



PARAGON HIGHWAYS



Huddersfield Road,

Thongsbridge

TRAVEL PLAN

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**Project
1212E**

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EXECUTIVE SUMMARY

Paragon Highway Consultants has been appointed to prepare a Travel Plan for a development of B1 light industrial units served off the Huddersfield Road via an improved junction arrangement, in Thongsbridge in the District of Kirklees. Appendix A shows the site location in relation to the regional and local highway network.

The proposals are for the erection of B1 light industrial units with an approximate 2400sqm of floor space together with improvements to the existing junction arrangements with the Huddersfield Road, a new access road and off-street car parking facilities.

Outline planning approval was granted for the erection of B1 light industrial units at Thongsbridge Mills, off the Huddersfield Road, Thongsbridge on the 19th October 2017 Planning ref: 2017/90207. Condition 16 of the approval requires the provision of a Full Travel Plan for the site.

This Travel Plan considers such matters as access, sustainability, car parking and servicing and potential modal split and targets (as the development has not been built) and presents the proposals in relation to current guidance and data. The traffic impact associated with the current development proposals is also presented.

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 car sharing, public transport, walking and cycling.

The location of the site close to frequent and good quality bus routes on the Huddersfield Road and local services within Holmfirth and Thongsbridge which allows for a robust travel plan to be presented. Pedestrian and cycling accessibility are to a good standard given the sites location close to local services, this 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 Travel Plan has been produced in accordance with both Central and Local Government guidance relating to Travel Plans. The Travel Plan is focused on the occupiers of the proposed development. Travel Plan measures will be targeted at each user group, including staff and visitors. 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 staff and visitors;
- Reduce the number of single-occupancy car trips;
- To reduce the need for unnecessary journeys by employees and visitors;
- Reduction in travel distances;
- To help improve the health of staff and visitors; and
- Accommodating those journeys that need to be made by car.

2 APPROVED DEVELOPMENT

2.1 Project Description

- 2.1.1 The proposals are to provide new B1 light industrial units with dedicated access, car parking and servicing facilities. The total floor space of the B1 units will be 2400sqm.
- 2.1.2 Obviously at this stage there are no indications of the number of staff, potential working hours or the number of deliveries etc associated with each unit.
- 2.1.3 Vehicular access to the development will be via the existing access arrangement off the Huddersfield Road that will be realigned to a standard agreed with the Local Highway Authority. The junction with the Huddersfield Road will be to a standard to allow two large vehicles to simultaneously enter and exit the site and provides visibility splays that exceed the standard contained within the Design Manual for Roads and Bridges.
- 2.1.4 Parking and turning spaces within the site are proposed to allow vehicles to enter and leave in a forward gear.
- 2.1.5 Each unit will have its own forecourt and independent turning area plus the required number of parking spaces relevant to the floor space of each unit. The total number of parking spaces proposed is 48no. as per Kirklees Council's Parking Standards. The level of parking is considered appropriate giving regard to the location of the site and the good and frequent bus service.
- 2.1.6 The 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 for employees and visitors to the site.

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 staff and visitors to choose an alternative to single-occupancy car-use, and to reduce the need to travel in connection with their regular work or visits.

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 setting up video conferencing facilities to reduce business travel. The purpose is to make the more sustainable transport modes safe and practical and therefore attractive to visitors and staff.

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 staff and visitors travel to the site and consider ways of reducing the impact on the surrounding highway network. This means using sustainable alternatives such as walking, cycling or taking the bus, in preference to single occupancy car use. The TP should encourage staff and 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	Occupier	Visitors / Staff	Community/ Environment
Cost Savings	✓	✓	
Healthier workforce	✓	✓	
Reduced absenteeism	✓	✓	
Improved site access	✓	✓	✓
Reduced Congestion	✓	✓	✓
Reduced accidents	✓	✓	✓
Improved staff morale	✓	✓	
Time savings	✓	✓	✓
Improved quality of life	✓	✓	✓
Reduced stress	✓	✓	
Improved local air quality	✓	✓	✓
Reduced noise		✓	✓

Table 1: The Benefits of the Travel Plan

3.2.5 TPs can produce indirect but significant benefits, such as improving the punctuality of employees and promoting a healthier lifestyle for staff and visitors who cycle or walk to/from the development. By having a TP, the occupiers will demonstrate a more responsible and caring attitude to staff 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 developments should be conveniently accessible by a range of sustainable transport modes, including public transport, cycling and walking. This policy therefore sets out the framework for this Travel Plan and the project's compliance with the policy objectives. Further details of the relevant policy documents are set out below.

