

TRANSPORT ASSESSMENT
TRAVEL PLAN
TRANSPORT STATEMENT
ROAD SAFETY AUDIT
HIGHWAY STATEMENT
TRAFFIC SURVEY



KIRKLEES COLLEGE – DEWSBURY LEARNING QUARTER
DEWSBURY

16067 / July 2016

HY
CONSULTING



**PROPOSED DEWSBURY LEARNING QUARTER FOR KIRKLEES
COLLEGE, LAND BETWEEN BRADFORD ROAD AND HALIFAX ROAD,
DEWSBURY**

TRAVEL PLAN

16067 / July 2016

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under our new banner Via
Solutions. More details to
follow!**



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1 INTRODUCTION

- 1.1.1 HY Consulting has been appointed to prepare this Travel Plan by Kirklees College in relation to the proposals for the relocation of the Dewsbury Centre and Wheelwright Centre of Kirklees College to a new site on land between Bradford Road and Halifax Road in Dewsbury in West Yorkshire. This Dewsbury Learning Quarter will provide new accommodation for most of the present uses at the existing Centres with the remainder being located on a different site in Dewsbury Town Centre.
- 1.1.2 The development comprises the erection of new buildings for the college with associated parking, access arrangements on to Commercial Road and remediation / demolition works. When complete it will allow the relocation of the two existing Centres by about 320m closer to Dewsbury Town Centre and it will be known as the Dewsbury Learning Quarter (DLQ). A location plan of the site is included at Appendix A.
- 1.1.3 This Travel Plan only considers the DLQ element of the Kirklees College developments in Kirklees. A separate over arching travel plan for all the Kirklees College sites with a specific reference in the main to the Waterfront Quarter site has been prepared.
- 1.1.4 This Travel Plan follows the form of the separate over arching document prepared for all the Kirklees College sites. The DLQ development will accommodate around 540 students and 61 teaching staff on site at any one time.
- 1.1.5 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.
- 1.1.6 This Travel Plan presents a strategy to increase sustainable travel choices and provide a development accessible to all.

2 OBJECTIVES

2.1.1 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 all users of the proposed development. Separate Travel Plan measures will be targeted at each user group, including staff and students. 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.

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

3 DEVELOPMENT PROPOSALS

3.1 Project Description

3.1.1 The proposed DLQ development will provide 18 parking spaces (including 3 disabled spaces) on site for staff only (and disabled students). An additional large area of parking to the east half of the site will be retained for staff (from the DLQ and the proposed town centre sites) until such time as a future development is brought forward. One of these spaces will have facilities to charge hybrid / electric vehicles. A covered and secure cycle parking area will also be provided. This will be located close to the main entrance. A separate area for motorcycle / scooter / moped parking is also proposed.

3.1.2 The development proposals are included at Appendix B.

3.1.3 The proposed development will be accessed via a new junction created onto Commercial Road. Links for pedestrians and cyclists will be provided on to Commercial Road, the A652 Bradford Road and the A638 Halifax Road.

3.2 Development Use

3.2.1 The DLQ will provide vocational and educational training to students between the ages of 14 and 19 years. The DLQ development will accommodate a maximum of 540 students and 61 teaching staff on the DLQ site at any one time. Other ancillary staff will also be present on site.

3.2.2 College coaches / mini buses are to be used to transport students who have mobility difficulties and to connect to other establishments run by the College in Huddersfield and Dewsbury.

3.2.3 Kirklees College already participates in the West Yorkshire Travel to Work Survey and has shown a commitment to achieving the initiatives detailed in this Travel Plan by already beginning preparation of an overarching travel plan.

3.2.4 The College intends to provide all staff and students with travel booklets detailing local bus and train services. The booklet will also be provided to new students who will receive a copy prior to the commencement of first term. The booklet will be accompanied by an intranet site which will be set up highlighting the main routes between the surrounding areas and the site. A staff discount Metro Card is also already available.

