

P e l l F r i s c h m a n n

Land off Shaw Lane, Carlton, Barnsley

Framework Travel Plan

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Contents

Executive summary

1	Introduction	1
1.1	Overview	1
1.2	Purpose of the Framework Travel Plan	1
1.3	Benefits of a Travel Plan.....	1
1.4	Report Structure.....	1
2	Policy Context.....	2
2.1	Introduction	2
2.2	National Policy	2
2.3	Regional Policy	3
2.4	Local Policy.....	4
2.5	Compliance with Policy.....	7
3	Existing Transport Conditions.....	8
3.1	Introduction	8
3.2	Site Location and Description.....	8
3.3	Accessibility on Foot	9
3.4	Accessibility by Cycle	12
3.5	Accessibility by Public Transport	12
3.6	Existing Travel Patterns	13
3.7	Accessibility Summary	14
4	Development Proposals.....	15
4.2	Proposed Access Arrangement.....	15
5	Travel Plan Objectives & Targets	16
5.1	Introduction	16
5.2	Objectives	16
5.3	Targets.....	16
6	Travel Plan Measures.....	18
6.1	Introduction	18
6.2	Marketing and Promotion.....	18
6.3	Measures to Promote Public Transport Use.....	19
6.4	Measures to Promote Walking and Cycling.....	19
6.5	Measures to Promote EV & ULEV Usage	19
6.6	Newsletter / Email.....	19
6.7	Travel Website	19
7	Travel Plan Monitoring Strategy	21
7.1	Monitoring Plan	21
7.2	Reporting	21
7.3	Implementation	21
7.4	Funding	21

Figures

Figure 2-1 Local Plan Site Allocation Extract – Site MU3	4
Figure 2-2 Carlton Masterplan Framework Extract.....	6
Figure 3-1: Site Location - Wider Context	8
Figure 3-2: Site Location - Local Context	9
Figure 3-3 Existing Footway on Shaw Lane (Source: GOOGLE)	10
Figure 3-4 Walking Catchment Plan	11
Figure 3-5 Public Rights of Way	11
Figure 3-6 Cycle Catchment Plan.....	12

Tables

Table 3-1 Summary of Bus Services on Fish Dam Street.....	13
Table 3-2 2011 Modal Split.....	14
Table 4-1 Summary of BMBC Parking Standards.....	15
Table 5-1 - Indicative Modal Shift Targets.....	17
Table 7-1 Indicative Travel Plan Action Plan.....	21

1 Introduction

1.1 Overview

1.1.1 Pell Frischmann has been commissioned by Network Space (the Applicant) to prepare a Framework Travel Plan (FTP) for a proposed residential development located to the north of Shaw Lane, Carlton, Barnsley.

1.1.2 The development proposals comprise circa 215 new residential dwellings with access via a new priority junction located on Shaw Lane. The site has been identified in the Barnsley Local Plan as being appropriate for residential development (Site MU3) following its allocation in the Barnsley Local Plan.

1.1.3 Barnsley Metropolitan Borough Council (BMBC) are the Local Planning Authority (LPA) and the Local Highway Authority (LHA).

1.1.4 This FTP has been prepared alongside the Transport Assessment (FTA) to support the outline planning application for the site.

1.2 Purpose of the Framework Travel Plan

1.2.1 A Travel Plan seeks to provide a long-term travel strategy for the development, and to encourage residents of the development to travel by sustainable modes as opposed to car based travel. This TP will provide a package of measures aimed at promoting sustainable travel and reducing car reliance among residents of the development, taking into consideration the existing opportunities for non-car based travel to and from both sites. Travel habits among residents will be monitored on a medium to long-term basis and will seek to meet the targets set out in this FTP.

1.3 Benefits of a Travel Plan

1.3.1 Travel Plans are important management tools and, when implemented as part of a comprehensive transport strategy, make it possible to achieve modal shift away from private vehicles towards more sustainable forms of travel.

1.3.2 A Travel Plan can be provided as part of a development proposal to reduce private car based travel to and from the site. A number of benefits can arise from the introduction of a successful Travel Plan, these include:

- Improved health and fitness through increased levels of walking and cycling;
- Increased flexibility offered through wider travel choices;
- The social aspects of sharing transport with others;
- Improved environment surrounding the site as vehicular movements are minimised and parking pressures are reduced.

1.4 Report Structure

1.4.1 Following this introduction, the remainder of the report is structured as follows:

- **Chapter 2** - provides an overview and description of local and national policies;
- **Chapter 3** – presents a summary of the baseline conditions of the site, including a review of the accessibility of the site by non-car modes and existing mode share;
- **Chapter 4** – provides a summary of the development proposals at the site,
- **Chapter 5** – highlights the aims, objectives and draft targets of the FTP;
- **Chapter 6** – presents details of the proposed package of measures;
- **Chapter 7** – presents the FTP Monitoring Strategy and presents the proposed Action plan for the TP.

2 Policy Context

2.1 Introduction

2.1.1 This section of the report sets out the local, regional, and national transport planning policies which are pertinent to the proposed development and describes how the proposed development adheres to these policies.

2.2 National Policy

National Planning Policy Framework

2.2.1 The Ministry of Housing, Communities & Local Government published the updated NPPF in July 2021.

2.2.2 The NPPF emphasises a favourability towards sustainable development, as is evident in Paragraph 105: ***“Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health”***

2.2.3 Paragraph 110 sets out the criteria upon which new developments should be judged from a highways and transportation perspective. When deciding upon planning applications it should be ensured that:

“a) Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;

b) safe and suitable access to the site can be achieved for all users;

c) the design of streets, parking area, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and

d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”

2.2.4 Paragraph 111 states that ***“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”***

2.2.5 Paragraph 112 outlines the following requirements for developments in the context of the above: **“Applications for development should:**

- a) Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;***
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;***
- c) create places that are safe, secure and attractive – which minimises the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;***
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and***

e) ***be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.***”

2.2.6 Paragraph 113 states that: ***“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.”***

2.2.7 The proposed junction arrangement has been designed to current standard, and the application is supported by a Transport Assessment which clearly demonstrate that the development proposals will not have a ‘severe’ impact on highway safety or the operation of the local highway network. Furthermore, the applicant is committed to the implementation of a Travel Plan which has been submitted alongside this application which will aim to maximise the uptake of sustainable modes of travel. These confirm that the proposals adhere to the NPPF policy set out above.

