

**Dearne Valley Parkway  
Mixed Use Development  
Framework Travel Plan**

March 2015

MIXED USE DEVELOPMENT  
DEARNE VALLEY PARKWAY, BIRDWELL, SOUTH YORKSHIRE

HARTWOOD ESTATES LIMITED

## **FRAMEWORK TRAVEL PLAN**

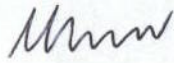

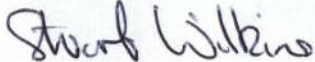
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## 1.0 INTRODUCTION

1.1 This Framework Travel Plan (FTP) forms part of an outline planning application by Hartwood Estates Limited, which seeks permission to develop an area of land off the A6195 Dearne Valley Parkway for an employment led mixed use site.

1.2 The land is currently un-developed grassland, which is located to the south east of Birdwell. The site is bounded by the Rockingham Business Park to the north-west, by a highways depot to the south-west and by the A6195 Dearne Valley Parkway to the east.

1.3 The outline planning application for the employment led mixed use scheme comprises office (B1), general industrial (B2), warehouse/distribution (B8), food and drink (A3/A4), hotel (C1) and petrol filling station / fast food restaurant (sui generis/A3) and associated infrastructure. The quantum of development in the application is set out below:

- 600m<sup>2</sup> class A3/A4 unit;
- 2000m<sup>2</sup> class B1 business units;
- 500m<sup>2</sup> class B2 industrial units;
- 1000m<sup>2</sup> class B1/B2 units;
- 2287m<sup>2</sup> class B8 storage/distribution units;
- 1300m<sup>2</sup> class C1 50-bed hotel; and
- 500m<sup>2</sup> petrol filling station (PFS)/fast food restaurant.

The proposals include the construction of 253 associated car parking spaces.

1.4 The main purpose of a FTP is to set out a strategy for minimising employees' and customers' dependence on travel by private car. Its objective is to minimise private car mileage in favour of more sustainable modes of travel by:

- Increasing employee and customer awareness of travel by environmentally friendly modes; and
- Introducing a package of physical and management measures.

1.5 Employees will be encouraged to come forward with their own views/initiatives which may be incorporated into the Travel Plan as it develops.

### Policy

1.6 The development of an FTP at the site reflects National and Local Transport Policy. Current transport policy documents make it clear that simply building new roads

to accommodate an ever-increasing demand for car travel is not a sustainable option. Instead we need to make use of the infrastructure we have – both road and public transport – to reduce the overall dependency on the private car.

1.7 Under the current policy framework, organisations have been required to prepare and implement Travel Plans to encourage changes in travel patterns for both the journey to work and for journeys made in the course of work.

1.8 Travel Plans contribute to sustainable development in a wide range of ways and as such, have the potential to assist in meeting a range of objectives present in planning policy currently at regional and local level as well as in a national context.

1.9 The key national and local policy documents that the Travel Plan reflects are listed below:

- National Planning Policy Framework – March 2012
- Transport White Paper 2011 – Department for Transport Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen
- Planning Practice Guidance contains the chapter “Travel plans, transport assessments and statements in decision-taking”
- Barnsley Local Development Framework and Core Strategy.

1.10 Barnsley Local Development Framework and its Core Strategy adopted in September 2011 include a number of relevant Core Policies. Core Policy 9 includes the following requirement:

*“A travel plan will normally be required alongside planning applications that are likely to have significant transport implications, alongside a transport assessment”.*

1.11 The provision of this FTP will specifically address this Core Policy.

1.12 Core Strategy Policy CSP 25 New Development and Sustainable Travel states that

New development will be expected to:

- be located and designed to reduce the need to travel, be accessible to public transport and meet the needs of pedestrians and cyclists;
- provide at least the minimum levels of parking for cycles, motorbikes, scooters, mopeds and disabled people, and should not provide more than the maximum number of car-parking spaces set out in a Supplementary Planning Document;

- provide a transport statement or assessment in line with the thresholds and guidance set out in Department for Transport 'Guidance on Transport Assessments' as published March 2007, or any subsequent version;
- provide a travel plan statement or a travel plan in accordance with the thresholds and guidance set out in Department for Transport 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process' as published in April 2009, or any subsequent version. Travel plans will be secured through a planning obligation or a Planning Condition.

1.13 This FTP document and the associated Transport Assessment submitted with this planning application will address the requirements of this Policy.

