



PARAGON HIGHWAYS



Station Road, Mirfield

Travel Plan Framework

June 2017

Project
1246

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EXECUTIVE SUMMARY

Paragon Highway Consultants has been appointed to prepare a Travel Plan in support of a planning application for a residential development on a site to the west of Station Road in Mirfield in the district of Kirklees.

The proposals are to construct circa 70 apartments in 4 blocks served from an existing junction onto the Station Road that currently serves a LIDL store.

A separate Transport Statement has been submitted with the planning application and considers the traffic impact and transport sustainability provision associated with the proposed development. The assessment demonstrated that the development proposals should be acceptable for planning approval purposes.

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

The location of the site in Mirfield close to bus routes, rail station and local shops and other retail and medical facilities etc provides an opportunity to formulate a robust Travel Plan to increase sustainable travel choices and provide a development accessible to all.

1 OBJECTIVES

1.1.1 This Residential Travel Plan Framework has been produced in accordance with both Central and Local Government guidance relating to Travel Plans. The Travel Plan is focused on the future occupiers of the proposed development. The specific measures will help to provide a focused and effective Travel Plan to encourage users to vary, or change, from their reliance on private car travel.

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

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

2 DEVELOPMENT PROPOSALS

2.1 Project Description

2.1.1 The proposals are to construct a residential development of circa 70 new apartments on the site on the west side of Station Road, Mirfield, in the district of Kirklees. The internal road layout will be designed in accordance with Manual for Streets and the Council's guidance. The junction is an existing arrangement that currently serves a LIDL supermarket. Parking and turning spaces within the site are proposed to allow vehicles likely to visit the site to enter and leave in a forward gear.

2.1.2 Vehicular access to the development will be via the existing junction off Station Road. The available visibility splays have already been accepted by the Local Planning and Highway Authority as part of their deliberations on the planning submission relative to the ALDI foodstore development. The southern footway will be extended into the site as part of the development proposals.

3 TRAVEL PLANS

3.1 Introduction to Travel Plans

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

3.1.2 The TP should be tailored to a particular site and include a range of measures which will make a positive impact at that site, e.g. setting up a car sharing scheme; providing cycle facilities; restraining car parking or possibly provide high speed broadband to allow working from home to cut business travel / journeys to work. The purpose is to make the more sustainable transport modes safe and practical and therefore attractive to residents and their visitors.

3.2 The Benefits of a Travel Plan

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

3.2.2 It is necessary to look at the way residents and their visitors might 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 residents and their visitors to reconsider how they make regular journeys.

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

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

Benefit	Residents / Visitors	Community/ Environment
Cost Savings	√	
Healthier lifestyle	√	
Improved site access	√	√
Reduced Congestion	√	√
Reduced accidents	√	√
Time savings	√	√
Improved quality of life	√	√
Reduced stress	√	
Improved local air quality		√
Reduced noise		√

Table 1 The Benefits of the Travel Plan

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

3.3 Transport Policy

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

National Travel Planning Guidance

3.3.2 The research carried out by the DfT published in their report *Smarter Choice, Changing the Way We Travel* suggests that a reduction of 10 – 15% of driver only trips can be achieved by the provision of effective and practicable measures included within a travel plan. This research was based on destination travel plans which are designed to reduce car use to a particular destination such as a workplace, school or leisure development rather than from a residential development.

3.3.3 To address this, the DfT document called Making Residential Travel Plans Work: Good Practice Guidelines has been published. This document recognises that residential travel plans differ from destination travel plans such that residents will have more varied journey patterns with multiple destinations whereas the latter will only deal with a single journey purpose. It also recognises that, depending on location, a residential travel plan might not achieve the same level of reduction in driver only trips on its own but may do in combination with the gradual introduction of destination travel plans and travel policies elsewhere.

National Planning Policy Framework – Promoting Sustainable Transport

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

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

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

3.3.6 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.” The Local Policies etc that are relevant to producing a robust Travel Plan Framework are as follows:

Local Transport Plan

The current Local Transport Plan is the third West Yorkshire Local Transport Plan (LTP3) which covers the period 2011 to 2026. 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.*

- (i) 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.

- (ii) The LTP also sets out a bus strategy for 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

- (iii) 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 T2 states: *"Highway Improvements will be directed towards:*
 - *Improving the worst problems of personal accessibility with special emphasis on improvements which assist public transport pedestrians and cyclists;*
 - *Meeting the requirements of industry and business and improving the quality of the strategic network defined in policy T6;*
 - *Improving road safety for all users; and*
 - *Improving environmental conditions.*

 - Policies T11, T16 and T17 identify the need to consider public transport, pedestrian and cycling access to new developments.

