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mobility solutions through design and innovation

Proposed Commercial Development
At Houghton Main, Barnsley
for Harworth Group
Travel Plan
September 2021

Quality Management

Houghton Main, Barnsley Document Ref: 21034/Travel Plan				
File reference	L:\Houghton Main, Barnsley - 21034\TEXT\REPORTS\210903 Travel Plan.docx			
Issue/revision	Initial Issue	Revision 1	Revision 2	Revision 3
Remarks	Draft for Comment			
Date	September 2021			
Prepared by	K Griffiths			
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1. Introduction

1.1.1 This Travel Plan has been prepared on behalf of Harworth Group to support a planning application for residential development on a Site in Houghton Main, Barnsley situated to the east of Park Spring Road. The scheme proposals which are illustrated on the Architects plans contained in Appendix A can be summarised as follows:

- Ghost island priority access from the A6195 Park Spring Road; and
- 19,837sqm of employment land (use class E/B2 and B8) Industrial.

1.1.2 The Site is allocated as ES23 (east of Park Spring Road) within the Barnsley Local Plan (2019-2033).

1.1.3 A Framework Travel Plan (FTP) is a package of measures tailored to the needs of individual sites and aimed at promoting greener, cleaner travel choices and reducing the reliance on the car. It involves the development of a set of mechanisms, initiatives and targets that together can enable a development to reduce the impact of travel and transport on the environment, whilst also achieving a number of other benefits for residents.

1.1.4 This report is intended to outline the obligations on the developer/development management company to fulfil the principles of the strategy. The document provides measures led by the developer/management company to encourage residents to use more sustainable means of transport.

1.1.5 The Travel Plan has been prepared in accordance with the DfT publication “Making Residential Travel Plans Work: Guidelines for new development” and other appropriate guidance.

1.1.6 This FTP provides further details of a range of measures which will be incorporated into the overall design of the overall site to encourage staff and visitors to use sustainable transport. The individual tenant travel plans will be required to conform to this FTP – with implementation being through their tenant Travel Plan Co-Ordinator (TPC)’s.

1.1.7 Following the introduction this FTP contains the following elements:

- Objectives and scope of the Plan including preliminary mode split targets;
- An assessment of existing conditions for access to the site by a range of modes;
- Description of roles and responsibilities;
- Measures to encourage, promote and increase the use of public transport, cycling and walking and reduce the level of single occupancy vehicle trips;
- Implementation and communication;
- Suggestions for regular monitoring and review schedules of progress against objectives; and
- A brief conclusion.

1.1.8 It should be noted while reading this report that there is reference to two types of Travel Plan Coordinator a brief description is provided below for clarity:

- Lead TPC – the Lead TPC is Mosodi who have been appointed and funded by Harworth for the first five years post day one of occupation as a

- minimum. Following the initial five-year period a decision will be made as to whether the lead TPC remains with the management company or whether this will be handed to one of the tenant TPC's through agreement with the steering group. The lead TPC will ensure that the Tenant (see below) TPC's are fully appraised of their responsibilities and have the information required to manage their own individual travel plans. Details of the Lead TPC responsibilities are set out in subsequent chapters of this report. A lead TPC is required to allow better coordination between the different tenants;
- Tenant TPC – will be appointed by each individual occupier. The tenant TPC is responsible for the day to day running of the TP and acts as the first point of contact for the staff of the occupier and the Lead TPC.

2. Baseline Conditions

2.1.1 This chapter describes the Site and considers the baseline conditions on the surrounding highway network for a range of transport modes.

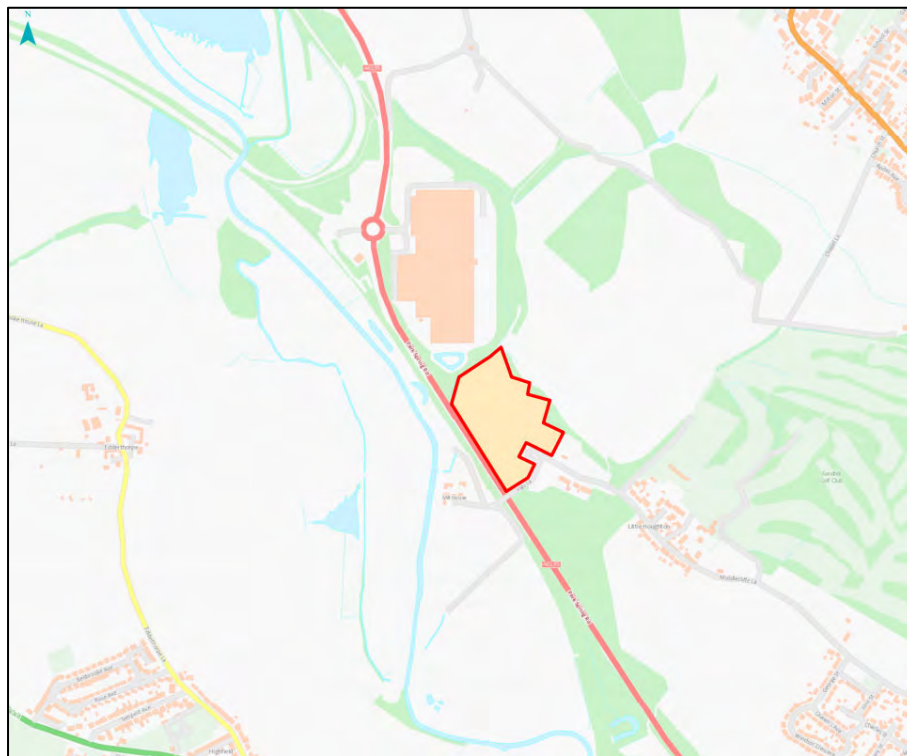
2.2 Existing Site

2.2.1 The Site is located to the south of GXO Logistics/ASOS warehouse and is bordered to the west by Park Spring Road (A6195) and to the south by Ings Lane, accessed from the west via a bridge over Park Spring Road (A6195).

2.2.2 The Site is approximately 7km east of Barnsley, 13km north of Rotherham and 16km west of Doncaster.

2.2.3 The Site in relation to the strategic and local transport networks is shown on Figure 1, an extract of which is shown in Image 2.1.

Image 2.1 Site Location Plan



2.3 Existing Local Highway Network

2.3.1 Park Spring Road (A6195) bounds the Site to the west and is a single carriageway road with a lane running in each direction.

2.3.2 Park Spring Road (A6195) has a width of 7.3m with a shared footway/cycleway is provided parallel to the west of the northbound carriageway to a width of 2.1m, which is separated from the carriageway by a 1.5m verge. The road is subject to a speed limit of 60mph along the site frontage.

2.3.3 Approximately 430m to the north west of the site, Park Spring Road (A6195) joins the ASOS Barnsley access via a roundabout junction. A dropped kerb crossing with a pedestrian refuge island is provided on Park Spring Road (A6195) at the roundabout give way line.

