



Goldthorpe Retail Scheme Travel Plan

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Prepared For: Warrior Developments

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1. INTRODUCTION

Background

- 1.1 TPS Transport Consultants Ltd (TPS) has been appointed by Warrior Developments to produce a Travel Plan (TP) for a proposed retail park on the former Goldthorpe Primary School Site, Doncaster Road / High Street, Goldthorpe.
- 1.2 The measures included within this Travel Plan will apply to all commercial units at the site and will be implemented on an individual basis upon occupation.

Proposed Development

- 1.3 The proposed development will include a 15,000 sq ft gross internal floor area unit and 5 no 1,000 sq ft retail units, with 60 car parking spaces of which there will be 10 disabled parking bays, and 5 Parent and Toddler spaces.
- 1.4 The proposed development will take its access from High Street, to the west of the development.
- 1.5 The site is bounded by Doncaster Road to the north, existing residential dwellings to the east, an ASDA Supermarket and existing residential dwellings to the south, and High Street to the west.

Travel Plan Context

- 1.6 Travel planning at any site is a dynamic process that will grow and develop with time and in accordance with the changing circumstances and the environment in which it works. It is not a one-off event to be undertaken and completed, nor is it a document to be produced and put on a shelf. This travel plan reflects that process by building upon the original travel plan prepared for the site. It takes account of current travel options and the occupiers' ability to deliver certain measures.
- 1.7 TP's offer a cost effective means of delivering modal shift by concentrating on improving existing travel choices, whilst providing incentives to use more sustainable modes of travel. This is backed up by information campaigns to inform staff about travel alternatives that offer them realistic journey options.

Report Format

- 1.8 The sustainable accessibility of the development will be reviewed in Section 2 and any key changes highlighted, in particular to public transport timetables.



- 1.9 The TP aims and objectives are set out in Section 3 before SMART travel plan targets are proposed based on these.
- 1.10 Next a measures section will summarise what activities and initiatives will be implemented at the site. The marketing and communication measures are outlined in Section 5. It will take account of the measures being delivered at other similar developments and will propose a series of realistic and practical measures, which the occupiers' will be able to fully commit to.
- 1.11 Finally, a monitoring regime is detailed in Section 6 that will enable progress towards the aims, objectives and targets to be assessed moving forward.

2. SITE ACCESSIBILITY REVIEW

Introduction

- 2.1 The development is to be located within the centre of Goldthorpe village, around 650m east of Goldthorpe train station. Doncaster Road runs east west immediately to the north of the five smaller retail units of the development. The larger element of the development sits to the south of the plot, with both elements taking their access from High Street to the west. A map showing the location of the store is provided as **Figure 2.1**.

Figure 2.1: Store Location



Active Travel Options

- 2.2 Whilst superseded by the NPPF, the transport policies set out in the former PPG13 offer specific guidance related to walking and cycling:
- “Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres”, and*
- “Cycling also has the potential to substitute for short car trips, particularly those under 5 kilometres, and for part of a longer journey by public transport”.*
- 2.3 These potential walking and cycling catchments have been used in the consideration of the accessibility of the site set out below.

- 2.4 The maximum recommended walking distance of 2.0km covers Goldthorpe Village Centre and surrounding residential areas within which is a large catchment for employees to be able to commute on foot. Goldthorpe Railway Station is also within 2km walking distance, which allows for potential multi modal, sustainable commuting.
- 2.5 There are good quality, continuous and well lit, footways between the site and the rest of the village centre and the surrounding residential settlements.
- 2.6 The maximum recommended cycling catchment area of 5km includes Goldthorpe Village centre and the surrounding Goldthorpe area, including the residential settlements of Thurnscoe, Hickleton and Bolton-upon-Dearne. This is a large catchment for employees to be able to commute by bicycle. The Thurnscoe and Bolton-upon-Dearne Railway Stations are also within 5km cycling distance, which allows for potential multi modal, sustainable commuting.
- 2.7 National cycle Route 62 which links the urban areas of Doncaster and Barnsley before heading through Bolton-upon-Dearne. The route passes 2.7km to the south of the development providing a direct, primarily off-road route into Elsecar, Wombwell and Conisbrough (**Figure 2.2**)

Figure 2.2: Sustrans Cycle Map





Public Transport

Buses

- 2.8 The development is currently served by seven bus services, with the nearest stops located on High Street and Barnsley Road. These stops are both within 200m walking distance from the centre of the site. The bus stops are street lit, sheltered with seating and have timetable information.
- 2.9 The High Street bus stops are served by the 208, 218, 218a, 219, 219a, and 226 services, with up to 7 services an hour. The Barnsley Road bus stops are served by the number 208, 218, 218a, 219, 219a, 226 and X19 services, with up to 9 services an hour.
- 2.10 A summary of buses currently serving the stops nearest to the development site is provided in **Table 2.1**.

