



# Proposed Residential Development Woodhead Road, Brockholes

Miller Homes Yorkshire

Travel Plan

May 2022

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## 1. INTRODUCTION

### Introduction

- 1.1 TPS Transport Consultants Ltd. (TPS) has been appointed by Miller Homes Yorkshire to prepare a Travel Plan to accompany a planning application for 137 dwellings on land at Woodhead Road, Brockholes.

### Site Location and Development Proposals

- 1.2 The site is located in Brockholes, approximately 1km southeast of Honley village centre and approximately 3.5km north of Holmfirth town centre. The site is bound to the north by industrial units, to the south and east by residential dwellings and the River Holme and to the west by the A6024 Woodhead Road. The site is currently bisected by Smithy Place; a lane which runs between the A6024 Woodhead Road and the A616 New Mill Road.
- 1.3 The location of the development is shown in **Figure 1.1** below; whilst **Appendix A** includes an indicative layout for the proposals.

**Figure 1.1: Site Location**



(Source: Google Maps)

- 1.4 The development proposals comprise a 146-dwelling development, with a mix of 2, 3, 4 and 5-bedroom properties, including 27 affordable dwellings. Access to the site will be taken via



a new access junction onto the A6024 Woodhead Road on the western boundary of the site.

- 1.5 This Travel Plan strategy sets out the specific delivery mechanisms that Miller Homes Yorkshire intends to implement at the site, along with the specific tools that will be utilised by the Travel Plan Coordinator.
- 1.6 TPS is a specialist Travel Plan consultancy with extensive experience of developing and implementing residential Travel Plans for house builders throughout the UK. The content of the Travel Plan and the specific measures proposed, therefore, pays due regard to national and local travel planning guidance (**Section 2**), and the experiences of TPS in delivering Travel Plans at other similar residential developments, and for Miller Homes, specifically.

## Planning History

- 1.7 Prior to this application the site has been subject to a number of applications, which have sought permission to develop the site for residential use. These applications are summarised below:
- In April 2015 an outline planning application for circa 51 dwellings was (ref: 2013/93373) granted conditional permission;
  - In 2016 an outline application was submitted for 116 dwellings and the formation of a new access onto Woodhead Road (ref: 2016/92181). This application was refused, due to concerns regarding highway safety relating to the proposed access;
  - The most recent application (ref: 2017/92568) was for 59 dwellings and a new vehicular access onto Woodhead Road. This application was granted permission in July 2020. The decision notice included a planning condition (10) requiring a Travel Plan be submitted within 3 months of first occupation.
- 1.8 This Travel Plan has been prepared to reflect the requirements of that condition, in the context of the current application and applies to the site in its entirety.

## Developers Commitment to Travel Planning

- 1.9 Miller Homes Yorkshire recognises that by developing a TP, sustainable travel patterns can be established from the outset and maintained over time, minimising the impact that the development has upon the local environment and ensuring that, where possible, all residents are able to make informed journey choices.



- 1.10 Residential travel plans can deliver a wide range of benefits to developers themselves, as well as to residents and the wider community. At the sales and marketing stage a proactive TP can assist a residential developer in promoting a site as an accessible and sustainable location to live, with a range of travel options available to prospective residents. This process enables residents to make a fully informed decision when choosing to move to the site, taking into account the site's location relative to sustainable travel options, and the knock on effect this may have upon reducing the need to use a car for regular or one-off journeys.
- 1.11 The promotion of sustainable travel options from an early stage provides a cost-effective mechanism by which developers can minimise the level of car based trips generated by a development, which in turn reduces the impact a development has on local traffic levels, air quality and road safety.
- 1.12 The individual benefits to be derived through the use of sustainable travel options range from financial savings through reduced fuel consumption, improved health through increased use of active travel modes (walking and cycling), and greater choice in the travel options available.
- 1.13 By submitting this TP, the developer commits themselves to strategically implementing the measures contained within this document, monitoring the progress of the plan, amending it where necessary, and providing the necessary resources for proper implementation of the plan.

## The Travel Plan Vision

- 1.14 The vision for this Travel Plan is to:

*"Make the development a place where residents and visitors can be fully informed when choosing travel modes for undertaking both regular and one-off journeys, and in doing so reduce their reliance upon the private car and the resultant impact on the local environment."*

## Travel Plan Aims and Objectives

- 1.15 To achieve this vision, the aims of this Travel Plan are to:
- Maximise the attractiveness of the development to potential residents by highlighting the accessibility of the site by a range of travel options; and
  - Minimise the effect the development has on the environment and local highway network by promoting the use of these sustainable travel options.



1.16 As a result, the objectives of the TP are to:

- Identify the range of travel options available to the site;
- Identify the mechanisms required to maximise the use of sustainable travel modes amongst residents; and
- Identify the mechanism by which the success of this Travel Plan can be monitored and reported upon.



## 2. POLICY CONTEXT

### What is a Travel Plan?

- 2.1 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a set of mechanisms, initiatives, and targets that together can enable individuals on a site such as this to reduce the impact their travel has upon the local environment.
- 2.2 Travel planning at any site is a dynamic process that will grow and develop with time and in accordance with the changing circumstances and the environment in which it works. It is not a one-off event to be undertaken and completed, nor is it a document to be produced and put on a shelf.

### National Policy Context

#### National Planning Policy Framework (NPPF – February 2019)

- 2.3 The NPPF aims to encourage sustainable development through the planning system, with a presumption in favour of sustainable planning development. Positive improvements should include the following five key aims:
- Making it easier for jobs to be created in cities, towns and villages;
  - Moving from a net loss of biodiversity to achieving net gains for nature;
  - Replacing poor design with better design;
  - Improving the conditions in which people live, work, travel and take leisure; and
  - Widening the choice of high-quality homes.
- 2.4 The NPPF sets out the need for a Travel Plan for all developments that generate a significant amount of movement. The NPPF defines a Travel Plan as:
- “A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives through action and is articulated in a document that is regularly reviewed”*
- 2.5 The NPPF also enshrines the need for public transport considerations at all major developments. Indeed, the core planning principles encourage Planning Authorities to:





*“Actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable”.*

- 2.6 Paragraphs 29-41 of the NPPF also specifically encourage the development of sustainable transport opportunities, including the provision of high-quality public transport facilities. This should be promoted through the use of a Travel Plan.
- 2.7 Overall, the NPPF supports any development that can be shown to maximise the sustainable travel credentials of a site, thereby encouraging sustainable development.