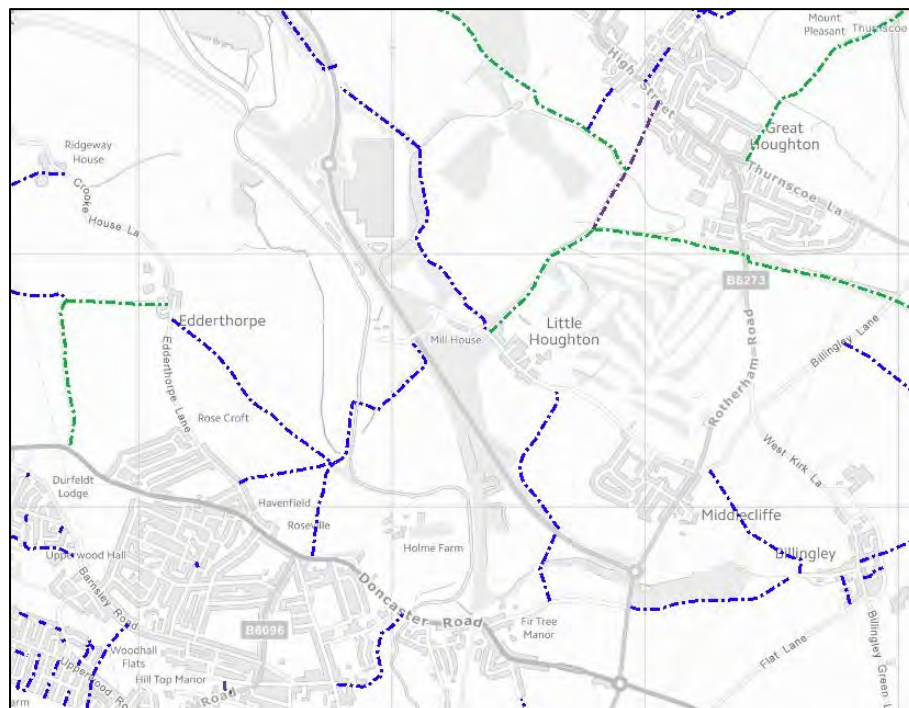
2.3.4 Located approximately 1.2km to the south east of the site, Park Spring Road (A6195) joins Rotherham Road via a roundabout junction. A dropped kerb crossing with a pedestrian refuge island is provided on Park Spring Road (A6195) at the roundabout give way line.

2.4 Public Rights of Way

2.4.1 Image 2.2 below shows an image of the extract of the Public Rights of Way map taken from Barnsley Metropolitan Borough Council's (BMBC) website. Footpaths are shown in blue and bridleways in green.

2.4.2 The image shows that a public footpath runs along the eastern boundary of the proposed development site. Where possible the design team have sought to ensure that the public rights of way can be accommodated without the need for realignment.

Image 2.2 BMBC Public Rights of Way Extract



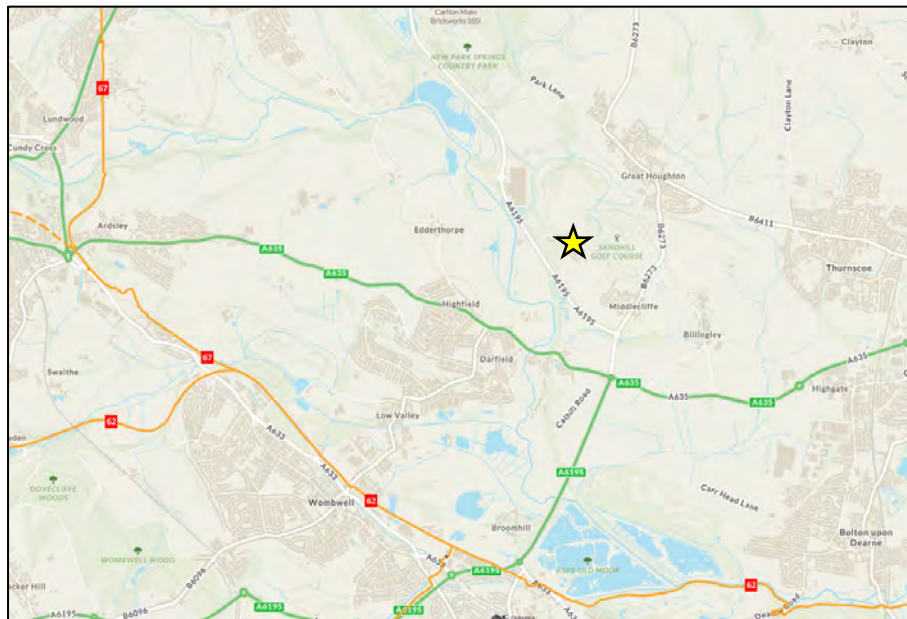
2.5 Cycle Infrastructure

2.5.1 The National Cycle Network (NCN) Route 62 is approximately 3.6km to the south of the Site, it connects Fleetwood in Lancashire with Selby in North Yorkshire, forming the west and central sections of the TransPennine Trail.

2.5.2 Located approximately 4.6km to the west of the Site is NCN Route 67 which connected runs from Long Whatton near Loughborough and joins Route 71 near Northallerton in Yorkshire, forming a main route of the TransPennine Trail (central).

2.5.3 Image 2.3 shows the Site (yellow star) in relation to the existing national cycle network.

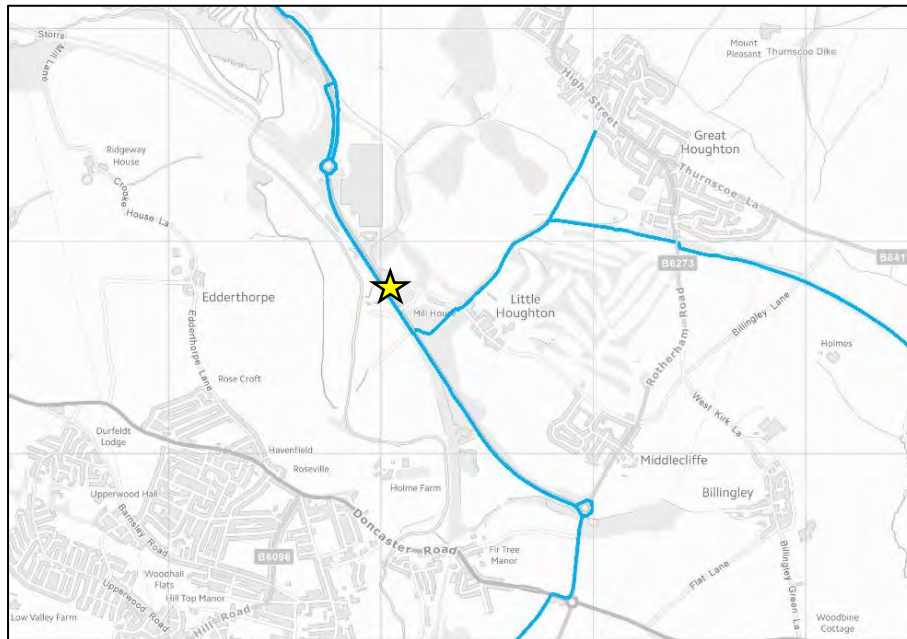
Image 2.3 NCN Cycle Routes



2.5.4 In addition to the NCN, Barnsley have a network of cycle infrastructure. Image 2.4 shows an extract of a map taken from Barnsley Metropolitan Borough Council website showing the cycle infrastructure within the vicinity of the Site.

2.5.5 The blue line shows existing local cycle routes which includes Park Spring Road (A6195) running along the western boundary of the proposed development site.

Image 2.4 Cycle Routes



2.6 Accessibility by Bus

2.6.1 There are a number of bus services operating within the vicinity of the Site, with the nearest stop provided along the southern boundary of the site on Middlecliffe Lane. This stop however is bounded by fencing between the proposed development site and Middlecliffe Lane and therefore access to this stop is currently restricted.

