

Prepared on behalf of

Prospect Estates Ltd

**Proposed Mixed Use Development
Washpit Mills, Holmfirth**

Framework Travel Plan

Acknowledgements:

2011 Census data has been used to identify modal split.

Disclaimer

The methodology adopted and the sources of information used by Sanderson Associates (Consulting Engineers) Ltd in providing its services are outlined within this Report.

Any information provided by third parties and referred to herein has not been checked or verified by Sanderson Associates (Consulting Engineers) Ltd, unless otherwise expressly stated within this report.

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1 Introduction

- 1.1 Sanderson Associates (Consulting Engineers) Ltd has been appointed by Prospect Estates Ltd to prepare a Travel Plan in support with respect to their proposals for mixed use development at Washpit Mills, Holmfirth. The site location is shown on the plan at **Appendix A (Figure 1)**.
- 1.2 This Travel Plan should be read in conjunction with the Transport Assessment which has been prepared to support the planning application.
- 1.3 In accordance with Local and National Government Policies to protect and enhance the environment and to reduce reliance on the private car, this Travel Plan assesses the current situation in the vicinity of the site and proposes initiatives and measures to encourage accessibility via a variety of transport modes. This Travel Plan includes:
- Clear and unambiguous objectives to influence a lifestyle less dependent upon the private car;
 - A package of measures to encourage and facilitate less car dependant living; and,
 - A time bound programme of implementation.
- 1.4 This Travel Plan will be further developed following discussions with the Local Authority, and other relevant bodies, once the site is occupied and specific travel needs are identified.
- 1.5 Prospective occupiers of the development will be made fully aware of the commitment of the development towards the use of sustainable transport and will at the earliest possible stage be provided with detailed information which sets out the intentions of the Travel Plan and its obligations on future occupiers by including a copy of the Travel Plan within the lease documentation.

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- 1.6 Prospect Estates Ltd, as owners of the site in question, acknowledge the wider responsibilities to encourage a sustainable development which will contribute to reducing congestion and help the viability and attractiveness of the overall development. In a wider sense the Travel Plan will also aid in protecting the general environment and will encourage and engage members of staff and residents in playing their part in addressing sustainability issues.
- 1.7 This Travel Plan also sets out the facilities which will be incorporated into the development to encourage future occupiers to use sustainable transport along with the initiatives that should be adopted by residents, the occupying companies and their staff.
- 1.8 The key actions arising from this plan are:-
- The developer (Landowner) will appoint a site wide Travel Plan Coordinator (TPC) who will provide details to Kirklees Council upon their appointment as Travel Plan Coordinator (TPC). This person will have responsibility for the implementation of the Travel Plan and will have an overarching role in guiding and coordinating the initiatives for residents, staff and visitors.
 - Each company that occupies the site will appoint a member of staff that will act as a Travel Plan Representative upon occupation and they will notify the TPC who will then provide details to Kirklees Council. This person will have the responsibility of issuing surveys and other information provided by the TPC to the members of staff of their company.
 - The site wide Travel Plan Coordinator will be responsible for the residential element of the site and for issuing residents with welcome pack and surveys as well as keeping them up to date with promotions and sustainable travel.
 - The TPC will be nominated to undertake the specific tasks outlined in this document and act as a contact with Kirklees Council and other relevant bodies. The Travel Plan will operate throughout the lifetime of the development with formal monitoring taking place on an annual basis.
 - The Travel Plan initiatives and required travel survey will be implemented by the TPC within 3 months of each company's occupation of the development.

Once base line surveys from all occupying companies to which this Travel Plan applies have been completed the TPC will review and tailor the Travel Plan initiatives to meet with the needs of the occupying companies.

- The TPC shall produce an Action Plan which will include an annual program of measures designed to help achieve the annual Travel Plan targets on travel mode share detailed in Section 3.5 of this Travel Plan. It will clearly set out the tasks involved, the person(s) responsible, and dates by which the measures will be achieved.
- The TPC shall undertake an annual review of the Travel Plan which will include a resurvey of travel habits and an update to the Travel Plan and Action Plan. This will be undertaken within 3 months of the completion of the annual surveys. Any alterations to the approved targets and measures contained within this Travel Plan will be agreed with Kirklees Council prior to implementation.

2 The Development

2.1 The proposed redevelopment comprises the following:

- 48 Houses
- 16 Apartments
- 22 Bedroom Hotel
- 40 Seat Restaurant
- 1,434sqm B1 Office Units
- 1,000sqm B2 Workshop
- A 200 person capacity Function Suite

A copy of the proposed site layout is included at **Appendix B**.

2.2 The site is to be served by a central access road running between Green Lane and Choppards Lane with a separate cul-de-sac to the west on Choppards Lane serving 15 houses and the apartments and an access to the west on Green Lane serving a car park for the light industrial units. A further cul-de-sac to the east of the access road is proposed to serve 15 houses.

2.3 218 car parking spaces are proposed to be allocated as follows:

- Houses – 82 spaces
- Apartments – 16 spaces
- Unit E (Restaurant, Workshop and 852sqm of Offices) – 80 spaces
- Unit L (Hotel and 581sqm of offices) – 40 spaces

3 Travel Plan Objectives and Targets

3.1 This Travel Plan includes realistic and appropriate objectives and targets for the life of the plan's operation. Travel Plans exist to influence the behaviour towards more sustainable methods of travel using a mixture of increased transportation opportunity, providing information, persuasion, incentive and coercion.

3.2 The Travel Plan objectives are as follows:

- To minimise single occupancy vehicle trips created by the site; and
- To encourage members of staff and residents to travel by sustainable modes.

3.3 Travel patterns for the Holme Valley South Ward have been identified within the England and Wales Census undertaken in 2011. The full "Method of Travel to Work – Resident Population" output can be found at **Appendix C** at the rear of this report. Of the population that are 'in work' 77.4% travel to work by car or van (driver) and the remaining 22.6% travel to work by more sustainable means. The percentage split of modes of travel are tabulated overleaf:-

Mode of Travel	Holme Valley South Ward % Working	Kirklees % Working	England % Working
All Usual Residents Aged 16 to 74			
Underground, Metro, Light Rail, Tram	0.1	0.1	4.3
Train	2.3	2.9	5.6
Bus, Minibus or Coach	5.1	8.2	7.9
Taxi	0.2	0.9	0.6
Motorcycle, Scooter or Moped	0.8	0.7	0.9
Driving a Car or Van	77.4	68.4	60.2
Passenger in a Car or Van	5.2	6.8	5.3
Bicycle	0.9	1.0	3.1
On Foot	7.5	10.4	11.3
Other Method of Travel to Work	0.7	0.5	0.7
Total	100%	100%	100%

Table 3.3 – Census Data – Travel to Work

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- 3.4 As can be seen from the above the use of the private car as a means of travelling to work is above the national average and also above the average for the district of Kirklees. It should be noted that some of the people driver a car or van will be car share drivers.
- 3.5 As such the initial Travel Plan target will be to match the Kirklees district travel to work by car or van level of 68.4%. A secondary target shall aim to reduce this by 5% over a five year period with a resultant increase in other sustainable modes.
- 3.6 It is considered that the above interim target based on Census data will be refined once the site is occupied and the baseline surveys have been undertaken. In order to establish the 'base' situation, staff travel questionnaires will be undertaken within 3 months of occupation of each unit and residential surveys within 6 months of initial occupation unless otherwise agreed in writing by the Local Planning Authority.
- 3.7 Monitoring of the effectiveness of the initial measures can identify examples of good practice. These can be refined over time to ensure that the targets set for modal shift are likely to be achieved.
- 3.8 If the targets identified are not met, the Travel Plan Coordinator will review the Travel Plan with assistance from Kirklees Council and an Action Plan will be prepared and agreed.
- 3.9 The Action Plan will contain a program of measures designed to help achieve the Travel Plan targets. It will clearly set out the tasks involved, the persons responsible, and will identify timescales within which the measures will be achieved.

