

South Yorkshire Fire & Rescue Service

Proposed Replacement Fire Station
Broadway, Barnsley
Travel Plan

September 2019

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Client Commission			
Client:	South Yorkshire Fire & Rescue Service	Date Commissioned:	August 2019

LTP Quality Control					
Job No:	LTP/19/3830	File Ref:	Barnsley Fire Station TP (Final Issue 1)		
Issue	Revision	Description	Originated	Checked	Date
1	-	Final for planning submission	JH	SW	09/09/2019
				Authorised for Issue:	AM

LTP PROJECT TEAM

As part of our commitment to quality the following team of transport professionals was assembled specifically for the delivery of this project. Relevant qualifications are shown and CVs are available upon request to demonstrate our experience and credentials.

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PROPOSED REPLACEMENT FIRE STATION BROADWAY, BARNSELEY TRAVEL PLAN

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I. INTRODUCTION

I.1 Background

- 1.1.1 Local Transport Projects Ltd (LTP) has been commissioned by South Yorkshire Fire & Rescue Service (SYFRS) to produce a Travel Plan (TP) in support of a planning application for a replacement fire station at the site of Barnsley Fire Station, located on Broadway in Barnsley. This TP provides a strategy for encouraging users of the site to travel by sustainable modes of transport, including walking, cycling, public transport and car sharing.
- 1.1.2 The local planning and highway authority for the site is Barnsley Metropolitan Borough Council (BMBC).
- 1.1.3 A Transport Statement (TS) (LTP, 2019) that provides an appraisal of the expected transport impacts associated with the proposed development has been produced alongside this Travel Plan. Reference has been made to the associated TS when preparing this document, with specific information and traffic projections taken directly from the TS.

I.2 Scope

- 1.2.1 This Travel Plan is written in accordance with the Government's '*National Planning Policy Framework*' (MHCLG, 2019) and '*Planning Practice Guidance*' (DCLG, 2014), as summarised below:
 - **Background:**
 - Introduction to the Travel Plan, the proposals and the relevant planning history;
 - Determine the benefits that a successful Travel Plan can achieve, relative to staff, visitors, the local community and the Applicant;
 - Outline the relevant travel planning policy context, including the latest local and national travel planning guidance.
 - Definition of the **overall aim and objectives** of the Travel Plan.
 - Establish the expected **baseline travel situation**.
 - Set appropriate **targets** to minimise car journeys to/from the site, based on the expected baseline situation.
 - Assess **accessibility** of the site by sustainable modes, including:
 - Walking;
 - Cycling;
 - Public Transport;
 - Car Sharing.
 - Establish **roles and responsibilities** for implementing the Travel Plan, including the role of the Travel Plan Coordinator and the overall responsibility for funding.

- Outline the Travel Plan Strategy and **Action Plan**, which would include a range of measures for achieving the objectives, under the following headings:
 - Walking;
 - Cycling;
 - Public transport;
 - Car sharing;
 - Reducing business need to travel;
 - Marketing strategy;
 - Welcome Travel Pack.
- The Action Plan would also contain details on the **funding and timescales** for each of the proposed schemes.
- Outline the **monitoring and evaluation strategy** of the Travel Plan, to include annual surveying and other indicators.
- Establish **intervention measures** to be implemented if the review process identifies that the Travel Plan targets are not being achieved.

1.3 Site Location & Existing Use

- 1.3.1 The application site is located to the north-east of Broadway (A6133) in the Kingstone area of Barnsley, approximately 1.5km south-west of Barnsley town centre. The site is bound by greenspace and allotments to the north-east, dwellings served via Keresforth Court to the south-east, Broadway to the south-west, and a distribution centre formerly occupied by The Cooperative to the north-west. The approximate boundary of the site is shown in Figure 1.

Figure 1: Site Location



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- 1.3.2 The site is occupied by the operational Barnsley Fire Station, which is accessed via a priority T-junction with ghost-island right-turn lane connecting with Broadway to the west of the site. The site accommodates the main fire station building along with a number of ancillary buildings associated with the fire station use, including storage buildings, a drill tower and fuel station along with a drill yard and Road Traffic Collision (RTC) area. The site also accommodates an ambulance building. There are a number of marked parking spaces at the existing site, including within the frontage of the fire station building and within the drill yard.

1.4 Development Proposals & Access Arrangements

- 1.4.1 This report is based upon the proposals shown on the site layout plan attached as Appendix 1. The proposals involve the demolition of the existing fire station building, and the construction of a replacement building, which will have a reduced footprint and floor area when compared to the existing building. The existing drill tower, drill yard, fuel station, RTC area and ambulance building are to be retained under the proposals.
- 1.4.2 The existing garage building within the south-eastern part of the site is to be demolished and replaced with tarmacadam hardstanding as part of the proposals, but will accommodate temporary fire service accommodation during construction works.
- 1.4.3 Although the proposed fire station will have a reduced footprint when compared to the existing station, the operational scale and number of staff employed at the site is expected to remain as existing. The site accommodates two fire appliances and this will be unchanged under the development proposals. A total of 6 watch staff are based at the site at any given time, with 6 staff on the day shift and 6 staff on the night shift. A total of 13 management/office staff are also employed at the site and work usual office hours. Up to 25 staff are therefore expected to be on-site on any given day, with up to 19 staff on-site at any one time.
- 1.4.4 Access to the proposed development is to be provided via the existing priority T-junction with ghost-island right-turn lane, connecting with Broadway to the west of the site. The existing access measures approximately 6.1m in width at its narrowest point, which is considered to be suitable to accommodate the passing of two fire tenders. The existing access road has a gradient of 1:10, and 1:12 within the final 9.0m of the approach to Broadway, which is considered to be appropriate to serve the site. The vehicular access arrangements are to remain unchanged under the development proposals.
- 1.4.5 A footway measuring at least 2.0m in width is to be provided on the south-eastern side of the access road under the proposals, connecting with the existing footway infrastructure on Broadway. This will assist in facilitating improved pedestrian access to the site.
- 1.4.6 Local parking standards are contained within the document '*Barnsley Local Development Framework Supplementary Planning Document: Parking*' (BMBC, 2012), however given the relatively atypical development type, the proposals do not fit within any of the specified categories. It is therefore considered that the proposed parking provision should be determined based upon the anticipated demand generated by the site.

- 1.4.7 A total of 20 car parking spaces are to be provided at the site, including 16 staff spaces, 2 visitor spaces and 2 accessible spaces. As discussed further within Section 5.1, up to 16 day shift staff are expected to travel by vehicle trip generating modes, therefore the proposed parking provision is considered to be sufficient to accommodate the projected demand.
- 1.4.8 A cycle parking shelter with 5 'Sheffield' stands is to be provided at the site, which will accommodate up to 10 cycle parking spaces. This equates to 1 space per 2.5 staff based at the site on any given day, which is considered to be suitable to accommodate the projected demand.
- 1.4.9 A total of three fire appliance bays are to be provided within the proposed fire station building. Access to the drill yard area will be gated in order to restrict any unauthorised access.
- 1.4.10 The internal layout of the site is designed to ensure that all vehicles can access and egress from the public highway in a forward gear.