2.3 Regional Policy

Sheffield City Region Transport Strategy 2040

2.3.1 The Sheffield City region Transport Strategy 2040 sets out the mayor’s transport vision to transform the regions transport network by 2040. The Strategy has been developed in conjunction with the local authorities for Sheffield, Doncaster, Barnsley and Rotherham. The overarching transport vision for the region is as follows:

“We will build a transport system that works for everyone, connecting people to the places they want to go within the Sheffield City Region as well as nationally and internationally. Our transport system will be safe, reliable, clean, green and affordable. It will be one of the best in the United Kingdom and Europe.”

2.3.2 The documents sets out three key goals for the transport network over the strategy period. These are as follows:

- Residents and connected to economic opportunity.
- A cleaner and greener Sheffield City Region.
- Safe, reliable and accessibly transport network.

2.3.3 The specific policy relevant to the proposals include ‘*Policy 8 – Enhance or multimodal transport system and encourage active travel*’. This policy sets out a number of commitments from the SCR in relation to an enhanced multi-modal transport system and the encouragement of active travel. These include:

- Invest over a sustained period in high quality cycling and walking infrastructure that better connects homes, transport interchanges, education, employment and recreational opportunities using safer, direct and convenient routes;
- Work to reduce the reliance on private transport, encouraging people and working with businesses to choose greener and healthier forms of transport both for existing journeys and new journeys stemming from investment in the City Region;

2.3.4 The site forms part of an identified mixed use development allocation set out in the Barnsley Local plan. As such, a Masterplan Framework has been adopted to ensure the site is developed in a sustainable manner and that active travel is at the heart of future development. Although the development proposals are in outline with all matters reserved except for means of access, the applicant is committed to providing good pedestrian and cycle connections to link with the wider land allocations in Carlton. In addition, the proposals are supported by this Travel Plan Framework which will form the basis of a comprehensive Travel Plan which will include a package of measures and initiatives to promote sustainable travel to and from the site. This confirms that development proposals are consummate with the strategy document.

South Yorkshire Residential Design Guide 2011

2.3.5 The South Yorkshire Residential Design Guide was adopted in 2011 and provides guidance to developers on the design aspects of new residential developments consisting of more than 10 dwellings. The document provides guidance regarding the geometric and layout of access roads and junctions and sets out the required visibility requirements. The proposed site access junction has been designed with consideration of the guidance document.

2.4 Local Policy

Barnsley Local Plan 2014 to 2033

2.4.1 Barnsley's Local Plan was adopted in January 2019 and sets out the Council's strategic vision and priorities for housing, employment and commercial development, including transport infrastructure and protection of the local environment. To deliver the vision of the Plan, a number of strategic priorities have been identified, these include:

- Provide opportunities for the creation of new jobs and protection of existing jobs;
- Improve the conditions in which people live, work, travel and take leisure;
- Widen the choice of high-quality homes; Improve the design of development; and
- Protect and enhance Barnsley's environmental assets and achieve net gains in biodiversity

2.4.2 Chapter 9 sets out a number of housing policies and details a number of strategic housing sites. Policy H1 details the number of houses which are required to be delivered over the plan period. It states that the Council will seek to 'achieve at least 21,546 net additional dwelling during the plan period 2014 to 2044.' Delivery of the site will actively contribute towards delivery of these dwellings over the plan period.

2.4.3 Chapter 10 of the document sets out the identified mixed-use development allocations and identifies that the site forms part of a wider mixed use development allocation called 'Site MU3 Land off Shaw Lane Carlton'. Figure 2-1 shows the extent of Site MU3 (source: www.barnsley.gov.uk).

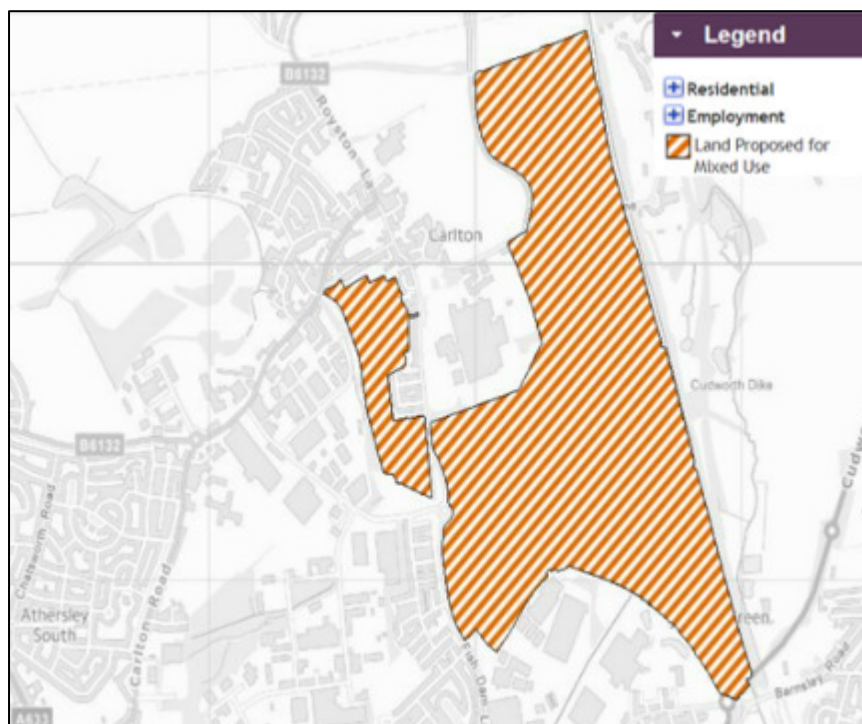


Figure 2-1 Local Plan Site Allocation Extract – Site MU3

2.4.4 In relation to the site allocation, the Local Plan states the following:

'This site is proposed for mixed use for housing and green space. The indicative number of dwellings proposed for this site is 1683. These are included in the Housing figures for Urban Barnsley in the Housing chapter. The development will be subject to the production of a phased Masterplan Framework covering the entire site to ensure that development is brought forward in a comprehensive manner'.

2.4.5 As the above policy suggests, the site is subject to a Masterplan Framework which will guide the development on site. Although the planning application is in outline, the development proposals do take due regard for the adopted Masterplan Framework. In particular, building the first section of the proposed north west link road between Shaw Lane and Royston Lane.

2.4.6 Chapter 12 of the Local Plan discusses transport; in particular, it discusses a number of transport challenges and associated policies relating to transport within the area. The most relevant policies to the development proposals are as follows:

➤ ***"Policy T2: Safeguarding of Former Railway Lines***

- ***We will safeguard land within and adjacent to existing and historical rail alignments to accommodate the potential reinstatement of former strategic railway lines. Their historical routes will be shown on the Policies Map.***
- ***Where it is not possible to use the original alignment we will work with our delivery partners to identify any appropriate alternative routes."***

2.4.7 The adopted Masterplan Framework for the site has identified the potential for a new railway station located immediately east of the site off Shaw Lane. The proposals do not compromise this aspiration demonstrating compliance with Policy T2.

