



Transportation Planning : Infrastructure Design

Travel Plan

**Proposed Development
Bretton Street, Dewsbury**

Sueno Beds Ltd

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1 Proposed Site Layout

1.0 INTRODUCTION

- 1.1 This Travel Plan has been prepared by SCP on behalf of Sueno Beds Ltd. to support a planning application for a development comprising of approximately 3,900m² of B2 General Industrial use with dedicated car parking and servicing facilities to accommodate an articulated HGV.
- 1.2 This Travel Plan sets out Sueno Beds commitment to reducing the number of vehicular trips generated by the development and identified the key measures which will be developed as part of the Travel Plan implementation.

Travel Plan Approach

- 1.3 A Travel Plan is an important tool for delivering sustainable access to a development. A commercial development comprises a workplace for staff. This development type requires a Travel Plan which focuses on a single destination, and provides a long-term strategy to positively influence travel patterns in favour of sustainable modes.
- 1.4 As with other commercial Travel Plans, the main emphasis will be on the journeys made by employees as it is difficult to influence the general public, particularly on journeys involving the carriage of heavy or bulky goods.
- 1.5 Implementing a Travel Plan can bring several benefits to a site, including helping to minimise the number of car trips, helping to minimise carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a Travel Plan forms a key stage in the forward planning process. A Travel Plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.6 This Travel Plan focuses on influencing greater use of sustainable transport by staff when travelling to and from the site and will establish and promote the sustainable transport links available.

2.0 TRAVEL PLAN BACKGROUND

2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. A development-related Travel Plan will normally be prepared alongside a Transport Assessment or Transport Statement. The plan should then continue to be implemented, for the life of the development.

2.2 Travel Plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

Travel Plan Benefits

2.3 Travel Plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:

- Promote healthy lifestyles and sustainable, vibrant communities;
- Provide adequately for all users, with a variety of mobility needs;
- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Improve social inclusion;
- Cut carbon emissions and their contribution to climate change;
- Reduce road danger and protecting vulnerable road users; and
- Improve local air quality, while reducing noise pollution.

2.4 A Travel Plan provides benefits to all parties, including Sueno and their staff, shoppers and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

Policy Context

2.5 Travel Plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.

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- 2.6 Travel Plans are currently secured within the planning system within the context of the government's **National Planning Policy Framework (NPPF)**, which was last updated in July 2021.
- 2.7 The NPPF aims to provide a framework within which locally prepared plans for housing and other development can be produced. The framework aims to streamline the planning process, making it more accessible at neighbourhood and community level and simplifying the decision-making process.
- 2.8 The NPPF aims to promote sustainable transport, and ensure that transport issues are considered from the earliest stages of plan making and development proposals so that:
- The potential impacts of development on transport networks can be addressed.
 - Opportunities from existing or proposed transport infrastructure and changing transport technology and usage are realised.
 - Opportunities to promote walking, cycling and public transport use are identified and pursued.
 - The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account.
 - Patterns of movements, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.
- 2.9 Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health.
- 2.10 The document states that all developments which generate significant amounts of movement should be required to provide a Travel Plan, and that the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.
- 2.11 Planning Practice Guidance (PPG) is in place to support the NPPF. The PPG on “**Travel Plans, Transport Assessments and Statements**” was published in 2014. The PPG provides advice on when these documents are required, and what they should contain.
- 2.12 The document states that Travel Plans should where possible be considered in parallel to development proposals, and readily integrated into the design and occupation of the new site, rather than retrofitted after occupation.
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- 2.13 The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes.
- 2.14 Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements, all of which should be proportionate.
- 2.15 Travel Plans should address all journeys resulting from a proposed development by anyone who may need to visit and they should to fit in with wider strategies for transport in the area.
- 2.16 A further key national policy document for Travel Plans was published by the Department for Transport in April 2009 and is entitled “**Good Practice Guidelines: Delivering Travel Plans through the Planning Process**”. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.
- 2.17 The guidelines identify that Travel Plans are an important tool for delivering sustainable access as part of a new development and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a Travel Plan, including when a Travel Plan is required and what it should contain, as well as how Travel Plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the Travel Plan.

3.0 SITE AUDIT

The Existing Site

- 3.1 The site is located approximately 1.8km to the south of Dewsbury town centre. The site is bound to the north by industrial units off Bretfield Court, to the east by a railway line, to the south by Bretton Street, and to the west by Bretfield Court.
- 3.2 The site is located in the suburb of Savile Town in a strategic location being situated amongst existing industrial uses.
- 3.3 The proposed development site is a roughly rectangular shaped area of industrial land and is bound to the north by industrial units off Bretfield Court, to the east by a railway line, to the south by Bretton Street, and to the west by Bretfield Court.
- 3.4 The site is located in the suburb of Savile Town in a strategic location being situated amongst existing industrial uses approximately 1.8km to the south of Dewsbury town centre.
- 3.5 The site currently comprises two existing industrial buildings which are occupied by Hotwork Combustion Technology and Highgate Beds. These two existing buildings amount to a combined total of approximately 2,200sqm GFA.
- 3.6 The proposals for the application site include the construction of an industrial unit for the manufacture of beds. The main building will comprise a Gross Internal Area (GIA) of 3,900sqm.
- 3.7 Sueno is an independent, family run company that has been handcrafting beds and mattress in the heart of Yorkshire for over 30 years
- 3.8 The location of the Application Site in the context of the surrounding transport network is provided in **Figure 1.1** below.