2.6.2 A further bus stop is located approximately 300m north of the Site along Park Spring Road.

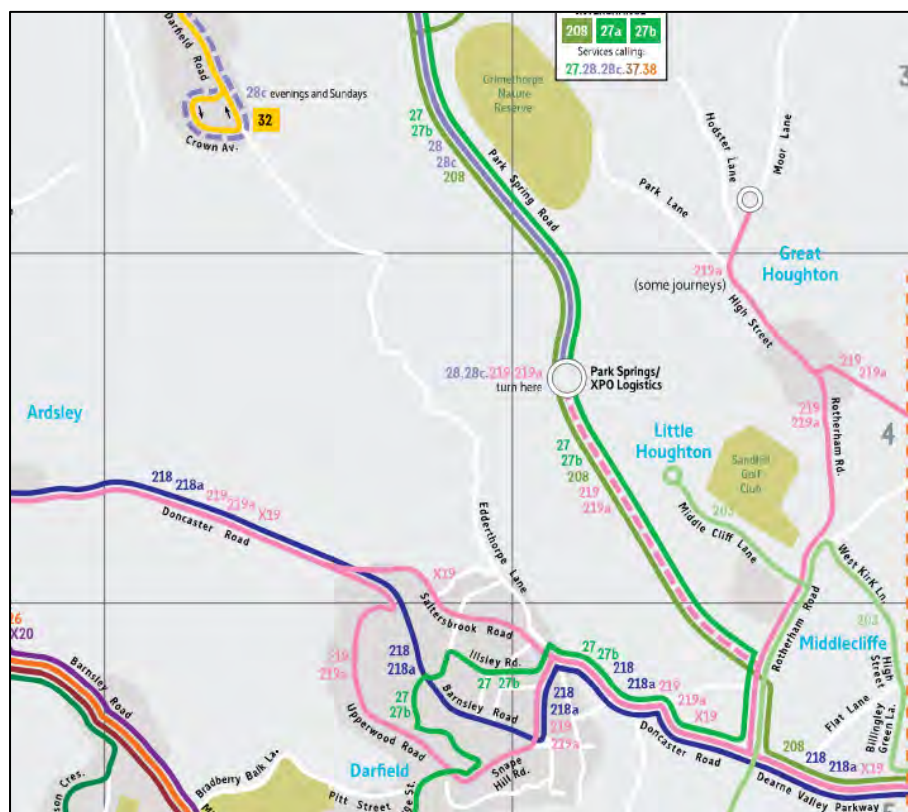
2.6.3 The services available at the nearest stops are summarised in Table 2.1.

Table 2.1 Local Bus Services

Location	Stop ID	Distance	Facilities	Regular Destinations	Service Numbers	Approx. Frequency
Middlecliffe Lane	37055110	5m	Pole	Wombwell, Doncaster Town Centre, Thurnscoe	203, 449	8 per day
Park Spring Road (northbound)	37056050	300m	Seating, Shelter & Timetable	Barnsley Town Centre	4, 27, 27a, 27b, 208, 219, 219a	2 per hour
Park Spring Road (southbound)	37056049	500m	Shelter, Seating & Timetable	Wombwell	27, 27a, 27b, 28, 28c, 208	4 per hour

2.6.4 The existing bus service network is shown in Image 2.5.

Image 2.5 Extract taken from Barnsley Bus Network Map



2.6.5 These services provide regular connections to Barnsley, Doncaster and Wombwell

2.7 Accessibility by Rail

2.7.1 Thurnscoe Rail Station and Goldthorpe Rail Station are located approximately 4km east and south east respectively of the proposed Site.

2.7.2 The typical service frequency and facilities are shown in Table 2.2.

Table 2.2 Local Rail Services

Station	Facilities	Regular Destinations	Approx. Combined Frequency
Thurnscoe	Step Free Access, Ticket Machine, 8 cycle spaces with shelter and CCTV and 60 car parking spaces	Leeds, Doncaster & Sheffield	2 per hour
Goldthorpe	Step Free Access and Ticket Machine	Leeds, Doncaster & Sheffield	2 per hour

3. Objectives and Targets

3.1 Objectives and Scope of the Plan

3.1.1 This FTP shall, by containing appropriate measures, assist in reducing the number of trips made to and from the development by private single occupancy car.

3.1.2 All staff, and where possible visitors, shall be made aware of the measures included in the FTP in order that positive benefits can be delivered and the number of trips undertaken by public transport, walking or cycling are increased.

3.1.3 To ensure that the measures contained within the FTP are capable of delivering a sustainable travel demand pattern for the development it is important to identify some key objectives.

3.2 Travel Plan Targets

3.2.1 This Travel Plan aims to promote travel choice for the employees and visitors and hence to increase the use of sustainable transport means. Overarching objectives and targets for the site for staff are to be set once the baseline travel surveys have been carried out.

3.2.2 Targets will be 'SMART' i.e. they must be:

- • Site-specific
- • Measurable
- • Achievable
- • Realistic and
- • Time related

3.2.3 In order to provide a set of Site specific modal split targets for each tenant detailed travel surveys will be undertaken. The timings of these surveys will be dependent on whether the tenant in question a transferring occupant or a new business.

3.2.4 The baseline mode split sets out below have been taken from the journey to work 2011 census information for the Barnsley 006 middle layer output area.

3.2.5 The travel to work data for all the residents within the output area has been procured from the Office for National Statistics and is shown in Table 3.1

3.2.6 The travel to work data for all of the daytime residents working within the output area has been procured from the Office for National Statistics.

Table 3.1 Baseline Visitor Trips for Barnsley 006

	Baseline Two Way Person Trips by Mode							
Mode	Car Driver	Car Passenger	Public Transport	Taxi	Pedestrian	Cycle	M/cycle	Total
Baseline mode share %	77.71%	8.13%	7.53%	0.35%	10.93%	0.88%	1.02%	100.0%*

3.2.7 In advance of the detailed travel surveys being undertaken for each tenant it is proposed that an interim target should be set for staff trips to the proposed

development. For staff the interim mode shift target should be a reduction of single occupancy car trips by 10.0% from baseline i.e. 69.9% (77.71×0.9).

3.2.8 Once the targets have been achieved the level of single occupancy visitor and staff car journeys to the park must be maintained or reduced further. The Travel Plan Co-ordinator for each individual tenant must not omit or change the targets without prior consultation with the Travel Plan Steering Group.

3.2.9 Whilst the initial modal shift target may be ambitious it is anticipated that they would be reached within 3 years from occupation of each unit. This provides an appropriate timescale against which to measure progress. Further details of monitoring are provided in Section 7 of the report. It should be recognised that traffic flows modelled in the highway capacity assessments completed in the TA have not been amended to reflect the mode shift targets resulting in a very robust assessment of the local highway network in the TA.

4. Site Accessibility

4.1 Pedestrian Accessibility

4.1.1 It is generally considered that an acceptable walking distance from home to a place of work is 2km. The IHT document Guideline for Providing for Journeys on Foot recommends various thresholds for desired, acceptable and preferred maximum distances to various services as shown in Table 4.1.

Table 4.1 Accessibility by Foot

	Town Centre's (m)	School/Work (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Notes - Source Table 3.2 in 'Guidelines for Providing for Journeys on Foot' published by IHT

4.1.2 Using GIS software typical walk times (up to 25 mins) from the proposed Site centre are shown on Figure 2. This figure demonstrates that:

- Little Houghton is within a 5 minute walk distance;
- Great Houghton is within a 30 minute walk distance via a Bridleway. and
- Darfield is within a 25 minute walk distance of the Site via a footpath.

4.1.3 There are a number of local facilities within the villages of Little Houghton, Great Houghton and Darfield. It is therefore concluded that the proposed Site will have accessibility by foot to a number of local services and a local workforce in and around the local area.

4.1.4 Furthermore, the travel planning measures proposed in the travel plan will have a positive influence on the sustainable travel choices made by employees of the development Site.