3.3.7 It is considered that this site is in compliance with local and national transport policies due to the sustainable location of the site with good quality facilities for travel from modes other than the single occupancy private car trips.

3.3.8 It is considered that this site is in compliance with local and national transport policies due to the sustainable location of the site with excellent facilities for travel from modes other than the single occupancy private car trips.

4 ACCESSIBILITY

4.1 Introduction

4.1.1 The following paragraphs provide a summary of the site's current accessibility in terms of walking, cycling and public transport. The plan included at Appendix A shows the footpath and cycleway network within the vicinity of the site.

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

4.2 Site Location / Highway network

4.2.1 The site is located on the western side of Station Road approximately 120 metres to the south of Mirfield town centre and 250 metres or so from the rail station located just off the Hopton New Road to the south of the application site. The site is currently occupied by a LIDL Supermarket and associated car parking and servicing facilities.

4.2.2 The site is located within the town of Mirfield, approximately 4.5km south west of the large town of Dewsbury and 6.5km east of Huddersfield town centre. It is within easy walking distance of numerous bus stopping points, rail station and local services and amenities within Mirfield.

- 4.2.3 The application site is to be accessed from the Station Road which is a two-way single carriageway for its full length. Station Road does widen into 3 lanes close to its junction with Huddersfield Road A644 at a signal controlled junction. There are two lanes north bound nearside left and straight on and the right lane right turn only and one lane southbound at this point. The footway provision on the nearside of Station Road is adequate in both directions when travelling towards the town centre or the rail station. However, the footway provision on the opposite side of Station Road does deteriorate in width from outside no.23 Station Road south over the canal bridge to the junction with Lowlands Road. Notwithstanding this the nearside provision is still considered adequate for its day to day use. Station Road is lit to side road standards and is the subject of a 30-mph speed limit, although traffic speeds along the site frontage are estimated to be lower than the speed limit.
- 4.2.4 Station Road on the site frontage is subject to traffic regulation orders restricting on street parking & waiting and is moderately trafficked with a noticeable increase at the recognised peak times.
- 4.2.5 Station Road becomes Hopton New Road just beyond the railway overbridge to the south and forms a through route linking the A644 Huddersfield Road to the north with Hopton Lane to the south via a mini roundabout. The length of the highway from the A644 to Hopton Lane is approximately 0.64km in length. It is lit to side road standards and is also the subject of a 30-mph speed limit. Along the route there are numerous side road junctions and any on street parking is generally associated with commuters using the Mirfield rail station.
- 4.2.6 The site is located within easy reach of the bus services available on Huddersfield Road and also others available within the centre of Mirfield.

4.3 Pedestrians

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

- 4.3.2 However, the guidance within PPG 13 in relation to pedestrian and cyclists is still useful as a reference and the relevant policies within the Council's UDP still apply.
- 4.3.3 Pedestrian access from the Station Road would be via the footways leading into the site. Access would then be via the pedestrian gates (controlled by a key fob) to the main entrance points to each apartment block. Traffic speeds within the site, due to the proposed gated development, will be very low and the potential for vehicle / pedestrian conflict will be equally as low.
- 4.3.4 Pedestrian movement from the site onto the local pedestrian network has also been considered and acknowledged. 2 pedestrian links are proposed to the towpath adjacent to the Calder and Hebble navigation which eventually connect with the definitive footpath network, Mirfield 100/10 and 463/10 to the west of the site, together with a link to the north west of the site connecting to a footpath system associated with the adjacent development.
- 4.3.5 The footway network along Station Road provides a suitable link with the town centre of Mirfield to the north of the application site and the rail station to the south. Within the recommended maximum walking distance are the local shops and services within Mirfield including a supermarket, butchers, a bank, a post office, a doctor's surgery, dentists, pharmacy and various food and takeaway outlets, restaurants and cafes. The rail station and fare stages are also well within the walking catchment area for the site. To assist pedestrians to safely access these shops and services within the town centre there are pedestrian crossing facilities at most junctions and signalised crossing points on the Huddersfield Road within the town centre.
- 4.3.6 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.

4.4 Cycling

- 4.4.1 With regards to cycling, PPG 13: Transport stated that *“Cycling also has the potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport”*. In this case the whole of Mirfield, the rail station and its retail and commercial areas plus the medical facilities are all within cycling distance of the site. (see Appendix B for the cycle catchment area). Similarly, there is the potential for visitors to cycle from their homes to the site.
- 4.4.2 The Spen Valley Greenway is also accessible from Ravensthorpe and links Dewsbury with Oakenshaw and is surfaced for a considerable proportion of its length and forms part of National Cycle Route no.66.
- 4.4.3 Secure cycle parking and storage facilities will be provided within the site.