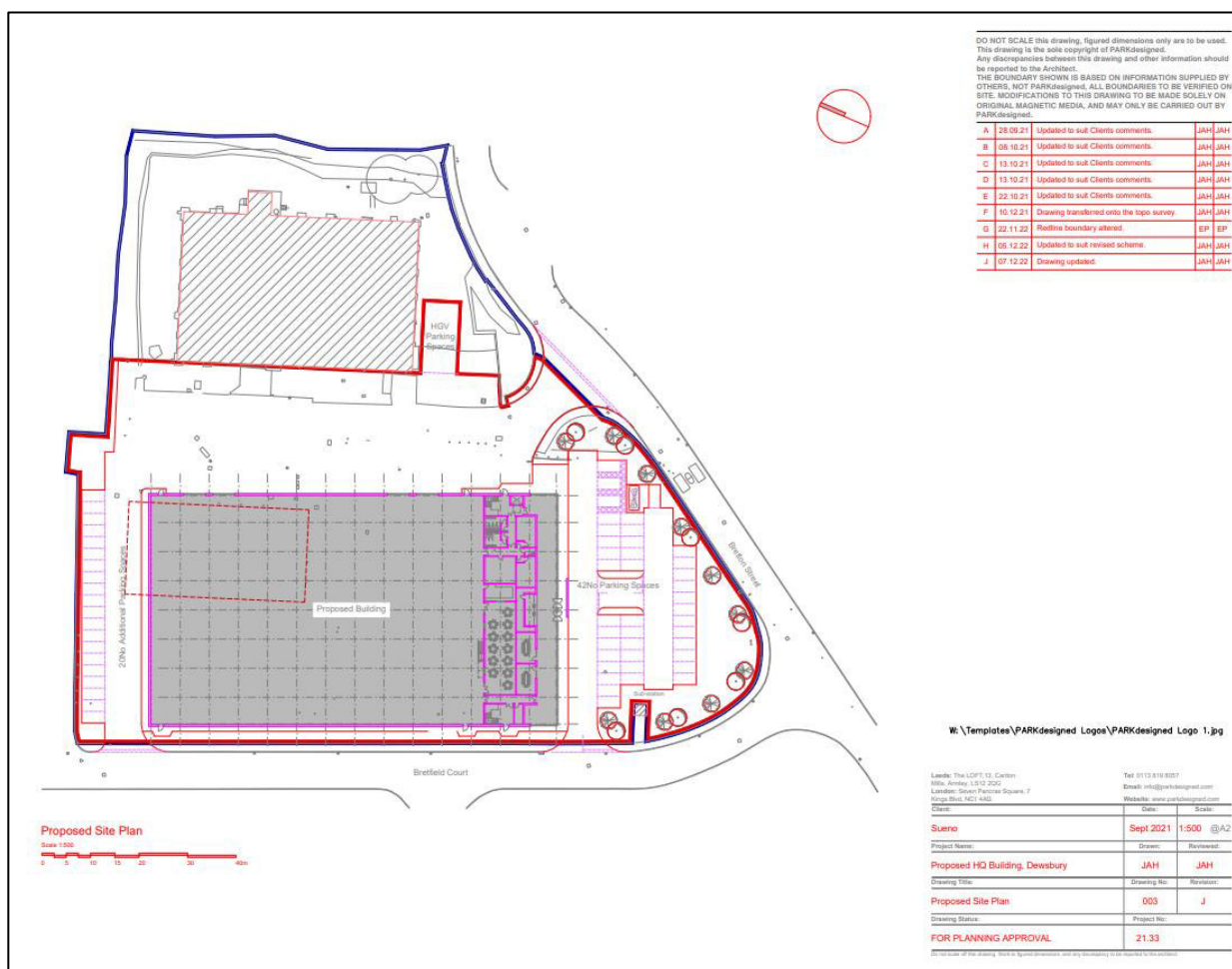
Figure 3.1 - Site Location



Development Proposals

- 3.9 The proposals for the application site include the construction of an industrial unit for the manufacture of beds. The main building will comprise a Gross Internal Area (GIA) of 3,900sqm.
- 3.10 The proposed site layout is included in **Appendix 1** and is also shown in **Figure 3.2** below.

Figure 3.2 – Application Site Layout



- 3.11 The site will provide a total of 62 parking spaces. 42 spaces are located in the main car park with an additional 20 spaces provided at the western extent of the site. Of the 62 spaces, three will be DDA compliant which equates to a provision of 5%. DDA compliant spaces will be clearly marked and positioned close to the building entrance.
- 3.12 The site is anticipated to be open from 8am to 8pm Monday to Sunday and employs up to 100 staff.
- 3.13 Approximately 80 staff work an 8:00-16:00 shift with 20 staff working 16:00-20:00 with shifts managed on an ongoing, proactive basis to ensure that an appropriate number of staff are on-site when required.
- 3.14 Staff shifts will be flexible, and extend from 4 to 10-hour shifts, dependent on the requirements of the site.

Local Highway Network

- 3.15 The site is proposed to be accessed by Bretfield Court with a new entry-only priority T-junction to the service yard, leading to an exit-only T-junction with Bretton Street. An additional access is provided on Bretfield Court in the form of a new two-way priority T-junction providing access to the main car park.
- 3.16 Bretton Street is approximately 7.5m wide with a 2m footway on the southern side of the carriageway. The footway on the northern side of the carriageway varies in width with a 2m wide footway provided around the radii of the access. The 2m wide footway continues eastbound towards the railway bridge. The 2m wide footway continues on both sides of the carriageway after the railway bridge. Bretton Street is subject to a 30mph speed restriction and is lit.
- 3.17 Southbound, Bretton Street forms a priority T-junction with Headfield Road. Headfield Road is largely residential and serves dwellings on both sides of the carriageway.
- 3.18 Eastbound, Bretton Street turns into Mill Street East after the Bretton Park Way priority T-Junction which provides direct access towards Dewsbury Town Centre, around 1.8km north of the site.
- 3.19 Bretfield Court is an unclassified single carriageway road of approximately 7.3m in width with a 2m wide footpath provided on either side of the carriageway. There are seven existing vehicular accesses off Bretfield Court which provide access to the car parks and service yards of industrial units. Site observations suggest that some on-street parking occurs kerbside on both sides of the carriageway on Bretfield Court and there are no traffic regulation orders in place to restrict this. There is no posted speed limit however the street lighting suggests a speed limit of 30mph. Bretfield Court is not a through road so traffic volumes are generally low.