4 Travel Plan Co-ordinator

- 4.1 The developer (Landowner) will appoint a site wide Travel Plan Coordinator (TPC). This person will have responsibility for the overall implementation of this Travel Plan and will have an overarching role in guiding and co-ordinating the initiatives for all members of staff and residents via Travel Plan Representatives.
- 4.2 Each company that occupies the development will appoint a member of staff that will be a Travel Plan Representative. This person will have the responsibility of issuing surveys and other information provided by the TPC to the members of staff and visitors of each company. The site wide TPC will have the responsibility of issuing surveys and other information to the residents.
- 4.3 The post of TPC will be retained throughout the occupation of the development. The duties of the TPC will begin upon appointment and they will be responsible for the implementation and performance of this Travel Plan Framework.
- 4.4 As part of the Travel Plan the TPC will liaise with the Council and other relevant bodies to coordinate the implementation of the travel plan initiatives propose in connection with the development site. Liaison will take place as and when necessary and a meeting will take place annually following the completion and analysis of the travel surveys whereby the results can be discussed.
- 4.5 The following table provides an overview of the TPC's role and responsibilities. Some of these will be informed by the outcome of the liaison and meetings with the Council and other relevant bodies.

Role	Responsibility	
Travel Plan Coordinator	1	Liaise with the Council and other relevant bodies as necessary on a regular basis.
	2	Decide on most appropriate Travel Plan measures to meet the Travel Plan targets and discuss measures with the Council and other relevant bodies as necessary.
	3	Access funding for each suggested measure/initiative through liaison with the occupying company/landowner.
	4	Provide staff and residents with access to travel information packs (copy of which is found in Appendix E to the rear of this Travel Plan) containing information on timetables, sustainable transport links to the site and details of the car share database
	5	Provide members of staff and residents with a travel survey questionnaire to be completed upon initial occupation.
	6	Disseminate an annual travel surveys following the anniversary of the initial travel survey. The results should be collated and provided to the Council within 3 months of the completion of the surveys.
	7	Produce an annual action plan detailing measures to be undertaken for each 12 month period over the life span of the Travel Plan. The measures should be designed to meet with the travel plan targets and should consider the results of the travel surveys. In the event that all targets are met no annual action plan will be required.

Table 4.5 - Main responsibilities of TPC

- 4.6 An appropriate budget of £500.00 per annum will be provided by the developer / occupying companies for the first five years of the travel plan for the measures in the Travel Plan, after which the Travel Plan budget will be reviewed / renewed. The budget will be allocated by the TPC on an annual basis reflecting the occupancy of the development to pursue the measures set out in the Travel Plan.

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- 4.7 The TPC will offer the occupying companies the choice of whether to undertake their own internal staff travel to work surveys or whether to take part in the annual West Yorkshire “Travel to Work” survey. The residents of the development will also be issued with a travel survey similar to the one contained at **Appendix D**. In either of the above cases a target response rate of 60% is proposed.
- 4.8 If it is decided to undertake internal Staff Travel Surveys they shall be conducted generally in accordance with the example questionnaire contained at **Appendix D** of this Travel Plan. The results of the surveys will be considered by the TPC, the Council and other relevant bodies and appropriate updates will be made to the Travel Plan.
- 4.9 In accordance with Item 4 of Table 4.5, it is particularly important that all members of staff and residents are made aware of the facilities that are available in terms of the site’s infrastructure as this may again positively influence modal choice. As such all information concerning time tables, route maps for all modes of sustainable and active transport will be displayed on staff notice boards and communal areas.
- 4.10 As noted, the Travel Plan shall be monitored and reviewed on an annual basis after its initial implementation and a written analysis will be issued to the Council within 3 months of the completion of the annual travel surveys as shown on the following table. Monitoring and surveys will continue annually with formal reporting to the Council continuing throughout the occupation of the units to which this travel plan relates.

WHEN		WHAT
Month	Week	
1	1	Issue travel survey questionnaires to all staff and residents.
2	5	Staff and resident travel survey forms returned – commence analysis.
	6	Staff and resident travel survey forms returned – commence analysis.
	7	Complete analysis of surveys and commence preparation of draft Annual Monitoring Report and Action Plan and summary document.
	8	Finalise draft Annual Monitoring Report and Action Plan and summary document for discussion at annual site inspection with Council when all units are occupied.
3	9	Issue Annual Monitoring Report, Action Plan and summary document to Council.

Table 4.10 – Annual Monitoring Timetable

- 4.11 As part of the annual review the TPC will also produce an annual action plan detailing measures to be undertaken for the following 12 month period over the life span of the Travel Plan. The measures should be designed to meet the travel plan targets and should consider the results of the travel surveys. In the event that all targets are met no annual action plan will be required.
- 4.12 If, however, previously agreed targets are not met the TPC will put forward to the Council and other relevant bodies a new set of measures for the coming year which will be designed to bring the level of single person car journeys back on track.
- 4.13 The table below details the typical timescales and process of the annual monitoring procedure.

WHAT	WHY	WHEN
Undertake Annual Travel surveys.	To obtain data on the levels of journeys being made on the modal split	Baseline Month 1 - upon occupation of unit.
Prepare and issue Annual Monitoring Report to Council and other relevant bodies	To formalise the results of the survey and to advise of agreed measures for the coming year.	Month 3
Meet with Council and other relevant bodies.	To discuss the results of the surveys and to agree new measures as necessary.	Month 4
Promotion of Travel Plan measures and initiatives.	To keep members of staff and residents informed of the aims and agreed measures of the TP and to advise of any forthcoming events.	On-going Months 4-12

Table 4.13 – Annual Monitoring Procedure Timetable

5 Travel Plan Measures

5.1 Overview

5.1.1 To encourage future staff and residents of the development to travel to and from the site via alternative means other than the car it is particularly important that they are made aware of the sustainable transport alternatives that are available and of aspects of the site's infrastructure that have been designed to assist and encourage their use. This will be carried out by the provision of promotional literature such as the travel information which will be made available by the TPC.

5.1.2 To promote the use of sustainable alternatives the following elements have been considered:

- Walking
- Cycling
- Bus
- Train
- City Car Club
- Motorcycles/Mopeds
- Car/taxi sharing

5.1.3 Following the completion of the Travel Surveys the TPC will review the results and tailor the Travel Plan to be bespoke to the needs of residents, the occupying companies and their staff

5.1.4 The TPC will utilise the initiatives contained within this section to meet with the targets stipulated in Paragraph 3.5 of this report. As previously mentioned should the results indicate a significant improvement on the proposed targets then the TPC will seek to maintain and improve upon the results and will liaise with the Council to discuss new potential targets.

- 5.1.5 A key aspect of delivering successful change is the provision of adequate and up-to-date information. If private car drivers are to be encouraged to either change their mode of travel or to participate in a car sharing scheme it is obvious that they need to be aware of the availability of these alternatives and updated on any changes or improvements.
- 5.1.6 As part of the conveyance process all potential occupiers will receive a Welcome Pack, prepared by the site owner, which will contain sustainable travel information. The travel information in the packs will provide details of the available bus, train, car-sharing, walking and cycling facilities in the area for use by the appointed TPC.
- 5.1.7 The TPC will also be available to assist in providing travel planning advice for resident and members of staff which will commence upon occupation.

5.2 Walking

- 5.2.1 Walking is an important mode of transport in the urban area; it can replace a large number of short car journeys which contribute to congestion and pollution, and the need for car parking. Walking is the most sustainable form of transport and provides one way of reducing pressure on the environment.
- 5.2.2 People walking are also travelling at a pace that gives them a greater connection with their surroundings and can have positive benefits in relation to a community's security through increased surveillance. Walking stimulates both personal health and the health of communities and local economies. Government health improvement advice states that just 30 minutes brisk walking 5 times a week can bring about significant reductions in the risk of coronary heart disease, high blood pressure and diabetes.
- 5.2.3 In relation to acceptable walking distances Manual for Streets, the latest national guidance on the design of residential roads offers the following guidance in Section 4.4 "The walkable neighbourhood" and, although the proposed development is not residential in nature, it is considered that the guidance offered is relevant as the site has the potential to offer employment opportunities to residents living locally.

