



TRAVEL PLAN
FENAY BRIDGE, KIRKLEES
NEWETT HOMES

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1. INTRODUCTION

INTRODUCTION

- 1.1 TPS Transport Consultants Ltd. (TPS) has been commissioned by Newett Homes to prepare a Travel Plan in relation to an approved residential development (ref. 2022/62/93154/W) on land at Penistone Road, Fenay Bridge, 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 This Travel Plan has been prepared to discharge Condition 29 of the planning approval, which states that:
- “Prior to the first occupation of any part of the development hereby approved, a detailed Travel Plan shall be submitted to and approved in writing by the Local Planning Authority. The Travel Plan shall include proposals for enabling and encouraging the use of active and sustainable modes of transport, monitoring, review and timings for delivery. The approved Travel Plan and measures shall be implemented prior to occupation or in accordance with the agreed timescales, or as otherwise agreed with the Local Planning Authority.*
- Reason: In the interests of enabling and encouraging the use of active and sustainable transport modes, to mitigate the air quality impacts of the development and to accord with policies LP20, LP21, LP22, LP24, LP47, LP51 and LP52 of the Kirklees Local Plan, chapters 9 and 15 of the National Planning Policy Framework, and the West Yorkshire Low Emissions Strategy.”*
- 1.4 Beyond the preparation of this report, Newett Homes has also engaged TPS to implement a Travel Choices programme at Fenay Bridge. Travel Choices, conceived and delivered by TPS, 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.

1.5 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

1.6 The approved development comprises of 68 dwellings and is located approximately 1.5km south of Fenay Bridge. It is bound by Whitegates Grove and residential dwellings to the north and east, residential dwellings to the south and the A629 Penistone Road to the west. 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)

- 1.7 Vehicular access to the site will be provided via 2no. new priority T-junctions off Penistone Road, on the western boundary. Both junctions will be supported by right-turn ghost islands for northbound vehicles, and the access will be bound by footways on both sides, tying in with the existing pedestrian infrastructure in the vicinity of the site. A pedestrian connection is provided to the north of the site, extending onto Whitegates Grove, providing a more direct route north towards Fenay Bridge.

DEVELOPERS COMMITMENT TO TRAVEL PLANNING

- 1.8 Newett Homes 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.
- 1.9 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.
- 1.10 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.
- 1.11 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.
- 1.12 Recognising these benefits, Newett Homes 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

1.13 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 their reliance upon the private car and the resultant impact on the local environment."

TRAVEL PLAN AIMS AND OBJECTIVES

1.14 To achieve this vision, the aims of this Travel Plan are to:

- Clarify the measures that Newett Homes will deliver at the site, taking into account the content of the S106 Agreement prepared in relation to the development;
- Maximise the attractiveness of the development to potential residents by highlighting the accessibility of the site by a range of travel options; and
- Minimise the effect the development has on the environment and local highway network by promoting the use of these sustainable travel options.

1.15 As a result, the objectives of the Travel Plan 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. LOCAL TRAVEL OPTIONS

INTRODUCTION

- 2.1 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.

LOCAL ACTIVE TRAVEL OPTIONS

Pedestrian Accessibility

- 2.2 The Institution for Highways and Transportation (IHT) offers guidance on walking distance by journey purpose, as summarised in **Table 2.1** below.

