

NetworkRail

Transpennine Route Upgrade Bradley Junction Compound

Travel Plan

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Contents

1. INTRODUCTION AND CONTEXT	4
1.1. Overview.....	4
1.2. Proposed Scheme location.....	4
1.3. BREEAM Standards.....	6
1.4. Aim of the Travel Plan.....	7
1.5. Potential Effectiveness of the Travel Plan.....	7
1.6. Benefits of a Travel Plan.....	7
1.7. Structure of this Report.....	7
2. SCHEME PROPOSALS	9
3. POLICY AND GUIDANCE REVIEW	10
4. PROPOSED SCHEME ASSESSMENT	12
4.1. Proposed Scheme Location.....	12
4.2. Proposed Scheme Access.....	12
4.3. Local Area and Amenities.....	16
4.4. Surrounding Highway Network.....	18
4.5. Parking.....	19
5. TRIP GENERATION	20
5.1. Background.....	20
5.2. New trips.....	20
6. TRAVEL SURVEYS	22
6.1. Baseline Surveys.....	22
6.2. Snapshot Surveys.....	22
7. OBJECTIVES	23
8. TARGETS AND INDICATORS	24
8.2. Travel Plan Targets.....	24
8.3. Travel Plan Indicators.....	24
8.4. Timescales and Achievement.....	25
9. TRAVEL PLAN MANAGEMENT	26

9.1. Travel Plan Coordination Role	26
10. MEASURES.....	27
10.2. Proposed Scheme Welcome Pack	27
10.3. Car Strategy.....	27
10.4. Walking and Cycling Strategy	27
10.5. Public Transport Strategy	29
10.6. Public Transport information	29
10.7. Reducing the Need to Travel	29
10.8. Communications Strategy.....	29
11. MONITORING AND REVIEW	31
Monitoring	31
11.2.31	
11.3. Review	31
12. ACTION PLAN.....	32
13. SECURING AND ENFORCING	33

1. INTRODUCTION AND CONTEXT

1.1. Overview

- 1.1.1. This Outline Travel Plan has been prepared by AtkinsRéalis on behalf of Network Rail. It is presented in support of the proposed construction of a new compound location (hereafter referred to as 'the Proposed Scheme').
- 1.1.2. Network Rail are currently upgrading the TransPennine line between Huddersfield and Westtown, referred to as section W3 as granted after a successful Transport and Works Act Order application from 2021.
- 1.1.3. Various compound sites have been constructed to serve the wider TRU Scheme (consented through the TWA Order). However due to emerging requirements it has become necessary to an additional compound site near the Bradley junction, on a site previously used by Bradley Nurseries. The Proposed Scheme will be accessed from the A62 Leeds Road using the Bradley Junction Industrial Estate junction access and pre-existing nursery access.
- 1.1.4. The Proposed Scheme would be in use until December 2027.

1.2. Proposed Scheme location

- 1.2.1. The site of the Proposed Scheme is located to the northeast of the existing Bradley Junction Industrial Estate, at Ordnance Survey National Grid Reference (OSNGR) SE 17147 20077. The site of the Proposed Scheme is a former commercial nursery site including growing land, glasshouses and polytunnels. There is no current operation on the site, leaving the site vacant and available for redevelopment. This is located to the northeast of the existing Bradley Junction Industrial Estate as shown in **Error! Reference source not found.**, with a wider highway network context shown in **Error! Reference source not found.**



Figure 1 - Proposed Scheme Location



Figure 2 - Proposed Scheme Location Zoomed Out

1.3. BREEAM Standards

- 1.3.1. Building Research Establishment Environmental Assessment Method (BREEAM) standards are a world-leading assessment for sustainability in master planning, infrastructure, and buildings. This Outline Travel Plan has been produced in compliance with BREEAM New Construction 2018. The BREEAM travel plan requirements and how this Outline Travel Plan responds are as follows:

Table 1 - BREEAM Requirements

Requirement	Comment
1. A travel plan has been developed as part of the feasibility and design stages	Yes, the Outline Travel Plan has been developed as part of the feasibility and design stages of the Proposed Scheme.
2. A site-specific travel assessment/statement has been undertaken to ensure the travel plan is structured to meet the needs of the particular site and covers the following (as a minimum):	Yes, Section 5 of this Outline Travel Plan shows a quantitative assessment of travel expected to/from the Proposed Scheme, and Section 4 shows the existing conditions of the proposed development site and the surrounding area.
a. Where relevant, existing travel patterns and opinions of existing building or site users towards cycling and walking so that constraints and opportunities can be identified	
b. Travel patterns and transport impact of future building users	See Section 5.
c. Current local environment for walkers and cyclists (accounting for visitors who may be accompanied by young children)	See section 4.2 and 4.3.
d. Number and type of existing accessible amenities	See section 4.3.
e. Disabled access (accounting for varying levels of disability and visual impairment)	See section 4.2.3.
f. Calculation of the existing public transport Accessibility Index (AI)	
g. Current facilities for cyclists	
3. The travel plan includes a package of measures to encourage the use of sustainable modes of transport and movement of people and goods during the building's operation and use	See Section 10.
4. If the occupier is known, they must be involved in the development of the travel plan and they must confirm that the travel plan will be implemented post refurbishment or fit-out and be supported by the building's management in operation	To be confirmed.

1.4. Aim of the Travel Plan

- 1.4.1. A supporting Outline Workplace Travel document is considered appropriate as best practice to consider the management of longer-term transport demands arising from the Proposed Scheme and encourage the reduction of reliance on forms of travel that have the highest environmental impact.
- 1.4.2. A Travel Plan is a package of incentives that have been identified for a particular site to develop a coordinated strategy to deliver an increased level of travel choice for employees and visitors. It is part of a dynamic process that will develop over time and with changing circumstances.
- 1.4.3. For the proposed development, the overall aims of the Outline and Full Travel Plan are:
- To effectively manage the travel behaviour of employees and visitors to/from the Proposed Scheme, recognising the existing sustainable attributes of the location and the development proposals;
 - Increase staff and visitors' awareness of the environmental and health implications and different travel choices; and
 - To develop a strategy for the ongoing management/ coordination and marketing of the Travel Plan.
- 1.4.4. This Outline Travel Plan has been developed to consider the travel behaviour of all development users including employees, visitors, and deliveries. It includes information available at this stage, in addition to the proposed approach post-occupation. A full travel survey of employees should be undertaken within six months of occupation or 75 percent of the site's occupation, whichever is soonest (see Section 11 for further information), to develop a baseline for identifying future Travel Plan targets in the full Travel Plan.

1.5. Potential Effectiveness of the Travel Plan

- 1.5.1. It is considered that based upon the criteria and implementation of a successful Full Travel Plan, it will be possible to increase the number of users who travel by active travel modes, such as walking and cycling, as well as realise the potential arising from any public transport improvements.

1.6. Benefits of a Travel Plan

- 1.6.1. A Travel Plan can also bring several benefits to the site users and the environment, including:
- For employees and visitors: reduced demand for car parking, improved accessibility by walking/cycling, and a delivery management strategy;
 - For the local community: reduced congestion and improvements to public transport, walking and cycling access; and
 - For the environment: improved air quality and less noise.

