

Travel Plan

**Proposed Residential Development
High Street, Hanging Heaton, Dewsbury**

Vistry Partnerships Yorkshire Ltd.

April 2021

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1.0 INTRODUCTION

Background

- 1.1 SCP has been commissioned by Vistry Partnerships Yorkshire Ltd. to produce a Travel Plan in support of a planning application for a residential development on land on land off Challenge Way, Hanging Heaton, Dewsbury.
- 1.2 This Travel Plan supports the development of 55 dwellings, comprising a mix of 1, 2, 3 and 4 bed properties to be accessed from Challenge Way. The site will also incorporate associated parking and landscaping.
- 1.3 This report sets out Vistry Partnership's commitment to minimising the number of vehicular trips generated by the development and identifies the key principles for implementation as part of the Travel Plan.

Travel Plan Approach

- 1.4 A Travel Plan is an important tool for delivering sustainable access to a development. Residential travel plans focus on a single origin (home) and aim to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.
- 1.5 Implementing a Travel Plan can bring a number of benefits to a site, including helping to minimise the potential increase in traffic resulting from a development, helping to manage and reduce carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a Travel Plan forms a key stage in the forward planning process. A Travel Plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.6 This Travel Plan focuses on influencing greater use of sustainable transport by residents when travelling to and from the site, and will establish and promote the available sustainable transport links. The Travel Plan will also suggest measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that residents travel.
- 1.7 This approach follows advice and guidance which existed pre-Covid-19. If Policy and behaviours change subsequent to this Pandemic, this may impact on targets and the approach outlined below.

2.0 TRAVEL PLAN BACKGROUND

- 2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. The plan should continue to be implemented for the life of the development.
- 2.2 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.
- 2.3 This Travel Plan has been prepared in line with Kirklees Council's SPD entitled Kirklees Highway Design Guide, adopted on 4th November 2019. This site just exceeds the trigger of 50 units, above which a Travel Plan is required to support a Planning Application.

Objectives

- 2.4 This Travel Plan is based upon the achievement of the following key objectives:
- To reduce the impact and frequency of car travel, especially single occupancy vehicle use;
 - To reduce the impact of the development on the local road network;
 - To enable residents of the development to have informed choices about their travel options;
 - To improve the health and well-being of the residents of the site; and
 - To ensure that the development is accessible to the widest possible range of services.
- 2.5 The Travel Plan will therefore seek to:
- Develop awareness for locally available non-car modes of transport;
 - Actively promote sustainable travel to achieve long term commitment to sustainable travel habits; and
 - Promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and to highlight the health and environmental benefits of adopting sustainable travel patterns.

Travel Plan Benefits

- 2.6 Travel Plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:
- Promote healthy lifestyles and sustainable, vibrant communities;
 - Provide adequately for all users, with a variety of mobility needs;

- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Improve social inclusion;
- Cut carbon emissions and their contribution to climate change;
- Reduce road danger and protecting vulnerable road users; and
- Improve local air quality, while reducing noise pollution.

2.7 A Travel Plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

3.0 THE SITE

Existing Site

- 3.1 The site is located in the village of Hanging Heaton which abuts both Batley and Dewsbury The site is roughly triangular and is currently agricultural grazing land and is bounded on its northern side by further open agricultural land designated as Green Belt, on its eastern side by Challenge Way, on its southern and western sides by High Street and its associated residential dwellings, a working men's club and a Shell garage. The existing site can be seen in **Figure 3.1** below:

Figure 3.1 – Site Location



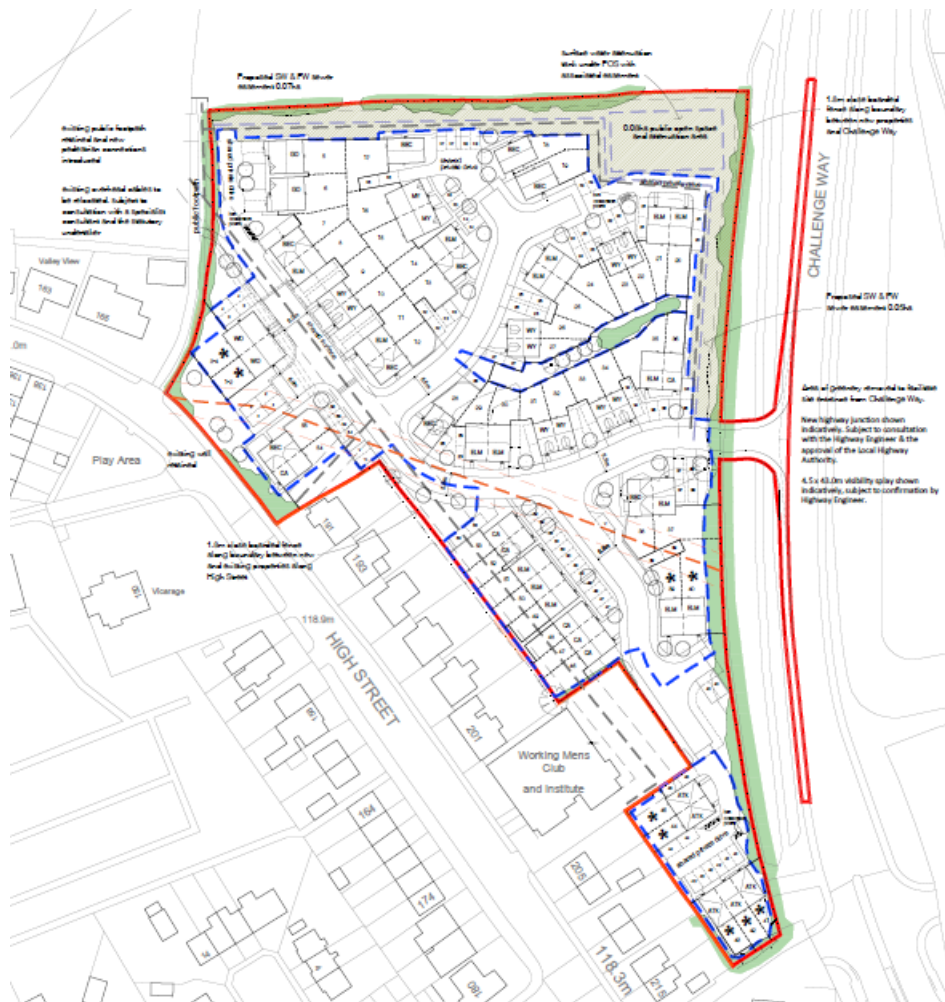
Source: Google Maps

Development Proposals

- 3.2 A site layout has been developed which comprises 55 residential dwellings of varying styles and sizes, a copy of the proposed site layout is shown in **Figure 3.2**, below. The proposed unit mix is as follows:
- 1 bed – 4 units;
 - 2 bed – 22 units;
 - 3 bed – 25 units; and
 - 4 bed – 4 units.

