



FRAMEWORK TRAVEL PLAN

LAND OFF LEES HALL ROAD, DEWSBURY

Client: Miller Homes



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SECTION 1 INTRODUCTION

- 1.1 i-Transport has been commissioned by Miller Homes to produce a Framework Travel Plan (FTP) in support of an outline planning application for residential development of up to 120 dwellings on land off Lees Hall Road in the Thornhill Lees area of Dewsbury.
- 1.2 The site is located circa 3km to the south of Dewsbury town centre and is identified in the adopted Kirklees Unitary Development Plan (UDP) as being Provisional Open Land (POL).
- 1.3 POL sites are urban open land sites which have been assessed as having lesser quality than those designated as 'urban greenspace' and which have been judged, by the Council, as being capable of development. Development is permissible in connection with established uses (in this case housing), forward following a review of the Plan, where it will not prejudice the function or value of the land and/or will help ensure the land is properly looked after.
- 1.4 The site also falls within a strategic development option, identified by Kirklees Council within the emerging Local Plan as site H2089 'Land to the South of Ravensthorpe Road, Thornhill Lees, Dewsbury'.
- 1.5 Therefore, the site is considered suitable for housing by Kirklees Council in both the currently adopted UDP and the emerging 'New Local Plan'.
- 1.6 Means of access is proposed via the creation of a new simple priority junction on Lees Hall Road, to the west of Parker Road.
- 1.7 A Transport Assessment (TA) has been prepared as a separate document (ref ITY11389-001 R). The TA concludes that there are no significant highway impacts and that the site is located in a sustainable location, with access to a variety of key facilities and services via sustainable modes of transport such as walking, cycling and public transport.
- 1.8 This Framework Travel Plan summarises the accessibility of the site and outlines a range of Travel Plan measures which will be promoted to residents to encourage sustainable travel patterns at the site. This document also provides an outline of the monitoring strategy, which will be implemented at this site and identifies provisional targets.

1.9 The report sets out the following:

- Section 2 – a summary of the development proposals, including the proposed development quanta, site location and access arrangements;
- Section 3 - an audit of the existing sustainable transport infrastructure including an assessment of the accessibility of the site to key services and facilities by sustainable modes of transport;
- Section 4 - the objectives and overall strategy of the Travel Plan;
- Section 5 - the proposed Travel Plan measures and actions, including the role of the Travel Plan Co-ordinator, and proposed measures to encourage travel by walking, cycling and public transport; and
- Section 6 details the proposed Travel Plan monitoring process, along with details of timescales.

SECTION 2 DEVELOPMENT PROPOSALS

2.1 **Site Location**

2.1.1 The site is located in the Thornhill Lees area of Dewsbury. Figure 2.1 illustrates the site location.

2.1.2 Dewsbury town centre is located approximately 3km to the north of the site. It provides a range of existing facilities catering for the principal journey purposes and needs of future residents.

2.2 **Development Proposals**

2.2.1 The development will comprise up to 120 no. residential units, with access from Lees Hall Road.

2.2.2 An illustrative masterplan is reproduced at **Appendix A**. A proportion, anticipated to be circa 30%, of the dwellings will be affordable.

2.2.3 The final mix of dwelling types and sizes will be the subject of future reserved matters applications.

2.2.4 Vehicular, pedestrian and cycle access into the site is proposed via the creation of a new priority T-junction with Lees Hall Road.

2.2.5 It is proposed to relocate the existing speed table on Lees Hall Road adjacent to the site access junction circa 25m west of its current position. Doing so places the speed table equidistant between junctions and would not impede access to existing properties.

2.2.6 East of the proposed site access (and west of Parker Road) dropped kerbs and tactile paving is proposed to guide pedestrians across Lees Hall Road at an appropriate location.

2.2.7 In addition to the main point of access into the site, the illustrative masterplan shows a pedestrian and cycle only access linking the site to Lees Hall Road at the Brewery Lane mini-roundabout junction via an extension of the service road between Nos. 335 and 347 Lees Hall Road. This link affords shorter connections to the bus stops on Lees Hall Road and a number of key services on Brewery Lane.