4.5 Public Transport

- 4.5.1 The nearest bus stops are located on the Huddersfield Road a maximum distance of 200 metres from the application site. The Huddersfield bound fare stage has the benefit of a passenger shelter / timetable case. The Dewsbury bound stop has a flag / pole and raised boarding kerbs. These bus stops provide access to the several bus services.
- 4.5.2 As can be identified from the table below there are 2 services per hour that travel to the large town of Dewsbury. There is also an hourly service to the cities of Leeds and Bradford. This level of bus service is compatible with a town of this size. There are also several other bus services that operate through Mirfield along Dunbottle Lane to the east which provide a regular service to Leeds and Huddersfield. The fare stages are approximately 900 metres from the site but the regular 15-minute service would attract some residents to use the 202 / 203 service. Therefore, it is considered that the bus services will provide a suitable alternative to the private car in line with current Government guidelines.

SERVICE NO	From – To	Frequency Mon – Sat	Late evenings and Sundays
278	Halifax – Elland – Brighouse – Mirfield – Dewsbury	60 mins	60 mins
205	Dewsbury – Northorpe – Mirfield	60 mins	60 mins Not Sundays
221	Leeds – White Rose Centre – Morley – Batley – Heckmondwike – Mirfield	60 mins	-
253	Dewsbury – Mirfield – Cleckheaton – East Bierley – Bradford	60 mins	60 mins

4.5.3 The nearest railway station from the application site is Mirfield Railway Station located just 250 metres or so to the south of the application site. This station is obviously within the accepted 2km walking distance and the 5km cycling distance for commuting, and is on the Huddersfield Line. The local rail services available from this station are as shown below:

Train routes: Huddersfield Line

Huddersfield – Deighton – Mirfield – Ravensthorpe – Dewsbury – Morley – Cottingley – Leeds. Also, there is a service to Brighouse – Sowerby Bridge- Mytholmroyd and Hebden Bridge.

Service summary

Route	Monday to Saturday frequency		Sunday frequency
	Daytime	Late evening	
Huddersfield – Deighton – Mirfield – Ravensthorpe – Dewsbury – Morley – Cottingley – Leeds	60 mins	60 mins	120 mins
Hebden Bridge – Mytholmroyd – Sowerby Bridge – Brighouse – Mirfield – Dewsbury – Morley – Leeds	30 mins	60 mins	120 / 180 mins

- 4.5.4 As can be identified from the train routes and services summarised above there are good train links with regular trains to Huddersfield, Dewsbury and Leeds. Huddersfield and Leeds stations also provide access to rail services on the wider rail network.
- 4.5.5 The development proposals have the capacity to increase patronage of the local rail service. Utilising the current modal split for the Mirfield area the site would have the capacity to increase patronage by some 7 trips at the peak times. However, given the tenure of the development the number of peak time work journeys would be limited, therefore, impact upon the peak time rail service would be minimal.
- 4.5.6 The site can be regarded as having very good accessibility by way of public transport.

4.6 Private Car

- 4.6.1 The nature of the proposed use is such that it is inevitable that some residents and their visitors will make their journey by private car.
- 4.6.2 The site has the capacity to provide for those journeys by private car that are necessary and unavoidable. Parking is to be provided in accordance with LPA guidelines to cater for anticipated demands.
- 4.6.3 A study by the RAC Foundation revealed that there has been a 14% fall in personal shopping trips by car since 2002 with the distances travelled also falling by some 19%.
- 4.6.4 Given the sites excellent sustainable merits then the potential single occupancy car journeys will probably be well below those estimated by TRICs.

5 TRANSPORT IMPACT

5.1 Travel Questionnaire

5.1.1 To provide a focused Travel Plan with effective measures to promote sustainable travel, an understanding of the transport impact of the development and travel characteristics is required. This is achieved by carrying out a survey of resident’s travel characteristics when they move to the site. A copy of a sample travel questionnaire is included at Appendix D.

5.2 Traffic Impact

5.2.1 The table below gives the predicted flows resulting from the development proposals (taken from the Transport Statement for circa 70 apartments).

	AM Peak			PM Peak		
	Arrive	Depart	Total	Arrive	Depart	Total
Residential Apartments	2.03	3.36	5.39	3.99	3.5	7.49

Table 2 – Predicted traffic Flows

5.2.2 The Transport Statement determined that the net impact of this level of development would not create any capacity or road safety problems on the local road network. Given the sites sustainable merits the actual number of peak time journeys will probably be less than the low number already predicted.

