



RESIDENTIAL TRAVEL PLAN
PROPOSED RESIDENTIAL
DEVELOPMENT, LAND AT
MAIN AVENUE, COWLERSLEY
Strata and Thirteen Group

JULY 2025

Document Record

Document Ref.	P2445_20250711_Main Avenue, Kirklees_Travel Plan			
	Issue 1	Revision 1	Revision 2	Revision 3
Date:	15.10.24	28.10.24	28.11.24	11.07.25
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1. INTRODUCTION

INTRODUCTION

- 1.1 TPS Transport Consultants Ltd. (TPS) has been appointed by Strata and Thirteen Group to prepare a Travel Plan in support of a forthcoming planning application for residential development at Main Avenue, Cowlersley, Huddersfield.
- 1.2 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a package of support, initiatives, and targets that together can enable individuals on a site such as this to reduce the impact their travel has upon the local environment.
- 1.3 Beyond the preparation of this report, Strata and Thirteen Group also intends to engage TPS to implement the Travel Choices programme at the development. Travel Choices is a comprehensive package of support for the ongoing management and delivery of the approved Travel Plan strategy (including measures and monitoring/reporting requirements). In a residential context, the Travel Choices programme is currently being delivered across more than 150 developments in the UK, ensuring that experience can be drawn from best practice Travel Plan delivery across the residential development sector.
- 1.4 Within this Travel Plan further details of the Travel Choices programme will be provided, including:
 - Details of how the plan will be managed by the experienced Travel Choices team;
 - Details of a package of engagement materials, used to inform residents of their local travel choices;
 - Details of the support available to residents through the Travel Choices programme;
 - Details of a package of offers and discounts, available through the Travel Choices programme; and
 - Details of the monitoring and reporting strategy to be put in place.

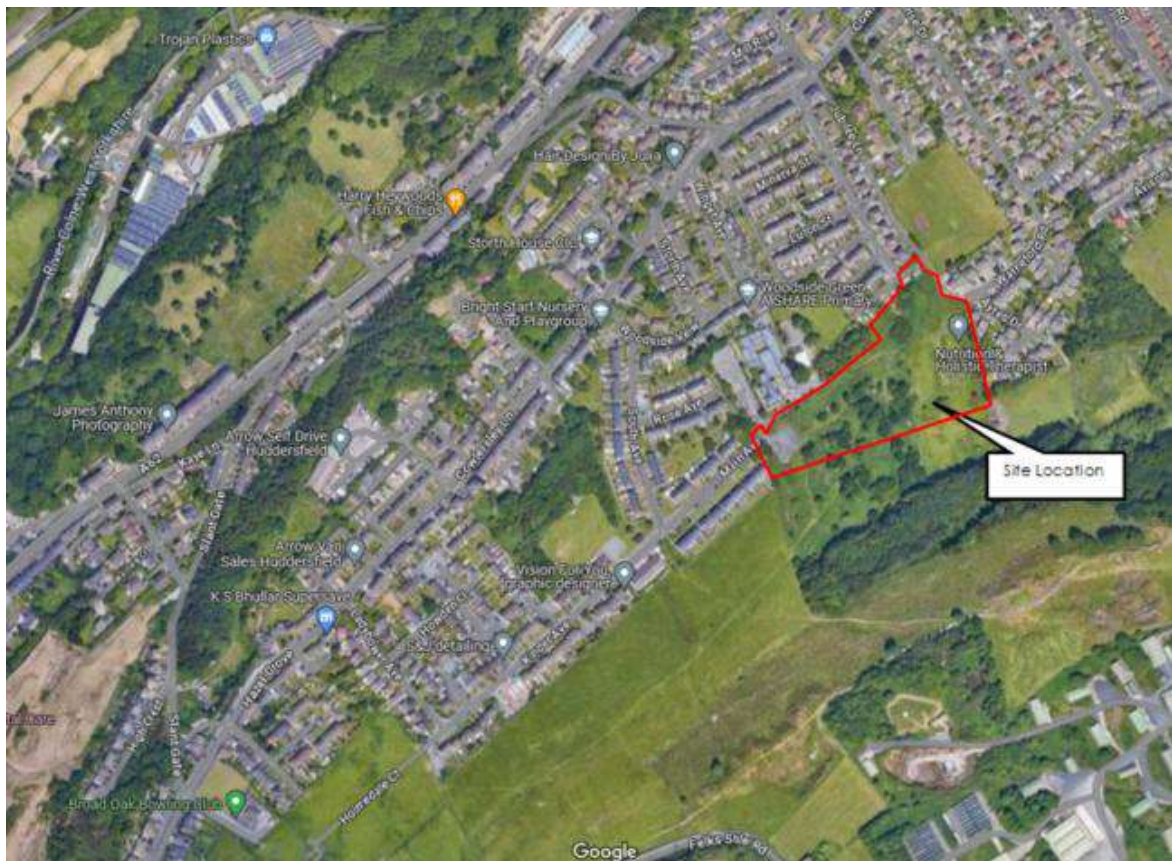
DEVELOPMENT PROPOSALS

- 1.5 The site is allocated for residential development in the Kirklees Local Plan (Site HS156), with an indicative capacity of 76 dwellings. In line with the Kirklees Local Plan Allocations and Designations (February 2019) document, this Travel Plan has been provided as part of the

application. The site layout has been designed to take account of the public rights of way in the vicinity of the site.

- 1.6 The application seeks permission for 57no. dwellings, comprising a mix of 2, 3 and 4-bedroom dwellings. Access is to be taken via an extension of Main Avenue to the southwest and an extension of Windsor Road, to the north, where it currently terminates. This will provide access to a linear northeast/southwest route through the site, where dwellings will take direct frontage access. The location of the development is shown in **Figure 1.1** below; whilst **Appendix A** includes a layout plan of the Site.

Figure 1.1: Indicative Site Location



(Source : Google Maps)

DEVELOPERS COMMITMENT TO TRAVEL PLANNING

- 1.7 Strata and Thirteen Group recognise that by developing a Travel Plan, sustainable travel patterns can be established from the outset and maintained over time, minimising the impact that the development has upon the local environment and ensuring that, where possible, all residents are able to make informed journey choices.

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

THE TRAVEL PLAN VISION, OUTCOMES AND OBJECTIVES

- 1.12 The vision for this Travel Plan, and the resultant Travel Choices programme, is to:

"Make the development a place where residents and visitors can be fully informed when choosing travel modes for undertaking both regular and one-off journeys, and in doing so reduce the number of vehicle trips generated by the development, and the resultant impact on the local environment."
- 1.13 To achieve this vision the primary outcome sought through the development and implementation of this Travel Plan is to ensure that all residents are aware of their local sustainable travel choices, both prior to moving to the site, and following the occupation of their new home.
- 1.14 As a result, the objectives of the Travel Plan report are to:

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

2. POLICY CONTEXT

INTRODUCTION

- 2.1 This section of the Travel Plan identifies the policy context within which the development proposals have been assessed; it clearly demonstrates how the proposed development would contribute to the overarching principles of national and local transport policy.

NATIONAL POLICY

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

- 2.2 In its Integrated Transport White Paper, a wide range of measures to deal with congestion and pollution are set out. The White Paper highlights the need for action at both a national level as well as within a local context.
- 2.3 In addition, the White Paper identifies the costs of transport - in particular, the issues surrounding delay, pollution, health problems, and accidents all caused by local congestion. Recognising this, it states that access to sustainable travel modes and improving accessibility can:
- “Make a significant contribution to public health and quality of life”.
- 2.4 In terms of public transport improvements, the White Paper stresses the need to make public transport more attractive so that it provides a viable alternative to car journeys, especially for trips of less than five miles.
- 2.5 The White Paper also outlines the need for positive influences upon travel behaviour, including ‘nudge’ theory, which is concerned with soft promotion of public transport and identifying targets (people) susceptible to changes in travel behaviour.

National Planning Policy Framework (NPPF – MHCLG, December 2023)

- 2.6 The revised National Planning Policy Framework was published in December 2023 and sets out the government’s planning policies for England and how these are expected to be applied. It continues to encourage development through the planning system, with a presumption in favour of sustainable development. Paragraph 114 states that “in assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
- Safe and suitable access to the site can be achieved for all users;
- The design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and National Model Design Code; and
- Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree."

2.7 It goes on to state that "Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe. (Paragraph 115)." Paragraph 116 sets out that applications for development should:

- Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- Create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- Allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations

2.8 Paragraph 117 suggests that "all developments that will generate significant amounts of movements should be required to provide a Travel Plan, and the application should be supported by a transport statement or transport assessment so that the likely impact of the proposal can be assessed."

2.9 Paragraph 57 of the NPPF states that "*Planning obligations must only be sought where they meet all of the following tests:*

- *Necessary to make the development acceptable in planning terms;*
- *Directly related to the development; and*
- *Fairly and reasonably related in scale and kind to the development.*

2.10 This Travel Plan seeks to demonstrate that the development proposals take full advantage of existing facilities for sustainable travel, locally, and will not result in a significant traffic impact on the local road network, therefore, satisfying the requirements of NPPF.

LOCAL POLICY

Kirklees Local Plan Strategy and Policies, Adopted February 2019

- 2.11 The Kirklees Local Plan is the statutory development plan for the Kirklees district, its purpose is to set out the policies necessary to achieve the strategy and how much new development there should be in the district and where it will go. The Local Plan covers the administrative area of Kirklees Council except for that part within the Peak District National Park for the period 2013 – 2031.
- 2.12 The Local Plan also includes the statement vision for the Kirklees District, which states that by 2031, Kirklees *“will be a great place to live, work and invest in, delivered through an integrated approach to housing and employment. Development will have taken place in a sustainable way (balancing economic, social and environmental priorities) and by making efficient and effective use of land and buildings supported by necessary infrastructure and with minimal effect on the environment”*.
- 2.13 The proposed site is allocated “HS156: Land to the East of Main Avenue, Cowlersley, Huddersfield”, with an indicative capacity for 76 dwellings. As an allocated site, it has been identified that it has the ability to provide new high quality residential units which can help to revitalise the area and provide a range of house types and tenures providing a balanced and mixed community.
- 2.14 The following policies have been acknowledged as of relevance to the development proposals:
- **Policy LP 7 – Efficient and Effective Use of Land and Buildings**
 - “To ensure the best use of land and buildings, proposals:
 - a. should encourage the efficient use of previously developed land in sustainable locations provided that it is not of high environmental value;

- b. should encourage the reuse or adaptation of vacant or underused properties;
- c. should give priority to despoiled, degraded, derelict and contaminated land provided that it is not of high environmental value;
- d. will allow for access to adjoining undeveloped land so it may subsequently be developed"

- **Policy LP 20 – Sustainable Travel**

- *“New development will be located in accordance with the spatial development strategy to ensure the need to travel is reduced and that essential travel needs can be met by forms of sustainable transport other than the private car;*
- *The council will support development proposals that can be served by alternative modes of transport such as public transport, cycling and walking and in the case of new residential development is located close to local facilities or incorporates opportunities for day to day activities on site and will accept that variations in opportunity for this will vary between larger and smaller settlements in the area; and*

2.15 The policy aspirations of the Kirklees Local Plan (particularly Policy LP20) will be met by providing this Transport Assessment, which has been prepared in accordance with current guidance.

