

Former North Bierley Waste Water Treatment Works

Travel Plan

Keyland Developments Ltd.

12 October 2017

Quality information

Prepared by



Luke Oddy
Graduate Consultant

Checked by



Mark Romanowski
Principal Consultant

Verified by



Stephen Moss
Associate Director

Approved by



Stephen Moss
Associate Director

Revision History

Revision	Revision date	Details	Authorized	Name	Position
0	12-10-17	Draft	SM	Stephen Moss	Associate Director

Distribution List

Hard Copies PDF Required Association / Company Name

Prepared for:

Prepared by:

Luke Oddy
Graduate Consultant

AECOM Limited
5th Floor, 2 City Walk
Leeds LS11 9AR
United Kingdom

T: +44 (0)113 391 6800
aecom.com

© 2017 AECOM Limited. All Rights Reserved.

This document has been prepared by AECOM Limited ("AECOM") for sole use of our client (the "Client") in accordance with generally accepted consultancy principles, the budget for fees and the terms of reference agreed between AECOM and the Client. Any information provided by third parties and referred to herein has not been checked or verified by AECOM, unless otherwise expressly stated in the document. No third party may rely upon this document without the prior and express written agreement of AECOM.

Table of Contents

1.	Introduction.....	1
1.1	Background	1
1.2	Development Proposals	1
1.3	Purpose of the Travel Plan.....	2
1.4	Policy Context.....	2
1.5	Travel Plan Structure	2
2.	Site Accessibility	4
2.1	Introduction.....	4
2.2	Access for Pedestrians	4
2.3	Access for Cyclists.....	5
2.4	Buses	8
2.5	Rail Services.....	8
3.	Travel Plan Objectives	10
3.1	Introduction.....	10
3.2	Objectives.....	10
4.	Travel Plan Targets.....	11
4.1	Introduction.....	11
4.2	Travel Surveys.....	11
4.3	Staff Mode Target Share	11
4.4	Action Type Targets.....	11
5.	Travel Plan Measures	12
5.1	Introduction.....	12
5.2	Role of the Travel Plan Coordinator and Travel Plan Management	12
5.3	Travel Plan Marketing	12
5.4	Measures to Encourage Walking.....	13
5.5	Measures to Encourage Cycling.....	14
5.6	Measures to Encourage the use of Public Transport.....	14
5.7	Measures to Encourage Car Sharing.....	15
5.8	Reducing the Need to Travel.....	15
5.9	Travel Plan Implementation.....	15
5.10	Action Plan	15
6.	Monitoring and Review	16
6.1	Introduction.....	16
6.2	Monitoring.....	16
6.3	Review	16
7.	Management Support	17
	Appendix A Drawing & Figures.....	18
	Appendix B Action Plan	19

Figures

Figure 1: Site Location Plan.....	1
Figure 2: Indicative 2km Walk Isochrone.....	4
Figure 3: Indicative 5km Cycle Isochrone.....	6
Figure 4: Sustran's Cycle Network	7
Figure 5: Indicative 400m Walk (to Bus Stops) Isochrone.....	8

Tables

Table 1: Suggested Acceptable Walking Distance	5
Table 2: Bus Services, Routes & Frequencies.....	8
Table 3: Rail Service, Routes and Frequencies (Day time)	9
Table 4: Indicative Travel Plan Target change in mode share (staff).....	11

1. Introduction

1.1 Background

AECOM has been appointed by Keyland Developments Ltd (a subsidiary of the Kelda Group) to prepare a Travel Plan to accompany the Transport Assessment (TA) produced in support of a planning application for a proposed Employment (B1, B2 and B8) site at the decommissioned North Bierley Waste Water Treatment Works near Bradford.

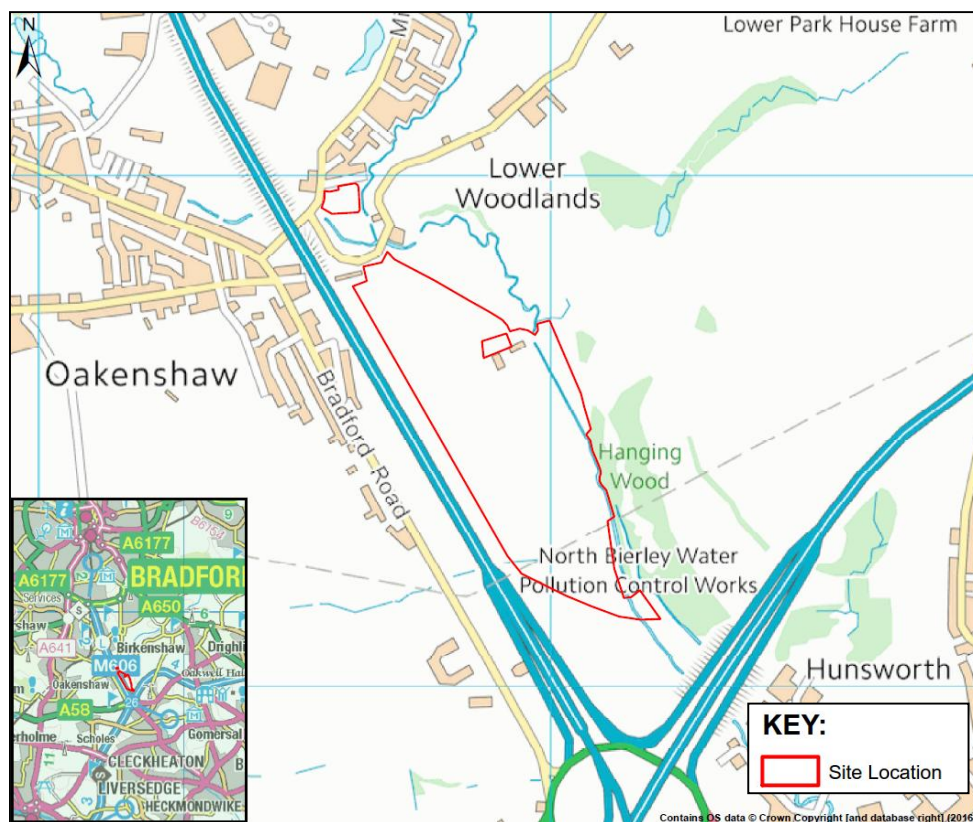
The existing site extends to some 22.2 hectares and currently comprises a decommissioned waste water treatment works and surrounding land located to the north of Junction 26 of the M62 and its intersection with the M606. It should be noted that whilst the April 2013 Kirklees Core Strategy was withdrawn (because of Inspector's comments on housing numbers) the site had been identified within Kirklees Core Strategy as a proposed new employment site (under 30 hectares).