“4.4.1 Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPG13 states walking offers the greatest potential to replace short car trips, particularly those under 2 km. Manual for Streets encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance of most residents”. It is noted that PPS 13 has been superseded by NPPF but the general guidance offered in Manual for Streets is considered relevant.

5.2.4 **Figure 2, Appendix A** indicates destinations which lie within an 800m and 2km radius of the application site. It is noted that walking routes will not follow the simple radius of this plan and the plan is provided as an indication of where destinations lie and the general extent to which the local area can be accessed on foot. The following amenities and facilities are all located within walking distance of the site.

5.2.5 Examples of facilities within 800m walking distance of the site are:-

Bus stops on Dunford Road	Choppard Mission Church
Outdoor Clothing Store	

5.2.6 Within a 2km walking distance of the site is the majority of Holmfirth Town Centre which provides a wide range of facilities and amenities such as newsagents, banks, Post Office, bars, pubs, cafés, hot and cold food takeaways, fisheries, restaurants, new agents and local shops.

5.2.7 In addition to the above the site is also in proximity to bus stops providing regular services between the site and surrounding area. It is therefore considered that journeys on foot are a realistic prospect for future residents, staff and visitors to the site.

5.2.8 It is therefore considered that there are a range of amenities within walking distance.

Initiatives

5.2.9 The TPC will promote the benefits of walking in relation to general health and well-being and will promote walking to work for staff who have been identified as living within close proximity of the site.

5.2.10 The Travel Plan Coordinator will advise residents and members of staff that information regarding walking is available from various websites such as The Walking for Health website www.walkingforhealth.org.uk. Further information on walking activities and routes can be found at www.kirklees.gov.uk/leisure/sportHealth/walking.aspx

5.3 Cycling

5.3.1 Like walking, cycling has an important part to play in reducing congestion, improving accessibility and reducing pollution. A further benefit of cycling is linked to increased general health and fitness which has personal benefits as well as economic benefits for the nation in terms of health service costs. The bicycle is generally more affordable than the car and hence there are social equity benefits to the promotion of cycling. Cycling may also allow people without cars to reach destinations that they may otherwise be unable to reach.

5.3.2 In relation to the application site; cycling distances from local residential centres within 5km, along with the corresponding cycle time based on 12 km per hour are as follows. In addition **Figure 3, Appendix A** indicates destinations which lie within the normally accepted 5.0km radius of the application site. It is acknowledged that cycle distances will not follow the simple radius of this plan and the plan is provided as an indication of where destinations lie and the general extent to which the site is accessible by cycle.

Origin	Distance	Time
Longley	0.6km	3 minutes
Holmfirth	1.8km	9 minutes
Hade Edge	2.2km	11 minutes
Scholes	2.4km	12 minutes
Hepworth	2.9km	14 ½ minutes
Jackson Bridge	3.1km	15 ½ minutes
Wooldale	3.2km	16 minutes
Netherthong	3.3km	16 ½ minutes
Thongsbridge	3.9km	19 ½ minutes
New Mill	4.4km	22 minutes

5.3.3 Various facilities and amenities are located within 5.0km of the site and bicycles can be stored with the curtilage of each property.

Initiatives

5.3.4 Cycle storage facilities will be provided within the site to encourage this mode of transport.

5.3.5 Information for cyclists including details of routes, cycle training and details of cycle facilities will be provided by the TPC and displayed on staff noticeboards and in communal areas. Further information on cycling can be found at the following websites:

www.kirklees.gov.uk/leisure/sportHealth/cycling.aspx and www.sustrans.org.uk

5.3.6 The Travel Plan Coordinator will advise residents and members of staff that a cycle journey planner is available at www.cyclestreets.net/journey/

5.3.7 The responsibility for obtaining and updating information relating to cycling will fall to the Travel Plan Coordinator.

- 5.3.8 The Travel Plan Coordinator will promote the benefits of cycling in relation to general health and well-being.
- 5.3.9 Information for cyclists including the location of cycle shops and those that may offer discount on cycles and repairs/maintenance will be displayed on staff notice boards and travel information packs.
- 5.3.10 In addition to the above, a free app can also be downloaded for use with all iPhones, iTouch and iPads and is entitled 'The Complete National Cycle Network'. The app provides detailed mapping and route locations and operates in conjunction with the handsets GPS locator. Employees and visitors with access to any of the aforementioned devices will be informed that this software is available for free download.

5.4 Accessibility by Bus

- 5.4.1 There are bus stops located within 500m of the site along Dunford Road and Cross Gate Road. Details of the facilities provided at each of the stops along with the available services are provided below and **Figure 4, Appendix A** shows the location of these stops.

Dunford Road

Location:	Dunford Road / Cross Gate Road
Reference:	45017691
Distance to stop:	600m from the site
Direction of travel:	South Bound Traffic
Buses towards:	Penistone, Hade Edge
Facilities:	Pole, Timetable
Bus services:	25

Location: Dunford Road / Cross Gate Road
 Reference: 45021970
 Distance to stop: 610m from the site
 Direction of travel: North Bound Traffic
 Buses towards: Holmfirth, Huddersfield
 Facilities: Pole, Timetable
 Bus services: 25, 310

Cross Gate Road

Location: Cross Gate road / Dunford Road
 Reference: 45021975
 Distance to stop: 610m from the site access
 Direction of travel: East Bound Traffic
 Buses towards: Hepworth, Jackson Bridge, Scholes
 Facilities: Pole, Timetable
 Bus services: 310

5.4.2 A summary of the bus services which operate in the vicinity of the site is provided below.

Summary of services		Frequency		
Route Number	Overall Route	Daytime Frequency (Mon - Sat)	Evening Frequency (Mon - Sat)	Sunday Daytime Frequency
25	Penistone - Holmfirth	120 mins	No Service	120 mins
310	Huddersfield - Hepworth	30 mins	60 mins	60 mins

Table 5.4.2- Bus Service Summary

5.4.3 As can be seen from the table above, there is a regular level of service provided by these stops which link to Holmfirth Bus Station. The bus station is served by a variety of regional services which provides opportunities to travel to areas further afield.

Initiatives

5.4.4 Information about all available forms of public passenger transport including routes and destinations, service frequencies, locations of nearest bus stops and sources of other travel information shall be displayed on staff notice boards and in the travel information pack. As mentioned previously it will be the responsibility of the Travel Plan Coordinator to ensure that this information is kept up-to-date and reported in each review.

5.4.5 The Travel Plan Coordinator will advise residents and members of staff that information is available via the internet and up to date bus timetables can be found at www.wymetro.com with journey planners available at www.yorkshiretravel.net, www.transportdirect.info and <http://www.metrojourneyplanner.info/welcome.do>.

5.4.6 The “Your next Bus” service tracks buses using a satellite navigation system and provides the departure times of your next bus at any bus stop in West Yorkshire. This enables users to find out the scheduled or real time for any bus, at any stop, in West Yorkshire. This service is available by texting the bus stop number to 63876 and is also available at <http://wypte.acislive.com> free of charge.

5.4.7 A comprehensive journey planner is available from Travel Line which offers travel information for both local and national travel. The website can be found at the following address: <http://www.yorkshiretravel.net/welcome.do>

5.5 *Motor Cycling and Mopeds*

5.5.1 There are several benefits that may be derived from the use of this form of travel. Motor cycles by their very size create less congestion and are more likely to have less environmental impact than a single occupancy vehicle.

5.5.2 In addition, the physical size of on-site parking requirements for motor cycle and mopeds are less, so releasing more space for operational use.

5.5.3 Concern is however often raised over the safety of these vehicles and it is therefore important that any promotion of this form of travel includes the need to inform prospective riders of their statutory obligations to obtain proper training by a recognised training organisation or trainer and the correct protective equipment before use of the vehicle.

