



RESIDENTIAL TRAVEL PLAN

DEWSBURY RIVERSIDE
KMBC

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Contents

1. Overall Strategy	1
2. Introduction	2
3. Existing Site Conditions	3
4. Why We Travel	10
5. Objectives and Targets	12
6. Roles and Responsibilities	14
7. Measures and Action Plan	16
8. Implementation and Communication	19
9. Monitoring and Review	21

Appendices

- A. Figures
- B. Public Transport Timetables
- C. Census Information
- D. Sample Travel Survey

1. OVERALL STRATEGY

1.1.1 The objectives of the residential Travel Plan have been designed to be site- specific, whilst reflecting the requirements of the Revised National Planning Policy Framework and local guidance, and are summarised as follows:

- Promoting walking, cycling and public transport as the primary modes of travel;
- To deliver mode shift from car journeys to alternative modes including multi-occupancy vehicle trips;
- To reduce vehicle emissions through the take up of alternative transport modes; and
- To deliver education and promotion of walking and cycling as options for a healthier lifestyle.

1.1.2 These objectives may change over time due to the results of the surveys, changes within the organisation and changes to the environment around it, however the overall aim of reducing the impact on the road network will remain.

2. INTRODUCTION

2.1 BACKGROUND

- 2.1.1 Development Planning Limited have been commissioned by KMBC to provide a Travel Plan for the proposed Phase 1 residential development at Dewsbury Riverside. The first phase consists of 350 residential units and ancillary land uses..
- 2.1.2 This Travel Plan provides a range of measures to encourage the use of sustainable transport.

2.2 SITE LOCATION

- 2.2.1 The site is located towards the southern extent of Dewsbury, with the detailed site location plan and description included within the Design and Access Statement.
- 2.2.2 The site location is shown in Figure 2.1, Appendix A.

2.3 DEVELOPMENT PROPOSAL

- 2.3.1 The proposed development site is for up to 350 residential units and ancillary land uses.
- 2.3.2 The application site would form part of a wider Dewsbury Riverside Local Plan allocation.

2.4 WHAT IS A TRAVEL PLAN?

- 2.4.1 A Travel Plan is a package of measures tailored to the needs of individual sites and aimed at promoting greener, cleaner travel choices and reducing the reliance on the private car. It involves the development of a set of mechanisms, initiatives and targets that together can enable a development to reduce the impact of travel and transport on the environment, whilst also achieving a number of other benefits for residents e.g. health and financial.
- 2.4.2 This TP provides details of measures to be incorporated into the overall design of the development to encourage residents to use sustainable transport along with a range of initiatives to be adopted to encourage the use of sustainable modes.
- 2.4.3 Following the introduction, this TP contains the following elements:
- An assessment of existing conditions for access to the Site by a range of modes;
 - Objectives and scope of the Plan, including indicative Travel Plan targets;
 - Description of roles and responsibilities;
 - Measures to encourage, promote and increase the use of public transport, cycling and walking and to reduce the level of single occupancy vehicle trips;
 - Details of the implementation and communication strategy; and
 - Proposals for regular monitoring and review schedules to measure progress against objectives and targets.
- 2.4.4 This report is intended to outline the obligations to fulfil the principles of the strategy. The document provides measures led by the developer and Travel Plan Coordinator to encourage residents to use more sustainable means of transport.
- 2.4.5 The Travel Plan has been prepared in accordance with the DfT publication “Making Residential Travel Plans Work: Guidelines for new development”.

3. EXISTING SITE CONDITIONS

3.1 INTRODUCTION

- 3.1.1 This chapter reviews access by all appropriate non-car modes of transport and considers the existing conditions on the surrounding highway network.

3.2 EXISTING LAND USE

- 3.2.1 The existing land use is as agricultural farmland, with the primary access to the site being taken from Ravensthorpe Road.

3.3 LOCAL MODE SHARE

- 3.3.1 In order to consider the existing local mode share, a review has been undertaken of Travel to Work Census data. The Census data is summarised in Table 3.1, below.

Table 3.1 Mode Share (Travel to Work Census)

Mode	Percent (inc Homeworker)	Percent (exc Homeworker)
Homeworker	8%	-
Rail	3%	4%
Bus	9%	10%
Taxi/ Car Share	10%	10%
Powered Two-wheeler	0%	0%
Cycle	2%	2%
On Foot	11%	12%
Driving	57%	62%

- 3.3.2 The mode share data is attached at Appendix C.
- 3.3.3 It can be seen that between 38% and 43% of journeys to work are currently made by sustainable travel modes, with travel as a car driver accounting for around 60% of trips to and from work.
- 3.3.4 The Census data is an initial baseline only and will be updated and agreed with the council following the first annual travel survey .
- 3.3.5 It is acknowledged that other forms of journey may have a higher mode-share by sustainable travel modes and the purpose of resident's journeys will be included in the travel survey.

3.4 HOME WORKING

- 3.4.1 The most sustainable way of accessing work is through homeworking. Homeworking would not involve travelling away from the home and, as such, there could be no travel at all involved.

- 3.4.2 A key element of home working will be the provision of appropriate internet connection being provided to the site. With an appropriate internet connection to the site there is an opportunity for home working to be encouraged.
- 3.4.3 The higher the proportion of home worker trips, the lower the overall offsite travel implications there are in relation to this site.
- 3.4.4 For some, access to employment is considered feasible by home working.

