



Marsden Island, Cellars Clough

Travel Plan

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Project number 2422

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1.0 Introduction

1.1 Paragon Highways have been appointed to prepare this Travel Plan in relation to a proposed residential development off the A62 Manchester Road, Cellars Clough, Marsden, Huddersfield. Figure 1 shows the site location in relation to the local and regional highway network.

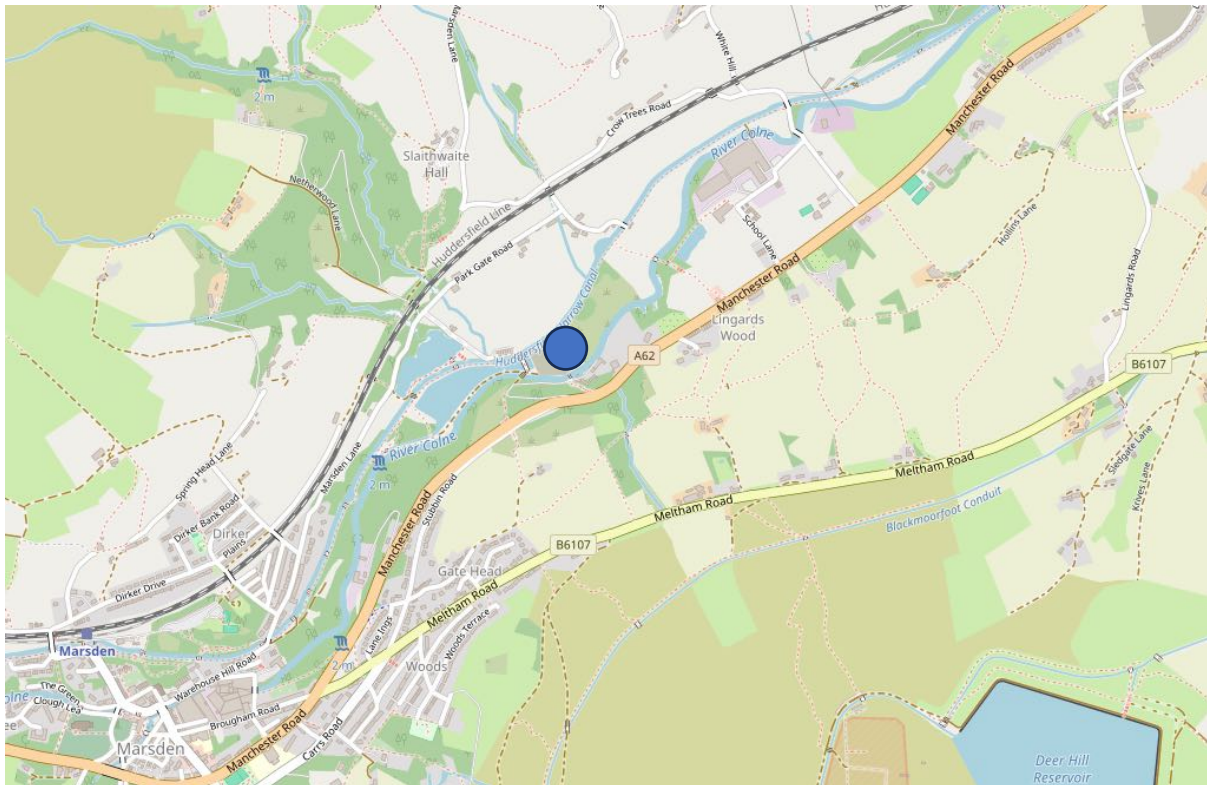


Figure 1 Site Location Plan

1.2 The development proposals comprise the construction of a residential development made up of 75 dwellings as well as its associated access, parking, and servicing areas in accordance with current KMC guidance. The dwellings will be a mix of 2, 3, and 4 bedrooms homes and will be served via a right-turn lane arrangement to an upgraded junction and access off the A62 Manchester Road. The development proposals can be found at Appendix A.

1.3 Central Government and Local Authorities are placing greater emphasis on the need to reduce the number and length of motorised journeys and, in doing so, encourage greater use of alternative means of travel which have less environmental impact than the car. The principle aim of this Travel Plan is to encourage a reduction in car usage, particularly single occupancy car trips, and increase the use of public transport, walking and cycling.

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- 1.4 The location of the site is close to bus services, local shops and essential services in and around Marsden and Slaithwaite, which provides an opportunity to formulate a robust Travel Plan to increase sustainable travel choices and provide a development accessible to all.

2.0 Objectives

- 2.1 This Travel Plan has been produced in accordance with both Central and Local Government guidance relating to Travel Plans. This Travel Plan is focussed on the future occupiers of the proposed development. The specific measures will help to provide a focussed and effective Travel Plan to encourage users to vary or change from their reliance on private car travel.

- 2.2 There are several objectives both at local and national level which the implementation of the Travel Plan is intended to help fulfil. These include:

- To influence the behaviour of residents and visitors
- Reduce the number of single occupancy car trips.
- Promote car sharing.
- Promote ownership of low emission vehicles
- Include within the design for the charging of plug-in vehicles in safe and convenient locations.
- To reduce the need for unnecessary journeys by residents and their visitors
- Reduction in travel distances
- To help improve the health of residents; and
- Accommodating those journeys that need to be made by car.

3.0 Development Proposals

Proposed Development

- 3.1 The development proposals comprise the construction of a residential development made up of 75 dwellings as well as its associated access, parking, and servicing areas in accordance with current KMC guidance. The dwellings will be a mix of 2, 3, and 4 bedrooms homes and will be served via a right-turn lane arrangement to an upgraded junction and access off the A62 Manchester Road.
- 3.2 The development proposals can be found at Appendix A.