5.5.4 The Governments Motorcycling Strategy can be obtained from the Department of Transports website at www.dft.gov.uk/pgr/roads/vehicles/motorcycling. The document includes useful information including equipment, testing and training.

5.6 Car Sharing

5.6.1 The site is highly accessible to the local and wider highway network and the initial Travel Surveys will identify the number of staff travelling with another and also resident that car share. It may be that subject to survey and analysis this figure can be increased with consequent benefits for the environment.

5.6.2 Existing Car Share schemes will be promoted to further encourage car sharing. Further detail can be found at www.carshare.com and www.wycarshare.com.

5.6.3 Car Share schemes:

- Provide a cheap way to get around
- Reduce levels of traffic and congestion
- Reduce CO₂ emissions and pollution
- Reduce parking problems
- Create opportunities for business and the local community to work together
- Create opportunities to meet other people from the local area
- Improve relations with the local community
- Journeys may be quicker where drivers are allowed to use dual occupancy car lanes into the city

5.6.4 Any users of company vehicles will be encouraged to offer lifts to other members of staff in order to increase car sharing as a sustainable mode of travel to work.

5.7 *Reducing the need to travel to work*

5.7.1 It may be possible for occupiers of the units in question to permit some degree of “home working”. This of course will be dependent on the particular circumstances of both the employer and employee and realistically may not be appropriate in many cases. However if “home working” were possible on only a regular single day of the week this could possibly produce a 20% reduction in single car use for an individual resident.

6 Marketing and Communication Strategy

- 6.1 All members of staff and residents will be made aware of both the opportunities that will be available for alternative sustainable travel and of the likely measures to be included within this Travel Plan by providing this information and displaying it prominently on staff notice boards and travel information packs.
- 6.2 A “mail shot” will be produced by the Travel Plan Coordinator at the time of each review which will include the latest information on bus, rail, walking, cycling car sharing arrangements and staff will be encouraged to make this information available to their visitors.
- 6.3 West Yorkshire Metro are able to provide, posters, leaflets and timetables for display on staff notice boards.
- 6.4 The Travel Plan Coordinator will promote local and national events promoting sustainable travel to residents and members of staff. Internet forums such as a facebook page, a development intranet etc. will be investigated to encourage staff to interact and share and discuss travel arrangements.
- 6.5 The Travel Plan Coordinators contact information including a telephone number and email address will be notified to all residents and members of staff to allow contact to be made.
- 6.6 The Travel Plan Co-ordinator will register for the free public transport timetable ordering service at online.pslprint.com/metro.php

7 Enforcement and Monitoring

7.1 Overview

7.1.1 It is the responsibility of Sanderson Associates to provide the Landowner with a copy of the approved Travel Plan. It is then the Landowners responsibility to provide a copy of the approved Travel Plan with any legal lease agreement. The Landowner will then be responsible for the appointment of a site wide Travel Plan Coordinator within 3 months of their occupation of the development. The name of the Travel Plan Coordinator must be forwarded to Kirklees Council as soon as the appointment is made. It is the Landowner's responsibility to make any prospective occupier of the site fully aware of the planning condition, the Travel Plan and their obligations in relation to the Travel Plan.

7.1.2 With respect to timescales, the Travel Plan will be monitored and reviewed as detailed in Section 4. Each review shall include a resurvey of travel patterns by undertaking a travel questionnaire. This will have a cost implication for the occupying companies and site owner. A written analysis of each review shall be provided to the Local Authority by the Travel Plan Coordinator within 3 month of the completion and collation of the review for the life of the Travel Plan.

7.1.3 The survey of travel shall include details of the monitoring process undertaken. This report should also contain reference to any outside influence, such as changes to bus services.

7.1.4 The Travel Plan will be reviewed in co-operation with the Local Authority and if targets have not been met an Action Plan prepared and agreed. The Action Plan will contain a programme of measures designed to help achieve the Travel Plan targets on travel mode share. It will clearly set out the tasks involved, the person(s) responsible, and dates by which the measures will be achieved.

7.1.5 The occupying companies and the nominated Travel Plan Coordinator will use their reasonable endeavours to ensure that the Travel Plan is successful. The Travel Plan Coordinator maintains responsibility for distributing information and promoting the Travel Plan.

7.1.6 A table summarising how the travel plan will be delivered with actions, timescales and who is responsible can be found below:

Action	Timescales	Who is responsible
Sanderson Associates to provide the Landowner with a copy of the TP	When complete	Sanderson Associates
The Landowner, will provide a copy of the approved Travel Plan to any potential occupying companies and will advise of their obligations in respect of the Travel Plan	During negotiation of any lease	The Landowner
Produce Welcome Pack	Prior to issue of lease documentation	The Landowner
Include Welcome Pack within lease / sales particulars.	During negotiation of any lease and house sale	The Landowner
Appoint a Travel Plan Coordinator (TPC)	Upon occupation of the first unit to which this Travel Plan relates.	The Landowner
Undertake baseline travel survey	Staff Surveys supplied on occupation, Collate results within 3 months of full occupation. Residential surveys to be undertaken within 6 months of initial occupation	Travel Plan Coordinator
Annual travel survey	Annually	Travel Plan Coordinator
Supply results of survey to LPA	Within 3 months of undertaking the last questionnaires.	Travel Plan Coordinator
Review Travel Plan	Annually	Travel Plan Coordinator/ Local Authority

Table 7.1.7 – Travel Plan Delivery Schedule

7.1.7 The targets contained within this Travel Plan have been set for a 5 year period and will be actively encouraged from the outset of the development which will include promotion of the Travel Plan during the occupation of the development.

7.1.8 This formal monitoring period with reporting to the Council and other appropriate bodies will commence upon the full occupation of the units. The Travel Plan will then be monitored and reviewed on an annual basis.

-
- 7.1.9 The initial and subsequent monitoring exercises shall include staff and resident travel surveys which will take the form of completion of questionnaires. The questionnaires will be based on the samples attached at **Appendix D** and will be agreed with the LPA and other appropriate parties prior to first occupation by each occupying company. Each member of staff and resident will be asked to complete the form and return it to the TPC within 1 month.
- 7.1.10 The contact information included on this form will be used to enable further questionnaires and newsletters etc. to be issued. An email address for the TPC will be provided to enable an efficient response to be made. This will also assist in the provision of personalised travel planning advice to residents and members of staff.
- 7.1.11 After the first 5 year period of formal monitoring the Travel Plan will be revised to incorporate the latest site conditions and establish on-going targets in consultation with the Local Planning Authority notwithstanding it being reviewed and updated annually.
- 7.2 Target Enforcement Measures**
- 7.2.1 As previously specified the Travel Plan targets will be monitored on an annual basis from the occupation of the property. The targets detailed in Paragraphs 3.5 will be used to assess the success of the implemented measures. If targets are not being met then appropriate mitigation will be discussed and agreed with the Council. This will be included in an Annual Action Plan and progress will be monitored and reviewed in the annual surveys in the following years.
- 7.2.2 Any new measures implemented following targets not being met will be monitored by a six month review following their implementation. The results of this additional monitoring will be discussed with the Council following the interim review period. As part of the additional monitoring staff and residents will be asked to complete a specific questionnaire which refers to the aims of the new measures in question to

gauge their appreciation of why the measures have been introduced and any resultant change in their travel habits.

7.3 Action Plan

7.3.1 The purpose of the Action Plan is to set out a list of the primary measures which should be completed by the TPC. The Action Plan will contain an annual program of measures designed to help achieve the Travel Plan targets on travel mode share. It will clearly set out the tasks involved, the person(s) responsible, and dates by which the measures will be achieved over the next 12 months.

7.3.2 This Travel Plan Framework will be reviewed annually and should targets not be achieved then an Action Plan will be submitted to the Council within 3 months of the completion of the travel and traffic surveys. The Action Plan will be discussed by and agreed with the Steering Group prior to submission.