West Yorkshire Combined Authority (WYCA) – Transport Strategy 2040

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

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

2.17 A number of objectives are set out, in order to achieve the vision of the Strategy, these are:

- **Economy:** Create a more reliable, less congested, better connected transport network;
- **Environment:** Have a positive impact on our built and natural environment; and
- **People and Place:** Put people first to create a strong sense of place.

- 2.18 Of the policies provided within the Strategy, the most relevant to this development is Policy 34, which seeks to ensure new developments are accessible and that walking, cycling and public transport use is positively promoted.
- 2.19 This Travel Plan will support the policy aspirations of Policy 34, by demonstrating that the site is situated in a location which positively promotes walking, cycling and public transport use.

3. LOCAL TRAVEL OPTIONS

INTRODUCTION

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

ACTIVE TRAVEL OPTIONS

Pedestrian Facilities

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

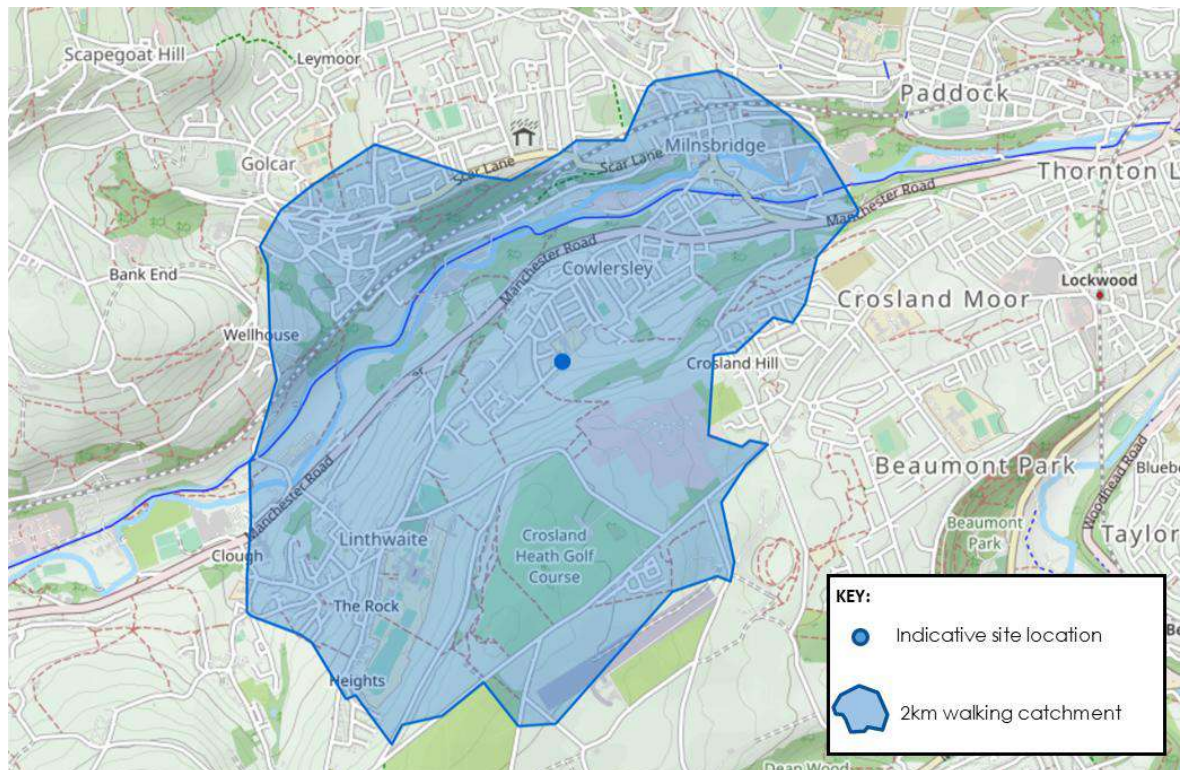
Table 3.1: Walking Distances by Journey Type

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

(Source: IHT)

- 3.3 As **Table 3.1** shows, a 2km catchment is the preferred maximum walking distance for 'commuting / school'. A 2km walking catchment from the site encompasses a large suburban area of Huddersfield, including parts of Cowlersley, Milnsbridge and Linthwaite. The 2km walking catchment is illustrated in **Figure 3.1**, overleaf
- 3.4 Pedestrian access to the site will be taken via the site accesses from Main Avenue to the southwest and from Windsor Road, to the north of the site, via extensions of the existing provision along these routes which will provide a north/south route for pedestrians through the site. The main road through the site has been designed to facilitate lower vehicle speeds by it not being straight in alignment.
- 3.5 At present, there are continuous footways along both sides of Main Avenue, measuring approximately 2m wide and featuring street lighting throughout. Throughout its length, Main Avenue forms the major arm to various residential access roads, where there is such a junction, dropped kerbs support continuous east-west pedestrian movements.

Figure 3.1: 2km Walking Catchment



(Source: Open Street Maps)

- 3.6 From the alternative access point, from Windsor Road, similarly there a continuous street lit footways, typically measuring in excess of 1.75m along both sides of the carriageway, running broadly north-south. Running broadly north, after a distance of 200m, Windsor Road forms the minor approach to a priority T-junction with Cowlersley Lane, which runs broadly east-west in the vicinity of the junction. Dropped kerbs across the minor arm support east-west pedestrian movements.
- 3.7 There are a number of public rights of way in the vicinity of the site, an overview of which can be seen in **Figure 3.2** overleaf.

Figure 3.2: Public Rights of Way



(Source: Kirklees Council)

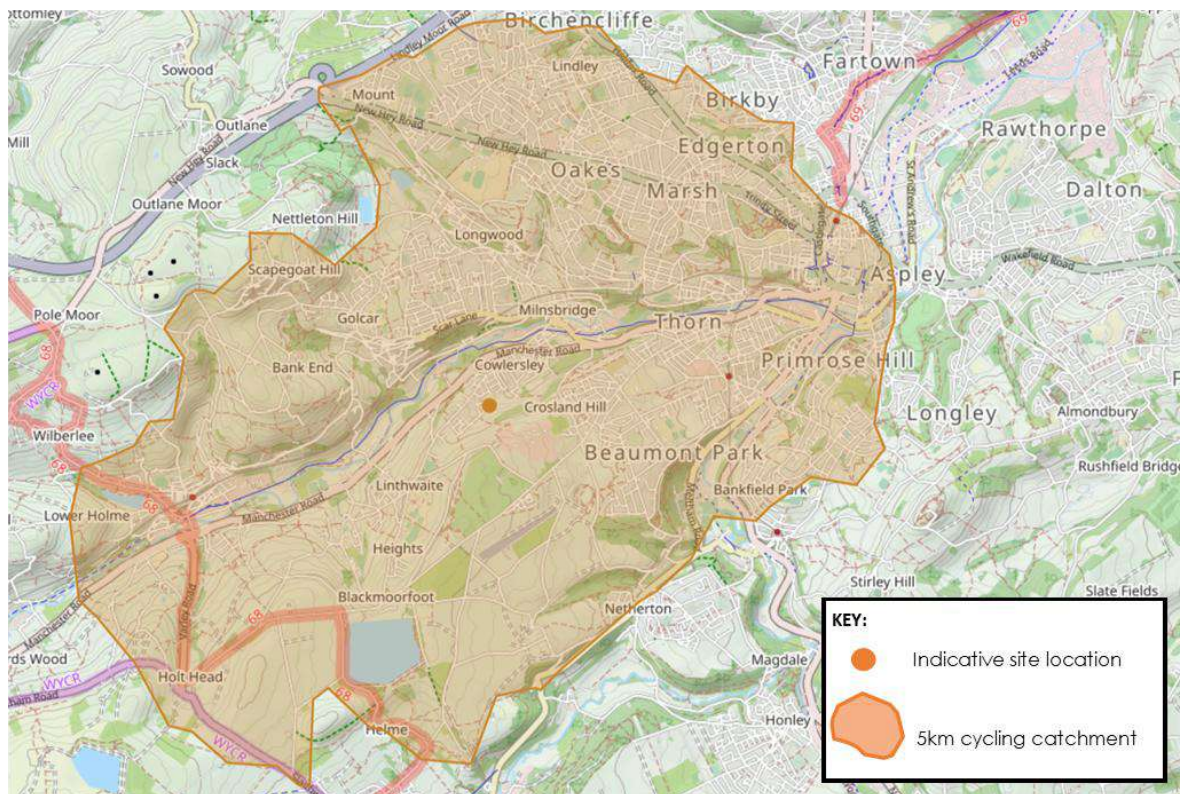
- 3.8 As can be seen in **Figure 3.2**, there are public rights of way which run in the vicinity of the site, with PROW HUD279/10 crossing the site at the northern boundary. From Main Avenue, two separate public right of ways (PRoW) can be accessed within 150m walk of the site access, providing dedicated routes for pedestrians within the local area.
- 3.9 PRoW HUD279/20 and 280/10 can be accessed adjacent to the site boundary of Woodside Green Primary School, connecting Main Avenue with Winget Avenue and Perseverance Street.
- 3.10 To the north of the site, PROW 279/10 and 277/40 provide a connection from Windsor Road to playing fields to the north and onto Warneford Road, a residential cul-de-sac, to the north of the site. These routes are unaffected by the proposals. Plot 57, as can be seen on the site layout attached at **Appendix A**, is to be constructed where there is an existing desire line that has been formed, where pedestrians are cutting the corner instead of walking along the line of the legal right of way of HUD 277/40.
- 3.11 It is recognised that there are a number of informal, trodden paths which traverse the site. The design of the site has taken these into account by providing a continuous north/south route through the site, which maintains the alignment of this existing, informal routes.

