

Keepmoat Homes

**Proposed Residential Development
Keresforth Road, Dodworth
Travel Plan**

December 2021

Armstrong House,
The Flemingate Centre,
Beverley,
HU17 0NW

📞 01482 679 911

✉ info@ltp.co.uk

🌐 www.local-transport-projects.co.uk

Registered No. 5295328

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Client Commission

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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.

Team Member	LTP Designation	Qualifications
Steven Windass	Technical Director (Developments)	BSc(Hons) MSc(Eng) CEng FIHE MCIHT
Jack Hearnshaw	Principal Transport Planner	BA(Hons) MIHE
Mike Raynor	Principal Transport Planner	BA(Hons) MIHE

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PROPOSED RESIDENTIAL DEVELOPMENT KERESFORTH ROAD, DODWORTH TRAVEL PLAN

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I. INTRODUCTION

I.1 Background

- 1.1.1 Local Transport Projects Ltd (LTP) has been commissioned to produce a Travel Plan (TP) in support of an outline planning application (all matters reserved except for access) for a proposed residential development of up to 215 dwellings at a site located to the north of Keresforth Road in Dodworth, 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. A plan of the proposed site layout is attached as Appendix 1.
- 1.1.2 The local planning and highway authority for the site is Barnsley Metropolitan Borough Council (BMBC).
- 1.1.3 A Transport Assessment (TA) (LTP, 2021) that provides a detailed appraisal of all transport aspects associated with the proposed development has been produced alongside this Travel Plan. Reference has been made to the associated TA when preparing this document, with specific information and traffic projections taken directly from the TA.

I.2 Scope

- 1.2.1 This Travel Plan is written in accordance with the Government's 'National Planning Policy Framework' (MHCLG, 2021) and 'Planning Practice Guidance' (MHCLG, 2014), with the scope summarised below:
- **Background:**
 - Introduction to the Travel Plan, the proposals and the relevant planning history;
 - Outline of the Travel Plan scope;
 - Determine the benefits that a successful Travel Plan can achieve, relative to residents, visitors, the local community and the developer;
 - 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 initiatives;
 - Information and marketing.
- 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 east of the village of Dodworth, approximately 2.4km south-west of Barnsley town centre. The site is bound by grassland to the north, the M1 motorway to the east, Keresforth Road (B6099) and dwellings served via Wood End Court to the south, and by a tree line and dwellings served via culs-de-sac off Water Royd Drive and Wareham Grove to the west.
- 1.3.2 The site is currently agricultural land, with the access road serving Wood End Court located to the southern extents. The approximate boundary of the application site is shown in Figure 1:

Figure 1: Site Location



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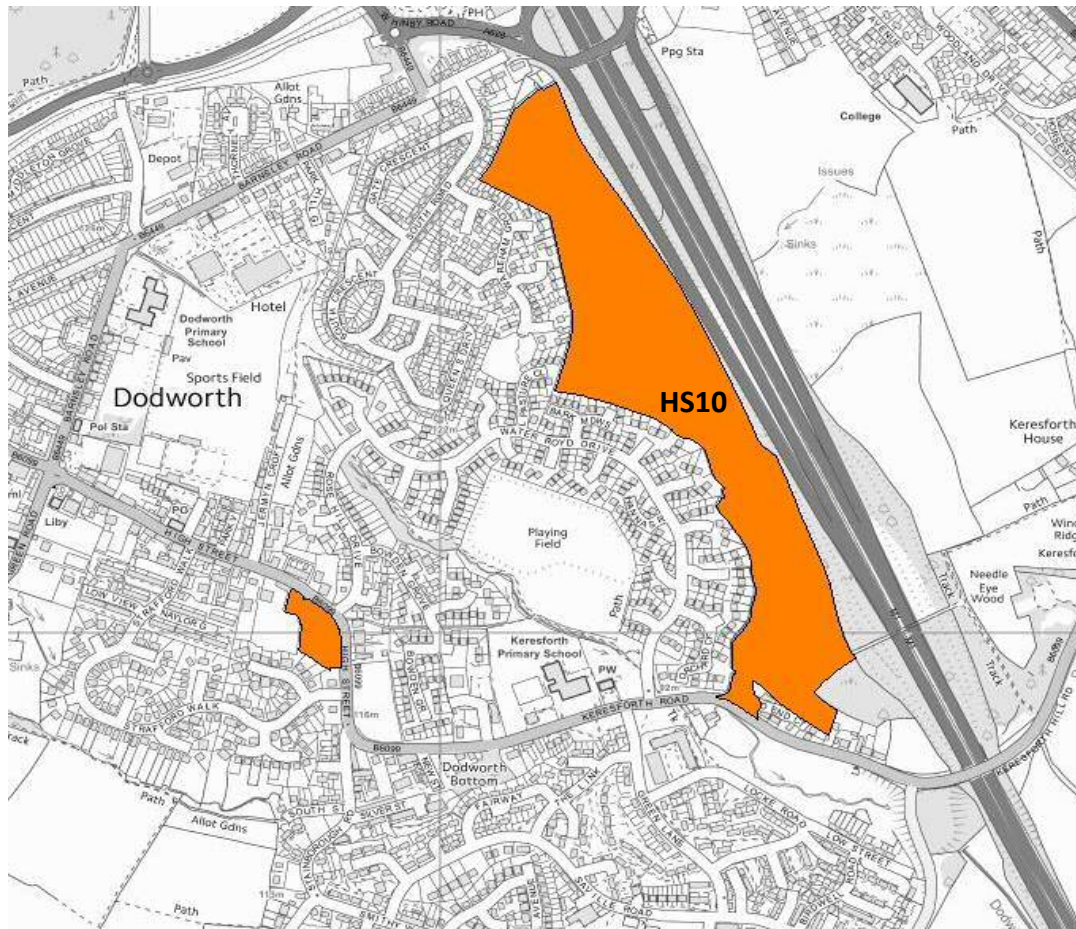
1.4 Development Proposals & Access Arrangements

