

**Prepared on behalf of**

**Accent Housing Ltd**



**Proposed Residential Development  
Plane Street, Primrose Hill, Huddersfield**

**Travel Plan**

## Acknowledgements:

### **Disclaimer**

National Geographic Society MapMaker has been used to generate figures

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|--------------------------------|------------------|--------------|-----------|
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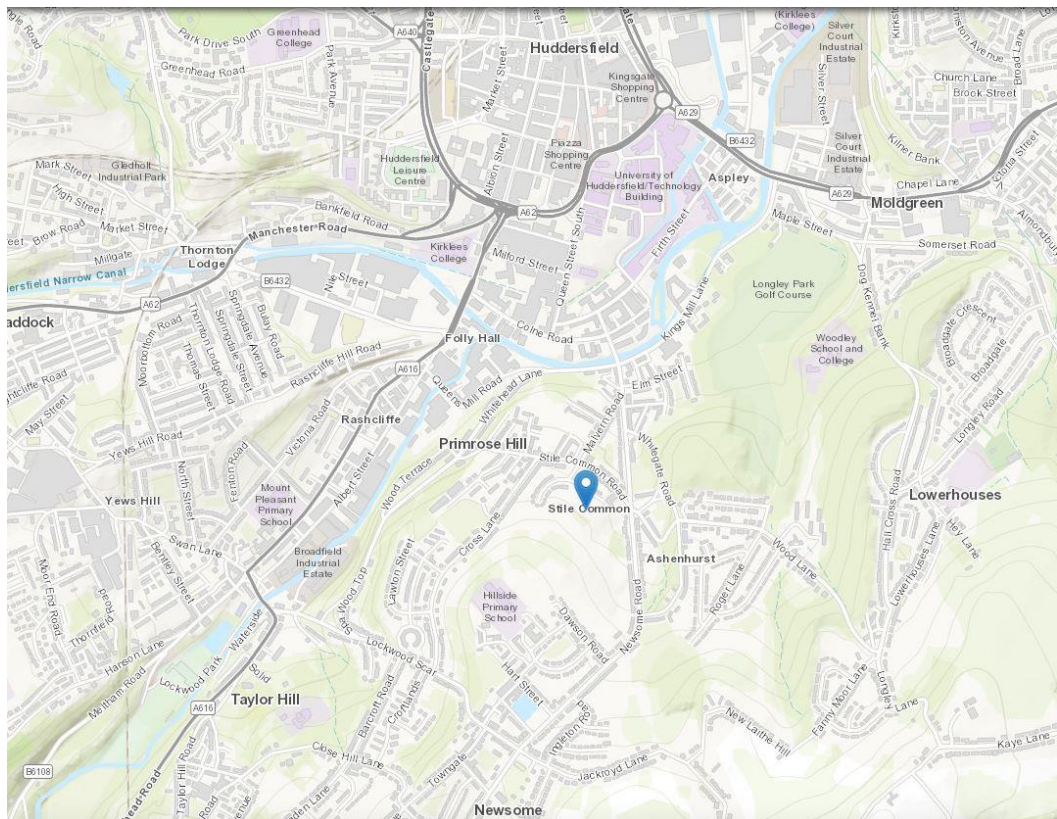
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# 1 Introduction

1.1 Sanderson Associates (Consulting Engineers) Ltd has been appointed by Accent Housing Ltd to produce a Travel Plan in support of a residential development on land to the south of Plane Street, Huddersfield as indicated in Figure 1 below.



**Figure 1 – Site Location Plan (NatGeo Mapmaker)**

1.2 This Travel Plan has been prepared to support the planning application for a residential development of 30no. dwellings, which would comprise a mix of 2 and 3 bedrooms. The development will be accessed via a new access from Plane Street towards the east of the site. There will be no direct frontage access to Plane Street.

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

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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 dependent 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 residents of the site 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 that sets out the intentions of the Travel Plan and its obligations on future residents by including a copy of the Travel Plan within the sales cabins and providing a Welcome Pack within the sales particulars of each dwelling.

