The Public Sector Consultant

Former Mill Academy Site
Lobwood
Worsbrough Bridge
Worsbrough
Barnsley
S70 5EP

Barnsley Metropolitan Borough Council

Proposed SEND School

Issue 2

23 September 2026

BC2603

Travel Plan

Proposed SEND School

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1 Introduction

1.1 Background

This Travel Plan (TP) has been prepared by Align Property Services (APS) on behalf of Barnsley Metropolitan Borough Council (BMBC) in support of a full planning application to convert part of the Mill Primary Academy site into a separate SEND (Special Educational Needs and Disabilities) school for 40-45 pupils.

The proposed site is located to the southern side of Barnsley, in Worsbrough Bridge, approximately 125m from Park Road (A61) or approximately 2.4km from Barnsley town centre. It is accessed via a one-way loop arrangement through Lobwood and Berrydale which are both part of the Highway Maintainable at Public Expense (HMPE). These roads provide existing accesses to residential properties and an existing primary school (The Mill Academy). Entry and egress to / from the site is proposed via two priority junctions at the southern end of the site. The approximate site location is illustrated in Figure 1.

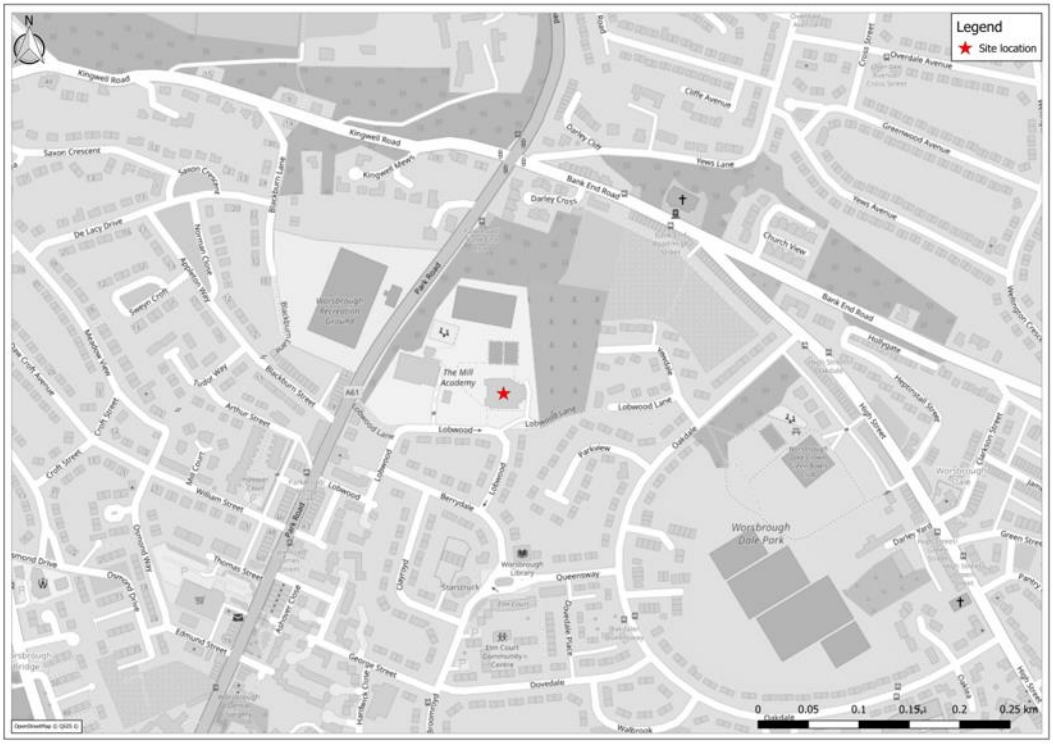


Figure 1 Site Location

The site is located in Worsbrough Bridge within the Barnsley Metropolitan Borough Council area. BMBC are both the Local Planning Authority (LPA) and Local Highway Authority (LHA).

Given that the pupils attending the SEND school will potentially live in a dispersed catchment and have a range of differing needs, in some cases the ability to switch to alternative modes of transport may be limited. As a result, the primary focus of this TP will be staff travel.

1.2 Scope

This document has been prepared with regard to national guidance in respect to the preparation of Travel Plans (TPs) as summarised below.

1.2.1 National Planning Policy Framework (December 2024)

Paragraph 117 of the National Planning Policy Framework (NPPF) states that "*all developments that will generate significant amounts of movement should be required to provide a travel plan*". The NPPF defines a TP as "*a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed*".

Central government Planning Practice Guidance provides advice on the scope of TPs in its document Travel Plans, Transport Assessments and Statements dated 2014. The guidance relevant to TPs is as follows:

Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets.

The guidance goes on to state that TPs should evaluate and consider:

- Benchmark travel data including trip generation databases;
- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
- Relevant information about existing travel habits in the surrounding area;
- Proposals to reduce the need for travel to and from the site via all modes of transport; and
- Provision of improved public transport services.

Given that a TP is a long-term living document, monitoring is key to their success and the following guidance is provided:

- Travel Plans need to set out clearly what data is to be collected, and when, establishing the baseline conditions in relation to any targets.
- The length of time over which monitoring will occur and the frequency will depend on the nature and scale of the development and should be agreed as part of the Travel Plan with the developer or qualifying body for neighbourhood planning.
- Who has responsibility for monitoring compliance should be clear.
- Monitoring requirements should only cease when there is sufficient evidence for all parties to be sure that the travel patterns of the development are in line with the objectives of the Travel Plan. This includes meeting the agreed targets over a consistent period of time.

1.2.2 Barnsley Metropolitan Borough Council Local Plan (January 2019)

The local plan document sets out the council's local planning policy for the future development of Barnsley up to the year 2033.

The key transport goals relevant to development proposals are:

- Policy T1 Accessibility Priorities – *Promote high quality public transport*
    - The site is within a reasonable walking distance of several bus routes that service much of Barnsley and link to wider destinations
- Policy T3 New Development and Sustainable Travel – *Provide at least the minimum levels of parking for cycles, motorbikes, scooters, mopeds and disabled people set*

out in the relevant Supplementary Planning Document; Provide a transport statement or assessment in line with guidance set out in the National Planning Policy Framework and guidance including where appropriate regard for cross boundary local authority impacts; and Provide a travel plan statement or a travel plan in accordance with guidance set out in the National Planning Policy Framework including where appropriate regard for cross boundary local authority impacts. Travel plans will be secured through a planning obligation or a planning condition.

