits from secure cycle storage being provided within each of the town houses and also in the courtyard car park area for those residing in the apartment blocks.

Cycle Strategy 3: Promotion of Cycle Training and Support

- 4.25 The West Yorkshire Go Cycling campaign offers a wide range of support and training opportunities for those wanting to cycle. With group training sessions, 1-2-1 cycle training and organised rides available, the campaign will be promoted to residents. More information is available at www.wygo cycling.com.

Public Transport Specific Measures

- 4.26 Given the town centre location of the development and the active travel options which exist to key local destinations (including the main university campus) it is likely that only a small percentage of trips will be undertaken by public transport. In fact, it is likely that public transport will become a more practical option when students are undertaking trips home during or after each semester.
- 4.27 The majority of public transport journeys are therefore likely to be one off and the benefit of discounted period ticketing options is reduced.
- 4.28 That being said, it is important to ensure that all students are aware of the public transport options which are available between the site and other key locations.

Public Transport Strategy 1: Public Transport will be marketed as a sustainable and practical mode of transport by distributing or displaying promotional material which outlines its benefits

- 4.29 Travel by public transport will therefore be marketed through the communication channels identified earlier, and in particular will include the following:
- Access to relevant bus timetables and maps in electronic and hard copy;
 - Details of the various website resources, especially the Transport Direct and West Yorkshire Metro websites;
 - Details of the different ticket options available in the area;
 - Details on the location of nearby public transport infrastructure (including bus stops and Huddersfield train station);
 - Details of bus services which operate between and key local destinations (including University campuses).

Public Transport Strategy 2: Identify and promote ticketing options

- 4.30 The TPC will be responsible for identifying and promoting ticket options which reduce the cost of public transport journeys. Ticket options which should be explored/promoted as a minimum include:
- Student discounts on local bus fares;
 - Student rail card discounts;
 - Plus Bus tickets (for those travelling by train and bus).

Reducing the impact of vehicular trips

- 4.31 It has already been noted that with a lack of parking provision students are not expected to bring their car to the Queensgate development.
- 4.32 Vehicular journeys are therefore likely to have their largest impact when students are dropped off and picked up at the start and end of the academic year

Car Strategy 1: Manage drop-off days.

- 4.33 The first arrival at student halls of residence may involve bringing a number of belongings to set up home for the year at the site, and can also be an important time for families. Therefore it is likely that some of the residents will travel to the site by car to enable them to carry their luggage efficiently.
- 4.34 The TPC will work with the site management team to encourage a staggered arrival weekend for new students residents and will make students aware of the existing parking provision (albeit pay and display) on Chapel Street. For the weekend of arrivals and departures the car parking area accessed from Queensgate will be made available to residents for short stay drop off/unloading to prevent any issues on the A62.
- 4.35 Information about this will be developed in conjunction with Kirklees Council and promoted to students (and their parents) well in advance. The TPC will also be on site to ensure parking is managed effectively.

Car Strategy 2: Promote car sharing

- 4.36 Whilst the impact may be limited, car sharing should be promoted as an option both to students who are travelling to Chronicle House.
- 4.37 Liftshare.com is a national car share scheme which can be used free of charge to identify potential car share partners. The user simply enters their journey start and end point, time of travel and any other specific requirements, before the system does the rest. Furthermore there is a branded West Yorkshire scheme (www.wycarshare.com) that residents can use free of charge for local trips.
- 4.38 The system should be promoted to students at the Queensgate development as a sustainable alternative to single occupancy car journeys.

5. TRAVEL PLAN TARGETS AND MONITORING

Introduction

5.1 When delivering a travel plan it is important to monitor its progress and success. One easy way of understanding the impact of the TP at a site such as this is to consider the trips being made from the site and the residents' attitude to travel and the facilities available. For this reason a monitoring strategy has been set out below which details how the success of the travel plan will be recorded and reported to the local authority.

Travel Plan Targets

5.2 Targets are essential to ensure everyone involved in the travel plan process knows what needs to be done and to enable progress to be assessed. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:

- **Specific;**
- **Measurable;**
- **Achievable;**
- **Realistic;**
- **Time-bound**

Action-type Targets

5.3 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved.

