



# Lady Ann Road, Batley

## Travel Plan

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# Quality Management

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## 1.0 Introduction

- 1.1.1 Paragon Highways have been appointed to prepare this Residential Travel Plan in support of a planning application for a residential development on an area of vacant land at Lady Ann Road, Soothill, Batley in the district of Kirklees. Appendix A shows the site location in relation to the local and regional highway network
- 1.1.2 The development will provide the local area with a total of sixty five dwelling houses made up of a variety of house styles served by the way of a new dedicated access point directly off Lady Ann Road.
- 1.1.3 The existing application site consists of a substantial area of open, overgrown grassland with large clusters of mature trees and shrubs.
- 1.1.4 The proposal area is bounded a selection of residential properties to the west with Lady Ann Business Park lying to the east. The whole of southern boundary is boarded by Lady Ann Road with a Definitive Public Right of Way, namely BAT/20/20 to the north linking Howley Street with Lady Ann Road.
- 1.1.5 Lady Ann Road also carries the route of a recognised watercourse, namely Howley Beck which runs generally north to south, lying to the back of the footway.
- 1.1.6 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 measures 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.
- 1.1.7 The location of the site in the significant town of Batley lies within close proximity of transport services, local shops, schools and employment opportunities for residents of the new development site, provides the opportunity to formulate a robust Travel Plan to increase sustainable travel choices and provide a development accessible to all.

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## 2.0 Objectives

2.1.1 This residential Travel Plan has been produced in accordance with both Central and Local Government guidance relating to Travel Plans. The Travel Plan is focused on the future occupiers of the proposed development. The specific measures will help to provide a focused 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 local and national level which the implementation of the Travel Plan is intended to help fulfil. These include:

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

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### **3.0 Development Proposals**

#### **3.1.1 Proposed Development**

3.1.2 The proposals are for the construction of a residential development comprising of sixty-five dwelling houses with designated access road, landscaping and children's play area.

3.1.3 Drainage, lighting and hard surfacing will be provided as part of the works and each unit will have parking provided in accordance with Kirklees Council's requirements.

3.1.4 The internal road layout and junction with the highway network will be designed in accordance with Government Guidance within Manual for Streets 1 & 2 and the Council's highway guidance.

3.1.5 A copy of the proposed site layout plan can be found at Appendix B.

#### **3.1.6 Access**

3.1.7 A new vehicular access point will be created to serve the residential development via a priority junction arrangement served directly off Lady Ann Road. Adequate visibility splays will be provided in accordance with the Council's design guidance.

3.1.8 The internal road layout, drainage, street lighting and footways will be provided in general accordance with Kirklees Councils current Highway Guidance.

#### **3.1.9 Parking Provision**

3.1.10 The parking proposals generally comply with the suggested provision contained within Kirklees Council's Highway Design Guide. Parking and turning spaces are to be provided to allow all vehicles to enter and exit the site in a forward gear.

3.1.11 Given the above, the parking provision for the development is therefore considered appropriate.

3.1.12 The developer is also committed to providing charging points for electric vehicles to ensure that if private car journeys are necessary, then there is the opportunity for these trips to be made by electric vehicles.

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3.1.13 Electric vehicle charging points will be installed in accordance with current guidance to promote sustainable transport by encouraging low carbon and ultra-low emission forms of transport with the settings and requirements to be discussed with the LPA.

**3.1.14 Pedestrian and Cycle Provision**

3.1.15 Footways and street lighting will be provided to an appropriate standard to aid those travelling on foot to link safely with the local footway network.

3.1.16 Secure cycle parking will be provided within the curtilage of each unit as part of the development, either within garages or a storage facility/shed within the rear garden area.

**3.1.17 Servicing**

3.1.18 The proposed layout will provide internal turning facilities to allow a Kirklees specification refuse vehicle or fire appliance to enter and exit the site in a forward gear as necessary.

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## 4.0 Travel Plans

4.1.1 A Travel Plan (TP) is typically a package of practical measures to encourage residents and potentially their visitors to choose an alternative to single occupancy car use, and to reduce the need to travel in connection with their work or for recreational, shopping or leisure purposes.

