



# Residential Travel Plan

Whitechapel Road, Cleckheaton

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Prepared For: Barratt Homes

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# 1. INTRODUCTION

## Introduction

- 1.1 TPS Transport Consultants Ltd (TPS) has been commissioned by Barratt Homes to prepare a Travel Plan to accompany plans to develop land at Whitechapel Road, Cleckheaton.
- 1.2 The site is located approximately 1.8km north-west of Cleckheaton town centre, and is currently undeveloped. It is bound to the north-west by the M62 motorway, agricultural land to the north-east, Whitechapel Primary School to the east, to the south it is bound by Whitechapel Church and Whitechapel Road.
- 1.3 The location of the development is shown in **Figure 1**, whilst **Appendix A** includes a layout plan of the site.

**Figure 1.1: Indicative Site Location**



(Source: Google Maps)

- 1.4 The Travel Plan strategy set out within this report details the specific delivery mechanisms that Barratt Homes intends to implement at the site, along with the specific tools that will be utilised by the Travel Plan Coordinator.
- 1.5 TPS is a specialist Travel Plan consultancy with extensive experience of developing and implementing residential Travel Plans for house builders throughout the UK and for Barratt Homes, specifically. 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, including others in the local area.

## **Development Proposals**

- 1.6 The proposed development consists of 124 residential dwellings, and will include a mix of 1, 2, 3 and 4 bedroom homes. The proposed site layout plan is provided at **Appendix A**.
- 1.7 Access to the site will be provided via a new priority T-junction with Whitechapel Road to the south of the site, which will facilitate both pedestrian and vehicle movement. In addition to the Whitechapel Road site access junction, separate pedestrian access links will be provided onto Whitechapel Road, approximately 200m to the east of the site access junction, and to the existing PROW to the north-west corner of the site.

## **Developers Commitment to Travel Planning**

- 1.8 Barratt Homes recognises that by submitting and implementing a Travel Plan, sustainable travel patterns can be both established from the outset and maintained over time, minimising the impact that the development has upon local infrastructure and the environment and ensuring that, where possible, all residents make informed journey choices.
- 1.9 Indeed, Barratt Homes has a proven track record with regards to successful Travel Plan implementation. This is exemplified by activities undertaken for other developments in West Yorkshire. A proactive approach has been taken here (and elsewhere), reflecting Barratt Homes' commitment to Travel Plan delivery.
- 1.10 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 Travel Plan 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 own or use a car.
- 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 that a development has on local traffic levels, noise, air quality and road safety.



- 1.12 The individual benefits to be derived through the use of sustainable travel options include financial, health, fitness and avoidance of congestion delays (through greater use of active modes of travel).
- 1.13 Recognising these benefits, Barratt Homes is fully committed to the process of delivering this Travel Plan in taking the development forward. Furthermore, they are committed to providing the appropriate level of resource to ensure the continued strategic implementation of the measures contained within this document, monitoring the progress of the plan, and amending it where necessary.

### **The Travel Plan Vision**

- 1.14 The vision for this Travel Plan is:

*“To make the development a place where residents can make fully informed travel choices for all journeys they make, and in doing so can reduce their reliance upon the private car and the resultant impact upon the local environment.”*

### **Travel Plan Aims and Objectives**

- 1.15 To achieve this vision, the aims of this document 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 impact the development has upon the environment and local highway network by promoting the use of these sustainable travel options above less sustainable modes.
- 1.16 Reflecting these aims, the objectives of this Travel Plan document are to:
- Determine the range of travel options available to residents;
  - Maximise the use of sustainable travel modes amongst residents through effective promotion and engagement; and
  - Use suitable monitoring and reporting mechanisms to assess, over time, the impact of the measures within this Travel Plan.

### **Report Format**

- 1.17 Following this introductory section, this document outlines the principles, policies and strategic benefits of effective travel planning, before exploring the nature of the transport infrastructure surrounding the development.



- 1.18 Effective Travel Plans are those that contain a range of specific measures, targeted at the demographic of a site and backed up by a communications strategy that ensures people are made aware of the range of opportunities available to them. This document outlines both the measures to be implemented by Barratt Homes and also discusses the way in which travel by each mode of transport will be supported and encouraged through promotion of existing opportunities.



## 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 or organisation 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 a developer or organisation to reduce the impact of travel and transport on the environment, whilst also bringing a number of other benefits to individuals, whether they be staff, residents or visitors.
- 2.2 A Travel Plan is a dynamic process that will grow and develop with time and in accordance with the changing circumstances of a site and the environment in which it is to be delivered. 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.
- 2.3 Whilst this Travel Plan report is, therefore, being developed to support a planning application, it will need to be flexible and dynamic enough to take account of the evolving requirements and circumstances of the individual development to which it applies and will be reviewed and updated on a regular basis.

### National Policy Context

#### **Government White Paper: Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen (DfT, 2011)**

- 2.4 In its Integrated Transport White Paper, a wide range of measures to deal with congestion and pollution are set out. The White Paper highlights the need for action at both a national level as well as within a local context.
- 2.5 In addition, the White Paper identifies the costs of transport - in particular, the issues surrounding delay, pollution, health problems, and accidents all caused by local congestion. Recognising this, it states that access to sustainable travel modes and improving accessibility can:

*“Make a significant contribution to public health and quality of life”.*



- 2.6 In terms of public transport improvements, the White Paper stresses the need to make public transport more attractive so that it provides a viable alternative to car journeys, especially for trips of less than five miles.
- 2.7 The White Paper also outlines the need for positive influences upon travel behaviour, including 'nudge' theory, which is concerned with soft promotion of public transport and identifying targets (people) susceptible to changes in travel behaviour.

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

- 2.8 The revised National Planning Policy Framework was published on February 2019 and sets out the government's planning policies for England and how these are expected to be applied. This revised Framework replaces the previous National Planning Policy Framework, published in July 2018.
- 2.9 The NPPF continues to encourage development through the planning system, with a presumption in favour of sustainable development.
- 2.10 The NPPF states that "*Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe*" (Paragraph 109). Whilst Paragraph 110 sets out what development proposals should seek to do:
- Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
  - Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
  - Create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
  - Allow for the efficient delivery of goods, and access by service and emergency vehicles; and
  - Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.



- 2.11 This Travel Plan sets out how the promotion of sustainable travel will be achieved which will help achieve the aspirations of the NPPF. The above has been borne in mind when developing this Travel Plan strategy, which seeks to minimise vehicular trips and maximise opportunities for more sustainable modes.

## **Local Policy**

- 2.12 The Transport Act 2000 requires all local transport authorities in England, outside London, to prepare Local Transport Plans. The relevant local policy documentation in the context of this Travel Plan is the LCC Adopted Core Strategy (2014), the West Yorkshire Local Transport Plan (LTP) and the Leeds City Council Travel Plan SPD.

