

Orion Homes Ltd

A62 Leeds Road, Heckmondwike,
Kirklees, West Yorkshire WF16 9DB

Residential Travel Plan



Control Sheet

CLIENT: Orion Homes Ltd
PROJECT TITLE: A62 Leeds Road, Heckmondwike, Kirklees, West Yorkshire WF16 9DB
REPORT TITLE: Residential Travel Plan
PROJECT REFERENCE: 164033
DOCUMENT NUMBER: 002
ISSUE NUMBER: 02
DATE: May 2025

Issue & Approval Schedule	Issue 01	Name		Signature		Date
	Prepared by	I Ladbrooke		A signed copy is available on request		15.05.2025
	Checked by	S Burkinshaw				15.05.2025
	Approved by	S Burkinshaw				15.05.2025
Issue Record	Issue	Date	Status	Description	Name	
	02	22.05.2025	Final	Amendments for Planning Application	Prepared	I Ladbrooke
					Checked	S Burkinshaw
					Approved	S Burkinshaw
	03				Prepared	
					Checked	
Approved						

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Acknowledgements

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Kirklees Residential Site Allocation HS115 has been obtained from Kirklees Council © Crown Copyright and database right 2024. Ordnance Survey AC0000851069.

Google My Maps has been used to create figures for illustrative purposes only.

OpenRouteService has been utilised to generate indicative walking and cycling isochrones.

Cycle route information is shown on OpenCycleMap for illustrative purposes only.

Public transport information has been obtained from West Yorkshire Metro at <https://www.wymetro.com/>

Census 2011 dataset 'QS701EW – Method of travel to work' has been used to establish the travel to work patterns of residents within the Kirklees 009 MSOA travel to work

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Appendix A

Development Site Layout Plan

1. Introduction

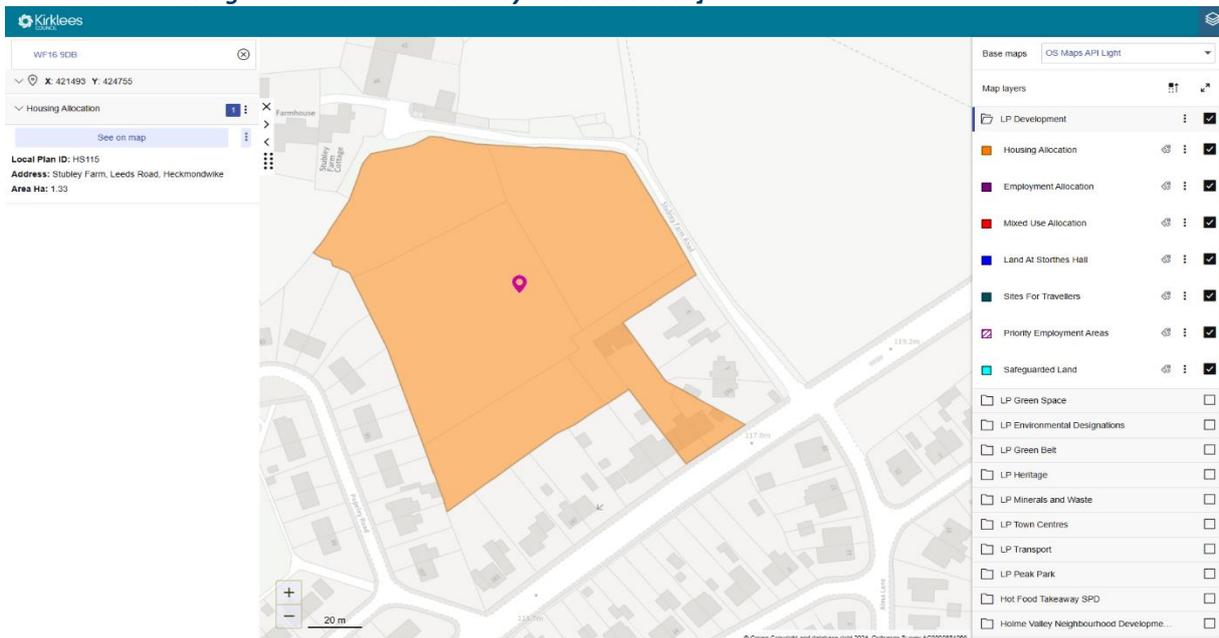
1.1 Sanderson Associates Consulting Engineers have been appointed by Orion Homes Ltd to prepare a Travel Plan in support a residential development comprising 51 dwellings on land off A62 Leeds Road, Heckmondwike, Kirklees, West Yorkshire WF16 9DB. The site location is shown a **Figure 1**.

Figure 1 – Site Location Plan [Google Maps Imagery ©2024 Maxar Technologies, Map data ©2024]



1.2 The site is allocated for residential development within Kirklees Local Plan Allocations and Designations adopted 27 February 2019. The site reference is HS115; Stubley Farm, Leeds Road, Heckmondwike. The allocation has an indicative capacity for 46 dwellings. The location of the site allocation is shown at **Figure 2**.

Figure 2 – Kirklees Residential Site Allocation HS115 {Kirklees Council © Crown Copyright and database right 2024. Ordnance Survey AC0000851069}



- 1.3 The National Planning Policy Framework (NPPF) paragraph 118 states that: *“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored.”*
- 1.4 Sanderson Associates Consulting Engineers have produced a Transport Statement report for the development proposals, reference 164033-001-01, which assesses the likely transport impacts of the proposal.
- 1.5 This Travel plan sets out measures to encourage the uptake of sustainable modes and to reduce the number of single occupancy vehicle trips generated by the development. The Travel Plan establishes the sustainable travel credentials of the site for walking, cycling, public transport and greener car use.
- 1.6 An effective Travel Plan can:
- Reduce traffic congestion;
 - Increase accessibility by all transport modes to services, jobs and education;
 - Reduce energy consumption;
 - Reduce carbon emissions and air pollution
 - Encourage active and healthy lifestyles;
 - Better manage car parking pressures;
 - Improve road safety;
 - Reduce the need for new development to increase existing road capacity or provide new roads; and,
 - Switch investment from parking and roads infrastructure to economic growth and the environment.