- 1.4.1 The proposals involve the development of the site to accommodate up to 215 dwellings, with a mixture of dwelling size and type expected to be provided. A proposed site layout plan is included as Appendix 1.
- 1.4.2 The principle of access to the proposed development has been discussed with BMBC Highways (ref: Wayne Lake) as part of pre-application discussions. Access to the proposed development is to be provided via a simple priority T-junction connecting with Keresforth Road on the southern boundary of the site. The design of the junction is compliant with local and national highway design guidance, with full details of the design rationale provided within the associated TA (LTP, 2021).
- 1.4.3 Pedestrian access to the site is to be provided via a 2.0m footway on the western side of the proposed site access road, which connect with the existing footway provision on the northern side of Keresforth Road. A 2.0m footway is expected to be provided on at least one side of the carriageway on all roads within the site, with shared surfaces to be provided on some connecting culs-de-sac.
- 1.4.4 There is an existing Public Right of Way (PRoW) which runs within in an approximately east-west direction through the site, linking Lambert Fold with the footbridge over the M1 motorway. The alignment of this PRoW is to be expected to be retained under the development proposals. There is also a PRoW which runs in an approximately northeast-southwest direction between Keresforth Road and the east-west PRoW. It is expected that this PRoW will be diverted under the development proposals.
- 1.4.5 Cyclists are expected to access the site on-carriageway, in line with the principles outlined within 'Manual for Streets' (MfS), which advises that "cyclists should generally be accommodated on the carriageway. In areas with low traffic volumes and speeds, there should not be any need for dedicated cycle lanes on the street" (DfT, 2007b).
- 1.4.6 The local parking standards applicable to the development are contained within BMBC's 'Parking Supplementary Planning Document' (BMBC, 2019d), and suggest that dwellings with 1 or 2 bedrooms should provide 1 parking space, with dwellings with 3 bedrooms or more requiring 2 parking spaces. It is expected that the parking provision at the site will be provided in accordance with these parking standards, although it is noted that the current planning application is seeking outline consent for the dwellings, and therefore parking provision is likely to be agreed at the reserved matters stage.

1.5 Allocation Status & Planning History

1.5.1 The proposed site forms part of the 'HS10' site, which is allocated for residential development within the adopted 'Barnsley Local Plan' (BMBC, 2019a). The southern extents of the HS10 site, as it appears in the adopted Local Plan, is shown in Figure 2.

Figure 2: HS10 Allocation



Source: BMBC, 2019b

1.5.2 There are two highway related requirements for the site, as detailed within the adopted Local Plan, as outlined below:

- “Provide pedestrian links through the development to the footbridge across the M1 Motorway” and
- “Provide appropriate vehicular access”

1.5.3 Details of the proposed vehicular and pedestrian access arrangements are outlined within Section 3 below.

1.5.4 A planning application (ref: 2018/0456) was submitted to BMBC in April 2018 by Persimmon Homes for the construction of 146 dwellings within the northern part of the site, with access proposed via Bark Meadows. The application was supported by a TA (Fore, 2018a) and TP (Fore, 2018b), however the application was ultimately withdrawn.

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)”* (MHCLG, 2014).
- 2.1.2 A key guidance document in terms of Residential Travel Plans is *‘Making Residential Travel Plans Work’* (DfT, 2007a). This document introduces the concept of the Residential Travel Plan Pyramid, which is discussed further within Section 2.3. The document describes a Residential Travel Plan as *“a package of measures designed to reduce car use originating from new housing by supporting alternative forms of transport and reducing the need to travel in the first place. They are an important tool to help deliver accessible, sustainable communities and offer clear benefits to all the parties involved – public, private and the community. They involve meeting the access needs of residents in a new way and require partnerships between developers, local authorities, local communities and new residents”* (DfT, 2007a).
- 2.1.3 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, 2021) 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.
- 2.1.4 As well as the guidance highlighted above, this Travel Plan is situated within the context of the following policy documents:
- National Planning Policy Framework (MHCLG, 2021);
 - Barnsley Local Plan (BMBC 2019a);
 - Barnsley Local Plan – Policies Map (BMBC, 2019b);
 - Sustainable Travel Supplementary Planning Document (BMBC, 2019c);
 - Active Travel in Barnsley 2019-2033 (BMBC, 2019e).
 - Barnsley Transport Strategy 2014-2033 (BMBC, 2016);
 - Planning Practice Guidance (MHCLG, 2014);
 - Manual for Streets 2: Wider Application of the Principles (CIHT, 2010);
 - Guidance on Transport Assessment (DfT, 2007a); and
 - Manual for Streets (DfT, 2007b).

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 developer, the Local Authority and the wider community. Figure 3 highlights a number of benefits that a successful Travel Plan can bring.

Figure 3: 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 Developer

- 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.
- Creates good relations with the local community.
- Improve marketability with an added value product.
- Potentially reduce the need for expenditure on new highway infrastructure.
- Residents 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 residents and visitors of the proposed development.

2.3 The Residential Travel Plan Pyramid

2.3.1 The Residential Travel Plan Pyramid (see Figure 4) is a diagrammatic tool which illustrates that successful Residential Travel Plans are built on the firm foundations of good location and site design. These elements must be supplemented by various measures, including the appointment of a Travel Plan Coordinator (TPC), a Travel Plan Strategy and Action Plan and also a promotional strategy which combines all elements of the pyramid into a coherent and marketable Travel Plan.