2.2.8 Full details are set out in the TA.

2.3 Internal Site Layout

2.3.1 This is an outline planning application and the internal site layout, as shown indicatively on the illustrative masterplan, will be a reserved matter.

2.3.2 The illustrative masterplan shows a spine road running along the southern boundary of the site, with the majority of dwellings provided to the north of the spine road. It is envisaged that the spine road within the site will be designed to a width of 6.75m, so as to not prejudice the potential ability to route bus services through the site in future, should the wider emerging allocation come about through the Local Plan process.

2.3.3 The majority of dwellings are shown being accessed directly off the spine road. Two shared surface areas are indicatively shown within the site.

2.3.4 Details of refuse collection arrangements within the site, including turning heads and locations of any bins stores or collection points will be a reserved matter.

2.4 Parking Provision

2.4.1 Car and cycle parking provision are reserved matters.

2.4.2 Parking will be provided in accordance with Kirklees Council's prevailing parking standards for residential developments and taking account of the requirements of the market.

2.4.3 The requirements for secure cycle parking within garages and/or in curtilage storage as appropriate will also be determined as part of Reserved Matters applications.

2.4.4 It is considered that there is ample space within the site to provide the necessary quanta of car and cycle parking.

SECTION 3 SUSTAINABLE TRANSPORT PROVISION AND SITE ACCESSIBILITY

3.1 Introduction

3.1.1 This section considers the existing sustainable transport provision within the vicinity of the site and appraises the accessibility of the site to a range of key services and facilities.

3.2 Existing Public Transport Provision

3.2.1 The development site is located to take advantage of existing public transport services that operate in the vicinity of the site. Existing conditions are described below.

Bus Services

3.2.2 The closest bus stops to the site are located on Lees Hall Road, approximately 220m from the centre of the site, which equates approximately to a 3-minute walk. The westbound stop provides a shelter, seating and timetable information. The corresponding eastbound bus stop provides a bus flag and timetable information. These bus stops are served by the number 128, 130, 281/282 and 283 services which provide access to Bradford, Wakefield, Thornhill and Birstall.

3.2.3 Table 3.1 summarises the local bus services in the vicinity of the site, identifying the frequency and route of each service.

Table 3.1: Local Bus Services

Service	Route	Mon - Sat		Sunday	
		Day	Eve	Day	Eve
128 / 130	Wakefield - Dewsbury	Every 60 mins	-	-	-
281/282	Fieldhead Estate - Thornhill	Every 30 mins	Every 30 mins	Every 60 mins	Every 60 mins
283	Bradford - Thornhill	Every 60 mins	Every 60 mins	Every 60 mins	Every 60 mins

3.2.4 The table shows that the site is well served by existing frequent bus services, with bus stops within an acceptable walking distance of the site. Figure 3.1 illustrates these bus routes and identifies the location of bus stops in the vicinity of the site.

3.2.5 A bus map and bus timetable information is provided in **Appendix B**.

Rail Services

3.2.6 The closest railway station to the site is Ravensthorpe Station, which is situated approximately 1.8km from the centre of the site, equating to a circa 21-minute walk (assuming a walk speed of 1.4m/s or c. 5kph) or an 7.5-minute cycle from the site (assuming a cycle speed of c. 15kph). 10. no. uncovered cycle parking stands are provided at the Station.

3.2.7 Ravensthorpe Station provides connections to Leeds and Huddersfield as well as local destinations including Dewsbury, Batley, Morley and Mirfield.

