Transportation Planning : Infrastructure Design

INTERIM TRAVEL PLAN

PROPOSED RESIDENTIAL DEVELOPMENT
A635 WILTHORPE ROAD, BARNSLEY

PERSIMON HOMES WEST YORKSHIRE
MARCH 2014

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1.0 INTRODUCTION

1.1 This interim Travel Plan has been prepared by SCP on behalf of Persimmon Homes West Yorkshire Ltd to support a proposed residential development on a site at Wilthorpe Road, Barnsley.

1.2 The Travel Plan forms part of the outline planning process and should be read in with conjunction with the accompanying Transport Assessment.

1.3 The proposed development will provide up to 312 dwellings plus a multi-use games area (MUGA) facility and public open space.

1.4 A travel plan is an important tool for delivering sustainable access to a development. It provides a long-term strategy that seeks to deliver sustainable transport objectives through positive action.

1.5 There are a number of challenges to which travel plans can significantly contribute. Firstly, local authorities need to provide residential development in areas that benefit from good levels of sustainable transport. Travel plans can help to minimise the potential increase in traffic resulting from such development.

1.6 Climate change is an increasingly important aspect of planning policy and there is a need to reduce carbon emissions, of which transport accounts for a quarter. Travel plans can help reduce single occupancy private car usage and encourage public transport.

1.7 In addition, there is a need to promote more healthy lifestyles and travel plans can help through promoting increased walking and cycling. As a result, a travel plan forms a key stage in the planning process and is a 'living document' that needs to be regularly reviewed and updated to ensure its effectiveness.

1.8 This travel plan seeks to establish clear outcomes to be achieved in relation to access and sets out all the measures to be implemented in detail, with an action plan, timescales, targets and responsibilities for implementation, monitoring and review. This travel plan therefore is intended to:-

- Minimise the total travel distance of residents through the reduction of journey lengths and frequency – particularly single occupancy car trips;
- Reduce the reliance upon the private car and improve awareness and usage of alternative modes of transport;
- Promote walking, cycling, public transport and car sharing; and

- Promote healthy lifestyles and sustainable, vibrant communities.

1.9 This travel plan has been based on the above objectives and outcomes for which a variety of measures are proposed in order to achieve them over the lifetime of the travel plan. . Residential travel plans focus on a single origin ie home from which journeys are made to employment, education, leisure and retail destinations. The travel plan will therefore focus primarily on commuter travel and travel to schools, but will also address journeys for other purposes such as health and leisure to make these more sustainable. By successfully promoting these types of travel via sustainable modes the above objectives can be achieved.

1.10 This travel plan refers to responsibilities of a developer. The applicant for the planning application is Persimmon Homes West Yorkshire who propose to develop the site themselves and are therefore the developer. They will ensure that sufficient funds are included in the scheme budget and subsequently made available to deliver the Travel Plan.

2.0 TRAVEL PLAN BACKGROUND

2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. This travel plan has been prepared alongside the transport assessment for the scheme. It then continues for the lifetime of the development and requires commitment from residents to help make it succeed.

2.2 Travel plans are designed to be flexible to suit an individual site and the local characteristics. Similarly, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures. On this basis, travel plans should be evaluated against three tests, set out as the acronym CAT as detailed below. These tests are to ensure that the travel plan:

Covers all key elements	Does the travel plan document contain all the key elements that are expected to be included in a travel plan, with appropriate content in each case?
Addresses site specific issues	Does the travel plan address all the issues identified in the transport assessment and respond to the specific barriers and opportunities that are presented by the site?
Tips the balance in favour of sustainable transport	Does the travel plan contain measures that can be expected to make a real difference – i.e. does it make access to the site by sustainable transport more attractive when compared to access by car, in terms of cost, journey times and convenience?

2.3 The first test can be assessed on the basis of a checklist approach while the other two tests rely on a judgement about the individual travel plan that needs to be made, particularly in the light of the local context.

Travel Plan Benefits

2.4 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community and can :-

- Promote healthy lifestyles and sustainable, vibrant communities;
- Provide adequately for those with mobility difficulties;
- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Improve social inclusion;

- Cut carbon emissions and their contribution to climate change;
- Reduce road danger and protecting vulnerable road users; and
- Improve local air quality, while reducing noise pollution.

3.0 SITE AUDIT

3.1 This Chapter provides a description of the location of the site and development proposals along with an sustainability appraisal of the site.