In addition to the above, the draft Kirklees Local Plan, submitted to the Secretary of State for Communities and Local Government on 25 April 2017, identifies the site a potential employment allocation, as site E1985a.

1.2 Development Proposals

The site is located to the north of the M62, to the east of the M606 at junction 26 of the M62 and south of Cliff Hollins Lane. The site is broadly oblong in shape; the access road is formed by an extension of Cliff Hollins Lane with the existing lane to the north giving way to this movement. Figure 1 shows the site location in the context of the surrounding road network.

Figure 1: Site Location Plan



Development proposals comprise of the following employment land uses (shown in **Figure 2**):

- 2,648 sq. m of B1 Office land use;

- 24,478 sq. m of B2 Warehouse land use; and
- 8,159 sq. m of B8 Warehouse land use.

As within previous assessments of the development site, this is considered a robust approach, which has previously been agreed by consultants CH2M.

Development proposals also include the provision of a 36 space car parking facility located on the opposite side of Mill Carr Hill Road adjacent to the Woodlands Church of England Primary School.

This has been proposed following updated site observations in May 2016 of on street parking on Mill Carr Hill Road, during school drop-off and pick-up periods, between the school gates and the M606 underbridge. During site construction and operation it is considered that this could lead to a potential conflict with HGV movements and could potentially increase the risk of accidents.

This was an issue identified during the Public Consultation event in November 2014. The provision of car parking would remove the majority of on-street parking relating to the school and create a safer environment.

As such, a new car park with 36 spaces has been proposed on the opposite side of Mill Carr Hill Road, adjacent to the school. This will provide parking exclusively for vehicles dropping off and collecting pupils at the school. Further details of the site development proposals are provided in the Transport Assessment document that accompanies this report.

1.3 Purpose of the Travel Plan

Keyland Developments Limited is committed to promoting sustainable access as a means to enhance accessibility to the development for non-car owning visitors and employees. This Travel Plan demonstrates Keyland Developments Limited's credentials as a 'good neighbour', striving to reduce the number of vehicular trips made by staff by raising awareness of and facilitating sustainable alternatives where possible.

This Travel Plan includes a package of specific measures that have been tailored to the North Bierley site. It is not a static document that will be monitored and updated, to ensure it reflects the ever changing travel needs of users.

This Travel Plan will provide a strategy for Keyland Developments Limited to encourage all future employees at the proposed development to use alternative means of travel instead of single occupancy car trips and will provide all end users with a base upon which to develop their own bespoke travel plans and the principles, measures and targets.

Users can expect a range of benefits as a consequence of the development of this Travel Plan. These may include:

- Reduced travel costs for employees walking, cycling, using public transport or car sharing for their journey to / from the site;
- Health and fitness benefits for employees resulting from increased levels of walking and cycling and fewer vehicular emissions;
- An enhanced public image for Keyland Developments Limited, demonstrating the intentions of the organisation in terms of ensuring the delivery of a truly sustainable development.

1.4 Policy Context

Kirklees Council is committed to encouraging sustainable travel and Travel Plans across the borough and provides guidance on Travel Plan preparation for developers. This includes details of what should be contained and details of web resources available. This Travel Plan gives due regard to this guidance.

1.5 Travel Plan Structure

Following this introductory section:

- Section 2 identifies the existing conditions on the site and the provision for sustainable travel;
- Section 3 sets some initial overarching Travel Plan objectives;

- Section 4 identifies quantitative and qualitative targets (including timescales);
- Section 5 provides a package of definitive Travel Plan measures to be delivered at the site;
- Section 6 provides a methodology for monitoring and reviewing the Travel Plan; and
- Section 7 contains a pledge of support for the Travel Plan and the measures herein.

2. Site Accessibility

2.1 Introduction

This section identifies the provision for travel to the site by all modes of travel, with a particular focus on facilities that enable travel by sustainable means.

2.2 Access for Pedestrians

Walking is the most sustainable form of travel due to the positive environmental effects including zero harmful emissions. It also provides distinct health benefits and is the lowest cost form of travel. **Figure 2** illustrates the indicative 2km walking isochrone centred on the site access location, with 2km considered to be the 'preferred maximum walking distance for commuting as specified in the Chartered Institution of Highways (CIHT) and Transportation 'Providing for Journeys on Foot' as shown in **Table 1**.

Figure 2: Indicative 2km Walk Isochrone



Table 1: Suggested Acceptable Walking Distance

	Town Centres (m)	Commuting/School Sight-seeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred maximum	800	2000	1200

As highlighted in Figure 2, the site is located within acceptable walking distances of the south east of Low Moor and south Bierley.

A footway is provided on the southern/western side of Cliff Hollins Lane from the site access to the junction with Mill Carr Hill Road.

There are footways along both sides of Mill Carr Hill Lane between the junction with Cliff Hollins Drive and Bradford Road to the west separated from the carriageway by grass verges. To the east of the junction with Cliff Hollins Drive, a footway is provided along the north side of Mill Carr Hill Road towards Woodlands.