## 2.0 ACCESSIBILITY OF THE DEVELOPMENT

### Development Location

- 2.1 The development is located off the A6195 Dearne Valley Parkway, as indicated in **Appendix TP1**. The plan shows the development in relation to the surrounding road network.

### Pedestrians

- 2.2 The Chartered Institution of Highways and Transportation's publication "Guidelines for Providing for Journeys on Foot" notes that walking accounts for over a quarter of all journeys and four-fifths of journeys less than one mile (1.6 kilometres). Walking is also regarded as an essential part of public transport travel, bus stops usually being accessed on foot. The CIHT Guidelines suggests 'acceptable' walking distances for pedestrians without mobility impairment - for commuting, up to 500 metres is considered the desirable distance, up to 1,000 metres is an acceptable distance and 2,000 metres is the preferred maximum.
- 2.3 There are residential areas, comprising Birdwell, Tankersley and the western areas of Hoyland; all within 2,000 metres (approximately a 24 minute walk) of the development (see the isolines shown in **Appendix TP2**). This provides good opportunity for employees and customers wishing to access the site to walk to the development.
- 2.4 Existing pedestrian footway provision in the vicinity of the development helps to promote and encourage walking to the development. This is complemented by:
- Uncontrolled dropped kerb crossings across the northern arm of Birdwell roundabout, with tactile paving and a central island refuge
  - Uncontrolled dropped kerb crossing across the southern arm of Rockingham roundabout with a central island refuge.
  - Existing footways providing access to Hoyland and Birdwell
- 2.5 Pedestrian access will also be provided into the site via pedestrian only routes from Dearne Valley Parkway. Pedestrian access will also be provided to the site via footways alongside the proposed vehicular access on the north-western arm of Rockingham roundabout, Dearne Valley Parkway, with dropped kerbs and tactile paving provided across this arm and along the road into the site.
- 2.6 There are also existing Public Rights of Way (PROW) near to the site, <http://www.rowmaps.com/> provides more information on specific routes.

## Cycle

2.7 Cycling is regarded as having the potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport. The cycling isoline plan at **Appendix TP3** indicates that there are numerous residential catchments within 5km cycling distance of the development, including all of Hoyland, Chapeltown, High Green and southern areas of Barnsley. This catchment is located within easy and convenient cycling distance of the development and provides the opportunity for employees and customers alike to cycle to the development.

2.8 There are no designated cycle lanes in the area; however, there are two nearby Cycle Routes:

- National Cycle Route No 67 runs from Long Whatton near Loughborough to join National Route 71 near Northallerton in North Yorkshire and passes approximately 300 metres to the south of the site; and
- A timberland/trans trail travelling west through Tankersley meets National Cycle Route 6 by Wortley and is also within easy reach of the site.

More details on these routes is provide at the following website [www.sustrans.org.uk](http://www.sustrans.org.uk)

2.9 The closest train station is Elsecar, approximately a 15 minute cycle journey from the site, which provides a potential option for employees of the site as part of a longer journey by public transport.

## Public Transport

2.10 There are a number of bus stops near to the development on:

- A61 Sheffield Road, off the western arm of Birdwell roundabout located in the southern part of the settlement of Birdwell; and
- A6135 Sheffield Road, off the eastern arm of Birdwell roundabout towards the western region of Hoyland.

2.11 Details of the services which are available at these stops are shown in Table 2.1 overleaf.

**Table 2.1**  
**Summary of Existing Bus Services**

Route Number	Route Description	Frequency		
		Monday - Saturday	Evening	Sunday
66/N66	Barnsley-Birdwell-Hoyland-Jump-Elsecar	10mins	60mins	30mins
67/67A	Barnsley-Worsbrough-Birdwell-Hoyland-Jump-Wombwell	60mins	60mins	120mins
7/7A	Barnsley-Worsbrough-Platts Common-Hoyland-Tankersley-Pilley-Birdwell	120mins	-	-
227	Rotherham-Greasbrough - Wentworth-Elsecar-Hoyland-Birdwell-Barnsley	60mins	60mins	60mins
265	Sheffield-Ecclesfield-Chapelton-Hoyland-Birdwell-Worsbrough-Barnsley	30mins	60mins	60mins
X10	Barnsley-Worsbrough-Birdwell-Hoyland-Chapelton-Ecclesfield-Meadowhall	60mins	-	-

2.12 The bus services available at both locations on the Sheffield Road offer frequent travel between the development and local conurbations such as Barnsley, Sheffield, Worsbrough, Chapelton and Elsecar.

