



61-65 New Street, Huddersfield

Travel Plan

September 2021

Project number 1974

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1.0 Introduction

- 1.1 Paragon Highways have been appointed to prepare this Travel Plan relating to a mixed development of commercial retail units and residential apartments at 61 – 65 New Street, Huddersfield, in the district of Kirklees.
- 1.2 A separate Transport Statement has been submitted with the planning application and considered the traffic impact and transport sustainability provision associated with the proposed development. The assessment demonstrated that the development proposals would be acceptable for planning approval purposes.
- 1.3 Central Government and Local Authorities are placing greater emphasis on the need to reduce the number and length of motorised journeys and, in doing so, encourage a greater use of alternative means of travel which have less environmental impact than the car. The principle aim of this Travel Plan is to encourage a reduction in car usage, particularly single-occupancy car journeys, and increase the use of public transport, walking and cycling.
- 1.4 The location of the site in Huddersfield Town Centre is close to frequent bus and train routes, in addition to local shops, schools and employment opportunities and provides an opportunity to formulate a robust Travel Plan to increase sustainable travel choices and provide a development accessible to all.

2.0 Objectives

2.1.1 This Travel Plan has been produced in accordance with both Central and Local Government guidance relating to Travel Plans. The Travel Plan is focussed on the future occupiers and visitors of the proposed development. The specific measures will help to provide a focussed and effective Travel Plan to encourage users to vary or change from their reliance on private car travel.

2.1.2 There are several objectives, both at national and local level, which the implementation of the Travel Plan is intended to help fulfil. These include:

- To influence the travel behaviour of residents of the apartments, staff of the commercial units and visitors.
- Reduce the number of single-occupancy car trips.
- To reduce the need for unnecessary journeys.
- Reduction in travel distances.
- To help improve the health of all occupiers.
- Accommodating those journeys that need to be made by car.

3.0 Development Proposals

3.1 Project Description

- 3.1.1 The proposals are to convert and extend the existing building. The proposals include 2x retail units on the ground floor (with basement storage for the first retail unit), and 40 apartments spread between the basement, ground floor, and 1st to 6th floors.
- 3.1.2 The basement will consist of a storage area for one of the two retail units (totalling 26 sqm), a proposed cycle store, a bin store and 2x 1 bedroom apartments.
- 3.1.3 The ground floor will consist of 2 x retail units with a floor area of 35 sqm and 44 sqm, in addition to the existing Post Office and Roti Bar, and 2 x residential apartments including a 1 bedroom and 2 bedroom apartment.
- 3.1.4 The first floor will consist of 10 x residential apartments (9x 1 bedroom and 1x 2 bedroom). The second floor will have 10 x residential apartments (1 bedroom apartments). The third, fourth, fifth and sixth floors will all have 4 x residential apartments, all containing 1 bedroom.
- 3.1.5 Vehicular access and servicing arrangements will be discussed in the accompanying Transport Statement.

4.0 Travel Plans

4.1 Introduction to Travel Plans

4.1.1 A Travel Plan (TP) is typically a package of practical measures to encourage residents of the apartments, staff of the retail units and visitors to choose an alternative to single occupancy car use, and to reduce the need to travel in connection with regular work or visits.

4.1.2 The TP should be tailored to a site and include a range of measures which will make a positive impact at that site for example, setting up a car sharing scheme, providing cycle facilities or restraining car parking. The purpose is to make the more sustainable transport modes safe and practical and therefore attractive to staff, residents and visitors.

4.2 The Benefits of a Travel Plan

4.2.1 The effects of travel choices on our environment, our health and our quality of life are well documented. Sources describe how increases in road traffic have produced unsustainable levels of congestion and pollution. The effects can be felt at a local level through poor air quality, noise and busier roads, and at a global level through climate change. Journeys by road are becoming slower and more unreliable, causing problems for businesses and stress to drivers.

4.2.2 It is necessary to look at the way residents, staff and visitors travel to the site and consider ways of reducing the impact on the surrounding highway network. This means using sustainable alternatives such as walking, cycling or public transport in preference to single-occupancy private car journeys. The TP should encourage staff, residents and visitors to reconsider how they make regular journeys.

4.2.3 An effective TP can benefit the site, the local community and the overall enjoyment. It can significantly reduce the costs of car park provision and maintenance by potentially reducing the demand for parking spaces.

4.2.4 Table 1 below summarises some of the benefits of implementing a TP at the new development and indicates who will benefit.

Benefit	Occupier	Visitor/Staff	Community/Environment
Cost savings	✓	✓	
Healthier lifestyle for residents and workforce	✓	✓	
Reduced absenteeism	✓	✓	
Improved site access	✓	✓	✓
Reduced congestion	✓	✓	✓
Reduced accidents	✓	✓	✓
Improved staff morale	✓	✓	
Time savings	✓	✓	✓
Improved quality of life	✓	✓	✓
Reduced stress	✓	✓	
Improved local air quality	✓	✓	✓
Reduced noise		✓	✓

Table 1: Benefits of a Travel Plan

- 4.2.5 TPs can produce indirect but significant benefits such as improving the punctuality of employees and promoting a healthier lifestyle for residents, staff and visitors who cycle / walk to and from the development. By having a TP, the developer will demonstrate a more responsible and caring attitude towards residents, staff, visitors and the local community.

5.0 Transport Policy

5.1.1 When considering transport policy compliance for planning applications, the main thrust of local, regional and national policy is that new developments should be conveniently accessible by a range of sustainable transport modes including public transport, cycling and walking. This policy therefore sets out the framework for this Travel Plan and the project’s compliance with the policy objectives. Further details of the relevant policy documents are set out below.