5.4 The action-type targets specific for this travel plan can be found in section 4, where each of the proposed actions have been identified.

Aim-type Targets

5.5 Aim-type targets are quantifiable targets against which the effectiveness of the travel plan in achieving its stated aims and objectives can be measured. In order to set aim-type targets it is first necessary to have a 'base point' modal split against which progress can be assessed. It is proposed that this base point data is collected through an initial travel survey at the start of each academic year, due to the rotation in residents. Working from this data it will then be possible to set SMART targets for the development moving forward in conjunction with Kirklees Council.

- 5.6 As the development is car free, it is expected that use of private motor vehicles will be extremely minimal. If it transpires following the first survey that no students have brought a car to site with them, and that use of sustainable travel modes for daily journeys is above 90%, the need for annual surveys will cease.

Travel Plan Monitoring

Monitoring and Review Strategy 1: Baseline travel survey

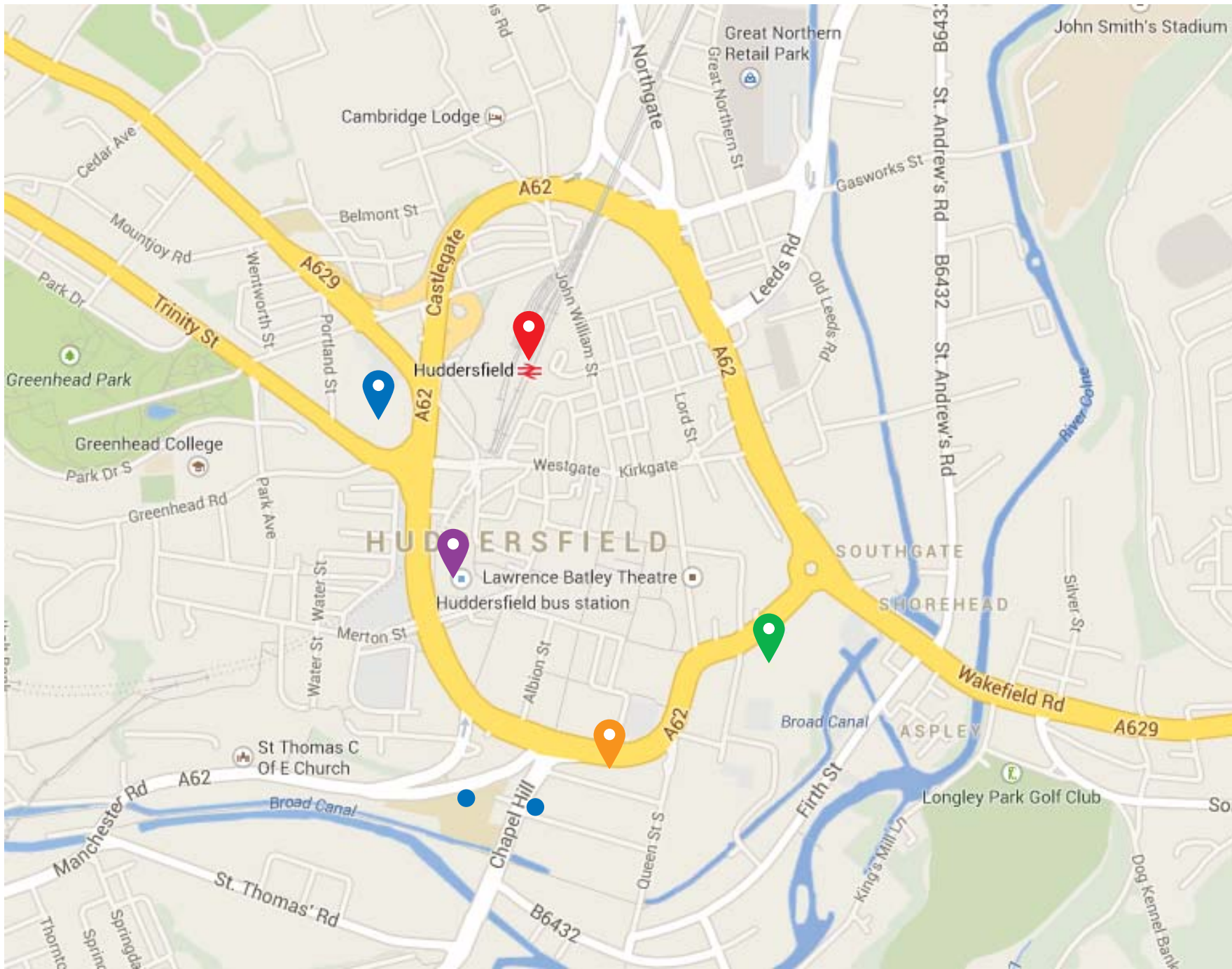
- 5.7 It is proposed that at the start of the first semester, when the accommodation is first brought into use, the building manager undertakes a travel survey. This survey will identify how students travel on a daily basis and whether they brought a car with them to University. If less than 90% of daily trips are being made by sustainable travel choices targets will be set to increase that percentage to more than 90% throughout the course of the academic year.
- 5.8 If however, as noted above, more than 90% of daily trips are being made by sustainable travel modes the need to undertake any further surveys will cease.
- 5.9 The results of this survey will be shared with Kirklees council, as will the need to undertake further travel surveys.