1.5 Planning History

- 1.5.1 There are understood to be no relevant, recent planning applications relating to the proposed development site.

2. TRAVEL PLANNING BACKGROUND

2.1 What is a Travel Plan?

- 2.1.1 Planning Practice Guidance (PPG) entitled *‘Travel Plans, Transport Assessments and Statements in Decision-taking’* defines Travel Plans as *“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)”* (DCLG, 2014).
- 2.1.2 Best practice has been identified within the appropriate national guidance and has informed the development of this Travel Plan. Within the *‘National Planning Policy Framework’* (NPPF) (MHCLG, 2019) Travel Plans are identified as a key tool to promote sustainable modes of travel, stating that *“all developments that will generate significant amounts of movement should be required to provide a Travel Plan.”* The NPPF identifies that Travel Plans should exist as a long term strategy and should be regularly reviewed.
- 2.1.3 As well as the guidance highlighted above, this Travel Plan is situated within the context of the following policy documents:
- Barnsley Local Plan (BMBC, 2019a);
 - Sheffield City Region Transport Strategy 2018-2040 (SCR, 2017);
 - Barnsley Transport Strategy 2013-2033 (BMBC, 2016);
 - Barnsley Local Development Framework Supplementary Planning Document: Parking (BMBC, 2012);
 - Manual for Streets 2: Wider Application of the Principles (CIHT, 2010);
 - The Essential Guide to Travel Planning (DfT, 2008a);
 - Guidance on Transport Assessment (DfT, 2007a);
 - Manual for Streets (DfT, 2007b);
 - A Guide on Travel Plans for Developers (DfT, 2005a);
 - Making Smarter Choices Work (DfT, 2005b); and
 - Using the Planning Process to Secure Travel Plans. Best Practice Guide (DfT, 2002).

2.2 Why Prepare a Travel Plan? – The Benefits

2.2.1 A successful Travel Plan can be expected to realise a number of environmental, economic, health and social benefits. These benefits can be experienced by individuals, the Applicant, the Local Authority and the wider community. Figure 2 highlights a number of benefits that a successful Travel Plan can bring.

Figure 2: Potential Benefits of a Successful Travel Plan

Benefits to the individual

- Improved travel choices which can provide travel options that are ***cheaper, quicker and more convenient***.
- There are various health benefits associated with walking and cycling, including improved physical fitness and reduced stress.
- A more attractive and cleaner environment at the site as a result of reduced congestion and lower demand for parking.

Benefits to the local community

- Improved travel links in the area for local people.
- Reducing the number of car journeys on the local roads can help make the streets less congested.
- A reduction in pollutants will improve air quality and help contribute towards wider local, national and global environmental targets.

Benefits to the Applicant

- Enhances site accessibility.
- Provides evidence of sustainable credentials against criteria such as BREEAM.
- Producing a Travel Plan could offer positive image enhancement benefits to the development, which could help in the recruitment and retention of staff.
- Creates good relations with the local community.
- Improve marketability with an added value product.
- Potentially reduce the need for expenditure on new highway infrastructure.
- Staff and visitors are provided with a better experience from the reduced congestion and demand for parking.

2.2.2 This Travel Plan sets out the proposals for promoting sustainable travel choices by staff and visitors of the proposed development.

3. OPTIONS FOR SUSTAINABLE MODES OF TRAVEL

3.1 Pedestrian Provision

- 3.1.1 Guidance from Chartered Institution of Highways & Transportation (CIHT) suggests a preferred maximum walking distance of 2km for a number of trips, including commuting and school trips (IHT, 2000). The proposed development site is located within a 2km walking distance of the areas of Kingstone, Dodworth, Worsbrough Common and Pogmoor, along with south-western parts of Barnsley town centre.
- 3.1.2 The pedestrian infrastructure within the vicinity of the site is well developed, with a footway measuring approximately 2.2m in width provided on the north-eastern side of Broadway within the site frontage.

Photo 1: Footway on Broadway



- 3.1.3 A shared-use foot/cycleway measuring at least 3.0m in width is provided on the south-western side of Broadway within the frontage of the site. Both the footway and shared-use foot/cycleway on Broadway continue to the north-west and south-east of the site.

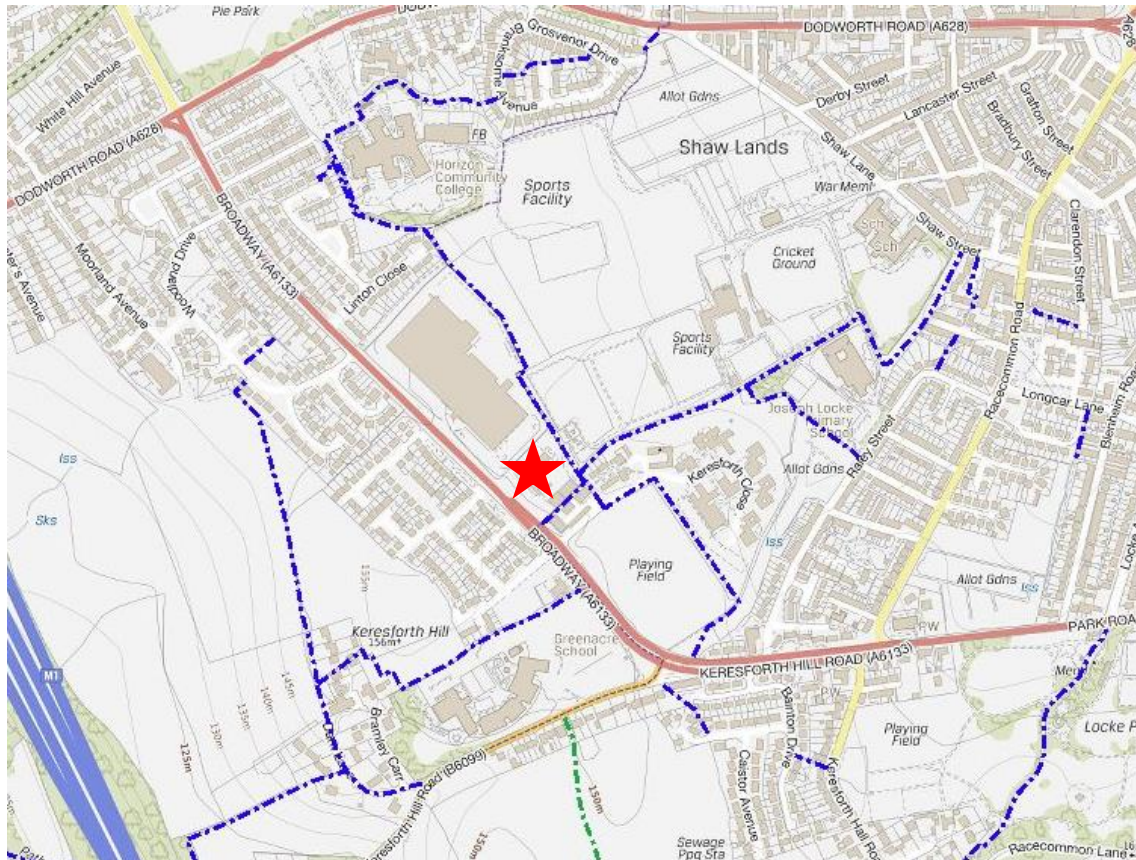
Photo 2: Shared-Use Foot/Cycleway on Broadway