  - The minimum levels of parking for each of these modes will be provided in the proposals and a Transport Statement and Travel Plan have been prepared to support the proposals.

- Policy T4 New development and Transport Safety – *New development will be expected to be designed and built to provide all transport users within and surrounding the development with safe, secure and convenient access and movement.*

  - The proposals include step free access across the site and have been designed to be inclusive and safe.

1.3 Site Context

1.3.1 Development Proposals

The development proposals would see conversion of part of the existing Mill Academy site into a separate SEND school for 40-45 pupils. It is anticipated that 20 members of staff (including support staff) will work at the school. In transport terms, the site would operate independently to the retained Mill Academy, which will function at the same scale as is existing to the west. The access strategy for the site is summarised in Figure 2 and discussed below.

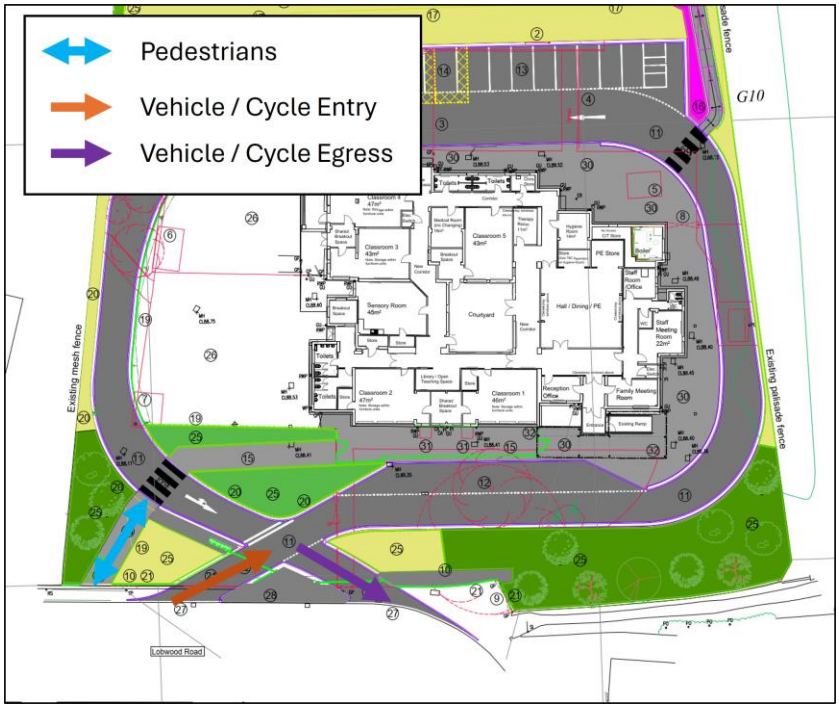


Figure 2 Access Strategy (all modes)

Pedestrians will reach the site via the existing wider pedestrian network. From the northern footway of Lobwood those on foot will enter and exit the site via a gated access at the western extent of the school boundary. Within the site a dedicated pedestrian route, segregated from vehicles will enable people to reach the main school building. At the school entrance point an entrance canopy will shelter individuals from inclement weather. Where the pedestrian route

crosses the internal vehicle access road demarcated pedestrian crossing points will be provided to ensure pedestrian priority.

All vehicles and cyclists will travel to and from the site via the existing highway network. New dedicated separate entry and egress points will be created from Lobwood. Both will be gated and the gates will be left in the open position during pick-up and drop-off times to prevent vehicles from queueing back to the carriageway of Lobwood. The gate at the entrance will be set back 6m to enable cars and light vans to wait clear of the carriageway when arriving outside of pick-up and drop-off times.

1.3.2 Site Users

As summarised in Table 1 the SEND school will accommodate 40 – 45 pupils with 20 staff (including support staff) expected to be on-site at any one time.

Table 1 Number staff and pupils

Type	Number of Staff and Pupils
Staff (at any one time)	20
Pupils	40 – 45
Total number of individuals	**60 – 65**

1.3.3 Cycle parking

Cycle parking will be available in accordance with BMBC standards, as set out in Table 2.

Table 2 Cycle Parking Capacity

Type of Space	Number of Spaces
Staff	1
Students	5
Total	**6**

The school day for pupils will begin at 09:00 and finish at 15:15. Staff are expected to be on site from 06:30 to 18:30.

1.3.4 Car parking

A total of 20 car parking spaces will be provided on-site for use by staff and visitors. Of the 20 car parking spaces, two will be reserved for disabled users.

1.3.5 Drop-off / Pick-up Facilities

A 21.5m long by 3.5m wide lay-by will be provided to facilitate drop-off and pick-up will be provided on site. This lay-by will be able to comfortably accommodate three typical minibuses at any one time.

Alongside the lay-by, an entrance canopy is proposed, this would serve to shelter individuals arriving and departing at the proposed lay-by, from adverse / inclement weather conditions.

2 Roles and Responsibilities

2.1.1 Key Stakeholders

Buy in from key stakeholders is fundamental to the success of any TP. These key stakeholders include but are not limited to:

- Staff;
- Pupils;
- Parents / guardians;
- The local community;
- BMBC (as local highway authority); and
- Local transport operators.