## 2 Travel Plan Objectives

2.1 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.

2.2 The Travel Plan objectives are as follows:

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

2.3 Travel patterns for the Kirklees 042 Middle Super Output Area have been obtained from census data. The 2011 census provides information relating to 'Method of Travel to Work' for the residential population. A summary of the results compared to the corresponding local, regional and national data is shown in Table 2/1.

|                        | Kirklees 042  | Kirklees      | Yorkshire and The Humber | England       |
|------------------------|---------------|---------------|--------------------------|---------------|
| Pedestrian             | 24.7%         | 10.6%         | 12.4%                    | 11.4%         |
| Cyclist                | 1.2%          | 1.0%          | 2.7%                     | 3.1%          |
| Public Transport User  | 18.1%         | 11.5%         | 12.0%                    | 18.0%         |
| Vehicle Occupant/Rider | 56.0%         | 76.9%         | 72.9%                    | 67.4%         |
| <b>Total</b>           | <b>100.0%</b> | <b>100.0%</b> | <b>100.0%</b>            | <b>100.0%</b> |

*Table 2/1 – Travel to Work Data (2011 Census)*

2.4 The Travel Plan will aim to improve on the above levels for residents at the site. An initial target will be to reduce the number of residents travelling work in a single occupied vehicle by 10% within 5 years of occupation. Further targets will be set on completion of the initial travel surveys carried out upon occupation.

2.5 In order to establish the 'base' situation, residents travel surveys will be issued to residents upon occupation, with the results collated once 50% of the residential development is occupied to provide an initial baseline (unless an alternative timescale is agreed in writing by the Local Planning Authority). It is considered that

a time bound implementation of the surveys is not appropriate, as a definitive timescale for occupancy cannot be guaranteed at this stage.

- 2.6 Monitoring 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.
- 2.7 If the targets identified are not met, the Travel Plan Coordinator will review the Travel Plan with assistance from Kirklees Travel Plan Advisors and an Action Plan will be prepared and agreed.
- 2.8 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 delivered

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### 3 Travel Plan Coordinator

3.1 It is generally accepted that the success of a Travel Plan relies heavily on the appointment of a Travel Plan Coordinator (TPC) whose duties normally includes liaison with Residents, the Local Authority and Local Transport Operators.

3.2 The role of TPC will not require a full time equivalent position. The TPC will act as a point of contact and will oversee the implementation, operation and monitoring of the Travel Plan.

3.3 The duties of the TPC include:

- Leading on the delivery of the Travel Plan once approved or, if appointed earlier, inputting into its formation;
- Representing the 'human face' of the Travel Plan – explaining its purpose and the opportunities on offer. The TPC will also play a central role in liaison with residents' steering groups or management committees;
- Providing personalised travel planning tailored to residents' needs (or procuring this service from others);
- Promoting the individual measures in the travel plan (e.g. car sharing);
- Liaising with public transport operators – it is helpful if coordinators initiate contact early on, to enable bus and train operators to brief them about service and fares. At a later point, the coordinator can also feedback residents' opinions to the operators;
- Ensuring the approved Travel Plan and its component parts are being actioned;
- Monitoring the Travel Plan implementation; and
- Taking a key role in review of the Travel Plan.

3.4 A TPC will be appointed by the developer prior to occupation of the development and will be retained for a minimum of 3 years after the initial baseline has been identified (after 50% occupation).