Access by Non-Car Modes of Transport

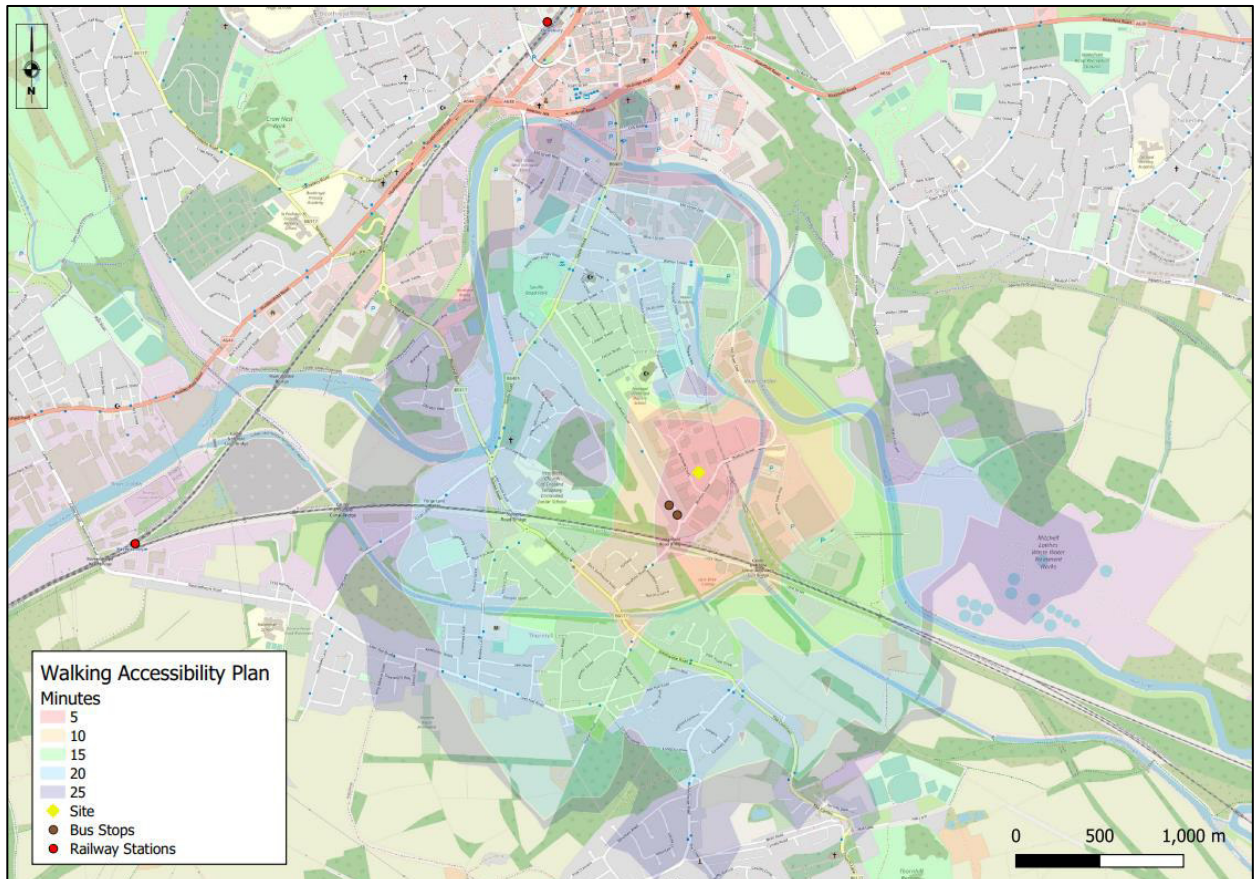
- 3.20 The accessibility of the application site by non-car modes is a key consideration in the planning process. The requirement to ensure that sites are accessible by non-car modes of transport is set out in both local and national planning policy (National Planning Policy Framework).

Walking

- 3.21 Walking is recognised as the most important mode of travel at a local level and it offers the greatest potential to replace short car trips, particularly under two kilometres. As such, consideration has been given to the existing pedestrian facilities in the vicinity of the proposed development.

- 3.22 The pedestrian accessibility of the development has been modelled using Geographical Information System (GIS) software to produce isochrone mapping. The purpose of the isochrones is to demonstrate the areas and facilities within an acceptable 2km walk distance of the site based on the existing infrastructure, as shown on **Figure 3.4**.

Figure 3.4 – 2km Pedestrian Accessibility



Source: Basemap Visography

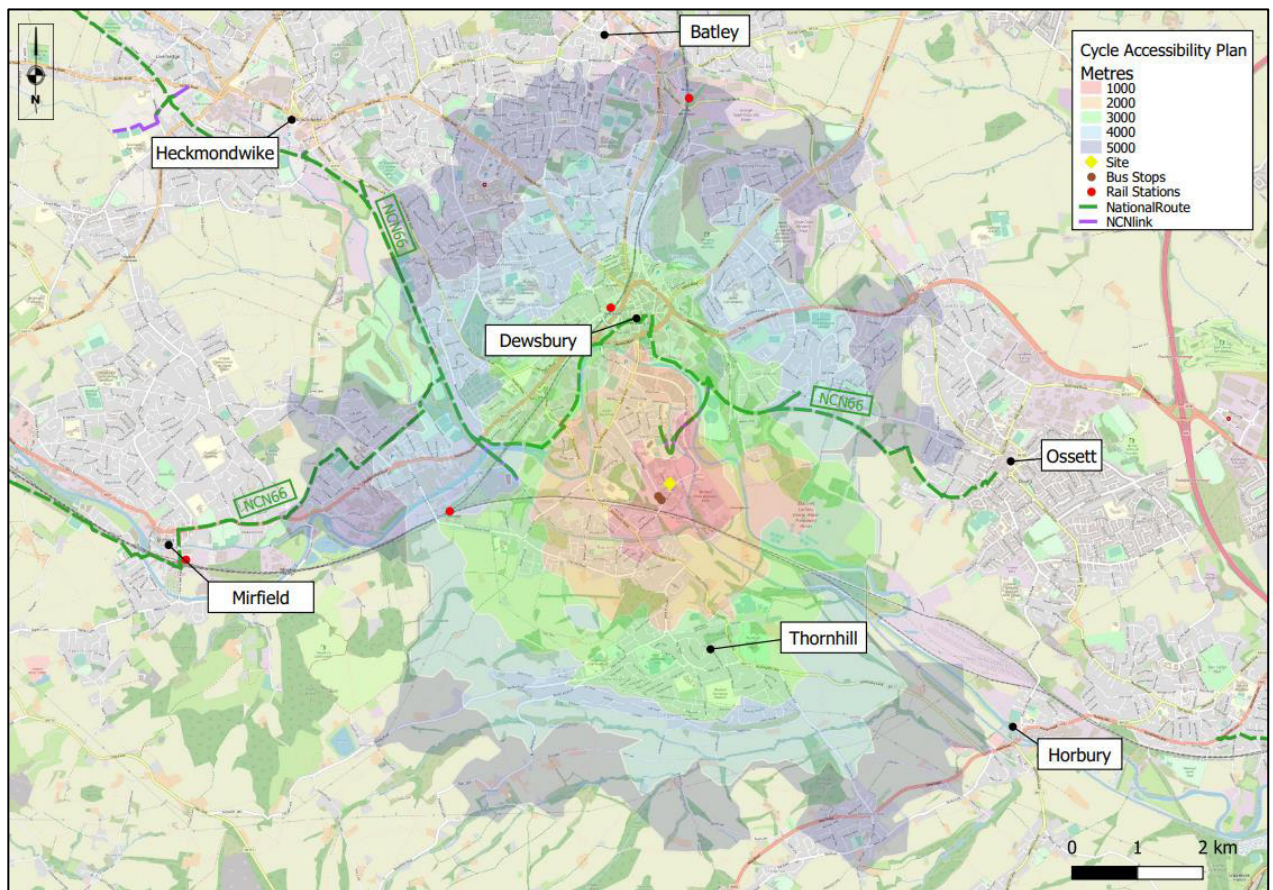
- 3.23 The above demonstrates that the site is within acceptable walking distance of a large residential area. The isochrones are measured from the centre of the site and only uses fully accessible routes.
- 3.24 As demonstrated on the pedestrian accessibility plan, Savile Town and Thornhill Lees are within an acceptable walking distance of the site. Within the 2km acceptable walking distance a range of facilities are accessible. Bus stops are also located within 400m on Headfield Road.
- 3.25 Well-lit, segregated pedestrian footways are provided along the majority of routes that surround the site due to the site being located in an urban setting and connect the site to local services. Tactile paving and dropped kerbs are located at appropriate junctions. These pedestrian facilities link the site to the town centre, local residential areas and a number of bus stops.