Speed calming measures are in place on Mill Carr Hill Road to the east of the junction with Cliff Hollins drive creating a pleasant pedestrian environment. An uncontrolled pedestrian crossing is provided across Mill Carr Hill Road at the junction with Bradford Road, with dropped kerbs and tactile paving in place.

Continuous footways are provided on both sides of Bradford Road Heading north from the site on Bradford Road with dropped kerbs and tactile pavements provided across side road junctions. Street lighting is provided along Cliff Hollins Drive, Mill Carr Hill Road and Bradford Road and the surrounding network.

Provision of a pedestrian crossing has been included across the northern arm of Bradford Road, which will further enhance pedestrians accessibility towards the site from Low Moor Railway Station and bus stops located along Bradford Road.

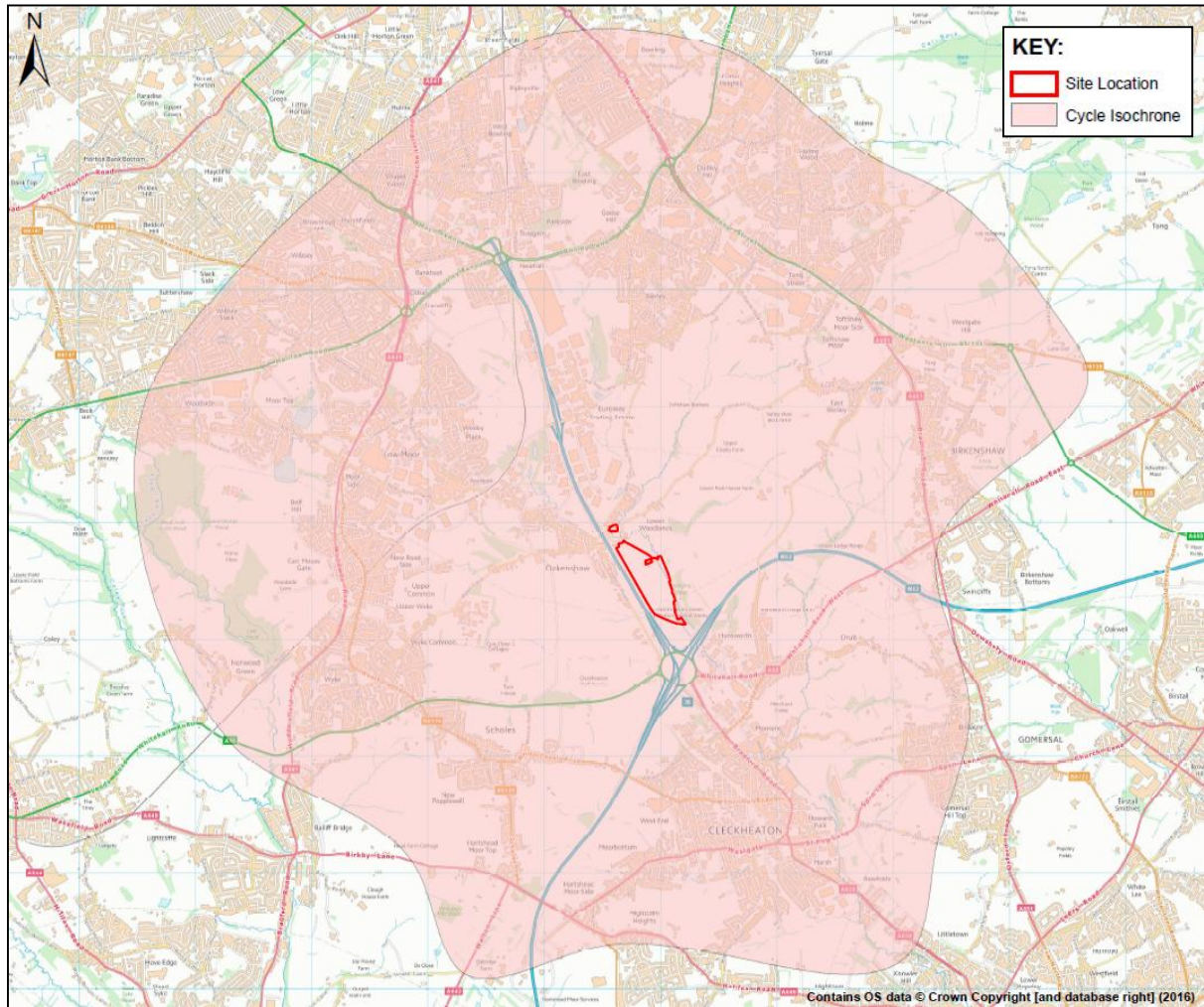
2.3 Access for Cyclists

As with pedestrian accessibility, the level of a site's cycle accessibility depends upon a combination of the distance from local amenities and the standard of existing cycle infrastructure. It should, however, be noted that that cycle infrastructure can include facilities shared with vehicles and pedestrians as well as dedicated cycle infrastructure.

In respect of acceptable cycle distances, 'Local Transport Note 2/08: Cycling Infrastructure Design', published by the DfT, states that many utility cycle trips are less than three miles (approximately five kilometres), but for commuter journeys a distance of over five miles (approximately eight kilometres) is not uncommon.

As such, cycling is widely recognised as a sustainable alternative to car journeys and in particular those of distance less than 5km. There are no designated cycle routes in the immediate vicinity of the site; however, the road speeds, carriageway width and proximity of the site to the surrounding residential areas will make cycling to the site a viable option. **Figure 3** shows the indicative 5km cycling isochrone centred on the site access locations.