6 TRAVEL PLAN INITIATIVES

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

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

6.2 Infrastructure Improvements

Proposed Improvements to Increase Pedestrian Usage

6.2.1 The site layout will provide safe and convenient access for pedestrians to link to the footways adjacent to the public highway. The existing footway along the southern side of the access road will be extended to link with the shared surface street at the head of the cul-de-sac. Appropriate levels of lighting will be provided along pedestrian routes within the site.

Proposed Improvements to Increase Cycle Usage

6.2.2 Safe and convenient access through the site for cyclists will be provided along the access road. Links to the local highway network, the canal towpath and other local routes to provide access for pedestrians and cyclists are also proposed.

6.2.3 On-site secure cycle parking facilities will be provided for use by residents and visitors.

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 to all residents. This will be achieved via the Travel Information Welcome Pack and thereafter by producing posters and leaflets, newsletters, the internet and communication sessions. This activity will need to be coordinated properly by a nominated individual or company.

Travel Plan Co-ordinator (TPC)

- 6.3.3 To deliver the 'soft' measures it will be necessary for a Travel Plan Co-ordinator (TPC) to be appointed to implement the measures. This appointment will be made at least 3 months prior to the marketing of the units on site and will continue for up to a minimum of three years after full occupation (95%) of the site. Generally, the role of the TPC is to ensure promotional material for sustainable travel is up to date and that they act as the main point of contact for travel and access information. The promotional material will be developed by the TPC in liaison with the Travel Plan Officer of the Council.
- 6.3.4 The TPC will coordinate all initiatives for the development site in liaison with the Council's Travel Plan Officer including monitoring and reporting (via the annual travel surveys). They will also act as the main point of contact for all organisations outside the development site.
- 6.3.5 One of the first tasks of the TPC on their appointment will be to ensure that their contact details are included in the marketing suite for the development and within marketing literature and the Travel Information Welcome Pack. These details will also be provided to the local authority and will be kept up to date should they change. The TPC will also ensure the hard and soft measures are implemented.
- 6.3.6 The TPC will promote each form of sustainable travel in the following ways.

Initiatives to Promote Walking

- 6.3.7 The health, environmental and financial benefits of walking will be promoted to residents and visitors.
- 6.3.8 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 residents to relay any concerns about the local footpath network, accessibility and personal safety issues. The TPC will also promote walk buddying.
- 6.3.9 Information in respect of walking routes to the site will be made available to residents and visitors. This information will be included on maps to be produced and made available in the Travel Information Welcome Pack and thereafter through leaflets, newsletters, the internet and communication sessions. Reference to the walking journey planner will also be provided in promotional and marketing material (www.walkit.com).

Measures to Promote and Facilitate Cycling

- 6.3.10 The TPC will promote cycling to work and recreation facilities, particularly for those residents who work within a 5km radius of the site. The health, environmental and other benefits of cycling will be promoted by the TPC to residents. If viable a Bike User Group (BUG) and forum will be set up to allow the sharing of tips and concerns regarding cycling in the area. 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. Consideration shall also be given to the provision of a 'spares and tools' box to assist with on-site repairs if necessary (whilst the marketing / sales suite is on site).
- 6.3.11 Information on local cycle network routes will be made available to residents and visitors. This information will be included on maps to be produced and made available through the Travel Information Welcome Pack and thereafter through leaflets, newsletters, the internet and communication sessions. Details of DfT / local Council cycling promotion and assistance initiatives will also be disseminated via these methods.

Measures to Promote Public Transport

- 6.3.12 The TPC will liaise with the Council 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 via promotional and marketing material, the Travel Information Welcome Pack and thereafter through leaflets, newsletters, the internet and communication sessions.
- 6.3.13 The TPC will make residents and their visitors (if requested) aware of all relevant on-line websites administered by public transport operators.

Measures to Reduce Car Use

- 6.3.14 Car sharing is a good means of reducing single-occupancy car use. It represents a relatively convenient alternative form of travel and significant potential exist to reduce the total private mileage of people travelling to work 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 areas of apartments.