➤ ***"Policy T3 - New Development and Sustainable Travel: "New development will be expected to:***

- ***Be located and designed to reduce the need to travel, be accessible to public transport and meet the needs of pedestrians and cyclists;***
- ***Provide at least the minimum levels of parking for cycles, motorbikes, scooters, mopeds and disabled people set out in the relevant Supplementary Planning Document;***
- ***Provide a transport statement or assessment in line with guidance set out in the National Planning Policy Framework and guidance including where appropriate regard for cross boundary local authority impacts; and***
- ***Provide a travel plan statement or a travel plan in accordance with guidance set out in the National Planning Policy Framework including where appropriate regard for cross boundary local authority impacts. Travel plans will be secured through a planning obligation or a planning condition."***

2.4.8 The site is located close to existing cycle links and a relatively high frequency bus route which can be accessed from Fish Dam Lane. Furthermore, the planning application is supported by this Transport Assessment and a Travel Plan Framework demonstrating compliance with Policy T3 of the Local Plan.

➤ ***"Policy T4 – New Development and Transport Safety***

- ***New development will be expected to be designed and built to provide all transport users within and surrounding the development with safe, secure and convenient access and movement. If a development is not suitably served by the existing highway, or would create or add to problems of safety or the efficiency of the highway or any adjoining rail infrastructure for users, we will expect developers to take mitigating action or to make a financial contribution to make sure the***

necessary improvements go ahead. Any contributions will be secured through a planning obligation or planning condition.”

2.4.9 The proposed access junction has been designed to current design standards and will provide safe access for all road users. The impact of the modest increase in additional vehicle trips generated by the proposals can be successfully mitigated by the proposed junction improvement scheme set out in Chapter 8 of this report. Accordingly, the proposals comply with the above policy.

Carlton Masterplan Framework

2.4.10 The Carlton Masterplan Framework is now adopted and is a strategic document that sits beneath the Local Plan and provides the key principles that future planning applications for the Local Plan allocation must align to. Although the proposals do not strictly align with this policy, consideration has been given to it in developing the proposals for the site.

2.4.11 The applicant is committed to providing appropriate linkages and safeguarding land to deliver the aspiration of BMBC. An extract of the Masterplan Framework showing the sustainable transport links and proposed highway scheme is shown in Figure 2-2.

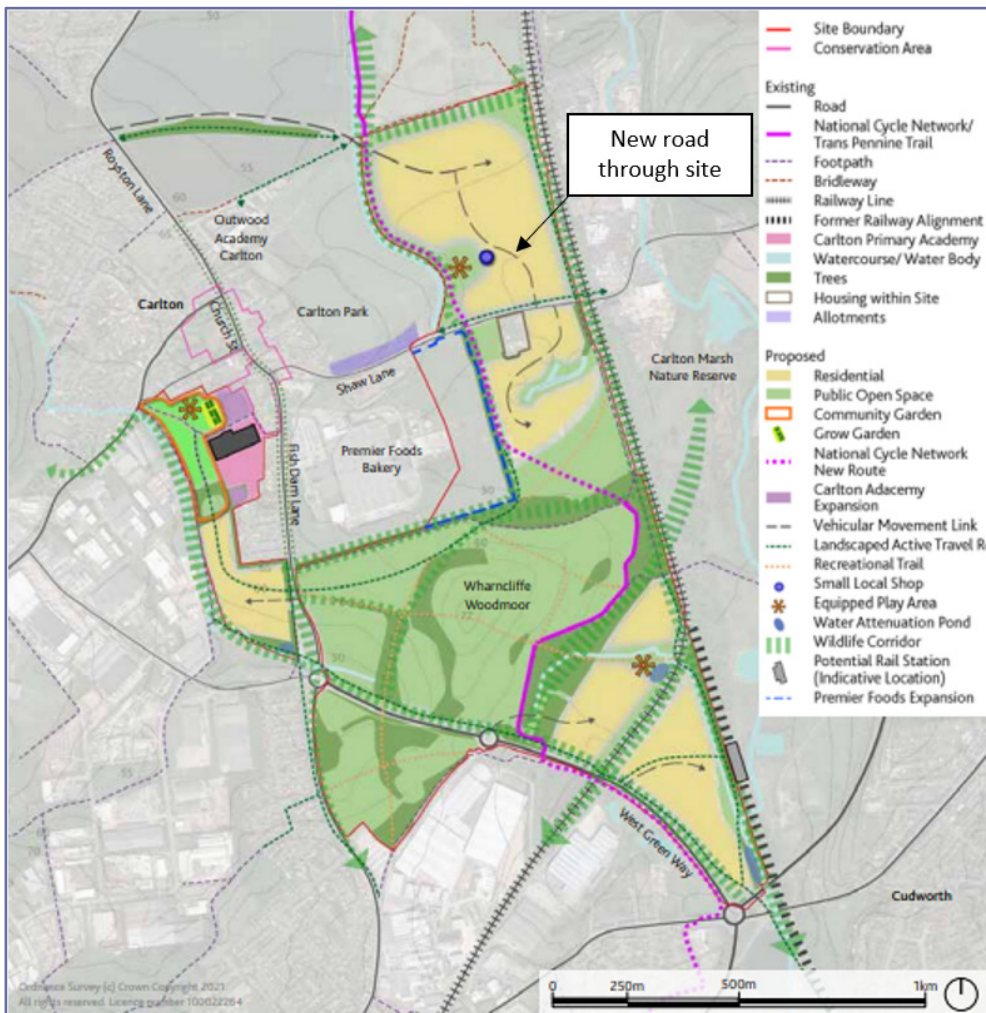


Figure 2-2 Carlton Masterplan Framework Extract

2.4.12 Figure 2-2 shows that as part of the Masterplan framework, a new vehicular link is proposed from Shaw Lane to Royston Lane. The layout and location of the site access will not compromise the ambition of BMBC to provide this link through the site and the first section of the link road will be provided within the curtilage of the

site. It can therefore be considered that the proposals do not compromise the delivery of the Masterplan Framework.

2.4.13 Further information regarding the Carlton Masterplan Framework can be found here:

<https://www.barnsley.gov.uk/services/planning-and-buildings/local-planning-and-development/our-local-plan/masterplan-frameworks/carlton-masterplan-framework/>

2.5 Compliance with Policy

2.5.1 In conclusion, it is considered that the current proposal is consistent with national, regional and local policy aspirations. The site is in a sustainable location and is part of a wider development allocation which will be developed in a way where sustainable transport can be maximised.