4.1.2 The TP should be tailored to a specific site and include a range of measures which will make a positive impact at that site, such as setting up a car sharing scheme, providing cycle facilities, restraining car parking or providing high speed broadband to allow working from home to reduce business travel / journeys to work. The purpose is to make the more sustainable transport modes safe and practical and therefore attractive to residents.

### 4.1.3 The Benefits of a Travel Plan

4.1.4 The effects of travel choices on the environment, our health and 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.

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

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

4.1.7 The table on the subsequent page summarises some of the benefits of implementing a TP at the new development and indicates who will benefit.

Benefit	Residents / Visitors	Community / Environment
Cost savings	√	
Healthier lifestyle	√	
Improved site access	√	√
Reduce congestion	√	√
Time savings	√	√
Improved quality of life	√	√
Reduced stress	√	
Improved local air quality		√
Reduced noise		√

4.1.8 TPs produce indirect but significant benefits, such as improving the punctuality of people attending work. Residents who cycle or walk to and from the development will promote a healthier lifestyle. By having a TP, the developer will demonstrate a more responsible and caring attitude towards residents and the local community.

#### **4.1.9 Transport Policy**

4.1.10 When considering transport policy compliance for planning applications, the main thrust of local, regional and national policy is that new development 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 policy objectives. Further details of the relevant policy documents are set out below.

#### **4.1.11 National Travel Planning Guidance**

4.1.12 The research carried out by the Department for Transport and published in their report, "Smarter Choice, Changing The Way We Travel" suggests that a reduction of 10 – 15% of driver-only trips can be achieved by the provision of effective and practicable measures included within a Travel Plan. This research was based upon destination

travel plans which are designed to reduce car use to a particular destination, such as a workplace, school or leisure development rather than from a residential development.

4.1.13 To address this, the Department for Transport document named Making Residential Travel Plans Work: Good Practice Guidelines has been published. This document recognises that residential travel plans differ from destination travel plans such as that residents will have more varied journey patterns with multiple destinations, whereas the latter will only deal with a single journey purpose. It also recognises that, depending on location, a residential Travel Plan might not achieve the same level of reduction in driver-only trips on its own but may do in combination with the gradual introduction of destination travel plans and travel policies elsewhere.

**4.1.14 National Planning Policy Framework – Promoting Sustainable Transport**

4.1.15 The National Planning Policy Framework was first published in March 2012 and was updated most recently in July 2021. The framework sets out the Government's planning policies for England and how these are expected to be applied. It recommends that new 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 severe. Within this context, applications for development with regards to Transport should:

Considerations	Proposals
Give priority first to pedestrians and cycle movements both within the scheme and the surrounding neighbourhood	Cycle parking facilities are proposed, and footways are proposed to aid pedestrian access into the site
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	On-site parking will be provided for residents as part of the development proposals
Allow for the efficient delivery of goods, and access by service and emergency vehicles	The site access and proposed turning areas will allow for safe access in the locality
Include within the design for the charging of plug-in and ultra-low emission vehicles in safe and convenient locations	Charging points for plug-in vehicles will be provided as part of the overall parking scheme

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4.1.16 Paragraph 113 of the NPPF states, "All developments that will generate significant amounts of movement should be required to provide a Travel Plan, and the application should be supported by a Transport Statement or Transport Assessment so that the likely impacts of the proposals can be assessed."

#### **4.1.17 Local Transport Plan**

4.1.18 The current Local Transport Plan is the third West Yorkshire Local Transport Plan (LTP3) which covers the periods of 2011 to 2026. The key objectives of the LTP3 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

4.1.19 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 dependency on private cars. With regards to cycling provision within development proposals, the WYCS seeks to ensure new development 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.

4.1.20 The LTP also sets out a bus strategy in West Yorkshire and seeks to increase patronage for all categories of bus passenger, encouraging a modal shift towards sustainable travel modes and away from the car.

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**4.1.21 Kirklees Local Plan**

4.1.22 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: Strategic Transport Infrastructure – The Council is committed to ensuring that all new developments have safe and convenient access to the West Yorkshire Key Route Network
- 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
- Policy LP21: Highways and Access – Proposals shall demonstrate that they can accommodate sustainable modes of transport and be accessed effectively and safely by all users

4.1.23 It is considered that this site is generally in compliance with local, regional and national transport policies due to the sustainable location of the site with facilities for travel using modes other than single occupancy car trips.