2. Development Proposals

2.1 Overview

- 2.1.1 The development proposals comprise 51 no. 2/3/4 bed residential properties with access from A62 Leeds Road.
- 2.1.2 The development site layout plan is included at **Appendix A**.

2.2 Pedestrian Access

- 2.2.1 Pedestrian access to the site is proposed from the A62 with 2.0m wide footways provided on both sides of the access road and connecting to the existing pedestrian network on the A62. A dropped kerb pedestrian crossing with tactile paving will be provided at the junction bell mouth.
- 2.2.2 Within the site there will be a combination of traditional 2.0m footways and shared surfaces.

2.3 Cyclist Access

- 2.3.1 Cyclist access to the site is proposed from the A62 via the new all-purpose access road.

2.4 Vehicle Access

- 2.4.1 Vehicular access to the site will be created from a new all-purpose access junction onto the A62. To facilitate the access, two existing residential properties will be demolished.
- 2.4.2 The access road will be 5.5m wide with 2.0m footways on both sides and 6.0m kerbed junction radii. A dropped kerb pedestrian crossing with tactile paving will be provided at the junction bell mouth.

2.5 Cycle Parking

- 2.5.1 Kirklees Highway Design Guide SPD November 2019 recommends that one cycle space is provided per dwelling. Cycle parking for each dwelling can be accommodated within the curtilage of each dwelling.

2.6 Vehicle Parking

- 2.6.1 The development proposes 2 off street car parking spaces for 2 and 3 bed units and 3 off street spaces for 4 bed units. The parking provision is in accordance with Kirklees SPD.
- 2.6.2 In addition to residents parking, a total of 9 visitor parking spaces are proposed.

3. Travel Plan Objectives and Targets

3.1 Objectives

3.1.1 Travel Plans exist to influence behaviour towards more sustainable methods of travel, using a mixture of increased transportation opportunity, providing information, persuasion, incentive and coercion.

3.1.2 National Planning Practice Guidance, within ‘*Travel Plans, Transport Assessment and Statement*,’ defines a Travel Plan as the following;

“long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling.)”

3.1.3 The main objectives of this Residential Travel Plan are as follows:

- To maximise the accessibility of the site by means other than the private car/ single person car journeys;
- To encourage residents and visitors to travel to and from the site via alternative means other than the private car/ single person car journey;
- To make all users aware of the benefits from the Travel Plan;
- To minimise the level of vehicular traffic generated by the site; and,
- Improve the local environment (including air quality and climate change).

3.2 Travel Plan Targets

3.2.1 The Residential Travel Plan shall aim to reduce resident single occupancy vehicle trips by 10% over a five-year period, following initial occupation, as detailed at **Table 1**.

Table 1 – Travel Plan 5 Year Target

Objective	Target	% Change
To reduce the frequency and impact of car travel	Reduction in the proportion of singly occupied car trips by residents.	-10%
To increase site accessibility	Increase in the overall proportion of sustainable/ active travel	+10%

3.2.2 To estimate the proportion of people travelling to and from the site by single occupancy vehicles the Census 2011 dataset ‘QS701EW – Method of travel to work’ has been used to establish the travel to work patterns of residents within the Kirklees 009 MSOA travel to work data has been obtained for the local area. The ward area is shown in **Figure 3** and the data obtained summarised in **Table 2**.

Figure 3 – Kirklees 009 MSOA [NOMIS]