Access and Parking Provision

- 3.3 As part of the residential development, it is proposed that the existing access off the A62 Manchester Road will be upgraded and a right-turn lane provided.
- 3.4 The access was previously approved as part of planning application 2016/62/91573/W and provided visibility splays with an X-distance of 2.4 metres and a Y-distance of 120 metres in both directions. Due to original speed surveys for this site being undertaken in 2018 with a handheld radar speed gun, up-to-date speed surveys were done in the form of a 7-day ATC between the dates of the 23rd to the 29th of September 2025.
- 3.5 The 85th percentile wet weather speeds from the 7-day ATC in an easterly direction were recorded at 39.8 mph, and in a westerly direction at 36.4 mph. This results in visibility splay requirements to CD 123 of 120 metres in the east and 90 metres to the west. As such, the previously approved access layout remains acceptable.
- 3.6 The approved right turn lane arrangement comprises running lanes in either direction measuring between 3.2 and 3.5 metres and a 3-metre wide right turn lane. The right turn lane will also incorporate traffic islands with illuminated bollards to both the east and west of the proposed access point.
- 3.7 The car parking area will comprise parking for 116 vehicles. Spaces will be allocated with 1 space per dwelling for the 29 2-bed dwellings, 1 space per dwelling for 5 of the 3-bed dwellings, 2 spaces each for the further 31 3-bed dwellings, and 2 spaces per dwelling for the 10 4-bed dwellings.

Pedestrian and Cycle Provision

- 3.8 Pedestrians and cyclists will gain access to the site via the proposed access upgrades off the A62 Manchester Road. As part of the upgrades, a 2-metre footpath will be provided up to the access bridge into the development site, increasing safety for all users, especially pedestrians.
- 3.9 On-site cycle parking will be provided in bike stores within the site, with 206 cycle parking spaces to be provided double stacked at the end of Volume 1,2 and 3, semi-vertical at the end of Volume 4, and single spaces to the northeast area adjacent to the wall in front of Volume 5.

Servicing

- 3.10 Servicing of the site will be undertaken via the upgraded access off the A62 Manchester Road. This allows access into the site for all service vehicles likely to utilise these areas, such as refuse vehicles and fire tenders, offering the ability to safely turn within the site and exit in a forward gear.

4.0 Travel Plans

4.1 A Travel Plan (TP) is typically a package of practical measures to encourage residents and potentially their visitors to choose an alternative to single occupancy car use, and to reduce the need to travel in connection with their work or for recreation, shopping and leisure purposes.

4.2 The TP should be tailored to a specific site and include a range of measures which will make a positive impact at that site, such as setting up a car sharing scheme, providing cycle facilities, restraining car parking or providing high speed broadband to facilitate working from home to assist with business travel and commuting. The purpose is to make the more sustainable transport modes safe and practical, and therefore more attractive to residents.

The Benefits of a Travel Plan

4.3 The effects of travel choices on our environment, our health and our quality of life are well documented. Sources describe how increases in road traffic have produced unsustainable levels of congestion and pollution. The effects can be felt at a local level through poor air quality, noise and busier roads, and at a global level through climate change. Journeys by road are becoming slower and more unreliable, causing problems for businesses and stress to drivers.

4.4 It is necessary to look at the ways residents and their visitors might travel and consider ways of reducing the impact on the surrounding highway network. This means using more sustainable alternatives such as walking, cycling or public transport use in preference to single occupancy car use. The TP should encourage residents to reconsider how they make regular journeys.

4.5 An effective TP can benefit the site, the local community and the overall environment. It can significantly reduce the costs of car park provision and maintenance by reducing the demand for parking spaces, including visitor provision.

4.6 The table below summarises some of the benefits of implementing a TP at the new development and indicates who will benefit.

Benefit	Residents / Visitors	Community / Environment
Cost savings	✓	
Healthier lifestyle	✓	
Improved site access	✓	✓
Reduced congestion	✓	✓
Time savings	✓	✓
Improved quality of life	✓	✓
Reduced stress		✓
Improved local air quality		✓
Reduced noise		✓

Figure 2 The Benefits of a Travel Plan

- 4.7 TPs produce indirect but significant benefits, such as improving the punctuality of people attending work. Residents who walk or cycle to and from the development will promote a healthier lifestyle. By having a TP, the developer will demonstrate a more responsible and caring attitude to residents, their visitors and the local community.

5.0 Transport Policy

- 5.1 When considering transport policy compliance for planning applications, the main thrust of local, regional and national policy is that new development should be conveniently accessible by a range of sustainable transport modes, including public transport, cycling and walking. Further details of the relevant policy documents are set out below.

National Policy

National Planning Policy Framework

- 5.2 The National Planning Policy Framework (NPPF) was first published in March 2012 and was updated most recently by the Department for Levelling Up, Housing & Communities in December 2024.
- 5.3 The NPPF sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans can provide sufficient housing and other development sustainably.

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- 5.4 Paragraph 109 of Chapter 9 suggests that transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:
- Making transport considerations an important part of early engagement with local communities.
 - Ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.
 - Understanding and addressing the potential impacts of development on transport networks.
 - Realising opportunities from existing or proposed transport infrastructure and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated.
 - Identifying and pursuing opportunities to promote walking, cycling and public transport use.
 - Identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for environmental gains.
- 5.5 The proposals include a layout that complies with the policy, with suitable street hierarchy, pedestrian and cycle provision along with suitable parking for potential residents and their visitors. The site access points, and external road junctions have been appraised so that the impacts at these junctions can be considered. The proposals also include public transport improvements, pedestrian and cycle link improvements.
- 5.6 Paragraph 115 within Chapter 9 of the NPPF states that in assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:
- Sustainable transport modes are prioritised taking into account of the vision for the site, 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 the National Model Design Code.
- 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 through vision-led approach.