Existing Site

3.2 The site currently is used as open farmland at present. It is located on the northern side of A635, some 1.5 miles to the north-west of Barnsley town centre. It is bounded by a railway line to the north and to the west by the Redbook Business Park. To the east, it is bounded by another area of housing and to the north east by Wilthorpe Junior School. A beck runs along part of the eastern boundary of the site and then runs across the site to a culvert under the railway line.

3.3 A location plan of the site is included at **Appendix 1**.

Development Proposals

3.4 The proposed development is for a residential scheme comprising 312 dwellings plus a multi-use games facility (MUGA) and public open space.

3.5 A plan of the proposed development is included at **Appendix 2**.

3.6 The Transport Assessment prepared for this development sets out the expected trip generations from the scheme for each mode of travel.

Existing Access by Non Car Modes

Walking

3.7 The site is close to local services and is in a sustainable location. The local services in the vicinity of the site are shown on the plan at **Appendix 3**.

3.8 Based on the 800m distance of a 'walkable neighbourhood' referred to in MfS, the development will be accessible to a number of sizeable employment facilities, a school, a children centre, a community centre, two convenience stores, a post office and Barnsley Hospital.

3.9 The CIHT publication 'Guidelines for Providing for Journeys on Foot' gives guidance regarding acceptable walking distances. Within the 2000m referred maximum for commuting/school/sight seeing, the development is also within walking distance of the northern part of the town centre.

3.1 As well as the employment opportunities close to the site, there is good access into Barnsley for employment, leisure and education related trips, as well as access to bus and rail connections at Barnsley Interchange.

Cycling

3.2 It is recognised that cycling can be part of a longer journey by public transport or can replace car trips for shorter journeys. The town centre and all its facilities are within reach by cycle. Access to Barnsley Interchange is also convenient from the site by cycle and provides links to rail and bus service across the region.

Public Transport

3.3 There are bus stops in the vicinity of the Crescent to the west of the site frontage on both sides of A635 which have shelters and timetable displays. These bus stops are within the recommended 400m walking distance from the centre of the site. There also other bus stops within the close vicinity of the site on A635 to the east of the site frontage.

3.4 The site is well served by bus services as it is on a radial route into Barnsley town centre. The 93 runs from Woolley whilst the 93A runs from Mapplewell and Kexbrough and both services run into the town centre and serve Barnsley Hospital. These services run every 20 minutes from 06.20-22.54 Monday-Friday. They also operate from 07.20-22.22 on Saturday and 10.25-22.54 on a Sunday on an hourly frequency.

3.5 Also, the 95 runs from Kexbrough and the 95A runs from Woolley into the town centre. Whilst these service do not pass the site directly, they are accessible on foot from the site and offer the option of a different route into the town centre via Gawber.

3.6 Other services include the 96 which runs between Wakefield and Barnsley and the 97 which runs from Ingbirchworth via Denby Dale, Skelmanthorpe and High Hoyland into Barnsley. Both of these run on an hourly basis on Monday-Saturday past the site with a reduced service on Saturday and Sunday.

3.7 The details of bus timetables and routes are attached at **Appendix 4**.

3.8 The site is therefore well served by a frequent and convenient bus service, close to a range of facilities and employment opportunities and is therefore in a sustainable location.

4.0 TRAVEL PLAN ADMINISTRATION

4.1 This interim travel plan forms a framework for the development and implementation of a detailed travel plan once the development is approved and begins to be occupied. It can therefore be incorporated into any sale or lease agreement drawn up between the developer, future owners and tenants.

Travel Plan Co-ordinator

4.2 Management of the travel plan process will be achieved through the appointment of a suitable person as the Travel Plan Co-ordinator (TPC). The TPC will be a key point of access for all travel related matters and will provide a key role in delivering a successful travel plan. In the first instance, this role could be undertaken by the applicant, a consultant or a management company, although in time this role would be passed over to the residents of the site, as it becomes occupied and established.

4.3 The TPC will be appointed prior to the occupation of the site and will act as the fulcrum for the development of the travel plan measures and the day to day operation of the plan. Once appointed, the TPC will act as the main contact for the travel plan and will be responsible for implementing measures, maintaining records and monitoring the effects of implementation.

4.4 The TPC will exchange contact details with Barnsley Metropolitan Borough Council (BMBC) and their Travel Plan officers. The TPC will be the first point of contact in all matters regarding travel to and from the site. The TPC will be responsible for setting up, marketing and launching the travel plan in accordance with the following schedule, which will be agreed with BMBC.

1 month prior to first occupation

- Exchange contact details with relevant officers;
- Set up travel plan working file; and
- Research travel information.