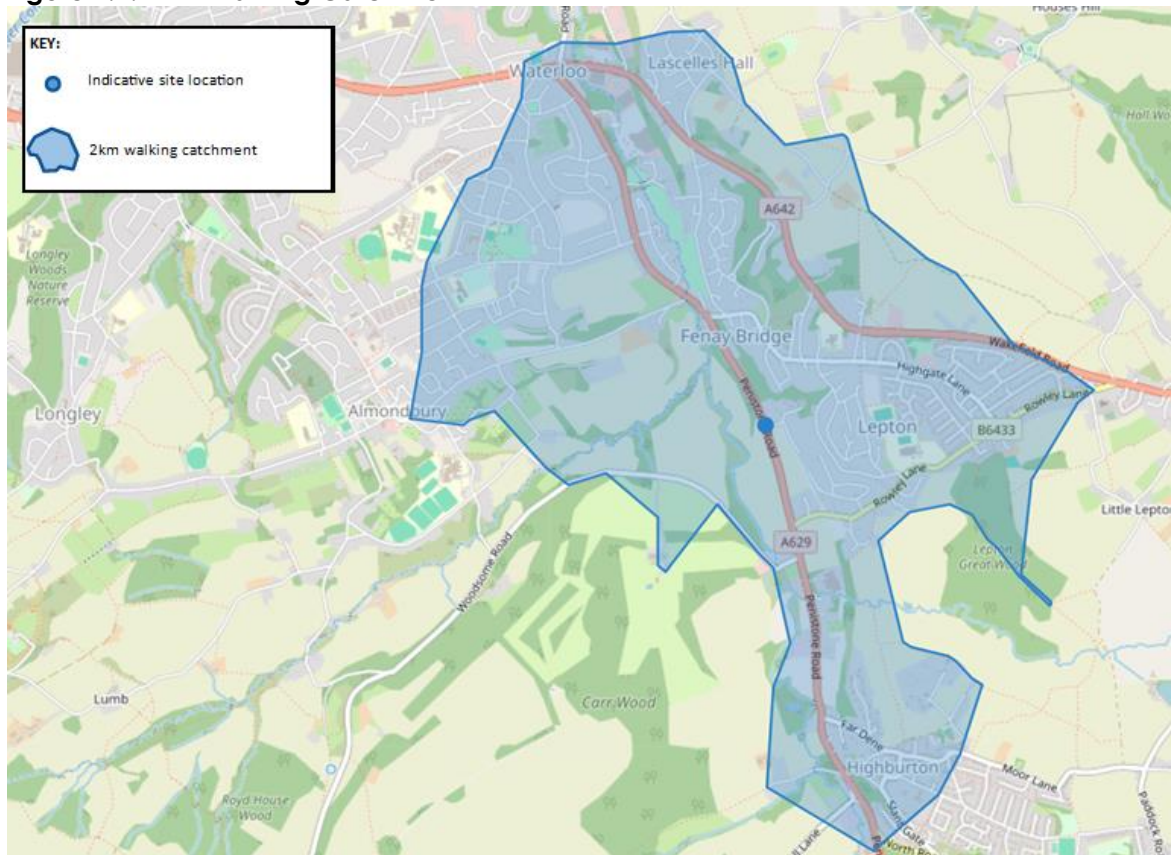
Table 2.1: Walking Distances by Journey Type

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

(Source: IHT)

- 2.3 As **Table 2.1** shows, a 2km catchment is the preferred maximum walking distance for 'commuting / school' trips. This 2km walking catchment is shown overleaf in **Figure 2.1**, as measured from the approximate location of the northernmost access, on Penistone Road. As can be seen, this catchment covers the entirety of Fenay Bridge, Lepton and parts of Waterloo, Almondbury and Highburton. Further details of all amenities accessible from the site on foot are detailed in the latter part of this section.

Figure 2.1: 2km Walking Catchment



(Source: Open Street Map)

- 2.4 This site will be accessed via 2no. new priority T-junctions off Penistone Road, on the western boundary of the site. As shown at **Appendix A**, the site accesses are bound by footways on both sides, tying in with the existing footway provision in the vicinity of the site. A footway is provided along the east side of Penistone Road, which runs broadly north-south, giving access north towards Fenay Bridge and the eastern suburbs of Huddersfield. To the south, residential dwellings take direct frontage access along the east side of Penistone Road, which benefits from footways on both sides and street lighting to the east on approach to the Rowley Lane junction. A refuge island, comprising dropped kerbs, supports pedestrian movement east-west across Penistone Road and tactile paving is in place across Rowley Lane, which is subject to a 30mph speed limit.
- 2.5 Internally, the carriageway is bound by a footway to one or both sides throughout, with a pedestrian connection in place to the north of the site, providing a more direct route onto Whitegates Grove and north towards Fenay Bridge. Whitegates Grove is a residential access road which forms the minor arm of a priority T-junction with Penistone Road and benefits