### **West Yorkshire Local Transport Plan 3 (LTP)**

- 2.13 The current iteration of the LTP for West Yorkshire covers the development period 2011-2026 and the responsibility for implementing the plan falls to the West Yorkshire Combined Authority (WYCA).
- 2.14 It takes account of the White Paper discussed above, as well as the Local Plans for the region, including the Leeds City Region Transport Strategy. There are three key aims within LTP3:
- *Economy*: To improve connectivity to support economic activity and growth in West Yorkshire and the Leeds City Region;
  - *Low Carbon*: To make substantial progress towards a low carbon, sustainable transport system for West Yorkshire, while recognising transport's contribution to national carbon reduction plans; and
  - *Quality of Life*: To enhance the quality of life of people living in, working in, and visiting West Yorkshire.
- 2.15 LTP3 identifies that the private car is the most frequently used form of transport within West Yorkshire. However, road congestion, notably within the peak periods, causes many issues, and can also affect bus operations. It also recognises that transport acts as a barrier to employment for many people, with low car ownership levels in the region. In order to achieve the aims noted above, and to address the issues identified within LTP3, four general areas of work have been identified:
- Transport Assets (roads, traffic signals and bus stops for example that make up the network);



- Travel Choices (helping individuals make the most sustainable choice about when and how they travel);
- Connectivity (providing an integrated, safe, reliable transport journey); and
- Enhancements (improving the overall system to make it more fit for journeys in the future).

2.16 Over the fifteen years of LTP3 period of implementation, these factors will be the driving force behind any actions that WYCA takes, whether it is maintenance of current infrastructure, provision of new travel choices, or investment in capital projects.

2.17 The document has a focus on securing modal shift from single car occupancy travel to more sustainable and environmentally friendly forms of transport, noting this can be achieved through the implementation of an effective Travel Plan.

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

2.18 The Kirklees Local Plan is the statutory development plan for the Kirklees District and its purpose is to set out the policies necessary to achieve the strategy with regards to the scale and location of new development in the district. The policies and strategies outlined in the Local Plan, cover the period between 2013 – 2031.

2.19 The Local Plan 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*”.

2.20 The following policy has 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; and*
- *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."*

2.21 This Travel Plan has considered the relevant policy requirements outlined within the Kirklees Local Plan by providing a Travel Plan which provides a clear set of targets and monitoring arrangements which consider the current guidance on the provision of Travel Plans. Furthermore, this Travel Plan has further considered the existing opportunities to travel by non-car modes, which can be utilised by future residents of the site to reduce the requirement to travel by car.



### 3. DEVELOPMENT ACCESSIBILITY

#### Introduction

- 3.1 This section will outline the range of travel options that will be available to residents of the proposed development, and the range of key destinations that will be accessible from the site.

#### Active Travel Options

##### Pedestrian Routes

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

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

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

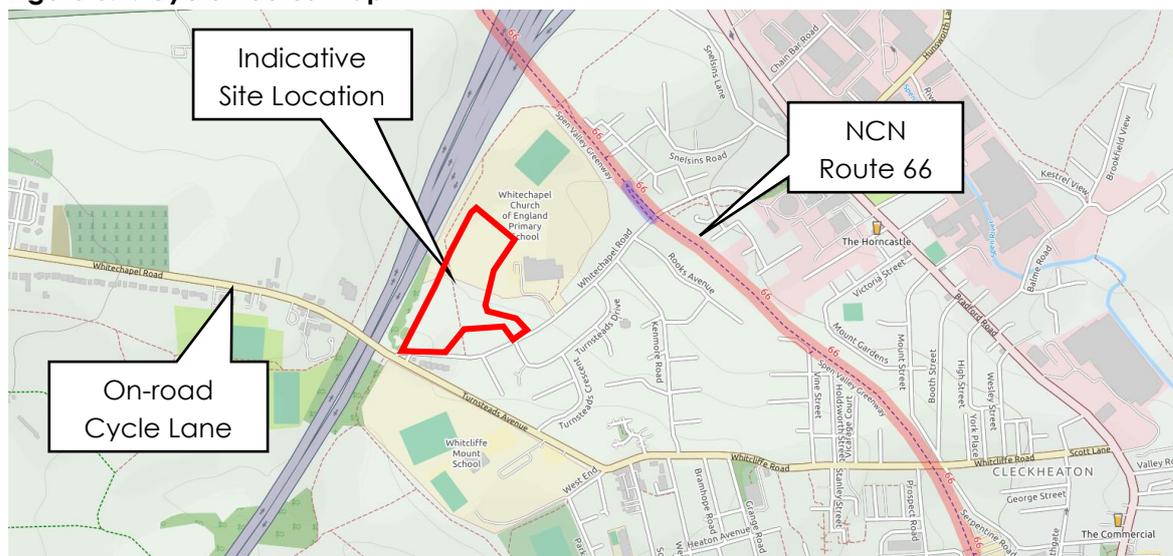
(Source: IHT, 2000)

- 3.3 As can be seen in **Table 3.1** above, for 'commuting / school' journeys, 2km would be the preferred maximum walking distance. A 2km walking distance from the site would include the majority of Cleckheaton, including the town centre, as well as Scholes and Hartshead Moorside.
- 3.4 The pedestrian access points from the site will connect onto the existing footways, which are located on both sides of Whitechapel Road. Dropped kerbs are provided at the junctions with minor roads on both sides of Whitechapel Road to facilitate safe pedestrian movement. An uncontrolled pedestrian crossing, with dropped kerbs and a refuge island, is also provided across Whitechapel Road at the B6120 / Whitechapel Road junction, located approximately 90m west of the site access junction.
- 3.5 An existing public right of way (PROW) travels through the site, travelling broadly north – south between Whitechapel Lane and Snelsins Lane to the northeast. As part of the development proposals, the route of this PROW will be diverted so that it connects into the internal footways within the site, the dedicated pedestrian link onto Whitechapel Road (to the west of the site access) will be provided as part of this diversion.

## Cycle Access

- 3.6 Five kilometres is typically considered to be a distance within which people can realistically be expected to cycle, with relevant guidance stating that “Cycling also has the potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport”. A wide range of local destinations can be accessed within a 5km cycling distance of the site, including: Cleckheaton, Brighouse, Birstall, Heckmondwike, Mirfield and southern areas of Bradford.
- 3.7 As can be seen from **Figure 3.1**, the closest cycle route to the site is a marked on-road cycle lane for 1.5km located on the southern side of the B6120 Whitechapel Road / B6120 Turnsteads Avenue approximately 80m west of the site. This marked on-road cycle lane runs broadly east – west between the Westfield Lane / Tabbs Lane / New Road East / B6120 Scholes Lane crossroads junction in Scholes in the east and Whitcliffe Mount School in the west.
- 3.8 In addition to the on-road cycle lane, National Cycle Network (NCN) Route 66 is located northwest of the site, which is accessed via the existing PROW on the site or from Whitechapel Road. NCN Route 66 in the vicinity of the site is traffic-free, and follows the Spen Valley Cycleway route, with local destinations including Mirfield, Heckmondwike, Low Moor and Bradford accessible on the route. More broadly, NCN Route 66 east – west between Hull and Manchester, via Leeds, Beverly and York.

**Figure 3.1: Cycle Routes Map**



(Source: Open Street Map)

## Public Transport

### Bus Services

- 3.9 The closest bus stops to the site are located on Whitechapel Road, on the southern boundary of the site. The westbound bus stop on Whitechapel Road is located approximately 20m west of the site access junction, whilst the eastbound stop is located approximately 110m east of the site access. Both stops benefit from a flag, pole and timetable information.
- 3.10 In addition to the bus stops on Whitechapel Road, further bus stops are located on Turnsteads Avenue approximately 100m south and 100m west of the proposed site access location on Whitechapel Road. The bus stops on B6120 Turnsteads Avenue both benefit from a flag and timetable information.
- 3.11 **Figure 3.2** below shows the location of the bus stops on Whitechapel Road and Turnsteads Avenue, relative to the site.

