

FRAMEWORK TRAVEL PLAN

New Mills, Marsden

Job No: 23112

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Quality Management

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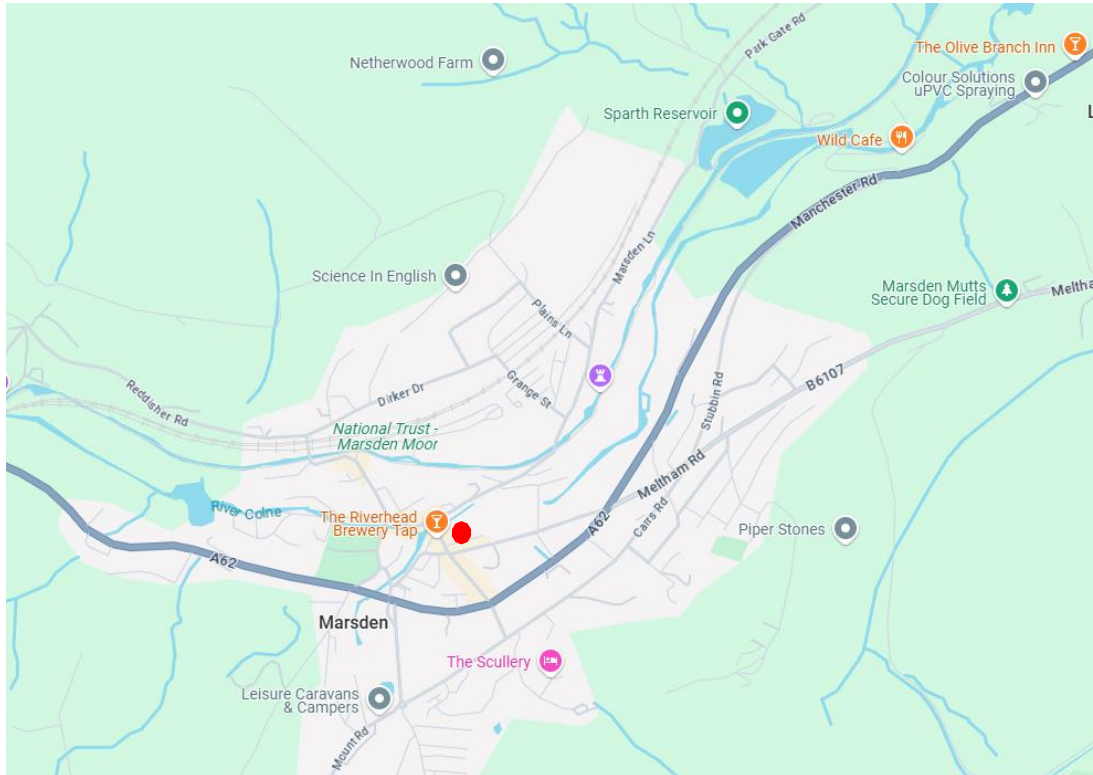
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1. Introduction

1.1. OVERVIEW

- 1.1.1. A Travel Plan (TP) is a long-term management strategy for a development that seeks to deliver sustainable transport objectives. It contains a package of measures tailored to the needs of an individual development, aiming at promoting greener, cleaner travel choices and reducing the reliance on the car.
- 1.1.2. A TP also involves the development of a set of mechanisms, initiatives and targets that together can enable a development to reduce the impact of travel and transport on the environment, whilst also achieving several other benefits for all users of the development, in this case residents, staff and visitors for work and leisure purposes.
- 1.1.3. This Framework Travel Plan (FTP) has been prepared to accompany a planning application for the re-development of the unused New Mill on Brougham Road, Marsden, comprising residential, office, employment, food and non-food retail land uses.
- 1.1.4. The site in the local context is shown in Figure 1 overleaf.

FIGURE 1. SITE LOCATION



● Site location

1.1.5. At this stage in the overall planning process, the TP should be read in conjunction with the Transport Assessment (TA) prepared by Via Solutions and also submitted with the full planning application.

1.2. SCOPE

1.2.1. This Travel Plan has been prepared in accordance with the Department for Levelling Up, Housing & Communities and the Ministry of Housing, Communities & Local Government Planning practice guidance 'Travel Plans, Transport Assessments and Statements', 6th March 2014.

1.2.2. Information and guidance provided in the following documents has been considered in the preparation of this FTP:

- ❖ Kirklees Local Plan, adopted 27th February 2019;
- ❖ Kirklees Highway Design Guide (SPD) adopted November 2019;
- ❖ Vision and objectives set out in the emerging Marsden Masterplan; and
- ❖ The vision for the New Mills development as described in the transport assessment accompanying the submission.

1.2.3. The FTP is a key document for managing transport movements from the development more sustainably, starting the process in the feasibility and early design stages.

1.3. APPROACH

1.3.1. At present the occupiers of the re-developed New Mills site are unknown. This FTP sets the framework for enabling the development to reduce the impact of travel and transport on the environment by the expected user groups of the site, namely staff, residents and visitors. It sets out the principles and overarching strategy to the reduction in single car occupancy journey for the development.

1.3.2. it is intended that the FTP will be reviewed and used to inform travel plans for the individual buildings and users within the development at a later date.

1.3.3. This FTP does not include survey information, which would be required to identify accurate modal splits and set targets, the targets provided herein should therefore be regarded as preliminary until travel questionnaires can be carried out post occupation. It is envisaged that the TP will need updating with accurate targets and confirmation of other details such as the Travel Plan Co-Ordinator.