3.2.5 Furthermore, it has also been identified that the College intends to utilise, where appropriate, the available mini-bus located on campus to transfer staff between the various College sites. Where this service is not available public transport routes and times will be sought. The College is also investigating the use of 'video conferencing' to reduce the need to travel for internal meetings.

3.3 Travelling to the Development

3.3.1 The majority of students who will attend the College are not likely to have access to a car (due to their age and low income). A survey carried out by the College showed that only about 7% of students have access to a vehicle. No onsite parking will be available for students (except for those who are disabled). As such a significant objective of the proposal is to ensure that students can access the site safely and conveniently.

3.3.2 All staff will be offered a personalised journey planner prior to commencing work at the DLQ.

3.4 Parking Provision

3.4.1 A total of 18 parking spaces (including 3 disabled spaces) are to be provided on site for staff, visitors and disabled students. An additional large area of parking to the east half of the site will be retained for staff (from the DLQ and the proposed town centre sites) until such time as a future development is brought forward. One of these spaces will have facilities to charge hybrid / electric vehicles. This parking provision is considered acceptable to the occupier of the site. Allocation of spaces will also be considered for those staff and students with temporary disabilities.

3.4.2 Disabled parking spaces are proposed close to the main entrances for convenient access. A total of 3 spaces are allocated for disabled parking use, which is considered adequate.

3.5 Pedestrian and Cycle Provision

3.5.1 Pedestrian and cycle access will be also from Commercial Road and the A652 Bradford Road and the A638 Halifax Road (at first floor level). The latter will provide a convenient route to and from the rail station.

3.5.2 A covered and secure cycle parking area will also be provided. This will be located close to the main entrance. A separate area for motorcycle / scooter / moped parking is also proposed.

3.5.3 This level of cycle parking provision is considered acceptable, since the level of demand vs. provision will be reviewed annually as part of the Travel Plan monitoring and if more spaces are required then they will be provided.

4 TRAVEL PLANS

4.1 Introduction to Travel Plans

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

4.1.2 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 students and staff.

4.2 The Benefits of a Travel Plan

4.2.1 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.

4.2.2 It is necessary to look at the way staff and students 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 students to reconsider how they make regular journeys.

4.2.3 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.

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

Benefit	Occupier	Visitors / Students / 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

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

4.3 Transport Policy

4.3.1 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

4.3.2 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.

4.3.3 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.

4.3.4 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

4.3.5 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 transport infrastructure.*

4.3.6 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.

4.3.7 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

4.3.8 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 pedestrian and cycling access to new developments.

4.4 Travel Questionnaire

4.4.1 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 and student travel characteristics before they relocate / move to the site. A copy of a sample travel questionnaire is included at Appendix D.

4.4.2 Once the development is fully occupied a further travel questionnaire survey will be carried out on the staff and students.

4.5 Travel Plan Co-ordinator

4.5.1 The College already has a Travel Plan Co-ordinator (TPC) appointed to implement the measures within this Travel Plan. The TPC has the responsibility for all the Kirklees College sites and will act as the main point of with Kirklees Council, Metro and other outside bodies on Travel Plan matters.

4.5.2 Further details as to the role and responsibilities of the TPC can be found in Section 6 of this report.

5 ACCESSIBILITY

5.1 Site Location

5.1.1 The site is located on land between the A652 Bradford Road and the A638 Halifax Road to the south side of Commercial Road (which joins these two roads) in Dewsbury. The site is located approximately 450m to the north west of Dewsbury Town Centre.

5.1.2 The site was formerly occupied by a large supermarket. The site is currently empty, the previous buildings on the site have been demolished and the site flattened ready for development with only a Lidl store utilising the part of the site closest to the town centre.

5.1.3 The site is bounded to the west by the A638 Halifax Road and by Commercial Road to the north. The A652 Bradford Road forms the eastern boundary whilst the car park to the Lidl supermarket is located to the south of the site. The surrounding area is generally of an industrial and commercial nature with the residential area of Dewsbury Moor lies to the west.