1.7. Structure of this Report

- 1.7.1. The remainder of this Outline Travel Plan is structured as follows:
- Section 2 summarises the Scheme Proposals;
 - Section 3 sets out the policy and best practice which has been used to develop this Outline Travel Plan;

- Section 4 presents an assessment of the Proposed Scheme and the surrounding area;
- Section 5 details the modal split, likely trip generation of the proposal and traffic impact;
- Section 6 details the travel survey which will be undertaken upon 75 percent occupation of the development;
- Section 7 describes objective setting;
- Section 8 outlines target and indicators setting;
- Section 9 summarises approach to Travel Plan Management;
- Section 10 outlines potential measures which could be implemented;
- Section 11 describes the monitoring and review of the Full Travel Plan;
- Section 12 sets out the Action Plan requirements;
- Section 13 details how the Full Travel Plan will be secured and enforced.

2. SCHEME PROPOSALS

- 2.1.1. The site will be used principally as a temporary construction compound to serve the TRU works between Huddersfield and Westtown (Dewsbury). Construction activities to service the wider TRU Scheme will be undertaken from the site.
- 2.1.2. The works will comprise a number of elements:
- Use of the site as a temporary strategic construction compound;
 - Retention of existing security fencing around the entire site (new fencing to be provided only if necessary and will match existing);
 - Areas to be capped in a Type 1/6F aggregate (or similar) following a topsoil strip;
 - Development of a car park for up to 25 spaces, plus two accessible;
 - Installation of five welfare / office units (portacabin type temporary buildings);
 - Installation of one security welfare unit and toilet;
 - Use of the site as a temporary strategic construction compound;
 - Localised cut and fill earthworks;
 - Creation of internal roads (additional paving will be permeable unbound);
 - Use as a bridge storage and assembly area;
 - Storage areas; and
 - Associated utilities/drainage work.

3. POLICY AND GUIDANCE REVIEW

- 3.1.3. The requirement for a Travel Plan to promote sustainable modes of travel to the site is supported by the following relevant National and Local planning policy and guidance, as detailed in Table 2.

Table 2 - Policy and Guidance Review

Document	Relevant policy
National	
National Planning Policy Framework (NPPF)	<p>NPPF sets the overarching planning policies and principles for England and provides high level guidance on the application of transport policy in the context of development schemes. Transport issues should be considered from the earliest stages of plan-making and development proposals so that:</p> <ul style="list-style-type: none"> • development impacts on transport networks can be addressed; • opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised; • opportunities to promote walking, cycling and public transport use are identified and pursued; • the environmental impacts of traffic and transport infrastructure can be identified, assessed, and considered; and • patterns of movement, streets, parking, and other transport considerations are integral to the design of schemes and contribute to making high quality places.
National Planning Practice Guidance (NPPG)	<p>NPPG sits beneath the NPPF providing an additional policy guidance and interpretation. Para 002 'Travel Plans (TP) Transport Assessments (TA) & Statements (TS) states:</p> <ul style="list-style-type: none"> • TPs TAs and TSs are ways of assessing and mitigating the negative transport impacts of development to promote sustainable development; • TAs assess the potential transport impacts of developments (and may propose mitigation measures to promote sustainable development); and • TAs can be used to establish whether the residual transport impacts of a proposed development are likely to be 'severe'.
Electric Vehicle Charging in Residential and Non-Residential Buildings (DfT)	<p>In July 2019 DfT outlined guidance for new non-residential buildings stating that - <i>'The government proposes every new non-residential building with more than 10 car parking spaces to have one charge point and cable routes for an electric vehicle ChargePoint for one in five spaces.'</i> This is 20% provision for Electric Vehicle Charging Points (EVCPs).</p>

Regional/ Local	
Kirklees Local Plan	<p>The Kirklees Local Plan was adopted in February 2019 and guides the development in the area until 2031. This document provides the Council's prevailing transport policies.</p> <p>The following policies in the Local Plan are specifically relevant to Transport:</p> <ul style="list-style-type: none"> • Policy LP19: Strategic transport infrastructure: The Council will support developments that have safe and convenient access to the West Yorkshire Key Route Network and where proposals assist to bring forward strategic transport infrastructure. • Policy LP20: Sustainable travel: new developments should be located to ensure that essential travel needs can be met by forms of sustainable transport other than the private car. Proposals are required to facilitate the following user hierarchy: a) Pedestrians b) Cyclists c) Public Transport d) Private Vehicles. • Policy LP21: Highways and access: The Council will support development proposals that accommodate sustainable modes of transport, maintain the efficient and safe operation of the highway network, and which take account of the needs of all highway users for safe access, egress and servicing arrangements. Where a development will generate significant trip generation a Transport Assessment or Transport Statement and a Travel Plan may be required.
	<ul style="list-style-type: none"> • Policy LP22: Parking: The Council will support development proposals that follow their provision of parking principles. Proposals for non-residential parking in town centres will not be permitted unless demonstrated that it is required for operational reasons, where permitted by the council appropriate arrangements are required to provide management arrangements consistent with public parking within the town centre. Parking provision needs to accommodate the needs of disabled people and new developments require cycle parking. • Policy LP23: Core walking and cycling network: proposals should seek to integrate into the network and should not prejudice the function, continuity or implementation of the network.
Kirklees Highway Design Guide SPD	<p>The Kirklees Highway Design Guide SPD was adopted in November 2019. It is considered that this parking guidance outlined within this document closely accords with the NPPF approach, in its recommendation for flexibility and application according to local circumstances. Kirklees Council has not set local parking standards for residential and non-residential development.</p>

- 3.1.4. This Outline Travel Plan has been developed in accordance with the national and local policy and guidance presented in Table 2.

4. PROPOSED SCHEME ASSESSMENT

4.1. Proposed Scheme Location

- 4.1.1. The site of the Proposed Scheme is located to the northeast of the existing Bradley Junction Industrial Estate, at Ordnance Survey National Grid Reference (OSNGR) SE 17147 20077. The site of the Proposed Scheme is a former commercial nursery site including growing land, glasshouses and polytunnels. There is no current operation on the site, leaving the site vacant and available for redevelopment. This is located to the northeast of the existing Bradley Junction Industrial Estate as shown in **Error! Reference source not found.**, with a wider highway network context shown in **Error! Reference source not found.**
- 4.1.2. The Proposed Scheme is located to the southwest of Bradley, approximately 4.2km northeast of Huddersfield town centre.
- 4.1.3. The Proposed Scheme location is bounded to the northwest by the A62 and the northeast and south by Station Road which links directly into the A62 Leeds Road and additional key distributor roads including A6107 Bradley Road and A644 Wakefield Road. The A62 provides access Huddersfield to the south and Leeds to the North, as well as connections into the M62 motorway via the A644. To the southwest of the Proposed Scheme is the Bradley Junction Industrial Estate made up of a mixture of commercial and employment sites.
- 4.1.4. The existing access to the site is currently via a private driveway accessed from the Bradley Junction Industrial Estate, which is accessed directly from the A62. The driveway connects into a T-Junction to access the road serving the Bradley Junction Industrial Estate, which connects to the A62 to the north as a priority crossroad junction serving the A62 in both directions and the Brooklands opposite the industrial estate.
- 4.1.5. There are a number of amenities located within Bradley, including food stores, a community centre, a pharmacy, a school and places of worship. Additional amenities are located further afield in neighbouring areas.