3 Existing Transport Conditions

3.1 Introduction

3.1.1 This section of the FTP describes the baseline conditions within the local highway network in the vicinity of the site.

3.2 Site Location and Description

3.2.1 The site is located approximately 650m to the east of Carlton and 5km north east of Barnsley. Figure 3-1 shows the location of the site relative to the surrounding area and Figure 3-2 shows the location of the site in relation to the immediate highway network.

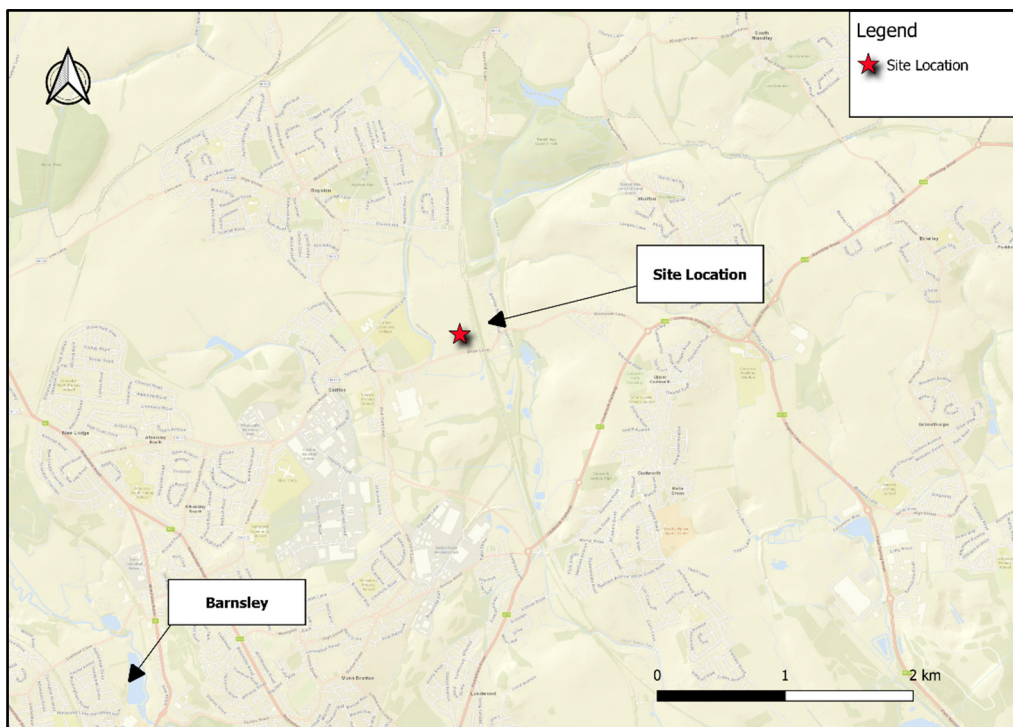


Figure 3-1: Site Location - Wider Context

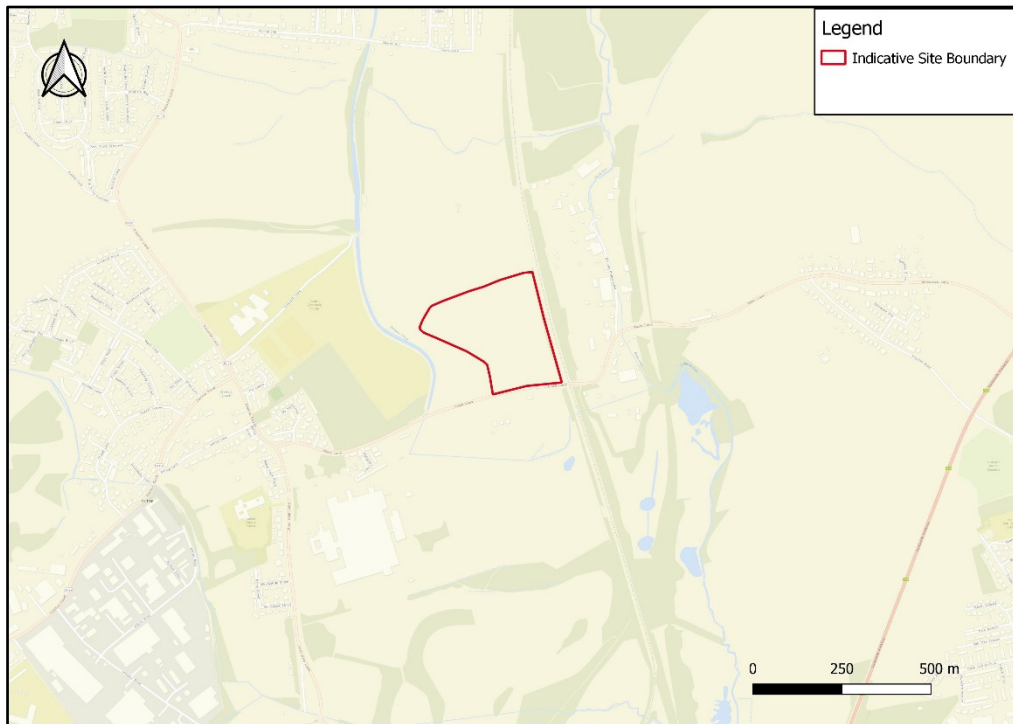


Figure 3-2: Site Location - Local Context

3.2.2 The site is located to the north of Shaw Lane approximately 650m east of Carlton. The site is bound to the north by agricultural land and to the west by the Disused Barnsley Canal and the Trans-Pennine Cycle Trail. Shaw Lane is located immediately to the south and there is an existing freight rail line running in a north – south alignment along the site eastern boundary.

3.3 Accessibility on Foot

3.3.1 The site benefits from being located on the edge of Carlton, an existing urban area which has existing footways and street lighting available. These will provide future residents with safe and convenient routes from the site to public transport and local facilities.

3.3.2 There is a continuous footway running along the southern side of Shaw Lane which links the site to Carlton located to the west. In the vicinity of the site, the existing footway appear to be in a good condition and have a general width of between 1.5 to 2m. There are no existing footways adjacent to the site along the northern side of Shaw Lane. This changes approximately 300m to the west of the site where a footway is provided on both sides of the carriageway. Street lighting is present between the site and Carlton. The existing footway along the southern side of Shaw Lane is shown in Figure 3-3.



Figure 3-3 Existing Footway on Shaw Lane (Source: GOOGLE)

3.3.3 Walking has traditionally been recognised as a significant mode of travel when accessing local services and attractions and has the greatest potential to substitute for short car borne trips (i.e., those journeys of less than 2km in length). In addition, walking can easily be integrated within other forms of transport for journeys further afield, as part of a multimodal journey. This is consistent with government advice and guidance from the Chartered Institute of Highways and Transportation (CIHT) which suggests a preferred maximum walking distance to facilities as 2km.