3.2.8 Table 3.2 provides a summary of the rail services from Ravensthorpe Station.

Table 3.2: Local Rail Services from Ravensthorpe Station

Route	Mon - Sat			Sunday	
	Morning Peak	Off Peak	Evening	Day	Evening
Huddersfield-Ravensthorpe – Dewsbury – Batley – Morley – Leeds	Every 30 mins	1 per hour	1 per hour	1 every 2 hours	1 every 2 hours
Leeds-Ravensthorpe – Mirfield – Deighton - Huddersfield	1 per hour	1 per hour	Every 30 mins	1 every 2 hours	1 every 2 hours

3.2.9 Dewsbury rail station is located approximately 3km from the site and can be accessed via the 128/130 bus. Dewsbury Station provides connections to Liverpool, Hull, Scarborough and Manchester.

3.3 Walking and Cycling

3.3.1 Whilst superseded by the National Planning Policy Framework (NPPF), the transport policies set out in the former PPG13 set out specific guidance related to acceptable walking and cycling distances to local facilities. These distances also accord with the Institution of Highways and Transportation guidance on walking (Providing for Journeys on Foot) and the Department for Transport’s guidance on cycling (LTN 2/08 Cycle Infrastructure Design):

‘Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres’ (PPG13 - Para 74)

and

‘Cycling also has potential to substitute for short car trips, particularly those under 5 kilometres, and to form part of a longer journey by public transport’ (PPG13 - Para 77)

- 3.3.2 These potential walking and cycling catchments have been used in the consideration of the accessibility of the site set out below.

Pedestrian Network

- 3.3.3 Footways, ranging from approximately 1.2m – 1.8m in width, are provided in the vicinity of the site along Lees Hall Road and surrounding streets. These footways are street lit at regular intervals.

- 3.3.4 A zebra crossing is provided across Lees Hall Road between Brewery Lane and Lees Holm. Future residents of the site will therefore be able to safely and conveniently cross Lees Hall Road in order to access local bus stops and key facilities situated to the north of the site.

Public Rights of Way

- 3.3.5 There are a number of public rights of way (PROW) in the vicinity of the site. A footpath runs along the eastern edge of the site connecting Lees Hall Road with Mountain Road to the south east. This connects to other footpaths in the area which link to Overthorpe Road and Long Causeway.

Cycling Network

- 3.3.6 National Cycle Route (NCR) 66 is located c.400m north of the centre of the site. It runs alongside the Calder and Hebble Navigation Canal, providing access to Dewsbury Country Park to the north west.
- 3.3.7 The Spenn Valley Greenway uses a disused railway line running near the River Spenn to link the towns of Cleckheaton, Dewsbury and Heckmondwike and ultimately links to Bradford.

3.3.8 NCR66 also provides a connection to NCR69 at the River Calder, which continues towards Dewsbury town centre.

3.3.9 An advisory cycle route is provided on Ouzelwell Lane, c.1km west of the site. This route runs through countryside (off-road) to the south west of the site.

3.3.10 These cycle routes are presented on the Dewsbury cycle map located in **Appendix C**.

3.4 **Site Accessibility**

3.4.1 Figure 3.1 illustrates the key facilities within the vicinity of the site and identifies a 2km walking catchment, within which it is expected that walking (and/or cycling) could reasonably replace short car journeys.

3.4.2 The NPPF outlines that sustainable development can be achieved by providing housing with accessible local services that reflect the community's needs. There is a range of key facilities and services within the vicinity of the application site. The location of the nearest of each of the services is outlined in Table 3.3 below, together with details of the respective walking time / distance from the centre of the site. Where facilities are not within walking distance – i.e. beyond 2km - details of public transport connections are presented.