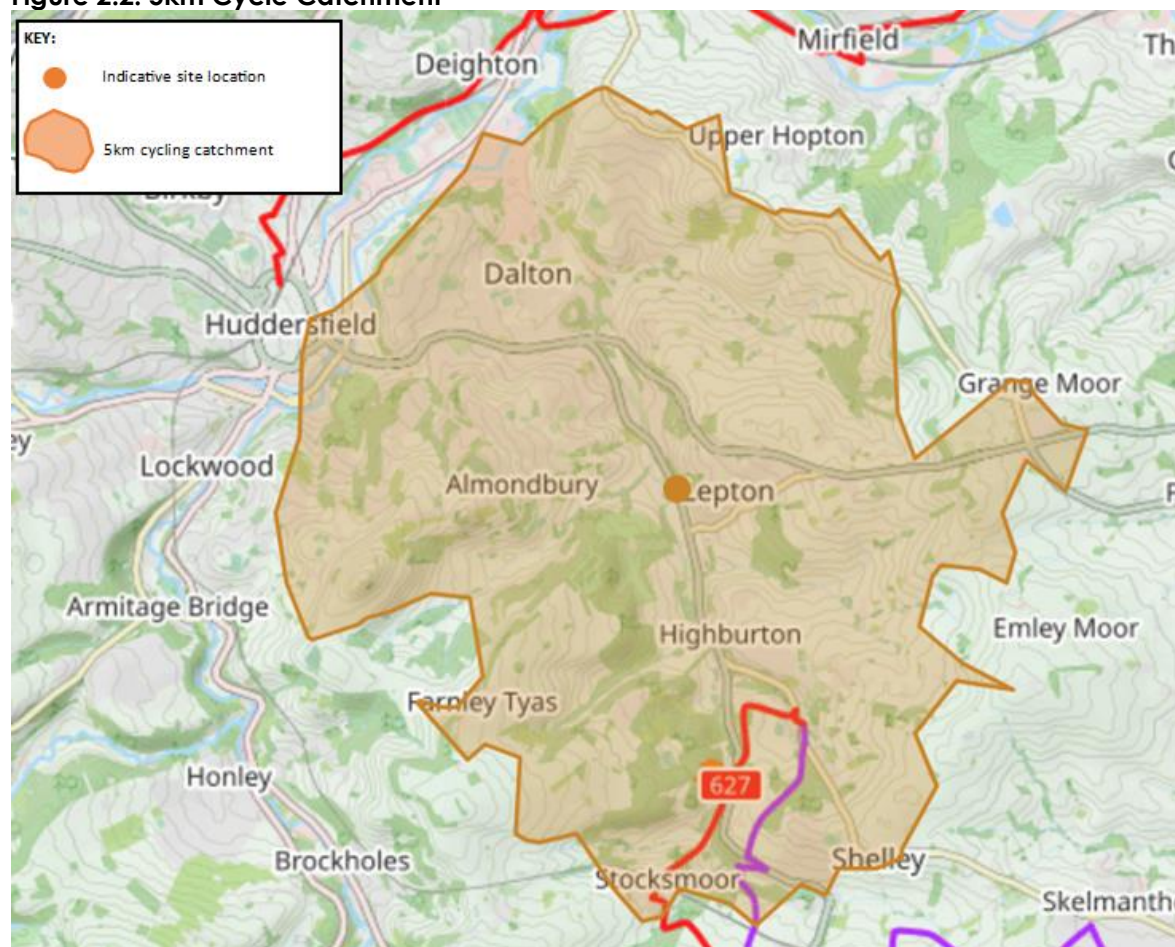
from a footway on both sides in the vicinity of the junction, with dropped kerbs supporting north-south movements.

- 2.6 There are a number of public rights of way (PROW) in the vicinity of the site, including footpath KIR/64/20 which provides a pedestrian through route from Whitegates Grove onto Common End Lane, to the northeast of the site. As such, it is considered that travel on foot, particularly for local trips, would be an attractive travel option for future residents given the existing pedestrian connectivity to and from the site.

Cycle Accessibility

- 2.7 Cycling can be a substitute for car trips, particularly those of up to 5km, as well as forming part of longer journeys by public transport. Cycling, therefore, plays an important role in reducing the need to travel by car. A 5km catchment of the site includes Almondbury, Lepton, Highburton, Kirkburton Dalton, Farnley Tyas, Shelley and parts of Huddersfield town centre. **Figure 2.2**, below, illustrates a 5km cycle catchment from the site access point.

Figure 2.2: 5km Cycle Catchment



(Source: Open Street Map)

- 2.8 **Figure 2.2** shows the site is in relative proximity to National Cycle Network (NCN) Route 627. Accessible via Penistone Road, NCN Route 627 starts in Kirkburton and travels through Shepley and Millhouse Green before connecting to the Trans Pennine Trail. Alternatively, NCN Route 69 can be accessed from Huddersfield town centre, via a network of dedicated cycle routes. NCN Route 69 connects Morecambe with Grimsby via Settle, Skipton, Cullingworth, Huddersfield, Horbury, Pontefract, Althorpe and Caistor.
- 2.9 Given the local and regional cycle opportunities, it is considered that cycling will represent an attractive travel option for future residents of the site. Local employment opportunities in Fenay Bridge, Lepton and Highburton are all accessible within a 5km cycle distance. Further details of the amenities located within cycling distance of the site are summarised in the latter part of this section.

PUBLIC TRANSPORT

Bus Services

- 2.10 The closest bus stops to the development are located on Penistone Road, along the western boundary of the site. The nearest southbound stop is located on the site frontage and benefits from a flag, whereas the closest northbound stops is located approximately 10m north of the Penistone Road / Whitegates Grove junction, to the north of the site. This stop benefits from a flag, pole and timetable information.
- 2.11 Approximately 30m south of the site, a northbound stop comprising a flag, pole, shelter, seating, timetable information and raised kerbs can be accessed. **Figure 2.3**, overleaf, shows the bus stop locations and **Table 2.2** provides a breakdown of the bus services serving the stops on Penistone Road.

Figure 2.3: Bus Stop Locations



(Source: Google Maps)

Table 2.2: Bus Service Summary

Bus Service		Approximate Headway		
		Mon – Fri	Sat	Sun
80	Shelley College – Waterloo	1 service daily	-	-
D1	Huddersfield – Denby Dale	30 mins	30 mins	60 mins
D3	Huddersfield – Denby Dale	120 mins	120 mins	-
K79	Lepton – King James School	1 service daily	-	-
K86	Kirkheaton – King James School	1 service daily	-	-
K87	Kirkheaton – King James School	1 service daily	-	-
S11	Lepton – Dalton	1 service daily	-	-

(Source: Public Transport Operator Website)

- 2.12 With this in mind, it is considered that the stops on Penistone Road will be utilised by future residents, given the frequency of service to Huddersfield and other local destinations.