- 3.12 Alternatively, PRoW 234 can be accessed after a distance of 150m, to the south of the site, to the southern side of Main Avenue.

Cycle Access

- 3.13 Cycling can be a substitute for car trips, particularly those of up to 5km, with relevant guidance stating that “cycling also has the potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport”. Cycling, therefore, plays an important role in reducing the need to travel by car.
- 3.14 A 5km catchment of the site includes many suburbs of Huddersfield, and the entirety of Huddersfield town centre. **Figure 3.3** illustrates a 5km cycle isochrone from the site.

Figure 3.3: 5km Cycling Catchment



(Source: Open Cycle Map)

- 3.15 Whilst there are no formal cycle facilities within the immediate vicinity of the site, Cowlersley Lane has a carriageway width of approximately 10m throughout its entire length, making it wide enough to facilitate both cycle and vehicular movements broadly east-west towards between the site and Huddersfield town centre.

- 3.16 Many of the surrounding roads are subject to a 20mph speed limit, which helps to make them more cycle friendly. It is recognised that cycling is not a viable option for all prospective residents, however, the location of the site and its proximity to Huddersfield town centre, does make cycling a viable option for more confident cyclists. It is, therefore, considered that the site is well located for future residents to cycle for journeys to work and for leisure.

PUBLIC TRANSPORT

Bus Services

- 3.17 The closest bus stops to site are located on Cowlersley Lane, within 420m of the site, accessed either via Windsor Road or Main Avenue, depending on which end of the site you start/end your journey from. The stops in the vicinity of the junction of Woodside View / Cowlersley Lane, accessed via Main Avenue, comprise of a flagpole and timetable information for westbound services and a shelter with timetable information for eastbound services.
- 3.18 It is expected that the majority of journeys by bus would be between the site and Huddersfield town centre, as the most local major employment centre. With this in mind, the provision of a shelter for the stop towards Huddersfield and a flag only at the westbound stop, where the majority of use would be alighting, rather than boarding a bus, is considered acceptable. In addition to this, from the access from Windsor Road, the east and westbound bus stops comprise of a flag, pole and timetable information.
- 3.19 There are further bus stops located along the A62 Manchester Road, approximately a 600m walk to the east of the site (measured from the site access point on Windsor Road), accessed via Windsor Road, Cowlersley Lane and Yew Tree Lane. Both stops benefit from of a flagpole and timetable information. **Figure 3.5** illustrates the location of these bus stops, whilst **Table 3.2** summarises the bus services that can be accessed from the stops.
- 3.20 It is recognised that no bus stops are available within a 400m walking distance of the site, at present. However, consideration should be given to the report prepared by WYG in July 2015, 'How far do people walk?', which suggests that people are willing to walk up to 800m based on 85th percentile data outside London.

Figure 3.5: Bus Stop Locations



(Source: Google Maps)

Table 3.2: Bus Services

Service		Frequency		
		Weekday	Saturday	Sunday
Cowlersley Lane				
181	Huddersfield - Wilberlee	60 mins	60 mins	-
184	Huddersfield - Oldham	60 mins	60 mins	60 mins
A62 Manchester Road				
185	Huddersfield - Marsden	30 mins	30 mins	60 mins

(Source: Public Transport Operator Websites)

- 3.21 Given the proximity of 2 separate hourly services, which provide direct access to Huddersfield town centre within a 20-minute journey time, it is expected that the bus would represent a viable alternative to the private car for accessing employment and leisure opportunities.

Rail

- 3.22 The closest railway station is Lockwood, located approximately 3.2km east of the site, and can be accessed in an approximately 14-minute cycle journey via Cowlersley Lane. Lockwood is managed by Northern Trains and benefits from an hourly service between Huddersfield and Sheffield (via Barnsley and Meadowhall).
- 3.23 It is anticipated that residents could also make use of frequent National Rail services available from Huddersfield, which is located approximately 4.8km northeast of the site and is accessible within a 18-minute cycle journey, or an approximately 20-minute bus journey via the 181/184 Service available from Cowlersley Lane.
- 3.24 Huddersfield railway station benefits from 54 cycle storage spaces (as well as a Cycle Hub located on Platform 1), a range of facilities such as waiting rooms and eateries. The station has 6 platforms and is served by approximately 8-10 trains in the peak periods, to a number of regional and national destinations. **Table 3.3**, below, outlines the key destinations accessible from Huddersfield railway station.

Table 3.3: Huddersfield railway station services

Destination	Frequency
Liverpool Lime Street via Manchester Victoria	1 per hour
Manchester Airport via Manchester Victoria, Oxford Road & Piccadilly	1 per hour
Manchester Victoria via Stalybridge	1 per hour*
Manchester Piccadilly	1 per hour
Sheffield via Barnsley & Meadowhall	1 per hour
Hull via Dewsbury & Leeds	1 per hour
Newcastle Central via Leeds, York & Darlington	1 per hour
Saltburn via Leeds, York & Middlesbrough	1 per hour
York via Wakefield Kirkgate & Castleford	1 per hour
Bradford Interchange via Halifax	1 per hour

(Source: National Rail) *operational during AM/PM peak hours only.

LOCAL AMENITIES

- 3.25 **Table 3.4**, overleaf, summarises the key health, education, retail, leisure and employment amenities located near the site, along with the distance and journey time by active modes, measured from the nearest site access point.

Table 3.4: Local Amenities

Amenity	Distance	Walk Time	Cycle Time
Health			
Bupa Dental	1.1km	13 mins	3 mins
Education			
Woodside Green Primary School	80m	1 min	1 mins
Retail and Leisure			
Londis	200m	2 mins	1 min
Hong Kong Korean Takeaway	250m	3 mins	1 min
GoLocal Convenience Store	500m	5 mins	2 mins
Linthwaite Mini Market / Harry Heywoods Fish and Chips	580m	7 mins	2 mins
ALDI	1.1km	13 mins	3 mins
Huddersfield Town Centre	~4.5km	-	15 mins
Employment			
Crowthers Business Park	2km	24 mins	8 mins

(Source: Google Maps)

TRAVEL CHOICES SUMMARY

- 3.26 This section of the Travel Plan has identified the existing opportunities for travel by sustainable modes to / from the site, to highlight the compliance of the site location with the local and national policy aspirations to locate development in sustainable locations. A range of opportunities for walking, cycling and public transport have been identified within the immediate vicinity of the site, which facilitate connections to key local destinations in the local area and beyond.

4. THE TRAVEL CHOICES PACKAGE

INTRODUCTION

- 4.1 As noted at the outset of this report, Strata and Thirteen Group intends to appoint TPS to implement the Travel Choices programme at the Main Avenue development. Travel Choices is a tailored package of measures, delivered in pursuit of the visions, aims and objectives of this Travel Plan strategy.
- 4.2 The programme is structured around the following themes, which will be expanded upon below:
- Engagement on Travel Choices;
 - Support for Sustainable Travel Choices; and
 - Management of the Travel Choices Programme.
- 4.3 At the time of preparing this report over 150 residential developments make up the Travel Choices network of sites, providing the delivery team with vast experience of the measures which offer maximum benefit and value for money, within a residential context.
- 4.4 The following section will outline the package of Travel Choices measures that will be delivered at the development, providing examples of comparable measures delivered in a similar context elsewhere, where appropriate.

ENGAGEMENT ON TRAVEL CHOICES

- 4.5 One of the key aims of the Travel Choices programme is to ensure that those who live at the site are fully aware of their local travel options, and the benefits of making a switch away from habitual use of the car.
- 4.6 For many journeys the car can provide a convenient or practical travel option and may continue, therefore, to be used through choice, or need by some. There are also, however, many occasions where the car is used purely due to familiarity or habit, and where people may be inclined to travel differently if made aware of the choices available to them.
- 4.7 Through the Travel Choices programme residents will, therefore, be provided with information on their local travel options. This information will be presented in an engaging and professional format, helping to ensure that it is appealing to the widest possible audience. At the development, the following Travel Choices materials will be prepared:

Travel Choices Guide

- 4.8 A bespoke Travel Choices guide will be prepared for the site, an example of which can be found within **Appendix B**.
- 4.9 Within the Travel Choices guide, residents will be presented with the following key information:
- An overview of the purpose of the Travel Choices programme;
 - A map, illustrating the location of key local destinations relative to the site;
 - An overview of local active travel options and infrastructure, with typical walking and cycling times to key local destinations;
 - Links to key sources of further information which can assist in the planning of a local journey by foot or by bike;
 - An overview of local public transport options, including key information on the route and frequency of local services, with typical journey times to key local destinations;
 - Advice on the most appropriate sources of further information on public transport options, including details of relevant smart phone apps and journey planning tools;
 - A summary of timetables, which will also point future residents to the location of online timetables which can be viewed and downloaded;
 - Details of car share schemes, which can be used to connect with others undertaking a similar journey by car;
 - Advice on making the switch to an electric or hybrid vehicle, with links to key sources of further information;
 - Details of a range of offers, discounts and savings, which can be made through the Travel Choices programme (further details provided below); and
 - Advice on the support available from the Travel Choices team, including the offer of a Personal Journey Plan.
- 4.10 The Travel Choices guide will be made available, to both prospective purchasers and new homeowners, through the Handover Pack / Welcome Pack provided on occupation.
- 4.11 The provision of the guide prior to the point of purchase will help to ensure that people are aware of the local travel options from the outset, and it is hoped that, in some cases, it will provide people with the comfort that they can move to the site without a reliance upon the car.
- 4.12 All new homeowners will be provided with a further copy of the guide on first occupation, alongside their welcome pack.