**Figure 3.2 : Bus Stop Locations**



(Source: Google Maps)

- 3.12 A summary of the bus services that serve each of these stops is provided below in **Table 3.2**, it must be noted that all bus services stop at the eastbound B6120 Turnsteads Avenue stop approximately 100m west of the site access.



**Table 3.2: Local Bus Service Summary**

Bus Service	Route	Frequency		
		Weekday	Saturday	Sunday
<b>Whitechapel Road</b>				
259	East Bierley – Birkenshaw – Hunsworth - Cleckheaton	3 Services	-	-
<b>B6120 Turnsteads Avenue</b>				
254A	Dewsbury – Heckmondwike – Scholes – Cleckheaton – Leeds	4 services	4 services	4 services
255	Halifax – Cleckheaton - Leeds	30 mins	60 mins	60 mins

*(Source: West Yorkshire Metro)*

- 3.13 As can be seen in **Table 3.2**, the bus stops in the vicinity of the site offer regular services 7 days a week, which stop at a number of local and regional destinations. Travel by bus, could, therefore, serve as a viable travel option for future residents of the site.

#### **Rail Services**

- 3.14 The nearest train station to the site is, Low Moor, which is located approximately 3.5km northwest of the site. Low Moor station can be accessed in a 13-minute cycle via NCN Route 66 to the north of the site, which can be accessed via the PROW on the site or along Whitechapel Road.
- 3.15 The station is located on the Calder Valley line and offers regular services to Bradford Interchange, Leeds, Huddersfield and Brighouse. There are also 4 trains per day to London Kings Cross, via Wakefield Kirkgate. Facilities at the station include a ticket machine, 128-space car park and offers step-free access.

#### **Local Facilities**

- 3.16 A range of local facilities and amenities are found within Cleckheaton town centre and can be accessed by sustainable modes of transport (walking, cycling and public transport). Key destinations within the preferred maximum walking distance 2km or preferred maximum cycling distance of 5km, are summarised below in **Table 3.4**.



**Table 3.4: Facilities Accessible by Sustainable Transport**

Amenity	Distance	Time	
		Walking	Cycling
<b>Health Amenities</b>			
The Grange Consulting Rooms	650m	9 mins	3 mins
Dr H K Sinha	1.4km	18 mins	7 mins
57 Dental Care	1.5km	17 mins	7 mins
Northgate Dental Practice	1.5km	18 mins	7 mins
Rowlands Pharmacy	1.5km	18 mins	7 mins
Kirklees Pharmacy	1.6km	20 mins	8 mins
Greenside Dental Care	1.6km	20 mins	8 mins
Cleckheaton Group Practice	1.7km	20 mins	9 mins
Parkview Surgery / Cleckheaton Health Centre	1.7km	21 mins	7 mins
<b>Education Facilities</b>			
Whitechapel C of E Primary School	300m	3 mins	1 min
Whitcliffe Mount School	450m	6 mins	3 mins
Heaton Avenue Primary School	750m	10 mins	3 mins
Scholes Village Primary School	1.6km	22 mins	8 mins
Howard Park Community School	2.1km	24 mins	8 mins
Spenn Valley High School	4.8km	57 mins	21 mins
<b>Retail and Leisure Facilities</b>			
Whitechapel C of E Church	100m	1 min	1 min
Off License and News Agent	350m	4 mins	1 min
Café	850m	9 mins	3 mins
Cleckheaton Library	850m	10 mins	4 mins
Tesco Superstore	1.4km	16 mins	5 mins
Cleckheaton Town Centre (Shops, Local Services)	1.6km	19 mins	6 mins
Cleckheaton Sports Club	1.7km	20 mins	6 mins
Greggs, Subway, Starbucks Coffee	1.7km	20 mins	6 mins
The Silver Birch	1.8km	21 mins	7 mins
Brewers Fayre Pub / Restaurant	1.8km	21 mins	7 mins
<b>Employment Facilities</b>			
Flexitalic UK	1.2km	13 mins	4 mins
Riverside Drive Industrial Units	1.2km	13 mins	4 mins
Beardsworth's Wholesale Nurseries	1.5km	19 mins	7 mins
Woodland Park (Office Park)	1.7km	22 mins	7 mins
West 26 Industrial Estate	1.8km	22 mins	7 mins
Nufarm UK (Chemical Plant)	3.6km	40 mins	15 mins

(Source: Google Maps)



- 3.17 As is illustrated above, there are a wide range of facilities and services that can be accessed from the site within the preferred maximum walking and cycling distances. These opportunities will be promoted as part of the implementation of the Travel Plan strategy.

### **Summary of Accessibility**

- 3.18 The development site benefits from a good range of key local facilities within walking and cycling distance. Bus services are accessible within a short walk of the site on Whitechapel Road and on the B6120 Turnsteds Avenue which offer a regular frequency. Taking this into account, this Travel Plan will, therefore, focus principally on the promotion of existing opportunities. Furthermore, the Travel Plan Coordinator will work to support and encourage sustainable travel choices amongst residents - both at the point of occupation and on an ongoing basis thereafter.



## 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.

### Travel Plan Management and Resources

- 4.2 It is recognised that an important element of the success of this Travel Plan will be the appointment of a Travel Plan Coordinator (TPC). The TPC will have overall responsibility for the development, implementation and management of the Travel Plan strategy.

- 4.3 Barratt Homes has engaged TPS to fulfill the role of the TPC, who will be in place for a period of 5 years, which will cover the period of occupations and a number of years after final occupations take place. Contact details for the TPC can be found below:

John Hacker  
TPS Transport Consultants Ltd  
T: 01924 664638  
E: info@tpsconsultants.co.uk

- 4.4 The role of the TPC will include (but not be limited to):
- Preparation and distribution of travel information and marketing materials;
  - Liaising with the sales team to ensure the sustainable travel credentials of the site are promoted from the outset;
  - Promoting local and national sustainable travel-related discounts to residents;
  - Engaging with residents on travel and transport related issues;
  - Liaising with other interested parties, including the local authority; and
  - Coordinating the annual monitoring process.
- 4.5 Barratt Homes will ensure that an appropriate budget is made available to the TPC to both cover the delivery of the role, and the range of measures outlined within this Travel Plan.



## **Travel Plan Marketing and Information Provision**

- 4.6 The principal task of the TPC will be to ensure that the available travel options are effectively promoted to all residents at the development. This will primarily be achieved through a range of modern marketing techniques, which will ensure the full demographic of residents (and prospective residents) have easy access to relevant and up to date travel information.

### **Marketing Strategy 1: Provision of a bespoke travel information website**

- 4.7 Websites offer an ideal means of providing people with access to up to date information, and direct links to external sources of information and tools, such as journey planning websites, car share schemes, timetables and maps. They are more flexible and environmentally friendly than provision of hard copies of travel information, which are likely to change over time.
- 4.8 A bespoke travel information website will, therefore, be set up for the development, providing residents with access to the latest local information, advice and news. This website will be managed by the TPC throughout their involvement at the site.
- 4.9 The residents travel website will contain a wide range of site specific travel information and advice and will, where appropriate, provide direct links to external sources of information, including but not limited to:
- The provision of public transport timetables and maps for download;
  - Links to journey planning software;
  - Information and advice on car sharing, with a link to the Liftshare car share scheme;
  - Cycle maps to download;
  - Advice on walking and cycling in the local community; or
  - A map illustrating the key local travel options and key local trip destinations.
- 4.10 The website will be promoted to prospective residents via the sales office, in the travel information leaflet and newsletters (see below).
- 4.11 An example website prepared by TPS, and similar to the one to be provided, can be seen at [www.standrewsplace-travel.co.uk](http://www.standrewsplace-travel.co.uk)

### **Marketing Strategy 2: Travel Information Leaflet**

- 4.12 A travel information leaflet will be prepared; this will provide a summary of the range of travel options available to residents.