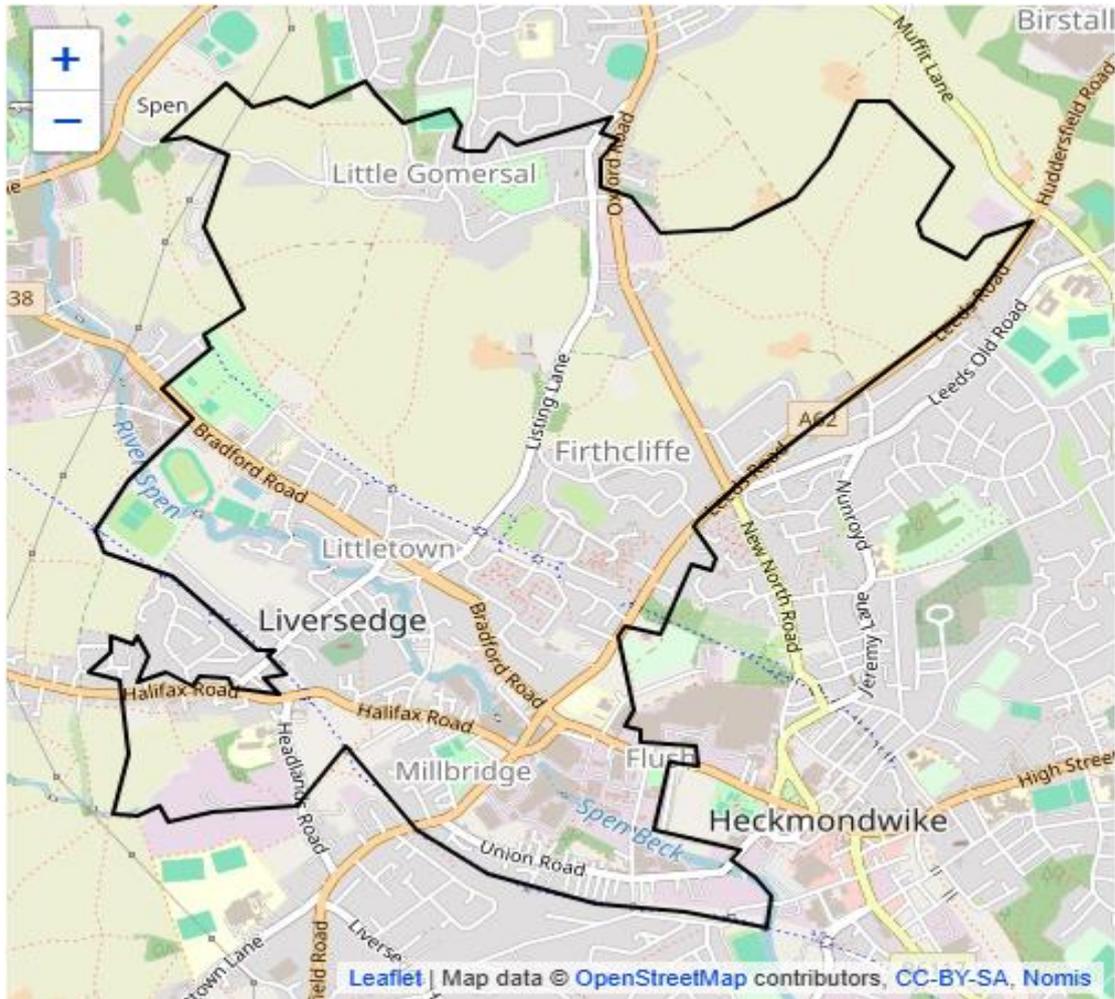


Table 2 – Modal Split of Method of Travel to Work in Kirklees 009 MSA

Method of Travel to Work	% of Journeys
Underground, metro, light rail, tram	0.0%
Train	0.8%
Bus, minibus, coach	7.7%
Taxi	1.1%
Motorcycle, scooter or moped	0.6%
Driving a car or van	67.4%
Passenger in a car or van	7.7%
Bicycle	1.6%
On foot	12.5%
Other method of travel to work	0.6%

3.2.3 The Census data indicates that 67.4% of people with the Kirklees 009 MSOA travel to work by car or van, with 59.7% by single occupancy vehicles (67.4% - 7.7%). Travel to work by sustainable modes (walking, cycling and public transport) accounts for 22.6%.

3.2.4 The target of 10% reduction in single occupancy vehicles has been set against local Census data. This equates to a maximum 53.7% ($59.7\% \times 0.9$) of residents travelling to work by this mode, with a resultant increase in sustainable alternatives within 5 years following initial occupation.

4. Travel Plan Co-ordinator

- 4.1 It is the responsibility of Sanderson Associates to provide the developer with a copy of this Residential Travel Plan. It is then the responsibility of the developer to make residents aware of the obligation to the Travel Plan and the Travel Plan measures.
- 4.2 It is generally accepted that the success of the Travel Plan relies heavily on the appointment of a Travel Plan Co-Ordinator, (TPC), whose duties normally include liaison with residents, the Local Authority and local transport operators.
- 4.3 A TPC will be appointed prior to first occupation of the development. The TPC will be funded by the developer and the position will be maintained for a minimum period of 5 year, following initial occupation of the development. Upon appointment, the contact details of the TPC will be provided to Kirklees Council.
- 4.4 The roles and responsibilities of the TPC include:
- Providing a Travel Information Pack to new residents upon occupation;
 - Undertaking a baseline travel assessment of residents within six months of initial occupation and provide the results to the Council within two months of compilation of the responses;
 - Undertaking annual travel surveys, over a period of 5 years, following the baseline survey and supply a progress monitoring report to the Council within two months of the compilation of responses to each survey;
 - Raising awareness of the Travel Plan amongst residents;
 - Ensuring that travel information provided to residents is up-to-date; and,
 - Offering personal travel planning to resident.
- 4.5 The developer and the TPC will use their reasonable endeavours to ensure that the Travel Plan is successful. The TPC maintains responsibility for distributing information and promoting the Travel Plan for the life of the plan.

5. Accessibility by Sustainable Travel

5.1 Overview

5.1.1 This section of the report considers the accessibility of the development by active travel modes (walking and cycling) and public transport in order to review the opportunities that will exist for residents and visitors to travel to the site sustainably.

5.2 Accessibility on Foot

5.2.1 The Planning for Walking Guidance (2015), published by CIHT highlights that *“Across Britain about 80 per cent of journeys shorter than 1 mile are made wholly on foot – something that has changed little in 30 years. For journeys that are 1 to 2 miles long, 26 per cent are made on foot (NTS, 2012).”*

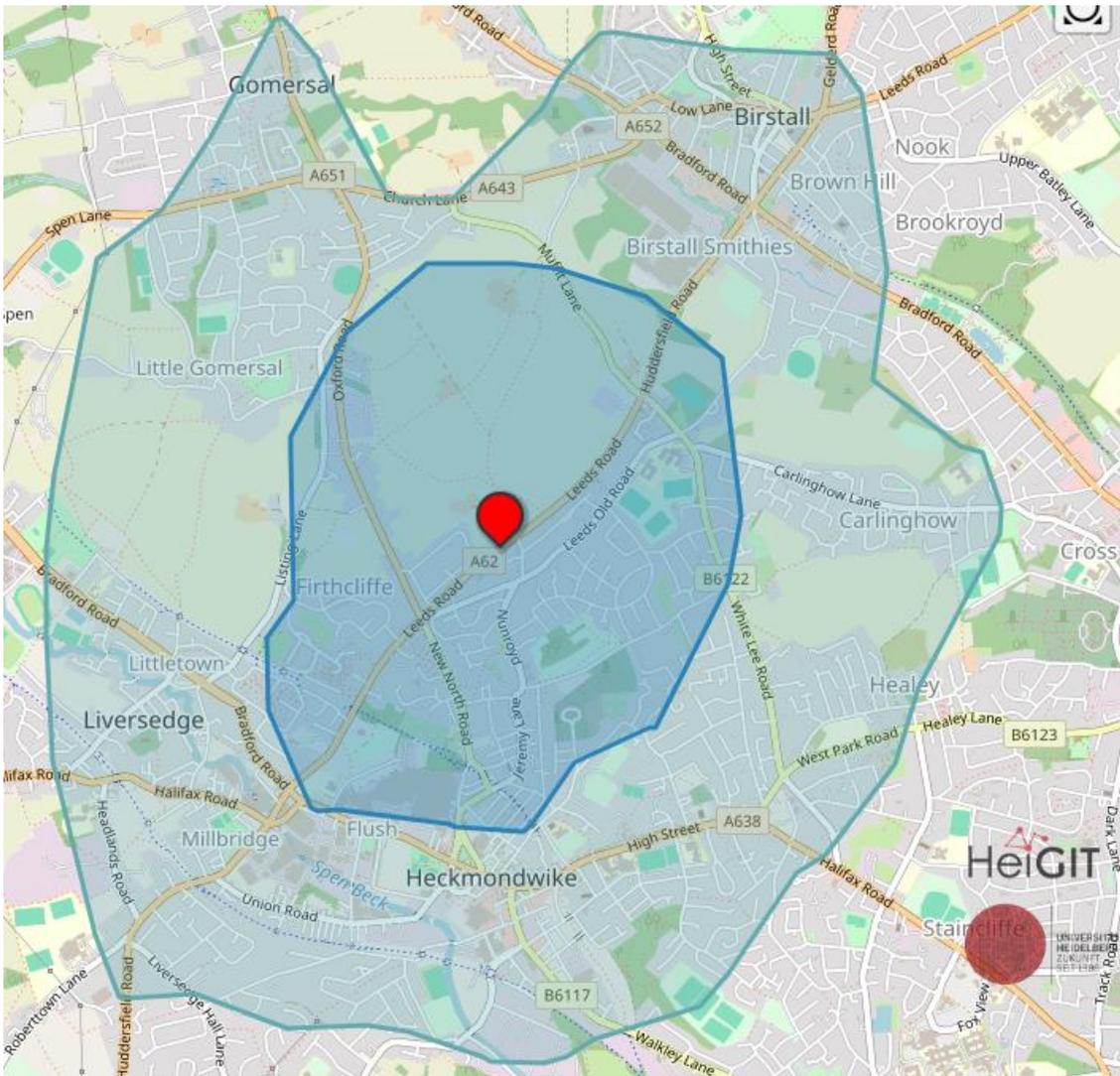
5.2.2 CIHT notes that people will be willing to walk further to reflect a greater perceived quality or importance of a service or amenity, for example rail services. The report does not provide a definitive view on distances, however, the report makes reference to the IHT publication *“Providing for Journeys on Foot,”* (2000) which suggests a maximum walking distance for commuting, school and sightseeing as 2000m (25-minute walk).