- 3.3 The development proposes to take vehicular access from a purpose built simple priority junction off Challenge Way. Pedestrian and cycle access to the site will be provided at the same location as the vehicular access points.

Figure 3.2 - Site Layout



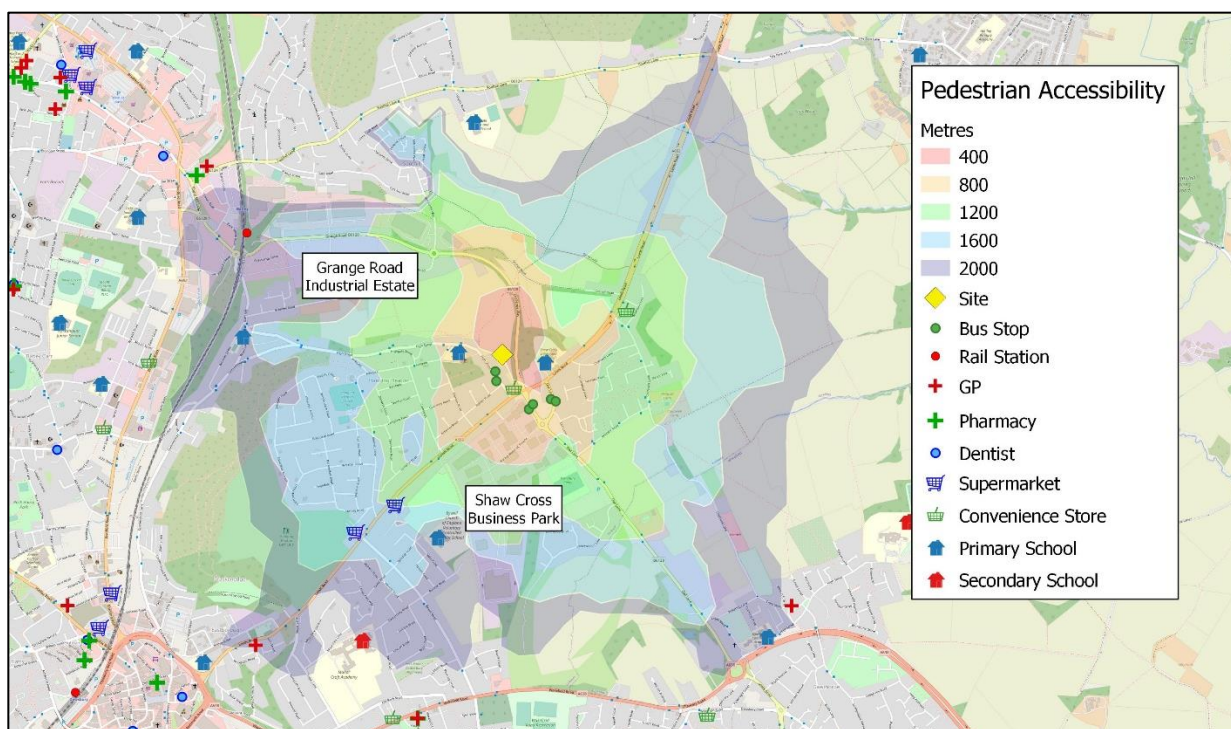
Source: Vistry Partnerships

- 3.4 The internal site layout, as **Figure 3.2** indicates, is designed to ensure the site is accessible by all modes of transport with the emphasis based on sustainable means of travel, including walking, cycling and accessibility to public transport.
- 3.5 The footways proposed within the site will connect into the existing footways within and surrounding the site. The internal road network has been designed to ensure the movements of service vehicles can be accommodated, whilst at the same time ensuring reversing distances are kept to a minimum.
- 3.6 Parking provision will comply with Kirklees Council parking standards and all private drives will be sufficient in size to accommodate two private vehicles.

Existing Access by Non-Car Modes: Walking

- 3.1 Walking is recognised as the most important mode of travel at a local level and it offers the greatest potential to replace short car trips, particularly those trips under two kilometres. Based on this, **Figure 3.3** indicates the area surrounding the site which is accessible on foot.

Figure 3.3 – Walk Accessibility from the Development Site



Source: © Copyright Data CC-BY-SA by OpenStreetMap

- 3.2 Within the two-kilometre catchment are the residential settlements of Hanging Heaton, Soothill, Batley, Eastborough and Gawthorpe. Key employment sites including Shaw Cross Business Park and Grange Road Industrial Estate are also well within a two-kilometre walk from the site along with a numerous facilities. **Table 3.1** below provides a list of everyday facilities which are accessible within 2km of the site access.