## Local Policy

### West Yorkshire Combined Authority (WYCA) – Transport Strategy 2040

- 2.8 The WYCA Transport Strategy 2040 sets out the ambitions of WYCA, and its partners, for a transport system, that serves the needs of businesses and residents, alongside enhancing prosperity, health and wellbeing for people and places across West Yorkshire. The vision of the Strategy is:

*“To enhance business success and people's lives by providing modern, world-class, well-connected transport that makes travel around West Yorkshire easy and reliable”.*

- 2.9 A number of objectives are set out, in order to achieve the vision of the Strategy, these are:
- **Economy:** Create a more reliable, less congested, better connected transport network;
  - **Environment:** Have a positive impact on our built and natural environment; and
  - **People and Place:** Put people first to create a strong sense of place.
- 2.10 Of the policies provided within the Strategy, the most relevant to this Travel Plan is Policy 34, which seeks to ensure new developments are accessible and that walking, cycling and public transport use is positively promoted.
- 2.11 This Travel Plan will support the policy aspirations of Policy 34, by providing a strategy which seeks to provide a strategy which positively promotes walking, cycling and public transport use. The measures and monitoring strategies which are proposed to promote travel by these modes are provided in the latter sections of this report.



### Kirklees Local Plan Strategy and Policies, Adopted February 2019

- 2.12 The Kirklees Local Plan is the statutory development plan for the Kirklees district, its purpose is to set out the policies necessary to achieve the strategy and how much new development there should be in the district and where it will go. The Local Plan covers the administrative area of Kirklees Council except for that part within the Peak District National Park for the period 2013 – 2031.
- 2.13 The Local Plan also includes the statement vision for the Kirklees District, which states that by 2031, Kirklees *“will be a great place to live, work and invest in, delivered through an integrated approach to housing and employment. Development will have taken place in a sustainable way (balancing economic, social and environmental priorities) and by making efficient and effective use of land and buildings supported by necessary infrastructure and with minimal effect on the environment”*.
- 2.14 The following policies have been acknowledged as of relevance to the development proposals:
- **Policy LP 20 – Sustainable Travel**
    - *“New development will be located in accordance with the spatial development strategy to ensure the need to travel is reduced and that essential travel needs can be met by forms of sustainable transport other than the private car;*
    - *The council will support development proposals that can be served by alternative modes of transport such as public transport, cycling and walking and in the case of new residential development is located close to local facilities or incorporates opportunities for day to day activities on site and will accept that variations in opportunity for this will vary between larger and smaller settlements in the area; and*
    - *Travel plans will normally be required for all major planning applications in accordance with current guidance and should set targets and monitoring arrangements to ensure sustainable travel patterns are maintained. Travel plans should include agreed and defined outcomes related to a package of specified measures to be implemented including an approach to lower carbon emissions where applicable”*.
- 2.15 The policy aspirations of the Kirklees Local Plan (particularly Policy LP20) will be met by providing this Travel Plan, which has been prepared in accordance with current guidance



and sets targets and monitoring arrangements to ensure sustainable travel patterns are maintained. Furthermore, **Section 3** of this Travel Plan identifies the existing opportunities, locally, for travel by sustainable travel modes and the amenities which are accessible within walking and cycling distances of the site.



### 3. DEVELOPMENT ACCESSIBILITY

#### Introduction

- 3.1 This section of the Travel Plan describes the existing infrastructure that will facilitate and encourage future residents to walk, cycle or use public transport, rather than to travel by car. A range of amenities that can be accessed locally, by non-car modes, will also be identified.

#### Active Travel Options

##### *Pedestrian Facilities*

- 3.2 The Institution for Highways and Transportation (IHT) offers guidance on walking distance by journey purpose, this is summarised in **Table 3.1** below.

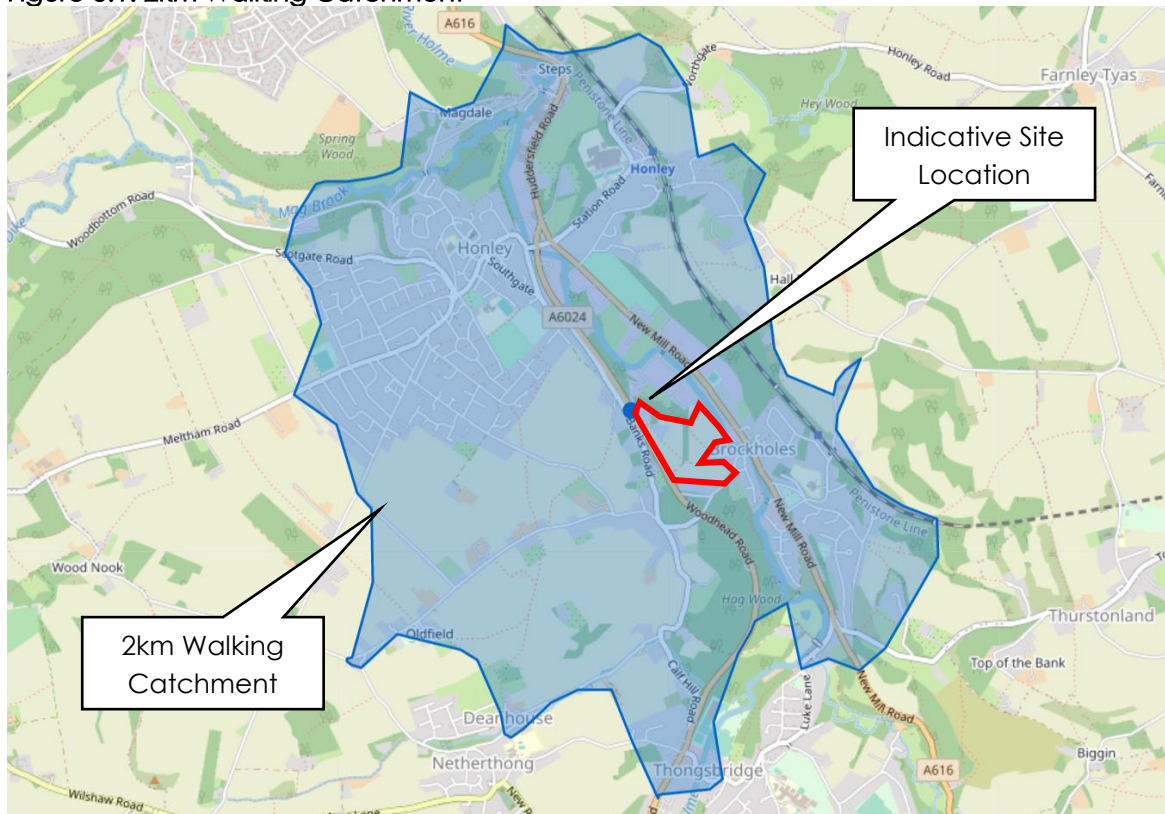
**Table 3.1: Walking Distances by Journey Type**

Criteria	Town Centres	Commuting / School	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Preferred Maximum	800m	2000m	1200m

(Source: IHT)

- 3.3 As **Table 3.1** shows, a 2km catchment is the preferred maximum walking distance for 'commuting / school'. A 2km walking catchment from the site includes areas such as Brockholes, Honley and Thongsbridge; this catchment is illustrated in **Figure 3.1** overleaf.

