

Newett Homes

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**Proposed Residential Development  
Lower Blaccup Farm, Cleckheaton  
Travel Plan**

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September 2024

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# Proposed Residential Development Lower Blaccup Farm, Cleckheaton Travel Plan

September 2024

## Client Commission

Client:	Newett Homes	Date Commissioned:	July 2024
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## LTP Quality Control

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1	-	Final Issue	TF/KN	KN/SW	17/09/2024
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## LTP PROJECT TEAM

As part of our commitment to quality the following team of transport professionals was assembled specifically for the delivery of this project. Relevant qualifications are shown, and CVs are available upon request to demonstrate our experience and credentials.

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# PROPOSED RESIDENTIAL DEVELOPMENT, LOWER BLACCUP FARM, CLECKHEATON, TRAVEL PLAN

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## I. INTRODUCTION

### I.1 Background

- 1.1.1 Local Transport Projects Ltd (LTP) has been commissioned to produce a Travel Plan (TP) in support of a planning application for a residential development on land to be accessed via Ashbourne Way and Ashbourne View in Cleckheaton. This TP provides a strategy for encouraging users of the site to travel by sustainable modes of transport, including walking, cycling, public transport and car sharing. A plan of the approved site layout is attached as Appendix 1.
- 1.1.2 The local planning and highway authority for the site is Kirklees Council (KC).
- 1.1.3 A Transport Statement (TS) (LTP, 2024) that provides a detailed appraisal of all transport aspects associated with the approved development was submitted in support of the planning application. Reference has been made to the associated TS when preparing this document, with specific information and traffic projections taken directly from the TS.

### I.2 Scope

- 1.2.1 This Travel Plan is written in accordance with the Government's 'National Planning Policy Framework' (MHCLG, 2023) and 'Planning Practice Guidance' (MHCLG, 2014), with the scope summarised below:

- **Background:**
  - Introduction to the Travel Plan, the approved development and the relevant planning history;
  - Outline of the Travel Plan scope;
  - Determine the benefits that a successful Travel Plan can achieve, relative to residents, visitors, the local community and the developer;
  - Outline the relevant travel planning policy context, including the latest local and national travel planning guidance.
- Assess **accessibility** of the site by sustainable modes, including:
  - Walking;
  - Cycling;
  - Public Transport;
  - Car Sharing.
- Definition of the overall **aim and objectives** of the Travel Plan.
- Establish the expected **baseline travel situation**.
- Set appropriate **targets** to minimise car journeys to/from the site, based on the expected baseline situation.
- Establish **roles and responsibilities** for implementing the Travel Plan, including the role of the Travel Plan Coordinator and the overall responsibility for funding.
- Outline the Travel Plan Strategy and **Action Plan**, which would include a range of measures for achieving the objectives, under the following headings:
  - Walking;

- Cycling;
  - Public transport;
  - Car sharing;
  - Welcome Travel Pack.
- The Action Plan would also contain details on the **funding and timescales** for each of the proposed schemes.
  - Outline the **monitoring and evaluation strategy** of the Travel Plan, to include annual surveying and other indicators.
  - Establish **intervention measures** to be implemented if the review process identifies that the Travel Plan targets are not being achieved.

### 1.3 Site Location & Existing Use

- 1.3.1 The proposed development site is located on land at Lower Blaccup Farm in Cleckheaton and is currently in use as agricultural land. The site is bound by commercial properties served by Quarry Road to the north, residential properties served by Ashbourne Way and Penn Drive to the east and south respectively, with a mix of open grassland and existing properties forming the site's western boundary. There is an existing Public Right of Way (PROW) track that runs through the centre of the site, as discussed in Section 2.2. The approximate boundary of the proposed development site is shown in red in Figure 1.

Figure 1: Site Location



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### 1.4 Development Proposals

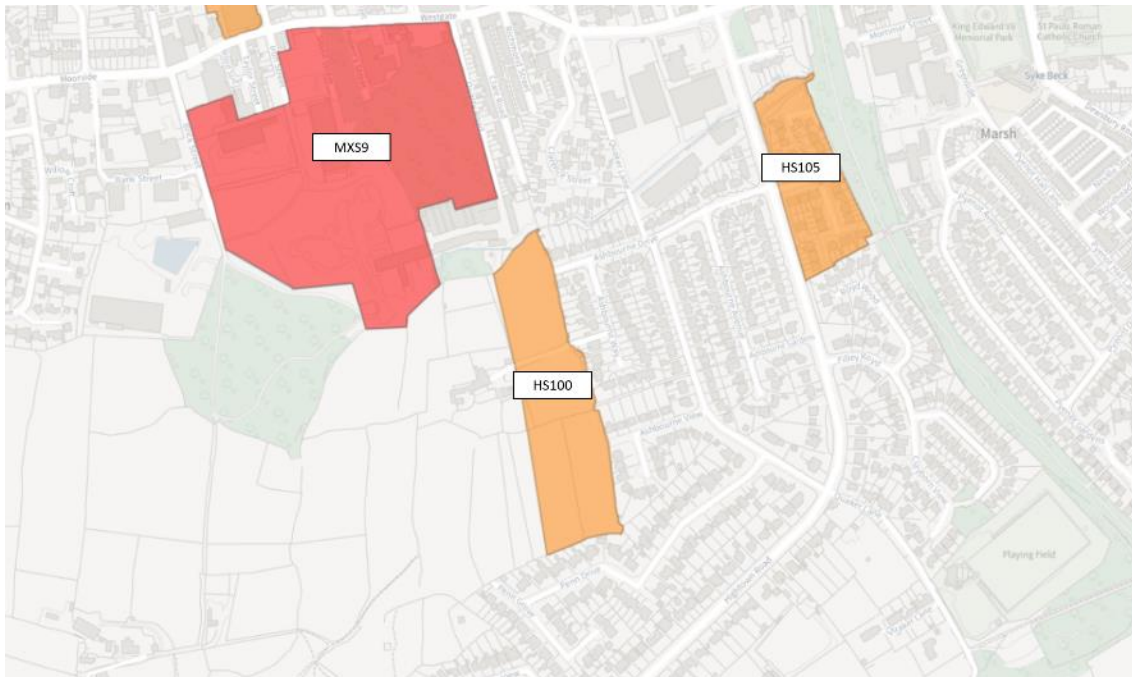
- 1.4.1 This report is based upon the proposals outlined on the site layout plan attached as Appendix 1. The proposals involve the development of 67 residential dwellings, comprising a mix of dwelling type and size.

- 1.4.2 Consistent with the previously approved scheme (ref: 2012/60/93062/E & 2014/61/91242/E), vehicular access to the proposed development will be provided via extensions to the existing residential roads at two locations, Ashbourne Drive and Ashbourne View to the east of the site, as shown on the site layout plan attached as Appendix 1. The existing footways on both sides of Ashbourne Drive and Ashbourne View are to be extended into the proposed site, continuing along the main spine roads.
- 1.4.3 The existing access track serving Lower Blaccup Farm to the west of the site will be retained as part of the proposed site layout. This track connects with Ashbourne Way to the east of the site, and also accommodates an existing Public Right of Way (PRoW) footpath.
- 1.4.4 Cyclists are expected to access the site via the Ashbourne Drive and Ashbourne View accesses on-carriageway, in line with the principles outlined within '*Manual for Streets*' (MfS), which advises that "*cyclists should generally be accommodated on the carriageway. In areas with low traffic volumes and speeds, there should not be any need for dedicated cycle lanes on the street*" (DfT, 2007b).
- 1.4.5 Kirklees Council do not have set car parking standards for residential developments. However, KC do outline in the '*Kirklees Highway Design Guide Supplementary Planning Document*' (KC, 2019) that in practice, most 2 to 3 bedroom dwellings are provided with 2 off-street car parking spaces. The majority of dwellings with more than 4 bedrooms are provided with 3 off-street parking spaces. The proposed car parking provision is expected to be provided in line with the local recommendations. Visitor parking is to be facilitated by on-street parking that does not inhibit servicing and emergency access, as outlined within the SPD.
- 1.4.6 It is understood that the access arrangements and internal highway network of the site have been designed to ensure that refuse vehicles can utilise the highway alignment and turning heads to enter and exit the site in a forward gear.