5.7 Paragraphs 116 and 117 of Chapter 9 of the NPPF states that development should only be prevented or refused on highway grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe. Within this context, 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 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.
- Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

5.8 The proposals are considered to be compliant with the above, the internal design follows the typical hierarchy of consideration, providing good quality pedestrian and cycle links and connections to the wider network. The internal design and connections will meet the Council's standards in terms of layout and levels. EV charging infrastructure will be provided within the site for residents in accordance with current local policy. The internal layout allows for emergency vehicles and waste collection vehicles to enter and exit the site in a forward gear.

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- 5.9 Paragraph 118 of Chapter 9 of the NPPF also 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 transport statement or transport assessment so that the likely impacts of the proposal can be assessed.
- 5.10 A Transport Assessment has been produced and accompanies this Travel Plan.
- 5.11 The development aligns with the NPPF by addressing transport considerations from the earliest stages of planning. It ensures that any potential impacts on the transport network are addressed, and opportunities from promoting sustainable transport modes, such as walking, cycling, and public transport, are identified and pursued.

Local Policy

Leeds City Region Transport Strategy

- 5.12 The Transport Strategy was adopted by the West Yorkshire Combined Authority on 3 August 2017 and replaces the Local Transport Plan. The Transport Strategy includes the period up to 2040. The following objectives are identified in the overall vision for the Transport Strategy:
- Economy — create a more reliable, less congested, better connected transport network, increasing business productivity and access to wider labour markets.
 - Environment — have a positive impact on our built and natural environment and increase resilience against climate change.
 - People and Place — put people first to create a strong sense of place; increasing access in a safe, inclusive way and encouraging walking and cycling for health and other benefits.

Kirklees Local Plan

- 5.13 The Kirklees Local Plan was adopted in February 2019 to set out the policies and strategy for the Kirklees Council administrative area and covers the period between 2013 and 2031.
- 5.14 Section 10 of the Kirklees Local Plan contains the policies related to Transport, which include:

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- Policy LP20 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 travel other than private car. The Council will support modes of transport such as public transport, cycling and walking.
 - Policy LP21 Highways and Access – Proposals shall demonstrate that they can accommodate sustainable modes of transport and be accessed effectively and safely by all users. New development will normally be permitted where safe and suitable access to the site can be achieved for all people and where the residual cumulative impact of the development are not severe.
 - Policy LP22 Parking – Provision of private non-residential parking in town centres will not be permitted unless it can be demonstrated that it is required for operational reasons.

5.15 The proposed development is located in a sustainable area close to good bus and rail routes. Therefore, the proposals generally meet the requirements of both local and national policy.

6.0 Accessibility

Introduction

- 6.1 The following paragraphs provide a summary of the site's current accessibility in terms of walking, cycling and public transport. The plan included at Figure 1 shows the local highway network within the vicinity of the site.
- 6.2 The applicant is highly committed to providing a development that is accessible to all residents and visitors. One of the key elements of the proposals is to reduce the reliance on private car use by delivering a number of 'hard' and 'soft' initiatives to promote sustainable travel choices. Details of the proposed infrastructure improvements to achieve this objective and provide secure, safe and convenient links to the existing network are provided in the following paragraphs.

Site Location / Site Description

- 6.3 The site is located towards the north-eastern boundary of the village of Marsden, approximately 1.3 km to the northeast of the village centre and 2.6 km to the southwest of the town centre of Slaithwaite.
- 6.4 The application site is a large open area of scrubland bounded by Huddersfield Narrow Canal to the north, fields to the east, River Colne to the south, and Cellars Clough Mill Pond to the west.
- 6.5 The site is located just to the north of a café and spa, whilst an industrial estate to the northeast is accessible via the public footpath network, offering job opportunities. Shops and services are available within the nearby Marsden village centre for commercial and recreational purposes. There are many walks along the local footpath network close to the site which provide leisure opportunities. A train station is also located approximately 1.35 km to the southwest of the proposed development site within Marsden village centre.
- 6.6 As part of the residential development, it is proposed that the existing access off the A62 Manchester Road will be upgraded and a right-turn lane provided.

Active Travel (Walking and Cycling)

- 6.7 The site is situated within easy reach of nearby services and amenities, including cafés, pubs, and restaurants, as well as the local bus stops available along the A62 Manchester Road.
- 6.8 Footway provision is provided to the northern site side of the A62 Manchester Road, and as part of the proposals the access road from the site to Manchester Road will also be upgraded with footpath provision.