Table 3.3: Accessibility of Local Services

Category	Land Use	Name	Location	Distance (walk time)
Retail	Foodstore	Mullaco Supermarket	Slaithwaite Rd	800m (10mins)
	Convenience	Thornhill Lees Post Office	Brewery Lane	620m (7mins)
Education	Primary School	Ravenshall School	Ravensthorpe Rd	920m (11mins)
		Headfield C of E Junior School	Vicarage Rd	1.2km (14mins)
	Secondary School	Thornhill Community Academy	Valley Drive	2.7km (14min* by bus)
Health	GP's	Thornhill Lees Medical Centre	Slaithwaite Rd	800m (10mins)
	Pharmacy	Brewery Lane Pharmacy	Brewery Lane	350m (4mins)
	Dentists	Thornhill Dental	Edge Lane	2.0km (24mins)
Leisure	Various	Honeysuckle Park	Lees Hall Road	600m (7mins)
		Thornhill Lees Community Centre	Brewery Lane	350m (4mins)
Employment	Various	Industrial Estate off Forge Ln	Forge Ln	1.0km (12mins)

* Accessible by Public Transport using bus service 281/283 as outlined in Table 2.1

- 3.4.3 In summary there are a large number of local destinations to the north of the site which can be accessed on foot within an acceptable distance. Existing and proposed crossing facilities mean that trips can be made on foot safely.
- 3.4.4 Existing bus stops and services can be used to access destinations further afield.
- 3.4.5 It is therefore concluded that the site is readily accessible to a large number of facilities and services by sustainable modes of transport.

SECTION 4 TRAVEL PLAN OBJECTIVES AND BENEFITS**4.1 Introduction**

4.1.1 This section sets out the vision and objectives that will guide the Travel Plan development and implementation.

4.1.2 This Framework Travel Plan has been designed to reduce the number of single occupancy car journeys and promote sustainable modes of transport through public transport use, walking, cycling and car sharing.

4.1.3 This Framework Travel Plan outlines a range of measures which will encourage sustainable travel patterns at the site and achieve the objectives and subsequent benefits outlined below.

4.1.4 The West Yorkshire Local Transport Plan outlines the objectives and benefits of a Travel Plan. These objectives have been included below and will be addressed through the provision of measures as described in Section 5.

4.2 Travel Plan Objectives

4.2.1 This Travel Plan is based upon the achievement of the following objectives:

- Encouraging modal switch to public transport;
- Promoting smarter travel choices; and
- Encouraging more sustainable travel.

4.2.2 The measures identified in this Framework Travel Plan have been designed to achieve these objectives. The Travel Plan will also seek to increase awareness of travel options amongst residents, to allow them to make informed travel choices in the future. The Travel Plan will highlight the economic, social and environmental benefits of sustainable travel patterns.

4.2.3 The Travel Plan will promote sustainable travel from the outset and the developer will continue to engage with residents on sustainable travel choices to achieve a commitment to changing travel habits amongst the community.

4.2.4 This Travel Plan will therefore seek to:

- Develop an awareness of locally available non-car modes of transport among residents;
- Deliver measures to ensure safe pedestrian and cycle movements to/from the site and reduce traffic speeds where appropriate;
- Promote sustainable travel from the outset and to continue to engage with residents on sustainable travel choices to achieve a commitment to changing travel habits amongst the new community; and
- Promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and to highlight the health and environmental benefits of adopting sustainable travel patterns.

4.3 Travel Plan Benefits

4.3.1 There are a number of benefits that will be derived from the successful implementation of the Travel Plan at the development for residents and visitors as well as the wider community. These include:-

- Reducing congestion and peak time traffic conflicts;
- Tackling social exclusion and improving accessibility;
- Facilitating improved public transport;
- Improved health and fitness through increased levels of walking and cycling;
- Increased flexibility offered through wider travel choices;
- The social aspects of sharing transport with others; and
- A better environment within the site and its immediate environs as vehicular movements are minimised.

4.4 Travel Plan Strategy

4.4.1 The proposed Travel Plan Strategy will include a combination of physical measures designed to enhance sustainable transport linkages at the site, travel awareness incentives designed to encourage sustainable travel, and a communications strategy designed to inform residents of their options.

4.4.2 The proposed monitoring strategy that will be adopted for the site to determine how the Travel Plan is performing against these objectives is set out later in this report.