Table 3.1: Approximate Walking Distance to Local Amenities

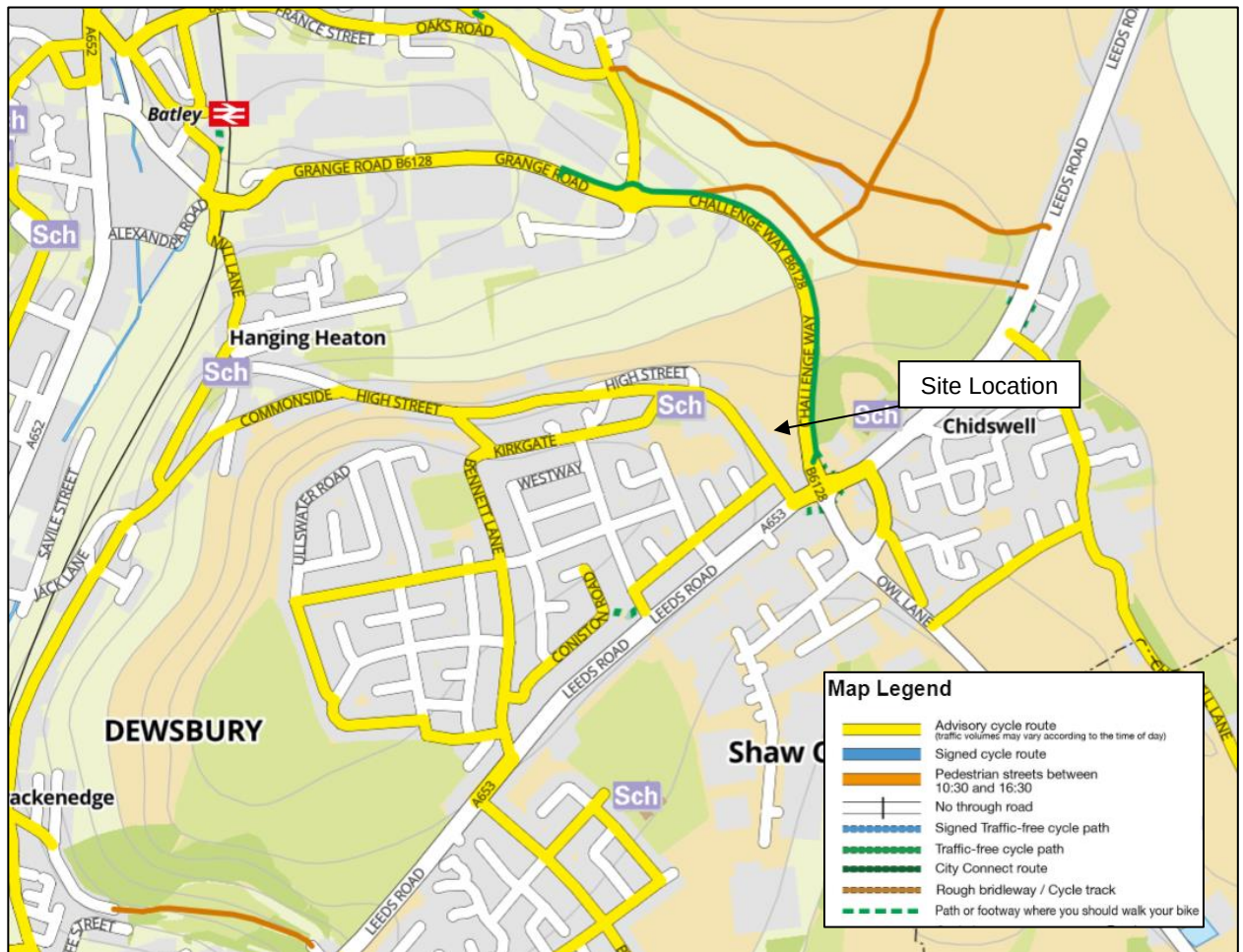
Service	Facilities	Distance
Convenience Store	Shell Petrol Station, Leeds Road	150m
Bus Stops	John Ormsby V C Way	270m
Bus Stops	High Street	290m
Pre-school	Shaw Cross Infant & Nursery School, Leeds Road	340m
Bus Stops	Leeds Road	360m
Bus Stops	Owl Lane	360m
Primary School	Hanging Heaton CE VC Junior & Infant School, High Street	560m
Convenience Store	Londis, Leeds Road	690m
Supermarket	Co-op Food – Dewsbury, Leeds Road	880m
Supermarket	Tesco Express, Leeds Road	1.1km
Primary School	Bywell Junior School, Bendigo Road	1.2km
Primary School	Mill Lane Primary School, Mill Lane	1.5km
Secondary School	Manor Croft Academy, Old Bank Road	1.6km
GP	Windsor Medical Centre, William Street	1.7km
Primary School	Gawthorpe Community Academy, High Street	1.8km
Rail Station	Batley Rail Station	1.8km

- 3.3 As can be seen from **Table 3.1**, there are numerous facilities within 2km of the site including the edge of Dewsbury town centre where further amenities can be found. As a result, it can be expected that the majority of everyday trips will be made on foot.
- 3.4 The footways proposed within the site will connect into the existing footways surrounding the site, as shown on the proposed site layout, a copy of which is attached at **Appendix 4**. The proposed layout therefore seeks to maximise the permeability of the site layout for pedestrian / cycle movements to encourage the use of non-car modes.
- 3.5 There is a good level of pedestrian infrastructure within the vicinity of the site; signal-controlled crossings are provided at all major junctions along Leeds Road in addition to several puffin crossings to assist pedestrians when crossing this classified road. A zebra crossing with a pedestrian island and tactile paving is provided at the southern end of High Street and all routes within the area are well lit.