7.3.3 The Action Plan referred to above will include measures such as the following:-

- additional marketing to members of staff and residents reminding them of the Travel Plan Initiatives and Objectives.
- displaying the latest bus timetables on staff notice boards if this is the element of the TP which is not performing as envisaged.
- arranging a special meeting with the Council's TravelWise team to discuss issues and to establish more effective measures.
- arranging seminars and presentations from groups specialising in car share databases and other forms of sustainable transport.

7.4 *Marketing and Communication Strategy*

- 7.4.1 All residents and members of staff will be made aware of both the opportunities that will be available for alternative sustainable travel and of the likely measures to be included within this Travel Plan Framework. All relevant information as detailed within Section 6 of this Travel Plan Framework will be displayed on staff notice boards, in communal area and contained with the travel information pack.
- 7.4.2 A “mail shot” will be produced by the TPC at the time of each review which will include the latest information on bus, walking, cycling, car sharing arrangements.
- 7.4.3 The TPC’s contact information including a telephone number and/or email address will be provided to all residents and members of staff.
- 7.4.4 Travel Plan information will be included within the developer’s literature and website (if appropriate) to inform existing and potential employees of the site’s sustainable accessibility.

8 Summary and Conclusions

- 8.1 This Travel Plan Framework sets out a series of measures which will encourage changes in the travel patterns of residents, staff and visitors to the development from use of the single occupancy private vehicle to more sustainable forms of transport.
- 8.2 The Travel Plan includes reference to compliance and enforcement of the Plan and to the required monitoring, review and reporting for the life of the Plan.
- 8.3 It is considered that these measures will help to reduce the reliance on the private car, particularly single-person trips in the peak hours. In turn the numbers of trips by other modes of transport should increase thereby contributing to an improvement in both the operation of the local highway network and in the general environment.
- 8.4 Prospect Estates Ltd are committed to encouraging positive changes to the modes of transport used in connection with this development. These measures will help the viability and attractiveness of the overall site to the benefit of all occupiers.
- 8.5 This Travel Plan will be further developed in conjunction with Kirklees Council once the development is operational and specific travel needs are identified.