2.13 The nearest bus stops to the proposed development are located on the A61 and A6135 Sheffield Road, approximately 550 metres to the west towards Birdwell and 700 metres to the east of the site towards Hoyland. The existing footway provision provides good access to both sets of stops.

2.14 It is concluded that the site is suitably accessible by bus, offering a viable public transport alternative to travel by car for both employees and customers.

### 3.0 TRAVEL PLAN ADMINISTRATION AND PROMOTION

- 3.1 There will be a site wide Travel Plan co-ordinator (TPC) for the development, who is likely to be associated with the management company for the site. Details will be provided in writing to Barnsley Metropolitan Borough Council (BMBC) and they will be informed of any subsequent change to the TPC. The TPC will be appointed 6 months prior to occupation of the development and remain in post for 5 years from first occupation. Once the five year period has ended the role of the site wide TPC will be passed onto one of the company TPC's that has been involved in delivering the TP.
- 3.2 The TPC's primary responsibilities will be:
- To promote and guide the development of the Travel Plan.
  - To assemble and maintain current public transport timetable and fare information and ensure this is made readily available to staff and potential customers.
  - To establish an informal car sharing scheme and encourage staff to use it. In addition, employees will be encouraged to register on web-based local scheme Car Share South Yorkshire at <https://southyorkshire.liftshare.com/>
  - To promote a taxi free phone service (a phone to be located in a central accessible area).
  - To undertake annual employee and customer travel surveys.
  - To offer a Personal Travel Planning service (to those members of staff that request it) to provide details of how they can travel to work in a sustainable manner.
  - To liaise with the individual Travel Plan Co-ordinators (Company TPC's) associated with each of the individual occupiers on the site.
- 3.3 The TPC will ensure that all of the necessary systems relating to the Travel Plan, e.g. data collection and recording, employee travel database, travel questionnaires etc, are maintained and regularly updated.
- 3.4 Effective travel planning requires ready access to accurate and current travel information. Sustainable travel packs will be produced, which will include all pertinent information on sustainable modes of travel to the development and which will promote the benefits of sustainable travel to employees and customers. Following agreement on the content of the packs with BMBC, these

will be produced and distributed. The pack will be regularly updated and issued to all employees by the Company TPC's.

- 3.5 Notice boards will be provided in the staff canteens and in a central location (for customers) specifically for sustainable travel information. Leaflets and posters providing information relating to sustainable travel will be displayed on the notice boards. The notice boards will be the key location for staff and customers to find out information with regards to the Travel Plan, including progress on its delivery.
- 3.6 The TPC will also encourage the occupiers of the development to take part in the following local and national events to promote sustainable travel:
- [Walk to Work Week www.livingstreets.org.uk/walk-with-us/events/walk-to-work-week](http://www.livingstreets.org.uk/walk-with-us/events/walk-to-work-week)
  - [Ride to Work Day www.ridetoworkday.co.uk/](http://www.ridetoworkday.co.uk/)
  - [Car Free Day - www.eta.co.uk/campaigns/car-free-day/](http://www.eta.co.uk/campaigns/car-free-day/)
  - [Bike Week - www.bikeweek.org.uk/](http://www.bikeweek.org.uk/)
  - [Liftshare Week - www.liftshare.com/business/liftshareweek.asp](http://www.liftshare.com/business/liftshareweek.asp)
- 3.7 In order to fulfil the above responsibilities, deliver the measures contained in the TP and produce an effective Travel Plan the site wide Travel Plan Co-ordinator will work closely with the BMBC, representatives of SYPTE and the transport service providers. The developer will provide the TPC with an annual budget to ensure that sufficient funds are available to successfully implement the TP. An appropriate budget will be agreed with the Council prior to the occupation of the development.
- 3.8 The following Sections outline the specific measures that the developer will introduce as part of the Travel Plan. Implementation of the listed measures, which include awareness initiatives and infrastructure provision, is at the core of the Travel Plan proposals.