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## **5.0 Accessibility**

### **5.1.1 Introduction**

5.1.2 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 local highway network within the vicinity of the development site.

5.1.3 The developer is highly committed to providing a development that is accessible to all residents. 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 to achieve this objective and provide secure, safe and convenient links to the existing network are provided in the following paragraphs.

### **5.1.4 Site Location / Local Facilities**

5.1.5 The application site currently consists of an area of vacant grassland located off Lady Ann Road positioned approximately 1.5km to the north east of the substantial market town of Batley, in the county of West Yorkshire.

5.1.6 Lady Ann Road commences to the south of the site at its junction with Soothill Lane (B6124) continuing in a predominately north easterly direction allowing links to several businesses, individually served properties and side road junctions. The carriageway measures approximately 4.6 metres in width with suitable footway provision to both sides, and contains a series of appropriate street lighting.

### **5.1.7 Walking**

5.1.8 The former guidance within PPG 13: Transport stated that, "Walking is the most important mode of travel at the local level and offers the greatest opportunity to replace short car trips, particularly those under 2km."

5.1.9 The catchment plan at Appendix A shows the settlements within walking distance of the site.

5.1.10 This catchment includes the settlements of Batley, Soothill, Lower Soothill, Hanging Heaton, Chidswell, and Carlinghow

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- 5.1.11 The application site is placed in a sustainable location based upon its accessibility to the town centre, access to public transport services and local facilities. There is suitable footway provision in the vicinity of the site leading to local fare stages and rail station which can be utilised by both residents and visitors.
- 5.1.12 Numerous services and amenities are within walking distance of the proposed development offering a large high street supermarket, butchers, bank, a host of hot and cold food outlets, cafes and post office.
- 5.1.13 Primary health care facilities are also readily available in the form of GP surgery, pharmacy and dentist.
- 5.1.14 There are several small and large scale businesses and industrial areas lying within walking distance of the site which could present potential employment opportunities for new residents.
- 5.1.15 The site has excellent access to the local footpath network being within close proximity of a definitive footpath link.
- 5.1.16 Batley Public Footpath – BAT/20/20 offers good elements of traffic free routes around the immediate area of the proposal, whilst linking into the neighbouring footpath network of Morley, with Public Footpath – MOR/96/10.
- 5.1.17 As such, it can be seen that the site is well placed in relation to the public footway and footpath network. This provides residents and visitors with the opportunity to access local amenities on foot.
- 5.1.18 Cycling**
- 5.1.19 With regard to cycling, the former guidance within 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 A shows the 5km cycle catchment area from the site.
- 5.1.20 This catchment includes the settlements of Morley, Birstall, Heckmondwike and Dewsbury, along with significant areas of Ossett and Tingley. All of these locations have significant levels of commercial and service centre areas, providing existing potential for residents to cycle from their homes.

5.1.21 Rail services are readily available within the recommended cycling and walking catchment in the form of Batley rail station which offers good forms of cycle storage allowing residents the potential for multi modal journeys.

**5.1.22 Public Transport**

5.1.23 The site is well located in terms public transport facilities with the closest flag/pole bus stop with timetable case, situated directly to the site frontage on Lady Ann Road with further available fare stages to the south.

5.1.24 Further details regarding the services available from these local fare stages can be found in the table below.

Service No	From – To	Frequency Mon – Sat	Late evenings and Sundays
<b>212</b>	Dewsbury – Dewsbury Hospital – Batley – Woodkirk - Kirkhamgate – Flanshaw - Wakefield	60 mins	120 mins

**Table 1 – Bus Services**

5.1.25 As can be identified from the table placed above, there is one bus service that operates regularly, providing access to many local settlements and towns along with the large city of Wakefield with these locations also provide access to further bus and rail services.

5.1.26 This level of service is regarded as suitable given the location of the site.

5.1.27 In addition, educational transport connections are available from the fare stages accessible along Soothill Lane (B6124). The services offered from these bus stops allow excellent services to St John Fishers School, St Paulinus School together access to Tingley/Woodkirk Academy.

5.1.28 Therefore, it is considered that these bus services will provide a generally suitable alternative to the private car in line with current Government directives.