- 4.13 The leaflet will be distributed via the sales office to all prospective residents to help ensure that they are aware of the range of travel options available to them prior to making the decision on whether to purchase a new home at the development. Subsequently, it will be distributed to all new residents alongside their welcome pack, at the point at which they first occupy their home in order to ensure that the Travel Plan message is reinforced.
- 4.14 An example travel information leaflet, prepared by TPS Transport Consultants Ltd on behalf of Barratt Homes and similar to the one that will be prepared for the development, can be seen in **Appendix B**. The content of the travel guide will be reviewed regularly, and a re-print will be done, as required to reflect any changes to local travel options.

#### **Marketing Strategy 3: Free Personalised Journey Planning for each household**

- 4.15 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 and newsletters.

#### **Marketing Strategy 4: Annual Residents' Newsletter**

- 4.16 To ensure continued engagement with residents, after they initially move into their property, a newsletter will be issued to all occupied dwellings on an annual basis; an example of a newsletter for another Barratt Homes site is provided at **Appendix C**. The newsletter offers the opportunity to re-promote the various local transport options and to update residents as to any changes to local infrastructure / services.

#### **Marketing Strategy 5: Promote Discounts with sustainable travel providers to residents.**

- 4.17 On behalf of Barratt Homes (and other residential developers), TPS has secured a series of discounts that are available to residents including bikes and accessories discounts at Halfords, home electric vehicle charging points, secure bike storage and running and walking accessories. Further information can be found at <http://barratt.my-journey.deals/>. The discounts will be promoted via the travel guide, newsletter and website.

### **Walking Specific Measures**

- 4.18 Walking contributes towards maintaining fitness levels and research indicates that 30 minutes brisk walking per day could halve the risk of heart disease. It is also the most sustainable form of transport as it is 'zero carbon', and does not use any capacity on public transport.



- 4.19 It has already been identified that a range of desirable local amenities are accessible on foot or by bike from the development site. The TPC will, therefore, promote walking for local trips.

**Walking Strategy 1: Promote and encourage walking, including the benefits of doing so, through the distribution or displaying of promotional material**

- 4.20 Walking will be marketed through the communication channels outlined earlier. In particular this marketing material will include:
- Promotion of benefits in terms of health, finances, social interaction etc;
  - Promotion of national and local walking campaigns and initiatives;
  - Promotion of available discounts at walking/outdoor clothing retailers (see Marketing Strategy 5);
  - Promotion of local walking routes, including access to [www.google.co.uk/maps/](http://www.google.co.uk/maps/) ; and
  - Details of key local destinations within walking distance on a map.

**Cycling Specific Measures**

- 4.21 Cycling also has many benefits in terms of health, fitness, mental well-being and reliability. In periods of traffic congestion and over short distances cycling offers competitive journey times with motorised transport, and also has a minimal impact upon highway capacity and the environment, as compared with vehicular trips.

**Cycle Strategy 1: Promote and encourage cycling by distributing or displaying promotional material, which outlines its benefits**

- 4.22 Cycling and its various benefits will be marketed through the communication channels outlined earlier. In particular the marketing will include:
- The benefits of cycling (health, financial, environmental etc);
  - Details of local cycle routes, including access to the West Yorkshire Interactive Cycle Map and journey planner ([www.cyclemap.cyclecityconnect.co.uk](http://www.cyclemap.cyclecityconnect.co.uk));
  - Details of cycle training opportunities available to those living within Cleckheaton and the surrounding areas;
  - Promotion of discounts available at retailers including Halfords; and
  - Details of local cycle groups.



### **Cycle Strategy 2: Provision of cycle storage**

- 4.23 Cycle storage will be provided in line with the cycle parking requirements outlined by Kirklees Council, this would require 1 cycle space per residential unit. Therefore, 133 cycle storage / parking spaces will be provided across the site.

### **Public Transport Specific Measures**

- 4.24 New residents at the development may initially be unaware of their public transport options. Through the provision of easy to use travel information, residents can be encouraged to use bus / rail services. With this in mind, information on the public transport opportunities will be made available to residents via the range of communication channels identified earlier.
- 4.25 Furthermore, with a range of user friendly, easily accessible journey planning tools now available online, it is quick and simple to plan a journey whether for commuting or leisure purposes.

### **Public Transport Strategy 1: Public Transport will be marketed as a sustainable and practical mode of transport, and the benefits of using it highlighted, by distributing or displaying promotional material via the aforementioned communication methods**

- 4.26 Travel by public transport will be marketed through the communication channels identified earlier, and in particular will include the following:
- Details of bus and rail journeys planners, including the WY Metro journey planner found at [planner.wymetro.com](http://planner.wymetro.com);
  - The offer of a free Personal Journey Plan, available to all residents;
  - Access to downloadable bus and rail timetables and maps;
  - Access to real time bus and rail information, including the 'Find your Next Bus' and 'Find your Next Train' services provided by WY Metro;
  - Access to bus operator apps, which include real time bus tracking functions, timetable information, and mobile payment options; and
  - Details of ticketing options, available from bus and rail operators directly, or via WY Metro.

### **Sustainable Car Use Measures**

- 4.27 A number of trips may only be practically possible by car (such as long distance journeys, trips at night, regular commuting to regional urban centres and journeys to locations inaccessible by active travel or public transport). Effective Travel Plans are not anti-car



campaigns but rather are aimed at empowering residents to make informed travel choices. The promotion of car sharing will, therefore, be a key element to this strategy.

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

- 4.28 Car sharing is when two or more people share a journey by car and travel together. It allows people to take advantage of the benefits of using the car, whilst at the same time reduces the overall number of vehicle trips made, and subsequently the impact on the environment. On a personal level, car sharing allows individuals to significantly reduce the cost of travelling by car.
- 4.29 A great deal of car sharing is arranged informally; however, to assist residents that wish to make more formal arrangements to either offer or find a lift, the West Yorkshire Liftshare car share scheme ([www.wycarshare.com](http://www.wycarshare.com)) will be promoted. The scheme will be promoted to both prospective and existing residents by way of the aforementioned travel guide, website and newsletters.

#### **Sustainable Car Use Strategy 2: Promote Eco-Driving**

- 4.30 Smarter driving or 'eco-driving' could save the average person up to £220 per year in fuel costs, as well as helping the environment. Eco-driving means moving more efficiently and producing less CO<sub>2</sub> – the main contributor to climate change.
- 4.31 Eco-driving will be promoted to residents by way of the previously described media channels with a view to reducing environmental impact (and costs to residents) of any necessary car trips.

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

- 4.32 Electric Vehicle (EV) Charging Points will be provided on all plots across the site, providing residents with an opportunity to charge an electric vehicle at home. Further details of these charging points will be provided to the Council separately.
- 4.33 The benefits of owning an EV will be highlighted to residents through the various Travel Plan materials identified.