- 3.26 Pedestrian access will be provided at the same location as the vehicular access point.
- 3.27 Generally, the area is conducive to walking with the surrounding footways being well surfaced and street-lit.

Cycling

- 3.28 Cycling has the potential to substitute for short car trips, particularly less than five kilometres. As such, all areas and facilities within a reasonable walking distance can also be considered to be within a reasonable cycling distance. **Figure 3.5** demonstrates that Dewsbury and its associated suburbs can be reached within a 5km cycle. As the application site is well located in relation to suggested cycle routes it provides an attractive alternative to private car use for employees.

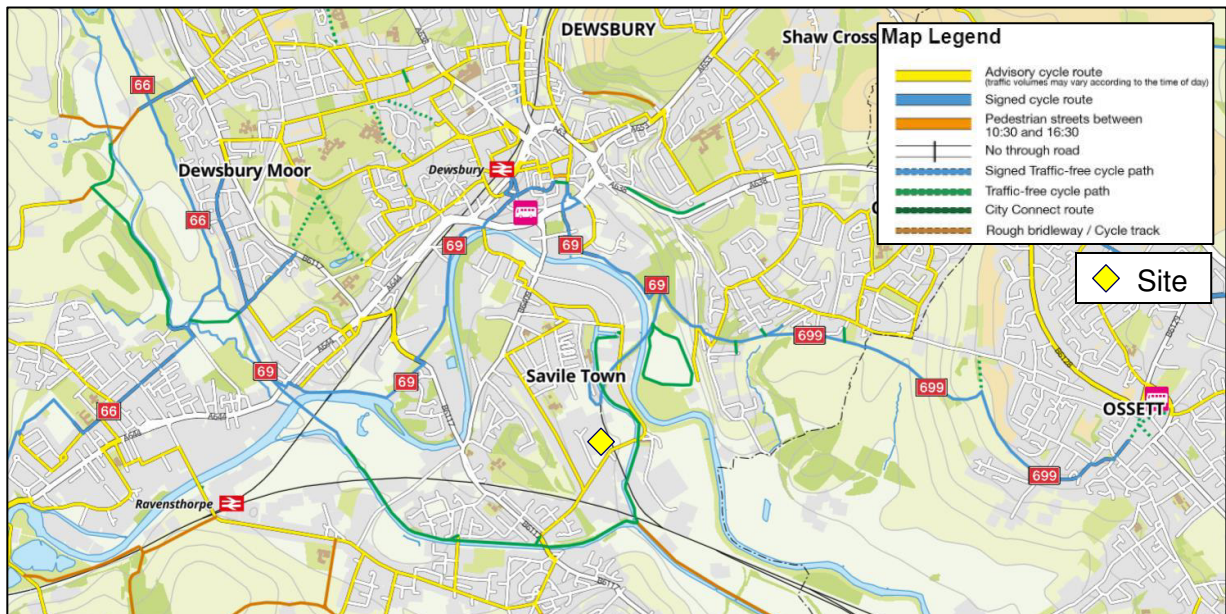
Figure 3.5 – 5km Cycle Accessibility



Source: Basemap Visography

- 3.29 Advisory cycle routes are highlighted yellow on West Yorkshire's Cycle Map, an extract of which is provided in **Figure 3.6**.