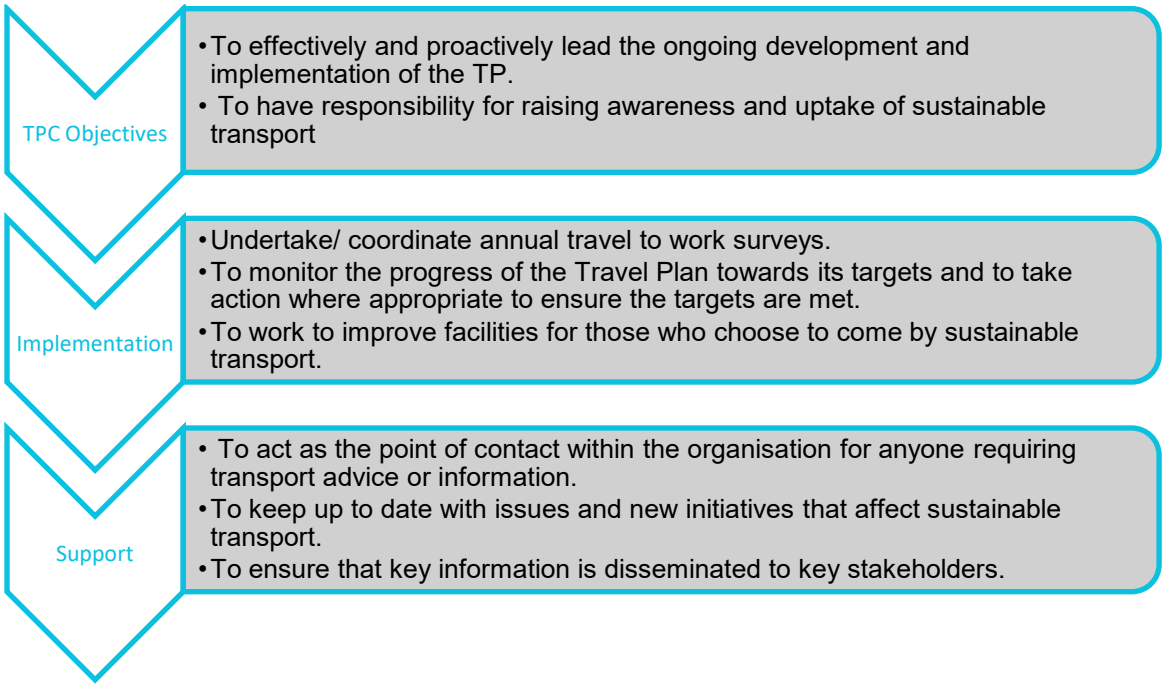
Communication is a key tool in ensuring effective delivery of the TP; therefore, it is important that all stakeholders are aware of the existence of the Travel Plan Coordinator (TPC). The name and contact details of the TPC are contained in Section 2.1.2. If the holder of the TPC role changes, these contact details will be kept up to date in the TP for the life of the document.

Stakeholders can also play a role in supporting the TPC by:

- Participating in and taking ownership of events and initiatives; and
- Taking on roles as appropriate to support the TPC, such as becoming a travel champion.

2.1.2 Travel Plan Coordinator

The TPC plays key role in the success of the TP. They are the individual within the organisation responsible for the day to day running, promotion and implementation of the TP. Furthermore, they are the person that helps others with transport questions. A permanent TPC shall be assigned by the school within three months of first opening. A summary of this role is provided below.



Until a permanent TPC is appointed the TPC will be:

- Name: Alex Gardner
- Job Title: Principal Transport Manager, Align Property Services
- Email: Alex.Gardner@alignpropertyservices.co.uk
- Address: White Rose House (2nd Floor), Northallerton Business Park, Thurston Road, Northallerton, DL6 2NA
- Telephone: 01609 797373

3 Travel Planning Context

3.1 Purpose of a Travel Plan

Developing and maintaining a TP shows a commitment to sustainable and active travel; furthermore, it can help to increase the overall safety of the school community.

As stated in the PPG '*Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.' A travel plan primarily function as a way to consider the existing situation and implement a series of measures that will help meet national, regional and local sustainable travel goals'.*

Having a TP helps workplaces by creating accountability to their goals and provides a focus for achieving the and prioritising the school when seeking additional support and funding.

3.2 Benefits of a Travel Plan

An effective TP can deliver a wide range of real benefits to pupils, staff and visitors, the local community and the operation of the school itself. A selection of these benefits are highlighted below, however it should be noted that this list is not exhaustive.

Pupils, Staff and Visitors

- Improved safety of pupils, staff and visitors travelling to and from the site due to less traffic.
- Greater staff health and well being due to the benefits of active travel.
- Improved road safety awareness of pupils and staff following training initiatives.
- Improved journey reliability for pupils, staff and visitors due to reduced congestion on routes to and from the site.

School

- Less demand for space for car parking, that can be reallocated to other uses such as for education and recreation.
- Healthier and happier staff, thanks to active travel. For example cycling and walking.
- Opportunities to introduce healthy living topics to staff.
- Enables the school to evidence its environmental commitment.

Local Community

- Less congestion around the school and in the local community improving journey times and avilability of parking.
- Less pollution around the school and local area providing health benefits.
- Potential improvements to cycling and walking routes including safer places to cross the road, which benefit all members of the community.
- Improves relationships with the school neighbours and local community, opening up lines of communication.

4 Travel to the Site

4.1 Walking

The CIHT document 'Planning for walking' states 'The power of a destination determines how far people will walk to get to it. For bus stops in residential areas, 400 metres has traditionally been regarded as the optimum distance for those wishing to commute by bus. People will generally walk up to 800 metres to get to a railway station, which reflects the greater perceived quality or importance of rail services. However, the IHT in their 'Providing for Journeys on Foot' guidance state that for education and commuting journeys, people are usually willing to walk a distance of up to 2,000m (2 km / 1.25 mi).

As can be seen below several facilities, including bus stops (which could be utilised by those commuting to / from the site) are within the given walking distances discussed above. As such it is expected that the overall facilities of the surrounding area are deemed to be more than adequate.

A selection of facilities including, retail, entertainment and medical are within walking distance of the site. The route to and from these facilities is well catered for. Continuous footways are provided along both sides of Park Road, Lobwood (with the exception of part of the eastern extent) and Berrydale which range between 1.3m and 2m in width. Dropped kerbs and tactile paving (along Park Road) are provided at junctions to aid pedestrians in crossing the road.

Shown below in Figure 3 is a 2 km walking isochrone (25 minutes walk at 4.8 km/h) centred from the site itself, this demonstrates the volume and variation of facilities that are within a reasonable walking distance from the site and may be accessed by staff and some students.