1.4. DEVELOPMENT VISION

- 1.4.1. The measures and actions set out in this FTP complement and seek to implement the vision for the development. The vision for the development, presented in the planning submission documents and in the transport assessment, sets out the context for planning the development in order to reduce the transport impact.
- 1.4.2. The proposed development is a heritage-led regeneration project, with a mix of retail, residential and employment uses, and which is in a highly accessible location. The vision document sets out the place making objectives and principles of the development, the need for travel and how we will achieve that mobility.
- 1.4.3. The vision seeks to promote the site as an extension to the core service area of Marsden and improve the local offer, an existing village centre, to reduce the need to travel outside of Marsden for services and employment opportunities. It will seek to make the central area of Marsden more permeable and encourage trips on foot or by cycling.
- 1.4.4. The vision sets out the design principles of the proposed development which seek to discourage the use of the car and promote localisation and internalisation of trips within the town. for example;
- ❖ On site facilities (gym and exercise areas, cycle parking, car club spaces) for use by local residents.
 - ❖ Consideration to smaller floor plates to encourage local, small business use.
 - ❖ Restrictions on long stay parking for visitors.
 - ❖ Making EVCP available for public use.
- 1.4.5. The vision for the development reflects and complements the objectives of the Marsden Masterplan and shows how the development can provide and promote improved connections to facilities, infrastructure and services, to support the local economy through sustainable growth.

2. Walking and Cycling

2.1.1. This section is provided for context on existing facilities and accessibility, proposed measures in relation to cycling and walking are provided in section 4.

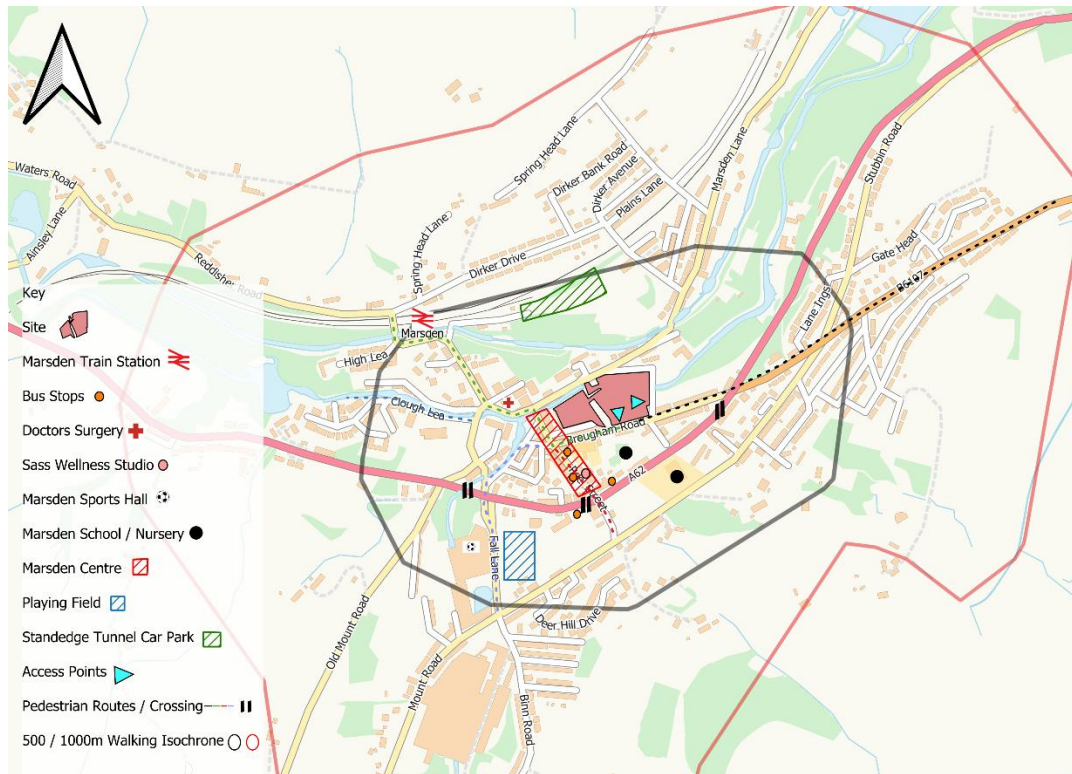
2.2. ACCESSIBILITY ON FOOT

2.2.1. It is recognised that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km. The Chartered Institution of Highways and Transportation (CIHT) publication 'Providing for Journeys on Foot', 2000, contains suggested acceptable walking distances and, for commuting and education trips, states that a desirable walking distance is 500m, an acceptable walking distance is 1000m and a preferred maximum walking distance is 2000m.

2.3. PEDESTRIAN ACCESSIBILITY

2.3.1. The whole of the built-up area of Marsden is within a 1000m (approximately 12 minutes) walk of the site entrance and the majority of key destinations within Marsden, within 5-6 minute walk of the site entrance onto Brougham Road. These destinations include schools, bus stops, train station, food and non-food retail and restaurants. Figure 2 overleaf shows the key destinations in Marsden within the context of the site as well as pedestrian routes leading from the site and the existing pedestrian infrastructure.

FIGURE 2. KEY DESTINATIONS, PEDESTRIAN ROUTES AND INFRASTRUCTURE



2.3.2. With respect to the local environment for walking from the site, key walking routes from the site are shown on Figure 2. These include routes to all the main residential areas of Marsden, but also to the railway station and bus stops on the A62.

2.3.3. Brougham Road has footways on both sides leading from the main site access. The footpaths on Brougham Road are of varying width with dropped kerbs with tactile paving to facilitate pedestrians crossing at most of the side roads joining it in the vicinity of the site. These continue to both kerblines of Peel Street to the north and south of the junction with Brougham Road to the west of the site and along the A62 in both directions to the east of the site.

- 2.3.4. There are zebra crossings of A62 Manchester Road at the junctions of the A62 with Peel Street and Brougham Road to facilitate pedestrian movements to and from residential areas to the south of the A62. There is also a zebra crossing of A62 Manchester Road at the end of Mill Road, to allow safe crossing to the Marsden Junior School and also at the junctions with Peel Street and Brougham Road to facilitate walking to and from residential areas to the south of the A62.
- 2.3.5. Peel Street and Station Road also offer footpaths to either kerblines leading north and south of the site, with dropped kerbs with tactile paving to facilitate pedestrians crossing at most of the side roads.