Measures for Residents

- 6.3.15 On first occupation of each residential unit, the residents will be provided with a Travel Information Welcome Pack. Details of the on-site facilities will be provided in the Pack which if residents are fully aware of, will assist with a reduction in travel demand.
- 6.3.16 The Travel Information Welcome Pack will also provide details in respect of the site and its surroundings. This information will include details of:
- the Travel Plan, its objectives and the role of the TPC
 - local public transport facilities including maps, timetables and location of nearby bus stops
 - public rights of way / cycle path network maps for the local area and beyond
 - local bicycle users groups and cycle shops
 - local footpath network
 - car parking arrangements
 - car sharing schemes
 - local taxi services

6.4 Summary of Initiatives

- 6.4.1 The proposed travel plan initiatives are summarised in the following paragraphs.
- 6.4.2 The site layout will provide safe and convenient access for pedestrians and cyclists to link to the footways / highways adjacent to the public highway. Appropriate levels of lighting will be provided along routes within the site. Links to the local highway network and canal towpath to provide access for pedestrians and cyclists are also proposed.
- 6.4.3 A Travel Plan Co-ordinator (TPC) appointment for this residential development will be made at least 3 months prior to the marketing of the units on site and will continue for up to a minimum of five years after full occupation (95%) of the site. The TPC will coordinate all initiatives for the development site in liaison with the Council's Travel Plan Officer including monitoring and reporting (via the annual travel surveys). They will also act as the main point of contact for all organisations outside the development site.
- 6.4.4 On first occupation of each residential unit, the residents will be provided with a Travel Information Welcome Pack. Details of the on-site facilities will be provided in the Pack which if residents are fully aware of, will assist with a reduction in travel demand. The Travel Information Welcome Pack will also provide details in respect of the site and its surroundings. This information will include details of:
- the Travel Plan, its objectives and the role of the TPC
 - local public transport facilities including maps, timetables and location of nearby bus stops
 - public rights of way / cycle path network maps for the local area and beyond
 - local bicycle users groups and cycle shops
 - local footpath network
 - car parking arrangements
 - car sharing and car club schemes
 - local taxi services

- 6.4.5 The TPC will promote walking, cycling and the use of public transport. This information will be included on maps to be produced and made available in the Travel Information Welcome Pack and thereafter through leaflets, newsletters, the internet and communication sessions. 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. Consideration shall also be given to the provision of a 'spares and tools' box to assist with on-site repairs if necessary (whilst the marketing / sales suite is on site).

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 A commitment to specific targets is difficult to achieve at this stage, however indicative targets have been identified to monitor the effects of the Travel Plan.

7.1.3 As stated above DfT published in their report *Smarter Choice, Changing the Way We Travel* suggests that a reduction of 10 – 15% of driver only trips can be achieved by the provision of effective and practicable measures included within a travel plan. For a residential travel plan, given this location a SMART target would be to seek a 6% reduction in single occupancy car trips over the life of the plan (5 years).

7.1.4 It is not considered possible to identify a true base level of travel behaviour until the development is 40% occupied and the travel questionnaire survey has been undertaken. An indicative framework for the initial targets is however provided below.

OBJECTIVE	TARGET	BASE YEAR	YEAR 1	YEAR 3	YEAR 5	END TARGET
Private Car Use	single occupancy car trips	63%	-2%	-2%	-2%	53%
	car sharers	7%	0.5%	0.5%	0.5%	9.5%
Accessibility	public transport users	10%	0.3%	0.3%	0.3%	11.5%
Health and Wellbeing	Cycling & walking	8%	1%	1%	1%	13%

Table 3: Initial Travel Plan Targets

8 RESPONSIBILITY/OWNERSHIP

- 8.1.1 The applicant will be responsible for implementing the initial infrastructure measures detailed in the paragraph in liaison with the Local Planning and Highways Authority. The applicant will be charged with appointing the TPC whilst the units are being fitted out and this will be maintained whilst the site is being marketed / developed and for a minimum of three years after full (95%) occupation.
- 8.1.2 The Travel Plan will be implemented under the control of the TPC, who will work in conjunction with the Council's Travel Plan Team, the local community and other interested parties for the continuing progression of the Travel Plan. On appointment, the TPC will provide contact details to the Council's Travel Plan Officer.
- 8.1.3 Once the development commences and specific dates for occupation are set, the TPC will inform the Council's Travel Plan Officer and set out preliminary dates for delivery and monitoring of this Travel Plan. The TPC will liaise with the Travel Plan Officer on the site 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 annual 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 residents 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 completed prior to occupation of any of the units.
- 9.1.2 The TPC will carry out a questionnaire survey of resident's travel characteristics once 40% of the dwellings have been occupied. Whilst the primary reason for the survey is to gather data on travel behaviour and to refine the initial targets, it will also be used to inform the residents of the new 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 residents. The results of this survey and the refined targets will be submitted to the Council for approval.
- 9.1.4 The TPC shall advise residents on how they might travel to and from the site and offer to provide a Personalised Travel Plan (PTP) which presents the sustainable travel options available for a resident, if requested.
- 9.1.5 The Travel Plan will be continually marketed through the provision and updating of travel information, leaflets, internet and communication sessions. This will be the responsibility of the TPC.
- 9.1.6 As part of the marketing and communication campaign, the TPC will consider activities to coincide with national events such as Bike Week, TravelWise Week, National Lift Share Day, In Town without My Car, World Health Day, etc. These will be laid out within an Annual Action Plan with dates for the activities and who would be responsible for them.