**Figure 3.1: 2km Walking Catchment**



(Source: Open Street Map)

- 3.4 Pedestrian access to the site will be taken primarily via the main site access from the A6024 Woodhead Road to the west of the site. At present, there is a continuous footway along the western side of the A6024 Woodhead Road; this facilitates pedestrian movement to the north and south, to destinations including Honley, Thongsbridge and Brockholes (via Smithy Place Lane). It should be noted that as part of the development proposals, that a footway will also be provided on the eastern side of the Woodhead Road carriageway to facilitate pedestrian access into the site along the site frontage. Improvements will also be made to the current PROW along Smithy Place, including resurfacing and the addition of lighting to some parts of the route too. Details of the improvements can be seen in **Appendix B**.
- 3.5 As discussed previously, Smithy Place bisects the southern section of the site. Smithy Place is a public right of way (PROW) which facilitates a pedestrian route east – west between the A616 New Mill Road and the A6024 Woodhead Road; forming a direct pedestrian route to the amenities in Brockholes from the site.
- 3.6 There are footways along the A616 New Mill Road, which are located to the east of the site, at the terminus of Smithy Place Lane, approximately 5 minutes' walk from most of the site; they are continuous and located on both sides of the carriageway. These footways are lit



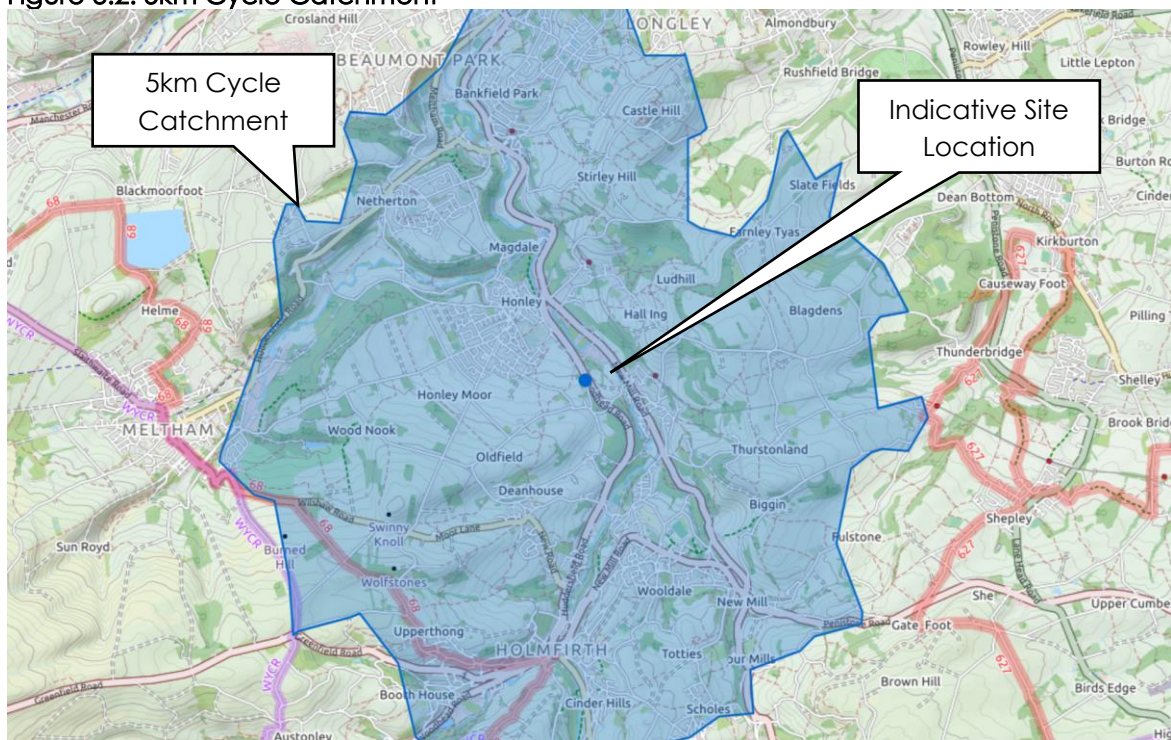
and facilitate a route to amenities in Brockholes, including a convenience store and Brockholes train station.

- 3.7 Given the proximity of the site to amenities in Brockholes and Honley on foot, it is considered that walking would be an attractive travel option for future residents of the site. Details of the amenities located within walking distance of the site are provided in the latter part of this section.

#### *Cycle Access*

- 3.8 Cycling can be a substitute for car trips, particularly those of up to 5km, as well as forming part of longer journeys by public transport. Cycling, therefore, plays an important role in reducing the need to travel by car. A 5km catchment of the site includes Brockholes, Honley, Holmfirth, Thongsbridge and Netherton, as well as many other smaller local settlements. **Figure 3.2** below illustrates a 5km cycle catchment from the site.

