



PROPOSED RESIDENTIAL
DEVELOPMENT,
NORTHORPE LANE, MIRFIELD

INTERIM TRAVEL PLAN

MAY 2021

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INTERIM TRAVEL PLAN

Newett Homes

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1 INTRODUCTION

1.1 OVERVIEW

- 1.1.1 Andrew Moseley Associates (AMA) has been commissioned by Newett Homes to prepare a Transport Statement and an Interim Travel Plan (ITP) in connection with the submission of a full planning application for a residential development of 45 dwellings on land off Northorpe Lane, Mirfield. A copy of the site layout is contained in **Appendix A**.
- 1.1.2 A planning application for 48 dwellings was previously granted outline planning consent under planning application reference 2019/60/92378/E. This TS supports the application for a residential development of fewer dwellings.
- 1.1.3 The site is located on grazing land to the east of Northorpe Lane, approximately 3km to the north east of Mirfield train station and 2km to the north west of Ravensthorpe train station. The site is bound to the north by grazing land; to the east by woodland and later by Stoney Lane; to the south by residential dwellings; and to the west by residential dwellings and associated gardens accessed from Northorpe Lane. The location of the site is shown at **Figure 1**.
- 1.1.4 Vehicular, walking and cycling access is proposed to the west of the application site via simple priority T-junction with Northorpe Lane. It is proposed that a residential dwelling (No. 28) will be demolished to cater for the new site access junction and route.
- 1.1.5 A Transport Statement (TS) has also been prepared for the proposals and will also be submitted with the planning application. The TS concludes that the site is located in a sustainable location, with access to a variety of key facilities and services via sustainable modes of transport such as walking, cycling and public transport.
- 1.1.6 This ITP summarises the accessibility of the site and outlines a range of Travel Plan measures which will be promoted to residents to encourage sustainable travel patterns at the site. This document provides an outline of the proposed measures and monitoring strategy, which will be implemented at this site.
- 1.1.7 A Full Travel Plan based upon this document will be produced following occupation of the residential unit when meaningful resident surveys can be undertaken and suitable targets implemented.

1.1.8 This report sets out the following;

- ▶ Section 2 – The aims and objectives of the travel plan are outlined;
- ▶ Section 3 – Details of the development proposals including site location, proposed vehicle and pedestrian access and parking provision;
- ▶ Section 4 – The accessibility of the site is assessed including details of existing facilities near to the site such as walk, cycle and public transport routes;
- ▶ Section 5 – Details of the roles and responsibilities are outlined including the role of the Travel Plan Co-ordinator;
- ▶ Section 6 – The proposed Travel Plan measures are outlined including the proposed measures to encourage travel by walking, cycling and public transport;
- ▶ Section 7 – Identifies the current mode split and targets;
- ▶ Section 8 – Outlines the travel plan measures which will be implemented and communicated at the site;
- ▶ Section 9 – Details of the proposed Travel Plan monitoring process are included along with details of timescales; and
- ▶ Section 10 - A summary of the Travel Plan measures and timescales for its implementation are set out.

2 TRAVEL PLAN OBJECTIVES, TARGETS AND BENEFITS

2.1 INTRODUCTION

- 2.1.1 This section sets out the vision and objectives that will guide the ITP development and implementation. This ITP seeks to outline a range of potential measures which encourage sustainable travel patterns at the site and achieves the objectives and subsequent benefits outlined below.

2.2 OBJECTIVES

- 2.2.1 This ITP (and the resultant Final Travel Plan which will be developed for the proposals) 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 development;
- ▶ To ensure transport arrangements of the development have minimum environmental impact; and
- ▶ To ensure that the development is accessible to the widest possible range of services.

- 2.2.2 The ITP will therefore broadly seek to:

- ▶ Develop an awareness of locally available non-car modes of transport among residents;
- ▶ Promote sustainable travel and to continue to engage directly with residents on sustainable travel choices to achieve a long-term commitment to changing travel habits amongst the new community; 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.

2.3 TRAVEL PLAN TARGETS

- 2.3.1 This travel plan aims to promote travel choice for residents of the development, and hence to increase the use of sustainable transport modes. Overarching targets for the site are to be set once baseline travel surveys have been carried out.

- 2.3.2 However, any targets will need to be 'SMART' i.e. they must be: -

- ▶ Site-specific;
- ▶ Measurable;
- ▶ Achievable;
- ▶ Realistic; and
- ▶ Time related.

- 2.3.3 Without detailed travel survey information for the proposed development it is not possible to set specific mode split targets for the development. However, some indicative targets have been proposed to assist in monitoring the progress of the Travel Plan in achieving the overall objectives.
- 2.3.4 The potential targets for the Travel Plan are summarised as follows:
- ▶ Target a reduction in single occupancy car mode share and increased use of non-car modes; and
 - ▶ Implementation and uptake of proposed Travel Plan measures.
- 2.3.5 Specific targets relating to modal shift will be established once detailed travel surveys have been undertaken. Information relating to the implementation of measures and their uptake would also be obtained through the proposed monitoring programme.
- 2.3.6 It is anticipated that once an appropriate modal shift target is identified the target would be achieved within three years to allow the Travel Plan measures to take effect. This provides an appropriate timescale against which to measure progress against targets. Once achieved the target mode split will be maintained at that level and reviewed as part of the annual monitoring programme for the whole five year period.
- 2.3.7 Further details of monitoring and measures should the targets not be reached within these timescales are provided in Section 7 of the report.

