RESIDENTIAL TRAVEL PLAN
WHITE HART ROAD, PENISTONE
BELLWAY HOMES

JULY 2026

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1. INTRODUCTION

BACKGROUND

1.1 TPS Transport Consultants Ltd. (TPS) has been commissioned by Bellway Homes to prepare a Travel Plan to support a full planning application for the development of 51 residential dwellings, on land at White Hart Road, Penistone.

1.2 A Travel Plan is a general term for a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner travel choices and reducing reliance on the car. It involves the development of a package of support, initiatives, and targets that together can enable individuals on a site such as this to reduce the impact their travel has upon the local environment.

1.3 Beyond the preparation of this report, Bellway Homes also intends to instruct TPS to implement the Travel Choices programme at the development. Travel Choices, conceived and delivered by TPS, is a comprehensive package of support for the ongoing management and delivery of the approved Travel Plan strategy (including measures and monitoring / reporting requirements). In a residential context, the Travel Choices programme is currently being delivered across more than 150 developments in the UK, ensuring that experience can be drawn from best practice Travel Plan delivery across the residential development sector.

1.4 Within this Travel Plan further details of the Travel Choices programme will be provided, including:

- Details of how the plan will be managed by the experienced Travel Choices team;
- Details of a package of engagement materials, used to inform residents of their local travel choices;
- Details of the support available to residents through the Travel Choices programme;
- Details of a package of offers and discounts, available through the Travel Choices programme; and
- Details of the monitoring and reporting strategy to be put in place.

SITE LOCATION AND DEVELOPMENT SUMMARY

1.5 The proposed development site is located in Penistone, South Yorkshire, on land accessed west of White Hart Road. The site, which is located around 1.8km to the north of Penistone Town Centre, is currently agricultural land. It is bordered by White Hart Road to the east,

residential dwellings to the north and south, and agricultural land to the west. The site location is shown in **Figure 1.1**.

Figure 1.1: Site Location



(Source: Google Maps)

1.6 The development proposals include 51 dwellings, consisting of a mixture of open-market and affordable housing. The principal access to the site will be taken via a new priority T-junction on White Hart Road via the eastern boundary of the site, with a number of homes also having direct driveway access onto White Hart Road and Dunford Drive. A plan of the proposed development is included within **Appendix A**.

DEVELOPER'S COMMITMENT TO TRAVEL PLANNING

1.7 Bellway Homes recognise that by developing a Travel Plan, sustainable travel patterns can be established from the outset and maintained over time, minimising the impact that the development has upon the local environment and ensuring that, where possible, all residents are able to make informed journey choices.

1.8 Residential travel plans can deliver a wide range of benefits to developers themselves, as well as to residents and the wider community. At the sales and marketing stage a proactive

Travel Plan can assist a residential developer in promoting a site as an accessible and sustainable location to live, with a range of travel options available to prospective residents.

1.9 This process enables residents to make a fully informed decision when choosing to move to the site, taking into account the site's location relative to sustainable travel options, and the knock on effect this may have upon reducing the need to use a car for regular or one-off journeys.

1.10 The promotion of sustainable travel options from an early stage provides a cost-effective mechanism by which developers can minimise the level of car based trips generated by a development, which in turn reduces the impact a development has on local traffic levels, air quality and road safety.

1.11 The individual benefits to be derived through the use of sustainable travel options range from financial savings through reduced fuel consumption, improved health through increased use of active travel modes (walking and cycling), and greater choice in the travel options available.

1.12 Recognising these benefits, Bellway Homes are fully committed to the process of delivering this Travel Plan in taking the development forward. Furthermore, they are committed to providing the appropriate level of resource to ensure the continued strategic implementation of the measures contained within this document, monitoring the progress of the plan, and amending it where necessary.

THE TRAVEL PLAN VISION, DESIRED OUTCOMES AND OBJECTIVES

1.13 The vision for this Travel Plan, and the resultant Travel Choices programme, is to:

"Make the development a place where residents and visitors can be fully informed when choosing travel modes for undertaking both regular and one-off journeys, and in doing so reduce the number of vehicular trips made from the development, and the resultant impact on the local environment."

1.14 To achieve this vision the primary outcome sought through the development and implementation of this Travel Plan is to ensure that all residents are aware of their local sustainable travel choices, both prior to moving to the site, and following the occupation of their new home.

1.15 As a result, the objectives of the Travel Plan are to:

- Identify the range of travel options available to the site;

- Identify the mechanisms required to maximise the use of sustainable travel modes amongst residents; and
- Identify the mechanism by which the success of this Travel Plan can be monitored and reported upon.

2. POLICY CONTEXT

INTRODUCTION

2.1 This section of the Travel Plan identifies the policy context within which the development proposals have been brought forward; it clearly demonstrates how the proposed development would contribute to the overarching principles of national and local transport policy.

NATIONAL POLICY CONTEXT

Government White Paper: Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen (DfT, 2011).

2.2 In the Integrated Transport White Paper, a wide range of measures to deal with congestion and pollution are set out. The White Paper highlights the need for action at both a national level as well as within a local context.

2.3 In addition, the White Paper identifies the costs of transport – in particular, the issues surrounding delay, pollution, health problems and accidents all caused by local congestion. Recognising this, it states that access to sustainable travel modes and improving accessibility can:

"Make a significant contribution to public health and quality of life".

2.4 In terms of public transport improvements, the White Paper stresses the need to make public transport more attractive so that it provides a viable alternative to car journeys, especially for trips of less than five miles.