National Planning Policy Framework – Promoting Sustainable Transport

3.3.2 The National Planning Policy Framework (NPPF) was published on 27th March 2012. This document supersedes 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.

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

- accommodate the efficient delivery of goods and supplies;
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter;
- 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.

3.3.4 Paragraph 36 of the NPPF goes on to say that "a key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan."

3.4 Local Transport Plan

3.4.1 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 highway infrastructure.*

3.4.2 The LTP sets out the walking and cycling strategy for West Yorkshire to encourage more people to use these modes of travel and 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.

3.4.3 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

3.4.4 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.”*

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

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. A location plan of the site is included at Appendix A.

4.1.2 The developer is highly committed to providing a development that is accessible to all staff and visitors. 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 infrastructure 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 / Local Facilities

4.2.1 The site is currently undeveloped apart from the formation of the spine road and junction onto the Huddersfield Road. Some regrading works and the storage of material and storage containers has taken place on site. The existing internal access road is constructed from a good quality bituminous material.

4.2.2 The site is located in Thongsbridge close to the large town of Holmfirth. It is situated approximately 6.9km southwest of the Huddersfield town centre. A plan showing the location of the site is shown at Appendix A.

4.2.3 The site is located on Huddersfield Road with the nearest bus stops located only 160 metres away from the site. The development is considered to be in a sustainable location given that within a walking distance of 2km, are the residential areas of Holmfirth, Thongsbridge and parts of New Mill.

- 4.2.4 Huddersfield Road forms part of the strategic highway network – the A6024. It provides a good connection between the large town of Holmfirth and the A628 to the south with Honley and the A616 which leads to Huddersfield town centre and other strategic routes to the north.
- 4.2.5 Huddersfield Road is a two-way single carriageway with footways provided on both sides. Within the vicinity of the site the carriageway ranges between 9.2 and 9.3 metres in width and contains a right turn lane / ghost island arrangement serving the site.
- 4.2.6 Huddersfield Road contains street lighting to current standards and is subject to a 30mph speed limit. There are traffic regulation orders generally in the form of waiting restrictions around some local junctions and other strategic locations along the route. Controlled pedestrian crossing facilities are available close to the cross roads junction with Miry Lane and Thong Lane to the north of the site.
- 4.2.7 The Huddersfield Road is subject to reasonably heavy traffic volumes and with a noticeable increase during the network peak periods.

4.3 Pedestrians

- 4.3.1 The National Planning Policy Framework (NPPF) was published on 27th March 2012. This document supersedes 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 The guidance within PPG 13 is still useful as a reference and the relevant policies within the Council's UDP still apply.

4.3.3 PPG13 stated that *'walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2km'*. The catchment areas for the preferred maximum walking distances of 2km are shown on the plan at Appendix B. This demonstrates that there is a high density of residential and service centre areas within walking distance of the site. As such it can be seen that the site is well placed in relation to the public footway network to attract employees and visitors who could walk to work from nearby residential areas. This also provides staff and visitors with the opportunity to access the various local amenities in the surrounding area on foot.

4.3.4 Footways within the vicinity of the site are laid out to a good standard in terms of width, lighting and construction is typical of the urban environment.

4.3.5 The site layout will provide safe and convenient access for pedestrians to link to the footways adjacent to the public highway. Appropriate levels of lighting will be provided along pedestrian routes within the site. It is therefore concluded that safe and convenient access to the site will be available for pedestrians

4.4 Cycling

4.4.1 The National Planning Policy Framework (NPPF) was published on 27th March 2012. This document supersedes 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.