**Figure 3.2: 5km Cycle Catchment**



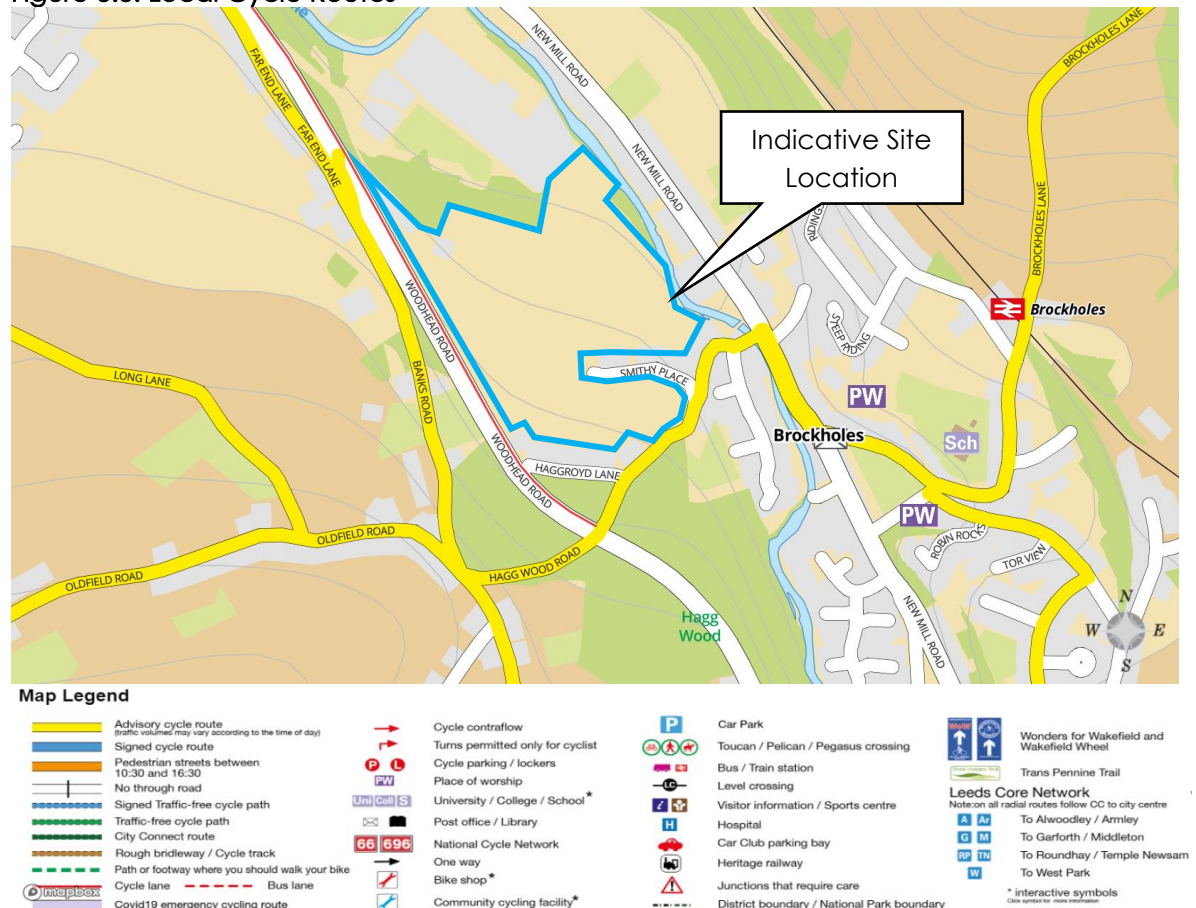
(Source: Open Street Map)

- 3.9 The closest cycle facilities to the site are located along the A6024 Woodhead Road, on the western boundary of the site, past the site access location, where there is an on-road cycle route in place. This cycle lane is located on the eastern side of the carriageway and facilitates a route southwards between Hope Bank Works and Smithy Place. There is also a

section of on-road cycle lane, northbound along the A6024 Woodhead Road, located around 1.4km south of the site; this section facilitates a safe cycle route out of Thongsbridge.

- 3.10 There are a number of 'advisory cycle routes' located within the vicinity of the site. **Figure 3.3** illustrates the locations of these routes and is an excerpt of the West Yorkshire Interactive Cycle Map.

**Figure 3.3: Local Cycle Routes**



(Source: West Yorkshire Interactive Cycle Map)

- 3.11 As can be seen in **Figure 3.3**, there are 'advisory cycle routes' located to the north, east, west and south of the site. An advisory cycle route is located to the west of the site along Banks Road and Far End Lane, which is parallel to the A6024 Woodhead Road, and can be accessed via the aforementioned on-road cycle lane to the north and south of the site access. This route facilitates cycling to the north, west and south (with other advisory cycle routes) and can be used to reach local destinations including Honley, Netherthong and Holmfirth.



- 3.12 Hagg Wood Road is located to the south of the site and can be accessed via the on-road cycle lane on the A6024 Woodhead Road. This advisory route facilitates a cycle route towards Brockholes via Smithy Place Lane and Brockholes Lane; as well as to other local destinations to the east and south of the site, including Thurstonland, New Mill and Thongsbridge.
- 3.13 It is considered that cycling would represent an attractive option for future residents of the site, given the proximity of the site to a number of advisable and marked routes . There are also a wide range of amenities located within cycling distance of the site; these are detailed in the latter part of this section.

## Public Transport

### *Bus Services*

- 3.14 The closest bus stops to the site are located on the A6024 Woodhead Road on the western boundary of the site, adjacent to Smithy Place. These bus stops benefit from a flag, pole and timetable information. It is believed that, as part of the Section 106 Agreement for the development, money will be secured by the Council to improve these bus stops. Specifically, it is believed that shelters will be added and real time information screens made available at the stops.
- 3.15 Further bus services can be accessed from the A616 New Mill Road, which are located approximately 500m east of the site; they can be accessed within a 5-minute walk from Smithy Place (which bisects the site). These bus stops benefit from a flag and timetable information.
- 3.16 It is noted that the bus stops on the A616 New Mill Road are located further than 400m from the site, which is the acknowledged maximum walking distance to bus stops outlined by IHT. It should be noted, however, that in, guidance provided by WYG in 'How Far Do People Walk?', published in July 2015, the following is stated:

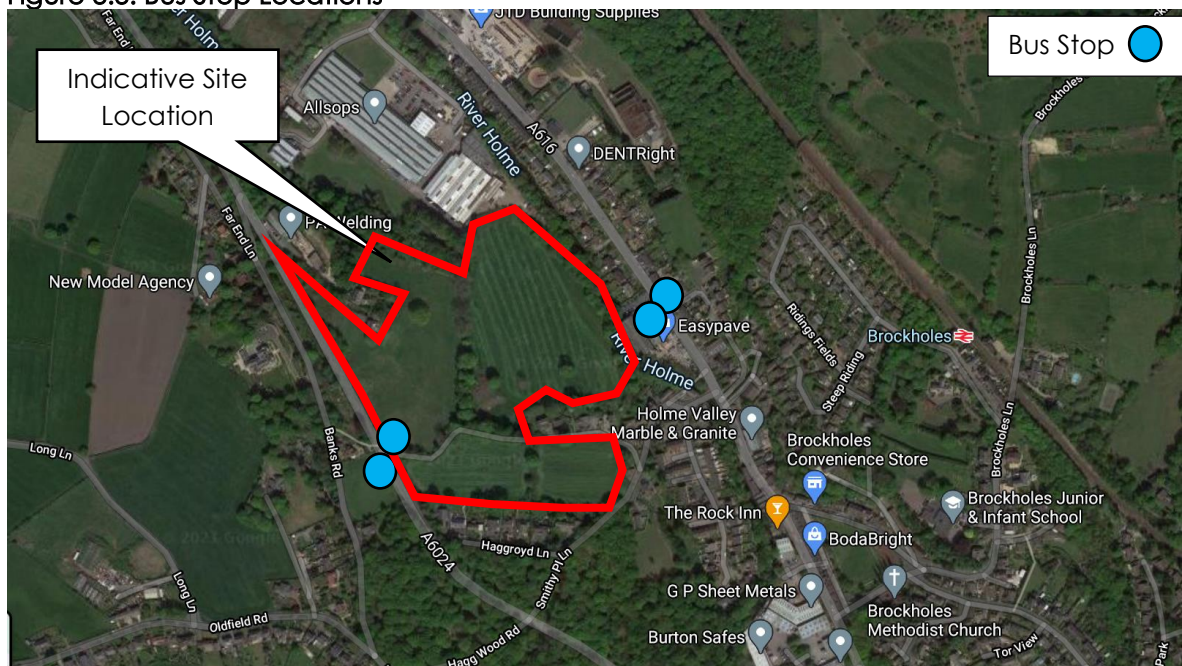
*"Planning for Public Transport in New Development (IHT, 1999, para 5.21) advises that, "New developments should be located so that public transport trips involving a walking distance of less than 400m from the nearest bus stop or 800m from the nearest railway station"; advice which has been widely adopted by Local Authorities...."These standards should be treated as guidance, to be achieved where possible by services that operate at regular frequencies and along direct routes. It is more important to provide services that are easy for passengers*