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- 3.5 A Welcome Pack could be provided for residents that will set out details of available sustainable travel alternatives. This will include up to date bus timetable information, which the TPC will obtain from WY Metro <https://www.wymetro.com/buses/timetables/>
- 3.6 It is fundamental to the Travel Plan that the travel patterns of residents are investigated. In order to do this, the TPC will issue a Travel Plan questionnaire upon occupation of each unit, the results will be collated upon 50% occupation of the development, with surveys reissued to all units where a response has not been received. The results shall be collated by the TPC within 3 months of reissue of the surveys and provided to the Council for information.
- 3.7 This Travel Plan contains specific measures designed to meet the needs of residents and thus attempt to influence the travel modes of residents and visitors to reduce the number of car-borne trips to and from the development. As part of this process it is particularly important that residents and visitors 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. Regular reviews of the sustainable travel opportunities are therefore necessary and this will be achieved through consultation between the TPC and stakeholders such as the Council.
- 3.8 The Travel Plan shall be monitored and reviewed as follows; each review shall include a resurvey of residents travel patterns by resident travel questionnaires:
- |                        |                       |
|------------------------|-----------------------|
| Baseline Survey        | 50% occupation        |
| 2 <sup>nd</sup> Survey | 1 year from baseline  |
| Final Survey           | 3 years from baseline |
- 3.9 Following the final survey, the role of the TPC will be passed to the Residents Management Group to be reviewed biannually.

- 3.10 A written analysis of each review by the TPC shall be provided to the Council within 3 months of the completion and collation of the review for a minimum of 5 years after the baseline has been identified.

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## 4 Accessibility and Travel Plan Measures

### 4.1 *Introduction*

4.1.1 This Travel Plan includes measures that relate to the following categories:

- Public Passenger Transport, by bus or rail
- Walking
- Cycling
- Use of Motorcycles/Mopeds
- Car/taxi sharing
- Reducing the need to travel to work

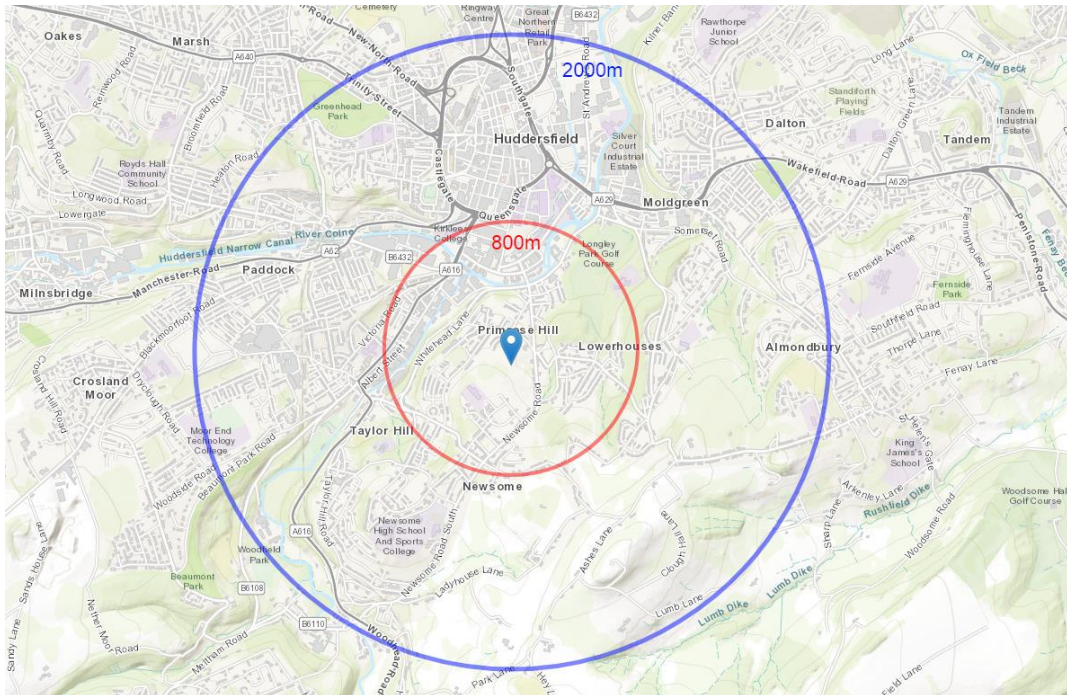
4.1.2 A key aspect of the delivering successful change is the provision of adequate and up to date information. If private car drivers are to be encouraged to either change their modes of travel or to participate in a car sharing scheme it is obvious that they need to be aware of the availability of these alternatives and updated on any changes or improvements. Therefore, a key measure that will be implemented by the development is the provision of a Welcome Pack, which will be provided to all residents prior to occupation and will detail all of the measures identified.