4.4.2 The guidance within PPG 13 is still useful as a reference and the relevant policies used by the Council still apply.

4.4.3 With regards to cycling, PPG 13: Transport stated that *"Cycling also has the potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport"*. The plan at Appendix B also shows the 5km cycle catchment area from the site. This plan demonstrates that there are significant levels of residential and service centre areas within this catchment area, providing existing potential for employees and visitors to cycle to and from their homes to the site.

4.5 Public Transport

4.5.1 Bus stops are located on Huddersfield Road within 160m of the site and generally contain a flag / pole and timetable information. There are additional bus stops located a little further to the north of the development with the Holmfirth bound stop having the benefit of a passenger shelter. These stops are located well within the maximum distance for walking to a bus stop (<400m). The table below identifies the bus services that use the nearest stops.

Service No	From – To	Frequency Mon – Sat	Late evenings and Sundays
308	Huddersfield – Newsome – Honley – Huddersfield	30 mins	60 mins
310	Huddersfield -Holmfirth – Scholes – Hepworth	30 mins	60 mins
H4 & H6	Holmfirth – Wooldale – Holme Valley Hospital – Thongsbridge and Brockholes	Infrequent service	-
X4	Holme Valley Hospital – Brockholes – Huddersfield	Infrequent service M – F No service Sat	-
X10	Huddersfield – Honley Bridge – Holmfirth	One journey per day	-
X11	Parkhead – Holmfirth – Huddersfield	As above	-

Table 2: Bus Services

4.5.3 As can be identified from Table 2, there are 2no. regular services available from the nearest bus stops. There are services every 15 minutes to the large towns of Holmfirth and Huddersfield including the bus station which is located a short walk from Huddersfield Railway Station. The bus services are therefore considered to be of a good standard and will provide a suitable alternative to the private car in line with current Government guidelines.

4.5.4 The site is within cycling distance of Brockholes Railway Station, which is located approximately 1.9km from the application site. This railway station is located on the Penistone Line with an hourly service Monday to Saturday with connections to Denby Dale, Penistone, Barnsley, Meadowhall, Sheffield and Huddersfield.

4.5.5 The local major rail station - Huddersfield railway station – a 12-minute journey from Brockholes rail station, offers good train links with 4 services every hour to the cities of Leeds and Manchester, and hourly services to the local cities of Bradford, Sheffield, and Wakefield. There are also hourly services to the local large towns of Dewsbury, Halifax, and Barnsley. A number of the bus services identified above travel to Huddersfield Bus Station which is located just a few minutes walk of Huddersfield Railway Station.

4.5.6 From the above it is evident that the site benefits from being in proximity to good frequency and quality public transport links for travelling around the area.

4.6 Private Car

4.6.1 The nature of the proposed use is such that it is inevitable that some staff and visitors will make their journey by private car.

4.6.2 The site has the capacity to provide for those journeys by private car that are necessary and unavoidable.

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 staff travel characteristics at the site. A copy of a sample travel questionnaire is included at Appendix C.

5.2 Traffic Impact

- 5.2.1 The Transport Statement that accompanied the planning submission anticipated the increase in the level of traffic generated by the proposed development (2400sqm of B1 light industrial) would have no material impact upon the local highway network or nearby junctions. It also confirmed that the level of traffic generated by the proposals can easily be accommodated and will have no impact on the safe operation of the local highway and will not significantly add to any congestion at the peak times on the local network.
- 5.2.2 The Travel Plan will potentially further reduce the impact the development could have on the local highway network.

6 TRAVEL PLAN INITIATIVES

- 6.1.1 The following paragraphs will first detail the 'hard' measures, (physical infra-structure measures) that will be implemented in this development proposal. Details of the 'soft' measures (management measures) that will be used are then provided; these measures will be used to reduce reliance on the private car and promote more sustainable travel choices.