3.3.4 Figure 3-4 shows an 800m, 1,200m, 1,600m and 2,000m walking catchment area (originating from the centre of the site). It demonstrates that the site lies within walking distance of existing residential areas and Carlton Village Centre which offers a range of employment and retail opportunities as well as primary and secondary schools.

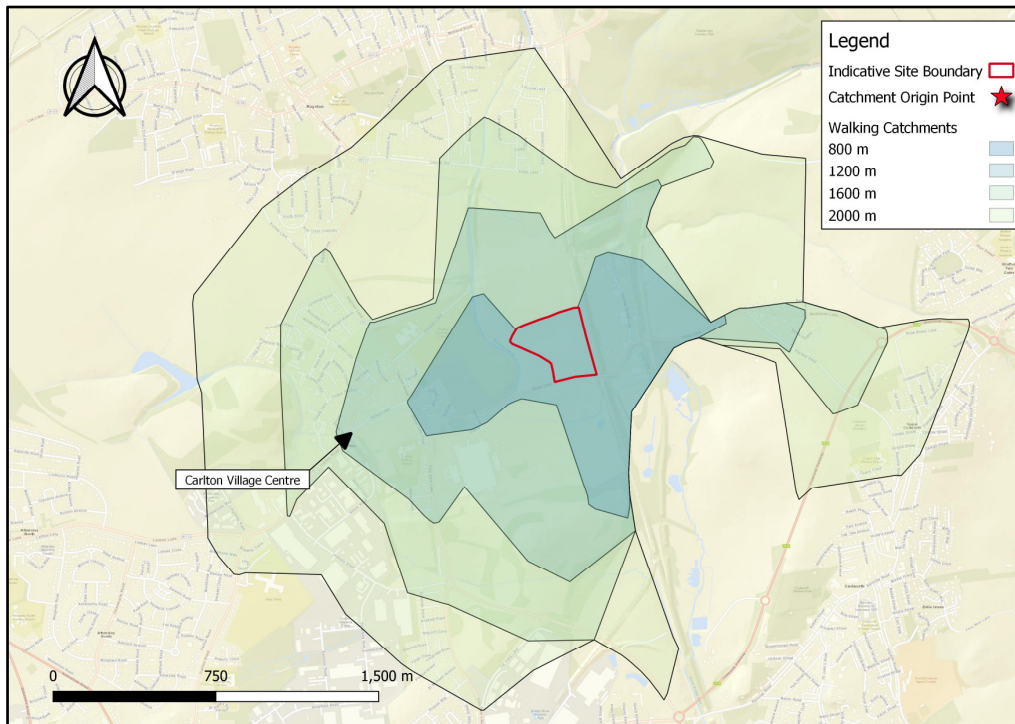


Figure 3-4 Walking Catchment Plan

3.3.5 Figure 3-5 shows the existing Public Rights of Way (PRoW) which are located in the proximity of the proposed development (source: www.barnsley.gov.uk)

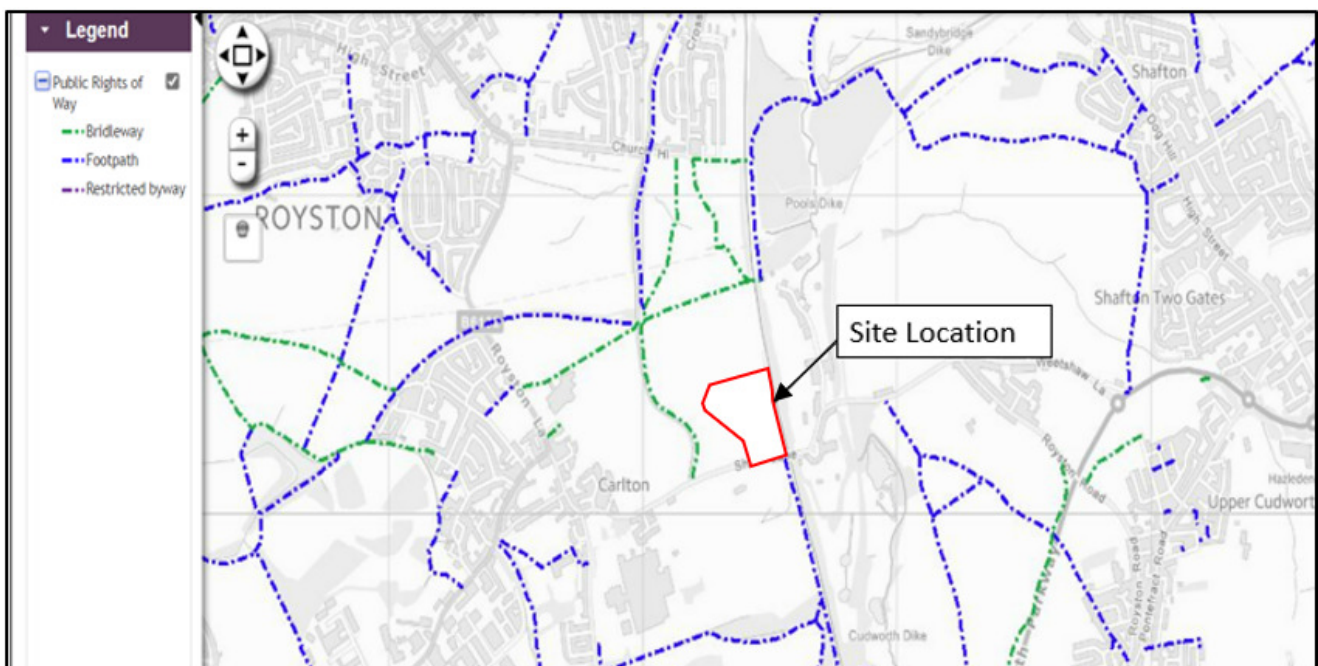


Figure 3-5 Public Rights of Way

3.3.6 The figure shows that there are two PRoW, the Trans-Pennine Trail which is a bridleway running along the disused Barnsley Canal located immediate to the west of the site. This runs north to south and links the site with a number of other ProW located to the north west. The Trans-Pennine Trail also runs south from Shaw Lane down the site of the existing railway line. Both routes are way marked and can be accessed easily from Shaw Lane.

3.4 Accessibility by Cycle

3.4.1 Cycling is a convenient way to travel and keep fit at the same time. The site is located close to the Trans-Pennine trail which runs in a north - south alignment close to the site. Advice contained within the DfT published 'Local Transport Note 2/08' suggests that a 3.0 miles (approximately 5km) catchment represents an acceptable maximum distance with 5.0 miles (approximately 8km) forming the preferred maximum distance. As such, the range of employment and retail areas within cycling distance.