5.1.2 National Planning Policy Framework – Promoting Sustainable Transport

5.1.3 The revised National Planning Policy Framework was published in February 2019 and sets out the Government’s planning policies for England and how these are expected to be applied. It recommends that development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be significant. Within this context, applications for development regarding transport should consider the information set out in Table 2 below.

Considerations	Proposals
Consider the potential impacts of development on the transport network.	This matter has been dealt with by the accompanying Transport Statement.
Provide opportunities to promote cycling, walking and public transport use are identified.	The layout of the site will allow access for all potential users.
Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.	Due to the high level of public transport available in the vicinity of the proposed development, it can be considered that off-street parking is not required.
Allow for the efficient delivery of goods, and access by service and emergency vehicles.	This matter has been dealt with by the accompanying Transport Statement.
Include within the design for the charging of plug-in and other ultra-low emission vehicles in safe and convenient locations.	Due to the high level of public transport available in the vicinity of the proposed development, it can be considered that EVC points are not required.

Table 2: Considerations for Development

5.1.4 Paragraph 111 of the NPPF goes on to say, “All developments that will generate significant amounts of movement should be required to provide a Travel Plan.”

5.1.5 Local Transport Plan

5.1.6 The current Local Transport Plan is the third West Yorkshire Local Transport Plan (LTP3) which covers the period 2011 – 2026. The key objectives of the LTP include:

- To improve access to jobs, education and other key services for everyone.
- To reduce delays to the movement of people and goods.
- To improve safety for all highway users.
- To limit transport emissions of air pollutants, greenhouse gases and noise.
- To improve the condition of the highway infrastructure.

5.1.7 The LTP sets out the walking and cycling strategy for West Yorkshire to encourage more people to use these modes of travel to help reduce the reliance on private cars. With regards to cycling provision within development proposals, the WYCS seeks to ensure that new development proposals are located and designed to be cycle friendly and adopt guidelines for cycle parking standards. With regards to walking, the LTP seeks to improve the local environment to make walking more attractive by enhancing safety, security and environmental quality.

5.1.8 The LTP also sets out a bus strategy for West Yorkshire and seeks to increase patronage for all categories of bus passenger and modal shift towards the bus and away from the car.

5.2 Kirklees Local Plan

5.2.1 Local transport policy is set out in the Kirklees Local Plan. Chapter 10: Transport specifically relates to transport and new developments. Relevant policy includes:

- Policy LP19: The Council is committed to ensuring that all developments have safe and convenient access to the West Yorkshire Key Route Network.

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- Policy LP20: Relates to sustainable travel and ensures that the proposals for new development shall be designed to encourage sustainable modes of travel and demonstrate how links have been utilised to encourage connectivity. Coordinating land use change with transport provision so as to minimise the need to travel and locating new development where it can be best served by public transport and where it minimises the need for expansion of the highway network.
 - Policies T16 and T17 identify the need to consider public transport, pedestrian and cycling access to new developments.

5.2.2 It is considered that the site is in general compliance with both local and national transport policies due to the sustainable location of the site with good facilities for travel by other means than single-occupancy car trips.

6.0 Accessibility

6.1 Introduction

6.1.1 The following paragraphs provide a summary of the site's current accessibility in terms of walking, cycling and public transport. The plan included at Appendix A shows the site in relation to the local highway network.

6.1.2 The applicant is highly committed to providing a development that is accessible to all. One of the key elements of the proposals is to reduce the reliance on private car use by delivering a number of both 'hard' and 'soft' initiatives to promote sustainable travel choices. Details of the proposed infrastructure improvements to achieve this objective and provide secure, safe and convenient links to the existing network are provided in the following paragraphs.

6.2 Site Location / Local Facilities

6.2.1 The basement and ground floor of No.65 are currently occupied by a Post Office and snack bar and No.63 is made up of vacant retail units. The upper floors of both buildings are currently vacant. It is bounded by commercial buildings to the north, east and south and New Street to the west.

6.2.2 The site is located within the city centre boundary of Huddersfield.

6.2.3 There are schools for all age groups located in the normally accepted walking distance of 2km from the development site, including colleges, an adult education centre and campuses belonging to the University of Huddersfield. There are also numerous local facilities accessible on foot, such as sports, leisure and retail facilities, places of worship, pubs, restaurants and Post Offices. There are also primary care services such as GP and dental surgeries, opticians and pharmacies.

6.2.4 These amenities and services are all within the recommended maximum walking distance of 2km, providing employment and leisure opportunities for the residents of the proposed development. The commercial surroundings will also help to drive footfall at the proposed retail premises.

6.2.5 There are good quality bus routes with stops located on Market Street to the west, and High Street and Peel Street to the south. All of these can be accessed via the existing footway network, and have the benefit of flagpoles, timetable cases and passenger shelters. Further details regarding these services can be found in the table below.