4.2 Accessibility by Cycle

4.2.1 An acceptable and comfortable distance for general cycling trips is considered to be up to 5 kilometres as referred to in Local Transport Note 2/08 (published by the Department for Transport (DfT)). However, the same guidance also refers to commuting cycle trips up to 8km. Using GIS Network Analyst software typical cycle times (with 20 mins approximating to just over a 5km distance) from the Site are shown on Figure 3. This figure shows that:

- A number of local residential areas (Darfield, Wombwell and Goldthorpe) are accessible within a 5-30 minute journey time;
- The Site is located within a 25 minute cycle ride to Thurnscoe Rail Station and Bolton-upon-Deane Rail Station;
- The Site is located within a 20 minute cycle ride to Goldthorpe Rail Station;
- The Site is located within a 30 minute cycle ride to Wombwell Rail Station; and
- The Site is located within a 25 minute cycle distance of the National Cycle Network, providing access throughout the region and further afield.

4.2.2 It is also considered that the more active employees will choose to cycle further than this guideline distance

4.3 Accessibility by Bus

4.3.1 As detailed in Chapter 2 there are several bus services offering frequent services within close proximity to the Site.

4.3.2 The nearest stop is provided along the southern boundary of the site on Middlecliffe Lane. Further bus stops are proposed to be located on the Site frontage within new laybys on Park Spring Road.

4.3.3 The local bus stops provide frequent services to key local hubs including Doncaster and Barnsley town centres and Wombwell.

4.3.4 It is therefore concluded that the proposed Site, will provide excellent bus accessibility to a range of local services within a 20-minute bus ride.

4.4 Accessibility by Rail

4.4.1 Thurnscoe Rail Station and Goldthorpe Rail Station are located approximately 4km east and south east respectively of the proposed Site and within a 25 minute cycle ride. The stations provide access to Leeds, Sheffield and Doncaster.

4.4.2 Thurnscoe Rail Station provides a range of facilities including cycle storage and 60 car parking spaces.

4.4.3 It is therefore concluded that the proposed Site will have access to Thurnscoe Station and Goldthorpe Rail Station and will provide an opportunity for future employees to travel by rail and assist in reducing the need to travel by car

5. Roles and Responsibilities

5.1 Introduction

5.1.1 An important aspect of a successful FTP is the allocation of sufficient resources to enable it to happen. This can in part be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved. From this will lead the appropriate allocation of time and resources to those charged with managing the process.

5.2 Travel Plan Co-ordinators

5.2.1 Following the granting of planning permission for individual E/B2/B8 employment units and three months prior to occupation of any of the new floor space, the prospective tenant will be required to provide details of their TPC to the steering group/lead TPC.

5.2.2 The co-ordinator for each individual tenant will be empowered to act on behalf of the company and should have senior management support. The TPC role is permanent but does not need to be full time and can be carried out alongside an employee's existing job.

5.2.3 In addition to having TPC's for each individual tenant Mosodi will be the lead TPC for the whole site who will remain in place for five years from first occupation. After five years a decision will be made by the steering group as to whether to the lead TPC role remains with the management company or is elected from one of the tenant TPC's.

5.2.4 The lead TPC will be responsible for forming and chairing the Travel Plan Steering Group. This Steering Group will include the TPC, representatives from Highways England (as they deem appropriate), Barnsley Council, Barnsley Council's Active Travel Team and representatives of the individual tenants.

5.2.5 Following implementation of the plan and the completion of the initial surveys and agreement of the baseline mode splits the Steering Group will meet on an annual basis as minimum. The lead TPC must make dates available every 3 months for a steering group meeting and encourage all stakeholders to attend. The purpose of the Steering Group is to identify successes of the FTP and identify any areas of improvement, the content of on-going surveys, to agree the effectiveness of particular measures and alternatively the failures of other measures, identify any secondary measures as required – the group will meet to discuss these issues within a calendar month of collation of the surveys.

5.2.6 These surveys will capture details of individual circumstances, travel patterns and preferences etc. For new employees completion of the survey would be part of the induction process – this will have the dual benefit of raising awareness of the Travel Plan whilst also collecting the baseline information. The surveys can be carried out either on line (enabling efficient collation of data) or can be paper based.

5.2.7 Within the lead-in period for an individual tenant, and prior to occupation, the lead TPC shall update and/or acquire all of the supporting information such as public transport timetables and cycle maps and review the overall contents of the document to ensure its currency and relevance. This will then be provided to the tenant TPC who will be advised of the locations of this information for future reference.

5.2.8 The tenant TPC will also provide contact details to the relevant highway authorities. Barnsley Council must be advised of any changes in lead TPC.

5.2.9 The duties of the lead TPC will include:

- Oversee the gathering of information, e.g. the travel questionnaire. The lead TPC will agree a template with the relevant authorities prior to issue to the tenant TPCs;
- The lead TPC will be required to coordinate the survey process ensuring that appropriate monitoring and data gathering procedures are in place;
- Liaison with the individual tenant TPC's to explain the objectives and benefits of the FTP to ensure awareness of the Plan and to encourage participation;
- Acting as a focal point for all transport, access and travel related issues;
- Provide promotional material of the health benefits of walking and cycling;
- Actively encouraging and promoting staff to walk, cycle or use public transport to travel to and from the Site. Hence staff will be encouraged to be fully aware of different travel options which are available from the Site;
- Obtaining up to date details of the information required in the Travel Plan;
- Implementing, monitoring and reviewing the Travel Plan, this will be done in close consultation with the tenants TPC's through the steering group;
- The lead TPC will be responsible for ensuring that individual tenant TPC's are fully aware of the sources of information that are available with respect to timetable information.

5.2.10 Duties of the tenant TPC's to include

- Seeking commitment, via the tenant TP's, from all staff to the measures set out in the TP;
- Provision of personalised travel plans, guidance from the Lead TPC as required;
- Promote the health benefits of walking and cycling and liaise with the lead TPC to obtain appropriate promotional material;
- Ensure that up to date timetable information is available at all times.
- Suggested travel management measures included in this FTP is not an exhaustive list and should be subject to on-going review.

5.3 Funding

5.3.1 The detailed Travel Plan will include information on how the Travel Plan will be funded – for example by the commitment of a time based resource such as the plan Co-ordinator and a specific budget.

5.3.2 However, to provide comfort that appropriate resources are being dedicated to the role of the lead TPC in addition to the hard measures that are being proposed and will be delivered as the development is being built out e.g. cycle spaces, showers etc a specific budget of £5,000 per annum is allocated for the first five years to promotional material, monitoring etc. This budget will then be reviewed following the monitoring report that details the success of the travel plan at the end of year three.

6. Travel Plan Measures

6.1.1 The primary objective of the transport strategy and development proposals is to influence travel behaviour such that:

- Single occupancy car trips are reduced and minimised as much as possible; and
- Access to the Site by all other modes, particularly walking, cycling and public transport is promoted, encouraged and enhanced.

6.1.2 As part of the overall development scheme it is therefore proposed to undertake a range of infrastructure improvements and implement a package of transport related measures to ensure that the objectives are achieved. This section looks at the measure that will be considered by each individual tenant / development.

6.1.3 In order to persuade people to change their mode of travel it is necessary to introduce a varied mix of incentives e.g. good quality cycling facilities. For the development Site the proposed range of infrastructure improvements and transport related measures are described in this section.

6.1.4 All of the infrastructure improvements and transport related measures proposed are either shown or delivered by one or more of the following drawings/documents:

- Proposed Masterplan;
- Transport Assessment; and
- Framework Travel Plan (this document).