Figure 4: The Residential Travel Plan Pyramid



Source: DfT, 2007a

2.3.2 By linking to the relevant levels of the pyramid the remainder of this Travel Plan outlines the strategy for achieving a high-quality housing development which maximises travel choices available to its residents:

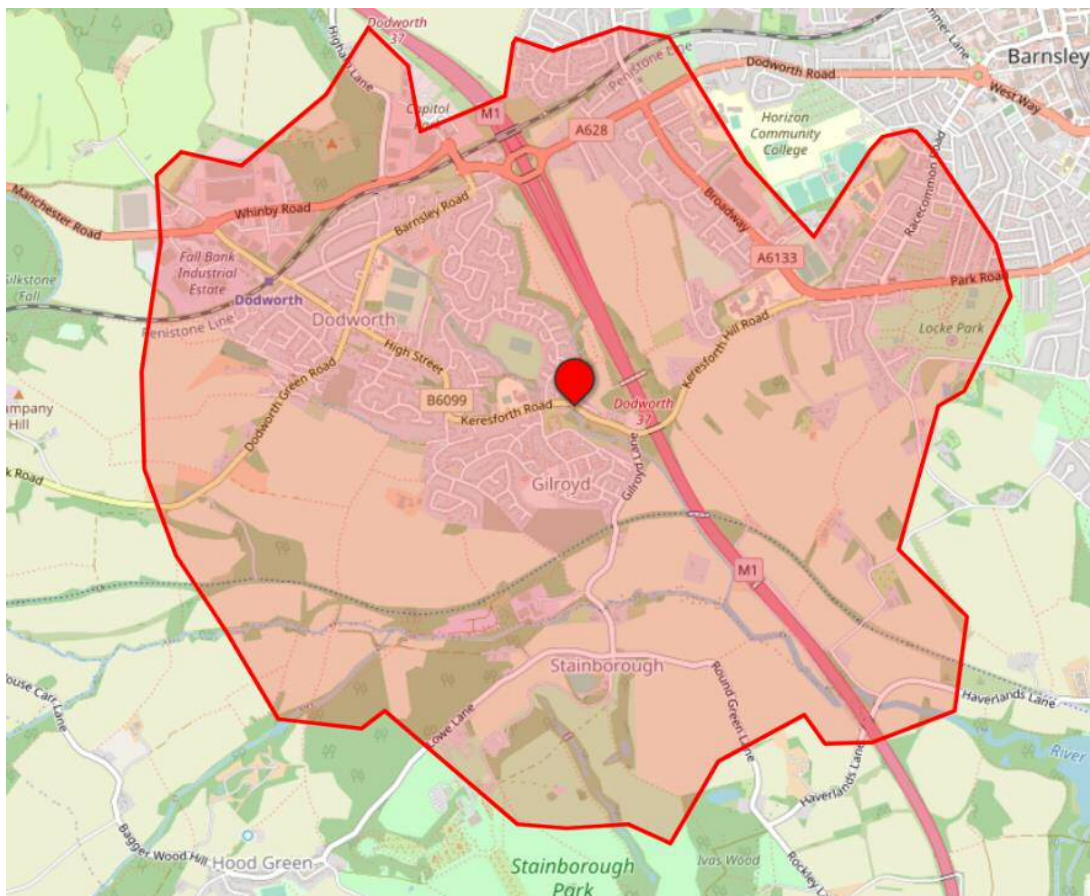
- **Section 3** – Considers the foundations of the pyramid and assesses the location and surrounding built environment of the proposed development in relation to each sustainable mode of travel;
- **Sections 4 & 5** – Identify the Travel Plan aim, objectives and targets;
- **Section 6** – Outlines the central and varying roles that the Travel Plan Coordinator (TPC) will occupy in developing and advancing the Travel Plan;
- **Section 7** – Outlines the Travel Plan measures that are to be implemented at the site; and
- **Section 8** – Details the Travel Plan monitoring and evaluation strategy.

3. OPTIONS FOR SUSTAINABLE 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 entire built-up areas of Dodworth and Gilroyd, along with the Kingstone area of Barnsley. The isochrone map within Figure 5 shows the areas that are within an approximately 2km walk of the site.