3.5 INTERNET SHOPPING

- 3.5.1 As with home working, access to the internet provides the opportunity for shopping to be undertaken from home. There are increasingly more efficient services for shopping online, which include:
- Some catalogue companies offering same day delivery on some products;
 - Many national/ international sales sites offering next day delivery on the full range of products;
 - Food shopping can be undertaken online and delivered to the home;
 - Shopping can be reserved online and picked up at the shopper's convenience; and
 - Fast food products can be ordered online and delivered to the door.
- 3.5.2 Access to the internet provides the opportunity for reduced numbers of shopping trips through these services, however even where shopping is undertaken on the high street there is opportunity to browse products in person and order them online. As such, when shopping isn't undertaken wholly online, the use of sustainable modes to access shopping (particularly where no products are required to be carried back to the house) is becoming increasingly more viable.
- 3.5.3 Even the availability of being able to stock check online reduces the number of wasted trips as people can check that a product is available before leaving the house.

3.6 ACCESS BY ULTRA LOW EMISSION VEHICLE

- 3.6.1 Everyone who can drive a car can also drive an ultra-low emission vehicle. Ultra-low emission vehicles have all the benefits of personalised transportation, whilst significantly reducing the overall impact of travel.

- 3.6.2 The Framework sets out in Paragraph 107 that:

If setting local parking standards for residential and non-residential development, policies should take into account...

e) the need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles.

- 3.6.3 HM Government have set out their emissions strategy in the July 2018 report 'The Road to Zero'. The policies set out the long term ambitions of Government as:

Our mission is to put the UK at the forefront of the design and manufacturing of zero emission vehicles, and for all new cars and vans to be effectively zero emission by 2040. As set out in the NO2 plan, we will end the sale of new conventional petrol and diesel cars and vans by 2040. By then, we expect the majority of new cars and vans sold to be 100% zero emission and all new cars and vans to have significant zero emission capability. By 2050 we want almost every car and van to be zero emission.

We want to see at least 50%, and as many as 70%, of new car sales and up to 40% of new van sales being ultra low emission by 2030.

We expect this transition to be industry and consumer led, supported in the coming years by the measures set out in this strategy. We will review progress towards our ambitions by 2025. Against a rapidly evolving international context, we will seek to maintain the UK's leadership position and meet our ambitions, and will consider what interventions are required if not enough progress is being made.

- 3.6.4 In response to this policy and similar national policies around the world, all major vehicle manufacturers either already sell, or are developing, ultra-low emission vehicles. As such, within the lifetime of this development, it is expected that all cars and vans will, ultimately, be zero emission.
- 3.6.5 The technologies to arrive at a 100% zero emission road network are not currently in place and are likely to alter over time and standardised, as such it is unlikely that the same technologies which are available today will be the ones which achieve this significant shift in the type of vehicles we drive.

3.7 LOCAL PLAN POLICY LP23

- 3.7.1 Local Plan Policy LP23 relates to the core walking and cycling network and states that:

The core walking and cycling network as shown on the Policies Map will provide an integrated system of cycle routes, public footpaths and bridleways that provide opportunity for alternative sustainable means of travel throughout the district and provide efficient links to urban centres and sites allocated for development in the Local Plan.

The core cycling and walking network will be safeguarded and extended to provide opportunities to reduce the number of car journeys and to link settlements, employment sites and transport hubs. The safeguarding of the network will also provide further opportunities for leisure uses, cycling, walking and riding in the countryside by linking to existing bridleways and national trails where appropriate.

Disused railway lines and waterways throughout the district shall be protected from other forms of development to safeguard their potential to be reinstated to their former use for commercial or leisure purposes or to extend the cycling or footpath networks.

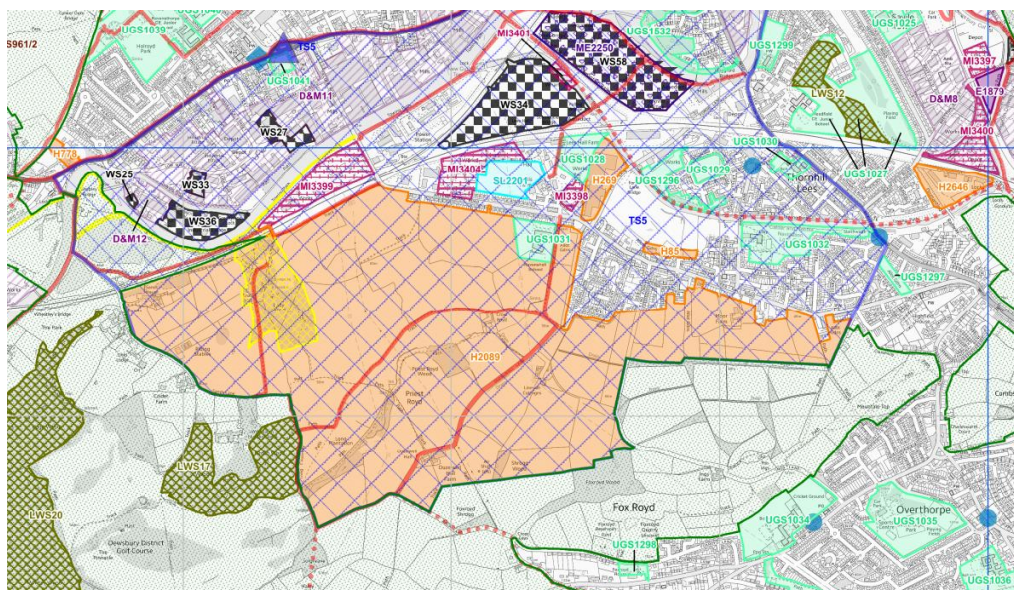
Proposals that may prejudice the function, continuity or implementation of the core walking and cycling network will not be permitted. Existing public rights of way that form part of the core walking and cycling network or elsewhere will be protected and enhanced.