Service No.	Stop Location	Route	Frequency Mon – Sat	Frequency Late evenings & Sundays
319	Market Street, Peel Street H4	Huddersfield Bus Station, Berry Brow, Newsome, Huddersfield (circular)	15 mins	Last service at 18.38 N/A
328	Market Street	Crosland Moor, Huddersfield Bus Station, Huddersfield, Fartown, Alandale Road, Bradley	12 mins 30 mins	Last service at 22.10 30 mins
184	High Street H1, Peel Street H3	Huddersfield Bus Station, Huddersfield, Cowlersley, Slaithwaite, Marsden, Diggle, Uppermill, Grotton, Lees, Greenacres, Oldham Mumps Interchange, Oldham Bus Station	60 mins	Last service at 19.35 60 mins
315	High Street H1, Peel Street H4	Huddersfield Bus Station, Huddersfield, Berry Brow, Honley	2 x services per day at 16.21 and 18.16 N/A	Last service at 18.16 N/A`
342	High Street H1, Peel Street H3, Peel Street H4	Huddersfield Bus Station, Huddersfield, Almondbury (circular)	60 mins 60 mins	Last service at 17.10 N/A
399	High Street H1	Huddersfield, Waterloo, Storthes Hall Park University Campus	N/A 30 mins	Last service at 22.35 60 mins

			(weekends only)	
261	High Street H2, Peel Street H3	Huddersfield Bus Station, Huddersfield, Dalton, Upper Heaton, Mirfield, Norrithorpe, Heckmondwike Hub, Liversedge, Cleckheaton Bus Station	60 mins	Last service at 19.10 4 x services per day at 11.11, 13.11, 15.11, 17.11
262	High Street H2, Peel Street H3	Huddersfield Bus Station, Huddersfield, Dalton, Kirkheaton, Upper Heaton, Kirkheaton Terminus, Dalton, Huddersfield Bus Station	2 x services per day at 19.44 and 21.57 2 x services at 19.51 and 21.56	Last service at 21.57 2 x services at 19.06 and 20.06
374	High Street H2, Peel Street H3	Huddersfield Bus Station, Dalton (circular)	4 x services at 10.15, 12.15, 14.45 and 16.45	N/A N/A
FTB	High Street H2	Huddersfield Bus Station, Huddersfield (circular)	20 mins	N/A
181	Peel Street H3	Huddersfield Bus Station, Huddersfield, Cowlersley, Linthwaite, Slaithwaite, Wilberlee	60 mins	Last service at 17.56 N/A
183	Peel Street H3	Huddersfield Bus Station, Huddersfield, Cowlersley, Linthwaite, Slaithwaite, Marsden	60 mins	Last service at 22.47 60 mins
185	Peel Street H3	Huddersfield Bus Station, Huddersfield,	30 mins	Last service at 23.02 60 mins

		Cowlersley, Slaithwaite, Marsden		
354	Peel Street H3	Huddersfield Bus Station, Huddersfield, Ashenhurst, Berry Brow, Netherton, South Crosland School Hill	4 x services per day at 12.07, 14.37, 16.37 and 17.37	N/A N/A
355	Peel Street H3	Huddersfield Bus Station, Huddersfield, Netherton, South Crosland School Hill	2 x services per day at 07.37 and 10.07 1 x service at 10.07	N/A N/A
358 (First Huddersfield) 358 (Yorkshire Tiger)	Peel Street H3	Huddersfield Bus Station, Huddersfield, Ashenhurst (circular)	60 mins	N/A N/A
375	Peel Street H3	Huddersfield Bus Station, Huddersfield, Dalton (circular)	4 x services at 09.16, 11.16, 13.16, 15.46	N/A N/A
387	Peel Street H3	Huddersfield Bus Station, Huddersfield, Beaumont Park, Huddersfield	60 mins	N/A
393	Peel Street H3	Huddersfield Bus Station, Huddersfield, Thornton Lodge, Crosland Hill, Linthwaite, Blackmoorfoot	60 mins	N/A N/A
306	Peel Street H4	Huddersfield Bus Station, Huddersfield, Newsome, Fair Lea (circular)	15 mins 20 mins	Last service at 22.27 60 mins
308	Peel Street H4	Huddersfield Bus Station, Huddersfield,	30 mins	Last service at 22.02

		Newsome, Berry Brow, Honley, Netherthong, Holmfirth, Holmfirth Bus Station		60 mins
310	Peel Street H4	Huddersfield Bus Station, Huddersfield, Honley, Holmfirth Valley Hospital, Holmfirth Bus Station, Scholes, Hepworth	30 mins	Last service at 22.36 60 mins
314	Peel Street H4	Huddersfield Bus Station, Huddersfield, Honley, New Mill, Holmfirth Bus Station, Holme Terminus	60 mins	Last service at 23.06 60 mins
316	Peel Street H4	Huddersfield Bus Station, Huddersfield, Honley, New Mill, Holmfirth Bus Station, Upperrthong	60 mins	N/A N/A
323	Peel Street H4	Huddersfield Bus Station, Huddersfield, Netherton (circular)	5 x services at 09.42, 10.42, 11.42, 12.42, 13.42, 1642	N/A N/A

Table 3: Bus Services

6.2.6 As can be seen from the table above, the proposed development site has the benefit of excellent public transport connections by bus to many nearby settlements as well as the bus stations at Oldham, Cleckheaton and Holmfirth and the Storthes Hall campus.

6.2.7 Huddersfield railway station is also within walking distance of the proposed development site, being situated some 425 metres to the north. Huddersfield operates on the Manchester to Stalybridge and Huddersfield and Huddersfield to Sheffield (Penistone Line), providing connections to destinations such as Manchester Piccadilly, Bradford, Liverpool, Redcar, Leeds, Manchester Airport, Hull, Sheffield and Newcastle. It also has the benefit of secure cycle parking in the form of a Cycle Hub on Platform 1. Additionally, there are 52 cycle spaces which are sheltered and covered by CCTV.

6.2.8 There are also smaller railway stations situated within cycling distance of the development site at Honley, Berry Brow and Deighton.