Existing Access by Non Car Modes: Cycling

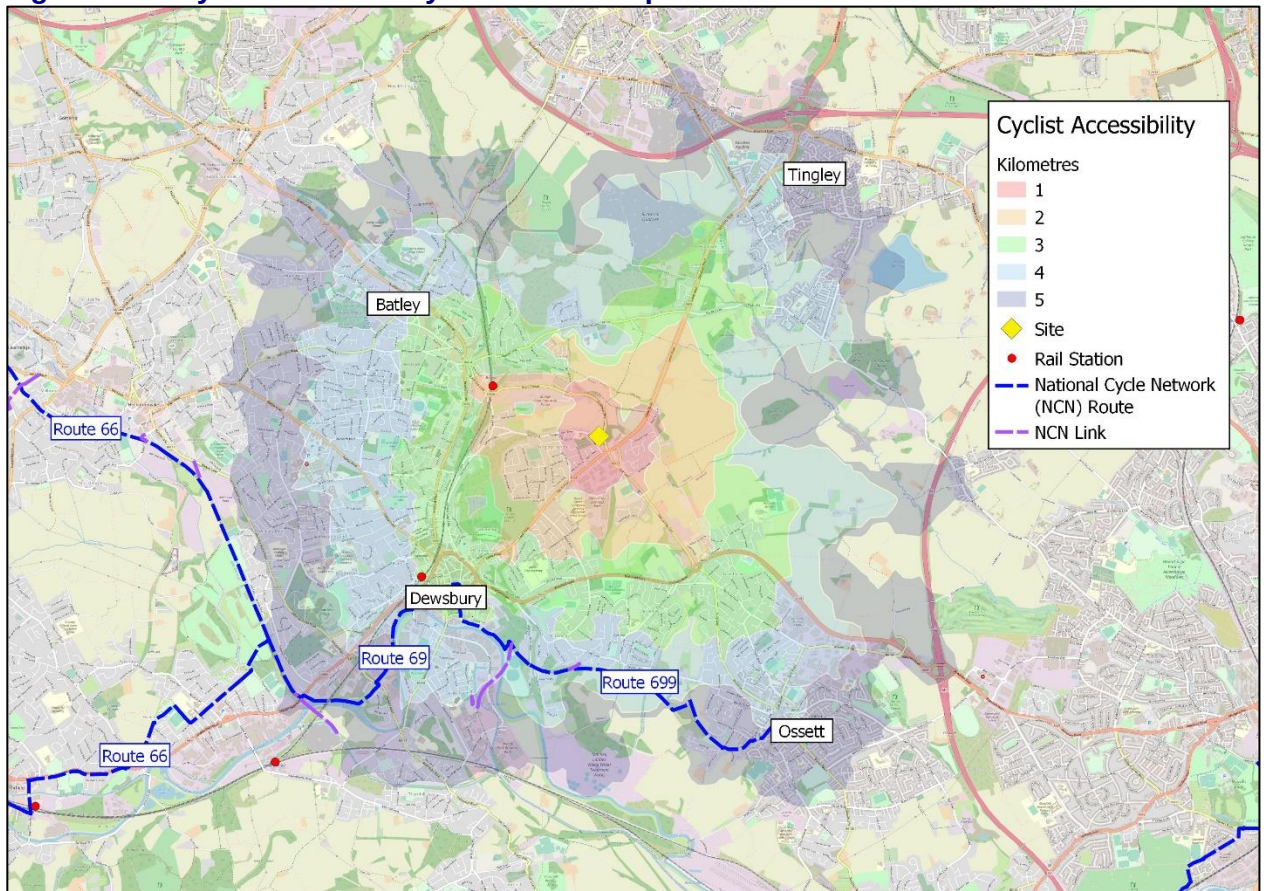
- 3.6 Cycling also has the potential to substitute for short car trips, particularly those that are less than five kilometres. As such, all areas and facilities within a reasonable walking distance can also be considered to be within a reasonable cycling distance. Challenge Way is a dedicated advisory cycle route and a traffic-free cycle path is provided on the eastern side of the carriageway, as can be seen in **Figure 3.4**.

Figure 3.4 – West Yorkshire Cycle Map (extract)



- 3.7 A 5km cycle distance isochrone is presented in **Figure 3.5**, and shows a five-kilometre cycling catchment area from the centre of the site. It can be seen that, in addition to the areas that are accessible on foot, the five-kilometre catchment area also includes Tingley, Batley, Dewsbury and Ossett, within which are numerous facilities.

Figure 3.5 – Cycle Accessibility for the Development Site



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Existing Access by Non Car Modes: Public Transport

Bus Services

- 3.8 The proposed development site is well located in terms of its proximity to bus services, with bus stops located along High Street, Leeds Road, Owl Lane and John Ormsby V C Way, all of which can be easily accessed from the site access within a 400m walk. The stops on High Street are marked by a flag and pole and provide service information. A zebra crossing with pedestrian island and tactile paving is provided at the southern end of High Street to assist pedestrians when crossing the road. Stops on Leeds Road are of a similar design with a puffin crossing provided to the south west of the site to allow pedestrians to cross safely. On Owl Lane, sheltered seating and service information is provided at the southbound stop whilst the northbound stop is marked by a flag and pole, service information is also provided. Both stop son John Ormsby V C Way provide sheltered seating and service information. Signal controlled crossing points are available on the northern, eastern and southern arms of the Challenge Way / Leeds Road / John Ormsby V C Way junction, thereby assisting any residents who wish to access these bus stops.

3.9 **Table 3.2** provides a summary of the services, including the destinations and frequency, which can be boarded at the bus stops.

Table 3.2: Bus Services (March 2021)

Route No.	Route Description	Average Service Frequency		
		Monday to Friday	Saturday	Sunday
117	Leeds – Tingley – Ossett - Wakefield	Every 60 mins	Every 60 mins	Every 60 mins
119	Batley - Wakefield	5 Services, Every 120 mins	No Service	No Service
120	Batley - Wakefield	3 services, Every 120 mins	No Service	No Service
202 MAX	Leeds – Dewsbury - Huddersfield	Every 30 mins	Every 60 mins	Every 60 mins
203 MAX	Leeds – Dewsbury - Huddersfield	Every 30 mins	Every 60 mins	Every 60 mins
205	Dewsbury - Pudsey	Every 60 mins	No Service	No Service
AL3	School Service	One AM and one PM service	No Service	No Service
ML2	Dewsbury Moor – Shaw Cross	Every 60 mins	Every 60 mins	No Service
X17	Leeds - Overton	One Service	No Service	No Service

Source: Operator Website

3.10 **Table 3.2** shows that there is a frequent bus service passing by the site which provide access to major employment areas and interchanges such as those in Dewsbury and Leeds city centre, where access to further public transport services to a wide range of destinations can be achieved.