## 4.0 PUBLIC TRANSPORT MEASURES

- 4.1 The provision of good quality public transport alternatives is considered to be one of the most effective means of encouraging less use of the private car.
- 4.2 An objective of the Travel Plan is to maximise the use of the existing public transport services to and from the development. Birdwell and Hoyland are well served by public transport with regular bus services calling at bus stops within 180 metres and 340 metres to the west and east of Birdwell roundabout, or 560 metres and 700 metres from Rockingham roundabout and the site access.
- 4.3 The services provide frequent and convenient public transport links to locations in South Yorkshire, including Sheffield, Barnsley, Worsbrough, Chapeltown and Elsecar. The Travel Plan Co-ordinator will have access to full details of the current local bus and rail services at the following websites and can share the details with the employees:
- <http://www.travelsouthyorkshire.com/timetablefinder.aspx>
  - [www.nationalrail.co.uk/planmyjourney](http://www.nationalrail.co.uk/planmyjourney);
- 4.4 The TPC will provide occupiers of the site with all service information as necessary to allow them to display it directly to their respective staff. This will be reviewed on a quarterly basis and will be updated if necessary. Information relating to public transport over seasonal holidays, such as Christmas and Easter will also be included.
- 4.5 The TPC will ensure that he/she can assist staff/customers if they do not have access to the public transport websites.
- 4.6 In addition, the TPC will encourage employees to use public transport in the following ways, by:
- Being a dedicated point of contact for any information relating to public transport;
  - Regularly updating and displaying public transport information for all employees/customers;
  - Seeking information from employees/customers using public transport on ways in which services may be improved and passing this information on to the service providers; and
  - Liaising with public transport operators to provide discounted passes where possible.

## 5.0 WALKING

5.1 The TPC and individual Company TPCs will encourage employees and customers living within a reasonable distance to walk to and from the development, by the provision of facilities such as:

- Hanging space for wet clothes;
- Umbrellas; and
- Lockers for the storage of personal possessions.

On request personal attack alarms will also be provided to help improve safety, all year round, for those walking for part of their journey, or for their entire journey, to work.

5.2 The health benefits of walking will be promoted by the TPC. Given a preferred policy of recruiting locally, there is a good prospect that a significant number of employees working at the development will travel to and from the workplace on foot, particularly as there is a good network of footways between the site and the surrounding residential areas including Birdwell and Hoyland.

## 6.0 CYCLING

- 6.1 The TPC and Company TPCs will encourage staff and customers living within a reasonable distance of the development to cycle to and from work, by providing:
- Secure and convenient parking for staff cycles;
  - Changing and showering facilities, including the provision of lockers within the development;
  - Information in relation to designated cycle routes to and from the workplace;
  - A spares and tool box for unexpected repairs such as punctures; and by
  - Making employees aware of the benefits of cycling within the workplace through poster campaigns.
- 6.2 The TPC and Company TPCs will establish a cycling action plan to identify a range of measures to be explored/pursued, such as:
- Promotion of National Bike Week.
  - Introduction of a Bike buddy scheme, for those not confident about cycling.
  - Introduction of an employee cycle purchase scheme.
  - Providing the opportunity to attend cycle training courses.
- 6.3 The health benefits of cycling will be promoted on notice boards and in leaflets. Given the preferred policy of recruiting locally, there is a reasonable prospect that a number of employees will be able to travel to and from the workplace by cycle.
- 6.4 The TPC will also liaise with retail businesses providing cycling accessories and maintenance, to provide discounted services where possible for frequent users.

## 7.0 CAR SHARING

- 7.1 Car sharing represents a relatively convenient form of travel whilst offering significant potential to reduce overall private mileage of employees.
- 7.2 The TPC and individual Company TPCs will promote a car share scheme to employees. Examples of such schemes are the well-established Liftshare scheme (operated by the UK market leader liftshare.com) and the South Yorkshire LiftShare Car Share Scheme (<https://southyorkshire.liftshare.com/>). Car share schemes match up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the websites. A pool of potential car sharers will be identified including employees at other nearby workplaces who share a similar journey to work with employees at the development.
- 7.3 Car sharing will be promoted by the TPC, through a variety of means, including the employee TP induction packs. The benefits of car sharing will be highlighted and information will be provided to appeal to the widest range of reasons for deciding to car share, including for example, environmental and cost saving reasons.
- 7.4 Generally a higher proportion of the “out of hours” staff will drive to the development compared to the proportion for those working “normal” hours. Nevertheless there is potential for all staff, irrespective of their shift patterns, to car share.