6.3 Pedestrians

6.3.1 The revised National Planning Policy Framework (NPPF) was published in February 2019 and sets out the Government’s planning policies for England and how these are expected to be applied. It recommends that developments should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be significant. Within this context, applications for development with regards to transport should:

- Consider the potential impacts of the development on the transport network.
- Provide opportunities to promote cycling, walking and public transport use.
- Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.
- Allow for the efficient delivery of goods, and access by service and emergency vehicles.

6.3.2 However, the former guidance within PPG 13 is still useful as a reference and the relevant policies within the Council’s Local Plan still apply.

6.3.3 The former guidance within PPG 13: Transport stated, “Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2km.” The catchment areas for the preferred maximum walking distance of 2km for residents, staff and visitors are shown on the plan at Appendix B. The catchment shows the areas accessible on foot, which includes the amenities available in Huddersfield town centre as well as the settlements of Southgate, Aspley, Lower Houses, Primrose Hill, Newsome, Lockwood, Thornton Lodge, Paddock and Edgerton.

6.3.4 As such, it can be seen that the site is well placed in relation to the public footway network. This provides residents, staff and visitors with the opportunity to access various local amenities in the surrounding area on foot.

6.4 Cycling

- 6.4.1 With regards to cycling, the former guidance in PPG 13: Transport stated that, “Cycling also has the potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport.” The plan at Appendix B also shows the 5km cycling catchment area from the site, which includes the settlements of Bradley, Brackenhall, Lindley, Longwood, Nettleton Hill, Golcar, Milnsbridge, Linthwaite, Armitage Bridge, Honley, Farnley Tyas, Almondbury, Moldgreen, Waterloo, Fenay Bridge, Cowmes, Gawthorpe and Kirkheaton.
- 6.4.2 National Cycle Route No.69 picks up on Fitzwilliam Street, approximately 600 metres to the north of the development site. This route takes place over mostly asphalt terrain and is partially traffic-free, and connects Hest Bank by Morecambe Bay Nature Reserve with Cleethorpes Nature Reserve to the south of Grimsby via Settle, Skipton, Cullingworth, Huddersfield, Horbury, Pontefract, Althorpe and Caistor.
- 6.4.3 This demonstrates that there are significant levels of commercial and service centre areas within the catchment offering potential for residents, staff and visitors to cycle to and from the site and also the opportunity for multi-modal travel via public transport.
- 6.4.4 As mentioned in paragraph 6.2, the site benefits from access to excellent public transport links for residents, staff and visitors, with local fare stages available on Peel Street, High Street and Market Street. There is also the Huddersfield rail station within walking distance, as well as further smaller stations within cycling distance.
- 6.4.5 Therefore, the site can be regarded as having excellent accessibility by way of public transport.

7.0 Transport Impact

7.1 Travel Questionnaire

7.1.1 To provide a focussed Travel Plan with effective measures to promote sustainable travel, an understanding of the transport impact of the development and travel characteristics is required. This is achieved by carrying out a survey of residents' and occupiers' travel characteristics when they move to the site. A copy of the sample Travel Questionnaire is included at Appendix C.

7.2 Traffic Impact

7.2.1 The Transport Statement that accompanies this planning submission considered that the traffic generations of the development proposals would not be discernible from the daily fluctuations in flows that could be expected on the highway network. Therefore, the level of traffic generated by the proposals can be easily accommodated and will have no material impact on the operation of the local highway and will not significantly add to any congestion at the peak times on the local network.

8.0 Travel Plan Initiatives

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

8.2 Infrastructure Improvements

8.2.1 Proposed Improvements to Increase Pedestrian Usage

8.2.2 The site layout will provide safe and convenient access for pedestrians to link to the adjacent public footways.

8.2.3 Proposed Improvements to Increase Cycle Usage

8.2.4 Safe and convenient access to the site will be provided for cyclists.

8.2.5 On-site secure parking facilities for bicycles will be provided for use by staff, visitors and residents in the form of a dedicated cycle storage area on the basement level.

8.2.6 Proposed Improvements to Increase Public Transport Usage

8.2.7 The site is in proximity to good quality and frequent bus routes to various local settlements, with the added bonus of having the main Huddersfield railway station within a short walking distance to provide connections to destinations around the county and beyond.

8.3 'Soft' Measures

8.3.1 'Soft' measures are also required to further encourage the use of sustainable transport modes. These generally include the promotion of travel choices through marketing initiatives such as poster campaigns, personalised travel plans, a dedicated website and accessible information.

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- 8.3.2 Travel information and initiatives will be promoted in staff rooms and communal areas within the development site. This will be achieved by producing posters and leaflets. Details of the sustainable travel options will also be included within new employees' induction packs. This will also include an offer to provide a personalised travel plan (PTP) which presents the sustainable travel options available for an employee, if requested.
- 8.3.3 Travel information and initiatives will also be promoted to residential occupiers of the development site via the Travel Information Welcome Pack and thereafter through a dedicated website. Both of these initiatives will need to be coordinated properly by a nominated individual or company.
- 8.3.4 Travel Plan Co-ordinator**
- 8.3.5 To deliver the 'soft' measures it will be necessary for a Travel Plan Co-ordinator (TPC) to be appointed to implement the measures. This appointment will be made at least 3 months prior to the marketing of the units on the site and will continue for a minimum of 12 months after full (95%) occupation of the site. Generally, the role of the TPC is to ensure promotional material for sustainable travel is up to date and that they act as the main point of contact for travel and access information. The promotional material will be developed by the TPC in liaison with the Travel Plan Officer of the Council.
- 8.3.6 The TPC will coordinate all initiatives for the development site in liaison with the Council's Travel Plan Officer, including monitoring and reporting via the annual travel surveys. They will also act as the main point of contact for all organisations outside the development site.
- 8.3.7 One of the first tasks of the TPC on their appointment will be to ensure that their contact details are included in the marketing suite for the development and within marketing literature and the Travel Information Welcome Pack. These details will also be provided to the local authority and will be kept up to date, should they change. The TPC will also ensure the 'hard' and 'soft' measures are implemented.