3.11 Below are the bus journey times which these services provide for a number of key destinations:

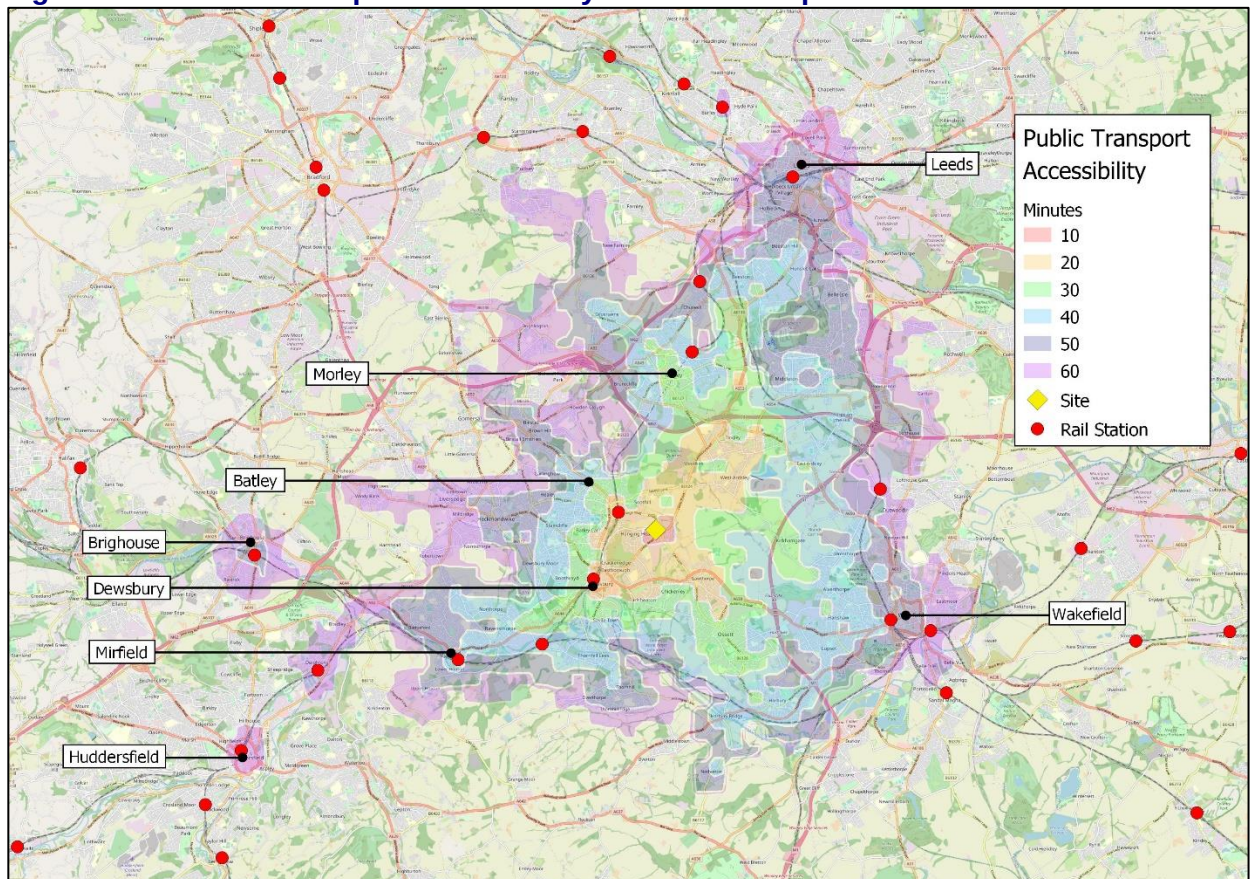
- Dewsbury Town Centre – 11 minute journey time;
- Batley Town Centre – 12 minute journey time;
- Wakefield City Centre – 35 minute journey time;
- Leeds City Centre – 40 minute journey time;
- Pudsey Town Centre – 54 minute journey time; and
- Huddersfield Town Centre – 59 minute journey time.

Rail Services

3.12 The closest rail station to the site is Batley which is located approximately 1.2km to the north west of the site and can be accessed within an acceptable 20-minute walk.

- 3.13 The facilities at Batley Railway Station include a car park with 20 spaces, storage for 4 bikes, CCTV and ticket machines.
- 3.14 The station is managed by northern Trains who provide hourly services between Leeds and Wigan Wallgate via Manchester Victoria whilst Huddersfield to Scarborough via Leeds services are provided by TransPennine Express every other hour. An hourly Leeds and Huddersfield service is provided on Sundays.
- 3.15 **Figure 3.6** indicates a number of locations which are within a 60 minute public transport commute from the site. The time includes the walk to the bus stops / railway station and demonstrates that areas including Leeds, Wakefield, Brighouse and Huddersfield are within an acceptable 60 minute public transport commute.

Figure 3.6 – Public Transport Accessibility for the Development Site



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Conclusion

- 3.16 The above assessment demonstrates that the site is in an accessible location and has reasonable potential for sustainable travel to and from the development, with good rail links in close proximity.

- 3.17 However, local mode split data indicates that 70% of people in Kirklees 014 MSOA drive as a method of travel to work. This level of car dependency has the potential to be reduced as it is considered that the location of the site will provide an attractive opportunity for residents to travel by rail to access employment in Leeds, Huddersfield and Wakefield.

4.0 TRAVEL PLAN ADMINISTRATION

- 4.1 This Travel Plan forms a framework for future development once the development is occupied.
- 4.2 An important aspect of a successful Travel Plan is the allocation of sufficient time and resources to enable it to happen. This can in part be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved. From this will lead the appropriate allocation of time and resources to those charged with managing the Travel Plan process.