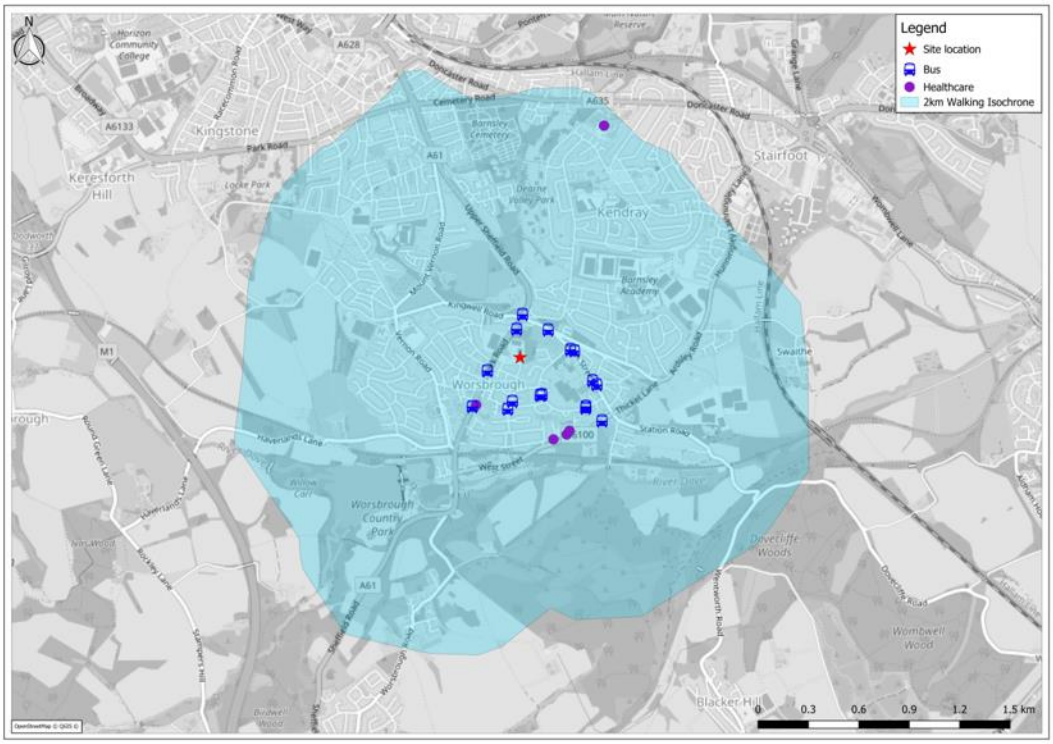


Figure 3 2km walking isochrone

4.2 Cycling

According to Local Transport Note 1/20 two out of every three personal trips are less than five miles (8 km) in length, which is considered an achievable distance to cycle for most people.

Whilst no dedicated cycling facilities are present within the vicinity of the site most of the local roads appear to be conducive to cycling due to their physical characteristics, encouraging

reduced vehicle speeds. As the local roads only serve the local primary school and some residential estates low traffic numbers are also expected. As such cycling to the site from its immediate vicinity is considered to be acceptable.

Shown below in Figure 4 is a 8 km (5 mi) cycling isochrone centred from the site itself. As can be seen a wide variety of destinations such as the town centre of Barnsley and its associated facilities are located within a reasonable cycling distance from the site and may be accessed by staff and visitors.

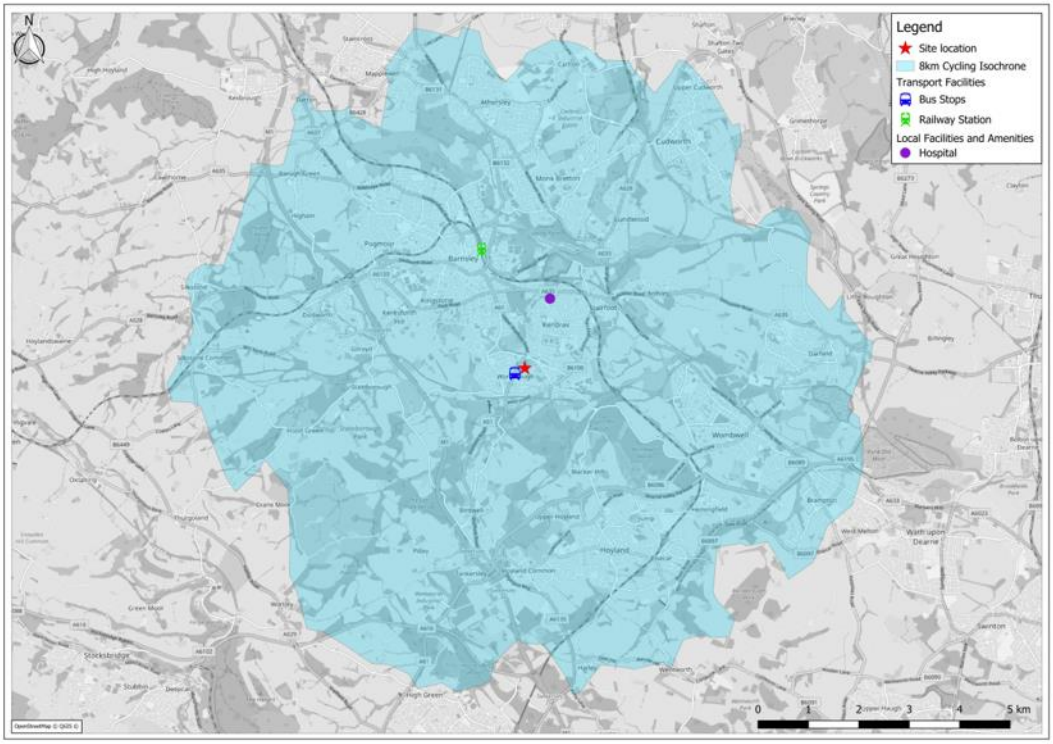


Figure 4 8km cycling isochrone

4.3 Public Transport

Public transport facilities in the vicinity of the site are illustrated in Figure 5 and discussed in the following sub-sections.