Figure 3: Indicative 5km Cycle Isochrone



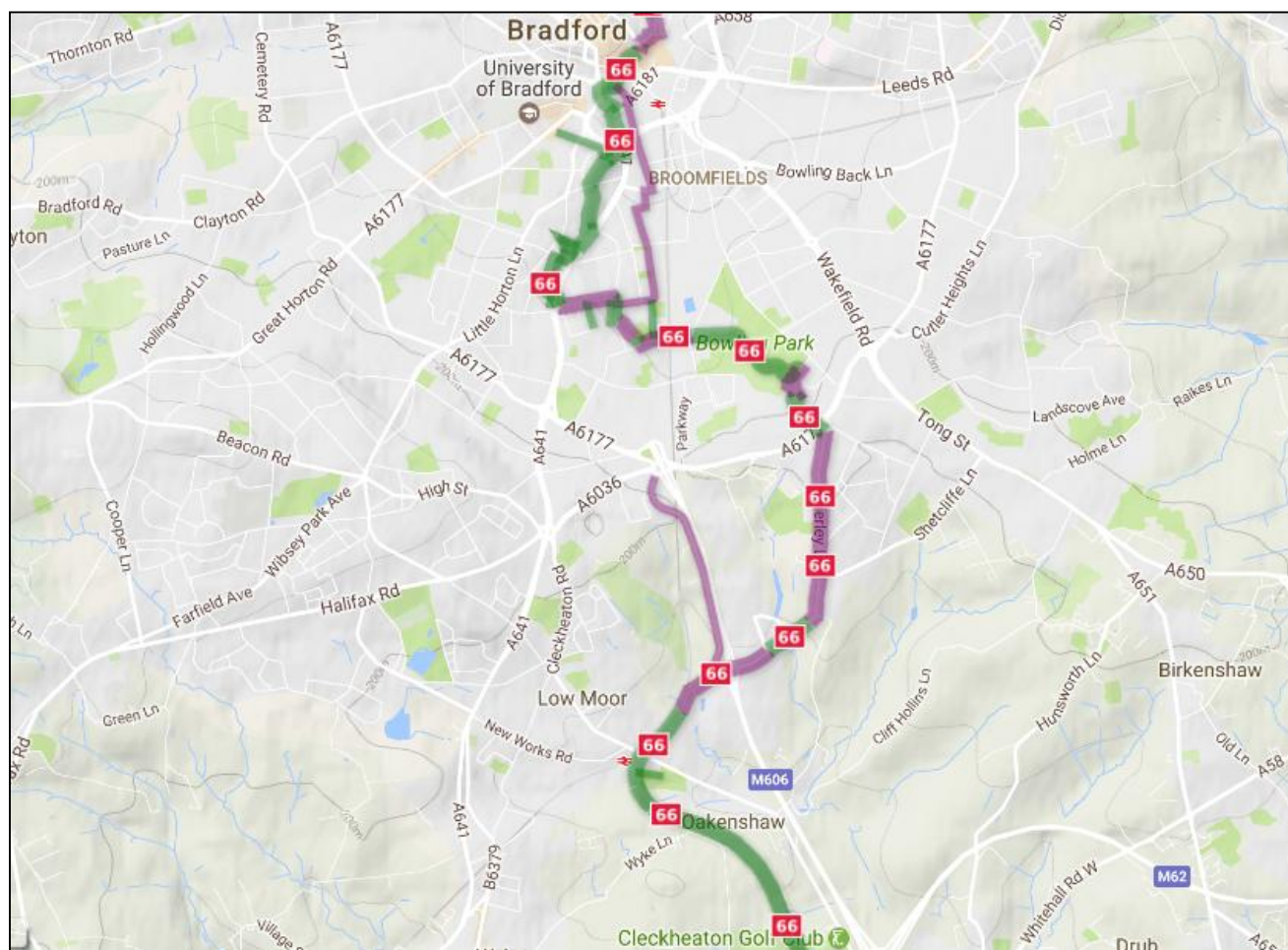
There are no designated cycle routes in the immediate vicinity of the site; however, the road speeds, carriageway width and proximity of the site to the surrounding residential areas could make cycling to the site a viable option.

Figure 4 depicts the Sustrans cycle network in relation to the proposed development site.

National Cycle Network route 66 is located 600m west from the site and can be accessed via Wyke Lane, which runs from central Manchester to Spurn Head via Bradford, Leeds, York, Beverley, and Kingston upon Hull.

This route can be accessed from the site via Mill Carr Hill Road / Greenfield Lane approximately 1.7km to the northeast or Bradford Road / Cleakheaton Road via Victoria Park approximately 1.4km to the northwest and links to Bradford and other settlements in Kirklees such as Liversedge, Heckmondwike or Dewsbury.

Figure 4: Sustran's Cycle Network



2.4 Buses

There are bus stops located on both sides of Bradford Road approximately 100m to the south of the junction with Mill Carr Hill Road, both bus stops benefit from a shelter, flag, timetable information, a bus cage and raised kerbs.

Figure 5 illustrates the location of the existing stops, together with a 400m buffer. This is the preferred maximum distance people would be expected to walk to a nearby bus stop, as detailed in the CIHT's 'Providing for Journeys on Foot' guidance document.