5.1.4 The existing Dewsbury Centre of Kirklees College is located about 320m to the north west of the application site and the Wheelwright Centre on Birkdale Road is a similar distance away.

5.2 Pedestrians

5.2.1 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.

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

5.2.3 PPG13 Transport 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 facilities within the preferred maximum walking distance of 2km include almost all of the built up area of Dewsbury including the main bus and rail stations, the shopping and business districts, all the main residential areas and parts of Batley, Ossett and Ravensthorpe. There is a very high level of facilities and transport infrastructure available within walking distance of the site.

5.2.4 Footways within the vicinity of the site are to a good standard in terms of width, construction and street lighting typical of the urban environment. Dropped crossings are provided at major crossing points with tactile paving. There are also convenient crossing facilities at the respective junctions of the above two roads with the Ring Road. With the additional on-site pedestrian facilities, it is concluded that safe and convenient access to the site is readily available for pedestrians.

5.2.5 The site's location close to adjacent residential and commercial areas and Dewsbury Town Centre will enable it to be easily accessed / visited on foot. Furthermore, opportunities exist for staff and students to access the various local amenities in the surrounding areas on foot. This therefore provides an added benefit to the wider community in that it reduces the need to travel.

5.3 Cycling

5.3.1 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.

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

- 5.3.3 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”. There are many further facilities within a 5km radius of the site and many residential areas, including much of Ossett, Thornhill, Mirfield, Liversedge, Birstall and Batley, providing the opportunity for students to travel to the site by cycle. The plan at Appendix C also shows the 5km cycle catchment area from the site. This demonstrates that there are significant levels of residential and service centre areas within this catchment area, providing existing potential for staff and students to cycle from their homes to the site.
- 5.3.4 Cycle facilities are provided on many of the nearby roads with cycle lanes and bus / cycle lanes being present. The nearby Calder Valley and Spenn Valley Greenways form part of the National Cycle network (Routes 69 and 66 respectively) as does the Dewsbury and Ossett Greenway (Route 69 / 699) all provide attractive off road cycle routes in the area.
- 5.3.5 A covered and secure cycle parking area will also be provided. This will be located close to the main entrance. A separate area for motorcycle / scooter / moped parking is also proposed.

5.4 Public Transport

- 5.4.1 Due to the proximity to the main bus and railway stations in the centre of Dewsbury the site is very well served by public transport. These two transport hubs are both well within the acceptable walking distance of 800m (750m and 650m respectively).
- 5.4.2 Bus stops closer to the site are found on the A652 and A638 all within 200m of the centre of the site. The stops are all on major routes and are well provided for in terms of timetable information and raised bus boarding kerbs (on the A638 only).
- 5.4.3 The 281 and 283 services use the stops on the A652. The former runs every 30 minutes during the day Monday to Saturday between Birstall, Batley, Dewsbury and Thornhill whilst the latter operates the same route but starts in Bradford running every 30 minutes during the day Monday to Saturday and hourly in the evening and on Sunday. The combination of these two services gives a 15 minute frequency along this route.

5.4.4 Services 212, 268, 268A and 282 use the stops on the A638. The 212 runs hourly every day between Dewsbury, Staincliffe, Dewsbury & District Hospital, Batley and Wakefield. The combination of the 268 and 268A provides a 10 minute frequency during the day Monday to Friday (15 minutes on Saturday, 30 minutes on Sunday) and hourly in the evening between Wakefield, Dewsbury, Dewsbury & District Hospital, Heckmondwike, Cleckheaton and Bradford. The 282 runs every 30 minutes during the day Monday to Saturday and hourly in the evening and on Sunday between Birstall, Batley, Dewsbury and Thornhill.

5.4.5 A high number of bus routes to the majority of residential areas surrounding Huddersfield can be readily accessed from these stops. In addition the Free Town Bus route runs every 10 minutes during the day Monday to Saturday along Northgate which is only 330m from the site.