- 4.13 The Travel Choices team will be responsible for engaging with the Registered Provider to inform them of the purpose of the Travel Choices programme and the support that residents can access through it. The Travel Choices team will also assume responsibility for reviewing the content of the guide on a regular basis, to ensure that any changes to local travel options are reflected.

Annual Travel Choices Newsletter

- 4.14 Having provided residents with information on their local travel choices at first occupation, it is important to follow this up with further engagement throughout the first years of living at the site.
- 4.15 This helps to remind people of the benefits of making sustainable travel choices, reminds them of the options available to them, and in some cases provides an update on any changes to local travel options, or new related tools and initiatives such as local cycle training or bike marking events. The newsletter also provides an opportunity to engage with second occupants of any homes at the development that are sold on, or tenants of any homes at the development that are rented.
- 4.16 The Travel Choices newsletter will also act as an opportunity to promote nationally and internationally recognised walking and cycling events / campaigns such as National Walking Month, Cycle to Work Day, Bike Week, Cycle September, and Clean Air Day (among others).
- 4.17 For this reason, all occupied homes at the development will be sent a Travel Choices newsletter, an example of which can be found within **Appendix C**. This newsletter will be published annually, throughout the delivery of Travel Choices programme at the development.

SUPPORT FOR SUSTAINABLE TRAVEL CHOICES

- 4.18 Whilst in some cases, the provision of information alone can be enough to influence an individual's travel behaviour, in other cases there can be a need to offer additional support or incentive. For this reason, a number of further measures will be delivered through the Travel Choices and development programme at Main Avenue.

Travel Choices Offers, Discounts and Savings

- 4.19 Those living at the development will be able to access a range of offers and discounts on sustainable transport related services and products, alongside advice on ways to make savings when travelling by public transport.
- 4.20 These offers, which will be promoted through the engagement materials, are available through the website savings-travelchoices.uk, and include:
- Halfords: 10% off bikes, cycle accessories and cycle servicing;
 - Bike Dock Solutions: 10% off home bike storage and security solutions
 - Bikmo: 5% off the cost of bike insurance;
 - Frog Bike: 10% off the cost of new kids bikes;
 - TalioE Bikes: 15% off the cost of a new eBike;
 - EO: £50 of home EV charging solutions.

Provision of Cycle Storage Facilities

- 4.21 The provision of cycle storage facilities can help to facilitate and encourage the ownership of a bike, and in turn help to facilitate the use of a bike as a local travel option. For this reason, cycle storage is proposed for all plots, either within garages where available, or within an external secure storage area.

Provision of Electric Vehicle Charging Points

- 4.22 Ownership of electric vehicles is on the rise, as the government seek to transition away from the use of petrol and diesel vehicles over the coming decade. To facilitate this, it is proposed to provide electric vehicle charging points at all plots within the development.

Personal Journey Planning Support

- 4.23 Where residents remain unsure of their travel options, the Travel Choices team will be on-hand to help. Promoted through the Travel Choices engagement materials will be the offer of a free 'personal journey plan', which will help to inform residents of the journey options available for a regular journey of their choice.
- 4.24 Based upon the journeys start and end point, and the intended time of travel, the Travel Choices team will present the residents with details of the travel options available. This will include details such as journey time, route and even the exact location of the bus stops / services to use if travelling by public transport.

MANAGEMENT OF THE TRAVEL CHOICES PROGRAMME

- 4.25 It is recognised that an important element of the success of any Travel Plan is the appointment of a suitable individual, or team, to manage the programme through its duration. This role is often referred to as a Travel Plan Coordinator (TPC).
- 4.26 The Travel Choices team at TPS will be appointed by Strata and Thirteen Group to act as the TPC for the proposed development. They can be contacted using the information below:
- John Hacker
TPS Transport Consultants Ltd, 151 – 153 Wakefield Road, Wakefield, WF4 5HQ
T: 01924 664638
E: info@travelchoices.uk
- 4.27 The role will commence prior to first occupations taking place and will continue for a period of 3-years. This period will cover the development and occupation of the site, and a reasonable period beyond. Responsibilities of the Travel Choices team will include (but not be limited to):
- Overall management of the Travel Choices programme, including fulfilment of the Travel Plan obligations;
 - Preparation, distribution and ongoing updating of the Travel Choices materials;
 - Stakeholder engagement, including with the local council;
 - Engagement with residents, including the provision of a Personal Journey Plan on request;
 - Maintaining an understanding of local travel options, and updating Travel Choices materials as appropriate;
 - Engagement with the sales team; and
 - Preparation of an annual monitoring report.
- 4.28 Through the appointment of the Travel Choices team, Strata and Thirteen Group has made suitable budget provision to cover the implementation of this Travel Plan, in compliance with the conditions of planning approval.

5. TARGETS, MONITORING AND REPORTING

TRAVEL PLAN VISION, OUTCOMES & TARGETS

- 5.1 It has been established in Section 1 that the vision for this Travel Plan is to:

“Make the development a place where residents and visitors can be fully informed when choosing travel modes for undertaking both regular and one-off journeys, and in doing so reduce the number of vehicular trips made from the development, and the resultant impact on the local environment.”

- 5.2 Associated with this vision, the primary outcome sought through the development and implementation of this Travel Plan is to ensure that all residents are aware of their local sustainable travel choices, both prior to moving to the site, and following the occupation of their new home.

- 5.3 Targets are the quantifiable benchmarks against which progress in achieving the vision and desired outcomes can be assessed over time. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:

- **S**pecific;
- **M**easurable;
- **A**chievable;
- **R**ealistic;
- **T**ime-bound

Action-type Targets

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

Aim-type Targets

- 5.6 Aim-type targets are quantifiable and can be used to indicate whether the Travel Plan is achieving its stated vision and outcomes.

- 5.7 In order to set aim-type targets it is first necessary to have a 'baseline' against which progress can be assessed. In this instance, the likely baseline (i.e. without Travel Plan) vehicular trips has been estimated on the basis of the TRICS trip rates within the Transport Assessment (TS) prepared by TPS Transport Consultants in October 2024. The target is then to reduce actual (counted) trips to below this baseline, taking account of the Travel Plan measures.
- 5.8 The target for a reduction in the number of vehicular trips has been set out at 10%, to be achieved within the three-year Travel Plan monitoring period.
- 5.9 The vehicular AM and PM peak hour trip rates (vehicles/dwelling) reflecting this TRICS data used in the TA are shown in **Table 5.1**, below.

Table 5.1: TA Trip Rates & Traffic Generation

	AM			PM		
	Arrival	Departure	Two-Way	Arrival	Departure	Two-Way
Trip Rates	0.102	0.452	0.554	0.415	0.172	0.587
Trip Generation	6	26	32	24	10	34

(Source: Transport Assessment, TPS 2024)

- 5.10 These vehicle trip rates can be used to estimate the number of car trips likely to be generated by the proposed residential development. Assuming at full occupation there will be 57no. dwellings, some 32 two-way trips in the AM peak hour and 34 two-way trips in the PM peak hour would be expected.
- 5.11 A 10% reduction in vehicular trips at full occupation would, therefore, equate to a reduction of 3 two-way trips in the AM peak hour (to 29) and 3 in the PM peak hour (to 31).
- 5.12 There is, however, a need to monitor progress towards the targets over time (and not just at full occupation). Clearly, the number of car trips generated at any given point during the development build out is a direct function of the number of dwellings occupied at that time. Thus to enable the TPC to monitor the progress made towards the 10% target reduction throughout the monitoring period a target 'trip rate per dwelling' has been derived.
- 5.13 This allows the TPC to easily determine progress at any given point by simply multiplying the number of occupied dwellings by the trip rate per dwelling and comparing this with vehicular trip counts. **Table 5.2** identifies the target trip rates per dwelling for the AM and PM peak hours.

Table 5.2: Target Trip Rates per Dwelling

Peak Hour	Target Arrival Trip Rate	Target Departure Trip Rate	Target Two-Way Trip Rate
AM	0.092	0.407	0.499
PM	0.374	0.155	0.528

(Source: Consultant Calculation)

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

TRAVEL PLAN MONITORING

Monitoring and Review Strategy 1: Baseline Traffic Counts

- 5.15 In residential scenarios, it can be difficult to achieve reasonable response rates to questionnaires as there is no requirement for residents to complete the survey. Experience has proved this to be the case even when an incentive to complete the survey is offered. For this reason, monitoring at this site will take the form of manual peak period traffic counts undertaken at the site access point. By considering the amount of vehicular traffic against the number of units occupied it will be possible to calculate the vehicular trip rate per household.
- 5.16 The first (baseline) traffic count will be undertaken 12 months after first occupation. The results will be shared with Travel Plan officers at the Council following the baseline monitoring.

Monitoring and Review Strategy 2: Annual Traffic Counts and Reporting

- 5.17 Following the initial baseline monitoring, subsequent traffic counts will be undertaken annually until a point 3-years after first occupation. These counts will allow the TPC to monitor over time how successful the Travel Plan has been in achieving the vision to reduce the number of vehicular trips generated by the development.
- 5.18 The TPC will feed results of these counts back to Travel Plan officers at the Council annually, throughout the Travel Plan delivery period, in the form of a Travel Plan Monitoring Report. Within the report an update on the wider delivery of the Travel Plan measures will be provided, for comparison against the Action Plan.