## **1.5 Allocation Status & Planning History**

- 1.5.1 The proposed site is allocated for residential development within the '*Kirklees Local Plan: Allocations and Designations*' (KC, 2019). The full allocation site, known as '*HS100*', has an indicative capacity of 53 dwellings, with the boundary of the allocation site shown below in Figure 2.

Figure 2: 'HS100' Allocation Site



Source: KC, 2019

- 1.5.2 The 'Kirklees Local Plan: Allocations and Designations' (KC, 2019) outlines a number of site-specific considerations that are required as part of the development of the site, as reproduced below:
- "No residential development to take place in flood zone 3
  - Site would benefit from a drainage masterplan."
- 1.5.3 An outline planning application (ref: 2012/60/93062/E) was submitted in October 2012 and was subsequently refused planning permission in May 2013 for an 'outline planning application (all matters reserved except partial means of access to, but not within, the site) for residential development of 53 dwellings'. The application was supported by a Transport Assessment (TA) (OPT, 2012) and it should be noted that KC Highways had no objections to the proposals (subject to conditions).
- 1.5.4 The application was subsequently appealed (ref: APP/Z4718/A/13/2201353) in July 2013 and was subsequently upheld in December 2013 with planning permission granted for the proposals. It should be noted that the appeal was supported by a Highways and Transportation Statement (HTS) (OPT, 2013) which addressed a number of the highways related concerns raised by objectors to the original outline application, although it should be reiterated that no objections were raised by KC Highways, nor were there any highways related Reasons for Refusal (RfR).

- 1.5.5 Following this outline consent, a reserved matters application (ref: 2014/61/91242/E) was submitted in April 2014 and was subsequently approved in September 2018 for a *'reserved matters application for 47 dwellings including layout, internal access arrangement, appearance, landscaping and scale. The dwellings will be made up of 3 x 2 beds, 2 x3 beds and 42 x 4 beds'*. Issues were raised by KC Highways regarding the proposed parking provision for the site, although it is understood that these were resolved.

## 2. TRAVEL PLANNING BACKGROUND

### 2.1 What is a Travel Plan?

2.1.1 Planning Practice Guidance (PPG) entitled '*Travel Plans, Transport Assessments and Statements in Decision-taking*' defines Travel Plans as "*long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling)*" (MHCLG, 2014).

2.1.2 A key guidance document in terms of Residential Travel Plans is '*Making Residential Travel Plans Work*' (DfT, 2007a). This document introduces the concept of the Residential Travel Plan Pyramid, which is discussed further within Section 2.3. The document describes a Residential Travel Plan as "*a package of measures designed to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. They are an important tool to help deliver accessible, sustainable communities and offer clear benefits to all the parties involved – public, private and the community. They involve meeting the access needs of residents in a new way and require partnerships between developers, local authorities, local communities and new residents*" (DfT, 2007a).

2.1.3 As well as the guidance highlighted above, this Travel Plan is situated within the context of the following policy documents:

- National Planning Policy Framework (MHCLG, 2023);
- Kirklees Local Plan (KC, 2019);
- Planning Practice Guidance (MHCLG, 2014);
- Manual for Streets 2: Wider Application of the Principles (CIHT, 2010);
- The Essential Guide to Travel Planning (DfT, 2008);
- Guidance on Transport Assessment (DfT, 2007b);
- Manual for Streets (DfT, 2007c);
- A Guide on Travel Plans for Developers (DfT, 2005a);
- Making Smarter Choices Work (DfT, 2005b); and
- Using the Planning Process to Secure Travel Plans. Best Practice Guide (DfT, 2002).

### 2.2 Why Prepare a Travel Plan? – The Benefits

2.2.1 A successful Travel Plan can be expected to realise a number of environmental, economic, health and social benefits. These benefits can be experienced by individuals, the developer, the Local Authority and the wider community. Figure 3 highlights a number of benefits that a successful Travel Plan can bring.

Figure 3: Potential Benefits of a Successful Travel Plan

#### Benefits to the individual

- Improved travel choices which can provide travel options that are **cheaper**, **quicker** and **more convenient**.
- There are various health benefits associated with walking and cycling, including improved physical fitness and reduced stress.
- A more attractive and cleaner environment at the site as a result of reduced congestion and lower demand for parking.

#### Benefits to the local community

- Improved travel links in the area for local people.
- Reducing the number of car journeys on the local roads can help make the streets less congested.
- A reduction in pollutants will improve air quality and help contribute towards wider local, national and global environmental targets.

#### Benefits to the Developer

- Enhances site accessibility.
- Provides evidence of sustainable credentials against criteria such as BREEAM.
- Producing a Travel Plan could offer positive image enhancement benefits to the development, which could improve sales of the proposed dwellings.
- Creates good relations with the local community.
- Improve marketability with an added value product.
- Potentially reduce the need for expenditure on new highway infrastructure.
- Residents and visitors are provided with a better experience from the reduced congestion and demand for parking.

2.2.2 This Travel Plan sets out the proposals for promoting sustainable travel choices by residents and visitors of the proposed development.

## 2.3 The Residential Travel Plan Pyramid

2.3.1 The Residential Travel Plan Pyramid (see Figure 4) is a diagrammatic tool which illustrates that successful Residential Travel Plans are built on the firm foundations of good location and site design. These elements must be supplemented by various measures, including the appointment of a Travel Plan Coordinator (TPC), a Travel Plan Strategy and Action Plan and also a promotional strategy which combines all elements of the pyramid into a coherent and marketable Travel Plan.

Figure 4: The Residential Travel Plan Pyramid



Source: DfT, 2007a

2.3.2 By linking to the relevant levels of the pyramid the remainder of this Travel Plan outlines the strategy for achieving a high-quality housing development which maximises travel choices available to its residents:

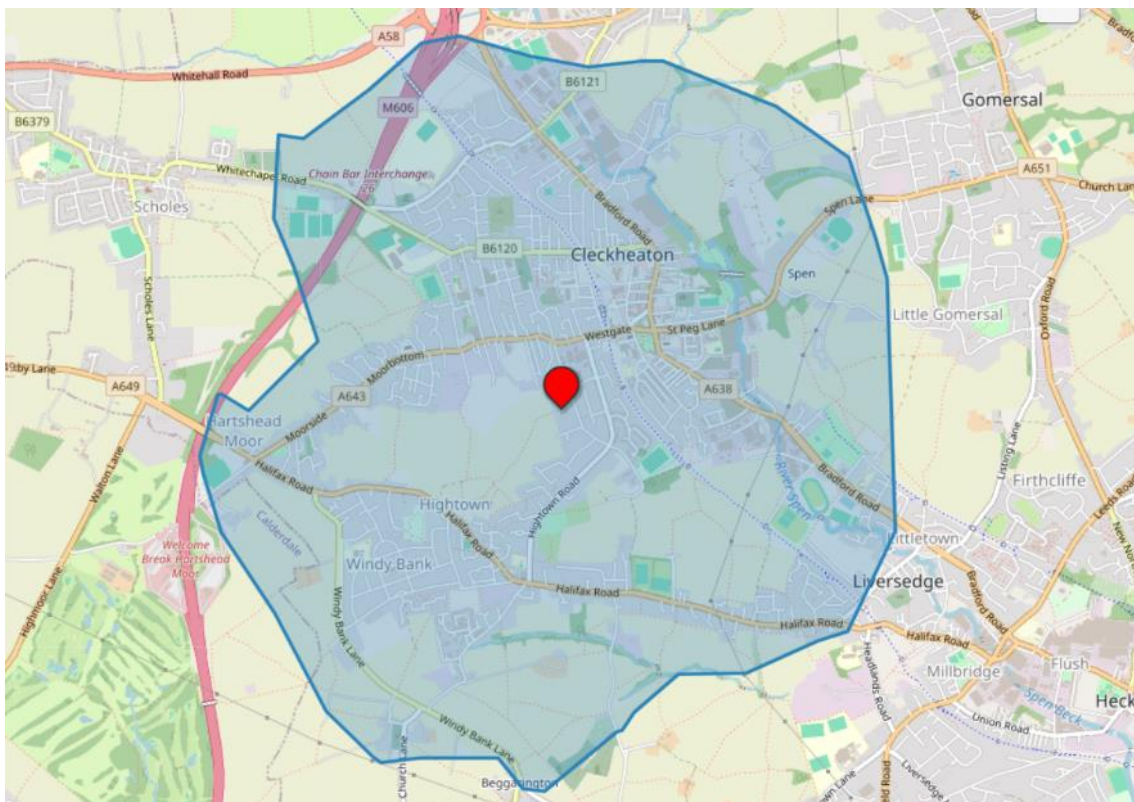
- **Section 3** – Considers the foundations of the pyramid and assesses the location and surrounding built environment of the proposed development in relation to each sustainable mode of travel;
- **Sections 4 & 5** – Identify the Travel Plan aim, objectives and targets;
- **Section 6** – Outlines the central and varying roles that the TPC will occupy in developing and advancing the Travel Plan;
- **Section 7** – Outlines the Travel Plan measures that are to be implemented at the site; and
- **Section 8** – Details the Travel Plan monitoring and evaluation strategy.

### 3. OPTIONS FOR SUSTAINABLE TRAVEL

#### 3.1 Pedestrian Provision

3.1.1 Guidance from the Chartered Institution of Highways & Transportation (CIHT) suggests a preferred maximum walking distance of 2km for a number of trips, including commuting and school trips (IHT, 2000). The proposed development site is located within a 2km walking distance of the built-up areas of Cleckheaton and Hightown as shown within Figure 5.

Figure 5: 2km Walking Isochrone



Source: ORS, 2024

3.1.2 The site is located within a reasonable walking distance (up to 2km) of a number of retail, health, leisure, and education facilities located within Cleckheaton to the north of the site. These include Heaton Avenue Primary Academy (closest school), Cleckheaton Health Centre, and Cleckheaton Methodist Church. In addition, there are several retail amenities located towards the centre of Cleckheaton including a Tesco Superstore and Home Bargains to the northeast of the site, with numerous amenities in close proximity to the site located along Westgate (A643), including a public house, a hairdresser and several takeaways.

3.1.3 Footways measuring approximately 1.8m in width are provided on both sides of Ashbourne Drive and Ashbourne View within the vicinity of both the northern and southern proposed site accesses. These footways connect with existing pedestrian infrastructure within the vicinity of the site, providing uninterrupted pedestrian access to the nearby urban centre of Cleckheaton.

Photo 1: Pedestrian Infrastructure on Ashbourne View



3.1.4 Figure 6 shows the existing Public Rights of Way (PRoW) within the vicinity of the site (site indicated by yellow star) with public footpaths highlighted in purple and bridleways in green.

Figure 6: Public Rights of Way



Source: KC, 2024

- 3.1.5 Figure 6 shows that there is a network of footpaths within the vicinity of the site. Footpath SPE/94/10 runs directly through the centre of the site before linking up to SPE/94/20 to the southwest, providing a pedestrian connection between Hightown Road and Ashbourne Way. Footpath SPE/94/20 connects to a wider network of PRoW footpaths, including SPE/93/30 and SPE/93/20, which provide access to the built-up area of Moorbottom by joining up to the A643 via Brick Street.

**Photo 2: Public Right of Way Footpath on Ashbourne Way**

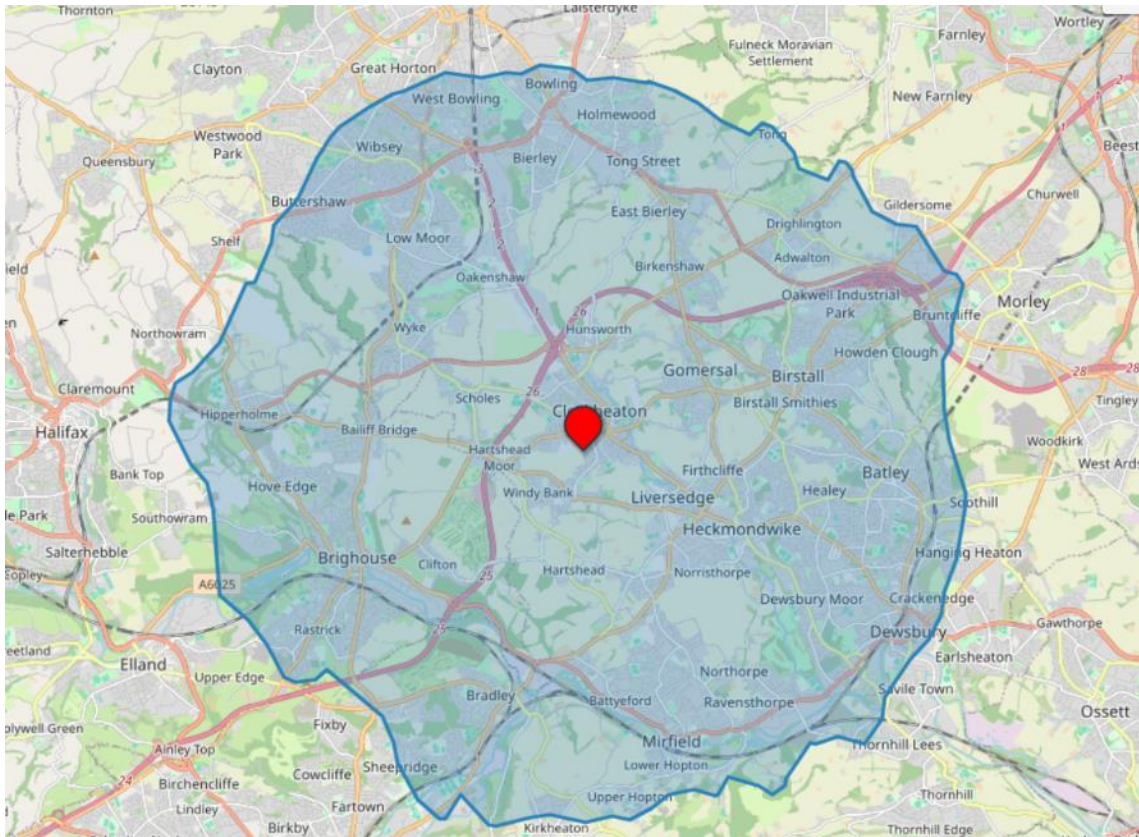


- 3.1.6 There is also a bridleway (SPE/164/30), highlighted green on Figure 4, located approximately 320m southeast of the site providing a shared cycling/pedestrian route between Quaker Lane and Halifax Road.
- 3.1.7 Measures to promote and encourage walking trips to/from the site are outlined within Section 7.3.