## 8.0 MONITORING, REVIEW AND TARGETS

- 8.1 A programme of monitoring and review will be implemented by the TPC and Company TPCs to generate information by which the success of the Travel Plan can be evaluated. This will include the distribution of travel questionnaires to all employees on an annual basis. A minimum response rate of 25% will be the target.
- 8.2 Sample customer surveys will also be undertaken at the same time each year, organised by the development TPC. All survey data will be submitted to BMBC within 3 months of the survey. The results of the first employee survey will be used to establish a base line against which staff travel targets will be set.
- 8.3 The TPC will not change the targets without prior consultation and agreement from BMBC.
- 8.4 In the absence of any baseline data or travel to work surveys, modal share data has been obtained from the 2011 Census Method of Travel to Work, summarised below in Table 8.1. Targets have also been set out based on this data with a target reduction of 15% (11% percentage points) in single occupancy car trip against the 2011 census mode share.

**Table 8.1: Method of Travel to Work Proportions**

Method of Travel to Work	2011 Census Percentage	Target Percentage
Rail	0	0
Bus	6	9
Single occupancy vehicle	76	65
Vehicle passenger	7	10
Bicycle	1	3
Foot	8	11
Other	2	2

- 8.5 A less direct objective of the Travel Plan will be to increase employee awareness of the environmental implications of travel mode choice. An annual marketing campaign will be produced by the Travel Plan Co-ordinator in conjunction with BMBC and promoted to staff and customers.
- 8.6 Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the Travel Plan, measured by direct feedback from the employees to the TPC and individual Company TPCs as the strategy evolves.
- 8.7 The aims and benefits of the site wide Travel Plan will be promoted to new staff through the resident companies' recruitment procedures and encouraged by the TPC.
- 8.8 Monitoring will involve the regular collection of analytical 'hard' data and 'soft' data in the form of employee feedback. The TPC will:
- Monitor the take up of any car-sharing scheme,
  - Record comments made by management and employees on the operation of the Travel Plan,
  - Distribute annual travel questionnaires to all employees, gather responses and compare these against previous questionnaires and targets.
- 8.9 Information gathered annually through the monitoring process will be made available within three months of collection for review by BMBC and will be used to review the Travel Plan.
- 8.10 A Travel Plan Action Plan has been produced to aid the TPC with monitoring and reviews, and is attached at **Appendix TP4**. This outlines the commitments and sets out timescales for undertaking each task. It provides a useful checklist to ensure that the Travel Plan is being fully implemented. This action plan will be reviewed annually by the TPC in conjunction with BMBC.
- 8.11 Should the Travel Plan fail to meet its targets, the TP will be reviewed with further incentives and understanding of viable travel alternatives being provided to staff. These measures will be based on the targets failing to be met and may include:
- Financial discounts to staff opting to travel via public transport;
  - Dedicated bike servicing area with tools;
  - Additional public transport taster tickets could be provided free of charge to encourage use of the bus; and
  - Monthly raffle for sustainable transport users

- 8.12 Pending appointment of the TPC, consultants Bryan G Hall will be the link between the Travel Plan Co-ordinator, Hartwood Estates Limited and BMBC. Contact details are as follows:-

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Telephone: 0113 246 1555

- 8.13 It is acknowledged that Travel Plans are active documents and this Travel Plan will be reviewed on an annual basis to ensure it reflects opportunities and local circumstances. The review of the Travel Plan will take place in conjunction with BMBC. The TPC will submit an annual monitoring report which includes all the survey data, any proposed revisions to the Travel Plan and the Action plan for the next 12 months.