Figure 5: Indicative 400m Walk (to Bus Stops) Isochrone

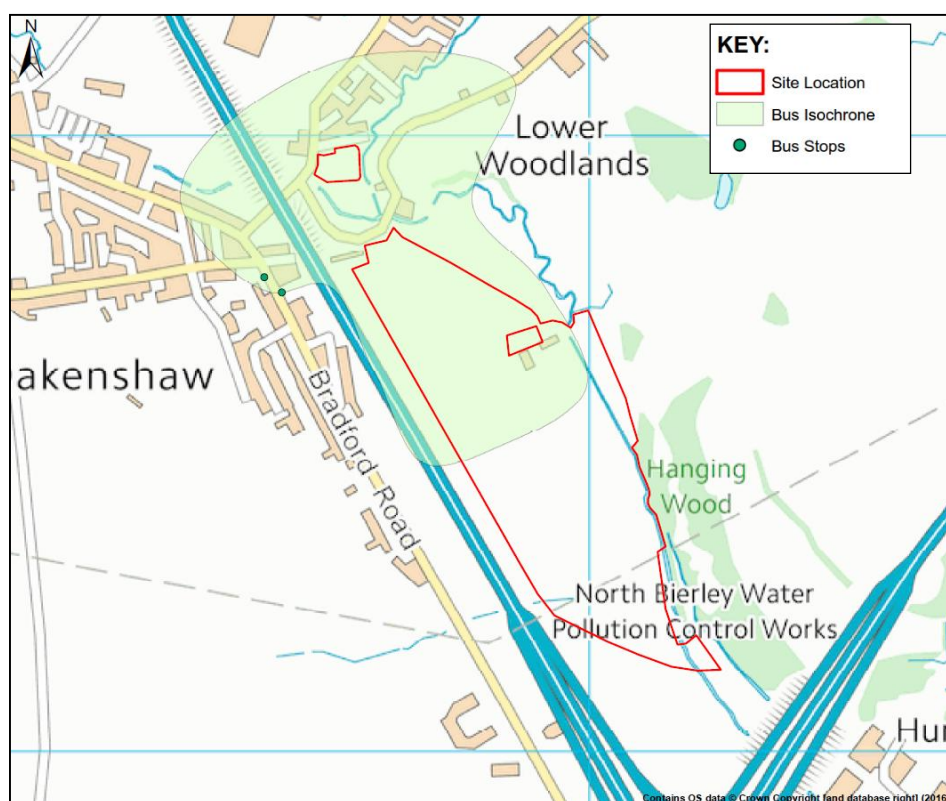


Table 2: Bus Services, Routes & Frequencies

Service number	Routes	Mon-Fri		Sat		Sun	
		Day	Eve	Day	Eve	Day	Eve
268	Dewsbury-Heckmondwike-Cleckheaton- Oakenshaw- Bradford	5 per Hour	1 Per Hour	5 per Hour	1 Per Hour	2 Per Hour	1 Per Hour

In summary, the bus facilities within proximity of the site are adequate. There are 2 bus stops within a distance of 400m from the site serving a regular bus between Dewsbury and Bradford. This offers a realistic opportunity for commuting to areas further afield. The bus provides regular services to / from Bradford Interchange, which is a transport interchange offering a high number of regular bus and rail services to destinations further afield.

2.5 Rail Services

With reference to Paragraph 6.16 of the CIHT document 'Planning for Public Transport in Developments' it is stated that people have been found to be willing to walk about twice as far to or from a station than a bus stop, a distance of approximately 800m for rail compared to about 400m for a bus.

The nearest railway facilities to the development site are provided at the newly constructed Low Moor railway station, which is approximately 1400m from the proposed development site. Although further than the CIHT

suggested walking distance, it is considered that the station provides a realistic option for sustainable travel to / from the proposed development site.

The station lies on the Leeds – Huddersfield line and opened in April 2017, with services summarised in **Table 3** and a detailed timetable provided

Table 3: Rail Service, Routes and Frequencies (Day time)

Route (Main Stations)	Duration	Frequency (Approx.)	
Huddersfield	39 mins	One per hour	Mon-Sun
Brighouse	27 mins	One per hour	Mon-Sun
Halifax	14 mins	One per hour	Mon-Sun
Bradford Interchange	6 mins	One per hour	Mon-Sun
New Pudsey	19 mins	One per hour	Mon-Sun
Bramley	23 mins	One per hour	Mon-Sun
Leeds	31 mins	One per hour	Mon-Sun

As detailed above, Bradford Interchange, which is located approximately 4 miles to the north of the site, can be accessed within 6 minutes railway journey from Low Moor Station. This is likely to be popular mode of travel to / from the site, whilst also offering potential to make up part of a wider multi-modal journey by bus and rail travel to / from the site. The Interchange accommodates a high number of bus services, including Route 268, whilst also providing access to a range of mainline and local rail services.

Based on the above, there is good level of public transport passing the site, providing high frequency links into Bradford, Huddersfield and Leeds, with both bus and rail services linking to wider public transport networks within a relatively short journey time.

3. Travel Plan Objectives

3.1 Introduction

Objectives provide a focus for the on-going development of the Travel Plan and progress towards them can be used as an indicator of success in the monitoring process.

Considering the end users travel needs and the ever increasing emphasis on sustainability (and sustainable transport, particularly) in Government policy, the objectives set out in this document will be reviewed regularly to maximise the potential of the Travel Plan to influence travel behaviour of site users.

3.2 Objectives

Keyland Developments Limited is committed to reducing the number of single occupancy car trips associated with the development, and encouraging alternative and more sustainable means of travel. To achieve this, the following objectives have been identified:

- To minimise the number of single occupancy car trips to the site;
- To encourage the use of alternatives modes of travel by promoting the benefits of these in terms of cost savings, health benefits etc;
- To encourage safe and viable alternatives to single occupancy car trips (wherever possible) for trips generated by the site;
- To enable the development to protect and enhance the environment; and
- To ensure the on-going development and implementation of sustainable travel practices in the longer term.

4. Travel Plan Targets

4.1 Introduction

In order to quantify the aims and outcomes of this Travel Plan, indicative targets have been generated based on census journey to work data for Cleckheaton and Wyke, these will be subject to review once baseline travel surveys are undertaken.

4.2 Travel Surveys

A Travel Plan Coordinator (TPC), assisted by Travel Plan representatives from each unit will conduct baseline travel surveys with employees upon occupation. This information will then act to confirm the baseline situation against which any progress towards the future mode share targets can be measured. Surveys will be conducted within the six months of occupation and annually thereafter for a period of five years (after which a bi-annual survey will be undertaken).

4.3 Staff Mode Target Share

Given its location, the proposed land use and the proximity of the motorway network, it is likely that the car mode share for the site will be slightly higher than employment sites in the local Wards where public transport services may be better. As such, initial Travel Plan Surveys will be used to determine the baseline mode share for the site as a whole. Once this has been established, the figures provided in **Table 4** will be used as target changes in mode share.