2.4 TRAVEL PLAN BENEFITS

- 2.4.1 There are a large number of benefits that will be derived from the successful implementation of a Travel Plan at the development for residents and visitors as well as the wider community.
- 2.4.2 The residents and visitors to the proposed development could expect to enjoy:
- ▶ Improved health and fitness through increased levels of walking and cycling;
 - ▶ Increased flexibility offered through wider travel choices;
 - ▶ The social aspects of sharing transport with others; and
 - ▶ A better environment within the site and its immediate environs as vehicular movements are minimised.
- 2.4.3 In terms of the wider community, the successful implementation of a Travel Plan will lead to reduced traffic impact as a result of the reduction in car use.
- 2.4.4 The overall Travel Plan strategy will include physical measures designed to enhance the sustainable transport linkages at the site, travel awareness initiatives and other measures to assist in the achievement of the objectives of the Plan.
- 2.4.5 The proposed monitoring strategy that will be adopted for the site to determine how the Travel Plan is performing against these objectives is set out later in this report.

3 DEVELOPMENT PROPOSALS

3.1 INTRODUCTION

- 3.1.1 The proposed development is for 45 dwellings with associated parking, road layout, landscaping and access arrangements. A copy of the proposed site layout is included in **Appendix A**.

3.2 ACCESS AND SERVICING ARRANGEMENTS

- 3.2.1 It is proposed that the site will be accessed to the north-west of the site via Northorpe Lane, an existing residential street and will be fully accessible by all modes of transport.
- 3.2.2 The site will provide access to 45 dwellings containing a mixture of housing styles and sizes, therefore in line with the KC residential design guide, the access road is proposed with a 5.5m road width and initial 2 x 2m footways. The road width is maintained across the site providing a footway on the northern side of the road, apart from those locations where private drives are proposed and would adopt the required KC standards.
- 3.2.3 The internal road network has been designed in accordance with Manual for Streets (MfS) to encourage vehicles to travel at an appropriate speed throughout the development. The proposed speed limits will be achieved through the adoption of appropriate design standards based on the primary function of the street and will include a reduction in forward visibility at junctions to achieve appropriate vehicle speeds to create environments which are attractive to pedestrians and cyclists.

3.3 PARKING

- 3.3.1 Parking for the dwellings is to be provided in line with the required KC standards as detailed below:
- ▶ 2 - 3 bedroom dwellings – 2 spaces per dwelling; and
 - ▶ 4 + bedroom dwellings – 3 spaces per dwelling;
- 3.3.2 Where garages are provided as the spaces detailed above, these would be provided in line with the KCs required internal dimensions. All parking spaces will be accessible for disabled use.
- 3.3.3 Secure cycle parking will be provided across the site. Where garages are proposed with (or within) a property this will accommodate the provision, those without garages will have secure cycle storage provided within the curtilage of the property.

4 EXISTING SUSTAINABLE TRANSPORT PROVISION

4.1 INTRODUCTION

- 4.1.1 The Government's objectives set out in the NPPF are to ensure that new developments are provided in sustainable locations, where the need to travel is minimised and the use of sustainable modes can be maximised.
- 4.1.2 The site has a good level of accessibility and access to sustainable modes of transport within a reasonable distance of the site.
- 4.1.3 This section outlines the existing walking, cycling and public transport facilities within the vicinity of the development site and describes the accessibility of the site in terms of its proximity to key services and destinations.

4.2 WALKING ACCESSIBILITY

- 4.2.1 Whilst superseded by the NPPF, the transport policies in the former PPG13 set out specific guidance related to walking:

"Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres" (Para 74)

- 4.2.2 These potential walking catchments have been used in the consideration of the accessibility of the site set out below.
- 4.2.3 Walking is recognised as the most important mode of travel at a local level in that it offers the greatest potential to replace short car trips, particularly those under two kilometres. As such, consideration has been given to the existing pedestrian facilities in the vicinity of the proposed development. A plan showing the 2km walking catchment from the centre of the site is attached in Figure 2.
- 4.2.4 The plan attached at Figure 2 shows that areas within the 2km catchment area includes the surrounding residential areas of Mirfield and Ravensthorpe providing access to a range of local facilities and services including; primary and secondary schools, local convenience stores, areas of employment and a train station.

4.3 CYCLING ACCESSIBILITY

- 4.3.1 Whilst superseded by the NPPF, the transport policies in the former PPG13 set out specific guidance related to cycling:

“Cycling also has potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport” (Para 77)

- 4.3.2 Cycling has the potential to substitute for short car trips, particularly 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.
- 4.3.3 The plan attached at **Figure 3** shows the 5km cycling catchment from the site. The plan identifies that the whole extent of Mirfield and the surrounding areas of Dewsbury, Liversedge are situated within a 5km catchment area of the proposed development.
- 4.3.4 A review of the West Yorkshire Interactive Cycle Map identifies that a number of residential streets within the vicinity of the application site are identified as being an advisory cycle route and therefore considered conducive to cycling. These roads include; Northorpe Lane which fronts the application site, the entirety of Shillbank Lane, Crossley Lane, Flash Lane, Dunbottle Lane and North Road. Details of the cycle route plan are provided at **Figure 4**.
- 4.3.5 It is therefore considered that there is an extensive cycle network within the vicinity of the site that provides residents with a viable alternative to travel by car.

4.4 PUBLIC TRANSPORT

- 4.4.1 The proposed development site is well located in terms of its proximity to public transport services, including the railway station which is located a 2km walking distance from the site. Bus services can also be accessed from Shillbank Lane which is a 250m walking distance from the site access. Details of the existing provision are set out below.

BUS SERVICES

- 4.4.2 A total of two bus stops are situated within a 400m walking distance of the site; two located on Shillbank Lane approximately 250m to the south of the site access. The westbound bus stop is equipped with timetable information, a bus pole and raised kerbs, and the eastbound bus stop is also equipped with a shelter.
- 4.4.3 All bus stops are accessed via the existing footway provision on the surrounding road network. A plan showing these bus stop locations is attached at **Figure 5** and summarised in **Table 4-1**.