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# APPENDIX TP 1



Client: HARTWOOD ESTATES LIMITED

Project: LAND TO EAST OF HIGHWAYS DEPOT

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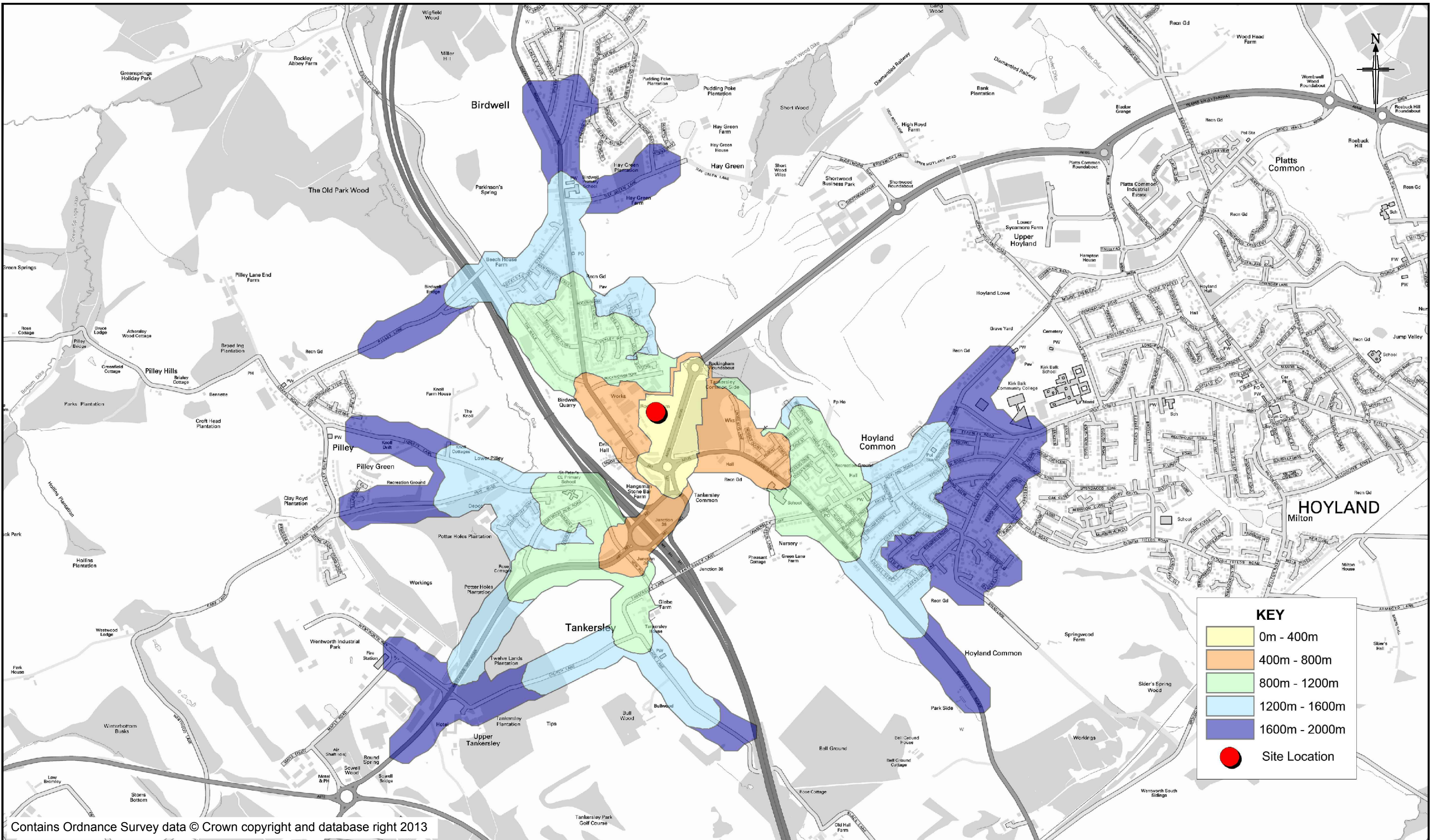
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Title: SITE LOCATION