5.2.3 Manual for Streets offers the following guidance in Section 4.4 *“The walkable neighbourhood”*.

‘Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes (up to about 800m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance of most residents.’

5.2.4 **Figure 4** identifies the 1000m and 2000m walking isochrones from the site. It is provided as an indication of where destinations lie and the general extent to which the local area can be accessed on foot.

Figure 4 – Indicative Walking Isochrones [OpenRouteServices]



5.2.5 The following amenities and facilities are located within a 1000m (12.5 minute) walking distance of the site:

- Hamond House Day Nursery (130m, 1 minutes)
- Bus Stops (370m, 4 minutes)
- Heckmondwike Premier Convenience Store (500m, 6 minutes)
- Brighton Street Social Club (750m, 10 minutes)
- Spen Valley Ringway (750m, 10 minutes)
- CO-OP Academy Smithies Moor Secondary School (750m, 10 minutes)
- White Lee Off Licence and Groceries (850m, 10 minutes)
- New North Play Area (850m, 10 minutes)
- Fairfield School – 3-19 Complex Needs (950m, 12 minutes)
- Cook Lane Doctors Surgery (1000m, 12.5 minutes)
- A variety of cafes, takeaways, restaurants and public houses.
- A variety of services, hair and beauty, veterinary practices.

5.2.6 The following amenities and facilities are located within a 2000m (25 minute) walking distance of the site:

- Birstall Victoria ARLFC Juniors and Open Age Football (1200m, 15 minutes)
- Algernon Firth Park (1300m, 16 minutes)
- Heckmondwike Town Centre (1400m, 17.5 minutes)
- Morrisons Supermarket (1400m, 17.5 minutes)
- Well Pharmacy (1400m, 17.5 minutes)
- Heckmondwike Sports Club and Heckmondwike Bowling Club (1500m, 18.5 minutes)
- BUPA Dental Care (1500m, 18.5 minutes)
- Brian Jackson College Heckmondwike Learning Centre (1700m, 21 minutes)
- Tesco Express Birstall (1800m, 22.5 minutes)
- Birstall Library and Community Centre (1800m 22.5 minutes)
- Birstall Primary Academy (1800m 22.5 minutes)
- Heckmondwike Primary School (1800m, 22.5 minutes)
- Birstall Market Place – Variety of shops, restaurants, bars, cafes (1900m, 24 minutes)
- Birstall Post Office (1900m, 24 minutes)
- Heckmondwike Grammar School (1900m, 24 minutes)
- A variety of Places of Worship are also within 2000m walking distance

5.2.7 In addition to these amenities, Birstall Centre, and Heckmondwike Town Centre, offer a range of employment opportunities including retailers, offices, manufacturers and a wide variety of services.

5.2.8 Birstall Retail Park is approximately 3.5km from the site, and features retail, leisure and hospitality businesses. The adjacent industrial park features manufacturing, logistics and retail businesses.