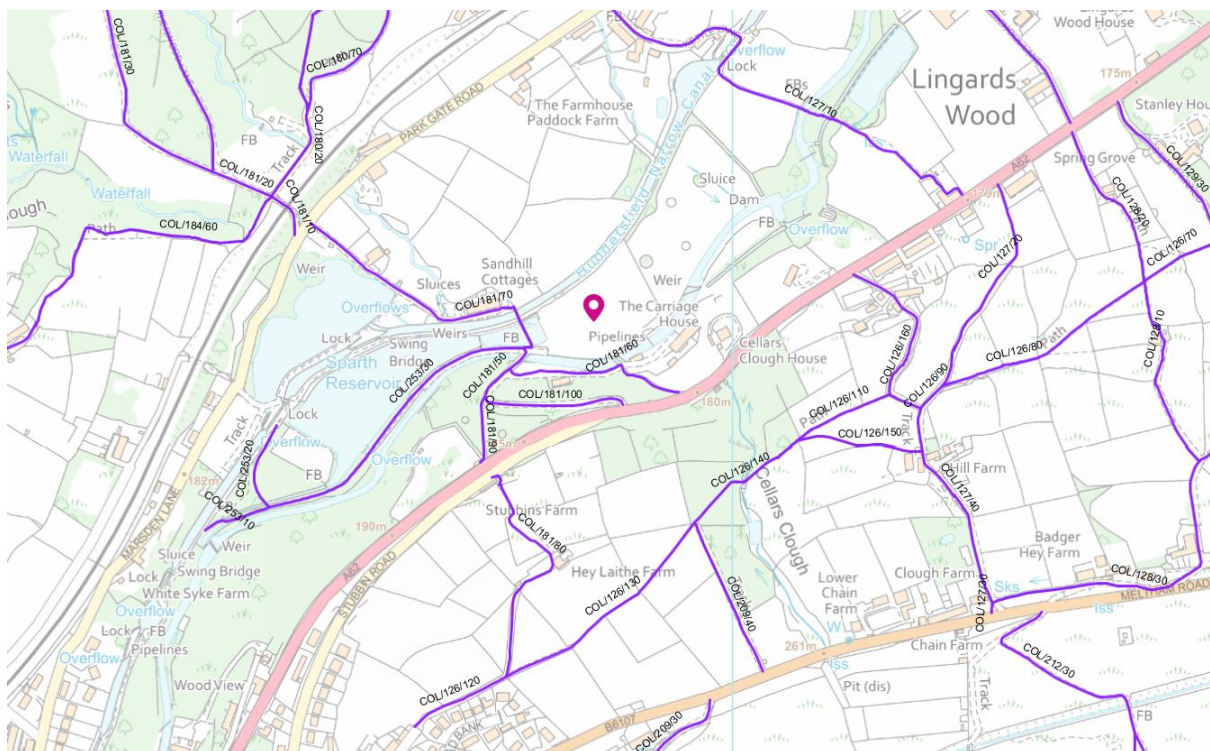


Figure 3 Kirklees PROW map extract

- 6.9 The development site is linked to the local Public Right of Way (PROW) network via its existing access route off the A62 Manchester Road, as well as a further route to the south just off Stubbin Road. As part of the development proposals, the existing PROW will be diverted slightly to within the site. The PROW network connects the site to locations such as Marsden and Slaithwaite, as well as settlements further afield.



Figure 4 National Cycle Route map extract

- 6.10 The closest National Cycle Network Route to the proposed development site is National Cycle Route 68. National Cycle Route 68 is known as the Pennine Cycleway. It runs up the spine of England and through three National Parks between Derby and Berwick-upon-Tweed. Within proximity of the site, Route 68 runs through locations such as Slithwaite, Meltham, Blackmoorfoot, and Barkisland.
- 6.11 Pedestrian and cycling isochrones are illustrated within Figures 5 and 6 respectively. Both isochrones are formulated on a maximum travel duration of 20 minutes.
- 6.12 Figure 5 demonstrates that a large section of Marsden, including the areas of Slithwaite Hall, Lingards Wood, Woods, and Dirker, are accessible within a 20-minute walking radius from the proposed development site. These zones include a mix of residential, industrial, commercial, and leisure areas, as well as local bus stops.