Travel Plan Coordinator

- 4.3 Management of the Travel Plan will be achieved through identification of a suitable person to act as Travel Plan Coordinator (TPC). A TPC provides a key role in delivering a successful Travel Plan, by helping to ensure stakeholder buy-in and ownership of the process is in place. A TPC is not a full time role but requires an individual with time to implement and monitor the Travel Plan, with the requisite communication skills to deliver information to all residents. The role of TPC can be undertaken by an overall management company for the site, or by a third party.
- 4.4 The TPC role will lead development of the Travel Plan measures and the day to day operation of the action plan. Once appointed, the TPC will act as the main contact for the Travel Plan. The TPC will be encouraged to work closely with Kirklees Council (KC).
- 4.5 The TPC will be the first point of contact in all matters relating to travel both to and from the site.
- 4.6 The TPC will work closely with the developer to ensure that all occupiers of the development equally receive sustainable travel information and Travel Plan incentives.
- 4.7 The TPC will exchange contact details with Kirklees Councils officers. The TPC will be responsible for setting up and launching the travel plan in accordance with the following schedule, which will be agreed with KC.

Contacts

- 4.8 The Travel Plan success is dependent on ownership of the plan being taken alongside a commitment to implement the measures contained therein.
- 4.9 Until such a point that a permanent contact has been identified for the role of TPC, the contact will be:
- Sam Chapman who can be contacted at:
 - sam.chapman@scptransport.co.uk

- 0113 887 3323
- SCP 10 South Parade, Leeds, LS1 5QS

4.10 KC will be notified immediately if any change in the person responsible for the TPC role occurs and will be provided the contact details of the new TPC in such circumstances.

5.0 BASELINE TRAVEL SURVEY

5.1 Travel surveys are undertaken at occupation in order to understand how residents currently travel, how they would like to travel and what would encourage them to make those changes. Repeat surveys are used to monitor ongoing travel patterns, over time.

5.2 In order to understand how residents are travelling, along with changes to those journeys over time as a result of the Travel Plan, regular travel surveys are required. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.

5.3 To capture resident contact information, the TPC will set up a resident database upon first occupation, containing household contact details.

5.4 The TPC will issue a travel survey for resident completion within three months of initial occupation. Surveys will take place on an annual basis thereafter. As an initial target, a minimum of 30% response rate will be required. If this response rate is not achieved then it will be the responsibility of the TPC to arrange for direct contact with residents to be undertaken to make up any shortfall.

5.5 Monitoring of the travel habits will continue until the targets, as amended post Covid-19, have been consistently met and the RTPF has been spent.

5.6 The survey will be disseminated to all occupied units, to collect the following data:

- Household profile, including number of occupants and any children;
- Work postcode;
- Mode of travel to work / education and other trip purposes;
- Measures that would encourage use of active travel modes or public transport;
- Barriers to use of active travel modes / public transport; and
- If they own a car, where it is normally parked.

5.7 The responses received from the surveys will be entered into a database to enable modal shift to be tracked and allow future comparison of residential travel, as well as providing information on which measures are most likely to encourage modal shift.

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- 5.8 All data collected from the travel will be subject to the provisions of the General Data Protection Regulation (GDPR). In the interests of confidentiality, the TPC alone will manage the database and be responsible for the anonymised and aggregated release of information; all data held will be used solely for the purposes of the Travel Plan.
- 5.9 Upon completion of the baseline travel survey, the Travel Plan will be updated and submitted to KC for review. The document will be submitted within three months of survey completion.

6.0 OBJECTIVES AND TARGETS

Objectives

- 6.1 Objectives are required to give a Travel Plan direction and focus. Targets are measurable and help to indicate whether the high level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the Travel Plan.
- 6.2 The Travel Plan recognises that there is not one specific mode of transport suitable for all residents and that there need to be a number of alternatives in place. The Travel Plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.
- 6.3 This Travel Plan has been prepared to achieve the following objectives:
- Minimising the total travel distance of residents;
 - Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
 - Promoting walking, cycling, public transport and car sharing; and
 - Promoting healthy lifestyles and sustainable communities which are accessible by all.

Modal Share Targets

- 6.4 Initial targets have been drafted based on data extracted from the NOMIS Method of Travel to Work 2011 Census Data, using the existing modal split for residents travelling to work within the Kirklees 014 output area within which the development site sits.
- 6.5 These targets will need to be reviewed once Covid-19 impacts on travel behaviours are better understood.

Table 6.1: Mode Share for Residents of Leeds – 2011 Census (pre Covid-19)

Mode	Kirklees 014 MSOA
Single Occupancy Car	70%
Public Transport	10%
Walk / Cycle	11%
Car Share	7%
Taxi	1%
Motorcycle	1%
Work from Home	0%

6.6 The Kirklees 014 modal split is the MSOA within which the development site sits and is considered representative for residents of the site. **Table 6.2** therefore highlights that the residential targets for the site will be to reduce single occupancy car use and improve the mode split for sustainable transport uses with focus on encouraging increased levels of home working.

6.7 However, once baseline surveys have been completed the Targets will be updated with input from KC to consider how these can be realistically tailored for how the development operates, and also to take into account the known impacts of Covid-19 on journey making. i.e. to identify how school/college/university trips etc. can be influenced, in the event that reasonable numbers of residents make such trips (say above 5%).

Table 6.2: Targets (Journeys to Work)

Mode	Residents' Target
Single Occupancy Car	60%
Public Transport	12%
Walk / Cycle	13%
Car Share	8%
Taxi	1%
Motorcycle	1%
Work from Home	5%

-
- 6.8 The 10% reduction target in single occupancy car trips is proposed over the first three years of the Travel Plan monitoring period. Corresponding increases in sustainable travel will be expected as outlined in **Table 6.2** with the emphasis being placed on public transport and car sharing as well as an expected increase in working from home practices.
- 6.9 TravelWise have provided typical travel to school data by single child occupancy of a vehicle and by multiple child which are:
- 25.8% single child in vehicle
 - 3.1% multiple children in vehicle.
- 6.10 Therefore, the development will seek to achieve and maintain the above travel to school targets within 3 years of initial occupation.
- 6.11 Should the travel survey identify any reasonable volume of residents travelling to university or college, then Targets will be developed to consider these trips. Any such Targets will be agreed with KC prior to being included in the Travel Plan.
- 6.11 Once met, it is expected that the Targets will be maintained thereafter. The TPC must not omit or change the Targets without prior consultation and best endeavours to secure agreement with KC.