### 4.2 *Walking*

4.2.1 Walking is the most important mode of transport at the local level and can replace short car trips for journeys under 2km, which contribute to congestion and pollution, and the need for car parking. Walking is the most sustainable form of transport and provides on way of reducing pressure on the environment. 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 significant reductions in the risk of coronary heart disease, high blood pressure and diabetes.



4.2.4 Figure 2 indicates destinations that lie within 800m and 2000m radius of the application site. It is noted that walking routes will not follow simple radius shown on this plan, which is provided as an indication of where destinations lie and the general extent to which the local area can be accessed on foot.



**Figure 2 – Indicative walking thresholds**

4.2.5 A summary of some of the services and amenities that fall within the preferred maximum, 2,000m walking distance are listed below:

- Piphill Stores (250m)
- Fair Price Convenience Store (400m)
- Hillside Primary School (900m)
- Kirklees College (1.1km)
- Newsome Post Office (1.1km)
- The Scar Café, Lockwood (1.2km)
- Iceland Foods (1.4km)
- Lidl (1.4km)
- Lockwood Pharmacy (1.4km)

- Sainsbury's (1.6km)
- Woodley School and College (1.6km)
- Castle Hill School (1.7km)
- A Z International Food Store (1.7km)
- Mount Pleasant Primary school (1.7km)
- Lockwood Station (1.8km)
- Newsome Junior School (1.8km)
- Newsome High School (1.8km)

4.2.6 Bus stops are located on Stile Common Road to the north of the site and Newsome Road to the east of the site. These are all accessible within a 300m walking distance of the site and therefore it can be reasonably assumed that residents of the development will walk to these stops to utilise the frequent bus services.

### **4.3 *Measures to encourage walking***

4.3.1 Safe pedestrian routes will be provided within the site that will provides pedestrians with safe and convenient access to the wider footway network on Plane Street and towards Stile Common Road and Newsome Road.