Proposals shall seek to integrate into existing and proposed cycling and walking routes as identified in the core walking and cycling network by providing connecting links where appropriate; and regard shall also be had to linking to Strategic Green Infrastructure networks as identified on the Policies Map.

Where there is an identified need, extensions or enhancements to the existing network can be secured through scheme design, planning conditions and planning obligations if this does not prejudice the overall viability of the development.

- 3.7.2 Local to the site, the Kirklees Policy map shows the following:

Extract 3.1 Local Plan Policy Map Extract



- 3.7.3 It can be seen that there are existing core walking and cycling routes within the site (denoted by red lines). These core walking and cycling routes form existing facilities which are protected by Policy LP23 and have been taken into account in the production of the masterplan for the Dewsbury Riverside Phase 1 development proposals.

3.8 ACCESS ON FOOT

- | | |
|-------|---|
| 3.8.1 | Walking and cycling are affordable and safe transportation options that do not generate emissions, traffic noise or traffic congestion, and instead boost mental and physical health. |
| 3.8.2 | Local to the site, Ravensthorpe Road benefits from continuous lit footways. The footways connect to the wider footway networks, providing continuous footway linkages across the local area. |
| 3.8.3 | Within the site there are existing core walking and cycling routes, as discussed above. These routes provide leisure access across the wider area and connect to Ravensthorpe Road. |
| 3.8.4 | Research has indicated that acceptable walking distances depend on a number of factors, including the quality of the development, the type of amenity offered, the surrounding area, and other local facilities. The Chartered Institution of Highways and Transportation (CIHT) document entitled Providing for Journeys on Foot (2000) suggests walking distances which are relevant to this application. These distances are shown in Table 3.2. |

Table 3.2 Suggested Acceptable Walking Distances

Criteria	Town Centres (m)	Commuting/ School/ Sightseeing (m)	Elsewhere/ Local Services (m)
Desirable	200	500	400
Acceptable	400	1,000	800

Criteria	Town Centres (m)	Commuting/ School/ Sightseeing (m)	Elsewhere/ Local Services (m)
Preferred Maximum	800	2,000	1,200

- 3.8.5 Whilst Table 3.2 provides useful guidance on walking distances, Manual for Streets provides a context for interpreting them. Manual for Streets states that:

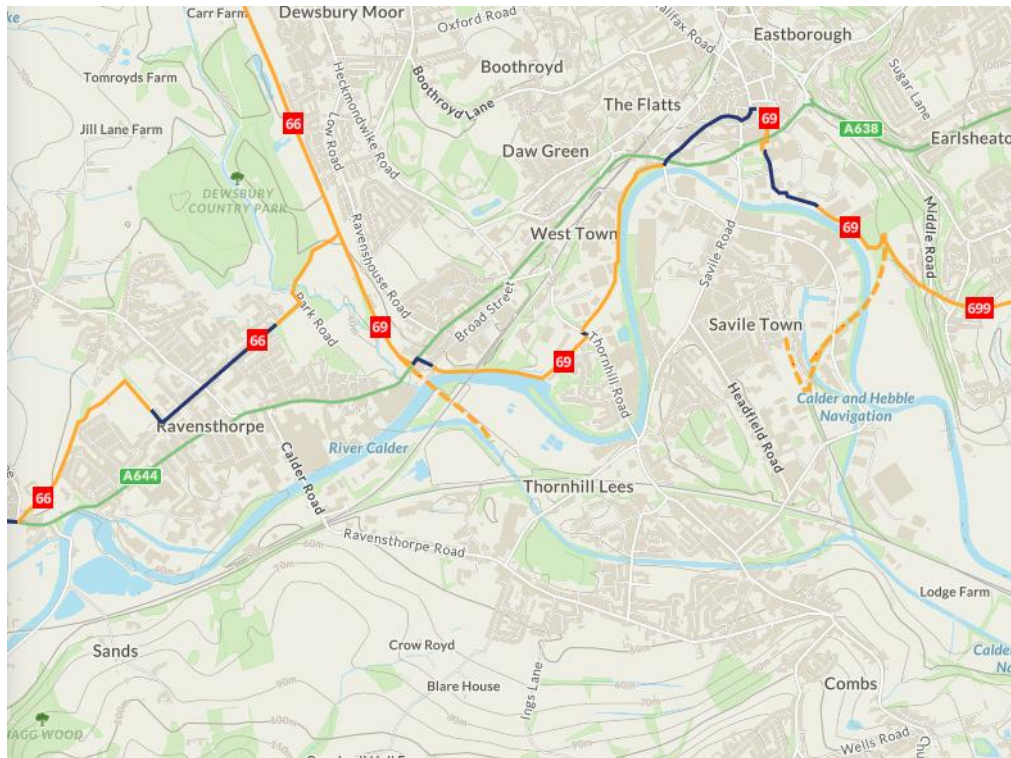
The propensity to walk is influenced not only by distance, but also by the quality of the walking experience. A 20-minute walk alongside a busy highway can seem endless, yet in a rich and stimulating street, such as in a town centre, it can pass without noticing. Residential areas can offer a pleasant walking experience if good quality landscaping, gardens or interesting architecture are present.