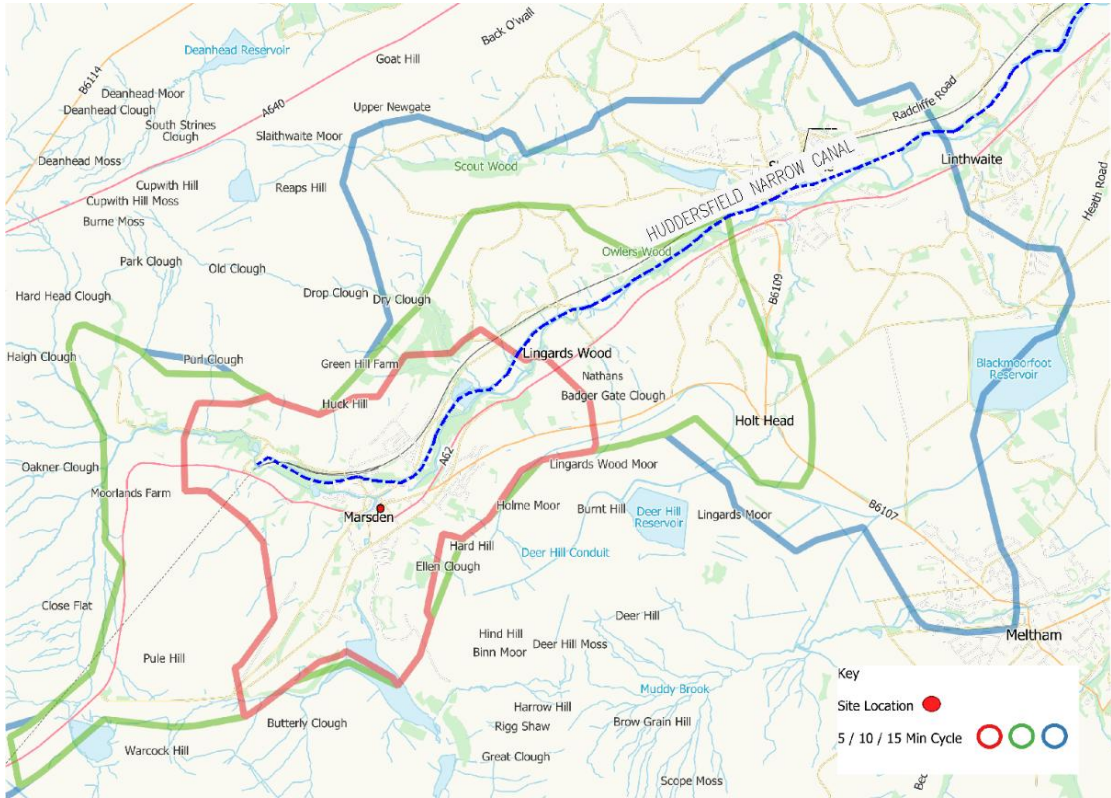
2.4. CYCLING ACCESSIBILITY

- 2.4.1. National and Local policy encourage sustainable development and a transfer of the mode of transport away from private car use, however, there is no specific policy that states the recommended maximum cycle distances for commuting / education trips. It is noted that the distances people will be willing to travel on a bicycle will be highly variable depending on the type of development, site users and age profile as well as the perception of personal safety in the local environment.
- 2.4.2. Local Transport Note (LTN) 2/08 (published by DfT) does however suggest that an acceptable and comfortable distance for general cycling trips is up to 5km and the same guidance also refers to commuting cycle trips of up to 8km. The entirety of the City Centre and inner suburbs are accessible by cycle within a 5km distance.
- 2.4.3. Whilst LTN 1/20, Cycle Infrastructure Design, July 2020, has replaced LTN2/08 and has resulted in it being withdrawn, LTN 1/20 does not contain definitive recommended maximum cycling distances and therefore there is no reason to suggest that these distances are not still applicable.

2.5. CYCLING FACILITIES

- 2.5.1. With respect to the local environment for cycling, Marsden is suitable for all types of cycling, including recreational and leisure, as well as commuting. The whole of Marsden village is within a 5-minute cycle ride. There is opportunity to use cycle routes along the canal as well as national cycle route NCN68 linking Halifax to Holmfirth. The NCN68 passes to the east of Marsden through Slaithwaite village, a 4km cycle ride along the canal from the site.
- 2.5.2. There are mountain bike trails that are accessible from the site as well as flatter leisure cycle routes which run along the canal. An Isochrone map, included as Figure 3 below, highlights in blue the areas that are accessible from the site within a 15-minute cycle.

FIGURE 3 MARSDEN CYCLING ISOCHROME MAP



- 2.5.3. The site is well connected to existing cycle infrastructure which gives access to the surrounding area networks and will encourage sustainable travel by this mode.
- 2.5.4. It is considered that there are practical and convenient links available to and from the site offering the potential for residents and visitors to walk or cycle rather than relying on the use of a private car.

3. Public Transport

BUS

- 3.1.1. The closest bus stops are located on Peel Street within a 2-minute walk of the site via the main site access or Derby Terrace, as shown on Figure 2. Further bus services can be accessed from bus stops on A62 close to the junction with Peel Street, within a 270m walk of the Brougham Road access. All of the bus stops have a pole and flag, including timetable information; the westbound bus stop on A62 benefits from a shelter.
- 3.1.2. The bus services that operate at the above bus stops are summarised within the table below.

TABLE 1. SUMMARY OF BUS ROUTES

| Route no | Route Summary | Frequency (minutes) | | | | | |
|----------------------------------|--|---------------------|-----|----------|-----|--------|-----|
| | | Monday-Friday | | Saturday | | Sunday | |
| | | Day | Eve | Day | Eve | Day | Eve |
| Peel Street Stops | | | | | | | |
| 383 | Huddersfield - Marsden | 30 | 60 | 30 | 60 | 60 | 60 |
| 938 | Marsden – Blackmoorfoot | 60 | NS | 120 | NS | NS | NS |
| 937 | Marsden – Honley | NS | NS | 120 | NS | NS | NS |
| A62 Manchester Road Stops | | | | | | | |
| 184 | Huddersfield – Slaithwaite – Marsden – Diggle – Uppermill-Oldham | 60 | 120 | 60 | 120 | 120 | NS |

*NS – No Service

- 3.1.3. Based on the above, the site is considered to be relatively well served by bus with the opportunity to travel to and from other areas in West Yorkshire for employment and leisure.