## 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 Travel Plan is to consider the number of vehicular trips being made from the site, as ultimately the aim is to minimise this where possible. It is stated within the national guidance 'Making Residential Travel Plan Work', that "*the main target in the travel plan will normally be a measure of the level of car trips originating from the site*".
- 5.2 Based upon the above and taking into account the difficulties experienced when undertaking resident travel surveys, a monitoring strategy has been set out below, which details how the success of the Travel Plan will be recorded and reported upon.

### Travel Plan Targets

- 5.3 Targets are essential to ensure that 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:
- **S**pecific;
  - **M**easurable;
  - **A**chievable;
  - **R**ealistic; and
  - **T**ime-bound.

### Action-type Targets

- 5.4 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved.
- 5.5 The action-type targets specific to this Travel Plan have been outlined in the action plan contained at **Appendix D**, which identifies key delivery timeframes and responsibilities.



### Aim-type Targets

- 5.6 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' modal split against which progress can be assessed.
- 5.7 In this instance, the likely baseline vehicular trips have been taken from the Transport Assessment (TA) written for the development. The target is then to reduce actual (counted) trips to below this baseline, taking account of the Travel Plan measures.
- 5.8 The target for a reduction in the number of vehicular trips has been set at 10%, to be achieved within 5 years of first occupation.
- 5.9 The vehicular AM and PM peak hour trip rates (vehicles/dwelling) reflecting the TA data are shown in **Table 5.1**, below.

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

Peak Hour	AM			PM		
	Arrival	Departure	Two-Way	Arrival	Departure	Two-Way
Trip Rates	0.186	0.758	0.944	0.608	0.270	0.878
Trip Generation	23	94	117	75	33	109

(Source: Submitted Transport Assessment)

- 5.10 These vehicle trip rates can be used to estimate the number of car trips likely to be generated by the proposed residential development. Assuming at full occupation there will be 124 dwellings, some 117 two-way trips in the AM peak hour and 109 two-way trips in the PM peak hour would be expected.
- 5.11 A 10% reduction in vehicular trips at full occupation would, therefore, equate to a reduction of 12 two-way trips in the AM peak hour (to 105 trips) and a reduction of 11 two-way trips in the PM peak hour (to 98 trips), as compared to the baseline.
- 5.12 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.
- 5.13 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 Trip Rates per Dwelling**

Peak Hour	Two-Way
AM	0.847
PM	0.790

(Source: Consultant Calculation)

- 5.14 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

- 5.15 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 manual peak period traffic counts undertaken at the sites only vehicle 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.
- 5.16 The first (baseline) traffic count will be undertaken 12 months after first occupation at the site. These results will be shared with the Travel Plan officers at Kirklees Council following the baseline survey.

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

- 5.17 Following the initial baseline counts, subsequent traffic counts will be undertaken annually throughout the 5 year travel plan delivery period. 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.
- 5.18 The TPC will feed results of these travel surveys 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 Kirklees Council. This reporting will take the form of the submission of an 'Annual Monitoring Report'.

TPS Project Number: P10520  
Project Name: White Chapel Road, Cleckheaton  
Date: August 2020



# Appendix A

## Site Layout Plan

17 5076 - WHITECHAPEL ROAD, CLECKHEATON										
Type		Parking	Storey	Bed	Sq Ft	No	Total Sq Ft			
G0	Apt	PS	1	1B/2P	448	6	2688			
G1	Apt	PS	1	1B/2P	465	6	2790			
Kenley	End	PS	2	2B/4P	624	2	1248			
Kenley	Mid	PS	2	2B/4P	624	1	624			
Maidstone	Semi	PS	2	2B/4P	624	6	3744			
Maidstone	Semi	PS	2	3B/5P	830	4	3320			
<b>Total Affordable</b>							<b>25</b>	<b>14414</b>		
Maidstone	End	PS	2	3B/5P	830	6	4980			
Maidstone	Mid	PS	2	3B/5P	830	4	3320			
Maidstone	Semi	PS	2	3B/5P	830	9	7470			
Moresby	End	PS	2	3B/5P	855	1	855			
Moresby	Semi	PS	2	3B/5P	855	1	855			
Kingsville	End	PS	2.5	4B/6P	1072	4	4288			
Kingsville	Mid	PS	2.5	4B/6P	1072	3	3216			
Kingsville	Semi	PS	2.5	4B/6P	1072	2	2144			
Brentford	End	PS	3	3B/6P	1162	1	1162			
Woodcote	End	PS	2.5	4B/6P	1217	6	7302			
Woodcote	Mid	PS	2.5	4B/6P	1217	3	3651			
Woodcote	Semi	PS	2.5	4B/7P	1217	12	14604			
Moresby	Det	PS	2	3B/5P	855	9	7695			
Denby	Det	Int	2	3B/6P	880	10	8800			
Kingsley	Det	SG	2	4B/6P	1085	6	6510			
Ashburton	Det	Int	2	4B/8P	1471	7	10297			
Alderney	Det	SG	2	4B/7P	1225	6	7350			
Radleigh	Det	SG	2	4B/8P	1317	9	11853			
<b>Total Freesale</b>							<b>99</b>	<b>106352</b>		
<b>Total Site</b>							<b>124</b>	<b>120766</b>		

	m2	Acres	Hectares	Sq Ft Per Acre
Net Area	28226	6.98	2.82	17302
Road	4461			m2 Per Dwelling
				36



ASHBURTON - 7% FREESALE UNITS  
 KINGSVILLE - 9% FREESALE UNITS  
 MAIDSTONE - 19% FREESALE UNITS  
 \* TEMPORARY SALES OFFICE TO BE REMOVED UPC

- SITE LAYOUT LAYERS KEY:**
- 1800mm BRICK WALL
  - 1800mm STONE WALL
  - RETAINING WALL
  - 1800mm BRICK WALL & FENCE
  - 1800mm STONE WALL & FENCE
  - 1800mm TIMBER FENCE
  - 2100mm ACOUSTIC FENCE
  - 450mm KNEE HIGH RAIL
  - SITE BOUNDARY
  - REAR ACCESS GATE (LOCKABLE)
  - DISCOUNT MARKET SALE
  - SOCIAL / AFFORDABLE RENT
  - BIN COLLECTION POINTS
  - BIN STORE
  - CYCLE STORE
  - ELECTRIC VEHICLE CHARGING POINT
  - REAR GARDEN CYCLE STORE
  - EXISTING PUBLIC RIGHT OF WAY SPE/24/40 & SPE/42/10
  - PROPOSED PUBLIC RIGHT OF WAY (DIVERTED THROUGH THE SITE)
  - GRASSED AREAS (FRONT GARDEN)
  - GRASSED AREAS (REAR GARDEN)
  - BLOCK PAVING
  - EXISTING TREES RETAINED
  - EXISTING TREES REMOVED

SITE BOUNDARIES SUBJECT TO TOPOGRAPHICAL SURVEY AND TITLES  
 INTERNAL VISIBILITY SPLAYS 2.4m x 33m  
 HOUSE TYPE TEMPLATES:  
 Barratt 2016 Range - Rev P - 20.02.20