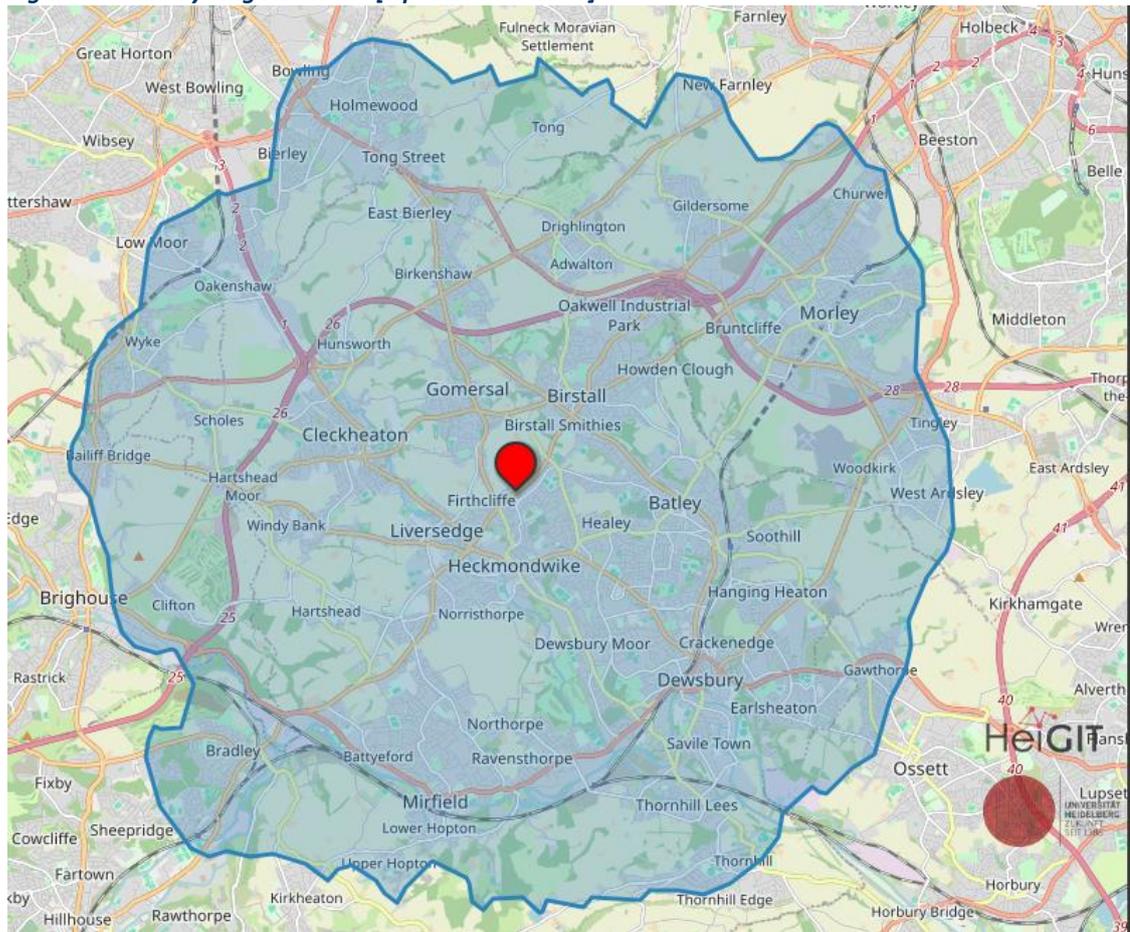
5.3 **Accessibility by Cycle**

5.3.1 Like walking, cycling has an important part to play in reducing congestion, improving accessibility and reducing pollution. Cycling may also allow people without cars to reach destinations that they may otherwise be unable to reach. CIHT's Planning for Cycling (2014) states that:

“The majority of cycling trips are for short distances, with 80% being less than five miles and with 40% being less than two miles. However, the majority of trips by all modes are also short distances (67% are less than five miles, and 38% are less than two miles); therefore, the bicycle is a potential mode for many of these trips. Electric bicycles extend the range that can be cycled comfortably, and combined cycle-rail or cycle-bus journeys offer an alternative to car travel for many longer trips.”

5.3.2 **Figure 5** indicates destinations that lie within an 8km cycling isochrone of the site. It is provided as an indication of where destinations lie and the general extent to which the site is accessible by cycle.

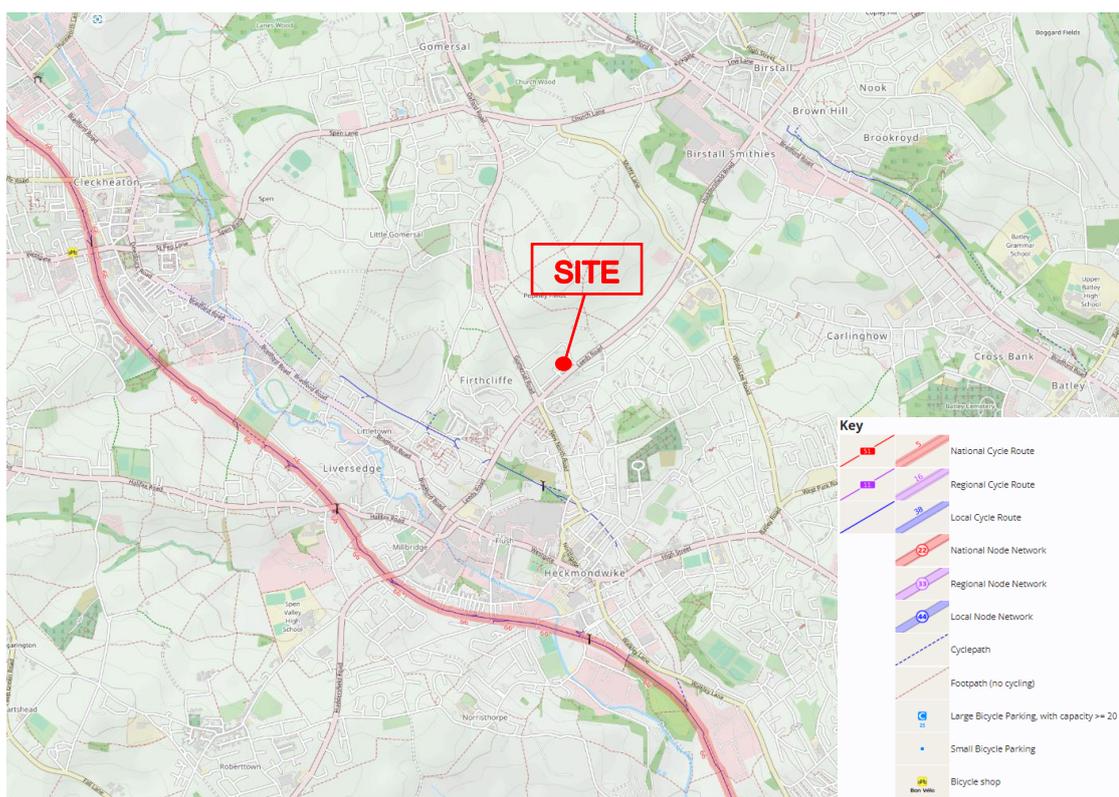
Figure 5 – 8km Cycling Isochrone [OpenRouteService]



5.3.3 **Figure 5** shows much of the local area is accessible by cycle including Heckmondwike, Birstall, Batley, Mirfield, Dewsbury, Morley, Cleckheaton and Gomersal.