TPS Transport Consultants Ltd

Stonebridge Court, 151-153 Wakefield Road, Horbury, Wakefield, WF4 5HQ

Tel: 01924 664638

Web: www.tpsconsultants.co.uk

TRAVEL PLAN APPENDICES

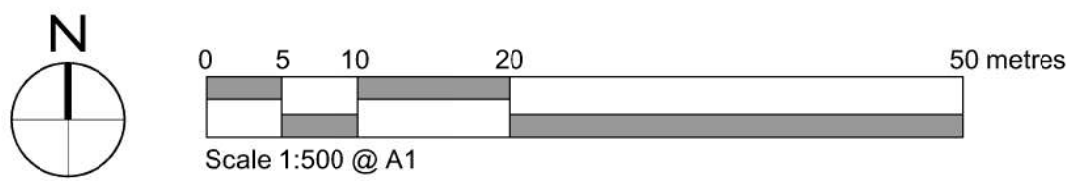
Appendix A

Site Layout Plan



DO NOT SCALE		
All dimensions to be checked on site and Architect to be notified of any discrepancies prior to commencement		
DESIGNERS RISK ASSESSMENT		
Construction (Design and Management) Regulations 2015		
RESIDUAL RISKS		
REF	DATE	DESCRIPTION
P1	03.10.24	Planning Issue GP
P2	11.10.24	Apartment footprints revised. GP
P3	22.10.24	Substation location revised. GP
P4	23.10.24	Private drive arrangement altered plots 16-18. GP
		Plot 1 changed to HT11 from HT9.
P5	26.11.24	Altered following client feedback.
		Coodinated with levels proposals. GP
P6	26.03.25	Raised table altered at the centre of the site. GP
P7	23.05.25	Layout altered to give easement to culvert. GP

Kirklees - Main Avenue												idpARTNERSHIP K O A T H E A K	
(GIA)													
Thirteen Group/Strata				GROSS SITE AREA				ha	acres				
				NET SITE AREA				1.81	5.24				
								1.55	4.47				
HOUSE TYPE	STRADCOM	APPROVED DOCUMENT M COMPLIANCE	CURFUS	STORIES	NO	MIX S	SOFT	SCM	DIAL SCS	DIAL SCW			
HT6	2B3P	CAT M4(2)	HOUSE	2	7	12	784.69	72.9	5493	510.30			
HT7	2B4P	CAT M4(2)	HOUSE	2	8	14	877.26	81.5	7018	652.00			
HT8	3B4P	CAT M4(1)	HOUSE	2	8	14	928.92	86.3	7431	690.40			
HT9	3B5P	CAT M4(1)	HOUSE	2	3	5	1020.42	94.80	3061	284.40			
HT10	3B5P	CAT M4(2)	HOUSE	2	1	2	1020.42	94.80	1020	94.80			
HT11	3B5P	CAT M4(2)	HOUSE	2	7	12	1020.42	94.80	7143	663.60			
HT12	3B5P	CAT M4(2)	HOUSE	2	8	14	1032.26	95.90	8258	767.20			
HT14	4B6P	CAT M4(2)	HOUSE	2	1	2	1184.03	110.00	1184	110.00			
HT24	4B6P	CAT M4(1)	HOUSE	2.5	6	11	1357.33	126.10	8144	756.60			
APT (G)	2B3P	CAT M4(2)	APARTMENT	1	4	7	659.83	61.30	2639	245.20			
APT (1)	2B3P	CAT M4(2)	APARTMENT	1	4	7	731.95	68.00	2928	272.00			
OVERALL TOTALS				57		100				54320	5047		
OVERALL DENSITY				OVERALL MIX				TOTAL		%			
UNITS / ha				2 BED				23		40			
UNITS / ACRE				3 BED				27		47			
				4 BED				7		12			
SQ M / ha								57		100			
SQ FT / ACRE													
				OVERALL MIX APPROVED DOCUMENT M				TOTAL		%			
				CAT M4(1)				17		30			
				CAT M4(2)				40		70			
				CAT M4(3)				0		0			
								57		100			
TOTAL NO												57	
NOTE: Nett area excludes all public open space and associated structural landscaping / buffer planting / half road													



PROJECT / CLIENT

Kirklees Cluster Sites

Main Avenue, Cowersley

DRAWING TITLE

Proposed Site Layout

PROJECT NO.

N81-3084

DRAWING STATUS

Planning

DRAWING NO.

102

PROJECT LEADER

GP

CHECKED BY

IDP

DRAWING REVISION

P8

SCALE

1 to 500 @ A1

DATE

22.10.2024

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Architecture
Masterplanning
Urban Design

Partnership Northern, St. James, Barker Street, Sheffield, Newcastle upon Tyne, NE2 4AG. T: 0191 2654842
E: info@partnership.com | W: www.partnership.com

Appendix B

Example Travel Guide



strata

Explore your
TRAVEL CHOICES
@ ENTICE
HORSFORTH

**FREE £500
TRAVEL CREDIT**
See inside



TRAVEL GUIDE

WELCOME

MOVING HOME IS AN EXCITING TIME THAT CAN MEAN CHANGES TO YOUR LIFESTYLE AND DAILY ROUTINES.

Whether you are thinking about moving into a new home at Entice by Strata or you are already settling in, you may be wondering what local travel options are available to you. This guide provides a summary of the travel choices you could make, with a focus on more sustainable and environmentally friendly options.

Strata recognise their responsibility to reduce the impact of our developments upon the local community and the environment, and by publishing this guide we hope to minimise the amount of unnecessary car journeys made.

This guide provides links to some really useful information and resources. Plan a journey by public transport, explore local cycle maps, read up on the benefits of electric vehicles and much more!



CLAIM YOUR **FREE** TRAVEL CHOICES CREDIT WORTH £500!



To help support a shift towards the use of sustainable travel choices, we're offering new residents at Entice up to £500 in Travel Choices credit! The credit can be used to request one of the following great incentives:



HALFORDS CYCLE VOUCHER

A £500 Halfords cycle voucher, redeemable at your local Halfords store on products within the cycle category range.



TRAIN TRAVEL CREDIT

A £500 e-voucher with LNER, which can be used to book travel on any service across the country. You can use the credit towards a larger fare or multiple smaller fares, as well as on season tickets.



ANNUAL BUS MCARD

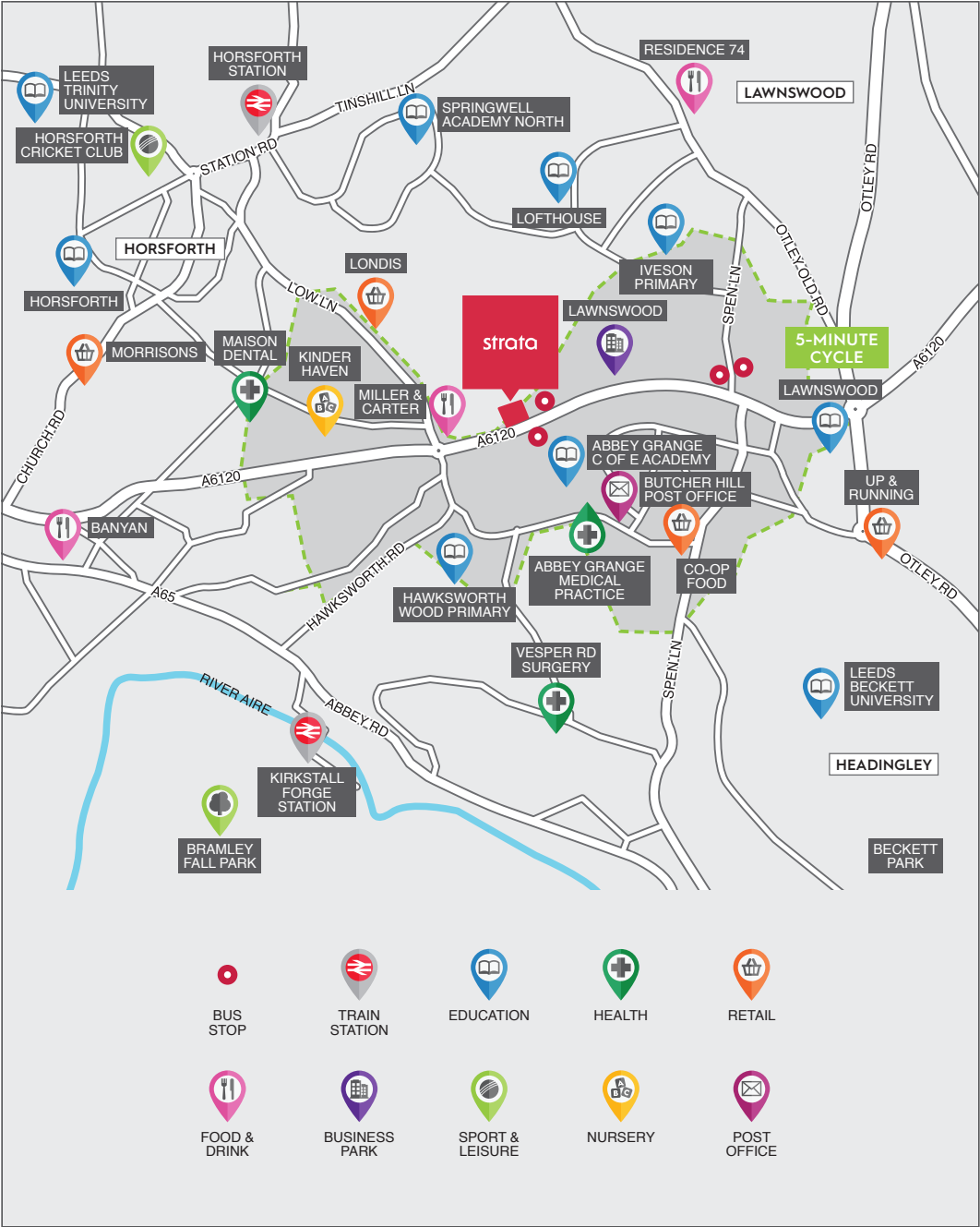
A smartcard which permits unlimited travel on buses across the whole of West Yorkshire for 12 months! With an RRP of £930, this offer provides a significant saving for those wishing to use the bus more.

To find out more and claim your voucher, please visit **savings-travelchoices.uk/entice** or scan the QR code:

Please note this offer is limited to one option per address at Entice, if someone at your address has already made a claim then you will be ineligible.



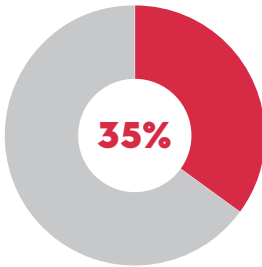
MAP OF LOCAL AMENITIES



WHY CONSIDER YOUR LOCAL TRAVEL CHOICES?

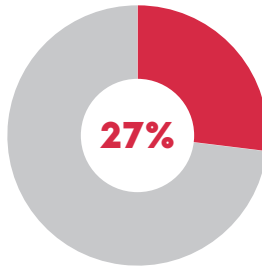
The car is, for many reasons, the most commonly used travel option in the UK. There are, however, a growing number of reasons why we should all consider whether we could swap the use of the car for more sustainable options, even if just some of the time.