Table 4: Indicative Travel Plan Target change in mode share (staff)

Mode	Target Mode Share (% change in total surveyed mode share)
Car Driver	-10%
Car Passenger	+5%
Public Transport	Remaining +5% to be determined from these modes following surveys
Walk	
Cycle	
Motorcycle	

Based upon experience of similar sites it is considered that a reduction in car driver trips of 10% could be achieved within five years. These targets will be reviewed once more specific travel survey data is available.

Based upon the current provision for sustainable travel in the vicinity of the site, it is considered that the greatest modal shift might be to people car sharing or the use of public transport.

Going forward the progress towards the targets will be reviewed on an annual basis to ensure that they remain appropriate and achievable.

4.4 Action Type Targets

The following are qualitative 'action' type targets in relation to encouraging sustainable modes of travel amongst employees:

- To increase the number of staff registered with www.WYcarshare.com (with the site as a journey destination) by 10% over five years (based upon a baseline number of registered journeys taken six months after occupation of the site – information to be sourced from Liftshare); and
- To increase cycle parking utilisation by 15% over the first year of the Travel Plan (based upon a baseline cycle parking utilisation count taken six months after starting the occupation of the site).

5. Travel Plan Measures

5.1 Introduction

This Section sets out the measures to be implemented by Keyland Developments Limited as part of the Travel Plan as well as suggested measures for future site occupants. An indication of the timescale for the implementation of each measure is included in the Action Plan in **Appendix B**.

Within 3 months of occupation a baseline travel survey, that includes stated preferences questions, will be undertaken to validate the measures herein.

5.2 Role of the Travel Plan Coordinator and Travel Plan Management

Keyland Developments Limited will appoint a site wide Travel Plan Co-ordinator six months prior to the site becoming operational to facilitate the delivery of the site wide measures detailed within this Travel Plan.

As the development is made up of multiple units, the developer funded site wide Travel Plan Coordinator will implement the Travel Plan on behalf of the developer with occupiers being required to develop bespoke Travel Plans for their units and implement a Travel Plan Representative.

The requirement to prepare bespoke unit Travel Plans will be secured through the sale / lease contract.

Measure 1: Keyland Developments Limited will appoint a site wide Travel Plan Co-ordinator six months prior to the site becoming operational.

Measure 2: End occupiers will be required to develop and implement bespoke unit Travel Plans and appoint Travel Plan responsibilities to assist with their delivery.

It is appreciated that certain Travel Plan measures will be difficult to implement for all individual occupiers. Therefore, the site wide Travel Plan Coordinator will seek to obtain and assess relevant company policies and consider the implications when finalising the proposed Travel Plan measures. Discussions with the Travel Plan Representatives will be undertaken at an early stage to mitigate against any barriers to implementation of measures. Details of discussions, proposed measures and necessary alterations will be supplied to the Council.

Measure 3: Discussions with the Travel Plan Representatives will be undertaken to mitigate any barriers to implementation of measures.

Staff travel surveys will be undertaken by each individual company within the first 3 months of occupation of the units to identify base line travel behaviour and on an annual basis thereafter. The result shall be collated by the site wide Travel Plan Coordinator and provided to the Council.

Measure 4: The results of the surveys from each individual occupier shall be collated by the Travel Plan Coordinator, who will update the Travel Plan and Action Plan accordingly on an annual basis.

5.3 Travel Plan Marketing

The Travel Plan Coordinator will encourage each occupier to register with the West Yorkshire Travel Plan Network. Membership to the network includes benefits such as discounted MetroCard tickets for employees and details of forthcoming promotional activities that the Travel Plan Representatives will be encouraged to take part in / promote.

Measure 5: The Travel Plan Coordinator will encourage occupiers to register with the West Yorkshire Travel Plan Network www.wytravelplan.com.

The Travel Plan Coordinator will be responsible for the development of sustainable travel information for inclusion within employee induction packs. People are most likely to make a change in travel habits to coincide with life events such as starting a new job. Therefore, providing employees with information regarding their travel options before they commence work at the site increases the potential to influence the way they access their workplace. The induction packs, which will be sent to Travel Plan Representatives to distribute between staff, will include:

- Information on Keyland Developments Limited commitment to reducing single occupancy car travel;
- Public transport information for services that can be used to access the site;
- Details of car share schemes;
- Cycle route plans;
- Pedestrian route plans;
- Travel Plan Coordinator contact details; and
- Details of measures they may take advantage of.

The following sustainable travel information sources will be promoted to employees by the site wide Travel Plan Coordinator and Travel Plan Representatives:

- www.wymetro.com/ - Public transport information: bus and train timetables and ticketing information
- www.metrojourneyplanner.info/welcome.do - public transport journey planner
- <http://wypte.acislive.com/> - real time bus information
- www.walkit.com/ - walking journey planner
- www.transportdirect.info/Web2/JourneyPlanning/FindCycleInput.aspx - cycle journey planner
- www.wymetro.com/BusTravel/accessrural/AccessBus.htm Access Bus information
- www.kirklees.gov.uk/transport/kbug/kbug.asp To promote the bicycle user group called KBUG within Kirklees

Measure 6: All new employees will be provided with a new starter induction pack, detailing how they can travel by means other than the private car.

A range of national / local events will be promoted by the site wide Travel Plan Coordinator. The Travel Plan Coordinator will source materials from organisers (e.g. Bike Week, Walk to Work Week) and encourage Travel Plan Representatives to participate in the event.

Measure 7: The Travel Plan Coordinator will promote national and local sustainable travel events, including the Bike Week, Walk to Work Week and National Liftshare Day.