Rail Services

- 2.13 Huddersfield railway station is located approximately 5.7km northwest of the site and can be accessed in a 22-minute multi-modal journey via the D1 and D3 bus services. Benefitting

from step-free access, this station provides 33 cycle storage spaces in the curtilage of platform 1.

- 2.14 Services from Huddersfield station run to Leeds, Sheffield, York, Manchester Picadilly, Liverpool Lime Street and Newcastle, as well as local and regional destinations such as Honley, Penistone, Barnsley and Wakefield.

LOCAL AMENITIES

- 2.15 **Table 2.3**, below, details the local amenities that are within walking/cycling distance of the site. Distances are measured from the approximate location of the northern site access, on Penistone Road.

Table 2.3: Local Amenities

Facility	Distance	Time	
		Walking	Cycling
Rowley Hill Club	900m	15 mins	6 mins
Rowley Lane J & I Nursery School	1.0km	16 mins	7 mins
White Swan Inn	1.2km	17 mins	4 mins
Lepton C.E. Primary Academy	1.3km	22 mins	11 mins
Morrisons	1.8km	24 mins	5 mins
Lepton Surgery	1.8km	29 mins	12 mins
The Waterloo Practice	2.1km	28 mins	6 mins
McDonald's	2.2km	29 mins	7 mins
ALDI	2.2km	30 mins	7 mins
BigBox Huddersfield Gym	2.2km	30 mins	8 mins

(Source: Google)

TRAVEL CHOICES SUMMARY

- 2.16 Overall, it is considered that there are good opportunities for walking and cycling locally, with good pedestrian and public transport infrastructure linking the site to local amenities and destinations. Trips to and from the site can, therefore, easily be undertaken by sustainable modes of travel, thus minimising the use of the private car.

3. THE TRAVEL CHOICES PACKAGE

INTRODUCTION

- 3.1 As noted at the outset of this report, Newett Homes has appointed TPS to implement the Travel Choices programme at the Fenay Bridge development. Travel Choices is a tailored package of measures, delivered in pursuit of the visions, aims and objectives of this Travel Plan strategy.
- 3.2 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.
- 3.3 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.
- 3.4 The following section will outline the package of Travel Choices measures that will be delivered at Fenay Bridge, providing examples of comparable measures delivered in a similar context elsewhere, where appropriate.

ENGAGEMENT ON TRAVEL CHOICES

- 3.5 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.
- 3.6 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.
- 3.7 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 Fenay Bridge, the following Travel Choices materials have been prepared:

Travel Choices Guide

- 3.8 A bespoke Travel Choices guide has been prepared for the site, and can be found in **Appendix B**.
- 3.9 Within the Travel Choices guide, residents are 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 local (and appropriate national) car share schemes and car clubs, 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);
 - Advice on the support available from the Travel Choices team, including the offer of a Personal Journey Plan.
- 3.10 The Travel Choices guide will be made available through the sales office, to both prospective purchasers and new homeowners. All new homeowners will be provided with a further copy of the guide on first occupation, alongside their welcome pack.
- 3.11 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.
- 3.12 The Travel Choices team will 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

- 3.13 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.
- 3.14 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.
- 3.15 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).
- 3.16 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 Fenay Bridge.

SUPPORT FOR SUSTAINABLE TRAVEL CHOICES

- 3.17 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 programme at Fenay Bridge.

Travel Choices Offers, Discounts and Savings

- 3.18 Those living at Fenay Bridge 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.
- 3.19 These offers, which will be promoted through the engagement materials, are available through the website *savings-travelchoices.uk*, and include:
- Halfords: 8% 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;

- Talio: 25% off e-bikes;
- Frog Bikes: 10% off the cost of new kids bikes;
- Bike Register: 10% off the costs of bike security marking.

Personal Journey Planning Support

- 3.20 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.
- 3.21 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.

Provision of Cycle Storage

- 3.22 Cycle storage will be provided within garages where available, or within a secure external cycle store where a garage isn't available. This will ensure that residents have a secure cycle storage solution available to them, helping to encourage and facilitate ownership of a bike.

Provision of Electric Vehicle Charging Points

- 3.23 As demand for electric vehicles increases, it is important to ensure that people have the infrastructure in place at home to enable them to charge an electric vehicle. This can help to encourage the purchase of an electric vehicle, by providing a convenient charging solution. All plots at the development will, therefore, be provided with an electric vehicle charging point, in line with the planning condition. The availability of this charging point will be promoted to residents within the Travel Choices guide, and by the onsite sales advisors.