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- 8.3.8 A copy of the Travel Information Welcome Pack will be made available on staff noticeboards and a letter will be circulated to all staff following the commencement of the plan. This letter will announce the launch of the Travel Plan, the location of the noticeboard and the name and contact details of the TPC. Details of the travel plan will also be included within subsequent recruitment literature, staff induction packs and any communal areas to inform visitors.
- 8.3.9 The TPC for the site will promote each form of sustainable travel in the following ways.
- 8.3.10 Initiatives to Promote Walking**
- 8.3.11 The health, environmental and financial benefits of walking will be promoted to staff, residents and visitors. Personal security is perceived as a significant barrier to walking and it is important to address this as far as possible. The TPC will also liaise with the local authority on behalf of residents and staff to relay any concerns about the local footway, accessibility and personal safety issues. The TPC will also promote walk buddying.
- 8.3.12 Information in respect of walking routes to the site will be made available to residents, visitors and staff. This information will be included in maps to be produced and made available in the Travel Information Welcome Pack, communal noticeboards and the dedicated website.
- 8.3.13 Consideration will be given to setting up a user group for walking, cycling and public transport, should there be a demand for it. This would act as a forum to discuss issues related to these matters and develop measures to address them. It will also aid 'ownership' of the Travel Plan by staff.
- 8.3.14 A guaranteed 'lift' home will be provided for staff who walk to work, should an emergency arise.

8.3.15 Measures to Promote and Facilitate Cycling

- 8.3.16 The TPC will promote cycling to work, particularly for residents who work within a 5km radius of the site, or staff who live within a 5km radius. The health, environmental and other benefits of cycling will be promoted to residents and staff by the TPC. Initiatives such as a bike buddy service will be promoted and the TPC will liaise with the Council's Cycling Officer about such schemes and other area-wide initiatives. A cycle 'spares and tools' box to assist with on-site repairs will be maintained at the site throughout the lifetime of the development.
- 8.3.17 Information on local cycle network routes will be made available to residents, staff and visitors. This information will be included on maps to be produced and made available through communal noticeboards, the Travel Information Welcome Pack and the dedicated website. Details of the Department for Transport and Kirklees Metropolitan Council promotion and assist initiatives will also be disseminated via these methods.
- 8.3.18 The employers will be encouraged to consider the introduction of financial incentives for cycle use, such as mileage allowance for work use and tax-free bicycles. Further details of this scheme are available at www.cyclescheme.co.uk.
- 8.3.19 The TPC will also explore the possibility of negotiating a discount at local bicycle and repair shops.
- 8.3.20 A guaranteed 'lift' home will be provided for staff who cycle to work, should an emergency arise.
- 8.3.21 Further information regarding starting to cycle and information on cycle routes can be found at www.sustrans.org.uk/change-your-travel/get-cycling.

8.3.22 Measures to Promote Public Transport

- 8.3.23 The TPC will liaise with West Yorkshire Combined Authority and local bus operators to provide up to date details of bus services, including route information and service frequencies. The TPC will be responsible for the dissemination of this information and to promote the use of these services via promotional and marketing material, the Travel Information Welcome Pack and the dedicated website.

8.3.24 The TPC will demonstrate to staff and residents, if requested, how to access online real-time bus information and also how to use the Metro Journey Planner and Your Next Bus services available on mobile phones. Staff and visitors will be made aware of all relevant websites administered by public transport operators, including the following:

- Wymetro.com
- Northernrailway.co.uk
- Traveline.info
- Nationalrail.co.uk

8.3.25 A guaranteed 'lift' home will be provided for staff who use public transport to travel to and from work, should an emergency arise.

8.3.26 Measures to Reduce Car Use

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

8.3.28 Given the potential level of staff on site, the most effective method of promoting car sharing schemes is via the district wide scheme available to the public. Reference will be made to this via the promotional material, with specific reference to operating companies such as www.wycarshare.com. Consideration towards providing a guaranteed lift home in emergencies.

8.3.29 Where practicable, deliveries that are within the control of the occupiers shall be optimised to reduce avoidable movements of heavy goods and service vehicles.

8.3.30 Measures for Residents

8.3.31 On first occupation of each residents' unit, the residents will be provided with a Travel Information Welcome Pack. Details of the on-site facilities will be provided in the Pack which, if residents are aware of, will assist with a reduction in travel demand.

8.3.32 The Travel Information Welcome Pack will also provide details in respect of the site and its surroundings. This information will include details of:

- The Travel Plan, its objectives and the role of the TPC.
- Local public transport facilities, including maps, timetables and the location of nearby bus stops.
- Public rights of way / cycle path network maps for the local area and beyond.
- Local bicycle user groups and cycle shops.
- Local footpath network.
- That no car parking is available on site.
- Car sharing or car club schemes.
- Local taxi services.
- How to obtain a MetroCard.

9.0 Targets

9.1.1 Targets measure the outcome of what the Travel Plan has achieved. They quantify the difference a Travel Plan has made to travel habits and should be SMART – Specific, Measurable, Achievable, Realistic and Timed.