2.5 The White Paper also outlines the need for positive influences upon travel behaviour, including 'nudge' theory, which is concerned with soft promotion of public transport and identifying targets (people) susceptible to changes in travel behaviour.

National Planning Policy Framework (NPPF – MHCLG, December 2024)

2.6 The revised National Planning Policy Framework (NPPF) was published in December 2024 and sets out the government's planning policies for England and how these are expected to be applied. It continues to encourage development through the planning system, with a presumption in favour of sustainable development. Paragraph 109 states that "Transport issues should be considered from the earliest stages of plan-making and development

proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:

a) Making transport considerations an important part of early engagement with local communities;

b) Ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;

c) Understanding and addressing the potential impacts of development on transport networks;

d) Realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;

e) Identifying and pursuing opportunities to promote walking, cycling and public transport use; and

f) Identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains."

2.7 Paragraph 116 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, following mitigation, would be severe, taking into account all reasonable future scenarios.*"

2.8 Paragraph 117 sets outs that 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 minimise 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.

2.9 Paragraph 118 suggests 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 vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored.*"

2.10 This Travel Plan seeks to demonstrate that the development proposals take full advantage of existing facilities for sustainable travel, locally, and will not result in a significant traffic impact on the local road network, therefore, satisfying the requirements of NPPF.

LOCAL POLICY

Barnsley Local Plan (2019-2033)

2.11 The Barnsley Local Plan was adopted in January 2019 and sets out the local planning policy for the future development in Barnsley up to 2033. The objectives of the Local Plan are:

- **Policy SD1 Presumption in Favour of Sustainable Development:** When considering development proposals, the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework. The Council will work proactively with applicants jointly to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.
- **Policy T3 New Development and Sustainable Travel:** New developments 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.

- **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.

Penistone Neighbourhood Development Plan (2018-2033)

2.12 The Penistone Neighbourhood Development Plan, adopted by Barnsley Council in August 2019, provides an in-depth outline for the design and location of new development in the area. The plan works to guide development in the area rather than create opposition to new sites, to ensure new development works in character with the local area, reduce potential disruption and to see Penistone grow as a sustainable and green community.

SUMMARY

2.13 This Travel Plan has been produced taking into account the overarching themes of both national and local policy guidance, which seeks to encourage development that is readily accessible by means other than the private car and to enhance this, as appropriate through delivery of bespoke Travel Plan measures.

3. ACCESS BY SUSTAINABLE MODES

INTRODUCTION

3.1 This section of the Travel Plan identifies the existing and planned opportunities for walking, cycling and public transport that will be available to future residents. It also considers connectivity between the site and nearby local amenities, demonstrating the ease with which residents will be able to undertake local trips without the need to travel by car.

ACTIVE TRAVEL

Propensity for Active Travel – Assessment Criteria

3.2 Guidance provided by the Institute for Highways and Transportation (IHT) on the preferred maximum walking distance by journey type is provided in **Table 3.1,** below. As shown, for commuting to work or travelling to education, the preferred maximum walking distance is two kilometres, whilst it is 800m in relation to journeys to a town centre.

Table 3.1: IHT Walking Guidelines

Criteria	Town Centres	Commuting/ School
Desirable	200m	500m
Acceptable	400m	1000m
Preferred Maximum	800m	2000m

(Source: IHT)

3.3 With regards to cycling, it is generally considered that a journey of up to 5km could be reasonably undertaken by bike for many day to day journey purposes, including the commute to work. At an average pace, a journey of 5km would take around 15-minutes by bike.

3.4 These assessment criteria are similar, albeit not directly comparable, to those referred to within guidance relating to the creation of '20-minute neighbourhoods'. According to guidance published by the Town and Country Planning Association (TCPA) the 20-minute neighbourhood concept is about creating attractive, safe, walkable environments in which people of all ages and levels of fitness are happy to travel actively for short distances from home to destinations that they visit and the services that they need to use day to day – shopping, school, community and healthcare facilities, places of work, green spaces and more. It is said that these places need to be easily accessible on foot, by cycle or by public transport.