5.4 Measures to Encourage Walking

Improved health can have a positive impact on the productivity of employees. Information on the cost savings associated with walking (as compared to car use), together with the health and environmental benefits, will be promoted to staff by the site wide Travel Plan Coordinator. Information on walking routes and facilities within the area will be prepared and will form part of the Induction Travel Pack (**Measure 6**):

Measure 8: The Travel Plan Coordinator will promote the benefits of walking in relation to general health and wellbeing and will promote walking to all staff identified as 'living close by'.

Walking can be encouraged by good information on safe and convenient pedestrian routes. Where security may be a concern to certain staff, walking in groups or the provision of personal security attack alarms could be

considered. In addition consideration would be given to setting up a walking group with 'walking buddies' to reduce these concerns.

Measure 9: Consideration will be given in providing personal attack alarms to staff as well as setting up a walking group with 'walking buddies'.

5.5 Measures to Encourage Cycling

Cycling to work reduces car-parking demand (resulting in reduced maintenance costs and the freeing up of land for additional development), reduces staff commuting costs and produces healthier (and therefore more productive) employees.

In terms of cycle purchase, the Cycle2Work scheme allows employers to purchase tax-free cycles for use by their employees. This may encourage cycling to work amongst staff, by reducing the costs of cycle purchase. The site wide Travel Plan Coordinator will work with Travel Plan Representatives to, where possible, implement the scheme.

Measure 10: The site wide Travel Plan Coordinator will encourage the implementation of the Cycle2Work salary sacrifice scheme.

The Travel Plan Coordinator will establish a bicycle user group (BUG) to commence within one month of site occupation. The BUG will provide a forum for employees who cycle to the site to raise any cycle related issues they may have. Where appropriate the Travel Plan Coordinator may raise these with the Local Authority

Measure 11: The TPC will establish and chair a Bicycle User Group for employees.

5.6 Measures to Encourage the use of Public Transport

Public transport is often perceived as being unreliable and infrequent, failing to offer direct routes from origin to destination. The public transport marketing strategy should address this issue by identifying the comparative reliability problems of the private car, due to congestion. In undertaking a baseline survey it will be possible to confirm the predicted catchment for the site and thus encourage targeted marketing and promotion.

It is important that highly accessible travel information is provided, to encourage all employees to be aware of the services and incentives available to them.

Measure 12: Public Transport timetable information will be communicated to new staff by the TPC and will be provided in the Induction Pack.

Membership of the WYTPN entitles businesses to pass a 15% discount on the cost of an annual MetroCard to employees. The site wide Travel Plan Coordinator will encourage Travel Plan Representatives to offer this to employees at the proposed site.

Measure 13: The site wide Travel Plan Coordinator will encourage occupiers to offer discounted MetroCards to employees.

Annual public transport tickets offer cost savings compared to daily tickets, but the high upfront costs can prevent employees taking advantage of this. The provision of a season ticket loan could overcome this barrier. The site wide Travel Plan Coordinator will work with Travel Plan Representatives to implement Season Ticket Loans within businesses where possible.

Measure 14: The site wide Travel Plan Coordinator will encourage Travel Plan Representatives to offer Season Ticket Loans to employees.

5.7 Measures to Encourage Car Sharing

Car sharing is an effective way to reduce the number of single occupancy trips, made by employees. The identification of employees with similar work and travel patterns is essential for a successful car-sharing scheme.

www.WYcarshare.com is a regional car share scheme, which is free to join and will be promoted to employees by the site wide Travel Plan Coordinator. The scheme is flexible in that colleagues do not have to share everyday but can identify specific days / times during the week when sharing may be feasible to fit in with working hours. Car sharing offers a great opportunity for those that are working unsociable hours and may not have access to public transport or may feel unsafe walking or cycling to work.

Measure 15: The site wide Travel Plan Coordinator will encourage all employees to register with www.WYcarshare.com.

10% of parking will be reserved for car sharers for each unit and will be in place from first occupation. It is considered that this will largely be self policing but will be monitored by the Travel Plan Representatives and site wide Travel Plan Coordinator. If the scheme required additional reserved parking spaces for car sharers then further provision will be considered.

Measure 16: 10% of parking will be reserved for car sharers for each unit.

The site wide Travel Plan Coordinator will negotiate with local taxi firms which may provide reduced rates and fares for guaranteed business. This information will be passed on to the Travel Plan Representatives for promotion within their business.

Measure 17: The site wide Travel Plan Coordinator will negotiate with local taxi firms which may provide reduced rates and fares.

5.8 Reducing the Need to Travel

In order to reduce the potential need to for employee car trips to the site, the site wide Travel Plan Coordinator will encourage occupiers, where possible, seek to recruit new colleagues from the local area.

Measure 18: The site wide Travel Plan Coordinator will encourage local recruitment.

5.9 Travel Plan Implementation

Keyland Developments Ltd is committed to the delivery implementation of this Travel Plan and the promotion of sustainable travel to the site, and therefore appropriate resources will be made available to the site wide Travel Plan Coordinator for the implementation of the measures contained herein. The budget will be used to fund involvement in annual sustainable travel events such as Bike Week, holding competitions for employees to encourage sustainable travel, as well as the implementation of measures such as provision of personal alarm (where appropriate), preparation / sourcing of promotional materials.

5.10 Action Plan

It is important for the successful implementation of the Travel Plan that timescales and responsibilities for each measure are clearly identified from the outset. For the purpose of the Action Plan (**Appendix B**) first occupation has been used to set the relative deadline for implementation of short, medium and long term initiatives. The implementation of the measures herein will be phased in order to reflect the on-going development of the Travel Plan.

6. Monitoring and Review

6.1 Introduction

Continuous monitoring of the Travel Plan will be required to determine the effectiveness of measures. This section of the Travel Plan document gives a suggested strategy for annual monitoring and reviewing the progress of the Travel Plan with respect to the objectives, measures and targets herein for a period of five years from site occupation. Thereafter the Travel Plan will be reviewed every two years.