7.0 MEASURES AND MARKETING

- 7.1 A Travel Plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective Travel Plan is one that implements measures that are relevant and realistic to the development.

Travel Information and Marketing

- 7.2 Good accurate information on the variety of travel options which can be used and the initiatives being promoted is a critical element of a successful Travel Plan.
- 7.3 At the outset of the development, the promotional sales material for the site will include reference to the Travel Plan and list associated benefits. As properties are sold, all residents will be made aware of the Travel Plan and the key measures to be implemented through their welcome packs.
- 7.4 The TPC will promote the sustainable travel opportunities through the distribution of travel information packs to residents. The travel welcome packs will include the following:
- An introductory leaflet to the Travel Plan providing contact details for the TPC;
 - A map showing the location of the development in relation to the local area, highlighting the nearby bus stops, train station and key local facilities within easy walking distance of the site;
 - Public transport information, including:
 - Bus timetables covering services from nearby bus stops;
 - Information on how to obtain concessionary bus travel passes;
 - Information on rail services operating from Batley and Dewsbury Rail Stations;
 - Contact details for bus service providers.
 - Active travel information, including:
 - Map indicating local walk and cycle routes;
 - Details of local bike repair shops/retailers, along with available training and maintenance sessions;
 - Health information and details of local walk buddy and bike buddy groups.
 - A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.); and
 - Details of local taxi/private hire firms.

Personalised Travel Planning

- 7.5 A personalised travel planning session will be offered to each dwelling upon initial occupation by the TPC at the start of their residency. This will include offering and where requested providing information showing how residents can travel to their place of work/school/college as well as other regular journeys that they may undertake, by sustainable means.
- 7.6 As part of the personalised travel planning it will be responsibility of the TPC to maintain a frequent dialogue with KC in order that any sustainable travel to school initiatives such as walking buses and cycle / scoot to school schemes, can be shared with residents.
- 7.7 The offer of the personalised journey planning advice will be advertised in the promotional material and in the sale information packs for each individual dwelling.

Walking

- 7.8 The development includes provision of footways along the entrance to site, connecting to the footways provided along Challenge Way and internal footways within the site. In addition to the design improvements, the TPC will encourage walking as a mode of travel from the site by implementing the following initiatives:
- Raise awareness of the health benefits of walking through promotional material in the welcome pack;
 - Provide a map showing walking routes as part of the welcome pack, indicating distances and times to key local facilities near to the site;
 - Promote local area walks on websites such as Walk4life (<https://walk4life.info/>) and Kirklees Council (<https://www.kirklees.gov.uk/beta/food-exercise-and-sport/walking.aspx>);
 - Encourage residents to sign up to the 'WalkBUDi' scheme which offers a journey matching service for those who may feel vulnerable travelling alone for journeys to work, or want to join in with regular exercise; and
 - Liaise with local schools in relation to their Travel Plans and identify any opportunities for implementing a 'walking bus'; and

Cycling

- 7.9 The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:

- Promote the availability of cycling information, including route maps and useful tips and guidance on the Sustrans website (<http://www.sustrans.org.uk/ncn/map>) and Kirklees Council website (<https://www.kirklees.gov.uk/beta/food-exercise-and-sport/cycling.aspx>).
- Promote use of a cycle journey planner e.g. (www.cyclestreets.net/)
- Provide information on any local cycle proficiency 'Bikeability' or maintenance courses. Information on free adult cycle training will be promoted at www.cyclecityconnect.co.uk;
- Promote Bike to Work Week in June (<http://bikeweek.org.uk/>);
- Encourage residents to sign up to the 'BikeBUDi' scheme which offers a journey matching service for those who may feel vulnerable travelling alone or just prefer some company for both commuting and recreational purposes; and

Public Transport Information

7.10 The TPC will actively promote public transport with the following specific measures to be implemented:

- Residents will be provided with public transport locations (bus stops and railway station), together with route and timetable information in the welcome packs;
- The TPC will provide details of websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the following items;
 - Traveline Yorkshire website (<http://www.yorkshiretravel.net/welcome.do>)
 - Real time bus information (www.wymetro.com/ynb)
 - National train travel and real time train information (www.nationalrail.co.uk)
 - Coach information (www.nationalexpress.com and www.megabus.com)
 - Free public transport timetable ordering service at <http://online.pslprint.com/metro.php>
 - School buses (www.generationm.co.uk)
- Details of community transport options and concessionary ticket availability; and

Car Sharing Scheme

7.11 The TPC will promote the West Yorkshire Liftshare scheme (<https://wy.liftshare.com/>) to residents. Information about the scheme will be placed in the travel information pack. This website contains details of people who live and work throughout West Yorkshire and therefore maximises the opportunity for potential matches to be made

Alternatives to Travel

- 7.12 Alternatives to regular trips, such as the commute and supermarket visits, present the potential to reduce single occupancy trips greatly, which provides the additional benefit of reducing emissions along with local area congestion. Residents should be encouraged to consider all journeys they make and identify whether an alternative is present.
- 7.13 Working from home even just one day per week, utilised internet shopping facilities and undertaking linked trips rather than a number of single-purpose trips, can all reduce traffic by a significant amount. The TPC will encourage residents to make use of these options when viable.
- 7.14 Home delivery services will be promoted to residents through the promotional literature and will advise residents on the benefits of home delivery services in terms of reducing the need to travel. Especially for large and bulky items i.e. furniture, white goods etc.

Marketing Summary

- 7.15 The TPC will be responsible for providing residents with an overview of the Travel Plan in order to promote the use of a range of modes of transport and work towards increasing awareness of the alternative modes of transport available.
- 7.16 As noted above, the following marketing tasks will be undertaken as part of the Travel Plan implementation:
- Development of an introductory leaflet for the Travel Plan, to be disseminated to residents;
 - Welcome packs will be populated with a range of sustainable transport information and distributed to all residents; and
 - Regular flyers will be sent to the residents, to promote new and ongoing measures such as Walk to Work Week and European Mobility Week.