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

Objective	Target	Base Year	Year 1	Year 2	Year 3	End Target
Private Car	Single occupancy car trips	70	-2%	-2%	-2%	62
	Car sharers	8	+1%	+0.5%	+0.5%	10
Accessibility	Public transport users	10	+2%	+1%	+1%	14
Health and wellbeing	Cycling and walking	12	+1%	+0.5%	+0.5%	14

Table 4: Initial Travel Plan Targets

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

9.1.4 It must be noted that shift patterns may result in the targets above being unrealistic.

10.0 Responsibility / Ownership

- 10.1.1 The applicant will be responsible for implementing the initial infrastructure measures detailed in Section 7 alongside the local planning and Highways Authority. The applicant will be charged with appointing a TPC whilst the units are being developed and this will be maintained whilst the site is being marketed / developed and for a minimum of 12 months after full (95%) occupation.
- 10.1.2 The Travel Plan will be implemented under the control of the TPC, who will work in conjunction with the Council's Travel Plan Team, the local community and other interested parties for the continuing progression of the Travel Plan. On appointment, the TPC will provide contact details to the Council's Travel Plan Officer.
- 10.1.3 Once the development commences and specific dates for occupation are set, the TPC will inform the Council's Travel Plan Officer and set out preliminary dates for the delivery and monitoring of this Travel Plan. The TPC will liaise with the Travel Plan Officer of the site on a regular basis to ensure up to date area wide initiatives are delivered and the monitoring procedure is to the approval of the local authority.
- 10.1.4 The TPC will be provided with an annual budget to fund the provision of travel information, marketing and promotional activities, etc. The TPC will be responsible for the annual monitoring of the Travel Plan, including carrying out travel questionnaires, presenting the results and discussing targets with the local authority and relaying this information to all residents and other interested parties. The TPC will agree at the onset with the Council how they outcomes will be reviewed.

11.0 Implementation

- 11.1.1 The infrastructure provision outlined with Section 7 will be carried out as part of the construction of the site, being incorporated into the site layout and design. These works will be completed prior to the occupation of any of the units.
- 11.1.2 The TPC will carry out a survey of residents and staff travel characteristics once 40% of the units have been occupied. Whilst the primary reason for the survey is to gather data on travel behaviour and to refine initial targets, it will also be used to inform the residents, staff and visitors of the new site's aims and objectives regarding the Travel Plan and sustainable travel.
- 11.1.3 The survey work will provide an opportunity to reinforce the role of the TPC, provide contact details and raise awareness of the Travel Plan and its initiatives amongst the residents and staff. The results of this survey and the refined targets will be submitted to the Council for approval.
- 11.1.4 The TPC shall advise residents, staff and visitors on how they might travel to and from the site and offer to provide a Personalised Travel Plan (PTP) which presents the sustainable travel options available, if requested.
- 11.1.5 The Travel Plan will be continually marketed through the provision and updating of Travel Information and the dedicated website. This will be the responsibility of the TPC.
- 11.1.6 As part of the marketing and communication campaign, the TPC shall consider activities to coincide with national events such as Bike Week, Travel Wise Week, National Lift Share Day, In Town Without My Car and World Health Day, etc. These will be laid out within an Annual Action Plan with dates for the activities and who would be responsible.
- 11.1.7 A suggested framework for the actions is provided in the table below and will be monitored and updated as the Travel Plan progresses.

Action	Delivery Period
Infrastructure provision (cycle, pedestrian, highway improvements)	Post-planning permission, prior to first occupation
Appointment of TPC	Within 1 month of planning approval being granted
Travel questionnaire	On 40% occupation (yearly thereafter)
'Soft' measures / promotional material	Prior to first occupation
Monitor and review	Annually
Action plan	Prepared at the start of the year, then implemented during that period