5.3.4 An extract from the Open Cycle Map is shown at **Figure 6** which identifies the local cycle infrastructure within the vicinity of the site.

Figure 6 – Cycle Infrastructure [OpenCycleMap]



5.3.5 As shown in **Figure 6** The Spens Valley Greenway runs in close proximity to the site. The Spens Valley Greenway is a Local Cycle Route which connects to the Spens Valley Greenway National Cycle Route 66, providing a traffic free route between Bradford and Dewsbury, and connecting to the wider National Cycle Route.

5.4 Accessibility by Bus

5.4.1 The closest bus stops to the site are located on Old Leeds Road (both directions) and are within 370m walking distance measured from a central point within the site and using the informal crossing on the A62 to the north of the site. Details of bus services at these stops is summarised at **Table 3**.

Table 3 – Summary of Bus Services [West Yorkshire Metro]

Service	Route	Service Frequency Mon to Sat Daytime (mins)	Service Frequency Evenings and Sundays (mins)
229	Leeds-Wortley-Birstall-Heckmondwike-Deighton-Huddersfield	15	30 (Sunday) 60 (Evenings)
271	Batley-Carlinghow-Heckmondwike	60	120 (Sunday)
AL6	Hunsworth-St John Fisher Academy (Dewsbury)	School Service	

5.4.2 There are 5 services per hour, peak daytime frequency within 400m (5 minute) walk of the site with services to transport nodes in Leeds and Huddersfield and to town centres including Heckmondwike, Birstall and Batley.

5.4.3 The AL6 is a school service which serves St John Fisher Catholic High School in Dewsbury, travelling between Hunsworth and St. John Fisher High School and passes the site at the Leeds Old Road / Little Green Lane stop.

5.5 *Accessibility by Rail*

5.5.1 The closest railway station is in Batley approximately 3.5km to the east of the site. The Station is on the Huddersfield Line between Huddersfield and Leeds. The station operates a two hourly weekday service between these nodes. The station is accessible by a 15-minute cycle journey from the site or a 30-minute combined walk and bus journey using service 271.

5.5.2 Dewsbury railway station is a little further away at 4.0km to the southeast of the site. The Station is on the Huddersfield Line between Huddersfield and Leeds. The station operates a 30-minute weekly service between these nodes. The station is accessible by a 20-minute cycle journey from the site or a 30/40-minute combined bus journey.

5.6 *Accessibility Summary*

5.6.1 The site is accessible by active travel and public transport. The sites' location between the centre of Heckmondwike and Birstall means that many amenities which residents are likely to use are within walking and cycling distance of the site. There are bus stops with frequent services within acceptable walking distance of the site to public transport nodes in Leeds and Huddersfield. The closest train stations are within cycling and public transport distance of the site. Therefore, residents and visitors will have opportunities to utilise sustainable travel which will reduce the reliance on car trips.

6. Measures to Encourage Sustainable Travel

6.1 Overview

6.1.1 This section outlines measures to encourage residents and visitors to use the following sustainable modes of transport:

- Walking
- Cycling
- Public Transport
- Taxi
- Car Share and Car Clubs
- Motorcycling and Mopeds
- Greener Car Use
- Reducing the Need to Travel

6.2 Measures to Encourage Walking

6.2.1 Pedestrian links will be provided within the site and these will connect with the existing infrastructure, providing direct and convenient routes to/ from the development.

6.2.2 The Travel Plan Co-ordinator will promote the benefits of walking in relation to general health and well-being and will promote walking to residents. There are many benefits of walking in relation to an individual's general health and wellbeing. Physically active people take 27% fewer days off work and a 20 minute-walk per day could cut the risk of premature death by a third. Walking can also;

- Improve an individual's mood;
- Have a positive effect on your heart, including lowering blood pressure and reducing the risk of heart disease;
- Reduces the pollution that would be generated by driving or using public transport; and,
- It's free! Therefore, considerably cheaper than driving.

6.2.3 Further details on the benefits of walking can be found at <https://www.nhs.uk/live-well/exercise/running-and-aerobic-exercises/walking-for-health/>.

6.2.4 Information on walking routes within Kirklees can be found at <https://www.kirklees.gov.uk/beta/food-exercise-and-sport/walking.aspx>.

6.2.5 The Travel Plan Co-Ordinator (TPC) will be responsible for promoting the health benefits of walking and planning tools. Information on national and local walking schemes and the health benefits of walking can be found at www.walkingforhealth.org.uk. Walking journey planning is available at <https://www.routeyou.com/en-gb/route/planner/2/walking-route-planner>.

6.2.6 The TPC will inform residents of the facilities that are accessible on foot in order to discourage unnecessary vehicle traffic around the area.

- 6.2.7 The TPC will encourage residents to sign up to a 'WalkBUDI' scheme to offer journey matching services, particularly for those who may feel vulnerable travelling alone.
- 6.2.8 The TPC will promote any walking to school initiatives used by local schools.
- 6.2.9 Ensure footpaths on site are lit and well maintained and that any defects on local streets are reported to the Highways Authority.
- 6.2.10 The TPC will review the level of residents walking to the site and consult with users to establish measures to encourage this activity.