SECTION 5 TRAVEL PLAN MEASURES AND ACTIONS

5.1 Introduction

5.1.1 This Framework Travel Plan sets out a range of travel plan measures that will be implemented at the site to achieve the objectives and benefits outlined above and to encourage the use of sustainable travel. These measures are outlined in Table 5.1 below.

Table 5.1: Travel Plan Measures

Reference	Travel Plan Measure
TPM1	Travel Plan Co-ordinator
TPM2	On-site footways and pedestrian/cyclist connections
TPM3	Cycle Parking
TPM4	Travel notice board
TPM5	Electric Vehicle Charging Points
TPM6	Travel Vouchers
TPM7	Residents Travel Information and Welcome Pack
TPM8	Car sharing
TPM9	Reducing the need to travel
TPM10	Walking bus
TPM11	Personalised travel planning

5.1.2 The role of the Travel Plan Co-ordinator (TPC) is crucial to the success of the Travel Plan as they will take the lead on the development, implementation and monitoring of the final Travel Plan. The TPC's role is outlined in more detail below.

5.1.3 Physical measures to encourage sustainable travel are described below, along with details of 'soft' measures to encourage the use of these modes and reduce the need to travel.

5.2 Travel Plan Co-ordinator (TPM1)

5.2.1 A Travel Plan Co-ordinator (TPC) will be appointed by Miller Homes to promote Travel Plan measures amongst residents. The TPC role will begin upon occupation of the sales and marketing suite; it is anticipated that the TPC will be a member of the Miller Homes sales and marketing team, who will be based on site during initial occupation of the site and during the build-out period. Once the development is fully constructed, the TPC / Miller Homes will inform Kirklees Council of the ongoing responsibility of the TPC role.

5.2.2 The TPC will be the primary point of contact for residents as they move into the site. The TPC will address any travel queries, offer details of local travel options, outline the aims and objectives of the Travel Plan and provide advice on how to adopt sustainable travel patterns. The TPC will also be responsible for disseminating the Travel Information and Welcome Packs (see below) and other information relating to the ongoing implementation and monitoring of the Travel Plan. Details of the monitoring strategy are included in Section 6 below.

5.2.3 The TPC will have overall responsibility for the development and implementation of the final Travel Plan and for monitoring the success of the Travel Plan on an on-going basis.

5.2.4 In addition to implementing various measures described below, the TPC will encourage future residents to adopt sustainable travel patterns from the outset of their occupation within the development.

5.2.5 The TPC will be provided with the necessary budgets to ensure the implementation of the measures set out in this Travel Plan and to conduct monitoring as described below.

5.3 Physical Measures

On-site Pedestrian and Cycle Connections (TPM2)

5.3.1 The illustrative masterplan has been developed cognisant of the need to maximise opportunities for travel by walking, cycling and public transport. Footways will be provided throughout the site and these link into the external footway network on Lees Hall Road. The internal street network will be designed to encourage low vehicle speeds to encourage cyclists.

5.3.2 A pedestrian and cycle access is shown from the centre of the site to Lees Hall Road at the junction with Brewery Lane, providing connections to the bus stops along Lees Hall Road and the key facilities along Brewery Lane.

5.3.3 Further pedestrian connections are provided at the main vehicular access to the east of the site.

Cycle Parking (TPM3)

5.3.4 As these proposals are for an outline application the detail of the mixture of residential dwellings is not yet established and will be determined as part of future Reserved Matters applications. Cycle parking will be provided within garages and in-curtilage storage areas for each residential dwelling and can be subject to an appropriate planning condition.

Notice Board (TPM4)

5.3.5 A Travel Notice Board will be implemented at the site and will include up to date information on walking, cycling and public transport services. It will set out details of the Travel Plan aims and benefits. Similar information will also be displayed in the Miller Homes sales office.

Electric Vehicle Charging Points (TPM5)

5.3.6 Appropriate provision for electric vehicle charge points will be included within all garages provided on site. Details can be covered by an appropriately worded planning condition.