6.2 Monitoring

The most useful means of monitoring will be travel surveys. The first surveys would be carried out within six months of first occupation of the site. Employee travel surveys will be used to obtain information regarding mode of travel (along with their propensity for modal shift). Repeating these questionnaires over time will show whether the Travel Plan is succeeding in encouraging a greater number of employees to travel more sustainably. Key supporting indicators might be:

- Car utilisation surveys (annual);
- Use of cycle parking; and
- Uptake of Travel Plan measures (e.g. Cycle2Work scheme, registrations with the car share scheme).

Employee postcodes will be collected as part of the monitoring exercise, the postcodes will be plotted using GIS software and used to generate green travel measures.

The site wide Travel Plan Coordinator will prepare the travel survey and liaise with Travel Plan Representatives who will be responsible for data collection within their business. The raw data will be collated and returned to the site wide Travel Plan Coordinator who will be responsible for preparing the annual monitoring report.

Where progress towards targets is slow, the monitoring process allows this to be easily identified. It may be possible to determine particularly effective / ineffective measures, and thereby identify remedial action to get the Travel Plan back on track.

The monitoring report will include the following:

- Details of the methodology used in undertaking the survey;
- Details of response rates and a summary of findings;
- A review of the objectives and targets and their appropriateness going forward; and
- An action plan (strategy) for the forthcoming year.

6.3 Review

The results of the monitoring exercise will be collated by the Coordinator and incorporated into an annual monitoring / review report and action plan for the following year. The action plan will contain a programme of measures for the coming year to continue progress towards achieving the Travel Plan targets. The responsibilities for the actions and the dates by which they will be undertaken will be clearly assigned.

In the event that progress towards the Travel Plan targets has been slow, the Travel Plan Coordinator will identify where additional remedial measures could be put into practice and secure the required budget to implement them over the following 12 month period. These may include further incentives, free trials and events and additional marketing of sustainable travel for which sufficient budget will be made available.

The outcomes of the monitoring exercise will be communicated to employees via briefing sessions held by the site wide Travel Plan Coordinator and Travel Plan Representatives.

7. Management Support

This Travel Plan represents a commitment to encouraging sustainable travel to the site amongst future employees.

The site wide Travel Plan Coordinator, who is responsible for the implementation of the Travel Plan on site, will receive full support, in terms of time and budget, from the management team for the promotion and implementation of the measures herein to future employees.

Signed:

(Travel Plan Co-ordinator)

Date:

Signed:

(Keyland Developments Ltd)

Date:

Appendix A Drawing & Figures

Appendix B Action Plan

No.	Measure / Action	Responsibility	Timescale
1	Keyland Developments Limited will appoint a site wide Travel Plan Co-ordinator six months prior to the site becoming operational.	Keyland Developments Ltd	At least 6 months prior to first occupation of the development.
2	End occupiers will be required to develop and implement bespoke unit Travel Plans and appoint Travel Plan responsibilities to assist with their delivery.	End occupiers	From occupation of the site.
3	Discussions with the Travel Plan Representatives will be undertaken to mitigate any barriers to implementation of measures.	The site wide Travel Plan Coordinator	Upon occupation of the site.
4	The results of the surveys from each individual occupier shall be collated by the Travel Plan Coordinator, who will update the Travel Plan and Action Plan accordingly on an annual basis.	Travel Plan Representatives and the site wide Travel Plan Coordinator	Within the first six months of occupation.
5	The Travel Plan Coordinator will encourage occupiers to register with the West Yorkshire Travel Plan Network www.wytravelplan.com .	The site wide Travel Plan Coordinator	Upon occupation of the site
6	All new employees will be provided with a new starter induction pack, detailing how they can travel to work by means other than the private car.	The site wide Travel Plan Coordinator	Upon occupation of the site.
7	The Travel Plan Coordinator will promote national and local sustainable travel events, including the Bike Week, Walk to Work Week and National Liftshare Day.	The site wide Travel Plan Coordinator	Throughout occupation of the site.
8	The Travel Plan Coordinator will promote the benefits of walking in relation to general health and well being and will promote walking to work for staff identified as 'living close by'.	The site wide Travel Plan Coordinator	Throughout occupation of the site
9	Consideration will be given in providing personal attack alarms to staff as well as setting up a walking group with 'walking buddies'	The site wide Travel Plan Coordinator	Throughout occupation of the site
10	The site wide Travel Plan Coordinator will encourage the implementation of the Cycle 2 Work salary sacrifice scheme.	The site wide Travel Plan Coordinator and Travel Plan Representatives	Throughout occupation of the site
11	The TPC will establish and chair a Bicycle User Group for employees.	The site wide Travel Plan Coordinator	Upon occupation of the site
12	Public Transport timetable information will be communicated to new staff by the TPC and will be provided in the Induction Pack.	The site wide Travel Plan Coordinator	Upon occupation of the site
13	The site wide Travel Plan Coordinator will encourage occupiers to offer discounted MetroCards to employees.	The site wide Travel Plan Coordinator	Upon occupation of the site

14	The site wide Travel Plan Coordinator will encourage Travel Plan Representatives to offer Season Ticket Loans to employees.	The site wide Travel Plan Coordinator	Upon occupation of the site
15	The site wide Travel Plan Coordinator will encourage all employees to register with www.WYcarshare.com .	The site wide Travel Plan Coordinator	Upon occupation of the site
16	10% of parking will be reserved for car sharers for each unit.	The site wide Travel Plan Coordinator and Travel Plan Representatives	Upon occupation of the site
17	The site wide Travel Plan Coordinator will negotiate with local taxi firms which may provide reduced rates and fares.	The site wide Travel Plan Coordinator	Upon occupation of the site
18	The site wide Travel Plan Coordinator will encourage local recruitment	The site wide Travel Plan Coordinator	Throughout occupation of the site