5.4.6 The closest railway station to the site is Dewsbury railway station some 650m from the site. The station lies on the Huddersfield line with regular services to York, Leeds, Manchester, Sheffield and beyond. Many local services between the major destinations are also served.

5.4.7 In conclusion the site can be considered as being very accessible by public transport.

5.5 Private Means of Motorised Transport

5.5.1 The nature of the proposed use is such that it is inevitable that some staff and visitors will make their journey by private car and may wish to take advantage of the site's proximity to the main highway network.

5.5.2 The site has the capacity to provide for those journeys by private car that are necessary and unavoidable. A total of 18 parking spaces (including 3 disabled spaces) are to be provided on site for staff, visitors and disabled students. An additional large area of parking to the east half of the site will be retained for staff (from the DLQ and the proposed town centre sites) until such time as a future development is brought forward. One of these spaces will have facilities to charge hybrid / electric vehicles.

5.5.3 On-street parking on the majority of the local road network is restricted therefore providing on-site parking to meet demand is essential.

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 includes segregated footways to facilitate safe and convenient pedestrian access through the site. Links for pedestrians and cyclists will be provided on to Commercial Road, the A652 Bradford Road and the A638 Halifax Road.

6.2.2 Appropriate levels of lighting will be provided along pedestrian routes within the site.

Proposed Improvements to Increase Cycle Usage

6.2.3 Safe and convenient access through the site for cyclists will be provided to link to the cycle parking areas described in Section 3. On-site secure cycle parking facilities will be provided for use by staff and students in compliance with the Kirklees UDP.

6.2.4 Links for pedestrians and cyclists will be provided on to Commercial Road, the A652 Bradford Road and the A638 Halifax Road (for pedestrians only at first floor level).

Proposed Improvements to Increase Bus Usage

6.2.5 The College coach / mini buses mentioned above are used to transport students who have mobility difficulties and to connect to other establishments run by the College in Huddersfield and Dewsbury. A drop off / pickup area is proposed on Commercial Road adjacent to the site entrance.

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 and students). 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 staff. This will be carried out by the TPC.

6.3.3 For students, access and travel information will be provided in all marketing streams, such as induction packs, leaflets and their website.

Travel Plan Co-ordinator

6.3.4 To deliver the 'soft' measures it will be necessary for a Travel Plan Co-ordinator (TPC) to be appointed to implement the measures. The TPC is Suzanne Dean and her contact details are given below:

Suzanne Dean
Projects Controller
Kirklees College
Dewsbury Centre
Halifax Road
Dewsbury
Tel: 01924 436217
Mob: 07767 873261
Email: SDean@kirkleescollege.ac.uk

- 6.3.5 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 for the staff and students. The promotional material will be developed by the TPC in liaison with the Travel Plan Officer of the Council.
- 6.3.6 The TPC will coordinate all initiatives for the site in liaison with the Travel Plan Officer of the Council including monitoring and reporting (via the annual travel surveys). The TPC will also act as the main point of contact for all organisations outside the development site.
- 6.3.7 A copy of the Travel Plan will be made available on the staff and student notice boards and over the Intranet. A letter will be circulated to all staff following the commencement of the plan and it will be promoted to students via their starter information packs. This letter / starter information pack will announce the launch of the Travel Plan, location of the notice boards and name of the TPC. Details of the Travel Plan will also be included within subsequent recruitment literature and staff / student induction packs.
- 6.3.8 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.
- 6.3.9 The TPC will promote each form of sustainable travel in the following ways.

Initiatives to Promote Walking

- 6.3.10 The health, environmental and financial benefits of walking will be promoted to staff and students. This applies particularly to staff and students who live within the maximum recommended walking distance.
- 6.3.11 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 and students 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 offered for staff and students that are able to walk to and from work.
- 6.3.12 Information in respect of walking routes to the site will be made available to staff and students. This information will be included on maps to be produced and made available through the Travel Plan notice boards and via the internet and in staff / student induction packs. Reference to the walking journey planner will also be provided in promotional material (www.walkit.com).