5.4 **Measures to Encourage Sustainable Travel**

Travel Vouchers (TPM6)

5.4.1 To further encourage the use of alternative transport methods tailored to individual needs, each Welcome Park will contain a travel voucher per household. This could be used against bus or rail travel passes or a cycle purchase.

5.4.2 The TPC will aim to work with each household to ensure maximum benefit from the subsidy and it is envisaged that residents can decide what is best for them after a one to one session with the TPC or a Travel Plan 'drop-in' event.

Travel Information and Welcome Pack (TPM7)

- 5.4.3 A Travel Information and Welcome Pack will be issued to all new residents at the site upon occupation of their properties. These packs will include details of walk/cycle/public transport routes and timetable information and will also set out the details of the travel voucher scheme identified above.
- 5.4.4 The pack will include information on key local services and facilities, outlining how these can be accessed on foot and by bicycle.
- 5.4.5 The packs will include details of links to the 'Walk It' website that provides free walking journey planning (www.walkit.com) and links to public transport and cycling websites. In addition to national events, local events will also be promoted and the TPC will liaise with Yorkshire and the Humber Travelwise to circulate details of schemes as and when they arise. A list of information sources to be circulated to residents within the travel pack is included below in Table 5.2.

Table 5.2: Sustainable Travel Information Sources

Information	Website
Public transport journey planner	www.metrojourneyplanner.info
Real time bus information	http://wypte.acislive.com
Public transport information: bus and train timetables and ticketing information	www.wymetro.com
Train travel information	www.nationalrail.co.uk
Cycle maps and information	www.kirklees.gov.uk/leisure/sportHealth/cycling.aspx
Dewsbury Car Club provider	www.enterprisecarclub.co.uk
West Yorkshire Car Share	https://liftshare.com/content/default.asp?sid=2455&skin=909&lang=EN&country=GB
Dewsbury Travel information	www.wymetro.com

- 5.4.6 The TPC will distribute the pack amongst new residents and update the pack should information change (such as changes to bus timetables etc.). Travel information will be issued to the main contractor during the construction phase to allow workers at the site to be aware of the options to travel to work at the site via sustainable modes.

Car Sharing (TPM8)

- 5.4.7 Car sharing will be promoted from occupation of the dwellings via the TPC through the West Yorkshire Car Share network - Liftshare. The TPC will distribute information on how to join as well as the financial and social benefits of car sharing. Full details are available at: <https://wy.liftshare.com/default.asp>
- 5.4.8 The benefits of car sharing include saving money on vehicle operating costs, cutting down on congestion and pollution as well as social benefits of sharing lifts and meeting new people.
- 5.4.9 The TPC will promote the benefits and provide support in helping people to register via the Travel Packs. This will enable residents to either car share amongst themselves or with other car sharers living in the surrounding areas.
- 5.4.10 Following the initial travel surveys (described in Section 6 below), the TPC will be able to collect data illustrating the residents' places of work which will aid the promotion of car sharing at the site.

Measures to Reduce the Need to Travel (TPM9)

- 5.4.11 The TPC will encourage residents to examine their travel patterns in order to reduce the need to travel where appropriate. These measures could include the promotion of internet shopping, flexible working practices to work from home or fit working hours around public transport services and the use of local shopping and leisure facilities to reduce the overall length of journeys.

School Travel and Walking Bus (TPM10)

- 5.4.12 The TPC will liaise with the Yorkshire and Humber Travelwise team to encourage travel to school by sustainable modes, from the first occupation of the dwellings. Residents will be encouraged to walk / cycle their children to school, or where car trips are necessary, to set up informal 'shared school run' groups with other residents on the site and / or within the local area.
- 5.4.13 Following the completion of the initial travel surveys the TPC will review the travel patterns associated with trips to school. If necessary, the TPC will liaise with local Primary Schools to assess the feasibility of developing a walking bus from the site.