6.2 Infrastructure Improvements

Proposed Improvements to Increase Pedestrian Usage

- 6.2.1 The site layout will provide a safe and convenient access for pedestrians to link to the footways adjacent to the public highway and the crossing facilities already provided. Appropriate levels of lighting will be provided along the 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.
- 6.2.3 On-site secure cycle parking facilities for bicycles and motorised two wheelers will be provided for use by staff and visitors.

Proposed Improvements to Increase Public Transport Usage

- 6.2.4 The site is in proximity to good quality and frequent bus routes to the local large towns of Huddersfield and Holmfirth.
- 6.2.5 No additional improvements are proposed to public transport provision.

6.3 'Soft' Measures

6.3.1 'Soft' measures are also required to further encourage the use of sustainable transport modes. These generally include the promotion of the travel choices through marketing initiatives such as poster campaigns, personal travel plans, internet sites and accessible information.

6.3.2 Travel information and initiatives will be promoted in staff room areas and within the reception and waiting areas of premises (to inform visitors). This will be achieved by producing posters and leaflets. Details of the sustainable travel options will also be included within new employees' induction packs. This will also include an offer to provide a Personalised Travel Plan (PTP) which presents the sustainable travel options available for an employee, if requested.

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 prior to occupation of the development.

6.3.4 Generally, the role of the TPC is to ensure promotional material for sustainable travel is up to date and they act as the main point of contact for travel and access information.

6.3.5 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.

6.3.6 A copy of the Travel Plan will be made available on staff notice boards and a letter will be circulated to all staff following the commencement of the plan. This letter will announce the launch of the Travel Plan, location of the notice board and name of the TPC. Details of the Travel Plan will also be included within subsequent recruitment literature, staff induction packs, and waiting areas (to inform visitors).

6.3.7 The TPC will then advise staff on how they might travel to the site and offer to provide a Personalised Travel Plan (PTP) which presents the sustainable travel options available for an individual employee, if requested. TPC will also advise visitors (on a request basis) on how they might travel to the site.

6.3.8 The TPC for the site will promote each form of sustainable travel in the following ways:

Initiatives to Promote Walking

6.3.9 The health, environmental and financial benefits of walking will be promoted to staff, and visitors. This applies particularly to staff that live within the maximum recommended walking distance.

6.3.10 Personal security is perceived as a significant barrier to walking and it is important to address this as far as possible. The TPC will liaise with the local authority on behalf of staff members to relay any concerns about the local footpath network, accessibility and personal safety issues. The TPC will also promote walk buddying. The provision of free personal attack alarms will be considered for staff who are able to walk to and from work.

6.3.11 Information in respect of walking routes to the site will be made available to staff and visitors. This information will be included on maps to be produced and made available through the Travel Plan notice boards and via the internet.

6.3.12 Consideration will be given to setting up a user group for walking, cycling and public transport should there be a demand for it. This would act as a forum to discuss issues related to these matters and develop measures to address them. These will also aid “ownership” of the travel plan by staff.

6.3.13 A guaranteed ‘lift’ home will be provided for staff who walk to work should an emergency arise.

Measures to Promote and Facilitate Cycling

- 6.3.14 The TPC will promote cycling to work, particularly for those staff living within a 5km radius of the site. The health, environmental and other benefits of cycling will be promoted by the TPC to staff. 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 'cycle spares and tools' box to assist with on-site repairs if necessary.
- 6.3.15 Information on local cycle network routes will be made available to employees and visitors. This information will be included on maps to be produced and made available through the Travel Plan notice boards and via the internet. Details of DfT/KMC cycling promotion and assistance initiatives will also be disseminated via these methods.
- 6.3.16 The employers will be encouraged to consider the introduction of financial incentives for cycle use (for instance mileage allowance for work use; tax free cycles for cycle to work initiative). Further details of this scheme are provided at <http://www.cyclescheme.co.uk/>.
- 6.3.17 The TPC will also explore the possibility of negotiating a discount at local cycle sale and repair shops.
- 6.3.18 A guaranteed 'lift' home will be provided for staff who cycle to work should an emergency arise.
- 6.3.19 Further information regarding starting to cycle can be found at <http://www.sustrans.org.uk/change-your-travel/get-cycling>