6.2 Walking and Cycling

Internal Site Layout – Illustrative Masterplan

6.2.1 The proposed masterplan is contained in Appendix A of the TP and the key details are summarised as follows:

- A new pedestrian cycle connection to Middlecliffe Lane providing enhanced access to residential areas and the bus stop at the turning head;
- 2 No. New bus stops on Park Springs Road;
- 3 No. New pedestrian refuges across Park Springs Road;
- A realigned pedestrian route to the north of the buildings.

6.3 Awareness of Benefits of the Existing Pedestrian/Cycle Infrastructure

- Provide plans and up to date information to staff/ visitors indicating pedestrian/ cycle routes in the surrounding area;
- Raise awareness of the Barnsley Active Travel Hub, located close to Barnsley Rail Station;
- Provision of network analyst drawings on the development website detailing travel times;
- Promote the health benefits of walking and cycling;

- Promote the BMBC website as an excellent source of information for those wishing to cycle <https://www.barnsley.gov.uk/services/sport-and-leisure/cycling/>
- Raise awareness of the adult cycle training that is provided by BMBC. More details at <https://www.barnsley.gov.uk/services/sport-and-leisure/cycling/learn-to-ride-a-bike/>
- The tenant TPC's are to investigate the possibility of having on-site cycle training courses for their staff. If staff numbers are not sufficient tenant TPC's must speak to the lead TPC over the opportunity of having combined training sessions with other tenants;
- Promote <https://walkbudi.liftshare.com/> as a database link for individuals to walk to work together in the local area; and
- Promote <https://bikebudi.liftshare.com/> as a means to encourage individuals to cycle to work together.
- Ensure all employers on site are aware of the free bicycle/public transport ticket scheme for apprentices and jobseekers.

6.4 Cycle Parking/Facilities/Electric Vehicle Provision (determined the reserved matters application)

- Shower/changing areas and lockers for staff;
- Convenient sheltered and secure cycle parking;
- All tenants to offer the cycle to work scheme;
- Consider providing pool cycles for use by staff;
- Explore establishing a Bicycle User Group (BUG) with any other local interested FTP holders;
- Provide local cycle maps for use by employees;
- At reserved matter stage EV charging provision will be considered for each application.

6.5 Public Transport

- Promote the SYPTE website as an excellent source of information for those wishing to travel by public transport <https://www.travelsouthyorkshire.com/>
- Provision of up-to-date public transport information including hard copies of timetables in communal areas. The lead TPC will be responsible for ensuring that individual tenant TPC's are fully aware of the sources of information that are available;
- Web links to public transport information are to be provided on the developments website;
- The Lead TPC is to liaise directly will public transport operators to seek to negotiated discounted public transport tickets; and
- Car parks to be designed to allow drop offs. Taxi waiting areas not appropriate.

6.6 Car Sharing

- The concept and benefits of car sharing will be promoted and incentivised across the site by the Lead TPC.
- Promote a car share scheme for staff. It is intended that the car share will be operated by the Lead TPC. The car share database will be run centrally through the lead TPC with GIS systems being utilised to match staff members from across the Site.
- It will not be necessary to hold personal data outside of the individual tenants as matching can be done using a reference system and postcodes – once matching has been completed the tenant TPC can then advise individual staff members of matches to identify if that member of staff would be willing to car share. Discussions can then be held with the staff members as appropriate;
- Induction session giving information regarding car sharing will be provided by lead TPC regarding safety, emergency travel and highlight cost savings;
- Tenant TPC responsible for ensuring that car share information is visible in communal areas and internet systems. The lead TPC to ensure this information is available on the developments website;
- The provision of pool cars will be investigated to be available for staff who use public transport and require a car for company business appointments and or meetings;
- Priority car parking for car sharers;
- Car parking maximum standards restrict the parking numbers;
- Tenant TPCs to explore the implementation of a guaranteed ride home scheme for use in emergencies for car sharers.

6.7 Reducing the Need to Travel/ Other Measures

6.7.1 Consider provision of the following measures that reduce the need to travel:

- Where possible tenant TPC's should explore the opportunities for reducing HGV trips both operational and servicing examples as follows (list not exhaustive and to be embellished as part of tenant TP's);
 - The lead TPC to coordinate with tenant TPC's with respect to waste collection to seek to ensure waste and recycling collection trips can be minimised;
 - Where possible try and coordinate suppliers for each tenant e.g. can the same stationary supplier provide office equipment for the tenants;
 - Ensure that the logistics operators where possible minimise the time vehicles are running with no load.
- Where appropriate consideration should be given to configuring core hours/shift patterns to reduce need to travel in peak times;
- Provision of video and telephone conferencing facilities;
- Pool bikes which can be used by staff to access ancillary and local facilities;

- Provision of an area within the car park specifically for provision of motorcycle parking;
- If applicable change company car policy to more fuel efficient vehicles. This vehicle should double as a pool vehicle by staff during the day;
- Seek to minimise number of servicing maintenance trips; and
- Advise drivers about eco driving techniques.

7. Travel Plan Implementation / Communication

7.1.1 This FTP clarifies the role of the co-ordinator and sets out their responsibilities in terms of ensuring that the series of measures and initiatives identified, that will help to reduce the reliance on the private car, are delivered.

7.1.2 An action plan should be developed to set out a clear strategy for the implementation of the Travel Plan measures. This section summarises the potential measures to influence travel behaviour and sets out a target schedule for their implementation.

Table 7.1 Pedestrian/Cycle Measures

Measures	Guideline Timescale	Priority	Deliverability and Responsibility
Provision of improved cycle/ped facilities adjacent to A1695	First Occupation of respective phase	High	Deliver through first occupancy planning condition. Harworth
New ped/cycle connection to Middlecliffe Lane	First Occupation of respective phase	High	Deliver through first occupancy planning condition. Harworth
Improvements to local footpaths and bridleways serving the site	First occupation	High	High level of deliverability. Removes barriers to accessing the site on foot.
Provision of cycle and walk catchment information on the developments website	Available upon first occupation	High	Removes potential barriers created by lack of information. Responsibility of lead TPC
Organise “walking days” and “walking weeks”	Within 3 months	High	Raises awareness and creates a team ethic
Provision of Local Cycle Maps. These can be ordered from the BMBC website	Available upon first occupation	High	Removes potential barriers created by lack of information. Tenant TPC's to ensure that these are displayed in communal areas.
Promote WalkBUDi and BikeBUDi	On first occupation	High	High level of deliverability. Promotion by lead TPC, possibly with any other local Travel Plan holders
Provision of on-site sheltered/secure cycle spaces and changing/shower/locker facilities within the buildings	First occupation of each tenant	High	High level of deliverability. Individual reserved matters of full applications in the future will specify the level of provision. Individual applicants
Explore establishing and advertising a Bicycle User Group (BUG) for all businesses at the development	Available upon occupation	Med	Medium level of deliverability. A ‘cycling champion’ would need to be identified to establish BUG – requires input and support from steering group. A cycling champion could be appointed from the representatives of each of the tenants
Advice on safe cycling/ cycle training.	Available upon occupation	Med	Medium level of deliverability. Lead TPC
Investigate provision of “pool” cycle for use by staff	3 months	Med	Medium level of deliverability. Funding would need to be arranged either for tenants

Measures	Guideline Timescale	Priority	Deliverability and Responsibility
			individually or centrally by lead TPC. Demand to be established post occupancy surveys.
Presentation to tenants and staff on the benefits to gained through sustainable travel.	Available on occupation	Med	Delivered by TPC
Assistance in the form of personalised travel planning on request	As requested	High	Lead and Tenant TPCs