Figure 3.6: Extract from West Yorkshire Cycling Map

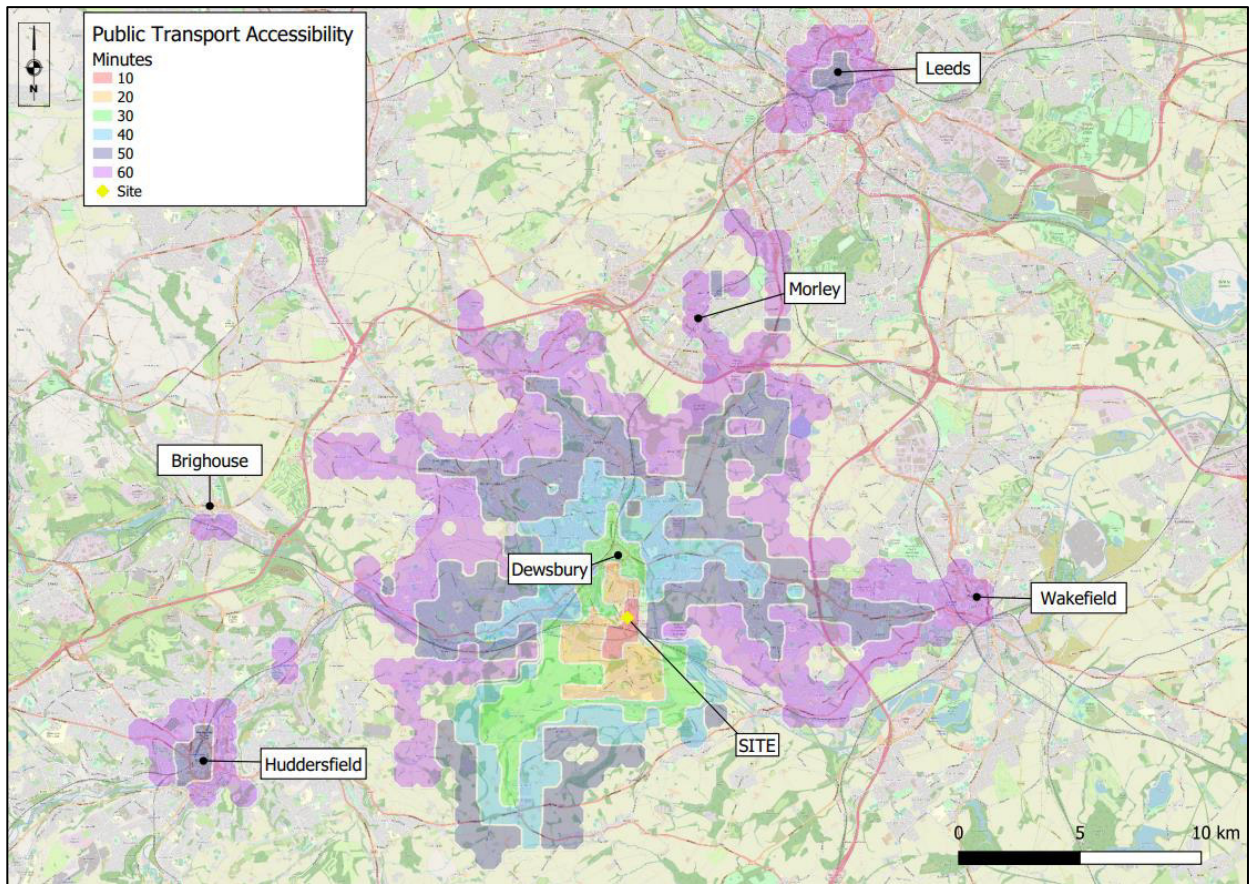


Source: <https://fourpointmapping.sustrans.org.uk/westyorkshirecyclemap/westyorkshire.html>

- 3.30 The National Cycle Route 66, 69 and 699 are present in the vicinity of the site. The National Cycle Route 66 runs from central Manchester to Spurn Head and is also known as the Calder Valley Greenway between Hebden Bridge and Brighouse.
- 3.31 National Route 69 of the National Cycle Network connects Hest Bank by Morecambe Bay Nature Reserve with Cleethorpes Nature Reserve to the south of Grimsby via Settle, Skipton, Cullingworth, Huddersfield, Horbury, Pontefract, Althorpe, and Caistor.
- 3.32 National Route 699 provides a traffic-free connection along the side of the Calder Valley between the areas of Savile Town, Ossett and Earlsheaton and Dewsbury town centre. It also links to the Spen Valley Greenway, providing a direct route through Dewsbury between Bradford and Osset.

Public Transport

Figure 3.8: Public transport accessibility within 60 minutes



Source: Basemap Visography

- 3.33 The public transport accessibility map at **Figure 3.8** above shows the different locations accessible within 60 minutes using public transport. The plan demonstrates that the site is accessible by numerous locations within 60 minutes travel time such as Leeds, Huddersfield and Wakefield amongst others.
- 3.34 Guidance published by the IHT 'Planning for Public Transport in Developments' (1999), recommends that the maximum walking distance to a bus stop should be 400m, equating to an approximate five-minute walk.
- 3.35 The nearest existing bus stop is located on Headfield Road, an approximate 300m walk from the centre of the site. Bus stops are provided on both sides of the carriageway and are indicated by a flag and pole with service information. Services from these bus stops are summarised in **Table 3.1** below.

Table 3.1: Bus Service Summary

Service Number	Operator	Route	Average Service Headway (mins)		
			Mon-Fri	Sat	Sun
183	Station Coaches	Howden Clough – Brewery Lane after Brewery Lane Thornhill Lees Centre	1 service AM 1 service PM (Schooldays only)	No Service	No Service
230A	Arriva	Grange Moor – Dewsbury	Every 60 minutes (first service 9:04; last service 14:24)	Every 60 minutes (first service 9:04; last service 15:24)	No Service

Source: Individual operator websites (December 2022)

- 3.36 The above services provide reasonable access between Grange Moor and Dewsbury. Dewsbury town centre provides additional services throughout the region.
- 3.37 Public transport accessibility influences the way in which employees and customers access the site. **Table 3.1** above shows that prospective employees will be able to reach the site easily using the bus services.

Summary

- 3.38 It is therefore considered that the site has a good level of accessibility via public transport. The majority of staff and customers are likely to live within the local area and walk, cycle, and use public transport, all viable alternatives to the privately-owned car.

4.0 TRAVEL PLAN ADMINISTRATION

4.1 This Travel Plan forms a framework for future development once the site is occupied.

Travel Plan Coordinator

4.2 Management of the Travel Plan will be achieved through identification of a suitable person to act as Travel Plan Coordinator (TPC), this post will be appointed at least 6 months prior to first occupation. A TPC provides a key role in delivering a successful Travel Plan, by helping to ensure stakeholder buy-in and ownership of the process is in place.

4.3 A TPC is not a full-time role but requires an individual with time to implement and monitor the Travel Plan, with the requisite communication skills to deliver information to all employees.

4.4 The TPC role will lead development of the Travel Plan measures and the day to day operation of the action plan. Once appointed, the TPC will act as the main contact for the Travel Plan. The TPC will be encouraged to work closely with Kirklees Council (KC).

4.5 The TPC will be the first point of contact in all matters relating to travel to and from the site.

4.6 The TPC will be responsible for setting up and managing the action plan in accordance with the following schedule, which will be agreed with KC.