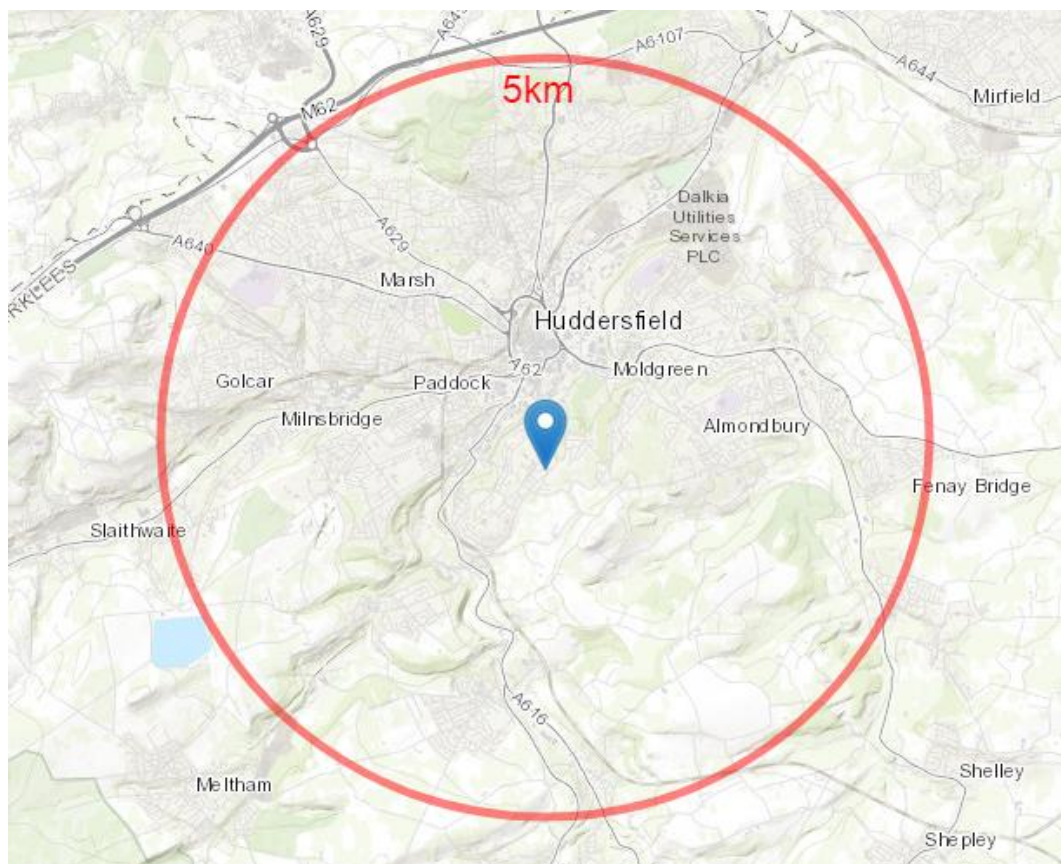
4.3.2 When an appropriate number of dwellings are occupied, the TPC can establish demand for parents and children wishing to walk to nearby schools. It is now normal practice for Education Authorities to devise School Travel Plans and the TPC will consult with the local schools to determine what measures will be incorporated into the Travel Plan to complement the school's plan. These measures may for example be to establish (or extend) a 'walking bus' or 'walking buddies' scheme for the safe commute to nearby schools.

4.3.3 The TPC will promote the benefits of walking in relation to general health and well-being and will promote walking to work for residents identified as working "close-by".

#### **4.4 Cycling**

4.4.1 Like walking, cycling has an important part to play in reducing congestion, improving accessibility and reducing pollution. Cycling is also linked to increased general health and fitness which has personal benefits as well as economic benefits in terms of health service costs. The bicycle is generally more affordable than the car and hence there are financial benefits to the promotion of cycling. Cycling may also allow people without cars to reach destinations that they may otherwise be unable to reach. Cycling has the potential to substitute for short car trips, particularly those under 5km and to form part of a longer public transport trip.

4.4.2 Figure 3 indicates destinations that lie within 5km radius of the application site. Again, it is noted that cycling will not follow the simple radius shown on this plan and is provided to give an indication of where destinations lie and the general extent to which the site is accessible by cycle.



**Figure 3 – Indicative cycling thresholds**

4.4.3 There are no specific cycling facilities within the immediate vicinity of the site. Huddersfield town centre is an approximate 2km cycling distance from the site (approximate 10 minute ride).