Personalised Travel Planning (TPM11)

5.4.14 Personalised travel planning for residents will be offered and run by the TPC. Sessions will be offered to residents upon occupation of their new dwelling and will be available upon request. The sessions will include information on how to reach key destinations and facilities via sustainable modes, personalised to the resident's travel patterns. The TPC will also be able to identify residents who may benefit from contacting each other.

5.5 **Summary**

5.5.1 The package of measures described above has been designed to meet the travel plan objectives described in Section 4.

5.5.2 The objectives relating to reducing the impact of car travel (particularly single occupancy car trips) on the wider network have been addressed through the provision of measures designed to promote travel by sustainable modes. The potential for car sharing at the site could reduce the level of single occupancy car use.

5.5.3 The provision of Travel Packs, a Travel Notice Board and personalised travel planning enables residents to make informed choices about their travel options and subsequently will help to achieve the health and well-being benefits outlined in the objectives through increased levels of cycling and walking.

5.5.4 The information provided in the Travel Packs and Notice Boards, as well as the availability of personalised travel planning sessions, will ensure that residents are aware of their travel options for accessing key facilities and services.

5.5.5 The environmental impacts of transport movements to/from the site are addressed through the promotion of measures to reduce the need to travel, with the encouragement of working from home and shopping deliveries meaning that the need for work/retail based trips is minimised.

SECTION 6 TARGETS, TIMESCALES AND MONITORING

6.1 Travel Plan Targets

6.1.1 To monitor the success of the Travel Plan, a series of targets will be set based on the objectives of the Travel Plan identified in Section 4. These targets will be set after an initial round of travel surveys, undertaken within 6 months of the occupation of the 60th dwelling (50% of the site).

6.1.2 Initial targets will be based upon:

- the traffic flows generated by the site;
- the drive car alone modal share for work trips; and
- the modal share for children driven to school.

6.1.3 It is considered that the vehicular traffic generation targets should be consistent with the traffic flows generated by the site and used in the traffic impact assessment of the proposals set out in the TA. These are as follows:

Table 6.1: Traffic Generation Targets (maximum)

Peak Hour	Arrivals	Departs	Total
AM Peak	15	43	57
PM Peak	37	24	61

6.1.4 Initial modal split targets are proposed for work and school trips. The targets for journeys to work are related to the drive car alone/single occupancy vehicle modal share. This is derived from census data for the local area. This identifies that 58% of work trips are made by car drivers and 8% are car passengers, including those who work at home. Thus a target for the reduction in cars has been derived by subtracting the car passenger proportion from the car driver proportion i.e. to give 50% car driver alone target. This approach assumes that only one passenger is ever present in a car and therefore the target will be revised following initial monitoring.

6.1.5 The preliminary target for school trips will be to achieve a mode share of a maximum of 50% of pupils arriving by car.

- 6.1.6 Travel surveys will record the existing travel behaviour of residents on the site such as their place of work, chosen mode of transport, uptake of travel vouchers and willingness to car share. These will allow the initial targets to be refined. The TPC will not change the agreed targets without agreement from Kirklees Council.
- 6.1.7 The surveys will take the form of questionnaires which will be circulated to residents by the TPC. A response rate of 50% will be sought.
- 6.1.8 The results will be submitted to Kirklees Council within 3 months and following this, discussions regarding the setting of targets will be undertaken. Further details on the monitoring of the Travel Plan are set out below.
- 6.1.9 It is expected that the extensive package of measures will deliver significant sustainable travel benefits and will assist in meeting the targets of the Travel Plan. A review of the Travel Plan will take place annually when results of the Travel Survey are submitted. This monitoring report will include an Action Plan to guide travel plan measures over the next 12 months and ensure the continued success of the plan.

6.2 Monitoring

6.2.1 Table 6.2 summaries the proposed monitoring process.

Table 6.2: Monitoring Process

Steps to be Taken	
WHAT will be measured	Modal split, journey purpose, uptake of travel vouchers and car sharing.
WHEN will monitoring take place	Initial survey within 6 months of occupation of 60 th dwelling, then subsequently for three years.
WHO will carry out the survey	TPC.
FUNDING – how survey/monitoring will be funded	Developer will fund the TPC's input into monitoring.
REVIEW – Agree how outcomes will be reviewed	Outcomes of survey will be discussed with Kirklees Council and targets set.