Provision of Residential MCards

- 3.24 Further commitment to sustainable travel has seen a sum of £35,339.60 secured 'for the purpose of providing Residential MCards for occupants of the development or other such measures to encourage and enable the use of sustainable methods of transport as shall be agreed in writing by the Council'. The fund will be made use of to offer each home the opportunity to claim an annual bus MCard. This offer will be made on a first come first served basis and will be managed by the TPC and WYCA.

- 3.25 The aim of the residential MCard scheme is to encourage public transport use by house occupiers at new residential development sites through the provision of discounted annual MCards and public transport information, thus helping to establish sustainable travel patterns from the very start.

MANAGEMENT OF THE TRAVEL CHOICES PROGRAMME

- 3.26 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 that of a TPC.

- 3.27 The Travel Choices team at TPS has been appointed by Newett Homes to act as the TPC for the Fenay Bridge development. They can be contacted using the information below:

Travel Choices

A: TPS Transport Consultants Ltd, 151 – 153 Wakefield Road, Wakefield, WF4 5HQ

T: 01924 664638

E: info@travelchoices.uk

- 3.28 The role will commence prior to occupation of the development and will continue for a period of 5 years from first occupation. This will cover the period of occupations at the development, and a reasonable period beyond final occupations have taken place. 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.

- 3.29 Through the appointment of the Travel Choices team, Newett Homes has made suitable budget provision to cover the implementation of this Travel Plan, in compliance with the conditions of planning approval.

4. TARGETS, MONITORING AND REPORTING

TRAVEL PLAN TARGETS

- 4.1 Targets are essential to ensure everyone involved in the Travel Plan process knows what needs to be done and to enable progress to be assessed. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:

- **Specific;**
- **Measurable;**
- **Achievable;**
- **Realistic;**
- **Time-bound**

Action-type Targets

- 4.2 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved.
- 4.3 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 roles, responsibilities and timescales for delivery.

Aim-type Targets

- 4.4 Aim-type targets are quantifiable targets against which the effectiveness of the Travel Plan in achieving its stated aims and objectives can be measured. In order to set aim-type targets it is first necessary to have a 'baseline' against which progress can be assessed.
- 4.5 In this instance, the target will be to reduce the number of vehicular trips generated by the development within the peak hours. The likely baseline (i.e. without Travel Plan) vehicular trips has been estimated on the basis of the trip rates presented in the Transport Assessment (prepared by Andrew Moseley Associates), whereby a sensitivity scenario was considered for 68 dwellings. The target is then to reduce the actual (counted) trips to below this baseline, taking account of the Travel Plan measures.
- 4.6 The target for a reduction in the number of vehicular trips has been set out at 10%, to be achieved within the five-year travel plan delivery period.

- 4.7 The vehicular AM and PM peak hour trip rates (vehicles/dwelling) reflecting this TRICS data used in the TA are shown in **Table 4.1**, below.

Table 4.1: TA Trip Rates and Traffic Generation

	AM			PM		
	Arrival	Departure	Two-Way	Arrival	Departure	Two-Way
Trip Rates	0.16	0.64	0.80	0.64	0.16	0.80
Trip Generation	11	44	55	44	11	55

(Source: Andrew Moseley Associates TA)

- 4.8 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 68 dwellings, some 55 two-way vehicle trips in both the AM and PM peak hour would be expected.
- 4.9 A 10% reduction in vehicular trips at full occupation would, therefore, equate to a reduction of 5 two-way trips in both peaks, to 50.
- 4.10 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.
- 4.11 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 4.2** identifies the target trip rates per dwelling for the AM and PM peak hours.

Table 4.2: Target Trip Rates per Dwelling

Peak Hour	Target Arrival Trip Rate	Target Departure Trip Rate	Target Two-Way Trip Rate
AM	0.14	0.58	0.72
PM	0.58	0.14	0.72

(Source: Consultant Calculation)

- 4.12 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

- 4.13 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 points on Penistone Road. By considering the amount of vehicular traffic against the number of dwellings occupied it will be possible to calculate the vehicular trip rate per household.
- 4.14 The first (baseline) traffic count will be undertaken 12 months after first occupation. The results will be shared with Travel Plan officers at Kirklees Council following the baseline counts, and should the count data vary significantly when compared with the targets based on the TA data, the Travel Choices team will discuss this with the Council and agree appropriate amendments to the targets.

Monitoring and Review Strategy 2: Traffic Counts and Reporting

- 4.15 Following the initial baseline monitoring, subsequent traffic counts will be undertaken annually in four further years. These counts will allow the TPC to monitor the success of the Travel Plan over time in achieving the agreed targets to reduce the number of private vehicular trips generated by the development.
- 4.16 The TPC will feed results of these counts back to Travel Plan officers at Kirklees Council annually, throughout the Travel Plan delivery period, and will make appropriate and practical changes to the Travel Plan programme moving forward, if required and as agreed with the Council. This reporting will take the form of the submission of an 'Annual Monitoring Report'.