Table 2.1: Summary of Local Bus Services

Bus	Bus Stops	Route	Mon-Sat	Sun
208	High Street and Barnsley Road	Rotherham – Swinton – Goldthorpe – Grimethorpe	3 Services Daily	3 Services Daily
218	High Street and Barnsley Road	Barnsley - Goldthorpe – Mexbrough - Rotherham	Every 60 Minutes	Every 60 Minutes
218a	High Street and Barnsley Road	Rotherham - Mexbrough - Goldthorpe – Barnsley	Every 60 Minutes	No Service
219	High Street and Barnsley Road	Doncaster – Goldthorpe – Grimethorpe - Barnsley	Every 60 Minutes	Every 60 Minutes
219a	High Street and Barnsley Road	Doncaster – Goldthorpe –	Every 60 Minutes	No Service



		Grimethorpe - Barnsley		
226	High Street and Barnsley Road	Thurscoe – Goldthorpe – Wath-upon- Dearne	Every 30 Minutes	Every 60 Minutes
X19	Barnsley Road	Doncaster – Marr - Goldthorpe – Barnsley	Every 30 Minutes	Every 60 Minutes

Rail

- 2.11 Goldthorpe rail station is only a 8-minute walk or a 2-minute bike ride away from the development. Alternatively, it takes around 3 minutes when travelling on the number 208, 218, 218a, 226, and X19 bus services.
- 2.12 Goldthorpe rail station is served by Northern and sits on the Wakefield Line between Leeds and Sheffield. Monday to Saturday there is an hourly service southbound to Sheffield and northbound to Leeds, on Sundays there is a two-hourly service in each direction.
- 2.13 The Station provides services to a range of destinations such as Sheffield (30 minutes), Leeds (45 minutes) and Wakefield Westgate (30 minutes), as well as providing access to more local destinations including Thurnscoe (3 minutes), Moorthorpe (8 minutes), Bolton Upon Dearne (2 minutes) and Swinton (7 minutes).



3. TRAVEL PLAN AIMS, OBJECTIVES AND TARGETS

Introduction

- 3.1 The developer recognises that there are many benefits a TP can deliver. The aims and objectives of the TP operate on two levels. The overall aims are focused upon the strategic level and outline the long term aspirations to minimise the impact of the development on the surrounding road network and environment. Below this level the objectives are intended to provide a series of operational goals, which over a period of time will contribute to the achievement of the overall aims.

Aims

- 3.2 The primary aim of the approved TP is:
- To reduce the number and length of motorised journeys and encourage alternative means of travel leading to less environmental impacts.

Objectives

- 3.3 To achieve this aim the TP will focus upon the following two key objectives:
- To discourage car use amongst staff;
 - To increase the number of staff travelling by sustainable modes (walking, cycling, bus);
 - To inform all staff about the Travel Plan and encourage non-car modes of travel to work;
 - To improve the choice of modes available to staff and visitors; and
 - To help reduce road congestion.

Management

- 3.4 It is recognised that one key factor in the success of a TP will be the appointment of a Travel Plan Coordinator. In this case, the role will be filled by the managers of the individual units once appointed.
- 3.5 The contact details for the managers will be passed to the Barnsley MBC once appointed.
- 3.6 At a development the scale of this, the role of each TPC is relatively simple, and focussed mainly upon maintaining a current understanding of sustainable travel options, and promoting these where possible to staff and customers. It is expected that this role will sit with the store managers, who will have a wider interest in ensuring that the car park is well



managed, and that as few spaces as possible are taken up by staff. Each TPC will therefore be responsible for:

- Maintaining a current understanding of travel options;
- Communicating travel options, via the channels identified in section 5;
- Engagement with relevant stakeholders as appropriate, to include Barnsley MBC and bus operators;
- Engagement with other site occupiers once known;
- Preparation and submission of monitoring reports (see Section 6);
- Engagement with staff to promote sustainable travel opportunities.