6.3 Timescales and Responsibility

6.3.1 In addition to the monitoring timescales outlined above, Table 6.3 below summarises the overall Action Plan, including the timescales for implementation of the measures described in Section 5 and the responsibility for the delivery of the measures.

Table 6.3: Travel Plan Action Plan

Action	Timescale	Responsibility
Appoint Travel Plan Coordinator (TPM1)	To be appointment at the sales and marketing stage. The Travel Plan Co-ordinator for five years from opening.	Miller Homes
Construct pedestrian/cycle connections to Lees Hall Road (TPM2)	During construction phase	Miller Homes
Install secure cycle parking (TPM3)	During construction phase	Miller Homes
Install Travel notice board (TPM4)	During construction phase	TPC/Miller Homes
Install electricity connection for emission vehicle charging (TPM5)	During construction phase	Miller Homes
Travel Voucher (TPM6)	Distribution as dwellings are occupied.	TPC/Miller Homes
Prepare Travel Information and Welcome Packs (TPM7)	Prior to occupation of 1 st dwelling. Issue information to construction personnel and contractors during construction phase.	TPC
Promote Car Sharing (TPM8)	From occupation and to be reviewed following initial surveys.	TPC
Promote benefits of Home Working / Home Deliveries (TPM9)	From occupation.	TPC
Promote national and local travel initiatives (TPM9)	From occupation.	TPC
Walking bus (TPM10)	From occupation and to be reviewed following initial surveys.	TPC
Offer personalised travel planning sessions (TPM11)	From occupation.	TPC
Conduct Baseline Travel Surveys	From occupation of 50 th dwelling (results submitted within 3 months).	TPC/Miller Homes
Annual Travel Surveys	Annually from the above for a period of three years.	TPC/Miller Homes

6.4 **Communication Strategy**

- 6.4.1 The implementation of the Travel Plan and its subsequent success relies upon a clear communication strategy. The TPC will play an important role and it is envisaged that the TPC will be a member of the Miller Homes sales team based on site during the initial phases of occupation. This allows the easy transfer of information to new residents and for circulating information and collecting data and feedback on the progress of the Travel Plan.
- 6.4.2 The name and contact details of the TPC will be provided to Kirklees Council three months prior to occupation of the first dwelling. The TPC will remain in place for three years from opening. The TPC will contact Travelwise upon appointment to advise that work has begun on the Travel Plan.
- 6.4.3 The TPC will be responsible for the circulation and updating of the Travel Information Packs and information on the Travel Notice Board. The TPC will also circulate information regarding local and national travel events through the Travel Information Packs or through leaflets as and when they arise. The TPC will offer the personalised Travel Planning Service.
- 6.4.4 The TPC will then act as the main link to Metro and Kirklees Council once the Travel Plan is implemented. The TPC will liaise with Kirklees Council regarding the initial baseline travel survey and will facilitate the circulation of questionnaires to residents at the site.

SECTION 7**SUMMARY**

- 7.1 This Framework Travel Plan has been prepared in support of an outline planning application for up to 120 residential dwellings at Land off Lees Hall Road, Dewsbury.
- 7.2 A range of Travel Plan measures have been proposed, including a travel voucher scheme and the provision of Travel Information packs to provide information relating to sustainable travel at the site, amongst others. A Travel Plan Co-ordinator will help the distribution of information and oversee the day-to-day running of the Travel Plan.
- 7.3 The Framework Travel Plan provides details of timescales and the proposed monitoring process.
- 7.4 In conclusion, the Framework Travel Plan satisfies the key objectives outlined in Section 4 and seeks to build upon the site's location by promoting sustainable travel through a combination of physical improvements and 'soft' travel plan measures.