- 3.1.4 There is a toucan crossing on Broadway approximately 250m to the north-west of the site, within the vicinity of the Woodland Drive junction which facilitates pedestrian access between footways. There are also toucan crossings across the Broadway (NW) and Assembly Drive arms of the Broadway/Assembly Drive/Keresforth Close signalised junction, and across the southern and eastern Keresforth Hill Road arms of the Broadway/Keresforth Hill Road signalised junction.

Photo 3: Toucan Crossing on Broadway

- 3.1.5 There are a number of Public Rights of Way (PRoW) within the vicinity of the site, as shown on the plan within Figure 3. The location of the site is indicated by the red star, with footpaths shown in blue and bridleways in green.

Figure 3: Local Public Rights of Way



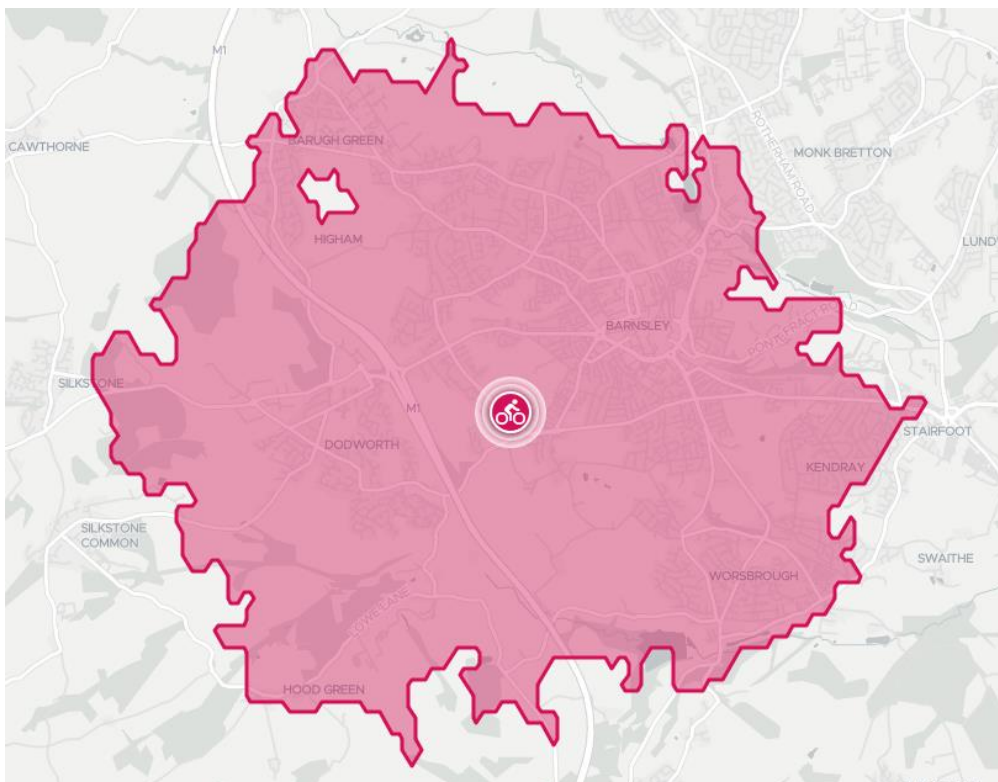
Source: BMBC, 2019c

- 3.1.6 Figure 3 shows that Barnsley PRoW #266 runs along the south-eastern boundary of the site, and connects with a number of other routes which provide links to areas to the north and east of the site. Barnsley PRoW #264 runs to the south-west of Broadway and provides a pedestrian connection towards Dodworth.
- 3.1.7 The pedestrian infrastructure within the vicinity of the site appears to generally be sufficient to facilitate the movements of mobility and visually impaired people, with the provision of dropped kerbs and tactile paving at road junctions within the local area. The footways are generally of sufficient width and surface quality to accommodate the passage of wheelchairs (DfT, 2002).
- 3.1.8 Measures to promote and encourage walking trips to the site are outlined within Section 7.3 and will be implemented at varying stages by the Travel Plan Coordinator.

3.2 Cycling Provision

- 3.2.1 Cycling is a low cost and healthy alternative to car use, which can substitute for short car trips, or can form part of a longer journey by public transport. The DfT state that “in common with other modes, many utility cycle journeys are under three miles (5km), although, for commuter journeys, a trip distance of over five miles (8km) is not uncommon” (DfT, 2008). The proposed development site is located within a reasonable cycle ride, up to 5km (approximately 15 minutes at the average cycling speed of 12mph), of a large part of the built-up area of Barnsley, including the town centre, Dodworth, Worsbrough, Kendray and Barugh Green. An isochrone map showing the areas within a 15 minute cycle ride of the site is provided within Figure 4:

Figure 4: 15-Minute Cycle Isochrone



Source: TTM, 2019

- 3.2.2 As outlined within Section 3.2, there is a shared foot/cycleway which measures at least 3.0m in width on the south-western side of Broadway within the site frontage. This facility runs between the Woodland Drive junction to the north-west and the Keresforth Hill Road junction to the south-east. A short section of segregated foot/cycleway is provided within the vicinity of the Woodland Drive junction, with a short section of mandatory on-road cycle lane provided on the north-westbound carriageway of Broadway within the vicinity of the Keresforth Hill Road junction.

Photo 4: Mandatory Cycle Lane on Broadway



- 3.2.3 As outlined within Section 3.1, there are a number of toucan crossings within the vicinity of the site, including within the vicinity of the Woodland Drive junction, at the Broadway/Assembly Drive/Keresforth Close signalised junction, and the Broadway/Keresforth Hill Road signalised junction.

Photo 5: Toucan Crossing at Assembly Drive



- 3.2.4 As previously outlined, a total of 10 cycle parking spaces are to be provided at the site within covered shelters.
- 3.2.5 Measures to promote and encourage cycling trips to the site are outlined within Section 7.4 and will be implemented at varying stages by the Travel Plan Coordinator.