8.0 ACTION PLAN

8.1 The action plan follows, and includes measures and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the resource required in order to deliver each action.

Action	Target Date	Responsibility	Budget Indication
Initial Setup – Prior to Occupation			
Provide all highway and transport measures as agreed with KC	As per planning agreements with KC	Developer / KC	Developer
Appointment of TPC	At least 6 months prior to occupation	Developer	Developer
Exchange contact details with Kirklees Council	At least 6 months prior to occupation	TPC	Staff time
Review walking and cycling routes within the site	At least 1 months prior to occupation	TPC	Staff time
Procure and produce information to populate welcome packs	4 months prior to occupation	TPC	Staff time + materials
Liaise with local schools re walking buses, etc.	2 months prior to occupation	TPC	Staff time
Provide information on developer's webpage on how to access the site by sustainable means.	At least 1 months prior to occupation	TPC	Staff time
Upon Initial Occupation			
Issue travel welcome packs to residents	Upon occupation	TPC	Staff time + printing
Set up Travel Plan working file	Upon occupation	TPC	Staff time
Contact Kirklees Council to advise implementation has commenced	Upon occupation	TPC	Staff time
Within 3 Months of Initial Occupation			
Set up residents' management database	As units occupied	TPC	Staff time
Promote any local area cycle training and maintenance courses	Within 3 months of initial occupation	TPC	Staff time

Promote car share scheme	Within 3 months of initial occupation	TPC	Staff time
Liaison with schools in local area	Within 3 months of initial occupation	TPC	Staff time
Within 3 Months of First Occupation			
Prepare resident baseline travel survey	Within 3 months of initial occupation	TPC/KC	Staff time + printing
Issue surveys	Within 3 months of initial occupation	TPC	Staff time + printing
Collect Travel Plan surveys and analyse responses	Within 3 weeks of issue	TPC	Staff time
Review travel plan objectives and confirm mode share targets on the basis of survey data	Within 3 months of survey completion	TPC	Staff time
Produce full Travel Plan document and submit to KC	Within 3 months of survey completion	TPC	Staff time
Liaise with KC to agree final travel strategy, objectives and targets	Within 3 months of survey completion	TPC / KC	Staff time
Ongoing Tasks			
Update residents with any service changes with regard to local transport on an annual basis	Annually	TPC	Staff time
Promote national events e.g. Bike to Work Week, Walk to Work etc.	Annual promotion of various events	TPC	Staff time
Annual Monitoring / Review			
Conduct repeat travel survey one year after the baseline survey, annually for five years	Annually	TPC	Staff time + printing
Analyse responses, produce progress report and submit to KC	Within 3 months of receipt of responses	TPC	Staff time
Continue regular monitoring as set out and agreed with KC	As agreed with KC	TPC	Staff time

9.0 MONITORING AND REVIEW

9.1 To establish the success of the Travel Plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the Travel Plan, assess the effectiveness of the measures and provide the opportunity for review of Targets.

Monitoring

9.2 Monitoring of the plan is important for the following reasons:

- It demonstrates to KC the effectiveness of measures implemented and the progress being made towards Travel Plan objectives;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the Travel Plan by reporting successes;
- It helps to identify any deficiencies within the Travel Plan, including any measures that are not effective; and
- The data can be shared to inform KC and public transport operators of local travel patterns.

9.3 The TPC will monitor travel patterns associated with the site on a regular basis commencing upon occupation.

9.4 Surveys will be undertaken around the first anniversary of the baseline surveys and thereafter every year for five years. All travel surveys should take place at a neutral time of the year avoiding the Christmas season, school holidays or bank holidays and the result of these surveys will be submitted to Leeds TravelWise within 3 months of completion and an Annual Action Plan will be prepared and agreed.

9.5 As part of the annual monitoring, surveys will be distributed to all occupied households to monitor travel to and from the site, and gain an understanding of travel habits. A minimum response rate to the survey of 30% of occupied dwellings is expected, though the TPC will strive exceed this.

9.6 The survey content will be agreed with KC two months prior to occupation of the development and will as a matter of course include the following questions to be asked to all residents:

- Place of work/education and how they travel there;
- Work from home
- Which schools they attend and how they travel there; and
- Measures that would encourage the use of sustainable modes.

- 9.7 The TPC will agree the monitoring programme with KC to ensure that the monitoring procedures are appropriate.

Reviewing

- 9.8 The TPC will undertake an annual review of the Travel Plan following monitoring. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:

- The level of car / non-car usage at the site; and
- Comments received from residents.

- 9.9 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, in agreement with KC, in order to maintain a realistic Travel Plan goal.

- 9.10 Multi-modal counts should be carried out at the site entrance/exits if a low survey response.

- 9.11 The TPC will also use spot check data regarding usage car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards Travel Plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with KC.

- 9.12 The TPC will prepare a monitoring report to include the results of monitoring, details and success of measures implemented. This will be submitted to the local authority for their review, within three months of the monitoring period for comparison against the agreed Targets. It is expected that a report, along with any data used to inform it will be provided to KC on an annual basis which will set out the findings from any surveys and also what measures will be put in place in the forthcoming year to promote sustainable travel

Maintaining Interest

- 9.13 In order to maintain interest in the Travel Plan, residents will need confidence in its benefits. As such the TPC will be responsible for:

- Ensuring that the implemented measures are working;
- Maintaining regular communication;
- Making sure information is up-to-date; and
- Developing a successful feedback mechanism.

10.0 CONCLUSION

- 10.1 This Travel Plan reviews the existing transport facilities at the site and identifies a range of measures for implementation by the Travel Plan Coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 10.2 Through the delivery of the measures discussed within this Travel Plan, the objectives identified should be fulfilled. These include:
- Minimising the total travel distance of residents;
 - Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
 - Promoting walking, cycling, public transport and car sharing; and
 - Promoting healthy lifestyles and sustainable communities which are accessible by all.
- 10.3 This document therefore ensures that sustainable access to the development is facilitated.