- 3.8.6 The local area is generally defined by residential and employment land uses, with the railway and River Calder forming strategic corridors to the west of the site. The local area can reasonable be described as suitable for pedestrians.
- 3.8.7 It is reasonable to conclude that there is appropriate provision for pedestrians within the local area.

3.9 ACCESS BY CYCLE

- 3.9.1 It is widely recognised that cycling offers an attractive alternative to short car trips, particularly those under 5km, but also as part of longer journeys by public transport. Figure 6.2, Appendix A, shows the 3km, 4km and 5km cycle isochrones.
- 3.9.2 All destinations within a reasonable walking distance of the site are also within a reasonable cycling distance.
- 3.9.3 The nearest strategic cycle route to the site is Route 69, shown on the Sustrans map as follows:

Extract 6.2 Sustrans Map



- 3.9.4 It can be seen that Route 69 provides routes towards Dewsbury, however does not connect directly to the site or Ravensthorpe Road.
- 3.9.5 As such, cyclists within the local area are generally required to utilise the carriageway.
- 3.9.6 It is reasonable to conclude that cycling is a viable and attractive mode of transport for future residents of the site.

3.10 ACCESS BY BUS

- 3.10.1 The nearest bus stops to the site are located on Ouzelwell Lane and Ouzelwell Road, both to the east of the development. The bus stops are served by routes 230/ 230A. The bus timetables for these routes are attached at Appendix B. The routes provides direct links to Dewsbury and Grange Moor.
- 3.10.2 The travel time from Ouzelwell Road to Dewsbury is around 14 minutes. The travel time from Ouzelwell Road to Grange Moor is around 22 minutes.
- 3.10.3 Monday to Friday The first bus from Ouzelwell Road is at 06:32am (towards Grange Moor) and 07:20 (towards Dewsbury).
- 3.10.4 Route 230/ 230A provides an approximate daytime hourly service until 16:33 (towards Grange Moor) and 18:28 (towards Dewsbury).
- 3.10.5 The route also operates on a Saturday on an approximate hourly daytime service from 07:34 to 15:34 (towards Grange Moor) and 08:24 to 18:29 (towards Dewsbury).
- 3.10.6 The existing bus services provide access between the development site and Dewsbury on an approximate hourly daytime basis Monday to Saturday. The times that the buses cover include the typical working day, with the exception of a post 17:00 journey from Dewsbury towards Grange Moor.

- 3.10.7 There is potential for the existing bus service operating period to be extended as the wider Dewsbury Riverside scheme progresses to provide a later return journey between Dewsbury and the site to accommodate the needs of those working typical 09:00 to 17:00 working patterns.
- 3.10.8 Notwithstanding this, there appears to be suitable bus access between the site and Dewsbury/ Grange Moor as the initial phase of development is built out, given the access to the rail station discussed below.
- 3.10.9 In addition to route 230/ 230A, Service AL4 operates along Leeds Hall Road and Forge Lane, passing the site. The service connects local area to St Paulinus School and St John Fisher School/ Westborough High School. The travel time from Leeds Hall Road to St John Fisher School is around 15 minutes.

3.11 RAIL

- 3.11.1 The nearest railway station to the site is Ravensthorpe, located to the west of the railway lines, accessed from Calder Road. Most areas of the phase 1 development are located within 800m of the railway station, which could be seen as attractive for some.
- 3.11.2 Ravensthorpe train station provides direct services towards Leeds and Huddersfield on an approximate hourly daytime service. The first service operates at around 06:06am and the last service at 11:57pm.
- 3.11.3 The travel time from Ravensthorpe to Dewsbury is around three minutes. With services extending across the majority of the day and well into the evening, the rail station provides direct and quick connections into Dewsbury, supplementing the bus services which are also available close to the site.
- 3.11.4 The travel time to Leeds is around 28 minutes and to Huddersfield is around 15 minutes. The train station provides significant opportunity to access major conurbations by public transport within a short journey time.
- 3.11.5 An additional, less frequent, service is also available directly between Ravensthorpe and Manchester approximately twice per day in each direction. Using the direct service, Manchester can be accessed in around an hour. The typical daytime access time to Manchester with one change is between 51 minutes and 1 hour 1 minute.
- 3.11.6 There is significant opportunity to utilise the train to access Dewsbury, Huddersfield and Leeds, as well as regional destinations further afield including Manchester, from the Ravensthorpe train station.
- 3.11.7 The location of the train station to the site is such that the daytime and evening economy in Dewsbury, Huddersfield and Leeds can be accessed utilising public transport.
- 3.11.8 It is reasonable to conclude that public transport is a viable and attractive mode of transport for future residents of the site.

4. WHY WE TRAVEL

4.1 INTRODUCTION

- 4.1.1 Chapter 3 has set out the current mode share the local area and reviewed the sustainable travel options which would be available to residents.
- 4.1.2 The key purposes for residents of a housing development to need to travel fall into five general categories, these are:
- Education;
 - Employment;
 - Healthcare;
 - Leisure; and
 - Shopping.
- 4.1.3 A review has been undertaken of the availability of these facilities and the range of transport modes which are available to be used to access.