5.1.29 There are rail services readily available from Batley rail station placed to the south of the site on Upper Station Road within the recommended cycling distance of 5km from the development site.

Route	Monday to Saturday frequency		Sunday frequency
	Daytime	Late evening	
Huddersfield – Deighton – Mirfield – Ravensthorpe – Dewsbury – Morley – Cottingley – Leeds	60 mins	60 mins	120 mins
Hebden Bridge – Mytholmroyd – Sowerby Bridge – Brighouse – Mirfield – Dewsbury – Morley – Leeds	30 mins	60 mins	120 / 180 mins

**Table 2 – Train Services**

5.1.30 The service operates on the Huddersfield line and as can be seen from the above, offers frequent services to the large towns of Huddersfield and Dewsbury along with the city of Leeds. These accessible destinations and their stations open up links to the wider rail network.

5.1.31 Batley rail station has the welcome addition of a on site car park and good forms of cycle storage facilities, offering further opportunities for residents to use multi modal forms of travel.

5.1.32 Therefore, it is considered that this railway station will provide a generally suitable alternative to the private car in line with current Government directives.

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## **6.0 Transport Impact**

### **6.1.1 Travel Questionnaire**

6.1.2 To provide a focused 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' travel characteristics when they move to the site. A copy of the sample travel questionnaire is included at Appendix C.

### **6.1.3 Traffic Impact**

6.1.4 The traffic impact of the development has been fully considered as part of the revised Transport Statement.

6.1.5 The Transport Statement that accompanied the planning application determined that the predicted traffic generated by the development can be easily accommodated on the local network and will not significantly add to any local congestion.

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## **7.0 Travel Plan Initiatives**

7.1.1 The following paragraphs detail both 'hard' (physical infrastructure improvements) and 'soft' (management measures) initiatives that will be used to reduce reliance on the private car and promote more sustainable travel choices.

7.1.2 The following paragraphs will first detail the physical infrastructure measures that will be implemented in this development proposal. Details of the 'soft' management measures that will be used are then provided.

### **7.1.3 Infrastructure Improvements**

#### **7.1.4 Proposed Improvements to Increase Pedestrian Usage**

7.1.5 The site layout will provide safe and convenient access for pedestrians to link to the footways / public footpath network in the immediate area. Appropriate levels of lighting will also be provided along pedestrian routes within the site.

#### **7.1.6 Proposed Improvements to Increase Cycle Usage**

7.1.7 Safe and convenient access through the site for cyclists will be provided. Links to the local highway network to provide access for pedestrians and cyclists is also proposed.

7.1.8 Cycle parking will be available within the curtilage of each dwelling, either in garages or shed/storage structures in the rear gardens.

#### **7.1.9 'Soft' Measures**

7.1.10 '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 personalised travel plans, travel information packs and a dedicated website.

7.1.11 Travel information and initiatives will be promoted to all residents. This will be achievable via the Travel Information Welcome Pack and thereafter by producing a dedicated website. This activity will need to be coordinated properly by a nominated company or individual.

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**7.1.12 Travel Plan Co-ordinator**

- 7.1.13 To deliver the 'soft' measures it will be necessary for a Travel Plan Coordinator (TPC) to be appointed to implement the measures. This appointment will be made prior to the marketing of the residential units and will continue for up to 5 years after full occupation of the site. Full occupation is defined as when 95% of the dwellings have been occupied for the first time.
- 7.1.14 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.
- 7.1.15 The TPC will coordinate all initiatives for the development in liaison with the Council's Travel Plan Officer, including monitoring and reporting via the annual travel survey. They will also act as the main point of contact for all organisations outside the development site.
- 7.1.16 One of the first tasks of the TPC on their appointment will be to ensure their contact details are included in the marketing suite for the development, 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.
- 7.1.17 The TPC will promote each form of sustainable travel in the following ways.

**7.1.18 Initiatives to Promote Walking**

- 7.1.19 The health, environmental and financial benefits of walking will be promoted to 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 to relay any concerns about the local footway network, accessibility and personal safety issues. The TPC will also promote walk buddying if requested.
- 7.1.20 Information in respect of walking routes to the site will be made available to residents and visitors. This information will be included in maps to be produced and made

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available in the Travel Information Welcome Pack and thereafter through the dedicated website.