## 3.2 Cycling Provision

- 3.2.1 Cycling is a low cost and healthy alternative to car use, which can substitute for short car trips, or can form part of a longer journey by public transport. The Department for Transport (DfT) state that journeys up to five miles (circa 8km) are “an achievable distance to cycle for most people” (DfT, 2020).
- 3.2.2 The proposed site is located within a reasonable cycle ride, up to 8km (approximately 25 minutes at the average cycling speed of 12mph), of the areas of Cleckheaton Brighouse, Liversedge and Birstall, as well as a range of further settlements, as illustrated within Figure 7.

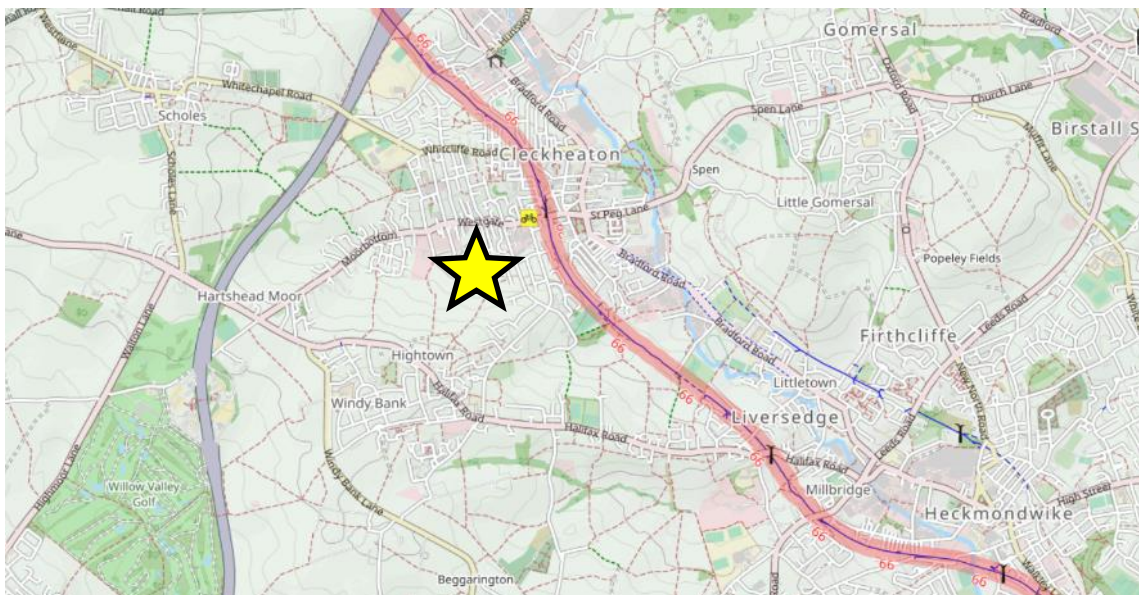
Figure 7: 8km Cycle Isochrone



Source: ORS, 2024

3.2.3 An extract of the OpenCycleMap is provided below in Figure 8 and displays the available cycle facilities within the vicinity of the proposed site, with National Cycle Network (NCN) routes shown in red, local cycle routes highlighted in blue and the proposed site highlighted by the yellow star.

Figure 8: Local Cycle Routes



Source: OCM, 2024

- 3.2.4 As demonstrated in Figure 8, National Cycle Network (NCN) 66 is just approximately 350m east of the site and can be accessed via Moorlands Road. NCN 66 is a long-distance leisure route that runs between Manchester and Hull, passing through Cleckheaton and Liversedge near the site.
- 3.2.5 Given the availability of local cycle facilities, and that the local highway network is subject to a 30 mph speed limit, it is considered that the local environment within the vicinity of the site is generally conducive to encouraging cycling trips.
- 3.2.6 Measures to promote and encourage cycling trips to the site are outlined within Section 7.4.

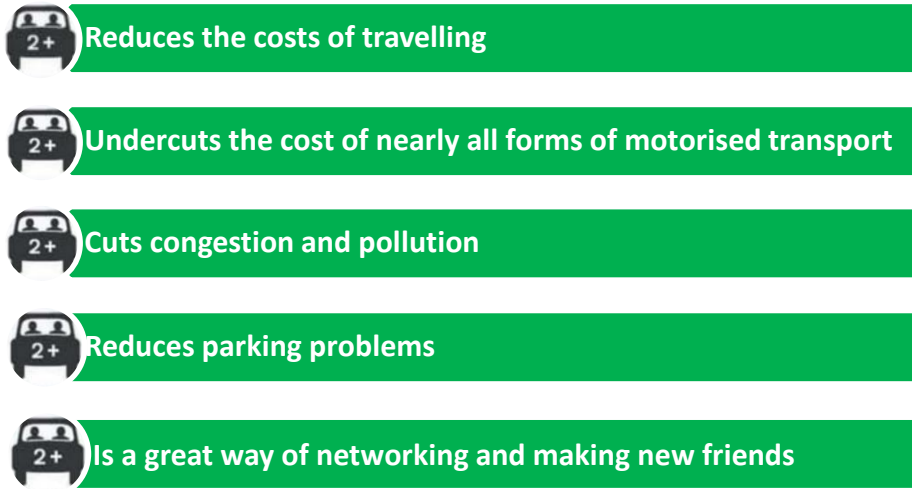
### 3.3 Public Transport Provision

- 3.3.1 Advice within 'Guidelines for Public Transport in Development' (IHT, 1999) states that the generally acceptable maximum distance that a bus stop should be located from a development site is 400m, although it is acknowledged that actual walking distances can be notably longer.
- 3.3.2 The nearest bus stops to the site are located on Quaker Lane and Ashbourne Drive, approximately 115m and 210m east of the site respectively. Both stops are serviced by the #259, four times per weekday (Monday to Friday) which runs between Brighouse and East Bierley. There are also additional bus stops present on Hightown Road which are serviced by the #260 which runs approximately hourly during the daytime on weekdays between Cleckheaton and Huddersfield. It should be noted that a number of additional services are available from Cleckheaton Bus Station, located approximately 670m to the east of the site on Greenside.
- 3.3.3 The nearest rail station to the site is Brighouse Rail Station, which is located approximately 4.6km to the west of the site. It should be noted that the #259 bus service stops at Brighouse Bus Station, which is located 520m to the north of Brighouse Rail Station and can be considered to be within reasonable walking distance. Services at Brighouse Rail Station are operated by Northern Rail, Grand Central and TransPennine Express, providing access to local, regional, and national destinations. These include Bradford Interchange, Halifax, Huddersfield, Leeds, and London King's Cross. Facilities available at the station include cycle parking, a car park and step-free access.
- 3.3.4 Measures to promote and encourage trips by public transport to the site are outlined within Section 7.5.

### 3.4 Car Sharing

- 3.4.1 Car sharing is a sustainable mode of travel that can reduce the number of single occupant vehicle trips generated by a site. [www.liftshare.com](http://www.liftshare.com) enables organised car sharing by connecting people travelling in the same direction so they can arrange to travel together. Liftshare suggests that there are several benefits to car sharing, as outlined within Figure 9.