Measures to Promote Public Transport

- 6.3.20 The TPC will liaise with Metro and local bus operators to provide up to date details of bus services, including route information and service frequencies. The TPC will be responsible for the dissemination of this information and to promote the use of these services. The information will be permanently on display for the information of staff and visitors.
- 6.3.21 The occupiers of the site will join the West Yorkshire Travel Plan Network, which assists with distributing local and national information on sustainable travel. By joining the WYTPN, employees will be offered a discount on annual Metrocards.
- 6.3.22 The TPC will make arrangements to demonstrate to staff and visitors (if requested) how to access online real-time bus information (<http://yorkshire.acisconnect.com/#>) and Journey Planner on Metro's website (<http://www.wymetro.com/howtogetto/planajourney/>) and also the "your next bus" service from Metro, by mobile phone (<http://www.wymetro.com/yournextbus/Howdoiuseyournextbus/>). Staff and visitors will also be made aware of all relevant on-line websites administered by public transport operators, and will include the following:
- <http://www.wymetro.com/>
 - <http://www.thetrainline.com/buytickets/>
- 6.3.23 A guaranteed 'lift' home will be provided for staff who use public transport to travel to work should an emergency arise.

Measures to Reduce Car Use

- 6.3.24 Car sharing is a good means of reducing single-occupancy car use especially for staff. It represents a relatively convenient alternative form of travel and significant potential exist to reduce the total private mileage of employees by implementing and publicising a formal 'scheme'. This can be established by setting up a database for users, available over the internet or within communal staff areas.

- 6.3.25 Given the levels of staff on the site, the most effective method of promoting car sharing schemes is via the district wide scheme available to the public. Reference will be made to this via the promotional material with specific reference to operating companies (such as [www. wycarshare.com](http://www.wycarshare.com)). Consideration towards providing a guarantee for a ride home in emergencies and priority will be given for the allocation of parking spaces for car sharers to encourage take-up (if deemed practical and effective).
- 6.3.26 Where practicable, deliveries that are within the control of the occupiers shall be optimised so as to reduce avoidable movements of heavy goods and service vehicles.
- 6.3.27 For some journeys a taxi may be appropriate. This will reduce the need for parking spaces and will reduce the overall number of miles driven.

7 TARGETS

7.1 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 Time-bound).

7.2 A commitment to specific targets is difficult to achieve at this stage as it is not considered possible to identify a true base level of travel behaviour until the development is occupied and travel to work questionnaire surveys have been undertaken. An *indicative* framework for the initial targets is however provided below:

OBJECTIVE	TARGET	BASE YEAR	YEAR 1	YEAR 2	YEAR 3	END TARGET
Private Car Use	Single occupancy car trips	68%	-2%	-2%	-1%	63%
	Car sharers	7%	1%	0.5%	0.5%	9%
Accessibility	Public transport users	12.5%	1%	0.5%	0.5%	14%
Health and Wellbeing	Cycling & walking	12.5%	1%	0.5%	0.5%	14%

Table 3: Initial Travel Plan Targets

7.3 A commitment to specific targets for visitors is difficult to achieve as this cannot be controlled. However, the developer is committed to encourage visitors to use sustainable transport methods for travelling to the site. Sustainable transport options will therefore be provided to visitors to the site via posters, leaflets, the internet, and via telephone.

8 RESPONSIBILITY/OWNERSHIP

- 8.1.1 The developer will be responsible for implementing the initial infrastructure measures detailed above in liaison with the Local Planning and Highways Authority. The developer will appoint a TPC and the Travel Plan will be maintained whilst the site is being developed and for a minimum of three years after completion.
- 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 Officer, the local community and other interested parties for the continued progression of the Travel Plan.
- 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 a regular basis to ensure up to date area wide initiatives are delivered and the monitoring procedure is to the approval of the local authority.
- 8.1.4 The TPC will be provided with an adequate budget to fund the provision of travel information, marketing and promotional activities etc. The TPC will be responsible for the annual monitoring of the Travel Plan, including carrying out travel questionnaires, presenting the results and discussing targets with the local authority and relaying this information to all staff involved, and visitors to the site where appropriate. The TPC will agree at the onset with the council how the outcomes will be reviewed.