Benefits associated with increased use of sustainable travel options can include reduced local congestion, improved air quality, better health and wellbeing and lower travel costs. Use of sustainable travel options can therefore be better for our local community, our environment, our bodies, and our bank balance.



Over **35%** of trips under two miles are made by car

Based on 2019 data



Transport is the biggest greenhouse gas emitter in the UK, making up **27%** of all emissions, with over half of this from cars.



The average driver loses **115 hours** per year in road congestion

Based on 2019 data



A journey by bike to **Kirkstall Forge station** takes **less than 10 minutes** and could be quicker than the car at peak times! Switching just one return journey each week from the car to a bike could save the **same CO2 as produced by charging your smartphone 5,153 times** across the year – that's almost 15 full charges every day for a year!



LET'S GET ACTIVE

We all know that regular physical activity is incredibly beneficial to us. On a personal level it can, therefore, make a lot of sense to walk, cycle or run when we can rather than getting in the car.

Beyond the health benefits we should not, however, overlook the wider benefits that riding a bike or walking more regularly can have on our local community and the wider environment.

Undertaking local journeys on foot or by bike can help contribute towards reduced local congestion, less parking pressures, and improved air quality, making the streets around your home more pleasant and safe for all.

Not to mention the fact that active travel choices are extremely cheap (even free) when compared to other options!

APPROX TIME TO TRAVEL ON FOOT





Cycling is a great way to get around, and there has never been a better time to get out on your bike whether alone, with friends or with your family.

Many of the local roads are residential in nature and whilst the main routes can be busy, there are some great quieter scenic routes that can make a ride a little more leisurely.

Horsforth and Kirkstall Forge stations are both less than 10 minutes away by bike, and when considering traffic and the time it takes to park, that is probably quicker than a journey in the car! So why not make cycling part of your commute or wider journey?

If you are looking to undertake a journey by bike, but are unsure which route to take, cyclecityconnect.co.uk have a great online tool to use. Designed specifically for cyclists it lets you plan a journey, informs you of route options available, shows how hilly the route is and even how much CO₂ you will save.

sustrans.org.uk is another useful website for cyclists. Explore the National Cycle Network (NCN), including route 688 which forms the central part of the Way of the Roses, a great coast to coast route running nearby.

APPROX TIME TO TRAVEL BY BIKE



EXPLORE YOUR PUBLIC TRANSPORT OPTIONS

Entice by Strata is well connected to the surrounding area by public transport.

TRAVEL BY TRAIN

Kirkstall Forge train station is around 25-minutes away on foot, or less than 10-minutes by bike, with lots of cycle parking available and a car park. The station sits on the Leeds to Bradford Line and provides half hourly services to Leeds and Bradford Forster Square.

Horsforth train station is a 30-minute journey away on foot, or 10 minutes by bike, with plenty of cycle parking available and a small number of car parking spaces. Horsforth station sits on the Leeds to Harrogate Line and provides hourly services to both York and Knaresborough (via Harrogate) as well

as a half hourly services to Leeds. You can also catch a service to London Kings Cross every 2 hours!

A journey from Kirkstall station to Leeds station takes just 8 minutes, and from Horsforth station it takes 15 minutes. Once in Leeds you have access to a huge range of frequent services to national destinations including Newcastle, Liverpool, Manchester and more!

For further information on travelling by train, including an online journey planner and booking services, visit nationalrail.co.uk

USEFUL SOURCES OF INFORMATION

First Bus - Your local bus operator is First Bus. Visit their website to find out more about local services in your area and across Leeds, access bus timetables, view ticket options or download the First Bus app.

firstbus.co.uk/leeds



WY Metro - the WY Metro website provides you with everything you need to know about bus and train travel in West Yorkshire. You'll find timetables, tickets and passes info, a journey planning tool and much much more!

wymetro.com



TRAVEL BY BUS

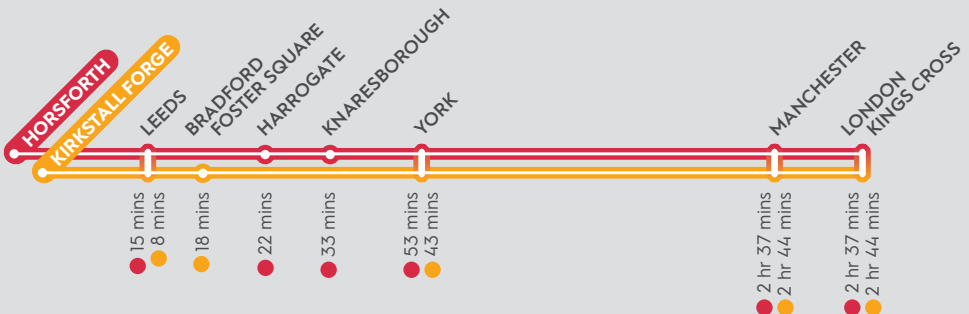
Local bus stops can be found on A6120 Ring Road, just a short walk from the new homes at Entice. These stops are served by bus **service 9**, operated by Squarepeg Buses. The service operates between Wortley and White Rose Centre, with a bus approximately every 90 minutes Monday to Friday.

Alternatively, bus **service 19/19A**, operated by First Leeds, can be accessed from Spen Lane, in just over a 10-minute walk. The service operates between Ireland Wood and Garforth via Leeds city centre. You can catch this bus every 20 minutes!

Heading in the opposite direction, to Low Lane gives access to the **50/50A** services. These operate between Horsforth and Seacroft, via Leeds centre. The services provide up to 6 buses an hour in each direction.



APPROX TIME TO TRAVEL BY PUBLIC TRANSPORT



SUSTAINABLE CAR USE

Whilst there are times when it is easy enough to walk, cycle or hop on public transport, for some people and some trips the only realistic option is to travel by car. That is not to say, however, that you couldn't still save money and do your bit for the environment, even when travelling by car.

Have you considered whether you could share your journey by car, reducing the number of vehicles on the road? Or could you switch to an electric or hybrid vehicle, helping to reduce transport related CO₂ emissions?

FIND A CAR SHARE COMPANION

Do you often drive alone in your car, maybe to work on a daily basis? If you share the ride with just one other person you could halve the costs of your journey, by splitting the cost of petrol and parking.

Whilst a lot of car sharing is arranged informally, with friends, family or colleagues, there are now ways of identifying other people undertaking a similar journey. The **West Yorkshire Liftshare scheme** is easy to use and allows you to see if there is anyone else you could share a car journey with. Simply enter your journey details and some basic preferences, and let the system do the rest.

wycarshare.com





ARE YOU READY TO JOIN THE EV REVOLUTION?

Electric vehicles (EVs) are the future of driving. With an ever-increasing number of charging points available, as well as new and exciting vehicles on the market, drivers now have greater choices and flexibility when it comes to choosing an EV.

The EV market can seem like a minefield, with lots of questions about the best options and practicalities of owning an EV. Find out more about vehicle options, how to charge and how much money you could stand to save by visiting the Electrifying website, which is full of tools to help you get started!

[electrifying.com](https://www.electrifying.com)

USING A CAR CLUB

Car clubs are great! They provide people with convenient access to a car, without all the costs and hassle of owning one. No need to buy a car, pay fixed rentals, sort insurance or maintenance.

You can reserve a car at a moment's notice, with bookings available from as little as £6.10 an hour. When picking up the car there is no need to even see anyone, simply unlock the vehicle using your smart phone or membership card and off you go!

At Entice your nearest car club vehicle is located on Troy Road, a walk of approximately 27 minutes or a 9-minute cycle ride. It is operated by Enterprise Car Club, with many more locations available across the region. Visit the website to explore locations and sign up:

[enterpriseclub.co.uk](https://www.enterpriseclub.co.uk)

USEFUL WEBSITES & TOOLS

There are an increasing range of online tools and information sources available which can help you to plan and undertake journeys by different travel modes. Here are just a few that we have picked out for you:

WY METRO

The home of information on travelling by public transport in West Yorkshire. Plan a journey, download timetables, explore ticket options, view maps and much more.

wymetro.com

CYCLE CITY CONNECT

Explore your cycling options across West Yorkshire and find out more about the support available to those travelling on two wheels. Home of the West Yorkshire interactive cycle map.

cyclecityconnect.co.uk

MCARD

Facilitated by WY Metro, the MCard is a smart way to pay for public transport journeys within West Yorkshire. Depending on the ticket type you pick, the MCard will give you unlimited travel on all bus and rail services across the region, and you can even purchase and store tickets on your phone.

m-card.co.uk

FREE ADULT CYCLE TRAINING

From learning to ride for the first time or building confidence after a break from cycling, to one-to-one advanced training on a route of your choice, there's something for everyone through the City Connect cycle training scheme.

cyclecityconnect.co.uk/get-cycling



FREE ADULT CYCLE TRAINING

From learning to ride for the first time or building confidence after a break from cycling, to one-to-one advanced training on a route of your choice, there's something for everyone through the City Connect cycle training scheme.

cyclecityconnect.co.uk/get-cycling

SUSTRANS

Sustrans is the national charity delivering a wide range of work focussed upon cycling. They are responsible for the management of the National Cycle Network, a UK-wide network of signed paths and routes. Find routes on their website:

sustrans.org.uk

TREEKLY

Plant trees just by walking! This free to download app plants a tree on your behalf for walking 5,000 steps per day over 5 days in the week. Available as both an iOS and Android app.

treekly.org

PLUSBUS

PlusBus makes the link between train and bus travel easy. PlusBus tickets start at just £2.50 per day and allow you unlimited access to bus services within the zone. You just have to purchase alongside your train ticket. Find out more online:

plusbus.info

OFFERS, DISCOUNTS & SAVINGS

To help minimise the cost of your sustainable transport choices we have arranged a range of discounts and offers which residents at Entice can take advantage of. We've also identified a number of further opportunities to save on the cost of your journeys



HALFORDS: Save 10% on the cost of a new bike, accessories and servicing at the UK's leading cycle retailer.



RUNNERS NEED: In need of some new trainers or running equipment? Get exclusive discounts at Runners Need.



COTSWOLD OUTDOORS: Need a new pair of walking shoes or some outdoor clothing? Save 10% on the full range at Cotswold Outdoor.



BIKMO: Recently purchased a new bike? Cycling more than you used to? Save 5% on the cost of cycle insurance with Bikmo.