RAIL

- 3.1.4. The site is some 450 m (6-minute) walking distance from Marsden Station via Station Road; there is a reasonable prospect of walking and cycling trips being made to and from the station as part of a longer journey by rail. Marsden station offers cycle parking for 8 cycles.
- 3.1.5. Marsden Station is served by local and regional rail services with high-frequency services to a wide range of destinations. There are direct trains to Manchester Piccadilly, Huddersfield, Leeds and York as part of the Transpennine Express route, both of which offer onward services to other regional and national destinations. The Transpennine route is currently being upgraded to provide more frequent, faster and cleaner journeys for passengers across the Pennines, and will improve journeys by links from Marsden.
- 3.1.6. Based on the above, the site is considered to be well served by rail with the opportunity to travel to and from other areas in West Yorkshire for employment and leisure.

4. Development Proposals

4.1. DEVELOPMENT OVERVIEW

- 4.1.1. The development comprises the remodelling of the existing mill site, through the refurbishment and demolition of existing buildings, and the creation of new buildings, within the site.
- 4.1.2. The proposed site layout is indicated on the drawing contained within Appendix A.
- 4.1.3. In summary, the proposed application site will comprise the following buildings;
- ❖ West Mill – existing building, reduced in footprint.
 - ❖ East Mill – existing building, reduced in footprint.
 - ❖ Building A – existing building, currently operating as a Light Industrial use, occupant is Labtec.
 - ❖ Building B – existing building; and
 - ❖ Building C – new build industrial units.
- 4.1.4. The general principle and vision for the development is to limit to smaller unit sizes to accommodate local / artisan occupiers for non-food retail, workshops and light industrial units. This is intended to maximise linked trips between the different uses, local trips, within the local community, made by sustainable modes of travel.
- 4.1.5. The proposed development seeks to maximise travel on foot within the development and with Marsden, by improving existing linkages to the key destinations in Figure 2 as well as ensuring the permeability of the site.

4.1.6. The proposals include:

- ❖ Provision of a dedicated pedestrian and cycle access from the site onto Peel Street via Derby Terrace which links to existing routes to the Station and south to the schools. It also links the site and the centre of Marsden to existing sports facilities and further south, the Hemsflow sports complex as an alternative to using the main site access.
- ❖ Provision of high-quality footways throughout the site, linking the various buildings to each other and to the main site access points.
- ❖ Provision of pedestrian linkages along Mill Road from the new site access to Warehouse Mill Road and Brougham Road, through the widening of, and provision of pedestrian footway, along Mill Road. This fits in with masterplan proposals to redevelop the Lakeside area and promote access to the canal in line with the masterplan.

4.1.7. There are off site highway infrastructure improvements proposed; more detail on off-site highway improvements is presented in the Transport Assessment accompanying the planning application.

4.2. PARKING PROVISION

4.2.1. Vehicular parking has been calculated for each of the uses on the site. Parking for some uses such as the residential apartments and offices, is intended to be allocated or private, and others such as for the food retail, will utilise the short stay parking provision within the site. The proposed car park management plan forms part of the accompanying Transport Assessment.

4.2.2. The parking proposed on the site is as follows:

- ❖ Parking Spaces (allocated): 100 spaces.
- ❖ Parking spaces (unallocated): 32 spaces.
- ❖ Accessible Spaces: 10 spaces (located across the development).
- ❖ Non-residential cycle spaces: provided at 1:10 parking spaces at various locations in the development.
- ❖ Residential cycle spaces: 60 spaces within basement of East and West Mill buildings plus further for secure staff cycle parking in West Mill.

4.2.3. Indicative parking areas are identified on the proposed layout drawings in Appendix A.

4.2.4. Cycle parking for short stay visitors, longer stay employees and residential cycle parking is provided across the site as indicated on the drawings in Appendix A.

4.2.5. Electric Vehicle Charging Points (EVCP) will be provided in accordance with building regulations. With respect to EVCP the use of EVCPs will be monitored as part of the Travel Plan. Further charging points will be added to meet demand.

5. Objectives and Targets

5.1. TRAVEL PLAN OBJECTIVES

5.1.1. This Travel Plan shall, by containing appropriate 'hard' and 'soft' measures and initiatives, help improve the environment by seeking to reduce the number of trips made to and from the development by the private car. All employees and residents shall be made aware of the measures included within the Travel Plan in order that positive benefits can be delivered, and the number of trips undertaken on foot, by cycle and by public transport are increased. Visitors to the development will also be encouraged, where possible, to use more sustainable modes of travel.

5.1.2. The main objectives for the Travel Plan are:

1. *Promote sustainable travel (walking, cycling and public transport) as primary modes of travel.*
2. *Provide the infrastructure to facilitate the above*
3. *To deliver mode shift from car journeys to alternative modes including multi-occupancy trips.*
4. *To reduce vehicle emissions through the take up of alternative transport modes.*
5. *To accommodate those journeys that need to be made by car.*

5.2. TRAVEL PLAN BENEFITS

5.2.1. The wider benefits of implementing a Travel Plan and promoting active travel are as follows:

- ❖ A general improvement in the health of the community brought about through reduced air pollution and harmful admissions from a reduction in car travel and through the promotion of healthier activities such as walking and cycling.
- ❖ An improvement in accessibility and reduction in social exclusion as a result of facilitating walking, cycling and the use of public transport for those staff and students that have no regular access to a private vehicle.
- ❖ Ensuring the viability of public transport for those who need it; and
- ❖ To deliver education and promotion of walking and cycling as options for a healthier lifestyle; and
- ❖ Assisting in reducing the adverse effect of climate change as well as providing local air quality improvement.

5.3. TRAVEL PLAN TARGETS

5.3.1. Overarching targets are to be set once the baseline travel surveys have been completed (as set out in Section 5). Targets for the Travel Plan will need to be 'SMART' i.e. they must be:

Site-specific

Measurable

Achievable

Realistic

Time-related

5.3.2. As stated in the introduction, the proposed development vision (and wider Marsden masterplan) seeks to create a self-sustaining community that allows people to work and live in the town, moving around the town by active and sustainable modes of travel. Coupled with the proposed upgrades to the TransPennine rail line, it is hoped that the potential for reducing reliance on the private car will increase as the development proposals are implemented. As such the targets set below should be considered preliminary and will need regular review.