Monitoring and Review Strategy 2: An annual follow up survey

- 5.10 If the baseline survey indicated that less than 90% of daily trips are being made by sustainable travel modes there will be a need to undertake a follow up survey at the end of the academic year. The building manager will therefore conduct a repeat travel survey to identify the daily travel choices of students, and whether any now have a car with them at University.
- 5.11 The results of this survey will be shared with Kirklees council, as will the need to undertake further travel surveys.

Appendix A

Site Location and Local Accessibility Map



-  Site Location
-  Huddersfield Train Station
-  Kirklees College
-  Main University of Huddersfield Campus
-  Bus Station
-  Local Bus Stops

Client:
Jaguar Estates Ltd

Project Title:
Queensgate, Huddersfield

Drawing Title:
Site Location Plan

Scale	Date
N/A	28/02/2014

Drawing No:
620_20140228_Site Location Plan

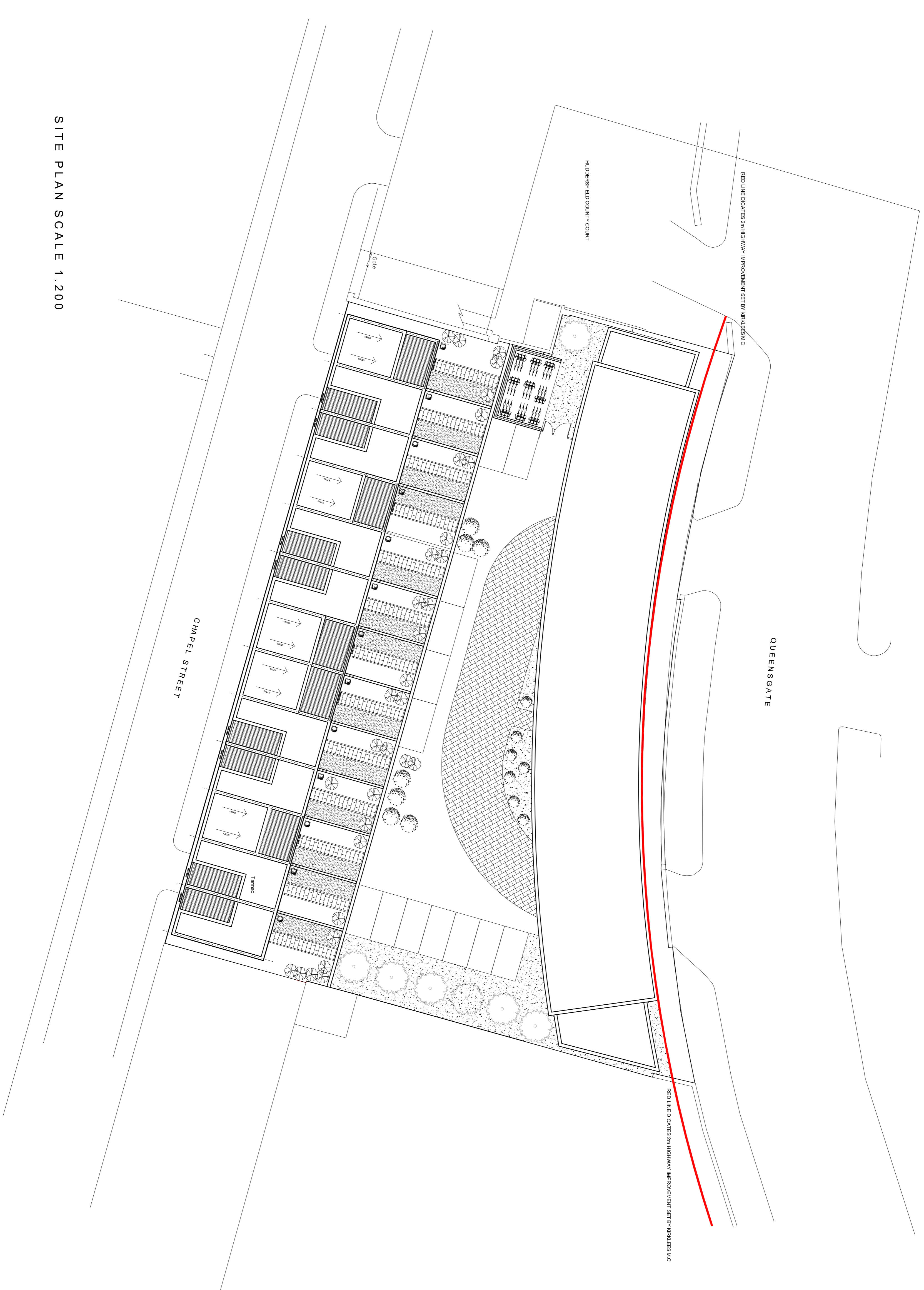
Travel Plan Services Ltd
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WF4 5HQ