BIKEDOCK SOLUTIONS: Save 10% on the cost of home bike storage and security solutions, including stands, lockers and wall hanging products.



BIKE MARKING: Save 10% on the cost of Membership Plus Kits, Permanent Marking Kits, and UV Covert Kits with Bike Register, the National Cycle Database helping to reduce bike theft.



FURTHER INFORMATION AND ADVICE

EMAIL US

info@travelchoices.uk

PERSONAL JOURNEY PLANNING

If you are unsure about your local travel choices, we are here to help!

We can provide you with a PJP for a journey of your choice. Based upon your destination and time of travel you will receive an interactive email which sets out your journey choices in a user-friendly format. View your route options on a map, find out how long your journey will take by different choices, and even receive detailed directions and tips.

Simply email to get your journey planned for you!



CONTACT US

If you would like information or further advice regarding the travel options available to you please email us at: **info@travelchoices.uk**



Appendix C

Example Newsletter



ENTICE

2024 NEWSLETTER

TRAVEL

CHOICES

ON THE MOVE

...WITH
TRAVEL
CHOICES

Have you
claimed your

FREE

annual bus pass,
rail voucher or
cycle voucher?

See inside for details

P6

**LOCAL PUBLIC
TRANSPORT**

P10

**E-BIKE
101**

P12

**GET ACTIVE ON
THE SCHOOL RUN**



TRAVEL
CHOICES

strata



WELCOME

to the latest edition of the Entice Travel Choices newsletter.

When it comes to how we travel for regular daily journeys, we all face the challenge of balancing convenience with sustainability. This edition of the Travel Choices newsletter is packed with resources and ideas to help make that balance easier and more enjoyable.

From the lowdown on e-bikes and top tips for a joyful school run to a simple bike maintenance guide, we've got you covered. Plus, don't forget to check out the latest on local public transport options, with single bus fares capped at just £2.

The Entice Travel Choices programme is all about discovering practical, sustainable travel options that can easily fit into our daily lives. While cars are sometimes necessary, many journeys, especially local ones, offer a perfect opportunity to explore alternatives.

Imagine the difference we could make: less traffic, safer streets, and a cleaner environment. It's not just our community that benefits; sustainable travel can also lead to personal gains like extra savings and improved well-being.

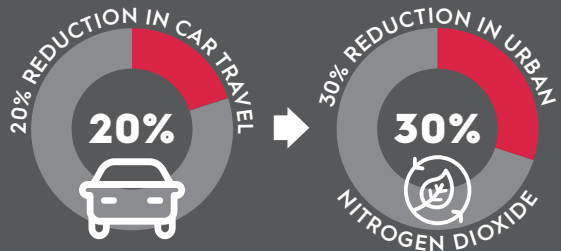
So why not dive in? See what changes you can make, no matter how small, and share your journey with us.

Let's work together to make Entice a shining example in sustainable travel.

JUST SOME OF THE REASONS TO CONSIDER YOUR SUSTAINABLE TRAVEL OPTIONS

LOCAL AIR QUALITY:

Did you know reducing car travel by 20% could lower urban nitrogen dioxide levels by up to 30%. This could massively improve public health.



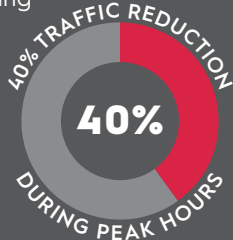
SAFETY AND CONGESTION:

Did you know a

10%



increase in cycling could reduce traffic congestion by 40% during peak hours, making streets safer and commutes faster?



SUPPORT FOR LOCAL BUSINESSES:

Did you know cyclists and pedestrians are more likely to shop locally, visiting more often and spending more money over time?

COMMUNITY COHESION:

Locations with higher levels of walking and cycling have better utilised and more vibrant public spaces, fostering a strong sense of community.



WE'VE GOT SOME
**EXCITING
NEWS!**



At Entice, each address can make a choice to receive one of the following:

OFFER 1

FREE
BUS TRAVEL
FOR A YEAR:



Get a complimentary annual MCard for unlimited travel across West Yorkshire by bus. Use it to freely board any bus, offering an easy, no-cost way to commute or explore. Ideal for an eco-friendly, flexible transport option, the MCard lets you uncover local treasures, simplify your commute, or enjoy weekends worry-free from travel costs.

OFFER 2

FREE
£500



CYCLE VOUCHER

Embrace the joy of cycling with our exclusive £500 cycle voucher – perfect if you're in the market for a new bike or looking to accessorise for smoother travels. Redeem at your local Halfords store on their extensive cycling range, including the latest in e-bike technology, stylish and functional accessories, and all the essentials for your cycling adventures.

HOW TO CLAIM YOUR FREE OFFER:

Getting your hands on your choice of offer is easy.

Simply visit savings-travelchoices.uk/entice to sign up and learn more about how you can start your free travel journey. All you need is proof of residence, and you'll be on your way to exploring West Yorkshire like never before.

Whilst the benefits of making sustainable travel choices are often clear, we understand that adjusting our daily routines can be a significant change. Recognising that sometimes we all need a little nudge in the right direction, we're delighted to offer an exclusive selection of rewards to residents of Entice. This is our way of saying thank you for joining us in making a difference and to encourage you to give local sustainable travel options a go.

OFFER 3



SEASON TICKET

Elevate your daily commute with a £500 rail voucher, offering a sustainable and budget-friendly alternative to car travel. Redeemable against tickets across the regional rail network, this is your chance to transition from car to train, streamlining commutes while contributing to a greener community.

T&Cs: The offer is restricted to one claim per address and must be made by a resident living at the address. If a claim has previously been made by someone or you are not a resident at the address, you will unfortunately be unable to claim.



EXCLUSIVE OFFERS, DISCOUNTS & SAVINGS

The benefits don't stop there. Visit savings-travelchoices.uk to find details of further ways to save on the cost of your sustainable travel journeys, through exclusive discounts, tips on ways to save and more. Discounts include:

HALFORDS:

10% off products and services from the cycling range.

BIKE DOCK SOLUTIONS:

10% off the cost of bike storage and security at home..

BIKMO:

5% off the cost of cycle insurance with Bikmo.

EXPLORE YOUR PUBLIC TRANSPORT OPTIONS



TRAVEL BY TRAIN

From Entice, the journey time to either Kirkstall Forge station or Horsforth station is similar - taking around 30 minutes on foot, or around 10 minutes by bike.

The stations sit on different lines, with both providing a speedy connection into Leeds. From Kirkstall Forge connections can also be made to Bradford Forster Square, whilst Horsforth provides connections to Harrogate and Knaresborough.



TRAIN + BIKE

Sometimes getting from A to B can require the use of more than one mode of transport. Head over to the PlusBike section of the National Rail Enquiries website for information on cycle parking at train stations across the UK, rules on taking bikes on trains and cycle hire availability.



nationalrail.co.uk/plusbike

TRAVEL BY BUS

Your closest bus stops can be found on the Ring Road just a short walk away, with further stops providing additional services located on Low Lane.

Local services include:

Service 9/9C

Horsforth to White Rose Centre Circular

Available from Ring Road, services run every hour in each direction Monday to Saturday. Operated by Squarepeg Buses.

Service 50/50A

Horsforth to Seacroft Bus Station

Available from Low Lane, services run approximately every 20 minutes Monday to Friday and every 15 minutes on Saturday and Sunday. Operated by First Bus.

For further information and advice on how to travel by public transport in the local area, visit: wymetro.com



£2 BUS FARE CAP



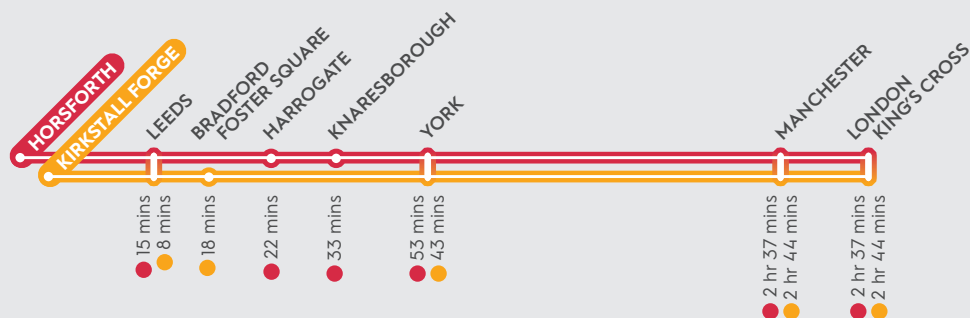
Great news for those that use the bus already or those who would like to use the bus more often.

Bus fares across West Yorkshire are capped at £2 per single journey until March 2025! The scheme is designed to allow more people to make local journeys by bus, in an affordable way. It also aims to reduce carbon emissions.

Remember, this isn't just about saving pennies; it's about getting us all to hop on a bus and give it a go. Whether you're off to work, school, or just out for some fun, let's make the most of this and ride more for less!

Some exclusions do apply so check with your local operators before you travel.

APPROX TIME TO TRAVEL BY TRAIN



ROAD READY WITH AN M CHECK

Is your bike gathering dust in the back of the shed? Before you hit the road again, it's crucial to ensure your bicycle is safe and road-ready. An easy-to-perform M-Check is the perfect starting point, allowing you to identify any issues from the comfort of your own home.

Simply follow the outline of the letter 'M' across your bike to examine key components. This quick check ensures that parts are secure, damage-free, and functioning properly, setting the stage for a safe and enjoyable ride.