9.1.7 A suggested framework for the Actions is however provided in the table below and will be monitored and updated as the Travel Plan progresses.

ACTION	DELIVERY PERIOD
Infrastructure Provision (cycle, pedestrian, highway improvements)	Post planning permission, prior to first occupation
Appointment of TPC	3 months prior to the marketing of the units on site
Travel Questionnaire	On 40% occupation (yearly thereafter)
'Soft' Measures / Promotional Material	Prior to first occupation
Monitor and Review	Annually
Action Plan	Prepared at start of year and then implemented during that period

Table 4: 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 residents and visitors via leaflets, newsletters, the internet and communication sessions. The TPC will liaise with the Travel Plan Officer to agree the surveys to be undertaken, the monitoring procedure and reporting.

10.1.3 Following the initial travel surveys, repeat travel surveys will be undertaken. The survey will be based upon the sample questionnaire contained within Appendix D. A written analysis of the results of the survey will be provided to the Local Authority within one month of completion. The survey results will be used to identify the targets mentioned in section 7. The results of the monitoring will be fed back to the Travel Plan Officer.

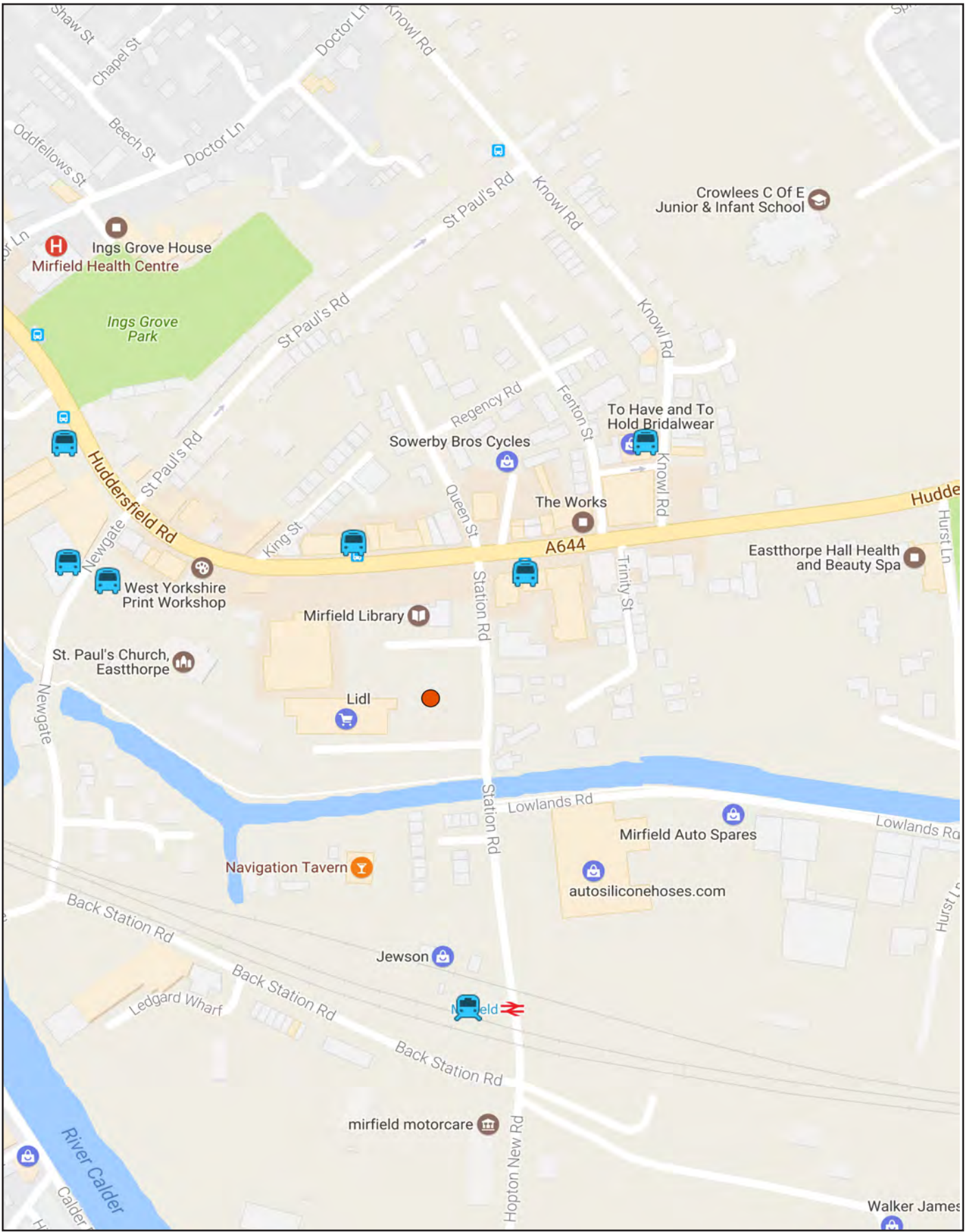
10.2 Review

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 Travel Plan Officer and will identify measures to improve on the targets.

10.2.2 At this stage, it is difficult to identify what measures might be considered as these would be dependent upon the degree that the targets have not been met. However, as a minimum it is proposed that the role of the TPC will be extended by a year for every year that the targets have not been met.