RESIDENTIAL: TRAVEL TO WORK FROM MARSDEN

5.3.3. It is anticipated that given the location of the site within the town centre and that some units will be promoted as car free, then an element of the travel plan will need to focus on ensuring those residents have knowledge of car sharing / car clubs to cover periods when car is needed.

5.3.4. However at this stage and in advance of the results of the base-line travel survey being available, National Statistics 2011 census data (Dataset QS703EW – Method of travel to work (Lower Super Output Area) provides an indication of existing journey to work mode split data for journeys to work originating in Kirklees 052A to 052D Lower Super Output Area (LSOA) which cover the whole of Marsden built up area. The average modal splits have been reported in the table overleaf. These are the same results as shown in the Transport Assessment.

5.3.5. This dataset does not include those respondents to the Census that stated they worked mainly from home and therefore is of better use in understanding the modal split for work-related journeys where respondents travelled to and from a workplace separate to their home address.

TABLE 2. METHOD OF TRAVEL TO WORK FROM MARSDEN 052A TO 052D

| Method of Travel to Work | Total | Percentage |
|------------------------------|--------------|-------------|
| Train | 272 | 9.6% |
| Bus, minibus or coach | 182 | 6.4% |
| Taxi | 6 | 0.2% |
| Motorcycle, scooter or moped | 24 | 0.8% |
| Driving a car or van | 1,944 | 68.2% |
| Passenger in a car or van | 158 | 5.5% |
| Bicycle | 38 | 1.3% |
| On foot | 220 | 7.7% |
| Other | 5 | 0.2% |
| TOTAL | 2,849 | 100% |

5.3.6. The 2011 Census mode split indicates that 68% of those travelling to work from the Marsden 052A to D LSOA drive in a car or van for their journey to work; a preliminary target is set to reduce this by 5%.

STAFF: TRAVEL TO WORK IN MARSDEN

5.3.7. National Statistics 2011 census data (Dataset WP7103EW – Workplace and Usual Residence by Method of Travel to Work gives an indication of existing journey to work mode split data from E33012082 and E33012084 workplaces zones which cover the central area of Marsden. The average modal splits for the two workplace zones have been reported in the table overleaf.

TABLE 3. METHOD OF TRAVEL TO WORK TO MARSDEN CENTRE

| Method of Travel to Work | Total | Percentage |
|------------------------------|------------|-------------|
| Train | 23 | 4% |
| Bus, minibus or coach | 43 | 8% |
| Taxi | 0 | 0% |
| Motorcycle, scooter or moped | 3 | 0% |
| Driving a car or van | 348 | 61% |
| Passenger in a car or van | 28 | 5% |
| Bicycle | 3 | 0% |
| On foot | 123 | 22% |
| Other | 0 | 0% |
| TOTAL | 571 | 100% |

5.3.8. The 2011 Census mode split indicates that 61% of those travelling to work in the Marsden central area drive in a car or van for their journey to work; a preliminary target is set to reduce this by 5%.

5.3.9. The above targets for resident and staff travel will therefore be reviewed following the initial travel survey and, within 3 months of this taking place, realistic, specific targets for modal shift will be set. This and other subsequent targets that may be set shall not be omitted or changed by the Travel Plan Co-ordinator without prior consultation with Kirklees Council (KC).

VISITORS

5.3.10. The intention is that the development will be multifunctional and be integral with the town centre. Visitors accessing the site may be undertaking trips for multiple purposes, for example visiting shops in the town centre or accessing facilities on the site. This will mean that the baseline of visitor trips varies greatly and is difficult to quantify and record.

5.3.11. As such it is not considered appropriate to set specific targets for a reduction in vehicle trips made by visitors. It is considered more appropriate to have a robust action plan that seeks to communicate and promote alternative travel options, and to ensure that the site infrastructure facilitates this.

6. Roles and Responsibilities

6.1. INTRODUCTION

6.1.1. An important aspect of a successful TP is the allocation of sufficient time and resources to enable it to happen. This can be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved. Actions in relation to the roles and responsibilities are provide in Appendix B.

6.2. TRAVEL PLAN CO-ORDINATOR

6.2.1. A Travel Plan Co-ordinator (TPC) will be appointed within three months prior to first occupation of any part of the development. The TPC will have sufficient responsibility to be able to effectively implement, manage and monitor the Travel Plan which will cover the New Mills site as a whole.

6.2.2. It is anticipated that the TPC role will be undertaken by the management company for the New Mills site.

6.2.3. Once appointed, the TPC will inform Kirklees Council Travel Planning Officer of the date that this work commenced and provide full contact details.

6.2.4. The duties of the TPC will include:

- ❖ Implementation of the Travel Plan.
- ❖ Acting as a single point of contact at the development for all transport, access and travel related issues.

- ❖ Acting as a single point of contact regarding emerging Marsden Masterplan proposals in order to maximise the benefits of these for staff, residents and visitors to the site.
- ❖ Obtaining and providing staff, residents and visitors with up-to-date details of information relating to access to the development via sustainable modes.
- ❖ Obtaining and providing visitors with up-to-date details of information relating to access to the development via sustainable modes.
- ❖ Carrying out annual travel surveys and providing information on monitoring and reporting to KC.
- ❖ Ongoing liaison with KC and other key stakeholders.

7. Monitoring and Review

7.1. INTRODUCTION

- 7.1.1. A successful Travel Plan must have an appropriate monitoring and review programme that measures success (and failure) and reinvigorates the process where necessary.
- 7.1.2. At this stage it is assumed that there will be a single management company that is responsible for all the different future occupiers on site; this section has been written on that basis.
- 7.1.3. If this is different in practice, the monitoring and review section of this travel plan will need to be revisited.

7.2. TRAVEL SURVEY

- 7.2.1. A critical element of the information gathering exercise for the site is to conduct a questionnaire survey of all occupiers of the site, including staff and residents. There will be no questionnaire undertaken of visitor travel patterns as explained in Section 5 of this document.
- 7.2.2. The travel questionnaire survey will provide details of circumstances, travel patterns and preferences etc and will also increase staff and resident awareness of travel issues.
- 7.2.3. A sample staff travel survey questionnaire is contained at Appendix C and could be adapted to reflect a residents travel survey.