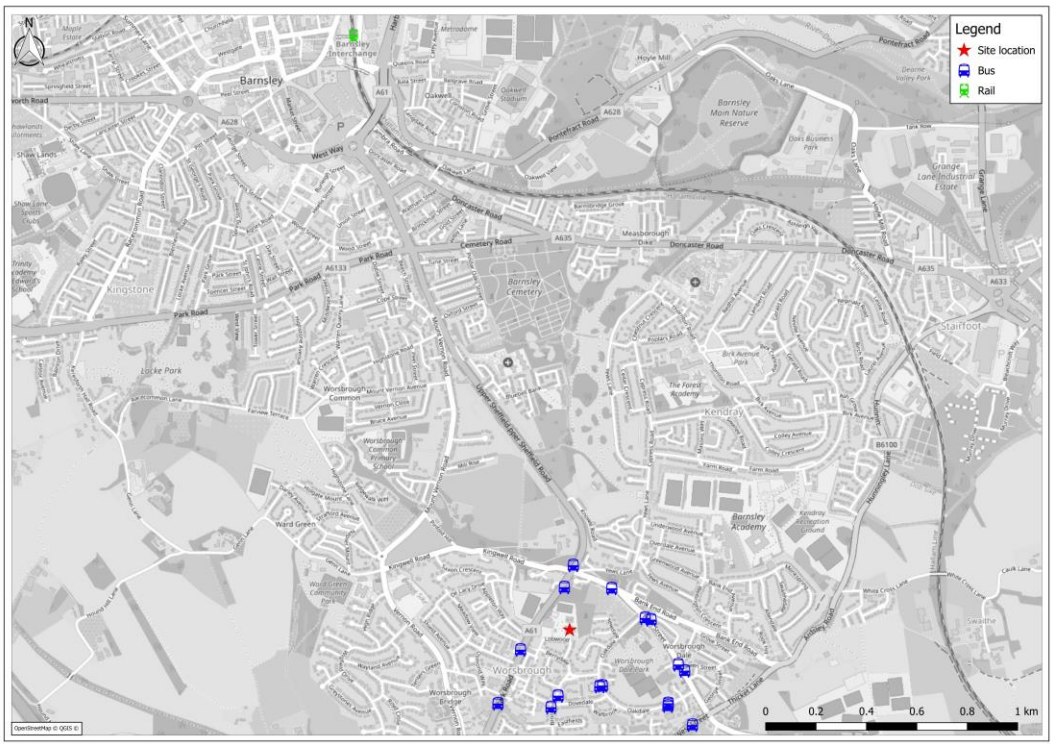


Figure 5 Transport Facilities

4.3.1 Bus Services

As outlined above the preferred maximum preferred walking distance to bus stops in residential areas is 400m, and there are bus stops located on Park Road approximately 250m walking distance from the site providing access to westbound and eastbound bus services. The bus services and their frequencies are summarised in Table 3.

Table 3 Details of bus routes servicing the site (weekday)

Route identification		Weekday			
Route No.	Route name	Frequency	Earliest Service	Latest Service	No. of services
2	Barnsley – Sheffield	Hourly	06:02	23:35	16
X17	Wirksworth – Chesterfield - Barnsley	Hourly	06:30	20:50	14
66	Barnsley – Hoyland - Barnsley	Every 20-30 mins approx.	05:05	00:28	45

As seen in Table 3 three routes serve the proposed development, these being the 2, X17 and 66. These services have a high frequency at approximately every 20 minutes and combined with the early first service and late final service, links to nearby Barnsley Interchange and Barnsley itself are well established and catered for. All services operate from stops located approximately 250-300m walking distance to the southwest of the site. Both bus stops are well equipped with bus shelters, bus stop kerbs, a flag and timetable information.

4.3.2 Rail Services

Barnsley train station is located approximately 2 miles to the north of the site. It provides direct links to Sheffield, Leeds, Huddersfield, Lincoln and Nottingham via Northern services. The station is managed by Northern and importantly offers step-free access to all platforms, on-site ticket machines and sheltered waiting and seating areas. There are 76 available parking spaces, 6 accessible parking spaces and cycle storage for 24 bicycles. Train calling points on the journey are summarised in Figure 6.

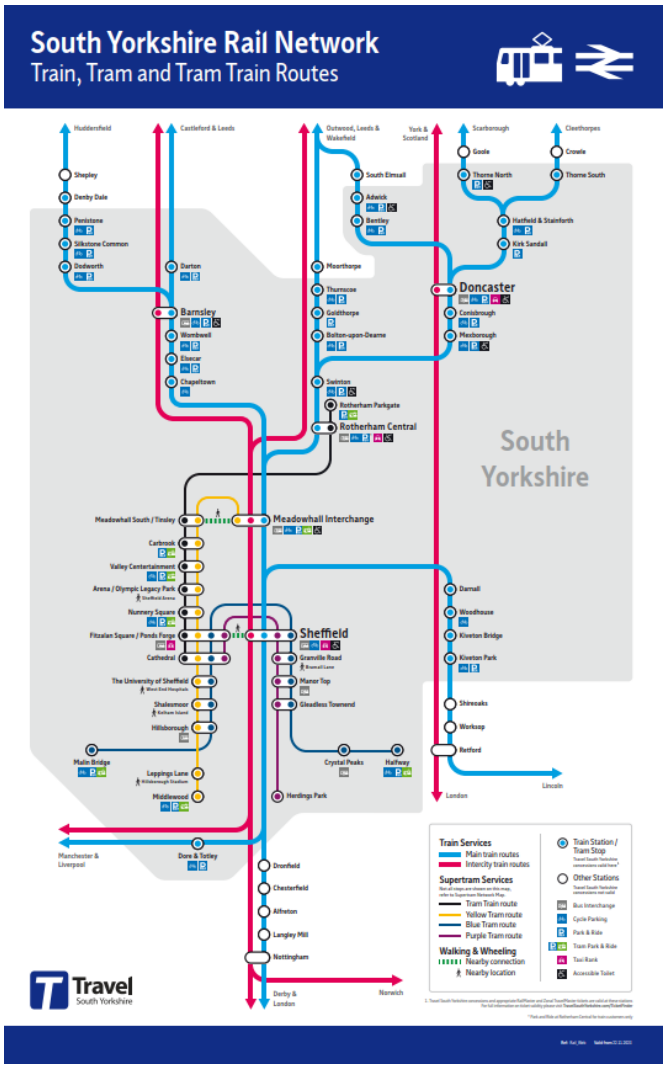


Figure 6 South Yorkshire Rail Network (Source: TravelSouthYorkshire)

The first and last services between a Monday and a Friday are summarised in Table 4.

Table 4 Train Times (Mon to Fri)

Service	Origin	Destination	Departs	Arrives	Average Hourly Frequency
First train	Barnsley	Leeds	05:57	06:47	2
Last train			22:59	23:52	
First train	Leeds	Barnsley	05:54	06:45	2
Last train			22:58	23:48	

4.4 Private Car

4.4.1 Park Road (A61)

Park Road to the west of the site (illustrated in Figure 7) links the site and surrounding residential area to the wider highway network, it is approximately 8.5m wide with a centre line. The road is a two-way single carriageway road with a speed limit of 30mph and is expected to experience relatively low traffic flows and speeds. Footways are present either side of the road with an average width of 2.0m and pinch points of 1.3m in places. Parking is unrestricted to the north of the pedestrian cut through to Lobwood, with the exception of a set of school keep clear markings. There is an uncontrolled pedestrian crossing point to the south of the pedestrian cut through, which benefits from tactile paving.