3.3 Public Transport Provision

- 3.3.1 Advice within 'Guidelines for Public Transport in Development' (IHT, 1999) states that the generally acceptable maximum distance that a bus stop should be located from a development site is 400m, although it is acknowledged that actual walking distances can be notably longer.
- 3.3.2 The nearest bus stops to the proposed development site are located on Broadway, within an approximately 160m walk of the site. There are additional stops on Keresforth Hill Road an approximately 500m walk to the south-east of the site, which provide access to additional services.

Photo 6: South-Eastbound Bus Stop on Broadway



- 3.3.3 A summary of the bus services available from the local stops is provided within Table 1:

Table 1: Local Bus Services

Service No.	Main Stopping Points	Approx. Mon-Fri Daytime Frequency*
Services from Broadway (160m walk)		
43	Barnsley Interchange – Pogmoor – Kingstone – Worsbrough Common – Barnsley Interchange	Every 30 Minutes
44	Barnsley Interchange – Worsbrough Common – Kingstone – Pogmoor – Barnsley Interchange	Every 30 Minutes
Services from Keresforth Hill Road (500m walk)		
24	Barnsley Interchange – Kingstone – Gilroyd – Crane Moor – Thurgoland – Green Moor – Oxspring – Penistone – Ingbirchworth	Every 2 Hours

*Refers to the general frequency of services between 08:00 and 19:00

- 3.3.4 Table 1 demonstrates that frequent bus services are available from local stops to Barnsley town centre via Pogmoor and Worsbrough Common.

- 3.3.5 The nearest railway station to the proposed development site is Barnsley Rail Station, located approximately 1.8km to the north-east and accessible by the bus services listed within Table 1. The station accommodates a wide range of local rail services, as outlined within Table 2.

Table 2: Local Rail Services

Main Stopping Points	Approx. Mon-Fri Daytime Frequency*
Sheffield – Meadowhall – Chapeltown – Elsecar – Wombwell – Barnsley – Darton – Wakefield Kirkgate – Normanton – Castleford – Woodlesford – Leeds	Every Hour
Nottingham – Ilkeston – Langley Mill – Alfreton – Chesterfield – Dronfield – Sheffield – Meadowhall – Barnsley – Wakefield Kirkgate – Leeds	Every Hour
Lincoln – Saxilby – Gainsborough Lea Road – Retford – Worksop – Shireoaks – Kiveton Park – Kiveton Bridge – Sheffield – Meadowhall – Barnsley – Wakefield Kirkgate – Leeds	Every Hour
Sheffield – Meadowhall – Chapeltown – Elsecar – Wombwell – Barnsley – Dodworth – Silkstone Common – Penistone – Denby Dale – Shepley – Stocks Moor – Brockholes – Honley – Berry Brow – Lockwood – Huddersfield	Every Hour

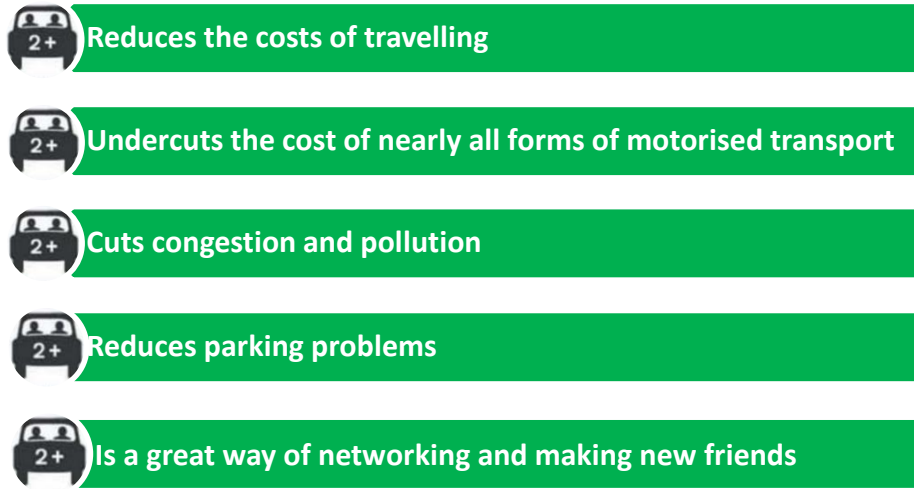
*Refers to the general frequency of services between 08:00 and 19:00

- 3.3.6 Table 2 demonstrates that four trains per hour operate between Barnsley and Sheffield, with three trains per hour between Barnsley and Leeds. Direct services are also available to Huddersfield, Nottingham and Lincoln. All services are operated by Northern Railway.
- 3.3.7 Measures to promote and encourage trips by public transport to the site are outlined within Section 7.5 and will be implemented at varying stages by the Travel Plan Coordinator.

3.4 Potential for Car Sharing

- 3.4.1 Car sharing is a sustainable mode of travel that can reduce the number of single occupant vehicle trips generated by a site. www.liftshare.com enables organised car sharing by connecting people travelling in the same direction so they can arrange to travel together. Liftshare suggests that there are several benefits to car sharing, as outlined within Figure 5.

Figure 5: Benefits of Car Sharing



- 3.4.1 Another car sharing website which may be useful to staff and visitors of the proposed development site is www.gocarshare.com.
- 3.4.2 Measures to promote and encourage car sharing trips to the site are outlined within Section 7.6 and will be implemented at varying stages by the Travel Plan Coordinator.

4. AIM & OBJECTIVES

4.1 Overall Aim

- 4.1.1 In order to minimise the impact of traffic generated by the proposed development, the overall aim of producing and implementing this Travel Plan is:

To minimise the number of vehicle trips generated by the site, particularly single occupant trips, in favour of more sustainable travel.

- 4.1.2 This Travel Plan is concerned with managing staff and visitor trips to/from the site. Operational vehicle trips are not specifically targeted as the mode of travel associated with these trips is often limited by the purpose (e.g. fire tender call outs, deliveries etc).

4.2 Objectives

- 4.2.1 To help achieve the overall Travel Plan aim, a number of Travel Plan objectives have been set, as outlined below in Figure 6:

Figure 6: Travel Plan Objectives

1. To encourage staff and visitors of the proposed development to evaluate their travel patterns and consider options for more sustainable travel
2. To increase awareness and actively promote travel by sustainable modes of transport, including the health and environmental benefits
3. To promote car sharing as a more sustainable alternative to travelling as a single car occupant
4. To set and agree appropriate targets that are regularly reviewed and amended if necessary to reflect changing circumstances
5. To monitor the travel patterns and performance against the Travel Plan targets
6. To provide a long term commitment to meeting the overall aim of this Travel Plan

- 4.2.2 This Travel Plan sets out the strategy for meeting these objectives through a variety of mechanisms and measures. This is a 'live' document that is to be reviewed and updated at key milestones in the development's planning, construction and occupation phases, as discussed in Section 8.