#### **7.1.21 Measures to Promote and Facilitate Cycling**

7.1.22 The TPC will promote cycling to work, particularly for those residents who work within a 5km radius of the site. The health, environmental and other benefits of cycling will be promoted by the TPC to residents. If viable, a Bike User Group (BUG) and forum will be set up to allow the sharing of tips and concerns regarding cycling in the area. 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. The provisions of a spares and tools box to assist with onsite repairs while the marketing/sales suite is onsite will be made available.

7.1.23 Information on the local cycle network routes will be made available to residents and visitors. This information will be included on maps to be produced and made available through the Travel Information Welcome Pack and thereafter through the dedicated website. Details of the Department for Transport / local Council cycling promotion and assistance initiatives will also be disseminated via these methods.

7.1.24 Those properties with a garage will have sufficient space to accommodate a bicycle. Residents with properties with frontage parking will be offered a shed to be placed in the rear garden to accommodate a bicycle.

#### **7.1.25 Measures to Promote Public Transport**

7.1.26 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 thereafter through the dedicated website.

7.1.27 The TPC will make arrangements to demonstrate to residents and visitors, if requested, how to access real-time bus information, to use the Journey Planner on West Yorkshire Metro's website and the 'your next bus' service available on mobile phones. Visitors will also be made aware of all the relevant websites administered to by public transport operators via the dedicated Travel Plan website.

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**7.1.28 Measures to Reduce Car Use**

7.1.29 Car sharing is a good means of reducing single occupancy car use. It represents a relatively convenient form of travel and significant potential exists to reduce the total private mileage of people travelling to work by implementing and publicising a formal scheme. This can be established by setting up a database of users available over the internet or via the development's WhatsApp group.

7.1.30 It is likely that 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 promotional and marketing material with specific reference to operating companies such as [www.wycarshare.com](http://www.wycarshare.com).

7.1.31 The developer is also committed to providing charging points for electric vehicles to ensure that if car journeys are necessary then they have the opportunity to be made by electric vehicles. To facilitate this, charging points for electric vehicles are to be provided with the requirements and settings to be discussed with the LPA.

**7.1.32 Measures for Residents**

7.1.33 On first occupation of each 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 fully aware of, will assist with a reduction in travel demand.

7.1.34 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 the nearest 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

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- Car parking arrangements
  - Car sharing and car club schemes
  - Local taxi services
  - How to obtain a MetroCard

7.1.35 The proposed travel plan initiatives are summarised in the following paragraphs.

### **7.1.36 Summary of Initiatives**

7.1.37 The site layout will provide safe and convenient access for pedestrians and cyclists to link to the footways adjacent to the public highway. Appropriate levels of lighting will be provided along the routes within the site. Links to the local highway network to provide access for pedestrians and cyclists are also proposed.

7.1.38 The TPC will coordinate all initiatives for the development in liaison with the Council's Travel Plan Officer, including the monitoring and reporting via the annual travel surveys. They will also act as main point of contact for all organisations outside the development.

7.1.39 The TPC will promote walking, cycling and the use of public transport. This information will be included on maps to be produced and made available in the Travel Information Welcome Pack and thereafter through the dedicated website. Initiatives such as a bike buddy scheme will be promoted and the TPC will liaise with the Council's Cycling Officer about such schemes and other area-wide initiatives. The provision of a spares and tools box to assist with onsite repairs if necessary while the marketing/sales suite is on site will also be provided.

7.1.40 Should the targets outlined in Section 8 not be met 5 years from the start of the monitoring period, it is suggested that the TPC role be extended by 12 months until the actual agreed targets are achieved. During this period, additional onsite modal surveys and data collection will be made and information obtained from residents to be forwarded to the Council's Travel Plan Officer for discussion and agreement.

## 8.0 Targets

- 8.1.1 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.
- 8.1.2 The Department for Transport published their report, “Smarter Choice, Changing The Way We Travel” which suggests that a reduction of 10 – 15% of driver-only trips can be achieved by the provision of effective and practical measures included within a Travel Plan. For a residential Travel Plan, a SMART target would be to seek a 5% reduction in single occupancy car trips over the life of the plan (5 years).
- 8.1.3 A commitment to specific targets is difficult to achieve at this stage. It is not considered possible to identify a true base level of travel behaviour until the development is 40% occupied and the initial travel questionnaire has been undertaken. However, indicative target have been identified to monitor the effects of a Travel Plan which can be found in the table provided immediately below.