Figure 9: Benefits of Car Sharing



3.4.2 Measures to promote and encourage car sharing trips to the site are outlined within Section 7.6.

## 4. AIM & OBJECTIVES

### 4.1 Overall Aim

- 4.1.1 In order to minimise the impact of traffic generated by the proposed development, the overall aim of producing and implementing this Travel Plan is:

*To minimise the number of vehicle trips generated by the site, particularly single occupant trips, in favour of more sustainable travel.*

### 4.2 Objectives

- 4.2.1 To help achieve the overall Travel Plan aim, a number of Travel Plan objectives have been set, as outlined below in Figure 10:

**Figure 10: Travel Plan Objectives**

1. To encourage residents and visitors of the development to evaluate their travel patterns and consider options for more sustainable travel

2. To increase awareness and actively promote travel by sustainable modes of transport, including the health and environmental benefits

3. To promote car sharing as a more sustainable alternative to travelling as a single car occupant

4. To set and agree appropriate targets that are regularly reviewed and amended if necessary to reflect changing circumstances

5. To monitor the travel patterns and performance against the Travel Plan targets

6. To provide a long term commitment to meeting the overall aim of this Travel Plan

- 4.2.2 This Travel Plan sets out the strategy for meeting these objectives through a variety of mechanisms and measures. This is a 'live' document that is to be reviewed and updated at key milestones in the development's planning, construction and occupation phases, as discussed in Section 8.

## 5. BASELINE TRAVEL SCENARIO & TARGETS

### 5.1 Baseline Travel Scenario

- 5.1.1 For a Travel Plan being developed for an existing, operational site, the baseline transport position would ideally be developed through detailed surveys of existing travel patterns. However, this Travel Plan has been produced for an approved future development. As such, no assessment of baseline travel patterns at the development could be established through surveys at this stage. Nonetheless, a transport base position is necessary to inform the development of this plan and in particular the initial target.
- 5.1.2 As previously outlined, a TS (LTP, 2024) appraising the likely transport impact of the proposals was prepared in conjunction with this TP. The TS included projections of the trip generation and modal split for the proposed residential development.
- 5.1.3 In the TS, the TRICS database was interrogated to find suitable data to assist in projecting the expected baseline travel scenario of the proposed residential development. The TRICS sites utilised to predict the traffic generation of the proposed development also contained multi-modal information, therefore the person trip generation of the site has been predicted based on the person trip rates derived from the comparable TRICS sites.
- 5.1.4 Using the TRICS-based modal split projections, Table 1 presents the projected modal split for the proposed development.

**Table 1: Modal Split**

Mode of Travel	Modal Split
Vehicle Drivers	53.6%
Vehicle Passengers	16.5%
<b>Vehicle Occupants</b>	<b>70.1%</b>
Pedestrians	20.1%
Cyclists	2%
Public Transport Users	7.8%
<b>TOTAL</b>	<b>100%</b>

\* Total may not represent the sum of its parts due to rounding.

- 5.1.5 It is noted that ‘vehicle driver’ includes all vehicle trip generating modes, including car drivers, taxi trips and Powered Two-Wheelers (PTW).
- 5.1.6 For the purposes of this Travel Plan, it is assumed that the modal split shown in Table 1 above reflects the baseline travel scenario at the proposed site. Therefore, the baseline travel situation for the site relative to the overall aim of this Travel Plan (see Section 4.1) is predicted to be:

**53.6% of trips are made by vehicle drivers**

## 5.2 Targets

5.2.1 The key aims of Travel Plans is to minimise the number of vehicle trips generated by a development, particularly those made by single occupants. This is most commonly done by setting appropriate targets. In setting Travel Plan targets it is important to highlight that targets need to be responsive as situations change. It is recognised that the targets of this Travel Plan should be SMART.

Figure 11: SMART Travel Plan Components



5.2.2 Travel Plan targets have been set for a five-year period and are a means of monitoring progress and aim to be challenging, but achievable. The targets are based on the assumed baseline situation (see Section 5.1) and are to be achieved within the timeframes set out below:

***Year 0 (baseline) – No more than 53.6% trips to be made by vehicle trip generating modes***

***Year 1 - No more than 52% of trips to be made by vehicle trip generating modes***

***Year 2 - No more than 51% of trips to be made by vehicle trip generating modes***

***Year 3 - No more than 50% of trips to be made by vehicle trip generating modes***

***Year 4 - No more than 49% of trips to be made by vehicle trip generating modes***

***Year 5 - No more than 48% of trips to be made by vehicle trip generating modes***

- 5.2.3 The performance against the Travel Plan targets is to be monitored via annual travel surveys as detailed within Section 8. The first travel survey should be undertaken within 12 months of occupation of the development and should the results reveal a vastly different modal split from that assumed within Section 5.1, then the above targets should be revised as appropriate. It is noted that all the dwellings are unlikely to be built and occupied 12 months after first occupation, however the targets can still be applied on a pro-rata basis to a partially occupied site.

## 6. ROLES & RESPONSIBILITIES

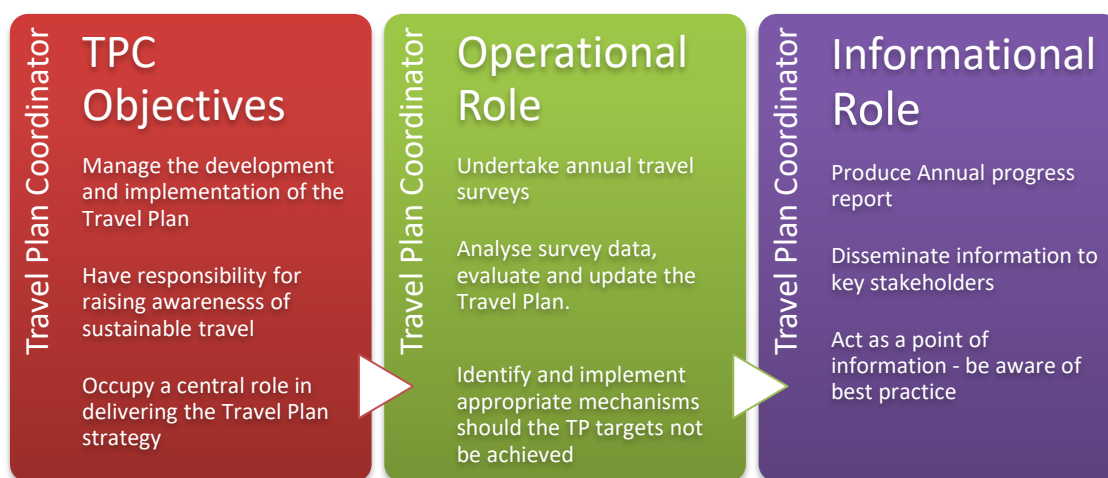
### 6.1 Ownership & Funding

- 6.1.1 It is recognised that the ownership and management of the site may change across the various planning, construction and operational stages of the development. The responsibility for implementing this Travel Plan lies with the owner of the overall development, therefore the responsibility for this Travel Plan may change hands with the ownership of the site.
- 6.1.2 At the planning stage, the Applicant acts as the owner of the development and is therefore responsible for the implementation of this Travel Plan, until such time as the ownership of the development is passed on.
- 6.1.3 The site owner will be responsible for ensuring the provision of adequate resources to develop and implement the Travel Plan, including the appointment of an appropriately experienced and qualified Travel Plan Coordinator (TPC). It will be the role of the TPC to utilise the funding provided by the site owner to deliver the Travel Plan measures, as detailed in Section 7. The funding stream associated with each of the Travel Plan measures is outlined within Section 7.2.