4.2 EDUCATION

- 4.2.1 The nearest school to the site is Ravenshall School, immediately adjacent to the site and accessed via Ravensthorpe Road. The school could be accessed on foot or cycle via the internal route networks within the site.
- 4.2.2 The site is well located to provide access to primary school education by sustainable travel modes, particularly on foot.
- 4.2.3 Secondary education, including St John Fisher and Westborough High School can be accessed by bus, utilising route AL4 which passes the site.
- 4.2.4 For tertiary education, bus and rail services provide access to Dewsbury, Leeds and Huddersfield within a short travel time and, also, Manchester (in around an hour).
- 4.2.5 The site is well-located for sustainable access to educational facilities, including on foot to the adjacent Ravenshall School and by public transport to secondary and tertiary education.

4.3 EMPLOYMENT

- 4.3.1 In addition to the employment opportunities discussed in this section, the destinations discussed throughout this chapter provide the opportunity for employment, such as schools.
- 4.3.2 The site is located close to major employment areas within Dewsbury, including the extensive employment land uses located between the railway line and Huddersfield Road (to the west of the site) and the extensive riverside employment developments of Dewsbury which are located to the north and south of the River Calder.
- 4.3.3 The majority of these locations are within 2km of the site, which is considered to be a reasonable walking distance.
- 4.3.4 Dewsbury town centre is located just in excess of 2km from the site, which could be considered to be walkable by some. The more common modes of transport to access Dewsbury and areas at around 2km, and beyond, is via cycle or public transport.
- 4.3.5 The site is well-located for sustainable access to employment facilities, including on foot within the local area and at major destinations including Dewsbury, Huddersfield and Leeds via a short public transport journey.

4.4 HEALTHCARE

- 4.4.1 The nearest health centre to the site is Ravensthorpe Health Centre, located around 1km to the west of the development along Calder Road. The health centre is within a reasonable walking distance for many and a reasonable cycle distance for most.
- 4.4.2 The nearest dental care to the site is Dewsbury Dental Care, located around 2km to the north of the site in Savile Town. The dentist is located on the route of bus service 230/ 230A and is accessible by bus from the site.
- 4.4.3 Additional primary health services are available within Dewsbury itself, accessible via bus or rail from the site.
- 4.4.4 The site is well-located for sustainable access to primary healthcare.

4.5 LEISURE

- 4.5.1 Leisure takes many forms, including both informal and formal activities. Within the proposed development site there are a number of areas of public open space proposed, which provide the opportunity for a wide range of informal leisure activities, including walking, jogging, running, games and outdoor exercising.
- 4.5.2 The site is also located within a rural setting towards the south, with the active travel networks discussed in Section 6.6 forming part of the site, providing access to these areas.
- 4.5.3 In addition, there will be a number of local interest groups available within the local area for specific hobbies and interests.
- 4.5.4 Dewsbury leisure centre is located in the centre of Dewsbury, opposite the bus station. The leisure centre provides access to formal leisure activities and can be accessed by public transport (with the Dewsbury station located within 400m of the leisure centre).
- 4.5.5 Dewsbury leisure centre benefit from around 70 classes per week, 3 dedicated studios, a gym, pool and cycle studio.
- 4.5.6 For evening-economy leisure, the bus and train station provide combined access throughout the day and evening to the full-range of activities that are available in major towns and cities including Dewsbury, Huddersfield and Leeds.
- 4.5.7 The site is well- located for sustainable access to leisure facilities.

4.6 SHOPPING

- 4.6.1 The nearest major retail destination to the development is Ravensthorpe Shopping Park, located around 1.2km from the site along Calder Road. The shopping park is accessible on foot or by cycle from the site and includes, predominantly, comparison shopping goods.
- 4.6.2 The nearest major foodstore to the site is Asda, located on Mill Street West, around 2km north of the site. The foodstore is located on bus route 320/ 320A. Whilst the foodstore is located to the south of the river, the town centre is well-connected to the site via three bridges, making the foodstore also accessible from the town centre.
- 4.6.3 The town and city centres of Dewsbury, Huddersfield and Leeds are all within a reasonable public transport journey of the site.
- 4.6.4 The site is well-located for sustainable access to shopping facilities.

5. OBJECTIVES AND TARGETS

5.1 INTRODUCTION

- 5.1.1 The overall strategy for the Travel Plan has been set out in Chapter 1.
- 5.1.2 This residential Travel Plan shall, by containing appropriate measures, help to improve the environment by seeking to reduce the number of trips made to and from the development by the private car.
- 5.1.3 All residents shall be made aware of the measures included within the Travel Plan in order that positive benefits can be delivered and the number of trips undertaken by public transport, walking or cycling are increased.
- 5.1.4 In order to ensure that the measures contained within the Travel Plan are capable of delivering a sustainable travel demand pattern for the development it is important to identify some key objectives for the residential land use.
- 5.1.5 This chapter provides specific details on the objectives that will be set at the site and the targets.

5.2 TRAVEL PLAN OBJECTIVES

- 5.2.1 The overall objectives for the development are:
- Promoting walking, cycling and public transport as the primary modes of travel;
 - To deliver mode shift from car journeys to alternative modes including multi-occupancy vehicle trips;
 - To reduce vehicle emissions through the take up of alternative transport modes; and
 - To deliver education and promotion of walking and cycling as options for a healthier lifestyle.

5.3 TRAVEL PLAN TARGET

- 5.3.1 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. Any targets set for the Travel Plan will need to be 'SMART' i.e. they must be:-
- Site-specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time related.
- 5.3.2 In order to provide a set of Site specific targets indicative modal split targets have been produced for the development. These would need to be reviewed once actual mode share information was available from travel surveys.
- 5.3.3 Table 3.1 set out the existing mode share locally.
- 5.3.4 The mode share statistics do not include local trips in to Dewsbury and the local area for leisure, shopping or school trips. A significant proportion of those trips are likely to be undertaken by active travel modes, however not show up in the workplace travel data statistics.
- 5.3.5 The target of this Travel Plan is to influence behaviour such that:

- Single occupancy car trips are reduced and minimised as much as possible; and
- Access to the site by all other modes, particularly walking, cycling and public transport is promoted, encouraged and enhanced.