9 IMPLEMENTATION

- 9.1.1 The improvements to the junction onto the Huddersfield Road will be carried out as part of the construction of the development and will be completed prior to occupation of the site.
- 9.1.2 The TPC will be appointed and the contact details will be forwarded to Kirklees Council's Travel Plan Officer. The TPC will carry out an initial survey of staff travel patterns in order to form a true base level of how they travel to the site.
- 9.1.3 Whilst the primary reason for the survey is to gather data on travel behaviour, it will also be used to inform the staff of the aims and objectives regarding the Travel Plan and sustainable travel. The survey work will provide an opportunity to reinforce the role of the TPC, provide contact details and raise awareness of the Travel Plan and initiatives amongst the employees. The TPC will then advise staff on how they might travel to the site and offer to provide a Personalised Travel Plan (PTP) which presents the sustainable travel options available for an employee, if requested. The TPC will also advise visitors to the site on how they might travel using sustainable transport options, if requested.
- 9.1.4 Within 3 months of full occupation of the proposed development, the TPC will carry out further staff surveys at the site to ascertain travel patterns. Results of the surveys will be presented in promotional material to advise on the success (or otherwise) of the Travel Plan.
- 9.1.5 In order to be able to determine the potential effect of any new staff, personnel will be asked to complete the staff travel questionnaire as part of their induction. In this way, the travel patterns of new staff can be considered in the same light as those for existing staff.
- 9.1.6 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.

- 9.1.7 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.
- 9.1.8 A suggested framework for the Actions is provided in Table 4 and will be monitored and updated as the Travel Plan progresses.

ACTION	DELIVERY PERIOD
Initial Travel Plan	At planning application stage (Completed)
Infrastructure Provision	Post planning permission, prior to first occupation
Appointment of TPC	At least 3 months prior to first occupation
Travel Questionnaire	On full occupation, and within 3 months of occupation (yearly thereafter)
'Soft' Measures / Promotional Material	Prior to first occupation
Monitor and Review	Annually

Table 4: Action Plan Framework

10 MONITORING AND REVIEW

10.1 Monitoring

10.1.1 An objective of this Travel Plan is for there to be an on-going improvement process including periodic monitoring, where necessary. The whole Travel Plan will then be reviewed in consultation with the Council's Travel Plan Officer.

10.1.2 The TPC will form a contact point for communication with the Local Authority. Findings from authority discussions and reviews will be communicated to staff and visitors via notice boards, internet and staff meetings. 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 staff travel surveys, repeat surveys will be undertaken annually. The survey will be based upon the sample questionnaire contained within Appendix C. A written analysis of the results of the survey will be provided to the Local Authority within one month of completion. Use will be made of the i-TRACE travel monitoring software to upload the data and reports (if required). 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 via an annual report on the anniversary of the proposed development becoming operational.

10.1.4 An updated travel plan shall be submitted if deemed necessary after the initial staff survey has been carried out.