### 6.2 Travel Plan Coordinator

- 6.2.1 As outlined within the Residential Travel Plan Pyramid (see Section 2.3), a key part of a successful Travel Plan is the appointment of a TPC and the clear delineation of their roles and responsibilities.
- 6.2.2 The Applicant will appoint a suitably qualified person/organisation to act as a TPC at the site at least 3 months prior to first occupation of the development. The role of the TPC is wide ranging, incorporating key actions which will provide a focus for Travel Plan development over the duration of the appointment. The TPC will also be responsible for the monitoring and evaluation of the Travel Plan. The suggested objectives and roles of the TPC are illustrated within Figure 12:

Figure 12: TPC Objectives & Roles



### **6.3 Key Stakeholders**

- 6.3.1 For the Travel Plan to be successful it is essential that partnership working between key stakeholders takes place. As well as residents, the developer and the TPC, other key stakeholders include the local planning and highway authority (KC) and local public transport providers.
- 6.3.2 It is essential that all stakeholders work together to help make sure that the greatest Travel Plan benefits possible are achieved. An example of this is providing support with the production of the 'Welcome Travel Pack' (WTP) which is to be issued to all residents upon occupation of their dwelling (see Section 7.7 for further details on the WTP). Rather than the developer providing a WTP on their own, any WTP is likely to be more effective if it has input from knowledgeable key stakeholders.
- 6.3.3 To ensure that key stakeholders buy-in and provide continued support to the Travel Plan, it is recommended that stakeholders provide details of the relevant contacts in relation to the Travel Plan. Once all contact details are provided, the Travel Plan (and subsequent Welcome Travel Pack information) can be updated accordingly with all points of contact clearly outlined. The provision of contact details will also ensure that all monitoring and evaluation data is sent to the correct Officers in a timely manner.

## 7. ACTION PLAN

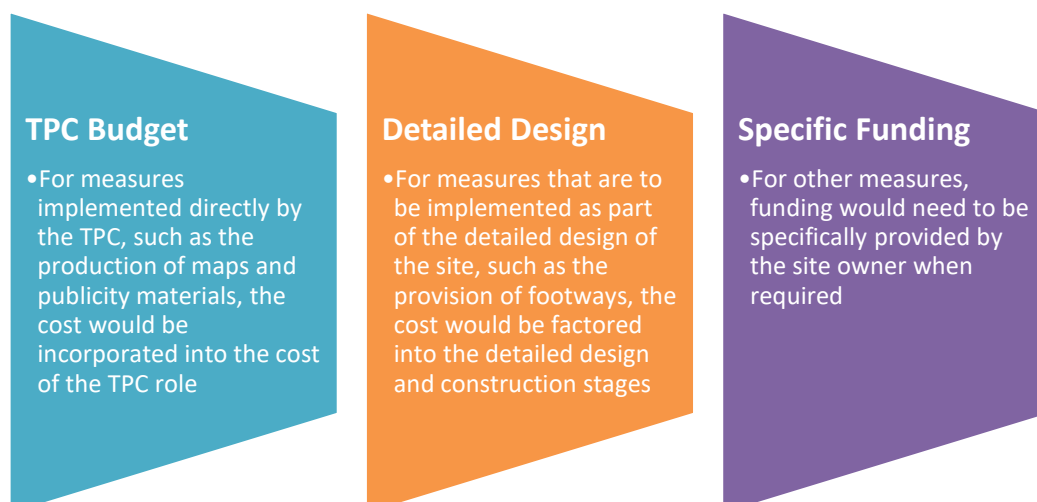
### 7.1 Introduction

- 7.1.1 This section outlines the Travel Plan measures that are to be implemented with respect to each mode of transport. An audit of existing transport infrastructure in the vicinity of the site was carried out to help inform the development of sustainable travel initiatives. The Travel Plan contains measures to increase travel choices and reduce reliance on single occupancy car travel.
- 7.1.2 The monitoring of the Travel Plan will allow travel patterns to be determined and the actual modal split to be identified. This will enable measures to be determined and specifically targeted to residents and visitors to facilitate the production of a more efficient and relevant Travel Plan.
- 7.1.3 The key measures as currently identified will be implemented and then following monitoring will be refined and defined to meet the specific needs of the users of the site.
- 7.1.4 The early stages of the Travel Plan development and implementation covers the detailed design process, construction period, initial occupation of the site, and the first monitoring and review periods of the plan. This period is crucial in terms of ensuring that the outlined measures are actively implemented. As a result, the majority of measures detailed herein are to be implemented prior to, or within the first year of plan implementation.

### 7.2 Funding Streams

- 7.2.1 As outlined in Section 6, the measures outlined in this Travel Plan are to be funded by the Applicant, with the TPC responsible for implementing the measures. However, not all of the Travel Plan measures would require separate funding; the fees associated with implementing a number of the measures would be absorbed into other funded activities. The potential ways in which the Travel Plan measures can be funded are outlined below:

Figure 13: Funding Streams for Measures



### 7.3 Measures to Promote Walking

7.3.1 Practically all journeys, regardless of the main mode used, start and end by walking, which is the most sustainable mode of all. There is potential for travel to be made to and from the proposed development site on foot, at least as part of journeys using other modes. Table 2: outlines the measures to be employed to actively promote travel to and from the site on foot.

**Table 2: Measures to Encourage Walking**

Measures	Timescale	Funding
Ensure that the pedestrian routes within the development are safe, convenient, accessible, and well lit, providing good internal permeability and access to all dwellings and open spaces, and the external pedestrian network.	During the detailed site design	Detailed Design
Design the development in accordance with a 'pedestrian first' policy with good lighting, dropped kerbs and a road layout that maintains a low vehicle speed environment.	During the detailed site design	Detailed Design
Produce and distribute a map showing key pedestrian features within the site and the local network. This will form part of a WTP for residents, to include walking/cycling distances and travel times to local amenities.	Upon each resident's site occupation	TPC Budget
Publicity materials regarding the health and financial benefits of walking to be made available to residents as part of the WTP.	Upon each resident's site occupation	TPC Budget
Liaise with local schools in order to encourage the establishment/extension of a 'walking bus' to/from the development.	12-24 months following first occupation	TPC Budget

### 7.4 Measures to Promote Cycling

7.4.1 Cycling is a sustainable mode of travel and is an excellent way of introducing physical activity into the everyday lives of people. Table 3: outlines the measures that will be implemented to help promote cycling to/from the site.

**Table 3: Measures to Encourage Cycling**

Measures	Timescale	Funding
Promote the benefits of and provide information on the established 'Cycle to Work' salary sacrifice scheme that residents should be able to access via places of employment.	Upon each resident's site occupation and ongoing	TPC Budget
Publicity materials regarding the health and financial benefits of cycling to be made available to residents as part of the WTP.	Upon site occupation	TPC Budget
Distribute copies of relevant cycle maps to all residents. Related information with regard to local cycle shops should also be distributed. This will form part of the WTP.	Upon site occupation	TPC Budget
Inform residents of local KC and national initiatives aimed at increasing cycling levels.	Upon each resident's site occupation	TPC Budget
Investigate the possibility of establishing a Bicycle User Group (BUG) or working group equivalent and implement if there is sufficient interest. This could tie into existing local cycle groups.	12-24 months following first occupation	TPC Budget

## 7.5 Measures to Encourage Public Transport Use

7.5.1 Measures that will be implemented to encourage public transport use at the site are summarised within Table 4: .

**Table 4: Measures to Encourage Public Transport Use**

Measures	Timescale	Funding
Disseminate public transport information to all residents. To encourage public transport use it is essential that information is readily available. Bus maps, timetable information, ticket information, taxi firm numbers and wider publicity will all be provided to residents. Information on resources such as journey planner sites which can help plan trips using both buses and trains should also be disseminated. This information should be reviewed and updated when required.	Upon each resident's site occupation and ongoing	TPC Budget
Meet local bus operators regarding the potential for re-routing or providing additional bus services to better accommodate the residents of the site and the surrounding area. This could be done in light of responses to the first annual travel survey.	12-24 months following site occupation	TPC Budget

## 7.6 Measures to Promote Car Sharing

7.6.1 The TPC should encourage site users to consider car sharing as an alternative to travelling as a single car occupant. Information on local and national car sharing schemes should be distributed. The national 'Liftshare' website ([www.liftshare.com](http://www.liftshare.com)) estimates that a typical car sharer will save themselves around £1,000 and 1 tonne of CO<sub>2</sub> per year by sharing their daily journey. There is the facility to calculate tailored potential CO<sub>2</sub> and cost savings. Measures that will be implemented to encourage car sharing amongst residents are summarised within Table 5: .