STAFF TRAVEL SURVEY

- 7.2.4. An initial travel survey of all staff will take place once 100% of staff have been employed by the unit.
- 7.2.5. The results of the survey will be provided to KC within one month of the survey taking place and will be compared against the interim target set out in Section 3.

RESIDENTS TRAVEL SURVEY

- 7.2.6. An initial travel survey of residents will take place at once 100% occupancy of the residential units has been achieved.
- 7.2.7. The results of the survey will be provided to Kirklees Council within one month of the survey taking place and will be compared against the interim target set out in Section 3.

7.3. MONITORING AND ANNUAL REVIEW

- 7.3.1. The Travel Plan will be monitored on an annual basis, which will include a full survey of users specified in this TP and set out in Section 7.2 above. The TPC will consider the use of Survey Monkey or similar to carry out these annual surveys.
- 7.3.2. Within 3 months of the annual review, the TPC shall agree the following Travel Plan items with KC:
- ❖ Any revised site-specific measures to reduce the number of car-borne trips; and
 - ❖ Any revisions to the modal split targets for staff and residents because of carrying out the surveys.

- 7.3.3. The annual monitoring report will also review the progress that has been achieved in implementing all measures against the modal shift targets over the preceding twelve-month period. The TPC will report any progress made to the relevant external organisations including KC and public transport operators where appropriate.
- 7.3.4. Following the completion of the annual monitoring report, the TPC will review the Travel Plan as appropriate and will identify and implement any further actions/measures to progress and, if necessary, improve the Travel Plan to meet the objectives and targets. The TPC will undertake this review in consultation with KC and any other relevant stakeholders.
- 7.3.5. See the action plan in Appendix B for a summary of the measures proposed in relation to monitoring and review.

7.4. MAINTAINING INTEREST

- 7.4.1. For the TPC to maintain interest in the Travel Plan there are a few key points that will help assist in ensuring the people are not discouraged. These are as follows:
- ❖ Ensuring that the measures implemented work, this will maintain confidence in the Travel Plan.
 - ❖ Ensuring that there is regular communication to keep Travel Plan issues in people's minds.
 - ❖ Ensuring that assistance is readily available to try and resolve any problems experienced by staff and students in their attempts to change modes.
 - ❖ Ensuring all travel and transport information is up to date.
 - ❖ Developing a successful feedback mechanism.

8. Measures

8.1. ACTION PLAN

- 8.1.1. To meet the objectives and targets identified in section 5 a series of both infrastructure improvements and softer measures will be put into place. The proposed measures are summarised within the Action plan in Appendix B. This will be monitored and updated / added to as the Travel Plan progresses.
- 8.1.2. The infrastructure improvements (a number of which are outlined in the proposed development section 4) are undertaken during the construction phase of the project and are the responsibility of the contractor and developer and be available at the point of occupation, The TPC should check that this infrastructure is in place.

8.2. MARKETING AND COMMUNICATION

- 8.2.1. The Travel Plan Co-ordinator will develop a marketing and communication strategy to ensure that information reaches staff, residents and visitors in the most efficient and appropriate manner possible depending on individual needs.
- 8.2.2. As part of the strategy, the Travel Plan Co-ordinator will consider activities to coincide with national events such as Bike Week, National Lift Share Day, In Town without My Car, World Health Day, etc.
- 8.2.3. An Initial Action Plan is provided in Appendix B and includes the above suggested actions.