#### **4.5 *Cycling Measures***

4.5.1 Secure cycle parking will be available for residents within their secure rear gardens.

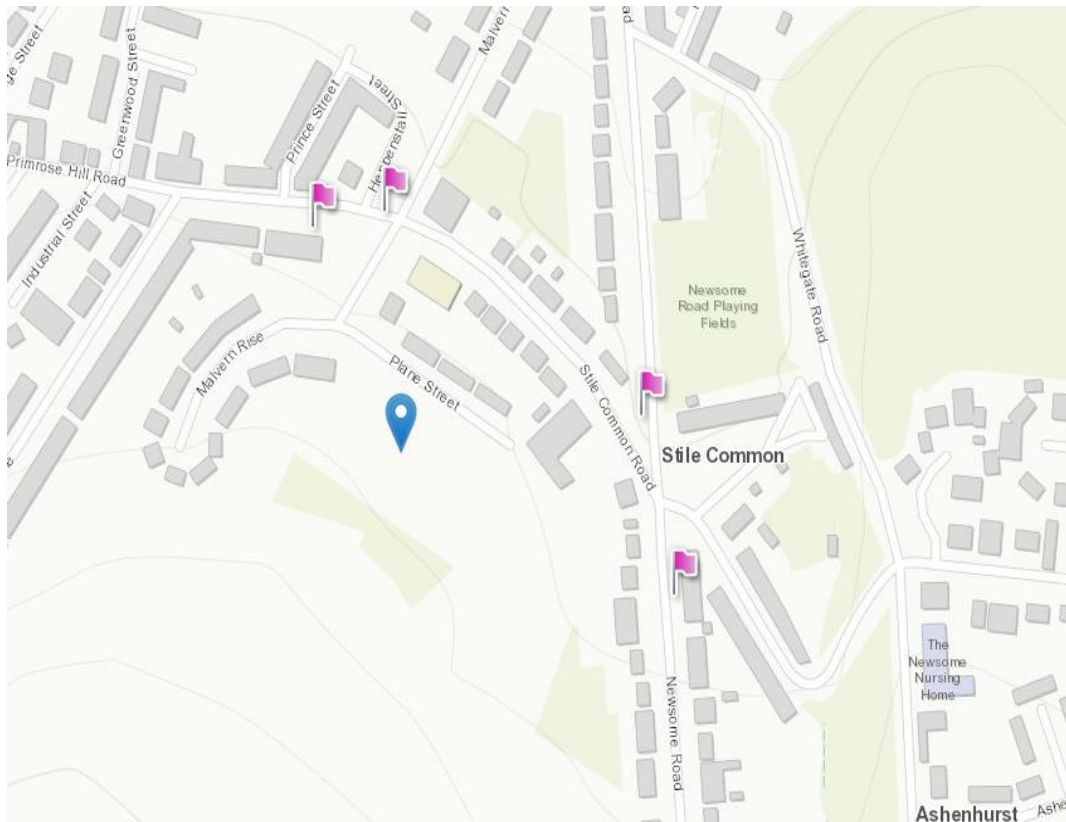
4.5.2 Information for cyclists including details of routes, cycle training and details of cycle facilities will be included within a residents Welcome Pack. Further information on cycling can be found at the following websites:

- [www.kirklees.gov.uk/beta/food-exercise-and-sport/cycling.aspx](http://www.kirklees.gov.uk/beta/food-exercise-and-sport/cycling.aspx)
- [www.sustrans.org.uk](http://www.sustrans.org.uk)
- [www.cyclinguk.org](http://www.cyclinguk.org)

4.5.3 The responsibility for obtaining and updating this information will fall to the TPC, who in addition will promote the benefits to health and well-being from regular cycling.

**4.6 Accessibility by Bus**

4.6.1 Bus stops are located on both Stile Common Road and Newsome Road. Both stops are within easy walking distance of the site. These stops are both located within 350m walking distance of all of the proposed dwellings. The location of the bus stops are shown in Figure 4 below.



**Figure 4 – Location of bus stops (National geographical society mapmaker)**

4.6.2 Details of the facilities provided at each of the nearby bus stops are as follows:

**Stile Common Road**

|                  |  |
|------------------|--|
| Reference:       | 45022073                                 |
| Direction        | East towards Huddersfield                |
| Distance to Stop | 140m north of the site                   |
| Facilities       | Pole with flag and timetable information |
| Bus Services     | 308                                      |

Reference: 45022074  
 Direction West towards Holmfirth and Honley  
 Distance to Stop 150m north of the site  
 Facilities Pole with flag and timetable information, road markings  
 Bus Services 308

**Newsome Road**

Reference: 45022067  
 Direction North towards Huddersfield  
 Distance to Stop 300m east of the site  
 Facilities Shelter with flag and timetable information, real time information screen, raised kerbs, and bus cage road markings.  
 Bus Services 308, 306, 319