3.4.2 Figure 3-6 illustrates a 3km and 5km indicative cycling catchment area (originating from the centre of the proposed development).

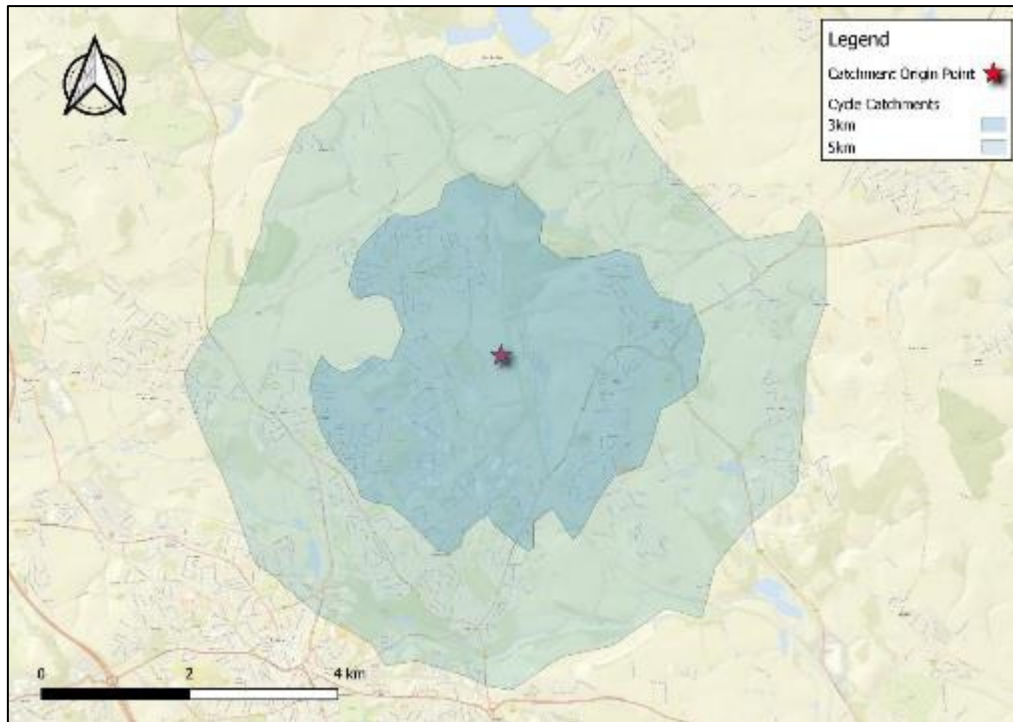


Figure 3-6 Cycle Catchment Plan

3.4.3 Figure 3-6 demonstrates that the site lies within an acceptable cycling distance of the wider area with a range of employment destinations within cycling distance. These destinations include:

- Carlton
- Carlton Industrial Estate
- Burton Road Business Park
- Wharncliffe Business Park
- Cudworth
- Sandybridge Lane Industrial Estate

3.4.4 It can therefore be concluded that the site is relatively accessible by cycle.

3.5 Accessibility by Public Transport

Bus

3.5.1 The nearest bus stops to the proposed development are located on Fish Dam Lane, approximately 700m west of the site. Pedestrian access from the site to the bus stop is via the existing footways on Shaw Lane.

3.5.2 The stops are served by relatively high frequency bus services which are run by Stagecoach. The existing bus service frequency is summarised in Table 3-1.

Table 3-1 Summary of Bus Services on Fish Dam Street

Bus Service	Route	Daytime One-way Frequency (Minutes)		
		Mon – Friday	Saturday	Sunday
57	Barnsley – Carlton – Royston	30	30	-
59	Barnsley – Carlton – Royston – Wakefield	60	60	60
59A	Barnsley – Carlton – Royston	60	60	60

3.5.3 Table 3-1 demonstrates that the site is located close to high frequency bus routes with an average frequency of one service every 15 minutes in a single direction between Monday and Saturday. Services are still accessible on a Sunday, albeit at a slightly reduced frequency with an average of one service in a single direction every 30 minutes. It can therefore be concluded that the site is relatively accessible by bus.

3.5.4 It is understood that as part of the Carlton Masterplan Framework, that there may be the potential for future bus upgrades to directly serve the site and that discussions are ongoing between BMBC and bus operators.

3.5.5 Bus timetables and services for that can be accessed from Fish Dam Lane can be found here:

<https://www.stagecoachbus.com/timetables>

Rail

3.5.6 There is currently no train station which can be considered accessible on foot from the site. However, Barnsley Train Station can be accessed via one of the frequent bus services accessible from Fish Dam Lane. The bus journey takes approximately 18 minutes. Barnsley Train Station provides regular services to regional destinations including Leeds, Sheffield, Nottingham and Huddersfield.

3.5.7 In addition, the Carlton Masterplan Framework has identified a parcel of land adjacent to the existing freight line running along the site's eastern boundary. The parcel of land is located immediately east of the site and it is understood that work is being undertaken to establish the feasibility of running passenger services on the line. Should the station be delivered then this would further enhance the sustainable transport provision already accessible from the proposed development.

3.6 Existing Travel Patterns

3.6.1 As the proposed development is yet to open, the requirement to review existing travel patterns is premature. Upon occupation of the site, travel surveys will be undertaken to ascertain the travel patterns of residents, as described in more detail in Section 7.

3.6.2 For the purposes of this FTP, National Census data has been analysed in order to provide an initial estimation of the travel patterns that could be expected for the site.

3.6.3 The site is located in the Barnsley 002 Middle Super Output Area (MSOA) and journey to work data from the 2011 National Census has been analysed for people working within this MSOA. The data provides an estimated modal split, as shown in Table 3-2.

Table 3-2 2011 Modal Split

Mode	2011 Census Mode Share (%)
Train	1.06%
Bus, minibus or coach	6.42%
Taxi	0.63%
Motorcycle, scooter or moped	1.26%
Driving a car or van	71.67%
Passenger in a car or van	7.68%
Bicycle	0.91%
On foot	9.85%
Other method of travel to work	0.51%
Total	100.00%

3.6.4 Table 3-2. shows that an overwhelming majority (71.67%) of people currently drive to their place of work, which is more than double the number of people who travel using all other modes combined. The table also shows that 9.85 of people walk to work, 0.91% of people cycle and 7.48% of people use public transport.

3.6.5 In the absence of existing travel survey data, the data shown in Table 3-2 represents an approximate modal split that can be expected at the site prior to the influence of this TP.