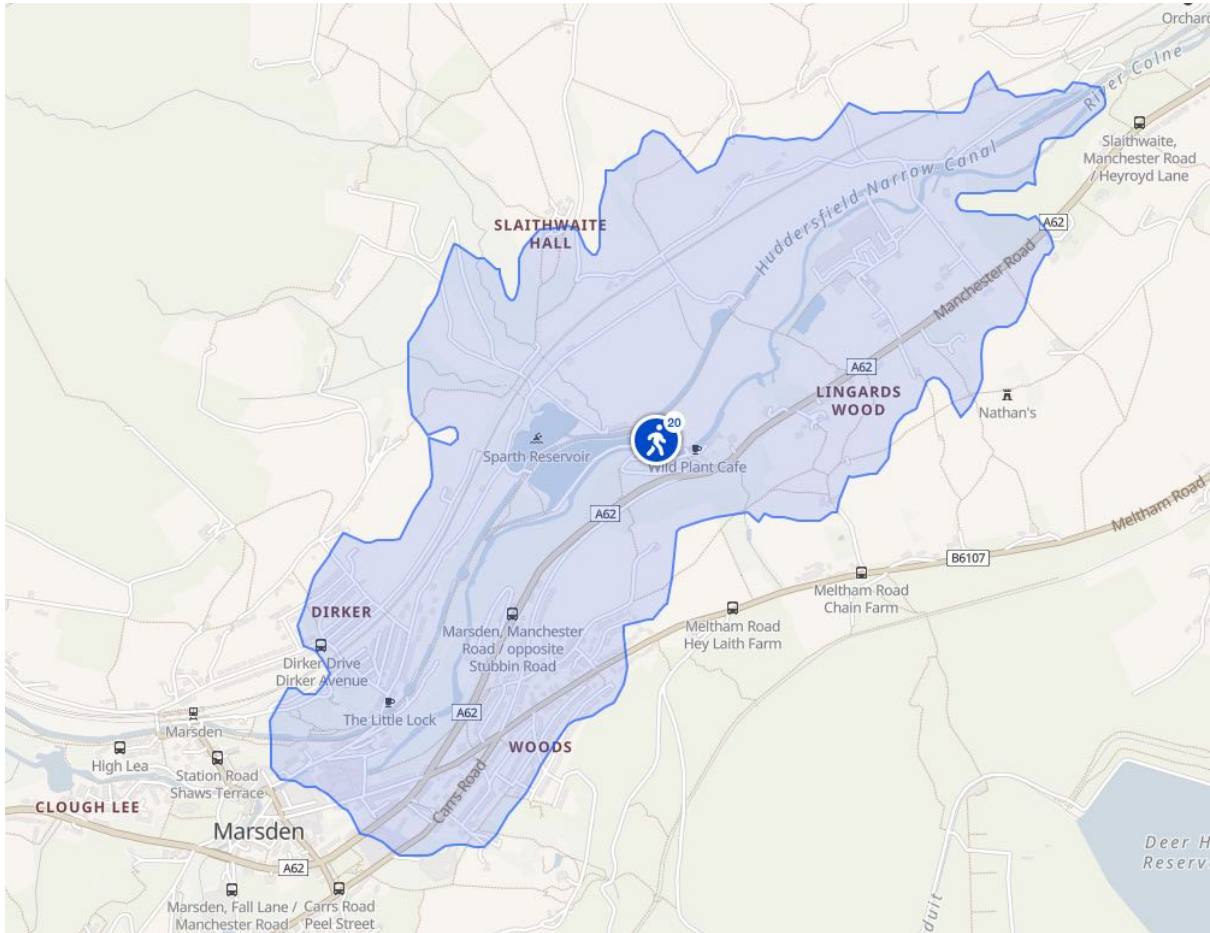


Figure 5 Pedestrian isochrone

- 6.13 Figure 6 highlights that residents of the proposed development can reach an expansive catchment of the surrounding area for commuting, education, social, and leisure pursuits within a 20-minute cycling duration. This includes Marsden, Slaiithwaite, and Linthwaite, as well as parts of Meltham, Milnsbridge, and Cowlersley.
- 6.14 Both Marsden and Slaiithwaite rail stations are also accessible within this 20-minute cycling timeframe, with Marsden rail station being the closest of the two.

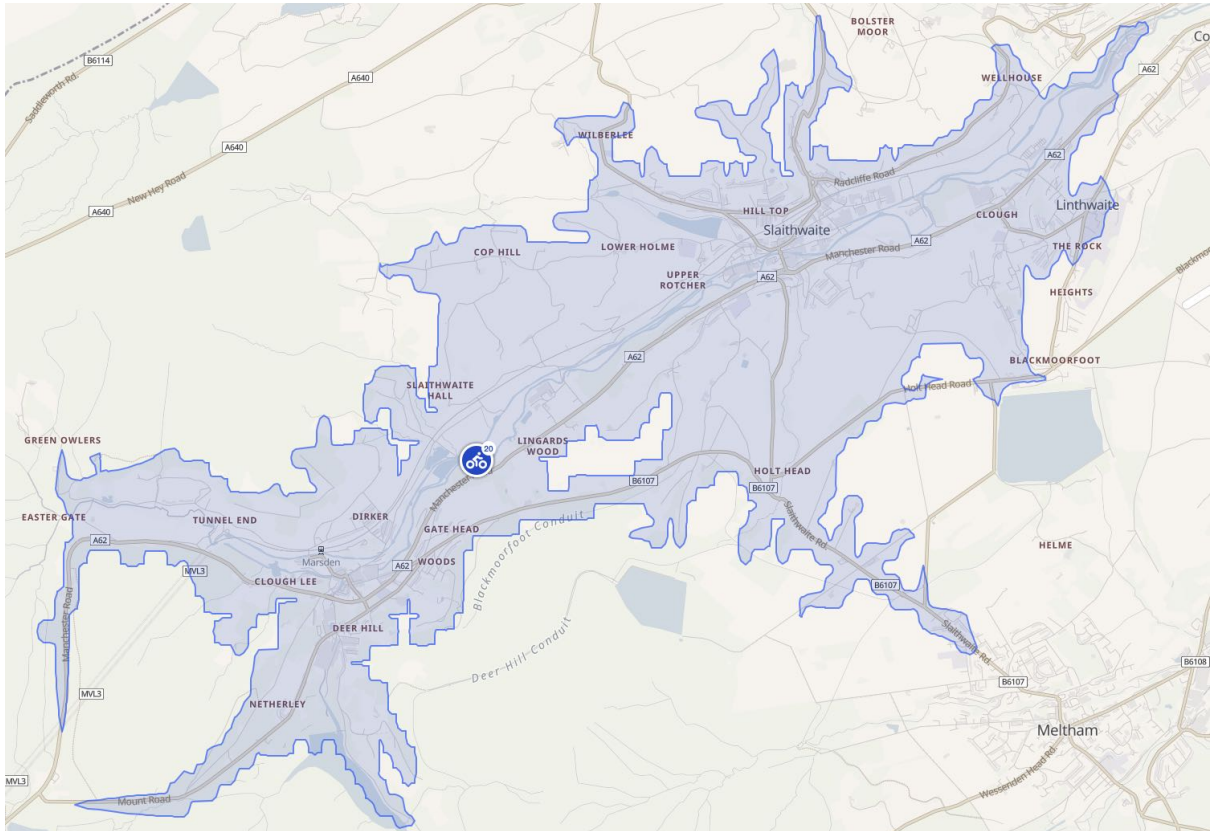


Figure 6 Cycling isochrone

Public Transport

- 6.15 There is a set of bus stops located approximately 208 metres to the southwest of the proposed development along the A62 Manchester Road.
- 6.16 A summary of the services available from these nearest bus stops are provided within the table at Figure 7. The table includes information on service routes, frequencies, and service providers.

Number	Route	Typical Frequency			Provider
		Mon – Fri	Sat	Sun	
184	Oldham Bus Station – Huddersfield Bus Station	60 mins	60 mins	120 mins	Bee Network
383	Huddersfield Bus Station – Marsden Dirker	30 mins	30 mins	60 mins	First Huddersfield

Figure 7 Bus Services

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- 6.17 The bus services depicted within Figure 7 can simplify commuting and leisure opportunities for residents of the proposed development, providing access to Oldham, Huddersfield, and Marsden, as well as the numerous other locations en route.
 - 6.18 Marsden rail station is located approximately 1.35 km to the southwest of the proposed development site within Marsden village centre and is easily accessible via public transport, as well as being within the 20-minute cycling radius from the site. Marsden rail station benefits from 8 sheltered cycle spaces in the form of stands which are monitored by CCTV.
 - 6.19 Rail services available from Marsden rail station are provided by TransPennine Express and call at Huddersfield, Stalybridge, Mossley, Greenfield, and Slaithwaite.
 - 6.20 The site is in a very sustainable location due to its proximity to local fare stages with frequent high quality links to local service centre areas including employment, leisure and essential services. The site is within walking and cycling distance of the services and amenities within Marsden and Slaithwaite.