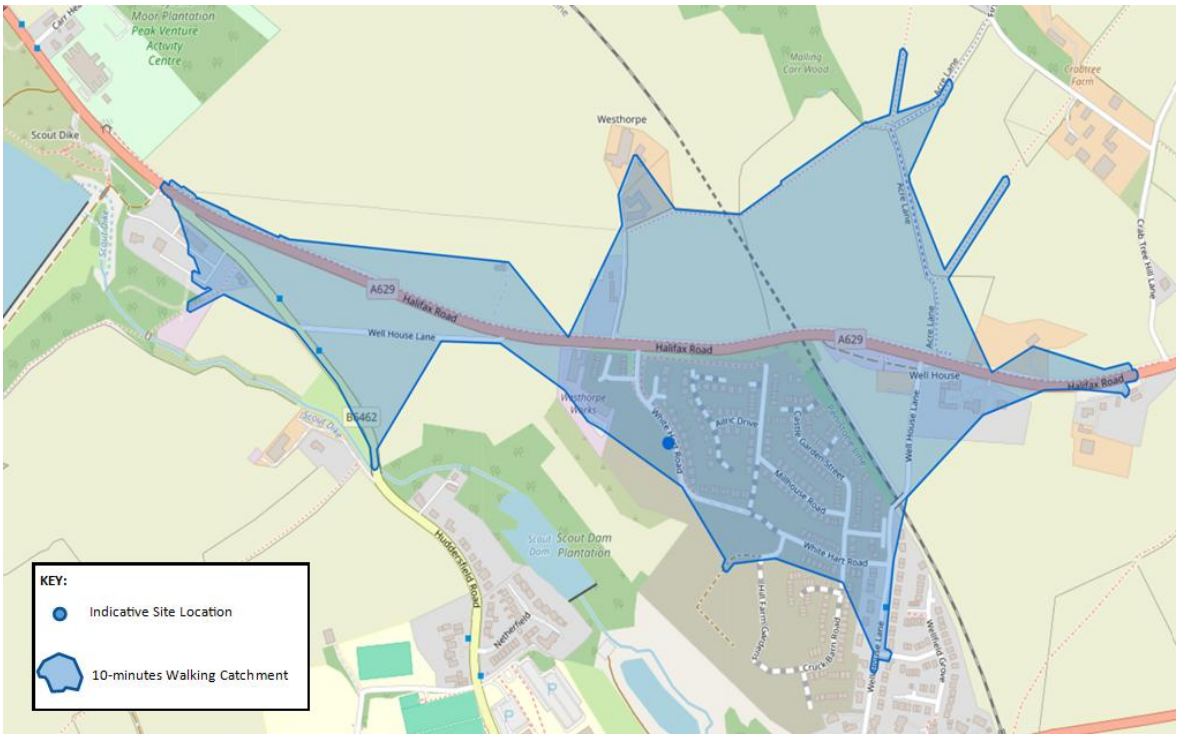
3.5 Whilst referred to as a '20-minute neighbourhood', the guidance makes it clear that the name is not the point, nor is the number of minutes specified. What matters is that, at its best, this is a holistic approach to place making with potential to improve people's health and wellbeing. The reference to 20-minutes originates from a study in Melbourne, Australia, which resulted in the city adopting a position that a 20-minute journey represents an 800 metre walk from home to a destination, and back again (10 minutes each way). The same journey time relates to a cycling distance of approximately 3.5km.

3.6 In the context of the development proposals at White Hart Road, the accessibility and connectivity of the site will be considered in relation to both the IHT guidance, and the concept of a '20-minute neighbourhood'.

Local Amenities and Connectivity

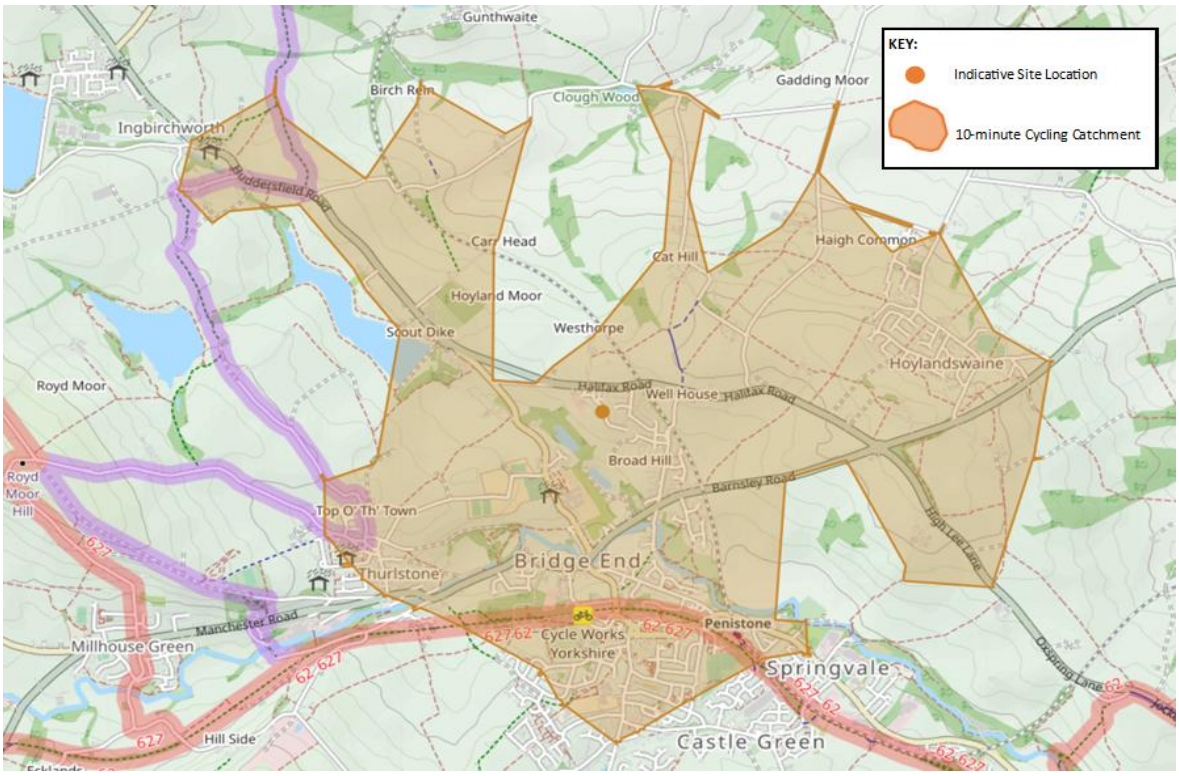
3.7 In the context of the above assessment criteria and reflecting a desire to create '20-minute neighborhoods', **Figure 3.1** and **Figure 3.2** illustrate a roughly 10-minute walking distance and 10-minute cycling distance from the site, respectively. **Figure 3.3**, meanwhile, illustrates a roughly 2km walking isochrone from the site, reflecting the IHT guidelines. Figures take the start point from the development's proposed site entrance to the west of White Hart Road.