Table 4-1 Local Bus Services

SERVICE	ROUTE	MONDAY – FRIDAY	SATURDAY	SUNDAY
202 MAX	Huddersfield - Leeds	Up to every 30minutes (05:30 to 23:45)	Up to every 30minutes (05:30 to 23:45)	Every hour (07:55 to 22:45)
205	Dewsbury - Mirfield	Every hour (07:15 to 19:00)	Every hour (09:15 to 17:15)	No Service
AL5	Mirfield – St John Fisher	School Service	No Service	No Service

4.4.4 As set out in Table 4-1, the bus services within the vicinity of the site provide a cumulative frequency of approximately three buses per hour on Weekdays and Saturdays and one service per hour on Sundays.

4.4.5 These buses provide access to the site from Dewsbury, Huddersfield, Leeds and Mirfield, providing a feasible means of access to and from the site by bus within a reasonable walking distance and well within the CIHT thresholds of walking distances for commuting purposes

RAIL SERVICES

4.4.6 The nearest railway station to the proposed residential development is Ravensthorpe Rail Station, which is situated approximately 2km to the south-east of the site. The rail station provides direct services to Wigan, Leeds and Huddersfield.

4.4.7 It is considered that Ravensthorpe Station is of a suitable distance from the site to encourage modal interchange and commuting to and from the development site to regional destinations and those on the national rail network, particularly for employment and commuting purposes. Cycle storage facilities are provided at the station in the form of cycle stands for ten bicycles.

4.5 SUMMARY

4.5.1 A review of the existing facilities for access to the site by a range of non-car modes has been carried out. The existing pedestrian facilities within the vicinity of the site are of a high quality. The local road network within the vicinity of the site is considered conducive to cycling, with a number of advisory cycle routes present within the vicinity of the site.

4.5.2 The site is therefore considered to be in a sustainable location for access by non-car modes and in line with local and national planning policy.

5 ROLES AND RESPONSIBILITIES

5.1 INTRODUCTION

- 5.1.1 This section of the report sets out the roles of those people who will be responsible for implementing the Travel Plan and its measures.
- 5.1.2 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 process.
- 5.1.3 Following the occupation of the development and the undertaking of baseline surveys, a Full Travel Plan would be prepared and a Travel Plan Co-ordinator (TPC) appointed.

5.2 TRAVEL PLAN CO-ORDINATOR

- 5.2.1 Three months prior to occupation of the development, Strata Homes will appoint a designated TPC who will be responsible for the development and implementation of the Travel Plan.
- 5.2.2 At this stage the TPC is Rosie Ward, Senior Transport Planner at AMA. Full contact details will be provided to the LHA on granting of planning consent.
- 5.2.3 The TPC will be provided with any appropriate training and time to fulfil the role. The TPC must be empowered to act on behalf of the community and should have management support from the end purchaser of the site or a suitably appointed consultant managing the TP. The TPC role does not need to be full time, and with appropriate support, the role could also be fulfilled by a resident.
- 5.2.4 A critical part of the information gathering associated with the preparation of the Travel Plan is to carry out a questionnaire survey of all residents, to provide details of individual circumstances, travel patterns and preferences etc. For new residents completion of the survey will be undertaken upon occupation to raise awareness of the Travel Plan. The surveys can be carried out either on-line or can be paper based.
- 5.2.5 In the three months prior to occupation, the TPC shall update and / or acquire all of the supporting information such as public transport timetables and cycle maps and review the overall contents of the document to ensure its currency and relevance. The timetables and cycle route information will be provided to residents as part of their induction welcome pack.

- 5.2.6 The Co-ordinator will also provide the highway authority with their name and contact details. The duties of the TPC will include:
- ▶ Oversee the gathering of information, including the travel questionnaire;
 - ▶ Liaison with incoming residents to explain the objectives and benefits of the Travel Plan to ensure awareness of the Plan and to encourage participation;
 - ▶ Acting as a focal point for transport, access and travel related issues in relation to the development;
 - ▶ Actively encouraging and promoting residents to walk, cycle or use public transport to travel to and from the site, where possible. Hence residents will be encouraged to be fully aware of different travel options which are available from the site;
 - ▶ Obtaining up-to-date details of the information required in the Travel Plan;
 - ▶ Implementing, monitoring and reviewing the Travel Plan and it's measures;
 - ▶ Liaison with the highway authority with respect to initiatives, the development of the plan, evaluation of monitoring and the setting of targets for modal shift; and
 - ▶ Promote the benefits of services such as home delivery services to residents to reduce the need to travel.
- 5.2.7 A range of suggested travel management measures have been included in this ITP for implementation by Newett Homes in liaison with the highway authority via the TPC. This is not an exhaustive list and should be subject to on-going review as part of the monitoring process set out later in the report.

6 TRAVEL PLAN MEASURES

6.1 INTRODUCTION

- 6.1.1 This section outlines the Travel Plan measures which will be implemented at the site to achieve the objectives and benefits outlined in Section 2.
- 6.1.2 The role of the Travel Plan Co-ordinator (TPC) is crucial to the success of the Travel Plan. The TPC's role is outlined in more detail in Section 5.
- 6.1.3 Physical measures to encourage sustainable travel such as improved walking and cycling links are also described below, along with details of 'soft' measures to encourage the use of these modes and reduce the need to travel.