Appendix A

Location plan



 SITE LOCATION

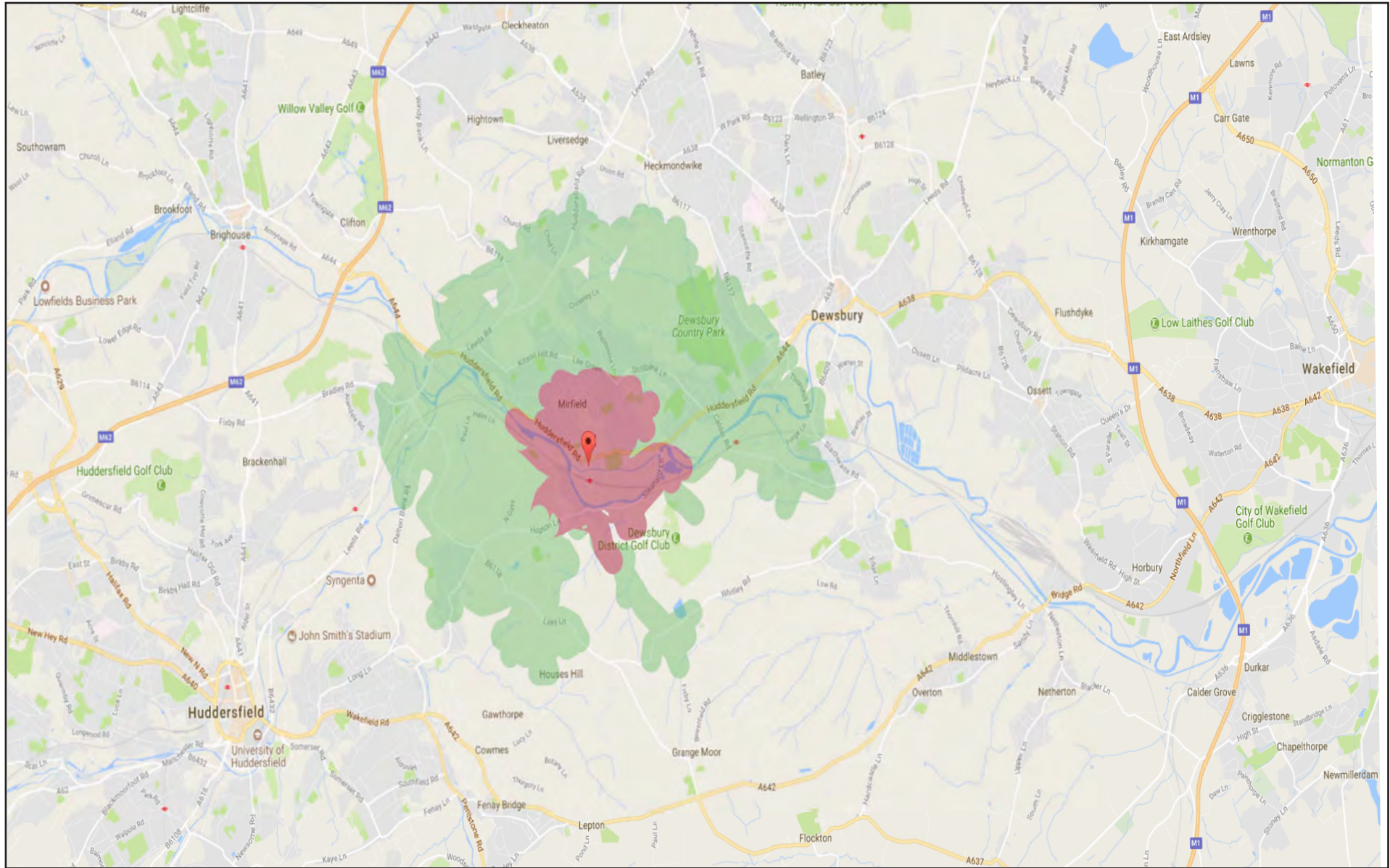
 BUS STOP LOCATION



UNIT 2, THE OFFICE CAMPUS,
 PARAGON BUSINESS PARK, RED HALL COURT,
 WAKEFIELD WF1 2UY

Appendix B

Pedestrian and Cycle Catchment



- 5km CYCLE CATCHMENT
- 2km WALKING CATCHMENT
- SITE LOCATION

Appendix C

Proposed Layout Plan



APARTMENT TYPE	BED No	SQ.M	SQ.FT	No UNITS	TOTAL SQ.M	TOTAL SQ.FT
BLOCK A						
TYPE A	2	118	1270	2	236	2540
TYPE B	2	90.5	974	3	271.5	2922
TOTAL				5	507.5	5462
BLOCK B						
TYPE A	2	89	959	6	534	5754
TYPE B	2	85.5	920	6	513	5520
TYPE C	2	67.8	730	6	406.8	4380
TYPE D	2	64	689	6	384	4134
TYPE E (ROOFTOP)	2	95	1023	2	190	2046
TYPE F (ROOFTOP)	2	112	1205	2	224	2410
TOTAL				28	2251.8	24244
BLOCK C						
TYPE A	2	90.5	974	3	271.5	2922
TYPE B	2	85.5	920	3	256.5	2760
TYPE C	2	99	1066	3	297	3198
TYPE D	2	90.5	974	3	271.5	2922
TYPE E (ROOFTOP)	2	83.5	899	1	83.5	899
TYPE F (ROOFTOP)	2	82	883	1	82	883
TYPE G (ROOFTOP)	2	77	829	1	77	829
TOTAL				15	1339	14413
BLOCK D						
TYPE A	2	89	959	5	445	4795
TYPE B	2	85.5	920	5	427.5	4600
TYPE C	2	67.8	730	5	339	3650
TYPE D	2	64	689	5	320	3445
TYPE E (ROOFTOP)	2	95	1023	1	95	1023
TYPE F (ROOFTOP)	2	112	1205	1	112	1205
TOTAL				22	1738.5	18718
SITE TOTAL						
		70	5837	62837		
INT PARKING TOTAL		62				
ADD SITE PARKING		24				
Community Facility		300				

ALL AREAS ARE APPROXIMATE MEASUREMENTS AND SUBJECT TO FINALISED DETAIL DESIGN



CLIENT: DARREN SMITH HOMES	DRAWING NUMBER: 16 4981 SK11 (REV A)
PROJECT: FORMER LIDL SITE, STATION ROAD, MIRFIELD	SCALE @ A1: 1:250
DRAWING: SD	DRAWN: DATE: SD MAY 17