Figure 5: 2km Walking Isochrone



Source: ORS, 2021

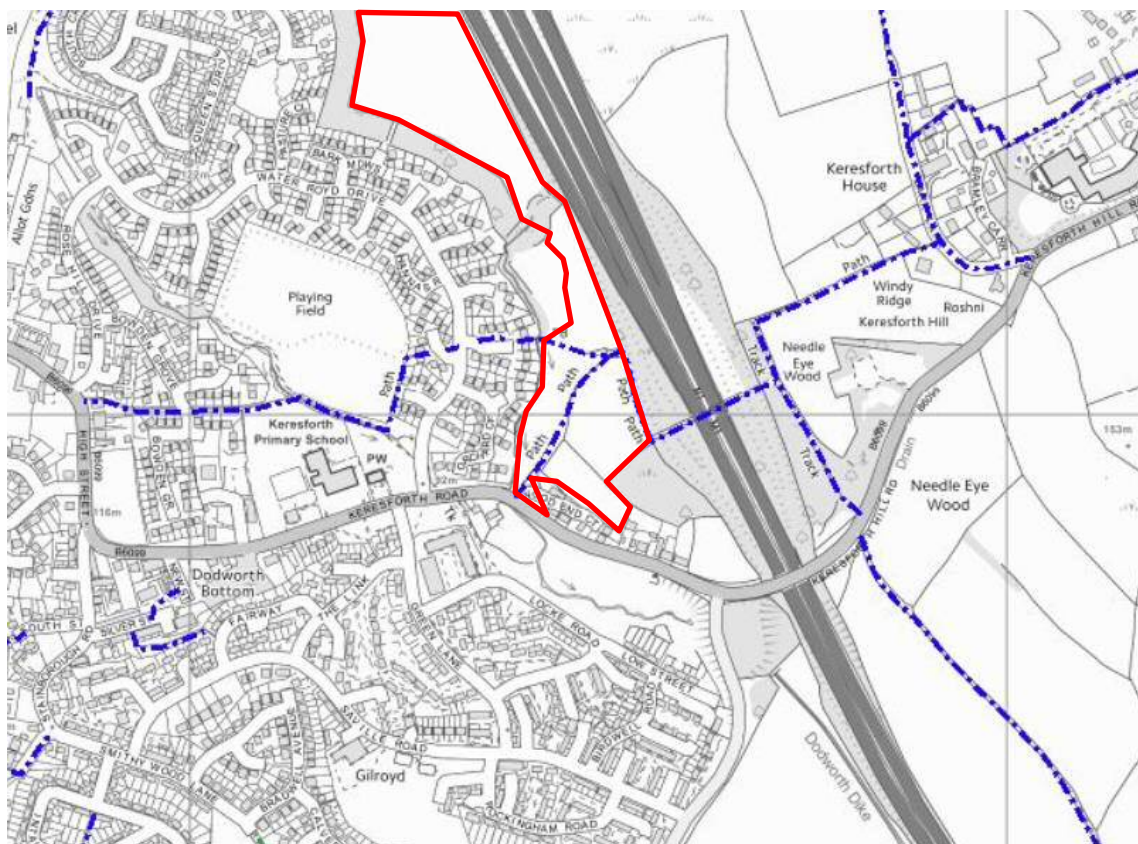
- 3.1.2 Keresforth Primary School is located an approximately 200m walk to the west of the site via Keresforth Road. Dodworth village centre is also within a 1.2km walk of the site, and includes various amenities such as a Co-operative supermarket, medical centre, and takeaways.
- 3.1.3 As previously outlined, a footway measuring at least 1.6m in width will be provided on the northern side of Keresforth Road within the vicinity of the site access. This footway will connect with the existing footway provision on the northern side of Keresforth Road to the east and west of the site. There are also footways on the southern side of Keresforth Road to the east and west of the site, which connect with the existing provision on Gilroyd Lane and Water Royd Drive respectively.

Photo 1: Footway on Keresforth Road



3.1.4 There are a number of PRow within the vicinity of the site, as shown on the plan within Figure 6. The location of the site is indicated in red, with footpaths shown in blue.