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REPORT APPENDICES

Appendix A

Site Layout Plan



ACCOMMODATION SCHEDULE

Market Units

Housetype		Beds	Storey Height	SQFT	SQM	Number	Total SQFT	2 Bed %
RIP	Ripponden	2	2	753	70	6	4518	
Total						6	4518	10%

Housetype		Beds	Storey Height	SQFT	SQM	Number	Total SQFT	3 Bed %
DAL	Dalton	3	2	908	84	7	6356	
SAX	Saxton	3	2	939	87	12	11268	
UPT	Upton	3	2	939	87	1	939	
GRA	Grassington	3	2.5	970	90	4	3880	
SL03	Beeches	3	3	1145	106	10	11450	
SL04	Rowan	3	3	1188	110	6	7128	
Total						40	41021	66%

Housetype		Beds	Storey Height	SQFT	SQM	Number	Total SQFT	4 Bed %
MAL	Maiham	4	2	1227	114	1	1227	
ADD	Addingham	4	2	1258	117	2	2516	
HOV	Hovingham	4	2	1258	117	1	1258	
BRA	Bramham	4	2	1498	139	2	2996	
SL02	Tupelo	4	3	1566	145	7	10962	
KEY	Keyingham	4	2	1550	144	2	3100	
Total						15	22059	25%
Sub-total						61	67598	90%

Affordable Units

Affordable Rent

Housetype	Sales Name	Beds	Storey Height	SQFT	SQM	Number	Total SQFT	
RIP	Ripponden	2	2	753	70	3	2259	
SL02	Tupelo	4	3	1566	145	1	1566	
Total						4	3825	6%

First Homes

Housetype	Sales Name	Beds	Storey Height	SQFT	SQM	Number	Total SQFT	
RIP	Ripponden	2	2	753	70	2	1506	
DAL	Dalton	3	2	908	84	1	908	
Total						3	2414	4%

Sub-total						7	6239	
-----------	--	--	--	--	--	---	------	--

GRAND TOTAL:						Number	Total SQFT	
						68	73837	

Drawing Title
Planning Layout
Site
Penistone Road, Fenay Bridge
Scale @ A1 1:500 Date 14/08/23

Drawn MC

Drawing No. Z078-002 Rev. p

Thorpe Arch Grange
Walton Road
Thorp Arch
LS23 7BA
01937 543599
www.newethomes.co.uk



Appendix B

The Heath Travel Choices Guide



TRAVEL
CHOICES



NEWETT
HOMES

Explore your
**TRAVEL CHOICES
@ THE HEATH**

FENAY BRIDGE

**OFFERS
FOR RESIDENTS**
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 to The Heath or are already settling into your new home, you may be wondering what local travel options are available to you.

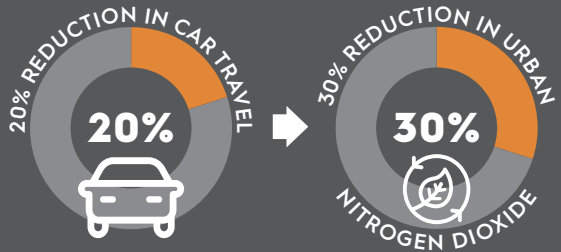
This guide provides a summary of the travel choices you could make, with a focus on more sustainable and environmentally friendly options.

Newett Homes recognise our 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.

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.



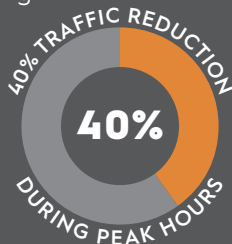
SAFETY AND CONGESTION:

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.





LET'S GET ACTIVE

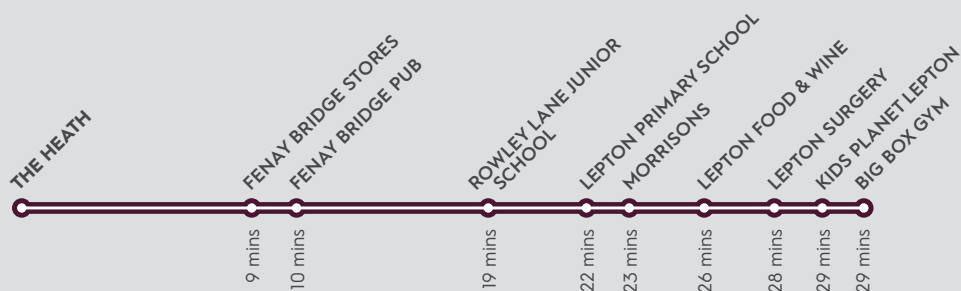
We all know that regular physical activity is incredibly beneficial to us. On a personal level it can, therefore, make a lot of sense to walk, cycle or run when we can rather than getting in the car.