4.7 The responsibilities of the Travel Plan Coordinator will include the following:

- Ensure the objectives set by the FTP are met, and thus encourage the use of sustainable modes;
- Marketing and promotion of events across the site to promote and encourage awareness of the TP initiatives;
- Seeking regular feedback from staff and Kirklees Council regarding performance of the TP;
- Liaising with Kirklees Council in order to retain an awareness of local transport policies;
- Ensuring that the authorities and service providers remain aware of the needs of the individual staff and consider if any refinement to the TP is required.
- Ensuring that the monitoring of the individual TPs takes place, including an assessment of individual occupiers where targets are being missed and why;
- Reviewing progress against targets;
- Marketing, publicity and awareness of the TPF;
- Maintaining senior management support
- Promotion and running of events;

- Central point of contact for travel related enquiries and complaints;
- Co-ordination of the West Yorkshire Lift Share scheme open to all employees on the site;
- Developing further initiatives / reviewing existing initiatives;
- Ensuring that the annual travel surveys are undertaken and report the results to Kirklees Council.

4.8 New members of staff at the site must be informed about the sustainable ethos of the development as it is much easier to influence travel patterns before car dependent habits are formed.

5.0 TRAVEL SURVEY

- 5.1 Travel surveys are undertaken to understand how staff currently travel, how they would like to travel and what would encourage them to make positive changes which reduce car use. Repeat surveys are used to monitor ongoing travel patterns over time. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.
- 5.2 The surveys will be produced by the site Travel Plan Coordinator (TPC) and disseminated to all staff within three months of the first occupation of the site, to collect the following data:
- Origin postcode;
 - Typical working patterns;
 - Mode of travel to work;
 - Measures that will encourage use of active travel modes or public transport; and,
 - Barriers to use active modes / public transport.
- 5.3 The TPC will strive to achieve a minimum of 30% return rate for the staff surveys to ensure the findings are representative of staff travel patterns.
- 5.4 All data collected from the travel survey will be subject to the provisions of General Data Protection Regulation (GDPR), therefore no personal data will be collected, stored or passed on to a third party.

Future Surveys

- 5.5 The TPC will be responsible for the surveys and will undertake a survey annually (at the same time of year) for the first five years of operation.
- 5.6 An annual review will be undertaken following each survey, to identify progress towards delivery of measures and achievement of targets. The review will summarise the data collected and propose revised initiatives and measures where targets have not been met, including a revised action plan.
- 5.7 The TPC will submit the results of the annual review along with the survey data to the local authority for review and discussion.

6.0 TRAVEL PLAN TARGETS

Objectives

- 6.1 Objectives are required to give a Travel Plan direction and focus. Targets are measurable and help to indicate whether the high-level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the Travel Plan.
- 6.2 The Travel Plan recognises that there is not one specific mode of transport suitable for all staff and that there need to be several alternatives in place. The Travel Plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.
- 6.3 This Travel Plan has been prepared to achieve the following objectives:
- Achieve the minimum number of single occupancy car movements to and from the development;
 - Reduce reliance upon the car and improving awareness and usage of alternative modes;
 - Promote walking, cycling, public transport and car sharing;
 - Minimise the overall total travel distance of staff;
 - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.

Modal Share Targets

- 6.4 In order to secure a successful implementation of the Travel Plan, the travel patterns of future employees of the site will be monitored.
- 6.5 Once the site is occupied, a baseline travel survey will be carried out within three months of occupation for employees of the site. Details on the frequency of the travel surveys and monitoring processes are outlined in the 'Plan Monitoring and Review' section of this report.

Forecast modal split of employees

- 6.6 Travel patterns of future employees of the site will be better assessed once the baseline travel surveys take place.

- 6.7 In order to understand the likely modal split for the site, reference has been made to 2011 Census 'Method of Travel to Work' data for the Kirklees 024 Middle Layer Super Output Area (MSOA) within which the site sits. The results are shown below in Table 5.1.

Table 5.1 – Local Mode Split – Kirklees 024

Mode	Percentage
Pedestrian	11%
Bicycle	1%
Motorcycle	0%
Car Driver / Taxi	69%
Car Passenger	8%
Bus	8%
Train	1%

Indicators

- 6.8 The TPC will be responsible for implementing measures at the site, which are set out in an action plan later in this report. The measures will be reviewed annually following monitoring, to identify whether the programmed measures are the most appropriate, and if not, what replacement measures need to be identified. Any new measures will be set out in a revised action plan, alongside timescales for implementation.
- 6.9 Milestones to assess progress against the Travel Plan objectives and targets include:
- Issue of a Travel Plan information pack to all staff within one week of site occupation;
 - Undertaking cycle and car parking surveys; and
 - Uptake of the various measures, including interest in car sharing.
- 6.10 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

7.0 TRAVEL PLAN MEASURES

7.1 A Travel Plan is the management tool for implementing measures that promote sustainable transport. A successful and cost-effective Travel Plan is one that implements measures that are relevant and realistic to the development. Consultation with staff, for example, through travel surveys, is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular.

7.2 The below measures have been agreed to be useful at this time; changes may be made over the course of the Travel Plan in conjunction with the local authority, to ensure that appropriate measures are in place.

Travel Information and Marketing

7.3 Informative and accurate information on the variety of travel options which can be used and the initiatives being promoted is a critical element of a successful Travel Plan.

7.4 At the outset of the development, the promotional sales material for the site will include reference to the travel plan and list associated benefits. All employees will be made aware of the Travel Plan and the key measures to be implemented through their welcome packs.

7.5 A Travel Information Pack will be provided to all employees. The pack will include details of walk / cycle / public transport routes and timetable information as well as potential car sharing arrangements. It will include a local walking and cycling map also showing local amenities. This will be foldable to allow employees to take them on their journey should they wish. The pack will promote the health benefits of regular exercise including walking and cycling.

7.6 The pack will also include information such as the location of the nearest cycling shops and tips on cycle maintenance. The TPC will investigate the possibility for a Bicycle User Group to be established at the site to encourage employees to meet and exchange tips on cycle routes and maintenance and also explore potential for local cycle shops to offer discounts.

7.7 The TPC will distribute the pack amongst existing and new employees and update the pack twice yearly should information change.

7.8 Once operational, organisations may wish to sign up for free to the Travel Plan Network delivered by West Yorkshire Combined Authority which aims to reduce single occupancy car use. Benefits to members includes:

- 12% discount on the Corporate Annual MCard for employees;

- 75% discount on Business Travel Passes;
- 5% discount on the First Annual Corporate ticket;
- Enterprise Car Club Membership;
- Support with car sharing;
- Relocation support with free public transport taster tickets;
- Leaflets, posters and promotional material;
- Sustainable travel events and seminars;
- Regular travel news and updates; and
- On-site real-time information.

7.9 One applications are made successful, members are required to be committed to promoting sustainable travel to employees and take part in the Annual Travel to Work Survey.