6.2 PHYSICAL MEASURES

- 6.2.1 As described in Section 3, the site has been designed to maximise opportunities for travel by walking and cycling. There are footways proposed along the primary road network within the site. In addition to this, the site layout includes a comprehensive network of shared spaces across the site, providing safe and convenient access for pedestrians and cyclists.
- 6.2.2 The design of the internal road network is such that vehicle speeds will be low and this combined with the low traffic flows on the internal roads will mean that the internal networks are also suitable for use by cyclists.
- 6.2.3 Cycle storage / parking will be available within the garages of individual dwellings. Any dwelling without an allocated garage will have secure cycle storage provided within the curtilage of the property.

6.3 MEASURES TO ENCOURAGE SUSTAINABLE TRAVEL

TRAVEL INFORMATION PACK

- 6.3.1 A Travel Information Pack will be provided to all residents at the site upon occupation. The pack will include details of walking / cycling / public transport routes and timetable information as well as potential car sharing arrangements (see below). It will include a local area walking and cycling map also showing local amenities. This will be foldable to allow residents to take this with them when leaving home. The pack will promote the health benefits of regular exercise including walking and cycling.
- 6.3.2 The pack will also include information regarding any national travel initiatives which are relevant to the site, such as Bike Week (normally held in June).
- 6.3.3 The TPC will distribute the pack amongst new residents.

6.4 MEASURES TO REDUCE THE NEED TO TRAVEL

- 6.4.1 The TPC will encourage residents to examine their travel patterns in order to reduce the need to travel where appropriate. These measures could include the promotion of internet food shopping and flexible working practices to work from home or fit working hours around public transport services. A short 'car share form' will also be included in the Travel Information Packs and the responses reviewed by the TPC. The TPC will then aim to set up informal matches between residents.
- 6.4.2 The developer would also be providing broadband facilities at the site through the normal infrastructure works.

6.5 PEDESTRIAN MEASURES

- 6.5.1 The following measures are proposed to encourage walking to and from the site:
- ▶ Provide plans and information to residents indicating pedestrian / cycle routes in the surrounding area to local amenities; and
 - ▶ Publicise links to walking resources on the KC website such as <https://www.kirklees.gov.uk/beta/countryside-parks-and-open-spaces/Search-for-public-rights-of-way.aspx>.

6.6 CYCLE MEASURES

- 6.6.1 The following measures are proposed to increase the proportion of cycle trips:
- ▶ Publicise the Cycle to Work scheme www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance for those residents that could cycle to work.
 - ▶ Publicise local cycle information available free of charge from the KC website www.kirklees.gov.uk/beta/food-exercise-and-sport/cycling.aspx;
 - ▶ Publicise www.sustrans.org.uk for access to local, regional and national cycle route maps for use by residents; and
 - ▶ The TPC shall promote and encourage walking and cycling to work, through events such as 'Bike to Work Day' and 'Bike Week' (bikeweek.org.uk), to heighten awareness.

6.7 PUBLIC TRANSPORT

- 6.7.1 The location of the site in relation to public transport should encourage a number of trips to the site to be made by public transport which would primarily be via bus. The following measures will be implemented to encourage the use of public transport, to access the site.
- ▶ Supply up-to-date public transport information available on www.arrivabus.co.uk/latest-news?page=1 and information on facilities within the surrounding area for residents including local service and ticket information at ticketsandpasses.wymetro.com. Information will be provided in resident's induction packs; and
 - ▶ Publicise details of the journey planner provided at www.traveline.info.

6.8 CAR SHARING

- ▶ The website www.liftshare.com/uk will be promoted as a database for potential car sharers. This website contains details of people who live and work throughout Kirklees (as well as nationally) and therefore maximises the opportunity for potential matches to be made.

6.9 OTHER MEASURES

- 6.9.1 As well as the measures indicated above the following additional measures will also be considered in order to reduce single occupancy car trips and the need to travel both for residents:
- ▶ Liaison with the Local Authority regarding new travel initiatives in the region which could benefit the residents; and
 - ▶ Updating the travel questionnaire annually, over a 5-year period, to understand which initiatives are popular and of greatest benefit to the residents, to help focus on the more successful initiatives, whilst revisiting those which are less successful.

6.10 SUMMARY

- 6.10.1 The package of measures described above has been designed to meet the travel plan objectives described in **Section 2**.
- 6.10.2 The objectives relating to reducing the impact of car travel (particularly single occupancy car trips) on the wider network have been addressed through the provision of measures designed to promote travel by sustainable modes. The potential for car sharing at the site will reduce the level of single occupancy car use.
- 6.10.3 The provision of Travel Packs enables residents to have informed choices about their travel options and subsequently will help to achieve the health and well-being benefits outlined in the objectives through increased levels of cycling and walking.
- 6.10.4 The information provided in the Travel Packs will ensure that residents are aware of their travel options for accessing key facilities and services such as those outlined in **Section 4**.
- 6.10.5 The environmental impacts of transport arrangements at the site are addressed through the promotion of measures to reduce the need to travel, with the encouragement of working from home and shopping deliveries meaning that the need for work/retail-based trips is minimised.

7 TRAVEL PLAN MODE SPLIT AND TARGETS

7.1 INTRODUCTION

7.1.1 Trip Rates for the residential development have been obtained from the previously submitted Transport Statement (ref: 2019/60/92378/E) prepared by Paragon Highways for which the following peak hours were selected; 08:00 to 09:00 and 17:00 to 18:00.

7.1.2 The vehicle trip rates are summarised in Table 7-1 and factored against the 45 dwellings.

Table 7-1 Proposed Development – Total Person Trip Rates and Generation

	AM PEAK		PM PEAK	
	ARRIVALS	DEPARTURES	ARRIVALS	DEPARTURES
Trip Rates	0.118	0.368	0.324	0.172
Trip Generation	5	17	15	8

7.1.3 In order to derive the trip generation by mode, local mode split data based on the Kirklees 020 MSOA Annual Travel to Work Survey have been utilised. This data has been used to identify the likely mode split for development generated during the AM and PM peak periods. The travel survey mode split data is summarised in Table 7-2.