*to understand and attractive to use than to achieve slavish adherence to some arbitrary criteria for walking distance" (IHT, 1999, para 5.17).*

- 3.17 Furthermore, in 'Buses in Urban Developments' (January 2018) the CIHT identified that people are willing to walk further than the generally accepted maximum distance of 400m in order to access high frequency bus services. It is considered that, given the frequent services available (detailed in **Table 3.2**), that future residents will walk slightly further to access the services from A616 New Mill Road.
- 3.18 **Figure 3.3** illustrates the location of the bus stops on the A6024 Woodhead Road and the A616 New Mill Road, whilst **Table 3.2** summarises the bus services that can be accessed from the stops.

**Figure 3.3: Bus Stop Locations**



(Source: Google Maps)

**Table 3.2: Bus Services**

Service		Frequency		
		Weekday	Saturday	Sunday
<b>A6024 Woodhead Road</b>				
310	Huddersfield Bus Station – Hepworth	30 mins	30 mins	60 mins
<b>A616 New Mill Road</b>				
314	Huddersfield Bus Station – Holme	60 mins	60 mins	60 mins



316	Huddersfield Bus Station – Parkhead	60 mins	60 mins	-
911	Meltham – Thurstonland Circular	120 mins	120 mins	-
X4	Holme Valley Hospital – Huddersfield	1 Service	-	-
X7	Hade Edge – Huddersfield	1 Service	-	-

(Source: Public Transport Operator Websites)

### *Rail Services*

- 3.19 The closest train station to the site is Brockholes, which is located approximately 1.1km from the centre of the site. It can be accessed in around a 15-minute walk or a 7-minute cycle via Smithy Place and Brockholes Lane; both of which are advisory cycle routes. Brockholes train station is located on the Penistone line and benefits from hourly services (in each direction) to Huddersfield, Sheffield, and Barnsley. From the station, the journey to Huddersfield is 11 minutes; from Huddersfield further national rail services can be accessed easily.
- 3.20 Facilities at Brockholes train station are basic, however, there is a ticket machine, an induction loop and a ramp to access / egress from the train. Step-free access is in place across the station.

## Local Amenities

- 3.21 The following provides a summary of local facilities, which are available within the preferred maximum walking (2km) or cycling (5km) distances of the site. **Table 3.3** details the health, education, retail / leisure, and employment amenities within these distances from the centre of the site (Smithy Place).

**Table 3.3: Local Facilities**

Amenity	Distance	Walk Time	Cycle Time
<b>Health Amenities</b>			
Honley Dental Practice	1.3km	16 mins	6 mins
Medicare Chemist Honley	1.4km	17 mins	6 mins
Honley Surgery	1.4km	17 mins	6 mins
Elmwood Family Doctors / Medicare Chemist (Thongsbridge)	2.4km	29 mins	10 mins
Holme Valley Memorial Hospital	2.4km	30 mins	10 mins
Oaklands Health Centre	2.5km	31 mins	10 mins
Elmwood Dental Surgery	2.6km	32 mins	10 mins
Stable Court Dental Surgery	3km	38 mins	10 mins



K & M Pharmacy Netherton	3.8km	52 mins	19 mins
<b>Education Amenities</b>			
Brockholes J&I School	900m	12 mins	5 mins
Honley Junior, Infant and Nursery School	1.5km	19 mins	7 mins
Honley C of E Junior School	1.7km	22 mins	8 mins
Honley High School	1.8km	22 mins	8 mins
Netherthong Primary School	2km	28 mins	9 mins
Holmfirth High School	2.3km	30 mins	11 mins
New Mill Infant School	2.9km	39 mins	15 mins
New Mill Junior School	3.4km	44 mins	17 mins
<b>Retail / Leisure</b>			
Brockholes Convenience Store / Sandwich Shop / Rock Inn (Pub)	600m	7 mins	3 mins
Texaco Garage / SPAR / Costa Express	950m	11 mins	3 mins
Jacob's Well (Pub)	1.1km	12 mins	4 mins
Domino's Pizza Honley / Sandwich Shop	1.2km	14 mins	4 mins
Honley local centre (Co-op Food / Post Office / Pubs / Takeaways)	1.4km	17 mins	6 mins
Co-op Food Petrol Station	1.4km	18 mins	6 mins
The Unit Fitness (gym)	1.5km	18 mins	6 mins
Thongsbridge Tennis & Fitness Club	1.7km	20 mins	6 mins
The Foresters Arms (Pub)	1.8km	23 mins	7 mins
Aldi	1.9km	23 mins	7 mins
Holmfirth Pool & Fitness Centre	2.3km	28 mins	8 mins
Lidl	2.6km	33 mins	9 mins
Co-op Food Wooldale	2.9km	36 mins	9 mins
Co-op Food Holmfirth	3.1km	38 mins	10 mins
New Mill Centre – Co-op Food / Post Office / Takeaways	3.1km	40 mins	10 mins
Sainsbury's Local Holmfirth / Cafes / Pubs	3.2km	40 mins	11 mins
Holmfirth Centre – Local Shops / Bars / Restaurants / Cafes	3.4km	43 mins	12 mins
<b>Employment</b>			
Rock Mill Rd Industrial Units	850m	10 mins	4 mins
Hope Bank Works (Industrial Units)	900m	10 mins	4 mins
Honley Business Centre	1.3km	15 mins	4 mins
Reins Mill Industrial Units	1.7km	20 mins	6 mins
Steps Industrial Park	2km	24 mins	7 mins

(Source: Google Maps)



## Summary

- 3.22 This section of the Travel Plan has sought to identify the existing opportunities for travel by sustainable modes within the vicinity of the site. It has been identified that there are existing pedestrian and cycle routes, which can be utilised by residents to access amenities within Brockholes, Honley, Thongsbridge and Holmfirth. Furthermore, there are regular bus services available from the A6024 Woodhead Road and A616 New Mill Road; regular rail services are accessible from Brockholes train station also.