5. BASELINE TRAVEL SCENARIO & TARGETS

5.1 Baseline Travel Scenario

- 5.1.1 As previously outlined, a TS (LTP, 2019) appraising the likely transport impact of the development has been prepared in conjunction with this TP. The TS includes projections of the trip generation of the proposed development.
- 5.1.2 In order to predict the modal split of the staff trips generated by the site, local travel patterns have been interrogated using 'Method of Travel to Work' data from the 2011 National Census (ONS, 2013). The staff modal split has been predicted based on the average for the workplace population of the Workplace 'E33010760' which covers the existing fire station and other places of employment in the immediate area, as shown within Figure 7:

Figure 7: E33010760 Workplace Zone



Source: ONS, 2013

- 5.1.3 Using the 'Method of Travel to Work' modal split projections, Table 3 provides a summary of the projected staff modal split at the site.

Table 3: Projected Staff Modal Split

Mode of Travel	Modal Split
Car Driver	83.0%
Powered Two-Wheeler	0.6%
Taxi	0.3%
Vehicle Trip Generating	83.9%
Car Passenger	4.2%
Pedestrian	4.8%
Pedal-cycle	1.0%
Public Transport	6.1%
ALL MODES	100%

* Totals may not represent the sum of their parts due to rounding

- 5.1.4 For the purposes of this Travel Plan, it is assumed that the above modal split projections reflect the baseline staff travel scenario at the proposed development site. Therefore, the baseline staff travel situation for the site relative to the overall aim of this Travel Plan (see Section 4.1) is predicted to be:

83.9% of trips are made by vehicle trip generating modes

- 5.1.5 In order to provide an accurate baseline, site specific travel data will be collected within 12 months of the first occupation of the site, as discussed in Section 8.

5.2 Targets

- 5.2.1 The key emphasis of Travel Plans is to minimise the number of vehicle trips generated by a development, particularly those made by single occupants. This is most commonly done by setting appropriate targets. In setting Travel Plan targets it is important to highlight that targets need to be responsive as situations change. It is recognised that the target of this Travel Plan should be SMART:

Figure 8: SMART Travel Plan Components



- 5.2.2 Travel Plan targets for staff travel have been set for a five-year period and are a means of monitoring progress and aim to be challenging, but achievable. The targets are based on the assumed baseline situation (see Section 5.1) and are to be achieved within the timeframes set out below:

Year 1 - No more than 82% of trips to be made by vehicle trip generating modes
Year 2 - No more than 81% of trips to be made by vehicle trip generating modes
Year 3 - No more than 80% of trips to be made by vehicle trip generating modes
Year 4 - No more than 79% of trips to be made by vehicle trip generating modes
Year 5 - No more than 78% of trips to be made by vehicle trip generating modes

- 5.2.3 The performance of the proposed development against the Travel Plan targets is to be monitored via annual travel surveys as detailed within Section 8. The first travel survey should be undertaken within 12 months of occupation of the development and should the results reveal a vastly different modal split from that assumed within Section 5.1, then the above targets should be revised as appropriate.

6. ROLES & RESPONSIBILITIES

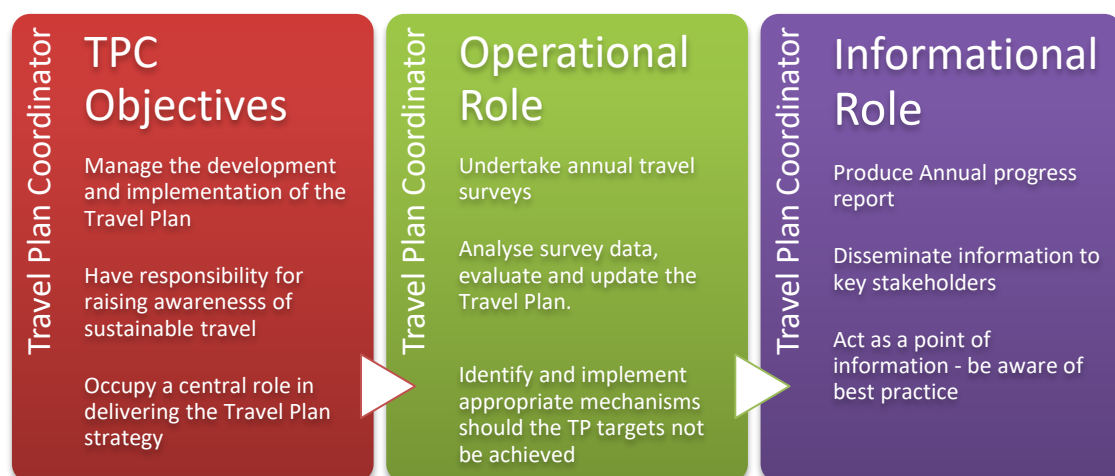
6.1 Ownership & Funding

- 6.1.1 It is recognised that the ownership and management of the site may change across the various planning, construction and operational stages of the development. The responsibility for implementing this Travel Plan lies with the owner of the overall development, therefore the responsibility for this Travel Plan may change hands with the ownership of the site.
- 6.1.2 At the planning stage, the Applicant acts as the owner of the development and is therefore responsible for the implementation of this Travel Plan, until such time as the ownership of the development is passed on.
- 6.1.3 The site owner will be responsible for ensuring the provision of adequate resources to develop and implement the Travel Plan, including the appointment of an appropriately experienced and qualified Travel Plan Coordinator (TPC). It will be the role of the TPC to utilise the funding provided by the site owner to deliver the Travel Plan measures, as detailed in Section 7. The funding stream associated with each of the Travel Plan measures is outlined within Section 7.2.

6.2 Travel Plan Coordinator (TPC)

- 6.2.1 A key part of a successful Travel Plan is the appointment of a Travel Plan Coordinator (TPC) and the clear delineation of their roles and responsibilities.
- 6.2.2 The Applicant will appoint a suitably qualified person/organisation to act as a TPC at the site at least 3 months prior to first occupation of the development. The role of the TPC is wide ranging, incorporating key actions which will provide a focus for Travel Plan development over the duration of the appointment. The TPC will also be responsible for the monitoring and evaluation of the Travel Plan. The suggested objectives and roles of the TPC are illustrated within Figure 9:

Figure 9: TPC Objectives & Roles



6.3 Key Stakeholders

- 6.3.1 For the Travel Plan to be successful it is essential that partnership working between key stakeholders takes place. As well as staff, the Applicant and the TPC, other key stakeholders include the local planning and highway authority (BMBC) and local public transport providers.
- 6.3.2 It is essential that all stakeholders work together to help make sure that the greatest Travel Plan benefits possible are achieved. An example of this is providing TPC support for the production of the 'Welcome Travel Pack' (WTP) which is to be issued to all staff upon occupation of the site (see Section 7.9 for further details on the WTP).
- 6.3.3 Rather than the Applicant providing a WTP on their own, any WTP is likely to be more effective if it has input from knowledgeable key stakeholders. Given the wider health and environmental agendas, BMBC are likely to be able to assist in the production of the pack by providing/producing walking/cycling maps. Similarly, bus operators are likely to see benefits in ensuring that staff are aware of the availability of local public transport services.
- 6.3.4 To ensure that key stakeholders buy-in and provide continued support to the Travel Plan, it is recommended that stakeholders provide details of the relevant contacts in relation to the Travel Plan. Once all contact details are provided, the Travel Plan (and subsequent Welcome Pack information) can be updated accordingly with all points of contact clearly outlined. The provision of contact details will also ensure that all monitoring and evaluation data is sent to the correct Officers in a timely manner.