Table 7.2 Parking Measures

Measures	Guideline Timescale	Priority	Deliverability and Responsibility
Provide bespoke car share service	Available upon occupation	High	Lead TPC
Provide car share presentations at inductions – appropriate when new businesses moving in.	1 month	High	Arranged by lead TPC at request of tenant TPC
Employee surveys	3 months	High	High level of deliverability. Implementation FTPC and individual businesses. Lead TPC to agree framework survey with steering group.
Determine answers to staff about safety in relation to car sharers	As required	High	High level of deliverability. Lead TPC to either present to tenants or brief tenant TPCs.
Priority Parking	Available upon occupation	High	Reserved Matters Applicant

Table 7.3 Bus Measures

Measures	Guideline Timescale	Priority	Deliverability and Responsibility
Provide up to date public transport information, bus route maps. To be provided through updates to the FTP and via the development website	Available upon occupation	High	High level of deliverability.
Provision of hard copies of bus timetables to be provided in communal areas	Available upon occupation	High	Tenant TPC's
Lead TPC to negotiate directly with public transport operators to seek discounted weekly, monthly and season tickets	TPC to contact operators within 2 weeks of appointment	High	High level of deliverability FTPC to investigate and provide.

Table 7.4 Marketing

Measure	Timescale, Priority, Delivery and Responsibility
Provision of a new starters travel information pack	To be determined by the TPC, with liaison with other local FTP holders if applicable
Lead TPC to set out a framework/structure for marketing.	
Ask the senior staff to cycle to work and publicise.	
Provide a copy of the Travel Plan on the developments website to encourage both visitors and employees.	
Provide web links for public transport sites on the developments website.	
Consider introducing a bike lending system for use by staff.	
Change for Life Posters promoting cycling to work can be downloaded from the NHS	
Use the national and European events, e.g. Bike to Work week.	
Focus on promoting a specific initiative, e.g. leaving the car at home once a week/ once every two weeks or even just once a month.	
Free quarterly car wash or valet to car sharers.	
Advertise where appropriate the implementation of additional facilities.	
Introduce a Walkers' Award.	

7.2 Communication Awareness Raising

7.2.1 When raising awareness of the Travel Plan, consideration should be given to different groups that should be targeted i.e. fliers could be provided on buses for bus users or on car windscreens for car drivers.

7.2.2 Publicity material to include the following:

- Leaflets on aspects of the travel plan;
- Summary leaflet on baseline travel figures for employees;
- Provision of a Toolkit that details all sustainable travel information to be included in staff induction packages;
- Provision of incentives to encourage staff participation in sustainable travel measures;
- Information and briefing notes for senior managers;
- Information in staff induction packages;
- Staff induction provides a focused session on green travel;
- Poster campaigns – Change for Life etc;
- Exhibition stands and notice boards in communal staff areas;
- A travel plan email/newsletter – for example a mass email detailing the launch of a new measure, the advantages of this and who to contact to find out more;
- Stories / regular updates in existing staff newsletters / bulletins;
- Local newspapers;
- Intranet / bulletin board updates;
- Investigate feasibility of real time public transport displays across the site;

- Intranet to promote sustainable travel as a mode of access;
- Mouse mats, pens etc. carrying green messages; and
- Green messages on e.g, visitor receipts, emails, compliment slips, headed paper, staff passes, screensavers etc.

7.2.3 When developing the marketing strategy it is often useful to identify which of the above media would be most effective at different stages of implementation and identify the timescale and who will be responsible for developing each.

- The lead TPC should consider membership of any travel plan groups (including Barnsley Council) that become available during their appointment. Liaison with the Travel Plan Officer will enable the TPC to consider membership as appropriate organisations are formed.

7.3 Maintaining Interest

7.3.1 It can be difficult to maintain interest in Travel Plans. There are a few key points to note that will assist in ensuring that people are not discouraged. These are:

- Formation of a Travel Plan Steering Group made up of all employers across the site
- Make sure that measures implemented work, this will maintain confidence in the Travel Plan;
- Regular communication to keep the Travel Plan issues in people's minds;
- Easily contactable assistance should be available to staff to solve any problems they have in changing mode;
- Make sure information provided to staff is always up to date;
- Develop a successful feedback mechanism; and

7.3.2 Ensure that the successes of the TP are advertised to maintain faith in the TP.

8. Monitoring and Review

8.1.1 A successful Travel Plan must have an appropriate monitoring programme that measures success (and failure) and reinvigorates the process where necessary. The development of an appropriate monitoring and review strategy will be the responsibility of the lead TPC and will be distributed to tenants with guidance.

8.1.2 Staff travel surveys will be carried out on an annual basis (year on year from the baseline surveys being carried out) with monitoring of facilities such as cycle parking, motorcycle parking, lockers and travel information.

8.1.3 Initial surveys will be completed by each tenant either prior to occupation (if a relocation) or four weeks post occupation if a completely new operation. Following the initial surveys, it is the intention that each tenant will seek to synchronise the timing of their annual surveys with the other tenants.

8.1.4 An annual monitoring/review report will be prepared and submitted to the lead TPC by each tenant (the template having been provided by the lead TPC) who will then collate the results for submission to the highway stakeholders within 4 weeks of completion of the initial surveys. Surveys will be undertaken on an annual basis as a minimum.

8.1.5 The survey will include the following elements:

- How staff and visitors currently travel to the site;
- How staff and visitors prefer to travel to the site;
- How staff and visitors would travel to the site if there were no barriers to their chosen mode;
- Measures that would encourage staff and visitors to use sustainable modes;
- Total number of Vehicles Arriving and Departing the development in the AM peak hour;
- Home location of staff (for example by postcode area); and
- Business travel needs.

8.1.6 It is imperative that an appropriate number of visitors and staff are surveyed to ensure that the data collected is representative of overall travel patterns. Therefore, the following targets are set as a minimum for responses:

- 30% of total staff employed including a selection of all employee types i.e. shop floor, managers and centre management; and
- If the 30% target for responses is not reached the individual tenant must offer an incentive to increase the response rate to the 30%.

8.1.7 The monitoring reports must also review the progress that has been achieved in implementing measures against the modal shift targets over the preceding twelve-month period. Any progress made will be reported by the TPC to senior management, staff and external organisations including other employers with Travel Plans.

8.1.8 The annual monitoring report will include a commitment from all parties in the steering group to achieve the targets set out within both the monitoring report and this Framework Travel Plan.

8.1.9 The lead TPC will ensure that the results of the travel survey can be viewed on the development website to encourage a sense of ownership.

8.1.10 The monitoring needs to include reviews of how well the plan is working to meet the objectives of the plan, it should also include targets for discussion and agreement with the steering group. The monitoring report will provide details on timescales for change and where the responsibilities lay for actioning this change.

8.1.11 The FTP needs to be active and to be developed in conjunction with the survey results/experiences of the Travel Plan Co-ordinator. For example, if there is little/no car sharing occurring amongst the staff, it would be appropriate for the TPC to review and focus on the promotion of car sharing.

8.1.12 As discussed in previous sections the TPC will monitor provision of cycle parking, showers etc to ensure that provision is appropriate. Where additional facilities are required these will be provided and advertised.