Figure 6: Public Rights of Way



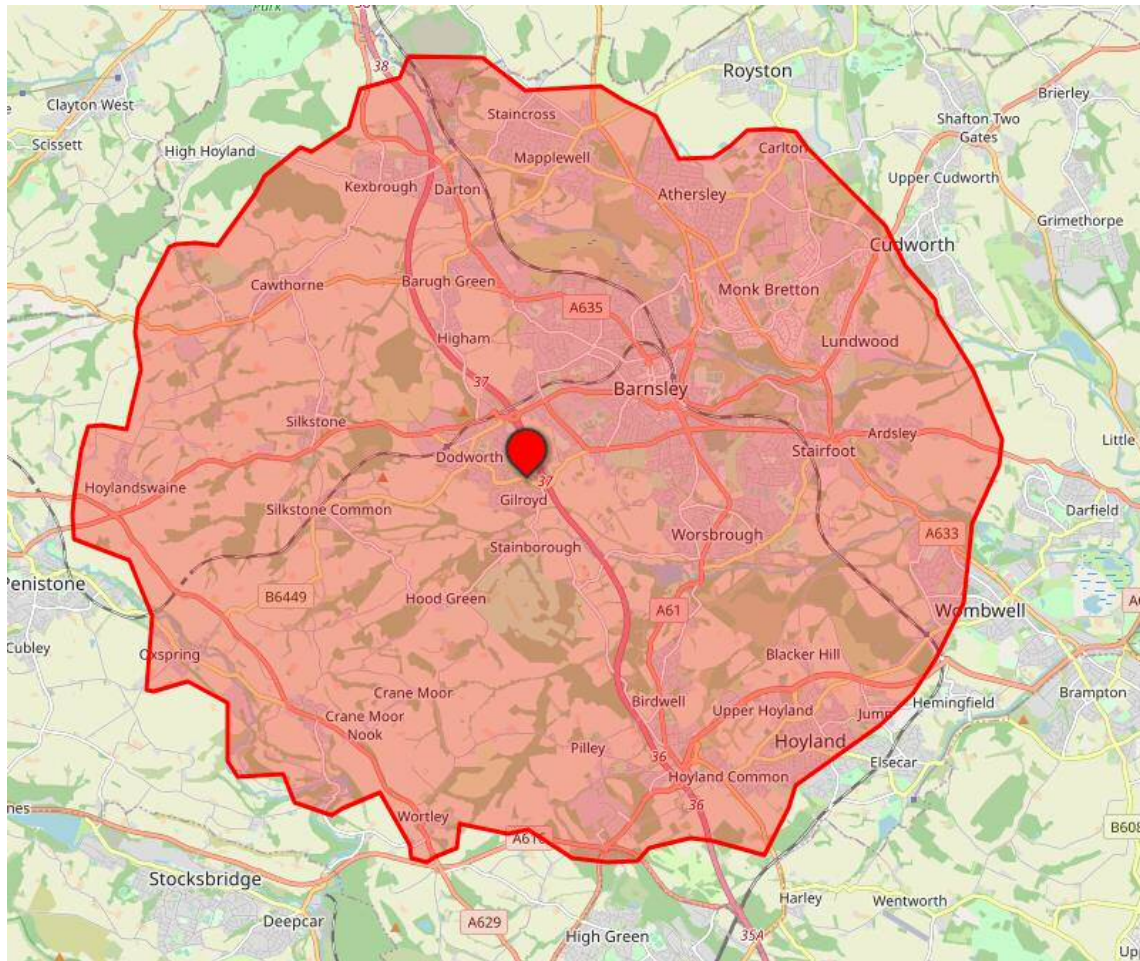
Source: BMBC, 2021

- 3.1.5 Figure 6 shows that Barnsley PRoW #278 runs in an approximately northeast-southwest direction through the southern part of the site, connecting Keresforth Road with Barnsley ProW #272, which runs in an approximately east-west direction through the site. Barnsley PRoW #272 connects Lambert Fold to the west with Dark Lane to the east and crosses the M1 motorway at a footbridge. It also connects with Barnsley PRoW #273 to the east, which connects to Keresforth Hill Road. As discussed within Section 1.4, it is expected that the alignment of PRoW #272 will be retained, and that PRoW #278 will be diverted as part of the development proposals.
- 3.1.6 The existing and proposed 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 local junctions and roundabouts within the local area. The footways are generally of sufficient width and surface quality to accommodate the passage of wheelchairs (DfT, 2002).
- 3.1.7 The proposed internal pedestrian routes will be of adequate width, with step-free access between the site and the local footway network to allow the site to be suitably accessed on foot by all users, including those accompanied by young children and the mobility impaired.
- 3.1.8 Measures to promote and encourage walking trips both to and within 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 Department for Transport (DfT) state that journeys up to five miles (circa 8km) are “*an achievable distance to cycle for most people*” (DfT, 2020).
- 3.2.2 The proposed development site is located within a reasonable cycle ride, up to 8km (approximately 25 minutes at the average cycling speed of 12mph), of the majority of the built-up area of Barnsley, along with outlying settlements including Darton, Staincross, Silkstone and Hoyland, as illustrated within Figure 7.

Figure 7: 8km Cycle Isochrone



Source: ORS, 2021

3.2.3 National Cycle Network (NCN) Route 62, which also forms part of the Trans Pennine Trail (TPT) is accessible via Gilroyd Lane, approximately 700m to the south of the site. NCN Route 62 is a long-distance cycle route which runs between Fleetwood in Lancashire and Selby in North Yorkshire. Locally, the route is largely off-road and connects to settlements including Worsbrough, Silkstone Common and Penistone.

3.2.4 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 existing bus stops to the proposed development are located on Keresforth Road, approximately 120m west of the proposed site access junction (westbound), and approximately 180m east (eastbound) respectively. There are also stops in both directions on Keresforth Hill Road approximately 320m to the east, which provide access to additional services.

Photo 2: Westbound Bus Stop on Keresforth Road



3.3.3 Details of the bus services that operate from these stops are outlined within Table 1 below:

Table 1: Local Bus Services

Service	Route	Weekday Frequency*
Services from Keresforth Road (<180m)		
21a	Barnsley Interchange – Dodworth – Gilroyd – Silkstone – Silkstone Common – Oxspring – Cubley – Penistone – Millhouse Green	Hourly (evenings only)
22	Barnsley Interchange – Dodworth – Gilroyd	Every 30 minutes
410	Barnsley – Dodworth – Gilroyd – Hood Green – Thurgoland – Penistone Grammar School	1 school service in each direction
Services from Keresforth Hill Road (circa. 320m)		
24/24a	Barnsley Interchange – Keresforth Hill Road – Gilroyd – Hood Green – Thurgoland – Oxspring – Penistone – Ingbirchworth	Every 2 hours

*Refers to the general daytime service between 08:00 and 17:00

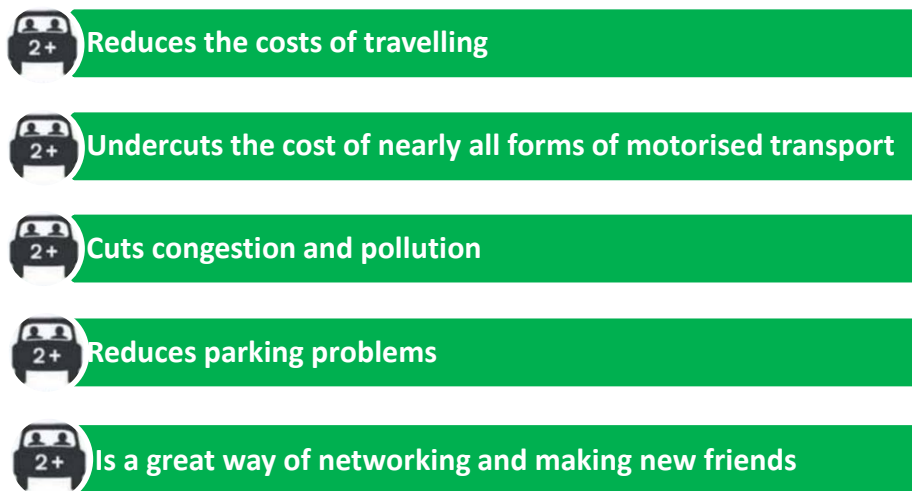
3.3.4 The nearest rail station to the site is Dodworth Rail Station, located approximately 1.5km walk to the west. Dodworth Rail Station is located on the Sheffield to Huddersfield line, and accommodates hourly Northern services to local stations including Barnsley, Wombwell, Elsecar, Silkstone Common and Penistone. A total of 10 cycle parking spaces are provided at the station, and step free access is available to the platform.