Table 7-2 National Statistics Mode Split Data for Kirklees 020 MSOA

MODE	% JOURNEYS TO WORK
Pedestrian	7%
Bicycle	1%
Car Driver	76%
Car Passenger	6%
Public Transport	9%
Other	1%
Total	100%

7.1.4 The baseline survey undertaken within 6 months of site occupancy or 50% occupancy, whichever occurs first, will determine site specific targets of modal shift from private car-based journeys to other modes of transport. It is proposed as a minimum that a 5% reduction target in single occupancy car trips is achieved over the five-year travel plan monitoring period.

7.1.5 A follow up survey will be undertaken one year after the initial survey and revised targets set if appropriate, further surveys will be undertaken annually over the five-year travel plan monitoring period.

8 IMPLEMENTATION / COMMUNICATION

8.1 IMPLEMENTATION

- 8.1.1 This section of the report provides further details of the proposed implementation strategy for the ITP and its associated measures and the communication of the Travel Plan objectives, targets and measures to residents.
- 8.1.2 The ITP clarifies the role of the TPC and sets out their responsibilities in terms of ensuring that the series of measures and initiatives identified, which will help to reduce the reliance on the private car, are delivered.
- 8.1.3 The following tables (8-1 to 8-3) summarise the proposed measures and sets out a schedule for their implementation.

Table 8-1 Pedestrian / Cycle Measures

MEASURES	POST OCCUPATION GUIDELINE TIMESCALE	REASONING / COMMENTS	RESPONSIBILITY
Provision of web addresses for cycle maps and pedestrian info in induction packs	On occupation	To encourage cyclists and pedestrians by raising awareness of travel options	High level of deliverability. TPC to provide.
Provision of cycle parking	On occupation	To encourage cycling	High level of deliverability. Developer to provide.
Promotion of walking / cycling events	6 – 12 Months	To encourage walking and cycling	High level of deliverability. Promotion by TPC.

Table 8-2 Public Transport Measures

MEASURES	POST OCCUPATION GUIDELINE TIMESCALE	REASONING / COMMENTS	RESPONSIBILITY
Provide web addresses to public transport information and bus route maps	On occupation	Lack of information can be a barrier to using public transport.	High level of deliverability. TPC to implement.
Provision of public transport timetables and leaflets	On Occupation	Lack of information can be a barrier to using public transport.	High level of deliverability. TPC to implement.

Table 8-3 Car Share / Other Measures

MEASURES	POST OCCUPATION GUIDELINE TIMESCALE	REASONING / COMMENTS	RESPONSIBILITY
Promote a Car Sharing Scheme www.liftshare.com/uk	On occupation	To increase use of the car sharing database	High level of deliverability. TPC to implement
Promote the benefits of car sharing	On occupation	To raise awareness of the potential financial benefits of car sharing	High level of deliverability. TPC to implement

8.2 COMMUNICATION

AWARENESS RAISING

- 8.2.1 When raising awareness of the Travel Plan, consideration should be given to different groups that should be targeted.
- 8.2.2 Publicity material will include the residents' induction pack which will provide relevant information on sustainable travel to the site and details of the travel plan measures proposed to encourage travel by sustainable modes.
- 8.2.3 Any development websites that are set up to market the site will also include relevant details of sustainable travel options to the site and provide details of Travel Plan measures.
- 8.2.4 Additional publicity material to raise awareness will also include the following.
- ▶ Leaflets on specific aspects of the Travel Plan; and
 - ▶ Cycle route and bus timetable information in induction packages.
- 8.2.5 When developing the marketing strategy, it is often useful to identify which of the above media would be most effective at different stages of implementation and identify the timescale and who will be responsible for developing each.
- 8.2.6 Other means to publicise the Travel Plan and travel issues in general is through internet forums, social media sites and a site intranet. Further consideration will be given to whether these forms of communication are appropriate to implement at the site.

8.3 MAINTAINING INTEREST

- 8.3.1 In order to maintain interest in the Travel Plan, residents will need confidence in its benefits, as such the TPC will be responsible for:
- ▶ Making sure that measures implemented are successful to maintain confidence in the Travel Plan;
 - ▶ Regular communication to keep the Travel Plan issues in people's minds;
 - ▶ Assist residents to resolve any problems they have in changing mode;
 - ▶ Making sure information provided is always up to date; and
 - ▶ Developing a successful feedback mechanism.

9 TRAVEL PLAN MONITORING AND REVIEW

9.1 INTRODUCTION

- 9.1.1 The TPC, whose role has been outlined in earlier sections, is critical to the monitoring process and they will oversee the implementation of the Travel Plan and its subsequent monitoring. Further details are set out below along with details on timescales for the implementation of the Plan.