4.2. Proposed Scheme Access

4.2.1. Vehicular Access

- 4.2.1.1. The vehicular access for the Proposed Scheme will retain the existing access to the site. The existing access is via a private driveway to the southwest of the Proposed Scheme accessed from the Bradley Junction Industrial Estate, which is accessed directly from the A62. The driveway connects into a T-Junction to access the road serving the Bradley Junction Industrial Estate, which connects to the A62 to the north as a priority crossroad junction serving the A62 in both directions and the Brooklands opposite.

4.2.2. Cycle Access

- 4.2.2.1. Figure 3 highlights the existing and proposed routes for future development. The National Cycle Network (NCN) Route 66 (Calder Valley Greenway) is to the south of the Proposed Scheme. Connections into NCN 66 are via the Bradley Junction Industrial Estate Road to the southwest of the Proposed Scheme. This route connects with the wider NCN providing connections to Huddersfield town centre, Dewsbury and further afield towards Bradford. The route between the Proposed Scheme and Huddersfield town centre to the southwest and Dewsbury to the northeast is mostly traffic free, with the majority of the Huddersfield to Dewsbury route made up by the Birkby Bradley Greenway and the Calder Valley Greenway (NCN 66).

4.2.2.2. Due to the constraint of the narrow site access (from the industrial estate) which gives a potential conflict between LGVs, HGVs and cyclists, there is no direct access for cyclists into the site. A pick up point will be provided at the A62 compound to shuttle any cyclists into the work site.

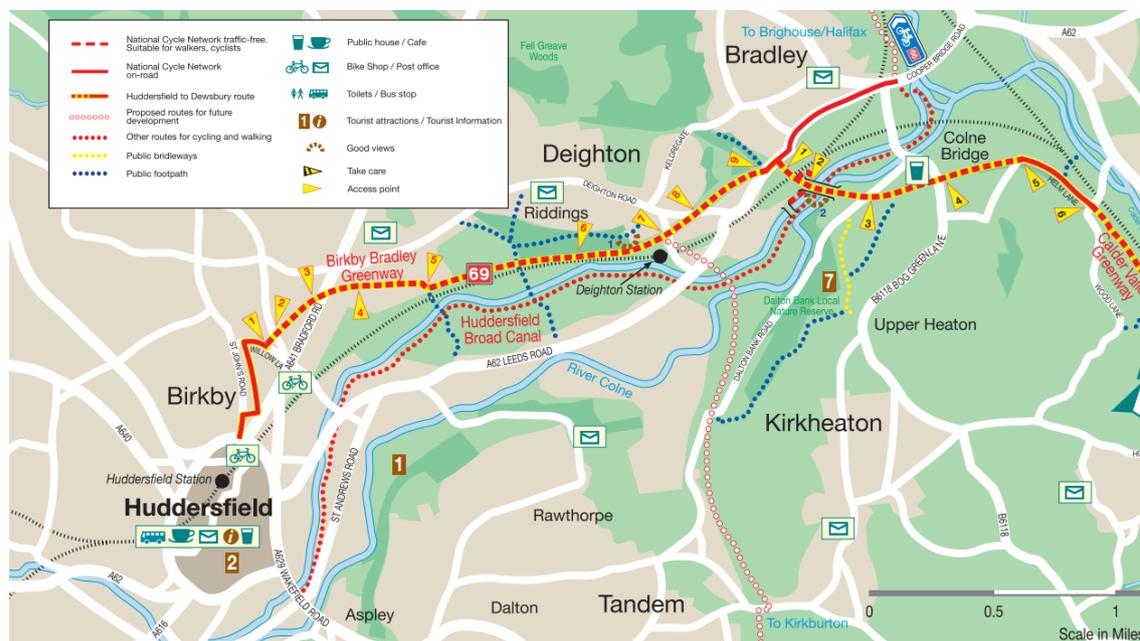


Figure 3 - Local Cycle Network¹

4.2.3. Pedestrian Access, including Disabled Access

4.2.3.1. There is no existing pedestrian only access to the Proposed Scheme. Pedestrian facilities to access the site currently end approximately 80 metres from the existing site access point. There is no footway into the site itself and so a pick up point will be provided at the A62 compound and also on the A62 close to the site to shuttle any pedestrians into the work site.

4.2.4. Public Transport Access

Bus

4.2.4.1.1. The nearest bus stop to the Proposed Scheme is located on the A62 Leeds Road, 'Bradley Tesco' located approximately 150m to the northwest of the Proposed Scheme on A62/Leeds Road, served by the 229, 202 and 203, with services to Huddersfield town centre and Leeds. This stop has a waiting shelter, raised kerb and flagpole with passenger information. Bus stop locations are shown in Figure 4. The bus stop closest to the Proposed Scheme access is 'Brooklands', which is located approximately 200m from the site access point within the Bradley Junction Industrial Estate. This bus stop is served by the same buses as 'Bradley Tesco'. This stop has a waiting shelter, raised kerb and flagpole with passenger information.

4.2.4.1.2. An additional service is available at 'Bradley Keldregate' located approximately 450m to the northwest of the Proposed Scheme on Keldregate, served by the 328 route with services to

¹ [Birkby Bradley and Calder Valley Greenways \(kirklees.gov.uk\)](http://BirkbyBradleyandCalderValleyGreenways(kirklees.gov.uk))

Huddersfield town centre. Service frequencies are shown in Table 3. A pick up service will be available to transport staff into the site.

Table 3 - Bus Services and Frequencies

Bus Stop Name	Service	Route	Service Frequency		
			Mon-Fri	Saturday	Sunday
Bradley Tesco/Brooklands	229	Huddersfield – Leeds	15 mins	15 mins	30 mins
	202	Huddersfield – Mirfield – Dewsbury – Leeds	30 mins	30 mins	Hourly
	203	Huddersfield – Mirfield – Dewsbury – Westerton – Leeds	30 mins	30 mins	Hourly
Bradley Keldregate	328	Balmoral Avenue - Bradley	15 mins	15 mins	30 mins