Measures to Promote and Facilitate Cycling

- 6.3.13 The TPC will promote cycling to work, particularly for those staff and students living within a 5km radius of the site. The health, environmental and other benefits of cycling will be promoted by the TPC to staff and students. Initiatives such as bike buddy service will be promoted and the TPC will liaise with the Council's cycling officer about such schemes and other area wide initiatives. A 'spares and tools' box will also be provided to assist with on-site repairs if necessary.
- 6.3.14 Information on local cycle network routes will be made available to staff and students. This information will be included on maps to be produced and made available through the Travel Plan notice boards, via the internet and in staff / student induction packs. Details of DfT / KMC cycling promotion and assistance initiatives will also be disseminated via these methods. 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 Staff will be offered 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/>.

Measures to Promote Public Transport

- 6.3.16 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 students.
- 6.3.17 The TPC 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.
- 6.3.18 The TPC will make arrangements to demonstrate to staff and students 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. They 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/welcolme.do
 - Real time bus information: <http://wypte.acislive.com/>
 - Timetables and ticket information: www.wymetro.com
 - Rail Enquiries: www.nationalrail.co.uk
 - Coach travel: www.nationalexpress.com and www.megabus.com

Measures to Reduce Car Use

- 6.3.19 Allocation of spaces will also be considered for those with temporary disabilities.
- 6.3.20 Car sharing is also a good means of reducing single-occupancy car use 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.
- 6.3.21 Given the levels of staff on the site overall, 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 www.wycarshare.com). Consideration towards providing a guarantee for a ride home in emergencies and may offer priority parking for car sharing to encourage take-up (if deemed practical and effective).
- 6.3.22 Where practicable, deliveries that are within the control of the DLQ 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 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 relocating to the new site.

8 RESPONSIBILITY/OWNERSHIP

- 8.1.1 The College will be responsible for implementing the initial infrastructure measures detailed above in liaison with the Local Planning and Highways Authority and for appointing the TPC.
- 8.1.2 The Travel Plan will be implemented under the control of the TPC, who will work in conjunction with the Kirklees Council's Travel Plan Officer, the local community and other interested parties for the continuing progression of the Travel Plan. The TPC has been appointed and their contact details are provided in paragraph 6.3.4 above.
- 8.1.3 Once the development commences and specific dates for occupation are set, the TPC will inform the TravelWise Team 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 and students 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 any of the buildings. The marketing / development of promotional material will also commence prior to occupation.
- 9.1.2 The TPC has been appointed and their contact details are provided in paragraph 6.3.4 above. Within 3 months of occupation, the TPC will carry out a further staff and student survey to ascertain travel patterns. Whilst the primary reason for the survey is to gather data on travel behaviour, it will also be used to inform the development of the sites aims and objectives regarding the Travel Plan and sustainable travel.
- 9.1.3 The survey work will provide an opportunity to reinforce the role of the TPC, provide contacts details and raise awareness of the Travel Plan and initiatives amongst the staff and students. Results of the surveys will be presented in promotional material to advise on the success (or otherwise) of the Travel Plan.
- 9.1.4 In order to be able to determine the potential effect of new staff for each element of the development, 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. Similarly, student questionnaires will be carried out at the start of each term year.
- 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 A full action plan with initiatives, names of persons responsible, dates and outcomes with allocated budget needs to be completed by the TPC in partnership with Kirklees Council's Travel Plan Officer within 3 months of occupancy. A suggested framework for the Actions is however provided in Table 2 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	Prior to first occupation – person appointed
Provision of full Action Plan	Within three months of opening
Travel Questionnaire	Within three months of opening
'Soft' Measures / Promotional Material	Prior to first occupation
Monitor and Review	Annually

Table 2: 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 students via notice boards, internet, staff meetings and staff / student induction packs. The TPC will liaise with the TravelWise Team to agree the surveys to be undertaken, the monitoring procedure and reporting.