7.0 Transport Impact

Travel Questionnaire

- 7.1 To provide a focussed Travel Plan with effective measures to promote sustainable travel, an understanding of the transport impact of the development and travel characteristics is required. This is achieved by carrying out a survey of residents' travel characteristics when they move to the site. A copy of a sample questionnaire is included at Appendix B.

Traffic Impact

- 7.2 The traffic impact of the development has been considered as part of the Transport Assessment.
- 7.3 The Transport Assessment shall confirm that the level of traffic generated by the proposals can be easily accommodated and will have no material impact on the safe operation of the local highway and will not significantly add to any congestion at the peak times on the local network.

8.0 Travel Plan Initiatives

- 8.1 The following paragraphs detail both 'hard' (physical infrastructure improvements) and 'soft' (management measures) initiatives that will be used to reduce reliance on private cars and promote more sustainable travel choices.
- 8.2 The following paragraphs will first detail the physical infrastructure measures that will be implemented in this development proposal. Details of the 'soft' management measures that will be used are then provided.

Infrastructure Improvements

Proposed Infrastructure to Increase Pedestrian Usage

- 8.3 The site layout will provide safe and convenient access for pedestrians to link to the footways in the immediate area. Appropriate levels of lighting will be provided along pedestrian routes within the site.
- 8.4 Pedestrians and cyclists will gain access to the site via the proposed access upgrades off the A62 Manchester Road. As part of the upgrades, a 2-metre footpath will be provided up to the access bridge into the development site, increasing safety for all users, especially pedestrians.

Proposed Improvements to Increase Cycle Usage

- 8.5 The proposed footway network within the site will connect into the existing provision on Manchester Road.
- 8.6 The internal road and pedestrian/cycle routes will be lit to appropriate standards, ensuring that routes remain safe and attractive for all users throughout the day and year.
- 8.7 On-site cycle parking will be provided in bike stores within the site, with 206 cycle parking spaces to be provided double stacked at the end of Volume 1,2 and 3, semi-vertical at the end of Volume 4, and single spaces to the northeast area adjacent to the wall in front of Volume 5.

'Soft' Measures

- 8.8 'Soft' measures are also required to further encourage the use of sustainable transport modes. These generally include the promotion of travel choices through

marketing initiatives such as personalised travel plans, travel information packs and a dedicated website.

- 8.9 Travel information and initiatives will be promoted to all residents. This will be achievable via the Travel Information Welcome Pack. This activity will need to be coordinated properly by a nominated individual or company.

Travel Plan Coordinator (TPC)

- 8.10 To deliver the 'soft' measures it will be necessary for a Travel Plan Coordinator to be appointed to implement the measures. This appointment will be made at least 3 months prior to the marketing of the units on site and will continue for a minimum of 12 months after full (95%) occupation of the site and a minimum period of 5 years. Generally, the role of the TPC is to ensure promotional material for sustainable travel is up to date and that they act as the main point of contact for all travel and access information. The promotional material will be developed by the TPC in liaison with the Travel Plan Officer of Kirklees Council.
- 8.11 The TPC will coordinate all initiatives for the development site in liaison with Kirklees Council's Travel Plan Officer, including monitoring and reporting via the annual travel survey. They will also act as the main point of contact for all organisations outside the development site.
- 8.12 One of the first tasks of the TPC on their appointment will be to ensure their contact details are included in the marketing suite for the development, within marketing literature and the Travel Information Welcome Pack. These details will also be provided to the Local Authority and will be kept up to date, should they change. The TPC will also ensure the 'hard' and 'soft' measures are implemented.
- 8.13 The TPC will promote each form of sustainable travel in the following ways.

Initiatives to Promote Walking

- 8.14 The health, environmental and financial benefits of walking will be promoted to residents and visitors. Personal security is perceived as a significant barrier to walking and it is important to address this as far as possible. The TPC will also liaise with the Local Authority on behalf of residents to relay any concerns about the local footway network, accessibility and personal safety issues. The TPC will also promote walk buddying if requested.

- 8.15 Information in respect of walking routes to the site will be made available to residents and visitors. This information will be included on maps to be produced and made available in the Travel Information Welcome Pack. Reference to a walking planner website will also be provided within the Travel Information Welcome Pack.

Measures to Promote and Facilitate Cycling

- 8.16 The TPC will promote cycling to work, particularly for those residents who work within a 5km radius of the site. The health, environmental and other benefits of cycling will be promoted by the TPC to residents. If viable, a Bike User Group (BUG) and forum will be set up to allow the sharing of tips and concerns regarding cycling in the area. Initiatives such as a bike buddy scheme will be promoted and the TPC will liaise with Kirklees Council's Cycling Officer about such schemes and other area wide initiatives.
- 8.17 Information on local cycle routes will be made available to residents and visitors. This information will be included on maps to be produced and made available through the Travel Information Welcome Pack. Details of the Department for Transport / local Council cycling promotion and assistance initiatives will also be disseminated via these methods.

Measures to Promote Public Transport

- 8.18 The TPC will liaise with Kirklees Council and local bus operators to provide up to date details of bus services, including route information and service frequencies. The TPC will be responsible for disseminating this information and to promote the use of these services via promotional and marketing material, and the Travel Information Welcome Pack.
- 8.19 The TPC will make arrangements to demonstrate to residents, if requested, how to access real-time bus information and how to use the journey planner on the West Yorkshire Metro website. Visitors will also be made aware of the relevant websites administered by public transport operators.