9.2 MONITORING

- 9.2.1 A successful Travel Plan must have an appropriate monitoring programme that measures success (and areas for improvement) and reinvigorates the process where necessary. The development of an appropriate monitoring and review strategy will be the responsibility of the TPC; however, the following sets out a process for monitoring the Travel Plan over a five-year period.
- 9.2.2 Travel surveys will be carried out on an annual basis (year on year from the month of the baseline surveys being carried out) with monitoring of travel information. The surveys will also be used to monitor the uptake of Travel Plan measures such as use of public transport. An annual monitoring / review report will be prepared and submitted to the Highway Authority, via the TPC, within three months of completion of the surveys.
- 9.2.3 The survey questionnaire should include the following elements, which should be agreed with the Highway Authority prior to issue:
- ▶ How residents currently travel to / from the site;
 - ▶ How residents prefer to travel to / from the site;
 - ▶ Measures that would encourage use of sustainable modes and barriers to changing mode; and
 - ▶ Work location of residents if applicable (for example by postcode area).
- 9.2.4 The annual surveys will be undertaken by the TPC who will also be responsible for producing the relevant survey monitoring report. The monitoring reports will also review the progress that has been achieved in implementing measures against the modal shift targets over the preceding 12-month period. Any progress made will be reported by the TPC to residents and the Highway Authority.
- 9.2.5 The monitoring report should include reviews of how well the plan is working to meet the objectives, with any revised targets for discussion and agreement with the Highway Authority. The Travel Plan needs to be active and to be developed in conjunction with the survey results / experiences of the TPC. For example, if there is little / no car sharing occurring amongst the residents, it would be appropriate for the TPC to review the promotion of car sharing and consider appropriate alternatives.
- 9.2.6 Following the annual monitoring report, the Travel Plan will be reviewed by the TPC in conjunction with the Highway Authority as appropriate to produce an Action Plan. The Action Plan will identify the measures and actions to be implemented in the following 12-month period including a timetable for the implementation of the measures.

9.3 SUMMARY

9.3.1 Table 9-1 below summarises the proposed timescales for the implementation and monitoring of the travel plan.

Table 9-1 Travel Plan Action Plan and Timescales

MEASURES/ ACTION	TARGET DATE	RESPONSIBILITY
Prepare / Agree Interim Travel Plan	Planning Application	AMA
Appoint TPC	3 months prior to occupation	Newett Homes
Prepare / Agree Final Travel Plan	When Baseline Travel Survey Data available	Newett Homes
Conduct Baseline Travel Survey (Questionnaire)	Within 6 months post occupation or 50% occupancy on site	TPC
Implement Final Travel Plan with Set Targets	Within 6 months post occupation or 50% occupancy on site	TPC
Annual Travel Surveys (Questionnaire)	Annually from Baseline survey until the end of the five-year period	TPC

10 SUMMARY AND CONCLUSION

10.1 SUMMARY

- 10.1.1 A summary of the main ITP measures is included in Table 10-1. The table summarises the details of the timescales associated with the implementation of the measures and monitoring of the ITP and the person / organisation responsible for the funding and implementation are also presented.

Table 10-1 Travel Plan Summary of Measures and Actions

MEASURES/ ACTION	TARGET DATE	RESPONSIBILITY
Appoint TPC	3 months prior to occupation	Newett Homes
Deliver pedestrian/ cycle links across the development	Delivered as part of site construction	Newett Homes
TPC to produce marketing materials	Prior to marketing of units	TPC
Prepare public transport/ walking/ cycling information	Prior to occupation in information pack	TPC
Issue resident travel information packs	Upon of occupation of each dwelling	TPC
Promote the benefits of working from home	From occupation	TPC
Encourage residents to use home delivery services/ internet shopping	From occupation	TPC
Promote national travel initiatives/ events	Ongoing	TPC
Investigate feasibility of developing a car sharing scheme of residents	Ongoing/ details provided in travel information packs	TPC
Conduct Baseline Travel Surveys (Questionnaire)	Within 6 months post occupation or 50% occupancy on site	TPC
Implement Final Travel Plan	Within 6 months post occupation or 50% occupancy on site	Newett Homes
Annual Travel Surveys (Questionnaire)	Annually from Baseline survey until the end of the five-year period	TPC

10.2 CONCLUSION

- 10.2.1 In conclusion, the proposed site is well located in terms of its proximity to existing key services / facilities and sustainable travel infrastructure.
- 10.2.2 The development proposals build upon this sustainable location through providing infrastructure to encourage the use of sustainable modes such as walking, cycling and public transport and through 'soft' Travel Planning measures such as the provision of up-to-date walking / cycling information.
- 10.2.3 The appointment of a Travel Plan Co-ordinator will facilitate the implementation of many of the proposed measures summarised in **Table 10-1**.