7. ACTION PLAN

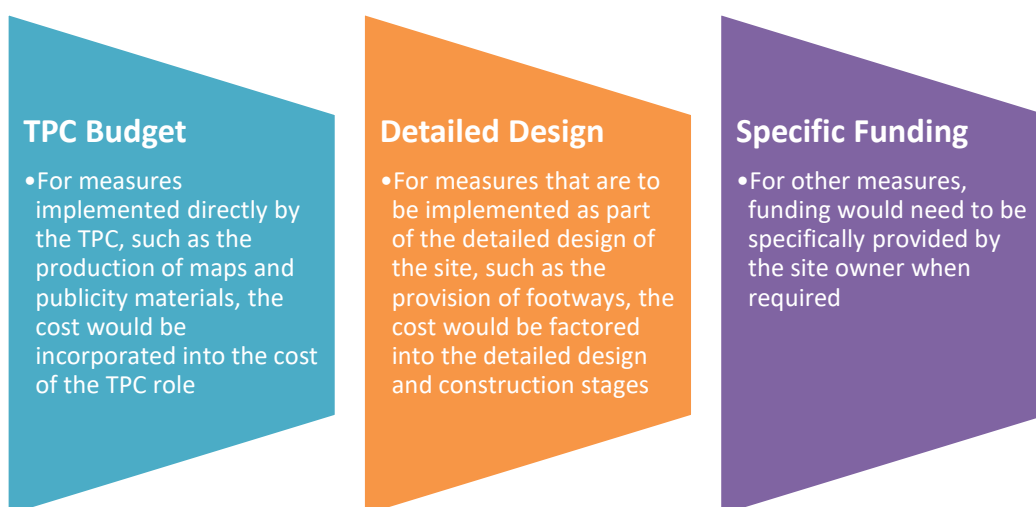
7.1 Introduction

- 7.1.1 This section outlines the Travel Plan measures that are to be implemented with respect to each mode of transport. An audit of existing transport infrastructure in the vicinity of the site was carried out to help inform the development of sustainable travel initiatives. The Travel Plan contains measures to increase travel choices and reduce reliance on single occupancy car travel.
- 7.1.2 The monitoring of the Travel Plan will allow travel patterns to be determined and the actual modal split to be identified. This will enable measures to be determined and specifically targeted to staff and visitors to facilitate the production of a more efficient and relevant Travel Plan.
- 7.1.3 The early stages of the Travel Plan development and implementation covers the detailed design process, construction period, initial occupation of the site, and the first monitoring and review periods of the plan. This period is crucial in terms of ensuring that the outlined measures are actively implemented. As a result, the majority of measures detailed herein are to be implemented prior to, or within the first year of plan implementation.

7.2 Funding Streams

- 7.2.1 As outlined in Section 6, the measures outlined in this Travel Plan are to be funded by the Applicant, with the TPC responsible for implementing the measures. However, not all of the Travel Plan measures would require separate funding; the fees associated with implementing a number of the measures would be absorbed into other funded activities. The potential ways in which the Travel Plan measures can be funded are outlined below:

Figure 10: Funding Streams for Measures



7.3 Measures to Promote Walking

- 7.3.1 Practically all journeys, regardless of the main mode used, start and end by walking, which is the most sustainable mode of all. There is potential for travel to be made to and from the proposed development site on foot, at least as part of journeys using other modes. Table 4 outlines the measures to be employed to actively promote travel to and from the site on foot.

Table 4: Measures to Encourage Walking

Measures	Timescale	Funding
Ensure that the pedestrian routes within the development are safe, convenient, accessible and well lit, providing good internal permeability and access to all buildings and open spaces.	During detailed site design	Detailed Design
Produce and distribute a map showing key pedestrian features within the local network, such as local amenities and public transport, and giving directions to the site by foot. This will form part of a WTP for staff.	Upon site occupation and ongoing	TPC Budget
Publicity materials regarding the health and financial benefits of walking to be made available to staff as part of the WTP.	Upon site occupation and ongoing	TPC Budget

7.4 Measures to Promote Cycling

- 7.4.1 Cycling is a sustainable mode of travel and is an excellent way of introducing physical activity into the everyday lives of people. Table 5 outlines the measures that will be implemented to help promote cycling to/from the site.

Table 5: Measures to Encourage Cycling

Measures	Timescale	Funding
Provide adequate and secure cycle parking facilities at the site in a convenient and well-lit location.	During detailed site design	Detailed Design
Investigate the potential to provide showers and lockers for staff wishing to run or cycle to work.	During detailed site design	Detailed Design
Provide staff with access to the established 'Cycle to Work' salary sacrifice scheme, which provides discounted access to a bicycle and equipment.	Upon site occupation and ongoing	TPC Budget
Publicity materials regarding the health and financial benefits of cycling to be made available to staff as part of the WTP.	Upon site occupation	TPC Budget
Distribute copies of relevant cycle maps to all staff. Related information with regard to local cycle shops and local cycle groups should also be distributed. This will form part of the WTP.	Upon site occupation	TPC Budget
Inform staff of local BMBC and national initiatives aimed at increasing cycling levels.	Upon site occupation	TPC Budget
Conduct periodic audits of the use of cycle parking and provide additional cycle parking spaces if required.	At suitable points following site occupation	TPC Budget

7.5 Measures to Promote Public Transport Use

7.5.1 Measures that will be implemented to encourage public transport use at the site are summarised in Table 6.

Table 6: Measures to Encourage Public Transport Use

Measures	Timescale	Funding
Disseminate public transport information to all staff. To encourage public transport use it is essential that information is readily available. Bus maps, timetable information, ticket information, taxi firm numbers and wider publicity will all be provided to staff. Information on resources such as journey planner sites which can help plan trips using both buses and trains should also be disseminated. This information should be reviewed and updated when required.	Upon site occupation and ongoing	TPC Budget

7.6 Measures to Promote Car Sharing

7.6.1 The TPC should encourage site users to consider car sharing as an alternative to travelling as a single car occupant. Information on local and national car sharing schemes should be distributed. The national 'Liftshare' website (www.liftshare.com) estimates that a typical car sharer will save themselves around £1,000 and 1 tonne of CO₂ per year by sharing their daily journey. There is the facility to calculate tailored potential CO₂ and cost savings. Measures that will be implemented to encourage car sharing among staff are summarised within Table 7.