6.3 Measures to Encourage Cycling

- 6.3.1 The benefits to health and wellbeing that can be gained from cycling will be promoted to residents. Nationwide events such as 'national bike week' and 'Cycle to Work Day' will be promoted. Journey planners are available at www.cyclestreets.net and www.traveline.info. In addition, various apps are available for smart devices that provide mapping and route planning, working in conjunction with the GPS locator of the device.
- 6.3.2 Additional cycle information and guidance will be offered to residents via the Travel Information Pack and personalised travel planning, provided by the TPC.
- 6.3.3 The TPC will investigate the potential to set up a 'BikeBUDI' scheme which offers a journey matching service, particularly for those who do not feel confident travelling alone.
- 6.3.4 The Government operates a cycle to work scheme which is a tax exemption scheme introduced to promote healthier journeys to work. As part of this scheme interest-free loans for bicycles are also available. Residents will be encouraged to research whether their employer is a part of this scheme. Further details of the cycle to work scheme can be found at <https://www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance>
- 6.3.5 Cycling journey planners will be promoted to residents such as cycle streets <https://m.cyclestreets.net/#>
- 6.3.6 Information on cycle routes is also provided by Kirklees council at <https://www.kirklees.gov.uk/beta/food-exercise-and-sport/cycling.aspx>

6.4 Measures to Encourage Bus Use

- 6.4.1 The Travel Plan Coordinator will advise residents that information is available via the internet and up to date bus timetables can be found at www.wymetro.com with journey planners available at <https://www.traveline.info/> and <http://www.wymetro.com/howtogetto>
- 6.4.2 Further information can be found on the operators' websites: <https://www.arrivabus.co.uk/yorkshire> and <https://www.tlctravelltd.co.uk/>.

- 6.4.3 The local bus service information will be provided as part of the Travel Information Packs to the residents upon occupation.
- 6.4.4 The “Your next Bus” service tracks buses and provides the departure times of your next bus at any bus stop in West Yorkshire. This enables users to find out the scheduled or real time for any bus, at any stop, in West Yorkshire. Details are available at <https://www.wymetro.com/ynb>.
- 6.4.5 The Travel Plan Co-ordinator will promote bus travel to residents. Details about bus passes is available at: <https://www.wymetro.com/tickets-and-passes/>.

6.5 Measures to Encourage Rail Travel

- 6.5.1 Similarly to the bus services, the train information will be provided as part of the Travel Information Pack issued to residents.
- 6.5.2 Further information on train information can be found at <https://www.wymetro.com/trains/> and <https://www.nationalrail.co.uk/> which provides journey planning, timetable / disruption information and ticket information.

6.6 Measures to Encourage Taxi Use

- 6.6.1 Taxis can provide a convenient mode of transport for those who do not drive or only need a limited use of vehicle. A variety of different taxi firms operate in the local area, which can either be booked online or by phone. Ubers operate within Huddersfield and can pick residents up directly from their home. Information on Uber can be found at <https://www.uber.com/>
- 6.6.2 Taxi use will be encouraged to residents should they need to travel off the development. Information regarding the details of local taxi firm information will be provided in the Travel Information Pack

6.7 Measures to Promote Car Share

- 6.7.1 Car Share schemes:
- Provide a cheap way to get around;
 - Reduce levels of traffic, congestion, CO₂ emissions, and pollution;
 - Reduce parking problems;
 - Create opportunities for business and the local community to work together;
 - Create opportunities to meet other people from the local area; and,
 - Journeys may be quicker where drivers are allowed to use dual occupancy car lane.
- 6.7.2 Liftshare operate a nationwide car share scheme, which will be promoted to the residents. Further details can be found at <https://liftshare.com/uk>. The TPC will assist residents with finding a lift share partner.

6.7.3 The TPC will promote car sharing to residents, the TPC will match individuals who express and interest in car sharing and travelling from similar destinations.

6.8 Car Club

6.8.1 Enterprise CarClub operate in Huddersfield, offering hourly and daily Self-Service Vehicle Hire. The TPC will promote this to residents who cannot travel by other modes of transport. Further information is available at:
<https://www.enterprisecarclub.co.uk/gb/en/programs/regions/north-east-england/huddersfield.html>

6.9 Motorcycles and Mopeds

6.9.1 There are several benefits that may be derived from the use of this form of travel. Motorcycles by their very size create less congestion and are more likely to have less environmental impact that a single occupancy vehicle. In addition, the physical size of parking requirements for motorcycles and mopeds are less.

6.9.2 Concern is often raised over the safety of these vehicles and it is therefore important that any promotion of this form of travel includes the need to inform prospective riders of their obligations to proper training by a recognised training organisation or trainer before use of the vehicle.

6.9.3 Information on safe use of motorcycles and mopeds including training can be found at <https://bikesafe.co.uk> and www.gov.uk/motorcycle-cbt. This information will be promoted to residents.

6.10 Greener Car Use

6.10.1 Low emission vehicles provide a cleaner form of travel. Electric vehicles are cheaper to maintain than a regular vehicle and can be cheaper to run over its lifetime. They also produce reduced emissions making them better for the environment. Further information for electric vehicles can be found at <https://energysavingtrust.org.uk/making-switch-experiences-people-who-have-already-switched-using-electric-vehicles/>

6.10.2 The Travel Plan Co-ordinator will promote the benefits of electric vehicles to residents. They will make users aware of the charging stations close to the site and how these can be found such as by using apps like Zapmap (<https://www.zap-map.com/>) .

6.10.3 The way a car is driven, loading and maintenance can affect fuel consumption and hence the impact on the environment. The Theory Test to be passed by all learner drivers contains questions on such matters. Unfortunately, many of the answers to these questions tend to be forgotten once the test has been passed. It is therefore of value to remind drivers of the advantages that can be gained from these good practices. Examples are:

- Advantages can be gained from simple attention to the pressure of car tyres through to the use of roof racks and regular servicing at the manufacturer's recommended intervals.
- The manner in which a vehicle is driven significantly affects its fuel consumption and drivers need to be aware that bad driving practices such as harsh acceleration or braking can be a major influence
- The choice of times to drive and careful route planning also affect both the financial running a vehicle and the basic pleasure of driving. Benefits will be found not only by the users of the vehicles but to the general public by the possible reduction in congestion and overall environmental impact

6.10.4 All of the above will raise awareness in the part that every car driver can play in reducing congestion, saving energy, improving the local and national environment and contributing towards measures to reduce global warming.

6.11 *Reducing the Need to Travel*

6.11.1 The TPC will promote the use of home delivery services. Home delivery reduces the need for car travel.

6.11.2 The TPC will promote home working and the benefits that can bring to employees and employers. Since the Covid-19 pandemic, people have become adjusted to a hybrid-working style. Working from home just one day-a-week can reduce travel by 20%.

6.11.3 Where possible, infrastructure to enable high speed broadband connection at each property will be considered. High speed broadband assists home working and provides access to sustainable travel information.