## 4. TRAVEL PLAN MEASURES

### Introduction

- 4.1 The key to successful travel planning is to identify the most suitable modes of transport that are realistic and practical for residents of a site such as this to adopt, before making these modes as attractive as possible. There is no single solution to any one person's transport needs. Different people will respond to different measures, whilst some may not react to any. A range of Travel Plan measures is, therefore, proposed which residents can pick and choose from, as they consider appropriate.
- 4.2 The following section will first discuss Travel Plan management and coordination before highlighting the range of measures that will be delivered as part of this TP.
- 4.3 The measures proposed below, making up this Travel Plan, are based upon the experiences of TPS in delivering residential travel plans for Miller Homes at other similar sites. They are practical and realistic in a residential context.
- 4.4 It should be noted that within the planning condition for the previous consent, there were a number of potential measures suggested; these have been borne in mind when identifying an appropriate package of measures to be delivered as part of this Travel Plan.

### Travel Plan Budget & Sustainable Travel Plan Fund

- 4.5 By submitting this TP Miller Homes Yorkshire commit themselves to strategically implementing the measures contained within this document, monitoring the progress of the plan, and amending it where necessary. To achieve this, necessary resources and funding will be made available to the Travel Plan Coordinator.
- 4.6 A Sustainable Travel Plan Fund will also be secured within the S106, equivalent to the value of an annual bus only Residential MCard, per plot. This fund will be used by the Travel Plan Coordinator, in consultation with the Council, in pursuit of the Travel Plan aims and objectives. Potential uses of the fund include, but are not limited to:
- The offer of a bus only MCard to each household;
  - The offer of bike voucher to each household;
  - Provision of secure cycle parking.
- 4.7 The overall aim of the STPF is deliver measures, over and above those secured within this Travel Plan, in pursuit of the Travel Plan aims, objectives and targets.



- 4.8 The funding for the Sustainable Travel Plan Fund (STPF) will be secured by S106 and paid to the Council prior to the occupation of any dwellings at the site. The Council will in turn release monies from the fund, to the TPC, on an annual basis (or as otherwise agreed). The level of funding to be released will be agreed upon between the TPC and LPA and will be linked to an agreed annual action plan of measures submitted by the TPC.
- 4.9 The first action plan, which will outline the intended measures to be delivered with funding from the STPF, will be submitted to the LPA for approval prior to occupation of the site. Subsequent actions plans will be submitted annually, alongside the annual monitoring report. The TPC will also, within that report, provide a breakdown of STPF spend / take-up in the preceding 12-month period.
- 4.10 Any unspent monies at the end of the travel plan monitoring period will be used by the LPA to fund additional sustainable transport related measures deemed to be of benefit locally to the residents of the development. This could include, for example, the upgrading of local public transport infrastructure.

### Travel Plan Coordination

- 4.11 It is recognised that an important element of the success of this TP will be the appointment of a Travel Plan Coordinator (TPC). The TPC will be in place prior to first occupation at the site, throughout the period of occupations and until the final monitoring exercise has been completed. Should travel plan targets be met, this will be 5 years from first occupation of the development. Further details on the extension of the role, should targets not be met at the end of this 5-year period, can be found in the following section.
- 4.12 The contact details for the TPC will be provided to officers at Kirklees Council, on appointment. In the interim, all queries regarding the TP should be directed to:

*TPS Transport Consultants Ltd,  
Stonebridge Court,  
151 – 153 Wakefield Road,  
Horbury,  
Wakefield, WF4 5HQ  
T: 01924 664638  
E: info@tpsconstultants.co.uk*

- 4.13 The role of the TPC will include (but not be limited to):
- Overall management of the Travel Plan, including delivery of the measures;



- Stakeholder engagement, including with the local Council;
- Engagement with residents, including the provision of a Personal Journey Plan on request;
- Maintaining an understanding of local travel options, and updating Travel Plan materials as appropriate;
- Engagement with the sales team; and
- Preparation of an annual monitoring report.

## Resident Engagement and Information Provision

- 4.14 One of the principal aims of this Travel Plan is to ensure that the range of sustainable travel options are effectively promoted to all residents, both prior to moving to the site and also following occupation.
- 4.15 Whilst promotion of individual travel modes is set out further on in this section, the following sets out the engagement techniques that will be utilised in delivering this information to residents.

### Resident Engagement Strategy 1: Provision of a Travel Information Guide

- 4.16 A travel guide will be developed for the site, which contains relevant site specific advice and information on the range of sustainable travel options available. This guide will be made available within the sales office for the site, and then provided to all new residents at first occupation alongside their welcome pack. An example guide can be found in **Appendix C**.
- 4.17 The information available on each mode will be covered further in this section, however, in summary the travel guide will summarise / include:
- The range of sustainable travel options available, and the location of the site relative to key local destinations;
  - Links to public transport timetables and route maps for relevant local services;
  - Links to a cycle map illustrating the strong local links; and
  - Links to further useful sources of information and advice on sustainable travel options.



- 4.18 It will be the responsibility of the TPC to make any necessary updates to the travel guides during the period of occupations.

Resident Engagement Strategy 2: Provision of a Sustainable Travel Website

- 4.19 Given the scale of the site and the likely demographic of those occupying the residential dwellings, it is anticipated that the most popular communication channel will be online information. Furthermore most transport providers no longer provide hard copy information, but rather refer people to use online information sources.
- 4.20 One of the key elements to the Travel Plan, therefore, will be the development of a branded and bespoke travel information website; a one-stop shop for travel information for new and prospective residents which will contain, but not be limited to:
- Site location information;
  - The offer of a Personal Journey Plan;
  - Details of local cycle routes, and cycle shops;
  - Public transport maps, timetables and destination information;
  - Links to online car sharing databases;
  - Information on eco-driving;
  - A range of links to local and national travel information websites; and
  - Contact information for the Travel Plan Coordinator on site.

- 4.21 This website will be developed and managed by the TPC and will be maintained to ensure information is accurate and up to date. An example of a similar travel website, prepared for Miller Homes can be viewed at [milbygrange.travelchoices.uk](http://milbygrange.travelchoices.uk).