5.3.6 The mode split target proposed for this site is set out below:

Table 5.1 Mode Share Targets

Mode	Baseline	Low Target (5%)	Aim (7%)	Stretch Target (10%)
Sustainable Travel Modes	43%	45%	46%	47%
Private Car	57%	55%	54%	53%

5.3.7 The minimum target is 5%, with an aim of 7% and a stretch target of 10%. The Travel Plan is to be monitored annually against the targets and additional measures agreed, should the projection be that the 'aim' target may not be met in five years from first occupation.

6. ROLES AND RESPONSIBILITIES

6.1 INTRODUCTION

- 6.1.1 An important aspect of a successful TP 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.

6.2 TRAVEL PLAN CO-ORDINATOR

- 6.2.1 The developer will appoint a Travel Plan Co-ordinator for the development. The Travel Plan Co-ordinator and monitors will be in place 3 months prior to first occupation and retained for a period of five years, or until the sales on the site are completed, whichever is the latter. Following this, the role will be offered to the residents.

- 6.2.2 The appointed Travel Plan Co-ordinator will support the aims of the Travel Plan, as set out in the Chapter 1 Overall Strategy.

- 6.2.3 Prior to the commencement of the initial marketing of the residential units the Travel Plan Co-ordinator shall be appointed and acquire all relevant supporting information required and review the overall content of the document to ensure its currency and relevance.

- 6.2.4 Advancements in internet access, including via portable devices, means that the appropriate form of information for most travel modes will be the provision of appropriate weblinks. By providing weblinks, as opposed to physical/ printed media, there is significantly less risk that information will be out of date and, also, potential route alterations on a temporary or permanent basis are likely to be highlighted by accessing the most up to date information on the internet. Appropriate information will be included within the Travel Leaflet for residents.

- 6.2.5 The duties of the Travel Plan Co-ordinator will include:

- Acting as a single point of contact for all transport, access and travel related issues for the residential units within the development;
- Obtaining and providing residents with up to date details of information relating to access to the site via sustainable modes, including the provision of weblinks;
- Conducting baseline surveys of the residents;
- Undertake annual surveys and monitoring review report;
- Reviewing the Travel Plan;
- Liaison with the highway authority, Bus operators and other key stakeholders;
- Ensuring that a Sustainable Travel Leaflet is provided within the residential marketing information packs sent out to potential buyers/tenants as well as providing details of the site's accessibility by sustainable modes within any newsletters; and
- Ensuring that a copy of the Travel Plan is available to all new residents on request.

- 6.2.6 Until the formal appointment of a Travel Plan Co-ordinator, the Interim Travel Plan Co-ordinator will be **David Sagstad (Development Planning Limited)** with contact details **01924 680 000/ info@devplanning.co.uk** .

- 6.2.7 The name and contact details of the new co-ordinator are to be included on the travel website. Any change of Travel Plan Co-ordinator should be notified to the council and/ or updated on the travel website within one week of the new co-ordinator being in role.

- 6.2.8 The key stakeholders in this Travel Plan will include:

- KMDC;
- Site purchasers; and

- The highway authority.

6.3 RESIDENTS TRAVEL GROUP

- 6.3.1 Six months prior to the end of the formal period of the Travel Plan that has been delivered by the Travel Plan Co-ordinator, the Travel Plan Co-ordinator will set up a series of meetings with residents to form a Residents Travel Group.
- 6.3.2 Whilst the group will be voluntary in nature, there are likely to be residents with particular interests in active travel and/ or sustainable travel. The Travel Plan Co-ordinator will provide a detailed briefing and role description for the Residents Travel Group and access to the reporting and documentation that has been produced within the formal period of the Travel Plan.

7. MEASURES AND ACTION PLAN

7.1 INTRODUCTION

7.1.1 This chapter sets out the measures proposed to influence travel behaviour, such that:

- Single occupancy car trips are reduced and minimised as much as possible; and
- Access to the site by all other modes, particularly walking, cycling and public transport is promoted, encouraged and enhanced.

7.2 CAR SHARING

7.2.1 The website <https://www.bradford.gov.uk/asp/wycarshare/index.asp> will be promoted by the Travel Plan Co-ordinator to all residents as a database for potential car sharers, as well as being included within the 'Travel Plan Leaflet' for residents. This website contains details of people who share the same or similar journeys and therefore maximises the opportunity for potential matches to be made. Car sharing helps to reduce single person car trips, and is more sustainable and cheaper. Furthermore it reduces environmental pollution, traffic and congestion.

7.3 SCHOOL TRAVEL

7.3.1 The responsibility for obtaining the most up to date information regarding local schools rests with the Travel Plan Co-ordinator. This package of information will include school location, distance from the Site, appropriate safe pedestrian/cycle routes to the school and details of public transport services.

7.3.2 To encourage sustainable transport to schools the Travel Plan Co-ordinator will investigate the possibility of setting up 'Walking Buses' groups.

7.3.3 The Travel Plan Co-ordinator will liaise with the highway authority to encourage cycling to school, scooter to school initiatives and school bus provision for the existing schools as well as walking buses.