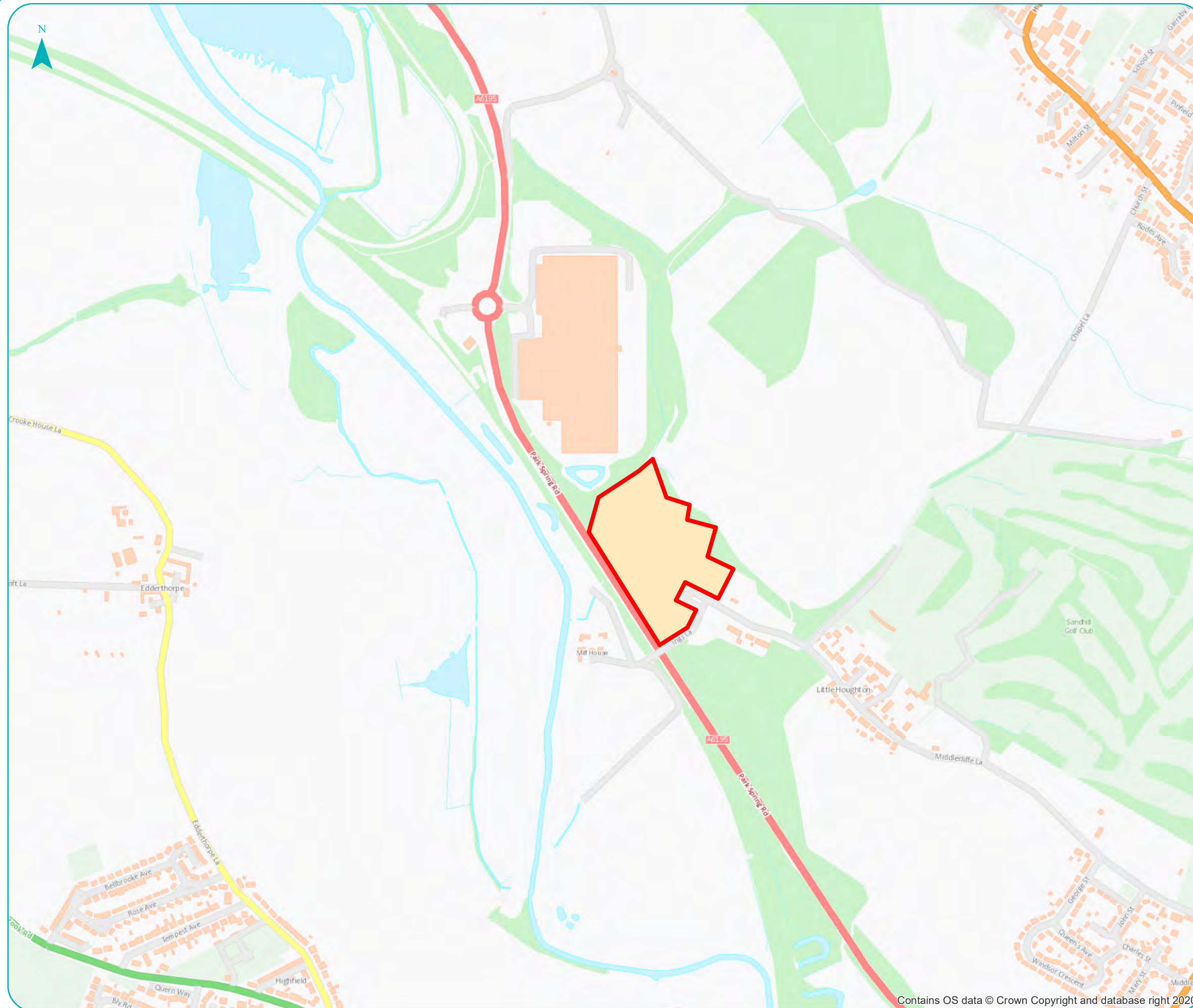
8.1.13 The monitoring report should highlight any second wave measures to strengthen the plan should it fail to meet the targets set out in the FTP.

8.1.14 Second wave measures may include, for example,

- Introduction of a staff parking policy where only those without sustainable alternatives and longer travel distances are able to park on site;
- Measures for public transport users may include negotiating with local bus operators to offer discounted ticket deals to staff;
- The provision of personalised travel plans could also be considered if staff can be identified from surveys that have a lesser need to travel by car – for example work during daytime hours and live on a bus route.
- Support to businesses to reduce the need for business travel by car.

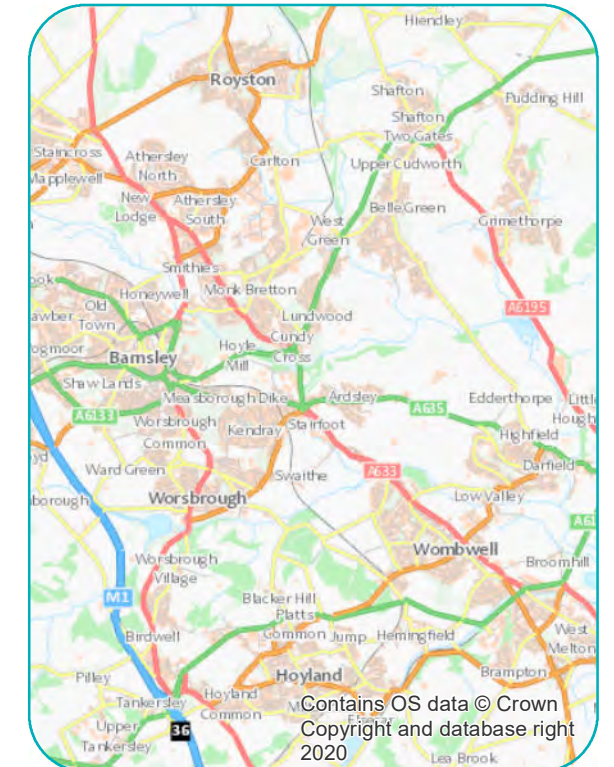
8.1.15 At this stage it is not appropriate to confirm the exact nature of the secondary measure as the appropriateness of each will be informed by the travel plan surveys and monitoring report – furthermore they may not be required. This will enable any failing areas to be specifically focused on. Additionally, specific second wave measures, if appropriate, will be devised through the steering group to ensure that the measures are focused and offer synergy with other developments where appropriate