Walking

7.10 The following measures are proposed to encourage walking to and from the site:

- Provide plans and information to employees indicating pedestrian routes in the surrounding area; and
- Promote local area walks (<https://walk4life.info/>);

Cycling

7.11 The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:

- Promote the availability of cycling information, including route maps and useful tips and guidance on the Sustrans website (<http://www.sustrans.org.uk/ncn/map>) Cycle maps and information (<https://www.kirklees.gov.uk/beta/food-exercise-and-sport/cycling.aspx>)
- Cycle journey planner e.g. (www.cyclestreets.net/journey)
- Negotiate discounts with local cycle shops;
- Provide information on any local cycle proficiency 'Bikeability' or maintenance courses; and
- Promote Bike to Work Week (<http://bikeweek.org.uk/>);

Public Transport Information

7.12 The location of the site in relation to public transport should encourage a number of trips to the site to be made by public transport which would primarily be via bus. The following measures will be implemented to encourage the use of public transport, to access the site:

- Supply up-to-date information on facilities within the surrounding area for staff including bus timetables and route information;
- Publicise Real Time bus information available at <http://www.wymetro.com/yournextbus/search/>;
- Publicise the new West Yorkshire Travel Card at : www.m-card.co.uk; and
- Negotiate an arrangement with West Yorkshire Combined Authority / Metro to purchase discounted MCards.

Car Sharing Scheme

- 7.13 The TPC will promote the car scheme (<https://liftshare.com/uk/community/wy>) to employees which is part of the national 'liftshare' network. Employees can sign up and register on the website and the system will then match members heading to the same destinations. Site management can create a private group for the development if required.

Alternatives to Travel

- 7.14 Working from home even just one day per week, can reduce traffic by a significant amount. The TPC will encourage employers to promote working from home should it be a viable option within their business.

Marketing Summary

- 7.15 The objectives relating to reducing the impact of car travel (particularly single occupancy car trips) on the wider network have been addressed through the provision of measures designed to promote travel by sustainable modes. The potential for car sharing at the site will reduce the level of single occupancy car use.
- 7.16 The provision of travel information packs and a travel notice board enables employees to have informed choices about their travel options and subsequently will help to achieve the health and well-being benefits outlined in the objectives through increased levels of cycling and walking.

8.0 ACTION PLAN

8.1 The action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the budget required in order to deliver each action. An indication of who is responsible for delivery of each measure can also be found in the action plan.

Action	Target Date	Responsibility	Budget Indication
Initial Setup – Prior to Occupation			
Provide all highway and transport measures as agreed with KC	As per planning agreements with KC	Developer / KC	Developer
Appointment of TPC	At least 6 months prior to first occupation and up till expiry of the Travel Plan	Developer	Developer
Exchange contact details with KC officers	At least 6 months prior to occupation	TPC	Staff time
Review walking and cycling routes within the site	At least 1 month prior to occupation	TPC	Staff time
Negotiate discounted MCards with WYCA / Metro in turn for promotion via Travel Plan	At least 1 month prior to occupation	TPC	Staff time
Secure details of the West Yorkshire Liftshare car share scheme	At least 1 month prior to occupation	TPC	Staff time
Procure and produce information to populate travel packs	4 months prior to occupation	TPC	Staff time + materials
Procure and erect notice board	Erection of notice board will depend on its location.	TPC	Staff time, notice board and poster materials
Set up site Travel Plan web site	At least 1 months prior to occupation	TPC	Staff time
Upon Occupation			
Issue travel packs	Upon occupation	TPC	Staff time + printing
Set up travel plan working file	Upon occupation	TPC	Staff time
Within 3 Months of Occupation			

Set up database	As unit occupied	TPC	Staff time
Negotiate discounts and deals with local cycle shops	Within 3 months of occupation	TPC	Staff time
Promote any local area cycle training and maintenance courses	Within 3 months of occupation	TPC	Staff time
Promote car share scheme	Within 3 months of occupation	TPC	Staff time
Within 3 Months of 50% Occupation of each phase			
Prepare Business baseline travel survey and agree with Kirklees Council	Within 3 Months of occupation	TPC/KC	Staff time + printing
Issue surveys	Within 3 Months of occupation	TPC	Staff time + printing
Collect travel plan surveys and analyse responses	Within 3 weeks of issue	TPC	Staff time
Review Travel Plan objectives and confirm mode share targets on the basis of survey data	Within 3 months of survey completion	TPC	Staff time
Produce full Travel Plan document and submit to Kirklees Council	Within 3 months of survey completion	TPC	Staff time
Liaise with Kirklees Council to agree final travel strategy, objectives and targets	Within 3 months of survey completion	TPC / KC	Staff time
Ongoing Tasks			
Update businesses with any service changes with regard to local transport on an annual basis, including via the web site	Quarterly is needed but not less than annually	TPC	Staff time
Maintain notice board material	Quarterly or as required	TPC	Staff time and posters
Promote national events e.g. Bike to Work Week, Walk to Work etc. including via the web site	Quarterly promotion of various events	TPC	Staff time
Annual Monitoring / Review			

Conduct repeat travel survey one year after the baseline survey, annually for 5 years	For five years after baseline surveys	TPC	Staff time + printing
Analyse responses, produce progress report and submit to KC	Within 3 months of receipt of responses	TPC	Staff time
Continue regular monitoring as set out and agreed with KC	As agreed with KC	TPC	Staff time

9.0 PLAN MONITORING AND REVIEW

- 9.1 To establish the success of the Travel Plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the Travel Plan, assess the effectiveness of the measures and provide the opportunity for review of targets.

Monitoring

- 9.2 Monitoring of the plan is important for the following reasons:
- It demonstrates to KC the effectiveness of measures implemented and the progress being made towards Travel Plan objectives;
 - It justifies the commitment of the TPC and of other resources;
 - It maintains support for the Travel Plan by reporting successes;
 - It helps to identify any deficiencies within the Travel Plan, including any measures that are not effective; and
 - The data can be shared with any other nearby employment Travel Planning sites, as well as inform the local authority and public transport operators of local travel patterns.
- 9.3 Annual travel surveys will be used to monitor the number of staff walking, cycling, and travelling by car and public transport to and from the site. The results will then be compared with the mode share targets identified earlier in this Travel Plan.
- 9.4 The TPC will monitor travel patterns associated with the site on a regular basis. Surveys will take place on an annual basis for the first five years of site operation.