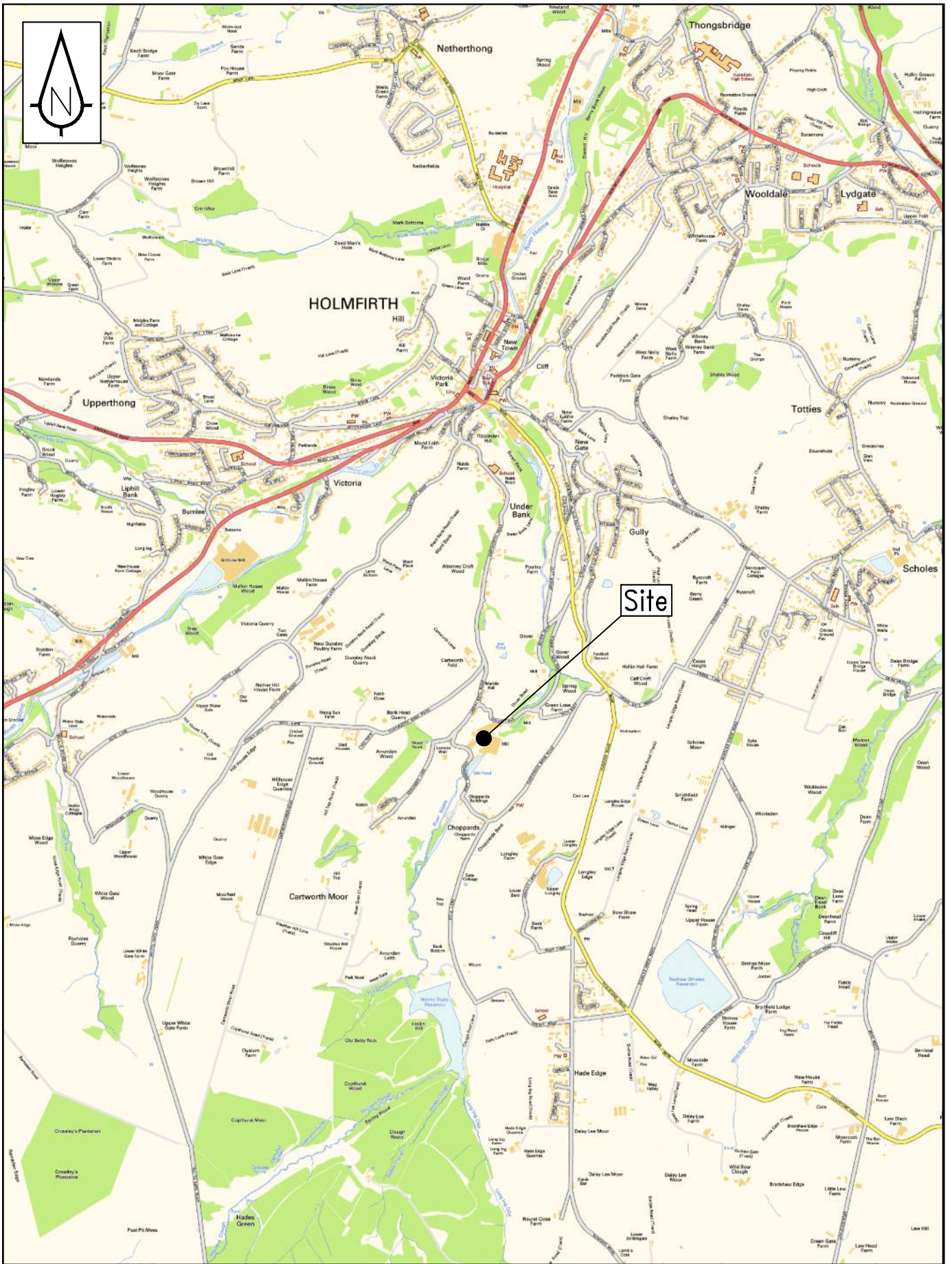
APPENDIX A

Figure 1 – site Location Plan

Figure 2 – 800m and 2km Walking Isochrones

Figure 3 – 5km Cycling Isochrones


Figure 4 – Public Transport Location Plan

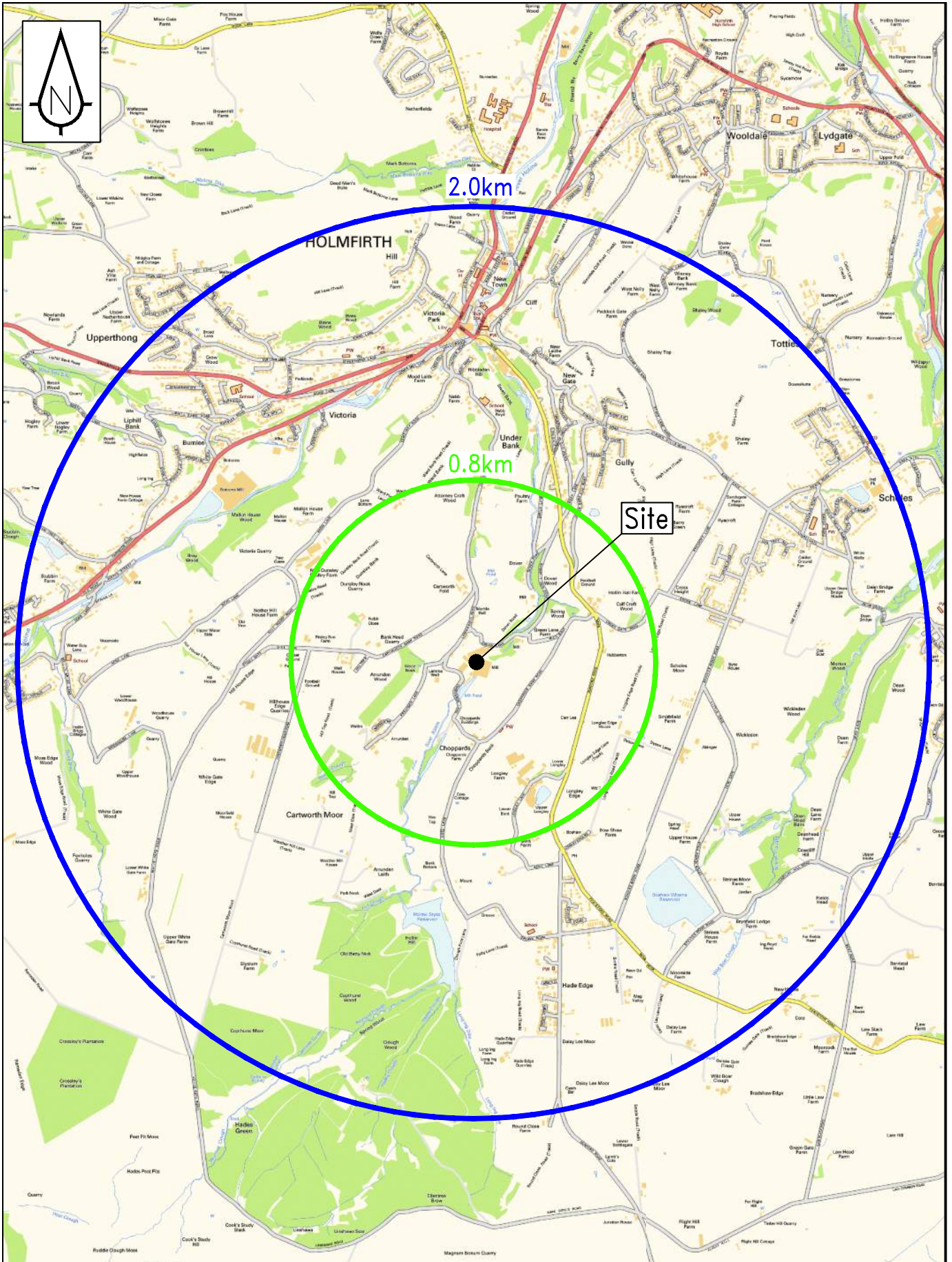



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Site Location Plan

Washpit Mills, Holmfirth

Drawn AA	Scale NTS	
Checked MD	Date September 2016	
Approved MD	Drawing Number Figure 1	Size A4



2.0km

0.8km

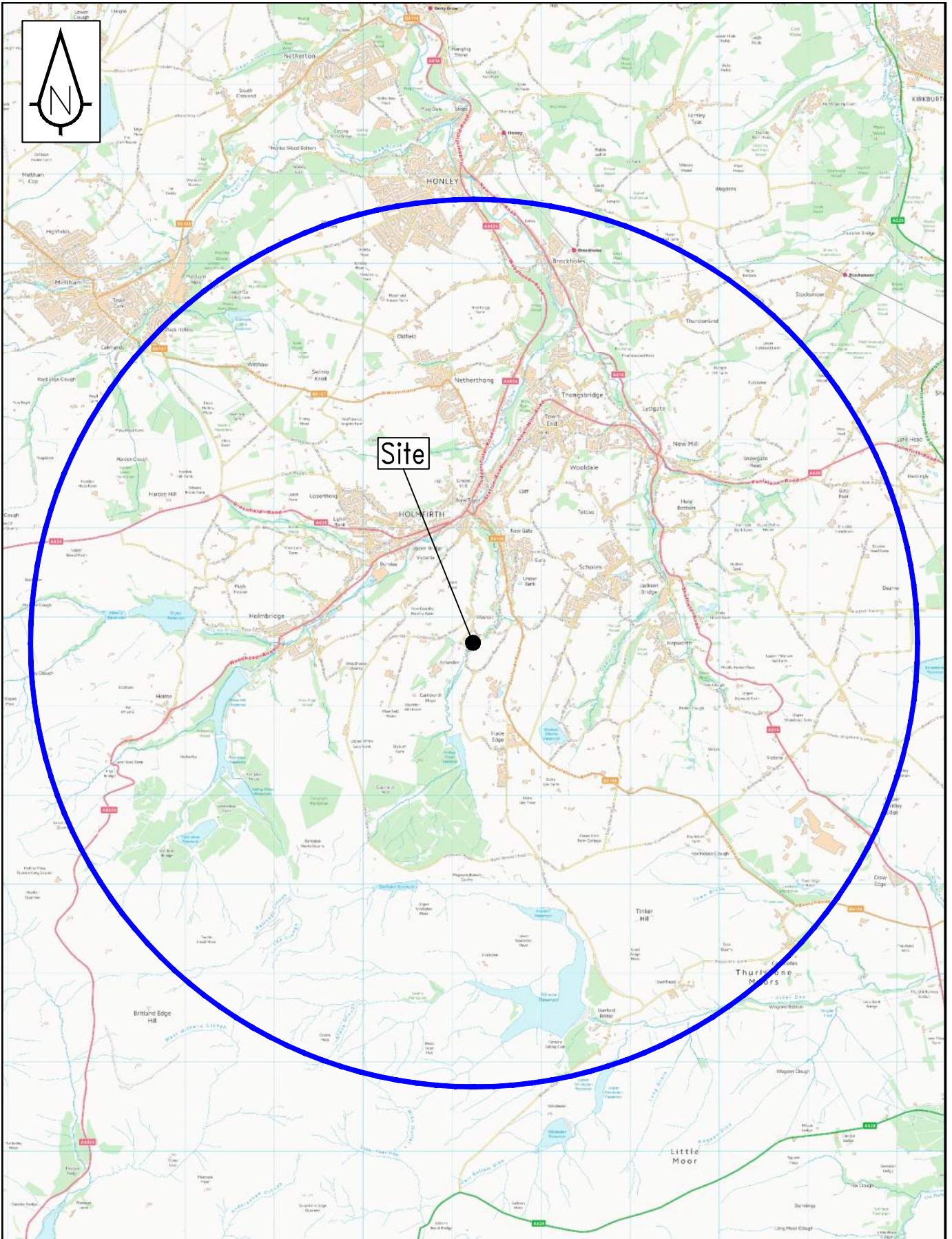
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0.8km & 2.0km Walking Radii

Washpit Mills, Holmfirth


Drawn AA	Scale NTS	
Checked MD	Date September 2016	
Approved MD	Drawing Number Figure 2	Size A4