Objective	Target	Base Year	Year 1	Year 3	Year 5	End Target
Private Car Use	Single occupancy car use	63%	-1%	-1%	-1%	58%
	Car sharers	7%	0.5%	0.5%	0.5%	9.5%
Accessibility	Public transport users	10%	0.3%	0.3%	0.3%	11.5%
Health and wellbeing	Cycling and walking	8%	0.5%	0.5%	0.5%	10.5%

**Table 3 – Initial Travel Plan Targets**

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## 9.0 Responsibility / Ownership

- 9.1.1 The applicant will be responsible for implementing the initial infrastructure measures detailed in this report. The applicant will be charged with appointing a Travel Plan Coordinator prior and this will be maintained whilst the site is being marketed/developed and for a minimum of 12 months after full (95%) occupation.
- 9.1.2 The Travel Plan will be implemented under the control of the TPC, who will work in conjunction with the Council's Travel Plan Officer, the local community and other interested parties for the continuing progression of the Travel Plan. The TPC will provide their contact details to the Council's Travel Plan Officer.
- 9.1.3 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 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.
- 9.1.4 The TPC will be provided with a 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 surveys, presenting the results and discussing targets with the Local Authority and relaying this information to all involved. The TPC will agree at the onset with the Council how the outcomes will be reviewed.

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## **10.0 Implementation**

- 10.1.1 The infrastructure provision outlined above will be carried out as part of the development of the site and will be incorporated into the site layout and design as necessary. These works will be completed prior to the full occupation of the development.
- 10.1.2 The TPC will carry out a survey of residents' travel characteristics once 40% of the plots have been occupied. Whilst the primary reason for the survey is to gather data on travel behaviour and to refine the initial targets, it will also be used to inform residents of the new site's aims and objectives regarding the Travel Plan and sustainable travel.
- 10.1.3 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 initiatives amongst residents. The results of this survey and the refined targets will be submitted to the Council for approval.
- 10.1.4 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.
- 10.1.5 As part of the marketing and communication campaign, the TPC will consider activities to coincide with national events such as Bike Week, TravelWise 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 for them.
- 10.1.6 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 (pedestrian, cycle, highway improvements)	Post-planning permission, prior to first occupation
Appointment of TPC	Prior to marketing of the residential units
Travel questionnaire	On 40% occupation (yearly thereafter)
'Soft' measures / promotional material	Prior to first occupation
Monitor and review	Annually
Action plan	Prepared at start of the year, implemented during that period

**Table 4 – Action Plan Framework**

---

## **11.0 Monitoring and Review**

11.1.1 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.

11.1.2 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 and visitors via leaflets, newsletters 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.

11.1.3 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 provided to the Local Authority within 1 month of completion. The survey results 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.