7. Marketing and Communication Strategy

- 7.1 Sanderson Associates Consulting Engineers will provide the client and developer with a copy of this Travel Plan when it has been approved.
- 7.2 A budget will be provided by the developer for the first five years of the Travel Plan for all appropriate travel plan measures. The budget will be allocated on an annual basis to pursue the measures set out in the Travel Plan. All monitoring costs will be in addition to this budget and will be funded by the developer.
- 7.3 Travel Information Packs will be prepared by the TPC. The Travel Information Pack will include information on sustainable travel options in the vicinity of the site. Link to further information such as timetables and journey planners will also be included as well as contact details for the TPC.
- 7.4 Sustainable travel information will be included within marketing material for the development including any promotional website.
- 7.5 Annual newsletters will be provided to residents which will provide an update following each travel survey and the latest information on travel options.
- 7.6 The TPC will look into creating a social media group for residents to provide travel information.
- 7.7 City Connect West Yorkshire encourages travel by walking and cycling across the region and details can be found at <https://www.cyclecityconnect.co.uk/>
- 7.8 The Travel Plan Co-ordinator will investigate opportunities to provide residents with free personalised travel planning.
- 7.9 The TPC contact information including a telephone number and email address will be made available to residents.

8. Monitoring and Reporting

8.1 Monitoring

- 8.1.1 Within six months following occupation of the development, a baseline travel survey will be carried out the TPC. Analysis of the results will be carried out and results submitted within two months of completion to the Council. Results of the baseline travel survey will allow realistic targets to be set and these will be continually reviewed throughout the lifetime of the Travel Plan.
- 8.1.2 Monitoring will take place for a five-year period. Travel surveys of residents will take place annually. These surveys will either be carried out by the distribution of paper copies or completing the survey online.

8.2 Reporting

- 8.2.1 The results of the annual resident's travel surveys will be included within an annual monitoring report. The findings of the annual monitoring will be reported to Kirklees Council within two months of the surveys being completed. The monitoring report will include:
- Summary information about the measures delivered to date.
 - The take up/utilisation of measures and facilities.
 - Details of the monitoring process undertaken.
 - Survey results and progress made against the agreed targets.
 - Reference to any outside influence such as changes to bus services.
- 8.2.2 Targets will be agreed with the Council and other relevant bodies and will not be changed without consultation and agreement. If targets are not met, additional measures will be included within an Action Plan.

8.3 Action Plan

- 8.3.1 If the targets identified are not met, then an action Plan will be developed by the TPC in partnership with Kirklees Council. The Action Plan will contain a programme of appropriate measures designed to help achieve the sustainable travel targets. It will clearly set out the tasks involved, the person(s) responsible and dates by which the measures will be achieved.
- 8.3.2 The operator and the TPC will use their reasonable endeavours to ensure that the Travel Plan is successful.

9. Summary

- 9.1 This Travel Plan sets out a series of measures which are designed to encourage residents to travel more sustainably as an alternative to single occupancy car journeys associated with the proposed development.
- 9.2 This Travel Plan includes reference to compliance and enforcement of the Plan and to the required monitoring, review and reporting for the minimum five-year life of the Plan.
- 9.3 This Travel Plan is submitted in support of the planning application which sets out measures designed to encourage sustainable travel.
- 9.4 It is considered that these measures will help to reduce the reliance on the private car, particularly single-person trips in the peak hours. In turn, the number of trips by other modes of transport should increase thereby contributing to an improvement in both the operation of the local highway network and in the general environment.
- 9.5 This Travel Plan will be further developed, in conjunction with Kirklees Council and other relevant bodies, once the development has been completed and the specific travel needs of the residents can be identified.



Appendix A

Development Site Layout Plan



SCHEDULE OF ACCOMMODATION								
PROJECT: Leeds Road, Heckmondwike								
DWG REF: 2403-002-001								
Name	No	Beds	Storey	Type	Parking	Sq ft	Total Sq Ft	% Mix
Linton	8	2	3	Quarrier	Space	700	5,600	16
Cranwell	9	3	2	Semi Mews	Space	972	8,748	19
Barnburgh	9	3	2	Semi	Space	1046	9,414	18
Leasbury	4	3	2.5	Semi Attached	1196	4,784	8	
Arundel	6	4	2.5	Semi	Integral	1388	8,328	12
Wharfedale	6	4	2.5	Semi	Det or Space	1431	8,586	12
PRIVATE TOTAL	42						45,460	82
Edinburgh	3	2	2	Mews	Space	781	2,343	5
Paignton	6	3	2	Mews	Space	912	5,472	12
APR TOTAL	9						7,815	18
SITE TOTAL	51						53,275	100

	Ac.	Ha.
Gross Area	3.27	1.33
Nett Area	3.01	1.22
Sq Ft/Acre	17690	

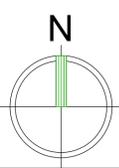
	No.	%
Private Mix		
2 Bedroom	8	19
3 Bedroom	22	52
4 Bedroom	12	29
	42	100

	No.	%
Affordable Mix		
2 Bedroom	3	33
3 Bedroom	6	67
	9	100

	No.	%
Overall Mix		
2 Bedroom	17	33
3 Bedroom	22	43
4 Bedroom	12	24
	51	100

KEY:

- INDICATES AFFORDABLE HOUSING UNIT
- INDICATES CYCLE STORE
- INDICATES BIN STORE
- INDICATES BIN COLLECTION POINT
- INDICATES PLOT PARKING DEMARCATION
- INDICATES VISITOR PARKING
- INDICATES INDICATIVE TREE PLANTING
- INDICATES DRAINAGE EASEMENT



Revision notes:			
Rev:	Date:	Notes:	By:
-	29.04.2025	FIRST ISSUE	CC

Revision notes:			
Rev:	Date:	Notes:	By:
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Revision notes:			
Rev:	Date:	Notes:	By:
-	-	-	-

Date: 29.04.2025	Project: Leeds Road, Heckmondwike	
Scale @ A1: 1:500	Drawing Number: 2403-02-001	Revision: -
Drawn By: CC	Drawing Title: SITE PLAN	

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