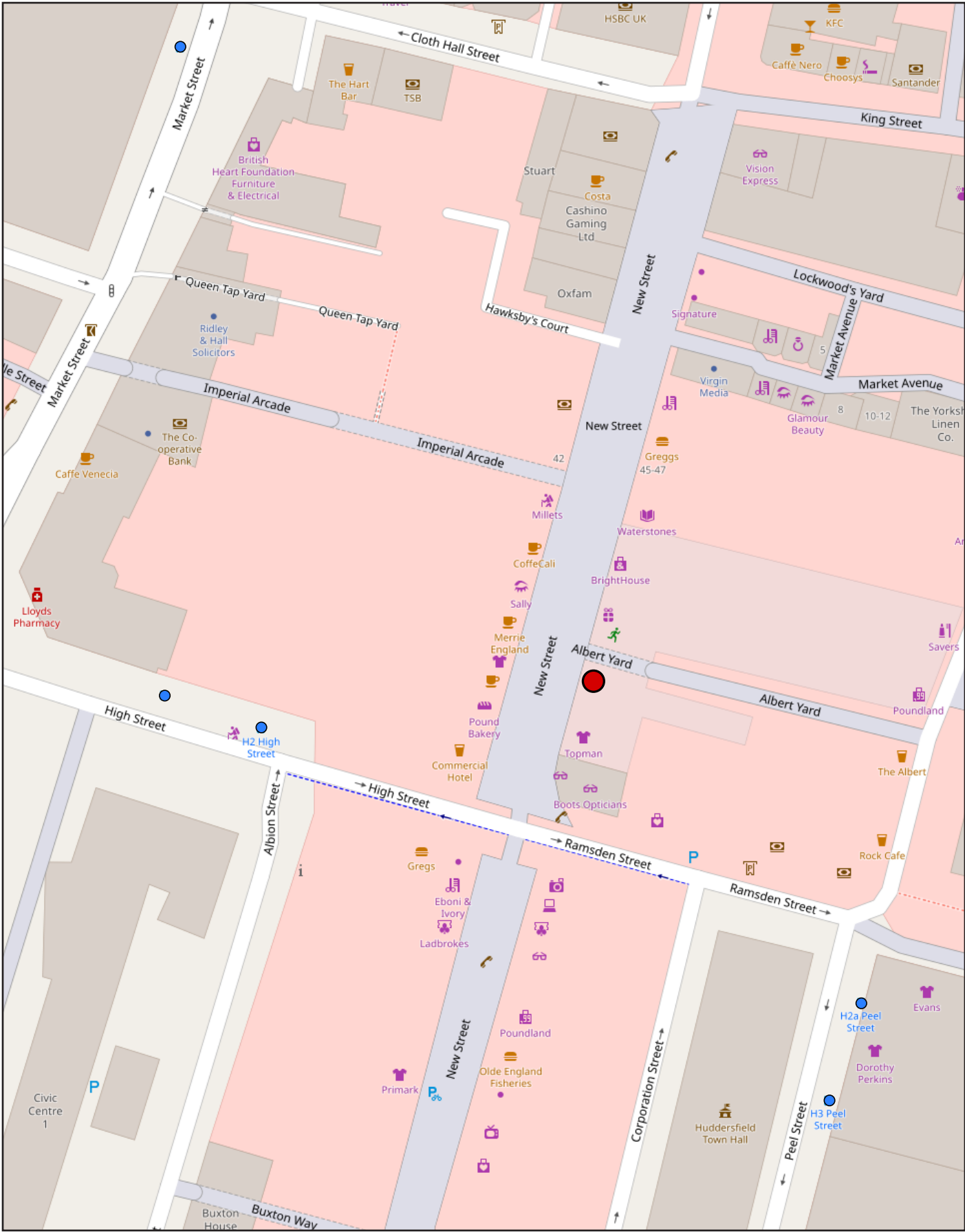
Table 5: Action Plan Framework

12.0 Monitoring and Review

- 12.1.1 An objective of this Travel Plan is that there will be an ongoing improvement process including periodic monitoring where necessary. The whole travel plan will then be reviewed in consultation with the Council's Travel Plan Officer.
- 12.1.2 The TPC will form a contact point for communication with the local authority. Findings from authority discussions and reviews will then be communicated to residents, staff and visitors via posters, leaflets and the dedicated website. The TPC will liaise with the Travel Plan Officer to agree the surveys to be undertaken and the monitoring and reporting procedure.
- 12.1.3 Following the initial travel surveys, repeat travel surveys will be undertaken. The survey will be based upon the sample questionnaire contained within Appendix C. A written analysis of the results of the survey will be used to identify the targets mentioned in Section 8. The results of the monitoring will be fed back to the Travel Plan Officer.
- 12.1.4 The TPC will then identify any necessary changes to the Travel Plan, should specific issues be raised or targets not met. This will be done in liaison with the Travel Plan Officer and will identify measures to improve on the targets.
- 12.1.5 At this stage, it is difficult to identify what measures might be considered as these would be dependent on the degree that the targets have not been met. However, as a minimum, it is proposed that the role of the TPC will be extended for a year for every year the targets have not been met.

Appendix A

Site Location Plan



Legend:

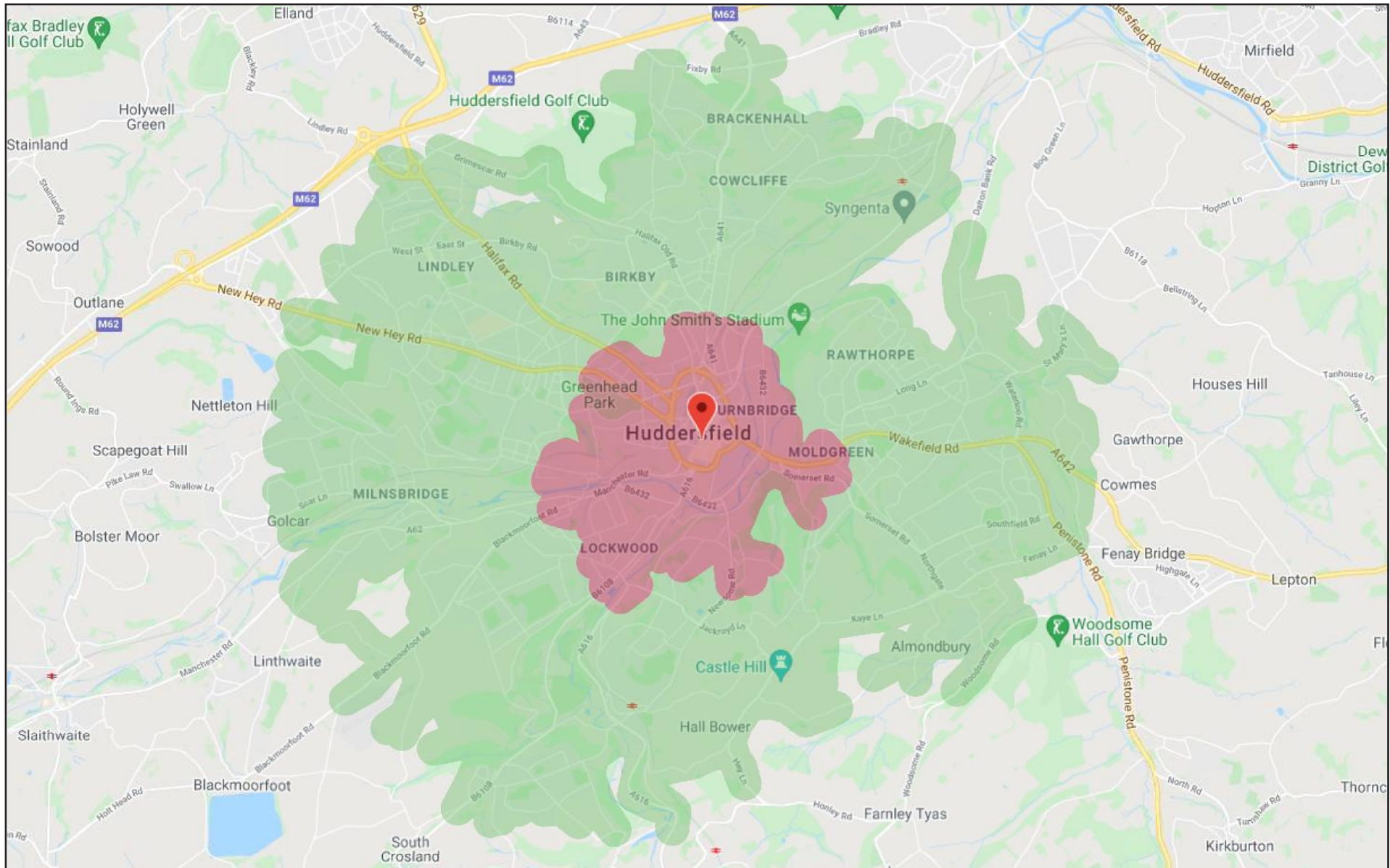
- Site Location
- Closest Unique Bus Stops