Measures to Reduce Car Use

- 8.20 Car sharing is a good means of reducing single occupancy car use. It represents a relatively convenient form of travel and significant potential exists to reduce the total private mileage of people travelling to and from the site by implementing and publicising a formal scheme. This can be established by setting up a database of users via the internet.

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- 8.21 It is likely that the most effective method of promoting car sharing schemes is via the district wide scheme available to the public. Reference will be made to this via the Travel Information Welcome Pack with specific reference to operating companies such as www.liftshare.com.
- 8.22 The developer is committed to providing charging infrastructure for electric vehicles to ensure that if car journeys are necessary then they have the opportunity to be made by electric vehicles.

Measures to Residents

- 8.23 Upon the appointment of the TPC, residents will be provided with a Travel Information Welcome Pack. Details of the onsite facilities will be provided in the Pack which, if residents are fully aware of, will assist with a reduction in travel demand.
- 8.24 The Travel Information Welcome Pack will also provide details in respect of the site and its surroundings. This information will include details of:
- The Travel Plan, its objectives and the role of the TPC
 - Local public transport facilities, including maps, timetables and the location of nearby bus stops
 - Public rights of way / cycle path network maps for the local area and beyond
 - Local bicycle user groups and cycle shops
 - Local footpath network
 - Car sharing scheme / local taxi service

Summary of Initiatives

- 8.25 The site layout will provide safe and convenient access for pedestrians and cyclists to link to the local footways and footpaths. Appropriate levels of lighting will be provided along routes within the site. Links to the local highway network to provide access for pedestrians and cyclists are also included.

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- 8.26 A Travel Plan Coordinator (TPC) will be appointed for this development and will be put in place at least 3 months prior to the marketing of the site and will continue for a minimum of 5 years in total. The TPC will coordinate all initiatives for the development site in liaison with Kirklees Council's Travel Plan Officer, including the monitoring and reporting via the annual travel surveys. They will also act as the main point of contact for all organisations outside the development.
- 8.27 The TPC will promote walking, cycling and the use of public transport. This information will be included on maps to be produced and made available in the Travel Information Welcome Pack. Initiatives such as a bike buddy scheme will be promoted and the TPC will liaise with Kirklees Council's Cycling Officer about such schemes and other area wide initiatives.
- 8.28 Should the targets outlined in Section 8 not be met upon completion of the development, it is suggested that the TPC role be extended by 12 months until the actual agreed targets are achieved. During this period, additional onsite modal surveys and data collection will be made and information obtained from residents to be forwarded to the Council's Travel Plan Officer for discussion and agreement.

9.0 Targets

9.1 Targets measure the outcome of what the Travel Plan has achieved. They quantify the difference a Travel Plan has made to travel habits and should be SMART – specific, measurable, achievable, realistic and timed.

9.2 A commitment to specific targets is difficult to achieve at this stage. It is not considered possible to identify a true base level of travel behaviour until the development is 60% occupied and the travel survey has been undertaken. However, indicative targets have been identified to monitor the effects of the Travel Plan, with an overall goal of reducing single occupancy car use by 10% over the 5 year monitoring period.

Objective	Target	Base Year	Year 1	Year 3	Year 5	End Target
Private car use	Single occupancy car trips	63%	-2%	-2%	-2%	53%
	Car sharers	7%	0.5%	0.5%	0.5%	9.5%
Accessibility	Public transport users	10%	0.3%	0.3%	0.3%	11.5%
Health and wellbeing	Cycle and walking	8%	1%	1%	1%	13%

Figure 8 Initial Travel Plan Targets

10.0 Responsibility / Ownership

- 10.1 The developer will be responsible for implementing the initial infrastructure measures detailed in this report. The developer will appoint a TPC, and this will be maintained whilst the site is being developed / marketed and shall maintain this role for at least 5 years.
- 10.2 The Travel Plan will be implemented under the control of the TPC, who will work in conjunction with the Council's Travel Plan Officer, the local communities and other interested parties for the continuing progression of the Travel Plan. The TPC will provide their contact details to the Council's Travel Plan Officer.
- 10.3 Once the development commences and specific dates for occupation are set, the TPC will inform the Council's Travel Plan Officer and set out preliminary dates for the delivery and monitoring of this Travel Plan. The TPC will liaise with the Travel Plan Officer on a regular basis to ensure up to date area wide initiatives are delivered and the monitoring procedure is to the approval of the Local Authority.
- 10.4 The TPC will be provided with a budget to fund the provision of travel information, marketing and promotional activities, etc. The TPC will be responsible for the annual monitoring of the Travel Plan, including carrying out travel questionnaires, presenting the results, discussing targets with the Local Authority and relaying this information to all involved. The TPC will agree at the onset with the Council how the outcomes will be reviewed. The developer has confirmed that adequate funding will be available.

11.0 Implementation

- 11.1 The infrastructure provision outlined above will be carried out as part of the development of the site and will be incorporated into the site layout and design as necessary. These works will be completed prior to the full occupation of the development.
- 11.2 The TPC will carry out a questionnaire survey of residents' travel characteristics once 60% of the dwellings have been occupied. Whilst the primary reason for the surveys is to gather information on travel behaviour and to refine the initial targets, it will also be used to inform residents of the new site's aims and objectives regarding the Travel Plan and sustainable travel.
- 11.3 The survey will provide an opportunity to reinforce the role of the TPC, provide contact details and raise awareness of this survey and the refined targets will be submitted to the Council for approval.
- 11.4 The TPC shall advise residents on how they might travel to and from the site and offer to provide a Personalised Travel Plan (PTP) which presents the sustainable travel options available for residents, if requested.
- 11.5 The Travel Plan will be continually marketed through the provision and updating of travel information and the dedicated website. This will be the responsibility of the TPC.
- 11.6 As part of the marketing and communication campaign, the TPC will consider activities to coincide with national events such as Bike Week, TravelWise Week, National Lift Share Day, In Town Without My Car and World Health Day, etc. These will be laid out within an Annual Action Plan with dates for the activities and who would be responsible for them.
- 11.7 A suggested Framework for the actions is provided in the table below and will be monitored and updated as the Travel Plan progresses.