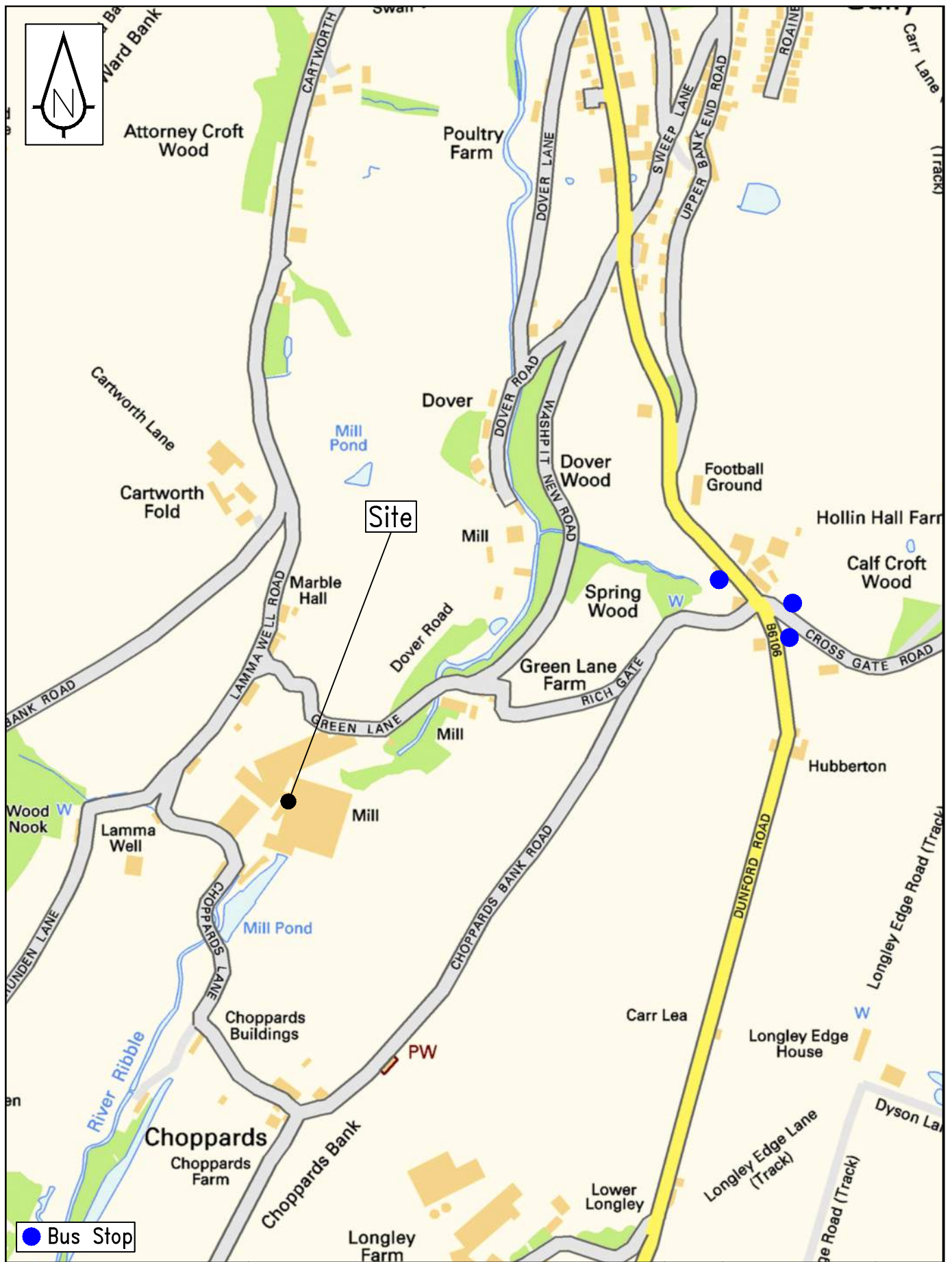



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5.0km Cycling Radius


Washpit Mills, Holmfirth

Drawn AA	Scale NTS	
Checked MD	Date September 2016	
Approved MD	Drawing Number Figure 3	Size A4




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Location of
 Public Transport Facilities
 Washpit Mills, Holmfirth

Drawn AA	Scale NTS	 <small>ISO 9001 REGISTERED FIRM</small>
Checked MD	Date September 2016	
Approved MD	Drawing Number Figure 4	Size A4

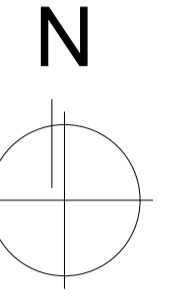
APPENDIX B
Site Layout Plan



Notes

Do not scale from drawing, use figured dimensions only.
 All dimensions must be checked and verified on site prior to commencement of work and architect to be notified of any discrepancies.
 This drawing is intended to permit overall scheme proposals only and cannot be used for construction purposes without further information.

Rev	Description	Drawn	Checked	Date
A	Block B revised - general minor amendments	MJN		7.10.16
B	Retaining wall and steps to North West of Block D updated	JE		13.10.16
C	Roof plan amendments to J&K	NW		21.10.16
D	Block B and G omitted, car parking increased, Block E revised.	NW		15.12.16
E	Minor update to parking	MJN		19.12.16



Job Title Washpit Mills, Holmfirth, HD9 2RD	
Client Prospect Estates	
Status Planning	Company AD
Drawing Proposed Site Plan	Scale @ A1 1:500
Date Oct 16	Drawn MJN
Checked	
Drawing No. 3068 (0-) 200	Revision E

Proposed Site Plan 1:500

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 ARCHITECTS & INTERIOR DESIGNERS

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APPENDIX C

Census Data

Original URL: <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadTableView.do?a=7&b=13689906&c=HD9+2DX&d=14&e=61&f=32084&g=6371935&i=1001x1003x1032x1004x1005&l=2567&o=362&m=0&r=0&s=1475224966763&enc=1>

Method of Travel to Work, 2011 (QS701EW)

Period: Mar11

Area: Holme Valley South (Ward)

Variable	Measure	Holme Valley South	Kirklees (Metropolitan District)	Yorkshire and The Humber	England
All Usual Residents Aged 16 to 74 (Persons) ¹	Count	14,034	307,194	3,875,219	38,881,374
Work Mainly at or From Home (Persons) ¹	Count	762	8,564	110,962	1,349,568
Underground, Metro, Light Rail, Tram (Persons) ¹	Count	7	155	10,716	1,027,625
Train (Persons) ¹	Count	208	5,421	58,307	1,343,684
Bus, Minibus or Coach (Persons) ¹	Count	459	15,134	207,114	1,886,539
Taxi (Persons) ¹	Count	14	1,727	16,432	131,465
Motorcycle, Scooter or Moped (Persons) ¹	Count	68	1,280	16,173	206,550
Driving a Car or Van (Persons) ¹	Count	6,956	125,678	1,490,020	14,345,882
Passenger in a Car or Van (Persons) ¹	Count	463	12,566	155,856	1,264,553
Bicycle (Persons) ¹	Count	80	1,829	62,119	742,675
On Foot (Persons) ¹	Count	675	19,083	285,542	2,701,453
Other Method of Travel to Work (Persons) ¹	Count	59	960	14,833	162,727
Not in Employment (Persons) ¹	Count	4,283	114,797	1,447,145	13,718,653

Last Updated: 30 January 2013

Source: Office for National Statistics

Notes

¹ National Statistics

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APPENDIX D
Example Questionnaires

Staff Travel Questionnaire

We are committing to produce a Travel Plan. A Travel Plan is an evolving document which seeks to challenge the way in which we all travel to work and aims to encourage alternative modes of transport to single car occupancy journeys. This benefits the employee with health improvements and petrol cost savings – the organisation: with a reduced demand for car parking spaces and the associated costs and the environment in reduced air pollution and reduced traffic congestion.

Your answers and the findings of our survey will provide us with an accurate basis on which to proceed towards our aims and also gives you the opportunity to make any comments that you feel are important in relation to the way you choose to travel to work.

Minimum personal information is required and confidentiality will be maintained.

Travel Survey

1. What is your home postcode?

.....

2. What town or village do you live in?

.....

3. What is your usual place of work?

.....

4. How far do you travel to work?

up to 1 mile

over 2 miles and up to 5 miles

over 10 miles and up to 20 miles

over 1 mile and up to 2 miles

over 5 miles and up to 10 miles

over 20 miles

5. When do you normally arrive at work?

8.00-8.29am

8.30-8.59am

9.00-9.29am

9.30-10.00am

Other – please specify.....

6. When do you normally leave work?

4.00-4.29pm

4.30-4.59pm

5.00-5.29pm

5.30-6.00pm

7. Is your work

part time

full time?

If part time, please specify how many days per week you work

.....

8. Do you have any mobility difficulties which affects your transport choice?

Yes

No

9. How did you travel to work in the last 7 days? If your journey used more than one mode of transport, please show just the main part of the journey.

	Mon	Tues	Weds	Thurs	Fri	Sat	Sun
Bus							
Bicycle							
Car, as driver, on your own							
Car, as driver, with other (s)							
Car, as passenger							
Foot							
Motorbike							
Train							
Home Working							
Taxi							

10. How do you travel to work if your normal form of transport is not available?

Bus

Bicycle

Car, as driver, on your own

Car as driver with other (S)

Car as passenger

Foot

Motorbike

Train

Other – please specify

Travel Survey

11. If you drive to work on your own, would you be willing to try more environmentally-friendly options such as walking, public transport or car sharing some of the time?

yes No

12. Are there are particular barriers which make it difficult for you to use these more environmentally-friendly options? What are they?