2. HANDBRAKES AND BRAKES

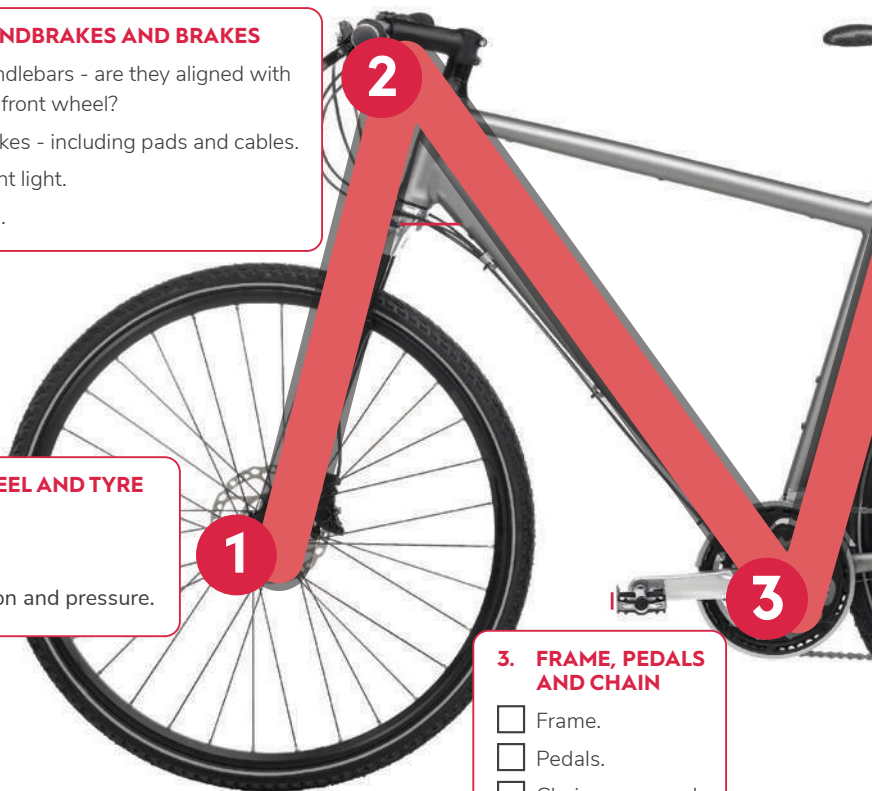
- ☐ Handlebars - are they aligned with the front wheel?
- ☐ Brakes - including pads and cables.
- ☐ Front light.
- ☐ Bell.

1. FRONT WHEEL AND TYRE

- ☐ Wheel nut.
- ☐ Spokes.
- ☐ Tyre condition and pressure.

3. FRAME, PEDALS AND CHAIN

- ☐ Frame.
- ☐ Pedals.
- ☐ Chain, gears and chain-guide.



An easy-to-perform M-Check is the perfect starting point, allowing you to identify any issues from the comfort of your own home.

4

4. SADDLE

- ☐ Saddle.
- ☐ Rear light.

5

5. BACK WHEELS AND TYRE

- ☐ Wheel nut.
- ☐ Spokes.
- ☐ Tyre, including condition and pressure.

Feeling unsure about the M-Check? Opt for the simpler ABC Quick Check instead, before you consider a visit to a cycle mechanic.

A for Air: Ensure your tyres are inflated to the pressure indicated on their sides. A reliable bicycle pump is a small investment for your cycling safety and can be found at minimal cost. If you're uncertain, most local cycle stores offer assistance – they can also inspect the tyres for any damage that might have been overlooked.

B for Brakes: Test both your front and rear brakes by trying to move your bike back and forth while applying them. They should hold the bike firmly in place. If they feel loose or ineffective, it's time for a mechanic to take a look.

C for Chain: A clean, rust-free chain is vital for a smooth ride. Look for rust or debris and clean it with a degreaser if necessary, followed by lubrication to keep it running smoothly.

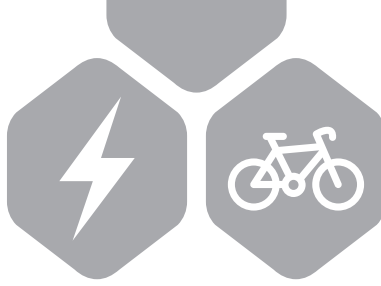
Bonus Tip: The internet is brimming with step-by-step videos for bicycle maintenance – a great resource for visual learners. And remember, if anything looks or feels off, don't hesitate to consult a professional cycle mechanic for expert advice and repairs.

If you spot anything of concern, contact a professional cycle mechanic to make repairs.

A person wearing a silver helmet and a dark jacket is riding a bicycle. They have a large, light-colored backpack with black straps. The background is blurred, suggesting motion. The text 'ELECTRIFY YOUR RIDE' is overlaid on the left side of the image.

ELECTRIFY YOUR RIDE

Discover the Exciting
World of E-Bikes



Did you know that an estimated 1 in 20 people in the UK now owns an e-bike? And with good reason—over half (55%) of e-bike owners report using their electric bicycle more frequently than they would a traditional bicycle.

The appeal is undeniable, as evidenced by the impressive 150,000 e-bikes sold in the UK during 2022 alone. Moreover, a remarkable 30% of e-bike owners use their bikes daily!

Why are e-bikes generating so much excitement? These innovative bicycles merge traditional biking with a modern twist: an integrated electric motor for a gentle push when you need it. This means tackling those formidable hills or lengthy commutes becomes a breeze, literally. E-bikes are designed to provide pedal assistance as you ride, making the experience more accessible to a broader audience—including those facing challenging terrains or looking to ease their commute.

Riding an e-bike offers the best of both worlds: the physical benefits of cycling, with a helpful boost from the motor when accelerating or climbing. The assistance level adjusts based on your pedalling effort, ensuring you're still getting a workout, albeit with a little extra help.

The advantages of e-bikes extend far beyond their fun factor. They're transforming perceptions of distance, making riders more inclined to cycle further, arriving at their destinations less fatigued and stressed compared to traditional cyclists. Furthermore, e-bikes are making cycling more inclusive, welcoming older individuals or those with limited mobility back onto the saddle.

Curious to experience the magic of e-bikes? Halfords offers a free trial for up to 6 hours, allowing you to feel the difference firsthand. Visit the Halfords website to learn more and explore your options.

And if you're considering purchasing an e-bike but don't know where to start, Halfords has you covered. Check out their Electric Bike Buyer's Guide by scanning the QR code or visiting their website at [halfords.com](https://www.halfords.com) for expert advice on selecting the perfect e-bike for your needs.

Navigating the school run can feel like a chaotic rush, affecting not just parents and children but everyone on the road.

Encouraging your child to walk, cycle, or scoot to school isn't just a way to dodge the morning traffic - it's an opportunity to weave essential physical activity into their daily routine.

Active travel isn't only beneficial for children; it's a healthy choice for individuals of all ages!

Interested in learning more about transforming the school run into an active, enjoyable part of the day? For a wealth of tips, insights, and support, visit Living Streets at livingstreets.org.uk

Let's take steps together towards healthier, happier school journeys.



GETTING ACTIVE ON THE SCHOOL RUN

THE JOURNEY TO ACTIVE LEARNING

6

The 6 advantages of walking, cycling, or scooting to school:

1

FULFILLS DAILY EXERCISE NEEDS:

Helps children meet the recommended 60 minutes of daily physical activity for those aged 5 to 18.

2

ENHANCES SOCIAL SKILLS:

Provides a fun opportunity for kids to chat and bond with friends along the way.

3

BOOSTS HEART HEALTH:

Improves cardiovascular fitness from an early age.



MAKING THE ACTIVE SCHOOL RUN ENJOYABLE:

VISIBILITY IS KEY

Opt for bright and reflective clothing to stand out, particularly during shorter days.

THE WALKING SCHOOL BUS

Join forces with other parents to alternate walking groups of children to school - it's fun and efficient!

PLAN YOUR JOURNEY

Choose the safest route, utilising crossings and bike lanes where available.

NO NEED TO RUSH

Allow extra time to make the commute an exploratory adventure, not a sprint.

SAFETY FIRST

Use the journey as a teachable moment for road-crossing and cycling safety.

4

SHARPENS FOCUS:

Kids arrive at school energised, alert, and ready to engage in learning.

5

CULTIVATES INDEPENDENCE:

Encourages self-reliance and spatial awareness.

6

TEACHES SAFETY:

A practical way to learn valuable road safety and navigation skills.

USEFUL WEBSITES & TOOLS



There are an increasing range of online tools and information sources which can help you to plan and undertake journeys by different travel choices. Here are just a few that we have picked out for you:

INFORMATION

WY METRO

Discover the gateway to public transport across West Yorkshire with WY Metro. Here, you can plan your journey, download timetables, and view maps to navigate the area with ease.

wymetro.com

CYCLING

CYCLE CITY CONNECT

Unlock your cycling potential in West Yorkshire. Find extensive support for two-wheeled trips, including the interactive West Yorkshire cycle map.

cyclecityconnect.co.uk

PUBLIC TRANSPORT

M CARD

Offered by WY Metro, the MCard is your smart solution for public transport fares in West Yorkshire. Choose your ticket for unlimited access to bus and rail services and enjoy the convenience of storing tickets on your phone.

m-card.co.uk

BUSES

BUS OPERATORS

Dive into the details of key local bus services. Find routes, plan your journeys, view timetables, and purchase tickets to streamline your journey.

firstbus.co.uk

squarepegbuses.co.uk

CYCLING

FREE ADULT CYCLE TRAINING

Whether you're new to cycling, returning after a break, or seeking advanced one-on-one training, City Connect has a program for you.

cyclecityconnect.co.uk/get-cycling



CONTACT US

If you would like information or further advice regarding the travel options available to you please email us at:
info@travelchoices.uk



Appendix D

Action Plan

P2445. Main Avenue	Action	Responsibility	Target Delivery Date
Engagement on Travel Choices			
Engagement Strategy 1	Prepare Travel Choices Guide	TPC	Prior to first occupations
Engagement Strategy 2	Annual Travel Choices Newsletter	TPC	Annually throughout delivery period
Support for Sustainable Travel Choices			
Support Strategy 1	Travel Choices Offers, Discounts and Savings	TPC	Ongoing throughout delivery period
Support Strategy 2	Provision of Cycle Storage Facilities	Strata & Thirteen Group	Through design
Support Strategy 3	Provision of EV Charging Points	Strata & Thirteen Group	Through design
Support Strategy 2	Personal Journey Planning	TPC	Ongoing throughout delivery period
Management of the Travel Choices Programme			
Management Strategy 1	Appointment of Travel Plan Coordinator	Strata & Thirteen Group	Achieved
Monitoring and Reviewing the Travel Choices Programme			
Monitoring Strategy 1	Baseline Traffic Counts	TPC	12-months after first occupation
Monitoring Strategy 2	Annual Traffic Counts & Reporting	TPC	Annually, until a point 3-years after first occupation