7.4 PUBLIC TRANSPORT

7.4.1 Upon occupation, each unit on the site will be offered a one-week adult pass. The residents will be able to call upon these bus passes within the formal period of the Travel Plan.

7.4.2 It is accepted that not all residents may take the offer of the bus pass/ passes. Any unspent sums relating to the bus passes will be made available to the Residents Travel Group upon handover. The current equivalent is around £30 per unit that does not uptake the bus pass offer.

7.5 HOME DELIVERY SERVICES

7.5.1 The Travel Plan Co-ordinator will promote the use of home delivery/internet shopping services including providing details of local grocery stores and providing information on those which provide home delivery services. This measure will assist in reducing the need to travel for residents of the development.

7.6 PERSONALISED TRAVEL PLANNING

7.6.1 In addition to the implementation of the measures above it is also proposed that the Travel Plan Co-ordinator will provide personalised travel planning advice to new residents on request. This will include supplying all of the available information relating to travel by sustainable modes included in the Sustainable Travel Leaflet to residents and advising on alternative modes to the private car for a range of trips including journeys to work,

journeys to local schools and journeys to other local amenities etc. This will serve to re-enforce the objectives of the Travel Plan and raise awareness of the alternatives to the private car for a range of trips.

7.7 CYCLE PARKING

- 7.7.1 Provision will be made within the curtilage of each dwelling for a secure and covered long term cycle space. For dwellings with a garage, the dimensions of the garage will allow a cycle and car to be parked simultaneously.

7.8 ACTION PLAN

- 7.8.1 As with the Target, set out in Chapter 5, the Action Plan for the Travel Plan has also been set using SMART objectives. A summary of the range of transport-related measures are described in Table 7.1.

Table 7.1 SMART Action Plan

Measures	Objective	Timescales	Responsibility
Appoint Travel Plan Coordinator	Oversee and manage the Travel Plan	3 months prior to first occupation	Developer
Undertake initial travel surveys	To refine/ inform the Travel Plan targets	At 100 dwellings	Travel Plan Co-ordinator
Provide a long-term cycle parking space within the curtilage of each dwelling	To encourage cycling as a long-term travel choice	Prior to occupation of each dwelling	Developer
Offer each dwelling a bus taster ticket	To encourage the uptake of bus use	From first occupation until the formal role of the Travel Plan Co-ordinator ends	Travel Plan Co-ordinator
Agree Mode Split Targets	Ensure SMART objective is realistic	Within 6 weeks of initial travel surveys	Travel Plan Co-ordinator
Carry out travel plan monitoring	Establish residents travel patterns and monitor performance	Annually for the life of the Travel Plan	Travel Plan Co-ordinator
Provision of local cycle map and public transport information/ weblinks	To encourage cyclists and public transport users by raising awareness of travel options	On occupation	Travel Plan Co-ordinator
Promote health and financial benefits of walking and cycling within Travel Leaflet	To encourage walking and cycling	On occupation	Travel Plan Co-ordinator

Measures	Objective	Timescales	Responsibility
Produce Travel Leaflet and display/ distribute in sales office	To raise awareness of travel options	Prior to first occupation and for the duration that the sales office operates	Travel Plan Co-ordinator
Promote walk and cycle initiatives such as 'The Big Pedal'	To encourage school children to cycle to school	As appropriate	Travel Plan Co-ordinator
Promote Walkit.com	To encourage pedestrians	On occupation	Travel Plan Co-ordinator
Promote car share database	To encourage the use of car sharing	On occupation	Travel Plan Co-ordinator
Promote travel websites within the Travel Leaflet	To encourage travel by all sustainable travel modes, including access to the most up to date public transport timetables	On occupation	Travel Plan Co-ordinator
Promote Personalised Travel Planning	Influence sustainable journey planning prior to occupation, eg bus usage instead of car ownership	Prior to occupation	Travel Plan Co-ordinator
Provide contact details of local licensed taxi operators	Influence journey planning prior to habit being established when moving in	On occupation	Travel Plan Co-ordinator
Extend Travel Plan Co-ordinator role by 2 years if targets not met	To deliver additional measures towards the targets	Following initial formal role of Travel Plan Co-ordinator	Travel Plan Co-ordinator

8. IMPLEMENTATION AND COMMUNICATION

8.1 INTRODUCTION

- 8.1.1 This Travel Plan sets out the travel management obligations on the Developer and the appointed Travel Plan Co-ordinator,
- 8.1.2 The Travel Plan clarifies the role of the co-ordinator and sets out their responsibilities in terms of ensuring that the series of measures and initiatives identified, that will help to reduce the reliance on the private car, are delivered.

8.2 TRAVEL SURVEY

- 8.2.1 A critical element of the information gathering exercise for the Travel Plan is to carry out a questionnaire survey of the residents. This will provide details of individual circumstances, travel patterns and preferences etc. The survey also increases the residents' awareness of travel issues.
- 8.2.2 The Travel Plan Co-ordinator will survey the residents following 100th dwelling, around two years from opening.
- 8.2.3 The survey will be undertaken based upon the questionnaire contained at Appendix D.
- 8.2.4 The Travel Plan Co-ordinator shall collate the results of the survey and forward the information to the highway authority within 6 weeks of the surveys being undertaken.
- 8.2.5 A minimum of five annual travel surveys will be undertaken by the Travel Plan Co-ordinator prior to handing the role to the resident group.