Figure 7 Park Road Looking North

4.4.2 Lobwood

Lobwood (illustrated in Figure 8) directly links the site and existing primary school to Berrydale and Park Road. It is a single carriageway road without a centre line that is two-way between Park Road and Berrydale before becoming one-way in the northbound direction forming a loop back onto Berrydale further to the east. The two-way sections of road are an average of 6.0m in width, decreasing to 4.8m where it becomes one-way. The road is subject to a 30mph speed limit and has footways along either side for the majority of its length, these footways range between 1.6m and 2.0m. There are no parking restrictions along Lobwood with the exception of double yellow lines at the junction with Park Road and a section of school keep clear markings (which prohibit stopping between 08:00 and 17:00 Monday to Friday) outside the existing Mill Academy.



Figure 8 Lobwood Looking East (towards the school)

4.4.3 Berrydale

Berrydale (illustrated in Figure 9) is a two-way single carriageway road with a centre line subject to a 30mph speed limit. The road has an average width of 6.2m and has footways either side of the carriageway approximately 1.7m wide. There are no existing parking restrictions along Berrydale.



Figure 9 Berrydale Looking West

5 Aim and Objectives

5.1 Overall Aim

The overall aim of this TP is to where possible minimise the environmental impact of vehicle trips generated by the school and is summarised as follows:

To minimise the number of vehicle trips generated by school staff, particularly those trips with a single occupant, in favour of more sustainable modes

The audience of this TP is primarily staff of the school. Delivery and servicing trips are outside the scope of this TP as it would not be reasonable given the scale of the school for them to have influence on these types of trips.

5.2 Objectives

To achieve the overall aim of the TP, a number of objectives have been set that describe its key goals. These objectives cover a range of outcomes and are linked to the specific context of the site as follows:

1. **To encourage staff and visitors to consider the use of more sustainable modes of transport**
2. **To promote the awareness of staff and visitors of more sustainable modes of travel**
3. **To set appropriate targets that are: 1) Monitored, 2) Reviewed and 3) Amended as necessary throughout the life of the TP**
4. **To monitor the travel patterns of staff and visitors annually and review performance against TP targets at appropriate intervals**
5. **To provide a long-term commitment to achieving the overall aim of this TP**

This document sets out a strategy for meeting the above objectives via a range of mechanisms and measures. Given their nature, TPs are required to be live documents, this TP will be reviewed and if necessary, updated at key milestones during the lifecycle of the development, which are explored in Section 8.

6 Baseline Mode Share and Targets

6.1 Baseline Mode Share

6.1.1 Staff

As the staff that will work at the school are currently unknown, method of travel to work data from the 2011 UK Census was gathered for the workplace population of the Barnsley 021 MSOA. This data considers all individuals who work within the census data area i.e., only inbound or internal trips. The existing assumed mode share was calculated from the raw data with *'Working mainly at or from home'* disregarded as it does not apply to commuting trips.

The collated results of the baseline mode share are contained in Table 5.

Table 5 Staff Mode Share Baseline

Census Mode Share	
Method of travel to work	**Percentage (%)**
Train	1%
Bus, minibus or coach	6%
Taxi	2%
Motorcycle, scooter or moped	1%
Driving a car or van	69%
Passenger in a car or van	9%
Bicycle	0%
On foot	12%
Other method of travel to work	0%

Overall, the majority (69%) of people travelling to the area to work do so by driving a car or van. The next highest proportion is on foot at 12% followed by passenger in a car or van at 9% and bus at 6%. Taxi, train and motorcycle make up 2%, 1% and 1% respectively.

6.2 Targets

6.2.1 Introduction

Targets are a key mechanism to demonstrate if a TP is meeting its aim, which is this case is to "*To minimise the number of vehicle trips generated by the school, particularly those trips with a single occupant, in favour of more sustainable modes*".

Targets should be set based on the following criteria:

- Be set over a minimum five-year time frame.
- Be ambitious and SMART (specific, measurable, attainable, realistic and timebound) as illustrated in Figure 10. For example, reduce single occupancy vehicle trips by x% by x date;
- Be linked to the objectives of the travel plan (e.g. if the aim is to promote healthy travel, targets to increase walking and cycling should be set); and
- To improve on baseline mode share of sustainable modes and enable the measurement of success in achieving the objectives of the travel plan.



Figure 10 SMART Travel Plan Targets

6.2.2 Staff Targets

The target mode shift for the school staff has been calculated from the current baseline coupled with a vision is to reduce single occupancy car journeys to the site by 10% and to increase bus, car passenger, bicycle and walking modes.

The initial target mode shares presented will be subject to change as these figures are based upon the current best estimate of mode splits for the development. An initial travel survey (to be undertaken within one year of occupation) will update the estimated mode split to a confirmed baseline. Once this data has been obtained, the future year targets can be amended (if required) in line with the proportions presented.

If by the end of a particular year the data collected indicates that mode shifts are not following the aspired patterns, the Travel Plan Coordinator will assess which measures have been effective and which ineffective. They will then make further decisions with regards to which measures to maintain and which to replace with alternatives. Likewise, if it appears that the targets are not sufficiently challenging, or indeed too challenging, the Travel Plan Coordinator will revise them accordingly.

Mode share targets are provided in Table 6.

Table 6 Staff Mode Share Target

Adjusted Mode Share				
Method of travel to work	**Baseline Percentage (%)**	**Year 1 Percentage (%)**	**Year 3 Percentage (%)**	**Year 5 Percentage (%)**
Train	1%	1%	1%	1%
Bus, minibus or coach	6%	6%	7%	8%
Taxi	2%	2%	2%	1%
Motorcycle, scooter or moped	1%	1%	1%	1%
Driving a car or van	69%	66%	61%	59%
Passenger in a car or van	9%	9%	10%	10%
Bicycle	0%	2%	4%	5%
On foot	12%	13%	14%	15%
Other method of travel to work	0%	0%	0%	0%
Total	100%	100%	100%	100%

7 Action Plan

7.1 Introduction

This section outlines the measures that have been identified as suitable for implementation at the school, these measures will contribute to the delivery of the TP's objectives and overall aim. For each measure a realistic timescale, owner and funding source has been identified. The measures have been organised in accordance with the mode hierarchy (Figure 11), which seeks to prioritise modes in accordance with their benefits to individuals and the wider community.