3.3.5 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 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 8.

Figure 8: Benefits of Car Sharing



3.4.1 Another car sharing website which may be useful to residents 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.

4.2 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 9:

Figure 9: Travel Plan Objectives

1. To encourage residents 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 For a Travel Plan being developed for an existing, operational site, the baseline transport position would ideally be developed through detailed surveys of existing travel patterns. However, this Travel Plan has been produced for a proposed future development. As such, no assessment of baseline travel patterns at the development could be established through surveys at this stage. Nonetheless, a transport base position is necessary to inform the development of this plan and in particular the initial target.
- 5.1.2 As previously outlined, a TA (LTP, 2021) appraising the likely transport impact of the development has been prepared in conjunction with this TP. The TA includes projections of the trip generation of the proposed development. The full methodology employed to calculate the modal split for the site is detailed within the TA (LTP, 2021). Table 2 provides a summary of the projected baseline modal split for the proposed development.

Table 2: Projected Baseline Modal Split

Mode	Modal Split
Vehicle Drivers	55.8%
Vehicle Passengers	35.4%
Vehicle Occupants	91.2%
Pedestrians	5.4%
Cyclists	1.2%
Public Transport Users	2.2%
TOTAL	100%

* Total may not represent the sum of its parts due to rounding

- 5.1.3 It is noted that journey to work data from the 2011 National Census could be utilised to predict the modal split of trips generated by the site, however this dataset only represents commuting trips and does not account for journey purposes associated with other trips generated by residential sites (e.g. trips to school/retail), with varying modal splits across different journey purposes and time periods. It is therefore considered to be more representative to base the modal split projections for the proposed residential development on recorded trip generation data from comparable sites within the TRICS database.
- 5.1.4 It is assumed that the above modal split projections reflect the baseline travel scenario of the proposed development site. Therefore, the baseline travel situation for the site relative to the overall aim of this Travel Plan (see Section 4.1) is predicted to be:

55.8% of trips are made by vehicle drivers

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 targets of this Travel Plan should be SMART:

Figure 10: SMART Travel Plan Components



5.2.2 Travel Plan targets for reducing travel by vehicle trip generating modes 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 for each element of the site (see Section 5.1) and are to be achieved within the timeframes set out below:

Year 0 (baseline) – No more than 55.8% trips to be made by vehicle drivers

Year 1 - No more than 54% of trips to be made by vehicle drivers

Year 2 - No more than 53% of trips to be made by vehicle drivers

Year 3 - No more than 52% of trips to be made by vehicle drivers

Year 4 - No more than 51% of trips to be made by vehicle drivers

Year 5 - No more than 50% of trips to be made by vehicle drivers

- 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. The whole proposed development will not be built and occupied 12 months after first occupation, however the targets can still be applied on a pro-rata basis to a partially occupied site.

6. ROLES & RESPONSIBILITIES

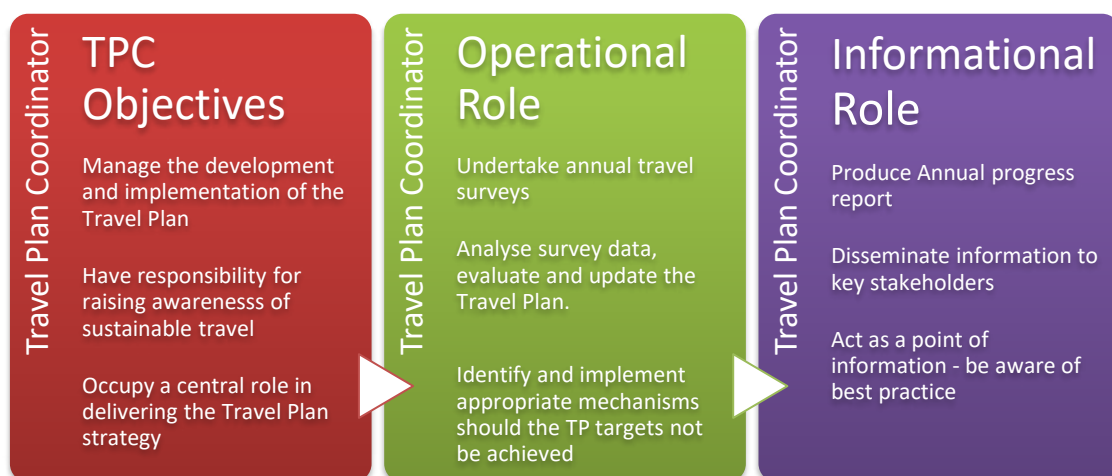
6.1 Ownership & Funding

- 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 11:

Figure 11: 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 residents, the developer 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 residents upon occupation of their dwelling (see Section 7.7 for further details on the WTP).
- 6.3.3 Rather than the developer 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 residents 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