Beyond the health benefits, we should not 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





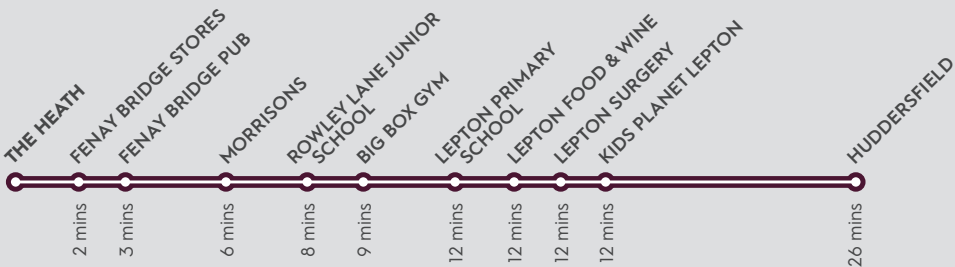
CYCLING FOR EVERYONE:

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. There are a number of amenities that can be reached within minutes by bike, including shops, schools and the local doctor’s surgery.

Further afield, Huddersfield town centre can be reached in around 30 minutes.

If you are looking to undertake a journey by bike, but are unsure which route to take, **cyclestreets.net** is 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!

APPROX TIME TO TRAVEL BY BIKE



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.

EXPLORE YOUR PUBLIC TRANSPORT OPTIONS

TRAVEL BY BUS

The closest bus stops can be found on Penistone Road, just outside the new homes at The Heath.

Service D1 Denby Darts

Huddersfield – Skelmanthorpe – Denby Dale

Services run every 30-minutes, Monday to Saturday and then hourly on Sundays.

Operated by Team Pennine

MAKE THE MOST OF BUS OPERATOR APPS:

The way that we plan and pay for journeys is changing. Gone are the days of flicking through printed timetables, standing at the bus stop in the hope that your bus is around the corner, or fumbling around for loose change.

Bus operators have been embracing the technology now available. Handy apps show the location of your bus on a real time map, allowing you to easily plan a journey, and even let you buy and store tickets for easy and safe access.



TRAVEL BY TRAIN

Huddersfield is the nearest train station to The Heath and can be reached in around 30 minutes by bike. Alternatively, the D1 Denby Darts bus service can get you there in around 20 minutes and stops within a short walk of the station.

From this station, there are frequent services to various destinations both locally and nationally, including Leeds, Manchester, York, Middlesborough, Newcastle and Sheffield.

Explore all your public transport options, including journey planning tools, station information, a handy season ticket calculator and much more at:

 nationalrail.co.uk

 wymetro.com



APPROX TIME TO TRAVEL BY TRAIN



SUSTAINABLE CAR USE

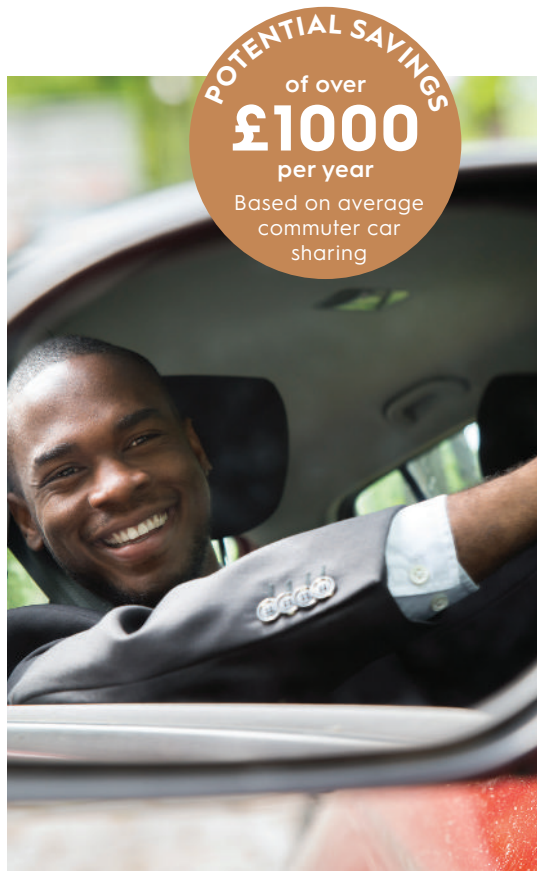
Whilst there are times when it is easy enough to walk, cycle or hop on public transport, for some people and some trips the only realistic option is to travel by car. That is not to say, however, that you couldn't still save money and do your bit for the environment, even when travelling by car.

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 **Liftshare** car share 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.



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.

Reduced running costs and exemptions mean whole-life costs of owning an EV can be much lower than an equivalent petrol or diesel car.

So, whilst you are doing your bit to help the environment, you could also be saving money! And with petrol and diesel vehicles already beginning to be phased out, prices are becoming increasingly competitive.

The EV market can seem like a minefield, with lots of questions about the best options and practicalities of owning an EV. There's some really useful information, resources and tools on the Electrifying website. Find out more about vehicle options, how to charge and how much money you could start to save.



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 £6.50 an hour. When picking up the car, simply unlock the vehicle using your smartphone or membership card and off you go!