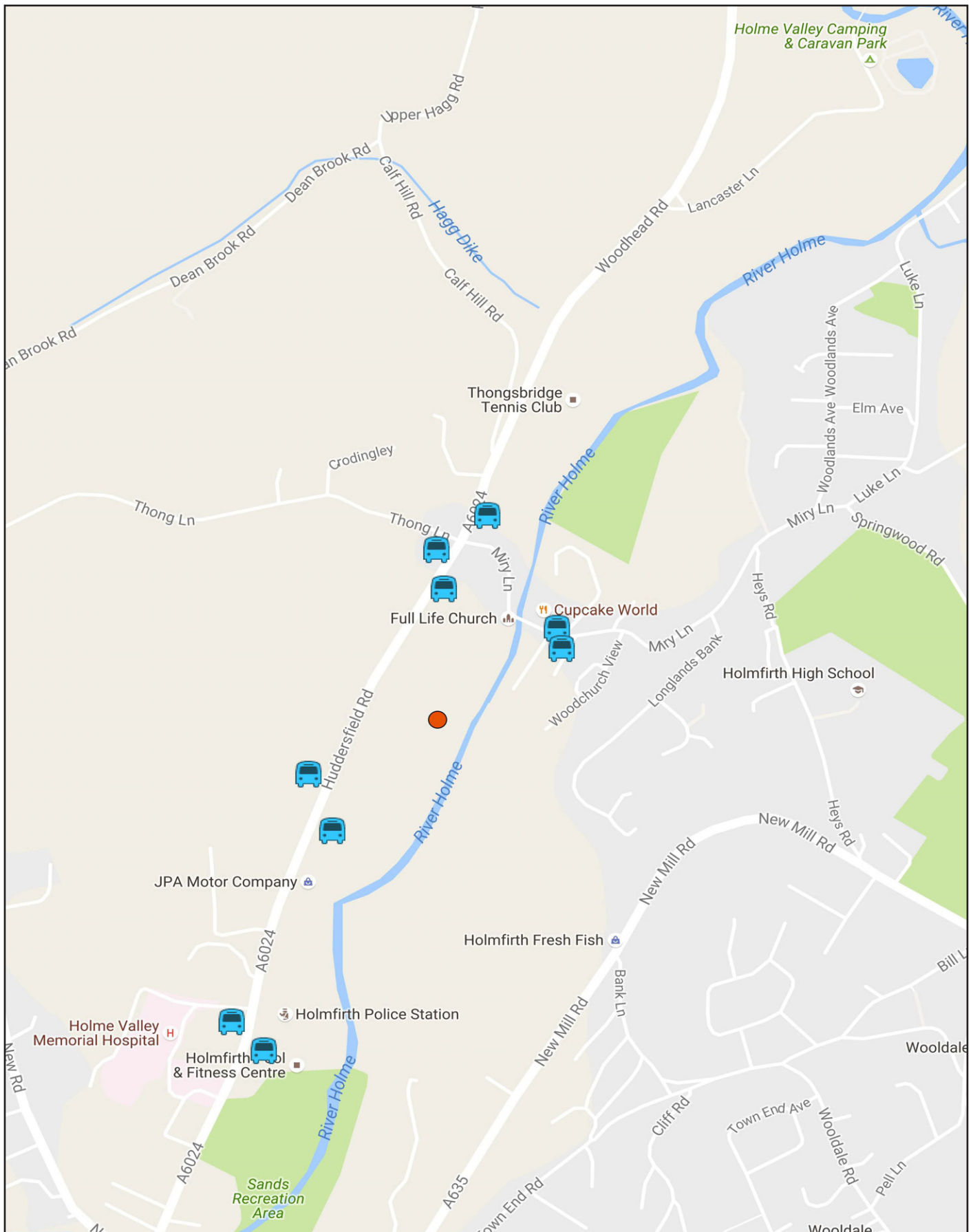
10.2 Review

10.2.1 The TPC will identify any necessary changes to the Travel Plan, should specific issues be raised, or targets not met. The review will be completed in liaison with the Travel Plan Officer and will identify measures to improve 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. Other measures might include promotion of specific initiatives such as competitions and events, incentives / perks for sustainable travellers and parking management / allocation to car sharers etc.