3.7 Accessibility Summary

3.7.1 It can be concluded from the analysis set out above that a range of destinations are accessible from the site by walking, cycling and public transport. Moreover, the implementation of the Carlton Masterplan Framework may result in additional provision being provided. Therefore, it can be concluded that the site is located in an area where sustainable modes can be maximised in accordance with national, regional and local transport policy.

4 Development Proposals

4.1.1 The proposed residential development comprises construction of up to 200 dwelling. The proposals include a new vehicular access and an internal link road allowing for a future link to Church Road to be constructed in accordance with the Barnsley Local Plan. The proposals will also include pedestrian footways and upgrades to the Shaw Lane / Church Street junction to mitigate any potential impact of the proposals.

4.2 Proposed Access Arrangement

Access Arrangements

4.2.1 Access to the site will be achieved by means of a new priority-controlled junction located on Shaw Lane. The proposed layout of the junction has been designed in accordance with the South Yorkshire Residential Design Guide (2011) and Manual for Streets and is of an appropriate design to serve the type and scale of development.

Parking Provision

4.2.2 The proposed development will provide a sufficient number of all types of parking in accordance with Barnsley Local Plan Supplementary Planning Document: Parking (2019). These parking standards are set out in Table 4-1.

Table 4-1 Summary of BMBC Parking Standards

Number of Bedrooms	Cycle Spaces	Car Parking Spaces
1 to 2	1 secure cycle space in garage or separate covered area within plot	1 per dwelling
3 or more	1 secure cycle space in garage or separate covered area within plot	2 per dwelling
Visitor	N/A	1 space per 4 dwellings

*source: <https://www.barnsley.gov.uk/media/15726/parking-spd-adopted-2019.pdf>

4.2.3 Further details of the level of parking provision for the proposed development will be submitted to BMBC at the reserved matters stage.

Serving Arrangements

4.2.4 The serving of the site will be via the new priority junction which has been designed to accommodate a refuse vehicle.

5 Travel Plan Objectives & Targets

5.1 Introduction

5.1.1 This chapter sets out the overarching objectives and targets for the Framework Travel Plan (FTP).

5.2 Objectives

5.2.1 The headline aim of the FTP is to reduce the proportion of single occupancy vehicle trips and to widen travel choices for site users. The FTP would also work towards reducing the impact of the proposed development on the local highway network.

5.2.2 The specific objectives of the FTP set out the motivation and factors that would help achieve the overall aim for the site, and include:

- Improve the travel options for site users;
- Minimising incentives for private car use and maximize incentives to use sustainable alternatives (including electric vehicles);
- Promoting and raising awareness of the benefits of healthier and more environmentally-friendly travel;
- Ensuring residents are aware of the TP and its purpose;
- Preventing congestion on the local highway network and mitigating against any overspill onto the surrounding roads;

5.3 Targets

5.3.1 To ensure that the Tesla Bristol Travel Plan is successful, it is important to set clear and concise targets to measure that success. The targets for the Travel Plans should be **SMART** targets (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-Bound).

5.3.2 Targets come in two forms – ‘Action’ and ‘Aim’ targets. Action targets are non-quantifiable actions that need to be achieved by a certain milestone, whereas Aim targets are quantifiable and generally relate to the degree of modal shift the Travel Plan seeks to achieve.

Action Targets

5.3.3 The key Action targets for the FTP are set out below:

- To appoint the Travel Plan Co-ordinator (TPC)
- To agree the scope of the multi-modal site wide Baseline Travel Survey with BMBC;
- Undertake Baseline Travel Survey within six months of occupation;
- To undertake monitoring surveys one, three and five years after the initial baseline survey; and
- To collate and submit monitoring survey results to BMBC, within two months of survey date, for review and consideration.

Aim Targets

5.3.4 The specific targets for measuring the progress of the plan will be set in accordance with BMBC once the Baseline Survey has been undertaken. However, the provisional Aim targets for the site will be as follows:

- Reduce the level of car driver trips (in line with the indicative modal shift targets set out in Table 5-1, although these targets are TBC following the Baseline Travel Survey);
- To promote and increase the use of Ultra Low Emission Vehicles (ULEVs);
- To ensure minimal negative impact on air quality or congestions occurs as a result of the development;
- To increase the number of people walking or cycling; and
- To increase the number of people using public transport.

Table 5-1 - Indicative Modal Shift Targets

Mode	2011 Census Mode Share (%)	Aspirational Year 5 Target	Modal Shift
Driving a car or van	71.67%	66.67%	5%
Bus, minibus or coach	6.42%	8.42%	+2%
Passenger in a car or van	7.68%	8.68%	+1%
Bicycle	0.91%	1.91%	1%
On foot	9.85%	10.85%	+1%
Train	1.06%	1.06%	0
Taxi	0.63%	0.63%	0
Motorcycle, scooter or moped	1.26%	1.26%	0
Other method of travel to work	0.51%	0.51%	0

5.3.5 Targets will be monitored through the travel questionnaire as part of the TP monitoring process, one, three and five years after Baseline Travel Surveys.

5.3.6 It is expected to take time for the effects of the possible initiatives to occur. During the time between the initial survey and second survey, there should be sufficient time for a shift in travel patterns to occur.

6 Travel Plan Measures

6.1 Introduction

6.1.1 The following section outlines a range of measures that may be implemented so that a variety of suitable, easily accessible alternatives to single-occupancy car travel are available to residents. With the proposed measures in place, the development will contribute towards national and local sustainability objectives, ensuring residents are aware of the choice of sustainable travel options available to them in this location.

6.1.2 To encourage sustainable travel amongst residents, the measures used must be considered attractive and convenient. Whilst every effort has been made to include measures appropriate to the development location the initiatives provided are by no means exhaustive. Travel plans are evolving documents in response to new travel and transport opportunities that may arise, and as such, future reviews may result in an update of the measures proposed in this FTP.

6.1.3 These measures can be split into two types:

- 'Hard' or 'Physical' Measures - engineering / architectural measures incorporated into the design of the development e.g. cycle parking provision; and
- 'Soft' Measures - marketing and management measures implemented as part of the development proposals on an on-going basis in order to maximise the uptake of sustainable travel measures and in order to reduce dependency on private cars, particularly single occupancy trips.

6.2 Marketing and Promotion

6.2.1 In order to properly promote and market the sustainable travel options of the site, it is key that residents will be provided with all the relevant information prior to and upon occupation of the site.

Promotion

6.2.2 The accessibility of the site by walking and cycling will be marketed from the outset, and residents will be made aware of the TP and the information contained within it.