Reference: 45022066  
 Direction South towards Berry Brow and Honley  
 Distance to Stop 350m South east of the site  
 Facilities Shelter with flag and timetable information, real time information screen, raised kerbs, and bus cage road markings.  
 Bus Services 306, 308, 319

4.6.3 The following bus services are available at these stops:

| Service No. | Route                               | Monday to Saturday Frequency |              | Sunday Frequency |
|-------------|-------------------------------------|------------------------------|--------------|------------------|
|             |                                     | Daytime                      | Late Evening |                  |
| 308         | Huddersfield – Holmfirth            | 30 minutes                   | 60 minutes   | 60 minutes       |
| 306         | Huddersfield – Taylor Hill Circular | 20 minutes                   | 60 minutes   | 30 minutes       |
| 319         | Huddersfield – Taylor Hill Circular | 15 – 20 Minutes              | N/A          | N/A              |

**Table 4/1 – Details of Local Bus Services**

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#### **4.7      *Accessibility by Rail***

4.7.1      The nearest train stations to the site are Lockwood train station and Huddersfield train station. Lockwood station is located 1.8km to the west of the site and Huddersfield Station is 1.9km to the north of the site. Huddersfield station provides regular trains to local, regional and national destinations including Newcastle, Manchester, Leeds, Liverpool, Sheffield. Lockwood station provides an hourly service frequency between Huddersfield – Barnsley – Sheffield as well as serving other local destinations along the route. There are cycle stands provided at both stations.

4.7.2      It is reasonable to expect that some trips to/from the site would utilise the train stations for trips associated with both commuting and leisure to Huddersfield and further afield.

#### **4.8      *Public Transport Measures***

4.8.1      Information about all available forms of public passenger transport including routes and destinations, service frequencies, location of nearest bus stops and sources of other travel information shall be provided within the Welcome Pack. In addition the physical connections from the site to these facilities will be identified and made known to all residents upon occupation. As mentioned previously, it will be the responsibility of the TPC to ensure that this information is kept up-to-date and reported in each review.

4.8.2      The TPC will advise residents that information is available via the internet and up to date bus timetables can be found at [www.wymetro.com](http://www.wymetro.com) with journey planners available at [www.yorkshiretravel.net](http://www.yorkshiretravel.net). Coach information can be found at [www.nationalexpress.com](http://www.nationalexpress.com) and at [www.megabus.com](http://www.megabus.com).

4.8.3      The Your Next Bus service tracks buses using satellite navigation system and provides the departure time 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 or at <https://www.wymetro.com/buses/your-next-bus/> and will be promoted by the TPC.

4.8.4 Information about all available forms of public passenger transport including routes and destinations, service frequencies, locations of nearest bus stops/railway stations and sources of other travel information shall be provided within the Welcome Pack. In addition the physical connections from the site to these facilities will be identified and made known to all residents. It will be the responsibility of the TPC to ensure that this information is kept up-to-date and reported in each review.

4.8.5 The TPC will advise residents that information is available via the internet and up to date rail timetables can be found at:

[www.wymetro.com](http://www.wymetro.com)

[www.yorkshiretravel.net](http://www.yorkshiretravel.net)

[www.nationalrail.co.uk](http://www.nationalrail.co.uk)

#### **4.9 Car Sharing**

4.9.1 Car share schemes:

- Provide a cheap way to get around
- Reduce levels of traffic and congestion
- Reduce CO<sub>2</sub> 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

4.9.2 The site is accessible to the local and wider highway network and the initial Travel Questionnaire should identify the numbers of residents already travelling to work in a car driven by another party and those who may be willing to share their vehicle. It may be that subject to survey and analysis this figure can be increased with consequent benefits for the environment.

4.9.3 Existing Car Share schemes, such as West Yorkshire Car Share will be promoted to encourage car sharing. Further details can be found at: <https://liftshare.com/uk/community/wy>

#### **4.10 *Motorcycling and mopeds***

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

4.10.2 Advice regarding motorcycling can be found at the Department for Transport's website at <https://www.gov.uk/government/publications/think-motorcycling/think-motorcycling> and will be promoted to residents.