2 weeks prior to first occupation

- Obtain up-to-date public transport timetables and literature and set schedule for review of this information on a regular basis; and
- Prepare welcome packs for all new residents.

Within 3 months of 50% occupation

- Distribute travel plan survey to all residents;
- Collect travel plan surveys and analyse results; and
- Submit survey report to BMBC.

Annually

- Monitor resident travel patterns through repeat of key questions from the surveys;
- Undertake travel plan audit and modify where appropriate;
- Liaise with the travel plan officer and other groups where appropriate; and
- Update travel plan targets and issue progress update to all residents.

Funding

4.5 Appropriate funding will be allocated by the Developer at the start of the travel plan process to cover the costs involved in administering the travel plan over an agreed time period.

4.6 The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the travel plan and annual monitoring costs.

5.0 MARKETING & CONSULTATION

5.1 The TPC will be responsible for providing residents with details of the environmental, social, health and commercial benefits of the travel plan. He or she will promote the use of alternative modes of transport to the single occupied private car and will work towards increasing awareness of the alternative modes of transport available.

5.2 The travel plan will be promoted through a combination of promotional material. Travel plan welcome packs will be distributed to all residents upon occupation prior to regular travel patterns becoming established. Welcome packs will include user-friendly, up to date public transport routes, timetables for nearby stops and local fare information. Information on pedestrian and cycle routes within the vicinity will also be included.

5.3 In addition it is recommended that a Travel Information Board (TIB) is set up within the site. This will be maintained by the TPC in a convenient position. In addition to the welcome packs, the TIB will also promote the health benefits of regular walking and cycling and provide information on the environmental benefits of using the more sustainable modes of transport.

5.4 The TPC will also ensure the promotion and participation of national and local events that encourage further use of sustainable modes of transport. These will be advertised and details given on the TIB.

5.5 School walking trains may also be set up with details provided on the TIB. The TPC's name and contact details will be displayed on the TIB.

5.6 The TPC will liaise with TPCs from other adjacent developments and sites will occur to assist the travel plan process across the area.

5.7 Importantly, the TPC will be responsible for reviewing information and ensuring that it always remains up-to-date.

5.8 Consultation will be essential for the success of the travel plan and therefore residents will have the chance to provide views and suggestions to the TPC for consideration. Once the measures and targets are agreed with BMBC these will be reported back to residents and actively promoted.

5.9 This Travel Plan relates to a residential development where the site will eventually be split into 300 separate plots of land to residents and the role of the developer on the site will draw to a close. Therefore, as the scheme is built out and occupied, the TPC will seek to engage with

local groups and individuals to transfer over their duties to residents or local community groups such as a neighbourhood forum or residents group.

6.0 TARGETS

6.1 The setting of targets is essential to ensure that the objectives of the travel plan are met. Targets should therefore be linked to the objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related).

Aims – Modal Share Targets

6.2 The first target is to ensure that the actual car borne trips to and from the development by car is no more than predicted in the transport assessment. This figure can be monitored on a pro-rata basis as the scheme is built out.

6.3 Travel surveys carried out and analysed by the TPC will establish the existing travel patterns of residents. In order to achieve the objectives of the travel plan, the TPC will analyse the travel survey questionnaires and set realistic short term annual targets for modal share based on the surveyed travel patterns. The survey will also provide information as to the reasons why some modes of transport are preferred over others. This gives an indication of what measures will be required and realistic targets that can be set.

6.4 Until surveys are completed, initial targets will be set based on what information is currently available – Census 2011 method of travel to work. The application site is located in the Darton West ward. Existing modal share split for residents travelling to work are outlined in the table 6.1.

Table 6.1 – Census Output Data for Darton West Ward (2011)

Mode	Darton West Ward†	Indicator
Single Occupancy via Car	75.5%	Number of single car occupancy trips
Car Shares	6.5%	Number of car sharing trips
Public Transport*	7.9%	Number of public transport trips
Walk / Cycle	8.8%	Number of walk trips Number of cycle trips

† Source: ONS
* Includes public transport, taxi and motorcycle
Note: Total not 100% as data excludes working from home and 'other' modes

6.5 The initial targets will be aimed at meeting the existing modal splits for the Ward. Following the initial surveys, the above targets will be adjusted to take account of home working, site specific circumstances etc. and also to ensure that the targets remain realistic and achievable.

7.0 MEASURES

7.1 Amongst many other things, the travel plan is a management tool for implementing measures to promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with residents is also key to achieving support from those at whom the measures are targeted and avoids measures that may prove difficult to implement or unpopular.