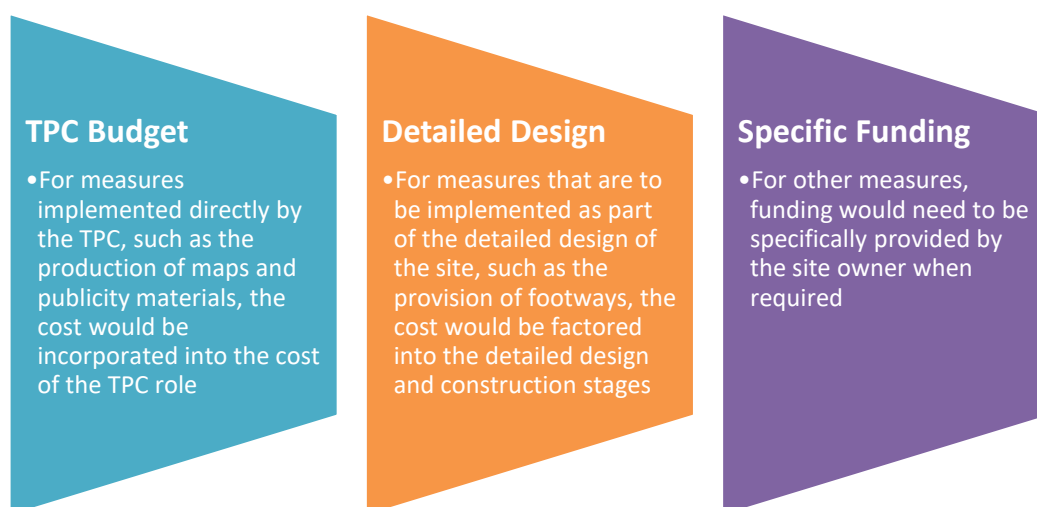
7.1 Introduction

- 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 residents 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 12: 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 both within and to and from the proposed development site on foot, at least as part of journeys using other modes. Table 3 outlines the measures to be employed to actively promote travel to and from the site on foot.

Table 3: Measures to Encourage Walking

Measures	Timescale	Funding
Ensure the proposed pedestrian routes within the development are safe, convenient, accessible and well lit, providing access to all parts of the site and external pedestrian routes.	During detailed site design	Detailed Design
Produce and distribute a map showing key pedestrian features within the site and local network, such as local amenities and public transport, and giving directions to the site by foot. This will form part of a WTP.	Upon site occupation	TPC Budget
Publicity materials regarding the health and financial benefits of walking to be made available to residents as part of the WTP.	Upon site occupation	TPC Budget
Consider establishing a 'walking bus' to facilitate supervised trips to the local primary school on foot, subject to demand.	12-24 months following first occupation	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 4 outlines the measures that will be implemented to help promote cycling to/from the site.

Table 4: Measures to Encourage Cycling

Measures	Timescale	Funding
Provide adequate and secure cycle parking facilities at each dwelling.	During detailed site design	Detailed Design
Publicity materials regarding the health and financial benefits of cycling to be made available to residents as part of the WTP.	Upon site occupation	TPC Budget
Distribute copies of relevant cycle maps to all residents. Related information with regard to local cycle should also be distributed. This will form part of the WTP.	Upon site occupation	TPC Budget
Inform residents of local BMBC and national initiatives aimed at increasing cycling levels.	Upon site occupation	TPC Budget
Investigate the possibility of establishing a Bicycle User Group (BUG) or working group equivalent and implement if there is sufficient interest. This could tie into existing local cycle groups.	12-24 months following first occupation	TPC Budget

7.5 Measures to Encourage Public Transport Use

7.5.1 Measures that will be implemented to encourage public transport use at the site are summarised within Table 5.

Table 5: Measures to Encourage Public Transport Use

Measures	Timescale	Funding
Disseminate public transport information to all residents. 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 residents. 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 amongst residents are summarised within Table 6.

Table 6: 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 residents aware of the environmental (and financial) benefits of car sharing.	Upon site occupation and ongoing	TPC Budget
Investigate the possibility of setting up a car sharing database for residents at the site, subject to demand.	12-24 months following first occupation	TPC Budget

7.7 Welcome Travel Pack

7.7.1 Raising awareness of the existing sustainable transport options available to residents at the proposed 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 residents are fully aware of the choices available to them.

7.7.2 An effective time to change an individual's travel behaviour is at a transition point in their lives, such as when moving to a new house, job or workplace. Therefore, it is proposed that all residents would receive a WTP upon first occupation of the site, or if possible prior to their relocation (i.e. at exchange of contracts). The WTP should also be placed on display within the site's sales office.

7.7.3 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 13:

Figure 13: Proposed Welcome Travel Pack Contents

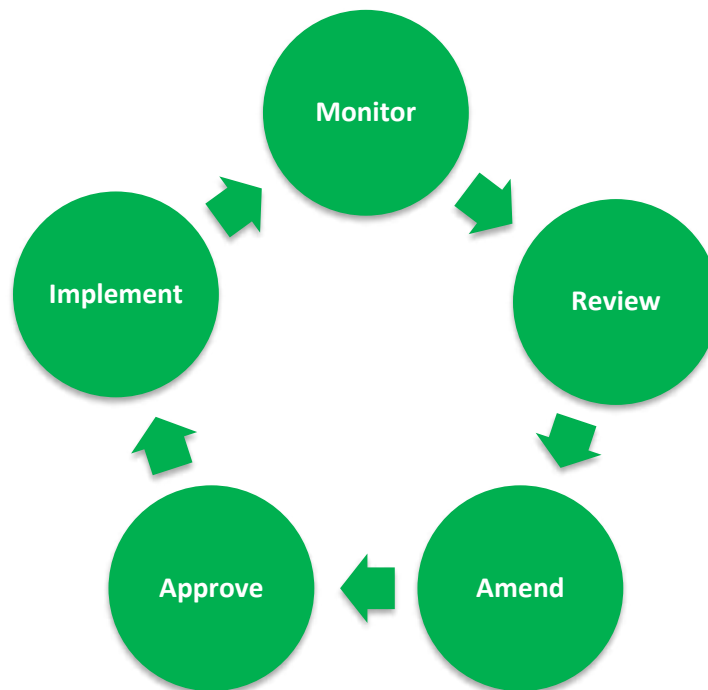


8. MONITORING & EVALUATION STRATEGY

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 residents 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 14.