Resident Engagement Strategy 3: Free Personalised Journey Planning for each household

- 4.22 Each household will be offered a free personalised journey plan, which they can make use of by contacting the TPC. The TPC would input the residents' journey information into MyPTP and would then email the journey plan to the recipient. Residents will be made aware of the service via the aforementioned leaflet.

Resident Engagement Strategy 4: Annual Resident's Newsletter

- 4.23 Each occupied household will receive an annual newsletter, which will detail residents with on-going travel planning initiatives at the site and in the surrounding area. The newsletter





will also be used to promote upcoming travel promotions (e.g. local and national campaigns), as well as updated relevant travel information (e.g. changes to bus timetables) for the local area. An example annual newsletter is provided at **Appendix D**.

## Walking

- 4.24 Walking contributes towards maintaining fitness levels and research indicates that 30 minutes of brisk walking per day could halve the risk of heart disease. Given the location of the site and the local walking routes available, travelling on foot will provide many residents with a practical way of accessing key local destinations.

### Walking Strategy 1: Promote and encourage walking through the distribution of promotional material which outlines the benefits

- 4.25 Walking for local trips, will, be marketed through the resident engagement techniques outlined previously in this section. In particular, this marketing will include:
- The benefits of walking (health, financial, environmental etc);
  - Promotion of local and national schemes and initiatives;
  - Promotion of local walking routes and the location of key local destinations within a realistic walking distance; and
  - Promotion of links to further sources of advice and information, including the Google Maps journey planner (which allows residents to plan a journey on foot) and local walking maps and local information sites such as, <https://www.kirklees.gov.uk/beta/food-exercise-and-sport/walking.aspx>.

## Cycling

- 4.26 Cycling has many benefits in terms of health and fitness, mental wellbeing and reliability. In traffic congestion and over short distances cycling offers competitive journey times with motorised transport. Furthermore, cycling is recognised as having the potential to significantly contribute towards reducing car parking demand and peak hour congestion.

### Cycle Strategy 1: Promote and encourage cycling through the distribution of promotional material which outlines its benefits.

- 4.27 Cycling and its various benefits will be marketed through the resident engagement techniques outlined earlier. In particular, this marketing will include:
- The benefits of cycling (health, financial, environmental etc);



- Promotion of local and national initiatives, e.g. <https://letsride.co.uk/> ;
- Links to the West Yorkshire Interactive Cycle Map, and details of key destinations within a realistic cycling distance  
<https://fourpointmapping.sustrans.org.uk/westyorkshirecyclemap/westyorkshire.html> ;
- Promotion of links to further sources of advice and information, including:  
<https://www.kirklees.gov.uk/beta/food-exercise-and-sport/cycling.aspx> and Cycle Streets, an online cycle journey planner <https://www.cyclestreets.net/journey/>;
- Links to local cycle maps, and details of key destinations within a realistic cycling distance; and
- The location of local cycle retailers.

## Public Transport

- 4.28 The public transport opportunities afforded by the location of the development site have been outlined earlier within this document, with a range of choices available to residents.
- 4.29 People are, however, often unaware of their public transport options and by simply providing travel information a significant increase in public transport use can be achieved. This is even more critical where the residents of a new development are potentially unaware of the local geography and the public transport network in general.
- 4.30 With this in mind, all residents will be provided with a range of information on the public transport opportunities. Furthermore, with a range of user friendly websites and apps now available to people, journey planning is very easy and convenient and will be promoted to all residents.

### Public Transport Strategy 1: Public Transport will be marketed as a sustainable and practical method of transport

- 4.31 Travel by public transport will be marketed through the resident engagement techniques identified earlier in this section with relevant information provided on the options available. In particular, the following information will be distributed:
- Links to bus timetables for relevant local services;
  - Details on the location of local public transport facilities;
  - Promotion of links to further sources of advice and information, including:



- The West Yorkshire Metro website: <https://www.wymetro.com/> with detailed live bus / rail information;
- The Traveline journey planner: an easy to use online journey planner; and
- Where to find information on tickets and passes available and options for phone-based ticketing.

## **Sustainable Car Use**

- 4.32 It is unrealistic to expect that all journeys will, or even could, be undertaken by sustainable modes of transport. Sometimes the only option available to a resident is to travel by car and in such instances the aim of the travel plan should be to identify ways in which travel by car can be achieved in a more sustainable way.

### Sustainable Car Use Strategy 1: Promote Car Sharing

- 4.33 Liftshare is a car sharing network and will be promoted to residents via the aforementioned travel guide, website and newsletter ( <https://liftshare.com/uk/search/from/holmfirth-hd9-uk> ).
- 4.34 Residents would not need to own a car to take part in the car share scheme as you can offer a lift, request a lift or take turns driving. In order to encourage car sharing, the scheme and the benefits of car sharing will be promoted via the resident engagement techniques outlined previously.

### Sustainable Car Use Strategy 2: Promote Electric and Hybrid Vehicles

- 4.35 From 2030 onwards, the sale of new petrol, diesel and hybrid cars will be banned in the UK. Electric vehicles are expected to make up the majority of new cars sold around five years before that point, however.
- 4.36 Not only is it important to encourage residents to use alternative forms of transport to car, it's also important to encourage them to make more sustainable choices when travelling by car. Given the changes to salary sacrifice and benefit in kind policy surrounding electric vehicles in April 2020, it can also make financial sense to switch to electric.
- 4.37 The benefits of electric vehicles and finance options available will be promoted to residents through the travel guide and newsletter, along with further sources of information. Links to websites such as Zap Map (<https://www.zap-map.com/>) which illustrates the locations of nearby charging points will be promoted via the aforementioned travel guide, website, and newsletter.



Sustainable Car Use Strategy 3: Provision of Electric Vehicle Charging Points

- 4.38 In addition to the promotion of electric & hybrid vehicles, electric vehicle charging points will be provided across the development in line with the guidance outlined by Kirklees Council.



## 5. TARGETS, MONITORING AND REPORTING

### Introduction

- 5.1 When delivering a Travel Plan, it is important to monitor its progress and success. One easy way of understanding the impact of the TP is to consider the number of vehicular trips being generated from the site. A monitoring strategy has been set out below, which details how the success of the Travel Plan will be recorded and reported to the Local Planning Authority / Local Highway Authority.

### Travel Plan Targets

- 5.2 Targets are essential to ensure everyone involved in the Travel Plan process knows what needs to be done and to enable progress to be assessed. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:

- Specific;
- Measurable;
- Achievable;
- Realistic;
- Time-bound

### Action-type Targets

- 5.3 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved.
- 5.4 The action-type targets specific to this Travel Plan can be found in **Section 4**, where specific measures for delivery have been identified. **Appendix D** provides an Action Plan, detailing roles, responsibilities and timescales for delivery.