10.1.3 Following the initial travel surveys, repeat travel surveys will be undertaken annually. The staff surveys will be carried out using online data entry contained on the WYTPN website. Student surveys will be developed in liaison with the Kirklees Council's Travel Plan Officer.

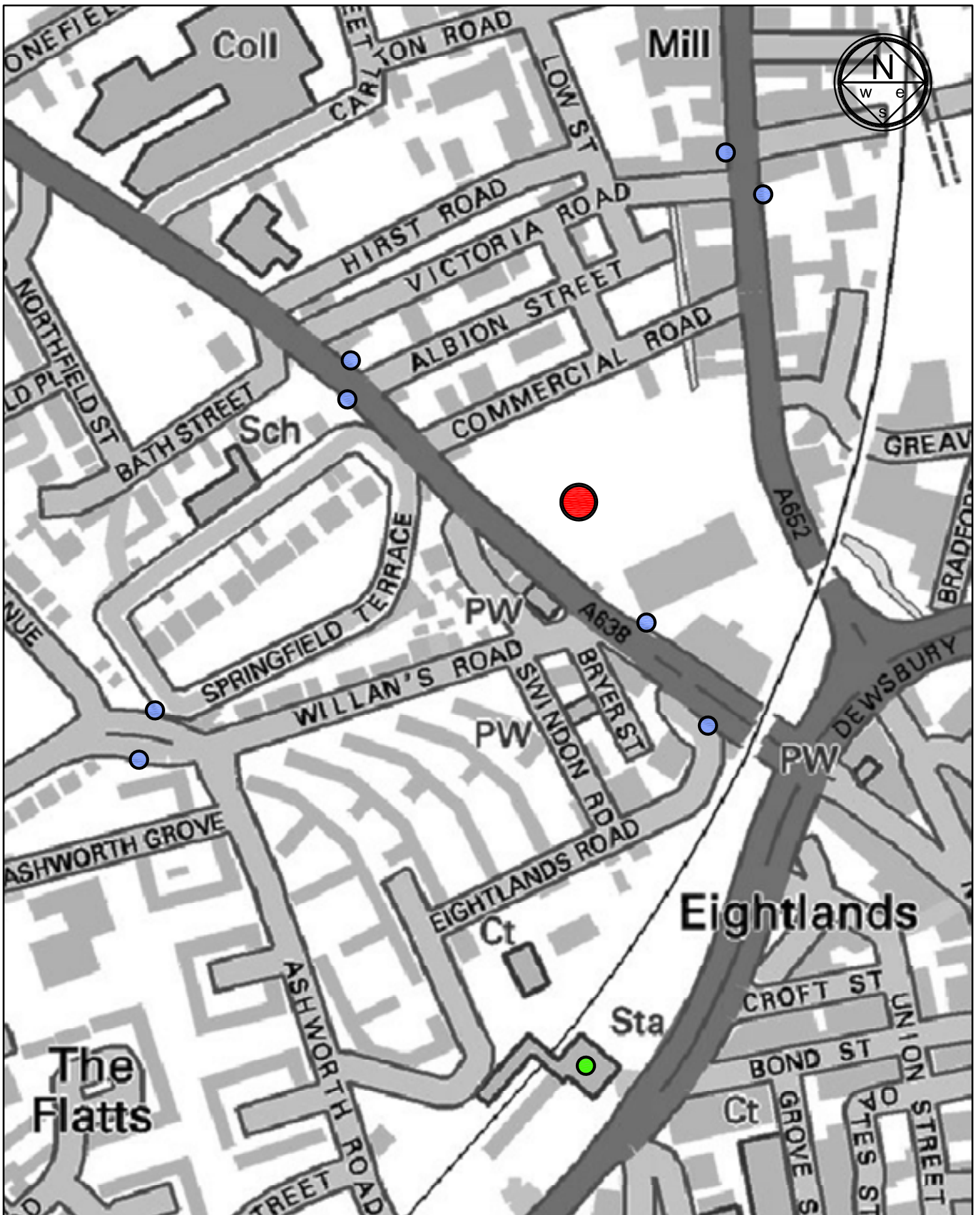
10.1.4 A written analysis of the results of the survey will be provided to the Council's Travel Plan Officer within one month of completion. The survey results will be used to identify the targets set out in the framework identified in Table 2. The results of the monitoring will be fed back to the Council's Travel Plan Officer.