Travel Pack

6.2.3 All new residents will be provided with Travel Packs as part of or alongside their welcome pack. The packs will be used to raise awareness of sustainable initiatives being implemented throughout the lifecycle of the Travel Plan.

6.2.4 The Travel Pack will include:

- An overview of the overarching aims and objectives of the TP, and why it is in place;
- The benefits of the TP to residents and the wider community;
- Site specific public transport information. This will explain what buses serve the site and what services can be taken to specific key destinations – shopping, education, employment etc.
- A summary of local services that support sustainable travel, such as the availability of delivery services and local taxi services etc.
- Walking and cycling maps showing local walking and cycling routes in relationship to local facilities.
- Information on local car share and car club databases;
- Information on local ULEV infrastructure;
- TPC Details.

6.3 Measures to Promote Public Transport Use

6.3.1 The Travel Plan recognises the importance of promoting public transport use to residents, in order for it to be recognised as a viable alternative to private car use.

6.3.2 Residents will be provided with timetable, route and fare information for local bus services so that they are able to consider these options for their journeys. This information will be distributed within the Travel Packs with reference to the respective service providers' websites as appropriate.

6.4 Measures to Promote Walking and Cycling

6.4.1 To maximise the attractiveness of walking and cycling to future residents of the development, the following measures will be considered:

- Walking and Cycling Route Maps – these will be provided within the Travel Packs, and will be provide all residents with all of the relevant information on local walking and cycling routes and distances to key services and facilities;
- Personalised Journey/Travel Planning – The Travel Plan Co-ordinator (TPC) may provide personalised travel planning advice to all residents at the development. This could include information on the fastest route for accessing public transport services and stations;

6.5 Measures to Promote EV & ULEV Usage

6.5.1 Where private car usage does occur, it is important to consider how any emissions generated by private vehicles can be reduced as much as possible through the promotion and use of Electrical Vehicles (EV) and Ultra Low Emission Vehicles (ULEVs).

6.5.2 Measures intended to promote the use of these vehicles include the following:

- Infrastructure – the Travel Packs will provide information regarding the availability and support for EVs and ULEVs, such as local dealerships and garages for servicing and maintenance, and the locations and availability of off-site charging infrastructure; and
- Benefits– the TPC will ensure that users of the development are aware of the environmental benefits and financial incentives of ownership and use of EVs and ULEVs.

6.6 Newsletter / Email

6.6.1 The TPC will produce a annual newsletter during the active phase of the Travel Plan, which will detail the progress towards targets and results of the TP monitoring. The newsletter will be provided in either a leaflet form or electronically.

6.6.2 The newsletter will act as a promotion tool for the Travel Plan by publicising any new measures, national sustainable travel campaigns and improvements to sustainable travel facilities in the local area.

6.7 Travel Website

6.7.1 The TPC will investigate the possibility of creating a site wide travel website that could outline travel information to the site and events to encourage sustainable and active trips to the site. It is likely that all site wide communications will be branded the same to provide a consistent approach to promoting sustainable and active travel. A link to the website will be included on all site wide communications. The website may include the following:

- Local amenities map;
- Travel Map;
- Information on public transport and active travel options;

- Information and promotion of incentives;
- Information and promotion of measures;
- Ongoing promotion of sustainable travel events;
- PDF version of the travel plan.

6.7.2 The travel website will be the responsibility of the TPC, they will ensure that the information contained on the website is relevant and up to date.

7 Travel Plan Monitoring Strategy

7.1 Monitoring Plan

7.1.1 The TPC will arrange the initial Baseline Travel Survey to be undertaken for the development within six months of first occupation of the development. The full multi-modal travel surveys will then be undertaken for the development on a biennial basis for 5 years.

7.1.2 The specification of the multi-modal surveys will be agreed with BMBC prior to being undertaken, however it is envisaged that they will ultimately be incorporated into the TRICS database (or as agreed with the Local Authority).

7.2 Reporting

7.2.1 The TPC will report the monitoring survey results to BMBC after each survey period. As appropriate, key survey and/or monitoring findings and associated sustainability messages will also be disseminated amongst residents.

7.3 Implementation

7.3.1 A series of measures to be provided across the development were outlined in Chapter 6 of this FTP. These measures will be provided either prior to or at occupation of the development and will be provided in order to maximise the early uptake of sustainable travel options from the outset.

7.3.2 The TPC will be responsible for ensuring the delivery of each measure within a suitable timeframe. A TP Action Plan, summarising the implementation timeline for the delivery of each measure, is provided in Table 7-1.

7.4 Funding

7.4.1 The developer will be responsible for the appropriate funding of all measures outlined within this TP for the duration of the plan, as well as for the implementation of the plan itself.

Table 7-1 Indicative Travel Plan Action Plan

Action	Target Values	Target Date	Funding	Indicator	Responsibility
Appointment of Travel Plan Coordinator (TPC)	N/A	TPC appointed at least 1 month prior to first occupation of the development	Developer	Appointment of TPC on or before target date	Developer
Provision of Cycle Parking	Cycle Parking	Prior to occupation	Developer	Provision of all cycle parking spaces for appropriate phase/unit	Developer
Provision of EV charging points	An EVCP to be incorporated into a proportion of the residential units	Prior to occupation	Developer	Installation of charging points	Developer
Production of Travel Packs	Produce Travel Packs prior to first occupation of development	Prior to occupation	Developer	Site Wide travel survey / questionnaire	Developer and TPC

	and distributed upon occupation				
Provision of broadband in homes	All homes and businesses to be broadband enabled	Prior to occupation	Developer	Site wide travel survey	TPC
Production of Travel Packs (TPs)	Produce TP prior to first occupation of development and distributed upon occupation	Prior to occupation	Developer	Site Wide travel survey / questionnaire	TPC
Walking / Cycling / Public Transport Promotion	Ensure that relevant walking, cycling and public transport promotion campaigns are promoted to residents	Ongoing	Developer	TPC to monitor whether campaigns are effective	TPC
Walking / Cycling / Public Transport Promotion	TPC to offer planning services for new residents and businesses	Ongoing	Developer	TPC to keep record of which resident/ employee have utilised the service	TPC
Undertake baseline multi-modal travel surveys	N/A	Within either six months of first occupation of the development or within one month of 75% occupation	Developer	Receipt of travel survey results	TPC
Investigate the possibility of a site Wide Steering Group	To ensure no negative air quality or congestions occurs as a result of the development	Within first 3 months of occupation	Developer	Creating of Site wide Steering group.	TPC
Agree target values for car driver mode split with BMBC Travel Plan Officers	Targets subject to negotiation with BMBC following baseline travel survey results	After baseline travel survey results being received	Developer	Receipt of written agreement of targets from BMBC	TPC