REV	DATE	DESCRIPTION	BY	CHECK
R	06/20	PLOT 74 CHANGED FROM SOCIAL/AFFORDABLE RENT TO DISCOUNT MARKET SALE AS PER CLIENTS REQUEST	SD	LM
Q	29/06/20	PLOTS 47 - 48 CHANGED TO MAIDSTONES AS PER CLIENTS REQUEST	SD	LM
P	18/06/20	PLOTS 47 - 48 CHANGED TO MAIDSTONES AS PER CLIENTS REQUEST	SD	LM
O	16/06/20	SALES AREA AMENDED AND SINGLE GARAGE REMOVED FROM PLOT 8 ASHURTON AS REQUESTED BY CLIENT	SD	LM
N	06/06/20	AMENDMENT TO FOOTPATH ON NORTHERN BOUNDARY IN LINE WITH LANDSCAPE DRAWING. PLOTS 47-48 CHANGED TO WPP/ED. ALL DIMENSIONS UPDATED. LATEST REVISION. PLOT 97 BOUNDARY TREATMENT AMENDED	SD	LM
M	26/05/20	AFFORDABLE HOUSING CATEGORIES INTO DISCOUNT MARKET SALE AND AFFORDABLE SOCIAL RENT	SD	LM
L	20/05/20	LAYOUT REVISED IN LINE WITH CLIENTS SKETCH AND COMMENTS. HOUSETYPE MIX UPDATED AS PER CLIENTS REQUEST	SD	LM
K	13/05/20	LAYOUT REVISED IN LINE WITH DRAWING 17 5076-01. SITE LAYOUT REVISED SKETCH OVERLAY - 18/02/20 & CLIENTS COMMENTS	LS	XX
J	05/11/19	BRICK SCREEN WALLS AND BRICK WALL AND FENCE UPDATED TO STONE WHERE DWELLINGS ARE TO BE FINISHED IN STONE. AS INSTRUCTED BY CLIENT	JP	SD
I	31/10/19	PLOTS 34-39 REVERTED TO PREVIOUS (REV F)	JP	LM
H	25/10/19	PLOTS 34-37 CHANGED TO KINGSVILLE. PLOTS 38-39 CHANGED TO KINGSVILLE/BRENTFORD. PLOTS 36-37 HANDED. PLOTS 41-42 POSITIONING AMENDED.	JP	LM
F	07/10/19	BOUNDARY TREATMENTS TO PLOT 13, 30, 39, 40, 47, 49, 96, 99, 126, 116, 117, 124 UPDATED TO WALL AND FENCE	SD	LM
E	20/07/19	SITE LAYOUT UPDATED FOLLOWING CLIENTS COMMENTS. 2x BETWEEN PLOTS 9/20/21, 24/45 AND 9/24 SALES AREA LAYOUT AMENDED TO REMOVE SEPARATE AREAS. AMENDMENTS TO PLOTS 75-87 TO MOVE PARKING INTO COURTYARD	SD	LM
D	05/07/19	SITE LAYOUT UPDATED FOLLOWING CLIENTS COMMENTS	SD	LM
C	26/06/19	SITE LAYOUT UPDATED FOLLOWING CLIENTS COMMENTS	SD	LM
B	07/05/19	PLOTS 123 REPOSITIONED AWAY FROM ZONE OF HERITAGE. PLOTS 41-42 PARKING AMENDMENT ADJUSTED	LS	LM
A	28/04/19	LAYOUT REVISED. PLOT NUMBERS REVISED IN LINE WITH HERITAGE COMMENTS. TREE SURVEY ADDED	LS	SD

**jrpr** ARCHITECTURE | PLANNING | LANDSCAPE

CLIENT: BARRATT LEEDS  
 PROJECT: PROPOSED RESIDENTIAL DEVELOPMENT WHITECHAPEL ROAD, CLECKHEATON  
 DRAWING: PROPOSED SITE LAYOUT  
 DRAWING NUMBER: P17:5076:01 R  
 SCALE @ A1: 1:500  
 DATE: APR 19

14 MARINER COURT | CALDER PARK | WAKEFIELD | WF4 3FL  
 01924 383222 | www.jrpr.co.uk | info@jrpr.co.uk

01/ PROPOSED SITE LAYOUT

Do not scale off this drawing - Only figured dimensions to be taken from this drawing. Drawings based on Ordnance Survey and/or existing record drawings. Design and Drawing content subject to Site Survey, Structural Survey, Site Investigation, Planning and Statutory Requirements and Approvals. Authorised reproduction from Ordnance Survey Map with permission of the Controller of Her Majesty's Stationery Office. Crown Copyright Reserved.

TPS Project Number: P10520  
Project Name: White Chapel Road, Cleckheaton  
Date: August 2020



## Appendix B

### Example Travel Guide

If having viewed the guide and website you still have travel-related questions, email Barratt Homes' Travel Plan Coordinator - [info@standrewsplace-travel.co.uk](mailto:info@standrewsplace-travel.co.uk)

[www.standrewsplace-travel.co.uk](http://www.standrewsplace-travel.co.uk)

We have also set up a bespoke travel information website, which provides more detailed information. Visit:

Whether you want to know how to get to work by bus or bike or how to get to the local shops on foot, it's never been simpler to find out how to do it. Barratt Homes has prepared this guide to point you in the direction of more detailed walking, cycling and public transport information as well as showing you how you can save money, and do your bit for the environment, whilst travelling by car.

Not only will you need to get used to your new home and surroundings, you will also need to think about how you get to and from places from your new home.

**Moving home can mean big changes to your lifestyle.**



WELCOME TO ST ANDREW'S PLACE



TRAVELLING BY FOOT



TRAVELLING BY BIKE



TRAVEL GUIDE



ENJOY FREE TRAVEL



PLAN YOUR JOURNEY



### Enjoy **FREE** Travel with an **annual MCard!**

As a resident of St Andrew's Place your household is eligible to receive a **FREE annual MCard** (worth over £1200!) - offering travel throughout West Yorkshire by bus and rail (zones 1-3) for a whole year. What's more in taking up the offer, you also benefit from savings on MCard ticket prices in your 2nd and 3rd year as a resident of 25% and 10% respectively.

To find out more, and to request your MCard application pack, please visit [www.standrewsplace-travel.co.uk](http://www.standrewsplace-travel.co.uk). The offer is limited to one MCard per address at St. Andrew's Place.

To find out more visit [info@standrewsplace-travel.co.uk](mailto:info@standrewsplace-travel.co.uk).

### CONTACT US

If you would like any further information or require advice or assistance with regards to the travel options available to you, email [info@standrewsplace-travel.co.uk](mailto:info@standrewsplace-travel.co.uk).

**T. 01924 664638**

**St Andrew's Place**  
Bruntcliffe Road, Morley

What are your travel options?



[www.standrewsplace-travel.co.uk](http://www.standrewsplace-travel.co.uk)

There is some great support available for anyone living in and around Leeds who is new to cycling or hasn't cycled in a while; from free cycle skills and maintenance training to led rides. Find lots of links to cycling support projects and clubs in Leeds at:

The website also provides an online journey planning facility that enables you to find the quickest or easiest route from A to B by bike.

Further information, including cycle route maps and details of local facilities are available at

Cycling is therefore a great way to get around the local area, or even when travelling further afield, particularly given that the surrounding area offers some fantastic leisure routes.

**Getting on your bike is quick, healthy and low cost.**

Contact [info@standrewsplace-travel.co.uk](mailto:info@standrewsplace-travel.co.uk) to request your plan.