Table 7: Measures to Encourage Car Sharing

Measures	Timescale	Funding
Promote the use of on-line car share databases such as www.liftshare.com and www.gocarshare.com aimed at assisting people in finding car share partners for commuting journeys.	Upon site occupation and ongoing	TPC Budget
Make staff aware of the environmental (and financial) benefits of car sharing.	Upon site occupation and ongoing	TPC Budget
Develop 'Emergency Lift Home' procedures for staff at the site who car share.	0-12 months following first occupation	TPC Budget

7.7 Reducing Business Need to Travel

7.7.1 The TPC should promote reducing the need to travel whilst at work, therefore reducing the number of trips made to/from the site. Whilst the nature of operations at the site may limit the potential for substantial reduction, there are measures that could be implemented to reduce the need for vehicle trips, as shown within Table 8:

Table 8: Measures to Reduce the Business Need to Travel

Measures	Timescale	Funding
Promote effective diary management in order to limit potential separate journeys which could be shared.	Upon site occupation and ongoing	TPC Budget
Promote 'smart' working practices amongst staff, such as making use of telephone/video conferencing.	Upon site occupation and ongoing	TPC Budget

7.8 Marketing Strategy

- 7.8.1 Having an effective marketing strategy helps to improve awareness of the Travel Plan and increase progress towards achieving the objectives and targets, thus contributing to its success. The following marketing measures are to be implemented at the site:

Table 9: Marketing Measures

Measures	Timescale	Funding
Display information contained within the Welcome Travel Pack (see Section 7.9) in communal areas and update as and when appropriate.	Upon site occupation and ongoing	TPC Budget
Ensure a copy of the Travel Plan, its aim, objectives and targets is available from the TPC and/or on the staff intranet/server.	0-6 months following site occupation	TPC Budget

7.9 Welcome Travel Pack

- 7.9.1 Raising awareness of the existing sustainable transport options available to staff at the site would allow them to make informed travel choices. The provision of information on a variety of transport options for travelling to and from the site will ensure all staff are fully aware of the choices available to them.
- 7.9.2 An effective time to change an individual's travel behaviour is at a transition point in their lives, such as when moving job or workplace. Therefore, it is proposed that all staff would receive a WTP upon occupation of the new fire station. The WTP should also be placed on display within the staff room or communal areas.
- 7.9.3 The pack is to be prepared and disseminated by the TPC with assistance from BMBC and public transport operators (in terms of producing walking, cycling maps and public transport information). The proposed WTP contents are outlined within Figure 11:

Figure 11: Proposed Welcome Travel Pack Contents

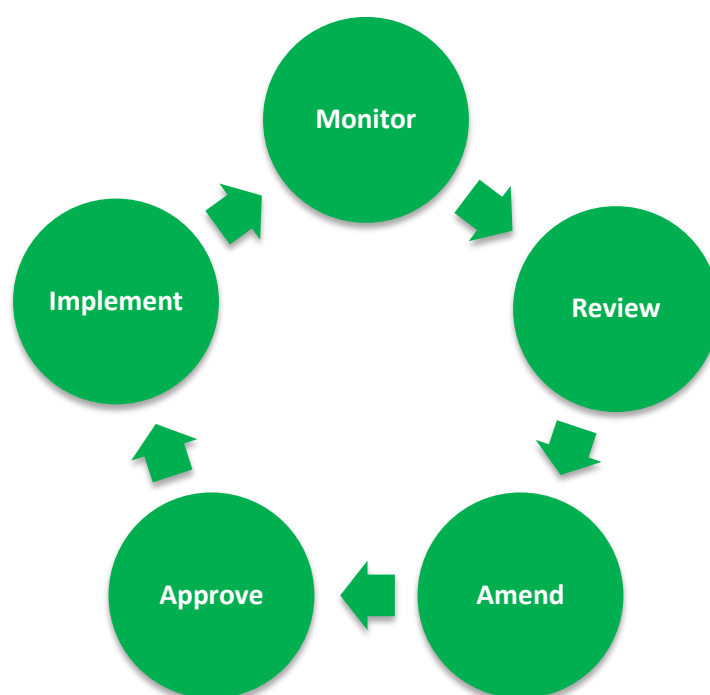


8. MONITORING & EVALUATION STRATEGY

8.1 Introduction

- 8.1.1 In order to measure the effectiveness of any Travel Plan it is important that an appropriate monitoring and evaluation strategy is employed. This Travel Plan is intended to provide a flexible working strategy that will be regularly reviewed and updated based upon experience of staff at the site. It is anticipated that as part of an annual evaluation certain aspects, such as the Travel Plan targets, will be reviewed, and modified if required. The Travel Plan monitoring and evaluation process is shown graphically in Figure 12.