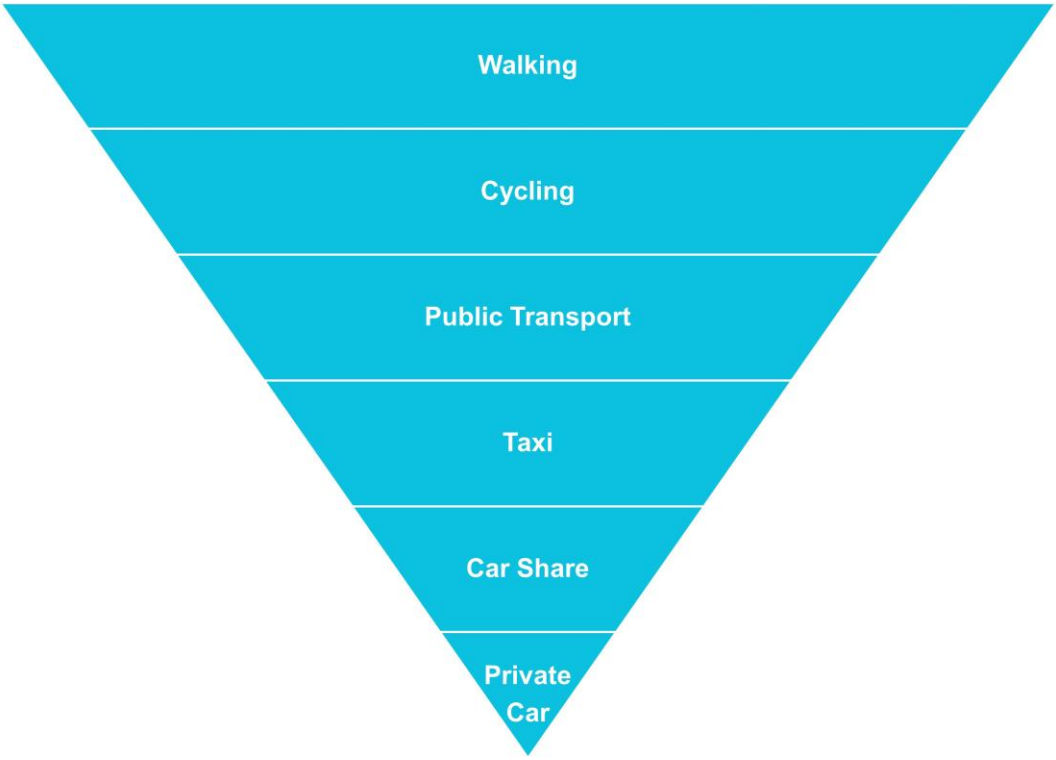


Figure 11 Mode Hierarchy

Given that this is an operational phase travel plan, challenging implementation targets have been set to evidence the school's commitment to promoting sustainable travel. Through the monitoring process, each measure will be reviewed annually to determine if they remain appropriate or if any new measures should be introduced.

7.2 Funding

Funding is key for the successful delivery of travel planning measures and funding sources for each measure have been identified. Many measures such as promotion and marketing will have minimal direct costs and have been assumed to fall under the staff time allowed for administering the TPC role. Physical on-site measures to introduce new facilities are expected to fall within the school's wider budget or would be funded from grant funding if feasible.

7.3 Measures to Promote Walking

Walking is one of the key modes that can contribute to improving uptake of sustainable modes when travelling to work. As quoted in the IHT '*Providing for Journeys on Foot*' guidance state that for education and commuting journeys people are usually willing to walk a distance of up to 2,000m (2 km / 1.25 mi). Measures to promote uptake of walking are set out in Table 7.

Table 7 Walking Measures

Linked objective	Measure	Timescale	Owner	Funding	Monitoring
1, 2, 4, 5	Site Layout to be designed to maximise and encourage walking options.	At opening	School Management	Within development cost of site	Progress towards mode split targets and staff satisfaction survey
1, 2, 4, 5	Advice on personal safety.	Within three months of adoption of the TP	TPC	Within TPC role.	Progress towards mode split targets and staff satisfaction survey
1, 2, 4, 5	Production of mapping showing 2km walking isochrone from site.	Within three months of adoption of the TP	TPC	Within TPC role.	Progress towards mode split targets

7.4 Measures to Promote Cycling

Local Transport Note 1/20 (DfT, 2020) states that nationally two out of three personal trips are under five miles, an achievable distance to cycle. However, only 2.6% of individuals cycle to work. As a result, measures to promote cycling have significant potential to help achieve the aim and objectives of this TP. Measures to promote the uptake of cycling are set out in Table 8. Measures such as the provision of changing, shower and locker facilities in particular can be important to encourage longer distance cycle journeys.

Table 8 Cycling Measures

Linked objective	Measure	Timescale	Owner	Funding	Monitoring
1, 2, 4, 5	Provision of secure, sheltered and adequate cycle parking facilities for staff.	At opening	School Management	Within development cost of site.	Progress towards mode split targets
1, 2, 4, 5	Provide information on health benefits of cycling	Within three months of adoption of the TP	TPC	Within TPC role.	Progress towards mode split targets and staff satisfaction survey
1, 2, 4, 5	Production of mapping showing 8km cycling isochrone from site.	Within three months of adoption of the TP	TPC	Within TPC role.	Progress towards mode split targets and staff satisfaction survey

7.5 Measures to Promote Public Transport

Only around 6% of individuals currently travel to work via buses in the local area and as such, promoting public transport for those who travel to work by car would be beneficial to achieve the aims and objectives of this TP. Measures to promote public transport are set out in Table 9.

Table 9 Public Transport Measures

Linked objective	Measure	Timescale	Owner	Funding	Monitoring
1, 2, 4, 5	Provision of site specific bus and rail travel information including bus and rail (e.g. maps, leaflets, way-finding signs to key transport nodes, such as rail stations)	Within three months of adoption of the TP.	TPC	Within TPC role.	Progress towards mode split targets and staff satisfaction survey
1, 2, 4, 5	Pedestrian links to public transport to be at least as convenient and attractive as links to car parks	Within three months of adoption of the TP.	TPC	Within TPC role.	Progress towards mode split targets and staff satisfaction survey

7.6 Measures to Promote Car Sharing

By promoting car sharing the number of single occupancy car trips can be reduced, which would reduce congestion and improve air quality in the vicinity of the school. Measures to encourage the uptake of car sharing are contained in Table 10.