To help plan your journey we have highlighted some of the key local routes on the plan towards the rear of this guide. Alternatively we can assist you to determine the best route from A to B, by providing you with a personalised journey plan free of charge.

Barratt Homes has funded improvements to the local pedestrian network, including a new pelican crossing and wider footways on Bruntcliffe Road and 2 additional crossing points. Our aim is to make it even easier and safer for you to travel locally on foot.

St Andrew's Place is within walking distance of a range of local facilities, including employment opportunities, education facilities, retail and leisure destinations including ASDA and Morley town centre.

and your pocket can far outweigh that extra ten minutes in bed.

One of the reasons health experts give walking rave reviews is because it's a 'lifestyle exercise'. This means you can usually make time for it without too much of a change to your daily routine. It might mean your journey to the shops, work or school is a bit longer than by other modes but the benefits in terms of the environment, your fitness and your pocket can far outweigh that extra ten minutes in bed.

**Walking is a fantastic way to get, and stay, healthy!**

[www.cyclestreets.net](http://www.cyclestreets.net):



Helps you plan local journeys on foot, advising on the best route, amount of calories you would burn and amount of time it would take.

[www.google.co.uk/maps](http://www.google.co.uk/maps):



Find others looking to share journeys by car across West Yorkshire.

[www.wycarshare.com](http://www.wycarshare.com):



All the information you need on travelling by public transport in West Yorkshire, including a handy online journey planner.

[www.wymetro.com](http://www.wymetro.com):



Contact [info@standrewsplace-travel.co.uk](mailto:info@standrewsplace-travel.co.uk) to request your plan or for more information. Alternatively, visit **these sites** to plan any journey from A to B.

In addition to general advice and assistance in identifying your travel options, residents at St Andrew's Place can also take advantage of a free personalised journey plan for either a regular or one off journey.

### PLAN YOUR JOURNEY



**GRAB YOUR FREE MCARD**  
SEE BACK OF LEAFLET FOR DETAILS

**TRAVELLING BY BUS**

St. Andrew's Place is served by a number of bus services, providing useful connections to a range of destinations.

First Bus services 51 and 52, which can be accessed via the nearby stops on Fountain Street, combine to provide regular connections to destinations including Morley, Leeds, Meanwood and Moor Allerton.

Stops on Bruntcliffe Road, directly outside of the development, are served by the Arriva Bus service 213 and 201A. The 213 service provides an hourly connection to destinations including Dewsbury, Dewsbury Hospital, Batley and Morley. Service 201A operates on an evening only, connecting to Leeds, the White Rose Centre, Morley, Batley and Heckmondwike.

Arriva service 201 is also accessible from Scotchman Lane, operating through the daytime between Leeds, the White Rose Centre, Morley Batley and Heckmondwike.

For further information on bus routes, timetables and ticketing options visit [standrewsplace-travel.co.uk](http://standrewsplace-travel.co.uk).

Key local services can be summarised as follows:

- Bruntcliffe Road**
  - 213 Dewsbury – Batley – Morley**  
Hourly service Mon – Sat daytimes
  - 201A Leeds – White Rose – Morley – Heckmondwike**  
Hourly evening service, Mon – Sun
- Fountain Street**
  - 51/52 Moor Allerton – Leeds – Morley**  
3 services an hour, Mon – Sat daytimes  
Every 30 minutes on an evening and Sunday
- Scotchman Lane**
  - 201 Leeds – White Rose – Morley – Heckmondwike**  
Every 30 minute, Mon – Sat daytimes  
Hourly on Sundays

**TRAVELLING BY TRAIN**

Morley train station is less than 3km away from St Andrew's Place - that's about 8 minutes by bike or alternatively you can catch the number 201 or 201A bus service and be there in around 15 minutes. Regular services from Morley run to Leeds (approx. every 30 minutes), Huddersfield (hourly) and Manchester Victoria (hourly). The journey to Leeds by train takes just 12 minutes and from Leeds you can connect to a range of national and local rail services.

There are a number of ways to buy rail tickets, and which option suits you best will be dependent upon the destination and frequency of your journey. Take a look at [www.standrewsplace-travel.co.uk](http://www.standrewsplace-travel.co.uk) for further information.

To find train times, purchase tickets or see live departure information you can also visit [www.nationalrail.co.uk](http://www.nationalrail.co.uk).



**TRAVELLING BY CAR**

Whilst for many local journeys there is an easy, more sustainable option available, sometimes travelling by car is the most convenient or only choice that works.

However, with many people looking to reduce their travel costs and with new technologies arriving all of the time, it's worth considering whether you could be smarter when it comes to how you travel by car.

**Car Sharing**

Do you often travel by car alone, when it might be possible to share the journey with someone else to reduce your travel costs, and help minimise local congestion?

West Yorkshire has a FREE to join online car share scheme which helps you locate other people travelling your way. Simply enter some basic journey details and the website will see if there are others you could car share with. Car sharing can be really flexible, with some people choosing to share journeys on a regular basis, whilst others do it as and when suits.

So why not sign up today, and see if car sharing could work for you: [www.wyiliftshare.com](http://www.wyiliftshare.com).

**Electric Vehicles**

Could your next car be an electric or hybrid model?

New electric and hybrid cars are coming onto the market all of the time, with government targets to phase out all diesel and petrol models over the next few decades. Whilst initially more expensive to buy or lease, reduced running costs and exemptions mean whole-life costs can work out much lower. So whilst you are doing your bit to help the environment, you could also be saving money!

For further information on electric cars, and to find your nearest charging points, see the handy websites below: [nextgreencar.com](http://nextgreencar.com) [zap-map.com](http://zap-map.com)

**Use a Car Club**

A car club offers individuals the convenience of car use without the need to own one – saving money on purchase, maintenance and insurance costs. You can book use of a vehicle for as little as an hour, with rates as low as £4.96 for a rental.

The nearest car club vehicle to St. Andrew's Place is located in Morley, on Wellington Street. It's operated by Enterprise Car Club, which has vehicles across the city – details of vehicle location, hire rates and registration and booking procedures can be found here: [www.enterpriseclub.co.uk](http://www.enterpriseclub.co.uk).

**LOCATION MAP ST ANDREW'S PLACE**



**MAP KEY**

- SITE LOCATION
- BUS STOP
- TRAIN STATION
- HOSPITAL/MEDICAL CENTRE
- EDUCATION
- RETAIL

TPS Project Number: P10520  
Project Name: White Chapel Road, Cleckheaton  
Date: August 2020



## Appendix C

### Example Newsletter

CLAIM YOUR

SPRING 2020 TRAVEL NEWSLETTER

# FREE SUSTAINABLE TRAVEL VOUCHER

# ST OSWALD'S VIEW METHLEY

All occupied homes at St Oswald's View are able to claim a bus only MCard worth £865.... no catch! Simply apply today and your MCard will be on its way.\*

The savings don't stop there:

- A minimum 25% discount on a rail and bus MetroCard is available in year 2
- A minimum 10% discount on a rail and bus MetroCard is available in year 3

To apply simply visit [www.stoswaldsview-travel.co.uk](http://www.stoswaldsview-travel.co.uk) today and complete our short form.

**Terms of the offer**

\*The offer is limited to one per address, to be used only by an occupant of that address. It cannot be claimed if a previous occupier at the address has already claimed.