.....

13. If you are travelling directly between your home and work, how easy or difficult do you think it is to travel by the following means?

	Very Easy	Quite Easy	Quite Difficult	Very Difficult	Not Possible
Walking					
Bike					
Bus					
Train					
Car Share					

14. Which of the following would encourage you to walk or cycle to work? Please tick no more than three.

- A small incentive each day you do not drive
- Drying rooms and lockers at work
- Showers and changing rooms
- Secure bike parking
- A course to practice cycling and gain confidence in safe environment
- Another cyclist to show you a good cycling route to work
- Construction of dedicated cycle tracks – if so, please specify location
- Creation of new site entrance to make your route more convenient – if so, please specify location
- Other – please specify

15. Which of the following changes would most encourage you to use public transport to or from work? Please tick no more than three

- A small incentive each day you do not drive
- Better quality bus waiting facilities
- Readily available up to date use bus and train timetables
- Reduced cost staff pass on public transport
- Existing public transport services re-timed to better fit your work hours – if so, please specify bus or train service
- Additional bus route – if so, please specify location
- Other – please specify

16. Which of the following changes would most encourage you to car share to and from work?

- A small incentive every day you share a car
- A car share database to help you find a partner with similar work patterns
- Reserved car parking in a prime spot for car sharers
- Others – please specify

17. Do you sometimes spend a normal day working from home instead of in the office?

Yes No
 If yes, how often?

18. Would you be interested in exploring the option of working from home instead of in the office?

Yes No

Residential Travel Plan Survey Washpit Mills, Holmfirth

In order to comply with the planning conditions imposed by Kirklees Council on the Washpit Mills, Holmfirth development we need to collect data of the travel arrangements for each member of every household in order to identify what level of sustainable travel takes place and if this can be improved. Please answer the questions which are appropriate to each member of your household using the person number system set out in Question 2 below. You can be assured that none of the information provided will be passed to third parties; it will simply be used for analysis and future marketing and promotion of the Travel Plan for this development.

Question 1: Please give your house number and road name/postcode

House Number..... Road Name/Postcode

Question 2: Please give details of the people in your household.

	Gender	Age	Do You Work?	Are You Retired?	In Education?
Person 1	M / F	-----	Y/N	Y/N	Y/N
Person 2	M / F	-----	Y/N	Y/N	Y/N
Person 3	M / F	-----	Y/N	Y/N	Y/N
Person 4	M / F	-----	Y/N	Y/N	Y/N
Person 5	M / F	-----	Y/N	Y/N	Y/N

Question 3:-Where are the normal places of work for those members of your household who currently work? Please provide company name or place of work and postcode or location in the appropriate space below. Please state if any member of your household works from home on a regular basis.

- Person 1**
- Person 2**
- Person 3**
- Person 4**
- Person 5**

Question 4 – For the members of your household currently working please provide details of their employment. (Please tick all that apply to each person).

	Person 1	Person 2	Person 3	Person 4	Person 5
Full Time (more than 30 hours a week)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Part time (less than 30 hours a week)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Day time shifts (e.g. between 6am and 8pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Night time shifts (e.g. between 8pm and 6am)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 5 - How do you travel between your home and your place of work? (Please tick one box only under each heading. If your normal journey involves using two modes please put the main one first.)

	Person 1	Person 2	Person 3	Person 4	Person 5
	To/From	To/From	To/From	To/From	To/From
Car/Van (single person)	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Car share as driver	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Car share as passenger	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Public Transport	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Cycle	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Walk	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Park and Ride	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Taxi	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Motorcycle	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Other	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Question 6 - How do you travel if your first choice is not available? (Please tick one box only under each heading. If your normal journey involves using two modes please put the main one first.)

	Person 1	Person 2	Person 3	Person 4	Person 5
	To/From	To/From	To/From	To/From	To/From
Car/Van (single person)	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Car share as driver	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Car share as passenger	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Public Transport	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Cycle	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Walk	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Park and Ride	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Taxi	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Motorcycle	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Other	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Car share involves matching people who live close to one another and who would be willing to share a car for the various journeys they undertake. Car sharing need not be every day, but can be arranged when it is convenient to car sharers.

Question 7 – Would you be interested in joining the West Yorkshire Car Share scheme? If you are undecided and would like more information please tick the “undecided” box.

(Please tick one only)	Person 1	Person 2	Person 3	Person 4	Person 5
Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Undecided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 8 - If you would consider joining a car share scheme which option would you prefer?

(Please tick one only)	Person 1	Person 2	Person 3	Person 4	Person 5
As driver only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As a passenger only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As driver or passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 9 - Do any members of your family currently go to school? Yes / No

Please indicate which school each family member attends.

	Child 1	Child 2	Child 3	Child 4
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
School: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 10 - How does each child travel to and from school? Please tick one per child. If their normal journey involves using two modes please indicate the main one.

	Child 1	Child 2	Child 3	Child 4
Car with parent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car with Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please provide a contact e-mail address for your household so that we are able to keep you updated on sustainable travel issues, events, changes to bus services etc. Please be assured that this e-mail address will not be used for any other purpose and will not be passed to any third parties.

.....

If you wish to make any comments on this questionnaire or any aspect of sustainable travel please do so in the space below.

.....
.....
.....
.....
.....
.....

Thank you very much for completing this survey

Please return your completed questionnaire to the Travel Plan Coordinator using the pre-paid envelope included within the Welcome Pack issued to your household. Should you require any assistance in completing this questionnaire please contact the Travel Plan Coordinator on _____ or at _____

APPENDIX E
Travel Information Packs

Sustainable Travel Information Pack Washpit Mills, Holmfirth

All residents, employees and visitors to the development are encouraged to use sustainable modes of travel to and from the site. This document has been produced to inform all employees and visitors of the local facilities surrounding the site.

Bus facilities

The site is located within close proximity to a bus stops on Dunford Road approximately 600m from the site. The following table summarises the available services and a plan detailing their locations can be found on page 2:

Service	Route	Service Frequency		
		Mon-Sat Daytime	Mon-Sat Evening	Sundays
25	Penistone - Holmfirth	120 mins	No Service	120 mins
310	Huddersfield - Hepworth	30 mins	60 mins	60 mins

Further timetable information and a Journey Planner can be and found at: at www.wymetro.com with journey planners available at www.yorkshiretravel.net, www.transportdirect.info and <http://www.metrojourneyplanner.info/welcome.do>.

The “Your next Bus” service tracks buses using a satellite navigation system and provides the departure times of your next bus at any bus stop in West Yorkshire. This enables users to find out the scheduled or real time for any bus, at any stop, in West Yorkshire. This service is available by texting the bus stop number to 63876 and is also available at <http://wypte.acislive.com> free of charge.

Car Sharing

Existing car sharing schemes will also be promoted to further encourage car sharing. Further details of car sharing schemes can be found at www.carshare.com and www.liftshare.com

Walking facilities

The site is located close to local amenities such as bus stops on Dunford Road, various residential and commercial areas,

Within a 2km walking distance of the site is the majority of Holmfirth Town Centre which provides a wide range of facilities and amenities such as newsagents, banks, Post Office, bars, pubs, cafés, hot and cold food takeaways, fisheries, restaurants, new agents and local shops.

Cycle facilities

Various facilities and amenities are located within 5.0km of the site including Holmfirth Town centre and bicycles can be stored with the curtilage of each property.

Further Information regarding cycling including details of routes, cycle training and details of cycle facilities can be found at the following websites:

www.kirklees.gov.uk/leisure/sportHealth/cycling.aspx and www.sustrans.org.uk

A cycle journey planner is available at www.cyclestreets.net/journey/

For further information please contact the Travel Plan Coordinator _____ on _____