8.3 IMPLEMENTATION

- 8.3.1 This Travel Plan clarifies the role of the co-ordinator and sets out their responsibilities in terms of ensuring that the series of measures and initiatives identified are delivered in order to help reduce the reliance on the private car and achieve the mode share target.
- 8.3.2 The action plan will be updated annually to set out a clear plan for the implementation of the Travel Plan measures.

8.4 COMMUNICATION

- 8.4.1 When raising awareness of the Travel Plan, consideration should be given to different groups that should be targeted i.e. as an initiative; fliers may be provided on buses for bus users or leaflet drops for car drivers to raise awareness.
- 8.4.2 Publicity material will include the following:
- Providing details of the site's accessibility by sustainable modes within any newsletters;
 - Ensuring that a sustainable Travel Leaflet is provided to all new residents;
 - Provision of a Sustainable Travel Information Leaflet;
 - Leaflets on sustainable travel to be displayed in the sales office / show home;
 - Cycle route and bus timetable information in Travel Leaflet; and
 - A travel plan email/newsletter – for example a leaflet detailing the launch of a new measure, the advantages of this and who to contact to find out more.
- 8.4.3 The highway authority and local bus operators should be contacted regarding the provision of appropriate leaflets, timetables and posters as they are able to provide these for letter drops.

- 8.4.4 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.
- 8.4.5 The Travel Plan Co-ordinator should consider membership of any local authority Travel Plan Network which may be established during the lifetime of the Travel Plan. Liaison with the local Travel Plan Officer will enable the co-ordinator to consider membership as appropriate organisations are formed.

8.5 MAINTAINING INTEREST AND BUDGET

- 8.5.1 In order for the Travel Plan co-ordinator to maintain interest in the Travel Plan there are a few key points that will help assist in ensuring that people are not discouraged. These are as follows:
- Ensure that measures implemented work, this will maintain confidence in the Travel Plan;
 - Ensure that there is regular communication to keep the Travel Plan issues in people's minds;
 - Easily contactable assistance will be available to seek to solve any problems they have in changing mode;
 - Make sure information provided is always up to date; and
 - Develop a successful feedback mechanism.
- 8.5.2 The developer will fund the Travel Plan Coordinator role. The travel plan co-ordinator will also be provided with a sufficient budget to implement the measures/actions identified within the Travel Plan.
- 8.5.3 An annual budget of £100.00 will be made available by the developer for marketing, production of leaflets and a prize draw for the surveys if response rates are not high enough. The funds will be made available on each anniversary of the appointment of the TPC for the duration that the sales office is operational.

9. MONITORING AND REVIEW

- 9.1.1 A successful Travel Plan must have an appropriate monitoring programme that measures success (and opportunities for improvement) and reinvigorates the process where necessary.
- 9.1.2 The initial objective of the travel plan is to achieve a mode split target as set out in Chapter 5 within the lifetime of the Travel Plan, or 5 years from initial occupation, whichever is the sooner.
- 9.1.3 Monitoring and reporting of the Travel plan will be undertaken by the developer's Travel Plan Co-ordinator for the duration that the sales centre remains operational, or a minimum of 5 years, after which the role of Travel Plan Co-ordinator and associated monitoring and reporting of the Travel Plan will be offered to the residents.
- 9.1.4 A critical element of the information gathering exercise for the Travel Plan is to carry out a travel survey of the residents. This will provide details of individual circumstances, travel patterns and preferences etc. The survey also increases the residents' awareness of travel issues. The key journey type to be monitored will be the travel to work, as this is the most appropriate to influence.
- 9.1.5 A full travel survey of all residents will take place two years from first occupation, at around 100 dwellings and annually thereafter.
- 9.1.6 The Travel Plan Co-ordinator shall collate the results of the survey, produce an annual monitoring report and forward the information to the highway authority within 6 weeks of the surveys being undertaken. The Travel Plan Co-ordinator shall agree the following items with the highway authority prior to implementation i.e. an action plan for the next 12 months:
- Any revised specific measures to reduce the numbers of car-borne trips;
 - The persons responsible for delivering the changed specific measures;
 - Review of the Travel Plan;
 - The target dates for the implementation of these measures; and
 - Any revisions to the modal split targets for the residents as a result of carrying out the baseline survey.
- 9.1.7 The monitoring report will also review the progress that has been achieved in implementing measures against the modal shift targets over the preceding twelve-month period. The progress made will be reported by the Travel Plan Co-ordinator to the relevant external organisations including employers within the vicinity of development, the highway authority, and public transport operators where appropriate.
- 9.1.8 Following the annual monitoring report the Travel Plan will be reviewed as appropriate and any further actions/measures will be identified and implemented to progress and if necessary improve the Travel Plan to meet objectives and targets. This review should be undertaken in consultation with the highway authority and any other relevant stakeholders. Potential secondary measures/actions could include the following:
- Arrange for a local cycle shop to provide a troubleshooting/maintenance day on selected weekends through the year. Promotion of this through marketing would be coordinated by the Travel Plan Co-ordinator;
 - Seek to arrange promotion for residents of a local cycle store. Promotion of this through marketing would be coordinated by the Travel Plan Co-ordinator; and
 - Seek to arrange a promotion for residents of a local running/sportswear store to try and increase the number of people walking to local services/ employment.

- 9.1.9 The exact measures to be delivered will depend upon where there is considered to be the greatest opportunity to maximise sustainable travel modes.
- 9.1.10 Should the Travel Plan targets not be met within the initial formal phase of the Travel Plan, the formal role will be extended by two years.