Figure 3.1: 10-minute walking isochrone



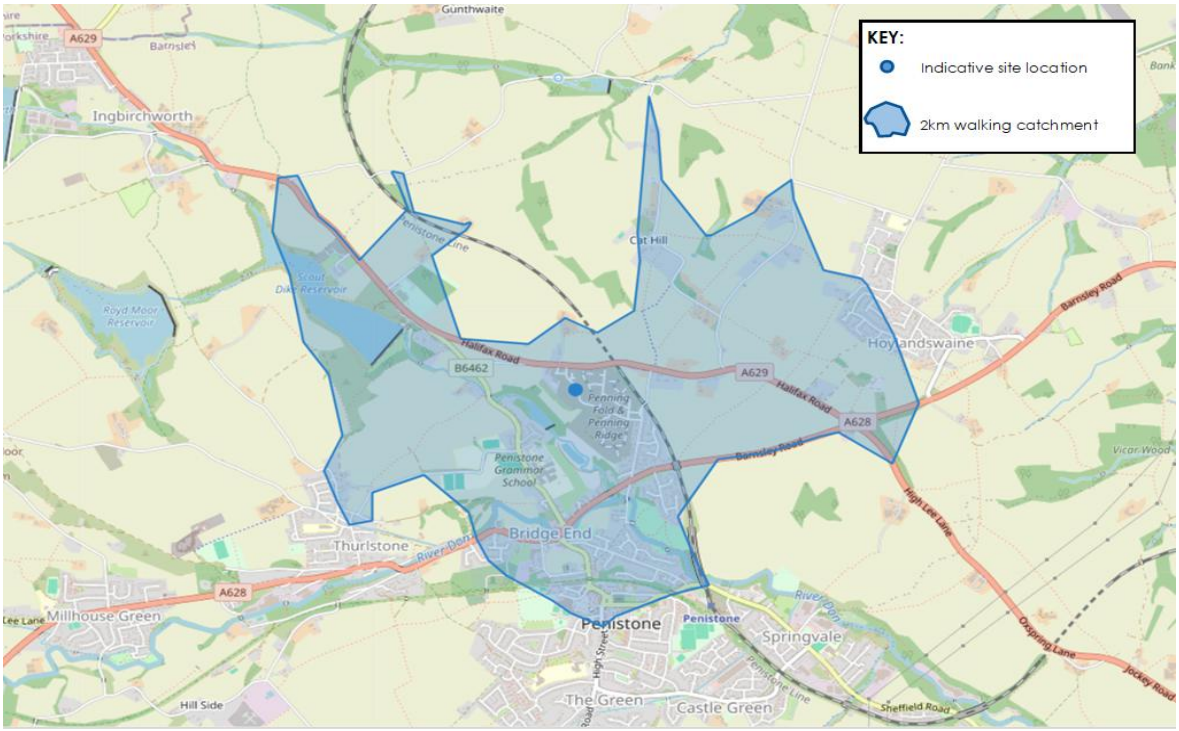
(Source: IOS4 Maps)

Figure 3.2: 10-minute cycling isochrone



(Source: IOS4 Maps)

Figure 3.3: 2km walking isochrone



(Source: IOS4 Maps)

3.8 As detailed further within **Table 3.2**, there are a range of key local amenities and services located within just a short walk or cycle of the site, and within the desired distances / times identified within the assessment criteria. Future residents of the development will, therefore, have the option to undertake a range of key regular local trips on foot or by bike, reducing the need to travel by car on a daily basis.

Table 3.2: Local Amenities

Amenity	Distance	Walk Time	Cycle Time
Education			
Penistone Grammar School	1.6 km	22 mins	6 mins
Saint Johns Primary School	2 km	29 mins	9 mins
Health			
Penistone Health Centre	1.7 km	24 mins	7 mins
Clark's Chemist	1.4 km	21 mins	7 mins
Penistone Health Centre	1.7 km	24 mins	7 mins
Retail and Leisure			
The Bridge	1 km	13 mins	3 mins
Penistone Theatre Club	1.2 km	16 mins	5 mins
Tesco Superstore	1.4 km	21 mins	7 mins
Penistone Paramount Cinema	2 km	23 mins	8 mins
Penistone Co-op	1.5 km	22 mins	7 mins
Form Wellness Studio	1.4km	19 mins	6 mins
Penistone Leisure Centre	1.3km	17 mins	4 mins

(Source: Google Maps)

Local Active Travel Infrastructure Overview

3.9 The proposed development site is located on the border of an existing, recently constructed, residential area, where there is good provision for active travel journeys. The neighbouring developments, known as Penning Fold and Penning Ridge, have been built to incorporate high quality active travel routes and infrastructure, including a 3m wide shared pedestrian and cycle route which passes through the site, connecting Halifax Road to the north with Well House Lane to the south east. This route, which runs directly past the proposed site, provides the most direct route towards Penistone. An extract of the site plan for the neighbouring development, showing the route of the shared pedestrian/cycle route in pink, is provided in **Figure 3.4**.

Figure 3.4: Extract of neighbouring site plan



3.10 Beyond the neighbouring development there are footways to either side of the highway along Well House Lane, to its junction with Barnsley Road. Similarly, there are footways to the either side of Barnsley Road towards the centre of Penistone, with multiple crossing points available, including a signal-controlled crossing at the junction with Bridge Street.

3.11 Access to Penistone Grammar School, a key destination for journeys on foot, is gained via Barnsley Road and then Huddersfield Road – a route which does not require pedestrians to cross any significant junctions, making it safe and attractive.

3.12 With regards to cycle infrastructure, the National Cycle Network (NCN) Route 62 runs south of the site, accessible in approximately 6-minute cycle (1.5km) via Barnsley Road and Well House Lane. This traffic-free route connects Penistone to the Peak District via a 9.2km stretch, forming part of the Trans Pennine Trail (NCN 62) which passes locations such as Glossop, Barnsley and Doncaster.