## GET PERSONAL

All St Oswald's View residents can take advantage of a FREE personalised journey plan.

So, if you are making a journey you've not made before and want some advice on route options by different modes of travel, get in touch and we will be happy to help: [info@stoswaldsview-travel.co.uk](mailto:info@stoswaldsview-travel.co.uk)



Welcome to the St Oswald's View sustainable travel newsletter.

Inside we have provided a range of useful information and advice to help you and your family to explore local travel options, whether nipping to the local shops, commuting to work or heading out on the school run.

Small individual changes in travel behaviour can result in big impacts, benefitting us personally and as a local community. So next time you are about to jump in the car, could you switch to a more sustainable or healthy option?

IN THIS ISSUE: Cycling tips; Travel Appy; Make the most of local public transport; Claim a FREE MCard; Request help planning a journey.

# BEGIN SPRING AS YOU MEAN TO GO ON!

There's no better time than spring to get out on your bike and reconnect with nature after a winter of semi-hibernation and comfort food. The days are getting brighter, the weather is getting better, leaves are returning, and flowers are blooming.

Don't let unpredictable weather put you off!

There's plenty you can do to make the most of the spring sunshine.

## Here are our tips on being prepared:

A blue-sky morning can easily lure you into a false sense of security, so make sure you keep a waterproof jacket in your bag to help you stay dry in those sudden spring showers!

Always think about the wind! In the Netherlands they call windy days 'Dutch hills'; the extra effort involved with cycling against the wind can be similar to riding uphill.

Unlike climbing hills, standing won't help you against winds, it actually just makes you a bigger target. Instead, try to set off earlier on windy days, stay at a comfortable pace and bring a positive mind set – it'll make all the difference!

You'll also want to avoid wearing overly loose clothing that can get caught in the wind!

If you find yourself battling against the wind (or a hill!) on a regular basis, you might want to consider an e-bike. On an e-bike, when you pedal the motor is activated to give you an extra boost, but you'll still get all the benefits of a workout.

Typically, you'll get 25 miles of assistance from an e-bike but dependent on the terrain and battery type, you can get up to four times that!

## LOOKING TO SAVE MONEY ON THE COST OF A BIKE, ACCESSORIES OR SERVICING?

We have teamed up with Halfords and Cycle Republic to bring you some great savings.

- 10% off adult bikes;**
- 15% off cycle accessories;**
- 20% off cycle servicing.**

Email us to request your voucher today:  
[info@stoswaldsview-travel.co.uk](mailto:info@stoswaldsview-travel.co.uk)

## LOCAL BUS OPTIONS

If you haven't caught the bus for a while, you might be pleasantly surprised by the difference in your experience.

New technology means you don't have to wait around at bus stops, many buses offer WiFi on board, cashless ticket options and more.

Depending on your location on St. Oswald's View, your nearest bus stops are located either on Methley Lane or Church Lane. The Methley Lane stop is served by bus numbers 410 and 189 that provide frequent services to Wakefield, Castleford, Pontefract, Junction 32 Retail Park, and Leeds city centre.

In addition to service 189, the Church Lane stop is also serviced by bus 153 stopping at Rothwell, Woodlesford, Oulton Drive, Scholey Hill, Mickletown and Castleford Bus Station.

A summary of the key services using these stops is found below. For information on all local bus options visit: [www.stoswaldsview-travel.co.uk](http://www.stoswaldsview-travel.co.uk)

### Service 153 (Square Peg)

#### Rothwell – Castleford

Services run up to every 90 minutes Monday to Saturday.

### Service 189 (Arriva)

#### Wakefield - Leeds

Services run up to every 10 minutes Monday to Saturday and up to every 40 minutes on Sunday.

### Service 410 (Arriva)

#### Leeds - Chequerfield

Services run up to every 30 minutes Monday to Saturday, and every 60 minutes on Sunday.



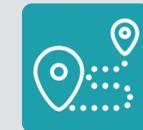
## TRAVEL APPY!

If you've not tried the Arriva Bus app yet, what are you waiting for?

It's your mobile travel companion with great features that include:

- Trip planner
- Live map with real-time info
- Timetables
- m-tickets
- Service updates

No more wondering where your bus is or searching for change. See the location of your bus in real time and pay via the handy m-Ticket app.



## TRAVEL BY TRAIN

Your nearest train station is Woodlesford. From here frequent services run to destinations such as Leeds, Castleford, Wakefield, Barnsley and Sheffield. You can cycle to the station in under 15 minutes via National Cycle Route 67 and Fleet Lane; the station offers limited cycle storage on the side of the concourse on platform 1.

The Woodlesford service to Leeds will get you there in under 15 minutes. Leeds station provides a range of services to national destinations including Newcastle, London, Manchester, Glasgow, Aberdeen and many more. For more information visit [www.stoswaldsview-travel.co.uk](http://www.stoswaldsview-travel.co.uk)

You can make some great savings on rail travel, whether you are travelling as a couple, a family or on your own. Check out the offers available at: [railcard.co.uk](http://railcard.co.uk) and [commuterclub.co.uk](http://commuterclub.co.uk)

TPS Project Number: P10520  
Project Name: White Chapel Road, Cleckheaton  
Date: August 2020



## Appendix D

### Action Plan

Whitechapel Road, Cleckheaton	Action	Responsibility	Target Delivery Date
<b>Travel Plan Management</b>	Appoint Travel Plan Coordinator	Barratt Homes	Achieved
<b>Travel Plan Marketing</b>			
Marketing Strategy 1	Provision of a bespoke travel information website	Travel Plan Coordinator	1 month prior to show home opening
Marketing Strategy 2	Prepare travel information leaflet	Travel Plan Coordinator	1 month prior to show home opening
Marketing Strategy 3	Offer free personalised travel plan to each household	Travel Plan Coordinator	Ongoing throughout delivery period
Marketing Strategy 4	Prepare annual residents travel newsletter	Travel Plan Coordinator	Annually throughout delivery period
Marketing Strategy 5	Promote discounts with sustainable travel providers	Travel Plan Coordinator	Ongoing throughout delivery period
<b>Walking Strategy</b>			
Walking Strategy 1	Promote and encourage walking	Travel Plan Coordinator	Ongoing throughout delivery period
<b>Cycling Strategy</b>			
Cycling Strategy 1	Promote and encourage cycling	Travel Plan Coordinator	Ongoing throughout delivery period
Cycling Strategy 2	Provision of cycle parking facilities	Barratt Homes	Through design
<b>Public Transport Strategy</b>			

Public Transport Strategy 1	Promote and encourage public transport use	Travel Plan Coordinator	Ongoing throughout delivery period
<b>Sustainable Car Use</b>			
Sustainable Car Use Strategy 1	Promote car sharing	Travel Plan Coordinator	Ongoing throughout delivery period
Sustainable Car Use Strategy 2	Promote Eco Driving	Travel Plan Coordinator	Ongoing throughout delivery period
Sustainable Car Use Strategy 3	Provide electric vehicle charging points	Barratt Homes	Through design
<b>Monitoring Strategy</b>			
Monitoring Strategy 1	Undertake baseline traffic counts	Travel Plan Coordinator	12 months after 1 <sup>st</sup> occupations
Monitoring Strategy 2	Annual traffic counts and reports	Travel Plan Coordinator	Annual throughout delivery period