10.2 Review

10.2.1 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 Council's Travel Plan Officer and will identify measures to improve on the targets.

APPENDICES

APPENDIX A
SITE LOCATION PLANS



KEY

-  SITE LOCATION
-  BUS STOPS
-  TRAIN STATION




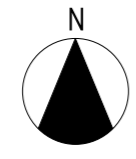
FIGURE 1
SITE LOCATION
SCALE 1: 2500 @A4

APPENDIX B
PROPOSED DEVELOPMENT

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- KEY
- MAIN COLLEGE CIRCULATION
 - CONSTRUCTION AND MOTOR VEHICLE
 - FOUNDATION
 - PROPOSED NEW PLANTING AREAS
 - EXISTING PLANTING AREAS TO BE RETAINED AND CUT BACK AS NECESSARY



REV	DRAWN	DATE	DESCRIPTION

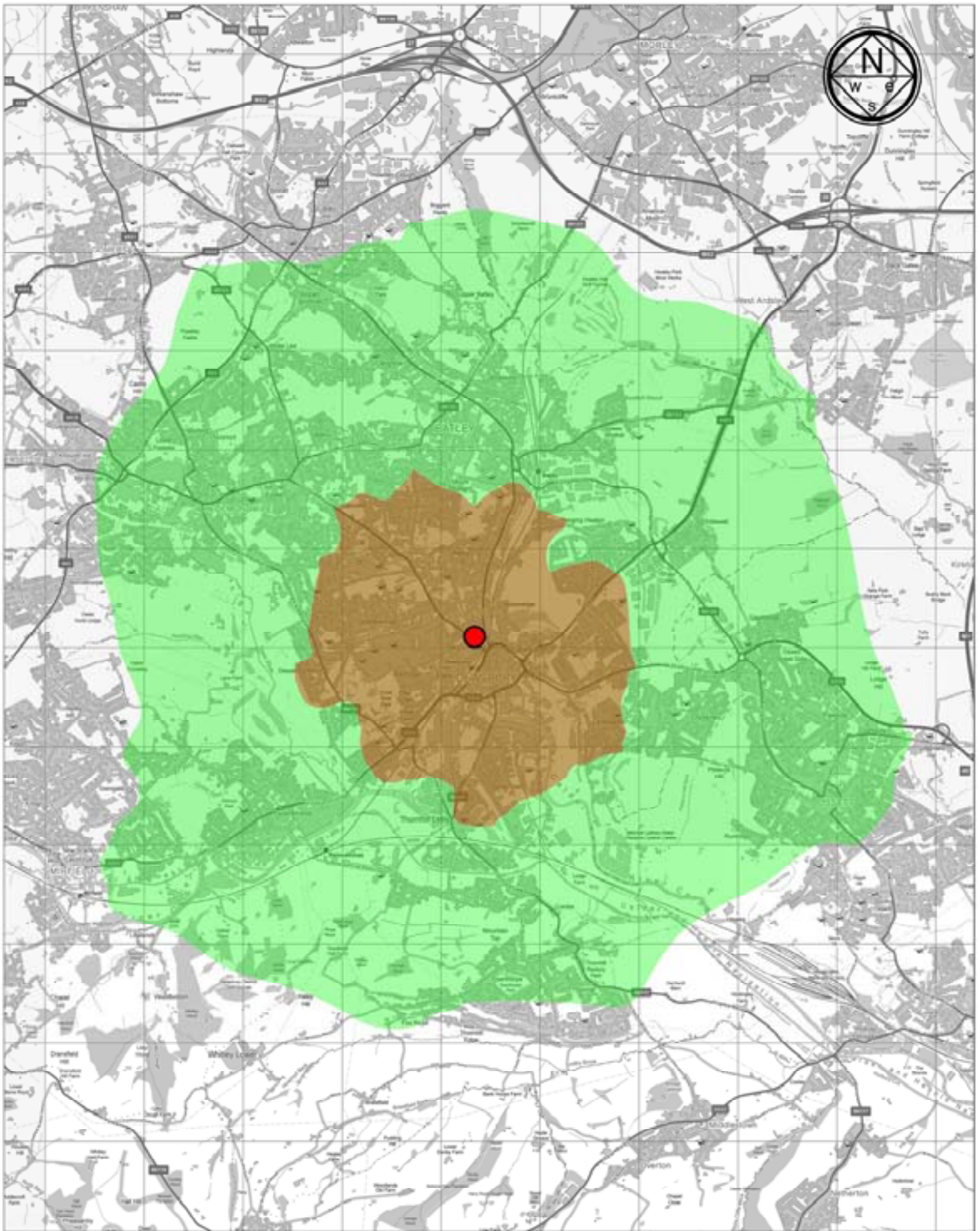
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PROJECT TITLE	KIRKLEES COLLEGE DEWSBURY LEARNING VILLAGE
TITLE	PROPOSED SITE PLAN