Figure 14: Monitoring & Evaluation Process

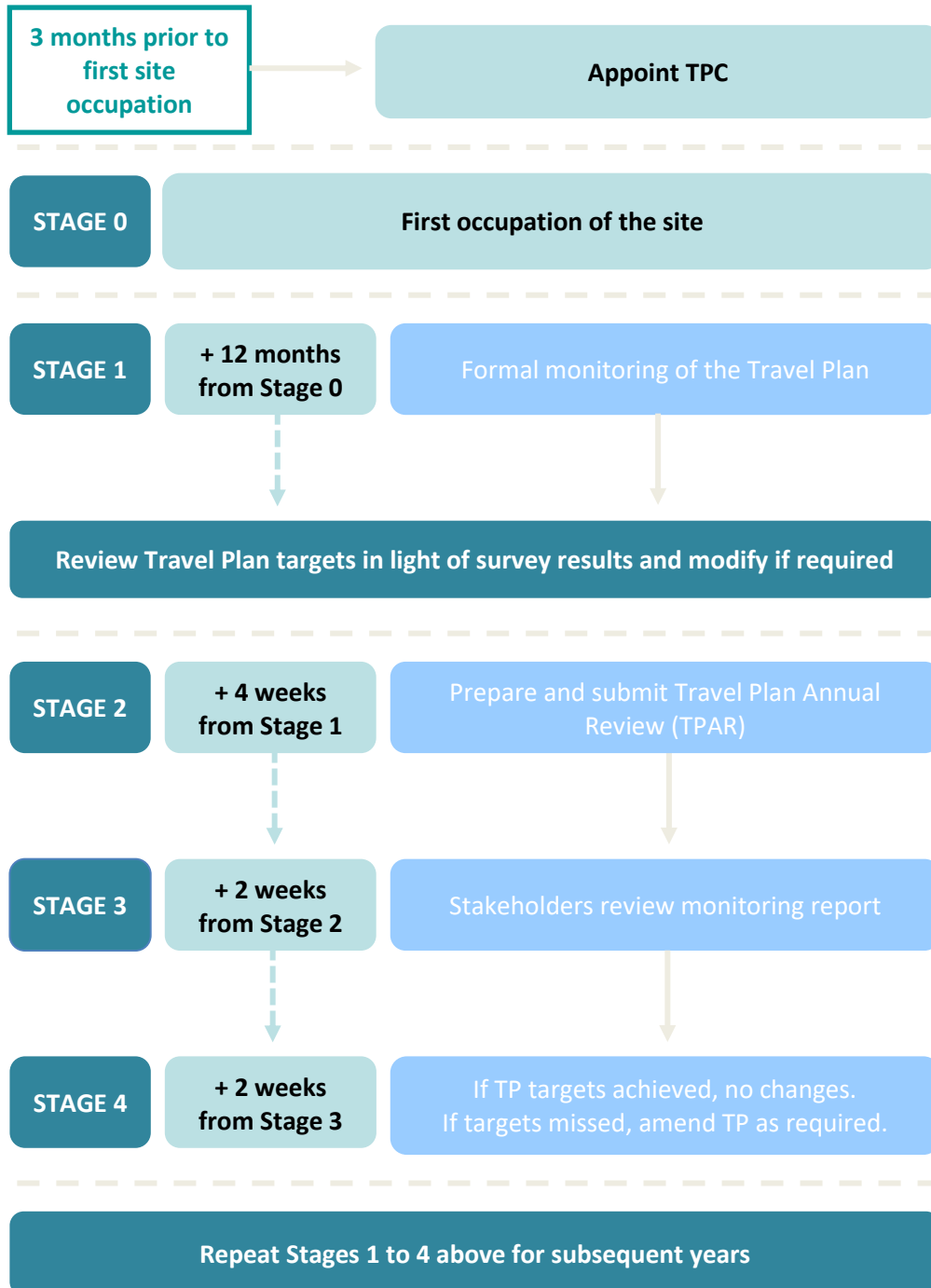


8.1.2 The review process provides the opportunity for key stakeholders to consider the performance of the Travel Plan and determine whether the targets have been achieved. All stakeholders should come together to consider the outcomes of the review process and decide, if any amendments are required to 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 15 followed by the relevant explanatory text.

Figure 15: 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.

8.4 Stage I – 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 of the development. 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 residents 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 residents. 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 residents 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) residents 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(s) to supplement the questionnaire data.

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 BMBC. 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 residents.

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


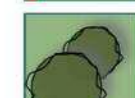








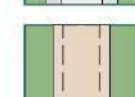
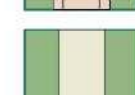
- 8.8.1 Stages 1 to 4 of the above monitoring and evaluation strategy would be repeated for subsequent years. It is suggested that a monitoring and evaluation period of five years from first occupation of the site should be suitable.
- 8.8.2 It is considered that the monitoring and evaluation strategy 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



- Key
-  Application site boundary
 -  Existing (retained) trees & hedgerow (TBC)
 -  Indicative proposed planting
 -  Open space
 -  Indicative surface water attenuation basin
 -  Existing Public Right of Way
 -  Re-directed Public Right of Way
 -  Indicative development cell
 -  Potential locations of landmark buildings
 -  Proposed street
 -  Proposed block paving
 -  Private drive



Project
Keresforth Road, Dodworth

Drawing Title
Masterplan

Project Code	Drawing No	Rev
r1664	005	A
Date	Drawing Scale	
15.12.2021	1:1,000 @ A1	