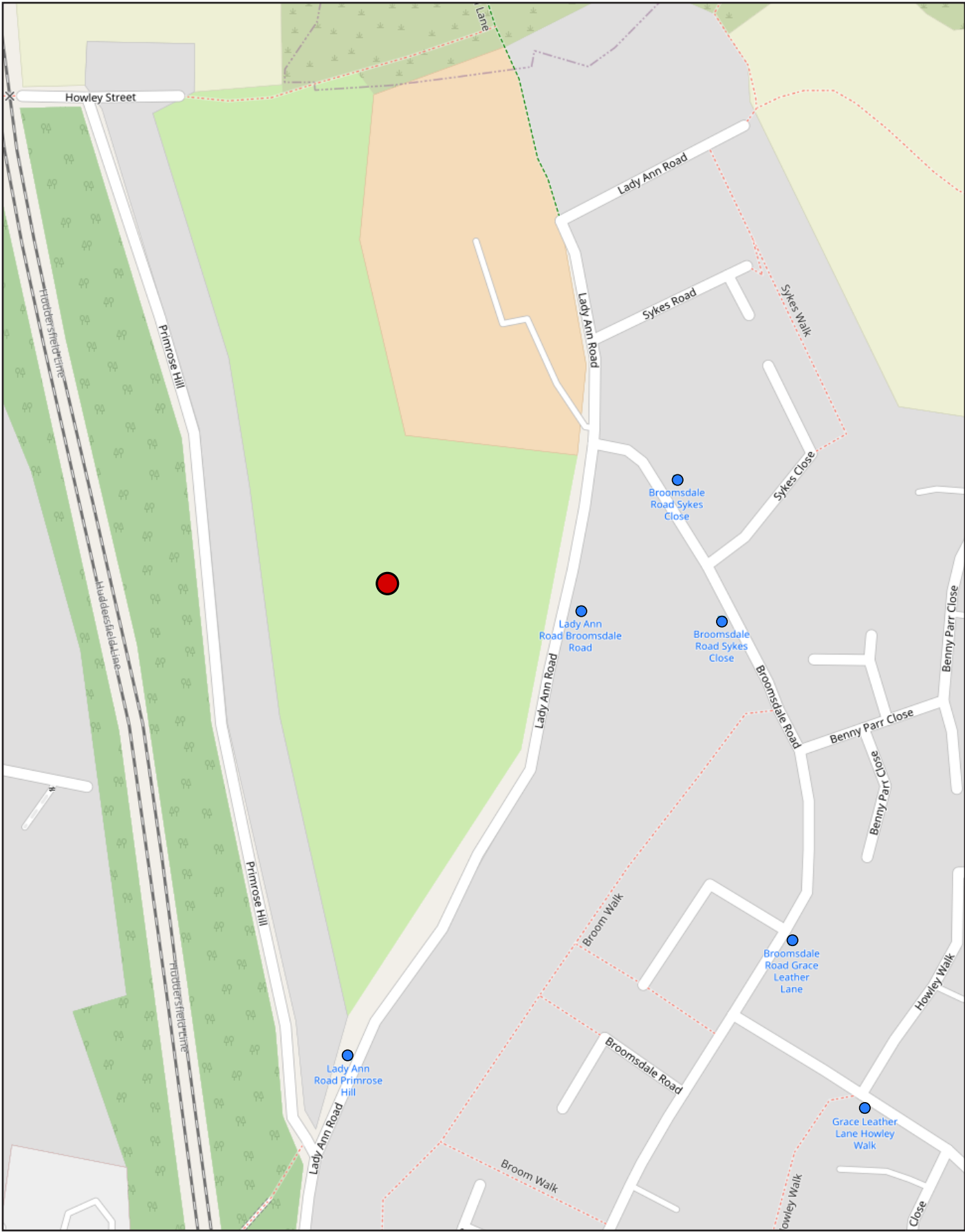
### **11.1.4 Review**

11.1.5 The TPC will then identify any 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 of the Council and will identify measures to improve on targets.

11.1.6 At this stage, it is difficult to identify what measures might be considered as these would be dependent upon 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 by a year for every year that the targets have not been met.