Travel Awareness

7.2 Good accurate information on the choice of travel modes from the site and the initiatives being promoted will be a critical element of a successful travel plan.

7.3 At the outset of the development, the promotional sales material for the site will include the fact that the site has a travel plan and list the associated benefits. As properties are sold, all households will be made aware of the travel plan and the key measures to be implemented through their welcome packs. The TPC will promote the sustainable travel opportunities to access the site through the distribution of travel information packs. The TIB will also provide up to date information.

7.4 The travel welcome packs, may include the following:

- An introductory leaflet to the travel plan, highlighting the purpose and key measures being implemented as well as contact details of the TPC;
- A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
- Maps indicating recommended walk and cycle routes to the local facilities;
- Details of local bike repair shop/retailer and available discounts/promotions;
- A map showing local cycle routes;
- Information regarding cycle proficiency courses in the area;
- Bus timetables of local services from nearby bus stops;
- Current bus fare information – daily, weekly tickets etc;
- Details of routes and destinations served by trains which stop at Alsager rail station;
- Details of any local car club scheme; and
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.).

7.5 The TPC will regularly review the information provided within the travel information pack to ensure that residents are kept up to date with any changes, such as new bus timetables, withdrawn or new services, or new contact details, and will regularly update such information.

7.6 The TPC will also regularly review any off-site information, such as route signing for pedestrians and cyclists, or timetable information at bus stops, to check it is up to date. Where there are deficiencies have occurred, the TPC will liaise with BMBC to address them.

Travel Information

7.7 When 50% occupation has been achieved at the site, the TPC will carry out an initial monitoring stage, which will include a travel survey of all households. The TPC will prepare and distribute a questionnaire to each household, to collect the following details:

- Household profile, including number of occupants and children;
- Work postcode;
- Mode of travel to work and other trip purposes;
- Reasons for not using public transport and other modes;
- Information relating to potential areas for sustainable travel improvement, upon which the TPC could act and draw up measures to improve the travel plan.

7.8 The responses received from these surveys will allow a year on year comparison of travel patterns. This will also provide the opportunity to target certain promotions to specific issues.

7.9 All data collected from the travel survey in connection with the travel plan will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will hold the data and be responsible for the release of information, with all data held being used solely for the purposes of the travel plan.

7.10 The TPC will seek to register all new residents within three months of occupation.

7.11 The TPC will submit the results of the annual review along with the survey data to CBMC for their information within 3 months of the monitoring period. However, in the interests of security, names and addresses of residents will not be provided.

Walking

7.12 The TPC will encourage walking as a mode of travel from the site by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material;
- Audit the local footway and footpath network and report any defects and / or maintenance issues to BMBC; and
- Liaise with a local taxi firm to provide competitive rates for residents in case of emergency to replace the walk to work journey.

Cycling

7.13 The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:

- Provide information on cycle proficiency courses and adult cycle training from the DFT website ;
- Promote the availability of cycling information, including route maps and useful tips and guidance on the BMBC and Sustrans websites;
- Liaise regularly with the cycling officer at BMBC to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site; and
- Liaise with a local taxi firm to provide competitive rates for residents in case of emergency to replace the cycle to work journey.

Public Transport Information

7.14 The TPC will actively promote public transport with the following specific measures to be implemented:

- Residents will be provided with public transport route and timetable information in the travel information packs, which will be updated by leaflet drop as necessary;
- Details of local taxi firms will be provided within the travel information pack; and
- The TPC will provide details of websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the Transport Direct website and Traveline (Tel: 0871 200 2233).

Car Sharing Scheme

7.15 The TPC will promote the use of a car sharing scheme which will be highlighted in the Travel Pack given to all residents when moving on to site. The promotion of this type of scheme is fundamental to the site because it allows two or more individuals to mutually share journeys to places of work or leisure in one car as a complete journey or as part of a journey involving sustainable modes of transport. The benefits of car sharing include:

- Cost savings on fuel and car parking charges;
- Reducing the number of cars on the highway network
- Reducing congestion and lowering journey times;
- Reduced stress;
- A reduction greenhouse emissions; and
- Increased travel choices which could include walking, cycling and public transport.

7.16 The TPC will promote the use of the liftshare scheme (www.liftshare.com) which will allow for residents to find common journeys to work or leisure within the Barnsley area. Residents can register their details in to a central database to allow for the site to match mutual journeys.

Personalised Journey Planners

7.17 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.

7.18 The TPC will be available to assist residents develop a personal travel plan for regular journeys. The personalised journey planners could include:

- Maps showing the location of the correct bus stops to use at either end of the journey along with the accompanying walk route to their origin and destination;
- Details of how and where to buy tickets, including the current cost for travel; and
- Timetable information for public transport services used on their journey.