Targets

- 3.7 The 2011 Census data for the 'Method of Travel to Work' for the Dearne North ward is the baseline used for setting initial targets for the development.
- 3.8 An initial baseline target prior to the first collection of monitoring data is to reduce the 'Car Driver' mode use by 10%. The targets are presented in **Table 3.1**.

Table 3.1: Baseline and Target Mode Split

Mode	Baseline (2011 Census)	Target (10% less drive alone)
Car Driver	66%	59%
Car Passenger	10%	Remaining percentage share to be made up from other modes
Bus	7%	
Train	2%	
Cycle	1%	
Walk	11%	

- 3.9 For clarity, the identified targets relate to 'Travel to Work', and are therefore relevant to staff travel habits.



4. TRAVEL PLAN MEASURES

Introduction

- 4.1 The key to successful travel planning is to identify which transport alternatives individuals will be prepared to use, before making these measures as attractive as possible, especially in comparison to travelling alone by car. There is no single solution to any one person's transport needs and different people will respond to different measures, indeed, some may not react to any.
- 4.2 This section sets out the range of measures that will be delivered at the stores, together with an explanation as to how the various travel modes will be promoted.

Walking Strategy

- 4.3 Walking contributes towards maintaining fitness levels and research indicates that 30 minutes brisk walking per day could halve the risk of heart disease. The TPCs will promote walking, wherever possible, through the TP as a primary mode of travel for trips to the site.

Walking Strategy 1: Promote and encourage walking through the distribution or displaying of promotional material, which outlines its benefits, through different media types.

- 4.4 Walking will be marketed through the communication channels that are outlined in **Section 5**. In particular this marketing will include:
- Promotion of benefits to health, financial, social etc;
 - Promotion of national schemes and initiatives; and
 - Promotion of online cycle route planning tools.

Cycling Strategy

- 4.5 Cycling has many benefits in terms of health and fitness, mental wellbeing and reliability. In periods of traffic congestion and over short distances cycling offers competitive journey times with motorised transport. Furthermore, cycling is recognised as having the potential to significantly contribute towards reducing car parking demand and peak hour congestion.

Cycle Strategy 1: Promote and encourage cycling by distributing or displaying promotional material, which outlines its benefits, through a variety of media.

- 4.6 Cycling and its various benefits will be marketed through the communication channels that are described in **Section 5**. In particular the marketing will include:
- The benefits of cycling (health, financial, environmental etc);



- Promotion of local and national schemes such as bike week;
- Provision of copies of the local cycle maps.

Cycle Strategy 2: Provision and promotion of cycle facilities

- 4.7 The development proposals include for the provision of a range of facilities, that will be available for the benefit of cyclists. These include secure cycle storage, locker shower and changing facilities. The TPC will be responsible for promoting these facilities to staff, through a variety of media.

Public Transport

- 4.8 The public transport opportunities afforded by the location of the development site have been outlined earlier within this document. There are a range of public transport choices available to both staff and customers, which should be heavily promoted where possible.

Public Transport Strategy 1: Public Transport will be marketed as a sustainable and practical method of transport by distributing or displaying promotional material, which outlines its benefits, through a variety of media.

- 4.9 Travel by public transport will therefore be marketed through the communication channels identified in **Section 5**, and in particular will include the following:
- Access to relevant bus timetables and maps;
 - Promotion of online journey planning tools; and
 - Promotion of discounted ticket options.

Public Transport Strategy 2: Maintain an understanding of public transport route and discount opportunities

- 4.10 The TPCs will maintain regular contact with the local bus operators ensuring timetable information is up to date and advance notice of any changes is given. The opportunity to provide discounted bus ticket / passes for staff will also be investigated.

Sustainable Car Use

- 4.11 It is anticipated that car use amongst staff will be low. However, for those that do drive, car sharing could provide an opportunity to save money whilst at the same time reducing car parking demand and helping the environment.



Sustainable Car Use Strategy 1: Promote Car Sharing.