PUBLIC TRANSPORT ACCESSIBILITY

Local Bus Services

3.13 Whilst many local trips are likely to be undertaken on foot or by bike, it is nonetheless important to consider the options for bus travel within the vicinity of the site, for those travelling around the local area and further afield.

3.14 The closest bus stops to the development site are located just a short walk from the proposed access (450m / 6-minute walk), on Well House Road. Further services can be found at Barnsley Road, approximately 750m (9-minute walk) from the site.

3.15 **Figure 3.5** illustrates the locations of the bus stops in the vicinity of the site whilst **Table 3.3** summarises the services available from these stops. As can be seen, future residents of the development will have access to two key local bus services, providing key connections to destinations including Barnsley and Penistone.

Figure 3.5: Bus Stop Locations



(Source: Google Maps)

Table 3.3: Local Bus Service Summary

Service	Route	Approximate Headway		
		Weekday	Saturday	Sunday
Wellhouse Lane				
24	Barnsley - Ingbirchworth	5 Services a day	6 services a day	-
Barnsley Road				
20	Barnsley Interchange - Millhouse Green,	60 minutes	60 minutes	2 hours

(Source: PT Operators)

3.16 Further bus services can be found along Talbot Road, located approximately 1.3km (17 minute walk / 4-minutes cycle) from the site. From this bus stop, there are regular services towards Barnsley, Oxspring, Chapeltown and more local areas.

Local Rail Services

3.17 The closest railway station to the site is Penistone, located approximately 2.1km from the site. This station can be accessed in a 29-minute walk or an 8-minute bike journey. Penistone is a Category B2 accessible station with some step-free access to all platforms.

3.18 Sitting on the Penistone Line, trains run between Sheffield and Huddersfield, offering hourly services in both directions. With a journey into Sheffield by train taking around 45 minutes rail travel could, therefore, be an attractive travel option for many future residents, and in particular for those commuting to Sheffield or other key cities across the region.

SUMMARY

3.19 Future residents of the site would be able to undertake a range of key local trips on foot or by bike, within just a short travel time, due to both the proximity of key services/amenities and the availability of current and future pedestrian infrastructure.

3.20 Those wishing to travel further afield will be able to benefit from access to hourly bus services from Barnsley Road and Well House Lane, and rail services via the Penistone train station.

3.21 The aim of this travel plan should, therefore, be to maximise the use of the opportunities to undertake journeys by sustainable modes of transport, and in doing so to minimise the number of trips undertaken by car.

4. TRAVEL PLAN MEASURES

INTRODUCTION

4.1 As noted at the outset of this report, Bellway Homes intends to appoint TPS to implement the Travel Choices programme at the White Hart Road development. Travel Choices is a tailored package of measures, delivered in pursuit of the visions, aims and objectives of this Travel Plan strategy.

4.2 The programme is structured around the following themes, which will be expanded upon below:

- Engagement on Travel Choices;
- Support for Sustainable Travel Choices; and
- Management of the Travel Choices Programme.

4.3 At the time of preparing this report over 150 residential developments make up the Travel Choices network of sites, providing the delivery team with vast experience of the measures which offer maximum benefit and value for money, within a residential context.

4.4 The following section will outline the package of Travel Choices measures that will be delivered at the development, providing examples of comparable measures delivered in a similar context elsewhere, where appropriate.

ENGAGEMENT ON TRAVEL CHOICES

4.5 One of the key aims of the Travel Choices programme is to ensure that those who live at the site are fully aware of their local travel options, and the benefits of making a switch away from habitual use of the car.

4.6 For many journeys the car can provide a convenient or practical travel option and may continue, therefore, to be used through choice, or need by some. There are also, however, many occasions where the car is used purely due to familiarity or habit, and where people may be inclined to travel differently if made aware of the choices available to them.

4.7 Through the Travel Choices programme residents will, therefore, be provided with information on their local travel options. This information will be presented in an engaging and professional format, helping to ensure that it is appealing to the widest possible audience. At the development, the following Travel Choices materials will be prepared:

Sustainable Travel Choices Guide

4.8 A bespoke Travel Choices guide will be prepared for the site, an example of which can be found within **Appendix B**.

4.9 Within the Travel Choices guide, residents will be presented with the following key information:

- An overview of the purpose of the Travel Choices programme;
- A map, illustrating the location of key local destinations relative to the site;
- An overview of local active travel options and infrastructure, with typical walking and cycling times to key local destinations;
- Links to key sources of further information which can assist in the planning of a local journey by foot or by bike;
- An overview of local public transport options, including key information on the route and frequency of local services, with typical journey times to key local destinations;
- Advice on the most appropriate sources of further information on public transport options, including details of relevant smart phone apps and journey planning tools;
- A summary of timetables, which will also point future residents to the location of online timetables which can be viewed and downloaded;
- Details of car share schemes, which can be used to connect with others undertaking a similar journey by car;
- Advice on making the switch to an electric or hybrid vehicle, with links to key sources of further information;
- Details of a range of offers, discounts and savings, which can be made through the Travel Choices programme (further details provided below); and
- Advice on the support available from the Travel Choices team, including the offer of a Personal Journey Plan.

4.10 The Travel Choices guide will be made available through the sales office, to both prospective purchasers and new homeowners. The provision of the guide prior to the point of purchase will help to ensure that people are aware of the local travel options from the outset, and it is hoped that, in some cases, it will provide people with the comfort that they can move to the site without a reliance upon the car.