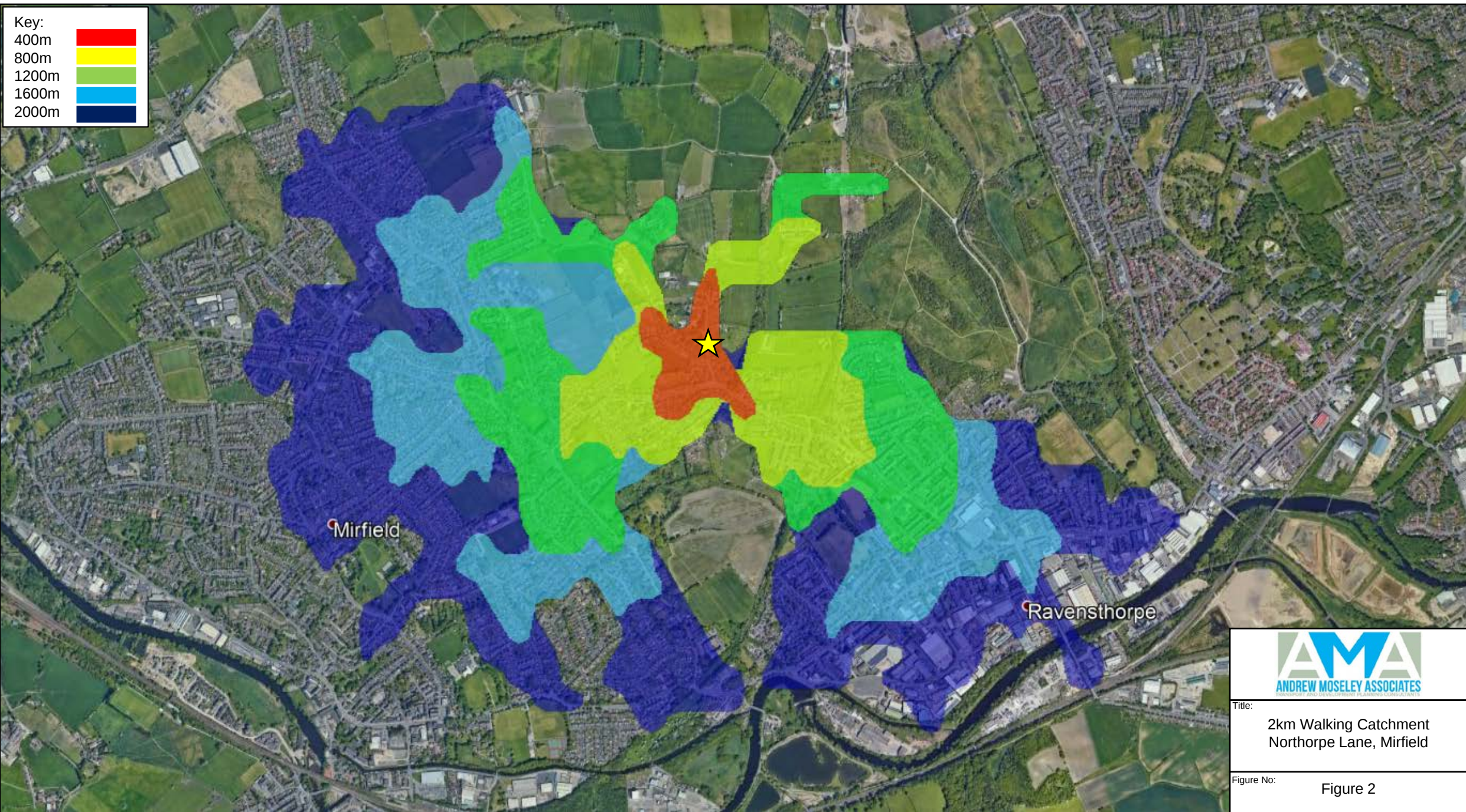
FIGURES

- Figure 1 Site Location Plan
- Figure 2 2km Walking Isochrone
- Figure 3 5km Cycling Isochrone
- Figure 4 Cycle Route Map
- Figure 5 Bus Stop Location Plan



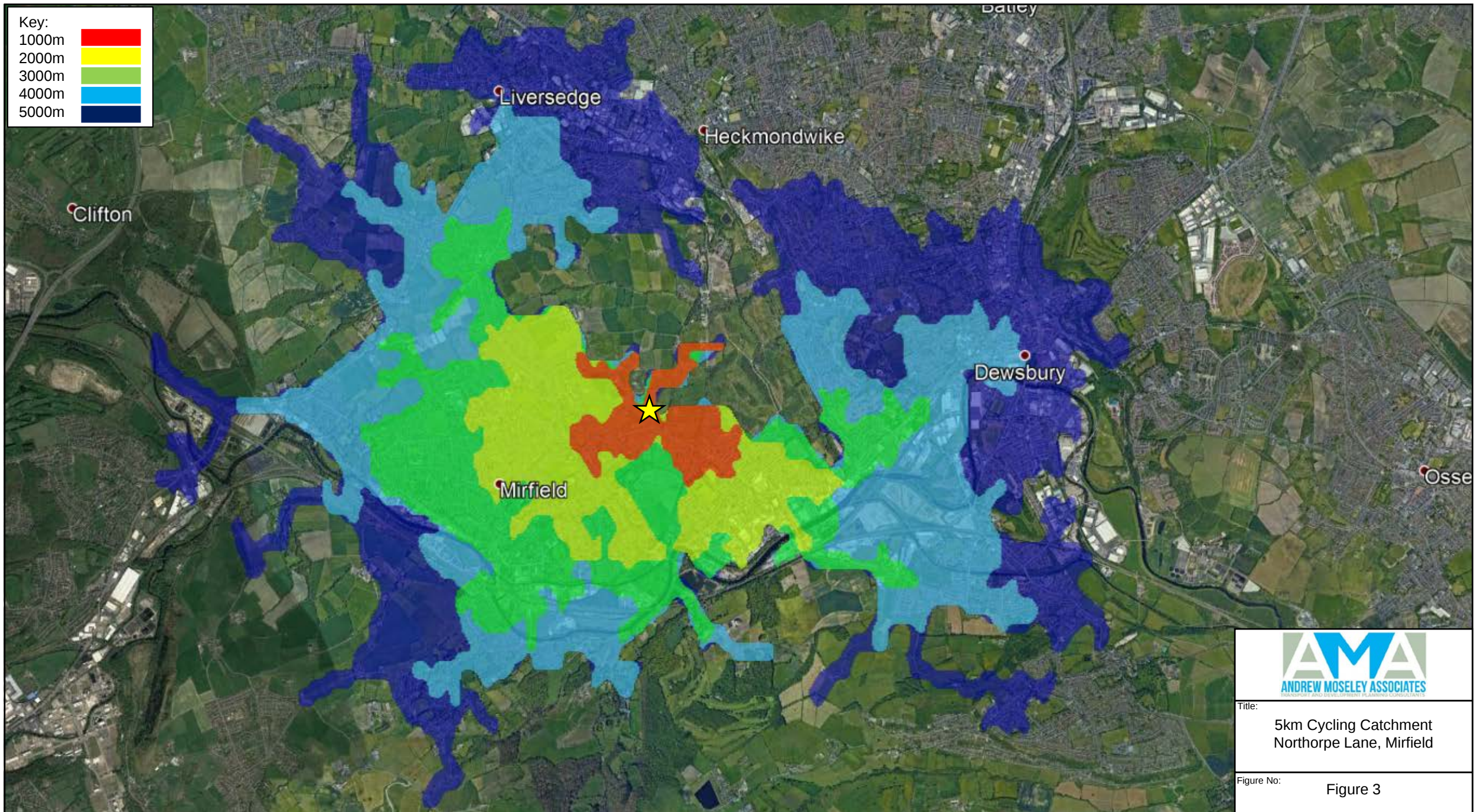
Title: Site Location Plan
Northorpe Lane, Mirfield