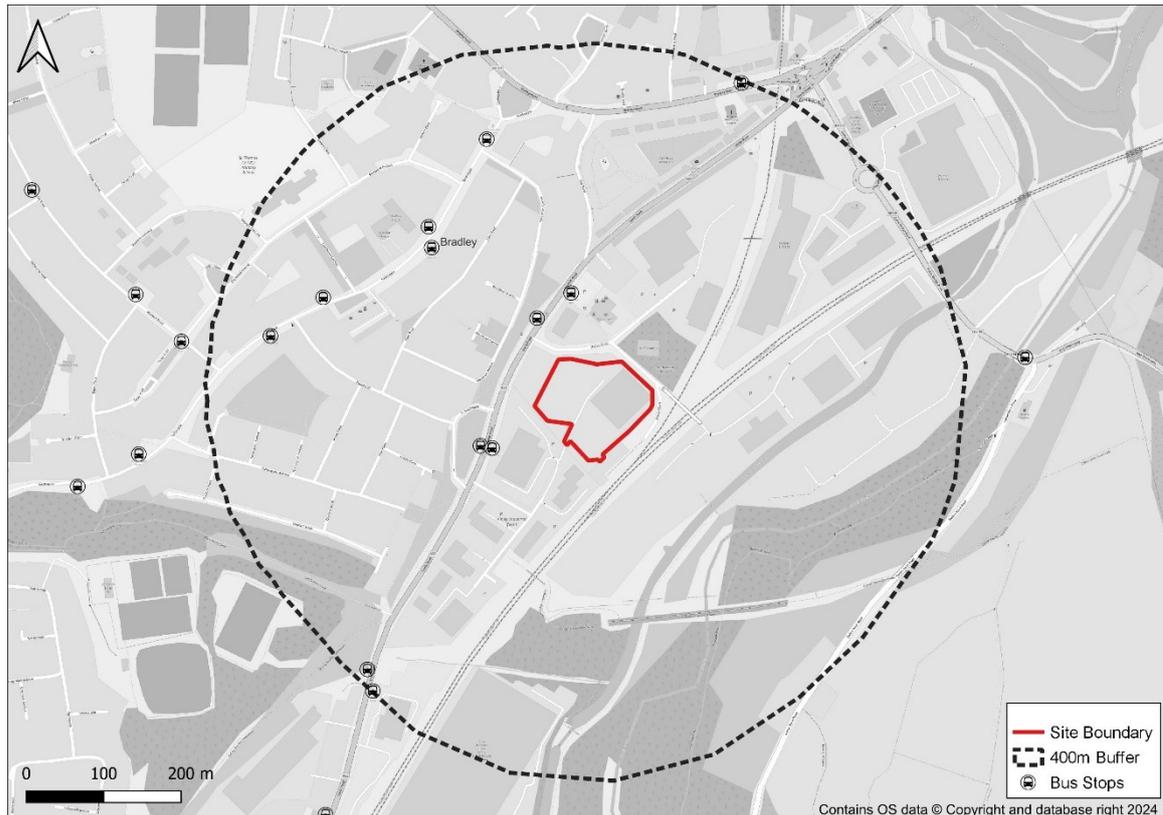


Figure 4 - Bus Stop Locations

Rail

- 4.2.4.1.3. The nearest rail station to the Proposed Scheme is Deighton, as shown in Figure 5. This is located approximately 1.4km southwest of the Proposed Scheme; approximately 19 minute walk, a 6 minute cycle or short bus journey on the 229/202/203. A staff shuttle service will be available if required.
- 4.2.4.1.4. Deighton rail station is managed by Northern, with direct services to, Huddersfield, Manchester, Leeds and York as well as a number of smaller destinations.
- 4.2.4.1.5. All railway stations in the UK are classified by level of step-free accessibility into one of three categories:
- Category A – this station has step-free access to all platforms/the platform;
 - Category B – this station has a degree of step-free access to all platforms, which may be in both directions or in one direction only;
 - Category C – this station does not have step-free access to any platform.
- 4.2.4.1.6. There are two platforms at Deighton station. The station is step-free access category B, with step-free access to all platforms via ramps. The station also has accessible ticket machines, train ramps and inductions loops, but is unstaffed and does not have any waiting or toilet facilities.
- 4.2.4.1.7. The station has a total of 4 cycle storage spaces in the form of stands located at the entrance to the ramp leading to Platform 2, which has CCTV. There is no station car park.



Figure 5 - Rail Station Location

4.3. Local Area and Amenities

4.3.1.1. The Proposed Scheme is located in southwest Bradley, a district northeast of Huddersfield town centre. Amenities are located within 400m of the Proposed Scheme, which is considered an ‘acceptable’ walking distance. This location provides access to retail and leisure facilities including food stores, a pharmacy, a school and places of worship within 400m of the Proposed Scheme boundary and a community centre and additional food stores within the 1.2km buffer of the Proposed Scheme as shown in Figure 6 below. The key route to access the amenities from the Proposed Scheme on foot or by cycle would be to join the A62 and use local roads off this to access amenities. Whilst there is no footway into the site itself, a pick up point will be provided at the A62 compound and also on the A62 close to the site to shuttle any pedestrians into the work site. Provision will also be made to pick up cyclists at the same location due to the constraint of the narrow site access (from the industrial estate) which gives a potential conflict between LGVs, HGVs and cyclists.

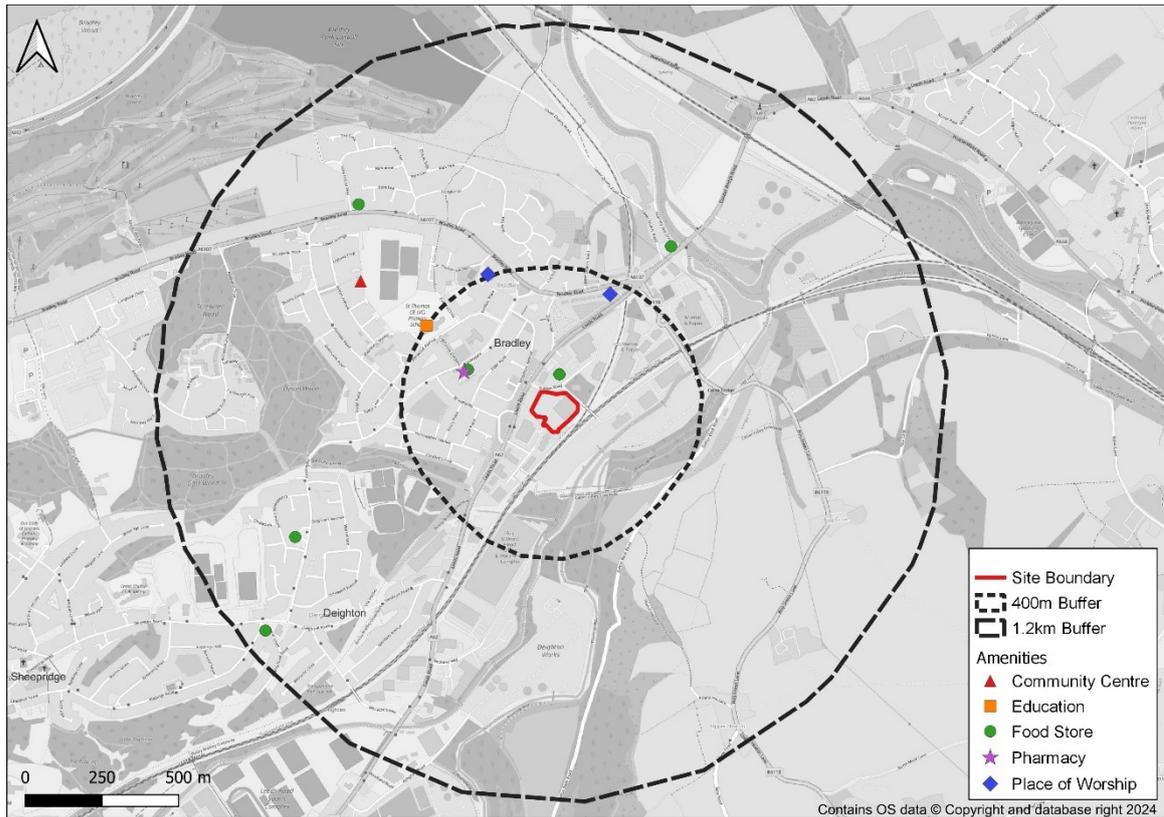


Figure 6 - Local Amenities

- 4.3.1.2. The pedestrian footways in the vicinity of the Proposed Scheme are well maintained and all streets to the proposed development are well lit and have continuous footways (some on both sides of the road) with appropriate crossing points. Public Rights of Way (PRoW) within a wider vicinity of the Proposed Scheme are shown in Figure 7.
- 4.3.2. A pick up point will be provided at the railway station, the A62 compound and also on the A62 close to the site to shuttle any pedestrians into the work site.