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# APPENDIX TP 2



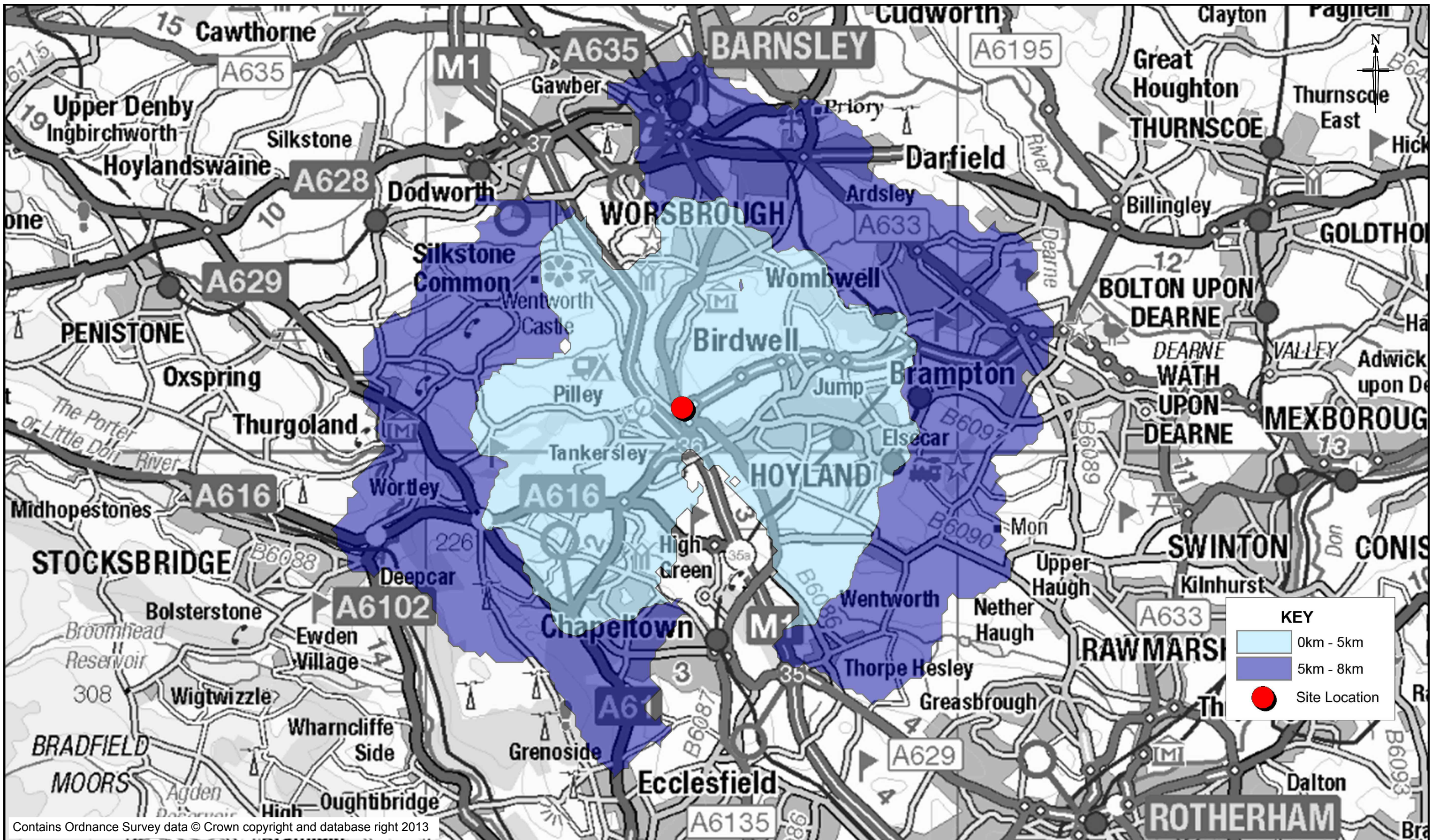
**KEY**

- 0m - 400m
- 400m - 800m
- 800m - 1200m
- 1200m - 1600m
- 1600m - 2000m
- Site Location

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# APPENDIX TP 3



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Client: HARTWOOD ESTATES

Project: LAND TO EAST OF HIGHWAYS DEPOT  
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Title: ACCESSION CYCLING CATCHMENT 5km & 8km

Rev:	Amendment:	Drn:	Chk:	Date:	
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# APPENDIX TP 4

## Initial Action Plan

Action	Date	Responsibility
Appoint permanent Travel Plan Co-ordinator and pass on details to Relevant officer at BMBC	6 months prior to first occupation	Developer
Liaison with bus operators bus tickets, posters, leaflets and timetable information	Prior to marketing	Developer & Travel Plan Co-ordinator
Display sustainable transport information in communal areas	Upon first occupation	Travel Plan Co-ordinator
Produce Travel information Packs	Prior to first occupation	Travel Plan Co-ordinator
Prepare Travel Survey proforma and agree with relevant officer at BMBC	Prior to first occupation	Travel Plan Co-ordinator
Undertake initial Travel Survey	Following 50% occupation or 12 months after first occupation, whichever is sooner and then annually thereafter for at least 5 years after first occupation	Travel Plan Co-ordinator
Implement, Review and Monitor Travel Plan and Action Plan with relevant officers at BMBC	Following completion of first 25 travel surveys or one year after first occupation whichever is sooner and annually thereafter for at least 5 years after first occupation	Travel Plan Co-ordinator and relevant officers at BMBC