Table 10 Car Sharing Measures

Linked objective	Measure	Timescale	Owner	Funding	Monitoring
1, 2, 4, 5	Create a car sharing database for staff, which allows interested parties to be matched up with those that live nearby.	Within 12 months of adoption of the TP.	TPC/ Administrative Staff	Within TPC role.	Progress towards mode split targets and staff satisfaction survey
1, 2, 4, 5	Allocate priority parking spaces for staff who car share.	Within 12 months of adoption of the TP.	TPC	Within TPC role.	Progress towards mode split targets
1, 2, 3, 4, 5	Implement emergency lift home procedures for staff who car share.	Prior to the launch of any car sharing scheme.	TPC	Within TPC role.	Progress towards mode split targets and staff satisfaction survey

7.7 Promotion and Marketing Strategy

The implementation of an effective promotion and marketing strategy is key to the success of any travel plan. The aims and objectives of the TP will only be achieved if stakeholder buy in is attained. A range of measures to ensure that sustainable travel is promoted are contained in Table 11.

Table 11 Promotion and Marketing Strategy Measures

Linked objective	Measure	Timescale	Owner	Funding	Monitoring
1, 2, 4, 5	Produce a welcome pack highlighting sustainable travel opportunities to be distributed to new staff	Within three months following adoption of the TP.	TPC	Within TPC role.	Progress towards mode split targets and staff satisfaction survey
1, 2, 4, 5	Provide sustainable travel information on the care and support hub website.	Within three months following adoption of the TP.	TPC/ IT provider	Within TPC role.	Progress towards mode split targets
1, 2, 3, 4, 5	Appoint a staff travel champion who will lead by example and support the TPC	Within three months following adoption of the TP.	TPC/ School Management	Within TPC role.	Progress towards mode split targets and staff satisfaction survey
1, 2, 4, 5	Set up a sustainable travel working group	Within six months following adoption of the TP.	TPC	Within TPC role.	Progress towards mode split targets
1, 2, 4	Publicise travel plan successes. People may be more likely to continue mode shift if commended as well as encouraging others	Ongoing	TPC	Within TPC role.	Progress towards mode split targets

8 Monitoring and Evaluation

8.1 The Need for Monitoring

An important part of any travel plan is the continual monitoring and review of its effectiveness. It is essential that the production of a travel plan is not a one-off event, but evolves over time. Regular monitoring and reviewing will help to gauge progress towards targets and objectives. If necessary, the travel plan will then be refined and adapted to improve its progression. This process is illustrated in Figure 12.

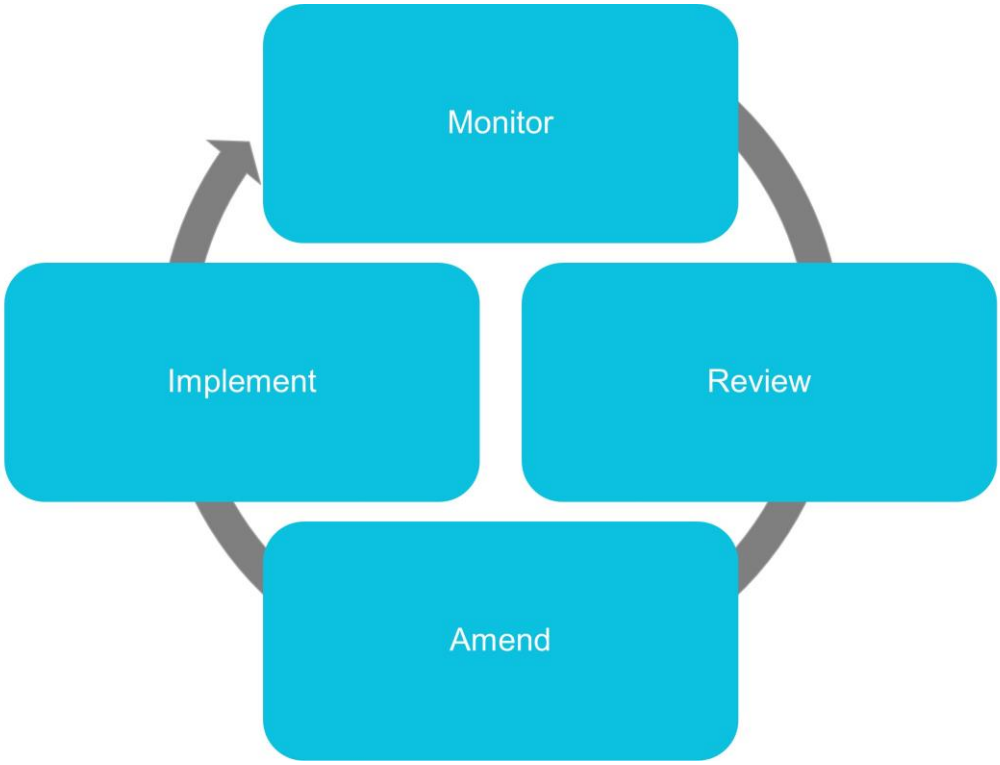


Figure 12 Monitoring Cycle

8.2 Monitoring

As a living document, there will be the need to update the travel plan as required. This requirement should be borne from the monitoring exercise. Monitoring will take place annually, on the anniversary of the school opening, with the TPC taking the lead in coordinating the implementation of staff and visitor surveys. The following three questions shall be considered:

1 What is your usual mode of travel to and from the school based on the mode used most often and that covers the longest time/most distance?
2 What is your preferred mode of travel to and from the school?
3 How do you feel the existing measures sufficiently promote and facilitate active travel and public transportation?

8.3 Analysis and Reporting of Monitoring

The TPC will take the lead in the analysis and reporting of the monitoring data. A monitoring report will be produced by the TPC. The report will summarise the monitoring data collected, report on progress with measures that have been implemented and suggest any changes to existing measures or new measures to be implemented. Clearly identified targets for the next review period will be established.

Following the production of the monitoring report, the TPC will be responsible for disseminating its findings to the relevant stakeholders (including visitors and staff).

8.4 Funding of the Travel Plan

All aspects of the TP will be funded by BMBC. This includes implementation, providing a Travel Plan Coordinator and monitoring activities. BMBC is also committed to promoting collaborative working with other organisations and stakeholders to meet sustainable travel objective.