- 4.12 Through the communication channels identified within **Section 5**, the South Yorkshire Car Share scheme will be promoted to all staff. The scheme, which can be accessed at <https://liftshare.com/uk/community/southyorkshire> allows an individual to search for others that undertake a similar trip. Contact can be made securely through the system, with potential matches displayed on a user friendly map.



5. MARKETING AND COMMUNICATION

Marketing Strategy

- 5.1 The principle task of the TPCs will be to ensure the existing range of travel options are effectively promoted to all staff travelling to the site. This will be achieved via the techniques set out below.

Marketing Strategy 1: Preparation of a travel guide/information pack / information pack

- 5.2 Each TPC will arrange for the preparation of a travel guide or travel information pack, which will subsequently be distributed to all staff in the following ways:
- All staff will receive a guide during the recruitment process, whether that is at interview or as part of the induction process; and
 - Guides will be available at all times within the staff area.

- 5.3 The travel guide or information pack will contain a summary of all travel options, along with details of where further information can be obtained. It will be used as the primary source of travel information for all those who work at the development, and should be maintained by each TPC to ensure that the information contained is up to date.

Marketing Strategy 2: Wall Poster

- 5.4 The above travel guide will be converted into a wall poster that will be displayed in a prominent position in the communal staff area. Additional travel information leaflets provided by the local authorities and or bus operators can also be displayed nearby. For example, bus timetable or route changes could be promoted, as could any local or national sustainable travel campaigns.
- 5.5 A similar display will be provided within a public area of the store should a suitable area exist, used for promoting sustainable travel opportunities to customers. This display will be updated by each TPC to reflect any changes to local sustainable travel options.

Marketing Strategy 3: Personal Travel Planning

- 5.6 Any member of staff that is unsure of their travel options will be able to seek advice from the TPC, in the form of a Personal Journey Plan. The TPC will be able to identify the most suitable travel options for that person's commute, whilst offering additional advice such as the most appropriate public transport ticket option.



Marketing Strategy 4: Staff briefing

- 5.7 It is assumed that most store managers will communicate with staff via regular staff briefings. Use should be made of these staff briefings to ensure that people are aware of the travel options available to them, and importantly that staff are encouraged to not drive to work wherever possible.



6. MONITORING AND REVIEW

Strategy

- 6.1 It is important to ensure that staff travel patterns are reviewed as part of the travel plan process. The undertaking of travel surveys allows the TPCs to establish whether the target levels of car use are being achieved and maintained. In the case that car use is higher than anticipated the TPCs can then act accordingly to address this through the travel plan programme.

Monitoring and Review Strategy 1: An annual staff travel survey.

- 6.2 For a period of three years, each TPC will undertake an annual survey of staff travel patterns. Primarily, these surveys will be used to understand how staff are travelling to the site, and any barriers that may be preventing them from travelling sustainably.
- 6.3 Given the nature of the development, and the scale of the smaller units in particular, these surveys are likely to be best undertaken via a simple hands up survey at a staff briefing session. The findings of the survey will then be summarised, and each TPC will be responsible for contacting BMDC to report upon the current modal split of staff, and how they relate to the mode split targets set out within this TP.



Appendix A

Site Layout



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ADDITIONAL NOTES

ALL WORK TO BE CARRIED OUT IN ACCORDANCE WITH THE BUILDING REGULATIONS AND THE REQUIREMENTS OF THE LOCAL AUTHORITY

B	UPDATED PHASE 2 AREA	BC	IR	05.10.18
A	UPDATED PHASE 2 AREA	BC	IR	04.10.18
REV	DESCRIPTION	DRWN	CHKD	DATE

LOROC ARCHITECTS

CLIENT
WARRIOR DEVELOPMENT LTD

PROJECT
HIGH STREET / DONCASTER ROAD
GOLDTHORPE, S63 9NG

TITLE
FEASIBILITY INFORMATION
Preliminary
Proposed Site Plan

SCALE	1:500 @ A3	DATE	OCT 2018
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DRAWING NO.	1526-006(F)	REVISION	B
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DRAWN BY	IR	CHECKED BY	
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PURPOSE OF ISSUE

☐ PLANNING

☐ BUILDING REGS

☐ TENDER

☐ APPROVAL

☐ COMMENT

☐ CONSTRUCTION

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AREA	CONSTRUCTION	USE	MAINTENANCE	DECOMMISSION
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