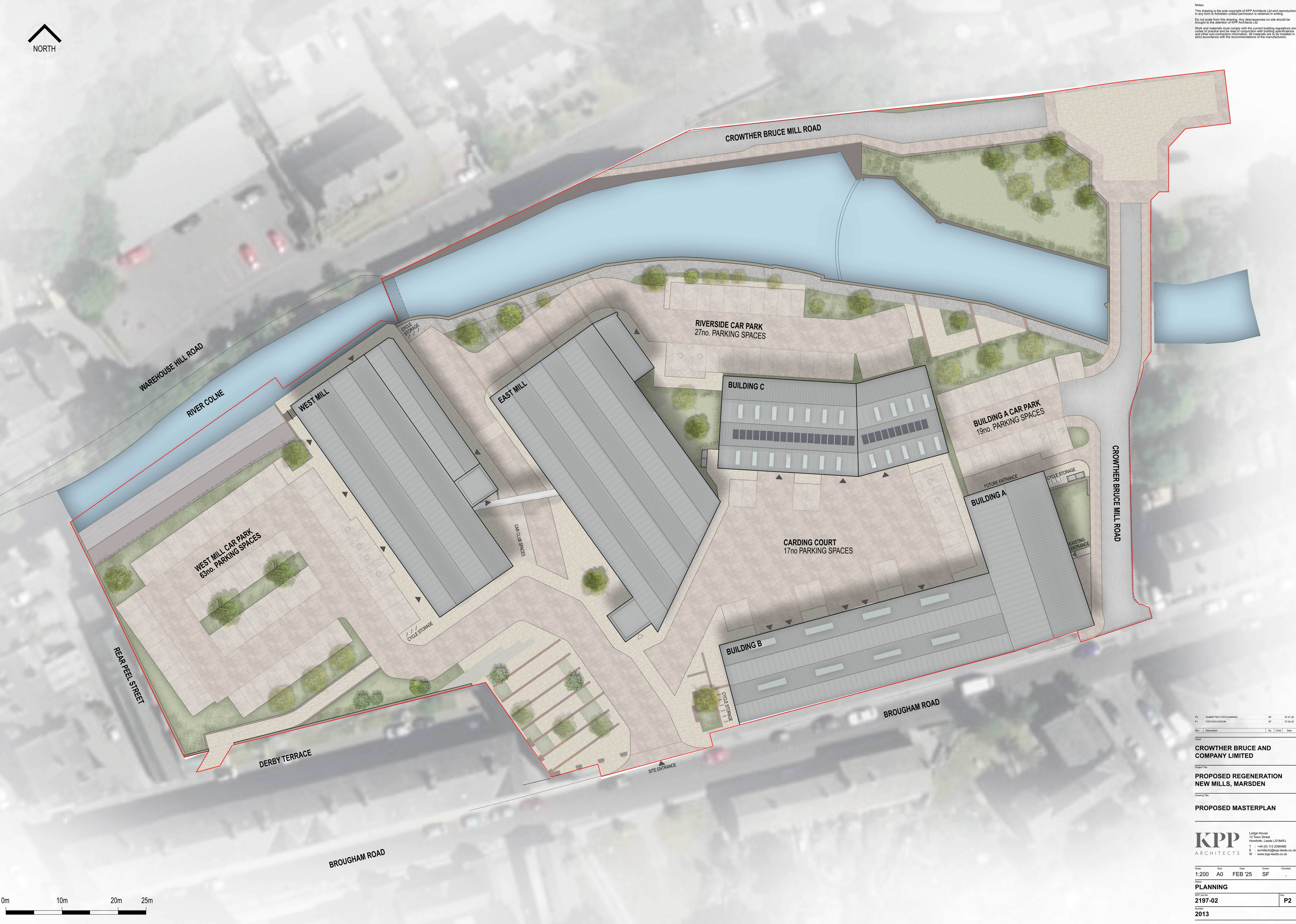
APPENDIX A

Proposed Development Plans





Notes:
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| P2 | SUBMITTED FOR PLANNING | SF | 07.01.20 |
| P1 | FOR DISCUSSION | SF | 07.04.20 |
| Rev | Description | By | Check |

Client:
CROWTHER BRUCE AND COMPANY LIMITED

Project Title:
PROPOSED REGENERATION NEW MILLS, MARSDEN

Drawing Title:
PROPOSED MASTERPLAN

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| 1:200 | A0 | FEB '25 | SF | . |

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APPENDIX B

Action Plan



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| Relevant Objective | Measure | Details | Responsibility | Timescales |
|------------------------------|----------------------------------|---|--|---|
| Actions for all Users | | | | |
| 1, 3, 4 | Nearby Facilities | Make site users aware of local services within cycling / walking distance – though the Travel Information Leaflet and development website/social media feeds. Preferred communication mechanism to be developed when management structure more defined | TPC | Within 3 months of occupation and then ongoing for the 5 years of the plan. |
| 1, 3, 4 | Walking / Cycling Routes | Promotion of walking and cycling routes near site (particularly off road) - though the Travel Information Leaflet and development website | TPC | Within 3 months of occupation then quarterly for the 5 years of the plan. |
| 1,4 | Public Transport Infrastructure | Publicise public transport routes, timetables, and fare information to staff -though the Travel Information Leaflet and development website/ social media feeds. Preferred communication mechanism to be developed when management structure more defined | TPC | Within 3 months of occupation review annually for the 5 years of the plan. |
| 2 | Cycle Parking and Storage | Covered and secure cycle parking will be provided on site. This parking will include facilities for charging electric bicycles. | Site Management Company / Construction Company | To be established as part of construction phase |
| 1, 2, 3 | Bike Club | Consider the implementation of a bike hire scheme for all users of the site. | TPC | Following occupation and travel surveys |
| 2 | Bicycle Maintenance Tool Station | A cycle maintenance stand and tools will be available to use on site, close to cycle parking at Building A and West Mill and within cycle parking in basements of East and West Mill | TPC | To be established as part of construction phase |

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|--|---|--|--|--|
| 2 | Bike Maintenance Workshops | Consider visiting bike technicians to undertake maintenance work shops for basic bike repairs | TPC | To be reviewed as part of travel questionnaires |
| 1, 2 | Infrastructure Improvements | As part of the development proposals, infrastructure around the site to be improved | Site Management Company / Construction Company | As part of the construction phase |
| 1,4 | Information | Promote sustainable travel highlighting rail, bus, cycling and walking links, as well as local and cycling and walking groups – through the development website. | Site Management Company to initiate / TPC to populate and manage | Prior to occupation then quarterly review and promotion for the 5 years of the plan. |
| 1, 3, 4 | Promote active schools | Discuss the potential for linking with the local schools to encourage use of active and sustainable travel modes e.g. national and local initiatives for | TPC | Following occupation and travel surveys |
| 2,4 | Electric Vehicle Charging Points | Electric Vehicle Parking will be provided on site. | Site Management Company / Construction Company | To be installed as part of construction phase |
| 1, 4 | Cafés and Restaurants Discounts | Discuss the potential for discounts at café/restaurant on site for residents and staff, or for travel to the site by public transport | TPC | Following occupation and travel surveys |
| Actions for Residents and Staff | | | | |
| 1,3,4 | Welcome Packs / Personalised Travel Plans | Personalised Travel Plans will be offered to staff and residents | TPC | Prepare and introduce to all staff and residents prior to start. |
| 3, 4 | Car Clubs | Promote the car club provision within the site – through the Travel Information Leaflet and the development website/social media feeds. | TPC | Within 3 months of occupation |

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|-----------------------------------|--|---|--|---|
| 1, 3, 4 | Discounted travel and taster tickets on public transport | Discuss the potential for discounted travel tickets, or taster tickets on local rail and bus services. The provision for this may, in part be secured through the S106. | TPC | Following occupation and travel surveys |
| 2 | Puncture Repair Kit / Bicycle Maintenance Tools | A puncture repair kit, pump and geared cycle maintenance will be available to borrow on site. | TPC | Monitor use then replace as required |
| 1, 4 | Local Bike Shop Discounts | Discuss the potential for discounted bike / equipment for staff and residents. | TPC | Following occupation and travel surveys |
| Actions for Residents only | | | | |
| 2 | Cycle Parking and Storage | Secure cycle parking will be provided within the basement level of the East and West Mill. This parking will include facilities for charging electric bicycles. The parking will also include space for accessible bicycles. | Site Management Company / Construction Company | To be established as part of construction phase |
| Actions for Staff only | | | | |
| 1, 2, 4 | Bicycle Purchase Scheme | Consider the implementation of a Cycle2Work (cycle purchase) scheme with site operator, which is then promoted to staff. | Site Operator to agree / TPC to promote | Promote the scheme as part of the staff induction / training process. |
| 1, 2 | Shower / Changing Facilities and Lockers | Consideration to provision of showers and changing room to be made available for staff. Lockers will be provided within the staff room. | Site Management Company / Construction Company | To be installed as part of the construction phase, this is subject to operator requirements |
| 4 | Car Sharing | Staff and residents will be made aware of local car share databases and will be promoted to all site users. If there are any shift patterns, identify staff on site that may be able to car share with other members of staff | TPC | Within 3 months of occupation, appropriate review for the 5 years of the plan. |