### Aim-type Targets

- 5.5 Aim-type targets are quantifiable targets against which the effectiveness of the Travel Plan in achieving its stated aims and objectives can be measured. In order to set aim-type targets it is first necessary to have a 'baseline' against which progress can be assessed.
- 5.6 In this instance, the likely baseline vehicular trips have been taken from the approved Transport Assessment submitted at the site in 2013 (ref: 2013/93373). It is noted that for



subsequent applications submitted in 2016 and 2017 Kirklees Council requested these trip rates be used.

- 5.7 The expected vehicular AM and PM peak hour trip rates (vehicles / dwelling) reflecting the approved vehicle trip rates associated with 137 dwellings are shown in **Table 5.1**, below.

**Table 5.1: Predicted Trip Rates & Traffic Generation**

	AM			PM		
	Arrival	Departure	Two-Way	Arrival	Departure	Two-Way
Trip Rates	0.225	0.523	0.748	0.500	0.319	0.819
Trip Generation	31	72	103	69	44	113

(Source: TRICS data)

- 5.8 A 10% reduction in vehicular trips at full occupation would, therefore, equate to a reduction of 10 two-way trips in the AM peak hour (to 93) and 11 in the PM peak hour (to 102), as compared to the baseline.
- 5.9 There is, however, a need to monitor progress towards the targets over time (and not just at full occupation). Clearly, the number of car trips generated at any given point during the development build out is a direct function of the number of dwellings occupied at that time. Thus to enable the TPC to monitor the progress made towards the 10% target reduction throughout the monitoring period a target 'trip rate per dwelling' has been derived.
- 5.10 This allows the TPC to easily determine progress at any given point by simply multiplying the number of occupied dwellings by the trip rate per dwelling and comparing this with vehicular trip counts. **Table 5.2** identifies the target trip rates per dwelling for the AM and PM peak hours.

**Table 5.2: Target Vehicular Trip Rates per Dwelling**

Peak Hour	Arrival	Departure	Two-Way
AM	0.203	0.471	0.673
PM	0.450	0.287	0.737

(Source: Consultant Calculation)

- 5.11 Targets will be considered to be met, if the actual number of counted two-way trips per dwelling is less than or equal to the target, averaged across the peak hours.

### Travel Plan Monitoring

#### Monitoring and Review Strategy 1 – Baseline Traffic Counts

- 5.12 In residential scenarios, it can be difficult to achieve reasonable response rates to questionnaires as there is no requirement for residents to complete the survey. Experience



has proved this to be the case even when an incentive to complete the survey is offered. For this reason, monitoring at this site will take the form of traffic counts undertaken at the site access point. By considering the amount of vehicular traffic against the number of units occupied it will be possible to calculate the vehicular trip rate per household.

5.13 The first (initial) traffic count will be undertaken 12 months after first occupation at the site access point on Woodhead Road. The counts will be undertaken using two separate methodologies, ensuring that the data collected is robust:

- Peak period manual traffic counts will be undertaken at the site access point, on a single day within a 'neutral' traffic count period. The person undertaking the count will be responsible for identifying, as far as is possible, any trips made in relation to the construction of the site (i.e. construction trips), such that these trips can be excluded from the overall traffic count data;
- Over the same week within which the manual peak period traffic counts are undertaken, the TPC will also instruct a 7-day ATC at the site access point. Data collected through this count will be used to validate the data collected by the manual count, ensuring it is reflective of a 'normal' day within that week.

5.14 The results will be shared with Travel Plan officers at Kirklees Council within one month following the baseline counts. Should the count data vary significantly when compared with the targets based on TRICS data, the TPC will discuss this with the Council and agree appropriate amendments to the targets.

#### Monitoring and Review Strategy 2: Annual Traffic Counts and Reporting

5.15 Following the initial baseline count, subsequent traffic counts will be undertaken annually in four further years. The methodology will match that used when undertaking the baseline counts, as detailed above. These counts will allow the TPC to monitor the success of the Travel Plan over time in achieving the agreed targets to reduce the number of private vehicular trips generated by the development.

5.16 The TPC will feed results of the counts back to Travel Plan Officers at Kirklees Council annually, and will make appropriate and practical changes to the Travel Plan programme moving forward, if required and as agreed with the Council. This reporting will take the form of the submission of an 'Annual Monitoring Report', which will contain an Action Plan for the coming year. This report will also detail how the STPF has been spent within the preceding 12-month period.



### Monitoring and Review Strategy 3: Collection of Qualitative Feedback

- 5.17 Whilst it is acknowledged that it can be hard in a residential context to collect data from residents on their travel patterns and preferences, there can still be a benefit in seeking to obtain feedback from residents where possible throughout the travel plan period. Feedback received from residents can be used to shape the measures delivered as part of the Travel Plan programme and can also be fed back to others stakeholders such as the Council and local bus operators.
- 5.18 Where practical and possible the TPC will therefore make efforts to collect feedback from residents, on their travel patterns, preferences, and related thoughts. This could be through the following channels, and the TPC will seek to identify further opportunities as appropriate:
- Those requesting a 'sustainable travel voucher' will be contacted by the TPC where possible, to understand how they travel, and whether the delivery of the travel plan has had a positive impact upon typical levels of car use;
  - Residents will also be encouraged within the Sustainable Travel Guide and Sustainable Travel Website to provide feedback to the TPC, on the subject of local travel opportunities. Within the Guide and Website residents will be made aware of the communication channels available, for this purpose.

### **Remedial Measures**

- 5.19 If, after these five monitoring exercises, the targets set out in this Travel Plan are not being achieved, the Travel Plan delivery period will be extended for a further two years.
- 5.20 Within this period, the following measures will be delivered by the TPC, who will have their role extended accordingly:
- The sustainable travel website will continue to be reviewed and updated;
  - Two further Sustainable Travel Newsletters will be distributed to all homes at the site. The newsletter will repromoted the local sustainable travel options available and the offer available to residents through the Travel Plan Fund;
  - The offer of free sustainable travel vouchers through the Travel Plan Fund will be re-promoted to all homes who have not claimed theirs.
- 5.21 It is considered that this extended period will provide sufficient opportunity for the TPC to re-enforce the promotion of sustainable transport opportunities and try to influence the travel patterns of residents at the development.





- 5.22 Ultimately, however, it must be recognised that the TPC does not have the power to directly control how residents at the development choose to travel. Travel choices made by individuals are based upon a wide range of factors, many of which are outside of the TPCs influence or control.