Reviewing

- 9.5 The TPC will undertake an annual review of the Travel Plan following monitoring. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
 - Comments received from employees.
- 9.6 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, in agreement with KC, in order to maintain a realistic travel plan goal.

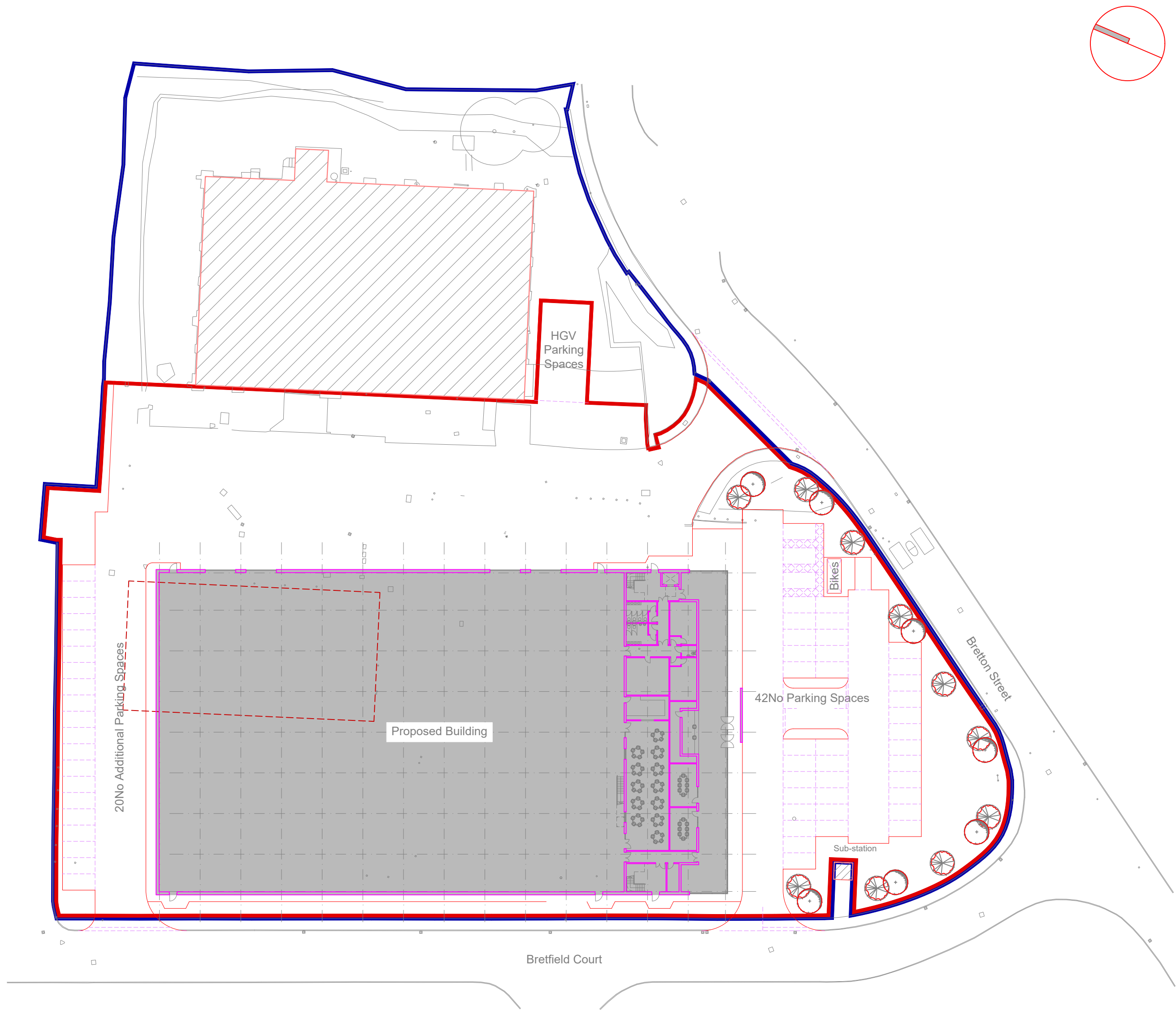
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- 9.7 Multi-modal counts should be carried out at the site entrance/exits if the survey response is not achieved. Monitoring may need to continue beyond 5 years, particularly if the build out rate is slow, or it targets not met.
- 9.8 The TPC will also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and / or initiatives and implement new measures, in agreement with KC.
- 9.9 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review, within three months of the monitoring period for comparison against the agreed Targets. It is expected that a report, along with any data used to inform it will be provided to KC on an annual basis which will set out the findings from any surveys and also what measures will be put in place in the forthcoming year to promote sustainable travel

10.0 CONCLUSION

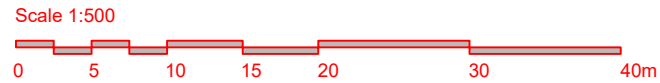
- 10.1 This Travel Plan reviews the existing transport facilities at the site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 10.2 Through the delivery of the measures discussed within this Travel Plan, the objectives identified should be fulfilled. These include:
- Minimising the total travel distance of staff;
 - Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
 - Promoting walking, cycling, public transport and car sharing; and
 - Promoting healthy lifestyles and sustainable communities which are accessible by all.
- 10.3 This document therefore ensures that sustainable access to the development is facilitated and promoted.

S|C|P

APPENDIX 1



Proposed Site Plan



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A	28.09.21	Updated to suit Clients comments.	JAH	JAH
B	08.10.21	Updated to suit Clients comments.	JAH	JAH
C	13.10.21	Updated to suit Clients comments.	JAH	JAH
D	13.10.21	Updated to suit Clients comments.	JAH	JAH
E	22.10.21	Updated to suit Clients comments.	JAH	JAH
F	10.12.21	Drawing transferred onto the topo survey.	JAH	JAH
G	22.11.22	Redline boundary altered.	EP	EP
H	05.12.22	Updated to suit revised scheme.	JAH	JAH
J	07.12.22	Drawing updated.	JAH	JAH

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Sueno	Sept 2021	1:500 @A2	
Project Name:	Drawn:	Reviewed:	
Proposed HQ Building, Dewsbury	JAH	JAH	
Drawing Title:	Drawing No:	Revision:	
Proposed Site Plan	003	J	
Drawing Status:	Project No:		
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