4.11 All new homeowners will be provided with a further copy of the guide on first occupation, alongside their welcome pack.

4.12 The Travel Choices team will be responsible for engaging with the onsite sales team to inform them of the purpose of the Travel Choices programme and the support that residents can access through it. The Travel Choices team will also assume responsibility for reviewing the content of the guide on a regular basis, to ensure that any changes to local travel options are reflected.

Annual Sustainable Travel Choices Newsletter

4.13 Having provided residents with information on their local travel choices at first occupation, it is important to follow this up with further engagement throughout the first years of living at the site.

4.14 This helps to remind people of the benefits of making sustainable travel choices, reminds them of the options available to them, and in some cases provides an update on any changes to local travel options, or new related tools and initiatives such as local cycle training or bike marking events. The newsletter also provides an opportunity to engage with second occupants of any homes at the development that are sold on, or tenants of any homes at the development that are rented.

4.15 The Travel Choices newsletter will also act as an opportunity to promote nationally and internationally recognised walking and cycling events / campaigns such as National Walking Month, Cycle to Work Day, Bike Week, Cycle September, and Clean Air Day (among others).

4.16 For this reason, all occupied homes at the development will be sent a Travel Choices newsletter, an example of which can be found within **Appendix C**. This newsletter will be published annually, throughout the delivery of Travel Choices programme at the development.

SUPPORT FOR SUSTAINABLE TRAVEL CHOICES

4.17 Whilst in some cases, the provision of information alone can be enough to influence an individual's travel behaviour, in other cases there can be a need to offer additional support or incentive. For this reason, a number of further measures will be delivered through the Travel Choices and development programme at the development.

Travel Choices Offers, Discounts and Savings

4.18 Those living at the development will be able to access a range of offers and discounts on sustainable transport related services and products, alongside advice on ways to make savings when travelling by public transport.

4.19 These offers, which will be promoted through the engagement materials, are available through the website savings-travelchoices.uk, and currently include:

- Halfords: 7% of bikes, cycle accessories and cycle servicing
- Bike Dock Solutions: 10% off home bike storage and security solutions
- Bikmo: 5% off the cost of bike insurance
- Talio: 35% off an electric bike

Provision of Cycle Storage Facilities

4.20 The provision of cycle storage facilities can help to facilitate and encourage the ownership of a bike, and in turn help to facilitate the use of a bike as a local travel option. For this reason, cycle storage is proposed for all plots, either within garages where available, or within an external secure storage area.

Provision of Electric Vehicle Charging Points

4.21 Ownership of electric vehicles is on the rise, as the government seek to transition away from the use of petrol and diesel vehicles over the coming decade. To facilitate this, it is proposed to provide electric vehicle charging points at all plots within the development.

Personal Journey Planning Support

4.22 Where residents remain unsure of their travel options, the Travel Choices team will be on-hand to help. Promoted through the Travel Choices engagement materials will be the offer of a free 'personal journey plan', which will help to inform residents of the journey options available for a regular journey of their choice.

4.23 Based upon the journeys start and end point, and the intended time of travel, the Travel Choices team will present the residents with details of the travel options available. This will include details such as journey time, route and even the exact location of the bus stops / services to use if travelling by public transport.

MANAGEMENT OF THE TRAVEL CHOICES PROGRAMME

4.24 It is recognised that an important element of the success of any Travel Plan is the appointment of a suitable individual, or team, to manage the programme through its duration. This role is often referred to as a Travel Plan Coordinator (TPC).

4.25 The Travel Choices team at TPS will be appointed by Bellway Homes to act as the TPC for the proposed development. They can be contacted using the information below:

John Hacker
TPS Transport Consultants Ltd, 151 – 153 Wakefield Road, Wakefield, WF4 5HQ
T: 01924 664638
E: info@travelchoices.uk

4.26 The role will commence prior to first occupations taking place and will continue until three years after first occupations have taken place. Responsibilities of the Travel Choices team will include (but not be limited to):

- Overall management of the Travel Choices programme, including fulfilment of the Travel Plan obligations;
- Preparation, distribution and ongoing updating of the Travel Choices materials;
- Stakeholder engagement, including with the local council;
- Engagement with residents, including the provision of a Personal Journey Plan on request;
- Maintaining an understanding of local travel options, and updating Travel Choices materials as appropriate;
- Engagement with the sales team; and
- Preparation of an annual monitoring report.

4.27 Through the appointment of the Travel Choices team, Bellway Homes will make suitable budget provision to cover the implementation of this Travel Plan.

5. TARGETS, MONITORING AND REPORTING

TRAVEL PLAN VISION, OUTCOMES & TARGETS

5.1 It has been established in Section 1 that the vision for this Travel Plan is to:

"Make the development a place where residents and visitors can be fully informed when choosing travel modes for undertaking both regular and one-off journeys, and in doing so reduce the number of vehicular trips made from the development, and the resultant impact on the local environment."

5.2 Associated with this vision, the primary outcome sought through the development and implementation of this Travel Plan is to ensure that all residents are aware of their local sustainable travel choices, both prior to moving to the site, and following the occupation of their new home.

5.3 Targets are the quantifiable benchmarks against which progress in achieving the vision and desired outcomes can assessed over time. Targets should be SMART (see below) and can take the form of 'aim-type' targets and 'action-type' targets:

- **S**pecific;
- **M**easurable;
- **A**chievable;
- **R**ealistic; and
- **T**ime-bound.