**Table 5: Measures to Encourage Car Sharing**

Measures	Timescale	Funding
Promote the use of online car share databases such as <a href="http://www.liftshare.com">www.liftshare.com</a> and <a href="http://www.blablacar.com">www.blablacar.com</a> aimed at assisting people in finding car share partners for commuting journeys.	Upon site occupation and ongoing	TPC Budget
Make residents aware of the environmental (and financial) benefits of car sharing.	Upon site occupation and ongoing	TPC Budget
Investigate the possibility of setting up a resident car sharing database for residents at the site, subject to demand.	12-24 months following first occupation	TPC Budget

## 7.7 Welcome Travel Pack

7.7.1 Raising awareness of the existing sustainable transport options available to residents of the site would allow them to make informed travel choices. The provision of information on a variety of transport options for travelling to and from the site will ensure all residents are fully aware of the choices available to them.

- 7.7.2 An effective time to change an individual’s travel behaviour is at a transition point in their lives, such as when moving to a new home. Therefore, it is proposed that all residents would receive a WTP upon first occupation of the site, or if possible, prior to their relocation (i.e. at exchange of contracts). The WTP should also be placed on display within the site’s sales office.
- 7.7.3 The pack is to be prepared and disseminated by the TPC with assistance from KC and public transport operators (in terms of producing walking, cycling maps and public transport information). The proposed WTP contents are outlined within Figure 14:

**Figure 14: Proposed Welcome Travel Pack Contents**



## 8. MONITORING & EVALUATION STRATEGY

### 8.1 Introduction

8.1.1 In order to measure the effectiveness of any Travel Plan it is important that an appropriate monitoring and evaluation strategy is employed. This Travel Plan is intended to provide a flexible working strategy that will be regularly reviewed and updated based upon experience of residents at the site. It is anticipated that as part of an annual evaluation certain aspects, such as the Travel Plan targets, will be reviewed, and modified if required. The Travel Plan monitoring and evaluation process is shown graphically in Figure 15.

Figure 15: Monitoring & Evaluation Process

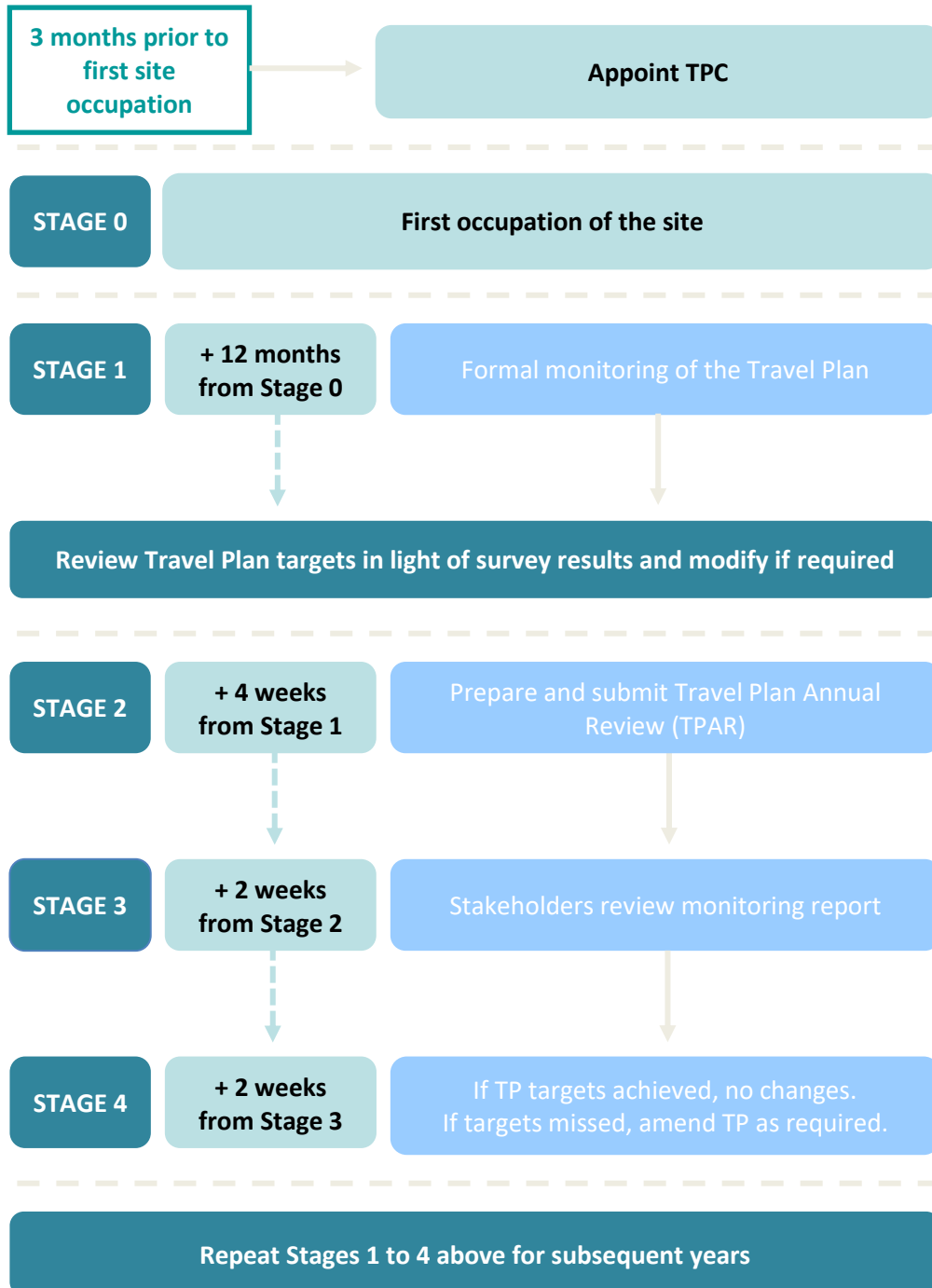


8.1.2 The review process provides the opportunity for key stakeholders to consider the performance of the Travel Plan and determine whether the targets have been achieved. All stakeholders should come together to consider the outcomes of the review process and decide, if any amendments are required to the Travel Plan. Any intervention measures (see Section 8.7) should be approved by all key stakeholders and implemented as appropriate.

## 8.2 Monitoring & Evaluation Strategy

8.2.1 The proposed monitoring and evaluation strategy is illustrated in Figure 16 followed by the relevant explanatory text.

Figure 16: Monitoring & Evaluation Strategy



### 8.3 Stage 0 – First Site Occupation

8.3.1 A number of the measures and actions of the Travel Plan are to be implemented prior to occupation of the site. However, Stage 0 provides a starting point for the formal monitoring and evaluating process. It is recognised that occupation of the development is likely to occur gradually over time, therefore this Travel Plan is to be monitored from the occupation of the first dwelling.