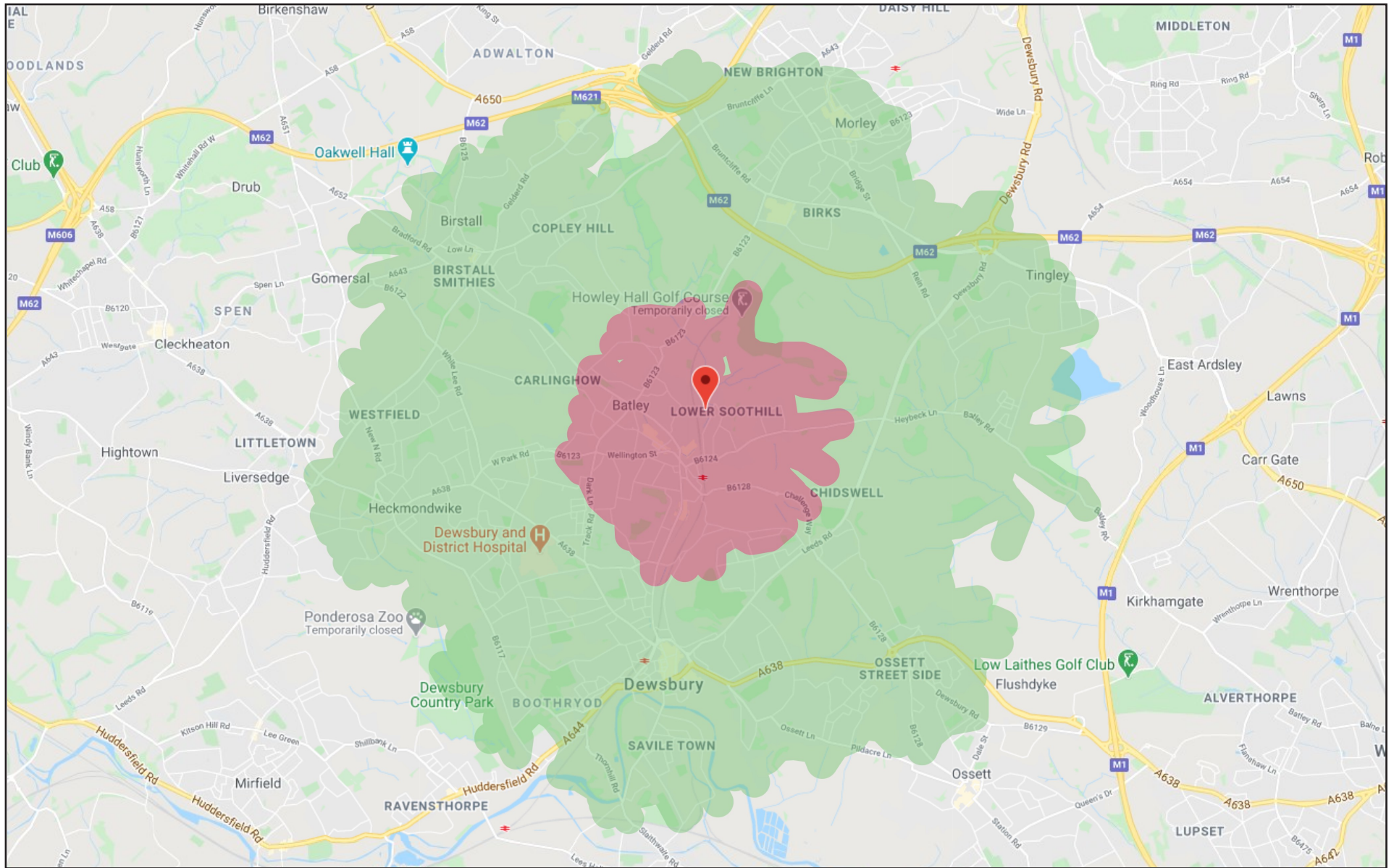
# Appendix A

## Site Location Plan & Catchment Plan



**Legend:**

- Site Location
- Closest Unique Bus Stops



**Legend:**

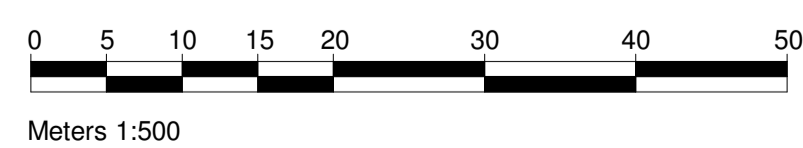
- 5km Cycle Catchment
- 2km Walking Catchment
- Site Location

# Appendix B

## Proposed Site Layout Plan



PROPOSED SITE PLAN



<p><b>PLANNING</b></p> <p>Client: D Noble Ltd          Project: Lady Anne Road, Batley</p>		<p>Drawing no: 10703-SELF-P-ZZ-A-M3- 001</p> <p>Rev: B</p>	
<p>Scale: A1          1:500</p>	<p>Drawn: AJB</p>	<p>Date: 11/10/22</p>	<p>Checked: NB</p>
<p>© This drawing is the copyright of WSP   Parsons Brinckerhoff (WSP) and shall not be reproduced or used in any form without the express written consent of WSP   Parsons Brinckerhoff. All rights reserved. The information contained herein is confidential and its disclosure to any third party is prohibited.</p>		<p>Rev Date Drawn Description</p>	

# 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"/> | _____                    |                          |