FILE STATUS	■ -	SCALE	■ 1:500 @ A2	DATE DRAWN	■ -
PROJECT	■ P-PROJECTS21	DATE	■ -	REVISED	■ -
PROJECT	■ 2045	DRAWING	■ 2001	REVISED	■ -

APPENDIX C
PEDESTRIAN AND CYCLE
CATCHMENT PLAN





KEY:
 SITE LOCATION ●
 2km WALK CATCHMENT ■
 5km CYCLE CATCHMENT ■

RI FIGURE 3
 WALK/CYCLE
 CATCHMENT
 SCALE 1:50,000 @A4

APPENDIX D
TRAVEL PLAN QUESTIONNAIRE

1. Are you?

		Response Percent	Response Count
Staff		78.7%	428
Student		22.1%	120
		answered question	544
		skipped question	0






2. Course or Department?

		Response Count
		544
		answered question
		544
		skipped question
		0








3. What is your postcode (optional)?

		Response Count
		406
		answered question
		406
		skipped question
		138









4. On average, how many days a week do you travel to work?

		Response Percent	Response Count
Everyday		65.4%	356
Four days		14.0%	76
Three days		16.9%	92
Two days		2.8%	15
One day		0.9%	5
answered question			544
skipped question			0

5. How do you normally travel to work?

		Response Percent	Response Count
Car (alone)		51.3%	279
Car (with others)		13.4%	73
Bus		25.2%	137
Train		11.8%	64
Cycle		2.0%	11
Motorbike		0.9%	5
Walk		14.0%	76
answered question			544
skipped question			0








6. If you travel by car, what are your reasons for using this form of transport? (tick up to 3 boxes)

		Response Percent	Response Count
Time savings		63.1%	221
Cost savings		21.4%	75
Car needed during day		27.7%	97
Public transport not available		15.1%	53
Personal safety		9.1%	32
Health reasons		3.7%	13
Convenience/flexibility		57.1%	200
No alternative		10.6%	37
	Other (please specify)		76

answered question 350

skipped question 194

7. If you are moving to one of the new buildings how would you expect to travel to it?

		Response Percent	Response Count
Car (alone)		43.1%	208
Car (with others)		9.5%	46
Bus		23.8%	115
Train		8.5%	41
Cycle		2.5%	12
Motorbike		1.2%	6
Walk		11.4%	55
	answered question		483
	skipped question		61