Appendix A

Location plan



 SITE LOCATION

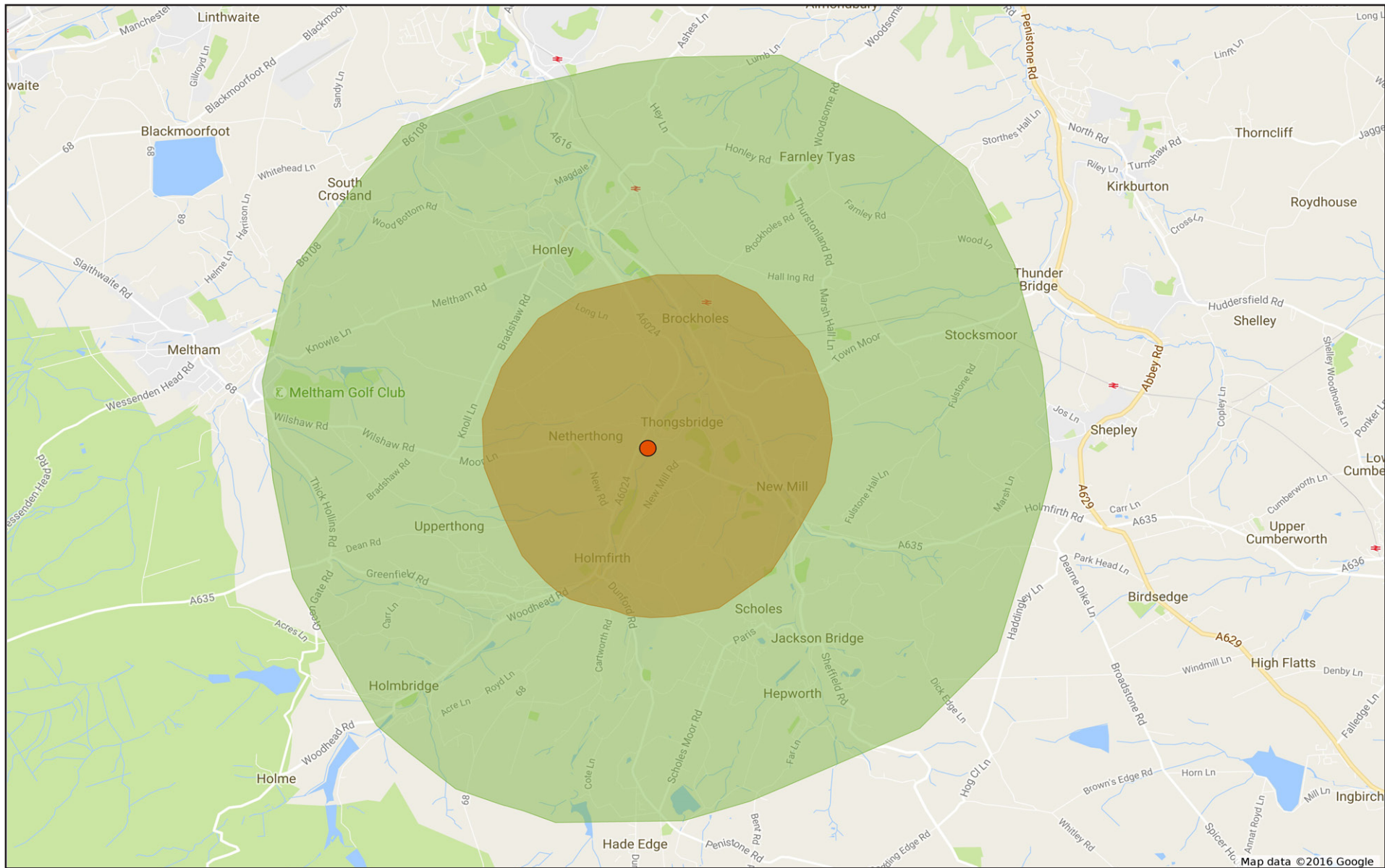
 BUS STOP LOCATION



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

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	☐	Two days	☐
Four days	☐	One day	☐
Three days	☐	Other	☐

6 *How did you travel to work today?*

Car (alone)	☐
Car (with others)	☐
Bus	☐
Train	☐
Cycle	☐
Motorcycle	☐
Walk	☐

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	☐	Personal safety	☐
Cost savings	☐	Health reasons	☐
Car needed during day	☐	Convenience/flexibility	☐
Public transport not available	☐	No alternative	☐
Other uses to/from work	☐		
Other (please specify)	☐		