4.10.3 Concern is often raised over the safety of motorcycles 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 proper training by a recognised training organisation or trainer and the correct protective equipment before use of the vehicle.

#### **4.11 *Taxis***

4.11.1 If significant demand for taxi's is established once the initial travel surveys have been completed, the TPC will contact local taxi firms to see if they would offer discounts for residents. Any such discounts will be advertised to residents in promotional material (welcome pack and mail shots).

4.11.2 The TPC will include details of local licensed taxi companies within residents welcome packs at the point of occupation. Taxi journeys can prove useful for people needing flexibility to travel but do not wish to own a car.

**4.12      *Reducing the need to travel to work***

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

**4.13      *Other Measures***

4.13.1      All residents will be made aware of home shopping and internet shopping within mailshots. This measure will assist in reducing the need to travel. Alternatively, taxis can be used for local shopping purposes.

4.13.2      All residents will be made aware of travel information and local facilities in there welcome pack at the point of occupation. These measures will also assist visitors and prospective residents to the site.

4.13.3      Each dwelling will accommodate a phone line which will allow occupants to access the internet and utilise the aforementioned websites to access bus timetable information etc.

4.13.4      Residents moving from the development will be encouraged to inform the TPC so that a resident’s pack can be provided to the new occupiers, by the TPC at the point of reoccupation.

4.13.5      All dwellings will be provided with an electric vehicle charging point.

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## 5 Marketing and Communication Strategy

- 5.1 All prospective 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 the Travel Plan by providing each unit with a Welcome Pack. Release of this information in the sales particulars of each dwelling prior to occupation will ensure that all prospective residents will be aware of the availability and benefits of sustainable transport at the point of occupation.
- 5.2 A “mail-shot” will be produced by the TPC at the time of each review which will include the latest information on bus, rail, walking, cycling and car sharing arrangements, and residents will be encouraged to make this information available to their visitors.
- 5.3 The TPC contact information including a telephone number and email address will be included within the Welcome Pack to allow residents to contact the TPC.

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## 6 Enforcement and Monitoring

- 6.1 The operation of this Travel Plan will be a planning obligation related to the planning consent for the development.
- 6.2 It is the responsibility of Sanderson Associates to provide our client with a copy of the approved Travel Plan. It is then the Developers or their management company's responsibility to appoint a TPC at least 3 months prior to first occupation of the development. The name of the TPC must be forwarded to KCC as soon as the appointment is made, as well as the relevant contact details. It is the developer's responsibility to make any prospective purchaser of the site fully aware of the planning condition, the Travel Plan and the developer's obligations in relation to the Travel Plan.
- 6.3 With respect to timescales, the Travel Plan will be monitored and reviewed as per paragraph 3.11 after the initial implementation. Each review shall include a resurvey of travel patterns by undertaking a travel questionnaire. A written analysis of each review shall be provided to the Local Authority by the TPC within 3 months of the completion and collation of the review for the life of the Travel Plan. The TPC will liaise with the Council to consider the review report, to agree any changes necessary and to have the document signed off.
- 6.4 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 in occupancy of the dwellings and changes to bus/train services or places of work and schools.
- 6.5 This Travel Plan will be reviewed in co-operation with the Council and 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.

- 6.6 The developer and the TPC will use their reasonable endeavours to ensure that the Travel Plan is successful.

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## 7 Summary and Conclusions

- 7.1 This Travel Plan sets out a series of measures that will encourage changes in the travel patterns of residents and their visitors to the development from the use of the single occupied private vehicle to more sustainable forms of transport.
- 7.2 The Travel Plan includes reference to compliance and enforcement of the Travel Plan and to the required monitoring, review and reporting for the life of the Travel Plan.
- 7.3 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 number 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.
- 7.4 This Travel Plan will be further developed in conjunction with the Council once the development is operational and specific travel needs are identified.