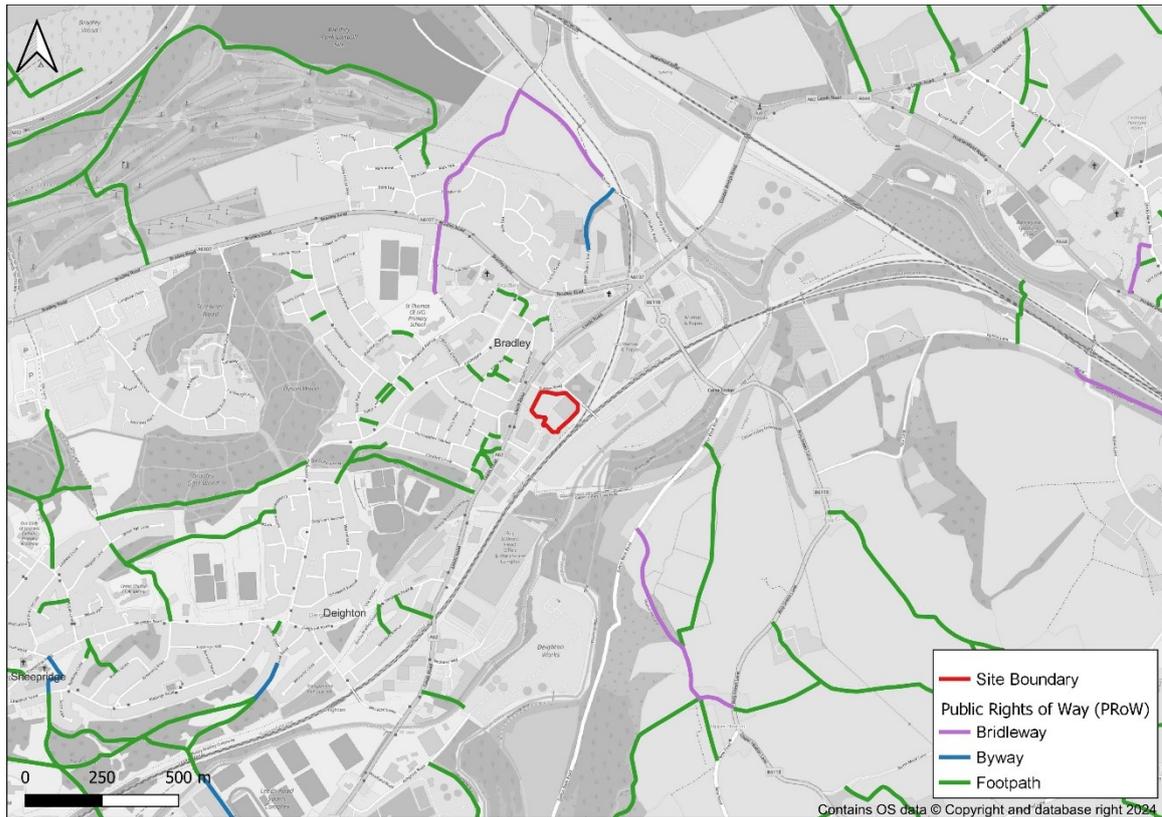


Figure 7 - Local PRoW

4.4. Surrounding Highway Network

- 4.4.1. The Proposed Scheme is bounded to the northwest by the A62 and the northeast and south by Station Road which links directly into the A62 Leeds Road and additional key distributor roads including A6107 Bradley Road and A644 Wakefield Road.
- 4.4.2. The Proposed Scheme is accessed via the Bradley Junction Industrial Estate access road to the southwestern corner of the Proposed Scheme. The industrial estate access road is a cul-de-sac providing no through links to the highway network. The connection from the A62 into the industrial estate is via priority crossroads with a staggered ghost island. This crossroads provides one-way access to the west to Brooklands.
- 4.4.3. The Bradley Junction Industrial Estate access road has a steep uphill incline to connect into the A62. Within the industrial estate there are footways on both sides of the carriageway until approximately 80 metres from the existing site access point.
- 4.4.4. The A62 within the immediate vicinity of the Proposed Scheme is a single carriageway road with an additional bus lane on the northbound carriageway with a 40mph speed limit. The A62 provides access to Huddersfield to the south and Leeds to the North, as well as connections into the M62 motorway via the A644. The A62 has footways on both sides of the carriageway with areas of shared use and segregated cycleway.
- 4.4.5. Approximately 500 metres to the northeast of the Proposed Scheme the A62 connects via a signalised crossroads junction into the A6107 Bradley Road to the west and B6118 to the southeast. The A641 provides connections to Elland and Brighouse via the A6107. Further northeast, approximately 1.2 kilometres connects via roundabout into the A644 Wakefield Road to the west and A644 Leeds Road/Huddersfield Road to the east.

4.5. Parking

- 4.5.1. A desktop review using Google Maps highlighted that parking within the vicinity of the Proposed Scheme occurs mainly on Station Road, where on-street vehicle parking is seen on both sides of the carriageway with pavement parking also observed. On the sections of Station Road bounding the Proposed Scheme, there are no parking restrictions. To the east of the Proposed Scheme on Station Road there is a single white line on the northern side of the carriageway, with on-street parking observed on the southern side. Parking in this location is likely to be from commercial and employment properties to the east of the Proposed Scheme.

5. TRIP GENERATION

5.1. Background

- 5.1.1. For the purposes of this Travel Plan traffic flows have been taken from two sources. The first source is the traffic model developed to support the Transport and Works Act Order, specifically traffic flows at 2024 referenced for that Order's 'Scenario 4' traffic forecasts, which represent proposed maximum construction activity during September and October 2024, being the closest modelled period to the opening of this Proposed Scheme at Bradley Nurseries. The 'Scenario 4' traffic forms this study's 'without development' otherwise referred to as the Do-Minimum.
- 5.1.2. The second source is the Transport Assessment for a proposed Waste and Recycle development on the same site provided by Kirklees Council. This Transport Assessment included traffic flows at the existing A62 Leeds Road/Station Road junction from 2023.
- 5.1.3. The traffic model is not sufficiently detailed at the Bradley Junction Industrial Estate having had no traffic on this access; the model only being developed to be of sufficient detail to support the TWAO. In this case traffic flows on this access have been estimated using a standard trip generation process where a nationally recognised database – TRICS – has been used to derive trip rates for similar Industrial Estates which are then applied to the total Gross Floor Area of the individual units. The resulting trips were then assigned to the Bradley Junction Industrial Estate junction with the A62 in accordance with turning movements at the modelled A62 Leeds Road/ Brooklands (one-way away) junction.

5.2. New trips

- 5.2.1. It is assumed that the car park would have capacity for 27 cars and LGVs (including accessible parking). Although unlikely to arrive in the same peak hour, 27 vehicles in (using the Bradley Junction Industrial Estate junction) have been assumed to arrive during 0700-0800hrs, departing 1600-1700hrs. For the purposes of this Transport Statement a simple spreadsheet has been developed to distribute these trips around the network in this local area based on the traffic models peak hour traffic flows. These network peak hours have been used to assess the traffic impact associated with the Proposed Scheme.
- 5.2.2. Most development traffic, otherwise referred to as Do-Something traffic, is assumed to access the Proposed Scheme from the north east arm of the A62 Leeds Road.
- 5.2.3. It is assumed that 3 minibuses per hour will transfer staff between the Proposed Scheme and the rail construction sites. For the sake of robust appraisal these movement have been assumed to be right turns to and from the A62.
- 5.2.4. The Do-Minimum and Do-Something traffic flows are shown in Figure 8 to Figure 10.