Figure 12: Monitoring & Evaluation Process

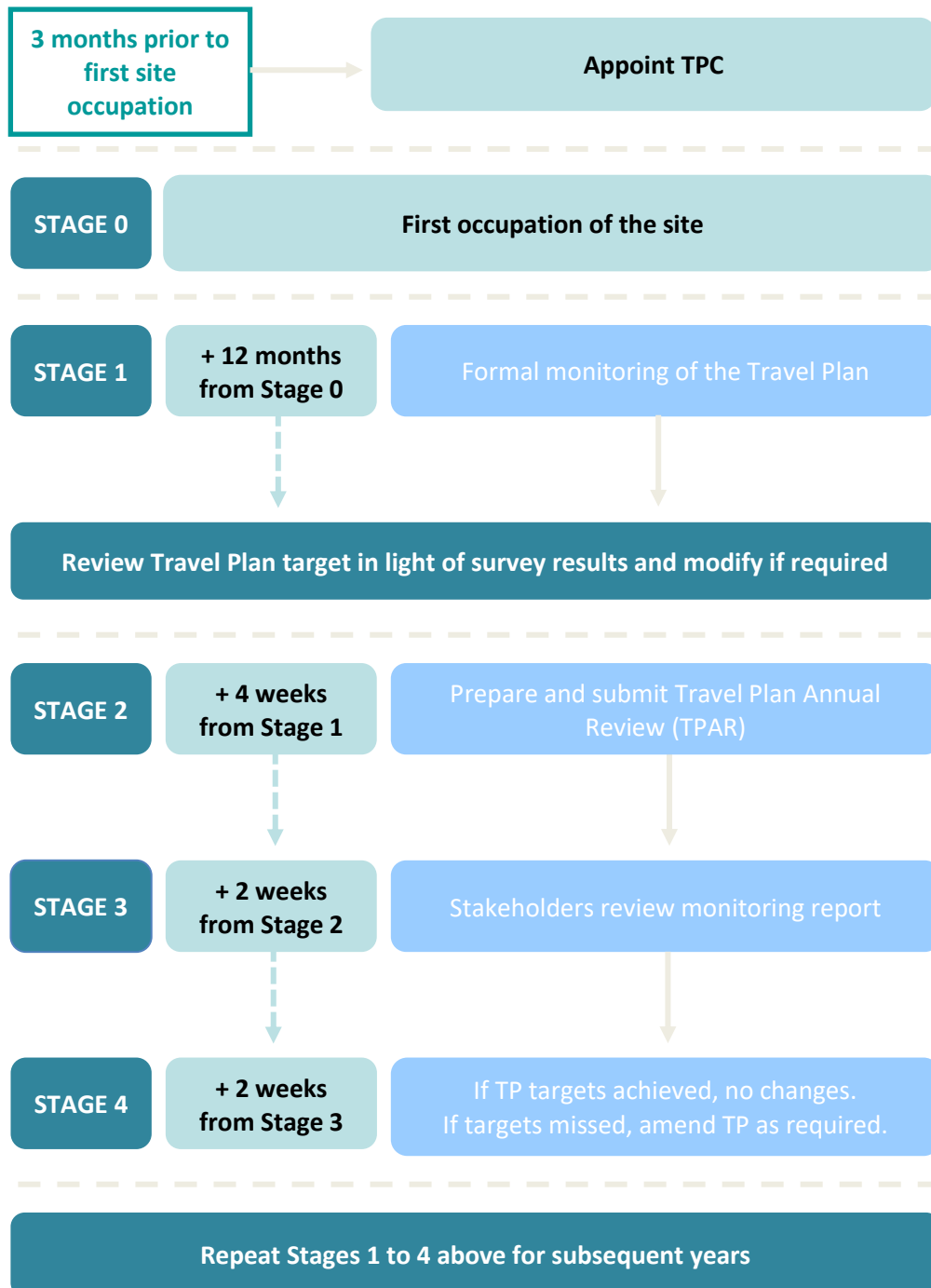


- 8.1.2 The review process provides the opportunity for key stakeholders to consider the performance of the Travel Plan and determine whether the targets have been achieved. All stakeholders should come together to consider the outcomes of the review process and decide, if any amendments are required to the Travel Plan. Any intervention measures (see Section 8.7) should be approved by all key stakeholders and implemented as appropriate.

8.2 Monitoring & Evaluation Strategy

8.2.1 The proposed monitoring and evaluation strategy is illustrated in Figure 13 followed by the relevant explanatory text.

Figure 13: Monitoring & Evaluation Strategy



8.3 Stage 0 – First Site Occupation

- 8.3.1 A number of the measures and actions of the Travel Plan are to be implemented prior to occupation of the site. However, Stage 0 provides a starting point for the formal monitoring and evaluating process. This Travel Plan is to be monitored from the first occupation of the site.

8.4 Stage 1 – Formal Monitoring

- 8.4.1 Implementation of the Travel Plan must be monitored and reviewed if the intended benefits are to be secured. Formal monitoring of the Travel Plan and its targets is to start 12 months after first occupation. This will involve undertaking questionnaire based surveys.

- 8.4.2 This would ascertain details of site-specific circumstances, behaviours, existing and preferred travel patterns. The survey can also enhance the support of staff for the Travel Plan and increases their awareness of sustainable travel issues. The TPC will organise the survey and prior to undertaking the surveys it may be beneficial to seek agreement with BMBC on the travel survey questionnaire for the site.

- 8.4.3 As a minimum, a travel survey questionnaire should look to establish the mode of transport usually used by staff. As the survey could be used to justify alterations to the Travel Plan targets, it is essential that the reasoning behind mode choice (particularly car drivers) is established. This can be done by a series of ‘why’ questions which assess why staff are using their chosen mode and may outline likely barriers in achieving modal shift. There are a number of things that a travel questionnaire could look to establish, such as:

- Usual mode of transport used and reasons for current mode choice;
- Other modes of transport used;
- Number of times per week (on average) staff travel to/from the site and distance travelled;
- Perceived barriers and incentives to a modal switch towards sustainable travel;
- Receptiveness to a modal switch towards sustainable travel and receptiveness to potential Travel Plan measures;
- Awareness of Travel Plan, initiatives, measures and travel options;
- General opinions and views on site travel issues; and
- Any special travel circumstances (e.g. mobility issues).

- 8.4.4 If necessary, 12 hour (07:00-19:00) daily person trip generation surveys could also be undertaken at the development site access point to supplement the questionnaire data.

- 8.4.5 It is recommended that visitor travel choice be monitored by including a ‘How Did You Travel Here Today?’ question at reception. Information provided on the website or via correspondence should support journeys to the site by sustainable travel wherever possible.

8.5 Stage 2 – Travel Plan Annual Review (TPAR)

- 8.5.1 The results of the formal monitoring surveys will culminate in the production of a Travel Plan Annual Review (TPAR) report that can be used to assess the performance of the Travel Plan. The report could also identify possible future Travel Plan actions at the site. The report will be prepared by the TPC on behalf of the Applicant and would be provided to the relevant BMBC officer. The TPAR is to be provided to key stakeholders within 4 weeks of completion of the annual monitoring surveys.

8.6 Stage 3 – Stakeholder Review

- 8.6.1 As part of the stakeholder review stage, BMBC are to provide the TPC with any comments on the submitted monitoring report. Revisions to the Travel Plan may follow once the development is constructed and occupied, the travel patterns are understood from data collected through the formal monitoring stage and the Travel Plan Annual Review is undertaken. Any amendments (if required) to the Travel Plan and the targets within it will be discussed at this stage.

8.7 Stage 4 – Intervention Strategy

- 8.7.1 If the annual review process identifies that the Travel Plan targets are being missed by a significant margin, then potential additional measures/initiatives may be required at the site. Discussion should take place between the TPC, the Applicant, BMBC and any other relevant parties to determine which, if any, additional Travel Plan measures need to be implemented. For example, if the targets require a 5% reduction in single-occupant car travel, then a reduction of only 1% or less could be considered to have missed the targets by a significant margin, although this definition would need to be discussed and agreed with BMBC in light of the site-specific circumstances and feedback from the annual monitoring exercise. Potential additional measures include:
- Area-wide (potentially local authority-wide) initiatives, working with neighbouring developments and the local authority;
 - More active marketing of the Travel Plan, incorporating a shift of focus; and
 - Offer of personalised journey planning services to staff.
- 8.7.2 Any intervention measures would need to be funded either through the TPC role or implemented with specific funding from the site owner. The impact of the intervention measures will be monitored as part of future annual reviews.
- 8.7.3 Should the identified intervention measures still not result in the Travel Plan targets being met, the TPC should work with the Applicant/BMBC and any other relevant parties to identify and implement appropriate additional intervention measures to meet the identified targets.

8.8 Subsequent Years

- 8.8.1 Stages 1 to 4 of the above monitoring and evaluation strategy would be repeated for subsequent years. It is suggested that a monitoring and evaluation period of five years at the site should be suitable.
- 8.8.2 It is considered that the monitoring and evaluation strategy outlined above will allow the Travel Plan to be appropriately reviewed and modified to ensure the achievement and maintenance of the TP targets.

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Appendix I – Site Layout Plan