Publicity and Marketing

7.19 The developer will set up a web page for the development whether as a stand alone site or as a page within their own web site. This will form a central source of information on all travel related matters for the site, new initiatives, reports and surveys carried out during the lifetime of the plan and directions to the development by all modes of travel.

8.0 MONITORING AND REVIEW

8.1 To establish the success of the travel plan, an effective monitoring and review process will be put in place. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review.

Monitoring

8.2 The TPC will monitor travel patterns associated with the site on a regular basis until the site is 95% occupied. Monitoring will take place at the 50% occupied level, 95% occupied level or within one year of first survey whichever is the earliest, and annually for the first three years hence, reducing to every two years thereafter with continued review and agreement with BMBC. The monitoring of the plan is important for the following reasons:

- It will demonstrate to BMBC the effectiveness of the measures implemented and the progress being made towards the aims and objectives of the travel plan;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the travel plan by reporting successes;
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- The data can be shared with any other nearby employment travel plans and help inform the BMBC and public transport operators of local travel patterns.

8.3 Questionnaires will be distributed to all households by e mail and leaflet drop to monitor travel to and from the site and gain an understanding of travel habits. These surveys can be used to monitor the number of residents walking, cycling, travelling by car and public transport to the site. The results can then be compared with the mode share targets identified earlier in this travel plan.

Reviewing

8.4 The TPC will undertake a review of the travel plan following the results of each monitoring stage. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the level of car / non-car usage at the site; and comments received from residents will be highlighted.

8.5 The TPC will compare the mode share statistics obtained from the annual monitoring to the targets set for the development. The TPC may choose to revise these targets, with agreement with BMBC, in order to maintain a realistic goal for the aims and objectives of the travel plan.

8.6 The TPC will also investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards the aims and objectives of the travel plan. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with BMBC.

8.7 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the BMBC for their review, providing input for travel planning at a strategic level.

9.0 ACTION PLAN

9.1 The measures and initiatives summarised earlier will be implemented in order to target specific objectives of the travel plan within particular timescales. These have been included with the action plan, as set out below.

Action	Target Date	Responsibility	Funding
Initial Setup			
Provide all highway and transport measures	As per agreements with BMBC	Developer/BMBC	Developer
Appointment of TPC	At least 1 month prior to occupation	Developer	Developer
Exchange contact details with BMBC	1 month prior to 1st occupation	TPC	n/a
Set up travel plan working file	1 month prior to 1st occupation	TPC	n/a
Obtain public transport timetables	2 weeks prior to 1st occupation	TPC	n/a
Prepare travel information packs	2 weeks prior to 1st occupation	TPC	
Negotiate discounts on cycles and equipment with local cycle shops	2 weeks prior to occupation	TPC	n/a
Confirm delivery location with retailers	2 weeks prior to occupation	TPC	n/a
Negotiate with local taxi firm for discounts	2 weeks prior to occupation	TPC	n/a
Following Occupation			
Issue travel packs to residents	Upon occupation	TPC	
Ensure TIB is erected and populated	Upon occupation	TPC	Developer
Monitoring & Review			
Set up resident database	Upon 1st Occupation	TPC	
Resident Travel Survey	Upon 50% occupancy	TPC	
Collect travel plan surveys	Within 3 weeks of issue	TPC	n/a
Analyse and submit progress report to BMBC	Within 3 months of completing the survey	TPC	n/a
Undertake travel plan audit and modify where appropriate	Following review by BMBC	TPC/BMBC	n/a

Report updates to all residents	Within 3 months of anniversary	TPC	n/a
Continue regular monitoring as set out and agreed with BMBC	@ 95% occupation, annually for 3 years, bi-annually thereafter	TPC	

10.0 SUMMARY AND CONCLUSIONS

10.1 This Travel Plan has been produced for a proposed residential scheme at Wilthorpe, Barnsley.

10.2 It has been shown that the site is in a sustainable location.

10.3 The administration of this Travel Plan will include for the appointment of a Travel Plan Co-ordinator.

10.4 A series of measures have been incorporated in the Travel Plan which will help to achieve the objective of an increase in the use of sustainable travel.

10.5 The key processes required to monitor the progress of the Travel Plan have been detailed, including the annual surveys.

10.6 Measurable targets have been produced against which actual travel behaviour will be monitored.

10.7 It is intended that further measures, initiatives and promotions will be developed over time by the Travel Plan Co-ordinator with the assistance of BMBC.