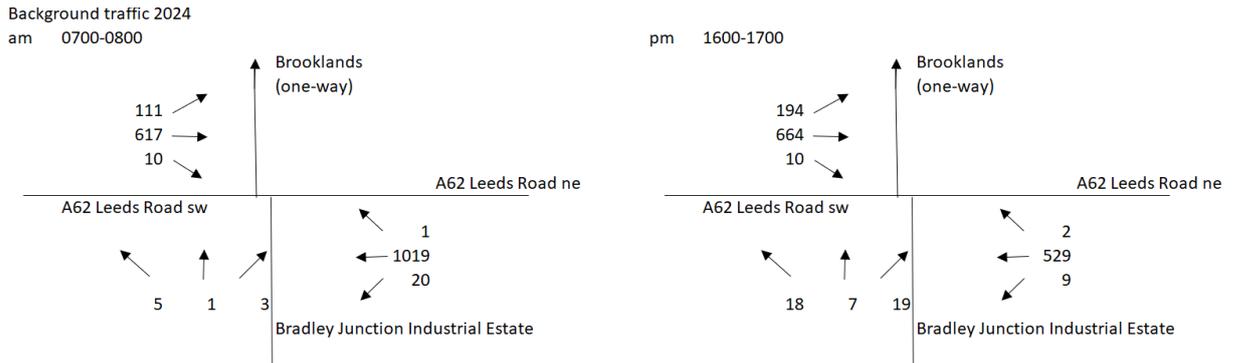


Figure 8 – Bradley Junction Industrial Estate junction Background traffic

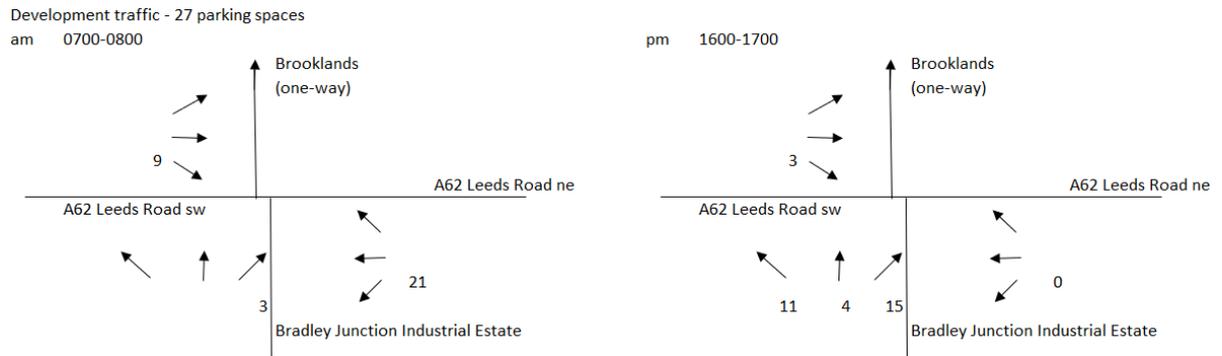


Figure 9 – Bradley Junction Industrial Estate junction Proposed Scheme traffic, 270 parking spaces

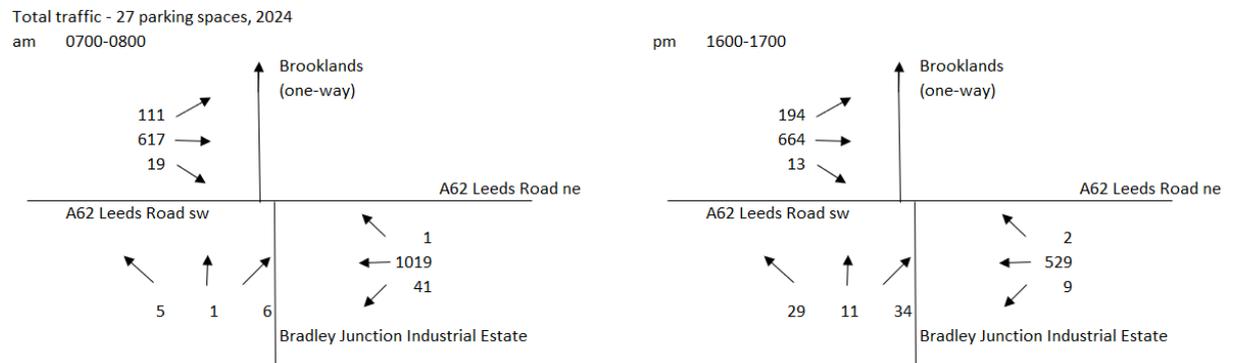


Figure 10 - Bradley Junction Industrial Estate junction Background plus Proposed Scheme traffic, 27 parking spaces

6. TRAVEL SURVEYS

6.1. Baseline Surveys

- 6.1.1. It is proposed that a baseline travel survey will be undertaken at 75 percent of full occupation of the proposed development or within six months of initial occupation, whichever is sooner. The survey will provide modal share data for employee travel as a benchmark for future monitoring. This survey will also be used to inform the targets to be included in the Full Travel Plan.
- 6.1.2. Travel surveys will be completed at 18 and 22 months following the initial baseline travel survey (“Year One”) for this site that will only be operational until the end of 2027. Once the proposed development has been occupied for five years, a further proposal for monitoring will be submitted by the Travel Plan Coordinator for the approval of the local authority. Further information on the nature of the monitoring is detailed in Section 11.

6.2. Snapshot Surveys

- 6.2.1. Once the Full Travel Plan is in place, post-occupation snapshot surveys will be conducted every three months by the Travel Plan Coordinator for the first three years (to be reviewed after the 18 month survey). This will help assess the modes of transport used by employees. Information that should be gathered during the snapshot surveys include:
- Monitoring bicycle use;
 - Number of deliveries on any given day; and
 - Uptake of Travel Plan measures and initiatives.
- 6.2.2. This information should also be used to monitor the progress of the Full Travel Plan against objectives and targets, as presented in the Annual Monitoring report.

7. OBJECTIVES

- 7.1.1. The high-level aims provide direction and focus, and the objectives seek to change the travel behaviour of employees (and to some extent visitors) to increase the number of journeys made by either foot or cycle. They also seek to increase use of public transport by employees and visitors to the proposed location public transport.
- 7.1.2. The objectives set out Table 4 are specific to the proposed development and are aligned to the aims outlined in Section 1.4.

Table 4 - Aims and Objectives

Aims	Objectives
To effectively manage the travel behaviour of employees and visitors to / from the Proposed Scheme, recognising the existing sustainable attributes of the site including high levels of public transport accessibility, cycle parking provision, and accessibility to local amenities which can be accessed on foot.	To maximise opportunities for employees and visitors to travel to and from the proposed development by active travel modes.
Increase staff and visitor awareness of the environmental and health implications and different travel choices.	To increase awareness of sustainable travel modes for employees and visitors.
To develop a strategy for the ongoing management / coordination and marketing of the proposed development Full Travel Plan with suppliers, staff and visitors.	Manage vehicle deliveries to the proposed development to minimise the impact on the local highway network.