Action Plan	Delivery Period
Infrastructure provision (cycle, pedestrian, highways improvements)	Post-planning permission, prior to first occupation
Appointment of TPC	3 months prior to marketing
Travel questionnaire	Upon 60% occupation, yearly thereafter
'Soft' measures / promotional material	Prior to first occupation
Monitor and review	Annually
Action plan	Prepared at the start of the year, then implemented during that period

Figure 9 Action Plan Framework

12.0 Monitoring and Review

- 12.1 An objective of this Travel Plan is that there will be an ongoing improvement process including periodic monitoring where necessary. The whole Travel Plan will then be viewed in consultation with the Council's Travel Plan Officer.
- 12.2 The TPC will form a contact point for communication with the Local Authority. Findings from authority discussions and reviews will then be communicated to residents via leaflets and newsletters. The TPC will liaise with the Travel Plan Officer of the Council to agree the surveys to be undertaken and the monitoring and reporting procedure.
- 12.3 Following the initial travel surveys, repeat travel surveys will be undertaken. The surveys will be based upon the sample travel questionnaire found at Appendix B. A written analysis of the results of the survey will be provided to the Local Authority within 1 month of completion. The survey results will be used to identify the targets mentioned in Section 8. The results of the monitoring will be fed back to the Travel Plan Officer.
- 12.4 The TPC will then identify any necessary changes to the Travel Plan, should specific issues be raised or targets not met. This will be done in liaison with the Travel Plan Officer and will identify measures to improve on the targets.
- 12.5 At this stage, it is difficult to identify what measures might be considered as these would be dependent upon the degree that the targets have not been met. However, as a minimum, it is proposed that the role of the TPC will be extended by a year for every year that the targets have not been met.

Appendix A

Proposed Development

total homes = 75

mix

2 beds = 29

3 beds = 36

4 beds = 10

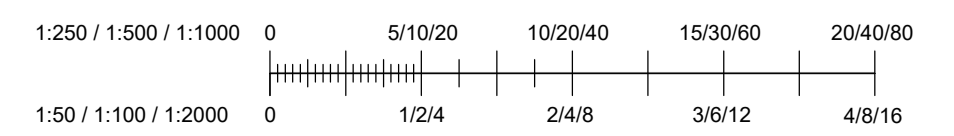
car parking = 116

bike spaces = 206



ground floor site plan

REVISIONS



Drawing Number
MI - CITU - P007

Title
ground floor site plan

Scale @ A1 Revised by Rev
1 : 250

Drawn Reviewed Sheet Created
SM SN 19/09/25

PLANNING
Marsden Island
CITU DESIGN

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Appendix B

Sample Travel Questionnaire



PARAGON HIGHWAYS

1. What time do you usually start and finish work? (Please indicate whether it is AM or PM)

Start time AM/PM

Finish time AM/PM

If you work any additional shifts (e.g weekends) please indicate the start / finish times and days of these below.

.....
.....
.....

2. How do you usually travel to work?

Car driver on your own	
Car share with other staff	
Car staff with non-staff members	
Motorbike	
Walk	
Bus	
Train	
Bicycle	
Other – please specify below	

.....

3. If you travel to work by car, what are the main reasons? Please mark a '1' for the highest priority and '2' for the second highest priority. Please choose a maximum of 2 options.

Car is essential to the job	
Dropping off / collecting children	
Guaranteed / flexible journey	
Health reasons	
Personal security	
Lack of alternative (no bus route, etc)	
Cost of travelling by other methods	
Don't like using public transport	
Other (Please specify below)	

.....

4. Which of the following changes would most encourage you to car share? Please choose a maximum of 2 options. If you already car-share, which options would you most like to see implemented?

Help finding a car-share partner	
Free taxi home in the event of an emergency	
Assistance getting home if let down by car-share partner	
Reserved parking for car-sharers	
Would not be willing to car-share	
Other (Please specify below)	

.....

5. Which of the following changes would most encourage you to use public transport for your journey to and from work? Please choose a maximum of 2 options. If you already use public transport, which options would you most like to see implemented?

More accessible bus routes	
More frequent services	
Discounted tickets / travel passes available through work	
More conveniently located bus stops	
Better connections with bus / train stations	
Easier timetable / route information	
Would not be willing to travel by public transport	
Other (Please specify below)	

.....

6. Which of the following changes would most encourage you to cycle to and from work? Choose a maximum of 2 options. If you already cycle to work, which options would you most like to see implemented?

The provision of safe, well-lit cycle paths	
Improvements to existing cycle paths	
More information about local cycle paths	
Improved cycle parking	
Improved changing facilities and lockers at work	
Having a shower at work	
Would not be willing to cycle to work	
Other (Please specify below)	

.....

7. Which of the following changes would most encourage you to walk to work? Choose a maximum of 2 options. If you already walk to work, which options would you most like to see implemented?

Better lighting and security	
Safer crossings / pedestrian priority on the journey to work	
Having a shower at work	
Would not be willing to walk to work	
Other (Please specify below)	

.....

8. Do you have any other comments you wish to make about your journey to and from work?

.....

9. Do you have a disability that affects your travel arrangements? If yes, please provide details below.

.....