Offices 20/21
 The Rear Walled Garden
 Nostell Estate, Wakefield WF4 1AB

Appendix B

Cycle and Pedestrian Catchment Plan



Legend:

- 5km Cycle Catchment
- 2km Walking Catchment
- Site Location



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 Nostell Estate, Wakefield WF4 1AB

Appendix C

Sample Travel Questionnaire

Residents Travel Questionnaire

In developing a Travel Plan to improve the travel options available to residents. We want to make sure that we understand the travel patterns and your perceptions of different ways of getting to work and home etc.

I would be grateful if you would spare a few minutes to complete this questionnaire. This has been sent to all residents. All the information you have provided will be treated in the strictest confidence. Please tick the boxes that correspond to your answers or write in the spaces provided as appropriate. When you have completed your form please return to the TRAVEL PLAN COORDINATOR.

If you have any questions please contact the TRAVEL PLAN COORDINATOR.

Section A: About Yourself

1 *What is your age?*

- Under 55
- 55-65
- Over 65

2 *What is your employment status?*

- Full time employment
- Part time employment
- Not working / retired

Section B: About Your Travel Patterns

3 *Referring to your travel patterns today, how many journeys have you made by each mode?*

- | | | | |
|------------------------|--------------------------|-------------------|--------------------------|
| Walk | <input type="checkbox"/> | Car (alone) | <input type="checkbox"/> |
| Cycle | <input type="checkbox"/> | Car (with others) | <input type="checkbox"/> |
| Bus | <input type="checkbox"/> | Motorcycle | <input type="checkbox"/> |
| Other (please specify) | <input type="checkbox"/> | _____ | |

4 *What are your main reasons for using a car? (tick up to three boxes)*

- | | | | |
|--------------------------------|--------------------------|-------------------------|--------------------------|
| Time savings | <input type="checkbox"/> | Personal safety | <input type="checkbox"/> |
| Cost savings | <input type="checkbox"/> | Health reasons | <input type="checkbox"/> |
| Car needed during day | <input type="checkbox"/> | Convenience/flexibility | <input type="checkbox"/> |
| Public transport not available | <input type="checkbox"/> | No alternative | <input type="checkbox"/> |
| Other uses to/from work | <input type="checkbox"/> | _____ | |
| Other (please specify) | <input type="checkbox"/> | _____ | |

5 *If you didn't use the car today, what were your main reasons?*

- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| No car available | <input type="checkbox"/> | Time saving | <input type="checkbox"/> |
| Cheaper alternative | <input type="checkbox"/> | Health / fitness reasons | <input type="checkbox"/> |
| Avoid traffic congestion | <input type="checkbox"/> | _____ | |
| Other (please specify) | <input type="checkbox"/> | _____ | |



PARAGON HIGHWAYS

Travel to Work Survey

We would be grateful if you could spare a few minutes to complete this survey.

This survey has been carried out to assist with the Travel Plan. The Travel Plan will be designed to promote sustainable travel by providing measures and incentives for staff to use public transport, walk or cycle to work. The results of the survey will help us to establish a focussed Travel Plan by understanding current staff travel patterns and needs.

1. What is your home postcode? _____(optional)
2. What are your regular shifts? (e.g. 9am – 5pm) _____
3. What shift are you working today? _____
4. Do you travel by other modes when working different shifts? _____
5. On average, how many days a week do you work?

Every day		2 days	
4 days		1 day	
3 days		Other	

6. How did you travel to work today?

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

7. If you travelled by car, what are your main reasons for using a car to get to work/home? (tick up to 3 boxes)

Time savings		Personal safety	
Cost savings		Health reasons	
Car needed during the day		Convenience / flexibility	
Public transport not available		No alternative	
Other uses to/from work			

8. What barriers are preventing you from travelling to work using public transport, walking or cycling?

9. What initiatives would encourage you to travel to work via public transport, walking or cycling?