8. TARGETS AND INDICATORS

- 8.1.1. This section identifies Targets and Indicators to meet the objectives presented in Section 7.
- Targets are measurable 'goals' set up to assess whether the objectives have been met.
 - Indicators are also included in the plan. These are elements which can be monitored to identify whether the targets and objectives have been met.
- 8.1.2. Any Travel Plan is a dynamic process and objectives, targets, and indicators can be used to monitor change. Where change is not achieved, and the target is not met, targets should be reviewed and replaced with a more realistic alternative, or new measures introduced, if necessary.
- ### 8.2. Travel Plan Targets
- 8.2.1. Travel Plan targets are required to monitor the success of meeting the objectives. Targets are measurable goals with achievable timescales associated with them. They should be SMART (Specific, Measurable, Achievable, Realistic, and Time bound) and are often related to more than one Travel Plan objective.
- 8.2.2. Without undertaking a baseline survey once the proposed development is occupied, it is difficult to set specific targets within this Outline Travel Plan. The suggested targets to achieve the objectives in Section 7 are set out in Table 5 and are specific to the proposed development.

Table 5 - Objectives and Targets

Objectives	Targets
To maximise opportunities for employees and visitors to travel to and from the proposed development by active travel modes.	Increase the proportion of employees and visitors walking or cycling to the proposed development, Ensure all initial employees are provided with a Travel Welcome Pack.
To increase awareness of sustainable travel modes for employees and visitors.	Reduce the proportion of employees and visitors travelling by solo car and increase the proportion using public transport.
Manage vehicle deliveries to the proposed development to minimise the impact on the local highway network.	Encourage efficient and organised deliveries and servicing for office and retail uses.

8.3. Travel Plan Indicators

- 8.3.1. Initial Travel Plan Indicators are shown in Table 6. As the results of the baseline travel survey become available, these figures will be checked and targets adjusted by the Travel Plan Coordinator to provide a baseline from which the targets will be set to monitor the impact of the Full Travel Plan.

Table 6 - Travel Plan Indicators

Targets	Objectives	Justification
To maximise opportunities for employees and visitors to travel to and from the proposed development by active travel modes.	Increase the proportion of employees and visitors walking or cycling to the proposed development, Ensure all initial employees are provided with a Travel Welcome Pack.	An increase in walking and cycling is achievable due to the provision of good walking routes and good level of cycle facilities in the local area.
To increase awareness of sustainable travel modes for employees and visitors.	Reduce the proportion of employees and visitors travelling by solo car and increase the proportion using public transport.	Providing information to employees as early as possible when employees start using the proposed development offers the greatest opportunity to influence travel choice.
Manage vehicle deliveries to the proposed development to minimise the impact on the local highway network.	Encourage efficient and organised deliveries and servicing for office and retail uses.	To ensure delivery and servicing takes place in an efficient manner.

8.4. Timescales and Achievement

8.4.1. Any Travel Plan is a dynamic process and will need to be reassessed within a long-term programme. It has been assumed that this will be a three-year programme. Appropriate timescales will be assigned to each indicator and Travel Plan measures, to suit the Travel Plan objectives based upon the following timescales:

- **Short Term:** 0-1 year – targets designed to address the immediate concerns and teething problems of the proposed development;
- **Medium Term:** 1-2 years – targets to ensure the Travel Plan continues to meet its objectives, particularly in promoting travel by active modes; and
- **Long Term:** +2years – strategic targets based upon improving the overall accessibility of the proposed development.

8.4.2. Should the approved targets not be met, the Travel Plan Coordinator will identify remedial measures and next steps.

9. TRAVEL PLAN MANAGEMENT

To implement the Full Travel Plan, coordination will be required between the site user(s) and the nominated Travel Plan Coordinator. For this size and nature of development, a part time dedicated Travel Plan Coordinator is proposed. It is estimated that the role will take up approximately half-a-day each month, plus an additional two days each year for monitoring (or commissioning monitoring) and analysis of results. The Travel Plan Coordinator will be appointed from the site's Managing Agent prior to occupation.

9.1. Travel Plan Coordination Role

9.1.1. The Travel Plan Coordinator will be responsible for monitoring the performance of the Full Travel Plan. If the Travel Plan targets are not being achieved a reassessment of targets and measures corresponding with the annual surveys and user group outcomes should be made and remedial measures can be agreed to influence travel behaviour. A responsive and adaptable Travel Plan is a successful and progressive Travel Plan.

9.1.2. To ensure good delivery and uptake of the objectives, the Travel Plan Coordinator will have the following responsibilities:

- Overseeing the development and the implementation of the Travel Plan;
- Obtaining and maintaining commitment and support from facilities management and employees;
- Designing and implementing marketing and awareness raising campaigns to promote the Travel Plan;
- Setting up, coordinating, and attending steering groups;
- Acting as a point of contact for all employees requiring information;
- Liaising with local retailers and interested third parties;
- Providing personalised Travel Planning sessions;
- Monitoring the use of cycle parking;
- Coordinating the monitoring and review of the Travel Plan, including the commissioning of a TRICS-approved Independent Field Company to undertake the monitoring; and
- Undertaking snapshot monitoring as necessary.

9.1.3. Details of the appointed Travel Plan Coordinator should be provided within the Full Travel Plan, including contact information.

9.1.4. Funding of Role

9.1.4.1. The role of the Travel Plan Coordinator will be funded by the annual management budget for the proposed development.

10. MEASURES

- 10.1.1. A range of deliverables and effective measures have been identified as the proposals have developed. Measures have been considered in this section that could be developed further to deliver against objectives and targets. These include co-ordination, promotion / information dissemination and 'physical' measures.
- 10.1.2. Sections 10 and 11 describes how the Full Travel Plan can be implemented, monitored, and reviewed during the coming years to ensure that the Proposed Scheme is progressing towards more active mode travel patterns.
- 10.1.3. The below measures are specific to the Proposed Scheme.

10.2. Proposed Scheme Welcome Pack

- 10.2.1. It is recognised that the key to achieving modal shift to active travel modes is informing employees about their travel options as soon as they move onto site. Therefore, as part of their site induction, permanent on-site employees will be provided with a welcome pack that will contain the following information:
- Details of on-site facilities for cyclists including details of pick up points/shuttle services;
 - Timetable, cost information, and maps for local and regional public transport services;
 - Maps of local walking and cycling routes including details of pick up points/shuttle services;
 - Details of local taxi services;
 - Information on the Travel Plan measures;
 - List of local walking and cycling equipment shops; and
 - Contact information for the Travel Plan Coordinator.
- 10.2.2. The Travel Plan Coordinator will be responsible for the preparation of this pack and for its delivery to employees as they arrive on-site. This information will be presented in both paper and online formats.

10.3. Car Strategy

- 10.3.1. It is likely that most trips to the proposed compound location will be made by car. Car sharing should be promoted across the site. A Car Share club will be arranged for employees with a bespoke internal system e.g., using a dedicated Teams or Yammer page. This will enable employees to find drivers or passengers to share their travel with, thus reducing CO2 emissions, saving fuel costs, and reducing the stress of driving by sharing. Information on the benefits of car sharing will be presented to new occupiers and employees in the Welcome Pack.

10.4. Walking and Cycling Strategy

- 10.4.1. The following measures, as presented in Table 7, are recommended to encourage participation in walking and cycling by employees and visitors.