Travel Plan Services

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e: info@travelplanservices.co.uk
www.travelplanservices.co.uk

Appendix B

Site Layout Plans



SITE PLAN SCALE 1:200

Appendix C

Huddersfield Bus Network Information

Appendix D

Sample Student Residential Travel Guide

Getting here for the first time

Why not share the journey by car: if you want to save on the cost of travel, and are concerned about your environmental impact, car sharing could be for you – either with a friend you've already made, or one you've not!



Why not check out www.studentcarshare.com to see if there is anyone you could share a lift to The Costume Store with. It's totally free and you don't need your own car to join in.



Getting here by Train: If you do decide to travel to London by train (and good on you if you do) the closest station to The Costume Store is Acton Main Line which is served by First Great Western. Trains stopping at Acton Main Line travel between London Paddington and Greenford, and provide a convenient link to Heathrow Airport. Acton Main Line station is located around 1km from The Costume Store and can be accessed directly by bus services 260 and 266.



Getting here from overseas: London is served by a number of airports, with London Heathrow being the closest to The Costume Store.

A taxi journey from Heathrow Airport to The Costume Store will take around 30 minutes, and a train journey to Acton Main Line station takes just 36 minutes with only one change.



Coming by Car: Whilst The Costume Store is a car free development (doing our bit for the environment) we realise that when travelling from home most people will arrive by car. Below is the full address so that you can plug it into your sat nav to find us, or for use in an online journey planning tool.

Address: The Costume Store
 160 Victoria Road
 London
 W3 6UL



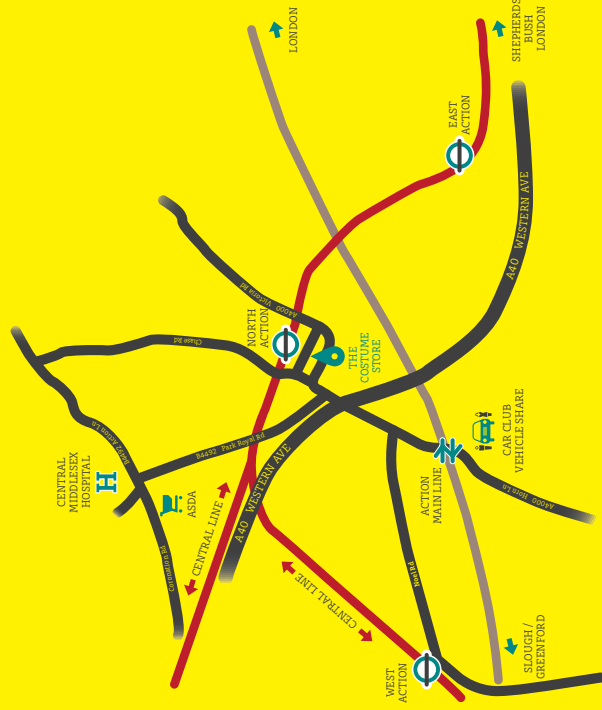
Parking: There is no parking at The Costume Store but when arriving for the first time you will be able to pull up outside of the building??? **Need to check**