Figure No: Figure 1



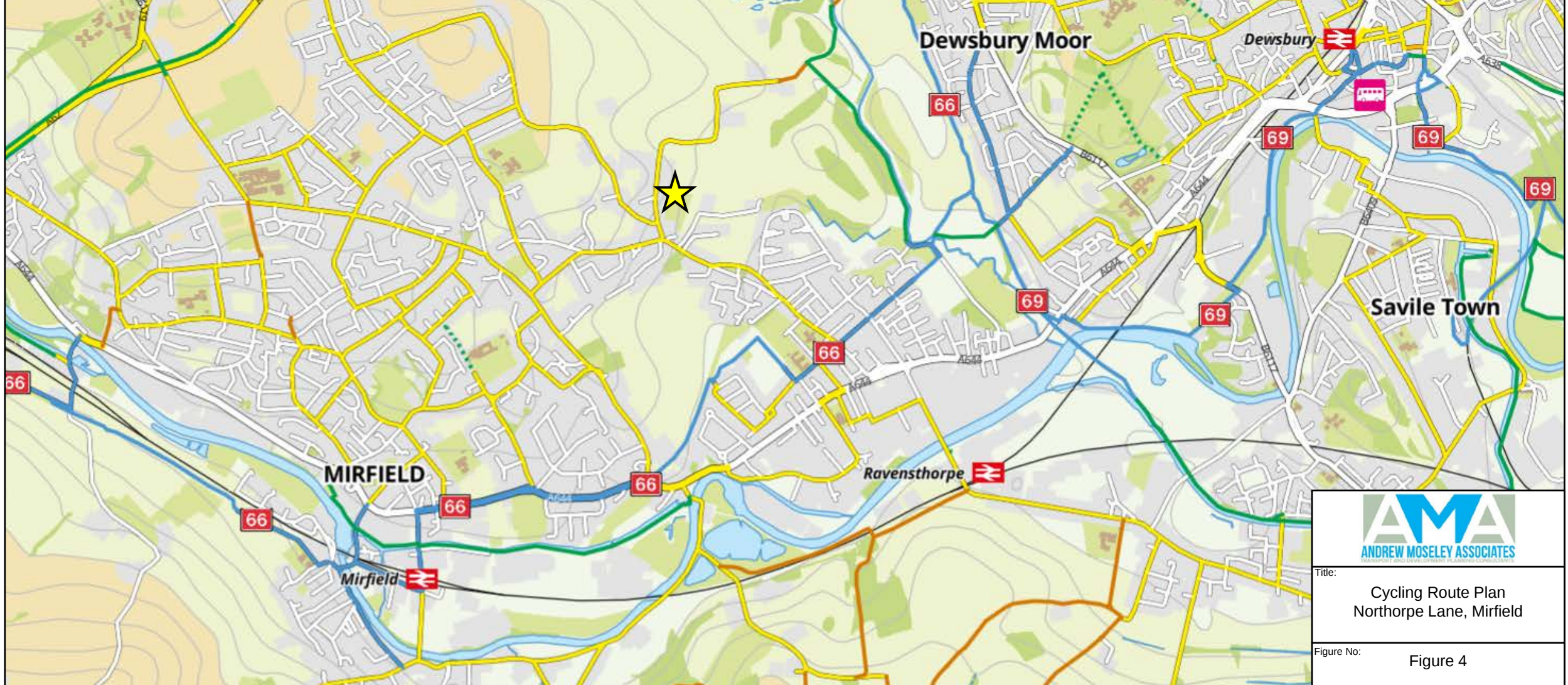
Title: 2km Walking Catchment
Northorpe Lane, Mirfield

Figure No: Figure 2



Map Legend

- Advisory cycle route
(traffic volumes may vary according to the time of day)
- Signed cycle route
- Pedestrian streets between
10:30 and 16:30
- No through road
- Signed Traffic-free cycle path
- Traffic-free cycle path
- City Connect route
- Rough bridleway / Cycle track
- Path or footway where you should walk your bike



Title:	Cycling Route Plan Northorpe Lane, Mirfield
Figure No:	Figure 4



Title:
Bus Stop Location Plan
Northorpe Lane, Mirfield

Figure No:
Figure 5

APPENDICES

Appendix A Indicative Site Layout

Appendix A

SITE LAYOUT

Northorpe Lane, Mirfield

Proposed Site Layout

1:500@A2



Accommodation Schedule				
House Type			Area (sq.ft)	Total Areas (sq.ft)
A2	House Type A2	2 bed terraced	758	4 3,032
BLA	Blackthorn	3 bed detached corner	973	1 973
SYC A	Sycamore Alt	3 bed semi detached	1,000	8 8,000
ASP	Aspen	3 bed semi detached/terraced 2.5 st	1,012	18 18,216
GUE	Guelder	4 bed detached	1,178	1 1,178
BUC	Buckthorn	4 bed detached integral garage	1,246	3 3,738
WIL	Willow	4 bed detached corner	1,384	2 2,768
HAZ+	Hazel +	4 bed detached integral garage 2.5 st	1,350	5 6,750
BIR	Birch	4 bed detached integral garage	1,418	3 4,254
TOTAL OVERALL			45	48,909 sq.ft
Net Developable Site Area			2.75 Acre	17,785 sq.ft/Acre
Total Site Area			3.38 Acre	



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