Action-type Targets

5.4 Action-type targets are non-quantifiable targets and take the form of actions that need to be achieved.

5.5 The action-type targets specific to this Travel Plan can be found in **Section 4**, where specific measures for delivery have been identified. **Appendix D** provides an action plan detailing (indicative) roles, responsibilities and timescales for delivery.

Aim-type Targets

5.6 Aim-type targets are quantifiable targets against which the effectiveness of the Travel Plan in achieving its stated aims and objectives can be measured. In order to set aim-type targets it is first necessary to have a 'baseline' against which progress can be assessed.

5.7 In this instance, the baseline mode split has been set out below, based upon the 2011 Journey to Work Census data in the Barnsley District (E02001524), with those who are not in employment or who primarily work at home excluded. 2011 Census data has been used owing to the discrepancies caused by the pandemic during the 2021 census. The target is then to reduce the proportion of the car drivers' mode split to below this baseline, taking account of the Travel Plan measures.

5.8 The target is to reduce the car driver mode split by 10%, with an associated increase in the sustainable travel mode split. **Table 5.1** presents both the baseline and target mode split rates.

Table 5.1: Journey to Work Mode Split Target

Method of Travel to Work	Baseline Mode Split	Target Mode Split
Car / Van Driver	**84.7%**	**76.2%**
Car Passenger	4.9%	23.8%
Public Transport	5%	
Bike	0.6%	
On Foot	3.6%	
Other	1.2%	

(Source: NOMIS, Barnsley 016)

5.9 The primary target will be considered to have been met if the average car driver mode share for journeys to work is less than or equal to 76.2% by the end of Travel Plan delivery period

TRAVEL PLAN MONITORING & REPORTINIG

5.10 It is proposed that to monitor progress towards the above Travel Plan targets, the following monitoring methodology is adopted.

Monitoring and Review Strategy 1: Annual Residential Travel Survey

5.11 The primary monitoring methodology will be an annual survey for residents. An online travel survey will be prepared by the TPC and promoted to all occupied homes through a letter/flyer. The survey will ask residents to identify their usual method of travel for key regular journey purposes (including the journey to work) along with the frequency with which they work from home. The first (baseline) survey will be undertaken approximately 12 months after

first occupation, with subsequent surveys to be undertaken throughout the Travel Plan delivery period.

Monitoring and Review Strategy 2: Annual Travel Plan Report

5.12 To summarise the monitoring activities, along with other Travel Plan activities, each year a Travel Plan Update Report will be submitted to the council.

5.13 This report will provide the following details, as a minimum:

- A summary of the Travel Plan requirements, including the targets set within this Travel Plan;
- A summary of all measures delivered to date, in compliance with the Travel Plan;
- The findings of the most recent monitoring exercise, with a comparison against the Travel Plan targets.

5.14 This monitoring report will be submitted to the council within 3-months of the monitoring taking place, up until the final monitoring exercise 3 years following first occupation of the development.



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TRAVEL PLAN APPENDICES

Appendix A

Site Layout Plan

PLANNING LAYOUT - WHITE HART ROAD, PENISTONE

Bellway

DUNFORD DRIVE

WHITE HART ROAD

BNG LAND

OPEN SPACE

WHITE HART ROAD, PENISTONE SCHEDULE OF ACCOMMODATION			
House Type	**Bed No/Storey**	**Building Regs**	**No. Units**
Freesale			
Tailor	3B/2	M4(1)	7
Chandler	3B/2	M4(1)	2
Blemmere Life	3B/2	M4(2)	1
Blemmere Life	3B/2	M4(2)	2
Cartwright	4B/2.5	M4(1)	8
Hatter	4B/2	M4(1)	4
Philosopher Life	4B/2	M4(2)	2
Bowyer Life	4B/2	M4(2)	1
Forester	4B/2	M4(1)	8
Jeweller	4B/2	M4(1)	1
Freesale Total			**36**
Affordable			
Hooper-Life	2B/2	M4(2)	1
Hooper-Life	2B/2	M4(2)	8
Drover GF	2	M4(3)	2
Brightsmith FF	2	M4(1)	2
Ballister	3B/2.5	M4(1)	2
Affordable Total			**15**
Total			**51**

DRAWING LEGEND:

- RED LINE BOUNDARY
- EXISTING TREES
- INDICATIVE LANDSCAPING
- AFFORDABLE UNITS - RENT
- AFFORDABLE UNITS - SHARED OWNERSHIP

0m 10m 20m 30m 40m 50m

N

PLANNING LAYOUT - 2524-SI-02H
WHITE HART ROAD, PENISTONE
BELLWAY
SCALE:1:500@A2 - JULY 2025

PARKER PEEL ARCHITECTURAL
e info@parkerpeel.co.uk w www.parkerpeel.co.uk t 01924 921 860

Appendix B

Example Travel Choices Guide


TRAVEL CHOICES | Bellway
Explore your
TRAVEL CHOICES @ CLIFFORD GARDENS
SKIPTON
OFFERS FOR RESIDENTS
cliffordgardens-travelchoices.co.uk


WELCOME
MOVING HOME IS AN EXCITING TIME THAT CAN MEAN CHANGES TO YOUR LIFESTYLE AND DAILY ROUTINES.
OFFERS, DISCOUNTS & SAVINGS
halfords
FROG BIKES
bikma
BIKEDOCK SOLUTIONS
talio


JUST SOME OF THE REASONS TO CONSIDER YOUR SUSTAINABLE TRAVEL OPTIONS
LOCAL AIR QUALITY:
20%
30%
SAFETY AND CONGESTION:
10%
SUPPORT FOR LOCAL BUSINESSES:
COMMUNITY COHESION:
40%
EXPLORE YOUR
PUBLIC TRANSPORT OPTIONS
TRAVEL BY BUS
TRAVEL BY TRAIN
FIND OUT MORE