Table 7 - Walking and Cycling Strategy

Measure	Detail
Folding bike trial	Investigate potential of offering employees access to a folding bike for a trial period.
Participation in the government's Cycle to Work Scheme	Participation in the scheme amongst individual employees will be strongly encouraged. The Travel Plan Coordinator will help in setting up the scheme.
Promotion of walking tools	Walking route planners such as Outdoor Active will be promoted within promotional publicity and 'how to find us' information. As well as promoting use of these types of tools, the health, monetary and time saving benefits of walking will also be publicised. Details of shuttle services will be provided
Participation in walking challenge	Employers and employees will be encouraged to sign up to a walking challenge, potentially via a 'Walking Works staff challenge' (http://www.livingstreets.org.uk/). Promotional events will also take place to promote the event.
Map of local foot and cycle paths / routes and on-site storage facilities	A map of local footpaths and cycle paths will be provided to all employees and displayed in a public area. Details of shuttle services will be provided
Maintenance of on-site facilities for walking and cycling	The proposed development will provide lockers and showers. Cycle storage will be available at pick up points

Map of Local Foot and Cycle Paths/Routes

- 10.4.1.1. The production of a map of local foot and cycle paths / routes should encourage employees that have the capacity to walk or cycle to do so, particularly in the summer months. This measure also encourages a healthy lifestyle and will be the responsibility of the Travel Plan Coordinator. Information will also be provided on local parks and open spaces. Emphasis will be placed on links between the development and trains stations and bus stops. Details of shuttle services will be provided

Maintenance of Facilities

- 10.4.1.2. All on-site cycle parking facilities, provided as part of the proposed development, will be maintained to a high standard to ensure that they are well utilised. The Travel Plan Coordinator will work with the on-site Facilities Manager to ensure that this happens. No on site cycle storage is proposed here but will be available at other compound sites from where shuttle service will be available.

- 10.4.1.3. Regular monitoring of the use of cycle parking across TRU will also take place and should it be deemed necessary, additional cycle parking will be identified. This will be the responsibility of the Travel Plan Coordinator.

10.5. Public Transport Strategy

- 10.5.1. The aim of the Public Transport Strategy is to ensure employees and visitors have all the information they require about their public transport options. Recommended measures to be implemented are presented in Table 8.

Table 8 - Public Transport Strategy

Measure	Detail
Dissemination of information on public transport to employees and visitors.	Information displayed in communal areas including details on shuttle services into site.
Provision of public transport information for all new employees.	Provide new employees with public transport information as part of induction process and in site Welcome Packs. Provide travel information on intranet sites as appropriate for each organisation.
Promotion of available travel apps.	Online services available via mobiles and the internet will be promoted. Usage of data on screens within the development will also be investigated.

10.6. Public Transport information

- 10.6.1.1. The following public transport information will be displayed throughout the proposed development:

- Timetable and route information for local bus and linking train services;
- Planned roadworks or other engineering work that will affect travel;
- Fare information; and
- Details of local taxi firms.

10.7. Reducing the Need to Travel

- 10.7.1. Whilst many of the measures listed encourage a shift towards active travel modes, measures to remove the need to travel should also be considered. It is anticipated that measures that aim to reduce the need to travel for employees will be detailed in future once it is possible to develop measures further.

10.8. Communications Strategy

- 10.8.1. The effective communication and marketing of the Full Travel Plan to all stakeholders involved is vital to ensuring its success. Marketing and communication should be targeted at the various groups involved in the Full Travel Plan including:

- On-site managers and their employees;
- Visitors; and

- Other stakeholders, for example the local planning and highway authority.

Marketing

- 10.8.1.1. The implementation of the Full Travel Plan depends on individuals making changes to their current journey patterns and, as a result, it is important to view the Travel Plan as perceived by each of the target groups.
- 10.8.1.2. To help achieve this, effective marketing and communication strategies to 'get the message' to each target group should be identified.
- 10.8.1.3. The following marketing of the Full Travel Plan will take place and will be led by the Travel Plan Coordinator:
 - Publicised launch event for the Travel Plan to create awareness amongst employees on 75 percent occupation of the development or on six months of occupation of the development;
 - Continual updates on the Travel Plan and its performance in communal office areas; and
 - Site Welcome Pack for initial new employees to provide information on the Travel Plan.
- 10.8.1.4. The Travel Plan will be marketed as helping employees/visitors and the initiative and will be promoted in a positive light to encourage employees to start and continue participating.

Communication

- 10.8.1.5. Communication will be led by the Travel Plan Coordinator to ensure that all the measures that are in place are communicated to employees and visitors for them to allow a change in travel habits to take place. The Travel Plan Coordinator will also respond to comments from employees and visitors regarding the Full Travel Plan to ensure it continuously evolves.

11. MONITORING AND REVIEW

- 11.1.1. A strategy shall be developed for the regular monitoring of the progress of the Full Travel Plan against objectives and targets and highlight any deficiencies and changes required to the Full Travel Plan or any additional measures required.

11.2. Monitoring

- 11.2.1.1. The Baseline and Snapshot surveys as outlines in Section 6 will form the basis of monitoring travel behaviour over the life of the site.

11.3. Review

- 11.3.1. The travel survey results will dictate the future direction and focus of the Full Travel Plan, identifying in which areas the Travel Plan is working successfully and areas in which there are deficiencies. Annual review will also identify progress of the Travel Plan against the agreed measures and outcomes. Should the Travel Plan not be meeting the agreed outcomes, improvements can then be made accordingly. The Travel Plan review will be the responsibility of the Travel Plan Coordinator.

12. ACTION PLAN

- 12.1.1. Following identification of measures and targets, a proposed programme of implementation for the Travel Plan measures should be developed. This programme shall continue to be developed in line with the update of Travel Plan measures and should be flexible to meet the requirements of the proposed development and continue to be revised throughout the lifecycle of the Travel Plan.
- 12.1.2. Initial Action Plan tasks are shown in Table 9.

Table 9 - Action Plan

Measures	Implementation		
Appointment of a Travel Plan Coordinator	Prior to occupation of Proposed Scheme.	Prior to occupation	TBC
Site Welcome Pack (for initial employees)	To be issued as part of the induction process for employees.	Prepared prior to occupation, disseminated upon occupation	Travel Plan Coordinator
Walking and Cycling Strategy	As soon as possible.	Spring Year 1	Travel Plan Coordinator
Car Share Strategy	As soon as possible.	Spring Year 1	Travel Plan Coordinator
Public Transport Strategy	As soon as possible.	Spring Year 1	Travel Plan Coordinator
Reducing the Need to Travel	As soon as possible.	Spring Year 1	Travel Plan Coordinator / site user(s)
Communication Strategy	As soon as possible.	Spring Year 1	Travel Plan Coordinator
Baseline Travel Surveys	Within 6 months of 75 percent occupation of site.	Spring Year 1	To be arranged by Travel Plan Coordinator
Monitoring Surveys	Baseline survey 'Year 1' to be undertaken on 75 percent occupation or within six months of occupation (whichever is soonest). Biannual surveys to be undertaken thereafter, for Year 3 and Year 5.	Spring Year 1, Year 3, and Year 5	To be arranged by Travel Plan Coordinator
Annual monitoring report	Annually from after baseline survey.	Annually from Spring Year 1 until Spring Year 5	Travel Plan Coordinator

13. SECURING AND ENFORCING

- 13.1.1. It is critical that the Proposed Scheme users are fully supportive of the objectives of the Travel Plan and committed to the implementation and delivery of everything detailed in this document.

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