Figures



Key

 Site boundary



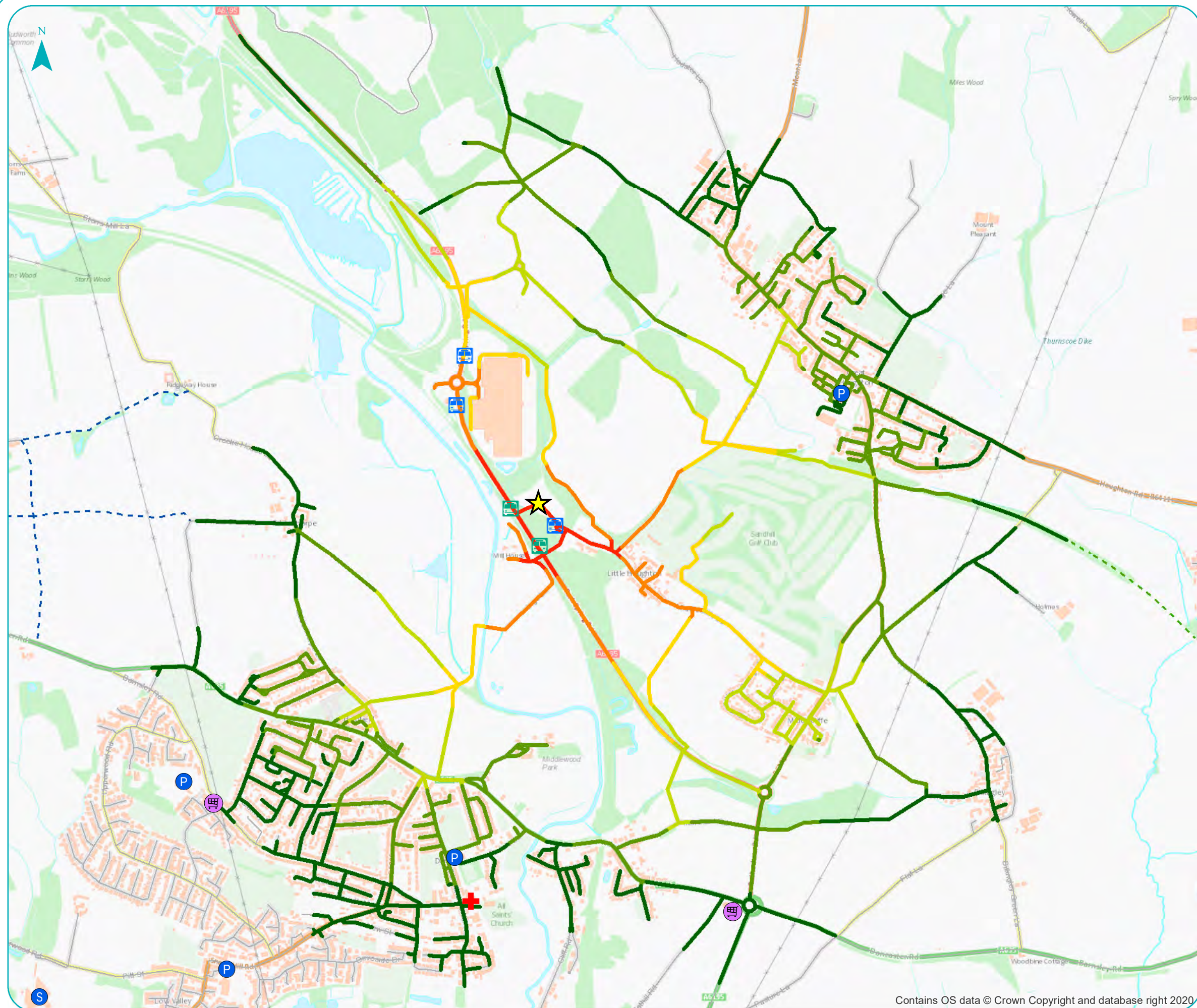
Houghton Main, Barnsley
Commercial Development
Site Location Plan

Figure 1

Scale @ A3 1:7,500

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Key

★ Site location

--- Bridleway

--- PRoW

Bus stops

Proposed Bus Stops

Supermarkets

GP

Schools

● All Through

● Nursery

● Primary

● Secondary

● College

Pedestrian Accessibility (4.8kph)

0-5 minutes

5-10 minutes

10-15 minutes

15-20 minutes

20-25 minutes

25-30 minutes

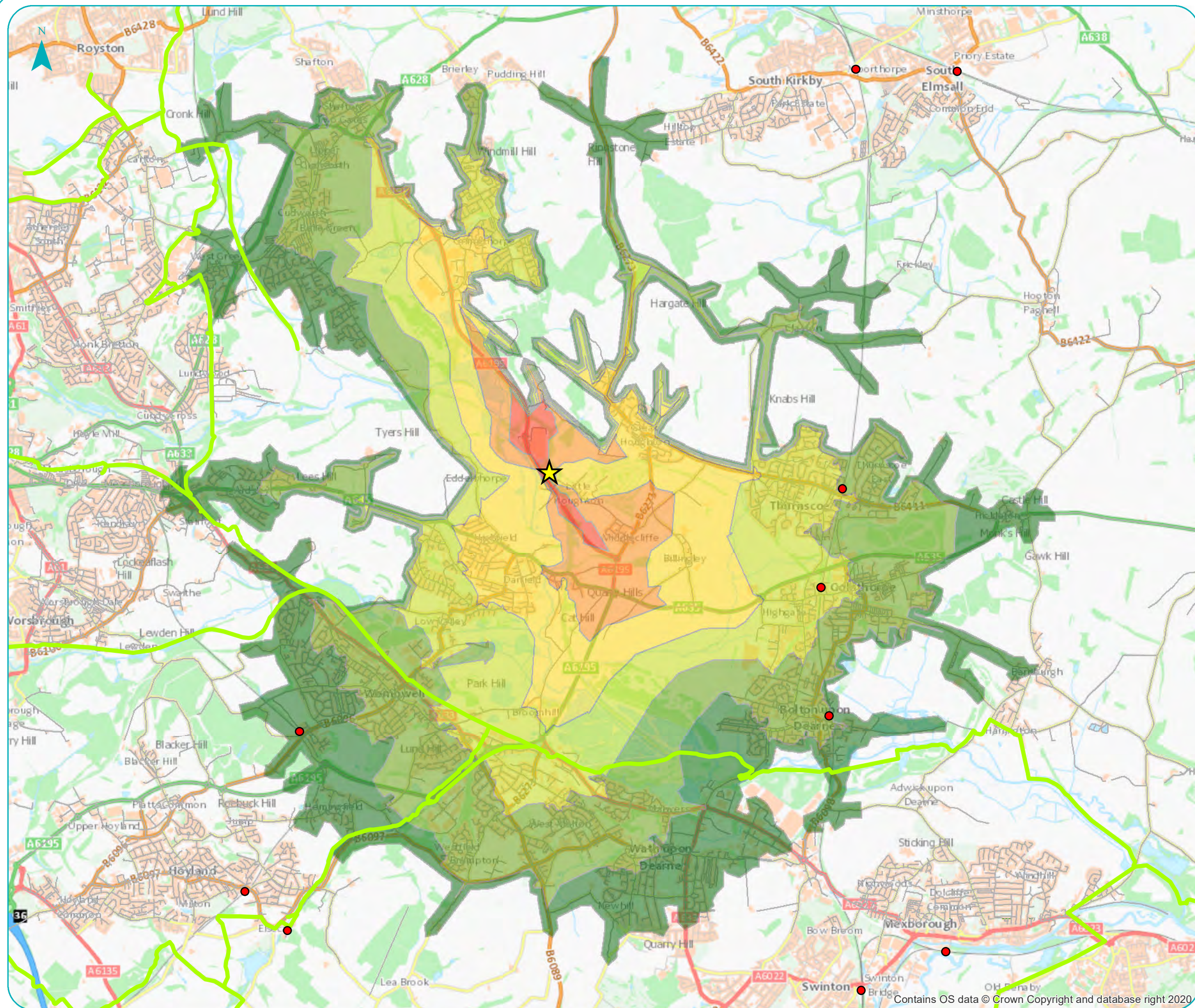
Houghton Main, Barnsley
Commercial Development
Pedestrian Accessibility

Figure 2

Scale @ A3 1:15,000

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Key

- ★ Site location
- Railway Stations
- National Cycle Network
- Cycle Accessibility (16kph)
- 0-5 minutes
- 5-10 minutes
- 10-15 minutes
- 15-20 minutes
- 20-25 minutes
- 25-30 minutes

Houghton Main, Barnsley
Commercial Development
Cycle Accessibility

Figure 3

Scale @ A3 1:50,000

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Appendices

Appendix A Masterplan



	E	06/09/2021	Added Pedestrian access into the site from bus turnaround, adjusted line scale for highways. Parking for unit 4 adjusted	BM
	D	03/09/2021	Removed repeated information, updated areas table	BM
	C	26/08/2021	Added new highway proposals scheme as per Mosodi drawing nr 21034-GA-101	BM
	B	16/08/2021	Updated the scheme following meeting's discussion, increased unit 1's parking	BM
	A	28/07/2021	Scheme adopted by feasibility to planning stage, origin drawing 2621 FA00B GA Site Layout Option 1	BM
Rev	Date	Description	Drawn	