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|--------------------------------------|--|---|-------------------------------|--|
| 3 | Local Recruitment Policy | Adoption of a local recruitment policy to facilitate non-car use. | Site Management Company / TPC | On going |
| Monitoring And Review Actions | | | | |
| Monitor review | Travel Plan Coordinator (TPC) | To be appointed prior to occupation | Site Operator | To be appointed prior to occupation |
| Monitor review | Undertake an initial survey to provide a baseline and inform initial target. | Survey protocols to be confirmed. 100% staff occupation and 100% residential occupation | Site Operator | 3 months post occupation or when staffing levels are at 100% |
| Monitoring and review | Travel Surveys | Collection of Baseline data relating to the modes of transport used by staff and visitors in Year 1. Repeat this process in years 3 and 5. This includes staff and residents travel questionnaires, travel diaries, parking surveys, cycle parking and car club use as appropriate. | TPC | To be completed as a baseline in Year 1 then repeated in Years 3 and 5. |
| Monitoring and review | Target Review | Set targets in Year 1 following travel surveys and then review all targets in Years 3 and 5 to see if they are being met. | TPC | Targets to be set in Year 1, following completion of the corresponding travel survey, and reviewed in Years 3 and 5. |
| Monitoring and review | Additional / Remedial Measures | Further promotion of above initiatives and possible induction of further schemes if targets are not met. | TPC / Site Operator | Annually for 5 years following biennial and snapshot travel surveys being completed. |

APENDIX C

Sample Travel Questionnaire



TRAVEL PLAN DRAFT STAFF QUESTIONNAIRE



This is a travel survey of all members of staff at your workplace to understand current employee travel habits. This information will be used to develop a Travel Plan aiming to improve staff and visitor use of alternative modes of transport to the private car.

Please complete the survey based on your usual travel to work habits. Once completed please pass your survey form back to the Travel Plan Co-ordinator.

The information that you provide will be treated with the strictest confidence.

1. Please tick the box which represents your current employment status:

- Full-time*
- Part-time*

2. What is your home postcode?

3. What are your typical working hours?

- Monday*.....
- Tuesday*.....
- Wednesday*.....
- Thursday*.....
- Friday*.....
- Saturday*.....
- Sunday*
- I don't have set working hours*.....

4. Approximately how far is your journey to work?

- Less than 1km*
- 1-2km*
- 2-5km*
- 5-10km*
- 10 km +*

5. Approximately how long does it take you to travel to work?

- 0-15 minutes*
- 15-30 minutes*
- 30-45 minutes*
- Over 45 minutes*

TRAVEL PLAN DRAFT STAFF QUESTIONNAIRE



6a. What mode of transport do you use to get to work most often?

- Walk / Run
- Cycle
- Electric bike (or scooter)
- Bus
- Car (Driver)
- Car (passenger)
- Electric car (driver)
- Electric Car (Passenger)
- Motorbike
- Work mainly at home
- Other (please specify)

6b. How many times a week do you use the option, circle the most relevant?

- Every day at work
- Most of the time
- Varies depending on what I have on, comments:

7. What are your main reasons for using that mode (tick up to 2 that apply)?

- Cheapest
- Habit
- Quickest
- Personal Safety
- Health/environmental benefits
- Other commitments before after work
- e.g. school run
- Lack of alternative
- No viable public transport
- Reliability
- Less stressful
- Other – Please specify

8. Are there any other modes of transport you use on a less regular basis or as an alternative to what you have identified in Q6a

Insert

1 for Once/twice week **2** for once/twice month or **3** Less frequent

TRAVEL PLAN DRAFT STAFF QUESTIONNAIRE



-
- Walk / Run
- Cycle
- Electric bike (or scooter)
- Bus
- Train / tram
- Car (Driver)
- Car (passenger)
- Electric car (driver)
- Electric Car (Passenger)
- Motorbike
- Other (please specify)
11. Do you have a disability which affects your travel arrangements?
- Yes
- No
12. If you drive to work, would you be interested in taking part in a Car Sharing scheme with other staff who work at the site or as part of a regional wide scheme if?
- Yes
- No
13. If no, what would encourage you to carshare?
- Help in finding car share partners with similar work patterns
- Free taxi home if let down by car driver
- Reserved parking for car sharers
- Improved availability of pool cars at work
- Other
14. Which of the following would encourage you to use public transport to travel to work, tick as many as applicable and the most important one to you with a star?
- More direct bus routes
- More cost-effective public transport
- More frequent bus services / earlier or later services
- More reliable bus services
- Help to purchase season tickets
-

**TRAVEL PLAN
DRAFT STAFF QUESTIONNAIRE**



- I would NEVER use public transport to travel to work
15. Which of the following would encourage you to walk / run to work more often, tick as many as applicable and the most important one to you with a star?
- 1. More dedicated cycle / walking routes
 - 2. Walking buddy
 - 3. Quality information on the local network
 - 4. Safe crossing points on local roads
 - 5. Shower and changing facilities at work
 - 6. Improved security and lighting
 - 7. Guaranteed ride home in time of family emergency
 - 8. I would NEVER walk / run to work
16. Which of the following would encourage you to cycle to work more, tick as many as applicable and the most important one to you with a star?
- 1. Improved cycle parking at work
 - 2. Electric bicycle charging at work
 - 3. Shower and changing facilities at work
 - 4. Opportunity to purchase a bike through scheme
 - 5. Cycle training / maintenance
 - 6. Improved security and lighting
 - 7. Guaranteed ride home in time of family emergency
 - 8. I would NEVER cycle to work
17. Do you have any comments or ideas that you would like to tell us about your existing / future travel to work journey?
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