FEASIBILITY SITE LAYOUT	CHECKED: DATE: LM MAY 17



SK11 / FEASIBILITY SITE LAYOUT (REV A)

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Appendix D

Travel Questionnaire

TRAVEL TO WORK SURVEY

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

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

1 What is your home postcode? _____ (optional)

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

3 What shift are you working today? _____

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

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

Everyday	<input type="checkbox"/>	Two days	<input type="checkbox"/>
Four days	<input type="checkbox"/>	One day	<input type="checkbox"/>
Three days	<input type="checkbox"/>	Other	<input type="checkbox"/>

6 How did you travel to work today?

Car (alone)	<input type="checkbox"/>
Car (with others)	<input type="checkbox"/>
Bus	<input type="checkbox"/>
Train	<input type="checkbox"/>
Cycle	<input type="checkbox"/>
Motorcycle	<input type="checkbox"/>
Walk	<input type="checkbox"/>

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

Time savings	<input type="checkbox"/>	Personal safety	<input type="checkbox"/>
Cost savings	<input type="checkbox"/>	Health reasons	<input type="checkbox"/>
Car needed during day	<input type="checkbox"/>	Convenience/flexibility	<input type="checkbox"/>
Public transport not available	<input type="checkbox"/>	No alternative	<input type="checkbox"/>
Other uses to/from work	<input type="checkbox"/>		
Other (please specify)	<input type="checkbox"/>		_____