LET'S GET ACTIVE


SUSTAINABLE CAR USE
FIND A CAR SHARE COMPANION
JOIN THE EV REVOLUTION
USING A CAR CLUB


USEFUL WEBSITES & TOOLS
NORTH YORKSHIRE COUNTY COUNCIL (NYCC)
NATIONAL RAIL
SUSTRANS
FURTHER INFORMATION AND ADVICE
REQUEST A PERSONAL JOURNEY PLAN (PJP)


TRAVEL CHOICES | Bellway
FIND US ONLINE

Appendix C

Example Travel Choices Newsletter


WOLDS VIEW
TRAVEL
CHOICES
ON THE MOVE
...WITH TRAVEL CHOICES
LOCAL PUBLIC TRANSPORT
E-BIKE 101
GET ACTIVE ON THE SCHOOL RUN
TRAVEL CHOICES | Bellway


WELCOME
to the latest edition of the Wolds View Travel Choices newsletter.
JUST SOME OF THE REASONS TO CONSIDER YOUR SUSTAINABLE TRAVEL OPTIONS
LOCAL AIR QUALITY:
20%
30%
SAFETY AND CONGESTION
10%
40%
SUPPORT FOR LOCAL BUSINESSES:
COMMUNITY COHESION:
woldsview-travel.co.uk


EXPLORE YOUR
PUBLIC TRANSPORT OPTIONS
TRAVEL BY BUS
TRAVEL BY TRAIN
TRAIN + BIKE
£2 BUS FARE CAP
APPROX. BUS JOURNEY TIMES

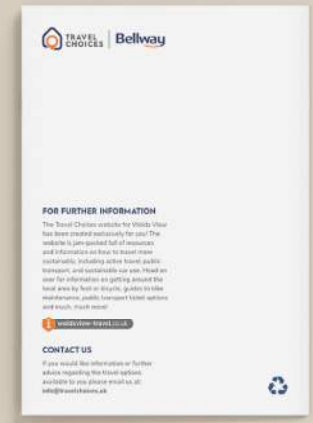

ROAD READY WITH AN
M CHECK
As easy-to-perform M-Check is the perfect starting point, allowing you to identify any issues from the comfort of your own home.
1. FRONT WHEEL AND TYRE
2. HANDBRAKES AND BRAKES
3. FRAME, PEDALS AND CHAIN
4. SADDLE
5. BACK WHEELS AND TYRE


ELECTRIFY YOUR
RIDE
Discover the Exciting World of E-Bikes
Did you know that an estimated 1 in 20 people in the UK now owns an e-bike? And with good reason–over half (55%) of e-bike owners report using their electric bicycle more frequently than they would a traditional bicycle.
halfords
Our 10% off discount with Halfords covers their e-bike range. Find out more on page 13.


GETTING ACTIVE ON THE SCHOOL RUN
Navigating the school run can feel like a chaotic rush, affecting not just parents and children but everyone on the road.
MAKING THE ACTIVE SCHOOL RUN ENJOYABLE
VISIBILITY IS KEY
THE WALKING SCHOOL BUS
PLAN YOUR JOURNEY
NO NEED TO RUSH
SAFETY FIRST
THE JOURNEY TO ACTIVE LEARNING
6
FULFILLS DAILY EXERCISE NEEDS:
ENHANCES SOCIAL SKILLS:
BOOSTS HEART HEALTH:
SHARPENS FOCUS:
CULTIVATES INDEPENDENCE:
TEACHES SAFETY:


BRINGING SOME FUN TO THE SCHOOL RUN WALK
WHAT IS A WALKING BUS?
HERE'S HOW IT WORKS:
Are you thinking how great the idea is? Well, here are some tips and steps to get started:
1 ENGAGE WITH THE SCHOOL
2 PARENTAL PERMISSION
3 PLOT THE ROUTE
4 CREATE A TIMETABLE
WAYS TO SAVE
HALFORDS:
BIKE DOCK SOLUTIONS:
EO CHARGING:
BIKMO:


USEFUL WEBSITES & TOOLS
There are an increasing range of online tools and information sources which can help you to plan and undertake journeys by different travel choices. Here are just a few that we have picked out for you:
WOLDS VIEW TRAVEL CHOICES
LOVE TO RIDE
EAST YORKSHIRE BUSES
TREEKLY
ELECTRIFYING
ELECTRIFY


TRAVEL CHOICES | Bellway
FOR FURTHER INFORMATION
woldsview-travel.co.uk
CONTACT US

Appendix D

Action Plan

	Action	Responsibility	Target Delivery Date
Engagement on Travel Choices			
Engagement Strategy 1	Travel Choices Guide	TPC	Prior to first occupation
Engagement Strategy 2	Annual Travel Choices Newsletter	TPC	Annually throughout delivery period
Support for Sustainable Travel Choices			
Support Strategy 1	Travel Choices Offers, Discounts and Savings	TPC	Ongoing throughout delivery period
Support Strategy 2	Provision of Cycle Storage	Bellway	Achieved through design
Support Strategy 1	Provision of EV Charging Points	Bellway	Achieved through design
Support Strategy 2	Personal Journey Planning	TPC	Ongoing throughout delivery period
Monitoring and Reviewing the Travel Choices Programme			
Monitoring Strategy 1	Annual Travel Survey	TPC	Annually until 3 years after first occupation
Monitoring Strategy 2	Annual Monitoring Report	TPC	Annually until 3 years after first occupation