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HOUSING
 COMPANY

Getting around LONDON



your simple guide

Once in London, getting around from The Costume Store couldn't be easier, whether you are heading to a lecture, the shops or the bars.

Travel by Underground: The Costume Store is in the perfect location for those wishing to travel on the underground, with the North Acton station only a 100 metres walk from the building entrance. North Acton station sits on the Central Line providing direct access to locations including Shepherd's Bush, Oxford Circus and Holborn.



Travel by Bus: A number of bus services pass within easy walking distance of The Costume Store, with service 260 stopping right outside the door on its way to the London College of Fashion at Shepherd's Bush (taking less than 25 minutes).



Other services passing within walking distance include 95, 266, 387, 440 & 487, and further details on bus stop locations, routes and timetables can be found on www.thecostumestoretravel.co.uk.

Travel by Train: London is served by a wide range of rail services, either operated by TfL (the London Overground) or private rail operators (National Rail Services).



Action Main Line is the closest station to The Costume Store, but whether it is best to travel around London by train will depend upon where you want to travel to.

Planning journeys by public transport: The best way to plan a journey by public transport in London is to use the TfL journey planner (visit www.tfl.gov.uk). Simply enter where you wish to travel from, to and at what time and the system will do the rest. If you access this website from your smart phone all of the information is translated into an easy to use mobile format, allowing you to plan your journey whilst on the go.



Paying for journeys by public transport: When travelling by public transport within London an Oyster Card provides the most cost effective payment option. As you are here to study you can make extra savings of 30% by applying for an 18+ Student Oyster Card, so make sure you aren't missing out!



Travel by Bike: Cycling is a great way to improve your fitness and save time and money! Every road in Ealing is available to cyclists, although designated routes can offer safer and more pleasant journeys. A journey by bike between The Costume Store and Shepherd's Bush takes between 13 minutes and 21 minutes depending on your cycling ability, and the TfL website provides some really useful journey planning tools to help you map the most appropriate route.

Bring your bike with you! At The Costume Store we have loads of secure cycle storage available for you to make use of ... just ask at reception and they will let you know the rest. There are also plenty of cycle racks located at the various University of the Arts campuses, making it easy at both ends of your journey.



Travel on Foot: Walking is the healthy, safe and cheap way to get about ... it doesn't make your wallet lighter, but it could make you lighter and fitter. Double bonus!

The Costume Store is within walking distance of a range of local destinations, services and facilities including a supermarket, banks, pharmacy and local convenience stores.

To plan your journey on foot and for details on all local routes check out www.walkit.com. This useful online tool tells you how long a journey will take on foot, how many calories you would burn, and the amount of CO2 you would save.



Make use of a car you don't own: Car clubs are a great way to have access to a car when you need one, but without the hassle and cost of owning one. Cars can be booked for as little as an hour and can be booked and ready within 30 minutes of calling or making an internet booking.

The closest car club location to The Costume Store, operated by www.zipcar.com, is on Messaline Avenue, just south of the junction with Emanuel Avenue (about a 15 minute walk from The Costume Store). A VW Golf can be picked up from this location for as little as £6 for an hour.



Travel by taxi or minicab: The TfL website has a range of useful information on catching a taxi in London, including safety advice and details of which taxis you should and shouldn't catch.

To find a local licensed taxi firm you can use the 'cabwise' text service. Text **CAB** to **60835** and you will be sent three local numbers. Texts cost 35p plus your standard text message rate.