### 8.4 Stage I – Formal Monitoring

8.4.1 Implementation of the Travel Plan must be monitored and reviewed if the intended benefits are to be secured. Formal monitoring of the Travel Plan and its targets is to start 12 months after first occupation of the development. This will involve undertaking a questionnaire-based survey amongst residents.

8.4.2 This would ascertain details of site-specific circumstances, behaviours, existing and preferred travel patterns. The survey can also enhance the support of residents for the Travel Plan and increases their awareness of sustainable travel issues. The TPC will organise the survey and prior to undertaking the surveys it may be beneficial to seek agreement with KC on the travel survey questionnaire for the site.

8.4.3 As a minimum, the travel survey questionnaire should look to establish the mode of transport usually used by residents. As the survey could be used to justify alterations to the Travel Plan targets, it is essential that the reasoning behind mode choice (particularly car drivers) is established. This can be done by a series of ‘why’ questions which assess why residents are using their chosen mode and may outline likely barriers in achieving modal shift. There are a number of things that a travel questionnaire could look to establish, such as:

- Usual mode of transport used and reasons for current mode choice;
- Other modes of transport used;
- Number of times per week (on average) residents travel to/from the site and distance travelled;
- Perceived barriers and incentives to a modal switch towards sustainable travel;
- Receptiveness to a modal switch towards sustainable travel and receptiveness to potential Travel Plan measures;
- Awareness of Travel Plan, initiatives, measures and travel options;
- General opinions and views on site travel issues; and
- Any special travel circumstances (e.g. mobility issues).

8.4.4 If necessary, person trip generation surveys could also be undertaken at the development site access point to supplement the questionnaire data.

## 8.5 Stage 2 – Travel Plan Annual Review (TPAR)

8.5.1 The results of the formal monitoring surveys will culminate in the production of a Travel Plan Annual Review (TPAR) report that can be used to assess the performance of the Travel Plan. The report could also identify possible future Travel Plan actions at the site. The report will be prepared by the TPC on behalf of the Applicant and would be provided to KC. The TPAR is to be provided to key stakeholders within 4 weeks of completion of the annual monitoring surveys.

## 8.6 Stage 3 – Stakeholder Review

8.6.1 As part of the stakeholder review stage, KC are to provide the TPC with any comments on the submitted monitoring report. Revisions to the Travel Plan may follow once the development is constructed and occupied, the travel patterns are understood from data collected through the formal monitoring stage and the Travel Plan Annual Review is undertaken. Any amendments (if required) to the Travel Plan and the targets within it will be discussed at this stage.

## 8.7 Stage 4 – Intervention Strategy

8.7.1 If the annual review process identifies that the Travel Plan targets are being missed by a significant margin, then potential additional measures/initiatives may be required at the site. Discussion should take place between the TPC, the Applicant, KC and any other relevant parties to determine which, if any, additional Travel Plan measures need to be implemented. For example, if the targets require a 5% reduction in single-occupant car travel, then a reduction of only 1% or less could be considered to have missed the targets by a significant margin, although this definition would need to be discussed and agreed with KC in light of the site-specific circumstances and feedback from the annual monitoring exercise.

8.7.2 Potential additional measures include:

- Area-wide (potentially local authority-wide) initiatives, working with neighbouring developments and the local authority;
- More active marketing of the Travel Plan, incorporating a shift of focus; and
- Offer of personalised journey planning services to residents.

8.7.3 Any intervention measures would need to be funded either through the TPC role or implemented with specific funding from the site owner. The impact of the intervention measures will be monitored as part of future annual reviews.

## 8.8 Subsequent Years

8.8.1 Stages 1 to 4 of the above monitoring and evaluation strategy would be repeated for subsequent years. It is suggested that a monitoring and evaluation period of five years from first occupation of the site should be suitable.

8.8.2 It is considered that the monitoring and evaluation strategy outlined above will allow the Travel Plan to be appropriately reviewed and modified to ensure the achievement and maintenance of the TP targets.

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## **Appendix I – Site Layout Plan**

PROPOSED SALES ARENA

ACCOMMODATION SCHEDULE

HouseType	Bed	NDS	M(2)	M(3)	Storey Height	SQFT	SQM	Number	Total SQFT	2 Bed %
MALT A	1	Maisonette	Y	-	Y	1	651	60	2	1302
MALT B	1	Maisonette	Y	-	Y	1	651	60	2	1302
<b>Total</b>								<b>4</b>	<b>2604</b>	<b>6%</b>

HouseType	Bed	NDS	M(2)	M(3)	Storey Height	SQFT	SQM	Number	Total SQFT	3 Bed %
MALT C	2	Maisonette	Y	Y	-	1	794	74	2	1588
MALT D	2	Maisonette	Y	Y	-	1	794	74	2	1588
<b>Total</b>								<b>4</b>	<b>3176</b>	<b>6%</b>

HouseType	Bed	NDS	M(2)	M(3)	Storey Height	SQFT	SQM	Number	Total SQFT	4 Bed %
DAL	3	Semi	Y	Y	-	2	908	84	8	7264
SAX	3	Detached	Y	Y	-	2	939	87	2	1878
SAX	3	Semi	Y	Y	-	2	939	87	2	1878
GRA	3	Semi	Y	Y	-	2.5	969	90	16	15504
FEW	3	Semi	Y	-	-	3	1145	106	4	4580
SCO	3	Semi	Y	-	-	3	1188	110	8	9504
<b>Total</b>								<b>49</b>	<b>46608</b>	<b>60%</b>

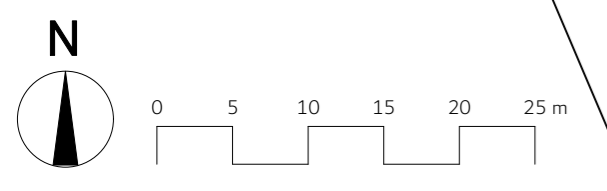
  

HouseType	Bed	NDS	M(2)	M(3)	Storey Height	SQFT	SQM	Number	Total SQFT	5 Bed %
LED	4	Detached	Y	Y	-	2.5	1138	106	4	4552
LED	4	Semi	Y	Y	-	2.5	1138	106	2	2276
MAL	4	Detached integral	Y	Y	-	2	1227	114	4	4908
ADD	4	Detached	Y	Y	-	2	1258	117	3	3774
HAL	4	Detached integral	Y	Y	-	2	1417	132	5	7085
MID	4	Detached	Y	-	-	3	1566	145	1	1566
<b>Total</b>								<b>19</b>	<b>24161</b>	<b>28%</b>

GRAND TOTAL:	Number	Total SQFT
	<b>67</b>	<b>79549</b>
GROSS DEVELOPMENT AREA:	5.85627 ACRES	2.37 HECTARES
NET DEVELOPMENT AREA:	4.25912 ACRES	1.72 HECTARES
SQ FT / NET DEVELOPMENT ACRE:		16599 SQ FT
NET DEVELOPMENT AREA DENSITY:		38.95 DPH

- Key
- Site boundary
  - Proposed housing
  - Existing footpath / public right of way
  - Proposed new footpaths
  - Existing landscaping
  - Proposed landscaping
  - Main road
  - Existing trees / hedges removed
  - Existing services
  - Potential retaining wall
  - Potential 6m drainage easement
  - Sheds (cycle storage)
  - Bin Storage
  - Bin Collection Point
  - Sales Area



Drawing Title: **Planning Layout**

Site: **Lower Blacup Farm, Cleckheaton**

Scale: 1:500 @A1 Date: 29/04/24

Drawn: VB Checked: MC

Drawing No: Z168.002 Rev: A

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