The closest car club vehicles to The Heath are operated by Enterprise Car Club and can be found in Huddersfield town centre with many more found across West Yorkshire.



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 modes. Here are just a few that we have picked out for you:

PUBLIC TRANSPORT

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

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

TRAINS

NATIONAL RAIL

A portal into UK train travel, including booking facilities, network maps, station information and a season ticket calculator.

nationalrail.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

BUSES

TEAM PENNINE

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

transdevbus.co.uk/team-pennine

CYCLING

SUSTRANS

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

sustrans.org.uk

CYCLING

CYCLE STREETS

CycleStreets is a handy website that allows you to plan a journey by bike. Simply enter your start and end points and the website will do the rest, offering you different route options depending on your confidence.

cyclestreets.net

YOUR LOCAL AREA



OFFERS, DISCOUNTS & SAVINGS

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



HALFORDS: Save 8% on the cost of a new bike, accessories and servicing at the UK's leading cycle retailer.



TALIO E-BIKES: Save 25% on the cost of a new e-bike from Talio.



RAILCARDS: Railcards allow you to purchase train tickets at a reduced rate, typically 1/3 off the price of an adult ticket!



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.

Find out more about these and other savings at
savings-travelchoices.uk



**TRAVEL
CHOICES**



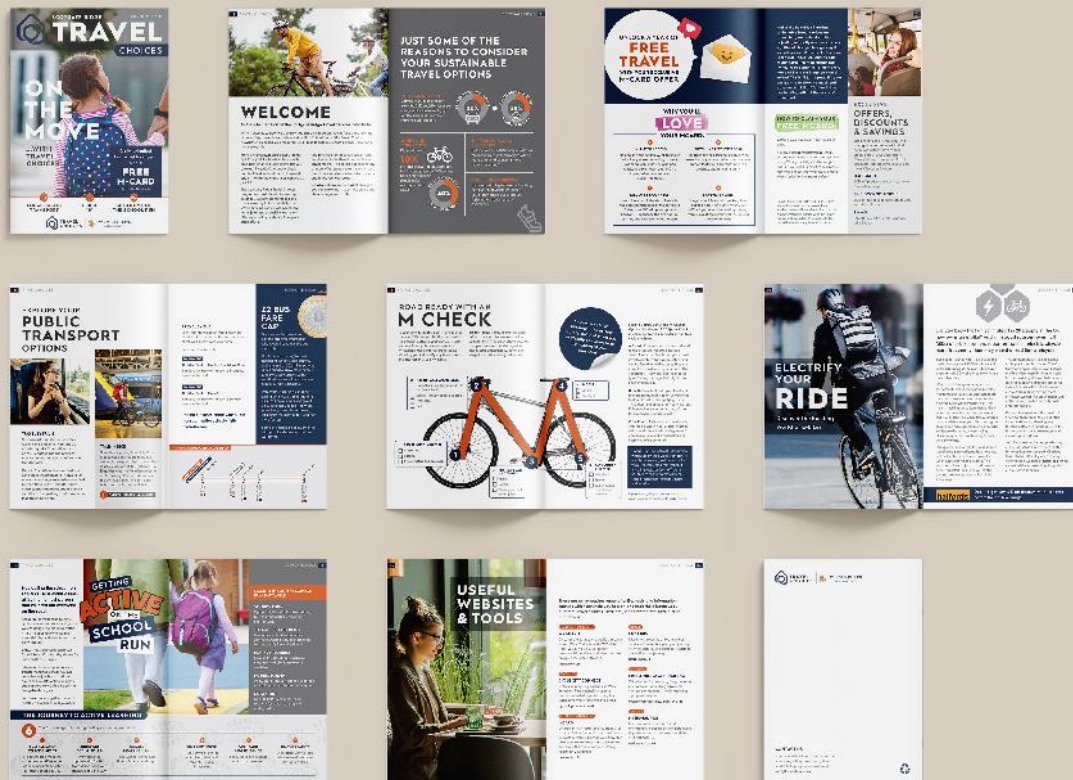
CONTACT US

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 Travel Choices Newsletter



Appendix D

Action Plan

P2841_Fenay Bridge	Action	Responsibility	Target Delivery Date
Engagement on Travel Choices			
Engagement Strategy 1	Prepare Travel Choices Guide	TPC	Achieved
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	Personal Journey Planning	TPC	Ongoing throughout delivery period
Support Strategy 3	Provision of Cycle Storage	Developer	Through design
Support Strategy 4	Provision of EV Charging Points	Developer	Through design
Support Strategy 5	Provision of Residential MCards	TPC	Ongoing throughout delivery period
Management of the Travel Choices Programme			
Management Strategy 1	Appointment of Travel Plan Coordinator	Developer	Prior to first occupations
Monitoring and Reviewing the Travel Choices Programme			
Monitoring Strategy 1	Traffic Counts and Reporting	TPC	Annually until 5-year after final occupation